

350 George Street, Sydney
Conservation Management Plan



Prepared for Strata Plan No. 86960

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EXECUTIVE SUMMARY

350 George Street, Sydney, is a six storey commercial office building, with two storeys below ground level, designed by the American architect Edward Raht and constructed between 1892 and 1894 for the Equitable Life Assurance Society of the United States. The building has been known by a number of names – Equitable Building, the National Mutual Building, Society General Building and Societe Generale House. Its exterior displays the characteristics of the Federation Romanesque style, including ‘rock-faced’ masonry, a large and strongly modelled semicircular opening over the ground and first floor levels of the George Street facade, and squat masonry columns with Romanesque capitals at the first and top floor levels. This exceptional building is heritage listed at both State and Local levels.

The Statement of Heritage Significance for the building is as follows:

350 George Street, Sydney has State significance as a fine seminal example of the Federation Romanesque style directly based on the precedent of influenced by American Romanesque architecture. It is an important example of the work of American architect Edward Raht in Sydney and historically significant as an early major building erected in NSW by a prominent American insurance company, the Equitable Life Assurance Society of the United States during the 1890s. The Equitable Life Assurance Company was at the time of the building's construction the wealthiest life insurance company in the world.

Apart from its associations with architect Raht, 350 George Street is associated with the firm of Loveridge & Hudson, which provided the trachyte used externally and constructed the building. The sculptural emblem above the main George Street entrance is the work of prominent Austrian Sculptor Victor Tilgner. Space within the building was occupied for several years by the important educationalist and feminist Maybanke Anderson.

350 George Street has aesthetic and technical significance as affine example of the Federation Romanesque style, the advanced American building technology that was employed for its construction and the high quality of original spaces and building fabric throughout the building. The atrium and stair around which the planning of the building is organised is rare and particularly noteworthy, and is one of the most significant interiors from the late nineteenth century in NSW. The building is generally considered to be the first in which trachyte was used extensively in the external structure. Because of the high quality of its design, construction and finishes, and its high level of integrity, it ranks as the finest office building to have been constructed during the 1890s in NSW

The building is an important component of the streetscape in this section of Central Sydney and is complemented by the adjacent 2 Martin Place, which was also designed by Edward Raht and which also features load-bearing trachyte external walls.

This Conservation Management Plan includes the following major objectives for the conservation and ongoing use of 350 George Street:

- Retain and conserve the exceptional heritage significance of 350 George Street as an outstanding example of an office building from the 1890s and an exceptional example of Federation Romanesque style architecture;
- Retain and conserve the qualities, features and elements that make a significant contribution to the heritage significance of the site;
- Facilitate the ongoing adaptive and sustainable use of the place to ensure ongoing conservation and enhancement of its significant spaces and fabric;

- Allow for sensitive modifications that will not impact adversely on the heritage significance of the building;
- Ensure that proper conservation procedures and methodology be incorporated into the maintenance, adaptive reuse and management of the place. A maintenance program should be integrated with the conservation processes;
- Ensure that any future uses of the place are compatible with its heritage significance. Compatible uses will “fit” with the heritage significance of 350 George Street and will not require intrusive and irreversible change to significant building fabric and spaces or other significant features of the place.

Policies relating to the conservation and management of 350 George Street are grouped under the following key headings:

- Information for conservation policies;
- Heritage management principles;
- General management policies;
- Heritage conservation;
- Proposed actions.

1 INTRODUCTION

1.1 Purpose of the report

350 George Street (formerly the Equitable Life Assurance Society) was designed by the American architect Edward Raht and constructed between 1892 and 1892 for the Equitable Life Assurance Society of the United States. A six storey commercial office building in the Federation Romanesque style, it is both state and locally heritage listed under the *Heritage Act 1977* and *Sydney Local Environmental Plan 2012*.

This Conservation Management Plan (CMP) has been prepared by Tanner Kibble Denton Architects (TKD) on behalf of Strata Plan No. 86960. A CMP was prepared by City Plan Heritage in 2010. Parts of the historical research and conservation policies from the 2010 CMP have been refined and integrated into the current CMP.

The purpose of this CMP is to guide the conservation, management and interpretation of the heritage significance of the building and to meet the requirements of an application for Heritage Floor Space to the City of Sydney.

1.2 Report methodology and structure

This CMP has been prepared in accordance with the guidelines outlined in *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance, 2013*. *The Burra Charter* is widely acknowledged as the principal guiding document to conservation work and practices of places of cultural significance. *The Burra Charter* has been adopted widely as the standard for best practice in the conservation of heritage places in Australia.

The content and format of the CMP also follows the guidelines for the preparation of significance assessments and conservation policy provided by Heritage NSW, NSW Department of Planning. It is also consistent with the methodology set out in *The Conservation Plan* (seventh edition, 2013), prepared by JS Kerr and published by Australia ICOMOS.

The CMP comprises the following sections

- **Executive summary**, which concisely describes the outcomes and findings of the CMP;
- **Section 1 Introduction**, this section provides the key background information relevant to the preparation of this CMP;
- **Section 2 Historical Analysis**, this section provides a summary history of the site and development of the buildings, and a comparative analysis to other Australian buildings;
- **Section 3 Analysis of Physical Evidence**, provides a summary of the analysis of the physical evidence of the site to determine the extent and integrity of original fabric and the nature of subsequent changes
- **Section 4 Comparative Analysis**, provide an analysis of the place against other places designed by the architect, designed in the same style and of a similar function, to establish the significance and rarity of the place in comparison to other extant examples;
- **Section 5 Assessment of Cultural Significance**, provides a heritage assessment of the site and building against the NSW Heritage Assessment Criteria and provides a statement of heritage significance for the site, identifying varying levels of significance for individual elements within the site and recommends a heritage curtilage;
- **Section 6 Information for Conservation Policies**, sets out the heritage management context for the site including client requirements and a discussion of any heritage opportunities and constraints that might apply;

- **Section 7 Conservation Policies**, sets out the recommended policies and guidelines for the effective management of the heritage significance of the site into the future, and policies to guide the future development of the site;
- **Section 8 Bibliography**, a list of key resources referenced in the research and compilation of this CMP
- **Appendices**, including selective supplementary material referred to in this CMP including existing heritage listings.

1.3 Author identification

This document was prepared by Dr Roy Lumby, Senior Heritage Specialist, Sarah-Jane Zammit, Heritage Specialist, Stacy Vallis, Heritage Specialist, and reviewed by Megan Jones, Principal and Practice Director, all of Tanner Kibble Denton Architects.

1.4 Limitations

Extensive site inspections were not undertaken due to the CoVid-19 pandemic which caused state-wide lockdowns across NSW in early 2020. Physical analysis was undertaken during the one site inspection, and by using photographic records of the building and spaces taken in prior site inspections in 2019. Due to the limited site inspections, not all rooms were accessed. No physical intervention in the fabric was undertaken.

1.5 Acknowledgements

The authors gratefully acknowledge the assistance of the following in the preparation of this CMP:

- Mite Domazetovski, Change Strata Management
- Gail Thomas, Change Strata Management
- City of Sydney Archives

1.6 Study area

The subject site is located on the eastern side of George Street, in the Central Business District of Sydney near Martin Place and on the northern corner of Angel Place. The principal elevation of the building addresses George Street. The rear of the subject site has street access to Ash Street.



1 Aerial of 350 George Street in the context of the metropolitan area of Sydney.
Building outlined in red.
Source: Nearmaps with TKD overlay, 2020.





2 Aerial of 350 George Street in its immediate context. Building outlined in red.
Source: Nearthmaps, with TKD Architects overlay, 2020.



1.7 Definitions

The following definitions are derived from the *Burra Charter* 1999 and will be used for the development of the conservation policies in Section 8 of this Plan.

Cultural significance means aesthetic, historic, scientific, social or spiritual value for past, present or future generations. It is synonymous with heritage significance and cultural heritage value.

Fabric means all the physical material of the place including components, fixtures, contents, and objects.

Conservation means all process of looking after a place so it retains its cultural significance.

Maintenance means continuous protective care of the fabric and setting of a place, and is to be distinguished from repair. Repair involves restoration or reconstruction.

Preservation means maintaining the fabric of a place in its existing state and retarding deterioration.

Restoration means returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

Reconstruction means returning a place to a known earlier state and is distinguished from restoration by the introduction of new material into the fabric.

Adaptation means The Burra Charter defines adaptation as modifying a place to suit the existing use or a proposed use. For the purpose of this conservation plan the definition of adaptation will be used as defined in the draft Sydney Opera House Conservation Plan, 2002, prepared by J. S. Kerr “modifying a place to suit proposed compatible uses”.

Interpretation means all the ways of presenting the cultural significance of a place.

1.8 Abbreviations

BCA	Building Code of Australia
CMP	Conservation Management Plan
DCP	Development Control Plan
ICOMOS	International Committee on Monuments and Sites
LEP	Local Environmental Plan
LGA	Local Government Area
HIS	Heritage Impact Statement
NLA	National Library of Australia
SHI	State Heritage Inventory
SLNSW	State Library of NSW
TKD	Tanner Kibble Denton Architects

2 HISTORICAL ANALYSIS

2.1 Introduction

This section of the report has been extracted from the 2010 CMP, which has been supplemented by additional historical research.

2.2 Background to Location

Soon after the arrival of the First Fleet and the initial layout of the colony in Port Jackson was sketched out, a rough track was carved out running parallel to the Tank Stream. This track was named 'High Street' and ran for some distance inland. It was the first thoroughfare in the settlement. The Tank Stream acted as a division in the colony. The western bank of the Tank Stream became the site of makeshift barracks for the military and convicts, while civil authorities and the governor's house were established on the eastern side. This division remained with the eastern area becoming the location of most of the government buildings. Shirley Fitzgerald notes this division as "still very evident today in the buildings of Macquarie Street and Bridge Street."¹ With the arrival of Lachlan Macquarie to the new colony on 28 December 1809 and being sworn in on 1 January 1810 he proceeded to focus on public works including a new hospitals, barracks and roads. During that same year he changed the name of 'High Street' to its present name, 'George Street' in honour of the monarch, George IV.²

As land grants were provided in the city, major thoroughfares were established and the population of the settlement rose, Sydney itself grew to be declared a city by Governor Gipps in 1842. The barracks on the east side of George Street did however constrain commercial development in that area until the 1850s when the military moved to Paddington and the land was demolished and sold. This evidently coincided with the 1850s gold discovery in New South Wales. It was this gold rush era which had a significant impact upon the shape of Sydney as a central commercial city and busy port. This era also was a catalyst in transforming George Street into a street of commercial trading, which was further enhanced due to its central location within the city, and this wide street becoming the main route through the city from Circular Quay. This location initiated the construction of many prominent buildings in the city along George Street including the General Post Office at Martin Place, the Queen Victoria Building, St Andrews Cathedral and the Town Hall. It was therefore an obvious location for the establishment of a wealthy American based Insurance company in the 1890s. George Street continues to prosper as a retail and commercial hub for the city.

2.3 Early Ownership and Subdivision³

The site of 350 George Street is part of Allotment 3 of Section 37 formally granted to James Chisholm on 30 November 1835.

Scottish-born James Chisholm (1772–1837) enlisted in the 29th Regiment of Foot at the age of 16, then in 1790 transferred to the NSW Corps. He arrived in Sydney in 1791, part of the Third Fleet contingent of the NSW Corps. In 1793 Chisholm assisted Surveyor-General, Baron Augustus Alt in setting out town allotments along Spring Row (later George Street) and resided at one of these lots, which he leased for many years. In 1806 he married Mary Brown, daughter of a Scottish free emigrant settler.

¹ Shirley Fitzgerald, *Sydney: A story of a city*, City of Sydney, 1999, p23

² Richard Whitaker, *Sydneyside*, 1986, p58

³ Based on the history provided on the National Mutual Building SHI form

In 1808 Chisholm was dealing as an agent in real estate and mortgage transactions. He obtained rural land at the Eastern Farms and began trading in agricultural commodities. In 1809 he purchased the lease on two town lots adjacent to his land in Spring Row, where he was licenced to retail wine and spirits; by this time he had risen to the rank of sergeant.⁴ The premises, later named the Crown and Thistle, was continuously licenced until 1822. The following year Chisholm received his discharge from the army and launched into a career as an importer and retailer of wine and spirits, a producer of rural produce for sale into the Commissariat, a trustee of deceased estates and mortgages, a land agent and developer. He became a wealthy and influential Sydney businessman. In 1817, Chisholm was one of the “principal merchants” invited by Governor Macquarie to a meeting that led to the formation of Australia’s first trading bank. He sold his spirits licence in 1822, and apparently leased the Crown and Thistle to the Bank of NSW. He was one of the original shareholders in the bank and later became a director (1826). He also became a founding shareholder in the Bank of Australia in July 1826, and later a trustee of the Savings Bank of NSW, which opened in 1832 at his property next door to the trading bank.

Chisholm was a benefactor of public and private charitable institutions and served on their councils and committees. He was actively involved in the NSW court system between 1822 and 1837, and was prominent in initiatives for political change through his association with and support of William Charles Wentworth.⁵

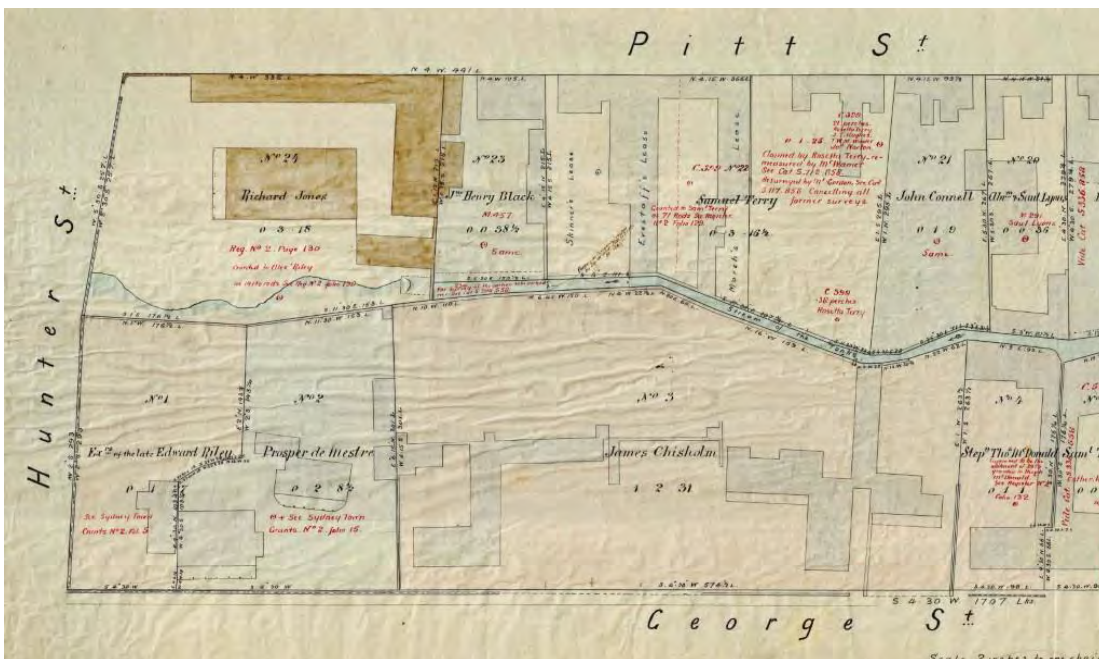
In 1882 Obed West, who was born in 1807 published his recollections of the period 1816-1817. These included the eastern side of George Street:

From the Hunter-street corner ... there were but two houses. At the corner of Hunter Street was a large vacant paddock. The first house was occupied by Mr Black, the other being the property of Mr Chisholm. Some time afterwards ... Mr Chisholm built on the northern portion a large edifice which was used for the bank of New South Wales, now the Bank Auction-rooms, and on the southern some premises which Messrs Brown and Co kept a wine and spirit store. At the time I write of, however, there was only a cottage on the property, which stood back from the road, and had in front of it some English oak trees, a very different picture from now. ⁶

⁴ “Sydney”, *Sydney Gazette and New South Wales Advertiser*, 5 March 1809, p.1.

⁵ Chis Maxwell and Alex Pugh, 'Chisholm, James (1772–1837)', People Australia, National Centre of Biography, Australian National University, <http://peopleaustralia.anu.edu.au/biography/chisholm-james-15706/text29659>, accessed 24 March 2020.

⁶ “Old and New Sydney. XI - a glimpse of old George Street”, *Sydney Morning Herald*, 8 July 1882, p.3.



3 Portion of an 1833 survey of Section 37 of the town of Sydney showing James Chisholm’s grant and adjoining properties. The extent of development across the grant is indicated on the survey.
 Source: City of Sydney Archives – City of Sydney Survey Plans 1833: Section 37.

Apart from the Crown and Thistle, Chisholm does not appear to have otherwise occupied his land on George Street. In 1821-22 he commenced building a substantial country residence on his *Newtown Farm*, today in the suburb of Redfern, and it became his principal residence for the remainder of his life.⁷ According to one source,

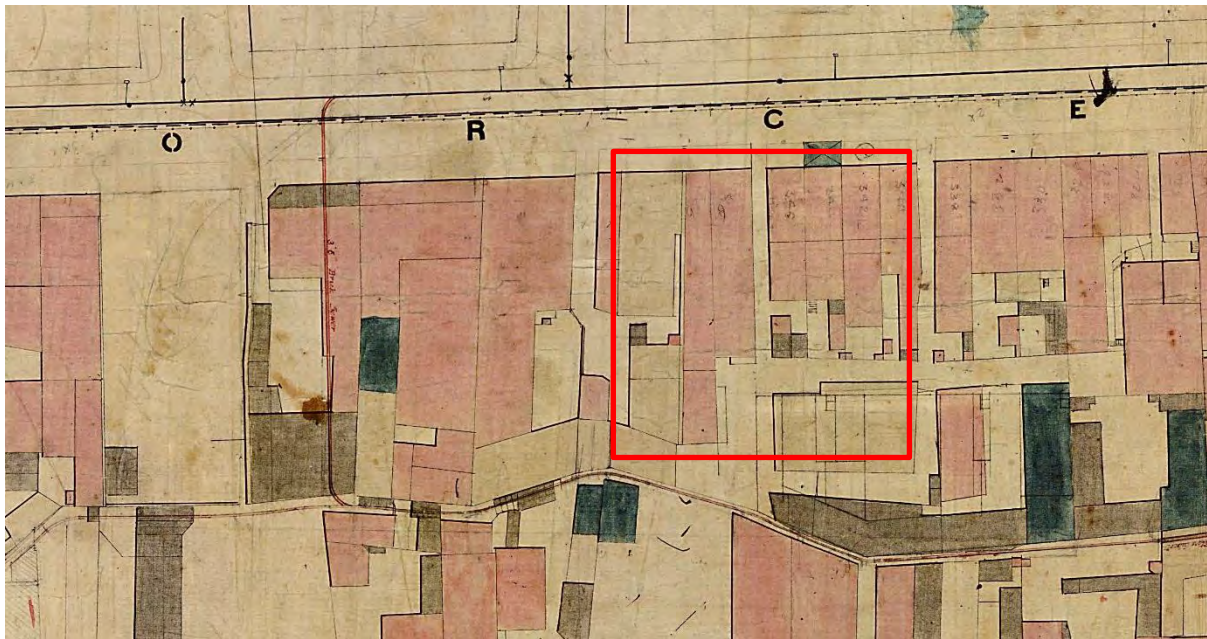
The Bank [of NSW] moved in June 1822 to a house owned by James Chisholm ... adjacent to his own residence. Some improvements and alterations were made both before and shortly after the Bank’s occupation. And the emancipist architect, Francis Greenway ... was paid \$21 [sic] for his services. The bank remained in these premises until it opened its own building nearly opposite, on the corner of George and Wynyard streets, in 1853.⁸

The rest of Chisholm’s land was leased to various individuals and by the end of the 1840s was developed as a substantial row of two and three storey commercial and residential buildings.

⁷ Maxwell and Pugh.
⁸ R F Holder, *Bank of New South Wales: a history, Volume 1 1817-1893*, p.88.



- 4 Development along George Street, from Hunter Street southwards in 1848. The Bank of NSW's premises are highlighted.
Source: Joseph Fowles, Sydney in 1848.



- 5 Detail of an 1865 survey showing development along George Street in the vicinity of the subject site, the location of which is approximately indicated.
Source: City of Sydney Archives Historical Atlas Trigonometrical Survey 1855-185, Section D.

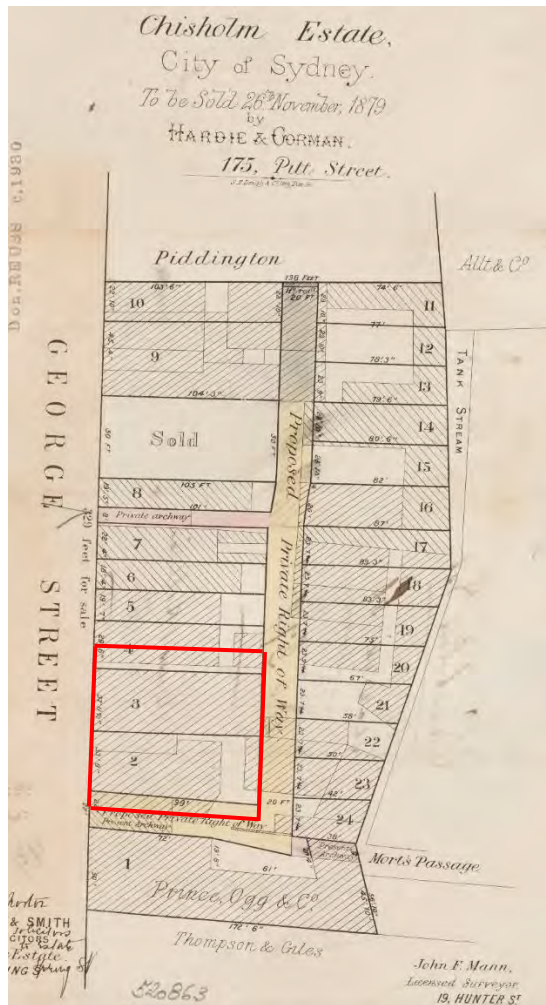


The Chisholm Estate remained in the hands of trustees for several decades. Preliminary advertising for the subdivision of the estate was published during September 1879, at which time it was described as “the most important and positive sale of unequalled sterling city investments ever yet submitted to the public.”⁹ Both Angel Place and Ash Street, which was subsequently formed in 1886, resulted from the 1879 subdivision. Angel Place (originally Terry Place and then Martin Lane until 1926). Both were to link up with the existing Mort’s Passage that extended westwards from Pitt Street. At the auction held on 26 November 1879 the majority of the subdivision was acquired by prominent businessmen and merchants William Barnard Walford and William Edward Sparke, one allotment on George Street having already been sold.¹⁰

⁹ Hardie & Gorman advertisement, “George Street Properties”, *Sydney Morning Herald*, 13 September 1879, p.14.

¹⁰ “Great Sale of City Property”, *Illawarra Mercury*, 28 November 1879, p.2; SLNSW Maps/0397.

In January 1882 Walford and Sparke entered into an agreement over the property with musician and merchant William Paling, who occupied 352 King Street, and several other merchants and businessmen. The outcome was the formation of the City Freehold Investment and Banking Company of New South Wales, “formed for purposes of taking over and carrying out the agreement and to subdivide and sell.” The titles to Lots 2 to 6 of the Chisholm Estate, if not others, were conveyed to the company on 9 December 1886.¹¹ During 1890 the Equitable Life Assurance Society of the United States purchased Lots 2 to 6 and a slender portion of Lot 7. The subject site was located within Lots 2, 3, and part of Lot 4. This site was bounded by Martin Lane (Angel Place) to the south, Chisholm Lane (Ash Street) to the east and George Street to the west. The three allotments were later amalgamated into one, Lot 1 of Deposited Plan 115117.¹²



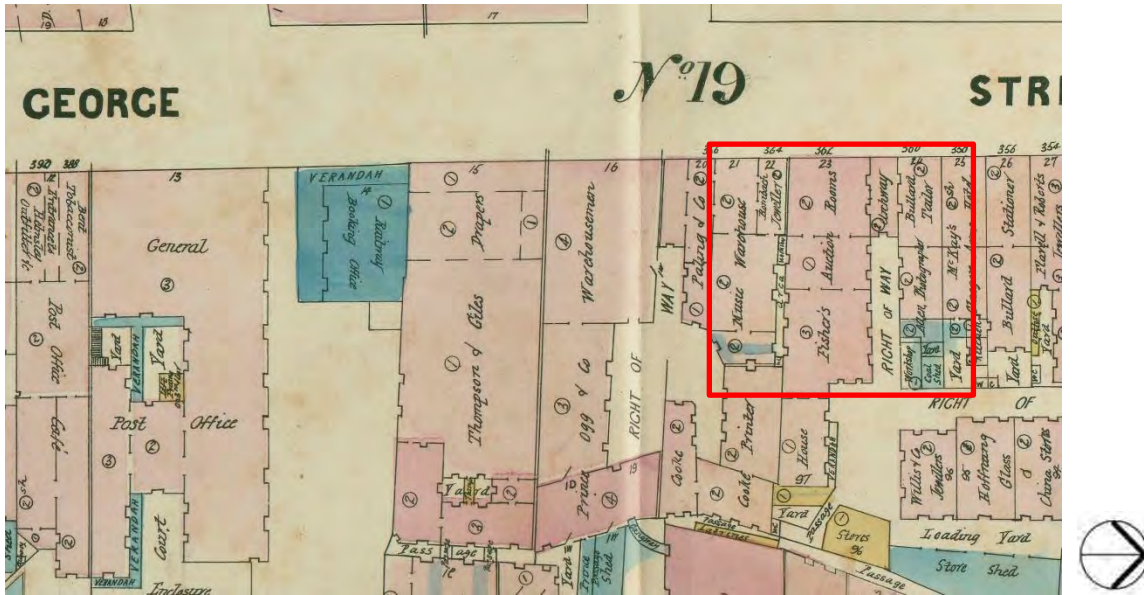
6

Hardie & Gorman’s auction notice for the sale of the Chisholm Estate on 26 November 1879. One of the lots had already been sold. The site of 350 George Street is highlighted.

Source: SLNSW Call Number Maps/0397, IE Number 877444

¹¹ Old Systems Title Book 294 Number 946 and Book 294 Number 947.

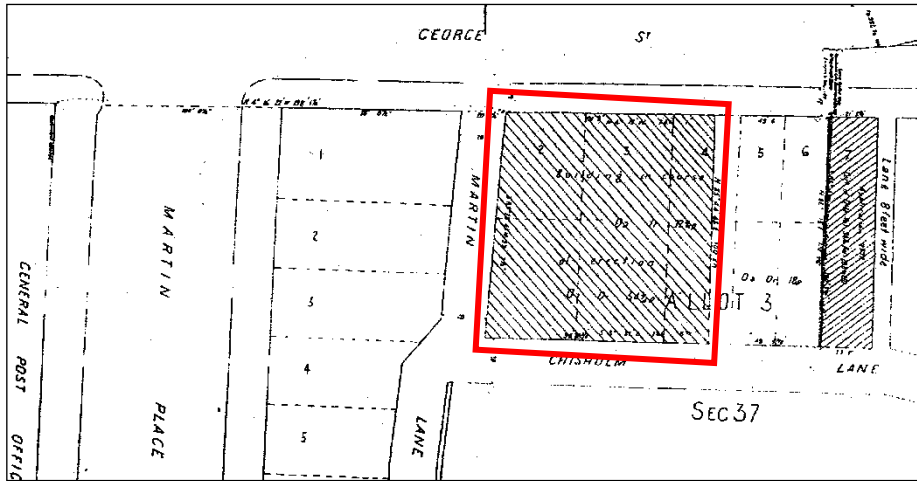
¹² Land and Property Information Titles search; 348-352 George Street, Sydney Title 1/115117



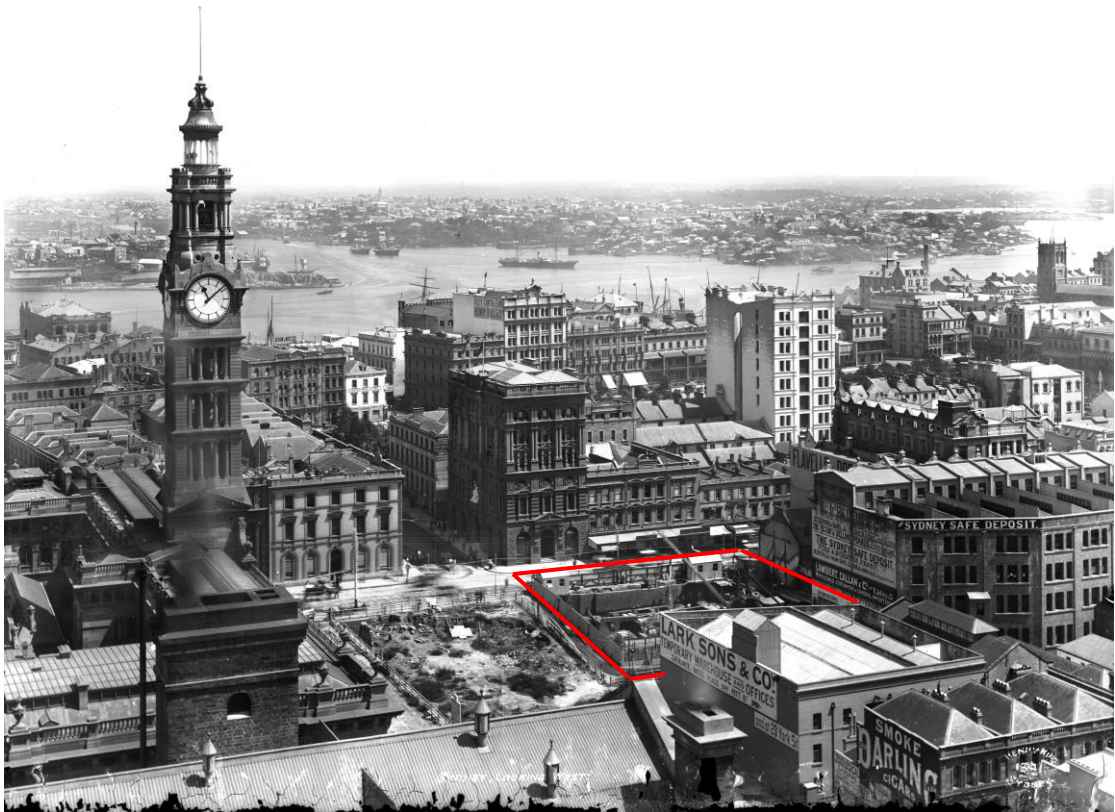
7 Extract from a sheet of Dove's Plans of Sydney, 1880 showing the environs of the subject site, the approximate location of which is highlighted.
 Source: City of Sydney Archives Historical Atlas, Plans of Sydney (Dove's), 1880: Map 8, Blocks 19, 22, 23.



8 Portion of photographs taken circa 1889 showing development in the vicinity of the subject site. Its approximate location is highlighted.
 Sources: MAAS, Object No 85/1285-52 - Henry King photograph; SLNSW PXD 956 – Mort family – Photographs of Sydney and NS Wales.



9 Plan of Lots 2 to 6 of the Subdivision of Allotment 3, Section 037
 Source: NSW Department of Lands, DP 58976



10 An elevated view of central Sydney circa 1890 with the GPO clock tower at far left. The site of 350 George Street, which is under construction, is highlighted. The vacant land to its left (south) was later occupied by the Bank of Australasia building designed by Edward Raht. (Source: Henry King Photograph, Sydney Looking West, ML Small Pictures)

The existing buildings on the site were demolished during 1890 and within a year the Equitable Life Assurance Society sent out its principal architect, Edward Raht, to oversee the construction of his design. He designed at least two buildings in Sydney and one in Melbourne (Refer to Section 4). His design for

350 George Street included a sub-basement, basement, ground, mezzanine and six upper floors designed with a steel frame and trachytes facings in a style best described as Federation Romanesque.

2.4 Equitable Life Assurance Society of the United States

The Equitable Life Assurance Society of the United States had its inception in Manhattan in 1859 when Henry Baldwin Hyde, a young ambitious cashier for the giant Mutual Life Insurance Company of New York left that firm to found his own. Hyde organised his new company as a joint stock company, enlisting his friends to help sell shares. Lawyer and politician William Alexander was chosen as the firm's first President while Hyde ran its day-to-day affairs as Vice-President. The Equitable enterprise started well, selling 769 policies worth a total of more than US\$2.6 million in its first year of operation. Business boomed during the American Civil War, as the ravages of armed conflict impressed upon many the wisdom of insuring their lives. By the end of the War in 1865, the firm had \$27.6 million worth of coverage in hand.

Equitable began selling policies overseas almost immediately after the company was founded. It had an agent in Southeast Asia as early as 1860, and over the next two decades it established its presence in the Far East, in Europe, the Middle East, South America and Canada. The Society's business continued to skyrocket, and in 1886, Equitable surpassed the Mutual Life Insurance Company to become the largest life insurance company in the world.¹³

Henry Baldwin Hyde became the second President of Equitable Life Assurance Society of the United States. He was seen to have an obsession with his company and his buildings. Hyde referred to his appetite for lavish architectural grandeur as "building for glory". Personal and corporate aims were satisfied by the combination of the sensational advertising value of great height, the prestige conferred by elegant design, and the image – especially important to insurance and banking companies – of integrity, respectable wealth, civic idealism and community service. A feature that was of major importance to Hyde was the elevator. He was the first to have put passenger elevators in an office building, in the Equitable Building in New York.¹⁴

The Equitable Life Assurance Society was first established in Australia via agencies. A Sydney office was set up at the end of December 1883¹⁵ and in Melbourne by May 1884.

¹³ This history was obtained from the online history for Equitable Life assurance Society of the United States, www.fundinguniverse.com/company-histories/The-Equitable-Life-Assurance

¹⁴ R Carlyle Buley, *The Equitable Life Assurance Society of the United States 1859–1964*, p.312

¹⁵ *The Cyclopaedia of New South Wales*, p.587.



- 11 The Equitable Life Assurance Company's first Sydney office was located at the intersection of O'Connell and Hunter Streets. The building appears at the foreground left of this 1880s photograph looking along Pitt Street.

Source: MAAS Object No 85/1285-1019 – Henry King photograph.

2.5 The Sydney Equitable Building

In 1890, the Equitable Life Assurance Company was writing perhaps eight or nine million (US) dollars' worth of insurance annually in Australia and New Zealand. President Hyde decided to erect buildings in both Sydney and in Melbourne. The cost of the sites in both cities totalled £550,000.¹⁶

While architect Edward Raht had been sent to Australia to be in charge of the designs and construction, local architect John Reid was the clerk of works for the project.¹⁷ Documentation for the building was completed in July 1891 and the corner stone was laid by Hon Henry Mort, MLC, chairman of the local directors of Equitable Life, on 1 August 1892.¹⁸ *The Building and Engineering Journal of Australia and New Zealand* described the ceremony:

What is intended to be one of the chief architectural features of Sydney is the building at the corner of George-street and Chisholm-lane, which is being erected by the Equitable Life

¹⁶ Buley, p.473

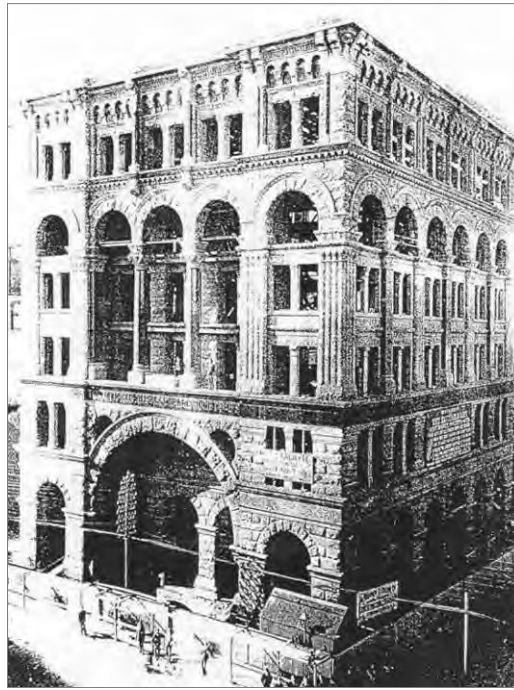
¹⁷ "Bank of Australasia", *Sydney Morning Herald*, 9 February 1904, p.4.

¹⁸ "The Equitable Life Assurance Society", *Daily Telegraph*, 2 August 1892, p.6.

Assurance Society of the United States of America. The ground was purchased about two years ago, and on Monday last the corner-stone of the structure was laid by the Hon. Henry Mort, M.L.C, the Chairman of the local directors of the Equitable Society ... The building will be a permanent and lasting monument to American enterprise and an ornament to our fair city.”¹⁹

The journal also reported on the progress of the building in glowing terms (refer to APPENDIX H for the full article). In the following extract the depth of construction is noted here as the depth of clearance of the sites, and therefore earlier remains of the early 19th century commercial buildings, would have been completely removed during the early stages of the building works:

Great care is being bestowed upon the execution of the work. In order to ascertain the solidity of the rock upon which the structure is being erected the architect had test holes drilled under all the walls and piers throughout to a depth of nearly 4ft. into the solid rock. The foundations are built in superior brickwork, laid in Portland cement, in such dimensions as will ensure an equal pressure upon the ground below under all piers and walls. The selection of the material and its treatment for the fronts can already at this period be pronounced as a most happy one, and we may congratulate ourselves upon having such superior building material within an easy reach of Sydney. The stone employed is trachyte, from Bowral, New South Wales.²⁰



- 12 The Equitable Building during construction, circa 1892 (left); the subject building near the completion of construction, circa 1894 (right).
Source for both images: Dymocks Archives, reproduced in Graham Brookes and Associates Report, October 1999, pp.12 and 13.

¹⁹ *Building and Engineering Journal*, August 6, 1892, p.54

²⁰ *Building and Engineering Journal*, August 1892, p.54

As originally designed, 350 George Street housed a variety of spaces that included a lower ground floor that was occupied in part by a restaurant and a basement, and what were variously described on the ground floor as “two magnificent banking chambers”²¹ or “four vast apartments, halls in fact, in the ground floor, on either side of the main hall and staircase” for “institutions requiring more palatial offices.”²² Planning was organised around a central atrium rising the full height of the building and containing stairs and two hydraulic lifts. Equitable occupied part of the first floor, while the remainder and the four upper levels were available for leasing. On the fifth floor was a “fine chamber with a lofty arched ceiling, which will serve for assemblies or for exhibitions ... Its dimensions are about 100 ft [30.48 metres] by 30 ft [9.15 metres]. This shape, and the large magnificent window towards the east, make the hall a most desirable one for almost any conceivable purpose.”²³ A caretaker occupied part of the sixth floor. The building also boasted its own telephone exchange and “an apparatus which has recently come into great use in America, whereby letters for mailing are conveyed through shoots [sic] from each floor, and collected in the main hall at regular hours.”²⁴

The building demonstrates a very early use of internal steel framing in conjunction with external load bearing walls. Prefabricated steel framing members manufactured by the Phoenix Steel Company in the USA were imported to Australia for assembly on the site. The structural steel columns and beams throughout were fire-proofed by encasing them inside terracotta or plaster cladding. The floor construction consists of flat arches built from hollow terracotta blocks spanning between the beams. Other imported materials used in the construction of the building include iron and marble from Belgium, marble from Italy, and red granite from Peterhead in Scotland.

