

**BACCHUS MARSH HERITAGE STUDY.**

**Ref:** 154

Richard Peterson Architect & Conservation Consultant. Daniel Catrice Historian 1994.

**NAME:** North West Optical Clinic/The Camera Shop.

**PREVIOUS NAME:** Jones & Western Boots; Drury Confectioner; Wattle Valley Café

**ADDRESS:** 144 Main Street.

**TITLE DETAILS:**

**USE:** 2 shops.

**PREVIOUS USE:** Shops, Café.

**CONSTRUCTION DATE:** 1901      **SOURCE:** 1

**DESIGNER:** Harry Gibbs      **SOURCE:** 1

**CRITERIA:** H2; Ar1      **HISTORIC THEME:** Townships

**DESCRIPTION:**      **STYLE:** Baroque.      **STORIES:** 1      **DETACHED.**

**MATERIALS:**      **WALLS** Brick      **ROOF** Iron      **STRUCTURE** Lb.

**CONDITION:** Good      **INTACTNESS:** Reasonable      **THREATS:** -

**SIGNIFICANT INTACT ELEMENTS:**

FACADE.

PARAPET DECORATION.

**SIGNIFICANCE:**

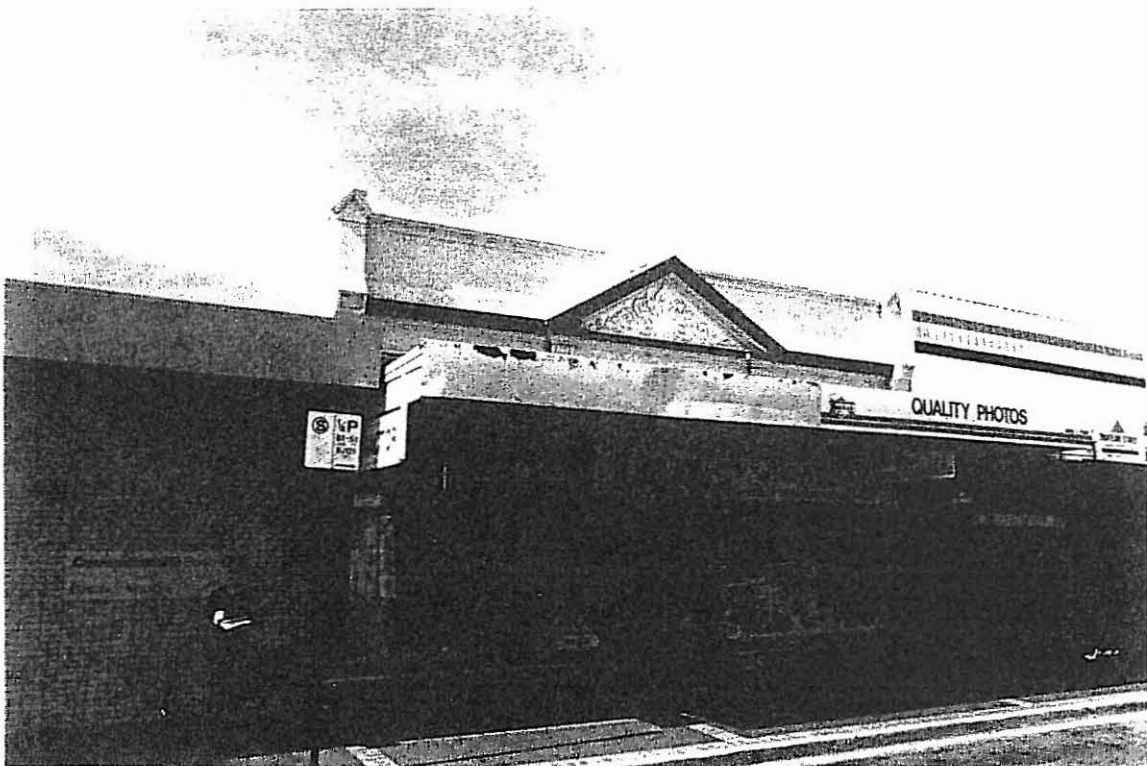
**TYPE:** HISTORICAL. ARCHITECTURAL.

**LEVEL:** LOCAL.

**DESIGNATION EXISTING:** Nil

**RECOMMENDED CONTROL:** PLANNING SCHEME.

**MAP NO:** U4.07      **SURVEY:** RP & DC      **DATE:** 15.1.94      **NEGS:** 12.15, 1020-



**HISTORY:** This brick shop, designed by architect Harry Gibbs, was erected in 1901 for Messrs. Jones and Weston.<sup>1</sup> Nearing completion in November of that year, the building was described briefly in the following terms:

double fronted, [one shop] 17' (5.2m.) wide by 21' (6.4m.) deep, the other 10' 5" (3.2m.)x 21' (6.4m.), 7 rooms [dwelling] at rear, the larger a boot shop for Jones and Weston.<sup>2</sup>

In 1905, the shops were offered for sale for £1,200 (\$2,400).<sup>3</sup> Occupied for a time by a confectioner, Mr Drury, the building won greater public affection as the Wattle Valley Café.<sup>4</sup>

**VISUAL DESCRIPTION:** Two brick shops with a high parapet, rendered in the Baroque manner. There is a deep frieze with cornice mould between angled blocks on piers which are supported by brackets with guttae. The piers terminate with a gabled moulding. At the centre, set slightly forward is a pediment supported on Doric pilasters, inscribing a cartouche with scrolling foliage as *bas relief* decoration.

**COMPARATIVE ANALYSIS:** There are eight nineteenth century shops in Bacchus Marsh and two Edwardian. This small shop has probably the most architectural pretension, borne out by it having a Melbourne architect. Gibbs also designed the forward addition to the National Bank (ref. 152), three years later.

**SIGNIFICANCE:** A brick shop in the Baroque manner designed by the architect Harry Gibbs in 1901.

It is of local architectural significance as an interesting representative example of a late nineteenth century Baroque manner and as a representative work of Gibbs.

**INTACTNESS:** Reasonable. Possibly lacks acroterion. All render has been painted. The shop fronts have been replaced in 1940, by metal and ceramic tile shop fronts which are themselves intact. The verandah canopy has been replaced by a cantilever canopy.

**CONDITIONS & THREATS:** Good.

<sup>1</sup> Lewis, M.(Ed.), *Australian Architect's Index* (School of Architecture and Building, University of Melbourne).

<sup>2</sup> *Bacchus Marsh Express*, 2 November 1901.

<sup>3</sup> *Ibid*, 4 February 1905.

<sup>4</sup> Camm, *Bacchus Marsh by Bacchus Marsh*, p.351.