



BONDI BEACH INTER-WAR HERITAGE STUDY STAGE 1

November 2014

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1 0 INTRODUCTION

1.1 Introduction

The Inter-War buildings of the Bondi Beach area make an important contribution to its attractive and distinctive character, a character which has appeal to both visitors and residents. The buildings also provide a backdrop to the nationally significant Bondi Beach.

Campbell Parade, the focus of this study, is part of the Bondi Beach Conservation Area, and includes several heritage items listed as part of the Waverley LEP 2012. The Waverley Development Control Plan (DCP) also notes several contributory buildings in the area.

This study is the first stage in a proposed larger study of the Bondi Beach Area. The study is being undertaken in response to a resolution of Waverley Council made on 17 July 2012 that Council:

- 1. Commission a preliminary study to determine the range and extent of interwar buildings of note in the Bondi Beach area with a view to developing a set of DCP controls to maintain their individual character and to identify, understand and protect them as a group.*
- 2. Revise the Bondi Beach DCP Part E.2 (Site specific: Bondi Beach) to change Annexure E2-1 for preferred paint and material treatment of heritage items and contributory buildings to reflect the colour palette of the art deco and inter-war period.*
- 3. Hold a workshop for staff, planners and Councillors to educate, inform and allow them to learn about art deco, inter-war and architecture in Bondi Beach and throughout Waverley.*
- 4. Develop a resource on Council's website with photos and history of Bondi's buildings of the art deco and inter-war period.*
- 5. Investigate ways that will encourage and / or ensure retention and restoration of important facades of art deco and inter-war buildings along Campbell Parade. These could include a grant system or prize for the restoration of the facades and / or provision of incentive-based controls in the LEP / DCP similar to the existing heritage incentive clause, or changes to existing controls in the LEP / DCP.*

1.2 Inter-War Period

The Inter-War years are the years from c.1914 to c.1940.

1.3 Study Purpose

The first stage of the study addresses a number of matters in the Council resolution, the purpose of Stage 1 being to:

- provide a preliminary history of the Bondi Beach area in order to understand the historical context of the Inter-War development of the area, in particular the Campbell Parade strip;
- provide general information on the architecture of the Inter-War period;
- determine the extent of Inter-War buildings along Campbell Parade;

- provide information on typical colour palettes of the Inter-War period;
- propose an approach to colour schemes for buildings along Campbell Parade;
- make recommendations to enhance the character of the area and,
- assist building owners to maintain and upgrade buildings.

Future studies can provide more detail of the historical development of the Bondi Beach area and investigate the area beyond Campbell Parade. These studies can also investigate options for ways to encourage the retention and restoration of important Inter-War facades.

1.4 Study Area

The study area for Stage 1 of the Bondi Beach Inter-War study, the subject of this report, is generally the buildings immediately facing Bondi Beach. Most of the buildings are in Campbell Parade, with a small number in Beach Road, Warners Avenue, Ramsgate Avenue and Brighton Boulevard.

The study area for the broader study is proposed to include much of the Bondi Beach Urban Conservation Area and the area behind Campbell Parade. This area has been selected because it includes the commercial area of Bondi Beach, has a relatively close association with the beach, and contains a considerable number of Inter-War buildings.



Figure 1: The Study Area for the Stage 1 and broader study

1.5 Methodology

The history is intended to provide a broad historical context for the Inter-War development at Bondi Beach. It has been prepared using readily available sources.

The range and extent of Inter-War buildings has been determined through an inspection of Waverley Council records and through visual inspections undertaken in late 2013 early 2014.

An investigation of colour schemes used in the Inter-War period has been undertaken to help provide a suitable palette of colours. It was beyond the scope of the Study to undertake paint scrapes in order to determine the original colours of buildings.

This Study is anticipated to be the first stage of a larger project which expands the study area beyond the immediate beachfront.

1.6 Study Author

The study has been prepared by the Waverley Council Shaping Waverley Sub-program, part of the Futures Waverley Program.

2.0 HISTORICAL INFORMATION

2.1 Early History

Bondi has a rich pre and post European settlement history. It is understood that the Waverley area was occupied by the Gadigal people. It is thought that Indigenous use of the area was primarily along the coastline and around creeks and lagoons where there was an abundant source of food.

It has been established that Bondi Beach was the location of an open campsite(s) and burial place. Middens and engravings in sandstone shelters and caves have been found on the north and south headlands. In 1907 thousands of 'backed-artefacts', a range of relatively small and finely made tools, were discovered at Bondi Beach. These finds demonstrate that potentially aboriginal 'workshops' were held on the site, where chips, splinters and points for insertion into spears and for other purposes were manufactured.



Figure 2: Bondi Beach Backed Artefacts

Source: Australian Museum

Land was granted in the Bondi Beach area in the early days of the colony. The area around Bondi Beach was granted in 1809 to William Roberts, 200 acres in the Bondi

Beach basin area, and to John Hurd, 30 acres including the Ben Buckler headland (Figure 3). Hurd's land appears to have remained unsettled for a considerable time, while Roberts' land was used for agricultural purposes.

