

Heritage Citation

Hide Store (former)

Key details

Also known as	Wilcox and Co Skin and Hide Store
Addresses	At 25 Helen Street, Teneriffe, Queensland 4005
Type of place	Warehouse
Period	Federation 1890-1914
Style	Warehouse
Lot plan	L2_RP45823; L65_RP9317; L1_RP45823
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — January 1994
Construction	Roof: Corrugated iron; Walls: Face brick
People/associations	Wilcox and Co (Occupant)
Criterion for listing	(A) Historical; (B) Rarity; (D) Representative; (H) Historical association

This brick warehouse was built circa 1912 for Willcox and Co skin and hide merchants. It is significant as evidence of the development of the Newstead area as a primary industry hub prior to World War I. It is also significant as an example of brick storage facilities constructed near the Brisbane River in this period.

History

The potential of the Newstead/Teneriffe area (previously known as Bulimba) for deep water wharfage was first recognised as early as 1864 when the Riverside Coal and Transport Company was established to provide a

barge service between Brisbane and Ipswich. From around that time residents were also attracted to the area. Wealthy merchants and professionals built their homes on the heights of Teneriffe Hill, taking advantage of the views and cooling breezes. Workers' cottages filled the slopes and river flats, within walking distance of employment. From the 1890s industry was attracted to the area. This prompted the development of more workers' homes but eventually led to the erosion of its residential nature.

Three important events prompted industrial development of this area in the 1890s - the construction of the Colonial Sugar Refinery and its wharf at the New Farm end of the Bulimba Reach in 1893, the completion of the Bulimba rail branch in 1897 and the growth of Queensland's primary industries which took place in this decade.

Eventually this area attracted Brisbane's most important specialised wharves, devoted to the handling of wool. The woolstores themselves were constructed in response to the economic fortunes of the industry. Most of the stores were constructed during the two boom periods between 1909 and 1915 and in the 1920s, however some were built in the mid 1930s, and the last two were constructed in the 1950s. Wool was railed to the stores, displayed under good lighting and stored until it was sold. It was then pressed and baled and trolleyed onto the wharves, where it was loaded onto ships for export.

In 1912 George, Murray and Sydney Wilcox and Glen Legoe purchased subdivisions 65 and 66 of Allotment 59, which had once belonged to Daniel Skyring. Wilcox and Co were hide and skin merchants with offices in Brisbane, Townsville and Rockhampton and branches throughout Queensland. Shortly after purchasing the land, they built this rather austere store, which was first mentioned in Post Office Directories in 1914. Apart from this store, the nature of Helen Street was predominantly residential until the 1930s when industry began to encroach more heavily on this area. The company changed its name to Wilcox Mofflin Ltd in 1918 and in 1926 sold this store to George Willoughby Whatmore Junior, of Willoughby and Co, importers. Following the sale, Wilcox Mofflin constructed a larger wool, hide, tallow and fur store in Longlands Street, Newstead.

Although the wool industry dominated this area, there were many other primary produce related facilities established here. An indication of the significance of hides and skins in Queensland's pastoral exports, as part of a Primary Industry based economy, in £ terms is produced in the following statistics; 1917-1918 (£199,991), 1923-1924 (£418,091), and 1924-1925 (£660,148). Tallow exports were also significant; 1923-1924 (£418,091) and 1924-1925 (£660,148), an increase of £242,057 in this period alone.

After purchasing the Helen Street store, the following year the Willoughby Trust purchased land adjacent to it and constructed a motor workshop. In 1932 the store was sold to Sturmfels Primary Producers Co-operative, which later merged with Queensland Primary Producers Co-operative.

Statement of significance

Relevant assessment criteria

This is a place of local heritage significance and meets one or more of the local heritage criteria under the Heritage planning scheme policy of the *Brisbane City Plan 2014*. It is significant because:

Historical

CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history

for the evidence it provides of the development of Newstead as a primary resource hub prior to World War I.

Rarity

CRITERION B

The place demonstrates rare, uncommon or endangered aspects of the city's or local area's cultural heritage

as it is an uncommon, brick warehouse, purpose built prior to the First World War for the storage of hides, skins and furs.

Representative

CRITERION D

The place is important in demonstrating the principal characteristics of a particular class or classes of cultural places

as it is a large brick warehouse constructed circa 1912 for the storage of hides, skins and furs.

Historical association

CRITERION H

The place has a special association with the life or work of a particular person, group or organization of importance in the city's or local area's history

through its association with Willcox and Co (later Willcox Mofflin Ltd) which was a prominent firm in the arena of skin and hide exports.

References

1. Martin, E. *Teneriffe Woolstores Heritage Study*, Brisbane City Council: 1992

2. Titles Office Records
 3. Post Office Directories.
 4. Queensland Parliamentary Papers
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Note: This citation has been prepared on the basis of evidence available at the time including an external examination of the building. The statement of significance is a summary of the most culturally important aspects of the property based on the available evidence, and may be re-assessed if further information becomes available. The purpose of this citation is to provide an informed evaluation for heritage registration and information. This does not negate the necessity for a thorough conservation study by a qualified practitioner, before any action is taken which may affect its heritage significance.

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