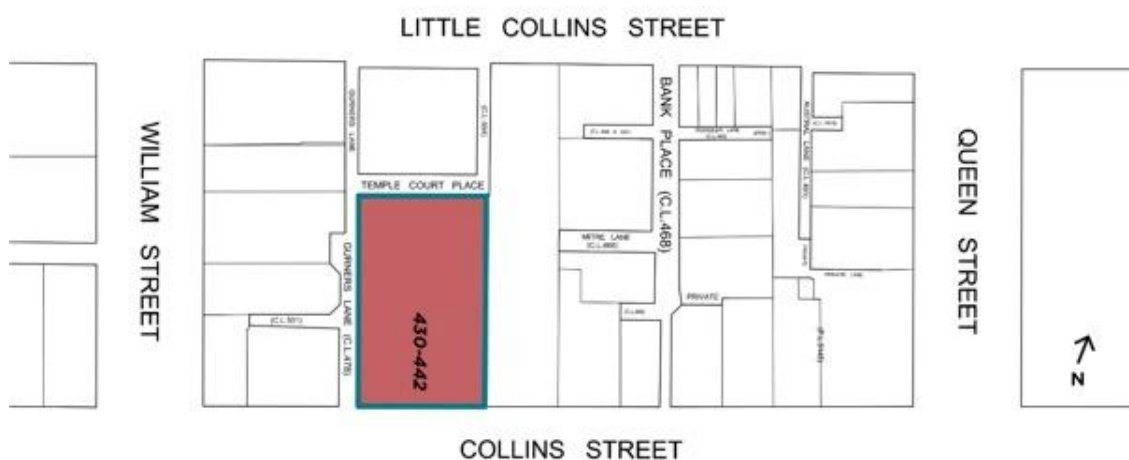


SITE NAME	Royal Insurance Group building
STREET ADDRESS	430-442 Collins Street, Melbourne
PROPERTY ID	102124



SURVEY DATE: May 2017

SURVEY BY: Context

HERITAGE INVENTORY	N/A	EXISTING HERITAGE OVERLAY	Yes – interim controls HO1010
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Yuncken Freeman	FORMER GRADE	A
DEVELOPMENT PERIOD:	Postwar Period (1945-1965)	BUILDER:	E A Watts Pty Ltd
		DATE OF CREATION / MAJOR CONSTRUCTION:	1966

THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
POSTWAR THEMES	DOMINANT SUB-THEMES
1 Shaping the urban landscape	1.8 Expressing an architectural style 1.9 Beyond the curtain wall
3 Building a commercial city	3.2 Business and finance

LAND USE

THEMATIC MAPPING AND LAND USE	
1890s	Hotel
1920s	Hotel
1960s	Office

RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

Extent of overlay: Refer to map

SUMMARY

The Royal Insurance Group building is a 17-storey modern office building designed by Yuncken Freeman Architects and built in 1966. It represents the continuing importance of the banking, finance and insurance industries in the remaking of Melbourne in the postwar period.

CONTEXTUAL HISTORY

The period from 1945 to 1975 was one of radical transformation for Melbourne; from the low-rise city that still reflected its colonial origins to a bustling international centre of commerce and culture. The surviving buildings from this period are evidence of the evolving economic and social conditions in Melbourne at the time and demonstrate the city's transition from its nineteenth century manufacturing origins to its current banking, office and service industry focus. These buildings reflect the increasing commercial and cultural role of Melbourne in the international context of globalisation and postwar optimism as well as a radically altered economic environment which saw an influx of foreign capital and ideas. Collectively, these buildings represent a transformative period in the life of the city; a period that is categorised by significant change, growth and evolution across all aspects of life – social, political, economic and cultural.

Expressing an architectural style in the postwar period

Multi-storey commercial buildings made a significant contribution to postwar Melbourne, particularly from the late 1950s to the mid-1970s. With the resumption of building construction in the 1950s after the hiatus of World War II, the advent of curtain wall construction – enabling the application of a non-load bearing skin to the face of a building – radically altered the appearance of the modern city commercial building.