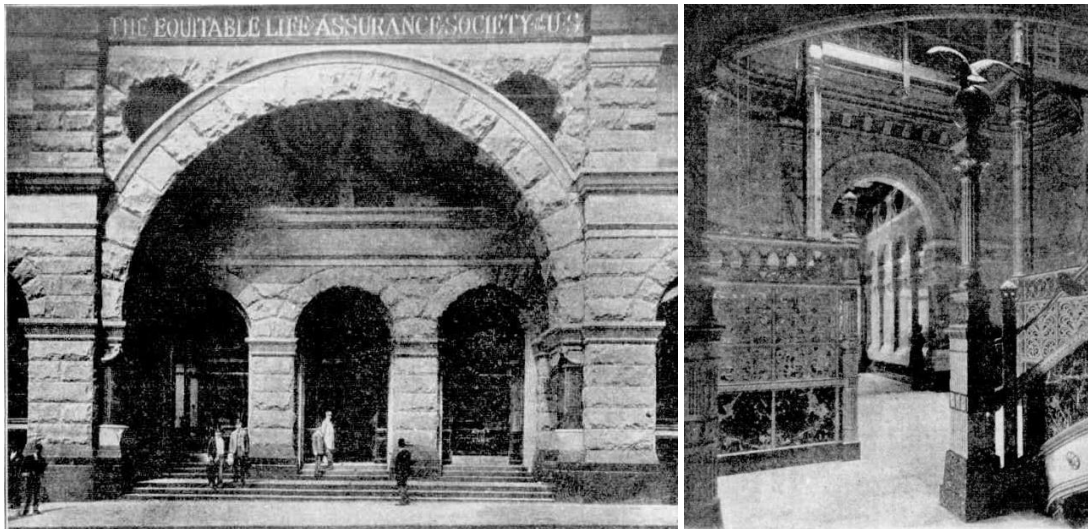
The building was “thrown open” to the public on 3 January 1895. It became the subject of an extensive if fulsome description, accompanied by photographs, in the *Australian Town and Country Journal* (refer to APPENDIX G). Photographs from the article are reproduced below and provide an idea of the building’s original interiors.

²¹ “Equitable Life Assurance Society of the US”, *Sydney Mail and New South Wales Advertiser*, 12 January 1895, p.70.

²² “The New Building of the Equitable Life Assurance Society of the United States”, *Australian Town and Country Journal*, 30 March 1895, p.32. The first tenant in one of these spaces was the United Australian Exploration Company; from 1897 to there were two tenants, the Union Steamship Co of New Zealand and the Oceanic Steamship Co. A branch of the Bank of New Zealand opened in 1900. During the first decade of the twentieth century the other three spaces were occupied by shipping lines, a sugar company and a tobacco merchant (*Sands Sydney and suburban directory*).

²³ “Equitable Life Assurance Society of the US”, *Sydney Mail and New South Wales Advertiser*, 12 January 1895, p.70.

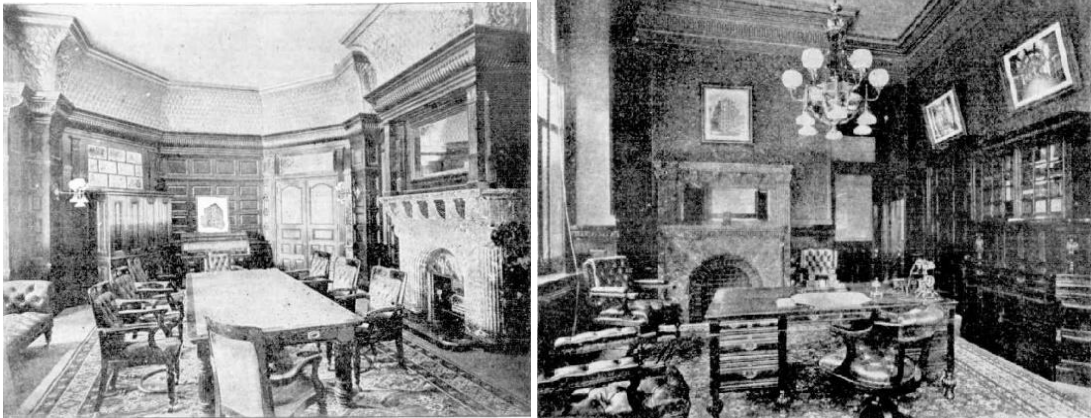
²⁴ “The Equitable Life Assurance Society’s Building”, *Daily Telegraph*, 11 March 1895, p.2.



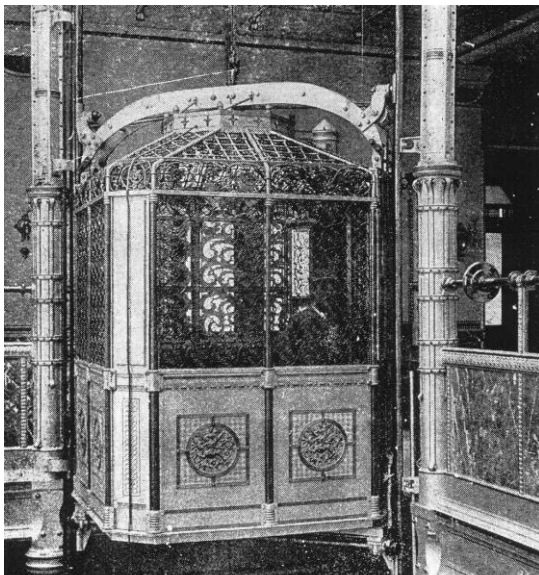
13 The principal entrance to the building (left); main hall and vestibule on the ground floor, looking towards George Street (right).
Source: Australian Town and Country Journal, 30 March 1895.



14 Main hall and staircase viewed from the vestibule (left); view into the atrium from Equitable Life's actuary's room on the first floor (right).
Source: Australian Town and Country Journal, 30 March 1895.



15 Equitable Life's board room (left) and managing director's room (right).
Source: Australian Town and Country Journal, 30 March 1895.



16

An early photograph of one of the two original open cage lifts located within the central atrium of the building. They were replaced in c.1950 by the two new electric lifts contained in a concrete shaft positioned at the north of the central space.

Source: Draft CMP by R. Howard & Associates, possibly from *Building and Engineering Journal and Builders' News*, July 6, 1895.

Edward Raht was interviewed during June 1893, while the building was under construction. He suggested the “ [t]he design is entirely new to Australia’ ... ‘ In fact, I think I may claim that it is original, and that there is not a similar building in the world.’ ”²⁵ In his speech at the official opening of the building on 3 January 1895, Raht expressed his pride in functional character of the building and particularly its fire-resistant capabilities.²⁶ The building was credited with being the first in Sydney to be constructed with external walls made entirely of the volcanic rock known as trachyte.²⁷ This was more commonly used as a decorative stone in combination with other materials and for kerbing. The trachyte came from the Bowral quarries south of Sydney owned by the building contractors Loveridge & Hudson, who were also contracted to work on the building.²⁸ It was amongst the very first buildings constructed in Sydney

²⁵ “Some New Buildings: an architect’s views”, *Sydney Morning Herald*, 8 June 1893, p.7.

²⁶ “The Architect’s Speech”, *Australian Town and Country Journal*, 12 January 1895, p.9.

²⁷ “Some New Buildings”, *Sydney Morning Herald*, 8 June 1893, p.7.

²⁸ SHI Form for 350 George Street.

incorporating an internal steel framework of columns and beams for the load-bearing purposes, rather than walls.²⁹

The Equitable Building was regarded by many as the most impressive commercial building in Sydney during the period from its completion in 1895 until the end of World War I. It was reported to offer a new standard in office accommodation and in 1905 an article published in 'Art and Architecture' magazine described the building as having "*probably the finest street facade in the Commonwealth*". In his essay *Building Purulia*, published in 1919, architect Hardy Wilson wrote that upon his return to Sydney from a lengthy study trip to England, Europe and the United States of America between 1905 and 1910, he noted that "The Equitable Building, which was designed by an American architect, was still the most spacious, the most massive, the most admired building in Sydney, just as it was when I was a boy."³⁰



- 17 The Sydney Equitable Building circa 1898. (Note the carefully positioned blocks of trachyte that are visible above the level of the cornice, which indicate the possibility of additional future storeys. The building to its left is on land then owned by Equitable.
Source: Art Gallery of NSW accession number 65.1982. Kerry & Co photograph.

²⁹ Primary beams are steel, secondary beams are wrought iron.

³⁰ Sydney Ure Smith and Bertram Stevens (editors), *Domestic Architecture in Australia*, Angus & Robertson, 1919



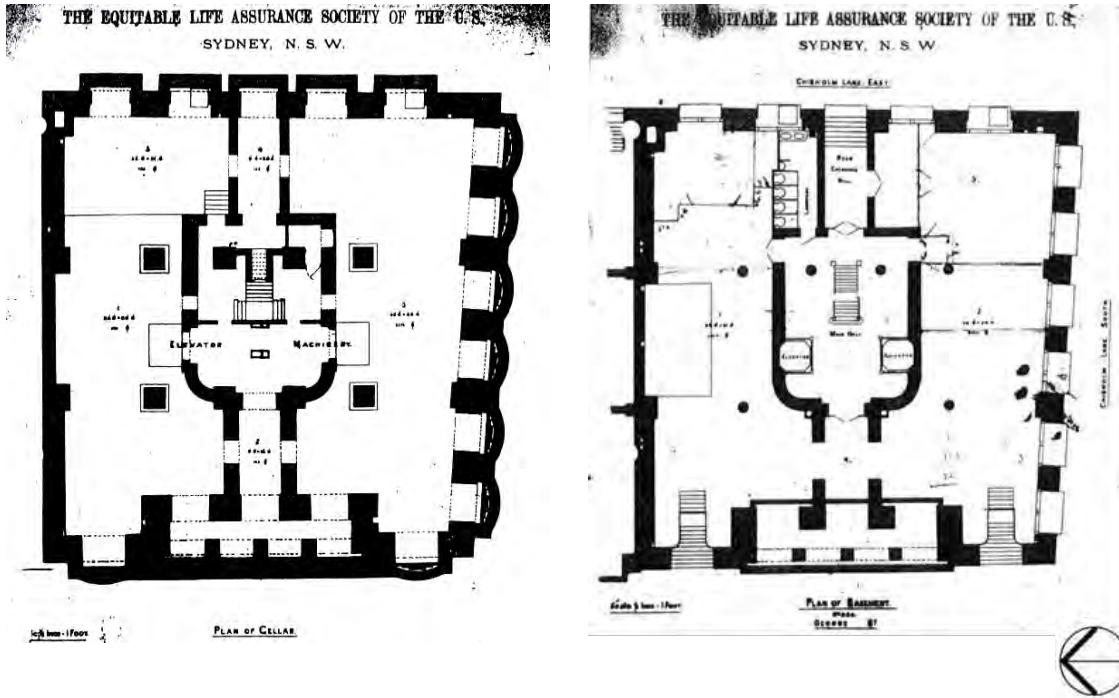
- 18 The Equitable Building decorated as part of the festivities in January 1901 accompanying the arrival of Governor General Lord Hopetoun in Sydney.
Source: SLNSW SPF 1901.

2.6 Early Floor Plans

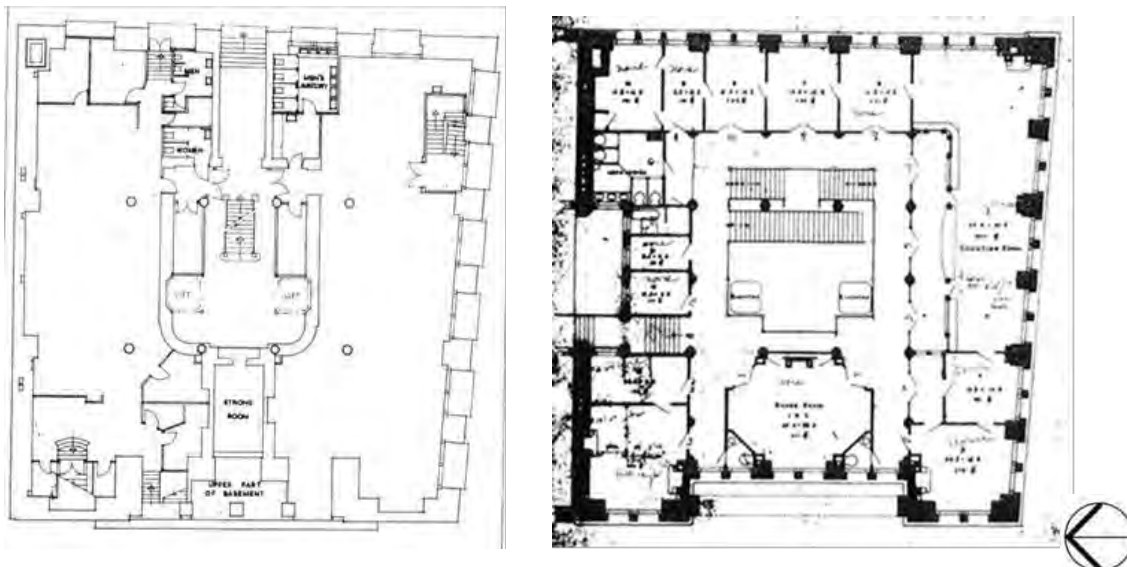
The early floor plans included in this section are believed to be either the original floor plans, or if not, then very early plans for the building. Apart from the lower ground floor plan, which names National Mutual Insurance as the owner, these plans date to the Equitable Life Assurance ownership of the building, from 1892 until 1923–24.

The historic floor plans include a cellar. The cellar is now identified as the Basement, and the then basement now as the Lower Ground Floor. Lower Ground floor plans are included here for the original owners, Equitable Life Assurance Society and the later owners, National Mutual. Ground floor plans were either not available or were not accessible. The building floor plans for Levels One, Two, Three, Four and Five are included on the following pages. They include the location of the fireplaces, most of which were removed during alterations carried out in 1949.

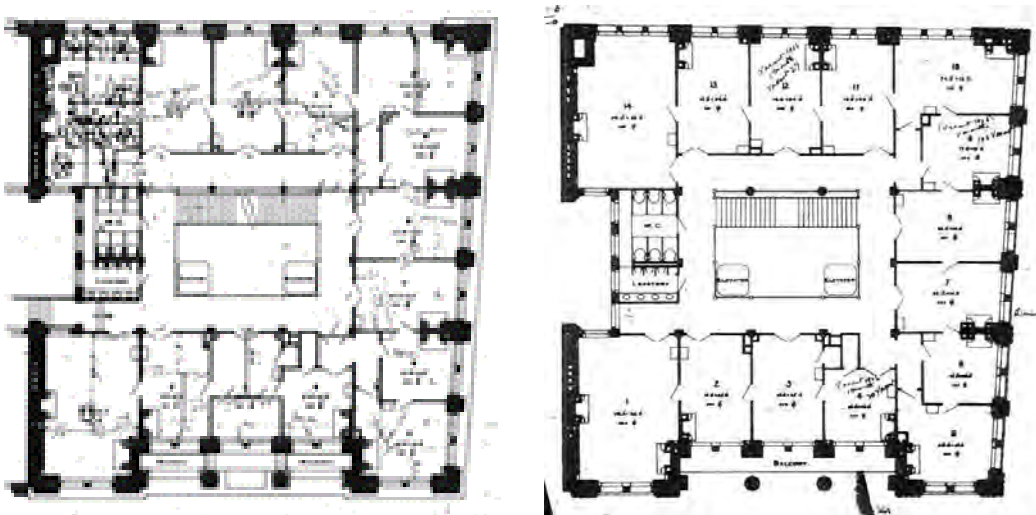
A comparison with the current floor plans for the building, show that the later alterations largely but not exclusively took place within the central atrium area of the building, the northern central area in the area of the exterior wall, and in the fire stairs to the south of the atrium. The alterations included removal and replacement of the original lifts, to be located in the services section in the northern section of the building and for access to the below ground levels. Changes to tenancy fit-out and central atrium partition work also took place. The grand staircase appears to be original and not subject to any changes.



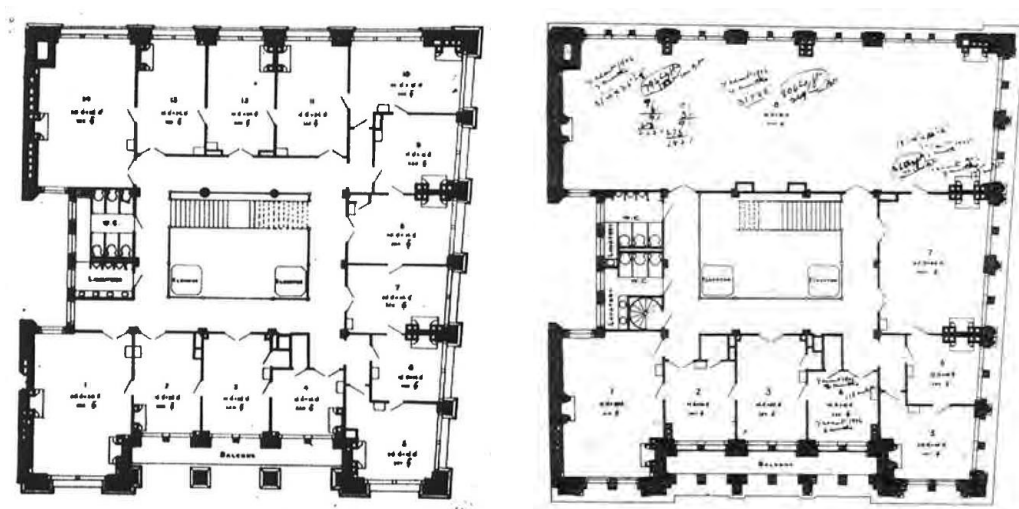
19 The original floor plan for the cellar, now called the Basement Level (left); original plan of the Lower Ground Floor (right).



20 Circa 1920s floor plan of the Lower Ground Floor, when National Mutual purchased the building (left); original floorplan of Level One, note the position of the Equitable Life Assurance Boardroom at the George Street front, and the 'Counting room' above the Angel Place elevation (right).



21 Original floorplan of Level Two (left); original floorplan of Level Three. Note the position of the tenants' partitions. Bottom, original floorplan of Level Four. (right)



22 Original floorplan of Level Four (left) and Level 5, with the ballroom or banquet hall simply identified as suite 8.

When the building was completed, Equitable Life Assurance had their offices on Level One. The floors above and below it were designed to be “divided into well-heated and well-ventilated offices for rental”.³¹ The building has therefore been tenanted since its initial construction. Tenants have been largely associated with banking and commerce. *Sands Sydney and suburban directory* first records addresses and tenants for the building in its 1896 edition, when it is called the “Equitable Building”. The Arthur Murray Dancing Studio occupied the basement during the 1950s and ran popular dance classes from there. A detailed search through the building tenancies was not completed as part of this CMP. However, one historical figure is known to have been a short-term tenant, not long after the building’s construction.

³¹ *Building and Engineering Journal of Australia and New Zealand*, August 6, 1892, p.54

The prominent Australian feminist and advocate for female suffrage, Maybanke Anderson (Wolstenholme) had an office on Level Three of the Equitable Building in the 1890s. From here she produced her fortnightly journal *The Woman's Voice* until 1896 and she ran the Womens' Federation League, the first organisation specifically formed to get women to take an active political role in the wider Federation campaign in NSW. According to the State Heritage Inventory database entry for the building:

...as women did not have the vote in NSW, the purpose of the League was to urge women to encourage their menfolk to support the federation cause and vote for federation in the referendum scheduled for 3 June 1898. To this end, Anderson printed a circular letter asking women to join the League, to form their own branches of the organisation in each centre of their district and to form small groups of canvassers in each electorate. She intended that the canvassers would visit outlying areas as part of a campaign to urge all men to secure their voter's right and record a vote on the day of the referendum. By early May, Maybanke Anderson had sent out from her office in the then Equitable Building copies of the circular letter to suburban mayoresses, about one hundred wives of country mayors and many other well-known women.

A year later, in the lead-up to the second federation referendum, two other women's leagues were formed, one in Sydney known as the Ladies' Federal League and one in the Riverina town of Hay. Neither of these appears to have had any connection with the League founded by Maybanke Anderson in 1898.³²

In 1895, Maybanke also had helped to set up the first free kindergarten at Woolloomooloo. She continued work with the Kindergarten Union of New South Wales and as secretary of the Playgrounds Association of New South Wales until the 1920s. Around 1898 she sold Maybanke College, the former residence and school she had established in Marrickville and was for a time registrar at the Teachers' Central Registry in George Street.³³

A number of prominent architects occupied space in the building during the first decade of its existence. They included Herbert Ross, Maurice B Halligan and the firm of Slatyer & Cosh.³⁴

2.7 Changes to the Building

Changes to the building were initially planned as early as circa 1900, however were not undertaken. Drawings were prepared at that time, which show the Equitable Life Assurance Society was contemplating an extension to the building by the addition of three more storeys. Adding extra storeys to existing structures as the need arose was a common practice.

³² SHI Database No. 5045334

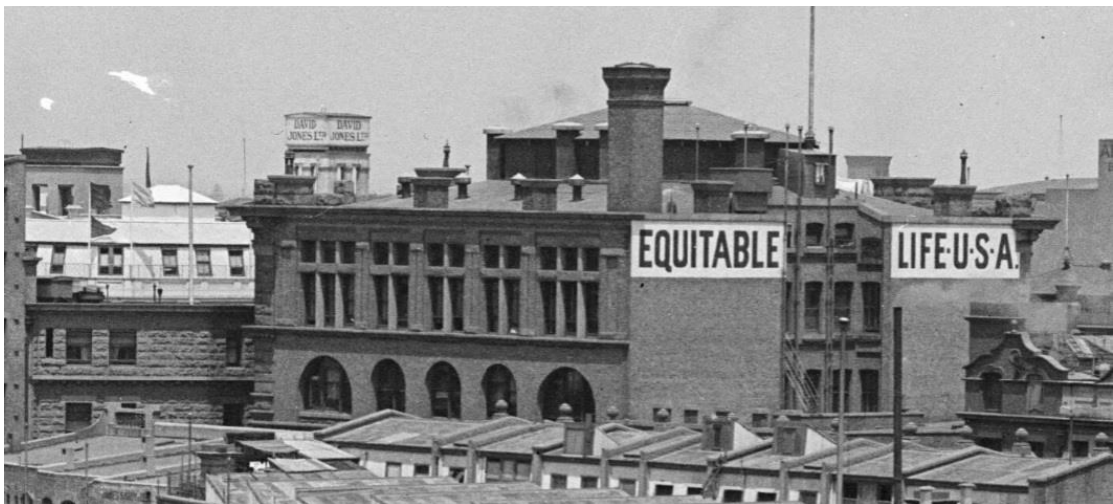
³³ Beverley Kingston, 'Anderson, Maybanke Susannah (1845–1927)', Australian Dictionary of Biography, National Centre of Biography, Australian National University, <http://adb.anu.edu.au/biography/anderson-maybanke-susannah-5018/text8347>, published first in hardcopy 1979, accessed online 2 April 2020.

³⁴ *Sands Sydney and suburban directory*.



23 Elevations describing the addition of three floors to the building, circa 1900. At left, the George Street elevation, right, the southern elevation to Angel Place (identified as Chisholm Lane South on the plan).

Source: tbc



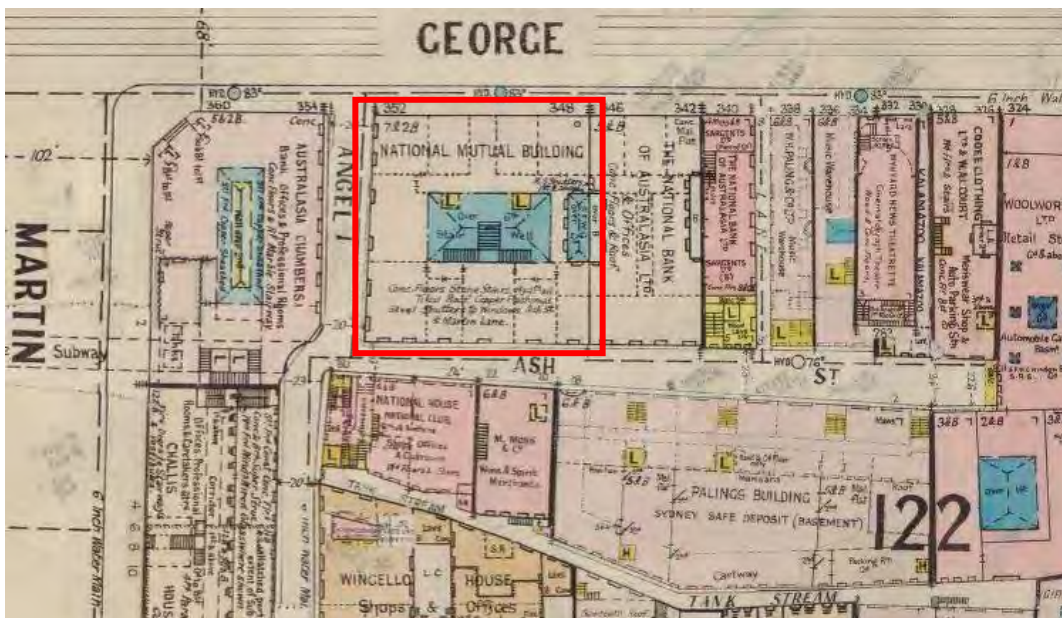
24 Detail from a photograph taken in 1911 showing the upper section of the Equitable Building's eastern and northern elevations, and roof structures.

Source: National Library of Australia PIC/15611/17134 LOC Cold store PIC/15611 Fairfax archive of glass plate negatives.



25 Circa 1930 photograph looking south along Ash Street. The rear of 350 George Street can be seen at right.

Source: SLNSW PXE 789 (v.14) – Hood collection.



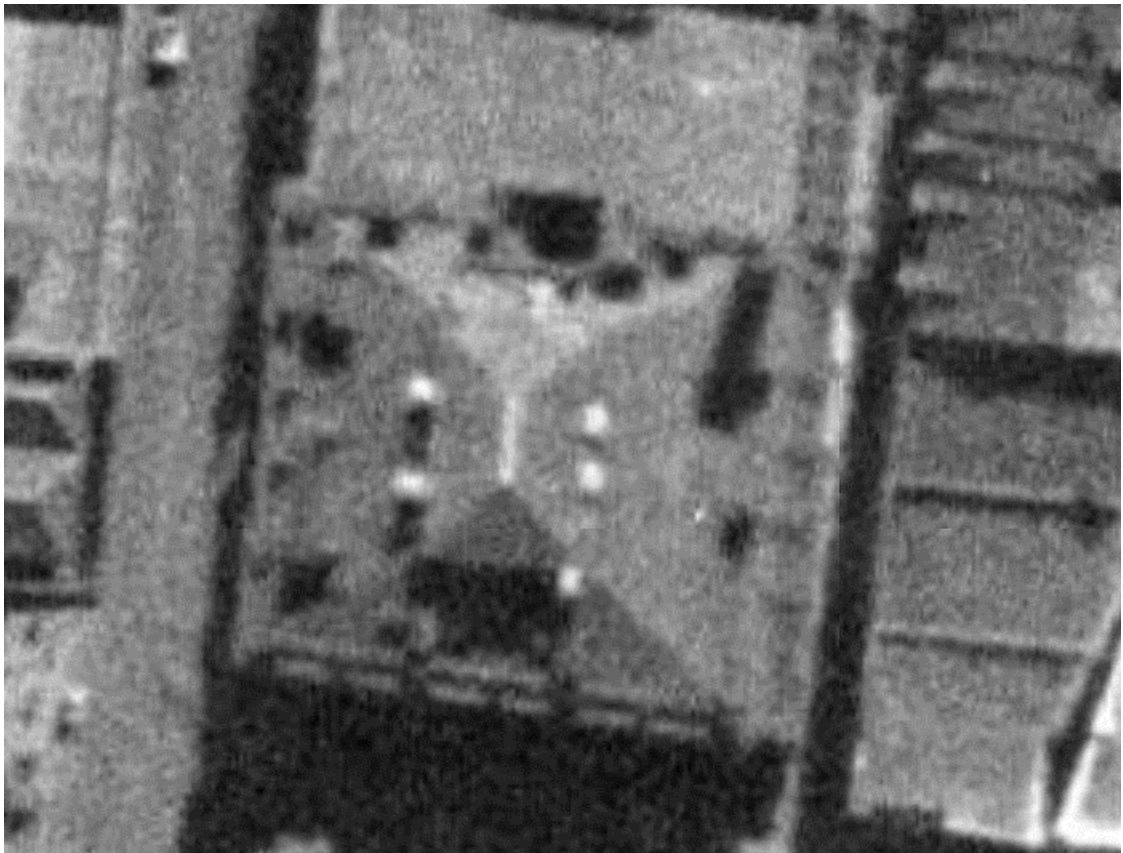
26 Plan of the subject site and surrounding area, circa 1939.

Source: City of Sydney Archives Plans of Sydney (Fire Underwriters), 1917-1939: Blocks 122, 130.





27 A 1936 photograph of the entrances to 348–352 George Street when the building was known as the National Mutual Building. The northern side with stairs to the lower ground floor accommodated a branch of the Rural Bank at the time.
Source: State Library of NSW, – Home and Away – No. 23229



28 The 1943 aerial of Sydney city shows the earlier roofline of the subject site. The roof was modified during the first half of the 1970s.
Source: Department of Lands Spatial Information Exchange (SIX) 1943 aerial) photograph.



2.8 Owners and Occupants

In March 1923 the National Mutual Life Association of Australasia Limited took over the business and assets of Equitable Life for a considerable sum of money for the time - about £850,000. Equitable Life had stopped writing new business in Australia around 1908 – “[t]he cessation was made more or less necessary owing to legislation in the United States placing a statutory limitation upon the financial activities of American institutions of the kind.”³⁵ The transfer of title of 350 George Street took place a little earlier – on 2 January 1923. The transfer of title to the adjoining property to the north also took place that day. National Mutual subsequently sold it to the Bank of Australasia the following November.³⁶ It was occupied by Nicholson’s music warehouse and Cole’s Book Arcade.

The building remained the property of National Mutual until 1982, when it was sold to George Angel Investments, which in turn sold it to Leighton Properties in 1984. The Leighton Contractors Public Relations booklet contains the following information pertaining to the 1980s fit-out that they undertook on the building:

The marble works necessitated an old quarry in Belgium to be re-opened in order to match marble removed from this quarry for the building when it was originally constructed 90 years earlier. It was also necessary to re-create a leadlight ceiling at the top of the atrium. The original work was lost by the previous building owners when it was put into storage, for fear of damage, during World War II.³⁷

The restoration work undertaken on the building in the 1980s by Leighton Contractors was honoured by the Building Owners and Managers Association of Australia, NSW Division in an award presented in November 1989. This award is mounted on the marble lobby walls of the building, below the plaque commemorating the ‘re’-opening of the building in 1986 as Société Générale House.



29 Left, the commemorative and award plaques. Right, their location in the marble clad building lobby at the George Street entrance.

³⁵ “Big Insurance Deal”, *Daily Telegraph*, 7 March 1923, p.10.

³⁶ Certificates of Title Volume 1114 Folio 57 and Volume 1114 Folio 58.

³⁷ Undated Leighton Booklet, page for 350–352 George Street, Sydney New South Wales

The Australian National University then purchased the property in 1986. It was leased to Société Générale Australia, which vacated the building in January 1990 and sublet it to a range of tenants. From 2002 the building's next owner was Kador Group Holdings Pty Ltd. It was then acquired by Abwill in 2010, which subsequently undertook a program of works throughout the building. 350 George Street was converted to Strata Title in 2013. In 2019 the building received the NSW Chapter of the Australian Institute of Architects' Enduring Architecture award.

Extensive refurbishments were carried out in the 1950s and the 1980s to the building. The recorded changes to the building are summarised in the following chronology.

Chronology of changes to 350 George Street

c.1905	The hydraulic mechanism for the original open cage lifts was replaced by electric power.
1923	National Mutual Life Association purchased the building from Equitable Life. National Mutual occupied the building in December 1924.
	Development application received at Sydney City Council from John Reid & Son for a Store Room in the basement.
1940s	During World War II, the glass ceiling above the central atrium was taken down, packed in boxes, and stored in the basement of the building. Parts of the basement were reportedly converted for use as an air raid shelter at the same time. A building application for the removal of the air raid shelter was lodged in July 1945 by architect MVE Woodforde (BA 337/45).
1949	The National Mutual commissioned MVE Woodforde to design and document alterations to the fit-out of the building. This was the commencement of a period of building modifications that continued until about 1960.
	The 1949 documentation records that the reception room on Level Five had previously been divided into several rooms separated by full height terracotta partitions. Alterations documented in 1949 and subsequently implemented included: <ul style="list-style-type: none"> • Construction of a mezzanine floor over the eastern end of the Ground Floor; • Removal of the free-standing flyover to the Ground Floor; • Modifications to the toilets on each floor; • Construction of an executive suite and boardroom on Level One; • Construction of a new staircase connecting Ground Floor to Basement and Cellar area; • Alterations to stairwell partitions on Level One including removal of terracotta arches; • Alterations to the Basement and Cellar including removal of hydraulic service lifts between Cellar and Ground Floor; • Removal of the original open cage lift cars from within the atrium space and installation of new electric lifts within a new reinforced concrete shaft positioned in the central well (1950s); • Removal of the hydraulically-operated bronze doors on either side of the main Ground Floor entrance; • Introduction of a new stair connecting Level Five to the attic, and alterations to the partitioning on the attic floor; • Removal of most of the gas fireplaces on each floor.
1975	The building was classified by the National Trust of Australia.
1978	The National Mutual Life Association vacated the building which then remained vacant until after 1982.

1980	The National Mutual Life Association of Australia authorised Kann Finch & Partners to submit on its behalf a development application to Sydney City Council for redevelopment of the site.
1981	Gazettal of Interim Conservation Order (no.159) for the purpose of controlling demolition or alteration. Heritage Council Branch Manager's Report No. 276/81 of 28 July 1981 noted at that time the panelled timber partitions along each floor around the atrium.
	Proposal by LeRoy Fashion Group Limited (of Melbourne) to convert the existing office building to a retail complex and incorporate rear bridge to Ash Street neighbouring building. Report by Hugh Fraser, specialist architect undertaken. Intended purchase by LeRoy Group abandoned.
1982	The building was purchased by George Angel Investments Pty Ltd.
1982	Building became the subject of a Permanent Conservation Order made by NSW Minister for Planning (Eric Bedford).
	Decision made not to reconstruct and reinstate two birdcage lifts to central atrium. (Heritage Council Correspondence 20.8.1982)
1984	Leighton Properties purchased the building in 1984 (SMH, 6.10.1989 article by Andrea Dixon 'ANU to sell Societe Generale House').
1982 – 1984	Major renovations of the entire building took place in the early 1980s. The work carried out by Leighton Contractors to designs prepared by architects Kann, Finch and Partners Pty Limited included: <ul style="list-style-type: none"> • Demolition of existing lifts; • Insertion of two new reinforced concrete cores on either side of the central atrium to accommodate new lifts and fire stairs; • General refurbishment of all office areas involving installation of numerous new partitions and false plaster ceilings; • Construction of new toilets and wet areas on each of the typical office levels; • Reconstruction of the leadlight ceiling above the central atrium; • Construction of a new mansard-type roof above the original roof structure; • Upgrading of all services throughout the building including mechanical, electrical and hydraulic, introduction of a new air-conditioning system and associated plant equipment; • Reconstruction of the main front entrance doors and partial reconstruction of the vestibule space on the Ground Floor; • Installation of new light fittings throughout including reconstruction of some early luminaires; • Reinstatement of the former banquet hall space on Level Five (The Ballroom); • Some repairs to early marble finishes, joinery and decorative plasterwork
1984	The building was used as the headquarters of Soci�t� Generale Australia Limited from 1984 until 1999 when they moved out.
1986	The Australian National University became the registered proprietors of the building when they purchased it from Leighton Properties.
1988	An application to erect a glazed canopy over the bookshop entrance (designed by Larcombe Swalwell was refused by the Heritage Council of NSW.
	A scheme was proposed to construct a 1-bay mezzanine at the northern end of the former Ballroom on Level Five.

1999	NSW Heritage Council approved a proposal by Amstal Properties Pty Ltd for a commercial strata subdivision of the premises.
2002	350 George Street was purchased from the Australian National University by Kador Group Holdings Pty Ltd.
	Replacement of the two tenant directory boards in the front entrance vestibule.
	Installation of new wall-mounted light fittings in the main stairwell area between Ground Floor and Level One.
2004	Replacement of glass in timber framed windows to building façade.
2005	Amenities refurbishment including toilets and kitchen areas. Upgrade to energy efficient lighting, water efficient taps and toilets.
	Within tenancies – Renewal of ceiling tiles and grid, replacement of troffer lights with more energy efficient lights, repaint walls, replace carpet with ecologically friendly carpet tiles.
2007	Re-paint atrium walls and timberwork throughout building.
2008	Atrium Leadlight
	Refurbishment of leadlight panels, re-illumination with LED lights. Upgrade to maintenance access system.
2009	Strengthening of glazed atrium ceiling?
	Internal repainting of the Level Five ballroom (Suite 5.03, the former banquet hall)
	Refurbish ballroom including re-paint walls, ceiling and timberwork and new carpet.
	Replacement of pavement light grid and glass blocks on George Street elevation.
2010	Lift upgrade including controls and lift interior.
	Replacement of pavement light glass blocks to Ash Street elevation by City of Sydney.
	The building was acquired by Abwill
2011-12	Works were undertaken in parallel with to converting the building to strata title. Externally they included: <ul style="list-style-type: none"> - New escape doors in an existing window opening in the lower ground floor section of the Angel Place façade, which accompanies the reconfiguration of the existing internal fire escape stair in this section of the building; - Reinstatement of other windows in the lower ground floor section of the Angel Place façade by the removal of opaque linings in front of the windows and installation of clear protective linings; - Careful introduction of new fabric to balcony balustrades to achieve BCA compliance; - New doors in existing openings in the lower ground floor section of the Ash Street elevation; - Removal of a glass wall on the sixth floor of the building and construction of a new glazed wall on the western side of occupancy units. An open terrace s to be provided for each unit. <p>Internal works include the following:</p> <ul style="list-style-type: none"> - Strata subdivision of the entire building interior; - Basement: demolition of later walls on the northern and southern sides of the basement, and reconfiguration of openings to the southern stair, basement floor plan.

- Lower Ground Floor: demolition of stair in the south eastern corner of the lower ground floor; reconfiguration of egress from the southern escape stair to Angel Place; new stairs giving access to Ash Street; formation of an accessible entry and installation of one wheelchair platform; and a stair to give the south western strata unit direct access to George Street;
- Reinstating early atrium door openings on the eastern and western sides of the first, second, third and fourth floors, and the western side of the fifth floor;
- Demolition of lavatory facilities on the southern side of the fourth floor and refurbishment of the space to accommodate a strata unit; and refitting of the kitchenette on the northern side of this floor to accommodate a female lavatory.

2013 350 George Street was converted to Strata Title. It was registered on 18 March.

2019 350 George Street won the NSW Chapter of the Australian Institute of Architects' Enduring Architecture Award.

2.9 Historical Themes

Historical themes, as set out by the Heritage Council of New South Wales in 2001, provide a context within which the cultural and heritage significance of an item can be understood, assessed and compared. The historical theme of Commerce applies to the subject site. The table below illustrates this definition.

Australian Theme	NSW Theme	Notes
3 Developing local, regional and national economies	Commerce	Activities relating to buying, selling and exchanging goods and services. 350 George Street, while not a bank or shop was built as the offices and showpiece of a Life Insurance Company and has been continuously tenanted by different businesses.
8 Developing Australia's cultural life	Creative endeavour	Activities associated with the production and performance of literary, artistic, architectural and other imaginative, interpretive or inventive works. 350 George Street is an outstanding and seminal example of Federation Romanesque style architecture and has retained interior spaces and fabric of exceptional quality and character.
9 Marking the phases of life	Persons	Activities of, and associations with, identifiable individuals, families and communal groups. 350 George Street is associated with architect Edward Raht.

3 ANALYSIS OF PHYSICAL EVIDENCE

3.1 Introduction

This section of the Conservation Management Plan analyses the contribution that the setting, architectural design, fabric, and degree of integrity of the building make to an understanding of its cultural significance.

Despite the passage of time, 350 George Street has continued to provide prestige commercial office space in the Sydney CBD contributing to the commercial precinct centred around Martin Place. The exterior of the building remains substantially intact, and the works undertaken in 2011-12 regained the building's presentation to Angel Place, and Ash Street. Major internal alterations in the 1980s removed significant internal fabric and reconfigured the spaces adjacent to the Atrium. However, the interior of the building retains its essential character and a high degree of integrity.

All site inspections and site photography contained in this Section of the Conservation Management Plan were undertaken by TKD Architects in April and May 2020.

3.2 Urban Context, Setting, Views and Vistas

The subject site is orientated to the west, with the principal elevation fronting George Street, the north boundary adjoining the former National Bank of Australasia Ltd. Building, and the southern boundary bordered by Angel Place. At the rear of the building is the Ash Street cul-de-sac that intersects Angel Place. These streets bear a high volume of foot traffic due to their central city location and the close proximity to the Merivale Complex on Angel Place, the City Plan Recital Hall, and Martin Place.

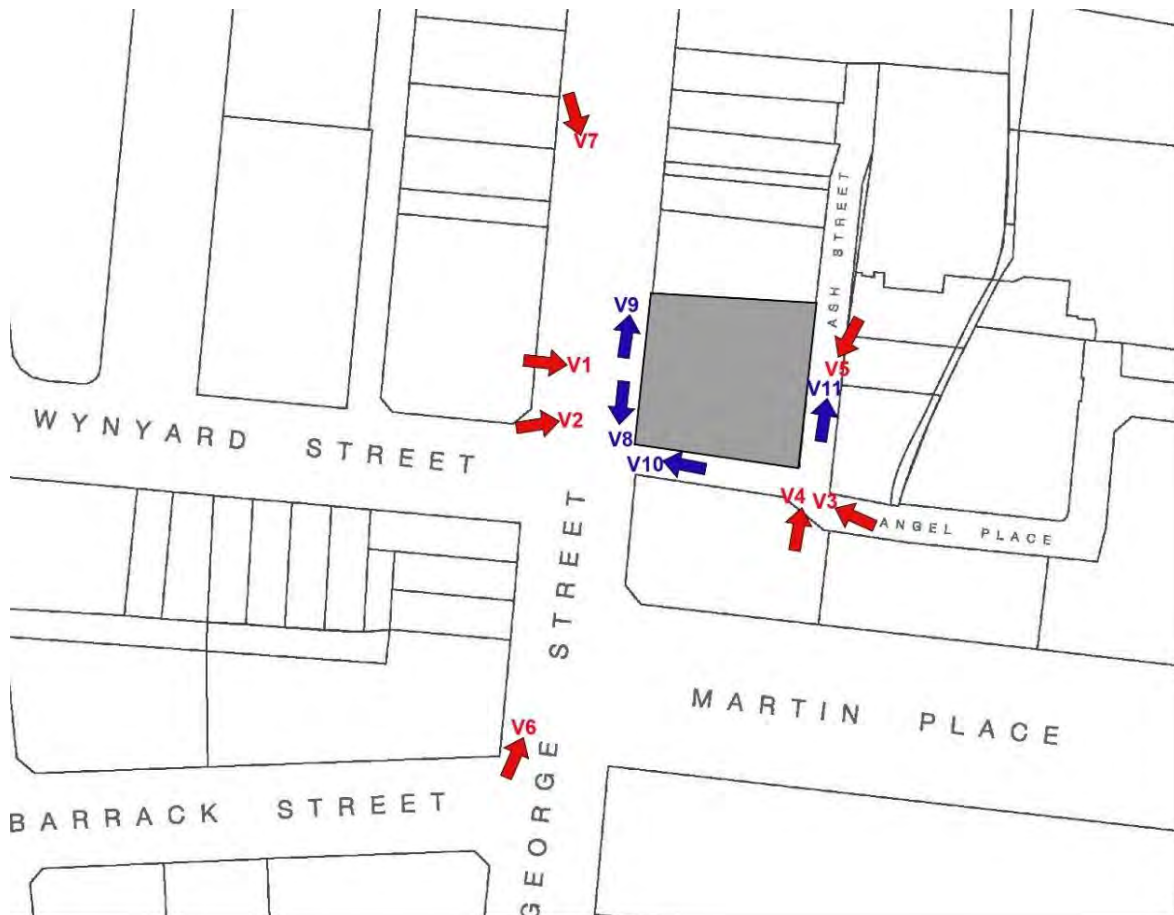
350 George Street makes a significant contribution to the City of Sydney's Martin Place Special Character Area, as a prominent example of the adjacent nineteenth and twentieth century group of buildings dedicated to banking and financial enterprise. The building's architectural style features rusticated masonry facades across six floors and a mansard-style roof to emphasise the dominating vertical form that is representative of the designated function as a public institution. Surrounding laneway thoroughfares such as Angel Place and Ash Street serve as surviving physical evidence of the late nineteenth and early twentieth century city planning principles, and eventual transition to pedestrianisation of Martin Place. 350 George Street maintains a visual relationship with The Former Bank of Australasia building located at 354-360 George Street, also designed by Edward Raht in 1904, and a relationship with the surrounding historic context on George Street and Martin Place.

The historic buildings in close vicinity to 350 George Street generally date to the period between 1874 and 1925, 350 George Street was constructed between 1892 and 1895. The adjacent building (340-346 George Street) was constructed between 1920 and 1925 for the Commercial Banking Company (CBC) and subsequently was known as the National Bank of Australasia Limited. Construction of a new building for the Bank of NSW (now Westpac) at 341 George Street took place between 1927 and 1932. The GPO situated at 1 Martin Place, is located south of the subject site, and was constructed between 1874 and 1942. Immediately to the north of the subject site, the streetscape changes to contemporary office buildings.

The main views and vistas of 350 George Street include:

- Views along the principal George Street thoroughfare along the north and south axes;
- Views from Wynyard Street;
- View from the intersection of Barrack Street, and George Street, and
- Views within Ash Street and Angel Place

The building's primary presentation to George Street represents its contribution to the George Street/Martin Place commercial streetscape. The backdrop of the building in Angel Place and Ash Street contributes to the fine grain of these laneway precincts.



30 Significant views. Plan highlights significant views to the building in red, whilst significant views from the building are in blue. Not to scale.
Source: TKD Architects, 2020.





V1 Principal Elevation, George Street.



V2 Intersection of George Street, Angel Place, and Wynyard Street.



V3 Intersection of Angel Place and Ash Street.

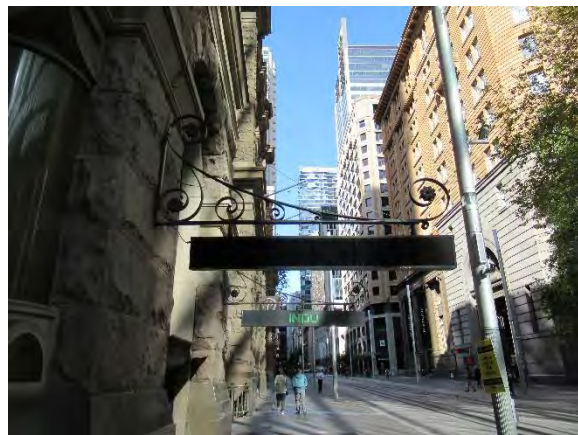
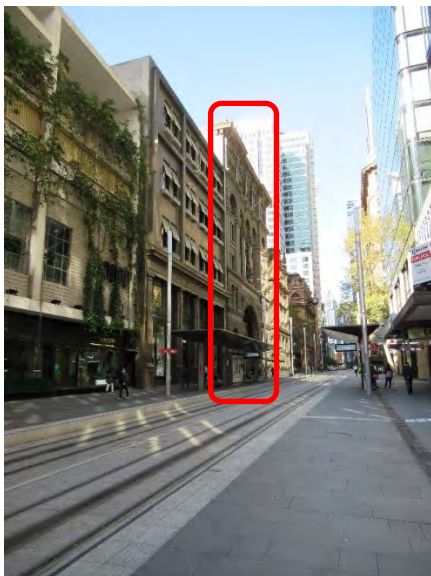


V4 View from Angel Place looking north to Ash Street, 350 George Street at left.



V5 View to intersection of Ash Street and Angel Place, 350 George Street at right.

V6 350 George Street legible from intersection of Barrack Street and Martin Place.

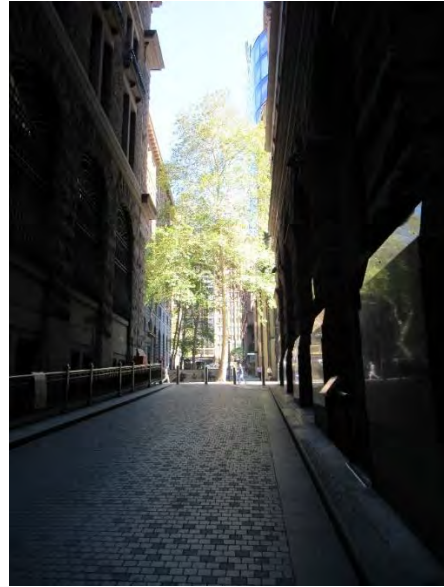


V7 View to 350 George Street; north George Street.

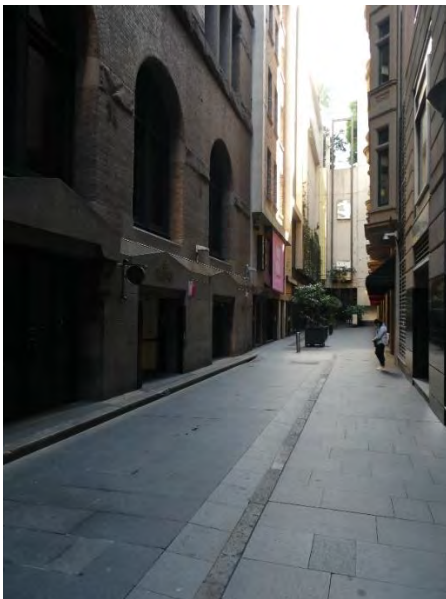
V8 View to south George Street.



V9 View to North George Street from 350 George Street.



V10 View to George Street from Angel Place, 350 George Street at right.



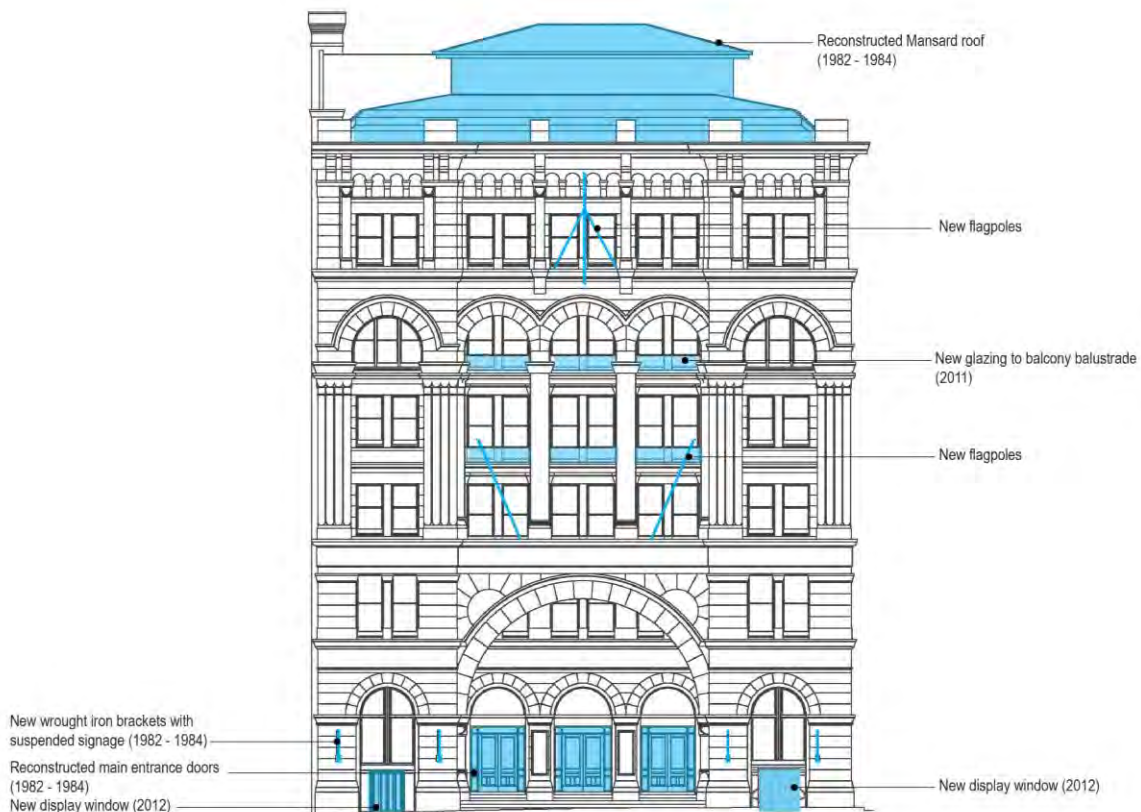
V11 View into Ash Street cul-de-sac;
350 George Street at left

3.3 Exterior

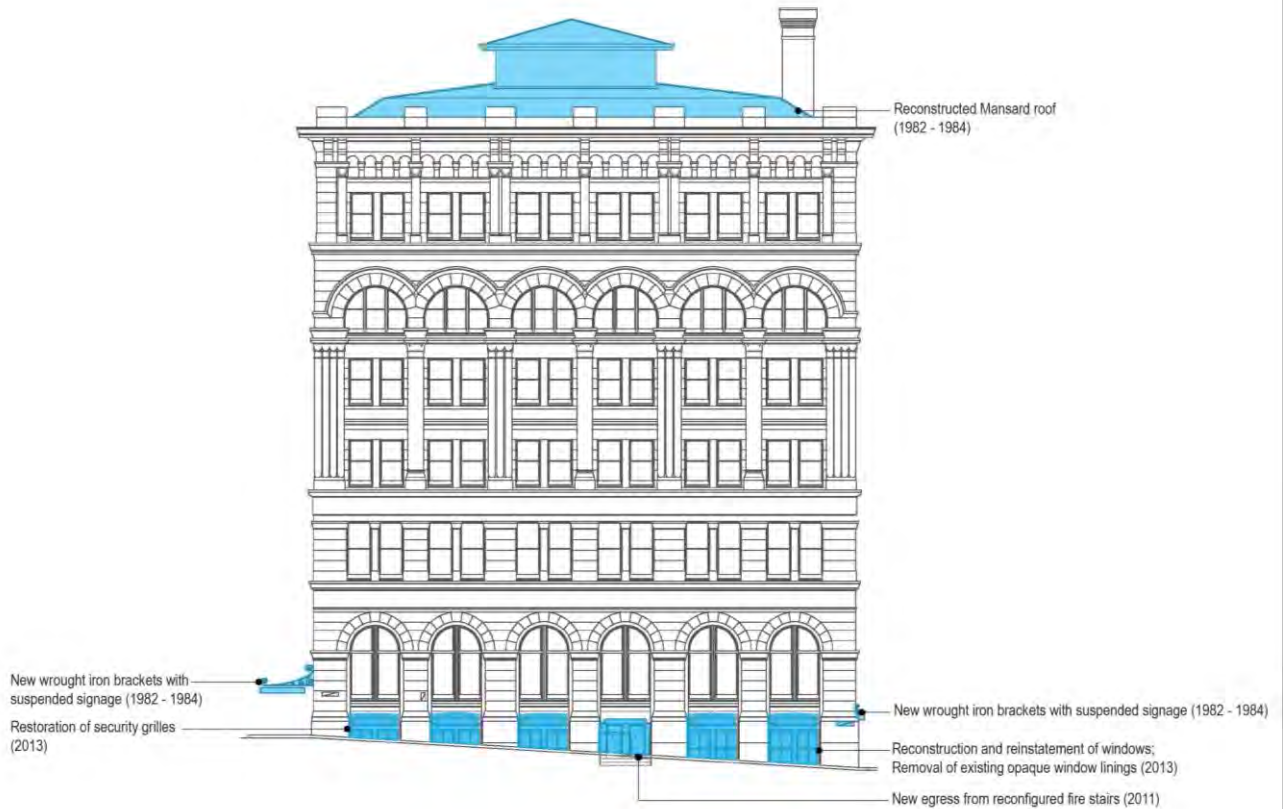
The building, designed in the Federation Romanesque style, has a facade of Bowral trachyte, mostly in the form of heavily rusticated rock-faced blocks. The central windows and entrance doors to George Street are in a secondary facade set back behind the giant arches and columns of the street facade, an effect unique to this building. The recessed facade has balconies on the second, third and fourth floors, positioned behind polished Romanesque columns. Three building entrances to the Ground Floor commercial lobby and the two separate tenancies, are situated under the central arch along with former entrances to the Lower Ground Floor to the north and south of the main entrances. The main George Street entrances are accessed via wide, trachyte steps. A hydraulically operated security door once rose from the Lower Ground Floor to secure the three entrances. The large bronze centrepiece statue known as 'Protection', is situated above the grand entrance arch, and was sculpted by Viktor Tilgner.

A simplified iteration of the principal elevation's rusticated carved stonework is found along the southern elevation on Angel Place. At street level, metal railings protect the Lower Ground Floor windows, and glass pavement lights provide natural light into the Lower Ground Floor. The Ash Street façade features unadorned, light coloured face brick masonry, with a trachyte base of the Lower Ground Floor level. Access to the Lower Ground Floor level and Basement is provided through two separate entries at the rear of the building. The 2012 conservation and adaptation works reinstated the fenestration details of this facade as well as establishing equitable access into the building.

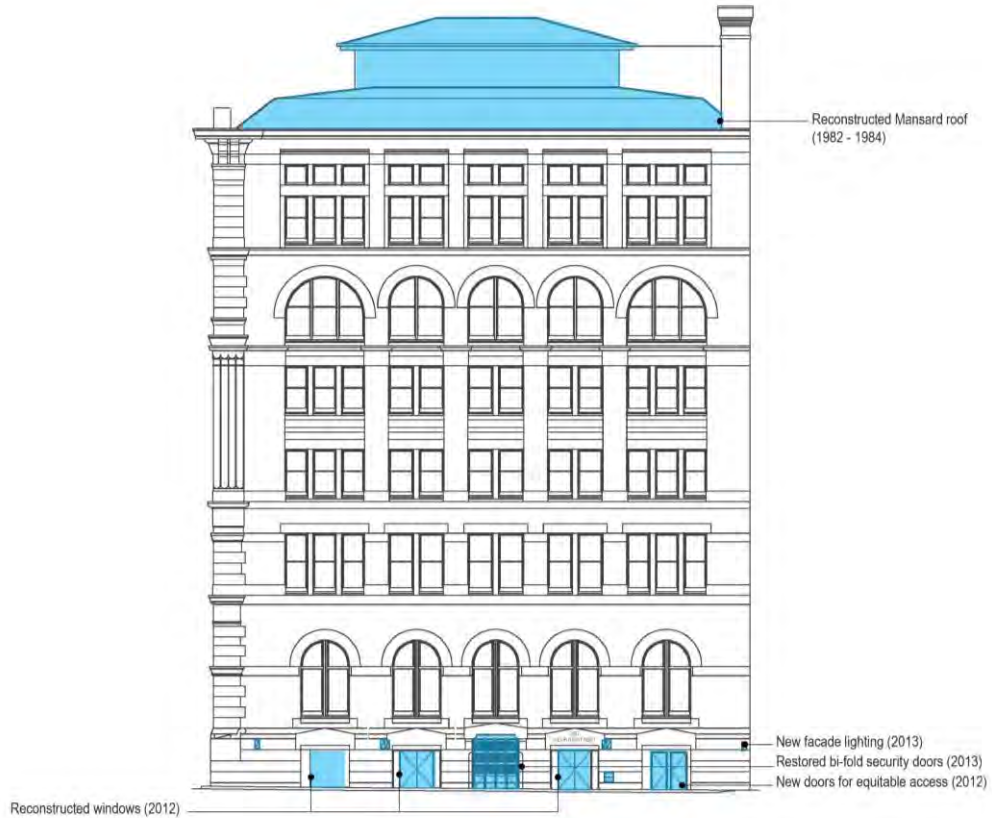
Other works undertaken in 2012 included new escape doors incorporated into an existing window opening in the Lower Ground Floor section of the Angel Place façade, in conjunction with the reconfiguration of the existing internal fire escape stair. Glazed panels were added behind the wrought iron balustrades on the George Street facade to achieve BCA compliance.



31 Level of integrity and changed elements on the George Street elevation. Not to scale.
Source: TKD Architects, 2020.



32 Level of integrity and changed elements on the Angel Place elevation. Not to scale. Source: TKD Architects, 2020.



33 Level of integrity and changed elements on the Ash Street elevation. Not to scale. Source: TKD Architects, 2020.



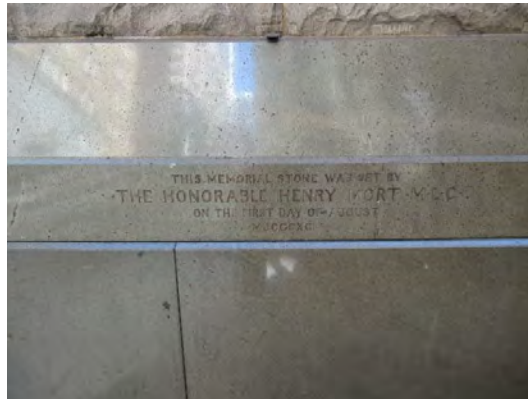
34 Building information plaque installed on George Street elevation.



35 New display window incorporated within existing window on George Street.



36 Non-original external scrollwork signage metal bracket with suspended signage attached to masonry stone piers on George Street.



37 Foundation stone, intersection of George Street, and Angel Place. It states: *"This memorial stone was set by the Honorable Henry Mort MLC on the first day of August MDCCCXC11 (1892).*



38 Original protective railing and glass pavement lights, Angel Place.



39 Entrance to restaurant tenancy, Ash Street.



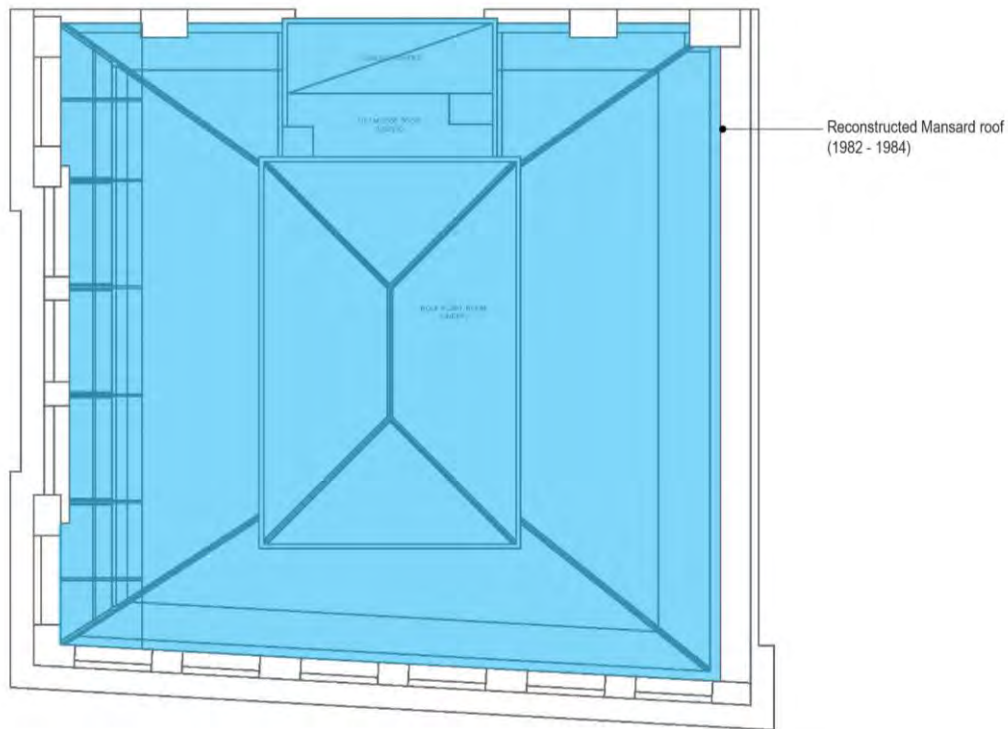
40 Ash Street elevation



41 Bronze 'Protection' centrepiece statue.
Source:
<https://www.350george.com.au/index.html>
accessed 22-05-2020

3.3.1 Roof

Historic documentation reveals that the original roof form was modified during the 1970s, while a new mansard-style structure was constructed over the earlier roof, as part of the 1980s works. During this period, the existing central atrium leadlight ceiling (recreated post WWII) was also removed, and reconstructed using internally lit, stained glass. Site inspection confirms that the mansard form with metal deck roofing, and glass ceiling has remained intact.



42 Level of integrity and changed elements in the Basement. Not to scale.
Source: TKD Architects, 2020



3.4 Interior

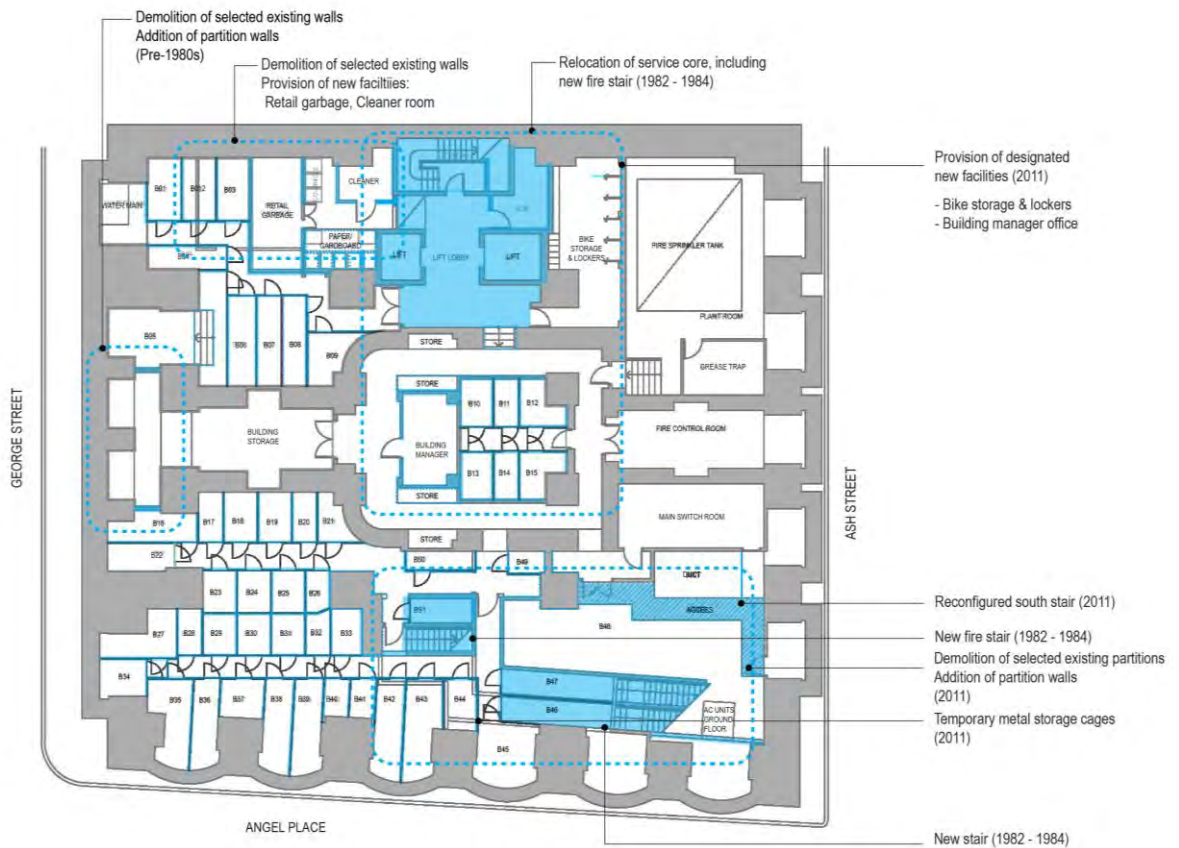
Internally, the building has a full height atrium around which are the main stair and lobbies, constructed from slabs of marble supported directly off steel frames and serving as both floors and ceilings. The atrium has a decorative ceiling of cathedral glass, and the atrium is lined with marble facings and decorative bronze work. The office tenancies are accessed from the perimeter galleries. This fundamental form of the interior remains unchanged despite the modifications undertaken in the 1980s when the lifts were removed and new lifts, stairs and toilets were introduced. The recent refurbishment works have retained the fundamental form and function of the interiors. The following sections provide detailed descriptions of original and newer building fabric at each level.

3.4.1 Basement

The Basement generally retains a high level of integrity evident through the spatial configuration, and original fabric of painted masonry and concrete floors. Changes since the period of construction have been incremental and have not obscured the legibility, and understanding of the original design.

Currently, the majority of Basement floor space is subdivided with storage cages. Other spaces include those for: Bike Storage & Lockers, Plant Toom, Grease Trap, Fire Control Room, Main Switch Room, Building Manager Office, Cool Room, Retail Garbage.

Demolition of late 20th century walls on the northern and southern sides of the basement took place in 2011, in addition to the reconfiguration of the south fire egress stair. However, the four original square masonry pillars flanking the central core remains legible. Structural masonry piers and relieving arches can also be seen in secondary spaces such as the present Fire Control Room. Original glazed, tiled light wells are evident in the far south-eastern corner alcove, adjacent to Angel Place.

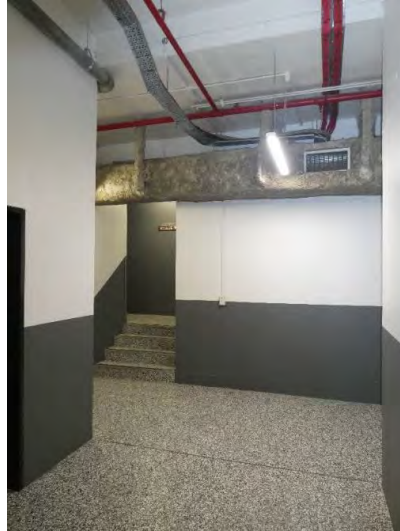


43 Level of integrity and changed elements in the Basement. Not to scale.
Source: TKD Architects, 2020.





44 Retail garbage room.



45 Basement corridor.



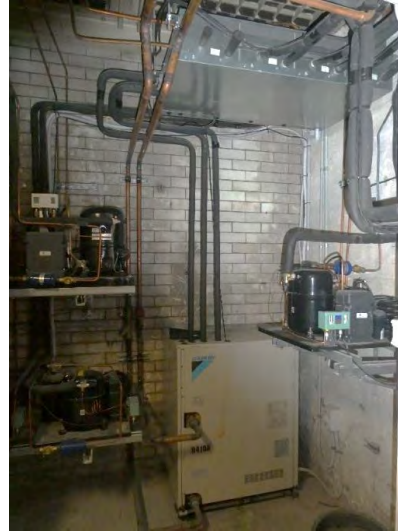
46 Original painted masonry structure evident in Bike Storage and Lockers Room



47 Temporary storage cages



48 Building Manager Office.



49 Original glazed tiles in far south-east corner alcove.



50 Original masonry structural arch.



51 View to underside of original glass pavement lights on Angel Place.

3.4.2 Lower Ground Floor

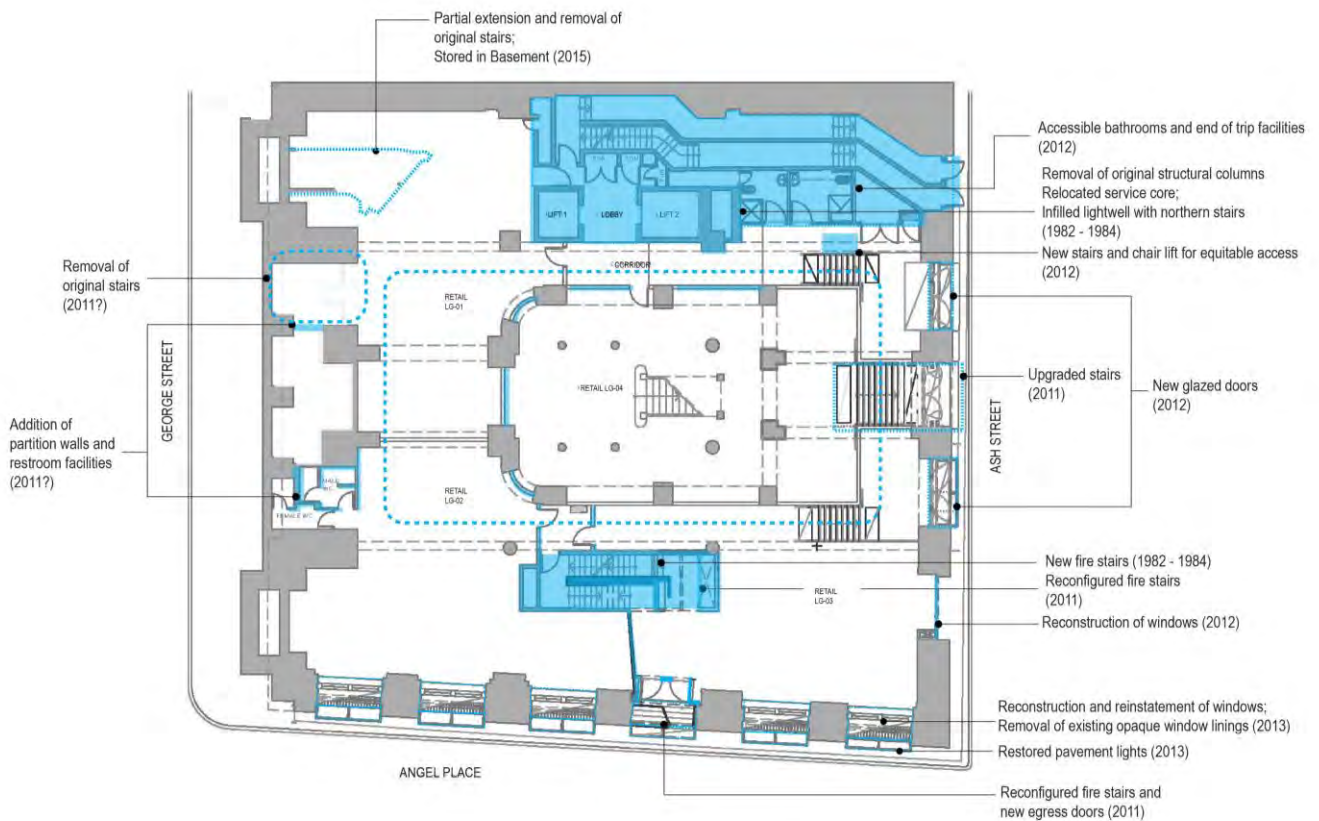
The Lower Ground Floor displays a moderate level of integrity evident in the spatial configuration and original fabric including the central stair from the Ground Floor and decorative cast iron columns and window joinery. The Lower Ground Floor has undergone changes to the spatial configuration, through modification of non-original fabric to enable long-term tenancy use. However, these changes have not restricted legibility of the original spatial character.

The northern side contains the 1980s lift lobby and fire stairs discharging onto Ash Street. The toilet facilities and stairs and wheelchair lift were added in 2012. Rear bi-fold security access doors to Ash Street appear to date to an early period.

The 2012 works also included the reconfiguration of the southern escape stair to Angel Place. In 2013, the eastern portion of the Lower Ground Floor was fitted out for a restaurant. This scheme included the restoration of existing fabric such as windows and grilles (Angel Place façade), and the central entry bi-fold doors (Ash Lane façade). Existing windows were replaced with new entry doors, and new entry stairs, along with the replacement of existing fire doors with a new window. Existing marble flooring, cast iron columns and staircase were retained, while false ceilings were removed

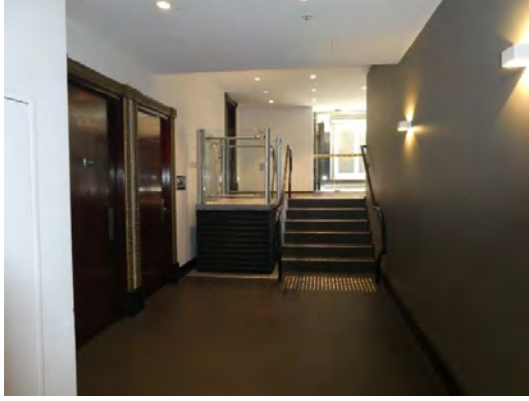
New lighting to the Angel Place and Ash Street facades, and new signage was added to the Ash Street façade. Further restoration of the Angel Place façade was undertaken through the reconstruction of the existing windows, and restoration of the pavement lights. In general, non-significant fabric was stripped, and repairs were implemented for original, and early fabric. New security screens were introduced to the central decorative stair to prevent access to the Lower Ground Floor, along with the introduction of an acoustic curtain.

The western portion of the Lower Ground Floor was fitted out for a restaurant in 2014-5. Access to the restaurant is from Angel Place via the reconfigured fire stairs. Display windows were inserted into the former Lower Ground Floor entries on George Street and the northern 1980s stair was removed.



