

SUMMARY OF STATE HERITAGE PLACE

REGISTER ENTRY

Entry in the South Australian Heritage Register in accordance with the *Heritage Places Act 1993*

NAME: Frontage of Shop (former Sands & McDougall Building) **PLACE NO.:** 26502

ADDRESS: 64 King William Street, Adelaide
CT 5686/236 D50156 A22

STATEMENT OF HERITAGE SIGNIFICANCE

The former Sands & McDougall building façade is an outstanding and early example of Art Deco architecture in South Australia. The façade is highly intact and demonstrates many of the key attributes of the style, including vertical form; concentration of ornamentation at the top of the building; and stylised decorations made from coloured-pressed Portland cement, copper panels, and metal grilles to the upper storey windows. The Art Deco remodelling of the façade transformed the nineteenth century classical building, eschewing the past and expressing optimism for the future.

RELEVANT CRITERIA (under section 16 of the Heritage Places Act 1993)

(e) it demonstrates a high degree of creative, aesthetic or technical accomplishment or is an outstanding representative of particular construction techniques or design characteristics

The 1933 redesign of the front of the Sands and McDougall building is an outstanding representative of Art Deco architecture in South Australia as it demonstrates many of the key attributes of the style and remains highly intact. It is also one of the first buildings in South Australia to feature Art Deco design.

Key attributes of Art Deco design found on the Sands and McDougall building include:

- The use of vertical elements such as the pilasters and fluted spandrels to emphasise the building's vertical form
- Concentration of ornamentation at the top of the building

- Symmetry
- Three dimensional quality to the ornamentation, note the pilasters, pilaster capitals, acroterions and stepped band above second-storey windows
- Stylised decoration including zig zag or chevron, shell, frond, semi-radiant lines, and geometrical designs found in the frieze, window ledges, window grilles, parapet decorations
- Stylised lettering in this instance 'Sands and McDougall', 'Pty – Ltd', and 'Printers and Stationers'
- Decorative metal window grilles to upper portion of second-story windows
- Stylised low relief and applied non-historic ornament as seen on the two friezes, rondel, and ledges beneath second-storey windows
- Coloured Portland cement

Cosgrove in her critical analysis of Art Deco architecture in South Australia and its place in South Australia's architectural heritage, identified the Sands and McDougall building as 1 of 17 key influential Art Deco buildings in South Australia. Cosgrove argues the Sands and McDougall façade is a 'significant ... early example of the remodelling of a façade in the Art Deco style ... for the explicit purpose of expressing a move towards the modern idiom.' The remodelling transformed the late nineteenth century classical building and made it 'appear taller' and through its 'verticality and decorative Art Deco elements' it 'eschewed the past and expressed the client's, and the wider community's, optimism for the future.'

In comparison to the buildings listed as State Heritage Places under criterion (e) for the quality of their Art Deco architectural design, including Bank SA (former Savings Bank of South Australia Headquarters) (SHP 13384), Piccadilly (sometimes Forum) Cinema (SHP13496), West Torrens Council Chambers (1935 building only) (SHP 11949), and Lobethal Institute and Cinema (SHP 184940; the Sands and McDougall building displays a similarly high degree of design merit.

SITE PLAN

Frontage of Shop (former Sands & McDougall Building)
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- The extent of listing is CT 5686/236 D50156 A22 and the portion of the footpath encompassed by the awning.
- The significant components of the SHP include the Art Deco façade and awning.

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LEGEND

-  Parcel boundaries (Indicates extent of Listing)
-  Outline of Elements of Significance for State Heritage Place

COMMENTARY ON THE LISTING

Description and notes with respect to a place entered in the South Australian Heritage Register in accordance with the *Heritage Places Act 1993*

Physical Description

The Sands & McDougall Building is a nineteenth century, three-storey, concrete-rendered brick building, with shop-front at ground level and an Art Deco façade and awning applied to the first and second stories of the front of the building. The Art Deco façade features rich-cream-coloured Portland cement, pressed Portland cement and copper decorations. In some instances, grey colouring has been applied to the decorative elements of the façade.

