

Heritage Citation



Avalon

Key details

Addresses	At 548 Brunswick Street, New Farm, Queensland 4005
Type of place	Flat building, Shop/s
Period	Interwar 1919-1939
Style	Composite
Lot plan	L3_RP8960
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — September 2010
Construction	Roof: Terracotta tile; Walls: Masonry

People/associations A.E. Hill and Brown (Builder);
Hall and Prentice (Architect)

Criterion for listing (A) Historical; (B) Rarity; (H) Historical association

'Avalon', built in 1929 and designed by architects Hall & Prentice, was financed by the Public Curator, who managed the estate of the deceased owner, Eugene Doctor. The 26 flats and two shops were built during the interwar building boom. As prospective tenants embraced the concept of modernity there was a growing demand in New Farm for rental accommodation that included a range of modern conveniences and was close to public transport and the City. The two-storey, masonry building is a composite of the Old English and Californian Bungalow styles. The flats included an extensive garage for about eight vehicles and a resident caretaker, indicative of the well-to-do tenants who initially lived there. Subsequent tenants have mirrored the area's increasing diverse population to include artists, featured in a Museum of Brisbane retrospective exhibition on 'Avalon'.

Statement of significance

Relevant assessment criteria

This is a place of local heritage significance and meets one or more of the local heritage criteria under the Heritage planning scheme policy of the *Brisbane City Plan 2014*. It is significant because:

Historical

CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history

as New Farm underwent a dramatic transformation in the interwar period, which saw a large number of flats being constructed on subdivided residential estates.

Rarity

CRITERION B

The place demonstrates rare, uncommon or endangered aspects of the city's or local area's cultural heritage

as one of a surviving number of interwar flats that make a valuable contribution to New Farm's built character, which is undergoing rapid change with increasing high-density development.

Historical association

CRITERION H

The place has a special association with the life or work of a particular person, group or organization of importance in the city's or local area's history

as the work of prestigious architects, Hall & Prentice, who also designed City Hall.

References

1. Brisbane City Council Properties on the Web
2. Brisbane City Council, 1946 aerial photographs.
3. Brisbane City Council, Sewerage Maps, Detail Plan No 201, 23 Sept 1924
4. Brisbane City Council, Surveyor's Notebook, 8 Sept 1924
5. Brisbane City Council, *New Farm and Teneriffe Hill Heritage and Character Study*, Oct 1995.
6. *Queensland Post Office Directory*, 1931-1932
7. Riddel, R. 'Avalon: a brief history', in F. Picardo, ed. *Avalon, Art and Life of an apartment building*, 2005, pg 226-237
8. Bennett, H, 'New Farm from quality street to mixed assortment', *Brisbane Houses, Gardens, Suburbs and Congregations*, Papers No 22 Brisbane History Group, 2010 pg 151-175
9. Benjamin, G. & Grant, G. *Reflections on New Farm*, New Farm & Districts Historical Society Inc, New Farm, 2008, pg 145
10. Watson, Donald and Judith McKay. *A Directory of Queensland Architects to 1940*. (St. Lucia: U of Q Press, 1984)
11. *Brisbane Courier*, 28 May 1929, pg 11
12. *Brisbane Courier*, 29 June 1929, pg 20
13. *Courier Mail*, 2 Dec 1933, pg 2
14. Apperly, R., R. Irving, P. Reynolds, *A Pictorial Guide to Identifying Australian Architecture*, 1989, pg 202-205; 206-209
15. Kennedy, Michael Owen. *Domestic Architecture in Queensland Between the Wars*. Unpub Thesis. Master of Built Environment. 1989

Copyright Brisbane City Council

Note: This citation has been prepared on the basis of evidence available at the time including an external examination of the building. The statement of significance is a summary of the most culturally important aspects of the property based on the available evidence, and may be re-assessed if further information becomes available. The purpose of this citation is to provide an informed evaluation for heritage registration and information. This does not negate the necessity for a thorough conservation study by a qualified practitioner, before any action is taken which may affect its heritage significance.

Citation prepared by — Brisbane City Council (page revised June 2022)



Dedicated to a better Brisbane