Caulfield South Commercial Junction Precinct

Prepared by: Trethowan Architecture

Address: Glenhuntly Road: (north side) 705-793 and (south side) 702-792, Cedar Street: 2, Hawthorn Road: 340A, 342

| Name: Caulfield South Commercial Junction Precinct | Survey Date: June 2021 |
|--|---------------------------|
| Place Type: Interwar Commercial | Architect: NA |
| Grading: Significant | Builder: NA |
| Extent of Overlay: See map | Construction Date: 1910s- |

1945





Non Contributory

Historical Context

Early colonial settlement of Caulfield - Camden Town

Henry Foot surveyed Caulfield in 1853-1856 along with East St Kilda and East Elsternwick. The first sale of crown allotments in these areas was held on 25 February 1854, the last major release occurring just over a decade later on 16 June 1864. Josiah Holloway, a noted land agent of the day with interests in Collingwood, Eltham and Sandringham bought Portions 46-48 representing a total of 81 acres in Elsternwick and including land in the subject precinct, south of Glenhuntly Road. Land to the north of Glenhuntly Road in this vicinity was purchased by Thomas Fulton

The [Caulfield Road] District's first self-contained settlement was at Camden Town. Its origins are of interest since they go back to Josiah Holloway who owned the three allotments (Nos 46-48) upon which the settlement was established. Holloway's "formula" for generating profits at the Government's land sales was to buy up land at strategic locations and subdivide it at the earliest possible opportunity. Previous ventures of this nature included Separation Township in the Parish of Morang, Little Eltham, and Gypsy Village [Sandringham], actually subdivided prior to receipt of title in 1853. There were others. Camden Town, writes Murray and Wells, was known by that name as early as 1856. By late 1858, Holloway had sold off the whole of Allotment 47.

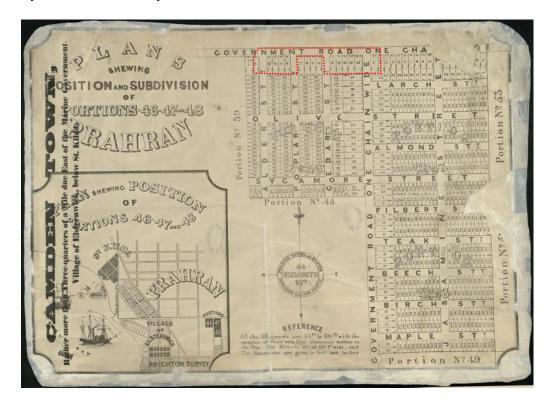


Figure 1. Subdivision plan showing Allotments 46, 47 and 48 in 1859, including the southern section of the Precinct indicated in red. Source: State Library of Victoria.

The Caulfield Road Board prepared its first "Assessment Roll" in 1857. The Roll noted Charles Davis having two shops in Camden Town. At that time, there were only two other shops throughout the Roads District, being located at Owensville in Hotham Street.

"Camden Town": 1857

Source: Assessment Roll of Caulfield Road Board: 21.11.1857

| Owner/Occupier | Building | Pasture (acres) | Cultivated (acres) |
|---------------------------|----------------------------|--------------------|--------------------|
| George Booker | house | 6.00 | 4.2.37 |
| John Brian | house | 6.00 | 4.2.37 |
| Charles Davis | small shop | - | - |
| Charles Davis | small shop and dwelling | - | - |
| Wm H. D'orsay | house | - | - |
| none | house | - | - |
| John Green | house | - | - |
| Abraham Hunt | house | - | - |
| J. Jeanes | house | - | _ |
| Michael Lynch | house | - | - |
| Wm Lynch | house | - | _ |
| Mitchell & Gensell (?) | house | - | - |
| J. Marshell | house | - | - |
| G. & H. Pamplin | hut | - | _ |
| Wm Stacey | tent | ** | - |
| Elmslie Stephen | house | - | - |
| J. Summerville | house | ~ | - |
| Michael Toole | hut | - | - |
| James Waghorn | tent | - | - |
| Walters | hut | - | - |
| Isaac Williams | house | - | |

By the early 1860s, there were four shops at Camden Village, three fronting Glenhuntly Road and one fronting Hawthorn Road¹.

