

To: South Australian Heritage Committee

From: Senior Historical Architect

Subject: REGISTER NOMINATION REPORT
WEST'S COFFEE PALACE
(FORMERLY GRANTS COFFEE PALACE AND AUSTRAL STORES)

Date: 2 June, 1982

SUMMARY

This report is prepared as part of the programme of evaluating items listed on the Register of the National Estate for inclusion on the Register of State Heritage Items.

Historically, West's Coffee Palace is a significant part of the commercial development of Hindley Street at the turn of the century, and was built by (former Councillor) Leopold Conrad in 1903.

Architecturally, West's Coffee Palace is important because it is an excellent and rare example of the Edwardian Free Style of Architecture which was designed by the prominent Adelaide architect A.S. Conrad.

Environmentally, West's Coffee Palace is important because it establishes and reinforces the vibrant Hindley Street atmosphere by both, its architecture and use. It is also a well known visual and historical landmark.

The Integrity, of the building is reasonable, the major alteration being the removal of the original post supported verandah which was replaced by a cantilevered one in the 1960's. The original shopfronts have also been removed.

West's Coffee Palace is currently listed on the Classified List of the National Trust (1973) and on the Register of the National Estate (1976).

RECOMMENDATION

It is recommended that West's Coffee Palace be included on the Register of State Heritage Items, and that it be categorized A1, A2, H1, H2.



(Barry G. Rowney)

SENIOR HISTORICAL ARCHITECT

KMcD:SK

WEST'S COFFEE PALACE, 104-120 HINDLEY ST., ADELAIDE

As a result of the somewhat unplanned development of Rundle and Hindley Streets as the major retail and commercial streets of Adelaide, owners of land along this axis built terraces of shops and established businesses which flourished with the growth of the city.

One notable entrepreneur was Leopold Conrad, who started his business as a butcher and smallgoods manufacturer in Hindley Street in 1869. Conrad came to Adelaide from Germany as a young man, and by the 1890's had risen to sufficient prominence in city affairs to serve on the Adelaide City Council as the representative for Young Ward in 1892-1894. He owned a large house on East Terrace and also 5,000 acres of grazing land around the State.

Adelaide City Council assessment notes state that in 1902 Conrad's Hindley Street shops were pulled down and that at the end of 1903 a group of twelve shops and dwellings had replaced the earlier structure/s. Conrad named the whole group the Austral Stores, and the building was designed by Albert Selmar Conrad, eldest son of the owner. Tenders for the building were called in the Register on January 1, 1903.

Albert S. Conrad had spent five years in an apprenticeship with Daniel Garlick and then worked in the Works and Buildings Department of the South Australian Government before setting up his own practice in 1893. (One easily located house designed by Albert Selmar Conrad, at a later date, is on the corner of Frome Road and Mackinnon Parade, North Adelaide).

In 1906 a typical range of tenants in the Austral Stores included two bakers and confectioners, a tailor, a clothing manufacturer, a dressmaker, a cabinetmaker, a pharmaceutical chemist, two saddlers as well as Leo Conrad's business and yards behind.

Jonathon Grant, who had been conducting very successful Dining Rooms across the road at 103-107 Hindley Street moved into the Austral Stores in 1908 and set up Grant's Coffee Palace. Coffee Palaces were an established tradition in Adelaide by this stage. The temperance movement had strong political and moral force particularly after 1886 when the Women's Christian Temperance Union was founded, and many Coffee Palaces based on this temperance philosophy could be found in Adelaide. Over a period of time the functions of Coffee Palaces had altered slightly and by the 1900's they provided cheap accommodation with a few more frills than a boarding house, but were still unlicensed and so were not classed as hotels. They were apparently particularly popular with country visitors to the city.

The second level verandah, which is evident in the S.A. Archives' view of the building in 1908, was probably added when Grant converted part of the Austral Stores to his Coffee Palace needs. Remnants of the lettering which spelled out Austral Stores can be seen now on the central facade of the building as the upper verandah has been removed.

A change of management of the Coffee Palace took place in 1919, when John West moved from the Federal Coffee Palace in North Terrace (the Grosvenor Hotel is now on this site) to take over the management of Grant's. John West was born in Beechworth, Victoria, in 1861 and had come to South Australia in 1900. West was a Justice of the Peace and his obituary appeared in the Honorary Magistrate after his death in 1926.

