

## **ADELAIDE FRUIT AND PRODUCE EXCHANGE**

212-248 Grenfell Street,  
275 Rundle Street,  
26-35 East Terrace,  
12-22 Union Street

The north-east part of the city has a distinctive character due largely to the marvellous Adelaide Fruit and Produce Exchange. Comprising part town acres 91 to 96 inclusive, and in particular those buildings fronting East Terrace and Rundle, Grenfell and Union streets, the area is also of great historical significance to Adelaide as the pre-eminent distribution point for goods and services in South Australia.

The need to provide additional market space reflected the maturity of market gardening activities in the near suburbs and foothills, and the importance of subsidiary produce distribution points in growing metropolitan Adelaide. The erection of the exchange in 1904 came at the time the population of the City of Adelaide was nearing its zenith with services and utilities stretched to capacity. The exchange is also important due to its scale, representative of the confidence of its management in Adelaide's future which was no doubt encouraged by the newly found sense of independence which had been fostered by Australian federation. This self-confidence is expressed in the built form of the exchange by the robust use of ornament, including the symbolic cornucopia, and the bold concept of rhythmic massing created by arched entrances, 'picked out' by cantilevered gabled canopies. The moral virtue of the exchange is prominently expressed by an inscription in a section of the Grenfell Street elevation: 'The Earth is the Lord's and the fulness [sic] thereof' (Psalm 24:1). The exchange falls neatly into that period of optimistic, if conservative, growth in Adelaide which occurred between the end of the 1890s depression and the First World War.

Before the exchange was built there were several markets set up around Adelaide. Colonel Light set aside a site for a market in his plan for Adelaide at the western end of Franklin Street, but this was not used as it was some distance from the city's early commercial areas. A cattle market was created opposite the old Newmarket Hotel off North Terrace in about 1847. Another, designed by G.S. Kingston for the south Australian Company in 1840, sold 'garden produce' and other commodities at the corner of Rundle Street and Gawler Place.

Several stockyards and livestock markets were scattered about, most of them in places close to the main trading areas such as Hindley and Rundle streets and Kermode Street, North Adelaide. From 1841 through the 1850s the corporation acre set aside for a Town Hall in King William Street was also used as a market.

Richard Vaughan established the original East End Market and the Corporation formed the Central Market in 1869. He roofed the East End Market in 1866 and had it enlarged in 1869.

By the 1890s there was great competition for stalls due to the extensive growth of the gardening trade, with an overflow of traders spilling on to the streets. In about 1900, William Charlick, a proprietor of Charlick Brothers (a large fruit, potato and grocery business) decided to 'remedy the evils' by purchasing land near the old market, between Rundle and Grenfell streets, to build an extension. Negotiations with the East End Market Company failed, so

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Charlick decided ' . . . to establish a new, up-to-date market, submitting his plans to competent men and to the Adelaide Corporation, who promised their support'.

The Adelaide Fruit and Produce Exchange Act was passed by 30 October 1903 which gave powers to erect the market and allowed the Adelaide City Council to take it over after some years, paying out the owners.

A company was speedily formed, a memorial stone was laid by the governor on 24 April 1904, and on 2 May 1904 the market was opened for trade. Three further extensions were made soon after 1904 - Vardon Avenue, a section to the west of the Grenfell Street elevation, the facade at 273-275 Rundle Street and the less elaborate Union Street frontage. The market offices within the complex are also of historical significance, although lacking architectural merit.

At the time, the *Cyclopedia of South Australia* reported in glowing terms on the size of the new market area, nearly 4 acres, with £52 300 being spent. There was room for ' . . . 390 stands for s-vehicles and teams, 20 large packing stores, 16 shops, 11 small stores, 10 side stores, refreshment room, and shoeing-forge'. The market was described as the best in Australia ' . . . lofty, well ventilated, side roads, no obstacles, automatically drained, and kept wonderfully clean. The market has fully answered its purpose, the producers being loud in their praises of the accommodation provided'. The market was managed by directors, William Charlick as chairman, J. Vardon, W.W. James, C.A. Richardson, W. Hall Henderson and T.H. Brooker (secretary).

Henry J. Cowell was the architect for a complex which is thoroughly evocative of market activities at the turn of the century and the scale of development which could be achieved by private initiative.

There have been few alterations to the complex, the detailing to arches, gablets and even ground floor shop fronts are still original. There are few complexes of this size and originality remaining in capital cities. The exchange also makes a major contribution to the character of this locality and exemplifies the best traditions of well-mannered street architecture.

In 1987 proposals for relocation of the market in late 1988 precipitated much controversy concerning the future use of the market premises. A scheme of development was proposed in mid 1988 which will retain the street frontages of the market buildings but will see the covered market area behind and the market offices towards the centre of the site demolished.

ACA, *Annual report 1904*; Burgess, H.T., *Cyclopedia of South Australia*, Vol. 2, 1909, pp. 208-9; MLSA, Historical photographs, (Gall Collection); *Register*, 3 May 1904, 26 February 1929.

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.