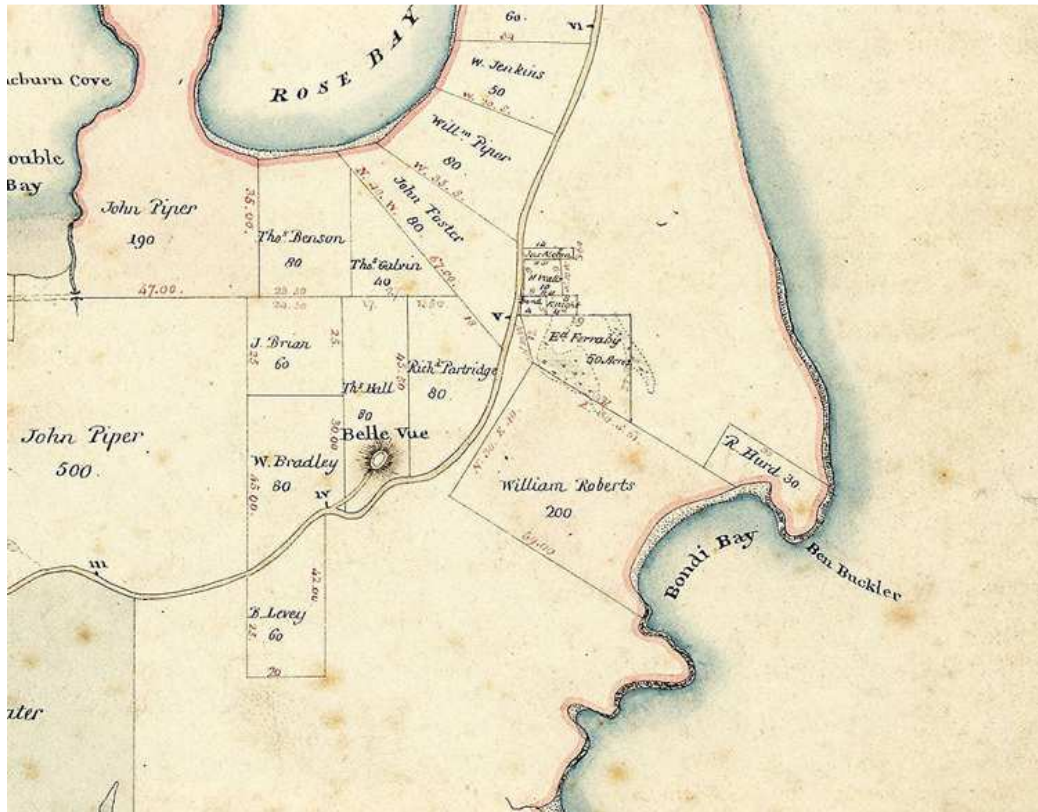


Figure 3: Parish Map c.1830

Source: NSW Land and Property Information

Bondi Beach and most of Campbell Parade are located on land encompassed by the original grant to William Roberts. From the middle of the nineteenth century Bondi Beach, although on private land, started to become popular with the public for picnics and other recreational activities. As a result of community agitation an area of just over 10 hectares was resumed by the NSW Government and dedicated as a public reserve in 1882.

The southern and the majority of the northern end of Campbell Parade is located on Roberts' land with part of the northern end is within the original grant to William Hurd. The southern end of Campbell Parade was previously called Waverley Street and Bondi Road, while the northern end was originally called Military Road.



Figure 4: Bondi Beach 1875 – looking to Ben Buckler Point
Source: Waverley Library

In 1880, the Cliff House Hotel opened at the southern end of Campbell Parade to serve day trippers to the beach, thus beginning a pattern of beach orientated buildings along the landward side of Campbell Parade.

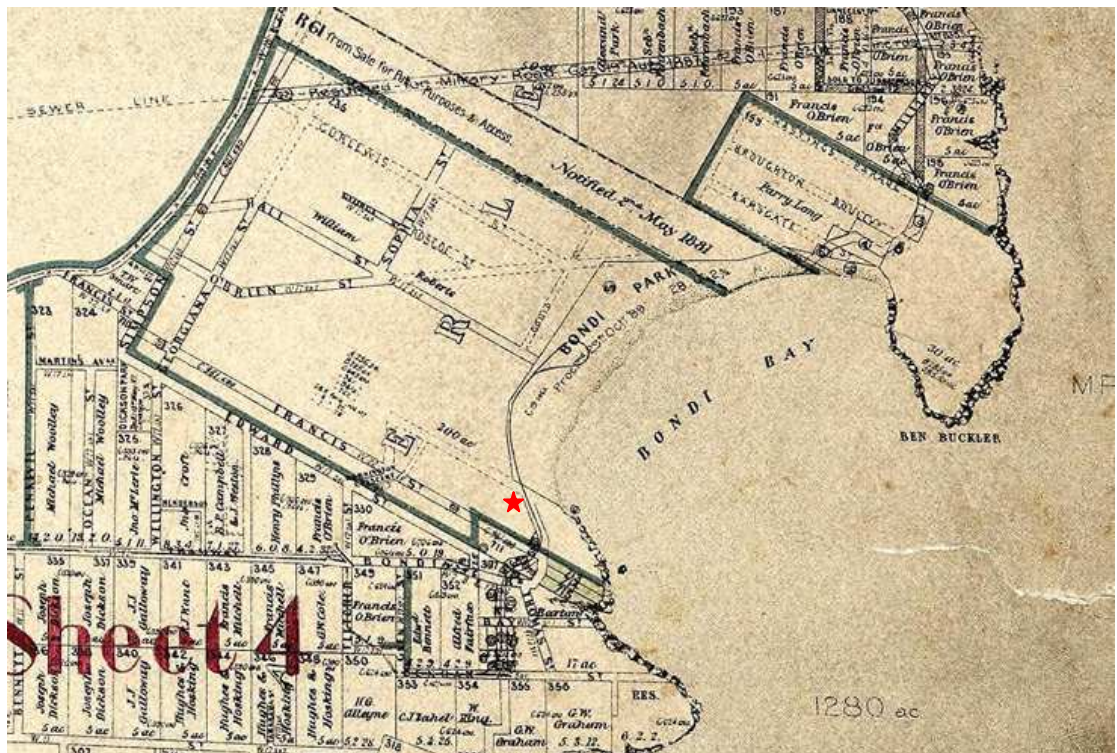


Figure 5: Parish Map 1900 showing early streets in Roberts' and Hurd's grants. The location of the Cliff House Hotel is indicated with a red star
Source: NSW Land and Property Information



Figure 6: 1866 Reuss subdivision plan showing the line of Campbell Parade.
Source: National Library of Australia



Figure 7: Plan of the Borough of Waverley, Pollitzer, 1887.
Source: National Library of Australia

A tram service to Bondi Beach terminating near Hall Street began in 1884. In 1911, the tram line was extended along Campbell Parade to a new terminus at North Bondi (the location of the present day bus terminus).

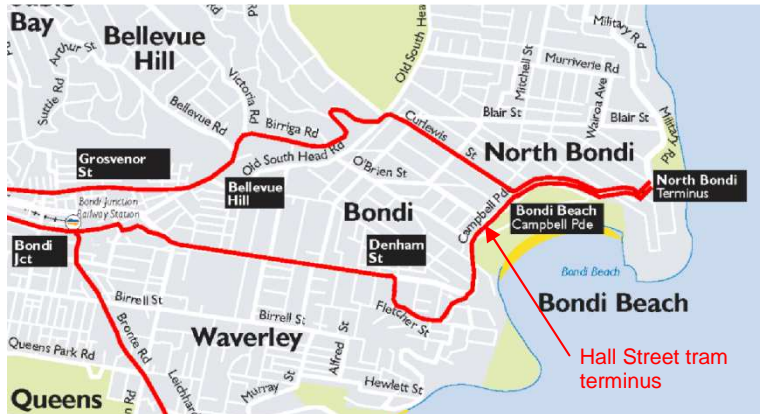


Figure 8: Tram routes to Bondi Beach with the location of the Hall Street tram terminus indicated

2.2 The Bondi Beach Area in the Inter-War Years

The Inter-War years saw considerable growth in the Municipality of Waverley. This was the result of several factors, including the availability of public transport and other services, acute post-war housing shortages, and development opportunity.

Subdivision of land provided lots for new developments, such as the 1921 subdivision of the land between Francis Street and Sir Thomas Mitchell Road to create “business sites” in Campbell Parade (Figure 9).

