

2 WEST HAWTHORN VILLAGE

2.1 History

The historical development of West Hawthorn Village reflects the early settlement and growth of Hawthorn; from the initially sparse development along the Burwood Road frontage in the 1850s to its consolidation as the commercial nexus of the suburb in the 1880s and 1890s.

Burwood Road was the earliest road in Hawthorn. Marked on early plans inter-changeably as Main Road or Burwood Street, it served as the main access and trade route from the punt crossing and later Hawthorn Bridge that linked Hawthorn to Melbourne and the inner suburbs of Richmond and Collingwood. According to Meredith Gould's description, Burwood Road was:

*...the old and original thoroughfare, existing as a track, very muddy and ill-kept, along which rolled creaking wood-carts and bullock drays, bearing produce to town, and taking back supplies to the settlers.*³¹

Burwood Road formed part of Hoddle's 1852 Village Plan boundary. The subdivision and sale of allotments had opened up the trade and residential opportunities within the borough. As Peel notes, 'Boroondara's diversely skilled settlers, as well as the brick makers, labourers, wood cutters and market gardeners, formed an increasingly stable local labour force'.³² Along Burwood Road, various trades and services, such as general stores, butchers, wheel wrights, carpenters and blacksmiths, provided for the 'locals and passer-bys'.³³ The earliest listings of the commercial and trade services in Lower (West) Hawthorn appeared in the 1865 *Sands & McDougall Directories* although there is no numbering of properties or businesses at that period. The first newspaper to service the district, the *South Bourke Standard* was printed from offices in this section of Burwood Road by a Mr. A. Slatterie for several years.³⁴

The coming of the railway in 1861 permanently altered the morphology of the village and accelerated the residential and commercial development of Hawthorn, particularly along Burwood Road.³⁵ Leigh Woolley's study of the urban morphology of West Hawthorn illustrates the importance of the railway:

*The significance of the railway to the growth of the Municipality cannot be under-estimated. Initially the extension of the line from Melbourne was built to a new station near the old Village Reserve (1861). It stimulated subdivision, residential building and commercial expansion. Along with the achievement of municipal status the advent of the railway saw Hawthorn change from a small rural village into a thriving Victorian town.*³⁶

The commercial value of frontages along Burwood Road was quickly realised. The Wesleyan Church owned land which

³¹ Gould, M, 1993, 'Hawthorn Heritage Study, Volume 1', p. 27.

³² Peel et al, A History of Hawthorn, 1993, p. 18.

³³ Butler, G., Hawthorn Commercial Area Conservation Study, 1983, p.p.2-3.

³⁴ Sands & McDougall Directories, 1865.

³⁵ Woolley, L., 2003, 'West Hawthorn Urban Morphology Study', p 13.

³⁶ Woolley, L., 2003, 'West Hawthorn Urban Morphology Study', p 13.

fronted Burwood Road, but the church subdivided this for commercial purposes in 1868.³⁷ The Roman Catholic Church followed suit soon after with land on the opposite side of Burwood Road and Power Street. The gold rush had also flooded Melbourne with unprecedented levels of population and wealth, and a new professional and upper class emerged. Annexed from the industrial, over populated and polluted inner suburbs by the Yarra River, the newly formed Municipality of Hawthorn proved a much more attractive option for settlement. The subsequent growth in population increased demand for goods and services resulting in further commercial consolidation along Burwood Road throughout the 1870s and into the boom decade of the 1880s.

By 1870 an increase in, and diversification of services including store keepers, blacksmiths, news agents, carpenters, drapers, and boot-makers, appears in the Sands and McDougall Directory. The Hawthorn paper, *South Bourke Standard* was still being printed out of the same premises. This later became the *Boroondara Standard* and is listed in the 1880 and 1890 directory as such.³⁸

Much of the development in Burwood Road in the study area dates from the 1870s onwards. One of the remaining few buildings from the 1860s in the study area is on the corner of Burwood Road and Power Street at what is now 107 Burwood Road. Built in 1869 as a tea warehouse for Charles S Fysh, the two-storey building was taken over in the 1880s by William Tate, a grocer and iron monger, as well as hay and corn supplier.

