



CITY OF PRAHRAN



# PRAHRAN CHARACTER AND CONSERVATION STUDY 1992

### ACKNOWLEDGEMENTS

The State Library of Victoria for permission to reproduce the 1895 MMBW plans and the Kearney plan.

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# PRAHRAN CHARACTER AND CONSERVATION STUDY 1992

## 1. INTRODUCTION

This Study was commissioned by the City of Prahran in 1991 and was primarily carried out by Nigel Lewis, the Council's Conservation Consultant with assistance from planning officers. Graeme Butler, another Conservation Consultant also provided considerable input into aspects of the Study in the Toorak area.

The Study comprises three main parts:

- introduction and explanation of the Study and definition and criteria used;
- description of the history and character of Prahran divided into 16 precincts;
- a set of Building Identification Forms which detail the importance of all Significant Buildings in the City.

## 2. PREVIOUS STUDIES

This Study builds upon and updates two previous Conservation Studies undertaken for the City of Prahran. Other studies relevant to the background and information base used for this Study include the Residential Streetscape Study 1990 by Nigel Lewis & Associates and the Toorak Residential Character Study 1991 by John Curtis & Associates and Graeme Butler.

The first Conservation Study, one of the first of its kind in Melbourne, was carried out in 1982. The Study was conducted by Nigel Lewis and Associates and includes a History of Prahran by George Tibbits. The Study identified the areas and buildings of significance in Prahran and developed a set of recommended Conservation controls.

Many of the recommendations from this Study were incorporated into the Planning Scheme in 1985 and 1986, after a lengthy public consultation process, as Urban Conservation Areas. The Study also identified amenity areas and controls to protect the scale, form and character of these as well as providing demolition control over A2 and B graded buildings outside these areas. Unfortunately the enabling Local Development Scheme legislation was revoked before these controls could be applied to residential areas. The Chapel Street Local Development Scheme, by contrast, was introduced with conservation controls.

It was recognised that the 1983 Study was a 'first cut' to identify the most significant parts of the City, but was grossly inadequate without the complementary controls in the residential areas. As community acceptance of and demand for heritage controls grew, especially for the wealth of buildings from the inter-war period, it became necessary to proceed with the second stage of the Study which was to identify and protect the remaining historically and architecturally significant portions of the City. This section of the Study was completed by Nigel Lewis in conjunction with a Council Strategic Planner, Jane Monk, in 1989. It first involved inspecting and re-grading all streetscapes in the City. Proposed Conservation Areas were then designated.

A separate Study was also carried out by Nigel Lewis and Associates in 1989 to identify the elements in a streetscape which contribute to its character. The Streetscape Study, published in 1990, identifies several elements such as fence height, location and type of car parking facilities, landscaping, access widths, tennis court fencing adjacent to the street, front setback and building bulk.

### 3. RATIONALE FOR THE 1992 STUDY

The additional part of the Conservation Study completed in 1989 formed the basis for a Planning Scheme Amendment (known as Amendment L7 to the Prahran Planning Scheme) to introduce these new Conservation Areas and protection for a number of significant buildings outside these Areas. This Amendment was exhibited in early 1990 and following the receipt of approximately 30 submissions, some in support and some objecting to the controls proposed, an independent Panel was established by the Minister for Planning to review the submissions and the Amendment.

The Panel recommended to the Council that Amendment L7 be abandoned and that a new amendment be prepared with a less detailed level of control. It was recognised by the Panel that the character of Prahran is not necessarily derived solely from its heritage buildings, but rather from a number of more subtle streetscape issues.

At this stage it became evident that further work was required in order to provide the accurate and up-to-date information required to satisfy the concerns raised by the Panel. The 1982 Study on which the building gradings were based was now almost 10 years old. Community attitudes and research into the history of buildings, architectural styles and architects have advanced greatly in the intervening period. The community now largely accepts the need for planning controls to protect the built heritage of Melbourne and appreciation of heritage buildings, particularly those of the inter-war period, has increased dramatically.

The results of this 1992 Study and all previous studies have been utilised in formulating the planning controls now proposed in a new planning scheme amendment.

#### 4. STUDY METHODOLOGY

The preparation of this new Study represents an evolutionary process, utilising the existing material and identification work, while re-assessing building and area gradings.

The 16 main blocks that comprise the City were designated as 'precincts' and because of the diverse character of the City, these have formed the basis for building and area scheduling.

The planning control mechanisms were refined to introduce the concept of Prahran Character Areas. These areas were previously represented by Level 3 streetscapes from the 1989 Study, but redefined to consider other urban design objectives.

Photographs were taken of all buildings graded A1, A2 and B in the 1989 Study, and Building Identification Forms compiled for each. In the process the gradings of all buildings were reviewed and new buildings added to the list through field work. Portions of this process for the Toorak Area were carried out as part of the Toorak Residential Character Study completed in November, 1989.

The areas over which planning controls should exist were also reviewed. Generally the areas over which interim conservation controls existed and which were graded as a Level 2 Streetscape were considered worthy of Urban Conservation Area controls. Those interim conservation areas with Level 3 or ungraded Streetscapes were included in Prahran Character Areas.

This review process thereby defined the areas and field work was conducted to assess all changes. This has led to some other areas being identified and included either as Urban Conservation or Prahran Character Areas.

#### 5. GRADING OF BUILDINGS AND STREETSCAPES

Within the City of Prahran, each building of historic or architectural significance has been graded according to its importance. Streetscapes, that is complete collections of buildings along a street frontage, have also been graded for planning control purposes. Individual buildings are graded A1, A2, B or C in descending order of significance. Streetscapes have been graded from Level 1 to Level 3, again in descending order of significance. Levels 1 and 2 are within Urban Conservation Areas and Level 3 are within Prahran Character Areas.

##### 'A1' BUILDINGS

A1 Buildings are of national or state importance, irreplaceable parts of Australia's built form heritage. Many will be either already included on, or recommended for inclusion on, the Register of Historic Buildings, or the Register of the National Estate. (These are the equivalent of A graded buildings

adopted by the City of Melbourne and a number of other Councils.)

### **'A2' BUILDINGS**

A2 Buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis. Many will be either already included on, or recommended for inclusion on, the Register of the National Estate. (These are the equivalent of B graded buildings adopted by the City of Melbourne and a number of other Councils.)

### **'B' BUILDINGS**

B Buildings make an architectural and historic contribution that is important within the local area. This includes well preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced. (These are the equivalent of C graded buildings adopted by the City of Melbourne and a number of other Councils.)

### **'C' BUILDINGS**

C Buildings are either reasonably intact representatives of particular period or styles, or they have been substantially altered but stand in a row or street which retains much of its original character. These buildings are considered to have amenity or streetscape value. (These are the equivalent of D and E graded buildings adopted by the City of Melbourne and a number of other Councils.)

## **Urban Conservation (UC1) Areas**

Wherever they apply throughout the Melbourne Metropolitan Area, Urban Conservation Areas have accepted heritage values (ie. are considered to be of cultural significance). Attributes which contribute to this are architectural and historical significance, cohesive form and/or style, integrity and relative cultural significance. Many different gradings of buildings are present in Urban Conservation Areas, but all Streetscapes are considered to be of National, State, Regional or local significance. Level 1 & 2 Streetscapes only occur in Urban Conservation Areas.

### **Level 1 Streetscapes**

Level 1 streetscapes have a statewide significance, and define an important collection of buildings, generally from a similar period or representing a similar style.

### **Level 2 Streetscapes**

Level 2 streetscapes have a regional or local significance because the character and scale of a particular period or style still predominates, even though there may be some gaps, and in some cases the buildings may have a relatively low significance individually.

### **Prahran Character Areas**

Prahran Character Areas contain townscapes and streetscapes that do not exhibit such an important intactness of scale and character as in Urban Conservation Areas. Additional non-heritage urban design attributes include general streetscape character, repetition of design themes and building forms, architectural character and landscaping. Some Streetscapes in these areas have been graded Level 3, which indicates more cohesiveness than streets not graded.

### **Toorak Character Areas**

The character of the residential areas of Toorak was comprehensively investigated by the Toorak Residential Character Study. The character was identified as being distinctly different from other parts of the City. The 'garden-dominated' streetscapes, larger allotment sizes, more spacious placing of buildings and grander building scale were all identified as significant streetscape elements requiring a special form of planning control. The Toorak Study should be referred to for further detail.



## 6. CHARACTER AND ARCHITECTURAL AND HISTORICAL SIGNIFICANCE OF PRAHRAN

### 6.1. PRECINCTS OVERVIEW

Prahran has developed today into one of the most interesting municipalities in Melbourne. It has maintained a link with pre-gold rush era developments, which provide a dramatic contrast with the modern architectural styles and scales, the most marked of which is the Como Project. It represents virtually all housing types between as well as some outstanding commercial precincts featuring all phases from the 1850's to 'moderne' styles.

Some of Melbourne's most important architects such as Desbrowe Annear, Walter Burley Griffin, William Wardell and Leonard Terry are represented. Apart from the absence of large industry or office character, it represents a microcosm of Melbourne's development up to the 1940s.

A more detailed analysis of the formative development of old areas with small allotments, Prahran is found in George Tibbits *The History of the Development of Prahran*, 1983.

Prahran was surveyed by Robert Hoddle into sixteen main blocks, bounded by main roads. **These sixteen main blocks created by Hoddle have formed the basis of the sixteen precincts used by this Study.** These were sold as large Crown Allotments that were re-subdivided by private speculators. This has created a diverse urban pattern which reflect the socio economic characteristics, topography, convenience of location as well as the period of development. Prahran remains as one of the most diverse municipality with respect to these characteristics.

For example small allotments were created on cheap flat badly drained land due to employment at the western end of the municipality. This reflected a response to the massive population explosion of Melbourne in the 1850's created by the gold rush with a 1000% increase over a few short years. These subdivisions are characterised by adhoc layout resultant on the discontinuity of holdings by these early speculators. Prahran also reflects the vast fortunes created by the gold rush with the large mansion developments to the east. Toorak became the most concentrated location in Australia for such mansion estates. Later the small allotment sizes were abandoned even when juxtaposed on such streets as Jessamine Avenue. Similarly the extremes of the 1800s were further exoded with the re-subdivision of the larger estates.

The allotments north of the alignment of the present Toorak Road were sold in 1840; all of the sales south of Toorak Road took place in June 1849 and May 1850. The separation from New South Wales and the convenient timing of the gold rush shortly after, lead to a remarkable growth of Melbourne and its suburbs within the next five years; this is when a comprehensive survey was undertaken by James Kearney (Plan of Melbourne and Suburbs, 1855). These provide an interesting 'snapshot' of Prahran at the formative period of its development as one of Melbourne's most diverse and interesting suburbs. The

individual precinct descriptions following commence with an analysis of Kearney's record at that time.

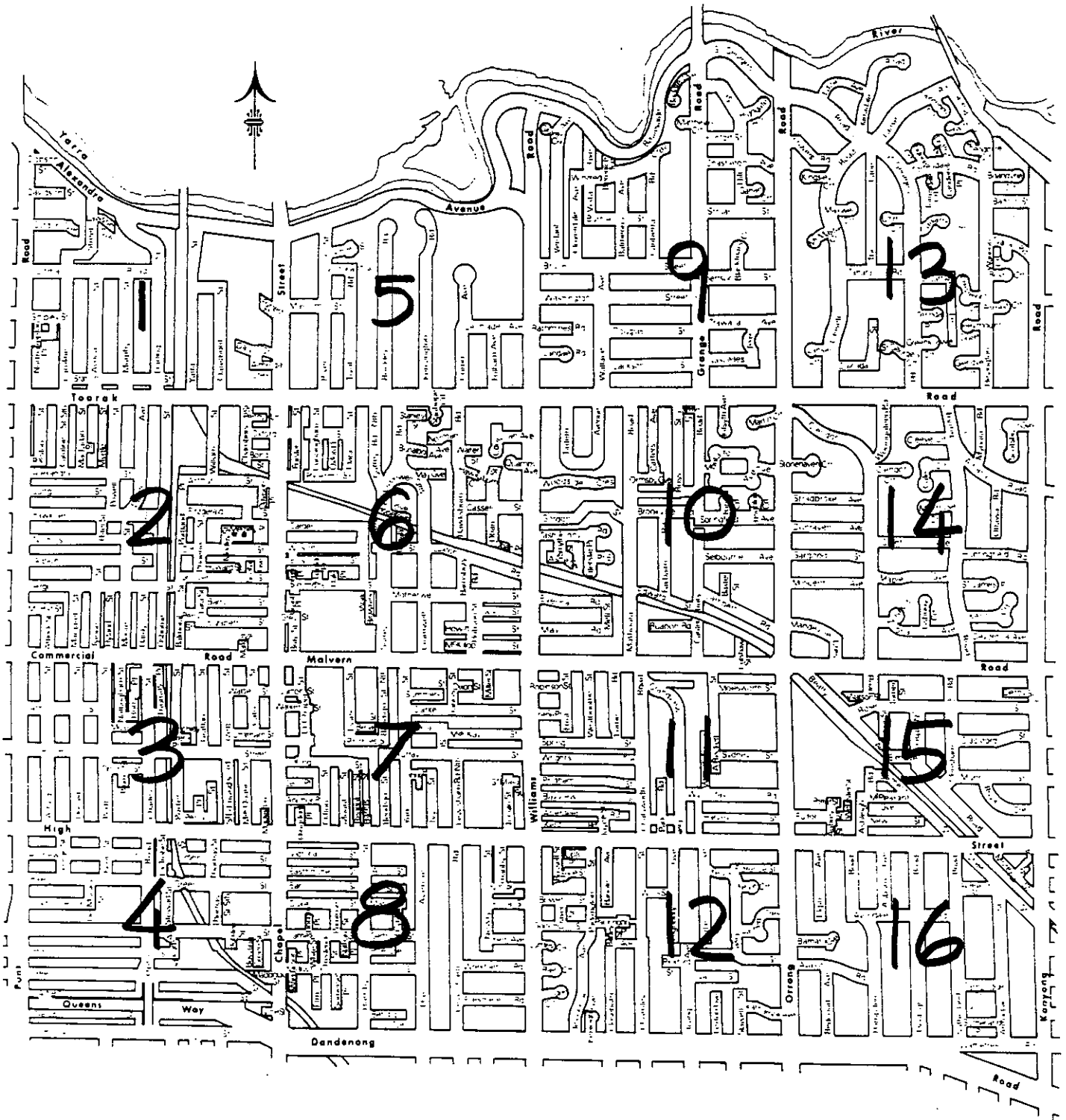
A second description has been made at the turn of the century when Prahran was an established suburb; these are based on 1895 MMBW Plans. The Melbourne Metropolitan Board of Works produced a detailed and comprehensive record of the city to enable the design of the sewerage system. These comprise individual house cover plans, a local plan at 40 feet to the inch, and a smaller scale plan with less detail at 160 feet to the inch. These plans are remarkable records; they have a high standard of draftsmanship and provide an unusually detailed and accurate record of Melbourne's development at the period. The City of Prahran possesses a complete series of the 40 foot plans and these have been referred to in the preparation of these second 'snapshot' descriptions. The 40 foot to the inch plans show details of garden layout, sheds, street paving, tramway and railway works, and the names of a number of houses, businesses churches and other features. Several samples are shown here. These valuable plans have been copied and are available for inspection at the Planning Division counter at the Town Hall. They can be of invaluable assistance to people undertaking research or restoration work.

An excerpt from the 160 foot plans have been used to illustrate each precinct as the buildings are cross hatched and the scale is more compatible with the Kearney plans.

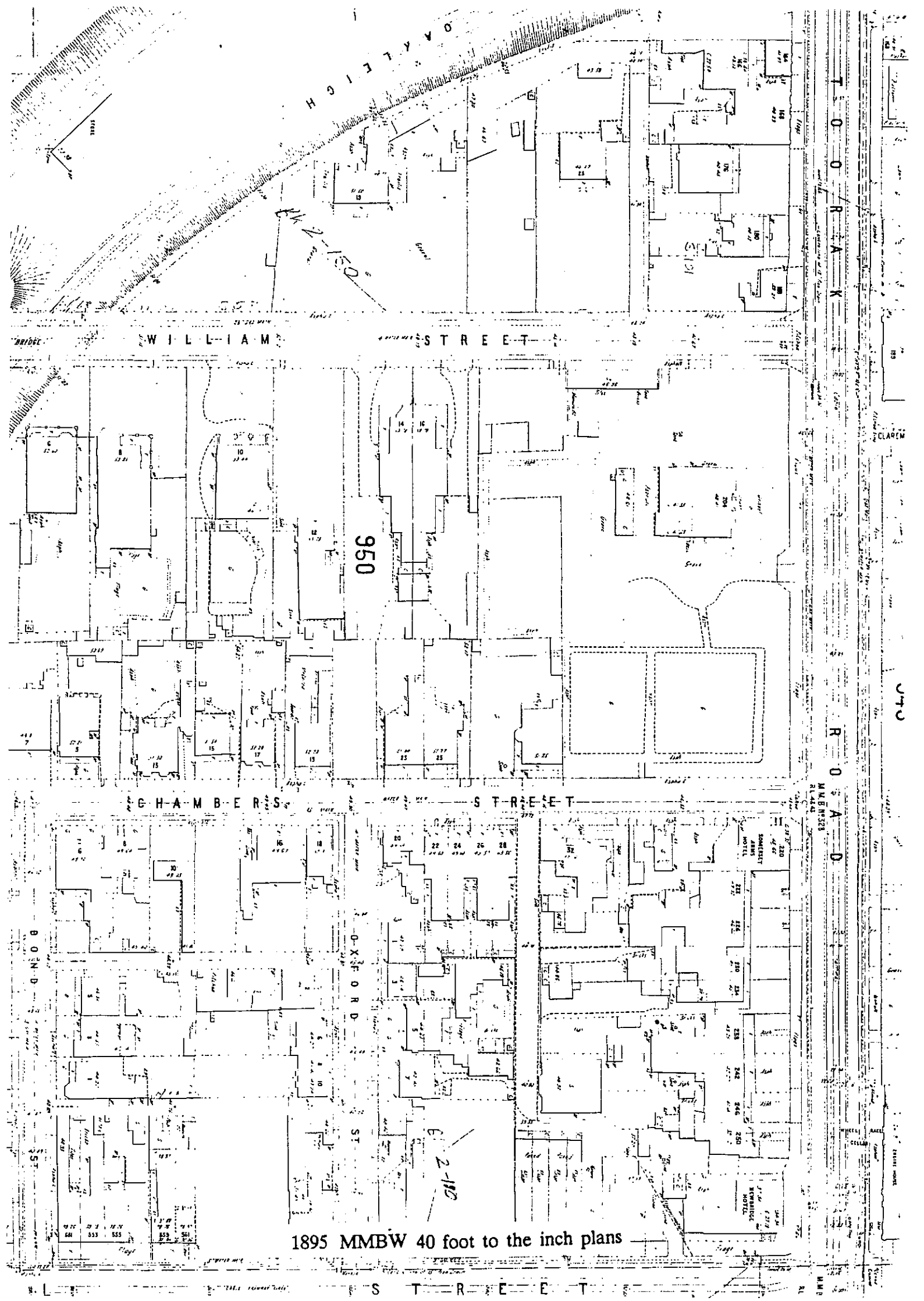
The description provided for each Precinct should be used in any assessment of the character and significance of the area including the Urban Conservation and Character Areas within each.

## 6.2 PRECINCT DESCRIPTIONS

The remainder of the document contains the descriptions of each of the sixteen Precincts in Prahran.



Prahran was surveyed by Robert Hoddle into sixteen main blocks, bounded by main roads. These sixteen main blocks created by Hoddle have formed the basis of the sixteen precincts used by this Study.

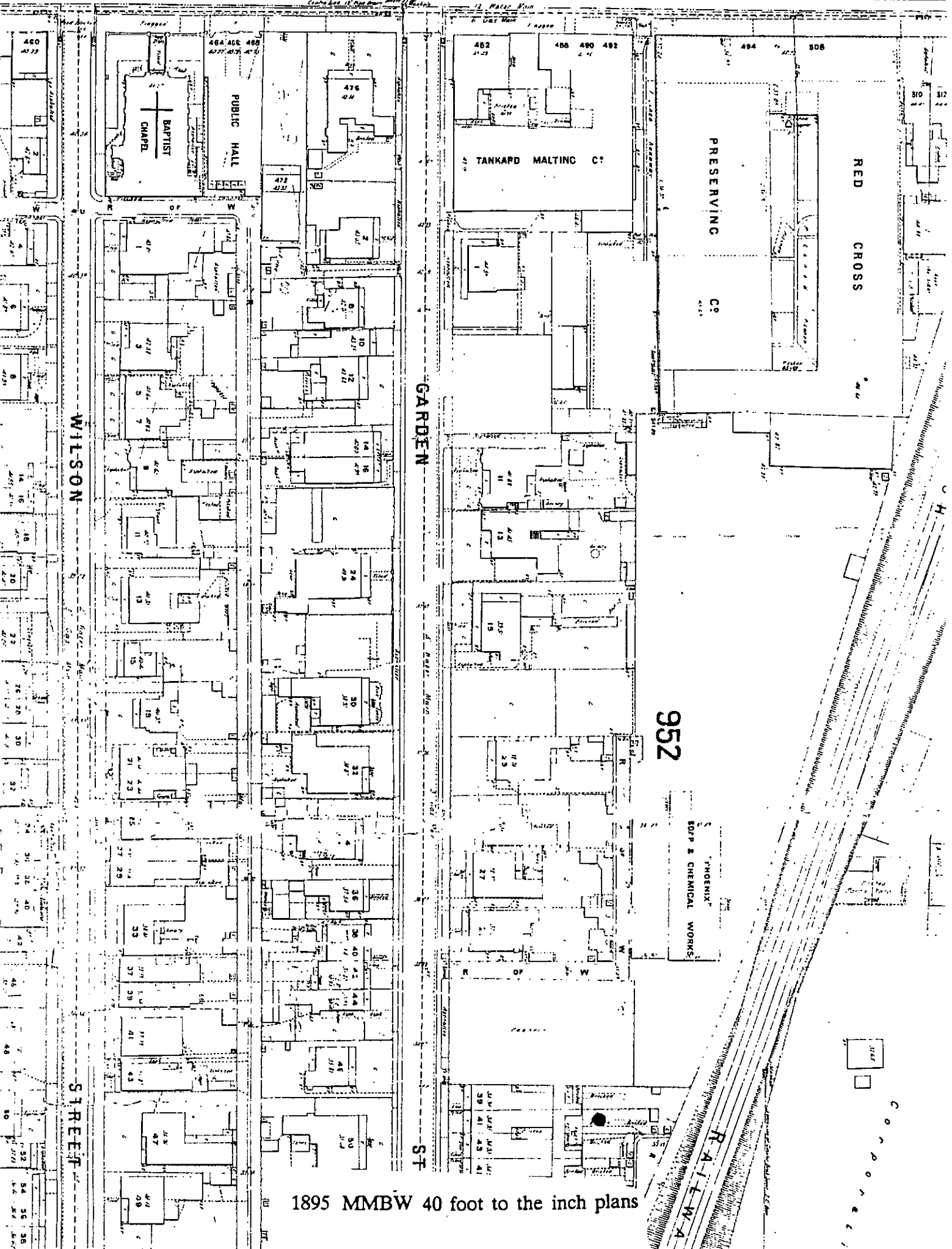


1895 MMBW 40 foot to the inch plans

954

CABLE CHAPEL

STREET TRAMWAY

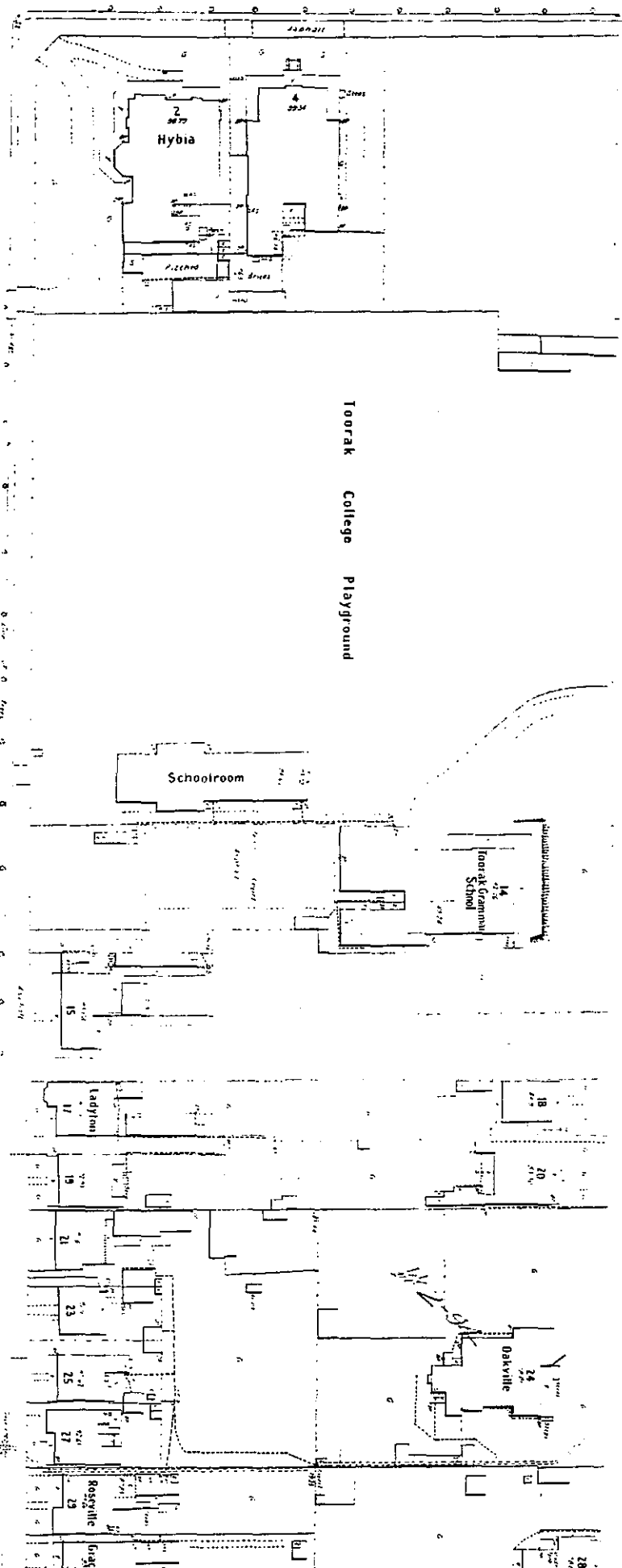
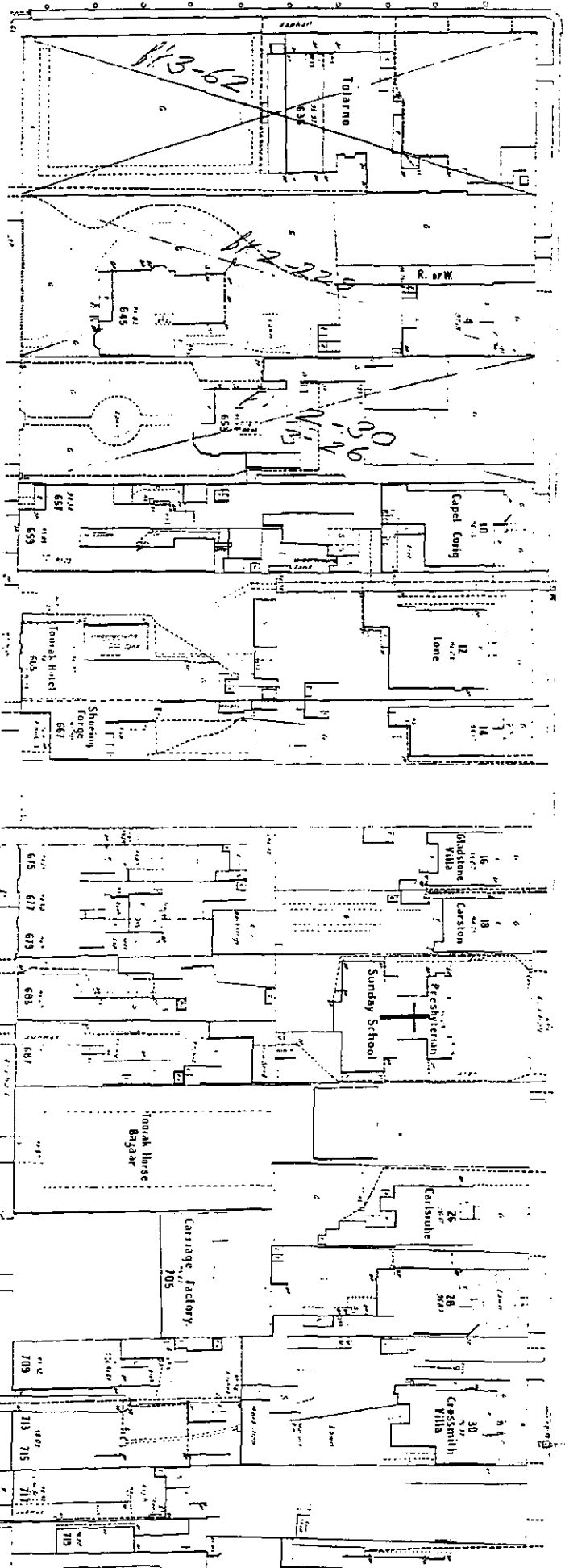


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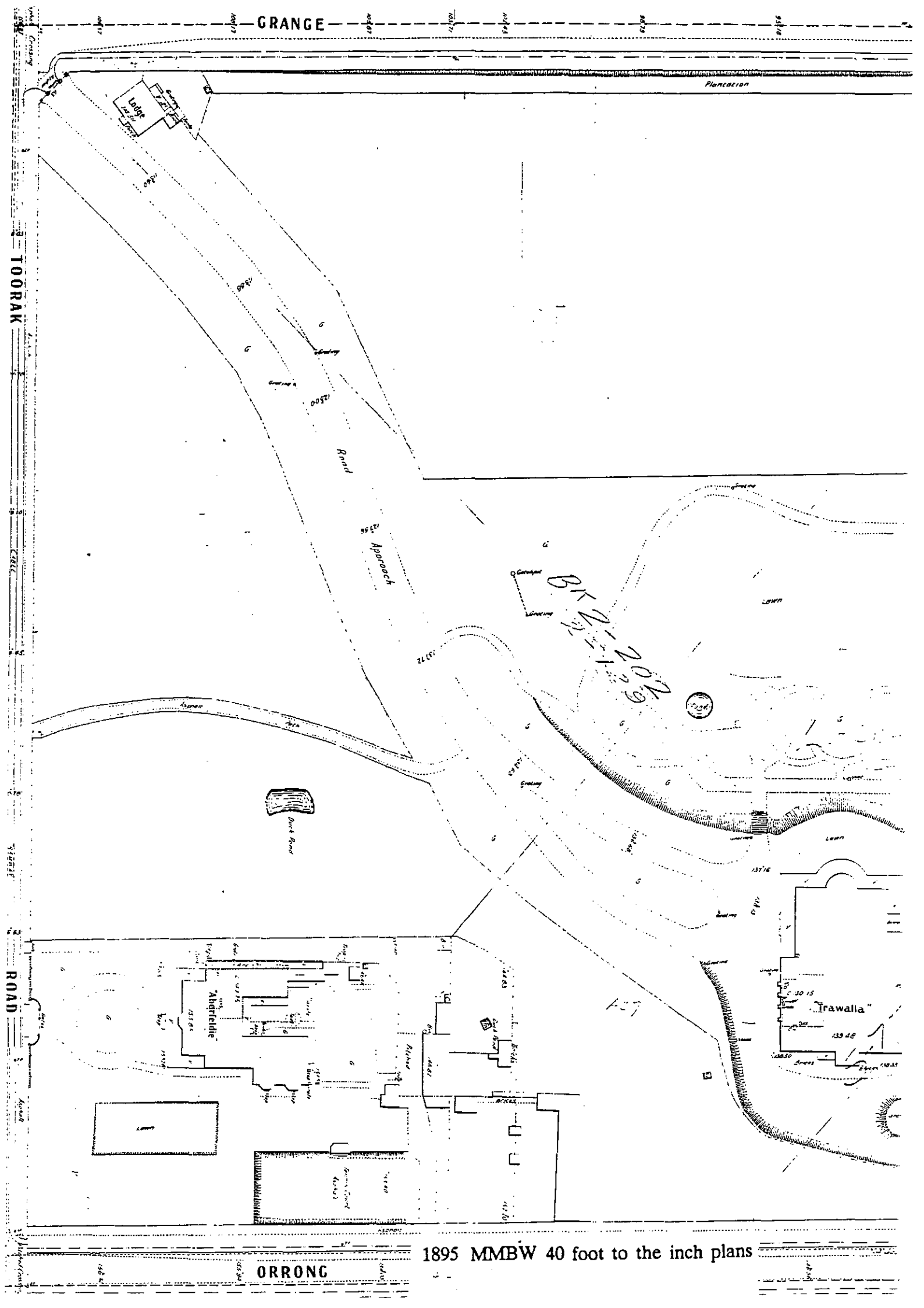
1895 MMBW 40 foot to the inch plans

WALLACE

JACKSON



1895 MMRW 40 foot to the inch plans



1895 MMBW 40 foot to the inch plans

## PRECINCT 1

This precinct is one of the most important in Prahran both historically and architecturally. Its development is the result of the early land sales and proximity to Melbourne, as well as the dramatic variations in topography combined with the river frontage.

Late in 1839 the extensive area of land eastwards from Punt Road in South Yarra and Toorak was considered for alienation. Robert Hoddle forwarded the plans for these "Suburban Allotments" on the south side of the "Yarra Yarra river" to Sydney on 1 February 1840. Twenty two large narrow allotments ran between the proposed Government road following the stock route from Gardiner's Creek to the Yarra River (now Toorak Road) between Punt Road and Kooyong Road. A large aboriginal mission station reserve of 895 acres was shown on a map prepared in 1837 by Hoddle and this extended between Williams Road, Punt Road, High Street and the river. The decision to sell the twenty two suburban allotments required the mission station reserve to be abandoned and it was transferred to the west side of Punt Road including the site of the future Botanic Gardens.

The line of Toorak Road was first shown on a map in 1837 prepared by surveyor Robert Hoddle. It formed the southern boundary of six large allotments which ran between Toorak Road and the Yarra River. This land was sold at the first Crown land sale in the present day municipality of Prahran on the 10th June 1840.

The first buildings in Prahran on surveyed allotments were located in this precinct. By the mid 1850s several houses had been erected in Gardiner's Creek Road (now Toorak Road) and also along side streets, chiefly Caroline Street and Murphy Street.

On the eastern slopes of the river, around Punt Road, the land was suited to vineyards and Kearney's map of 1855 shows several of these including one on the property of Avoca at 8 Gordon Grove. This house still survives, albeit hemmed in by later developments. This large picturesque gothic revival residence was erected circa 1848 for pioneer settler W.M. Bell. Several other large residences were erected in this vicinity and the area rapidly gained a reputation as a most desirable suburban location.

A punt joined Richmond to South Yarra and this service was established as early as March 1838, superseding the earlier hazardous crossings by small row-boats. The first road bridge was opened in 1857, connecting Chapel Street with Church Street in Richmond. In 1860 the railway bridge across the Yarra was opened and thus Windsor was connected with Melbourne via Richmond instead of the loop line across Albert Park to St. Kilda and thus back to Melbourne. However, the railway did little to stimulate development in the present Alexandra Avenue area and by the turn of the century still only a handful of houses existed in this vicinity. In contrast the area south of Domain Road had been intensely developed by the 1860s and 1870s. Commercial premises sprang up along Toorak Road and today some remnants of these developments from the 1850s still survive.



In 1860 direct communication by rail with Melbourne was effected when a bridge was constructed across the Yarra and the railway station Gardiner's Creek Road (now South Yarra) was opened.

Early industry in the area was provided by the Victoria Tanneries (refer 1855 plan) and brickworks, clustered around the area where Melbourne Boys' High School now stands.

#### 1855

This plan showed large allotments relatively undeveloped on the river with the main development on Punt Road and Gardiner's Creek Road (later Toorak Road). The subdivision of the land south of Domain Road has wide streets and large allotments reflect the affluence of this area, especially when compared with the land south of Toorak Road.

North of here was a large swamp on which the Victoria Tannery was located on the river bank.

#### 1895

The land south of Domain Road had by now been fully developed and shops lined Toorak Road with flagstone pavings to the footpath. Apart from the allotments closer to Punt Road there was little development north of Domain Road due, no doubt, to the steepness of the land and the lack of an access road along the river. On the site of the Darling Gardens was a running track and racecourse. Further east of the railway line in Toorak Road were more large villas.

North of this the swamp had been drained and a large stone outfall drain constructed. A clay hole and brickworks were located north of where Almeida Crescent is now located; it was surrounded by small workers' houses. The Victoria Tannery still remained on the river bank, and on the hill (now occupied by Melbourne Boy's High School) the villa Forest Hill was located. At the corner of Toorak Road and Chapel Street was the unusual combination of a cable tram shed and engine house (these buildings now converted into a furniture showroom and the Capitol Bakery respectively).

#### 1895 - 1992

This area still retains its early diversity. The large allotments north of Domain Road were developed for flats by entrepreneur H.R.Lawson in the inter-war period. In the earliest developed areas south of Domain Road, many of the older houses had been replaced with modern flats in the 1950s and 60s. The shops in Toorak Road have retained their predominant 19th century character

in large part. The low lying area has retained its industrial emphasis and Melbourne Boy's High School now dominates the Forrest Hill escarpment. The diversity of this area in many ways encapsulates the character of Prahran.

## URBAN CONSERVATION AREAS

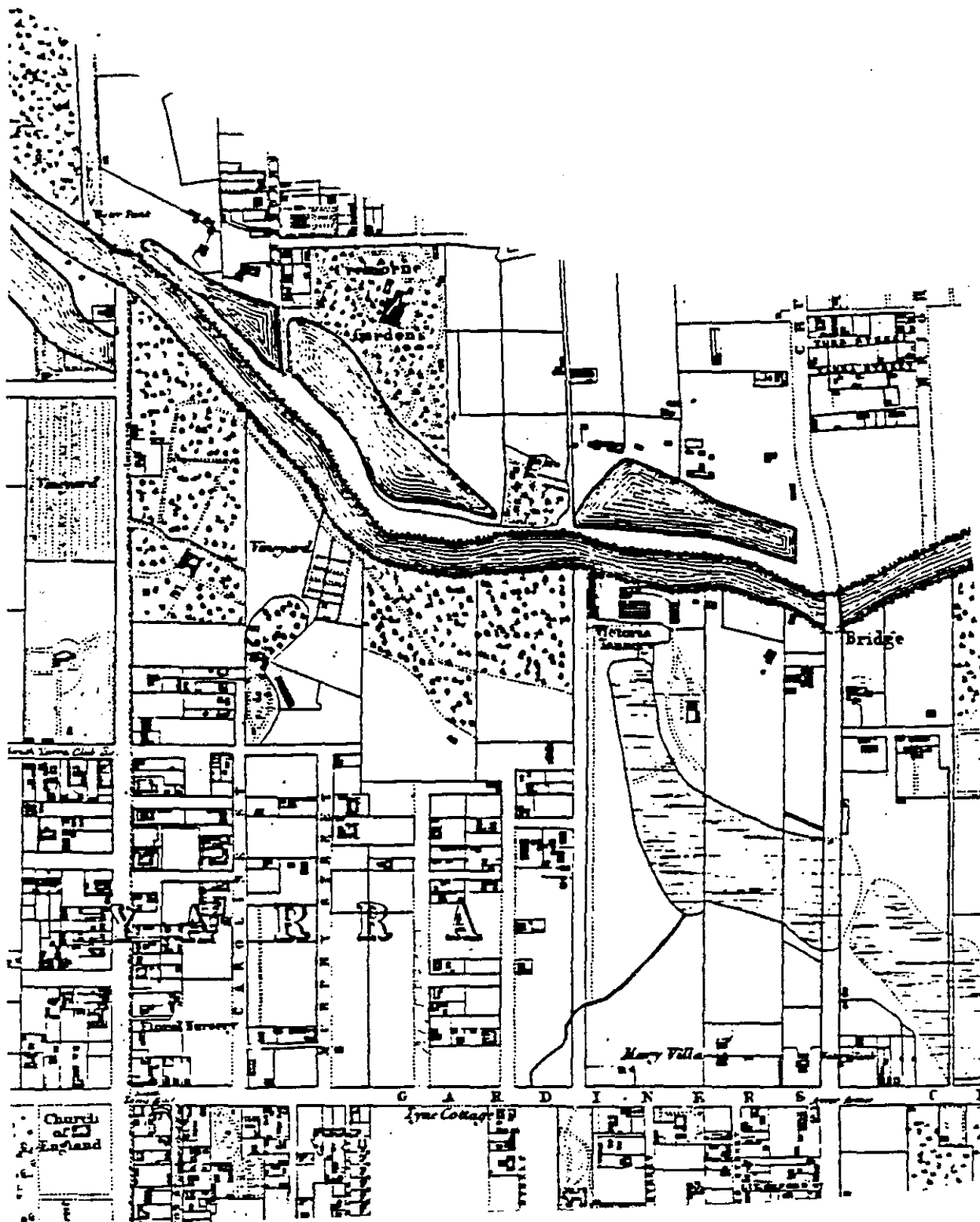
### Alexandra Avenue Area

Alexandra Avenue was formed by the Government in 1903 but owing to the South Yarra railway line the Avenue was unable to be completed. In 1917 the Prahran Council decided to make a temporary diversion of the drive under the railway bridge in order that the roadway could be linked between Punt Road and Chapel Street. Avenues of trees were planted at this date and following later alterations to the railway bridge the present wide boulevard was established. Soon after the construction of Alexandra Avenue the present Church Street bridge was designed by noted architect Harold Desbrowne Annear in conjunction with Thomas Ashworth and engineer John Laing. This new graceful reinforced concrete bridge erected in 1923-24 replaced a much earlier iron bridge and soon after its construction the carriageway was utilised for the electric tramway which ran down Chapel Street.

