Henry Krongold and Lincolnville: Tracing the Development of a New Residential Estate in Post-War Suburban Melbourne

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The city of Melbourne is one significantly shaped by the activities of private land developers, who undertook the subdivision, planning, and sale of real-estate estates which now comprise the bulk of extant suburbs. A number of these estates were highly speculative in nature, reflecting renewed public interest in real estate following each of the two World Wars: the suburb of East Keilor, Melbourne, contains such subdivisions originating in each era. A sig-nificant western portion of East Keilor includes what was once known as the Milleara Estate, a ‘garden suburb’ commissioned by realtor Henry Scott and planned by Walter and Marion Griffin. This estate was designed, planned, and put on the market in the mid-1920s, capitalising on a real estate boom lat-er thwarted by the Great Depression and World War II. While the estate’s development stagnated into the 1960s—owing to institu-tional dissatisfaction with internal reserves archetypal of the Griffins and their garden city ethos—farmland nearby began to flourish with houses under the banner of ‘Lincolnville’. The area of Lincolnville was a joint interest of Polish-Jewish businessman Henry Krongold and barrister Maurice Ash-kanasy. Krongold, noteworthy within Melbourne’s hosiery and carpet indus-tries, had not previously entertained land development as a business interest, and knew little of it. Despite this, the Lincolnville venture proved highly suc-cessful on the basis of numerous land releases and completed sales. The area of Lincolnville now occupies a significant portion of East Keilor, and has seamlessly melded with the surrounding suburban landscape, losing overt identifiers of its prior moniker. This paper outlines the development of Lin-cohnville, highlighting a little-known historical narrative and reiterating the role of private development in contributing to the post-war suburban landscape. This paper additionally situates Krongold as a figure of interest in the development of Melbourne’s post-war fringe, alongside the Polish-Jewish émigré developer Stanley Korman.

Keywords — Henry Krongold; subdivision; suburban development; East Keilor; Melbourne.

INTRODUCTION

‘Could you point out to me where there is land available on this map?’ I looked at it and lowered my hand onto one part.
‘Why there?’ he asked.
‘Because it’s empty.’
‘You’re right. It’s Keilor.’ (Mitchell 2003, p. 111)

Until the cessation of the Second World War, suburban development in Melbourne was predominate-ly a phenomenon occurring along existing transport routes, generally of a fixed rail variety. It was not until the post-war era that the car began to shape the nature of Melbourne’s suburbs, allowing access to tracts of land previously located a considerable distance away from tram and train lines (Goodman, Buxton & Moloney 2016). Further still, Melbourne’s growth occurred in a lopsided manner, with the allure of the bay and salubrious mountain ranges drawing the populace in an eastern and southerly sense (Rich & Young 1988). It was during this time that the suburb of East Keilor remained predo-minate-ly agricultural land: it had previously been located at too much of a distance from the better-serviced suburb of Essendon, and it lacked the essential infrastructure that would accommodate a housing development. The adjacent Milleara Estate, the last Australian housing estate designed by the Griffins, had been sold many decades prior but went undeveloped due to municipal conflicts over what was deemed surplus, and difficult to maintain, parkland (Clarke 1963, p. 7). Industrial activity also typified the northern and western suburbs, especially as manufacturing firms relocated to green-field sites in the advent of a post-war manufacturing boom, underlying the heightened development of Melbourne’s northern and western fringes for residential use (Meen et al. 2016). This proved es-cially fruitful for development undertaken by private interests.

The era described was one heavily shaped by private developers, operating at myriad scales—from small, single releases of land, to larger and more elaborate designed estates—not dissimilar to the pre-viously seen boom-time of the 1880s; advertisements would outline features or characteristics envi-sioned to set the estate apart from other residential areas. This paper contends that suburban land-arges have, over time, melded together, in turn discarding the branded identities thrust upon them by speculative developments corporations. The significance of distinct identifiers—locally-specific names, or particularities of urban form or infrastructure—is understood to diminish over time; whether driven by corporate interest or individual desire, the developer so integral to the process is too forgotten.

