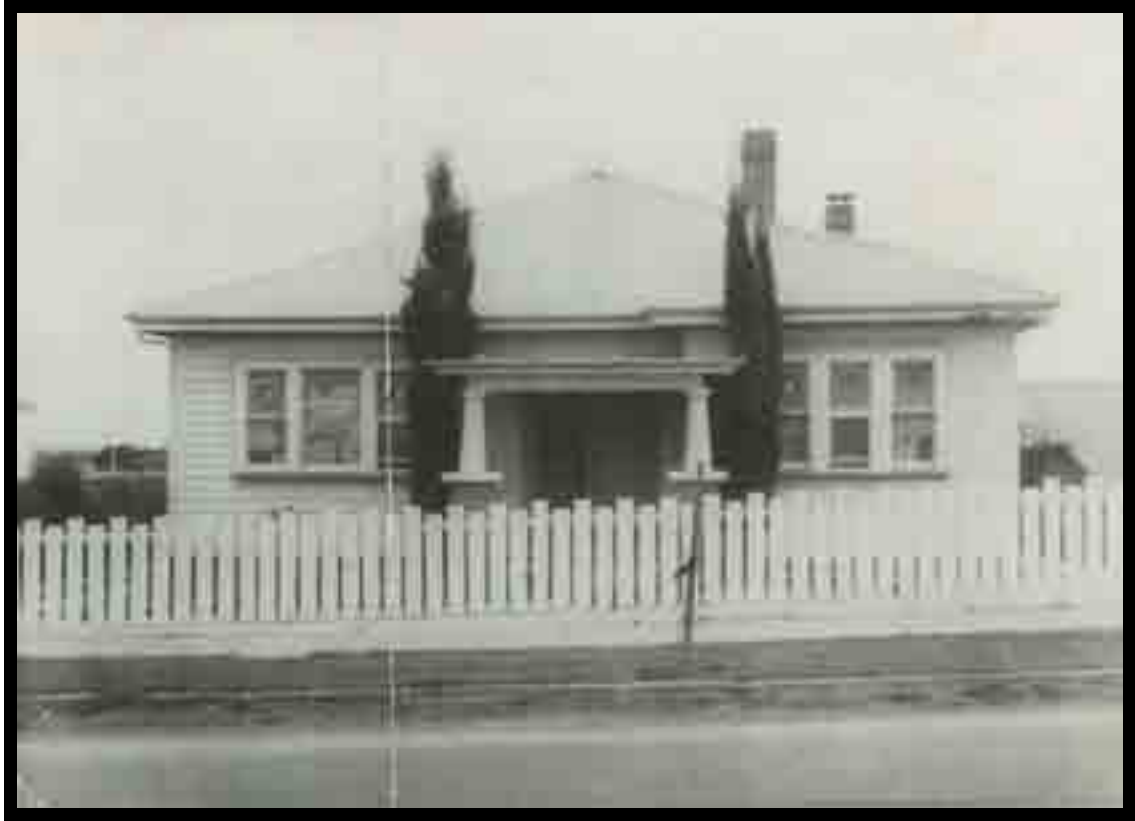


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# **City of Greater Geelong Belmont Heritage Areas Report**



## **Volume 1**

**Dr David Rowe**

Authentic Heritage Services Pty Ltd

**Peer Reviewed by**

**Wendy Jacobs**

Architect & Heritage Consultant]

**August 2007**

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# **City of Greater Geelong Belmont Heritage Areas Report**

## **Volume 1**

Commissioned & Funded by the  
City of Greater Geelong

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Authentic Heritage Services Pty Ltd

**Historical Research (2006-07)**

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**August 2007**

Front Cover Photograph: Interwar Bungalow in Corio Street, Belmont, c.1950. Source: Barbara Chappell, c/o David Rowe.

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# **SECTION 1**

## **1.0 Introduction**

## 1.0 Introduction

The City of Greater Geelong commissioned and funded Dr David Rowe of Authentic Heritage Services Pty Ltd to review and refine the supporting information, statements of significance and policies for the Belmont heritage areas in December 2006. Also associated with the project is Susie Zada of Zades Pty Ltd, who has been responsible for supplying electronic versions of the historic subdivision plans. Most of these historic plans were identified in the *Greater Geelong Outer Areas Heritage Study Stage 2* (April 2000), volume 1, prepared by David Rowe and Lorraine Huddle. A draft version of this Report was provided to the City of Greater Geelong in March 2007.

This Report comprises the first of three volumes. This Volume includes the supporting background, statements of significance, heritage area maps and historical figures for each heritage area in Belmont. The second volume is the Inventory of Places within each of the heritage areas, including the significance status of each place within these areas. The third volume includes the heritage citations for individual places of local, regional and state significance in Belmont. The volumes of this study are intended as Reference Documents in the Greater Geelong Planning Scheme. They supersede the information relating to the heritage areas and individual places in Belmont as identified in the *Greater Geelong Outer Areas Heritage Study Stage 2*. These volumes reflect the outcomes of the Planning Scheme amendment process (see Section 1.2 for further details).

The first two volumes of this study – including the significance status of the places within the heritage areas comprising the Inventory of Places in volume 2 - have been independently peer-reviewed by Wendy Jacobs, Architect and Heritage Consultant, Ballarat. The professional opinion of Ms Jacobs has been considered in the finalization of this study. A copy of Ms Jacobs' Peer Review is included as an Appendix to the Inventory of Places in volume 2.

Heritage policies for each of the heritage areas have been provided separately, as loose-leaf pages.

### 1.1 Heritage Areas in Belmont

#### 1.1.1 Exhibited Interim Heritage Areas in Belmont

The following heritage areas in Belmont were initially identified and assessed in Volume 1 of the *Greater Geelong Outer Areas Heritage Study Stage 2* (April 2000) by David Rowe and Lorraine Huddle. Interim heritage controls were placed on these heritage areas as part of the C99 amendment to the Greater Geelong Planning Scheme in November 2004. The initial heritage areas identified in the *Outer Areas Study* were:

- Evans Heritage Area.
- Kardinia Heritage Area.
- Mount Pleasant Heritage Area.
- Wimmera Heritage Area.

The C89 amendment to the Greater Geelong Planning Scheme for permanent heritage overlay controls was simultaneously exhibited in 2004-2005 and included the above heritage areas. After a review of submissions received, and prior to the Independent Ministerial Panel Hearing in February-March 2006, the Mount Pleasant Heritage Area was refined and divided into two heritage areas: Belmont Heights Estate Heritage Area, and the Elderslie Estate Heritage Area.

### 1.1.2 Permanent Heritage Areas in Belmont

This Report provides supporting background and statements of significance for the heritage areas in Belmont that are intended for permanent heritage overlays. These heritage areas are:

- Belmont Heights Estate Heritage Area, HO1908.
- Elderslie Estate Heritage Area, HO1909.
- Evans Heritage Area, HO1905.
- Kardinia Heritage Area, HO1906.
- Wimmera Heritage Area, HO1903.

## 1.2 Purpose of the Report

The purpose of the study has been to review and refine the heritage areas in Belmont, as a result of the C89 Panel Hearing and recommendations from the Panel Report. In discussions with the City of Greater Geelong and the Department of Sustainability and Environment, consideration has been given to the following in the C89 Panel Report:

- Additional refinement in the boundaries and places in the Belmont Heights and Elderslie Heritage Areas (Panel Report pp.44-45).
- Refinement in the boundaries and numbers and significance status of places in the Kardinia Heritage Area (Panel Report pp.45-46).
- Review and refinement of the boundaries and places in the Evans and Wimmera Heritage Areas (Panel Report p.47).
- Refreshing the Statements of Significance for each heritage area to ensure the heritage values of all buildings of individual heritage significance within that precinct are included (Panel Report, p.132).

The spirit of the C89 Panel's recommendations has informed the revision of the supporting background, mapping and significance status of places for each heritage area. The Panel's recommendations have also been adopted in a manner that ensures that the significance status of the places within the each of the heritage areas and the heritage area policies are consistent with other heritage areas in the Greater Geelong Planning Scheme. The method of presentation is also in accordance with the information provided to the C89 Panel for the Belmont Heights Estate and Elderslie Estate Heritage Areas.

## 1.3 Criteria & Levels of Significance

The criteria used in assessing the heritage values of the heritage areas in Belmont have been those adopted by the Australian Heritage Commission [Council], as prescribed by the *Victoria Planning Provision (VPP): Applying the Heritage Overlay*. This criteria is outlined in Volume 1 of the *Greater Geelong Outer Areas Heritage Study Stage 2*.

The levels of significance used in this study as also relate to those adopted in the *Greater Geelong Outer Areas Heritage Study Stage 2, Volume 1*.

## **SECTION 2**

### **2.0 Belmont Heights Estate Heritage Area**



## 2.0 Belmont Heights Estate Heritage Area

### 2.1 History (refer to precinct plan & historical figures at the rear of this section)

A substantial part of this area was first owned by one of Geelong's earliest pioneers, Dr Alexander Thomson.<sup>1</sup> In 1850 he offered for sale 93 allotments as the township of Belmont between Mount Pleasant and Roslyn Roads, bounded to the west by Thomson Street and to the east by George Street.<sup>2</sup> Other landowners were John Kiddle, Alexander McKenzie, H. Jackson and Thomas Towle who had purchased 25 acres each in the sale of 1850.<sup>3</sup> These blocks stretched between Mount Pleasant and Roslyn Roads. In c.1873, G.S. Vince purchased a sizeable portion of land fronting Mount Pleasant Road, possibly from Alexander McKenzie.<sup>4</sup>

In 1886, 25 acres of Crown land was offered for sale in 25 allotments<sup>5</sup> by Robinson, Burns and Sparrow, auctioneers (Figure 2.1). Noted on the subdivisional plan is the school house block, with the Belmont Primary School complex still situated at this address. This subdivisional plan also indicates the early names of some of the streets within the precinct, notably: Regent Street (between Thomson Street and Scott Street) that was originally Fisher Street; and Shackleton Street that was Mackenzie Street.

The economic depression of the 1890s appears to have adversely affected land sales. It was not until 1909 when a substantial proportion of the area, bound by Thomson, Regent and Scott Streets, and Roslyn Road, was acquired by the Geelong Grammar School. Under the leadership of its Chairman, W.T. Manifold, the School Council 'decided unanimously that the scheme at Belmont be proceeded with', which involved the development of a substantial new school complex in a rural setting and the sale of the more inner-city school in Maud Street.<sup>6</sup> Western Bate in *Light Blue Down Under: The History of Geelong Grammar School*, gives an insight into the reasons for the move:

On its cramped main site and distant grounds, there could be no focus and none of the sense of space achieved through their rural settings by most English public schools. Manifold even suggested that William Guilfoyle, well known for his landscaping at the Melbourne Botanical Gardens and at many Western District properties, should be the first person consulted about plans for the new property.<sup>7</sup>

On 21 October 1910, W.T. Manifold turned the first sod that was expected to be the new era of the Geelong Grammar School on the Belmont site.<sup>8</sup> A month later, at the suggestion of Ankatel Henderson, President of the Royal Victorian Institute of Architects, a two-stage architectural competition for the new school was proudly advertised.<sup>9</sup> Just 5 months later in April 1911, the School Council deliberated over 21 sets of first stage designs. The designs chosen were from Hall and Durran of Geelong and three Melbourne firms: H. Desbrowe-Annear, A.

1 Brownhill & Wynd, *The History of Geelong and Corio Bay With Postscript 1955-1990*, revd. edn., Geelong Advertiser, Geelong, 1990, p.57.

2 Section 24, Barrabool, Township of Belmont subdivision plan, 1850, Geelong Heritage Centre.

3 See maps for the Parish of Barrabool, County of Grant, 1895 and 1924.

4 Pescott, *South Barwon 1857-1985*, City of South Barwon, Geelong, 1985, p.47.

5 Township of Belmont Subdivision plan 1886, Geelong Heritage Centre.

6 W. Bate, *Light Blue Down Under: The History of Geelong Grammar School*, Oxford University Press, 1990, pp.131-134.

7 *Ibid.*

8 *Ibid.*

9 *Ibid.*

& H. Henderson and Wight and Hudson.<sup>10</sup> Preparations were under way for conditions for stage 2 of the project by the middle of 1911.<sup>11</sup>

The promise of an elite Grammar School in Belmont soon faded by August 1911, as adjoining rural land was offered for sale as the Belmont Hill Estate. As Weston Bate states:

A final version was almost complete in August 1911 when the free-enterprise world, to which they were all committed, took the edge off their [School Council members'] delight. Following the school's announcement of its plan, the land agents W.P. Carr and Sons had stepped in. Despite prior and, it was thought, firm negotiations by Manifold with the neighbouring farmer, they purchased an adjoining 37 acres for residential subdivision. The first the [school] council knew of their action was a newspaper advertisement for a 'Belmont Hill Sub-divisional Sale', which took place very successfully on 19 August 1911. Ironically, proximity to the school's new site and to a proposed tramway up Belmont Hill, which council had noted as a distinct advantage in getting boys to the sea baths [in Geelong], helped to sell 130 out of 201 allotments.

From their hostile reaction to that subdivision, which was regarded as skimpy and unsympathetic, it is obvious that the 30 acres of the initial purchase, so large in comparison to existing facilities, was far too small an area to contain the council's dream. They indicated also that an adjacent, especially lower-middle-class, suburban subdivision was an anathema. They wanted boarders, not day boys. Their view of the tram as getting boys to the baths rather than connecting home and school quite clearly revealed that bias. How little day boys were under consideration is also clear from their swift decision to give up Belmont and buy land on the opposite side of Geelong [at Corio], remote from any habitation or public transport, though marvelously situated for bathing.<sup>12</sup>

The acquisition of land at Corio by the Geelong Grammar School led to the sale of its land at Belmont, ironically for further residential subdivision. On 6 December 1913, Edward G. Gurr, auctioneer, advertised the sale of 86 residential sites as the Belmont Heights Estate (Figure 2.2). The sale notice gave the following glowing description:

This delightfully situated Estate is the choicest building area in this part of the district. Unsurpassed Views. Perfect drainage. Splendid frontages and depths.<sup>13</sup>

The establishment of the Belmont Heights Neighbourhood Park, at the south-east corner of Amundsen and Fisher (Regent) Streets, provided an additional amenity to the area. Furthermore, the naming of the streets: Shackleton, Peary and Amundsen, commemorated the well-known Polar explorers. The Norwegian, Raold Amundsen, had discovered the South Pole in 1911; Robert E. Peary was a U.S. Admiral and Arctic explorer; Robert F. Scott, a British naval officer and Antarctic explorer; and Sir Ernest Shackleton, an English Antarctic explorer.<sup>14</sup>

10 *Ibid.*

11 *Ibid.*

12 *Ibid.*

13 *Ibid.*

14 W.J. Morrow, 'Geelong Street Names' in *Investigator: Magazine of the Geelong Historical Society*, vol.14, no.2, pp.63-64.

A further residential subdivision of 22 allotments in Scott Street, with some frontages to Mount Pleasant Road, was offered as the Hilltop Estate in February, 1922<sup>15</sup> (Figure 2.3). A further subdivision of the Hilltop Estate was advertised on 28 April 1923 (Figure 2.4) and another on 15 December 1928<sup>16</sup> (Figure 2.5). Vince's land fronting Mount Pleasant Road (now 67 Mount Pleasant Road) was also subdivided in the ensuing years, which allowed for the connection of Fisher (Regent) Street between Thomson and Scott Streets.

These subdivisional sales brought about the construction of houses, especially during the interwar and early postwar years. Most were built as affordable homes for textile workers, drivers, labourers, clerks, secretaries, teachers and builders and carpenters. An aerial photograph of Belmont in 1926 shows the Belmont Heights Estate largely undeveloped at this time (Figure 2.6), as was adjoining land along Roslyn Road (Figures 2.7-2.8). The majority of the dwellings in the area were built from 1927 until the mid-1950s, as Bungalows of varying types.<sup>17</sup> Fewer in number were the Edwardian and Federation dwellings built soon after the original Belmont Heights subdivision in 1913. Examples of these dwellings are at 2 Amundsen Street and 28 and 32 Thomson Street.

## 2.2 Description

### 2.2.1 Boundaries (refer to plan at the rear of this section)

The Belmont Heights Heritage Area includes Amundsen, Peary and Shackleton Streets, parts of Scott Street, part of the west side of Thomson Street, Regent Street (between Scott and Thomson Streets) and five properties fronting Mount Pleasant Road.

### 2.2.2 Key Attributes (refer to schedule of photos at the rear of this precinct)

#### A. Buildings & Details

The Belmont Heights Heritage Area is primarily a residential area, which also includes the Belmont Primary School at 51 Mount Pleasant Road and the Belmont Heights Neighbourhood Park at the corner of Regent and Amundsen Streets.

The majority of the dwellings in the area are single storey, modestly scaled, detached dwellings of varying interwar and early postwar Bungalow styles. There are fewer Victorian and Edwardian/Federation dwellings and these houses are also detached and single storey. Most of the houses have hipped and/or gabled roof forms (with a roof pitch between 20 and 35 degrees), and front or side verandahs (with details matching the style of the dwelling). The majority of the houses have corrugated sheet metal roof cladding, although there are interwar and postwar houses with tiled roofs. There is a mix of timber weatherboard and brick wall construction. Wide eaves, chimneys and timber framed double hung windows are other notable design features.

