

## Identification and location

**Name of place:** J.H. Hooper house

**Other Name** Trenague, Hoadley house

**Address** 010 Geelong Road  
Footscray

**Place Identifier** 36

**Heritage Significance** City

**Creation date(s)** 1901 **Map (Melway)** 42 C3

**Boundary description** The title land and buildings with emphasis on fabric from or near the construction date and Hooper occupation.

**Local Government Area** City of Maribyrnong

**Ownership Type** Unknown

## Description

**Site Type:** House, urban

### Physical Description

This is a large double-fronted brick Italianate suburban villa with a return convex-roof verandah and asymmetrical bayed plan. The roof is clad with patterned slate and the verandah construction is now simple timber posts and beams but is likely to have once been cast-iron. Other details include the deep and closely spaced eaves brackets, verandah dentil course, arched window architraves to the projecting bay, a niche, encaustic verandah tiles and bracketed chimney cornices.

### Condition

good (partially disturbed, well preserved)

### Integrity

Substantially intact/some intrusions. The verandah has been rebuilt, the bricks painted, the fence replaced and openings altered. The large concrete paved areas in front and to the side of the house are intrusive. An unrelated structure has been erected south of the house.

### Context

One of a series of large houses symbolizing the residential elite of Footscray in the late 19th and early 20th Centuries, prior to the mounting blight to the amenity of Geelong Road caused by motor traffic.

### Threats:

Increasing development pressure from educational institution, unrelated external changes.

## History

### Historical background

In the nineteenth century and the first half of the twentieth century, many of Footscray's industrial and retail employers or managers lived within the community, often building quite substantial villas for their families. In the early years, these houses tended to be placed relatively near to work sites, thus the location of some old substantial houses near the river at Footscray and Yarraville. Later a trend developed of erecting such homes on major roads, such as Somerville Road, Geelong Road and Ballarat Road, especially at the eastern end of the latter two.

Despite the frantic subdivision of land in the late nineteenth century, most of the residential development of the City of Maribyrnong has occurred in the twentieth century. In the first two decades of the century housing spread out through Seddon, between Geelong Road and Somerville Road and at West Footscray { Barnard, 2000}.

### Specific History

Prominent Footscray draper, J.H. Hooper, commissioned architect T.F.M. Smith to design this conservatively designed house prior to calling tenders in 1901. Hooper resided there into the 1930s, giving way to a long occupation by Charles Archibald Hoadley (1940s) and John Morgan (1930s). John Mitchell and K. W. Drever were later residents { Butler, 1989}.

Among the prosperous and famous individuals residing there, Charles Hoadley was at once an Antarctic explorer (geologist on Mawson's first Australian expedition 1911-13) and the first principal of Footscray Technical School (later College, later Institute), in 1916, and remained so until his death in 1947. During his time as principal, the school enrolment grew from 150 to 4000 when Footscray was the largest government diploma school. Hoadley was awarded the order Commander of the British Empire in 1936 but is best known as Scoutmaster to the First Footscray Group and Chief Scout Commissioner of Victoria (1927-37), his name being still current in the Hoadley Hide camp at Gilwell { Butler, 1989}.

Another unusual aspect of Hoadley's life was as son to the founder of Hoadley's Chocolates Ltd., the producers of the famous 'Violet Crumble Bar' named by Hoadley's mother after her favourite flower { Butler, 1989}.

Photographs from the 1930s-50s show this section of Geelong Road as lined with Canary

Island palms, hedges and well developed gardens as a reflection of the high amenity this area once had possessed { FHSPC}.

### Thematic context

Australian Principal Theme

PAHT Subtheme

Local Theme(s)

### Cultural Significance

The J.H. Hooper house is significant to the City of Maribyrnong because:

- historically, it was the home of prominent persons in the history of Australia and the City, particularly Hoadley who was known nationally and Hooper whose business once reached most parts of Victoria and whose name is foremost among Footscray's 19th and early 20th century commercial figures ( Criterion H1);
- of its contributory role within a notable group of houses built by prominent persons, both within Footscray and the State, during a number of key eras in the City's history (Criterion A3); and
- its owner's association with the development of commerce and industry in the City when the Footscray municipality led the State in industrial development.

### Comparative Examples:

As with the other nearby houses in Geelong Road, this house is larger and was a little more architecturally sophisticated than most similarly aged houses in the former City of Footscray. Underscored by the others in the group, the house provides an important expression of wealth within the City during a distinct phase of development.

### Recommendations

Heritage Victoria Register

Register of the National Estate:

National Trust Register:

Other Heritage Listings

Planning Scheme Protection

External Paint Controls Apply?:

Internal Alteration Controls Apply?:

Tree Controls Apply?:

Included on the Victorian Heritage Register under the Act:

Are there Outbuildings or Fences not Exempt?:

Prohibited Uses may be Permitted

### Recommendations:

Conserve and enhance the identified significant fabric, with emphasis on fabric from the early

1900s and the Hooper occupation, with enhancement including reinstatement of missing original elements, colours and finishes (for example reinstating the verandah and front fence, removing paint from the brickwork).  
Conserve the public view of the significant fabric.  
Promote the continuing original use of the place and its amenity.  
Continue historical research into the place and provide public access to the findings.  
Assess the interior for significant elements.

## Australian Heritage Commission Criteria

*A3 Importance in exhibiting unusual richness or diversity of flora, fauna, landscape or cultural features.*

forms part of a distinctive group within the City which is expressive of the desired location for Footscray's famous on the one hand and the stylistic progression this took over the Victorian & Edwardian-eras

*A4 Importance for their association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, state, region or community.*

its owner's association with the development of commerce and industry in the City when Footscray led the State in industrial development

*H1 Importance for their close associations with individuals whose activities have been significant within the history of the nation, state or region.*

the home of prominent persons in the history of Australia and the City, particularly Hoadley who was known nationally and Hooper whose business once reached most parts of Victoria and whose name is foremost among Footscray's 19th and early 20th century commercial figures

historical significance  architectural significance  social significance  scientific significanc

## Documentation

### References

Butler, Graeme 1989, City of Footscray Urban Conservation Study cites:

- 'Vision and Realization', 3 vol History of Victorian education (V & R): V1: 666;
- 'Who's Who in Australia' Herald & Weekly Times Ltd (WWA): 1944:433;
- Lack, J. 'Australian Dictionary of Biography' (ADB) Vol. 9: 312 Hoadley entry ;
- Sands and MacDougall Victorian Directories (D): D1950-5
- Footscray's First One Hundred Years (FFOY)

(Refer Hooper's Buildings, Barkly Street, for more Hooper history).

Barnard, J 2000. Maribyrnong Heritage Review Volume 2 Environmental History City of Maribyrnong;  
Footscray Historical Society picture collection (FHSPC) Geelong Rd 1951, Griffiths House Geelong Rd 1948, Geelong Rd 1939.

## Data recording

Assessed By:

Historic Places - Selected non-industrial significant places in former City of Footscray - not in the Planning Scheme

**Assessed Date:**