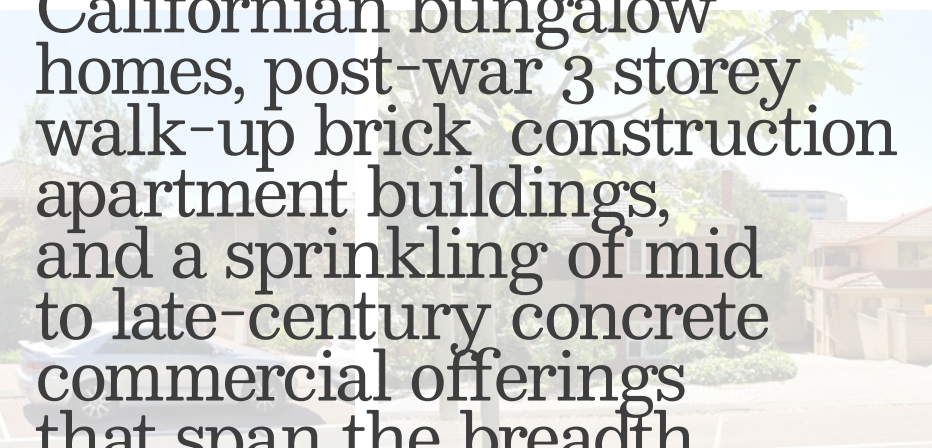


# Site Character



Located on a cusp between the historic Nedlands residential precinct and a more dense urban typology leading down to the Swan River to the South and the UWA campus to the East, our site is in context with a varied stock of early 20th century federation, Californian bungalow homes, post-war 3 storey walk-up brick construction apartment buildings, and a sprinkling of mid to late-century concrete commercial offerings that span the breadth of Broadway and the immediate surrounding suburb.





**SITUATED ON THE**  
**NEDLANDS PARK**  
**SWAN RIVER**

**TRAMWAY ESTATE**

Between Perth & Fremantle

**TERMS** 1/5 Cash — Balance  
 to suit Purchasers

**No Interest**

Offices —  
 Surrey Chambers  
 St Georges Terrace Perth

Hope & Klem  
 Surveyors  
 1111 North Beach Road, Perth

Nedlands in the  
 very early 20th  
 Century...



...was experiencing the full force  
 of the WA gold rush,  
 and saw the inauguration of the  
 Nedlands Park Tramway Estate.





...a place where the tram  
from Perth Town Hall  
might take you only 12  
minutes to reach the  
**Nedlands Baths** for your  
post-work Summer swim.  
Finishing with a nightcap at  
**Nedlands Hotel**.

