

City of Subiaco - Local Government Inventory Place Record

Name	Charlotte Mark's Store (fmr)
Address	104 Keightley Road, Shenton Park
Lot Number	Lot 55 D/P1585
Photograph (January 2014)	
Construction Date	House: c.1917 Shop: C.1931
Architectural Style	Inter-War Stripped Classical
Historical Notes	<p>A house had been built at 104 Keightley Road by 1918, but it was not until 1934 that it was listed in the Post Office Directories as a business, under the proprietorship of Charlotte Lydia Mark (who had moved here after the death of her husband, Alexander, in 1928).</p> <p>Based on the following advertisement it seems likely that the shop may have been established at the premises in as early as 1931:</p> <p style="text-align: center;"><i>SHOP Fittings, suitable for handy food store, including scales, large ice chest, etc., must be cheap. Write Mrs. Mark, 104 Keightley-rd., Subiaco.</i></p> <p>A review of the Post Office Directories at five yearly intervals provides the following information about the subsequent occupation and use of the shop until the mid-twentieth century:</p> <p style="padding-left: 40px;">1935 & 1940: Mixed business, Mrs C L Mark 1945: Mixed business, Mrs Vera Mayhew 1949: Mixed business, J & M Miller (James and Margaret Miller)</p> <p>104 Keightley Road was identified on the draft Local Government Heritage Inventory (2002). In 2007, it was also identified as an example of a corner store in <i>The heritage of the suburban store in the City of Subiaco</i>.</p>
Physical Description	<p>104 Keightley Road was built as a local shop, in front of an existing house. Key elements of the shop include the:</p> <ul style="list-style-type: none"> • Symmetrical façade. • Flat parapet with a simple moulded cap, raised pilasters at either end and a recessed name plate to the face. • Entrance set in a central ingo. • Large shop windows with slender corner mullions.

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	<ul style="list-style-type: none"> • Low stall rendered and ruled as ashlar blocks. • End walls rendered and ruled as ashlar blocks. • Suspended boxed awning. • Early twentieth century style 5-panel door. • Ripple glass highlight windows, painted over. <p>The addition on the western side of the main façade is of a utilitarian design with a plain flat parapet, high level horizontal panel of glazing and a small, low level arched opening fitted with a stained glass panel.</p>
Associations	
Statement of Significance	<p>The majority of the Inter-War corner stores in the City of Subiaco have been either extensively altered or demolished. 104 Keightley Road is one of only two surviving examples of corner stores that were built in Subiaco/Shenton Park in the 1930s. The shopfront has retained clear evidence of its original character, but the addition detracts from the overall authenticity of the place.</p> <p>Refer to <i>Heritage Assessment of Corner Stores in Subiaco</i> prepared for the City of Subiaco by Annette Green, Greenward Consulting, June 2015</p>
Level of Significance/ Contribution	<p>Some Significance (within the context of the City of Subiaco).</p> <p>104 Keightley Road is a representative example of a late Inter-War shop with an attached residence, set within a residential streetscape (although the later addition on the western side of the main façade confuses an understanding of the original design).</p>
Listings	Local Government Inventory – adopted 6/12/2015
Main Sources / References	<i>Heritage Assessment of Corner Stores in Subiaco</i> prepared for the City of Subiaco by Annette Green, Greenward Consulting, June 2015