Camden Town was the principal commercial focus for the District in 1857 and was to remain so in later years, incorporated today in the Glenhuntly Road centre which extends more or less continuously from Elsternwick to Bambra Road. The Caulfield State School of 1877, the commencement of a horse tramway along Glenhuntly Road in 1889 and subsequently the 1913 electrification of trams along both Glenhuntly Road and Hawthorn Road were all events confirming the importance of Glenhuntly Road and the fledgling community of Camden Town wherein the Caulfield South commercial centre has its origins. The Caulfield Primary School, at 724 Glenhuntly Road, Caulfield South (1877) [HO30/VHR 1708] is the only surviving nineteenth century building associated with the Camden Town Village. No other buildings from this early time survive.

In 1902 the north side of the Glenhuntly Road and within this precinct was occupied by the Primitive Methodist Church and three houses. On the south, were a wine and spirit merchant, a butcher, grocer, bootmaker, wood and coal yard, and the primary school.

¹ PR Murray and JC Wells, From Sand, Swamp and Heath: A History of Caulfield, 1980, pp111-112

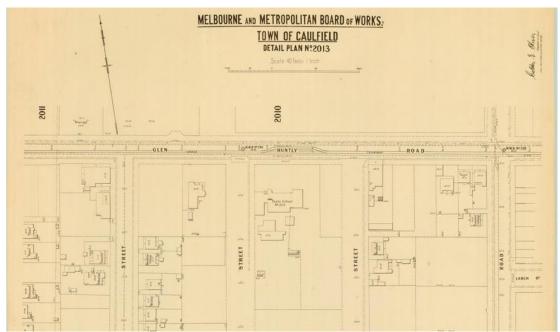


Figure 2. MMBW Plan c.1902 showing early development around the school along Glenhuntly Road. Source: State Library of Victoria.

The electric tram provided the impetus for the redevelopment of the shopping strip following the First World War. Between Poplar and Alder on the south side in 1915 there were only two businesses, Hans Urban and a tobacconist C.E. Stanbrough. By 1920 the commercial strip had grown significantly, with fifteen commercial premises on the north side of Glenhuntly Road and eight on the south side, and another four shops under construction. By 1925 the commercial strip was almost fully developed. By this time the shop at No.702 was occupied by Sydney T. Doult, grocer. The earlier date on the cartouche likely refers to the foundation of the original Le Page business.

By 1925 a larger range of shops and commercial premises had sprung up on the north side of Glenhuntly Road, west of Hawthorn Road. On the south side in 1925 the State Savings Bank located at the Alder Street corner had been completed. East of the school, more shops were also in evidence, including Smith & Chamberlain, grocers and confectioners at what was then 440-442 and at 450 a number of businesses including Newring furniture, Jacobs grocer, Goldenberg, clothing. The ES&A Bank (future ANZ) was constructed on the south-east corner of Glenhuntly and Hawthorn roads in 1929. By 1945, the Old English revival shops west of the school had been constructed, with a range of businesses appearing there between Poplar and Alder, including Miss Rider confectioner, M. Thompson hairdresser, and Treal Ready Supply Co drapers.



Figure 3. Detail of the 1945 aerial view of Melbourne showing the fully developed shopping strip and approximate Precinct boundary. Source: Melbourne 1945

Description & Integrity

The precinct runs along the Glenhuntly Road tram line from just east of Alder Street to just west of Hawthorn Road, encompassing both sides of the street. It excludes the Caulfield Primary School No. 773 at 724 Glenhuntly Road which has a separate Heritage Overlay due to this site being listed on the Victorian Heritage Register (HO30/H1708).

North side of Glenhuntly Road:

The western gateway to the precinct commences at the Gothic revival style Church of the Holy Cross at No.705 Glenhuntly Road. It was built in 1937 and designed by O.H. Jorgensen. The church is intact to its original design, with brick walls and towers, and masonry gateway over the front entrance. The presbytery at No.707 is related to the Church, and while the original house forms the basis of the current building, it appears to have been remodelled and added to in the early post-war period.

At No.717 is an interwar brick shop that was formerly the Southern Cross Hall, also opened in 1937 and associated historically with the nearby church. It sits between two of the few non-contributory buildings in the streetscape, both vernacular post-war commercial buildings, the one at 709-11 is a square cream brick postwar commercial building and the one at 219-21 is a postwar brick building heavily modified in the late twentieth century.

