

## FORMER LIBERAL CLUB BUILDING

175-177 North Terrace

The construction of the Liberal Club Building in 1925 marked the consolidation of the Liberal party and illustrated a confidence in its future. The club was formed in 1912 to purchase the property belonging to Dr W.A. Verco at 17 North Terrace as accommodation for the Liberal Union.

A capital of £15 000 was divided into 15 000 £1 shares, the club being an investment company known as the Liberal Club Ltd. Incorporated. Its purposes included the acquisition of property and any rights or privileges which the company thought necessary for the purpose of carrying out its objects.

By 1924 the Liberal Club was prosperous enough to have a building designed and constructed at a cost of about £54 000 at 175 North Terrace. The seven storey building was completed in 1925 by builders J. King and Son to the design of architect Frank H. Counsell.

The *Builder*, 17 September 1924, described the building under construction as a skeleton and floors of reinforced concrete filled in with brick. 'A building of such height, surrounding other tall buildings, requires special treatment for light and air. In this case the demand for light is met by six light areas, and by glazed partition walls . . .'. The architect had ensured equable temperature in the rooms by



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means of cavity walls and a super roof so that concrete ceilings over the top storey would not be chilled by rain nor heated by the sun.

Accommodation for the Liberal Union was on the first floor of the building and comprised clubrooms with billiard tables, card room, reading and writing room, ladies lounge and a balcony. Rooms above the first floor were let as offices, which were '. . . admirably located for the medical and dental professions', the balconies being '. . . convenient for patients resting after a light operation'.

On the ground floor was a public hall with a dance floor and seating for 150 people. The basement combined a large cafe for smokers and a somewhat smaller one for non-smokers. The cafe was called the 'Piccadilly Tea Rooms' run by Mesdames d'Arenberg and Twiss. By the 1930s it was known as the 'Wentworth Tea Rooms'. Other tenants initially were six doctors, Sir Sidney Kidman and the University Club.

The building is of architectural importance because of its eclectic composition of structural elements and details. The building shows a similar approach to composition in its facade as the adjacent Verco building although it is more successful in the articulation and modulation of the 'high-rise' facade. Dominated by deep balconies between prominently detailed bow windows, the facade is robustly handled with great use made of the interplay of

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light and shade. The facade is vertically terminated by a great arch above the tiered balconies on the top-most floor. The interior was upgraded to contemporary office accommodation standards but externally retains its considerable streetscape and representative value. It is also an important example of a building being refurbished and given a new lease of life. The building is to be incorporated into the Myer redevelopment and only the facade is to remain.

This is one of a collection of buildings which is a significant feature of North Terrace, one of a group of four illustrating a stage in the historical evolution of 'high-rise' buildings in Adelaide.

ACA, *Annual report 1923*, p. 65, Assessments 1924, 1925; *Builder*, 17 September 1924; Liberal Club, Memorandum and articles of association of Liberal Club Limited; MLSA, Historical photographs (Town Acre 18); *South Australian Directory*, 1925.

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.

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.*

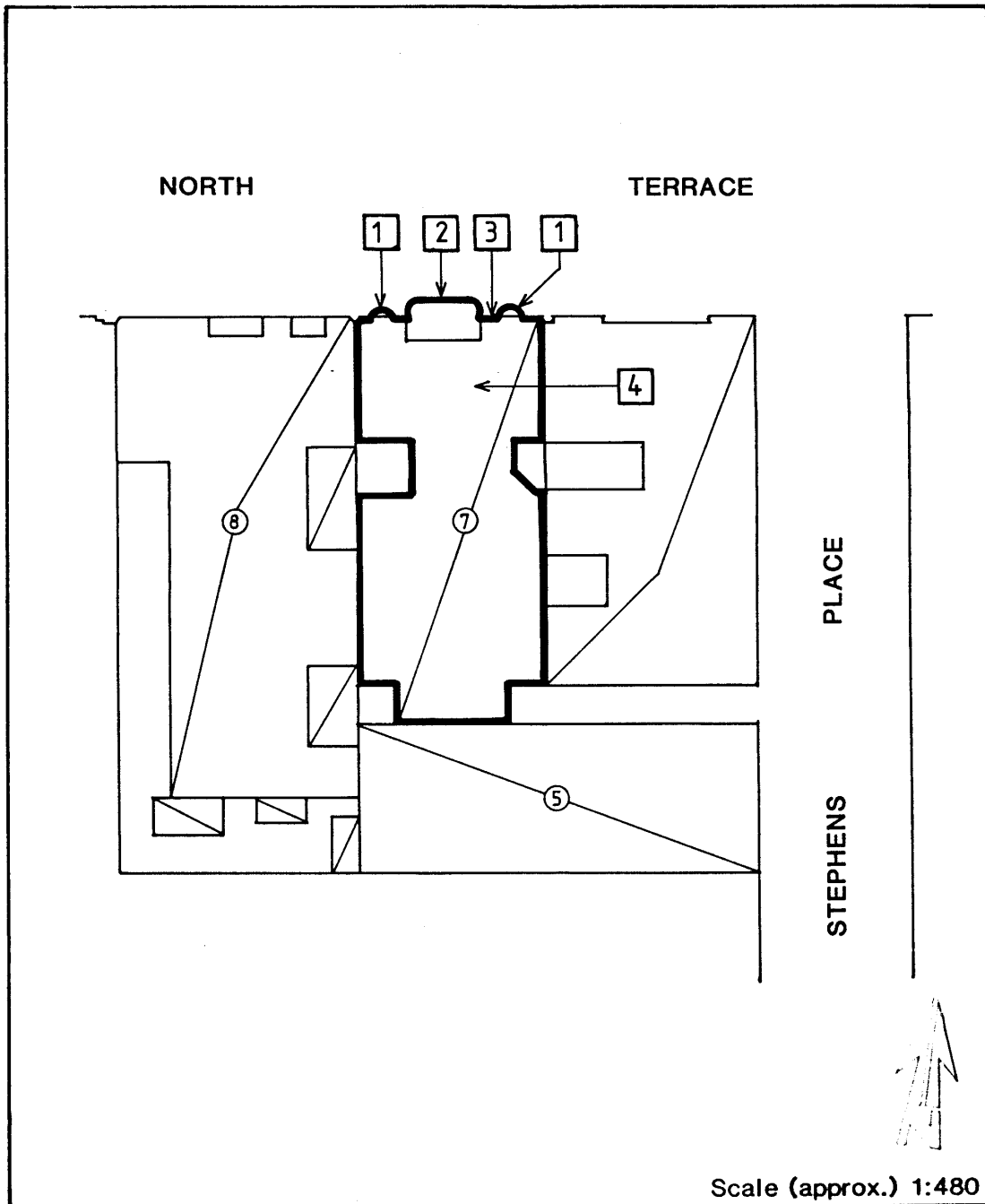


# CITY OF ADELAIDE HERITAGE STUDY

## The City Heritage Register - Definition of Items

Prepared by the Dept. of Planning and Development

Item	Former LIBERAL CLUB BUILDING	Building No	3/0105
Address	175-177 North Terrace		CT 4169/556*



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#### NOTES:

1. Bow window.
2. Balcony.
3. Rendered facade, strong horizontal rustication, extensive stucco enrichment.
4. Renovated 1981 - Refurbished interior, aluminium window frames at ground floor level.

\* (Conservation site comprises that part of the above CT to a depth of 20 metres from the North Terrace alignment.)