52 Level of integrity and changed elements in the Lower Ground floor. Not to scale.
Source: TKD Architects, 2020.





53 View from Lower Ground floor corridor to Ash Street; accessible access to Ash Street lift lobby



54 Interior lift car upgrade, 1980s.



55 Lower Ground floor restaurant fit-out; retention of original structural columns.



56 Culmination of original central stair in lower ground floor.

3.4.3 Ground Floor

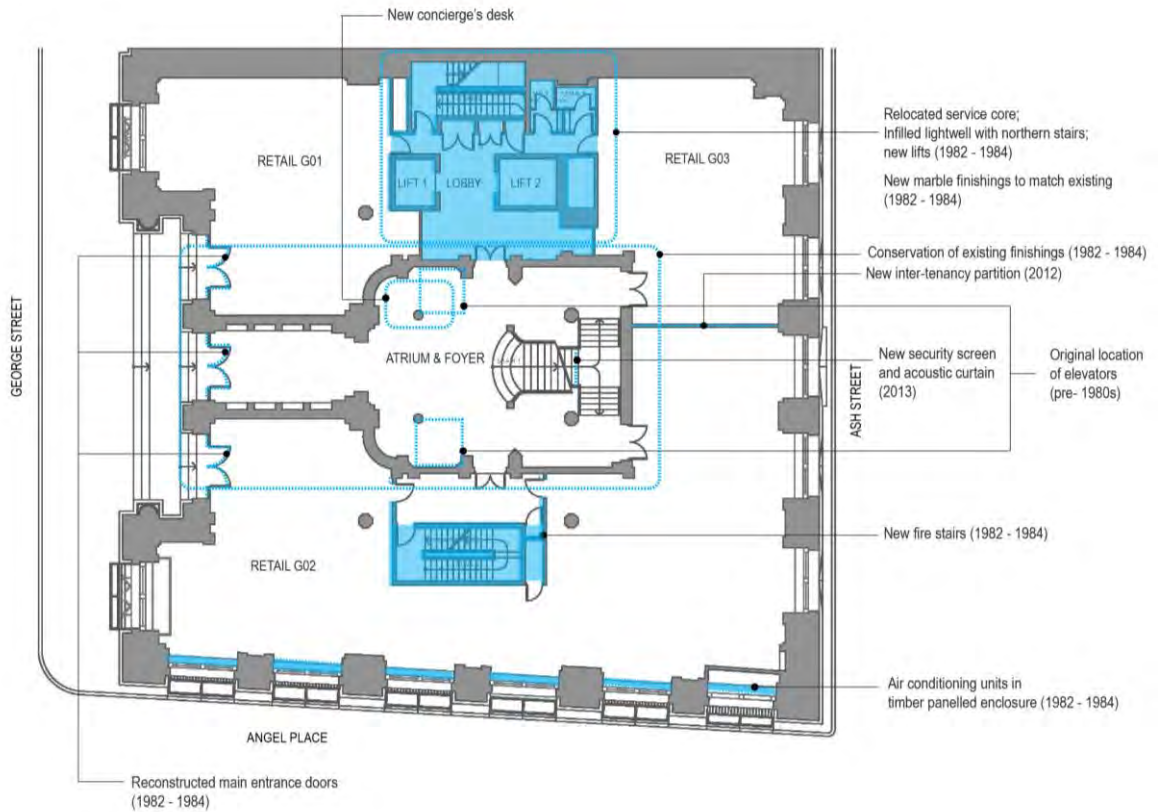
The Ground Floor retains a high level of integrity despite modification to original fabric undertaken in the 1980s.

The main entrance to the building is through the central doorway on the Ground Floor, extending into a small lobby, and a grand foyer. Coffered ceilings with suspended lights, and bronze medallions within a decorative frieze define the lobby, whereas the grand foyer features marble-clad walls with bronze detailing, and a full building height atrium that is crowned by a ceiling composed of coloured glass.

A concierge's desk is located along the northern side of the foyer, adjacent to access to the northern vestibule containing a pair of lifts and toilet facilities. This vestibule was created as part of the 1980s restoration works. The rear tenancies on the Ground Floor are entered through doorways situated on opposite sides of the central staircase. French polished timber joinery, decorative plastered cornices, marble flooring and ornate wall cladding are consistent features of the Ground Floor. The 1980s refurbishment work replicated the marble detailing on the new masonry and lightweight walls and reconstructed the plaster cornices onto the new plasterboard ceilings. The brass chandeliers were added in the 1980s. The most notable element of the Ground Floor lobby is the original, ornate central staircase providing access to the upper floors. The main stair and atrium walkway comprises marble treads and flooring on a structural steel frame with marble and steel panelled balustrades and brass handrails. The main stair case extends to the Lower Ground Floor with the same materials and detailing

The northern vestibule of the lift lobby contains the two lifts, and entry to the northern fire stairs. On the Ground Floor, the lobby continues the theme of marble flooring from the main foyer and the marble dado and plaster painted walls. The original "bird cage" lifts flanked the entry to the atrium. Around 1949-1950, the lifts were replaced by a new shaft, that was removed in the early 1980s when the current service core, including lift vestibule was constructed. Further minor upgrades were undertaken in 2010,

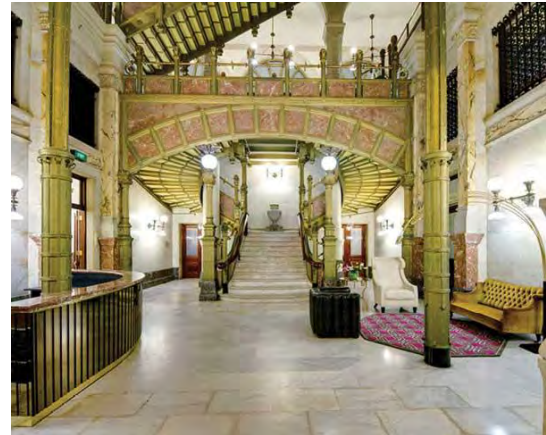
All three Ground Floor Retail tenancies have new tenants with new reversible fit-outs.



57 Level of integrity and changed elements in the Ground floor. Not to scale.
Source: TKD Architects, 2020



58 Main entrance archway.



59 Concierge, ground floor.

Source:
<https://www.350george.com.au/index.html>
accessed 22-05-2020



60 Blind Marble Arches with 'Opus Alexandrinum' mosaic arch-heads, lobby.



61 View from central stair to lobby and main entrance.



62 View into central atrium.

Source:

<https://www.350george.com.au/index.html>

accessed 22-05-2020



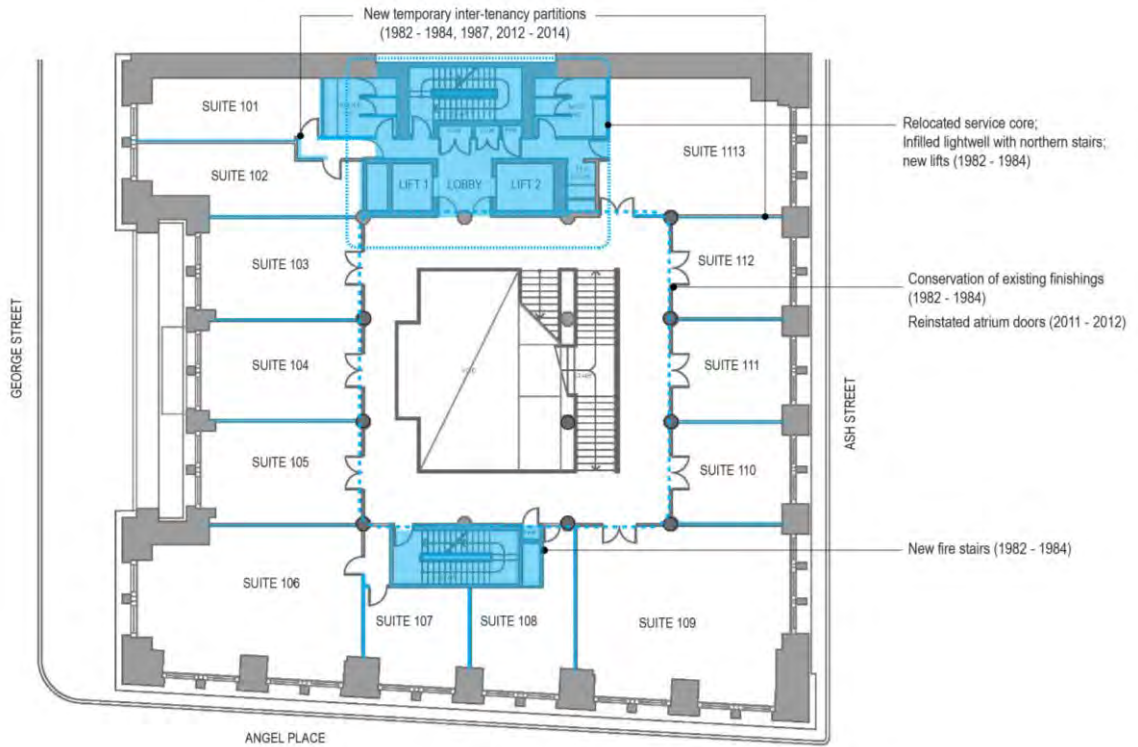
63 Retail tenancy, G03, Ground Floor.

3.4.4 First Floor

The First Floor retains a high level of integrity despite modification to original fabric undertaken in the 1980s.

The First Floor is accessed from the central grand staircase, within the central atrium. Ornate partition walls with arched door and window elements enclose the central atrium and delineate the office tenancies. The atrium door openings on the eastern and western sides were reinstated as part of the 2011 – 2012 works. Individual tenancies are accessed from the galleries around the central atrium.

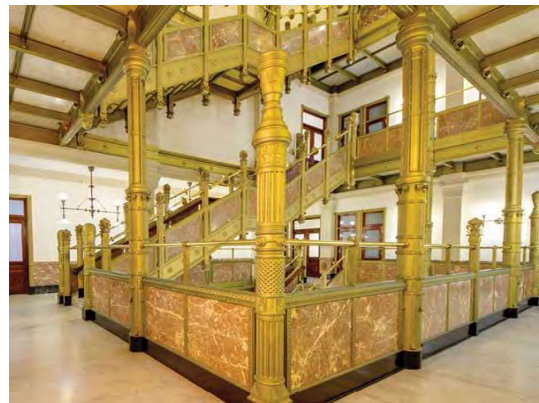
The office space is subdivided into thirteen office tenancies by lightweight acoustic rated inter-tenancy partitions. Each tenancy has access to natural light through the existing timber windows and have retained the panelled enclosures to the floor mounted air conditioning units. New suspended grid ceilings with new lighting and emergency services and new carpet flooring was introduced in 2012.



64 Level of integrity and changed elements in the First floor. Not to scale.
Source: TKD Architects, 2020



65 View towards north-eastern arcade.



66 Original staircase newels.

Source:

<https://www.350george.com.au/index.html>

accessed 22-05-2020



67 View into Ground Floor foyer and lobby.



68 View to central atrium staircase from First Floor.



69 Office suite tenancy fit-out; view to external arch.



70 Office suite tenancy fit-out.

Source:

<https://www.350george.com.au/index.html>
accessed 22-05-2020

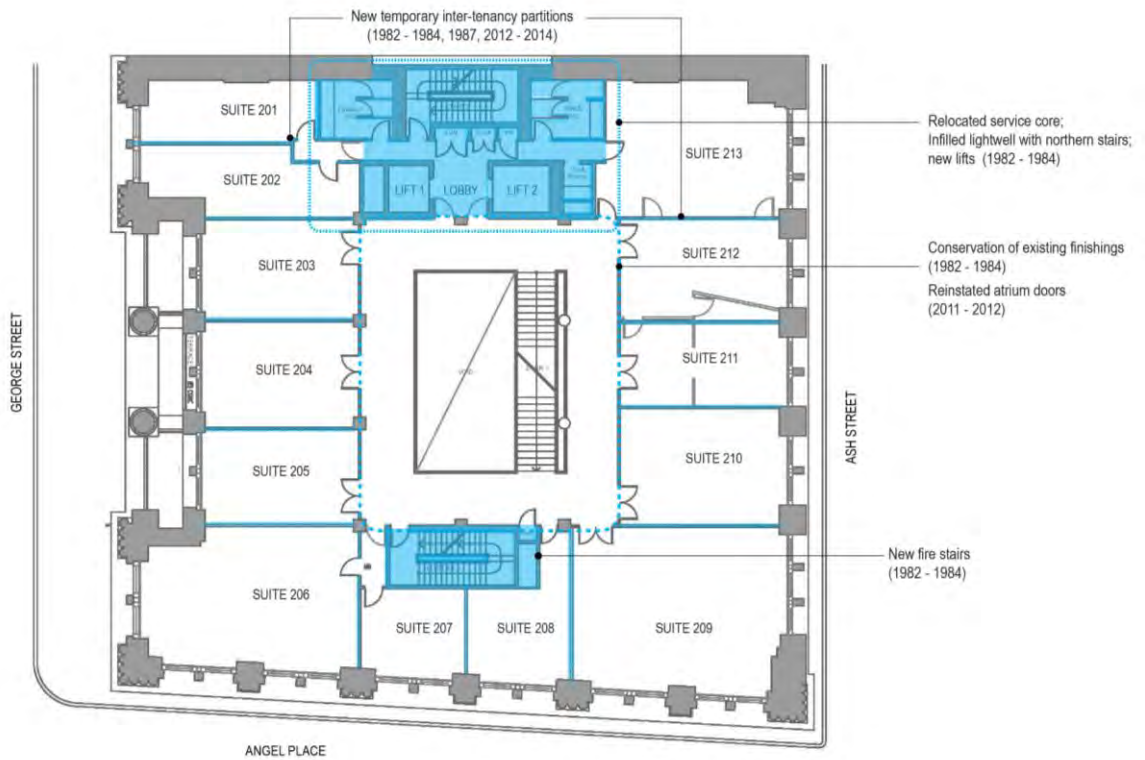


71 Original timber panelled windows.

3.4.5 Second Floor

The Second Floor retains a high level of integrity despite modification to original fabric undertaken in the 1980s. Ornate partition walls with glazed doors enclose the atrium and delineate the office tenancies. The atrium door openings on the eastern and western sides of the floor were reinstated as part of the 2011 – 2012 works.

The office space is subdivided into thirteen office tenancies with lightweight, acoustic rated inter-tenancy partitions. Each tenancy has access to natural light through the existing timber windows and have retained the panelled enclosures to the floor mounted air conditioning units. New suspended grid ceilings with new lighting and emergency services and new carpet flooring was introduced in 2012. Two of the George Street tenancies have access to the external balconies. Each balcony has glazed floor tiles.

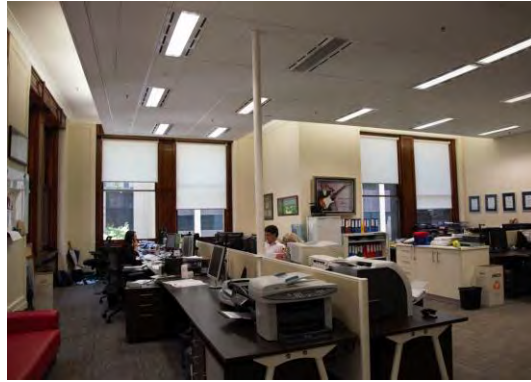


72 Level of integrity and changed elements in the Second floor. Not to scale.
Source: TKD Architects, 2020





73 Central staircase approaches Second Floor on the southern side of the building. Original marble, timber, and coated wrought steel (aluminium, with bronze), is evident on staircase balustrade.

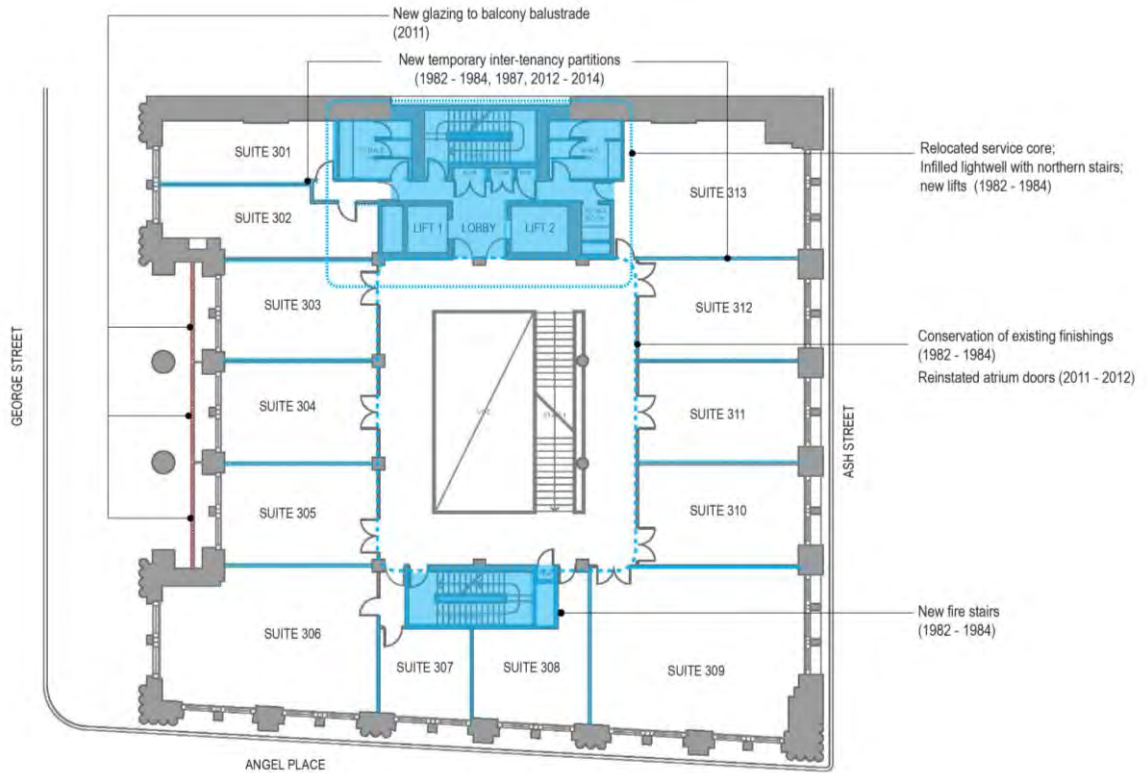


74 Office suite tenancy fit-out: false ceilings, new carpet floorings

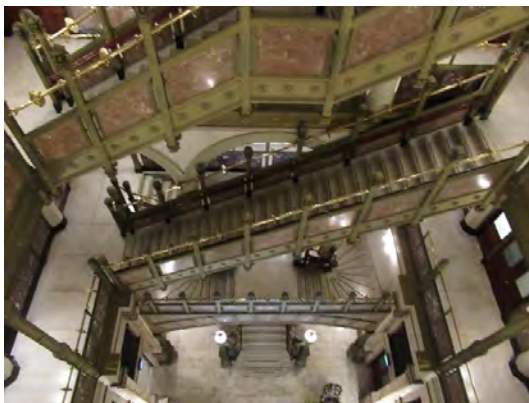
3.4.6 Third Floor

The Third Floor retains a high level of integrity despite modification to original fabric undertaken in the 1980s. Ornate partition walls with glazed doors enclose the atrium and delineate the office tenancies. Door openings on the eastern and western sides of the central void, were reinstated as part of the 2011 – 2012 works.

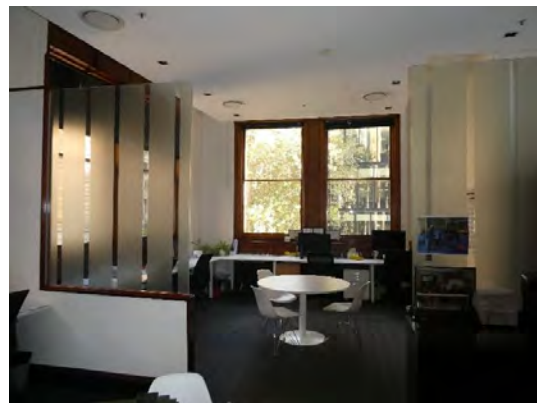
The office space is subdivided into thirteen office tenancies with lightweight, acoustic rated inter-tenancy partitions. Each tenancy has access to natural light through the existing timber windows and have retained the panelled enclosures to the floor mounted air conditioning units. New suspended grid ceilings with new lighting and emergency services and new carpet flooring was introduced in 2012. Three of the George Street tenancies have access to the external balconies.



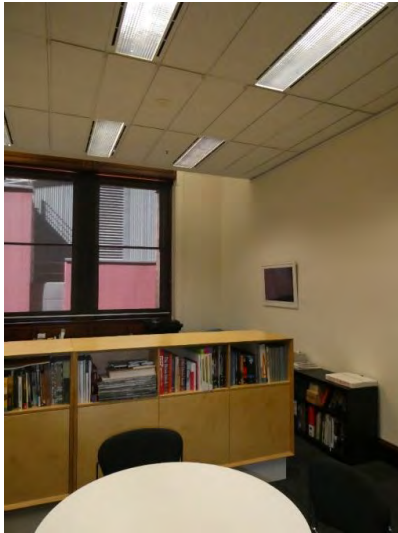
75 Level of integrity and changed elements in the Third floor. Not to scale. Source: TKD Architects, 2020.



76 View into central atrium from third floor; original detailing is legible across all three floors.



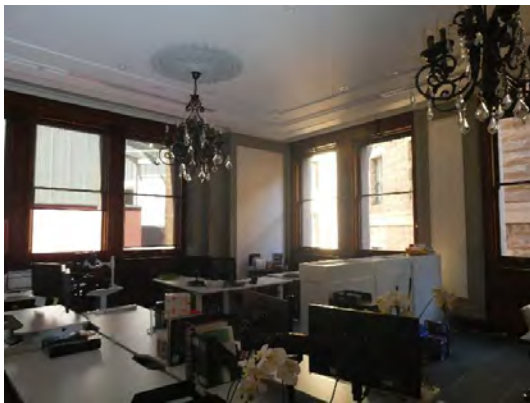
77 Tenancy Fit-out within Suite 311; false ceiling and loose fit furniture. Original timber window panelling evident, facing Ash Street thoroughfare.



78 Tenancy fit-out within suite 311



79 Original timber and brass detailing suite 309.



80 Original timber windows; contemporary false ceiling, suite 309.

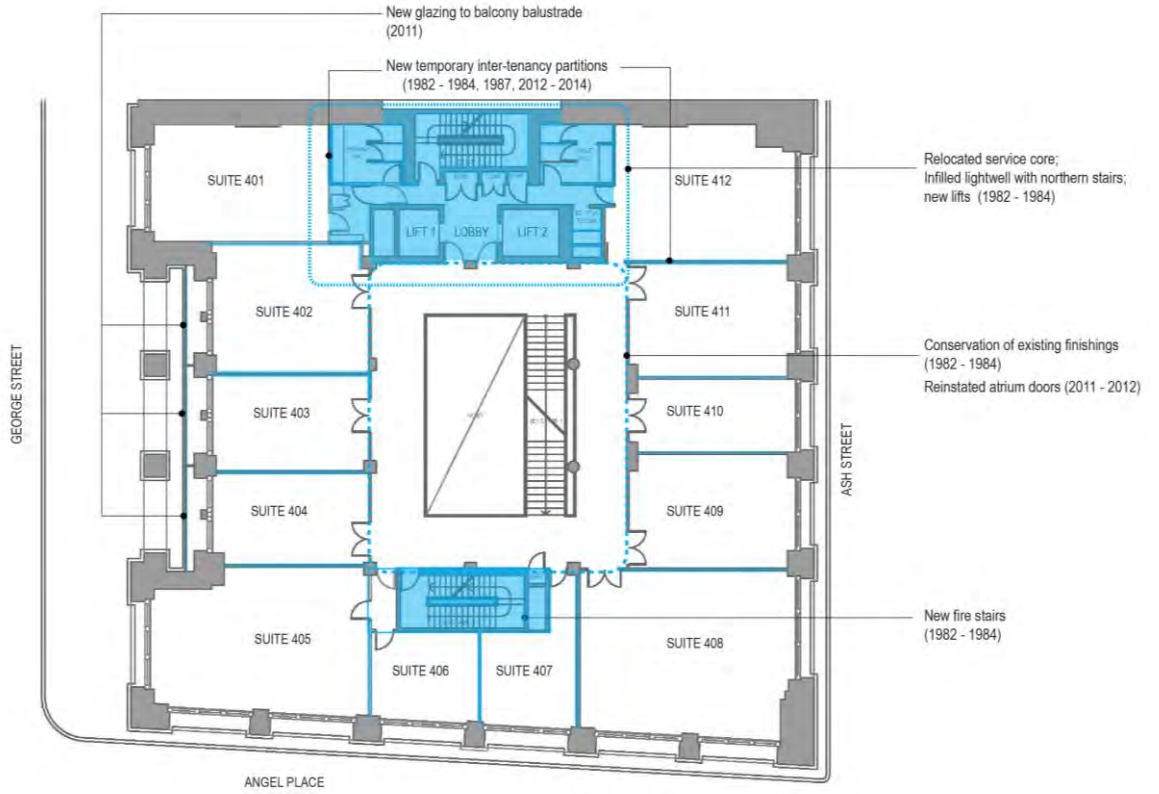


81 Detail of false ceiling, suite 309.

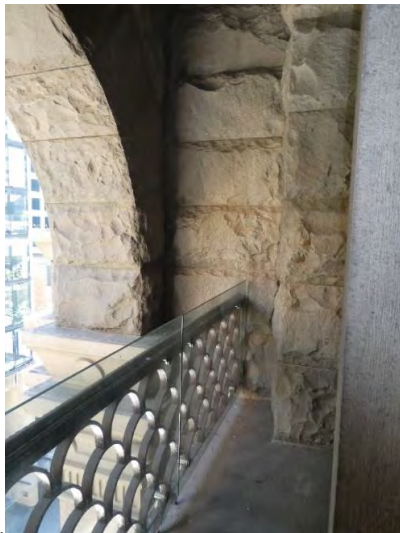
3.4.7 Fourth Floor

The Fourth Floor retains a high level of integrity despite modification to original fabric undertaken in the 1980s. Ornate partition walls with glazed doors enclose the atrium and delineate the office tenancies. Door openings on the eastern and western sides of the central void, were reinstated as part of the 2011 – 2012 works.

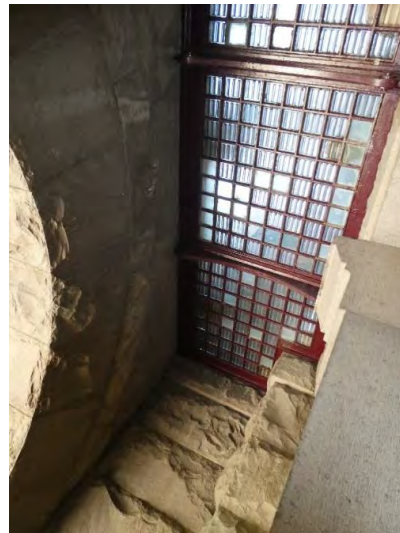
The office space is subdivided into twelve tenancy suites with lightweight, acoustic rated inter-tenancy partitions. Each tenancy has access to natural light through the existing timber windows and have retained the panelled enclosures to the floor mounted air conditioning units. New suspended grid ceilings with new lighting and emergency services and new carpet flooring was introduced in 2012. Other works taking place in 2012 included the demolition of restroom facilities on the southern side of Level Four, refurbishment to accommodate a strata unit, and refitting of the kitchenette on the northern side of this floor to accommodate a female restroom.



82 Level of integrity and changed elements in the Fourth floor. Not to scale.
Source: TKD Architects, 2020



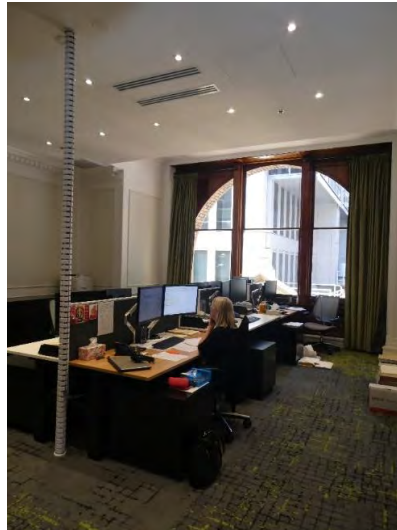
83 Suite 402 new glass balcony panels.



84 Suite 402 visible on fifth floor balcony tiles.



85 Suite 402 office tenancy fitout



86 Suite 412



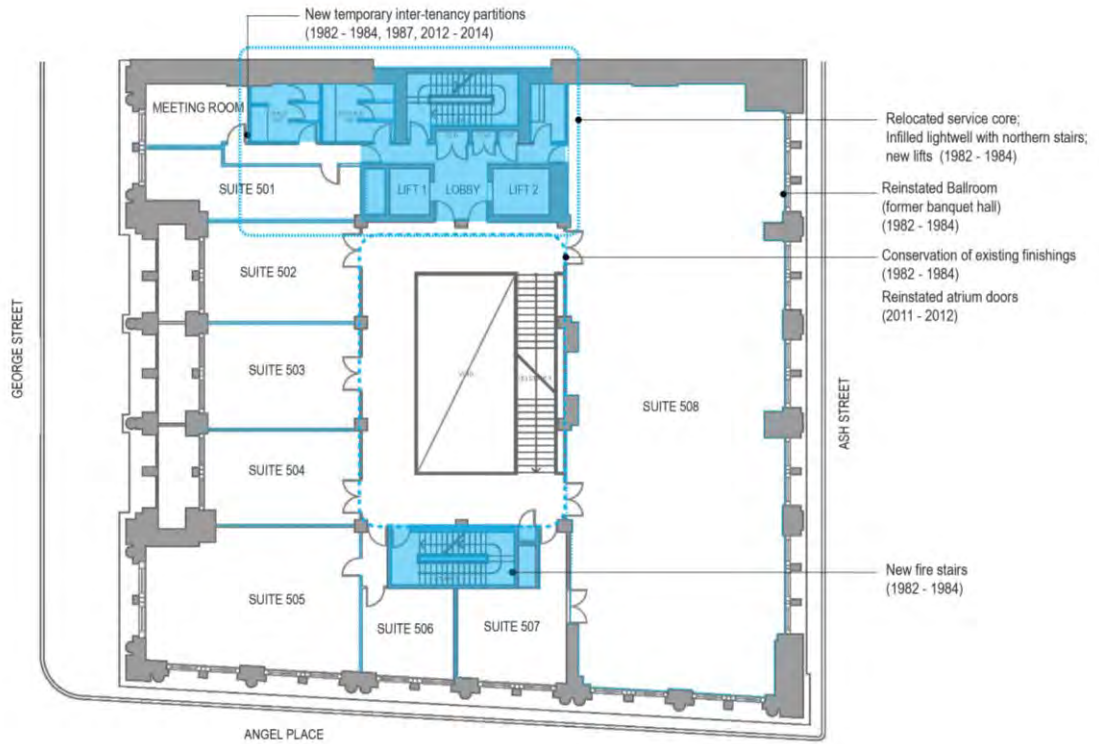
87 Timber panelling, view to George Street

3.4.8 Fifth Floor

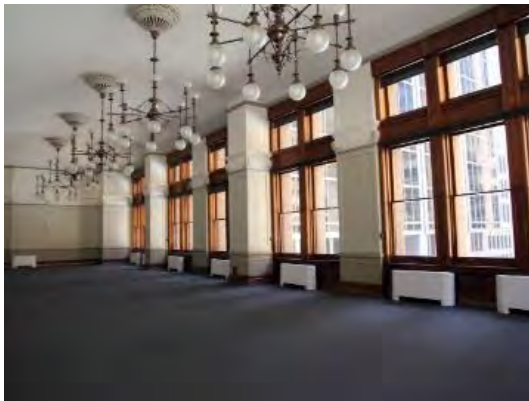
The Fifth Floor retains a high level of integrity despite modification to original fabric undertaken in the 1980s. Ornate partition walls with glazed doors enclose the atrium and delineate the office tenancies. Door openings on the eastern and western sides of the central void, were reinstated as part of the 2011 – 2012 works.

The office space is subdivided into eight tenancy suites with lightweight, acoustic rated inter-tenancy partitions. Each tenancy has access to natural light through the existing timber windows and have retained the panelled enclosures to the floor mounted air conditioning units. The former Banquet Room, now the Ballroom (Suite 508) occupies the full length of the eastern elevation of the building on the Fifth Floor. Internal room partitions were removed during the 1980s building refurbishment scheme.

New suspended grid ceilings with new lighting, and emergency services, and new carpet flooring was introduced to all tenancies in 2012.



88 Level of integrity and changed elements in the Fifth floor. Not to scale.
Source: TKD A



89 View to south, Ballroom



90 View to north, Ballroom

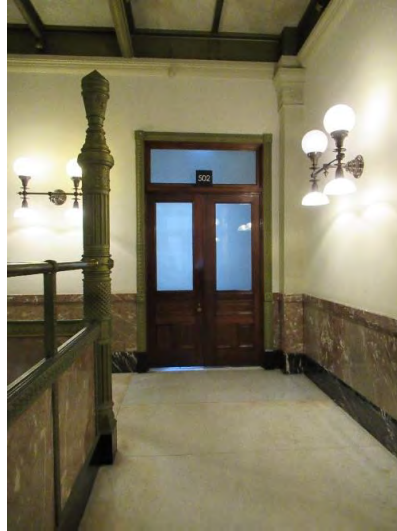
Source:

<https://www.350george.com.au/index.html>

accessed 22-05-2020



91 View to sixth floor

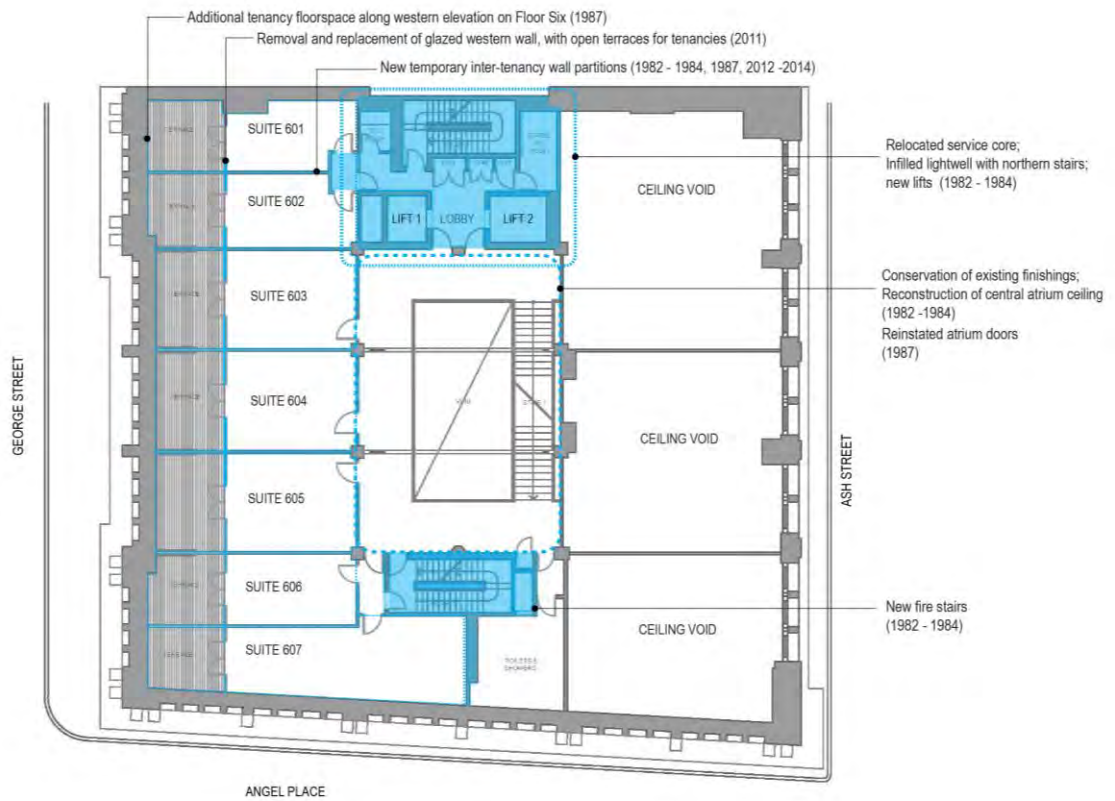


92 View to suite 502; reinstated timber doors.

3.4.9 Sixth Floor

The Sixth Floor has a low-moderate level of integrity due to the changes in the western portion that generated additional tenancy space in 1987, and modifications to the original fabric also undertaken during the 1980s. This floor formed part of the roof space, during the period of original construction. The support trusses for the central glazed atrium ceiling are evident at this level, and extend upwards in vertical columns as part of the staircase, and in the horizontal framework above the staircase.

The office space is subdivided into seven tenancy suites with lightweight, acoustic rated inter-tenancy partitions. As part of the 2011 scheme, the existing western glass wall was removed, and a replacement was constructed, with an open terrace for each tenancy.



93 Level of integrity and changed elements in the Sixth floor. Not to scale.
Source: TKD Architects, 2020



94 View to central atrium on the sixth floor.
Reconstructed glass ceiling supported by two trusses.



95 Glazed western wall in office tenancy on the Sixth Floor.

3.5 Moveable Heritage

Interpretive panels displaying the building design, history, and occupancy are mounted within the decorative pilaster bays in the Ground Floor Lobby. These panels were installed in 2012. Three plaques acknowledging the previous owner Société Générale, are also mounted in the bay adjacent to the interpretive panels. There are no notable elements of furniture, and no items classed as Moveable Heritage.



96 Interpretive panels in main lobby, installed 2012. 97 Building owner and award plaques, lobby.

3.6 Archaeological Potential

The site has been assessed as having potential for deep surface archaeological relics. However, the site is highly disturbed, and the building at 350 George Street has housed a Basement, and Lower Ground Floor, in addition to six occupied Floors, since the period of original construction, approximately 120 years ago. Hence the archaeological potential is low.

4 COMPARATIVE ANALYSIS

4.1 Introduction

This section of the CMP analyses the historical and architectural context of 350 George Street in order to establish its relative significance in terms of its historic, aesthetic and scientific values. The context of 350 George Street in relation to a number of key aspects is examined:

- the buildings erected by insurance companies in Sydney during the last quarter of the nineteenth century;
- buildings erected by the Equitable Life Assurance Society of the United States during the second half of the nineteenth century;
- the work of Edward Raht; and
- the Federation Romanesque style.

4.2 Background: the nineteenth century insurance industry in NSW

The insurance industry in NSW grew from small beginnings in 1831, with the establishment of the Australian Marine Assurance Company by several Sydney merchants for the express purpose of effecting marine insurance.³⁸ This was followed in 1835 by the arrival of an agency of the London-based Alliance British and Foreign Life Assurance Company.³⁹ The first local fire and life assurance office to be established in the colony was the Australian Fire and Life Assurance Co, in 1836. However, conditions were not propitious for home grown insurance, and of the seven colonial companies set up between 1831 and 1843, six were dissolved. By the time the Australian Mutual Provident Society was founded in 1849 there were seven other insurance companies represented in Sydney.⁴⁰ By way of contrast, in the second half of the 1860s there were well over twenty.

From the middle of the 1860s until the beginning of the 1890s New South Wales enjoyed a relatively stable period of prosperity and growth, both economically and in terms of population. By the 1870s

“The climate in New South Wales was propitious for launching financial enterprises. The ... economy had steadied after the heady days of the gold rush. There had been a succession of good seasons. Railways were being extended and the country opened up. New South Wales then relied mainly on its pastoral industry, and this was being stimulated by an influx of capital that was enabling much more land to be fenced and watering facilities to be developed. There had been great improvement in the fleeces, and the overseas price for wool was high. The acreage under crop was also rising, and the whole expansion was greatly assisted by increasing migration.”⁴¹

This fortunate period was accompanied by the growth of the insurance industry. The 1870s, the decade in which AMFIS was founded, witnessed something of an eruption of new insurance companies. Amongst them were Mercantile Mutual Fire Insurance Company, formed at the end of 1877 and City Mutual, established during 1878, a year in which eighteen new insurance companies were formed.⁴² During 1883 two American companies, New York Life and the Equitable Life Assurance Society of the United States,

³⁸ “Marine Assurance Company”, *The Sydney Monitor*, 18 May 1831, p.3.

