Port Phillip Heritage Review

Volume 1 – Version 28

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Contents

1. Introduction ................................................................................................................. 4
   1.1 Port Phillip Heritage Review .................................................................................. 4
   1.2 Updating the Port Phillip Heritage Review ......................................................... 5

2. Brief .............................................................................................................................. 6

3. Study Method .............................................................................................................. 7
   3.1 Thematic Environmental History ........................................................................... 7
   3.2 Field Survey ............................................................................................................ 7
   3.3 Heritage Overlay Areas ......................................................................................... 8
   3.4 Data Sheets ........................................................................................................... 8
   3.5 Schedule to the Heritage Overlay Table ............................................................... 9

4. Recommendations ..................................................................................................... 10
   4.1 Port Phillip Heritage Review .................................................................................. 10
   4.2 Heritage Place ....................................................................................................... 10
   4.3 Conservation Principles and Guidelines ............................................................... 11
   4.4 Heritage Register Nominations ............................................................................. 11

5. Environmental History ............................................................................................... 12
   5.1 Introduction .......................................................................................................... 12
   5.2 Migration ............................................................................................................... 12
   5.3 Transport .............................................................................................................. 14
   5.4 Industry ................................................................................................................. 20
   5.5 Settlement: Growth and Change ......................................................................... 23
   5.6 Education ............................................................................................................. 37
   5.7 Government Services ......................................................................................... 39
   5.8 Ways of Life ......................................................................................................... 43

6. Heritage Overlay Areas ............................................................................................. 50
   6.1 Introduction .......................................................................................................... 50
   6.2 Port Melbourne - Ho1 .......................................................................................... 51
   6.3 Port Melbourne HO1 - Port Melbourne West Sub-Precinct ................................. 59
   6.4 Port Melbourne HO1 - Port Melbourne East Sub-Precinct ................................... 70
   6.5 Port Melbourne HO1 - Bay Street Commercial Sub-Precinct ............................... 75
   6.6 Port Melbourne HO1 - Port Melbourne Railway Reserves Sub-Precinct ............. 80
   6.7 Port Melbourne - the Garden City Housing Estates - Ho2 ................................ 89
   6.8 South Melbourne City Road Industrial Area - Ho4 ............................................. 98
   6.9 St Kilda Hill – Ho5 ............................................................................................... 106
   6.10 St. Kilda East - Ho6 ............................................................................................ 116
   6.11 Elwood, St Kilda, Balclava, Ripponlea - Ho7 .................................................... 124
   6.12 Elwood:Glenhuntly and Ormond Roads - HO8 ................................................ 137
   6.13 Invermay Street (East) - HO315 ........................................................................ 149
   6.14 Carlisle Street (East) - HO316 ........................................................................... 157
   6.15 Hotham Street (Balclava) - Ho317 ...................................................................... 164
   6.16 Brighton Road (Elwood) - Ho318 ...................................................................... 169
6.17 Swallow Street (Port Melbourne) - Ho382 ................................................................. 176475
6.18 Chusan Street (East Kilda) - Ho385 ........................................................................... 182181
6.19 Godfrey Avenue/Raglan Street (East St Kilda) - Ho386 ............................................ 188487
6.20 Hammerdale Avenue (East St Kilda) - Ho387 ......................................................... 194493
6.21 Holroyd Court (East St Kilda) - Ho388 ................................................................. 201200
6.22 Kalymna Grove/Inkerman Street (East St Kilda) - Ho389 ....................................... 207206
6.23 Mooltan Avenue (East St Kilda) - Ho390 ............................................................... 213213
6.24 Murchison Street/Alma Road (East St Kilda) - Ho391 ............................................. 218217
6.25 Orange Grove (East St Kilda) - Ho392 ...................................................................... 226225
6.26 Elwood Canal - Ho 402 .......................................................................................... 233232
6.27 Addison Street/Milton Street (Elwood) - Ho 403 ...................................................... 243242
6.28 Byron Street/Mason Avenue (Elwood) - Ho 404 ....................................................... 254253
6.29 Mccrae Street (Elwood) - HO 405 ........................................................... 264263
6.30 Nightingale Street Precinct– Ho439 .......................................................................... 269268
6.31 Emerald Hill Residential Precinct – Ho440 .............................................................. 281280
6.32 St Vincent Place East (South Melbourne) – H0441 .................................................. 294293
6.33 Albert Park Residential Precinct – Ho442 ............................................................... 303302
6.34 Bridport Street/Victoria Avenue Commercial Precinct (Albert Park) – Ho443 .......... 312311
6.35 Middle Park & St Kilda West Precinct – Ho444 ....................................................... 320321
6.36 Armstrong Street Commercial Precinct (Middle Park) – Ho445 .............................. 336335
6.37 Albert Park Lake Precinct – Ho446 ........................................................................... 344343
6.38 Port Melbourne Cricket Ground – Ho447 ............................................................... 355354
6.39 Edwards Park – Ho448 .......................................................................................... 367366

