



**HERITAGE
COUNCIL**
OF WESTERN AUSTRALIA

REGISTER OF HERITAGE PLACES ASSESSMENT DOCUMENTATION

11. ASSESSMENT OF CULTURAL HERITAGE SIGNIFICANCE

The criteria adopted by the Heritage Council in November 1996 have been used to determine the cultural heritage significance of the place.

PRINCIPAL AUSTRALIAN HISTORIC THEME(S)

- 2.3 Coming to Australia as a punishment
- 2.4 Migrating
- 2.5 Promoting settlement
- 3.8.1 Shipping to and from Australian ports
- 3.8.3 Developing harbour facilities
- 4.1.1 Selecting township sites
- 7.1 Governing Australia as a province of the British Empire

HERITAGE COUNCIL OF WESTERN AUSTRALIA THEME(S)

- 104 Land allocation and subdivision
- 106 Workers (including Aboriginal, convict)
- 111 Depression and boom
- 201 River and sea Transport
- 305 Fishing and other maritime industry
- 308 Commercial services and industries
- 403 Law and order
- 404 Community services and utilities
- 407 Cultural activities
- 408 Institutions
- 506 Tourism
- 602 Early settlers

11.1 AESTHETIC VALUE*

* For consistency, all references to architectural style are taken from Apperly, R., Irving, R., Reynolds, P. *A Pictorial Guide to Identifying Australian Architecture. Styles and Terms from 1788 to the Present*, Angus and Robertson, North Ryde, 1989.

For consistency, all references to garden and landscape types and styles are taken from Ramsay, J. *Parks, Gardens and Special Trees: A Classification and Assessment Method for the Register of the National Estate*, Australian Government Publishing Service, Canberra, 1991, with additional reference to Richards, O. *Theoretical Framework for Designed Landscapes in WA*, unpublished report, 1997.

West End, Fremantle is characterised by a very fine collection of predominantly Federation era buildings in a variety of classically-influenced styles, particularly Federation Free Classical, Academic Classical and Warehouse styles, including many fine individual buildings such as Higham's Buildings, National Hotel, *Fremantle Post Office* (all Market Street); *P&O Building, His Majesty's Hotel, Wilhelmsen House, McIlwraith Building* (Phillimore Street); *Union Stores Building* (fmr), Commercial Hotel, Pearse's Building, Cleopatra Hotel, *Bank of Australasia* (fmr), *Orient Hotel, Bank of NSW* (fmr) (High Street); *Warehouse 22-26 Pakenham Street, D&J Fowler Bag Store* (fmr) (Pakenham Street); *Fowler's Warehouse* (fmr), *Moore's Building* (Henry Street), *Strellitz Buildings, Adelaide Steamship House* (fmr), *Tarantella Night Club* (fmr) (Mouat Street); Lionel Samson Building, *Lilley's Buildings* (Cliff Street); Trades Hall (fmr) (Collie Street); and, Terrace Houses, 14-16 Nairn Street. (Criterion 1.1)

West End, Fremantle is a landmark area defining the western end of Fremantle, with strong entry statement buildings at several points including *Fremantle Post Office, National Hotel, Higham's Buildings, Wilhelmsen House, Trade's Hall* (fmr) and *Commissariat Buildings* (fmr). (Criterion 1.3)

West End, Fremantle was historically a significant aspect of the fabric of Fremantle seen by ships, both from South Bay and Inner Harbour, and although these vistas from the sea are now substantially obscured by later development the precinct retains many buildings that formed part of the seaward face of the port town. (Criterion 1.3)

West End, Fremantle includes a significant sightline along High Street between the Round House and the Town Hall, as well as important views to and from the railway station, *Victoria Quay* and Esplanade Reserve. (Criterion 1.3)

West End, Fremantle is a highly intact collection of predominantly commercial buildings, largely in Federation era styles, that together form a cohesive precinct featuring common detailing, scale, siting, construction materials and historical functions. (Criterion 1.4)

West End, Fremantle contains numerous highly intact individual streetscapes, including the commercial and retail-oriented High Street, the grand-scaled Federation era office and commercial group along Phillimore Street, the Federation era retail premises on Market Street, the mid-nineteenth century residential group at Nairn Street, and the visually cohesive late-nineteenth and early-twentieth century warehouse and commercial groups along Pakenham, Henry, Mouat, Cliff and Leake Streets. (Criterion 1.4)

11. 2. HISTORIC VALUE

West End, Fremantle was selected in 1829 as the site of the port town of Fremantle for the Swan River Colony's capital and was developed from 1829 as the central business area of the young port town, accommodating a wide range of businesses that supported the development of both Fremantle and the wider Swan River area. (Criterion 2.1)

Through the range of premises in the precinct, including banks, customs, import and export businesses, ship-related trades, policing, prostitution, accommodation, unions and migrant services, *West End, Fremantle* demonstrates the operations of a port city, having been associated with Fremantle's maritime operations from

1829 to the present, originally oriented towards the jetties in South Bay and later north towards the Inner Harbour. (Criterion 2.1)

West End, Fremantle is intrinsically linked with the wider convict history of Fremantle and Western Australia as it contains infrastructure and some buildings constructed by convict labour, and expanded commercially on account of improved economic conditions following the arrival of the convict establishment. (Criterion 2.1)

West End, Fremantle demonstrates in its extant built fabric the impact of the Gold Boom period of the 1890s and 1900s on the city and the wider State, as the area developed much of its current appearance during this period, when money and population growth transformed Fremantle into a flourishing, prosperous town. (Criterion 2.1)

West End, Fremantle is indicative of periods of Fremantle's development up to the mid-twentieth century when proximity to the port was essential for business success, before the commercial heart of the town moved further inland and the local economy diversified away from port-related functions. (Criterion 2.1)

West End, Fremantle retains the original layout of streets and lots drawn by Surveyor General John Septimus Roe in 1829, who adapted a grid-pattern in response to the topography of the area. (Criterion 2.2)

