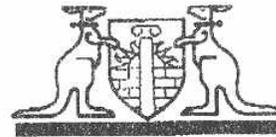




THE ROYAL AUSTRALIAN INSTITUTE OF ARCHITECTS



NRR I. CAMERON
CO

17th June 2005

Mr. Cameron White
NSW Heritage Office
Locked Bag 5020
Parramatta NSW 2124



HRL-35294

Dear Sir,

RE: THE SIGNIFICANCE OF POST-WAR PROJECT HOME CENTRES & ESTATES

Thank you for your letter dated 11th May 2005 from NSW Heritage Office requesting it rank the various groups of project home centres and estates identified in its comparative analysis. The RAlA NSW Heritage Committee met on the 12th May 2005 and reviewed research to date and established the ranking that is outlined below. The groups are ranked according to their heritage significance with a brief explanation as to why each ranking was made.

The First Ranking

The First Pettit and Sevitt Project House Display Village, 400 Mona Vale Road 17, 19, 21, 23, 25, 27 & 29 Richmond Avenue, St Ives.

The Second Ranking

The Second Pettit and Sevitt Project House Display Village, Staddon Close, St Ives.

The Third Ranking

- Sunline Forest Heights Estate 1-21 Virginia Place, Forestville, Warringah
- The First Lend Lease Demonstration Village, Kingsdene Estate, Carlingford
- The Carlingford Homes Fair, Kingsdene Estate Carlingford
- The Second Lend Lease Demonstration Village, Carlingford
- The Parade of Homes, Cherrybrook Gardens Estate, West Pennant Hills
- The Third and Fourth Pettit & Sevitt Display Villages at Belrose
- The Fifth Pettit & Sevitt Display Village at Duffy Avenue, Westleigh
- The Sixth Pettit & Sevitt Display Villages at Windham Place, Westleigh
- The Seventh Pettit & Sevitt Display Village at Castle Hill
- The Eighth Pettit & Sevitt Display Village, Baukham Hills
- Civic Constructions Exhibition Village, Westleigh
- Civic Constructions Exhibition Village, Castle Hill

NSW CHAPTER

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place is preserved and reinforced by the development. The practice of this idea was subsequently widely adopted.

- It was a major contributor to the perpetuation of the principles established by the Sydney School architects who influenced vernacular housing not designed by architects. Pettit & Sevitt project houses at the time represented a revolutionary approach to residential design in Australia. It popularised open planning, the family room and ensuite bathroom once restricted to individually designed houses. Many later merchant builders used the Sydney School style and copied the generic house types displayed at Richmond Avenue. In the decade following the opening of the Richmond Avenue Display Village project houses built in Sydney as a percentage of all houses built from 1959 to 1972 jumped by 50%. Architect-commissioned designs reached a greatly increased number of people when over 4,000 Pettit & Sevitt houses were built.
- It demonstrated the new role of the architect in the sixties merchant building industry and the changes which had taken place in the methods of management, production and marketing techniques of project houses in the first half of the decade. The traditional role of architects changed and they became designers of a marketable product.
- It introduced a performance bonding scheme (a form of insurance) as an added safeguard for home purchasers.
- It demonstrates the resolution and evolution of Ken Woolley and Ron Sevitt's ideas: each of the generic house types represented here, the linear - 'lowline' and 'gambrel', the 'spilt level', 'court yard' and 'two storey' house types evolved and were refined from their earlier concepts as short term exhibition buildings at the Parade of Homes Cherrybrook and Carlingford Homes Fair. Each of these basic house types was developed further in the following decade in the Pettit & Sevitt Display Villages at Staddon Close, Belrose, Westleigh, Castle Hill, and Baukham Hills, many winning multiple RAIA Project Housing Awards.
- The 'Courtyard' design anticipated future developments in attached housing; the houses could be linked together in free arrangements to form 'groups'.

The Second Ranking

1965 The Second Pettit and Sevitt Project House Display Village, Staddon Close, St Ives, Ku-ring-gai. The estate included nine Sydney School Houses sited designed by architect Ken Woolley & three houses designed by Russell Jack for construction on client owned sites.