7. Horticultural Assessment .......................................................................................... 372371

Prepared for the City of Port Phillip by Andrew Ward, Architectural Historian
1. Introduction

1.1 Port Phillip Heritage Review

The initial Review of the cultural heritage of the City of Port Phillip was commissioned in October, 1996. The consultant team was lead by Andrew Ward, architectural historian and supported by Francine Gilfedder, horticulturalist and garden historian. Data base management and map generation was undertaken by Ian Perry of Big Picture Software Pty. Ltd. and research assistance was provided by Jenny Dalrymple of Andrew Ward’s office. The project was directed by Jim Holdsworth, manager, Urban Design and Strategic Planning at the City of Port Phillip and he was assisted during the early stages of the Study by Peter Boyle, architect, as project officer.

The project was undertaken simultaneously with the City of Port Phillip Urban Character Study and a joint project steering committee was established to give support to the consultant teams. The membership of the committee was as follows:

- Councillor Dick Gross (chair),
- Councillor Pat Browne,
- Councillor Liz Johnstone
- Jim Holdsworth, manager Urban Design and Strategic Planning,
- David Spokes, general manager, Community Planning,
- Steve Dunn, manager Business and Industry,
- Geoff Austin, Department of Infrastructure,
- Dale Wardlaw, Department of Infrastructure,
- Kim Dovey, University of Melbourne,
- Lyn Harrison, community representative,
- Adair Bunnett, community representative,
- Andrew Heslop, community representative, and
- David Brand, community representative.

The support of the members of this committee throughout the course of the Study is acknowledged with thanks, their knowledge of the Municipality, their expertise and commitment to the task being highly valued.

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1 The Port Phillip Heritage Review (Version 2) was gazetted as a part of Amendment C5 to the Port Phillip Planning Scheme in December 2000.
The City of Port Phillip, having been formed by the amalgamation of the Cities of Port Melbourne, South Melbourne and St. Kilda, had inherited several urban conservation studies. They had been prepared at different times, commencing in 1975 and using different criteria for the evaluation of the significance of places. Furthermore, the municipal boundaries represented discontinuities in the identified urban conservation areas, placing the integrity of the new City’s conservation strategy at risk. The studies were as follows:

- Yuncken Freeman Ashton Wilson: South Melbourne Conservation Study (1975),
- Jacobs Lewis Vines: Port Melbourne Conservation Study (1979),
- Allom Lovell Sanderson Pty. Ltd.: South Melbourne Conservation Study (1987),
- Nigel Lewis and Associates: St. Kilda Conservation Study Area 1 (1982),
- David Bick: St. Kilda Conservation Study Area 2 (1985),
- Robert Peck von Hartel Tretthowan with Henshall Hansen Associates: City of St. Kilda Twentieth Century Architectural Study (1992), and

1.2 Updating the Port Phillip Heritage Review

Since the gazettal of the original Port Phillip Heritage Review in 2000, additional assessments of places and areas of heritage significance have been completed. The following heritage studies were commissioned:

- Heritage Alliance: East St Kilda Heritage Study (2004)
- Heritage Alliance: Nightingale Street Heritage Study (2008)
- Peter Andrew Barrett: Tiuna Grove, Elwood (2019)

The resultant findings have been included in the Port Phillip Heritage Review through the Planning Scheme Amendment process.\(^2\)

The assessment framework used in each of the above heritage assessments is based upon the framework developed by Andrew Ward as outlined in the following chapters.

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\(^2\) The Port Phillip Heritage Review is an incorporated document in the Port Phillip Planning Scheme. Planning Scheme Amendments C24, C29, C32, C46, C52, C54, C70, C72, C74, C89 and C103 enabled new information on heritage places and heritage areas within the municipality to be included in the Port Phillip Heritage Review.
2. Brief

The project brief was designed to address the inconsistencies inherent in the previous studies when viewed together. The objectives were stated in the brief as follows:

- “to provide a consistent approach to building grading and the recording of building significance across the municipality, for all architectural/historical periods including the twentieth century;
- to identify and fill gaps in building records, e.g., to ensure that significant 20th century buildings across the municipality are identified;
- to ensure that building gradings are updated, e.g., some buildings have been demolished;
- to identify historically significant streetscapes, other public spaces, parks or elements within them worthy of protection;
- to provide the strategic basis for any future statutory heritage controls in the Planning Scheme using the new Heritage Place Control.”

