

Area: Geraldton	Place Number: 298	Category: 3
Assessment Date: 05/12/1996	Last Revision Date: 18/12/2009	
HCWA Number: 13460	Asset ID: MCH127018	

PLACE DETAILS

Name:	Sydney Fong Building
Other Names:	Wing on Woo & Co, Sydney Fong & Co
Type of Place:	Shops
Address:	190-92 Marine Terrace
Suburb:	Geraldton

LOCATION

Map Reference: 14.15	GPS Northing: 6814632.00	GPS Easting: 266414.000
	GPS Northing: 0000	GPS Easting: 000



Photo Description:

14/12/2007
Rod Milne
Art Deco influence to parapet detailing.

SITE DETAILS

Lot No.:	Lot 401	Assess No.:	11478
Reserv No.:		Vol/Fol:	
Dia/Plan:			

USE OF PLACE

Original Use:	Shops		
Current Use:	Shops		
Ownership:			
Public Access:	Restricted	Occupied:	Occupied

DESCRIPTION

Walls:	Rendered Masonry	Roof:	Corrugated Iron
Condition:	Good	Integrity:	
Original fabric:			
Modifications:	Art Deco upgrade to shopfront		

This single storey painted rendered masonry building has a suspended box awning which runs the length of the building and has a pressed metal ceiling. The buttressed art deco style parapet wall which hides the gable roof has a taller central section which has stepped sides with vertical banding with this motif repeated at the centre. The name of the original occupants, "Sydney Fong & Co" in raised masonry lettering and painted in a contrasting colour is situated at the centre of the parapet.

HISTORY

Construction Date:	unknown	Source:	
Architect:	Unknown		
Builder:	Unknown		

Sydney Fong & Co were grocers, merchants and greengrocers.

HISTORIC THEMES

HCWA:	308 Commercial services and industries 605 Famous and infamous people
AHC:	3.19 Marketing and retailing

STATEMENT OF SIGNIFICANCE

This building is representative of the Art Deco style of shop decoration and given this contributes to the built fabric of the locale. The place also has historic significance as a business premise which has operated since 1888 and for its connection with the Fong family who were merchants in Geraldton for many years. RECOMMENDATION:

Many of the buildings on Marine Terrace, between Cathedral Avenue and Fitzgerald Street, have high streetscape value due to their similar scale, style, retention of decorative features and period of construction.

Consideration should be given to recognising this area as a precinct with encouragement given to owners to enhance the heritage values of the buildings.

MANAGEMENT CATEGORY

Management Category: 3

Level of Significance: MODERATE SIGNIFICANCE: Important to the heritage of the locality.

Management Recommendation: Conservation of the place is recommended. Any proposed change to the place 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

Considine & Griffiths Architects, "Geraldton Foreshore Conservation Plan", 2002 - Building 71.

OTHER PHOTOS



Photo Description:

5/12/1996

Suba & Grundy

Box awning runs the length of the building.