HERITAGE CITATION REPORT

Name	High Street Rail and Retail Precinct
Address	1 Kingsway ARMADALE 14-14A Cheel Street ARMADALE 2-6 Northcote Road ARMADALE 4, 8, 11-19 Morey Street ARMADALE 59A-61A, 68-70 Armadale Street ARMADALE 77-93 Kooyong Road ARMADALE 909-1095, 914-1118 High Street ARMADALE
Place Type	Retail or Wholesale PrecinctRailway Platform/ StationResidential Precinct
Citation Date	2007

Significance Level   Various

Morey Street shops

Recommended Heritage Protection   **VHR** No **HI** No **PS** Yes

History and Historical Context

The following history has been prepared to illustrate key historical themes as identified in the 'Stonnington Thematic Environmental History' (Context Pty Ltd, 2006, Addendum March 2009).

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A number of roads extending eastwards from Prahran including, Gardiner's Creek (later Toorak) Road, Commercial (later Malvern) Road and High Street had been established as rough bush tracks prior to the 1850s. These thoroughfares (and other north/south streets such as Barkly (later Glenferrie) Road were formalised in the Government survey of 1854. The survey set out small allotments suitable for market gardens and orchards within the framework of roads which were offered for sale.(1)

The village of Malvern subsequently developed around the intersection of Malvern and Glenferrie Roads to service local market gardens and other small holdings. In 1871, High Street between Kooyong and Glenferrie Roads was largely undeveloped, neither part of Prahran nor of the village of Malvern.(2) The north side was utilised as market gardens and a number of brickmakers' yards had been established to the south. By 1865, hotels had been constructed at the south-eastern corner of High Street and Kooyong Road and the corner of William Street (the Highbury, later Armadale Hotel).(3) Into the 1880s, Sands and McDougall's Suburban Directories ended at Boundary (Kooyong) Road reflecting the rural character of the areas to the east.(4)

In 1879, a railway was constructed from South Yarra to Oakleigh. Stations were built in High Street Armadale and in Malvern near the intersection of Glenferrie and Dandenong Roads. This encouraged the subdivision of areas near the stations into suburban allotments for city workers seeking the solace of the rus en urbe. By the early 1880s, the first signs of residential and attendant retail development were evident in the area. The foundation stone for the Malvern Town Hall was laid in 1885, effectively moving the centre of gravity of the suburb to the intersection of High Street and Glenferrie Road. From 1885, development of the study area began in earnest.

By 1890 areas to the north and south of High Street had been substantially developed for residential purposes and High Street had been largely transformed into a retail and services strip. Contemporary directories note the presence of a pharmacy, drapery, warehousing, a stationer, a poulterer, a tailor, a carpenter a land agent and others. Wheelwrights, blacksmiths, carriage works and other small manufacturing enterprises and workshops were also present. Directories also note a number of vacant premises suggesting ongoing construction in the area.(5) King's Arcade, one of the more impressive new buildings of the period, was built in 1893 for Mr Frederick Phillips. However, development in general halted abruptly with the recession of the early 1890s with virtually no new building undertaken over the next decade.

The MMBW Plan of 1902 records the transition from rural fringe to suburban retail strip largely completed. Some properties still survived on large, presumably farming, stabling or market gardening, allotments, however, the character of the street had fundamentally changed through the construction of substantial retail developments such as those which survive at 1001-1007, 1039-1043 and 1056-1064 High Street.(6)

From December 1905, a steam powered public bus ran between Prahran and Malvern on a route that ran between Prahran Railway Station and Malvern Town Hall. However, the service proved unreliable and rail and horse drawn services remained the preferred modes of transport until the advent of the tram service.(7) The Prahran & Malvern Tramways Trust was formed in 1908 to construct and operate Municipal electric tramways. The Trust's first lines ran from Charles Street in Prahran, along High Street to Tooronga Road, Malvern, and via Glenferrie Road and Wattletree Road to Burke Road, East Malvern. The service opened in 1910. When the tram network was constructed the State Government required grade separation at key intersections where tram and rail lines crossed. As a result, a deep railway cutting was excavated at Armadale and the level crossing at High Street built up and a bridge constructed. The original buildings at the Armadale Railway Station were demolished and the present island platform and main station building were constructed between 1909 and 1910. Similar rebuilding was undertaken at Toorak and Armadale Stations. Duplication of the rail line in 1914 led to the construction of the new side platforms at Armadale Station.

