

Stubley's Hay and Grain Store (former) Statement of Significance

Heritage Place: 96-104 Main Street, Greensborough | **PS ref no:** HO203



What is Significant?

Stubley's Hay and Grain Store (former) at 96-101 Main Street, Greensborough is significant. It was constructed in 1935 by the Greensborough Development Company to the design of Alfred K Lines.

The significant elements are its cuboid form, gable and skillion roofs, parapet, variegated and textured brown/umber brickwork (including overpainted sections), stepped and cantilevered awning, all applied ornamentation, timber-framed double-hung sashes, steel-framed hopper windows, and the eastern shopfront (no 96).

The red-brick rear half of the central wing and lean-to side volumes (eastern elevation) are original or early and complement the significance of the place.

The modified central and western shopfront, all signage, rear three-quarters of the western wing and car park are not significant.

How is it Significant?

Stubley's Hay and Grain Store (former) is of local historical, rarity and aesthetic significance to the City of Banyule.

Why is it Significant?

Stubley's is of historical significance as a substantial, architect-designed, interwar commercial building in the Greensborough Town Centre, the region's long-established retail/service focal point. It is associated with multiple figures of some local note, having been constructed as an investment property for a district farmer by the energetic Greensborough Development Company – active in the development of the locality and directed by John C Jessop, an astute businessman and councillor – to a design by Alfred K Lines, a progressive architect also active in municipal affairs. Press coverage of the scheme's completion framed *Stubley's* as a construction project of note, symbolic of an economy reviving from the severe and lingering impact of the Great Depression. Soon after complementation, father and son, Purcell Bourke Stubley and Robert 'Bob' Stubley, occupied the central store, running an agricultural supply operation that catered for the needs of the town's then-rural hinterland into the 1960s. Their presence remains popularly associated with the place. (Criterion A)

Stubley's is significant as one of the very few buildings in the Greensborough Town Centre that is not the result of late 20th century or recent development. More broadly, it is also an uncommon example of the Moderne style in the Greensborough area, with most examples of this idiom situated in the southern portion of Banyule. (Criterion B)

Stubley's is of aesthetic significance as a generally intact and impressive example of the Moderne idiom, which carried popular connotations with modernity and clean living in the 1930s – a progressive built image for modern businesses. Underscoring *Stubley's* prominence to Main Street is its geometric form and the puncturing of its overall horizontal emphasis by the verticality of its flanking two-storey wings, which imparts a sense of movement into the frontage. Stripped back but confident and varied Art Deco-influenced ornamentation and streamlining further animate the facade and side elevations (albeit traduced on the west elevation). *Stubley's* volumetric expression and variegated 'earthy' brickwork, with only the parapet and banding picked out in a smooth render, distinguish it from other Moderne examples in Banyule. The utilisation of steel-framed hopper windows in the ground floor for the east elevation is distinctive for an interwar commercial building. The east shopfront, which is mostly unchanged, contributes to the character of the frontage. (Criterion E)

Primary source

Banyule Heritage Study 2020 (RBA Architects & Conservation Consultants)