

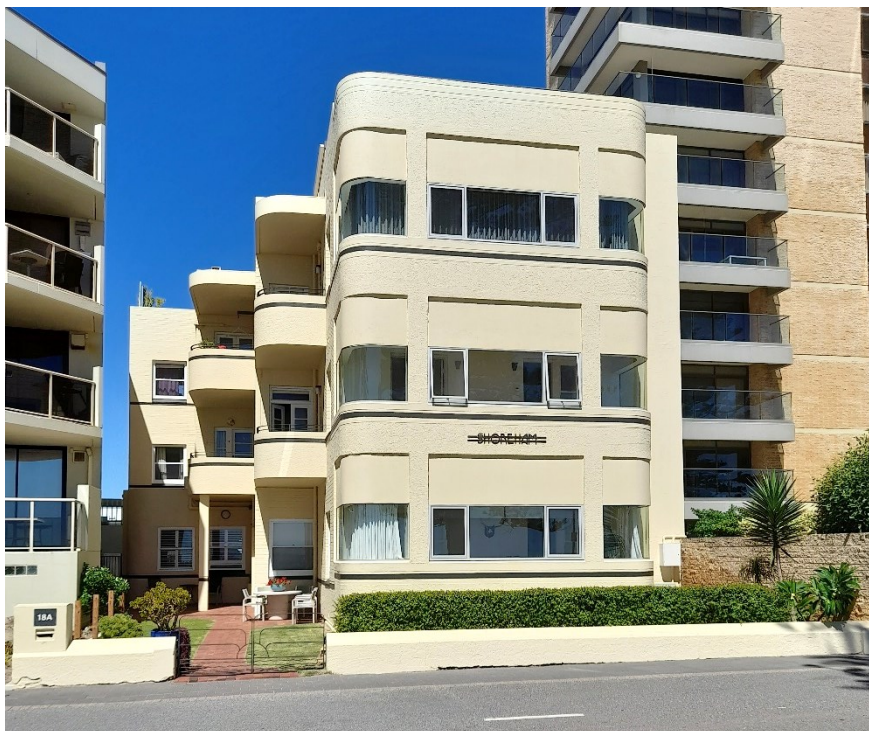
HERITAGE ASSESSMENT REPORT

NAME: Shoreham (flats)

PLACE: 26580

ADDRESS: Karna Country

18A South Esplanade, Glenelg



Shoreham (flats)

Source: DEW Files, 2 February 2024

ASSESSMENT OF HERITAGE SIGNIFICANCE

Statement of Heritage Significance:

As this place is not considered to meet any of the State criteria, a Statement of Heritage Significance has not been prepared.

Relevant South Australian Historical Themes

Shoreham (flats) demonstrates the following themes and subthemes in *Historic Themes for South Australia* (2022):

- 4. Building Settlements, Towns and Cities
 - 4.3 Shaping the suburbs (pre and post WW2)
 - 4.8 Making homes for South Australians

Comparability / Rarity / Representation:

Shoreham (flats) is associated with purpose-built interwar flats, with South Australian architect William (Bill) Lucas and with interwar streamlined architecture. Each is considered in turn below.

Purpose-built interwar flats

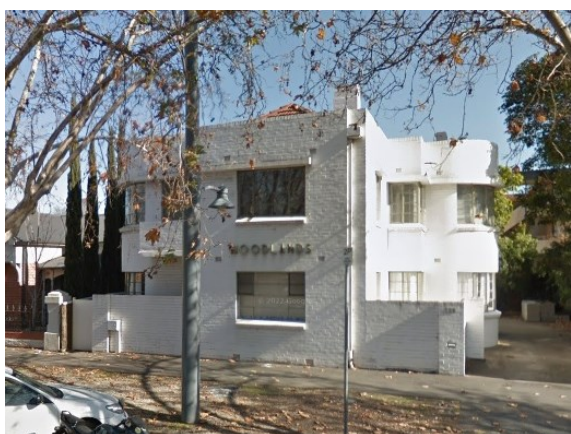
Purpose-built flats emerged during the interwar period in South Australia (1914-1945) as a popular alternative to conventional detached housing, satisfying middle-class demand for modern, low maintenance and conveniently located self-contained accommodation. At least 50 purpose-built flat blocks were built in metropolitan Adelaide and regional centres.

Five purpose-built interwar flats are listed as State Heritage Places, namely:

- Haigh Mansions, 1921, 323 Esplanade, Henley Beach, criteria (a) and (b) (SHP 26578, provisionally entered 2024)
- Everard Court (flats), 1939, 46-48 Anzac Highway, Everard Park, criteria (a), (b) and (e) (SHP 26529, listed 2023),
- Shandon (flats), 1940, 88 Mosely Street, Glenelg South, criteria (a), (b), (d) and (e) (SHP 26550, provisionally entered 2023),
- Woodlands Apartments, 1939-1940, 125 Jeffcott Street North Adelaide, criterion (e) (SHP 26299, listed 2013),
- Dwelling ('Deepacres' Apartments) and Garage at rear, 1942, 283-291 Melbourne Street North Adelaide (SHP 13555, listed 1986).

