

Current HO168 South Ballarat Heritage Precinct

Recommended amendment: HO237 Former Price's Grocery

Prepared by: GML Heritage

Address: 202 Lyons Street South, Ballarat Central

Name: Former Price's Grocery

Survey Date: 23 October 2024

Place Type: Retail and wholesale, shop

Architect: Edward James

Grading: Significant

Builder: unknown

Extent of Overlay: To property boundaries

Construction Date: 1869



Figure 1 View of 202 Lyons Street South, looking west. (Source: GML, October 2024)



Figure 2 Extent of proposed registration, 202 Lyons Street South, Ballarat Central. (Source: VicPlan with GML overlay)

Limitations

It was not possible to gain internal access to the building or its cellar, and the inspection was carried out from the public domain only. The interior was not inspected but this has the potential to include elements that contribute to significance and which should be assessed when an internal inspection can be arranged.

Historical Context

This place is associated with the following historical themes taken from the *Ballarat Thematic Environmental History* (Draft, 2024):

5: Shaping the city, towns and villages

5.2: Ballarat: The Golden City

8. Commercial development

8.1 Selling goods and services

History

Locality history – Ballarat Central

European settlement in what is now Ballarat Central dates from the late 1830s with the take up of pastoral leases in the area. Gold was first discovered in Ballarat East in 1851, and in many other locations within the wider Ballarat area in the early 1850s. (Ballarat (then spelt Ballaarat). Following the discovery of gold, the wider area saw significant agricultural development.

A plan for the Town of Ballaarat was laid out by W.S. Urquhart in 1852 and the area was developed for residential purposes from the late 1850s. The township of Ballarat emerged as a service centre to the diggings, with land sales dating from 1852. Due largely to the gold rush, the population peaked at about 64,000 in 1868 (idcommunity 2022). The Borough of Ballarat (West) was proclaimed in 1855 and the Borough of Ballarat East was proclaimed in 1857. A railway line connecting Ballarat and Geelong opened in 1862 (Victorian Places 2015).

During the 1870s, industries were established, including deep lead mines, engineering works, woollen mills, flour mills, tanneries, boot-making enterprises, meat-preservation works, brickmaking and breweries. When a recession hit the mining industry in 1870, the population declined significantly. However, the manufacturing industry and agricultural sector kept the economy afloat (idcommunity 2022).

Railway lines to Maryborough and Ararat were opened in 1875, and to Melbourne in 1889, enabling Ballarat to become a significant commercial centre. In the late nineteenth century other industries were established in Central Ballarat and the wider region, including sawmilling, cordial factories, and viticulture. Throughout the twentieth century Ballarat prospered as a major administrative, manufacturing, and commercial service centre (idcommunity 2022). Central Ballarat was well provided with churches and schools. This included the Ballarat School of Mines (1870), which was the first such school to be established in Victoria and the forerunner of today's Federation University, and an early government high school (1907).

To cater for Ballarat's growing population, residential subdivisions, many on former gold mining land, were developed from the 1860s, particularly after local industries provided permanent employment that in turn facilitated the growth of a settled population and an increase in home ownership. As settlement progressed in the suburbs of Ballarat and the surrounding towns in the 1870s and 1880s, the small rudimentary timber cottages of the 1850s were replaced with larger homes. By the late-nineteenth century, some local residents who had made significant fortunes from mining and other commercial ventures in Ballarat built grand, architect-designed homes.

There was significant residential development in Central Ballarat and its earlier suburbs in the early 1900s and up until the beginning of the First World War. Commercial and civic development in Ballarat Central continued in the interwar and postwar periods.

Contextual history

Corner shops in Ballarat

From the mid-nineteenth century, the term 'corner shop' generally referred to a local grocery or general store. Corner shops emerged across the residential areas of the City of Ballarat West and the City of Ballarat East from the 1850s. Grocers were generally limited to non-perishable items, with

meat and dairy products sold by local butchers and dairies. Licensed grocers, which were licensed to sell alcohol, were relatively common in nineteenth-century Ballarat.

In the era before motor cars, local grocer's stores provided an important service, with home delivery generally part of the service. Corner allotments were favoured as a means of maximising visibility and, as a result, sales. Corner buildings were also advantageous as they had external walls on two frontages on two separate streets. This allowed greater exposure to advertising material, which both enlivened and drew attention to the building and was a source of revenue for the shop-owner.

A large proportion of Ballarat's corner shops were established in the Victorian era. Most were single storey. Many were established from the 1860s, when the city was experiencing a period of residential and commercial development, until the late 1880s. In Ballarat West, some larger corner grocery stores were double-storey masonry structures on a corner allotment, and these often presented a similar external appearance to a small hotel—for example, through the use of a splayed corner entrance. In Ballarat East, early corner stores generally had a more modest appearance, and were also more likely to have been built from timber.

The local grocery store continued to play an important role in Ballarat in the 1950s and into the 1960s. Until the introduction of large US-style supermarkets in Ballarat, the local grocer's store was the main form of retail food supply. Over the period 1950–55 there were about 97 legitimate grocers operating in Ballarat (National Trust 2009: vii). With the emergence of local supermarkets in Ballarat in the 1960s (Coles New World opened in Ballarat in 1963), corner shops began to decline as a business type. Many of these buildings survive in Ballarat and have been adapted as private residences or for other business purposes such as cafes. A guide and directory to corner shops in Ballarat published by the Ballarat Branch of the National Trust in 2009, which covers 160 buildings, includes a very small number of double-storey corner shop buildings (National Trust 2009).

Ballarat Bitter and Ballarat Bertie

The Ballarat Brewing Company was established in 1895 with the merger of three brewing companies: James Coghlan's Phoenix Brewery and William Tulloch's Royal Standard Brewery, with the Creswick Road (or Barley Sheaf) Brewery. Initially known as Coghlan & Tulloch's Ballarat Brewing Co, the name was changed in 1911 to the Ballarat Brewing Company Pty Ltd (Federation University; GABR). The brewery was located at what is now the Ballarat School of Mines in Lydiard Street (Figure 6). By 1912, with business thriving, operations expanded with the addition of new plant and buildings. The brewery first produced Ballarat Bitter in 1926 and that same year Bertie the Cellarman ('Ballarat Bertie') was created as part of an advertising campaign. For several years Bertie appeared only in a cartoon and cartoon-like advertisements, but from 1935 his image appeared on beer labels for Ballarat Bitter. The Ballarat Brewing Company became a public company in 1936. The Ballarat Bitter brand gained enormous local loyalty, with the 'Ballarat Bertie' graphic used on Ballarat Bitter bottle labels and appearing extensively in print advertising (Federation University webpage). During the Second World War, Ballarat Bertie became the mascot for the corvette, *HMAS Ballarat I*, with soldiers from Ballarat known internationally as 'Ballarat Berties' (Jacks 2023) While the brand Ballarat Bitter was advertised on many local hotels and licensed grocers, the Ballarat Bertie image does not seem to have featured very often in painted signs.



