



**NAME AND LOCATION DETAILS**

<b>Place Name</b>	1906 Building
<b>Street Address</b>	260-268 William Street, PERTH WA 6000
<b>Location Description</b>	Lot 1280
<b>Other Names</b>	Display Centre; Wing Loong New & Used Books
<b>Historical Street Address</b>	260-268 William Street; 266-268 William Street
<b>Historical Perth Town Lot</b>	
<b>Place ID</b>	16483
<b>COP Property Key</b>	176742
<b>Property Titles</b>	Lot 1279 DP 32740, Lot 1280 DP 32740

**PLACE DETAILS**

<b>Place Type</b>	Individual Building or Group
<b>Local Heritage Survey</b>	28/03/2023
<b>Local MHI - Draft</b>	
<b>Local MHI - Adopted</b>	
<b>Local Heritage List</b>	31 August 2021 and effective from 6 May 2022 upon the gazettal of City Planning Scheme No. 2 Amendment No. 46 and Local Planning Scheme No. 26 (Normalised Redevelopment Areas) Amendment No. 4
<b>Local Heritage Area</b>	
<b>Local Heritage Area – Building Contribution</b>	
<b>State Heritage Register</b>	Yes
<b>Commonwealth Listed</b>	No
<b>Other Listings</b>	

Adopted

<b>Heritage Agreement</b>	
<b>Conservation Management Plan</b>	
<b>Original Construction Year</b>	1906
<b>Additional Construction Year (1)</b>	2010 - 2013
<b>Additional Construction Year (2)</b>	
<b>Demolition Year</b>	

## INTEGRITY OF USE

<b>Original - General Use</b>	Commercial
<b>Original - Specific Use</b>	Shop/Retail Store (single)
<b>Present - General Use</b>	Commercial
<b>Present - Specific Use</b>	Shop/Retail Store (single)
<b>Integrity - Summary</b>	High

## PHYSICAL DESCRIPTION

<b>Architectural Style 1 General</b>	Federation (c.1890-c.1915)
<b>Architectural Style 1 Specific</b>	Free Classical
<b>Architectural Style 2 General</b>	
<b>Architectural Style 2 Specific</b>	
<b>Archaeology</b>	
<b>Physical Description</b>	

1906 Building is a two-storey commercial building currently occupied by a retail tenancy at ground level and the Australian Writers' Guild at the upper level.

The street elevation has been extensively modified at ground level, with the installation of new full height shopfront glazing. The upper level features rendered masonry divided into bays by pilasters with a long rectangular window opening in each bay. A contemporary street awning has been installed to William Street. It is likely a verandah structure once extended over the footpath.

In 2010 works were undertaken for the modification and shop fitout of the existing building consisting of the construction of shelving, bench counter, awning fascia sign and a new illuminated under awning light box.

In 2013, internal fitout works were undertaken to the upper floor tenancy.

<b>Walls 1 Material</b>	Brick - Rendered
<b>Walls 2 Material</b>	
<b>Roof Material</b>	Metal - Corrugated Iron
<b>Architect</b>	Oldham & Cox
<b>Builder</b>	
<b>Other Associations</b>	

## HISTORY

During the 1890's, the gold-rushes had a profound impact on the state's economy. Commercial and residential development was rapid in all parts of the town and land became a sought-after commodity. Hutt Street (renamed William Street in 1897/98) underwent massive changes during this period with Perth Town Lot Y55, comprising the block of land on Hutt Street between Aberdeen and Francis streets, approved for subdivision in 1894. John Mews, the owner of a house and gardens on the corner with Francis Street from 1884, acquired Lot Y55 in

Adopted

1895. The land was sub-divided into nine separate lots, with the two corner lots comprising the largest land areas, and subsequently developed with shops and houses.  
 A building licence for Lot 6 of Y55 was issued in 1906 to J. J. Holmes and in 1914 postal records show the building occupied by William H. Jones, furniture dealer. The issue of further building licences in 1930, 1952, 1967, 1970 and 1979 indicate that alterations to the place occurred throughout the twentieth century and include a proposal for use as a coffee lounge and billiards room at the place in 1979.

**WESTERN AUSTRALIAN HISTORIC THEME**

- 1. Demographic settlement & mobility - 101 Immigration, emigration and refugee
- 1. Demographic settlement & mobility - 107 Settlements
- 3. Occupations - 308 Commercial services and industries
- 5. Outside influences - 504 Depression and boom

**AUSTRALIAN HISTORIC THEME**

- 2. Peopling Perth - 2.4.2 Migrating to seek opportunity
- 3. Developing Perth's (Local, Regional & National) Economies - 3.19 Marking and retailing
- 4. Building Perth (Settlements & Cities) - 4.1.5 Developing city centres
- 8. Developing Perth's Cultural Life - 8.10.4 Designing and building fine buildings
- 8. Developing Perth's Cultural Life - 8.13 Living in cities and suburbs

**STATEMENT OF SIGNIFICANCE**

The place is a component of a particularly cohesive group of buildings, especially at first floor and parapet level, which represent all of the significant characteristics of William Street Precinct.  
 The place reflects the development boom which occurred north of the railway at the turn of the century, largely due to gold rush prosperity and the influx of migrants.  
 The place forms part of the vibrant William Street streetscape and contributes to the community's sense of place. The uses of the building reflect a diversity of commercial activities and occupation by ethnic groups that are identifiable characteristics of the local environment.

**NATURE OF SIGNIFICANCE**

**HERCON Value A - Its importance in demonstrating the evolution or pattern of Perth's history**

The place reflects the development boom which occurred north of the railway at the turn of the century, largely due to gold rush prosperity and the influx of migrants.

**HERCON Value B - Its importance in demonstrating rare, uncommon or endangered aspects of Perth's heritage**

**HERCON Value C - Its potential to yield information that will contribute to an understanding of Perth's history**

**HERCON Value D - Its importance in demonstrating the characteristics of a broader class of places**

**HERCON Value E - Any strong or special meaning it may have for any group or community because of social, cultural or spiritual associations**

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The place forms part of the vibrant William Street streetscape and contributes to the community's sense of place. The uses of the building reflect a diversity of commercial activities and occupation by ethnic groups that are identifiable characteristics of the local environment.

**HERCON Value F - Its importance in exhibiting particular aesthetic characteristics valued by any group or community**

The place is a component of a particularly cohesive group of buildings, especially at first floor and parapet level, which represent all of the significant characteristics of William Street Precinct.

**HERCON Value G - Any special association it may have with the life or work of a person, group or organization of importance in Perth's history**

**HERCON Value H - Its importance in demonstrating a high degree of creative or technical achievement**

**HERCON Value I - Any other characteristic it may have that in the opinion of the decision-making body is relevant**

### CONDITION AND AUTHENTICITY

<b>Condition</b>	Fair
<b>Building Fabric Authenticity</b>	Medium level of authenticity

### CLASSIFICATION OF SIGNIFICANCE

Considerable – Category 2 – Very important to the heritage of the locality

### REFERENCES

MRA: Central Perth Heritage Inventory - March 2016.pdf

### DATE OF SURVEY/ASSESSMENT

<b>Initial date</b>	
<b>Last modified Date</b>	

### IMAGES