

W. G. Apps and Sons Pty Ltd. Undertakers, Funeral Directors and Embalmers, 72 Moor Street, Fitzroy

Heritage overlay: HO334

City of Yarra Property Number: 255465

What is significant?

The W. G. Apps and Sons Pty Ltd. Undertakers, Funeral Directors and Embalmers at 72 Moor Street, Fitzroy was created in 1948, as part of a Victorian-era corner complex (1888 in part), for William Apps and has other historical associations with persons such as Harold Usher, Edward Apps, William George Apps, Harold William Apps and W.G Apps and Sons Pty. Ltd. The place has a fair integrity to its creation date.

Fabric from the creation date at the W. G. Apps and Sons Pty Ltd.

Undertakers, Funeral Directors and Embalmers is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The W. G. Apps and Sons Pty Ltd. Undertakers, Funeral Directors and Embalmers at 72 Moor Street, Fitzroy is historically and architecturally significant to the locality of Fitzroy and the City of Yarra.

Why is it significant?

The W. G. Apps and Sons Pty Ltd. Undertakers, Funeral Directors and Embalmers is significant as a parapeted and stuccoed one-storey Moderne style brick funeral parlour wing, with uncommon brick detailing, an original or early display window and pointed-arch window openings. This building expresses a distinctive long-term use within the area by an established local family, the Apps.

References:

Municipal rate books:

VPRS 4301 /P/0001

City of Fitzroy / West Ward

Rate year/Rate no./Occupier/Owner/Description /NAV

1949/50; 485; W.G. Apps and Sons P/L; W.G. Apps and Sons P/L; 265 Fitzroy St. Brick Funeral Parlour; 180

1948/49; 485; W.G. Apps and Sons P/L; W.G. Apps and Sons P/L; 265 Fitzroy St. Brick Funeral Parlour; 180

1947/48; ; Rate book Missing;

1946/47; 748; W. G. Apps and Sons Pty Ltd. Undertakers; W.G. Apps and Sons Pty Ltd; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85

1945/46; 746; W. G. Apps and Sons Pty Ltd. Undertakers; W.G. Apps and Sons Pty Ltd; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85

1940/41; 762; W. G. Apps and Sons Pty Ltd. Undertakers; W.G. Apps and Sons Pty Ltd; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85

1935/36; 739; W. G. Apps and Sons Pty Ltd. Undertakers; W.G. Apps and Sons Pty Ltd; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85

City of Yarra Review of Heritage Precincts 2007 Appendix 7

1930/31; 744; W. G. Apps and Sons Pty Ltd. Undertakers; W.G. Apps and Sons Pty ; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85
1925/26; 747; W. G. Apps and Sons Pty Ltd. Undertakers; W.G. Apps and Sons Pty ; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85
1920/21; 758; Apps Harold Wm. and Usher Frank, undertakers; Apps Est W. G.; 265 Fitzroy St, Stone and Brick house, 6 rms.and office; 85
1915/16; 780; Apps Edward Thos. Undertaker; Apps Wm. Geo; 265 Fitzroy St, Stone and Brick house, 6 rms.; 85
1909/10; 767; Apps Edward Thos. Undertaker; Apps Wm. Geo; 265 Fitzroy St, Brick house, 6 rms.; 92
1908/9; 766; Apps Edward Thos. Undertaker, Booth Ernest, driver; Apps Wm. Geo; 265 Fitzroy St, Brick house, 6 rms.; 92
1907/8; 764; Apps Edward Thos. Undertaker, Dunn, William Frederick, driver; Apps William Geo; 265 Fitzroy St, Brick house and shop, 6 rms.; 92
1906/7; 764; Apps Edward Thos. Undertaker, Booth Ernest, assistant; Apps Wm. Geo; 265 Fitzroy St, Brick house and shop, 6 rms.; 92
1905/6; 761; Apps Edward Thos. Undertaker, Booth Ernest, assistant; Apps Wm. Geo; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 92
1900/01; 771; Apps Edward, undertaker; Apps Wm. Geo; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 90
1899/1900; 776; Apps Edward, undertaker; Apps Wm. Geo; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 92
1898/99; 778; Apps Edward, undertaker; Apps Wm. Geo; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 90
1897/98; 778; Apps Edward, undertaker; Apps Wm. Geo; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 90
1896/97; 784; Apps Edward, undertaker; Apps Wm. Geo; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 90
1895/96; 784; Apps Edward, undertaker; Apps William. G; 265 Fitzroy St, Brick and Stone house and shop, 6 rms.; 90
1894/95; 784; Apps Edward, undertaker; Apps William. G; 265 Fitzroy St, Stone house 6 rms.; 90
1893/94; 784; Apps Edward, undertaker; Apps William. G; 265 Fitzroy St, Stone house 6 rms.; 90
1892/93; 826; Apps Edward, undertaker; Apps W. G.; 265 Fitzroy St, Stone house and stabling; 100
1891/92; 765; Apps Edward, undertaker; Apps W. G.; 265 Fitzroy St, Stone house and stabling; 100
1889/90; 1246; Apps William Senr. undertaker; Apps William; 61 Brick Stables etc; 100
1888/89; 1257; Apps William Senr. undertaker; Apps William; Land to Brick stables and store; 100

Melbourne or Victorian directories:

South Side

1950; 74 Funeral Directors and Embalmers
1944/45; 74 Funeral Directors and Embalmers
1940; 74 Undertakers and Embalmers
1935; Apps, W G and Sons Pty ltd
74 Undertakers and Embalmers
1930; Apps, W G and Sons Pty ltd
74 Undertakers and Embalmers
1925; Apps, W G and Sons Pty ltd
74 Undertakers and Embalmers
1920; 74 Apps and Sons W.G undertakers
1915; 74 Apps and Sons W.G undertakers

Other references:

MMBW Detail Plan shows as vacant `covered yard' of 74
Proclaim shared property number, part 265 Fitzroy St