Henry Krongold, a Polish Jew, arrived from a war-torn Europe in 1941 to this Melbourne (‘Public notice of application for naturalisation’, The Age 13 September 1945, p. 11). It was then a city with vast holdings of farmland—and some undeveloped estates—punctuating rows of brick and weather-board homes. Having quickly established a strong presence in the textile industry as an astute busi-nessman, he retired and turned his interests to development, and quickly capitalised on the availability of land in close proximity to existing residential areas. He did so in a fashion not dissimilar to Stanley Korman, sharing not only their ethnic backgrounds, religions, and professional concerns, but also a desire to manifest their business acumen as a fixture of the urban landscape (Legislative Assembly 1967; Spearritt & Young 2007). Whilst Korman’s work under the Chevon moniker stretched from the fringe suburb of Gladstone Park to the Gold Coast, Krongold’s efforts were comparatively mini-nal, yet still significant, with the establishment of an estate called Lincolnville. Further ventures were undertaken locally, albeit unsuccessfully. However, what remains of Krongold’s estate is a suburb almost indistinct from the surrounding residential areas of Niddrie and Avondale Heights. Lincolnville continues to exist today, although no longer branded as such; rather, it is a significant portion of East Keilor’s inhabitable land, demonstrating the lasting effect of private development interests upon Mel-bourne’s suburban landscape.

EAST KEILOR… OR WEST ESSENDON?

The suburb of East Keilor is located approximately fifteen kilometres from the central business district of Melbourne [fig. 1]. Its eastern border is marked by Steele Creek, a tributary to the Maribyrnong River. This river flows along the western border of East Keilor and Avondale Heights. Whilst re-referred to as ‘East Keilor’ within this work, it is known by a range of other names, including West Keilor, West Essendon, Keilor, Keilor East, Niddrie, and Avondale Heights.

The numerous names for the area seemingly reflect the blurred boundaries between the area of interest and those suburbs surrounding it, in addition to early inconsistencies prior to the establishment of a consistent name for the area. The Griffin-designed Milleara Estate, previously known as City View Estate, is located to the immediate west of Krongold’s East Keilor development (‘Look into the future : You’ll see a Fortune’, Table Talk 15 December 1927, p. 38).

The northern and southern portions of this estate are disconnected due to the use of land in-between for military
The Lincolnville Estate emerged in the shadow of Milleara, and in a time following the establishment of the nearby Highland Park Estate. Lincolnville was the pet project of Polish-Jewish businessman Henry Krongold. After studying art in Warsaw as a youth, he arrived in Australia as a refugee in 1941; by 1945, he had naturalised as an Australian citizen, and by the early-to-mid 1950s, oversaw a carpet and hosiery empire after years of labouring on the factory floor (Kearns 1993, p. 6). A measured and confident businessman, and especially not one content to retire following the sale of his firm Charmaine Hosiery, Krongold turned his hand to development. Krongold and his father-in-law had purchased land initially in Mount Waverley, and later in Glen Waverley and Blackburn, on which to build houses and then sell. The investments proved lucrative and the two continued such activities under the name ‘Sycamore Building Company’, named so as the timber appealed to Krongold; an American flavour can be detected in this, as well as the use of ‘Lincoln’ in name for both the company and development, although the latter was chosen by Krongold’s compatriot and business partner, Maurice Ashkanasy QC (Mitchell 2003). At the time, developers were not required to offer sealed roads, drainage, or sewerage, which Krongold cited as a factor in his interest (Mitchell 2003). An interest in engaging in such activity on a larger scale drew them to Keilor, at the time—the mid 1950s—merely farmland dotted with basalt boulders, with only the Highland Park Estate (The Age 14 September 1957, p. 40) under way (a site on Woorite Place had also been selected for the Essendon Grammar School); the affordable and family-oriented Apex Estate was also in progress, albeit located further south in Avondale Heights, previously considered West Maribyrnong (‘Family Pays for Home De-posit Plan’, The Age 29 July 1957, p. 9; The Age 27 April 1957, p. 7). Another subdivision was advertised in 1959 with its name, City View Estate, taken from the working name of Milleara, or per-haps the physical qualities of the area (The Age Wednesday 11 May 1960, p. 31). Whether this actual-ly took place is unclear as a hand-drawn image of the site featured in the advertisement does not corre-spond with known form of the area. Subdivision sites for the East Keilor area are depicted below [fig. 2] for clarity:

**Establishing Lincolnville**

![Figure 1: Approximate position of East Keilor within Melbourne, with Lincolnville Estate high-lighted in red.](image1)

