

Identifier Flats
Formerly unknown



Not within a HO area

Address 33 Pine Avenue
ELWOOD

Category Residential: apartment

Constructed c.1960

Designer Unknown

Significance

What is Significant?

The building at 33 Pine Avenue is a three-storey flat-roofed cream brick block of flats, one of a symmetrical pair (with No 35; since altered) that was erected c.1960. Its double-fronted street façade is distinguished by a projecting stairwell with ribbon window, and there are concrete slab balconies, variously of splayed and rectilinear form, to the side elevations

How is it Significant?

The flats are of aesthetic significance to the City of Port Phillip.

Why is it Significant?

Aesthetically, the flats are significant as a particularly interesting and intact example of 1960s apartment design, in contrast to the many more utilitarian and mediocre blocks in the area. It is of note for the way that it combines a number of visually arresting contemporary elements (eg the splayed concrete side balconies and huge double-height window with coloured glass spandrels) with others (eg the enclosed stairwell with vertical strip window) that hark back to the stark Functionalist style of the late 1930s.

Other Studies

David Bick. *St Kilda Conservation Study: Area 2* (1984)
 [flats were graded as PFS, or 'possible future significance']

Description

The block at flats at 33 Pine Avenue is a three-storey flat-roofed cream brick building, containing eight residential apartments. The double-fronted façade has a prominent timber-framed window at the right side, spanning two levels, which contains awning sash windows alternating with yellow and blue glass spandrels. A projecting stairwell, to the left (south) side, has concrete slab roof and a vertical ribbon window with seven panes of fluted glazing. This stairwell facilitates access to three concrete slab common balconies that extend along the side (south) elevation, supported on plain steel posts with metal strap balustrades. Along this side of the building, the flats have timber-framed windows, alternating in tripartite and paired sashes. On the opposite (north) side of the block are a series of individual concrete slab balconies of splayed form, with metal posts and distinctive lozenge-pattern balustrades. Internally, the block contains two flats at the ground floor, and three each on the first and second floors –the larger flat, on the ground floor, being provided for the building owner.

The block originally formed a mirror-reversed pair with the adjacent block (No 35), although the latter has been disfigured by overpainting of original face brickwork and the installation of new windows and timber lattices. The former common driveway between the two blocks has also been divided by a timber paling fence.

History

This block of flats was one of a pair that were evidently erected during 1960, as they both appear for the first time in the *Sands & McDougall Directory* for 1961, listed simply as 'flats' at 33-35 Pine Avenue. By 1963, the flats at No 33 were listed alongside one U Goldberg. Electoral rolls reveal that this was Usher Goldberg, described as a manufacturer, who was presumably the live-in building owner. Goldberg died in the late 1960s, and his widow, Mrs C Goldberg, remained living in the flats until at least 1974.

Comparative Analysis

Amongst the countless 1960s flats in Elwood and St Kilda, there are those that are well-considered, obviously the work of talented designers, and there are others that are more utilitarian, less well resolved, or the work of lesser designers or speculative developers. The example at 33 Pine Avenue rises above the many mediocre examples and, as such, compares favourably with such examples as the *Surfside* flats at 46 Ormond Esplanade, Elwood (1963), with its wide windows, balconies and contrasting materials. *Barkly Lodge*, at 289 Barkly Street, St Kilda (1955) represents perhaps the most pertinent comparison; this block of flats is also of cream brick construction with a flat roof, individual concrete slab porches to the side elevation, and an enclosed stairwell on the street facade, with a prominent vertical strip window. The same tectonic can be seen in the slightly earlier design for the telephone exchange at 62 Inkerman Street, St Kilda (c.1949), a similar but even more substantial double-fronted cream brick building, also with flat roof and a projecting enclosed stairwell articulated by vertical strip window.

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

References

Sands & McDougall Directory. Various