

Heritage Citation – Precinct

Heritage Place: Glenferrie Road Precinct
Address: 369-375 Glenferrie Road, Malvern

HO Reference: HO749

Citation status: Final

Date Updated: 13 November 2023

Designer: Percy Cope & Son

Year of Construction: c.1932-1933

Builder: Percy Cope & Son



Photograph of 369-371 Glenferrie Road (source: Extent Heritage Pty Ltd, 2021).



Location map and extent of Glenferrie Road Precinct.

Heritage Group: Residential buildings

Heritage Type: Residential precinct

Key Theme: Building suburbs

Key Sub-theme: Creating Australia's most 'designed' suburbs – houses as a symbol of wealth, status and fashion

Significance Level: Local

Recommendation: Recommended for the Heritage Overlay as a new precinct.

Controls:	<input type="checkbox"/> External paint colours	<input type="checkbox"/> Internal alterations	<input type="checkbox"/> Tree controls
	<input type="checkbox"/> Victorian Heritage Register	<input type="checkbox"/> Incorporated Plans	<input type="checkbox"/> Outbuildings and fences exemptions
	<input type="checkbox"/> Prohibited uses may be permitted	<input type="checkbox"/> Aboriginal Heritage Place	

Statement of Significance

What is significant?

The Glenferrie Road Precinct, comprising four two-storey Interwar Old English and Georgian Revival residences on Glenferrie Road, Malvern, is significant.

The precinct is characterised by contributory graded buildings.

Character elements that contribute to the significance of the precinct include:

- The generous allotments and the subdivision pattern established by the 1932 subdivision of Doona Estate;
- The regularity and harmony of the four two-storey Interwar Old English and Georgian Revival residences characterised by projecting gables, complex hipped and gable roofs clad with terracotta Marseilles tiles, timber framed sash windows, expressed brick motifs and tall profiled chimneys;
- A high degree of integrity overall arising from the absence of modern infill;
- The uniformity of setbacks, siting, allotment sizes and building heights; and
- A garden estate character established by well-maintained garden settings.

Later alterations and additions to the properties are not significant.

How is it significant?

The Glenferrie Road Precinct is of local historical and aesthetic significance to the City of Stonnington.

Why is it significant?

The Glenferrie Road Precinct is of historical significance as a collection of residences that were developed at the same time following the 1932 subdivision of Victorian era mansion Doona Estate, which saw the creation of generous allotments with frontages to Glenferrie Road, Stonnington Place, Church Street and Cross Street. The dwellings at 371-375 Glenferrie Road, and possibly 369 Glenferrie Road, were designed and built by Percy Cope & Son, a partnership between Percy Neville Cope and Clifford Neville Cope who were responsible for the construction of numerous domestic residences across Malvern. The precinct represents part of the wider pattern of rapid subdivision and development that was unfolding across the municipality during the 1920s and 1930s and forms a tangible link to the interwar urban character changes taking place in Malvern more broadly. (Criterion A)

The Glenferrie Road Precinct is of aesthetic significance as a cohesive group of Interwar Old English (371 and 373 Glenferrie Road) and Georgian Revival (369 and 375 Glenferrie Road) residences. Although the individual buildings are not without alterations, they retain a high level of integrity as a group and demonstrate stylistic cohesion through uniformity in built form, materials, detailing, fenestration, heights, setbacks, siting and allotment sizes. This is partially due to their construction during the same period and primarily by the same company, being Percy Cope & Son. Combined, these elements create a harmonious and attractive group of buildings along a main thoroughfare that is free from modern development. (Criterion E)