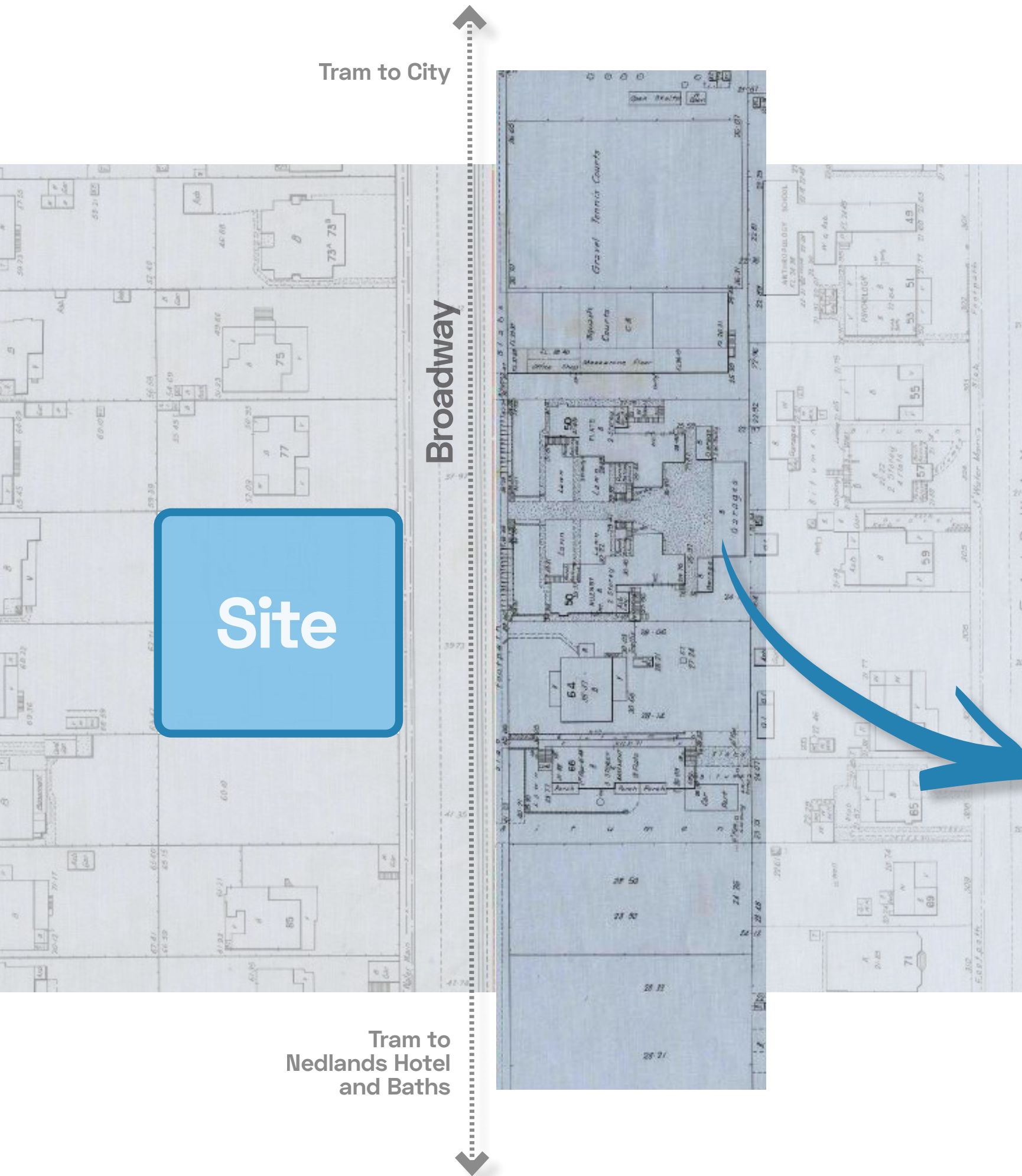
A place where returned  
servicemen of the 20s and  
their wives might finally be  
able to build a **Californian-  
Bungalow** home of their  
very own.

...or maybe one that's Tudor,  
or Federation style.  
...or maybe even Spanish  
Mission style, like those  
in the Hollywood films.

All of which were fine  
options, provided they were  
**built from brick**,  
as required by the  
Claremont Road Board  
by-laws.







Following WWII, and heading into the 50s and 60s, WA was experiencing a heightening of European migration, and a wide-scale post-war housing shortage.

At this time the City of Subiaco's eastern side of Broadway saw the introduction of the [walk-up brick apartment complex](#) to the Nedlands Park Estate's otherwise largely single residential housing stock.





At this same time, and adding to the mix of post-war architectural styles in the post-war social melting-pot that was Perth, Nedlands residents saw the **emergence on Broadway of the International Modernist style.**

Notable examples of which exist on Broadway and Kingsway in very close proximity of our site. These are by Hungarian-born architect, and prominent Perth Modernist - **Julius Elischer.**



