
BEACON SERVICE STATION & FLATS

Location

405-413 BRUNSWICK ROAD,, BRUNSWICK VIC 3056 - Property No 349

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO45

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - April 7, 2021

The Beacon Garage and Flats are of local historical and architectural significance. The service station is one of few remaining from this period in Melbourne, and the complex as a whole is significant as a rare example of a service station combined with rental accommodation rather than as accommodation for a proprietor.

Architecturally, the building reflects the eclectic design of Victor Heiberg, a well known Brunswick builder. This building, along with the house opposite (356 Brunswick Road), appear to be the only remaining examples of the several buildings he constructed in Brunswick.

The Beacon Garage and flats is a key building within the Grantham Street Precinct.

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|---------------------------|--|
| Heritage Study/Consultant | Moreland - Keeping Brunswick's heritage: A Report on the Review of the Brunswick Conservation Study, Context Pty Ltd, 1990; Moreland - City of Moreland Heritage Review, Allen Lovell and Associates, 1999; Moreland - Northern Suburbs Factory Study, Vines, G and M, Churchward, 1992; |
| Construction dates | 1936, |
| Architect/Designer | Heiberg, Victor, |

| | |
|-----------------|----------------|
| Other Names | Beacon Garage, |
| Hermes Number | 59008 |
| Property Number | |

Physical Description 1

The Beacon Service Station and Flats is a complex comprising a drive-in service station (1936-37) attached to a group of two shops, with three flats above, and one at ground floor adjoining the garage. Access to the flats is via a columned porch on the ground floor, which leads to a first floor balcony. The canopy above the petrol bowers appears to be used as a balcony to the residence above, which has a leadlit oriel window on its west elevation. A projecting bay window also sits above the cantilevered verandah of the shops. A decorative moulded frieze decorates the building's parapet.

The Beacon Garage and flats are cuboid in form, showing the influence of the Moderne in architecture in the 1930s. The design of the Beacon Garage complex reflects the influence of the International modern movement, and is one of few remaining Melbourne service stations from this period. In contrast to its modernist form are the Edwardian leaded glass windows and oriel window bays, Greek Revival porch detail and other elements reminiscent of the 1920s. This combination appears to reflect Heiberg's known interest in innovation combined with an apparent attraction to Edwardian and organic forms as reflected in his house opposite at 356 Brunswick Road.

The complex is largely intact with a number of minor external alterations such as refaced shopfronts, added signs, alterations to some openings.

Key Architectural Elements: unusual massing and composition
unusual combination of elements Edwardian oriel window, Greek Revival porch
large canopy/ balcony over bowser area, supported on single column

Conservation Guidelines: repaint rendered surfaces, preferably to original colour scheme

Comparative Examples:
356 Brunswick Road, Brunswick

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>