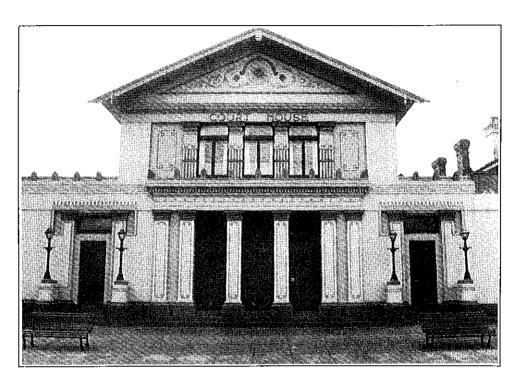
Sale's Heritage







Sale's heritage

A brief history of the settlement of Flooding Creek founded in 1844 and a summary of the significant places which form part of that history.

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Front Cover: The well preserved Sale Court House in Foster Street.

Back Cover: The Bridge Hotel in 1889. Licensed in 1866, it was owned by Sale's first settler, Archibald McIntosh.

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Acknowledgements

This booklet is extracted from the Environmental History and findings of significance of the City of Sale Heritage Study.

The City of Sale decided to commission a Heritage Study of the city in December 1990. In 1992 Context Pty Ltd from West Brunswick, Melbourne, was engaged to conduct the study which was completed in 1994.

Overseeing the study was a Heritage Study Steering Committee appointed by council.

Members of the steering committee were:

Crs Helen Lanigan and Graeme Dyer, Mr Peter Synan, Mr Norm Medew, Ms Pauline McLaren, Mr David Hill, Department of Planning and Developmentand Sale City Council staff members: Mr David Crouch, Mr Alan Freitag and Mr Dick Gilbert.

Members of the study team were:

Chris Johnston, Context Pty Ltd, Project Manager

Vanessa Walker, Context Pty Ltd

Meredith Fletcher, Centre for Gippsland Studies, Monash University. Gippsland Campus

Richard Aitken, Nigel Lewis Richard Aitken Pty Ltd

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PLEASE NOTE

Most of the properties listed in this booklet are private property and are not open to the public. Inclusion in this booklet is not meant to infer that the properties are available for public inspection.

Preface

hen the dray, on which Archibald McIntosh had hitched a ride out of Stratford, passed by Flooding Creek, he is reputed to have decided "This will do me."

The early hut he erected was the first in what we now know as the City of Sale and his forge was our first business venture.

Many since have expressed a similar sentiment and followed suit. Transferred here with the RAAF, the oil industry or some other employment, they have completed their original employment but remained in the city to run a business, take up other employment or enjoy retirement.

From these people we have inherited a diverse culture, developed a vital and progressive business centre, been introduced to modern technology and seen many changes in housing trends.

Over a century and a half each resident has contributed to the fabric of the city and added to the richness of our heritage.

Unfortunately not all the significant places of our past still remain, but there is still much intact which provides a sturdy reminder of our past and enables us to appreciate the many influences and changing fortunes which have shaped our past.

The Heritage Study has highlighted these places and provided the council with a wealth of resources on which to base future planning and development decisions.

The booklet provides a summary of the study and helps illustrate the rich heritage which we hope to ensure is preserved for future generations.

Councillor Helen C. Lanigan Mayor City of Sale March 1994

Introduction

Sale has grown from a small town to a regional city. Its role as a centre within this part of Gippsland is undisputed.

The last hundred and fifty years have been witness to great change and growth, but the overall form of the town has been remarkably resilient. The grid survey orients the town, and provided sites for a school, churches, botanical gardens. Sites were later reserved for the public needs of a growing town - hospital, market, public baths, recreation, racing. canal and railway. The surveyor clearly intended a large town. Land within the grid was sufficient for the first hundred years. Now housing estates have expanded across the boundary into the rural surrounds.

This pattern of change, adaptation and growth is the history of Sale. The landscape of the town - its buildings, parks, commercial centre, rural fringe - still contains many examples of places from most of the major development periods. The rarest examples are from the earliest periods, but even some of these survive.

Sale's history and heritage sets it apart from all other places. The Sale Heritage Study aimed to explore the broad historical themes which have helped shape the City's present form. The places that remain are the illustrations of Sale's story. The study identified many examples: precious and rare survivors of the earliest colonial times; grand public expressions of the town's confidence; typical houses well crafted by local builders; and much more.

This heritage belongs to the community of Sale, not as owners but as custodians. For this heritage to remain, the community will need to provide encouragement and support.

The Sale Heritage Study is only one first step. Much more remains to be discovered.

Environmental history

Sale and the Squatting Era: 1840 -1860

Port Albert. The rivers, morasses, wetlands and red gum plains surrounding the new settlement were a rich source of food for the Gunai, Gippsland Aborigines who lived along the shores of the Gippsland Lakes in summer and moved further inland along the rivers in winter to hunt on the plains. The morasses surrounding Flooding Creek provided duck, fish and swans' eggs, the reeds were gathered for baskets and implements. The forest red gums, *Eucalyptus tereticornis*, were stripped of their bark for canoes, utensils and shelters.

The Gunai's way of life came to an abrupt halt after the first European exploration of Central Gippsland in 1839 - 41. Squatters and explorers, some with runs on the Monaro, penetrated the area in an attempt to find more pastoral land and a port for shipping their cattle across to Van Diemen's Land, and their wool to Sydney and Melbourne. After several attempts, Angus McMillan reached Port Albert in 1841, and explorer Paul Strzelecki struggled through to Westernport in 1840 and widely publicised his trip. Pragmatically, he called the region Gipps Land, flattering the governor of New South Wales, George Gipps, and displacing the more romantic name Caledonia Australis (Scotland of the South), given to the same territory by Angus McMillan. Influenced by the publicity of Strzelecki and emulating McMillan who had established a run on the Avon River, squatters abandoned the drought-stricken Monaro and rapidly occupied the red gum plains. Although set in a rain shadow area, the land around Flooding Creek abounded in rivers and permanent water courses, while the open forest was ideal for grazing sheep and cattle.

The hunter-gatherer lifestyle of the Gunai was displaced by the pastoral economy. The Curlewis Brothers, then Hobart entrepreneur John Foster, held the lease for the Heart, a squatting run of 29,000 acres that stretched from near Lake Wellington and encompassed the present site of Sale. Foster also acquired Macalister's Boisdale run that bordered the Heart and stretched towards the mountains. William Pearson settled at Kilmany Park, Peter Imlay at Fulham Park and Thomson and Cunninghame occupied the Clydebank run. The names of the runs reflected the squatters' origins, their new dominion over the land, and their nostalgia for other places.

With the squatters came their overseers, shepherds and livestock. William Odell Raymond drove 8,000 sheep from the Wellington Valley in New South Wales to graze his vast acreages on the Strathfieldsaye and Stratford runs. The Gunai resisted this invasion by spearing cattle and attacking outstations, but retribution was swift. Tribal groups were massacred near Woodside at Warrigal Creek, at Boney Point on the Avon River near Lake Wellington and other sites along the Gippsland Lakes. Debilitated by introduced diseases, their land confiscated and their tribal boundaries disrupted, the Aborigines camped near the main settlements on the runs. They still managed to harvest water birds from the morasses and supplemented their diet with food rations. After two decades of European occupation in Gippsland, their population declined from an estimated 2,000 to 80.



This mammoth red gum in the grounds of Sale's 545 Primary School dates from hundreds of years before European settlement.

A red gum scar tree in the Sale





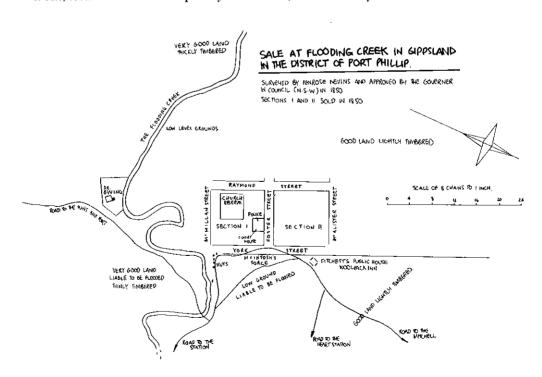
Early pioneers are honored in local streets including Angus McMillan.

Penrose Nevins' first survey of Sale, 1848. In the 1840s, Port Albert was the hub of the squatting enterprise in Gippsland; with no viable overland routes, it was the gateway to the markets. Cattle were shipped live across Bass Strait to Van Diemen's Land where they were slaughtered for government provisions. Wool was sent to Melbourne and Sydney, where it was then shipped to the woollen mills in England.

Drovers and carriers heading south to Port Albert with mobs of cattle and wool bales, crossed Flooding Creek and were faced with a notorious stretch of morass surrounding the Thomson and Latrobe Rivers. It was on the bank of Flooding Creek that the fledgling settlement of Sale developed. Archibald McIntosh, accompanied by his sisters, set up a forge in 1844, close to the present South Gippsland Highway and Lake Guthridge. Robert Fitchett arrived and opened the Woolpack Inn in what is now York Street. Other huts were built nearby. Travellers, drovers and carriers heading to the Port could rest at the inn and, after some fortification, tackle the difficult route over the morass. Some headed to what is now the Redgate Reserve, to take advantage of the shallow ford.

The first survey of the embryo settlement was made by Penrose Nevins in 1848. The site was flat, subject to flooding, and surrounded by morass and swamps. It lent itself to a grid. The first streets reflected the names of prominent early squatters: McMillan, Raymond, Macalister and Foster. Tracks north to the Mitchell district and south to the Port were marked, as were tracks to the Heart station where William Montgomery managed the run for John Foster.

Accompanying the first land sales that were held in 1850, came the official naming of the town, Sale. The more colloquial Flooding Creek was replaced by a name commemorating an imperial war hero, General Sir Robert Sale, who won fame in the first Afghan war and was killed in battle in 1845. A town layout for Wurruk Wurruk first appears on a traverse plan by W. Dawson, District Surveyor in 1865.