No.723-727 is a c.1920s triple set of interwar shops with Free Classical parapet and lintels over box windows. Original shopfronts at 725-7 are largely retained, each with recessed entrance, tiled entry floor, timber framed entrance door, pressed metal soffit above recessed doorway, metal framed windows and tiled stall risers (725 overpainted).

Another triple set of interwar shops follow at 729-33, these later in the period (c.1940s) with stripped Art Deco features and metal framed windows, with pitched tiled roof and visible chimneys. The shopfronts are heavily modified (late twentieth century).

Nos.735-9 are more unusual in the streetscape as single storey shops, with stripped Free Classical brick parapets. No. 739 includes a recessed entrance, tiled entry floor, timber framed door, metal framed windows and pressed metal soffit to verandah.

Nos. 741-747 is a set of four interwar shops, continuing the pattern of development in distinct rows. This row is again stripped Free Classical brick and render, with parapets in a symmetrical pattern of square and rounded parapets, with matching box windows on the upper level, and intact shopfronts with recessed central doorway, tiled entry floor, timber framed entrance door, metal framed windows and tiled stall risers at 743-7. Both 743 and 745 retain leadlight highlights.

No.749-753 is a non-Contributory property. A former Commonwealth Bank, constructed during the post-war era was recently demolished and the site is currently vacant.

The interwar streetscape resumes at Nos.755-759 with a set of three single storey shops unified under a simple curved brick parapet with stripped Free Classical style. All three shopfronts are modified, with an in-go form retained at No.755. The shops at 761-3 are an unusual pair of single and double storey shops, with Art Deco brick upper level and parapet. No. 761 retains a pressed metal soffit and there is a partially original shopfront at No.763 with recessed entrance and metal framed window. A pair of double-storey late Federation period shops follow at No.765-767 with brick and render parapets flanking a tiled roof with exposed rafter ends. The rendered lintel shows where an iron verandah once attached to the façade, with highlight windows added when it was removed, most likely in the post-war period. The shopfronts have some interwar modifications but include intact recessed central entries and steel framed windows. No. 765 retains a stained glass highlight window.

A series of single double storey shops follow at Nos.769-775, with brick or rendered facades, appearing to date to the late Federation period. They appear to have once had posted verandahs, with one original verandah in situ at No.773. Nos. 769 and 771 retain an early metal framed window and recessed entrance. The shop at No.773 is particularly intact as an early shop on the streetscape, with Arts & Crafts style box window and decorative highlights, original recessed entry and shopfront. The shop at No.775 is also Federation style, overpainted brick and render with arched window, but the verandah has been removed and shopfront remodelled.

The original single storey shop at no. 777 has recently been demolished. The original shop formed part of a triple row of single storey interwar shops with square parapets together with at 779-781. The middle shop at No. 779 retains a central recessed entry, timber framed door and metal framed windows. The verandah at No. 781 retains ornate iron brackets. At No. 783-5 are a pair of double-story brick and render early interwar shops with rounded parapets and remodelled shopfronts.

The precinct's eastern gateway is marked by the double-storey set of three shops at 787-793 Glenhuntly Road (north-west corner of Hawthorn Road). This Arts and Crafts (combining Free Classical decorative elements) style building includes an exposed pitched tiled roof, exposed rafter ends, chamfered corner, multipaned sash windows and decorative exposed brickwork to the stuccoed upper floor. The painted sign reading "Dairy Produce" located under the upper floor window of 791 Glenhuntly Road is original and should be retained.

South side of Glenhuntly Road:

The eastern edge of the precinct commences at 790-792 Glenhuntly Road on the south-east corner of Hawthorn Road. The former ES&A bank built in 1929 is a single-storey Greek Revival style rendered building with corner entry with cartouche above and parapet. Original decorative window and door openings with cartouches above though windows and doors have been replaced over time. The former banking deposit box is extant to the left of the entry.

The building on the southwest corner of Glenhuntly and Hawthorn Roads (nos. 782-788) is a double-storey interwar brick building with Free Classical parapet and pilasters on the

corners. The shopfronts have been remodelled in late twentieth century (c.1980) while the upper floor remains intact. The single storey shop at No.774 is late twentieth century and one of a few non-contributory buildings on this side of the street.

