

Heritage Item #

MI Reference: 68 HCWA No: 10886	Place Name: G. J. Coles and Co., Limited (fmr)	Other Name/s: Norrish Realty Building, Northam Travel
		Date of Review: September 2021



Address: 178 Fitzgerald Street East, Northam	Lot No: 19 Property Key: Plan Diagram: 697 Vol Folio: 1822/59 Assess No: A11077
Locality: Northam	GPS:
Current Use: Unoccupied (front), WA Country Health Services (rear)	Original Use(s): Retail

HERITAGE LISTINGS

Listings: Art Deco Significant Building Survey, 1994

CONSTRUCTION

Date of Construction: 1937

Architect / Builder: F. G. B. Hawkins and H. A. Norris

Architectural Style: Inter-War Functionalist and Art Deco

PHYSICAL EVIDENCE**Description:**

G. J. Coles and Co., Limited (fmr), located at 178 Fitzgerald Street East, is a single storey masonry building with a corrugated steel hip roof displaying characteristics of the Inter-War Functionalist and Art Deco styles of architecture.

The building is located on a corner lot adjacent to the Avon Street Mall and town park area. The building has a rendered masonry parapet with detailed vertical pilasters. A curved cantilevered awning addresses the corner and features a stepped parapet with horizontal detailing and signage that reads 'Northam Travel and Cruise'. The underside of the awing is clad with pressed tin detailing.

The ground floor is largely glazed with a fixed glass and brass framing. The corner has fixed faceted glazing. The glazing rests on a low plinth that is clad with blue ceramic tile. The entrance is through a set of aluminium framed glazed shop front doors addressing Fitzgerald Street East.

The building extends down along Avon Street Mall. The rear of the brick building is painted with a face brick base. The roof is clad with short sheet corrugated steel and features steel roof cowls. The building has been adapted with several large openings extending along the northern façade.
Condition: Good
HISTORICAL
Notes: <p><i>The following information includes extracts from the heritage assessment of 23-325 & 16-334 Fitzgerald Street and 1-15 & 12-18 Peel Terrace, Northam, prepared by Greenward Consulting, June 2015.</i></p> <p>The construction of these premises was announced in 1937 in the following extract from <i>The West Australian</i> (10 July 1937): <i>Work has begun on the erection of premises to cost £3,130, with an additional £2,400 for shop fronts and counters, for G. J. Coles and Co., Limited, at the corner of Fitzgerald and Avon streets, Northam. The site has a frontage of 43ft. 8in to the main street and a depth of 198ft to Avon-street. Modern display windows of curved glass on the front and for 20 feet down Avon street will be well sheltered from the heat by a 10ft. cantilever verandah with recessed blinds. Black and cream tiles will lead up to entrances of inlaid terrazzo floors and four plate glass doors. The counters are of a good modern design, being finished in walnut plywood and staybrite steel fitted with bag pockets, recesses and other fittings, for ease of working. A complete set of wall fittings has been designed in similar material to that of the counters. About £160 will be spent on the electrical work, with electric fans 20ft. apart. The whole of the building will be fire-proofed with special layers of heat-protecting material over the whole of the roof. The architects are Mr. F. G. B. Hawkins, in association with Mr. H. A. Norris, of Melbourne, and the successful contractor is H. Schofield. The shop fronts and counters are being executed by Wunderlich, Ltd., and Arcus, Ltd., respectively.</i></p> <p>As of September 2021, the front building is unoccupied while the rear is occupied by the Government of Western Australia Country Health Services.</p>
Theme: Commercial services and industries; Community services and utilities
Associations: G.J. Coles, F.G.B. Hawkins (Architect)
Heritage Assessment or Conservation Plan: Heritage Assessment of 23-325 & 16-334 Fitzgerald Street and 1-15 & 12-18 Peel Terrace, Northam. Prepared by Greenward Consulting, June 2015.
Public Access: No
SIGNIFICANCE
Level of Integrity: Medium
Level of Authenticity: High
Statement of Significance:
G. J. Coles and Co., Limited (fmr) is of cultural heritage significance for the following reasons:
<ul style="list-style-type: none"> The place is significant as a small scale simplistic version of an Inter-War Functionalist building highlighting the Art Deco features that positively contribute to the streetscape of the main commercial street of Northam.
Level of Significance: Considerable
Heritage Category: 2

Additional Photographs



East Corner
Source: Municipal Heritage Inventory,
2012



Corner awning
Source: Stephen Carrick Architects
September 2021



Faceted glass corner
Source: Stephen Carrick Architects
September 2021



Pressed tin ceiling to awning
Source: Stephen Carrick Architects
September 2021



Tiles surrounding windows
Source: Stephen Carrick Architects
September 2021



Rear of building
Source: Stephen Carrick Architects
September 2021



Courtyard and park to the north
Source: Stephen Carrick Architects
September 2021