Events elsewhere in the colony affected the new town's development. Gold discoveries at Ballarat and Bendigo initially depleted the fledgling town's population, but when gold was found closer to Sale at Omeo and Boggy Creek, the town grew. More substantial buildings than bark huts were erected. Talented people were lured to Gippsland, among them J. H. Pettit, architect and surveyor, who was later influential in Sale. Squatters, formerly with annual leaseholds on their runs, had won security of tenure and were able to purchase their pre-emptive rights and other freehold allotments. Land sales in the town led to investment and speculation, and political changes enfranchised the male population. Court hearings were held in Sale, the first resident clergyman Presbyterian minister William Login and his family arrived in Sale in 1854, a Mechanics' Institute fostering a literary society was built, and Foster Street developed as a commercial centre. The Greenwattle Race Course, first located at the base of Green Wattle Hill, closer to the Thomson River, moved east to its present site.

One of the few buildings surviving from this period is the Club Hotel to which Richard Bennison, pastoralist and hotelier from Port Albert, was granted the licence in 1858. A far cry from the calico-lined Woolpack Inn, the Club Hotel was a double storey brick building and, with the Royal Exchange which was built on the corner of Foster and Raymond Streets, became the hub of Sale and served a variety of social and political functions. When he stayed there in 1860, William Thomas, Protector of Aborigines, described the Club as the 'principal inn'. 10

Closely associated with Sale was the Heart run. The brick homestead William and Elizabeth Montgomery built in the 1850s for their large family reflects the transition from squatter to pastoralist and, although outside the City's present boundaries, is an important surviving example of a commodious home built in that decade.

Sale's first substantial school building was a prefabricated iron building, manufactured in England, shipped from Melbourne to Port Albert and then transported overland to Sale at double the cost of the coastal shipping fee. The long brick building that now stretches behind the facade of St Vincent de Paul in Raymond Street was built in 1865 and replaced the iron building in which pupils had shivered during winter.

Sale's isolation from the coast was putting a brake on the young town's economy. However, a series of extraordinary events at McArdell's Gap, a bend on the Thomson River near Redgate Reserve, led to the pioneering of new transport routes and marked the end of the small hamlet solely supplying the squatting industry.

Flamboyant Sale entrepreneur, Phillip McArdell, who had come to Gippsland as overseer for John Foster's Boisdale run, and whose career also included a spell in the police force, contractor of Sale's first public buildings and the Longford Causeway and owner of a flour mill and saw mill, decided to build a steam ship, the Enterprise, which would be used for inter-lake transport. Started in 1857 at McArdell's Gap, the boat was unfortunately imprisoned on the Thomson when a bridge was built over the Latrobe during the steamer's construction. But, living up to its name, the Enterprise was floated past the bridge during a major flood and began plying the Lakes. At the same time, Malcolm Campbell daringly sailed the Georgina Smith through the natural entrance to the Gippsland Lakes at Cunninghame, proving coastal shipping could enter the Gippsland Lakes. Sale was now linked by sea and lake to the Melbourne and Sydney markets, and the difficult overland route to Port Albert was by-passed. Development of shipping on the Lakes helped to usher in a new phase in Sale's physical development: its expansion as a town.





The Heart squatting run included the present City of Sale. The 1850s homestead is outside the City boundaries.

The Club Hotel has played an important role as a meeting place for many local organisations.



Consolidation of the Town: 1860 - 1878

In 1863, with a population of 1800, Sale was declared a borough and, with due ceremony, a council was elected and plans were drawn up for council offices. Local government gave the town a focus for the civic and commercial development which followed rapidly in the 1860s due not only to the navigation of the Lakes but also to the establishing of an overland coaching service with Melbourne. There was further stimulus to Sale's economy from gold discoveries in the Gippsland mountains at Crooked River, Grant and Walhalla. Sale began to develop its position as a regional centre, while Port Albert declined as the gateway to Gippsland.

By 1865, Cobb and Co had established a service from Melbourne to Sale, linking the new borough with the metropolitan centre. An uncomfortable 24 hour trip brought travellers to Sale. Cobb & Co opened a booking office in Foster Street, and there were several livery and coaching stables in Sale. Now known as the Cobb & Co Stables, the lofty coaching stables in Raymond Street date from the coaching days of the 1870s. Well-known Cobb & Co driver, Conrad Hildebrand, would rest at his home in Macalister Street, between gruelling coach trips. Only the chimney reveals the early origin of this house at 132 Macalister Street. The brick building in Bond Street was W. Lyon's coachmaker's workshop, and dates from this period.

Sale's commercial centre had now spread between Raymond, Foster and York Streets. Foster Street was the main street, housing the public buildings built in the 1860s. Designed by J. H. Pettit, the borough office was built in 1863. It is now the Sale Museum. The brick and slate roofed courthouse was opened in June 1864, and is still an important part of the much expanded courthouse complex in Foster Street. Shops, offices, hotels and livery stables had extended into Raymond Street. The southern end of Raymond Street had the first Anglican Church, a site now occupied by the St Anne's and Gippsland Grammar School. The two shipping companies had offices there and J. H. Pettit set up his offices nearby.

Foster Street about 1870 looking toward Mercury house on the corner of York Street. Building in centre of picture is original council chambers, now the Sale Museum.



Further along Raymond Street was the first Star Hotel built in 1865. The *Gippsland Times*, established in 1861, chose a Raymond Street site. The Criterion Hotel, an important Sale landmark fronting on to York and Macalister Streets, was built by landowner John Cobain in 1865. Its handsome verandahs were added in 1878 at a cost of 2,000 pounds. A more modest hotel, the Latrobe, was licensed in 1866, with Arthur Jamieson as publican. Still standing at the northern end of Raymond Street, just north of Fitzroy Street, the building shelters behind a blank facade that faces the street.

By the mid 1860s, substantial houses were being built on the perimeters of Sale by professionals and businessmen, set at some distance from the commercial centre. Surveyor W. T. Dawson had built Tueclyde at the western end of Dawson Street, but only the Bunya Bunya pine planted in the garden still exists. Bon Accord in Dawson Street, a two storey brick house with attic windows, was built in the early 1860s by the hotelier family, the Greenwoods. Flush with profits from his many enterprises, Phillip McArdell built Sunnyside, now at 216 Guthridge Parade, on one of the five acre suburban allotments that fringed Sale. It featured a steeply pitched roof with attic windows.

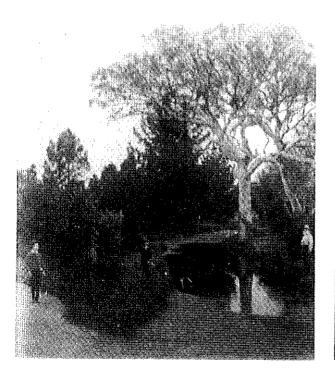
More modest cottages also date from this period. One example is the house at 1 Raglan Street. Robert Gibbs, a brickmaker, lived in this cottage in 1863. The cottage has been associated with brickmakers for much of its long life. 15

Civic pride and philanthropy made a mark on Sale's landscape in this period. At the eastern end of Foster Street was a morass known as the eastern lagoon. A plan was devised to drain the morass and beautify it, as well as establishing botanical gardens on its eastern bank. By 1866, the gardens began to take shape, with 17 acres enclosed by a 'neat sawn timber fence' and shrubs planted that promised to 'soon make the spot an agreeable promenade'. Robert Wain was appointed the first curator, and lived in a cottage at the gardens, on a site now parklands named in his honour. Another cottage he had built in 1879 still stands at 166 Macalister Street. 17



Curator Robert Wain's cottage at the botanical gardens.

Sections of the botanical gardens at their peak.







The distinctive hospital building erected in 1867.

Reflecting Sale's importance as a regional centre and a philanthropic concern for those unable to afford medical care, the citizens began raising funds for a hospital that would serve all of Gippsland. Twelve acres bounded by Foster, Palmerston, Cunninghame Streets and Guthridge Parade were reserved for the hospital, and a building ornamented with two turrets and a dome was built in 1867. The spacious site was some distance from the business centre, illustrating the scattered nature of the town. However, the founders showed foresight as the hospital has been able to expand with the increasing medical needs of the region, and has retained its regional role. Three years after the building was completed, government botanist, Ferdinand von Mueller, sent a large consignment of plants and seeds to the new hospital. It is possible that some trees in the present hospital grounds may date from this consignment.

As shipping on the Gippsland Lakes increased, more boats carrying passengers and supplies began using the Latrobe River as an entry to Sale. The Latrobe Wharf, a site close to the low level bridge built in the 1850s, developed in the 1870s. Two hotels were built there. Located near the present swing bridge, little now remains.

The nature of the shipping trade and Sale's development changed markedly with the completion of the railway line to Oakleigh in 1878. Travellers now used the comfortable rail link, avoiding the unpredictable entrance at Cunninghame, or the hazards of the Moe Swamp on the coach route. There was a considerable boost to tourism as holiday makers travelled from Melbourne to Sale by train and then continued their journey to the Gippsland Lakes by boat. ¹⁹

A substantial bank was built in Raymond Street in 1875, foreshadowing the boom that was about to hit Sale. The scale of the building, now at 104 Raymond Street, reflected the Bank of Australasia's confidence in Sale as a regional centre with the imminent completion of the railway line, and supplying the gold town of Walhalla. ²⁰

Completion of the railway entrenched Sale's position as the capital of Gippsland.



Sale the Capital of Gippsland: 1878 - 1893

Reporting from Sale in 1885, *Argus* journalist John Stanley James (alias the Vagabond) wrote: 'Circumstances made it the capital of Gippsland and its people have endeavoured to live up to the proud position in which it has been placed'. In common with the rest of Victoria, Sale experienced a building boom. Many of these new buildings and services consolidated Sale's regional prominence.

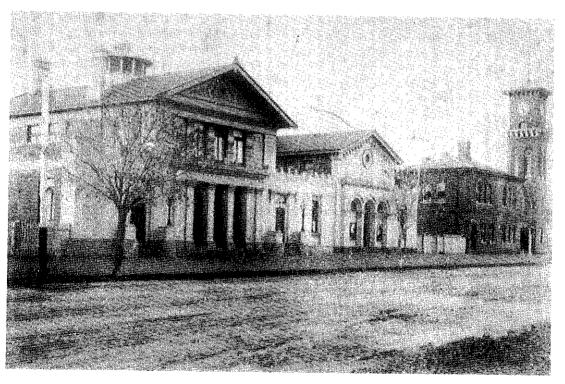
The town of Sale was scattered. As the Vagabond observed, 'within its boundaries there are some good grazing plots and plenty of building space. There are more corner lots unoccupied here than in any place I know in Australia'. The many gracious and substantial buildings that were erected in this period, were easily accommodated in the existing commercial areas and residential streets.