The interwar streetscape resumes at No.772 with two single shop fronts altered at street level though a pressed metal soffit is retained to the verandah. A row of five double-storey interwar shops extends between 760-768. These are constructed in overpainted brick and render with sash windows with multipane glass to the upper floors. The shopfronts have been altered, but original press metal verandah soffit is evident at 764-68. The single front double-storey shop at No.758 is overpainted brick and render, with a timber flat hood over the window at the upper floor with altered shopfront at ground level. The modern three storey mixed use building on the corner of Glenhuntly and Cedar Street is non-contributory.

The block between Cedar and Poplar streets is occupied by the Caulfield Primary School No. 773, with its own individual Heritage Overlay (HO30/H1708). Though not a part of the Precinct, the school is a prominent element in the streetscape recalling its earlier Victorian era development. The school is a substantial Gothic Revival polychrome brick single storeyed school building, symmetrical on plan with projecting gable ended wings and semicircular office with conical roof and bell tower offsetting the facade symmetry. The school is on the Victorian Heritage Register (H1708).

The precinct resumes to the west of Poplar Street, with a series of Old English revival style shops, built between in the late 1930s at nos. 718-722 Glenhuntly Road. These are notable for their intact half-timber detailing on the upper level, visible pitched roof and attic gables to the street, multipane windows and tapestry brickwork. The shop fronts at street level are generally intact, with recessed entries, original doors and glass highlights. The verandahs are non original. These remarkably intact shops can be compared to those at Toorak Village by architects Cowper Murphy and Appleford. The Tudor revival theme continues at nos. 712-16, with an intact shopfront including diamond pane glass highlights, recessed entry, metal framed windows, pressed metal soffit to recessed entries and verandah at No.712.

The single storey shops at No.708-708a Glenhuntly were constructed during the post-war period and are non-contributory. era. On the eastern corner of Alder Street is the interwar period former State Savings Bank of Art Deco Egyptian Revival design at the upper floor and non-original shopfront. The former bank's decorative parapet extends around the north-eastern corner of the façade.

The shop at No.702 Glenhuntly Road is a Federation period double-storey brick and render building with oriel piers and rendered cartouche. It has an elaborate iron balconette and Gothic revival style parapet. In 1915 this was the premises of Ignatius J. Le Page, grocer. In 1910 Le Page, wine and spirit merchant was located east of Hawthorn Rd, indicating that he moved to this premises in the intervening five years. The year 1860 inscribed in the parapet cartouche thus likely represents the date of establishment of Le Page's original business in the area. This appears to be the earliest extant shop and forms the western gateway to the precinct.



Figure 4. 702 Glenhuntly Road (c.1910). Source: Trethowan Architecture 2021.



Figure 5. The Holy Cross Church (1937). Source: Trethowan Architecture 2021.



Figure 6. Former State Savings Bank (1925) at 704 Glenhuntly Rd. Source: Trethowan Architecture 2021.



Figure 7. Former Southern Cross Hall (1937) at 717 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 8. Series of Old English/ Tudor Revival shops (c.1935-45) at 712-722 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 9. Triple row of interwar shops (c.1920s) at 723-727 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 10. Row of four shops 741-747 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 11. Shops at 755-763Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 12. Row of shops at 760-768 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 13. Detail of pressed metal soffit at 766 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 14. Early shopfronts including tiles, central in-go and stained glass highlights at 743-45 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 15. Pair of Arts & Crafts Federation period shops, including verandah and shopfront at 773 Glenhuntly Road. Source: Trethowan Architecture 2021.



Figure 16. Southwest corner of Glenhuntly & Hawthorn Road. Source: Trethowan Architecture 2021.



Figure 17. Complex of shops at northwest corner of Glenhuntly & Hawthorn Road. Source: Trethowan Architecture 2021.



Figure 18. Former E,S&A Bank (1929) at southeast corner of Glenhuntly & Hawthorn Road. Source: Trethowan Architecture 2021.

