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**Name:** Brown's Bakery  
**Status:** Permanently Registered  
**Tier:** State  
State  
State

**THR ID Number:** 10825  
**Municipality:** Central Coast Council  
**Date Listed:** 01/05/2006

**Location Addresses**

93 Main RD, Penguin 7316 TAS

**Title References**  
225284/1

**Property Id**  
6759907



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Untitled

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**Setting:** Brown's Bakery at 93 Main Road, Penguin, a seaside town on Tasmania's north-west coast, is an integral architectural element in the Penguin commercial centre and streetscape. The land is on a rise at the eastern end of the main beach. The Bakery faces south into the main shopping area. The rear of the building overlooks the National Railway line built in 1901 and an access road to the Memorial Park and the Surf Club Point, with panoramic views of Bass Strait to the north. The east side of the block abuts the historic Thomas' Drapery. On the western side of the block is a low-rise café separated by a lane. On the opposite side of the Main Road is a two-storey Late Victorian Hotel.

**Description:** Brown's Shop, at 93 Main Road, Penguin, is a Federation Free Style commercial building of two-storeys with a medium-pitched hipped roof clad in corrugated iron. It is constructed of brick, and the symmetrical front facade features arched casement windows on the upper level, with a central larger round arch with keystone. All upper storey windows have decorative sills. A central parapeted gable features, enhancing the curves of the arch window and featuring posts on either side. This gable features the following writing 'B. BROWN EST BD 1888', with sphere-shaped finial ornaments at each end of the parapet. The lower level of the building has been converted from its original form to include large pane aluminium windows with a glazed door entrance to the right hand side of the building. The lower storey also shows evidence of earlier arch windows, now bricked-in. The original front verandah has been removed. To the left hand side of the street facade is a single-storey addition that includes an additional shop space and verandah entry to the upper floor residence. To the right, the building directly abuts the Thomas Drapery. The left side elevation of the building is of solid brick. The rear of the building incorporates a two-storey addition from c1960s, with a concrete frame and brick cladding. A more recent single-storey fibro extension has been added to the east side of the rear, over which has been built a large wooden deck. The interior of the building features a timber staircase, and a pressed-metal ceiling in one room. The original blackwood and oregon staircase appears to be intact leading up to the living area. The ceiling pattern in the previous formal room upstairs is design no 6034, illustrated in Wunderlich Art Metal Ceilings (1922: 45). It is a twelve inch square. The balance of the ceiling is a four inch diaper, which is a standard Wunderlich dimension. The top element of the cornice, comprising ovolo (egg and dart) and astragal (bead and reel) mouldings, is cornice no 1563 in Wunderlich, Ceilings for Every Room in Every Home (PC Prof Miles Lewis, 1919: 25). This room also features the only intact original fireplace displaying art nouveau carving on the blackwood mantelpiece. The fireplace in the eastern room has been removed. Some original light fittings, a picture rail and some Baltic pine skirting boards remain. The upstairs windows are original. 10 ft ceilings remain in the original section of the building which comprises three rooms across the front façade and one back room. Subsequent additions have been converted into a modern apartment with kitchen and livings areas at the rear of the building.

