

The MERRILANDS
GARDEN SUBURB

MERRILANDS - the Garden Suburb



The Main Roads converge at the centre of the suburb, where they will form the civic centre, round which will be clustered the principal municipal buildings, and which will occupy the highest point of the city, thus being visible above the rest of the city. The churches will also occupy high positions with the same result. The schools will be grouped at the education centre, arranged on the same plan as the civic centre.

When traversing any of the main thoroughfares towards the civic centre, the view will be closed by one or other of the prominent municipal edifices, such as the Town Hall, Post Office, Court House, Public Library.

The social centre will be in the heart of the residential area and close to the tram route. Here the club and a picture theatre will be placed, with an extensive children's playground in front and tennis courts, bowling greens, etc., at the rear, so that business people need not return to the scene of their labors to reach it, but can spend an enjoyable evening in surroundings specially congenial after the bustle of the day.

Examining the design in detail, we find that there is a broad thoroughfare, Hughes Parade, running from the

site which was provided when the railway was laid down for the purposes of a station, direct to the centre of the suburb, then turning west along what may be termed the axis, and then in a north-westerly direction on to the road now known as Mahoney's Road, but which may one day be one of the main connecting links between the northern suburbs. The axial portion of Hughes Parade is connected with the sections to the south by three other main avenues of traffic. From its eastern extremity two roads diverge—one, Allenby Avenue, runs in a south-easterly direction and taps the area round Preston Reservoir—the second, Botha Avenue, in a south-westerly direction towards the proposed tramway extension to Edwardes Park, and still another important road—Massey Avenue—runs in a south-easterly direction from the western extremity of the axial portion of Hughes Parade towards the same tram route.

The Merrilands Tramway Scheme.

The present terminus of the electric tram is in Gilbert Road at Regent Street, but there is now a movement on foot to extend this north as far as Edwardes Park. The Merrilands Tramway Scheme is to make this tramway branch at this point—the eastern branch following up Sydney Grove and Botha Avenue, and then westerly along Hughes Parade,



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the western branch following Massey Avenue and junctioning with the eastern branch at the intersection of that street with the Parade. The tram will thus form a huge loop through the suburb and this, combined with the direct road leading from the station and only half a mile in length, should fulfil the intention of the designer in making this portion of the Estate the real business centre of the district.

The Edwardes Park and Lake Area—What it Means to Merrilands.

It is a notable fact—and at the same time a fitting example of the need for town-planning and its utter absence in residential developments in the past—that the northern suburbs, embracing a population of about 400,000 souls, lack any recreation spaces worthy of the name. There is no place suited to the accommodation of even a moderate crowd wishing to spend its spare time in the fresh air in desirable surroundings. Residents of these suburbs are forced to journey to the bay frontage or to the country to find a spot at which an outing can be enjoyed. The need has been at last recognised and the Edwardes Park and Lake Area is the result.

The Edwardes Park and Lake Area will embrace 36 acres and will include a magnificent lake bordered by an embankment shaded with noble trees. The Park in its completed state will be a place of exquisite beauty—a breathing space that can never be encroached on and a permanent source of health and happiness to residents in the surrounding districts. To get a correct impression of the possibilities of the Edwardes Park and Lake Area in reference to these districts, it is only necessary to consider what the Ballarat Park and Lake meant to Ballarat—what they have given in pleasure to the inhabitants—what thousands of visitors they have attracted, and last, but not least—the great increase in values they have caused in the case of contiguous land. Then remember that the Edwardes Park and Lake Area is a definite fact—not an airy scheme—that the work of completion is being pushed on with all possible despatch, and that the *Edwardes Park and Lake Area is only a stones throw from Merrilands Garden Suburb.* In addition, there will be no less than 53 acres of Merrilands itself devoted to parks. These have been distributed as evenly as possible over the Estate, and are intended principally for use as children's playgrounds.



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*The Site—An Elevated Plateau of
1056 Acres.*

There is no need for expert knowledge to appreciate the essential suitability of the Merrilands site for a town-planning project. It consists of an elevated plateau comprising 1056 acres. The ground slopes slightly to the centre ground, just sufficiently to break the monotony attached to a dead level surface. The views toward all points of the compass are inspiring in their spaciousness, and the height of the site gives a freshness and "zip" to the atmosphere which speaks volumes for the health of future residents. This area has escaped the notice of the "jerry-builder," so that Merrilands will be given an absolutely "clean" start. There will be no past mistakes to rectify before starting operations.