West's Coffee Palace was listed in the Directories as part of the Austral Stores until 1921 and then the Stores classification was dropped and each of the tenants/owners was listed separately with their own street number. By 1924 the list of businesses had changed little; tailor, drapers, Coffee Palace, bulk stores and stables, timber and iron merchant, land and commission agents, bookseller and stationer, saddler, and laundry.

When John West died his widow Mrs. Agnes West took over the management of the Coffee Palace, and his family continued to run the accommodation side of the business.

Over time the building has been subdivided, the shops (of three levels each) have been sold separately.

In 1960 modernisation took place, and the ornate verandahs and shopfronts were replaced with the current fittings.

Sources

A.C.C. Assessment Books
Town Clerk's Notebooks

Cyclopedia of South Australia Vol. I, 1907 p. 545
Vol. II, 1909 p. 266

Sands & McDougall's Directories, 1902-1970

Honorary Magistrate Dec. 31, 1926 p. 673

Quiz June 2, 1905 and subsequent issues

Register 10/1/1903 p.12, f.

Interview with Mr. Dean Berry, architect and contemporary of A.S. Conrad.

(Kate McDougall)
REGISTER HISTORIAN

KMcD:SK

21.5.1982

South Australian Heritage Act 1978-80	Register of State Heritage Items ITEM EVALUATION SHEET Buildings and Structures Item WEST'S COFFEE PALACE (Formerly Austral Stores) 104-120 Hindley St., Adelaide						
Age 1903	Theme		Office				
Period 1885-1914	Subject TRADE AND COMMERCE - Commerce, Retail		Region City of Adelaide				
Building Type Shops and Dwellings	Style Edwardian Free Style		Status NT (CL) NER				
<u>Qualitative Data</u>			<u>Grading</u>				
Component		Comment	E	VG	AG	FP	NA
<u>HISTORY</u>							
1. Context:	Associated with the growth of Hindley Street as a commercial area in Adelaide, and the development of Coffee Palaces as accommodation and eating places.		*				
2. Person/Group:	<ul style="list-style-type: none"> - Built by Leopold Conrad, butcher and businessman, in 1903 on the site of earlier shops. - Jonathon Grant managed the first coffee palace in the building. - John West, J.P., took over management in 1919, gave the building its current name. 			*		*	
3. Specific Event:	Not yet established.						*
<u>ARCHITECTURE</u>							
4. Architect: Engineer: Builder:	Albert Selmar Conrad Not yet established. Wm. B. Bland		*				*
5. Design:	A large three levelled complex whose front facade is dominated by twin three storey towers, with flanking pavillions. Horizontal definition was achieved by the verandah treatment, plaster bands and first floor row of double arched windows. The skyline is vibrant with red and white colour contrast as well as the physical forms of spires turrets gables and ridge decorations. The building is divided into 12 shops and dwellings, the former usually being a 12x27 feet room at street level, and the latter consisting of 5 rooms, a kitchen, cellar, bathroom and toilet. It is an excellent example of the Freestyle.		*				
6. Construction:	The whole complex is a standard brick wall construction with plaster embellishments.				*		
7. Interior:	Plain interior with little ornamentation - even to the shops, being evident.				*		
8. Representation:	An extremely rare example of this building type, scale and architectural style.		*				

Component

Comment

Grading
E VG AG FP NA

ENVIRONMENT

9. Continuity: An important contributing element in the hustle and bustle of Hindley Street.
10. Local Character: As for 9. above.
11. Landmark: Because of its scale and visual opulence, the building is a major visual element in Hindley Street.

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INTEGRITY

12. Alterations: Apart from the natural decay, the main alteration is the streetlevel shopfront and replacement of post supported verandah by a cantilevered one.
13. Condition: The building is basically in good structural condition but the external plasterwork and joinery is decaying.
14. Compatibility: The building is presently used for commercial purposes only and in most cases, the total area is underutilized.

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Supplementary Information

15. Adaptation: The building could be adapted to satisfy a number of new uses which could extend horizontally through a whole pavillion without much structural change. The whole form of the building and in particular the front facade and roof form should be retained and restored. The original colour scheme should also be retained.
16. Interpretation: Because of the central location the building has high interpretation potential for historical and architectural studies.
17. Current Situation: The complex is presently under 8 titles and 7 owners. Although most owners are sympathetic to the building uniform guidelines are needed to prevent further deterioration and unsympathetic signage.

