

## Bridge Mall / Bakery Hill Heritage Precinct:

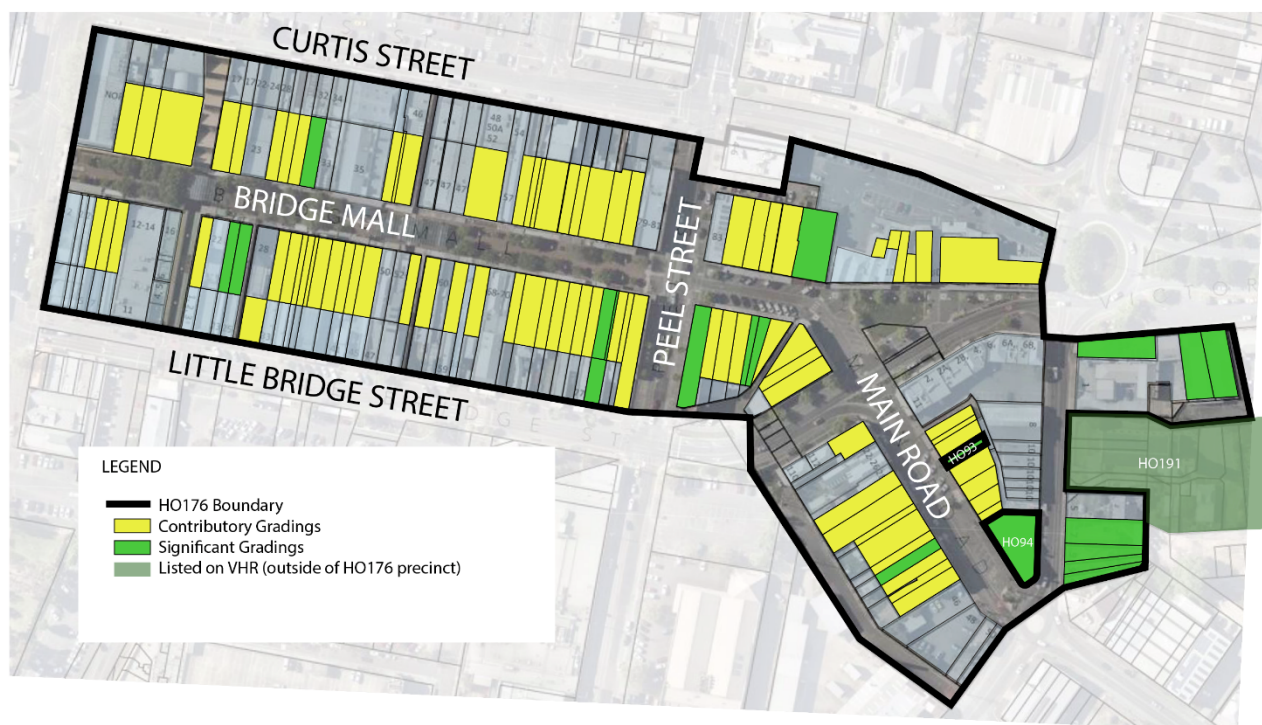
### REVISED Statement of Significance, March 2023

**Heritage place:** Bridge Mall / Bakery Hill Heritage Precinct [Bridge Mall, Ballarat Central & Bakery Hill; Coliseum Walk, Ballarat Central; Curtis Street (part), Ballarat Central; Humffray Street South (part), Bakery Hill; Little Bridge Street (part), Ballarat Central & Bakery Hill; Main Road (part), Bakery Hill; Norwich Plaza, Ballarat Central; Peel Street South (part), Ballarat Central & Bakery Hill; Victoria Street (part), Bakery Hill.

**PS ref no.:** HO176



*Looking west towards Bridge Mall from Bakery Hill (GJM Heritage, June 2021).*



Boundary and gradings map for Bridge Mall and Bakery Hill Precinct (HO176).

### What is significant?

The Bridge Mall / Bakery Hill Heritage Precinct, Ballarat Central and Bakery Hill.

