

## Heritage Citation



### Montvue Buildings

#### Key details

<b>Addresses</b>	At 498 Waterworks Road, Ashgrove, Queensland 4060
<b>Type of place</b>	Shop/s
<b>Period</b>	Interwar 1919-1939
<b>Style</b>	Art Deco
<b>Lot plan</b>	L160_RP42949
<b>Key dates</b>	Local Heritage Place Since — 30 October 2000 Date of Citation — April 1997
<b>People/associations</b>	R.G. Heaven (Builder); Walter James Ernest Kerrison (Architect)

**Criterion for listing**

(A) Historical; (D) Representative; (E) Aesthetic

Designed by Brisbane architect Walter Kerrison, this Art Deco building was constructed circa 1937 for businessman Sydney George Hughes and initially formed part of the West Ashgrove shopping centre as the Victory Cash Store. These 'cash and carry' stores gained popularity during the interwar period and the main part of the building continued to be used a grocery store until the late 1970s. Extensions to the building between the 1960s and 1980s also allowed smaller retail shops to occupy the building, including a newsagency, which has continued to operate there for around 40 years. Since the 1980s the building has been used for a variety of retail purposes, reflecting the changing needs of the local community.

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## History

This two storey Art Deco building, designed by Walter Kerrison, was constructed in 1937 for Sydney George Hughes. It opened as the Victory Cash Store and has since housed a variety of retail businesses.

Art Deco is a modern architectural movement that became fashionable after the 1925 Exposition des Arts Decoratifs et Industriels Modernes in Paris. Featuring decorative elements such as geometrical lines and curves and low relief stylised sculpture, Art Deco was popular in Brisbane during the 1930s, particularly on shopfronts and cinemas. The Victory Cash Store at Ashgrove displays several Art Deco features including stylised lettering, parallel line motifs and emphatic vertical fins.

The 1930s were a period of rapid development for West Ashgrove. The population of the Ashgrove district had increased sharply during the 1920s with the extension of the tramline to Oleander Drive in 1924 and the sale of the Glenlyon Garden Estate, St. John's Wood Estate and other residential estates during the mid-1920s. In 1935, the tramline was extended to West Ashgrove, causing another surge in population. Between 1915 and 1936, enrolment at the Ashgrove State School rose from 70 to almost 300. The extension of the tram to the terminus at the junction of Glory Street and Waterworks Road also stimulated the development of a small shopping precinct just before the terminus that included a drapers and a butcher on the same side as the Victory Cash Store.

The concept of self-serve cash only grocery stores was relatively new in the 1930s. Previously, the usual method of purchasing goods was by delivery or by personal service in stores where customers could keep an account. In 1929, Brisbane's first self-service store was opened in Queen Street by Mr C. A. Fraser, who had studied the American Piggly-Wiggly Self-Service methods. The concept of cash and carry had also been introduced by Grace Bros. in Sydney as a novelty in 1923. Fraser was the Chairman of Directors of BCC (Brisbane Cash and Carry) Stores, an enterprise formed in the 1920s. By 1939, the BCC chain was operating 12 stores. A new, convenient way of shopping had been introduced to the Brisbane public. The elimination of delivery services also meant that groceries could be sold at cheaper prices. This was a double-edged advantage during the 1930s economic depression as it also meant fewer jobs. By 1939, Waterworks Road boasted three such stores: Anthony's Cash Store at West Ashgrove; Burnell's Cash and Carry in the heart of the Ashgrove business area and the Victory Cash Store.

The site of the Victory Cash Store was part of Portion 639 granted to Thomas Dempsey in 1868. After changing

hands twice, the portion of 15 acres was purchased by George Rogers Harding in 1875, and became part of his large estate, St. John's Wood. Harding, a prominent Brisbane barrister and Supreme Court judge, died in 1895. The land was transferred to the Queensland National Bank, whose trustees subdivided Portion 639 during the 1920s. Lot 160, a corner block, was eventually purchased by Sydney George Hughes of Red Hill in September 1936.

The Victory Cash Store was constructed circa 1937 by builder R.G. Heaven with an anticipated cost of £3 000. The building, which included shops and a residence on the first floor, was designed by architect, Walter Kerrison, in the Art Deco style.

Walter Kerrison was an interwar Brisbane architect who registered in 1929 after winning the Queensland Institute of Architect student gold medal in 1924. Kerrison was employed by the Brisbane City Council as an Architectural Draftsman from 1925-1936. In 1939 he formed a partnership with Harold Cook, practising as Cook and Kerrison.

Since its construction, the Montvue building has had several owners. After the death of Sydney Hughes in January 1938, the property was transferred to the trustees of his estate. In 1969, the site was purchased by Laurence Quinn. For most of its life, the main shop of the building has operated as a grocery store, including a Nifty Thrifty Store and then a 4 Square Store during the 1970s. During the 1980s, the main shop was occupied by a variety of businesses including a hamburger shop, a sporting shoe shop and most recently a gift shop.

Several alterations have been made since the initial construction of the building. A storeroom was added at the rear of the building at some time during the 1940s or 1950s. Around the late 1960s, a newsagency was added to Eastern side of the building. This shop has continued as a newsagency to the present. Further structural changes were made in the mid-1970s, when the internal staircase was removed and replaced by an external staircase, and part of the back wall demolished to extend the shop space. During the mid-1980s, a partition was constructed in the western part of the building that created a small separate shop. This was used as a beauty parlour, and is currently unoccupied.

The Montvue Buildings form part of the present shopping precinct at the junction of Coopers Camp Road, Glory Street and Waterworks Road. As a local landmark, its distinctive facade contributes to the streetscape of this corner and is a reminder of the development of this shopping precinct in the 1930s.

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## 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:

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#### Historical

##### CRITERION A

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

as evidence of the development of West Ashgrove shopping centre during the 1930s due to the growing local

population; and, as evidence of the interwar trend of 'cash and carry' grocery stores which were to change the way of life for local residents.

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## Representative

### CRITERION D

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

as a good example of a 1930s retail building which, more than 70 years later, is still in use as such.

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## Aesthetic

### CRITERION E

The place is important because of its aesthetic significance

as a fine example of an Interwar Art Deco style retail building located prominently on Waterworks Road.

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## References

1. 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
2. *Ashgrove State School: History of the First One Hundred Years 1877-1977*. Ashgrove: Ashgrove State School, 1977
3. Brisbane City Council Archives
4. Brisbane City Council Building Register 1936-37
5. Kingston, Beverley, *Basket, Bag and Trolley – a history of shopping in Australia*, Melbourne: Oxford University Press, 1994
6. Queensland Post Office Directories
7. Smout, Arthur, ed. *Queensland Centenary: The First 100 Years 1859-1959. Queensland Centenary Souvenir Book*. Brisbane: Penrod Publishers, 1959
8. Titles Office Records
9. Watson, Donald and Judith McKay. *A Directory of Queensland Architects to 1940*. (St. Lucia: U of Q Press, 1984)

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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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