

## GEELONG CITY 'C' CITATIONS

---

**Site Name:** Residence

**Project File No:** 0911

**Address:** 48 Eastern Beach Geelong 3220

**Approx. Date:** 1923

**Integrity:** High

**Significance Level:** C (Local)

---

**Photograph No:** 06.22

**Survey Date:** March 2002

---



### History

This site at 48 Eastern Beach, Geelong, is located on Crown Allotment no. 3, Section 57, of the Geelong Town Plan of 1923. The original owner was W. Burrow.

In 1923, auctioneer, William Maitland Reid, purchased fenced land at this location in Victoria Parade from the Trustees of the Estate of John L. Price. He had this 7 room brick house built at that time and in 1925 it was valued at 180 pounds. William Reid occupied the residence (then numbered 32 Victoria Parade) in the 1930s, until his death in the 1950s. The property was then administered by the Trustees of his Estate, with his widow, Eveline Mary Reid continuing to reside there until her death after 1960, the year in which the address changed to 48 Eastern Beach. Clive Andrew Hill, an agent and his wife, Esme, owned and occupied the residence from c. 1968.

### Description

The house known as 'Rosehaugh' at 48 Eastern Beach, Geelong, is set on a contextually large allotment for the local area. This house has a substantial front setback and narrow side setbacks. The front garden consists of open grassed areas and perimeter plantings. The front is bound by an early unpainted brick and steel truss balustrade fence, with brick

## GEELONG CITY 'C' CITATIONS

---

piers at the ends and four elongated brick piers at the gateway which has an early timber pergola structure above, forming a lychgate. The gate piers have rendered cappings and roundels.

The substantial, symmetrical, predominantly single storey (with attic space), unpainted red brick, interwar Californian Bungalow styled house is characterised by a dominant gable roof form that traverses the site, together with a central attic gable, central flat-roofed verandah and flanking minor gables that project towards the street frontage. Apart from the flat-roofed verandah, these roof forms are clad in terra cotta tiles. The verandah appears to be clad in galvanised decking. Wide overhangs are features of the eaves. Three rendered brick chimneys with terra cotta pots adorn the roofline.

A feature of the design is the central verandah. It is supported by square concrete columns on a solid brick balustrade. There is also early concrete steps at the front behind the projecting solid brick balustrade.

Early boxed timber windows arranged in banks of three with flanking double hung windows are features of the projecting gables. These windows are supported by early small timber brackets and have flat hoods above. The other timber framed windows and front doorway also appear to be early.

The early attic gable has a timber shingled base with timber framed windows that may have been introduced.

Early decorative features of the design include the terra cotta finials and the timber shingling gable infill.

### **Statement of Cultural Significance**

'Rosehaugh' at 48 Eastern Beach, Geelong, has significance as an intact example of a substantial interwar Californian Bungalow. Built in 1923 for William Maitland Reid, auctioneer, the house appears to be in good condition when viewed from the street.

'Rosehaugh' at 48 Eastern Beach is architecturally significant at a LOCAL level. It demonstrates original design qualities dominant gable roof form that traverses the site, together with the central attic gable, central flat-roofed verandah and flanking minor gables that project towards the street frontage. Other intact or appropriate qualities include the symmetrical composition, predominantly single storey height (with attic within the roof space), unpainted red brick wall construction, terra cotta tile roof cladding, wide eaves, three rendered brick chimneys with terra cotta pots, square concrete verandah columns on a solid brick balustrade, concrete verandah steps behind the projecting solid brick balustrade, boxed timber windows arranged in banks of three with flanking double hung windows, small timber window brackets, flat window hoods, other timber framed windows and front timber framed doorway, shingled timber attic base, terra cotta finials and the timber shingling gable infill. The front brick fence and gateway also contribute to the significance of the place.

'Rosehaugh' at 48 Eastern Beach is historically significant at a LOCAL level. It is associated with the development of substantial residences in Geelong during the interwar (1920s-1940s) period. In particular, this house has associations with William Maitland Reid, auctioneer and original owner from 1923. The Reid family owned the property until after 1960.

Overall, 'Rosehaugh' at 48 Eastern Beach is of LOCAL significance.

## GEELONG CITY 'C' CITATIONS

---

### References

Drainage plans and Reports, Barwon Water profits system, 1925, 1949, 1972.  
Voters' Roll, Bellerine Ward 1992, Geelong Historical Records Centre.  
Electoral Roll, Division Corio, Subdivision Geelong, 1984, Geelong Historical Records Centre.  
Sands & McDougall Directory of Geelong 1972, Geelong Historical Records Centre.  
Sands & McDougall "Invicta" Geelong Directory, 1968, Geelong Historical Records Centre.  
Geelong City Council Rate Books (Bellerine Ward), 1920-1960, Geelong Historical Records Centre.  
Geelong Town Plan 1923, Public Records Office, Melbourne.