The area is also recognised for its low to medium height (800 - 1300 mm) fences, of design and construction sympathetic to the Edwardian/Federation, interwar or early postwar era of the houses.

15 Hilltop Estate Subdivision plan, 25 February 1922, Geelong Heritage Centre.

16 Hilltop Estate Subdivision plans, 28 April 1923 & Belmont subdivision, 15 December 1928, Geelong Heritage Centre.

17 See heritage citations of dwellings in the area, vols. 6-9, Greater Geelong Outer Areas Heritage Study.

Another notable feature of the area is the regular front and side setbacks. The front setbacks are contextually substantial, ranging from approximately 3 – 5 metres with side setbacks of 1 – 3 metres. There is also an equal distribution of rear access lanes and side driveways entered from the front.

Most garages and carports are situated at the rear or side of the dwellings.

## **B. Urban Design**

The heritage character of the area is also particularly identified in the grid subdivisional layout, having regular rectangular allotment sizes, due to the intact early subdivisions, with an average allotment size of 65 feet by 165 feet (19.80 m x 50.30 m). It is notable for its graveled and grassed rear and side vehicular lanes off Scott, Amundsen and Peary Streets, and off Regent and Shackleton Streets.

Significant urban foci in the area include the Belmont Heights Neighbourhood Park with its mature exotic trees, and the Belmont Primary School building and grounds.

The area is also notable for its early concrete kerbing and paving (except for the recent concrete kerbing at the northern end of Peary Street).

## **C. Landscaping**

Regular grassed nature strips are a significant feature of each streetscape. The public park known as Belmont Heights Neighbourhood Park is also an important recreational space located within the area. The front garden settings to many of the properties are also notable.

## **2.3 Statement of Cultural Significance**

The Belmont Heights Heritage Area has significance as a predominantly intact residential area of interwar and postwar era dwellings with a small but important number of Edwardian and Federation houses. Most dwellings are detached and single storey, having regular front and side setbacks and garden settings. They are built mainly in timber weatherboard or brick, having hipped and/or gabled corrugated sheet metal or tiled roof forms, and front or side verandahs. Initially subdivided in 1886 as large allotments, it was not until 1913 when the regular grid allotment configuration was laid out as the Belmont Heights Estate on land formerly proposed as the Geelong Grammar School complex. The new streets were named after noted Polar explorers: Raold Amundsen, Robert E. Peary, Robert F. Scott and Sir Ernest Shackleton. Further subdivisions along Scott Street, known as the Belmont Hilltop Estate, occurred in 1922, 1923 and 1928, with the subdivision of the northern side of Regent Street (originally known as Fisher Street) resulting in the ensuing years. From the 1920s until the mid 1950s, substantial residential building development occurred in the area as reflected in the interwar and postwar dwellings, with few houses constructed immediately after the subdivision of 1913. However, the original Belmont Heights Estate subdivision is largely intact, including the side and rear lanes. The Belmont Primary School and the Belmont Heights Neighbourhood Park form significant non-residential landmarks in the area.

The Belmont Heights Heritage Area is architecturally significant at a LOCAL level (AHC D.2). It demonstrates original and early design qualities associated with the residential development of the area, initially from 1913 and especially from the 1920s until the mid 1950s. These qualities are expressed in the notable number of interwar and postwar Bungalows (of varying compositional types) and

smaller but important number of Edwardian and Federation dwellings. Other intact or appropriate qualities include the predominantly single storey height, detached compositions, hipped and/or gabled roof forms (with a pitch between 20 and 35 degrees), wide eaves, projecting chimneys, timber weatherboard or brick wall construction, corrugated profile sheet metal or tiled roof cladding, timber framed double hung windows and front or side verandahs (with detailing matching the style of the dwelling). The regular front and side setbacks, predominant rear or side location of garages and carports and low-medium height fences also contribute to the significance of the place.

The Belmont Heights Heritage Area is aesthetically significant at a LOCAL level (AHC E.1). It demonstrates important visual qualities that reflect the historical and residential development of the area. These qualities include the front garden settings to a number of dwellings, exotic trees and landscaping in the Belmont Heights Neighbourhood Park, regular grassed nature strips, concrete kerb and channel and paving, and the graveled rear and side lanes.

The Belmont Heights Heritage Area is historically significant at a LOCAL level (AHC A.4). It is associated with the subdivision of Belmont Hill in 1886, and especially with the Belmont Heights Estate subdivision in 1913, on land previously proposed for the Geelong Grammar School complex. The regular grid layout was created through the layout of new streets named after noted explorers: Raold Amundsen (discoverer of the South Pole in 1911); Robert E. Peary (U.S. Admiral and Arctic explorer); Robert F. Scott (British naval officer and Antarctic explorer); and Sir Ernest Shackleton (English Antarctic explorer). Further subdivisions along Scott Street, known as the Belmont Hilltop Estate, occurred in 1922, 1923 and 1928, with the subdivision of the northern side of Regent Street (originally known as Fisher Street) occurring in the ensuing years. Historical significance of the area is embodied in the surviving and notable number of interwar and postwar Bungalows, and lesser number of Edwardian and Federation houses. The First World War curtailed residential development until the 1920s when a number of affordable houses were built for the low-middle classes. This continued until at least the mid 1950s. One of the earliest buildings in the area is the Belmont Primary School built in c.1885 and whose site is identified on the subdivision plan of 1886.

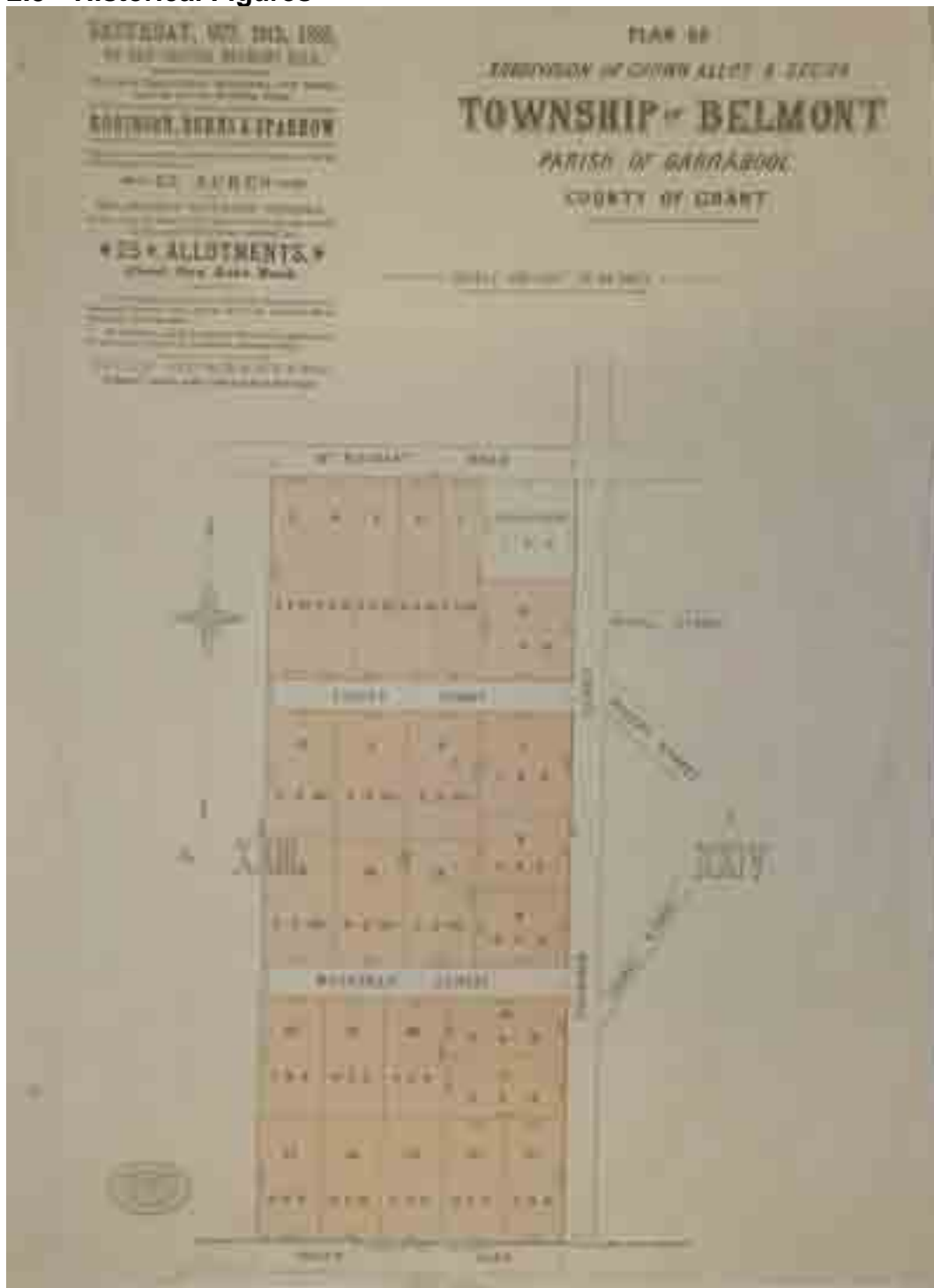
Overall, the Belmont Heights Heritage Area is of LOCAL significance.

### 2.4 Belmont Heights Estate Heritage Area Map



Prepared by City of Greater Geelong - 13 December 2006  
Although all due care has been taken to ensure that this document is correct, no warranty is expressed or implied by the City of Greater Geelong or Eastern Water in its use.

## 2.5 Historical Figures

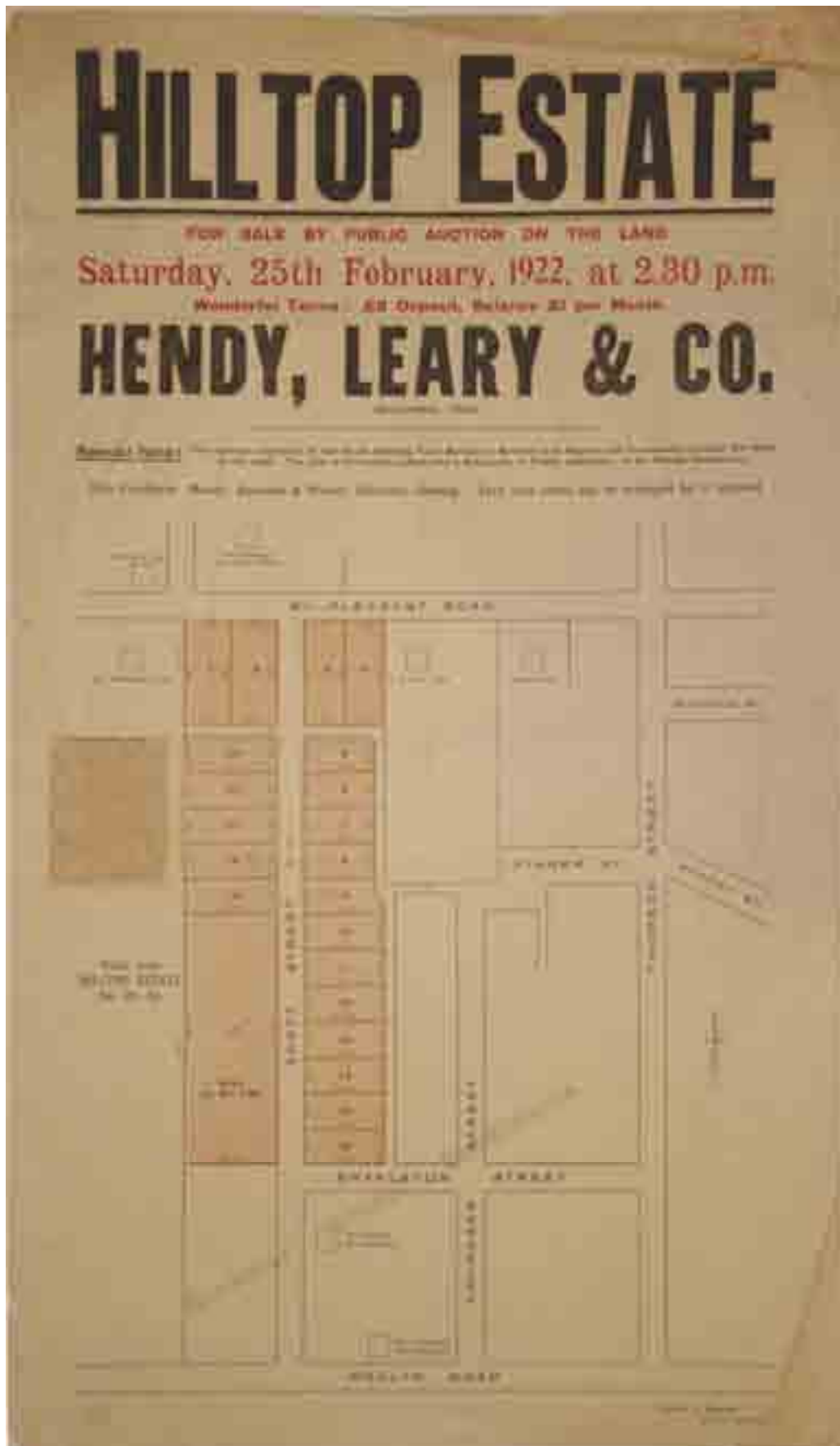


**Figure 2.1:** Plan of Subdivision of Crown Allotment 5, Section 23, Belmont, 1886. Source: Geelong Heritage Centre Maps and Plans Collection, B106.01.



**Figure 2.2:** Belmont Heights Estate subdivision plan, 6 December 1913. Source: Geelong Heritage Centre Maps and Plans Collection, B91.01.





**Figure 2.3:** Hilltop Estate subdivision plan, 25 February 1922. Source: Geelong Heritage Centre Maps and Plans Collection, H6.01.



**Figure 2.4:** Hilltop Estate subdivision plan, 28 April 1923. Source: Geelong Heritage Centre Maps and Plans Collection, H27.01.

**BELMONT.**

**IMPORTANT AUCTION SALE**  
SATURDAY, 15th DECEMBER, 1928.  
On the Land, Amundsen and Regent Sts., at 2.30.

**18 CHOICE RESIDENCE SITES 18**

THE PICK OF THE LOCALITY  
HANDY STREETS SEWERAGE ELECTRIC LIGHT CLOSE TO TRAIN AND SHOPPING AREA

Wonderful Terms: £25 per Lot Deposit; Balance, £2 Monthly.

D. O. McINTYRE Pty. Ltd.  
ROBERT N. McDONALD  
Auctioneers

**Figure 2.5:** Belmont subdivision plan, 15 December 1928. Source: Geelong Heritage Centre Maps and Plans Collection, B9.



**Figure 2.6:** Aerial Photograph of Belmont by Charles Pratt, 1926. Source: State Library of Victoria, image no. b09999.



**Figure 2.7:** View of open paddocks (and north to Geelong) from land adjoining the Belmont Heights Estate, c.1925. Source: Jacobs Estate Subdivision Plan, c.1925, Geelong Heritage Centre Maps and Plans Collection, J5.01.



**Figure 2.8:** View west along Roslyn Road from adjoining land to the Belmont Heights Estate, c.1925. Source: Jacobs Estate Subdivision Plan, c.1925, Geelong Heritage Centre Maps and Plans Collection, J5.

## **SECTION 3**

### **3.0 Elderslie Estate Heritage Area**

### 3.0 Elderslie Estate Heritage Area

#### 3.1 History (refer to precinct plan & historical figures at the rear of this section)

A substantial part of the Belmont area was first owned by one of Geelong's earliest pioneers, Dr Alexander Thomson.<sup>18</sup> In 1851, the local solicitor, James Clark Wallace, acquired 5 acres of Crown land (comprising allotments 26 and 27, section 22 in the Parish of Barrabool) on the north side of Mount Pleasant Road (Figure 3.1). Wallace's land had panoramic views to the Barwon River valley and some time after 1858 he built a Victorian homestead called "Elderslie" overlooking the river.<sup>19</sup> The name of the homestead appears to have been derived from the small Scottish hamlet that was the birthplace of the Scottish patriot, Sir William Wallace, James Wallace's namesake.<sup>20</sup> In 1861, Wallace was listed in the Geelong Directory as living at Strawberry Hill. This was the name applied to the higher ground overlooking the Barwon River in this part of Belmont. The area stretched to the Princes Bridge (now Shannon Avenue Bridge) to the west.<sup>21</sup> The name Strawberry Hill originated from a railway station on the south-west line, approximately 10 miles from London.

By the latter 19<sup>th</sup> century, the Elderslie property was the home of Mrs Margaret Mickle. She is pictured in a photograph of Elderslie homestead in 1906, with her maid (Figure 3.2). Upon her death in 1922, the estate passed to her niece, Miss Sheila McEwan. She subdivided the land, resulting in the demolition of the Elderslie homestead.