Julius Elischer  
Foulkes-Taylor Showroom  
33 Broadway  
1964



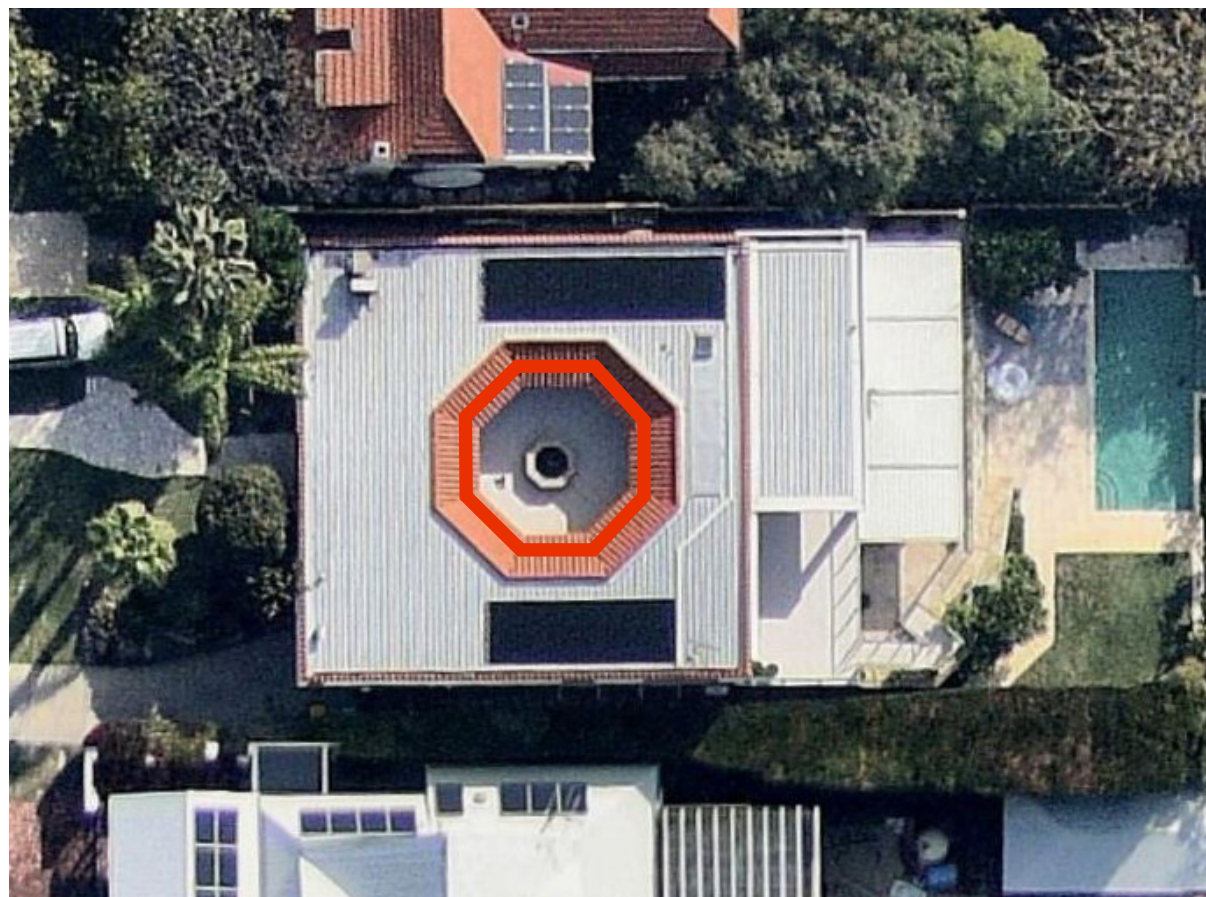
Julius Elischer  
Elischer Studio  
97 Broadway  
1969