Constructed predominantly for the financial and business sectors, there was an eagerness amongst clients to establish a dominant city presence and to project a modern, progressive and prestigious approach to commercial building design. The resulting Post-War Modernist style of multi-storey buildings, influenced particularly by steel and glass office tower design in the United States, were in stark contrast to the pre-war city buildings in central Melbourne and presented architects of the day with a completely new design challenge.

Thirty major city buildings were completed in Melbourne in four years alone from 1955 to 1958 and 22 were office buildings within, or on the fringes of, the CBD (Saunders 1959:91). Largely influenced by the American skyscraper, the earliest office buildings of the 1950s utilised innovative curtain walling, formed from continuous metal-framing filled principally with glass. The curtain wall is described by Miles Lewis as 'essentially a continuous, non-bearing skin on the face of a building' and is one of the 'leitmotifs of modernism, both in Australia and overseas' (Lewis 2012:185). The curtain walled 'glass box' aesthetic was embraced by the local architects, and many buildings followed to the extent that high-rise office buildings with curtain walling became a defining characteristic of the new buildings in the latter half of the 1950s (NTAV 2014:5-6).

Amongst the first curtain walled buildings to be constructed in Melbourne was the 13-storey glass-fronted Gilbert Court at 100 Collins Street (J A La Gerche 1954-56), which was built to the height limit of 132 feet (40m), and – perhaps the most influential – the free-standing ICI House, 1 Nicholson Street (Bates Smart & McCutcheon 1955-58). Located on the outskirts of the Hoddle Grid, ICI House was clad on all four facades with glass curtain walling and exceeded the well-established maximum building height within the Hoddle Grid. Large numbers of similarly designed city commercial buildings followed, often displaying bold horizontal contrast between alternating rows of glazing and coloured spandrels.

Beyond the curtain wall

The dominant glass box design of the late 1950s was challenged in the 1960s as the shortcomings of the fully glazed curtain wall became apparent – in particular its poor thermal performance – and new technologies became available. Advances in concrete technology, including the development of precast concrete, impacted greatly on both the appearance and structure of the commercial tower form from the 1960s onwards.

By the mid-1960s, architects were experimenting with a range of solid cladding materials for tower buildings including precast concrete, stone, reconstituted stone, tile and brick, as well as various metals for cladding,

screening and detailing. A number of buildings continued to adopt true curtain wall construction; however, a different aesthetic was created by the use of solid external cladding in place of the typically glazed spandrels of the 1950s. This aesthetic is evident in a number of existing buildings in the city centre including the Guardian Building at 454-456 Collins Street (1960-61), with its stone-faced precast concrete panelled facades.

Concrete advances saw an increase in the use of reinforced column and slab construction in 1960s multi-storey building design, however concrete-encased steelwork also continued to be used. Some buildings incorporated structural elements in their main facades (for example load-bearing precast concrete panels or structural mullions) so were therefore not of true curtain wall construction. The structural nature of these facades was not necessarily apparent to the observer and the buildings continued to display the well-established repetitive characteristics of the true curtain wall façade, such as at Australia-Netherlands House, 468-478 Collins Street, designed by Peddle Thorp & Walker in association with Meldrum & Partners (c1968-70).

A broad range of design approaches became apparent in multi-storey commercial buildings of the 1960s and early 1970s. The horizontality of curtain walling was often balanced by the addition of vertical elements such as façade columns, strips or fins, which introduced textural patterns and visual strength to the facades of a number of buildings. Other multi-storey towers clearly expressed their structure externally with grid-like facades which clearly reflected the internal trabeated structural system. Sun screening provided additional patterning to facades, either as a repetitive decorative motif across the façade, as an expression of the window frames (such as at Royal Mail House, 253-267 Bourke Street designed by D Graeme Lumsden, 1961-63), in the form of balconies (as at the Melbourne Office of the Commercial Banking Company of Sydney building, 251-257 Collins Street, 1971-73), or occasionally as an entire screen attached to the exterior face of the building.