![Figure 2: Subdivisions in the East Keilor area. Own image.](image2)

Figure 1: Approximate position of East Keilor within Melbourne, with Lincolnville Estate high-lighted in red.
It was in this same time period that Krongold became involved in a set of development interests which mirrored closely the activities of Stanley Korman: Korman operated a group of companies beneath the Chevron umbrella, with a particular interest in hotels and subdivisions (Rickard 2013). Korman hailed from Radom, whilst Krongold was born in Łódź both nestled in central Poland at even distances from Warsaw (Jenkins 2015; Krongold 2003). Krongold found success with his lossoy firms Charmaine and Schiaparelli, as well as his Dandenong-based Capital Carpets group; Korman had similar interests, having initially worked at a lossoy mill before establishing his own lossoy firm in Brunswick, the Centenary Woollen Mills (Jenkins 2015). Having sold the factory in 1948, Korman turned his in-terests towards hotel development, inspired by a visit to Miami, Florida: this manifested in considera-ble investment in Gold Coast real estate towards the late 1950s, including the creation of Chevron Is-land canal estate, as well as the Chevron Hotel (Spearritt & Young 2007). Krongold similarly flew to the Gold Coast in 1957 and purchased property there, intending to develop housing with canals: the plan ‘came to naught’ and the land was later sold at a profit (Krongold 2003). Korman’s firm, Stanhill—a portmanteau of his name, and that of his brother Hiel—also demonstrated an interest in development closer to home (Clarke, Dean & Oliver 2003). This included the 750-acre Banyule Estate in Heidelberg, previously a rural homestead (Heidelberg Historical Society 2011). The firm also pur-chased a much larger site near Broadmeadows which would become Gladstone Park, mistakenly re-ferred to as Keilor in one newspaper article (‘Stanhill Housing Plan Finally Approved by Heidelberg Council’, The Age 15 July 1959, p. 3). These relatively unexplored Stanhill developments warrant further historical analysis beyond the scope of this work. Given these similarities, it is clear that the busi-ness interests of Korman and Krongold circulated within similar spheres, rendering Krongold a figure worthy of study.

The land was originally owned by the Fox family, who had long established such operations in the area (‘Alleged Theft of Hay’, The Essendon Gazette and Keilor, Bulia and Broadmeadows Reporter 18 November 1915, p. 1). The family had deemed it surplus to their grazing needs, but perhaps they were keenly aware of the approaching urban creep. Krongold’s business partner, Askhanasy, was wary of the investment; despite his experience in past developments, he suggested a syndicate of buy-ers should purchase the land, mitigating risks and sharing the cost amongst five or six others. Kron-gold, however, was quietly confident: ‘Because if the land is good we should buy it ourselves. And if it’s bad, I wouldn’t want to get anybody into it’ (Mitchell 2003, p. 111). Askhanasy’s eventual agree-ment paid off: an Askhanasy Reserve now sits at the corner of David Avenue and Rachelle Road. The development took place slowly, but continued at a consistent rate, with almost twenty commercial and residential land releases between 1959 and 1977. By 1963 alone, 1300 residential allotments had been sold (‘Shop Sites Sold in East Keilor Estate’, The Age 13 May 1963, p. 10). The fifteenth release of the estate occurred in 1965, demonstrating rap-id progress in subdivision (‘Lincolnville Estate’, The Age 21 August 1965, p. 48). This did not equate with the provision of infrastructure, however, as street lighting was not provided (‘Progress — with out man power’, Broadmeadows and Keilor Observer 1 May 1963, p. 8). Rosehill Road and Keilor Road remained the only road connections between Essendon and Niddrie (‘Pedestrian hazard in East Keilor’, Broadmeadows and Keilor Observer 1 May 1963 p. 4). Growth initially localised around Dinah Parade, named for Krongold’s wife: a hotel-motel was suggested for a lot at the corner of Di-nah Parade, Rachelle Road, and Byron Avenue, with ‘the council [old] that such a service was ur-gently needed because there was rapid expansion of popu-lation in the area. … Cr D. Wilson said some people might be against the erection of the hotel-motel but as the area was indeed growing, such services were necessary’ (‘Motel plan okayed’, Broadmeadows and Keilor Observer 16 May 1962, p. 2).

