
Nelson Bros. Funeral Parlour Complex (Former)



Nelson Bros. Funeral Parlour Complex (former), Hobsons Bay Heritage Study 2006



Nelson Bros. Funeral Parlour Complex (former), Hobsons Bay Heritage Study 2006

Location

37-43 Douglas Parade WILLIAMSTOWN, Hobsons Bay City

Municipality

HOBSONS BAY CITY

Level of significance

Incl in HO area contributory

Heritage Overlay Numbers

HO83

Heritage Listing

Hobsons Bay City

Statement of Significance

Last updated on -

What is Significant?

The former Nelson Bros. funeral parlour complex, designed by Phillip Blair and constructed in 1940, at 37-43 Douglas Parade, Williamstown.

How is it Significant?

The former Nelson Bros. funeral parlour complex at 37-43 Douglas Parade, Williamstown is of local historic and aesthetic significance to the City of Hobson's Bay.

Why is it Significant?

Historically, it is significant for its long association with the undertaking and funeral trade and is a rare surviving example of a complex that combined most, if not all, of the activities associated with the trade on the one site. It has strong associations with the well known firm of Nelson Bros. and is believed to be the oldest building constructed by the firm in metropolitan Melbourne. (Criterion A4, D2 and H1)

Aesthetically, although altered, it remains a locally rare example of a large Interwar Moderne commercial building, which retains distinctive elements so redolent of this style. It makes an important streetscape contribution on this prominent corner location. The dynamic architecture expressed the progressive nature of the firm for whom it was originally built. (AHC criteria B2, E1 and F1)

Heritage Study/Consultant Hobsons Bay - Hobsons Bay Heritage Study, Hobsons Bay City Council, 2006;

Architect/Designer Blair, Phillip,

Hermes Number 15013

Property Number

Physical Description 1

The former Nelson Bros. Funeral Parlour at 37-43 Douglas Parade is an inter-war Moderne style rendered masonry building of three storeys (originally only two-storeys) with stepped and curved forms, sited at the Stevedore Street corner. On each street elevation is a rendered vertical tower-like element with vertical fins. Other significant elements include:

- The dynamic form, which is expressive of the Moderne style
- Curved projecting awnings
- Rendered parapets with stepped capping
- Corner windows (altered)
- Tower-like elements with vertical fins
- Entrance on Stevedore Street, with terrazzo steps and 'Private' painted signage on highlight window

This building was originally two storeys in height; the third level was added during the late 1990s when other internal and external alterations were made.

Integrity

External Integrity and condition

Integrity - Moderate. *Condition* - Good.

Physical Description 2

Context

Although unrelated stylistically to surrounding development, it is an important corner building within the Douglas Parade shopping centre. It is directly opposite the Victoria Inn, a two storey Edwardian Hotel with corner tower that makes a similarly important contribution.

Historical Australian Themes

Developing local, regional and national economies

Physical Description 3

Associations

Nelson Bros., Phillip Blair

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>