

**City of Adelaide Heritage Survey (2008)**

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**NAME:** Shop, 64 King William Street

**ZONE/POLICY AREA:** CBA - PA16

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**APPROVED / CURRENT USE:** Commercial / Office

**FORMER USE:** Shop

**DATE(S) OF CONSTRUCTION:** 1881–1882; Alterations/Re-facing: 1925; 1933

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**LOCATION:** 64 King William Street  
ADELAIDE SA 5000

**LOCAL GOVERNMENT AREA:** Adelaide City Council

**LAND DESCRIPTION:** CT-5686/236

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**HERITAGE STATUS:** Local Heritage Place

**OTHER ASSESSMENTS** Donovan Marsden & Stark, 1982



*Sands & McDougall Building, 64 King William Street – View to east*

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**DESCRIPTION:**

This three-storey building is constructed of concrete-rendered brick has its upper floors faced in the Art Deco style. Elements of the style used on the facade include the geometric designs below the ledges of the three small-paned metal-framed windows on both the first floor and second floors, and within the upper portion of the windows on the second floor; the elongated pilasters on each side of the facade; the fluting between the first and second floor windows; the pressed cement designs at the tops of the pilasters and the pilaster capitals; the geometric chevron design above the windows and above the 'Sands and McDougall' lettering; the stylised 'Sands and McDougall' lettering between the pilasters and similar 'Printers Stationers' lettering below the first floor windows; the parapet with fluting and pressed cement shell design and the rearing horse insignia at the centre of this. The low gable roof is of corrugated iron and there are plain brick parapet walls at both sides. The ground floor is used as a shop and a new shopfront was installed in 1987. A metal verandah canopy is attached to the main building by metal tie rods. Internally the ground and first floor levels are long and narrow with a split level at the eastern end. Staircases to the upper levels alternate from one side of the building to the other, starting at the back end of the ground floor.

Significant components include: the original form of the painted rendered brick three-storey building and facade elements, including all geometric and ornamental pressed cement designs; the elongated pilasters; the fluting between the windows and within the parapet; the stylised lettering; the small-paned metal-framed windows.

Those features that do not contribute to the significance of the building are: the shop front at ground level; and all interior features.

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**STATEMENT OF HERITAGE VALUE:**

The place is of particular value because of the good quality Art Deco architectural detailing. The new facade to this building was carried out by prominent architectural firm Philip Claridge in association with L Gregory Bruer and Norman G Fisher and represents part of the retail development of Adelaide during the latter years of the Depression. It is an alteration to a nineteenth century Italianate building and may have been an option opposed to demolition and rebuilding. It expresses the commercial aspects of the style now known as Art Deco and uses a range of elements from the style to attract the public, including vertical expression, geometric designs, an insignia and stylised lettering. It is also of value because of the manner in which it reflects the changing commercial nature of the locality and the manner in which it has undergone adaptation to retain its economic viability. 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; 4.5.4 Inter War Commercial Styles (1920s to 1942); 4.6 Heritage and Building Conservation.*

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**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 which has continued to be predominantly commercial; and
  - (d) it displays aesthetic merit, design characteristics or construction techniques of significance to the local area reflected in the quality of the art deco detailing as it shows an interesting commercial use in Adelaide of the decorative style that later became known as Art Deco, during the later years of the Great Depression; and
  - (e) it is associated with a notable local personalities, particularly the stationery firm Sands & McDougall and Adelaide architectural firm Claridge, Bruer and Fisher.
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#### **ELEMENTS OF HERITAGE VALUE:**

##### **Inclusions**

- External form and scale including exterior walls, façade elements, plaster work and roof;
- Fabric and detailing of the façade.