Figure 12

W. D. Tate, grocer and ironmonger, north west corner Power Street and Burwood Road looking north.

[Hawthorn City Library Local History Collection, BRN: 40788]



Characteristic of Melbourne in the mid to late nineteenth century was the proliferation of hotels, and Lower Hawthorn was no exception. Between 1850 and 1870 there were eight hotels in the area.³⁹ On the Burwood Street frontage was the Railway Hotel, opened in 1869 by John Rosney. The hotel changed ownership numerous times over the decades. In 1870, the publican was a Mrs A. J. Howgate who later went on to manage the nearby Hawthorn Hotel.⁴⁰ In 1880 it transferred to

³⁷ Woolley, L., 2003, 'West Hawthorn Urban Morphology Study', p. 19

³⁸ Sands & McDougall Directories, 1880, 1890

³⁹ Woolley, L., 2003, 'West Hawthorn Urban Morphology Study', p 24.

⁴⁰ Sutherland, A., 1888, 'Victoria and its Metropolis – Volume 1', p. 673.

Figure 13

56-58 Burwood
Road, former
Terminus Hotel.
c. 1960s

Photographer:
John T. Collins,

[Hawthorn City
Library - Local
History
Collection BRN:
61751]



William Henderson, then in 1901, to a Mrs Nina Gilbert and by 1910 the publican is listed as being a Mrs V. Mitchell. By 1900 street numbering is used in the Sands & McDougall directory and the Railway Hotel is listed at 69. The early numbering of the study area does vary considerably so it is likely that the Railway Hotel is the present Gibson's Hotel (at number 71-73 Burwood Road). Another significant Hotel of this period was the Terminus Hotel. Built in 1875 on the site of 56-58 Burwood Road, it was demolished in the mid 1990s for an office development.⁴¹

A commercial hub

By the 1880s and into the early 1890s, there was a trend towards more specialised services such as photographers, auctioneers and house agents, patisseries, confectioners, book sellers, dressmakers, chemists, a State Savings Bank and West Hawthorn Post Office. There was also an oyster saloon, popular in Melbourne during this period, which was run by Dennis Dougherty. *Batten W.H. Auctioneer and Estate Agent* was at 60 Burwood Road, adjacent to the Terminus Hotel. Later renamed *Batten & Percy*, the firm operated up until the 1950s and were one of the longest running businesses in Hawthorn. The retail profile of the West Hawthorn Village still retained an eclectic mix of utilitarian services, such as saddlers, tailors and plumbers as well as a small dairy, run by Joseph Cox.⁴²

The most significant legacy of this period to the study area was the development of ornate, double-storey Victorian terraces ranging from one to three shops per building. The transformation of the streetscape reflected the popularity and prosperity of the study area as the leading commercial hub of Hawthorn. It is likely that the majority of these terraces were developed as speculative retail premises, including *Gibney's Building* (1891) at 82-86; *Lansley's Buildings* at 97-101 and the *J. Harrison Building* (1881) at 91 Burwood Road. The majority of terraces also had verandahs with awnings that extended right to the street front, providing shelter to the pedestrians. The terraces not only formed a cohesive and aesthetic retail frontage along Burwood Road, they also increased the commercial space available.

⁴¹ Sands & McDougall Directories, 1870, 1880, 1890, 1901.

⁴² Sands & McDougall Directories, 1880, 1890.

