

ELSTERNWICK COMMERCIAL & PUBLIC PRECINCT

Addresses

Elsternwick, inclusive of the following sites:

- Carre Street: 1A
- Glenhuntly Road: 263-467 and 511-537 (north side) and the railway reserve to no. 478 (south side)
- Gordon Street: nos 1 and 9/9B
- Riddell Parade: nos 6-16
- Selwyn Street
- Staniland Grove: nos 1C/1D/1E and 2/2A/2B

Significance

Local

Construction Dates

Late 1880s to late 1930s

Periods

Late 19th century, Federation and Interwar

Date Inspected

Late 2018 and early 2019



Statement of Significance

What is Significant?

The following features contribute to the significance of the Elsternwick Commercial and Public Precinct:

- Intact buildings, both single and two storey, dating to the Late Victorian, Federation and Interwar periods,
- Intact parapets to single storey buildings,
- Intact first floors and parapets, often with elaborate detailing, to two storey buildings,

- Visible/expressed roofs, usually clad in terracotta tiles,
- Original wall finishes including render (smooth and/or roughcast) and/or brickwork (often overpainted),
- Original decorative rendered/pressed cement elements, mainly to the Victorian period buildings, to cornice, frieze, windows, etc.,
- Original timber windows – mostly double hung sashes, but also casements, toplights and box-framed,
- Intact original/early shopfronts – mainly dating to the Federation and Interwar periods, with recessed entries (often retaining a pressed metal ceiling), metal framing (often with a bronze finish), original decorative glass to toplights (stained and/or textured), tiling to entry floor and/or stallboards, and timber-framed doors, and
- Original cantilevered canopies with pressed metal soffits and/or brackets/framing.

Contributory places:

- North side – Glenhuntly Road: 263, 271, 273-275 + 1 Selwyn Street, 277-281 + 2 Selwyn Street, 283/283A-289, 291-295, 297-303, 305-313, 315, 317, 323-329, 331-333, 341-343, 345-351, 357-371 + 1A/1B Staniland Grove, 373-375, 377-381, 383, 385-399, 405, 409, 411-413, 421-439+ 421A, 459, 461, 463-467, 511-523, 527-537; 2/2A/2B Staniland Grove; and Selwyn Street: 13, 21
- South side – Glenhuntly Road: 270-272, Elsternwick Station Reserve, 294 (former Elsternwick rifle club), 316-322, 332, 334-336/A, 338-340, 342-344, 346, 348, 352, 354-356, 360, 362-364, 366-70, 372-376, 386-392, 394-396, 398, 400-402, 404, 410, 416, 420, 426-428, 430-432, 434-436, 438-442, 444-448, 450, 452, 454, 456, 458-464, 466-468, 470-472 and 474-478
- Tram overhead wire poles: 64-79 and 81

Non-contributory places:

- North side – 319, 335-339, 355, 401, 403, 407, 415, 417-419, 441-461, 525; 2/2A St Georges Road; 1C/1D/1E Staniland Grove; and 7, 10, 15, 19 Selwyn Street
- South side – 300-314 (6-16 Riddell Parade), 324-324A, 326, 328-30, 350/A, 358, 378-384 + 1A Carre Street, 406-408, 412-414, 418 and 422-24

How is it Significant?

The Elsternwick Commercial and Public Precinct is of local historical, representative and aesthetic significance to the City of Glen Eira.

Why is it Significant?

The Elsternwick Commercial and Public Precinct is of historical significance as the first major commercial strip that developed in the municipality as well as for being a longstanding focus of economic and social activity in the district. From the 1880s, the growth of the wider suburb stimulated commercial and civic/public construction activity along Glenhuntly Road, particularly in the vicinity of Elsternwick Railway Station. In the wake of a general development hiatus caused by the 1890s economic downturn, the building of shops and stores gradually resumed and then intensified over the Federation period, a trend supported by the electrification of the tramline along Glenhuntly Road in 1913. By the Interwar period, the precinct – well-established as a retail centre in the locality – had attained a degree of regional prominence and was considered one of the larger examples of its type in Melbourne's south-eastern suburbs. Its continuing role as a local shopping and service centre also illustrates the importance of such places in the daily life of communities. (Criterion A)

The Elsternwick Commercial and Public Precinct is of representative significance for the high proportion of largely intact, contributory commercial buildings dating from the Late Victorian, Federation and Interwar periods. These buildings form consistent streetscapes with many fine buildings that are evocative of their respective periods. Many of the buildings are part of larger groups. The Late Victorian buildings display a variety of classicising details and tend to be rendered. This includes a few buildings designed in the Anglo-Dutch style, which are a distinguishing feature of the precinct. Many of the Federation period and most of the Interwar period buildings display an Arts and Crafts aesthetic, commonly with a combination of brick (red and clinker) and render (smooth and/or roughcast). Unusually many of this type also have expressed tile clad roofs. A few early 20th century shopfronts remain and some pressed metal soffits to the canopies. (Criterion D)

The Elsternwick Commercial and Public Precinct is of aesthetic significance for including individually notable buildings dating to each period:

- Late Victorian: Glenhuntly Road, 305-313 (Moore's Buildings), 323-329, 386-392 + 398, 474-478 (including 3 shopfronts);
 - Federation: Glenhuntly Road, nos 263, 277-281 + 2 Selwyn Street, 294 (former Elsternwick rifle club), 331, 346, 357-381 (Buckeridge's Buildings), 366-370 (former bank), 376 (former bank); and 13 Selwyn Street (former UFS dispensary), and
 - Interwar: Glenhuntly Road, nos 421-439 (Reid's Buildings, including 3 shopfronts), 527-537 (including 3 shopfronts); and 21 Selwyn Street (telephone exchange).
- (Criterion E)

Description

The Elsternwick Commercial and Public Precinct extends along both sides of Glenhuntly Road, Elsternwick though to varying extents on each side. It is noted that some corner buildings have rear parts with an address to the adjacent street. The precinct also includes commercial, public and utility buildings in Selwyn Street as well as the Elsternwick Station Reserve.

On the north side, the main part of the precinct extends along Glenhuntly Road between Ripon Grove (west) and Beavis Street (east). There is also a separate eastern group either side of Hopetoun Street. On the south side, the precinct extends continuously from the shops next to the station (east side) to the east side of Downshire Road.

Most of the buildings in the precinct date to the Late Victorian and Federation periods, with several from the Interwar period. Some buildings retain original or early 20th century shopfronts. The allotments are predominantly narrow with the larger, consolidated sites typically dating to the Interwar period. The buildings are a mixture of single and multiple premises, ranging from paired to as many as nine (with one group having initially incorporated 13 premises).