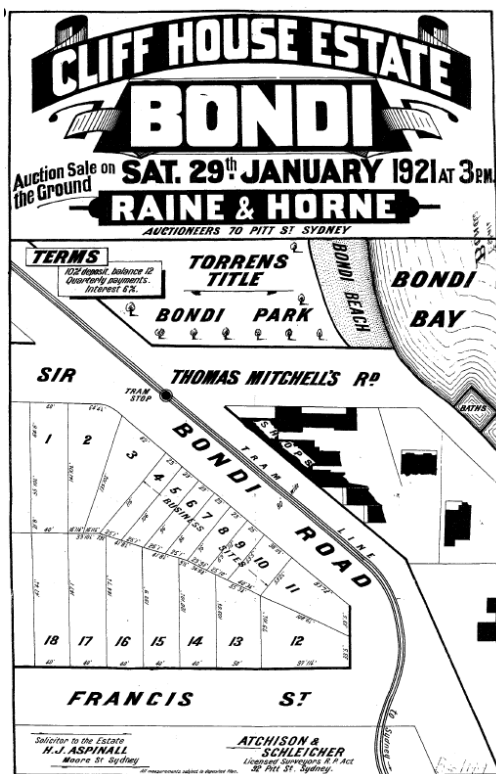


Figure 9: Cliff House Estate subdivision, 1921

Source: National Library of Australia

Subdivision advertisements extolled the virtues of Bondi Beach, a 1920 auction notice for the Bondi Beach Estate stating:

Real estate at Bondi with its splendid beach is always in demand – it is the home of thousands of people who desire the congenial climate that Bondi offers, daily visitors number millions every year, values are always going up, the demand is greater every day – we offer you 15 of the best and picked sites at Bondi – each has unlimited prospective value – land in this position overlooking the beach cannot be duplicated – every lot suitable for business, residential or flat properties – don't fail to buy a lot now and reap big profits.¹

Flats became increasingly popular during the Inter-War years, *Building* magazine of 1920 stating:

Flats had come, at least to the city, and it is no use fighting against them if we have to take into consideration the financial aspect of building and land as well as cost and convenience of upkeep.... A matter of still greater importance is the fact that servants, in all probability, will never again be available in such numbers as they were in the past for private home life....²

The following table, based on 1911, 1921 and 1933 Census data, illustrates the dramatic increase in the number of dwellings in Waverley during the Inter-War Years. The dramatic increase in the number of flats is especially evident and the related increase in rented dwellings.

	Population	Number of dwellings			Owned	Rented
		Houses	Flats	Total		
1911	19,831			4,211		
1921	36,797	6761	647	7,799	33%	65%
1933	55,902	9306	4380	13,686	26%	72%

Flats were built as speculative financial ventures and, until the advent of Company title system, were often let to tenants rather than being lived in by owners. The building boom of the 1920s saw property prices rise sharply, for example, from 1923 to 1926 land values in the Municipality of Waverley rose an average of 37 per cent.

Company title was developed to provide for the separate ownership of apartments. For the first time, this allowed people to buy an apartment rather than a house with the majority of company title home units set up in the 1920s and 1930s. Greater opportunity for owner occupancy was introduced with the advent of the strata title system in 1961, as building of unit blocks became more popular. The strata title system enabled buyers a Torrens title deed as they would have received if they had bought a free-standing home.

Development boomed in the Bondi basin and headland areas between the two World Wars with the southern end of Campbell Parade developing earlier than the northern end.

¹ Bondi Beach Estate Auction Notice 20 March 1920

² "Flats: Their Development and Advantages", *Building*, 11 December 1920

During the 1920s Waverley Municipal Council undertook a range of improvements at Bondi Beach, the most significant being the construction of the Bondi Pavilion, which opened in 1929. The crowd of onlookers was estimated at 160,000 to 200,000. The popularity of Bondi grew in the 1930s, with the beach drawing not only Sydneysiders but also people from elsewhere in Australia and overseas. Advertising literature of the 1930s referred to Bondi Beach as the “Playground of the Pacific”.³

A brochure produced by Waverley Municipal Council in 1929 promoting the newly completed Bondi Pavilion and the park beautification works, noted that the variety of accommodation available for visitors to Bondi included furnished flats and cottages: “two of the most modern and best appointed seaside hotels on the coast of New South Wales” (the Astra and the Bondi Hotel); and private hotels, “to those who prefer private hotels, up-to-date favourably situated premises are available at a tariff commensurate with the service” (an example being the Tareleton Hotel, now Bondi Backpackers).⁴

Local real estate agents formed the Bondi Publicity League in 1930 for the purpose of advertising the merits of Bondi Beach by such means as carnivals, processions, posters and car stickers with the slogan “Live in Bondi where life is better”. The League was still in operation in 1959.⁵

As a result of new development guest hotels, boarding houses, two and three storey flats clustered close to the beach with cottages and semi-detached houses filling the gaps and located in the basin behind.

By the late 1930’s a wall of hotels, guest houses and flats extended the length of Campbell Parade. The buildings displayed a variety of architectural styles and the largely uninterrupted street frontage formed a backdrop to Bondi Beach.



Figure 10: Bondi Beach 1929

³ National Heritage List, *Bondi Beach*, <http://www.environment.gov.au/node/19634>, accessed 15 November 2013

⁴ Waverley Local Studies Library

⁵ B.T. Dowd, *The History of the Waverley Municipal District*, Municipality of Waverley, 1959, p 245

Source: State Library of NSW



Figure 11: Buildings at the southern end of Campbell Parade 1929

Source: State Library of NSW



Figure 12: The northern end of Campbell Parade c.1920. The building in the foreground has been demolished. Bondi Public School can be seen in the background

Source: State Library of NSW

2.3 Development along the Beach front

In order to provide an understanding of the history of development along Campbell Parade the date of construction of the Inter-War buildings along the beachfront has

been researched in some detail. Building dates have been determined from a variety of resources as described below.

- Heritage impact statements and heritage studies, which had suitable histories, were used in the first instance to date buildings.
- Waverley Council's historic building register files were then researched. The date shown of the building is the year when the application was lodged. The building may have been built in the following year or designed in the previous year/s. Building Register files were not available for every property.
- *Sands Sydney Directory* was used when Building Register files were not available for a property. The building date shown in the table below is the year prior to the first time the property is listed in *Sands* as the building would most likely have been present the year prior to its listing.
- A photograph taken in December 1929 shows some of the buildings at the southern end of Campbell Parade between Lamrock Avenue and Hall Street. This photo was used to determine if buildings were present in 1929. Used in conjunction with *Sands Sydney Directory* it was able to be determined that the buildings would have been constructed sometime between 1915 and 1928 (the year prior to the photo) as no buildings are shown for Campbell Parade in the *Sands Sydney Directory* of 1915.
- The book, *The History of the Waverley Municipal District* by B. T. Dowd, 1959 was used to date some buildings, as Dowd's book is well researched.
- The 1943 aerial photograph of Sydney was used for buildings constructed after *Sands Sydney Directory* ceased publication, the last edition being 1932/33. These buildings are described in the table below dating from the 1930s, however some may have been constructed in 1941 or 1942.
- Visual inspection was used as a means to date properties which were clearly built Post WW2. These are usually modern buildings which replaced earlier buildings.

