

Heritage Citation



Key details

Addresses	At 356 Brunswick Street, Fortitude Valley, Queensland 4006
Type of place	Shop/s
Period	Interwar 1919-1939
Style	Free Style
Lot plan	L2_RP8824
Key dates	Local Heritage Place Since — 1 January 2011 Date of Citation — January 2008
Construction	Walls: Face brick
People/associations	Hall and Prentice (Architect)
Criterion for listing	(A) Historical; (E) Aesthetic

The Rollinson building on Brunswick Street was built in 1925 at a time of economic prosperity for Fortitude Valley. The substantial brick building with its imposing front facade plays an important role in the historic landscape of Brunswick Street. Owned by wealthy cattle station owner and businessman, James Rollinson, and designed by celebrated architects Hall and Prentice, the retail premises remains an intact example of the fine commercial buildings built in this period.

History (previous revision)

The Rollinson building was built in 1925-26 as a Fortitude Valley retail premises. Built to accommodate six separate shops, the building played an important role in the retail growth of Fortitude Valley in the 1920s. Designed by eminent architectural firm, Hall and Prentice, the building makes an important contribution to the commercial streetscape on Brunswick Street.

From the 1860s the population of the Valley grew, having over 1000 residents by this time. The commercial nature of the Valley was also beginning to emerge. Most commercial activity in this period was centred between Ann, Brunswick and Wickham Streets. The improvement of access from the city centre to the Valley due to the levelling of Duncan's Hill between the two areas in the 1870s assisted the growth of this part of Brisbane

In the last two decades of the nineteenth century the population of the Valley increased even more, and with this the commercial nature of the Valley centre grew with relatively large scale construction in the area. As this occurred those living within the centre began to move to more suburban areas such as New Farm and Bowen Hills. By the turn of the century the valley heart was commercially dominated and the buildings were of a more substantial nature.

The success of the Valley commercial area at the turn of the century saw large traders such as TC Beirne, McWhirters and Overells department stores encourage shoppers to the Valley. Efficient public transport systems such as electric trams and trains to and through the Valley contributed to the commercial success of the area.

At the end of the nineteenth and beginning of the twentieth centuries a row of shops existed on the site. In 1914 to 1922, Fanny Isabella Dawes, owned the premises and leased the shops to various businesses including a watchmaker, a dressmaker, a fruiterer, a jeweller, and a fish shop. The 1920s was a decade of further growth in Fortitude Valley, with its success as a commercial and industrial hub. In this decade the cutting on Duncan's Hill for Ann Street was widened, opening the Valley even further to the rest of Brisbane, allowing a greater volume of traffic into the area.

It was in this period James Rollinson purchased the existing shops. Rollinson owned a large cattle station, Allandale, in central north Queensland. As a shrewd businessman, Rollinson envisaged the commercial potential of owning a premises in this area of Brisbane. In 1925 plans were approved for the construction of brick shops at the Brunswick Street address. The new building was to be built by G.H. Turner and designed by Brisbane architectural firm Hall and Prentice.

Established in 1919, Hall and Prentice were responsible for several of Brisbane's finest buildings, including Brisbane City Hall, Tattersall's Club, Ascot Chambers, Musket Villa in Ascot, Shell House and Sandgate Town Hall. T. R. Hall was a Brisbane born architect and the son of renowned architect Francis Richard Hall, of Hall and Dods. He played an important role in the history of Brisbane horse racing with his name commemorated in the T.R. Hall Handicap. George Gray Prentice, also a Brisbane born architect, played an active role in architecture and art in Queensland, being secretary and vice-president at various times of the Queensland Institute of Architects as well as president and vice-president of the Queensland Art Society. Renowned for their prestigious

designs the Rollinson building is an important example of their smaller scale commercial work.

The new premises would cost ?5200. The building was built to accommodate six independent ground floor shops. A few months after the construction of the building more plans were approved for an extension of a brick kitchen at the rear of the building, this too was designed by Hall and Prentice. By 1927 the shops had all been leased to various small businesses, including a fruiterer, grocer, purveyor of small goods, a dressmaker and a watchmaker.

The Rollinson building contributes greatly to the streetscape of this section of Brunswick Street. As a substantial 1920s brick commercial building with its neighbour, the Carroll's Corner building, also a prominent 1920s brick building, the high quality of these buildings reflect the economic success of Fortitude Valley in this period. Today the Rollinson building maintains its commercial nature by accommodating shops and restaurants.

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

as an intact example of a substantial brick commercial building, designed and built in the 1920s at a time when Fortitude Valley was increasingly becoming a successful retail centre in Brisbane.

Aesthetic

CRITERION E

The place is important because of its aesthetic significance

the Rollinson Building is an intact example of a 1920s commercial building that contributes to the Brunswick Street historic landscape.

References

1. *Historic Titles*, Department of Natural Resources and Water
2. Queensland Post Office Directories
- 3.

Watson, Donald and Judith McKay. *A Directory of Queensland Architects to 1940*. (St. Lucia: U of Q Press, 1984)

4. *Detail Fire Survey: City of Brisbane*, 1951, Mahlstedt's: Consulting Fire Engineers and Surveyors, Melbourne
 5. *Metropolitan Water and Sewage Survey Maps*, 1914
 6. *North Brisbane Electoral Rolls*, 1898 and 1900
 7. Donald Watson and Judith McKay, *Queensland Architects of the Nineteenth Century*, South Brisbane: Queensland Museum, 1994
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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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