³⁹ *The Cyclopaedia of New South Wales*, pp.561-562.

⁴⁰ *Ibid*, pp.563-566.

⁴¹ P C Wickens, *The City Mutual Story*, p.1.

⁴² H Mayfield, *Servant of a Century*, p.14.

set up offices in Sydney.⁴³ In the second half of the 1880s there were more than 90 insurance companies with local representation.⁴⁴

The economic expansion of NSW peaked in the years 1882-1885 then faltered. Major public works projects came to an end, resulting in the loss of many jobs. The economy continued to deteriorate into the 1890s and culminated with bank failures and crises in the London money market during 1893.⁴⁵ Economic recovery during the decade was slow, painful and gradual.

4.3 A construction boom

The insurance companies that were such a feature of commercial Sydney during the second half of the nineteenth century were also destined to make an impact on the city's architecture. As might be expected, their advent was accompanied by the construction of new buildings to house their activities, generate income and advertise their presence. The architectural style of the buildings promoted and reinforced the aims of owners, projecting a sense of tradition, wealth, stability and respectability to customers and those passing on the street.

The construction of the insurance offices coincided with the emergence of the office building as a distinct building type. Before this buildings used for business purposes. However, during the 1860s large commercial buildings in Sydney were being designed without residential accommodation. For instance, in 1864-65 the Pacific Insurance Co built elegant new premises in Pitt Street at Bond Street, which were fully devoted to office functions, while the AMP Society built impressive headquarters in Pitt Street, designed by Melbourne architects Reed & Barnes⁴⁶ Completed towards the end of 1864, the building was solely devoted to commercial functions, with a chamber and other spaces intended for use by the AMP Society. Lettable office space was available on the first and second floors. There was also a detached residence for the "house-keeper".⁴⁷ Whilst the polite and restrained exterior of buildings such as that of the Pacific Insurance Co's was characteristic of the late 1850s and early 1860s, the AMP Building's façade, with its colossal columns and rusticated base, boldly announced the presence of the company in Pitt Street.

The remarkable growth of the AMP Society led to the construction of a second building at the intersection of Pitt and Bond Streets. The three storey building was designed by the Mansfield Bros, prominent architects who designed a number of banks and insurance company buildings in the second half of the nineteenth century. The foundation stone was laid on 23 January 1877. The building exterior was designed in what was termed the "Renaissance, or revived Italian style of architecture". It contained a basement and three upper levels mostly occupied by the AMP Society, the rest by tenants.⁴⁸ The building served the company for many years, although it was greatly enlarged in the first two decades of the twentieth century and has since been demolished.

⁴³ *The Cyclopaedia of New South Wales*, p.587.

⁴⁴ *Sands Sydney and suburban directory*, Trades and Professions section, 1888 edition.

⁴⁵ Beverley Kingston, *A History of New South Wales*, pp.61, 88-90.

⁴⁶ Morton Herman, *The Architecture of Victorian Sydney*, p.30.

⁴⁷ "The Australian Mutual Provident Society's New Office", *Sydney Morning Herald*, 21 November 1864, p.5.

⁴⁸ "Australian Mutual Provident Society", *Sydney Morning Herald*, 24 January 1877, pp.2-3.



98 The Pacific Insurance Co's building in Pitt Street (left); the AMP Building of 1864, also in Pitt Street.

Source: SLNSW SPF/580 and SPF/481 – Charles Bayliss photograph.

Numerous banks and insurance companies erected substantial buildings during the 1880s and early 1890s, before the worst effects of depression took hold. All were characterised by a confident and free use of classical architecture and a rich repertoire of decoration. Some insurance companies that undertook building works include:

- Australian Mutual Fire Insurance Society, which erected a building at 142 Pitt Street during 1883-1884 to the design of R H Robertson and Gustavus Morell;
- Commercial Union Assurance Company, which completed major works to their premises to the design of Mansfield Bros in 1884. The building, slightly old-fashioned in appearance, was located at the north west corner of Pitt and Hunter Streets;
- Mercantile Mutual Insurance, which engaged Mansfield Bros to design a building at the intersection of Pitt and Rowe Streets, the foundation stone of which was laid in May 1885;
- Colonial Mutual Life Assurance Society, which erected a large building at the intersection of Pitt and Hunter Street during 1885-1886 to the design of John Kirkpatrick.⁴⁹ It was a four storey edifice with a fine tower rising above the intersection;
- United Insurance Company, Fire and Marine, which engaged Morell & Kemp to design premises at the intersection of George and Hunter Streets. The building was completed in 1887.

⁴⁹ "Colonial Mutual Life Assurance Society", *Sydney Morning Herald*, 7 September 1887, p.9.



99 Australian Mutual Fire Insurance Society's building at 142-144 Pitt Street, photographed circa 1895. (left); The Commercial Union Assurance Company's building, Pitt and Hunter Streets, Sydney, 1884 (since demolished; right).
Sources: MAAS Object No 85/1284-2008, Kerry & Co photograph; SLNSW SPF 591.



100 Detail of a circa 1890 photograph showing the Colonial Mutual Building, Pitt and Hunter Streets, Sydney, 1886 Morell & Kemp's United Insurance Building, George and Hunter Street, right
Sources: MAAS Object No 85/1284-1808, Kerry & Co photograph; City of Sydney Archives Unique ID A-00044109.

Sydney's office buildings began to become larger at the end of the 1880s. The Mutual Life Association, engaged the architectural firm of Sulman & Power to design their new six storey building at the intersection of George and Wynyard Streets. It was completed at the end of 1890. The ground floor was intended for occupation by a bank, the insurance company occupied the first floor and the rest of the building was available for letting.⁵⁰ It was the most elaborate of the buildings to be erected by an insurance company during the 1880s. Some other insurance company buildings completed during the first half of the 1890s maintained the exuberance of the previous decade. One was the "Queen Anne" style City Mutual Building in Hunter Street designed by George Allen Mansfield, which was built in 1893-1894. The 1892 brick and stone building for Imperial Insurance in O'Connell Street, designed by architects Coward & Bell, was also an essay in the Queen Anne style but rather more restrained in appearance.⁵¹

During the economically stressed 1890s major incursions into Sydney's architectural scene were made by a couple of American insurance companies. The bold Romanesque style exterior and extensive use of trachyte in Raht's Equitable Life Assurance Building marked a clear divide between the elaborate buildings erected during prosperous times and the leaner architecture of the 1890s and 1900s. The Mutual Life Insurance Co of New York's new building at the corner of Moore Street (now Martin Place) and Pitt Street was completed at the end of 1894. It was designed by Sydney architect John Kirkpatrick. Its rather ponderous exterior, with a ground floor of trachyte above which rose a shaft of sandstone, presaged the large Commercial Palazzo style buildings that were to emerge during the second decade of the twentieth century. Some years later, the Citizens Life Assurance Company rebuilt its offices on the corner of Moore and Castlereagh Streets, completing the building designed by W W Wardell in 1899. The "French Renaissance" pile was described as "square and massive in general design, but plain in detail."⁵²



101 The Mutual Life Association's building on the corner of George and Wynyard Streets, 1890 (left) and City Mutual's building in Hunter Street, 1894 (right).

Source: SLNSW Home and Away – 34740 and Home & Away – 34945, Hall & Co photographs.

⁵⁰ "Mutual Life Association of Australasia", *Sydney Morning Herald*, 7 March 1888, p.6.

⁵¹ "New Buildings in Sydney", *Sydney Morning Herald*, 8 February 1892, p.5.

⁵² "Citizens' Life Company", *Evening News*, 8 September 1899, p.7.



102 The Mutual Life Insurance Company of New York's building, 1894 (left) and the Citizens Life Assurance Company building, 1899 (right), a block apart on the northern side of Moore Street (Martin Place).

Source: Home and Away – 34911; Hall & Co photograph;

<https://i.pinimg.com/736x/3a/80/77/3a807768a29ed180d59ff478758f758b.jpg>

4.4 The Federation Romanesque style

The American Romanesque design of the Equitable Building in Sydney was inspired by the architectural fashion that prevailed in New York and other major American cities during the 1870s and 1880s. This style originated with the works of Boston architect Henry Hobson Richardson, and quickly gained popularity in the United States where it was copied and adopted by many of the architects of the time, including Edward Raht. It became known locally in the United States as 'Richardsonian Romanesque' and in Australia as American Romanesque and also Federation Romanesque. Characteristics of the style that are embodied in 350 George Street include symmetry in elevations, a vigorous three-dimensional modelling of forms expressing load-bearing walls, bold details and textures, thick-set columns, arches and planning related to service cores.⁵³

The Equitable Building was one of several Federation Romanesque buildings designed or constructed during the first half of the 1890s in Sydney, not all of which were commercial structures:

- The Technical College (1890-91) and Technological Museum (1891-93) at Ultimo, which were designed by the Department of Public Instruction's architect William Kemp;
- Lark, Sons & Co built a brick and stone warehouse at the intersection of Wynyard and Carrington Streets, designed by architect R Jeaffreson Jackson, in 1892-93 (since demolished);

⁵³ Richard Apperly, Robert Irving and Peter Reynolds, *A Pictorial Guide to Identifying Australian Architecture*, p.119.

- The Queen Victoria Markets - its Romanesque style design was one of four options designed by architect George McRae in 1893 for its exterior. It was completed in 1898:
- The Bank of New South Wales built branch buildings at 485 George Street and 824 George Street, Sydney, in 1894 and 1895. Both were designed by architect Varney Parkes.

Commercial buildings and warehouses in the Federation Romanesque style that were built in the second half of the 1890s included:

- The J A Bull & Co warehouse in Hamilton Street, designed by architect Harry Kent and completed in 1897 (since demolished);
- The office building for the Australian Mortgage Land & Finance Company in Bligh Street, designed by architect John Manson and completed in 1899 (since demolished).

In a simplified form, the federation Romanesque style influenced the external design of the large and impressive warehouses that were constructed in the western section of Central Sydney and Ultimo during the late nineteenth and early twentieth centuries.



103 The Technological Museum (left) and Technical College (right) in Ultimo by William Kemp, built between 1890 and 1893.

Source: SLNSW



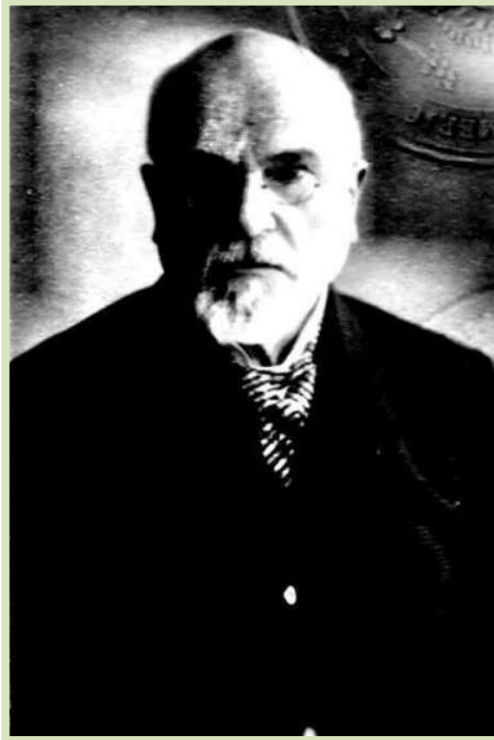
104 Lark, Sons & Co warehouse in Wynyard Street by Jeaffreson Jackson, 1893 (left); George McRae's Queen Victoria Markets, 1893-1898 (right).
Sources: Australian Town and Country Journal, 5 August 1899; SLNSW PXE 711/230.



105 Bank of NSW premises at 824 George Street by Varney Parkes, 1894 (left); Australian Mortgage Land & Finance Company in Bligh Street by John Manson, 1899 (right).
Sources: <http://www.visitsydneyaustralia.com.au/lost-quarries5.html>; Sydney Mail, 10 June 1899.

4.5 Edward Raht and other Equitable Buildings

Edward E. Raht (1844–1930s) was born in Dillenburg, Nassau, part of Germany. He immigrated to the USA in October 1867 and became a naturalised US citizen on 7th May 1890. Relatively little is known about Edward Raht’s architectural training or his early career in the United States. By late 1873 he was working in the office of Richard Morris Hunt, one of the foremost architects practicing in New York during the latter half of the nineteenth century. While working for Hunt, Raht served as the supervising architect on the New York Tribune Building (1873), and the Delaware and Hudson Canal Company’s Building, also known as the Coal and Iron Exchange (1873–1876). Around the year 1884 Hunt was approached by the Equitable Life Assurance Society of the United States to enlarge its head office in New York.⁵⁴



106 Edward Raht
Source: Australian Institute of Architects

The Equitable Life Assurance Society is particularly significant because it is credited with initiating a particular image of the office building in America at the end of the 1860s that consciously used architecture to symbolise the character and goals of a business concern. The American insurance industry enjoyed its first era of spectacular growth in the 1860s and early 1870s, which was accompanied by the construction of office buildings. Equitable’s New York building, built between 1868 and 1870, was distinguished by its great height relative to other buildings, a passenger elevator (the first office building to have one) and an expression of massive scale that contrasted with the prevalent domestic scale that had previously informed the city’s commercial architecture. For a time it was New York’s tallest building.⁵⁵ The example of this building set a powerful precedent that was to inform much American business architecture for the next sixty years.

⁵⁴ RAIA NSW Architects Bibliographical Information; Paul Hogben, “Raht, Edward” in Philip Goad and Julie Willis (editors), *Encyclopedia of Australian Architecture*, p.580.

⁵⁵ Kenneth Turney Gibbs, *Business Architectural Imagery in America, 1870-1930*, pp.21-28.



107 Equitable Life's ground-breaking building on Broadway in New York. It was designed by architects Arthur Gilman and Edward Kendall in association with George B Post. Source: daytoninmanhattan.blogspot.com.

When it was completed in 1870 it dominated the city's skyline, but by 1874, several buildings had surpassed it. Plans were made to add additional stories to founder Henry Hyde's beloved Equitable building, which would take the roof "40 feet nearer the stars". The actual remodelling and extension operations did not begin until 1884, when the Equitable Society purchased adjoining properties to incorporate into the main structure. Hunt declined the commission and then Raht was considered; in a letter to Raht in December of 1884, Hyde outlined his idea for no offices in the court on the second floor of the extended building, but "to have the court made into a plaza, and to have the light come right down the well, with a glass roof somewhere to keep out the rain."⁵⁶ However, architect George B. Post documented the new works.

Not long afterwards, Raht travelled to Europe to oversee the design and erection of the Equitable Society's new buildings in Berlin, Madrid and Vienna in Austria, working in association with local architects. These had been

... either commissioned directly or through a competition process to undertake the detailed design work ...Each building occupied a position at the intersection of principal city thoroughfares and was designed as a statement in prestige office architecture. Each was also an example of late historicist commercial architecture, dressed with rich ornamentation including a medley of allegorical figures and topped with a crowning cupola or pavilion.⁵⁷

⁵⁶ Buley

⁵⁷ Paul Hogben, "Explaining the Equitable's Australian Buildings" in *Proceedings of the Society of Architectural Historians Australia and New Zealand: 33, Gold*, edited by AnnMarie Brennan and Philip Goad, p.292.

Equitable Life was not the only major insurance company to construct buildings outside of America. New York Life undertook a program of European buildings during the last quarter of the nineteenth century:

Apparently, the company decided not to hire American architects. If a competition did take place, a local architect was chosen instead, as is often the case with direct commissions. It would seem that besides the matters of publicity, it was the firm's official policy for their offices to blend in with their architectural environment. Consequently, the visual appearance of these buildings echoed that of their immediate surroundings.⁵⁸

Another was the Mutual Life Insurance Company of New York. In 1886 it established foreign agencies in Mexico City, Hamburg, Berlin, Sydney (its impressive building was completed in 1894), London, and in Puerto Rico. Over the next 20 years, 19 other foreign agencies were established.⁵⁹

The Equitable Building in Vienna was a seven storey structure with a cellar and basement levels and was prominently located in the centre of Vienna. It "was built in true Equitable style" with columns of polished granite, majolica-tiled interior court walls, bronze fixtures and chandeliers, and other elegant trimmings. The Equitable Buildings in Vienna and Berlin were both completed in 1888.⁶⁰

Raht was also commissioned by other clients during the 1880s. In New York City these included additions to the New York Tribune building (1882) and the Romanesque Revival style printing plant in Bleeker Street for Schumacher and Ettliger (1882-1885). He was engaged to design two buildings on the Yale College campus at New Haven, Connecticut. These structures were the Sloane Physical Laboratory and the Kent Chemical Laboratory. The Physical Laboratory building was of brick with ornate gable and a lofty tower, reminiscent of German Renaissance architecture. For the Kent Laboratory, Raht used heavily rusticated masonry for the external walls of the building, and introduced Romanesque-inspired semi-circular arched windows on the second floor level. The Sloane Laboratory was one of the finest buildings on the college grounds until its demolition in 1931. Henry and Thomas Sloane were related to John Sloane, who was a good friend of Henry Baldwin Hyde and a director of the Equitable Life Assurance Society of the United States.

⁵⁸ Katalin Maróty and Márton Székely, "0198 The Restricted Design Competition for the New York Life Insurance Company Building in Budapest: A Late Nineteenth-Century International Design Competition in Central Europe" in RIHA Journal 2018 at <https://www.riha-journal.org/articles/2018/0198-marotzy-and-szekely>, accessed 9 April 2020.

⁵⁹ "The Mutual Life Insurance Company of New York" at <https://www.encyclopedia.com/books/politics-and-business-magazines/mutual-life-insurance-company-new-york>, accessed 14 April 2020.

⁶⁰ iBuley, p.443.



108 Sloane Physical Laboratory, Yale College, erected between 1882 and 1884. It was demolished in 1931 (left); portion of a 1920s postcard of the Kent Chemical Laboratory at Yale University (1888) after the addition of an upper level in the early 20th century. It was also demolished in 1931 to make way for a College.

Sources: <https://physics.yale.edu/news/aps-honors-original-sloane-lab-historical-site-honor-dr-edward-bouchet>; www.ebay.ie)

After arriving in Melbourne during February 1891 to superintend the construction of Equitable's new buildings in Sydney and Melbourne, which were to be quite unlike those built in the European capitals, Raht became an honorary member of the Institute of Architects of NSW in 1892 and was on the company's local board of directors. It was initially thought that Raht would probably acquire designs for the buildings in Sydney and Melbourne through competitions open to local architects, but before his arrival in Australia he decided to design both buildings himself.⁶¹

Equitable's Melbourne headquarters, located on Collins Street in the central business district, was in appearance quite unlike the Sydney office. The grand and imposing structure was designed as a tall Renaissance palazzo but in common with the Sydney building incorporated a massive arch into which the main entrance was inserted. It was designed with an internal steel frame and load bearing granite walls, and was completed in 1896. Panning shared similarities as well, with stairs and lifts in the centre of the building, two basement levels and Equitable's offices on the first floor, as well as a large assembly room on the top floor. However, it does not seem to have had an atrium. The building garnered as much praise in the local press as Sydney's building had done.

⁶¹ Hogben, p.291, citing "The Equitable Life Assurance Society's New Australian Buildings", *Building and Engineering Journal of Australia and New Zealand*, 24 January 1891, p.25, and correspondence by Raht held in Equitable Life Assurance Society of the United States records held at Baker Library, Harvard Business School.

The building was described in the history of the Equitable Life Assurance Society of the United States as follows:

The outside columns and walls which faced the street were built of Harcourt grey granite and Phillip Island red granite. The inside of the building was supported by 31 Phoenix patent steel columns which ran the full height of the building. Steel stairs with marble steps and risers connected all floors, and two hydraulic passenger elevators serviced the building. Floors of the staircase and halls were of white marble, and the floors and walls of the various rooms were of terra cotta lumber and narrow tallow wood parquetry.⁶²

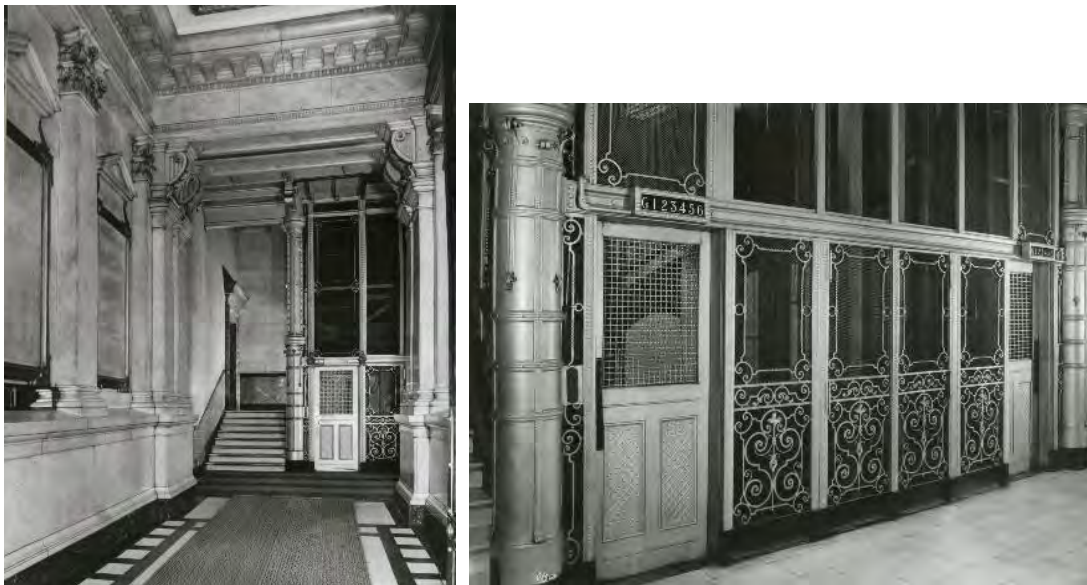


109 Buildings erected for the Equitable Life Assurance Company in Berlin (left) and Vienna (right).
Sources: pinterest.de; flickr

⁶² Buley, p.473.



110 A circa 1892 drawing of 350 George Street, signed by Edward Raht (left); Equitable Life's building in Melbourne. It was demolished in 1960 (right)
Sources: NSW Department of Planning Heritage Branch archives for 348–352 George Street, Sydney; State Library Victoria Identifier H98.30/170, Wolfgang Sievers photograph.



111 The ground floor vestibule looking towards the lift and stair core of the Equitable Building in Melbourne (left); lifts surrounded by stairs in the Melbourne Building (right). The photographs were taken in 1959, not long before the building was demolished.
Source: State Library Victoria Identifiers H98.30/177 and H98.30/178 - Wolfgang Sievers photographs.

Once the Melbourne building was completed Raht and his wife departed Australia for Vienna during the last quarter of 1896. He returned to Australia after five years in Europe around the beginning of 1901 because of another Sydney project. This was the office building for the Bank of Australasia, at 2 Martin Place, to the immediate south of 350 George Street. Raht left the country during April 1901 after contracts for the construction of the building were signed. This was supervised by his long-standing colleague, C Gustave Scheer. Construction commenced in May 1901 and the building was completed by February 1904.

The four storey building, which contains two basement levels, included a banking chamber and office spaces along with rooms for tenants. Although its exterior demonstrates a classical rather than Romanesque influence (it was described in one contemporary newspaper report as “early Italian renaissance, with almost classical details”⁶³), the building shares characteristics in common with 350 George Street. These include a structural system comprised of steel framing internally and loadbearing trachyte external walls, rock faced stone, arched openings, and a range of tooled, polished and rock-faced finishes to the stone across the building’s facades. The building retains what was originally an impressive ground floor banking chamber.

2 Martin Place is also listed as an item of State heritage significance. The SHI Inventory form for the building notes:

2 Martin Place, the former Bank of Australasia, still conforms to the basic configuration designed by Edward Raht, and contains a high ground floor with shallow mezzanine along the eastern side, three upper floors and two basement levels. Major elements of vertical circulation, including a steel stair and two early lifts, are located on the eastern side of the building. The facade is of a broad Renaissance influence with some forms drawn from early Renaissance models, while others appear to be of Baroque derivation. The interior is lavishly decorated with extensive use of bronze, marble, cedar, fine wrought iron and gold leaf dominating the main banking chamber.

The three street facades are constructed of “Bowral Trachyte” from Mount Gibraltar microsyenite quarry. The trachyte supply, masonry and building contractor was Loveridge and Hudson who also built 350 George Street. The refined stone detailing a heavily rusticated rock-faced facade contrasted with a polished base, with both honed and tooled details and smooth trachyte columns, window mullions, cornice and parapet. Loveridge and Hudson were important masonry contractors with skilled banker masons as well as trachyte quarries. The Bank’s motif is carved on a semi-circular pediment above the splayed corner.

⁶³ “Bank of Australasia”, *Sydney Morning Herald*, 9 February 1904, p.4.



112 George Street, Sydney, c.1900, taken from the corner of Barrack and George Street, opposite the GPO looking across Martin Place to the two Raht designed stone buildings, including the subject site.

Source: SLNSW PXE 711/215.



113 Looking east along Wynyard Street to George Street, circa 1915. Left to right: Lark Sons & Co warehouse (Jeaffreson Jackson, 1892-93); Mutual Life Association Building (John Sulman, 1890); Equitable Life Assurance Building of the United States (350 George Street, 1894) and Bank of Australasia (1904), both by Edward Raht.

Source: SLNSW Home and Away - 35149, Hall & Co photograph.

4.6 Viktor Tilgner's statuary

The monumental bronze statue mounted over the main arch depicts a protective, angelic figure sheltering a youth and a young mother with an infant. This female figure, caring for a widow with a young child on one side, and a boy on the other is a symbol of the themes of protection and shelter, which is, of course, a message about the advantages of buying life insurance. It is typical of statuary commissioned by insurance companies at that time to adorn their buildings. Commissioned by the Equitable Life Assurance Society, the 'Protection' statue was the work of Austrian sculptor Viktor Oscar Tilgner (1844–1896) and cast at the Imperial Art Foundry in Vienna in 1892. Tilgner is known for his monuments and statues of famous individuals embellishing public buildings rather than commercial commissions. His monument to the composer Wolfgang Amadeus Mozart in Vienna's Burggarten (1896) is considered his greatest work.



114 Portrait of Victor Oscar Tilgner (left); Tilgner's monument to the composer Mozart in Vienna, considered his finest work (right).

Sources: https://en.wikipedia.org/wiki/Viktor_Oskar_Tilgner,lithograph, lithograph by Adolf Dauthage, 1881; <https://www.habsburger.net/en/media/viktor-tilgner-monument-wolfgang-amade-mozart-1896>, Julia Teresa Friehs photograph.

The allegorical statue group undertaken by Tilgner was a variant of the Equitable Society's original 'Protection' statue commissioned by Henry Baldwin Hyde in 1868 for the entrance vestibule of the Equitable Building in New York. Five (identical) statues were made to adorn the main entrance doorways of the Equitable Society's branches in Vienna, Madrid, Sydney, Melbourne and Berlin. In 1959 when the Melbourne building was demolished, the bronze statue was donated to the University of Melbourne. Since 1981 it has stood outside the Baillieu Library behind the South Lawn on the Parkville Campus.



115 The bronze Protection Statues: the Sydney statue, still in place above the arch of the subject building (left); the Melbourne statue in its new home at Melbourne University grounds (centre); the statue in place above the entrance in Vienna (right).
Sources: City Plan Services; pintrest; flickr

4.7 Conclusion

350 George Street Sydney is a fine example of late 19th century commercial architecture and in particular the Federation Romanesque style, of which it is a seminal example and directly associated with the American Richardsonian Romanesque. The building is acknowledged as a “significant point in the development” of the Federation Romanesque style.⁶⁴ It was distinguished from its contemporaries, many of which have been demolished, by the bold modulation of its principal façade, extensive use of trachyte (only Raht’s 2 Martin Place has a comparable use of the stone) and internal planning organised around a central atrium. The only comparable use of an atrium uncovered during research on this report is to be found in the Bradbury Building at 304 South Broadway in Los Angeles, which was designed by draftsman George Wyman and completed in 1893. The building has a mildly Romanesque exterior executed in brick, within which is an iron and glass court that contains open balconies, stairs and lifts, and is covered by a glazed roof.

⁶⁴ Apperly, Irving and Reynolds, p.119.



116 The Bradbury Building in Los Angeles.
Sources: structurae.net; pinterest.

350 George Street was the most outstanding of the buildings that Edward Raht was involved with for Equitable Life Assurance. The Sydney and Melbourne buildings were notable because they were designed wholly by him, and of the two the Sydney building is of greater interest because of the central atrium, which also distinguished it from other buildings erected for insurance companies and other commercial entities during the late nineteenth and early twentieth centuries. 350 George Street is likely to be Raht's finest surviving work. It has retained a high level of integrity and is considered to be the finest example of an office building from the 1890s in NSW.

5 ASSESSMENT OF CULTURAL SIGNIFICANCE

5.1 Introduction

The concept of “cultural significance” embraces the values of places or items to the community, which cannot be expressed in financial terms alone. Assessment of cultural significance endeavours to establish why a place or item is considered important and valued by the community. Significance, therefore, is embodied in the fabric of the place, including the setting, the records associated with the place and the response that the place evokes in the community.

5.2 Previous assessments

The following statement of significance for 350 George Street has been extracted from the State Heritage Register database entry for the National Mutual Building (former):

The building (1894) is a fine example of the Federation Romanesque style of architecture and as one of the earliest buildings in Australia to show the influence of this American Romanesque style. The building is associated with American architect, Edward Raht, acknowledged at the time for having introduced the Federation Romanesque style to Australia. Raht followed the originator of this style, American architect Henry Hobson Richardson. It was one of the first buildings to be constructed with external walls entirely of trachyte, which was more commonly used as a decorative stone in combination with other materials. It is a source of information about overseas construction techniques at the turn of the century, including terracotta floors and marble slab floors supported directly on steelwork. Constructed for the Equitable Life Assurance Society of the United States of America, the building is also an expression of the expansion of major American companies into the Australian insurance market in the late Victorian period. The building is significant as the site of the business office from which the pioneer Australian feminist and advocate for female suffrage, Maybanke Wolstenholme, ran both her journal, *The Woman's Voice*, and the Women's Federation League, an organisation she established in April 1898. The League was the first organisation specifically formed to get women to take an active political role in the wider federation campaign in NSW. The building contains a remarkable steel-framed full-height atrium and fine examples of design and craftsmanship in marble, plaster, steel, bronze and glass. The building makes a major contribution to the streetscape of George Street and lower Martin Place.

5.3 Basis of Assessment

In assessing the cultural significance of a place it is necessary to adequately research and consider all the information relevant to an understanding of the place and its fabric. The *Burra Charter* (1999) defines the cultural significance as being “aesthetic, historic, scientific or social value for past, present or future generations”.

The assessment of cultural significance is undertaken because it is necessary to understand the values of a heritage item before making decisions about the future of the item. This then leads to decisions that will retain these heritage values in the future.⁶⁵

⁶⁵ NSW Heritage Manual, *Assessing Heritage Significance*, 2000, p.2

The 'Statement of Significance' indicates what heritage values of a place should be conserved, and is used as a basis for the formulation of specific guidelines for the development of conservation policies of a place. *The Conservation Plan* by J. S. Kerr (fifth edition, 2000, National Trust), considers the following three criteria as a useful starting point in assessing the nature of significance:

- ability to demonstrate a process, a custom or style;
- associational (historic) links for which there is or is not surviving physical evidence; and
- formal or aesthetic qualities.

5.4 Assessment of significance

The following assessment of heritage significance uses the framework for the assessment of significance advocated by the NSW Heritage Office in the guidelines included in the NSW Heritage Manual. In this framework places are assessed in accordance with the defined criteria set out below.

Criterion A *An item is important in the course, or pattern, of NSW's cultural or natural history (or the cultural or natural history of the local area). [Historical Significance]*

350 George Street provides evidence of the consolidation of the insurance industry in NSW during the final decades of the nineteenth century and the successful expansion of American insurance companies into overseas territories in this period. At the time of its construction, the Equitable Life Assurance Society was the largest Insurance Company in the world. Its financial success is embodied in the architecture and finishes within 350 George Street. Its construction is notable because it took place during the devastating depression that swept the world and Australia during the 1890s.

The item meets this criterion at a State level.

Criterion B *An item has strong or special association with the life or works of a person, or group of persons, of importance to NSW's cultural or natural history (or the cultural or natural history of the local area). [Associative Significance]*

The building is strongly associated with German-born American architect Edward Raht, chief architect of the Equitable Life Assurance Society of the United States, who was involved with the construction of Equitable's buildings in several European capitals, Sydney and Melbourne during the 1880s and 1890s. The two Australian buildings are distinguished by being solely the work of Raht. Only the Sydney building still stands, the building in Melbourne having been demolished in 1960. The building has strong associations with Loveridge and Hudson, who were the quarry owners and contractors for the building for the trachyte stone, which is a predominant feature.

The prominent 19th century Australian feminist and advocate for female suffrage Ms Maybanke Anderson (Wolstenholme) had her office on Level Three of the Equitable Building in the late 1890s. From this office she produced her journal *The Woman's Voice*, and ran the Womens' Federation League. This was the first organisation specifically formed to encourage women to take an active political role in the wider Federation campaign being in NSW.

350 George Street has associations with prominent Austrian sculptor Victor Oscar Tilgner, who was responsible for the sculptural group over the main entrance to the building. Similar statuary was installed in Equitable's buildings in Melbourne, Berlin, Vienna and Madrid.

The item meets this criterion at a National level.

Criterion C An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area). [Aesthetic Significance]

350 George Street is highly significant as a fine example of the Federation Romanesque style of architecture, and one of the first buildings in Australia to show the influence of the American Romanesque style. Aspects of its design can be directly linked to major works by prominent and influential American architects of the latter 19th century including Richard Morris Hunt and Henry Hobson Richardson. It is unique in Sydney for its spectacular steel-framed full height atrium. The building is a source of information about American commercial construction and fireproofing techniques from the late 19th century, including use of hollow terracotta block floors and marble slab flooring supported directly on steel framework and contains many fine examples of design and craftsmanship in marble, plaster, steel, bronze and glass.

350 George Street is credited with being the first building in Australia to be constructed with external walls entirely of trachyte, which was more commonly used as a decorative stone in combination with other materials.

The building is notable for the large bronze statue that graces the principal George Street façade. This allegorical statuary represents 'Protection' and was the emblem of the Equitable Life Assurance Society of the United States.

350 George Street is a dominant element in the streetscape of George Street, and makes an important contribution to the historical civic townscape in the George Street/lower Martin Place precinct. It stands alongside the former Bank of Australasia premises at 360 George Street (2 Martin Place) which was also designed by Edward Raht using similar materials. These two impressive structures with facades of heavily rusticated trachyte are thought to be the finest extant examples of Edward Raht's architecture anywhere in the world.

The item meets this criterion at a Local and State level.

Criterion D An item has strong or special associations with a particular community or cultural group in NSW (or the local area) for social, cultural or spiritual reasons. [Social Significance]

The social significance of the former Equitable Building has not been formally assessed through community consultation, but no specific strong or special social associations within the local community have been identified through existing evidence. However, in a general sense the Building has the potential to contribute to the local community's sense of place in this section of Central Sydney. Further research would be required to establish significance under this criterion.

The item potentially meets this criterion at a Local level.

Criterion E An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area). [Research Potential]

Additional information about the building and its original architect may be discovered as a result of further research into the early history of the building. Research previously carried out has identified the existence of archival records in the USA that contain material directly related to the Equitable Life Assurance Society's buildings in Melbourne and Sydney, including correspondence between the architect Edward Raht and the company's President Henry B. Hyde. However, any further information is unlikely to add to known information on the building's original detailing and finishes.

Any remnant archaeology relating to previous uses of the site of 350 George Street would have been heavily impacted or completely removed by excavation for the foundations of the existing building. The City of Sydney's *Central Sydney Archaeological Zoning Plan* (1992) identifies the potential of 350 George Street as an Area of Archaeological Potential: Deeper Sub-surface Features only.

The item may meet this criterion at a Local level.

Criterion F *An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area). [Rarity]*

350 George Street is unique in NSW for its well-resolved of American Romanesque influenced external design, high quality construction and extensive use of high quality materials. Its planning, organised around a generous atrium, is rare.

The item meets this criterion at a State level.

Criterion G *An item is important in demonstrating the principal characteristics of a class of NSW's (or the local area's) cultural or natural places; or cultural or natural environments. [Representative]*

350 George Street, Sydney demonstrates principal characteristics of late nineteenth century office buildings erected by organisations such as insurance companies and banks.

The item meets this criterion at a Local level.

Integrity/Intactness 350 George Street has a high level of integrity and intactness.

5.5 Statement of Cultural Significance

350 George Street, Sydney has State significance as a fine seminal example of the Federation Romanesque style directly based on the precedent of influenced by American Romanesque architecture. It is an important example of the work of American architect Edward Raht in Sydney and historically significant as an early major building erected in NSW by a prominent American insurance company, the Equitable Life Assurance Society of the United States during the 1890s. The Equitable Life Assurance Company was at the time of the building's construction the wealthiest life insurance company in the world.

Apart from its associations with architect Raht, 350 George Street is associated with the firm of Loveridge & Hudson, which provided the trachyte used externally and constructed the building. The sculptural emblem above the main George Street entrance is the work of prominent Austrian Sculptor Victor Tilgner. Space within the building was occupied for several years by the important educationalist and feminist Maybanke Anderson.

350 George Street has aesthetic and technical significance as affine example of the Federation Romanesque style, the advanced American building technology that was employed for its construction and the high quality of original spaces and building fabric throughout the building. The atrium and stair around which the planning of the building is organised is rare and particularly noteworthy, and is one of the most significant interiors from the late nineteenth century in NSW. The building is generally considered to be the first in which trachyte was used extensively in the external structure. Because of the high quality of its design, construction and finishes, and its high level of integrity, it ranks as the finest office building to have been constructed during the 1890s in NSW

The building is an important component of the streetscape in this section of Central Sydney and is complemented by the adjacent 2 Martin Place, which was also designed by Edward Raht and which also features load-bearing trachyte external walls.

5.6 Levels of significance

5.6.1 Ranking of Significance of Individual Areas and Elements

The significance of the individual elements of the building has been assessed and ranked to enable decisions on the future conservation and development of the site. The ranking has been based on the demonstrative ability of the existing fabric and its intactness or evocative quality. The specific areas and the individual elements such as walls, doors and windows are all ranked based on significance.