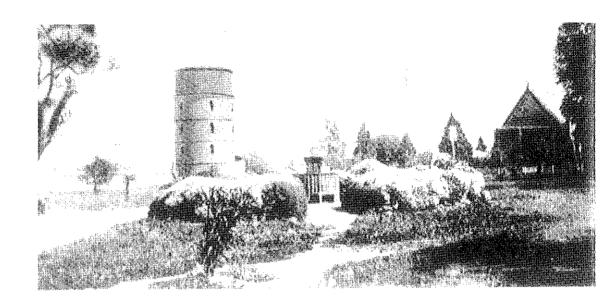
Sale soon developed some fine streetscapes, particularly in Foster Street. A new courthouse was built next to the 1860s building in 1889, and served as a Supreme Court. A double storey post office, complete with clock tower, was built on the corner of Foster and Raymond Streets by 1884. Although the post office added to the dignity of the new provincial capital, Sale citizens were understandably outraged that it took another two years before the clock was actually installed. The clock tower then became an important landmark in Sale until the building was demolished in 1963. Another substantial building of regional importance built in Foster Street during the 1880s was the Sale Gaol. The distinctive, curved brick wall was completed in 1887. Other prominent public buildings dating from this period are Victoria Hall and the new Mechanics' Institute. Victoria Hall was built in Macalister Street in 1879, financed by a syndicate of businessmen and had a seating capacity of 1200. The new Mechanics' Institute was completed in 1891 and is now part of the Macalister Secondary College complex in York Street.



Victoria Hall was built in 1879.

The Court House and the Post Office, resplendent with its clock tower, made a particularly fine streetscape in Foster Street





The red brick water tower in Victira Park was Sale's first. The new St Paul's is in the background. Sale residents received more amenities. The red brick water tower in Cunninghame Street was built in 1888 as part of a scheme designed by civil engineer and architect John Grainger to provide Sale with a reticulated water supply.

Church buildings also flourished. The Catholic diocese was founded in 1887, and the new church in the process of being built, became St Mary's Cathedral. Founding bishop. Bishop Corbett, purchased many items for the new cathedral during his visit to Europe in 1889, including the bells and altar. The Anglican Church abandoned its first building at the southern end of Raymond Street for a more central site that could also accommodate a larger population. The new St Paul's in Cunninghame Street was completed in 1884. The Presbyterians' large manse was completed in 1886.

Imposing church and secular schools that are still important landmarks in Sale were built during this period of expansion. In 1883 a large brick state school, complete with second storey classrooms and a tower, was opened in Macalister Street next to Victoria Park. The new school also housed the Sale School of Art and Design, which later became the Sale Technical School.

Prominently sited on nine acres on the corner of York and Raglan Streets is Our Lady of Sion Convent, now the junior campus of Sale Catholic College. The founding bishop of the new diocese was anxious to establish a girls' school in his new Gippsland diocese, and recruited nuns from the Sion order in France to staff the school. They were led by Reverend Mother Raphaela who provided the inspiration for the building which was designed by Reed, Smart and Tappin. The sisters and their pupils moved into the school in 1893. Sion reflects Sale's importance as a regional centre, as boarders came to the school from throughout Gippsland. It also reflects the attempt to transplant French culture to Gippsland, through the education of generations of students, as well as through the architecture of the building.

Next to the Park, the new primary school.



There was an increase in the number of houses. A study of Macalister Street reveals that a mixture of cottages, speculative houses and substantial homes were built during Sale's boom period, filling up many of the vacant blocks in the street. Nos. 112, 114, 116, 118 and 120 were built by Hamilton Gerrand between 1884 and 1888. A substantial home Callantina, 152 Macalister Street, was built for Mrs Pym, at one time owner of the Criterion Hotel, and Waratah, 154 Macalister Street, was built in 1884 for Sam Wilson, a surveyor. 24

Established professional families also built large homes in this period. Armadale in Desailly Street, now a reception centre, was built in 1888 for Dr Archibald Macdonald, a medical practitioner who served the community for many years. The home built by George Henry Wise in Guthridge Parade in 1890 is now known as Fitzpatrick House, and is a medical centre. Wise, a Sale solicitor with an office in Foster Street, was elected to Federal Parliament and became Post Master General. The house was purchased by the medical group in 1978 and is named in memory of Dr David Fitzpatrick, a highly regarded surgeon for many years.

'Anyone who wishes to see Sale aright should view it from the post office tower', wrote the Vagabond in 1885. Sale's grid which he described as 'chess board squares', was especially evident, as were morasses and lagoons still surrounding the town. The natural environment still exerted its presence over the built environment with regular flooding. Sale photographer, Frederick Cornell, took many views of Sale from the tower. His photographs provide a clear record of Sale's commercial centre. The view down Foster Street to the eastern lagoon, consisted of an unbroken line of shops, mostly two-storeyed, and with uniform verandahs shading the footpaths. The hub was Bowen's Newsagency, a building still standing in Foster Street. This was the meeting place for Saturday night shoppers who clustered around the well lit windows of the newsagency to read the latest issues of the illustrated newspapers that were on display. 26

The views along Raymond Street reveal that only the block closest to Foster Street was similarly built up with shops. The shops on the eastern side of Raymond Street just around the corner from Foster Street, now offices and a restaurant, have survived. Their second storey facades with the arched windows are still intact and recall the Raymond Street of the 1880s.

Moves to link the shipping trade with the town and the railhead led to two extensive projects in the 1880s: the construction of the Sale Canal and the famous swing bridge over the Latrobe River. The swing bridge, designed by John Grainger and built by contractor Peter Platt, was completed in 1883. The canal project consisted of dredging a canal 1.25 miles from McArdell's Gap on the Thomson to the western lagoon near Foster and Pearson Streets, where a swinging basin and a high wharf above flood level were built. The canal was planned at a time of great optimism. However after it was completed in 1890, it did not lead to a significant increase in the volume of shipping coming to Sale. The common with the rest of Victoria, Sale was soon overtaken by depression.



Sion Convent is still an imposing landmark in York Street.

One of Frederick Cornell's views from the clocktower, looking northeast up Raymond Street toward Bond and Macalister Streets.



Sale as Service Centre: 1893 - 1939

he time of rapid development and erecting imposing public structures came to a halt with the Australia-wide depression of the 1890s. However, Sale continued to play a role as a regional centre over the next four decades, particularly in the area of education

The 1894 village settlement scheme in Sale, established as a response to the depression where unemployed settlers were allotted houses and subsistence-sized farm blocks, was the first move away from the chess board grid of Sale's streets. An area of land overlooking the railway line and river flats of Flooding Creek was subdivided into house lots, while an area of the Sale Common was turned into farmlets. The town subdivision consisted of Topping. Carter and Ross Streets.

In 1902, the Anglican diocese of Sale was founded and St Paul's was upgraded to cathedral status. Bishopscourt, the large two storey home for the new bishop, set well back in Raglan Street, was built in 1904. In 1913, the Divinity Hostel, a theological training school, was built at Bishop Pain's initiative on the site of the first Anglican Church in Raymond Street. It is now the main building in the St Anne's and Gippsland Grammar junior school complex.

The first high school in Gippsland was established in 1907 as the Sale Agricultural High School. At first it was housed with the Sale Technical School in the Mechanics' Institute, an uneasy relationship that exploded with a lock-out of the high school students. Relations eased when the new high school was completed in Raymond Street in 1917 and students moved into their own school. The building now houses the Sale Continuing Education Centre. Students from outlying districts came to attend the high school, seeking private board and hostel accommodation in Sale.

Secondary education in Gippsland received another extensive boost with the opening of St Patrick's College in 1922. Providing bricks for the large two storey building that fronted on to Pearson Street was an important commission for Young's Brick Yards. However, presumably due to the porous nature of the Sale clay, the inferior quality of the bricks made it necessary to render the building. Further south along Pearson Street, St Mary's convent and school were built five years later, catering for primary school students. With this complex of buildings forming an integrated Catholic precinct - St Patrick's, St Mary's and the Cathedral - the southern end of Pearson Street became a show place in Sale. The vista looked through to the tall chimney of the Sale Butter Factory, where the former Esso-BHP Petroleum building in Foster Street now stands.

St Anne's Church of England Girls' Grammar School which, like Sion and St Patrick's, attracted boarders from throughout Gippsland, was founded in 1924. After being housed in a variety of buildings, the school eventually took over the short-lived divinity hostel, and a two-storey residential wing was added in 1936.³⁰

The Sale Technical School also expanded. From its first modest accommodation in the Macalister Street State School, the school transferred to the Mechanics Institute in York St in 1891, and gradually built around this site. In 1927, the boys' school, facing Macalister Street, was opened. A girls' school was established in 1930, but new accommodation for this section of the school was not built until 1946.



Bishopscourt was built in 1904 for the bishop of the newly founded Anglican diocese.



The 1917 Sale High School is now The Continuing Education Centre.

The first Sale Technical School building was constructed in the 1920s but classes began several decades earlier.



Sale's economy received a boost after the First World War. This was partly caused by repatriation schemes such as the Gippsland Woollen Mills (now the Nylex factory in McGhee Street), and subdivision of large estates for soldier settlers and irrigation farmers. The remaining section of the Kilmany Park squatting run was subdivided into farms for returned soldiers in 1921, and Cobains and Somerton Park became home to many English settlers when the properties were turned into small irrigation farms in 1926. As a result of this stimulus, Sale's commercial centre expanded, especially in Raymond Street.

Raymond Street had emerged as the main centre of town. Businesses such as Bowen's, once the hub of Foster Street, moved to a new location in Raymond Street to stay in the midst of things. New shops were built throughout the 1920s, particularly at the northern end of the shopping centre, and many of the existing shops were substantially up-dated and remodelled.

