

ATTACHMENT A



Alexandria Hotel 35 Henderson Road, Eveleigh



City of Sydney Archives Mark Stevens Collection 48588

Heritage Assessment Report

Prepared for
City of Sydney

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Tanner Kibble Denton Architects Pty Ltd
ABN 77 001 209 392

PO Box 660 Darlinghurst NSW 1300 Australia
52 Albion St, Surry Hills NSW 2010 Australia

T +61 2 9281 4399
F +61 2 9281 4337
www.tkda.com.au

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1 INTRODUCTION

1.1 Background and purpose of the report

This Heritage Assessment Report has been prepared on behalf of the City of Sydney. It has been prepared to determine if the Alexandria Hotel at 35 Henderson Road, Eveleigh, has sufficient heritage significance to warrant inclusion in Schedule 5 of Sydney Local Environmental Plan 2012. 35 Henderson Road is not presently listed as a heritage item by the City of Sydney.

1.2 Methodology and terminology

This report follows the general guidelines for Statements of Heritage Impact, set out in the NSW Heritage Manual, Heritage Office and Department of Urban Affairs and Planning (1996).

This report also follows the methodology and terminology described in *The Conservation Plan*, Sydney, National Trust of Australia (NSW), 7th edition 2013 by Dr J. S. Kerr and in the Australia ICOMOS *Burra Charter*, 2013 as described below. The methodology of these documents is combined with the NSW Heritage Council's heritage criteria to formulate an assessment of cultural significance (refer Section 3).

J.S. Kerr's *The Conservation Plan* considers the concept of cultural significance according to three qualities: The ability of a place to demonstrate a process, event, custom or style; associational (historical) links for which there may be no surviving evidence; and formal or aesthetic qualities.

The process of assessment of culturally significant places set out in the Australia ICOMOS *Burra Charter* breaks the concept of significance into "historic", "aesthetic", "technical/scientific" and "social" categories.

1.3 Author identification

This document was prepared by Dr Roy Lumby, Senior Heritage Specialist and Megan Jones, Practice Director of Tanner Kibble Denton Architects.

1.4 Limitations

A partial inspection of the ground floor of the hotel was undertaken. It was limited to the public bar areas and the space formerly occupied by the dining room. The first floor of the building was not inspected.

Until 1996 the hotel was located in Alexandria. The boundaries of Eveleigh were confirmed and gazetted in July 1996. Historically and comparatively the building is associated with Alexandria, which has informed the historical and comparative sections of this report.

1.5 Site location and description

The subject property is located on the north western corner of the intersection of Henderson Road and Garden Street. It is identified as Lot A Deposited Plan 82630. It is bounded on the west by Vice Chancellor's Oval. Open areas on the northern and western side of the building are utilised as a landscaped beer garden.

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Figure 1 Location of the Alexandria Hotel. The hotel is highlighted.
Source: Google Earth with TKD Architects overlay.



Figure 2 Site plan (not to scale).
Source: Google Earth.



1.6 Acknowledgments

The authors gratefully acknowledge the assistance of the following in the preparation of this Heritage Assessment Report.

- Ben Arnfield, Archivist, City of Sydney Information Services.
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2 HISTORICAL BACKGROUND

2.1 Early site history

The site of the Alexandria Hotel is part of 566.5 hectares acres granted to William Hutchinson on 27 May 1823. Hutchinson, who was transported to Sydney in 1799, was appointed Principal Superintendent of Convicts and Public Works in 1814. Hutchinson, Daniel Cooper and others established a water powered flour mill on Crown land at Waterloo around 1818. The land was granted to Hutchinson by Governor Brisbane in recognition of his public service. Hutchinson sold his Waterloo Estate to Daniel Cooper and Solomon Levey in 1825. When Solomon Levey died in 1833 all his property was transferred to Daniel Cooper. Cooper's Estate at Waterloo passed to his great nephew William on his death in 1853.

The Estate was held in trust until William came of age in October 1872. During the 1850s, the trustees began offering 99 year leases (with building covenants) for a nominal ground rent. On 1 April 1857 a widow who lived in Redfern, Catherine Goodfellow, leased land bounded by Gerard Street, Raglan Street (Henderson Road from December 1897, named after a mayor of Alexandria) and Garden Street. Mrs Goodfellow used the land as an investment, developing it over the next twenty years.

In 1858 the area became part of the newly incorporated Municipality of Redfern. Two years later the Municipality of Waterloo was formed, Alexandria forming its west ward. Alexandria was named after Princess Alexandria in 1863. A petition for formation of a new Municipality was produced following rapid growth in the area in the 1860s and the Municipality of Alexandria was incorporated in 1868.

The area consolidated in the 1870s. Catherine Goodfellow entered into a sublease with the recently formed Municipal Council and leased an allotment to it in September 1872, which became the site of a town hall.¹ She appears to have been living on the corner of Raglan and Garden Street (the site of the Alexandria Hotel) by 1873 and undertaking residential development on other parts of her land.² The Alexandria Family Hotel was trading by November 1874.³ Denis Gunning is listed as licensee of the hotel in *Sands directory* for 1875 to 1877 and John Donovan in the 1879 and 1880 editions.

In May 1879 Catherine Goodfellow offered the leasehold of her substantial property for sale. It included the Alexandria Hotel - "most substantially erected brick premises on stone foundation, slate roof, containing balcony, bar, side entrance, 8 rooms and kitchen, with cellar in basement, good yard" - along with four "brick verandah cottages", a shop and dwelling, butcher's shop, two building allotments on Raglan Street and 10 allotments of land on which stood cottages and Alexandria Council Chambers.⁴

The lease was assigned to Mathew McNamee on 14 July 1879.⁵ Catherine Goodfellow died just over a year later, on 2 October 1880, at the age of 81. Goodfellow's sale may in part have been influenced by the resumption in 1878 of a large portion of the Waterloo Estate for the Eveleigh Railway yards. The sale of the lease may also have precipitated the construction of a new town hall - land was acquired to the south of the Alexandria Hotel in Garden Street in 1879 and the town hall was completed in 1881.

¹ Old Systems Title Book 132 Number 186 dated 10 September 1872.

² Advertisement regarding the erection and completion of a brick house in Raglan Street, *Sydney Morning Herald*, 21 March 1873, p.1.

³ *Sydney Morning Herald*, 2 November 1874, p.4.

⁴ Auction notice, *Sydney Morning Herald*, 28 April 1879, p7.

⁵ Old Systems Title Book 192 Number 835.



Figure 3 Portion of a map of the Municipality of Alexandria, 1885. The south eastern tip of the Eveleigh railway yards can be seen at top left. The Alexandria Hotel is in close proximity to the railway yards, as are seven other hotels.
Source: Historical Atlas of Sydney, Atlas of the Suburbs of Sydney circa 1885-1890.



Figure 4 Footprint of the Alexandria Hotel (highlighted) and development in its vicinity in 1888, some of which was initiated by Catherine Goodfellow. The site of the existing hotel is at least in part further to the north of the original site.
Source: State Library of NSW, Metropolitan Detail Series, Alexandria, Sheet 4, 1888.