The historic buildings are mostly two storey, though there are several single storey examples dispersed throughout the precinct. One non-original building is four storeys. The walls are brick, though many are completely rendered. Face brickwork is usually red, though may have been overpainted. The roofs are typically concealed by a parapet and clad in sheet metal (presumably corrugated). A few have an expressed front roof section clad in terracotta tiles.

Classicising detailing is evident to the Late Victorian period building stock and some from the Federation period, albeit in a more restrained manner. The influence of the Arts and Crafts aesthetic is evident in the building stock dating to the early 20th century, both the late Federation (1910s) and the early Inter-war (1920s) periods. There are only a few examples from the 1930s with a more restrained palette.

Pressed metal survives to the soffits of several cantilevered awnings:

- North Side – Glenhuntly Road: nos 377-381, and
- South Side – Glenhuntly Road: no. 466-468.

There are a few largely intact shopfronts dating to the Interwar period. They usually retain a recessed entry, stallboard (some with tiling, often overpainted or rendered) and framing with toplights (often overpainted). In a few instances, the badge of the manufacturer survives (e.g. 'Duff', 'T S Gill' etc.).

A few other shopfronts are partially intact, in that they retain their original format with a stallboard and recessed entry and some original fabric. These include 390 Glenhuntly Road (tiled, central entry, low battered stallboard) and no. 405 (bronze frame manufactured by T S Gill). A few chrome frames and/or tiling dating to the post-WWII period are evident at 383 and 386 Glenhuntly Road and 1A-1C Staniland Grove.

Several examples of shopfronts follow. The most distinctive individual buildings and the multiple premises in the precinct are then summarised in tables according to period.

NB – several of the original type of tram overhead wire poles exist, namely nos 64-79 and 81. The original type is distinguished from later types by the distinct stepped truncated profile.



293-295 + 303 Glenhuntly Road (pictured) – copper finish, fine columns, glass with geometric configuration (visible to no. 293, probably obscured at no. 295), central entry with timber-framed door, frame to no. 305-307



367 Glenhuntly Road – 'Duff' (badge), bronze finish frame with fine column, stallboard and entry re-tiled, similar at no. 369-371



427 Glenhuntly Road – blue tiles to recessed stallboard, recessed tiled entry, and decorative glass to toplights.



427 Glenhuntly Road (left) + no. 429 (middle) – blue tiles to recessed stallboards etc.; and no. 431 (right) – green tiles, timber door, granolithic step



474 Glenhuntly Road (right) – blue tiles, entry tiles, decorative glass, brand deteriorated
No. 476 (middle) – 'Duff', decorative glass, door
No. 478 (left) – 'Stevens', original door



531 Glenhuntly Road – brown tiles to battered stall board, central recessed entry tiled, decorative glass screen over entry; nos 527-529 (background) are partly intact

Late Victorian Period (1880s and 1890s)

Most of the buildings from the late Victorian period are two storey and display elaborate detailing. The façades tend to be rendered, though the Anglo-Dutch examples are partly rendered. A variety of classicising detailing was employed especially to the parapet, which may include a bottled balustrade, with urns or the like, many of which have been removed, and a central (name) plate flanked by scroll brackets, etc. Separate premises were usually defined by pilasters – often fluted or panelled in the precinct. The cornice is usually articulated with dentillations or brackets and other elements (festoons, rosettes, etc.). Windows are universally double-hung sashes.

The precinct is distinguished by a few buildings being designed in the Anglo-Dutch style, especially those by Thomas Benjamin Jackson. This style developed from the English Queen Anne Style, which became popular in England from about 1870. This was when architects sought inspiration from the domestic architecture of the late 17th and early 18th century during the reigns of the monarchs William of Orange/III (reigned 1689-1702) and Mary, and subsequently Queen Anne (reigned 1702-14).¹ The style that developed was greatly influenced by precedents from the Low Countries (Belgium and the Netherlands) resulting in an architecture of fine brickwork with Dutch gables (a gable surmounted by a pediment) at the roofline and some Renaissance detailing, which was often freely interpreted. In Victoria, red brick was favoured in combination with cement dressings, ornamentation in either brick or terracotta and timber sash windows.

Although the former Elsternwick Post Office (296-298 Glenhuntly Road) built in 1891 and the former Elsternwick Fire Station (10 Selwyn Street) built in 1896 are within the precinct, as they are included on the Victorian Heritage Register (H0640 and H2376) they are not discussed here.



9 Gordon Street
Built as hall in 1888, T B Jackson architect – prominent pediments, paired narrow windows, panelled or fluted pilasters
Parapet has been modified (original profile evident in historic image)



271 + 1 Gordon Street
Fluted pilasters, arched windows, bas-relief panels, rusticated base to curved corner section
Urns removed from parapet, evident in a historic image



273-275 Glenhuntly Road
A relatively plain facade to the corner pair. Rendered walls, curvilinear moulding to paired windows (south side).

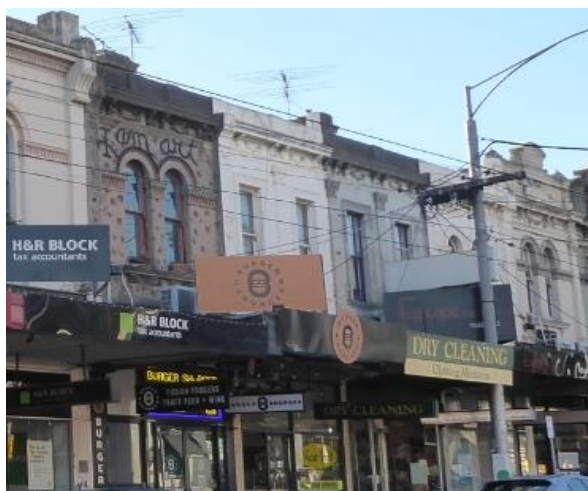


283-289 Glenhuntly Road – group of 4
No. 287-289 - paired windows within aedicule and cast iron balconette railing, parapet with elaborate name plate
No. 283-285 – altered, original format evident in a historic image

¹ Due to a scarcity of building activity caused by the 1890s Depression, there is a relative paucity of the Anglo-Dutch style in Victoria and, in general, to the eastern seaboard of Australia. (Richard Apperly et al, *A Pictorial Guide to Identifying Australian Architecture*, Sydney, Angus & Robertson, 1989, pp. 122-115)



291-295 Glenhuntly Road – group of 3
Paired arched windows with bottled balustrade below, floriated band and dentillated cornice
Balustrading and central plate to parapet removed, though evident in a historic image



