

# W AVERLEY ROAD SHOPS EAST MALVERN

## INTRODUCTION

---

This report has been prepared by Bryce Raworth Pty Ltd in association with Di Foster, historian, in order to investigate the significance of the group of shops centred on that part of Waverley Road immediately east of Darling Road, and to determine the appropriateness of urban conservation controls for the precinct.

No buildings in this area were graded or assessed in the *City of Malvern Heritage Study, 1992*. None are presently listed on the Victorian Heritage Register or the Register of the National Estate, nor are any classified by the National Trust.

## SUMMARY OF RECOMMENDATIONS

---

This report finds that the area is of regional significance as a substantially intact interwar commercial centre. It is recommended that the area be protected as an Urban Conservation Area under the Stonnington Planning Scheme and be nominated to the Register of the National Estate.

## EXTENT OF PROPOSED URBAN CONSERVATION AREA

---

The proposed Urban Conservation Area comprises the following: odd numbers, 319-365A Waverley Road and even numbers 240-268 Waverley Road, East Malvern.

## HISTORY

---

The first sales of Crown Land in the area that was to become the City of Malvern, took place on the 10 June 1840. The area had been surveyed and divided into large allotments suitable for market gardens and farms. Pastoralists had previously moved into the area, but the first sales of land in the north west of the district, initiated the beginnings of permanent settlement.

Commercial Road, High Street and other main roads that were already established in the west, were extended east. Malvern Road continued east as far as Gardiners Creek, the parish boundary. Waverley Road, known as Scotchman's Creek Road until 1872, and Darling Road, originally known as Rutherford's Road, were created in 1854.

As the Crown allotments sold, purchasers moved east and in 1856 Robert Scott purchased lot 135 at the north west corner of Waverley Road and Darling Road. Two years later, allotment 144, on the south east corner of Waverley Road and Darling Road, was purchased by James Quirk.

Scott's 11 acre allotment was sold to Albert Weston and then in 1859 to William Payne,<sup>1</sup> who also owned the adjacent allotments. In 1889,<sup>2</sup> a subdivision and sale of the Triple Railway Station Estate by auctioneers Munro and Baillieu, created Grace Street, later known as Beech Street. The east end of Manning Road and the east side of Oak Grove, previously created with the subdivision of the Emo Estate, were included in the subdivision and the area was divided into allotments suitable for housing. Waverley Road east of Oak Grove, and Darling Road, were divided into sites suitable for commercial purposes.<sup>3</sup> The Estate was advertised as having 'Business, Mansion and Villa sites'.<sup>4</sup>

The 1880s boom years were coming to an end however, and with the severe economic depression of the 1890s, the partnership of Donald Munro and William Baillieu was dissolved,<sup>5</sup> along with numerous companies, building societies and banks that were placed in liquidation. The severe downturn in the economy meant several large allotments remained as vacant land, including it would seem, the ambitiously planned Triple Railway Station Estate.

Meanwhile, Quirk's 12 acre allotment on the south side of Waverley Road, remained as undeveloped land and was brought under the Transfer of Land Act by Elizabeth Quirk in 1895.<sup>6</sup> The allotment was

---

1 Rob Bower, 'Malvern 1840-1989, A history of the subdivision', plan 9. unpublished manuscript, Malvern Archives.

2 Rob Bower, 'Malvern 1840-1989, A history of the subdivision', vol. 1, Roads, plan 9. unpublished manuscript, Malvern Archives.

3 Triple Railway Station Estate, Glen Iris, subdivision and sale notice, undated. c.1889. State Library of Victoria Collection.

4 Ibid.

5 Cannon, p.128-9

6 Bower, plan 10.

owned by Quirk's estate in 1901 and by 1910 George Taylor and Henry Stokes had purchased the land.<sup>7</sup> A subdivision to the south had created Fischer Street and Bismarck Street in 1888. Taylor and Stokes<sup>8</sup> owned lot 144 in 1913<sup>9</sup> when Fischer Street and Bismarck Street were extended to Waverley Road, with the subdivision of the Tramway Terminus Estate.<sup>10</sup> The First World War quickly changed these German names to the present-day Fisher and Hughes Streets.

Although the subdivision coincided with the extension of the tramline down Waverley Road to the terminus at Darling Road, a downturn in building activity accompanied the War years. By 1918 only two shops had been built in Waverley Road.<sup>11</sup>

**TRIPLE RAILWAY STATION ESTATE**  
**GLEN IRIS**  
**BUSINESS, MANSION AND VILLA SITES**  
 BY AUCTION, ON THE GROUND, AT 3 O'CLOCK,  
**SATURDAY, 29th SEPTEMBER.**  
 MURDO & BAILEY,  
 17 GLENVIEW STREET, MELB.  
 DOYNE & CO.,  
 110 COLLING STREET WEST.