The precinct is bordered by Curtis Street to the north, Grenville Street to the west, Little Bridge Street and Porter Street to the south and properties on the eastern side of Humffray Street to the east. Properties at 1 and 14 Victoria Street, east of Humffray Street, are included within the precinct.

Elements that contribute to the significance of the place include (but are not limited to):

- Commercial buildings that demonstrate the precinct's development from the 1850s to the 1950s, including Victorian, Federation, Interwar and a small number of early Postwar buildings (as listed in the gradings table below).
- Civic, institutional and residential buildings dating from the late nineteenth to the mid-twentieth century at the eastern end of the precinct (as listed in the gradings table below).
- Original and remodelled facades, including those currently concealed by late twentieth-century metal overcladding, and early or original shopfronts and cantilevered awnings.
- Largely intact rear building elevations visible from the public realm, some featuring ghost signage and outbuildings.
- Largely intact roofscapes, including roof form and chimneys, which illustrate the era in which each building was constructed, including those whose front facades were remodelled during the interwar and early postwar periods, or more recently hidden behind metal overcladding.
- Intact bluestone lanes, channels and kerbs, including remnant fixing points on kerbs from past posted verandahs.
- The irregular subdivision pattern and street layout of the eastern part of the precinct, a legacy of gold mining activity and the unplanned nature of the early development.
- The alignment of the Yarrowee River expressed in the north-south link through the precinct.
- The archaeological potential where low-lying land around the Yarrowee River was infilled in the 1860s up to two metres deep, and the Main Road area where ground levels were raised multiple

times (up to four metres in all) in the 1850s and '60s in response to a deluge of sludge from nearby gold diggings.

- Its location as the historic entry point to the City of Ballarat when travelling by road from Melbourne and Geelong.
- The connection of Bakery Hill to the 1854 Eureka Rebellion, as the site where miners met and organised prior to the uprising.
- Key views from within and through the precinct, including towards the significant civic landmarks on Sturt Street and Lydiard Street towards the west, and St Paul's Anglican Church and Mount Warrenheip to the east.

The following properties are individually Significant: 24-26, 31, 86, 95-99 & 100 Bridge Mall; 1A (VHR H401), 7 & 9 Humffray Street South; 77 Little Bridge Street; 2/15-19 (HO93), 21 (HO94) & 38 Main Road; 1-6/3 Peel Street South; and 10 & 14 Victoria Street.

Later buildings, street infrastructure, paving and alterations and additions to the properties are not significant.

### ***How is it significant?***

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The Bridge Mall / Bakery Hill Heritage Precinct is of local historical, representative (architectural), aesthetic, and scientific (archaeological) significance to the City of Ballarat.

### ***Why is it significant?***

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The Bridge Mall / Bakery Hill Heritage Precinct is of historical significance as the oldest commercial centre in East Ballarat and one of the oldest in the City of Ballarat. Developed from the 1850s as a result of gold discoveries in the area, the irregular subdivision pattern and street layout is a legacy of the unplanned development that took place as a result of the chaotic gold mining activities of the time, as well as being dictated by the crossing point for the Yarrowee River. The buildings and early street fabric within the Bridge Mall / Bakery Hill Heritage Precinct illustrate the key phases in the City of Ballarat's development – from the area's early gold mining activities, to the boom-era of the late nineteenth century, renewed prosperity and modernisation in the interwar era, and the slower development in the early Postwar period – and demonstrate the precinct's continuous and important role as a vibrant commercial centre for the City of Ballarat. The rear elevations and roofscapes illustrate changes over time, including the many Victorian buildings remodelled in the interwar period. The eastern end of the precinct (centred on Humffray Street) demonstrates the area's important civic and institutional role through the former East Ballarat Post Office, St Paul's Anglican Church and Hall and the Australian Natives Association building. When travelling by road from Melbourne and Geelong, the precinct has served as the primary gateway to what is now the City of Ballarat since the mid-1800s. (Criterion A)

Bakery Hill is of historical significance for its association with the 1854 Eureka Rebellion, as the place where thousands of miners rallied during the Rebellion and as the location where Peter Lalor first raised the Eureka flag. (Criterion A)