One early purpose-built flat that precedes the interwar period is listed as a State Heritage Place:

- Ruthven Mansions, 1911-1915, 15-27 Pulteney Street, Adelaide (SHP 13368, listed 1986).



Woodlands Apartments (SHP 26299)

Source: Google Maps



Deepacres Apartments (SHP 13555)

Source: Google Maps

Purpose-built interwar flats attached to the former Semaphore Water Tower, 40 Blackler Street, Semaphore (SHP 10883) and built in 1938 are considered to be excluded from the Water Tower's extent of listing.

Numerous purpose-built interwar flats are listed as Local Heritage Places, namely:

- Haigh Mansions, 1921,¹ 323 Esplanade Henley Beach,
- Sunningdale, 1935, 12 Barnard Street, North Adelaide,
- Rogart (now Millswood Apartments) (subject of this assessment), 1936, 4 Malcolm Street, Millswood,
- Beacon Lodge, 1937, 101 Moseley Street, Glenelg South,
- Burnleigh, 1937, 385 Esplanade, Henley Beach,
- Beachleigh and Secourt, 1937, 20-22 Phillipps Street, Somerton Park,
- Pennsylvania, c1938-1939, 32 Weewanda Street, Glenelg South,
- Beverley, 1939, 40 Anzac Highway, Everard Park,
- Greenway, 1939, 41-51 King William Road, North Adelaide,
- Dwelling and fence (Cranbrook Flats), 1939, 178-180 Goodwood Road, Goodwood,
- Bruceden Court, 1941, 2 Deepdene Avenue, Westbourne Park,
- Windsor, n.d., 317 Esplanade, Henley Beach,
- Apartments and Fence, n.d, 63-65 Thomas Street, Unley.

Several notable examples of interwar flats are not listed in the Register, namely:

- Retten, 1938, 8 Giles Avenue Glenelg, Harold T. Griggs, architect,
- Felicitas, 1940, 75 Wellington Square, North Adelaide, Ron Golding, architect,
- West Linton, 1940, 55 Tarlton Street, Somerton Park, Ron Golding, architect,
- Mornington, 1943-44, 32 Broadbent Terrace, Whyalla, F. Fricker, owner and builder.



Retten, Giles Avenue, Glenelg

Source: Google Maps



Felicitas, Wellington Sq. North Adelaide

Source: www.realestate.com.au

Typical site elements of purpose-built interwar flats include:

- Flats arranged in a multi-storey block or blocks to minimise building footprint while maximising financial return on investment,
- design features to secure privacy, including acoustic measures, spatial arrangement of spaces and views and features to disperse circulation, including rear exits and stairs as appropriate,

- design features to facilitate access to natural light and ensure adequate ventilation, such as arrangement of windows, and provision of openable windows and balconies,
- design features to mitigate domestic labour and enhance convenience, such as built-in furniture,
- provision for sheltered car parking and associated vehicle access, reflecting rising private vehicle ownership,
- communal facilities such as laundries, drying areas, roof terraces, and tennis courts,
- landscaping, including plantings, paths, and fences,
- architectural expression emphasising modernity, in response to the attitudes, values and aspirations associated with flat living,
- amenity through visual conformity to surrounding residential context.

The Australian Institute of Architects South Australian Chapter has identified Dwelling ('Deepacres' Apartments) (SHP 13555), Woodlands Apartments (SHP 26299), Everard Court (SHP 26529) and West Linton (unlisted) as significant examples of twentieth century architecture in South Australia.

William (Bill) Lucas

Bill Lucas was one of many architects practicing in South Australia during the interwar period and one of numerous South Australian architects who began to design buildings in streamlined styles from the mid-1930s. There is one place associated with William (Bill) Lucas in the South Australian Heritage Register, namely the Bonney Theatre, 1938, 2-4 Barwell Avenue, Barmera (SHP 13766, listed 1993).

While Lucas has an entry in the Architects of South Australia Database, little research has otherwise been conducted to contextualise and ascertain the contribution of Lucas' architectural practice to South Australia.

Interwar streamlined architecture

Internationally, no consistent terminology exists surrounding the various styles of the popular modern-idiom architecture created during the interwar period.² In 1989, Apperly et al identified three modern Australian architectural styles which appeared between 1914 and 1940, namely 'Interwar Art Deco',³ 'Interwar Functionalism'⁴ and 'Interwar Skyscraper Gothic.'⁵

Subsequently in 2009, Carol Cosgrove completed the first and to date only comprehensive study of the popular architecture of the interwar period in South Australia. Cosgrove's findings were published in the report "Art Deco: its place in South Australia's architectural heritage"⁶ and the monograph *Moving to the Modern: Art Deco in South Australian Architecture*.⁷

Most scholarly writers including Cosgrove, Apperly et al, Thorne⁸ and Meikle⁹ identify at least two key strands of popular interwar architecture. The first strand appeared in the mid-1930s and was characterised by vertical emphasis and extensive use of

stylised decoration not derived from any one historical precedent.¹⁰ The Frontage of Shop (former Sands & McDougall Pty. Ltd. building) (1934, SHP 26202) is an exemplar of this strand. The second strand appeared in the mid-to-late 1930s and was characterised by horizontal emphasis, 'sweeping curves'¹¹ and clean lines with minimal decoration. This strand is exemplified by the former Port Adelaide Council Chambers, (1938, SHP 10931) and Everard Court (flats) (SHP 26529). Shoreham (flats) (subject of this assessment) is consistent with this second strand.

