

FORMER ADVERTISER BUILDING

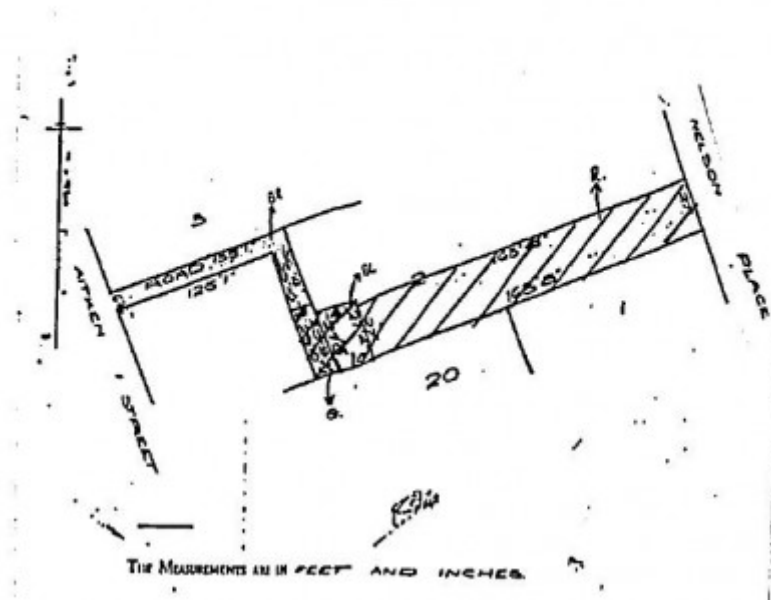


FORMER ADVERTISER BUILDING
SOHE 2008



1 former advertiser building nelson place
williamstown front elevation

EXTENT OF DESIGNATION



h00865 plan h0865

Location

205 NELSON PLACE WILLIAMSTOWN, Hobsons Bay City

Municipality

HOBSONS BAY CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0865

Heritage Overlay Numbers

HO224

VHR Registration

April 17, 1991

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - July 2, 1999

SOURCE: REPORT TO MINISTER

THE FORMER ADVERTISER BUILDING, BUILT BETWEEN 1885 AND 1888 FOR THE PROPRIETORS OF THE WILLIAMSTOWN ADVERTISER, HAS STRONG HISTORICAL ASSOCIATIONS WITH ALFRED T CLARK, PROMINENT VICTORIAN POLITICIAN, BUSINESSMAN AND FOUNDER OF THE INFLUENTIAL COLONIAL NEWSPAPER. CLARK PLAYED AN IMPORTANT ROLE IN THE PROMOTION OF HARBOUR AND NAVIGATION IMPROVEMENTS IN VICTORIA. AS MEMBER FOR WILLIAMSTOWN, HE PURSUED A RADICAL PROTECTIONIST POLICY AND SOUGHT TO ENCOURAGE VIGOROUS AND INDEPENDENT EXPRESSION TO LOCAL ISSUES THROUGH HIS NEWSPAPER.

THE ELABORATELY APPOINTED PRINTERY AND OFFICES IN THE CLASSICAL REVIVAL STYLE GIVE EXPRESSION TO CLARK'S SUCCESSFUL LAND SPECULATIONS AND COMMERCIAL ACTIVITIES DURING THE 1880'S.

THE BUILDING IS SUBSTANTIALLY INTACT AND DEMONSTRATES A SKILFUL DESIGN AND RICHLY DECORATED FACADE FEATURING A FRIEZE DEPICTING WILLIAM CAXTON, THE ORIGINATOR OF PRINT. IT WAS USED CONTINUOUSLY AS A PRINTERY FOR THE WILLIAMSTOWN ADVERTISER UNTIL THE NEWSPAPER WAS PURCHASED BY THE AGE IN C.1970

THE BUILDING CONTRIBUTES TO AN IMPORTANT NINETEENTH CENTURY COMMERCIAL STREETScape.

XXXXXXXXXXXXXXXXX ADDITIONAL INFORMATION XXXXXXXXXXXXXXXXXXXXXXXX

SOURCE: REGISTER OF THE NATIONAL ESTATE CITATION

FORMER 'ADVERTISER' BUILDING, 205 NELSON PLACE, WILLIAMSTOWN, WAS CONSTRUCTED IN 1874 FOR A T CLARK M P AS BOTH A PRINTERY FOR THE 'WILLIAMSTOWN ADVERTISER' AND A SHIPPING EXCHANGE. SYMMETRICAL IN ELEVATION, THE TWO STORIED BRICK STRUCTURE HAS RUSTICATED PIERS TO BOTH STOREYS. PAIRED ROUND-HEADED WINDOWS ARE LOCATED ABOUT THE CENTRAL DOORWAY, A MOTIF REPEATED ABOVE WITH FLAT-HEADED WINDOWS BENEATH THE PARAPET. A DECORATIVE FRIEZE IS DISTINCTIVE. FORMER 'ADVERTISER' BUILDING, 205 NELSON PLACE, WILLIAMSTOWN, IS A STRUCTURE WITH CONSIDERABLE HISTORICAL ASSOCIATIONS WITH THE 'WILLIAMSTOWN ADVERTISER' AND THE HISTORY OF

Construction dates 1874,
Heritage Act Categories Registered place,
Hermes Number 1226
Property Number

Plaque Citation

This printery and shipping exchange was built in 1874 for Alfred Clark, the successful businessman, politician, protectionist and promoter of local issues. The 1878 frieze depicts William Caxton, who introduced printing to England.

Extent of Registration

AMENDMENT OF REGISTER OF HISTORIC BUILDINGS

Historic Building No. 865, former Advertiser Building, 205 Nelson Place, Williamstown.

(The whole of the building known as the former Advertiser Building and land entered in the Register Book Certificate of Title Volume 8063 Folio 893 as shown hatched in the plan endorsed by the Chairperson, Historic Buildings Council and held by the Director, Historic Buildings Council.)

[*Victoria Government Gazette* No. G14 17 April 1991 p.1008]

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/>