297-303 Glenhuntly Road – group of 4
Outer two with arched windows, inner pair with rectangular windows and pilasters with Corinthian capitals
Cornice with festoons, rosettes and brackets
Some parapet detailing removed



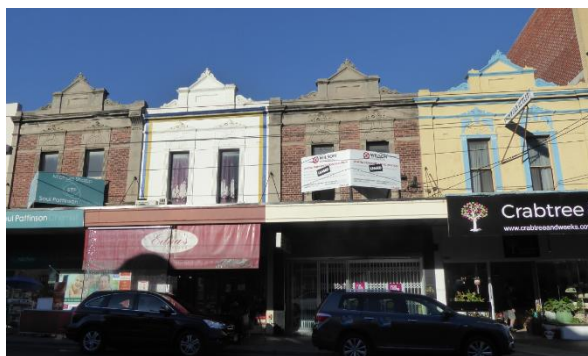
305-313 Glenhuntly Road
Moore's Buildings, built 1891
Alternating arched and rectangular windows
Cornice with festoons, wreaths, rosettes and brackets
Pediment with arched openings and elaborate plates



323-329 Glenhuntly Road
Built 1889, T B Jackson architect
Anglo-Dutch style, arched windows (some tripartite), tuck-pointed red brick and render (partly overpainted), (part) fluted pilasters, banded chimneys and partly visible roof



385-399 + 405 + 409 Glenhuntly Road
Originally a group of 13 (built 1890), 3 of which have been modified/replaced
Triple windows, parapet with some urns surviving and alternating triangular and arched pediments



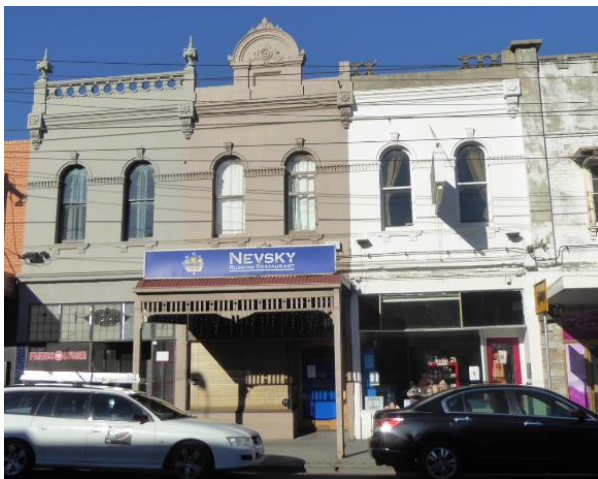
386-392 + 398 Glenhuntly Road
Originally group of 7, of which 5 survive (nos 394-396 replaced)
Original presentation of brown brick (possibly had been tuck-pointed) and render to nos 388 + 392
Window aedicules with etched detailing and fluted pilasters



444-448 Glenhuntly Road
Arched windows (altered to nos 446-448)
Pilasters with fluting or vermiculation
Remnant urns to parapet



466-468, built circa 1889
Single storey with visible lantern; ornate cornice, presumably items removed from parapet; arched openings and niches to side elevation; and canopy soffit with pressed metal



474-478 Glenhuntly Road, built 1889
Balustrade parapet (part removed) with urns and central plate,
arched windows with keystones, floriated moulding
Early 20th century shopfronts

Federation (1900s and 1910s)

The Federation period is well represented in the precinct. While buildings from this period may have the same general form or appearance as those of the preceding Late Victorian era, their parapets are usually plainer and if ornamented, invariably include orbs. The profile of the parapet, especially to single storey buildings, is curvilinear (including scalloped sections). In comparison to the late 19th century buildings whose roofs were predominantly obscured, many roofs in the Federation period were expressed and clad in terracotta tiles (at least the front/visible part), reflecting the influence of the Arts and Crafts aesthetic. Walls are usually a combination of red brick and cement sections (frieze and parapet) but are often overpainted. Window types vary and include double-hung sashes but also casements, both often with toplights windows, resulting in a longer opening. There are a few larger semi-circular arched windows as well as oriels or bays.



263 Glenhuntly Road, built 1918

Partial parapet and expressed roof, multi-paned upper sashes, rendered bands, decoration to rendered parapet sections, original steel-framed canopy with large brackets

Canopy and bracket detail – no. 263
NB – original tramway pole

277-281 Glenhuntly, built 1902/03 (no. 277 possibly constructed a few years later); a group of three at corner of Selwyn Street, Red brick and render (overpainted to nos 277-279)
Relatively plain cornice and parapet; central semi-circular arched window, multi-paned toplights (many replaced), also at no. 315



315 + 317 Glenhuntly Road
No. 315 – red brick with rendered decorative elements (sills, panels, string mouldings, etc.), long windows with casements and toplights, visible chimneys; No. 317 – single storey, rendered parapet with cornice, orbs or the like probably removed from end piers



331 Glenhuntly Road (left/corner) + nos 341-343 (right)
no. 331 – prominent building with expressed roof with decorative ridge capping and corner gable, recessed balcony with timber detailing; note oriel window, rendered panels
nos 341-343 – paired windows (altered to no. 341) and distinctive parapet



357-371 Glenhuntly Road
Buckeridge's Buildings, 8 premises built in two stages – 1911 (eastern four) and 1914 (western four)
Parapet with scalloped sections and orbs
Render finish remains unpainted to nos 363 and 367
Sinuous floral decoration (Art Nouveau style) above paired windows, framed by thin fluted pilasters



411-413 Glenhuntly Road (red arrow)
Semi-circular arched windows with decorative balconette railing
Parapet with gabled niches above the pilasters



294 Glenhuntly Road – former Elsternwick rifle club, built 1915
Red brick and render, broad piers surmounted by domes, original entrance canopy, basalt sills



316-322 Glenhuntly Road
Single storey – built 1912
Ornate rendered parapet with central curved pediment criteria
Dentillated cornice



332 Glenhuntly Road (right) + no. 334-336 (left),
no. 332 – built 1912, plain and roughcast render, brick (painted) piers;
had been a pair with a rendered band and brickwork
no. 334-336 – built 1913, red brick, wide frieze with original green
tiles and roughcast render (obscured to no. 336), orbs to pediment



338-344 Glenhuntly Road, built 1913
Expressed roof with exposed rafter ends and chimneys, quarrels to
toplights, red brick (overpainted to all but no. 344)
nos 338-340 – box-framed windows
nos 342-344 – curved, bay windows



346 (right) + 348 (left) Glenhuntly Road, both built 1913
Both overpainted
no. 346 – brick and render, 3 bays, wreaths and drop ornament to
piers
no. 348 – brick, scalloped parapet, casement windows