The new leaseholder, Mathew McNamee, was born in Ireland in 1844 and arrived in NSW at the age of 19. He was initially employed as a clerk at the Sydney GPO and subsequently worked as a mail guard on the main western railway line. McNamee was transferred to Orange around 1877. He died in July 1906, leaving a widow and eight children.⁶ The lease passed to members of his family. During the time McNamee was leaseholder there was a succession of licensees listed in *Sands directory*: Robert Bates (1882 edition); Thomas Hunt (1883-84 editions); John Corcoran (1885-86 editions); Mrs Mary A Wisher (1887 edition); Richard Kelly (1888 edition); A R Eva (1889 edition); Ellen Wallace (1890-92 editions); John Evans (1893-98 editions); Edward Sullivan (1899 edition); Robert Whitton (1900 edition); and Charles M Cooke 1901-07 editions). After this there was Mrs F J Smith (1908), Thomas Collins (1909-20 editions); Walter Page (1921 edition); A Rafferty/J Rafferty 1922-1929 editions); and Joseph Healion (1930- 1932/33 editions). Healion retained the license until 1948.⁷

The title of the Alexandria Hotel was transferred to the Chief Commissioner for Railways on 5 September 1912, thus ending any association with the Cooper family.⁸ However, the leasehold remained in the possession of the McNamee family. In September 1920 the Alexandria Hotel was sub-let to major brewers Tooth & Co for 15 years. Amongst the conditions of the lease was the requirement to complete refurbishment works underway on the hotel.⁹ The building's days, however, were numbered.

In 1922 Alexandria Council decided to undertake a program of road improvements because of increased volumes of heavy traffic resulting from the consolidation of industry in area during and after World War I. Botany Road was reconstructed and widened between 1923 and 1925.¹⁰ The Council was contemplating widening Henderson Road in 1926 and the Main Roads Board confirmed its intention to widen both it and Mitchell Road in 1927.¹¹ Initially widening only extended between Botany Road and Garden Street.



Figure 5 Looking south along Garden Street to Henderson Road, June 1926. The Alexandria Hotel was a prominent element, in part due to the bold advertising signage on its side wall. Development initiated by Catherine Goodfellow can be seen to its right.
Source: State Library of NSW digital order number d1_02974.

⁶ "Mr Matthew McNamee, Orange", *The Catholic Press*, 26 July 1906, p.24.

⁷ *Sands Sydney and suburban directory*; Christine Edney, *Where have all the drinking holes gone?*, no pagination.

⁸ Old Systems Title Book 977 Number 916.

⁹ Old Systems Title Book 1201 Number 415.

¹⁰ *Alexandria: the Birmingham of Australia*, pp.26-27.

¹¹ "£34,000 for Roads", *Evening News*, 22 September 1927, p.16.



Figure 6 Demolition along the northern side of Henderson Road between Wyndham and Garden Streets, 23 November 1927. The Alexandria Hotel can be seen in the centre of the photograph and is yet to be demolished.
Source: State Records, digital identification number 20224_a038_000316.



Figure 7 Enlargement of part of Figure 4, showing the Alexandria Hotel.
Source: State Records, digital identification number 20224_a038_000316

On 4 April 1934 the McNamee assigned the lease of the hotel to Tooth & Co and then on 5 June 1934 the Commissioner for Railways conveyed the property title to the brewery. Tooth & Co acted quickly to modernise the property. This was no doubt precipitated by the ongoing widening of Henderson Road. The Alexandria was rebuilt to the design of architects Rudder & Grout.

Roy Dyson Rudder (1897-1975) studied at the Sydney Technical College during the 1910s. He registered as an architect in June 1923. At that time he was working for Tooth & Co. By August 1926 he had entered into partnership with Reginald Edwin Grout (1903-1949). Grout received his architectural education at Sydney Technical College who registered as an architect in April 1926. He worked as a draftsman with the architectural firm of Wilson Neave & Berry after which he joined Tooth & Co's Architectural Department, where he met Roy Rudder.

From that time until the 1940s the partnership undertook an immense body of work for Tooth & Co that included new hotels and alterations to existing premises. They were responsible for other significant buildings as well, including the Olympic swimming pools at Enfield, Granville and North Sydney, and the dignified Petersham Town Hall. However, the enactment of National Emergency Regulations by the Federal Government in the early 1940s and its severe restrictions on building activity led to the dissolution of the partnership in February 1942. Grout entered into a new business, the Welding and Fabricating Co, which was associated with munitions production. Rudder continued in architectural practice and in 1945 was one of the founders of NSW's significant post World War II architectural practices, Rudder, Littlemore & Rudder. Grout worked on hotel commissions and projects for the Housing Commission after the war but died suddenly at his Northbridge home in June 1949.¹²

The contract for the construction of the new Alexandra Hotel was awarded to A D Dengate in the middle of July 1934 and demolition of the old hotel commenced around the beginning of August.¹³ It would have been completed the following year.

Tooth & Co applied to bring the property under the provisions of the Real Property Act in April 1936.¹⁴

¹² "The Late R G Grout", *Building and Engineering*, 25 July 1949, p.61.

¹³ "Building and Construction", *Sydney Morning Herald*, 17 July 1934, p.6; "New Works. Colourful Hotels", *Sydney Morning Herald*, 7 August 1934, p.6.

¹⁴ Primary Application 32630.