THE CLOSE PROXIMITY OF NO LESS THAN  
**FOUR RAILWAY STATIONS**  
 Places the Land in Demand  
 Usually VALUABLE for BUSINESS SITES  
 POPULAR of the RESIDENTIAL SUBURBS

TRIPLE RAILWAY STATION ESTATE  
 is situated at the Corner of  
**WAVERLEY AND DARLING ROADS**

THE GLEN IRIS RAILWAY STATION is within FIVE  
 MINUTES WALK, and TRAINS run to Camberwell  
 and Sturt.

**TERMS: \$10 PER LOT DEPOSIT.**  
 Country Ads to be 10 Weeks.

**FREE RAILWAY LINES**

**ADDITIONAL...**  
 MURDO & BAILEY, 17 GLENVIEW STREET, MELB.  
 DOYNE & CO., 110 COLLING STREET WEST,  
 THE H. A. WALTERS, AUCTIONEER.

Illustration 1

Subdivision Notice.  
 Source: Malvern Archives.

7 Shire of Malvern Rate Book, East Ward, 1910, no.5271.  
 8 Ibid. 1913-14.  
 9 Lodged plan 6201, Fischer Street and Bismarck Street, 9.9.1913. Bower, vol. 1, p.79  
 10 East Malvern Tramway Terminus Estate, sale notice and subdivision, undated. Alway Collection. Malvern Archives.  
 11 Sands and McDougall Directory, 1918.

Following the War, the improved economy resulted in an increase in building activity in the surrounding streets including Manning Road, Beech Street and Oak Grove and east of Darling Road in Olive and Hilda Streets and Stonehaven Avenue. These streets had been formed with the subdivision of the Glen Iris Park Estate in 1890, but the depression years had meant that little development had occurred east of Darling Road.

The subdivision of the adjacent Electric Tramway Terminus Estate created Chaucer Street in 1922, and by 1926, a variety of traders and storekeepers, including a bootmaker, ironmonger, estate agent, butcher, milliner, grocer, produce merchants, draper, hairdresser, chemist, fruiterer and fuel merchants had established premises in Waverley Road.<sup>12</sup> The proposed shops in Darling Road did not eventuate except for those adjacent to the corner of Waverley Road.

The 1930s saw the number of Waverley Road shops increase to forty and this thriving shopping centre catered to all the needs of the local area. Changes in shopping patterns, associated with the increasing use of motor cars to travel to large shopping centres, and the rapid growth of supermarkets, led to a gradual decline in local shopping strips. No longer having to cater to the everyday needs of customers, many traders moved out and businesses have taken over some of the former shop premises.

---

12 *Sands & McDougall Directory, 1926.*

## DESCRIPTION

---

The Waverley Road shopping precinct is located immediately west of the intersection of Waverley and Darling Roads in East Malvern. The area under consideration comprises approximately forty shops which occupy a busy, inner suburban site.

The shopping precinct is located at the intersection of two, busy arterial roads, with shops clustered around the terminus of the East Malvern tram line. This section of Waverley Road is surfaced in bitumen with modern, concrete footpaths and kerbs although early, bluestone gutters have been retained in some locations. With the exception of a handful of decorative shrubs, the shopping frontage is devoid of landscaping and dense with roadside furniture such as poles for traffic lights, signage and lighting. Power and telephone lines are located overhead.

The building stock exclusively comprises small retail outlets of one or two storeys. The majority of the buildings date from the period between the wars and generally develop the familiar theme of a red brick building with a tiled, hipped roof concealed behind a rendered parapet. The group currently exists in a somewhat altered state through modifications to the early built fabric and through the introduction of new buildings to the group, most notably, nos 275 and 280-282 Waverley Road. However early features dominate. Some buildings feature elaborately modelled parapets, (330-332, 268, 277-281 and 311 Waverley Road) or decorative render (297-299 Waverley Road) while others are distinguished by polychrome brickwork (295 Waverley Road). Unusually, many of the shops have retained their recessed entries and a small number have early metal shopfronts in place (287, 299 and 309 Waverley Road) or pressed metal linings to their verandahs (272, 324, and 297-299 Waverley Road).



*Illustration 2*      *Waverley Road, 1998.*

## ANALYSIS

---

The Waverley Road shopping precinct belongs to the category of smaller suburban strip shopping centres. These occupy a status between the corner shop development meeting the requirements of a few contingent streets and the larger strip developments such as Lygon Street, Carlton, Clarendon Street, South Melbourne, Smith Street, Collingwood, Chapel Street, Prahran and Glenferrie Road, Hawthorn, which service the needs of an entire district. Developments of this type are common around suburban Melbourne. Similar strips are found at Glen Eira Road, Glen Eira, High Street, Glen Iris and Burke Road, Gardiner and Malvern. These precincts have a great deal in common with the Waverley Road group, particularly insofar as they are generally located at a transportation node and share similar architectural vocabularies.

