

NAME: 348-352 King William Street

ZONE/POLICY AREA: MU - PA28

APPROVED / CURRENT USE: Shops
FORMER USE: Shops
DATE(S) OF CONSTRUCTION: 1883

LOCATION: 348-352 King William Street
ADELAIDE SA 5000
LOCAL GOVERNMENT AREA: Adelaide City Council
LAND DESCRIPTION: CT-5950/646 & CT-5195/845

HERITAGE STATUS: Nil
OTHER ASSESSMENTS Donovan, Marsden & Stark, 1981;
McDougall & Vines, 1993



Shops, 348-352 King William Street—View to northeast

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DESCRIPTION:

Typical two-storey bluestone row of shops with residences above. No. 350-352 represents half of this structure which extends to the north. Building has been constructed to King William Street alignment with its two-storey verandah over footpath. Verandah has a full width balcony at upper level and retains most of its original detail including cast iron filigree panels, brackets and timber posts. Upper façade to this section is intact. While parapet needs repair, it retains original cement render detailing that includes good examples of parapet urns and paired brackets beneath the cornice. Ground floor fronts are replacements to original shop fronts. Roof to the verandah and building are of corrugated galvanised iron. A later roof light has been added. Bluestone has been painted and timber joinery has been used on upper floor.

The assessment includes the whole building under the main hipped roof and the front verandahs and balcony, also architectural detailing to the western elevation.

The assessment does not include rear additions, renovations to ground floor western elevation, detailing to northern and southern elevations nor chimneys.

STATEMENT OF HERITAGE VALUE:

This is a good example of late Victorian (1880s) commercial style of architecture. The building shows the use of materials for construction in this period, for example bluestone, cast iron filigree and timber posts. It also shows the development of this type of joint commercial/residential property in this part of the city in the 1880s. It illustrates several key themes in the city's history: *3.5.2 Retail and Wholesale Industry; 3.5.4 Small Retail Establishments; 4.3 Development of the Building Industry, Architecture and Construction; and 4.5.2 Victorian commercial (1870s to 1890s); 4.6 Heritage and Building Conservation; 4.7.1 Adaptive re-use.*

RELEVANT CRITERIA (Under Section 23(4) of the *Development Act 1993*):

This building is recommended for Local Heritage listing because it meets the following criteria:

- (a) it displays historical, economical or social themes that are of importance to the local area as the building is historically significant for the development of this type of commercial property in this part of the city in the late Victorian period; and
 - (d) it displays aesthetic merit, design characteristics or construction techniques of significance to the local area as the building displays design characteristics and construction techniques of significance to the local area and is an example of the use of building materials, eg bluestone, cast iron filigree in the late Victorian period.
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ELEMENTS OF HERITAGE VALUE:

Inclusions

- External form and scale of the original building, including exterior walls, parapet balcony and roof;
- Fabric and detailing of the façade.

Exclusions

- Interior detailing
- Additions at rear
- New services

BRIEF HISTORICAL BACKGROUND:

In October 1870, boot and shoemaker William Holland held title to the property. In October 1886, title passed to the City of Adelaide Land and Investment Co. Ltd until 1891. McDougall & Vines, 1992 indicate that the shops were constructed for the City Land & Investment Company and were fully let by late November 1883.



Building is on the centre/right of photograph B.4766, January 1928 (SLSA)

On 20 August 1954 tenders were called for modernising and converting the shops and dwellings to shops and offices for the Church Missionary Society who now owned the property. The tender was awarded to the contractor W Antalfy, Linden Park, in the following September. The alterations to 350 King William Street included a new kitchen. The Society retained ownership until July 1992.

REFERENCES:

Adelaide City Council, Department of Building Surveying, Assessment Books, Young Ward, Adelaide City Archives: 1883 (29.11.1882); 1884 (26.11.1883).

Department for Transport, Energy and Infrastructure, Land Services Group, Land Titles Office, Adelaide: CT 148/87; CT 547/120.

Donovan, Marsden & Stark, *City of Adelaide Heritage Survey 1982*, Adelaide City Archives.

McDougall & Vines, *City of Adelaide, Townscape Context and Local Heritage Assessment*, Adelaide, 1993.

State Library of South Australia, Library Database (Photographs): B.4766, January 1928;
B.15287, 1964.

THE BUILDER, Adelaide, Vol. 31, No. 34, 20.8.1954, p. 14; Vol. 31, No. 38, 17.9.1964, p.
19; Vol. 31, No. 42, 16.10.1954, p. 11.