



REGISTER OF HERITAGE PLACES

Permanent Entry

1. **DATA BASE No.** 8894
2. **NAME** Model Brick Home (1934)
3. **LOCATION** 6 The Boulevard, Floreat
4. **DESCRIPTION OF PLACE INCLUDED IN THIS ENTRY**
Lot 3 on Plan 5659, being the whole of the land comprised in Certificate of Title Volume 90 Folio 10A.
5. **LOCAL GOVERNMENT AREA** Town of Cambridge
6. **OWNER** Jeremy Charles Wood Ardley.
7. **HERITAGE LISTINGS**

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|------------------------------------|-----------|------------|
| • Register of Heritage Places: | Interim | 05/01/2001 |
| | Permanent | 04/05/2001 |
| • National Trust Classification: | | ----- |
| • Town Planning Scheme: | | ----- |
| • Municipal Inventory: | Adopted | 12/11/1996 |
| • Register of the National Estate: | | ----- |

8. **CONSERVATION ORDER**

9. **HERITAGE AGREEMENT**

10. **STATEMENT OF SIGNIFICANCE**

Model Brick Home, a single-storey brick and tile residence in a simplified version of the Inter-War Old English style set in landscaped gardens and built as a model home in 1934, has cultural heritage significance for the following reasons:

the place was one of two winning designs in the competition run by the Model Homes Committee as part of the Building Revival Campaign, an initiative to promote and stimulate employment in the home building industry during the economic depression of the 1930s;

designed by architect Howard Bonner, the place is a fine example of an architect designed home from the inter-war period, exhibiting the influence of a simplified form of the Inter-War Old English architectural style characterised by the dominant steeply pitched gabled roof and distinctive curved line of the front elevation; and,

the place was one of the first two homes built in the Floreat Park No. 1 Estate, which was planned as a Garden Suburb by the City of Perth under the influence of Town Clerk, W. E. Bold, who promoted the principles of the Garden City Movement in Western Australia in the 1920s and 30s.