

NAME: Former Cellar, 20 Penfold Way, MCLAREN VALE

PLACE NO.: Local, HID 24492

CURRENT USE:	Vacant premises
FORMER USE:	Storage cellar
DATE(S) OF CONSTRUCTION:	1901 with later additions and alterations
LOCATION:	20 Penfold Way, MCLAREN VALE
LAND DESCRIPTION:	CT 6109/557, Section 146, Hundred of Willunga
OWNER:	Private ownership
REGISTER STATUS:	Local, HID 24492



Former storage cellar, 20 Penfold Way, McLaren Vale (GGA, 2021)

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DESCRIPTION:

C.1901 partially-excavated former winery cellar constructed of stone with brick quoins and surrounds. Concrete insert stating "Laid by C. E. P (Cyril Eustace Pridmore), February 15th, 1901" over primary entrance. Timber framed roof structure with early corrugated iron cladding, Various areas of rendered and unrendered masonry to all elevations. Painted concrete render to east elevation, formerly an interior wall, with openings and painted numbers associated with former vats and tanks adjacent to wall; masonry and render in poor condition. Timber-framed corrugated steel-clad partitions currently over all original door and window openings.

Former site now extensively subdivided after 2009, original orientation and relationship of primary façade formerly to Main Road now removed as a consequence.

It is recommended that the former storage cellar at 20 Penfold Way, McLaren Vale be retained on the SA Heritage Register as a Local Heritage place.

A delineation of significant historic fabric is provided in the Extent of Listing.

STATEMENT OF HERITAGE SIGNIFICANCE:

The former winery cellar at 20 Penfold Way, McLaren Vale is of significance as a surviving and important element of the Pridmore family's 'The Wattles' winery and cellars; a major viticultural centre dating to the development of wine-making activities in the McLaren Vale district in the late 19th and early 20th centuries. The building is strongly associated with the figures of H. V. & particularly with C. E. Pridmore, local citizens and two leading South Australian viticultural figures in the late 19th and early 20th centuries.

RELEVANT CRITERIA (As defined in Section 67(1) of the PDI Act 2016):

a) it displays historical, economic or social themes that are of importance to the local area; being the sole remaining building relating to the Pridmore Brothers' 'The Wattles' vineyard and cellars, a significant late 19th century commercial industry for the district and instrumental in the establishment of McLaren Vale's reputation as a viticultural production centre in the late 19th and early 20th centuries.

b) it represents customs or ways of life that are characteristic of the local area; being a substantial and well-documented former cellar building dating to the late 19th century constructed to support emerging viticultural commercial activities in the McLaren Vale region at the time of construction.

e) it is associated with a notable local personality or event; being associated with the figures of Horace Vernon Pridmore and particularly with Cyril Eustace Pridmore; two significant figures in the district's viticultural history and development in the late 19th and early 20th centuries. The later association with Penfold Wines is also of significance.

RELEVANT HISTORIC THEMES:

Theme 6: Viticulture

6.2 Development of the McLaren Vale viticultural industry (1890>)

Theme 4: Local Settlers and Local Entrepreneurship

4.2 Early viticultural identities of the Southern Vales

BRIEF HISTORICAL BACKGROUND:

The 2007 City of Onkaparinga Local Heritage Register Survey identified that 20 Penfold Way, McLaren Vale was constructed in 1901 as a storage cellar, replacing an earlier cellar constructed of wattle slabs dating to the first winery on the site, known as 'The Wattles' and constructed by Horace Pridmore in approximately 1896. The 2007 Survey noted that Penfolds Wines acquired the site in c.1910 and expanded the site, forming a model one-level winery which operated until 1961. By 1965 the winery was sold and reopened as a co-operative centre of operations for a number of district growers. The Southern Vales Co-Operative Winery ran the site until 1993 when the complex was sold to Tatchilla, who reopened the site and associated cellar door in 1995.

Current research largely supports historical findings. The winery known as 'The Wattles', McLaren Vale was founded by Horace Vernon Pridmore of 'Woodley', Glen Osmond, fruitgrower in 1896, having acquired the allotment in November 1895. The cellar buildings constructed at this time, described by the 2007 Survey as constructed of wattle slabs, were described in detail in printed press and evidently comprised a substantial complex capable of process enormous quantities of wine:

The new winery erected by Mr. H. V. Pridmore, of Glen Osmond, commencing crushing on Monday last. The contractors, Messrs. Nieass & Brown, of Brompton, having completed their contract within the specified time of ten weeks. The building, which is composed of three cellars, is 70 ft. in length; the centre cellar being 30 ft wide, while the side walls are 18 feet high. The juice of the grapes, which is conveyed to a height of 23 ft. is conveyed in spouts to 16 fermenting tanks built of brick, holding 1,600 gallons each. The passage between the tanks is paved with Willunga flagging. Under this is the pump tank, which is connected with a double-action force pump which conveys the wine to any part of the cellars. A good supply of water has been struck at 30 ft. No. 1 cellar contains a double-action press, which deals with the husks after fermentation, and the whole of the machinery is driven by one of Crossley's oil engine. The machinery has been supplied and fixed by Messrs. J. S. Bagshaw & Sons, of Adelaide. The No. 2 cellar, which is 70 x 20 (feet) is filled with hogsheads, while No.3 contains vats made by Messrs. Babidge & Neuenkirchen, of this city (Adelaide). These cellars will, it is computed, make about 100,000 gallons of wine this year. Mr. H. J. Hudd, from Messrs. Thomas Hardy & Sons, has been appointed in charge. ('Mr. H. V. Pridmore's McLaren Vale Winery', 1896, p.16).