Evaluated By

Kate McDougall
Cons. Historian

Lothar Brasse
Cons. Architect

Date

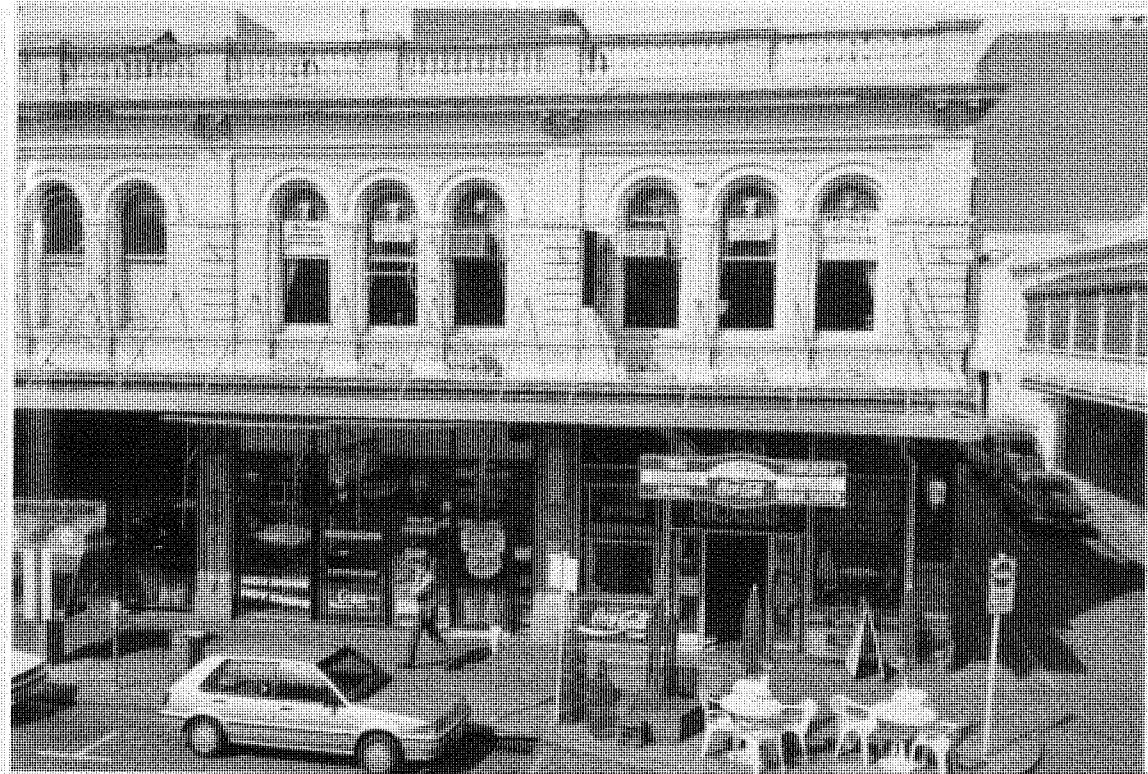
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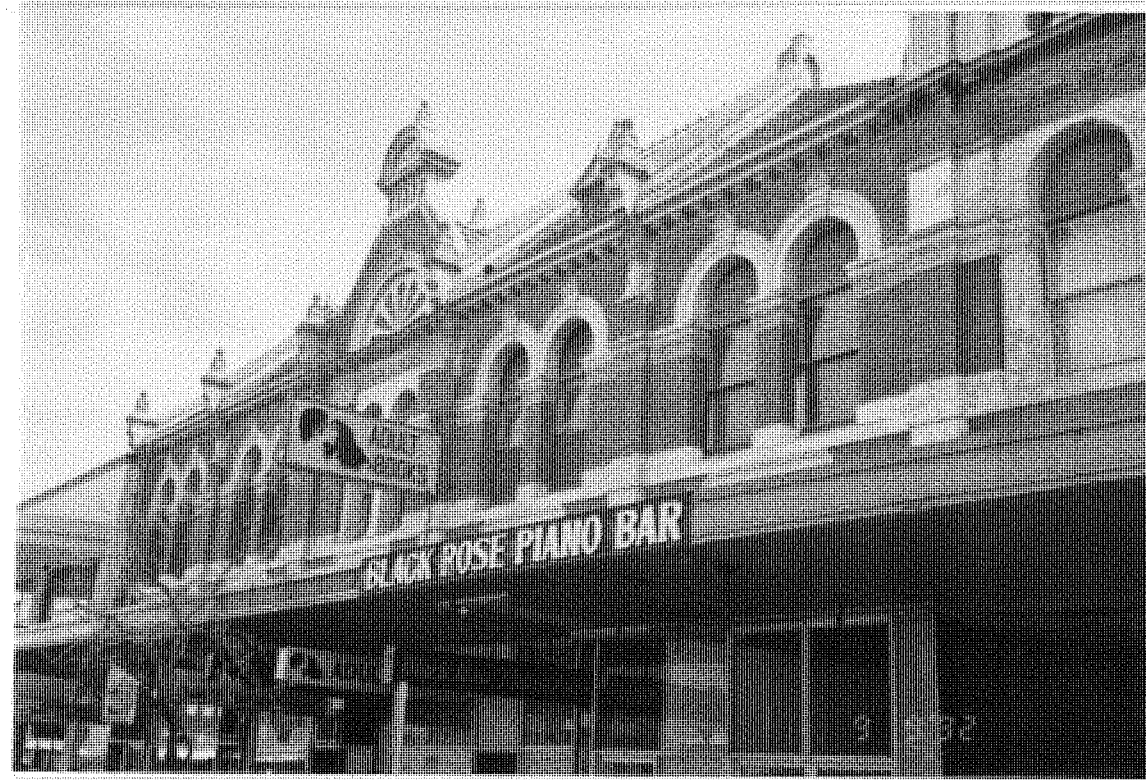
