

Name	House	Reference No	
Address	28 Holroyd Street, Kew	Survey Date	13 December 2005
Building Type	Residence	Grading	B
Date	1943-4	Previous Grading	B



#### Extent of Overlay

To title boundaries.

Intactness ☒ Good ☐ Fair ☐ Poor

Heritage Status ☐ HV ☐ AHC ☐ NT ☒ Rec. BPS Heritage Overlay

#### History

28 Holroyd Street was constructed on Lot 7 of the *Boulevard Estate*. Initially known as 2 The Belvedere, the subject house was constructed for Norman Smorgon in c. 1942.<sup>1</sup> Norman Smorgon was patriarch of the well-known Melbourne business and philanthropic family. His two sons lived near to this location during the 1950s; his son Victor lived at 12 Holroyd Street, and his other son Eric lived at 89 Studley Park Road from c. 1947. Both these houses are also assessed in this Review.

In c. 1957, the property was acquired by Norman Jacobson, and around this time the address changed to 28 Holroyd Street.<sup>2</sup> The house addressed its prominent corner allotment and also had a side entrance, apparent today, from Holroyd Street. Norman Jacobson resided at this address until at least 1974.<sup>3</sup>

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

#### Description & Integrity

The house at 28 Holroyd Street, Kew, is a single-storey triple-fronted brick house in the interwar Streamline Moderne style on a prominent corner siting. A parapet conceals a conventional hipped roof form which is finished with glazed terracotta tiles and punctuated by brick chimneys.

The stepped composition of the principal west façade, facing The Belvedere, is highlighted by curved corners, with the central bay containing a recessed entrance porch finished with terrazzo (in poor condition) and bounded by a low dwarf wall. The concrete roof slab to the porch is supported by fluted Ionic columns.

The majority of the main facade has textured cream bricks in stretcher bond, but with headers to the curved sections. There are salmon-coloured bricks to the central band which correspond to the width of the metal-framed windows and to the window sills. The base consists of regular-sized manganese

bricks but also with single courses of manganese tapestry brick to the parapet and chimneys and below the window sills and within the central salmon-coloured brick band.<sup>4</sup>

The main entrance is via the porch and a pair of timber-framed glazed doors which retain original wrought iron screen doors and flanking sections of glass blocks. A side entrance, accessed from Holroyd Street, contains a similarly detailed door set within a bowed section of wall which is flanked by corbelled manganese brick reveals. Windows are arranged singularly and in bays and comprise steel-framed picture windows flanked by casement sashes, and include curved windows at the corners.

There is a garage at the east end of the building which is continuous with the house.<sup>5</sup>

The house is complimented by a matching original low brick fence along both frontages which retains wrought iron pedestrian gates.

Alterations were approved in 1965,<sup>6</sup> however their extent is not clear and, with the exception of the removal of sunblinds, the overpainting of one chimney and a handrail at the side entrance, the house appears otherwise intact externally to its date of construction.

### 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.<sup>7</sup>

### Comparative Analysis

In its Moderne combination of horizontality, patterned face brick, parapet walls, curved façade bays, and steel-framed windows, the house at 28 Holroyd Street, Kew, can be compared with a number of other graded examples throughout the municipality. In Kew, the design is predated by a two-storey variant at 89 Studley Park Road (1938-39, q.v., B-graded), albeit a larger example but with similar detailing and streamlined composition. Further afield, comparable and equitable examples include 1 Montana Street and 2 Beatrice Street, Glen Iris (both 1941 and B-graded, q.v), though these both have flat roofs behind their parapets rather than a hipped tile roof as here. 6 Bulleen Road, (1951, A-graded) and 1 Kalonga Road (1948-55, A-graded), both in Balwyn North, are similarly exuberant, though addressing their sites with diagonally angled butterfly plans rather than a triple step, as here. 177 Glen Iris Road, Glen Iris (1935, B-graded), and 24 Finsbury Way, Camberwell (1938, C-graded)<sup>8</sup> are linked with No. 28 Holroyd Street, Kew, by having similar corner sites, though Finsbury Way is perhaps closer in plan concept: though two-storied, it has a similar stepped turning and address of its corner. No. 28 Holroyd Street, Kew, is distinguished by a relatively high level of integrity, and this is something shared by most of these houses, probably because thoroughgoing Moderne undertakings of this type were accompanied by a totalising approach to detail and ancillary components: fences, gate details, lamps, wrought iron balustrading and landscaping. Here the integrity is enhanced by the survival of the original fence and gates, and details such as coach lamps and terrazzo porches. The Ionic columns were not unusual in combination with the streamlined Moderne, which often accompanied by traditionalising elements in column treatments, as here, traditional lamp fittings, as here, plush curtains and sculpted course lines or friezes. Striking houses of this type also prompted the introduction of Moderne detailing into more conventional hipped roofed houses, as seen in the so called waterfall houses that appeared around Australia in the early 1950s.<sup>9</sup>

### 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.*

28 Holroyd Street, Kew, is a representative and externally intact example of the brick parapetted and conspicuously Moderne houses appearing in Boroondara after c. 1937. It is complimented by a matching original low brick fence along both frontages which retains wrought iron pedestrian gates.

**CRITERION E:** *The importance of the place or object in exhibiting good design or aesthetic characteristics and/or in exhibiting a richness, diversity or unusual integration of features.*

The house is distinguished by a handsome façade which incorporates richly detailed brickwork and is characterised by a strong horizontality, and which is of interest in contrasting modern steel-framed windows with more traditionalising elements such as the Ionic columns.

#### Statement of Significance

28 Holroyd Street, Kew is of local historical and architectural significance as a representative and externally intact example of the brick parapetted and conspicuously Moderne houses appearing in Boroondara after c. 1937. The house is distinguished by a handsome façade which incorporates richly detailed brickwork and is characterised by a strong horizontality, and which is of interest in contrasting modern steel-framed windows with more traditionalising elements such as the Ionic columns. The house is complimented by a matching original low brick fence along both frontages which retains wrought iron pedestrian gates.

#### Grading Review

Unchanged.

#### Recommendations

Recommended for inclusion in the Schedule to the Heritage Overlay of the Boroondara Planning Scheme.

Should the site be included in a HO precinct as part of a future Amendment process, the site-specific Heritage Overlay could be removed from 28 Holroyd Street (Panel for Amendment C64).

#### Identified By

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

#### References

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

*Specific:*

1 The first listing for Belvedere Street is in the 1942 edition of the *Sands & McDougall Directory of Victoria*. 2 Belvedere Street is the only residence on the east side of the street.

2 Based on listings in the *Sands & McDougall Directory of Victoria*, various years between 1945 and 1960.

3 *Sands & McDougall Directory of Victoria*, 1974.

<sup>4</sup> Addition detail relating to the brickwork and the type of columns to the entrance porch is taken from the peer review by RBA Architects and Conservation Consultants, October 2008.

<sup>5</sup> Information about the garage is taken from the peer review by RBA Architects and Conservation Consultants, October 2008.

6 City of Kew Building Index, #49, dated 31 March 1965.

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

8 These are discussed in Butler, *City of Camberwell Conservation Study* 1991, pp. 46-7 (6 Bulleen Road), 128-9 (177 Glen Iris Road), 144-5 (1 Kalonga Road) pp. 124-5 (Finsbury Way). For 1 Montana Street (q.v.) see pp. 204-5; for 2 Beatrice Street (q.v.) see pp. 27-8.

9 Illustrated by Peter Cuffley in *Australian Houses of the 40s and 50s*, Five Mile Press, Melbourne, 1993, pp. 6, 10 esp.