With improved public transport access and the general recovery after the recession, development of the remaining sites in High Street commenced. One of the more important buildings of the period is the Armadale Cinema at 926 High Street. Designed by noted architects Klingender and Alsop and opened September 1912, it is one of Melbourne's earliest purpose built cinemas.(8) In 1921 fruiter Frederick King transformed Kings Arcade into a thoroughfare by providing a

link from High Street through to Armadale Railway Station, which was originally known as Railway Arcade.(9)

The High Street retail strip achieved its mature state some time after WWI (10) with some larger development occurring in the late 1920s. While most of this development was retail in nature, workshops and small manufacturing concerns continued to have a presence on High Street long into the twentieth century. In the 1920s, there were at least two cycle manufacturers in this stretch of High Street, as well as a coachbuilder, motor engineers, cabinetmakers, and a clothing manufacturer.(11) By the 1940s, a large site immediately west of Huntingtower Road was occupied by Martin and King motor body builders. Commercial directories of the period also list a scarf manufacturer and a textile works at 1023 and 1029 High Street, and an unspecified factory at 1028 High Street.(12)

Like many other local shopping centres, High Street suffered decline from the 1950s as shopping patterns changed, but later re-invented itself as a specialsed antique shopping precinct with galleries, furniture restorers and rare book dealers. The first of many antique shops began appearing around 1940, and the former Armadale Cinema became Sotherby's antique and art auction room in 1989.(13)

(1)Whitehead et al, Malvern Character Study, Appendix A.
(2)Ibid.
(3)Rob Brower, Malvern Rateable Improvements 1856, 1871 & 1887, Stonnington History Collection, Registration No MH 4763.
(4)Sands and McDougall Directories,1882.
(5)Sands and McDougall Directories, 1890.
(6)MMBW, Detail Plans 1763 & 1739, Town of Malvern, 1902. State Library of Victoria
(7)Malvern to Prahran steam bus filled with passengers, 1905, City of Stonnington History Collection, Registration No MP 5139
(8)Register of the National Trust of Australia (Victoria). File number 7352.
(9)www.kingsarcade.com.au/history.php
(10)Glenferrie Road/High Street Conservation Study, Coleman, Sutherland Conservation Consultants, 1984
(11)Sands and McDougall Directories, 1920 and 1925.
(12)Sands and McDougall Directories, 1946 and 1948.
(13)Context Pty Ltd, Stonnington Thematic Environmental History, p.108.

Relevant Historical Australian Themes

The following themes are drawn from the *Stonnington Thematic Environmental History* (Context Pty Ltd, 2006, Addendum March 2009).

3.3.5 Recovery and infill 1900-1940

4.4.2 Developing State Railway systems in the late nineteenth century

4.4.3 Twentieth century improvements

4.5.2 Prahran-Malvern Tramways Trust

7.1 Serving local communities

7.2 Creating specialised shopping centres

Description

Physical Description

The High Street Rail and Retail precinct generally encompasses the High Street shopping strip bound by the railway line to the west and just beyond Stuart Street to the east. It also includes the Armadale Railway Station and small groups of retail and residential buildings in the station environs.

The retail buildings in High Street are typically of two storeys and generally date from the late nineteenth century, although substantial infill development occurred during the 1910s and 1920s. Kings Arcade, with its ground floor shopping arcade and heavily ornamented red-brick facade, stands out as perhaps the most individually distinct Victorian building in the precinct. More typically, the precinct's Victorian retail buildings adopt Italianate detailing with facades incorporating rendered string courses window moulds and pediments. The former bank and shops at 1001-7 and retail groups such as that at 1069-73 High Street are typical of this early built form.

