

REGISTER NOMINATION REPORT

Date: 6.7.87

Item Reference: 6628-13922

HOTEL - "EAST END MARKET HOTEL"
11-14 EAST TERRACE
ADELAIDE

Item 1362

HERITAGE SIGNIFICANCE

Historically, the East End Market Hotel has had close ties of association with the East End Market from the time it was opened until the present day. It can be assumed that it was built as a response to the expanding trade associated with the East End Market and catered to market patrons in particular.

Architecturally, a complicated building plan with evidence of a series of construction dates. Extensive alterations during the 1920s and the building contains some notable features dating from this period.

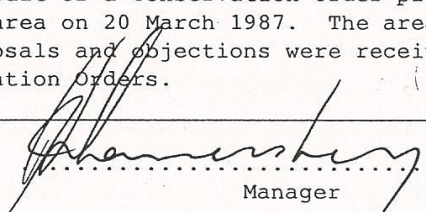
Environmentally, similar to surrounding buildings in scale, siting and massing. Continuous linking elements are the verandah, parapet and modulation of openings. Important element in the streetscape.

The integrity of the building is fair.

NOMINATION SOURCE AND THREAT

This report has been prepared as a result of a Conservation Order placed on the six buildings in the East End Market area on 20 March 1987. The area is subject to several intensive development proposals and objections were received from the developers as a result of the Conservation Orders.

STATE HERITAGE BRANCH RECOMMENDATION:


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Manager

It is recommended that this item be included on the Register of State Heritage Items.

South Australian Heritage Act 1978-82	Register of State Heritage Items ITEM EVALUATION SHEET Buildings and Structures	Ref. No. 6628-13922
	Item EAST END MARKET HOTEL 11-14 EAST TERRACE ADELAIDE	Status
Age 1868, additions 1877, 1928	Subject Original and Present Use: 0904	Style

History

Architecture

Environment

Integrity

		E	VG	AG	FP	NA
Context	Built in 1868, was associated with development of East End Market from beginning and catered to market patrons.	X				
Person/Group	Originally part-owned by Richard Vaughan who established the East End Market in 1860s.	X				
Event	First meeting of East End Market Company held in hotel on 16 February 1875.	X				
Architect/Builder	1877 M. McMullen (architect). 1928 Cowell & Cowell (architects).			X		
Design	Rectangular with wings in plan, two-storey with projecting wide verandah and parapet. Exterior tiled to dado with leadlighting to doors and windows. Balcony with cast iron lace.			X		
Construction	Changes in construction evident. Main materials are brick, with rendered exterior wall. Corrugated galvanised iron roof.			X		
Interior	Both Victorian and late 1920s detailing evident. Unusual features associated with 20s building work which predominates.	X				
Representation	One of six hotels in the immediate area. Hotels in the city from all periods are particularly well represented.			X		
Continuity	Continuous in scale, massing and siting. Linking elements are the verandah, parapet and window and door modulations. Important in the streetscape.	X				
Local Character	Significant in maintaining the character of the region.	X				
Landmark	A familiar structure. Gained in landmark status due to recent actions.			X		
Alterations	Substantial alterations evident mainly from 1920s although Victorian alterations are evident.			X		
Condition	The building is in good condition.	X				
Compatibility	Present use is original.	X				

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Supplementary Information

Adaptation: New uses could be accommodated. Features of note include plan, timber staircase, tiled black and white bathrooms, and decorations to interior plastered walls.

Interpretation: The building provides opportunities for passive interpretation.

History and Sources

The East End Market Hotel has had close ties of association with the East End Market from the time it was opened until the present day.

It was originally built in 1868, and can be assumed that it was built as a response to the increasing activity associated with the East End Market and catered to market patrons in particular. It was initially part-owned by Richard Vaughan and superceded the original Stag Inn as the market's principal hotel.

Although the Stag and the Exeter had been trading since the early 1850s, the establishment of the East End Market Hotel marks the emergence of Vaughan's East End Market as a fully fledged commercial enterprise. The first meeting of the East End Market Company was held in the hotel in February 1875.

Its identity as a 'market' hotel is highlighted by the extent to which it catered to East End Market patrons. This was illustrated by an advertisement in the South Australian Directory in 1872 which recommended the hotel specifically to "Farmers, Market Gardeners, Produce Dealers and Public". At one stage, a small courtyard behind the hotel enclosed an area which contained small bedrooms for market gardeners to sleep in between setting up their stands and selling time.

The hotel's trading hours also accommodated market patrons. The East End Market Act of 1872 stated that a person holding a publican's or wine licence for a house within the prescribed limits of the market would admit market patrons from 2.00 a.m. onwards on market days. Presumably, this also applied to the Stag and Exeter which were in close proximity. F.H. Edwards, a former secretary of the Adelaide Fruit and Produce Exchange, in reminiscing about the East End Market Hotel, said that in the 1880s it had a special permit to stay open all night on market days. Hot rum and coffee was the specialty of the proprietor and many of the gardeners favourite.

