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## AVONDALE GENERAL STORE (FORMER)



View of shopfront on Military Road



Photograph of Cecil Kirchner's Avondale General Store at 3 Military Road, as it appeared in 1957 (source: Essendon Gazette, 21 March 1957)

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### Location

3 MILITARY ROAD,, AVONDALE HEIGHTS VIC 3034 - Property No 208060

### Municipality

MOONEE VALLEY CITY

### Level of significance

Included in Heritage Overlay

### Heritage Overlay Numbers

HO341

### Heritage Listing

Moonee Valley City

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### Statement of Significance

Last updated on -

#### *What is significant?*

The former Avondale General Store was the first commercial premises to be established in the Avondale Heights area, having been erected in 1957 by local residents Cecil and Nancye Kirchner. This modest double-fronted

brick shop served as a grocery, greengrocery, newsagent and post office to the earliest residents of the burgeoning semi-rural suburb as it developed in the late 1950s and '60s.

*How is it significant?*

The former Avondale General Store is of historical significance to the City of Moonee Valley

*Why is it significant?*

Historically, the former Avondale General Store is significant as the first retail premises to be established in what was still, in the late 1950s, an underdeveloped semi-rural area. Although less than fifty years old, and somewhat altered, the shop is nevertheless one of the oldest surviving buildings in the area and thus provides evidence of a significant phase in the development of the suburb. It also retains important associations with the Kirchner family, prominent local residents who took a proactive role in many aspects of the community's development during these early years. For many years, the general store played an important role as a meeting place for local residents and a venue for countless public meetings prompted by the Kirchners as they championed for adequate education, welfare and transport services in the area.

Heritage Study/Consultant	Moonee Valley - City of Moonee Valley Gap Heritage Study, Heritage Alliance, 2005;
Other Names	The Cheesecake Shop, Kirchner's Store,
Hermes Number	29776
Property Number	

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## Physical Description 1

The former Avondale General Store at 3 Military Road, Avondale Heights, is a single-storey utilitarian brick building, set well back from the street. The roof is concealed by a parapet, originally brick but since re-clad in metal tray decking. A cantilevered awning extends across the double-fronted street facade, which comprises a wide central doorway flanked by large shopfront windows. The actual position of the doors and windows accords to a photograph taken of the shop in 1957, although the fabric of the doors and windows is evidently not original. The shop has been superficially (and unsympathetically) altered for its current occupancy by the complete repainting of virtually every external surface with lurid green paint and the addition of red and yellow lettering in accordance with the company's bold corporate image.

The shop is in good condition, but has been unsympathetically altered; the windows and doors have been reconfigured or replaced, the brickwork and cantilevered awning have been painted, and the parapet has been clad in metal tray-deck.

## Historical Australian Themes

### THEMATIC CONTEXT

#### 3.7.1 Establishing postal services

#### 3.12.5 Retailing foods and beverages

#### 3.19 Marketing and retailing

#### 3.20.1 Making, printing and distributing newspapers

*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/>*