Examples of new shops are those built by the Methodist Trustees in Raymond Street in 1925, near the corner of Cunninghame Street. Miss Paton's Central Arcade (now Chalmers) also in Raymond Street was completed in 1927. McDowell and Jacksons built their large shop on the corner of Raymond and Cunninghame Streets in 1926. Centre parking was introduced in Raymond Street in 1927; Sale was now a motor car town.

The last major building project in Raymond Street before the 1930s depression was the imposing AMP building on the corner of Bond and Raymond Streets. It caused much comment throughout Gippsland. Designed by Bate, Smart and McCutcheon, the building has massive Corinthian columns, possibly designed to reinforce the company's aura of solidity.



Mobile advertising: an early Minerva owned by R. A. (Jack) Glover, advertising pictures at the Glover family's Palais Theatre.

Further evidence of the advent of the motor car in this 1920s shot of Raymond Street.





Beaurepaire's new building gave a new look to an often photographed cor-



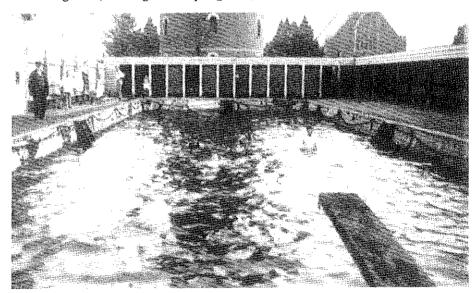
Lake Guthridge was popular for water sports.

The Baths, seen here with the red brick water tower behind, were one of the attractions at Victoria Park. After the depression-induced lull in building activities, two important buildings appeared in Raymond Street. In 1937, the building known as Johnson's Corner, that had stood for many years on the corner of Foster and Raymond Streets and featured in numerous Bock and Cornell photographs, was demolished. It was replaced by the Beaurepaire building, a curved moderne building. One of the most prominent sites in Sale was given over to the car. Further north in Raymond Street, a Coles store was built in 1938, introducing a new form of 'chain shopping' to the country town.

The new houses that were built in Sale from the 1890s to the late 1930s continued the infilling process, where paddocks shaded with red gums still within the town boundaries were turned into residential allotments. The houses reflected the changing tastes from pre-war Federation style homes to bungalows of the 1920s and 1930s. A substantial home built on the corner of Raymond and Simpson Streets is a fine example of a house from the Edwardian era. The warm red tiles contrast with the tin and slate roofs common in the Victorian period. Askin Foster, Boisdale landowner and descendant of John Foster of The Heart, built more modest versions of this style of house at Nos 89, 91 and 93 Macalister Street in 1906.

There are many versions in Sale of Californian Bungalow style homes, popular in the 1920s. W C. Leslie, a prominent businessman in Sale with two large stores in Raymond Street, built a substantial home in this style on the corner of Barkly and Macarthur Streets in 1926. The 30 square house was built at a cost of 3,000 pounds. Scattered throughout Sale were State Savings Bank houses, built in the 1920s as part of a scheme to provide housing for lower income families. Prospective owners chose one of a series of designs provided by the bank. A group of these houses can be found from 165 to 173 Macarthur Street.

During this period some major landscaping projects in Sale were completed. The long process of transforming the eastern lagoon into Lake Guthridge was finally finished with the aid of sustenance workers during the depression. Cullinan Park near the Port of Sale was planted and King George V Jubilee Avenue, with its mixture of palms, silky oaks and deciduous trees, was completed in 1935. Victoria Park (previously Market Square) had been developed at the expense of the Botanical Gardens which were absorbed into the golf links. Besides the rotunda, which dates from 1913, Victoria Park had the swimming baths, bowling and croquet greens, and was in constant use.



War and Post-war Development: 1939 - 1965

ale was plunged directly into international events. When RAAF bases were established at West and East Sale, the housing and facilities of the town were stretched to the utmost limits, catering for families of service personnel. Large houses like Lyndhurst in Raglan Street were temporarily divided into flats, and many Sale residents opened their homes to boarders. After 1941, house building came to a sudden halt. The only building activities associated with houses in this period were enclosing verandahs to make bedrooms and adding on sleepouts. After the war, the RAAF base at East Sale became a permanent fixture. It has had an important impact on Sale's development, with the town providing services for a predominantly transient population.

The post war years were dominated by a housing shortage caused by the cessation of domestic building in the war years, the post-war baby boom and the immigration program. A migrant centre was set up in the former West Sale RAAF Base. Providing the urgently needed housing in Sale led to the first major extension of the town's boundaries, with the building of public housing, and the end of the infilling process. By 1948, 18 homes had been built by the Housing Commission of Victoria, and in 1949, a further 20 were completed. The first significant subdivision was on the Old Caledonian Grounds, between Market, Marley, Raglan and Fitzroy Streets. Later subdivisions extended over Raglan Street, including Howard Street. Not only were the long standing town boundaries extended, but the predictable grid pattern was abandoned in the new subdivision where streets were designed as courts. Other new housing subdivisions included defence housing for RAAF personnel in Stead Street, with housing now creeping over Guthridge Parade.

Numbers of modestly sized brick veneer and weatherboard houses were also built throughout Sale in the post war years, with the shortage of building materials dictating small entry porches instead of the more extensive verandahs of pre-war houses.

Sale's expansion in this period also included two new schools. Guthridge Primary School was built on the corner of Dawson Street and Guthridge Parade in 1961 to cater for the newly growing area that housed young families for whom the trek to '545' in Macalister Street was too great a distance. In 1952, Bishop Blackwood bought 25 acres of land north of Bishopscourt and bounded by Dawson and McGhee Streets with the aim of establishing an Anglican boys' school. Gippsland Grammar School was founded in 1960, and over the next decade a complex of buildings and playing fields was developed on the northern entry to Sale, set back from George V Jubilee Avenue.

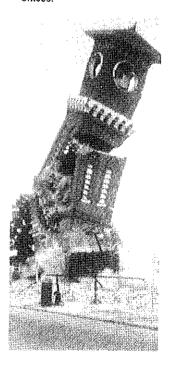
In 1950, Sale was declared a city. Before this event, there were plans to build new municipal offices and a civic centre. Land was bought in Macalister Street and the complex comprising local government offices, library, hall and art gallery was built in stages between 1955 and 1965. Another significant building was replaced in the 1950s. For some years the Presbyterians had been considering replacing historic St Andrew's, built by Reverend Login. Their new church, St Columba's, was completed in 1956.

While they enthusiastically endorsed progress, many Sale residents were saddened by the decision to demolish the post office. As the city centre had moved away from Foster Street, Sale businesses lobbied to have a post office closer to shops and offices. They were successful. A post office of utilitarian design was built on the corner of Cunninghame and Desailly Streets and Commonwealth offices erected on the old site.



A wartime streetscape: this Is Cunninghame Street with the former Prince Regent Theatre in the background.

Sale's important landmark, the distinctive clock tower, was demolished in 1963 and replaced by Commonwealth offices.



Sale, Oil City: 1965 - 1994

The discovery of oil and gas in Bass Strait in 1965 dramatically changed Sale's physical appearance, its expectations and image. Since its early days, Sale had been a service centre to its hinterland, supplying the pastoral and dairy industries, and acting as a transport, educational, legal, commercial and administrative centre. Sale was now a mining frontier.

The boundaries of Sale's residential areas pushed further east as Esso commissioned developers to build homes for employees. Guthridge Estates built the first Esso homes in Inglis and Hutchison Streets. The builders were Lemchens and Skulte, and the architect was Maffra architect Stuart Ashton. Esso specified the types of houses required which ranged in size from 17 to 25 squares, had ensuites, double garages and large entertainment areas. Another early subdivision was the Alameda Estate, which included Alameda Drive, San Luis Street, Debora and Rosita Courts. The Astra Estate, easily identified by its star-derived street names, pioneered underground powerlines in Sale.

From the late 1960s to the end of the 1980s, housing spread out towards Somerton Park Road, forming a network of curves and courts. The new Esso homes of the 1960s and 1970s were markedly different from the more austere housing that had been built in Sale in the 1960s, as were the street design and landscaping. The contrast in facilities caused some resentment towards the new, relatively affluent population living in the 'Esso ghetto'.

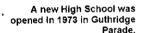
The Housing Commission also built new estates as a result of the oil and gas industries. Between 1960 and 1969, 268 houses were completed. The City of Sale had been unsuccessful in gaining more land for its expanding population, but the powerful Housing Commission managed to annex land from Avon Shire for new estates. This included a 50 acre parcel of land on the corner of Dawson Street and the Princes Highway, formerly a greyhound track, annexed in 1966, and a much larger area of 900 acres obtained in 1967, bordered by Cobains, Gibson and Dawson Streets. On this land, the Housing Commission built estates which spread north and east of Sale in a network of courts. The City of Sale also received land along the Maffra Sale Road and Wurruk was annexed from Rosedale Shire.

The influx of population had an immediate impact on education in Sale. Two primary schools were built in the new growth areas: St Thomas's in Guthridge Parade in 1970 and Araluen in Patten Street in 1971. Sale High School outgrew its complex of buildings on the 1916 site, and was relocated to Guthridge Parade in 1973, to a school designed around a central courtyard. The private schools also expanded and underwent a process of co-education. The two Church of England schools amalgamated in 1972, locating the junior school at the former St Anne's site and the senior school at the boys' school. The two Catholic schools combined their students in years 11 and 12 to form a new senior college, John XXIII. Housed at first in temporary quarters, the new school was built in Pearson Street, extending the school and church precinct that had been a showplace in the 1920s. St Patrick's and Sion have now merged to form Sale Catholic College.





Houses built for the influx of employees who came to Sale with the oil industry from the late 1960s onwards.





The established residential areas of Sale received a landscaping facelift. Much of the city was redesigned to form courts, with only the main, wider streets in the original grid remaining as thoroughfares. This was the end of Sale's chess board. Work began in Barkly Street in 1975, where the first series of courts were formed. Nature strips in the new courts were scalloped around neatly curved streets. Areas that had previously led up to intersections were grassed over and liberally planted with native trees, giving them a park-like appearance.

