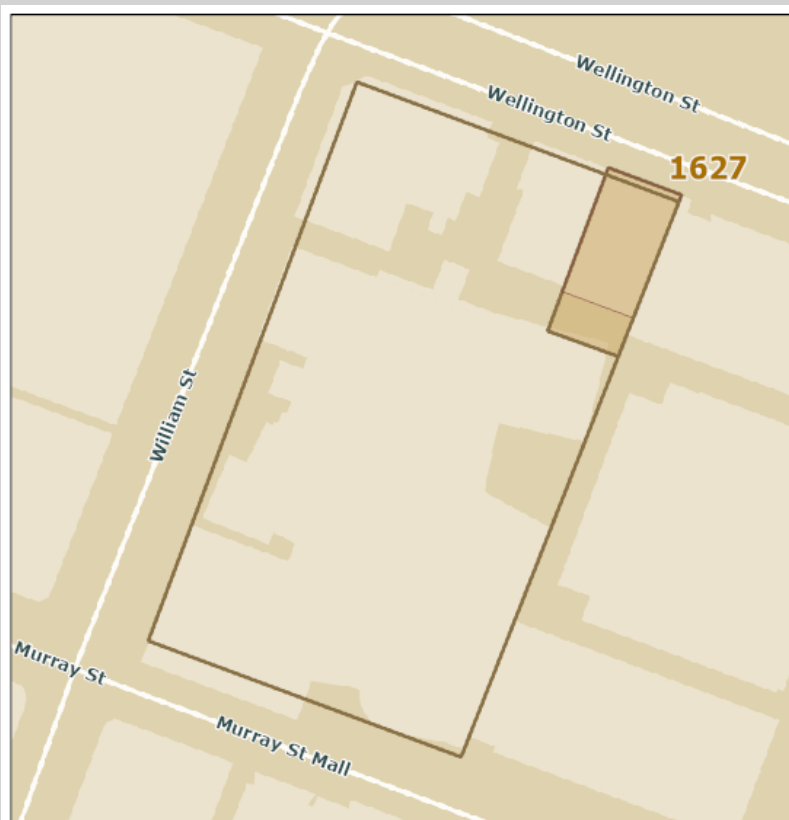


Adopted



NAME AND LOCATION DETAILS

Place Name	140 William & Perth Underground - Bairds Building
Street Address	"140William", 140 William Street, PERTH WA 6000
Location Description	
Other Names	Levi Green's; Green's; Bairds Arcade; Myers
Historical Street Address	140 William Street; 491-493 Wellington Street
Historical Perth Town Lot	
Place ID	1627
COP Property Key	189590
Property Titles	Lot 700 DP 65932

PLACE DETAILS

Place Type	Individual Building or Group
Local Heritage Survey	28/03/2023
Local MHI - Draft	13/03/2001
Local MHI - Adopted	
Local Heritage List	9/01/2004
Local Heritage Area	
Local Heritage Area – Building Contribution	

Adopted

State Heritage Register	Yes
Commonwealth Listed	No
Other Listings	
Heritage Agreement	08/11/2017 TRIM ID 52049/20; 12/07/2007 TRIM ID 138689/16; 83962/07
Conservation Management Plan	28/09/2005 TRIM ID 2002/20 Original
Original Construction Year	1895 (1893 - 1897)
Additional Construction Year (1)	
Additional Construction Year (2)	
Demolition Year	

INTEGRITY OF USE

Original - General Use	Commercial
Original - Specific Use	Commercial
Present - General Use	Commercial
Present - Specific Use	Shop/Retail Store (single)
Integrity - Summary	Medium

PHYSICAL DESCRIPTION

Architectural Style 1 General	Federation (c.1890-c.1915)
Architectural Style 1 Specific	Free Style
Architectural Style 2 General	
Architectural Style 2 Specific	
Archaeology	
Physical Description	

Four storey commercial building with parapet gable and attic window. Steeply pitched roof, arched windows at fourth floor level and prominent entablature. Facade altered at ground and first floor levels - out of keeping with the original.

Walls 1 Material	Brick - Rendered
Walls 2 Material	
Roof Material	Metal - Corrugated Iron
Architect	
Builder	
Other Associations	

HISTORY

The building was constructed in 1906 for Levi Green who was an ironmonger. It was designed by R. J. Dennehy. It was later used as a retail business for Green and by the Bairds Company and then Myer. The central area of Perth was developed in the 1890s as a retail and entertainment area with theatres and hotels developed near the train line. The building was completed in 1906 due to difficulties with the construction of the building. At the time of its construction, it was one of a few buildings in the area which was higher than two stories.

In 1919 William Baird purchased the property. Baird had established a store in Coolgardie in c1896, Kalgoorlie and Boulder. A store opened in Hay Street in 1903 and an arcade which ran from Hay to Murray Streets. The store sold hardware, toys and gift merchandise. The arcade was tenanted by other shops. In 1920 the Bairds' Emporium opened and offered drapery, men's clothing, furniture, shoes and hardware products. Bairds owned the property until 1964. In 1969 Myer bought Bairds Limited and the building was operated as a Myer department store.

Conservation works were carried out in the building in the 2000s after works to the adjacent 140William complex was completed.

