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The Chief Executive,
City of Norwood, Payneham & St Peters,
Town Hall,
175 The Parade,
Norwood SA 5067

Re: Draft Residential Development (Zones and Policy Areas) – Development Plan Amendment

Dear Sir,

As Kensington residents of more than 20 years at 9 Richmond Street we were dismayed to find that the current Development Plan Amendment proposes the delisting of 296 The Parade Kensington, as a local Heritage Place, we understand in response to a former administrative error.

We are surprised that this is the case as the 1994/95 Heritage Survey for the City of Kensington Norwood prepared by Mark Butcher Architects recommends it as a local Heritage Place and provided the following commentary:

Description: An interesting and unusual two storey Edwardian red-brick corner-shop with chamfered corner entrance. Notable for its exploitation of its 45-degree corner location and an attractive Gothic gable over the corner chamfer. Appears to be relatively intact and in good condition for its age. The brick has been painted and a modern cantilevered verandah added.

History: Circa early 1900's.

Streetscape Contribution: Located on the corner of Regent Street, which intersects at 45 degrees with the Parade. The shop was built to fit this angle and as result is a prominent building. It contributes significantly to the historic streetscape of the Parade and Kensington.

Significance: (Relevant Development Act Criteria (Section 23(4)): (a),(b),(d)): This building is an unusual and distinctive example of an Edwardian corner-shop. It is associated with the development of Kensington and Norwood at the end of its 1880's-1890's boom period (4a) and with the way of life found in Norwood at that time. The building is attractive architecturally (4d) and is a major element in the Parade streetscape. It contributes significantly to the historic character of the Parade.

Development Implication: Retention and protection of the original form of the building, its setting and all associated original building fabric, as viewed from the road.

RECOMMENDATION: *Local Heritage Place*

In our view as Architects, who have undertaken considerable heritage work 296 The Parade is worthy of its Local Heritage Place status meeting the following criteria as defined by the Development Act 1993:

(a) It displays historical, economic or social themes that are of importance to the local area

Kensington's history as the first suburban settlement in Adelaide developed before the prevailing north/south alignment of the Adelaide metropolitan area is an anomaly in Adelaide's grid road system. This building expresses this anomaly with its unique triangular shape, the perimeter walls adhering to both Kensington's layout and the east/west alignment of The Parade and is the most distinctive building in Kensington to do so.

The Heritage Survey assessment states that:

This building is an unusual and distinctive example of an Edwardian corner-shop. It is associated with the development of Kensington and Norwood at the end of its 1880's-1890's boom period (4a) and with the way of life found in Norwood at that time

(d) It displays aesthetic merit, design characteristics or construction techniques of significance to the local area

The building with its two storey triangular form is distinctive architectural composition.

The Heritage Survey assessment states that:

The building is attractive architecturally (4d) and is a major element in the Parade streetscape. It contributes significantly to the historic character of the Parade.

(f) It is a notable landmark in the area

This building is Kensington's most notable landmark with its prominent Parade location and its unusual form alerting people to Kensington's unusual grid layout. The building is equivalent albeit on a modest scale to New York's Flat Iron building, an iconic building, both buildings equally embrace the geometry of their unique locations.

The Heritage Survey assessment states:

Streetscape Contribution: Located on the corner of Regent Street, which intersects at 45 degrees with the Parade. The shop was built to fit this angle and as result is a prominent building. It contributes significantly to the historic streetscape of the Parade and Kensington.

In our professional opinion 296 Parade is a worthy Local Heritage Place and should be retained as such in the Development Plan for the City of Norwood, Payneham and St Peters.

Unfortunately we will not be able to make a personal representation on the 5th of March as we have a long standing Festival commitment but we endorse the representation made by the Kensington Residents Association.

Yours Sincerely

Susan Phillips & Michael Pilkington

Enc: Heritage Survey Extract 296 The Parade.

cc: Kensington Residents Association