
Name	House	Reference No	
Address	12 Holroyd Street, Kew	Survey Date	13 December 2005
Building Type	Residence	Grading	C
Date	1941	Previous Grading	B



Extent of Overlay

Refer to Recommendations.

Intactness Good Fair Poor

Heritage Status HV AHC NT BPS Heritage Overlay

History

In 1940, opportunities created by the construction of Yarra Boulevard saw the subdivision of land bounded by Holroyd (previously Conran) Street, Studley Avenue, Yarravale Road and the Belvedere. Advertised as the *Boulevard Estate*, thirty blocks were auctioned on 1 June 1940.¹ Lot 22, the site of this house, was sold to Reginald and Irena Begg, of Toorak. The Beggs did not occupy the house for long; municipal rate records for the 1941-42 rate cycle recorded butcher Victor Smorgon as the owner of the property.²

Victor Smorgon was a member of the well-known Melbourne business and philanthropic family. Other members of the Smorgon family lived near to this location during the 1950s; Victor's brother Eric lived at 89 Studley Park Road from c.1947, and his father Norman lived at 28 Holroyd Street, at that time known as 2 Belvedere Street. Both these houses are also assessed in this Review.

Victor Smorgon resided at 12 Holroyd Street until c.1958, after which date the property was owned Dr. W M Barrett until at least 1974.³ In the late 1950s, Mrs V. Smorgon was listed as the occupier of 22 Holroyd Street.⁴

(G Butler & Associates, Kew B-graded buildings study (draft), 2001, additional research by Lovell Chen, 2005)

Description & Integrity

The house at 12 Holroyd Street, Kew, comprises a double-storey interwar Old English style house of clinker brick construction and asymmetrical planning and massing. Glazed terracotta tiles clad the steeply-pitched gabled roof which is punctuated by corbelled brick chimneys and the brickwork extends up to infill the gable ends with corbelled eaves. A single-storey wing contains a small dormer window and window opening set within the end gable. With a prominent corner siting, the house is

arranged on an L-shaped plan to address both frontages and an undercroft parking area adjacent to the main entrance is located beneath the apsidal wing. Recent alterations have included the demolition of a smaller garage wing which projected towards the road from the single-storey wing. The main entrance is obscured by a wrought iron screen door; however other door openings on the north elevation (possibly non-original or altered) contain glazed multi-paned timber-framed doors. Fenestration is irregularly placed, yet original windows generally contain timber-framed casement sashes with diaper leadlight glazing. An exception is a small canted bay window adjacent to the main entrance which contains multi-paned timber-framed double-hung sashes and appears possibly to be non-original.

The fence along the Holroyd Street frontage and part of the Studley Avenue frontage is a low ti-tree fence with wrought iron gates, whereas the remaining boundary has been recently re-fenced with timber palings. Variations in the brickwork and council records suggest other alterations have been carried out, however the extent and nature of these remains largely unclear. As recorded, these changes include a verandah (1945), brick additions (1947), a timber fence (1964), a television mast (1978) a swimming pool (1983) and a verandah (1989).⁵

As noted above, more recently, the clinker brick garage visible in the Kew Conservation Study 1988 photograph has been removed from the south side of the single-storey wing, with the end wall reconstructed and a pair of timber-framed casement sash windows installed, and a new garage has been constructed in the north-east corner of the property.

Historical Context

Residential development of land adjoining the Yarra river bank was spurred by the construction of the Yarra Boulevard during the 1930s. The 1940s saw the subdivision of land bounded by Holroyd (previously Conran) Street, Studley Avenue, Yarravale Road and the Belvedere. Advertised as the *Boulevard Estate*, thirty blocks were auctioned on 1 June 1940.⁶

Comparative Analysis

With a substantial number of interwar Old English houses located throughout the municipality, a number can be compared with 12 Holroyd Street, Kew. In a broad sense, it can be compared with other B-graded examples examined in this review, including *Chesterton* at 19 Fellows Street, Kew, 19 Howard Street, Kew, 12 Tara Avenue, Kew, and 102 Mont Albert Road, Canterbury. In this context, it stands as a relatively late example, which is compositionally and in terms of its scale and general approach perhaps most like the Tara Avenue example. It is, however, of a lower level of integrity than the other examples, compromised as it is by the removal of the matching garage and other alterations. Moreover, the building is a relatively plain example of the interwar Old English, being devoid of the stylistic devices commonly applied in this style, such as half-timbering, roughcast render or patterned brickwork.

Assessment Against Criteria

Amended Heritage Victoria Criteria

CRITERION D: The importance of a place or object in exhibiting the principal characteristics or the representative nature of a place or object as a part of a class or type of places or objects.

12 Holroyd Avenue, Kew, is a representative, albeit relatively late example of a substantial Old English interwar house design in the Kew area, broadly intact but with some relatively minor alterations.

Statement of Significance

12 Holroyd Avenue, Kew, is of local historical and architectural significance as a representative, albeit relatively late example of a substantial Old English interwar house design in the Kew area, broadly intact but with some relatively minor alterations.

Grading Review

Downgrade to C. The house is not an outstanding example of its type and has suffered a number of alterations which have detracted from its presentation.

Recommendations

Not recommended for inclusion in the Schedule to the Heritage Overlay of the Boroondara Planning Scheme.

Identified By

Pru Sanderson Design Pty Ltd, *Kew Urban Conservation Study*, 1988

References

General: G Butler, *Camberwell Conservation Study*, 1991, Pru Sanderson Design Pty Ltd, *Kew Urban Conservation Study*, 1988, G Butler & Associates, *Kew B-graded places study (draft)*, 2001.

Specific:

¹ Pru Sanderson Design Pty Ltd, *Kew Urban Conservation Study*, 1988, vol. 2, p. 4/20, fig. 27.

² City of Kew Rate Books, 1941-42, #6634, nav E126.

³ *Sands & McDougall Directory of Victoria*, various years between 1955 and 1974.

⁴ *Sands & McDougall Directory of Victoria*, 1958.

⁵ City of Kew Building Index, #237, dated 2 February 1945; #158, dated 15 June 1947; #393, dated 9 November 1964; #2536, dated 15 September 1978; #828, dated 15 December 1983; and #4290, dated 29 March 1989.

⁶ Pru Sanderson Design Pty Ltd, *Kew Urban Conservation Study*, 1988, vol. 2, p. 4/20, fig. 27.