Licensing laws have undergone many changes since the hotel commenced trading. However, it is interesting that the East End Market Hotel, like the Woodmans Hotel, opens early in the morning suggesting that they both still cater to the patrons of the East End Market and Adelaide Fruit and Produce Exchange, respectively.

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History and Sources

Architecturally, the East End Market Hotel is largely a two-storied structure of rendered bricks fronting East Terrace. The main body of the hotel consists of a large bar area with a series of wings projecting to the rear. To the north, the building contains an entrance hall, entered through double doors of geometric leadlighting, a small private parlour and the timber staircase to the first floor. From this space the large dining room and kitchen are entered, both rooms contained in a long, single storey brick wing.

On the southern side, the large bar and associated counters exist with an entrance from the market space. At the rear of this, a long narrow wing containing small accommodation rooms exist with a laundry at the rear. The two wings are separated by a narrow courtyard that provides access from the market area.

The first floor contains approximately 12 family and guest rooms and a number of bathrooms. Access to the wide balcony above the East Terrace footpath is gained from French doors in all rooms at the front of the hotel.

Internally, the hotel contains evidence of two distinct building phases. Victorian details and features such as ventilators, window and door frames, simple fireplaces and surrounds, moulded timber skirting boards and small rooms with high ceilings predominate in the rear of the hotel. The front portion includes such decorative features as geometric leadlighting, dark stained joinery to doors and staircase in repeated patterns, wide simple skirting boards, black and white tiled bathrooms, geometric plaster decorations to ceilings and other features associated with architectural stylism of the 1920s period. A notable and unusual feature of the hotel's rendered walls is the presence of handmade ripples in decorative plaster panels that adorn many of the walls.

The fabric of the hotel reveals at least three separate phases of construction. A narrow hotel (one quarter of its present size) is present on the site from 1868 and a small section of stone wall with brick quoins remains visible. It is possible this structure dates from this period. It appears the original hotel was greatly extended in 1876 during which time a second storey was added and a classically decorated facade constructed on the East Terrace frontage. This facade appears, from photographic records, to have consisted of a decorated parapet with dentils and urns, a timber balustrade with turned posts to a projecting verandah and balcony. The extent of the rear additions are unknown and difficult to detect in extant fabric.

A report in the Register in January 1877 describes the alterations thus:

"An additional storey and other alterations have been added to the East End Market Hotel by Mr. Edward Lange. They consist of a dining room, two bedrooms, a bar parlour and a spacious staircase and balcony. Mr. McMullen was the architect."

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History and Sources

An 1873 plan, drawn for the East End Market Company reveals the facade of the hotel to be a quarter of its present size. By the time the Smith Survey was published in 1881, the hotel had doubled in size. Alterations in 1926 caused the hotel to double again. The Smith Survey overlaid with the present plan, reveal changes to the rear of the hotel and an extension to the southern side. This is entirely consistent with other sources.

The 1920s addition resulted in the removal of the nineteenth century elements of the facade and replacement by similar detailing to that found in the neighbouring shops.

References

K. McDougall and E. Vines, East End Markets Conservation Plan, Part 1 and 2, State Heritage Branch, Department of Environment and Planning, 1987.

F.H. Edwards, "Markets of Earlier Days" in: The Grower, Vol. 1, No. 3, September 1946. See also Smillie, Descriptive Australia and Federal Guide, 1890, p. 165.

South Australian Directory, 1872, p. 148.

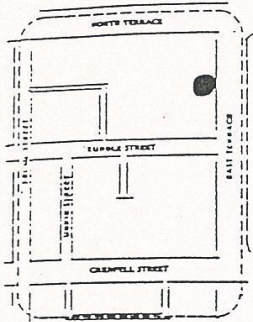
P. Stark, City of Adelaide Heritage Study, (Hindmarsh Ward), p. 86, 1986.

T. Worsnop, Adelaide and Its Environs, Adelaide, 1880.

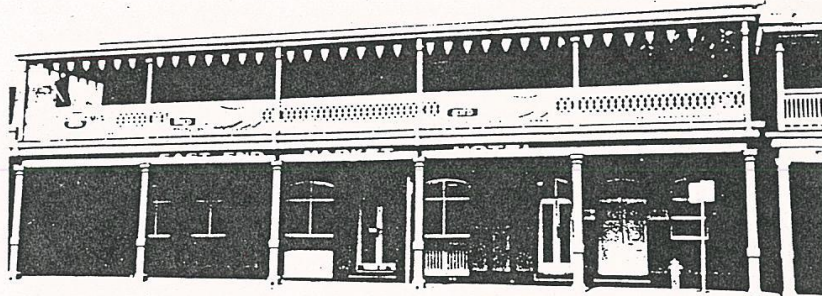
S.A. Register, 18 Jan 1877, p. 7a.

