
PRICE'S BAKERY, SHOP AND RESIDENCE



23301 Price's bakery
Branhholme 0564



23301 Price's bakery
Branhholme 0565



23301 Price's Bakery
Branhholme house 0575



23301 Price's Bakery
Branhholme house and shop
0576



23301 Price's Bakery
Branhholme shop 0577

Location

McNicol Street, BRANXHOLME VIC 3302 - Property No 6950

Municipality

SOUTHERN GRAMPIANS SHIRE

Level of significance

Stage 2 study complete

Heritage Listing

Southern Grampians Shire

Statement of Significance

Last updated on -

What is significant?

Price's Bakery complex is located in McNicol Street, Branhholme close to the railway station. The complex includes a residence and attached shop on the street boundary and the bakery, stables and coach house and other outbuildings at the rear. It was established in 1898 by Joseph Richard Price and his wife, Margaret. She subsequently ran the Kookaburra Cafe near the railway station and his parents, William and Caroline Price ran the Branhholme Coffee Palace opposite the bakery. The bakery business was passed on to a third generation and finally closed about 1980. The bakery is a masonry building with substantial ovens at one end and storage rooms at the other end. The cast iron baking equipment was supplied by Small and Shattle, "bakery engineers" of Melbourne. The building and its equipment survive intact although in poor condition. The residence is a conventional four room cottage with rear additions. The adjacent shop is also timber. At first relatively small, it was substantially enlarged in the Interwar period. It then operated as much as a general store and newsagency as a bakery. These buildings survive intact although the shop is now vacant. The coach house and stables, essential for the delivery of products from the bakery, also survive.

How is it significant?

Price's Bakery is of historical, architectural and technological significance to the State of Victoria, to the community of Branhholme and the Southern Grampians Shire.

Why is it significant?

Price's Bakery is of historic significance as the most representative and best surviving collection of such buildings that existed in the study area at the end of the nineteenth century. It is an excellent example of a family business over three generations with connections to further businesses. The bakery is also significant for reflecting the consolidation of the township of Branhholme after the arrival of the railway and as a result of the migration of people to the land in response to the Land Acts of the 1860s. The acts were instrumental in changing settlement patterns and land use throughout the state but their effects were most marked on the squatting runs of the Western District. Price's Bakery complex is of historical significance as an intact collection of purpose built structures which demonstrate an example of nineteenth century rural industry. The Price's Bakery oven is of technological significance as a rare example of an intact nineteenth century commercial wood fired baker's oven. The buildings of Price's Bakery are of architectural significance as a comprehensive collection of intact buildings demonstrating nineteenth and twentieth century construction techniques and patterns of use.

Heritage Study/Consultant	Southern Grampians - Southern Grampians Shire Heritage Study, Timothy Hubbard P/L, Annabel Neylon, 2002;
Construction dates	1898,
Heritage Act Categories	Registered place,
Hermes Number	23301
Property Number	

Physical Conditions

The buildings are in fair condition.

Physical Description 1

The former Price's Bakery complex includes three main buildings, being the detached bakery, the residence and the shop attached to the residence. The outbuildings include a small stable and coach house, a pair of lavatories and an elevated store recently relocated to the site.

The bakery is located behind the residence. It is a single storey rendered stone building with a shallow pitched hipped roof of corrugated iron. There is a simple skillion roof of corrugated iron forming a shelter in front of the bakery. The bakery consists of one large room with the ovens at the southern end and two smaller storage rooms

at the northern end. The floor is paved with mid-twentieth century concrete slabs. The coved ceiling is lined with plywood and battens. The walls are plastered. The few windows are glazed with small panes. The main oven is cast iron and is set into the southern wall and has the words "Small and Shattle, Bakery Engineers Melbourne" cast into it. There is another, smaller oven set into the west wall. Two other oven doors are stored beside the ovens.

The residence is located on the street boundary. It is a single storey timber building with a timber and cast iron verandah at the front. The main roof is hipped but the ridge line continues into the higher roof of the shop. All the roofs are corrugated iron. The residence is symmetrical about the four panelled front door. The two front windows have been replaced with aluminium windows. The plan of the house is simple with four main rooms either side of the central hall. Fireplaces are located in the transverse walls. There are several additions at the rear.

The shop is attached to the north side of the residence and there is a small timber addition under the verandah roof of the residence linking the two. Although the materials used and the detailing of its fenestration are Interwar, the facade of the shop may have been remodelled and the structure may be as old as the residence. The shop verandah, supported by timber posts, covers the footpath. The shop facade is symmetrical about a recessed door. The plinth below the windows is covered with typical small red tiles. The gable end of the shop roof is covered by a stepped parapet of sheet iron. The rear end of the roof is hipped.

Historical Australian Themes

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

4.5 Making settlements to serve rural Australia

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

Usage/Former Usage

residential

Integrity

A high degree of integrity including the original baking equipment in the detached bakery.

Physical Description 2

Joseph Richard Price, local baker

Margaret Price, owner/operator

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>