Cosgrove implicitly refers to the first, predominantly vertical strand as 'Art Deco,' corresponding with Apperly et al's Interwar Art Deco and explicitly refers to the second, predominantly horizontal strand as 'Streamline Moderne' or 'Moderne', corresponding loosely with Apperly et al's Interwar Functionalism.

Some writers including Cosgrove also use the phrase Art Deco as an umbrella term for both the vertical and streamlined styles. Meanwhile *Encyclopedia of Australian Architecture* features conflicting entries on both Art Deco¹² and Moderne;¹³ the latter entry also considers Moderne to be an umbrella term for both.

This assessment draws upon the findings of both Apperly et al and Cosgrove. It adopts descriptive terminology namely 'interwar streamlined architecture' instead of Streamline Moderne to avoid confusion between Cosgrove's term 'Moderne' and Modernism. Interwar streamlined architecture is understood to have borrowed uncritically from Modernist aesthetics, materiality, form and planning where expedient, but did not draw upon a sophisticated awareness of Modernist design philosophy.

The key features of interwar streamlined architecture in South Australia may include:

- bold, asymmetrical massing of simple geometric shapes,
- clean lines and minimal decoration,
- plain surfaces, light-toned cement and face brick,
- horizontal emphasis with contrasting vertical relief
- wrap-around bands and rounded corners,
- long horizontal spandrels or balconies,
- cantilevered elements including balconies or hoods,
- stairs expressed by vertical emphasis,
- corner windows,
- porthole windows,
- steel or bronze window frames,
- curved glass,
- glass bricks,
- flat roofs or conventional roofs concealed by parapets,
- hipped, Marseille terracotta-tiled roofs in a domestic context,
- architecturally integrated lettering.

While not listed as examples of interwar streamlined architecture, the following State Heritage Places exemplify the style:

- Dwelling and Flat (former Office/Garage) designed by Christopher Smith in the Art Deco Style for his own residence [Greenaways], c1938, 3 Prospect Road, Prospect, criteria (e) (SHP 26301, listed 2010), identified by Cosgrove as a defining example of Streamline Moderne in a domestic context,
- Town Hall [former Port Adelaide Council Chambers], 1938, 163 St Vincent Street, Port Adelaide (SHP 10931, listed 1980),
- Woodlands Apartments, 1939-1940, 125 Jeffcott Street, North Adelaide, criteria (e) (SHP 26299, listed 2013),
- Forum Cinema [Piccadilly Cinema], 1940, 181-189 O'Connell Street, North Adelaide (SHP 13496, listed 1986),
- Capri Cinema (former New Goodwood Star, later New Curzon), 1941, 141 Goodwood Road, Goodwood (SHP 10670, listed 1990).



**Dwelling and Flat [Greenaways]
(SHP 26301)**

Source: Google Maps



**Port Adelaide Enfield Council Offices
(SHP 13555)**

Source: Google Maps

**Assessment against Criteria under Section 16 of the *Heritage Places Act 1993*.
All Criteria have been assessed using the 2020 Guidelines.**

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

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place should be closely associated with events, developments or cultural phases which have played a significant part in South Australian history. Ideally it should demonstrate those associations in its fabric.

Places will not normally be considered under this criterion if they are of a class of things that are commonplace, or frequently replicated across the State, places associated with events of interest only to a small number of people, places associated with developments of little significance, or places only reputed to have been the scene of an event which has left no trace or which lacks substantial evidence.

Shoreham (flats) is associated with the historic theme, Building Settlements, Towns and Cities and specifically, Shaping the suburbs (pre-WW2).

Modern flat living emerged as an entirely new lifestyle, predominantly for the very wealthy, in the early twentieth century in South Australia. The first bespoke multistorey flats built in South Australia was Dwelling – Ruthven Mansions (SHP 13368), constructed in the City of Adelaide in two stages, 1912 and 1915. The impacts of the First World War subsequently halted the further construction of flats and only a few examples of bespoke flats were built before the 1930s. After the war the reconfiguration of existing homes into flats emerged as an expedient means to provide more affordable homes for people in desirable locations. However, these conversions, while conveniently located, did not necessarily provide the conveniences associated with modern living.

Purpose-built interwar flats, most of which were built between 1935 and 1942, further democratised modern flat living, bringing the new lifestyle within reach of middle-income earners in line with social change. Purpose-built interwar flats responded to demand for housing in popular areas and on transport routes and represent the first wave of urban infill to occur in South Australia. The designers and financiers of purpose-built interwar flats sought to increase the number of occupants that could be housed on a suburban block while simultaneously improving the quality of life of those occupants.

While Shoreham (flats) may have demonstrated this new modern way of living when it was built in 1938, it has since undergone numerous changes (see Physical Description) that have substantially undermined the intactness and thereby integrity of the place. As a result, Shoreham (flats) no longer demonstrates purpose-built interwar flats and in turn, modern flat living. Compared to other places with substantially the same associations such as Everard Court (flats) (SHP 26529) and Shandon (flats) (SHP 26560) (see Comparability/Rarity/Representation), Shoreham (flats) is no longer considered to meet the threshold for listing at the State level. As this threshold has not been met, other tests have not been considered.