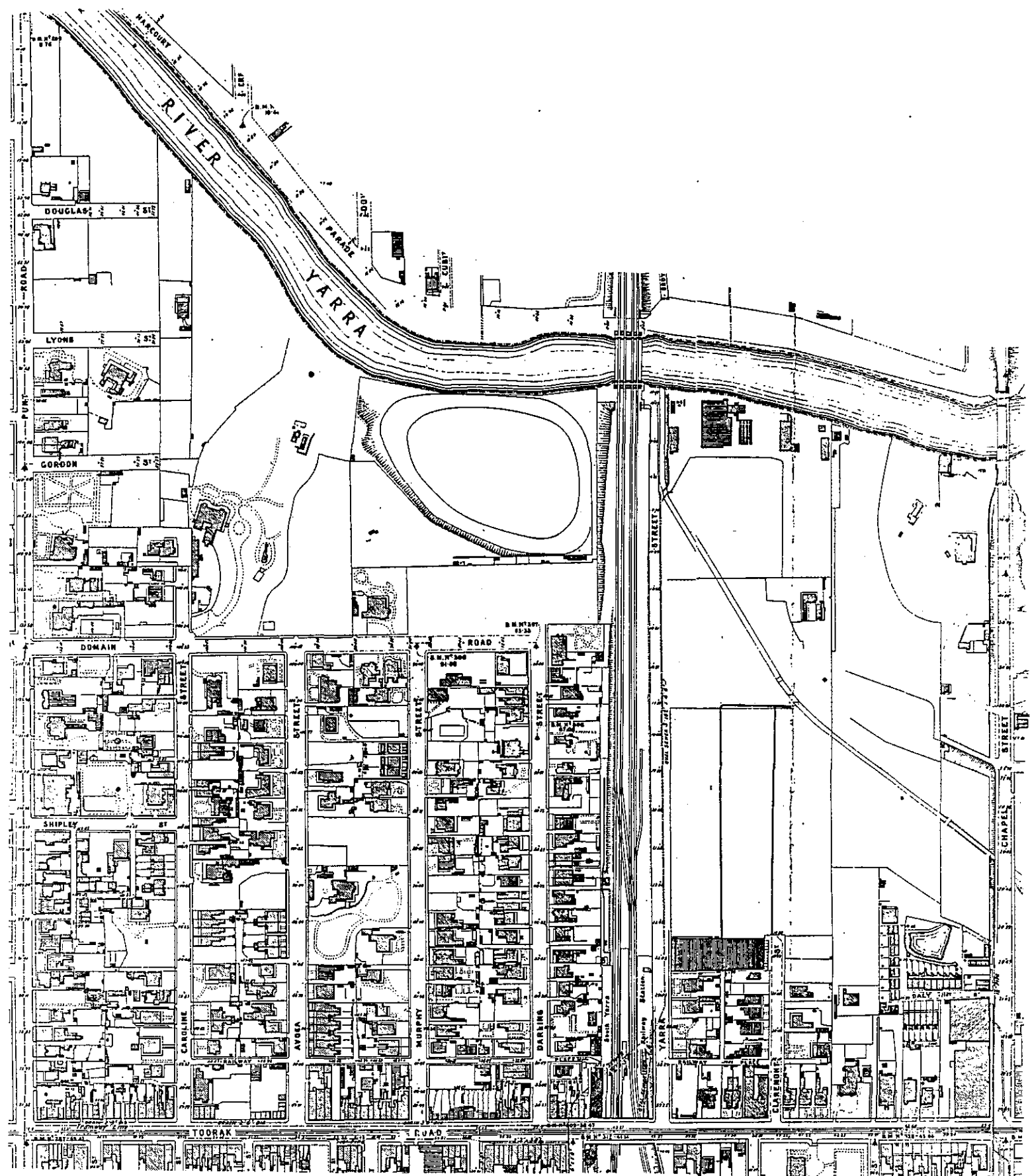
At the time of the completion of the Church Street Bridge in 1924 the adjacent Forrest Hill site was the subject of much heated debate as the possible site of a state high school to be established in the southern suburbs. Many local Councils were competing to gain the School in their municipality although the Forrest Hill site was eventually selected and in 1928 the present Melbourne Boys' High School was erected. West of the school site the area between Domain Road, Punt Road and Darling Street became the scene of a remarkable burst of residential flat development.

Howard R. Lawson and partner Reginald W. Biffen bought the whole of the land from Punt Road to the South Yarra railway bridge, (bounded by the river on the south and Domain Road on the north), in approximately 1922 and commenced development of the site shortly afterwards. The early buildings on the site included 'Avignon' and 'Le Chateau', which were built as small scale Californian Bungalow style maisonettes, and designed for easy conversion to flats. Today a number of those two to three storey Californian Bungalow style flats remain in the area.

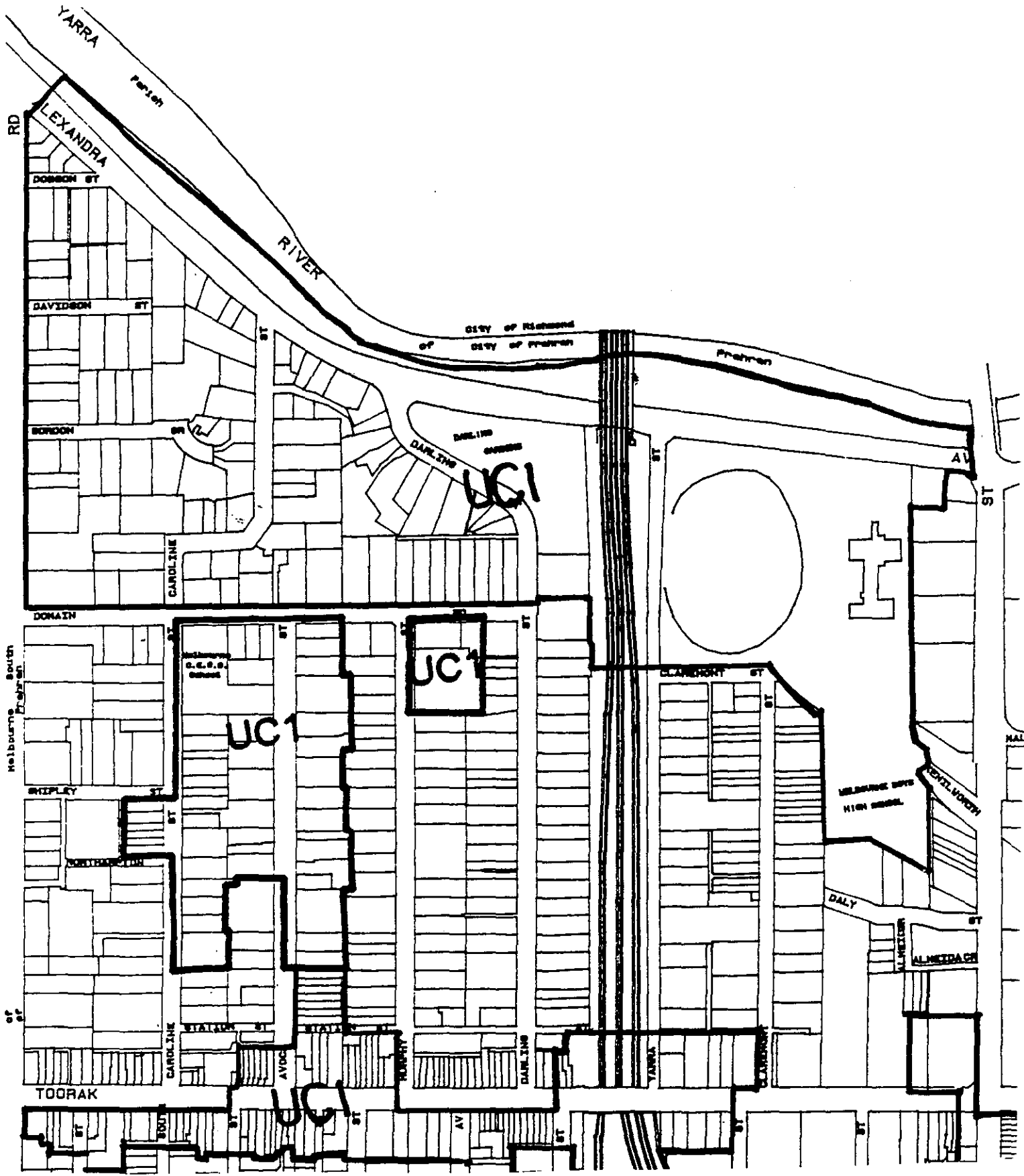
It appears that the site was not developed rapidly and there was most likely little building done in the last half of the 1920s. When Lawson, who advertised as "The Architect Who Builds", recommenced work after the depression, he became more ambitious and abandoned the small scale Californian Bungalow style flats in favour of large multi-storey blocks designed in a Spanish Mission/Exotic manner. These included 'Granada Court', 'Dorrington House', 'Devonshire House', 'Durham Hall' (all c. 1934) followed by 'York House' (c. 1935) and the imposing 'Beverley Hills' (blocks 1 and 2) in approximately the



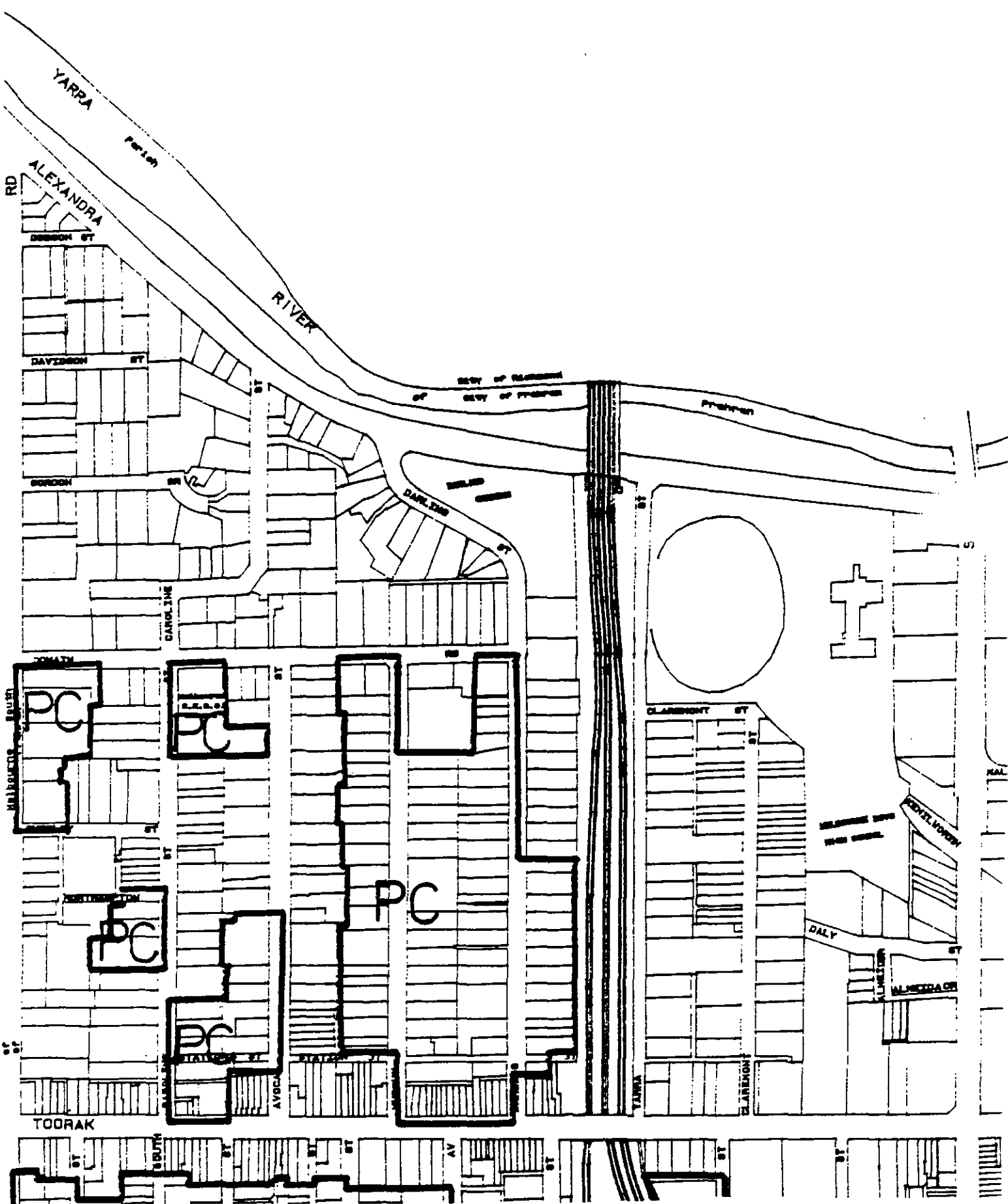
PRECINCT 1 1855 KEARNEY PLAN



PRECINCT 1 1895 MMBW PLAN



PRECINCT 1 1992 URBAN CONSERVATION AREAS



PRECINCT 1 1992 PRAHRAN CHARACTER AREAS

same year. The Beverley Hills blocks dominated the steady sloping site, and Lawson included a swimming pool on a terrace between the two blocks. The integration of flat blocks, the surrounding gardens, terracing and the exotic style of the development retains its unique character today, despite some deterioration in some of the flat blocks.

In the three years prior to September 1935, Lawson had built 175 flats on the subdivision and local residents objected to proposals for further development of the site. Lawson responded by reducing the height of his blocks and in 1936, obtained a building permit for three storey flats at the corner of Alexandra Avenue and Darling Street. In this next phase of building Lawson designed the outstanding 'Maritama' and 'Stratton Heights' (both c. 1940) which were similar in form to his earlier 'Beverley Hills', but stripped of the highly decorative stucco work of his exotic style blocks. At the magnificently sited 'Stratton Heights' Lawson encompassed modernism by using the roof terrace, which had been enjoying increasing popularity. Beverley Hills also had a flat roof, but this had been used only as a laundry and drying area, and was hidden behind a sloping tile parapet, which appeared from below to be a conventional pitched roof.

The whole development is without equal for the period in Melbourne. The variety in buildings, the integration of the well-landscaped site and the excellent Spanish Mission/Exotic style flats in particular make the precinct unique. Lawson went unrecognised in professional circles, due most probably to his development activities. The Alexandra Avenue flat precinct is arguably the zenith of the career of the man who was probably Melbourne's most prolific flat builder. (1)

The theatrical setting of Lawson's flats contrasts with such remnants as 'Avoca', and a number of earlier residences in Punt Road and Domain Road. Historically, the land was an early suburban location in Melbourne and its choice position by the riverside is today enhanced by the landscaping along Alexandra Avenue. In particular the special landscaping quality of Lawson's flats which often combined mature planting from earlier estates with planting from the 1930s and 40s coupled with dramatic changes in level around the flats give a distinctly exotic feel to the locality, not found elsewhere in Melbourne. Views to the dominant building of Melbourne Boys' High School and across the river to the Church Street bridge also add greatly to the character of the important Alexandra Avenue areas.

(1) Material for this section on the flat development in this area has come from Terry Sawyer, "Residential Flats in Melbourne, The Development of a Building Type to 1950", unpublished research report, School of Architecture, University of Melbourne, 1982.

### **Avoca, Murphy and Caroline Streets Area**

This area comprises some of the most architecturally and historically, important houses in Prahran. Richmond House (56 Avoca Street), 64 Avoca Street, Caroline House (75 Caroline Street), 76 Caroline Street and 83 Caroline Street all were built, or retain substantial sections from the 1850's or earlier. The area also contains many other early and late Victorian detached houses and terrace houses as well as significant Edwardian and inter-war buildings. These all provide the dominant character and significance to this important area, despite the unfortunate incurring of more modern developments.

### **Toorak Road Area**

(Also part of Precinct 2)

By 1865 the South Yarra area was well developed and a gazetteer described the place as a 'pretty suburban village containing a few residences, and railway station, situated on the road two miles south-east from Melbourne ... the neighbourhood around the station is extensive and is the residence of numerous wealthy merchants and others whose business lies in Melbourne'. However, in contrast to the larger and more affluent developments to the north of Toorak Road, those to the south were much smaller and subdivisions much meaner. Coburg Place (now Myrtle Street) was typical of these smaller subdivisions. Ten identical small cottages were built and these are clearly shown on Kearney's map of 1855. Today, however, none survive and Myrtle Street remains as a lane with Powell Street being the principal frontage of the allotments. In the 1870s and 80s commercial premises boomed along Toorak Road and many flamboyant facades were erected for shops at this period. Part of the present South Yarra railway station was erected by 1874 (now the premises of a dry cleaning service) and this was later extensively renovated in 1915-16.

When the South Yarra to Oakleigh section of the main Gippsland Line was constructed in 1879 it joined the single track Brighton line at South Yarra. Because both lines were set in deep cuttings a potentially dangerous junction was created and this was not alleviated until some years later when the embankment of the cutting was lowered to provide a clearer vision for locomotive drivers.

Nearby, Her Majesty's Hotel was also extensively renovated. This occurred in 1889 and a year later Public Works Department architect A.J. MacDonald designed the South Yarra Post Office and this was erected during 1892-93. This unique building is one of a rare group of buildings which reflect the influence of the American romanesque style and the innovative design ranks it as one of the most important public buildings in Victoria. Apart from the Post Office and the flamboyant facade of the shops of the land boom, this period also saw the erection of many residences and Lee Terrace in Avoca Street typifying the architectural style of the land boom period.



The Toorak Road area is important for its groups of intact commercial buildings which form intact streetscapes along several stretches of the road. Although much of the other commercial development is not so intact, its scale and form (especially towards Punt Road) make a uniform low-scale shopping centre with no intrusive high-rise developments. The area is also enhanced by a number of individual buildings of significance especially the former South Yarra Post Office, Lee Terrace (6-18 Avoca Street) and the early residences nearby in Caroline Street and Avoca Street.

#### **Toorak Road Chapel Street Area**

(Also Precincts 2 and 6)

This area had strong links with the first settlers settlements in Prahran. Charles Forrest who bought allotment 6 on the north-west corner of Chapel Street and Toorak Road at the first land sale in 1840 erected his Waterloo Cottages in 1841. This was the first house to be built after the Crown Land sales in Prahran and in August 1842 he had started another house Hermitage Cottage on the site now occupied by the Capitol Bakery Building (The Fun Factory).

#### **PRAHRAN CHARACTER AREAS**

These encompass the Darling Street, Murphy Street and sections of Avoca and Caroline and Punt Road which have retained a mixture of modern flats interspersed with earlier significant buildings, mostly original developments on this subdivision.

The substantial early and late Victorian buildings are both single and double storeyed; some inter-war housing also contributes to the character of this area. The area is also of historic interest as being the first area of Prahran where houses were built and subdivision took place.

The walk up flat developments have made substantial in-roads on this character but the identity of the area is still largely derived from the earlier buildings, predominantly 1-2 storey Victorian villas.

## PRECINCT 2

1855

This area can be seen to be partially developed by this time. The flat terrain had less appeal than the hill north of Gardiner's Creek Road and was, in general, developed with smaller houses and allotment sizes. A clustering of buildings near the site of the Prahran Market indicates a small shopping centre which gave Commercial Road its name. There were some larger houses located near Toorak Road. The current pattern of narrow streets was partially established at this time. The development pattern for this precinct was very similar to that in precincts 3 and 4 to the south. They all were developed because of the access to Melbourne via the Brighton Road (St Kilda Road) and provided housing in small allotments on cheap, flat land. This area was occupied by the artisan class. (Precinct 2 is notable for a significant number of surviving houses from this era.)

1895

This map shows the area being fully developed other than the occasional large allotment from surviving early houses or stable yards. Larger houses were located along Punt Road, residential sections of Toorak Road and William and Fawkner Streets. The existing shopping areas were all fully established on all of the main roads by this time. Cable trams ran along both Toorak Road and Chapel Street south of Toorak Road. The previous 40 years had seen the area transformed from a rural village with unmade roads to a sophisticated urban character with 'pitched' kerbs and channels, asphalt footpaths for the residential streets and slate flags for the shopping areas.

1895 - 1992

This precinct has retained a predominant 19th Century character. The redevelopment of a number of properties in the Toorak Road area, the expansion of the Prahran Market and car park, developments along Commercial Road and redevelopment of houses for flats and infill houses are the main changes. The recent clearance of sites in Grosvenor and Argo Streets for neighbour parks has relieved the sense of congestion of the narrow streets and small allotment sizes.

### URBAN CONSERVATION AREAS

**Toorak Road Area**  
(See Precinct 1)

**Toorak Road Chapel Street Area**  
See Precinct 1

### **Fawkner Street and Davis Avenue Area**

These streets provide a contrast with much of the precinct, the wider roads attracted more substantial houses. This has a consistent single storey Victorian form and has few intrusive developments. The group of shops in Punt Road define the western end while the tree lined curves of Davis Avenue creates a distinctive character to the east.

### **Tyrone Street Area**

A relatively intact and consistent sequence of single fronted, single storey cottages.

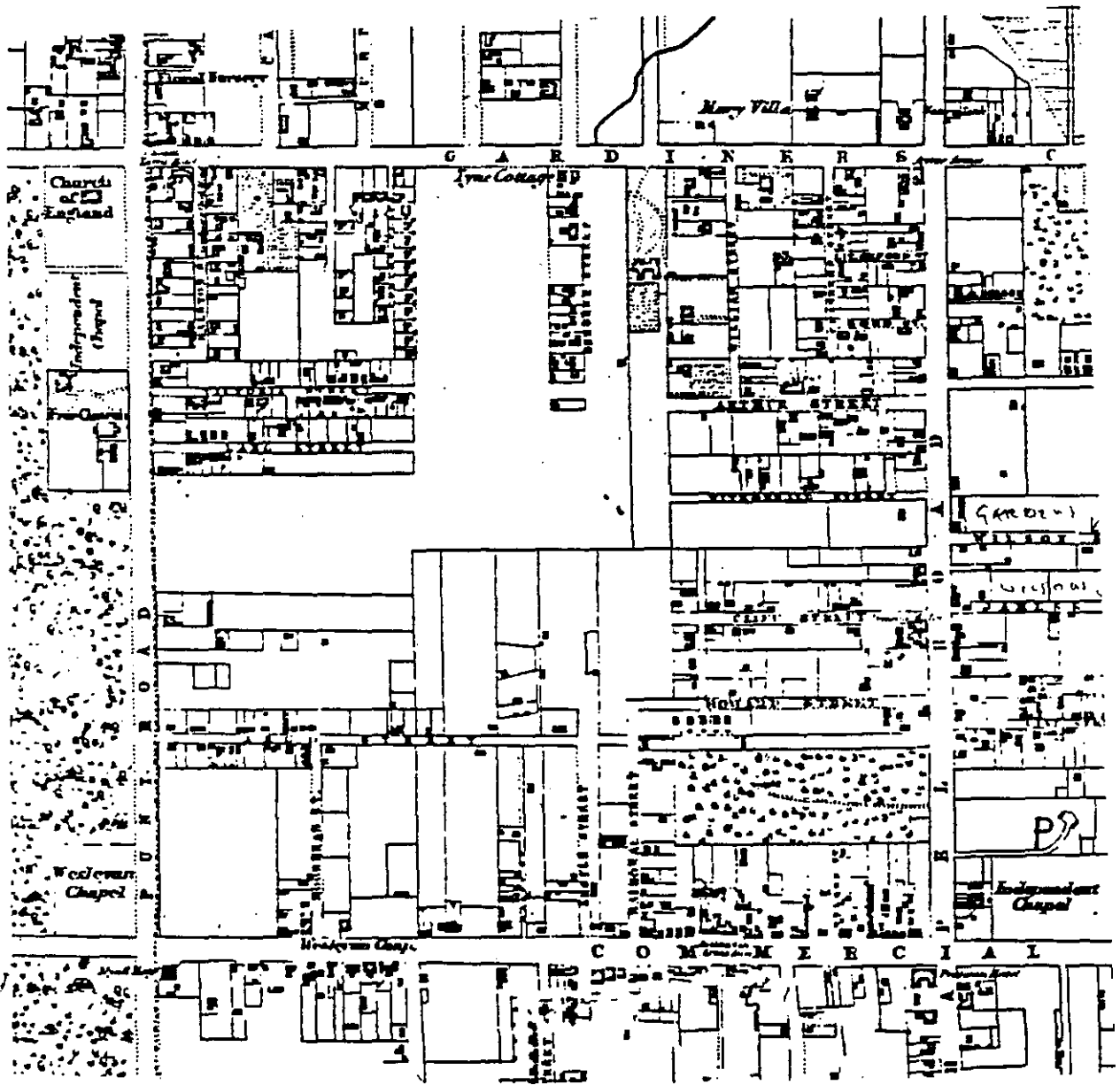
### **Moore Street Area**

As for Tyrone Street area.

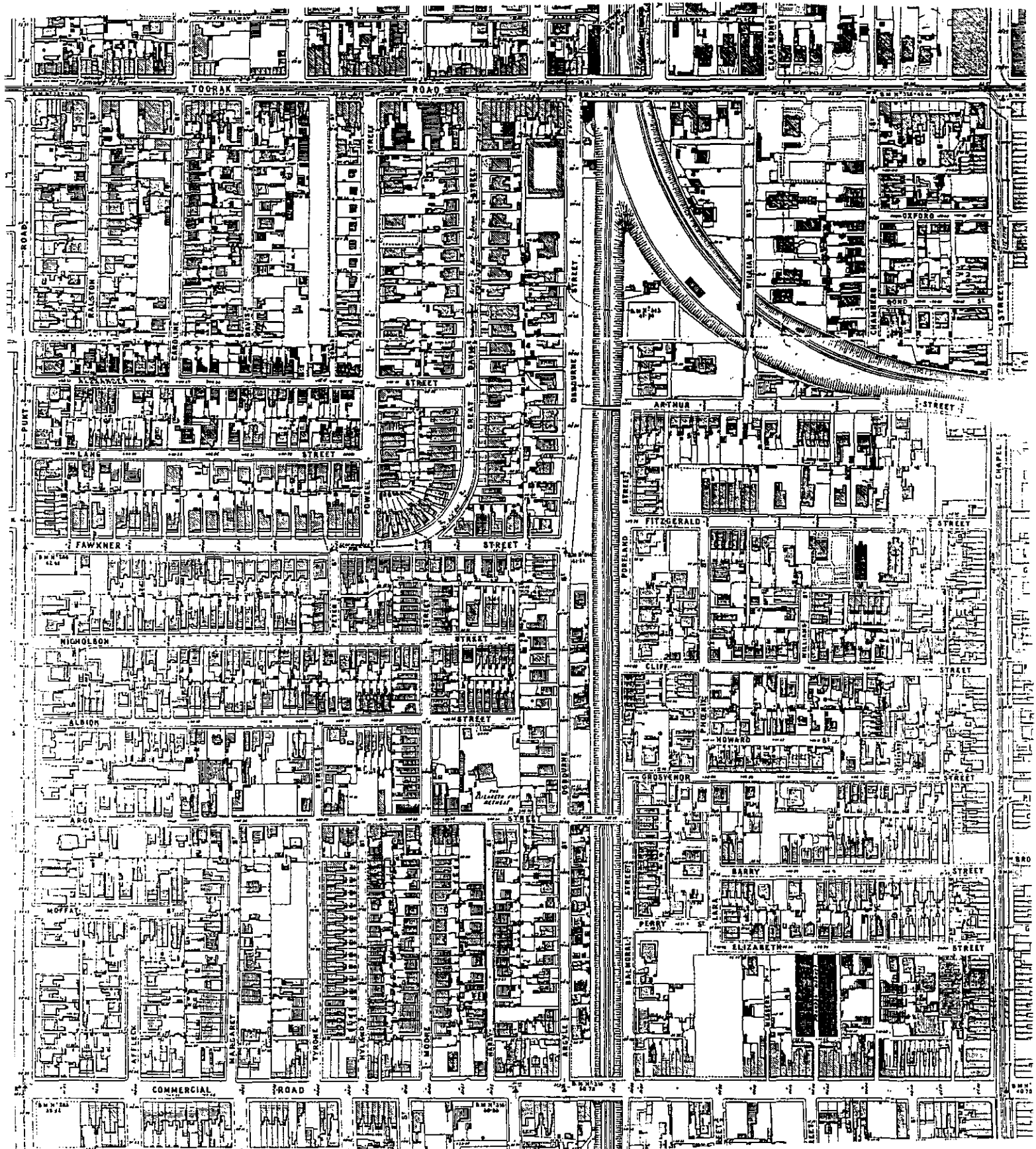
### **Medley Place Area**

This area has one of the tightest street layouts in Prahran and fortunately still retains a high degree of intactness. St Joseph's Roman Catholic Church was erected in Fitzgerald Street in 1888 and the houses to the south in Medley Place were probably erected around this time. Medley Street and Medley Place, formerly known as Williams Street and Williams Square, have a most unusual street layout. A group of six houses face the rear of the church with a small footway running in front and groups of single storey attached dwellings cluster around Medley Square and Medley Place. It is probable that the name Williams Square was altered after the turn of the century in view of the fact that municipality already had a 'William Street' and a 'Williams Road'. The former Williams Square, now fenced and used as the front yard of four residences, is unique in the planning of Prahran. It evokes an Italian atmosphere, reinforced by the dominant Church buildings to the north. The Roman Catholic School was erected in 1917 and is of particular architectural significance for its English Arts and Crafts Movement inspiration. The Edwardian Presbytery to the west which once featured a large garden of squared layout and today some elements of this garden remain.

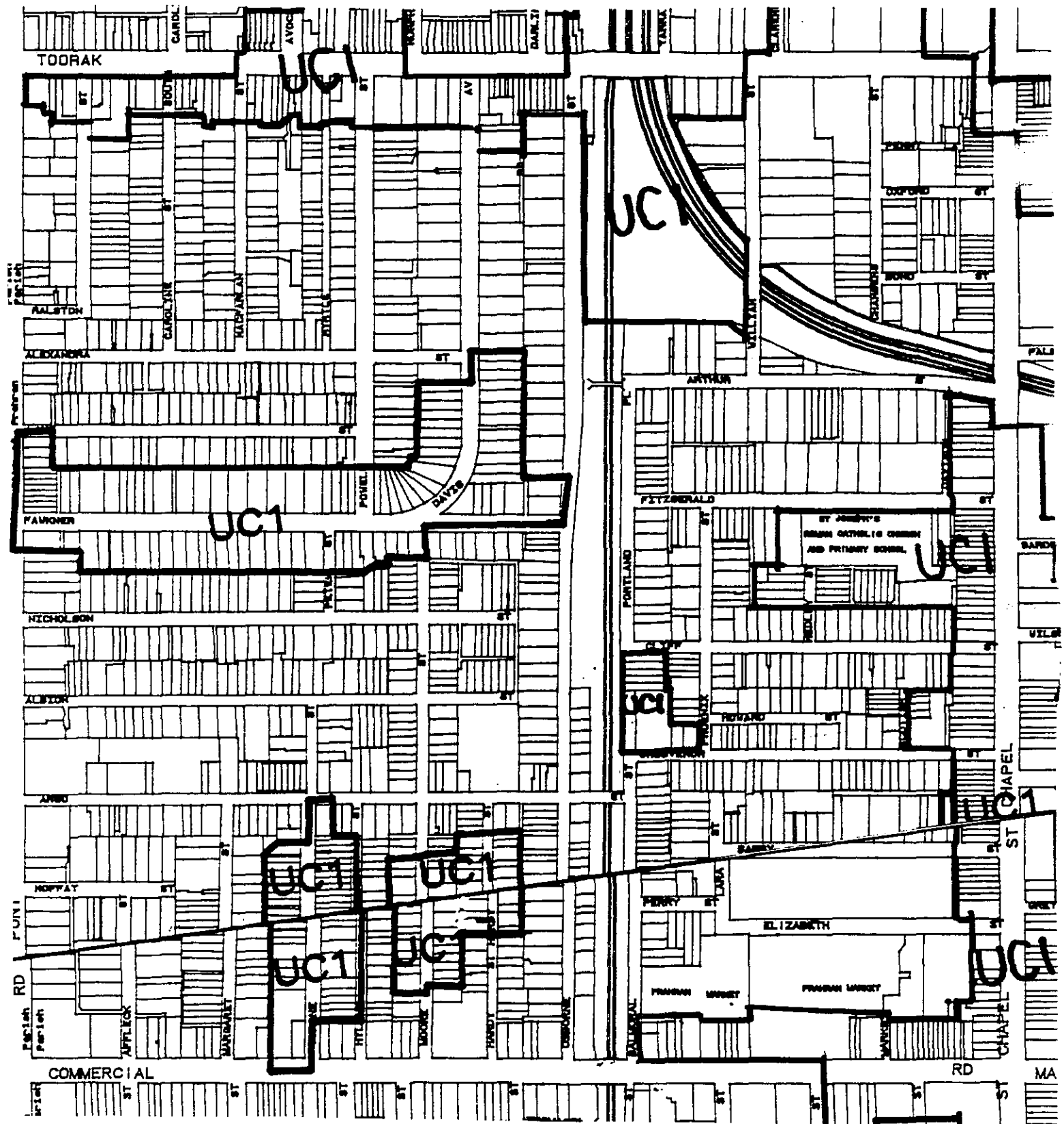
The survival of the Medley Place Area is particularly fortunate, given the policy of the Victorian Housing Commission during the 1960s when most similar areas throughout Melbourne were razed and redeveloped. The significance of the Medley Place Area derives from the exceptionally tight street layout, the planning significance of Medley Square, the relationship between the large church buildings and the diminutive Victorian era cottages in Medley Place, and the general intactness of all the building stock.



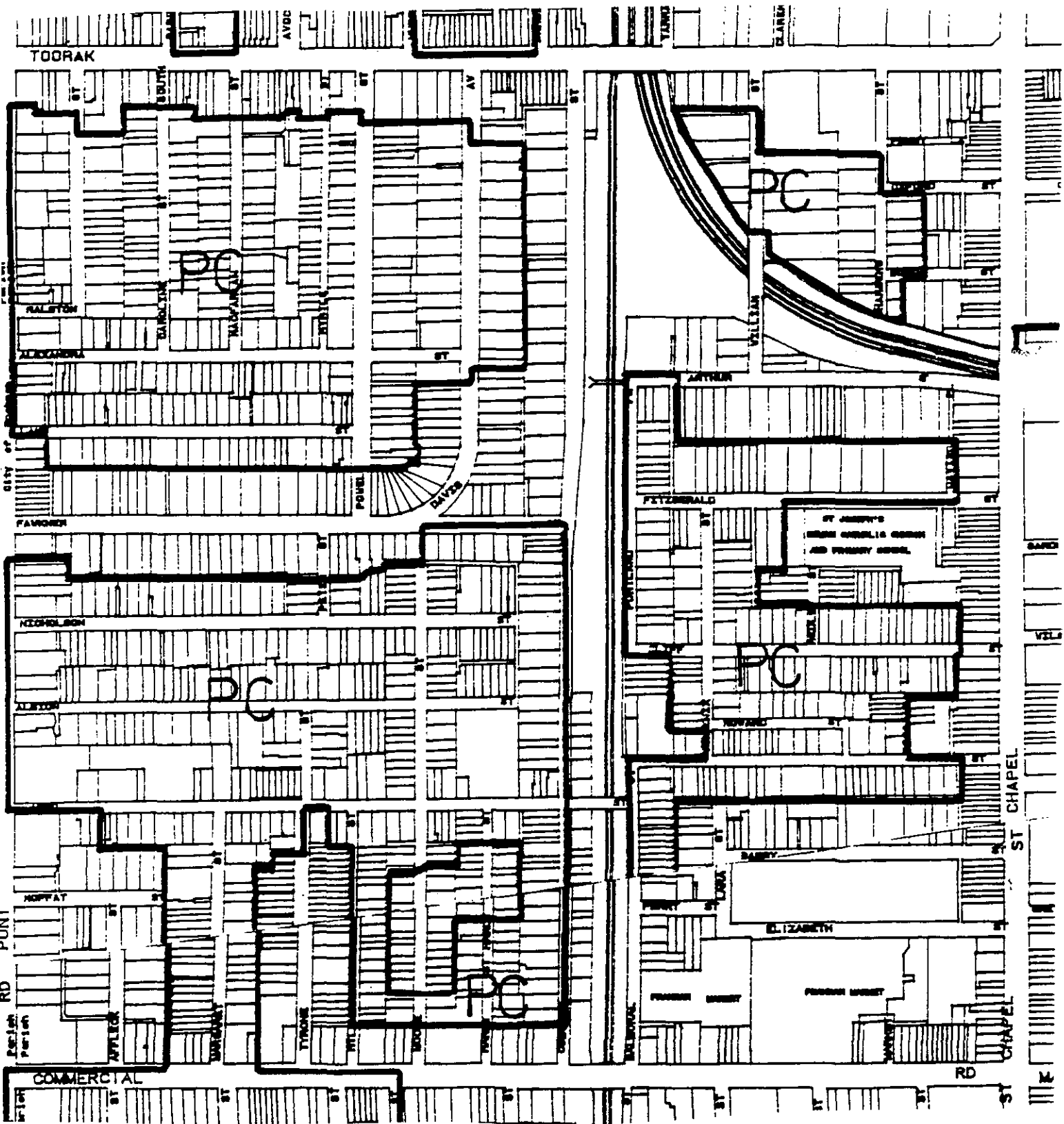
PRECINCT 2 1855 KEARNEY PLAN



PRECINCT 2 1895 MMBW PLAN



PRECINCT 2 1992 URBAN CONSERVATION AREAS



PRECINCT 2 1992 PRAHRAN CHARACTER AREAS

## **Portland Place Area**

The first railway connection with the municipality of Prahran occurred in 1859 when the first train steamed across a loop line from St Kilda Railway Station to Windsor. Later that year this line was continued on to North Brighton. In 1860 direct connection with Melbourne was effected when a bridge was constructed across the Yarra and the railway stations, Gardiner's Creek Road (now South Yarra), Greville Street (now Prahran) and Chapel Street (now Windsor) were opened. To avoid a steep gradient from the river to Prahran, the line was set down in a cutting.

The single storey Victorian era houses in Portland Place today face this cutting and are separated from it by only a narrow footway. This planning is unusual because to the north, Portland Place widens to form a road as does Balmoral Street to the south. The significance of this area derives from the small scale of the dwellings and their unusual frontage on the railway line. Contrast is also provided between the larger villa in Grosvenor Street and the smaller more humble dwellings facing the railway line.

## **Chapel Street (Commercial Road to Railway)** (Also part of Precinct 6)

A major boost to Chapel Street came in 1857 when a bridge that had been fabricated for the Crimean War was built across the Yarra to connect Chapel Street with Church Street, Richmond. The opening of the Church Street Bridge had the effect of causing traffic to flow northward along Chapel Street rather than continuing further westwards to Punt Road or St Kilda Road. This change in the route of traffic led to Chapel Street becoming the dominant commercial thoroughfare over that of Commercial Road. While the Town Hall, erected in 1860-61, had consolidated the commercial focus of Chapel Street in Precinct 3, the stretch between Commercial Road and Toorak Road developed as an ancillary retail area with an industrial component. In 1866 the Baptist Church (482 Chapel Street) was erected in Chapel Street north and some years later the Roman Catholics erected their church in Fitzgerald Street.

The Prahran Market came into existence in 1867 and was first located in Grattan Gardens before being established on its present site in 1881. This stimulated developments along Commercial Road and served the closely settled residential area between Chapel Street and the railway. The railway, opened in 1860, and then the tram routes along Chapel Street, Toorak Road, High Street and Commercial Road stimulated the ribbon of commercial development along each of these roads. Chapel Street in particular became an imposing architectural entity of substantial and varied designs and its commercial vitality was the result of the densely developed residential areas which came with success of the railway and much later, the trams. Like Chapel Street south of Commercial Road, the section to the north saw the replacement in the 1880s of smaller scale early developments with new and



more imposing buildings with flamboyant facades.

The small scale industries which served the local demand gave an early boost to Chapel Street as a shopping centre although it was not until the first World War that larger scale industries such as the IXL Jam Factory replaced the smaller Red Cross Preserving Company. The physical boundary to this section of Chapel Street was created in 1879 with the excavation of a large cutting for the new railway to Gippsland, the final link of which was the section between South Yarra and Oakleigh. Local agitation pressed for a railway station to be located near the site of the IXL Jam Factory although this never eventuated due to the short distance between South Yarra and Hawksburn railway stations.

Today the most evocative reminder of the importance of Chapel Street as a retail centre is the Conway Building and its neighbouring development to the south between Elizabeth Street and Barry Street. This section of Chapel Street (between Commercial Road and the railway) is also notable for its almost continuous streetscape of double-storey Victorian shops interspersed by corner hotels and such buildings as the early Baptist Church.

The facade of the IXL Jam Factory has been retained as part of the new Jam Factory redevelopment complementing the area, and with the large redevelopment south of Simmons Street this stretch of Chapel Street is significant as an intact commercial area.

## **PRAHRAN CHARACTER AREAS**

This encompasses the majority of the small network of residential streets within this precinct. Small frontages and street widths are the predominant urban form and the housing stock is in general of a 19th century character with some Edwardian single storey terraces. There are several examples of pre 1855 weatherboard houses surviving, 30 MacFarlane Street and 13 Chambers Street being the best examples. In some streets, such as Lang Street and Osborne Street are the occasional inter-war infill development, but the major impact took place with the advent of the walk-up flats of the 1950s and 60s, especially in Osborne, Davis and Powell Streets. In the other small streets with a predominance of weatherboard houses, new infill houses of the 1970s and 80s threatened the 19th century streetscapes.

## PRECINCT 3

This precinct had a similar development pattern to Precinct 2 but with far fewer substantial houses. The swampy nature of this area deterred more affluent residents.

The land which now forms this precinct was originally part of an aboriginal mission station. Surveyed by Robert Hoddle in 1837 the mission extended from Punt Road to Williams Road and from the line of High Street to the Yarra River. Stock routes crossed the mission in an east-west direction and it was not until the first Crown Land sale in Prahran on 6 June 1840 that Chapel Street was created. It ran between allotments 6 and 7 and by the land sale of 15 May 1850 ran at least as far as Dandenong Road in the south. (The Independent Chapel from which Chapel Street took its name, was erected in 1853 on the north east corner of Chapel Street and Commercial Road.) From its earliest days Chapel Street was laid out on a 66ft width and it was this narrow carriageway which today determines much of the character of Chapel Street. The opening of the Chapel Street Bridge over the Yarra in 1857 redirected the transport and retail focus to Chapel Street from Commercial Road.

### 1855

Greville Street and Charles Street were substantially developed as were the main roads. The tentative clustering of shops in both Commercial Road (and to a lesser extent in Chapel Street) and several hotels (the Prahran Hotel located the strategic site now occupied by Prun Central) did not anticipate the developments over the next 40 years let alone of the further redevelopment early this century.

### 1895

By this time the area was fully developed. Chapel Street now graced with the Town Hall, has a continuous sequence of shops as did Commercial Road east of Izett Street. Greville Street, east of the railway was also predominantly given over the retailers. Proximity to the Brighton railway line and Chapel Street cable tram (which connected to the Toorak Road and Wellington Street cable trams) facilitated this development. The burgeoning suburbs of St Kilda, Malvern and Prahran itself led to this extraordinary development as Melbourne's premier middle class retail focus. St Matthews Church and Sunday School, the State School in High Street and the once generous Grattan Reserve also reflected the growth of the community. Housing was predominantly modest other than the large detached two storey residences facing Punt Road and the substantial terrace houses in High Street, Greville Street and Commercial Road. The precinct also was fully paved with slate flags for the shops.

1895 - 1992

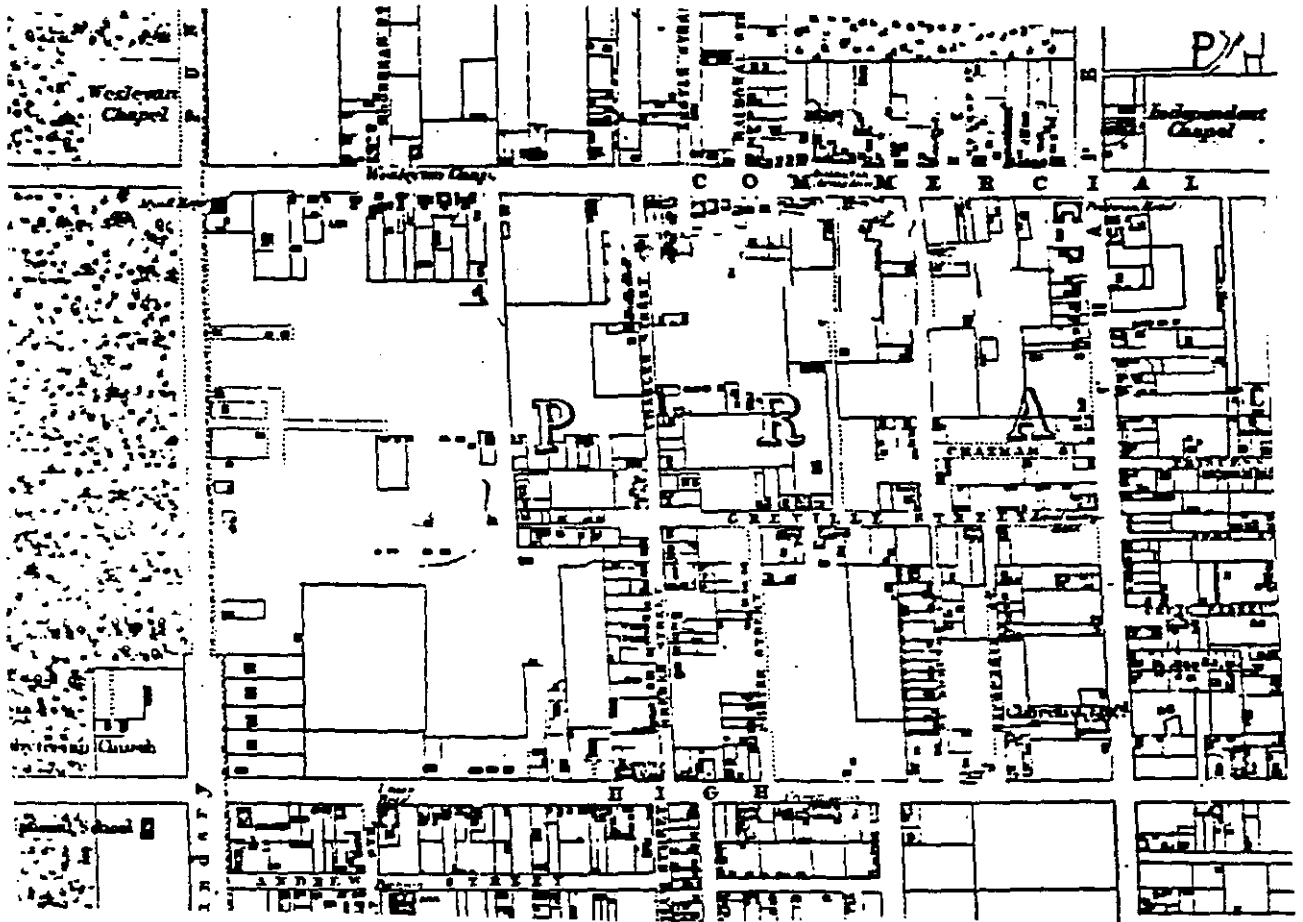
Today this area has further evolved while the residential component has remained relatively unchanged, the commercial areas have in the main, been redeveloped in the continuing retail boom of the early 1900s to give Chapel Street its current impressive character. This redevelopment saw single shops being replaced by large department stores.