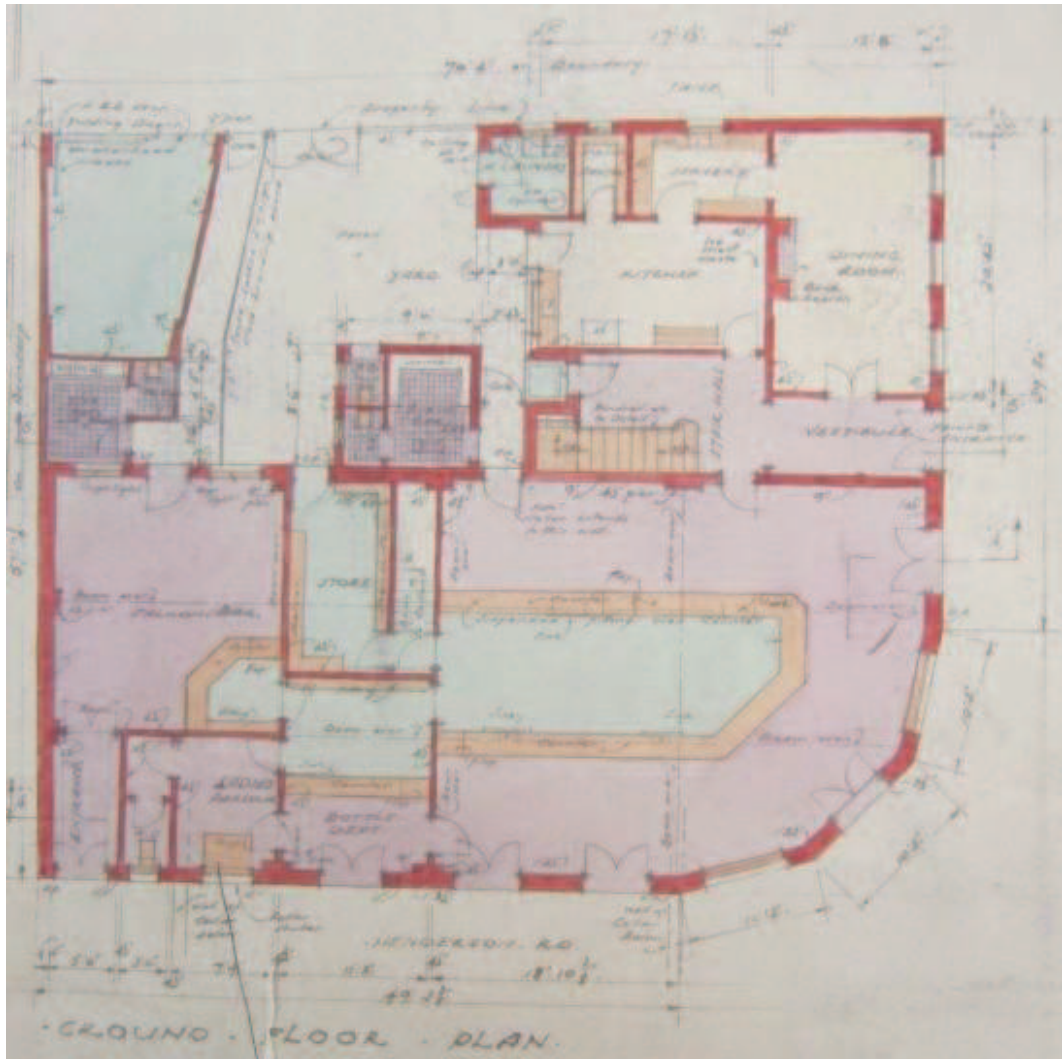


Figure 8 Portion of a drawing prepared in the office of Rudder & Grout during the first half of 1934 describing the ground floor plan of the new Alexandria Hotel. The large public bar contrasts with the smaller saloon bar at the opposite end of the building.
Source: State Records AO Plan 69569.



Figure 9 Portion of a drawing prepared in the office of Rudder & Grout during the first half of 1934 describing the first floor plan of the new Alexandria Hotel.
Source: State Records AO Plan 69569.

The planning of the Alexandria Hotel was conventional for this period, reflecting the requirements of the Licenses Reduction Board and current legislation. The public bar, saloon bar, bottle department and a diminutive ladies' parlour were all aligned with Henderson Road. Although discrete spaces, they were linked by continuous serving space behind the bars serving the public and saloon bars and the bottle department. A dining room, separated from the bar areas by a vestibule and stair giving access to the first floor, faced Garden Street. Behind it was the hotel kitchen.

The first floor contained ten bedrooms and separate communal male and female bathrooms. Guest amenity was enhanced by a large sitting room overlooking Garden Street, which opened onto a generous balcony on the corner of the building.

The exterior of the hotel was conservative in appearance and did not demonstrate any particular architectural style, although with its hipped tiled roof and multi-paned window sashes it was domestic in scale and character. The classical columns in the balcony imparted an air of respectability.

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Figure 10 Portion of a drawing prepared in the office of Rudder & Grout during the first half of 1934 describing the Henderson Road facade of the new Alexandria Hotel.
Source: State Records AO Plan 69570.



Figure 11 Portion of a drawing prepared in the office of Rudder & Grout during the first half of 1934 describing the Garden Street facade of the new Alexandria Hotel.
Source: State Records AO Plan 69570.

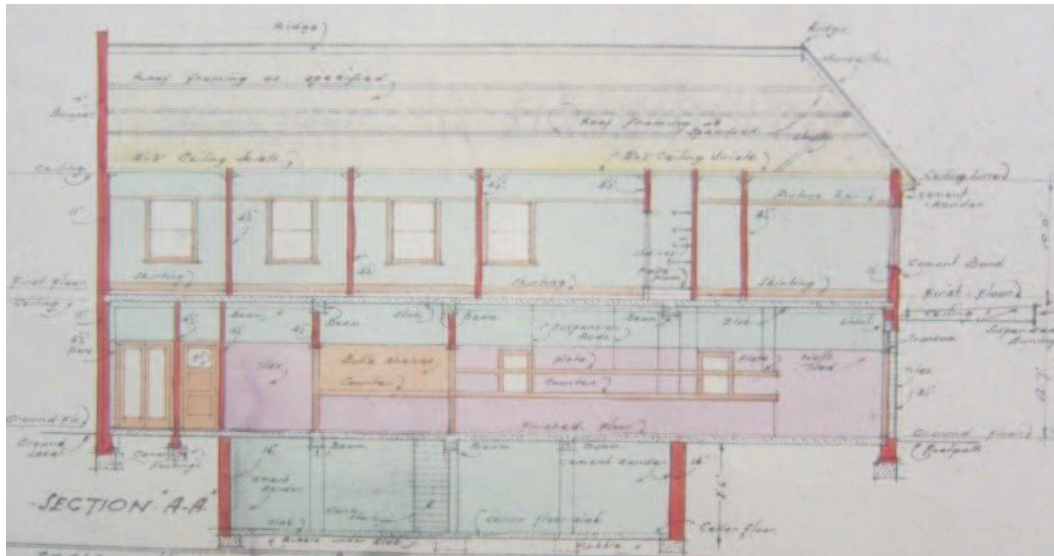


Figure 12 Portion of a drawing prepared in the office of Rudder & Grout during the first half of 1934 describing a cross section through the new Alexandria Hotel.
Source: State Records AO Plan 69570.



Figure 13 The Alexandria Hotel photographed not long after completion. The stepped parapet above the balcony was removed during or after the second half of the 1980s. It contained the name of the hotel, reflecting a common practice of the 1930s.
Source: <http://www.alexandriahotel.com.au/history.aspx>



Figure 14 Views of the Alexandria Hotel in the context of Henderson Road and Garden Street, December 1936 and August 1939

Source: State Library of NSW digital order number d1_25890 and d1_27028.

Since completion the site has undergone some change and various applications have been lodged with the City of Sydney for alterations and additions to the hotel.

- Part of the site was resumed by the Commissioner of Railways for an easement in 1952;¹⁵
- A building application for works to the building was lodged by Tooth & Co in October 1956. The scope of these works has not been ascertained;
- A building application for alterations to the saloon bar was lodged by Tooth & Co in May 1957. The scope of these works has not been ascertained;
- An external toilet was constructed during 1979. It replaced a similar structure demolished during the construction of tunnels for the Eastern Suburbs railway line. A railway easement was created across part of the northern section of the site and was gazetted on 20 March 1981;

In 1983 Tooth & Co sold the hotel to Raymond and Gweneth Masters, who leased it to a succession of licensees.¹⁶ Subsequent applications included:

- In June 1988 a building application was lodged with the City of Sydney for alterations to the saloon bar and installation of male and female toilets in the area. The works included the loss of the area occupied by the bottle department and ladies' parlour. These works may not have proceeded at this time and did not subsequently take this form;
- An application was lodged for minor alterations to the bistro in 1993;
- An application was lodged in 1995 for the construction of a fire stair and exit door on the outside of the building;
- An application was lodged in 1997 for repairs to the roof, which may have included removal of the stepped parapet on the corner of the building;
- An application was lodged in 1999 for the installation of fire doors and alterations to the building.

¹⁵ Certificate of Title Volume 4862 Folio 152.

¹⁶ Certificate of Title Volume 4862 Folio 152.