West End, Fremantle particularly developed in response to the opening of the inner harbour of *Victoria Quay* in 1897, which reoriented the precinct towards its northern face, established Fremantle as the State's main port and saw an increase in the size and number of shipping companies operating out of the area. (Criterion 2.2)

The twentieth-century economic decline of *West End, Fremantle*, which ultimately led to its subsequent repurposing as a heritage-themed retail, tourism, residential and educational area, was a direct result of moves in the 1950s and 1960s to modernise the port and expand it north in response to increased containerisation. (Criterion 2.2)

West End, Fremantle was a major arrival point for migrants to Western Australia from 1829 until air travel superseded shipping in the second half of the twentieth century, and especially in the post-WWII period when Italian and Portuguese migrants arrived, who significantly shaped the character of the town. This migrant influence is reflected in the history of restaurants serving Mediterranean food within the area, especially along Market Street. (Criterion 2.2)

West End, Fremantle was rejuvenated in the mid-1980s as part of preparations for hosting the America's Cup yachting event in 1987, which brought international attention to Fremantle. (Criterion 2.2)

West End, Fremantle has been the home of Notre Dame University Australia since the early 1990s, with the university substantially contributing to the conservation and re-energising of the area as an educational precinct and has hosted many international visitors to the university, particularly on account of the university's extensive international student exchange program. (Criterion 2.2)

West End, Fremantle is associated with many significant individuals, including: John Septimus Roe (original 1829 surveyor for the existing layout), Lionel

Samson (early and important merchant and resident in the area), J&W Bateman (significant nineteenth century import-export family operating from the area), the Manning family (important merchant traders in the latter nineteenth century), C.Y. O'Connor (engineer for the 1897 harbour), Paddy Troy (union leader of the 1950s and 1960s, operating out of Trades Hall), Alan Bond (entrepreneur responsible for bringing the America's Cup Challenge to Fremantle) and the numerous notable architects involved in designing the many fine buildings within the precinct, including Public Works Department Chief Architects Richard Roach Jewell, Hillson Beasley, George Temple Poole and private architects John F. Allen, F. W. Burwell, J. Herbert Eales, M. F. Cavanagh and J. J. Talbot Hobbs. (Criterion 2.3)

11. 3. SCIENTIFIC VALUE

The archaeology of *West End, Fremantle* has a high degree of potential to reveal information about the place's history and occupation from 1829 to the present, particularly with regard to deposits dating to the pre-Gold Rush era. (Criterion 3.1)

11. 4. SOCIAL VALUE

West End, Fremantle is significant to the local community as an historic area, a link with the early years and port history of Fremantle and a substantial contributor to the local community's sense of place, as evidenced by the work of the Fremantle Society since 1972 to protect and restore the precinct and the protections afforded to the area by the City of Fremantle. (Criteria 4.1 & 4.2)

West End, Fremantle has a long history as a working class social hub, as evidenced by the large number of working class hotels previously operating in the area and the presence of union buildings, and is significant for many who have worked locally in maritime and other associated industries. (Criterion 4.1)

West End, Fremantle is valued by the management, staff and students of Notre Dame University, which promotes the historical character of the area as a feature of the institution. (Criterion 4.1)

West End, Fremantle is a widely recognised tourist site, attracting visitors from Australia and overseas on account of its historical character. (Criterion 4.1)

12. DEGREE OF SIGNIFICANCE

12. 1. RARITY

West End, Fremantle is rare in Western Australia as a highly intact port city precinct that is characterised by many fine streetscapes of predominately Federation era buildings, many of which retain substantial original detailing. (Criterion 5.1)

West End, Fremantle is a rare example of the range of businesses and building types linked to port operations, including shipping companies, importers, exporters, wool stores, unions, brothels, banks, police, merchants, hotels, warehouses and bond stores, which has retained a connection with maritime industries from 1829 to the present (2015). (Criterion 6.2)

12.2 REPRESENTATIVENESS

West End, Fremantle is an excellent representative example of a Federation era business district retaining a range of buildings associated with its proximity to a major port, along with some evidence of earlier and later periods. (Criterion 6.1)

West End, Fremantle is indicative of Australia's historical dependence on maritime links for trade, immigration and communications, especially in Western Australia prior to the 1917 rail connection with the eastern states. (Criterion 6.2)

West End, Fremantle is representative of the role of community activism in protecting and restoring many heritage sites in Western Australia prior to the introduction of heritage legislation in 1990. (Criterion 6.2)

12.3 CONDITION

West End, Fremantle is in good condition. Most buildings are in regular use and there have been ongoing conservation programs by many owners, particularly the University of Notre Dame, which is responsible for a large number of buildings within the precinct.

12.4 INTEGRITY

West End, Fremantle has moderate integrity. Streetscapes generally reflect the original functions of the buildings but few continue to operate for their original or early purposes. Many have been internally modified for new uses, especially educational and residential places, as well as the maritime museum.

12.5 AUTHENTICITY

West End, Fremantle has very high authenticity. The layout of streets and lots is original. Most extant buildings date from the 1890s to the 1900s, with some earlier places but little later infill, except where this is hidden behind early facades or within the shells of historical buildings.

13. SUPPORTING EVIDENCE

The documentation for this place is based on the heritage assessment completed for the City of Fremantle by Rosemary Rosario, Architectural Heritage Consultant, Annabel Wills Architecture and Carmel Given, Historian, in March 2014.

The 2014 report is summarised with amendments and/or additions by the State Heritage Office and the Register Committee. For further detail see the original report.

13.1 DOCUMENTARY EVIDENCE

West End, Fremantle was the early commercial hub of the Swan River Colony's first settlement, established in 1829. It is a largely intact precinct of buildings predominantly dated 1880 to 1913, mostly associated with the port up to the 1970s.

West End, Fremantle comprises the land bounded by Market Street to the east, Collie Street and Marine Terrace to the south, Little High Street to the west and Phillimore Street to the north, including lots on the northern side of Phillimore Street between Cliff and Henry Streets.