HERCON Criteria Assessment

A	<i>Importance to the course, or pattern of our cultural or natural history</i>	The Glenferrie Road Precinct is of historical significance as a collection of residences that were developed at the same time following the 1932 subdivision of Victorian era mansion Doona Estate, which saw the creation of generous allotments with frontages to Glenferrie Road, Stonnington Place, Church Street and Cross Street. The dwellings at 371-375 Glenferrie Road, and possibly 369 Glenferrie Road, were designed and built by Percy Cope & Son, a partnership between Percy Neville Cope and Clifford Neville Cope who were responsible for the construction of numerous domestic residences across Malvern. The precinct represents part of the wider pattern of rapid subdivision and development that was unfolding across the municipality during the 1920s and 1930s and forms a tangible link to the interwar urban character changes taking place in Malvern more broadly.
B	<i>Possession of uncommon, rare or endangered aspects of our cultural or natural history</i>	This place does not meet this criterion.
C	<i>Potential to yield information that will contribute to an understanding of our cultural or natural history</i>	This place does not meet this criterion.
D	<i>Important in demonstrating the principal characteristics of a class of cultural or natural places or environments</i>	This place does not meet this criterion.
E	<i>Importance in exhibiting particular aesthetic characteristics</i>	The Glenferrie Road Precinct is of aesthetic significance as a cohesive group of Interwar Old English (371 and 373 Glenferrie Road) and Georgian Revival (369 and 375 Glenferrie Road) residences. Although the individual buildings are not without alterations, they retain a high level of integrity as a group and demonstrate stylistic cohesion through uniformity in built form, materials, detailing, fenestration, heights, setbacks, sitting and allotment sizes. This is partially due to their construction during the same period and primarily by the same company, being Percy

		Cope & Son. Combined, these elements create a harmonious and attractive group of buildings along a main thoroughfare that is free from modern development.
F	<i>Importance in demonstrating a high degree of creative or technical achievement at a particular period</i>	This place does not meet this criterion.
G	<i>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of the continuing and developing cultural traditions</i>	This place does not meet this criterion.
H	<i>Special association with the life or works of a person, or group of persons, of importance in our history.</i>	This place does not meet this criterion.

Description

• Physical Analysis

The Glenferrie Road Precinct consists of four large two-storey residences built in the Interwar Old English style. The residences are set on property lots of roughly equal size. The brick structures present varied built forms but maintain consistency and cohesivity through their application of the Interwar Old English style and materiality. Key characteristics of the style observed within the group include the projecting gables, complex hipped and gable roofs clad with terracotta Marseilles tiles, timber sash windows and expressed brick motifs.

369 Glenferrie Road consists of an asymmetrical front façade with a central hipped roof bay. The main entrance patio and upper-level verandah is located to the right of the façade. The fenestration consists of groups of timber sash windows with an expressed brick sill and lintel. The residence has been partially finished with a grey render. Several sections of the façade have been left unrendered showing the open face brown brickwork. The brickwork forms extruded chevron motifs and various patterns on the façade.

371 Glenferrie Road presents a symmetrical façade form with flanking face brick gable bay projections. A single storey face brick gable garage extends from the right bay. The fenestration form and finish are cohesive with the neighbouring residences. S shaped brick ties are located on the gable projections. The non-original entrance portico is located to the left of centre and includes two round flanking columns supporting a balcony with a thin wrought iron balustrade.

373 Glenferrie Road consists of an asymmetrical front façade with a steep corbelled gable projection with expressed brick detailing. A stepped chimney shaft is expressed on the front face of the gable. The main entrance portico is located to the right of the façade. The fenestration and main entrance portico form is expressed in a Tudor arch shape.

375 Glenferrie Road presents a triple fronted façade, likely in response to its corner location. The face brick structure presents a cohesive fenestration and roof form and finish. It is the most restrained design within the group in terms of form and detailing. Subtle brickwork detailing, tall chimneys and centred fenestration are key features of the residence.

The main east façades of the group addresses Glenferrie Road. The precinct is bounded by Stonnington Place to the north forming the boundary with 375 Glenferrie Road. The residences have a consistent setback from the street front allowing for large front yards. The front yards present differences in driveway layout including a return driveway at number 373. The front gardens are also highly varied. However, birch (*Betula sp.*) tree plantings are consistent throughout the group.

The front fences of the properties consist of original brick walls in varied heights. Slight variations in finish and detailing can be seen between the group. 369 and 370 Glenferrie Road includes recessed front gates. The front gate at number 369 Glenferrie Road consists of a tall painted timber ledged and sheeted gate, and 371 Glenferrie Road includes a lattice form gate. The front wall of 373 Glenferrie Road includes subtle cavetto curves. The front wall at 375 Glenferrie Road is the shortest in height but is backed by a tall continuous hedge that largely obscures the residence from street view.

The Glenferrie Road Precinct is located beside the junction with Stonnington Place and Church Street with Somers Avenue and Woodmason Street. The four properties appear to be in good condition. The residences are cohesive as a group of Interwar Old English residences with matching setbacks, original fences and period appropriate roof forms, fenestration and materiality. Some alterations have occurred including the removal of the original portico entrance to 371 Glenferrie Road (refer to Further Images), the rendering and painting of face brickwork, rear additions and new landscaping. The Glenferrie Road Precinct is considered to have high integrity overall.

