
Waverley Road Shopping Centre Precinct

Location

Waverley Road MALVERN EAST, Stonnington City

Municipality

STONNINGTON CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO354

Heritage Listing

Stonnington City

Statement of Significance

Last updated on -

The Waverley Road shopping centre is of regional significance as a representative, largely intact commercial shopping precinct focused on the end of a tram line. Its development is illustrative of the interdependence of public transport and suburban development as part of Melbourne's development, especially in the late Federation and interwar periods. The nexus between tram, shopping precinct and dormitory suburb was clearly of significance to the development of surrounding area. The high proportion of original and early shopfronts found in the extant building stock greatly enhances that significance.

Heritage Study/Consultant	Stonnington - City of Stonnington Heritage Overlay Report (Stages 1-5) 1998, Bryce Raworth P/L, 1998;
Construction dates	1918,
Other Names	Waverley Road, Malvern East,
Hermes Number	31538
Property Number	

Physical Description 1

The Waverley Road shopping precinct is located immediately west of the intersection of Waverley and Darling Roads in East Malvern. The area under consideration comprises approximately forty shops which occupy a busy, inner suburban site.

The shopping precinct is located at the intersection of two, busy arterial roads, with shops clustered around the terminus of the East Malvern tram line. This section of Waverley Road is surfaced in bitumen with modern, concrete footpaths and kerbs although early, bluestone gutters have been retained in some locations. With the exception of a handful of decorative shrubs, the shopping frontage is devoid of landscaping and dense with roadside furniture such as poles for traffic lights, signage and lighting. Power and telephone lines are located overhead.

The building stock exclusively comprises small retail outlets of one or two storeys. The majority of the buildings date from the period between the wars and generally develop the familiar theme of a red brick building with a tiled, hipped roof concealed behind a rendered parapet. The group currently exists in a somewhat altered state through modifications to the early built fabric and through the introduction of new buildings to the group, most notably, nos 275 and 280-282 Waverley Road. However early features dominate. Some buildings feature elaborately modelled parapets, (330-332, 268, 277-281 and 311 Waverley Road) or decorative render (297-299 Waverley Road) while others are distinguished by polychrome brickwork (295 Waverley Road). Unusually, many of the shops have retained their recessed entries and a small number have early metal shopfronts in place (287, 299 and 309 Waverley Road) or pressed metal linings to their verandahs (272, 324, and 297-299 Waverley Road).

Local Historical Themes

7.1 Serving local communities 4.5 Tramways

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>