Figure 3 Ballarat Bitter advertisement, Caralulup Hotel, near Talbot, 1941. (Source: State Library Victoria, Accession No H20352)



Figure 4 Ballarat Bitter advertised at the Dartmoor Hotel, 1950s. (Source: McCallum Collection)

The Ballarat Brewing Company was purchased by Carlton & United Breweries (CUB) in 1958. CUB continued to manufacture Ballarat Bitter, but the image of Ballarat Bertie was removed from beer labels in 1971. This caused a public outcry in Ballarat and CUB was forced to reinstate Bertie on the label (Jacks 2023). CUB closed the Ballarat Brewery plant in 1989, marking the end of a long history of beer manufacture in Ballarat.



Figure 5. Ballarat Brewing Company, Armstrong Street frontage, c1915. (Source: Federation University Historical Collection)



Figure 6. An early Ballarat Bitter beer bottle with 'Ballarat Bertie' on the label. The date is not known but the cork, assuming it is original, indicates an early date of 1935 or later. (Source: Federation University Historical Collection)



Figure 7. An early Ballarat Bitter advertisement featuring 'Bertie the Cellarman'. (Source: *Camperdown Chronicle*, 5 June 1926)

Ghost signs/historic painted signs in Ballarat

Following trends in the United States, corporate advertising developed significantly in the 1920s, with marketing techniques becoming more sophisticated. This led to more elaborate visual advertising with distinctive illustrations and colouring. At the same time, there were advances in the development of paint, with improved exterior paints available and a wider variety of paint colours.

Many of these early advertising signs were painted on the sides of buildings by skilled signwriters, including on the external walls of general stores and hotels, advertising products being sold on the premises. Many were painted over brickwork, there are numerous examples extant in Ballarat, such as a sign for McAlpin's Flour and Velvet Soap (Figures 9 and 10).

With the shift to larger, consolidated retail operations during the postwar decades and through to the 1990s, through the emergence of supermarkets, department stores, and large hardware and stationer's stores, many smaller independent shops suffered a decline in trade and closed down. At the same time, a relatively slow local economy in Ballarat through the second half of the nineteenth century saw the retention and adaption of these buildings for other purposes and the survival of some of the early painted advertisements on the buildings' exteriors. The survival of these early signs was largely happenstance rather than the result of planned protection and retention. Surviving signs in Ballarat are predominantly lettering, with only a small number featuring large-scale artwork, such as the Ballarat Bitter advertisement at 202 Lyons Street which incorporates the Bertie Beer character.



Figure 8. Hand-painted sign advertising McApin's Flour on the side of a commercial building in Ballarat. (Source: GML, October 2024)



Figure 9. Hand-painted advertisement for Velvet Soap on the side of a local store in a residential area of Ballarat. (Source: GML, October 2024)

Place history

The site of the present building in Lyons Street occupies lot 3A of Crown Allotment 26 in the Township of Ballarat West (PROV). In the 1860s, Evan Price purchased this block (lot 3A), comprising a little over 17 perches, on 11 July 1865. He had previously acquired the adjoining block (lot 4) to the south on 14 May 1862, which comprised a little over 11 perches. Most of the surrounding land between Eyre and Urquhart streets was sold by the Crown in the early 1860s. The 1860s was a decade of significant growth and consolidation in Ballarat when the town was benefitting from a period of high profitability of gold-mining (*Ballarat Star*, 8 March 1865:2).

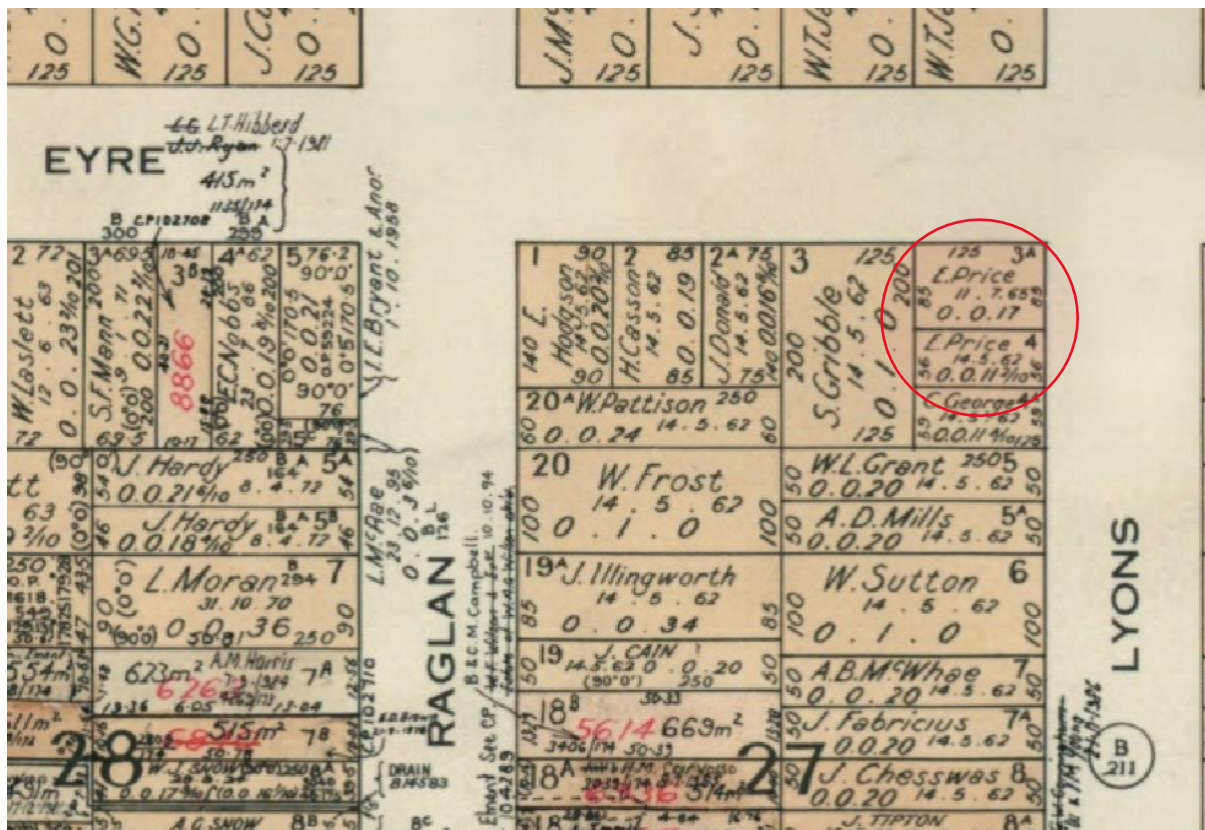


Figure 10. Department of Land and Survey, Ballarat Township Plan – Sheet 10, 1965, showing the two parcels of land purchased by E Price (circled) at the southwest corner of Eyre and Lyons Streets. (Source: Department of Lands and Survey, with GML overlay)

In July 1869, a tender notice appeared for the construction of a ‘two-story [sic] brick shop and dwelling’ at the corner on Lyons Street and Eyre Street, to the design of local Ballarat architect Edward James (*Ballarat Star*, 19 July 1869:3). Price opened a licensed grocer at the premises, which was known locally as Price’s Grocery. He successfully applied for the renewal of his grocer’s license in December 1872, 1873, 1874, 1875 and 1876 (*Ballarat Star*, various).