The Bridge Mall / Bakery Hill Heritage Precinct is of significance for its research potential, due to major ground-raising in this area in the 1850s and '60s. Ground levels along Main Road were raised multiple times, to a combined four metres, in response to the influx of sludge runoff from nearby gold mining works. And there were engineering works carried out in the 1860s to raise the level of the street around the boggy Yarrowee River, by up to two metres. This indicates the possible survival of highly intact archaeological deposits, even buried ground floors of buildings in these two areas. (Criterion C)

The Bridge Mall / Bakery Hill Heritage Precinct is of significance as a substantially intact and visually cohesive representative example of a predominantly Victorian-era commercial centre, with some intact development and remodelled facades from the Federation, Interwar and early Postwar periods. Main Road and the eastern

end of the precinct in particular demonstrate a high degree of uniformity in scale and form. Typical characteristics of such precincts – including a predominantly two-storey street wall (interspersed with some single and three-storey buildings), parapeted rendered or red brick facades with repetitive upper floor fenestration, some original or early ground floor shopfronts with some original cantilevered awnings or reconstructed posted verandahs and bluestone kerbs and channels – are displayed in the original forms, fabric and detailing of many of the buildings. (Criterion D)

The Bridge Mall / Bakery Hill Heritage Precinct is of aesthetic significance as a distinctive and irregularly planned precinct that contrasts markedly to the highly ordered street and subdivision patterns to the west of Grenville Street. The precinct features commercial and civic buildings of high design quality dating from the Victorian and Federation periods, with some refacing of Victorian shopfronts in the 1930s in a Moderne style, and a small number of restrained buildings from the early Postwar period. Key examples from the Victorian era include the Classical Revival Munster Arms Hotel at 10 Victoria Street designed by Henry R Caselli in 1864, the Venetian Gothic former East Ballarat Post Office at 21 Main Street (HO94), the three-storey Classical Revival building at 24-26 Bridge Mall, the Anglo-Dutch gabled shop at 31 Bridge Mall, the High Victorian former North Grand Hotel at 3 Peel Street South, and the former Titheridge & Grocott real estate office at 15-19 Main Road (HO93). While there are few Federation-era buildings in the precinct, they are of high quality, including the W Mew Gun herbalist shop at 38 Main Road, and the Federation bungalow at 9 Humffray Street South. Fine examples of interwar architecture include the Jazz Moderne remodelling and shopfront of the Walter Davis women's clothing store at 86 Bridge Road and the warehouse wing to the rear (77 Little Bridge Street), and the Jazz Moderne former State Savings Bank of Victoria at 95-99 Bridge Mall. Within the precinct there are highly intact shopfronts that feature details such as lead lighting, such as the ornate Gears' shopfront at 100 Bridge Mall. Many of the buildings have highly intact rear elevations, often visible from the public realm. In particular, buildings to the rear of 101-121 Bridge Mall form a picturesque collection of highly intact rear wings some with remnant historic signage. Within this group there are some sites that retain a Victorian rear wing while the front section has been rebuilt in the late twentieth century. (Criterion E)

The precinct forms an important part of the linear views from Sturt Street to Mount Warrenheip, St Paul's Anglican Church and the East Ballarat Fire Station tower. The Bakery Hill end of the precinct offers panoramic views of Central Ballarat and views of the grand landmark civic buildings located in the Sturt Street and Lydiard Street Precincts, including the former Ballarat Post Office, Ballarat Town Hall, St Andrew's Uniting Church, the former Ballarat Fire Station and Ballarat Railway Station. (Criterion E)

The Stone's Department Store at 2-4 Main Road had a long association with the Stone family, and in particular prominent local figure and designer Jessica Simon (née Stone; 1906-1982). Stone's Drapery Store first traded on the site in 1860 and became an enduring local landmark. By the mid-twentieth century Stone's had evolved to become a 'select ladies dress shop' under the directorship of Jessica Simon. Jessica was a well-known local identity recognised as a fashion designer, philanthropist and local style icon, known for her media appearances and charity work in the local community. The store closed in 1966 and Jessica, with her husband Paul, continued to be prominent figures in the local community. In 1979 Jessica was awarded the British Empire Medal honouring her lifetime commitment to philanthropic work. (Criterion H)

#### **Primary sources:**

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*Ballarat Heritage Study Stage 2*, by Hansen Partnership P/L, Wendy Jacobs et al., 2003

*Bridge Mall/Bakery Hill Precinct, Ballarat Central & Bakery Hill (HO176) - Heritage Built Form Analysis* (GJM Heritage, 2021)

*Revised Heritage Citation: Bridge Mall/Bakery Hill Heritage Precinct, Ballarat Central & Bakery Hill (HO176)* (GJM Heritage, 2021)

**Gradings:**

Address	Name	Grading	Era	Comments
2 Bridge Mall		Non-contributory	Contemporary	
6 Bridge Mall	Song Chinese Massage	Contributory	Early postwar	6-8 are a pair of two-storey buildings
8 Bridge Mall		Contributory	Early postwar	6-8 are a pair of two-storey buildings
10 Bridge Mall		Contributory	Interwar	
12-14 Bridge Mall		Non-contributory	Contemporary	
16 Bridge Mall		Non-contributory	Contemporary	
17 Bridge Mall	Messer and Opie	Contributory	Early postwar	
18 Bridge Mall	OPSM	Contributory	Victorian	
22 Bridge Mall	Fauls Shoes	Non-contributory	Contemporary	
23 Bridge Mall	Cotton on Clothing	Non-contributory	Contemporary	
24 Bridge Mall		Significant	Victorian	24-26 are a pair of three-storey buildings; retains painted ghost sign on west side elevation
25 Bridge Mall	Country Kids	Contributory	Victorian	
26 Bridge Mall	Riot Art & Craft	Significant	Victorian	24-26 are a pair of three-storey buildings; 26 has neo-Victorian shopfront
27 Bridge Mall	Endee's Fashion	Contributory	Victorian	27-29 pair of Victorian two-storey shops
28 Bridge Mall	Specsavers	Non-contributory	Contemporary	
29 Bridge Mall	Denim Culture	Contributory	Victorian	27-29 pair of Victorian two-storey shops
30 Bridge Mall	Lorna Jane	Contributory	Victorian?	Façade hidden beneath post-war metal cladding
31 Bridge Mall		Significant	Victorian	1891 on parapet
32 Bridge Mall	Sportsgirl	Contributory	Interwar	
33 Bridge Mall	Sussan	Non-contributory	c1960s	
34 Bridge Mall	Black Pepper	Contributory	Victorian	
35 Bridge Mall	The Reject Shop	Non-contributory	Contemporary	
38-40 Bridge Mall	UFS Dispensary	Contributory	Interwar	
2/40 Bridge Mall	Treloars Coffee House	Non-contributory	Contemporary	
42 Bridge Mall	Betta Bargains	Contributory	Victorian?	Façade hidden beneath post-war metal cladding
43 Bridge Mall	Capri Cafe	Contributory	Victorian	
45 Bridge Mall	Better Bargains	Contributory	Victorian	

