SITE NAME	Coates Building
STREET ADDRESS	18-22 Collins Street, Melbourne
PROPERTY ID	102164







SURVEY DATE: October 2019		SURVEY BY: GJM Heritage	
HERITAGE INVENTORY	No	EXISTING HERITAGE OVERLAY	HO504
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
		FORMER CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	John A La Gerche	BUILDER:	G A Winwood Pty Ltd
DEVELOPMENT PERIOD:	Postwar Period (1945- 1975)	DATE OF CREATION / MAJOR CONSTRUCTION:	1958-1959

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	
3 Building a commercial city	3.2 Buiness and finance	

LAND USE

THEMATIC MAPPING AND LAND USE	THEMATIC MAPPING AND LAND USE	
1890s	Medical	
1920s	Medical	
1960s	Retail, 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: To extent of property boundary

SUMMARY

The Coates Building is a curtain wall structure designed by architect John A La Gerche, and built in 1958-59 by builders G A Winwood Pty Ltd. It was constructed for owners Coates Building Pty Ltd, a 'type of co-operative ownership company' which was formed to develop the property. John A La Gerche was one of the directors of Coates Building Pty Ltd.



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.



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 Coates Building is a curtain wall structure designed by architect John A La Gerche, and built in 1958-59 by builders G A Winwood Pty Ltd (Goad et al. 1993; BAP; *Cross-Section*, Oct 1959:2; BAP). It was constructed for owners Coates Building Pty Ltd, a 'type of co-operative ownership company' which was formed to develop the property. John A La Gerche was appointed as one of the directors of Coates Building Pty Ltd in August 1956 (*Age*, 30 Jul 1958:7; 5 Sep 1958:5).

The building was named after Walter Coates (father of A M Coates, a Director of Coates Building Ltd) who purchased the property at the first land sales held in Melbourne in 1840 (Goad et al. 1993). The Coates family retained ownership of the property until the 1950s when it was transferred to Coates Building Pty Ltd (*Argus*, 31 Aug 1956:3). The site was formerly occupied by three bluestone and brick houses which were demolished in May 1956 to facilitate the new development (Goad et al. 1993).

The permit application for the new building – designed to accord with the 40m (132 foot) height limit in place at the time – was received by the City of Melbourne in November 1957 (with an estimated total



cost of £500,000) (BAI). Construction of the building commenced in February 1958 and was completed in 17 months, nearly two months ahead of schedule (Goad et al. 1993).

The Coates Building was developed on a co-operative basis rather than being commissioned. La Gerche had first implemented this method of finance with his earlier development of Gilbert Court at 100-104 Collins Street (1954-55) (Goad et al. 1993; *Cross-Section*, Oct 1959:2; Logan 2012:393). However, contemporary newspapers reported that the Coates Building development was:

...the first time this method of financing had been used in Australia, the architect and a shareholder (Mr J. A. La Gerche) said yesterday. The company had pioneered the system (Age, 5 Sep 1958:5).

An article in July 1958 stated that:

...(the) Coates Building Ltd will make an issue of £450,000 9 per cent registered first-mortgage debentures to the public to help finance a £750,000 "glass house" being built at the top end of Collins Street.

It continued that the:

...total cost of £750,000 will be met partly by the debenture issue and the remainder by £300,000 ordinary share capital. Tenants of the building will hold shares in the company. The debenture issue is unusual in that the public will hold debentures secured by a mortgage over the completed building. The £100 debentures have a 9 per cent interest rate and will run for 21 years, maturing in December 1979 (Age 25 Jul 1958:6).

Shareholders had the right to occupy a certain amount of floor space according to the number of shares they held. If shareholders didn't want to occupy the building, they could lease the space (*Age*, 5 Sep 1958:5). By July 1959, the entire space within the building had been acquired on a shareholding basis (*Age*, 11 Aug 1959:6).

In 1956, La Gerche visited the United States to study the latest trends in multi-storey office construction before the plans were completed (*Argus*, 25 Aug 1956:17; *Cross-Section*, Oct 1956:3). The visit is said to have resulted in his choice of stainless steel to the interior and exterior, which was believed at the time to be the first occasion of its use in Australia (Goad et al. 1993).

The Coates Building was designed as a steel frame building with precast floor units and a sheer glass and aluminum curtain wall to Collins Street (Goad et al. 1993). Architectural drawings dated August 1957 (Figure 1 & Figure 2) indicate that the Collins Street (south) elevation of the building was designed with rigidised stainless steel down the sides of the building, an aluminium cornice above the shopfronts and at the top of the building, and a wrought iron balustrade to the rooftop (BAP).