WESTERN SIDE

No.	Street	Name	Date	Source
(Side street: Francis Street)				
2-8	Campbell Pde		1934 1935 addition	Heritage Assessment BR 35/319
10-12	Campbell Pde		1952	BR 52/247
14-18	Campbell Pde		1927	BR 27/3760
20-26	Campbell Pde	<i>Remola Mansions</i>	1923	BR 23/880
28-30	Campbell Pde	<i>Cenira Mansions</i>	1924	Sands 1925
32	Campbell Pde	<i>Arnotts Flats</i>	1923	Sands 1924
34	Campbell Pde	<i>Astra Hotel</i>	1926	Dowd p 283
(Side street: Sir Thomas Mitchell Drive)				
36	Campbell Pde		Post WW2	Visual inspection
38-48	Campbell Pde	<i>Cairo Mansions</i>	1924	Sands 1925
50-54	Campbell Pde	<i>Walhalla Court</i>	1930s	1943 aerial photograph
56	Campbell Pde		1930s	1943 aerial

No.	Street	Name	Date	Source
				photograph
58	Campbell Pde		1930s	1943 aerial photograph
64-68	Campbell Pde		Post WW2	Visual inspection
70	Campbell Pde	<i>The Empire</i>	1928	Sands
(Side street: Lamrock Avenue)				
72-76	Campbell Pde	<i>Grenfell Mansions Majestic Mansions</i>	1916	Sands 1917
78	Campbell Pde		Post WW2	Visual inspection
80	Campbell Pde	<i>Oceanic Mansions</i>	1918	Sands 1919
82	Campbell Pde	<i>Government Savings Bank</i>	1927	Sands 1928 Dowd p 260
84-88	Campbell Pde	<i>Daphne Flats</i>	1923	Sands
90-94	Campbell Pde	<i>Ascot Flats</i>	1921	Sands
96	Campbell Pde	<i>Ozone Flats</i>	1921	Sands
102-106	Campbell Pde	<i>Biltmore Private Hotel</i>	Sometime between 1915 and 1928	Sands and 1929 photograph
108	Campbell Pde	<i>Watalia Chambers</i>	Post WW2	Visual inspection – modern building
112-116	Campbell Pde	<i>Britannic Flats</i>	Post WW2	Visual inspection – modern building
118-122	Campbell Pde	<i>Ravesi's</i>	1914	Date on building
(Side street: Hall Street)				
124	Campbell Pde		Sometime between 1915 and 1928	Sands and 1929 photograph
126	Campbell Pde		Post WW2	Visual inspection
128-132	Campbell Pde		Post WW2	Visual inspection
134-138	Campbell Pde	<i>Eurangi Flats</i>	c.1920 ⁶	Sands
140-142	Campbell Pde	<i>Hazel Flats</i>	1920	Sands 1921
146-148	Campbell Pde	<i>Elaine Flats</i>	1922	Sands 1923
154-162	Campbell Pde		Post WW2	Visual inspection

⁶ The Sunday Times of 12 September 1920 makes references to a Mrs Smith living at Eurangi Flats, Campbell Parade, Bondi.

No.	Street	Name	Date	Source
(Side street: Roscoe Street)				
164-176	Campbell Pde		Post WW2	Visual inspection
178	Campbell Pde		Post WW2	Visual inspection
178A	Campbell Pde	<i>Bondi Hotel</i>	1920	Dowd p 281
(Side street: Curlewis Street)				
180 – 186	Campbell Pde		Post WW2	Visual inspection
(Side street: Beach Road)				
1	Beach Road		1925	BR 25/2141
		<i>Bondi Beach Public School</i>	1923 New wing 1932	Dowd p 201 Dowd p 201
(Side street: Warners Avenue)				
35	Ramsgate Ave		1938	BR 38/114
140	Warners Ave		After 1940	Visual inspection
142	Warners Ave		1930s	1943 aerial photograph
144	Warners Ave		1930s	1943 aerial photograph
146	Warners Ave		1930s	1943 aerial photograph
148	Warners Ave		1930s	1943 aerial photograph
226	Campbell Pde		1930s	1943 aerial photograph
228	Campbell Pde		1930s	1943 aerial photograph
230	Campbell Pde		1930s	1943 aerial photograph
232-234	Campbell Pde		Post WW2	Visual inspection
236	Campbell Pde	<i>Belmont Court Flats</i>	1930	1931 Sands
238	Campbell Pde	<i>Fairlawn Flats</i>	1930	1931 Sands
240	Campbell Pde		1930s	1943 aerial photograph
242	Campbell Pde		1930s	1943 aerial photograph
244	Campbell Pde		1938	BR 38/294
246-248	Campbell Pde		1934	BR 34/23
250	Campbell Pde	<i>Rose Bay Surf Club</i>	1927	BR 27/3730
252	Campbell Pde		1930s	1943 aerial photograph
262	Campbell Pde		1930s	1943 aerial photograph
(Side street: Ramsgate Avenue)				

No.	Street	Name	Date	Source
110-114	Ramsgate Ave		1930s	1943 aerial photograph
264-268	Campbell Pde		Post WW2	1943 aerial photograph
270	Campbell Pde		1939	BR 39/152
272	Campbell Pde		1930s	1943 aerial photograph
274	Campbell Pde		1930s	1943 aerial photograph
276	Campbell Pde		Post WW2	Visual inspection
278	Campbell Pde		Post WW2	Visual inspection
280	Campbell Pde		Post WW2	Visual inspection
282	Campbell Pde	<i>Lurline</i>	1930s	1943 aerial photograph
284	Campbell Pde		Post WW2	Visual inspection
(Side street: Brighton Boulevard)				
286-294	Campbell Pde		1937	BR 37/150
	Substation		1937	BR 37/232
296	Campbell Pde		Post WW2	Visual inspection
298	Campbell Pde		Post WW2	Visual inspection
300	Campbell Pde		Between 1931 and 1943	1932 Sands and 1943 aerial photograph
(Side street: Hastings Parade)				

EASTERN SIDE

(Side street: Hastings Parade)				
39-53	Campbell Pde		Post WW2	Visual inspection
92-96	Brighton Blvde		1930s	1943 aerial photograph
99	Brighton Blvde	<i>Wongalea</i>	1934	BR 34/163

Most of the early development of Campbell Parade was at the southern end, with later development generally occurring at the northern end of Campbell Parade (Figure 13). In the 1920s the early buildings in Bondi Beach village were of the more traditional designs but as the Inter-War years progressed, architectural designs reflecting Art Deco and modern Functionalist designs became more popular.