## URBAN CONSERVATION AREAS

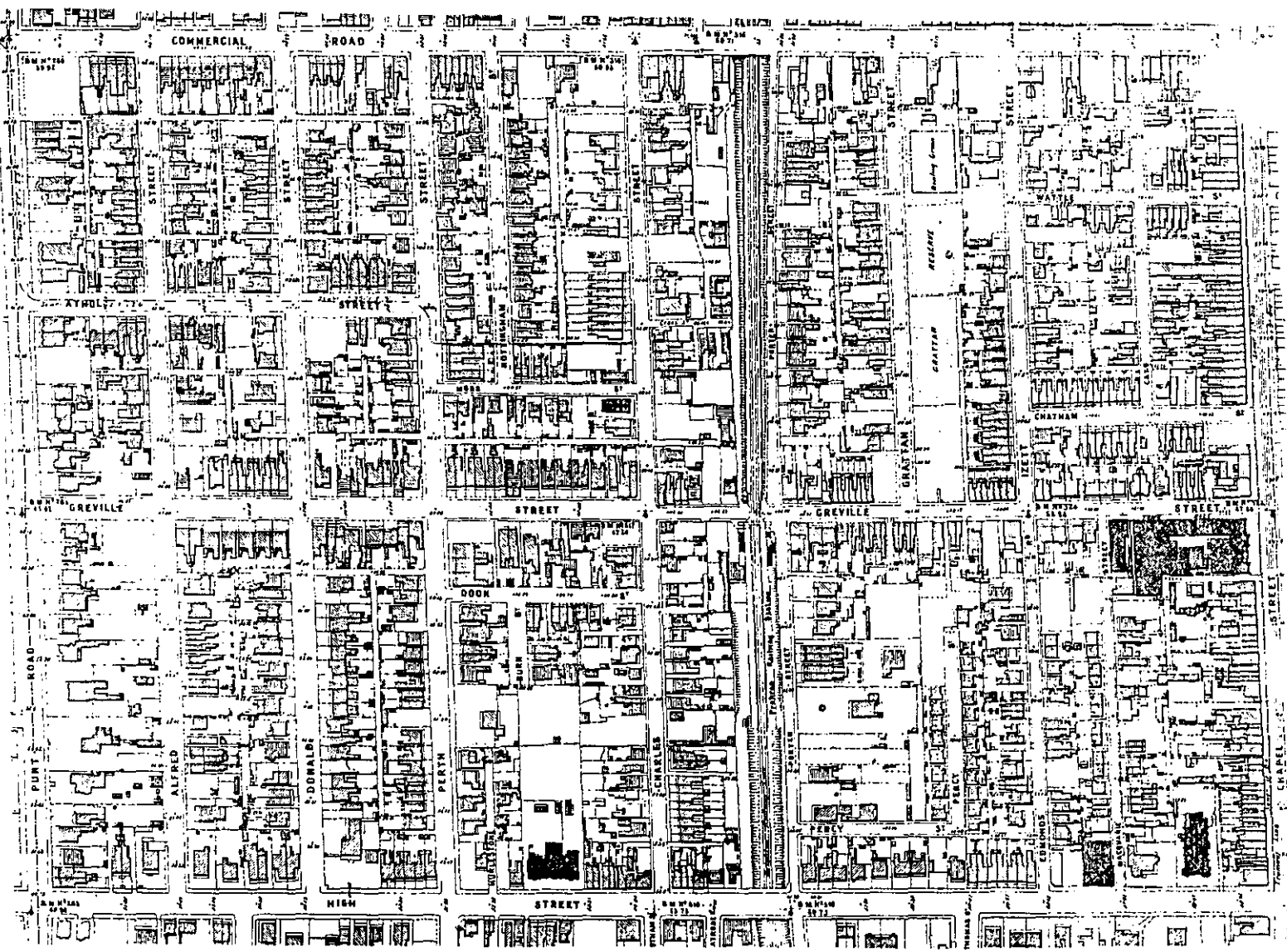
### Chapel Street Emporium Area

Central Prahran along Chapel Street grew rapidly in the 1850s although it did not have the topographical and social advantages of South Yarra and Toorak. Much of it was flat and the lower lying areas became swampy in wet weather and indeed, at this stage, was considered much inferior to the Windsor area. The emerging commercial development along Chapel Street and especially the intersections of Commercial Road and High Street was dependent on the surrounding market gardens, brickworks, tanneries and firewood yards as well as the growing residential population along either side of Chapel Street. All this private development took place without the support of any public works improvements to roads and drainage, although in the mid 1850s public agitation eventually saw the creation of the Prahran Municipality. After much debate the Prahran Town Hall was erected in Chapel Street at the corner of Greville Street and this did much to stimulate development in this area. A tower was added in 1863 and further enhanced the building as a local landmark. Photographs of Prahran taken from the Town Hall tower in 1867 show both how sparse development was at that time and how small in scale each building was. By the 1880s, however, all this had changed. The activities of local land boomers and the desire to replace earlier single storey development with impressive double storey buildings created a consistent development along much of Chapel Street. Impressive individual buildings such as the Arcade (282-284 Chapel Street), erected in 1889-90, epitomised the development of Chapel Street in the 1880s. This building comprised the Arcade Club Hotel, a restaurant and cafe, billiard rooms, Turkish baths and twenty nine shops around the interior with cellars and bakehouses under. A row of houses in Arcade Street to the rear of the building was also developed by the proprietress.

By the turn of the century development of Chapel Street was complete. No vacant allotments existed and the area was a thriving commercial centre. However, in the next 15 years this commercial centre was to see an even larger degree of commercial interest and redevelopment than the replacement of single storey shops by double storey premises in the 1870s and 80s. Several developers amalgamated large sites and one of the first emporiums was the Big Store, opened in 1902. Osment Buildings were erected in 1910-11 and Holt's Building (1912), Love and Lewis (1913) and Moore's, Conways' and The



PRECINCT 3 1855 KEARNEY PLAN



PRECINCT 3 1895 MMBW PLAN



PRECINCT 3 1992 URBAN CONSERVATION AREAS



PRECINCT 3 1992 PRAHRAN CHARACTER AREAS

Colosseum were all erected in 1914. In 1910 one commentator observed Chapel Street as the 'shoppers paradise'.

*'So popular has the street become as a shopping centre that extensive alterations and buildings are being carried out by many firms. The Big Store is being made bigger by the erection of a building at the rear which will cover a floor space of 6,000 sq. yards and employ another 200 hands. This will bring its total floor space to 20,000 sq. yards with 750 employees. The Reed Stores are about to rebuild the whole of their premises extending to Commercial Road and adding to the 375 hands already employed. Messrs. Love and Lewis (400 hands) are also about to begin rebuilding operations; the Colosseum (330 hands) has a floor space of 4,500 sq. yards and the greater number of important business houses find it imperative to make alterations to accommodate increasing trade. The London Stores have just opened tailoring business, and Miller's feather factory is to take possession of the whole of the first and second floors of a fine three storey brick shop they are building. The future of the 'shoppers paradise' is made all the more secure by the ease and time with which shoppers can come and go on the electric cars.'*

Today it is the development of the 1880s and the emporium development of the period 1900-15 which characterises Chapel Street South. Many of the large buildings are intact, and the continuous rows of facades form a most important streetscape. Individual buildings such as The Arcade, Moore's Store and the Rechabite Hall in Clarence Street all add to the architectural significance of this area. By the time of the first World War Chapel Street rivalled Melbourne's central business district as a shopping centre and the development of the large emporiums in this section of Chapel Street was without rival elsewhere in Melbourne making this an area of considerable historical significance. No other area in Melbourne so clearly demonstrates this pre first World War retail boom and the buildings on the west side of Chapel Street between High Street and Commercial Road are an intact and evocative reminder of this phase of Melbourne's development. The immense size of the emporiums is still a powerful physical force on the area, as it was at their date of construction.

### Greville Street

Greville Street was formed around 1852 when the crown allotment was subdivided into a number of small allotments in this vicinity. The new purchaser, Dr. Arthur O'Mullane and his neighbour T.B. Payne, agreed to the formation of Greville Street, the road cutting jointly through their property and each person contributing half. The street was named after Charles C. Fulke Greville, an Irish patriot. Nearby Grattan Street was also named after another patriot. By 1855, Greville Street ran west as far as Charles Street where its width of 40 feet narrowed to only 14 feet and changed its name to become Foundry Lane.



The railway cutting was formed in 1860 with the arrival of the railway line direct from Melbourne. Although the present railway station in Port Street dates from 1895 it is a building of particular significance, especially for the standard boom style verandah which extends around both ends of the building. Other public buildings form an important part of Greville Street's character, the most notable of these being the former Prahran Courthouse and Police Station which was erected at the corner of Macquarie Street around 1886. It is possible the finest Gothic revival building of its type in Victoria and an outstanding work of prominent and inventive public works department architect, Mr C. R. Gilchrist. These larger public buildings, and the consistent streetscape of two storey commercial buildings contrast with the open space of the Prahran Reserve (now Grattan Gardens). This reserve formerly had a layout of curved paths enclosed by extensive flower bedding displays and scattered trees. To the north a small rotunda was erected (probably in the 1890s) and this is a typical example of many nineteenth century examples which once existed in municipal parks and gardens, although comparatively few now survive. The unusual cast iron decoration is of particular significance.

The commercial buildings in Greville Street are mainly the result of one speculative builder, Thomas Kilpatrick, among whom was a prolific developer around the period 1895-89. Kilpatrick's buildings are characterised by an identical plan form and consistent with details in the window shapes, pilasters, capitals and lady's head stuccoed keystones. On the north side stand Kilpatrick's Terrace (nos. 107-119) and Anne's Terrace, named after his wife (nos. 143-155). These shops contrast with the two storey polychrome brick residence adjacent to Grattan Reserve, which was built for local Councillor Thomas Arkle in 1884-85.

The individual architectural significance of a number of buildings including the former Courthouse and Police Station and railway station combines with the generally intact building stock in Greville Street to form one of Prahran's most distinctive areas. The consistent two storey shops, many with intact early shopfronts, provide a uniformity not found in modern developments and the retention of the early building stock should be vigorously encourage. That the building stock can be successfully incorporated as part of a larger development is amply demonstrated by the new Leggetts complex.

The change in scale from the large bulk of the Town Hall in Chapel Street to the humble cottages further west and the relationship of the open space of Grattan Park with the uniform two storey Victorian and Edwardian shops provide an interesting contrast, and today the retail area from the railway to Chapel Street with its diverse book, clothing and food shops forms part of the ethos of modern Prahran.

**Donald Street Area**

This is a relatively intact streetscape comprising single storey Victorian era detached houses of a relatively consistent late nineteenth century character. It has a more modest character than the houses in Greville Street.

**PRAHRAN CHARACTER AREAS**

These are characterised by wider streets and more regular street patterns than Precinct 2. In general allotments are larger, other than Nottingham Street. With some exceptions, the prevailing building stock is single storey, dating from the nineteenth century.

## PRECINCT 4

Chapel Street was effectively created at the first land sale in Prahran on 6 June 1840. It ran between allotments 6 and 7 and by the land sale of 15 May 1850 in the Windsor area, ran at least as far as Dandenong Road. In this section of Windsor however very little building activity had occurred by this date. Premises clustered along Chapel Street and residences were located in Peel Street, Albert Street and around Hanover Street (now McIlwrick Street). The wide thoroughfare of Dandenong Road at the south of this area had been an old stock route and where it intersected with Chapel Street it abruptly narrowed and continued as Wellington Street.

Railway communication with Windsor was effected in 1859 when the municipality of Prahran was connected via a loopline from the St Kilda railway station. Later in 1859, the line was continued on to North Brighton and a year later direct communication with Melbourne occurred when the bridge was constructed across the Yarra and the railway stations Gardiner's Creek Road (now South Yarra), Greville Street (now Prahran), and Chapel Street (now Windsor) were officially opened.

The bowling club was an early outlet for recreation amongst residents of Prahran and it opened on 22 October 1864. It catered for the rapidly growing residential area of Windsor.

### 1855

This area was possibly the most developed area of Prahran by this stage. A well laid out street pattern contrasted with the nightmares created by ad hoc subdivision in other areas of Prahran. Allotment sizes were small as in precincts 2 and 3. The proximity to St Kilda already a well developed area and better drainage, would have determined this. The precinct boasted four hotels and the extant Independent Chapel in Peel Street, but there were no shops at this stage.

### 1895

The impact of the development of the Brighton railway line can be seen in this precinct. The defunct and short-lived loop line from the St Kilda Station and the new link to Richmond make a major impact on the urban form. The Wellington Street and Chapel Street cable trams further added to the public transport facilities. A cable tram engine house drove the Wellington Street tram from the site of 101-105 Wellington Street. The area was predominantly residential with modest houses and Chapel Street was fully developed with retail buildings.

**1895 - 1992**

The area today has been dramatically altered by the Housing Commission estate and the St Kilda junction bypass road which has led to the loss of the original urban form and housing stock in some areas. Wellington Street no longer has a tram line and has been redeveloped with nondescript office buildings. The area does provide the only remaining landmark building from the old St Kilda junction, the Tai Ping Restaurant in Punt Road. The surviving original housing stock (including several buildings from the pre 1855 era) in this precinct and the shops in Chapel Street still give this precinct its dominant character despite the major intrusions of the last 20 to 30 years.

**URBAN CONSERVATION AREAS**

**Chapel Street (Windsor) Area**  
(also Precinct 8)

Many commercial premises were erected in Chapel Street to serve the expanding population. The present Windsor railway station was erected in 1885 and it is a highly significant complex of railway structures and buildings. The massing of the buildings, which originally incorporated a post office in Peel Street, combined with the overhead bridges, ramps and stairways to form an unusual and wonderful spatial experience for their traveller. In this area other public buildings such as the post office and fire station combined with later buildings such as a large Art Deco cinema on the corner of Peel Street to form a coherent public precinct which is seen at its best from the vicinity of the early bowling club.

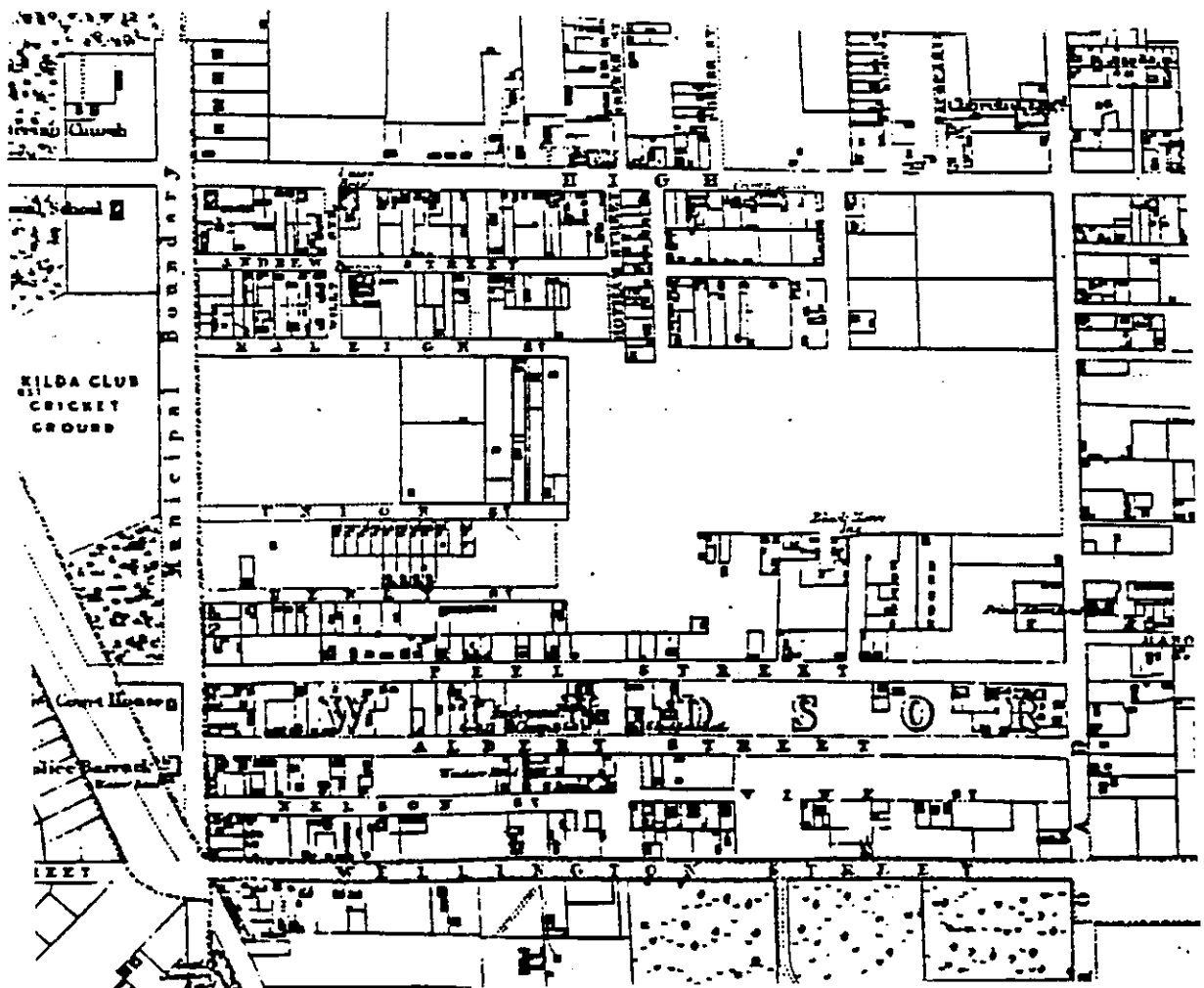
Today this Windsor area in Chapel Street is characterised by the remarkably intact facades of the many two storey commercial premises which form an almost continuous streetscape along the length of Chapel Street from Dandenong Road to High Street. These Victorian facades are complemented by numerous intact buildings from the Edwardian era and the special character of the railway station complex makes this an area of high architectural significance. Smaller physical features of the area such as the intact shop front in Rosenberg's shop, and the vistas down narrow streets to the surrounding residential area, combine with the historical significance of this early residential area to make Chapel Street (Windsor) area one of special significance.

**Gladstone Street Area**

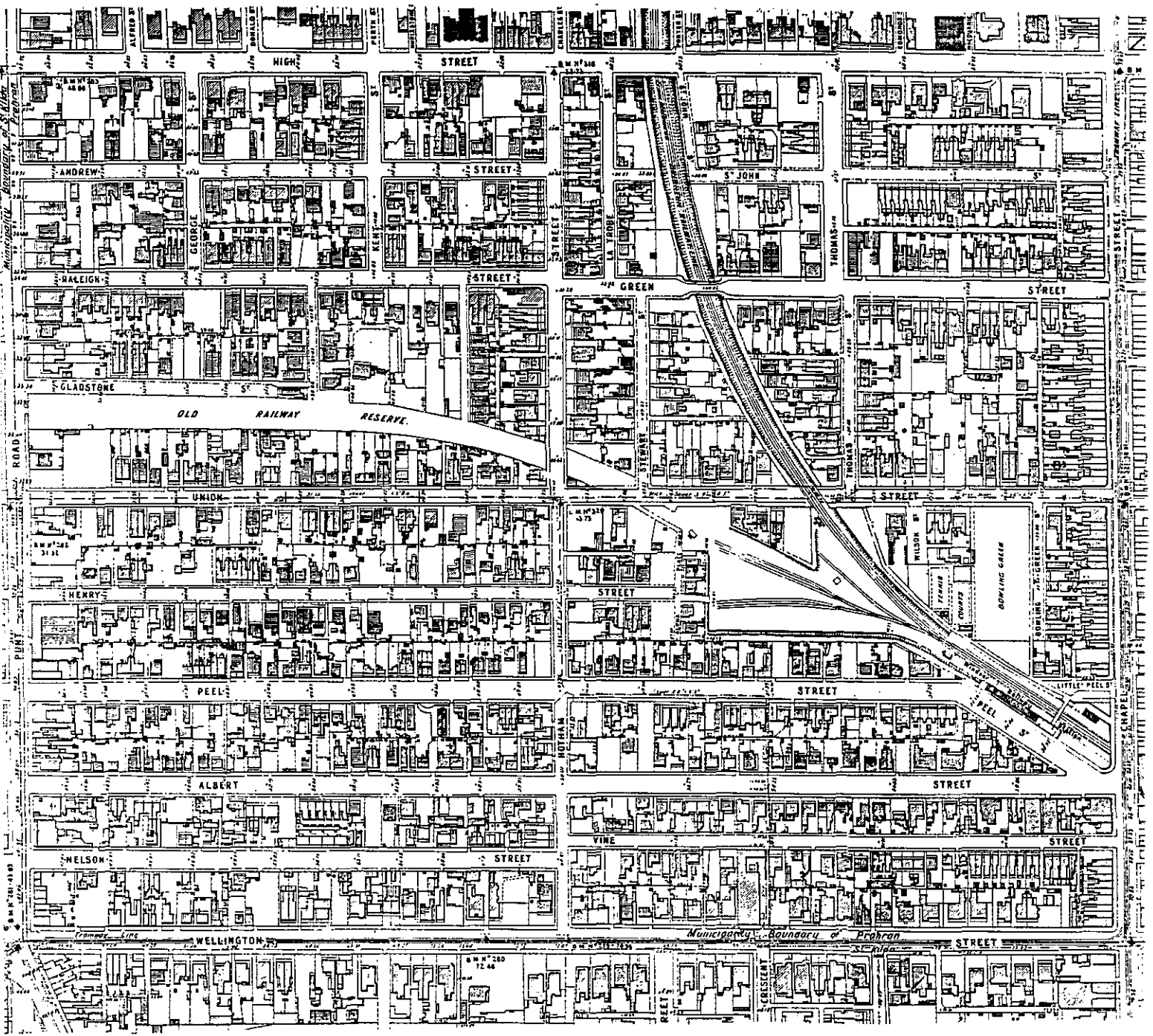
A relatively narrow street with relatively intact single storey houses of a distinctive character, predominantly of the Victorian era.

**PRAHRAN CHARACTER AREAS**

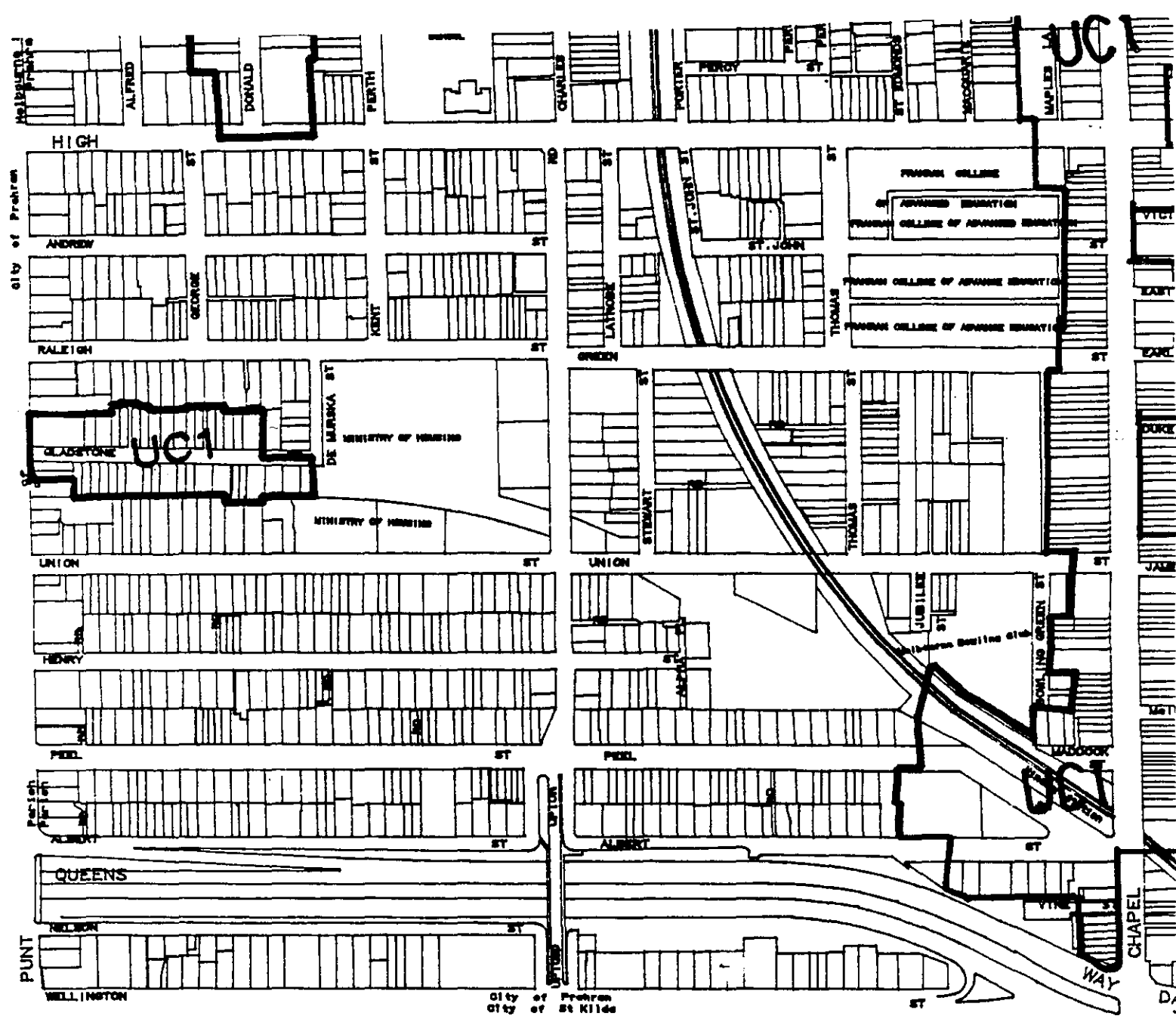
This comprises extensive sequences of predominantly single storey nineteenth century houses, some from the pre-1855 period. There have been some incursions with modern developments, but the area retains its early character.



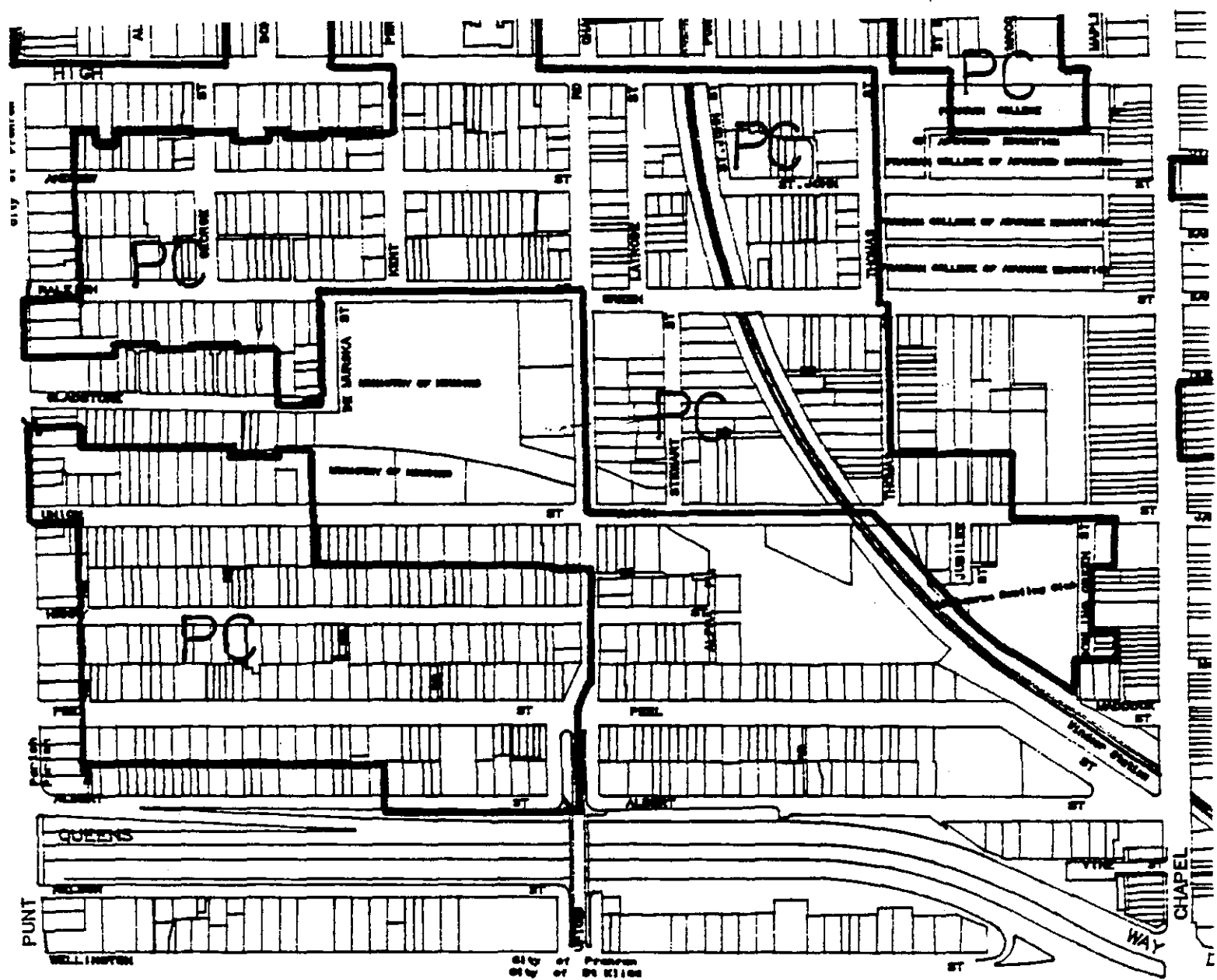
PRECINCT 4 1855 KEARNEY PLAN



PRECINCT 4 1895 MMBW PLAN



PRECINCT 4 1992 URBAN CONSERVATION AREAS



PRECINCT 4 1992 PRAHRAN CHARACTER AREAS



## PRECINCT 5

This precinct is of particular interest with respect to the development and subdivisional history of the original six allotments sold in 1840. These ran from Gardiner's Creek Road to the river, and as in Precinct 1, the low lying swampy areas were not attractive for housing; by contrast, the high bluff looking across the river and its lagoon was among the most desirable residential locations in Melbourne.

### 1855

This plan shows Tivoli, Little Rockley, Bona Vista and Como; these properties were established in the 1840s. Como was located on two allotments which included the lagoon adjacent to the river. The swamp on Gardiner's Creek Road was associated with brick making from an early period.

### 1895

Major changes took place over the next 40 years. While the Rockley and Como estates remained intact, Bona Vista was subdivided forming Kensington Road running along the centre of the old allotment; the original house and a new namesake remained on large allotments at the top of the hill. The choice locations of the new subdivision providing views over the Como lagoon were also developed with large houses. Frederick McCubbin lived in the original Bona Vista at the turn of the century and recorded the rustic landscape of this area as it was at this time. Tivoli Road by contrast was more closely subdivided and developed with modest houses befitting its location closer to the large clay hole and brickworks. All of the original 1840s houses remained at this stage. At the south-western corner the Australian Fire Brick Company occupied a vast area with a large clay hole. Chapel Street was formed through a cutting near the river and a quarry on the east side helped create the level character of this area today. The balance of the original allotment north of Malcolm Street was still residential.

### 1895 - 1992

Subsequent further development has dramatically altered this area over the last 100 years. Como was subdivided in 1910 losing its Toorak Road address and the impressive entrance gates (now relocated) and gate lodge. The double allotment and large residual holding, as well as the lagoon to the north led to a different subdivision form than the other estates to the west. The construction of Alexandra Avenue in the 1920s and the construction of Como Park saw the demise of the attractive Como lagoon. Como still retains the largest mansion allotment in Prahran. Rockley was also subdivided at the same time as Como in a similar manner to the Bona Vista subdivision; however, the house was demolished. Tivoli was redeveloped for the Methodist Babies Home and the subdivision created by Copelen Street.

The construction of Alexandra Avenue enabled further subdivision at the escarpment above the river on the Tivoli and Rockley estates. The block west of River Street, due to its early association with brick making, given over to industry other than the five surviving houses in River Street. Shops were developed in several sequences along Toorak Road early this century while the fire brick works remained behind this retail development until the current massive Chia redevelopment (now the Como project) consumed almost the whole of the original Crown Allotment. The subdivision of Rockley and Kensington Road has been substantially redeveloped with walk-up flats in the 1960s. The concern about these lead to the major change in council policies in 1972. By contrast, Tivoli Road has remained substantially intact as has the subdivision of the Como estate.

## **URBAN CONSERVATION AREAS**

### **Tivoli Area**

This is a densely settled area of Victorian houses contrasting with the subdivisions of the other later estates further east. The scale varies from single storey to double storey at the crest of the hill.

### **Rockley Area**

This area comprises a sequence of inter-war houses varying from late Edwardian and Arts and Crafts to 'moderne' flats on the steps to Alexandra Avenue.

These buildings, located on the prominent site of Little Rockley have a cohesive and distinctive diameter and scale; the landscaping further enhances this interesting and historically important area.

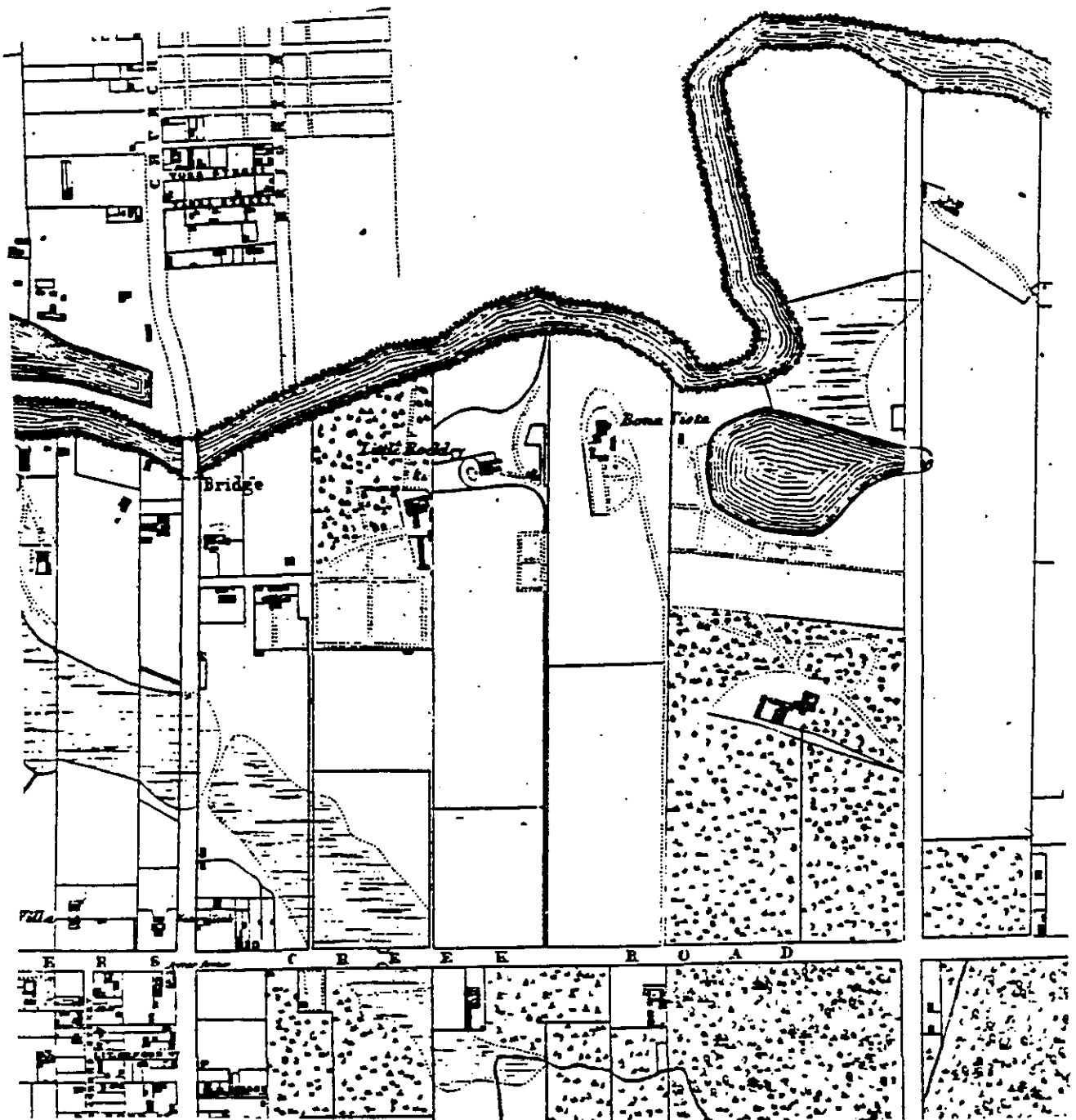
### **Como Area**

Comprises much of the original Como estate, it includes the famous mansion property in addition to houses in Fulham Avenue, Lechlade Avenue and a section of Williams Road south of Lechlade.

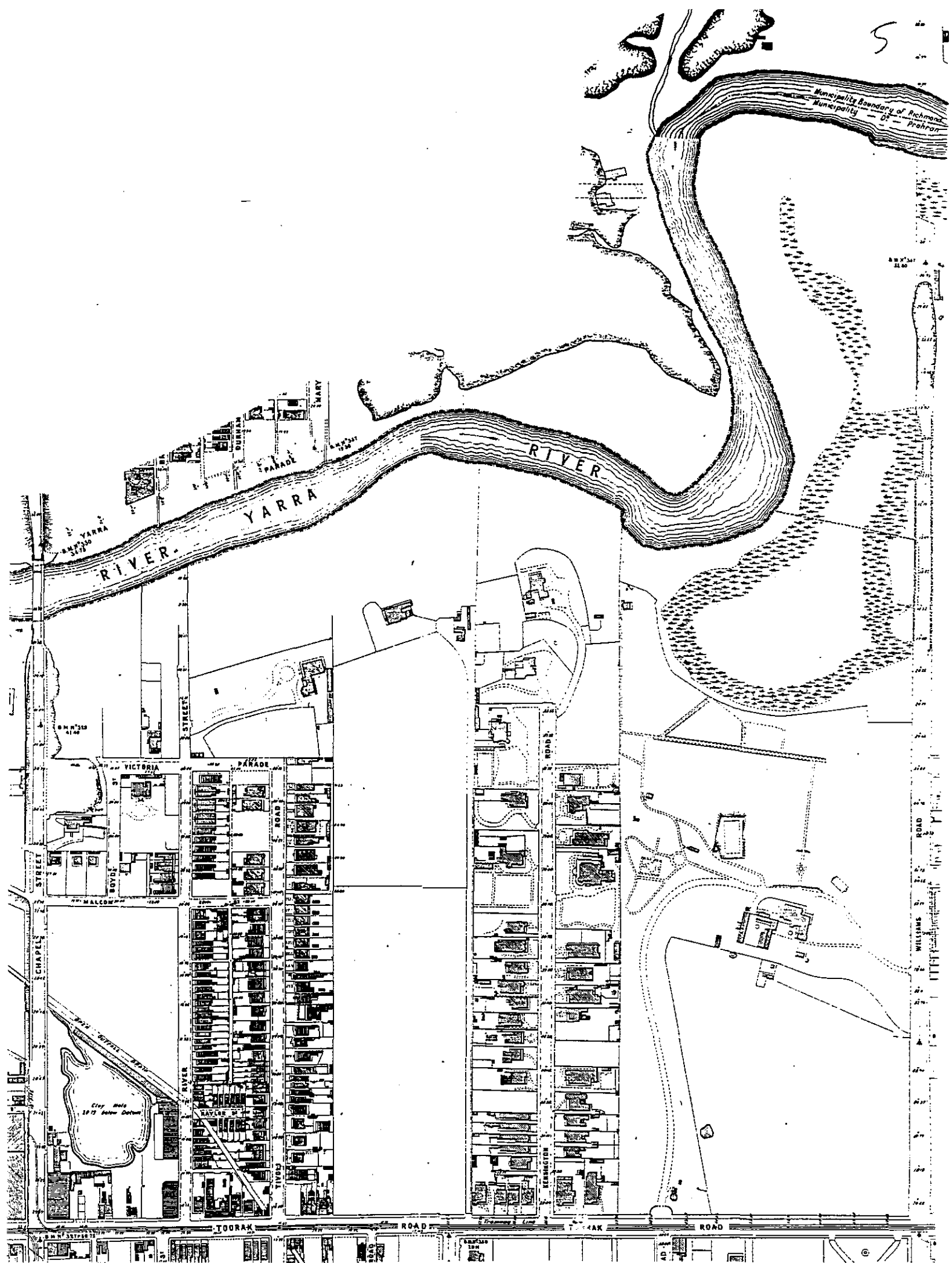
These houses provide a distinctive collection of housing of the 1912 - World War 2 era many with large garden allotments.