The Waverley Road shopping precinct compares favourably with these other strips in terms of its condition and integrity. Similar strips such as the Glen Iris Village or the Central Park group are similar in terms of age and usage, although possibly more complete to their interwar state and generally better maintained. The building stock in the Waverley Road group is representative rather than exceptional, being typical of suburban strip developments between the wars. Some shops within the precinct have retained original exterior treatments such as face brick, tiles or complete shopfronts, but others have been partially obscured or altered, with additions in modern materials. Nonetheless, with the exception of two new buildings, the original stock remains, and retains considerable potential for restoration and general enhancement works. The high proportion of original and early shopfronts found in the extant building stock enhances the interest of the area, and sets the precinct apart from most comparable strips.

## STATEMENT OF SIGNIFICANCE

---

The Waverley Road shopping centre is of regional significance as a representative, largely intact commercial shopping precinct focussed on the end of a tram line. Its development is illustrative of the interdependence of public transport and suburban development as part of Melbourne's development, especially in the late Federation and interwar periods. The nexus between tram, shopping precinct and dormitory suburb was clearly of significance to the development of surrounding area. The high proportion of original and early shopfronts found in the extant building stock greatly enhances that significance.

## REFERENCES

---

- Rob Bower, 'Malvern 1840-1989. A history of the subdivision', plans 9 & 10, unpublished manuscript, Malvern Archives.
- Cannon, Michael. *The landboomers*, Melbourne, 1973.
- City of Malvern Rate Book, East Ward, 1913-14.
- East Malvern Tramway Terminus Estate, sale notice and subdivision, undated. Alway Collection. Malvern Archives. and 1923
- Lodged plan 6201, Fischer Street and Bismarck Street, 9.9.1913. Bower, vol. 1. p.79
- Nigel Lewis Richard Aitken Pty Ltd, City of Malvern Heritage Study (June 1992).
- Sands and McDougall Directories, various years
- Shire of Malvern Rate Book, East Ward, 1910, no.5271.
- Subdivision plan and sale notice, East Malvern Tramway Terminus Estate, undated and 1923. Alway Collection. Malvern Archives.
- Subdivision plan and sale notice, Triple Railway Station Estate, Glen Iris, c.1889. State Library of Victoria Collection.
- Triple Railway Station Estate, Glen Iris, subdivision and sale notice, undated. c.1889.

APPENDIX 1

SCHEDULE OF BUILDINGS, DESCRIPTIONS AND  
RECOMMENDED GRADINGS



## WAVERLEY ROAD

---

### Street No. Grading

#### South Side

#### Hughes Street

266	B	Double storey interwar shop.
268	B	Single storey interwar shop.
270	—	Double storey terrace.
274	C	Double storey interwar shop.
276	B	Single storey interwar shop.
278	B	Single storey interwar shop.
280-282	—	Pair of single storey shops. c. 1970.
290	B	Single storey interwar service station.
292	B	Double storey interwar shop.
294	B	Double storey interwar shop.
296	B	Double storey interwar shop..
300	C	Double storey interwar shop. Modified.

#### Fisher Street

302	B	Double storey interwar banking chambers.
310-312	B	Pair of double storey interwar shops.
316	B	Double storey interwar shop.
318	B	Double storey interwar shop.
320-322	B	Two storey interwar shop.
324	B	Single storey interwar shop.
328	B	Single storey interwar shop.
330-332	B	Pair of double storey interwar shops.
334	B	Single storey interwar shop.
336	B	Single storey interwar shops. Parapet obscured.
338-340	B	Pair of single storey interwar shops.

#### Darling Road

## WAVERLEY ROAD

---

### Street No. Grading

#### North Side

##### Oak Grove

265A	B	Single storey interwar shop.
267-273	B	Group of four single storey interwar shops.
275	—	Double storey business premises. c. 1975.
277-281	B	Group of three single storey interwar shops.

##### Beech Street

291	B	Double storey late Federation/interwar shop.
293	B	Single storey interwar shop.
295	B	Double storey interwar shop.
297-299	B	Pair of double storey interwar shops.
301	B	Double storey interwar shop.
303-305	C	Pair of single storey interwar shops. Parapet obscured.
307	B	Single storey interwar shop.
309	B	Double storey interwar shop.
311	B	Single storey interwar shop.
313	B	Single storey interwar shop.
315	B	Single storey interwar shop.
317	B	Single storey interwar shop.
319	B	Single storey interwar shop.

##### Darling Road