- The estate and the houses were the first designed by two widely acclaimed award-winning Sydney School architects. (Russell Jack had won both the 1957 Sulman and 1963 Wilkinson Awards for two of his houses and Ken Woolley had won the 1962 Sulman Award for Fisher Library and 1962 Wilkinson Award for his own house. Both architects had used Pettit & Sevitt as builders prior to designing their project houses.)

- It was the second village to demonstrate the use of the Sydney School vocabulary as it rationalized the traditional methods of building construction, inventing a modern 'vernacular' suited to Sydney's awkward topography
- It was the second village where construction was not franchised to independent builders
- It was the second where development was not predominantly a land subdivision exercise
- It was the place where Pettit and Sevitt, architect Ken Woolley and landscape architect Bruce Mackenzie, refined the mechanisms that protected the original landscape from clearing.
- It was a major contributor to the perpetuation of the principles established by the Sydney School architects who influenced vernacular housing not designed by architects. Pettit & Sevitt project houses at the time represented a revolutionary approach to residential design in Australia. Many later merchant builders used the Sydney School style and copied the generic house types displayed at Richmond Avenue. In the decade following the opening of the Richmond Avenue and Staddon Close Display Villages project houses built in Sydney as a percentage of all houses built from 1959 to 1972 jumped by 50%. Architect-commissioned design reached a greatly increased number of people when over 4,000 Pettit & Sevitt houses were built.
- It demonstrated the new role of the architect in the sixties merchant building industry and the changes which had taken place in the methods of management, production and marketing techniques of project houses in the first half of the decade. The traditional role of architects changed they became designers of a marketable product. For the builder it gave a certain degree of financial security, which was especially important after the early 1960s credit squeeze. This security was achieved because in the 'project' operation, unlike spec building, construction of each house only commenced after finance was arranged and contracts signed.
- It also introduced a performance-bonding scheme (a form of insurance) as an added safeguard for home purchasers.
- It demonstrates the resolution and evolution of Ken Woolley and Ron Sevitt's ideas: each of the generic house types represented here, was developed further in the following decade in the Pettit & Sevitt Display Villages at Castle Hill, Baulkham Hills and Westleigh winning multiple RAI A Project Housing Awards.
- It demonstrates the resolution and evolution of Russell Jack's direct and honest expression of materials; he used painted, bagged brickwork, and oiled and stained timber joinery which he had established in his earlier houses as forerunners of the Sydney School of architecture

- The village includes the 'Lowline' 2 Staddon Close which won one of the first RAI A Project House Design Awards 1967 \$7,000-\$10,000 designed by architect Ken Woolley.
- It was the first display village that included purpose made furniture and furniture and furnishings imported from Finland.
- It contributed important new house types to the development of the Sydney School and included and the first of Ken Woolley's Pavillion house types and three 'farm' houses, the 'Property', 'Homestead' and 'Farmhouse' designed by Russell Jack (reflecting the evolution of some of his earlier privately commissioned country house designs).

The Third Ranking

The third ranking estates are also listed on the RAI A Register and nominations to the State Register being prepared are the following estates:

Sunline Forest Heights Estate 1-21 Virginia Place, Forestville, Warringah opened in 1959. An estate of 21 houses where three standard house plans designed by architect Geoffrey Lumsdaine were either reversed or had different orientations on the site or had different carport locations.

- All the houses were designed by the architect Geoffrey Lumsdaine.
- While part of the significance of Sunline Homes lay in their marketing and management format, Sunline was taken over by Pettit and Sevitt who continued developing the project home as a marketable consumer product bringing, for the first time architect designed homes within the financial reach of the average home buyer.
- It was of a less influence than Richmond Avenue and Staddon Close villages but is linked by personel to both Lend Lease Kingsdene Estate developments and the Pettit and Sevitt Villages.

In the late 50s Lend Lease had bought land and developed land at Middle Cove. Land was also bought at Carlingford, St Ives and Merewether near Newcastle and later in the 1970s at Campbelltown (where Lend Lease moved out of project building to concentrate on house and land sales.) The Kingsdene Estate at Carlingford comprises the First & Second Lend Lease Demonstration Villages and Carlingford Homes Fair on one innovative 'garden' estate planned by Clark, Gazzard & Yeomans. Lend Lease demonstration villages after 1962 at Carlingford and elsewhere were much smaller in scale and significance.

