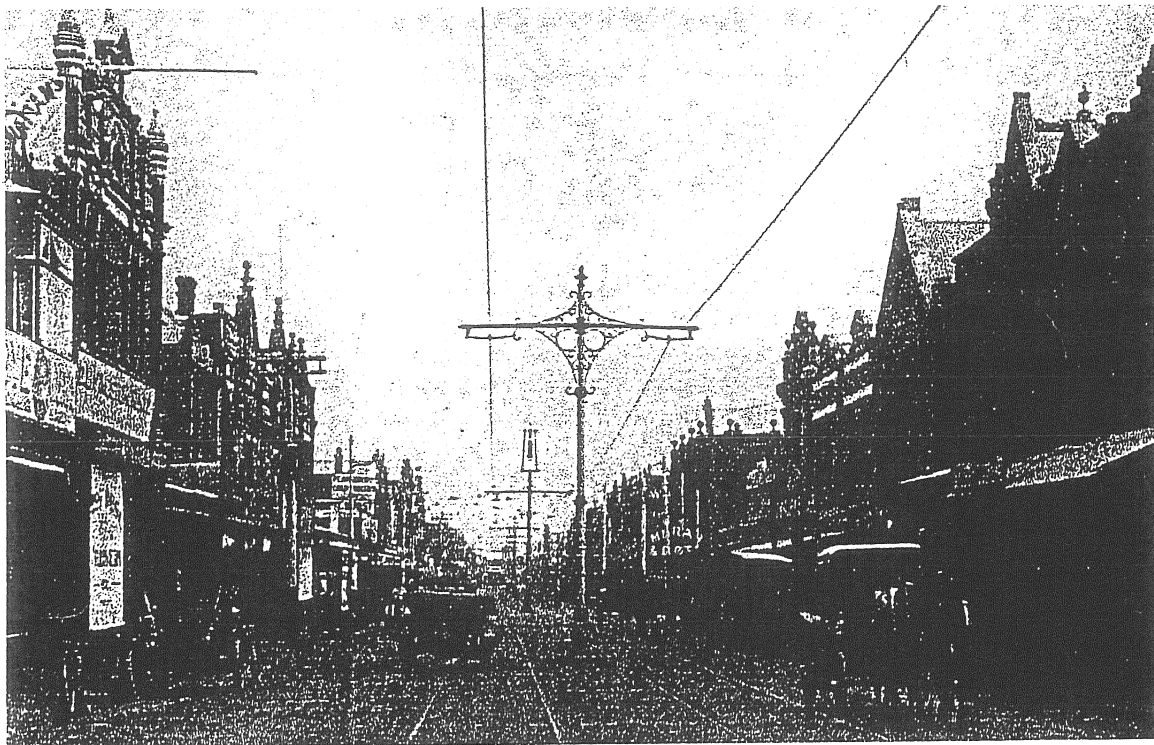


Glenferrie Road / High Street Proposed Conservation Area



November 1997

GLENFERRIE ROAD / HIGH STREET MALVERN

INTRODUCTION

This report has been prepared by Bryce Raworth Pty Ltd in support of a proposed amendment to the local planning scheme which will create an urban conservation area centred on Glenferrie Road, Malvern.

The report builds on work carried out by Coleman Sutherland Conservation Consultants for the *Glenferrie Road / High Street Conservation Study*, 1984.

SUMMARY OF RECOMMENDATIONS

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: all addresses in Glenferrie Road between Dandenong Road and High Street; odd numbered premises 1195-1229 and even numbered premises 1252-1276 in High Street; 1-57 Station Street; odd numbered premises 1-25 and even numbered premises 2-18 in Claremont Avenue; 105-109, 121-125, 127-133, 128-134 and 136 Wattletree Road; 4 Stanhope Street and 22 Willis Street. The area also includes the Town Hall and Police Station buildings situated northeast of the intersection of Glenferrie Road and High Street, the principal buildings of the Coldblo tram depot and the Malvern Railway Station.

