

REVISED HERITAGE CITATION:

**Bridge Mall/Bakery Hill Heritage Precinct, Ballarat Central &
Bakery Hill (HO176)**



Figure 1. View looking west towards Bridge Mall from Bakery Hill (GJM Heritage, June 2021).

DATE: December 2021, revised by Landmark Heritage PL March 2023

Bridge Mall / Bakery Hill Heritage Precinct, Ballarat Central & Bakery Hill (HO176)

Place type: Commercial Precinct	Architect: Various
Construction Date: Victorian, Federation, Interwar, early Postwar	Builder: Various
Recommendation: Retain in the Heritage Overlay with amendments	Extent of Overlay: See Figure 2

HO176 - BRIDGE MALL / BAKERY HILL PRECINCT
GRADINGS PLAN (Landmark Heritage)



Figure 2. Boundary and gradings map for precinct HO176.

Locality History

The following is informed by the City of Ballarat and Victorian Places websites.

At least 40,000 years ago the Wadawurung and Dja Dja Wurrung Indigenous people called this country home. Their words 'balla arat' mean 'resting place' or 'bent elbow'.

The first European to move to the area was Archibald Yuille, who called his property 'Ballaarat' in 1837. Gold was discovered at Clunes and Buninyong in 1851 and within three years Ballarat had an estimated population of 25,000 as a result of the gold rushes, fast establishing itself as an important commercial centre.

The Eureka Rebellion, one of Australia's defining historic and democratic moments, took place in Ballarat. At daybreak on 3 December 1854 120 gold miners, who sought various reforms, clashed with government forces. The Eureka Stockade rising accelerated the enactment of reforms, which followed in 1855.

Ballarat was connected to Geelong by rail in 1862. The influx of people and revenue from gold mining activities enabled local institutions and grand civic buildings to be established in the decades following the discovery of gold, including the Ballarat Railway Station complex (1862-88), the School of Mines (1870), the Royal South Street Memorial Theatre (1874 and 1898), the Mining Exchange (1887) and the Ballarat Art Gallery (1887), to name a few.

Ballarat continued to maintain its position as Australia's most populous inland city until the time of the Second World War when the city began to experience a decline in population. In the postwar years Ballarat became home to a number of immigrant communities, and in recent years the city's population has continued to increase. A recognition of Ballarat's rich cultural heritage has driven the local tourism sector; the city's built heritage, Sovereign Hill and the Eureka Centre attract tourists specifically seeking cultural heritage experiences.

Precinct History

The following history is informed by the Ballarat Heritage Precincts Statements of Significance 2006 (revised August 2014) Incorporated Document, and the 2003 Ballarat Heritage Study Stage 2, by Hansen Partnership P/L, Wendy Jacobs et al and supplemented by original research.

The precinct comprises one of the oldest commercial areas in Ballarat. Bridge Mall (originally part of Main Road, later called Bridge Street; see Figure 4) was originally the main thoroughfare between the official township in Ballarat West, and the diggings in Ballarat Flat to the east. It was the intersection of Victoria Street (previously known as Melbourne Road), the main route from Melbourne, and Main Road, the main route from Geelong.

The western end of the precinct was originally located in the river flats of the Yarrowee River (now channelled underground), while the eastern end ascends to Bakery Hill. From the 1850s, this area was the commercial and civic centre for Ballarat East. As opposed to the ordered axial plan of Ballarat West, Ballarat East was dominated by early haphazard development amongst the gold mining activity. Bakery Hill was the site of an important deep lead, Bakery Hill Lead, which although rich, was difficult to work due to high water levels.

Bakery Hill has an important place in Australian history as the rallying point for mass meetings of Ballarat gold miners in November 1854, during the Eureka Rebellion, which led to the Eureka 'uprising' in December 1854. Defiant miners gathered at Bakery Hill in their thousands, in full view of the government camp, to air their grievances over mining licenses and corrupt officialdom, seeking reforms. They rallied on Bakery Hill as Peter Lalor symbolically raised the Eureka Flag, with its design modelled on the stars of the Southern Cross. Plaques and flagpoles commemorate the Rebellion in nearby locations, outside of the precinct.

Ballarat West was surveyed in 1851, while the precinct area was officially surveyed in late 1857. Main Road (within the precinct; now Bridge Mall) existed prior to the official surveys, and originally extended to Grenville Street. The earliest buildings in the precinct are suggested to date to the early 1850s. The first official sale of properties fronting Main Road took place in February 1857.

Shopkeepers on Main Road were almost immediately beset with trouble from nearby diggings in Ballarat East, and the sludge run-off created when alluvial soil was dug up and washed to find gold. According to Lawrence and Davies (2019:19) the worst years were in the late 1850s, with so much sludge running onto the flats of the Yarrowee River valley that the road was raised several times and early timber shops were built on high stumps. The ground level was raised up to four metres in some locations. It was not until 1859 that the Ballarat Sludge Commission was charged with building channels to contain and direct the mining waste, but it was only when the sludge was redirected into the Yarrowee River that mining runoff ceased to impact Main Road.

Apart from the issues with sludge, the section of Main Road near Grenville Street was notoriously swampy, near Yarrowee River. A basic bridge was erected in the early 1860s to provide passage over this area, after which the name Bridge Street was applied. The width of the bridge reportedly determined the narrow width of Bridge Street, with traders building their premises in alignment. Throughout the 1850s and 1860s, flash floods regularly affected retailers in the low-lying portions of Bridge Street. In the 1860s engineering works were carried out to raise the level of the street, up to six feet (two metres) in some places.