After Joseph Healion died in September 1948 the license was taken over by his widow Isabella and son Francis John Healion, who retained it until 1970. It was then acquired by Mrs Beryl Goodman until 1972 and held by Kenneth Cole / the Cole family trust between 1972 and 1982.¹⁷

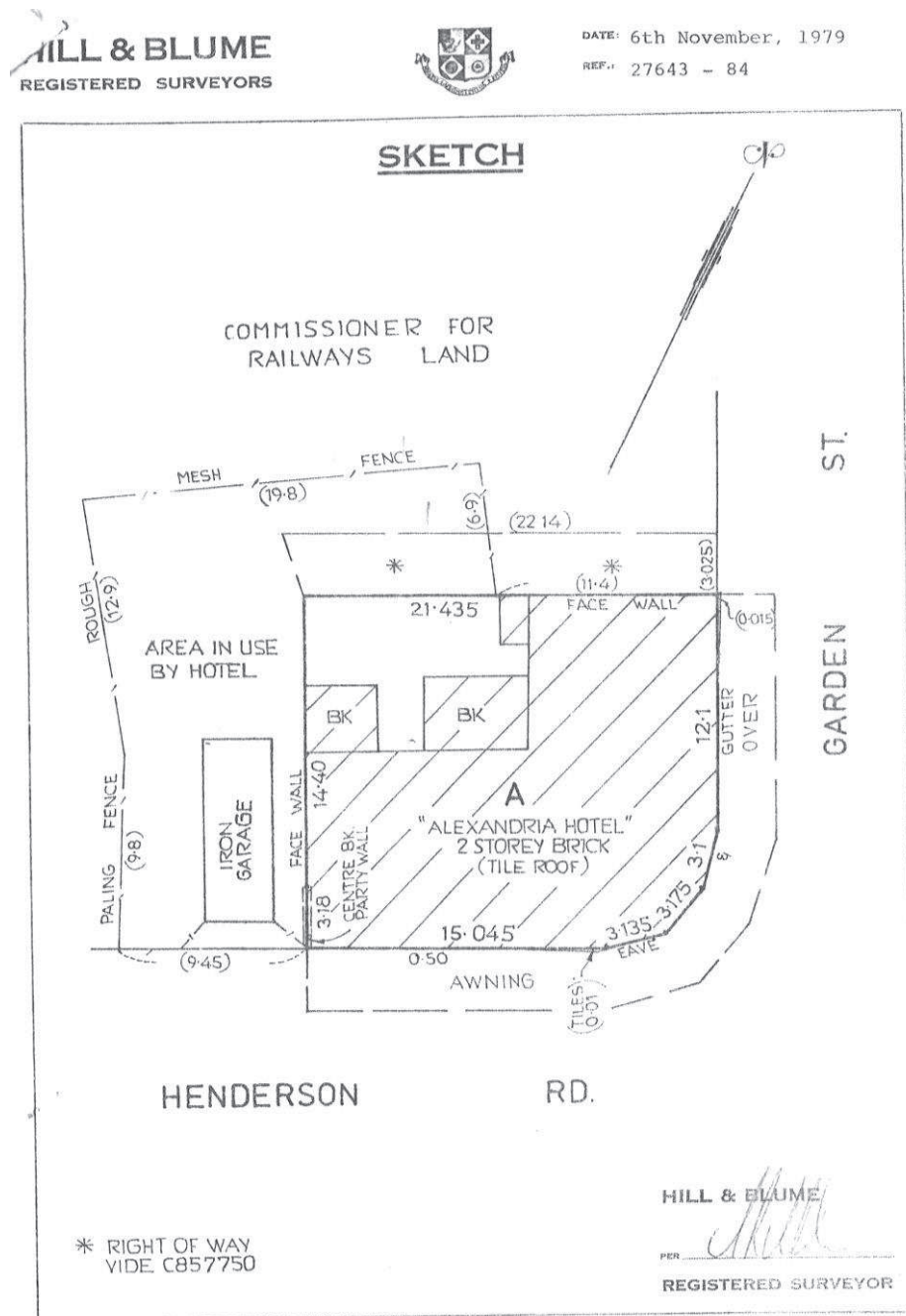
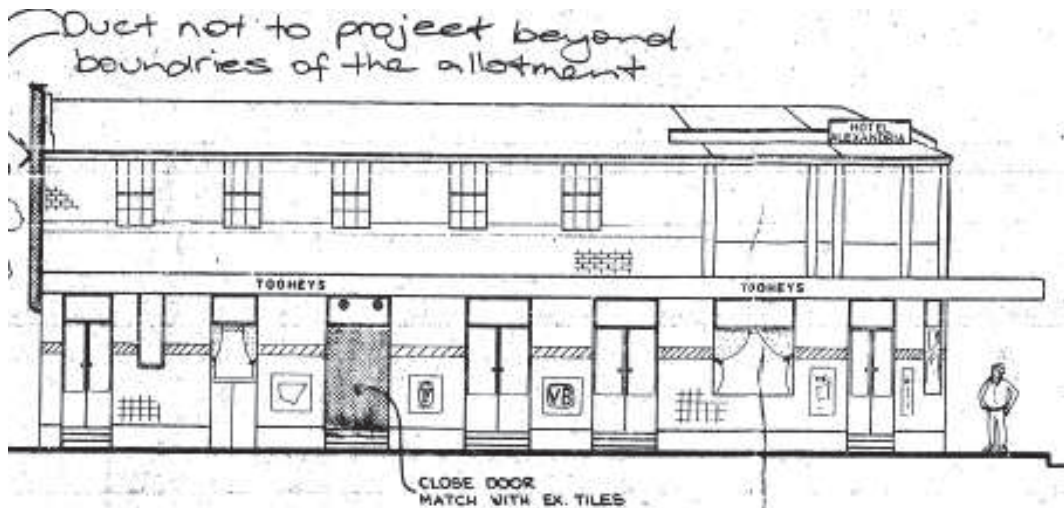


Figure 15 Survey describing the site of the Alexandria Hotel and its footprint.
Source: City of Sydney Archives Building Application 524/79.

¹⁷ Edney, no pagination.

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Source: City of Sydney Archives Building Application 1372/88.

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3 COMPARATIVE ANALYSIS

3.1 Hotels in Alexandria

At the time the original Alexandria Hotel was built, around 1873, it was one of only three hotels trading in the suburb. One, the Waterloo Retreat Hotel was situated on the northern corner of Botany Road and Retreat Street. It ceased trading during the first half of the 1910s and is understood to have been demolished during the interwar period. The other, the Bugle Horn Hotel, was located on the corner of Wyndham Street and Raglan Street (later Henderson Road). Both were operating by the end of the 1860s. The Lord Raglan Hotel presently occupies the site of the Bugle Horn.

When the Alexandria Hotel was rebuilt in the 1930s there were 13 hotels across the suburb. Apart from the Alexandria, they comprised the following buildings.

The Balaclava Hotel, Buckland Street and Mitchell Road, Alexandria, is a Victorian era building that commenced trading during the early 1880s. It was still known as the Balaclava in 2000 but was later known as the Buckland Hotel. The building was offered for sale at the end of 2012 and has been occupied by providers Fratelli Fresh since 2013. There is a bar on the premises



The Boundary Hotel, 1-3 Wyndham Street, Alexandria, which was built circa 1878. The hotel was acquired by Tooth & Co in 1918. The early ceramic tiles at ground floor level indicate that Tooth & Co modified the hotel at this period. It is still trading as a hotel - it was extensively renovated and renamed the Technology Park Hotel in 2009.