The project tasks were to:

- Review the building gradings and assessments from the earlier studies.
- Assess 20th century buildings across the whole of the municipality to complement the work previously undertaken in the former City of St. Kilda.
- Investigate and complete building identification forms and citations for the commercial and industrial areas of Port Melbourne that were not included in the 1995 review.
- Review the Port Melbourne recommendations for area controls based on the new Model Heritage Place control.
- Prepare plans identifying the location of all graded buildings and existing and proposed urban conservation area boundaries.
- List those buildings recommended for inclusion in the Register of the National Estate and the Victorian Historic Buildings Register.
- Identify and assess the public spaces and parks within the City of Port Phillip and their contents including significant trees, monuments and sculptures.
3. Study Method

3.1 Thematic Environmental History

A working paper was prepared (no.1) summarising the findings of the environmental histories prepared by earlier consultants so as to establish an historical context for the forthcoming field work. It was, however, agreed at an early stage, that the Review should be founded in a new thematic history of the whole of the Municipality using the trial framework of themes contained in the report entitled “Principal Australian Historic Themes: A Guide for heritage agencies” (draft), being a document prepared under the Australian Heritage Commission’s National Heritage Coordination Strategy. This work was carried out and constitutes section 4 of the Report. The work previously undertaken by the consultants in the reports noted above was used as a source of information in the thematic history which also drew on available published histories of the former Cities of Port Melbourne, South Melbourne and St. Kilda. This work was undertaken by Andrew Ward.

3.2 Field Survey

The Thematic Environmental History provided a basis for the identification and evaluation of the significance of places in the field. The criteria for the assessment of cultural heritage significance adopted by the Australian Heritage Commission in April, 1990 were used in conjunction with the history and the field inspections to provide preliminary assessments of significance for all properties in the Municipality. A working paper (no.4) was prepared to explain how these criteria would be applied and used in the generation of computerised maps. These maps recorded information according to a system of ranking which can be explained in the following terms:

Levels of importance were simplified along traditional lines, assigning the letter A to places considered to be of national importance, B to those of regional importance and C to those of local importance. These levels of importance had implications for the introduction or confirmation of existing statutory control provisions in the Planning Scheme. Where a place was considered to have lesser importance than level C, it was ranked D, meaning that it was likely to be substantially intact but merely representative of an era. Places of lesser cultural value were ranked E, usually implying that the place had been defaced, but not irretrievably, or that it was aesthetically undistinguished. Finally, a place was ranked F if it was considered to have been important in the past but as a result of intervention now so compromised that it was likely to be of interest only. Places having for planning purposes no cultural value were ranked N.

It is important to note when interpreting the maps produced in this way that they represent a “picture” of the Municipality that is in many instances based upon imperfect data. A quick visual inspection of the exterior of a building, after all, cannot be said to constitute a thorough appraisal. By the same token, however, if a data sheet has been prepared for a place, then the recommendations arising from the review of this data sheet have been incorporated in the maps and may therefore be counted as a firm basis for future planning decisions. The maps are therefore of greatest value for their capacity to graphically present an overview of the Municipality, not only in terms of its evolution but also in terms of the cultural value of neighbourhoods. They have been used to assist the consultant to identify potential heritage overlay areas.

The maps themselves used a digital base supplied to Council by the State Government. One of the layers of this base consists of a series of polygons representing the boundaries of properties. The mapping software allows data fields to be attached to each property with the result that the map becomes a front end to a data base table. Data generated during this Review, however, was included on the map by adding a separate data base table, linked to the map table by a unique identifying
number. In this way, one can work on the data in the heritage table independently of the map. In its final form, the Review consists of data sheets for individual places linked to the map by the appropriate identifying numbers. The mapping software was Mapinfo, having the capability of linking with Microsoft Access97 for the storage of linked data.