On 1 December 1923, part of Elderslie landholdings was offered for sale as 21 residential allotments. It was known as the Elderslie Estate and sold by D.O. McIntyre Pty Ltd and James D'Helin and Son, auctioneers (Figure 3.3). A new thoroughfare was created as part of the subdivision, known as Culbin Avenue. It was apparently given its name by the subdivider, Miss McEwan, who had fond memories of Culbin Sands, a popular resort near Inverness, Scotland, which she had frequented in her youth.

Photographs that formed part of the Elderslie Estate auction notice for 1922 are revealing in that they provide an understanding of the rural nature of the area at that time. Figure 3.4 from the auction notice shows the panoramic north view across the Barwon River valley to Geelong, with a Victorian cottage down the embankment, in the foreground. A view looking east (Figure 3.5) shows open paddocks, with the roof tops of the early dwellings in Seaview Parade, Riverview Terrace and Kardinia Street identified in the background. A third photograph (Figure 3.6) provides a more detailed view of Mount Pleasant Road, with its tree lined avenue and front fencing to the properties on the south side of the road.

In 1939, the eastern portion of the heritage area was auctioned as the Cuthbertson Estate (Figure 3.7). Advertised as a four lot subdivision, the eastern portion of the Elderslie Estate Heritage Area comprised Lot 1, being four acres, two roods and thirty perches. It was not until the 1940s when Culbin Avenue was extended eastwards, with 24 allotments offered for sale (also as the Cuthbertson Estate) fronting this thoroughfare and Mount Pleasant Road (Figure 3.8).

18 Brownhill & Wynd, *The History of Geelong and Corio Bay With Postscript 1955-1990*, revd. edn., Geelong Advertiser, Geelong, 1990, p.57.

19 W.J. Morrow, 'History Uncovered' in *Investigator: Magazine of the Geelong Historical Society*, vol.12, no. 4, December 1977, pp.118-121.

20 Ibid.

21 *The Early Days of Highton and Belmont*, Geelong Historical Society, 1982, p.16.

The first house built as part of the Elderslie subdivision was a Bungalow at 80 Mount Pleasant Road.<sup>22</sup> A number of other properties fronting Mount Pleasant Road were developed first from 1927. Interestingly, allotments in Culbin Avenue, with the uninterrupted views to the river valley and to Geelong, remained largely undeveloped until the late interwar and postwar period. Most of these dwellings were constructed between 1936 and 1950.<sup>23</sup> An exception was the completion of the 10 semi-detached interwar Bungalow cottages comprising the Miller Homes at 7 Culbin Avenue. They were built in 1928 and laid out facing the river valley.

## 3.2 Description

### 3.2.1 Boundaries (refer to plan at the rear of this section)

The Elderslie Estate Heritage Area, Belmont comprises eight properties on the north side of Mount Pleasant Road, together with the majority of properties in Culbin Avenue.

### 3.2.2 Key Attributes (refer to schedule of photos at the rear of this precinct)

#### A. Buildings & Details

The Elderslie Estate Heritage Area is largely comprised of single storey, detached residential dwellings characterised by interwar Bungalow and postwar modern styles. They are constructed in brick and timber weatherboards, having hipped and/or gabled roof forms (with a pitch between 20 and 35 degrees) clad in corrugated sheet metal or terracotta tiles. Exceptions are the cottages at the Miller Homes site, which have semi-detached compositions, and the two storey dwellings at 84 Mount Pleasant Road and 1 Culbin Avenue.

Front or side verandahs, with construction and detailing matching the style of the dwelling, are another feature of the area. Most dwellings also have timber framed double hung windows, with some late interwar and postwar dwellings having corner timber framed windows. Wide eaves and notable chimneys are other features.

The area is also notable for its low to medium height (800 - 1300 mm) fences, of design and construction sympathetic to the interwar or early postwar era of the houses.

The area is further characterised for its regular front and side setbacks (apart from the Miller Homes site), with substantial landscaped front garden settings. The Miller Homes feature mature exotic trees.

Most garages and carports are situated at the rear or side of the dwellings.

#### B. Urban Design

The Elderslie Estate features regular rectangular allotments through most of the area, apart from the wedged-shaped sites at the western end as a result of the curved thoroughfare of Culbin Avenue.

A significant urban focus are the mature exotic trees at the Miller Homes site.

It is also notable for its concrete kerbing and paving.

#### C. Landscaping

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22 Ibid.

23 Ibid.



Regular grassed nature strips are a significant component of each streetscape. The front garden settings to many of the properties are also notable.

### 3.3 Statement of Cultural Significance

The Elderslie Estate Heritage Area, Belmont, has significance as a highly intact interwar and postwar residential area established from 1923 as part of the Elderslie Estate subdivision, with the eastern portion created in the 1940s as part of the Cuthbertson Estate subdivision. The area is characterised by varying types of interwar Bungalows and postwar modern Bungalows built between 1925 and the 1950s. Most houses have brick or timber weatherboard construction, detached compositions, hipped and/or gabled roof forms clad in corrugated sheet metal or terracotta tiles, front or side verandahs or porches (with detailing reflecting the style of the dwelling) and rear or side garaging. The area is further characterised by front landscaped settings with regular front and side setbacks and sympathetic front fences. A local landmark is the grouping of modestly-scaled semi-detached interwar brick cottages known as the Miller Homes which overlook the Barwon River valley. The area originally formed part of James Clark Wallace's Elderslie homestead from the 1850s, the area known as Strawberry Hill in the 19<sup>th</sup> century. Wallace's homestead was demolished to allow for the initial 21-allotment Elderslie Estate subdivision in 1923 and consequently the building of some of the earlier interwar Bungalows in the area today.

The Elderslie Estate Heritage Area is architecturally significant at a LOCAL level (AHC D.2). It demonstrates original and early design qualities associated with residential developments between 1925 and the 1950s. The intact qualities include the varying interwar Bungalow and postwar modern Bungalow designs, with their detached compositions, single storey height, hipped and/or gabled roof forms (with a pitch between 20 and 35 degrees), wide eaves, timber framed double hung windows, brick and timber weatherboard wall construction, prominent chimneys and front or side verandahs. The low-medium height front fencing (of designs and construction sympathetic with the era of the dwellings) also contributes to the significance of the place. An architectural variation in the area is the Miller Homes at 7 Culbin Avenue. This grouping of modestly scaled semi-detached brick interwar cottages overlooks the Barwon River valley. The rear facades of the buildings therefore front onto Culbin Avenue.

The Elderslie Estate Heritage Area is aesthetically significant at a LOCAL level (AHC E.1). It demonstrates important visual qualities that include the front substantial garden settings, regular grassed nature strips and the mature exotic trees at the Miller Homes.

The Elderslie Estate Heritage Area is historically significant at a LOCAL level. It is associated with residential development during the interwar and postwar periods as a result of the subdivision of the area as the Elderslie Estate from 1 December 1923, together with an eastern extension of Culbin Avenue in the

1940s as part of the Cuthbertson Estate. Most of the dwellings in the area were built between 1925 and the 1950s. The area also has associations the 5-acre Elderslie Homestead originally owned by the local solicitor, James Clark Wallace from the 1850s. The homestead was demolished as part of the subdivision in the 1920s. The local landmark in the area is the Miller Homes, which have associations with the Geelong philanthropist, Alexander Miller, who bequeathed a Trust that enabled the construction of homes for elderly women and women of lesser means.

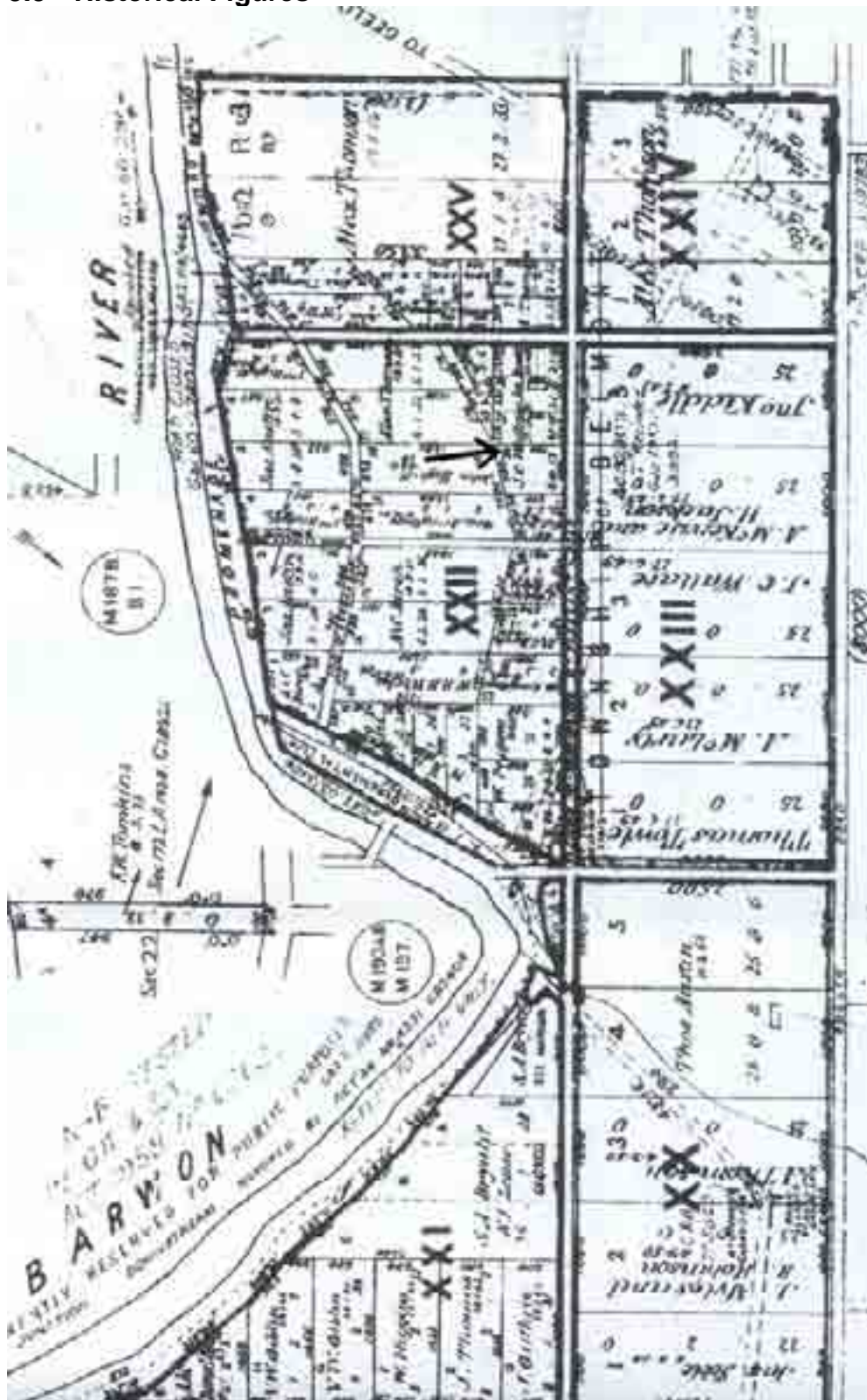
Overall, the Elderslie Estate Heritage Area is of LOCAL significance.

### 3.4 Map of the Elderslie Estate Heritage Area



Prepared by City of Greater Geelong - 13 December 2006  
Although all due care has been taken to ensure that this document is correct, no warranty is expressed or implied by the City of Greater Geelong or Basson Water in its use.

### 3.5 Historical Figures



**Figure 3.1:** Parish Plan of Barrabool, 1879, showing J.C. Wallace's 5-acre landholdings (marked with an arrow). Source: Geelong Heritage Centre.



**Figure 3.2:** Elderslie Homestead with Mrs Margaret Mickle and her maid, 1906. Source: Geelong Heritage Centre, image no. 610A.

**Elderslie** **ESTATE**

**BELMONT.**  
To be Sold by Auction  
on the Land,

**SATURDAY, 1st DECEMBER, 1923**  
BY A. DELOR.

**21 UNSURPASSED RESIDENTIAL SITES**

Local Park and Views.  
Perfect Drainage.  
Electric Light Gas  
and Water Mains.

Subdivided into 21 sites  
of various sizes.

Very attractive and  
valuable.

See plan.

Plan showing:  
Pleasant Road  
Brisbane Avenue  
Brisbane St.

**D. O. McINTYRE Pty. Ltd.**  
**JAS. D'HELIN & SON**

**Auctioneers.**

Figure 3.3: Elderslie Estate subdivision plan, 1 December 1923. Source: Geelong Heritage Centre Maps and Plans Collection, E25.01.



**Figure 3.4:** View from the Elderslie Estate looking north to Geelong, 1923. Source: Elderslie Estate subdivision plan, 1 December 1923, Geelong Heritage Centre Maps and Plans Collection, E25.01.



**Figure 3.5:** Open paddocks of the Elderslie Estate looking east showing the roof tops of the dwellings in Seaview Parade and Riverview Terrace, 1923. Source: Elderslie Estate subdivision plan, 1 December 1923, Geelong Heritage Centre Maps and Plans Collection, E25.01.



**Figure 3.6:** Mount Pleasant Road looking east, 1923, with the open paddocks of the Elderslie Estate to the left and properties with front fencing to the right. Also note the roof tops of the dwellings in Seaview Parade and Riverview Terrace in the background. Source: Elderslie Estate subdivision plan, 1 December 1923, Geelong Heritage Centre Maps and Plans Collection, E25.01.

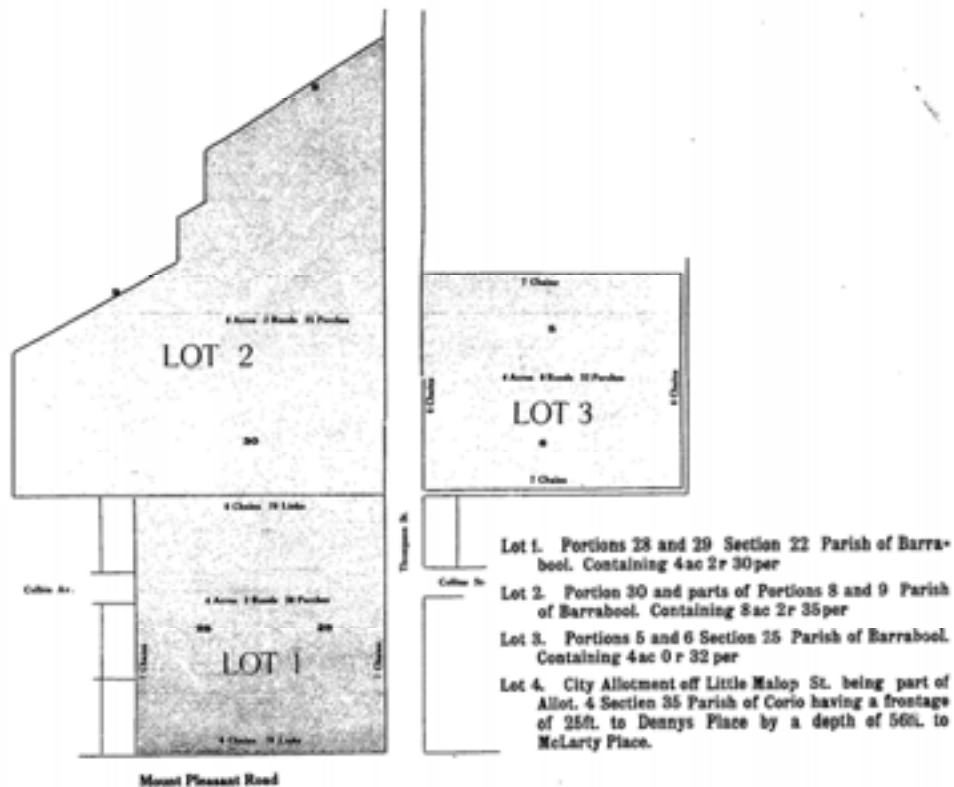


# CUTHBERTSON ESTATE BELMONT

The first time this Valuable land has been offered to the Public

To be offered by Public Auction in "The Exchange" Board Room Little Malop Street, Geelong, on Thursday, 22nd June, 1939, at 3 p.m.

A Magnificent Sub-divisional Opportunity



**H. F. RICHARDSON & CO., Auctioneers, "The Exchange," Geelong,**

have received instructions from National Trustees Executors & Agency Co. of Aus. Ltd., as Trustee, and Miss E. E. Hudson (as to Lot 2) to offer by Public Auction as above

Terms at Sale.

Solicitors - Messrs Harwood & Pincott, Yarra St., Geelong.

Title General Law.

Figure 3.7: Cuthbertson Estate subdivision plan, 22 June 1939. Source: Geelong Heritage Centre Maps and Plans Collection, C007-02.

# CUTHBERTSON ESTATE

BELMONT.

**24** LOVELY RESIDENTIAL SITES **24**

**High Position. Perfect Drainage.  
Magnificent Views.**



Close to Shopping Centre,  
Schools and Churches.

## PLAN OF SUB-DIVISION.

**NOTE:**  
*8 Blocks to  
Mount Pleasant Road.  
16 Blocks to  
Culbin Avenue.*

Road (Culbin Avenue) will be  
made at Vendor's Expense.

