

BAY VIEW HOTEL

C20 22

Place Name and Address: Bay View Hotel
13 Forsyth Street
Whyalla SA 5600

SUMMARY OF HERITAGE VALUE:

Description:

The building is a two storey brick building in Modern style with Art Deco detailing. It occupies a prominent site in the centre of Whyalla on the major intersection of Farrell and Forsyth streets.

Statement of Heritage Value:

The Bay View Hotel is significant both as a major building from the development of Whyalla during the industrial expansion brought on by the Second World War, and as an interesting and rare example of the early buildings of the Modern movement in South Australia.

Relevant Criteria (Under Section 16 of the *Heritage Places Act 1993*):

- (a) It demonstrates important aspects of the evolution or pattern of the State's history as an exemplar of the public facilities necessary for the industrial development of wartime Whyalla
 - (d) It is an outstanding representative of a particular class of places of cultural significance, early Modern buildings in South Australia
 - (e) It demonstrates a high degree of creative, aesthetic or technical accomplishment in its early application of Modern design principles and Art Deco ornament to a hotel building
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RECOMMENDATION:

It is recommended that the Bay View Hotel be provisionally entered in the South Australian Heritage Register.

ASSESSMENT OF HERITAGE VALUE:

(a) It demonstrates important aspects of the evolution or pattern of the State's history.

War industry boosted the population of Whyalla from a few hundred to 7,500 between 1938 and 1945. The lives of many workers in the middle of a war were not made easier by the fact that Whyalla was a raw and primitive settlement on the edge of the desert. To alleviate the situation, BHP and the State government cooperated to supply community facilities and rental housing in order to make living conditions as attractive as possible. While the rest of the country was starved of construction materials, Whyalla had a building boom. The rendered stone Hotel Spencer and brick Bay View Hotel went up in the main street between 1939 and 1941, while the sandstone Savings Bank and Whyalla Hospital were built in 1940. In 1943 the Court House and Whyalla Technical High School both opened. All were attractive and stylish buildings, the two hotels and the Court House fine examples of the Art Deco style. (Stanley 2004, pp. 137-139)

Within six months of the Spencer Hotel being opened there were two more licence applications for new hotels. By all accounts the town was suffering an acute housing shortage where many families lived under one roof and single men had to make do by living in makeshift tents, huts, cubicles, shacks and caravans. There was simply 'no room at the inn' for casual visitors or new semi-permanent or permanent boarders moving to the town for the increasing work becoming available. (*Licensed Victualler's Gazette*, June 1941, p. 12; *Whyalla News*, 26 July 1940)

While the Licensing Board agreed that other hotels were desperately needed, it could only sanction one. The simple fact of the matter was that there was not enough water in the town. The Morgan-Whyalla pipeline was being negotiated at this time and wasn't operational until 1944. As it was, the town was divided into three sections and had to make do with being watered for only a few hours twice a week. As the water supply was provided by an often half empty reservoir, there was limited supply from a seawater condensor and other water from BHP's own supplies. The Superintendent of the BHP works could not provide water for two more hotels, estimated each to use around 22,000 gallons of water per week. The issue of water provision was a major influence in the design of the new Bay View Hotel when Francis Pratten, publican of the 1933 Whyalla Hotel, won the battle for a new hotel licence. The Bay View Hotel was opened just in time for Christmas 1941. Adelaide architects Barrett, Gover & Pointer produced a handsome 'Moderne' structure that made clever use of a high parapet to create the illusion of a flat-roofed building. The design was 'calculated to please the most fastidious city-bred guest' and the bricks and mortar were ornamented to 'delight the sightseer as well'.

(d) It is an outstanding representative of a particular class of places of cultural significance

It might seem surprising that new design movements would flourish in a place so out of the way as Whyalla. But in fact, the developing town of Whyalla was an ideal environment in which to design modern styles. There was little pre-existing built context to conform to, and local people were receptive to new design trends; after all, they were living in an environment where everything was new. And they had access to building materials, which were generally unavailable after 1940. Such was the pace of construction in wartime Whyalla that the two Art Deco hotels were both completed and trading over two years before the completion of those better-known early Modern buildings in Adelaide, the Bank of New South Wales and Deep Acres Apartments.

