

City of Adelaide Heritage Survey (2008)

NAME: *Plaza Hotel, 81-89 Hindley Street*

ZONE/POLICY AREA: *CBA - PA14*

APPROVED / CURRENT USE: Hotel
FORMER USE: Nightclub / Hotel
DATE(S) OF CONSTRUCTION: 1907

LOCATION: 81-89 Hindley Street
ADELAIDE SA 5000
LOCAL GOVERNMENT AREA: Adelaide City Council
LAND DESCRIPTION: CT-5468/638

HERITAGE STATUS: Local Heritage Place
OTHER ASSESSMENTS Donovan, Marsden & Stark, 1982;
McDougall & Vines, 1993



Plaza Hotel, 81-89 Hindley Street—View to south

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DESCRIPTION:

Three-storey Edwardian commercial building constructed on part city allotment to Hindley Street and Clubhouse Lane alignments.

Southern elevation facing Hindley Street features a symmetrical façade around central section. It is of painted red brick and painted render scribed into blocks. Façade is punctuated with two projecting brick gables and modulated with mannerist banding to applied semi-circular columns—this divides top level elevation. Consoles evident above and between these semi-circular columns. Roofline concealed behind parapet that contains balusters at each end of building and in central section. Painted cast iron lace frieze to ground floor verandah with cast iron pillars. Painted cast iron lace panel and bar balustrade, cast iron pillars and cast iron lace brackets to first floor verandah. Rendered detail to shop sections survive at ground floor level. Original timber joinery to windows but original gablet in first floor verandah roof no longer evident and downpipes at second floor level severed.

Western elevation to Clubhouse Lane is of painted brick and render with original windows and doors.

The assessment includes the whole of the essential structure, with verandahs and balcony to northern elevation and detailing to the northern elevation: it also includes an appropriate relationship between interior floors and external features such as windows and doors.

The assessment does not include details of side and rear elevations, additions at rear, the external paint scheme, nor interior details.

The original form of the building remains evident.

STATEMENT OF HERITAGE VALUE:

A substantial and well-detailed Edwardian commercial building is significant for its historical association with the commercial development of this part of the city and, with its decorative elements, forms a significant element on the corner of Hindley Street and Clubhouse Lane. Although some alterations have occurred, the building is largely intact and has retained many of its original design features. It illustrates several key themes in the city's history: 2.5 *City Dwellers: City, state and business leaders*; 3.1.1 *Early Development Patterns*; 3.5.1 *A City of Pubs*; 3.7 *Working Men and Women*; 4.3 *Development of the Building Industry, Architecture and Construction*; 4.4.2 *Other Forms of Accommodation*; 6.2.3 *Hotels, Bars and Wineshops*.

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 a hotel and meeting place for local people since early days of the city's settlement; and
 - (d) it displays aesthetic merit, design characteristics or construction techniques of significance to the local area, exhibiting elegant classical features in its design and the highly detailed window and door treatments; and
 - (f) it is a prominent landmark in the area at the corner of Hindley Street and Clubhouse Lane.
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ELEMENTS OF HERITAGE VALUE:

Inclusions

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

Exclusions

- 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:](#)

[Plaza Hotel; external form, in particular the fabric and detailing of facades and balcony/verandah.](#)

[This is the legally recognised listing and should be used for the purposes of development applicant assessment.](#)

BRIEF HISTORICAL BACKGROUND:

McDougall & Vines, 1992 with additions by Donovan & Associates, 2008

The Plaza Hotel was formerly the Grand Coffee Palace and was owned and occupied by Michael C Billett. It was opened by Mr JSP Stutley on 7 March 1891. In 1907 it was almost 'wholly rebuilt' with exterior alterations and additions carried out to the value of £3,300. Council approved these plans on 11 March 1907.



B.5305, 1907 (SLSA)

Subsequent alterations and additions were carried out in the 1930s and 1940s by architect Hubert H Cowell. These involved internal alterations and installation of services as well as shop front alterations to cater for the change in the building use: from Coffee Palace to, in 1938, a hotel when it was known as the Grand Hotel. In 1941, part of the hotel was used as a furniture shop. From 1957–59 further internal alterations were undertaken as more shops were opened and it was at this time, 1959, that the hotel became known as the Plaza Hotel. In 1992, the building was used at the ground floor level as a series of shops. The hotel has continued to be remodelled in accordance with social changes that have been reflected in licensing regulations.

Hubert Cowell was the son of architect Henry J Cowell. Hubert was articled to his father and in 1903–1906 practised architecture in South Africa. On his return he was appointed Town Clerk and Surveyor for the Corporation of Thebarton before joining his father and brother in the partnership of Cowell & Cowell. In 1917 he became a Fellow of the South Australian Institute of Architects serving as Councillor, Honorary Secretary and between 1929–1931 as President. In 1937 he won the South Australian Housing Trust's architectural competition for designing its first Trust homes. Between 1937 and 1945, Cowell was responsible for the design and supervision of more than 2000 homes for the South Australian Housing Trust. He retired in 1966 as Michael Page describes as 'one of the last survivors from the colonial and Federation eras of architecture.'

REFERENCES:

Adelaide City Council Annual Report, 1907, Building Surveyor's Report, p. 86.

Adelaide City Council, Department of Building Surveying, Assessment Books, Gawler Ward, Town Acre 53, Adelaide City Archives: 1906.

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.

Page, Michael, *Sculptors in Space: South Australian Architects 1836–1986*, RAI (SA Chapter), Adelaide, 1986, pp. 155–56, 305.

Register, 11.3.1891, p. 6 (includes a full description of the building and of the opening).

State Library of South Australia, Library Database (Photographs): B.5305, 1907; B.7372, 1937.

The BUILDER, Incorporating "Building & Construction", Engineering Manufacturing and Research, Adelaide, Vol. 17, No. 17, 24.4.1941, p. 12.

Town Clerk's Digest, Adelaide City Council Archives: 1906-07, p. 107; 1932-33, p. 254; 1935-36, p. 95; 1937-38, p. 458; 1939-40, p. 476; 1940-41, p. 373; 1958-59, p. 633.