**TITLE CERTIFICATE.**

**EASY TERMS.**

**AGENTS:**

# H. F. RICHARDSON & CO.

AUCTIONEERS AND LICENSED REAL ESTATE AGENTS

Phone 1008. THE EXCHANGE, LT. MALOP ST., GEELONG.

Figure 3.8: Cuthbertson Estate subdivision plan, n.d. [c.1945]. Source: Geelong Heritage Centre Maps and Plans Collection, C008.

## **SECTION 4**

### **4.0 Evans Heritage Area**

## 4.0 Evans Heritage Area

### 4.1 History (refer to precinct plan & historical figures at the rear of this section)

A section of this precinct was first owned by one of Geelong's earliest pioneers, Dr Alexander Thomson.<sup>24</sup> In 1850 he offered for sale 93 allotments as the township of Belmont between Mount Pleasant and Roslyn Roads,<sup>25</sup> which included the section from High Street to Herd Road.

On 3 December, 1887, 18 unsold allotments of the Montrose Estate were auctioned W.J. & W. Higgins, solicitors<sup>26</sup> (Figure 4.1). The subdivision had originally comprised 68 blocks, including those on the east side of Evans Street (then named Germantown Road) and the south side of Roslyn Road.<sup>27</sup> The auction notice proudly declared that the allotments each command:

... an uninterrupted and charming view of the Southern and Eastern portions of Geelong, Barwon Heads, the River, Lake Connewarre, with Corio Bay and the Anakie mountains in the distance.<sup>28</sup>

No dwellings survive today that were built immediately after the Montrose Estate land sales of 1887. The earliest-surviving dwellings on the east side of Evans Street are Edwardian and Federation timber houses dating between 1910 and 1915.<sup>29</sup>

On 21 December, 1889, Bray and Sceney and W.P. Carr, auctioneers in conjunction, offered for auction 79 allotments as the Mount Pleasant Estate<sup>30</sup> (Figure 4.2). This subdivision took in Roslyn Road, Corio Street (formerly known as Germantown Road), Belmont Street, Elizabeth Street and Evans Street. Richard Ganley, formerly of Mount Duneed, acquired a considerable property at the apex of High and Corio Streets and Roslyn Road. He built and leased other houses on his large block.<sup>31</sup> No Victorian houses survive within this part of the Evans Heritage Area today.

The Belmont Estate was auctioned on 1 October, 1910, by W.P. Carr and Company and this subdivision took in the south-eastern portion of Evans Street to Francis Street, between Perth and Spring Streets<sup>32</sup> (Figure 4.3). In April, 1913, William McCauley of Roslyn Road offered 18 allotments that had been part of his four acre property which included a cottage and garden<sup>33</sup> (Figure 4.4). These blocks took in the eastern side of George Street, southern side of Regent Street, western side of Herd Road and the northern portion of Roslyn Road.<sup>34</sup>

The immediate years after the First World War in the early 1920s witnessed the transformation of the rural farmland in Belmont into a residential area. The

- 
- 24 Brownhill & Wynd, *The History of Geelong and Corio Bay With Postscript 1955-1990*, revd. edn., Geelong Advertiser, Geelong, 1990, p.57.
- 25 Section 24, Barrabool, Township of Belmont subdivision plan, 1850, Geelong Heritage Centre.
- 26 Montrose Estate subdivision plan, 3 December, 1887, Geelong Heritage Centre.
- 27 Ibid.
- 28 Ibid.
- 29 See heritage citations for 2, 4, 10, 28 and 38 Evans Street, in the Greater Geelong Outer Areas Heritage Study.
- 30 Mount Pleasant Estate subdivision plan, 21 December, 1889, Geelong Heritage Centre.
- 31 J. Pescott, *South Barwon 1857-1985*, City of South Barwon, Belmont, 1985, p.49.
- 32 Belmont Estate subdivision plan, 1 October, 1910, Geelong Heritage Centre.
- 33 City of South Barwon Rate Books, 1888-1914 and McCauley Estate subdivision plan, 19 April, 1913.
- 34 Ibid.

growing residential character of the Evans Heritage Area is shown in an aerial photograph by Charles Pratt in 1926 (Figure 4.5).

On 29 January 1921, the Glendural Estate, comprising 39 'superb villa sites' on the south side of Corio Street (then named Torquay Road) and east side of High Street (then the Colac Road) were offered for sale<sup>35</sup> (Figure 4.6). J. Larcombe's substantial property was still extant at this time, although surrounded by the new subdivision.<sup>36</sup> This land sale was soon followed by the remaining 20 blocks in the Belmont Estate being auctioned on 30 August 1924 by Hendy, Leary and Co. (Figure 4.7).<sup>37</sup>

An impetus for the residential growth of the area in the 1920s was the construction of a new bridge over the Barwon River in 1926 and the extension of the Geelong tramway system in 1927. The auctioneers of the Belmont Estate subdivision of 1924 (Figure 4.7) used a drawing of the bridge (then under construction) as part of the sale notice. The auction notice promoted the infrastructure developments as part of the benefits of buying in Belmont. It stated:

The Estate is high and healthy, with good views and excellent drainage, and now that the new bridge is being built, and Electric Trams and Belmont Land must increase in value.<sup>38</sup>

The houses constructed between the Edwardian and interwar periods in the Evans Heritage Area were primarily for the working class, being modestly scaled and economically designed (Figure 4.8). Most were built for laborers, drivers, and builders, although a small proportion of dwellings were originally owned or occupied by an engineer, clergyman, woolclasser, teacher, agent and inspector.<sup>39</sup>

## 4.2 Description

### 4.2.1 Boundaries (refer to plan at the rear of this section)

The Evans Heritage Area includes properties on both sides of Corio Street, eastern side of Evans Street (between Corio Street and Roslyn Road), and a small number of properties in Perth and Arygle Streets and Roslyn Road (adjacent to Evans Street).

### 4.2.2 Key Attributes (refer to schedule of photos at the rear of this precinct)

#### A. Buildings & Details

The Evans Heritage Area is solely a residential area. Apart from very few dwellings with introduced two storey additions, the majority of the houses in the area are single storey, modestly scaled and have detached compositions. The designs include interwar Californian Bungalows and interwar Bungalows. The largest concentration is located in Corio Street, although other interwar Bungalows make a contribution to the streetscape in Evans Street and Roslyn Road. On the east side of Evans Street are also a small but important number of Edwardian dwellings and one Federation house at the north-east corner of Evans and Argyle Streets.

35 Glendural Estate subdivision plan, 29 January, 1921, Geelong Heritage Centre.

36 Ibid.

37 Belmont Estate subdivision plan, 30 August, 1924, Geelong Heritage Centre.

38 Belmont Estate subdivision plan, 30 August, 1924, Geelong Heritage Centre.

39 Information extrapolated from the Greater Geelong Outer Areas Heritage Study database.

The majority of the houses relating from the Edwardian, Federation and interwar periods have hipped and/or gabled roof forms (with a roof pitch between 20 and 35 degrees), and front verandahs or porches (with details matching the style of the dwelling). Most of the houses are constructed of horizontal timber weatherboard wall cladding, galvanised corrugated steel roof cladding and timber framed windows to match the era of the dwelling.

There are a number of other important architectural features that characterise the Edwardian and interwar Bungalow nature of the area. These features include the eaves overhangs (often with exposed timber rafters), brick chimneys, and early decorative detailing, particularly noticeable in the gable infill (battening and paneling, timber shingling, brackets and/or gable ventilators for the interwar Bungalows and battening and paneling for the Edwardian dwellings). The front verandahs for the Edwardian dwellings mainly have broken back or hipped bullnosed roof forms, turned timber posts and decorative timber fretwork and valances. The interwar Bungalow verandahs are characterised by broad gable roof forms, flat roofs (that often project to form narrow window hoods) or small hipped porches supported by paired timber posts or more commonly brick piers with squat concrete columns.

There is a considerable proportion of front fencing approximately 1200-1300 mm high, including timber picket, capped picket and horizontal paling. Not all dwellings have fence designs that accord with their era and style, however there are a select number of properties with early fences or recently introduced fences consistent with the design or era of the dwellings. These include the interwar timber post and capped chain wire mesh fence at 20 Corio Street, interwar flat timber picket fence at 28 Corio Street, Edwardian capped timber picket fence at 2 Evans Street, timber post and woven wire fence at 32 Evans Street and the timber post and capped chain wire mesh fence at 26 George Street.

The front and side setbacks of the dwellings in the area vary from street to street. However, there is largely a consistency of setbacks within each street.

Most garages and carports are situated at the rear or side of the dwellings.

## **B. Urban Design**

The Evans Heritage Area has diverse allotment sizes, given the varying eras of the land subdivisions and alignments of the streets. Diagonal axes comprise Corio and George Streets, with more lineal axes defined by Evans Street and Roslyn Road.

The area has early concrete kerbing and paving in Evans, George and Corio Streets and Roslyn Road. There are also some graveled and grassed rear and side lanes to some properties in Evans and Corio Streets and Roslyn Road.

## **C. Landscaping**

Grassed nature strips represent one of the key landscape features in the area. In Corio Street, another notable landscape feature is the rows of Paperbark trees. Generally each dwelling has a front garden setting.

### 4.3 Statement of Cultural Significance

The Evans Heritage Area has significance for its concentration of largely intact, modest, economically designed interwar era housing stock (in Corio and Evans Streets and Roslyn Road), and its select number of Edwardian and Federation houses (in Evans Street). Most dwellings are detached and single storey, built in timber weatherboard wall cladding with corrugated sheet metal roofs. They feature timber framed windows (consistent for their era), eaves overhangs, rudimentary gable infill and notable front verandahs. The area is also significant for the consistent front and side setbacks, although there is diversity in allotment sizes and setbacks in the different streets. The Edwardian and Federation styled dwellings in Evans Street represent the earliest dwellings in the area, having been built between 1910 and 1915 – 13-20 years after the original Montrose Estate subdivision of 1887. The largest concentration of interwar Bungalows are in Corio Street, on the former Mount Pleasant Estate (originally subdivided in 1889) and the Glendural Estate (subdivided for sale in 1921). These dwellings epitomize the affordable nature of the area in the 1920s, when the construction of the Barwon River Bridge and arrival of the electric tramway provided easier access to Belmont from central Geelong.

The Evans Heritage Area is architecturally significant at a LOCAL level (AHC D.2). It demonstrates original and early design qualities associated with the residential development of the area, initially from 1910 and especially from the 1920s and 1930s. These qualities are expressed in the notable concentration of economically designed interwar Bungalows predominantly in Corio Street (but also in Evans and George Streets and Roslyn Road) and in the select concentration of Edwardian and Federation dwellings in Evans Street. The design qualities include the detached compositions, hipped and/or gabled roof forms (with a pitch between 20 and 35 degrees), eaves overhangs, projecting chimneys, timber weatherboard wall construction, corrugated profile sheet metal roof cladding, timber framed double windows, prominent front verandahs (with forms and detailing to matching the style of the dwelling), modest scale and single storey height. The decorative detailing of the dwellings is largely rudimentary, comprising battening and paneling for the Edwardian dwellings and similar construction for the interwar Bungalows, in addition to timber shingling, brackets and ventilators. The regular front and side setbacks, predominant rear or side location of garages and carports, and 1200-1300 mm high visually permeable front fences also contribute to the significance of the place.

The Evans Heritage Area is aesthetically significant at a LOCAL level (AHC E.1). It demonstrates important visual qualities that reflect the historical and residential development of the area and include the rudimentary front garden settings, grassed nature strips and the rows of Paperbark trees in Corio Street.

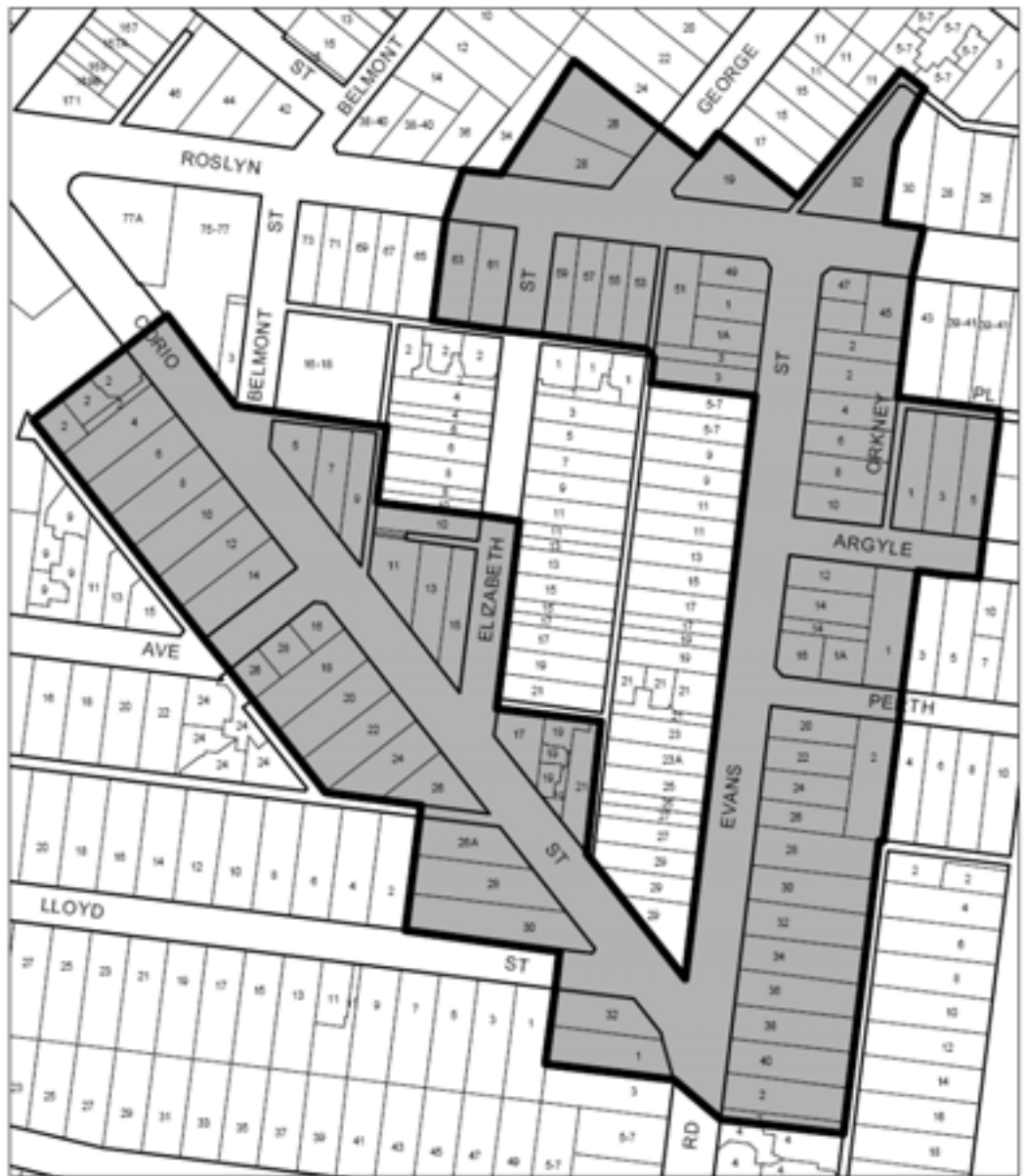
The Evans Heritage Area is historically significant at a LOCAL level (AHC A.4). It is associated with several 19<sup>th</sup> and early 20<sup>th</sup> century land subdivisions, including the Montrose Estate subdivision in 1887 in Evans Street, Mount Pleasant Estate subdivision in Evans and Corio Streets and Roslyn Road in 1889 and the Glendural Estate subdivision of 1921 on the south side of Corio Street.

These subdivisions are still evident in the layout of the area today. While no building stock survives of the original Montrose Estate subdivision, the Edwardian dwellings in Evans Street are a physical embodiment of later residential development at the turn of the century. The economical designs and modest scales of the notable concentration of interwar Bungalows in the area epitomizes its interwar working class socio-economic status. The affordable nature of this residential area in the 1920s became more enticing by the impending construction of the Barwon River Bridge (1926) and arrival of the electric tramway (1926) that provided easier access to Belmont from central Geelong

Overall, the Evans Heritage Area is of LOCAL significance.



### 4.4 Map of the Evans Heritage Area



**LEGEND**

 EVANS HERITAGE AREA



  
GLOBEWORKS  
Prepared by City of Greater Geelong - 13 December 2006  
Although all due care has been taken to ensure that this document is correct, no warranty is expressed or implied by the City of Greater Geelong or Bawson Water in its use.