Thematic Context

Glen Eira Heritage Management Plan 1996 Vol 1. (Thematic History):

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

City of Glen Eira Thematic Environmental History (Refresh) 2020:

5.3 Marketing and Retailing

Comparative Analysis

The Caulfield South Commercial Junction Precinct can be compared to a number of other local strip shopping centres that were typically established in the late nineteenth century and underwent several successive phases of expansion in the twentieth century, particularly during the inter-war years and again in the early post-WW2 period. Several commercial streetscapes are already included on the heritage overlay schedule to the City of Glen Eira Planning Scheme, and include:

Elsternwick Commercial and Public Precinct (interim HO180 and formerly part of HO72)

The heritage precinct known as the *Elsternwick Commercial and Public Precinct (HO180)* spans a large part of the Elsternwick shopping centre. The portion of Glenhuntly Road covered by the HO extends from Ripon Grove to Beavis Street on the north side, and from Elsternwick Railway Park to just beyond Devonshire Road on the south side. An additional small local centre opposite Hopetoun Gardens at 511-537 Glenhuntly Road is also included within the precinct. This streetscape is strongly characterised by two-storey late-Victorian residential shops with rendered facades, incorporating typical Boom-style details such as arched windows, moulded cornices and balustrading. These gradually give way to a more mixed streetscape with Federation and Interwar shops of various sizes and styles as well as a number of post-WW2 buildings. The additional small local centre has a distinct Interwar character. Compared to Elsternwick Commercial and Public Precinct, the subject precinct is more strongly Interwar in character, with some Federation shops, demonstrating its historical association with the development of the electrified tramway.

Murrumbeena Village (HO187)

Murrumbeena Village is noted for its more unusual radial layout, where commercial development extended in all four directions from an offset crossroad intersection that was bisected by the railway. Murrumbeena Village is predominantly Interwar in character, albeit interspersed with a couple of rare survivors from the precinct's late-Victorian origins. As a largely Interwar streetscape, the Murrumbeena Village is more cohesive than most, with few non-contributory elements and some notably intact shopfronts and original signage. Compared to Murrumbeena Village, the subject precinct is also strongly Interwar but characterised by its more linear development along the electrified tramway on Glenhuntly Road.

North Road, Ormond (part HO75)

The *Ormond Precinct* (HO75) is split into two sub-precincts that radiate from the intersection of Booran Road and North Road in Ormond. These sub-precincts, which nominally extend north as far as Beatty Grove and south to (and slightly beyond) Murray Road, are predominantly residential in character, but also include a portion of the North Road commercial streetscape. However, only the north side of the street, extending from Nos 455 (Dalmor Avenue) to No 481 (Newham Grove), is included within the extent of the Heritage Overlay. The streetscape comprises a continuous row of Interwar shops of fairly typical form and style, variously single or double storey, in red brick or rendered, and with a range of parapet forms and decorative embellishments. A few them (eg Nos 455, 459, 461, 473) retain at least some of their original shopfront fabric. Compared to North Road, the Caulfield South Commercial Junction Precinct is more cohesive, including both sides of the street and a larger proportion of intact shopfronts as well as some earlier development spanning Federation as well as Interwar periods.

Bentleigh Retail Precinct, Centre Road, Bentleigh (HO160)

Bentleigh's principal commercial strip, extending along both sides of Centre Road from Cairnes Grove to just east of Jasper Road, is comparable in length to those at Elsternwick, Caulfield South and Ormond, although it contains a higher proportion of post-WW2 development than most. It is the most cohesive section, extending along the south side of Centre Road from Robert Street to just west of Loranne Street, that has been recommended for a heritage overlay. This streetscape is characterised by some typical and largely intact Interwar shops with brick or rendered facades, including identical pairs or rows of three (eg Nos 354-358) or more (eg Nos 374-382). The north side of Centre Road, not included in the proposed Heritage Overlay precinct, includes a few places of individual heritage significance, such as a monumental 1920s bank (No 385 – proposed HO161) and the *Centre Arcade* (No 325 – proposed HO162), an intact 1950s shopping arcade with curtain-walled façade and vintage neon signage. Like the subject precinct, Centre Road includes a former State Savings Bank (No 438 – HO98) of the Interwar period, and its generally cohesive Interwar streetscape is punctuated by several post-war sites.