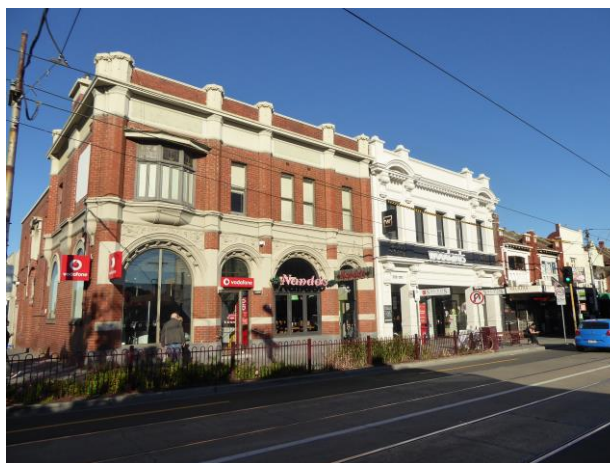
350-352 and 354-356 Glenhuntly Road, all built 1913
Tiled roofs, chimneys, red brick and render
nos 350-352 – roof of 350 survives behind modified façade, red brick, brown brick toplights, slate roof
nos 354-356 – gable window with casements, rendered piers



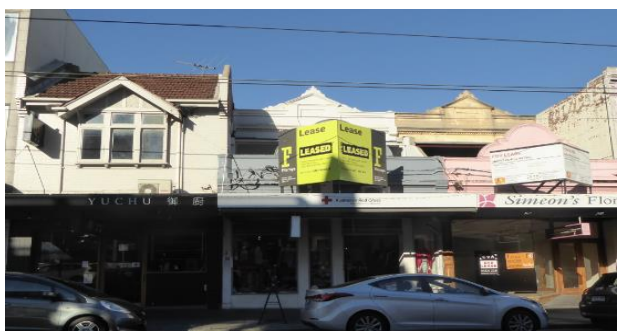
362-364 Glenhuntly Road (middle), built 1916
Tiled roof with exposed rafter ends, red brick, rendered central part and infilled balconies



366-370 Glenhuntly Road
National Bank, built 1915
Academic classical, prominent dentillated cornice, plain parapet, end bays with curved pediments and console brackets



376 Glenhuntly Road (left)
Former State Savings Bank, built in two stages – first stage (corner) built 1906-07; note wide arched openings, fluted scroll to render at lower level, Art Nouveau decoration to faceted piers at parapet level and oriel window with decorative leadlight



400-402 (left) and 404 (right) Glenhuntly Road
no. 400-402, two storey Victorian era houses setback from single storey shops with brick and rendered parapet (overpainted)
no. 404 – similar to nos 354-356



458-464 Glenhuntly Road
Red brick, rendered band and box-framed windows

Interwar (1920s and 1930s)

There are scattered examples throughout the precinct from the Interwar period, more concentrated at the east end. Most of the Interwar buildings date to the 1920s. There is a higher proportion of single storey buildings than the preceding periods. The parapets to the latter tend to have a rectilinear profile and are relatively plain. The influence of the Arts and Crafts movement continued during the 1920s with red brick and render wall combinations common, often with an expressed tile clad roof. Windows are usually double hung sashes often with multi-paned upper sash.



377-381 Glenhuntly Road

Built for Coles in 1934 – intact parapet, albeit partly concealed, original canopy with coffered soffit and central pediment matching the main roof form, whose central gable has a broken-bed pediment



no. 377-381

Detail of pressed metal to canopy soffit



421-439 Glenhuntly Road, Reid's buildings, built 1921

Consists of 9 premises, but unusually each part is not clearly defined. Symmetrical end bays with parapets, intermediate section with expressed roof (long hip), paired windows with multi-paned upper sashes, and rendered; intact shopfronts to nos 427 + 429, adjacent first floor entry



463-467 Glenhuntly Road

3 premises, originally part of a group of 5
Brick piers (overpainted) divide the wide rendered parapet
Original steel-bracket at return of canopy.



515-523 Glenhuntly Road

Row of 7, built early 1920s
Rendered parapet with alternating profile, separated into bays by plain piers



527-537 Glenhuntly Road

Row of 6, built circa 1920
Red brick and render, with striped recessed arches and pilasters, Only no. 535 overpainted, and a large window replacing the paired format in the other premises; intact shopfronts to nos 527-531



394 Glenhuntly Road
Moderne style – stepped parapet about central fins, banded windows (altered), overpainted brick (possibly cream)



420 Glenhuntly Road
Smooth and roughcast render, expressed roof clad in imbricated tiles/shingles (possibly terracotta), non-original windows



434-436 (right) and 438-440 (left) Glenhuntly Road, all built 1920
nos 434-436 – rendered parapet, dentillated cornice, arched recess
nos 438-440 – brick parapet with piers, truncated to no. 440



470-472 Glenhuntly Road
Red brick and render (overpainted no. 472), boxed-frame window with multi-paned upper sashes, wide rendered frieze, piers

1950 onwards

Some earlier buildings were replaced after WWII, more so to the south side. Buildings dating to the post-WWII period tend to be single storey and have a parapet of profiled sheet metal (e.g. 326, 328-330, 335-339 and 412-414 Glenhuntly Road).

More recently larger buildings, some taller or multi-storey, have replaced earlier buildings (e.g. nos 300-312, 378-384 and 406).

Selwyn Street and Elsternwick Station Reserve

Selwyn Street includes several larger buildings dating from the late 19th century onwards. Opposite its southern end is the Elsternwick Station Reserve.

The United Friendly Society (UFS) dispensary at 13 Selwyn Street, now the Jewish Holocaust Centre, dates to the late Federation period. It is a substantial Arts and Crafts style building, with a roughcast render finish to the walls that is defined by a corner tower and steep gable roof. Arched openings are employed to the ground floor façade, whereas those to the upper part have multi-paned (upper) sashes, including the oriel/bay window.



13 Selwyn Street – United Friendly Society



21 Selwyn Street – Elsternwick Exchange

The Elsternwick Exchange at 21 Selwyn Street, dating to the late 1920s, is designed in a Stripped Classical mode – symmetrical with wide plain pilasters – commonly employed for utility buildings at this time. The walls are largely red brick with some clinker brick (defining panels) as well as rendered bands and coping. A wide canopy extends over the three large openings to the east elevation. The southern ancillary section has been partly altered with a door enlarged, windows bricked in and parapet widened.

The other buildings in the street date to the late of the 20th century, circa 1968 onwards including the Kadimah (no. 7) and the ABC buildings on the east side.

