City of
STONNINGTON

# Haarlem

**Prepared by:** GJM Heritage (March 2025)

**Address:** 32 Rockley Road, South Yarra

| | | | |
|---|---|---|---|
| **Name:** | Haarlem | **Survey Date:** | July 2024 |
| **Place Type:** | Residential | **Architect/Designer:** | Not known |
| **Grading:** | Significant (HO803) | **Builder:** | Not known |
| **Extent of the Overlay:** | To property boundaries | **Construction Date(s):** | 1915 |



*Figure 1. 'Haarlem', 32 Rockley Road, South Yarra (GJM Heritage, July 2024)*

## Statement of Significance

*What is significant?*

Haarlem at 32 Rockley Road, South Yarra, constructed 1915.

Elements that contribute to the significance of the place include:

- Attic-storey house in the Arts and Crafts style of the early interwar period

- Brick house with roughcast render to upper walls
- Dominant slate-clad gabled roof forms
- Asymmetrical principal elevation with broad timber shingle-clad gable end
- Deep curved porch at the south-west corner, with hit and miss red brick base and substantial roughcast rendered rectangular columns and exposed rafters supporting the roof
- Large polygonal timber-framed window bay at the principal elevation with exposed rafter ends and bracketed slate-clad hood
- Tall rendered tapered chimneys, with red brick crowns and tall chimney pots
- Original or early slate-clad gabled roof brick garage at the south-eastern corner of the house.

Rear additions do not contribute to the significance of the place. While the front fence and gate are consistent with the architectural period of the property, they are of more recent construction and do not contribute to the significance of the place.

*How is it significant?*

Haarlem at 32 Rockley Road, South Yarra is of local historical, representative and aesthetic significance to the City of Stonnington.

*Why is it significant?*

Haarlem at 32 Rockley Road, South Yarra has strong associations with the development of the municipality in the early twentieth century. This period of development transformed the built environment and social character of the area when substantial mansion estates were subdivided to create high quality, higher density residential development. Constructed on land that formed part of the 1908 Howey Estate subdivision, Haarlem at 32 Rockley Road clearly illustrates this important phase of development in the City of Stonnington (Criterion A).

Haarlem at 32 Rockley Road, South Yarra is a fine and substantially intact representative example of an attic-storey house in the Arts and Crafts style of the early twentieth century. It displays typical characteristics of this style including dominant slate-clad gabled roofs, asymmetrical principal elevation with broad timber shingle-clad gable end and curved corner porch, large polygonal timber-framed window bay with slate-clad hood, rough cast rendering to red brick walls and columns, tall rendered chimneys, exposed rafters and rafter ends, hit and miss brickwork and associated original or early brick garage with slate-clad gabled roof (Criterion D).

Haarlem at 32 Rockley Road, South Yarra is a finely executed interpretation of the Arts and Crafts style of the early twentieth century. The refined detailing, including a broad main gable with timber shingle-cladding, deep curved corner porch with exposed rafters and hit and miss brick base, large polygonal bay window with slate-clad bracketed hood, tall tapered chimneys with tall terracotta pots, presents a highly resolved expression of this architectural style (Criterion E).

## Historical Context

This place is associated with the following historic theme(s) taken from the *Stonnington Thematic Environmental History* (2009):

8 Building suburbs

- - 8.1.3 The end of an era - mansion estate subdivisions in the twentieth century

## Place History

The land that is now Rockley Road was first offered for sale as Crown Allotment 9 in the Parish of Prahran in the County of Bourke. The allotment was purchased by C W Roemar, before it was re-sold to John Howey, who built ‘Little Rockley’ at the north end of the property in 1856. The estate remained in the Howey family until 1908, when the southern portion of the property was subdivided for sale as the Howey Estate (Figure 2). Rockley Gardens was established flanking the Toorak Road entrance in c1909.

Rockley Road was developed ‘as a prestigious residential area, with the public gardens as a feature at Toorak Road’ (SHC).

The current 32 Rockley Road was Lot 48 of the Howey Estate. The house was constructed in 1915 for George and Margaret Brasher, as a brick house with eight rooms and a net annual value of £130 (RB 1915-16). In December 1918, the Brasher’s house on Rockley Road was referred to as ‘Haarlem’ (*The Age*, 7 Dec 1918:7).

