
Shops (former 'Mitchell's Men's & Ladies' Wear Emporium'), 121-123 Main Street STAWELL



SL 212 - Shops - former
'Mitchell's Men's and Ladies
Wear Emporium'

Location

121-123 Main Street STAWELL, NORTHERN GRAMPIANS SHIRE

Municipality

NORTHERN GRAMPIANS SHIRE

Level of significance

Incl in HO area indiv sig

Heritage Listing

Northern Grampians Shire

Statement of Significance

Last updated on - August 29, 2024

What is significant?

How is it significant?

Why is it significant?

The building at 121-123 Main Street, Stawell, makes a significant contribution to the architectural and visual amenity of the predominantly 19th and early 20th century commercial streetscape. The form and rear sections of the building also contribute to the architectural amenity of the area. Built in 1889 it was operated as a drapery by Mr. Sprague. In 1901 it became George Mitchell and Co. clothing emporium. The building features the largest and most intact early twentieth century shopfront in Stawell.

The building at 121-123 Main Street is **architecturally** significant at a **LOCAL** level. Although altered, the building demonstrates original 19th century design qualities, together with significant qualities introduced during the early twentieth century. These latter qualities include the three-bayed composition of copper framed shopfronts separated by two ingoes, decorative leadlight highlights that span the entire facade, and the cantilevering canopy with an ornate pressed metal soffit. These features combine to form the largest and most intact early twentieth century shopfront in Stawell. The intact 19th century design qualities include the rendered brick Victorian style parapet (behind the introduced hoardings) with its decorative, projecting, moulded and dentillated stringcourse, incised rectangular title panels and another moulded stringcourse. Other intact 19th century qualities include the double gabled roof form and gabled lantern lights clad in galvanised corrugated iron and horizontal timber weatherboards, side and rear brick wall construction (but not the white overpainting), double gabled rear forms of the building and skillion verandah, rear shallow-arched window and door openings featuring a timber framed double hung window and timber boarded door, and the face brick chimneys.

The building at 121-123 Main Street is **historically** significant at a **LOCAL** level. It is associated with commercial developments in Stawell from the second half of the 19th century and also the interwar period. In particular, this building was occupied by George Mitchell and Co., men's' and ladies' wear emporium.

Overall, the building at 121-123 Main Street is of **LOCAL** significance.

Heritage Study/Consultant	Northern Grampians - Shire of Northern Grampians - Stage 2 Heritage Study, Wendy Jacobs, Vicki Johnson, David Rowe, Phil Taylor, 2004; Stawell Main Street Precinct peer review, Landmark Heritage PL, 2024;
Hermes Number	112500
Property Number	

Physical Description 1

The building at 121-123 Main Street, Stawell, contributes to the architectural and visual amenity of the predominantly Victorian and interwar streetscape.

This single storey, predominantly 19th century commercial building has the largest, most intact early twentieth century shopfront in Stawell, with its three-bayed composition of copper framed shopfronts separated by two ingoes with early door openings, and decorative leadlight highlights that span the entire facade. The cantilevering canopy also is representative of the early twentieth century changes to the building, and features an ornate pressed metal soffit. However, the finish to the base of the shopfront appears to be more recent.

Behind the introduced parapet hoardings is an early rendered brick Victorian style parapet. It features a decorative, projecting, moulded and dentillated stringcourse, below which are incised rectangular title panels and another moulded stringcourse.

Beyond the main facade are other 19th century architectural features, including the double gabled roof form and gabled lantern lights clad in galvanised corrugated iron and horizontal timber weatherboards. The upper portions of the gable ends of the lantern lights are visible above the existing parapet.

The side brick walls are also early, as is the predominantly intact double gabled rear of the building, with its early brick wall construction (now overpainted white), skillion verandah clad in galvanised corrugated iron (although the timber columns have been introduced), and the shallow-arched window and door openings featuring an early timber framed double hung window and timber boarded door.

The parapet hoardings at the rear have been introduced, as has the horizontal cladding to the gable end, aluminium framed windows and doors, and the weatherboard infill to the verandah.

Other early features are the face brick chimneys that adorn the roofline. Little is known of the history of this building, but the 19th century detail of the obscured parapet and the rear sections suggest that it was constructed between the 1870s and the 1890s. Substantial alterations were carried out during the early twentieth century,

with the introduction of the existing shopfront and canopy.

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/>