WESTERN AUSTRALIAN HISTORIC THEME

- 1. Demographic settlement & mobility - 106 Workers (including Aboriginal, convict)
- 3. Occupations - 308 Commercial services and industries
- 5. Outside influences - 505 Markets
- 6. People - 605 Innovators
- 6. People - 606 Famous people

AUSTRALIAN HISTORIC THEME

- 3. Developing Perth's (Local, Regional & National) Economies -3.14.2 Using Australian materials in construction
- 3. Developing Perth's (Local, Regional & National) Economies - 3.19 Marketing and retailing
- 4. Building Perth (Settlements & Cities) - 4.1.4 Creating capital cities
- 4. Building Perth (Settlements & Cities) - 4.6 Remembering significant phases in the development of settlements, towns and cities
- 5. Working - 5.5 Working in offices
- 8. Developing Perth's Cultural Life - 8.10 Pursuing excellence in the arts & sciences
- 8. Developing Perth's Cultural Life - 8.10.4 Designing and building fine buildings

STATEMENT OF SIGNIFICANCE

The place is an excellent and striking example of a substantial commercial building in the Federation Free Style and has dramatic landmark qualities, particularly in its position opposite open space beside the horseshoe bridge.

The place is an integral component of a precinct of buildings from the Federation and Inter-War periods and is important to the historic streetscapes that remain on both sides of William Street and along Wellington Street. The place is a fine example of the work of notable architect Richard Dennehy applied to a commercial building and was constructed by prominent Perth builder J.D. Sanders.

The place demonstrates the transition from ironmongers' stores to more specialised hardware, machinery sales and generalist department stores that provided a greater range of goods traditional to ironmongers. It was originally constructed as Levi Greens' Ironmongery and utilised for over eighty years as retail premises.

The place was occupied for fifty years by the popular store Bairds Company, a business of particular importance to country customers, which operated its main store from the site from 1919 up to 1969.

The place was hailed at its construction as a modern demonstration of the prosperity of Western Australia.

NATURE OF SIGNIFICANCE

HERCON Value A - Its importance in demonstrating the evolution or pattern of Perth's history

Adopted

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HERCON Value B - Its importance in demonstrating rare, uncommon or endangered aspects of Perth's heritage

HERCON Value C - Its potential to yield information that will contribute to an understanding of Perth's history

HERCON Value D - Its importance in demonstrating the characteristics of a broader class of places

HERCON Value E - Any strong or special meaning it may have for any group or community because of social, cultural or spiritual associations

HERCON Value F - Its importance in exhibiting particular aesthetic characteristics valued by any group or community

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HERCON Value G - Any special association it may have with the life or work of a person, group or organization of importance in Perth's history

HERCON Value H - Its importance in demonstrating a high degree of creative or technical achievement

HERCON Value I - Any other characteristic it may have that in the opinion of the decision-making body is relevant

CONDITION AND AUTHENTICITY

Condition	Fair
Building Fabric Authenticity	Medium level of authenticity as it has lost original detail at first and ground floor levels. Largely intact above.

CLASSIFICATION OF SIGNIFICANCE

Exceptional – Category 1 – Essential to the heritage of the locality. Rare or outstanding example.

REFERENCES

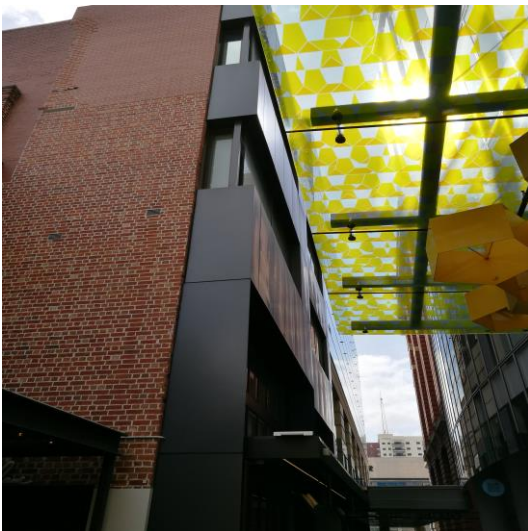
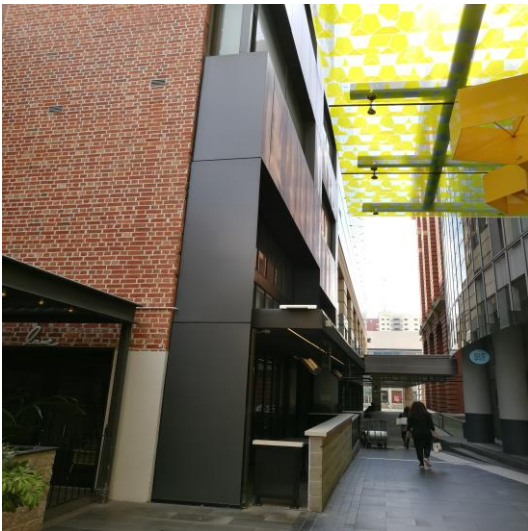
Visual Assessment;
Register of Heritage Places Bairds' Building (fmr) Amended Permanent Entry, 2005

DATE OF SURVEY/ASSESSMENT

Initial date

Last modified Date

IMAGES



Adopted