Ownership of 'The Wattles' vineyard and cellars was transferred to Pridmore's younger brother Cyril Eustace Pridmore in 1900, who was responsible for constructing the c.1901 masonry cellar storage, now 20 Penfold Way, McLaren Vale. It is now understood that this cellar was constructed as additional cellar storage to the substantial 1896 premises, now demolished. The site was leased to Penfold Wines by 1909 who later acquired the premises in February 1917.

The Pridmore brothers were substantial and influential figures in the commercial 'shift' from agricultural to viticultural production that occurred in the McLaren Vale district in the late 19th and

early 20th centuries. Born into a wealthy family based in Coventry, England, both Pridmore brothers studied horticulture in California before emigrating to South Australia in the 1880s. H. V. Pridmore was also President of the South Australian Vinegrowers' Association for a number of years in the early 20th century. 'The Wattles' vineyard and cellar was documented as being instrumental in processing very large grape harvests in the late 1890s/early 1900s, aiding in establishing the McLaren Vale district as an important centre for viticulture at this time.

Current research confirms the later history as delineated by the 2007 Survey. At the time of the 2007 Survey the site was operated as Tinlins Wines. Following the 2007 Survey, the majority of non-masonry site infrastructure was demolished after 2009 though the heritage-listed c.1901 former cellars were retained.

EXTENT OF LISTING:

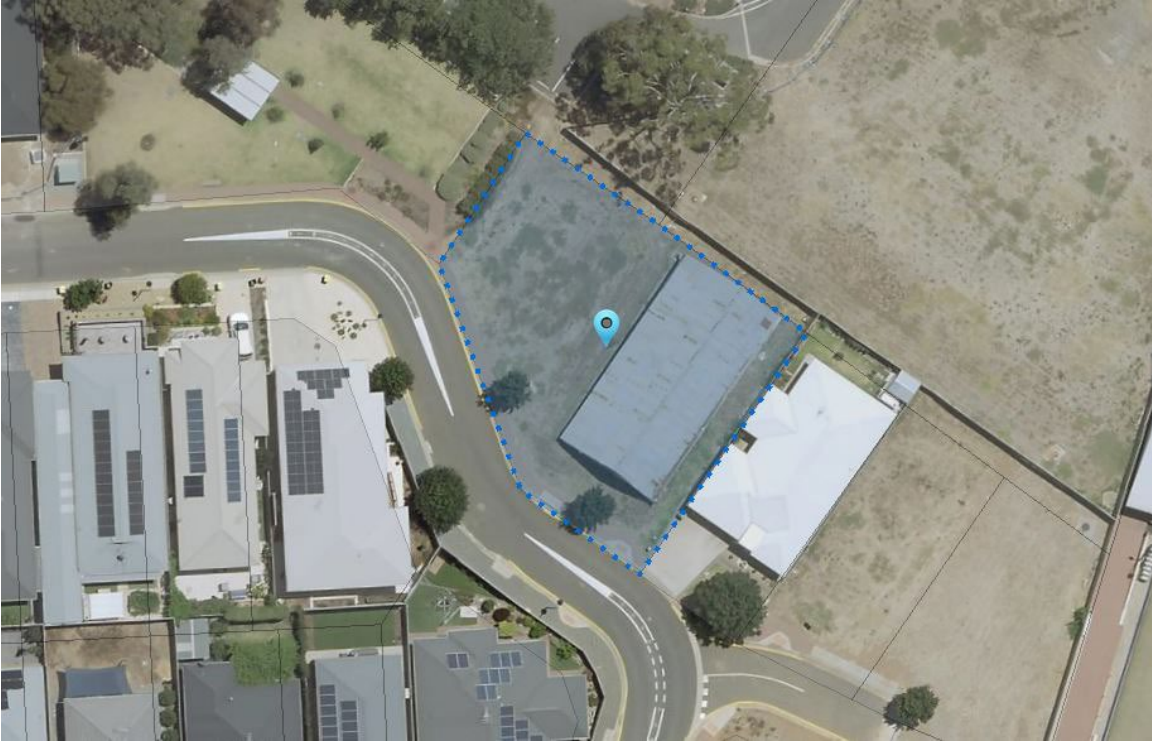
The form and materials of early masonry elements to the building, including the masonry and brick forms and materials of the north (primary) elevation, including masonry insert plaque over entrance. The timber-framed roof form and use of corrugated iron as roofing cladding material is considered of significance and is included in the listing though current materials are not included in the listing. Any replacement should match the profile and form of existing materials. The painted concrete render and openings of the former interior wall of the east elevation is of significance to the history of the site and should be retained. All later modifications and additions are not included in the listing.

