

304 Glenferrie Road, Malvern Heritage Citation Report



Figure 1 304 Glenferrie Road, Malvern.

History and Historical Context

Thematic Context

The following is drawn *City of Malvern Heritage Study: Appendix 1* (Nigel Lewis, 1992).

Houses as a symbol of wealth, status and fashion

Malvern is fortunate to retain the architectural legacy of many important architects. This has been mainly due to the social status of the area and the neighbouring suburb of Toorak in particular. In the 1920s the area experienced a rapid release of residential land from the former estates of the nineteenth century mansions. This provided opportunities for some of the most prestigious residential commissions in Melbourne at the time when strong architectural traditions flourished.

Houses in the Toorak area (in the former cities of Malvern and Prahran) dominated the pages of contemporary journals of the interwar period to an extent unrivalled by other suburbs. No other area of Melbourne had so many large and notable houses designed by prominent architects in this period. These architects built predominately in the fashionable architecture styles of the 1920s and 1930s, particularly the Georgian revival and Old English modes.

Place History

Present day Glenferrie Road was first surveyed in 1854 when land extending from Dandenong Road to High Street was sold. In April 1854, Crown Portion 8, consisting of 6 acres, 2 roods, 24 perches, with a frontage to Glenferrie Road, was purchased by John Cochran. Three months later, Cochran sold the land to Scotsman, Colin Campbell, who was

a pastoralist, politician, author, educationist and cleric. Campbell erected a small pre-fabricated iron house which he had imported from England on the site. This was the first dwelling to be erected on the east side of Glenferrie Road, south of Malvern Road.¹

The 1856 rate book of the newly formed Gardiner Road District indicates only a handful of dwellings in Glenferrie Road, then 'an unnamed government road.' In 1857 the name Barkly Road was adopted and in 1872 the name was changed again to 'Glen Ferry' a house owned by Peter Ferry, one of Malvern's pioneers.

In December 1860, Colin Campbell sold his home, which had been named Haverbrack, to Henry Steele Shaw. Haverbrack was in turn sold in 1868 to the Secretary for Railways, Robert Singleton.² Singleton's land was subdivided in 1888, creating Haverbrack Avenue and widening the previously created Embling Road. The subdivision of the Town Hall Estate, with 'business mansion and villa sites in the most valuable aristocratic part', created residential building allotments in Haverbrack Avenue and Embling Road, and commercial allotments in Glenferrie Road and Malvern Road.³ At the east end of Haverbrack Avenue, a large area was reserved for a mansion for Singleton, and 'Haverbrack' was retained on lot 100. As a result of the severe economic depression of the 1890s little development took place in the Town Hall Estate and many allotments remained vacant.

In November 1915, another sale was held of the Haverbrack Estate. By this time a number of villas had been erected in Haverbrack Avenue and the sale included a further 29 allotments in Glenferrie Road, Embling Road, Spring Road and Haverbrack Avenue. Haverbrack's allotment was subdivided with lots 1 and 2 fronting Glenferrie Road. Haverbrack mansion was retained on two combined lots (3 and 4) fronting Haverbrack Avenue.⁴ The sale notice stipulated that 'on the frontages in Glenferrie Road, also Haverbrack Avenue, not more than one brick house shall be erected on any allotment, and shall not cost less than £800'.⁵ Stanley Singleton (presumably the son of Robert Singleton) was the owner of lot 2.

In 1918 Singleton sold the allotment to company director R.M. Moyes. In the same year, builder George Frederick Ballantyne submitted a plan to Malvern Council for a residence for Moyes.⁶ This was rated as a brick house of 10 rooms in the same year.⁷ The house is first listed in the 1919 Sands and McDougall directory with 'Robert Mouyes' as the occupant.

In 1923 Moyes sold the house, by then numbered 304 Glenferrie Road, to prominent Melbourne City Councillor, William Brunton.⁸ Brunton named the house Selkirk. In November 1925, architect Leslie Reed, submitted plans for 'Proposed alterations and additions to brick residence in Glenferrie Road Malvern for William Brunton Esq'.⁹ The plans show an addition to the north side of a ground floor reception room and enlargement of the front verandah.

Businessman, Sir William Brunton (1867-1938), was a Melbourne City Councillor from 1913 to 1929. He served three successive terms as Lord Mayor, from October 1923 to when he voluntarily relinquished the position in 1926. He chaired the Greater Melbourne Council Conference, an important attempt to co-ordinate the development of metropolitan planning of services and infrastructure, including roads, city planning and essential services. As Chairman of the National War Memorial of Victoria Committee, Brunton worked toward the creation of the Shrine of Remembrance. He developed the Lord Mayor's Fund and was knighted in 1926.

