

SA Heritage Register

Nomination form

South Australian HERITAGE COUNCIL

To help your nomination be successful, please fill out this form with as much information as possible.
Feel free to expand the answer fields as much as you require or append information to the form.

Please note that places which have been nominated during past three years will not be reconsidered by the South Australian Heritage Council unless you can provide significant new information not provided through the previous nomination and assessment.

For assistance with this form you may contact:

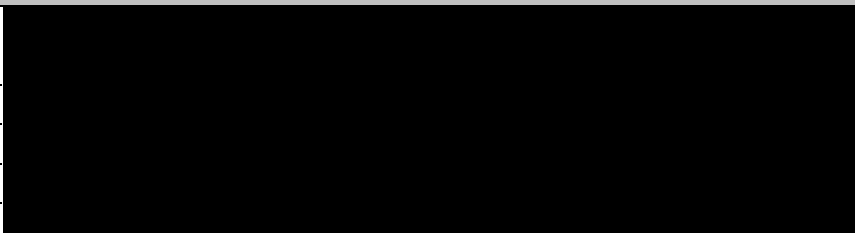
Your local historical society or heritage adviser may be of assistance OR you may telephone an assessment officer in Heritage South Australia on (08) 8124 4960.

A. Nominated Place

1. Name	
Name of Place / Object:	Iconic East sign at Elizabeth East Shops
Any other or former name(s):	
Is the place already on another heritage list?	No

2. Location					
Street Address:	53 Midway Road				
	Suburb / Town: Elizabeth East			Post Code:	
	5112				
Local Council Name:	Playford				
Land Description: (if known)	Title:	Volume:	Folio:	Parcel Type:	Parcel No:
	Plan Type:	Plan No:	Section:	Hundred:	
GPS Location/s: (If known)	Longitude / Easting / X			Latitude / Northing / Y (Datum =)	

3. Ownership	
Name of Owner(s):	
Contact person: (if different from owner explain relationship)	
Postal Address:	Street Address:
	Suburb / Town: Post Code:
Phone Number:	
Ownership History:	

4. Nominator (your details)	
Your Name/s:	
Organisation/Position:	
Daytime Phone:	
Fax:	
Postal Address:	

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Email Address:



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B. Description

5. Description of nominated place or object	
Description of the nominated place or object and its current condition:	Retro iconic local shops sign
Are you aware of any modifications or additions to the place or object? Can you provide dates for these changes?	No
Do you believe there may be historical items under the ground? Should an archaeological investigation be considered?	No
Date you inspected the place or object:	10/03/22
Have you had any contact with the Owner?	No
Current use of the place or object:	Local shop sign
Original or former use(s):	
Are there any current or long term threats to the nominated place or object?	Yes, a redevelopment application is in a slow process
Name of Builder:	
Any other information:	

C. History

6. Origins and history	
Years of Construction:	Start: Finish:
Name of Designer / Architect:	Elizabeth Housing Trust
History of the nominated place or object:	The local shopping centres were built by the SA Housing Trust in the 1960s. The signs became part of the landscape. The footage attached below show the importance of these shops to the city in the post-war industrial boom.
Historical sources used to support your nomination: Please attach copies of pages from publications or newspaper articles as appropriate.	https://youtu.be/5sjl3kWIOuQ

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D. Heritage Significance

7. Statement of State Significance - Why is the place or object important to South Australia?

It is of State heritage significance because the local shops planned and built by the Housing Trust in fact the whole satellite city was built by the SA Housing Trust. The town a prime instrument enabling Tom Playford's (premier of SA at the time) post-war industrialisation of the state. The whole town has become a unique model for comprehensive town planning. The retro signs were unique to the local shopping centres built by SA Housing Trust. These signs became part of the landscape of Elizabeth, especially the "East" sign which has become an icon.

8. Significance Criteria

The South Australian *Heritage Places Act 1993* lists seven criteria by which places are assessed as 'State significant.' Please tick the criteria you feel the place demonstrates and explain your reasons.

It demonstrates important aspects of the evolution or pattern of the State's history. Yes

It has rare, uncommon or endangered qualities that are of cultural significance. Yes

It may yield information that will contribute to an understanding of the State's history, including its natural history.

It is an outstanding representative of a particular class of places of cultural significance. Yes

It demonstrates a high degree of creative, aesthetic or technical accomplishment or is an outstanding representative of particular construction techniques or design characteristics.