Buildings also varied with towers set within plazas or on dominant podiums. The State Savings Bank of Victoria at 45-63 Swanston Street, designed by Buchan Laird & Buchan (c1974), is one example of a building constructed with a dominant podium. Buildings were sometimes set back from the street line behind public plazas – a strategy adopted to gain council approval for additional building height and evident in the Bates Smart McCutcheon designed Commonwealth Banking Corporation Building at 359-373 Collins Street (c1972-1975) – while others were built within larger plaza spaces, such as the AMP Tower & St James Building Complex (1965-69), designed by US-based firm Skidmore Owings & Merrill (SOM).

Business and finance in the postwar period

The postwar period was one of fluctuating fortunes in the business and finance sectors. In the main however, economic confidence and financial deregulation came together to create a period of growth that would radically change the appearance of central Melbourne.

Speculative investment in Melbourne increased after the Commonwealth government lifted restrictions on share dealings in 1947, which resulted in a dramatic increase in new company registrations (Marsden 2000:44-45). Subsequently, during the 1950s, a number of national and international companies sought to assert a physical presence in the country, constructing corporate buildings in the city centre. In Melbourne, up to the mid-1960s, investment was predominantly driven by British and American companies, government bodies, large Australian corporations such as AMP and BHP, and property developers, including Lend Lease (formerly Civil and Civic) and L J Hooker Ltd. Later in the 1960s, it was also driven by private developers such as Grollo and Lustig & Moar (Marsden 2000:46-47).

The construction of large bank buildings was also prolific during the postwar period with the passing of the Banking Act 1947, which led to an increase in the number of bank branches established in Victoria. One of the most significant changes in banking in Australia at this time was the creation of the new Reserve Bank of Australia in 1959, which replaced the central bank known as the Commonwealth Bank of Australia (Heritage Alliance 2008:17).

Bank buildings constructed in the central city during this period included the State Savings Bank of Victoria at 233-243 Queen Street (1967-68), the Bank of Adelaide Building at 265-269 Collins Street (1959-60) and the Commercial Banking Company of Sydney Building at 251-257 Collins Street (1971-73).

The period between 1961 and 1963 was one of business recession, while the years between 1967 and 1969 was a time of growth due to two mineral booms. From 1967 to 1971 the construction of new office space in the city centre more than doubled that of the previous five years (City of Melbourne Strategy Plan 1974 in Clinch 2012:66-67). The property boom ended during the economic crash of the early 1970s and the 1974 oil crisis when many British institutions that had founded the commercial property industry left Australia. Government bodies and banks subsequently took over much of the building construction in the city centre (Marsden 2000:48).

SITE HISTORY

In 1860, Edward Scott purchased the Clarendon Hotel and constructed the much grander Scott's Hotel on the site. After being purchased by the Royal Insurance Co. in 1961, Scott's Hotel was demolished the following year to make way for the current office tower (Spicer 2008). The Royal Insurance Company Ltd was established in London in 1845. By the 1960s, they had built up national head offices, branches and subsidiaries in Australia.

The company's new head office was designed by Yuncken Freeman Architects Pty. Ltd., and constructed by builders, E A Watts Pty Ltd. The total cost was estimated at £3 million.

Yuncken Freeman was awarded the Victorian Architecture Medal in 1967 for 430-442 Collins Street. The building in 1967 can be seen in Figure 1. The building is included on the Australian Institute of Architects Twentieth Century Buildings Register.



Figure 1. Royal Insurance Group building in 1967. (Source: Fowler 1967, SLV H92.20/9742 [copyright](#)).