Ranking of the individual components of the subject site have been made as per below:

Grading of Significance	Justification for Grading
Exceptional	<p>Element that makes a direct and irreplaceable contribution to the overall heritage significance of 350 George Street. It will exhibit a high degree of integrity with any alterations of a minor nature and generally reversible.</p> <p>Demolition/removal or inappropriate alteration would substantially diminish the heritage significance the 350 George Street.</p>
High	<p>Element that makes a substantial contribution to the overall heritage significance of the 350 George Street. It has alterations that do not detract from its significance.</p> <p>Demolition/removal or inappropriate alteration would diminish the heritage significance of the 350 George Street.</p>
Moderate	<p>Element that makes a moderate contribution to the overall heritage significance of the 350 George Street. It has undergone alteration that detracts from its heritage significance but still contributes to the overall significance of the place.</p> <p>Demolition/removal or inappropriate alteration may diminish the heritage significance of the 350 George Street.</p>
Little	<p>Element that makes only a minor contribution to the overall heritage significance of the 350 George Street. It has undergone substantial and irreversible alteration and is difficult to interpret.</p> <p>Demolition/removal would not diminish the heritage significance of the 350 George Street.</p>
Intrusive	<p>Element (or component of an element) that adversely impacts on the overall heritage significance of the 350 George Street.</p> <p>Demolition/removal would enhance the heritage significance the 350 George Street.</p>

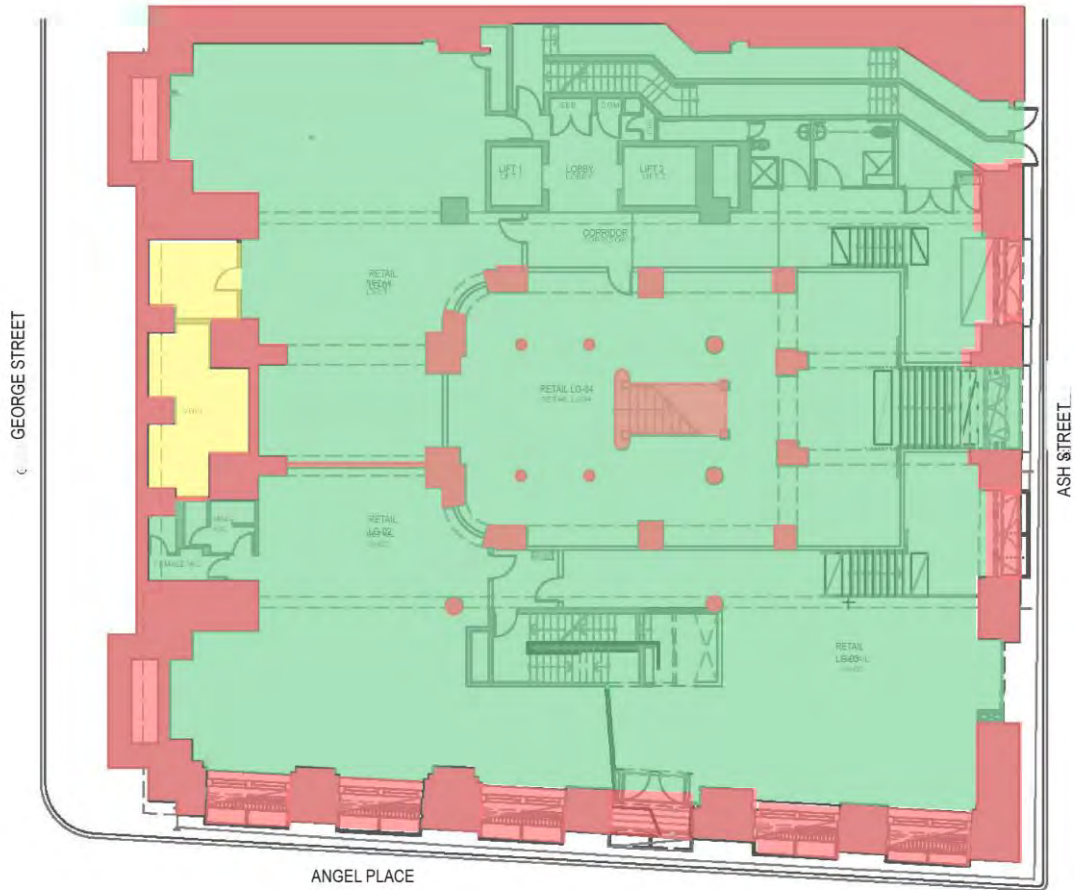


117 Basement plan showing overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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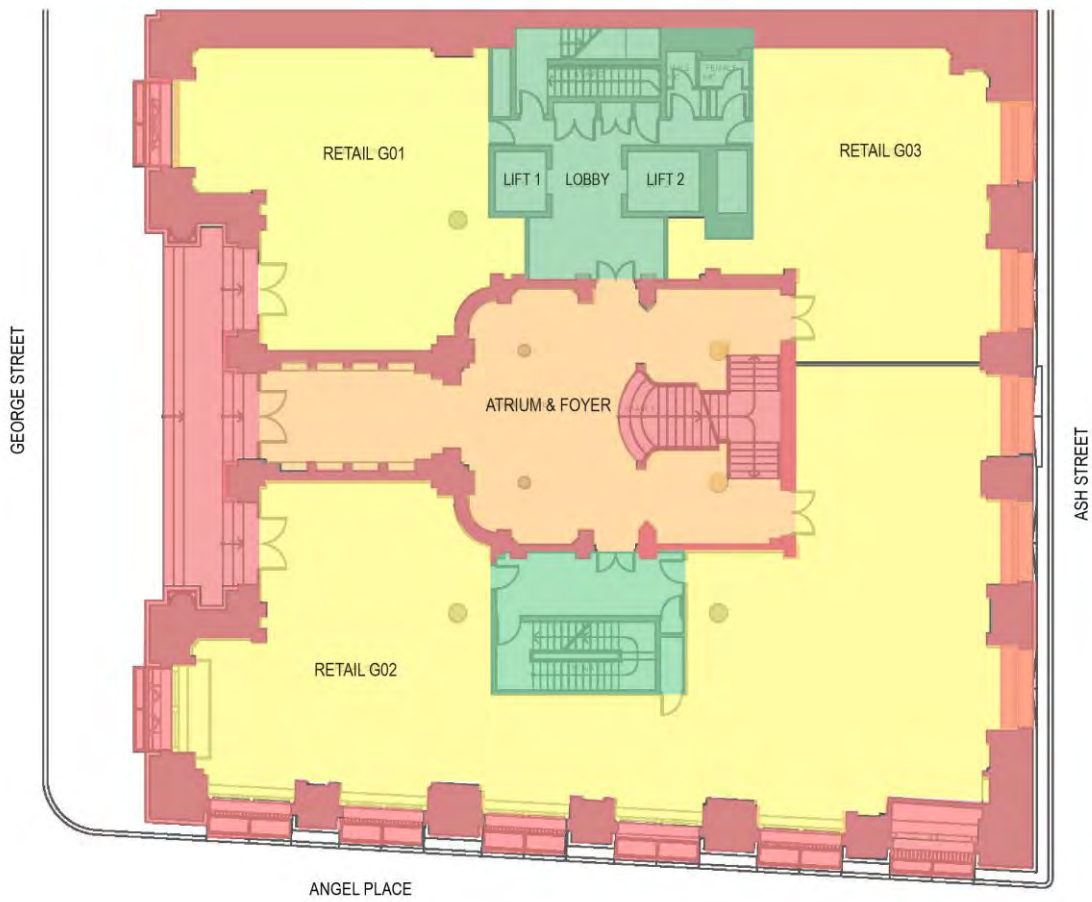


118 Lower Ground Floor plan showing overall levels of significance.
Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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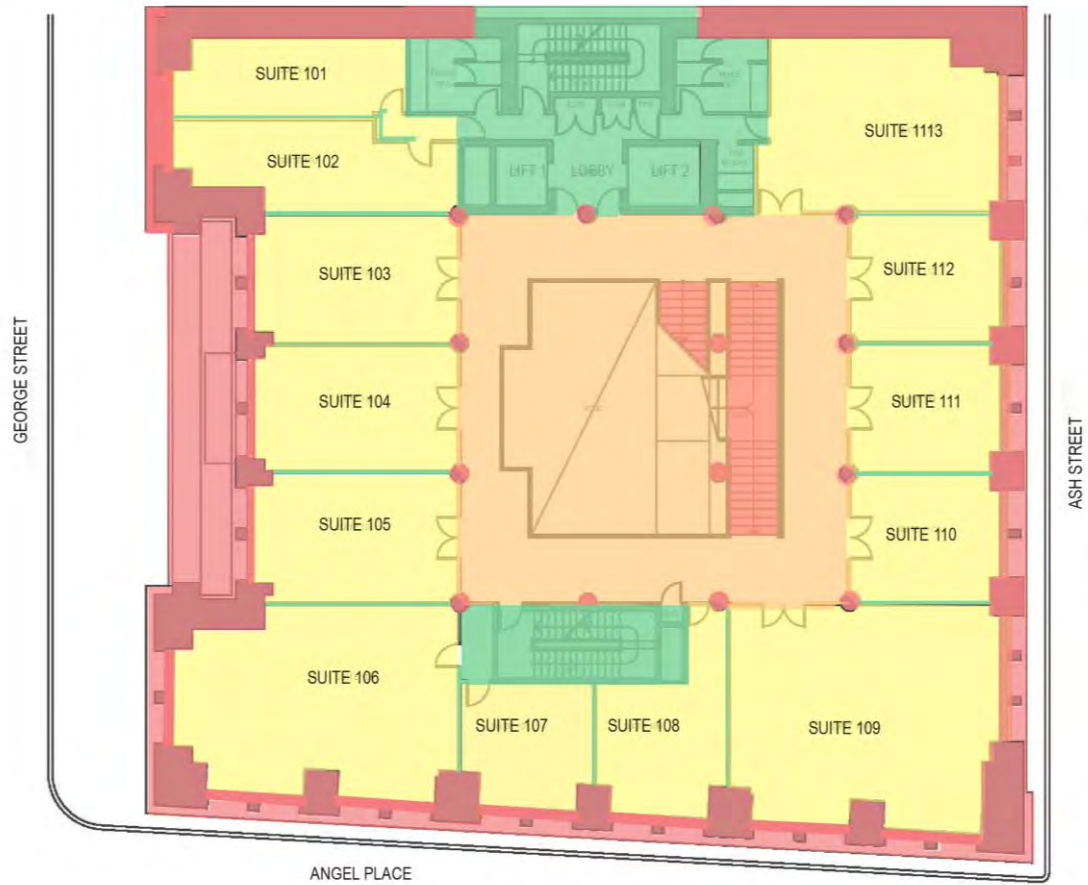


119 Ground floor plan showing overall levels of significance. Not to scale.
Source: TKD Architects.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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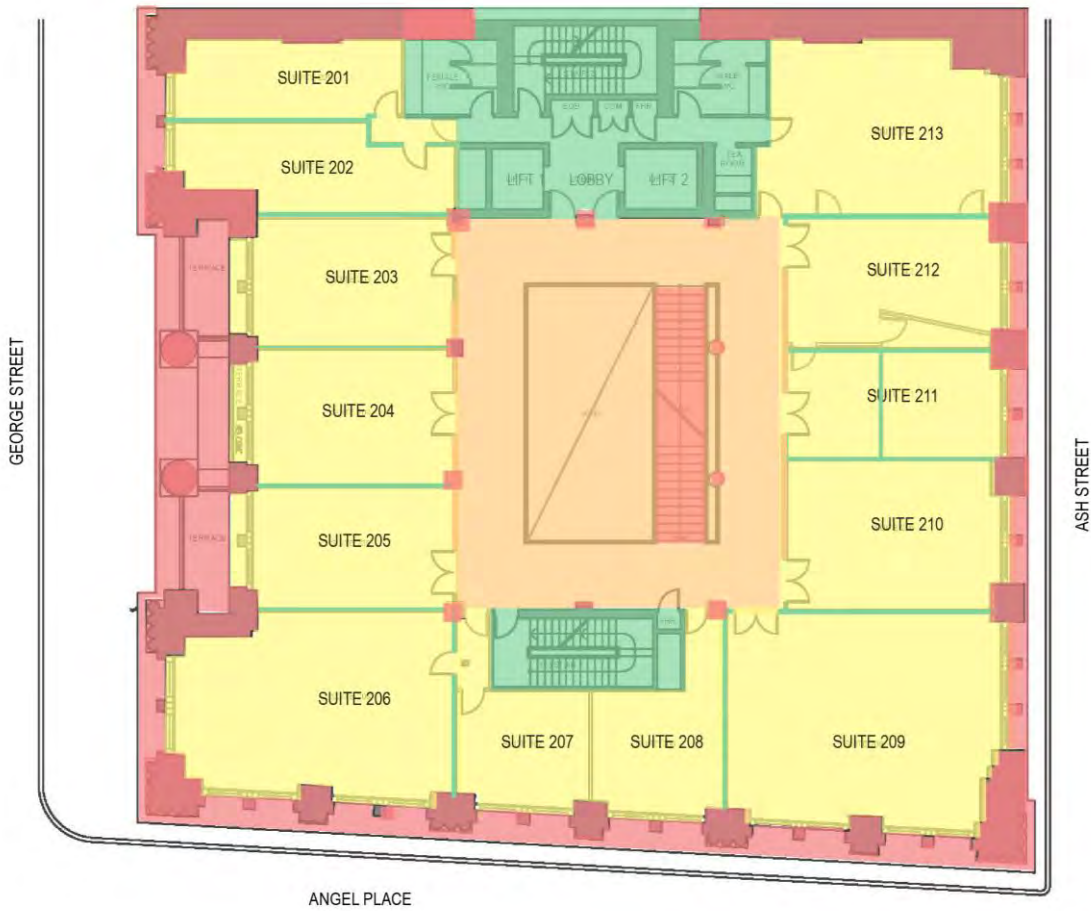


120 First floor plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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121 Second Floor plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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122 Third floor plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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123 Fourth Floor plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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124 Fifth Floor plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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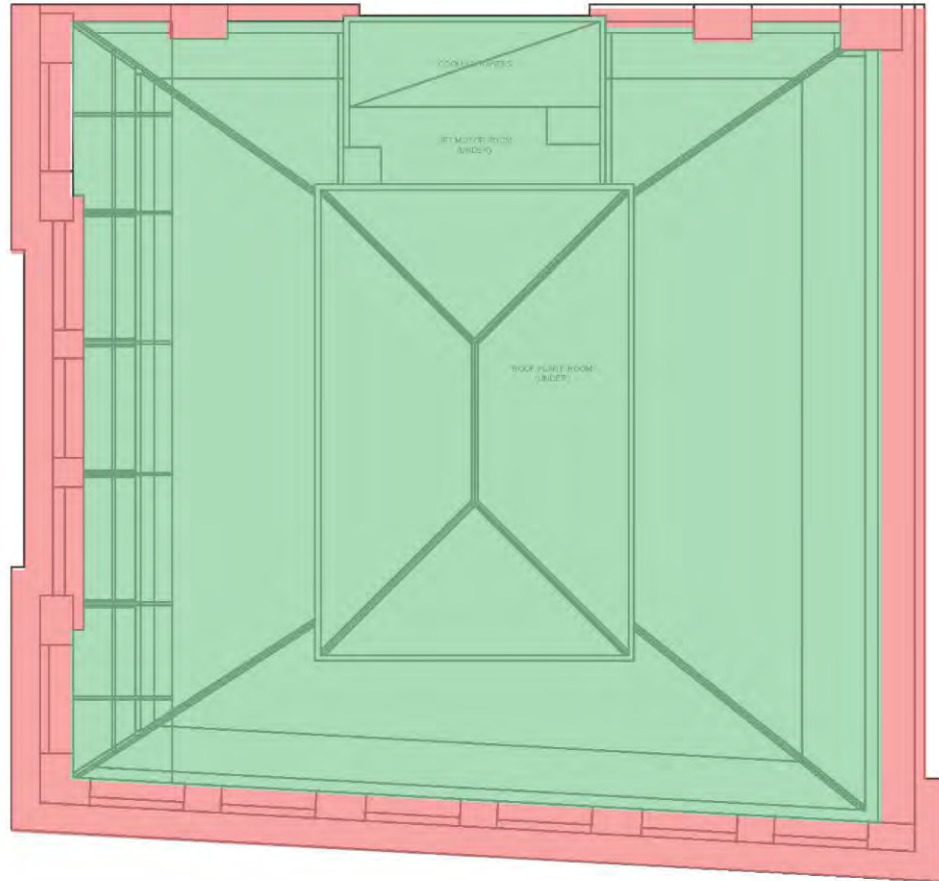


125 Sixth Floor plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

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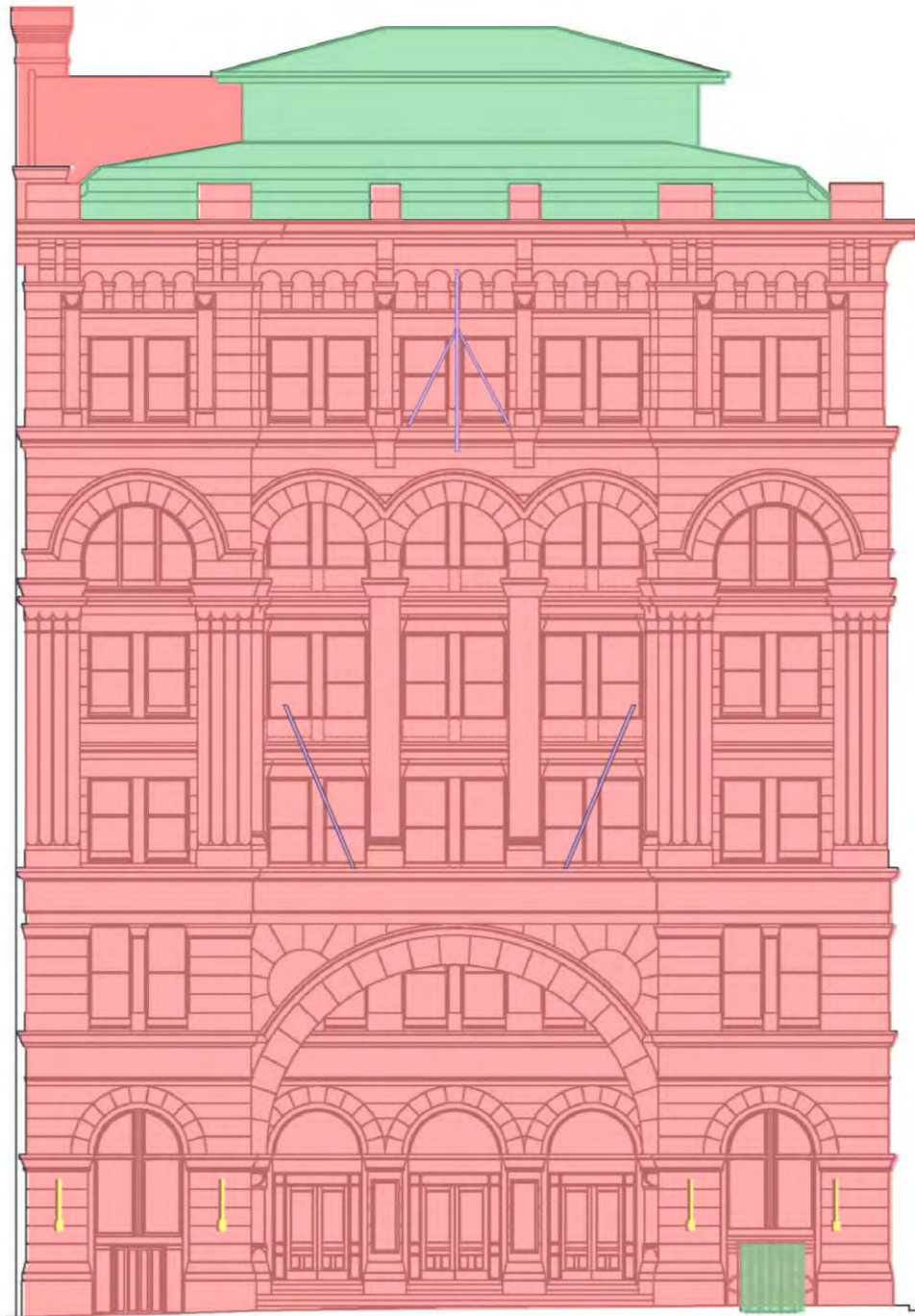


126 Roof plan with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.



- Exceptional
- High
- Moderate
- Little
- Intrusive

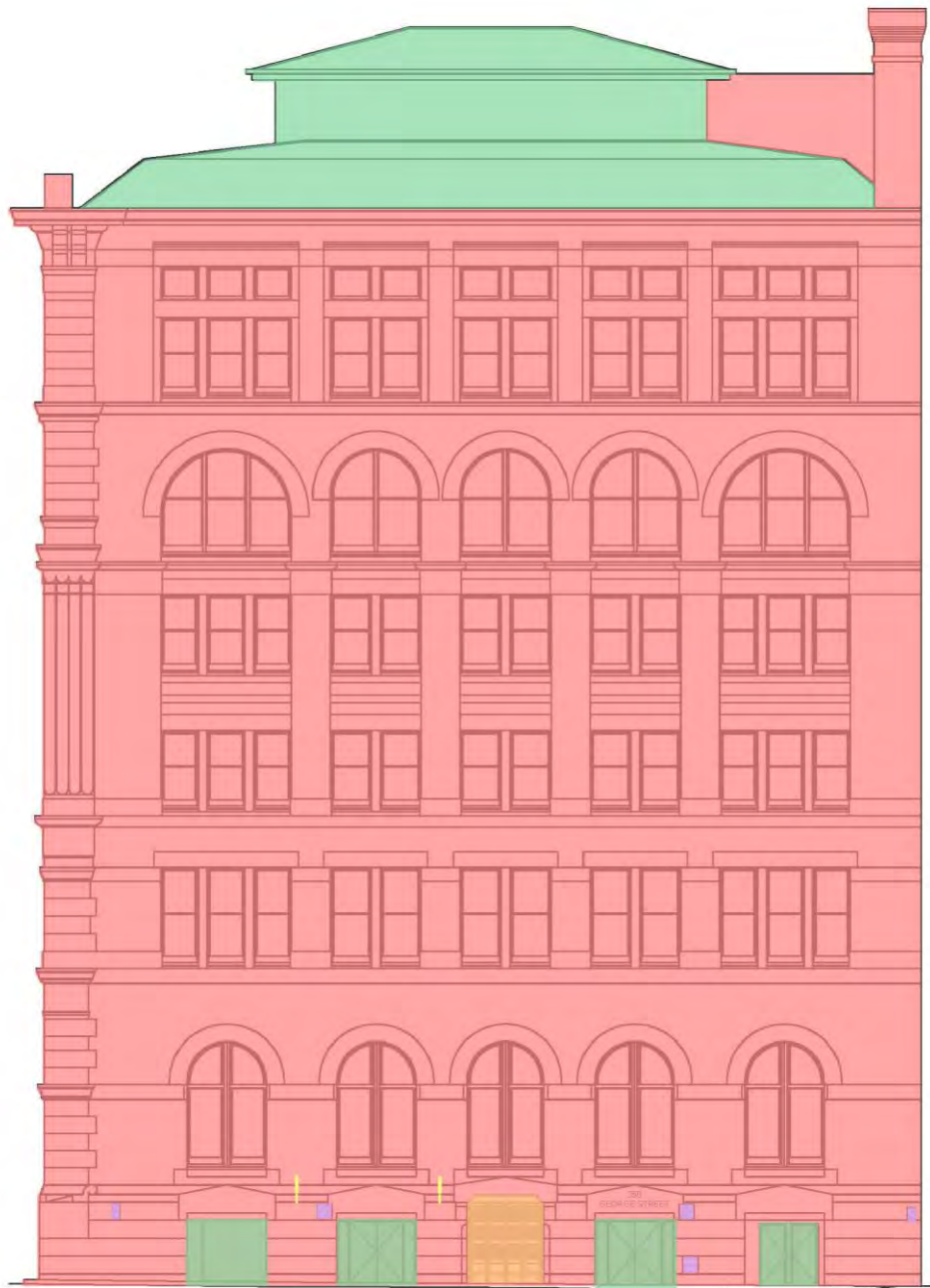
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127 George Street elevation with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.

- Exceptional
- High
- Moderate
- Little
- Intrusive

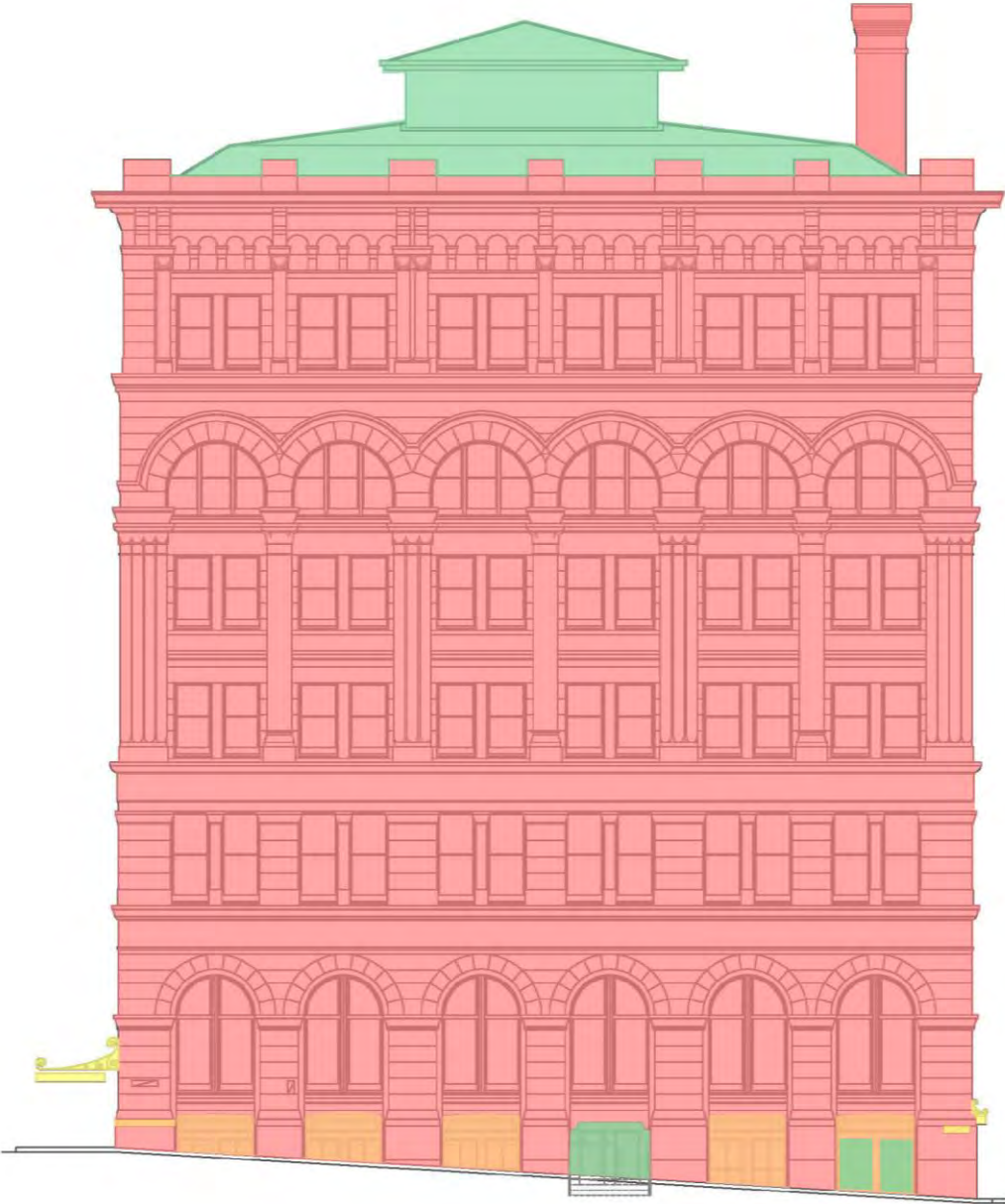
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128 Ash Street elevation with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.

- Exceptional
- High
- Moderate
- Little
- Intrusive

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129 Angel Place elevation with overall levels of significance. Not to scale.
Source: TKD Architects, 2020.

- Exceptional
- High
- Moderate
- Little
- Intrusive

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Building or Site element	Significance	Commentary
Exterior		
Overall street presentation of the Building elevation	Exceptional	Original These are the most significant architectural and aesthetic characteristics of the building.
Stone facade, balconies, columns, pilasters and arches	Exceptional	Original facade configuration and elements including trachyte stonework marble columns and painted wrought iron balcony balustrades and glass flooring to Level 5 balcony
Bronze Statue on George Street facade	Exceptional	Original fabric and original position
Inscribed foundation stone	High	Original element
Windows	High	Original timber frame sash windows and floor to ceiling arched windows
Later doors and windows on the ground floor of the eastern (Ash Street) elevation	Little	
Transparent enclosures to openings over the basement level of the southern (Angel Place) elevation.	Little	
Access George Street	Exceptional	Original, main entry from George Street and original secondary entries to tenancies on each side. Original trachyte steps Original hydraulic security gate. Door fittings themselves are not original.
Access Ash Street	High Little	One early metal security door access to lower ground floor Two later access doors and security grilles to lower ground floor window
External directory boards	High	Original metal framed and glazed boards

Building or Site element	Significance	Commentary
Pavement lights	High	Located on George Street, Angel Place and Ash Street. George Street lights were framed over due to Dymocks pedestrian activity and glass blocks below southern window were replaced
Concrete pavement light infill on George Street	Little	
Wrought iron security grilles to lower ground windows on Angle Place, and decorative detailing to fanlights of George Street main and tenancy entrances	High	Original, painted decorative bars and detailing
Signage: Remnant painted sign on northern wall at roof level visible from George Street Wrought iron brackets to the tenancy signs on ground floor elevation Signage light boxes	High Moderate Little	Original painted sign depicting National Mutual Assurance ownership Brackets understood to have been first installed during 1930s.
Roof	Little	New mansard roof form and new fabric of metal deck roofing
Box guttering and associated plumbing, flashing	Moderate to Little	Original modified and replaced fabric
Flagpoles, surface mounted electrical conduits, security cameras and traffic sign along Ash Street	Intrusive	Not original or early fabric
Chimneys and trachyte pediment stones	High	Original face brick chimneys
Interior - overall		
Overall presentation and spatial plan	Exceptional	Original fabric and with later additions The overall presentation is significant architecturally and aesthetically and is a major characteristic of the building.
Atrium ceiling	High	This is new fabric, c.1980s, however is a reproduction of the original leadlight ceiling and a significant element of the overall building
Lift lobby and services including fire stairs	Little	1950s space with 1980s and later fabric. Fire stairs are 1980s concrete throughout

Building or Site element	Significance	Commentary
Toilet areas	Little	Relatively recent fabric.
Grand staircase (all levels)	Exceptional	Original and a distinctive feature of the building. Marble, bronze and timber.
Interior - Basement		
Overall presentation and spatial plan	High	Original construction form evident with some replacement fabric such as concrete lift well
Hydraulic system and fabric of security gate	High	Original fabric
Extruded terracotta bricks to arched openings, basement walls and vaulted corridors	High	Original or early fabric modifications do not detract
Concrete Floor	Moderate	Original or early finish
Bricked-in or open arched openings	High	Original openings and structural configuration
Pavement light wells, pavement lights	High	Original configuration and fabric enclosed in some areas
Tenancy storeroom mesh partitions and services ducts & pipes, plant equipment	Little	New or non-original fabric
Interior – Lower Ground Floor		
Overall presentation and spatial plan	High	Original and restored fabric – within a restored space.
Staircase from George Street	Moderate	Original but with some restored fabric
Tenancy areas		
Exterior window and door openings	High	Original openings
Four decorative cast iron columns	High	Original structural elements
Staffroom along eastern wall	Moderate	Appears to have early fabric
Interior partitions and layout	Little	New fabric and configuration
Suspended ceilings and modern light fittings throughout	Little	
Restaurant fitout	Little	
Interior – Ground floor		
Original structural system including steel girders and beams, cast iron columns and wrought iron elements	Exceptional	Original fabric that was technical achievement at the time
Entry lobby	High	Original space and decorative elements including wall mosaics and plaques and a coffered ceiling

Building or Site element	Significance	Commentary
Main foyer	High	Original rounded space and grand decorative elements, including columns, marble floor, skirtings, wall panels and piers, ceiling arches bronze columns, wall mounted metal scrollwork and decorative plaster cornices
Tenancy areas		
Overall spatial spaces	High	Exterior walls, ceiling and flooring original.
Tenancy fit-out	Little	Internal configurations may change due to tenancies and internal partitions are new.
Interior – First floor		
Overall presentation and spatial plan	High	Original and restored fabrics – within a restored space. The staircase and its frame is a major and original feature. No trace of the original floor layout evident
Exposed water pipes, part of sprinkler system	Intrusive	Modern services
Atrium area	High	The atrium partitioning is a combination of originally placed marble dado with new fabric above and entry via doors placed within the partitioning. This is complementary to the original floor plan.
Tenancy areas		
Exterior walls and window timber panelling	High	Timber panelling appears original
Interior decorative piers	High	Appear original
Tenancy fit-out	Little	Interior partitions and layout are new but respect the buildings significant elements
Suspended ceilings and modern light fittings throughout.	Little	Non-original fabric
Interior – Second floor		
Overall presentation and spatial plan	High	Original and restored fabric or elements – within a restored space. The staircase and its frame is a major and original feature.
Atrium area	High	Partitioning around atrium for office tenancies could be original marble dado with timber partition above and timber doors.
Tenancy areas		
Exterior walls and window timber	High	Timber panelling appear original

Building or Site element	Significance	Commentary
panelling	High	Appear as original floor plan
Corner rooms on all four sides	Little	Interior partitions and layout are new but respect the buildings significant elements.
Tenancy fit-out	Little	
Suspended ceilings and modern light fittings throughout.		
Interior – Third floor		
Overall presentation and spatial plan	High	Original and restored fabrics – within a restored space. The staircase and its frame is a major and original feature.
Atrium area	High	Partitioning around atrium for office tenancies could be original marble dado with timber partition above and timber doors.
Tenancy areas		
Exterior walls and window timber panelling	High	Timber panelling appears original
Corner rooms on northwest and southeast sides	High	Appear as original floor plan.
Tenancy fit-out	Little	Interior partitions and layout are new,
Suspended ceilings and modern light fittings throughout.	Little	
Interior – Fourth floor		
Overall presentation and spatial plan	High	Original and restored fabrics – within a restored space. The staircase and its frame is a major and original feature.
Atrium area	High	Partitioning around atrium for office tenancies could be original marble dado with timber partition above and timber doors.
Tenancy areas		
Exterior walls and window timber panelling	High	Timber panelling appear original
Northwest corner room	High	Room appears to have preserved original openings in splayed niche layout.
Interior partitions and layout	Little	
Suspended ceilings and modern light fittings throughout	Little	

Building or Site element	Significance	Commentary
Interior – Fifth floor		
Overall presentation and spatial plan	High	Original and restored fabrics – within a restored space. The staircase and its frame is a major and original feature.
Atrium area	High	Partitioning around atrium for office tenancies could be original marble dado with timber partition above and timber doors.
Former Ball Room (Suite 5.03)	High	Original space and detailing with restored fabric, subsequently subdivided. New colour scheme
Partitions dividing the space into three tenancies and paint scheme	Little	
Tenancy areas		Timber panelling appears original
Exterior walls and window timber panelling	High	
Tenancy fit-out	Little	
Suspended ceilings and modern light fittings throughout.	Little	
Interior – Sixth Floor		
Overall presentation and spatial plan	High	An original space with c.1980s fabric
Atrium area with leadlight glazing and decorative ceiling structure	High	An original feature with c1980 restored fabric matching original
Tenancy areas	Little	This is a c.1980s created space within the former roof space.

5.7 Curtilage

5.7.1 Introduction

Heritage curtilage is defined in the NSW Heritage Office publication *Heritage Curtilages* as:

The area of land (including land covered by water) surrounding an item or area of heritage significance which is essential for retaining and interpreting its heritage significance.

It can apply to either:

- land which is integral to the heritage significance of items of the built heritage; or
- a precinct which includes buildings, works, relics, trees or places and their setting.

The term “heritage curtilage” is also used by the Heritage Council of NSW to describe the area listed on the State Heritage Register (SHR) or on a local environmental plan.

The heritage curtilage should contain all elements contributing to the heritage significance, conservation and interpretation of a place including (but not limited to):

- historic site boundaries;
- buildings and structures and their settings;
- functional and visual relationships between buildings and structures;
- important views to and from the place;
- any identified archaeological resources;
- historic and visual spatial relationships between buildings, structures and grounds.

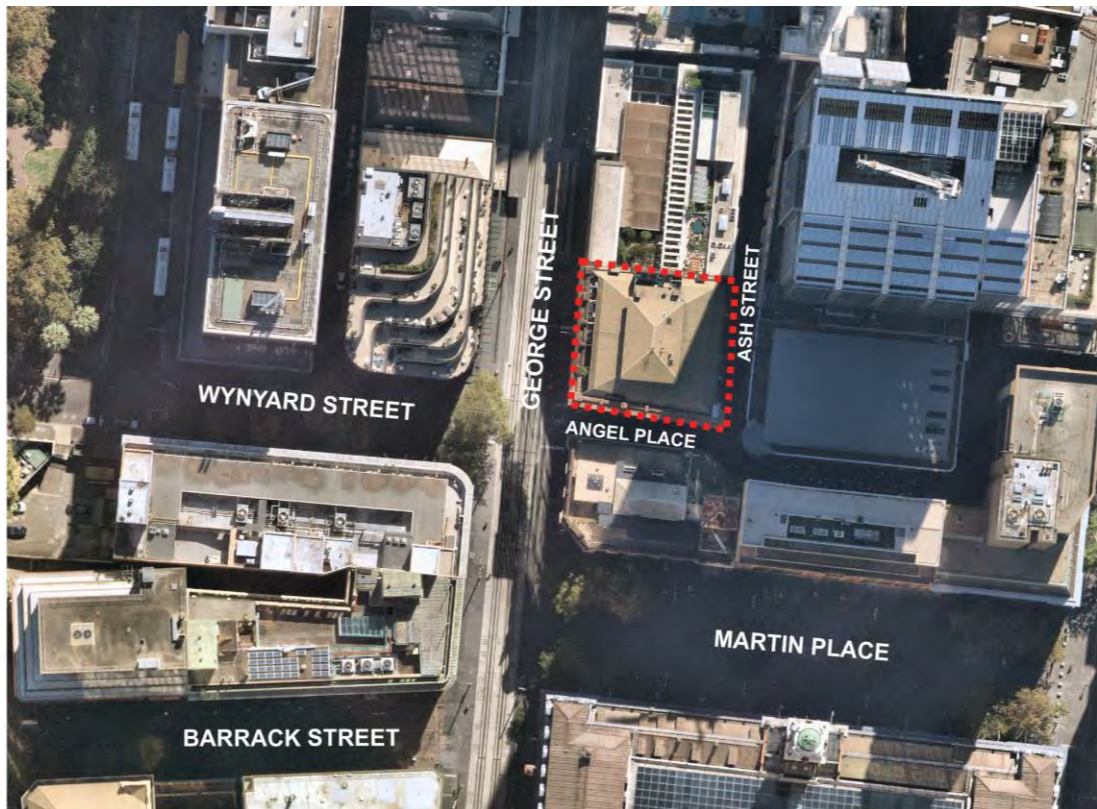
The Heritage Division guidelines describe the following types of heritage curtilages that could be applicable to 350 George Street:

- Lot Boundary Heritage Curtilage, where the lot would adequately contain the heritage significance of the place, including buildings, gardens and other significant features such as walls, fences and driveways that contribute to the heritage significance of the place.
- Expanded Heritage Curtilage, where an area larger than the lot boundary is required to retain the heritage significance of the place, including its landscape setting or visual catchment.