Nearby mostly adjacent areas, which also form part of the nineteenth century town of Fremantle, are not part of the precinct, including *Arthur's Head Reserve*, *Victoria Quay*, *Fremantle Railway Station*, commercial areas east of Market Street, Kings Square civic area, the South Terrace 'cappuccino strip' and *Fremantle Markets*, Essex and Norfolk Streets commercial and former residential areas, Esplanade Reserve, and the convict establishment centred around *Fremantle Prison*.

Early Settlement (1829-1849)

Before the arrival of European settlers, the Fremantle area was occupied by the Nyungar people, and the area continues to have significance to Indigenous people.¹

The first European contact with the area was British, French and American whalers. In 1827, a British exploratory voyage resulted in Captain James Stirling recommending the Swan River as the site for a future British colony. An advance military deployment led by Captain Charles Howe Fremantle arrived in May 1829 and set up camp at Arthur Head, anticipating the area would become the capital of the colony. Stirling and his shipload of settlers arrived a month later. The Swan River Colony was declared on 18 June 1829, with Fremantle as its port and Perth as its capital.²

¹ South West Aboriginal Land and Sea Council: <http://www.noongar.org.au/> cited in Rosario, R., Wills, A. & Given, C., 'West End Conservation Area: Heritage Assessment', prepared for the City of Fremantle, March 2014, p.9.

² Gregory, J. & J. Gothard, (Eds), *Historical Encyclopedia of Western Australia*, UWA Press, Nedlands, 2009, p 382 and Ewers, J. K., *The Western Gateway: A History of Fremantle*, Fremantle City Council, 1971, pp.1,4; Gregory, op. cit., pp.383, 385; Statham, P., 'Swan River Colony 1829-1850' in Stannage, C. T. (Ed), *A New History of Western Australia*, UWA Press, 1981, pp.185-186 cited in Rosario, R., Wills, A. & Given, C., 'West End Conservation Area: Heritage Assessment', prepared for the City of Fremantle, March 2014, p.9.

Perth and Fremantle were surveyed by John Septimus Roe in 1829, 1833 and 1836. An 1833 map of Fremantle shows *West End, Fremantle* laid out in a grid pattern with High Street as the spine of the area. The precinct accounted at the time for about a quarter of the surveyed town land, being the western corner of a roughly triangular town plan. The lots in the West End were about half the size of those in the rest of the town and some of the north-south streets also appear to have been narrower than average. Lots within *West End, Fremantle*, were aligned parallel or perpendicular to High Street, but this alignment changed east of Market Street or south of Collie Street.³

Through the nineteenth century, the Swan River was too shallow for large vessels. As a result, goods were unloaded on the south side of Angelsea Point and reloaded onto smaller river vessels on the north side, creating a vibrant commercial centre between the two shores. Shipbuilding, timber exports and whaling were industries operating around the edges of *West End Precinct*. In addition, a justice precinct at Arthur's Head centred at the 1831 Round House also influenced the development of the area.⁴

Influential Fremantle merchants of the early years were Lionel Samson and the Bateman family, both of whom operated businesses from *West End Precinct* from the 1830s.⁵

The Colony developed slowly as the small population struggled with the harsh conditions of their new home. By the mid-1840s, prominent residents began to call for convicts to provide a labour force, and associated British funds, to assist the fledgling settlement. In 1849, the Swan River Colony was officially designated as a penal settlement.⁶

Convict Era (1850-1880s)

The first convicts arrived at Fremantle in June 1850, under the control of Captain Edmund Henderson, and were accommodated in a foreshore warehouse until permanent quarters could be constructed. Transportation to the Colony continued until 1868, by which time nearly 10,000 prisoners had arrived, all male, along with extensive associated personnel to operate the convict establishment.⁷

³ Fremantle (19) Plan, 20.3.1833, Fremantle Local History Collection [FLHC]; Pitt Morrison, M. & J. White, 'Builders and Buildings' in Stannage, op. cit., p.515; Ewers, op. cit., p.6 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.10-12; Fremantle, 1833: copy of historical map submitted to SHO with heritage assessment, March 2014;

⁴ Fremantle (19) Plan 20.3.1833, FLHC; Gregory, op. cit., pp.387, 872; Keira, A., Hutchison, D., Kingdom, R., Kent, J., Stevens, L. & Suba, T., 'Victoria Quay and its Architecture: Its History and Assessment of Cultural Heritage Significance,' for City of Fremantle, 1991, pp.11,15; City of Fremantle Municipal Heritage Inventory [MHI] Entry 'Esplanade Reserve'; Ewers, op. cit., pp.25-26 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.10-11

⁵ Ewers, op. cit., pp.21, 25; MHI Entry 'Former Bateman Buildings' cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.11

⁶ Fremantle (19) Plan, 20.3.1833, Fremantle Local History Collection [FLHC]; Pitt Morrison, M. & J. White, 'Builders and Buildings' in Stannage, op. cit., p.515; Ewers, op. cit., p.6 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.9-10

⁷ Fremantle Prison: <http://www.fremantleprison.com.au/HISTORY>; Australian Dictionary of Biography: <http://adbonline.anu.edu.au/biogs/A040426b>. Convict transportation officially ended in January 1868 with the last ship, the Hougoumont cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.12

Convict labour allowed for public works that had been beyond the reach of the small colonial population, including bridges, roads, jetties and public buildings. Within *West End, Fremantle*, this included improving roads and paving footpaths. Most of the actual buildings erected to serve the convicts and their keepers were built elsewhere in the town, especially centred around the 1859 prison complex. Within the West End, the *Commissariat* buildings were built to store the food, clothing and building equipment of the convict establishment.⁸