Elsternwick Station Reserve is a small triangular parcel of land. It consists mainly of lawn with two well-established trees near Glenhuntly Road – an Elm (*Ulmus*) and London Plane tree (*Platanus acerifolia*) – as well as two Canary Island Date Palms (*Phoenix canariensis*) along the upper edge of the embankment of the railway cutting.



Elsternwick Station Reserve – from Glenhuntly Road

History

Elsternwick Village was surveyed in 1851 by Robert Hoddle, and again in 1856 by Henry Foot.² The northern boundary of the survey defined the alignment of Glenhuntly Road. The Elsternwick Railway Station was opened in 1859 as part of the privately-run St Kilda to Brighton line. At this time however, commercial development near the station was hindered by the surrounding estates. Until the mid-1880s, Glenhuntly Road in the vicinity of the precinct was characterised by substantial residences set within extensive grounds. Around 1880, a few modest timber shops appeared on Glenhuntly Road west of the railway line (just outside the precinct).³

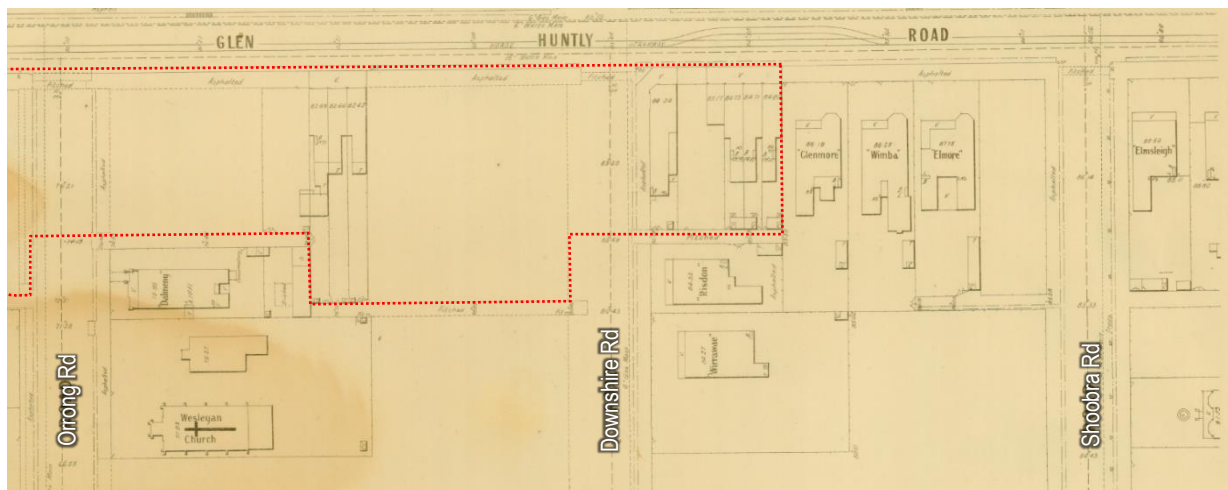
The commercial development of the precinct primarily occurred in two main phases: the late 1880s to the early 1890s, and the 1900s to the 1930s.

Late Victorian Period

The land boom of the 1880s triggered the commercial emergence of Glenhuntly Road during the latter part of the decade, as land was progressively made available through subdivision of the larger estates. In the context of animated suburban speculation, frontages to an arterial road in the vicinity of an increasingly utilised railway station (Elsternwick) made such property desirable and its sale and/or development potentially lucrative.

In 1884, the Garden Vale Estate, which consisted of 60 acres subdivided into 112 lots was offered for sale. This included eight lots with a frontage to the south side of Glenhuntly Road between Orrong Road and both sides of Shooobra Road. The allotments were primarily intended for residential development and the auction notice enthused that, 'the Estate is bound to be the future Toorak of Elsternwick, with all the advantages and none of the disadvantages'. The eight allotments fronting Glenhuntly Road (east end of the precinct) sold quickly, and within a few years several shops had been erected within the precinct, including 444-448 and 466 Glenhuntly Road, the latter built 1889, and nos 474-478 (constructed 1889). Several residences also developed outside the precinct.⁴

However, the onset of an economic depression in the early 1890s essentially halted land sales and construction activity. The lingering effect of this stagnation was still detectable in the early 1900s, with around half the land in this section of Glenhuntly Road recorded as vacant (refer to MMBW plan below).



MMBW plan no.1826, Caulfield

Development by 1905 to the section of the Garden Vale Estate fronting the south side of Glenhuntly Road

The approximate boundaries of the precinct are outlined

(Source: SLV)

During the late 1880s, commercial sites proximate to Elsternwick Railway Station were being advertised for sale, including sites on Glenhuntly Road in 1887. Eight business and residential allotments were advertised in Gordon Street in 1889 with frontages

² Peter Murray and John C Wells, *From sand, swamp and health... a history of Caulfield*, Blackburn, J & D Burrows for City of Caulfield, 1980, p109