### 3.3 Heritage Overlay Areas

These areas were identified using the maps in conjunction with the work of the previous consultants. Further inspection was then undertaken in the field to verify this Consultant’s findings. There are important changes between the work of the earlier consultants and this Review that can be accounted for in the following ways:

- in some instances, places have been altered since the earlier surveys. In extreme circumstances, contributory buildings have been demolished. This was, not surprisingly, most evident in the areas that had not been protected by planning scheme control.
- given the new planning scheme provisions and more particularly the urban character provisions, it was determined that heritage controls should only apply to those areas where the fabric of the place was considered to be so important that it should not be demolished. In other words, the areas of lesser cultural value could not unreasonably be managed by the urban character provisions of the Scheme. It is for this reason that the proposed heritage overlay areas have been drawn with precision and form highly irregular patterns. Their focus, after all, is on the conservation of fabric as well as character. It is argued in this Review that discrete areas, bounded more or less neatly by streets and natural boundaries are best managed by the urban character controls with heritage overlay controls applying only to those areas within the urban character areas where demolition control is required. It is partly as a consequence, therefore, of the new planning provisions, that the approach to the identification of the heritage overlay areas has changed.
- finally, and as a consequence of the computerised mapping process, changes were made on the basis of data that had been prepared consistently over the whole of the Municipality, irrespective of past municipal boundaries. Consistency carries with it the fact that comparative evaluations were made for places in this Review over a much larger area than had previously been subject to consideration. In other words, some areas, which when assessed in terms of the former municipal boundaries, were arguably the most important of their respective types, were of much lesser importance when assessed comparatively over the wider municipality of Port Phillip.

Once identified, the areas were documented in terms of their present circumstances and the elements which give them distinction. Their history was then summarised and their position in the thematic framework identified prior to preparing statements of significance with consequent recommendations.

### 3.4 Data Sheets

Data sheets have been prepared for several additional places previously undocumented. They include the heritage overlay areas themselves, individually significant places situated outside of the areas and a number of additional places. A standard format has been used that is similar to the heritage overlay area data sheets. Big Picture Software Pty. Ltd. was engaged during the course of the Study period to prepare a data base incorporating the data sheets for the individual places undertaken as a part of this Study as well as the work of all previous consultants. The findings of the past consultants have been reviewed as a part of this Study using the same criteria, thereby introducing consistency to the assessments. This data base forms an additional four volumes of this report.
3.5 Schedule to the Heritage Overlay Table

This schedule was prepared using the assessments arising from the field survey and checking them wherever possible against the assessments of the earlier consultants. It includes the identified heritage overlay areas and all places of individual significance outside of those areas. Within the areas, only those places considered to be of regional or state importance have been listed. It follows that there are many places of individual significance at the local level within the identified heritage overlay areas that have not been separately listed.

Generally speaking, paint colour scheme controls have been proposed only in the retail streets of the heritage overlay areas. These controls are not proposed in the residential areas except where a place is individually listed. Interior controls for individually listed places have only been proposed where elements of the interior of a place are known to contribute to its significance in an important way. This may be on account of their architectural or aesthetic value or simply because a building of a certain type is expected to have rooms of a certain type, the absence of defacement of which would impact on its significance. By way of example, a post office would be expected to have a public space; a railway station, waiting rooms, and so on. Planning decisions impacting on the significance of the building should respect the integrity of these spaces, irrespective of their aesthetic values.
4. Recommendations

It is recommended that the findings of the Port Phillip Heritage Review Version 3, February 2005 be adopted by Council for application in the following ways:

4.1 Port Phillip Heritage Review

List the Heritage Review document as an Incorporated Document in Clause 81 of the Port Phillip Planning Scheme. This will have the effect of incorporating the Statements of Significance for the 8 heritage areas and the citations for individually significant heritage buildings into the Planning Scheme.

4.2 Heritage Place

(including heritage overlay areas and individually significant heritage buildings, structures, gardens and trees)

Inclusion of the recommendations of the Heritage Review in the schedule and maps to Clause 43.01 of the Port Phillip Planning Scheme. This would include the nominated heritage areas and the list of individual heritage places that have been identified and substantiated.

Organisation of all preliminary heritage gradings into the following categories:

- all places given a preliminary grading of A, B, C or D within a Heritage Overlay or A, B or C outside a Heritage Overlay should be collectively termed “Significant Heritage Places” and
- all places given a preliminary grading of E or F inside a Heritage Overlay or D, E or F outside a Heritage Overlay should be collectively termed “Contributory Heritage Places”,

for the purpose of developing policy and administering the recommendations of the Heritage Review.