• Alterations and Additions

369 Glenferrie Road

- Structure and front wall partially rendered with a grey render. The structure and front wall were previously finished with a light brown render.
- Solar panels added to the roof.
- Swimming pool with timber deck added to the rear yard.
- Concrete laid driveway added.

371 Glenferrie Road

- Alterations made by Ballantyne and Wilson (1934). The exact changes are unknown, however, it was likely a second storey addition to the northern elevation as depicted in the historic photograph of the building in 1934.
- Removal of original portico entrance structure (refer to original drawing in Further Images).
- Conversion of an upper floor façade opening from a door with a Juliet balcony to a window.
- Covered rear patio with upper-level open verandah added to the west elevation.
- Front wall partially rendered with a white render.
- Roof partially reclad with a black tile.
- Garage added to street front boundary.

- Rear yard relandscaped.
- Swimming pool added to the rear yard.

373 Glenferrie Road

- Face brick sections of structure finished with a white render
- Front yard relandscaped to include a return driveway.
- Rear yard relandscaped.
- Swimming pool added to the rear yard.
- One skylight added to the main roof.

375 Glenferrie Road

- Rear addition added by Percy Cope including two bathrooms, porch and sunroom (1933).
- Front boundary at Stonnington Place altered to include a timber paling fence and street front garage door entrance.
- Original splayed entry gate to corner of Glenferrie Road and Stonnington Place replaced with a solid brick panel
- Removal of louvres to first floor windows and alterations ground floor windows with fixed metal framed windows to the ground floor to east elevation
- West elevation ground level rendered and fixed panel glazing added to ground floor.
- Steel and glass awning added to the west verandah.
- Rear yard relandscaped.
- Swimming pool added to the rear yard.

History

• Historical Context

For thousands of years preceding European colonialism, the area now known as Stonnington was the traditional home of the Woi wurrung and Boon wurrung people of the Eastern Kulin Nation. This environment would have provided Traditional Owners with access to pre-contact plains, grassy woodland, and floodplains on the banks of the Yarra River (Birrarung), Gardiners Creek (Kooyong Koot), and Hawksburn Creek (now channelised), in a rolling landscape on the northern shore of Port Phillip Bay. It is important to note that the rich cultural heritage of Traditional Owners in Stonnington did not end with colonialism—it has a rich presence to this day.

Following the establishment of Melbourne in 1835, squatter John Gardiner and many others like him sought out land in what would become present day Toorak and surrounds on account of its densely timbered landscape, undulating terrain and proximity to water. By 1840, crown land sales marked the area's transition to pastoral settlement, and later in 1851, with the purchase of land in Hawthorn by Thomas Herbert Power, the surrounding environments gradually became a place where the early merchant and squatter elite of Melbourne built their homesteads. In Toorak, this is best represented by the purchase of lot 26 by James Jackson, associate in Jackson, Rae & Co. soap and candle merchants. Jackson was described by politician William Westgarth as 'Melbourne's greatest merchant of this early time' (Forster 1999, 10). It is only fitting that his house, called Toorak House, would be the namesake of what would become arguably the most affluent suburb in Melbourne. Following the discovery of gold in the 1850s and the wealth this produced for ancillary trades, the Toorak area drew in Melbourne's newly

wealthy. Today, over a century later, Toorak still has connotations of wealth and prestige as best represented in its history and built environment (Forster 1999, 5–26).

- **Place History**

The land and surrounds of the Glenferrie Road Precinct formerly comprised Crown Portion 25 (Surveyor General's Office 1855; Context Pty Ltd 2009, 39). Purchased by John Sullivan, Colonial Surgeon to the Port Phillip District, during the 1849-1850 Crown Land Sales for £151, this portion encompassed land bounded by present day Toorak Road, Glenferrie Road, Malvern Road and Denham Place. In 1853, Sullivan sold the allotment to barrister Charles Bruce Graeme Skinner for an astonishing price of £10,972, reflecting the profits to be gained from land speculation in the high, desirable grounds of Toorak (Foster 1999).