It is recommended that the nominated place **does not fulfil** criterion (a).

(b) it has rare, uncommon or endangered qualities that are of cultural significance.

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place should demonstrate a way of life, social custom, industrial process or land use which is no longer practised, is in danger of being lost, or is of exceptional interest. This encompasses both places which were always rare, and places which have become scarce through subsequent loss or destruction.

Places will not normally be considered under this criterion if their rarity is merely local, or if they appear rare only because research has not been done elsewhere, or if their distinguishing characteristics have been degraded or compromised, or if they are at present common and simply believed to be in danger of becoming rare in the future.

Shoreham (flats) is associated with purpose-built interwar flats and with modern flat living. While interwar flats are uncommon, Shoreham (flats) is not considered to meet the threshold for listing at the state level due to the loss of distinguishing qualities.

It is recommended that the nominated place **does not fulfil** criterion (b).

(c) it may yield information that will contribute to an understanding of the State's history, including its natural history.

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place should provide, or demonstrate a likelihood of providing, information that will contribute significantly to our knowledge of the past. The information should be inherent in the fabric of the place. The place may be a standing structure, an archaeological deposit or a geological site.

Places will not normally be considered under this criterion simply because they are believed to contain archaeological or palaeontological deposits. There must be good reasons to suppose the site is of value for research, and that useful information will emerge. A place that will yield the same information as many other places, or information that could be obtained as readily from documentary sources, may not be eligible.

There is no evidence to suggest that Shoreham (flats) will yield meaningful information about the history of South Australia that is not currently known. Shoreham (flats) is well documented by other sources, including images, books and newspaper articles.

It is recommended that the nominated place **does not fulfil** criterion (c).

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

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place should be capable of providing understanding of the category of places which it represents. It should be typical of a wider range of such places, and in a good state of integrity, that is, still faithfully presenting its historical message.

Places will not be considered simply because they are members of a class, they must be both notable examples and well-preserved. Places will be excluded if their characteristics do not clearly typify the class, or if they were very like many other places, or if their representative qualities had been degraded or lost. However, places will not be excluded from the Register merely because other similar places are included.

Shoreham (flats) is associated with the class of place known as purpose-built interwar flats. The Shoreham (flats) has undergone many changes since 1938 and no longer exhibits the principal characteristics that define the class to an outstanding level when compared to other places of the class.

It is recommended that the nominated place **does not fulfil** criterion (d).

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

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place should show qualities of innovation or departure, beauty or formal design, or represent a new achievement of its times. Breakthroughs in technology or new developments in design would qualify, if the place clearly shows them. A high standard of design skill and originality is expected.

Places would not normally be considered under this criterion if their degree of achievement could not be demonstrated, or where their integrity was diminished so that the achievement, while documented, was no longer apparent in the place, or simply because they were the work of a designer who demonstrated innovation elsewhere.

Shoreham (flats) has undergone numerous changes since it was built in 1938. These changes have substantially undermined the intactness and integrity of the place to the extent that it is no longer considered to meet the threshold for listing under criterion (e) when compared to other places with similar attributes such as Everard Court (flats) (SHP 26529) and Shandon (flats) (SHP 26560) (see Comparability/Rarity/Representation).

It is recommended that the nominated place **does not fulfil** criterion (e).

(f) it has strong cultural or spiritual association for the community or a group within it.

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place should be one which the community or a significant cultural group have held in high regard for an extended period. This must be much stronger than people's normal attachment to their surroundings. The association may in some instances be in folklore rather than in reality.

Places will not be considered if their associations are commonplace by nature, or of recent origin, or recognised by a small number of people, or not held very strongly, or held by a group not widely recognised, or cannot be demonstrated satisfactorily to others.

Shoreham (flats) has cultural associations for people who appreciate and celebrate interwar architecture. For instance, Shoreham (flats) has been recognised by the Adelaide Chapter of the Art Deco and Modernism Society of Australia Inc. However, Shoreham (flats) is only one of many places to which this group has an attachment. Many other architecturally important buildings are also celebrated and promoted by them in a similar manner.

Shoreham (flats) may also have cultural associations for past and present residents, While it is possible that some individuals who have lived in the building may have a strong cultural and/or spiritual attachment to the place there is no evidence to suggest that they form a group that would be broadly recognised by the South Australian community as being historically important.

It is recommended that the nominated place **does not fulfil** criterion (f).

(g) it has a special association with the life or work of a person or organisation or an event of historical importance.

Criterion arguments have considered the *Guidelines for State Heritage Places*:

The place must have a close association with a person or group which played a significant part in past events, and that association should be demonstrated in the fabric of the place. The product of a creative person, or the workplace of a person whose contribution was in industry, would be more closely associated with the person's work than would his or her home. Most people are associated with many places in their lifetime, and it must be demonstrated why one place is more significant than others.

Places will not generally be considered under this criterion if they have only brief, incidental or distant association, or if they are associated with persons or groups of little significance, or if they are associated with an event which has left no trace, or if a similar association could be claimed for many places, or if the association cannot be demonstrated. Generally the home or the grave of a notable person will not be entered in the Register unless it has some distinctive attribute, or there is no other physical evidence of the person's life or career in existence.