NAME: East End Market Hotel

ADDRESS: 11-14 East Terrace



LOCATION MAP



CONSTRUCTION DATE:
1868, additions 1875,
reconstructed 1928

ARCHITECT:
McMullen - 1875
Cowell & Cowell - 1928

BUILDER:
not known

PRESENT OWNER:
East End Market Company

PRESENT USE/OCCUPIER:
hotel

FIRST OWNER:
Richard Vaughan & G. Holtermann

BUILDING MATERIALS:
1875 - stone and render; 1928 - cement render, brick, render details, timber and cast iron verandah, galvanised iron roof, tiled and render facade.

SIGNIFICANCE:
The hotel was created for the specific use of East End Market patrons, in particular the growers, and was associated with the development of Richard Vaughan's market from the beginning. The frontage (one room depth) of 1928 is linked stylistically to the East End Buildings adjacent, and together present a uniform face to East Terrace in both scale and detail. The substantial rear section retains original Victorian detailing.

CONSERVATION RECOMMENDATIONS:
This building is identified as worthy of legal protection. It is recommended that the State Heritage Branch of the Department of Environment and Planning urgently assess the most appropriate means of protection. All the details of the 1928 facade should be retained. The cast iron verandah posts which match 6-10 East Terrace should be repaired.

BUILDING HISTORY AND ANALYSIS:
The use of this site as a hotel dates from 1868 when the first hotel building was licensed. Both the Stag and the Exeter had been trading since the early 1850s but the establishment of this hotel marks the emergence of Richard Vaughan's East End Market as a fully fledged commercial enterprise. The first hotel was a single storeyed building and in February 1875 the newly formed East End Market Company held its first meeting in the East End Market Hotel.* In November 1875 additions were proposed; a tap room to the side of the bar and the front of the building to be raised an additional storey of three rooms. The plans** were to be by Michael McMullen and were to accord with the fronts of the present buildings. The lessee, E. Lange, would be granted a twenty-one year lease if he carried out the work. The plans for these were approved by the directors in April 1876.

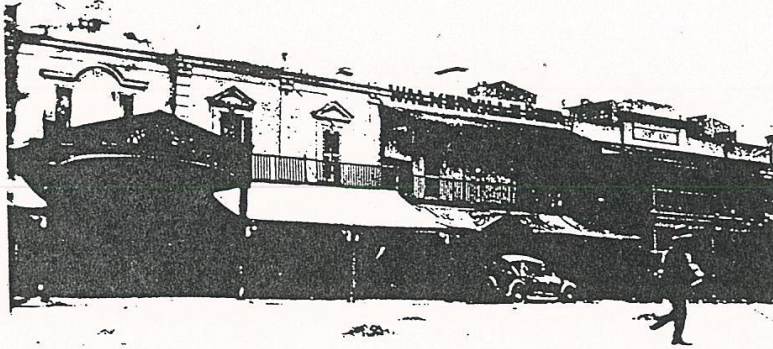
Behind the hotel a small courtyard enclosed an area which contained small bedrooms for market gardeners to sleep in, between setting up their stands and selling time. Over time a second storey was added to the rear sections of the hotel (c.1880s). The changes of licensee and lease conditions are listed in the Minute Books of the East End Market Company.***

In January 1926 a fierce fire burnt out the market stores and shops surrounding the hotel to the west and north, but the hotel buildings were not seriously damaged.**** However, after the

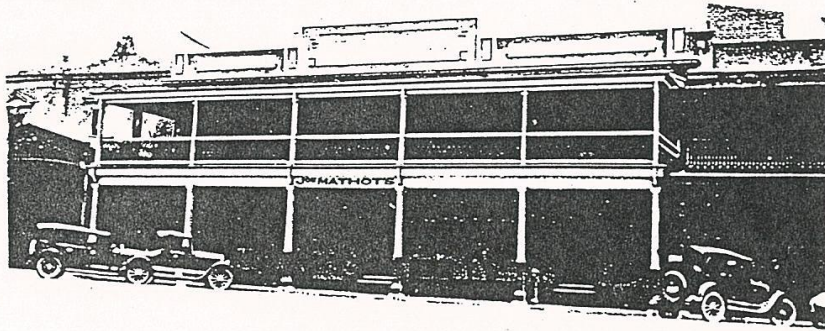
* East End Market Company Minute Books, 16 February 1875
** East End Market Company Minute Books, November 1887
*** See also Hoad, South Australian Hotels, p. 176
**** Chronicle, 9 January 1926, p. 47

construction of the East End Buildings, the hotel was refurbished and a new front section built (to the design of Cowell & Cowell) to match, or at least blend with, the adjacent shops and residences. The rear section of the hotel has remained Victorian.