The Bay View Hotel is one of the more distinctive Art Deco styled buildings of South Australia. Of locally made concrete bricks, the two main elevations to Farrell and Forsyth streets were faced with Hallett's textured buff bricks with variation to give a mottled effect. There was a continuous concrete awning along the two main facades and walls tiled in 6 x 6" cream and buff glazed tiles from pavement level to the underside of awnings.

The tiles were viewed as a feature of the elevations with blue horizontal strip tiles spaced to suit the glazing bars of metal frame windows, giving a continuous horizontal effect from the end of the facade. The awning and the walling up to first level were finished in white cement. At the head of the first floor windows continuous concrete hood treatments finished in white cement, formed an effective finish; the parapets were capped in white cement coping. (*The Builder*, 30 January 1942, p 267).

(e) It demonstrates a high degree of creative, aesthetic or technical accomplishment in the use of Art Deco detail that artfully picks up on Whyalla's industrial environment

The design of the Bay View Hotel with its curved corner facade and vertical projections was then new to South Australia and especially to Whyalla, but the hotel is similar in style to the Hotel Knickerbocker, Bathurst, NSW, and the 1941 Hotel Clare in Broadway, Sydney. Harry Norris also used the style for a six storey building, Mitchell House, in Elizabeth Street, Melbourne in 1938. (Freeland.,1977, p 152; 1968, pp 253, 260)

Picking up on Whyalla's industrial environment, the architects created the tower as the main architectural feature, rising high above the corner entrance. This striking design element, however, was functional, as it camouflaged the concrete storage tank that supplied the hotel's water.

REFERENCES:

BHP Review, June 1944.

The Builder, 30 January 1942, p 267.

Danvers Architects, *Heritage of the Eyre Peninsula and Far West Coast*, 1987.

John Freeland, *The Australian Pub*, 1977, p 152.

John Freeland, *Architecture in Australia, a history*, 1968, pp 253, 260.

Bob Hoad, *Hotels and Publicans in South Australia*, 1986 & 1999

Licensed Victualler's Gazette, June 1941, p12

Peter Stanley, *Whyalla at War*, 2004.

Photographs at Whyalla National Trust Museum.

Patricia Sumerling 'Whyalla's Watering Holes', 2005

Whyalla News, 26 July 1940

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SITE RECORD:

FORMER NAME: n/a

DESCRIPTION OF PLACE: Two storey masonry building in Modern style with Art Deco detailing, in a prominent site on a major intersection

DATE OF COMPLETION: 1941

REGISTER STATUS: **Description:** n/a

CURRENT USE: **Description:** Hotel
Dates: 1941-2007

PREVIOUS USE(S): **Description:** n/a
Dates: -

ARCHITECT: **Name:**
Barrett, Gover & Pointer
Dates: n/a

BUILDER: **Name:** n/a
Dates: n/a

SUBJECT INDEXING: **Group:** Hotels etc
Category: Hotel

LOCAL GOVERNMENT AREA: **Description:** City of Whyalla

LOCATION: **Unit No.:** -
Street No.: 13
Street Name: Forsyth Street
Town/Suburb: Whyalla
Post Code: 5600
Region No.: 12
Region: Eyre Peninsula

LAND DESCRIPTION: **Title Type:** CT
Volume: 5126
Folio: 341 & 342
Lot No.: F 103004 A11 & A12
Section: -
Hundred: Randell

SITE RECORD (Cont.):

AMG REFERENCE:

Zone: 53
Easting: 0741336
Northing: 6342005
Map Sheet: 6431 Whyalla
Map Scale: 1:100,000

OWNER:

Name: Chloe Bay Pty Ltd
Address: 540 Port Road
Town/Suburb: Allenby Gardens
Post Code: 5009

Site Plan



Plan of Bay View Hotel

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Bay View Hotel from intersection of Forsyth and Farrell streets



Bay View Hotel from Forsyth Street



Bay View Hotel from Farrell Street