The Art Deco façade features many of the key elements that define the style including symmetrical arrangement, the concentration of ornament on the upper part of the façade and pilasters and fluted spandrels to create vertical emphasis. Specific attributes of the façade are:

- multi-paned, metal-framed windows to the first and second floors with pressed-cement band above the second-storey windows, fluted spandrels between the first and second-storey windows, decorative-metal grilles in a geometric design applied to the top of the second-floor windows; decorative copper ledges beneath second floor windows; and copper friezes beneath the rondel and first floor windows, all in a stylised geometric zig zag (chevron) and fan design.
- Pilasters to the sides of the façade, with pressed cement capitals featuring rectangular decorations in copper in a stylised geometric and frond design.
- Stylised lettering 'Sands and McDougall Pty Ltd' features at the top of the façade and 'Printers Stationers' below the first-storey windows.
- The parapet features a rounded pediment, central bas-relief rondel with a figure of a rearing horse, and three acroterions with stylised-shell design, one at the top of parapet and one either side of it with pressed-cement fluting in a semi-radiant pattern.
- Metal verandah canopy or awning attached to the building with metal tie rods.

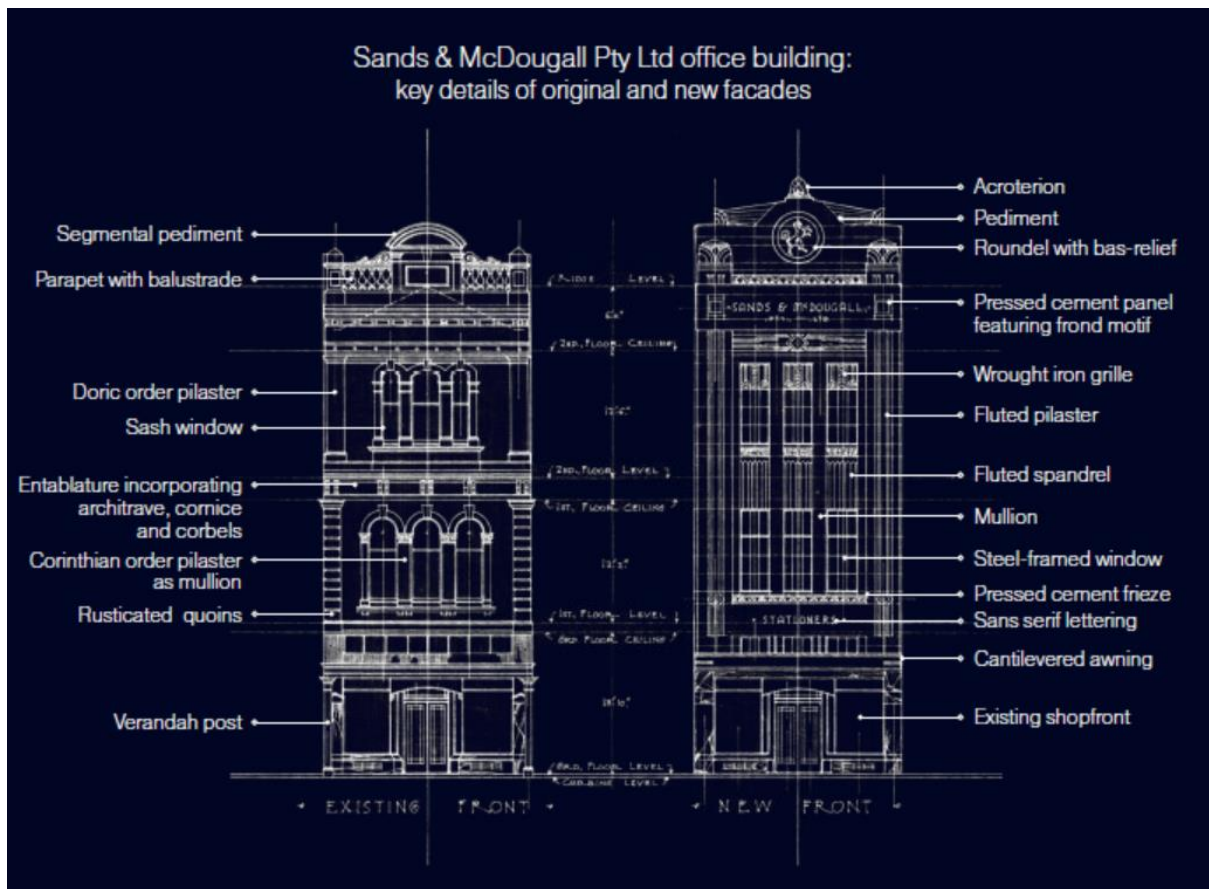


Diagram identifying the key Art Deco features of the Sands & McDougall Building. Note where the diagram states a pressed cement frieze, it is made from copper or a copper alloy.