The First Lend Lease Demonstration Village, Kingsdene Estate, Carlingford, near Parramatta opened on Friday 13 October 1961. The estate was planning was designed by Clarke Gazzard and Yeomans and the display village included 5 standard Lend Lease project homes 'Golden Key', 'Cabana', 'Regal', 'Pan Pacific' and 'Beachcomber' (with 13 floor plan variations) in a variety of styles designed by architect Nino Sydney for construction on Lend Lease estates.

- Houses were designed by one architect, Nino Sydney.
- Construction was franchised to independent builders who built to fully detailed designs, at a predetermined margin.
- Lend Lease provided a large proportion of the building material for these houses from its own recently acquired companies.
- Its development was predominantly a land subdivision exercise. Under this scheme, Lend Lease, while organizing and co-ordinating the operation, was freed from speculative risk and the need for any large capital outlay.
- Kingsdene was the first estate where 'garden' estate planning by Clarke Gazzard Yeomans retained the existing landscape features and a landscape consultant R Hazelwood supervised additional planting of Australian trees and shrubs. The planning of Kingsdene Estate was innovative and included linked timbered pedestrian parkways, a central green, a nature reserve, playing fields and landscaped turning areas and cul de sacs. A local shopping centre was included near the entrance to the estate.
- It demonstrates the changes which had taken place in the methods of management, production and marketing techniques of project houses in the first half of the decade. Each of the homes retain an individual appearance in layout & décor while constructed on the same modules and from the same materials. Promotion included double spread pages in newspapers, free colour brochures and booklets.
- The success in public relations and sales resulted in the spread of similar Lend Lease operations to Canberra and Melbourne.
- It demonstrates the resolution and evolution of Nino Sydney's ideas: each of the generic house types represented here, evolved and were refined over later Lend Lease Estates.
- Houses included the 'Beachcomber' design which had a nationwide impact on coastal residential design popularising the 'elevated' design (First brought to public attention by Harry Seidler's Sulman Winning Rose Seidler House).

The Carlingford Homes Fair, Kingsdene Estate Carlingford, Baukham Hills opened on Saturday 19th May 1962, a joint venture of Lend Lease and Consolidated Press. This exhibition was open to the public for six weeks on part of the Lend Lease Kingsdene estate subdivision designed by Clarke Gazzard & Yeomans. It included 5 newly built standard Lend Lease project homes and 19 houses designed by seven of Sydney's leading architects Ken Woolley & Michael Dysart, Harry Seidler, Neville Gruzman, Don Gazzard, Towel Jansen & Rippon, John Ley, Lightfoot & Stanton and Nino Sydney. The exhibition publicised the work of Lend Lease Homes and tested the public's reaction to 'avant-garde' house. The houses in the exhibition were later sold. (After the 'Fair' a Pettit and Seviitt Split Level House was built on a site on the estate.)

- This exhibition was of extreme importance for both the Sydney School and Sydney housing in general. It promoted better design in housing, publicised many new materials and introduced the language of both the Sydney School and Modernism to the public on a large scale for the first time.
- It was the first time when all the houses displayed were designed by invited leading architects who agreed to produce group housing that was harmonious.
- It introduced generic courtyard (L shaped), flat roof lowline and split level houses to the public (These names were introduced later by Pettit & Sevitt)
- On this estate houses sold as one offs and as such are not project houses.
- The entrance to the estate had been specially designed with a central strip dividing a wide roadway; the landscaping was designed by sculptor Gerald Lewers include large sandstone boulders, 38 lemon scented gums planted in association with tea trees to provide a blaze of colour.
- Kingsdene was the first estate where the 'garden' estate planning by Clarke Gazzard Yeomans retains the existing landscape features and a landscape consultant R Hazelwood supervised additional planting of Australian trees and shrubs. The planning of Kingsdene Estate was innovative and included linked timbered pedestrian parkways a central green, a nature reserve, playing fields and landscaped turning areas and cul de sacs. A local shopping centre was included near the entrance to the estate.