Figure 14

Burwood Road,
Lower
Hawthorn

[Hawthorn
City Library
- Local
History
Collection
BRN: 42151]



It was common for shops to also double as residences and in many of the Sands and McDougall directory entries the multiple occupants of a single building indicate this mixed use. Another characteristic of commercial operations was combining of services. One example of one such entrepreneur is an account of Alexander Callender who ran a newsagent and bakery in Sutherland's 1888, 'Victoria and its Metropolis':

*...born in Stirlingshire, Scotland, and arrived in Melbourne in 1854. He was first employed at the General Post Office to gum stamps, and stayed three months; he next obtained a situation as assistant baker for a year, and after that started for the diggings, where he worked twelve months. He went to the Mount Hope rush, which proved a failure, and after working at his trade some time in Warrnambool, commenced business on his own account as a baker and pastry cook at Camberwell, removing at the end of the year to his present address at Burwood Road. After carrying on trade there for five years, he went to New Zealand, staying there a year, and then coming back to Melbourne, recommenced business in 1867 in the same place as before at Hawthorn, where he remains as a baker and pastry cook, combined with keeping a news agency. In 1876 he purchased the property where he now resides.*⁴³

As noted earlier, street numbers were allocated by 1900. The MMBW Plan in Figure 15 shows the retail pattern of the study area in 1901 along with some interior details which enable identification of use. For example the property at 79-81 Burwood Road shows that it is functioning as a bakehouse with the upper storey being used as a flour loft. Improved transport, along with factors such as rising population and new subdivisions encouraged further commercial development in the early twentieth century, especially connected with the suburb's major retail centres.⁴⁴

Changes in fortune

No major variations occurred in the first decade of the 1900s except for the establishment of an ES & A Bank, listed at number 66. The inter-war period however saw a number of transformations, including the remodelling of a number of

⁴³ Sutherland, A., 1888, 'Victoria and its Metropolis – Volume 1', p. 673

⁴⁴ Gould et al, Hawthorn Heritage Study, 1992, p.60.

shop fronts in the 1920s and 30s, for example the building at 63-65. As the street numbering remains inconsistent it is unclear whether some businesses moved premises or were allocated new numbers. For example in 1910 the West Hawthorn Post Office is listed at 81, but in 1920 it is shown at 87. In the 1930s the Post Office and the E.S & A bank were both listed at either 100 or 104,⁴⁵ The Elgin Hotel was remodelled in 1929 and is at number 75; however in the MMBW Plan in 1901 it is shown as 71. There were few new additions to the retail profile in this period with the exception of a *Quinn's Wine Café* at number 97 and *Raynor Dance Studio* which operated out of the upper storey of number 104 for several years. By the mid - 1930s a library was operating out of 92 -94. There is also a rise in dairy related operations and by 1938 there were two dairies and dairy production outlets at 83, 87, 90 and 76 (*Oakes & Sons Ltd Dairy*).⁴⁶ There are a number of vacancies listed for the first time in several decades and an increase in trade services. This seems to indicate a shift back to more utilitarian goods and services, likely to have been precipitated by the depression years and the impact of transport changes on the study area.

⁴⁵ Sands & McDougall Directories, 1901, 1910, 1920.

⁴⁶ Sands & McDougall Directories, 1920, 1938.

Since the late nineteenth century a horse tram route had been operating via Burwood Road and along Power Street. Combined with the close proximity of the railway station, pedestrian access to the study area was convenient. However modernisation of transport modes transferred customer mobility and preferences away from Burwood Street. The electrification of trams heralded the construction of a new electric tramway along Riversdale Road in 1916 by the Hawthorn Tramways Trust. As Woolley explains:

The creation of the Riversdale Road tram only served to inflame passions over the languishing Burwood Road. A proposed second route along the length of Burwood Road had been dismissed as duplicating the railway. Only a branch line, created from the old horse tram route along Burwood Road, Power St and Riversdale Road opened on June 26, 1916. The desire by traders to have a dedicated line along the length of Burwood Road was never to be realised particularly as the rise of the motor car had begun to alter public mobility and perceptions.⁴⁷

The result was to effectively cut off the study area from the rest of Hawthorn's commercial centres, and the shops east of Power Street were subsequently replaced by light industrial buildings. By the 1960s the impact of 'vehicular orientated convenience shopping'⁴⁸ on the study area was escalating, as cars became more affordable, greater numbers of customers were able to travel further distances for goods and services, such as at the newly opened Chadstone Shopping Centre, particularly as there were limited car parking options along Burwood Road. In what was a likely initiative to attract the local customer base back to the area through the provision of off-street parking, Hawthorn Square was developed (circa 1985). Consequently the continuous Victorian two storey shops from 88 to 104 were demolished to make way for the set back shopping complex.