In 1877, Price offered the business for sale or lease. The business was acquired by John Gow Linton, who continued to operate a grocery at the premises, which was still owned by Price. At this time, it was trading as ‘Price’s Grocery and Wine and Spirit Stores’ and was described as having a ‘fine and lofty appearance’ and ‘spacious cellars’. The seller attested to it having no rival in Ballarat as a ‘good, first-class trade’ (*Ballarat Star*, 31 January 1877:3). In 1877 the property was described as including ‘good stalling and coach-house’, which would imply that the store provided a home delivery service for customer orders. A large stable and/or coach-house is shown in a Ballarat sewerage plan dated 1927 (Figure 5). It is likely that this building is no longer extant, however inspection is recommended.

From at least 1886, the property was held in the name of Elizabeth Price and her two sons, John Evan Price and Alfred David Price. On the death of Evan Price in 1888, the store continued to be owned by Elizabeth Price, and her two sons. Elizabeth Price became the sole owner in 1893. Alfred David Price became the sole owner in 1906 (CT V1837/F354).

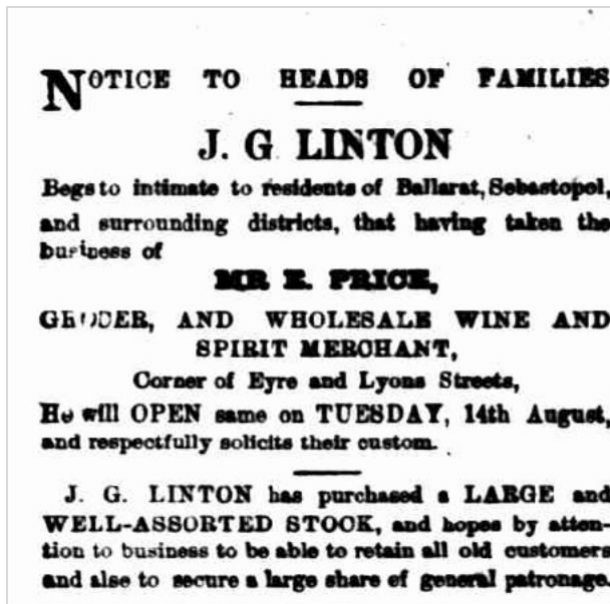


Figure 11. Advertisement for JG Linton taking over the grocery store of Mr E Price. (Source: *Ballarat Courier*, 11 September 1877:2)

A sewerage plan dated 1927 shows a brick shop with cellar and a series of timber outbuildings (including stables) occupying the land acquired by Evan Price in 1862.

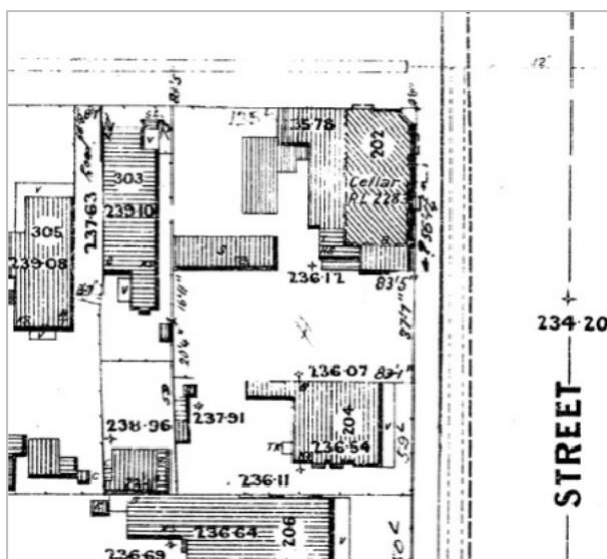


Figure 12. Detail from a Ballarat sewerage plan dated 1927, showing the footprint of the building and stables at the rear. (Source: PROV)

By 1908, David Evans was operating the grocery. In 1919 it was reported that his daughter Gladys May Evans, who had been operating the grocery business, had become insolvent (*Argus*, 6 August 1919:8; Ancestry).

By the late 1920s John Williams had taken over the business (*Ballarat Star*, 25 January 1908:4; *Advocate*, 18 April 1929:37; City of Ballarat rate notices 1927-1930). Following the death of Alfred Price in 1918 and the sale of the building, Margaret Williams became the owner of the building in 1930 (CT V1837/F354). John Williams and his unmarried sister Mary Williams (presumably

Margaret's children) operated the grocery for a number of years. When Margaret died in 1950 and ownership passed to Mary and John Williams in 1955 (CT V1837/F354).

In 1958 Ernest Lusk and Agnes Lusk became joint owners of the property. In 1965 the building was owned by Pat and Monica Minehan who continued to own the building through the 1970s (CT V8187/F501). It is likely that the grocery business was owned by the Williams family or the Lusk family when the advertisements for Ballarat Bitter and Victoria Bitter were painted to the exterior of the building.

'Ballarat Bitter' sign, 202 Lyons Street, Ballarat Central

Although the Ballarat Bertie advertising campaign was launched in 1926, it seems unlikely that the painted sign at 202 Lyons Street was created in the immediate years afterwards as the character of Bertie was initially restricted to newspaper advertising. Given that there is a picture of Bertie on the beer label shown in the image, it is unlikely that the sign was painted prior to 1935, when the image of Bertie first began appearing on beer labels. The Depression of 1929–c1933 and the Second World War of 1939-45 were periods of limited commercial activity and in the case of World War II, of austerity measures. There was also a shortage of paint during the war. It seems more likely that the sign was painted in the period 1936–1939 or between 1946 and 1960s when the Ballarat Brewing Company was prospering.

The Ballarat Brewing Company was formed in 1895, through a merger of three local breweries. One of these, which traded as The Ballarat Brewing Company, was established by 1870 and had its operations in Drummond Street (*Ballarat Star*, 7 Nov 1870, p. 4).

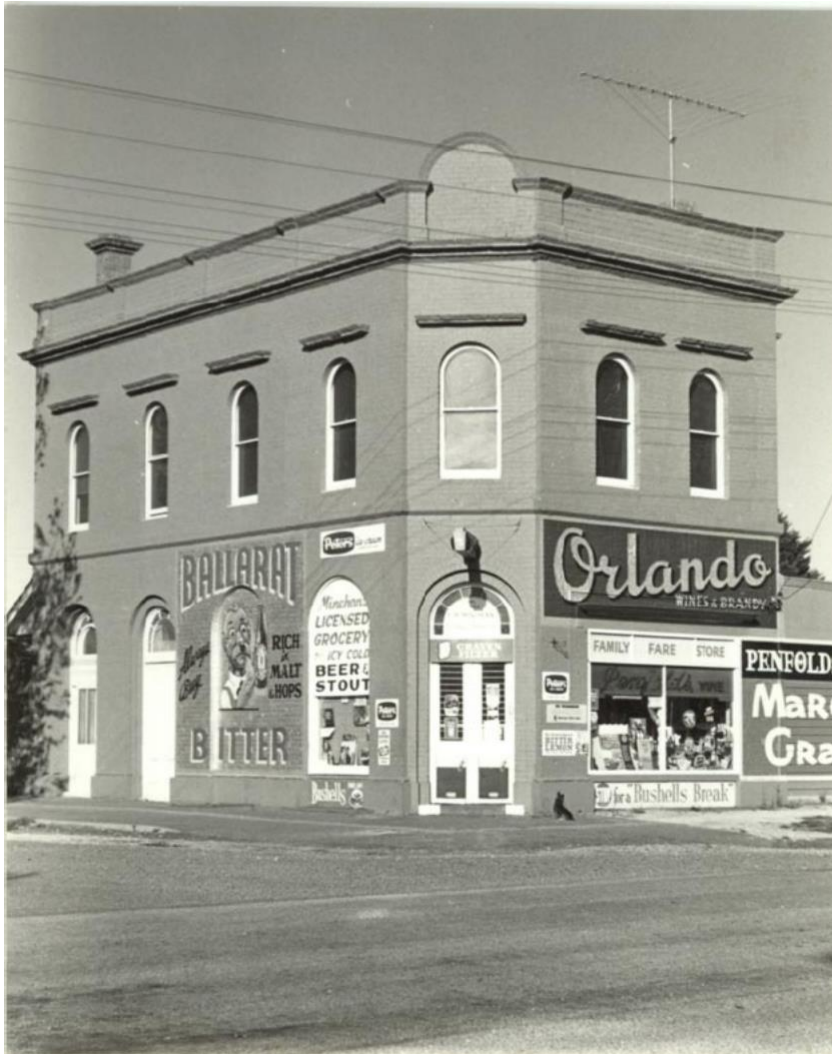


Figure 13. 202 Lyons Street South, Ballarat, n.d. showing external painted sign that reads 'Minehan's Licensed Grocer'. This indicates that the photograph most likely dates to the period of Minehan's proprietorship, 1965–1975. (Source: Federation University Historical Collection)

Associations – Edward James (c1824–1888)

Edward James arrived in Victoria from South Wales in 1852. In 1858, he settled in Ballarat, where he worked as an architect until his death in 1888 at the age of 64 (*Argus*, 19 November 1888:8). James was a prolific local architect who oversaw the construction of many of Ballarat's commercial and residential buildings, including churches, dwellings, hotels, and public halls. Prominent examples of his work include the London Chartered Bank, transepts of Christ Church in Lydiard Street, and the Ballarat Masonic Hall (Federation University; Lewis 2011, RHSV).

William RH Creber, a carpenter by trade, joined James as a partner in his architectural practice in Bank Chambers, Lydiard Street, from c1873 until 1884 (Jacobs 1993; *Ballarat Star*, 12 August 1881:3). The practice won numerous commercial and residential commissions, including the offices of the National Insurance Co Ltd in Lydiard Street, various bank chambers, churches, and a residence for the Bishop of Ballarat (Lewis 2011).

An article that appeared in the *Ballarat Star* in 1883 described the partnership as follows:

Those popular professional gentlemen, Messrs James and Creber, have at the present time a large amount of very important business on hand. There is not, perhaps, a firm of architects in this district who are more successful in their profession. They command a good outside practice, as well as a leading local business (Ballarat Star, 14 November 1883:3),

It appears that the partnership ended sometime around 1884 when Creber moved to Sydney.

James subsequently joined forces with architect William Piper. Their practice James & Piper had an office in the Colonial Mutual Chambers at 1 Lydiard Street South. They designed Ballarat's Masonic Hall (HO171, 14 Camp Street), Manchester Unity Hall (HO42, 9 Grenville Street South), Trades Hall (HO20, VHR0657, 24 Camp Street), the Palace Hotel (HO80, 101-103 Lydiard Street North), Lester's Hotel, Rowland's Aerated Water Factory, and the rotundas at Ballarat Cemetery.

James never married and died at his residence in Lyons Street, Ballarat, in November 1888.

Other significant projects James was involved in include six single-storey terrace houses in Melbourne Road, Ballarat East, for H Glenny Esq in 1878, , the IOOF Hall (Miles Lewis database record no. 21696; *Ballarat Star*, 9 October 1872:4, 3 July 1871:4), and 'Blythewood Grange' in Grant Street, Sebastopol, for James Leckie (as James and Creber architects) (*Ballarat Star*, 20 March 1879:3). He was also commissioned by Evan Price to design four double-storey brick houses in Sturt Street, Ballarat West, in 1881, and a building for prominent local medical practitioner Dr Woinarski.

Social value – Ballarat Bertie sign

Social value is defined in the Burra Charter as follows:

Social value refers to the social associations and cultural meanings that a place holds for a particular community or cultural group. To understand social value, some broad questions should be considered:

- *Is the place important as a local marker or symbol?*
- *Is the place important as part of community identity or the identity of a particular cultural group?*
- *Is the place important to a community or cultural group because of associations and meanings developed from long use and association?*

To all three questions above the answer would be in the affirmative.

An analysis of the social value of the former Price's Grocery and sign has been structured on the guidelines developed by the Heritage Council of Victoria (HCV), *Guidance on identifying places and objects of state-level social value in Victoria* (2019). These guidelines are the most up-to-date resource for the general assessment of social value in Victoria. While developed for assessing social value at the State level, they also serve as a suitable framework for testing social value at the local level.