¹Stonnington Local History Catalogue. Reg. No. MH 12293

²Stonnington Local History Catalogue. Reg. No. MH 12293

³Stonnington Local History Catalogue. Reg. No. MH 898

⁴Stonnington Local History Catalogue. Reg. No. MH 449

⁵Stonnington Local History Catalogue. Reg. No. MH 449

⁶Stonnington History Centre. Malvern Building Plan 1106.

⁷City of Malvern rate book, northward, 1917-18, no. 274.

⁸City of Malvern rate book, north ward, 1922-23, no. 374.

⁹Stonnington Local History Catalogue. Reg. No. MB 3027

Brunton died of cancer on 13 April 1938 at Selkirk. The house was sold to Alexander and Emma Cook the following year.¹⁰

Description

The house at 304 Glenferrie Road is an attic storey bungalow with projecting double gables dominating the front façade. The gables sit above a first floor balcony supported on Tuscan order columns. The main transverse gable roof has a secondary attic storey gable with lead light glazed windows. The roof is of interest for the manner in which the apex of the projecting front gables extends down to form a single storey roof on the sides. The roof is punctuated by simply detailed chimneys with arched cast finish and wide smooth rendered capping over a simple recess on each face. External walls have a fine roughcast rendered finish. Ground floor windows are double hung.

It is understood that the front double gables and balcony were introduced as part of the c1925 works designed by architect Leslie Reed.¹¹ The building permit plans prepared by Reed in 1925 do not show the entry porch with the Tuscan order columns and it is assumed that the original design was amended.

The house has remained largely intact to its c1925 state other than for a modern flat roofed extension to the original verandah, and the original unglazed roof tiles being replaced after 1992 with glazed terracotta roof tiles of a similar pattern.¹² The front boundary is enclosed by a relatively recent metal and timber picket fence.

Comparative Analysis

The Arts and Crafts movement had its origins in the mid 1800s in England with writer and designer William Morris as its figurehead. Morris strove to address the lowering standards of design and the loss of craftsmanship resulting from industrialisation and the ascendancy of cheap mass produced goods. Arts and Crafts designers were concerned with the integration of art into everyday life through the medium of craftsmanship. The movement also had a strong moral tone with a stress on the truthfulness of expression. In Australia, the Arts and Crafts style emerged in the eastern states in the late 1890s and continued to exert a strong influence on English Domestic revival style architecture into the 1930s.¹³

The Arts and Crafts movement was defined more by a set of ideals and principles than an adherence to a uniform style, but its buildings have many common characteristics. They are typically domestic in scale and make free use of traditional vernacular motifs to create something that is homely but at the same time distinctive and 'modern'. Artful informality and picturesqueness are strong characteristics, with symmetrical formality occurring less frequently. Buildings were typically conceived as objects 'in the round' rather than concentrating all architectural effect on a single street facade. The roof is a dominant element and could be either gabled or hipped or a combination of the two. Roughcast rendered walls, bay windows, timber shingles, battered piers and tall tapering chimneys are common. Art Nouveau inspired details are also common, both externally and internally.¹⁴ A characteristic of Melbourne Arts and Crafts architecture was the diversity of approach and the high quality of design and craftsmanship.¹⁵ Major figures in the Melbourne Arts and Crafts scene include architects Harold Desbrowe Annear, Walter Butler, Rodney Alsop and Robert Haddon.

¹⁰ Stonnington Local History Catalogue. Reg. No. MH 12293

¹¹ Nigel Lewis & Di Foster *304 Glenferrie Road Selkirk, Malvern* (1999) unpaginated.

¹² Nigel Lewis, *304 Glenferrie Road Selkirk, Malvern* (1999) unpaginated.

¹³ Harriet Edquist, *Pioneers of Modernism – The Arts and Crafts Movement in Australia*, p.xii.

¹⁴ Apperly et. al., *A Pictorial Guide to Identifying Australian Architecture*, p.140.

¹⁵ Harriet Edquist, 'Arts and Crafts' in *Encyclopaedia of Australian Architecture*, p. 45.

The house at 304 Glenferrie Road is an individually distinctive variant of the Arts and Crafts style with strong bungalow overtones, predating the widespread take up of the bungalow idiom by speculative builders in the 1920s. Arts and Crafts antecedents are evident in the twin projecting gables, which are suggestive of the work of leading English Arts and Crafts and architect Charles Voysey. A stylistically similar house located nearby at 333 Glenferrie Road is protected by an individual heritage overlay control (HO262). That example has a solidity and deliberately pared back simplicity, which contrasts with the more lively and esoteric façade articulation of 304 Glenferrie Road. The two houses otherwise compare favourably in terms of architectural quality. Accepting that 304 Glenferrie Road has early but architecturally noteworthy alterations and additions, 333 Glenferrie Road is less intact as a result of the original face brickwork having been rendered over. Outside of Stonnington, a very similar double-gable Arts and Crafts bungalow at 609 Lygon Street, Princes Hill is identified as an individually significant building within the Princes Hill heritage overlay precinct (HO329, City of Yarra Planning Scheme). Individually significant buildings are considered to be heritage places in their own right when located within a heritage precinct.