Seven Miles from Melbourne.

Merrilands is just about seven miles from Melbourne, the southern boundary being close to the Preston Reservoir Station. Essendon, Coburg and Preston Districts are rapidly approaching the congested stage of settlement, so that Merrilands is the nearest building site of any import north of Melbourne. On looking towards the city there is abundant proof of the steady advance of building operations on all sides; and

it is not hard to imagine that thickly settled areas will extend right to the boundaries of Merrilands in the near future: nor is it difficult to understand how soon it will be when home-builders will be eagerly seeking lots at this favored spot.

*Ample Provisions for the Protection of Future Residents
Have Been Made.*

The contracts provide that only one house may be built on each lot, and also that no business places shall be erected except in certain specified areas. In this manner a good residential locality can not be spoiled by the erection of shops, as has been permitted in St. Kilda Road and other localities round Melbourne. The municipal bye-law also provides that residences must be built at least 15 feet back from the street alignment. Taking this in conjunction with the minimum value of houses insisted on ensures the beauty of the residential streets. The segregation of business sites should ensure the prosperity of these, and the general lay out should make Merrilands a suburb in which it is a pleasure to dwell.



General Plan of MERRILANDS Garden Suburb

Designed and executed by *Saxil Tuxen*
Licensed Surveyor
Melbourne
Oct. 1919



This Locality Plan of Merrilands Garden Suburb shows its unquestionably suitable situation in relation to the accommodation of Melbourne's ever-spreading population.

Essendon, Coburg, and Preston are fast becoming congested. The northerly trend of settlement has already reached the Fringe of Merrilands — and Merrilands, scientifically surveyed and subdivided to give happy, healthy living conditions to a population of thousands; with Railway and Tram Service to its doors, with ample Transit Facilities in the shape of good Main Roads, is ready waiting.

SOLE AGENT:
T. M. Burke,



THE FIRST LAND SALE IN MELBOURNE. An Interesting Historical Event

Allotments Sold by Public Auction, with the names of the Purchasers and of the Prices, June 1, 1837. The long allotments are 1 chain in front and about 5ft. deep. The square allotments are 2 chains in front of one street and 2 chains 37 1/2 links to the other.

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| Lot 18 Sale Price, £41. Thos. Walker. | Lot 11 Sale Price, £10. Mercer. |
| Lot 17: Sale Price, £40. Thos. Walker. | Lot 10 Sale Price, £55. Thos. J. Weatherby. |
| Lot 15: Sale Price, £39. Thos. Walker. | Lot 9 Sale Price, £69. Jas. Connell. |
| Lot 13: Sale Price, £36. Jno. P. Fawkner. | Lot 8 Sale Price, £87. E. W. Bowerman. |
| Lot 12: Sale Price, £36. Wm. Hutton. | Lot 7 Sale Price, £50. Ebden. |
| Lot 11: Sale Price, £35. Henry Smith. | Lot 6 Sale Price, £45. Ebden. |

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| Lot 18 Sale Price, £20. Jas. Smith. | Lot 11 Sale Price, £30. Henry Hoddle. |
| Lot 17: Sale Price, £23. Thos. Walker. | Lot 10 Sale Price, £24. Henry Hoddle. |
| Lot 16: Sale Price, £23. D. Guillan. | Lot 9 Sale Price, £42. Jno. Highett. |
| Lot 15: Sale Price, £23. Wm. Evans. | Lot 8 Sale Price, £41. Thos. Brown. |
| Lot 14: Sale Price, £21. Horatio Cooper. | Lot 7 Sale Price, £23. Thos. Brown. |
| Lot 13: Sale Price, £20. John Hughes. | Lot 6 Sale Price, £23. Robt. Fleming. |

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| Lot 18 Sale Price, £20. Jos. Moore. | Lot 11 Sale Price, £28. Barry Cottar. |
| Lot 17: Sale Price, £20. J. H. Lancey. | Lot 10 Sale Price, £28. Chas. Swanston. |
| Lot 16: Sale Price, £19. Darke. | Lot 9 Sale Price, £26. John Woods. |
| Lot 15: Sale Price, £20. Jas. McDonald. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 14: Sale Price, £20. Jas. Hill. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 13: Sale Price, £20. Jas. Hill. | Lot 6 Sale Price, £20. H. Howie. |

