
SHOP



13 The Crescent



13 The Crescent



13 The Crescent



13 The Crescent



The Crescent 13 a



The Crescent 13 b



The Crescent 13 c

Location

13 THE CRESCENT, ASCOT VALE, MOONEE VALLEY CITY

Municipality

MOONEE VALLEY CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO401

Heritage Listing

Moonee Valley City

Statement of Significance

Last updated on - July 31, 2015

What is significant?

The corner shop at 13 The Crescent, Ascot Vale, is significant. The shop was built by Essendon-based builders James & Son in 1926 for Mr G Trigg, who ran a greengrocer and confectioners here for several decades.

The two-storey shop, with residence above, is in the Free Classical style with tall undulating parapets between piers. The shop stands on a narrow corner site, giving it a distinctive massing and visual prominence. The piers and parapets are of smooth render, with red and clinker brick between them. At ground floor level, the shop retains its return cantilevered verandah, and original shopfront detailing apart from the door.

Later alterations and additions are not significant.

How is it significant?

The shop is of local historical and aesthetic significance to the City of Moonee Valley.

Why is it significant?

The shop is historically significant as tangible evidence of the interwar subdivisions that took place in the Rothwell Hill area, relatively late for Ascot Vale. The land between The Crescent, Bloomfield Road and McCully Street was known as The Rothwell Estate and subdivided into 20 shop and residential allotments and auctioned in November 1924. The shop was built the following year. It also demonstrates a bygone aspect of pre-WWII life: Prior to widespread car ownership and home refrigeration, neighbourhood corner stores were an important amenity in residential areas, where day-to-day needs could be purchased. The painted signage advertising Nestle's chocolate is a tangible reminder of the building's former use. (Criterion A)

The shop is aesthetically significant for its picturesque roofline of undulating parapets on a highly visible corner location make it a local landmark, and for the retention of its original shopfronts with details including leadlight highlight windows, metal-framed shop windows, and brown glazed tiles with chequered bands to the stallboards. (Criterion E)

Theme

5. Building Victoria's industries and workforce

Heritage Study/Consultant	Moonee Valley - Moonee Valley Heritage Study, Context Pty Ltd, 2015, 2015; Moonee Valley - City of Moonee Valley Stage 1 Heritage Gap Study, Context PL, 2013;
Construction dates	1926,
Hermes Number	196295
Property Number	

Physical Description 1

The building at 13 The Crescent is a double-storey red brick shop and residence on a narrow corner site at the junction of The Crescent and Bloomfield Road. The shop is distinctive for its sharp corner massing and its Free Classical style undulating parapets framed by piers. The building takes up the entire western half of the site, with a narrow elevation to the Crescent, a splayed corner bay above the entrance, and a long elevation to Bloomfield Road. A cantilevered verandah wraps around the building to the extent of the shopfront.

At first floor level, the original inset porch facing The Crescent, has been infilled with window glazing between the red brick piers, above a clinker brick balustrade with rectangular indentations. The splayed corner above the entrance contains a single one-over-one double-hung window. The corner and The Crescent elevation are rendered at first floor level, and have been overpainted. The southern elevation is finished in face brick and contains two one-over-one double-hung windows at the first floor level, and four windows at ground level. The north elevation, made visible by the setback of the adjacent building, retains traces of an early painted sign reading 'Nestle Milk & Nut-Milk Chocolate'.

The original shopfront window glazing includes upper sections of leaded glass, metal framed shop windows, and brown tiles with chequered stripes to the stallboard and piers. The entrance retains a leaded glass highlight, though the door itself has been replaced.

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/>