By the 1870s, the activities of the port were expanding in response to the influx of convicts and associated population increase. A number of large warehouses were erected within *West End, Fremantle* to accommodate these increases. The commercial premises of the area by the late 1870s generally included 'a residence, stables, warehouse, factory and office facilities where the owners lived and conducted their commercial, business and production activities all from the same site'.⁹

Brothels, long associated with ports, were believed to be operating in Fremantle by the 1840s, particularly in Bannister Street.¹⁰ Police acknowledged brothels operating in Fremantle by at least the 1860s.¹¹

A new deep-water jetty was completed in 1873. Although this significantly improved the port facilities at Fremantle, Albany remained the primary port for the Colony, with its sheltered deep-water harbour.¹²

Plans for a railway network also began in the 1870s, and the Eastern Railway was opened in March 1881, commencing at Fremantle. Government railway workshops opened in the town in 1878 and were a significant employer for the area until they relocated to Midland after 1903.¹³

By the time the last convicts were transferred to the colonial prison system in 1886, Fremantle was a thriving town. However, the commercial hub was shifting eastwards, focussing on Market Street, which linked the town with the railway station. The 1879 Anglican Church and 1887 *Fremantle Town Hall* at Kings Square consolidated civic functions in that area, while 1880s relocation of the police from High Street to Henderson Street also marked the shift of

8 Kerr, J. S., *Fremantle Prison: A policy for its conservation*, for Building Management Authority, Perth, 1992, pp.2, 7; HCWA Assessment 'Commissariat Buildings (fmr)' P857; Pitt Morrison, M. & J. White, 'Builders and Buildings' in Stannage, op. cit., p.525; Gregory, op. cit., p.236 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.12

9 Such as 'The Moores Building' HCWA Assessment P890 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.13

10 Advertising Standards Board, 'Case Report: Hougoumont Hotel', September 2014, at <http://ms.adstandards.com.au/cases/0381-14.pdf> accessed 1 April 2015

11 Conole, Peter, 'The Development of Detective Work in Fremantle', http://policewahistory.org.au/HTML_Pages/Fremantle_dets.html accessed 1 April 2015

12 Gregory, op. cit., pp.236, 387; Dowson, J., *Old Fremantle*, UWA Press, 2003, pp.24, 34; Ewers, op. cit., pp.71-72 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.12

13 Minchin, R. S. & Higham, G. J., *Robb's Railway: Fremantle to Guildford Railway Centenary 1881-1981*, Australian Railway Historical Society (WA Division), 1981, pp.3-33; Ewers, op. cit., pp. 72,111-113; 'Midland Railway Workshops (fmr)', HCWA Assessment P3273; Bourke, M. J., *On the Swan: A History of the Swan District Western Australia*, UWA Press, Nedlands, 1987, pp.235-242 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.13

justice functions, originally centred at Arthur's Head, away from *West End, Fremantle*.¹⁴

Gold Boom (1890s-1900s)

In 1890, 61 years after its establishment, the Swan River Colony was granted Responsible Government. Gold had already been discovered in the 1880s in the Kimberley region, but discoveries in the Eastern goldfields from 1892, corresponding with a severe economic recession in the eastern colonies, brought floods of immigrants and an economic boom to the newly independent Colony. Agriculture also expanded to cater to the increased population.¹⁵

Port towns particularly benefitted from the boom, as they were the entry point for both goods and people into the Colony. Accommodation and retail businesses increased in number and expanded in size, and new buildings were often more sophisticated and decorative than those from earlier periods. Fremantle 'changed from being a small seaside town to a busy industrial port, with a mix of wealthy merchants and a large working class living side by side'.¹⁶

The years of prosperity enabled extensive government building projects, of which the most significant for Fremantle was construction of a new harbour and *Victoria Quay*. Under the guidance of Engineer in Chief C.Y. O'Connor, the problematic rock bar across the river mouth was blasted and an inner harbour constructed. Port-related businesses in *West End, Fremantle* subsequently shifted their focus from Cliff Street and South Jetty towards Phillimore Street at the north side of the precinct. A new Customs House was constructed in Phillimore Street in 1908, with the convict-era Commissariat vacated.¹⁷

Up to this time, *West End, Fremantle* had included many residential terraces and cottages. As the commercial interests in the area expanded, many of these were demolished. The wealthy families relocated to new, large houses away from the commercial district. Sanitation within *West End, Fremantle* deteriorated as the population increased.¹⁸

The port was not only the entry point for goods and people, but also for disease. In 1900, there was an outbreak of bubonic plague, with all but one of those who contracted the disease living or working in the West End. The first victim was buried at sea, after which fear that fish would eat the body and become contagious temporarily impacted the Fremantle fishing industry. Efforts to improve health conditions in the area included paying residents to kill rats and a three-day 110-man effort to clear effluent and carcasses of dead animals from Esplanade Beach. The crisis led to the establishment in 1902 of the

14 Fremantle Prison: <http://www.fremantleprison.com.au/HISTORY>; Heritage and Conservation Professionals, Fremantle Justice Precinct Conservation Policy, for CAMS, 1999, p.29 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.13&15

15 Ewers, op. cit., p.101; Gregory, op. cit., p.587 cited on Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.13-14

16 Ewers, op. cit., pp.71, 97 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.13-15, quote from p.14

17 Ewers, op. cit., pp.71, 97 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.14

18 Arthur, P. L. & G. Bolton (Eds), *Voices from the West End*, Western Australian Museum, 2012, pp.113, 121-122 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.14

Fremantle Harbour Trust to improve sanitation and building controls. In 1903, Esplanade Beach was 'reclaimed' by the Fremantle Board of Health.¹⁹

Port workers had a long history of involvement in union activities, and in 1904 Fremantle Trades Hall opened on Collie Street as headquarters for dozens of unions.²⁰

By the start of World War One, *West End, Fremantle* had consolidated as a port-related area, with hotels, merchants, shipping agents, warehouses and boarding houses. Market Street was superseding High Street as the business centre, especially after the opening of both the Post Office and new railway station in 1907. Land south of Marine Terrace was reclaimed in 1902 to create the Esplanade Reserve, and commercial fishing and boat building settled into the areas west and south of this area.²¹