It is also recommended, on the basis of the work completed in this study, that the extant Armadale Urban Conservation Area, which includes a short section of High Street east of Kooyong Road, be extended further east to incorporate the historic shops in High Street including odd numbered premises 1001- 1149 and even numbered premises 1002-1152.

HISTORY

INTRODUCTION

Prior to the First Land Sales in 1840, pastoralists had spread to the area that was to become the District of Gardiner. A network of stock routes meandered through the undulating country and on to Gippsland. When the district was first surveyed, the area was divided into allotments set out within a framework of roads, suitable for market gardens, orchards and farms.¹ From the 1850s, a number of reserves were made, including the land now occupied by the Town Hall and adjacent cricket ground.

The Gardiner Road District was proclaimed in 1856 and the boundaries of Kooyong Road, Dandenong Road, Warrigal Road and Gardiners Creek were set. Despite the activities of land speculators, market gardens, orchards and a few houses on large allotments were gradually established along two of the main tracks that were later named Glenferrie Road and High Street.

This rural atmosphere changed in 1879, when the first train ran through Malvern Station en route to Oakleigh and Gippsland. This new method of transport to the previously isolated district coincided with the boom years of the 1880s, resulting in a surge of development in Malvern's commercial centre. The first trams, which ran from the Coldblo Tram Depot in May 1910, confirmed this area as one of Melbourne's foremost shopping strips. High Street, with its variety of traders, manufacturers and retailers in the 1920s, changed in the 1940s when a few antique dealers began to appear.

FIRST SETTLEMENT

Glenferrie Road and High Street were first surveyed in 1854 when the land extending from Dandenong Road to High Street was sold. Most of this land was sold to speculators and the Fulton Land Syndicate, comprising Thomas Fulton, L. MacKinnon & F.J. Sargood,² who purchased most of the land fronting Glenferrie Road. Thomas Fulton, the principal of the syndicate, started the first iron foundry and engineering shop in Melbourne.³ Land at the south west corner of Glenferrie Road and High Street was sold the same year to the Hon. A.F.A. Greeves M.L.C., and Messrs Hodgson, and Vaughan.⁴

The 1856 rate book of the newly formed Gardiner Road District⁵ indicates only a handful of dwellings in Glenferrie Road, then 'an unnamed Government Road'.⁶ It was proposed to name Glenferrie Road Sir Henry's Road after the Governor Sir Henry Barkly, but in 1857 the name Barkly Road was adopted. The name was changed to Glenferry Road in 1872 after 'Glen Ferry' a house owned by Peter Ferry, one of

1 G. Whitehead, Laceworks Landscape Collaborative, *Malvern A physical history. Malvern urban character study*, 1989

2 Rob Bower, 'Malvern 1840-1989, A History of the Subdivision', plan set 1

3 J.B. Cooper, *History of Malvern*, 1935. p.65

4 Bower.

5 Bower, Rateable Improvements, 1856. Unpublished manuscript

6 Cooper, p.67

Malvern's pioneers.⁷ A few settlers built their homes with frontages to Glenferrie Road and in 1855, 'Coldblo', a five-roomed brick home was erected on thirteen acres of land for the Hon. Robert Sitwell close to the south west corner of High Street.⁸ In 1857 solicitor Edward Charsley purchased around 60 acres of land close to the corner of Wattle tree Road,⁹ where he erected a weatherboard farmhouse. Charsley named his property 'Pine Hill'.¹⁰ On the corner of Dandenong Road, the Gardiner Hotel, along with a few stores, were well placed to serve the traffic on the main stock route to Gippsland. In 1862 the hotel boasted Victoria's first bowling green.¹¹