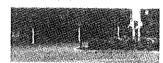
During the mid 1980s, the city's shopping precinct was redesigned. The Sale railway station, which had occupied the corner of Cunninghame and Reeve Streets in the heart of the shopping area, was relocated to the outskirts of town and the old' station demolished. In its place, a large undercover shopping complex was built, known as the Gippsland Centre. A section of Cunninghame Street, including the intersection with Raymond Street, was transformed into a mall. Raymond Street was no longer a long, north-south thoroughfare. The new mall was landscaped with brick paving and deciduous trees, and featured an amphitheatre with a Gippsland 'Wall of Fame'. The bronzes decorating the amphitheatre were designed by Sale artist Annemieke Mein, and commemorate Mary Grant Bruce, a novelist who was born in Sale; explorer Angus McMillan; Sale's first mayor, Nehemiah Guthridge; Ada Crossley, a Gippsland singer with an international reputation who performed to great acclaim at Victoria Hall; Alfred Howitt, famous beyond Gippsland as an explorer, naturalist, geologist, and anthropologist, and Allan McLean, stock and station agent and parliamentarian.

Community and sporting facilities were overhauled. This was partly due to changing community expectations, a sentiment reflected throughout Victoria with the need for facilities such as accommodation for the elderly, more kindergartens and child care-centres. Examples of these in Sale are Eastwood Park and the Kath Foley Centre. Sale was also influenced by a demand of the new residents for amenities that had previously been associated with metropolitan centres, rather than country towns. A large heated swimming pool complex was constructed...

In 1988, as a bicentennial project, a replica of the post office clock tower was erected in the mall, right in the centre of the intersection of the Raymond and Cunninghame walkway. It even incorporated some of its original components. The clock which had been in storage since 1963 was overhauled and installed, and the original balustrading was rescued from a fence. Although on a new site, Sale's once familiar landmark was resurrected.



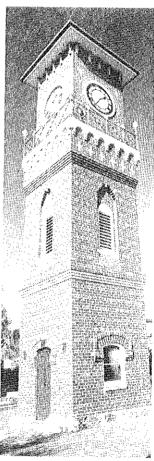




Significant change: a multi million dollar shopping complex opened in 1984 and was linked to the Raymond Street business centre by a pedestrian mall.

The clock tower was re-created in the centre of the pedestrian mall as a bicentennial project.

Below left: Looking north in Raymond Street, the new clock tower is now framed by two palm trees.



The Town

he hierarchy of streets dictated by the original town grid and the development of recreational and rural properties, has contributed to the form of the township today. Based on the early grid form, different areas have developed distinctive characters through the continuation of historical land uses. Several of these areas have been identified as heritage precincts.

The first survey by Nevins in 1848 established the original grid plan as it is today. The small settlement of Wurruk was also created on the south side of the Thomson River a few years later. The two settlements were connected by a track extending from Punt Lane bridge to Pearsons Bridge over the Thomson River, where the Princes Highway crosses now. Until the expansion of Sale necessitated the post-war subdivision of fringe land, development was contained within the grid plan.

The original grid was bounded by Flooding Creek and two roads, Raglan Street to the north and Guthridge Parade to the east. Raglan Street crossed Flooding Creek at its western end, joining the back road to Maffra. Guthridge Parade extended south to the creek.

The road from Melbourne now enters the town along the southern boundary of the grid, Foster Street. It then turns northwards to Bairnsdale. The early Victorian commercial buildings along Foster Street, dating from the 1850s, are an important townscape feature, demonstrating the importance of this as the main street before the commercial focus shifted to Raymond Street.

The diversity of housing styles and the irregular pattern of set-backs and street tree plantings combine to create the distinctive quality of the older residential areas of Sale. This is in marked contrast to the character of the newer, outer areas of Sale.

Outside the grid, to the north and east, the street pattern is distinctly different. Under the early survey, it was divided into larger allotments which increased in size relative to distance from the town centre. Large tracts of this land were subdivided in the middle decades of this century. Some subdivisions were especially designed as public and private housing estates and have distinct architectural and streetscape character. The Esso-BHPP executive housing on Patten and Hutchison Streets and the RAAF housing on Bergen and Stead Streets are representative of important stages in the development of Sale as a regional employment centre.

Wurruk has developed as a fringe settlement, depending on Sale for a majority of its services. The Wurruk school is of historical interest and part of an early hotel remains at the entry to Wurruk from Sale. A small cluster of interesting rural properties with form similar to those of the village settlement scheme are also located in the area.

Significant precincts within the township recognised in the Sale Heritage Study include: ☐ Lake Guthridge Landscape Area (right) The Netherlands Rural Area Dargo Street Rural Area Victoria Park Precinct Railway Precinct St Mary's Precinct Stawell Street Precinct Thomson Street Precinct Foster Street Precinct (below) Town Centre Precinct

Churches & Schools

Religious and educational buildings are important landmarks in the early development of towns. In Sale, most of these buildings remain as important features of the historical town landscape.

Churches

Each of the religious denominations originally occupied large town allotments which can be identified today by clusters of church buildings which, remarkably, continue to be used for church purposes. The importance of the earliest Anglican and Catholic churches is apparent in the scale and design of their respective cathedrals which signify the role of the Sale parishes as regional centres. Both of these churches have associated schools. St Mary's Catholic Cathedral, built in 1887, is surrounded by the primary school, former convent, presbytery and bishop's residence. In combination with St Patrick's College across the road, this area displays obvious historic value and has been identified as a heritage precinct. On the other side of town, the Notre Dame de Sion Convent is an outstanding example of Late Victorian Gothic architecture, marking the early 'gateway' to Sale from the north. St Anne's and Gippsland Grammar School is located in the former Anglican seminary and divinity hostel on the site of the original Anglican Church.

The modern Assembly of God Church on Cunninghame Street, formerly the Methodist Church, occupies the original town allotment devoted to this purpose and maintains visible associations through the Wesleyan Sunday School immediately adjacent, built in 1886. Also occupying this section of the street is the Kilmany Family Care Centre, housed in the former Methodist Manse, and all three buildings remain in the ownership of the Uniting Church.

St. Columba's Presbyterian (now Uniting) Church and the Baptist Church are also largely intact and still functioning as churches.

Schools

An early non-denominational schools in Sale was run by Misses Toomath and Dobson as a girls' school from 1902. The domestic looking building in York Street was later adapted to use as a midwifery hospital and now accommodates the Sale Club.

In the late 1860s, government regulation of education involved the design of schools. Today Sale displays several good examples of Public Works Department educational design philosophy spanning the period 1870 to 1950.

The former Common School in Raymond Street has been substantially altered in its conversion to a commercial premises, but evidence of the early building design is visible on close inspection of the rear of the site.

The former high school was built in 1916 and had an agricultural focus in its curriculum. Having previously occupied rooms upstairs in the Mechanics' Institute, it was attended by students from all over Gippsland. The Federation style building was



the first State Secondary School to be gazetted in Gippsland and only the third in the state. It is an intact example of its type and continues its educational function as a Continuing Education Centre.

The primary school located in the picturesque setting of Victoria Park is a good example of Venetian Gothic influence in state school design in the 1880s. The building complex has been altered over time but its essential form and details remain, as does its function.

The Macalister Secondary College has evolved into an important educational complex, now containing three historically and architecturally important buildings. The former Mechanics' Institute building has unusual details in the facade and since its construction in 1891 has had a long association with education and training in Sale.

The primary school in Wurruk, which opened in 1893 in a weatherboard classroom, was expanded in 1960 and recently with additions in an interesting Post-Modern style.

Examples of significant churches and schools recognised in the Sale Heritage Study include:

| Churches | | | |
|----------|--|---------|--|
| | Assembly Church, 97 - 103 Cunninghame Street, Sale | | |
| \Box | Sunday School, 105 Cunninghame Street, Sale | airie M | |
| | Chapter House, 145 - 147 Cunninghame Street, Sale | | |
| | St Paul's Anglican Cathedral, 149 Cunninghame Street, Sale | | |
| | Presbyterian Manse, 30 - 40 Desailly Street, Sale | | |
| | St Mary's Cathedral, 47 - 57 Foster Street, Sale | | |
| | Bishop's House and Presbytery, 47 - 57 Foster Street, Sale | dettell | |
| | St. Mary's Primary School, 47 - 57 Foster Street, Sale | | |
| | St. Mary's Convent (former), 47 - 57 Foster Street, Sale | 111-12 | |
| | Delbridge Hall, 64 - 68 Marley Street, Lie | | |
| | Bishopscourt, 51 Raglan Street, Sale | | |
| | St Columba's Uniting Church; Hall/Sunday School, 131 - 171 Raymond Street, | , Sale | |
| | Notre Dame de Sion, 123 York Street, Sale | | |
| | Baptist Church, 209 - 213 York Street, Sale | | |
| Schools | | | |
| | Gippsland Ladies College (former), 181 - 183 Cunninghame Street, Sale (right | ht) | |
| | Sale Primary School No. 545, 123 - 135 Macalister Street, Sale (top right) | | |
| | St Patrick's College, 29 - 41 Pearson Street, Sale (top left) | | |
| | St Anne's and Gippsland Grammar School, 52 - 66 Raymond Street, Sale | | |
| | Sale High School (former), 63 - 77 Raymond Street, Sale | | |
| | Macalister Secondary College, 125 - 141 York Street, Sale (1eft) | | |

Public Buildings

Public buildings which have accommodated a range of local and government functions in Sale are generally expressive of the pride and prosperity of the community.

The earliest buildings which addressed Foster Street, the original main street in Sale, employed an austere classical architecture to symbolise their status as administrative offices. The original borough offices, now the Sale City Museum, and the magistrates court (part of the existing court house complex) were both built in the 1860s, and are very intact examples of early public buildings. The original Mechanics' Institute was built on Foster Street at this time, being relocated to its new building in York Street in 1891. The Temperance Hall in Macalister Street, originally built for the Freemasons in 1874, is another simple classical building.

Leading up to the optimistic 1880s, Victoria Hall was built in 1879 with the generous funds contributed by the local business community. Like the new Mechanics' Institute, this hall was adorned with a substantial amount of stucco decoration. The Supreme Court additions to the magistrates court were equally opulent and are an excellent example of High Victorian Classical architecture with exotic influences.

