

## PLACE IDENTIFICATION FORM

## ADDRESS

655-659 Burwood Road

## TYPE

- ☐ Single Residence      ☐ Multiple Unit Res.  
☒ Shop      ☐ Outbuildings  
☐ Office      ☐ Industrial Building  
☐ Landscape feature      ☐ Public building  
☐ View      ☐ Other

## TITLE

"Chalmers Ironmonger"

## EXISTING DESIGNATION

HBR ☐ GBR ☐ AHC ☐ NT ☐ VAS ☐

## STREETSCAPE LEVEL

1 ☐ 2 ☒ 3 ☐  
 SIGNIFICANT ☐ SIGNIFICANT ☐  
 STREET TREES      KERB & GUTTERS

## GRADING

A ☐ B ☒ C ☐ D ☐ E ☐  
 KEYNOTE BUILDING ☐

## RECOMMENDED FOR

HBR/GBR ☐ AHC ☒ URBAN CONSERVATION AREA ☒  
 VAS ☐ PLANNING SCHEME PROTECTION ☒  
 CULTURAL LANDSCAPE ☐ OTHER ☐

SURVEY DATE June 91.

NEG FILE 44.04-6.

Title  
Vol.  
Fol.

## THEME

- ☐ Early Settlement  
☐ Mansions  
☐ Victorian Garden Suburb  
☐ Municipal dev.  
☐ 1870s growth  
☐ Garden villas  
☐ Working enclaves  
☒ Commercial Centres  
☐ Edwardian Prosperity  
☐ Interwar Housing  
☐ Flats and Offices

## CONSTRUCTION DETAILS

Date 1888, 1906

Architect

Builder

Elements



- ☐ Contributing garden      ☐ Original or early hard landscape layout  
☐ Landmark tree      ☐ Original or early fence

## NOTABLE FEATURES/SIGNIFICANCE

See attached

INTEGRITY    Good ☒  
                  Fair ☐  
                  Poor ☐

CONDITION    Good ☒  
                  Fair ☐  
                  Poor ☐

## CROSS REFERENCED INFORMATION

Associated significant garden ☐

## 655-659 BURWOOD ROAD

### History

Insufficient research has been undertaken for this site in the Butler, Upper Hawthorn, 1983 Study. Further research on the occupancy by Chalmers is recommended.

### Description and Assessment

Chalmers Ironmonger has been associated with this site for most of the twentieth century. Compatible shopfronts, probably from the early 1920s join three buildings together, and an awning, probably of later date reinforces their amalgamation.

The two Victorian period shop/residences are of standard form for the period, and many similar examples survive in Hawthorn and elsewhere. The purpose built ironmongers building at 655 is more unusual. Its wide frontage, top lighting above the awning and open plan interior all indicate a new approach to retailing as a showroom cum department space, rather than the counter form of the Victorian period. The external architectural expression is similar to contemporary use specific buildings at 592 (grain merchant of 1906) and 544 Burwood Road (Lion Rubber works - former coach builder).

The shopfront for the whole complex is an exceptionally intact example of its type, complete with early signs on mirrors and leaded top lights (painted). The ingo to 635 is particularly unusual. Those to 657 and 659 are more standard.

Internally, the complex retains much of its probably 1906 detailing with side counters and fittings. It illustrates pre self-service hardware shops, now rare, and industrial changes which caused the transfer from ironmongers as a trade and service to the modern hardware store of today.

### Significance

### Metropolitan

1. Historically significant as, one of the oldest hardware retail facilities in Melbourne and a link with the mixed use activities of nineteenth and early twentieth century Hawthorn, particularly in Burwood Road.
2. Architecturally significant for the unusual and remarkably intact shopfronts, and the early commercial interior.
3. Illustrative of the industrial changes which led to the development of hardware stores from ironmongers.





655- 659 Burwood Road