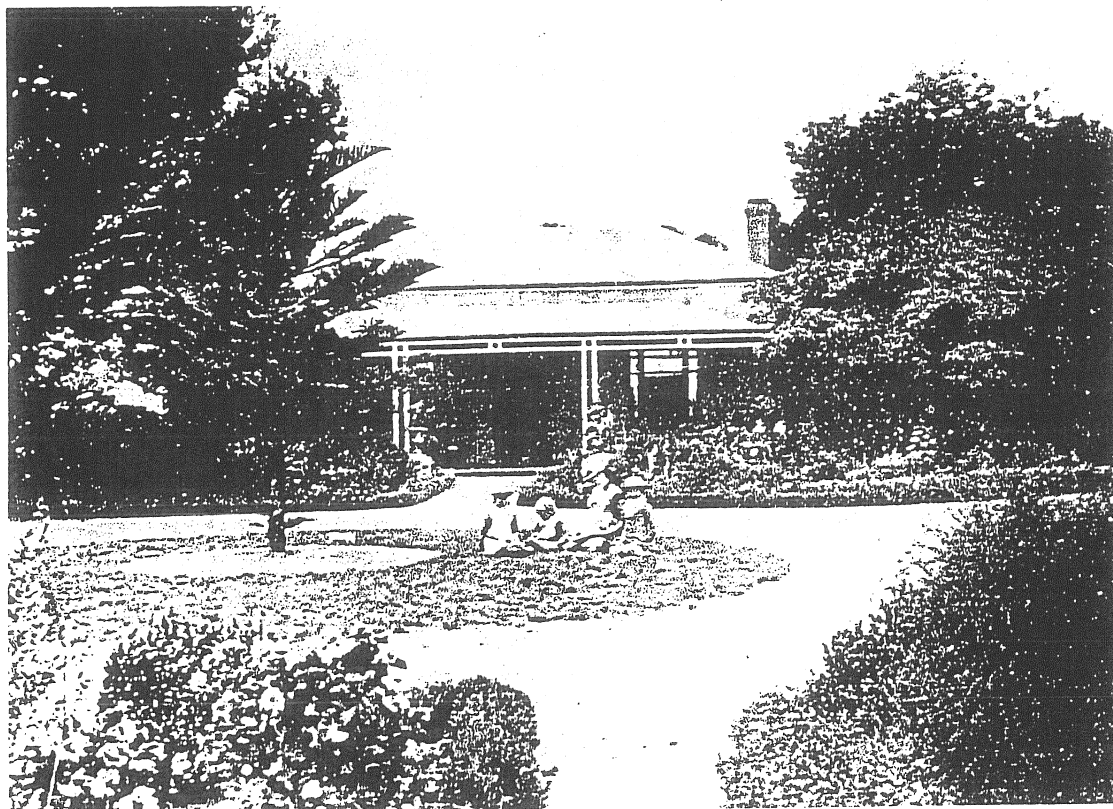


Illustration 1 Coldblo, c. 1880.

The area soon attracted market gardeners and by 1865 William Chandler, known for his world famous cauliflowers, owned land near the corner of Dandenong Road. Later, Edward Edsell, who was to become President of the Shire, established a seed farm to the south of High Street and the nursery of horticulturist Daniel Webley was located on the south corner of Barkly Avenue. Williams Nursery later occupied this site.¹² The 1871 rate book¹³ shows market gardens, a slight increase in the number of dwellings along Glenferrie Road and the beginnings of settlement at the eastern end of High Street.

7 Ibid.

8 S. Stefan, 'History of 'Coldblo'', unpublished manuscript, Malvern Archives

9 Sale of portions 44, 45 & 46. To Edward Charsley 1857. Bower.

10 Malvern Rate Book 1863

11 Cooper, p. 171

12 Ibid., p.66

13 Bower, Malvern Rateable Improvements, 1871

Prior to 1871, Robert Alway had built the first store in Glenferrie Road on the south west corner of Wattletree Road but with no public transport, commercial development was slow.

