

---

# FORMER SOUTH BRITISH INSURANCE CO. LTD.



Building 211 Dana St -  
Ballarat Heritage Review,  
1998



South British Insurance Co  
Ltd - Ballarat Conservation  
Study, 1978



Former Freehold Bank  
(Sketch on p.70 of Illustrated  
Australian News for Home  
Readers)

---

## Location

211 DANA STREET, BALLARAT CENTRAL - PROPERTY NUMBER 2006920, BALLARAT CITY

## Municipality

BALLARAT CITY

## Level of significance

Incl in HO area indiv sig

## Heritage Overlay Numbers

HO24

## Heritage Listing

Ballarat City

---

## Statement of Significance

Last updated on - March 11, 2024

**What is significant?**

**How is it significant?**

**Why is it significant?**

An individually significant place within the Lydiard Street heritage precinct.

Heritage Study/Consultant	Ballarat - Ballarat Heritage Review, Andrew Ward, 1998; Ballarat - Ballarat Conservation Study, Jacobs Lewis Vines Architects, 1978;
Construction dates	1869,
Architect/Designer	Terry, Leonard,
Other Names	Freehold Bank, J. Oddie & Co. Land Estate Agents,
Hermes Number	120447
Property Number	

---

## Physical Description 1

This two storey former bank building was constructed in 1869 to the design of Leonard Terry for Mr. James Oddie & Co. Irving Glover & Co. were the contractors, (estimated contract value of (6,000). The design is a modification of an earlier Terry bank, the London Chartered Bank of 1868 (corner Lydiard and Sturt Streets, now demolished) and is very similar to the Union Fidelity Trustee Co. building of 1887 (corner Lydiard and Mair Streets). The design is marginally more abstracted than these other buildings - there is no balustraded parapet and the ionic pilasters of the piano nobile are uniformly double. Cast iron balconettes - similar to those of the Union Fidelity building - are unusual. A grill was more common in Terry's work. There are surviving blind hoods at both levels.

This corner building provides an excellent example of a former bank in the conservative classical style, with a precise vocabulary of mouldings: rustication, paired ionic pilasters, cornices and string courses. It is an outstanding example of Leonard Terry's work, is remarkably intact and in good condition.

## Physical Description 2

TENDERS: 24 OCTOBER 1868

REFERENCE: ARGUS 24.10.1868 p.3.

## Integrity

CHIMNEY MOULDINGS REMOVED, DOORS ALTERED, CONSERVATORY DEMOLISHED

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

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