

ADS CHANNEL 10, (Former ADS Channel 7, Former House)

124-129 Strangways Terrace

A residence in North Adelaide was often a retreat for wealthy men from their places of business in the city or industrial suburbs. The history of this building is typical. James Wigham McGregor was a woollen manufacturer of Hindmarsh who chose a lifestyle as a successful industrialist in North Adelaide rather than in the industrial area of Hindmarsh itself, which lies down the hill beyond the Park Lands.

McGregor emigrated from Scotland where he had gained a 'good deal of experience' in the woollen trade. He established his factory in about 1887 where he produced flannels, blankets and tweeds.

By complete contrast, the recent history of the house is one in which the house itself is the base for an industry which has had a powerful effect on the South Australian community.



In 1959 the house was bought by Television Broadcasters Limited, a subsidiary of Advertiser Newspapers which was branching into another popular medium new to Australia. The state's first television station, NWS Channel 9, began operating in September 1959 followed by ADS 7 in October 1959. Both have broadcasted from sites in North Adelaide until 27 December 1987

(CD Ref 1344/72)

when SAS Channel 10 and SAS Channel 7 swapped call signs to become ADS Channel 10 and SAS Channel 7. SAS Channel 7 is now at Park Terrace, Gilberton, and ADS Channel 10 is now at Strangways Terrace.

The building is of architectural interest due to its form and use of particular materials (such as Marseilles tiles) which indicate its Edwardian date. The bow windows, elaborately detailed turret and balconies are of note as are the internal features such as built-in vacuum system, well-detailed joinery and plaster work. Edward Davies, a noted South Australian architect, advertised tenders for this building in the *Register*, 29 September 1910. It remains a very original example of a 'villa' of this type and one which marks a residence transitional in form. It is also significant for the manner in which it has been retained in a large allotment. The house and garden contribute markedly to the streetscape of the area and help to preserve an appreciation of the earlier residential character of Strangways Terrace.

The integrity of the original building is high.

Heritage of the City of Adelaide

ACA, Assessments, *Digest of Proceedings*, 7 November 1910; Morrison, W.F., *The Aldine history of South Australia* Vol. 2, 1890, p. 747; *Register*, 29 September 1910; *South Australian Year Book*, 1966, p. 166.

The text in this Information Sheet was copied from the **Heritage of the City of Adelaide: An Illustrated Guide**, (1996). The photographs contained in this Information Sheet are a selection of those held by Heritage Services, in digital format.

The property described in this Information Sheet is included in the Register of State Heritage places. A heritage listing does not mean or imply right of access by the public to such properties.

The heritage related Principles of Development Control as well as the Precinct specific objectives and Principles of Development Control are contained in the Adelaide (City) Development Plan. These should be referred to in whole when contemplating any development.

Further information on the Heritage Incentives Scheme, an initiative of Council to sponsor timely and appropriate conservation action is available upon request of the Customer Service Centre.



CITY OF ADELAIDE HERITAGE STUDY

The City Heritage Register-Definition of Items

Prepared by the Dept. of Planning and Development

Item	ADS10	Building No	25/2122
Address	124-129 Strangways Terrace	CT	4033/987

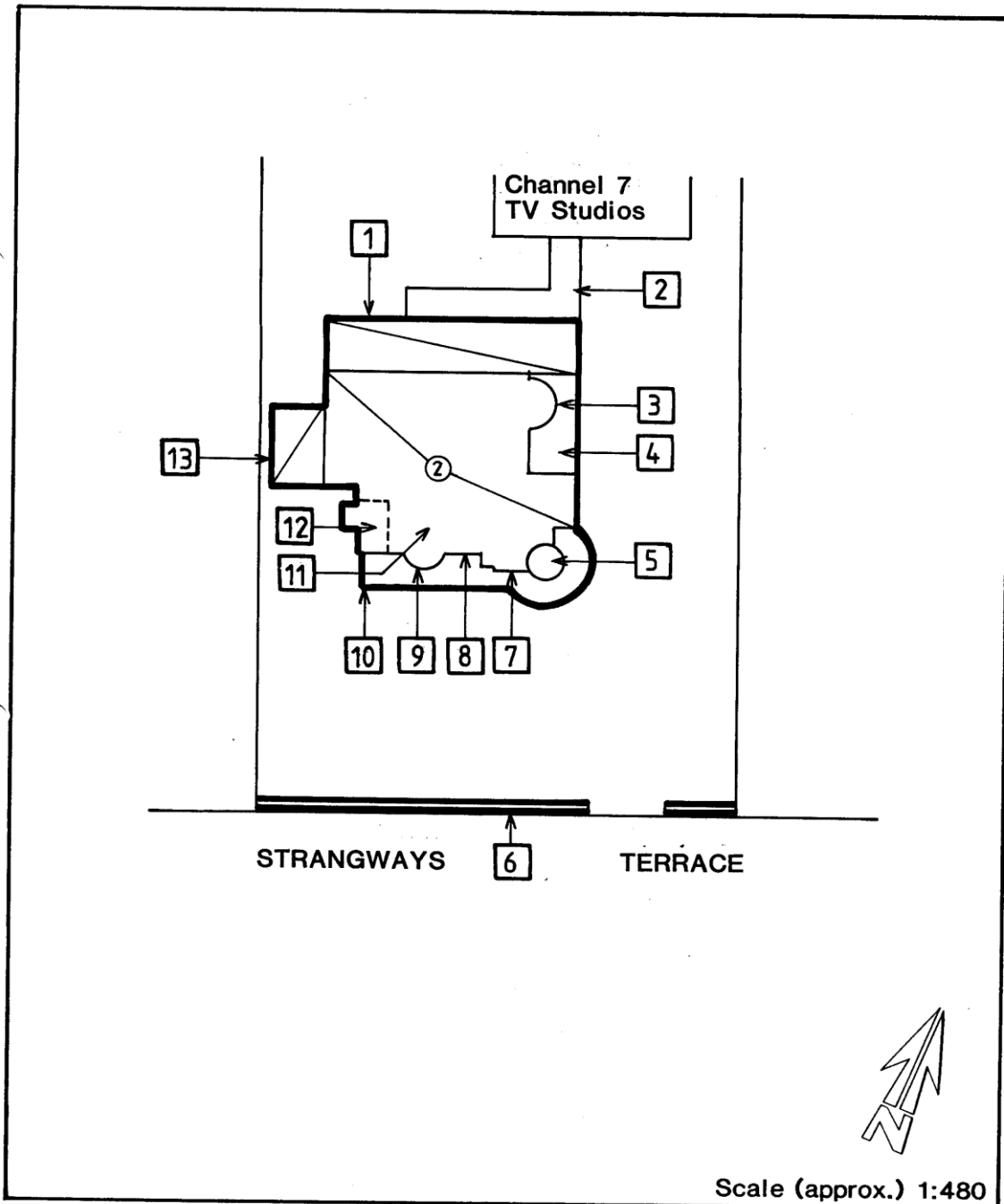


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NOTES:

1. Sandstone rubble facade. Note section replaced with concrete blocks.
2. Verandah/walkway.
3. Bow window.
4. Balcony.
5. Note circular turret with bell cast metal roof.
6. Sandstone/bluestone wall with rendered piers and cast iron railings.
7. Battlement parapet.
8. Squared, hammered sandstone with stucco enrichment and bluestone plinth.
9. Bow window.
10. Note stuccoed balustrading and columns to balcony.
11. Terra cotta tiled roof and cresting.
12. Balcony.
13. Note pediment.