In line with the HCV Guidelines on Social Value, the following four elements should be present to determine the positive identification of social value of a place or object (HCV 2019: 5):

- **Community:** The existence of a present-day community group (or groups) by whom the place or object is valued.

- **Attachment:** The existence of a strong attachment of the community or cultural group to the place/object.
- **Time-depth:** Where a place or object has had special importance to a particular community over a period of time. Generally, a period of time equivalent to one generation (25-30 years) is considered a reasonable time depth that would support the presence of social value.
- **Resonance:** The reasons why the above characteristics exert an influence that resonates across the broader community as part of a story that contributes to the broader community's identity.

The role of these four elements in relation to the former Price's Grocery at 202 Lyons Street, Ballarat Central, is discussed and evaluated below.

Community: The community associated with the former Price's Grocery and its painted Ballarat Bitter sign at 202 Lyons Street South is primarily the local community of Ballarat Central, for whom the shop has been an important functional and physical element of the streetscape since 1869, and for whom the Ballarat Bitter sign has been a visual landmark for many decades, possibly since the 1940s or 1950s.

While initially the Ballarat Bitter painted sign featuring Ballarat Bertie was important to the immediate local neighbourhood around Lyons Street, the sign has developed greater meaning and importance for the wider Ballarat community in recent decades. This can be attributed to several factors: a high level of affection and nostalgia for Ballarat Bertie, particularly after the Ballarat Brewing Company was closed in 1989; an increased expression of nostalgia for early painted advertising signs; and local pride in the long-established local company, the Ballarat Brewing Company, and its popular local product Ballarat Bitter. The Ballarat community developed a strong and parochial affection for the character of Bertie the Cellarman (or Ballarat Bertie) who was central to the advertising campaign launched for Ballarat Bitter in 1926.

Attachment to the Ballarat Bertie sign also extends to the wider community of enthusiasts for vintage painted shop signage and for nostalgic beer advertising.

Attachment: The Ballarat community has considerable attachment to the Ballarat Bitter painted sign at 202 Lyons Street. The sign is well known locally and is used for photo shoots etc. Attachment to the sign reflects the community's particular attachment to and affection for the character of Bertie of Cellarman ('Ballarat Bertie') as well as a nostalgia for and pride in Ballarat's history, in terms of its brewing history and its early large-scale painted advertising signs. Local attachment to Ballarat Bertie derives from a fundamental affection for the character, who became a popular symbol of Ballarat's identity from the time the character was created in 1926. Bertie the Cellarman was originally promoted as a cartoon character and featured on beer labels from 1935. Strong local attachment to the Bertie Ballarat character was demonstrated by the public outcry that occurred in Ballarat in 1958 when Carlton & United Breweries removed the Ballarat Bertie image from the Ballarat Bitter beer label; the image was subsequently reinstated in response to strong public feeling. The image of Ballarat Bertie has been used in much beer-related paraphernalia, such as tea towels, badges and other items, which are popular in Ballarat.

Time-depth: The time-depth of community connection to the shop at 202 Lyons Street and its Ballarat Bertie sign is considered to be long-standing. It is difficult to precisely date the sign, but a likely date range would be the 1940s or 1950s. The condition of the paintwork suggests that the Bertie

character may be part of an earlier sign, dating c1940, and that the background and lettering were possibly painted over or touched up at a later date, as the font is indicative of a 1950s style. Further investigations or paint analysis may be able to assist with confirming approximate dates.

Resonance: The social significance of the former Price's Grocery and its painted Ballarat Bertie sign largely hinges on the rarity of the sign, which was formerly one of many such advertisements painted on the exterior of shop and hotel buildings in Ballarat. Now understood to be the last original Ballarat Bertie sign remaining in Ballarat, there is much local interest in the story of Ballarat Bertie for its connection with Ballarat Bitter and the important local company, Ballarat Brewing Company, which is tied to the important social role of local breweries historically. There is considerable coverage of the sign online, including its use as a photo shoot and the availability of printed copies of the sign. The Ballarat Bitter sign also ties into broader associations with Australian 'pub culture', including the notion of the pub as an Australian social institution, particularly the important role of the pub in the lives of many working-class Australian men.

The local importance of the sign at 202 Lyons Street is demonstrated by its inclusion on the website ballaratrevealed.com which nominates locations of local historical painted 'ghost signs'. A contemporary version of the sign is painted on the side of the Royal Oak Hotel, which is located in close proximity to the original sign at 202 Lyons Street South (Figure 15). A reproduction print of the painted sign at 202 Lyons Street building is also available online as a framed print (Figure 14). Examples of the wider use of the Ballarat Bertie character in more recent decades include the incorporation of Ballarat Bertie into the Ballarat APEX logo in 1988 and the use of Ballarat Bertie as the mascot of the warship *HMAS Ballarat* in 2002 (Dehn 2009).



Figure 14. A framed print of the Ballarat Bitter sign at 202 Lyons Street is available for sale online. (Source: thegentsaustralia.com)



Figure 15. A reproduction of the Ballarat Bitter sign, painted on the side of the Royal Oak Hotel at 402 South Street Ballarat Central (Source: GML, October 2024)

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Description



Figure 16. View of eastern elevation facing Lyons Street South, with painted 'Ballarat Bertie' sign. (Source: GML, October 2024)

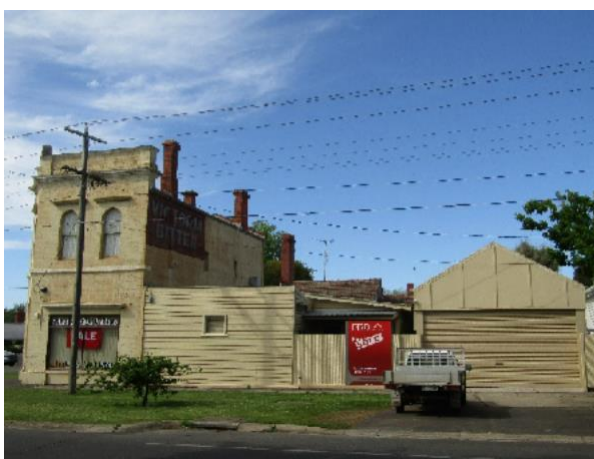


Figure 17. View of northern elevation facing Eyre Street, showing single-storey extensions and garage. (Source: GML, October 2024)



Figure 18. View of southern elevation. (Source: GML, October 2024)

The former Price's Grocery at 202 Lyons Street, Ballarat, is a two-storey Victorian-era building constructed in 1869 to a design by local Ballarat architect Edward James (*Ballarat Star*, 19 July 1869:3). The Eyre Street frontage incorporates single-storey extensions and a garage at its west end.