Skinner subsequently planned an estate in the style of an English Village on the land. Known as Malvern Hill Estate, Skinner established the Malvern Hill Hotel on the corner of Glenferrie and Malvern Roads in an attempt to attract land buyers. Notably, both the estate, along with this hotel, would give the suburb of Malvern its name (Context Pty Ltd 2009, 41). Unfortunately for Skinner, the estate initially failed to attract wealthy buyers looking for suburban villa sites, and was eventually settled by a few workers, market gardeners and brickmakers. Eventually, the small allotments were consolidated into larger blocks that attracted wealthy purchasers (Foster 1999, 28-32). Following this consolidation of land towards the late 19th century, the land comprising the Glenferrie Road Precinct was purchased by bank manager Joseph B Davies in 1882. Davies' ownership was short-lived however, and by 1883, the land was owned by barrister and influential social reformer Henry Bournes Higgins, who is best known for pioneering the minimum wage for unskilled workers (Foster 1999, 36). He subsequently erected his two-storey residence, Doona, on the south-west corner of the site in 1885. During this period, the present day Glenferrie Road Precinct comprised the ground and entry drive (MMBW 1907).

Following Higgins' death in 1929, and the land was subdivided into eight allotments and put to auction in May 1929, reflecting the wider pattern of intensive subdivision and development that was taking place across Toorak throughout the interwar period (The Age 1929, 2). While the subdivision of large estates was taking place as well before this period, rising labour costs following World War I made the cost of servants and other workers to maintain the estates prohibitive (Context Pty Ltd 2006). In 1930, it was reported that Arthur Tuckett and Son, auctioneers, were in negotiations with a big realty company for the purchase of lots fronting Glenferrie Road on the Doona Estate, and in the same year rate books attribute ownership of the land to Narveno Estate Company (Malvern Rate Books). In 1932, the Doona Estate was advertised for sale by sole agents Wilson Bros as the 'cheapest land in this favoured locality,' with the five lots fronting Glenferrie Road selling at £18 a foot and the two corner lots selling for £20 a foot (The Argus 1932, 15).

According to architectural records, the dwellings at 371-375 Glenferrie Road were designed and built by Percy Cope & Son, a partnership between Percy Neville Cope and Clifford Neville Cope, who were responsible for the construction of numerous domestic residences across Malvern (Stonnington History Centre). While the architect for 369 Glenferrie Road has not been verified, it is highly likely that this dwelling was also designed and constructed by Percy Cope & Son. Notably, alterations were made to 371 Glenferrie Road by Ballantyne and Wilson in 1934. The exact changes are unknown, however, it was likely a second storey addition to the northern elevation as depicted in the historic photograph of the building in 1934. A rear addition was added to 375 Glenferrie Road by Percy Cope himself in 1933,

including two bathrooms, porch and sunroom (Cope 1933). Today, this row of dwellings continue to be used as private residential dwellings.

Comparative Analysis

A product of the wider pattern of subdivision and development taking place in the City of Stonnington during the 1920s and 1930s, this collection of two-storey Interwar Old English style residences embodies the urban character changes taking place across the municipality following World War I, as well as the popularisation of English Domestic Revival architecture during this period. The precinct is therefore directly comparable to other residential areas that developed in both Malvern and neighbouring suburbs following the subdivision of large estates during the interwar era.

Comparative examples include:

- **Moorakynne/Stonnington Precinct, Malvern (HO182).** The Moorakynne/Stonnington Precinct is directly comparable to the Glenferrie Road Precinct as a residential area that was established during 1930s and 1940s interwar era domestic residential development. While much larger and stylistically varied, the quality, intactness and visual cohesion of the contributory graded Old English style building stock, particularly along Moorakynne Avenue, is analogous to the properties within the Glenferrie Road Precinct. 369, 371, 373 and 375 Glenferrie Road, Malvern, would sit comfortably within this precinct as fine examples of the style.
- **Hampden Road Precinct, Armadale (HO136).** The Hampden Road Precinct is characterised by a range of interwar styles, including English Domestic Revival and Georgian Revival. As with the Moorakynne/Stonnington Precinct, it is larger in size than the Glenferrie Road Precinct. While its Interwar Old English building stock is of a similar design quality to the Glenferrie Road Precinct, it is considered to be less consistent in style and intactness by virtue of several non-contributory, infill properties within the precinct. With this, the Glenferrie Road Precinct is more favourable in terms of overall intactness and consistency.
- **Kooyong Precinct, Kooyong (HO181).** The Kooyong Precinct comprises a collection of interwar era dwellings of various styles, including Old English, Streamline Moderne and Arts and Crafts, as well as Federation era building stock. While more stylistically varied, it contains a number of Old English buildings that compare in terms of form, scale, materials and consistency in setbacks and sitting. As a large precinct that covers much of the suburb, however, its integrity has been impacted over time by various infill development.