MALVERN RAILWAY STATION

In 1874, Smith Ellis, the Malvern Shire Secretary wrote to the Commissioner of Roads and Railways requesting that the proposed Gippsland Railway should pass through Malvern.¹⁴ A decision was made by the State Government to extend the railway line from South Yarra through Malvern, Caulfield and to Oakleigh, connecting the suburban network with the government's country service into Gippsland. When the Malvern section was surveyed, the line went through William Chandler's house and land and in 1878 his property was purchased by the Board of Land and Works for the construction of the railway. The line, completed in 1879, ran from South Yarra through Hawksburn, Toorak, Armadale and Malvern, stimulating land subdivision and development of both commercial and residential areas. Land values rose, and a building boom occurred in the immediate vicinity of Malvern Station. Substantial blocks of one and two storey shops were erected in Station Street and Glenferrie Road and a small shopping strip developed at the station end of Railway Road. In 1907 the name of Railway Road was changed to Claremont Avenue.¹⁵

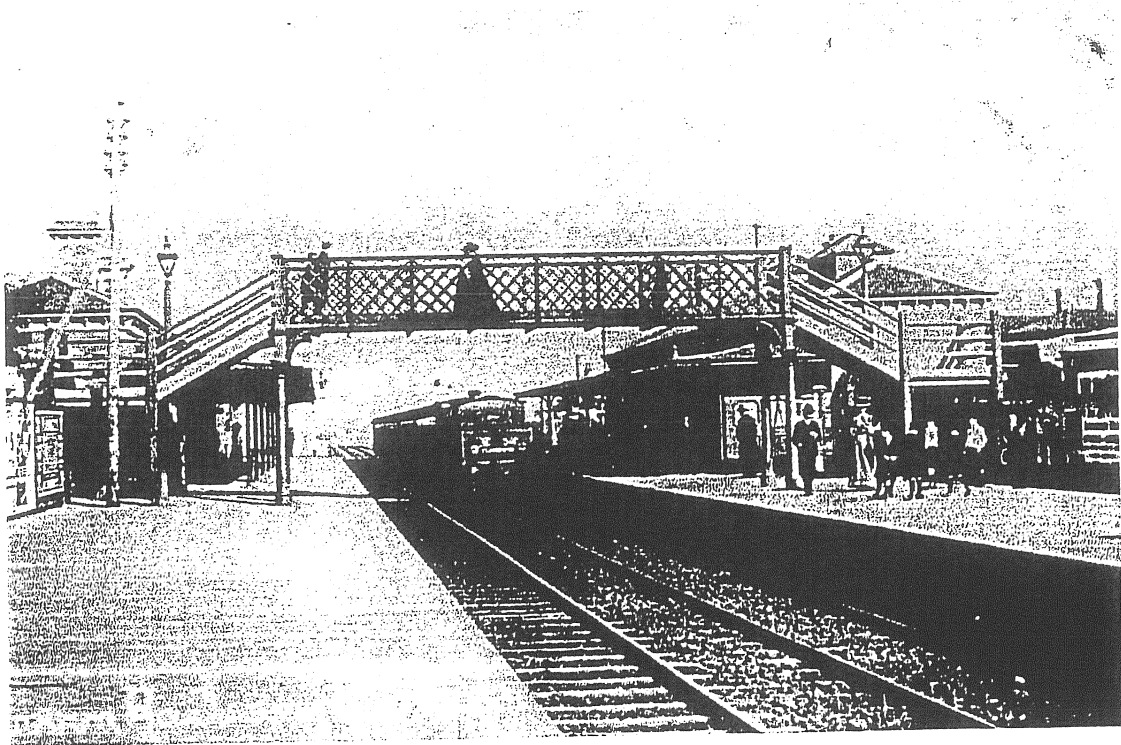


Illustration 2 Malvern Station, c. 1910.

¹⁴ Shire of Malvern, Letter Book 1, PRO 1/1720 taken from L. Strahan research notes.