Address	Name	Grading	Era	Comments
46 Bridge Mall	Greens Hot Line Bakery	Contributory	Victorian?	Façade hidden beneath post-war metal cladding
47 Bridge Mall	Best and Less	Non-contributory	Contemporary	
48 Bridge Mall	Darrell Lea Chocolate	Contributory	Victorian?	Façade hidden beneath post-war metal cladding
50 Bridge Mall	Jacquie E	Non-contributory	Contemporary	
52 Bridge Mall	Wen & Ware Living	Non-contributory	Contemporary	
53 Bridge Mall	Lash Brow & Co	Contributory	Interwar	53-55 are a single building
54 Bridge Mall	The Lingerie Shop	Contributory	Victorian	Neo-Victorian shopfront
55 Bridge Mall	Collins Booksellers	Contributory	Interwar	53-55 are a single building
56-58 Bridge Mall	Inhabit Homewares	Contributory	Victorian	
57 Bridge Mall		Non-contributory	c1960s	
59 Bridge Mall	A La Mode	Contributory	Victorian	Neo-Victorian shopfront
60 Bridge Mall		Non-contributory	Contemporary	
62 Bridge Mall	LV Nails	Contributory	Interwar	
62A Bridge Mall	Bridge Mall Centre Management Office	Contributory	Interwar	62A appears to be the rear of No. 62
63 Bridge Mall	Ghanda Clothing	Contributory	Interwar	63-65 are a single building
64 Bridge Mall	Just About Frames & Prints	Non-contributory	Contemporary	
65 Bridge Mall	Aussie Disposals	Contributory	Interwar	63-65 are a single building
66 Bridge Mall		Contributory	Victorian	
67-69 Bridge Mall		Contributory	Victorian	67-73 are a single building; only 73 intact
68-70 Bridge Mall	Nextra Bridge Mall Newsagency	Non-contributory	very altered Victorian?	
71 Bridge Mall	Metro Hair Design	Contributory	Victorian	67-73 are a single building; only 73 intact
72 Bridge Mall		Contributory	Victorian	
73 Bridge Mall	Tunbridges	Contributory	Victorian	67-73 are a single building; only 73 intact
74 Bridge Mall	Linen & Living	Contributory	Victorian	
75 Bridge Mall		Contributory	Victorian	75-77 are a single building
76 Bridge Mall	Optus World	Contributory	Victorian	
77 Bridge Mall	Off Ya Tree	Contributory	Victorian	75-77 are a single building
78 Bridge Mall	Savoy Coffee Lounge	Contributory	Victorian	



Address	Name	Grading	Era	Comments
79-81 Bridge Mall	ANZ Bank (former)	Non-contributory	late 20th century	
80 Bridge Mall		Contributory	Victorian	
82 Bridge Mall	Vodafone	Contributory	Victorian	
83 Bridge Mall	Axis Employment	Non-contributory	Contemporary	
84 Bridge Mall	ETek Phone Repairs	Contributory	Early postwar	
85 Bridge Mall	Boba Central	Contributory	Interwar	Retains interwar or early postwar shopfront
85A Bridge Mall	River Bamboo Massage	Contributory	Interwar	85-85A are a pair; retains interwar or early postwar shopfront
86 Bridge Mall	Salvos Store	Significant	Interwar	Fine Jazz Moderne building with elaborate original shopfront (Walter Davis women's clothing)
87 Bridge Mall	Just Pawn It	Contributory	Victorian	87-89 are a pair; retains early postwar shopfront; retains painted ghost sign on rear elevation
88 Bridge Mall	The Athlete's Foot	Contributory	Interwar	
89 Bridge Mall	Coins and Stamps Bought & Sold	Contributory	Victorian	87-89 are a pair; retains early postwar shopfront; retains painted ghost sign on rear elevation
90 Bridge Mall	Telstra Shop	Contributory	Interwar	Retains part of fine quality Victorian building to rear, visible along Peel Street
91 Bridge Mall	T and C Nails	Contributory	Interwar	91 & 93 are a pair
93 Bridge Mall	93's Giftware & Tobacconist Accessories	Contributory	Interwar	91 & 93 are a pair
94-96 Bridge Mall	Skin Ski and Surf	Contributory	Victorian	
95 Bridge Mall		Significant	Interwar	95-99 a single building; original shopfront & awning
97 Bridge Mall		Significant	Interwar	95-99 a single building
98 Bridge Mall		Contributory	Victorian	
99 Bridge Mall	Tatts for the Memory	Significant	Interwar	95-99 a single building; original shopfront & awning