To the interior, the main entrance lobby was clad in stove enameled rigid stainless steel and a luminous ceiling immediately inside the entrance was made of contoured stainless steel and plexiglass (removed by 1993). Terrazzo flooring was laid inside and outside the building. As many occupants were expected to be members of the medical profession, a mechanical ventilation system was installed to enable full height partitions to be erected. The building comprised central heating via thermostatically controlled electric cables in the floor, windows that could be opened, and seven shops to the ground floor (Goad et al. 1993). In June 1959, newspaper articles advertised for tenants for the Coates Building as it was 'rapidly nearing completion'. These advertisements listed its features



as including sound-proof acoustic ceilings, heat absorbing, anti-glare windows and high-speed elevators as well as noting that an American system of radiant heating was to be used throughout the building (*Age*, 16 Jun 1959:6; 24 Oct 1961:5).

The 'glass box' project was discussed widely in contemporary newspapers and architectural publications, noting that it was 'the second building in Melbourne to have fully glazed and transparent multi-storey commercial curtain wall façade', following La Gerche's earlier design of Gilbert Court at 100-104 Collins Street (1954-55) (Goad et al. 1993). The Coates Building and Gilbert Court were two of the earliest 'glass box' buildings in Australia (Logan 2012:393).

The University of Melbourne publication *Cross-Section* (Oct 1959:2) commented upon the building's completion in 1959, stating that the:

Coates Building is a younger brother, in several senses, to Gilbert Court,
Melbourne's first office building to earn the popular title as Glass House. Both
earned the title in a technical sense as well as a popular one, by being
remarkable for the absence of the traditionally expected upstanding fire-retarding
spandrel between floors. In addition, both were promoted rather than
commissioned, both are the only intrusions of this sort of architecture, this end of
Collins Street.

La Gerche's two Collins Street buildings suggested a:

striking new direction for architectural expression in the central city and demonstrated characteristic cultural affinities with the United States in the same period (Logan 2012:393).

The Coates Building and Gilbert Court 'epitomised the sought-after total transparency and minimalism of the period where the cladding almost disappeared exposing the unadorned structural frame and the building occupants to honest scrutiny. No other multi-storey offices achieved this in the brief period before air-conditioning forced a modest spandrel to hide the false ceiling and facades began a practical path to less transparency, particularly to the sun's heat' (Goad et al. 1993, cites the National Trust). Both buildings were the only architecture of this type at the east end of Collins Street until 1960 (Goad et al. 1993).

The completed building was occupied by various tenants including medical professionals, architect J A La Gerche, the Australian Geographic Society, magazines, advertising agents, showrooms and a salon (Goad et al. 1993). Air conditioning systems began to be installed in parts of the building from 1968. The ground floor foyer was first refurbished in 1987 (BAI).

John Alfred La Gerche, architect

John Alfred La Gerche is best known for designing two of the earliest 'glass box' buildings in Australia – Gilbert Court (1954-5) and the Coates Building (1958-9), both located on Collins Street in Melbourne's city centre.

La Gerche undertook architectural training at the Melbourne Technical College, followed by the Melbourne University Architectural Atelier. He subsequently took up a position as draftsman with architects, Walter and Richard Butler, followed by five years as Chief Draftsman in the office of Frederick Morsby.



After serving in the Royal Australian Air Force and then the Royal Australian Navy during WWII, La Gerche took up the position of Chief Architect for Ansett Transport Industries. He designed several hotels in this role, including at Hayman Island, Queensland, which was heralded as Australia's first luxury international tourist resort.

In 1951, La Gerche established his own practice, where he focused on hotel remodelling as well as other commercial and industrial work. It was during this time that he designed Gilbert Court and the Coates Building, some of the first 'true curtain-walled office buildings in the city' (Reeves, Dictionary of Unsung Architects).

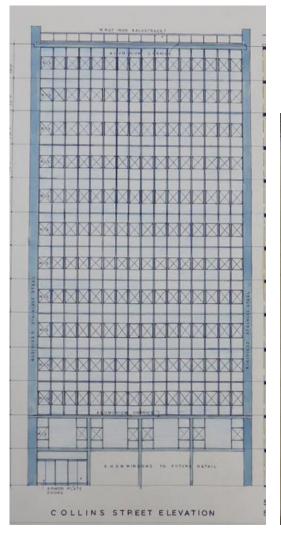


Figure 1. South elevation to Collins Street. Drawing by J A La Gerche, dated August 1957 (BAP).

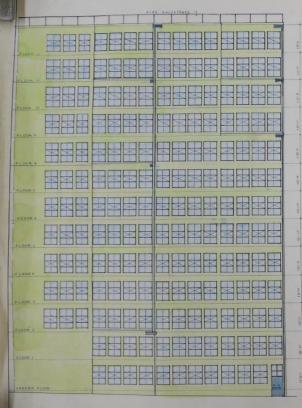


Figure 2. East elevation. Drawing by J A La Gerche, dated August 1957 (BAP).

