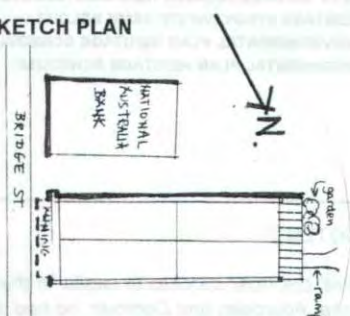



# MUSWELLBROOK HERITAGE STUDY Inventory 1996

## FORMER CAMPBELL & Co STORE - MUSWELLBROOK

PRESENT NAME <i>Franklins Mall and Colonial Arcade</i>		REFERENCE No <i>MUSWR008</i>
PREVIOUS/OTHER NAMES <i>M. Campbell and Co. Merchants</i>		PREVIOUS REFERENCE No
		DATE INSPECTED <i>13th February 1996</i>
<b>LOCATION</b> STREET No STREET NAME <i>Bridge Street</i> TOWN/SUBURB <i>Muswellbrook</i> POSTCODE <i>2333</i> LOCALITY <i>Muswellbrook</i> LOCAL GOVERNMENT AREA <i>MUSWELLBROOK</i>		<b>SITE SKETCH PLAN</b> 
PRESENT OWNER NAME <i>Viscom Pty Ltd</i>	TYPE <i>Private</i>	PROPERTY DETAILS: a REAL PROPERTY DESCRIPTION <i>Lot 201 DP736071</i>
OWNERS ADDRESS <i>PO Box 5364 Gold Coast Mail Centre</i>		b SITE AREA <i>534m<sup>2</sup></i>
STREET No STREET NAME		c EXISTING ZONING <i>3(a) - General Business</i>
TOWN/SUBURB <i>Gold Coast</i> POSTCODE <i>4217</i>		MAP REFERENCE <i>'56' 300980E, 6428120N AMG Muswellbrook 9033-II-N</i>
CATEGORY <i>Building</i>		
SUB CATEGORY <i>Store</i>		
DATE OF CONSTRUCTION <i>1890</i>		
ARCHITECT/DESIGNER <i>Unknown</i>		
BUILDER <i>Unknown</i>		

### PHOTOGRAPH



<b>HERITAGE LISTING</b> <input type="checkbox"/> REGISTER OF THE NATIONAL ESTATE (AHC) - REGISTERED <input type="checkbox"/> REGISTER OF THE NATIONAL ESTATE OF AUST. (AHC) - INTERIM <input checked="" type="checkbox"/> REGISTER OF NATIONAL TRUST (NSW) <input type="checkbox"/> REGISTER OF SIGNIFICANT TWENTIETH CENT. ARCHITECTURE (RAIA) <input type="checkbox"/> DEPARTMENT OF PUBLIC WORKS HERITAGE AND CONS. REGISTER <input type="checkbox"/> COMMONWEALTH HISTORIC SHIPWRECKS ACT (DECLARED SITE) <input type="checkbox"/> HERITAGE COUNCIL REGISTER - PERMANENT CONS. ORDER <input type="checkbox"/> HERITAGE COUNCIL REGISTER - INTERIM CONS. ORDER <input type="checkbox"/> HERITAGE COUNCIL REGISTER - SECTION 130 ORDER <input type="checkbox"/> HERITAGE COUNCIL REGISTER - NOMINATION <input type="checkbox"/> NSW GOVT DEPT HERITAGE REGISTER (S170 HERITAGE ACT) <input type="checkbox"/> NP&WS HISTORIC SITES REGISTER <input type="checkbox"/> NP&WS ABORIGINAL SITES REGISTER (CONTACT SITES) <input type="checkbox"/> INSTITUTION OF ENGINEERS (NSW) HERITAGE REGISTER <input type="checkbox"/> EXISTING HERITAGE STUDY (WRITE NAME BELOW) <input checked="" type="checkbox"/> REGIONAL ENVIRONMENTAL PLAN HERITAGE SCHEDULE <input type="checkbox"/> LOCAL ENVIRONMENTAL PLAN HERITAGE SCHEDULE <input type="checkbox"/> OTHER	<b>HISTORICAL PERIOD</b> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">PERIOD</th> <th style="text-align: center;">BUILT</th> <th style="text-align: center;">USED</th> </tr> </thead> <tbody> <tr><td>PRE 1800</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>1800 - 1825</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>1826 - 1860</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>1861 - 1875</td><td style="text-align: center;"><input checked="" type="checkbox"/></td><td style="text-align: center;"><input checked="" type="checkbox"/></td></tr> <tr><td>1876 - 1900</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input checked="" type="checkbox"/></td></tr> <tr><td>1901 - 1925</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input checked="" type="checkbox"/></td></tr> <tr><td>1926 - 1960</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input checked="" type="checkbox"/></td></tr> <tr><td>1961 - 1975</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input checked="" type="checkbox"/></td></tr> <tr><td>POST 1975</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input checked="" type="checkbox"/></td></tr> </tbody> </table> <b>HISTORICAL THEMES</b> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">S.H.I.P. THEMES</th> <th style="text-align: left;">LOCAL THEMES</th> </tr> </thead> <tbody> <tr> <td> <i>Commerce</i>  <i>Persons</i> </td> <td> <i>Eminent 19th century Muswellbrook businessmen</i> </td> </tr> </tbody> </table>	PERIOD	BUILT	USED	PRE 1800	<input type="checkbox"/>	<input type="checkbox"/>	1800 - 1825	<input type="checkbox"/>	<input type="checkbox"/>	1826 - 1860	<input type="checkbox"/>	<input type="checkbox"/>	1861 - 1875	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1876 - 1900	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1901 - 1925	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1926 - 1960	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1961 - 1975	<input type="checkbox"/>	<input checked="" type="checkbox"/>	POST 1975	<input type="checkbox"/>	<input checked="" type="checkbox"/>	S.H.I.P. THEMES	LOCAL THEMES	<i>Commerce</i> <i>Persons</i>	<i>Eminent 19th century Muswellbrook businessmen</i>
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<b>HISTORICAL NOTES</b> <p><i>Malcolm Campbell, the most successful retailer in the Upper Hunter, bought his first store in Muswellbrook in 1862 and went on to establish branches in Scone, Aberdeen and Denman: he had other business interests as well. The first store (33ft. x 33ft.) was built in 1870: the family lived upstairs. Extensions to the 1870 building were made in 1879, 1891, 1893, 1894, 1919 (clock tower) and 1954. After the founder's death in 1905, J.W. Humphries directed the company with similar success. The subject building was erected as a separate development in 1890.</i></p>																																			
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<b>STATEMENT OF SIGNIFICANCE</b> <p><i>Historically the building has regional significance for being an example of the chain of stores which first brought professional retailing to the region in the late 19th century. Socially the building has significance to generations of local Muswellbrook residents as being pivotal to the development of 19th century quality retailing in Bridge Street. Scientifically the building has local significance for its potential to reveal information which could contribute to an understanding of the scale, form and phases of development of retailing activity in Muswellbrook in the latter 19th and early decades of the 20th centuries. Aesthetically the building is representative of type at a regional level.</i></p>																																			