4.5 Historical Figures

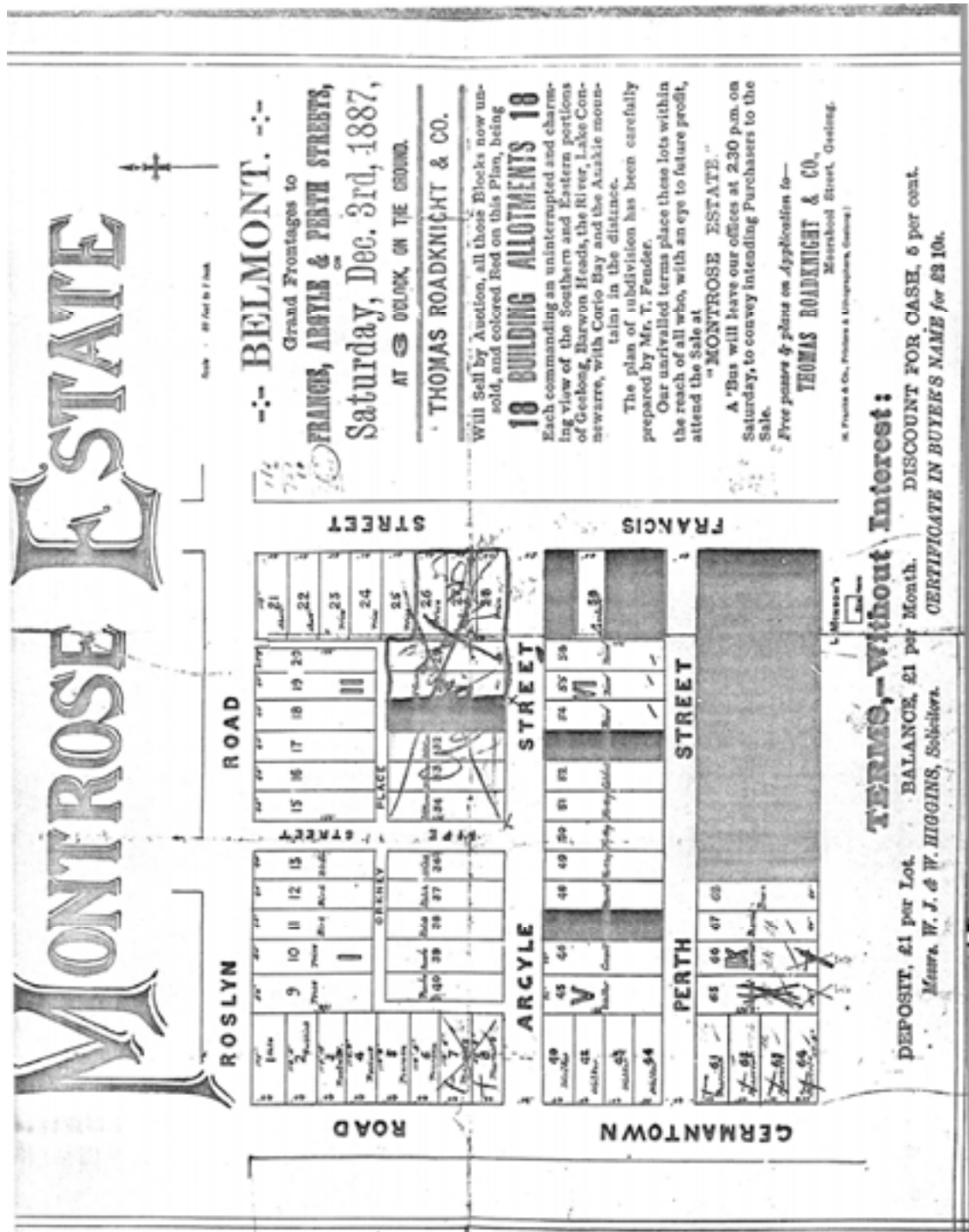


Figure 4.1: Montrose Estate subdivision plan, 3 December 1887. Source: Geelong Heritage Centre Maps and Plans Collection, M84.



Figure 4.2: Mount Pleasant Estate subdivision plan, 21 December 1889. Source: Geelong Heritage Centre Maps and Plans Collection, B5/107.

**SATURDAY, 1<sup>ST</sup> OCT., 1910<sup>B68</sup>**

# THE BELMONT ESTATE

**AT BELMONT**

**Important** // // //

## SUBDIVISIONAL SALE . . .

OF SPLENDIDLY SITUATED

## Building Sites

**70 VALUABLE BLOCKS 70**

Having Frontages to  
Francis Street, Perth Street, Spring  
Street, Dudley Street, and the  
Germantown Road.

---

**EXTRAORDINARY EASY TERMS:**

**£1 ONLY** Deposit  
PER LOT

**BALANCE - - £1 A MONTH**

---

A FIRST-CLASS **VILLA**

Containing 8 large rooms, four verandahs, four sitting  
rooms, bath, and other out-buildings, etc. and  
occupying 1 Acre, 1 Rood, 32 Perches.

---

This Estate is high and well drained, and commands  
almost the best view to be obtained anywhere about  
Geelong.

The general prosperity of the Geelong district, and  
the likelihood of the Geelong Church of England Grammar  
School being erected at Belmont, and the Electric Tram-  
way line, will assuredly make all this land become very  
valuable in the near future.

---

**TITLE - CROWN CERTIFICATE.**

WHYTE, JUST & MOORE, Solicitors.

# W. P. CARR,

# M. INTYRE & CO.

Have been instructed to sell by auction, on the land, as above, at Half-past Two o'clock.

Calls will leave Agents' office to take purchasers to the Sale, from Two o'clock.

1 Crop, also the Fencing round the Estate in lots, and a large Iron Milking Shed will be sold for removal.

Measurements in Feet

**Figure 4.3:** Belmont Estate subdivision plan, 1 October 1910. Source: Geelong Heritage Centre Maps and Plans Collection, B68.

**SATURDAY, APRIL 19TH,**  
 1913, AT 2.30 P.M. (By order of W. J. McCAULEY, Esq.)

*136* For Absolute Sale by Public Auction  
 ON THE GROUND **Regent and George Sts., Belmont**

**McCAULEY ESTATE**  
**BELMONT**

**18=MAGNIFICENT BUILDING SITES=18**  
 Part of Crown Allotment 3, Section 24, Parish of Barrabool, County of Grant.

The Pick of Belmont. The very eyes of Belmont. Surrounded by George and Regent Sts., Reslyn and Herd Roads.

**STREET MAKING CANNOT BE CHARGED AGAINST THIS PROPERTY**

Bennett & Vain, Property Salemen and Auctioneers, Malop Street, invite special attention to this UNRESERVED SALE of PARTICULARLY CHOICE SITES, the position being a rapidly improving one, and absolutely one of the highest and healthiest positions in the Geelong District . . . .

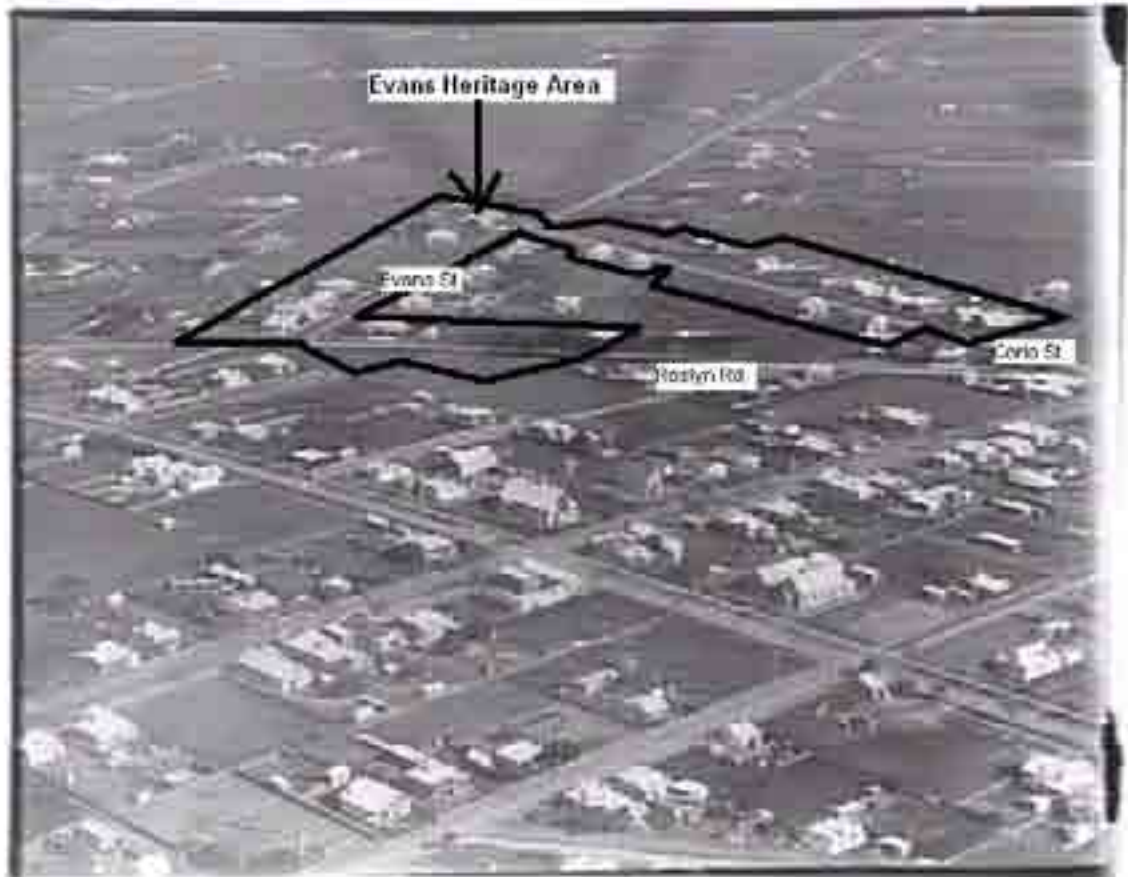
**MOST LIBERAL TERMS:-**  
**Small Deposit**  
**Balance £1 PER MONTH**

NOTE IS PROVIDED THAT THIS SALE IS MADE SUBJECT TO THE ACTS OF PARLIAMENT IN RELATION TO THE SALE OF LAND BY THE AUCTIONEER'S ACT.

**Date of Sale SATURDAY, APRIL 19th, 1913**

.. Title ..  
**Certificate** **BENNETT & VAIN**

Figure 4.4: McCauley Estate subdivision plan, 19 April 1913. Source: Geelong Heritage Centre Maps and Plans Collection, Folio 7/136.



**Figure 4.5:** Aerial photograph of Belmont, 1926, showing broad boundaries of the Evans Heritage Area. Source: La Trobe Picture Collection, State Library of Victoria, image no. b09995.

# GLENDURUL Estate

## BELMONT.

To be Sold by Auction on the Ground, Saturday, January 29th,  
AT 3 O'CLOCK.

39 Superb Villa Sites 39

*John Lambert Auctioneer 1867*  
*New and King Land.*

**POPULAR TERMS.**

£1 per Lot deposit.  
Balance, £1 per month.

Title Certificate.

Plans, S.L. 1752.  
REGIONS & SPECS.  
Satisfactory.

FRONTING  
Colac Road, Torquay Road,  
and Prospect Avenue.

**POINTS OF INTEREST:**

Magnificent Views.  
Perfect Drainage.  
Water Mains and Electric  
Light pass the Estate.  
On proposed tram route.

H. THACKER PTY. LTD. LITHO

D. O. McINTYRE PTY. LTD. Auctioneer, 94 Ryrie St., Geelong.

G. 9

Figure 4.6: Glendurul Estate subdivision plan, 29 January 1921. Source: Geelong Heritage Centre Maps and Plans Collection, G009.



Figure 4.7: Belmont Estate subdivision plan, 30 August 1924, showing drawing of new bridge. Source: Geelong Heritage Centre Maps & Plans Collection, B30.



Figure 4.8: Interwar Bungalow, Corio Street, Belmont, c.1950. Source: Barbara Chappell, c/o David Rowe.



## **SECTION 5**

### **5.0 Kardinia Heritage Area**

## 5.0 Kardinia Heritage Area

### 5.1 History (refer to precinct plan & historical figures at the rear of this section)

This area originally formed part of the "Kardinia" property owned by Dr Alexander Thomson from 1836.<sup>40</sup> He was one of Geelong's earliest pioneers and the first elected Mayor.<sup>41</sup> His pastoral run initially took in most of the area south of the Barwon River to Thomson Creek (near Breamlea).<sup>42</sup> The name "Kardinia" derived from the Aboriginal word meaning sunrise.<sup>43</sup> In 1850 Thomson offered for sale the area between Mount Pleasant and Roslyn Roads in 93 allotments as the township of Belmont.<sup>44</sup>

In 1890 a company was formed to subdivide the southern parts of the Kardinia farm into 250 allotments (Figures 5.1-5.2). Directors of the Kardinia Estate Company were W. Sommers, W. Higgins, W.P. Carr, T. Fender, H. Howard, F. Drew, H.P. Douglas, H.F. Richardson (secretary) and F.J. Leary (auditor).<sup>45</sup> The remaining seventeen acres of the Kardinia farm, including Kardinia House, was purchased by H.F. Richardson.<sup>46</sup> The first auction took place on 11 October, 1890, however the international financial recession at the time had a disastrous effect on sales and the Kardinia Estate Company was said to have lost heavily.<sup>47</sup>

Additional attempts to sell the allotments were made during the ensuing months and years. It was advertised as the "Second Great Subdivisional Sale of the far-famed Kardinia Estate", with 70 'unsurpassed villa sites' available and within 'a few minutes' walk of the first tram line to be constructed under the Order-in-Council recently assented to<sup>48</sup> (Figure 5.3). In June 1891, 22 allotments were again offered for sale (Figure 5.4). This followed with the advertising of the Kardinia Extended Estate - bounded by Mount Pleasant Road, Thomson Street, the rights of way west of Seaview Parade and north of Collins Street and including Collins Street, on 24 October, 1891<sup>49</sup> (Figure 5.5). This subdivision was re-advertised in October 1908 as the Belmont Estate (Figure 5.6), as only 10 allotments had been sold as part of the first sale in 1891.

There were another four extensions to the Kardinia Estate which took in Mount Pleasant Road, Kardinia Street, Riverview Terrace and Seaview Parade.<sup>50</sup> Another advertisement offering various allotments for sale occurred in 1917-18.<sup>51</sup> Yet, the First World War was raging at this time and subsequently there was little advance in the area. An additional land sale, known as Belmont, was auctioned on 28 October 1924.<sup>52</sup> This was followed by the sale of 27 sites 'facing Kardinia, Sommers and Franks Streets' (Figure 5.7).

- 
- 40 Brownhill & Wynd, *The History of Geelong and Corio Bay With Postscript 1955-1990*, revd. edn., Geelong Advertiser, Geelong, 1990, p.57.
- 41 *Ibid.*
- 42 Pescott, *South Barwon 1857-1985*, Neptune Press & the City of South Barwon, Geelong, 1985, 41.
- 43 Brownhill & Wynd, *op.cit.*
- 44 Wynd, 'Environmental History', City of Greater Geelong Outer Areas Heritage Study, p.21.
- 45 Pescott, *op.cit.*, p.49.
- 46 *Ibid.*
- 47 *Ibid.*, pp.49-50.
- 48 Kardinia Estate Subdivision plan, c.1890, Geelong Heritage Centre Maps & Plans collection, B3.68.
- 49 Kardinia Extended Estate Subdivision plan, 24 October, 1891, Geelong Heritage Centre.
- 50 See the City (former Shire) of South Barwon Rate Books, Geelong Heritage Centre.
- 51 Kardinia Estate advertisement, 1917-18, Geelong Heritage Centre.
- 52 Belmont Estate Subdivision plan, 28 October, 1924, Geelong Heritage Centre.

The 1920s and 1930s provided a turnaround in the real estate market. Unlike the few blocks that were purchased for building during the war years, substantial sales and most building development in the area occurred from the mid-late 1920s until the 1940s.

The allotments in this precinct were advertised for their close proximity to newly-constructed tramlines, “perfect drainage”, and the unsurpassed view of surrounding country including ‘Port Phillip Bay, Barwon Heads, southern ocean and the Barwon River.’<sup>53</sup> Importantly, these subdivisions were close to Geelong’s industries along the Barwon River, but at a reasonable distance from them to ensure the enjoyment of the sloping land and the fresh air.

By the mid 1920s, the Kardinia residential estate was still in its infancy in terms of building construction. Aerial photographs by Charles Pratt (an experienced pilot from the First World War who built a large hanger and workshop on the Belmont Common) in c.1925 show only a few completed dwellings adjacent to the substantial “Kardinia” property (Figures 5.8-5.9). The semi-rural nature of the area at this time is also indicated in the photograph of 1923 (Figure 5.10) that shows open paddocks in the neighbouring Elderslie and Cuthbertson Estates (now properties in Culbin Avenue) and the roof tops of the few dwellings in Seaview Parade and Riverview Terrace. By 1926 additional houses had been constructed, as shown in Pratt’s aerial photograph (Figure 5.11).