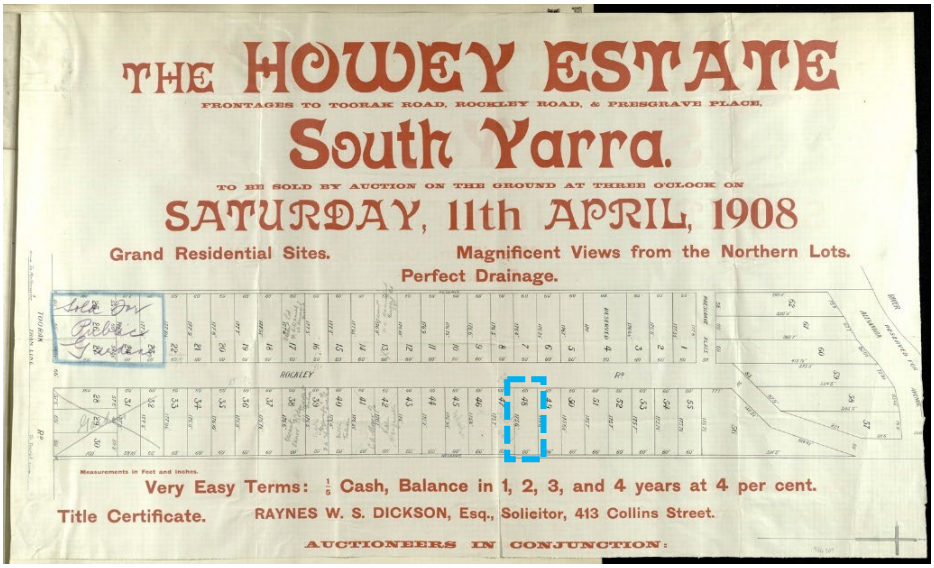



*Figure 2. Auction notice for Howey Estate, South Yarra, 1908, indicated by blue dashed rectangle (Source: SLV, ID 1964309).*

The Brashers sold the property to Richard P C Cooper, engineer, in 1919 (RB, 1918-19). Cooper remained an occupant of the house until the late 1930s. Subsequent owners of the property included Gordon M Shain from 1938 and Harold W Marshall from 1941 (Prahran Valuations). The Marshalls occupied the house until the early 1960s (S&M).

Aerial photographs of the property dated 1945 and 1958 show the attic-storey house, and garage adjacent to the southern boundary (Figures 3 and 4). In 1962 the ‘spacious attic-style family home’ was advertised for sale, comprising a sitting room, dining room, study, four bedrooms, maid’s room, rumpus/billiards room, three bathrooms and a kitchen, laundry and garage (*The Age*, 17 Nov 1962:33).

Later additions and alterations to the house include an addition at the northeast corner of the house, and a skylight installed in the roof at the southwest corner, both in 2016 (Nearmap). The garage doors were replaced in recent years. The brick fence and gates were erected in 2011 (Stonnington Building Permits).




*Figure 3. Aerial photograph of Haarlem, showing the house and garage at 32 Rockley Road, indicated, 1945 (Source: Landata Victoria)*



*Figure 4. Looking west at the rear of Haarlem, showing the house and garage, 1958, indicated by red arrow (Source: Museums Victoria, Item MM 134881)*

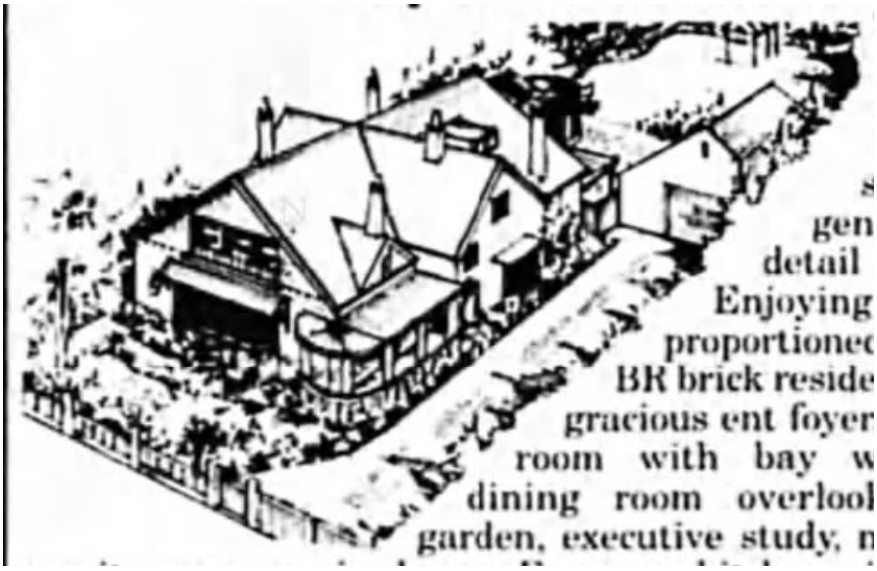



*Figure 5. Illustration of the Haarlempublished in The Age, as part of a sales advertisement, 1999 (Source: Age, 18 Sep 1999:213)*

## Description

Haarlem, 32 Rockley Road, South Yarra is located on the east side of Rockley Road, north of Toorak Road, and mid-way between Chapel Street and Williams Road. The rectangular site is accessed by a driveway at the southern end of the street boundary and pedestrian entries are located at the northern and southern ends of the street boundary. The house is setback behind a front garden.