## **PRAHRAN CHARACTER AREAS**

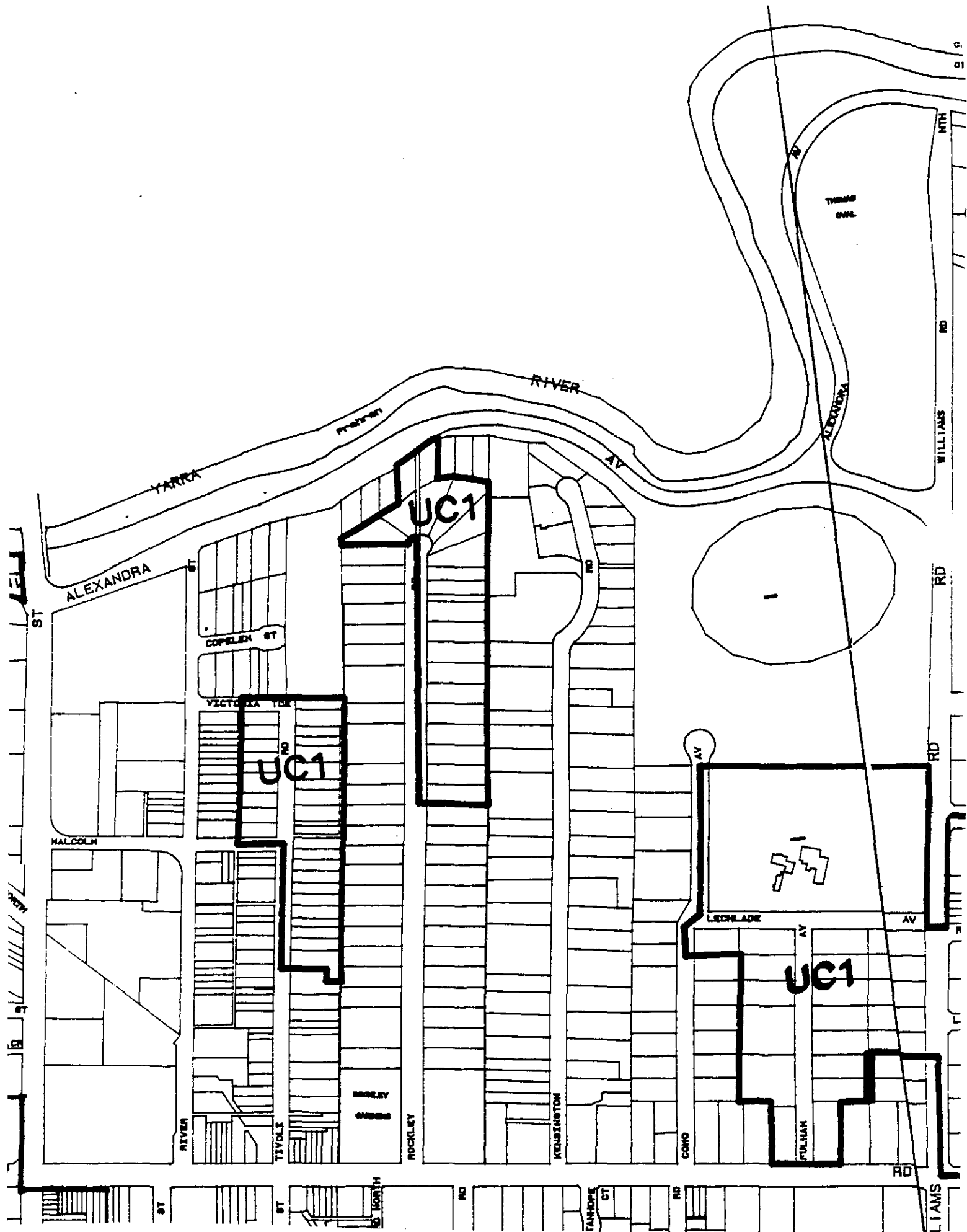
This covers a range of development characteristics; Copelen Court and Alexandra Avenue have an inter-war character especially notable for 'moderne' flats and Spanish Mission styles; the remnant original housing stock of Rockley and Kensington Roads, which include some distinctive and sympathetic inter-war flat developments provides an importance sense of identify and architectural character to these historically important streets.



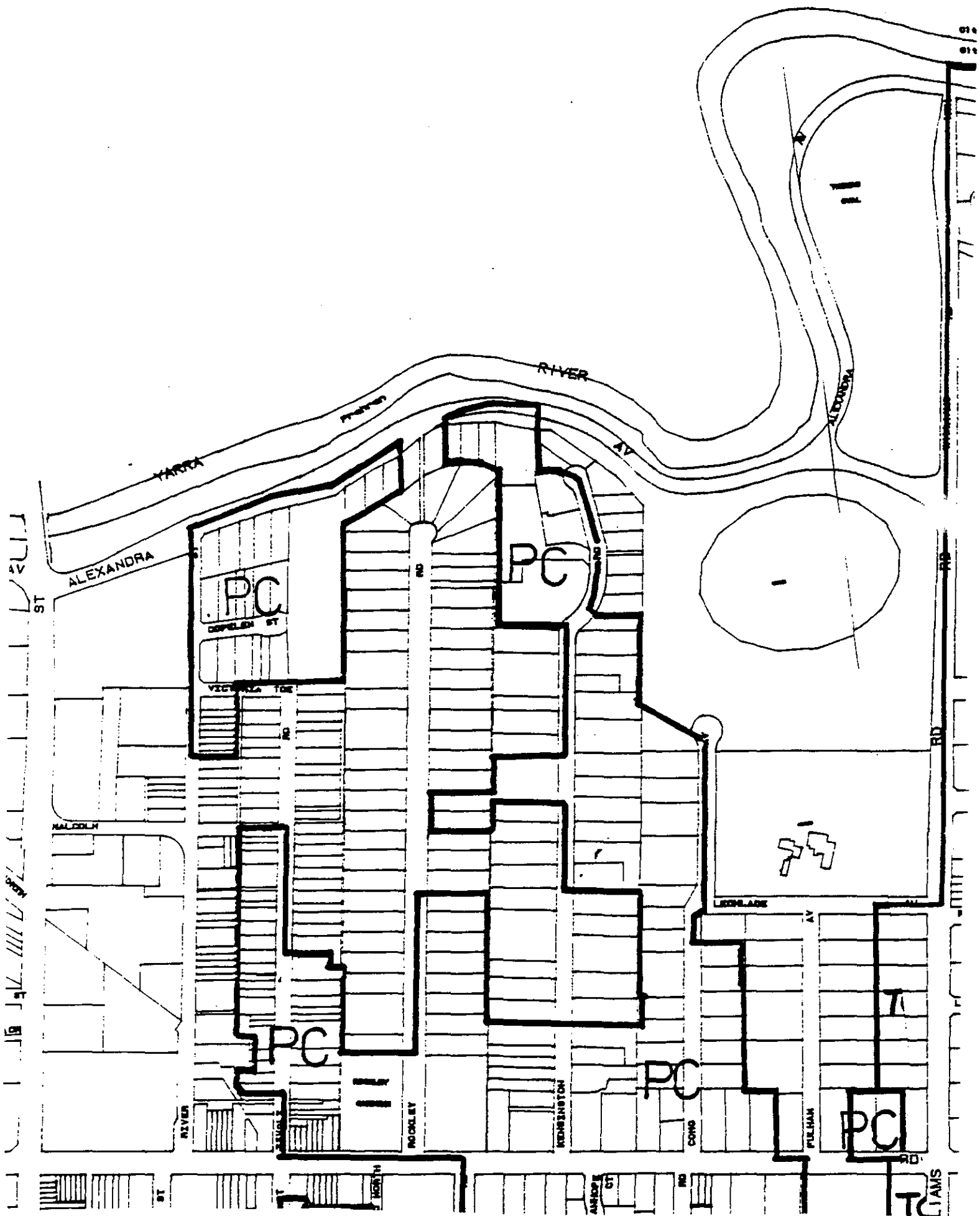
PRECINCT 5 1855 KEARNEY PLAN



PRECINCT 5 1895 MMBW PLAN



PRECINCT 5 1992 URBAN CONSERVATION AREAS



PRECINCT 5 1992 PRAHRAN CHARACTER AREAS

## PRECINCT 6

1855

The area near Chapel Street was partially developed by the 1860s, including the formation of Wilson and Garden Streets and the Independent Chapel in the south-west corner of the precinct gave Chapel Street its name. Further east by contrast, the area was shown to be wooded with little development. Several large houses, took up much of the land. Monkstown (Stanhope) the house of the Colonial Under Secretary, John Moore, Vaucluse and Hawksburn House (formerly located at the south-east corner of Hawksburn Road and Cassell Street) and the Hawksburn Hotel gave their name to this area.

1895

By this stage the western half of the precinct had been intensely developed for housing. Much was of a modest character in the streets running off Chapel Street. The only industry at that stage was the Red Cross Preserving Company and the adjacent Tankard Malting Company both now forming the current Jam Factory. Behind them was the Phoenix Soap and Chemical Works. Further east the large mansions remained although some had already had their holdings curtailed such as Hawksburn House and Monkstown (Stanhope). Bunalbo nearby still had a dominant holding in Cromwell Road and there were more than half a dozen mansions along Williams Road. These estates retarded development in contrast to streets like Hawksburn Road which must have presented a sharp contrast at this time with their intense development. The existing shops in Commercial Road and the State School were all developed at this stage.

1895 - 1992

Today 19th century buildings are predominant for many parts of this precinct. However, major changes had occurred elsewhere the largest of these is the massive high-rise housing estate constructed in the 1960s in the south-west corner which consumed a number of streets with modest workers housing. Industrial development west of Surrey Road has now taken over most of this former residential area with several isolated cottages in Wilson Street providing a poignant reminder of the former character of this area.

### URBAN CONSERVATION AREAS

#### Toorak Road - Chapel Street Area

see Precinct 1

#### Chapel Street (Commercial Road to Railway)

see Precinct 2

### **Hawksburn Area**

Land north of Malvern Road in this area was sold at the crown land sale of 27 June 1849. The purchaser of Allotment 32 was T. Colclough, who erected the 'Bush Inn' soon after the land sale. To the west of this hotel, over Williams Road, was the Hawksburn Hotel. A scattering of small houses were located in this vicinity although the area to the south-east was still largely bush in 1855. Williams Road had been the eastern boundary of the Aboriginal Mission Station originally located in Prahran. The South Yarra, Toorak and Prahran areas also quickly became one of the principal sources of firewood for the Melbourne settlement. Itinerant timber getters took the wood to the township either by boats along the river or on bullock drays which struggled along bush tracks with their loads. Before the grid of Government roads was established, tracks passed obliquely across Prahran on either side of the present day Malvern Road, and the 'Bush Inn' was a favourite watering spot.

Allotments at the corner of Commercial Road and Williams Road were auctioned on 12 April 1871 and by 1887 plans for an enormous coffee palace to replace the 'Bush Inn' had been prepared by architect C. E. Connop, although this venture never eventuated. At this time two storey Victorian commercial premises were erected to the west in Malvern Road and soon after the turn of the century the red brick shops in Williams Road had been constructed. 'Hawksburn Terrace' further north in Williams Road was contemporary with the two storey shops and provided a contrast to the much smaller residences of the subdivisions behind Malvern Road.

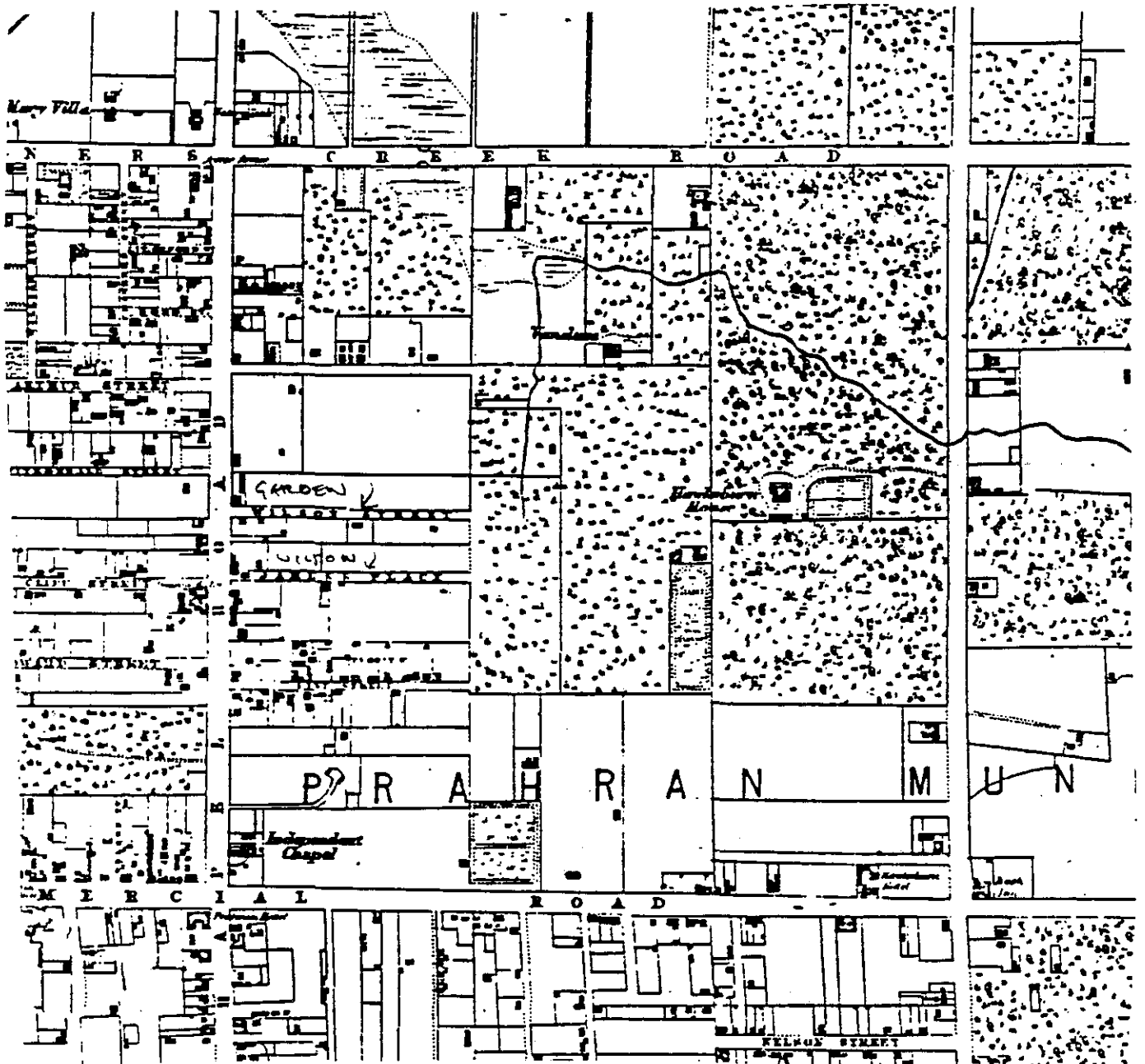
Today, this terrace group and the intact commercial premises combine with the Edwardian and 1930s development to the south of Malvern Road to form a strong urban focus.

### **Hawksburn Railway Station Area**

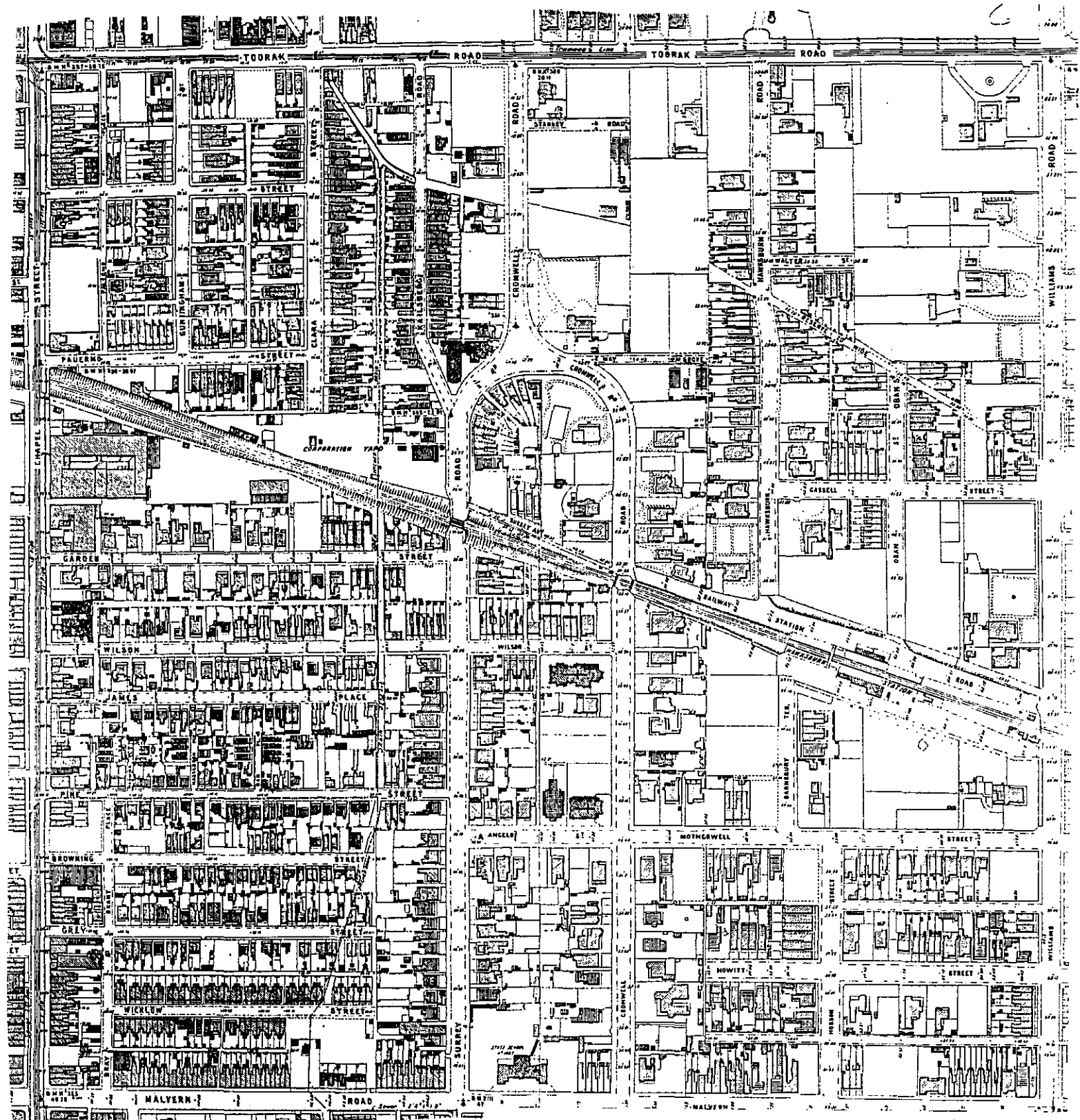
Land in this area was largely developed in the 1880s and 90s, but development continued until the First World War. In 1880 surplus railway lands were auctioned in Cromwell Road, Surrey Road and Barnsbury Road while two years later the Bush Inn Estate (Evelina Road, May Road and Williams Road) was offered for sale. The Hawksburn Estate was progressively released for auction with lots in Motherwell Street and Luxton Road being sold in 1898.

The railway line through this area dates from 1879 when the section from South Yarra to Oakleigh was constructed. The extension was of great importance as it completed the link between Melbourne and Gippsland. Initial surveys for the line dictated that it should have been located further north, although this would have meant cutting through the property 'Mandeville Hall' owned by the influential Joseph Clarke, brother of Sir W. J. Clarke. Lobbying by local land owners caused the link to be shifted further south and so crossed Malvern Road at the corner of Orrong Road. When the Prahran and Malvern

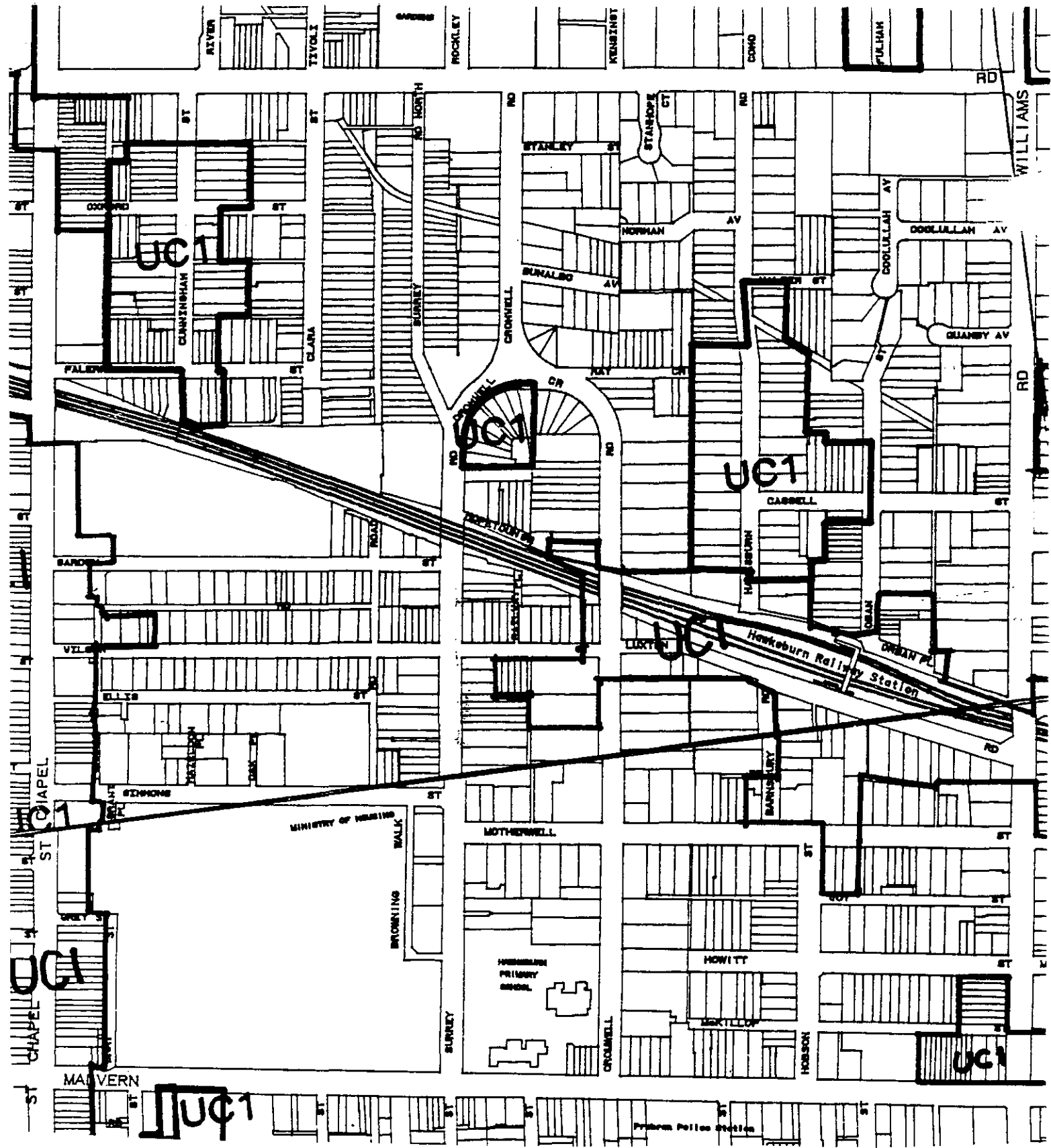




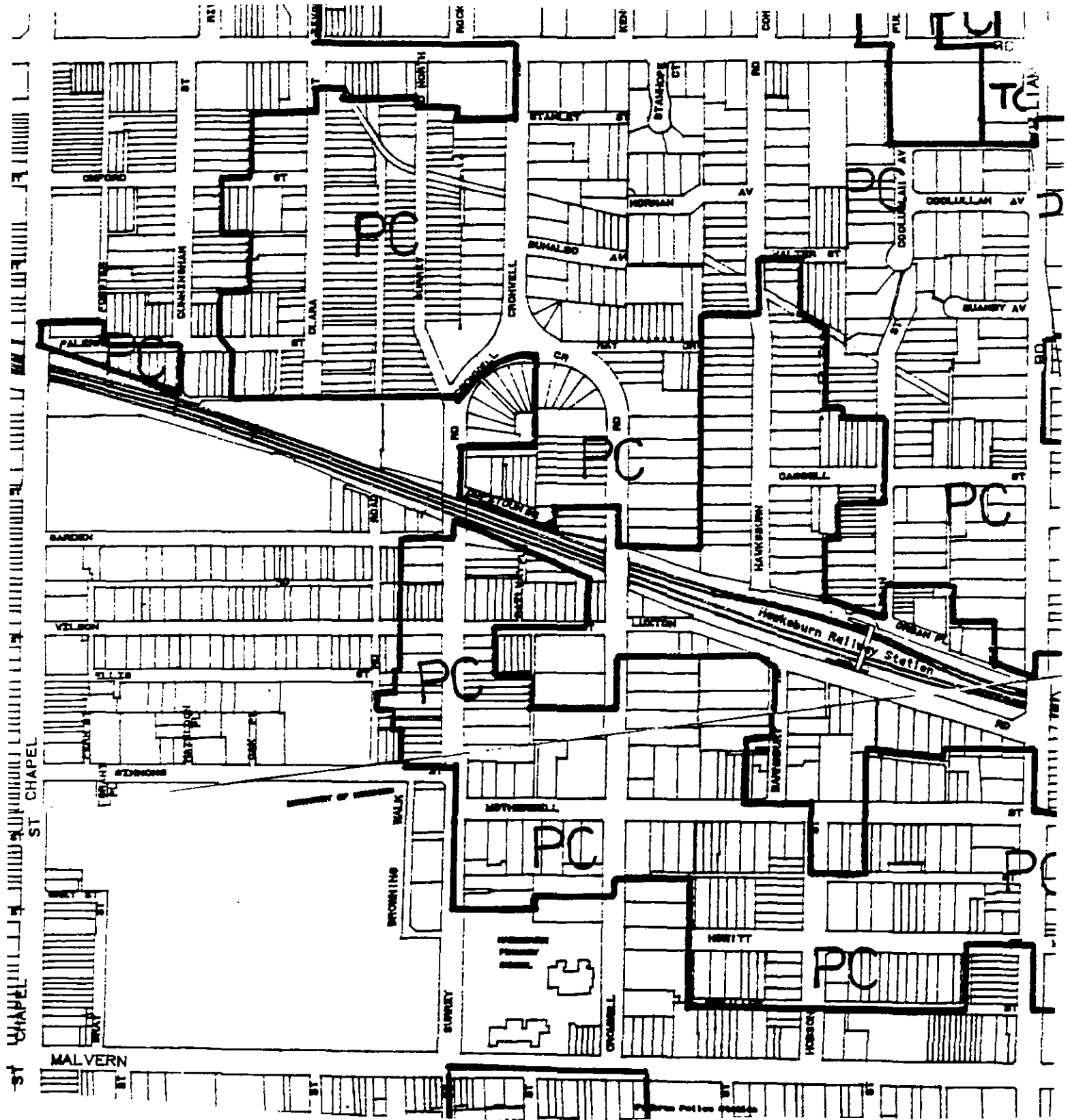
PRECINCT 6 1855 KEARNEY PLAN



PRECINCT 6 1895 MMBW PLAN



PRECINCT 6 1992 URBAN CONSERVATION AREAS



PRECINCT 6 1992 PRAHRAN CHARACTER AREAS

Tramway Trust were erecting their electric tramway in High Street, the State government imposed stringent conditions, demanding a grade separation at the railway and thus causing the extensive excavation of the railway cutting from Armadale back to Hawksburn Railway Station. The cost of the regrading was shared by the Councils of Prahran and Malvern, each contributing 13,000 pounds. The construction of the tramway commenced in October 1909 and the line was opened to traffic on 30 May 1910. Four years later the railway stations at Hawksburn and Toorak had been erected, to an identical design as Armadale, erected in 1904.

Around Hawksburn Railway Station the regrading works caused extensive physical changes. Williams Road was no longer a level crossing but built up to form a road bridge. The shop at 1A Oban Street was originally single storeyed although when the regrading took place the ground level was altered and a new basement storey added, causing the door to appear at first floor level.

A group of shops were erected to the north of Hawksburn Railway Station in 1914 and today this group retains one of the few original cast iron, post supported verandahs in the municipality. Speculative development followed the construction of the railway line (1879) and this dotted around several larger villas and mansions.

Today the area is significant because of the architectural importance of the railway station and other late Victorian/Edwardian houses in the area. Intact precincts such as Luxton Road and Evelina Road are important as is the development around the church in Cromwell Road. The Edwardian landscaping around the railway station, dominated by an avenue of palm trees, is especially significant and intact Council works such as bluestone kerbs and channels contribute to the overall significance of the area.

#### **Hawksburn Road and Cassell Street**

These form a tight knit development of predominantly late Victorian terrace housing both single and double storey which provide a strong urban form to these sections of the street.

#### **Cunningham Street**

Retains an early Victorian terrace development and a number of modest Victorian worker's houses which are substantially intact.

#### **PRAHRAN CHARACTER AREAS**

There are areas of modest workers housing predominantly weatherboard, in Surrey Road and Clara Street which have now been subject to recent infill

developments. Cromwell Road and Benalbo Avenue by contrast have an inter-war character resulting from their later subdivision. Motherwell and Howitt Streets have the remnant 19th century houses, some quite substantial but with a significant number of walk-up flats.

## PRECINCT 7

1855

This precinct was the most developed of any precinct east of Chapel Street at this time and much of the later street pattern was already formed. This was apparently the consequence of its being adjacent to the new municipal focus with a consequent increase of land speculation. The street pattern was idiosyncratic with small allotment sizes and street widths, a pattern indicating frequent resale over a short period for cheap housing on swampy land. This occurred during the period of Melbourne's rapid expansion during the early gold rush period. York Street was the most dominant feature of the street pattern at this time. The main development was focused on the Chapel Street area.

1895

Further subdivision at the eastern part of the precinct completed the street pattern development. Subdivision and street sizes were more generous. The south-east corner had the highest status typified by Lewisham and Murray Streets as well as High and Ivy Streets. This can be explained by the Victoria Gardens which were established in 1885 as well as by the rising better drained land. In addition, this area was located near the prestigious The Avenue in precinct 8. This part of Prahran received a reflected social boost from its proximity to the prestigious areas of St Kilda, including Dandenong Road and Alma Road. The precinct was almost fully developed by 1895 other than several yards apparently used for stabling and products such as timber. The housing stock reflected the subdivision pattern being extremely modest in the south-west corner and relatively affluent in the south-east.

1895 - 1992

Today the area retains this diversity. Major redevelopments have made substantial changes especially to the area west of Bendigo Street. The large urban renewal project of the Housing Commission has left little original housing stock. In addition, the growth of industry early this century (such as the Red Tulip works) and commercial activities behind the Chapel Street properties has further eroded residential character. Local government has also had a major role in this change and many houses, an old timber yard and the former Independent Church have been amalgamated to form the Princess Garden recreation area. The construction of Little Chapel Street and car parking behind the main blocks facing Chapel Street has further altered this area.

To the east of Bendigo Street the 19th century character has been substantially retained. Malvern Road, however, has been largely given over to commercial uses as has the south-west corner of the precinct. In these locations early yards have given way to factories and showrooms.

## URBAN CONSERVATION AREAS

**Chapel Street**  
see precinct 3

**Williams Road**  
see precinct 11

### **Victoria Gardens**

This land was offered for sale by public auction on 22 June 1884 by John Buchan and Co. as part of the estate of the late Andrew Russell. Competition for the ownership was keen and one would-be buyer declared his intention, if successful, to run a street through the block to Murray Street. However, the Mayor, Councillor Templeton and Councillor Arkle bid for the land on behalf of the City of Prahran and secured the allotment for 5,660 pounds. The City would have lost the land had the Mayor and his colleagues not bid 500 pounds more than the reserve price the Council had authorised. The municipality had few parks and gardens within its boundaries and before August 1884, when a large loan was floated for the purpose of purchasing grounds, the provision of land for recreation was regarded with some suspicion. The Council election of that year was keenly contested on the issue and fortunately the supporters of the loan were successful, particularly as the purchase of Victoria Gardens had been surrounded by great controversy.

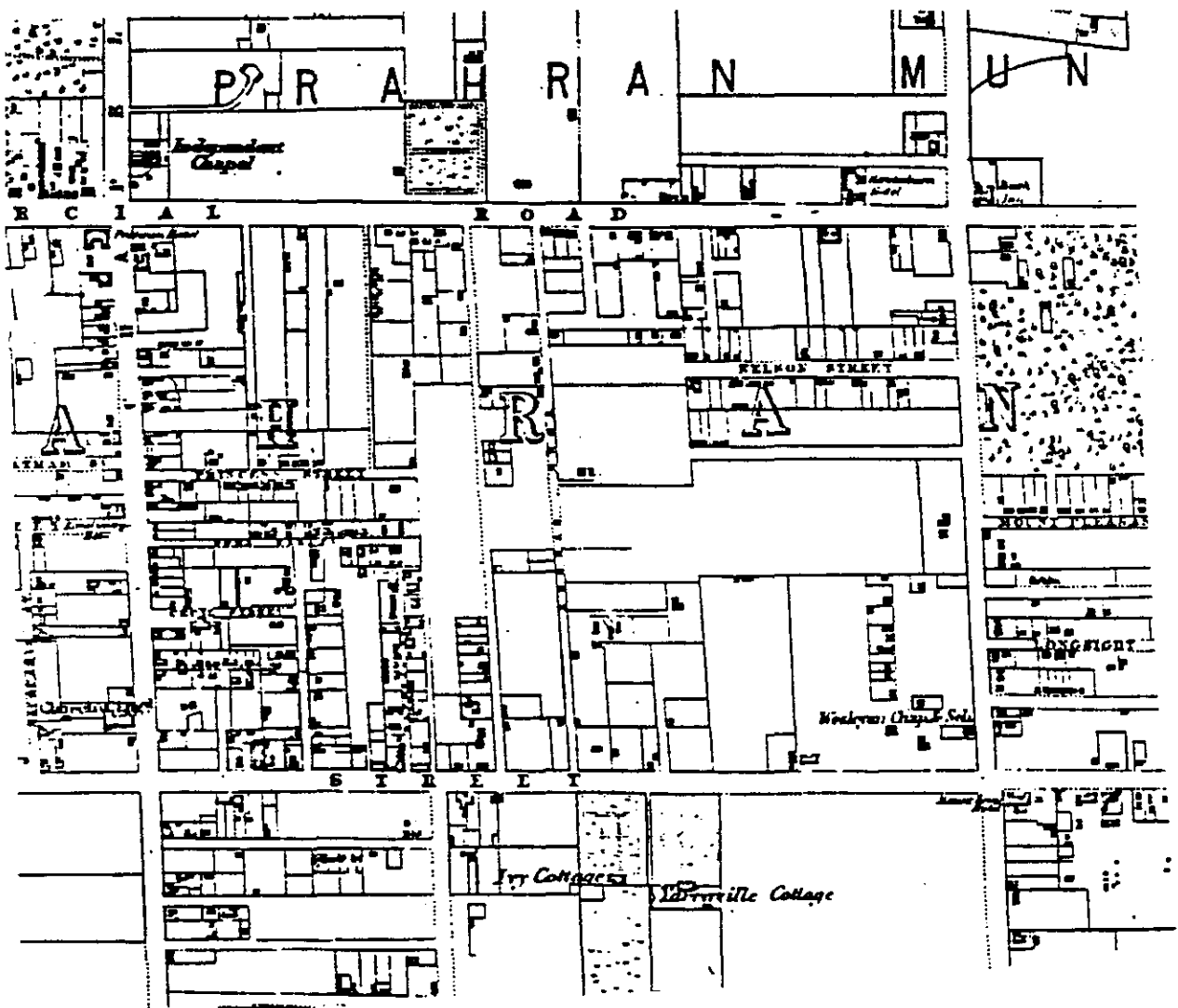
On 5 August 1885, Sir Henry and Lady Loch (the Governor and his wife) officially opened the Victoria Gardens and also Prahran Reserve (now Grattan Gardens) and Toorak Park. The five acre site of Victoria Gardens was landscaped with a large oval depression in the centre and an asymmetrical layout of curved paths leading from High Street to Murray Street. A bandstand was erected in the centre of the oval and municipal concerts were held every Thursday throughout the summer. Statues and rockeries also adorned the park and avenues of trees were planted. An elaborate wrought iron and stone fence faced High Street and within the reserve later additions included timber pergolas and flower beds.

Today, although the bandstand has been demolished, this area forms the most intact public garden in Prahran. The approach along High Street from the east is enhanced by the intact row of single storey Edwardian residences whilst at the rear the vista to three intact Victorian villas in Murray Street provides an appropriate background.

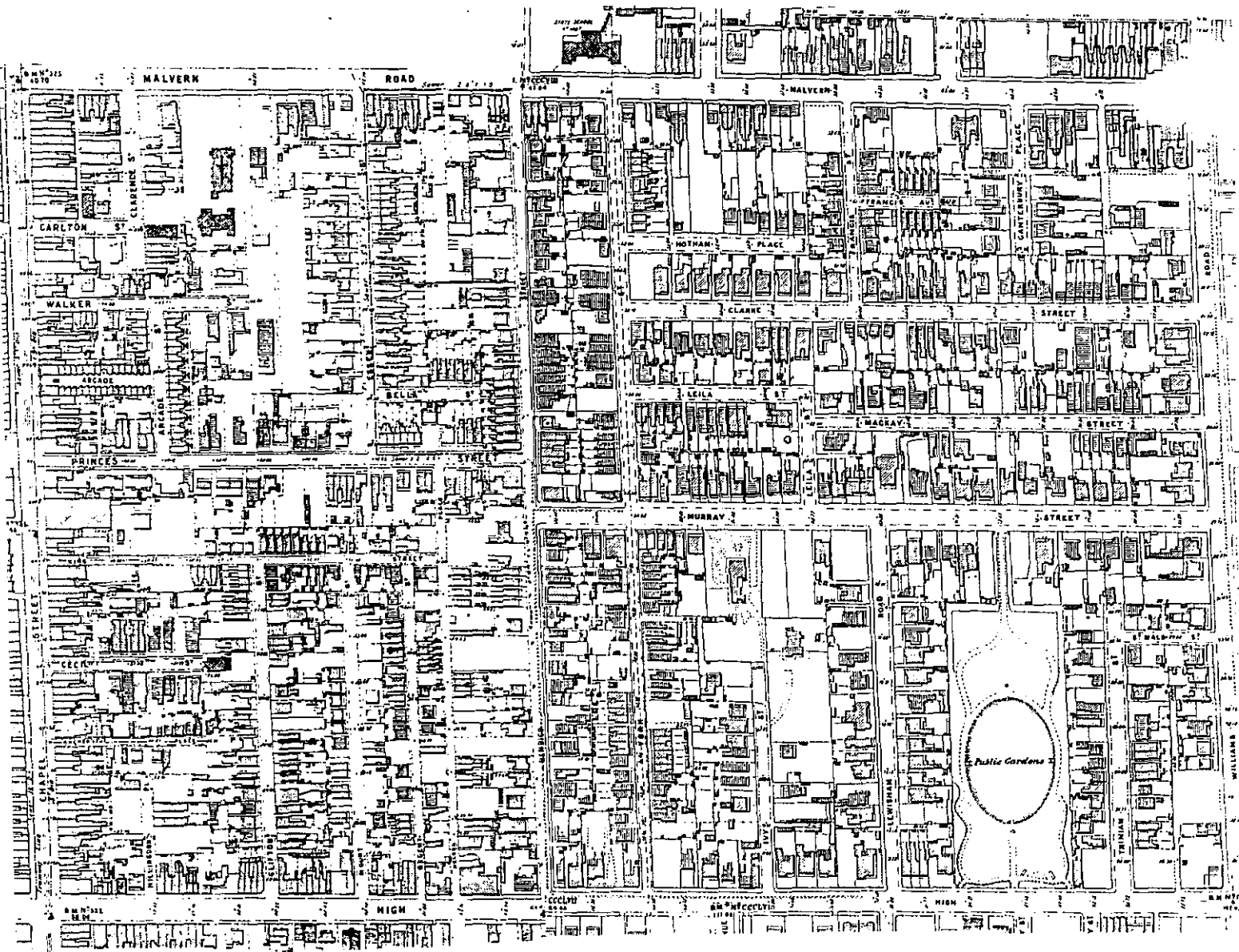
## PRAHRAN CHARACTER AREAS

These are characterised by narrow streets, a predominance of small weatherboard houses for York Street, larger allotments in areas around Clarke Street and in Murray, Lewisham and along High Street substantial Victorian villas interspersed with modern flat development utilising the large blocks.

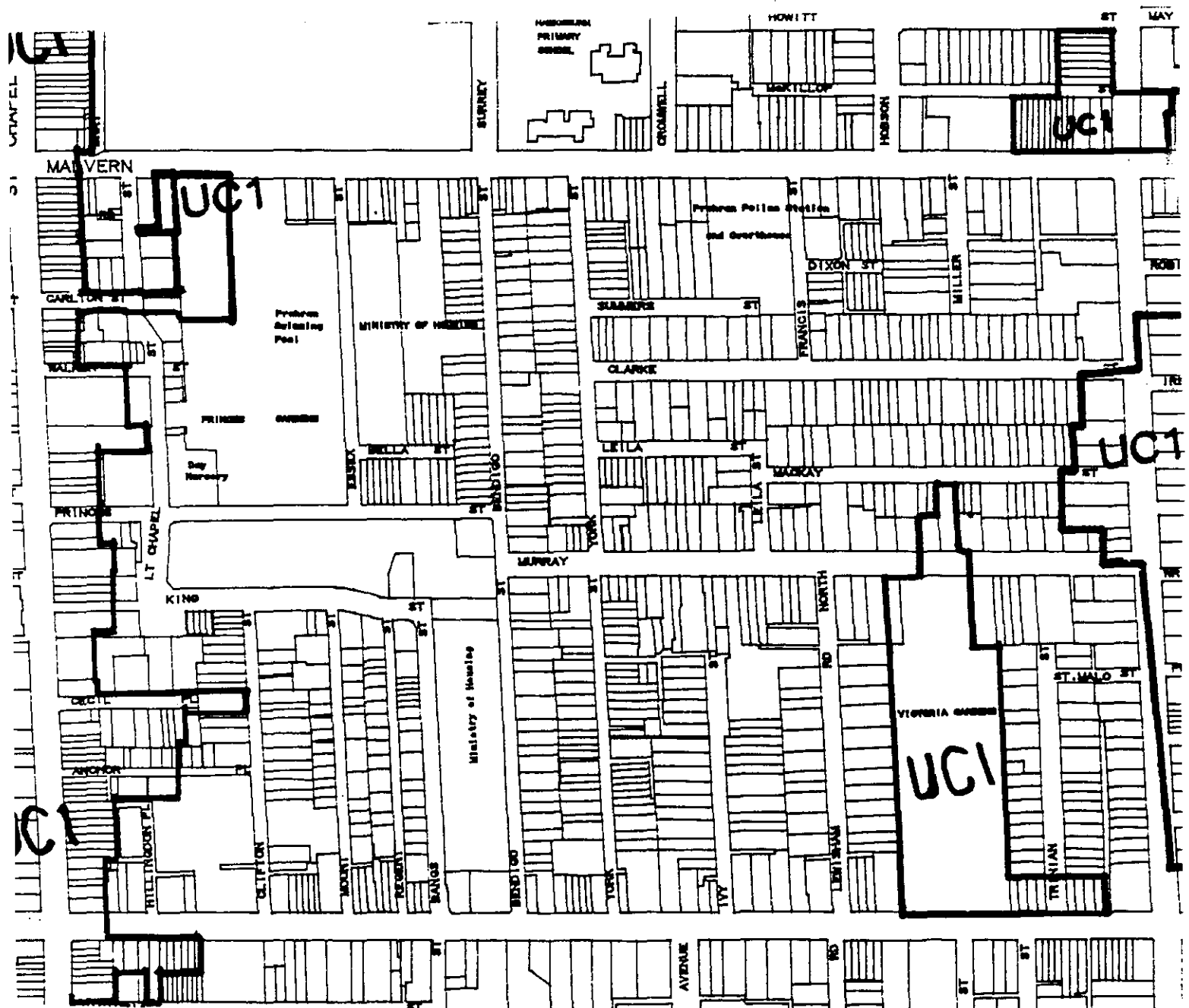




PRECINCT 7 1855 KEARNEY PLAN



PRECINCT 7 1895 MMBW PLAN



PRECINCT 7 1992 URBAN CONSERVATION AREAS



PRECINCT 7 1992 PRAHRAN CHARACTER AREAS

## PRECINCT 8

This section of Windsor provides an interesting example of 19th century social diversity reflected in the current variations in housing type.

Allotment 61, of which this area forms a large part, was alienated at the Crown land sales of 15 May 1850. The southern boundary had been a stock route subsequently formed into a road and used as the municipal boundary between Prahran and St Kilda. On Kearney's map of 1855, Great Dandenong Road was shown as a wide reservation narrowing at Chapel Street to form Wellington Street. This bottleneck was exacerbated with the completion of the railway from Windsor to North Brighton in 1859, as the railway was crossed originally by a narrow timber road bridge in Dandenong Road. In 1885 the newly completed Windsor railway station complex was erected and this may have coincided with the deepening of the cutting between the station and Dandenong Road. Certainly, by 1919 when the electric tramway was constructed in Dandenong Road between Chapel Street and Glenferrie Road the original road bridge was demolished and a new iron bridge put in place. With the tramway came an agreement between the Prahran, St Kilda, Caulfield and Malvern Councils to transform Dandenong Road into the present tree-lined boulevard in this vicinity.

### 1855

This precinct was relatively developed on the western half with a series of small streets running off Chapel Street; some of the complexity of the current street pattern with the small north-south cross streets was already established. Hornby Street was already clearly defined, however, there was almost a total absence of development in the eastern half.