Positioned on the south-western corner of Eyre Street and Lyons Street South, and built to the site boundaries, the building is prominent as a two-storey commercial building in a locality which comprises predominantly single-storey residential dwellings with front setbacks.

The main two-storey structure is constructed in brick and has a rectangular footprint with a splayed corner entrance. The building is designed in a restrained classical Victorian-era style and has a stone plinth skirting on a bluestone foundation.

The main building has a corrugated metal clad hipped roof concealed by a parapet which is visually segmented via a row of engaged dwarf piers set between the upper cornice and lower stringcourse band. The parapet features an arch pediment at its splayed corner. There are three unpainted red brick chimneys with stepped caps. The fenestration to the upper level consists of a series of simple, round arched openings with deep reveals and timber double-hung sash windows. There are four windows facing Lyons Street, two facing Eyre Street and one set into the buildings splayed corner. Above each of these windows is a horizontal label mould. A projecting string course delineates the upper and lower levels and forms a continuous band around the building.

Fenestration on the lower level consists of two round arched doors and two windows (one which is bricked in) on the eastern elevation, an arched opening with entry door and fanlight on the splayed corner. A large rectangular timber shop window has been installed on the northern side, which appears to be a later modification; above this an engaged steel beam and brickwork arch are visible.

The two entry doors on the eastern elevation are deeply set into stepped brick archways; both have stone threshold steps and ventilation grilles set within the footpath. The southern-most door assembly comprises a solid timber panelled door with glazed and panelled sidelights and a glazed segmented fanlight above with etched decoration. The glass to the sidelights is decorated with coloured stencil patterns (Figure 20). The adjacent doorway is fitted with a double door which is glazed and panelled and has a simpler segmented fanlight above.

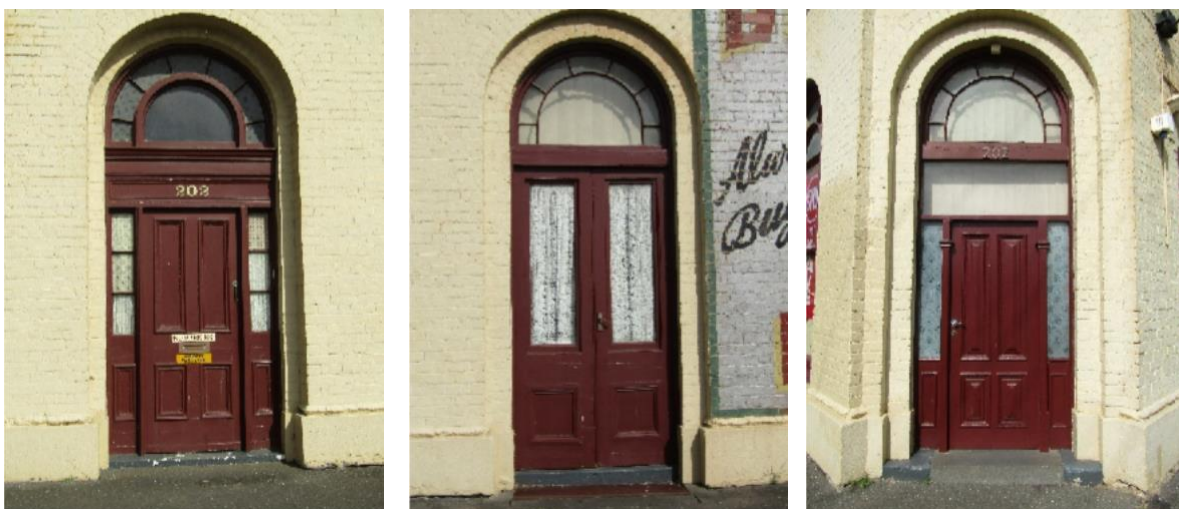


Figure 19. Entry doors on east elevation, and on chamfered corner



Figure 20. Decoration to glazed sidelights on east elevation. (Source: GML, October 2024)



Figure 21. View of northern elevation facing Eyre Street, showing steel beam and brickwork arch. (Source: GML, October 2024)



Figure 22. View of west extensions and outbuildings. (Source: GML, October 2024)



Figure 23. View of northern elevation facing Eyre Street, showing side extension with chimney visible. (Source: GML, October 2024)



Figure 24. View of garage to the west. (Source: GML, October 2024)

An array of single-storey skillion and flat-roofed brick and timber clad extensions and outbuildings wrap around the south and west sides of the main building extending to the boundaries of both street frontages. A similar layout of timber additions is shown on the 1927 sewerage plan however it is unknown if these are extant or have been rebuilt over time (Figure 12). Along Eyre Street a gable roofed carport with roller door sits in front of an L shaped garage that runs along the west and south boundary lines of the property.