Designed in the Arts and Crafts stye of the early interwar period, Haarlem is a red brick and roughcast rendered attic-storey house with dominant slate-clad gabled roofs. The asymmetrical principal elevation is dominated by a broad timber shingle-clad gable end and an adjacent deep corner porch which curves around the south-western corner of the house and terminates at a large side gable. The porch has a hit and miss red brick base and substantial roughcast rendered rectangular columns and exposed rafters supporting the roof. At the front gable, a triple sliding sash window set is placed above a large polygonal timber-framed window bay with exposed rafter ends and bracketed slate-clad hood. A collection of tall

rendered tapered chimneys, with red brick crowns and tall chimney pots, rise above the gabled roof forms.

A slate-clad gabled roof brick garage stands at the south-eastern corner of the house and is likely an original or early structure. A rear addition has been made at the north-east corner of the house, a skylight has been inserted in the west side of the southern transverse gable, and a recent high brick fence, with reproduction wrought iron gates, has been constructed across the street boundary.

Key Features:

- Attic-storey house in the Arts and Crafts style of the early interwar period
- Brick house with roughcast render to upper walls
- Dominant slate-clad gabled roof forms
- Asymmetrical principal elevation with broad timber shingle-clad gable end
- Deep curved porch at the south-west corner, with hit and miss red brick base and substantial roughcast rendered rectangular columns and exposed rafters supporting the roof
- Large polygonal timber-framed window bay at the principal elevation with exposed rafter ends and bracketed slate-clad hood
- Tall rendered tapered chimneys, with red brick crowns and tall chimney pots
- Original or early slate-clad gabled roof brick garage at the south-eastern corner of the house.




*Figure 6. Aerial photograph of Haarlem, 32 Rockley Road, South Yarra (Source: Nearmap, dated 9 October 2024)*



*Figure 7. Haarlem, 32 Rockley Road, South Yarra, looking north-east from Rockley Road (Source: GJM Heritage, June 2024)*



*Figure 8. Front (western) elevation of Haarlem, 32 Rockley Road, South Yarra (Source: GJM Heritage, June 2024)*

## Intactness and Integrity

Haarlem at 32 Rockley Road, South Yarra remains substantially intact to its period of construction and retains a high degree of integrity as an attic-storey house constructed in the early twentieth century. More recent additions to the rear of the residence are not visible from the streetscape and do not diminish the appreciation of the property as an early twentieth century Arts and Craft-style house.

## Comparative Analysis

Following the land boom of the 1880s when the municipality experienced a period of unprecedented prosperity, growth and development, and the subsequent depression of the 1890s, the early twentieth century saw economic recovery and renewed residential and commercial development which continued into the interwar period. A substantial number of early twentieth century houses, including a number of attic-storey houses built in the 1910s, remain in the municipality in varying states of intactness to demonstrate this period of development. Haarlemat 32 Rockley Road, South Yarra, is distinguished by its dominant transverse gabled roof form, attic-storey, curved porch form with a 'hit and miss' red brick base and Arts and Crafts details.

Similar houses are included in the Heritage Overlay of the Stonnington Planning Scheme on an individual basis. Those located that are comparable to 32 Rockley Road, South Yarra include:

Former Player House, 333 Glenferrie Road, Malvern (HO262, 1918-19)



*Figure 9. 333 Glenferrie Road, Malvern (Source: GJM Heritage, Malvern Heritage Review, 2020)*

Wombalana, 704 Toorak Road, Malvern (HO343, 1910)



*Figure 10. 704 Toorak Road, Malvern (Source: <www.realestate.com.au/property/704-toorak-rd-malvern-vic-3144/>, accessed Oct 2024)*

9 Vincent Street, Glen Iris (HO608, 1915-16)



*Figure 11. 9 Vincent Street, Glen Iris (Source: Victorian Heritage Database)*

45 Lansell Road, Toorak (HO630, 1916)



*Figure 12. 45 Lansell Road, Toorak (Source: Victorian Heritage Database)*

Like Haarlem at 32 Rockley Road, South Yarra, the above houses were constructed in what is now the City of Stonnington in the early twentieth century. These houses exhibit a range of characteristics representative of the attic-style bungalow, including dominant roof forms and gable ends, attic-storeys, tall chimneys, generally asymmetrical principal elevations, and Arts and Crafts details such as roughcast render, timber shingles or timber strapping, exposed rafters, timber-framed window sets, and window hoods. Like the above examples, 32 Rockley Road, South Yarra retains a high degree of integrity to its period of construction and remains highly intact, to demonstrate a range of characteristics of an early twentieth century attic-style house in the City of Stonnington.