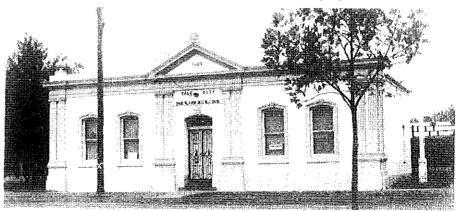
Sale Prison is a significant historic landmark, enclosed by high rounded walls, its nineteenth century buildings are largely intact internally.

The Country Fire Authority (CFA) depot in York Street, built at the turn of the century is a good example of purpose built Edwardian design.

Land was gazetted in the name of Hospital and Benevolent Asylum on the eastern border of Sale in 1864. The site no longer features the Gothic hospital building, but the later 1950s Nurses' Home remains and is an important example of the work of local architect S. P. Ashton in the Modern style.

The City of Sale Municipal Office complex includes the library, former gallery (now used as Council offices) and a community hall. Built around a central 'square' in the 1960s, the buildings illustrate the Modern aesthetic, utilising simple architectural forms, emphasising light and the honesty of materials and structures.

The latest manifestations of civic pride can be found in the mall structures in Raymond and Cunninghame Streets where the post office clock tower has been reconstructed and a Wall of Fame commemorates historical events and notable people.



Sale City Museum, 130 Foster Street, Sale (left) Sale Court House, 79 - 87 Foster Street, Sale Victoria Hall (former), 47 - 49 Macalister Street, Sale Temperance Hall, 78 Macalister Street, Sale City of Sale Municipal Offices; Hall, Library & former Gallery, 80 - 88 Macalister Street, Sale Annie Pain Memorial Kindergarten, 61 - 63 Market Street, Sale Nurses' Home, 36 - 48 Palmerston Street, Sale (below) HM Prison Sale, 1 - 13 Reeve Street, Sale Sale Cemetery, CA 98, 99 & 200 Sale-Maffra Road, Sale (right) Mechanics' Institute (former), 125 - 141 York Street, Sale Fire Station, 203 - 207 York Street, Sale

Examples of significant public buildings recognised in the Sale Heritage Study include:

Commerce & Industry

ommercial premises, professional offices and industrial sites form a substantial proportion of built development in any town. In Sale, remains of nineteenth century shops and subsequent twentieth century buildings define the main streets and delineate the business from the residential areas, maintaining the historic centre of the city.

Raymond Street, which is now the main focus for commercial activity in Sale, is lined with a number of single and double storey Victorian and Edwardian shops. Rendered parapet facades and original fenestration contribute to the historic streetscape. The former Mutual Provident Society building and the terracotta roofed English Cottage style of Sale Custom Printing introduced the diversity of Inter-war styles into this street.

Off Raymond Street, in Bond Street, buildings accommodating the trades still signify their early uses. The H. J. Templeton & Sons building, welders, tankmakers and plumbers, has a minor alteration to the arched parapet form typical of Victorian workshops, coach houses and warehouses.

Foster Street contains strips of single storey and double storey development dating from a slightly earlier period when these buildings fronted the main road through Sale. The Beaurepaire garage on Foster Street is an architecturally interesting building constructed in the early years of the motor car.

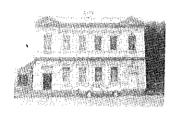
York Street has changed character over the years but several modest single fronted shops remain and the former Central Store on the corner of Cunninghame Street (now occupied by Goodyear), exemplifies Victorian corner shop design, elaborately decorated with rendered pilasters and parapet mouldings.

Hotels are key historical and architectural landmarks, symbolising in their scale and intactness Sale's long history as a transport and trade centre from the 1860s to the twentieth century. Early hotels of a domestic form, constructed in timber, were built close to the Latrobe Wharf when this site was a central part of freight distribution. These buildings no longer remain. In the town of Sale similar buildings may have also been built but brick hotels were developed from an early date. The Criterion (surrounded by an ornate cast iron balcony) is an outstanding example of this building type. Built in 1865 it is of state importance for its level of intactness, including evidence of its early commercial travellers' sampling room.

Six other Sale hotels remain in the town centre today. The Sale, the Star, the Crown. the Latrobe and the Colonial Club Hotels were built in the period 1858-1872. The Star and the Sale Hotels were rebuilt in the late 1880s, and the Sale substantially renovated in the 1920s. The Gippsland Hotel (originally Adelphi) dates from 1889. All hotels except the Latrobe Hotel still carry licenses.

Developments associated with local industries such as dairying and agriculture have generally remained on the fringe of the city and on private farm developments. The important Lacey ironworks, formerly in York Street, have been relocated to Wurnuk.

An early brickworks on the west end of Raglan Street made an important contribution to Sale's built environment and some evidence of the early factory structure remains.







The factory, with its adjacent clay pit provided materials for the building of houses throughout the town.

The Gippsland Woollen Mills, a repatriation scheme initiated in 1922, provided a great deal of employment locally. Later the site was expanded to accommodate the Nylex Factory, an innovative producer of plastic goods during the 1960s boom period in Sale.

The former Esso-BHPP head office in Sale is a landmark building complex located at the highway entrance to the city, representing another important stage in the historic development of Sale.

Examples of significant commercial and industrial buildings recognised in the Sale Heritage Study include:

| Commerce | | |
|-----------|---|--|
| | St Helen's Private Hospital (former), 37 Elgin Street, Sale (centre right) | |
| | The Colonial Club Hotel, 101 - 105 Foster Street, Sale | |
| | The Porcupine Place, 106 Foster Street, Sale | |
| 7 | Bouquets & Heritage Florists, 112 Foster Street, Sale | |
| 1 | Esso-BHPP buildings, 64 - 72 Foster Street, Sale | |
| ☑ | Gippsland Times, 74 - 76 Macalister Street, Sale | |
| | Criterion Hotel, 90 - 94 Macalister Street, Sale | |
| | Sullivan Braham Pty, 104 Raymond Street, Sale (centre left) | |
| | Australian Mutual Provident Society building, 118 - 124 Raymond Street, Sa (below left) | |
| | Allman Moroney, 123 - 129 Raymond Street, Sale (top left) | |
| | Custom Printing, 142 - 144 Raymond Street, Sale (top right) | |
| Ø | Star Hotel, 173 - 185 Raymond Street, Sale (below right) | |
| | Coles Store, 255 - 259 Raymond Street, Sale | |
| | Hawthorn Dairy & House, 462 Raymond Street, Sale | |
| \square | Beaurepaire Tyre Service Pty Ltd building, 80 - 88 Raymond Street, Sale | |
| | Gippsland Hotel, 153 - 161 York Street, Sale | |
| | Central Corner (former), 170 - 172 York Street, Sale | |
| | Gentofte, 226 - 230 York Street, Sale | |
| Industry | | |

Nylex (former Woollen Mills), 35 - 47 McGhee Street, Sale

Powder Magazine, 43 - 45 Stephenson Street, Sale







Transport & Infrastructure

Sale was largely dependent on communication with Port Albert in the early days as land transport was difficult. The development of the rail link with Melbourne coincided with the completion of the Sale canal in the 1880s and contributed to a rapid expansion resulting from the development of infrastructure to support the growing town. Bridges, waterways, and power systems were engineered and today are important reminders of Sale's transition from a small rural settlement to a major regional centre. Evidence of enterprises supporting transport services is another historical reference evident in the built environment.

Transport

Bridges have been essential in a setting which was once characterised by swamps and prone to flooding. Today Sale is surrounded by bridge crossings: the Cunninghame Street bridge and pipe crossing; the bridges on the old Princes Highway; the Pooleys Road Bridge and the Macalister Street bridges, all built early this century. The Swing Bridge over the Thomson River is considered to be of national significance as an example of engineering innovation and as a unique example of its type.

Early road users included coaches such as the Cobb and Co. vehicles. Stables built for Cobb & Co as a Horse Bazaar are a prominent feature in Raymond Street, presently functioning as a market. On the opposite side of Raymond Street, in Bond Street, the warehouse and workshop of H. J. Templeton and Sons stands as another reminder of early transport services. The Art Deco complex, the former Beaurepaire building at the corner of Foster and Raymond Streets is evidence of the demand for motor vehicle services in the 1950s.

The railway was built in stages to connect Sale with Melbourne, and later extended to Bairnsdale. The rail alignment and station complex was originally situated parallel to and north of Cunninghame Street with the station situated between Desailly and Pearson Streets. The total site has now been replaced by a shopping centre complex. The gates and signal box remain at the junction of Reeve and Cunninghame Streets as a reminder of this important transport node. A second section connected the station with the canal docks. The line diverged at Thomson Street, turning south, past the bend in Flooding Creek, and behind the gaol to connect with the Canal swing basin. Evidence of the rail easement can be detected in parts, particularly along the southern side of Foster Street immediately to the west of the former BHPP-Esso offices.

The Sale Canal has been important in enabling river transport to enter the town area. The Swing basin is still used today for leisure craft and an old boat shed stands in a picturesque setting in the public reserve on the eastern banks of the canal.

The Latrobe Wharf site is situated some three miles south of the City on the northern banks of the Thomson River, near the site of the original bridge. For many years the wharf was used to receive passengers and freight before the Swing Bridge enabled vessels to continue upstream. The wharf was once the site of hotels and store houses. Today only minimal evidence of the wharf footings remain but are important indications of early transport links with Sale.

Infrastructure

Water was stored for the use of the population in a brick water tower built on public land known as Market Square and later as Victoria Park. Constructed in 1888, the tower is a prominent landmark on the site today. The Sale Waterworks Pumping Station was built at the north-eastern end of Cunninghame Street around 1934 and the classical rendered buildings take on a gracious aspect for such utilitarian structures. The site now also contains a new concrete tower which forms another local landmark.

Examples of significant examples of transport and infrastructure recognised in the Sale Heritage Study include:



Parks, Gardens & Leisure

Sale has been well endowed with parks, gardens and recreation areas since the first survey of the town. Large sites to the south-east and north-east are still used for their original purpose today and are notable for their historical associations, reflecting a strong community interest in horticulture, sporting and recreational pastimes.

Public Gardens

Lake Guthridge, covering fifty acres and due to be expanded further, transformed a swamp and lagoon into a picturesque lake in the 1860s. In the 1870s a causeway was erected on the northern side as an extension of Foster Street. Today the Lake is surrounded by willows, pines and plane trees dating from the 1930s just prior to the development of McIntosh Drive.