Although the 1980s and 1990s saw the loss of a several more nineteenth century buildings such as at number 62 (now a travel agent), and the Terminus Hotel, the majority of shop frontages have been retained, both in function and form, ensuring that the commercial continuity of the area has remained intact since the 1850s.

⁴⁷ Woolley, L., 2003, 'West Hawthorn Urban Morphology Study', p 36.

⁴⁸ Woolley, L., 2003, 'West Hawthorn Urban Morphology Study', p 46.

Figure 16

Corner of Burwood Road and Power Street, c. 1960s

[Hawthorn City Library - Local History Collection BRN: 62280]



Figure 17

Corner of Morang and Burwood Road, c. 1970, showing No. 62 at far right (now demolished)

Photographer: John T. Collins

[Hawthorn City Library - Local History Collection BRN: 61755]



2.2 Description

West Hawthorn Village extends either side of Burwood Road, bounded by the railway line and Elgin Place to the north, Power Street to the east, Morang Road to the west and Roche Street and Burwood Road to the south. Between Elgin Place and the railway line the land is being developed.⁴⁹ The north side of Burwood Road has a higher degree of integrity than the south side where there has been demolition of several key buildings.

The urban form of West Hawthorn Village is comprised of two storey buildings with no setback from the property boundary. Post supported verandahs were once common, however these have been demolished and replaced with either cantilever verandahs or modern canvas awnings. There are few original ground floor shopfronts remaining although 63-65 Burwood Road (See Figure 23) is a good example of a shopfront contemporary with the building, dating from c.1920. 85-87 Burwood Road (Figure 18) has recessed entries and tiled stallboards and appears to have elements of the original shopfronts.

⁴⁹ September 2009

Figure 18

*Streetscape,
85-107
Burwood Road*



Several laneways between buildings give access to the rear of properties between 77-79 and 83-85 Burwood Road. These have subsequently been built over, however the laneway between 87-89 Burwood Road is still open.

The building parapets are a distinctive feature of many of the buildings and contain the traditional Victorian elements of balustrades, triangular and curved pediments, urns and cornices. Upper floor facades are generally intact and often contain lettering of the building name and date of construction. The material is cement render with red face brick to the backs of buildings. There is a good view of the rear of several shops from Roche Street.

A fairly typical building form is the single building composed of three ground floor shops and three to six windows across the first floor with one centrally placed parapet decoration. Lansely's Buildings at 97-101 Burwood Road (Figure 19) is a good example of this type.

107 Burwood Road is a key building as it displays the architectural characteristics of early-mid Victorian buildings. The side elevation along Power Street is especially intact with the chimneys and one and a half storey building at the rear (Figure 21).

The corners of Elgin Street and Burwood Road both contained hotel buildings. Whilst the former Gibson's Hotel at 71-73 (Figure 20) is now used for retail purposes, the Elgin Hotel still operates. It has however been significantly altered, but the original building form is still in evidence.

Infill buildings on the north side of Burwood Road have small frontages and are generally not too visually intrusive. However 67-69 creates a different orientation to the street that breaks the rhythm of nineteenth century buildings.

The former Terminus Building at the western end of the precinct would have also been a key building with its early Victorian splay corner following the line of Evansdale Road. The demolition of this building has been particularly unfortunate for the integrity of the precinct.

The modern development that has replaced two storey Victorian buildings at 88-104 Burwood Road completely alters the urban form of the precinct. There has been some attempt to

punctuate the corner of Burwood Road with a free standing building, however this is not sufficient to restore continuity to the streetscape.