Address	Name	Grading	Era	Comments
100 Bridge Mall		Significant	Victorian & Interwar	Grand Victorian shop (Gears ghost sign at top of parapet) with elaborate and intact c1910 shopfront
101 Bridge Mall	Capricho Grilled Chicken	Non-contributory	Contemporary	neo-Victorian
103-107 Bridge Mall	Crazy Asian	Contributory (rear only)	Victorian	Two single-storey buildings: both have Non-contributory neo-Victorian front section and Contributory Victorian rear section
104 Bridge Mall	The 180 Shop	Contributory	Victorian	aka 102
109 Bridge Mall	Tokyo Grill House	Contributory	Victorian	Two 2-storey buildings in a terrace of three (with 113); neo-Victorian shopfronts
113 Bridge Mall	The Ballarat Curry House	Contributory	Victorian	2-storey building in terrace with 103-107; neo-Victorian shopfronts. Two-storey rear wing (113A?) with hipped roof and corbelled eaves pre-dates the terrace at the front of the site
119-121 Bridge Mall	McDonalds Family Restaurant	Contributory	Victorian	From west to east: single-storey doublefronted rendered building; Victorian (?) single-storey timber building; terrace of 5 two-storey brick buildings (originally tuckpointed, now sandblasted); all have neo-Victorian shopfronts and verandahs
1 Coliseum Walk	Mocha Shop and Cafe	Non-contributory	Contemporary	
4 Coliseum Walk		Non-contributory	Contemporary	
5 Coliseum Walk	Your Mantra	Non-contributory	Contemporary	
6 Coliseum Walk	The Charcoal Pit	Non-contributory	Contemporary	
22-24 Curtis Street	Melissa E Bridal	Non-contributory	Contemporary	
28 Curtis Street		Non-contributory	Contemporary	



Address	Name	Grading	Era	Comments
30 Curtis Street	Ballarat Baber Shop	Non-contributory	Contemporary	
32 Curtis Street	Complete Bowls Specialist	Non-contributory	Contemporary	
34 Curtis Street	Book Bazaar	Non-contributory	Contemporary	
46 Curtis Street	Bedding Wholesalers	Non-contributory	Contemporary	
48 Curtis Street		Non-contributory	Contemporary	
Lv 1/50A Curtis Street	Ballarat Martial Arts Centre	Non-contributory	Contemporary	
52 Curtis Street	Cigarette	Non-contributory	Contemporary	
54 Curtis Street	CKs Bridal Recycle	Non-contributory	Contemporary	
1 Humffray Street South	Bakery Hill Motel	Non-contributory	Contemporary	
1A Humffray Street South	St Paul's Anglican Church	Significant - HO191/H401	Victorian	
5 Humffray Street South	Manse	Non-contributory	Post-war	
7 Humffray Street South	ANA Hall, former 7th Day Adventist Church	Significant	Victorian & interwar	Victorian gabled former church, behind 1920s ANA façade
8 Humffray Street South	Maceys Carpet Choice	Non-contributory	Contemporary	
9 Humffray Street South	Villa	Significant	Federation	Retains original concrete front fence posts
10 Humffray Street South	Maceys Carpet Choice	Non-contributory	Contemporary	
5 Little Bridge Street	Burkes Florist	Non-contributory	Contemporary	
7 Little Bridge Street		Non-contributory	Contemporary	
11 Little Bridge Street		Non-contributory	Contemporary	
Lv 1/11 Little Bridge Street		Non-contributory	Contemporary	
23 Little Bridge Street	Jonahs Seafoods	Non-contributory	Contemporary	
25 Little Bridge Street	Chokolat Solarium	Non-contributory	Contemporary	
27 Little Bridge Street	Dyers Steak Stable	Contributory	Victorian	former stables or coach house
33 Little Bridge Street	City Finance	Non-contributory	Contemporary	