Although it is much smaller, the Glenferrie Road Precinct compares well with similar interwar era residential areas in terms of quality of design and visual cohesiveness. While the dwellings are not without alterations, the precinct lacks infill development, making its overall intactness favourable to the above examples which have been diminished by contemporary developments within the curtilage. Moreover, the Glenferrie Road Precinct is also distinct as a collection of residences designed and erected by Percy Cope & Sons, a detail that has afforded the group a particularly high degree of consistency in terms of setbacks, building heights, materials and sitting.

Precinct Map



Grading Plan

* S: Significant

C: Contributory

NC: Non-contributory

Refer to Heritage Victoria's Model brief for consultants (p.6) for explanation of designations.

Note: the Style/era column follows architectural style categories set out in Heritage Victoria's HERMES Orion database and does not necessarily reflect the date of construction. For details on construction era(s) where available, refer to the Place History section.

Street address	Place type	Style/era	Grading
369 Glenferrie Road	House	Interwar period (c.1910-c.1940)	C
371 Glenferrie Road	House	Interwar period (c.1910-c.1940)	C
373 Glenferrie Road	House	Interwar period (c.1910-c.1940)	C
375 Glenferrie Road	House	Interwar period (c.1910-c.1940)	C

References

Advertising. (1929, May 4). *The Age*, 2.

City of Malvern Rate Books.

Clarke, L. 1848. Plan of Suburban Allotments situated between South Melbourne and Kooyong Koot Creek. Map. VPRS 8168 Historic Plan Collection. Public Record Office Victoria.

Classified Advertising. (1932, June 18). *The Argus*, 15.

Context Pty Ltd. 2009. 'Stonnington Thematic Environmental History.' Unpublished report prepared for City of Stonnington. PDF file.

Cope, P & N. 1933. Additions to brick residence at corner of Glenferrie and Stonnington Place Malvern for R Baillieu. Architectural and technical drawing material. Malvern Collections, MB13771. Stonnington History Centre.

Cope, P. 1932. Plan Glenferrie Road lot 4 in Doona Estate. Architectural and drawing material. Malvern Collections, MB13795. Stonnington History Centre.

Cope, P. 1933. Proposed residence to be erected on lot 3 Doona Estate Glenferrie Road. Architectural and drawing material. Malvern Collections, MB13739. Stonnington History Centre.

Cope, P. c.1930s. 369 to 375 Glenferrie Road, Malvern. Graphic materials. Malvern Collections, MP13841. Stonnington History Centre.

Cope, P. c.1930s. 373 Glenferrie Road, Malvern. Graphic materials. Malvern Collections, MP13824. Stonnington History Centre.

Cope, P. c.1930s. 375 Glenferrie Road, Malvern. Graphic materials. Malvern Collections, MP13842. Stonnington History Centre.

Cope, P. c.1934. 371 Glenferrie Road, Malvern. Graphic materials. Malvern Collections, MP13740. Stonnington History Centre.

Foster, D. 1999. 'Melbourne's Most Fashionable Suburb: A History of Toorak, East of Kooyong Road 1840–1998.' Unpublished Masters diss., Monash University.

Skinner, B. 1853. Plan of the Malvern Hill Estate and Township of Ledbury, Being Portion 25, Parish of Prahran. Map. Vale collection, ID no. 2096263. State Library of Victoria.

State Library of Victoria, Melbourne & Metropolitan Board of Works, detail plan No. 1769, dated 1907.

State Library of Victoria, Sands & McDougall Street Directories of Victoria, 1930-1974 ed.

Suburban Properties in Demand. (1930, February 5). *The Herald*, 14.

Unknown. n.d. Doona. Glenferrie Road. Textual material. Malvern Collections, MH14364. Stonnington History Centre.

Limitations

1. Access to all heritage places was limited to a visual inspection from the public domain. The interiors of buildings and inaccessible areas such as rear gardens were not accessed as part of this heritage study.
2. Condition and site modification assessment was limited to a visual inspection undertaken from the public domain.
3. The historical notes provided for this citation are not considered to be an exhaustive history of the site.

