



REGISTER PARTICULARS

1. **Data Base No.** 0890
2. **Name.** The Moores Building (W.D. Moore and Company) (1869-1899)
3. **Description of elements included in this entry.**
The Moores Building complex and the land on which it stands, being Lot 89 and Lot 90 on OP Fremantle 19/6, comprised in Certificate of Title 1474/449 .
4. **Local Government Area.** City of Fremantle
5. **Location.** 42-46 Henry Street, Fremantle
6. **Owner.** City of Fremantle
7. **Statement of Significance of Place (Assessment in Detail)**

DOCUMENTARY EVIDENCE

Between 1868 and 1900 William Dalgety Moore operated a business as general merchant variously in the names of W.D. Moore, and W.D. Moore and Company, from Lots 89 and 90 Henry Street, Fremantle. The administrative and commercial activities conducted from these premises formed the foundation of Moores business activities as a general merchant which extended from Busselton to Cossack and Roebourne.

The housing, stables and warehouse buildings in the complex (with the exception of the backstore) were constructed during the period 1869-1899¹. They were built in response to the increasing economic needs of the expanding population of the State. The increased settlement had been the confluence of several factors including the importation of labour and capital during the convict period (1851 -1868); the goldfields discoveries and the subsequent rush of population; and increasing exploration of the State with the resultant dispersal of population. This, in turn, increased the need for substantial quantity and variety of supplies to be brought into the colony and for their efficient distribution.

During early settlement, general merchants were depended upon by settlers both rural and urban as the providers of almost all essential commodities, but the range of activities that constituted the business of a general merchant in remote Western Australia was extensive. W.D. Moore and Company's range of activities encompassed the following: importing goods; warehousing goods to ensure continuity of supply; wholesale distribution of goods; retail distribution of

¹ Kent, J, Kiera, A, and Dawkins, J., *The Moores Buildings. A Conservation Project*. (Fremantle: City of Fremantle, 1988), pp.14-15; also Dufty, Emma, *The Moores Building, Henry Street, Fremantle.: Window Schedule Report*. (Fremantle: City of Fremantle, 1993) ,p.7.

goods; mail order distribution of goods to remote country areas; processing goods (eg. roasting coffee, grinding pepper, mixing spices, blending tea); packaging goods imported in bulk; manufacturing goods (eg. the mixing of self raising flour, essences, the manufacture and flavouring of jellies, the production of floor polishes).² In 1900 W.D. Moore and Company was advertising itself as "Hardware, Wine, Beer, Spirit and General Merchants", with ironmongery, agricultural and mining equipment in its stock.³

The building of substantial warehouses was an essential part of this commercial activity. Not only was it essential for general merchants to carry an enormous range of products, but the infrequency of supply necessitated warehousing sufficient stock for several months in advance.

The development of the site was typical of early family businesses that grew and consolidated their holdings as time passed. The site contained a dwelling (which was developed to include a warehouse), a factory, an office and a shop and, finally, incorporated a substantial town house. During the gold boom these were all unified behind a new ornamented stucco facade. The unification of the various buildings by a facade was indicative of the upgrading of the building stock of the colony which took place during the gold boom. These new buildings demonstrated the increasing prosperity of the colony, while reflecting the changing taste in design and the increasing sophistication of the construction industry.

In 1873 William D. Moore was elected the first President of the Fremantle Chamber of Commerce and remained in the position till 1895; he was an elected member of the State's first Legislative Council, and had been the first Treasurer of Fremantle Town Council, in 1871. His business influence in the colony was substantial, sustained by the expansion of his business, which included a fleet of ships plying trade along the coast of Western Australia.