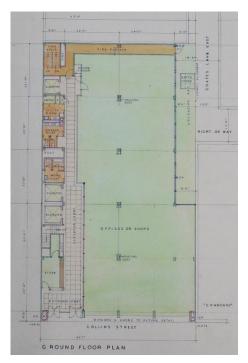


Figure 3. Ground floor plan. Drawing by J A La Gerche, dated June 1957 (BAP).

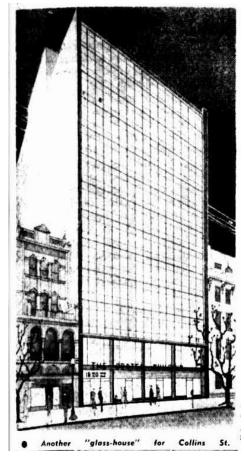


Figure 4. Illustration of the proposed design published in August 1956 (*Argus*, 31 Aug 1956:3).



Figure 5. An illustration of the proposed design, published in July 1958 while the building was under construction (*Age*, 30 Jul 1958:7).





Figure 6. Coates Building in 1960 (SLV, Wolfgang Sievers, photographer, Image H99.50/111).

SITE DESCRIPTION

The Coates Building at 18-22 Collins Street is a 12-storey commercial building located on the north side of Collins Street near the corner of Spring Street. Constructed in 1959 to a design by John A La Gerche, the multi-storey building is an example of the Post-War Modernist style.

Built to the then prevailing height-limit of 40m (132 foot), the Coates Building is rectangular in plan with a narrow frontage to Collins Street and recessed upper bays along the east façade which are visible above the roof of the adjoining building. The adjoining building to the east is of similar height to the Coates Building while a tall building with a frontage to Little Collins Street has been constructed at the rear. Coates Lane East provides access to the east side of the rear of the building from Little Collins Street.

The building is of concrete encased steel column and beam construction with the visible façade to Collins Street presenting as a large transparent curtain wall of light aluminium frame and glass. The façade is entirely glazed, unlike typical curtain walls of the period which incorporated opaque spandrels that obscured the view of the interior of the building and provided a horizontal emphasis to the exterior. Continuous vertical mullions from the street canopy to the parapet above, slender horizontal elements at each internal floor level and light aluminium window transoms inbetween, result in a grid-like pattern across the whole façade. The central row of window sashes were openable (and may remain openable) however a number of air-conditioning units have been inserted in various openings across the façade.

The service core is located at the west side of the building. This facade is obscured by a later adjacent building. The upper levels of the east and rear facades are visible and contain rows of individual metal-framed windows which are set into solid walls. This conservative detailing contrasts with the fully glazed front façade of the building.

A thin projecting aluminium element divides the street level façade from the building above. At ground level in Collins Street, the general form of the shopfronts and west side entrance to the office tower appears to remain. Some re-cladding of the façade has occurred at street level.

INTEGRITY

The Coates Building, including the original form and the detailing of the exterior of the building, remains highly intact to its original construction in 1959.

Overall, the building retains a very high degree of architectural integrity to the Post-War Modernist style in fabric, form and detail. While the building has undergone minor alterations (eg re-clad entrance at street level and the insertion of air conditioning units into the principal facade), 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 Coates Building at 18-22 Collins Street is a fine and representative example of the Post-War Modernist style and clearly demonstrates the typical characteristics of a 1950s multi-storey office building design. The building's curtain wall façade, with rows of metal-framed glazing and vertical mullions which divide the entire facade into a grid-like pattern, can be clearly observed from Collins Street. Unlike the more common curtain wall of the 1950s, which alternated opaque spandrels with rows of glazing, the entire front façade of the Coates Building is glazed and transparent. Despite the redesign of the façade at street level, the upper facades of the Coates Building remain highly intact to their original design.

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

State-significant places

A comparative example in the City of Melbourne which is located immediately adjacent to the Hoddle Grid is ICI House, 1-4 Nicholson Street (Bates Smart & McCutcheon 1958). This place is included in the Victorian Heritage Register (VHR H0786).

Locally-significant places

Precinct Heritage Overlay

As only a piece-meal evaluation of postwar buildings within the Hoddle Grid in the City of Melbourne has previously occurred, few buildings from the early postwar period are currently included in the Heritage Overlay of the Melbourne Planning Scheme. Those from the 1950s that are included in the Heritage Overlay are currently included as part of Heritage Precincts, but are recommended for inclusion in the Heritage Overlay as Individual Heritage Places. These places are:





Former Gilbert Court, 100-104 Collins Street (John A La Gerche, 1954-55) included in HO504 Collins East Precinct as a Significant place.