Further Images



1930s south-west facing view of 369-375 Glenferrie Road, Malvern (source: Stonnington History Centre, c.1930s)



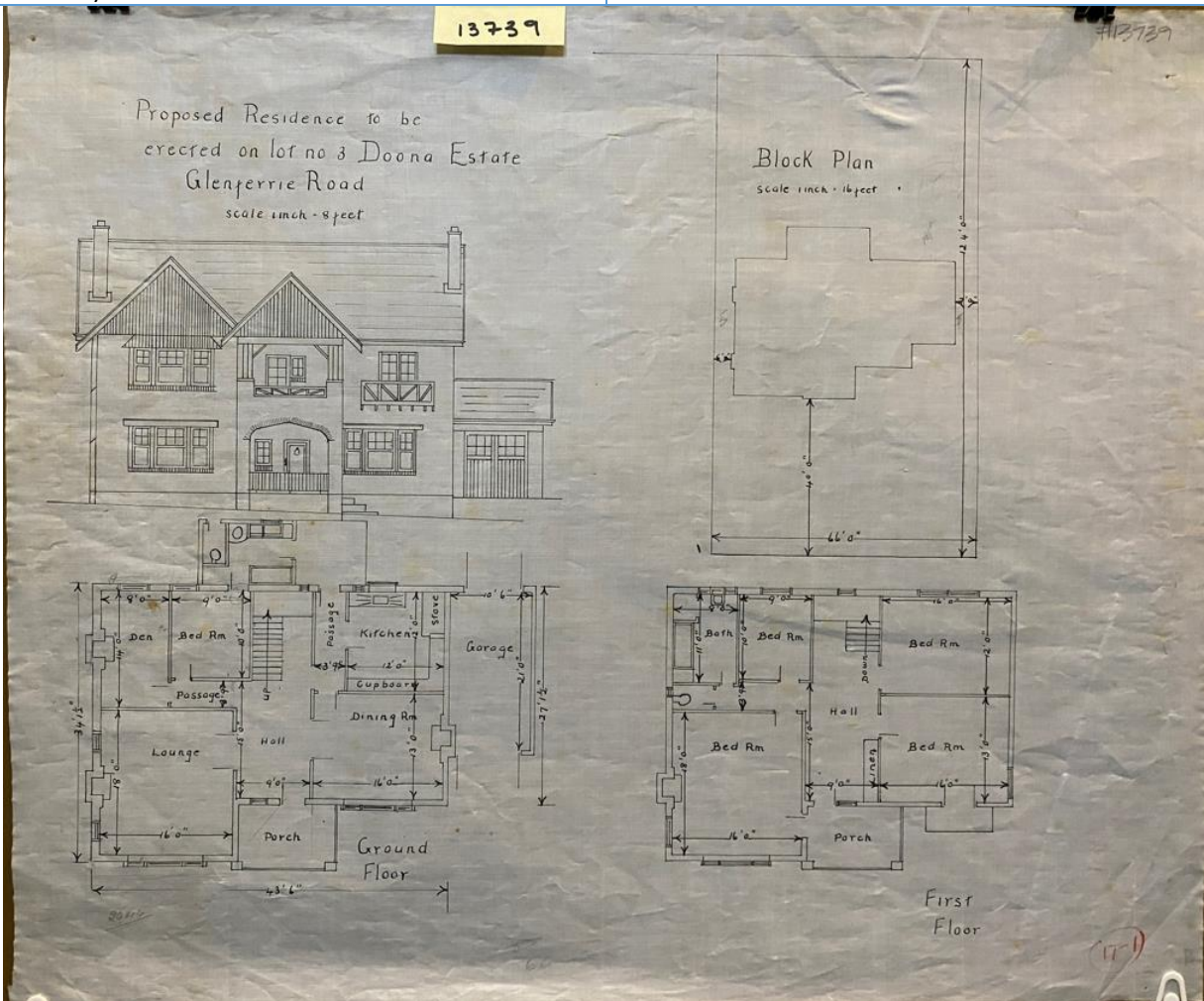
1930s street front view of 371 Glenferrie Road, Malvern (source: Stonnington History Centre, c.1930s).



