

Former W.R. Nash & Son Showroom and Service Station Statement of Significance August 2020

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| Heritage Place: | Former W.R. Nash & Son Showroom and Service Station | PS ref no: | HO828 |
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What is significant?

The former W. R. Nash Showroom designed by Julius Elischer (1952), and Service Station addition designed by Harry A and Frank L Norris (1958) at 1417 High Street, Kew East is significant. The later awning (1968) designed and constructed by the Shell Company is of no significance.

How is it significant?

The former W. R. Nash Showroom and Service Station at 1417 High Street, Kew East is of local historical, architectural, aesthetic and associative significance to the City of Boroondara.

Why is it significant?

The former W. R. Nash Showroom and Service Station is historically significant as evidence of the importance of the car in the post-war development of Boroondara. The site is an example of the prominent locations occupied by service stations and their importance in developing post-war suburban areas, like part of Kew East, that were built around cars. (Criterion A)

The former W. R. Nash Showroom and Service Station is significant as rare example of a largely intact independent post-war service station. It was constructed at a time when oil companies were beginning to establish brand standards for service station designs and opening their own outlets. There are few surviving independent outlets from this time, and many of those have been substantially altered to meet changing standards. (Criterion B)

The former W. R. Nash Showroom and Service Station is aesthetically significant as a largely intact, innovative example of the 'oblong box' approach to service station design applying Modernist principles. The transition from the transparent, curtain-walled box of the showroom to the enclosed service area allows unusual detailing to unify the diverse functions of the site. This can be seen in the structural expression of the metal truss roof, which is visible throughout the building, and in the external expression of the internal stair and floor arrangement in the front elevation as the solid element of the façade gradually increases to conceal more private

functions. (Criterion E)

The Former W.R. Nash & Son Showroom and Service Station is significant for its association with the work of architect Julius Elischer. It is a rare example of his work in Victoria, prior to his relocation to Western Australia where he became one of the foremost advocates for Modernist design. (Criterion H)

Primary source

Kew East and Mont Albert Heritage Gap Study, August 2020

This document is an incorporated document in the Boroondara Planning Scheme pursuant to section 6(2)(j) of the *Planning and Environment Act 1987*