Unlike the land sales of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries (that mainly catered for investors, merchants, retired graziers and other sections of the upper-middle class), the sales during the interwar years were largely a result of the industrial growth in Newtown, Belmont and along the river at Marshall. They were also the result of easier access to Belmont from Geelong with the construction of a new bridge over the Barwon in 1926 and the extension of the electric tramway to Belmont in 1927. A large proportion of the interwar houses were constructed for woolclassers, pin setters, lute tuners, tanners, saddlers, coach painters, mechanics, wire workers, ironmongers and other employees of the woollen, tanning, wool scouring and other works nearby.<sup>54</sup> Other houses were built for (and by) carpenters and builders, plumbers, painters and others associated with the building boom in the Belmont area.<sup>55</sup> To a lesser degree, some houses were built for teachers, fireman, fruiterers, printers and retired farmers – all of whom could also enjoy the pleasant views at an affordable price.

The dwellings in the Kardinia estate ranged in era and design from the 1890s to the 1940s. The houses were built in Late Victorian, Edwardian, Federation and interwar Bungalow designs. Unlike other neighbouring residential developments, the houses were laid out on a terraced subdivision, having rear vehicular access from the street behind. The allotments in Collins Street appear to have been the last developed in this precinct, from the interwar and postwar eras.

Unrelated to the housing development but situated at the north end of the area is the Macintyre Foot Bridge, built in 1968.<sup>56</sup> Designed by J.L. van der Molen, engineer, the bridge was one of the first concrete structures where a computer

53 See for example, the Kardinia Estate subdivision advertisements of 1891, 1917-18, and the Belmont Estate Subdivision advertisement of 1924.

54 Information obtained by the Greater Geelong Outer Areas Heritage Study database.

55 Ibid.

56 M. Lewis, ‘Engineering Structures of Geelong’, Council for the Historic Environment, Institute of Engineers, Engineering Heritage Branch, tour notes, 25 February 1990, p.11.

was used to control the construction.<sup>57</sup> It was built as part of an outfall sewer project, to relieve the demand placed on the ovoid sewerage aqueduct in Breakwater.

## 5.2 Description

### 5.2.1 Boundaries (refer to plan at the rear of this section)

The Kardinia Heritage Area comprises the properties fronting Riverview Terrace, Kardinia Street (west side), Mount Pleasant Road (north side), Collins Street, Seaview Parade (between 25A and 28A Seaview Parade), together with 1 Sommers Street and Kardinia House at the corner of Riverview Terrace and Barrabool Road.

### 5.2.2 Key Attributes (refer to schedule of photos at the rear of this precinct)

#### A. Buildings & Details

The Kardinia Heritage Area is primarily a residential area. The area also includes the former confectionary shop at 56 Mount Pleasant Road and the heritage landmark, Kardinia House, at the corner of Riverview Terrace and Barrabool Road.

The majority of the dwellings in the area are single storey, modestly scaled, detached interwar Bungalows having asymmetrical compositions. There is also a small but notable number of Victorian, Edwardian and Federation styled houses that are a physical embodiment of the early residential development of the area. These dwellings are largely single storey and detached. Most of the houses have hipped and/or gabled roof forms (with a roof pitch between 20 and 35 degrees), and front or side verandahs (with details matching the style of the dwelling). The majority of the notable houses have corrugated sheet metal roof cladding, with timber weatherboard wall cladding, wide eaves, timber framed double hung or casement windows, projecting brick chimneys and wide eaves having exposed timber rafters.

The detailing to the dwellings is reflective of the varying constructional eras. The decorative timber eaves brackets are typical for the Victorian era dwellings, while the timber fretwork valances and brackets are common for the Edwardian and Federation era houses. Typical interwar era detailing includes the decorative gable infill (timber shingling and ventilators or battening and paneling) and brick verandah piers (expressed as one pier or with squat concrete verandah columns).

The area is further identified by visually permeable front fences being 1200-1300 mm high. These fences are constructed as timber pickets, timber post and woven wire or timber post and cast iron palisade (to match the era and design of the dwellings). Along the northern end of Riverview Terrace, the properties are elevated on sloping ground and retaining walls have been introduced.

Most garages and carports are situated at the rear of the properties. In Riverview Terrace and Seaview Parade, garage outbuildings form part of the streetscape on the eastern sides, given that the properties back on to these main thoroughfares as a result of the terraced subdivision layout.

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57 Ibid.

## B. Urban Design

The heritage character of the area is also particularly identified in the terraced layout in Kardinia Street, Riverview Terrace and Seaview Parade, and the lineal subdivision in Mount Pleasant Road and Collins Street (bound by Thomson Street and McKeown Lane). Most streetscapes have regular front and side setbacks.

There are some early lanes in the south-western portion of the area, at the rear of properties fronting Mount Pleasant Road and Collins Street, and include McKeown Lane. These lanes have bitumen finishes with some bluestone kerbing and spoon drains. Early concrete kerb and channel is identified in most of the principal thoroughfares.

Important heritage landmarks in the area include Kardinia House fronting Barrabool Road and the former confectionary shop at 56A Mount Pleasant Road. At the northern end of the area is the Macintyre Foot Bridge that spans the Barwon River.

## C. Landscaping

Regular grassed nature strips and front garden settings are a significant feature of each streetscape, with flowering gum trees forming distinctive treelines in Riverview Terrace, Collins Street and Seaview Parade. In Riverview Terrace, some of the nature strips feature early concrete pedestrian steps.

## 5.3 Statement of Cultural Significance

The Kardinia Heritage Area has significance as a substantially intact interwar residential area and for its smaller number of Victorian, Edwardian and Federation era dwellings. Most of the dwellings are single storey with detached compositions, constructed with corrugated sheet metal roof cladding and timber weatherboard wall cladding. They feature hipped and/or gabled roof forms (with a roof pitch between 20 and 35 degrees), and front or side verandahs (with details matching the style of the dwelling), timber framed windows and wide eaves (often with exposed timber rafters). The area is also distinguished by its unusual terraced layout following the contours of the topography, as identified in the properties fronting Seaview Parade, Riverview Terrace and Kardinia Street. The properties fronting Mount Pleasant Road and Collins Street form part of a more typical subdivision layout. The visually permeable timber, woven wire and cast iron palisade front fences, front garden settings, grassed nature strips (including the early concrete steps in Riverview Terrace) and flowering gum trees in Riverview Terrace, Collins Street and Seaview Parade further contribute to the heritage values of the area. It was in 1836 when Dr Alexander Thomson established his Kardinia property overlooking the Barwon River. The vast estate was initially subdivided in 1890, with subsequent subdivisions known as the Kardinia Extended Estate and Belmont Estate occurring in the late and early 20<sup>th</sup> centuries, and interwar years. Thomson's original residence, Kardinia, continues to form an important landmark in the area. A more modest local landmark is the former confectionary shop at 56A Mount Pleasant Road, while the Macintyre Foot Bridge spans the Barwon River and is a noticeable feature at the northern end of the area.

The Kardinia Heritage Area is architecturally significant at a LOCAL level (AHC D.2, E.1). It demonstrates notable original and early design qualities associated with the late 19<sup>th</sup> and early 20<sup>th</sup> century, and particularly the interwar era residential developments. These qualities are expressed in the substantial number of interwar and late interwar Bungalows (of varying compositional types)

and in the smaller number of Edwardian and Federation dwellings. Intact or appropriate qualities include the predominantly single storey heights, detached compositions, hipped and/or gabled roof forms (with a pitch between 20 and 35 degrees), wide eaves (with exposed timber rafters), projecting chimneys, timber weatherboard wall construction, corrugated profile sheet metal roof cladding, timber framed double hung or casement windows and front or side verandahs (with detailing matching the style of the dwelling). The detailing to the dwellings is typical for the Victorian, Edwardian interwar eras. For the Victorian era, the detailing includes decorative timber eaves brackets. For the Edwardian and Federation eras it is shown in the decorative gable infill (timber shingling and ventilators or battening and paneling). For the interwar era the detailing is especially identifiable in the brick verandah piers (expressed as one pier or with squat concrete verandah columns). The regular front and side setbacks and visually permeable timber, woven wire and cast iron palisade front fences also contribute to the significance of the area.

The Kardinia Heritage Area is aesthetically significant at a LOCAL level (AHC E.1). It is distinguished by the unusual terraced subdivision layout comprising Seaview Avenue, Riverview Terrace and Kardinia Street. Garage outbuildings are a traditional streetscape feature in Riverview Terrace and Seaview Parade. Other aesthetic qualities include the front garden settings, grassed nature strips (including the early concrete steps in Riverview Terrace) and flowering gum trees in Riverview Terrace, Collins Street and Seaview Parade, and the rear and side lanes with surviving bluestone kerbs and spoon drains.

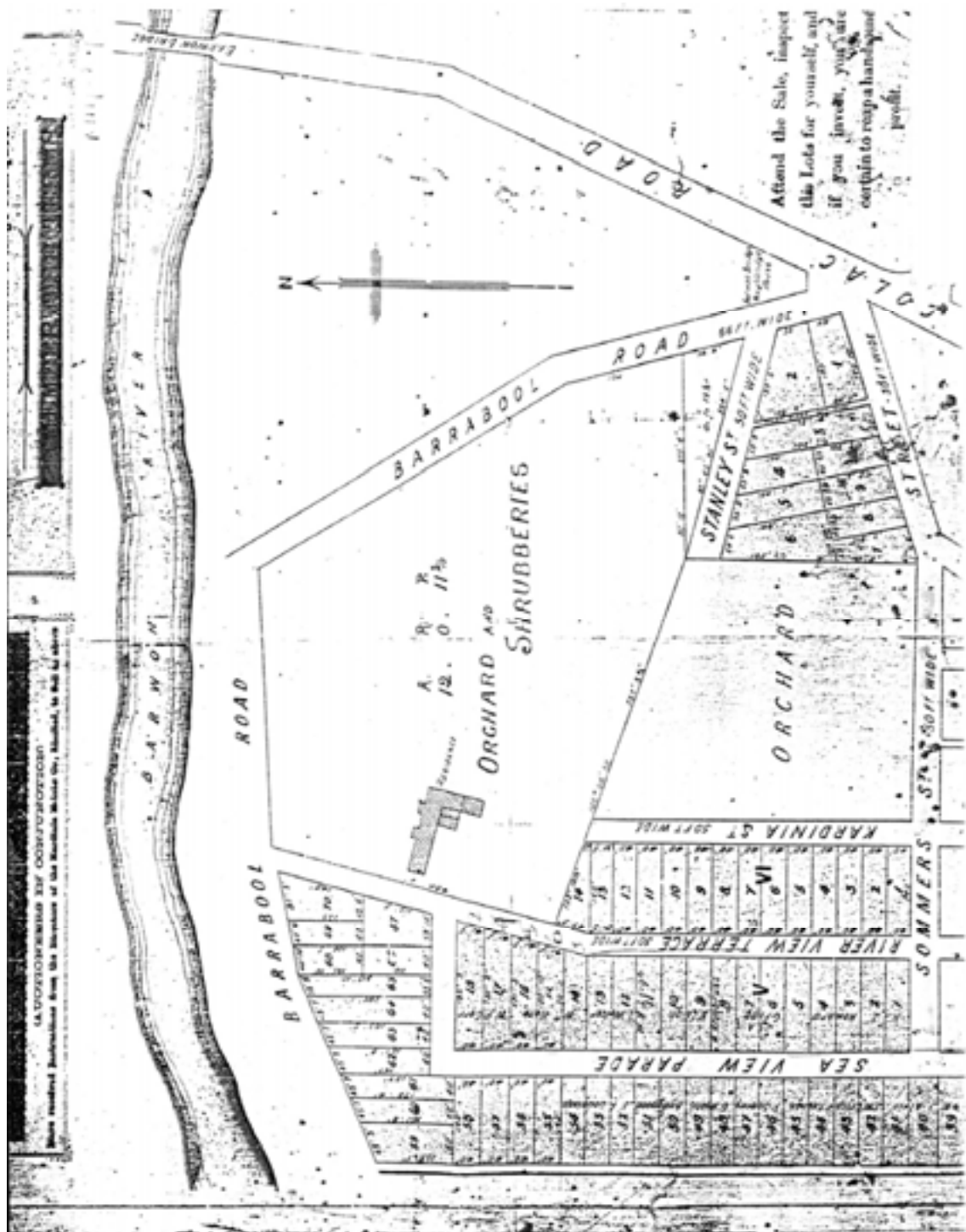
The Kardinia Heritage Area is historically significant at a LOCAL level (AHC A.4, H.1). It is associated with the once vast property, Kardinia, established in 1836 overlooking the Barwon River by Dr Alexander Thomson. He was one of Geelong's earliest pioneers and the first elected Mayor. The bulk of the area is especially associated with the Kardinia Estate and Belmont Estate subdivisions from 1890 until the 1930s. The small number of dwellings of the Victorian period reflect the earliest residential developments in the area, prior to the financial difficulties of the late Victorian period when the world-wide economic recession halted building developments. The contextually few Edwardian and Federation dwellings are a tangible legacy of further growth in the area prior to the First World War. The more substantial growth of the interwar years is embodied in the large concentration of interwar Bungalows, reflecting a time of prosperity in Belmont as a result of affordable land prices and the result of easier accessibility to the area (or impending greater accessibility) from Geelong as a result of the construction of a new bridge over the Barwon River in 1926 and the arrival of the electric tram in 1927.

Overall, the Kardinia Heritage Area is of LOCAL significance.

### 5.4 Map of the Kardinia Heritage Area



### 5.5 Historical Figures



**Figure 5.1:** Kardinia Estate subdivision plan, n.d. [c.1890-91]. Source: Geelong Heritage Centre Maps & Plans collection.



**13 BEAUTIFUL HOMES AT BELMONT 13**

**SATURDAY, 15th December,**  
ON THE LAND,  
**SEA VIEW PARADE (Part of KARDINIA ESTATE, BELMONT),**  
AT 2.30 P.M.

# For Sale BY Public Auction

**Fine Eastern Views.**  
**High Position.**  
**Electric Light.**  
**Splendid Drainage.**  
**Metalled & Channelled Roads.**

WONDERFUL TERMS.  
WONDERFUL TERMS.  
**£5 per Allotment Deposit,**  
and Balance at £1 per month,  
bearing Interest at 6 per cent.  
per annum.

**NORMAN BELCHER & CO., Auctioneer, 111 Ryrie St.**

Will Sell by Public Auction, Under instructions from WILLIE HIRST, Esq. (as Trustee of the Estate of the late Godfrey Hirst), and also under instructions from T. J. MOYSE.

**TITLES CERTIFICATES.**

Figure 5.12: Kardinia Estate subdivision plan, n.d. [c.1890-91]. Source: Geelong Heritage Centre Maps & Plans collection.

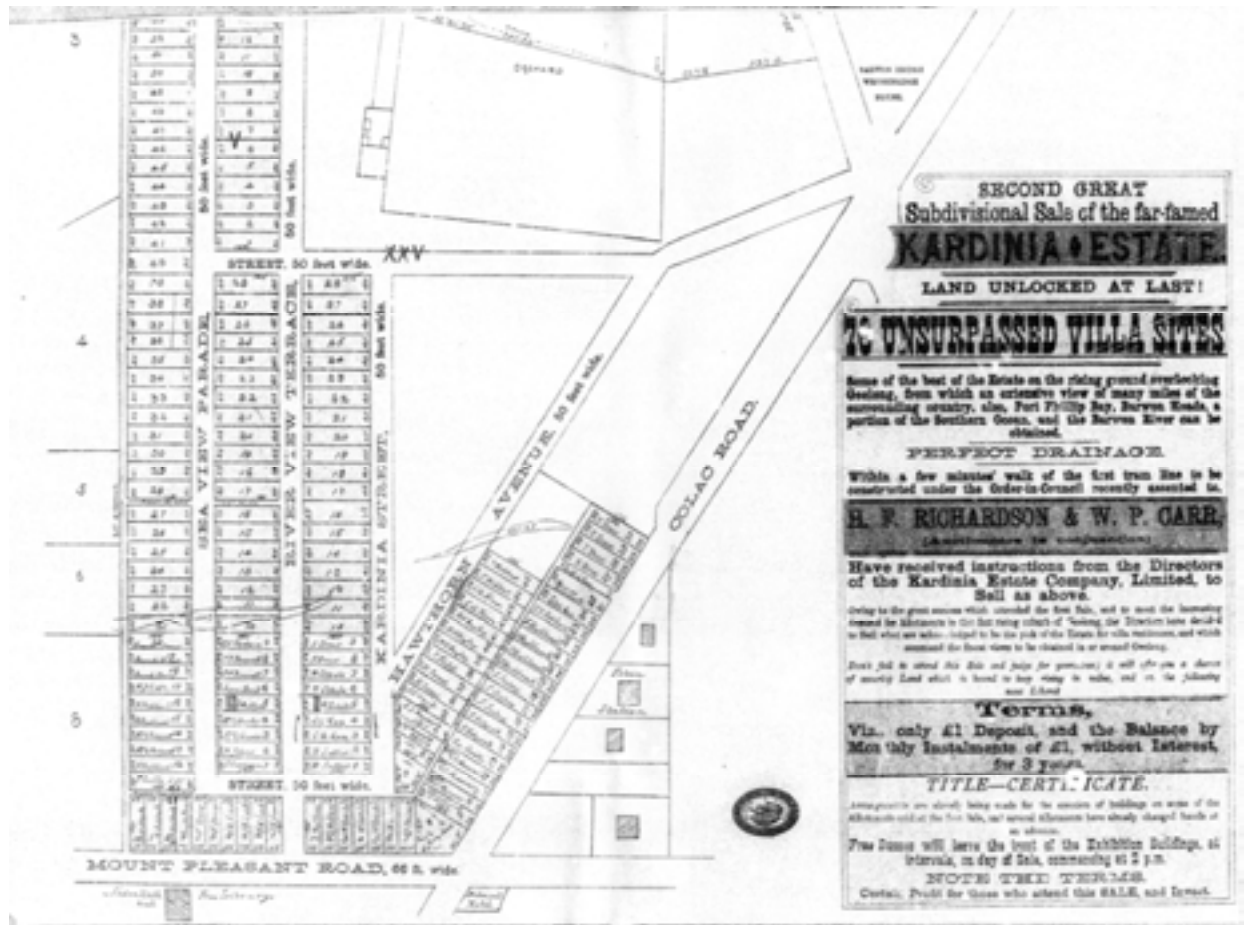


Figure 5.3: Kardinia Estate subdivision plan, n.d. [c.1890-91]. Source: Geelong Heritage Centre Maps & Plans collection, B3/68.