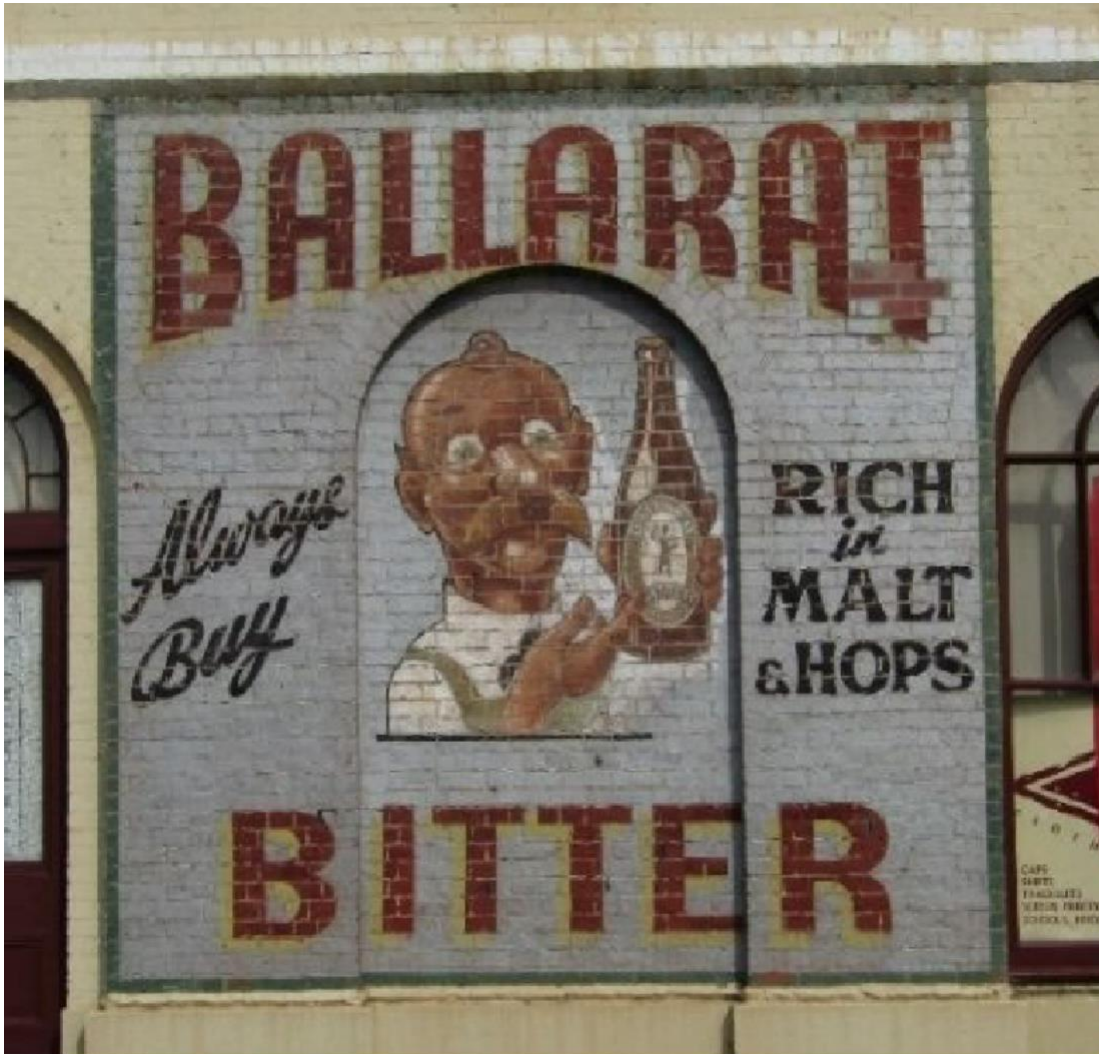


Figure 25. View of Ballarat Bitter painted sign on east elevation. (Source: GML, October 2024)

A prominent feature of the building is the incorporation of early hand-painted beer advertising signs (Figures 25 and 26). The sign on the eastern elevation is an advertisement for local beer manufacturer, the Ballarat Brewing Company, and depicts the brand's mascot 'Bertie the Cellarman' holding a glass beer bottle, on a silver-coloured background with a green border. The Bertie character is positioned in the recess of the arch of a bricked in window, the lettering 'BALLARAT BITTER' in red capitals with a yellow drop-shadow is positioned above and below the central character. Lettering in cursive black script to the left states 'Always Buy' and lettering in black to the right states 'RICH in MALT & HOPS' The sign is presently in a relatively good overall condition. Paint has come away from the mortar joints, and is peeling, crazing and flaking in some areas, however overall the graphic remains highly legible. The condition of the painted graphics indicates that it is possible that the

painted character is older than the rest of the sign. The paint of the 'Bertie' character appears older and of a different finish than the other painted background and lettering. It is possible that the lettering and background colour was 'refreshed' or painted over at some point, and the existing 'Bertie' character left in its original condition. The reveal of areas of red brick façade as part of the design of the signs indicates that the signs were created prior to the painting of the exterior of the building. A technical paint analysis or inspection of both signs by an expert in historical signage may provide further evidence to assist with confirming dates. The second sign is located high up on the western elevation and is a hand-painted sign with the lettering 'Victoria Bitter' in capital letters, painted in white with a black drop shadow. The background is a dark burgundy red, which has deteriorated, and there is a fine orange rectangular border. The sign shows its age but is in reasonable condition and fully legible. There is a steel ladder leading from the roof of the building which is fixed to the wall between the letters I and C.

The rest of the building and extensions have been painted in a cream colour and it is evident on inspection that the two signs have intentionally been painted around in order to preserve their original condition.



Figure 26. View of painted Victoria Bitter sign on west elevation. (Source: GML, October 2024)

Integrity

The two-storey building is relatively intact, with some changes to the original fabric. These include the installation of a large shop window on the Eyre Street frontage, and overpainting of the brickwork. The building retains its overall early form, scale and stylistic details, The pattern of fenestration, original

door and window joinery, chimneys are all authentic to the original design. The two signs appear to be intact, with very little if any overpainting or ‘touch-ups’.

The extensions and single-storey buildings to the west are unobtrusive. These appear to have evolved in an ad-hoc manner over time and are not likely to be part of the original architectural design of the building.

Overall, the building and the two painted signs have a high level of integrity.

Comparative analysis

As discussed above, corner shops emerged in the residential areas of the City of Ballarat West (and the City of Ballarat East) from the 1850s and remained the main source of local food supply up until the advent of supermarkets in Ballarat in the 1960s.

Comparable examples to 202 Lyons Street South, Ballarat Central, which have been identified as being Individually Significant within the City of Ballarat, include:



The Redan Prince of Wales Store (former) (**Ballarat HO223**) at 2 Albert Street, Sebastopol, is of historical, aesthetic and architectural significance to the City of Ballarat. This example is an 1860s two-storey brick corner shop with a chamfered corner. The building incorporates original signage in the form of a band of raised lettering below the parapet, which wraps around the two elevations, and is identified as the earliest surviving two-storey store in Sebastopol, dating from the gold-mining era of the town. It is a substantial commercial building erected on a prominent corner and is representative of commercial buildings erected during the gold-mining era of the town.

Image: City of Ballarat



The Melbourne House Store (**Ballarat HO201**), at 186A Albert Street, Sebastopol, is a parapeted two-storey rendered brick building that was constructed on a prominent corner site in 1885 as a combined grocery store and private residence. The style of this building is similar to the subject site, being in a restrained classical style. It incorporates separate entrances for access to the retail store and the private residence. Melbourne House Store is of historical, aesthetic and architectural significance to the City of Ballarat as an intact, early surviving commercial building and residence built on a prominent corner site. External paint controls apply to this building.

Image: City of Ballarat



The Lake View Hotel (**Ballarat HO132**), at 22 Wendouree Parade, Lake Wendouree, on the corner of Mill Street, is a two-storey painted brick hotel built in 1857 in a Conservative Classical style, and includes a cantilevered balcony and verandah. The form and stylistic detailing of the building is similar to that of 202 Lyons Street South, with arched windows and doors, a splayed entry elevation and a parapet concealing the roof. While some of the classical detailing is slightly more decorative than that of 202 Lyons Street South, it is less intact, as the ground floor elevations have been significantly altered with the introduction of large window and door openings. External paint controls apply to this building.