Former Hosie's Hotel, 1-5 Elizabeth Street & 288-290 Flinders Street (Mussen McKay & Potter, 1954-55), included in HO505 Flinders Gate Precinct as a Significant place.



Former Allans Building, 276-278 Collins Street (Godfrey & Spowers, Hughes, Mewton & Lobb, 1956-57) included in HO502 The Block Precinct as a Significant place.



Former Bank of Adelaide Building, 265-269 Collins Street (Godfrey & Spowers, Hughes, Mewton & Lobb, 1959-60) included in HO502 The Block Precinct as a Contributory place.

Other Examples

Despite the demolition of many 1950s 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 initial period of curtain wall construction in Melbourne and demonstrate similar characteristics to the subject building. The following examples are recommended for inclusion in the Heritage Overlay as Individual Heritage Places as part of the Hoddle Grid Heritage Review:



Lauren's House, 414-416 Lonsdale Street (Harold Bloom, 1956) (Interim HO1254).



Former Atlas Assurance Building, 404-406 Collins Street (H Garnet Alsop & Partners, 1958-61) (Interim HO1008).



Former London Assurance House, 468-470 Bourke Street (B Evans & Partners, 1960) (Interim HO1006).



Former AMP Building, 402-408 Lonsdale Street (Bates Smart & McCutcheon, 1956-59).





Former Ajax House, 103-105 Queen Street (HD Berry, 1956).



HC Sleigh Building, 166-172 Queen Street (Bates Smart & McCutcheon, 1953-55).



Coles & Garrard Building, 376-378 Bourke Street (Meldrum & Noad, 1957).



Canton Insurance Building, 43-51 Queen Street (Bates Smart & McCutcheon, 1957).



Former Batman Automatic Telephone Exchange, 376 Flinders Lane (Commonwealth Department of Works, 1957).

Analysis

As a fine and highly representative example of its type, the Coates Building at 18-22 Collins Street clearly demonstrates an important phase in the architectural development of multi-storey office buildings in the City of Melbourne. Similar to the small number of 1950s buildings presently included in the Heritage Overlay of the Melbourne Planning Scheme – and a small number of other examples identified throughout the Hoddle Grid and listed above – the Coates Building clearly demonstrates this class of place.



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 43.01-4)	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

Architecture in Australia (AIA): September 1959.

Building Application Index (BAI), City of Melbourne.

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Butler, Graeme, 'Coates Building: glass box - Collins St, Melbourne 1985' via Flickr.com. Survey of 20th Century architecture in Victoria for the Royal Australian Institute of Architects (RAIA, Vic) by architectural historian, Graeme Butler, conducted 1982-1985.

Cross-Section: No. 48, October 1956; No. 67, May 1958; No. 84, October 1959.

Goad, Philip, Miles Lewis, Alan Mayne, Bryce Raworth & Jeff Turnbull (1993), *Central City Heritage Study Review*, place citation.

Logan, Cameron (2012), 'J. A. La Gerche' in Philip Goad & Julie Willis's (Eds.) (2012), *The Encyclopedia of Australian Architecture*, Port Melbourne.

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

Reeves, Simon, 'John A La Gerche (1907-1992)', in Dictionary of Unsung Architects, accessed via http://www.builtheritage.com.au/dua_lagerche.html, November 2019.

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https://www.ngv.vic.gov.au/explore/collection/work/13020/>, accessed October 2019.

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The Age.

The Argus.



PREVIOUS STUDIES

Central Activities District
Conservation Study 1985

Central City Heritage
Review 1993

Review of Heritage
Overlay Listings in the
CBD 2002

Central City Heritage
Review 2011

Ungraded

Ungraded



STATEMENT OF SIGNIFICANCE

Heritage Place: Coates Building





COLLINS STREET

What is significant?

The Coates Building, 18-22 Collins Street, a multi-storey office building constructed in 1958-59.

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 very high level of integrity to its original design.

Later alterations made to the street level facade are not significant. Airconditioning units are not significant.

How it is significant?

The Coates Building at 18-22 Collins Street is of historical and representative significance to the City of Melbourne.

Why it is significant?

Constructed in 1958-59, to a design by John A La Gerche, the Coates 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 Coates 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 1950s, particularly in central Melbourne. Constructed to the prevailing 40m (132 foot) height limit of the time, the Coates Building clearly demonstrates typical characteristics of a 1950s structure with a curtain wall street



façade. The front façade of horizontal rows of framed glazing and vertical mullions which divide the facade into a grid-like pattern, and the use of materials such as aluminium window frames, demonstrate important aspects of the Post-War Modernist style. The fully glazed and transparent front façade is both unusual and distinctive in the Melbourne context (Criterion D).

Primary source

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