Address	Name	Grading	Era	Comments
41 Little Bridge Street	Song Chinese Massage	Non-contributory	Contemporary	
45 Little Bridge Street	Kool Kuts 4 Kids	Non-contributory	Contemporary	
47 Little Bridge Street		Non-contributory	Contemporary	
59 Little Bridge Street	Noodle Canteen	Non-contributory	Contemporary	
61 Little Bridge Street	Cutz Above the Rest Hair & Beauty	Non-contributory	Contemporary	
77 Little Bridge Street		Significant	Interwar	Rear part of Walter Davis store (86 Bridge Mall), featuring leadlight windows
89 Little Bridge Street		Non-contributory	Contemporary	
110 Little Bridge Street		Non-contributory	Contemporary	
112 Little Bridge Street	Body Works Beauty Therapy	Non-contributory	Contemporary	
2 Main Road	Sportsbiz	Contributory		Former Stones store; retains early post-war shopfront, cantilevered awning, and terrazzo entry floors
4 Main Road	Sportsbiz	Contributory		Former Stones store; retains early post-war shopfront, cantilevered awning, and terrazzo entry floors
11 Main Road	QBE Insurance	Non-contributory	1988	neo-Victorian
13 Main Road	The Main Emporium	Contributory	Victorian	Retains original Victorian timber shopfront
15-19 Main Road	Michaela Settle MP	Contributory	Victorian & c1940	Bluestone north wall; stained glass to front façade plus c1940 remodelling
1/15-19 Main Road	PACT Community Support	Contributory	Victorian	
2/15-19 Main Road	single-storey building	Significant, HO93	Victorian	Former Titheridge and Growcott real estate office; "1898" on parapet
2A/15-19 Main Road	Upstairs Commercial Section	Contributory	Victorian & c1940	

Address	Name	Grading	Era	Comments
20 Main Road	Vintage Corner	Contributory	Victorian	
21 Main Road	Online Personnel	Significant, HO94	Victorian	former East Ballarat Post Office
22-26 Main Road		Non-contributory	Contemporary	neo-Victorian timber two-storey buildings
28 Main Road	The Known World Bookshop	Contributory	Victorian	Retains original Victorian timber shopfront
30 Main Road		Contributory	Victorian	1892 on parapet
32A Main Road	BeFinancial	Contributory	Victorian	
34-36 Main Road	Antiques	Contributory	Victorian	
36A Main Road	Nicola Cerini	Contributory	Victorian	
38 Main Road	King Kongs Tattoo Shop	Significant	Federation	Retains original shopfront; "W. Mew Gun" on parapet (a herbalist)
40 Main Road		Contributory	Early postwar	Intact shop with cream brick and glazed tiles, intact shopfront
42-44 Main Road	Mr Jones	Contributory	Victorian	
46 Main Road		Non-contributory		carpark
48 Main Road		Non-contributory		carpark
50 Main Road		Non-contributory	Contemporary	
Norwich Plaza (part)		Contributory	Victorian & c1940s	Row of 6 Vic shops given new façade c1940, now beneath metal cladding at south-eastern corner of Norwich Plaza
Norwich Plaza (part)		Non-contributory	1980s	See precinct map for details
1/3 Peel Street South	Skin Ski and Surf	Significant	Victorian	Part of three-storey former North Grant Hotel
2/3 Peel Street South	Rokk 66	Significant	Victorian	Part of three-storey former North Grant Hotel
3/3 Peel Street South		Significant	Victorian	Part of three-storey former North Grant Hotel
4/3 Peel Street South	Uniting Way - Church	Significant	Victorian	Part of three-storey former North Grant Hotel
5/3 Peel Street South	Dickson Hearn Pty Ltd (Surveyors)	Significant	Victorian	Part of three-storey former North Grant Hotel
6/3 Peel Street South		Significant	Victorian	Part of three-storey former North Grant Hotel

Address	Name	Grading	Era	Comments
2 Victoria Street		Non-contributory	1988	neo-Victorian
4 Victoria Street		Non-contributory	1988	neo-Victorian
2A Victoria Street	Bakery Hill Apartments	Non-contributory	1988	neo-Victorian
2B Victoria Street	Bakery Hill Apartments	Non-contributory	1988	neo-Victorian
6 Victoria Street		Non-contributory	1988	neo-Victorian
6A Victoria Street		Non-contributory	1988	neo-Victorian
6B Victoria Street		Non-contributory	1988	neo-Victorian
8 Victoria Street	Hog's Breath Cafe	Non-contributory	1988	neo-Victorian
10 Victoria Street	Munster Arms Hotel	Significant	Victorian	1862 date on parapet
14 Victoria Street	St Paul's Church Hall	Significant	Federation	1903 date on foundation stone