Due to these two separate phenomena, it is possible that road raising along Main Road and Bridge Street has created well-preserved archaeological sites, comparable to the “buried block” phenomenon in Melbourne’s CBD where early fill events in low-lying areas preserved the ground floors of early buildings along with rich artefact scatters (Alliance Archaeology, 2019). The precinct continued to develop as a retail centre, alongside mining and its associated activities, which remained active in the area in the 1860s.

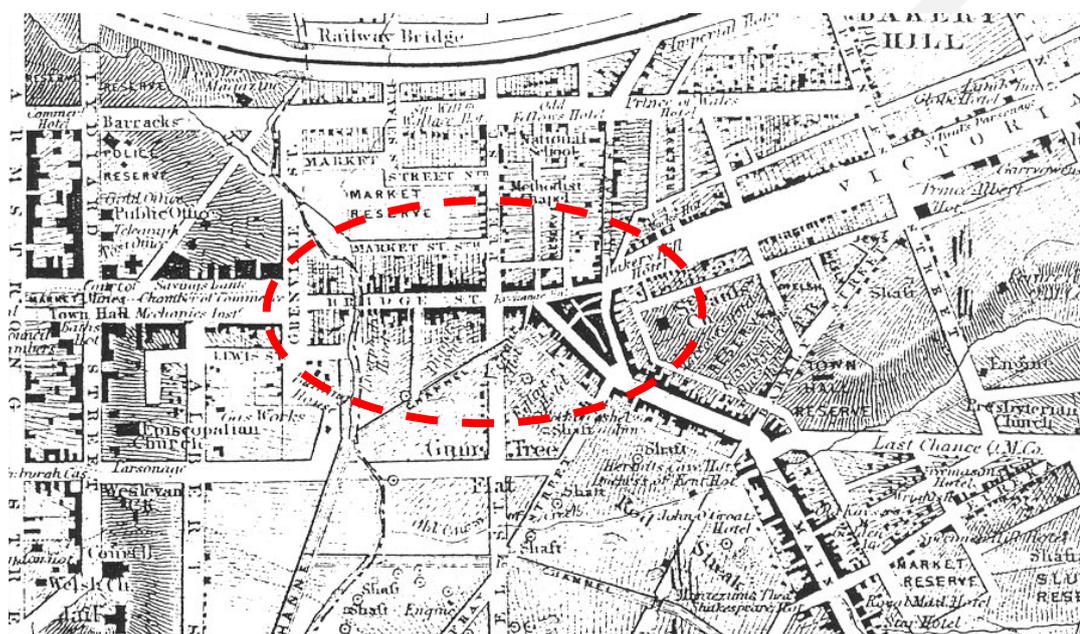


Figure 3. (above) Detail of an 1861 map of Ballarat. Building footprints illustrate the development along Bridge Street and Main Road by this date. The precinct area is indicated by the red circle (Source: J Brache, Map of Ballarat, 21 October 1861).

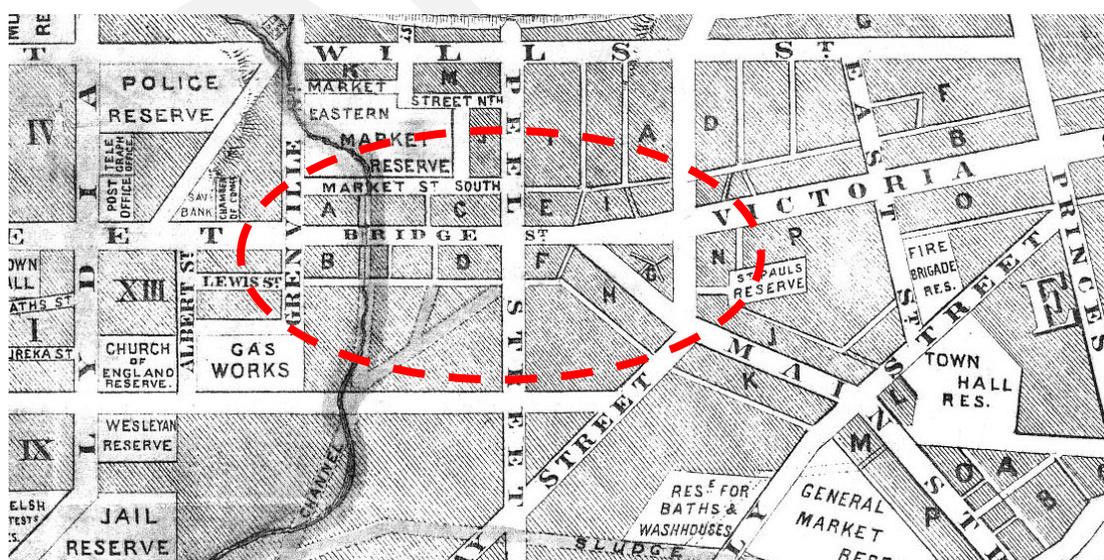


Figure 4. Detail of a c1860s plan of Ballarat. The precinct area is indicated by the red circle. Sludge channels are visible at the bottom. (Source: H Deutsch, Plan of Ballarat Municipalities, c1860s).

The improved access provided by the bridge over Yarrowee River, and the (primarily residential) development of Victoria Street to the east, encouraged retailers to relocate to Bridge Street from further down Main Road, consolidating it as the main commercial hub for the area. As development continued, brick buildings replaced many of the earlier wooden buildings along Bridge Street.

The key development of the precinct occurred during the Victorian period. Along Bridge Street (now Bridge Mall), narrow deep allotments extended to either Market Street South (now Curtis Street) to the north or the laneway to the south (now Little Bridge Street); today many of these lots provide two frontages or rear views, while some have been subdivided. Between some buildings walkways link to the parallel streets. The oldest buildings in the precinct are thought to remain at the eastern (Bakery Hill) end of the precinct, near the junction of Bridge Street, Main Road and Victoria Street.

On top of Bakery Hill, St Paul's Anglican Church (1861, 1864) dates from the early establishment of the area (HO191/VHR H0401; outside of the precinct). Its associated buildings are located within the precinct, including the rectory at 5 Humffray Street South (1963) and the Parish Hall at 14 Victoria Street (1903).



Figure 5. Bridge Street looking east towards Bakery Hill, c1866 (SLV, ID 1769783).

Key examples of Victorian-period development include the Munster Arms Hotel at 10 Victoria Street (established 1862, rebuilt in 1864 to a design by architect Henry R Caselli; *Ballarat Star*, 17 Oct. 1864); the former North Grant Hotel at 3 Peel Street (formerly 92 Bridge Mall; 1893); the pair of 3-storey buildings at 24-26 Bridge Mall (1890); the former Ballarat East Post Office, 21 Main Road (HO94); the former Titheridge and Growcott real estate office, 15-19 Main Road (HO93); and the former stables at 27 Little Bridge Street.

Access to Bridge Street was improved following the establishment of the horse drawn tram service in 1887, and the electrification of the tram network in 1904. The initial network focussed on West Ballarat, but following electrification, a route was introduced along Bridge Street to Victoria Street. Public transport also enabled shopkeepers to relocate their families further out of the central Ballarat area.

Only a small number of buildings within the precinct date to the Federation period. Apart from the timber 1903 St Pauls' Church Hall, these include the two-storey shop at 38 Main Road and the Federation bungalow at 9 Humffray Street South.



Figure 6. Looking west down Bridge Street from Bakery Hill. On the right are the buildings currently occupied by McDonald's restaurant. Note bluestone kerbs with verandah posts fixed to them and wide bluestone channels along the street [photo undated, prior to Bridge Street tramline installed post-1904] (Source: Victorian Collections, ID 3323).



Figure 7. Looking west down Bridge Street, c.1920s/30s (SLV, Rose Series P3165, ID 1768215).

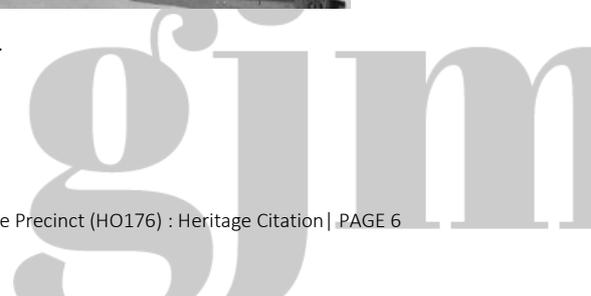




Figure 8. Looking east up Bridge Street from Sturt Street, c1920s/30s (SLV, Rose Series P1711, ID 1763805).



Figure 9. Looking east up Bridge Street from Sturt Street, c1950s (SLV, Rose Series P10709, Image H32492/7418).

A second flush of wealth is apparent in Ballarat after World War I, making the interwar period the second most dominant in the precinct's architectural expression. Along Bridge Street this was mostly high-quality remodelling of Victorian buildings, giving them stylish new Moderne facades. Examples include the row at 86-90 Bridge Mall, which retains an outstanding Moderne shopfront at No. 86 as well as an intact rear warehouse

wing featuring leadlight windows. A more unusual example is the former Seventh Day Adventist Church, a Victorian gabled timber building at 7 Humffray Street South, given a new brick front wing when converted to an Australian Natives Association Hall. Most entirely new development of this period was seen at the east end of Bridge Street, including the standout Moderne State Savings Bank of Victoria at 95-99 Bridge Mall (1940). This string of remodellings continued into the early postwar period at a slower pace, for example the Moderne façades at 84 Bridge Mall, and at 6-8 Bridge Mall.

Later twentieth-century change tended to be of a lower quality. Shopfront verandahs were removed; though bluestone kerbs surviving in the eastern part of the precinct often show the former position of verandah structures. Many early shopfronts were replaced, and the upper levels of some front facades were covered with metal sheeting (30, 42, 46 & 48 Bridge Mall).

The main façade of the Stones Department Store at 2-4 Main Road was over-clad with stylish metal panels in the early 1960s. Stones is an enduring local landmark, first trading as a Stone's Drapery Store in 1860, it evolved to become a 'select ladies dress shop' under the directorship of Jessica Simon (née Stone; 1906-1982). Jessica Stone has been described as 'fashion director, clothing designer, philanthropist and local style icon in her own right', taking on media appearances and charity work in the local community; a 1956 newspaper story in *The Argus* reported that she had raised by that time £75,000 for local charities. The 1950s saw the creation of the inhouse 'Jessica' label, created and manufactured in the workroom above the shop. The store closed in 1966 and Jessica, with her husband Paul, continued to be prominent figures in the local community. In 1979 Jessica Stone was awarded the British Empire Medal honouring her lifetime commitment to philanthropic work. When 'Jessica of Stone's' died in 1982 her large collection of costumes, photographs, documents and ephemera were donated to the Ballarat Gold Museum.

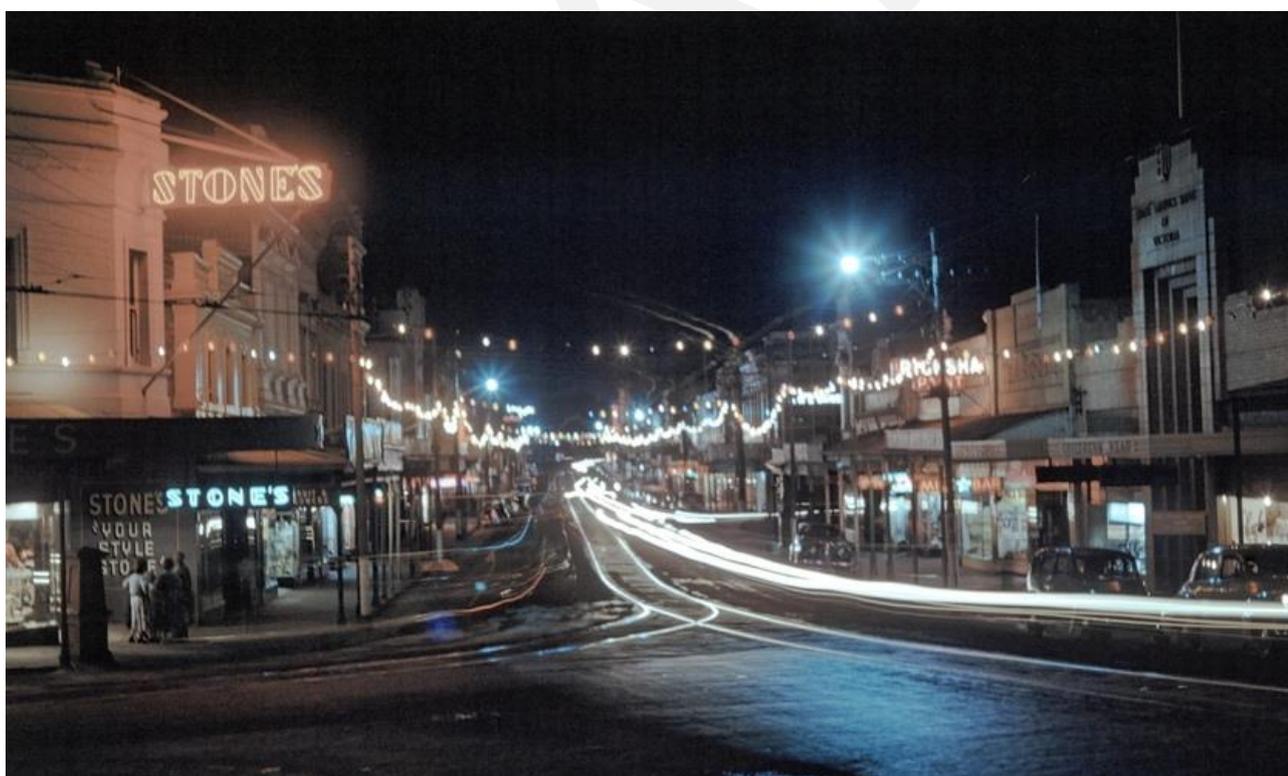


Figure 10. Looking west down Bridge Street from the intersection of Main Road, c. late 1950s. Left is Stone's Store, prior to the over-cladding of the façade (Source: Victorian Collections, ID Bon8).

In the 1970s the community took action to save key buildings in Bakery Hill. The McDonalds food chain proposed to demolish buildings at the top of Bakery Hill for a new restaurant in 1977. Community action

resulted in the chain converting existing historic buildings, which continue to be occupied by the chain today. At the same time, lobby groups sought to replace modern shopfronts with historical replicas, such as at 113 Bridge Mall.

Patronage of the Bridge Street retail strip reduced with the opening of the Wendouree Village shopping centre in 1978. In response, Bridge Street was closed to vehicular traffic and the pedestrian shopping mall was opened in 1981. East bound traffic was diverted to Curtis Street and west bound traffic to Little Bridge Street (which appear to have both been extended east of Peel Street to meet Victoria Street). Interestingly, the majority of the bitumen road surface of Bridge Mall was left in situ, other than the holes dug for trees, as were the tram tracks which ran through the area. New base and paving were laid over the top, and while bluestone kerbing was largely removed in the western part of the street, it was retained in the eastern portion.

More recent development within the precinct includes Norwich Plaza at the prominent site at the west end of Bridge Street, where a new façade was added to a previously altered Victorian building on the corner. This three-storey Victorian building (Figure 11) was refaced c1960s for Morsheads Department Store (Figure 12). A row of six two-storey Victorian buildings just to its east had been remodelled with a new façade in the late interwar or early postwar period (prior to 1954), seen at the left in Figure 12. It was a larger version of the building across the road, at 6-8 Bridge Mall, with a band of windows divided by brick piers, set within an expanse of smooth white render. These commercial buildings on the prominent corner site were refaced with metal cladding c1980s to form Norwich Plaza.



Figure 11. Looking east up Bridge Street, from Sturt Street, 1938. Left is the Victorian building occupied by Bean Son & Co., altered c1960s (as Morsheads Department Store) and c1980s to form Norwich Plaza (Source: Ballarat Revealed).



Figure 12. Morsheads Department Store, 1962, showing the new façade, and the row of two-storey shops with their late interwar or early postwar façade at right, prior to c.1980s alterations to form Norwich Plaza (Source: Victorian Collections, ID CB_Photo_615a).

Description

The following includes information sourced from the Incorporated Document *Ballarat Heritage Precincts Statements of Significance 2006 (revised August 2014)*.

The Bridge Mall / Bakery Hill Heritage Precinct developed from the 1850s in conjunction with the local gold mining activity, serving as the commercial centre for Ballarat East and as the primary gateway to Ballarat West (now Ballarat Central) when travelling by road from Melbourne or Geelong.