A map identifying significant, contributory and non-contributory buildings in Heritage Overlays is provided as a Heritage Policy map to assist the Council in interpreting how to apply Clause 22.04 ‘Port Phillip Heritage Policy’ of the Port Phillip Planning Scheme. A Neighbourhood Character Policy Map is provided which identifies contributory buildings outside the Heritage Overlays.

Where a permit is required for demolition of a significant or contributory building, it should be policy to:

- Require all applications of significant or contributory buildings to be accompanied by an application for new development.
- Allow the demolition of part of a heritage place if it will not affect the significance of the place and the proposed addition is sympathetic to the scale and form of the place.
- Not support the demolition of a significant building unless and only to the extent that:
  - The building is structurally unsound or cannot be feasibly reused.
  - The replacement building and / or works displays design excellence which clearly and positively supports the ongoing heritage significance of the area.
- Not support the demolition of a contributory building unless and only to the extent that:
  - The building is structurally unsound or cannot be feasibly reused, and either
  - The replacement building and / or works displays design excellence which clearly and positively supports the ongoing heritage significance of the area, or
• In exceptional circumstances the streetscape is not considered intact or consistent in heritage terms.

4.3 Conservation Principles and Guidelines

Integration of conservation principles and guidelines into the Port Phillip Heritage Policy, at Clause 22.04 of the Port Phillip Planning Scheme and the Port Phillip Design Manual, Version 3 August 2000, which will be a referenced document in the Port Phillip Planning Scheme.

4.4 Heritage Register Nominations

Nominate all ‘A’ graded heritage places (that have not previously been nominated) for inclusion by Heritage Victoria on the Victorian Heritage Register.
6.12 Elwood: Glenhuntly and Ormond Roads - HO8

Existing Designations:

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<tr>
<td>National Estate Register:</td>
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</tr>
<tr>
<td>National Trust Register:</td>
<td>nil</td>
</tr>
</tbody>
</table>

6.12.1 Description

This Area has Glenhuntly Road as its east-west spine. It extends to the north just beyond Shelley Street between Marine Parade and the Elwood Canal and to the south-east generally between Ormond Road and Ormond Esplanade as far as Vautier Street. The foreshore reserve at Point Ormond is also included. The Area occupies the southern end of Elwood.

The Point Ormond reserve includes the sites of Victoria’s first quarantine station and the former Point Ormond tram terminus, still defined by the palm trees planted on its north side. The Robinson Gardens adjoin the Point Ormond reserve. The plantings suggest that this reserve was laid out during the 1920’s, the Phoenix canariensis and Tamarisk trees being mature.

To the north of Glenhuntly Road, the Area is occupied predominantly by inter-war houses and apartments with a number of post war buildings and a small number of Federation period houses near Glenhuntly Road. Amongst the most architecturally distinguished inter-war apartments are “The Desboro” at 61 Shelley Street, facing “Shelley Court” at no.59, across Addison Street. Comparable buildings in Shelley Street include “St. Catien” at no.28 and “Valona” at no.14 on the Goldsmith Street corner. There is a recognisable development pattern wherein the most ostentatious complexes are located on the corner blocks. “The Wandsworth” at the corner of Glenhuntly Road and Addison Street and the flats at the Barkly Street corner are no exception. Street trees are of special note in this area, mature Planes forming canopies over many of the streets with the exception of a part of Shelley Street which has mature Metrosideros excelsa trees.

South of Glenhuntly Road a small number of Italianate houses including “Tiuna” (1884) and “Elwood House” (1850’s) bear testimony to the development of isolated marine villas here last century. There are several Federation period villas recalling the Area’s closer subdivision following the opening of the electric tramway in 1906 and many inter-war houses and apartments. Considerable post-war redevelopment has also taken place, the number of newer buildings helping to define the boundaries of the Area. The Ormond Esplanade is made up principally of inter-war apartment blocks with new complexes under construction at the time of the survey.

There are two small shopping centres associated with the Area; the first at the Glenhuntly Road/Broadway intersection and the second in Ormond Road between Beach Avenue and Pine Avenue. The former is centrally situated within the Area whilst the second is located approximately one street block further east. The Glenhuntly Road centre is noteworthy on account of the manner in which the roads intersect and the resultant prominence given to the buildings overlooking the space thus created. The key buildings are “The Alderley” (1920) with its twin oriel towers, the Post Office, the former State Savings Bank (1922) and the St. Columbas Church (1929) group. Collectively, they set the character of the place as an inter-war centre of civic distinction: in spite of the loss of both the Point Ormond and Brighton Beach tramways which crossed at this intersection until 1959. There are, however, some former M&MTB metal tramway poles to recall the existence of the Point Ormond line.

