

Building:

Former Victoria Bakery complex 139  
Johnston Street



<u>Allotment Reference:</u>	74
<u>National Trust Register:</u>	-
<u>National Estate Register:</u>	Recommended
<u>Historic Buildings Council Register:</u>	Recommended
<u>Location within Precinct:</u>	Collingwood Flat Precinct
<u>Photograph Date:</u>	13.6.87
<u>Grantee:</u>	David Chambers
<u>Original Owner:</u>	George Mateer
<u>Present Owner:</u>	
<u>Original Use:</u>	Bakery, shops
<u>Present Use:</u>	139 Hardware and Building Supplies Co. Residence (rear)
<u>Construction Date:</u>	1888
<u>Architect:</u>	Norman Hitchcock

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Builder:

Description:

The former Victoria bakery and shop complex consisting of a richly decorated and stuccoed main (north) facade of three bays with two similar bays returning along the Campbell Street frontage, the remainder of this two storeyed building being of red brick construction.

The trabeated main facade has three altered shop fronts at street level with coupled windows above, flanked by fluted corinthian order pilasters and surmounted by individual pediments with urns and effigies. Similar taller pilasters define the bays and support a richly decorated entablature with bracketted cornice, swags, balustrated parapet and corner pediments with the words "C. Mateers Victoria Bakery" in low relief.

Along Campbell Street, the red brick facade is carried on a bluestone plinth and is punctuated by a carriageway with pitched entry and elliptical arch which runs into a service yard through a second archway. A rear residence appears to be recent, and a bakery adjoins to the south. Inside the shops have been altered although original elements remain.

Condition:

Good. Cement rendered ornamentation above the cornice line is in poor condition.

Integrity:

Good, shop fronts recent, verandah removed.

History:

In 1887 George Mateer, baker, owned a vacant allotment with a 40 foot frontage to Johnston Street on the south-west corner of the Campbell Street intersection (RB). In 1888 he owned the present buildings here and occupied them as a baker, with one shop tenanted. By 1891, ownership had passed to his daughter (?), Miss Mateer, and William Mateer was operating the bakery business, with a tenant adjoining.

Significance:

The former Victoria Bakery buildings are important at the State level as a richly decorated complex built to accommodate the somewhat mundane activities of a baker yet expressed with the "full-blown" confidence of the late boom period. The intact facades, despite the reconstruction of the shop fronts and verandah removal are the principal elements.

Recommendations:

Recommended for inclusion on the Historic Buildings Council Register, the National Estate Register and for Planning Scheme protection. Repair of the upper level cement ornamentation and parapet copings is recommended as an urgent matter. Reinstatement of former elements is also recommended.

References:

Rate Books

Issue No. 1:

May, 1995

Issue No. 2: