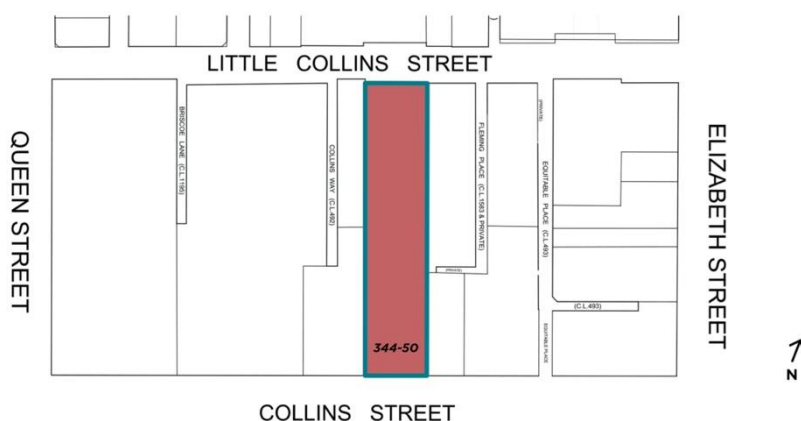


**SITE NAME** Former AMP Building [also known as Citibank Centre (current name)]

**STREET ADDRESS** 344-350 Collins Street, Melbourne

**PROPERTY ID** 102135



**SURVEY DATE:** October 2019

**SURVEY BY:** GJM Heritage

**HERITAGE INVENTORY** No

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** Ungraded

**DESIGNER / ARCHITECT / ARTIST:** Godfrey & Spowers, Hughes, Mewton and Lobb

**BUILDER:** E A Watts Pty Ltd

**DEVELOPMENT PERIOD:** Postwar Period (1945-1975)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1966-1968

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation focused on the postwar history of the site and did not address 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 Buiness and finance

## LAND USE

THEMATIC MAPPING AND LAND USE	
1890s	Retail
1920s	Retail, Workshop, Caretaker
1960s	Office, Retail

## RECOMMENDATIONS

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

**Extent of overlay:** To extent of property boundary

## SUMMARY

The multi-storey office building, extending from Collins Street to Little Collins Street, was designed by architects and engineers Godfrey & Spowers, Hughes, Mewton and Lobb, as a rental investment for the owners, the AMP Society. The structural engineering consultants were Clive Steele Associates and builder was E A Watts Pty Ltd. The building was constructed in 1966-1968.

## 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

The multi-storey office building, extending from Collins Street to Little Collins Street, was designed by architects and engineers Godfrey & Spowers, Hughes, Mewton and Lobb, as a rental investment for the owners, the AMP Society (BAP). The structural engineering consultants were Clive Steele Associates and builder was E A Watts Pty Ltd (BAP; *Cross-Section*, Apr 1970).

Architectural drawings dating to December 1965 and January 1966 show key floor plans and elevations (Figure 1 - Figure 3). The City of Melbourne received a building permit application for the building in July 1966 (with an estimated total value of \$5,117,800) (BAI) and construction was completed in 1968 (Figure 4). The Taxation Department occupied the building from March 1969 (*Age*, 28 Feb 1969:2; S&Mc).

The project was discussed in contemporary architectural publications. The September/October 1969 edition of *Architect* (Sep-Oct 1969:24) reported that the new design features on both the Collins and Little Collins street facades of the AMP Building included:

*... flush glazing, concealed fixing and self-draining sub-sills. Window frames and mullions both incorporate a recessed channel for terminating internal partitions. All are in Kalcolor aluminium, by Comalco. Its main façade ... has 120 double windows recessed in pre-cast concrete surrounds. A wide transom acts as a strengthening member. Light court windows*

*are fully reversible for cleaning. Fabrication and design of windows and door suites was by Perry Metal Window Company.*

In April 1970, *Cross-Section* discussed the completed building, noting that the Collins Street façade 'has a grid of precast concrete surrounds, a proportioned pattern more generously spaced and slimmer in mass than is usual in this kind of office building finish in Melbourne, perhaps more suited to the scale of a wide street' (*Cross-Section*, No. 209, Apr 1970:3).

In 2019 the building is called the Citibank Centre (ComMaps).

### **Godfrey & Spowers, Hughes, Mewton and Lobb, architects**

Godfrey and Spowers was established in c1901 by architects, William Scott Purves Godfrey and Henry Howard Spowers. The firm designed a large number of houses, warehouses and institutional buildings and was best known for its bank building designs.

