# PAIR OF SHOPS

ADDRESS: 100-102 High Street, Wodonga

STUDY NUMBER: 2B HERITAGE OVERLAY NUMBER:

DATE: Circa 1900

CONDITION: Good

INTEGRITY: Good – façade parapet




(RBA, June 2024)

## STATEMENT OF SIGNIFICANCE

### What is significant?

The *Pair of Shops* located at 100-102 High Street, Wodonga and built at the turn of 20th century are significant.

The significant elements are the gable roof form and ornate brick and rendered parapet with bottled balustrading and central, broken bed pediment featuring a central floriated section**.**

The non-significant elements are the aluminium-framed shopfronts.

### How is it significant?

The *Pair of Shops* located at 100-102 High Street, Wodonga are of historical and aesthetic significance to the City of Wodonga.

**Why is it significant?**

The *Pair of Shops* at 100-102 High Street, Wodonga are of historical significance for being the only surviving examples of turn of the century commercial development of the Wodonga town centre and the earliest shops to survive in the municipality. (Criterion A)

The *Pair of Shops* are aesthetically significant for being largely intact commercial examples with elaborate parapets typical of the late Victorian period featuring an array of classicising detailing, that is broadly indicative of the Italianate style and is distinguished by the ornate broken bed pediment and flanking bottle balustrading. (Criterion E)

## PHYSICAL DESCRIPTION

Two adjoining, single-storey shops extend across the front of a typical long rectangular commercial allotment in the centre of Wodonga. The buildings occupy the front half of the allotment and consist of two parallel, gable roofed sections both of which are clad in sheet metal. To the rear are carparking areas and other additions or separate blocks.



Parapet of 100 High Street

The parapets are the same to each shop and are broadly indicative of the Italianate style. They include panelled piers with a section of bottled balustrade either side of a central pediment. These elements are rendered or pressed cement however the central section is mainly brick, which has been overpainted but appears to be red where the painting is failing. The triangular pediment is a broken-bed type (that is, there is a gap in the lower cornice) into which projects a semi-circular element defined by brick voussoirs featuring a floriated section. the pediment is surmounted by a pad/base on which there had originally been an orb (and also one on the flanking piers).

The entablature is largely concealed by the canopy and the current signage to the fascia however consists of a projecting cornice and a frieze featuring paired brackets below the outer piers and triglyphs below the piers of the pediment.

The cantilevered canopy dates to the late 20th century (circa 1960s) and replaced the original bullnose verandah supported on cast iron columns. Similarly, the aluminium shopfronts date to the late 20th century.