¹⁵ Bower, 'A history of the subdivision', p.52

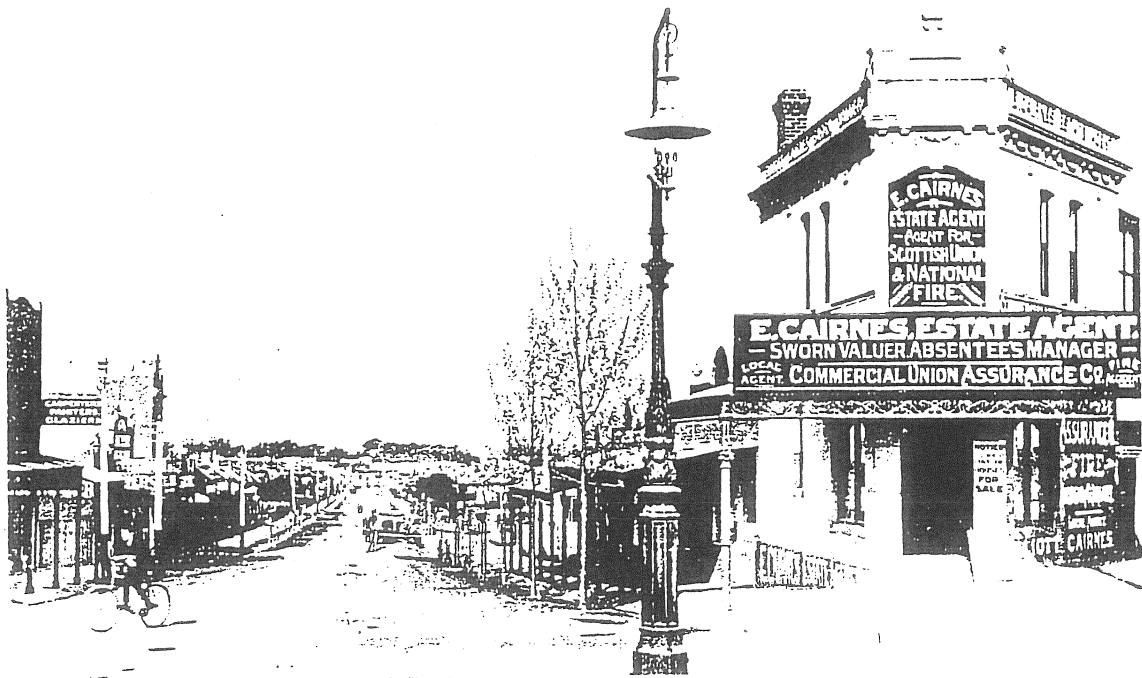
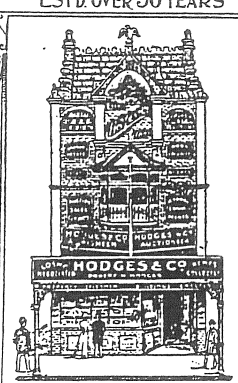


Illustration 3 Claremont Avenue, 1910.

ESTD. OVER 50 YEARS



Own Freehold Reg. Offices
Opp. Malvern Station.

ROBERT H. HODGES

Auctioneer & Sworn Valuator
In Succession the late
W. H. HODGES

Hodges & Co

ROBERT H. HODGES

Auctioneer.
Sworn Valuator.
Property Salesmen & Financial Agents
Insurance Brokers.

Only Telephone
1159 Malvern.
Connecting Private
Residence.

Opposite
Station **Malvern**

Vehicles for Inspection
of Real Estate. — —

Illustration 4 Advertisement for Hodges Auctioneers showing Station Street Offices. 1911.

