

## 2.10 KOOYONG AREA

The layout and character of this area has been strongly influenced by the flood plain of Gardiner's Creek as well as the construction of the Glen Waverley railway line and the nearby Lawn Tennis Association of Victoria's Kooyong clubrooms, stadium and extensive courts. The subdivision of the land around 'Glenferrie' in the 1902 enabled the construction of Mernda and Moralla Road.

Comprises: Moralla Road

1902: Moralla Road and Mernda Road created (LP 4344, lodged 31.10.1902)

1913: photograph shows open land extending to railway; Chinese market gardeners operated on this area until the 1930s.

1930s: Kooyong Park Estate, sale of part of Talbot Crescent east of Elizabeth Street by City of Malvern (Alway Plan, 1/129)

### Moralla Road Area

This street is one of the more intact and cohesive streets representing late Edwardian and early inter-War architectural period.

No 5 is a restrained example of the early modern movement. From No 7 to the house on the corner of Mernda and from No 2 to the corresponding house on the east side, the street provides an outstanding sequence of residences, either Edwardian as in No 2 and No 6, or in the case of No 7, Old English. No 9 is an important example of the Georgian Revival form in an extremely stylised version. It has high dominant chimneys and wide cappings dominating the wide low pitched hipped slate roof. The walls are rough cast. No 11 is a curious clapboard-style front extension of an Edwardian house, with unusual horizontal window forms and lines. Nos 8 and 10 are a matching pair of late Georgian Revival design with Art Deco influenced relief detailing to the natural sand coloured cement facade. No 8 has a drive through porte cochere, elegant window placement and relieving heads to the ground floor windows, while No 10 has a most unusual shouldered arch ground floor porch opening and open fly screened porch above. No 13, clinker brick Old English style and on the corner No 15 is a red brick Edwardian style residence.

The street is of note for the sequence of hedges or early fences, jarrah timber planked or low pickets. The street planting and the generous nature of the front gardens and mature trees combine to contribute to the overall character. The view to the south is terminated by 688 Toorak Road, a scheduled building with distinctive chimneys. There is a complete absence of intrusive developments in this street.

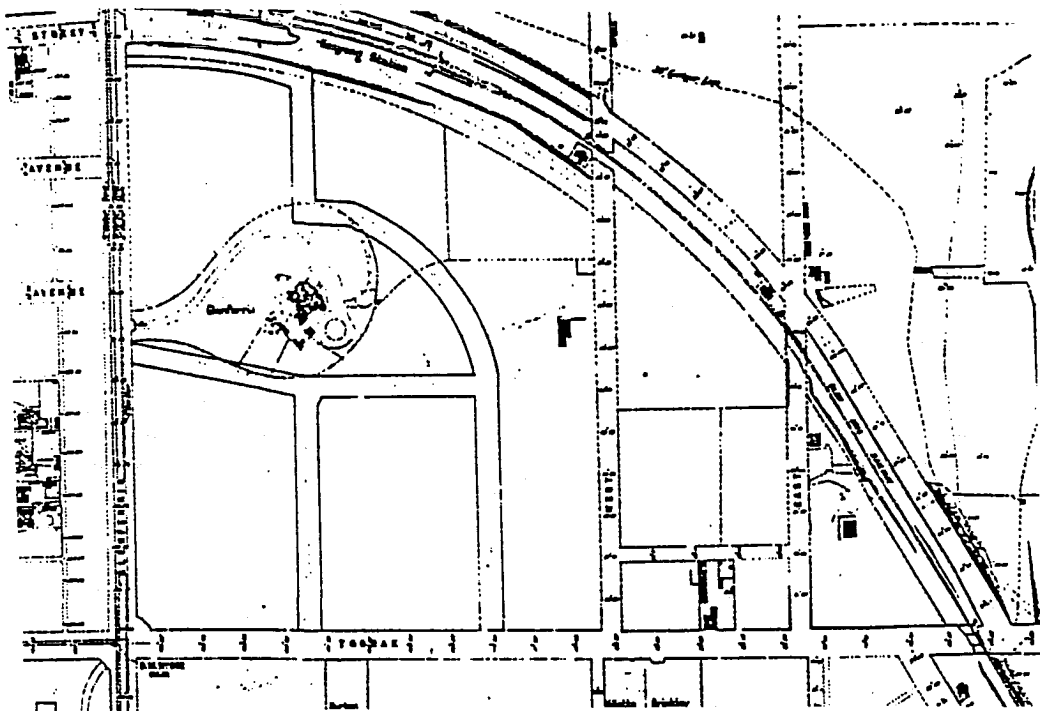
#### *Buildings of significance include:*

- 2 Mernda Road
- 4 Mernda Road; C A Cowper
- 2 Moralla Road; A & K Henderson
- 5 Moralla Road
- 6 Moralla Road
- 7 Moralla Road
- 8 Moralla Road; Cowper, Murphy & Appleford
- 9 Moralla Road
- 10 Moralla Road
- 11 Moralla Road
- 13 Moralla Road
- 15 Moralla Road



'GLENFERRIE'

THE RESIDENCE OF GEO STEVENSON ESQ. HALVERN.



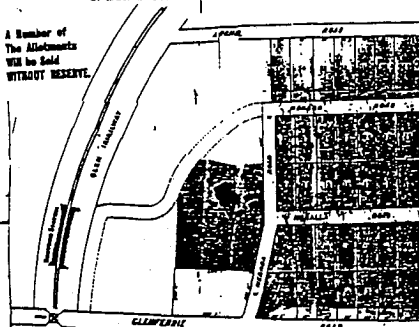
## ..TOORAK ESTATE..

TOORAK AND GLENFERRIE ROADS.  
**SPLENDID BUILDING SITES**  
 Also, THE BEAUTIFUL HOME ON THE ESTATE.



SPECIAL TRAIN from Prince's Bridge Station at 2.40 p.m.

A Number of  
The Allotments  
will be sold  
WITHOUT RESERVE.



NOTE:—The Vendor undertakes to Cleanse and Metre all Utamade Roads to which  
any Lots are sold within the Month from Date of Sale.

1	£5.12.6	15	7/6
2	90/-	16	6/-
3	83/-	17	2/-
4	72/-	20	2/-
5	2/-		

SATURDAY, 27th SEPTEMBER, 1902.  
 ON THE ESTATE, AT THREE O'CLOCK.

THE Subdivision of this Property affords a rare chance to acquire  
 on very Easy Terms a Building Lot in the Choicest Part of one  
 of Melbourne's Best Suburbs.  
 The Railway Station is on the Estate, and it is within easy distance  
 of State Government House, Toorak Tram, and High Street Bus.  
 The Land will be sold with a condition that the Main Portion of  
 any Building erected thereon shall be of Brick or Stone.  
 The Vendor will make advances by Progress Payments on approved  
 Buildings. Interest, 6 per cent.

TERMS.—10 per cent Cash; Balance Quarterly, up to Five  
 Years. Interest 8 per cent per annum.

**W. L. BAILLIEU & CO.,**  
 AUCTIONEERS.

SOLICITORS: Messrs. BLAKE & RIDGALL, Wilson Street, City.  
 SURVEYORS: Messrs. MUNTZ, BADE & RUSSELL, Bank Place, City, who Certify  
 that there is Perfect Discharge every lot.