The Moores Buildings changed ownership within the Moore family in the early twentieth century, before being sold to other interests in 1956.⁴ At the time of sale the site had been in the ownership of the Moore family for 108 years. Subsequent ownership has seen little change to the buildings, and little use of the buildings. The site was purchased by the City of Fremantle in with funds made available by the Commonwealth Government in celebration of the America's Cup victory in 1985 ⁵, and since that time the site has been used for "public events and exhibitions, (and) leased by the Council at subsidised rents to the local community."⁶

PHYSICAL EVIDENCE

The place comprises a complex of housing, stone stables and shingled warehouses that were constructed between 1869 and 1899.⁷

The development of the site began in 1844, but construction of the existing buildings was commenced by W.D. Moore in 1869. The three storey backstore

² Kent, J, Kiera, A, and Dawkins, J, *ibid*, p.58.

³ Advertisement in *Western Mail* (Christmas Issue 1900), *ibid*, p.52.

⁴ *ibid*, p.12.

⁵ *ibid*, p.3.

⁶ CIP grant application, City of Fremantle, 1992.

⁷ Kent, J, Kiera, A, and Dawkins, J., *op.cit.* pp.14-15.

was built before 1863, but the dates are uncertain. P.L. Snell Chauncy's survey of 1844 shows no backstore, and Samuel Moore acquired the property only 2 years before he died in 1849. The backstore was thus either constructed between 1844 and 1849 or at a later date. Apart from this structure, the earliest of the buildings was constructed in 1868.⁸ Development took place in 7 stages after this period, each stage adding structures to the site. The physical evidence of each stage still remains, and has been carefully documented.⁹

The complex is not a number of discrete buildings. Most stages of development incorporated within them a previously existing building, or extended an existing building.¹⁰ Early buildings were constructed from local materials; principally rubble limestone walls, brick quoined openings and shingled roofs, in one and two storeyed rectangularly planned elements. Later construction incorporated corrugated iron.

At the time of the goldrushes, when substantial building work was being undertaken in Fremantle, a new ornamental facade was built across the front of the buildings to consolidate them into one unified length to Henry Street. Built in the academic classical style¹¹, the facade took the form of a two storey stucco frontage featuring arched pediments over the windows, an asymmetrically placed triangular pediment over the main entrance with decoration to the tympanum, a balustrade parapet, and imitation quoins and ashlar coursings.

The Moore family did little to alter the premises between 1900 and 1956, at which time they sold the property; and while it is uncertain what use was made of the buildings between 1956 and 1965, the property remained vacant from 1965 until the time of purchase by the Fremantle City Council in 1985.

ASSESSMENT OF CULTURAL HERITAGE SIGNIFICANCE

1. AESTHETIC VALUE

The Moores buildings illustrate architectural development in Fremantle between the cessation of transportation (1868) and the gold rushes (1890s). The buildings demonstrate the architectural form of the earlier colonial settlement, as well as the gold boom, which largely replaced it.

The buildings comprise an important element in Henry Street and, as part of the wider precinct, an important part of the "West End", for which Fremantle is renown.

Viewed from the rear of the site, the buildings illustrate the character of the earlier, colonial, townscape. However, the unified facade presents a sophisticated architectural form, which helps define the "gold boom" character of the streetscape of Henry Street.

⁸ *ibid.*

⁹ See attached diagrammatic site plan

¹⁰ Kent, J, Kiera, A, and Dawkins, J., *op.cit.* , p.35.

¹¹ Apperly, R *et.al.* *A Pictorial Guide to Identifying Australian Architecture.* (Sydney: Angus & Robertson, 1989), pp.52-55.

2. HISTORIC VALUE

The Moores Buildings have historic significance as a demonstration of the changes in trade, directly related to the growth of the State of Western Australia.

The place reflects the increasing sophistication of the economic base of the colonial settlement, the number of inhabitants and the quality and diversity of goods and services brought into the colony. It provides information about the importance of the development of trade in both establishing new settlements and provisioning the existing.

The place is closely associated with William Dalgety Moore who gained substantial wealth from his business on the site and exercised political power in both Fremantle and in the newly formed Legislative Council.

The place illustrates the development of a parcel of land from domestic to commercial use, thus demonstrating changes in the growth and development of Fremantle as a commercial centre. It represents an historic mixed use of land for commercial and domestic purposes.

