

**PLACE IDENTIFICATION FORM**

ADDRESS

11A Elmie Street

TYPE

- Single Residence (now flats)  Multiple Unit Res.
- Shop  Outbuildings
- Office  Industrial Building
- Landscape feature  Public building
- View  Other

TITLE

"Hartland"

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 05.15.

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 1898.

Architect

Builder

Elements

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

NOTABLE FEATURES/SIGNIFICANCE

See attached

INTEGRITY Good  CONDITION Good   
 Fair  Fair   
 Poor  Poor

CROSS REFERENCED INFORMATION

Associated significant garden

## 11A ELMIE STREET

### HARTLAND

Previously known as "Hartland" at 13 Elmie Street,<sup>1</sup> this substantial two-storeyed mansion was constructed between 1896 for Frank Catford, printer and journalist. It was rated first in 1896 when it was described as a brick house of nine rooms in Elmie Street, NAV 50 pounds.<sup>2</sup> Catford's house stands next to "Kilcreggan", the 1889 residence of Walter Whitehead, (founder of a family printing business) at 9 Elmie Street.<sup>3</sup> "Hartland" was built as an investment and by 1897, when it was described as "unfinished", was occupied by Sydney Cook, manufacturer.<sup>4</sup> Cook was there still in 1898-99 when Catford's building was identified as "Hartland" at 13 Elmie Street, a nine roomed brick house, NAV 76 pounds.<sup>5</sup> At the turn of the century, when Cook was the occupier still, an MMBW drainage plan showed the property in a garden setting with an asphalt path to Elmie Street.<sup>6</sup>

Catford's own Hawthorn residence was at 12 Goodall Street, another substantial two-storeyed brick mansion, constructed between 1889 and 1892.<sup>7</sup> Earlier, in the late 1870s and early 1880s, Catford lived in one of the John Cam's timber houses in Oxley Road.<sup>8</sup> By the turn of the century, Catford was listed at Pall Mall, Bendigo.

"Hartland" is located in an area in Hawthorn distinguished by the number of remaining notable 19th century residences, which include "Kilcreggan" at 9 Elmie Street, the 1850s "Auburn House" at 4 Goodall Street, and Nos. 12 and 14 Goodall Street. According to Peter Whitehead, a descendant of the first owner of "Kilcreggan", both the Elmie Street residences have importance for their long associations with printing and publishing in Victoria. Neville Smith, a well-known Melbourne journalist, had associations with "Hartland" in recent times.

### Significance

1. Historically significant with Kilcreggan as an 1890s example of the large villas and small mansion houses in garden settings constructed during the 1880s boom years and later for wealthy local residents as their own homes or for investment in middle-class, suburban Hawthorn.

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1. Later owners, believing 13 to be an unlucky number, renumbered the house 11A Elmie Street.

2. Hawthorn RB 1896-97 No. 3602.

3. Ibid. 1889-90 No. 5426.

4. Ibid. 1897-98. No. 3602.

5. Ibid. 1898-99 No. 3606.

6. M.M.B.W. drainage plan, Hawthorn No. 1504 (1901).

7. Hawthorn RB1889-90 No. 5429; *ibid.* 1891-92 No. 1649.

8. *Ibid.* 1878-79 No. 487; *Ibid.* 1881-82 No. 853.

11A Elmie Street continued

Associated with printing and publishing in Victoria through their first owners, Frank Catford and Walter Whitehead.

2. An intact mansion house, still divided into flats and representing the changed social status of Hawthorn for three decades after the World War 2.
3. A local landmark.

