

**Place name Precinct - Sale Town Centre**

**Survey Date:**

**Other name**

**Id:**

893

**Street** Bond, Cunninghame, Foster, Macalister & Raymond streets

**Last Update**

**Locality** Sale

**Postcode**

**Official Locality**

**Property No** NA

**Local Government Area** Wellington Shire

**Precinct:** Precinct - Sale Town Centre

**Easting**

**Northing**

**Map**

**Workshop number**

**Workshop votes**

**Field survey number**

**Community priority**

**Designer** NA

**Builder**

**Ownership**

**Built Date** NA

**Change Date**

**Description** The Sale Town Centre precinct is centred around the main commercial area in Raymond Street. It also includes the properties along intersecting streets generally between Desailly and York Streets extending from Foster Street in the south to Cunninghame Street in the north.

The precinct demonstrates the stages in the development of a town centre, containing elements from all periods of development to the present. Notable elements include:

The 'Area of Special Significance', which comprises a number of early commercial and civic buildings in Foster Street and the southern part of Raymond Street.

Nineteenth and early to mid twentieth century commercial buildings throughout the precinct. This includes single and double storey shops and offices as well as corner hotels such as the Criterion and the XX that form important landmarks in the precinct.

Community and civic buildings including the former Shire offices and hall complex, Sale Technical School and the Mechanics' Hall.

The Presbyterian Church and surrounding park containing remnant Eucalypts, which creates an informal 'village green' within the precinct.

The former Cobb & Co. building and entrance buildings facing Raymond Street.

The reconstructed Clock Tower at the intersection of Raymond and Cunninghame streets, which is a local landmark.

**Condition**

**Integrity**

Group of buildings

**History** The first town survey for a township at Flooding Creek was undertaken in 1848, with the first land sales in 1850. Sections 1 and 2 were the first sold, with Section 3 sold a year later. Sections 1 and 2 are to the north and south of Foster Street (between Raymond and York Streets) and Section 3 is one block further north. Sites for public and community buildings - public offices, police, a Mechanics' Institute - were provided in Foster Street, on the main route and already having some buildings serving the needs of travellers. In Raymond Street, a site was allocated to a school, and to the north a site for a Presbyterian Church (1, 2).

Foster Street was the centre of commercial activity in these early years, with buildings such as the Council Chambers, Club Hotel, Australasia House built during the mid 1850s. Foster Street was formed in 1863 and street lighting introduced, and the Botanic Gardens to the east were created (1866). Further shops were built there but Foster Street's commercial boom was short-lived. Both Foster Street businesses and their rivals, the businesses in York Street (such as the Criterion Hotel) were affected by the construction of the railway station in Cunninghame Street. Businesses moved closer to this centre of activity, creating a new commercial area along Raymond Street. Banks transferred to smaller branches in the northern part of Raymond Street and Foster Street businesses dwindled. Nevertheless, the Council Chambers in Foster Street were extended in the 1880s and the Court House and the Post Office were also built there (2).

Along Raymond Street, the commercial area grew and developed from the 1880s, continuing to maintain its role to

the present day. The range of building styles within the area demonstrates this process of development. For example, when new Council Chambers and Municipal Offices were needed in the mid twentieth century, a site closer to the town's commercial centre was chosen.

Establishment of the mall and building of a new clocktower has reinforced Raymond and Cunninghame Streets as the symbolic town centre.

**SOURCES**

- (1) Town of Sale plan, 1910
- (2) Wilson Sayer, 'History of Foster Street' in 'Foster Street - Area of Special Significance', 1982, pp.9-17

<b>Heritage Protections Register</b>	<b>Reference</b>	<b>Zoning</b>	<b>Status</b>
Planning Scheme	x		Recommended

**National Estate**

**Research Required**

**Recommendations**

**Fieldwork priority?**

**Stage 1 Ranking** Assessed: Sale Heritage Stu **Stage 2 priority** Planning Scheme: Precinct

**Final Ranking** Regional significance **Final Recommendation**

**Statement of significance** The Sale Town Centre precinct is of local historic and aesthetic significance to Wellington Shire. Historically, the precinct illustrates the key development phases of Sale from the late nineteenth to the mid twentieth century when it became the leading regional centre in Gippsland. It contains the earliest commercial centre in Foster Street, which demonstrates the importance of early transport links in the formation and positioning of activities within the town centre, with later development along Raymond Street illustrating the influence of the railway. Aesthetically, the precinct is a contains groups of nineteenth century buildings, which provide fine examples of commercial streetscapes of that era, notably in Foster Street and the southern end of Raymond Street. (RNE criteria A.4, D.2 & E.1)

**Extent of designation**

**Informant**

**Notes**

**Follow up**

**Bibliography** Context Pty Ltd, (1994), Sale Heritage Study  
Context Pty Ltd, (2004), Wellington Heritage Study Stage 1: Sale Review

TownCentrePrec10, ID 0893.JPG

Geoff Neville

4/08/2006



TownCentrePrec1, ID 0893.JPG

Judy Powell

2/08/2006



TownCentrePrec2, ID 0893.JPG

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Geoff Neville

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Context

1/01/1994



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Meredith Fletcher

1/01/2005



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Peter Synan

1/01/1994



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Peter Synan

1/01/1994



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Peter Synan

1/01/1994