##### **Exclusions**

- Ground level shop front
- Interior detailing
- Additions at rear
- New services

[NOTE: The Description of Place and Elements of Heritage Value listed in the Adelaide \(City\) Development Plan for this property are as follows:](#)

[Shop \(Sands & McDougall\), external form, in particular the art deco detailing of King William Street façade. Excludes incongruous later shopfront.](#)

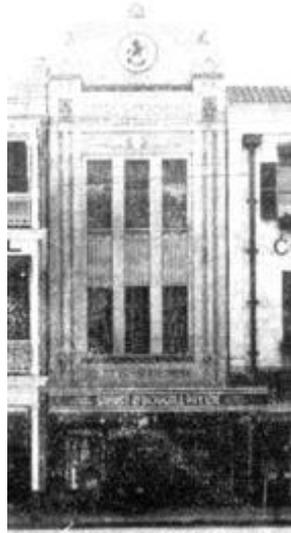
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#### **BRIEF HISTORICAL BACKGROUND:**

This is a refacing of an earlier building, built in 1881–1882, and is part of Town Acre 108. Sands & McDougall Ltd was a firm of manufacturing stationers, printers and bookbinders that had premises at King William Street and Light Square. The original stationers' building at King William Street was classical in style and alterations were carried out in 1894, 1896 and 1924. In 1933, it was refaced to a design by architectural firm Philip Claridge in association with L Gregory Bruer and Norman G Fisher. Bruer later worked on West's cinema and the Piccadilly cinema, both of which are in the Art Deco style. The circular motif or insignia at the top features a rearing horse. This and the other decorative motifs at the parapet are cast cement plaster, while the geometrical detailing above and below the upper floor windows is of copper.

The 1933 plans show that the new facade replaced the former classical facade, which included round-headed windows with keystones in a group of three at each level, and a balustraded parapet with a segmental pediment at the top of the building. The ground floor, with timber-framed glass entry doors and shop windows, remained much the same, except for new cement pilasters at the sides and a set of small windows set into a new entablature above the entry door. A verandah canopy was installed over the footpath at this time. The

builder was Fricker Brothers. The new facade was higher than the earlier one but the number of floors remained the same.



Sands & McDougall Building, 1936 (*Progressive Adelaide*)

Further alterations to the shopfront were carried out in 1963 and 1964, and also in 1964 an exterior wall was modified when the adjoining structure was demolished.



B.15026, August 1963 (SLSA)

In 1982, there were internal alterations to the stairs and doors, and galleries were demolished and in 1987 a new shopfront was installed. George and Robert Brown Fraser, wholesale and retail stationers, purchased the property from Montefiore Estate in 1895. It was transferred from Robert B Fraser to George Fraser in 1900 (described as a shop and printing office; then as a shop and showrooms to 1920) and leased to Sands & McDougall for 50 years from 30 June 1925. George Fraser died in 1935 and the title was transferred to ET & A Co. Ltd. In 1975 it was purchased by CBC Properties Ltd and transferred to Hindmarsh Building Society Ltd in 1985, then to SH Superannuation Fund Investment Trust in 1986 and further leased.

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## REFERENCES:

Adelaide City Council, Department of Building Surveying, File No. 5800.03/2027; File No DF 1574:01, 64 King William Street, Adelaide City Archives.

*BUILDING & CONSTRUCTION Incorporating THE BUILDER, The Official Journal of the Building Industry in South Australia*, Adelaide: Vol. 9, No. 340, 18.5.1933, p. 14; Vol. 9, No. 341, 25.5.1933.

Louis Laybourne Smith Architecture Museum, University of South Australia.

Michael Queale and Nicolette Di Lernia, (comp.), *Adelaide's Architecture and Art*, Wakefield Press, Adelaide, 1996.

*Progressive Adelaide as it stands today: A pictorial directory of its most attractive centres, Centenary Year of South Australia, 1936*, GH Baring, King William Street east side, Adelaide City Archives.

*Register*, 19.12.1894, p. 5 (notes the 1894 alterations and additions supervised by architects Garlick and Jackman).

Royal Australian Institute of Architects (RAIA), Register of Significant Buildings, on-line version: [www.architecture.com.au/i-cms?page=1.18.3146.5400](http://www.architecture.com.au/i-cms?page=1.18.3146.5400), 5.5.2006.

State Library of South Australia, Library Database (Photographs): B.15026, August 1963.

*THE BUILDER, incorporating The Town Planning and Local Government Journal*, Adelaide, Vol. 5, No. 5, 30.1.1924, p. 7.