Yuncken Freeman, architects

In the 1960s Melbourne-based practice Yuncken Freeman was one of the largest architectural firms in Australia, with a reputation for modern, high quality design and meticulous detailing. The firm originated in 1933 when Otto Abrecht Yuncken (1903-1951) and brothers John (1898-1962) and Tom Freeman (1904-1971) set up practice. In the 1930s the firm's work concentrated on hospital design and high-quality residential work. The commercial and corporate side of the business was built by Barry Patten (1927-2003) and John Gates (1924-1996), when they joined the firm as partners in 1951. Yuncken Freeman was the most successful and prolific architectural practice during the 1960s and 70s, designing many award-winning office buildings in the city. These included Eagle House at 473 Bourke Street, in 1971, (VHR1807, HO901) the BHP tower at 130-148 William Street (VHR1699, HO767) and the Royal Insurance building at 430-442 Collins Street (1965). Yuncken Freeman had an unequalled national reputation for superb architectural detailing and classically simple forms. The firm continued until the late 1980s, completing work for the University of Melbourne, amongst many large institutional and corporate clients (Goad & Willis eds., 2012:781-2).

SITE DESCRIPTION

The Royal Insurance Company head office is a 17-storey office building with three basement levels of parking and ground level retail. Designed by Yuncken Freeman Architects it was built in 1965. The building was awarded the RVIA Medal for outstanding building of the year in 1967. It was refurbished between 1994-1996.

Reconstructed black granite gives the tower its characteristic dark profile where the stone grains are cast into pre-glazed concrete panels with structural ribs at the vertical joints. The separation of each component, by sophisticated detailing, follows the Modernist principles of the building as an assembly of functional parts rather than a decorated monolith.

The building has a podium with giant colonnades that transition smoothly to the tower above. This remains legible across the façades as a series of tall plate glass windows. Internally, the lofty space created was used skilfully to accommodate a mezzanine level.

INTEGRITY

The building was refurbished in 1994-1996 but still retains its integrity from the exterior.

COMPARATIVE ANALYSIS

The Royal Insurance Group building is a fine and representative example of the Post-War Modernist style and clearly demonstrates the typical characteristics of 1960s to mid-1970s multi-storey building design. The structure, including the form at street level, remains highly intact to its original design.

There are a number of buildings within the Hoddle Grid in the City of Melbourne which were constructed in the same period and display similar characteristics to the Royal Insurance Group building. These are detailed below.

State-significant places

A small number of 1960s to mid 1970s buildings in the Hoddle Grid within the City of Melbourne have been assessed as being of State-level significance and are included in the Victorian Heritage Register (VHR). These include:

- Total House, 170-90 Russell Street (Bogle & Banfield 1964-65; VHR H2329 & HO1095)
- Former Hoyts Cinema Centre, 134-44 Bourke Street (Peter Muller 1966-69)
- Victorian Government Offices, Treasury Reserve Precinct (Yuncken Freeman 1967-68 – outside the Hoddle Grid)
- Eagle House, 473 Bourke Street (Yuncken Freeman 1971-72; VHR H1807 & HO901)
- BHP House, 130-148 William Street (Yuncken Freeman 1969-72; VHR H1699 & HO767).

Locally-significant places

As only a piece-meal evaluation of postwar buildings within the Hoddle Grid in the City of Melbourne has previously occurred, few buildings from this period are currently included in the Heritage Overlay of the Melbourne Planning Scheme on a permanent basis. Those that are, are generally currently included within Heritage Precincts but are recommended for inclusion in the Heritage Overlay as Individual Heritage Places, as follows:

Precinct Heritage Overlay



Former Reserve Bank of Australia, 56-64 Collins Street (Commonwealth Department of Works, 1964-66) included in HO504 Collins East Precinct as a Contributory place.



Former State Savings Bank of Victoria, 45-63 Swanston Street, (Buchan Laird & Buchan, 1974) included in HO505 Flinders Gate Precinct (Non-contributory).