5.7.2 Heritage Curtilage for 350 George Street

Lot Boundary Heritage Curtilage

The building is sited with its main frontage on George Street, bound by Ash Street and Angel Place. The Lot boundary is defined by the Strata Lot SP 97685.

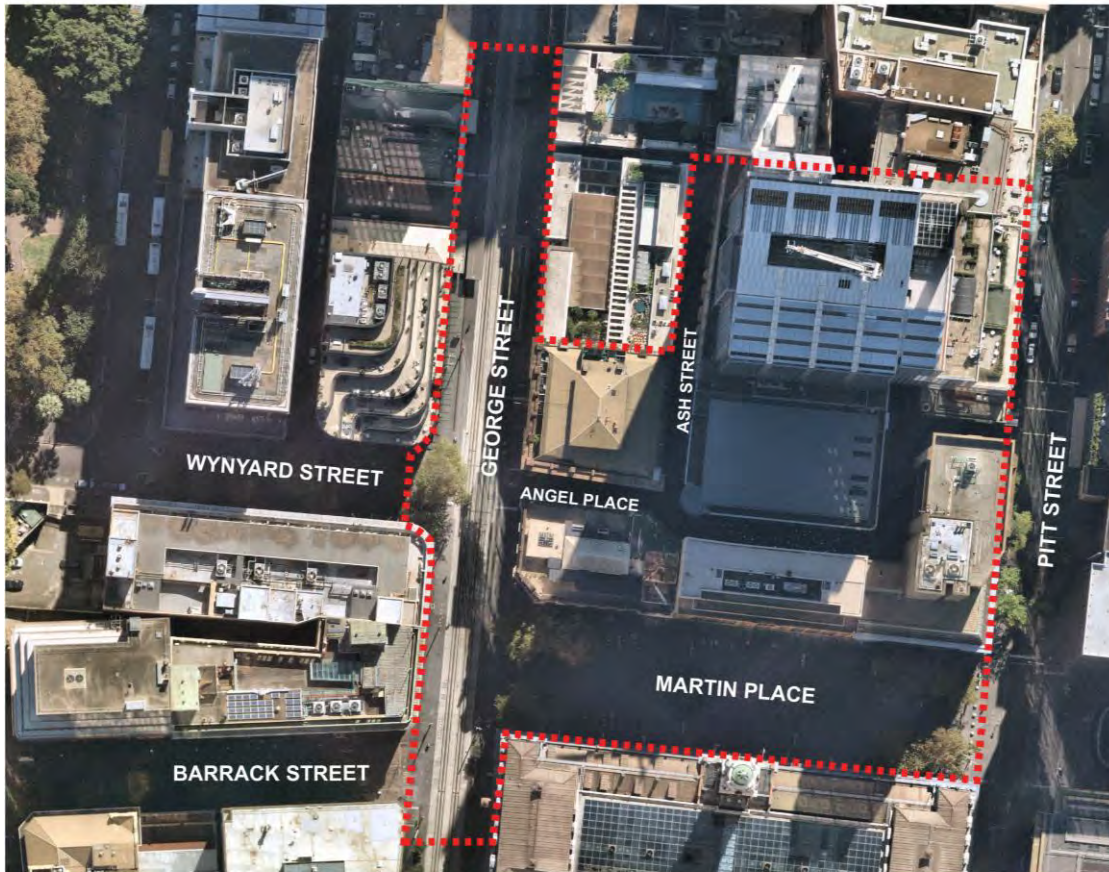


130 350 George Street, lot boundary heritage curtilage. Not to scale.
Source: Nearmaps, with TKD Architects overlay, 2020.



Expanded Heritage Curtilage

The expanded heritage curtilage of 350 George Street is defined by the Lot Boundary, combined with the wider setting within George Street and Martin Place. All significant elements and view corridors are included within this curtilage.



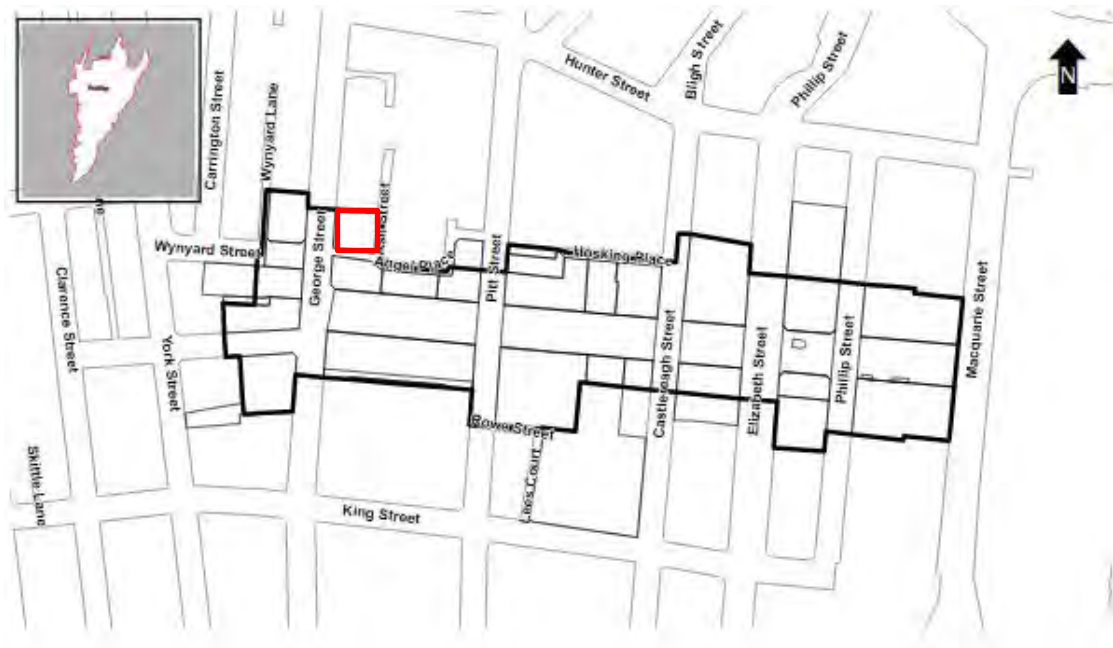
131 350 George Street expanded heritage curtilage, which takes into consideration significant views to from the building. Not to scale.
Source: Nearmaps, with TKD Architects overlay, 2020.



Martin Place Special Character Area

The Expanded Heritage Curtialge has been established in order to maintain the existing visual relationship of 350 George Street with the George Street streetcape and the Martin Place Special Character Area as defined in the City of Sydney DCP 2012.

The curtilage is to maintain the existing visual relationship with the neighbouring building also designed by Edward Raht, at 354 George Stree, and its relationship with the surrounding historic context on George Street and Martin Place.



132 Martin Place Special Character area. 350 George Street outlined in red.
Source: City of Sydney DCP 2012, p. 2.1-13.



6 INFORMATION FOR CONSERVATION POLICIES

6.1 Introduction

Conservation policies and recommendations for their implementation develop from an understanding of:

- the nature and level of significance of the building and of its contextual relationship with its surroundings;
- structural adequacy and the general condition of the fabric;
- the owner's requirements;
- uses which are both feasible and compatible with the retention of major aspects of significance;
- development constraints and opportunities in relation to the retention of the significance of the place;
- and
- statutory and other obligations

6.2 Heritage significance

The building at 350 George Street is of exceptional state heritage significance. The building should be conserved for the future by appropriate restoration and careful management to retain and enhance the appreciation of its significance within the City urban context. The building's relationship with the surrounding adjoining streets and neighbouring historical context of George Street and Martin Place should not be altered.

The building must be maintained in a condition that is consistent with its significance. A regular maintenance program for the building (see policies in Section 7.6.2) is required. No physical intervention to the facades is permitted except for conservation purposes, the external three facades are of exceptional significance and should be retained and conserved.

The building should continue to be used as commercial offices. Retail use is acceptable on the lower ground and ground floors with sympathetic and appropriate tenancy signage designed in accordance with the approved Signage Strategy for the building (see policies in Section 7.4).

The majority of the internal spaces are of high and moderate significance and should be conserved and maintained except where fabric has been assessed as of little significance or intrusive.

6.3 Physical Condition

350 George Street is generally in good condition, and has been well maintained. Most areas of the building do not require immediate attention or repair. Since its construction in the late 19th Century, major modifications have taken place during the 1980s and 2011-2012.

The majority of the works outlined in the 2010 Conservation Works Schedule (in the 2010 CMP) have been undertaken. Whilst bird spikes have been installed to minimise the nesting and bird droppings in the balcony area, this has not been an entirely successful deterrent and droppings still pose an impact on the trachyte physically and visually.

Refer to policies in Section 7.6.2.

6.4 Owner's requirements

As a NSW State Heritage listed site, the owner recognises its responsibility under the *Heritage Act 1977 (NSW)* to conserve and manage its heritage asset appropriately and in compliance with its legislative obligations; as well as guiding the conservation and management of the building to ensure effective care.

The obligations of the tenants of the building are also taken into consideration by the owners of the building. A Building Information & Fit-out Guide for 350 George Street, Sydney is provided by the building managers to all owners and tenants. This guide includes information for existing and prospective tenants in the planning, fit-out and occupation of the spaces within the property. The Building Information and Fit-out Guide will need to be reviewed and may need to be updated in accordance with this Conservation Management Plan. Recommended fit-out guidelines have been provided in APPENDIX E, the Building Management Building Guide has been provided in APPENDIX M.

6.5 Development opportunities and constraints

Despite the passage of time, 350 George Street has continued to provide commercial office space in the Sydney CBD. Even though the major alterations in the 1980s removed significant fabric and reconfigured the spaces adjacent to the atrium, the exterior of the building remains substantially intact and the interior retains its essential character and much original fabric. Care will need to be exercised throughout any adaptation works to ensure that significant spaces, elements and fabric are retained and conserved, and not obscured or damaged. There is little opportunity for major alterations and additions – either internally or externally.

The following general principles and heritage design parameters should apply to any future development at the building:

- Retain, conserve and enhance the significant envelope and elevations
- Respect and enhance the relationship of 350 George Street with the Martin Place Special Character Area and George Street generally
- No vertical additions are permitted in accordance with the DCP 2012
- Internal alterations and additions may be permissible internally, in areas of lesser significance, and where impact to the significant spatial arrangement and fabric can be avoided or minimised, in accordance with policies of this CMP

6.6 Statutory Heritage Context

6.6.1 Heritage Act 1977

The *Heritage Act 1977 (NSW)* aims to conserve the environmental heritage of New South Wales. Environmental heritage is broadly defined under Section 4 of the Heritage Act as consisting of the following items:

those places, buildings, works, relics, moveable objects, and precincts, of State or local heritage significance.

The Act established the State Heritage Register (SHR) to protect places with particular importance to the people of New South Wales. 350 George Street were included on the SHR (SHR No. 00234) 2 April 1999.

Under Section 57(2) of the Act, the Minister for Planning grants 350 George Street exemptions from approvals as discussed below.

All works which do not qualify as exempt works under Section 57(2) of the Act, must gain approval through applications made to the Heritage Council of New South Wales under Section 60 of the Act. The details of all the proposed works within the SHR boundary must be submitted to the NSW Heritage Council for consent prior to commencement. All conservation works must be guided by a Conservation Management Plan (CMP) and all new work, demolitions and alterations must conform to the guidelines outlined in the CMP.

Delegated Authority

The *Heritage Act 1977 (NSW)* provides the Heritage Council of NSW and the Minister with a range of functions, including providing delegated authority to enable more timely decision making. The City of Sydney Council has delegated authority from the Heritage Council of NSW to carry out certain functions under the Heritage Act, without seeking separate approval. The delegation is set to be rolled out in stages, with Stage 1 commencing on 28 January 2020. During Stage 1, the City of Sydney Council will undertake full assessment of applications and provide recommendations to the Heritage Council. Later stages will formally activate the full delegated functions.

Under fully activated delegated functions, the City of Sydney Council can undertake assessment and determination functions for certain application types for sites within the City of Sydney's Local Government Area. These application types include:

- Section 57(2) Exemption Notifications for minor works
- Section 60 applications for all other works
- Section 65(A) modification applications
- Providing general terms of approval, or advising that approval will not be provided, for Integrated Development Applications under the *Environmental Planning and Assessment Act 1979*.

When exercising its delegated authority, the City of Sydney Council is bound to consider all relevant matters required under the *Heritage Act* and comply with the Instrument of Delegation. The City of Sydney Council is required to refer all applications to the Heritage Council where the proposed works are considered to materially affect the heritage significance of the item, or impact state significant archaeology or historic shipwrecks.

The City of Sydney Council will be required to regularly report to the Heritage Council all delegated decisions for monitoring and compliance with the *Heritage Act* and Instrument of Delegation.

Standard and Site-Specific Exemptions

Under the Heritage Act, the Minister may make exemptions from approval otherwise required under the Act for works to SHR places. There are two types of exemptions:

- Standard exemptions for all SHR places. Typical exempt activities include building maintenance, minor repairs, alterations to certain interiors or areas, or change of use; and
- Site specific exemptions for a particular SHR place that can be approved by the Minister on the recommendation of the Heritage Council.

The Heritage Council has prepared guidelines to inform owners and managers of SHR places about the standard exemptions. Additional details of the standard exemptions can be obtained from Heritage NSW, NSW Office of Environment and Heritage.

Site specific exemptions relate to the particular requirements of an individual SHR place, and can only be for works which would not materially affect the significance of the place. Site specific exemptions are only applicable if they are endorsed by the Heritage Council of NSW.

A Schedule of Site-Specific Exemptions for 350 George Street is outlined in policies at Section 7.3.6.

Minimum Standards of Maintenance and Repair

The Heritage Act provides for minimum standards for maintenance and repair of all SHR places. These standards apply to weatherproofing, fire protection, security measures and essential maintenance and repair. Under the Act, inspection to ensure compliance with the minimum standards must be conducted at least once a year (or at least once every three years for essential maintenance and repair).

Management of Archaeology under the Heritage Act

It is very unlikely that archaeological remains have survived on the site and may be uncovered in the future. The Heritage Act includes provisions to protect historical archaeological sites. The Act defines a 'relic' as any deposit, artefact, object or material evidence that:

- relates to the settlement of the area that comprises New South Wales, not being Aboriginal settlement, and
- is of State or local heritage significance.

Under the provisions of the Act, Heritage Council of NSW approval is required to excavate or disturb land on the SHR and where there is reasonable knowledge or likelihood of relics being disturbed. To gain approval, an application must be made to the Heritage Council under Section 60 of the Act. Excavation Permits are issued in accordance with Heritage Council policies which ensure that disturbance of sites and relics occur in accordance with appropriate professional assessment, standards and procedures. If it is determined that excavation will not adversely affect potential archaeological relics, then an application for Exemption from the s60 process can be made under s57(3) of the Act.

6.6.2 City of Sydney Local Council

Sydney Local Environmental Plan 2012

350 George Street is listed on Schedule 5 of the City of Sydney's Local Environmental Plan (LEP) 2012 (item no. I1771). The LEP heritage listing boundary for the property corresponds to the SHR boundary. In addition, the subject site is adjoining two townscape landscape Archaeological items listed in Schedule 8 of the Central Sydney LEP 2005. They are – Angel Place (No 3, CSHI No 9002A) and Ash Street (No 8, CSHI No 9002).

Development within a property identified as being of Environmental Heritage in Schedule 5, is to be managed under the provisions of Section 5.10: Heritage Conservation, as follows:

(1) Objectives

The objectives of this clause are as follows:

- a) To conserve the environmental heritage of the City of Sydney
- b) To conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, setting and views
- c) To conserve archaeological sites
- d) To conserve Aboriginal objects and Aboriginal places / items of heritage significance

The LEP includes heritage provisions that will need to be addressed as part of any proposal for change at 350 George Street. Apart from addressing the impacts of a proposal on the heritage significance of the place itself, the impacts on any other heritage places / items or heritage conservation areas in the vicinity will also need to be addressed.



133 Extract from City of Sydney LEP 2012, Heritage Map (014).
350 George Street – item I1771, is outlined in red.

Source: City of Sydney LEP 2012, https://www.legislation.nsw.gov.au/maps/20cbf640-ec45-4aff-b985-6b21d712094e/7200_COM_HER_014_005_20151203.pdf

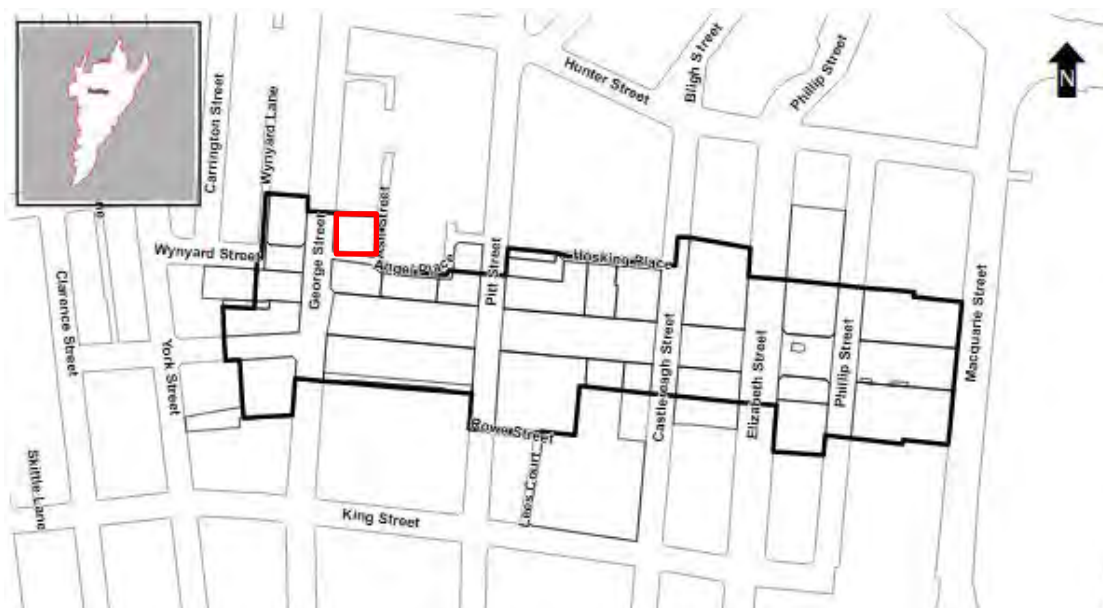


Sydney Development Control Plan 2012

350 George Street is identified as a part of the Martin Place Special Character Area. The following principles are stipulated as part of Section 2.1.7 of the DCP:

- a) Development must achieve and satisfy the outcomes expressed in the character statement and supporting principles.
- b) Conserve and enhance the significance of Martin Place as one of Central Sydney's grand civic and ceremonial spaces, and as a valued business location.
- c) Retain and enhance the urban character, scale and strong lineal enclosure of Martin Place by requiring new buildings to:
 - i) be built to the street alignment;
 - ii) have street frontage heights consistent with the prevailing form of buildings in the area; and
 - iii) to have building setbacks above those street frontage heights.
- d) Protected and extended sun access and reflected sunlight to Martin Place during lunchtime hours from mid-April to the end of August.
- e) Provide sun access to significant sandstone buildings in Martin Place to improve the ground level quality of the public space.
- f) Protect existing significant vistas to the east and west and ensure new development will not detrimentally affect the silhouette of the GPO clock tower.
- g) Retain human scale at street level, while respecting and positively responding to the monumental nature of the place.
- h) Conserve and enhance the heritage significance of the nineteenth and twentieth century institutional and commercial buildings and their settings.

350 George Street also falls within the boundary of Central Sydney Specific Area, as outlined in Section 5.1 of the DCP. Section 5.1 provides policies regarding development within the Central Sydney Specific Area, including policies related to street frontage heights and setbacks in Special Character Areas (Section 5.1.3).



134 Martin Place Special Character area. 350 George Street outlined in red.
Source: City of Sydney DCP 2012, p. 2.1-13.



Heritage Floor Space

As 350 George Street is located within the Central Sydney Specific Area, it is subject to Section 6.10 of the LEP – Heritage Floor Space. The objective of Section 6.10 is to provide an incentive for the conservation and ongoing maintenance of heritage buildings within Central Sydney. Heritage Floor Space may be created in relation to a property under the following clauses of Section 6.10 (2):

- a) the person is the owner or the nominee of the owner of a building that is a heritage item shown marked “**” in Schedule 5 (a *heritage building*), and
- b) the heritage building is on land in Zone B8 Metropolitan Centre, and
- c) conservation works have been carried out on the heritage building and have been completed in accordance with a heritage conservation management plan approved for the building by the consent authority, and
- d) a covenant is registered that prevents development that increases the total gross floor area of all buildings on the site on which the heritage building is located or that increases the height of the heritage building, and
- e) an amount of heritage floor space has not been recorded in the previous 25 years (under this clause or under a similar scheme in force before the commencement of this Plan) in respect of the heritage building, and
- f) no other building has utilised floor space that was available to it only because, at the time the floor space was utilised, the building was on a site that included the heritage building or that included part of the site occupied by the heritage building.

In accordance with Section 6.10 (3) heritage floor space may be traded or on-sold to other persons (or companies) for use at other properties.

Development opportunities and constraints relating to the award, allocation and/or transfer of heritage floor space is outlined in the provision of the DCP in Section 5.1.9. Of particular importance is Section 5.1.9.2 which outlines the pre-requisites for the award of Heritage Floor Space. These include the following:

- 1) Prior to registration of the HFS, the applicant must complete the conservation works in accordance with the Conservation Management Plan and enter into legal agreements and grant covenants on the land which:
 - a) limit any future redevelopment on the site to the total gross floor area and height of the conserved heritage building; and
 - b) ensure the ongoing conservation of the building by regular maintenance, including the provision of adequate insurance and a maintenance fund.
- 2) A Conservation Management Plan for the heritage item is to be approved by the consent authority and is to generally include:
 - a) works to conserve the existing significant fabric of the building;
 - b) removal of elements that detract from the significance of the building;
 - c) the schedule of maintenance works;
 - d) reinstatement of original fabric based on documentary evidence where appropriate; and
 - e) other works compatible with significance of the building.

Section 5.1.9.2 of the DCP outlines the formula for the calculation of Heritage Floor Space that can be awarded to heritage buildings:

The formula is **HFSH = 0.5AS x FSRH**

HFSH is the maximum amount of Heritage Floor Space which may be awarded in sqm

AS is the site area in sqm occupied by the heritage building

FSRH is the maximum FSR for the site of the heritage building as shown on the LEP FSR map

Clause 4.4(2) prescribes a maximum FSR for the subject land, which is 8:1.

Criteria	Proposed Grant of HFS (2019)
Site area	850m ²
Floor space ratio (SLEP 2012)	FSR 8:1
Calculation of HFS	0.5 x 850 x 8 = 3,400 m ²

For an estimation of the value of the Heritage Floor Space, refer to the City of Sydney’s website, which will outline the expected return based on recent sales.

6.7 Other statutory considerations

6.7.1 Building Code of Australia

The *Building Code of Australia* (BCA) (as part of the National Construction Code [NCC] 2014) establishes nationally consistent, minimum necessary standards of relevant, health, safety (including structural safety and safety from fire), amenity and sustainability objectives. The BCA contains technical provisions for the design and construction of buildings and other structures, covering such matters as structure, fire, resistance access and egress, services and equipment, and energy efficiency as well as certain aspects of health and amenity.

An assessment of the compliance of 350 George Street with the BCA provisions should be undertaken. Any non-compliance or deficiencies identified in the BCA report should be upgraded to comply, or a management solution provided to mitigate the non-compliance in the short-term, indicating a staged upgrade and proposed upgrade of the areas in the long term.

Upgrading to comply with BCA standards will need to be undertaken in such a way as to avoid, minimise or mitigate any potential adverse impact on the heritage significance of the place. For example, in relation to fire safety, a fire engineering approach should be taken in the development of a fire safety strategy to avoid damage to significant spaces, elements and fabric while still ensuring occupant evacuation can be achieved.

It is a requirement, that any future development applications ensure compliance of the proposed works with the BCA.

Fire and life safety

350 George Street complies with the BCA standards in regards to fire and life safety requirements. The building also produces an Annual Fire Safety Statement to ensure that it meets these BCA standards and requirements.

6.7.2 Disability Discrimination Act 1992 and the Disability (Access to Premises – buildings) Standards 2010 (the Premises Standards)

The *Disability Discrimination Act 1992* (DDA) provides protection to members of the community with a limited ability/disability and ensure that reasonable access is provided to both public and private buildings and places. As a compliance-based Act it has the ability to require the construction of additional access arrangements to buildings and may therefore impact fabric and setting. Alternate solutions may apply.

The *Disability (Access to Premises – buildings) Standards 2010* (the Premises Standards) commenced on 1 May 2011. Any application for a building approval for a new building or upgrade of an existing building triggers the application of the Premises Standards. The guiding principles of the Premises Standards are the objectives of the DDA, which are:

- To eliminate, as far as possible, discrimination against persons on the basis of their disabilities in various areas, and in particular access to premises, work, accommodation and the provision of facilities, services and land;
- To ensure, as far as practicable, that persons with disabilities have the same rights to equality before the law as the rest of the community; and
- To promote recognition and acceptance within the community of the principle that persons with disabilities have the same fundamental rights as the rest of the community.

The purpose of the Premises Standards is:

- To ensure that dignified, equitable, cost-effective and reasonably achievable access to buildings, and facilities and services within buildings, is provided for people with disability, and
- To give certainty to building certifiers, developers and managers that if the Standards are complied with they cannot be subject to a successful complaint under the DDA in relation to those matters covered by the Premises Standards.

The Premises Standards specify how the objectives of the DDA are to be achieved in the provision of accessible buildings. The Premises Standards prescribe national requirements for new buildings and where new building work is being undertaken in existing buildings, in order to comply with the DDA in the areas for the buildings covered by these Standards. It is unlawful to contravene the Premises Standards.⁶⁶

DDA compliant access is provided from Ash Street, where a platform lift is used to navigate a small flight of steps, and provide access to the main lift core. The location of this access was approved by the Heritage Council of NSW and the City of Sydney in 2011. DDA compliant access is not possible from George Street without major alterations to the significant façade and trachyte steps.

⁶⁶ *Guideline on the Application of the Premises Standards Version 2*, Australian Human Rights Commission, February 2013.

6.7.3 Work, Health and Safety Act 2011

The *Work, Health and Safety Act 2011* provides a framework to protect the health, safety and welfare of all workers at work (and of other people who might be affected by the work) by eliminating or minimising risk arising from work or workplaces. The Act covers all people who carry out work in any capacity for a person conducting a business or undertaking including employees, contractors, subcontractors, self-employed persons, outworkers, apprentices and trainees, work experience students and volunteers who carry out work. It also includes other people at a workplace like visitors and customers.

6.8 Non-statutory heritage considerations

6.8.1 The Burra Charter

The Australian ICOMOS Charter for Places of Cultural Significance 2013 (The Burra Charter) is widely accepted in Australia as the underlying methodology by which all works to places identified as having national, state and regional significance are undertaken.⁶⁷

Because 350 George Street is of demonstrated cultural significance, procedures for managing changes and activities at the building should be in accordance with the recognised conservation methodology of the Burra Charter.

The following are the most relevant articles:

- Provision should be made for the continuing security and maintenance of significant items (Articles 2 and 16)
- All conservation work should involve minimum interference to the existing fabric (Article 3)
- The visual setting for significant items must be maintained and no new construction or other action which detracts from the heritage value of the item should occur (Article 8)
- Fabric should be retained in situ unless moving it is the sole means of achieving its survival (Articles 9, 10 and 11)
- Fabric from all periods should be recognised as contributing to the significance of the items (Articles 5, 13 and 15)
- Restoration should enhance the cultural significance and only appropriate if there is sufficient evidence of the original or earlier state (Articles 17, 18, 19 and 20)
- Adaptation should involve minimal change to significant fabric and spaces and minimal impact on the significance of the place (Article 21)
- New work should be easily identifiable and does not obscure the cultural significance of the place (Article 22)
- Existing fabric should be recorded before disturbance occurs (Article 27)
- Disturbance of fabric may occur in order to provide evidence needed for the making of decisions on the conservation of the place (Article 28)
- The decision-making procedure and individuals responsible for policy decisions should be identified (Article 26)
- Appropriate direction and supervision should be maintained at all stages of the work (Article 27)
- A record should be kept of new evidences and future decisions (Articles 27, 31 and 32)
- Copies of all reports and records should be placed in a permanent archive and made publicly available (Article 32.2)

⁶⁷ *The Burra Charter: The Australia ICOMOS Charter for the Conservation of Places of Cultural Significance 2013.*

- Fabric of cultural significance already or subsequently removed should be kept in a secure repository. Such items should be professionally catalogued and protected (Article 33)
- Adequate resources should be provided for conservation (Article 34)

6.8.2 Other non-statutory listings and studies

There are several non-statutory heritage listings, registers and local studies undertaken by government and non-government organisations on which the building can be classified.

National Trust of Australian (NSW)

The National Trust of Australia (NSW) has assembled a Register of heritage items and conservation areas. The National Trust Register is a respected guide to items of cultural significance.

The subject site has been listed on the National Trust Register, Listing No. 6230, as “Societe Generale, Formerly National Mutual Building, 348–350 George Street, Sydney”.

Register of the National Estate

The Register of the National Estate is a list of natural, Indigenous and historic heritage places throughout Australia. This was originally established under the Australian Heritage Commission Act 1975. The Register of the National Estate was closed in 2007. Listing on the Register of the National Estate carries no statutory implications for items not in the ownership of the Commonwealth Government; however, it is indicative of the high cultural values of the place.

The subject site was entered on to the Register of the National Estate as heritage item No. 1803, Societe Generale House, in 1980. The subject site is also listed on the Australian Heritage Places Inventory as heritage item No. 5045334, National Mutual Building. However, the statement of significance only refers to the historic tenant, Maybanke Wolstenholme, rather than the building itself.

AIA Register of Significant Architecture in NSW

The NSW Chapter of the Australian Institute of Architects has maintained a register of notable NSW Architecture since October 1949. The list, presented in an abbreviated version of entries held at the Chapter Office on a State Heritage Inventory Database and card index, is available on the AIA website NSW Chapter section. The subject site is not identified on this register

7 CONSERVATION POLICIES

7.1 Introduction

Conservation can be regarded as a process of managing change in ways that will best retain and protect the heritage significance of the place while recognising opportunities to reveal or enhance its values for present and future generations.

Striking a balance between often-conflicting needs requires the development of a range of conservation principles, policies and guidelines that will define the limits of acceptable change and ways of managing change while retaining and interpreting significance. They are intended to manage change rather than prohibit it.

Conservation of the heritage values of 350 George Street is dependent on establishing appropriate and sustainable new uses for the site that will facilitate its ongoing conservation into the future. To assist with adaptation and with managing change it is essential that sound heritage management principles are established.

The Policies and Guidelines in this section of the CMP aim to assist with ensuring that conservation actions and proposals for change are consistent with the Heritage Management Principles and best-practice conservation guidelines. If a particular action is not covered by a policy or guideline then reference is to be made to the Heritage Management Principles (see Section 7.2 below).

The Policies and Guidelines have been formulated to address the likely heritage management considerations that apply to the site. The policies have been presented under various headings to assist with identifying which policies are relevant to a particular conservation action or proposal for change. Where appropriate, each Policy is supported by explanatory text and Guidelines that aim to ensure that future decisions about the place are made in an informed manner.

7.2 Heritage management principles

The following heritage management principles provide the essential guiding aims for the management of the heritage significance of 350 George Street. They should be adopted by the owner and relevant approval authorities:

1. The Statement of Cultural Significance (Section 5) and the significance of built components (Section 5.6.1) provide the basis for future planning and decision making.
2. The future conservation and development of the place should be carried out in accordance with the principles of the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance.
3. The approach and options recommended for the conservation of specific fabrics, spaces, elements and qualities of the place should be endorsed as a guide to future work, the recommendations having been related to the principles of the Burra Charter.
4. Uses for areas of exception and high significance should not compromise the character and significance of those areas.
5. Care should be taken in any future development to minimise any adverse impacts on the setting of significant built and landscape elements.

7.3 General management policies

7.3.1 Plan implementation and review

Background

The Conservation Management Plan (CMP) identifies why 350 George Street and its key components are significant. The Heritage Management Principles, Policies and Guidelines contained within this CMP have been prepared to ensure that heritage significance of the site is appropriately retained and conserved. It is intended to be of practical use to current and future site owners, managers and other site users enabling them to make decisions about the site having due regard to its heritage significance.

This CMP should be adopted by the property owners, and submitted to the City of Sydney.

A CMP is only effective when its principles, policies and guidelines are implemented. Therefore, an effective management structure is required to ensure that the principles, policies and guidelines are integrated fully into the management of the place.

It is intended that the CMP has an approximate lifespan of ten years. A ten-year lifespan will provide reasonable opportunity for its implementation and for additional information to be investigated and integrated into a revised plan. Review of the Plan is essential to ensure that it continues to provide relevant guidance for conservation and adaptive re-use of the site and its buildings.

Policy 1 This CMP should provide the basis for the future conservation and adaptive reuse of the site.

Policy 2 This CMP should be reviewed every five to ten years, or as circumstances relating to the place change.

Guidelines

The CMP should be adopted by the owners of the place as the basis for its future heritage management.

The Heritage Management Principles, Policies and Guidelines within this CMP should be integrated into the current and future management structure(s) of the site to ensure that:

- they provide for the long-term conservation of the heritage values of the site and its significant components, spaces, elements and fabric;
- employees, contractors and other site users are made aware of the heritage significance of the site and its key components and the objectives for heritage management;
- management roles and responsibilities are clearly established; and
- an appropriate balance is achieved between the functional requirements of the site and the heritage imperatives applying to the significant components of the site.

The CMP, in particular the Policies and Guidelines within it, may need adjustment from time to time to take into account discrepancies and unforeseen circumstances or new proposals, to clarify intentions or as a result of uncovered evidence.

The CMP should be accessible to the public in order to raise and foster community awareness of the history and heritage significance of the building and the measures put in place to retain and conserve the values of the place. Copies should be lodged with Heritage NSW and the City of Sydney Library.

7.3.2 Achieving best-practice conservation

Background

The CMP identifies why 350 George Street and its key elements are significant. The statement of cultural significance and the significance assessments of individual elements within the site, the policies recommended and options discussed throughout this report will guide future planning and work.

The conservation policies make recommendations regarding the conservation of the place so that any proposed future intervention will not result in inappropriate loss of cultural significance. It is intended to be of practical use to the managers of the site enabling them to make decisions about the site having due regard to its significance.

As 350 George Street is a State heritage listed site, it requires best-practice heritage management. There is a diverse range of elements at the site which require skills such as conservation architects, structural engineers, building code compliance advisers, archaeologists and material conservation specialists. The coordination and briefing of these specialists is a task that should be performed by suitably qualified people, such as heritage architects, who have experience in heritage conservation and can act on behalf of the owner.

To prevent the gradual loss of cultural significance through incremental change, a mechanism for controlling any modifications undertaken by future tenants to the significant fabric needs to be implemented.

Policy 3 Management of the heritage values should be in accordance with the principles, policies and guidelines in this CMP and in other best-practice heritage principles and guidelines including:

- *The Australia ICOMOS Charter for Places of Cultural Significance 2013 (the Burra Charter);*
- *The guidelines produced by the Heritage Council of NSW*

Policy 4 Appropriate conservation skills and experience should be employed to undertake any conservation or new works.

Guidelines

The CMP policies should be fully integrated into the management structure of 350 George Street to ensure that:

- They provide for long-term conservation of 350 George Street and its significant components, spaces and fabric;
- Employees, contractors, leaseholders and other site users are made aware of the heritage significance of 350 George Street and their components and the objectives for heritage management;
- Management roles and responsibilities are clearly established, with specialist heritage management expertise incorporated into the management structure of the site.

Ensure that all conservation works are overseen or undertaken in consultation with qualified and experienced conservation professionals acting within the principles, policies and guidelines established in the CMP.

A clear process should be established for engaging suitably qualified consultants, building contractors, project managers and tradespeople that have demonstrated experience with working on significant historic sites, buildings and structures.

An appropriate balance should be achieved between the functional requirements of 350 George Street and the heritage imperatives applying to their significant components.

7.3.3 Additional research and assessment

Background

Significant elements, spaces and fabric are identified in this CMP. Additional investigation and assessment of these elements may be required to assist in the determination of the impact of future works on significant elements, spaces or fabric and guide change. The purpose of additional investigation and assessment is to assist in the determination of the impact of future works on significant elements, spaces or fabric. It is also to assess the suitability of specific adaptive reuse works required for the accommodation of new use or the upgrading of facilities for an existing function. This may include an assessment of the impact of proposed alterations in relation to significant elements, spaces and/or fabric, of the proposed removal of unsympathetic additions that may or may not reveal or deface significant elements spaces and/or fabric.

Policy 5 Additional research and assessment of the component spaces and fabric should be undertaken to inform decision-making in relation to the detailed design of conservation works and alterations and additions to the site and its significant components.

Guidelines

The following should occur as part of any proposals for conservation or new works

- undertake detailed investigation, recording and assessment of the documentary and physical evidence associated with built components, spaces, elements and fabric;
- undertake further into the structural techniques used in the building, which were new to Australia and originated from Europe and America;
- confirm the appropriate conservation approach; and
- set out a comprehensive schedule of conservation actions or new works, based on the accepted conservation approach

Sufficient research and assessment should be undertaken to provide a basis for understanding the impact of:

- detailed alterations in relation to significant elements, spaces and/or fabric; and
- removal of unsympathetic additions that may or may not reveal or deface significant elements spaces and/or fabric.

7.3.4 Assessing heritage impacts

Background

Proposals for conservation or new works will need to be assessed to ensure that they are consistent with the Principles, Policies and Guidelines in the CMP. A Statement of Heritage Impact will also need to form part of any development application submission or Section applications to the Heritage Council.

Policy 6 Proposed works should be assessed for their potential impact (both positively and adversely) on the heritage significance of the place and the heritage significance of other heritage items in the vicinity and within the Special Character Area.

Guidelines

Undertake heritage impact assessments consistent with the Heritage Council of NSW guidelines and using appropriate heritage management expertise.

The assessment should include an evaluation of the potential impacts of the proposed change on the heritage significance of the place on any other heritage items in the vicinity.

7.3.5 Records of maintenance and change

Background

Site components, elements and fabric can reveal important information about the historical development of the site. As the place will be subject to change from time to time it is important to create a visual and/or written record of the place before change occurs. It is also important to record any fabric or elements uncovered during the works. This will not only assist researchers but allow for full re-instatement of an earlier space or fabric in the future.

An extensive archival record of the building was undertaken in 2010 prior to works being undertaken.

Policy 7 A recording of the condition of significant fabric and key features should be undertaken before, during and as part of any new major works or restoration to the building.

Guidelines

Record works which include the demolition and change, particularly unavoidable changes to significant elements, spaces or fabric. Works should be recorded if assessed as having a major impact on the significance of the heritage item, and if requested as part of a condition of consent by either the NSW Heritage Council or City of Sydney. Recordings should be undertaken in a manner that is consistent with the following guidelines published by the Heritage Branch of the Office of Environment and Heritage:

- Photographic Recording of Heritage Items Using Digital Film Capture (revised 2006);
- How to Prepare Archival Recordings of Heritage Items (revised 1998); and
- Maintenance series 1.2: Documenting Maintenance and Repair (1998).