Over time, subdivision activity inched north towards Woorite Place and the Calder, with many streets also named for his close relations (as well as himself, and the company): Lincoln Drive, Henry Street, Ronald Grove, Dennis Avenue, Paul Avenue, Byron Avenue, Rebecca Place, and Bernard Court and Eta Avenue, named for Dinah’s parents, which ‘mod to each other across a little creek’ (Mitchell 2003, p. 112). It can be assumed the names Rachelle, Heather, Neal, Cohen, David, and Patricia, were also significant to Krongold, or the local area, in some way. It is difficult to locate a street in this sec-tion of Keilor East which bears a name not significant to Krongold (fig. 3).

TRACING THE DEVELOPMENT OF LINCOLNVILLE

The basis for this paper, however, did not eventuate from an interest in Lincolnville in and of itself. Rather, it stems from research currently being undertaken which focuses on the Milleara Estate, its stagnation, and eventual development. During the research process, the area occupied by Lincolnville was noted for its inclusion of an internal reserve not attributed to Griffin. This became an area of keen interest, in that further research would perhaps uncover the work of a novice planner or architect that appreciated the internal reserves nearby and sought to employ a similar ethos for open space; or, at least, indicate a copy-cat effort [fig. 4]. One of the entrances of this internal reserve is located on an extension of The Crossway—curiously misaligned with its western Milleara continuation—with the other in Mues Street. Its southern boundary is Fawkner Crescent, which creates a large arc that mir-rors the curved street layout of Milleara; Chandler Street echoes this, ensconced between Quinn Grove and McPherson Street, the former named for a well-known local family—responsible for a nearby, speculative Milleara imitation, Milleara Railway Station Estate, which did not eventuate—and the latter a street in Moonee Ponds (though whether the Keilor East variant was inspired by this is un-known).

Without a protracted development process, and lacking a design pedigree, this area of interest was not of the same...
The many estates were condensed into a relatively small locality, much to the chagrin of local resident petitioning for a new post office name: the approved choices of Milleara and Lincolnville were seen as exclusionary towards residents of other estates (18 December 1963, p. 7). Other residents preferred Keilor East and the more general Calder, the latter acknowledging—perhaps even celebrating—the area’s close proximity to the so named freeway.

Lincolnville is even noted alongside suburbs in the 1970 edition of the Melway street directory [see fig. 5], albeit beneath the ‘locality name’ title.

These niche estate names have now faded into memory, with the area now suffering from the confusion of suburb names: its position on the precipice of Moonee Valley and Brimbank Council now leads to its reference as Niddrie, Essendon West and West Essendon, West Keilor, Keilor, and the more understandable Avondale Heights, its southernmost neighbour.

LINCOLNVILLE WELL UNDER WAY

Almost all lots sold in Lincolnville were used for residential purposes, and many of these to builders rather than owners, with the exception of Lincolnville Primary School and a small set of commercial sites (‘Lincolnville’, The Age 9 May 1959, p. 43; ‘State Savings Bank opened at the Lincolnville Post Office’ Broadmeadows and Keilor Observer 29 January 1964, p. 4). Krongold’s company, Lincoln, handled the subdivision of land, other concerns, such as auctioning or road building, were delegated to third parties (Mitchell 2003). The few commercial sites were sold on Dinah Parade beneath a demountable marquee in 1963, and continue to exist in the same form today, albeit without the petrol station noted in an auction advertisement (‘Shop Sites Sold in East Keilor Estate’, The Age 13 May 1963, p. 10; Auction notice, The Age 27 April 1963, p. 3).

This same advertisement, which situates Dinah Parade in ‘Keilor East (Essendon West)’, also makes a note of services being already available, with water, electricity, footpaths, and main roads in place (Auction notice, The Age 27 April 1963, p. 3). The local pharmacy is still known by the Lincolnville name, although the school has long been closed: it had amalgamated with Keilor South Primary School in 1987, to eventually become Rosehill Park Primary School by 1988 (Ministry of Education 1987; Victorian Government 1987; The Age, 3 September 31 1988, p. 25). The was then closed under the Kennett government education rationalisation policy put forth in 1993 (‘The School Report every parent should read’, The Age 16 October 16 1993, p. 2). Both school sites were repurposed for houising, sold alongside forty-eight other school sites under instructions from the Directorate of School Education (The Age, 5 March 1994, p. 35). Rosehill Park Primary School was divided into 27 lots by a private firm, Rosehill Developments, who purchased the site for $1.4 million and subsequently sold for a total of almost $2.2 million (Booiker 1994, p. 24). The same firm also purchased other primary school sites including Overland Primary School, adjacent to the Milleara estate, and another site in Airport West (Robinson 1994, p. 17). The sale of a public asset is not dissimilar to the Milleara Primary School site, now a retirement village. In fact, many portions of surplus, or redundant, land in the area have met this fate—in addition to former primary school sites, two internal reserves in Milleara have also been developed as retirement homes, and a site marked for a residential village.