"The Exchange" Board Room.

TUESDAY, June 7th,  
At 2.30 p.m.

**Executors' Sale.**

---

**22** SPLENDID **22**  
BUILDING SITES

---

**"KARDINIA" ESTATE,**  
**BELMONT.**

---

Frontages to Colac Road, Seaview Parade,  
Riverview Terrace and Kardinia Street.

*First-Class opportunity to obtain Cheap  
Allotments in the fast improving Suburb of  
Belmont, about one-and-a-half miles from the  
centre of Geelong.*

FINE VIEW. HEALTHY LOCALITY.

---

**H. F. Richardson**

---

Und: instructions from the Executors of the  
l. i. Wm. Sommers, will sell as above.

---

TERM:—One-Fourth Cash; Balance in One,  
Two or Three Years at 5 per cent.

---

**TITLES CERTIFICATES.**

---

Also on account of other Vendors—  
Lots 42 and 43, Block 4, and 7  
and 8, Block 6.

FRANK & CO.  
Printers and Stationers,  
Geelong.

Figure 5.4: Kardinia Estate subdivision plan, n.d. [c.7 June 1891]. Source: Geelong Heritage Centre Maps & Plans collection, K17.

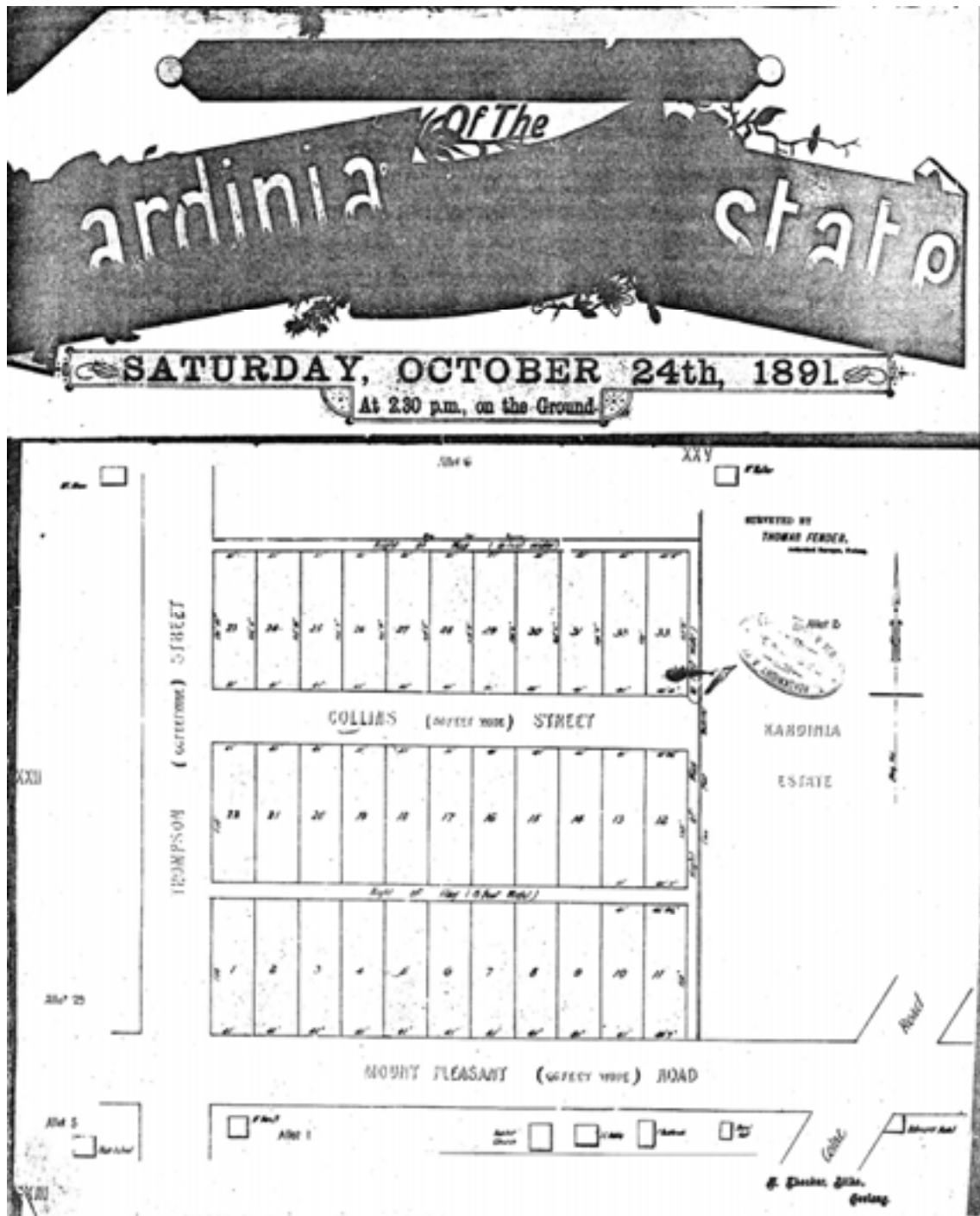


Figure 5.5: Kardinia Estate subdivision plan, 24 October 1891. Source: Geelong Heritage Centre Maps & Plans collection.

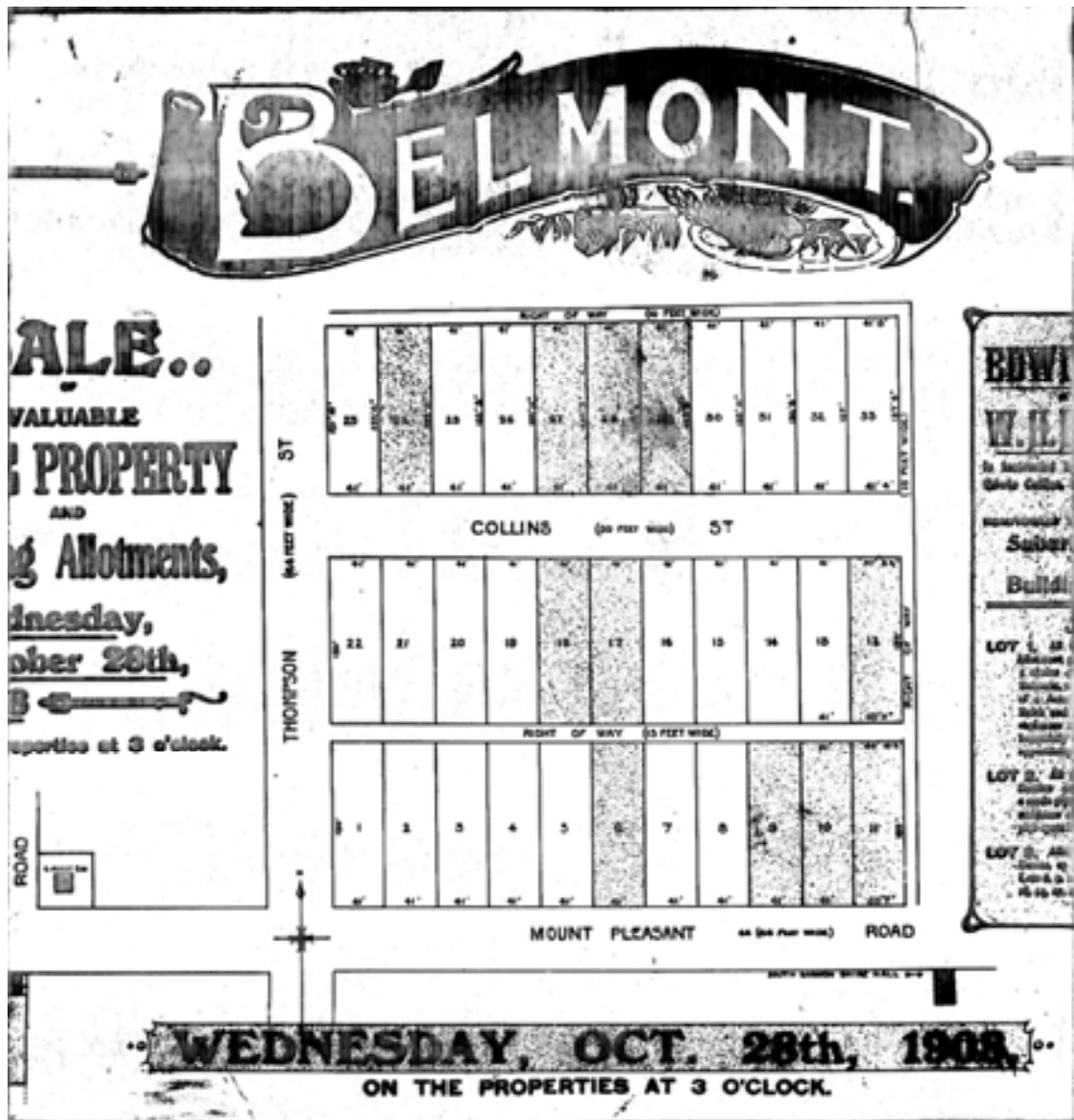


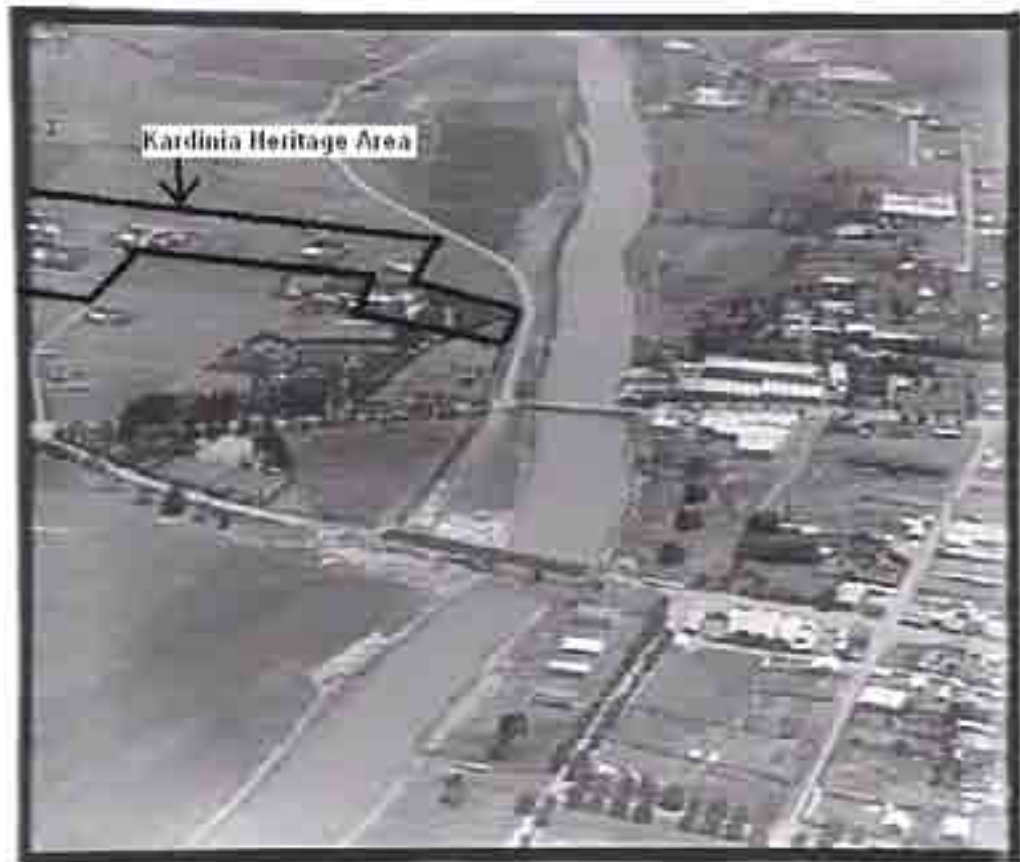
Figure 5.6: Belmont Estate subdivision plan, 28 October 1908. Source: Geelong Heritage Centre Maps & Plans collection.



**Figure 5.7:** Kardinia Estate subdivision plan, n.d. [post 1934]. Source: Geelong Heritage Centre Maps & Plans collection, K5.



**Figure 5.8:** Aerial photograph of Belmont, c.1925. showing bridge under construction (middle ground) and Kardinia House (foreground) with tree-lined drive. Note the very few houses constructed fronting Riverview Terrace (foreground). Source: La Trobe Picture Collection, State Library of Victoria, image no. b09211.



**Figure 5.9:** Aerial photograph of Belmont, c.1925. showing bridge under construction (middle ground) and Kardinia House (foreground) with tree-lined drive & Kardinia Heritage Area. Source: La Trobe Picture Collection, State Library of Victoria, image no. b09212.





**Figure 5.10:** Open paddocks of the Elderslie Estate looking east showing the roof tops of the dwellings in Seaview Parade and Riverview Terrace, 1923. Source: Elderslie Estate subdivision plan, 1 December 1923, Geelong Heritage Centre Maps and Plans Collection, E25.01.



**Figure 5.11:** Aerial photograph of Belmont, 1926, showing the terraced layout of the Kardinia House (left – middle ground) with several houses completed. Source: La Trobe Picture Collection, State Library of Victoria, image no. b09999.

## **SECTION 6**

### **6.0 Wimmera Heritage Area**

## 6.0 Wimmera Heritage Area

### 6.1 History (refer to precinct plan & historical figures at the rear of this section)

This precinct was originally comprised of a number of landholdings. The land to the south of Roslyn Road - being the majority of the area of the precinct - was originally part of Section 9 of the Parish of Barrabool and owned by Richard Henry Browne from 5 February, 1840.<sup>58</sup> Yet, John Pescott in *South Barwon 1857-1985* claims that Henry Dewing 'held much of Section 9 of the parish of Barrabool ... his homestead was near to the Waurn Ponds bridge.'<sup>59</sup> The Parish plans of 1895 and 1924 only indicate the ownership of Browne, although Dewing could have owned part of this section at a later time.

This land south of Roslyn Road was originally covered in light timber.<sup>60</sup> In the second half of the nineteenth century various tenants including a Mr Harvey and a Mr Herd leased farms in this section.<sup>61</sup> Between 1880 and 1900, some land fronting Roslyn Road was sold to J.H. Connor, a one time Mayor of Geelong (which he leased as farmlets), while a further 9 acres was sold to Fred and Violet Wurfel (their land extended to Cambridge Street).<sup>62</sup> Throughout the 1890s and until at least the 1920s, parts of this area remained as farmland.<sup>63</sup>

The rural identity of this area largely remained even after the subdivision of the Belmont Hill Estate in August 1911<sup>64</sup> (Figure 6.1). This subdivision included over 200 blocks and incorporated a southern section of Roslyn Road as well as Cambridge, Oxford, Rugby, King and Queen Streets.

Fred Wurfel sold parts of his land in the early 1920s. Forty allotments were created as part of the Sutton Estate which was auctioned on 4 February, 1922 (Figure 6.2) and 10 November, 1923<sup>65</sup> (Figure 6.3). Wimmera Street was formed as part of this subdivision.

George Sprake had earlier purchased a considerable portion of land from Fred Wurfel in early 1911.<sup>66</sup> He built a house on his property at 206 High Street and named it 'Sunnyside'.<sup>67</sup> In c.1929 he subdivided the eastern portion of his land as Sprake's 'Sunnyside' Estate (Figure 6.4).<sup>68</sup> These eight allotments fronting Union Street were offered for sale at this time.

The other portion of the Wimmera heritage area are properties on the north side of Roslyn Road. In 1909, the land bound by Roslyn Road, and Thomson, Regent and Scott Streets was purchased by the Geelong Grammar School. A substantial new school complex was proposed. Western Bate in *Light Blue Down Under: The History of Geelong Grammar School*, gives an insight into the proposed school development:

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58 See maps of the Parish of Barrabool, County of Grant, 1895 and c.1924.  
 59 J. Pescott, *South Barwon 1857-1985*, City of South Barwon, Belmont, 1985, p.47.  
 60 *Ibid.*  
 61 *Ibid.*  
 62 *Ibid.*, and City of South Barwon Rate Books, 1900-1920.  
 63 Pescott, *op.cit.*  
 64 Belmont Hill Estate subdivision plan, August, 1911, Geelong Heritage Centre.  
 65 Sutton Estate subdivision plans, 4 February, 1922, and 10 November, 1923, Geelong Heritage Centre.  
 66 See Record Sheet for 206 High Street.  
 67 *Ibid.*  
 68 Sunnyside Estate subdivision plan, c.1929, Geelong Heritage Centre, and City of South Barwon Rate Books, 1928-31.