### 1895

The area to the west of Hornby Street was fully developed in a tight and complex form, the exception being the large allotments facing Dandenong Road and the Windsor Convent. Along Chapel Street commercial development provide an extensive sequence of shops which returned for about a dozen shops along High Street. To the east of Hornby Street the same pattern was maintained for the small streets running to the east. At the southern end, however, a large detached house on a large holding and the adjacent State School break this pattern and relate more to the generous allotments along Dandenong Road. The Avenue in Windsor provides a total contrast of allotment size and building form to the small streets to the west. Lewisham Road is a more modest version of this form as are the small streets further east. Other than Wrexham Road and Ellesmere Street the allotments in Dandenong Road continue on the same scale.

1895 - 1992

Today much of the 1986 development pattern and building stock survives. The only substantial change has been the creation of Fern Avenue on the site of a large Williams Road mansion property and the Windsor Technical School consuming the large site in Hornby Street.

## URBAN CONSERVATION AREAS

**Chapel Street Windsor**  
see precinct 4

### Hornby Street - Frederick Street area

Many small brick and timber workers' cottages were traditionally located in this area and today a large percentage of these remain, giving a feeling of the original character of this part of Windsor. In contrast, the large education buildings of the Presentation Convent in Dandenong Road commenced in 1874. Further east, in Hornby Street the Windsor Primary School was erected in 1877 with subsequent expansion in 1915.

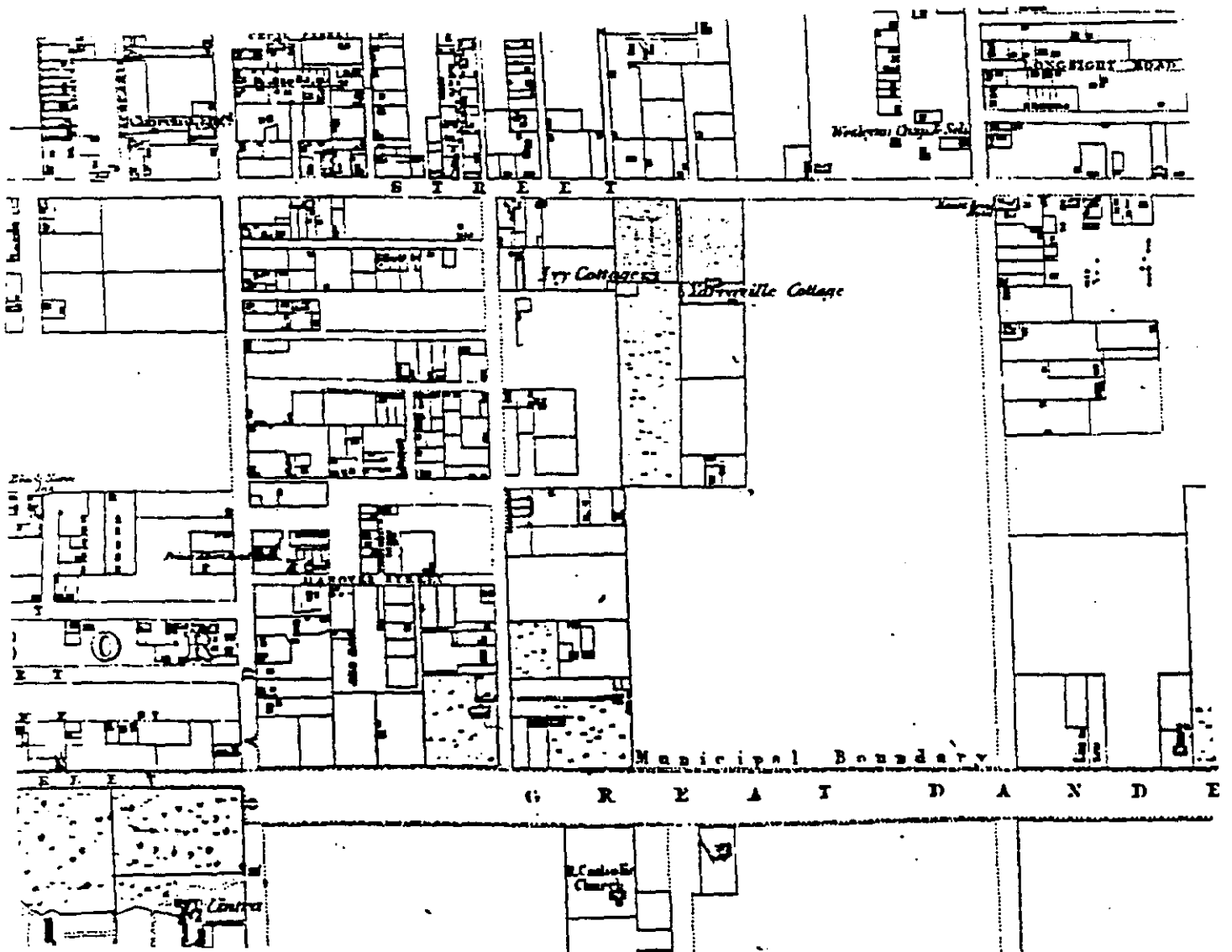
These two larger buildings form an interesting contrast with the predominantly small scale of the surrounding area. Exceptions to this small scale are provided by a row of six double-storey terraces in Elm Grove, (a usual form of construction in this vicinity), and a number of larger villa residences along Dandenong Road. Dandenong Road is also enhanced in this vicinity by the commencement of the avenue plantations of plane trees which at this date form a superb mature avenue. This avenue effect is enhanced by the intricate tram-wire poles of the Prahran and Malvern Tramway trust works. Traditional street works such as bluestone kerbs and channels remain largely intact in this area. The tight street layout and Victorian and Edwardian housing stock contribute to the character in the vicinity of Frederick Street reinforcing the working class situation. Traditional retail and working patterns with small shops and industries located within walking distance still persist in this locality.

### Hornby - Mary Street

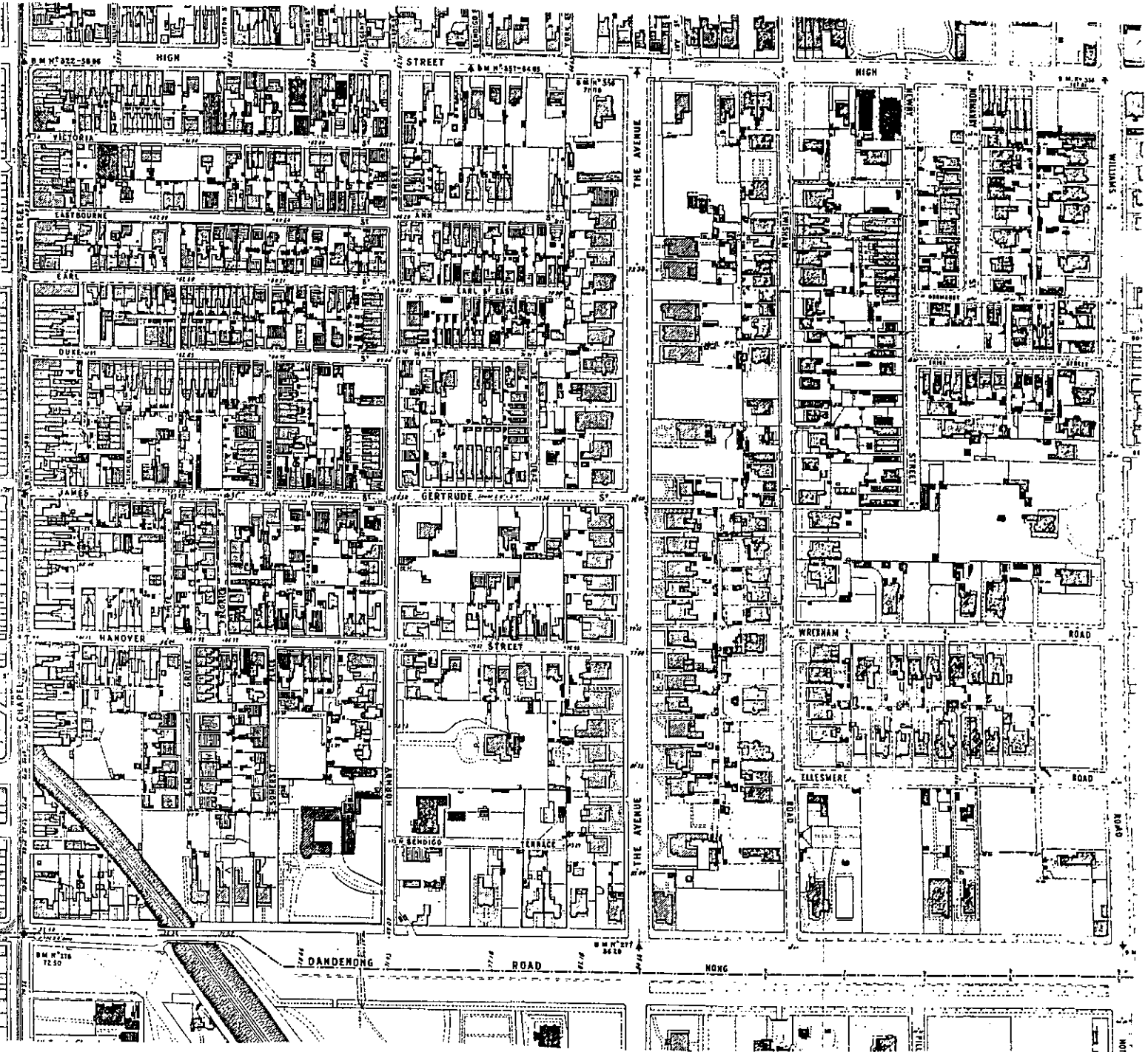
This small precinct comprises intact sequence of small brick cottages combined with some more elaborate Edwardian houses.

### The Avenue Area

This small sequence provides an intact example of the former character of The Avenue prior to the major flat and institutional redevelopment. These houses

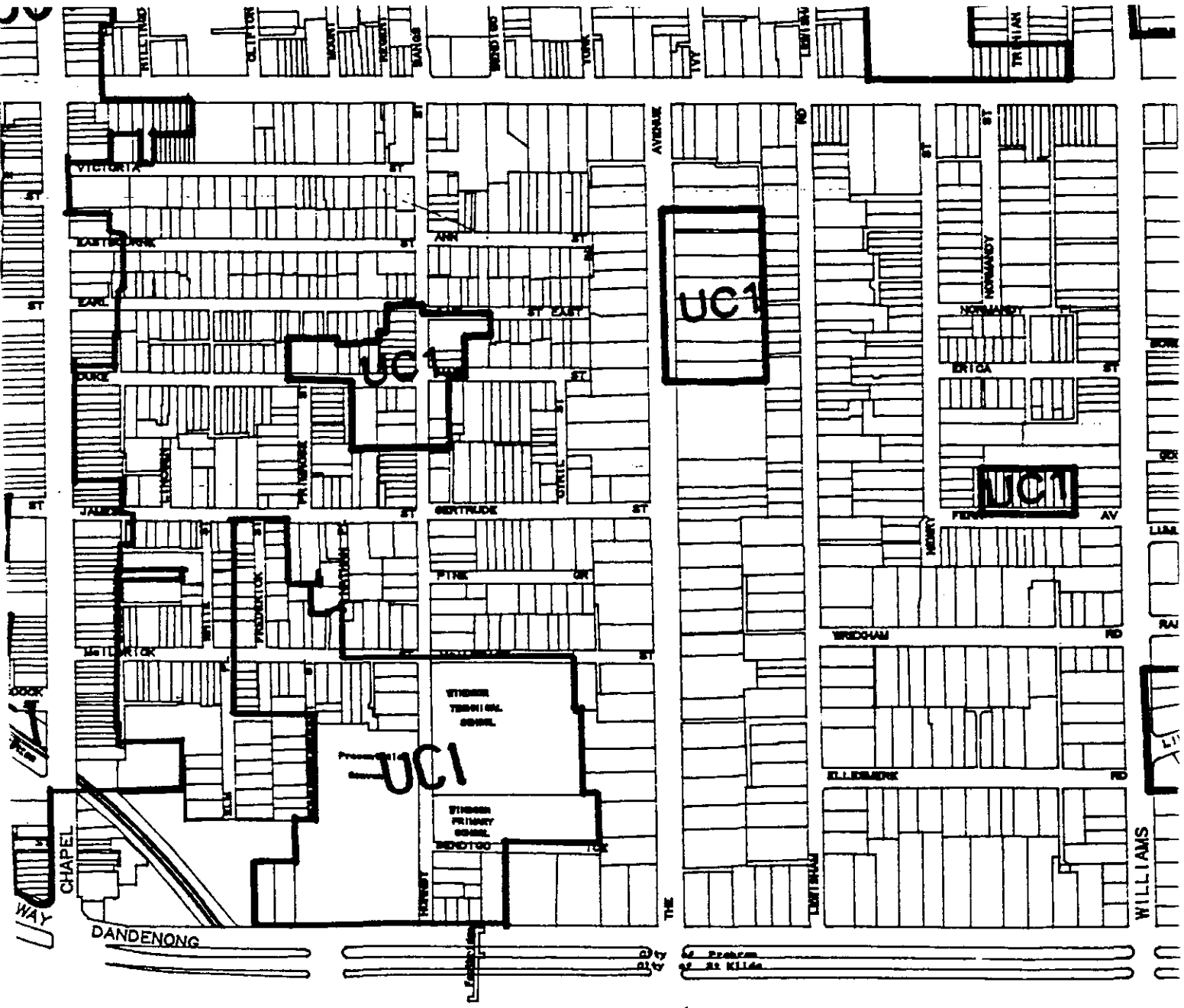


PRECINCT 8 1855 KEARNEY PLAN

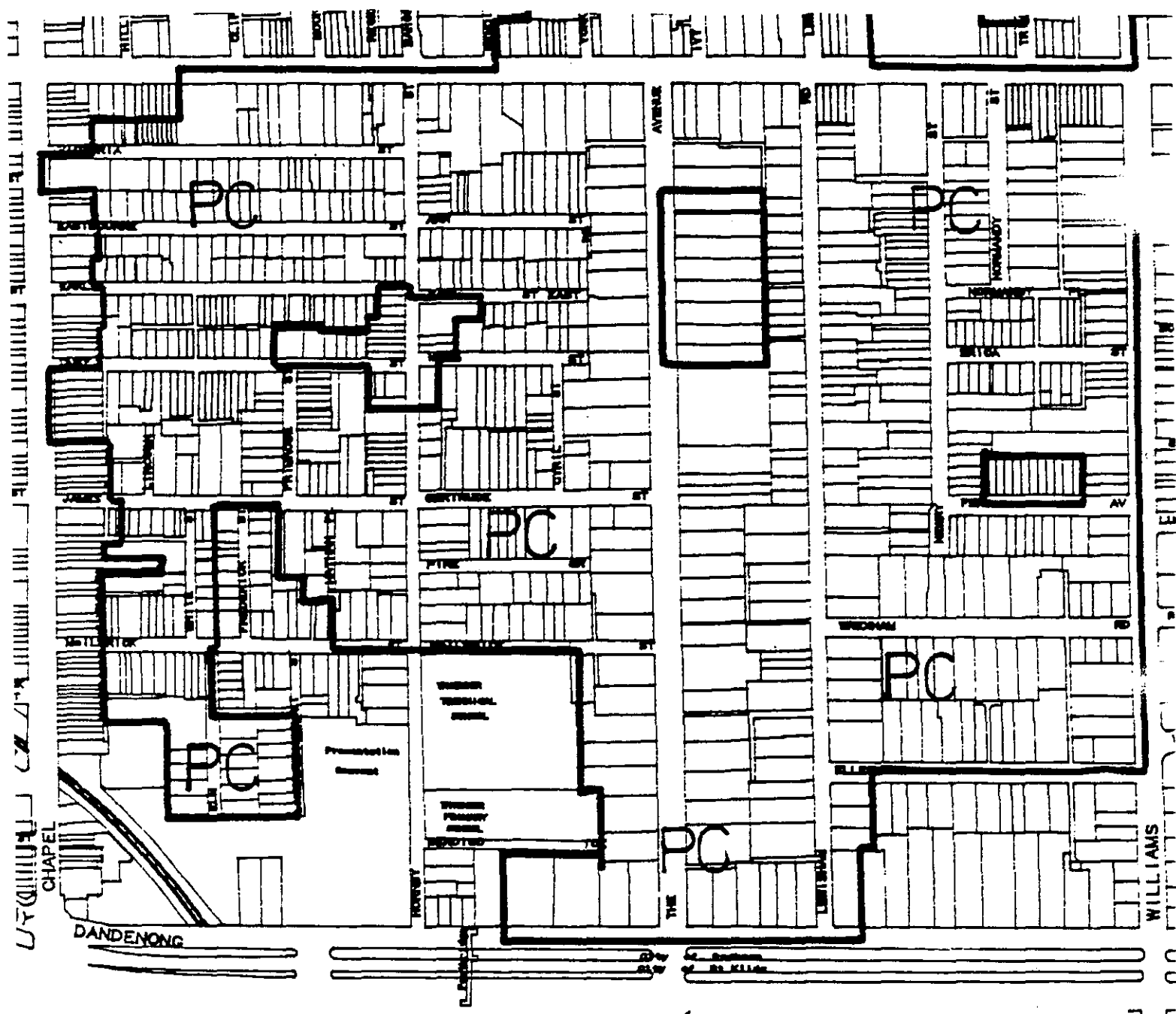


PRECINCT 8 1895 MMBW PLAN





PRECINCT 8 1992 URBAN CONSERVATION AREAS



PRECINCT 8 1992 PRAHRAN CHARACTER AREAS

are excellent examples of single storey villas of the late 1880s with elaborate detail in their finishes.

### **Fern Area**

An interesting sequence of World War I era housing apparently constructed by one builder (because of the unity of style and form). It was created by the subdivision of the mansion property, 'Fern'.

### **PRAHRAN CHARACTER AREAS**

The western half is predominantly small weatherboard houses facing small street frontages. While there are some intact sequences of original buildings, various redevelopments have taken place although the predominant scale has been maintained. Gertrude Street is an example of a transitional area between the modest houses of Windsor and the affluence of The Avenue and features a number of late Victorian cottages with generous front gardens. The Avenue retains a number of key buildings which identify the earlier character of the street before the large flat and institutional developments took place. These remnants serve an important role reflecting the earlier character of the whole street. The other streets to the east have retained much of the integrity of the original development of a late Victorian and Edwardian character.

## PRECINCT 9

1855

The clear development pattern of Precinct 5 showing the linear crown allotments running between Gardiner's Creek Road and the river is not as clearly defined for Precinct 9, apart from the allotment along Williams Road. There is a pocket of development along Toorak Road, the beginning of a 'village'; the plan shows the formation of Jackson Street. 'Balmerino', a large estate, overlooks the river to the north and is set on a large allotment which runs down to the river. The balance of the precinct is undeveloped.

1895

A variety of developments occurred over the previous 40 years; further mansion properties such as 'Cloverdale' in the north 'Aroona' at the corner of Williams and Toorak Roads are complemented by a number of more modest villas on generous suburban allotments. To complete the diversity a row of terrace houses and an attached villa front the Williams Road gateway to Como. The village has developed further with several shops, the Toorak Hotel and Shoeing Forge, Carriage Factory, and Toorak Horse Bazaar. Small villas and a number of weatherboard cottages provide accommodation for service workers. Toorak Grammar School occupied a large allotment in Jackson Street and at the corner of Toorak Road and Wallace Avenue the nursery of the renowned horticulturalists Taylor & Sangster (who designed the gardens of many Toorak mansions as well as Como) indicates the manner in which service industries were suited to the requirements of this affluent area. The area was however far from fully developed, even nearer the village. North of Bruce Street the precinct remained substantially undeveloped other than a scattering of large properties.

1895 - 1992

Today this area has evolved several more times. The subdivision of the large estate of 'Aroona' in the 1920's has created the distinctive Landale Road with the conspicuous stamp of architect Robert Hamilton creating a distinctive Old English and Regency revival character. Similarly the Toorak Road face of the old village has adopted the old English style in many of the shops built in the 1930s on the site of earlier private villa residences. The area now has a predominant character of the inter-war period when a number of fashionable residences were constructed in Washington Street, Douglas Street, Bruce Street as well as some of the streets running north of Bruce Street. The lower end of Canberra Avenue still has an intact pocket of 1930s suburbia while the hill overlooking the river at Verdant Avenue has a comprehensive range of buildings of the inter-war period. Glover Court is of particular note for the flats 'Quamby' which overlook the river and the old Williams Road quarry which long predated the construction of the road through there.

A further period of redevelopment has seen a number of flat developments in the 1960s and 70s being constructed as well as the new development of other properties for townhouses or new large single dwellings. In some areas little remains of the pre 1960's character.

## URBAN CONSERVATION AREAS

### Struan Street Area

The south side of Struan Street presents a residential streetscape of outstanding significance with its superb, large 1920s and 1930s houses. It also includes the valley behind, as well as the houses facing Orrong Road and Blackfriars Court. These share this gully, which once formed the 'wild garden' of 'Warrawee' designed by Walter Butler and forming one of the earliest native gardens in Australia. The modern houses of Robin Boyd and several others in Blackfriars Close make full advantage of this unusual site.

### Williams Road and Landale Road Area

This is characterised by the inter-war development of 'Aroona' (see above) as well as the 19th century sequence on Williams Road opposite Como (see above).

### Toorak and Grange Roads and Robertson Street Area

This encompasses the group of 19th century shops on the south side and the Old English buildings at both corners and on the north side which have a remarkable attention to medieval details as well as elaborate building forms.

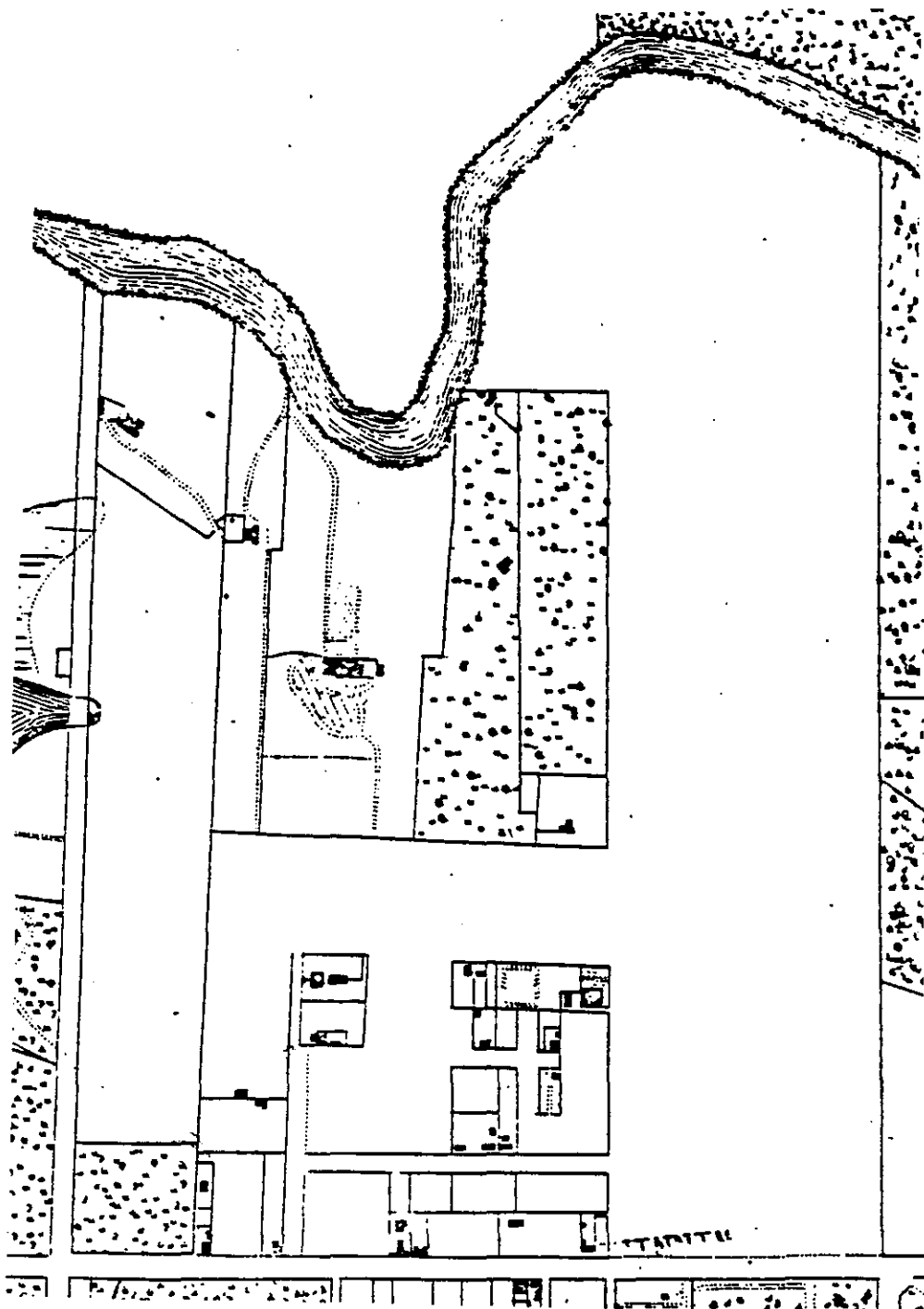
Further east is a consistent and coherent sequence of inter-war houses and flats in the Arts and Crafts and moderne styles. 'Milperra' the functionalised 1970's apartment terminates the sequence.

Grange Road has an inter-war character (other than the St. John's Sunday School which provides a picturesque 19th century gothic character) for the substantial houses which comprise the area. Generous landscaping and Arts and Crafts detailing are particular features.

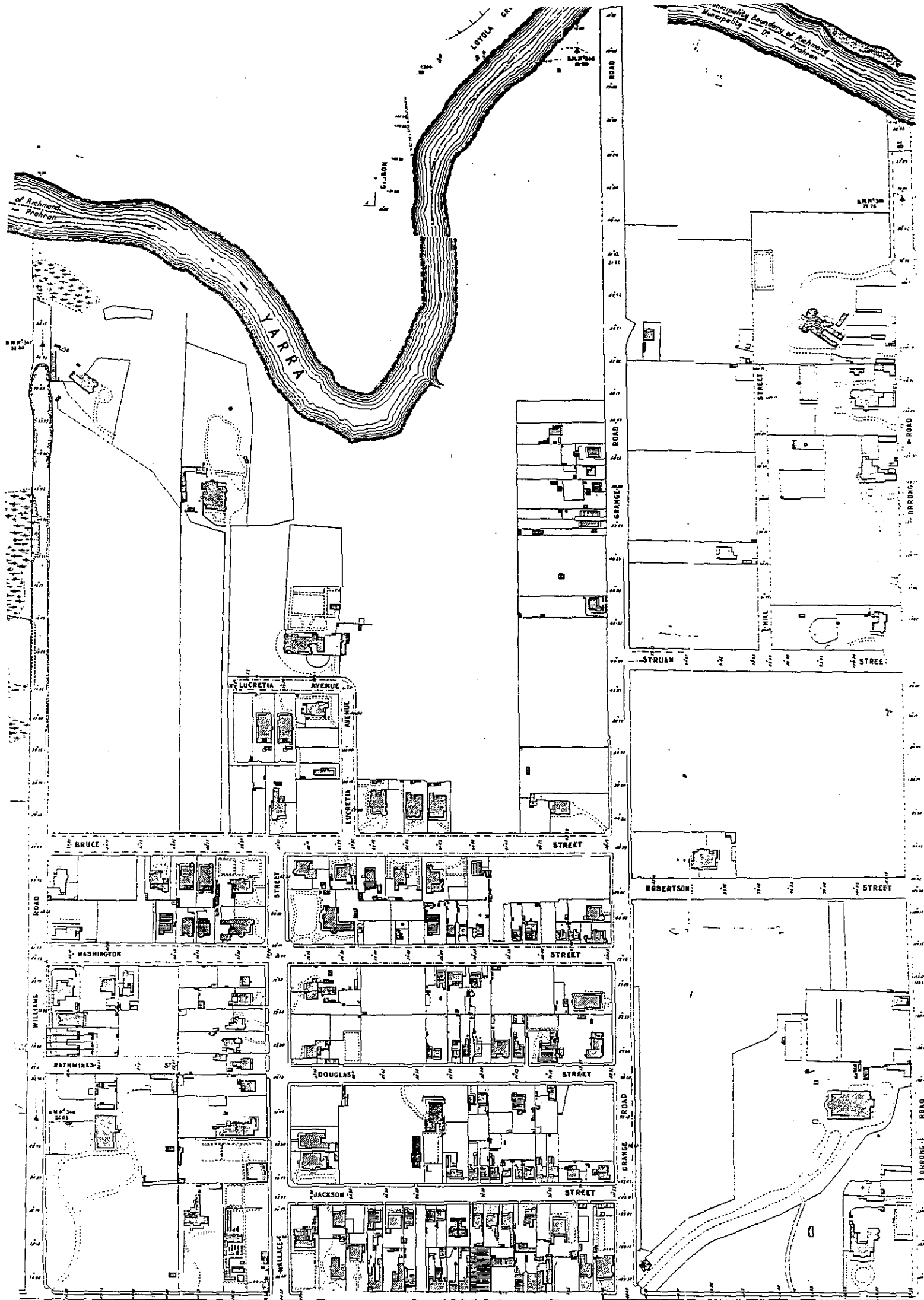
Robertson Road present a sequence of late bungalow style residences, with spacious grounds, terminated by the massive Annear house in Orrong Road.

## TOORAK CHARACTER AREA

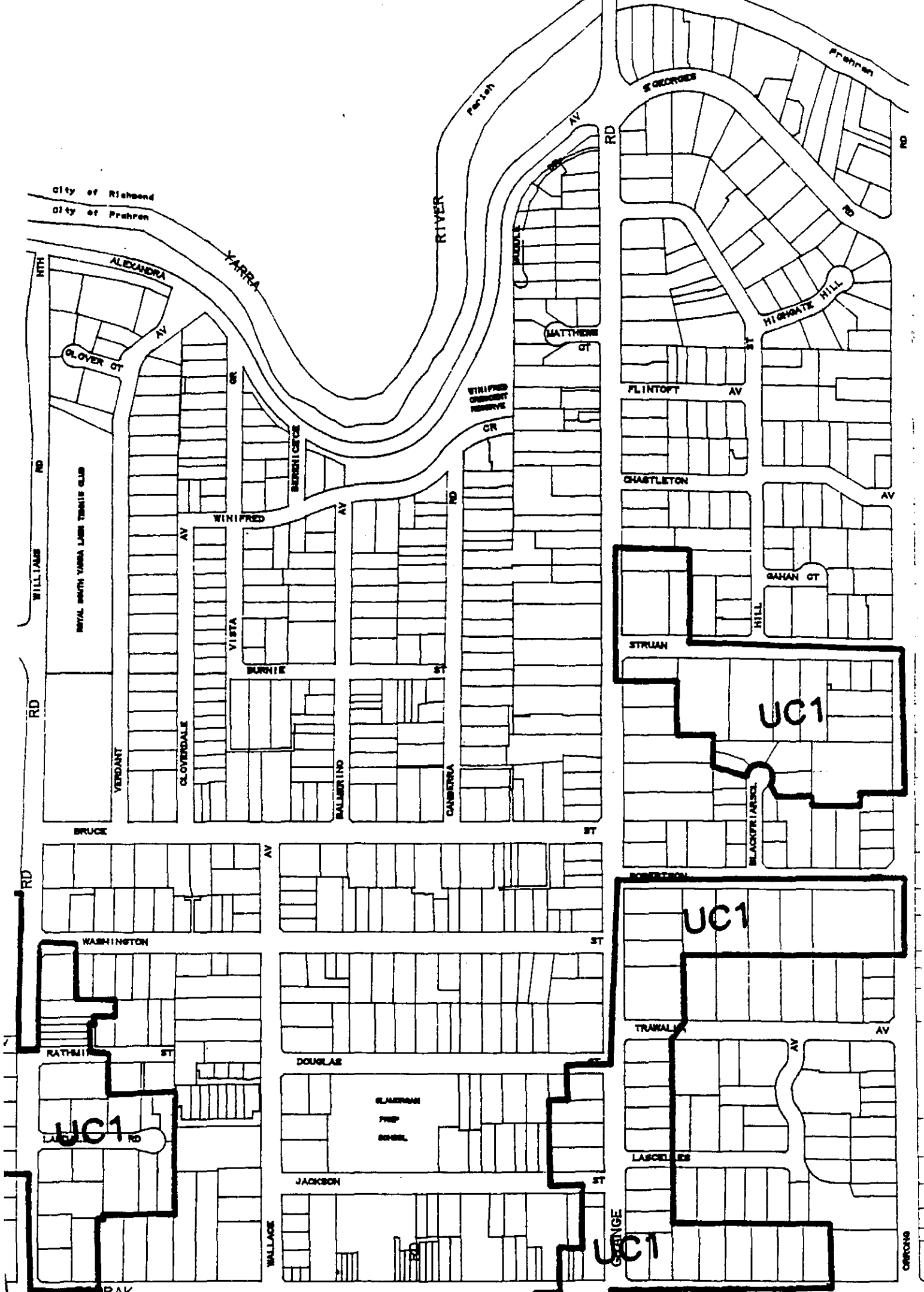
Refer Toorak Residential Character Study



PRECINCT 9 1855 KEARNEY PLAN

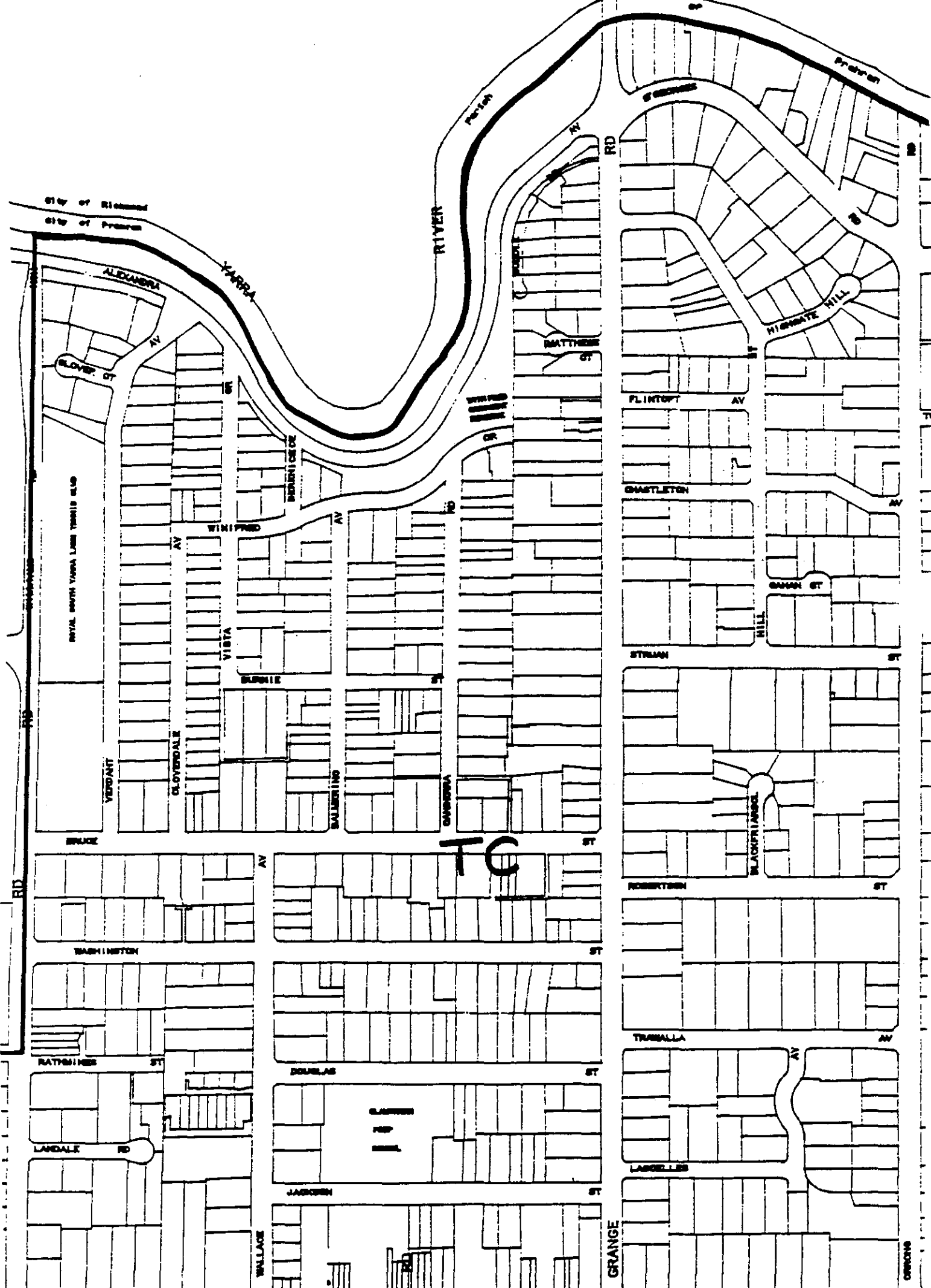


**PRECINCT 9 1895 MMBW PLAN**



PRECINCT 9 1992 URBAN CONSERVATION AREAS





City of Richmond  
City of Prahran

TOORAK

PRECINCT 9 1992 PRAHRAN CHARACTER AREAS

GRANGE

TC

12

## PRECINCT 10

1855

This plan shows the precinct and subdivided in a number of moderate size allotments but with little actual development having taken place. A small pocket abutting Gardiner's Creek Road indicated the start of Toorak village as did the indication of the narrow streets running to the south of the village. 'Tintern' stands on the large wooded block at the corner of Williams and Gardiner's Creek Road and the elaborate garden of 'Leura' was shown on the north-east corner of the precinct and immediately to the south was 'Montalta'.

The Bush Inn was already located on the south-west corner of Williams and the then-Commercial Road. The layout of Mathoura Road and Canterbury Road was anticipated at this stage.

1895

Over the previous 40 years large sections of this precinct had been intensely developed. Housing ranged from modest single storey road houses, two storey terraces on small allotments to a number of detached villas. The south-west corner focused around the Bush Inn saw the most modest buildings although those facing Williams Road and Evelina Road were very substantial terraces and villas. Another pocket of development was along Woodside Crescent and Mathoura Road, particularly the southern end. The narrow streets such as Canterbury Road, Cunningham Street (now Fairbairn Road), Carters Avenue and Ross Street all had a predominance of single storey, single fronted road houses, many of timber. Several large mansion, allotments still remain in the western section, most notably 'Tintern', 'Woodside' at the end of Woodside Crescent, 'Ellerslie' at the end of Gordon Street, and 'Brookville' located in Canterbury Road next to the State School (with a large garden that is now the Brookville Gardens). East of Canterbury Road there was virtually no closer development. The two 1850s mansions of Leura and Montalta remain with major gardens, kitchen gardens, cattle paddocks, fowl houses which must have provided a rural character to the Toorak area. Further south were other major properties such as 'Toronto' (now the corner of Selborne Road), 'Miegunyah' (the original single storey building) and 'Mar Lodge'. The only closer subdivision was in the quadrant south of the railway line.

1895 - 1992

Today the area has seen a number of major changes where the original large estates had not been subdivided by the 1890s. 'Tintern' was subdivided by noted architect and owner Walter Butler circa 1910 creating a U-shaped crescent containing a number of architecturally distinguished buildings. 'Woodside' had lost virtually all its gardens to Woodside Crescent. 'Ellerslie' was replaced by the subdivision of Ellerslie Place and Tashinny Road in the

1950s. 'Leura' was redeveloped in the 1950s, creating Martin Court, although its kitchen garden was replaced at an earlier period by Kilsyth Avenue. 'Montalta' led to the distinctive subdivision of Montalto Avenue which, apart from its unusual geometric form, contains an important group of inter-war houses. Selborne Road and Lambert Road created at the turn of the century contain Edwardian and inter-war buildings leaving 'Toronto' with a small holding, while 'Miegunyah' still retained a major part of its allotment. It is one of Toorak's last remaining privately owned mansion allotments. Mar Lodge has been completely redeveloped.

Canterbury Road at the northern end on the Leura Estate was redeveloped with flats in the 1930's. Further redevelopment of existing allotments has occurred throughout the precinct in the 1960s. These include the sequence of Williams Road and Springfield Avenue. The northern end of Mathoura Road has a number of flats of both the inter-war period as well as the post-War period. The large block by Roy Grounds was a forerunner of the now dominant cream brick walk-up style. The Toorak Methodist Church remains in a partially demolished state on the corner of Williams Road and Toorak Road.

## URBAN CONSERVATION AREAS

**Toorak Village**  
see precinct 9

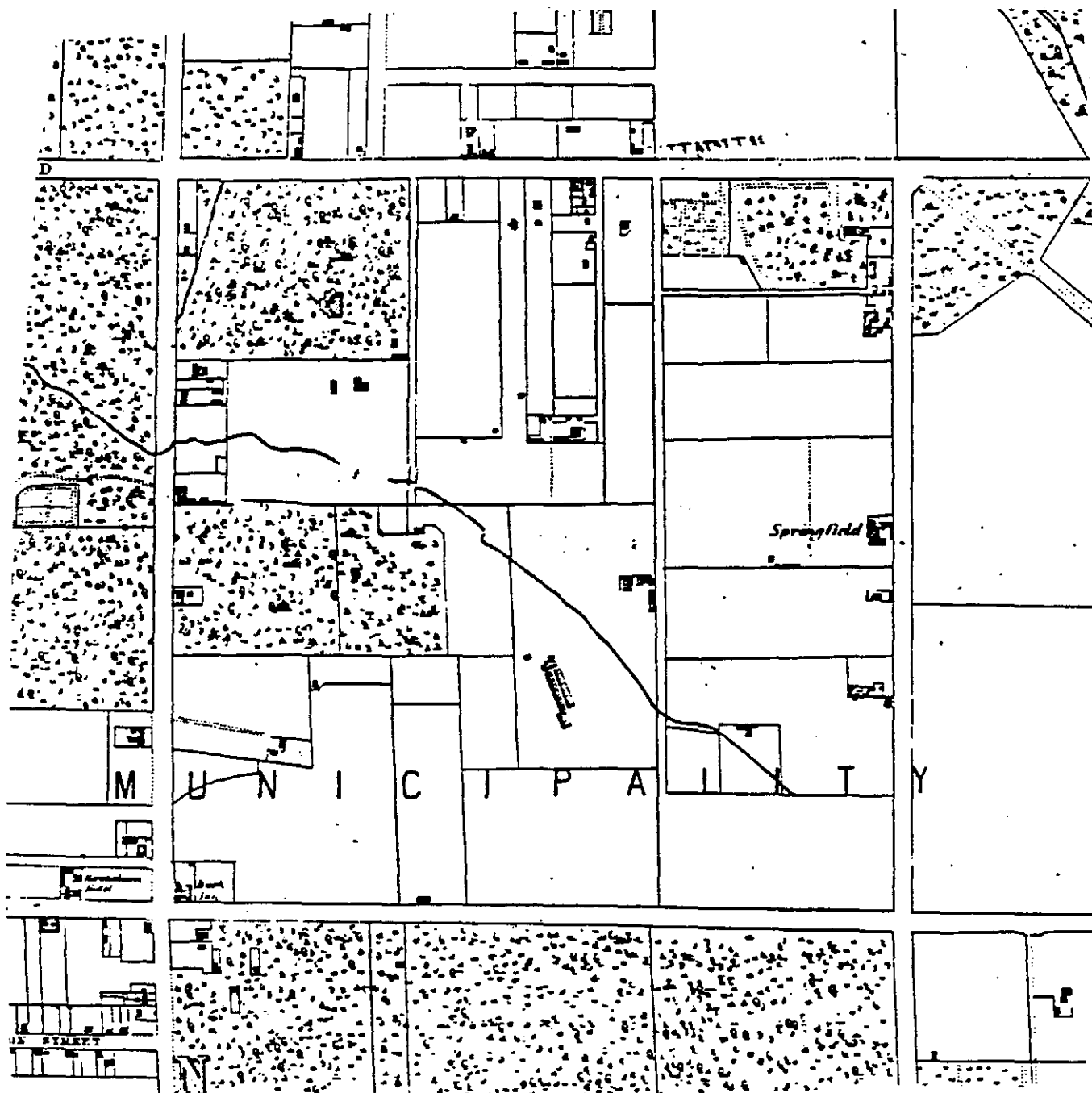
### **Tintern Avenue - Woodside Crescent - Williams Road**

This area is focused on the subdivision of Walter Butler of the Tintern Estate and the Woodside Crescent development of the mansion allotment to the south. It also includes a sequence of terrace houses and adjacent Edwardian houses in Williams Road. The distinctive features of Tintern Avenue apart from the original house are the quality of the Edwardian and inter-war housing which provides an important scale and character to this precinct. Studley flats, Butler's own development, adds importance to the precinct. Later walk-up flat developments have, by contrast, intruded substantially and are generally excluded from this area.