From the inclusion of the internal reserve, it was readily apparent that this estate had been designed, or built, in the time after Milleara’s inception. However, without an approximate timeframe, or even a name, exploring its history proved a challenge. An initial approach, which proved fruitful, sought to establish a timeline for primary schools in the area. This would reflect urban growth by way of growing student numbers, also a symptom of a relatively young post-war population. By investigating the schools which serviced the area, it was found that Keilor Heights and Keilor South primary schools were significantly over capacity by 1971, despite the former being established only eight years prior in 1963 (Hills & Hack 1971, p. 1; ‘Progress — with out man power’, Broadmeadows and Keilor Observer 1 May 1963, p. 8). The name ‘Keilor Heights’ for the school did not sit well with local councilors either, with Cr Skewes arguing for a ‘more appropriate’ name, either Lincolnville or Milleara as ‘calling the school Keilor Heights is a bit of a joke’ (‘A new name for ‘Heights’ school’, Broadmeadows and Keilor Observer 14 August 1963, p. 1). Against Skewes’ wishes, ‘Keilor Heights’ remained. Lincolnville Primary School was eventually opened in 1975, to reduce overcrowding else-where in the area, but also accommodate children of the new Lincolnville Estate. It was constructed of the same pre-cast concrete panels in the Housing Commission of Victoria’s Holmesglen factory as the Commission’s structures dispersed throughout Melbourne’s inner-suburbs (Housing Commission of Victoria 1975). The pressing need for schools reflected the success of nearby estates, too: Milleara, Highland Park, Lincolnville, and later St. Bernards, all proved popular with families.
Unlike the neighbouring Milleara estate, Lincolnville suffered few setbacks: these are notable, however, in the sense that they outline issues relevant to urban growth and development at that time. An intial struggle took place in 1963: residents of the area and the local municipality, the City of Keilor, were in conflict with the State Electricity Commission of Victoria, which sought to designate a route for the Morwell Transmission Line in the very centre of the estate. The line had been proposed for the area since the 1920s, since it had been noted in adverts for Milleara as a selling factor (Sunshine Advocate 20 September 1924, p. 2). The City of Keilor, in its previous incarnation as the Shire of Keilor, was aware that the route had been surveyed in the 1950s; the Commission had also acquired approvals from various entities including the municipality and the Metropolitan Board of Works. The Commission argued that the line should go ahead in its intended location as the route had been ‘decided before the street had been laid out or the land subdivided for housing,’ and that it would be ‘impractic-al to put it underground’ (Transmission Line Had “Priority”, The Age 23 July 1963, p. 9). Such a scheme was anticipated by the SEC as an acceptable fixture of urban life, noting that ‘through the edu-ca-tion of public opinion’ there would be ‘willing co-operation, with the idea of securing to the con-sumers and citizens of Victoria the supply of electric energy on the most favorable terms’ (Select Committee on the State Electricity Commission 1922, p. 5). John Wilson, the Member for Broad-meadows, was aware of the unrest generated in Lincolnville, and introduced a deputation to Horace Petty, the ‘acting minister of electrical undertakings’ (‘New round in the anti-pylon fight’, Broadmeadows and Keilor Observer 7 August 1963, p. 1). This deputation was supported by the munici-pality, including the Mayor of the City of Keilor, in addition to councillors McNab and Wilson. Three speakers also represented the community in presenting a case for realignment of the route, so that it would run south of Dinah Parade where land was yet to be developed. This suggests that the portion of Lincolnville to the south of Dinah Parade, including Lincolnville Primary School, was established later in the 1970s, perhaps as the final stages of Lincolnville. Moreover, the efforts of local representa-tives and residents alike amounted to little as the transmission lines presently occupy the central median strip of Dinah Parade.