The Second Lend Lease Demonstration Village, Carlingford, Baulkham Hills opened in October 1962. This additional display included ten new homes called 'Avanti', 'Sierra', 'Sundowner', 'Capricorn', 'Fairway', 'Beachcomber Mark II', 'Safari', 'Quarterdeck', 'Port Royal' and 'Villa del Rio', including new variations of Lend Lease project homes designed by architect Nino Sydney for construction on the first Lend Lease Kingsdene estate. This estate includes Lot 445 Empire Court, Carlingford, one of the first RAlA Project House Design Awards 1967 \$7,000-\$10,000

- All the houses were designed by one architect, Nino Sydney.
- Construction was franchised to independent builders who built to fully detailed designs, at a predetermined margin.
- Lend Lease provided a large proportion of the building material for these houses from its own recently acquired companies.
- This development was predominantly a land subdivision exercise. Under this scheme, Lend Lease, while organizing and co-ordinating the operation, was freed from speculative risk and the need for any large capital outlay.
- It is part of the Kingsdene Estate which was the first estate where 'garden' estate planning by Clarke Gazzard Yeomans retained the existing landscape features and a landscape consultant R Hazelwood supervised additional planting of Australian trees and shrubs. The planning of Kingsdene Estate was innovative

and included linked timbered pedestrian parkways a central green, playing fields and landscaped turning areas and cul de sacs. Paths link to a Nature Reserve

- It further demonstrates the changes which had taken place in the methods of management, production and marketing techniques of project houses in the first half of the decade. Each of the homes retain an individual appearance in layout & décor while constructed on the same modules and from the same materials
- It further demonstrates the resolution and evolution of Nino Sydney's ideas: each of the generic house types represented here, evolved and were refined over later Lend Lease Estates. Different standard variations to floor plans (eg the 'Beachcomber' had four variations) and some floor plans were reversed to make it easier for the clients to 'feel and appreciate' the designs.

The Parade of Homes, Cherrybrook Gardens Estate, New Farm Road and John Savage Crescent, West Pennant Hills was opened on 23rd January 1960 by Mr Landa with a supplement produced in the Australian Woman's Weekly on 20th January 1960. The exhibition included houses designed by architects - Nado Milat; Samuel Lipson & Kaad; Harry Seidler; Alan V. Doust; Ken Woolley & Michael Dysart; Lightfoot Ross & Stanton; B K Lawson; Aynsley & Digby; Willslire & Hodges; Adrian Cox; Murray & McElhone. The houses in the exhibition were later sold.

- This was the first of a series of 'Parade of Homes' Exhibitions organised by the Master Builders Association to promote builders. A short term exhibition or fair it included 35 houses, 20 of which were designed by architects. Seven have been demolished and many more substantially altered. These houses are of many styles and do not considered as significant as the designs promoted in project house &/or merchant builders display villages.
- It was an enormous public relations success resulted in similar exhibitions being held in the following decade.
- This estate and its remaining houses are not included on the RAIA Register of Significant Twentieth Century Buildings.
- The house designed by Ken Woolley and Michael Dysart 23 (Lot 24) John Savage Crescent was a built version of the Taubmans Family Home prize which helped bring their domestic work to prominence. The house has extensions on both sides and a carport addition. Its courtyard is intact.
- The estate is not a project house display village. It demonstrates the changes which had taken place in the methods of management, production and marketing techniques of houses, building products and builders in the first half of the decade
- The estate planning may be of town planning significance

The following villages were developed later than the estates above and after the RAIA had announced in August 1966 an annual award for project house design which recognized the importance of the design of this type of architecture.

By the mid sixties many project home builders used the Sydney School vocabulary as it rationalized the traditional methods of building construction and provided a suitable economic and efficient solution to housing in Sydney. Notably the silt level houses

resolved the problems faced by the steep rocky bushland sites remaining in the difficult sites of Sydney's north shore. Several firms including Program Builders, Habitat and Sheraline Homes commissioned Sydney School architects to design project homes in order to compete with Pettit and Sevitt.