The Bow Bells Hotel, 12 Botany Road, Alexandria, was still trading at the end of the 1930s but does not appear to have been operating in the 1950s. The building no longer exists - it may have been demolished along with several other buildings in the 1960s to make way for a service station.

The Camellia Grove Hotel, 146 Henderson Lane, Alexandria is claimed to have been established in 1869, although there is no record of a hotel with this name in *Sands directory* until the early 1880s. The freehold was acquired by Tooth & Co in 1898. The existing building appears to be the result of modifications undertaken circa 1910-1915 to the earlier establishment. The hotel is still trading.



Source: City of Sydney Archives Mark Stevens Collection 48590.

The Cricketers Arms Hotel at 56-58 Botany Road (corner Henderson Road), Alexandria, which was known as the Sycamore Hotel or Sycamore Tree Hotel from 1876 until 1885 and became the Cricketer's Arms from 1885. The hotel was rebuilt around 1928 to the design of Copeman & Lemont, likely as a result of the widening of Henderson Road, in a curious version of Inter War Free Classicism. It was converted to use as residential flats towards the end of the twentieth century. The tiles on the ground floor exterior, which were still in place in 2000 when the photograph was taken, have since been removed.



Source: City of Sydney Archives SRC15895.

The Empress of India Hotel, 372 Botany Road, Alexandria, which traded between 1883 and 1938. It has been demolished.

The Glenroy, 246 Botany Road, Alexandria, which was known as the Salutation Inn for a number of years and has been trading since 1856. It was rebuilt or extensively altered circa 1910. Subsequent alterations were documented by architect John Hellyer in 1937 and 1941. Further alterations were documented during 1956 and 1960; the hotel was extended along Retreat Street during the 1960s. The hotel is still trading and has retained 1930s external wall tiles and doors. The building is listed as a heritage item in the Sydney LEP.



The Iron Duke Hotel was trading from 1882 at the corner of McEvoy Street and Botany Road, Waterloo. The hotel was relocated to the opposite side of the intersection at 220 Botany Road, Alexandria, during the 1930s. The new building was designed by architect John M Hellyer architect, in a conservative interpretation of the Inter War Free Classical Style at first floor level. The building has a first floor, hipped tiled roof with prominent pediments in each facade. It has since been modified internally and externally – the first floor exterior and ground floor wall tiles have been painted and some openings altered or closed off), but continues to trade as a hotel.



The Iron Duke Hotel in 2000.

Source: City of Sydney Archives Mark Stevens Collection 48590.

The Lord Raglan Hotel, 12 Henderson Road, Alexandria, started out as the Bugle Horn and was operating from the end of the 1860s. By 1883 the present name had been adopted. The hotel was leased and then subsequently acquired by Tooth & Co, which in 1924 commissioned architect Sidney Warden to design a new and larger building. Warden was one of the small number of architects regularly employed by Tooth & Co and one of the most prolific interwar era designers of hotels. The building, which still stands, is a fine and representative example of the way the Free Classical style was used in 1920s hotel architecture. Warden documented major renovations in 1956. Further alterations were undertaken in the 1980s – the ground floor exterior and interior appear to be the most obvious evidence of these changes. The building was not in use around 2011 but was trading again by 2014 after being sold to a new owner. The upper level is used for residential purposes. External wall tiles are not original. This building is listed as a heritage item in the Sydney LEP.



Source: Powerhouse Museum, registration number 2007/61/1-3/72.

The Park View Hotel, 178-180 Mitchell Road, Alexandria, was built around 1898. Archival photographs indicate that the building was modified during the 1920s in a simple Free Classical style idiom. The liver brick and cement render exterior has since painted. The hotel is still trading.



The Star Hotel, 170 Botany Road, Alexandria, which traded as a hotel from 1886 to 1996. It has since been converted to residential apartments. The building was modest in scale. One section was altered externally, probably in the 1920s.



The Stepney Hotel, 67 Henderson Road, Alexandria, was trading from 1857. The license applying to the premises was transferred to Kurrajong Hotel in Swanson Street, Erskineville, which was completed in May 1939. The building no longer exists.

Another 11 hotels were located in neighbouring Waterloo at the time that the Alexandria Hotel was built. Several, on the eastern side of Botany Road, were (and remain) in close proximity to the Alexandria.

Abbotts Hotel, 47 Botany Road, Waterloo, was trading in 1857 and continues to trade at the present time. The building appears to have been constructed during the 1880s or 1890s.



The Cauliflower Hotel, 123 Botany Road, Waterloo, commenced trading circa 1863, although there are claims of an earlier date. It was refurbished during the interwar period and acquired by Tooth & Co in 1949. The building is still used as a hotel.



The Duke of Wellington Hotel, 291 George Street Waterloo, was built circa 1929-1930 and is on the site of an earlier hotel of the same name. The first reference to a Duke of Wellington Hotel in Waterloo appears in the 1869 edition. Alterations to the hotel were undertaken in 1954, 1962, 1982 and 1983. It is currently the subject of a development proposal. The building is comparable in scale, form and architectural style to the Alexandria Hotel. The exterior of the hotel is understood to be intact, having retained original wall tiles, timber joinery elements and unpainted brickwork.



Source: City of Sydney Archives Mark Stevens Collection 48601.

Of the 13 hotels in Alexandria that were extant in the mid 1930s, three have since been demolished. Of the remaining ten, three have since been adapted to other uses. All have been modified to greater or lesser extent. Only the Iron Duke Hotel is comparable to the Alexandria Hotel in terms of date of construction and architectural style. Both are intact externally, although the Iron Duke has been painted. The Alexandria Hotel is more intact internally.

Only two hotels in Alexandria – the Lord Raglan and the Glenroy - are listed as heritage items by the City of Sydney

3.2 Rudder & Grout's hotels

In the sixteen or so years that the firm of Rudder & Grout was in practice it was responsible for a vast number of projects for Tooth & Co across the state, which included both alterations to existing buildings and new hotels. Locations were as diverse as Moree, Young, Nyngan, Wagga Wagga, Gunning and Newcastle, as well as metropolitan Sydney

At the time the Alexandria Hotel was rebuilt New South Wales was slowly emerging from the worst years of the Great Depression. The external design of hotels generally underwent a shift from the Free Classical idiom of the 1920s towards the Art Deco style. The following selection of images is representative of the firm's work and illustrates the evolution of architectural style as applied to the exteriors of hotels in NSW during the 1920s and 1930s:

The Hotel International (subsequently Astra) on Campbell Parade at Bondi Beach was completed in 1928. The Commercial Palazzo form of the building is overlaid with detailing that suggests the Inter War Mediterranean style, suitable for its beachside location:



Source: State Library of NSW

The Duke of Gloucester Hotel on Frenchman's Road at Randwick was completed in 1934 and demonstrates the shift from the classicism of the 1920s towards the Art Deco style. This is most evident in decorative panels above first floor windows, the detailing of parapets and ground floor glazing and grilles;



Photograph courtesy Roy Lumby

The severe Functionalist style Hurstville Hotel, Forest Way, Hurstville, 1937. Decorative terracotta elements at parapet level and above windows show an Art Deco influence, which persisted after the Functionalist style came to the fore in the second half of the 1930s..



