

---

# Radford's Real Estate



26549 Radford's Real Estate

---

## Location

90 Gray Street HAMILTON, Southern Grampians Shire

## Municipality

SOUTHERN GRAMPIANS SHIRE

## Level of significance

Stage 2 study complete

## Heritage Listing

Southern Grampians Shire

---

## Statement of Significance

Last updated on -

**SIGNIFICANCE:** Excellent example of modernism and Seabrook and Fildes best composition. Critical building in the streetscape.

## STATEMENT OF SIGNIFICANCE

### Radford's Real Estate (Former Uren's Pharmacy)

90 Gray Street

This shop and office building has local significance for its architectural interest as Frank Uren's Pharmacy

constructed in the late 1930s by the Hamilton builder, Reginald Williams, from the designs of the notable architects, Seabrooke and Fildes. ([i]) This architectural firm was associated with the designs for the Williams Building diagonally opposite in 1940, Scullions, 196 Gray Street in 1938, the remodelling, in 1937, of the former Miller's Department Store at 121 Gray Street and the remodelling of the Argyle Arms and George Hotels. ([ii]) The building is perhaps the firm's most successful exercise in massing, taking full advantage of the corner site. It uses innovative materials such as steel windows (painted an *avant garde* bright red), cream bricks, terra cotta quarry tiles and Vitrolite glass facings from America. It lacks but does not need the glass block tower found in their other work relying instead on the flag pole and the panel of brickwork above the office entrance. Fildes gave Williams the design and specification of a house, 355 Gray Street, for a wedding present.

A dentist's chair was installed on the first floor of Uren's Pharmacy in 1968. ([iii]) The building is significantly intact and in excellent condition. It is a keystone building in the streetscape of both Gray and Thompson Street commanding, as it does, over their intersection.

[i] Conversation with Mrs Christie, Reg Williams' daughter, 16 May 1991; *HSA DP* No. 283 (*Drainage Plan, Uren's Pharmacy*, dated 24 February, 1939).

[ii] *RVIAJ*, May 1937, p 72; *Argus*, 25 November 1937.

[iii] *HSA DP*. No. 283 (for K Uren, 2 October 1968).

Heritage Study/Consultant	Southern Grampians - City of Hamilton Conservation Study, Timothy Hubbard with Carlotta Kellaway & Michael Looker (plus Francis Punch), 1991;
Construction dates	1938,
Other Names	Former Uren's Pharmacy,
Hermes Number	26549
Property Number	

---

## Physical Description 1

### MATERIALS:

#### Roof:

**Walls:** cream brick

**Dressings:** cement render

**Plinth:** tiles (new)

**Windows:** steel

#### Paving:

Other: Vitrolite glass shopfront

nickle framing

timber flagpoles

**NOTABLE FEATURES:** Flagpoles to set off form. Vitrolite and nickle shopfronts, steel windows (correctly painted red) set in a strong horizontal band.

## Historical Australian Themes

## ASSOCIATED HISTORIC THEMES

Evolution of the Town: 1930s

Tertiary Industry: Pharmacy

Professions: Dentists

## **Integrity**

Integrity: E

## **Physical Conditions**

Conditions: E

*This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*