STATEMENT OF SIGNIFICANCE

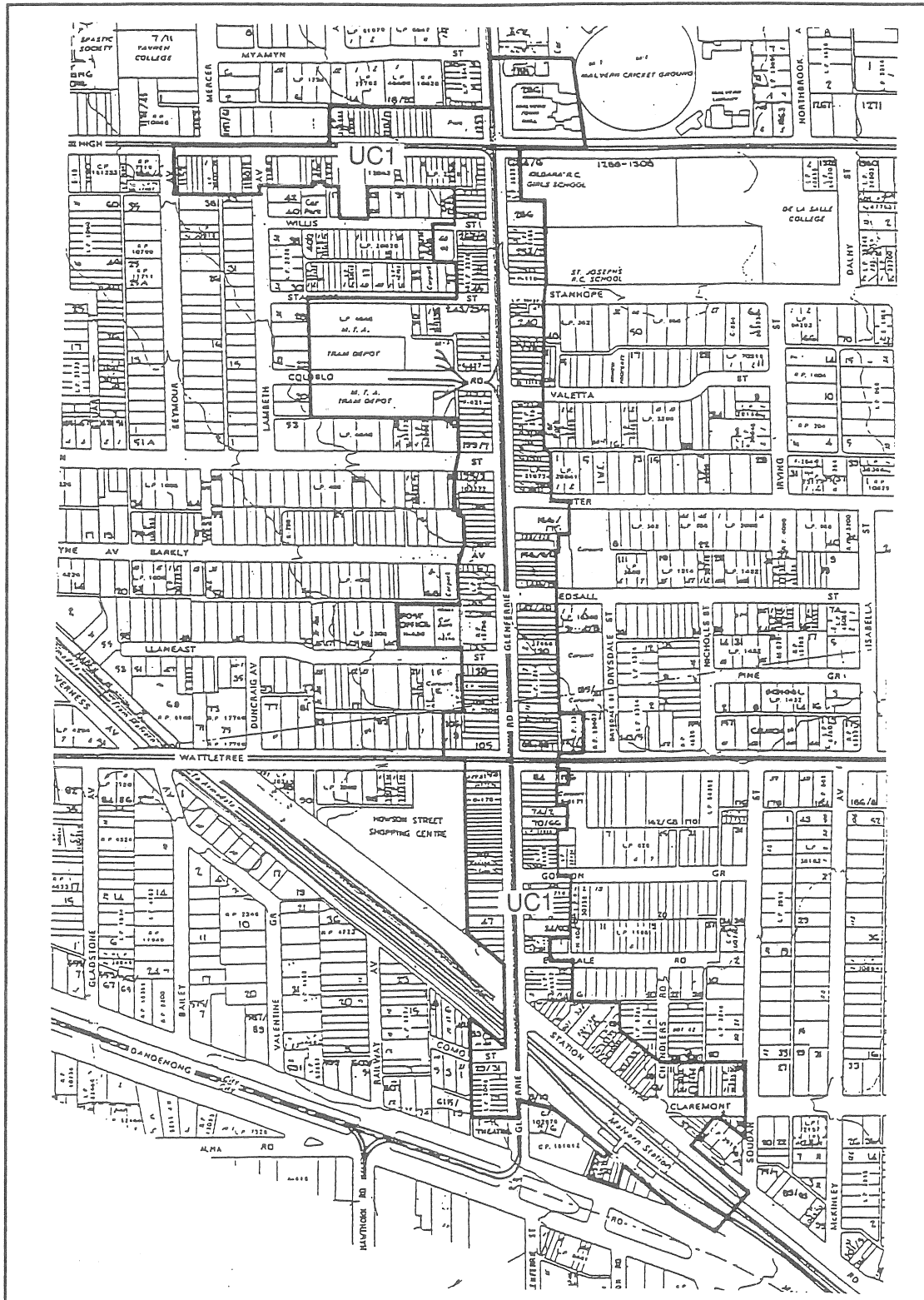
The major stages of development in the Glenferrie Road area can be seen today in the architecture of the buildings. From the boom years of the 1880s through to the inter-war years, the periods of development and prosperity are reflected in the architectural styles. The importance placed by the early residents and traders in this commercial area can be seen in many of the ornate buildings erected prior to the turn of the century. This trend continued into the Federation era with many buildings featuring elaborate details. In some cases earlier buildings have been replaced, but Glenferrie Road, Station Street, Claremont Avenue and the east end of High Street remain substantially intact.

The area is of metropolitan significance as one of the major strip shopping centres to have retained its role into the late twentieth century, and for the quality and integrity of its Victorian, Federation and Interwar building stock, which contribute substantially to its historic character.

STONNINGTON PLANNING SCHEME

LOCAL SECTION

AMENDMENT L37



LEGEND:

UC1 URBAN CONSERVATION AREA

This Map forms part of Amendment L37 (refer to Planning Scheme Maps 5UC & 6UC)