Wales Corner, 221-231 Collins Street (Stephenson & Turner, 1964-66) included in HO502 The Block Precinct (fronting Collins Street) & HO506 (fronting Swanston Street) Collins East Precinct as a Contributory place.



Former Commercial Banking Company of Sydney Building, 251-257 Collins Street, (Bates Smart & McCutcheon, 1974-73 included in HO502 The Block Precinct (fronting Collins Street) & HO506 (fronting Flinders Lane) (Non-contributory).

One individual heritage place recently included in a site-specific Heritage Overlay on a permanent basis is the Scottish Amicable Building, 128-146 Queen Street (Yuncken Freeman, 1966) (HO1213):



Scottish Amicable Building, 128-146 Queen Street

Other examples

Despite the demolition of many 1960s and 1970s multi-storey commercial buildings in the City of Melbourne, a number of fine and highly representative examples of this building type that are not currently included in the Heritage Overlay on a permanent basis have been retained with sufficient integrity to demonstrate this class of place. These buildings clearly illustrate the advancement of construction techniques from the 1960s through to the mid 1970s and demonstrate the broad range of design approaches of the period. The podiums of the majority of these places have been modified at street level. Examples include:



Former RACV Club, 111-129 Queen Street (Bates Smart & McCutcheon, 1961) (Interim HO1068)



Former Australia Pacific House, 136-144 Exhibition Street (McIntyre McIntyre & Partners, 1975-78)



Office Building, 178-188 William Street (McIntyre McIntyre & Partners, 1972-73)



Office Building, 516-520 Collins Street (architect unknown, c1974)



Former Guardian Building, 454-456 Collins Street (Bates Smart & McCutcheon, 1960-61)



Former South British Insurance Company Ltd Building, 155-161 Queen Street (Bates Smart & McCutcheon, 1961-62)



Former State Savings Bank, 258-264 Little Bourke Street (Meldrum & Partners, 1961)



MLA Building, 308-336 Collins Street (Stephenson & Turner, 1963)



Royal Mail House, 255-267 Bourke Street (D Graeme Lumsden, 1963)



Former Sleigh Corner Building, 158-164 Queen Street (Bates Smart & McCutcheon, 1964)



The Former Houston Building, 184-192 Queen Street (E & G Kolle & Associates, 1965)



AMP Tower and St James Building Complex, 527-555 Bourke Street (Skidmore Owings & Merrill in association with Bates Smart & McCutcheon, 1965-69)



Former Dalgety House, 457-471 Bourke Street (Peddle Thorp & Walker, 1966-68)



Former State Saving Bank of Victoria, 233-243 Queen Street (Godfrey & Spowers, Hughes Mewton and Lobb, 1967-68)



Former Legal & General House, 375-383 Collins Street (B Evans, Murphy, Berg & Hocking, 1967)



Former AMP Building, 344-350 Collins Street (Godfrey & Spowers, Hughes Mewton and Lobb, 1966-68)



Equitable House, 335-349 Little Collins Street (unknown architect, 1968)



Former Australia-Netherlands House, 468-478 Collins Street (Meldrum & Partners with Peddle Thorp Walker, 1968-70)



Former Methodist Church Centre, 130-134 Little Collins Street (Bates Smart & McCutcheon, 1966-67)



Cowan House, 457-469 Little Collins Street (E & G Kolle, 1969)



Lonsdale Exchange, 447-553 Lonsdale Street
(Commonwealth Department of Works, 1969)



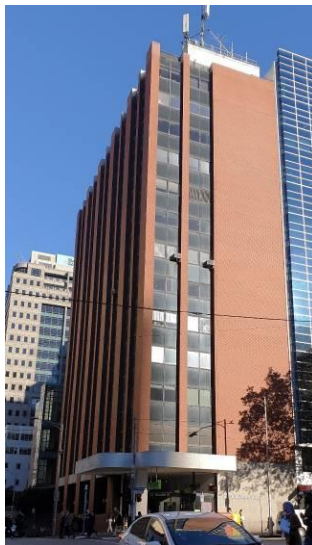
Former Dillingham Estates House, 114-128 William
Street (Yuncken Freeman, 1976) (Interim HO1180)