Source: State Library of NSW

The Great Northern Hotel, Scott and Watt Streets, Newcastle, constructed in association with Newcastle architects Hughes & Moloney, opened in January 1938. It was the largest and most comprehensively appointed hotel in NSW outside the City of Sydney when completed;



Source: Hunter Photo Bank Registration Number 056 000425

The Petersham Inn on Parramatta Road, Petersham, was completed in 1938. Art Deco detailing appears above first floor windows and the massing of the corner tower. The building has been modified and incorporated into a home unit development;



Source: Australian National University hdl: 1885/46150.

The Nelson Hotel, 232 Oxford Street, Woollahra, was completed in 1939. Although similar in concept to the Alexandria Hotel, the corner and facades are modulated by small towers with mildly classical detailing. The building is understood to be remarkably intact.



Source: Australian National University hdl: 1885/12144.

The restrained Functionalist style Eastwood Hotel was completed in 1940 and is representative of Rudder & Grout's late 1930s suburban hotels. It has since been deleteriously modified.



Source: City of Ryde Library reference no. 5158486.

The work of Rudder & Grout was well represented in Central Sydney and suburbs within the City of Sydney. Although a number of the buildings have survived, others have been demolished. The following examples demonstrate the range of buildings.

The Edinburgh Castle at 294 Pitt Street, Sydney was completed around the beginning of 1931. Its free Classical exterior, executed in colourful textured brickwork embellished with glazed terracotta detailing, also contains Georgian Revival elements such as windows. It is listed as a heritage item in Sydney LEP 2012. The listing extends to the interior.



City of Sydney Archive CRS 1035/4158

The New Langham Hotel at 11 York Street, Sydney, was completed during 1936. The brick exterior of the five storey building was relieved by vertical window bays and the ground floor level, which were clad in terracotta. The building was demolished at the end of the 1960s.



Source: City of Sydney Archives SRC14286 .

The Burdekin Hotel at 2-4 Oxford Street, Darlinghurst, was completed around the beginning of 1940. The project consisted of extensive alterations to an existing hotel that had been constructed as part of the widening of Oxford Street in the early twentieth century. The building, although since modified, has retained a relatively large amount of interwar fabric. It is listed as a heritage item in Sydney LEP 2012. The listing extends to the interior.



Source: Australian National University hdl: 1885/46185.

The Functionalist style Westminster Hotel at 2-6 Broadway, Chippendale, was completed in 1939. The building is distinguished by the way that it addresses a busy intersection. Both the exterior and interior of the hotel have been modified. It is listed as a heritage item in Sydney LEP 2012. The listing extends to the interior. The establishment is now known as Sutherlands Hotel.



Source: Australian National University hdl: 1885/46202.

The Union Hotel at 576-582 King Street, Newtown, was completed in 1940, replacing an earlier hotel on the same site. It is similar in scale and form to the Eastwood Hotel. Ground floor exterior tiles have been replaced and there have been some internal modifications. The building is listed as a heritage item in Sydney LEP 2012. The listing extends to the interior.



Source: City of Sydney Archives Mark Stevens Collection 48547.

The six storey Century Hotel at 640 George Streets, Sydney, was completed in 1941, replacing an earlier hotel on the same site. It is a fine example of streamlined Functionalist style architecture and was amongst the tallest hotels constructed in Sydney during the 1930s and early 1940s. The ground floor bar areas were adapted for use as a fast food restaurant in the early 1980s. The first floor bars areas still function as such, while the upper levels are now used as backpackers' accommodation. The building is listed as a heritage item in Sydney LEP 2012. The listing extends to the interior.



Sources: City of Sydney Archives CRS 1035/4138.

3.3 Hotels with comparable forms

There are a small number of hotels that were constructed during the 1930s in the local government area encompassed by the City of Sydney that are comparable in form to the Alexandria Hotel. Apart from those included in Section 3.1 and Section 3.2 above, they include the following buildings:

The Rose of Australia at 1-5 Swanson Street, Erskineville, which was designed in 1934 by architects Prevost & Ruwald. The building is rather more ambitious than the Alexandria Hotel, with a prominent octagonal corner tower at the street corner and a rectilinear tower at the end of the George Street facade. The towers are linked by domestic character of pitched tiled roofs, single window openings in plain brick walls and course lines linking window heads and sills not unlike the Alexandria Hotel. The interior is understood to have been compromised. The building is listed as a heritage item in Sydney LEP 2012. The listing extends to the interior.



Source: City of Sydney Archives Mark Stevens Collection 48563.

The Town Hall Hotel at 326 King Street, Newtown, designed by architects Robertson & Marks & McCredie in 1936. This three storey building is simple in form, with a tiled hipped roof and facades separated into bays by two storey high pilasters. The building has been extensively altered at ground floor level. It is not listed by the City of Sydney as a heritage item.



Source: Australian National University hdl: 1885/46102.

Architect Cyril Ruwald's Southern Cross Hotel, 340 Princes Highway, St Peters, while not in the City of Sydney, is also comparable in form to the Alexandria Hotel. It was designed in 1937 and is located on a prominent corner site. Here the curved form of the street corner is expressed in the form of the building. Its prominent tiled roof is contained and interrupted by three flat roofed "towers" that effectively modulate the building. It has been altered internally, ground floor tiles have been removed and the textured brickwork of the first floor level painted.



Source: Powerhouse Museum 90/317-1117.

4 PHYSICAL EVIDENCE

The Alexandria Hotel is a two storey building located on a prominent corner site. It has a hipped roof covered with terracotta tiles. The parapet element shown on the corner of the building in early photographs has been removed. Apart from this the building, which does not display any particular stylistic affinities, is intact. First floor walls are constructed of face brickwork, with regularly spaced windows ranged along both facades. At the corner of the building, walls step in slightly on either side of a recessed balcony. The roof over the balcony is supported off classical columns, between which are sections of metal balustrade. Window sills and heads are emphasised by continuous coursing executed in cement render. The ground floor level has retained original ceramic wall tiles, window and door joinery, and decorative grilles and glazing, which show an Art Deco influence. The original awning soffit lining has been replaced with new metal decking.

The ground floor bar areas are relatively intact, although modifications have been undertaken in the area formerly occupied by the Ladies' Parlour and Bottle Shop that have resulted in a connection between the public bar and saloon bar. The bar counter in the public bar has been shortened to provide more customer space - the extent of the original bar can be understood because of an area of small dark brown tiles on the floor.



Figure 17 The Alexandria Hotel viewed from the east on Henderson Road.



Figure 18 The Alexandria Hotel viewed from the north along Garden Street (left) and west along Henderson Road (right).



Figure 19 Intact wall tiles and joinery on the Henderson Road facade.



Figure 20 The public bar. Original fabric that remains in place includes wall and floor tiles, a part of the bar, and glazed joinery that formerly separated the bar from the bottle sales area. The ceiling has undergone some modification, although early fabric may be concealed behind later linings. The original extent of the bar area is indicated by the dark-toned floor tiles.

Sources: <http://www.alexandriahotel.com.au/bars.aspx> - photograph at left.



Figure 21 Former saloon bar. The bar area is not original, and the space has been opened up to the public bar. Wall tiles are original.

Source: <http://www.alexandriahotel.com.au/bars.aspx> - photograph at left.