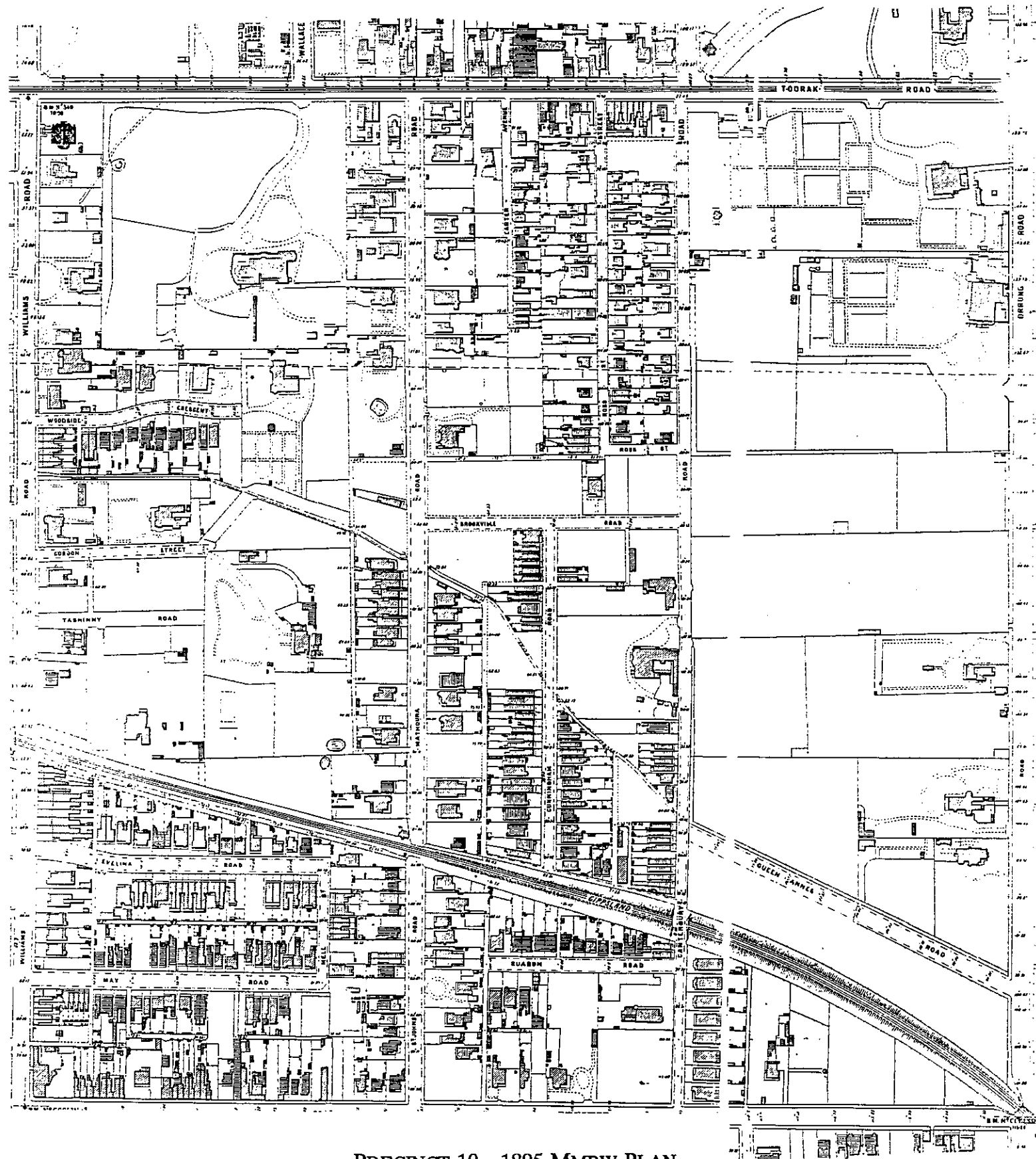
Woodside Crescent provides a sequence of relatively intact small Victorian villas.

### **Montalto Avenue Area (see above)**

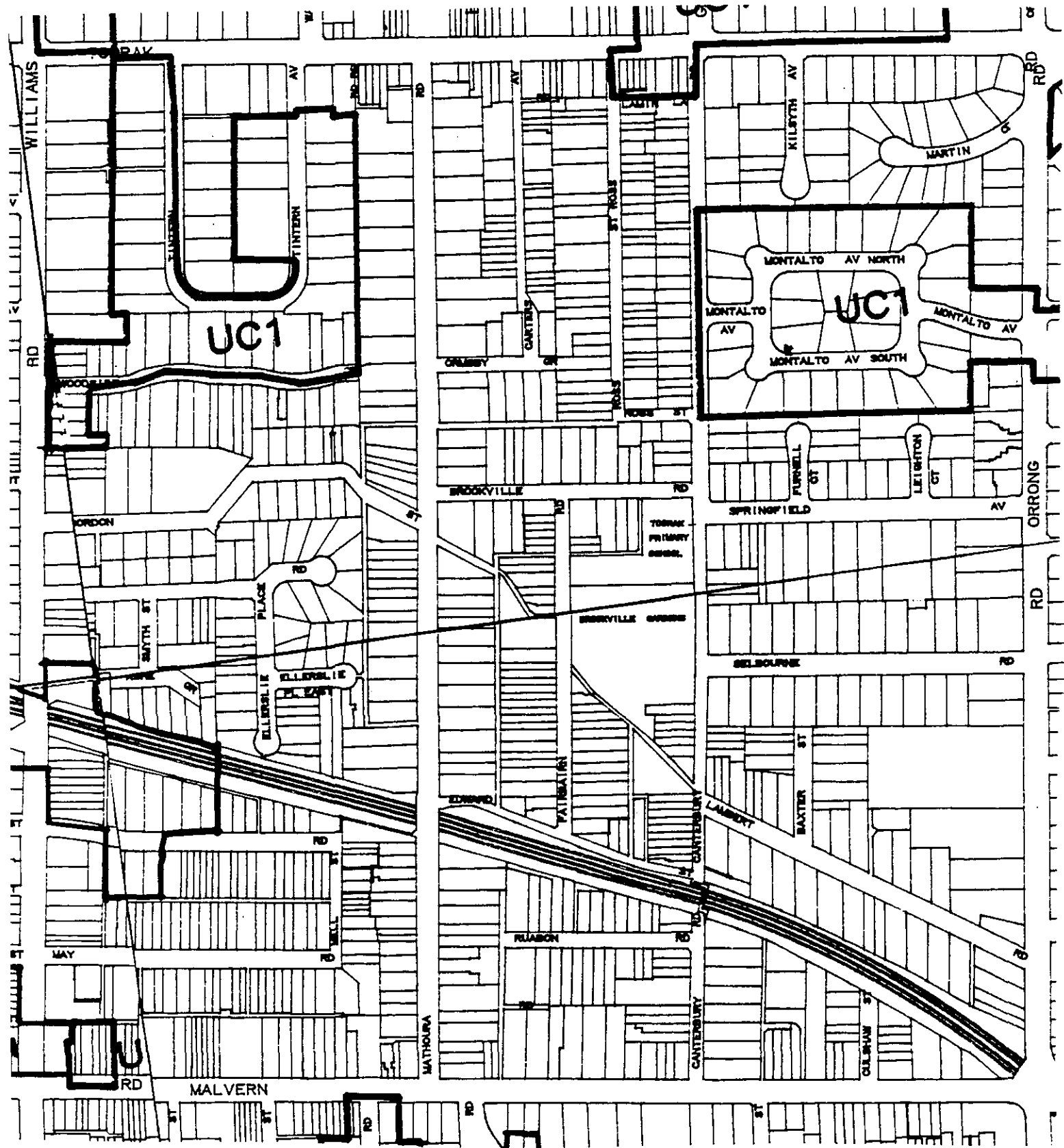
Surveyed by J. G. Gillespie and declared in late 1927, Montalto Avenue was another distinctive street pattern but over 50 years after the Toorak Estate. Cul-de-sac planning aimed to thwart the new menace of through motor traffic.



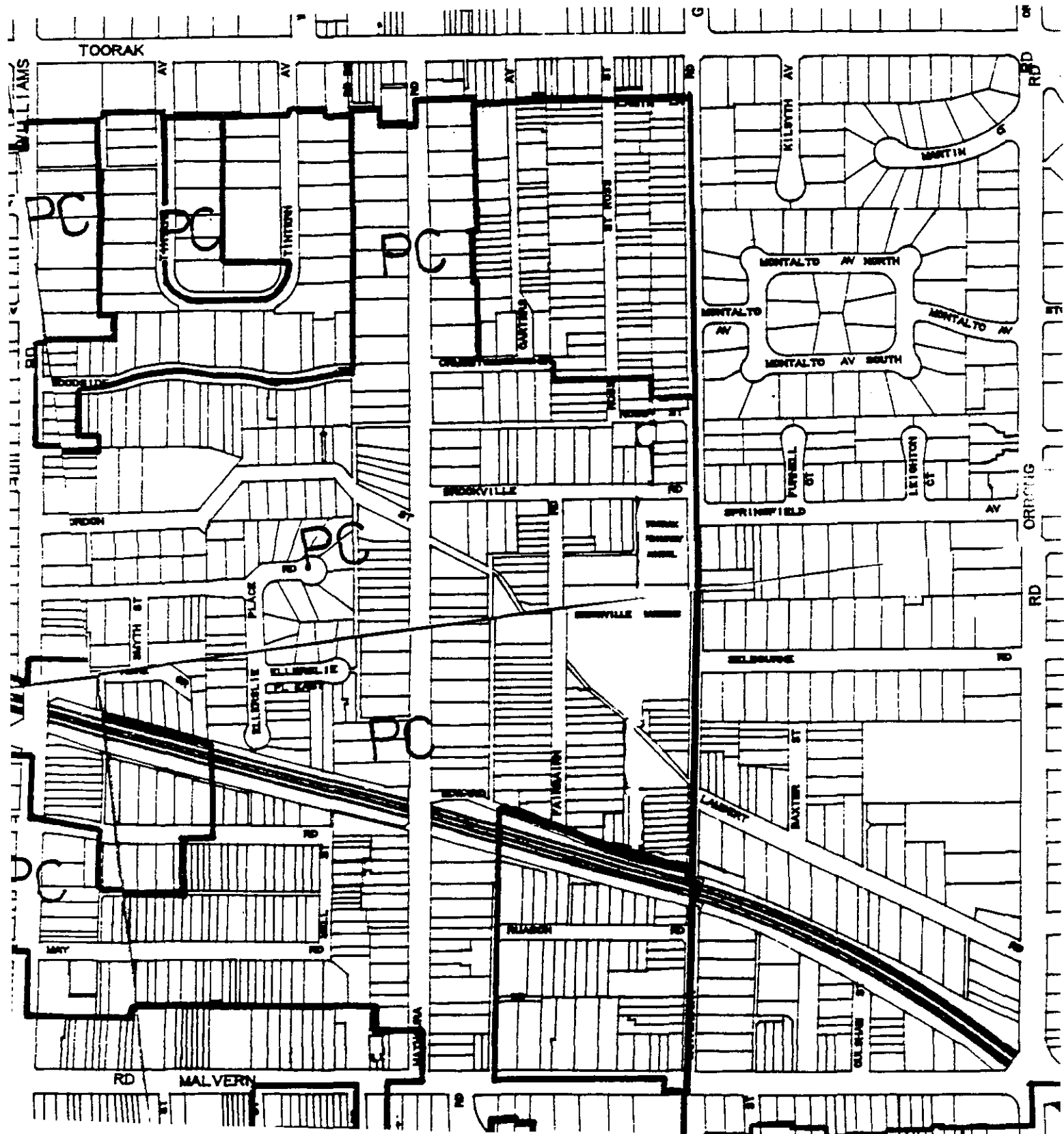
PRECINCT 10 1855 KEARNEY PLAN



PRECINCT 10 1895 MMBW PLAN



PRECINCT 10 1992 URBAN CONSERVATION AREAS



PRECINCT 10 1992 PRAHRAN CHARACTER AREAS

Montalto Avenue in its square form not only thwarted the automobile but created an unusual village-like street pattern ideal for construction of equally distinctive architecture and landscape. (see Lodged Plan 12413) Not surprisingly, at least three person cited in Who's Who 1944-50 lived in this small estate, all of them from the legal profession including Mr. Justice Gavan Duffy. The architects, H. N. & F. B. Tompkins also carried out at least two designs in what is a highly architecturally homogenous area of the 1930s. (Citation prepared by Graeme Butler & Associates for the Toorak Residential Character Study of November 1991.

## PRAHRAN CHARACTER AREAS

These cover much of the precinct, at the southern end, Williams Road, has a diverse streetscape with a number of detached Victorian and Edwardian buildings; a sequence of modern walk-up flats at the northern end have substantially eroded the earlier character of detached buildings. May Road and Mell Street provide a cohesive single storey streetscape with few intrusions. The Ellerslie estate has a sequence of 1920s housing at the western end of a disparate character whereas at the east has a low key 1950s character. The south side of Woodside Crescent lacks the cohesion of the north but retains a number of Edwardian era buildings interspersed with new infills, generally of a sympathetic scale. Mathoura Road varies widely; modest weatherboard buildings at the south give way to larger 19th century terraces and detached villas on both sides of the railway line. A 1930s to 1950s character at the northern end predominates, many apartment blocks and other flats some having an Arts and Crafts character.

Fairbairn Road retains much of its original single storey Victorian era row house character with some larger detached houses; it is enhanced by the Brookville Gardens, the legacy of the Brookville house of the 1850s.

Canterbury Road at the southern end on the north side of the railway line contains predominantly small Victorian road houses; on the south side era the sequence of substantial Victorian villas and Edwardian inter-war housing competes with a number of intrusive flat developments of a vastly different scale, Ruabon Road has a modest 19th century single storey character interspersed with flat developments.

Selborne Road is of particular note for the architectural quality of a number of inter-war houses with some earlier Edwardian houses and this is similar to the character of Lambert Road, although flat developments have made some unfortunate intrusions into the prevailing streetscape character.



## PRECINCT 11

1855

The precinct was largely undeveloped at this stage. The eastern two thirds was shown as undeveloped and wooded with only the subdivision lines shown. A clay hole was located in the eastern allotment; similarly, the northern half of the western third was also wooded although several small houses and allotments were shown. The southern half of this section was, however, surveyed with a number of small allotments, narrow streets and a significant number of buildings already constructed. The intensity of development in relationship to the adjacent wooded areas and the remoteness of this location for such a tight subdivision plan is of particular interest. The Mount Erica Hotel already located nearby in precinct 12 and the competing interests of the Wesleyan Chapel and School opposite in Williams Road indicated some form of urban focus. This subdivision in particular exemplifies the rapid expansion that was occurring in Melbourne at that time, brought about by the massive increase of population of the early gold rush years.

Melbourne's population expanded by over 500% in three years when people returning from the gold rush sought more settled accommodation and commenced to develop these new suburban outposts.

1895

A dramatic change had taken place over the next 40 years. The pattern established at the south-eastern corner with narrow streets and small detached weatherboard houses had now extended as far north as Spring Road. The allotments facing Williams Road by contrast were substantial single and double storey detached houses. The corner subdivision of Errol and Robinson Streets and Irene Place, appears to have been anticipated in 1855. The established north-south aspect to the houses of the south west did not extend beyond Errol Street which with Westbourne Street and Lorne Road run north-south breaking the remarkably rigid pattern further south. Chatsworth Road, the major north-south road in this precinct, appears to coincide with the original Crown allotment boundary and represents a transition between the extremely modest working class housing to the south-west and the increasingly affluent houses to the east. There is a range of housing stock within Chatsworth; although predominantly brick, it ranges from single storey row housing to substantial two storey terraces and double-fronted detached villas. The most dramatic contrasts however occur on the original middle Crown allotment; this had a slight hill which gave this allotment a clear aspect over the surrounding area and also had views across the Port Phillip Bay. The change in topography from the flat area west of Chatsworth led to the creation of Grandview Grove. The large allotments and mansion houses on the elevated land make a striking contrast with the houses to the west.

Further east Wynnstay was developed with substantial detached houses as were the houses facing High Street to the east of Grandview Grove. The north-east corner, however, had a more modest character; smaller houses fronted Malvern Road and in the area now occupied by Orrong Park was the large clay pit of the former Prahran Brick Works, dating back over 40 years. This was already worked out by 1898 and although it still included a stone breaking yard, the site was designated a council rubbish tip which must have further added to the feeling of social isolation by the privileged residents of Grandview Grove.

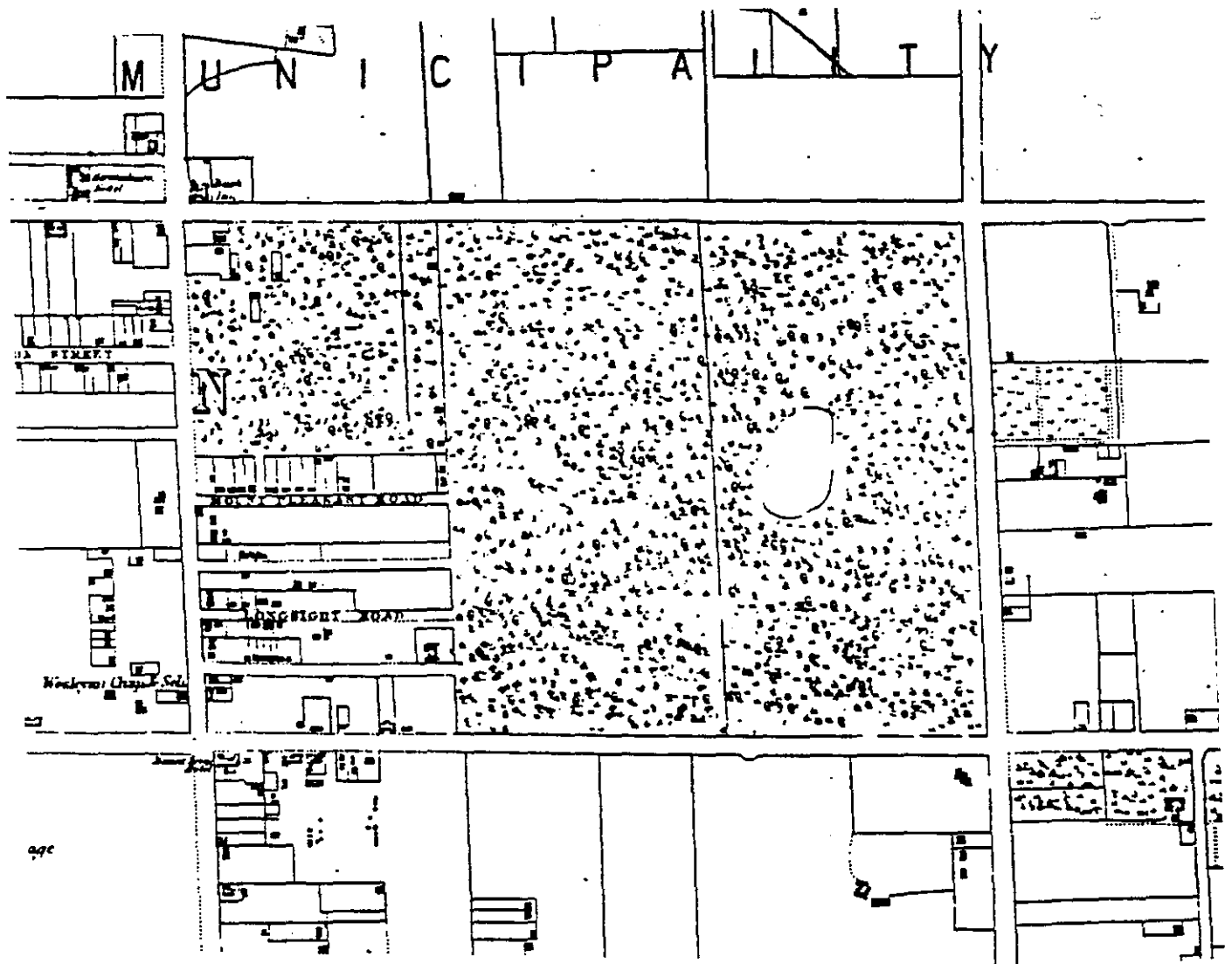
### 1895 - 1992

Today much of the 19th century character of this precinct remains. Chatsworth Road and the area to the west retained much of the original character. The commercial developments along Malvern Road had replaced the mansion on the intersection of Williams Road and other residences in the east. A service station and flats have interrupted the original sequence buildings along Williams Road and the large vacant allotment at the corner of Aberdeen Street now contains the converted former Rinoldi Spaghetti factory. The Victorian era shops along High Street have remained substantially unchanged. Within the network of small streets a number of infill buildings have replaced some of the earlier houses but have not effected the overall pattern. Similarly Chatsworth Road has remained substantially unchanged other than several flat developments. By contrast, the larger allotments on the eastern side of Grandview Grove have been replaced by a sequence of walk-up flats, whereas the western side has remained more or less intact. Woodfull Street and A'Beckett Street contain a significant sequence of Edwardian era housing. Sydney Street has been almost totally redeveloped by flats including one high rise tower block. Similarly the south side of Wynnstay Road has been totally changed. The residential eastern section of High Street has remained more or less intact. The Church of England, designed by Inskip & Butler still dominates Orrong Road although later flat developments have substantially changed this streetscape. The changes to Orrong Park and the construction of Prahran High School and service station on the north-east corner of the precinct have also changed this part of the precinct.

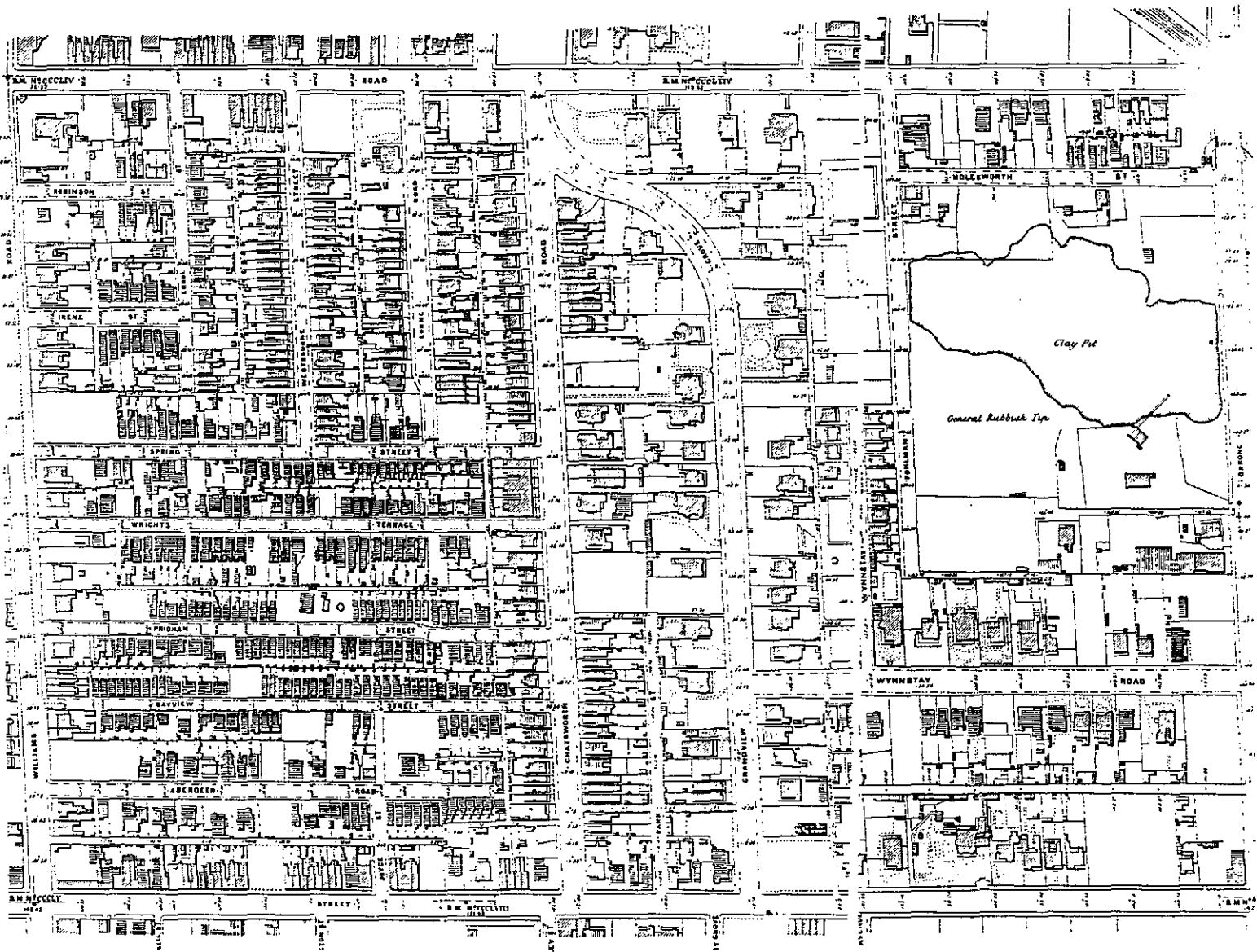
## URBAN CONSERVATION AREAS

### Grandview Grove Area

The three allotments bounded by High Street, Malvern Road, Williams Road and Orrong Road were sold at the Crown Land sale of 15 May 1850. By 1855 when Kearney produced his map of Melbourne, the western-most allotment had been subsequently subdivided and the small present day streets comprising Aberdeen Road, Bayview Street, Pridham Street and Wright's Terrace had been formed and partially developed with small cottages. However, the two large eastern allotments of the block remained entirely undeveloped.



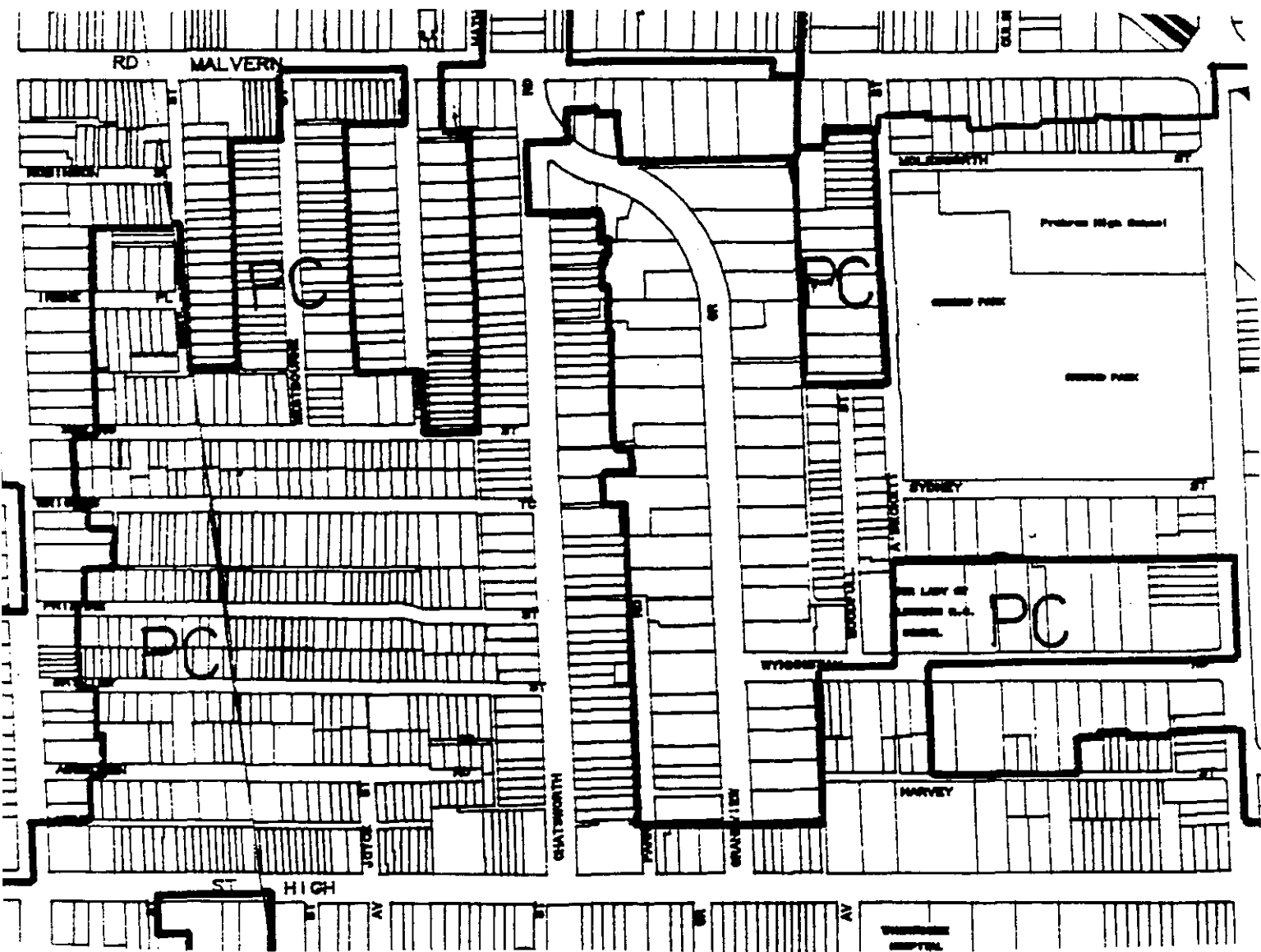
PRECINCT 11 1855 KEARNEY PLAN



PRECINCT 11 1895 MMBW PLAN



PRECINCT 11 1992 URBAN CONSERVATION AREAS



PRECINCT 11 1992 PRAHRAN CHARACTER AREAS

Mr Moffat's estate, 'Mount Grand View', was auctioned with frontages to Grandview Grove and Chatsworth Road and by the 1880's Grandview Grove had been subdivided and large villa allotments created. Large prestige dwellings were soon erected and by the turn of the century over twenty mansions had been erected in this street. However, not all residents in this vicinity were as lucky as those living in Grandview Grove. Piecemeal subdivision of Allotment 47 to the east, meant that over the rear fence of numbers 14 to 28 Grandview Grove, tiny allotments were created in Woodfull Street ignoring both the topographic characteristics of this land (it being situated on a prominent rise) and the size of neighbouring allotments.

The significance of Grandview Grove derives from the number of large intact villas, the unusual curved street layout, and the vista from the high land which overlooks the lower lying parts of Prahran. Also adding much to the significance of the area is the superb avenue of mature Oak and Ash trees which emphasise the select nature of Grandview Grove.

#### **Chatsworth Road Area**

This area contains relatively intact sequence of single storey Victorian houses many weatherboard, of note for their detailing. They reflect a transition between the more humble houses to the west and the mansions of Grandview Grove to the east.

#### **Williams Road Area**

Covering most of the eastern side of Williams Road and a smaller sequence opposite, this is an important group of prominent and imposing Victorian terraces as well as detached single storey villas. In particular the terraces on the western side and the two storey buildings further south, on the eastern side. These make a major impact on the streetscape and dominate the adverse effects of later flat developments and the service station. This area contains a number of buildings graded A2.

#### **Lorne Road Area**

A small street contains buildings of greater substance than the east-west streets further south although still of a modest scale. There are few intrusive developments to break the consistency of building form.

#### **Aberdeen Street Area**

A tiny precinct at the eastern extremity, this cul-de-sac of Aberdeen Street comprises a small group of unusual and elaborately detailed single storey

weatherboard houses; the character of the area is created by the absence of front gardens and the narrow width of the street creating a strong inter-relationship between the building forms.

#### **Woodfall Street Area**

The narrow street with a consistent sequence of Edwardian villas which provide a repetition of form and its streetscape presence is strengthened by the small set back. This creates an unusual harmony of scale and form.

#### **PRAHRAN CHARACTER AREAS**

These encompass the narrow one-way streets at the south-western part of the precinct where small setbacks, narrow streets and long vistas create an unusually constrained urban form. Westbourne and Chatsworth Roads have a more generous scale, however, Hardy Street shares the minuscule layout of the south-western area, but unusually contains buildings of an Edwardian character; it has a dominant single storey scale with very small frontage setbacks. The shops along High Street contain a dominant two storey Victorian and Edwardian character, however, the south-western corner allotment is an empty yard and the adjacent buildings which are of a modern character detract from the otherwise dominant 19th century character of the area.



## PRECINCT 12

1855

The allotment had been partially subdivided but little actual development had taken place. A little cluster of buildings at the north-west corner, including the Mount Erica Hotel gives some indication of a small commercial area developing and at the southern boundary along Great Dandenong Road several larger villas had been established on this stock route.

1895

This area had developed a diversity of allotment size, subdivision pattern and development form. A number of streets in the northern section were intensely developed with small weatherboard houses on narrow allotments, Bowen Street being an extreme example. Slightly larger allotments and buildings were developed in Chomley Street and Highbury Grove and Airlie Avenue. Larger villas faced High Street while Williams Road contains a sequence of major villas, some two storey of substantial proportions; the allotments became larger going along Williams Road toward Dandenong Road. There are a number of mansion allotments such as 'Abinger', 'Enmore', 'Netley', 'Nettlegoe', 'Linden', 'Albys', and 'Cawnpore' in Williams Road. Even larger allotments face Dandenong Road, some extending well back into the precinct; 'Warranooke', 'Closeburn', 'Glenrowan', 'Bendoc' and 'Killara' provided an open semi-rural suburban character. At the corner of Orrong Road was the massive allotment of 'Carbarook' and behind this was 'Larnook' on a similarly large holding. Further north in Orrong Road was 'Lalbert' and the more modest 'Kilbride'. These mansions and their elaborate landscape gardens with serpentine drives and gravel garden walks, a whole range of outbuildings including aviaries, conservatories, ferneries and of course, tennis courts and associated shelters provide an indication of the great wealth amongst the people who prospered from the gold rushes, the land speculation and the growth of pastoral or manufacturing industries. On the opposite side of Dandenong Road the estates were even larger.

1895 - 1992

Today a dramatic change has transformed much of this area. The early small subdivisions have maintained much of their early built form, but the large mansions and holdings have all but disappeared. Several houses in Williams Road at the northern end indicate the grandeur of this streetscape, whereas only 'Larnook' and 'Kilbride' survive elsewhere with reduced holdings. Completely new subdivisions and street patterns led to a major development of this precinct in the 1920s and 1930s. Many detached bungalow style houses of the 1920s were built in this precinct at the time. Later developments introduced a stylish inter-war character amongst the modest 19th century working houses in locations such as Linden Court, Jessamine Avenue and

Lalbert Crescent. The area also found favour with flat developers of the 1920s and 1930s, then a pioneering industry in Melbourne, and a number of major development took place. Perhaps the most important was the pioneering Kelvin Mansions in Dandenong Road, dating from just after World War 1. A more Art Deco character is found in Lalbert Crescent, almost totally given over to flats, as was Kenleigh Grove and the southern section of Jessamine Avenue. Other flats of this period are also found in Chomley Street.

## **URBAN CONSERVATION AREAS**

### **Bowen Street Area**

A characteristic 19th century working class street with small weatherboard cottages creating a strong streetscape character with small frontage setbacks.

### **Linden Court Area**

This was created in the grounds of the mansion of the same name in the 1920s to 1930s. It has a stylish and consistent character resulting from the use of rough cast and cement render and simple "Georgian Revival" forms. Apartments and maisonettes are predominant. The curved concrete paved court and concrete pillar street lamp complete this intact enclave.

### **Jessamine Avenue Area**

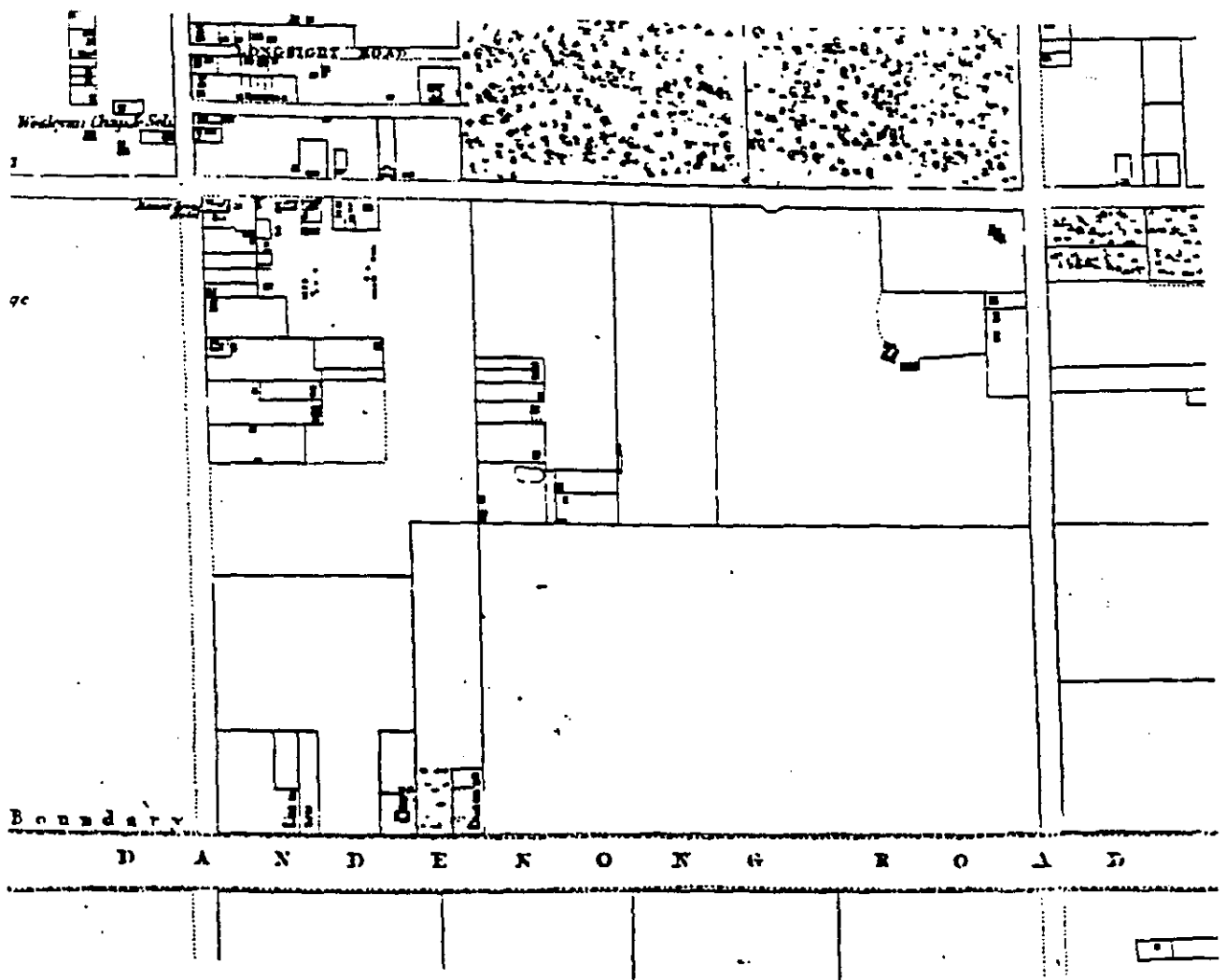
Jessamine Avenue was a stylish subdivision with a sweeping concrete paved road. This was an affluent middle class development juxtaposed in a 19th century working class area. The auction notice drew heavily on the new prestigious developments in Dandenong Road, the new electric tramway and landscaped plantation to sell this incongruous development. This area also includes Kenleigh Grove which shares an intense flat development of the late 1930s with the southern section of Jessamine Avenue. The area comprises a remarkably intact and coherent example of the unified character and style of buildings and landscaping of the period.

### **Vail Street Area**

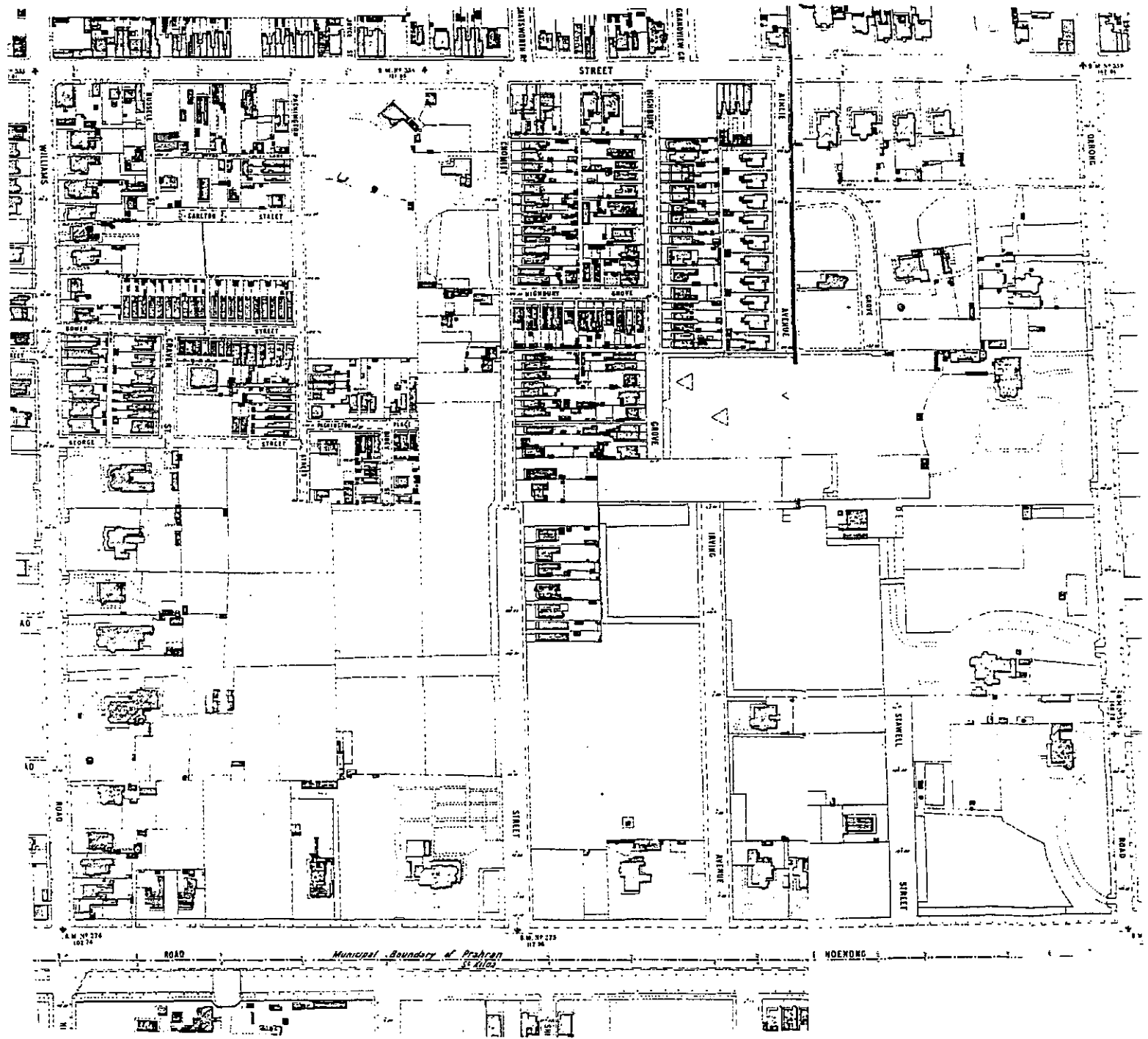
A short street of note for the World War 1 era red brick modest villas which have a consistent building form and design character.