Early gold mining activities in the Yarrowee River valley resulted in a haphazard subdivision and street layout in the eastern part of the precinct around Main Road. The narrow width of Bridge Mall can be attributed to the bridge that first crossed the Yarrowee River near Grenville Street. The precinct is bound by Curtis Street to the north, Grenville Street to the west, Little Bridge Street and Porter Street to the south and to the east includes properties on the east side of Humffray Street and south side of Victoria Street. The Bridge Mall and Main Street shopping strips provide the commercial spine, and present as a predominantly Victorian-era streetscape made up of commercial buildings of mostly two storeys, interspersed with some one- and three-storey buildings.

A small number of civic and institutional buildings are found at the eastern end of the precinct centred on Humffray Street, including the former East Ballarat Post Office (HO94), St Paul's Anglican Church (VHR H401) and Hall, and the Australian Natives Association (ANA) building. The former Post Office is a fine two-storey brick Venetian Gothic, on a prominent corner site. While St Paul's Anglican Church is not formally a part of the precinct, it is surrounded by the precinct to the north, south and west, and forms a landmark within it. It is a red brick Victorian Transitional Decorated and Perpendicular Gothic Revival church constructed in 1864 to a design by Victorian architect Leonard Terry. To its north, at 14 Victoria Street, is the Church Hall. It may have been built in two stages, with a timber body to the rear and a wide brick parapeted front featuring the date 1903 on its foundation stone. While relatively simple in design, with bay divided by engaged piers which surmount the parapet, the façade is distinguished by terracotta embellishment to the gable apex (a diaper pattern) and the tops of the piers (an Art Nouveau floral relief). A brick fence was constructed around the side

and rear at the same time, with curved brick coping. The ANA building was also built in two stages, with a steeply gabled timber body (originally a Seventh Day Adventist church). In the 1920s, the ANA added a new front room and façade of red brick in the Neo Grec style.



Figure 13. Looking north along Main Road. Right is the former East Ballarat Post Office [HO94] at 21 Main Road (GJM Heritage, June 2021).



Figure 14. (left) St Paul's Anglican Church Hall, 14 Victoria Street (Landmark Heritage, October 2022).

Figure 15. (right) ANA Hall, 7 Humffray Street South. (Landmark Heritage, October 2022).

The precinct demonstrates a number of architectural styles, owing to its development across a number of decades from the 1850s until the 1950s. This includes examples from the Victorian, Federation and Interwar periods with a small number from the early Postwar era.

During the Interwar period a number of shop facades were remodelled, with particularly fine examples seen at 86-90 Bridge Mall. This continued in the decades immediately following the Second World War. At first, the comprehensive remodelling of facades continued, as seen at 84 Bridge Mall where a Victorian building was given a Moderne façade c1946-49.

Later examples, however, sought to update earlier buildings by less expensive and less permanent methods, covering parapets and first floor facades with metal cladding that remains in place today. Most such overcladding efforts were of low architectural quality, such as Norwich Plaza and small shops at 30, 42, 46 & 48 Bridge Mall, though they are likely to conceal unaltered earlier facades beneath. A notable exception is the former Stone's Store at 2-4 Main Road, which is an example of metal overcladding that is of high design quality. In this case, the upper level of a Victorian building (visible in Figure 10) was overclad in the early 1960s with

profiled square metal panels and raised lettering signage across the east elevation. Earlier terrazzo flooring at the entrances and early postwar shop windows with stylish canted stallboards were retained.

Buildings within the precinct present as a visually cohesive streetscape of consistent scale, particularly in the Main Road and Bridge Mall shopping strips. Many of the rear elevations are visible from the public realm and remain intact, demonstrating key periods of development. A striking example of this can be seen at 90 Bridge Mall. Originally a two-storey Victorian building, its front façade was given a high-quality Jazz Moderne remodelling in the 1930s, while its single-storey side elevation to Peel Street retains a high level of Victorian detail, including rusticated walls and pilasters, incised enrichments, and a balustraded parapet. Other remnants of past uses are apparent in the survival of painted signage on rear and side elevations, naming past occupants. Such “ghost signs” are visible on the west side of the Victorian building at 24 Bridge Mall (word not legible), and on the rear of Victorian shops at 87 & 89 Bridge Mall (respectively, ‘Work Wear Specialists’ and ‘C.W. Pennant’). In other cases, raised lettering at the top of parapets indicates the former business, for example, ‘Gear’s’ chemist’s at 100 Bridge Mall.



Figure 16. (left) Intersection of Bridge Mall, Grenville Street and Sturt Street. Norwich Plaza to the centre left of image (GJM Heritage, June 2021).

Figure 17. (right) Former Stone’s Store, 2-4 Main Road (GJM Heritage, November 2021).



Figure 18. (left) Nos. 44-22 Main Road (left to right) (GJM Heritage, November 2021).

Figure 19. (right) Rear of Nos. 101-121 Bridge Mall. (GJM Heritage, November 2021).



Figure 20. (left) No. 90 Bridge Mall, showing Peel Street elevation (Landmark Heritage, October 2022).

Figure 21. (right) 86-90 Bridge Mall (Landmark Heritage, October 2022).

The public realm has also seen a number of changes over time; the Yarrowee River provides a north–south pedestrian connection through Bridge Mall where the river is channelled belowground. The conversion of Bridge Street to a pedestrian mall in 1981 necessitated the realignment of Little Bridge Street between Peel Street and Humffray Street to provide a through carriageway for westbound traffic, Curtis Street provides a similar function for eastbound traffic to the north of Bridge Mall.



