

Heritage Citation



J Morgan and Co (former)

Key details

Addresses	At 430 Brunswick Street, Fortitude Valley, Queensland 4006
Type of place	Shop/s
Period	Federation 1890-1914
Style	Filigree
Lot plan	L1_RP8921
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — May 1991
Construction	Walls: Face brick
People/associations	Hall and Dods (Architect)

History

This building was designed by prominent architect Hall and Dods and constructed for John Morgan, bookseller and stationery around 1912. From 1901 until 1912 Morgan conducted his business from another building in Brunswick Street and in 1913 he moved into his newly constructed premises. He acquired title to this site in 1911 and in 1912 took out a Bill of Mortgage for £800/-, presumably to finance the building's construction.

Hall and Dods were influential architects in Brisbane in the early twentieth century. Between them they designed several Valley buildings including TC Beirne's drapery (1902) and warehouse (1907), Ruddles shop and bank building (1901), King Edward's Chambers (1905) and Woodley's building (1909), J Morgan and Co booksellers (1912) and Tranberg House (1928).

Description

The building is two storeys, of facebrick construction, with a cantilevered upper floor balcony. The façade is symmetrical, designed as two identical halves. Four pairs of french doors and fanlights open on to the balcony, which has a hipped roof, and cast iron post brackets and balustrade.

The brick parapet has cement rendered diamond motifs, mouldings to the name panels and capping. Some cast iron columns exist to the awning.

Minor alterations have occurred to the ground floor shopfronts, and unsympathetic replacement of balcony roof and guttering, and awning guttering.

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 its association with Hall and Dods, a prominent architectural firm responsible for a number of buildings in Fortitude Valley.

Aesthetic

CRITERION E

The place is important because of its aesthetic significance

for its contribution to the streetscape of Brunswick Street.

References

1. Brisbane City Council Register of New Buildings
 2. Post Office Directories.
 3. Titles Office Records
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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.

Citation prepared by — Brisbane City Council (page revised September 2020)



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