The smaller centre on Ormond Road has been only partially included in the Area, the reason being that although the majority of south side buildings survive, they are mostly of low aesthetic value and have invariably been compromised by the replacement of their original shop fronts. On the north
side, however, the former “Broadway” theatre is an interesting inter-war public building associated with some shops of architectural value.

6.12.2 History

Land to the south of Glenhuntly Road was initially subdivided during the 1850’s and later again in the 1880’s. “Elwood House” located at what is now nos. 30 and 30A Vautier Street was completed in 1855, and is the oldest in the Area. Its construction reflects on the nature of contemporary development in St. Kilda and the expectation that such building would also occur in Elwood. “Elwood House”, however, remained exceptional and was converted into a single house in the 1870’s, into flats in 1917/18, and back to two terrace houses in 1978. The villa “Tiuna”, a private residence situated at 8 Tiuna Grove, was built in 1884. It recalls a subsequent phase in the growth of the Area as a fashionable address for “marine villas” and illustrates the nature of land use in this part of Elwood during the nineteenth century. Substantial houses, mostly set in large grounds and orientated towards the sea were characteristic. Nevertheless, not many were built and the intensive development of the first half of this century saw them invariably demolished. Henry V. Duigan, the barrister, built “Tuina” and lived there until the 1890’s, his widow Marian remaining there in the twentieth century.

The land bounded by Ormond Road, Glenhuntly Road and St. Kilda Street was subdivided into 173 “villa sites” known not surprisingly as the “Sea Side Estate” and auctioned off as early as 15.11.1884. At that time there was a general store at the Ormond Road/ Docker Street (then South Elwood Street) intersection. It was the only indication that this section of Ormond Road might at a future date be suitable for commercial development. Yan Yean water was available. To the north was the Elwood swamp. By 1905 the entire area had been drained and the Elwood Canal formed220. Land sales continued from the 1900’s to the late 1920’s, as Elwood became a popular bayside residential precinct. Broadway was the principle road in the Elwood swamp subdivision, hence its width. An electric tramway operated by the Victorian Railways Department ran down the Broadway and Ormond Road to Brighton Beach from 1906. Its construction lead to the earliest phase in the suburban development of the Area along with the formation of shopping centres along its route during the inter-war period. On 4.6 1915 the Melbourne and Metropolitan Tramways Board introduced its Point Ormond tramway service along Glenhuntly Road, commencing at the Elsternwick railway station and terminating in the foreshore reserve at Point Ormond. Here, a restaurant offering patrons fine views of the Bay met the needs of tramway patrons and motorists at least until the cessation of tramway services in on 22.10.1960221.

The intersection of the Broadway with Glenhuntly and Ormond Roads became known as Elwood Junction from the time of the opening of the Point Ormond tramway. It remains at the heart of Elwood and provided the shopping and community facilities for the recently subdivided lands. “The Alderley”, built in 1920-21 at the corner of Glenhuntly and Ormond Roads has been a local landmark and meeting place since that time. The design by Nahum Barnet for a Mr. Bailey, is rather conservative for its time, but stands today as a distinctive building at the intersection, having its shopfronts almost totally intact. When it was under construction, the “Elwood Motor Garage” operated by Mrs. McShanag was already in operation222. By 1930 it had closed. The State Savings Bank building, erected in 1922 at no. 6 Ormond Road, was one of the finest examples of the Bank’s work of the period and is a key element in the Elwood Junction shopping centre precinct. Banks built during the First World War and into the 1920’s are usually in a heavy banded Classicism style and this building epitomises the work of one of its two leading exponents, architects Sydney Smith, Ogg and Serpell223. The Elwood Post Office, built around 1925, is another of the key corner buildings of

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221 It was in existence when the tramway closed.
222 1920 Sands and McDougall Directory.
the Elwood Junction precinct, and is representative of the Commonwealth Government’s work of the period.

By 1930, the number of businesses in the vicinity of Elwood Junction had grown to 19 and included a dentist, cigarette manufacturer, and the “Maison de Luxe Dance Palais”\(^{224}\).

