

Former Lion Rubber Works, Grant Dorman Statement of Significance, August 2020

Heritage Place: 544 Burwood Road, Hawthorn	PS ref no: HO783
--	-------------------------



What is significant?

The *Lion Rubber Works* factory and commercial shop front at 544 Burwood Road, Hawthorn, with Greek Revival elements, original early twentieth century shop front, and distinguishing motifs of Lion Rubber Works and the automotive service industry, is significant. *Lion Rubber Works* took over the site from the *Auburn Carriage Works* in 1918, representing the early adoption of the motorcar in the area and the development of a distinctive pattern of light industry with ornate shopfronts along Burwood Road in the early twentieth century. The shop and factory-workshop was remodelled in 1929 by Melbourne architects Morsby & Coates. *Lion Rubber Works* operated there through to the 1950s.

The laneway elevation features that distinguish the site as a factory, in particular the saw-tooth roof form, are also significant. The cantilevered canopy is as an early example of the awning style, but its soffit and fascia have been replaced.

How is it significant?

544 Burwood Road is of local historical, architectural and aesthetic significance to the City of Boroondara.

Why is it significant?

544 Burwood Road is significant as a reminder of the early adoption of the motorcar in the municipality, for its distinguishable association with the former *Lion Rubber Works*, an early automotive service industry in Hawthorn that took the place of the former Auburn Carriage Works on the same site. (Criterion A)

544 Burwood Road is of architectural significance as an intact example of a purpose-built factory workshop complex with ornate commercial shop front. The intact early twentieth century shop front includes metal framed windows, timber stalls and ingo. Distinctive details demonstrate the historical association with Lion Rubber Works and the automotive service industry, including signage in the doorway, initials in the doorway glass, relief signage on the laneway elevation, and cast roundels or 'wheels' on the piers and parapet (Criterion D)

544 Burwood Road is of aesthetic significance for its characteristics of the Greek Revival style, and its intact early twentieth century shop front, with distinguishing signage and detailing. Greek Revival elements include its parapet with decorative cartouche, crowned with an acroterion, and Greek Revival style doors and door highlights, and the use of disc or rosette-style decoration around its piers and parapet. The design is accomplished, by architects Morsby & Coates, who were recognised at the time for their remodelling of commercial premises in the Greek Revival style. (Criterion E)

Primary source

City of Boroondara Municipal-Wide Heritage Gap Study Volume 3: Hawthorn (Context Pty Ltd, 20 July 2020)