Influence of Wars (1914-1950s)

The industrial port of Fremantle came into its own as Australia responded to World War One. Troops and supplies left from the port, and it was also used for naval and military purposes.²²

Wartime also increased the rate of prostitution in Fremantle. Notorious madam Mary Ann Collins reportedly earned her 'fortune' operating brothels in Fremantle in during World War One.²³

Australia's wool production was entirely claimed by Britain into the 1920s. Storing and trading wool became a significant port industry, with some West End warehouses used as wool stores in this period.²⁴

Union activity was strong in Fremantle through the interwar years, based out of Trades Hall.²⁵

The depression limited building and as a result, by the 1940s *West End, Fremantle* remained much as it had been prior to World War One.²⁶

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- 19 Michelle McKeough, 'The Bubonic Plague in Fremantle, 1900', in *Fremantle Studies*, vol.5, 2007, pp.22-29
- 20 MHI Entry 'Esplanade Reserve' cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.15
- 21 MHI Entry 'Esplanade Reserve' cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.14-15
- 22 'Elders Wool Stores' HCWA Assessment P852; 'Dalgety Wool Stores (fmr)' HCWA Assessment P15820; Gregory, op. cit., pp.388, 946 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.16
- 23 Frances, Raelene. 'The history of female prostitution in Australia', in Perkins, R., Prestage, G., Sharp, R. & Lovejoy, F. (eds.) (1994) *Sex work and sex workers in Australia*, University of New South Wales Press, Sydney, pp.27-52, accessed at <http://www.hartford-hwp.com/archives/24/230.html> 1 April 2015
- 24 'Elders Wool Stores' HCWA Assessment P852; 'Dalgety Wool Stores (fmr)' HCWA Assessment P15820; Gregory, op. cit., pp.388, 946 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.16
- 25 Gregory, op. cit., p.388; Ewers, op. cit., pp.199-120 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.16
- 26 Gregory, op. cit., pp.388, 801; Ewers, op. cit., p.143; City of Fremantle: http://www.fremantle.wa.gov.au/Library_and_information/Local_history_collection cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.16

During World War Two, Fremantle was a significant strategic port, especially once Japan entered the war. British, American and Dutch navies based in the port took over many of Fremantle's buildings.²⁷

Following the war, immigration increased, especially from continental Europe. Portuguese and Italian immigrants in particular settled around Fremantle, attracted by the fishing industry, and the character of the area became increasingly cosmopolitan.²⁸

Modernisation and Mining Boom (1960s-1970s)

The operations of the port changed dramatically from the 1950s into the 1960s, under the management of F.W.E. Tydeman (Fremantle Harbour Trust). Outer Harbour was developed at Cockburn Sound for bulk cargoes, while North Quay and Inner Harbour handled general cargo, containers and immigrants.²⁹

These changes were accompanied by increasing mechanisation and a consequent reduction in the number of wharf workers. The union movement was a strong presence through the changes, led in the 1950s and 1960s by Paddy Troy. Businesses in *West End, Fremantle* that depended on wharf workers as patrons struggled in the changed conditions.³⁰

From the mid-1960s, expansion of mining in the Pilbara region, especially iron ore, caused a State-wide economic boom and a fresh influx of migrants. In many places, these prosperous years saw large-scale building campaigns. Fremantle implemented its No.1 Planning Scheme, which created a new retail hub east of Kings Square in the 1970s, largely through the demolition of older buildings. High Street between Kings Square and Market Street was converted to a pedestrian mall in 1976, and *West End, Fremantle* was somewhat protected from the building campaigns as it was by now somewhat isolated from the business centre of the town.³¹ However, the removal of verandahs from buildings across Australia was common during this period, with the Perth City Council gazetting a 'Post Verandahs and Balconies' by-law for the purpose.³² Although it does not appear that a similar by-law was enacted in Fremantle, verandahs were removed from a number of prominent buildings in the West End which had a transforming impact.

Revival, Restoration and Change (1970s-present)

By the late 1960s, some parts of the community were becoming concerned at the loss of built heritage in the State. The Fremantle Society was established in 1972 to advocate for the retention of heritage places. Through the 1970s,

²⁷ Gregory, op. cit., pp.388, 801; Ewers, op. cit., p.143; City of Fremantle: http://www.fremantle.wa.gov.au/Library_and_information/Local_history_collection cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.16

²⁸ Gregory, op. cit., pp.388, 582; Ewers, op. cit., p.177 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.16

²⁹ Ewers, op. cit., pp.156-157; Gregory, op. cit., p.715 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.17

³⁰ Gregory, op. cit., p.388 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.17

³¹ Gregory, op. cit., p.582, 588; MHI Entry 'Fishing Boat Harbour' cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.17-18

³² Gregory, J, 2003. *City of Light: A History of Perth since the 1950s*. City of Perth, Perth, WA, p. 114.

several nineteenth-century buildings in Fremantle were restored, including within *West End, Fremantle* the former Commissariat opening in 1979 as a Maritime Museum.³³

In 1983, Alan Bond's *Australia II* won the America's Cup, allowing for the 1987 challenge to be held off Fremantle, along with two other world championship sailing events. The sailing events brought Fremantle to world attention in an unprecedented way. In preparation, a major rejuvenation campaign was initiated across Fremantle, including the West End. Within the precinct, *Moore's Building* and *Fremantle Post Office* both underwent substantial restoration projects. *Al fresco* dining was encouraged and South Terrace was developed as a café strip, which was to become culturally synonymous with Fremantle.³⁴

Tourism became an increasingly important aspect of Fremantle's economy, especially after the prison closed in 1991 and was converted to a museum. Rents increased, and small businesses left the town. As surrounding residential areas became gentrified, the working class population was gradually replaced with middle-class professionals. Former industrial and commercial buildings were adapted for apartments, including many within *West End, Fremantle*. Heritage events were promoted and restoration projects encouraged.³⁵

From 1987, land was purchased within *West End, Fremantle* with a view to forming a Catholic University in the area. The University of Notre Dame Australia was enacted by Parliament in December 1989 and the first students began their studies in February 1992.³⁶

In the 1990s, Rous Head in North Fremantle was developed as Fremantle's major industrial port, moving much port business away from *West End, Fremantle*. At the same time, Notre Dame University consolidated and expanded in the area, using restored historical buildings for most of its campus. The university revitalised the area at a time when it was losing its port-related functions. However, by turning so many buildings into educational facilities, including four of the precinct's former hotels, it has also contributed to the social character of *West End, Fremantle* changing considerably.

