

## Former Watson Residence (3-5 Florence Avenue, Kew) Statement of Significance

<b>Heritage Place:</b>	Former Watson Residence 3-5 Florence Avenue, Kew	<b>PS ref no:</b>	HO931
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### What is significant?

The house at 3-5 Florence Avenue is significant to the City of Boroondara. The house was designed by the prominent Melbourne architect Philip B. Hudson and built in 1915 for an excise officer J.P. Watson.

The fence and additions after 1915 are not significant.

### How is it significant?

3-5 Florence Avenue is of local historical and architectural significance to the City of Boroondara.

### Why is it significant?

The house is of historical significance as a relatively early example of attic bungalow that represents an informal ruralised style of architecture for urban populations attracted to the developing suburbs, including intact and prominent central projecting sleepout associated with the 'fresh air' craze of the early twentieth century. As an architect designed house, it represents the affluence and growth of the middle-class suburbs of the municipality in the early twentieth century. (Criterion A)

3-5 Florence Avenue is a fine representative of an attic bungalow of the late Federation era with projecting balcony, incorporating covered balcony or sleepout at first floor level. The house incorporates prominent first floor gabled balcony over the entry porch. The first floor balcony or sleepout is particularly prominent and intact. (Criterion D)

3-5 Florence Avenue is architecturally significant as an example of the early residential work of Philip B Hudson, who became best known as co-designer of the Shrine of Remembrance in partnership with J H Wardrop. Hudson was a prolific designer of bungalow style houses in his individual practice. The house demonstrates characteristic elements of Hudson's early residential work such as the combination of Arts & Crafts style with the attic bungalow. The house demonstrates the architect's favoured bungalow style, incorporating elements of his own home built a year earlier including Arts & Crafts styled timber posts with brackets to the verandah and decorative timber shingles in the gable ends and balcony with steep roof lines and a nested gable to the north side at rear. The asymmetric front on the ground level incorporates rounded bay windows, brickwork and side return verandah. (Criterion E)

### **Primary source**

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*Former Watson Residence (3-5 Florence Avenue, Kew) Heritage Citation, April 2021*