Edwardian retail buildings in the area are often more theatrical. Victoria House for example incorporates an oriel bay, large semicircular window and sinuous Art Nouveau mouldings at first floor level. Art Nouveau inspired details can also be found on the facade of the imposing cement render facade of the former Armadale Cinema (now Sotherby's) at 926 High Street.

High Street also contains some interwar commercial buildings, such as those immediately to the west of Huntingtower Road, which contribute in a modest way to the character and significance of the streetscape.

The Armadale Railway Station survives highly intact to its Edwardian state in a backstreet to the south of the main High Street shopping strip. The station building, dating from 1910, comprises a central platform building accessed by elevated walkways, and, side buildings and platforms dating from 1914. It generally adopts a domestic expression with red-brick and stucco walls and tiled hipped roofs with tall chimneys with terracotta pots. The station buildings, platforms and access bridges form a complex of some individual note but, in combination with similar stations at Toorak and Hawksburn, also contribute to an important group of stations along the line.

The shops adjacent to the railway station form a notable adjunct to this building, particularly those to at 13-19 Morey Street with their curving cast iron verandah and walkway leading to Kings Arcade. Another early retail group survives to the south of the station on the corner of Fetherston and Armadale streets.

The precinct also includes the largely intact residential streetscape on Kooyong Road which backs onto the station environs. The late-Victorian and Edwardian dwellings which make up this streetscape are largely intact and, for the most part, representative examples of their period. A notable exception is the villa at 81 Kooyong Road, which has an unusual double corner bay with a first floor balcony.

Comparative Analysis

The High Street Rail and Retail precinct can be compared with other early shopping strips in the City of Stonnington. Chapel Street stands out among these as the major regional shopping centre with several large scale pre-World War 1 emporia surviving in the middle section between High Street and Commercial Road. The High Street precinct is more directly comparable to the southern section of Chapel Street in Windsor in terms of the generally modest double-storey scale of its retail building stock and overall level of integrity, although the latter has a stronger Victorian character. The Toorak Road precinct has a similar status to High Street as a prestigious local shopping strip which prospered with the opening of the railway line. Toorak Road was, however, more fully developed by the end of the 1880s land boom. Its early character has also been diminished to a greater degree by modern retail development.

The pattern of settlement in the High Street precinct more closely parallels the development of the Glenferrie Road precinct (HO349), which followed the opening of the railway line in 1879 and later establishment of the electric tram network in 1910. Glenferrie Road's status as the premier shopping strip in this section of the municipality attracted a higher number of quality retail developments and landmark corner buildings. Nonetheless, the High Street precinct compares favourably with the Glenferrie Road precinct in terms of the integrity of its early building stock, most especially in the relatively small section of High Street which is included in HO349.

While much of its building stock is typical of late Victorian and Edwardian periods, the High Street precinct is distinguished from many other shopping strips in the municipality by the presence of some individually distinct buildings. Foremost amongst these are the Armadale Railway Station, the adjacent curving shop row and the link to the High Street shop via King's Arcade.

Toorak Railway Station, located in the Armadale precinct (HO130), was built to the same broad design as the Armadale Railway Station and also became the focal point for retail development. The Toorak Station retail group is highly intact and generally presents as a more cohesive streetscape than High Street but falls into the category of smaller scale shopping strips built to service the needs of a local neighbourhood.

Statement of Significance

What is significant?