Many of these project home designs and display villages were publicised in Australian magazines and newspapers such as 'Australian Woman's Weekly', 'Woman's Day', 'House & Garden', 'Vogue Living' 'Home Beautiful' and the SMH and Telegraph and through this medium the average Australian became more informed about new ideas, new products and home improvements

The Third and Fourth Pettit & Sevitt Display Villages at Belrose

This was a diffuse village which includes the 'Split Level' House, Lot 67, Kyeema Parade, Belrose, RAIA Project House Design Awards 1967 \$7,000-\$10,000 Architect Ken Woolley, and Split Level Mark 2'E' House, Lot 28 The Ridge, Belrose, RAIA Project House Design Awards 1969

The Fifth Pettit & Sevitt Display Village at Duffy Avenue, Westleigh 1970

Pettit and Sevitt commissioned Ken Woolley to develop his existing designs and produce new designs as well as engaging two further architects to extend the range. In 1970 Pettit and Sevitt built the first of two designs by Neil Clerehan, a Melbourne architect, who formed an association with Ancher Mortlock Murray & Woolley. Clerehan's '3136' was a compact, single level, low cost house aimed at fitting small sites. Harry Seidler designed a house called the 'Curvilinear'

This village includes the following houses
Shingle House, Lot 275 Duffy Avenue, Westleigh, RAIA Project House Design Awards under \$12,000 1970 Architect Neil Clerehan in association with AMMW
'The 3136 House', Lot 276 Duffy Avenue, Westleigh, RAIA Project House Design Awards under \$12,000 1970 Architect Neil Clerehan in association with AMMW
'The Curvilinear House', Lot 298 Duneba Drive, Thornleigh, RAIA Project House Design Awards under \$12,000 1970 Architect Harry Seidler (Intact - Separate listing to be undertaken)

The Sixth Pettit & Sevitt Display Village at Windham Place, Westleigh 1973

A group of ten project houses of new and updated designs by Woolley and Clerehan. For this village Pettit and Sevitt were required by Council to purchase sixty block of land to provide car parking and a buffer zone. Clerehan's popular '3136' was replaced with a new design, the '2937', again named after its external dimensions. One of the new Woolley designs was the 'Mezzanine J' the largest basic model of the Pettit and Sevitt range.

This village includes the following houses
The 3136 House (Basic H), Lot 238 Windham Place, Westleigh, RAIA Project House Design Awards \$10,000 - \$13,000 1971
'2937 J House' Lot 834 Westleigh Drive Westleigh, RAIA Project House Design Awards 1973 \$11,500-\$17,500
'Lowline J House' Lot 632 Westleigh Drive Westleigh, RAIA Project House Design Awards 1973 Over \$17,500
'Courtyard J' House, 837 Westleigh Drive, Westleigh, RAIA Project House Design Awards 1974 Over \$20,000
'SL4J' House, 15 Westleigh Drive, Westleigh, RAIA Project House Design Awards 1977 \$24,001 - \$29,000

Over the next five years to 1978 Pettit and Sevitt continued to sell their project homes both from the Westleigh Village and from two later smaller display villages at Castle Hill in 1976 and Baulkham Hills in 1977. The market for the higher priced project houses had struck a downturn in 1974, and sales for Pettit and Sevitt and many other similar project builders dropped dramatically. The housing slump at the end of the 1970s where increasing priced project houses and decreasing supply of suburban land within a reasonable distance of the city, and the availability of finance caused new housing activity in the middle to upper priced housing bracket to cease. In 1978 Pettit and Sevitt went into liquidation.

The Seventh Pettit & Sevitt Display Village at Castle Hill 1976

This village includes

K Series - Type D (garden House), Lot 9 Fishburn Crescent, Castle Hill, RAIA Project House Design Awards 1976

\$22,001 - \$26,000

'Split Level K' Project House, Fishburn Crescent, Castle Hill, RAIA Project House Design Awards 1976 Over \$35,000

The Eighth Pettit & Sevitt Display Village at Baulkham Hills 1977

Civic Constructions Exhibition Village, Westleigh

This village includes

X-2 House, Lot 302 Duneba Drive, Westleigh, RAIA Project House Design Awards over \$16,000 1970 Architect Peter Carmichael

X-3 House, Lot 243 Duneba Drive, Westleigh, RAIA Project House Design Awards \$13,000- \$16,000 1971 Architect

Peter Carmichael

Civic X-2' House, Lot 245 Duneba Drive, Westleigh, RAIA Project House Design Awards over \$16,000 1971 Architect Peter Carmichael