Shoreham (flats) was designed by Adelaide architect William (Bill) Lucas in 1938. However, alterations to the physical fabric have impacted the intactness and integrity of Shoreham to such an extent that it no longer demonstrates reasonable evidence of an association with the work of Bill Lucas.

It is recommended that the nominated place **does not fulfil** criterion (g).

PHYSICAL DESCRIPTION

Shoreham (flats) is a three-storey block of brick and reinforced concrete flats, with remnants of a roof terrace and remnants of an original front fence. As associated freestanding block of two two-storey townhouses, located at the eastern end of the allotment, was built at the same time as Shoreham (flats).

Since its completion in 1938, Shoreham (flats) has undergone numerous changes, including:

- reconstruction of western elevation reinforced concrete balconies, including loss of original rendered concrete texture finish and insertion of vertical structural members,
- reconstruction of cantilevered reinforced concrete 'hoods' over balconies on western elevation,
- replacement of curved, steel-framed western elevation window frames,
- replacement of some timber sash window frames with anodised aluminium frames,
- enclosure of one ground-floor balcony to create a new room,
- demolition of cantilevered reinforced concrete service stairs on southern side,
- removal of original 'Shoreham' lettering,
- rear elevations flush-rendered (originally red face brick),
- construction of fourth storey living areas on top of original roof terrace,
- external shower and laundry drying areas removed,
- ground floor foyer terrazzo removed,
- all original bathroom and kitchen fit-outs replaced,
- some internal walls removed or altered,
- front and rear fences altered,
- original landscaping lost,
- new front gate.

HISTORY

Flats emerged during the interwar period in South Australia (1914-1945) as an alternative to conventional detached housing, predominantly for the suburban middle classes.¹⁴

Nineteenth-century multiple unit housing in South Australia typically comprised a series of attached houses, with standardised floorplans, extending across the street frontage and commonly known as row cottages and terrace houses.¹⁵ Unlike these nineteenth-century types, purpose-built interwar flats comprised two or more self-contained dwellings built on a single allotment, typically stacked to form a freestanding, multi-storey block and usually set back from the allotment boundaries. Purpose-built flats were designed with flexible plans that considered light, ventilation, privacy and exterior communal open space or gardens. Individual self-contained flats within a

block could be spread across a single floor, known as a simplex flat, or across two floors, known as a duplex flat.

During the interwar period the terms 'flats' and 'maisonettes' were sometimes used interchangeably, however the term 'maisonette' typically refers to a pair of single-storey, self-contained and usually symmetrical flats sharing a common party wall.¹⁶ The term 'apartment' was seldom used in South Australia during the interwar period.

The emergence of flats in South Australia

South Australia's first purpose-built flat development was Ruthven Mansions (15-27 Pultney Street, SHP 13368), commissioned by English developer¹⁷ R. F. Ruthven Smith,¹⁸ designed by Adelaide architects A. Barham Black and H. E. Fuller and built in 1912, with a second stage designed by Black and built by Walter Torode¹⁹ in 1915. When completed Ruthven Mansions represented a national watershed²⁰ in the development of apartment buildings and introduced modern flat living into South Australia. Unlike the purpose-built flats of the late 1930s, Ruthven Mansions was designed for a relatively wealthy clientele and boasted numerous innovative features which remained unusual or unique for flats built throughout the interwar period, such as automatic doors, mechanical ventilation, central vacuum cleaning and an electric lift.²¹

Ruthven Mansions was created in response to a nation-wide contemporary trend away from large 'mansion' home ownership by the wealthy, which began in the first decade of the twentieth century.²² This trend was driven by several factors, including the rising value of city and metropolitan land,²³ changing aesthetic values away from 'ponderous Victoriana' in favour of modern American and European styles and evolving lifestyle preferences towards 'simplicity and convenience'²⁴ facilitated by rapidly advancing technology.

The abandonment of large mansions was accelerated during and after the First World War due to the 'servant problem.'²⁵ Depletion of men from the labour pool due to the war relaxed social barriers enabling more women to gain employment in traditionally male domains such as shops, factories²⁶ and offices, work environments which came to be preferred by women to domestic service.

By 1919, the *Register* noted that the dearth of servants was having 'a decidedly slumping effect' on the values of 'all big residential properties' in Adelaide, alleging that some of Adelaide's 'wealthiest families' were living in hotels or flats.²⁷ Many large homes sold off from the late 1910s onwards were converted to other uses including boarding houses,²⁸ private hospitals, rest homes and flats,²⁹ a process that accelerated into the 1920s and 1930s.

Flat conversions

Improvised flats resulting from dwelling conversions were inevitably less satisfactory than purpose-built flats and were widely considered to be 'regressive and anti-modern.'³⁰ Floorplans were more or less constrained by the external envelope of the

building, reducing the penetration of natural light and limiting the efficacy of ventilation. Floors and walls were not soundproofed, readily transmitting sound between flats. Converted flats were typically accessed from doors leading off an internal corridor³¹ directly into the living areas, offering less privacy than purpose-built flats, where individual, external front and back entrances were preferred.³² Unlike purpose-built flats, converted flats did not always possess a self-contained kitchen and/or bathroom and toilet facilities, further compromising privacy.