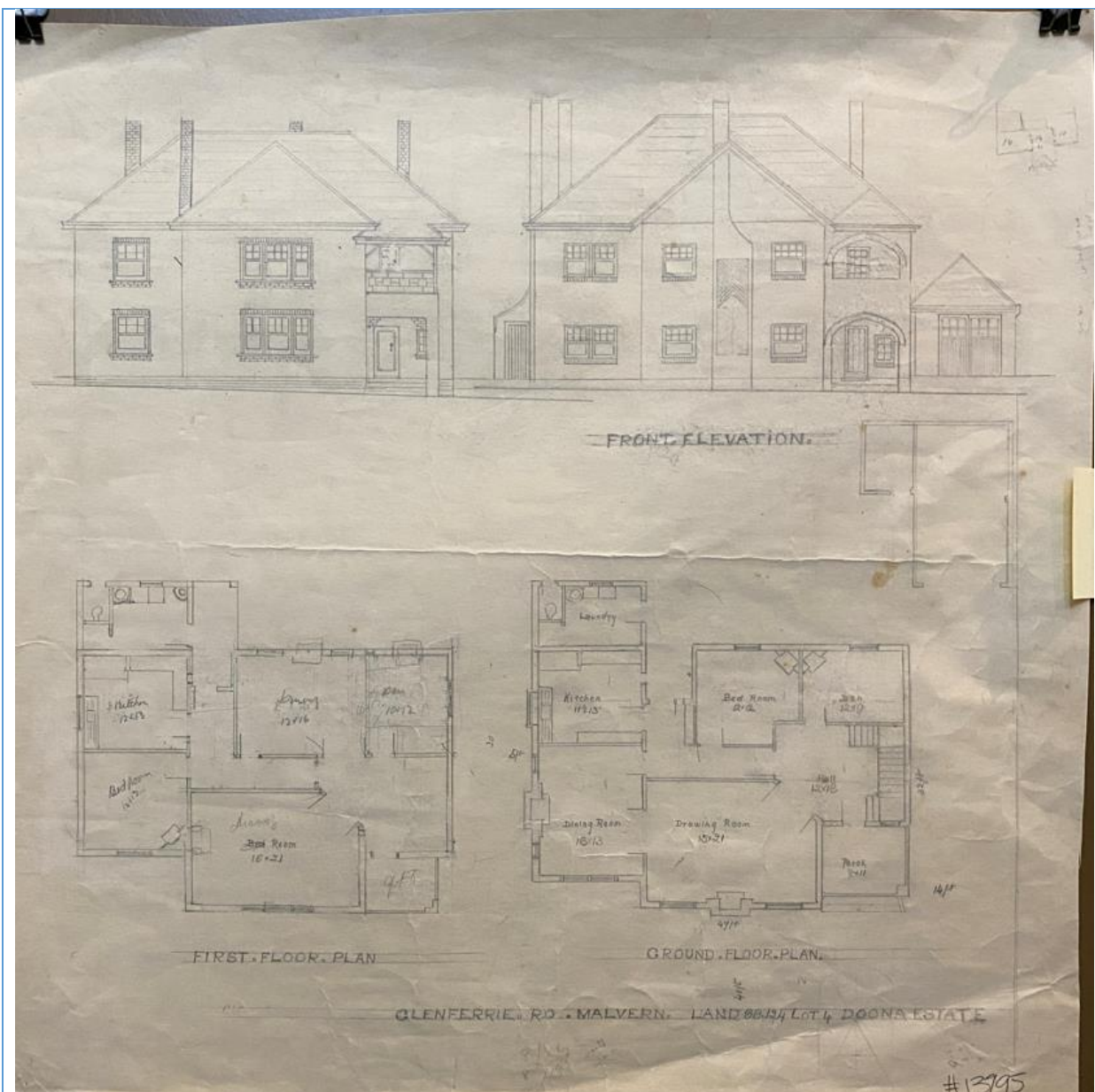
1930s street front view of 373 Glenferrie Road, Malvern (source: Stonnington History Centre, c.1930s).