Civic Constructions Exhibition Village, Castle Hill

This village includes

'LC4 Growth House' Lot 13 Showground Road castle Hill, RAIA Project House Design Awards 1976 \$26,001 - \$30,000

Architects Cocks & Carmichael

'The Farm', Lot 77 Britannia Road, Castle Hill RAIA Project House Design Awards 1977 Over \$35,000 Phillip Cox

Civic Constructions Project House Lot 74 Ensign Place, Castle Hill designed by Cocks & Carmichael over \$38,000

In conclusion

The NSW RAIA Heritage Committee has been undertaking a study of the Sydney School and post war architecture on behalf of the NSW Heritage Office. As part of this work comparative studies of the 20th Century Buildings of significance for the architects of the Sydney School and for Project Homes have been produced. Accompanying this is a database of buildings and architects that have received NSW RAIA Awards since 1932. These studies formed the basis of the ranking of significance of the Exhibition and Display Villages.

These studies have confirmed that:

- after the NSW Government Architects Office the office of Ancher Mortlock Murray & Woolley has received the greatest number of NSW RAIA design Awards followed by the offices of Allen Jack & Cottler and Harry Seidler (equal) then Glenn Murcutt and Phillip Cox. The retention of the significant buildings of these architects is crucial to demonstrating the evolution and development of Twentieth Century architecture.
- Ancher Mortlock Murray & Woolley, Allen Jack & Cottler, Harry Seidler and Philip Cox all received awards for project housing. Pettit and Sevitt received 59% of all Project House Awards. The retention of the individual houses in the associated display villages is crucial to demonstrating the evolution and development of the project house and Sydney School of architecture.
- Project House Display Villages were crucial to the dissemination of the ideas of the Sydney School of architecture
- Project House Display Villages demonstrate the changing role of architects in the Twentieth Century

The RAlA has supported the nomination of 400 Mona Vale Road, 17, 19, 21, 23, 25, 27 and 29 Richmond Avenue and their curtilages as a heritage item in the Local Environmental Plan. These houses are all on the RAlA Register of Twentieth Century Buildings of Significance. It considers this Display Village to be the most significant of the Pettit and Sevitt Display villages. Consequently the RAlA is alarmed to learn that Ku-ring-gai Council has decided not to list 400 Mona Vale Road and 27 Richmond Avenue as heritage items in the Local Environmental Plan. The demolition of any of the houses in the Richmond Avenue group and the erection of new dwellings in their place will adversely impact on the significance of this highly significant display village.

Australian suburbanites bought more than 4,000 Pettit and Sevitt project houses. Number 400 Mona Vale Road is the first of 1,500 'Lowline' houses (and variants) constructed around Sydney. The 'Lowline' at 2 Staddon Close won the first of the Project House Design Awards in 1967. Another significant 'Lowline J' at Westleigh Drive, Westleigh won the RAlA Project House Design Award in 1973. The most famous of the Lowline house was the set of the movie "Don's Party." (We note the full social significance of the Pettit and Sevitt Villages has yet to be fully explored.)

The retention of the individual houses (including 400 Mona Vale Road and 27 Richmond Avenue St Ives) in all these estates and display villages is crucial to demonstrating the evolution and development of the project house and Sydney School of architecture.

As stated previously the RAlA is conscious project housing is currently the subject of three doctorate enquiries and the Heritage Office and Local Councils must be very diligent to make themselves aware it is a dominant theme in post war cultural studies.

If you have any further queries or wish to discuss this further, please do not hesitate to contact Anne Higham at the above address.

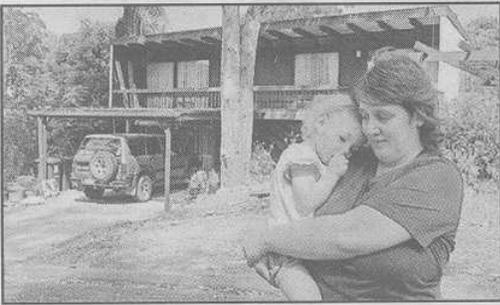
Yours sincerely,



Dr. Deborah Dearing,
President - RAlA NSW Chapter

cc.
Jackie Goddard, National Trust of Australia
Mr. Brian Bell, The General Manager, Ku-ring-gai Municipal Council
Locked Bag 1056 PYMBLE NSW 2073 kmc@kmc.nsw.gov.au

jobs properly. Quite simply, our lives depend on it.
And another thing . . .