### **Kelvin Grove Area**

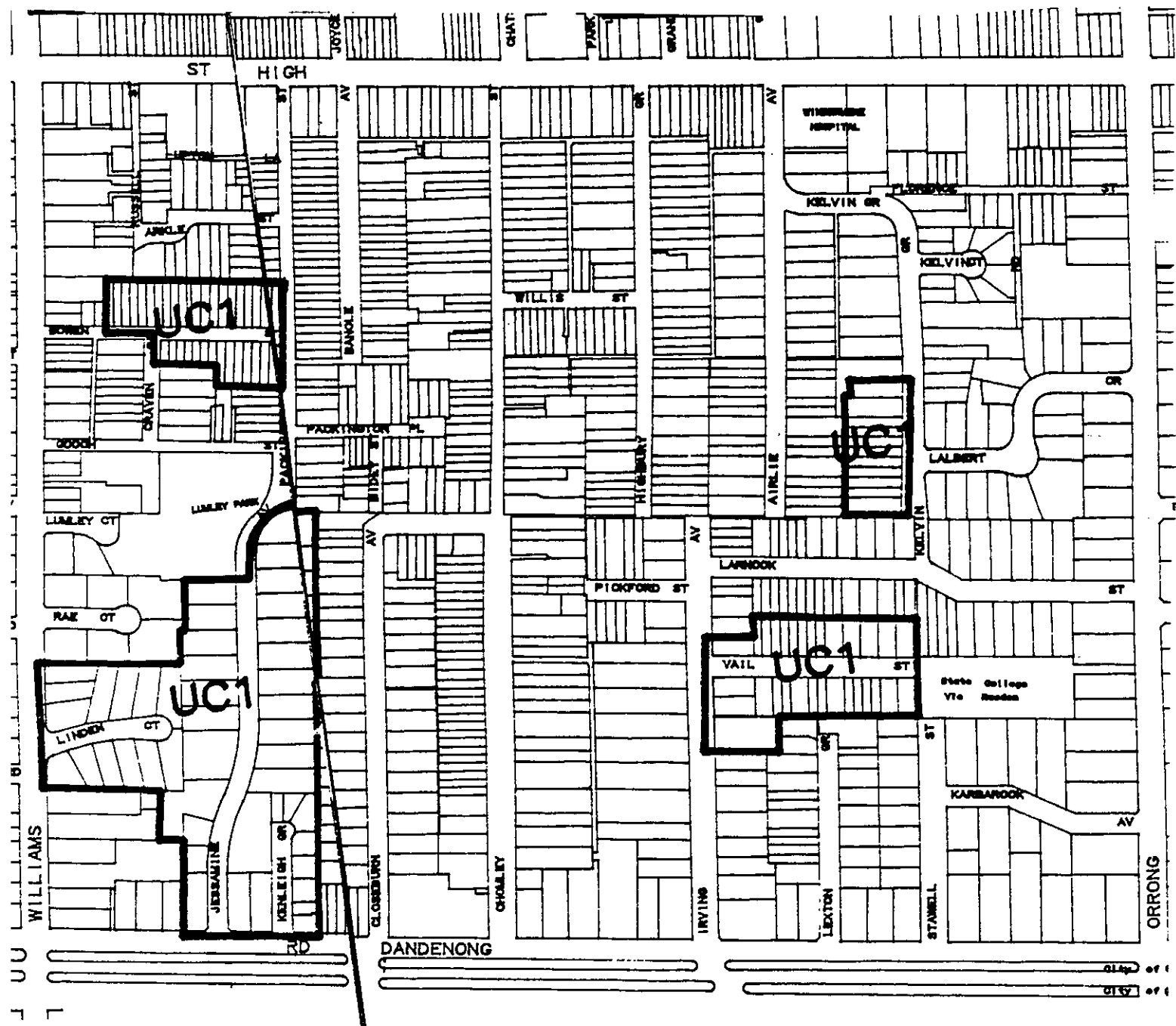
A sequence of substantial post World War 1 housing.



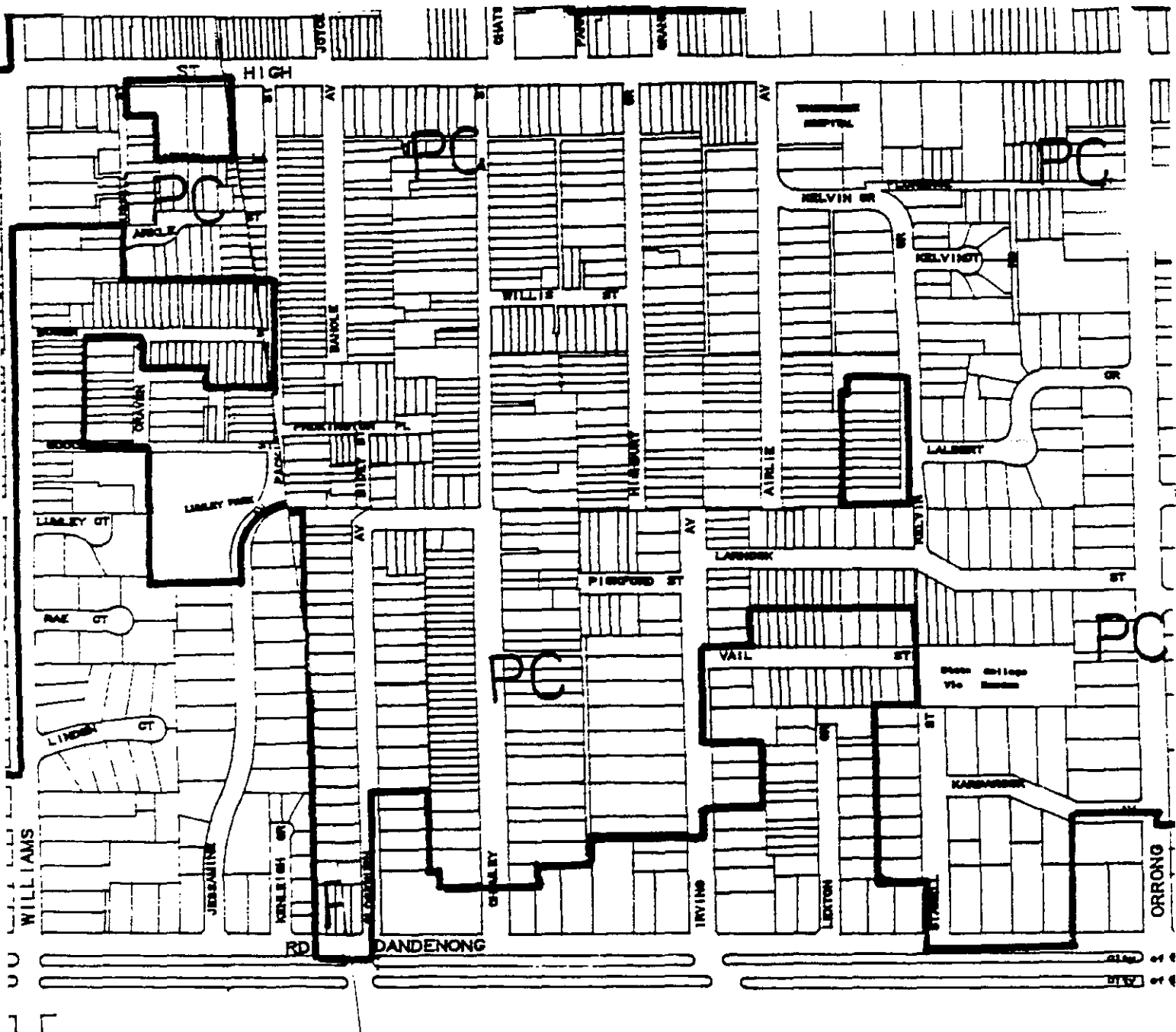
PRECINCT 12 1855 KEARNEY PLAN



PRECINCT 12 1895 MMBW PLAN



PRECINCT 12 1992 URBAN CONSERVATION AREAS



PRECINCT 12 1992 PRAHRAN CHARACTER AREAS

**PRAHRAN CHARACTER AREAS**

This covers most of the balance of the precinct and is broadly described in the precinct description above. It is notable for the general absence of intrusive modern developers other than the 1960s flat developments in Chomley Street and some other locations. In general there is a harmony and unity of scale, that in combination with the rather bizarre street layout (resulting from ad hoc speculation) gives this area a distinctive character.

## PRECINCT 13

1855

This precinct was among the most undeveloped in Prahran at the time. Toorak House is shown on the vast holding comprising two of the three large Crown Allotments that comprised the precinct. Most of this appeared to be wooded and a large landscaped area surrounded the house with various paths leading down to the river. This house gave the area the name Toorak and the occupancy by the Governor from 1854 the area its continuing social status. The remaining two allotments were cleared but appeared to have little development other than one house and an out building near the river.

1895

50 years later the area had become a mecca for large mansions and mansion allotments. George Lansell's Toorak Estate created a subdivision which featured a number of elegantly winding roads such as Lansell Road, the northern section of St Georges Road and Heyington Place. Among the more prominent of the mansions were Toorak House remaining with a much reduced land holding than 50 years earlier, Illawarra nearby on the opposite side of St Georges Road and Beaulieu the home of Mrs Buckley and later L. K. S. McKinnon. (His interests in horses was facilitated by a paddock that extended along Heyington Place to the mansion, now St Catherine's Girls School). Opposite, Tyalla had a commanding position overlooking the Kooyong Valley and Gorry was the major mansion that shared the southern part of Heyington Place. A number of houses on smaller allotments but still on a major scale were built around the sweep of Torresdale Road and in Heyington Place north. Homeden later became the mansion of the Nicholas family and Clovelly, a charming Italianate single storey villa had an enormous 8 acre holding running to the river adjacent to the railway line. Lansell Road had just been formed and was still largely undeveloped. Darnley (which still survives) and Umina (also extant) were among the early developments. The Towers was a major property linking Lansell Road and Orrong Road at the northern end. On St Georges Road running down to the river on the massive escarpment, Edzell could perhaps claim to have the best position.

1895 - 1992

Today the area has been transformed by the redevelopment of these mansion properties and their holdings. Few have survived but the subdivision pattern of the turn of the century has been essentially retained with a number of small courts facilitating the development of the allotments of that period. The diversion of the river for the eastern freeway (and the construction of St Kevin's Junior School) transformed the once charming locality of the north end of Heyington Place.



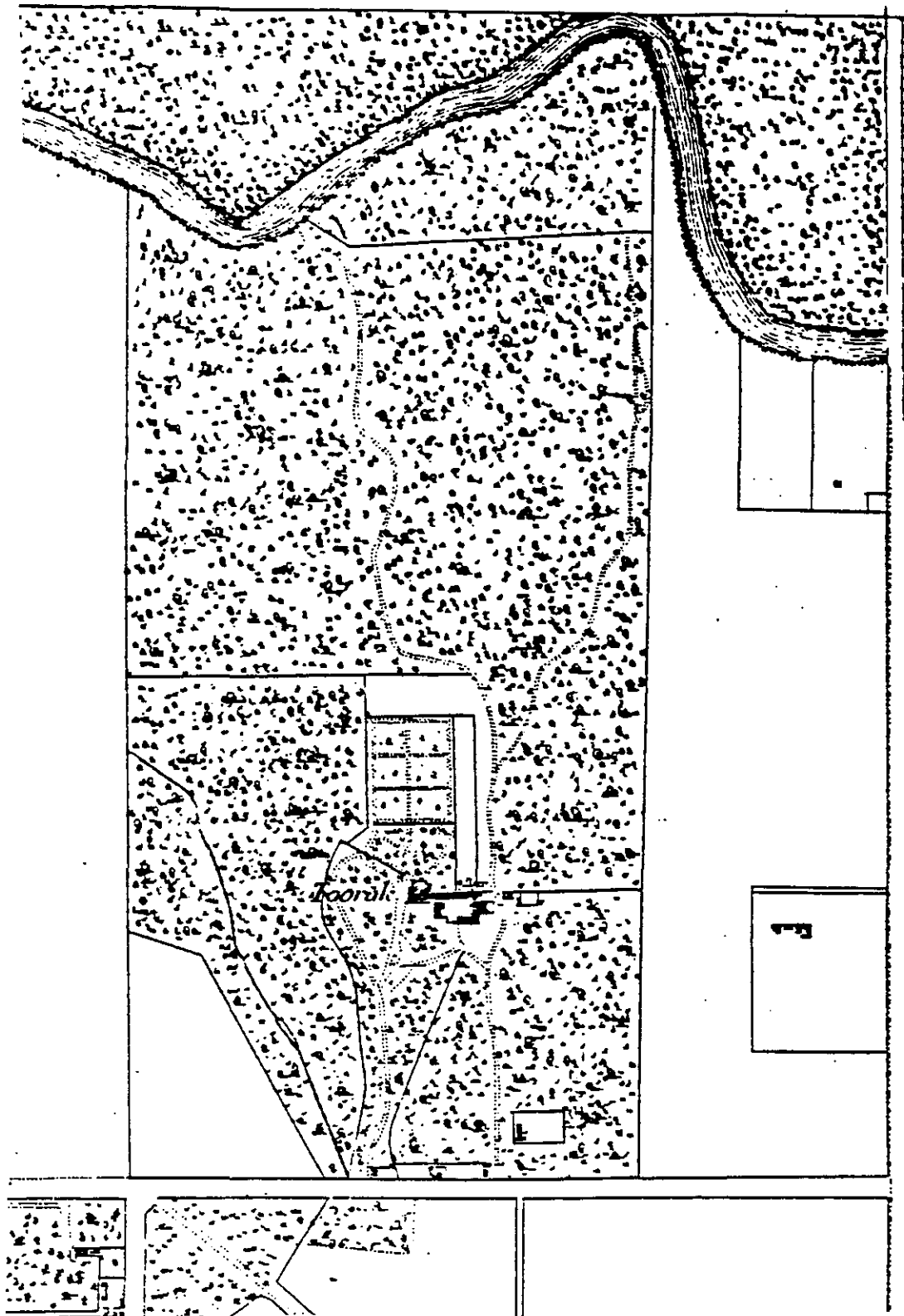
## URBAN CONSERVATION AREAS

### **Toorak Road/Clendon Road Area** (also part of Precinct 4)

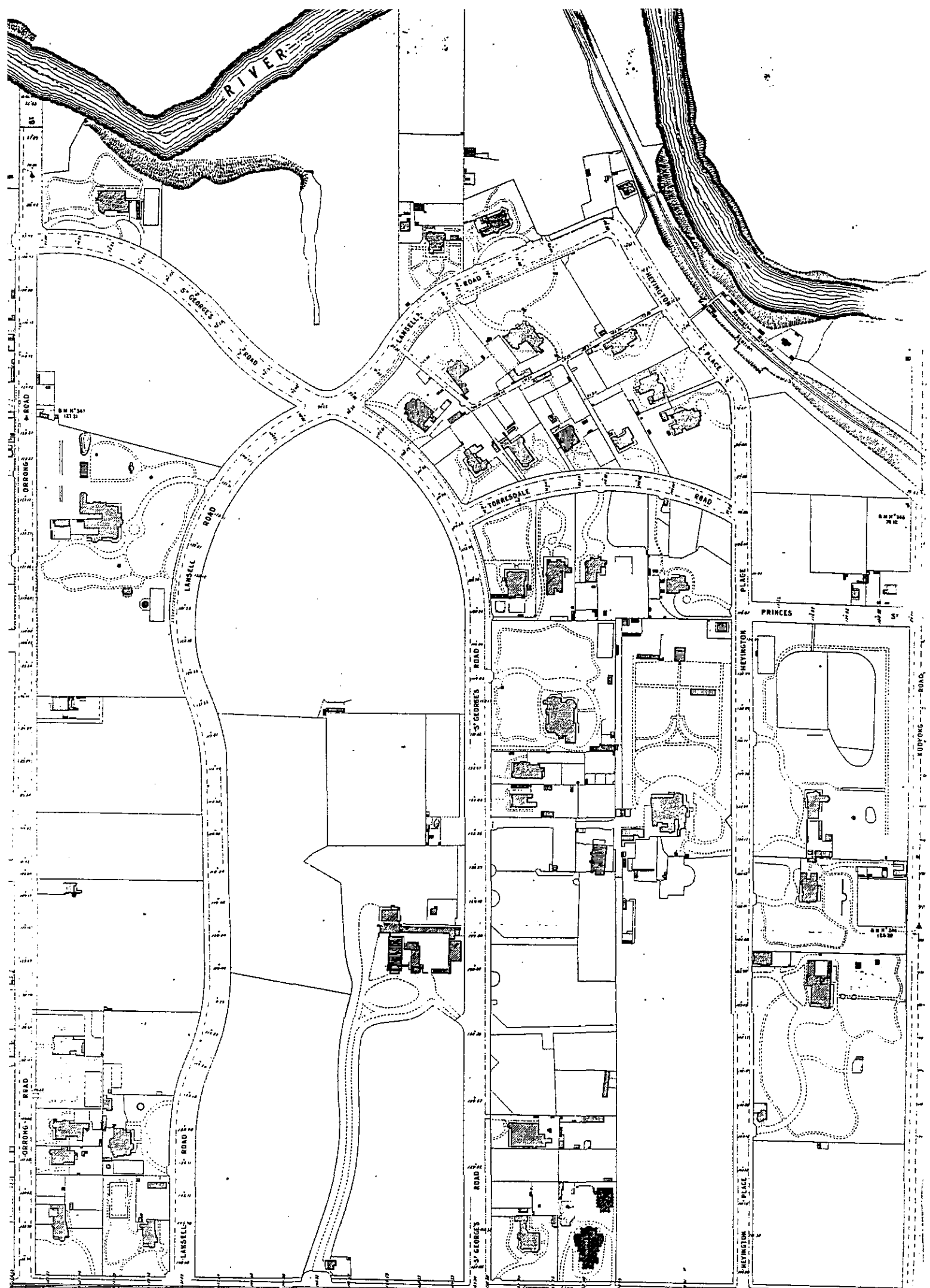
The line of Toorak Road was first shown on a map in 1837 prepared by a Surveyor Robert Hoddle. It formed the southern boundary of six large Allotments which ran down to the Yarra River. This land was sold at the first Crown Land sale in the present day municipality on 10 June 1840. A number of early mansions were located in this Toorak area, most notable of which was James Jackson's 'Toorak House', constructed circa 1848-51 to design of architect Samuel Jackson. Its original entrance was off Gardiner's Creek Road (now Toorak Road) but its address is now 21 St Georges Road. It was never occupied by its intended owner but leased and extravagantly extended as the residence of the Governor of Victoria from 1854-74. The Parish Church of St John the Evangelist Toorak, was located at the intersection of Toorak and Clendon Roads and subsequently enlarged in 1865. The distinctive tower and broached spire were added in 1873 to complete the original design of William Wardell.

'Toorak House' which stood on a site running between Orrong Road, St Catherine's Lane, Toorak Road and the River, helped attract other wealthy residents to the area. During the 1840s the fashionable area of Melbourne was in the east end of the township and to the north east of the township of Fitzroy, an area then known for its rural seclusion. The large influx of population following the discovery of gold created a great demand for suburban housing by poorer residents, and the eastern part of the city and the area of Fitzroy became infiltrated by plebeian housing. The wealthy residents thus began migrating to the rural areas of Toorak and South Yarra and St Kilda. Probably as a result of the vice regal patronage of Toorak the entire length of the old Gardiner's Creek Road (Toorak Road) was graded and surfaced to become one of the finest roads in the district. By the 1860s and 70s numerous other large mansions had been erected in this area and the prominent Toorak Presbyterian Church was erected in 1875-6 predominantly catering for the Scottish congregation in the area. Some of the mansions which still remain in this Toorak area today included Greenwich House (75-79 Irving Road), 'Umina' (3 Lansell Road) and 'Coonac' (65 Clendon Road).

This Toorak area was also the scene of intensive development in the period of 1920 to 1930. An important group of residences were erected near the corner of Heyington Road and Toorak Road, designed by architect Harold Desbrowne Annear. Annear also designed the garden for Sydney Myer's 'Cranlana', 62 Clendon Road in 1930. Annear employed the Italianate style with the inclusion of fountains, ferns and statues. Nearby in Clendon Road, Walter Burley Griffin's office had designed 'Clendon Lodge' in 1923 for Mary Williams. Three years later Griffin designed the Langi flats also for Mary Williams. Another contribution to the architecture of the 1920s in this area

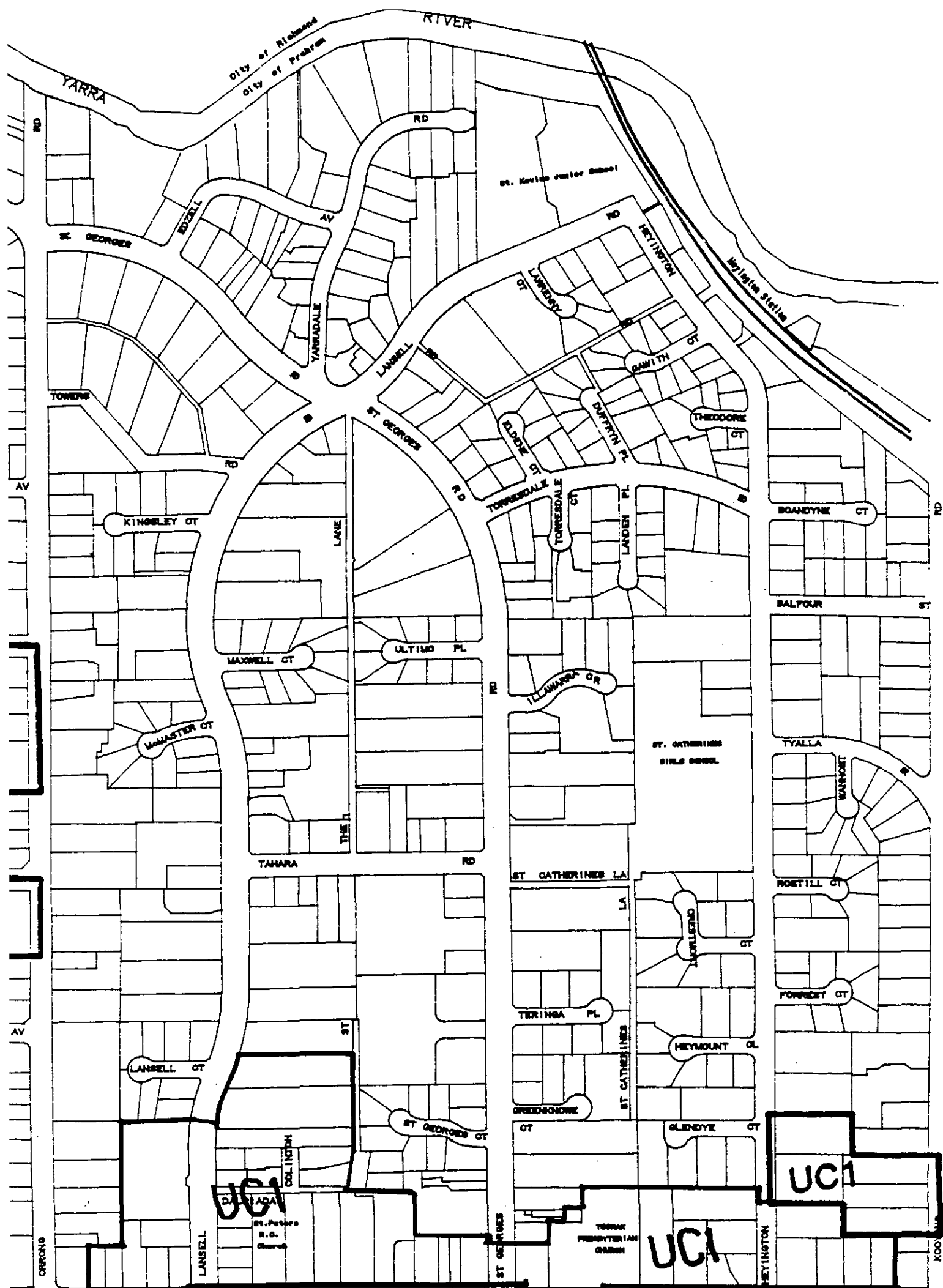


PRECINCT 13 1855 KEARNEY PLAN

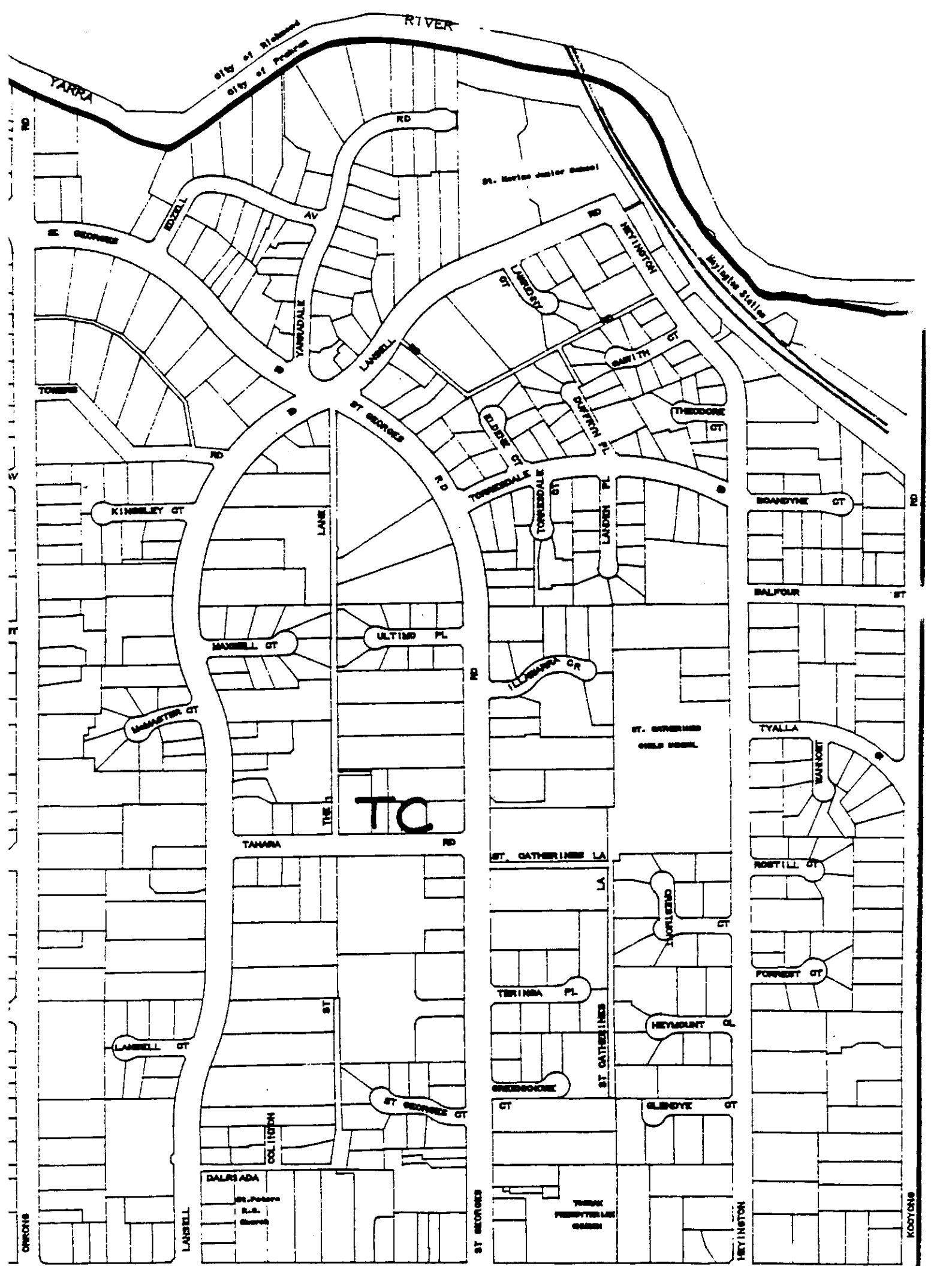


PRECINCT 13 1895 MMBW PLAN

TOORAK ROAD  
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PRECINCT 13 1992 URBAN CONSERVATION AREAS



PRECINCT 13 1992 PRAHRAN CHARACTER AREAS



was 'Mullion' (6 Stonehaven Court) designed by Eric Nicholls in 1927-28 for W. H. Smith. The building was erected when Sir Francis Ormond's property at the corner of Clendon and Orrong Roads was subdivided and many of the mature trees from his garden were retained on the site of 'Mullion'. South of 'Mullion' another subdivision, Stradbroke Avenue was developed at a slightly later period. Buildings were all constructed of rough cast and masonry and today the feeling of the road conforms very much to its original appearance although recent exterior redecoration to many residences has slightly lessened the overall effect.

This Toorak area is notable for its avenues of mature trees principally in Lansell Road and Clendon Road. Architecturally the highlights of the area are the group of Desbrowne Annear buildings including the garden at 'Cranlana', the two buildings from Griffin's office and Wardell's St Johns Church. The large gardens especially in Lansell and Clendon Roads provide an appropriate setting for the large residences and streets such as Stradbroke Avenue with its concentration of rough cast houses give the area an architectural uniformity.

#### **TOORAK CHARACTER AREAS**

Refer Toorak Residential Character Study

## PRECINCT 14

1855

This precinct was similarly undeveloped as Precinct 13 although substantially cleared with one large mansion Orrong, located almost in the centre and effectively occupying the three western Crown allotments.

1895

The area had a similar development pattern to Precinct 13 with sweeping north-south roads such as Clendon Road and Irving Road. Several re-subdivisions had already occurred, creating Millicent Avenue and a number of smaller allotments along Kooyong Road. This commenced a trend that was to accelerate over the next 30 years. The precinct however was still dominated by large mansions such as 'Egoleen', 'Coonac' (extant) and 'Woorigoleen' at the northern end of Clendon Road and 'Millicent' and 'Mandeville Hall'(extant), 'Alvie', 'Waratah' and 'The Grange' on the straight southern section of Clendon Road. Irving Road was the location of 'Brookong' (extant) at the Toorak Road corner opposite 'Myoora' which extended around Albany Road further south 'Werndew' and 'Southdean' (extant) and 'Ottawa' comprised large holdings. Further down was 'Norla' 'Genista', 'Larundel', 'Iona'. In Kooyong Road at the northern end was the large holdings of 'Scotsburn' and further south 'Valentines'.

1895 - 1992

Today a major new subdivision process has greatly altered the original layout although Clendon Road and Irving Road have been retained in their current form. A number of east-west streets have linked these earlier two roads with Orrong and Kooyong Roads in addition to further linking roads to Toorak Road. This re-subdivision occurred in the 1920s and 30s and led to a very distinctive character to the redevelopment of this area.

## URBAN CONSERVATION AREAS

**Toorak Road/Clendon Road Area**  
see Precinct 13

**Stonehaven Court Area**

This small area is of importance for the surviving landscape elements of 'Egoleen', Eric Nicholls 'Mullion', and Robert Hamiltons 'Stonehaven Court'.

**Kooyong, Albany, and Huntingfield Roads and Grant Avenue Areas**

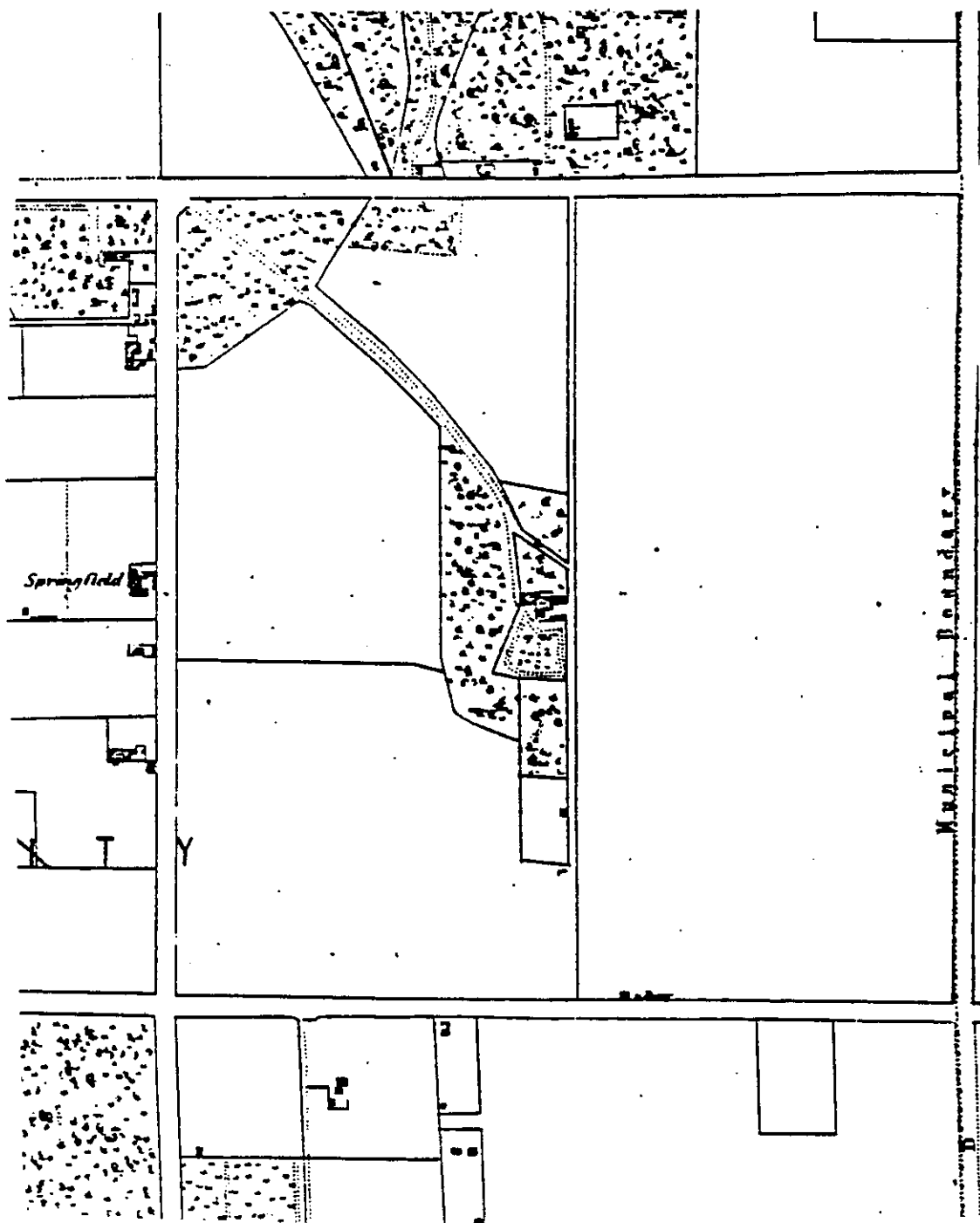
This area reflects major phases in the development history of this precinct. Southdean in Irving Road is a surviving grand nineteenth century mansion. Kooyong Road represents the next subdivision phase with late Victorian and Edwardian villas on more modest allotments.

The Arts and Crafts movement is presented by 48-50 Irving Road (Walter Butler's impressive mansion), and the inter-war neo Georgian is also found in Huntingfield Road and Grant Avenue. This area is also noted for the consistency of character in Kooyong and Huntingfield Roads and the section of Grant Avenue, within the area.

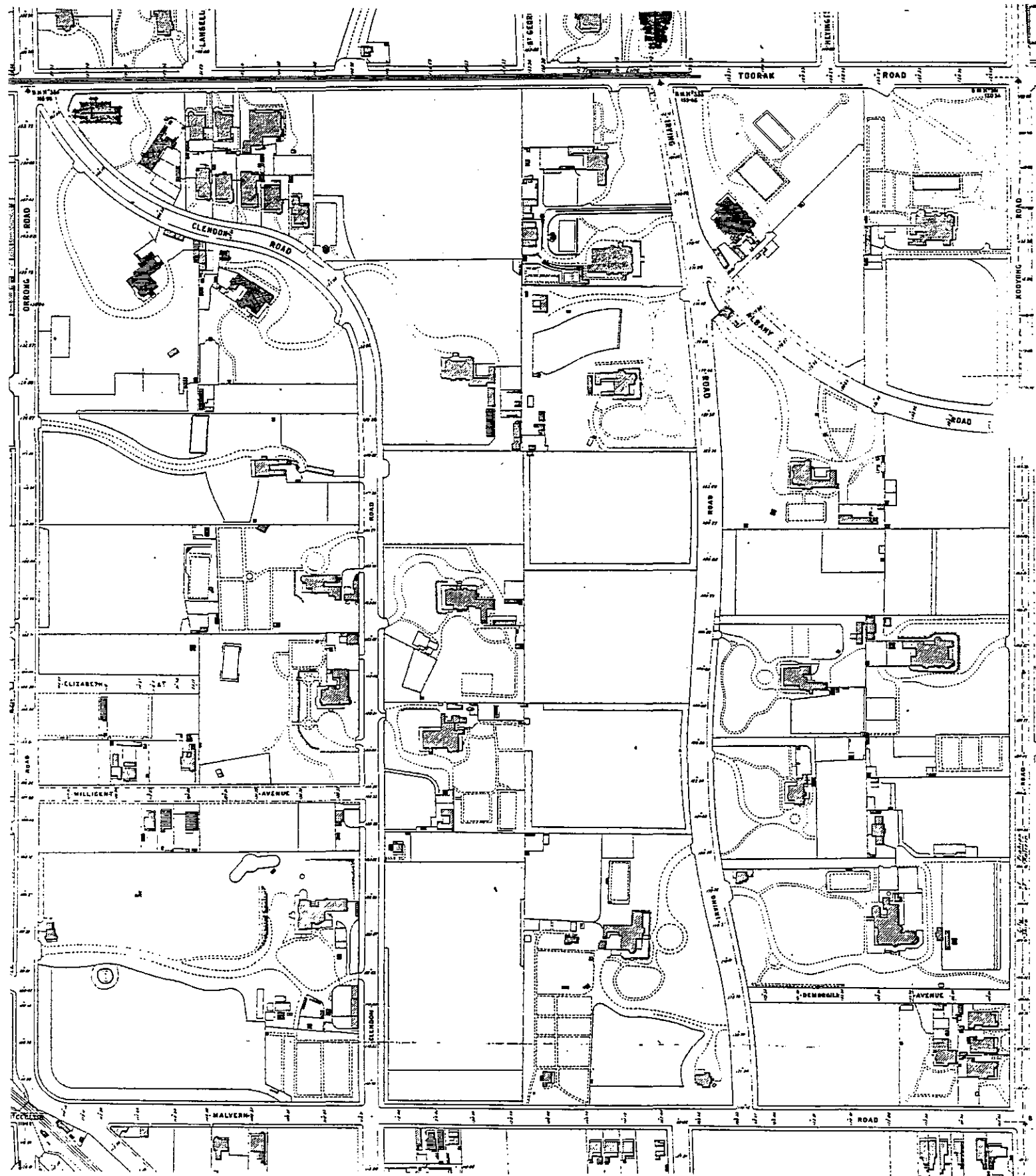
**TOORAK CHARACTER AREAS**

Refer Toorak Residential Character Study

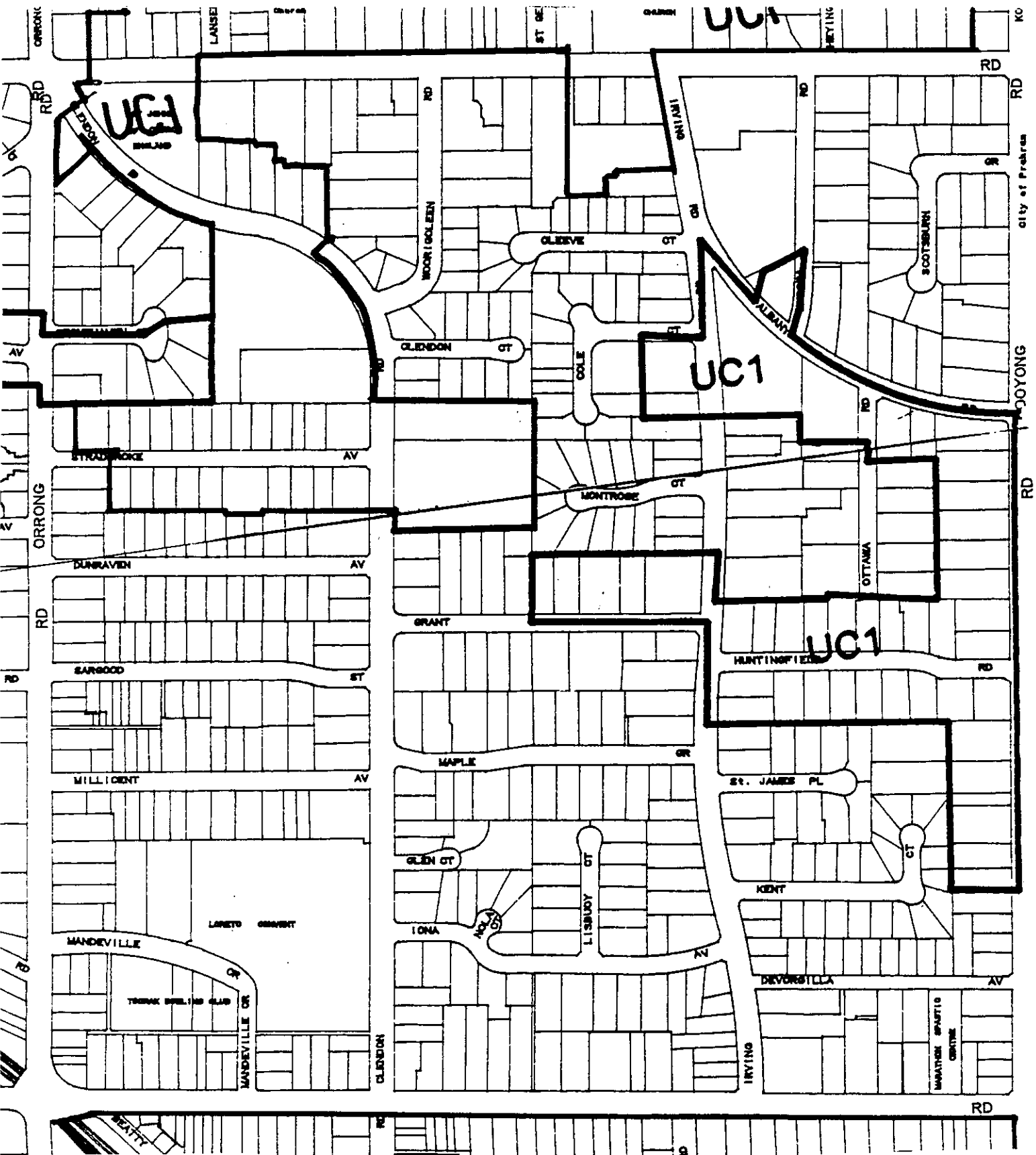




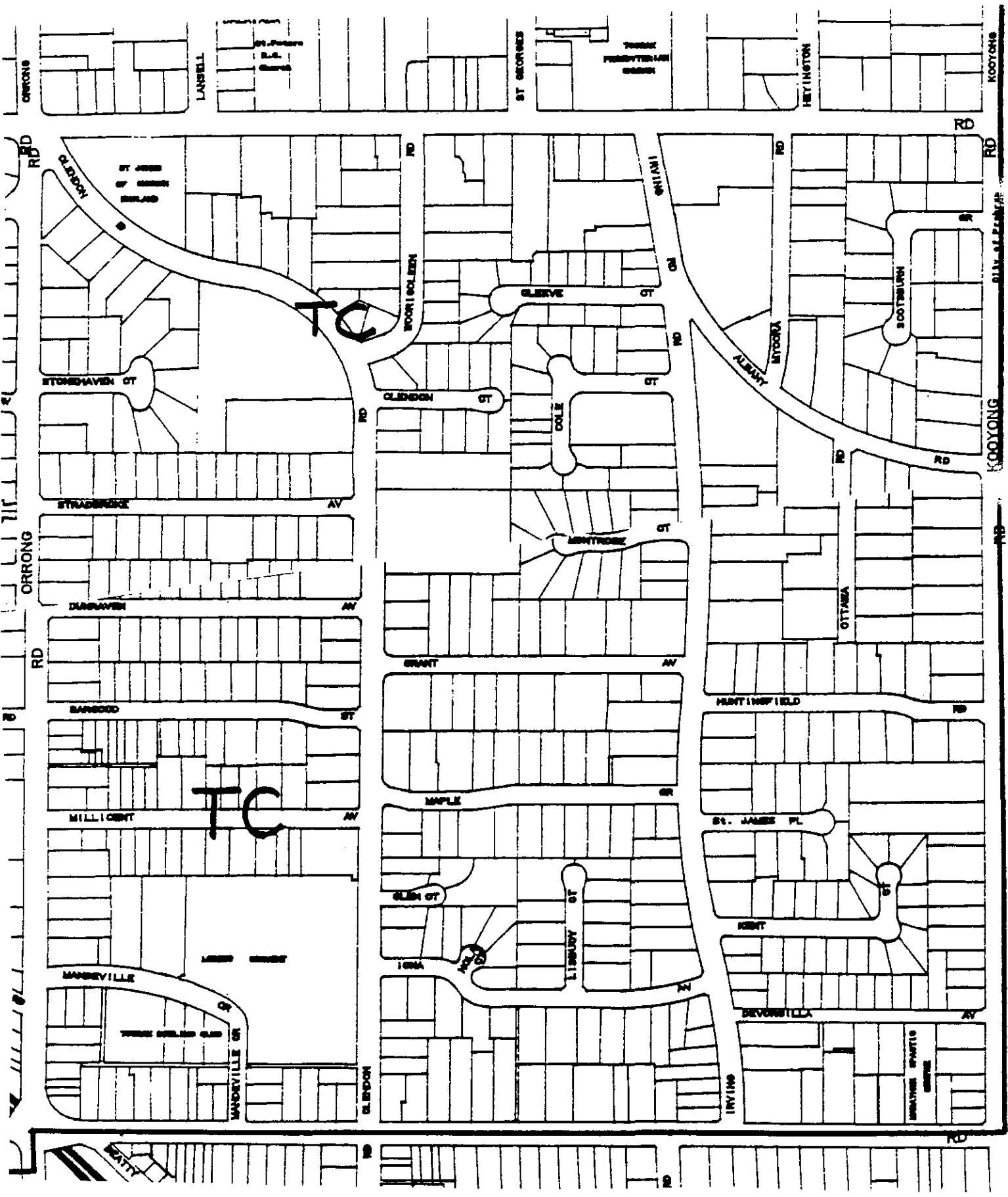
PRECINCT 14 1855 KEARNEY PLAN



PRECINCT 14 1895 MMBW PLAN



PRECINCT 14 1992 URBAN CONSERVATION AREAS



PRECINCT 14 1992 PRAHRAN CHARACTER AREAS

## PRECINCT 15

1855

The precinct was little developed at this stage, although the land is shown as cleared, in contrast to the precinct to the west. No specific development patterns have developed, other than subdivision of some perimeter allotments and the formation of Ashleigh Road.