In the 1960s, '70s and '80s redevelopment of individual or amalgamated sites did not occur at the same scale as in other coastal suburbs. In more recent decades, statutory planning controls have sought to retain the predominant interwar character.

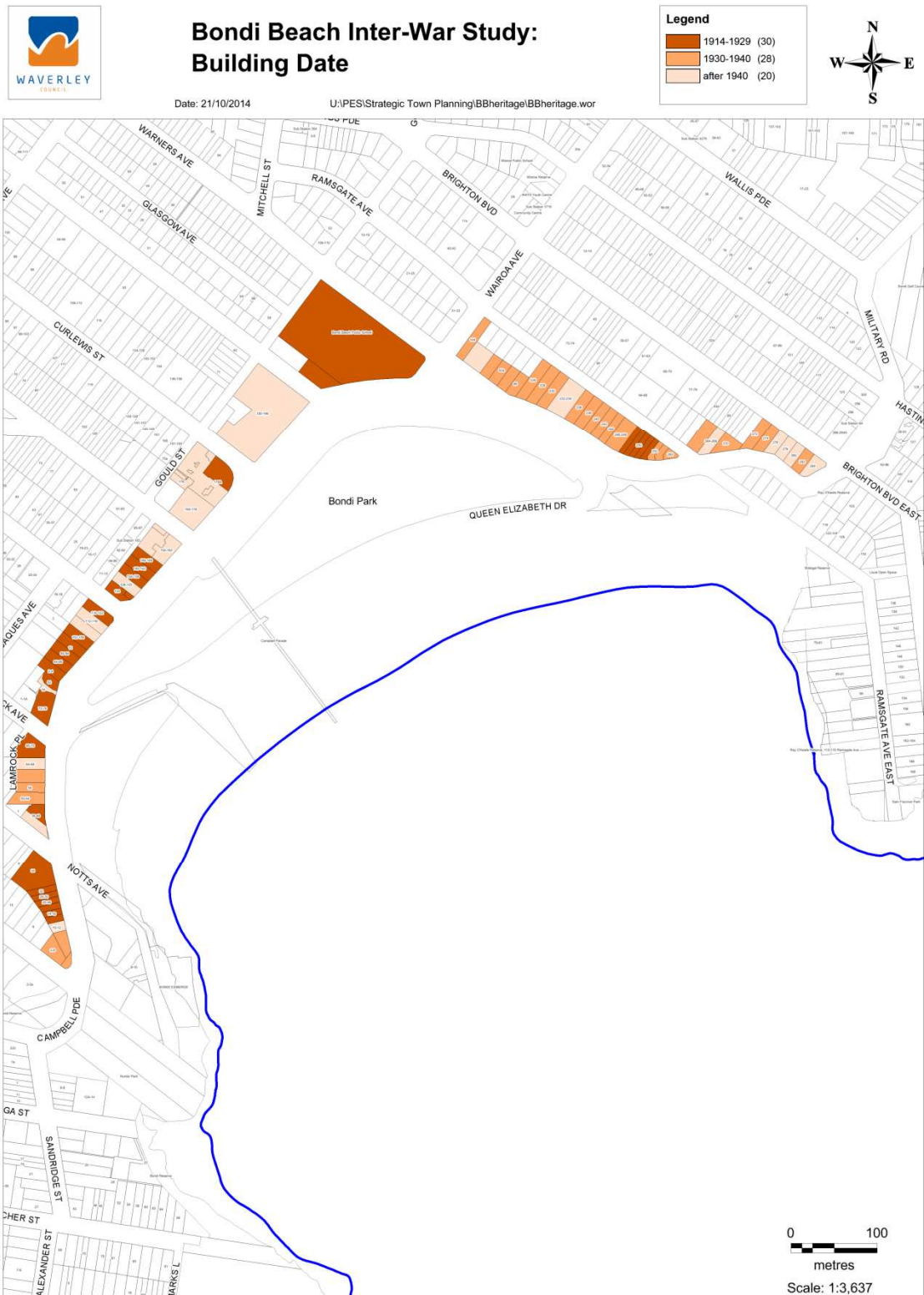


Figure 13: Date of building map

3.0 ARCHITECTURE OF THE INTER-WAR YEARS

Australian architecture in the Inter-War period was highly eclectic and generally rather conservative. The period was characterised by a profusion of styles which drew their influence from a wide range of sources. Of particular significance was the cultural influence of the United States of America which supplemented the

continuing influences from England. Buildings often did not display a clear expression of a single style and it is common for buildings of the Inter-War period to display features from more than one style.

The buildings along Campbell Parade display a range of Inter-War architectural styles. The buildings at the southern end of Campbell Parade were generally built between 1915 and 1928, earlier than the buildings at the northern end of Campbell Parade which were generally built in the 1930s and early 1940s. The date of construction is reflected in the architectural style of the buildings.

Some of the earlier buildings, such as *Grenfell Mansions*, No. 72–76 Campbell Parade (Figure 14), which was built in 1916, are more typical of the Arts and Crafts styles continuing from the Federation period. It may be that some buildings were designed some time prior to when they were built and so could reflect the fashions of an earlier time.

The Arts and Crafts style was unpretentious and informal, and employing traditional materials and details which evoke a feeling of comfortable familiarity.

The Federation period is from the years from 1890 to 1915 and is defined by the proclamation of the Commonwealth of Australia on 1 January 1901. During this period Australia established itself as a nation with its own character. Federation architecture, primarily in the residential building stock, is expressive of this sense of pride. Australiana themes are sometimes incorporated, and the use of the verandah and larger window openings in response to setting and the climate are utilised.



Figure 14: *Grenfell Mansions*, No. 72- 76 Campbell Parade.

The earlier buildings feature a greater amount of applied decorative detail, as can be seen on *Cairo Mansions*, No. 38 - 48 Campbell Parade, which is built in the Inter-War Free Classical style (Figure 15). Buildings in the Free Classical style display variations

of classical elements in original designs not bounded by the rigours of academic classicism. *Cairo Mansions* features pilastered columns with elaborately moulded capitals and a bracketed cornice to the parapet. (The slightly set back top floor is a modern addition.)



Figure 15: *Cairo Mansions*, No. 72- 76 Campbell Parade

Another example of the Inter-War Free Classical style is the former bank building at No. 82 Campbell Parade (Figure 16). This building has historic interest as a banking premises associated with the early years of Bondi Beach's popularity. The building has a symmetrical fully rendered facade with decorative mouldings. The original top three floors feature tall, pilastered columns, an entablature, and a heavy bracketed cornice to the parapet above.