Unwanted protection order . . . Marion Hudson

THE principle of heritage listing is an important one, which has ensured the preservation of many historically and culturally-significant buildings and monuments.

But as residents in some Sydney suburbs are learning, the same protection orders can also be a costly inhibitor to plans for renovating and improving properties when the orders are applied for no apparent reason.

Authorities should tread warily in heritage-listing such places, which were built initially to accommodate Sydney's residents and never intended to stand as monuments to the city's history.

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7th Nov 05

Unwanted heritage

By KELVIN BISSETT

ENTIRE neighbourhoods of former 1960s exhibition homes in Sydney's west and north may be heritage listed, stripping thousands of dollars off property values.

The NSW Heritage Office wants to preserve ex-display villages in areas such as Carlingford, Baulkham Hills, Castle Hill and West Pennant Hills.

Heritage Office senior officer Bruce Baskerville said last night the homes were a distinct milestone in the development of post-war Sydney.

Listing threatens house values

David Williamson's Don's Party was set in one of these homes at Carlingford," Mr Baskerville said.

The Heritage Office has already stirred controversy by moving to protect eight 1960s Pettit and Sevit homes in a precinct around Richmond Ave, St Ives.

Now the Heritage Office is turning its attention to 1960s exhibition homes in other suburbs.

A heritage protection order means that the homes listed cannot be demol-

The home, a Lend Lease Beachcomber design in Edinburgh Ave, was part of the second demonstration village.

Opposition frontbencher Andrew Humpherson warned last night that the Heritage Office was too fast and loose with its listings.

He said it was unfair and immoral to make homeowners carry the financial burden of heritage protection.

Editorial: Page 20

Full Heritage Council hot list
 ►► dailytelegraph.com.au

Daily Telegraph 7th Nov 05

is only with strong leadership that a CBD line can realise the resulting economic efficiencies.

S.M.H

Read all about it

10/1/06

Editorial

The future of the written word

THE world's first user-friendly electronic book has the doomsayers fired up again. The printed word is apparently facing the most serious threat to date with the unveiling of a handy paperback-sized device capable of storing hundreds of books. It is a kind of iPod for words which displays pages on electronic "paper" virtually indistinguishable from the real thing – and just as easy on the eyes. Is it this technological leap which will finally kill off books, newspapers and magazines where computer screen failed?

Scepticism and fear of new media is hardly new. The Greek philosopher Socrates railed against the written word a couple of millennia ago because he feared the death of the oral tradition would "create forgetfulness in the learners' souls, because they will not use their memories". Socrates' ideas survived, however, only because his pupils, such as Plato, wrote them down. Electronic communication is rapidly encroaching on the printed word and the trend will only accelerate as transmission speeds increase. But the doomsayers are confusing the core issue. The computer-led decline in print is not threatening what really matters – the written word. On the contrary, we are reading and writing more than ever before, but we are using a different mix of tools to do so.

Radio, television and, later, satellite broadcasts were new technologies which fuelled fears that our societies were "dumbing down". They are passive one-way devices which bypass literacy, requiring audiences to do little more than sit. The internet, on the other hand, not only demands literacy but can be used as an individual broadcast medium as well. We are blogging in droves, joining huge global online networks to catch up with old school friends, play online games or pursue hobbies. We can access hundreds of news sources in scores of languages. Last month 4.4 million people read the *Herald* on-line from computers all over the world. And the average teenager stores the data equivalent of a truckload of information and music in phones, home computers and digital devices such as iPods.

What has changed is consumer choice. We have a whole new range of information platforms at our disposal. E-books are just the latest. Print will survive as the preferred reading platform of some. The real issue, though, is intellectual content. High-speed downloads of music have undermined traditional sales patterns and threatened the royalties of artists by enabling widespread piracy. E-books will pose similar serious challenges for publishers, booksellers, writers and copyright owners when the new Sony device goes on sale in April. But reading – buoyed by such convenience, portability and easy access to downloadable texts – is likely to boom.