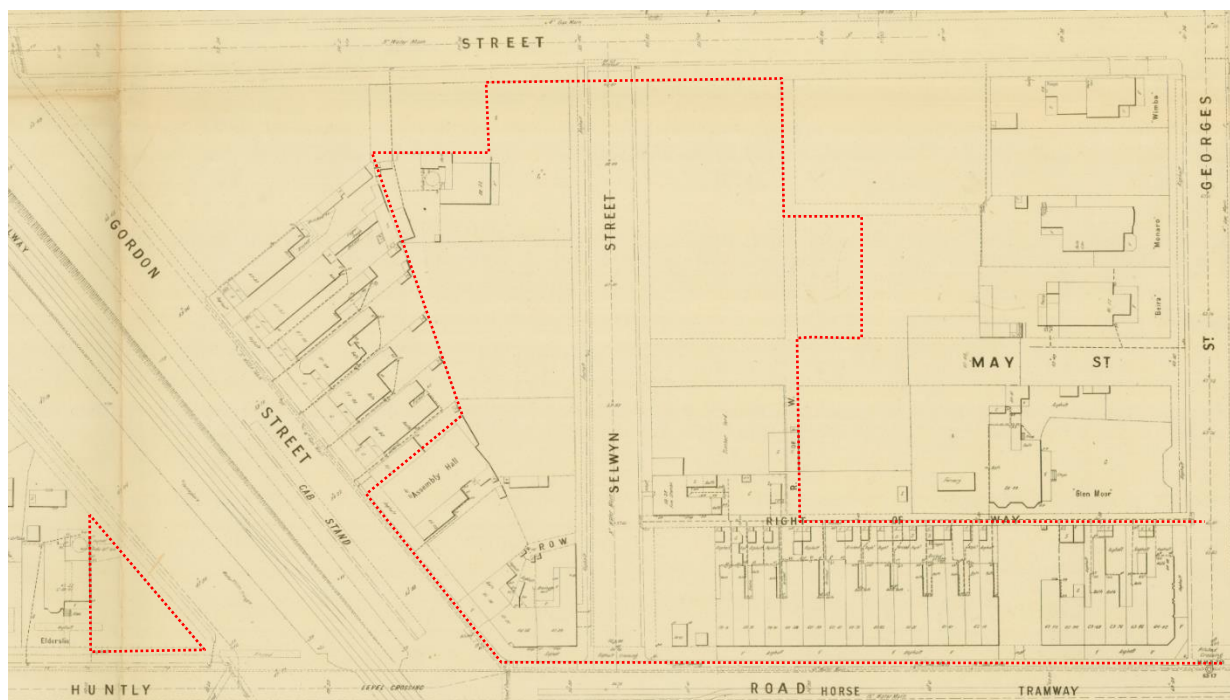
³ *Herald*, 16 October 1930, p20

⁴ City of Caulfield rate books; and MMBW plan no. 1826, Caulfield, dated 1905

from 20ft (6m) to 70ft (21m).⁵ In 1887, it was reported that:

Very rapid improvements have been made in this rising locality, and are still in progress. Buildings of a very good description, including several handsome shops are going up in all directions, while land has made considerable advances in price.⁶

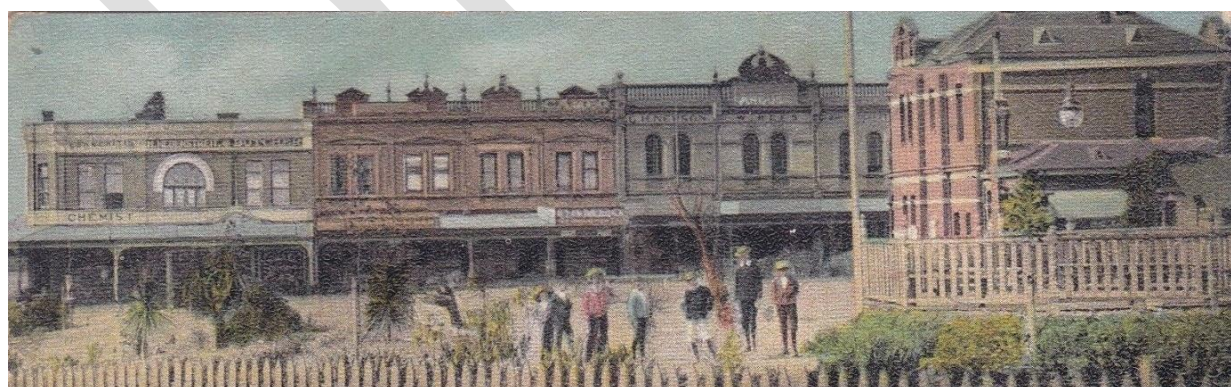
About 1888, Hugh Moore subdivided the garden of his property *Glenmoore* (built in 1868), on the north side of Glenhuntly Road between Selwyn Street and St Georges Road, into 27 lots. Two storey brick shops with residences above were erected soon after, including a group of four in 1889 (323-329 Glenhuntly Road), and a group of five known as 'Moore's Buildings' in 1891 (nos 305-313).



MMBW plan no. 1464, Caulfield

Showing the north side of Glenhuntly Road, Gordon Street and Selwyn Street at the west end of the precinct in 1902

Approximate boundaries of the precinct are outlined
(Source: SLV)



Postcard of Glenhuntly Road, depicted in circa 1907

View from the Elsternwick Station Reserve, taking in the north side of Glenhuntly Road (nos 277 to 295) and the rear of Post Office (at right).
(Source: John Young Collection via 'Elsternwick', *Victorian Places*, 2014, <www.victorianplaces.com.au/elsternwick>, accessed 7.06.2019)

⁵ *Oakleigh Leader and District Record*, 29 October 1887, p5; and *The Argus*, 13 November 1889, p2

⁶ *Elsternwick Leader*, 16 July 1887, p2

Several public buildings were also erected in the precinct over the late 19th century. In 1888, a public hall containing lodge rooms and club rooms was constructed at 9/9B Gordon Street by Messrs Brockie and Morrison.⁷ The designer was locally based architect Thomas Benjamin Jackson.⁸ The hall was later converted to a picture theatre in circa 1911 (although it was purportedly employed as a both a general hall and dance venue between the 1930s and '40s), and is now Classic Cinemas.⁹ Other important civic infrastructure included the Elsternwick Post Office (VHR, H0640), built in 1891 to the design of the Public Works Department under J H Marsden, and in 1896, the Elsternwick Fire Station (VHR, H2376) was constructed in Selwyn Street.¹⁰

The Caulfield Tramway Company began running horse-pulled trams along Glenhuntly Road between Elsternwick and Glen Huntly stations in 1889.¹¹ Despite contemporary expectations that such a service would continue to fuel speculative activities and growth across the locality, the dampened prospects of the early 1890s meant the line never become profitable and had closed by 1897.¹²



Elsternwick Railway Station (foreground) with 9/9B Gordon Street and 271 Glenhuntly Road identified in the background
(Source: Prahran Mechanics Institute, Elsternwick vertical file)



Elsternwick Post Office, circa 1915, with original timber verandah and balcony
(Source: SLV, H89.105/85)



East side of Gordon Street photographed in the 1950s, showing no. 9, then the Esquire Theatre (at centre), and shops at no. 1 (right)
(Source: PROV, VPRS 12800/P3 item ADV 1720)

⁷ *Argus*, 1 December 1888, p12

⁸ Born in Yorkshire and educated in London as an architect, Jackson (1840-1929) – then in his mid-40s – arrived in Melbourne around 1886, after previously having practiced in South America, Trinidad and New Zealand. With a large family to support, he settled in the growth areas of the south-east suburbs. The extent of his Melbourne work is not well-documented however, Thomas has been identified as responsible for the design of several buildings in the Elsternwick Commercial and Public Precinct as well as the Gladstone Parade and College Precinct. He relocated to Western Australia in 1894, perhaps driven by the economic downturn, where he continued to practice. (Dr John Taylor, 'Biography for Thomas Benjamin Jackson', April 2012, *WA Architects Biographies*, Australian Institute of Architects, <<https://dynamic.architecture.com.au/i-cms?page=13453>>, accessed 1 July 2019; and City of Caulfield rate book, 1888-92)

⁹ Review of *Sands and McDougall's Street Directories*

¹⁰ VHR citation (H2376) – the building operated as a fire station until 1926, and thereafter was occupied by timber merchants and a car repair business. In 1990 it was purchased, along with adjoining sites in Selwyn Street, by the Australian Broadcasting Corporation
¹¹ *Prahran Telegraph*, 23 January 1889, p3; and *The Age*, 8 June 1889, p11