Source: Image courtesy of Chris Burns, copy held in DEW Files

Elements of Significance:

Elements of heritage significance include (but are not necessarily limited to):

- 1933 Art Deco façade including original finishes and metal awning

History of the Place

Sands & McDougall was established in Melbourne in 1853 when John Sands of Sydney and Thomas Kenny purchased James Williams stationary business located at 51 Collins Street, Melbourne. Dugald McDougall who had previously worked for Williams became manager in 1857 and, soon after, a partner in 1861, at which time the company assumed the name Sands & McDougall. As the company grew it relocated to larger premises and acquired new properties in Melbourne and then established premises in London (c.1873), Adelaide (1882) and Perth (1885).¹

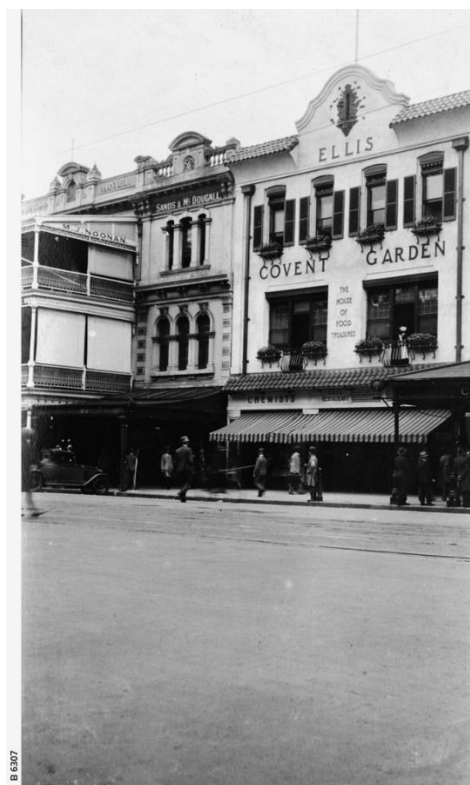
The expansion of Sands & McDougall to Adelaide in 1882 occurred when the company again purchased an established manufacturing stationary business from James Williams at 54 King William Street. In the years before selling his business, Williams had been responsible for printing 'The Adelaide Almanac and Directory for South Australia'. After Sands & McDougall took over printing this directory in 1883 it became known as the Sands & McDougall Directory. While it is not clear if the Melbourne and Adelaide 'James Williams' was the same individual, the company's centenary history suggests he was. Robert Brown Fraser was relocated by the Company from Melbourne to Adelaide to manage the business here, and when he died in 1893 his son George was appointed Manager.² The Sands & McDougall Directories indicate that the company moved premises from no. 54 to the subject property at 64 King William Street in 1885-1886.

In the late 1880s, McDougall toured Europe and North America, returning with plans to expand the business. A large 6-storey warehouse was built in Spencer Street Melbourne, while a smaller 3-storey warehouse was built in Adelaide on the corner of Light Square and Weymouth Street (Office former Sands & McDougall Warehouse SHP 11641). The warehouse was designed by architect Daniel Garlick, constructed by builder W Rogers and was completed in 1889.³

In 1894, financial difficulties in Melbourne led the company to sell the Adelaide business to the Fraser family, who retained the Sands & McDougall name. It seems that George purchased the property at 64 King William Street (subject of this assessment) from the Montefiore Estate in 1895. George Fraser was later appointed as a Director of Sands & McDougall Ltd in 1901. The King William Street premises was refurbished in 1894 and again in 1896, greatly enhancing the appearance of the shop. The 1896 refurbishment created a showroom above the shop and provided a space to display and sell gift items such as ornaments, leatherwear and frames.⁴

In 1925, Sands & McDougall purchased the Adelaide business back from the Fraser family, however, the Fraser's retained ownership of the King William Street property and leased it to the company.⁵ The relationship between the company and Fraser family was amicable, and during the first half of the twentieth century two generations of the family were Managers and Directors of Sands & McDougall.⁶

In 1933, the company decided to modernise the front of the building, and architects Lionel Gregory Bruer and Norman Fisher in association with Philip Claridge were engaged to do the work. Architect Jack McConnell has suggested that the design was undertaken by Russell Ellis who was in his final year of architectural study and articulated to Bruer at that time. While some details are similar to a design Ellis prepared for the Port Lincoln Town Hall in 1935, it is likely that the design for Sand & McDougall was a collaborative effort.⁷ The builder for the façade remodelling was Fricker Brothers.⁸