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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.*

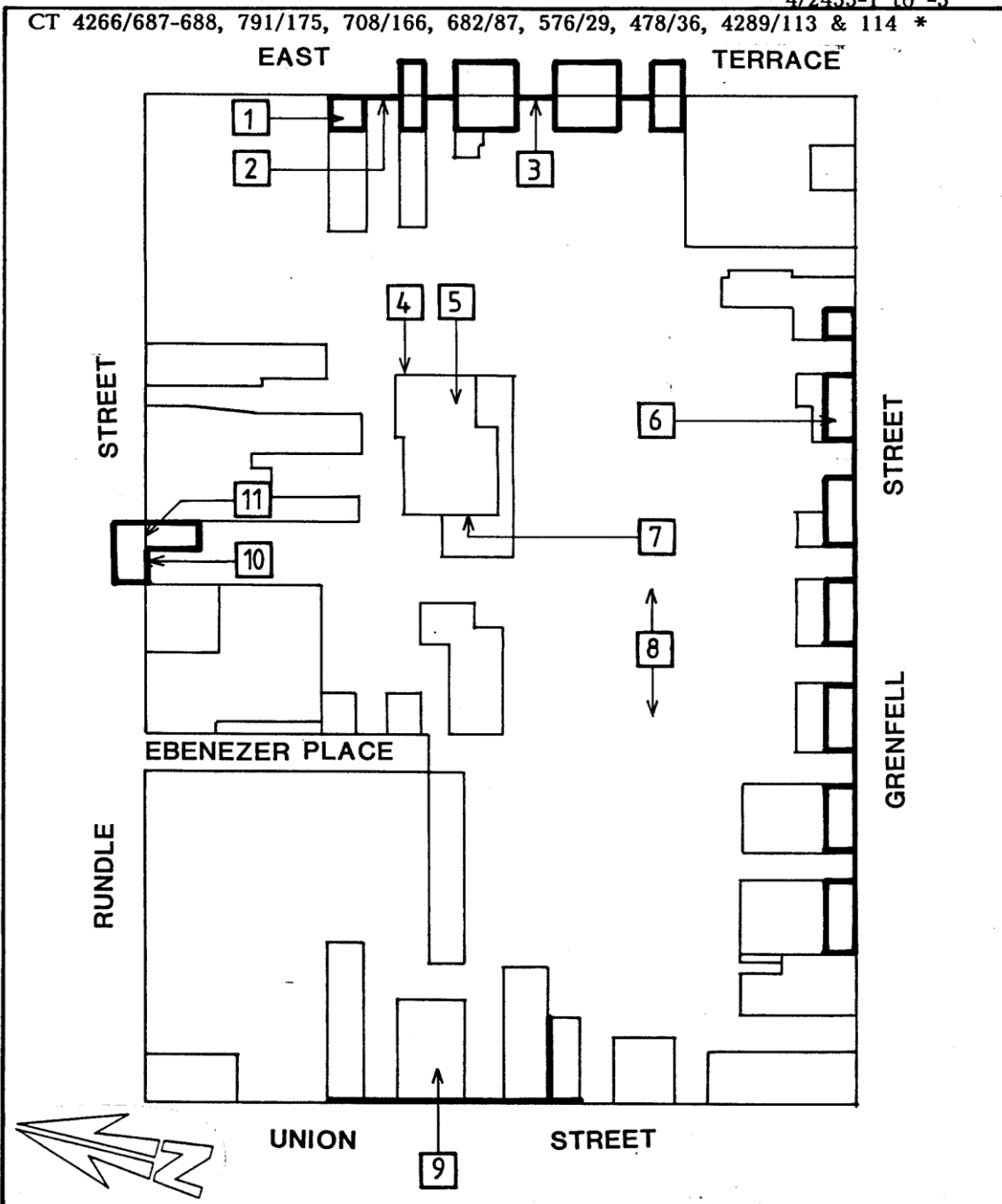


# CITY OF ADELAIDE HERITAGE STUDY

## The City Heritage Register-Definition of Items

Prepared by the Dept. of Planning and Development

Item	ADELAIDE FRUIT AND PRODUCE EXCHANGE	Building N <sup>o</sup>
Address	273-275 Rundle Street, 26-35 East Terrace; 212-248 Grenfell Street, 12-22 Union Street	4/2406, 4/2408 4/2420-1 to -7, 4/2424-1 to -5, 4/2433-1 to -3



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CT 4266/687-688, 791/175, 708/166, 682/87, 576/29, 478/36, 4289/113 & 114 \*

### NOTES:

1. Terracotta tiled roof.
2. Gables over entrances.
3. Brick construction with extensive stucco enrichment - Main entry arch with floral detailing pediment and urns on parapet.
4. Brick construction (English bond).
5. Market office.
6. Similar to East Terrace facade.
7. Bluestone rubble.
8. Some areas of brick paving below asphalt.
9. Corrugated iron roof over Union Street buildings.
10. Brick construction with extensive stucco enrichment. Note bowls of fruit on parapet. Facade only is original.
11. Note leadlight windows.

\* (Conservation site comprises that part of the above CTs to a depth of 15 metres from the street alignment.)