¹² *Brighton Southern Cross*, 9 October 1897, p3 – the Company briefly reopened the tracks in 1901, before closing again the following year
Age (6 September 1901, p6; and Andrew Ward, *City of Glen Eira Heritage Management Plan*, 1996, vol. 2, p18)

Federation Period

Following the general stagnation of the 1890s, development within precinct resumed gradually before intensifying from the 1910s. The 1902 and 1905 MMBW plans provide a baseline from which to measure this earlier phase; with the precinct characterised by pairs or small clusters of Late Victorian-era shops/stores and public buildings interspersed by empty allotments.¹³ During 1903, three shops were erected in Glenhuntly Road,¹⁴ and advertising hoarding built to some vacant frontages, such as on the site of nos 357-371.¹⁵

By 1909, a quickening pace of commercial and construction activity in Glenhuntly Road was drawing the attention of the contemporary press, evidence it was declared that a 'small building boom' had set in at Elsternwick:

An unusual number of new private residences are being erected. In Glen Huntly Road, the main business street, two large new shops have just been built, and were immediately let. Two more shops are to be constructed further up the road, and they have been leased for long terms before a single brick has been laid.¹⁶

Barely two months later, the *Brighton Southern Cross* exclaimed:

No less than six more shops are in course of erection in Glen Huntly Road. Mr Whitburn is erecting three, Mr G Cox two, and Mr Beddoe is adding an additional shop to the two already built.¹⁷



Glenhuntly Road, looking westward from the corner of Orrong Road, circa 1909

(Source: Collection of the Centre for the Government of Queensland, via 'Elsternwick', *Victorian Places*, 2014, <<https://www.victorianplaces.com.au/elsternwick>>, accessed 7 June 2019)

In 1904, the Railway Reserve, then featuring a bandstand, was opened to the east of the railway station.¹⁸ In 1915, a miniature rifle range was constructed in the reserve adjacent to the Elsternwick Post Office.¹⁹

¹³ See MMBW Detail Plans nos 1460, 1461, 1463, 1464, 1811, 1824, 1825 and 1826, Caulfield

¹⁴ *Brighton Southern Cross*, 26 December 1903, p3

¹⁵ *Brighton Southern Cross*, 12 January 1907, p4

¹⁶ *Age*, 18 May 1909, p7

¹⁷ *Brighton Southern Cross*, 24 July 1909, p4

¹⁸ *Brighton Southern Cross*, 15 October 1904, p2 – the bandstand was underutilised and was relocated to Hopetoun Gardens in 1909 (*Brighton Southern Cross*, 15 May 1909, p4)

¹⁹ *Brighton Southern Cross*, 6 November 1915, p6



Elsternwick Railway Reserve, pre-1909
(Source: State Library of Victoria, H33673/62)



Post car of the reserve, circa 1909
(Source: John Young Collection, via 'Elsternwick', *Victorian Places*, 2014, <<https://www.victorianplaces.com.au/elsternwick>>, accessed 7 June 2019)

The commercial extension of the precinct continued across the 1910s. From about 1907, blocks in the Riddell Estate on the south side of Glenhuntly Road (between Riddell Parade and Carre Street) had been made available for purchase. Nonetheless, with the exception of the State Savings Bank at no. 372-376 (corner of Carre Street), which was constructed in 1906-07 (designed by Sydney Smith & Ogg and built in two stages),²⁰ and the E S & A Bank (now demolished) erected in circa 1910,²¹ the southern side of Glenhuntly Road in the precinct remained largely undeveloped. This situation changed in the wake of the building of nos 316-322 in 1912, thereafter the allotments were occupied in quick succession.²²

On the northern side of Glenhuntly Road, the corner building at np. 331 was built by 1913, and E J Buckeridge's Buildings (nos 357-371) were erected in 1911 and 1914.²³



South side of Glenhuntly Road showing the commercial consolidation of the Riddell Estate by circa 1920, no. 316-322 is at right
Several buildings that have been demolished are indicated
(Source: University of Melbourne Archives, 1975.0048.00252)

²⁰ *Brighton Southern Cross*, 22 December 1906, p4; *Brighton Southern Cross*, 13 July 1907, p4; and *Prahran Telegraph*, 15 November 1913, p2 (a photograph of the bank shows only the eastern half of the building constructed). Sydney Smith & Ogg also designed other banks, for instance, Yarraville in 1909

²¹ *Brighton Southern Cross*, 6 October 1906, p4; and *Brighton Southern Cross*, 11 September 1909, p7

²² Review of *Sands and McDougall's Street Directory* editions; and City of Caulfield Rate Books

²³ The eastern four shops, nos 365-371, in 1911, and the western four shops, nos 357-363, were built in 1914 (citation for 357-371 Glenhuntly Road in *Caulfield Conservation Study*)



Photograph of Federation period red brick building at 411 Glenhuntly Road
Note composition of original shop front
(Source: Glen Eira Historical Society, Victorian Collections, 1080A)

The introduction of electric trams along Glenhuntly Road in 1913 by the Prahran and Malvern Tramway Trust was treated as a moment of celebration. As predicated, it enlarged the strip's potential customer and user pool and helped entrench its reputation as the key shopping centre within the municipality.²⁴ In a retrospective about the suburb's evolution around this time, the *Prahran Telegraph* emphasised the expansion of the Glenhuntly Road, Elsternwick retail strip:

To-day Glenhuntly-road reflects the prosperity of the district. Its shops are mostly modern. It is largely self-contained, for every article necessary to modern life can be obtained in its business establishments. Handsome premises are building in all directions for the extension of trade, and the soundness of that trade is reflected in the cashbooks and smiles of the traders. Back of all this is a large and prosperous residential community, constantly increasing. The aggregation of villa homes is proceeding rapidly, and the residents are sufficiently distant from Melbourne and Prahran to do most of their shopping locally. With the coming of the electric tramway there is a spirit of great hopefulness for the immediate future, for building rapidly follows the tram track, and each new resident is a possible customer.²⁵



Crowds gathered for the opening of the electric tramway service in Glenhuntly Road – 13 November 1913
In the background, shops on north side of Glenhuntly Road, between Selwyn Street and St Georges Road, are depicted
(Source: Pinterest, saved by Robert Noel)

²⁴ *Argus*, 13 November 1913, p7; and *Prahran Telegraph*, 22 November 1913, p5

²⁵ *Prahran Telegraph*, 15 November 1913, p2



Glenhuntly Road, likely opening day of the electric trams (November 1913) – facing east
(Source: *Romance of Australian trams photograph collection*, NLA, Bib ID 4778594)

Interwar Period

The precinct consolidated during the Interwar period, and some sites were redeveloped. As early as 1921, it was reported that Glenhuntly Road, predominantly within the precinct, accommodated 'over 250 shops in an unbroken stretch from the railway for over half a mile', with 'not a vacant building block (available) in the main shopping centre'.²⁶ Another sign of this maturation was the formation of the Elsternwick Traders' Association in the early 1920s and the role it played over the inter-war years in promoting shopping strip. Examples of shops constructed across the 1920s include the group of nine premises at 421-439 Glenhuntly Road (Reid's buildings),²⁷ and the east group at nos 515-523 and 527-537.