The provision of other services was also problematic: it eventuated in 1964 that the City of Keilor re-quired the full construction of roads and drainage services in new subdivisions. A meeting took place on the matter to which company secretary Ashkanasy responded in writing, stating that in 1958, the council had allowed the development of Lincolnville to proceed on a ‘temporary road basis’ (‘Legal view sought on subdivision,’ Broadmeadows and Keilor Observer 6 May 1964, p. 4). This was not contested by the council until late 1963, prompted by an application to subdivide a further portion—the fifteenth subdivision to take place—of Lincolnville. This application was approved with the warning that policy on roadbuilding and drainage had changed; within months, the City had begun to insist instead on the full construction of these services, which Ashkanasy disagreed with. The letter penned by Ashkanasy stated that the ‘temporary road basis’ should apply to the entire estate, including tracts of land yet to be subdivided, describing the council as ‘unfair and … morally in the wrong’ (‘Legal view sought on subdivision,’ Broadmeadows and Keilor Observer 6 May 1964, p. 4). The munici-pality refused to alter their policy on road and drain construction, seeking expert advice that their ac-tions had a sound legal basis.

Curiously, later that year, a ‘real estate man’ in the area was overhead as ‘repeating a story that Lin-colnville would be drained within 18 months’ (‘Claims on drainage are denied’, Broadmeadows and Keilor Observer 23 September 1964, p. 17). Councillor Moushall did not appreciate this tale: ‘If we catch him, a report will be sent to real estate agents’ associations,’ he said. Moushall was quick to clarify his potentially libellous statement as only two real estate agents had been involved in the sale of Lincolnville. These agents were Alf. E. Birt of Elwood, who sold a small number of lots, and A. E. Gibson & Co., who had a far more significant and long-standing relationship with Lincolnville; a Mr. Chalmers in particular handled the sale of sites (‘Land. Land. East Keilor’, The Age 28 March 1962, p. 26; ‘“Lincolnville”, The Age 9 May 1959, p. 43; ‘Keilor East. Lincolnville Estate’, The Age 10 August 1963, p. 41). Advertisements as early as 1959 do include the potentially-misleading phrase of ‘perfectly drained, formed metal roads,’ however, Moushall rescinded his remark so as to not impli-cate the two involved parties (““Lincolnville”,” The Age 9 May 1959, p. 43). The individual spreading ‘mischievous information’ was instead identified as a representative of a building firm (‘Drainage at Lincolnville’, Broadmeadows and Keilor Observer 14 October 1964, p. 2). Regardless of the ru-mour’s origin, the predicted state of Lincolnville was not excessively misleading: within four years, a featured article on affordable outer-suburban homes was published in The Age, wherein Lincolnville was described as including ‘made roads, footpaths, underground drainage, electricity, water and gas’ (Davie 1969, p. 26). What is shown in this particular instance is that, in the immediate post-war peri-od, municipal policies and regulations surrounding the provision of infrastructure were not as rigor-ous as those established in later decades. Further still, municipalities appear to have realised the issues inherent in speculative development without providing sealed roads or drainage. As a result, within eight years, Lincolnville had grown from a subdivided but unserviced estate to one with all of the necessary—and undesirable, in the case of transmission lines—provisions, simply by way of force on the part of government institutions.

The development of Lincolnville reached its final stages in the 1970s, with land bordering the estate largely sold off for other housing developments. Whether Lincolnville functioned as a precedent for these is unknown; it did, however, demonstrate that the subdivision of fringe agricultural land would not only prove fruitful, but also that sites once located on the urban periphery were now firmly embedded within middle suburbia.