Reliable statistics are not available; however, it is understood³³ that most flats built during the interwar period were conversions of existing dwellings rather than new flats built for purpose. While fewer in number than converted flats, it was purpose-built flats which became most strongly associated with modern flat-dwelling lifestyles in the public consciousness.

Purpose-built flats in the 1920s

After Ruthven Mansions and prior to the mid-1930s, few purpose-built flat developments occurred in South Australia. Notable exceptions included Victor Mansions at Glenelg (1919, demolished),³⁴ built as an investment by builder George A. Rule and Haigh Mansions at Henley Beach (LHP, 1921),³⁵ built for Alfred Haigh, proprietor of Haigh's Chocolates.

The First World War curtailed new construction in South Australia and afterwards, new private home ownership was encouraged and subsidised throughout the 1920s through numerous government and private initiatives including: the Commonwealth War Service Homes Scheme; the state government's Thousand Homes Scheme; and the construction industry's 'Own Your Own Home' publicity campaign, which encouraged home ownership over renting.³⁶

Thus the 'overwhelming demand for homes'³⁷ which helped fuel the 1920s construction boom³⁸ was largely satisfied through mass construction of suburban bungalows for middle income earners and to a lesser extent, an abundance of older housing stock suitable for conversion into flats.

In 1928, realtors Wilkinson, Sando & Wyles Ltd reported a demand for 'high-grade' flats suitable for new arrivals to Adelaide accustomed to 'first-class' flat accommodation in cities elsewhere in Australia and overseas.³⁹ However, before this emerging demand could be satisfied with new purpose-built flats, the Depression (1929) brought the South Australian construction industry to a halt.⁴⁰

The heyday of purpose-built interwar flats 1935-1942

Over 50 developments of purpose-built interwar flats have thus far been identified as being built (1919-1943) in South Australia, with the majority constructed after 1935 when improving economic conditions coincided with demand.⁴¹ Flat-building was further spurred during the late 1930s due to a 'severe' shortage of housing caused by the Depression⁴² and reluctance of financial institutions to approve second mortgages to pay for housebuilding, a practice which had been widespread in the

1920s.⁴³ Purpose-built flats continued to be built until building restrictions during the Second World War brought an end to all non-essential construction.

Purpose-built flats, which allowed multiple dwellings to fit into a typical suburban block, were predominantly built as a response to land shortages in desirable areas.⁴⁴ Thus, most purpose-built flats were sited along public transport corridors, including on train, tram and bus routes and on main roads such as the redeveloped Bay Road that became Anzac Highway; in the band of suburbs around the city, such as North Adelaide, Unley and Kensington, close to city employment opportunities; and in seaside resorts such as Glenelg, Somerton and Semaphore, where flats supported a transient seasonal population.⁴⁵

Because stacked flats could not be sold⁴⁶ on individual Certificates of Title, blocks of flats were normally owned by a single investor or syndicate of investors, with most of the flats in a block let out to tenants. During the late 1930s flats represented profitable and reliable⁴⁷ investment opportunities for both owner-occupier and non-occupier landlords, and for builders.⁴⁸

As elsewhere in Australia, women participated strongly in the rise of South Australian purpose-built flats, 'whether as occupants, owners, investors or developers.'⁴⁹ Notable flat developments built for women as investments include Banyanah Flats, 1939, 18 Esplanade cnr Bickford Terrace, Somerton Park (heavily modified), for Kathleen Martin of Minlaton and Shandon, 88 Moseley Street, Glenelg South (SHP 26560), built for Edith Duncan as owner-occupier. Offering a greater return on investments than detached houses⁵⁰ or maisonettes, the emergence of flats as a new housing type helped to make real estate investment a profitable economic activity for middle income earners during the 1930s.

*William (Bill) Lucas*⁵¹

William (Bill) Lucas (1 January 1882 – 3 February 1966) was born in Kensington, London. Belonging to a family of established builders, Lucas served an apprenticeship as a bricklayer and rose to the position of foreman bricklayer before commencing his architectural education at King's College, London. He spent two years in the office of J. B. Fulton ARIBA while attending evening classes at the Royal Academy and subsequently became an associate of the Royal Institute of British Architects in 1912.

In 1914, Lucas travelled to Australia when Adelaide draper Charles Moore engaged him as a structural consultant on the design of Moore's new department store on Victoria Square (Office – Samuel Way Building, SHP 13412). Lucas also designed the marble staircase. After the First World War Lucas chose to settle in Adelaide and commenced private practice from c.1920.

During the Second World War Lucas served in the Royal Australian Engineers working on projects such as internment camps. He also practiced in association with Russell and Yelland between 1940 and 1945, then resumed private practice in 1946 before taking on his former student George Parker as a partner in 1948. Lucas became an

Associate of the South Australian Institute of Architects in 1930, a Fellow in 1944 and also served on the Architects Registration Board. He retired in 1956.

During the 1920s Lucas favoured traditional Tudor and Cotswold styles but began designing in streamlined styles from the mid-1930s, notably extensions to the Barmera Hotel, comprising a second storey (1936), the Bonney Theatre at Barmera (1938, SHP 13766), and Shoreham (flats) (1938).