The nearby Botanical Gardens were the pride of Sale residents in the nineteenth century. By 1866 the seventeen acres of gardens had been enclosed by a timber fence and planted with seedlings, possibly donated by the Director of the Melbourne Botanical Gardens, Ferdinand Von Mueller. Control of the Gardens has been vested in the Sale Borough Council and successive bodies since 1867. The gardens today are an amalgam of garden and sporting facilities and include a fauna park. The Friendly Societies Recreation Ground occupies land south of the Botanical Gardens.

Victoria Park was developed on the site gazetted as a market reserve in the 1857 survey. Parts of the park have been detached for other uses over the years such as the tank reserve where the water tower now stands and the bowling club reserve which once occupied a central eastern segment. The Sale Primary School occupies five acres to the east of Victoria Park, which is a pleasant oasis in this residential area. The expanse of lawns is shaded by remnant River Red Gums, large specimens of date palm and other pine species. The park is crossed by diagonal paths and contains a rotunda (built as a bandstand) and Lake Walden.

Recreation

In 1914 part of the Darling Street road reserve was adjoined to the reserves north of the Hospital and Benevolent Society Reserve to create a Cricket Ground and Recreation Reserve. Today the site includes its original oval with modern facilities.

To the north of the city, the Greenwattle Racecourse and the Showgrounds provide ample space for recreation purposes. The Showgrounds are surrounded by a mature avenue of clms and the oval is still in use. The Racecourse is historically significant for its long history as a sporting facility and the mature oak plantings and grandstand evoke its past and continuing uses.

The recently extended and painted boat shed in the public reserve on the eastern banks of the Canal is a picturesque remander of boating activities on the canal earlier thus century.

The rifle butts associated with the range off Princes Highway remain as evidence of another recreational pass-time for Sale residents.

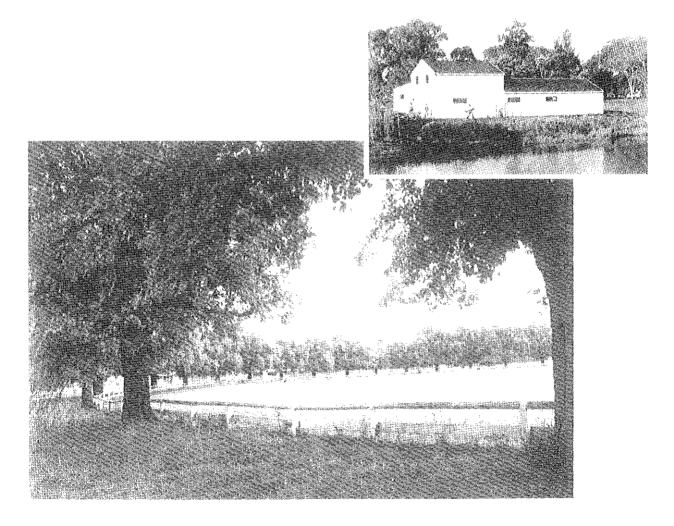
Examples of significant public gardens and recreation places recognised in the Sale Heritage Study include:

Public gardens

□ Lake Guthridge, Foster Street, Sale
 □ Botanical Gardens, Guthridge Parade, Sale
 □ Victoria Park, 101 - 103 Macalister Street, Sale

Recreation

- Boat Shed, Punt Lane, Sale (below right)
- Greenwattle Race Course, Sale-Maffra Road, Sale
- Showgrounds, CA 92 Sale-Maffra Road, Sale (bottom)



Rural Setting

he natural landscape has in many ways determined the location and form of Sale and continues to affect the nature of development at the rural fringe. Today the grid plan of the City is surrounded by large rural allotments forming areas of different character on each side of the town.

Flooding Creek, the original name of the Sale settlement, is also the name of the waterway which has been so influential in the form of the townscape. The swampy terrain provided good hunting grounds for the Gunai but has proven difficult for farmers and stockholders to manage. A number of rural houses surround Sale and tell a history of farming of these marshy lands.

The Village Settlement allotments, established by the government in 1893, were located on the banks of Flooding Creek to the south and west of the town grid and are testimony to difficult times. Several small cottages off Stephenson Road occupy these large blocks. Their modest stature and uncultivated paddocks are evocative of early settlement patterns and processes.

Similarly, a group of houses off Dargo Street, built on the banks of the creek before it was redirected with the excavation of the Sale Canal, are demonstrative of early house types, similar to many cottages in the town centre. Their orientation and proximity to one another are valuable reminders of the way the natural environment has shaped early development in Sale. Few examples of other rural buildings remain but one drying barn in this area is of historical interest.

A small number of rural houses dating from the early years of settlement are located south of the town. The house at 131-145 Stephenson Street is set in a garden with outbuildings, plantings and fences evocative of the early farm use of the property. The road to Maffra has historically been developed as rural holdings for wealthier Sale residents. The higher ground has offered better farming opportunities. The Glebe and Woondella Park, both dating from the 1860s and 70s, and the nearby Myrtledowns are all large rural residences set in mature gardens off the Sale-Maffra Road.

Rural properties east and north of Sale have been redeveloped. Evidence of these nineteenth century rural residences found in the occasional large villa set now in suburban surroundings, such as Benacre in Rebecca Drive.

Examples of significant places associated with Sale's rural setting recognised in the Sale Heritage Study include:

| House, CA 3 Dargo Street. Sale |
|--|
| Morris (Monk) House, CA 5 Dargo Street, Sale |
| Municipal Pound, CA 40 B Dargo Street, Sale (bottom left |
| Glebe, CA 94 Sale-Maffra Road, Sale (centre left) |
| Woondella Park, CA 95 Sale-Maffra Road, Sale (top left) |
| House, 131 - 145 Stephenson Street, Sale |







Cottages

any of the earliest domestic buildings in Sale were constructed in the modest cottage form and examples are scattered throughout the residential areas of the Sale grid plan and also at the rural fringes.

Constructed with a two room plan plus rear skillion, cottages were built in both weatherboard and brick from the 1850s and 60s. Roof forms were generally gabled with occasional hip-roof variations.

Most brick cottages have been rendered to protect the brickwork from weathering. 1 Raglan Street and 166 Pearson Street are intact examples of rendered houses. The Cottage in Guthridge Parade is an unusual rendered cottage, constructed in two parallel sections on an intact large block. Other examples of small cottages on large blocks suggest that many of these modest dwellings had small domestic gardens or possibly orchards but little evidence exists today.

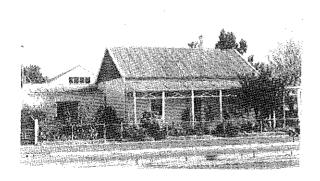
Macarthur Street has a number of examples of these small cottages aligned close to the street on narrow allotments. These houses mark the street alignment and emphasise the grid pattern of the original town plan. Often details such as six-pane sashes remain intact in their front windows. Several examples of the two-room weatherboard cottage are also located in the vicinity of the Village Settlement Scheme off Stephenson Road, south of the City.

Examples of significant cottages recognised in the Sale Heritage Study include:

- House, 166 Macalister Street, Sale (top right)
- House, 166 Pearson Street, Sale
- House, 1 Raglan Street, Sale (right)
- House, 79 Reeve Street, Sale (below left)
- ☐ House, 137 Reeve Street, Sale
- Houses (pair), 75 77 Reeve Street, Sale
- ☐ Teray, 122 Thomson Street, Sale (below right)
- ☐ Cottage, 88 Thomson Street, Sale
- Cottages, 76 & 78 Thomson Street, Sale









Houses: Nineteenth & Early Twentieth Century

arge Victorian and Edwardian homes were built on generous allotments spread throughout the grid plan of Sale. Built in red brick or weatherboard, many examples of solid residences from this period remain, often forming picturesque clusters along residential streets which typically contain a diversity of styles.



Victorian houses

The oldest houses of substantial size were built by the wealthier landowners adjacent to the town centre or along one of the main thoroughfares. Marley Street, Guthridge Parade and Macalister Street contain a large proportion of these older residences. The wider frontage of these houses reflect the provision made for this form of development in the town survey.

Sunnyside and Fitzpatrick House on Guthridge Parade are representative of the types of Victorian residences built for those locally prominent in the professions and in business last century.

Lyndhurst (top left) on Raglan Street is an excellent example of a bichrome brick residence in the Victorian/Italianate style. Set well back on a large block and surrounded by mature garden plantings, it was actually built after the turn of the century and is indicative of a conservative approach to residential design.

Victorian houses were commonly built in the symmetrical villa form, with verandah, hip roof and minimal decoration. 186 Macalister Street is a good example, superbly intact with slate roof and the verandah returning on both sides. Variations on this type sometimes incorporated a projecting bay to one side of the facade. 154 and 170 Macalister Street are almost identical examples with unusual octagonal bay sections.



Bon Accord

Edwardian houses

Around the turn of the century, new stylistic influences were reflected in domestic architecture in Sale. Variations on the symmetrical villa form often involved steep roofs with decorated projecting gables and slatted wooden verandah valences replacing the earlier cast iron lacework. Tall chimneys with stucco caps or pots demonstrate the influence of Queen Anne motifs which were very influential in domestic architecture in Australia around the time of Federation.

Bishopscourt is the grandest example of such architecture in Sale, built off Raglan Street and befitting the status of the new Bishop of the Anglican church. The 'Red Coat Soldier' (below) is another Queen Anne house illustrating typical complex roof form and ornate decoration. Built on Raymond Street for James Firmin, grazier in 1922, it is exemplary of the type of house style favoured by wealthier residents in Sale early this century. A number of brick houses of this period reflect a combination of Queen Anne and Californian Bungalow influences forming innovative compositions.

A group of three residences at 67-71 Marley Street are excellent examples of solid brick Edwardian houses of a more modest scale. The Minters and neighbour at 207-209 Desailly Street with gable hipped roofs and weatherboard construction are representative of another common Edwardian type in Sale.