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| Lot 20 Sale Price, £46. Geo. Smith. | Lot 9 Sale Price, £69. Jas. Connell. |
| Lot 19 Sale Price, £50. Pres. Noddy. | Lot 8 Sale Price, £87. E. W. Bowerman. |
| Lot 18 Sale Price, £41. Thos. Walker. | Lot 7 Sale Price, £50. Ebden. |
| Lot 17: Sale Price, £40. Thos. Walker. | Lot 6 Sale Price, £45. Ebden. |
| Lot 16: Sale Price, £40. Thos. Walker. | Lot 5 Sale Price, £41. Ebden. |
| Lot 15: Sale Price, £39. Thos. Walker. | Lot 4 Sale Price, £42. Geo. Lilly. |

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| Lot 20 Sale Price, £28. T. Coombes. | Lot 9 Sale Price, £42. Jno. Highett. |
| Lot 19 Sale Price, £46. Vaughan. | Lot 8 Sale Price, £41. Thos. Brown. |
| Lot 18 Sale Price, £20. Jas. Smith. | Lot 7 Sale Price, £23. Thos. Brown. |
| Lot 17: Sale Price, £23. Thos. Walker. | Lot 6 Sale Price, £23. Robt. Fleming. |
| Lot 16: Sale Price, £23. D. Guillan. | Lot 5 Sale Price, £23. John Piers. |
| Lot 15: Sale Price, £23. Wm. Evans. | Lot 4 Sale Price, £30. Hugh McLean. |

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| Lot 20 Sale Price, £18. Henry Batman. | Lot 9 Sale Price, £26. John Woods. |
| Lot 19 Sale Price, £18. Gilbert Marshall. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 18 Sale Price, £18. Henry Batman. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 17: Sale Price, £18. Henry Batman. | Lot 6 Sale Price, £20. H. Howie. |
| Lot 16: Sale Price, £18. Gilbert Marshall. | Lot 5 Sale Price, £18. Geo. Scarborough. |
| Lot 15: Sale Price, £19. Synnott. | Lot 4 Sale Price, £19. Synnott. |

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| Lot 18 Sale Price, £42. B. Willis. | Lot 9 Sale Price, £42. Jno. Highett. |
| Lot 17: Sale Price, £23. John Batman. | Lot 8 Sale Price, £41. Thos. Brown. |
| Lot 16: Sale Price, £19. Mich. Pender. | Lot 7 Sale Price, £23. Thos. Brown. |
| Lot 15: Sale Price, £21. Wm. Sharpe. | Lot 6 Sale Price, £23. Robt. Fleming. |
| Lot 14: Sale Price, £20. Thos. Napier. | Lot 5 Sale Price, £23. John Piers. |
| Lot 13: Sale Price, £20. John Piers. | Lot 4 Sale Price, £30. Hugh McLean. |

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| Lot 18 Sale Price, £34. Michael Carr. | Lot 9 Sale Price, £35. L. McAlister. |
| Lot 17: Sale Price, £23. John Batman. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 16: Sale Price, £19. Mich. Pender. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 15: Sale Price, £21. Wm. Sharpe. | Lot 6 Sale Price, £20. H. Howie. |
| Lot 14: Sale Price, £20. Thos. Napier. | Lot 5 Sale Price, £18. Geo. Scarborough. |
| Lot 13: Sale Price, £20. John Piers. | Lot 4 Sale Price, £19. Synnott. |

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| Lot 18 Sale Price, £34. Michael Carr. | Lot 9 Sale Price, £35. L. McAlister. |
| Lot 17: Sale Price, £23. John Batman. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 16: Sale Price, £19. Mich. Pender. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 15: Sale Price, £21. Wm. Sharpe. | Lot 6 Sale Price, £20. H. Howie. |
| Lot 14: Sale Price, £20. Thos. Napier. | Lot 5 Sale Price, £18. Geo. Scarborough. |
| Lot 13: Sale Price, £20. John Piers. | Lot 4 Sale Price, £19. Synnott. |

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| Lot 18 Sale Price, £48. Michael Carr. | Lot 9 Sale Price, £35. L. McAlister. |
| Lot 17: Sale Price, £23. John Batman. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 16: Sale Price, £19. Mich. Pender. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 15: Sale Price, £21. Wm. Sharpe. | Lot 6 Sale Price, £20. H. Howie. |
| Lot 14: Sale Price, £20. Thos. Napier. | Lot 5 Sale Price, £18. Geo. Scarborough. |
| Lot 13: Sale Price, £20. John Piers. | Lot 4 Sale Price, £19. Synnott. |

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| Lot 19 Sale Price, £48. Michael Carr. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 18 Sale Price, £42. B. Willis. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 17: Sale Price, £23. John Batman. | Lot 6 Sale Price, £20. H. Howie. |
| Lot 16: Sale Price, £19. Mich. Pender. | Lot 5 Sale Price, £18. Geo. Scarborough. |
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| Lot 19 Sale Price, £48. Michael Carr. | Lot 8 Sale Price, £45. Henry Howie. |
| Lot 18 Sale Price, £42. B. Willis. | Lot 7 Sale Price, £29. H. Howie. |
| Lot 17: Sale Price, £23. John Batman. | Lot 6 Sale Price, £20. H. Howie. |
| Lot 16: Sale Price, £19. Mich. Pender. | Lot 5 Sale Price, £18. Geo. Scarborough. |
| Lot 15: Sale Price, £21. Wm. Sharpe. | Lot 4 Sale Price, £19. Synnott. |

A comparison of Melbourne Land Values in 1837—and now. Here are just a few striking instances of the increase in values that is possible in a new growing community. The Lot marked No. 5; Block 13, on the accompanying Subdivisional Plan, was purchased for £23. We bought the same Block for £22,000, with the area a great deal less than is shown on the plan. The Lot marked No. 17; Block 4, was purchased for £23. The Commonwealth Bank bought the same Block for £95,000. These two recent transactions show the truth and wisdom of the principle enunciated by the late President Roosevelt, when he said:—"To invest in well-selected Land in a Growing Community is to adopt the best means of ensuring Financial Independence."



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An Example of the Huge Increase in Melbourne Land Values.

We reproduce in this booklet portion of the sub-divisional plan issued in 1837 in connection with the first land sale held in Melbourne. It is decidedly interesting, and at the same time very instructive, to scan this plan and make a comparison between the values in 1837 of land situated in the centre of the present City of Melbourne, and present-day values.

It will be noticed that blocks which then brought prices ranging from £20 to about £50 (with a frontage of 1 chain by a depth of 5 chains) are in many cases now readily saleable at over £1000 per foot, and at limited depth.

The original purchasers never imagined for one moment that Melbourne would develop into such an important centre as it has, and it is quite possible—in fact, it is absolutely certain, that as population spreads out in Australia, other cities will spring into being, and a proportionate increase in land values will take place at no distant date.

The Boundless Development Possibilities of the Commonwealth.

It is sometimes lost sight of that Australia is a continent quite as large as the U.S.A., while its population is little more than equivalent to that of one of the great American or European cities. Such a state of things is a most unusual phenomenon, and cannot possibly continue. Australia is the last white man's country left in which there is ample room for millions more inhabitants, and the next few years must see the tide of immigration flowing to it. Then will be witnessed what was a common spectacle in America not so long ago, and in Australia in "the early days," viz., towns springing into being almost overnight, and land bringing almost as much per foot as it formerly brought by the acre.

It is the people who have the foresight to secure well-selected land now that will reap the benefit—people who have the wisdom to assess the present opportunity at its proper value, and to act accordingly.



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The Future of Merrilands.

Of course, we do not wish to draw a direct parallel between the actual Increases in the Value of Land in the City of Melbourne with the prospective immediate Increase in the Value of Land at Merrilands Garden Suburb, but at the same time it is well worth considering the Rise in Values in the last few years of Land in places such as Chapel Street, Prahran; Glenferrie Road, Malvern; and at Glenferrie. Consider what the standard of prices was in these centres 20 years ago, and what it is *now*. Then consider the advantages Merrilands Garden Suburb possesses in situation—its suitability as the Site for a thriving Residential and Business Centre—the Prominence it will possess on account of its Scientific Planning—the Huge margin of Increase that is Per-

mitted by the low Prices at which lots are Priced, and you'll admit that the most conservative mind could not class Merrilands as anything but an absolutely Safe and Profitable investment.

Buy for Your Children.

The children's financial future is the directing force of the average family-man's efforts. Why not safeguard *your* children's future by investing in well-selected Land now? The children of the early Buyers of Melbourne Property were ensured a Big income as the result of their parents' foresight, and their descendants will possess an asset of ever-increasing value. Protect your children from possible Financial pressure when you are gone. Secure Land at Merrilands without delay.

SOLE AGENT:

T. M. Burke,



340 Collins Street, Melbourne.

Telephone:—6294.

MERRILANDS - *the Garden Suburb*



The Completeness of the Transit Facilities.

As has been said, the southern boundary of Merrilands is only a short distance from Preston Reservoir Station. At the north-eastern corner is the site reserved by the railway authorities for the new Merrilands Station. The Electric Tram is even now being extended along Gilbert Road, and it is certain that the extension will reach right to the Edwardes Park and Lake Reserve, which is only a stone's throw from Merrilands. Thus three of the four corners of the site will be directly served by either tram or train.

Why YOU Should Buy Land at Merrilands Garden Suburb

Population in Melbourne is increasing more rapidly than it can be accommodated. People are going further and further out in search of living space, and Merrilands is the next site that will absorb the human trend northward. That this is recognised is shown by the fact that there is a movement afoot to convert Preston Reservoir into a distinct municipality—that Electric Light will be laid on at Preston Reservoir in a few months—that the sewerage system will shortly reach Regent (the next station), and that a water main already extends along the northern boundary.

The Best Possible Land Investment.

Taking into consideration the immeasurable addition to values the planning of Merrilands will produce, there is no safer or more profitable procedure than the purchase of Merrilands lots now. You've only to look round at the residential developments and the huge increase in values in all suburbs during the past five years to realise the unique prospects ahead of Merrilands in the near future. Then remember the prices and the ridiculously easy terms:

Large Lots from £50.

No Deposit—£1 Monthly.

(5% Interest on Balance Outstanding.)

Just a few shillings a week for a Lot! Values going up all the time, you getting the benefit without cash outlay! Surely you will not miss such an opportunity? Get in on the ground floor—choose your Lot to-day. Plans and particulars from

SOLE AGENT:

T. M. BURKE,

340 Collins Street, Melbourne.

Telephone 6294.



MERRILANDS - the Garden Suburb



Telephone: Central 5125.

VICTORIAN TOWN-PLANNING ASSOCIATION.

57-59 Swanston Street, Melbourne, 13th Sept., 1919.

T. M. Burke, Esq., Collins Street, Melbourne.

Dear Sir,—

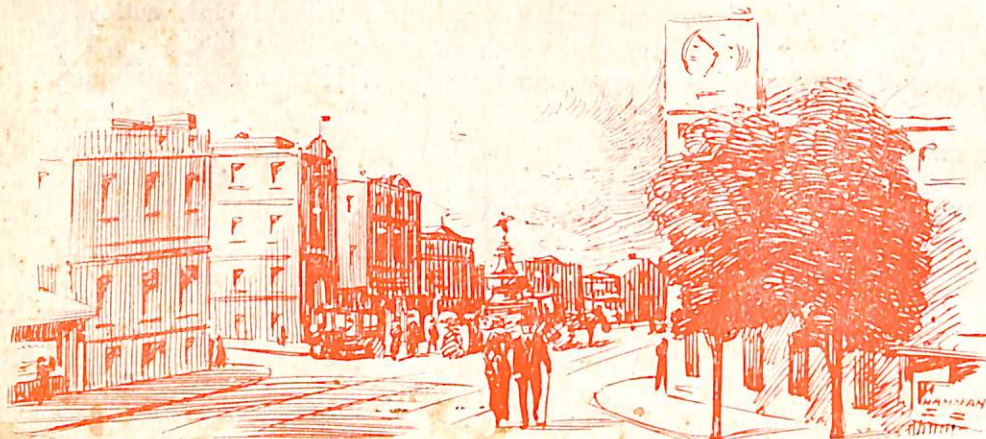
At a meeting of the Council held on Thursday, Mr. Tuxen laid before it the plans of the Subdivision of Merrilands Estate, and my Council desired me to write you expressing its satisfaction that such a large area was to be subdivided on modern Town Planning lines.

Yours faithfully,

(Signed)

WM. M. CAMPBELL,

Honorary Secretary.



The above is a copy of the letter received by Mr. T. M. Burke from the Victorian Town Planning Association in reference to the Plan of Merrilands Garden Suburb.