Shoreham (flats)

On 8 February 1938, Eileen Gertrude Kiernan acquired Allotment 8 of Block 20, laid out as Saltram on Section 204, Hundred of Noarlunga. In c.1938 Eileen and her husband Edward Owen, who were former Glenelg publicans, commissioned William Lucas to design a three-storey block of purpose-built flats and a separate block comprising two two-storey townhouses on Allotment 8.

The block was subsequently named 'Shoreham' after a block of flats where Eileen had stayed during a trip to the United States during 1937. Shoreham (flats) was built by Kensington Park-based contractor Samuel Burr, with decoration by A. R. Green, and was completed by December 1938. The main block featured six flats across three floors, a roof terrace or sun deck and associated amenities including laundry facilities, drying areas, an outdoor shower, extensive landscaping including 'spacious lawns and beautiful rockeries' and front and rear fences.⁵² Eileen Kiernan sold the property in 1954.

Chronology

Year Event

- 1912 First stage of Ruthven Mansions, Adelaide's first modern flat development, completed for R. F. Ruthven Smith.
- 1915 Second stage of Ruthven Mansions completed.
- 1919 Charles W. Rutt designs Victor Mansions, Glenelg, for A. Rule.
June, the *Register* newspaper reports on the 'servant problem.'
- 1921 Haigh Mansions completed for Alfred Haigh.
- 1924 Thousand Homes Scheme announced.
- 1928 October, Wilkinson, Sando and Wyles report shortage of 'high-grade' flats.
- 1935 January, *News* reports modern flats in demand.
June, *Mail* newspaper reports modern flats 'scarce' in Adelaide.
August, Glenelg Council attempts to ban semi-detached houses and flats in new subdivisions.
- 1938 8 February, Eileen Gertrude Kiernan acquires Allotment 8 of Block 20, laid out as Saltram on Section 204, Hundred of Noarlunga.**
Eileen Gertrude and husband Edward Owen Kiernan commission Adelaide architect William (Bill) Lucas to design Shoreham (flats) on Allotment 8.
December, Shoreham (flats) is completed.
- 1954 Eileen Kiernan sells Shoreham (flats).**

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Archival

CT 296/23

CT 2187/4

SITE RECORD

NAME:	Shoreham (flats)	PLACE NO.:	26580
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DESCRIPTION OF PLACE: Three-storey brick and reinforced concrete flats

DATE OF CONSTRUCTION: 1938

REGISTER STATUS: Identified 8 December 2022

LOCAL HERITAGE STATUS: N/A

CURRENT USE: Flats
1938-Present

ARCHITECT: William (Bill) Lucas
1938

BUILDER: S. Burr
1938

LOCAL GOVERNMENT AREA: City of Holdfast Bay

LOCATION:

Street No.:	18A
Street Name:	South Esplanade
Town/Suburb:	Glenelg
Post Code:	5045

LAND DESCRIPTION:

Title Reference:	CT 5044/304 S3797 U1; CT 5044/305 S3797 U2; CT 5044/306 S3797 U3; CT 5044/307 S3797 U4; CT 5044/308 S3797 U5; CT 5044/309 S3797 U6; CT 5044/310 S3797 U7; CT 5044/311 S3797 U8; CT 5044/312 COMMON PROPERTY STRATA PLAN 3797
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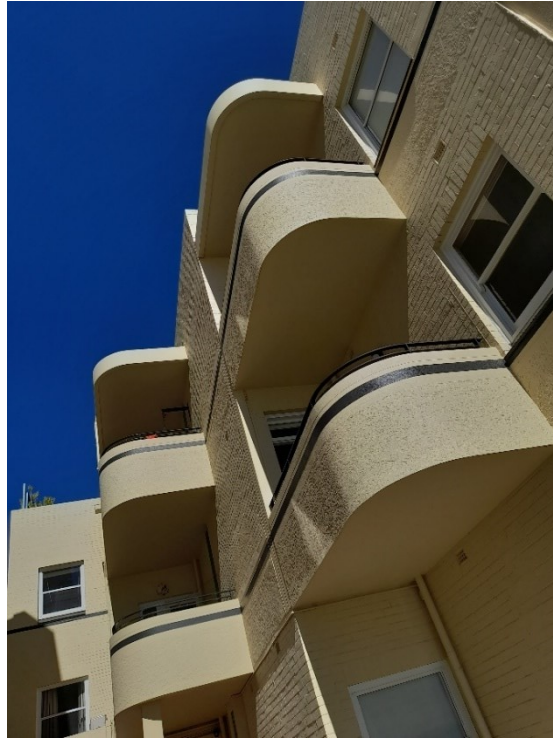
Hundred: Hundred of Noarlunga

MAP REFERENCE: 34°59'3.14"S 138°30'39.49"E

PHOTOS

NAME: Shoreham (flats)

PLACE NO.: 26580



Reconstructed (new) balconies and balcony hoods



Reconstructed (new) balconies and balcony hoods, note wall transition and new vertical structural member

PHOTOS

NAME: Shoreham (flats)

PLACE NO.: 26580



Shoreham (flats) rear elevation



New structure built on former roof terrace area



Former location of demolished reinforced concrete service stairs on southern side