On its cramped main site and distant grounds, there could be no focus and none of the sense of space achieved through their rural settings by most English public schools. Manifold even suggested that William Guilfoyle, well known for his landscaping at the Melbourne Botanical Gardens and at many Western District properties, should be the first person consulted about plans for the new property.<sup>69</sup>

The first sod for the new school was turned on 21 October 1910 by W.T. Manifold. A few months later in April 1911, an architectural competition was advertised for the new buildings. The promise of the new school soon faded when the Belmont Hill Estate was offered for sale in August of 1911. As Weston Bate states:

A final version was almost complete in August 1911 when the free-enterprise world, to which they were all committed, took the edge off their [School Council members'] delight. Following the school's announcement of its plan, the land agents W.P. Carr and Sons had stepped in. Despite prior and, it was thought, firm negotiations by Manifold with the neighbouring farmer, they purchased an adjoining 37 acres for residential subdivision. The first the [school] council knew of their action was a newspaper advertisement for a 'Belmont Hill Sub-divisional Sale', which took place very successfully on 19 August 1911. Ironically, proximity to the school's new site and to a proposed tramway up Belmont Hill, which council had noted as a distinct advantage in getting boys to the sea baths [in Geelong], helped to sell 130 out of 201 allotments.

From their hostile reaction to that subdivision, which was regarded as skimpy and unsympathetic, it is obvious that the 30 acres of the initial purchase, so large in comparison to existing facilities, was far too small an area to contain the council's dream. They indicated also that an adjacent, especially lower-middle-class, suburban subdivision was an anathema. They wanted boarders, not day boys. Their view of the tram as getting boys to the baths rather than connecting home and school quite clearly revealed that bias. How little day boys were under consideration is also clear from their swift decision to give up Belmont and buy land on the opposite side of Geelong [at Corio], remote from any habitation or public transport, though marvelously situated for bathing.<sup>70</sup>

The acquisition of land at Corio by the Geelong Grammar School led to the sale of its land at Belmont, ironically for further residential subdivision. On 6 December 1913, Edward G. Gurr, auctioneer, advertised the sale of 86 residential sites as the Belmont Heights Estate (Figure 6.5). The sale notice gave the following glowing description:

This delightfully situated Estate is the choicest building area in this part of the district. Unsurpassed Views. Perfect drainage. Splendid frontages and depths.<sup>71</sup>

69 W. Bate, *Light Blue Down Under: The History of Geelong Grammar School*, Oxford University Press, 1990, pp.131-134.

70 *Ibid.*

71 *Ibid.*

The naming of the streets: Shackleton, Peary and Amundsen, commemorated well-known Polar explorers. The Norwegian, Raold Amundsen, had discovered the South Pole in 1911; Robert E. Peary was a U.S. Admiral and Arctic explorer; Robert F. Scott, a British naval officer and Antarctic explorer; and Sir Ernest Shackleton, an English Antarctic explorer.<sup>72</sup>

Another subdivision on the north side of Roslyn Road was the Jacobs Estate in c.1925<sup>73</sup> (Figure 6.6). One photograph exhibited in the sale notice shows the open paddock forming the Jacobs Estate (Figure 6.7). It also shows Roslyn Road and the newly-completed interwar Bungalows fronting its south side.

As indicated by Weston Bate, the Wimmera heritage area witnessed a large influx of new residents from the early 20<sup>th</sup> century, and particularly from the 1920s. This resulted from the affordability of the land, which was advertised for its 'beautiful outlook elevated position, electric light and water mains, regular bus service and the development of a tram service.'<sup>74</sup> Apart from some managers and investors, the population was largely working class, being comprised of mechanics, butchers, and fruiterers, tradespeople, labourers, electricians, and draftsmen – the occupations that drew their business from the growing community – together with wool buyers and clergymen.<sup>75</sup>

## 6.2 Description

### 6.2.1 Boundaries (refer to plan at the rear of this section)

The central core of the heritage area is Wimmera Street. Other streets in the area include parts of Roslyn Road, Cambridge Street, Oxford Street and Union Street.

### 6.2.2 Key Attributes (refer to schedule of photos at the rear of this precinct)

#### A. Buildings & Details

The Wimmera Heritage Area is principally a residential area of interwar Bungalows, with a smaller number of postwar Bungalows. An altered but surviving landmark is the Edwardian styled former Sunnyside dwelling (now Nangatta Aged Care Hostel) at 206 High Street.

The majority of the dwellings in the area are detached, single storey, modestly scaled with asymmetrical compositions having front and side verandahs (with detailed reflecting the construction and style of the dwelling). Most dwellings have hipped and/or gabled roof forms (with a roof pitch between 20 and 35 degrees) with timber weatherboard wall cladding, although there are a small number of face brick houses. Corrugated sheet metal roof cladding, timber framed double hung windows, wide eaves (with exposed timber rafters) and projecting brick chimneys represent other notable, predominant design features. The detailing to the dwellings is economical but typical for the interwar era, including decorative gable infill (timber shingling and ventilators or battening and paneling) and brick verandah piers (expressed as one pier or with squat concrete verandah columns).

The area is also recognised for its low to medium height (800 - 1300 mm) fences, of design and construction sympathetic to the predominant interwar era building

72 W.J. Morrow, 'Geelong Street Names' in *Investigator: Magazine of the Geelong Historical Society*, vol.14, no.2, pp.63-64.

73 Ibid.

74 See Sutton Estate subdivision plans, op.cit.

75 Information extrapolated from the Greater Geelong Outer Areas Heritage Study citations.

stock. These fences include flat and capped timber picket, timber post and woven wire and low solid brick.

There are generally consistent front and side setbacks to most of the dwellings. Garages and carports are largely situated at the rear or side of the dwellings.

## **B. Urban Design**

The heritage character of the area is also particularly identified in the grid layout of the subdivision, generally with similar allotment sizes (there are exceptions, such as the slightly larger allotments on the north side of Roslyn Road, and the large allotment comprising the former 'Sunnyside' property (now Nangatta hostel). The former 'Sunnyside' dwelling, while altered, continues to be an historic landmark in the area.

The area has early concrete kerb and channel and footpaths.

## **C. Landscaping**

The area is characterised by the front garden settings to most dwellings and grassed nature strips. Other notable landscape features include the Paperbark trees in Cambridge Street and the Paperbark, Bottlebrush and Lilly Pilly trees in Oxford Street.

## **6.3 Statement of Cultural Significance**

The Wimmera Heritage Area has significance for its notable concentration of interwar housing stock constructed in the 1920s and 1930s, and for its smaller number of postwar Bungalows built after the Second World War. These dwellings are a physical embodiment of the aspirations of original low-middle income population of the area. The dwellings are single storey with detached and mainly asymmetrical compositions and feature hipped and gabled roof forms, front and/or side verandahs, timber weatherboard wall construction (there are a small number of dwellings of brick construction), corrugated sheet metal roof cladding and timber framed double hung windows. The dwellings are situated on mainly regular, rectangular allotments. An historic landmark in the area is the former 'Sunnyside' property at 206 High Street. Although altered and extended, the front Edwardian design qualities are clearly discernible. The regular front setbacks, visually permeable flat and capped timber picket, timber post and woven wire and low solid brick front fencing – which allow views to front garden settings – and the grassed nature strips, contribute to the streetscape qualities of the area. Although initially subdivided as the Belmont Hill Estate in 1911 (south of Roslyn Road) and Belmont Heights Estate in 1913 (north side of Roslyn Road), it was not until after the First World War when housing development progressed. From the interwar period the area became more attractive as a result of electricity and mains water supplies and its close proximity to bus and tram services.

The Wimmera Heritage Area is architecturally significant at a LOCAL level (AHC D.2). It demonstrates original and early design qualities associated with the interwar and early postwar Bungalow residential development. These qualities include the single storey, detached, dwellings having hipped and/or gabled roof forms (with a pitch between 20 and 35 degrees), front and/or side verandahs (of designs and construction reflecting the designs of the dwellings), timber weatherboard wall cladding (with a smaller number of brick wall construction), corrugated sheet metal roof cladding, timber framed double hung windows, wide eaves, projecting chimneys, timber weatherboard or brick wall construction, corrugated profile sheet metal or tiled roof cladding, timber framed double hung

windows and front or side verandahs (with detailing matching the style of the dwelling). The detailing to the dwellings is economical but typical for the interwar era, including decorative gable infill (timber shingling and ventilators or battening and paneling) and brick verandah piers (expressed as one pier or with squat concrete verandah columns). The regular front and side setbacks and rectangular allotments, predominant rear or side location of garages and carports, and low-medium height fences also contribute to the significance of the place.

The Wimmera Heritage Area is aesthetically significant at a LOCAL level (AHC E.1). It demonstrates important visual qualities that reflect the historical and residential development of the area. These qualities include the front garden settings and the grassed nature strips. The Paperbark, Bottlebrush and Lilly Pilly trees in Cambridge and Oxford Streets provide additional aesthetic value to these streets.

The Wimmera Heritage Area is historically significant at a LOCAL level (AHC A.4) for its associations with interwar and early postwar housing development that transformed the area from rural open paddocks into a residential suburb. Although initially subdivided as the Belmont Hill Estate in 1911 (south of Roslyn Road) and Belmont Heights Estate in 1912 (north side of Roslyn Road), it was not until after the First World War when housing development progressed. From the interwar period the area became more attractive as a result of electricity and mains water supplies and its close proximity to bus and tram services. Other subdivisions and land sales in the 1920s contributed to the transformation of the area. These included the Sutton Estate of 1922 which caused the formation of Wimmera Street (as a result of the sale of part of Fred Wurfel's property), subdivision of the eastern portion of George Sprake's 'Sunnyside' estate in c.1929 (to create Union Street), and the sale of the Jacob's Estate in c.1925 (on the north side of Roslyn Road, west end). The influx of population to the area had occupations that drew their business from the growing community, including mechanics, butchers, builders, carpenters, painters and decorators, labourers and electricians. The former 'Sunnyside' farm house (now 'Nangatta' hostel) at 206 High Street is the only surviving pre-interwar property in the area. While altered and substantially extended, it remains a local historical landmark.

Overall, the Wimmera Heritage Area is of LOCAL significance.



### 6.4 Map of the Wimmera Heritage Area



6.5 Historical Figures



Figure 6.1: Belmont Hill Estate subdivision plan, 19 August 1911. Source: Geelong Heritage Centre Maps & Plans collection, B34.

**SUTTON**  
ESTATE  
**BELMONT.**

to be Sold by Auction on the Ground, Saturday, 4th February, 1922,  
AT 3 O'CLOCK.

**40 Superb Villa Sites 40**

FRONTING  
**ROSLYN ROAD, ROSLYN ROAD, & WIMMERA ST.**

BELMONT HEIGHTS ESTATE

**Roslyn (Govt. 66 wide) Road**

**Wimmera (50 wide) Street**

**Colac (Govt. 66 wide) Road**

**Cambridge (50 wide) Street**

Points of Interest:  
Beautiful Outlook  
Elevated Position  
Electric Light and Water Mains pass the Estate  
Regular Bus Service, Trams come to the Estate

Popular Terms:  
£1 per Lot Deposit  
Balance, £1 per month

TITLE CERTIFICATE,  
Messrs. W. & W. HIGGINS, Solicitors.

**HACKER & CO. LTD.**  
Geelong  
Lithographers

**O. McINTYRE, Pty. Ltd., 94 Ryrie St.**  
**W. W. HIGGINS, Messrs. W. & W. HIGGINS, Solicitors.**

Figure 6.2: Sutton Estate subdivision plan, 4 February 1922. Source: Geelong Heritage Centre Maps & Plans collection, folio 2/18.

PART  
of  
**Sutton Estate**

**BELMONT**  
**6 Building Allotments 6**  
One Mile from Wurf's Bay  
Frontage to Roslyn Road and Wimmera Street

**RESIDENCE:--6 Rooms Lath and Plaster,  
Verandah 3 sides, Bath Room, Pantry, Wash  
House, Motor Garage, Electric Light, Etc.**

**FOR SALE**  
BY  
**PUBLIC AUCTION**  
ON THE ESTATE  
BY  
**SHRIMPTON & SON.**  
Auctioneers, 41 Malop Street  
**Saturday, 10th November, 1923**  
at 2 p.m.

S. A. JOY & SONS GEELONG.

*PLAN OF SUBDIVISION BY  
ACT OF COMMONS ACT 1923  
SECTION 10 (1) (a)  
COUNTY OF EAST  
SUTTON ESTATE 1923*

**EASY TERMS**  
**£1** DEPOSIT per block and **£1**  
per month.  
Interest 4 per cent payable  
Half Yearly  
Terms for Residence Quarter Cash,  
Balance 3 years at 5 per cent.  
Architects of Plan W. & W. Higgins, Melbourne

**Figure 6.3:** Sutton Estate subdivision plan, 10 November 1923. Source: Geelong Heritage Centre Maps & Plans collection, S5.

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# Sunnyside Estate

## BELMONT.

### FOR PRIVATE SALE.

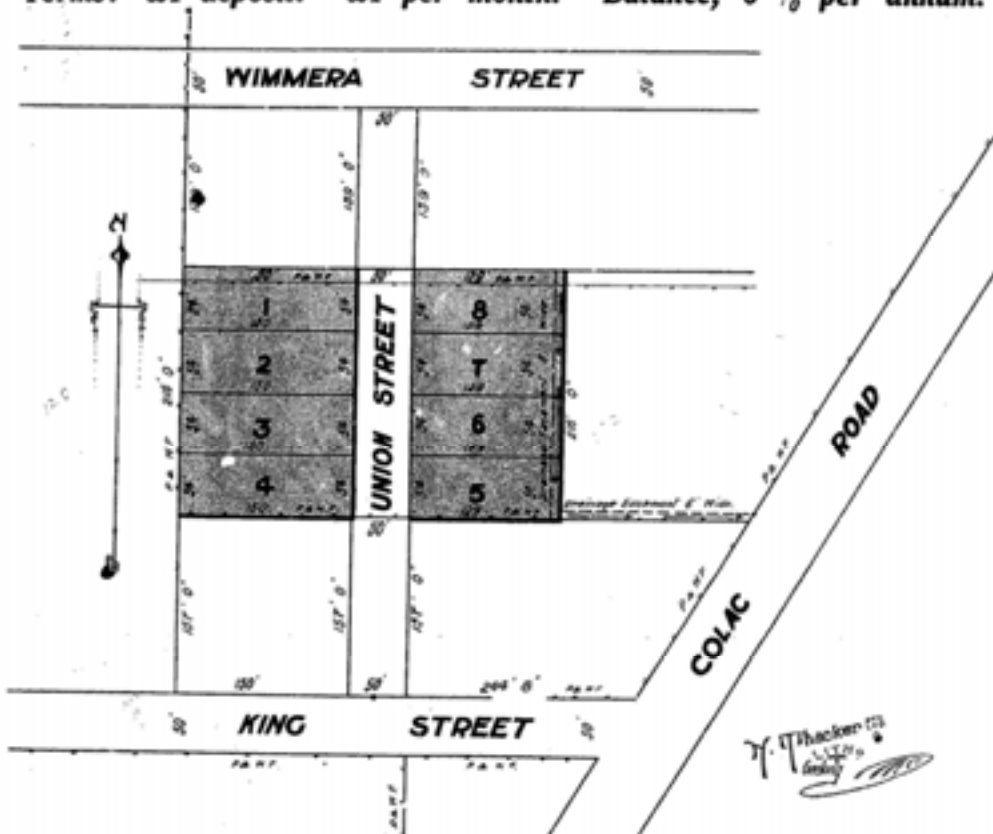
## 8 Superior Building Blocks 8

High commanding position.

One minute from proposed Tram Terminus.

Water and Electric Light Mains pass the property.

Terms: £1 deposit. £1 per month. Balance, 6% per annum.



Agents for the Owner...

**McCOLOUGH & CO.**

ESTATE AGENTS :: MALOP ST., GEELONG.

Figure 6.4: Sunnyside Estate subdivision plan showing subdivided allotments forming Union Street, n.d. [c.1929]. Source: Geelong Heritage Centre Maps & Plans collection, S48.



Figure 6.5: Belmont Heights Estate subdivision plan, 6 December 1913. Source: Geelong Heritage Centre Maps and Plans Collection, B91.01.





**Figure 6.7:** View west along Roslyn Road from adjoining land to the Belmont Heights Estate, c.1925. Note the interwar Bungalows on the southern side of Roslyn Road. Source: Jacobs Estate Subdivision Plan, c.1925, Geelong Heritage Centre Maps and Plans Collection, J5.