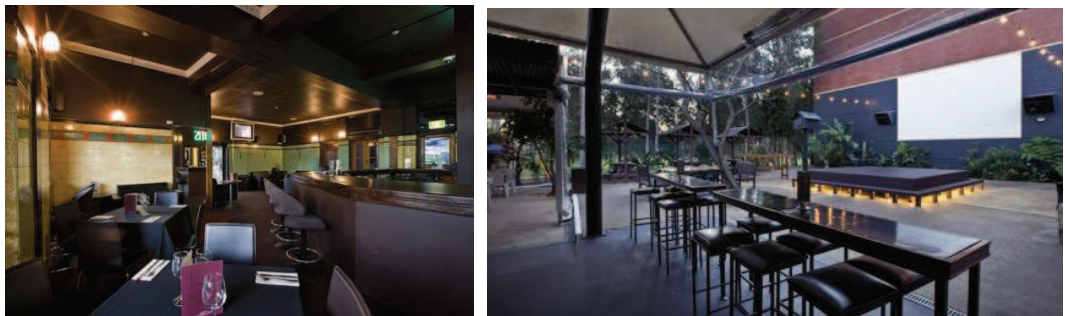


Figure 22 View to the former saloon bar from the space formerly occupied by the bottle department (left); beer garden at the rear of the hotel (right).

Source: <http://www.alexandriahotel.com.au/bars.aspx>;
<http://alexandriahotel.com.au/beer-garden.aspx>

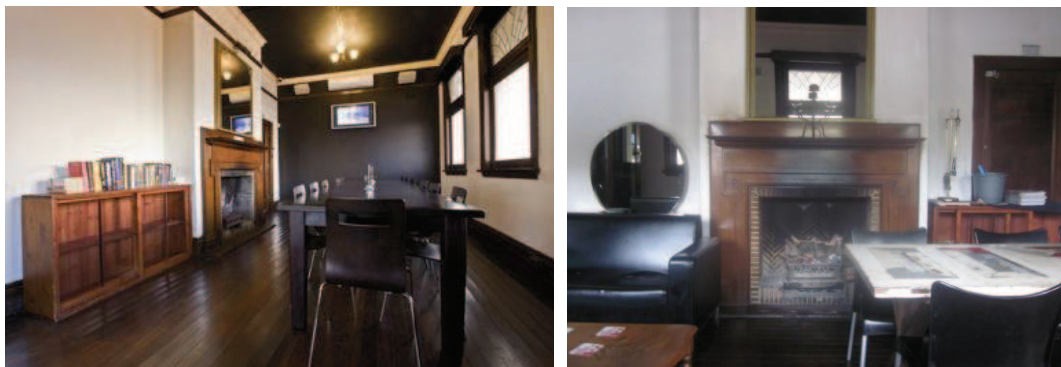


Figure 23 The former ground floor dining room has retained original features such as the Art Deco glazing in window sashes and its fireplace and chimney piece

Source: <http://alexandriahotel.com.au/gallery/the-alexandria-hotel/more-of-the-alexandria-hotel.aspx>

5 ASSESSMENT OF HERITAGE SIGNIFICANCE

5.1 Introduction

The NSW Heritage Manual (as amended) has been developed by the Heritage Division to provide the basis for assessment of heritage significance in reference to a set of criteria. The criteria for cultural values provide two thresholds (state or local, that is, the City of Sydney local government area) for determining the level of significance. In this instance the threshold of significance is at a local level.

5.2 Assessment

Cultural values

CRITERION A: An item is important in the course, or pattern, of Sydney's cultural or natural history			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
√	shows evidence of a significant human activity	X	has incidental or unsubstantiated connections with historically important activities or processes
√	is associated with a significant activity or historical phase		
√	maintains or shows the continuity of a historical process or activity	X	provides evidence of activities or processes that are of dubious historical importance
		X	has been so altered that it can no longer provide evidence of a particular association

The location if not the site of the Alexandria Hotel has been continuously associated with hotel use since the first half of the 1870s. The site of the Lord Raglan Hotel at 12 Henderson Road is the only other site in Alexandria to have longer continuous hotel use.

The original lessee, Catherine Goodfellow, has local historical significance as an early inhabitant of Alexandria and was responsible for development of property in this section of the suburb.

The hotel's history reflects the processes by which Tooth & Co obtained leaseholds and then freeholds of hotels during the nineteenth and twentieth centuries.

The building provides evidence of the widening of Henderson Road, one of a number of road widening initiatives undertaken by Alexandria Council during the interwar period.

CRITERION B: An item has strong or special association with the life or of a person, or group of persons, of importance in the cultural or natural history of Sydney			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
√	shows evidence of a significant human occupation	X	has incidental or unsubstantiated connections with historically important people or events
√	is associated with a significant event, person, or group of persons	X	provides evidence of people or events that are of dubious historical importance
		X	has been so altered that it can no longer provide evidence of a particular association

The Alexandria Hotel was designed by the prominent architectural firm of Rudder & Grout, which designed many hotels for Tooth & Co across NSW during the 1920s and 1930s. The firm also designed some of the state's most significant public swimming pools during the 1930s. A number of Rudder & Grout's hotels are located within the City of Sydney.

CRITERION C: An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in Sydney			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
X	shows or is associated with, creative or technical innovation or achievement	X	is not a major work by an important designer or artist
X	is the inspiration for a creative or technical innovation or achievement	X	has lost its design or technical integrity
√	is aesthetically distinctive	X	its positive visual or sensory appeal or landmark and scenic qualities have been more than temporarily degraded
√	has landmark qualities	X	has only a loose association with a creative or technical achievement
√	exemplifies a particular taste, style or technology		

The Alexandria Hotel, because of its highly intact exterior and internal ground floor spaces that are known to have retained a relatively high level of integrity, exemplifies the planning and design of suburban hotels constructed in NSW during the 1930s. The building occupies prominent corner site on a busy thoroughfare and positively contributes to the character of the locality.

The building shares visual associations with the 1920s Lord Raglan Hotel, which is close by the site. The buildings demonstrate changes in the design of the hotels during the 1920s and 1930s.

CRITERION D: An item has strong or special association with a particular community or cultural group in Sydney for social, cultural or spiritual reasons			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
√	is important for its associations with an identifiable group	X	is only important to the community for amenity reasons
√	is important to a community's sense of place	X	is retained only in preference to a proposed alternative

The Alexandria Hotel may fulfil some of the requirements of this criterion.

The website associated with the hotel includes references to television advertising and programs that have been set in the hotel's bar areas. While this has commercial implications, it also suggests that the building is chosen because it represents well a "typical" and identifiable suburban hotel in the minds of the general public.

The hotel has associations with supporters of the Sydney Swans. It is identified as a "platinum" Swan Friendly Venue by the Sydney Swans, where supporters can congregate to view televised matches.¹⁸

CRITERION E: An item has potential to yield information that will contribute to an understanding of Sydney's cultural or natural history			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
X	has the potential to yield new or further substantial scientific and/or archaeological information	√	has little archaeological or research potential
X	is an important benchmark or reference site or type	√	only contains information that is readily available from other resources or archaeological sites
X	provides evidence of past human cultures that is unavailable elsewhere	√	the knowledge gained would be irrelevant to research on science, human history or culture

The site of the Alexandria Hotel may fulfil this criterion, although an archaeological assessment has not been undertaken to determine its potential.

¹⁸ <http://www.sydneyswans.com.au/swansfriendlyvenues>, accessed 22 April 2015.