1895

The majority of the current urban form had developed over the preceding forty five years. The railway, the cricket oval and the majority of the precinct developed with modest houses on small allotments in the south west, continuing the tentative pattern established in the 1850s. The only street missing was Glassford Street, still part of Armadale House. As with much of the rest of Prahran the smaller allotments for workers housing were confined to the nineteenth century, and developments this century were generally of a much greater size.

1895 - 1992

Today, the precinct has retained most of its original character and building stock from the completion of the comprehensive subdivisions and is thus one of the most intact in the municipality. The changes to the Toorak oval, the temporary phenomena of post World War 1 soldiers housing in Victory Square, and the State Rivers and Water Supply Building are the only major changes. The advent of the electric tram and the growth of commercial activity along High Street saw the cluster of shops near the Orrong Hotel expanded and intermittent shops developed at intervals along High Street linking with the group to the west of the railway. The section east of Northcote road was transformed from being totally residential within the next twenty years.

## URBAN CONSERVATION AREAS

### Armadale Area

This land in Armadale was first sold at the Crown land sale on 15 May 1850. Five years later when James Kearney compiled his Map of Melbourne and Suburbs very little development had taken place in the area. A sprinkling of about 15 cottages covered the area, predominantly towards Kooyong Road and a pump was located to the north of Commercial Road (now Malvern Road) near the intersection of the present day Densham Road. Subsequent subdivisions took place and Clendon Road and Densham Road ran along the borders of the original allotments 48, 49 and 50. In 1876 James Munro, a prominent businessman and later infamous Premier of Victoria during the land

boom, erected his residence 'Armada House' in Kooyong Road. It was his Scottish childhood town of Armadale which gave its name to the suburb.

The railway cut through the Armadale area in 1879 when the section from South Yarra to Oakleigh completed the direct link between Melbourne and Gippsland. Typical of the land sales in this area was the Allanvale Estate, auctioned on 11 February 1888, which included Beatty Avenue, Malvern Road, Clendon Road, Rose Street and Clarke Street (presumably now Watson Street). Northcote Road was subdivided parallel to the railway and this imposed a disruption to the normally geometric grid of roads in this area. Other roads such as Royal Crescent later contributed to this character.

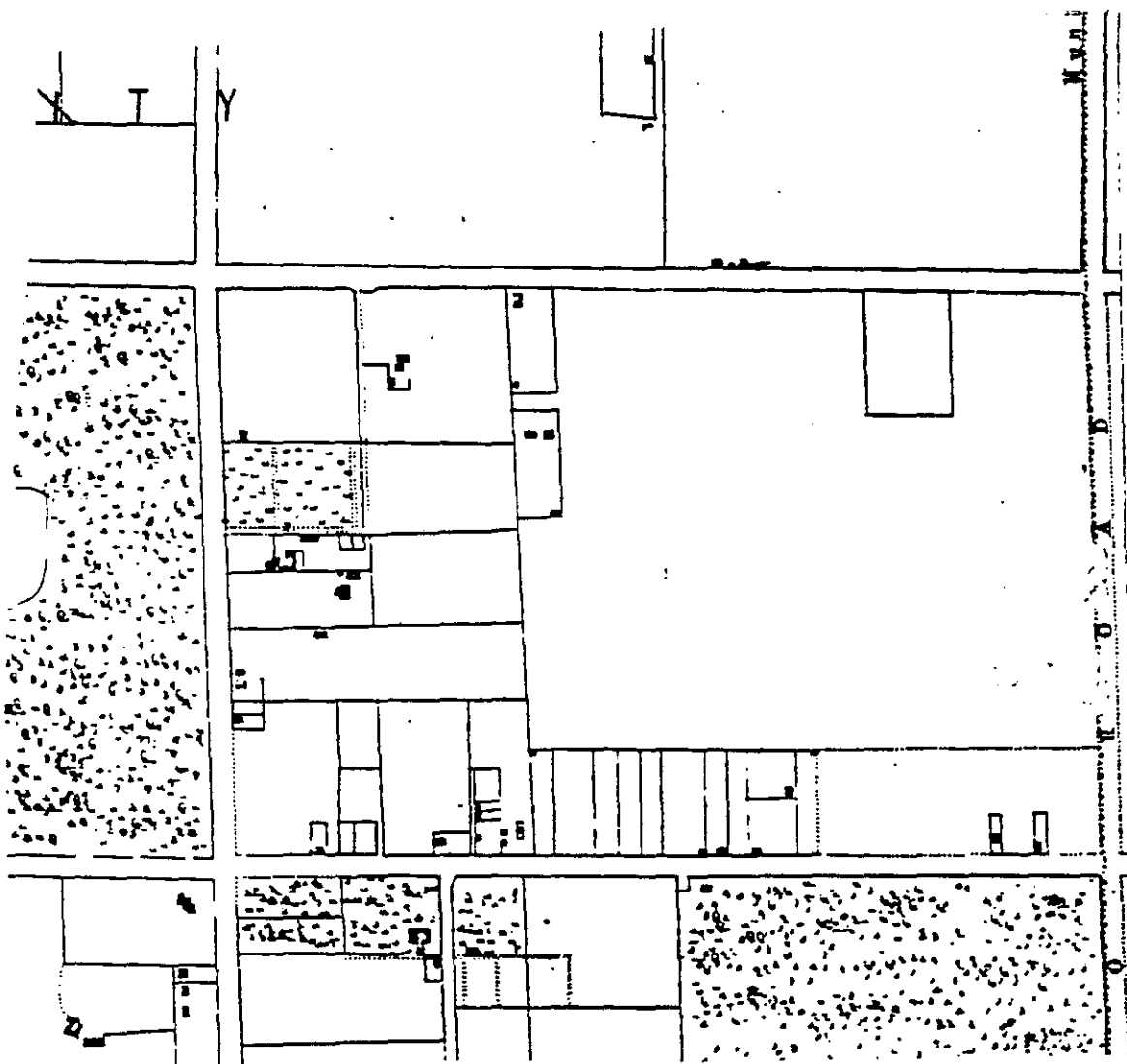
A bowling club, on land donated by James Munro, was established in Northcote Road after the construction of the railway on land donated by James Munro. A primary school was erected in Densham Road in 1886 and with the rapid development of the area additional accommodation was added in 1891 and 1899. The level crossings at both Malvern Road and High Street were an impediment to the construction of the electric tramways. As a consequence of this as well as to allow for the existing double track to be duplicated, the Toorak railway cutting was formed and a new station was erected in 1913. This large railway cutting meant the existing goods yard was unusually located at a different level. The lift for the conveyance of goods from the platform still survives on the south side of the line and this appears to be a unique construction for the Victorian railways. The erection of shops around the railway station consolidated in this 1913-14 period coinciding with the construction of the railway station and today the general high level of intactness of these commercial premises is noteworthy. Subdivision of the land near the station resulted in uniform small allotments and in the period 1860-1910 the area was highly developed with residential building activity.

The area is of a predominant late Victorian and Edwardian character, generally single storey. Several notable buildings in Kooyong Road, Munro Street and Northcote Road form the architectural highlights of this area although the general level of intactness of the remainder of the building stock in this locality makes the whole area bounded by Kooyong Road, Malvern Road and the railway one of great importance in the municipality of Prahran. Other elements of significance are the shops in Beatty Avenue which present an intact streetscape of Edwardian facades, and the railway station.

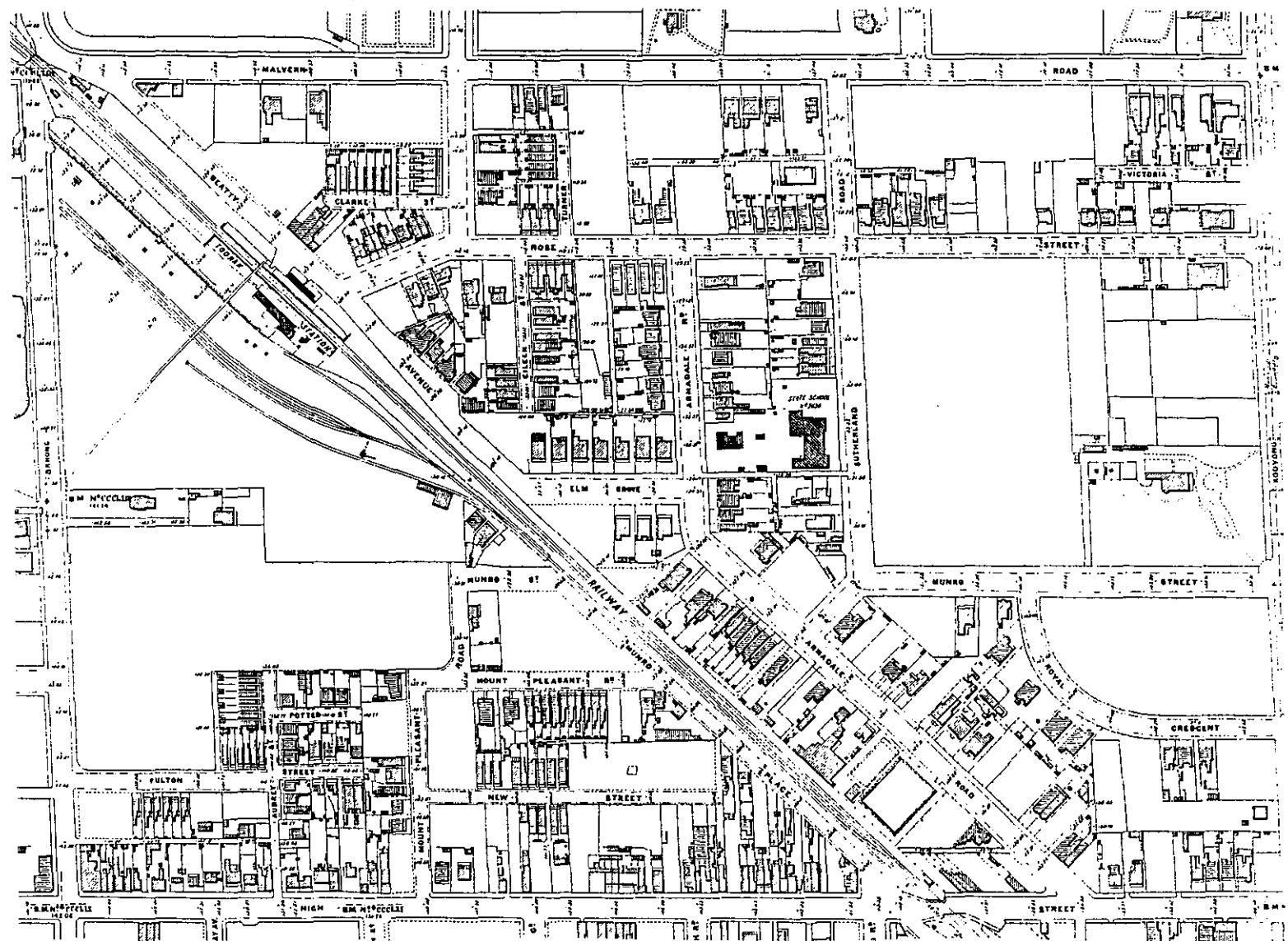
Street planting, intact sections of bluestone kerbs and channels and street furniture such as the early tram shelter at the corner of Malvern Road and Orrong Road all form significant features in this area.

### **PRAHRAN CHARACTER AREAS**

These are confined to the smaller allotments in the triangular area south of the railway; they of a consistent single storey character (predominantly Victorian era with some later houses of Edwardian and inter-war eras) with small allotment sizes.

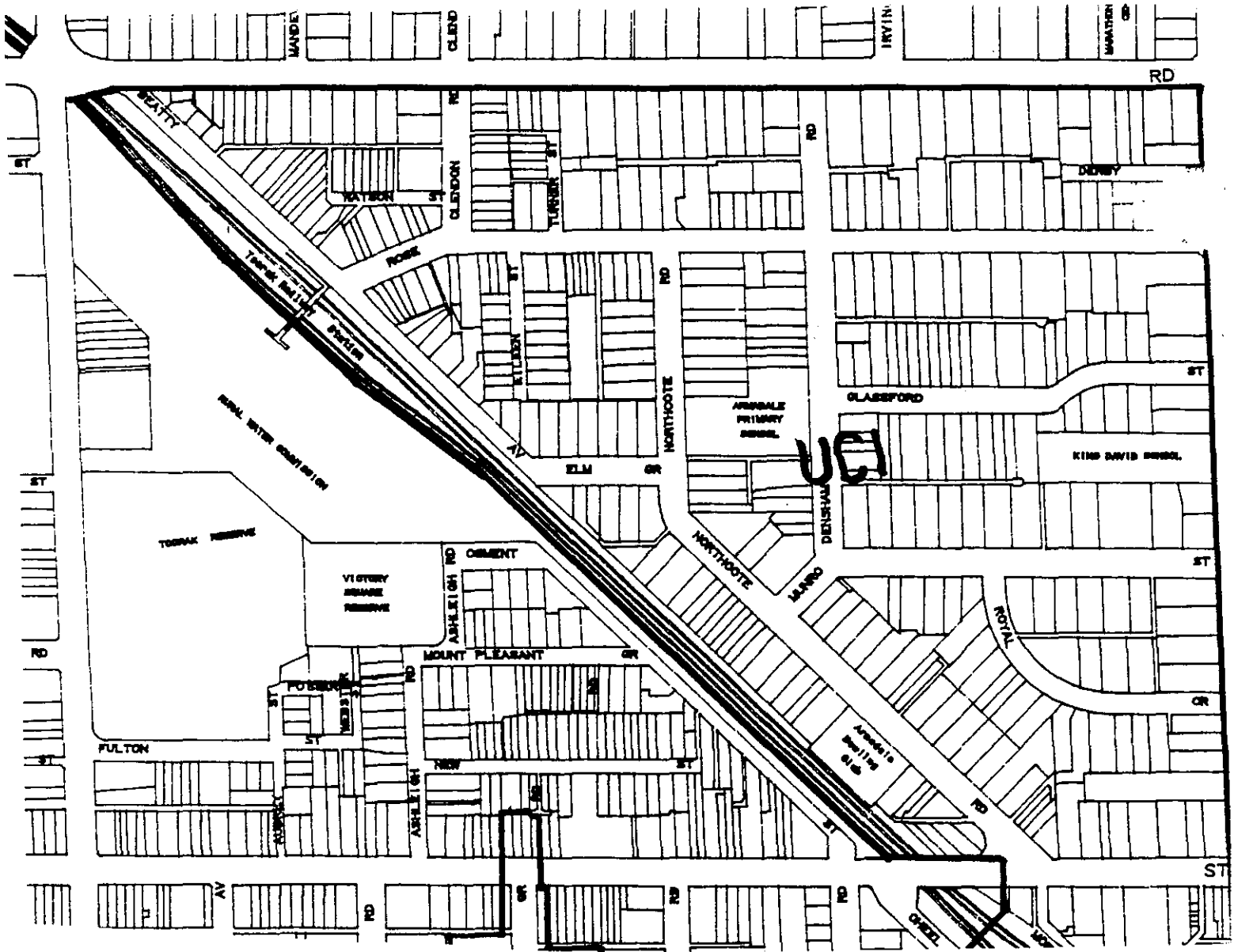


PRECINCT 15 1855 KEARNEY PLAN



PRECINCT 15 1895 MMBW PLAN





PRECINCT 15 1992 URBAN CONSERVATION AREAS

## PRECINCT 16

The four allotments bounded by Dandenong Road, Kooyong Road, High Street and Orrong Road were sold at the Crown Land Sale of 15th May, 1850.

1855

By 1855 some limited development had occurred although one section at the north east remained bush. The western end contained two mansions. 'Namerong' (particularly extant at 50 Hampden Road), and 'Wynnstay' at the north end of Hampden Road). 'Namarong' shown on the site of the present day mansion at 50 Hampden Road, (and may in fact form part of the present residence).

The western end of the precinct continued as a favoured location for mansions. The two earlier mansions remained and were joined by Elgin (extant), Hampden Villa (now Duncraig) and Moorilim (facing Dandenong Road). Redcourt at the corner of Orrong and Dandenong Roads (extant), and Seabrook next door (extant). Avalon in Hampden Road and Barnato also had Orrong Road entrances.

1895

The construction of the railway and Armadale station in the north east section of precinct in 1879 led to a more rapid development in this section of the precinct with the south western section remaining as large mansion allotments.

1895 - 1992

With the construction of an electric tramway along Dandenong Road between Chapel Street and Glenferrie Road, the Councils of Prahran, St. Kilda, Malvern and Caulfield co-operated to transform the broad stock route which became Great Dandenong Road into the tree lined boulevard that exists today. Money for these improvements was shared by the Councils with the Prahran and Malvern Tramway Trust. With the advent of the tram shortly after the First World War residential flats sprang up along the route and today many of the earlier flats add diversity to the precinct contrasting with the larger and earlier residences. Similarly the 1915 electric tramway along High Street rapidly consolidated the development of this road.

The area still reflects this historical development pattern; the later subdivision of the mansion allotments at the west early this century (and distant from the station) ensured the maintenance original housing stock, remnant mansions and housing development of the 1910 - 1940's period. The retentions of so many mansions in such a confined area is unequalled in Prahran. By contrast many of the older houses on large allotments in Denbigh, Sutherland, Armadale and Kooyong Roads have been redeveloped into walk up flats of the 1950's & 60's

era, although several significant precincts have survived (Refer UC1 areas) as well as individual significant buildings.

A description of this area in the World War 1 period is contained in Brian Lewis's *Sunday at Kooyong Road*.

## URBAN CONSERVATION AREAS

### Hampden Road Area

This area contains some of the earliest mansions in the precinct.

Subdivision since the original land sale has left several large allotments in the Hampden Road area and today several notable residences are sited on these allotments. The residence at 50 Hampden Road 'Namerong', has had many alterations although the original form of the house is still evident and many early garden features shown on the 1896 Board of Works plan still remain. Next door at 48 Hampden Road was a large residence 'Toronto' was erected for the Buxton family in 1922. Opposite at 31 Hampden Road stands the most important residence in the area, between 1899 to 1906 by eminent Melbourne architect Walter R. Butler.

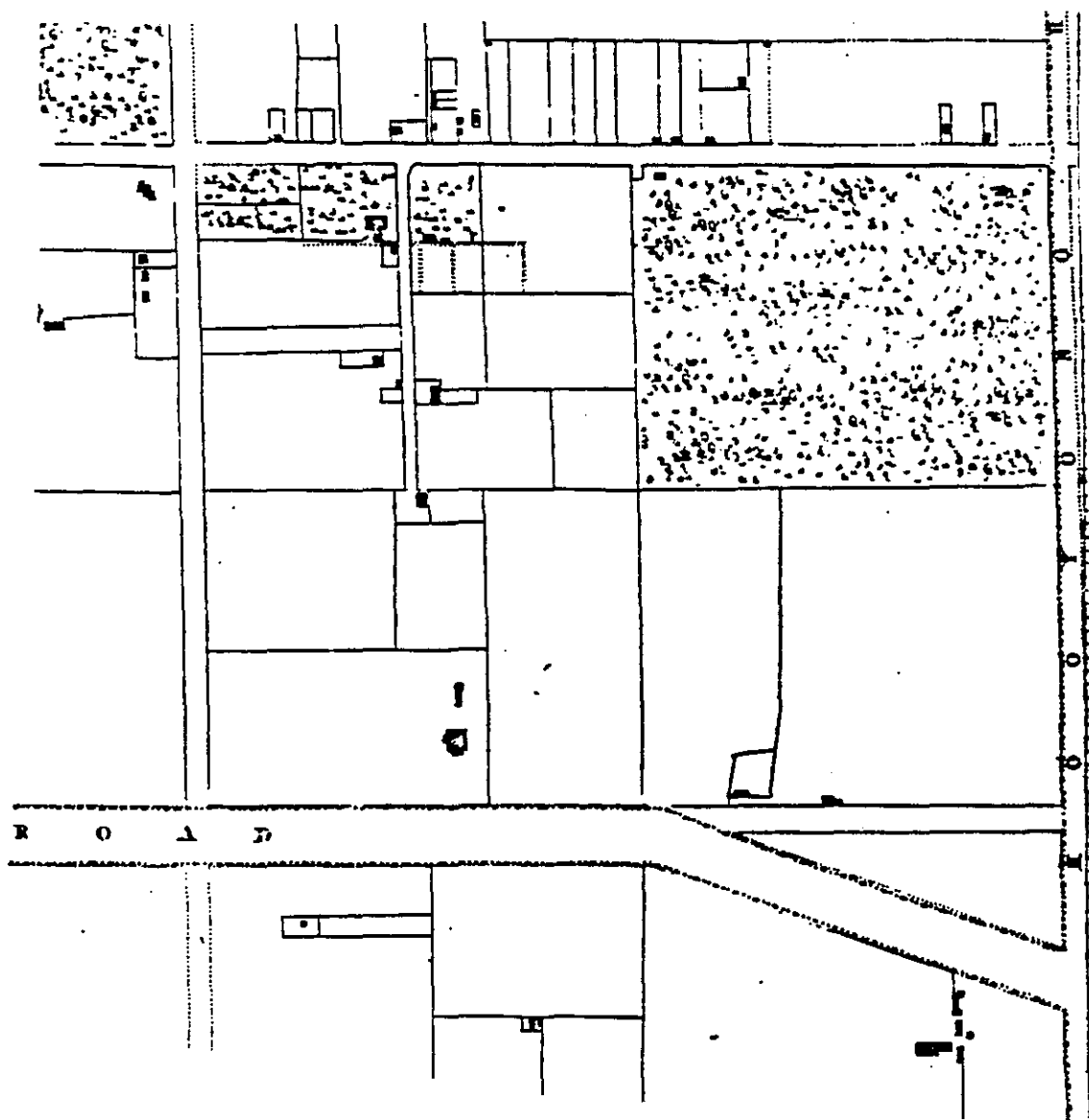
Constructed in 1859 it was substantially remodelled. Butler appears to have further subdivided this property as well as creating the Avalon Road subdivision opposite.

The area is also enhanced by its mature street trees, especially the closely planted avenue along Avalon Street to the north of this area and the mature tree planting of Dandenong Road.

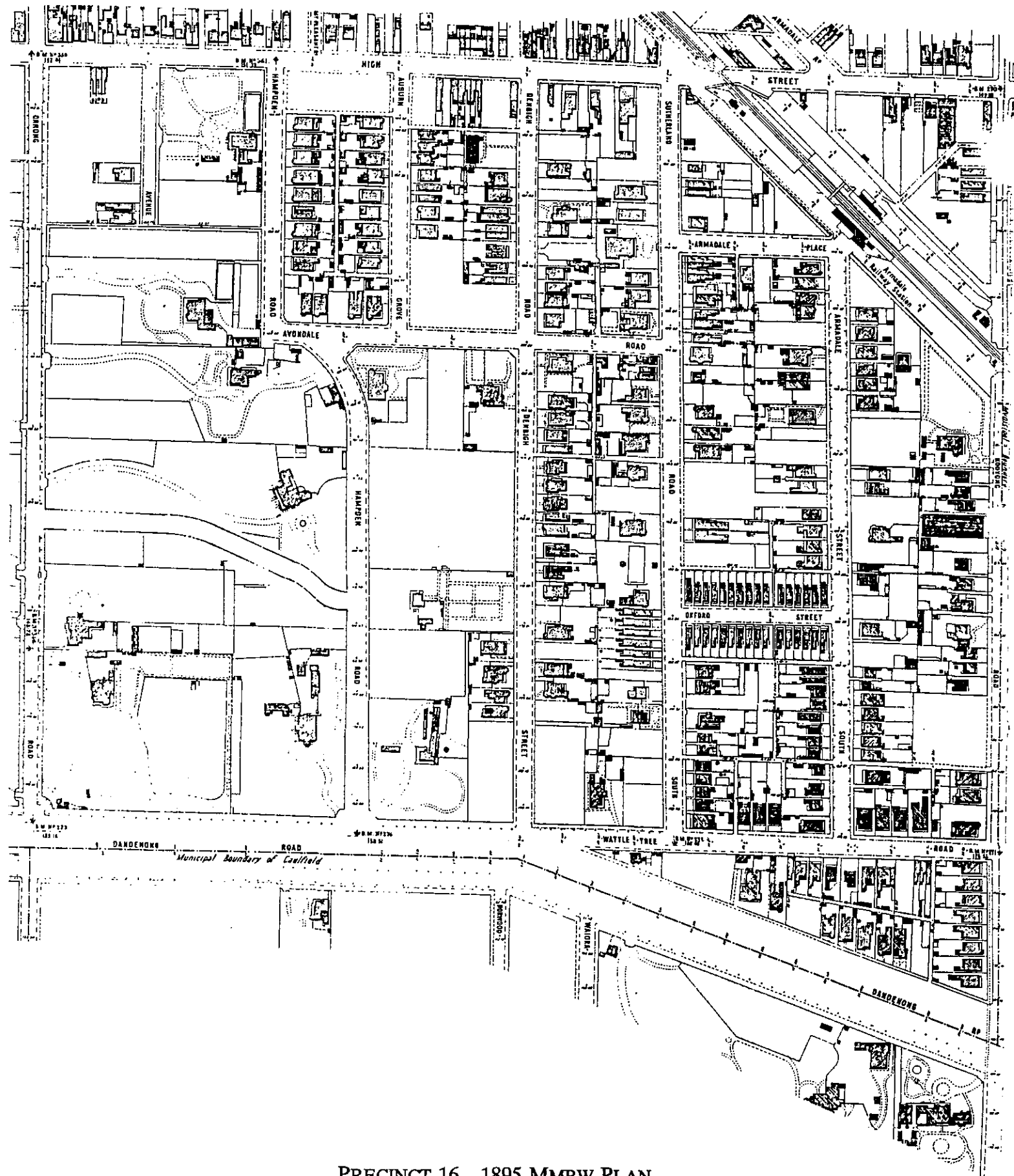
### Cambridge Street Area

Allotment 66 (part of which now forms Cambridge Street) was purchased by James Jackson in the original 1850 land sale. This allotment was resubdivided several times starting with a sale on 15th October 19881 with allotments becoming successively smaller until the tight layout of Cambridge Street was established. The thirty-two allotments were all developed simultaneously by the erection in 1887-88 of identical single storey detached timber cottages. The street, known at this stage as Oxford Street, thus achieved a degree of architectural unity not found elsewhere in the municipality. Oxford Street was renamed Cambridge Street in 1892, presumably to avoid confusion with Oxford Street, South Yarra.

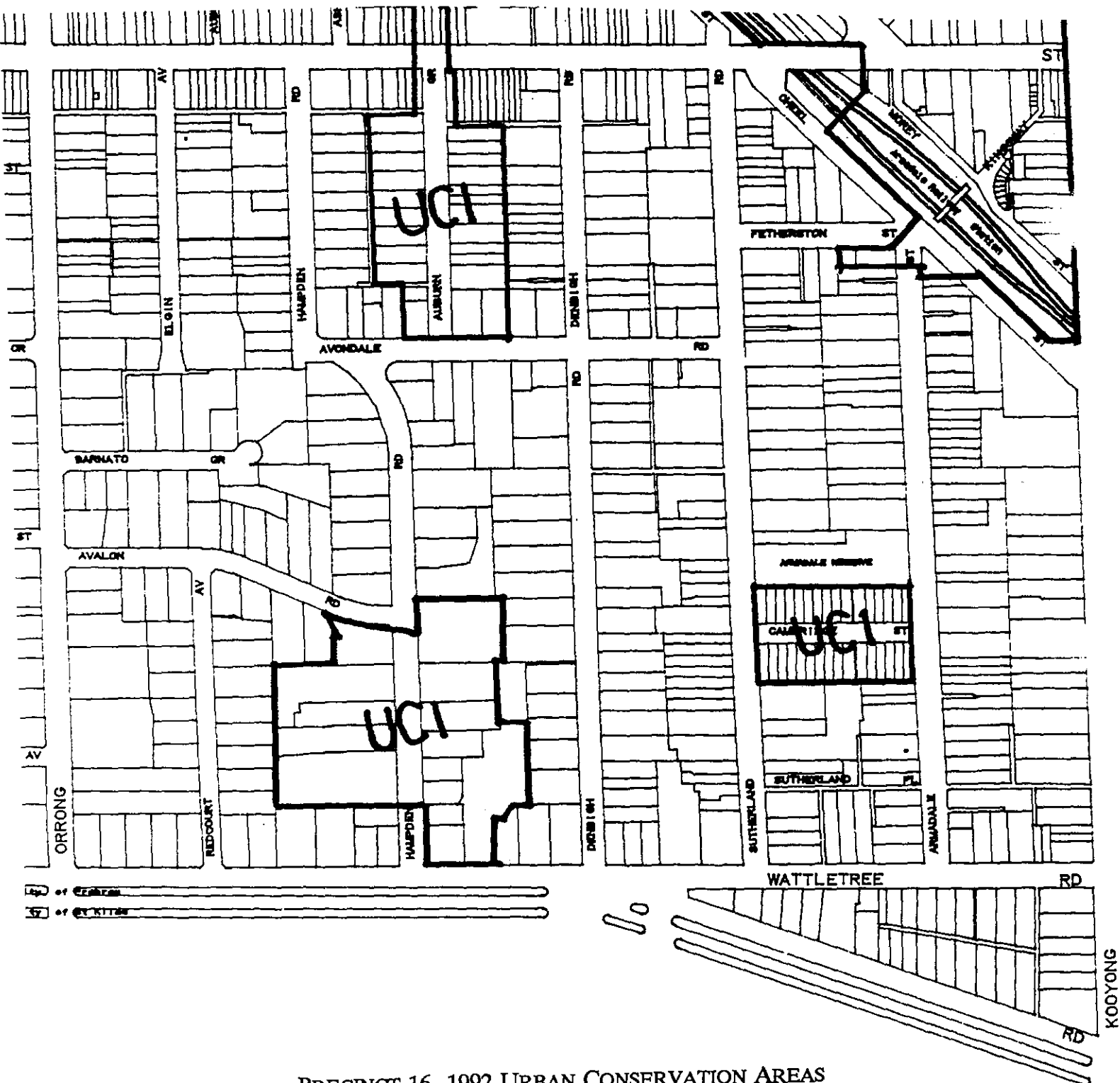
The cottages were all designed with low pitched gable roofs having a strongly expressed gable end, circular louvred vents and uniform detailing. Today the



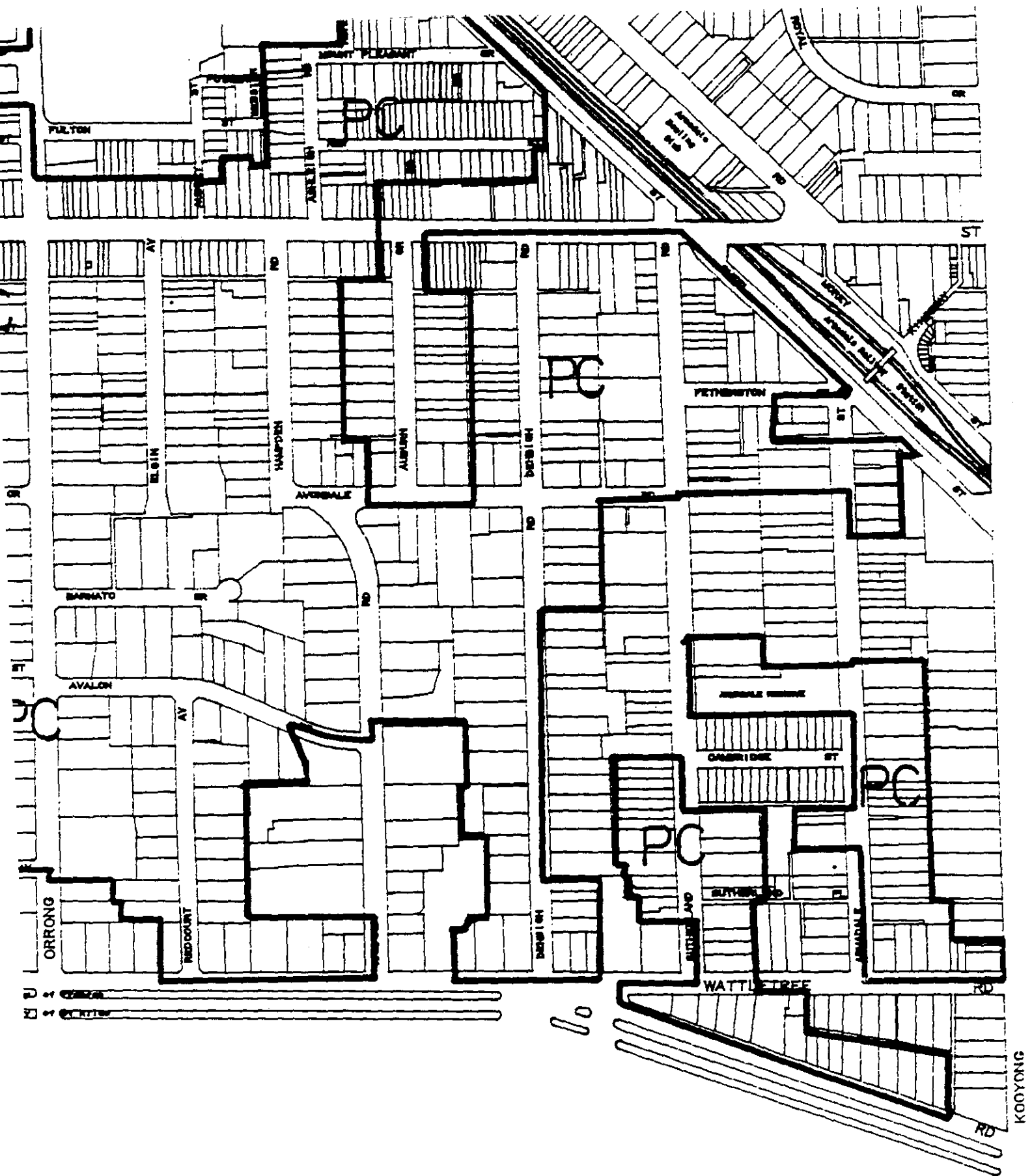
PRECINCT 16 1855 KEARNEY PLAN



PRECINCT 16 1895 MMBW PLAN



PRECINCT 16 1992 URBAN CONSERVATION AREAS



PRECINCT 16 1992 PRAHRAN CHARACTER AREAS

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street is significant for the repetition of such details as the gables, circular vents, chimneys and building forms.

### **Auburn Grove Area**

The land to the east of Precinct 15 was occupied by a sprinkling of small cottages and the Auburn Vale Estate, which included lots in Hampden Road, Auburn Road, Denbigh Road, Sutherland Road and High Street, was auctioned on 15th January 1887. The generous sized allotments resulted in a fairly uniform development of late Victorian free-standing residences combined with a number of later Edwardian houses.

Today, it is this uniformity of development and the general intactness of the area which are of particular significance. The view north to the elaborate two-storey Victorian shop at 817 High Street is especially notable and the vista south is terminated by an intact Edwardian residence at 2 Avondale Road.

### **Armadale Railway Station Area**

The Armadale Railway Station was erected in 1879 when the important link between South Yarra and Oakleigh and thus Gippsland and Melbourne, was completed. Kings Arcade was erected in 1893 and this was one of the early substantial buildings in this area. A new railway station at Armadale was erected in 1904 and this design was later repeated in both the Toorak and Hawksburn railway stations. The well resolved arrangement of a centre island platform with transverse pedestrian access from the two side streets and the ramped entry platforms provided a superb spatial expression and when the line was duplicated in 1914, side buildings and platforms were also erected. At this time the small shop to the north of the railway station was built incorporating certain decorative motifs also found on the station building itself.

Opposite Kings Arcade, in Precinct 15 a Savings Bank was erected and on the corner of Kooyong Road, the Commercial Banking Company of Sydney erected their premises (today used as a chemist shop). Coinciding with the present railway station, a group of curved shops were erected with a superb cast iron, post supported verandah, which today still stands and represents the most intact remnant of this type of construction in the municipality. The design and construction date is matched by the shops to the north of the Hawksburn Station. In Kooyong Road a number of residences were erected in the 1880s - 90s and this development was continued into this century.

Today the significance of this area derives from the architectural importance of the Armadale Railway Station and its link through to Kings Arcade, itself a building of high architectural significance. The residences in Kooyong Road are largely intact and the landscaping behind these houses, in the vicinity of the railway station is a fine example of Edwardian landscaping featuring several distinctive palm trees. The shops adjacent to the railway station form a

notable adjunct to this building, particularly those to the north with their intact post supported verandah and walkway leading to Kings Arcade.

## RESIDENTIAL CHARACTER AREAS

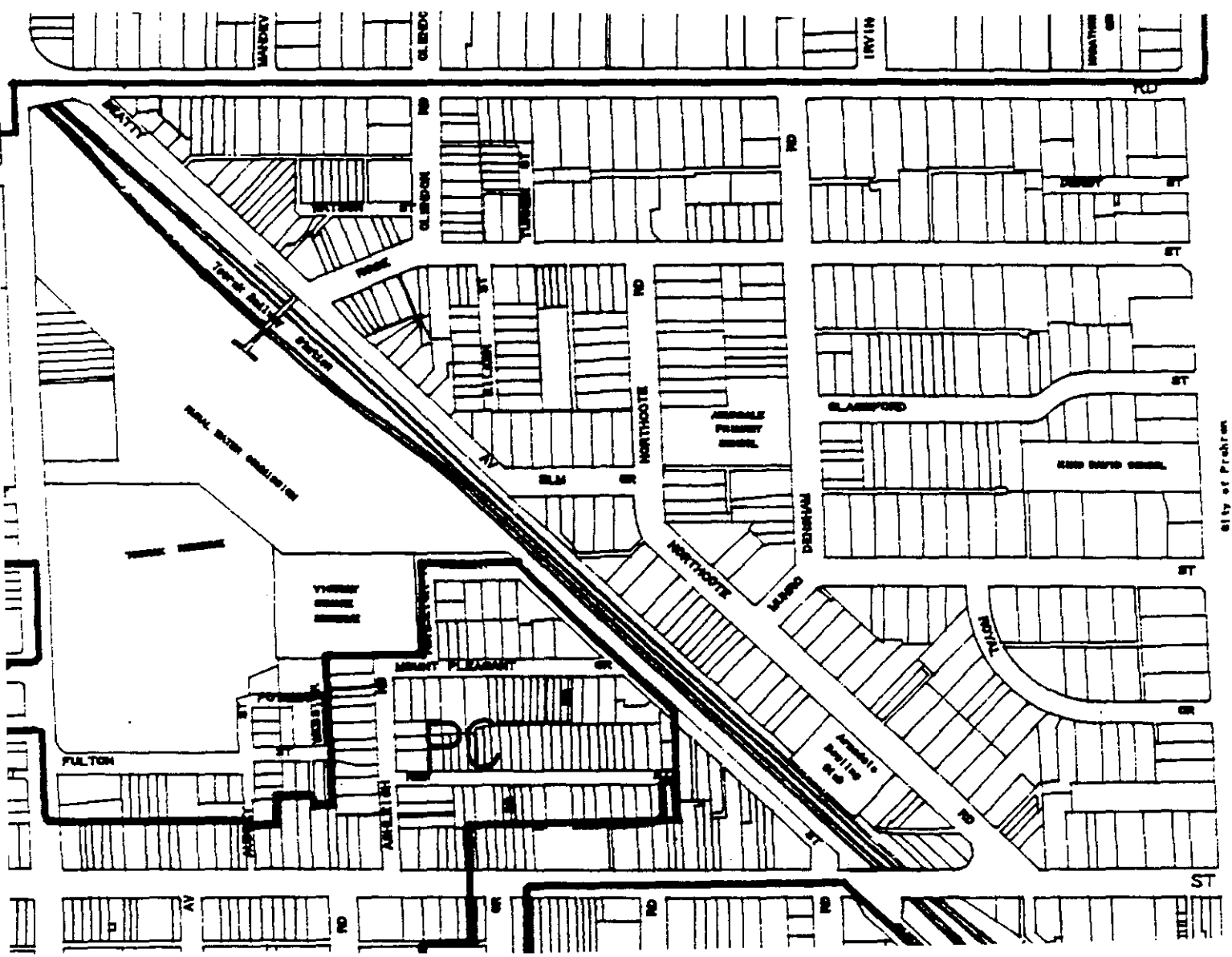
There are several distinct sub precincts:

Orrong, Elgin, Barnato, Avalon, Redcourt, Hampden comprises former mansion allotments outside the Hampden Road UC1 area. This area is notable for remnant mansions and mansion allotments as well as the generally high standard a design of the areas created by the subdivision of these areas. (Note: 'Elgin' auction plan).

Orrong Rd, Redcourt Ave and Avalon Road are of particular interest for 1910-40's housing stock. The mature trees are also of significance for Orrong and Avalon while Avalon is of interest for its sweeping layout possibly created by noted architect Walter Butler who lived at 31 Hampden Road. The closer and consistent development of High Street in the 1920's reflects the introduction of the tram service in 1915.

Denbigh Road, Sutherland Road (north-end) and Avondale Road are important for the remaining substantial 19th Century villas as well as the Presbyterian Church and former Gawiths Bakery.

The precinct around the Cambridge Street area contains a number of significant buildings. Substantial Victorian villas remain in Sutherland Road and Armadale Street and a Federation group in the Wattletree and Dandenong Roads triangle.



City of Prahran

PRECINCT 15 1992 PRAHRAN CHARACTER AREAS