Figure 19

*Lansely's
Buildings 97-101
Burwood Road*



Figure 20

*Former Hotel,
71-73 Burwood Road*



Figure 21

107 Burwood Road



Figure 22

*Shop front detail,
70 Burwood Road*



Figure 23

*Shop front detail,
65 Burwood Road*



Figure 24

*Streetscape,
72-86 Burwood Road*



2.3 Assessment of significance

Comparative analysis

West Hawthorn Village is one of a number of commercial areas adjacent to railway stations in Boroondara, including Auburn Village (HO260), Glenferrie Road, and Maling Road, Canterbury (HO145). All of these places have a specific character, however West Hawthorn is the earliest due to its strategic location on Burwood Road river crossing. It is also the most consistent in architectural period and style.

Historic significance

Burwood Road was the earliest thoroughfare connecting Richmond and Collingwood with the farms and market gardens to the east of the river. West Hawthorn is the earliest commercial centre in Hawthorn and Boroondara and has been continuously occupied by commercial premises from the 1850s to the present.

Consolidation and growth in West Hawthorn followed the construction of the railway and Hawthorn station in 1861. There appears to be no buildings remaining from before 1861, and the earliest extant building at 107 Burwood Road (a former tea warehouse) was constructed in 1869. West Hawthorn did not continue to prosper after the depression of the 1890s and as a consequence the buildings display a consistent late Victorian character with few examples of the Edwardian or Inter-war styles.

By the time that the route of the Burwood Road tram into Power Street was established in 1916, West Hawthorn became further isolated from growth happening to the east. The extension of the railway to Glenferrie and Auburn stations, and the rise in importance of these centres also contributed to the demise in importance of West Hawthorn as a commercial centre by the turn of the century. (RNE Criterion A.4)

Aesthetic significance

West Hawthorn village is a consistent group of late Victorian shops and hotels that almost entirely predate the influence of the Edwardian style on shop buildings. Many buildings display the typical pattern of three ground floor retail shops designed to appear as if they are one building. The rhythm of the windows at the upper floor and the design of the parapet unites the composition of the building.

There are several one storey Interwar shops close to the railway line at 59-65 Burwood Road however the remainder of the buildings on both sides of Burwood Road have been constructed in a short time frame of 1881-1891, corresponding with the boom in population in Hawthorn at that time. Consequently they are of a common siting, scale, fenestration material and ornament. There is no evidence of the work of prominent architects and the buildings are largely of a form and detailing found in other inner urban localities.

107 Burwood Road is significant for its early date of construction of 1869, predating all other buildings in West Hawthorn. The upper floor windows display the original form of central double hung sash set between two sidelights. The Power Street elevation has been altered by the removal of a projecting entrance, but the forms of the main building and the smaller annexe at the rear are visible. The roof form and chimneys are notable features. (RNE Criteria D.2, E.1)

Social significance

West Hawthorn village has strong social values as a shopping centre serving the local community since the 1850s. (RNE Criterion G.1)

2.4 Statement of significance***What is significant?***

West Hawthorn village, comprising the buildings and public domain infrastructure generally constructed between 1869 and c.1920, and located at 57 - 107 and 60 - 86 Burwood Road. West Hawthorn village is comprised of buildings representing a narrow period of development from the 1870s to 1900 and has examples of late Victorian two storey shops that are consistent in scale and form with minor variations in detail and embellishment. The two hotels facing Elgin Street address their corner location and provide three dimensional form to the precinct. The former tea warehouse at 107 Burwood Road is considered to be individually significant for its early construction date and integrity, particularly on the Power Street elevation.

How is it significant?

West Hawthorn village is of local historic, aesthetic and social significance to the City of Boroondara.

Why is it significant?