**History:** The shop at 93 Main Road, Penguin was built in 1913 by Frederick Carman, replacing an earlier bakery which had operated on this site since 1889. For nearly a century there has been a bakery operating on this site. The original store was a single-storey, weatherboard building with a shingle roof, barge boards with several brick chimneys and a posted front verandah. According to records at the Penguin Historical Room (PHR) William Kidd opened a bakery at his premises at 93 Main Rd Penguin in 1887. In 1913 what was described as an 'imposing new bakery' was erected on the site (PHR). From 1914 to 1938 the bakery was operated by Valentine Vivian Casboul. A report in the Weekly Courier in 1919 notes that Mr VV Casboul had taken a front line in the bakery and confectionery business in Penguin producing 'some of the finest bread and cakes seen on the coast' and providing 'a splendid stock of groceries' regularly delivered by motor wagon to all parts of the extensive district (Weekly Courier, 1919). The 1931 Cyclopaedia of Tasmania featured VV Casboul as Grocer, Baker and Confectioner in Penguin, noting that he also operated the Commonwealth Bakery. Mr Casboul was born in Madras, India and came to Launceston in 1876. He learnt the bakery business over 29 years from Mr Marchant. According to this publication (Cyclopaedia of Tasmania, 1931: 357) he bought the business at Penguin from B Brown in 1914 and then bought the building in 1919. The Casboul family were well known in the Penguin district and involved in all matters pertaining to the district including many sports (Cyclopaedia of Tasmania, 1931). Another series of owners owned and operated the bakery between 1938 and 1972, when baking ceased. The last two bakers included Roelf Van Der Woude and Gerald Kramer, Dutch immigrants who arrived in Tasmania in the early 1950s (AA Immigration & Naturalisation Files). Their bread was sold statewide and introduced European styled breads to Tasmania. Until recently (September 2006) there were two businesses operating on the ground floor of the old bakery, a book store on the western side and a woodcraft workshop and shop front on the eastern side adjoining the drapery store. What was previously the dough room upstairs has been converted to an apartment. No machinery has survived and the internal baking ovens have been removed. A more detailed history of this place is included at Attachment A. Community attachment to this building is high (The Advocate 3/6/06).

**Statement of Significance:** (non-statutory summary)  
No Statement is provided for places listed prior to 2007

**Significance:**

The Heritage Council may enter a place in the Heritage Register if it meets one or more of the following criteria from the Historic Cultural Heritage Act 1995:

**a) The place is important to the course or pattern of Tasmania's history.**

Brown's Bakery at 93 Main Road, Penguin, is of historic cultural heritage significance as a fine example of a large regional bakery building dating from the late C19th and early C20th. The second bakery to exist on this site, the bakery possesses considerable size and streetscape presence for the bakery of a small regional township, reflecting the relative importance of bakery productions to other commercial activity and services of the day. The facade demonstrates common commercial practises of the period that are no longer widely used today, in having an upper storey set aside as a residence for the shop-owner's family. The living-on-site aspect was of particular historical relevance to the operation of the place as a bakery, whereby the ovens and daily produce required preparation through the hours of darkness. Throughout its operational life as a bakery, the place was operated under the name Brown's Bakery, drawing upon the community's association with the former use and name for the building, and remains locally known as this today despite not having served as a bakery for many years.

**b) The place possesses uncommon or rare aspects of Tasmania's history.**

**c) The place has the potential to yield information that will contribute to an understanding of Tasmania's history.**

**d) The place is important in demonstrating the principal characteristics of a class of place in Tasmania's history.**

Brown's Bakery is of historic cultural heritage significance as a fine example of a two-storey Federation Free Style commercial building within the context of a small regional township, reflecting the spread of what was a more-common urban style to regional areas of the State. The regional interpretation of the characteristics of this style is evident in the streetscape view of the building, particularly in its external form, construction methods and detailing including the parapeted gable, arched window heads, and strongly contrasting brick and rendered wall elements. It is also evident in a number of internal features including the ceiling cornice and fireplace detailing in the front upstairs rooms.

**e) The place is important in demonstrating a high degree of creative or technical achievement.**

- f) **The place has a strong or special association with a particular community or cultural group for social or spiritual reasons.**

Brown's Bakery is of historic cultural heritage significance for its association with Dutch migrants, a small group of which settled in Penguin following the Second World War, establishing a church and assimilating into the local community. Two Dutch bakers operated the bakery, introducing European style bakery products to the region and eventually developing a limited market across the State.

- g) **The place has a special association with the life or works of a person, or group of persons, of importance in Tasmania's history.**

- h) **The place is important in exhibiting particular aesthetic characteristics.**

**PLEASE NOTE** This data sheet is intended to provide sufficient information and justification for listing the place on the Heritage Register. Under the legislation, only one of the criteria needs to be met. The data sheet is not intended to be a comprehensive inventory of the heritage values of the place, there may be other heritage values of interest to the Heritage Council not currently acknowledged.