

<b>Area:</b> Geraldton	<b>Place Number:</b> 103	<b>Category:</b> 2
<b>Assessment Date:</b> 08/12/1996	<b>Last Revision Date:</b> 28/10/2009	
<b>HCWA Number:</b> 13355	<b>Asset ID:</b> MCH126559	

### PLACE DETAILS

<b>Name:</b>	Shop
<b>Other Names:</b>	Urch's Warehouse
<b>Type of Place:</b>	Shop
<b>Address:</b>	25 Chapman Road (facing Durlacher Street)
<b>Suburb:</b>	Geraldton

### LOCATION

<b>Map Reference:</b> 14.15	<b>GPS Northing:</b> 6814809.00	<b>GPS Easting:</b> 266847.000
	<b>GPS Northing:</b> 0000	<b>GPS Easting:</b> 000



**Photo Description:**  
14/12/2007

Rod Milne  
Front facade with decorative pediment.

## SITE DETAILS

<b>Lot No.:</b>	Lot 2	<b>Assess No.:</b>	11741
<b>Reserv No.:</b>		<b>Vol/Fol:</b>	
<b>Dia/Plan:</b>			

## USE OF PLACE

<b>Original Use:</b>	Warehouse & Office		
<b>Current Use:</b>	Shop		
<b>Ownership:</b>			
<b>Public Access:</b>	Restricted	<b>Occupied:</b>	Occupied

## DESCRIPTION

<b>Walls:</b>	Stone/Brick	<b>Roof:</b>	Corrugated Iron
<b>Condition:</b>	Not applicable	<b>Integrity:</b>	
<b>Original fabric:</b>	Pediment detailing		
<b>Modifications:</b>	Modern verandah and face brick		

This single storey stone shop has a tall rendered brick parapet with a centrally mounted decorative segmental pediment containing a swag. The words "MERCHANT & IMPORTER" are inscribed into the parapet lateral to and below the pediment. A corrugated iron gable roof extends from behind the parapet to the rear of the building. There is a flat suspended verandah roof below which there are two shop windows with a recessed central entrance comprising glassed double aluminium framed entry doors. Unsympathetic face brickwork below the shop front windows detracts from the overall visual appeal of the front facade.

## HISTORY

<b>Construction Date:</b>	1895	<b>Source:</b>	HCWA
<b>Architect:</b>	Unknown		
<b>Builder:</b>	Unknown		

This building was previously Urch's Warehouse, Importer and Consignor to the goldfields. The name 'Urch' was removed from the building facade in recent years. The business also operated out of the adjacent building at 30 Durlacher Street. The place was also a hardware store in the 1950s, run by Frank Hopkins. (Sources: Stan Gratte, Max Cramer)

## HISTORIC THEMES

<b>HCWA:</b>	308 Commercial services and industries 605 Famous and infamous people
<b>AHC:</b>	3.19 Marketing and retailing

## STATEMENT OF SIGNIFICANCE

This shop has historic significance given its connection to the development of commercial activities within Geraldton and the region. With much of its original fabric and decorative features such as the segmental pediment intact, the place has high streetscape value.

## MANAGEMENT CATEGORY

<b>Management Category:</b>	2
<b>Level of Significance:</b>	CONSIDERABLE SIGNIFICANCE: Very important to the heritage of the locality.
<b>Management Recommendation:</b>	Conservation of the place is highly recommended. Any proposed change should not unduly impact on the heritage values of the place and should retain significant fabric wherever feasible.

## OTHER LISTINGS

No other listings

## SUPPORTING INFORMATION

GLLSPC - Geraldton (General).  
GHSPC.  
Feilman & Associates, "Survey of Places of Historic and Landscape Significance in Geraldton", 1977.

## OTHER PHOTOS



**Photo Description:**

8/12/1996

Suba & Grundy

Unsympathetic face brick below shop front windows.