Another of the landmarks of the Elwood Junction centre, and indeed of Elwood is St. Columba’s Catholic Church, built in 1929. Its tower can be seen from many parts of the suburb. A number of Roman Catholic churches of similar scale and varied detailing were erected around this time and this building is one of the finest examples\(^{225}\). A school was already on the site and it was enlarged when the hall was added in 1937. Augustus Fritsch (1866-1933) was the architect and Reverend M.F. McKenna was the first incumbent. St. Bede’s Church of England, situated on the corner of Ormond Road and Byrne Avenue is the oldest church in Elwood, having being built in 1916\(^{226}\). It was intended to serve as the church hall for a larger church at the Tiuna Grove corner. The architects were North and Williams, and the builder was James Brown.

By, 1910, there were no shops on Ormond Road between Beach Avenue and Pine Avenue. A chemist shop was opened at no. 90 (south side) in 1913 and a shop and residence followed at no. 121 in 1915. The original occupants were grocers and the building was designed by the architect W.H. Smith. By 1920 the number of shops completed or under construction had grown to 9, including a dentist and a knitter. Later that year two shops at nos. 157 and 159, designed by the engineer John Marshall, were erected in mass concrete. By 1930 the number of shops on the north side had increased to 29 and included an ironmonger, a motor garage, police station, library and the “Broadway Theatre” (1919, façade: 1933).

Whilst the early buildings of Elwood were houses, intense growth during the 1920’s and 1930’s saw a dramatic increase in the number of blocks of flats being built. “Windemere” (1936) at 49 Broadway, “Shelley Court”, “The Desboro” and “Rochelle” in Shelley Street were all representative of this important period. It marked the final phase in the development of the Area and has since been overlaid with post war reconstruction especially concentrated near the shore line where pressures for change have most recently been the greatest.

6.12.3 References
3. Sands and McDougall Directories.

6.12.4 Thematic Context
- Building settlements, towns and cities:
- Planning urban settlement
- Making suburbs
- Supplying urban services (transport)

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\(^{224}\) 1930 Sands and McDougall Directory.


\(^{226}\) The schoolroom at the rear was built in early 1918, and by the end of 1921 the vestries, guild room, and porch were completed. See Bick, p. 223.
6.12.5 Statement of Significance

The Elwood—Glenhuntly and Ormond Roads Area has historical value (Criterion A) for its capacity to demonstrate the attraction of the Port Phillip Bay coastline as a location for marine villas during the mid-late Victorian period. In this respect it compares with nearby St. Kilda, Brighton and Sandringham which sustained similar coastal development from an early date. It is important also as an Area founded on the first of the Victorian Railways’ two “electric street railways” promoted by the premier and minister of Railways Thomas (later Sir Thomas) Bent. The Area has aesthetic value for the diversity of its villas and inter-war apartments often evoking romantic images of the period. Its tree lined streets are also a distinctive characteristic. The juxtaposition of fine commercial and public buildings and spaces at the former Elwood Junction centre has landmark value. The Ormond Road centre assists to underscore the Area’s distinctive inter-war character, the former “Broadway theatre” recalling the importance of the suburban picture theatre prior to the advent of television in 1956.

What is Significant?

The south portion of Elwood that has Glenhuntly Road as its east-west spine. It extends to the north to just beyond Shelley Street, between Marine Parade and the Elwood Canal; and to the southeast between Ormond Road and Ormond Esplanade, as far south as to parts of Vautier Street. The area also includes the Point Ormond Reserve and Port Phillip Bay foreshore, south of the Elwood Canal; and the Robinson Gardens recreational reserve.

Some residential development occurred in this area from the 1850s, such as Elwood House (c1855), and later Tiuna (1884) and Thalassa (1889), and a small number of villas. The establishment of an electric tramway by the Victorian Railways in 1906, which extended through Elwood between St Kilda Railway Station and Brighton Beach, stimulated residential development of this area from the early twentieth century. The opening of another electric tramway in 1915, which extended between Elsternwick Railway Station to Point Ormond, operated by the Melbourne & Metropolitan Tramways Board, further improved public transport links to Elwood, and consequently residential development continued to occur in the Inter-war years.

This early twentieth century development (1900-1918) and Inter-war development (1919-1939) is mostly defined by detached brick villas and bungalows, and flats. Underscoring the residential character of this area is the Elwood Shopping Centre at the junction of Broadway, Ormond and Glenhuntly Roads, and another shopping centre further southeast on Ormond Road. They contain commercial and public buildings, including churches, contemporaneous with the residential development that occurred between 1900 and 1939, and established themselves as focal points of community life of this area.