West Hawthorn village is of historic significance in representing the transformation of Hawthorn from a rural village in the 1850s to a thriving Victorian town by the 1890s. It represents a continuous land use as a commercial centre from the 1850s, and one that predates the construction of the railway in 1861. Whilst the street now largely comprises buildings from the 1880s and 1890s, the former tea warehouse of 1869 at 107 Burwood Road predates other buildings in the precinct. (RNE Criterion A.4)

West Hawthorn village is of historic significance as a commercial centre that demonstrates the strategic location of Burwood Road as the earliest river crossing on the Yarra, followed by urban consolidation as a result of the railway, and decline following the railway extension to Glenferrie and the electric tram route into Power Street. (RNE Criterion A.4)

West Hawthorn Village is of aesthetic significance as a representative example of a Victorian commercial streetscape containing shops and hotels from the period 1881-1891. The comparatively narrow period that is represented by the present buildings is unusual in the context of Boroondara where a mix of periods and styles is more usually represented in commercial streetscapes. The groups of shop rows are relatively intact and have common elements of siting, scale, fenestration and ornament. (RNE Criteria D.2, E.1)

West Hawthorn village has strong social values as a shopping centre serving the local community since the 1850s. (RNE Criterion G.1)

Schedule of buildings West Hawthorn Precinct

No	Street	Comment	Level of significance	Recommended for inclusion in precinct
56	Burwood Road	3 storey contemporary	Non contributory	No
57	Burwood Road	Single storey Victorian shop	Contributory	Yes
59-61	Burwood Road	Single storey inter war shops	Contributory	Yes
60-62	Burwood Road	Contemporary shop	Non contributory	Yes
63 - 65	Burwood Road	Single storey interwar shop with original shopfront	Contributory	Yes
64	Burwood Road	2 storey Victorian	Contributory	Yes
66-70	Burwood Road	2 storey Victorian	Contributory	Yes
67-69	Burwood Road	1970s brick	Non contributory	Yes
71-73	Burwood Road	Hotel	Contributory	Yes
75	Burwood Road	Hotel	Contributory	Yes
72-78	Burwood Road	2 storey Victorian	Contributory	Yes
79	Burwood Road	Contemporary shop	Non contributory	Yes
80-86	Burwood Road	2 storey Victorian	Contributory	Yes
81-83	Burwood Road	2 storey Victorian	Contributory	Yes
85-87	Burwood Road	2 storey Victorian	Contributory	Yes
88-104	Burwood Road	Contemporary shopping centre	Non-contributory	No
89	Burwood Road	Contemporary post office	Non contributory	Yes
91	Burwood Road	2 storey Victorian	Contributory	Yes
93, 95-95a	Burwood Road	2 storey Victorian	Contributory	Yes
97-101	Burwood Road	2 storey Victorian	Contributory	Yes
103	Burwood Road	Single storey Victorian	Contributory	Yes
107	Burwood Road	2 storey Victorian	Significant	Yes

Schedule of buildings - extension to Morang Road Precinct H0156

No	Street	Comment	Level of significance	Recommended for inclusion in precinct
8	Evansdale Road	Single storey Victorian	Contributory	Yes
2	Morang Road	Single storey Federation	Contributory	Yes
4	Morang Road	Single storey Federation	Contributory	Yes
6	Morang Road	Single storey Victorian	Contributory	Yes
34	Morang Road	Single storey Victorian	Contributory	Yes

36	Morang Road	Single storey Victorian	Contributory	Yes
38	Morang Road	Single storey Victorian	Contributory	Yes
40	Morang Road	Single storey Victorian	Contributory	Yes
2	Rosney Street	Single storey Victorian	Contributory	Yes
3	Rosney Street	Single storey Victorian	Contributory	Yes
4	Rosney Street	Single storey Victorian	Contributory	Yes
5	Rosney Street	Single storey Victorian	Contributory	Yes
2	Railway Place	Single storey Victorian	Contributory	Yes

2.5 Statutory recommendations

It is recommended that:

- The West Hawthorn Village commercial precinct is added to the Heritage Overlay of the Boroondara Planning Scheme with the schedule entry as shown below.
- The extent of registration is the whole of the precinct as shown on the precinct map and defined by the title boundaries of the Significant and Contributory places.
- *Hawthorn Heritage Precincts Study Volume 2: Precinct Citations* is adopted as a Reference Document to the Boroondara Planning Scheme.

External Paint Control Apply?	Internal Alterations Control Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Include the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No		No