The exterior of the hotel has retained its 1928 detailing; glazed tile dado in blue and mottled grey highlighted at piers by framed medallion tiles, unpainted coursed pink cement render above dado, verandah and balcony with square tapering cast iron posts and cast iron railing, pressed metal soffit to ground level verandah, and most of the window and door openings with lead light above sash windows and in fan lights. The interior is finished with 1928 details to the front rooms and Victorian elements in the rear sections.



PH3 East End Market Hotel in 1927 prior to refacing. Showing newly completed East End Buildings on the RHS

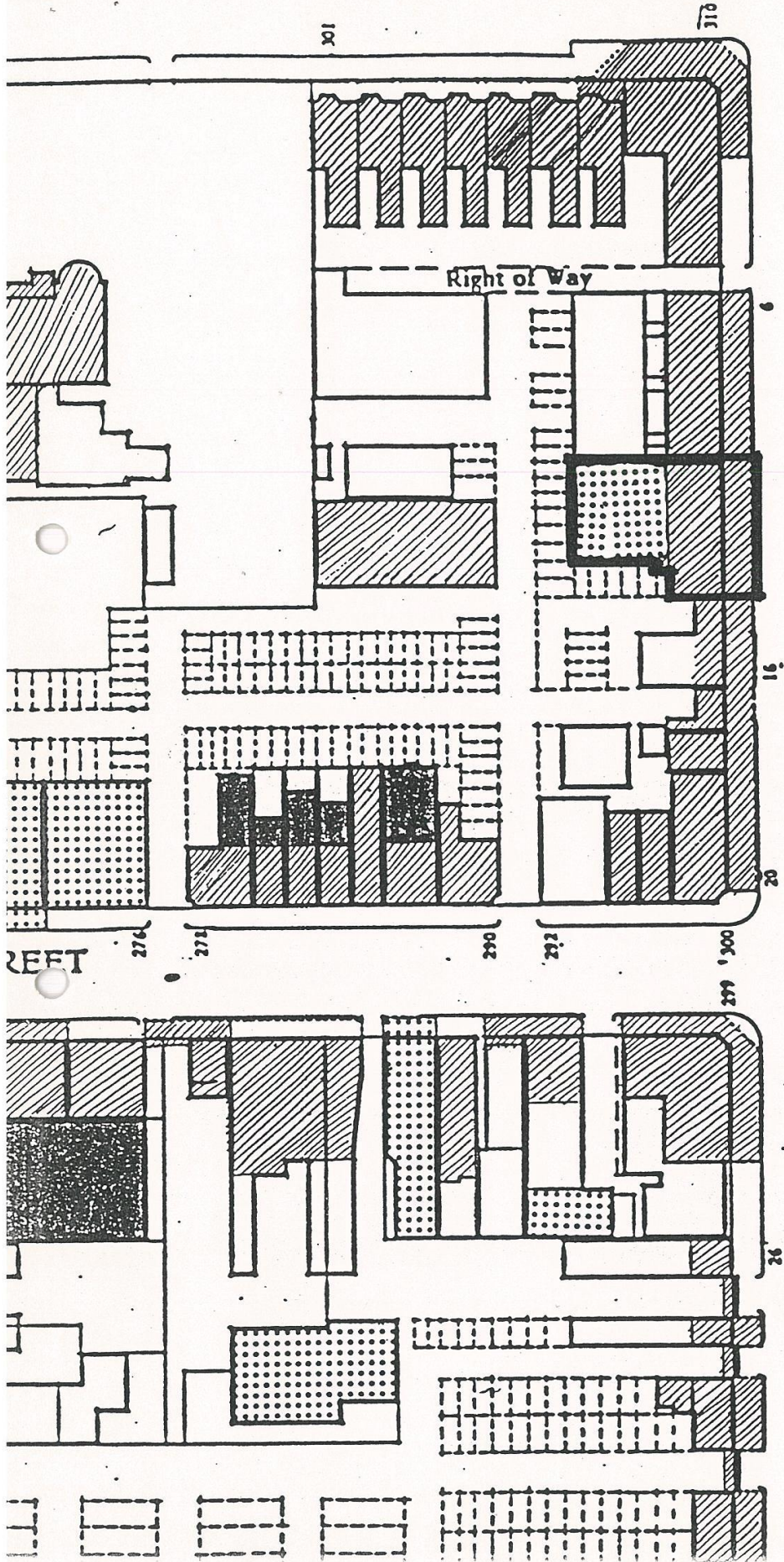


PH4 East End Market Hotel in 1928 after rebuilding to plans of Cowell & Cowell, Architects



1928 elevation

ACE



LEFT

EAST TERRACE