3. SCIENTIFIC VALUE

The unbroken ownership of the Moores Buildings for 108 years and the continuity of building development on the site, with the loss of none of the earlier buildings, provides a unique record of architectural development and technical innovation over a long period of time.

The place demonstrates the methods of early trade and the provisioning of a remote settlement, in the era of sailing ships and difficult communication. It can provide technical information about lifestyle and preparation of goods for trade and export, and about the administration of a large scale and diverse commercial enterprise in a remote location.

4. SOCIAL VALUE

The Moores buildings demonstrate the range of activities in Fremantle, and the importance of the port in provisioning Western Australia. In the complexity and diversity of the goods and services it provided, the site provides a unique view of life in the commercial and domestic arena in the mid to late nineteenth century when most provisioning was done by merchants such as Moore. In respect of the development of Fremantle, itself, the place has an important association with the pivotal role that general merchants and trade had in city's development.

5. RARITY

The Moores buildings demonstrates a land-holding that is now rare in Western Australia: an unbroken family holding over successive generations for 108 years.

In addition, the continuous occupation and development of "each successive stage of construction reflected the circumstances of the time. The buildings

are consequently a record, not of fashionable architectural influence. but of the history of the period".¹²

6. REPRESENTATIVENESS

The Moores Buildings provide a record of historical change in business, the economy, the management of retailing/wholesaling, building technology and changes in architecture.

The place demonstrates the hard work, thrift, and enterprise, leading to social mobility, wealth and political power, which inspired so many colonial settlers in Western Australia.

CONDITION

Between 1965 and 1985 the buildings were neglected, the result of planning blight arising from a series of significant policy changes which resulted in planned development of the site not being undertaken. In this time little maintenance was undertaken resulting in deterioration to the building fabric.

The present condition of the place appears to be poor, ie it does not look neat and tidy, however, since 1988 the Moores Buildings have been subject to staged conservation work, guided by the Conservation Plan. *(In late 1993, the Fremantle City Council invited tenders to restore the townhouse within the complex.)*

INTEGRITY

The Conservation Plan for the Moores Buildings, being actively followed by the Fremantle City Council, aims to ensure the integrity of the place.

AUTHENTICITY

Since 1900 the buildings have had little intervention to the existing fabric. This has been largely the result of its declining use. The degree of authenticity is therefore high. (Since 1988 conservation work has been in keeping with the original character of the building.¹³)

STATEMENT OF SIGNIFICANCE

The Moores Buildings is of considerable significance as an example of the mixed residential, warehousing and merchandising economic base of the West End of Fremantle, in the nineteenth century.

The Moores Buildings record and reflect, in essentially uncompromised examples, the development and change in building methods, building materials and architecture from 1869 through to 1900; a rapidly changing and significant period of growth. The place is rare in this respect.

¹² Kent, J, Kiera, A, and Dawkins, J., *op.cit.*, p.14.

¹³ Fremantle City Council proposes to repair and reconstruct the windows to the original designs. (CIP Grant, 1992/93)

The place has historic significance related to the important role of general merchants, and W.D. Moore in particular, in the colonial development of the Fremantle, and Western Australia.

The unified facade of the Moores Building, together with the other buildings in Henry Street, plays a significant role in establishing, and maintaining, the "gold boom" (turn of the century) urban character for which the West End of Fremantle is renown.

8. Register of Heritage Places

Interim Entry 20/11/1992

Permanent Entry 29/10/1993

9. Conservation Order

10. Heritage Agreement

11. References

Apperly, R et.al. *A Pictorial Guide to Identifying Australian Architecture.*, (Sydney: Angus & Robertson, 1989)

Australian Heritage Commission Data Sheet

Dufty, Emma, *The Moores Building, Henry Street, Fremantle.: Window Schedule Report.*, (Fremantle: Fremantle City Council, 1993)

Kent, J., Kiera, A., and Dawkins, J., *"The Moores Buildings: History , Evolution, Conservation"*.,(Fremantle: City of Fremantle, 1988.)

National Trust Assessment Exposition