Despite these changes, some nineteenth-century elements remain in the public realm. These include the north-south bluestone pitched Drury Lane (at 45-47 Bridge Mall) and another bluestone laneway next to 113-113A Bridge Mall. There is also extensive survival of bluestone kerbs and broad channels (up to six pitches wide) along Main Road, and bluestone kerbs along Bridge Mall between Peel Street South and Main Road. On both of these streets, the kerb blocks retain the impressions and sometimes fixings from the cast-iron verandah posts once affixed to them. In some cases circular indents were carved to allow drainage (from posts that doubled as downpipes), and in others there is a particularly large kerb block for fixing posts.



Figure 22. (left) Bluestone kerb and wide channel, Main Road (City of Ballarat, January 2023).

Figure 23. (right) Large kerb block with remnant marks where a verandah post was fixed (City of Ballarat, January 2023).

The topography of the precinct provides views to significant landmarks from within and through the precinct as the lower elevation of Bridge Mall allows for uninterrupted views of the grand civic and commercial buildings on Sturt and Lydiard streets to the west and conversely Mount Warrenheip can be seen from this vantage point when looking west and back towards the precinct.



Figure 24. (left) Coliseum Walk north-south pedestrian connection, the Yarrowee River here is channelled underground (GJM Heritage, June 2021).

Figure 25. (right) View from Bakery Hill looking west towards Bridge Mall and Sturt Street / Lydiard Street Precincts (GJM Heritage, June 2021).

Intact Victorian buildings that demonstrate high quality architectural design and aesthetic characteristics within the precinct include the Venetian Gothic former East Ballarat Post Office at 21 Main Street (HO94), the three storey Classical revival building at 24-26 Bridge Mall, Anglo-Dutch gabled shop at 31 Bridge Mall, and the High Victorian former North Grant Hotel at 3 Peel Street (formerly 92 Bridge Mall).



Figure 26. (left) 24-26 Bridge Mall (GJM Heritage, November 2021).



Figure 27. (right) 31 Bridge Mall (GJM Heritage, November 2021).



Figure 28. (left) Former North Grant Hotel, 3 Peel Street (GJM Heritage, November 2021).



Figure 29. (right) Former State Savings Bank, 95-99 Bridge Mall (GJM Heritage, November 2021).

The Munster Arms Hotel at 10 Victoria Street, the former Titheridge and Growcott shop, 15-19 Main Road (HO93), and the former stables, 27 Little Bridge Street, provide other intact examples of Victorian buildings to serve the commercial precinct. The two-storey Hotel stands on a corner, and has the foundation date “1862” recorded on its parapet. It has a simple Classical revival expression, with bay divided by giant-order pilasters, and arched window openings with heavy moulded surrounds. The parapet retains a dentilated cornice, but has otherwise been stripped of detail.

Only two original Victorian-era shopfronts to survive in the precinct, at 13 and 28 Main Road. They have timber-framed windows with deep lambs-tongue mouldings and panelled doors. No Victorian-era posted verandahs survive in the precinct. There are many reproductions of Victorian shopfronts and verandahs.





Figure 30. Munster Arms Hotel, 10 Victoria Street (GJM Heritage, November 2021).



Figure 31. (left) Former Titheridge and Growcott real estate office, 15-19 Main Road [HO93] (GJM Heritage, November 2021).

Figure 32. (right) Former stables, at 27 Little Bridge Street (GJM Heritage, November 2021).

A small number of buildings within the precinct date to the Federation period. These include the shop at 38 Main Road, the Federation bungalow at 9 Humffray Street South. The two-storey shop at 38 Main Road was constructed for herbalist W Mew Gun, and it retains its original unpainted render finish, Art Nouveau leadlight windows, as well as an ornate shopfront featuring curves, tiles and leadlights. The Federation bungalow exhibits a form characteristic of the style, with a high hipped roof and Z-plan (projecting gables to two elevations with a return verandah between them), the verandah continuous with the main roof, terracotta roof cresting and finials, and corbel red brick chimneys. Walls are of face brick below the windowsills, and roughcast render above. The bungalow exhibits fine details such as Art Nouveau leadlight windows, Gothic-flavoured joinery to the front window hood, and concrete front fence posts.





Figure 33. 38 Main Road, which retains its original shopfront (Landmark Heritage, October 2022).



Figure 34. (left) ANA Hall, 7 Humffray Street (Landmark Heritage, October 2022).

Figure 35. (right) 9 Humffray Street (Landmark Heritage, October 2022).



Figure 36. (left) Shopfront of 86 Bridge Mall (Landmark Heritage, October 2022).

Figure 37. (right) 86-90 Bridge Mall (GJM Heritage, June 2021).

The Interwar period is better represented than the Edwardian, though many examples are in fact remodelled Victorian buildings. A notable example is the row at 86-90 Bridge Mall. Originally constructed in the nineteenth century, these three buildings were given fine Jazz Moderne facades in the 1930s, rendered with geometric relief decoration. The former Colin's News Agency (No. 88) features the stylised business name and open books indicating the original use. The former Walter Davis & Co Pty Ltd next door (No. 86, now the Salvos) features the same Art Deco font for its name. The original wares of this store are beautifully illustrated by its intact 1930s shopfront, which features silhouettes of eighteenth-century ladies in fine dress. The shopfront also retains deep display cases with black glass stallboards and a streamlined metal cornice, and a black and white terrazzo entrance floor with a geometric pattern.

In other cases, only the shopfront itself was replaced during the interwar period, with an unusual and highly intact example seen at 100 Bridge Mall. This double-width shopfront is framed by teal tiled piers (with Art Nouveau feature tiles), a band of leadlight highlights set in intricate Arts & Crafts joinery, a wide tiled entry, glazed timber doors, and drawn metal window frames. The leadlights feature the letter “G” in rondels, for “Gear’s” Chemist’s, as recorded in raised letters on the parapet.

