

Ferguson Street Civic and Commercial Heritage Precinct Heritage Design Guidelines

Heritage Place:	Ferguson Street Civic and Commercial Precinct including places individually listed in the Schedule to the Heritage Overlay in Ferguson Street in Williamstown	PS ref no:	HO7, HO119, HO120, HO121, HO122, HO123, HO124, HO125 and HO126
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Conservation

Retain the distinctive cultural heritage significance of this precinct, that is derived from:

- The commercial buildings that demonstrate the later development of Ferguson Street, which replaced Nelson Place as the main commercial and civic centre of Williamstown between the late nineteenth and mid-twentieth century.
- The setting and visual prominence of landmark civic and commercial buildings on key sites throughout the precinct such as the former Williamstown Town Hall and Municipal Offices and the former Punshon's Federal Stores
- The strong associations with the maritime industries and professions that were key influences in the early historic development of Williamstown.
- The predominant two-storey scale, siting (attached and constructed to the property line), construction (face or rendered brick), roofs concealed behind parapets and subdivision pattern (narrow frontages) of surviving commercial heritage places, providing a consistent element throughout the precinct.
- The rare surviving original shopfronts, awnings and other early detailing on some buildings.

Conserve early examples of painted or other types of signage.

Built form and appearance

Encourage infill development that has:

- Respect for the double storey scale of the precinct with vertical proportions. Development above two-storeys may be appropriate if the upper level is setback to minimise visibility from Ferguson Street.
- Attached siting with no front setback.
- Face pressed brick, smooth rendered brick or masonry style for walls that are visible from Ferguson Street or from streets and lanes that intersect Ferguson Street.
- Hipped roof form concealed behind parapets.
- Timber framed rectangular windows in upper elevations with vertical proportions if single or a horizontal bank if grouped. Large unbroken expanses of glass on upper facades are generally not supported.

Buildings and works including alterations and additions to existing buildings should:

- Be single storey scale or not exceeding the height of the existing building on the site.
- Be sited to the rear of the existing building.
- Be the same, or a contemporary interpretation of the wall cladding of the existing building on the site, for walls visible from the street.

- Be compatible with the roof form and material visible of the heritage place from the street.
- Avoid alterations to significant fabric of the principal façade, or the profile of the main roofline as viewed from the street.
- Retain contributory features such as chimneys and bluestone foundations.
- Avoid windows in upper floor elevations facing the street.
- Have ground floor windows that are rectangular, timber-framed and vertically orientated if single, or in a horizontal bank if grouped when visible from the street.

Primary source

Hobsons Bay Heritage Study (Hobsons Bay City Council et al., 2007 Amended 2017)