Former Bryson Centre, 174-192 Exhibition Street
(Perrot Lyon Timlock & Kesa, 1970-72)



Former Commonwealth Banking Corporation
Building, 359-373 Collins Street (Bates Smart &
McCutcheon, c1972-75)



Nubrick House, 269-275 William Street (Buchan
Laird & Buchan, 1972)



Former Law Department Building, 221-231 Queen
Street (Fischer Group, 1972)



Former National Bank of Australasia Stock Exchange Branch, 85-91 Queen Street (Meldrum & Partners, 1973)



Former MLC Building, 303-317 Collins Street (Demaine, Russell, Trundle, Armstrong & Orton, c1970-1973)



Office Building, 589-603 Bourke Street (Peddle Thorp de Preu, 1973-75)

Analysis

Yuncken Freeman's contribution to the design of commercial office buildings in Melbourne is unparalleled as they continued to define and re-define the way in which office buildings were formed and the expression of their facades presented. This has been recognised by numerous architectural awards. 430-442 Collins Street has survived relatively intact and continues to demonstrate the aesthetic values of its time.

ASSESSMENT AGAINST CRITERIA

✓	CRITERION A Importance to the course or pattern of our cultural or natural history (historical significance).
	CRITERION B Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).
	CRITERION C Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).
✓	CRITERION D Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).
✓	CRITERION E Importance of exhibiting particular aesthetic characteristics (aesthetic significance).
	CRITERION F Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)
	CRITERION G Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).
	CRITERION H Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

MELBOURNE PLANNING SCHEME

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

OTHER

N/A

REFERENCES

Clinch, R J 2012, 'The places we keep: the heritage studies of Victoria and outcomes for urban planners', PhD thesis, Faculty of Architecture, Building and Planning, The University of Melbourne.

Contextual History references contained within *City of Melbourne Hoddle Grid Heritage Review: Postwar Thematic Environmental History 1945-1975*

Goad, P & Willis, J (eds.) 2012, *An Encyclopedia of Australian Architecture*, Cambridge University Press

Fowler, Lyle 1967, 'Royal Insurance Group building', State Library of Victoria: Harold Paynting collection. H series, accessed online June 2019.

Marsden, Susan 2000, *Urban Heritage: the rise and postwar development of Australia's capital city centres*, Australian Council of National Trusts and Australian Heritage Commission, Canberra.

Spicer, Christopher J 2008, 'Scott's Hotel' *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 21 June 2017.

The following sources and data were used for this assessment (Graeme Butler, 2011). Note that the citation prepared in 2011 did not provide in text referencing.

General sources

Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;

Melbourne City Council on-line i-Heritage database;

Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;

Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;

Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976

State Library of Victoria collection

Royal Insurance Group office building, 430-442 Collins Street, Melbourne [picture]

* Author/Creator: Wolfgang Sievers 1913-2007;

* Contributor(s): Yuncken Freeman Architects;

* Date(s): 1965

Part of a series showing immaculate interiors, furnishings and spaces

Twentieth Century Architecture Register

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: architects as Yuncken Freeman Architects Pty. Ltd.; RAIA (Vic) medal 1967 General

Building; Building Permit Application 17/8/1962, 35720; 9/2/1965 for signs indicating open; RAIA (vice) Library of Works card; H. Weston, Summary of Awards for Architecture, report to the R.A.I.A (Victoria) on awards given by the R.A.I.A. (Vic.) and R.V.I.A., (unpublished): 4; periodical articles 1/2/1965 (illus.), 1/5/1967. Est Cost £1,690,000; Roderick Ross & Associates consulting mechanical engineers; Frank C Dixon structural engineer; Lincolne Demaine Scott as electrical engineers; Rider Hunt & Partners QS. Panels have reconstructed black granite finish; typical floor area 12,036 square feet; floor to floor 12'.