A hardcopy and digital copy of the recording should be lodged with NSW Heritage.

An archival photographic record of the building was prepared in 2012 and approved by the City of Sydney. Refer APPENDIX L.

7.3.6 Compliance with statutory requirements

Background

As a place of state and local heritage significance, 350 George Street is therefore subject to the heritage provisions within the *Heritage Act 1977 (NSW)* and the *City of Sydney LEP 2012*. This legislation is in place to prevent loss of cultural significance by inappropriate development or building works, repairs and maintenance.

Some exemptions from approval for minor works are available under Section 57(2) of the *Heritage Act 1977*, provided that the Heritage Council is notified and a request is endorsed. Additional site-specific exemptions have been developed for the site (see APPENDIX D). Site specific exemptions are granted by the Minister for Heritage in respect to any proposed works or activities to be carried out. The purpose of these site specific exemptions is to allow agreed minor works to proceed without referral to the Heritage Council.

Policy 8 The site will be managed in ways that are consistent with applicable heritage legislative requirements. Works required to comply with building code and other legislative requirements are to avoid or minimise impacts on the site's heritage significance.

Guidelines

Works required to achieve compliance with the Building Code of Australia (under the National Construction Code [NCC] 2014) and State Environmental Planning Policy (Building Sustainability Index: BASIX) 2004 should be undertaken in a manner that does not damage the cultural significance of the site or its significant built components. Alternate solutions may be required.

The preferred strategy, if acceptable to regulatory authorities, would be to rely on active systems (automatic sprinklers and smoke detectors) to give early warning and containment of fire, and adapt existing stair enclosures to exclude smoke only. This would presumably at the least require fitting doors to openings which have none at present, and providing automatic self-closers and possibly smoke seals to all doors leading to the stairs.

Adaptations to stair enclosures for fire safety purposes should retain or restore as much original fabric as possible, including hardware and door furniture. Any additional structures or hardware should be the minimum necessary to achieve the purpose, of sympathetic appearance, and installed so as to have minimal and reversible impact on significant fabric.

7.3.7 User requirements

This CMP is intended to provide a guide to the treatment of the building both for the present accommodation plan and into the future, but will be ineffective unless its policies are incorporated into the decision-making process.

An internal fit-out guide has been developed to assist in providing guidance on meeting user requirements within the adaptation of the spaces. Refer to APPENDIX E for the Building information and internal fit-out guide.

Policy 9 Individual owner and tenant requirements should be assessed in accordance with the policies of the CMP and the Building Information and internal fit-out guide.

Guidelines

The current management arrangements should be supported and maintained in accordance with policies of the CMP. Individual strata owners and tenants may over time require new arrangements and accommodation in the building. These requests should be made through the Building Managers, and should be assessed in accordance with the policies of this CMP and the information contained in the Building Information and internal fit-out guide.

7.4 Signage

Background

Signage is important for identity and management but if it is not carefully controlled and designed can impact negatively on the heritage significance of the place. The location, size and character of the signs will need to be carefully considered to avoid adverse impacts on the site's significant components and key views into the site.

A Signage Strategy for the building was completed in 2012, and should guide the signage approach to the building. Refer to Signage Strategy at APPENDIX J and the 350 George Street External Retail Signage Strategy and Tenancy Logo Specifications at APPENDIX K.

Policy 10 Original or early signs should be retained in situ.

Policy 11 Coordinated signage should be designed for the building which respects and enhances the appearance of the original and early fabric and is sufficiently flexible to allow for changes in occupancy.

Policy 12 Evidence of the early painted signage on the northern external wall above George Street and the roofline of the neighbouring building should be preserved by application of a clear protective sealer.

Guidelines

All new and temporary signs should be designed and located in accordance with the 2012 purpose-written sign strategy for the place. The sign strategy ensures that all signs are consistent and well-designed and a high standard of graphics is achieved.

The location of any new signs should not detract from the site's character or on the contributions of its significant built and landscape components.

New entry signs should not detract from important views into the site, in particular to significant built components.

Proposals for new signs should be formulated with the aim of avoiding or minimising adverse impacts on the significant built components of the site.

7.5 Heritage conservation

7.5.1 General

Background

The Assessment of Heritage Significance in Section 5 of this CMP sets out why the place is of heritage significance. The CMP aims to guide retention and conservation of key components, significant spaces, elements and fabric while allowing its ongoing use.

The following policies provides general guidance for the conservation of significant built and landscape components, elements, spaces and fabric. The best means of conserving the site is for it to have ongoing and appropriate use, which does not preclude considered and sympathetic change.

Policy 13 Heritage conservation should:

Adopt a holistic approach and extend to all significant aspects of the place, including cultural buildings and structures, collections, records, traditions, practices, memories, meanings and associations.

Retain significant components, spaces, elements and fabric of the place consistent with their assessed level of significance and in accordance with specific actions identified within this CMP.

Make use of all expertise and knowledge, and adopt an evidence-based approach to materials conservation.

Ensure that the authenticity of original elements and fabric is maintained.

Policy 14 Previous maintenance or repair works using inappropriate materials or methods should be replaced when practicable or necessary using materials and methods which replicate the original or otherwise retain the significance of the fabric as a whole.

Guidelines

Retention, conservation and interpretation of the key phases of development should form the focus for heritage management. Components, elements, spaces and fabric of the place should be managed according to the contribution that they make to the heritage significance of the place – refer to the following table.

Level of Significance	Recommendations for Management
Exceptional	Retain, conserve (restore/reconstruct) and maintain. Intrusive elements and fabric should be removed. Adaptation is appropriate provided that it is in accordance with Burra Charter principles and with the specific guidance provided in this CMP.
High	Retain, conserve (restore/reconstruct) and maintain. Intrusive elements and fabric should be removed. Adaptation is appropriate provided that it is in accordance with Burra Charter principles and with the specific guidelines provided in this CMP. There is generally more scope for change than for components of exceptional significance.
Moderate	Retain, adapt and maintain. Demolition/removal is acceptable provided that there is no adverse impact on the significance of the place. Retention in some cases may depend on factors other than assessed values, including physical condition and functionality.
Little	Retain, alter or demolish/remove as required provided that there are no adverse impact on the heritage significance of the place. Sensitive alteration or demolition/removal may assist with enhancing the heritage significance of components of greater heritage significance.
Intrusive	Demolish/remove when the opportunity arises while ensuring there are no adverse impacts on the significance of other more significant components. Components that are actively contributing to the physical deterioration of components of higher significance should be removed as a matter of priority.

Make use of all available expertise and knowledge and adopt an evidence-based approach to materials conservation. A clear process for engaging suitably qualified consultants, building contractors, project managers and trades people that have demonstrated experience with working on historic sites having cultural and heritage significance and buildings should be established.

Documentation and execution of work to building fabric of exceptional and high significance should retain the maximum amount of significant fabric and patina.

Remove inappropriate materials and details and make good. In the case of components of high or exceptional heritage significance, ensure that the authenticity of original elements and fabric is maintained.

7.5.2 Conservation policies

Background

The building at 350 George Street is one of the earliest buildings in Australia to show the influence of the American Romanesque style and to be constructed with external walls entirely of trachyte. The building contains a steel-framed full-height atrium and fine examples of design and craftsmanship in marble, plaster, steel, bronze and glass. The building is in excellent condition due to the sympathetic restorations and adaptations during the centuries. The building makes a major contribution to the George Street streetscape and Martin Place Special Character Area.

Policy 15 The integrity of the George Street, Ash Street and Angel Place elevations is to be retained and conserved.

Policy 16 The conservation of the building is to be undertaken consistent with the assessed levels of significance and in accordance with the guidelines included in this Conservation Management Plan.

Guidelines

The approach to the conservation of individual built elements within the subject building should be in accordance with their relative significance and individual ranking, and be one of minimal intervention, with the philosophy of 'do as much as necessary, but as little as possible' being a primary consideration.

There will be no works to the elevations of the building that will compromise their integrity and negatively impact on their heritage significance as assessed in Section 5.

Consider enhancing the exterior components of exceptional and high heritage significance by reconstructing removed or damaged elements based on available documentary evidence.

Specific Conservation Policies

Policy 17 The bronze statue 'Protection' mounted at the centre of the main western facade should be retained in its current (original) location and its current good condition.

Policy 18 Any surviving evidence of early internal decorative colour schemes should be investigated, recorded and preserved. The findings of such investigation should be used as a point of reference to inform future colour schemes for the significant spaces.

Guidelines

Retain and conserve the exterior elements and internal spaces and original fabric. Unless prevented by essential structural safety and conservation considerations due to the condition of the fabric, individual elements should be managed in accordance with the recommendations as per listed under Section 7.5.1.

7.5.3 Curtilage and Setting

Background

The area immediately surrounding 350 George Street is part of the historic and civic precinct of Martin Place, and makes a positive contribution to this area and streetscape. Buildings in the vicinity are designed in sandstone, trachyte and feature grand and elaborate facades and interiors.

Policy 19 The curtilage as defined in this CMP is to be maintained and enforced.

Guidelines

The established heritage curtilage as defined in Section 5.7 should be maintained and enhanced, to encourage the continued visual and physical relationship of 350 George Street with the George Street streetscape and the Martin Place Special Character Area. The Martin Place Special Character Area is defined in Section 6.6.2.

Maintain the existing visual relationship with the neighbouring building also designed by Edward Raht, at 354 George Street. Maintain the existing setting of the building as well as its relationship with the surrounding historic context on George Street and Martin Place.

7.5.4 Views and vistas

Background

Views within, into and out of the site are integral to the appreciation of the significance of 350 George Street and its setting within George Street and the Martin Place Special Character Area. Appropriate management is required to protect and enhance identified views and vistas.

Policy 20 Conserve significant views and vistas to and from the building.

Guidelines

The significant views and vistas are identified in Section 0. The policies contained within this CMP aim to ensure that significant views into the site, within the site and views out from the site are conserved. The visual prominence of the buildings along George Street and Martin Place are to be retained when viewed within the streetscapes.

The existing vistas to be conserved include:

- Views along the principal George Street thoroughfare along the north and south axes;
- Views from Wynyard Street;
- View from the intersection of Barrack Street and George Street, and
- Views within Ash Street and Angel Place

7.5.5 Building and structures

Background

The building and structures provide tangible evidence of the history and development of the place. Individual elements make differing contributions to the heritage values of the place.

Policy 21 The conservation and adaptive reuse of the building and its structures is to be undertaken in a manner that is consistent with their assessed levels of heritage significance and in accordance with the guidelines included in this CMP.

Guidelines

Retain and conserve all items of Exceptional and High heritage significance. The significant internal spaces of Exceptional and High heritage significance should also be retained and conserved. Any future works affecting these spaces should respect and be visually compatible with their general architectural and aesthetic character.

Items of Moderate heritage significance should be retained where possible. Demolition or removal is acceptable provided that it would not result in adverse impacts on other items of higher heritage significance.

Items of Little heritage significance may be retained and adapted or removed. Removal is preferred where it would enhance the heritage significance of other items of higher heritage significance or the site as a whole.

Items that are intrusive should be removed when the opportunity arises. Removal should ensure that buildings and structures of other higher heritage significance are not damaged.

Sensitive adaptive re-use of significant items is encouraged provided that adaptation is consistent with the guidelines contained in this CMP and with other best-practice guidelines.

If demolition of a building element or structure is proposed then:

- The item should be archivally recorded consistent with the guidelines at Section 7.3.5;
- The historic functions of the item, if significant, should be interpreted consistent with Section 7.5.7;
- Any new development should be consistent with the guidelines in Section 7.6.6.

Works and activities allowing for the management of temporary events, such as the construction of temporary or mobile structures is appropriate where the Building Manager, in consultation with a Heritage Architect, is satisfied that the activity will not materially affect the heritage significance of the building.

Mobile and temporary structures are permissible for a total period not exceeding two (2) months, whilst temporary installations for exhibitions or events are permissible for a total period of less than three (3) months, in accordance with conditions of the Site Specific Exemptions (refer APPENDIX D).

7.5.6 Archaeology

Background

350 George Street is identified as having the potential for deep surface archaeological remains, as assessed by the *City of Sydney Archaeological Zoning Plan 1992*. The site has been subject to European occupation since the second half of the nineteenth century and may retain sub-surface remains of buildings or artefacts (relics) of local heritage significance. Future works may include excavation for the construction of new site infrastructure or installation of services which have the potential to adversely impact unknown archaeological relics. Should any relics be uncovered within the site they will need to be managed in accordance with the requirements of the *National Parks and Wildlife Act 1979* and *Heritage Act 1977 (NSW)*. Relics are defined in the *Heritage Act 1977 (NSW)* as any deposit, artefact, object or material evidence that relates to the settlement of New South Wales, not being Aboriginal settlement, and is of state or local heritage significance.

Policy 22 The archaeological (Aboriginal and European) potential of parts of the place should be managed and conserved in accordance with the archaeological provisions of the National Parks and Wildlife Act 1979 and the Heritage Act 1977 (NSW).

Policy 23 Heritage Council of NSW approval is required under Section 57(1) of the Act to move, alter, damage or destroy a relic or excavate land for the purposes of exposing or moving a relic.

Guidelines

In preparation for the instance of an unexpected archaeological find, an Unexpected Finds Procedure should be developed.

If and when substantially intact archaeological relics of potential local significance are uncovered during excavation, work in the vicinity must cease immediately and the Heritage Council of NSW notified. Work should not proceed until approval to do so has been provided by the Heritage Council of NSW or its delegate.

Liaise with the NSW Office of Environment and Heritage and the National Parks and Wildlife Services should any potential Aboriginal objects be uncovered.

All archaeological investigation, recording, artefact cataloguing and reporting are to be undertaken by a qualified archaeologist and in accordance with best-practice principles and consistent with relevant Heritage Council of NSW policies and guidelines.

Any artefacts found during excavation, ground disturbance or archaeological excavation are to be appropriately bagged, labelled, catalogued and stored in archive boxes. Artefacts need to be stored in a secure and weather tight location consistent with best-practice principles.

As the subject site is listed on the SHR, Heritage Council of NSW approval is required under Section 57(1) of the Act to move, alter, damage or destroy a relic or excavate land for the purposes of exposing or moving a relic. A qualified archaeologist will be required to identify and assess the potential impacts on the site's archaeology and recommend, which one of the following approvals will be required:

- All Section 60 or Section 140 applications require preparation of an archaeological research design, which will identify areas of impact, a mitigation strategy, archaeological research questions and

where any artefacts recovered from the site will be stored. All significant artefacts will need to be cleaned, bagged, labelled, boxed and catalogued. Applications for a S60 or S140 approval will also need to nominate a qualified archaeologist to manage the disturbance of the relic(s). For archaeology of State or local significance, the nominated Excavation Director will need to meet the relevant excavation director criteria.

- It is Heritage Council of NSW policy that archaeological sites and relics identified as having State heritage significance, irrespective of whether they are listed on the SHR (or are within SHR-listed boundaries), should be retained in situ. To this end recommendations to mitigate against disturbance will be put forward once details of specific works impacts are known. The discovery of archaeological remains may require localised stop work while an application for an excavation permit is submitted to the Heritage Council of NSW, and the remains are recorded. In some cases they will allow for the excavation of a site if there are appropriate research and public interpretation outcomes.
- Artefacts recovered from archaeological testing or as a result of other excavation works (such as underpinning of buildings and structures or new services) will continue to be considered 'relics' as defined under the Heritage Act. They are therefore protected under either Section 57 of the Act (for SHR-listed areas) or Section 139 of the Act (for areas not included on the SHR) and will need to be managed accordingly.
- Any artefacts uncovered during archaeological testing or as a result of other excavation works remain the property of the site owner. The nominated Building Manager will be responsible for the care and management of any artefacts uncovered within the site, which will include identification, cataloguing and conservation of significant objects and their secure storage in perpetuity.
- For any future works, adequate time, financial and staff resources should be set aside for activities noted above arising from an approval issued by the Heritage Council under the Heritage Act.
- Prior to refurbishment of any buildings an archaeologist should assess the likelihood that archaeological remains will be disturbed by proposed works to floor, wall and ceiling cavities. Sufficient time must be provided in works schedules for an archaeologist to make recommendations for recording or mitigation of impacts as required. Where appropriate, archaeological testing should be carried out before impacts are finalised in order to determine the nature of the remains.
- Conservation, refurbishment or upgrading works associated with any compatible future use proposal may result in the potential disturbance of, or uncovering of, the evidence of activities associated with earlier uses. In order that the history and significance of the building and its site may be fully understood and appreciated, the evidence shall be professionally recorded and assessed. The planning of works affecting the buildings and grounds must consider the effect on the identified archaeological resource. Impacts should be minimised wherever possible.
- Contractors on site are required under heritage legislation to report archaeological remains and should be encouraged to do this. Allowance for time variations should be allowed.
- Internal works that include removal of flooring that might expose artefact deposits, or landscaping affecting the turning circle or driveway, would benefit from preliminary archaeological testing.

- Any works involving the excavation of soil within the areas of medium to high archaeological potential are to be monitored by a qualified archaeologist in order to determine whether remains are present. If remains are encountered they will need to be recorded.
- In areas of low archaeological potential it is recommended that archaeological inspections be conducted and that the archaeologist be on call to inspect and record potential archaeological remains and artefacts.
- Archaeological monitoring is a methodology that should be used where there is a low expectation that substantial archaeological remains are present but because there is still some possibility that isolated features such as structures and deposits may survive and would be of significance. This is the most feasible way to record and recover them. Monitoring involves an archaeologist or archaeologists being present during excavation works on the site. The excavation works would be inspected for signs of historic features of built remains such as stone kerbing, brick or stone walling, drains or cesspits etc. Whenever possible, such features would be recorded on plan and by photography. Significant deposits of artefacts will be collected. If any remains are encountered, the contractor and client would be advised that short localised work stoppages may be necessary while recording is carried out.

7.5.7 Interpretation

Background

Interpretation uses a range of methods and techniques to present and deliver information to visitors and site users. It is intended to assist people in gaining an understanding and appreciation of the history and heritage significance of the place, using narratives based on key themes and messages to organise the information. Interpretation of tangible items, including artefacts, buildings, structures, archaeological remains and landscape may be delivered through signage, objects and art works. It can be integrated into the design of new built and landscape elements or presented in a published format including brochures, pamphlets, books and multimedia. Interpretation can also present and explore intangible aspects of social significance.

A Heritage Interpretation Strategy was prepared for the building in 2011 and endorsed by the City of Sydney. Refer to APPENDIX I.

Policy 24 Implement and maintain Interpretation in keeping with the preferred options of the 2011 Interpretation Strategy.

Policy 25 Retain the foundation stone in good condition in its existing and original location.

Guidelines

The scope of the 2011 Interpretation Strategy was to:

- Identify the themes and messages considered significant to the building;
- Propose locations where interpretation will enhance the understanding of the history and heritage of the building; and
- Recommend methods and media appropriate to the interpretation of the history and heritage significance of the building.

In reference to the Australian Heritage Commission and the NSW Heritage Office, the historic theme and interpretation theme relevant to the building at 350 George Street is as follows:

Australian Theme	NSW Theme	Interpretation Theme
3 Developing local, regional and national economies	Commerce	Activities relating to buying, selling and exchanging goods and services. The subject building, while not a bank or shop was built as the office and showpiece of a Life Insurance Company and has been continuously tenanted by different businesses.

A comprehensive approach to implementation of the interpretation strategy and communicating the history and heritage significance of 350 George Street included interpretation through the following means:

- Conservation of significant spaces, elements and fabric
- Implementation of Conservation Management Plan policies
- Introduction of two interpretive signs in the Entry Lobby
- Introduction of one interpretive marker in the third floor atrium
- Facilitating ongoing public access to the building
- Guided tours/open days
- Information brochures

7.6 Proposed actions

7.6.1 Introduction

The following policies are intended to provide guidance for future development to ensure that the heritage significance of the place is maintained in the future.

7.6.2 Cleaning, maintenance and repair

Background

The nature of any place is that its fabric will deteriorate due to the effects of age, weathering and use. Ongoing routine maintenance and repair are required to offset damage and deterioration. This is best achieved by preparing and implementing a program of planned maintenance — inspection, condition assessment, routine and scheduled maintenance — and having a strategy for planned maintenance and repairs.

Policy 26 The building is to be subject to regular physical inspection, assessment, cleaning, maintenance and repair to avoid deterioration of significant elements and building fabric.

Policy 27 Only persons qualified and experienced in heritage work and specialising in the relevant trade should be employed to work on heritage buildings and supervision should be constant. Workmen should be advised of the heritage constraints and conservation policies relevant to their work prior to commencing.

Policy 28 Missing, damaged or deteriorated building fabric should be repaired or reconstructed to match the original rather than replaced.

Guidelines

A Cyclical Maintenance Program has been prepared (see APPENDIX C) and should be implemented to provide the basis for the ongoing care of the site and to retain and enhance the heritage significance of its components. The program should be consistent with the guidelines in the NSW Heritage Office publication *The Maintenance of Heritage Assets: A practical guide*. It should be based on a comprehensive knowledge of the buildings, their construction, fitments, materials and regular inspections.

Cleaning, maintenance and repair should be undertaken on a regular basis and should:

- aim to protect fabric from further deterioration and retain as much as possible the integrity of significant fabric and construction methods;
- be consistent with The Burra Charter principles and aim to do 'as much as necessary but as little as possible' — this would include retaining significant fabric where possible rather than replacing elements in full; and
- be undertaken by staff or contractors experienced in working with historic fabric and using appropriate techniques.

A Conservation Works Schedule has also been prepared (see APPENDIX A and APPENDIX B) and should be implemented to provide the conservation, restoration and repair works required on the building to retain and enhance the heritage significance of its components.

Adequate funding and other necessary resources should be incorporated into annual budgets for the property for ongoing cleaning, maintenance and repair.

Makeshift alterations in the external fabric to accommodate past and present services or to admit light should be sealed to ensure they do not present a threat to the fabric or preferably removed and replaced in order to retain and recover the significance of the fabric as a whole.

Repairs should be undertaken regularly to maintain the condition of significant fabric between maintenance cycles. Minor repairs should be undertaken promptly.

Repairs involving new work should take care to retain (through restoration and/or reconstruction) original and/or early detailing and features of particular interest.

All maintenance and repair should be recorded in a manner that is consistent with the guidelines contained elsewhere in this document.

Conserve all original external and internal finishes. Do not paint or render previously unpainted surfaces on any account. Always utilise expert heritage conservation advice when carrying out work to significant elements or involve intervention to an element adjoining fabric of heritage significance.

Methods of external cleaning (including removal of graffiti) should be non-abrasive as to prevent harm to the exceptional fabric of the building. The removal of any graffiti will be undertaken under the direction of a Heritage Architect.

Deteriorating building fabric will wherever possible be repaired rather than replaced. Where replacement is unavoidable, new work will be based on existing or historical evidence. Conservation works will not reconstruct inappropriate building detailing or poor repairs.

Materials such as face brick, stone, metal roof linings and slate that were not originally painted should remain unpainted. Materials such as timber or metal that were originally painted and rely on an effective paint system for their preservation will remain painted.

Missing or damaged masonry should be repaired or reconstructed to match the original and a suitable mortar and/or render type must be used that is similar in composition to original mortar within the masonry wall and/or existing cement render. All visible new surfaces must visually match the existing/original in colour and texture.

Retain and repair window and door joinery in preference to replacement. Replacement should only be considered where repair is no longer feasible. Reconstruction and restoration work on the significant windows and doors should be based on historical and physical evidence.

Existing door and window openings to the building's facades are to be conserved. There will be no new openings introduced into the exterior of the building, unless under the approval of City of Sydney and involves the reinstatement of previous openings in the building. Utilisation of existing openings along Ash Street for potential future uses of the lower ground floor of the building and for easy access to the ground floor is acceptable.

All suspended ceilings may be replaced where necessary.

Where the original ceilings have been damaged by plaster cracking, these require repair and/or replacement in accordance with the Cyclical Maintenance Schedule (see APPENDIX C).

Any original floor fabric should be retained and conserved. Reconstruction and repair work on significant floors should be based on historical and physical evidence.

Repairs of significant roofing materials should involve removal of as little fabric as necessary. Damaged roofing should be repaired where possible by replacing missing or damaged elements individually. The colour, texture and form of significant roofs must be replicated if major replacement is required.

Repairs to metal flashings and guttering/downpipes should replicate original material, colour and profile of guttering and downpipes where known.

Undertake regular inspections of gutters and downpipes to ensure that gutters are clear of debris and downpipes are not blocked. Undertake immediate action as required. Also ensure that downpipes are connected to the stormwater dispersal system.

Ironwork should be protected against corrosion by regular applications of fish oil or other compatible preservative.

Preserve and maintain existing pavement lights and associated sub-structure. The missing and badly damaged pavement lights should be repaired or replaced as required matching originals in appearance and detail.

In case of an emergency which requires intervention with the fabric (i.e. penetration into walls/floor/ceiling), Building Management should be notified and permission sought prior to work proceeding.

Services should not be permitted to discharge liquid or gas in a way that will cause deterioration of the fabric.

Measures should be taken to protect the building from potential damage from motor vehicles using Angel Place and also Ash Street. Appropriate measures would involve the installation of bollards at the corners of the building to protect it.

7.6.3 Removal of hazardous building materials

Background

Although the site has undergone substantial refurbishment work in the 1980s and in 2011-2012, should the site still retain hazardous materials such as asbestos, polychlorinated Biphenyls (PCBs), lead-based paint and synthetic mineral fibres (SMFs), management and removal of this materials is required. Management of hazardous materials is essential to ensure that all associated health risks are appropriately considered but will need to be undertaken to avoid, minimise or mitigate impacts on significant fabric and features.

Policy 29 Removal of hazardous materials should ensure that physical impacts on the heritage significance of the place are avoided, minimised or appropriately mitigated.

Guidelines

Undertake a survey to confirm the type, location and extent of hazardous materials. High-risk materials should be removed as a matter of urgency. Other materials should be removed when the opportunity arises.

Hazardous materials removal should be preceded by an assessment of its potential to impact the heritage significance of the affected building or structure.

Avoid destructive investigation as much as possible when investigating the buildings. Consult previously compiled registers to confirm the presence of hazardous materials such as asbestos. Destructive investigation should only be undertaken where there is no viable alternative. Its impact should be mitigated by minimising as much as possible the extent of fabric that is opened up and by selecting the least visible area.

Where possible, hazardous materials that retain evidence of significant earlier uses of a building that cannot be found elsewhere should be encapsulated rather than removed. This approach should only be used, however, if the method of encapsulation would not result in more substantial heritage impacts.

Hazardous materials removed and areas damaged by destructive investigation should be replaced with new fabric of the same size, shape and detail as the original using the "like for like" principle and using the same method of installation.

Should any other significant materials or elements be affected to allow for hazardous materials removal then they should be carefully removed and reinstalled on completion of the works.

The works should be recorded by photographs taken before, during and on completion. The recording should be consistent with the recommendations for archival recording contained in Section 7.3.5 of this CMP. The recording should document any significant fabric or evidence of earlier uses of the building that may be uncovered.

7.6.4 Services upgrade

Background

The existing services and services infrastructure at the site is of varying age and condition. Services are also subject to improvements in technology. Replacement and upgrading of existing services will need to occur from time to time.

Services to the buildings include power; hot, cold and waste water; fire detection and sprinkler systems; gas; telephone and data cabling; ventilation; and air conditioning. In addition to some duplication and inefficiency, the reticulation systems have created adverse visual effects in parts of the building and have impacted on fabric of significance. An approach is needed which will identify the least damaging vertical and horizontal channels for reticulating services within in the building as well as provide flexibility and spare capacity for future requirements.

Policy 30 Upgrading of services will be undertaken holistically, rather in a piecemeal manner.

Policy 31 Should new services or the alteration of existing services be required, these services should be installed with as little impact upon significant fabric as possible and all works should be reversible.

Guidelines

Existing services should be maintained as required to facilitate ongoing use of significant buildings and to maintain fire-fighting capabilities.

The provision of new or upgraded services should not damage significant building fabric or disrupt spaces. New services should be installed underground wherever possible to avoid impacting negatively on important historic views to and from and within the site.

Existing or old service paths should be used in preference to forming new paths.

Services should be grouped where possible to minimise intrusion on significant spaces or fabric.

The introduction of new services and associated fittings should be carried out with the minimum of disruption to significant fabric and spaces. Any intervention into significant building fabric should respect its integrity and be limited to that required by the proposed works. Areas that have been previously modified for services should be reused where possible.

Vertical channels to upper floors may be located in a series of vertically aligned rooms of moderate significance or in which the presence of the services will have minimal impact.

Visually intrusive systems of reticulation and structures housing services and redundant services should be progressively removed.

Investigation is required into the nature of the spaces, if any, between ceilings and floors, but in general two options are available for minimising the impact of the reticulation of services to individual rooms: horizontal reticulation in spaces above ceilings or beneath floors, or where unavoidable the use of one room to provide reticulation facilities for adjacent rooms. It follows that, in the latter example, the sacrificial

rooms should be the ones of least significance, or most compromised and for which restoration is not desired.

The efficient co-ordination of the requirements of the various users will play a vital part in reducing the level of damage resulting from the cycle of insertion, alteration, replacement and removal of services.

No externally mounted air-conditioning, ventilation equipment, water heaters or service components should be visible or impact negatively on the exteriors of significant buildings.

Internal Lighting - The introduction of any new lighting to the significant spaces should have regard to the cultural significance of the building. The installation of modern lighting to significant spaces and fabric should be discreet, incurring a minimal amount of impact upon significant fabric as such does not compromise overall significance.

The existing 1980s powder coated aluminium tube light fittings are assessed as of neutral significance and were introduced as part of the 1980s refurbishment. These lights can be removed when the opportunity arises, replaced with sympathetic contemporary light fittings.

External Lighting – It is not recommended to affix any additional external lighting to the building. However, should it be deemed essential, the new additions should be compatible with the architectural style and aesthetic of the building. Any new light fittings should be located as such to minimise impact on significant fabric and be capable of reversal.

7.6.5 Selecting appropriate new uses

Background

Due to the significance of 350 George Street, the continuation of the present commercial uses is preferable. However, should this be no longer feasible, finding compatible uses that have minimal impact on the existing cultural significance of the building is a preferred outcome. The following policy should be considered when changes are proposed to the building:

Policy 32 If the present use is no longer feasible, then the adaptive reuse of the site is encouraged. New uses should be selected on the basis that they will enhance the appreciation of the history and heritage significance of the place and ensure the conservation of the significant fabric.

Guidelines

The long-term management of the site, including its adaptation to new uses, should take into account its heritage significance. All decisions should consider and seek to retain the heritage values of the place.

New uses for the building may be compatible provided that the following criteria are met:

- the cultural significance of the building and its extant internal spaces and detailing are not compromised;
- the proposed new use does not detract from original uses and does not diminish the cultural significance or setting of the building;
- the detailed requirements of the new uses do not generate undue changes to the existing significant spaces and fabric that cannot be reversed in the long term, or which do not respect and work within the existing architectural framework; and

- works associated with new uses are clearly identifiable and detailed in a contemporary manner rather than replicating the original detailing of the affected building.

Future uses for the site should also be consistent with the following:

- new uses should be selected on the basis that they “fit” existing spaces
- Substantial alterations and/or removal of significant fabric to suit the requirements of a new use should be avoided;
- future adaptation of the interiors should ensure that original spaces, elements and fabric are retained and conserved;
- future subdivision of internal spaces, where appropriate, should be undertaken in a “subservient” manner, using partitions that can be easily removed and would not impact on existing significant wall, ceiling and floor finishes;
- external alterations to meet new uses must avoid adverse visual and physical impact. Minor changes to meet access and other functional requirements are likely to be permissible provided that these are subservient to the primary architectural features of the building;
- New uses should respect the landscape setting of the buildings along Science Road.

Further Reading

New Uses for Heritage Places, prepared by Heritage Council of NSW and the Australian Institute of Architects NSW Chapter, 2008.

7.6.6 Alterations and additions

Background

The best way to ensure that buildings are retained and conserved is to provide them with an appropriate ongoing use. To achieve this, it is highly likely that the site will require some degree of alteration, and possibly additions. Alterations and additions are permissible provided they respond to the heritage significance of the site and significant building fabric.

The construction of additions or new buildings may alleviate pressures and potential adverse physical impacts on the significant buildings, enhance viable and sympathetic adaptive reuse, and provide opportunities to achieve successful conservation outcomes.

Policy 33 Alterations and additions should be designed to minimise adverse impacts on the heritage significance of the site as a whole.

Policy 34 Restoration/reconstruction works to the building should at close inspection be identifiable as new work by method or style of construction and adaptation works should be clearly identifiable as new work.

Guidelines

- No future vertical additions to the building.
- New development should ensure that the visual prominence of significant existing building is maintained and enhanced.
- New development should be of a scale and modulation that is equivalent to existing buildings;
- The footprint of new development should be broken up as much as possible to ensure that new buildings do not appear as large monolithic structures.

- An appropriate curtilage is to be provided for significant buildings.
- The design of new buildings should acknowledge the scale, design and materials of existing building.
- New buildings are to be designed to minimise impacts on heritage items and their settings adjacent to the site.

Alterations should:

- Retain and conserve original external wall finishes and surface textures;
- Retain and conserve original internal wall, ceiling and floor finishes where possible. Damaged or removed finishes should be re-instated to match existing;
- Retain and conserve internal spaces of high heritage significance. Subdivision of these spaces should be reversible and have minimal impact on the fabric of the building.

The cultural significance of internal spaces, fabric and detailing of exceptional and high heritage significance should not be compromised or irreversibly altered. Adaptation of these interiors should ensure that the original fabric or significant architectural and spatial features are retained and interpreted as far as possible;

New building works and fabric should be clearly identifiable as such. There is no requirement to reproduce or imitate historic building fabric in new works;

Repair rather than replace deteriorating significant building fabric. Where replacement is unavoidable, new work is to be based on existing or historical evidence. Conservation works are not to reconstruct faulty building detailing or poor repairs:

Additions should:

- facilitate the ongoing use of the building rather than render them obsolete;
- have sufficient setback to allow appreciation of significant elevations and envelopes and ensure that there is a sense of separation or connection;
- retain and enhance significant views;
- retain the building's structural integrity;
- be of contemporary architectural design, detailing and materials—creating imitations of the existing building is generally not preferred; and
- have architectural resolution, detailing and materials to match the high a standard of the existing building.

7.6.7 Interior alterations and recovery of significant spaces

Background

The interior of 350 George Street has undergone a number of changes throughout out the centuries, with two major restoration projects in the 1980s and 2012. As a commercial building, it has been adapted and changed in an ad hoc manner, without an integrated plan for future development or tenancies, however usually the changes have been with a sympathetic approach to the significant fabric.

Policy 35 Original spaces assessed as Exceptional or High significance should be retained and conserved.

Policy 36 Tenancy fit-outs should be designed in accordance with the guidelines provided in the Building Information and Internal Fit-Out guidelines.

Guidelines

Refer to APPENDIX E for guidelines relating to Building Information and Internal Fit-outs.

Where practicable, partitions and sub-divisions should be removed in order to recover the integrity of original spaces. Care should be taken to leave evidence of former openings so that the history of the building will be 'readable' in the future.

Any new works should retain the general internal layout of the building. It should be designed having regard to reversibility and must allow for the conservation and legibility of the significant spaces and be readily identifiable as new work.

Removal of early internal masonry walls should in general be minimised. Where the removal of significant walls can be justified, it should be done so that the evidence of the former layout is still readable. This work should be done in consultation with a recognised conservation architect.

The existing 1980s powder coated aluminium tube light fittings are assessed as of neutral significance and were introduced as part of the 1980s refurbishment. These lights can be removed when the opportunity arises, replaced with sympathetic contemporary light fittings.

Removal of marble and bronze finishes should in general be minimised.

All original ceiling linings and cornices are to be retained and conserved.

All original timber joinery skirting boards, architraves, sills and cornices should be conserved.

Unsympathetic projections such as air grilles, fans and package AIC units should be removed and the windows reinstated to their original form.

All original doors, frames and highlights should be retained. Research should be carried out to investigate if the original form of the doors can be adapted and reinstated as fire doors.

Early photographs indicate that most joinery was stained and polished. Where possible, polished joinery should be reinstated.

Evidence of original paint colour schemes survive and a panel of these colour schemes should be retained in significant spaces.

New colour schemes should reflect the character of the original schemes and include dado lines which will assist in the interpretation of heritage spaces, even though the colours may vary from the original.

7.6.8 Providing equitable access

Background

Public access to heritage places is an important aspect of their conservation, contributing to their adaptation and appreciation. However, some heritage places have fabric, spaces and features that are not easy to upgrade to meet occupation requirements without resulting in substantial heritage impacts.

As part of the 2012 works, equitable access was approved by the NSW Heritage Office and the City of Sydney, providing through the Ash Street entrance to the building. A stair lift was constructed to give access to the lift lobby. Should further equitable access need to be provided, modifications to comply with the requirements of the *Disability Discrimination Act 1992* will need to be carefully designed to avoid or minimise adverse heritage impacts as much as possible.

Policy 37 Equitable access is to be maintained to the building.

Guidelines

Equitable access should be maintained in its current location and configuration on Ash Street.

7.6.9 Demolition

Background

Determining whether demolition of parts of the building within the site is appropriate is dependent on its heritage significance and the contribution that it makes to the heritage values of the site.

Policy 38 Demolition on the site is subject to the heritage significance of the component of the site that is proposed for demolition. Structures assessed of Little significance or Intrusive should be removed when the opportunity arises.

Guidelines

Demolition of components identified as having Exceptional and High heritage significance should not occur unless it is required to make the building or site safe. Removal of any intrusive additions is encouraged.

Demolition of components identified as having Moderate heritage significance may occur provided that there is little or no impact on the heritage significance of the site or on the ability to understand its historical development. Removal of intrusive additions is encouraged.

Demolition of components of Little heritage significance is acceptable provided that their demolition would not result in adverse impacts on components of higher significance.

Demolition of Intrusive components is encouraged and should be undertaken when the opportunity arises. Demolition would need to be designed and implemented to avoid physical impacts on components of higher heritage significance.

7.6.10 Design and construction of new additions

7.6.11 Security

The building is open to any incomers during the working week with internal access from George Street. Plans for glazed security entry doors were proposed for installation in the ground floor entry foyer were approved by the NSW Heritage Council and City of Sydney in 2010, however no security entry doors were constructed.

Policy 39 Ensure appropriate security for the building is maintained. The introduction of new elements noted within this CMP associated with implementation of improved security systems should be as sensitive as possible to the aesthetic qualities of the building, especially within the more significant areas, such as the George Street facade.

Guidelines

The design of new elements within the building for security purposes should be designed or reviewed by a qualified Heritage Architect.

Designs for the security elements should be sympathetic to the heritage fabric, and minimise penetration and impact to the fabric as much as possible.

Designs for screens or security doors should not visually impact the understanding of the building, or vistas within or to the building.

7.6.12 Flagpoles

Policy 40 Consideration should be given to reinstatement of a large vertical flagpole (to rise above the western parapet of the building) similar to the one visible in early photographic images of the building included within this CMP.

Guidelines

Consideration should be given to removal of the intrusive 1980 flagpoles extending from the balconies above the George Street elevation.

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