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## Assessment Against Criteria

Criteria referred to in *Planning Practice Note No. 1: Applying the Heritage Overlay* (Department of Environment, Land, Water and Planning, August 2018), modified for the local context.

***CRITERION A:*** *Importance to the course or pattern of the City of Stonnington's cultural or natural history (historical significance).*

Haarlem at 32 Rockley Road, South Yarra has strong associations with the development of the municipality in the early twentieth century. This period of development transformed the built environment and social character of the area when substantial mansion estates were subdivided to create high quality, higher density residential development. Constructed on land that formed part of the 1908 Howey Estate subdivision, Haarlem at 32 Rockley Road clearly illustrates this important phase of development in the City of Stonnington.

***CRITERION B:*** *Possession of uncommon, rare or endangered aspects of the City of Stonnington's cultural or natural history (rarity).*

N/A

***CRITERION C:*** *Possession to yield information that will contribute to an understanding of the City of Stonnington's cultural or natural history (research potential).*

N/A

***CRITERION D:*** *Importance in demonstrating the principal characteristics of class of cultural or natural places or environments (representativeness).*

Haarlem at 32 Rockley Road, South Yarra is a fine and substantially intact representative example of an attic-storey house in the Arts and Crafts style of the early twentieth century. It displays typical characteristics of this style including dominant slate-clad gabled roofs, asymmetrical principal elevation with broad timber shingle-clad gable end and curved corner porch, large polygonal timber-framed window bay with slate-clad hood, rough cast rendering to red brick walls and columns, tall rendered chimneys, exposed rafters and rafter ends, hit and miss brickwork and associated original or early brick garage with slate-clad gabled roof.

***CRITERION E:*** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance).*

Haarlem at 32 Rockley Road, South Yarra is a finely executed interpretation of the Arts and Crafts style of the early twentieth century. The refined detailing, including a broad main gable with timber shingle-cladding, deep curved corner porch with exposed rafters and hit and miss brick base, large polygonal bay window with slate-clad bracketed hood, tall tapered chimneys with tall terracotta pots, presents a highly resolved expression of this architectural style.

***CRITERION F:*** *Importance in demonstrating a high degree of creative or technical achievement at a particular period.*

N/A

***CRITERION G:*** *Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing cultural traditions (social significance).*

N/A

***CRITERION H:*** *Special association with the life or works of a period, or group of persons, of importance in the City of Stonnington's history (associative significance).*
N/A

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## Grading and Recommendations

It is recommended that the place be included in the Heritage Overlay of the Stonnington Planning Scheme as a locally significant heritage place (HO803).

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) to the Stonnington Planning Scheme:

| | |
|---|---|
| **External paint controls**<br>*Is a permit required to paint an already painted surface?* | No |
| **Internal alteration controls**<br>*Is a permit required for internal alterations?* | No |
| **Tree controls**<br>*Is a permit required to remove a tree?* | No |
| **Solar energy system controls**<br>*Solar energy system controls apply?* | Yes |
| **Outbuildings and fences exemptions**<br>*Are there outbuildings or fences which are not exempt from notice and review?* | No |
| **Victorian Heritage Register**<br>*Is this place included on the Victorian Heritage Register?* | No |
| **Prohibited uses may be permitted**<br>*Can a permit be granted to use for a use which would otherwise be prohibited?* | No |
| **Aboriginal heritage place**<br>*Is the place an Aboriginal heritage place which is subject to the requirements of the* Aboriginal Heritage Act 2006? | No |
| **Incorporated Plan**<br>*Does an incorporated plan apply to the site?* | No |

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## Extent of Overlay

To the extent of the property boundary, as shown in Figure 13 below.




## References

Google Street View.

Landata Victoria, Central Plan Office, historical aerial photography.

Museums Victoria, item numbers as cited.

Nearmap.

Prahran Rate Books (RB), Toorak Ward, as cited.

Prahran Valuation Records.

Sands and McDougall Directories (S&M), various.

State Library of Victoria (SLV), ID numbers as cited.

Stonnington History Centre (SHC), Summary for Reference number SHC60078: 'Rockley Gardens 1856 to 1954' compiled by Ellen Porter 2011.

*The Age*.