

City of Subiaco - Local Government Inventory Place Record

Name	William Williams' Store (fmr)
Address	77 Nicholson Road, Shenton Park
Lot Number	Lot: 38 D/P: 2901
Photograph (January 2014)	
Construction Date	c.1904
Architectural Style	The residence displays some evidence of having been influenced by the Victorian Italianate style.
Historical Notes	<p>A house at 77 Nicholson Road had been occupied by William Reuben Williams by 1903 and a store was first listed at this address in the Post Office Directory of 1905. This may have originally been used as a bootmaker's shop as this was given as William's occupation in the Electoral Rolls of 1903 and 1906. However, in an advertisement placed in 1908, Williams was referred to as a grocer.</p> <p>At some stage around 1910, William's wife, Rose Hannah Williams, appears to have taken over as the proprietor of the grocery shop, and she continued to manage it until c.1920.</p> <p>A review of the Post Office Directories at five yearly intervals provides the following information about the occupation and use of the shop until the mid-twentieth century:</p> <ul style="list-style-type: none"> 1905 & 1910: Store, William R Williams 1915 & 1920: Store, Mrs R Williams 1925: Store, Mrs E Brearley 1930: Grocer, Mrs Annie Hindley 1935: Mixed business, Mrs E Jones <p>In 1939 this was advertised as follows:</p> <p style="text-align: center;"><i>SHOP. Mixed Business, well fitted, beautiful brick residence at side, easily divided if necessary. Sacrifice, £1,250. Owner, 77 Nicholson-rd., Subiaco.</i></p> <ul style="list-style-type: none"> 1940: Mixed business, Mrs Emma Reay 1945 & 1949: Mixed business, Mabel A Chatley. <p>Aerial photographs dated 1948 and 1965 show a veranda extending over the footpath, immediately in front of the shop. This had been removed at some stage</p>

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	prior to the late 1970s.
Physical Description	<p>77 Nicholson Road was designed as a corner store and residence (set at the head of the T-junction with Union Street). Key elements include the:</p> <ul style="list-style-type: none"> • Zero setback of the shop, located so that it faced traffic travelling south along Union Street. <p>As part of its adaptation for residential use, the entrance and display window(s) at front of the former shopfront have been bricked up and replaced with a horizontal strip of high-level windows. Ivy has now covered most of the façade and only the shaped bargeboards and hipped roof are clearly visible from the street.</p>
Associations	
Statement of Significance	<p>The majority of the pre-World War One corner stores in the City of Subiaco have been either extensively altered or demolished. 77 Nicholson Road provides some historical and, to a lesser degree, physical evidence of the development of local shops in the early twentieth century.</p> <p>Refer to <i>Heritage Assessment of Corner Stores in Subiaco</i> prepared for the City of Subiaco by Annette Green of Greenward Consulting, June 2015.</p>
Level of Significance/ Contribution	<p>Some Significance (within the context of the City of Subiaco).</p> <p>This significance primarily relates to the historical use of the place as a local shop, which illustrates a pattern of suburban life that is no longer commonplace. With the exception of the building envelope, the physical evidence of the former shop has been removed.</p>
Listings	Local Government Inventory – Adopted 6/10/2015
Main Sources / References	<i>Heritage Assessment of Corner Stores in Subiaco</i> prepared for the City of Subiaco by Annette Green of Greenward Consulting, June 2015.