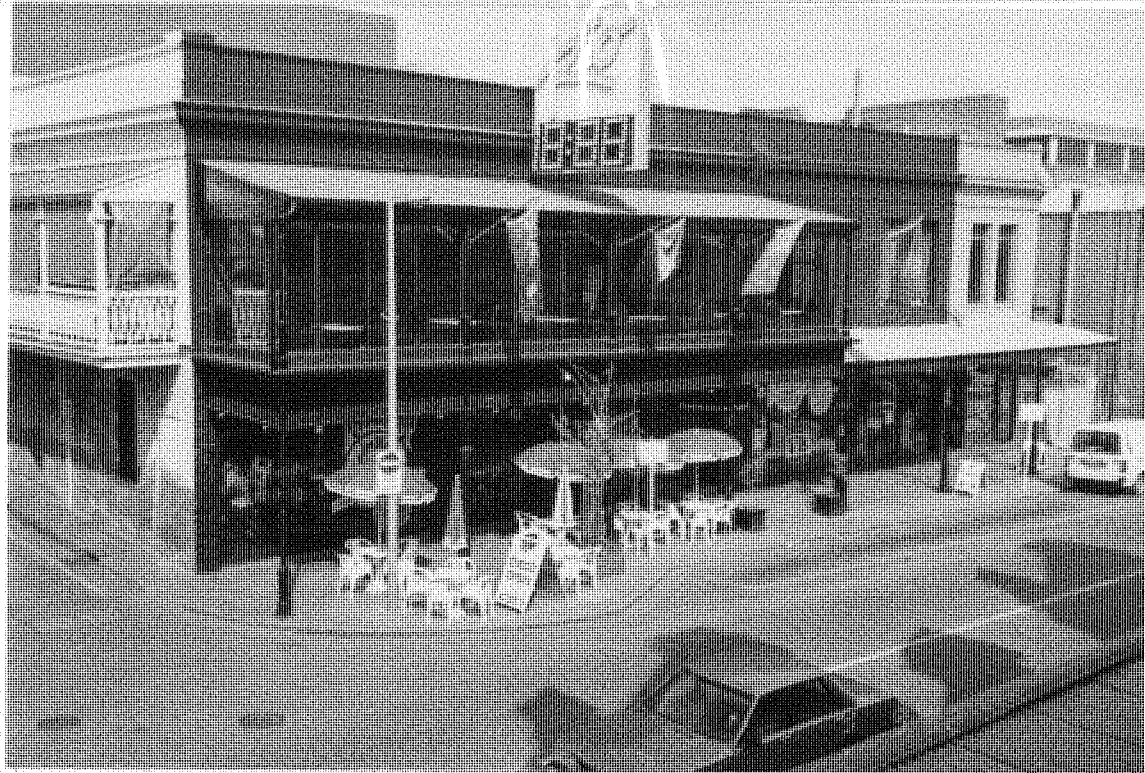
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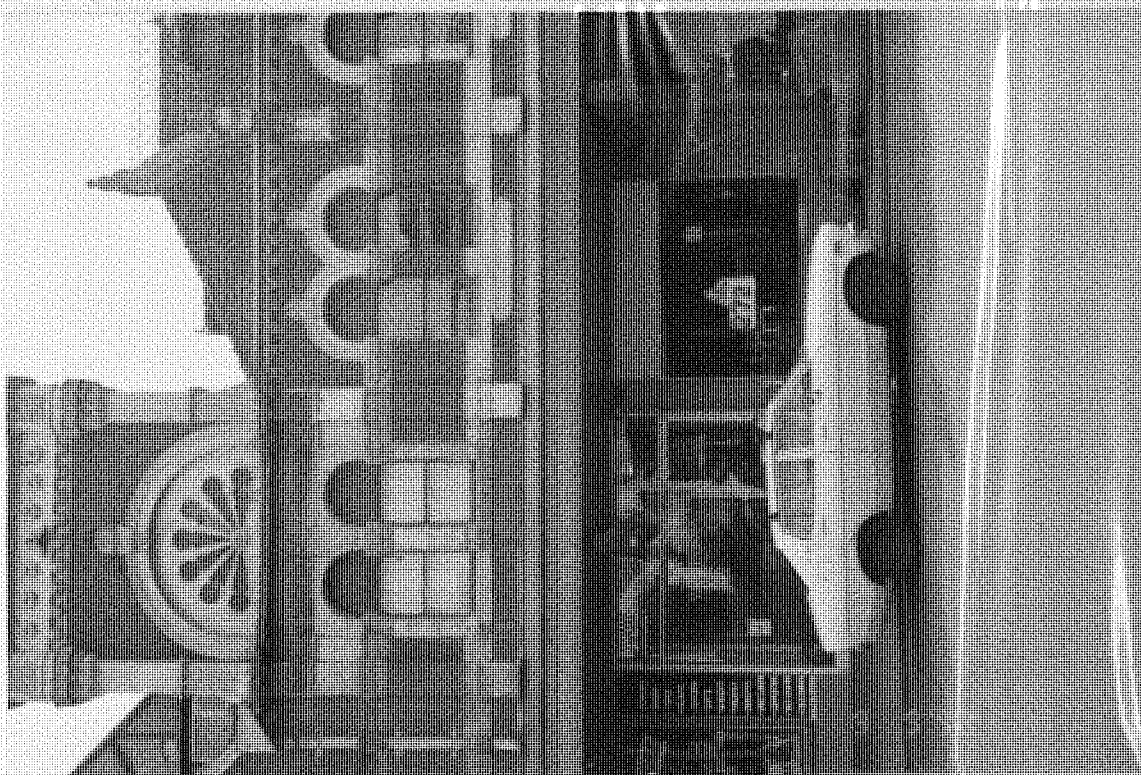
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South Australian Heritage Committee Categorization