The following features contribute to the significance of the HO8 Elwood: Glenhuntly and Ormond Roads area:

• The Port Phillip Bay foreshore, Point Ormond Reserve and Robinson Reserve;
• Housing from the first phase of residential development from the mid-late nineteenth century;
• Housing and flats from the development of the area in the early twentieth century (1900-1918) and the Inter-war period (1919-1939);
• Commercial, and public buildings, including churches, that were built in tandem with the residential development of the area from the early twentieth century;
• Public realm infrastructure and landscaping that contributes to the fine urban character of this area, such as street trees, bluestone channel and kerbing, and parks and reserves.

How is it Significant?

The HO8 Elwood: Glenhuntly and Ormond Roads area is of local historical (Criterion A), aesthetic (Criterion E), and social (Criterion G) significance to the City of Port Phillip.
Why is it Significant?

The area is of historical significance for the mid-late nineteenth century mansions and villas of this part of Elwood, whose residents were attracted to the area by its location adjacent to the foreshore of Port Phillip Bay. The housing and flats of the precinct of the early twentieth century and Inter-war years demonstrate the second, and most substantial, phase of residential development that was triggered by improved public transport links by the opening of two electric tramways through Elwood in 1906 and 1915 (Criterion A).

The commercial and public buildings, including churches, of the two shopping centres that are contemporaneous with the housing and flats of the early twentieth century and Inter-war years, are of historic significance. They established focal points for this community from the early twentieth century, and are evocative of aspects of life in this suburb as a place to shop, conduct business, worship and to socialise (Criterion A).

Aesthetically, the area is significant as retaining fine and relatively intact collections of housing and flats of the early twentieth century and Inter-war years. These are of styles that are representative of residential design of these years, with Edwardian-era villas and early bungalow designs with Arts & Crafts influences. Inter-war housing and flats demonstrate a broader range of architectural styles, which, in addition to Arts & Crafts, include influences from the West Coast of the United States such as the Californian Bungalow and Spanish Mission-styles; Moderne (Art Deco), and some buildings displaying tenets of emerging European Modernism. This array of architectural styles, within a setting that references garden suburb ideals, has created an area with a rich built form environment within the City of Port Phillip (Criterion E).

The commercial and public buildings of the shopping centres that were built in the early twentieth century and Inter-war years, underscore the surrounding residential character and use of this area. They contribute to the rich built form of this precinct, and are of aesthetic value as a relatively fine and intact collection of commercial and public buildings built prior to World War II. In terms of one shopping centre, it forms a focal point for this broader area and its community at a junction of three major thoroughfares (Criterion E).

The Port Phillip Foreshore, Point Ormond Reserve and Robinson Gardens are of social significance to Port Phillip, as public space and recreational areas that are known, used and valued by the community from the 1850s (Criterion G).

The two shopping centres, as focal points for this local community as a place to shop, conduct business, worship and socialise, are of social significance. They too are places known, used and valued by the local community (Criterion G).

6.12.6 Recommendations

Recommended for inclusion in the Schedule to the Heritage Overlay Table in the Port Phillip Planning Scheme.

6.12.7 Assessment


Peter Andrew Barrett, 2019.
Figure 6.12–1 – Parish Plan showing pattern of early land subdivision in Elwood (nd). The subdivision between Ormond Road and the Ormond Esplanade was for a period identified as “North Elwood”.

Source: SLV
Figure 6.12–2 – Extract from Commander Cox’s 1866 Survey of Hobsons Bay and the Yarra River, showing the swamp in the vicinity of Glenhuntly Road.

Source: SLV.
Figure 6.12–3 – Plan of the “Sea Side Estate”, Elsternwick, of 1884.

Source: SLV
Figure 6.12–4 – Plan of the Area prior to the boom prompted by the draining of the swamp and the opening of the electric tramway in 1906.

Source: MMBW litho.
Figure 6.12–5 – Two views at the Elwood Junction shopping centre in 1960 showing the Point Ormond Tram in Glenhuntly Road at “The Alderley” (above) and at the “Maison de Luxe Dance Palais” (below). Also notice the abandoned tracks of the former Brighton Beach tramway, closed in 1959, in the foreground of the lower view.

Source: A.Ward
Figure 6.12–6 – The shops at Elsternwick Junction, a name recalling the junction of the former Point Ormond and Brighton Beach electric tramways that passed through this intersection until 1959.
Figure 6.12–7 – Shelley Street, looking west from the Elwood Canal, showing the plane trees and flat blocks characteristic of the area.

Figure 6.12–8 – The Ormond Road shops and façade of the former “Broadway” theatre at left.