

Heritage Item #

MI Reference: 79 HCWA No: 10891	Place Name: Throssell Emporium (fmr)	Other Name/s: Avon Car Upholsterers, Northam House, Throssell Son & Stewarts, The Big Store
		Date of Review: September 2021



Address: 11 Peel Terrace, Northam	Lot No: 56 Property Key: Plan Diagram: 7041 Vol Folio: 1448/453 Assess No: A12434
Locality: Northam	GPS:
Current Use: Unoccupied	Original Use(s): Commercial Property
HERITAGE LISTINGS	
Listings:	
CONSTRUCTION	
Date of Construction: 1888 to 1890	
Architect / Builder:	
Architectural Style: Victorian Free Classical	
PHYSICAL EVIDENCE	
<p>Throssell Emporium (fmr), located at 11 Peel Terrace, is a two-storey rendered brick building with a concealed corrugated steel hip roof displaying characteristics of the Victorian Free Classical style of architecture.</p> <p>The building is symmetrical with two single storey wings flanking the main recessed two storey structure. The building has a parapet wall with decorative entablature, dentils and a central pediment. There is a sign in the pediment that reads 'NORTHAM HOUSE ESTABLISHED 1862'.</p> <p>A central protruding bay extends below the pediment to ground floor. A verandah with a corrugated steel roof extends along the front façade between the two single storey wings. The verandah is supported by central twin circular steel posts with decorative steel brackets and bracing with a pressed tin ceiling.</p> <p>The first-floor windows are timber framed casements with highlights. The central window has a decorative arch while the window labels of all first-floor windows have a vermiculated finish. The building has large openings to the ground floor with fixed glazing and glazed bifold door.</p>	

<p>The ground floor wings have a parapet roof. The eastern most wing has a roller door with highlights and a glazed splayed corner. The western most wing has a timber door with highlight in the splayed corner and fixed glazing addressing the street. The rear of the building is a combination of painted and face brick with voussoirs above the side double hung windows.</p>
<p>Condition: Fair to Good</p>
<p>HISTORICAL</p>
<p>Notes:</p> <p>In 1862, George Throssell Snr's commercial ventures in Northam began with him opening his first store, Throssell Emporium. It was central to the economy of Northam at that time. In 1886, William Stewart joined Throssell and his son, and the business began trading as Throssell, Son, and Stewart. In 1887, Throssell, Son, and Stewart advertised their intention to construct new premises in lieu of the original store and by August 1888 work on the new store had begun. This two-storey building was constructed from local Northam Commons bricks made from clay taken from nearby sources.</p> <p>The building had large cellars and was the first building in the district to have local iron verandah posts and lacework. The opening of the store during the period of the gold rush enabled the business to thrive. Throssell took advantage of the hopeful diggers who passed through, as many bought their supplies in Northam. George Throssell Snr retired from business in 1890. In 1902, the business was bought in partnership by William Stewart and J.B. Ackland, but the pair continued to take advantage of the already established reputation by keeping the Throssell business name. The property remained in ownership of Throssell.</p> <p>In 1914, Peel Terrace declined in popularity which led to the relocation of the business to a premises on Fitzgerald Street, opposite the Post Office. The Big Store, as it was called, closed in 1914, and the firm closed in 1916. The original property remained in the ownership of the Throssell family and George Throssell Jnr and his brother, Cecil Throssell, conducted business from the building.</p> <p>The building has subsequently been used for various purposes throughout the twentieth century. After being sold in 1920, the place was used as a greengrocer until c.1924 and between c.1924-1930 it was used as a motor garage and engineering workshop. In 1948, the place was used by two ex-servicemen as a panel beating workshop. Until c.2014, it was used as a car upholstering workshop by Avon Car Upholsterers.</p> <p>As of September 2021, the building is currently in private ownership and is vacant.</p>
<p>Theme: Commercial and Service Industries</p>
<p>Associations: George Throssell</p>
<p>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.</p>
<p>Public Access: No</p>
<p>SIGNIFICANCE</p>
<p>Level of Integrity: Medium</p>
<p>Level of Authenticity: Medium</p>
<p>Statement of Significance:</p>
<p>Throssell Emporium (fmr) is of cultural heritage significance for the following reasons:</p> <ul style="list-style-type: none"> • The place is representative of the importance of Northam as a commercial centre that served prospectors en route to the goldfields during the late 19th century gold boom in Western Australia and of George Throssell's success as a businessman, which was influenced by his successful campaigns as a politician to increase Northam's profile during the gold rush period. • The place is the only extant commercial building on Peel Terrace dating from the gold boom era, when the street formed part of what was once the central commercial precinct in Northam and crucial to supplying goldfield prospectors. • The place is a good example of a Victorian Free Classical commercial building.

Level of Significance: Considerable
Heritage Category: 2

Additional Photographs

	
<p>Front Façade Source: Municipal Heritage Inventory, 2012</p>	<p>Central pediment Source: Stephen Carrick Architects September 2021</p>
	
<p>Decorative entablature and dentils Source: Stephen Carrick Architects September 2021</p>	<p>Twin steel posts supporting verandah Source: Stephen Carrick Architects September 2021</p>
	
<p>Splayed return to side bay Source: Stephen Carrick Architects September 2021</p>	<p>East façade with face brick to rear Source: Stephen Carrick Architects September 2021</p>