

---

# Shops

---

## Location

413-415 MT ALEXANDER ROAD ASCOT VALE, MOONEE VALLEY CITY

## Municipality

MOONEE VALLEY CITY

## Level of significance

Included in Heritage Overlay

## Heritage Listing

Moonee Valley City

---

## Statement of Significance

Last updated on - January 4, 2023

### What is significant?

The commercial building at 413 - 415 Mt Alexander Road, Ascot Vale is significant as a two storey, late Victorian Italianate commercial building ca.1886. The lower level is divided into two shopfronts, and the upper level is residences with a separate doorway located next to number 415. Significant features of the place include:

- The two-storey parapet form with ornate late Victorian Italianate styling and curved pediment nameplate to 415 with scrolls and prominent cornice, which says "F. Paul Established 1883". Urns are missing from parapet.
- The first-floor stucco mouldings including a prominent cornice and expressed composite classical pilasters to each side and between the windows, which break the frontage into separate bays.
- The timber double hung sash windows with segmental arched architrave mouldings and keystones.
- The separate moulded timber entry door to the residences located next to number 415.

The alterations to the shopfronts at 413 and 415 are not significant.

### How is it significant?

The two shopfronts and residences at 413-415 Mt Alexander Road, Ascot Vale are of local historic and architectural (representative) significance to the City of Moonee Valley.

### Why is it significant?

413-415 Mt Alexander Road, Ascot Vale consists of two shopfronts and residences from circa 1886. The building was constructed by the prominent local butcher Ferdinand Paul, who lived around the corner at 3 Bank Street. Both shops were operated by Paul as butcher's shops at different times and when Paul moved to Werribee in 1915 it was taken over by Gilbertsons butchers.

The two shopfronts and residences in a two storey late Victorian Italianate building is historically significant. The intact building with altered shopfronts is representative of commercial buildings developed in Mt Alexander Road at a time when this was the centre of commercial and community activity in Ascot Vale. This section of Mt Alexander Road became a hub of the community with the building of the former Flemington and Essendon Borough Offices (1864) on the opposite side of Mt Alexander Road and the grand, gothic E.S. & A. bank (1884)

on the corner of Bank Street and Mt Alexander Road. (Criterion A & D)

Hermes Number 209396

Property Number

---

## Physical Description 1

In this section of Mt Alexander Road, there are five two storey commercial buildings with upper storey residences and ground floor shop fronts from number 407 to 415, followed by a single storey Edwardian shop at 417-419. This is a very intact section of streetscape and 407, 409 and 411 are included in the heritage overlay HO261.

Numbers 407 to 415 are in two almost indistinguishable groupings and at one time they might have shared a single verandah as shown in Melbourne and Metropolitan Board of Works (MMBW) plan 803 of 1904. An early photograph of this section of street shows the five shops/residences with two different levels of post verandah, with numbers 413 and 415 with a lower verandah arrangement to those at numbers 407 and 409.

Both buildings are similar in that they are two storey Victorian commercial buildings but they are expressed with differing degrees of ornamentation. The styling of numbers 407 to 411 is heavily Italianate. The upper level is broken into groups by classical "composite" pilasters. Numbers 413 and 415 also have a two-storey frontage with less ornate facades which are at first glance of similar scale and set out to the others but with less ornamentation, having no parapet balcony railings, and fewer classical references. The windows are arch-headed but there are no fully arched windows. They are however of similar scale in height and window positioning and appear at first glance as if of the same period.

Number 413 actually has a narrower frontage than number 415 although the shopfront appears to be a similar width. The extra space at ground floor is taken by the separate entrance to the residences above. This is shown in the much narrower window openings at first floor level and closer spacing between them. The MMBW plan of 1904 indicates this narrow frontage.

Number 415 has the words "F. Paul, Established 1883" on the nameplate and pediment above the parapet. Despite the differences in decoration the group of five work together to create a unified setting and an important intact streetscape that could be improved with better shopfront restoration and replacement of the missing decorative urns from the parapet.

At the rear the service wings are all mostly unaltered and all of similar appearance. It is here that the Victorian period rendered chimneys become prominent elements in the side street (Bank Street). Although there are changes to the shopfronts themselves, the body of the building is substantially intact. As a group they are all quite clearly late Victorian in architecture, form and material.

*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/>*