Image: City of Ballarat

Discussion

The above examples are all listed as individually significant places in the Ballarat Planning Scheme. They are all two-storey commercial buildings on prominent corner sites in localities of Ballarat which are away from the main commercial centre. They are all of similar construction, era and style to 202 Lyons Street South, being constructed in brick, with a painted finish or rendered painted finish. Some bear evidence of early signage, but mainly across the top of the parapets and mainly restricted to lettering. All are in a restrained classical style, some with attached verandahs (Melbourne House Store (Ballarat HO201) and Lake View Hotel (Ballarat HO132)). These buildings are largely intact and retain their original early built form, patterns of fenestration and decorative detailing.

These buildings, and the subject property, provide tangible evidence of commercial buildings constructed during the goldrush era, and are demonstrative of commercial and civic activity in the municipality for over 100 years. The building at 202 Lyons Street South is further enhanced by the presence of the two extant painted early advertising signs.

Assessment Against Criteria

Criteria referred to in *Practice Note 1: Applying the Heritage Overlay*, Department of Environment, Land, Water and Planning, August 2018, modified for the local context.

}	<p>Criterion A Importance to the course or pattern of our cultural or natural history (historical significance).</p>
<hr/>	
	<p>Criterion B Possession of uncommon, rare or endangered aspects of our cultural or natural history (rarity).</p>
<hr/>	
	<p>Criterion C Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
<hr/>	
}	<p>Criterion D Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
<hr/>	
}	<p>Criterion E Importance in exhibiting particular aesthetic characteristics (aesthetic significance).</p>
<hr/>	
	<p>Criterion F Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
<hr/>	
}	<p>Criterion G Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
<hr/>	
	<p>Criterion H Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

Former Price's Grocery Statement of Significance
November, 2024

Heritage Place:

Former Price's Grocery
202 Lyons Street South, Ballarat Central



PS ref no: HO237

Extent of the Recommended Heritage Overlay:

To the extent of the title boundary, as shown below.



What is significant?

The former Price's Grocery, built in 1869 to a design by architect Edward James, at 202 Lyons Street South, Ballarat Central, is significant.

Elements that contribute to the significance of the place include the following:

- the two-storey brick building on bluestone plinth to the extent of original 1869 fabric
- the whole of the painted advertising sign depicting 'Ballarat Bitter' on the eastern elevation
- the whole of the painted advertising sign depicting 'Victoria Bitter' on the western elevation
- the original pattern of fenestration of arched window and door openings
- the restrained Victorian-era detailing, including cornices, parapet, label mould, and projecting string course
- the decorated glass sidelight panels to the entry doors along the eastern elevation
- the panelled entry doors and fanlights (one with decorative glass) to the entry doors along the eastern elevation
- the original large pane sash windows
- the original brick chimneys of the two-storey building.

Later additions and alterations, including the large rectangular shop window, the red brick fence, and the garage, are not significant. The overpainted finish (other than the Ballarat Bitter/Bertie Beer sign and the Victoria Bitter sign) is not significant.

Timber additions and outbuildings are of historical interest only.

How is it significant?

The former Price's Grocery, at 202 Lyons Street South, Ballarat Central, is of local historical, representative, aesthetic and social significance, to the City of Ballarat.

Why is it significant?

The former Price's Grocery is of historical significance to the City of Ballarat as a largely intact example of an early commercial building constructed as a grocery store in the late 1860s in the residential area to the west of Ballarat's city centre in response to development spurred by gold-mining in Ballarat. The former Price's Grocery is of historical significance to the City of Ballarat for its retention of two original hand-painted advertising signs depicting 'Ballarat Bitter' and 'Victoria Bitter' respectively. These signs are representative of painted signs that, although once a common form of advertising, are becoming increasingly rare due to deterioration, demolition and removal. The signs are believed to be in the best condition among the few known extant examples of their type remaining in Ballarat. (Criterion A)

The former Price's Grocery is of representative significance to the City of Ballarat as an intact example of a gold-mining era two-storey commercial building whose form and fabric reflect the principal characteristics of a restrained Victorian-era style that local commercial businesses favoured during this period. This is demonstrated by the form and scale of the parapeted two-storey brick building, its roof form, materiality and pattern of fenestration. Important original details that reflect the Victorian-era style include some fine decorative glass sidelights, timber joinery of the doors and windows, and original chimneys. The extant and intact early advertising signs on the eastern and western elevations further reinforce the place's significance. Designed by architect Edward James, who designed many of Ballarat's commercial and residential buildings, the building has a substantial two-storey scale and prominent siting on a corner allotment in a main thoroughfare. These features, along with its painted advertising signs, reflect its original function as a local grocery store associated with the development of the residential area to the west of Ballarat's main city centre. (Criterion D)

The former Price's Grocery is of aesthetic significance to the City of Ballarat for the extant Ballarat Bitter hand-painted sign featuring the character 'Ballarat Bertie'. The sign is a well-executed depiction of a well-known advertising character and demonstrates the signwriter's artistic skills. The sign is in a prominent position and presents an artistic composition as a historical painted sign located on the side of a Victorian-era building in Ballarat. (Criterion E)

The former Price's Grocery is of social significance for the 'Ballarat Bitter' advertisement painted on the east-facing external wall of the building, possibly in the late 1940s–1950s, which features the character 'Ballarat Bertie'. Ballarat Bertie is held in great affection by the local community for its long-standing connection to Ballarat's identity and as a symbol of Ballarat Bitter, which was manufactured in Ballarat by the Ballarat Brewing Company. The Ballarat Bertie painted sign has been a visual landmark in Ballarat for many decades and is frequently photographed. (Criterion G)

Primary source:

Heritage Assessment for 202 Lyons Street South, Ballarat Central. (GML Heritage, October 2024)

Grading and Recommendations

New HO: Recommended for inclusion in the Schedule to the Heritage Overlay of the Ballarat Planning Scheme as an individually significant place.

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

External paint controls	
<i>Is a permit required to paint an already painted surface?</i>	
<hr/>	
Internal alteration controls	Yes (Two painted advertising signs for 'Ballarat Bitter' and 'Victoria Bitter')
<i>Is a permit required for internal alterations?</i>	No
<hr/>	
Tree controls	
<i>Is a permit required to remove a tree?</i>	No
<hr/>	
Solar energy system controls	Yes
<i>Is a permit required to install a solar energy system?</i>	
<hr/>	
Outbuildings and fences exemptions	
<i>Are there outbuildings or fences which are not exempt from notice and review?</i>	No
<hr/>	
Victorian Heritage Register	
<i>Is the place included on the Victorian Heritage Register?</i>	No
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Prohibited uses may be permitted	
<i>Can a permit be granted to use the place for a use which would otherwise be prohibited?</i>	No
<hr/>	
Aboriginal heritage place	
<i>Is the place an Aboriginal heritage place which is subject to the requirements of the Aboriginal Heritage Act 2006?</i>	No
<hr/>	
Incorporated plan	
NA	

Identified by:

City of Ballarat