

HERITAGE PLACE

NAME OF PLACE: PENSURST FREE PRESS (FORMER)

ADDRESS/LOCATION OF PLACE: 90 Bell Street PENSURST

STUDY NUMBER: 249

HERITAGE OVERLAY NUMBER:

OTHER NAME/S OF PLACE: BUTCHER'S SHOP (FORMER)

PRECINCT: Peshurst

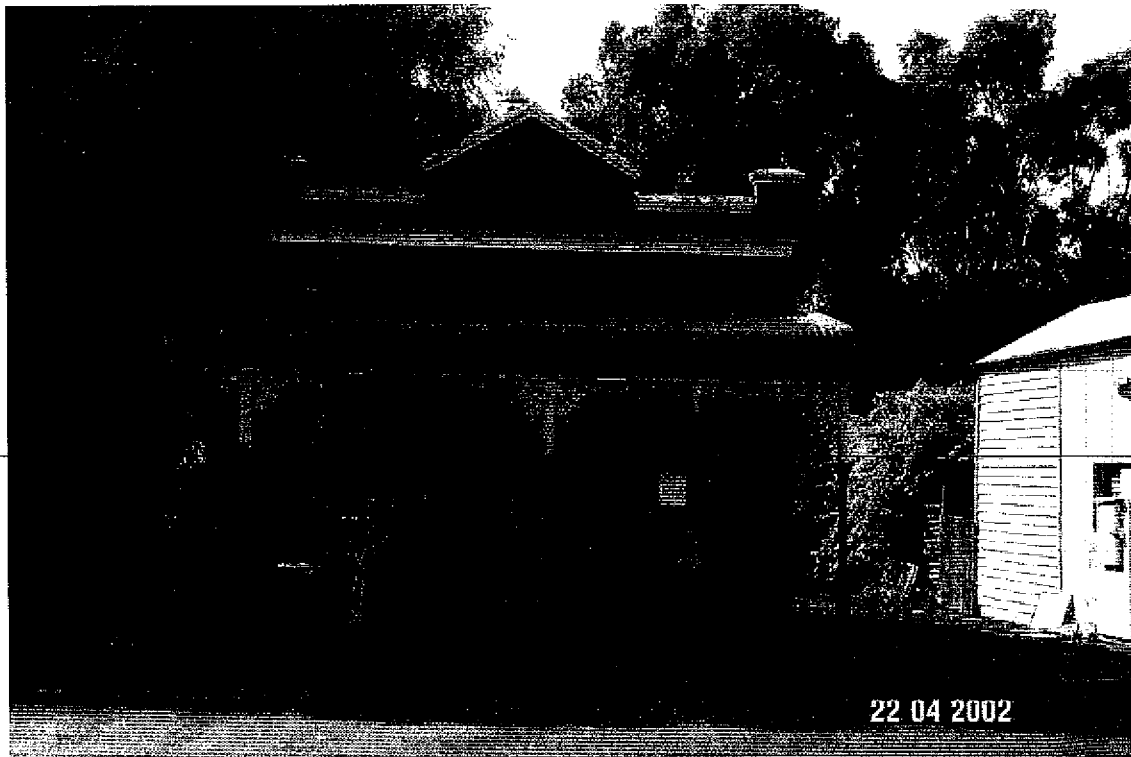
LOCAL GOVERNMENT AREA: Southern Grampians Shire

ALLOTMENT: 8 **SECTION:** 17 **PARISH:** PARISH OF BORAMBORAM

ACCESS DESCRIPTION:

CFA 475J C11; VicRoads 233 P11; located at 90 Bell Street on the north side between Martin and French Streets in the centre of the township.

SIGNIFICANCE RATING: Local



Free Press Building 90 Bell St Peshurst

Image Date: 22/04/02

EXTENT OF LISTING:

To the extent of: 1. All the exterior of the building and all of the land, being allotment 8 of section 17, township of Peshurst.