Victorian Year Book (VYB) 1972: 662

National Trust of Australia (Vic):430-444 Collins Street, MELBOURNE, Melbourne City

File Number: B6854

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1961 430-444 Scott's Hotel, Gullifer, Miss H confectioner, Mitchell's Dry Cleaning, W Parke Shoe repair, D.J. Buchanan)

Other sources

Goad, P., 1999 *Melbourne Architecture*

Goad, P. & Willis, J.(eds.), 2012, *An Encyclopedia of Australian Architecture*, Cambridge University Press

Marsden, Susan 2000, *Urban Heritage: the rise and postwar development of Australia's capital city centres*, Australian Council of National Trusts and Australian Heritage Commission, Canberra.

National Trust of Victoria, Australia, 2014, *Melbourne's Marvellous Modernism, A Comparative Analysis of Post-War Modern Architecture in Melbourne's CBD, 1955 -1975*

PREVIOUS STUDIES

**Central Activities District
Conservation Study 1985**

B

**Central City Heritage
Review 1993**

B

**Review of Heritage
overlay listings in the
CBD 2002**

B

**Central City Heritage
Review 2011**

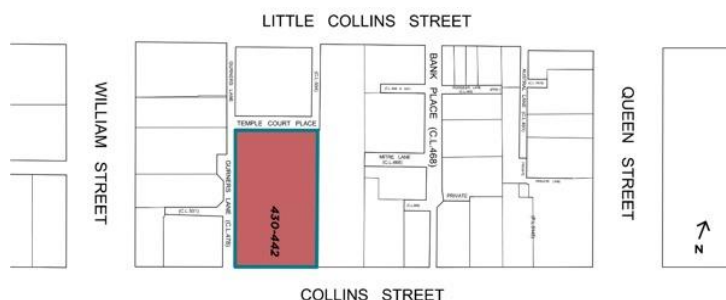
A

STATEMENT OF SIGNIFICANCE

Heritage Place: Royal Insurance Group Building



PS ref no: HOXXXX



What is significant?

The Royal Insurance Group Company's head office at 430-442 Collins Street, Melbourne, completed in 1966 and designed by Yuncken Freeman.

Elements that contribute to the significance of the place include (but are not limited to):

- The building's original external form, materials and detailing; and
- The building's high level of integrity to its original design.

Later alterations, particularly at street level, are not significant.

How it is significant?

The Royal Insurance Group building at 430-442 Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

The Royal Insurance Group building is historically significant for its association with the rapid growth of high-rise office buildings in the 1960s-mid 1970s postwar period, and with the expansion of large companies undertaking construction and naming rights of new city office buildings as a form of promotion and fund investment. (Criterion A)

The Royal Insurance Group building is a fine, intact and representative example of a modern office tower, many of which were designed by the prominent architectural practice of Yuncken Freeman during the 1960s. As one of the largest architectural firms in Australia, with a reputation for modern, high quality design and meticulous detailing, Yuncken Freeman were one of the most successful and prominent

architectural practices during the 1960s and 70s. The Royal Insurance Company's head office building is a fine example of its class, having retained most of its original external features. (Criterion D)

The Royal Insurance Group building is aesthetically significant for its attributes that include the black granite pre-glazed concrete panels that are expressed in the façade, its podium level of tall glazing carried on columns and its mezzanine level. The aesthetic value of the building is expressed through its highly repetitive façade reflecting the construction system but exploiting this through refined detailing of the jointing design and the colour and finish of the concrete panels. The Royal Insurance Group building is recognised through the awarding of the Victorian Architecture Medal in 1967 and by inclusion on the Australian Institute of Architects Twentieth Century Buildings Register. (Criterion E)

Primary source

Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)