Figure 16: Former bank building, No. 82 Campbell Parade

The use of a mixture of Inter-War styles in a single building is evident at No. 14-18 Campbell Parade (Figures 17 and 18). Although much of the original detail has been removed and the original face brickwork front wall has been rendered and painted, the form of the original building is still present. The building application drawing shows how the facade might have originally appeared (Figure 16). The Inter-War Old English elements of the building such as the pitched tiled roof and original decorative face brickwork are a reflection of nostalgic ties to the “mother country”. The symmetry of the front facade is typical of the Inter-War Georgian Revival style.



Figure 17: No. 14 - 18 Campbell Parade

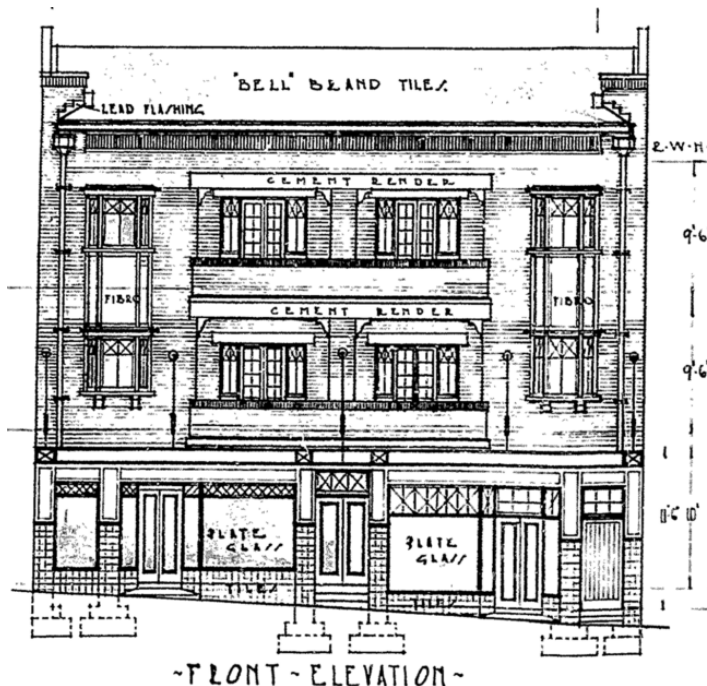


Figure 18: The original facade of No. 14 - 18 Campbell Parade

Bondi Beach Public School is an example of the Inter-War Georgian Revival style (Figure 19). It has a symmetrical design around a classical central portico, which has stone Tuscan style columns supporting the entablature above. The gable above the portico breaks up the long line of the pitched and tiled roof.



Figure 19: Bondi Beach Public School

Rose Bay Surf Club, built in 1927 and designed by Joseland and Gilling Architects, is an example of the Inter-War Mediterranean style. The building originally featured an arched colonnade centred on the front facade which now unfortunately has been lost.

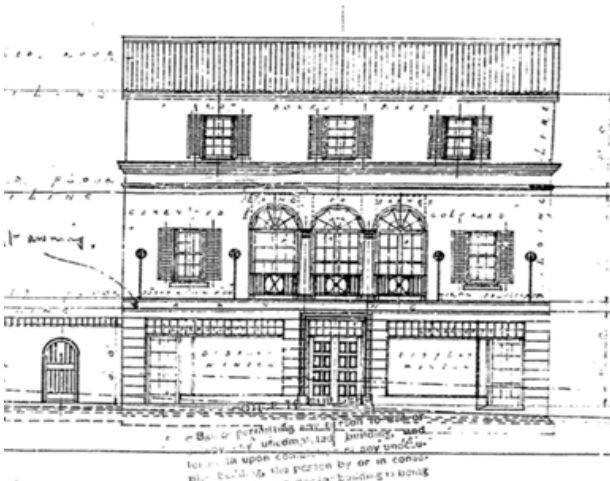


Figure 20: The original facade of Rose Bay Surf Club, No. 250 Campbell Parade



Figure 21: The existing facade of Rose Bay Surf Club, No. 250 Campbell Parade

Elements of both the Inter-War Stripped Classical style and the Inter-War Functionalist style can be seen at No. 50-54 Campbell Parade (Figure 22). The symmetrical composition, simplified classical motifs (in this case columns and capitals) are typical of the Inter-War Stripped Classical, while the door surround is Inter-War Art Deco in influence, and the horizontal stripped recesses show Inter-War Functionalist influence.



Figure 22: No. 50- 54 Campbell Parade

The Inter-War Art Deco style, the embodiment of dynamic progress and faith in modern technology, was influential in the Inter-War years. Art Deco buildings feature strong vertical or horizontal emphasis and streamlined effects. The style was self-consciously “modern” and characterised by clean, geometric and elegant lines. Its influence can be seen in the design for No. 246 – 248 Campbell Parade built c.1934 (Figure 23).

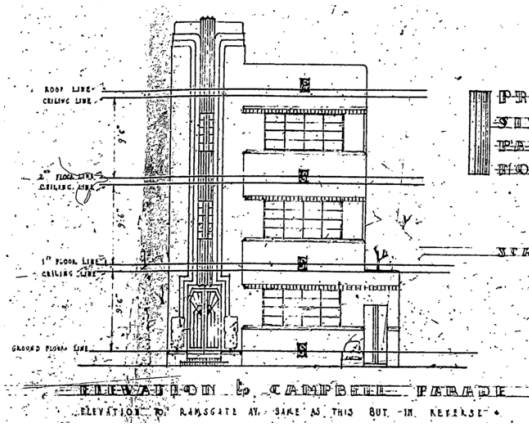


Figure 23: The drawing of the original facade No. 246 – 248 Campbell Parade, 1934



Figure 24: Existing facade No. 246 – 248 Campbell Parade

Another example of the Art Deco style is No. 270 Campbell Parade, designed in 1939 by the architect F.G. Leslie Allen (Figure 25). The Art Deco influence is clearly evident in forthright vertical articulation and geometric shapes of the decorative face brickwork of the Campbell Parade facade.



Figure 25: 270 Campbell Parade 1939 F.G. Leslie Allen, Architect

Another Inter-War style commonly used was the modern Functionalist style. The Inter-War Functionalist style was influenced by modern European architecture and typically has an asymmetrical massing of simple geometric shapes, clean lines, and dissociation from styles of the past. The buildings at the northern end of Campbell Parade displaying motifs of Inter-War Functionalist style include No. 274 Campbell Parade (Figure 26) and No. 35 Ramsgate Avenue, designed by the architect G. N. Kenworthy in 1938 (Figure 27), have little applied decorative detail, in contrast to the buildings at the southern end of Campbell Parade. The decorative details are generally very much simpler and are incorporated into the building form.