One of the finest interwar buildings in the precinct, and a new-build, is the Jazz Moderne former State Savings Bank of Victoria at 95-99 Bridge Mall. It features a stepped tower at its centre, clad in mottle brown terracotta veneer, with the date “1940” and a flagpole at the top. To either side is a shop with a stepped cream-brick parapet. Both shops retain their original shopfront, with mottle brown tiled stallboards, terrazzo entrance floor, glazed timber door, ribbed-glass highlights, and decorative pressed metal soffit to the awning.



Figure 38. (left) Shopfront at 100 Bridge Mall (Landmark Heritage, October 2022).

Figure 39. (right) Shopfront at 95 Bridge Mall (Landmark Heritage, October 2022).

During the early postwar period, the comprehensive remodelling of Victorian buildings continued, as seen at 6-8, 17 & 84 Bridge Mall, and 40 Main Road. Stylistically, most have a restrained Moderne expression, with rendered facades, a horizontal emphasis created by bands of windows, incised lines and projecting hoods. No. 40 Main Road is unusual among them, with a façade finishes in cream bricks and brown tiles to the parapet and around the shopfront. As before, the Victorian origins of these buildings are generally only indicated by chimneys and original rear facades.



Figure 40. (left) 17 Bridge Mall (Landmark Heritage, October 2022).

Figure 41. (right) 6-8 Bridge Mall (Landmark Heritage, October 2022).

The largest group of original shopfronts in the precinct survive from the late interwar and early postwar periods. They are found in the east end of the precinct, at 86, 85-89 & 95-99 Bridge Mall, and 2-4 & 40 Main Road. Interwar examples tend to have drawn-metal window frames above a tiled stallboard, terrazzo entry floors and glazed timber-framed doors (85-85A & 95-99 Bridge Mall). Later examples, from the 1950s, feature chrome frames to windows (91 Bridge Mall) and even chrome-framed doors (87 Bridge Mall), some with

stallboards set at an angle (2-4 Main Road). Many shops built or remodelled in these periods also retain their original cantilevered awnings.

Key features:

- Commercial buildings that demonstrate the period of development from the 1850s to the 1950s, including Victorian, Federation, Interwar and a small number of early Postwar buildings.
- Civic, institutional and residential buildings dating from the late nineteenth to the mid-twentieth century at the eastern end of the precinct.
- 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 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.

Intactness/Integrity

Substantial redevelopment has occurred on a number of properties, particularly at the western end and at Curtis and Little Bridge Streets. Predominantly made up of long narrow lots, many have contributory buildings addressing Bridge Mall or Main Street with non-contributory structures addressing Curtis, Little Bridge and Porter Streets. Bridge Mall and Main Street retain a higher proportion of contributory buildings and have a high degree of visual consistency and scale.

Comparative Analysis

The Bridge Mall/Bakery Hill Precinct can be compared with other commercial and retail precincts within Ballarat and regional towns within the municipality.

The following precinct summaries are taken from Incorporated Document *Ballarat Heritage Precincts Statements of Significance 2006 (revised August 2014)*.

Lydiard Street Heritage Precinct HO171

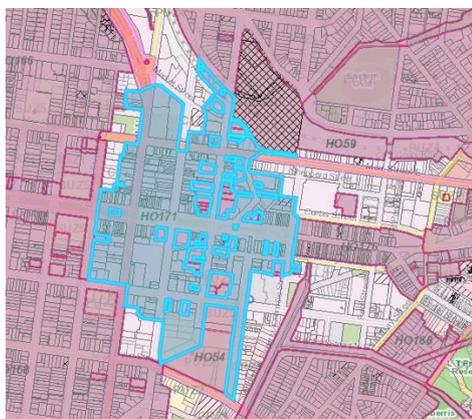


Figure 42. Lydiard Street Heritage Precinct [indicated by blue polygon] (Adapted from VicPlan, September 2021).

Lydiard Street Heritage Precinct includes Ballarat's significant civic, institutional, religious and commercial buildings and monuments, developed from the 1850's.

The Precinct is architecturally significant for the outstanding collection of 19th century civic and commercial buildings associated with the commercial life of Ballarat. The Precinct is architecturally significant for its high quality of substantially intact buildings with examples by notable contemporary architects from all periods ranging from 1860s-1950s. The predominantly symmetrical design of Renaissance Revival Victorian and Beaux Arts Federation architecture with elaborately ornate street verandahs, tree lined avenues, asphalt footpaths and 19th century engineering infrastructure have created an historic centre of great unity and visual coherence. The Precinct is aesthetically and architecturally significant as an excellent model representing 19th century neo-classical town planning based on a new order, hygiene and services that sharply distinguishes it from East Ballarat.

Sturt Street Heritage Precinct HO167



Figure 43. Sturt Street Heritage Precinct [indicated by blue polygon] (Adapted from VicPlan, September 2021).

Sturt Street Heritage Precinct demonstrates many original and intact urban design and fine architectural qualities associated with the ecclesiastical, civic, commercial and residential development of the Ballarat township between the 1850s and early 1900s.

The Precinct is architecturally important for its range of fine examples of Victorian and Federation styled buildings displaying many eclectic architectural motifs such as Jacobean, Gothic and Tudor detailing. The residential and commercial buildings are generally one to two storeys, with civic buildings contrasting in height and scale. The main civic buildings are unique in design and scale but are consistent in their use of stone for construction. The Precinct is historically important as it shows evidence of the creation of a grand elegant

boulevard in the European tradition, within a rectilinear street layout pattern based on hierarchy and axial ordering. Sturt Street with its counterpart Victoria Street in East Ballarat, part of the former cattle stock route between Geelong and Adelaide, are the only surveyed roads in Ballarat that were substantially wider and longer than other streets.

