

Victorian Heritage Database Report

Report generated 22/05/19



SHOPS



349-355 Keilor Road



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Location

349-355 KEILOR ROAD, ESSENDON, MOONEE VALLEY CITY

Municipality

MOONEE VALLEY CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO416

Heritage Listing

Moonee Valley City

Statement of Significance

Last updated on - July 31, 2015

What is significant?

The shops at 349-355 Keilor Road, Essendon, are significant. They were designed in 1948 by WAM Blackett of architectural practice Blackett, Churcher & Blackett, but only completed in 1951.

The shops are a two-storey brick terrace. All shops have intact shopfronts with Roman bricks to the stallboards and piers, recessed entries, chrome-metal framed shop windows, and ribbed-glass highlights. They share a continuous cantilevered verandah. The first floor level is constructed with cream brick between the windows and clinker brick above with a dog-tooth frieze at the top of the parapet. Nos. 351 and 355 retain timber-framed windows with sashes around a fixed pane. All windows have shallow concrete hoods. The two outer shops are set off by short brick piers.

Later alterations and additions are not of heritage significance.

How is it significant?

The shops are of local architectural significance to the City of Moonee Valley.

Why is it significant?

They are architecturally significant as representative post-war shops constructed as part of the development of Keilor Road after World War II. In the area they are distinguished by their high level of intactness, design interest created by a variety of cladding materials, and their landmark quality due to the size of the row. (Criterion D)

The shops are of architectural historical interest for their associations with the architectural practice Gawler, Churcher & Blackett.

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	1948, 1951,
Architect/Designer	Blackett, WAM,
Hermes Number	197705
Property Number	

Physical Description 1

The building at 349-355 Keilor Road comprises a row of four two-storey shops constructed to the front and side boundaries, located on the south side of Keilor Road midway between Deakin and Ogilvie streets. The shops are constructed in two colours of brick with the roofs concealed behind a straight parapet.

The shopfronts all have Roman bricks to their stallboards and piers, recessed entries (at different placements), timber-framed doors, chrome window framing and ribbed-glass highlights. Mosaic tiles are extant to the floor of the ingo at No. 355.

A single cantilevered verandah runs across the full combined width of the shops' frontage. It contains cluttered signage across its front surface, and some larger advertising signs are attached above and to its eastern edge.

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The side elevation is visible from the west and is constructed in solid red brick with a painted sign 'Olympic' at the first floor level to No. 355. There are chimneys at the back of the rear wings.

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 data owner.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>