Godfrey's son, William Purves Race Godfrey, joined the practice in 1931 as a student. Spowers died the following year and Race Godfrey was made partner in c1934. The firm was suspended in 1941 as a direct result of World War II, during which time Race Godfrey worked with the RAAF as a civilian architect in Melbourne and Sydney and his father, William Godfrey, carried out commissions for air-raid shelters. Race Godfrey recommenced practice late in 1944. His father did not continue with the new firm, and retired from practice in the same year.

By the early 1950s, Race Godfrey expanded the firm to include new partners, Eric Hughes, Geoffrey Mewton and John Lobb, becoming Godfrey & Spowers, Hughes, Mewton and Lobb. The expanded firm specialised in large office and institutional buildings. Notable commissions within central Melbourne included the Allans Building at 278 Collins Street (1959), the Bank of Adelaide Building, 265-69 Collins Street (1959-60), the AMP Building, 344-50 Collins Street (1966-68) and the State Savings Bank of Victoria, 233-43 Queen Street (1967-68). The National Mutual Building, Collins Street, Melbourne (1962-65, demolished 2015) was another key work for the firm during this period.



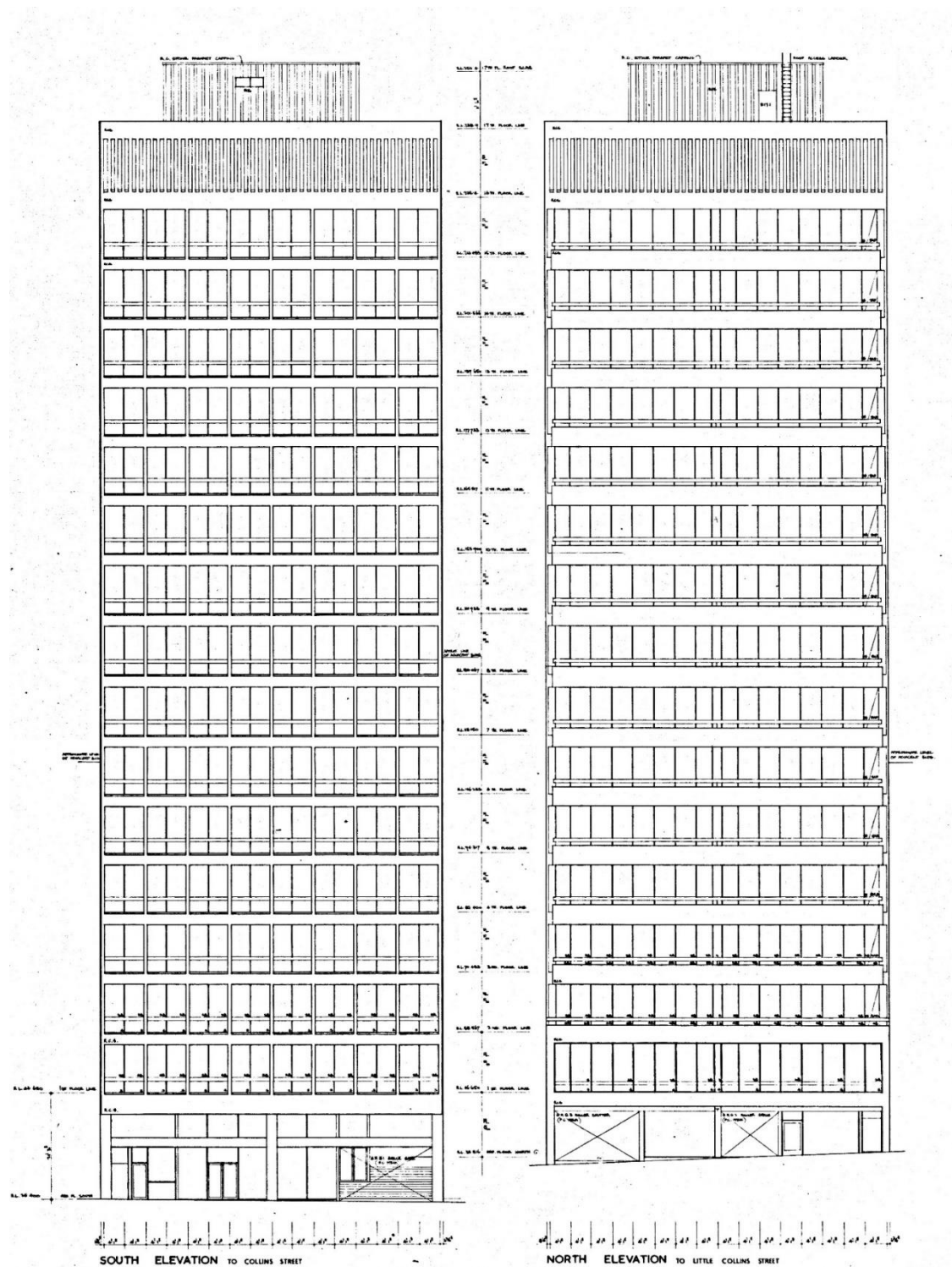


Figure 1. South (left) and north (right) elevations. Drawings by Godfrey & Spowers, Hughes, Mewton and Lobb, dated January 1966 (BAP).

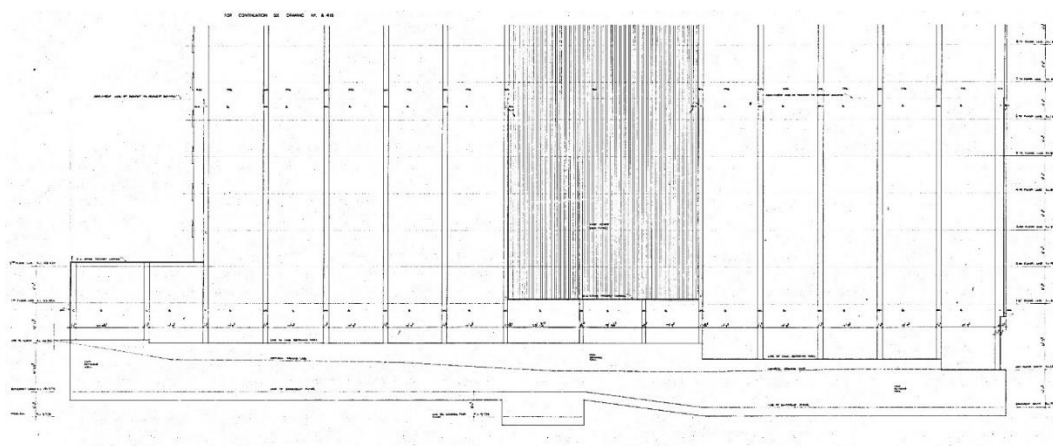


Figure 2. Lower part of the west elevation. Drawings by Godfrey & Spowers, Hughes, Mewton and Lobb, dated January 1966 (BAP).