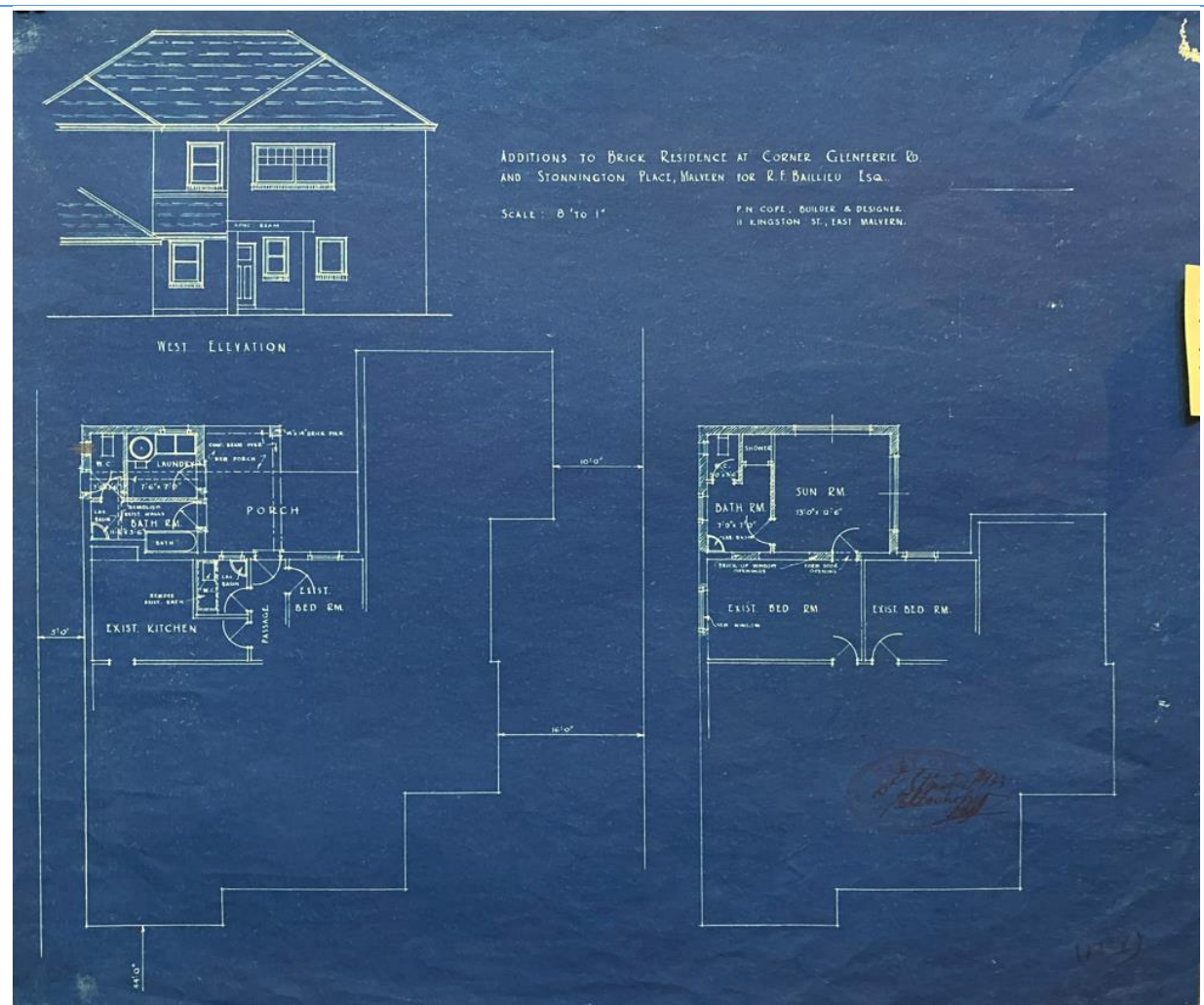
1930s street front view of 375 Glenferrie Road, Malvern (source: Stonnington History Centre, c.1930s).



Original architectural plan of 371 Glenferrie Road, Malvern, dated 1933 (source: Cope, P. 1933. Proposed residence to be erected on lot 3 Doona Estate Glenferrie Road. Architectural and drawing material. Malvern Collections, MB13739. Stonnington History Centre).



Original architectural plan of 373 Glenferrie Road, Malvern, dated 1932 (Cope, P. 1932. Plan Glenferrie Road lot 4 in Doona Estate. Architectural and drawing material. Malvern Collections, MB13795. Stonnington History Centre).



Architectural plan of rear additions to 375 Glenferrie Road, dated 1933 (source: Additions to brick residence at corner of Glenferrie and Stonnington Place Malvern for R Baillieu. Architectural and technical drawing material. Malvern Collections, MB13771. Stonnington History Centre).



369 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



Detail view of upper level and terracotta tiled hipped roofs at 369 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



371 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



Detail view of upper level at 371 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



373 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



Detail view of upper floor fenestration and teracotta tiled hipped roof at 373 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



375 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



View of upper floor northern (side) elevation at 375 Glenferrie Road, Malvern, as viewed from Stonnington Place (source: Extent Heritage Pty Ltd, 2021).



North-west facing view of 371-375 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).



South-west facing view of 369-371 Glenferrie Road, Malvern (source: Extent Heritage Pty Ltd, 2021).

Authors

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Quality assurance review conducted by: Corinne Softley.