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PHYSICAL DESCRIPTION:

The former Penshurst Free Press building is a single storey symmetrical red brick building with relatively small shop windows and a glazed timber front door. The doorway is recessed and has been modified on one side to enlarge it. The double hung sash windows are divided into four panes and have bluestone sills. There is a bullnose verandah supported on cast iron columns with limited cast iron decoration. The columns are cast with a plant motif twisting round the shaft. The spandrels of the verandah are filled with vertical boarding. The façade is completed by a simple parapet incorporating a central pediment and end piers. There is limited use of cement render on the parapet as an intermediate cornice and coping cornice. The building included particular details which indicate its former use as a butcher's shop. The a cool room at the rear of the main shop has been removed.

HISTORY:

The land on which the former Free Press building stands was purchased on 8 September 1852 by W. Hammond. Little is known about the use of the land until 1902 when the minutes of the Mount Rouse Shire Council state that Joseph O'Brien of the Butcher's Shop in Bell Street lead the protest regarding pools of water on the footpaths in front of the Bell Street shops. Jack Chesswas, long term resident of Penshurst, recalls that there were two butchers in Penshurst. They were Dan Buckley's Butcher, and Ross & Clark's butcheries, the latter who occupied this shop in Bell Street.

Mount Rouse & District Homepage states that this building was formerly the Penshurst Free Press where the town's newspaper was printed from 1930s until 1980. The Ross Family owned the Free Press from 1945 - 80. The old press was sold to the Ballarat Museum. The building is now owned by the Southern Grampians Shire Council and is leased to a hairdresser.

THEMATIC CONTEXT:

Theme 3: Developing local, regional and national economies

3.12 Feeding people

3.12.5 Retailing foods and beverages

3.19 Marketing and Retailing

Theme 4: Building settlements, towns and cities

Theme 8 Developing Australia's cultural life

8.4 Eating and drinking

8.12 Living in and around Australian homes

8.14 Living in the country and rural settlements

CONDITION:

The building is in excellent condition.

INTEGRITY:

Very high degree of integrity externally and internally.

STATEMENT OF SIGNIFICANCE:

What is Significant?

The former Penshurst Free Press building is located on the north side of Bell Street between Martin and French Streets in the centre of the township of Penshurst. The building takes the form of a single storey symmetrical red brick structure in the Edwardian Free Classical style. It has relatively small shop windows, divided into four panes and a glazed timber front door. From 1902 to 1930, the building was used as a

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Butcher's Shop, first by Joseph O'Brien, and later by Ross & Clark's butcheries. After this, it operated as the Penshurst Free Press Printing office, where the townships only paper was produced between 1930-1980. After the Penshurst Free Press stopped operating, the old press was sold to the Ballarat Museum, and the shop was sold to the Southern Grampians Shire Council. No architect or builder has been associated with the building. The former Penshurst Free Press building is in excellent condition, and retains a very high degree of integrity both externally and internally.

How is it Significant?

The former Penshurst Free Press building is of architectural and historical significance to the township of Penshurst and the Southern Grampians Shire.

Why is it Significant?

The building is of architectural significance as a rare surviving example of an Edwardian Free Classical shop which survives in excellent condition with a very good degree of integrity to its construction date. The building is of historical significance for it uses as a butcher shop, and for its use as the offices of Penshurst's only newspaper, the Penshurst Free Press for over 50 years. Of further historical significance is the changing use of the building, which reflects the changing social and economic focus of the township in the twentieth century, moving away from a community which shopped locally, to the provision of community services.

COMPARISON:

250 Brick shop and residence, 76 Bell Street, Penshurst

259 Pair of Shops, 91 & 91a Bell Street, Penshurst

386 Wheelers Orient Store, Memorial Road, Glenthompson

ASSESSED BY: tfh

ASSESSMENT DATE:

21/05/2002

EXISTING LISTINGS:

HERITAGE STUDY RECOMMENDATIONS:

Include in VHR Include in RNE Include in Local Planning Scheme

No Recommendations for Inclusions

REFERENCES:

Author	Title	Year	Page
Jack Chesswas	Memories From Penshurst's Past	2000	
Mount Rouse Shire Council	Shire of Mount Rouse, In the Centre of the Fertile Western District of Victoria: Centenary Celebrated	1966	