Thematic Context

The house at 304 Glenferrie Road, Malvern illustrates the following themes, as identified in the *Stonnington Thematic Environmental History* (Context Pty Ltd, 2006):

- 5.3.1 Politicians and their places of residence
- 8.4.1 Houses as a symbol of wealth, status and fashion

Assessment Against Criteria

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

Statement of Significance

The relevant HERCON criteria and themes from the *Stonnington Thematic Environmental History* (TEH) are shown in brackets.

What is Significant?

. It was built on a nineteenth century subdivision, at a time when Malvern was experiencing a major expansion of suburban housing.

Elements that contribute to the significance of the place include (but are not limited to):

- The external form, materials and detailing from the 1918 and 1926.
- The generally high integrity to its interwar state.
- The domestic garden setting (but not the fabric of the garden itself).

Modern fabric, including the front fence and entry pergola, is not significant.

How is it significant?

The house at 304 Glenferrie Road is of local architectural significance to the City of Stonnington.

Why is it significant?

The house is architecturally significant as a striking and largely intact example of an Arts and Crafts style bungalow (Criterion D).

The house is of some historical interest for its association with Sir William Brunton (Criterion H, TEH 5.3.1 Politicians and their places of residence).

Recommendations

Recommended for inclusion in the Heritage Overlay of the Stonnington Planning Scheme to the extent of the whole property as defined by the title boundaries (refer figure 2 below). External paint controls, internal alteration controls and tree controls are not recommended. It is further recommended that an A2 grading be assigned to the house.

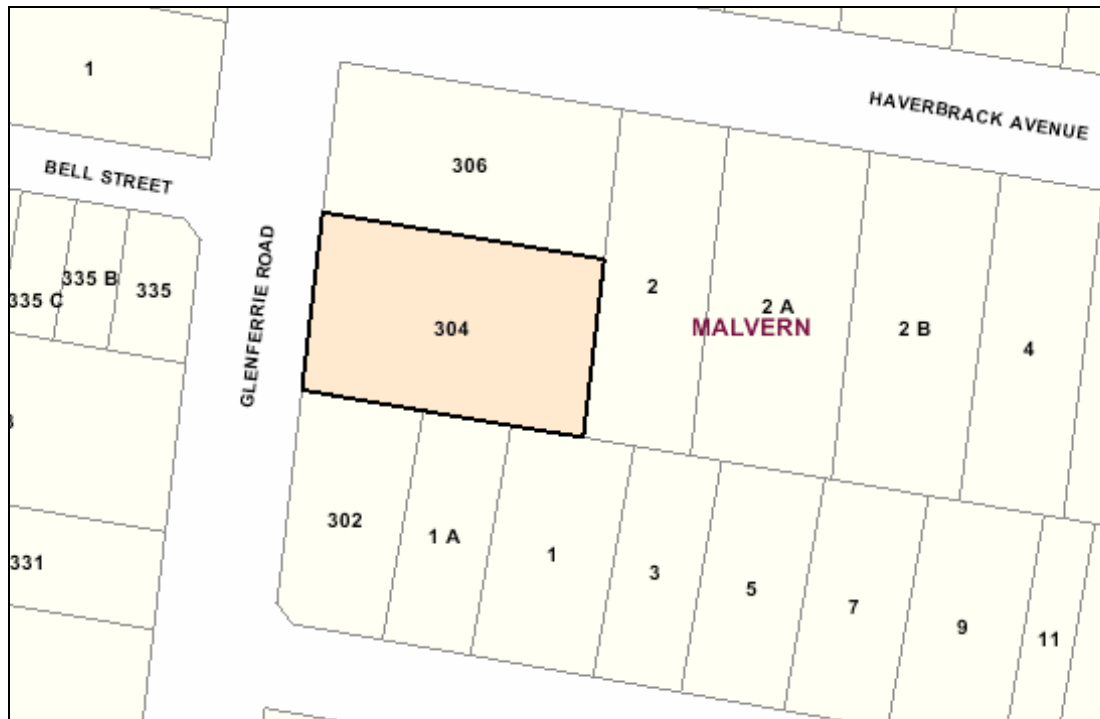


Figure 2 Recommended extent of heritage overlay for 304 Glenferrie Road, Malvern.