While an interior inspection of the building was not included as part of this review, historical real estate photos indicate the presence of significant internal fittings dating to the construction period (c.1901), including original vats and boilers and a cast-iron circular staircase. Where these items have survived, discussions, a representative portion of original fittings, relating directly to the building's former usage, should be undertaken. A discussion regarding the retention and/or documentation of any surviving internal elements should be undertaken with the City of Onkaparinga and a heritage professional as part of any future change in usage.

REFERENCES:

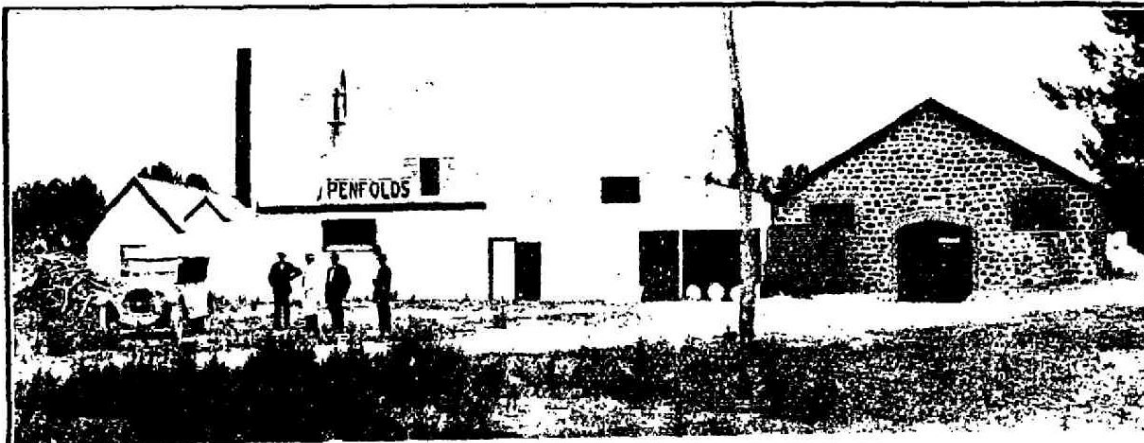
Mr. H. V. Pridmore's McLaren Vale Winery, Chronicle, Sat 7 Mar 1896, p.16.
Death of Mr. H. V. Pridmore, Evening Journal, Wed 17 Apr 1907, p.2.
Obituary, The Register, Mon 18 May 1925, p.6.
Fertile Southern Vine Lands, Observer, Sat 31 Mar 1923, p.28
 Historical CTs 603/127; 1068/27 & 28; 1736/62; 3072/63; 3044/109; etc.
 City of Onkaparinga, 2007, *Noarlunga Local Heritage Register*, Place/Item 621

SITE MAPPING:



Site of 20 Penfold Way, McLaren Vale (Planning SA SAPPa)

HISTORICAL IMAGES:



McLaren Vale Cellars of Penfold's Wines, Limited.

c.1901 storage cellar in 1923 as part of the McLaren Vale Cellars of Penfold's Wines, Limited. (Fertile Southern Vine Lands, Observer, Sat 31 Mar 1923, p.28).



Enhancement of 1923 photograph of c.1901 storage cellar. (Fertile Southern Vine Lands, Observer, Sat 31 Mar 1923, p.28).



2007 photograph of c.1901 storage cellar at 20 Penfold Way, McLaren Vale (2007 McLaren Vale Township Local Heritage Register).



2007 photograph of adjoining winery complex Tinlins Wines, now demolished (2007 McLaren Vale Township Local Heritage Register).



2007 photograph of adjoining winery complex Tinlins Wines, now demolished (2007 McLaren Vale Township Local Heritage Register).



2007 photograph of adjoining winery complex Tinlins Wines, now demolished (2007 McLaren Vale Township Local Heritage Register).



c.2015 photographs of early (c.1901) former vats and boilers to former cellar interior
(<https://www.realestate.com.au/property/20-penfold-way-mclaren-vale-sa-5171>, accessed 21/10/2021).



c.2015 photographs of early (c.1901) former vats and boilers and cast iron staircase to former cellar interior
(<https://www.realestate.com.au/property/20-penfold-way-mclaren-vale-sa-5171>, accessed 21/10/2021).

OTHER IMAGES:



North west elevation of former cellar building at 20 Penfold Drive, McLaren Vale (GGA, 2021).



Former entrance to former cellar building, with original c.1901 stone plaque reading "Laid by C. E. P. (Cyril Eustace Pridmore), February 15th, 1901." (GGA, 2021).



Painted rendered masonry wall to east elevation, formerly an interior wall, showing openings and painted numbers associated with former winery cellar fittings (GGA, 2021).



Rendered masonry wall to south elevation (GGA, 2021).



Deterioration of masonry fabric to north-east corner of building, presenting some hazard to adjoining properties (GGA, 2021).