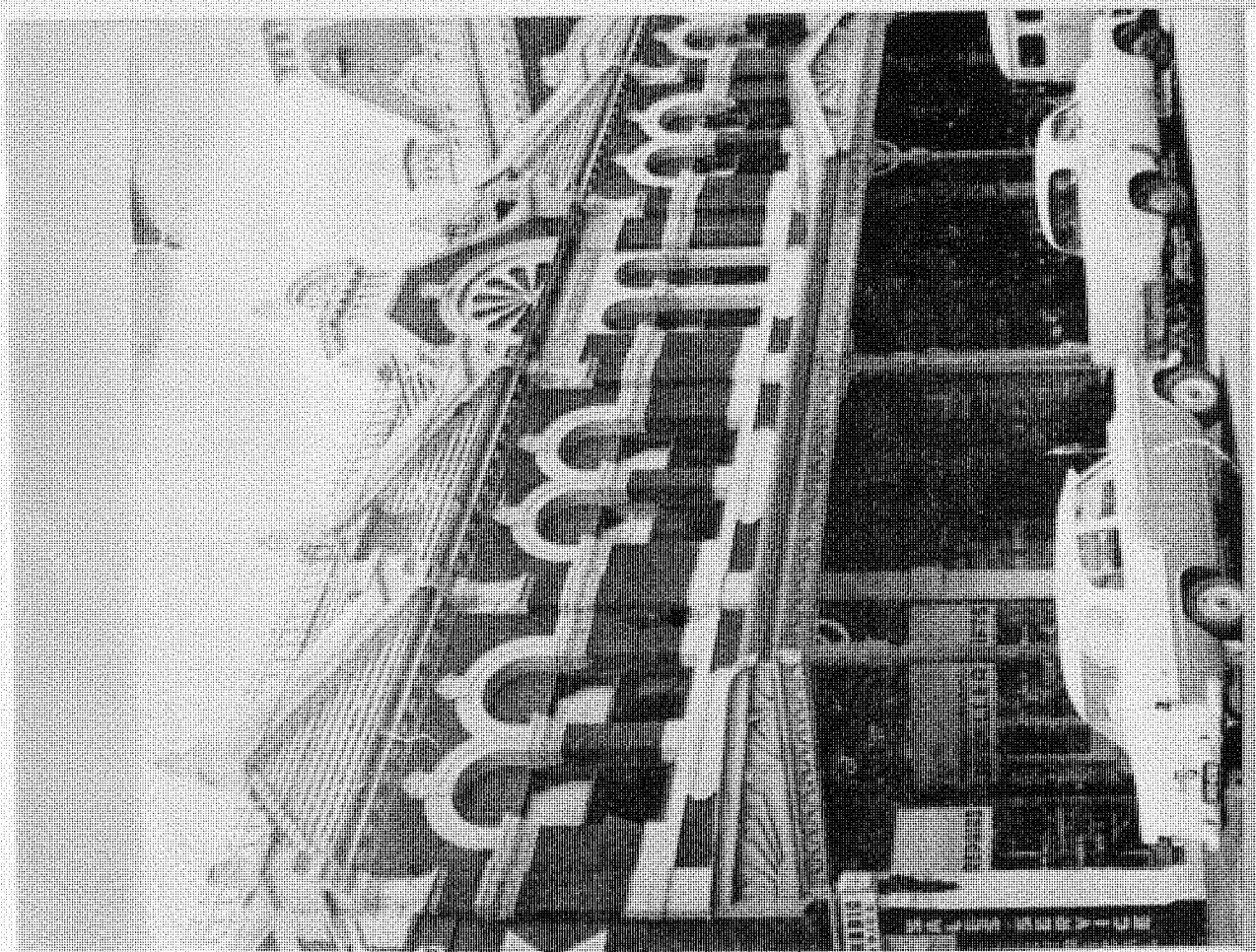
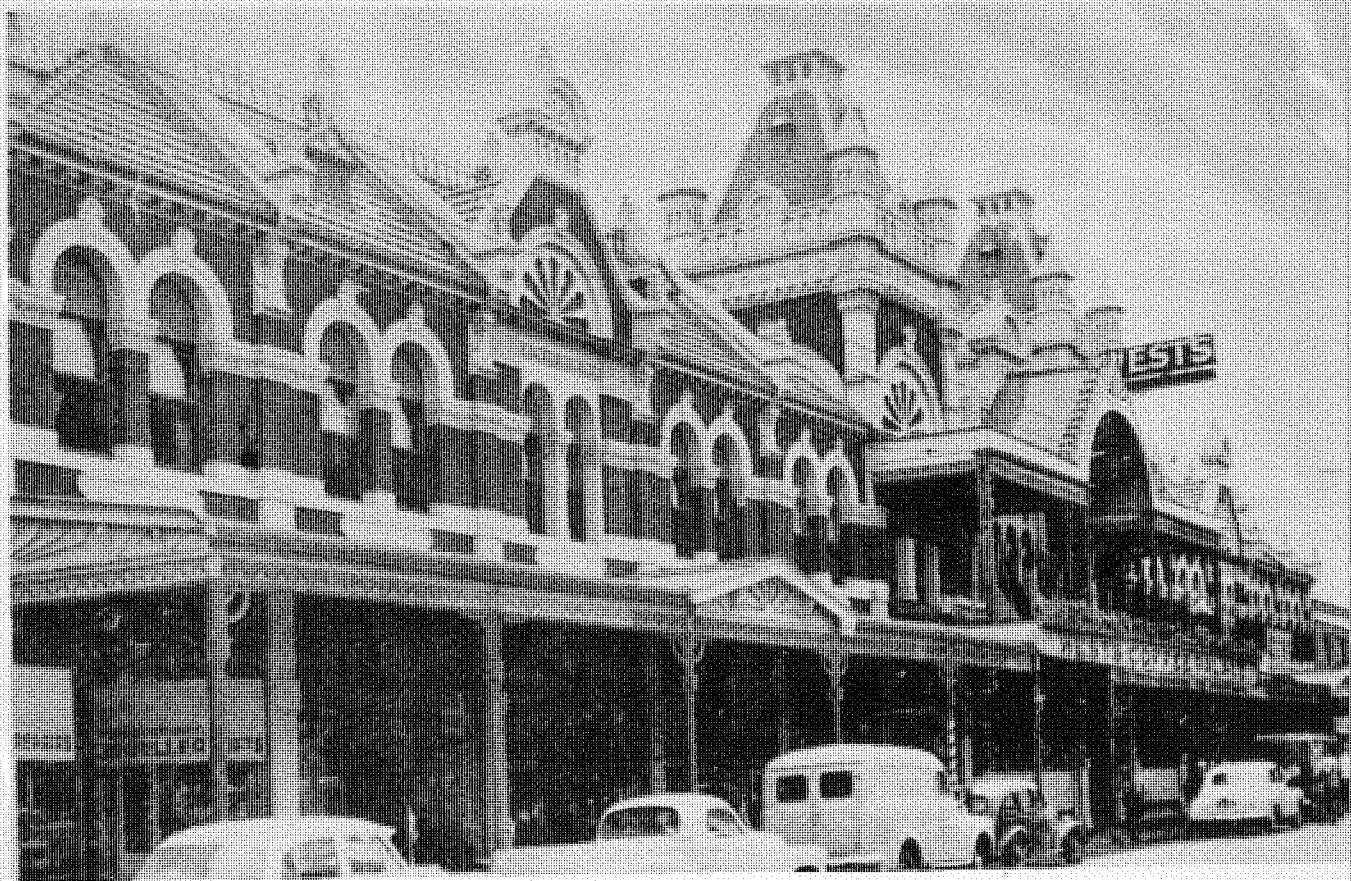
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SOUTH AUSTRALIAN HERITAGE ACT, 1978