Sands and McDougall Building 64 King William Street, showing the façade before and after its Art deco remodelling

Source: SLSA B 3607 (1933), B6613 (1934)

Carol Cosgrove in her investigation and critical analysis of Art Deco architecture in South Australia described the Sands & McDougall premises as a 'significant ... early example of the remodelling of a façade in the Art Deco style ... for the explicit purpose of expressing a move towards the modern idiom.'⁹ The remodelling transformed the late nineteenth century classical building and made it 'appear taller' through its 'verticality and decorative Art Deco elements' that 'eschewed the past and expressed the client's, and the wider community's, optimism for the future.'¹⁰ Pragmatically, the remodelling was a cheaper option than demolition and rebuilding at a time when the economy was emerging from depression. It may also explain why the façade was modernised but little change was made to the existing shop front other than to extend the pilasters to the ground and add a new set of small windows above the door.

Alterations were carried out to the shop front in 1963 and 1964. In 1964, one of the adjoining buildings was demolished and the exterior wall made good. In 1982, internal alterations occurred to the stairs and doors, while the galleries were demolished. A new shop front was installed in 1987.¹¹

Chronology

Year	Event
1853	John Sands and Thomas Kenny purchase James Williams stationery business located at 51 Collins Street Melbourne.
1857	Dugald McDougall becomes business manager.
1861	Dugald McDougall becomes a partner in the business and the company is named Sands & McDougall.
c.1873	Sands & McDougall establish premises in London, UK.
1882	Sands and McDougall acquire James Williams stationery business located at 54 King William Street, Adelaide. c.1882, Robert Fraser is relocated from Melbourne to Adelaide to run the business here.
1883	Sands & McDougall take over Williams contract to print The Adelaide Almanac and Directory for South Australia and it comes to be known as the Sands & McDougall Directory.
1885	The company establishes a premises in Perth.
1885-1886	Sands & McDougall move to 64 King William Street (subject of this assessment).
Late-1880s	McDougall tours Europe and North America and begins a program to expand the business.
1889	The company construct a warehouse on the corner of Light Square and Waymouth Street. The warehouse was designed by architect Daniel Garlick and constructed by builder W Rogers.

- 1893 Robert Fraser dies and his son George is appointed manager of Sands & McDougall's business in Adelaide.
- 1894 Sands & McDougall experience financial difficulty and the Fraser family purchase the Adelaide portion of the business, retaining the Sands & McDougall name.
The shop at 64 King William Street is renovated.
- 1895 George Fraser purchases 64 Kind William Street.
- 1896 The shop at 64 Kind William Street is refurbished again and a showroom is created above the shop and the range of items for sale expanded to include giftware.
- 1925 Sands & McDougall purchase the Adelaide business back from the Fraser family, however, the Fraser's retain ownership of 64 King William Street and lease it to Sands & McDougall.
- 1933 P Claridge in association with LG Bruer and NG Fisher are commissioned to modernise the façade of the building and add an awning to it. It has been suggested the design was draw by Russell Ellis who was at that time in his final year of architectural study and articted to Bruer. The remodelling is carried out by Fricker Bros.
- 1963 Alterations occur to the shop front.
- 1964 Further alterations are made to the shop front and the side wall made good when the adjacent building is demolished.
- 1982 Internal alterations are made to the building, including to the stairs and doors, and the galleries are demolished.
- 1987 A new shop front is installed.

References

Books and Reports

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Cosgrove, Carol (2009), *Art Deco Its Place in South Australia's Architectural Heritage*, (Adelaide: University of South Australia & Department for Environment and Heritage).

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'Old Time Memories King William Street', *Register* 2 October 1919, p.5.

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[http://www.architectsdatabase.unisa.edu.au/arch_full.asp?Arch_ID=31] [accessed July 2020]

