
Shop (former Victoria Arcade), 53 Napier Street, ST ARNAUD



SD/152a - Shop - former 'Victoria Arcade', 53 Napier Street, ST ARNAUD



SD 152b - Undated photograph (Post 1965) from St. Arnaud, A Pictorial Journey

Location

53 Napier Street ST ARNAUD, NORTHERN GRAMPIANS SHIRE

Municipality

NORTHERN GRAMPIANS SHIRE

Level of significance

Recommended for Heritage Overlay

Heritage Listing

Northern Grampians Shire

Statement of Significance

Last updated on - August 17, 2004

The former Victoria Arcade, now the St. Arnaud Newsagency, at 53 Napier Street, St. Arnaud, makes a significant architectural and visual contribution to the predominantly Victorian and Federation streetscape. A predominantly intact shop in good condition, this building was constructed in 1897 to a design by Kell and Miller. The shop was originally owned and operated by James and Ellen Rowe as a stationery business, which remained in the Rowe family until the 1920s. James Rowe had emigrated from Cornwall in 1865, and after some time mining, had relocated to St. Arnaud in 1874 where he established his business in a previous building on this site.

The former Victoria Arcade is **architecturally** significant at a **LOCAL** level. It demonstrates original design qualities of a Federation Free Classical style. These qualities include the single storey composition, brick and rendered wall construction, and particularly the dominant balustraded parapets terminating at substantial square piers with incised vermiculated panels and surmounted by urns. Other intact qualities include the central broken pediment with a central arch that is flanked by bracketed piers on the main facade, widely projecting moulded stringcourses supported by brackets, rectangular vermiculated panels, broadly projecting return bullnosed verandah supported by round cast iron and timber columns on decorative pedestals, valance hoardings, glazed shopfront with a central ingo, and the unpainted and elongated brick chimney, embellished with narrow stringcourses and surmounted by a rendered cornice.

The former Victoria Arcade and site is **historically** significant at a **LOCAL** level. The site is associated with the development of James Rowe's stationery business from 1874 in a previous building. This building is also associated with the expansion of Rowe's stationery business from 1897, when it was largely occupied by Rowe's wife, Ellen. The building has associations with the Rowe family until 1927, when James Rowe and Sons, Newsagent, sold the property to P. Shepherd. The building is also associated with the architects, Kell and Miller.

The former Victoria Arcade is **socially** significant at a **LOCAL** level. It is recognised by the St. Arnaud community as one of the commercial buildings constructed about the turn of the century and originally owned by the well-known Rowe family.

Overall, the former Victoria Arcade is of **LOCAL** significance.

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| Heritage Study/Consultant | Northern Grampians - Shire of Northern Grampians - Stage 2 Heritage Study, Wendy Jacobs, Vicki Johnson, David Rowe, Phil Taylor, 2004; |
| Hermes Number | 111557 |
| Property Number | |

Physical Description 1

The St. Arnaud Newsagency, 53 Napier Street, St. Arnaud, makes an important architectural and visual contribution to the predominantly Victorian and Federation streetscape.

The single storey, exposed brick and rendered, Federation Free Classical styled building is characterised by dominant balustraded parapets terminating at substantial square piers with incised vermiculated panels and surmounted by urns. The parapet on the main facade is also adorned by a central broken pediment with a central arch that is flanked by bracketed piers. Below the parapets are widely projecting moulded stringcourses supported by brackets, with rectangular vermiculated panels between. A broadly projecting return bullnosed verandah is another distinctive feature of the design and is supported by round cast iron and timber columns on decorative pedestals. The form and proportions of the valance hoardings also appear to be original. Below the verandah, the glazed shopfront with a central ingo appears to represent the original design, although the dark glazed wall tiles are a later addition, as is the painted surface on the side brick wall. Another original feature of the design is the unpainted and elongated brick chimney, embellished with narrow stringcourses and surmounted by a rendered cornice.

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/>