Entry of Items on the Register of State Heritage Items

There has been an increased community awareness of the need to protect those buildings and features of our State which reflect our cultural heritage. The South Australian Government has recognised that awareness by passing the South Australian Heritage Act, 1978, for which the Minister for Environment and Planning is responsible. In accordance with the provisions of the Act, the Register of State Heritage Items is being compiled.

Where the Minister considers that an item (defined as any land, building or structure) that is not on the Register is part of the physical, social or cultural heritage of the State and that the item is of significant aesthetic, architectural, historical or cultural interest, then the Minister may enter that item on the Register.

Pursuant to the provisions of the South Australian Heritage Act, 1978, I, Don Hopgood, Minister for Environment and Planning and Minister for the time being administering the said Act, hereby give notice that I have entered on the Register of State Heritage Items and the items described in The Schedule hereunder.

Items listed in The Schedule were previously placed on an Interim List in accordance with the provisions of Section 15 of the South Australian Heritage Act, 1978. Excepting items owned by the Crown and those within the area of the corporation of the city of Adelaide, the remaining items listed in The Schedule are subject to Part V of the Planning Act, 1982. That Act requires that no development, including demolition, conversion, alteration of, or addition to any item, is permitted without the written consent of the relevant Planning Authority. Items within the area of the corporation of the city of Adelaide are subject to the provisions of the City of Adelaide Development Control Act, 1976.