In 2016, *West End, Fremantle* is a predominantly retail, residential and educational precinct.

13.2 PHYSICAL EVIDENCE

West End, Fremantle comprises the land bounded by Market Street to the east, Collie Street and Marine Terrace to the south, Little High Street to the west and Phillimore Street to the north, including lots on the northern side of Phillimore

³³ Ewers, op. cit., pp.182-186; MHI Entry 'Fremantle Malls'; Henderson, Adelaide & William Street files, FLHC; Landgate [Map Viewer Mosaic]: <https://www.landgate.wa.gov.au/bmvf/app/mapviewer> cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, p.18

³⁴ Gregory, op. cit., pp.61-62 cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.18-19

³⁵ Department of Sustainability, Environment, Water, Population and Communities: Place 1306-011 <http://www.environment.gov.au/heritage/places/national/index.html> cited in Rosario, Wills & Given, C., 'West End Conservation Area', March 2014, pp.18-19

³⁶ Peter Tannock, 'The Founding and Establishment of the University of Notre Dame Australia, 1986-2014', November 2014, http://www.nd.edu.au/__data/assets/pdf_file/0005/126158/Founding-and-Establishment-of-Notre-Dame-WEB.pdf accessed 21 May 2015

Street between Cliff and Henry Streets. It is wrapped to the north and west by the railway line, to the south by Esplanade Reserve and to the east by the commercial heart of Fremantle. The precinct largely comprises two- and three-storey nineteenth and early-twentieth century buildings, constructed up to their lot boundaries, with awnings over the pavement in some streets. Generally, the earlier buildings are located towards the south of the precinct with a wider variety of scale and set-back.

Nearby areas which also form part of the nineteenth century town of Fremantle are not part of *West End, Fremantle*, including Arthur's Head Reserve, Victoria Quay, the Railway Station, commercial areas east of Market Street, Kings Square civic area, South Terrace 'cappuccino strip' and markets, Essex and Norfolk Streets commercial and former residential areas, Esplanade Reserve, and the convict establishment centred around Fremantle Prison.

West End, Fremantle is sited on the western portion of a peninsular bounded by the Swan River to the north and Indian Ocean to the south. Reclamation of land means the original shoreline, which is largely within the precinct, is now some distance from the water's edge.

The precinct is laid out as parallel streets with High Street as an east-west spine through the centre. The eastern block, between Pakenham and Market Streets, has several short streets parallel to High Street. Lots are small and streets relatively narrow, a characteristic emphasised by most buildings being constructed up to the lot boundaries. Construction is generally masonry, including stone, brick and rendered finishes.

West End, Fremantle retains strong visual links to the port to the north, with large cranes visible beyond the north of Market, Pakenham and Henry Streets and the multistorey P20055 *Fremantle Harbour Trust New Administration Building* evident north of Cliff and Little High Streets.

West End, Fremantle retains strong visual links to P17714 Esplanade Reserve, with the park's large Norfolk Island pines evident at the south end of Cliff, Mouat and Henry Streets and the west end of Collie Street.

High Street is aligned with the Round House to the west and P1016 *Fremantle Town Hall* to the east, providing views of both landmarks, and the its full length is evident viewed from the elevated P896 *Round House and Arthur Head Reserve*.

High Street

High Street is characterised by two and three storey commercial buildings, including six hotels and eight banks, largely from the Federation period. Many have shopfronts at street level, particularly in the eastern portion of the street, and these generally have canopy awnings. Several former hotels along the street have multi-storey verandahs. The streetscape is largely intact and reflects the street's history as a commercial centre, with retail towards the east and offices towards the west.

At the eastern end of High Street, the entrance to the precinct from Market Street is marked by two distinctive corner buildings, the three-storey National Hotel (1896) and two-storey Higham's Buildings (1890). The latter extends a

full street block south along Market Street. Other notable buildings along High Street include P915 *Union Stores Building (fmr)*, 41-47 High Street; P921 Commercial Hotel, 80 High Street; P920 Pearse's Buildings, 72-78 High Street; P910 Cleopatra Hotel, 24 High Street; P906 *Bank of Australasia (fmr)*, 18 High Street; P914 *Orient Hotel*, 39 High Street (Cnr Henry Street), and P902 Bank of New South Wales (fmr), 7 High Street (Cnr Cliff Street).

Market Street

Market Street is a predominantly retail thoroughfare. The western side comprises two-storey Federation era buildings, mostly in Federation Free Classical style. At the northern end, bounded also by Short, Pakenham and Phillimore Streets, is a small grassed park, 'Pioneer Reserve', site of the interwar 'Uglieland' fairground. The imposing *Fremantle Post Office* (1907) overlooks the reserve and provides a landmark at the northeast corner of *West End, Fremantle*. Market Street provides significant views north to the railway station, outside the precinct.

Phillimore Street

Phillimore Street is characterised along its southern side by imposing Federation era offices originally associated with the harbour, including commercial premises and offices of shipping companies and agents. With two exceptions, the surviving buildings were constructed after the opening of the Inner Harbour in 1897 and their grand styling reflects their siting as the face of Fremantle presented to the port. The southern streetscape is a continuous line of two- and three-storey masonry buildings constructed to lot boundaries, without awnings or verandahs. As Phillimore Street follows the original shoreline, it is not parallel to High Street. Small landscaped areas are evident at the corners with Cliff, Mouat and Henry Streets, including street trees and, at the Mouat Street corner, a former horse trough.

