

---

## Former Reads Store



B4155 Frmr Reads Store



B4155 Frmr Reads Store



B4155 Frmr Reads Store



B4155 Frmr Reads Store



B4155 Frmr Reads Store

---

### Location

325 Chapel Street & 220 Commercial Road, and 220 Commercial Road PRAHRAN, STONNINGTON CITY

### Municipality

STONNINGTON CITY

### Level of significance

Regional

### Heritage Listing

National Trust

---

### Statement of Significance

Last updated on - June 10, 2005

The former Read's Stores, designed by the architectural firm of Sydney Smith & Ogg and completed in 1915, is of Regional architectural, historic and social importance.

Architecturally, the building is one of the most elaborate large scale commercial buildings in Melbourne and is one of the few buildings to display the influence of the English Baroque Revival. Notable elements include the oval windows at the first floor, the overall rustication, the curved corner element and especially the domed towers with their curved volute brackets, circular windows and ribbed green painted domes. The verandah is an unusual and elaborate example and one of the few elaborate examples built before WW1 to survive. The giant order Corinthian columns are an important example of the new-classical revival of the 1910s and 20s, while the twin domed towers are unique structures, giving the building great prominence and providing landmarks that can be seen from great distances.

The significance of the building is somewhat diminished by the loss of the rear wall and much of the interiors in the renovation of 1978/79. Some elaborate columns and coffered ceiling remain however, and form part of the classification.

Historically and socially, the building is important as the major and most prominent example of the remarkable series of large department stores which once lined the west side of Chapel Street up to High Street. From c.1910 until perhaps the `950s, Chapel Street was the major shopping destination outside the CBD, closely followed by Smith Street, Collingwood. Fed by a cable car and from 1913 by the rapidly expanding electric tram system in the equally rapidly expanding south eastern suburbs, Chapel Street rivalled Bourke Street in importance in the 1910s and 20s

Classified: 03/07/1998

Revised: 06/07/1998

Other Names      Prahran Central, Moores Store,

Hermes Number    66486

Property Number

---

*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/>*