



Heritage Citation



Hooper's shop (former)

Key details

Addresses

At 138 Wickham Street, Fortitude Valley, Queensland 4006

Type of place	Shop/s
Period	Interwar 1919-1939
Style	Anglo-Dutch
Lot plan	L3_RP9471
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — August 2006
Construction	Walls: Masonry - Render
People/associations	Chambers and Ford (Architect)
Criterion for listing	(A) Historical; (E) Aesthetic; (H) Historical association

This single storey rendered brick building, designed by notable architects Chambers and Ford, is influenced by the Federation Anglo-Dutch style. It was built in 1922 for jeweller and optometrist George Hooper, who opened a jewellery store that operated until around 1950. It is one of a row of buildings in Wickham Street that form a harmonious streetscape and demonstrate the renewal and growth that occurred in Fortitude Valley in the 1920s.

History

The Paddy Pallin building is a single storey commercial building designed by Brisbane architects, Chambers and Ford, for owner George Hooper, jeweller and optometrist, who purchased the 6 and 21/100 perch site in July 1922 after subdivision of a larger pre-existing block. This building and others in the block were constructed in the 1920s, replacing earlier buildings, some of which were timber and iron.

The 1920s was a decade of economic growth throughout Brisbane. The Valley in particular, with its success as a commercial and industrial hub, expanded even further. Electric trams, which passed the busy corner of Brunswick and Wickham Streets, brought thousands of shoppers to the Valley. The first stage of the McWhirters building that had been completed in 1912 was extended in 1923.

Although 138 Wickham Street and its associated buildings were situated away from the main retail hub centred on Brunswick Street, Rhoades furniture warehouse, which was sited on the southern end of this block of shops, drew customers to this end of the Valley from the turn of the century.

Wickham Street was affected by road widening and remodelling at the junction of Ann, Queen and Wickham Streets that occurred during the 1920s. In 1923 the Brisbane Municipal Council resumed properties in Wickham Street where it met Ann and Queen Streets for this purpose. In this decade the cutting on Duncan's Hill for Ann Street was widened opening the Valley even more to the rest of Brisbane. In 1927, Barry Parade was constructed to link up with St Paul's Terrace on which the Sisters of Perpetual Adoration had recently erected their new convent.

The undertaking of road widening in the CBD to improve traffic flow, and park creation was part of a broader international town planning movement that was prominent between 1912 and 1920.¹ This movement had a significant impact on the Brisbane Municipal Council, leading to the implementation of The City of Brisbane Improvement Act of 1916. Extensive plans were then detailed for the widening of the CBD's "principal streets, the resumption of extensive areas of land, and the extension of the city's parks and recreational facilities".² The Municipal Council borrowed £1,000,000 and work on the scheme began in 1923. The junction of Ann, Queen and Wickham Streets was completely remodelled in the next few years, creating Centenary Park.

George Hooper, jeweller and optometrist, purchased lot 3 (138 Wickham Street) in July 1922. Hooper commissioned Chambers and Hall to design a building for the six perch site. This development received building approval from the Brisbane Municipal Council in August 1922.

The noted architectural firm, Chambers and Ford, was the partnership of Claude William Chambers (1861-1947) with E. M. Ford between 1920 and 1935 formed after Chambers' move to Sydney in 1915. Chambers' architectural work in Brisbane dates from 1887. It includes the residences Ross Roy now St Peter's Lutheran College, Indooroopilly (1896-97) and Wybenia, Mark Street, New Farm (1898), and additions to the Municipal Markets, Roma and Turbot Streets, Brisbane (1900). Chambers and Ford were responsible for Holy Trinity Church (1930) and a number of elite houses in Hamilton and Clayfield during the inter-war period, including Gainsborough in Crescent Road, Hamilton (1938).

Hooper's jewellery store opened soon after the building's completion. The property was sold in 1950 and it has changed ownership and usage several times subsequently. Fortitude Valley was a major retail centre until the 1960s when population and businesses declined. A resurgence of inner-city living during the 1990s reversed this trend. Currently the building is a retail outlet for adventure-related travel goods in keeping with this usage of this section of Wickham Street.

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 a shop that illustrates the growth and renewal that Fortitude Valley experienced as a retail centre in the 1920s.

Aesthetic

CRITERION E

The place is important because of its aesthetic significance

as one of a group of early twentieth century shops that contribute to the streetscape of Wickham Street, providing a harmonious urban landscape of similarly-scaled buildings dating from the same period.

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

as an example of the work of noteworthy Brisbane architectural firm of the 1920s, Chambers and Ford.

References

1. Gordon Greenwood and John Lavery, *Brisbane 1859-1959: A History of Local Government*, Brisbane, 1959, p. 410
2. *Ibid*, p. 410-11
3. Apperly, Richard, Robert Irving and Peter Reynolds. *A Pictorial Guide to Identifying Australian Architecture: Styles and Terms from 1788 to the Present*. North Ryde: Angus & Robertson, 1989
4. *Architectural and Building Journal of Queensland*, 1922
5. Brisbane City Council Building Registers, 1920s
6. Brisbane City Council, *Fortitude Valley Character and Heritage Study Volume 2*, (Brisbane: Brisbane City Council's Heritage Unit, 1995)
7. Brisbane City Council Property Details, BIDS, Building Cards
8. Brisbane City Council WebBASX maps – cadastre, 1946 aerial, 2001 aerial, 2005 aerial

9. Brisbites Suburban Sites, Fortitude Valley @ www.brisbites.com/suburbview.asp accessed 7 Sep 2006
10. Department of Natural Resources and Mines, Queensland Certificates of Title
11. Greenwood, Gordon and John Laverty, *Brisbane 1859-1959: A History of Local Government*, The Council of the City of Brisbane, Brisbane, 1959
12. John Oxley Library, photographic collection.
13. Kennedy, Michael Owen. *Domestic Architecture in Queensland Between the Wars*. Unpub Thesis. Master of Built Environment. 1989
14. Mahlstedt & Son, City of Brisbane Detail Fire Survey, Map No. 30, 1951
15. Metropolitan Water and Sewerage Board Survey Maps, Detail Plan No. 151, 1914
16. *Queensland Post Office Directories*, 1918-29
17. State Chapter of the Royal Australian Institute of Architects, *Buildings of Queensland*, Jacaranda, Brisbane, 1959
18. Watson, Donald and Judith McKay. *A Directory of Queensland Architects to 1940*. (St. Lucia: U of Q Press, 1984)
19. Donald Watson and Judith McKay, *Queensland Architects of the Nineteenth Century*, South Brisbane: Queensland Museum, 1994
20. www.courts.qld.gov.au/qjudgement/QCA%201992/QCA92-97.pdf Supplemental Result. Accessed 14 July 2006

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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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