
Williamstown Advertiser Offices (Former)



Williamstown Advertiser
Offices (former), Hobsons
Bay Heritage Study 2006



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Location

205 Nelson Place WILLIAMSTOWN, Hobsons Bay City

Municipality

HOBSONS BAY CITY

Level of significance

Incl in HO area contributory

Victorian Heritage Register (VHR) Number

H0865

Heritage Overlay Numbers

HO224

Heritage Listing

Hobsons Bay City

Statement of Significance

Last updated on -

What is Significant?

The former Williamstown Advertiser office, constructed between 1874 and 1888, at 205 Nelson Place, Williamstown.

How is it Significant?

The former Williamstown Advertiser office at 205 Nelson Place, Williamstown is of local historic and aesthetic significance to the City of Hobsons Bay.

Why is it Significant?

Historically, it demonstrates the important phase of development of Nelson Place during the nineteenth century when it was the principal commercial centre of Williamstown. It is also important for its associations with Alfred T Clark and as one of the early newspaper offices in the city. (AHC criteria A4, D2 and H1)

Aesthetically, it is notable for its skillful design and rich facade, which is remarkably original and contributes to the nineteenth century character of Nelson Place. (AHC criteria E1 and F1)

Note: Included on the Victorian Heritage Register as VHR H865.

Heritage Study/Consultant Hobsons Bay - Hobsons Bay Heritage Study, Hobsons Bay City Council, 2006;

Hermes Number 22204

Property Number

Physical Description 1

A parapeted, two storey stuccoed brick former offices and residences with a trabeated, three-bay facade consisting of bold rusticated pilasters between which arcaded or arched window openings are placed; the arcades resting on stylised, Ionic order columns. Parapet balustrading, a dentillated cornice and bracketed string moulding are bold horizontals for the trabeation, underscored by the foliated horizontal panels, tympanums and the celebrated frieze depicting Caxton. Draped parapet urns, deeply modelled five-panel door pairs and (presumably still under the present sign) the newspaper's name, in bas relief, add to the richness of the boldly executed composition.

The parapet holds the date 'AD1874', which was the first year of the newspaper's publication.

Signage has been added, one covering the panel over the entry.

Integrity

External Integrity and condition

Integrity - High. Condition - Good.

Physical Description 2

Context

Contributes to the nineteenth century commercial streetscape of Nelson Place.

Historical Australian Themes

Working

Physical Description 3

Associations

AT Clark, Douglas Elder

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/>