Early 1920s Glenhuntly Road streetscape – (left) Elsternwick Rifle Club and Post Office, and (right – top) looking east and (right – bottom) looking west
(Source: 'The Picturesque Suburb of Elsternwick... is a Favoured Residential Area, and its Population is Rapidly Increasing', *Weekly Times*, 10 December 1921, p42)

²⁶ *Weekly Times*, 10 December 1921, p13

²⁷ *Australasian*, 30 December 1922, p36

Around 1920, the United Friendly Society (UFS) – essentially a co-operative system for the supply of pharmaceuticals – established a purpose-built dispensary building at 13 Selwyn Street.²⁸ The automatic telephone exchange building at 21 Selwyn Street, designed by the Commonwealth Department of Works in 1924, was built between 1926-29.²⁹

In October 1927, a market (now demolished) was opened on the north side of Glenhuntly Road mid-way between Orrong Road and Beavis Street (previously the site of a motor garage). The market was housed in a large new building comprised of an arcade with 15 self-contained shops and five kiosks leading into an enclosed market space with provision for about 80 stalls, altogether covering an area of about 30,000 square feet.³⁰ The market was apparently successful, at least in the early years, and provided a local alternative to the Prahran Market. It operated until the 1960s (after which the site was redeveloped for Coles).³¹

In 1930, the *Herald* pointed to the 'rapid progress' made in Glenhuntly Road, Elsternwick, 'over the last ten years', and portrayed it as a 'thriving centre', declaring that 'as a suburban shopping centre' it ranked 'with the busiest and most progressive in and around Melbourne'.³² At this stage, most, if not all, of the land within the precinct had been developed, as evidenced in the 1931 aerial photograph (see below). One of the last major Interwar period projects occurred in 1934, when a new store for Coles was erected at 377-381 Glenhuntly Road, replacing earlier buildings on the site as Coles had outgrown their earlier shop at no. 417-419 on the corner of Orrong Rd (since demolished).³³



Elsternwick Telephone Exchange at 21 Selwyn Street, date of photograph unknown
(Source: National Archives of Australia, B5919, 15/266)



Photograph of the new Coles store Elsternwick at 377-381 Glenhuntly Road, dated 1934. This building is currently occupied by Officeworks. Parts of nos 373-375 and 383 are viewable to the edges. (Source: SLV, Records of Coles Myer Ltd. and its Predecessors, Exterior of Coles Store Elsternwick, gj004817)



Undated photograph from the roof of *Glenmore* (1 St Georges Road) to the rear of shops on the north side of Glenhuntly Road. The pediment and chimney of the Elsternwick Post Office is visible opposite.
(Source: Doris McKellar, *Glenmore – view from the roof*, University of Melbourne Archives, 1975.0048.00167)

²⁸ *Sandringham Southern Cross*, 26 January 1918, p2 – in 1984, the Jewish Holocaust Centre was opened at this premise

²⁹ *Argus*, 21 August 1924, p9; *Herald*, 19 December 1925, p9; *Argus*, 22 May 1929, p5; and review of various *Sands and McDougall's Street Directory* editions – the chief architect of the Department of Works at the time was John Murdoch

³⁰ *Prahran Telegraph*, 14 October 1927, p5; *Age*, 15 October 1927, p21

³¹ Review of various *Sands and McDougall's Street Directory* editions

³² For instance, see 'Elsternwick Has Busy Suburban Shopping Centre', *Herald*, 16 October 1930, p20

³³ *Colesanco Staff Journal*, September 1934, Vol. 7 Issue 35, p203



1931 aerial photograph of the precinct and surrounding residential area
 (Source: Landata, *Maldon Prison*, Run 24, Frame 2491)



1940s oblique aerial photograph of the precinct – facing east
 (Source: Francis Hodgson, *Aerial view looking towards Elwood*, 1940-50, SLV, H96.163/6)

Thematic Context/Comparative Analysis

City of Glen Eira Heritage Management Plan – vol. 1 (Historical Background):

- Proclamation of Shires and Land Boom (1870s-1890s)
- The Post Federation Years (1900s-1910s)
- Suburban Expansion and Consolidation (1920s-1930s)

Known comparable places in the City of Glen Eira

There is limited comparison as most commercial precincts in the municipality primarily relate to the Interwar period.

- A group of fine Victorian period shops, west of the Elsternwick station on Glenhuntly Road, have individual heritage overlays: HO107 (nos 216-218), HO108 (nos 220-222), and HO109 (nos 224-226).
- Derby Road Precinct (HO71) – located in Caulfield, it has a similar mix of Victorian, Federation and Interwar period building stock but is a much smaller precinct.
- Carnegie Retail Precinct (proposed) in Koornang Road – near Carnegie station, includes a small and cohesive group of late Federation period shops.
- South Caulfield Shopping Centre and Environs (HO66) – situated further east on Glenhuntly Road, near the corner of Hawthorn Road. It consists mainly of Interwar period shops, though also includes a few public buildings (church and school).
- Beauville Estate and Environs, Murrumbeena (HO12) – a precinct constructed by the A V Jennings Company during the mid to late 1930s/Interwar period. It includes a few shops to Murrumbeena Road though is mainly comprised of housing stock.
- The Glen Eira Road Commercial Precinct (proposed) – between Orrong Road and Somerset Street, predominantly includes Interwar period buildings.

Previous Assessment

Most of the proposed is currently part of the larger Elsternwick Estate and Environs precinct (HO72), which was assessed as part of the *Glen Eira Heritage Management Plan*, Andrew Ward, 1996, vol. 2, pp6-23

Heritage Overlay Schedule Controls

External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Outbuildings and/or Fences	No

Extent of Heritage Overlay

The proposed extent of the heritage overlay would be as outlined on the following maps.



Recommended extent of the heritage overlay – main group
(Source: Nearmap, April 2019)



Recommended extent of the heritage overlay – east group
(Source: Nearmap, April 2019)