Figure 26: No. 274 Campbell Parade



Figure 27: No. 35 Ramsgate Avenue

Also seen in the Bondi beach area, are Inter-War Spanish Mission style buildings, although there are few along the beachfront. A romantic, evocative style derived from designs common in California this style was made fashionable by movies, magazines and other popular media from America. Inter-War Spanish Mission styles commonly feature textured wall surfaces, triple arches, terracotta tiles, and concentrated areas of elaborate ornamentation contrast with plain surfaces (Figures 28 and 29).



Figure 28: No. 7 Ramsgate Avenue

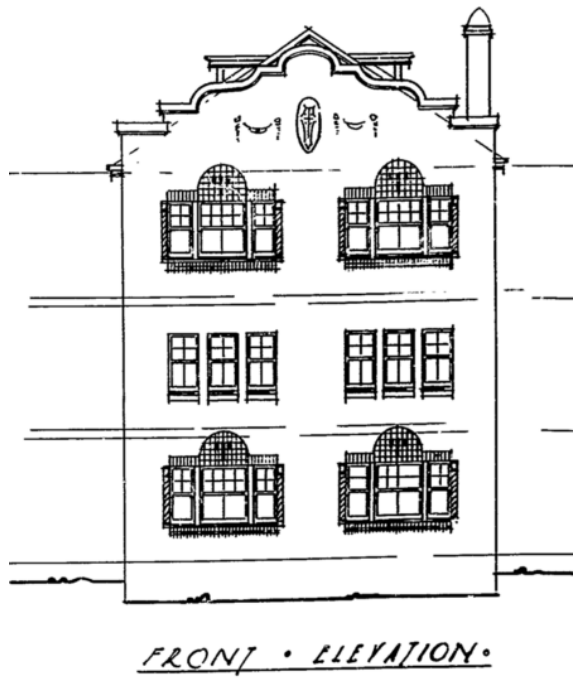


Figure 29: The original design for the front facade of No. 142 Warners Avenue from the plans by J A Dobson Architect, 1936



Figure 30: Existing facade of No. 142 Warners Avenue

4.0 INTER-WAR COLOUR SCHEMES

The colour schemes of buildings in the Inter-War period reflected the architectural style of their building. Typically, Inter-War buildings had relatively simple colour schemes when compared with the variation in colours found in earlier Victorian and Federation buildings.⁷

The earlier Inter-War buildings at the southern end of Campbell Parade were generally rendered and painted, while the 1930s buildings at the northern end of Campbell Parade often had face brickwork external walls with only the timber joinery being painted.

Some buildings however were not rendered or painted, relying on the natural colours of building materials and decorative effects resulting from embellishment and shadows.

As can be seen in the 1929 photograph of the southern end of Campbell Parade (Figures 11), the original buildings had light wall colours with architectural features highlighted in a dark colour. The window sashes were painted both dark and light colours, the approach seeming to be to provide a contrast with the adjoining colour. Architectural features could also be painted a different colour to the main wall colour without a high degree of contrast.



Figure 31: Photograph of buildings at the southern end of Campbell Parade, 1929.

Source: State Library of NSW

⁷ Peter Cuffley, *Houses of the 20s and 30s*, Five Mile Press 1989, p188

Crems buff, brown, chocolate, bronze green, and dark green popular in the beginning years of the twentieth century continued their popularity in the Inter-War years.⁸ The paint manufacturers Lewis Berger and Sons stating in the 1930s that with regard to bungalows: "It is obvious that care should be taken to avoid the choice of colours that will conflict with neighbouring home. The choice of Deep Green and White or Cream and Bungalow Brown is reasonably sure to provide against the clashing of colours, and at the same time provide for the desired individual effect".⁹ The conservative bungalow colour schemes carried across to many flat buildings.

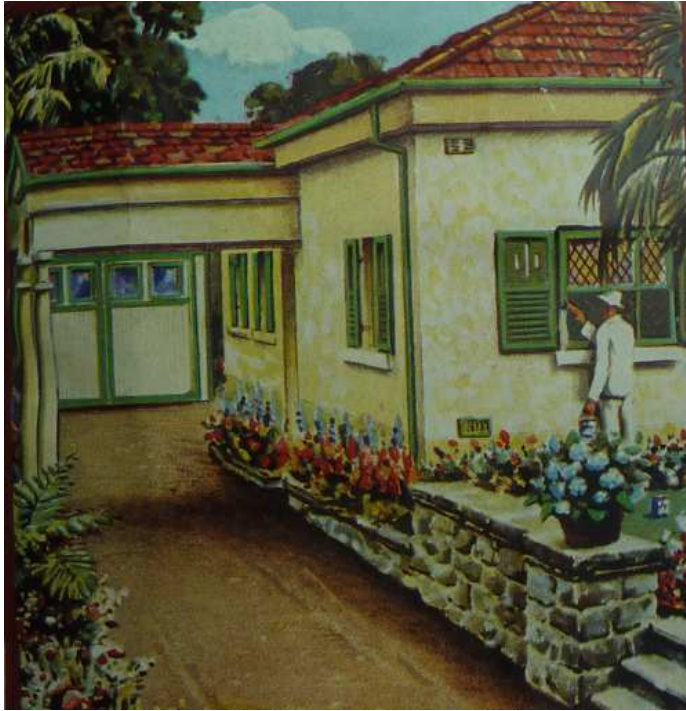


Figure 32: Advertisement for "Majora" paint

Source: *How to Use Enamel Lacquer Paint*, by E. Knight

The later Inter-War buildings at the northern end of Campbell Parade are generally face brickwork with painted timberwork. Unlike the more decorative buildings of the 1920s, the later buildings had simpler architectural detail which was integrated with the design of the building rather than being applied. These buildings have fewer colours and finishes and simpler and less effusive detailing. The colour schemes for these buildings are very simple, painted elements generally being the windows, front doors, building name (if used), and street numbers. The simplicity of the colour schemes is demonstrated by the picture in an Inter-War colour card for Zinolin Paints (Figure 33).

