
Former Malvern Star Bicycle Factory

Location

Cnr Clarendon Street & Normanby Road, SOUTHBANK VIC 3006 - Property No B6144

Municipality

MELBOURNE CITY

Level of significance

Demolished/Removed

Heritage Listing

National Trust

Statement of Significance

Last updated on - May 10, 2004

A two-storey factory designed by Marcus R Barlow and constructed in an integrated fashion in two distinct stages in 1938 and 1941 respectively for General Accessories Pty Ltd, the manufacturing division for Bruce Small Pty Ltd.

This was the bicycle industry's first architect-designed factory, the company's first building specially constructed for their purpose and its chief product - the Malvern Star bicycle - was part of most suburban families' experience during the 1930s, 1940s and 1950s, and its name became one of Australia's most recognisable symbols.

Bruce Small's organisation became the largest in the bicycle industry and the first to become truly national.

Classified: 04/12/1989

Demolished c.1990 when Normanby Road was altered.

Hermes Number 64566

Property Number

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/>