Relative Values

CRITERION F: An item possesses uncommon, rare or endangered aspects of Sydney's cultural or natural history			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
X	provides evidence of a defunct custom, way of life or process	√	is not rare
X	demonstrates a process, custom or other human activity that is in danger of being lost	X	is numerous but under threat
√	shows unusually accurate evidence of a significant human activity		
X	is the only example of its type		
X	demonstrates designs or techniques of exceptional interest		
X	shows rare evidence of a significant human activity important to a community		

The Alexandria Hotel is not rare. However, its relatively high level of integrity externally and in publicly accessible interiors is uncommon.

CRITERION G: An item is important in demonstrating the principal characteristics of a class of Sydney's – cultural or natural places; or – cultural or natural environments			
SATISFIES CRITERION		DOES NOT SATISFY CRITERION	
√	is a fine example of its type	X	is a poor example of its type
√	has the principal characteristics of an important class or group of items	X	does not include or has lost the range of characteristics of a type
X	has attributes typical of a particular way of life, philosophy, custom, significant process, design, technique or activity	X	does not represent well the characteristics that make up a significant variation of a type
X	is a significant variation to a class of items		
X	is part of a group which collectively illustrates a representative type		
X	is outstanding because of its setting, condition or size		
√	is outstanding because of its integrity or the esteem in which it is held		

The Alexandria Hotel is a fine representative example of an interwar era suburban hotel, specifically from the middle 1930s, which has retained a substantial amount of original fabric. It demonstrates well the principal characteristics of the building typology form this period.

6 RECOMMENDATIONS

The Alexandria Hotel at 35 Henderson Road, Eveleigh, has sufficient heritage significance to warrant retention and listing as a local heritage item in Schedule 5 of Sydney Local Environment Plan 2012. This is because of its local historical importance, associations with a prominent firm of specialist hotel architects, its integrity and its outstanding representative qualities. Listing it as an item in Schedule 5 of Sydney Local Environmental Plan 2012 will enable its heritage significance to be protected.

All conservation, adaptive reuse and future development should be undertaken in accordance with the Australia ICOMOS Charter for Places of Cultural Significance (The Burra Charter).

The overall form of the building, along with its fenestration pattern, should be retained and conserved. The building has limited potential for adaptive reuse because of its external integrity and the relatively high level of integrity of ground floor bar areas and the original dining room. Appropriate uses include ongoing hotel operation, commercial uses and residential apartments. There may be the potential to extend the building to the sides and rear, although this will depend on property ownership and the actual title of the property.

External brickwork and ceramic wall tiles should remain unpainted. Original windows, vents and grilles should be retained and conserved.

As much intact original fabric in the bar areas and the former dining room as is possible should be retained and conserved in any future upgrade of the hotel's facilities. Any other original fabric that may remain such as the first floor stair should be retained and conserved.

The potential to include additional levels to the building is restricted because of the building's roof form. Any vertical additions will need to demonstrate that they will have minimal impact on the heritage significance of the place.

Encourage the building owners to commission a conservation management strategy for the place.

Proposals for future change to the place should be accompanied by a heritage impact assessment.

Archival photographic recording, in accordance with Heritage Council guidelines, should be undertaken before major changes take place to the building.

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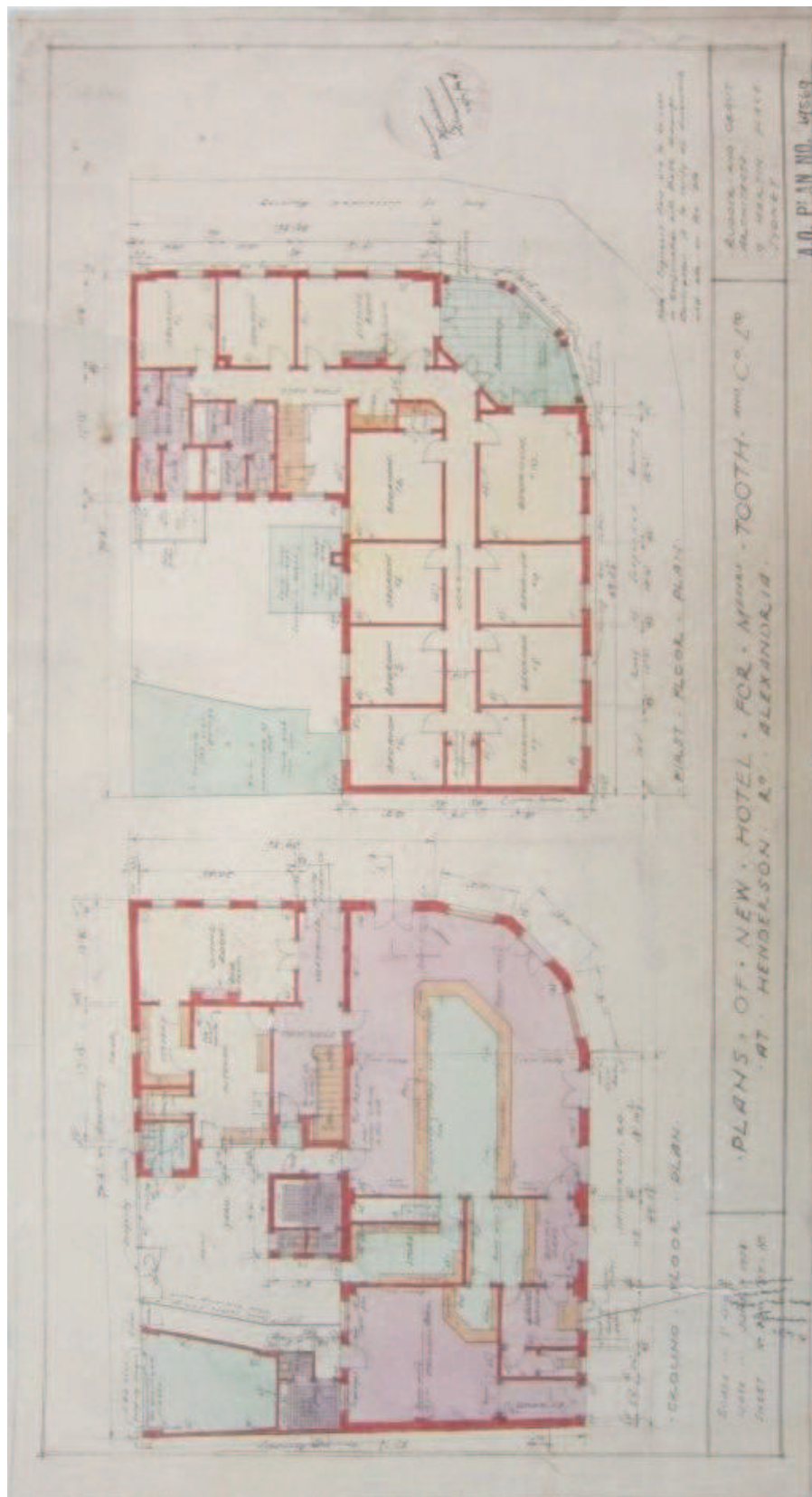
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ATTACHMENT A

Alexandria Hotel, 35 Henderson Road, Eveleigh • Heritage Assessment Report

APPENDIX A: 1934 DRAWINGS BY RUDDER & GROUT

Source: State Records, AO Plans 69569 and 69570.



ATTACHMENT A

Alexandria Hotel, 35 Henderson Road, Eveleigh • Heritage Assessment Report