The St. Bernard’s Estate, located to the south-east of Lincolnville, was established on the corner of Rosehill Road and Dinah Parade in 1965; it was first advertised [fig. 6] in the Age as a set of 35 ‘ide-al’ home sites, ‘High Position with Wide Views of the City’ (‘ST. BERNARD’S ESTATE’, the Age 6 March 1965, p. 41). Highland Park was also advertised on the basis of its position in the ‘dream cir-cle of Melbourne, overlooking the city and with glorious views of surrounding mountains’ (the Age, 10 August 1957, p. 41). By May 1978, there had been ten releases of land on the St. Bernard’s Estate, ‘and all have sold well. Better - than - average homes have been built on them’ (‘Popular estate availa-bly again’, the Age 13 May 1978, p. 38). The success of estate is, in part, attributed to the estate’s proximity to the city centre, as well as the nearby Tullamarine Freeway. By the end of 1981, a further five releases of land had taken place (‘ST. BERNARD’s sites’, the Age 7 November 1981, p. 41). Individual, unbuilt allotments were sold in a piecemeal fashion throughout the early 1990s, capitalising on their proximity to the Maribyrnong River valley—‘never to be built out’—and their plateau position offering ‘spectacular panoramic views’ (The Age, 8 September 1990, p. 36). The estate would not on-ly attract characterisation as an upmarket development ‘surrounded by quality’—akin to suburbs such as Taylors Lakes and Keilor Village—but also the descriptor ‘Toorak of the North West’ (‘Our favor-ite places’, The Sunday Age, 22 February 1994).
Krongold’s success with Lincolnville no doubt saw related attempts to capitalise on the greenfield sites surrounding East Keilor, some of which had been purchased by Krongold’s company Lincoln during the development process of Lincolnville, totalling 400 acres (Mitchell 2003). A ‘Lincolnville Industrial Estate’ was advertised in 1970 for sale by A. E. Gibson, as an entire 55 acre parcel of land zoned by the MMBW as ‘General Industrial’. Access would have been through Cemetery and Dodds Road, presumably within close proximity to the SEC Keilor Terminal Station (‘For Sale: Keilor East Lincolnville Industrial Estate’, The Age 30 June 1970, p. 53). In the very same advert, home sites in the Lincolnville estate itself were also included; as these sites were described as adjoining Essendon Grammar School and overlooking a ‘future parkland reserve’, it can be inferred that this later stage of development took place on the periphery of the Niddrie Quarry, comprising one of the final stages of Lincolnville. Restricted by the almost complete use of land immediately surrounding Lincolnville, and what appears to be the decision to refocus development efforts on residential land only, Krongold looked further outwards, identifying an undeveloped plateau in an area previously utilised for market gardening, yet still within the bounds of East Keilor (Heritage Council Victoria 2000). Like Lincolnville, the streets would also be named after members of the Krongold family—Tahli, Vivianne, Gustava, Edwarda, and Helen— with Hamer Place presumably named for the Premier Rupert Hamer, and Lin-colnville Boulevard self-evident.

These streets were depicted in Melway street directory publications from 1971 through to 1976, at which point an adjoining area was shaded and marked as ‘Proposed Keilor Municipal Park’ (see fig. 10) (Melway 1976). By the following year, the park was renamed both the ‘Maribyrnong Valley Metropolitan Park’, and ‘Brimbank Park’, and the streets of Krongold’s new estate remained as perforated lines [fig. 7] (Melway 1977).

It was during this time that the estate would be prevented from proceeding: the Board of Works stated that the development would problematise the 200-hectare Maribyrnong Valley Metropolitan Park, and that it would purchase the land from Krongold’s company, Lincoln (Australia) Pty. Ltd. in order to ensure the future of the park (‘$2.4m deal to ward off housing’, The Age 15 June 1978, p. 12). A permit for residential development had been granted for the site, forcing the Board of Works to pursue the land at residential cost. Whatever small sum had been gained by Krongold was lost to taxes, along with his desire to continue his business: ‘I made no profit at all, and that I would not even re-ceive the value of the compensation. My implied loss was much greater, for I failed to realise the ben-efit that developing the land would have brought. After this, I ceased to be a land developer’ (Mitchell 2003, p. 113).

**Conclusion**

Tracing the history of the Krongold-led Lincolnville subdivision provides an insight into a relatively under-researched area of Melbourne. What this reveals is that development on Melbourne’s outer western fringe was a problematic and at times difficult endeavor, particularly when such developments occurred in an era when private street schemes were not necessarily undertaken by either the developer or the municipality, and where major public works projects—whether electricity transmission lines or parks—had yet to be undertaken or even confirmed, rendering the state of subdivisions uncertain. Further, still, urban historical research identifies what we now know as extant suburbia to be more than simply the proliferation of houses: each suburb contains a multitude of stories, of development and failure, led by individuals with a unique vision and the desire to mark the landscape.

**References**

**Journal article**


**Book**


**Book section**


**Conference Proceedings**


**Web**


Manuscript


Newspaper