The High Street Rail and Retail precinct is a commercial area comprising a large section of the High Street shopping strip, the Armadale Railway Station, and a small pocket of retail and residential development in the station environs. Suburban development of the area initially followed the opening of the Armadale Railway Station in 1879 and gained momentum during the 1880s land boom. By 1890, areas to the north and south of High Street had been substantially developed for residential purposes and High Street had been largely transformed into a retail and services strip. A range of one and two storey retail and commercial buildings and a smaller number of terrace and villa houses survive from this period and form significant elements within the context of the precinct. The 1910 rebuilding of the railway station (and duplication of the line in 1914) and the expansion of the electric tram line along High Street stimulated further retail and residential development on sites left undeveloped through the recession of the 1890s. The rebuilt station and associated Edwardian retail and residential developments and the smaller number of interwar developments contribute substantially to the significance and the mature c.1920s character of the area.

Elements which contribute to the significance of the precinct include (but are not limited to):

-Victorian, Edwardian and interwar dwellings, commercial buildings and shops (many originally built with living accommodation over the shop or at the rear).
-The Armadale Railway Station buildings and associated platforms and elevated walkways and the extent and form of its curtilage arising from the 1910 redevelopment and 1914 line duplication.
-The visual and physical connection between the railway station and adjacent shops, including the pedestrian link through to Kings Arcade.
-The generally high integrity of upper level facades and original detailing and finishes typically comprising face brick or render.
-Retail buildings with roofs concealed by parapets or less typically exposed transverse gabled roofs with terracotta tile cladding.
-The consistent one or two storey scale of retail buildings.
-The attached form of retail buildings with no front setbacks and similar facade widths creating a repetitive module.
-The form and fabric of surviving early shopfronts, typically built with large timber or metal framed display windows above stall boards, smaller highlight windows (often with leadlight glazing), glazed ceramic tile surfaces, and recessed

doorways.
-External signage generally restricted to verandah fascias or suspended from the underside of verandahs.
-The limited number of modern internally illuminated signs.
-The absence of on-site vehicle accommodation in the front setbacks of commercial buildings, including driveways and crossovers.
-Road alignments and allotment patterns resulting from nineteenth and early twentieth century subdivisions.
-Bluestone kerbs and channels.
-The detached villa form and consistent single storey scale of the residential buildings on Kooyong Road (the villa at 81 Kooyong Road with the unusual upper level balcony being a valued exception)
-The verdant landscaped character of the Kooyong Road residential streetscape resulting from undeveloped front setbacks and nature strips with mature street trees.

How is it significant?

The High Street Rail and Retail precinct is of local historical and aesthetic significance to the City of Stonnington.

Why is it significant?

The High Street Rail and Retail precinct is historically significant for its longstanding role as the principal commercial centre within the Armadale locality (*Historic Theme: 7.1 Serving local communities*) and for its capacity to illustrate the major phases of development in the Municipality associated with the 1880s land boom and the Edwardian period of economic recovery and prosperity (*Historic Theme: 3.3.5 Recovery and infill 1900-1940).*

The High Street Rail and Retail precinct is also significant for its capacity to demonstrate the importance of the railway as a catalyst for commercial and residential development together with the electric tram network (*Historic Themes: 4.4.2 Developing state railway systems in the late nineteenth century, 4.5.2 Prahran-Malvern Tramways Trust).* The station itself is an element of high individual significance and, in combination with similar stations at Toorak, Malvern and Hawksburn, also contributes to a historically significant group of stations along the line *(Historic Theme:* 4.4.3 Twentieth century improvements).

In addition, the High Street Rail and Retail precinct is of interest for its capacity to demonstrate changing patterns of shopping in the post war period through its reinvention as an up-market retail area specialising in antiques *(Historic Theme: 7.2 Creating specialised shopping centres).*

The High Street Rail and Retail precinct is aesthetically significant as a well preserved example of a late nineteenth and early twentieth shopping strip. Many retail buildings in the precinct survive to a high level of integrity at their first floor facade level while some have early shopfronts which make an important contribution to the early character of the area.