⁸ Peter Cuffley, *Houses of the 20s and 30s*, Five Mile Press 1989, p185

⁹ Colour Schemes for Australian Homes, Lewis Berger and Sons, 1930s

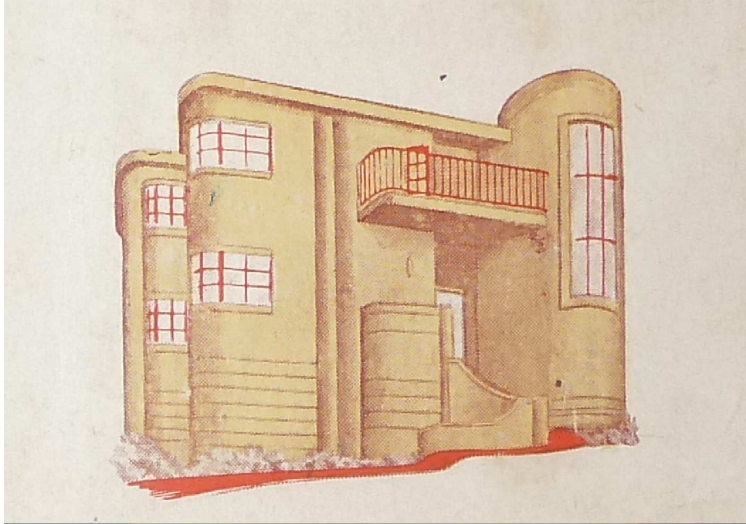


Figure 33: Colour scheme example

Source: Zinolin Durable Gloss Paint colour card

Paint charts of the Inter-War years demonstrate the colours which were available at this time. An example paint colour card from the 1920s and 1930s is illustrated below.



Figure 34: Counter Reference Book of Bergers Paints and Varnishes

4.0 BOND BEACHFRONT COLOURS

A guide for potential colours schemes for the buildings along Campbell Parade and Warners Avenue which address Bondi Beach will help ensure that the unique identity of Bondi Beach village is enhanced and that an attractive backdrop is provided to Bondi Beach. It can also help stimulate cultural tourism as has been experienced in other places, such as Napier in New Zealand, where the unique attributes of the area are promoted to a wider audience.

In 1988 Council adopted a colour palette for the buildings along Campbell Parade, the sand and sea colours reflecting beachside character of the area. Council's current controls offer four alternative colour schemes which embrace a broader range of colours and richer more saturated hues. Colours in the Bondi beachfront area used previously reflected individual tastes, fashions current at the time, and council controls.



Figure 35: Example of an exterior colour schemes used in Napier, New Zealand

Source: *The Colours of Napier. The Colourful Buildings of The Art Deco City*



Figure 36: Example of an exterior colour schemes used in Napier, New Zealand

Source: *The Colours of Napier. The Colourful Buildings of The Art Deco City*



Figures 37, 38, 39:
Examples of an exterior
colour schemes used in
Napier, New Zealand

Source: *The Colours of
Napier. The Colourful
Buildings of The Art Deco
City*

4.1 Proposed Approach

The proposed objectives for the colours of buildings along Campbell Parade are to:

- emphasise the unique identity for the area;
- respect the heritage values of the area and of individual buildings;
- create a streetscape of warmth, colour and vibrancy;
- provide a strong built backdrop for Bondi Beach; and
- enhance the design quality of the area.

These objectives can be achieved in a variety of ways, including by:

- using lighter colours for the main wall colour as this allows shadows to be more easily read, thereby increasing visual interest;
- drawing attention to decorative areas through use of different colours and/or tones;
- using polychromatic colour schemes for more decorative buildings, rather than a single colour;
- ensuring colour schemes are individual for each building;
- ensuring a proposed colour scheme is compatible with its neighbours
- using richer colours to highlight architectural features; and
- preserving or reinstating face brick facades when supported by heritage values.

Original colour schemes of buildings can be determined through an investigation of the existing building fabric (by a heritage professional with appropriate experience). The original colour schemes could be used or, alternatively, could be interpreted in a way which highlights the attractive features of a building and contributes to the consistent appear of the beachfront. It is not necessary to reproduce the original colours.

Colour schemes can be based on early photographs which, while black and white, show the architectural elements highlighted and the shade of the colours (ie how light or dark). The early photographs show that the main wall colours were light with darker colours used to highlight architectural features and decorative details.

Further information in regards to colour schemes can be sourced through the State Library of NSW, Sydney Living Museum Caroline Simpson Research Library and Research Collection, journals published through the Inter-War period such as the 'Australian Home Beautiful' and trade journals.

Buildings which have face brickwork facades should retain the face brickwork. The timberwork should be painted a suitable colour such as a light cream/off white.

The reinstatement of missing original architectural features, particularly for heritage listed buildings, is encouraged.

While colour schemes do not have to be original, they should be appropriate to the period and style of the individual building.

A range of colours can be used and should be based on colours typical of the Inter-War period as shown in Section 3 of this study. These colours should not be considered definitive but rather are provided for guidance in the development of colour schemes appropriate for each building.

Colours schemes should be prepared in consultation with Council Heritage Officers.

New buildings inserted into the beachfront and existing buildings outside the Inter-War period should have colour schemes compatible with the approach outlined above.

5.0 ASSISTING LANDOWNERS

5.1 Background

Council is committed to protecting places of heritage significance for current and future generations. Maintaining and enhancing a heritage building can positively contribute to the cultural significance of the area. These places connect us to our heritage and our identity, and contribute to the character of the area.

Heritage can also contribute to the economic benefit of a property. There is growing evidence to support the view that heritage can have positive impact on property values. Heritage properties are often sought after by the market - people purchase heritage buildings because they like them. This may be because of character, or because they have wonderful settings.

5.2 Council Assistance

Council fosters an appreciation of our heritage by encouraging and assisting owners of local heritage items, and of buildings in conservation areas, to conserve their properties. There are several opportunities for Council and property owners to work together to preserve the area's heritage.

Council advice;

Council has in-house heritage experts that can help assist landowners with how to approach work on heritage buildings. The heritage experts can provide heritage advice over the phone or can provide heritage advice at face-to-face meetings. Council's heritage advisor can help owners undertaking renovation work to help maintain the character and style of their properties and surrounds. Advice given is general and should be considered as the starting point for more extensive work that may require an architect, builder or designer. This service can potentially help prevent problems, save costs and avoid delays in the development approval process.

Local Heritage Incentives Scheme;

To demonstrate its commitment to the heritage of the region and to assist owners in conserving and maintaining local heritage places it is proposed that a 'Local Heritage Incentives Grants Scheme' be prepared. The Grant Scheme would offer a monetary fund set aside by Council to provide subsidies for owners for work associated with the conservation of their local heritage places.

Guideline sheets;

Guideline sheets are in the process of being prepared to help educate and promote the area's history. Guideline sheets will address the heritage process, architectural styles and features, and technicalities of maintaining heritage buildings.

6.0 RECOMMENDATIONS

1. That existing heritage inventory sheets be reviewed, in light of the insight gained from this study, and updated as required.
2. That new inventory sheets, such as for the Bondi Beach Urban Conservation area, be informed by the study.
3. That guideline sheets be prepared to inform landowners of the opportunities and constraints when working on heritage buildings, and to clarify the process for gaining heritage approval.
4. That the Waverley Development Control Plan 2012, be reviewed, to further define the key attributes of heritage buildings, and to give greater articulation to the colour scheme for Bondi Beach.
5. That Schedule 5 of the Waverley Local Environmental Plan 2012 be reviewed to ascertain if any items should be added or deleted.

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