Examples of significant Victorian and Edwardian houses recognised in the Sale Heritage Study include:

Victorian Houses

| | Bon Accord, 153-55 Dawson Street, Sale (page 34) |
|----------|--|
| | House, 59 Desailly Street, Sale |
| | Armadale Reception Centre, 63 - 69 Desailly Street, Sale (bottom left) |
| | Urania Cottage, 6 Dundas Street, Sale |
| | Diocesan Centre Office, 63 - 65 Foster Street, Sale (below left) |
| | Fitzpatrick House, 134-138 Guthridge Parade, Sale |
| | The Cottage, 146 Guthridge Parade, Sale |
| | Sunnyside, 216 Guthridge Parade, Sale |
| | House, 120 Macalister Street, Sale (left) |
| | House, 152 Macalister Street, Sale |
| | House, 154 Macalister Street, Sale |
| | House, 170 Macalister Street, Sale |
| | House, 186 Macalister Street, Sale |
| V | House, 190 Macarthur Street, Sale |
| | House, 100 Marley Street, Sale |
| | House, 101 Marley Street, Sale (top left) |
| | House, 102 Marley Street, Sale |
| | House, 94 Marley Street, Sale |
| | House, 96 Marley Street, Sale |
| | Greenwood, 4 Maxfields Lane, Sale |
| | House, 51 Palmerston Street, Sale |
| | Lyndhurst, 67 Raglan Street, Sale |
| | House, 451 Raymond Street, Sale |
| | Benacre, 1 Rebecca Drive, Sale |
| | House (Village settlement), 22 Ross Street, Sale |
| | Myrtledowns, Lot 1 LP 85001 Sale-Maffra Road, Sale |
| | The Dines 68 Thomson Street Sale |

Edwardian houses Kilmany Family Care, 107 Cunninghame Street, Sale House, 190 Desailly Street, Sale House, 169 Foster Street, Sale (top right) House, 215 Foster Street, Sale House, 52 Guthridge Parade, Sale Blairgowrie, 26 Inglis Street, Sale House, 155 Macalister Street, Sale House, 190 Macalister Street, Sale House, 2 - 4 Macalister Street, Sale Foster Houses, 89 - 93 Macalister Street, Sale (bottom right) House, 209 Macarthur Street, Sale House, 102 Market Street, Sale House, 67 Marley Street, Sale House, 69 Marley Street, Sale House, 71 Marley Street, Sale (right) House, 3 Princes Highway (Foster Street), Sale ☐ House, 454 - 456 Raymond Street, Sale

The Red Coat Soldier, 525 Raymond Street, Sale (Page 35)

House, 493 Raymond Street, Sale House, 499 - 501 Raymond Street, Sale

House, 151 Stawell Street. Sale

House, 162 - 164 Stawell Street, Sale

☐ House, 38 Stawell Street, Sale House, 44 Stawell Street, Sale House, 67 Thomson Street. Sale House, 71 Topping Street, Sale House, 57 - 59 York Street, Sale

Tyrone Villa, 154 - 156 Stawell Street, Sale









Houses: Inter-war and Post-war

After the First World War, residential areas in the original town survey of Sale consolidated rapidly and eventually necessitated the subdivision of land to the east and north of the town. An unusually broad range of bungalow types represents a large proportion of inter-war development in the suburbs while Post-war architecture introduced only a small number of innovative Modern designs to the streets of Sale.

Inter-war houses

Much Inter-war development in Sale was influenced by the bungalow architecture influences which characterised much suburban development in Australia. Good examples of this type can be found scattered throughout Sale, particularly along the prominent roads such as Raglan Street.

7 Barkly Street is a substantial weatherboard bungalow in a complementary garden setting. It is complete with shingled round bay window and terracotta complex roof form with garden and fence dating from the original construction.

Brick variations on the bungalow were quite innovative and probably represent the creative application of design ideas to modest residences by local builders. 10 and 174 Macalister Street, 18 Codrington Street and 454 Raymond Street are all examples of this type of development. Other larger examples using deep pillared verandahs are at 152-156 Macarthur Street, The Gables at 118-120 Macarthur Street, and 175 Cunninghame Street.

Post-war houses

Over the period immediately after the Second World War, new residential development in Sale appears to have been limited mainly to the housing scheme areas until the boom of the early Sixties. A small number of houses built in the 1950s inside these areas show a striking display of Modern ideas. 8 Pearson Street, demonstrates the interest in light and clean simple forms through its ample fenestration and flat roof. 29 Desailly Street is a good example of a substantial Post-war residence, with a combination of Art Deco and Moderne architectural motifs.

167 Cunninghame Street is a striking example of Modern design which makes a bold architectural statement in an otherwise conservative residential area. Built on the site of a hotel, the house incorporates some of the early construction materials and was designed by the artist-owner, who still occupies the residence today.

Examples of significant Inter-war and Post-war houses recognised in the Sale Heritage Study include:

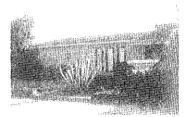
Inter-war

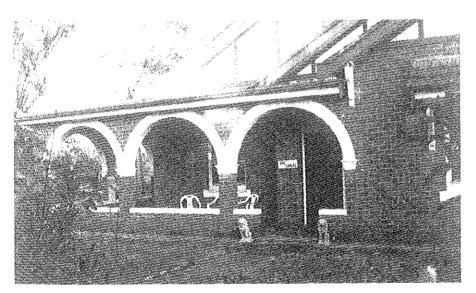
- House, 7 Barkly Street, Sale
- House, 18 Codrington Street, Sale
- House, 175 Cunninghame Street, Sale
- House, 29 Desailly Street, Sale
- House, 155 Foster Street, Sale
- Moneenroe, 124 Guthridge Parade, Sale
- House, 10 Macalister Street, Sale
- House, 174 Macalister Street, Sale
- The Gables, 118 120 Macarthur Street, Sale (right)
- House, 152 156 Macarthur Street, Sale (top right)
- House & outbuildings, 84 Macarthur Street, Sale
- House, 45 Marley Street, Sale
- House, 21 Palmerston Street, Sale
- House, 155 Pearson Street, Sale
- House, 150 Raglan Street, Sale
- House (duplex), 40 42 Stawell Street, Sale

Post-war

- House, 167 Cunninghame Street, Sale (bottom right)
- House, 80 Elgin Street, Sale
- House, 8 Pearson Street, Sale
- House: Contemporary, House, 5 Cunninghame Street, Sale
- House: Relocated, House, 62 Thomson Street, Sale







Housing schemes

In the inter-war years, Sale experienced a boom in local industry associated with the repatriation schemes such as the Gippsland Woollen Mills and the nearby closer and soldier settlement schemes. The establishment of a RAAF base close to the town during the war added more new residents. Combined with an increase in population due to the baby boom and migration, there was a desperate shortage of accommodation immediately after the Second World War which resulted in the subdivision of land around Sale for private and public development. Many of these subdivision are evident today and are built evidence of this phase of expansion in Sale.

The State Savings Bank built a group of houses in Macarthur Street in the 1920s in an endeavour to provide housing for low income families. These weatherboard bungalows, with a variety of designs, stand today as a cohesive group and together are possibly a rare example of this type of development in a rural city.

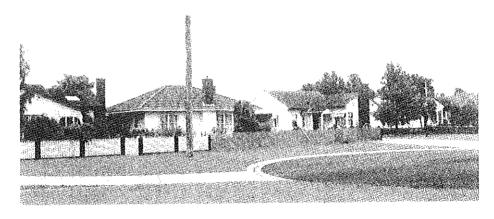
The RAAF housing in Bergen and Stead Streets are two successive developments built in the early 1940s. The earlier group in Stead Street consists of houses constructed of vertical timber boards with simple gable roof of wide span. The later group is similar in character but uses brick construction. Both groups retain their open lawns with some new fencing connecting the properties.

By 1949, the first Housing Commission subdivision was completed with 18 residences along Marley and Market Streets as 'infill' development. Varying designs in similar timber cladding as the RAAF housing break up the uniformity of the subdivision.

Esso Australia also developed housing in Sale. A very intact group of houses built originally for senior employees of Esso, is part of a subdivision incorporating Patten and Hutchison Streets on the eastern side of Sale. Constructed in clay or concrete bricks and roof tiles of various hues, the houses are double or triple fronted with open lawns and unfenced gardens. The subdivision is still very intact as a scheme and is exemplary of a modern design approach which was seen as revolutionary at the time of development.

Examples of significant housing schemes recognised in the Sale Heritage Study include:

HCV Estate, 135 - 149; 132 - 146; 105 -111 Market; Marley + Fitzroy Streets, Sale (Fitzroy St section pictured below)



Other features

bjects of remembrance are common and sometimes unexpected features of the landscape, both urban and rural. Sale has a number of memorials to its residents which contribute to existing gardens and streetscapes.

Memorials & Objects

The Boer War memorial is surrounded by a rose garden, providing a landmark on the north side of the Foster and York Street intersection. Built in 1909 by local monumental masons, it commemorates local participation in the Boer War.

Nearby stands a cairn built in random rubble and white river pebbles and set within a garden setting of Canary Island Palms, large cypresses and manicured lawns. The inset plaque is devoted to the explorer Angus McMillan.

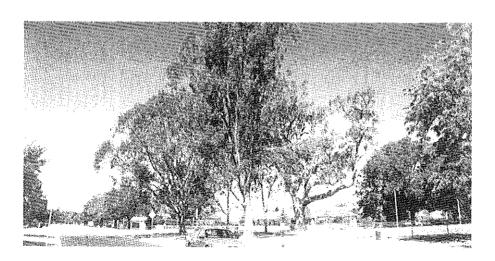
Trees

Important plantings contribute to gardens and streetscapes and are landmarks in the town, often identifying older properties in sections of subdivisions which were developed later. The species type for street trees varies and appears to be random. Elm plantings on Macalister Street appear to be amongst the oldest street plantings in Sale and contribute to the pleasant atmosphere of this residential area. Poplar trees in Stawell Street may have been part of a larger plantation and although they feature in many gardens and along property borders at the rural fringe, are not a common street feature.

Examples of significant memorial, objects and trees recognised in the Sale Heritage Study include:

Trees

- Remnant indigenous trees, Cunninghame Street, Sale (below)
- Plane tree (Sale Hospital), 143 171 Guthridge Parade, Sale
- ☐ King George V Jubilee Avenue, Princes Highway, Sale



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