The precinct is also noteworthy for the diversity of architectural styles which are encountered along the length of High Street, including: late Victorian Italianate boom period shops; Edwardian shops with Art Nouveau influenced detailing; and, interwar Moderne style commercial premises. Nonetheless, the streetscape maintains an overall sense of visual continuity through the consistent use of parapeted facades with uniform front setbacks, similar wall materials and similar scale.

The aesthetic significance of the precinct is enhanced by the presenceof some individually noteworthy buildings including Kings Arcade (HO57), the former Armadale cinema and the Armadale Railway Station. The station environs are notable for their largely intact Edwardian retail buildings (including the unusual curving facade and cast iron verandah at 11-13 Morey Street), the narrow width of Morey Street and its irregular alignment, and the pedestrian link to Kings Arcade, all of which combine to create a unique early-twentieth century transport and retail hub. The nearby

streetscape of Victorian and Edwardian dwellings on Kooyong Road also makes an important contribution the historic character of the precinct.

Assessment Against Criteria

Assessment of the precinct was undertaken in accordance with the processes and criteria outlined in the Australian ICOMOS (Burra) Charter for the Conservation of Places of Cultural Heritage Significance.

Recommendations 2007

External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Fences & Outbuildings	No
Prohibited Uses May Be Permitted	No
Incorporated Plan	-
Aboriginal Heritage Place	No

This information is provided for guidance only and does not supersede official documents, particularly the planning scheme. Planning controls should be verified by checking the relevant municipal planning scheme.

High Street Rail and Retail Precinct

Schedule of Buildings

The following schedule is to be read in conjunction with the Heritage Citation Report for the High Street Rail and Retail Precinct. Definitions of the gradings are explained in the *Stonnington Heritage Guidelines*. Building gradings reflect the intactness of the built form on the site and its streetscape context. Buildings have been graded according to their relationship to the identified significance of the precinct and the ability of the built form to demonstrate key historic themes in the development of the area. It should be noted that a property may exhibit elements other than built form (such as subdivision pattern, orientation, location) that also contribute to the historic themes and the significance of the precinct as a whole.

ARMADALE STREET

Street no.	Grading	Description
West side		
61A/61/59A	A2	Double and single-storey late Edwardian shop group with attached Victorian dwelling to rear
East side		
68/70	B	Double-storey Edwardian commercial building

CHEEL STREET

Street no.	Grading	Description
East side		
14A	A1	Armadale Railway Station. 1910 railway station buildings, platforms and elevated walkways.
14	A2	Single-storey Edwardian shop

HIGH STREET

Street no.	Grading	Description
North side		
909	Ungraded	Single-storey c1950 commercial building
909A	C	Single-storey c1920 commercial building
911	C	Single-storey c1920 shop
913	C	Single-storey c1920 shop
917	Ungraded	Single-storey c1930 commercial building (altered)
Northcote Rd		
919	Ungraded	Undeveloped land with advertising billboard
921/923	A2	Double-storey interwar offices/flats
929/931	B	Single-storey Victorian villa
933	B	Single-storey Edwardian shop
935-939	Ungraded	Single-storey Edwardian shop (façade rebuilt)
941-951	B	Single-storey Edwardian shop group
953	A2	Double-storey Edwardian bank
963-967	Ungraded	Double-storey c1990 shop
969-975	Ungraded	Double and single-storey c1980 shop
Kooyong Rd		
1001-7	B	Double-storey Victorian retail group
1009	B	Single-storey Victorian shop
1011	B	Single-storey Victorian shop
1013	B	Double-storey Victorian shop
1015	B	Double-storey Victorian shop
1017	Ungraded	Double-storey c2000 shop
1019	B	Double-storey Edwardian shop
1021	C	Single-storey Edwardian shop
1023	B	Double-storey Edwardian shop
1025	B	Double-storey Edwardian shop