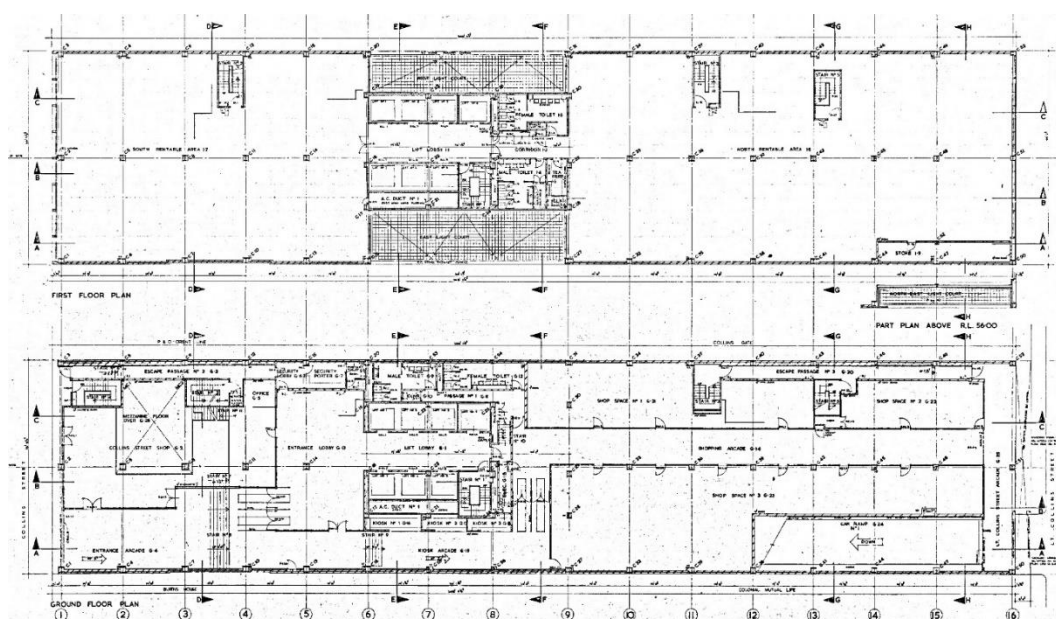


Figure 3. Ground floor plan (bottom) and first floor plan (top). Drawings by Godfrey & Spowers, Hughes, Mewton and Lobb, dated December 1965 (BAP).





Figure 4. The newly completed building in 1968 (NLA, Wolfgang Sievers, photographer, object 161643077).



Figure 5. Photo of the building published in the Sep/Oct 1969 edition of *Architect* (Sep-Oct 1969:25).



Figure 6. Photo of the Collins Street façade, published in 1970 (*Cross-Section*, No. 209, Apr 1970:3).



Figure 7. Part of the Collins Street entrance in 1975 (SLV, Wolfgang Sievers, photographer, Image H99.50/88).

## SITE DESCRIPTION

The Former AMP Building at 344-350 Collins Street is a 16-storey commercial building located on the north side of Collins Street between Queen Street and Elizabeth Street. Constructed in 1966-68 to a design by architects Godfrey & Spowers, Hughes, Mewton and Lobb, the multi-storey building is an example of the Post-War Modernist style.

Rectangular in plan, the building has frontages to both Collins Street and Little Collins Street. The central core of the building, containing the lift lobby, is set back from adjoining buildings above the ground floor level, creating tall light wells to both the east and west sides of the building. A public car park in the basement is accessed from Little Collins Street, below a double-height podium which fronts the street.

The building is of concrete encased steel column and beam construction with brick side walls, and three internal rows of columns along the length of the building. The front façade is a grid-like curtain wall formed from generously spaced, slim precast concrete spandrels and mullions, which surround aluminium-framed glazing units with broad lower transom and fine central mullion. The rear façade faces north and incorporates rows of projecting precast concrete balconies with fine handrails, which provide some shade to the curtain wall of continuous glazing and creates a dominant horizontal emphasis. Facings to the precast concrete panels are of reconstructed stone and the same material is used to form a slotted service screen at the top floor of the building that sits flush with both the front and rear facades.

The lower Collins Street façade has been greatly modified and the original form and detailing is no longer identifiable. This includes both the ground level shopfronts and the first-floor set of windows.

## INTEGRITY

The Former AMP Building, including the original form and the detailing of the exterior of the building above street level, remains highly intact to its original construction in 1966-68. Works to the building at street level have altered the original design.

Overall, the building retains a high degree of architectural integrity to the Post-War Modernist style in fabric, form and detail. While the building has undergone alterations at street and first-floor level, these do not diminish the ability to understand and appreciate the place as a fine example of a Post-War Modernist multi-storey commercial building.

## COMPARATIVE ANALYSIS

The Former AMP Building at 344-350 Collins Street 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 commercial building design. This includes the contrasting fully glazed grid-like curtain walls of the front and rear facades and their associated detailing, including fine precast concrete spandrels and mullions to Collins Street and projecting precast concrete balconies which shade the continuous glazing of the rear façade. Despite modifications made to the lower two levels of the Collins Street façade, the upper facades of the Former AMP Building remain highly intact to their original design and can be clearly observed from Collins Street and Little Collins Street.



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 Former AMP 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.

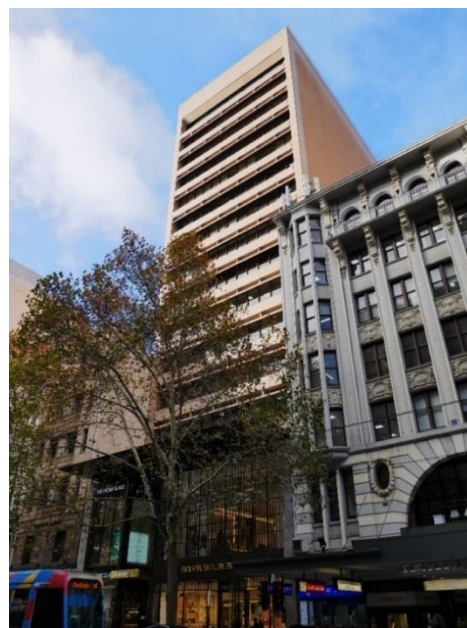


Former State Savings Bank of Victoria, 45-63 Swanston Street, (Buchan Laird & Buchan, 1974) included in HO505 Flinders Gate Precinct (Non-contributory).





