

Heritage Citation



Shop

Key details

Also known as	Art to Wear
Addresses	At 60 Ashgrove Crescent, Ashgrove, Queensland 4060
Type of place	Shop/s
Period	Interwar 1919-1939
Style	Queenslander
Lot plan	L92_RP20498
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — January 1997
Construction	Roof: Corrugated iron; Walls: Timber

Ashgrove emerged as a popular locale for suburban development in the late 1920s and 1930s only after the introduction of public transport into the area. This shop was constructed in 1926 in response to the needs of the growing population of Ashgrove in the interwar years. The shop's distinctive location on the very sharp intersection of Ashgrove Crescent and Ashgrove Avenue has made it a local landmark.

History

The couple acquired two allotments on the sharp corner of Ashgrove Avenue and Ashgrove Crescent in May 1926. The building was designed to address the triangular block.

The couple ran the local shop until 1934, when it was sold to Edward W. Gulbrandson. It was during Gulbrandson's ownership that the land was subdivided. He kept the corner allotment that housed the shop, and in 1941 sold the adjoining 16 perch allotment to Norman E. Hoffman. The shop remained in the Gulbrandson family until 1980 and since that time has undergone a series of ownership changes.

This part of Ashgrove had experienced some residential development since the nineteenth century, but only really became popular as a residential area from the mid 1920s when public transport was introduced to the area. Throughout the late 1920s and 1930s, the area experienced unprecedented growth as young families filled the streets with homes. With hundreds of new residents in the area came a demand for local services, and Fred Poulgrain capitalised on this with the opening of his shop in the middle of a prosperous and booming area. The shop became a focus for the young community - a place where young mothers could stop and chat; where children could meet; and where workers could buy their morning paper on the way to work.

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 it demonstrates the growth of Ashgrove as a location of suburban development in the late 1920s and 1930s.

References

1. Post Office Directories.
 2. 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.

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