It has strong cultural or spiritual associations for the community or a group within it. Yes

It has a special association with the life or work of a person or organisation or an event of historical importance. Yes

E. Additional Information

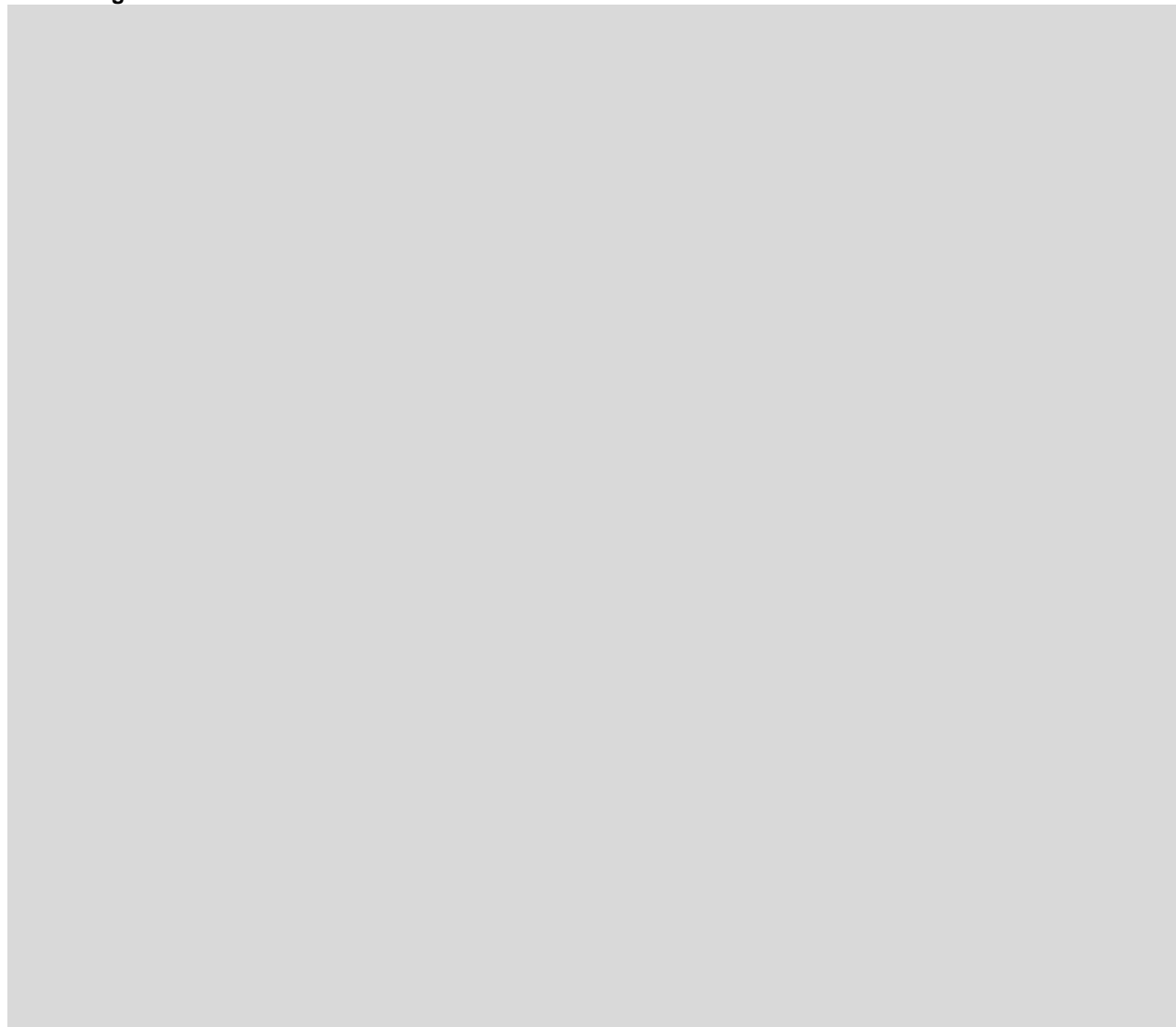
9. Images/Maps/Diagrams/Site Plans

A full range of images including maps, site plans, and photographs will help your nomination.

Please provide:

- a clear outline of the place or object being nominated within any maps or plans provided
- high quality images of the place or object (please list the total number of images being provided)
- the subject of each image
- the date each image was created
- the author of each image, and
- the copyright holder of each image (if known)

Paste images here:



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The South Australian Heritage Council is committed to transparency in relation to the listing process and wishes to enhance public confidence in the nomination, listing and decision-making process. The Council's policy is to make nominations for State heritage listing and submissions on provisional entries publicly available via webpage or to interested parties. The Council will adhere to the Privacy Principles and your name and personal details will not be released.

I/we, [REDACTED] nominate "East" sign at Elizabeth East shops to be heritage listed.

The information I/we have provided is correct to my/our knowledge.

Your Signature/s: [REDACTED]

Date: 10/03/2022

Nomination Form Checklist

Please check that your nomination includes:

- A clear indication of the location of the place or object (including map/s). Where a number of features are nominated, show the location of each and/or a boundary surrounding the significant elements of the site.
- A history of the place or object explaining important aspects relevant to the nomination. This should generally help support arguments of cultural significance.
- A clear description of the nominated place or object/s.
- A statement of significance and indication on how the place or object satisfies one or more of the significance criteria.
- Have you taken the opportunity to discuss the nomination with a heritage assessment officer? It is strongly advised you to do so prior to submitting this nomination.

Email: DEWHeritage@sa.gov.au

Post: Executive Officer, South Australian Heritage Council
Department for Environment and Water
GPO Box 1047, Adelaide SA 5001

