

BUILDING TITLE: Radford's Real Estate (Former Uren's Pharmacy) **BUILDING ADDRESS:** 90 Gray Street
LEVEL OF SIGNIFICANCE: A || B || C |X| D || E || **BUILDING TYPE:** shops and office
DESIGNATION: HBR Reg No File # AHC File # NT File # Class || Rec ||
CONSERVATION AREA: Gray St Commercial **LEVEL OF STREETSCAPE SIGNIFICANCE:** 1 || 2 |X| 3 ||
STYLE: Moderne

CONSTRUCTION DATE & ALTERATIONS:

1. 1938?
- 2.
- 3.
- 4.
- 5.
- 6.

Sources:

MATERIALS:

Roof:
Walls: cream brick
Dressings: cement render
Plinth: tiles (new)
Windows: steel
Paving:
Other: Vitrolite glass shopfront
nickle framing
timber flagpoles

SURVEY DATE: 7/3/91 **NEG FILE:** 2/13 **REPORTER:** TH

INTEGRITY: E |X| G || F || P || **NOTABLE FEATURES:** Flagpoles to set off form. Vitrolite and nickle shopfronts, steel windows (correctly painted red) set in a strong horizontal band.

CONDITION: E |X| G || F || P ||

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

ALTERATIONS & RECOMMENDATIONS:

Appropriate: Rec **Inappropriate:** Rec

O=reinstate original design S=reinstate sympathetic alternative R=remove RAM=remove by approved method

SIGNIFICANT OWNERS/TENANTS:

land to D Cameron 8/9/52

ARCHITECTS/BUILDERS:

Sec C A
9 8

COUNCIL COMPUTER #

ASS CARD #

MORE INFO OVER

HAMDS53

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.

ASSOCIATED HISTORIC THEMES

Evolution of the Town: 1930s
Tertiary Industry: Pharmacy
Professions: Dentists

ASSOCIATED HISTORIC BUILDINGS

MacRobertson Girls High School, South Melbourne
former Miller's Department Store, 121 Gray Street.
Scullions, 196 Gray Street
The George Hotel, 213 Gray Street
Argyle Arms Hotel, 235 Gray Street
House, 355 Gray Street

REFERENCES

HSA DP No ?

FOOTNOTES

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- 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).