SITE DETAILS

Frontage of Shop (former Sands & McDougall Building)
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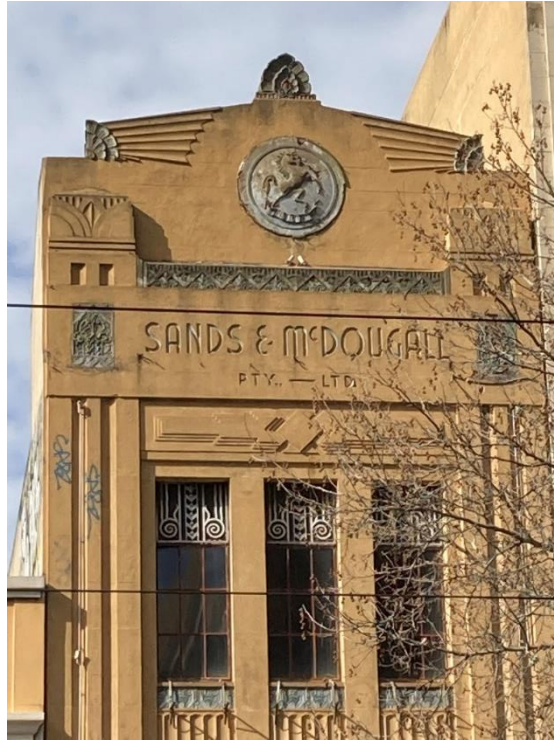
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FORMER NAME:	Sands & McDougall Building
DESCRIPTION OF PLACE:	Nineteenth century, three-storey shop, modernised with an Art Deco façade and metal awning
DATE OF CONSTRUCTION:	c.1870s, Art Deco remodelling of front façade and awning added 1933
REGISTER STATUS:	Date of nomination 22 May 2019 Date of Provisional Entry 13 August 2020
LOCAL HERITAGE STATUS:	Local Heritage Place 27 March 2013
CURRENT USE:	Shop 1870s - present
ARCHITECT:	PR Claridge in association with LG Bruer, NG Fisher and R Ellis 1933 façade and awning
BUILDER:	Fricker Brothers 1933 remodelling
LOCAL GOVERNMENT AREA:	City of Adelaide
LOCATION:	Street No.: 64 Street Name: King William Street Town/Suburb: Adelaide Post Code: 5000
LAND DESCRIPTION:	Title: CT 5686/236 Plan: Deposited Plan 50156 Parcel: Allotment 22 Hundred: Adelaide

PHOTOS

Frontage of Shop (former Sands & McDougall Building)
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Sands & McDougall Building showing the concentration of ornament on the upper portion of the façade

Source: DEW Files August 2020

Frontage of Shop (former Sands & McDougall Building)
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Detail showing the lettering, copper frieze and insert panel at the top of the pilaster

Source: Chris Burns



Detail showing the pressed-cement rondel with rearing horse

Source: Chris Burns

Frontage of Shop (former Sands & McDougall Building)
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Detail showing one of the pressed cement, side acroterions with shell pattern, radiant lines and stylised decoration to top of pilaster

Source: Chris Burns



Awning Sands & McDougall Building

Source: DEW Files August 2020

Frontage of Shop (former Sands & McDougall Building)

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64 King William Street, Adelaide



Detail showing the side of the awning

Source: DEW Files August 2020



Detail showing the decorative details of the awning soffit

Source: DEW Files August 2020

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- ¹ HP Down (1956), *A Century of Printing The story of Sands & McDougall Pty Ltd 1853-1953*, (unpublished book), pp.12, 79-86.
- ² Down, p. 81. 'Old Time Memories King William Street', *Register* 2 October 1919, p.5.
- ³ Susan Marsden, Paul Stark and Patricia Sumerling eds. (1990), *Heritage of the City of Adelaide An Illustrated Guide*, (Adelaide: Corporation of the City of Adelaide), p.68.
- ⁴ Down, pp.81-82. 'Sands & McDougall Limited a Handsome Display', *Register* 19 December 1894, p.5. 'Messrs. Sands and McDougall', *Chronicle* 19 December 1896, p.14.
- ⁵ Down, p.82.
- ⁶ Down, p.70.
- ⁷ Louise Bird (2007), *Russell S Ellis: an architectural survey and analysis of his residential designs*, (Adelaide: University of South Australia & Department for Environment and Heritage), pp.2-4. Sullivan, Christine, 'Bruer, Lionel Gregory', *Architecture Museum, University of South Australia*, 2008, *Architects of South Australia*:
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- ⁸ Donovan & Associates (2008), 'Shop, 64 King William Street', in *City of Adelaide Heritage Survey*, (Adelaide: City of Adelaide), np.
- ⁹ Carol Cosgrove (2009), *Moving to the Modern Art Deco in South Australia Architecture*, (Adelaide: Louis Laybourne Smith School of Architecture University of South Australia), p.28.
- ¹⁰ Cosgrove, *Moving to the Modern*, p.28.
- ¹¹ Donovan, np.