Buildings on the north side of the street complement the grand southern side in style, scale and proportion. They mostly date from the early twentieth century and include original government premises such as fire station and customs house.

Notable buildings in Phillimore Street include P981 *P&O Building*, 17 Phillimore Street, P854 *Wilhelmsen House*, Cnr Cliff & Phillimore Streets, and P978 McIlwraith Building, 10-12 Phillimore Street.

Cliff, Mouat, Henry, Pakenham, Short and Leake Streets

West End, Fremantle is characterised largely by its cross-streets of former bond stores, warehouses, business premises and light industrial buildings: Pakenham, Henry, Mouat and Cliff Streets (north-south) and Short and Leake Street (east-west). These streets are narrow, with buildings of one to three storeys height built to lot boundaries and without awnings, overhangs or verandahs. Construction is generally rendered masonry or limestone, with some red brick features such as quoining and window surrounds. Roofs are generally hidden by parapet walls, with the line of parapet forms a strong visual element. The dominant styles are Federation Free Classical and Federation Warehouse, although there are also some Interwar warehouses. Overall, these streets are a highly intact collection of warehouses and commercial premises,

with a uniformity of style, consistent use of classical motifs, and a strong horizontal emphasis paired with vertical door and window openings.

Some of the notable buildings in this part of the precinct include P18772 *Warehouse 22-26 Pakenham Street*, P22569 *D & J Fowler Bag Store (fmr)*, 33 Pakenham Street, P889 *Fowler's Warehouse (fmr)*, 38-40 Henry Street, P890 *Moore's Building*, 42-46 Henry Street, P963 *Strelitz Buildings*, 30 Mouat Street, P959 *Adelaide Steamship House (fmr)*, 10-12 Mouat Street, P958 *Tarantella Night Club (fmr)*, 5 Mouat Street, P975 *His Majesty's Hotel*, 2-8 Mouat Street, P856 *Lionel Samson Building*, 31-35 Cliff Street, and P859 *Lilley's Buildings*, 34-42 Cliff Street.

Bannister, Nairn and Collie Streets

These three streets in the southeast corner of *West End, Fremantle* have a less imposing character than the remainder of the precinct, being the remnant of a mid-nineteenth century residential area with associated shops and businesses. Residences are one- and two-storey and mostly modestly styled, although Victorian terraces at Nairn Street have some decorative iron lacework. Commercial premises include an 1876 former mill (Nairn Street) and an 1890s former shop and boarding house at the corner of Nairn and Market Street (99 Market St).³⁷ Nairn Street retains the most intact group of pre-gold boom development within *West End, Fremantle*. Other notable places include P864 *Trades Hall (fmr)*, 6 Collie Street, and P964 *Two Terrace Houses*, 14-16 Nairn Street.

Marine Terrace & Croke Lane

The southern boundary of *West End, Fremantle* follows the former shoreline, originally along Croke Lane and, after early reclamation, along Marine Terrace. Some of the earliest buildings in the precinct are along these southern streets, including the Victorian Georgian style Commissariat Buildings (now Maritime Museum) and Victorian Regency style Court House, the latter one of the few single-storey buildings in the precinct. Buildings are sited to address the former seashore, now Esplanade Reserve, with some degree of set-back and spacing between buildings, especially in the southeast area. Buildings are generally less elaborately detailed than other areas of the precinct, and there are several limestone structures, including two large limestone warehouses on Croke Street. The block between Mouat and Cliff Streets has a low limestone perimeter wall.

Little High Street

The western edge of the precinct is characterised by apartment conversions of historical buildings that originally faced High Street or Croke Lane, but have had west-facing entrances created. Little High Street is a wide street stretching between the buildings and the railway, and essentially functions as a carpark.

Authenticity, Integrity & Condition

³⁷ Note: Earlier information stating that the building at the corner of Collie and Market Streets was a much-altered c.1910 shop appears to be incorrect, as a 1981 aerial photograph shows the lot as a carpark.

The original layout of *West End, Fremantle* remains intact as it was in the 1830s. The buildings largely date from the Gold Boom period (1890s-1900s) and are a highly intact collection from this time. Streetscapes are very intact, although many buildings have been redeveloped internally for alternate uses. This has often reduced internal authenticity but improved condition and provided for ongoing use.

Overall, the *West End Conservation Area* has high authenticity, moderate integrity and is in good condition.

For a more detailed description of the physical evidence, refer to the heritage assessment completed for the City of Fremantle by Rosemary Rosario, Architectural Heritage Consultant, Annabel Wills Architecture and Carmel Given, Historian, in March 2014 and Holland, D (2015) West End, Fremantle: An Assessment of Archaeological Potential & Significance. Student Internship Program report completed by Daniel Holland, Notre Dame University, Fremantle Western Australia for the State Heritage Office of Western Australia in October 2015.

13.3 COMPARATIVE INFORMATION

The following comparative information is quoted from the 2014 heritage assessment:

West End, Fremantle is best considered in the context of other port cities of Western Australia and Australia.

Other port cities in Western Australia are Albany, Geraldton and Bunbury.

Albany was the first port in the State (initially called Frederickstown), being the site of the first European settlement in WA in 1826. For many years it remained the main port, until the Fremantle Inner Harbour was built in 1897. The *Stirling Terrace Precinct, Albany* (RHP 14922) is on the Register of Heritage Places as a fine and relatively intact example of a late nineteenth century and early twentieth century townscape, dating primarily from 1867 to 1915. As the original commercial heart of the town, the historic precinct was an important part of the development of the region and the State to varying degrees from the 1830s until World War I. The historic precinct includes buildings designed by prominent architects James Manning, Lt. General Sir J. T. Hobbs, J. Herbert Eales, and George T. Poole. For these reasons, this precinct in Albany is the most comparable place to the *West End Conservation Area*.

