

OFFICES AND SHOPS

150-154 Rundle Mall

This building '... is a superb example of Victorian commercial architecture'. Built of brick, it represents a revival of this use of material towards the end of the nineteenth century. Its construction was made possible by a large inheritance which Samuel George Smith received from his father's estate in the early 1860s. His father, also named Samuel George, was originally granted Town Acre 39 in 1837.



(CD Ref 3974/47)

swelling, inverted ogee domeshape, niches to window tops with Baroque inspired shell decorative motifs and the European treatment of the gable ends. The design and integration of these features is extravagant and unique.

At first floor level are two sculptured heads which represent peasantry and warfare. At the same level are two female heads 'decked in lace'. A carved shield bears the proprietress' monogram at the apex of the building.

The contractor for the building was E Codd. The superb ornate plasterwork was done by Charles Vernon whose artisan touch can also be seen in his own home (53-55 Symonds Street).

Tenders for erection of three shops were called for by Daniel Garlick and Son on 2 October 1886. On 1 November 1886 the plans were approved by Council. The flamboyantly styled building was described in an eastern colony journal *The Builder & Contractor's News*, 3 September 1887, as being '... built in the German treatment of the Renaissance ... much the same style as that at present in vogue in the Fatherland'.

The glories of this building are in the facade of the upper two floors which is described in a report of the State Heritage Branch, 26 May 1986:

The facade features ornate aedicules to windows, string courses marking the floor divisions, a cornice capping the building and pilasters with classically ordered capitals. Remarkable features include the central element of the semicircular balcony supported by a

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The building is important for its distinctive detail and the manner in which it reinforces the predominant scale of development in Rundle Mall. The detailing gains prominence because of the bland curtain wall facades of adjoining buildings. The integrity of the main facade is high, although it is in need of repair and maintenance. Unsympathetic alterations including a cantilevered canopy have been made to the ground floor.

ACA, Assessments, *Digest of Proceedings*, 26 May 1886; *Australasian Builder and Contractor's News*, 3 September 1887, p. 267; *South Australian Register*, 2 October 1886; State Heritage Branch, Register objection report, 6628-13369, 26 May 1986.



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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 SHOPS AND UPPER FLOOR OFFICES

Building No

Address 150-154 Rundle Mall

3/0416

CT 1803/194

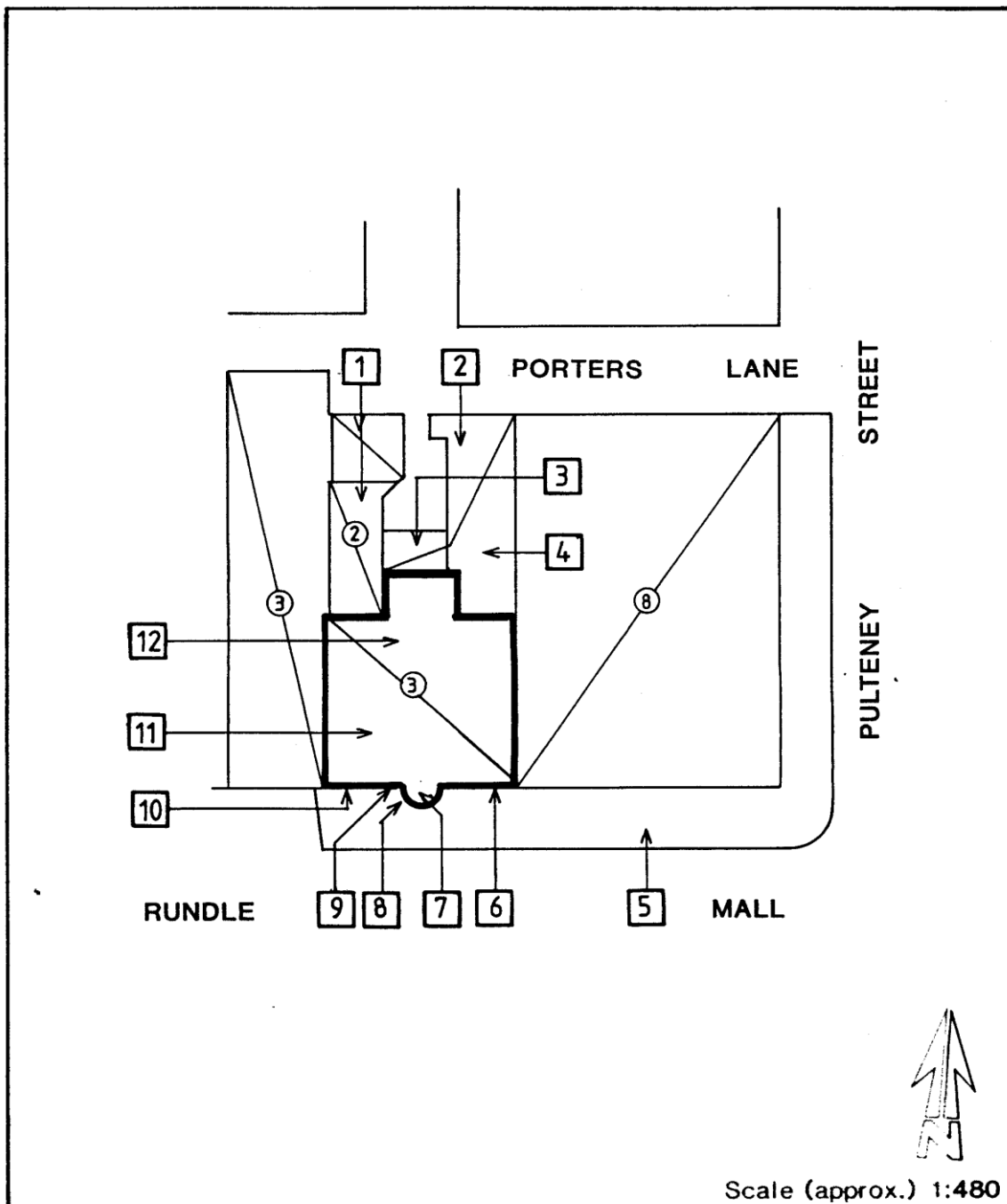


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| Item | SHOPS AND UPPER FLOOR OFFICES | Building No 3/0416 |
| Address | 150-154 Rundle Mall | CT 1803/194 |

NOTES:

1. Iron brick additions.
2. Rear accretions.
3. Concrete block addition.
4. Rendered addition.
5. Awning not included.
6. Ground floor shop elevation unsympathetically modified.
7. Note Balcony.
8. Note Rendered string courses.
9. Note Surrounds to windows and pediments with scrolls and figureheads.
10. Brick construction (Header bond) with extensive decorative stucco enrichment above ground floor level.
11. Main body of brick building.
12. Note Decorative chimneys and gable ends.