Conclusion

Historically, the Caulfield South Commercial Junction Precinct is comparable in terms of architectural significance to other commercial centres that developed during the Interwar period. While it demonstrates a strong interwar character with a range of Free Classical and Old English revival styles, some Arts & Crafts Federation period shops are also extant, demonstrating the range of historical development associated with the inception of the electrified tramway and thereafter. The precinct incorporates not only a representative sample of interwar shops, but also commercial anchors such as the former State Savings Bank and the former ES&A (ANZ) Bank, as well as community buildings in the Holy Cross church and presbytery and the former Southern Cross Hall. Its strong interwar character is comparable to the streetscape at Bentleigh, with comparable brick stripped Free Classical parapet and details, but has some earlier Federation period shops. The development of the commercial streetscape around the earlier nineteenth century school makes the Caulfield South Commercial Precinct particularly distinctive as a reminder of how this early twentieth century development was overlaid across the earlier Victorian era 'Camden Town'.

Statement of Significance

What is significant?

The following features contribute to the significance of the Caulfield South Commercial Junction Precinct:

- The cohesive commercial streetscape dating from the Federation and (mostly) Interwar periods;
- Intact parapets to single storey buildings;
- Intact first floors and parapets to two storey buildings;
- Intact original or early shopfronts with recessed entries (often retaining a pressed metal ceiling), pressed metal soffits, metal framing and original decorative glass toplights (stained or textured), shop verandah at 773 Glenhuntly Road and decorative iron awning frame at 781 Glenhuntly Road.
- The sign reading "Dairy Produce" at first floor at 789 Glenhuntly Road.
- The Holy Cross church at 705 Glenhuntly Road, designed by O.H. Jorgenson and built in 1937;
- The presbytery and the former Southern Cross Hall associated with the Holy Cross church;

Contributory places:

- Glenhuntly Road (north side) 705 (Holy Cross church), 707 (Presbytery), 713-717(former Southern Cross Hall), 723-747, 755-775, 779-793 Glenhuntly Road;
- Glenhuntly Road (south side) 702-706, 712-722, 758-772, 782-792

The following are deemed to be *non-contributory* elements within the precinct:

- Glenhuntly Road (north side) 709-11, 719-21, 749-53, 777
- Glenhuntly Road (south side) 708-708a, 710, 756, 774-776,
- Cedar Street 2
- Hawthorn Road 340A and 342
- Post-war alterations to shop fronts and post-war buildings.

How is it significant?

The Caulfield South Commercial Junction Precinct is of local historical and aesthetic significance to the City of Glen Eira (Criteria A & E).

Why is it significant?

The Caulfield South Commercial Junction Precinct is historically significant in part from its links with Camden Town, the main service centre for Caulfield in the mid nineteenth century and now demonstrated by the shopping centre's development around the surviving state school no. 773. More tangibly, its buildings from the early decades of the twentieth century demonstrate the development of the commercial precinct following the electric tram lines, in this case along Glenhuntly Road after 1913. It is important also, as one of the municipality's pre-eminent Inter-war shopping centres, comparable with Glen Huntly, Carnegie and McKinnon (Criterion A).

The Caulfield South Commercial Junction Precinct is aesthetically significant as a late Federation and predominantly Inter-war shopping centre. The significance of the centre is underpinned by some prominent buildings of the period including the Church of the Holy Cross (705 Glenhuntly Road), the former State Savings Bank (704 Glenhuntly Road), the former ES&A (ANZ) bank (790 Glenhuntly Road), Old English Revival shops (714-722 Glenhuntly Road) and shops located on both eastern corners of Glenhuntly and Hawthorn roads. There are notable brick and render Federation period shops with intact Gothic Revival and Arts & Crafts elements on the Alder Street corner (702 Glenhuntly Road), and at 773-775 Glenhuntly Road. Other single, pairs or rows of contributory shops generally display brick parapets and stripped Free Classical styling. Some of the shops retain elements of their original shopfronts including recessed entries, tiled stall risers, decorative glass highlights, pressed metal soffits, an intact verandah at No.733 Glenhuntly Road, a decorative iron awning frame at 781 Glenhuntly Road and an old sign reading "Dairy Produce" below the upper floor window at 789 Glenhuntly Road. With a high proportion of contributory properties, the Caulfield South Commercial Junction Precinct retains the greater part of its historic architectural character (Criterion E).

References

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