

ALEXANDER BUILDINGS, MOUNT LAWLEY



PLACE INFORMATION	
Place name	Alexander Buildings
Other names	Broadway Buildings
Place type	Individual building or group

HERITAGE LISTING	
inHerit ID:	8588
State Heritage Register:	
Other Listing:	Municipal Inventory Adopted 13 Nov 1995 Art Deco Significant Bldg Survey Completed Classified by the National Trust Classified 10 May 1999

SITE LOCATION	
Street address	71-77 Walcott St
Locality	Mount Lawley
Survey	LOT: 62 D/P: 73028
Vol/folio	1793/941
Reserve	—

SIGNIFICANCE	
Level of significance	Exceptional Essential to the heritage of the area. Rare or outstanding example. Consider for nomination for State Register of Heritage Places if not already included.
Management category	Category 1 Included in the State Register of Heritage Places and will be afforded the highest level of protection both through the provisions of the Heritage Act 2018, Local Planning Scheme No.2 (LPS2) and the Heritage Development Policy and LPP7.6.1. All development applications for properties on the State Register must be referred to the HCWA. Applications are To include a full heritage assessment and impact statement.
Statement of significance	Alexander Buildings is a substantial example of a 1938 Interwar Art Deco refurbishment and renaming of the Federation period, Broadway Building. It is a landmark at the important intersection of Walcott and Beaufort Streets. Simon Alexander was responsible for the design and construction of the Broadway Building and his son was responsible for its adaptation into the Alexander Buildings. The history, form, style and landmark qualities of the Alexander Buildings complement the Lyceum Buildings opposite, now the Astor Cinema, also designed, developed and adapted by Simon and John Alexander. These landmark buildings have long been considered the heart of the Mt Lawley town centre and therefore contribute to the ongoing sense of place.

PLACE USE	
Original use	Commercial: Shops
Current use	Commercial: shops
Other use	Residential: two storey residence

CONSTRUCTION DETAILS	
Construction date	1911; 1938; 2020
Walls	Rendered Brick
Roof	Corrugated metal sheeting
Architectural Style	Inter War Functionalist Inter War Art Deco
Physical description	<p>Alexander Buildings is a substantial example of a 1938 Inter-war Art Deco refurbishment and renaming of the Federation period, Broadway Building. It is a landmark at the important intersection of Walcott and Beaufort Streets.</p> <p>Simon Alexander was responsible for the design and construction of the Broadway Building and his son was responsible for its adaptation into the Alexander Buildings. The history, form, style and landmark qualities of the Alexander Buildings complement the Lyceum Buildings opposite, now the Astor Cinema, also designed, developed and adapted by Simon and John Alexander. These landmark buildings have long been considered the heart of the Mt Lawley town centre.</p>
Condition	Good
Integrity	High
Authenticity	High

HISTORICAL INFORMATION

Beaufort Street was the main thoroughfare to the rapidly developing residential areas of Highgate and immediate surrounds in the late 19th century. Mixed residential and commercial development spread along the street, encouraged by the construction of the tramline from the Barrack Street jetty to Walcott Street, completed in 1902.

The first shop on the southwest corner of Beaufort and Walcott Streets, on Perth Town Lot N148, was built c.1898, with a Beaufort Street frontage.

The subject place at Nos. 71-77 was occupied by residential dwellings in the early twentieth century. The Post Office Directories first listed Taylor Brothers paint and white ant exterminator manufacturers, as the occupants at the subject place along Walcott Street in 1901, however no street number was located. By 1910, three residents are listed at the subject place whom included George Bracey, electrical engineer at No. 1, R.O. Collins at No. 3 and Frederick Mitchell at No. 7.x In 1911, owner and builder Simon Bremner Alexander redeveloped the corner site with the construction of the Broadway Building (later known as Alexander Building), a two-storey shopping and residential building which addressed both street frontages. Directly opposite, on the northwest corner, he built the Lyceum Building, which housed shops, the Lyceum Theatre (now the Astor) and a picture garden. Both buildings were constructed in Federation Free Classical style.

In 1917, the shopping and residential building at the subject place changed their street numbers from Nos. 1-7 to Nos. 71-77. The then occupiers included Thomas Armstrong and Mrs. A. E. Armstrong at No. 71, Mrs. A. Hall at No. 73 and George Worth at No. 77. Simon Bremner Alexander, who also built the Fremantle Railway Station buildings, Perth Modern School, additions to the WA Museum and the Police Court buildings in Beaufort Street, died in 1933, and his wife Jane inherited the Broadway and Lyceum buildings.

In 1938, John Douglas Alexander, the son of Simon Bremner Alexander, submitted an application to the City of Perth to refurbish both buildings for £1600 and gave them an art deco style facade. John Douglas Alexander was the builder of the refurbishment and the architect was R. Summerhayes.

HISTORICAL INFORMATION

The subject place was owned under the name S. B. Alexander Estate at that time. In the same year, the Broadway Building was renamed the Alexander Building. The original building plans for the refurbishment reveal that residential quarters were proposed to be built at the rear of two existing shops.

By 1949, the subject place were occupied by R. Crooks (electronic shop at No. 71), E. F. Wagland (fruiter at No. 71A), E. H. Davies (boot repairer at No. 73), Dooke's (Dry cleaners at No. 75) and Mrs. Babette Augustin at No. 77. Since that time there have been a variety of occupants with retail uses on the ground floor. The upper level have not always functioned successfully and are currently used as offices and professional rooms.

In 2020, the Alexander Building was refurbished in recent years and the internal layout has been reorganised. Conservation works were undertaken including stripping paint from the façade and it now presents as a grey render with white trim. At the rear of the building a new retail complex was constructed to integrate with this building and those adjacent.

HISTORICAL INFORMATION

Historic theme	Economy: Commerce Peopling WA: Demographic Development	
Associations	Simon Bremner Alexander Reginald Summerhayes	Owner and builder Architect
Sources	Municipal Heritage Inventory 2006. Landgate Aerial photographs 1953-2024.	

ADDITIONAL PHOTOGRAPHS



ARCHIVAL IMAGES



Alexander Buildings 1939. Courtesy SLWA image b2018649_4.