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)



Royal Insurance Group Building, 430-442 Collins Street, (Yuncken Freeman, 1965) (Interim HO1010)



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)



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



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**

As a fine, highly intact and highly representative example of Post-War Modernist commercial building, the Former AMP Building at 344-350 Collins Street clearly demonstrates an important phase in the architectural development of multi-storey commercial buildings within the Hoddle Grid in the City of Melbourne. Similar to the small number of 1960s to mid-1970s buildings presently included in the Heritage Overlay of the Melbourne Planning Scheme – and a number of other examples identified above – the Former AMP Building clearly demonstrates this class of place.

**ASSESSMENT AGAINST CRITERIA**

✓	<b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).
	<b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).
	<b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).
✓	<b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).
	<b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).
	<b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)
	<b>CRITERION G</b> 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).
	<b>CRITERION H</b> 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 43.01-4)	No
INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

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

*Architect*: September/October 1969.

Building Application Index (BAI), City of Melbourne.

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City of Melbourne Maps (CoMMaps), Site Details.

*Cross-Section*: No. 209, April 1970.

Goad, Phillip, Ed. (2003), *Judging Architecture*, Royal Australian Institute of Architects (Victoria).

Murphy, Guy & Bryce Raworth (2012), 'Godfrey & Spowers' in Philip Goad & Julie Willis's (Eds.) (2012), *The Encyclopedia of Australian Architecture*, Port Melbourne.

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State Library of Victoria (SLV), picture collection, images and photographers as cited.

*The Age*.

## PREVIOUS STUDIES

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<b>Central Activities District Conservation Study 1985</b>	Ungraded
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<b>Central City Heritage Review 1993</b>	Ungraded
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<b>Review of Heritage Overlay Listings in the CBD 2002</b>	Ungraded
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<b>Central City Heritage Review 2011</b>	Ungraded
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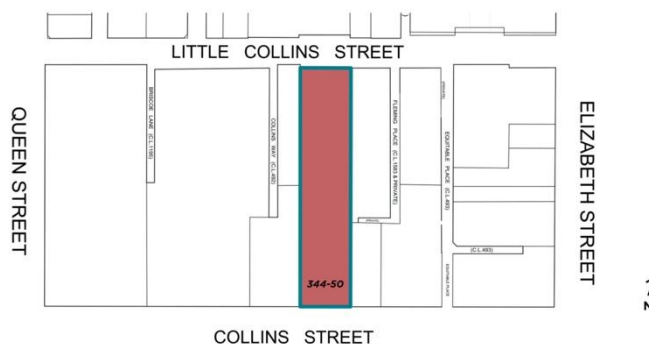
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Former AMP Building



PS ref no: HOXXXX



### What is significant?

The Former AMP Building, 344-350 Collins Street, a multi-storey office building constructed in 1966-68.

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

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

Later alterations made to the street and first-floor level facades are not significant.

### How it is significant?

The Former AMP Building at 344-350 Collins Street is of historical and representative significance to the City of Melbourne.

### Why it is significant?

Constructed in 1966-68 to a design by Godfrey & Spowers, Hughes, Mewton and Lobb, the Former AMP Building has a clear association with the postwar building boom which transformed central Melbourne into a modern high-rise city. The design of these commercial buildings from the late 1950s to the mid-1970s – many of which were architect designed – was driven by the commercial demands and the prestige afforded by a dominant city presence (Criterion A).

The Former AMP Building is a fine and highly intact representative example of a Post-War Modernist commercial building. The building strongly reflects the style which was popular in the 1960s to the mid-1970s, particularly in central Melbourne. Constructed as a 16-storey building, the Former AMP Building clearly demonstrates typical characteristics of a postwar structure, including two contrasting curtain walls – the front facade with fine spandrels and mullions and the rear façade with projecting balconies and



glazed wall behind – and the use of materials such as stone-faced precast concrete panels and aluminium-framed windows. These demonstrate important aspects of the Post-War Modernist style (Criterion D).

**Primary source**

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