Geraldton developed when farmers began to settle in the area in the late 1850s, around the same time as the commencement of the construction of port facilities at Champion Bay for the shipment of coal and ore. In 1871, Geraldton was officially proclaimed a town. In 1879, the Western Australian Government began the construction of the first government railway in the State, which carried lead ore from Northampton to the port (55km). The port became a vital part of Geraldton's economy and became one of the State's major seaports. By the early 1900s the fishing industry in Geraldton was established. In 1988 the town of Geraldton was officially declared a city. There are a few early heritage buildings stemming from the late 1800s around the original port in Marine Terrace,

Durlacher and Forrest Streets, including *Geraldton Court House* (RHP 1072), two warehouses, several hotels, Union Bank and Quarters (fmr), and Stokes Coffee Palace.³⁸

Bunbury was settled in 1830 as a military outpost, but the first jetty and port was not established until 1864. By the 1880s Bunbury was an important port for timber and wool export. The 1890s gold boom ensured Bunbury's status as an important port and the 'Brighton of the South,' a favoured holiday destination for the growing population. Many of Bunbury's heritage buildings stem from this era; but they are scattered widely throughout the town.

Comparable ports in other States include The Rocks (Sydney, New South Wales), Hobart (Tasmania), Port Adelaide (South Australia) and Port Melbourne (Victoria).

The Rocks was Sydney's first area of settlement in 1788. Like Fremantle, buildings in The Rocks were constructed using local materials (sandstone). Another parallel between the two ports is their relatively recent revival as a tourist destination, primarily for their historic buildings and their resistance to un-complementary redevelopment. The use of former warehouses and stores for restaurants, accommodation and other mixed uses makes them both vibrant port communities which showcase their layered history. The Sydney Harbour Foreshore Authority manages the heritage places within The Rocks, but the place as a whole is not a registered precinct.³⁹

Hobart Town was founded in 1803 as a penal colony and the port grew rapidly as a centre for whaling, sealing and shipbuilding in the 1800s. Unlike the port city of Fremantle, which is located approximately 14.5kms from the capital of Perth; Hobart's port (Macquarie Wharf) at Sullivan's Cove is at the heart of the city itself. Like Fremantle, it marks the location of the first colonial settlement. Constitution Dock is listed on the Tasmania Heritage List, as are many of the warehouses, houses and buildings in Salamanca Place.⁴⁰

Port Adelaide is a working seaport 14km northwest of Adelaide and was declared South Australia's first state heritage area in 1982. It contains South Australia's most substantial and continuous group of colonial buildings, many of which were directly associated with Port Adelaide's function as the state's major port. The heritage precinct contains more buildings of continuous historic character than anywhere else in South Australia. This group is an excellent example of a 19th century commercial area, displaying colonial architecture that is rare in South

38 HCWA inHerit Database: <http://inherit.stateheritage.wa.gov.au/Public/>

39 Sydney Harbour Foreshore Authority: http://www.shfa.nsw.gov.au/sydney-About_us-Our_heritage_role.htm

40 <http://www.heritage.tas.gov.au/thr.html#1>

Australia. Eighteen historic sites within the Port Adelaide state heritage area are also on the South Australian Heritage Register.⁴¹

The Port Melbourne Heritage Overlay Precinct in Victoria is protected under the City of Port Phillip Planning Scheme. The area comprises a nineteenth century working class area associated with the growth of the Port of Melbourne. The City of Port Phillip has developed the Port Melbourne Waterfront Urban Design Framework (UDF) 2013, 'to enhance liveability, improve public spaces and secure a sustainable future for the precinct.' It addresses the pressures on the waterfront area whilst recognising the rich maritime history and its unique character.⁴²

In conclusion, *West End, Fremantle* is rare in Western Australia as a substantially intact area developed in association with the nearby port and comprising a high concentration of late nineteenth and early twentieth century bond stores, warehouses, banks, hotels and commercial buildings.

In the national context, *West End, Fremantle* compares with the Rocks in New South Wales, Hobart Town in Tasmania, Port Adelaide in South Australia and Port Melbourne in Victoria in demonstrating the reliance on ocean trade and transport in the history of settlement in Australia.

The 1970s were a time of increasing public interest and awareness of heritage issues in Western Australia. The National Trust was formed in the State in 1959, and formalised by parliament in 1964. It undertook several prominent 1960s battles to save iconic heritage places. While other states developed heritage legislation in this period, in Western Australia this did not come until 1990, resulting in several decades where community activism was the most significant form of heritage protection for many sites. Economic prosperity linked with the Pilbara mining boom of the 1960s flowed into new developments across the State, often resulting in demolition of early buildings, and the 1980s were a period of particularly rapid modern development in many older areas of the State.⁴³ Community activism was responsible for retaining heritage 'towns' that did survive, such as York, Toodyay and Bridgetown. *West End, Fremantle* received support from community action groups from the 1970s on within this context.

13.4 KEY REFERENCES

Rosario, R., Wills, A. & Given, C., 'West End Conservation Area: Heritage Assessment', prepared for the City of Fremantle, March 2014.

13.5 FURTHER RESEARCH

This heritage assessment addresses *West End, Fremantle* as a precinct. Further research for individual places within the precinct may be required for future conservation works.

41 Dept Environment & Natural Resources:
www.environment.sa.gov.au/Heritage/Heritage_places_and_areas

42 Lovell Chen Architects, "Review of Heritage Overlay 1 (Port Melbourne)" 2013; Port Phillip LGA:
<http://www.portphillip.vic.gov.au/port-melbourne-udf.htm>

43 Gregory, Jenny, *City of Light: A History of Perth since the 1950s*, City of Perth, Perth WA, 2003, pp.114-124, 334; <http://www.nationaltrust.org.au/western-australia> accessed 2 April 2015