HIGH STREET

Street no.	Grading	Description
Baldwin St		
1027/1029	Ungraded	Double-storey shop c.1980s
1031	B	Double-storey Victorian shop
1033	Ungraded	Double storey shop c.1990s
1035	B	Single-storey Edwardian shop
1037	B	Double-storey Edwardian shop (1905)
row		
1039-43	B	Single-storey Victorian retail group
1045	B	Single-storey Edwardian shop
1047-51	Ungraded	Double-storey retail group c.1970s
Moorhouse St		
1053/1055	B	Single-storey Edwardian shop
1057/1059	B	Double storey Victorian semi-detached shops
1061/1063	B	Double-storey Victorian shop altered
1065	B	Double-storey Victorian shop
1067	B	Double-storey Edwardian shop
1069-73	B	Double-storey Victorian retail group
1075-91	Ungraded	Double-storey interwar former workshop
1093-95	C	Double-storey c1940s former workshop
South Side		
914	C	Altered single storey shop building
Morey St		
924	Ungraded	Electrical substation
926	A2	Former Armadale Cinema
946	Ungraded	Modern double-storey shop building
948-960	Ungraded	Single-storey c1980 shop building
966-972	B	Double-storey interwar commercial building (ground floor shopfronts only)
974-978	A1	Kings Arcade. 1893 double-storey retail building.
980	A2	Double-storey Victorian commercial building
Kooyong Rd		
1002/1004	Ungraded	Double-storey shop c.1980s
1006	B	Single-storey Edwardian shop
1008	B	Single-storey Edwardian shop
1010/1012	B	Double-storey early Edwardian shop
1014/1016	B	Double-storey c.1920s semi detached shops
1018	B	Double-storey Victorian shop
1020/1022	C	Single-storey c1930s shop
1024/1026	Ungraded	Single storey c.1963 shop
1028	Ungraded	Single storey c.1970s shop
1030	B	Double-storey late Victorian shop
1032/1034	B	Double-storey late Edwardian shop
1036	B	Single-storey Victorian shop
1038-42	Ungraded	Single-storey c1990 retail group
row		
1044	A2	Double-storey Victorian shop (1885)
1046	Ungraded	Single-storey shop (altered)
1048	Ungraded	Single-storey shop c.1920 (altered)
1052-ÍｌÁ	B	Single-storey semi-detached Victorian pair
1056-64	B	Double storey Victorian retail group
1066	Ungraded	Double storey c.1990s shop
William Street		
1078-80	B	Single-storey semi-detached Edwardian shops with upper storey additions
1082/1084	B	Double-storey semi-detached Victorian shops
1086	Ungraded	Modern entry to offices at rear
1088	A2	Victoria House. Double-story Edwardian shop
1092	C	Double-storey Victorian shop (altered)
1094	B	Double storey Edwardian shop (1903)

HIGH STREET (cont.)

Street no.	Grading	Description
1096	Ungraded	Single-storey Victorian shop altered
1098-1102	B	Double-storey Edwardian retail group
1104/1106	B	Double-storey Victorian semi-detached shops
1108-10	C	Single-storey Edwardian semi-detached shops with upper storey addition
1112	C	Single-storey Victorian shop
Stuart Street		
1114/1116	B	Double-storey Edwardian shop
1118	A2	Double-storey Edwardian commercial building

KINGSWAY

Street no.	Grading	Description
East side		
1	Ungraded	Double-storey c1990 shops

KOOYONG ROAD

Street no.	Grading	Description
West side		
77	B	Single-storey Edwardian villa
81	B	Double-storey Edwardian villa
83	B	Single-storey Edwardian villa
85	B	Single-storey early Edwardian villa
87	B	Single-storey Victorian villa
89	B	Single-storey Victorian villa
91	B	Single-storey Victorian villa
93	B	Single-storey Edwardian villa

MOREY STREET

Street no.	Grading	Description
East side		
4	Ungraded	Carpark
8	A2	Single-storey Edwardian shop
11	Ungraded	Single-storey modern residence
13-19	A2	Single-storey Edwardian shops group

NORTHCOTE ROAD

Street no.	Grading	Description
East side		
2-6	A2	Double-storey Victorian terrace