Julius Elischer  
Elischer Residence  
28 Kingsway  
1969



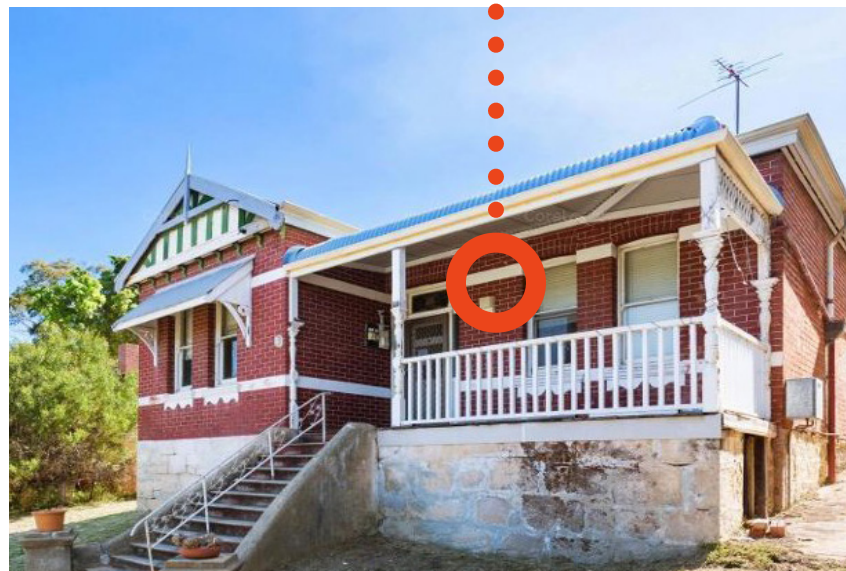
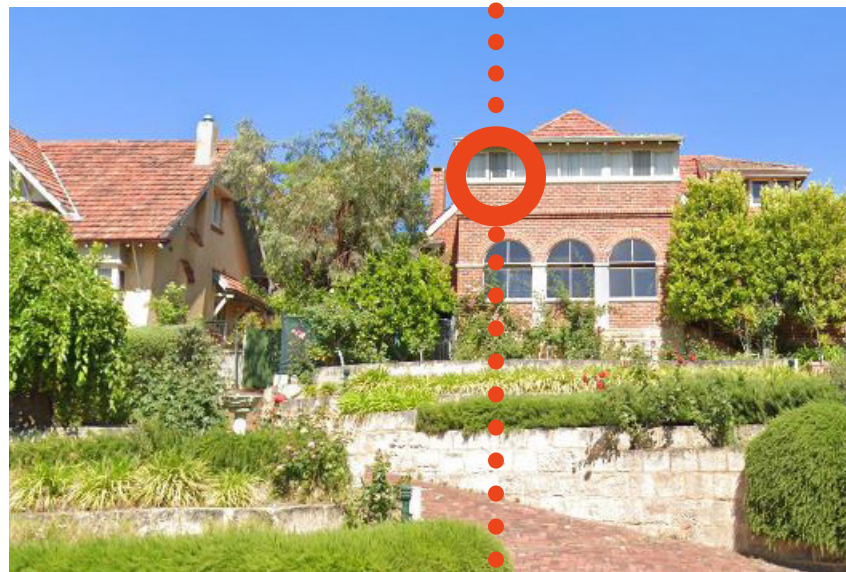
Each example  
of which utilises  
**solidity**,  
and the  
**subtraction** of a  
large mass,  
from an  
otherwise  
**predominantly  
white form**, in  
the creation and  
articulation of  
the building's  
architecture.





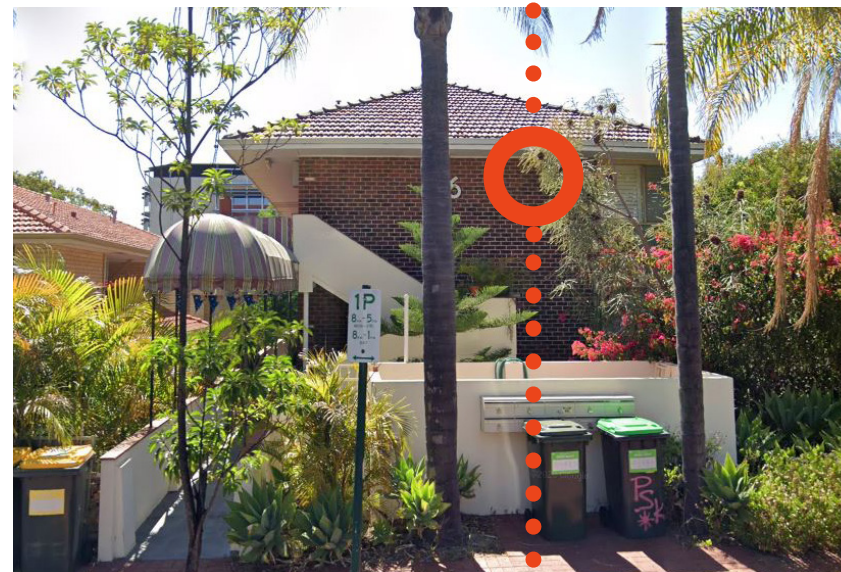
If we continue the traditions of previous local architectural examples we can begin to design a building that is not a spaceship without context, but rather one that's fit for its location.

