

# FORMER ADVERTISER BUILDING

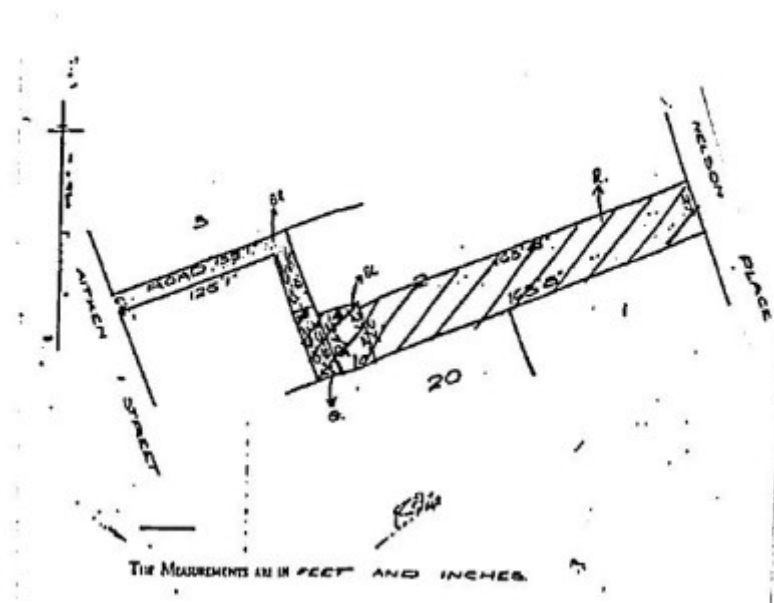


FORMER ADVERTISER BUILDING SOHE 2008



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

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## **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 WILLIAMSTOWN. THE BUILDING IS AN IMPORTANT PART OF THE TOWNSCAPE AND IN ITS STREETScape IN THE HISTORIC CITY. ARCHITECTURALLY THE BUILDING IS IN THE CLASSICAL REVIVAL STYLE AND IS A FAIRLY TYPICAL DESIGN, GIVEN DISTINCTION BY THE USE OF A FRIEZE WHICH REPRESENTS THE ORIGINATOR OF PRINTING, WILLIAM CAXTON. FORMER 'ADVERTISER' BUILDING, 205 NELSON PLACE, WILLIAMSTOWN, IS IN GOOD CONDITION AND REASONABLY INTACT. OF LOCAL SIGNIFICANCE.

## Permit Exemptions

### General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must [notify](#) the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

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

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## 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/>*