11TH LISTING OF THE REGISTER

<i>Name</i>	<i>Address</i>
Corporation of the City of Adelaide	
Adelaide Gaol.....	Adelaide 5000. Gaol Reserve, section 549, hundred of Adelaide.
John's Emporium.....	Corner Leigh and Hindley Streets, Adelaide 5000. PTA 76 comprised in LG registered in G.R.O. No. 239, book 1, hundred of Adelaide.
Commonwealth Bank.....	23 Currie Street, Adelaide 5000. CT. volume 1950, folio 183, PTA 139, hundred of Adelaide.
Elder House.....	27 Currie Street, Adelaide 5000. CT. volume 1686, folio 79, PTA 139, hundred of Adelaide.
Stables—Warehouse.....	22-26 Divett Place, Adelaide 5000. CT's. volume 4207, folios 638-641 inclusive, allotment 4 of PTA 299, hundred of Adelaide.
Adelaide Electric Supply Co. Converter Station—Former.....	East Terrace, Adelaide 5000. CT. volume 2161, folio 97, PTA 155, CT. volume 1833, folio 71, PTA 154, hundred of Adelaide.
Stock Exchange.....	55 Exchange Place, Adelaide 5000. CT. volume 732, folio 5, PTA 169, hundred of Adelaide.
Bertram House.....	73 Grenfell Street, Adelaide 5000. CT. volume 3142, folio 108, PTA 144, hundred of Adelaide.
Grenfell Street Mail Exchange—Former.....	101-107 Grenfell Street, Adelaide 5000. CT. volume 2148, folio 153, PTA 146, hundred of Adelaide.
Adelaide Electric Supply Co. Power Station—Former.....	243 Grenfell Street, Adelaide 5000. CT. volume 2161, folio 96, PTA 155, hundred of Adelaide.
YWCA Headquarters—Former.....	49 Hindmarsh Square, Adelaide 5000. CT. volume 4185, folio 893, PTA 147, hundred of Adelaide.
Cathedral Hotel.....	47 Kermode Street, North Adelaide 5006. CT. volume 3122, folio 49, PTA 714, hundred of Adelaide.
Bank of Adelaide—Former.....	81 King William Street, Adelaide 5000. CT. volume 1938, folio 191, PTA 140, hundred of Adelaide.
T & G Building.....	82 King William Street, Adelaide 5000. CT. volume 4038, folio 233, PTA 141, hundred of Adelaide.
National Mutual Building—Former.....	91 King William Street, Adelaide 5000. CT. volume 1938, folio 190, PTA 140, hundred of Adelaide.
Dwelling—'Nurney House'.....	Kingston Terrace, North Adelaide 5006. CT. volume 1568, folio 151. PTA's 1027 and 1028, hundred of Adelaide.
Freemason's Hall.....	254 North Terrace, Adelaide 5000. CT. volume 2042, folio 61, PTA 26, hundred of Adelaide.
Aquinas College.....	1 Palmer Place, North Adelaide 5006. CT. volume 167, folio 211, TA 748; CT. volume 727, folio 106, PTA 746; CT. volume 1526, folio 113, TA 747, hundred of Adelaide.
District Council of Burra Burra	
Royal Exchange Hotel.....	Bests Place, Burra 5417. CT. volume 4109, folio 784, part allotment 23 of part section 4, hundred of Koorunga.
Dwellings—Barker of Baldina Homes.....	Chapel Street, Burra 5417. Limited CT. volume B, folio 152, part section 1, hundred of Koorunga.
Dwellings—McBride Cottages.....	Corner Chapel and Bath Streets, Burra 5417. CT. volume 825, folio 140, part allotment J of portions of section 1, hundred of Koorunga.
Koorunga Hotel.....	Corner Kingston Street and Welsh Place, Burra 5417. CT. volume 4214, folio 428, allotment 301 of part section 1, hundred of Koorunga.
Bible Christian Chapel—Former.....	Corner Kingston and Bridge Streets, Burra 5417. CT. volume 2697, folio 64, part allotment 533 of part section 1, hundred of Koorunga.
National Bank.....	Corner Market Street and Mount Pleasant Road, Burra 5417. CT. volume 668, folio 52, part allotment 81 of part section 1, hundred of Koorunga.
Bon Accord Mine Historic Site.....	Corner Railway Terrace and West Street, Burra 5417. CT. volume 3745, folio 8, part allotment 12 of part section 4, hundred of Koorunga.
Stone Wall.....	Commercial Street, Burra 5417. CT. volume 1731, folio 121, part allotments 41 and 49 of portion of section 1, hundred of Koorunga.
Stone Wall.....	Commercial Street, Burra 5417. CT. volume 1363, folio 134, part allotment 75 and allotment 76, hundred of Koorunga.
Commercial Hotel.....	Commercial Street, Burra 5417. CT. volume 3903, folio 100, part allotment 26 of section 1, hundred of Koorunga.