## HISTORIC THEMES

5.3 Marketing and retailing

6.4 Making regional centres

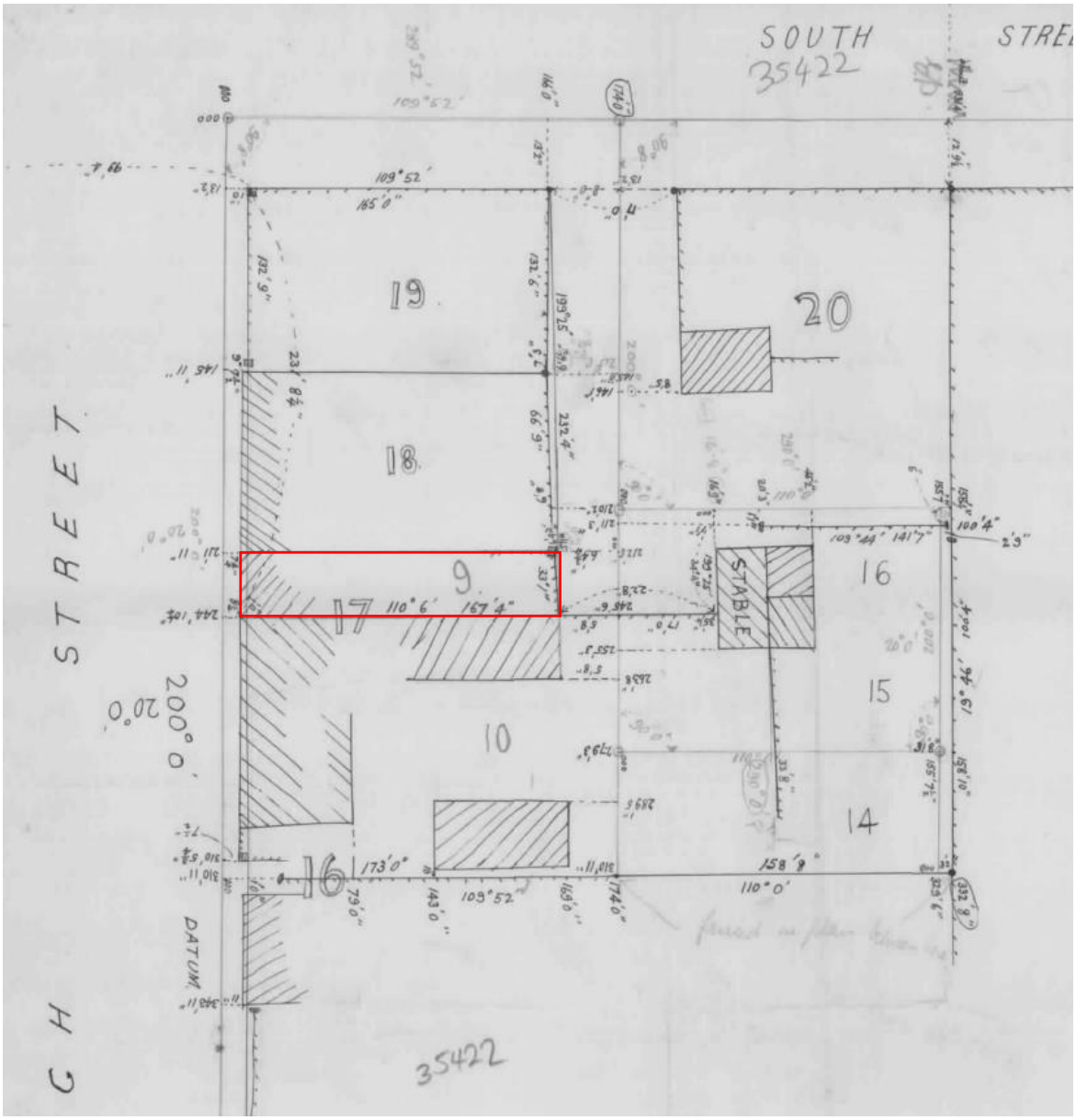
## HISTORY

The pair of shops located at 100-102 High Street were originally located within Allotment 17, Section K in the Township of Wodonga and was acquired by W Power in 1858 (Wodonga Township Plan, PROV).




Parish plan with Allotment 17, Section K, containing the subject site, highlighted. (Wodonga Township Plan, PROV)

During the subsequent decade or so, the allotment was subdivided in part due to the formation of the rear laneway. Advertising from 1874 describes the subject site, which was then still undeveloped, as being Allotment 9 of the subdivision with a frontage of 33ft (approximately 10m) to High Street and 165ft (approximately 50m) to the rear laneway. Surveyor's drawings, included below, from 1905 show the boundaries of this subdivision including the subject site built upon (highlighted).




1905 survey of Section K showing subdivision and development of sites including the subject site, which is highlighted. ('Field Notes of Survey of Allots. 10, 11, 14, and 16 being Portions of CA 16 & 17, Section K,' LASSI)

The detailing of the decorative parapets is indicative of late Victorian period suggesting that the shops were constructed during the late 19th century or about the turn of the century.

Jack McSwiney is recorded as operating J. McSwiney & Co. Chemists at 100 High Street in October 1901. McSwiney sold the business in 1967, aged 92 (Wodonga Historical Society). Roger Pope purchased McSwiney's former chemist and by the late 1960s the original timber doors and shop windows had been changed to a glass frontage and central glass door.

The following image of 1909 show the original elements – verandah with cast iron frieze, orbs to the parapet, and original shopfronts with recessed entries and likely timber framed.




1909 photograph of shops with their original shopfronts (Wodonga Historical Society)

The shop at no. 102 was most likely used by a hairdresser initially – Karl Weis (1903 and 1904) and H J Washington (1907). Dempster's Fish Café and Grills occupied the premises during the 1950s and Crystal's Pizza in the 1980s. Dennis and Bill Mahoney, Max Beck, and the Morse family were other owners (Wodonga Historical Society).

The following 1950s image shows that whilst the verandah remained in place, the orbs to the parapet had been removed. The original shopfronts had been replaced with a type characteristic of the interwar period, though retained recessed entries to their southern edges.




Ca.1950s with a different shopfront (Wodonga Historical Society)

The original shop verandahs with their cast iron columns, frieze and bullnose roof were deemed to be dangerous as reported in the *Border Morning Mail* on12 August 1964. Based on a Council By-law approved on 21 December 1960, verandahs of this type were to be pulled down by the 1st of January 1971.

The business Malibu Ice Cream Parlour was located at no. 100 in the 1980s. By that time, the second/interwar period shopfronts had been replaced and the extant cantilevered canopy had been installed.




Shops in the 1980s, by which time the extant shopfronts and canopy had been installed (Wodonga Historical Society)

## COMPARISON

The pair of late Victorian era shops at 100-102 High Street are the earliest surviving commercial building in the municipality and the only surviving examples representative of late 19th/turn of the century design.

To date, the earliest retail buildings to be included in the Schedule to the Heritage Overlay date to the later phase of the Federation period and are grander examples:

- HO43: Former Bank, 82-84 High St, Wodonga. Constructed about 1915, this corner building is indicative of the Edwardian Baroque style with its channelled render and wide cornice
- HO45: Former Westpac Bank, 86 High St, Wodonga. Constructed about 1915, this two-storey building has an expressed roof, and upper-level verandah supported on Tuscan order columns.

### EXTENT OF LISTING

It is recommended that the *Pair of Shops* at 100-102 High Street, Wodonga are included in the Schedule to the Heritage Overlay of the Wodonga Planning Scheme with external paint controls.

The extent of the heritage overlay should include the parcel of land lot 1/TP962017) on which the shops are located as outlined below.



(Nearmap, 22 June 2024)

## PLANNING SCHEME CONTROLS

| Planning Controls | Y/N |
|---|---|
| **External Paint Controls Apply?** | Y |
| **Internal Alteration Controls Apply?** | N |
| **Tree Controls Apply?** | N |
| **Solar Energy Systems Control?** | N |
| **Outbuildings or Fences Not Exempt Under Clause 43.01-4?** | N |
| **Included on the Victorian Heritage Register Under the Heritage Act 2017?** | N |
| **Prohibited Uses Permitted?** | Y |
| **Aboriginal Heritage Place?** | N |

## REFERENCES

Commonwealth of Australia (1938/1949): Electoral Roll, Division of Indi, District of Benambra, Subdivision of Wodonga.

Sands & McDougall's Directories: 1903, 1904, 1907

Wodonga Historical Society Archives.

1937 'Advertising', *Wodonga and Towong Sentinel*, 24 September, p. 2. http://nla.gov.au/nla.news-article69631336

1954 'Advertising', *Wodonga and Towong Sentinel*, 22 October, p. 1. ,http://nla.gov.au/nla.news-article696232721953

1964 *Border Morning Mail* dated 12 August 1964