Former location of demolished reinforced concrete service stairs on southern side



Rear view of freestanding townhouse block



Remaining original window with integrated sliding flyscreen

PHOTOS

NAME: Shoreham (flats)

PLACE NO.: 26580



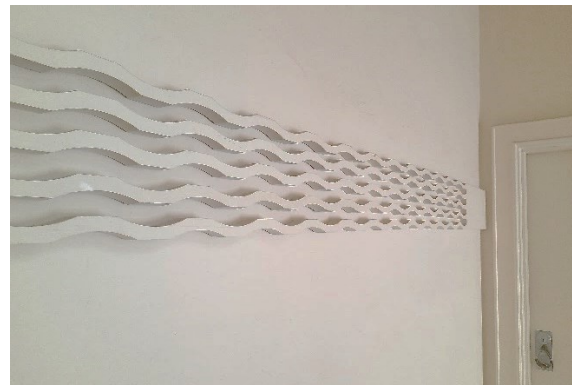
Internal stairwell with original terrazzo



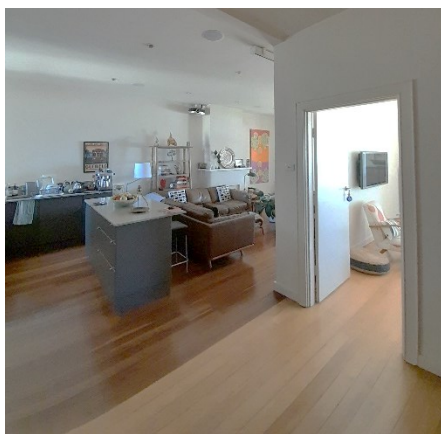
Internal stairwell showing original terrazzo treads, railing and new tiles



Typical fireplace with original built-in shelves



Decorative fretwork in foyer



Interior of typical flat showing removed internal wall (note floor transition)



Hot water service penetrating original service hatch

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- ¹⁸ "Additions to Ruthven Mansions. Well up to Date." in *Register* 7 May 1915 p. 10
- ¹⁹ "Additions to Ruthven Mansions. Well up to Date."
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- ²¹ Susan Marsden, Paul Stark and Patricia Sumerling (eds), *Heritage of the City of* p. 119
- ²² Michael Page, *Sculptors in Space: South Australian Architects 1836-1986* (1986) Adelaide SA: Royal Australian Institute of Architects (South Australian Chapter) p. 119
- ²³ Michael Page, *Sculptors in Space* p. 119
- ²⁴ Michael Page, *Sculptors in Space* p. 119
- ²⁵ Caroline Butler-Bowdon and Charles Pickett, *Homes in the Sky: apartment living in Australia* (2007) Carlton VIC: Miegunyah Press p. 36
- ²⁶ Caroline Butler-Bowdon and Charles Pickett, *Homes in the Sky* p. 37
- ²⁷ "The Passing of the Mansion Home." in *Register* 12 June 1919 p. 5; see also Bridget Jolly "Unley Park, South Australia: selected twentieth century and later domestic architecture Vol. 1" (2012) p. 272
- ²⁸ Fran Smith, "Adelaide's interwar flats: a new form of housing for a new world" in *Bibliofile* (2, 2021) p. 10
- ²⁹ "The Passing of the Mansion Home."
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- ³⁷ Michael Page, *Sculptors in Space* p. 134
- ³⁸ In South Australia, 1925-1926 were the peak years for subdivision and new house construction during the interwar period; Town Planning Committee *South Australia, Report on the Metropolitan Area of Adelaide* (P. P. 95) (1965) Adelaide SA: Government of South Australia p. 31
- ³⁹ "Shortage of Flats" in *Mail* 27 October 1928 p. 12
- ⁴⁰ Town Planning Committee South Australia, *Report on the Metropolitan Area of Adelaide* p. 32
- ⁴¹ "Modern Flats Still Scarce in Adelaide"
- ⁴² "Housing Shortage Still Acute, Tendency Towards Rise in Rents, Flats Popular" in *Advertiser* 14 March 1938 p. 25
- ⁴³ "Acute Housing Shortage, Problem for City" in *News* 21 January 1937 p. 4
- ⁴⁴ "Protest Against Ban on Flats" in *News* 13 September 1935 p. 4; in Perth, purpose-built flats were typically built in response to demand rather than as a result of speculation, see Jenny Gregory and Robyn Taylor, "'The Slums of Tomorrow?'" p. 86
- ⁴⁵ "Modern Flats Still Scarce in Adelaide"; Similar patterns emerged in interwar Perth; see Jenny Gregory and Robyn Taylor, "'The Slums of Tomorrow?'" p. 90.
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- ⁴⁷ Jenny Gregory and Robyn Taylor, "'The Slums of Tomorrow?'" p. 84
- ⁴⁸ Jenny Gregory and Robyn Taylor, "'The Slums of Tomorrow?'" p. 82
- ⁴⁹ Helen Bennett, *Interpreting the Modern: Flatland in Brisbane* p. 8
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- ⁵¹ This section is adapted from Alison McDougall, "Cheesman, Jack Denyer" in *Architects of South Australia Database*
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