HO173 Mount Pleasant/Golden Point Heritage Precinct

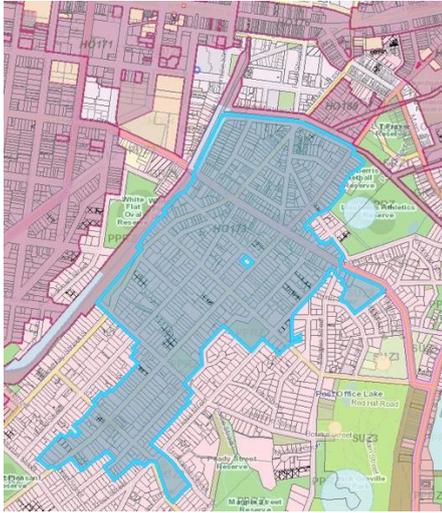


Figure 44. Mount Pleasant/Golden Point Heritage Precinct [indicated by blue polygon] (Adapted from VicPlan, September 2021).

Mount Pleasant/Golden Point Heritage Precinct features a mix of residential, commercial and cultural and community buildings in a range of styles from the 1850s to the 1940s including Victorian, Federation and Interwar periods. The Precinct is a significant, highly heterogeneous mix of mid-19th century to early 20th century residential, commercial and institutional buildings developed within an intensely worked gold mining area.

Precincts with a small number of commercial buildings, developed from the 1850s onwards, include:

- Victoria Street Heritage Precinct HO177
- Central Ballarat Heritage Precinct HO166
- Humffray Street Heritage Precinct HO175
- Eureka Street Heritage Precinct HO179.

Townships outside of Ballarat, which include commercial development:

Learmonth Heritage Precinct HO180

The rural precinct demonstrates many original and early design qualities associated with the residential, commercial, civic, and cultural/community development of the Learmonth Township between the 1850s and the 1930s. A defining characteristic of the Precinct is its small scale nature of the buildings and dominance of the tree lined avenue. Most of the buildings have similar massing, form, are single storey height and are of a traditional form.

Buninyong Heritage Precinct HO181

Buninyong Precinct is important for its collection of buildings, architecture and overall development associated with the early settlement of this area by squatters in the 1840s followed by gold diggers, and the subsequent development from the early 1850s of a formally surveyed grid street layout which preceded that of Ballarat. The Precinct demonstrates many original and intact design qualities associated with the commercial, civic,

cultural/community and educational developments in the township between the 1850s and early decades of the 20th century.

Conclusion

While modest in its appearance and of smaller size, the Bridge Mall / Bakery Hill Precinct is comparable in historical significance to Lydiard Street Heritage Precinct [HO171]. Both precincts developed contemporaneously from the 1850s onwards in the former municipalities of East Ballarat and Ballarat, respectively. The precincts are comparable in function and development timeframe.

The Bridge Mall / Bakery Hill Precinct is primarily commercial and significantly differs to Lydiard Street and surrounds in its street layout and subdivision, a legacy of early gold mining activities centred around the Yarrowee River. It grew to serve the distinct area associated with these activities and is associated with the Eureka Rebellion. The precinct has seen changes to its built form and public realm over time, particularly to later alterations and additions to building facades. It continues to be a clearly legible as a shopping precinct dating from the 1850s to the mid-20th century and displays a high consistency of built form.

Assessment against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay (August 2018)*.

Criterion A: Importance to the course or pattern of our cultural or natural history

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.

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 C: Potential to yield information that will contribute to understanding our cultural or natural history.

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 D: Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments

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 E: Importance in exhibiting particular aesthetic characteristics

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, 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 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.

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 H: Special association with the life or works of a person, or group of persons, of importance in our history

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.

Recommendations

The precinct is included in the Heritage Overlay of the Ballarat Planning Scheme as HO176.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Ballarat Planning Scheme:

External Paint Controls?	No
Internal Alteration Controls?	No
Tree Controls?	No
Outbuildings or Fences not exempt under Clause 43.01-3?	No
Prohibited Uses Permitted?	No
Aboriginal Heritage Place?	No

Gradings

The gradings of properties within the precinct are as follows:

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

Address	Name	Grading	Era	Comments
				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	
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	

Address	Name	Grading	Era	Comments
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	

Address	Name	Grading	Era	Comments
77 Bridge Mall	Off Ya Tree	Contributory	Victorian	75-77 are a single building
78 Bridge Mall	Savoy Coffee Lounge	Contributory	Victorian	
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

Address	Name	Grading	Era	Comments
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
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	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 double-fronted rendered building; Victorian (?) single-storey timber building; terrace of 5 two-storey brick buildings (originally

Address	Name	Grading	Era	Comments
				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	
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	

Address	Name	Grading	Era	Comments
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	
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

Address	Name	Grading	Era	Comments
				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	
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

Address	Name	Grading	Era	Comments
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

Address	Name	Grading	Era	Comments
6/3 Peel Street South		Significant	Victorian	Part of three-storey former North Grant Hotel
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

Extent of the Heritage Overlay

To the extent of the property boundaries, as shown in Figure 34 below. Note that three properties with individual HOs are considered to contribute to the HO176 precinct, though they are not covered by HO176. These are HO93 – 15-19 Main Road (part), HO94 – 21 Main Road, and HO191/VHR H401 – 3 Humffray Street South.



Figure 34. Extent of HO176 [indicated by black line] (adapted from data.vic.gov.au).

DRAFT

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