face  
brickwork



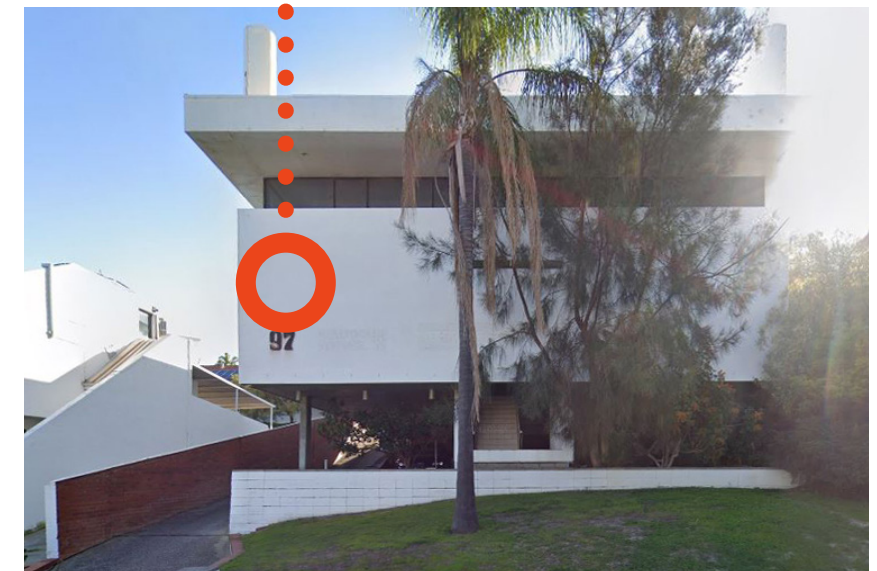
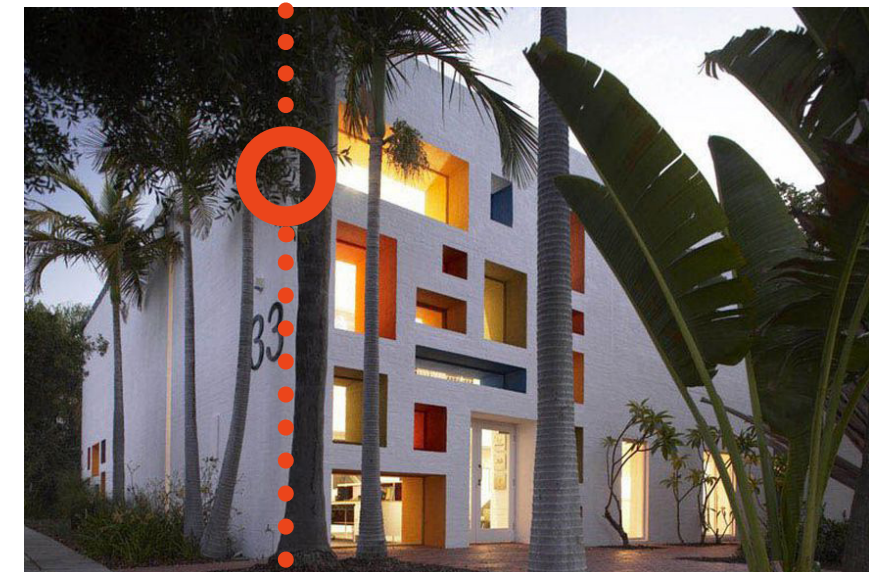
Early 20th c. Broadway

face  
brickwork



Mid 20th c. Broadway

white  
subtracted  
forms



Mid-Late 20th c. Broadway