

**350 George Street, Sydney**  
**Conservation Management Plan**



**Appendices H to J**

Prepared for Strata Plan No. 86960

August 2020 • Issue A  
Project number 20 0023



**TABLE OF CONTENTS**

<b>EXECUTIVE SUMMARY</b>	<b>v</b>
<b>1 INTRODUCTION</b>	<b>1</b>
1.1 Purpose of the report	1
1.2 Report methodology and structure	1
1.3 Author identification	2
1.4 Limitations	2
1.5 Acknowledgements	2
1.6 Study area	2
1.7 Definitions	4
1.8 Abbreviations	5
<b>2 HISTORICAL ANALYSIS</b>	<b>7</b>
2.1 Introduction	7
2.2 Background to Location	7
2.3 Early Ownership and Subdivision	7
2.4 Equitable Life Assurance Society of the United States	14
2.5 The Sydney Equitable Building	15
2.6 Early Floor Plans	21
2.7 Changes to the Building	24
2.8 Owners and Occupants	28
2.9 Historical Themes	32
<b>3 ANALYSIS OF PHYSICAL EVIDENCE</b>	<b>33</b>
3.1 Introduction	33
3.2 Urban Context, Setting, Views and Vistas	33
3.3 Exterior	38
3.4 Interior	42
3.5 Moveable Heritage	62
3.6 Archaeological Potential	62
<b>4 COMPARATIVE ANALYSIS</b>	<b>63</b>
4.1 Introduction	63
4.2 Background: the nineteenth century insurance industry in NSW	63
4.3 A construction boom	64
4.4 The Federation Romanesque style	68
4.5 Edward Raht and other Equitable Buildings	71
4.6 Viktor Tilgner's statuary	79
4.7 Conclusion	80
<b>5 ASSESSMENT OF CULTURAL SIGNIFICANCE</b>	<b>83</b>
5.1 Introduction	83
5.2 Previous assessments	83
5.3 Basis of Assessment	83
5.4 Assessment of significance	84
5.5 Statement of Cultural Significance	86
5.6 Levels of significance	87
5.7 Curtilage	106

<b>6</b>	<b>INFORMATION FOR CONSERVATION POLICIES</b>	<b>111</b>
6.1	Introduction	111
6.2	Heritage significance	111
6.3	Physical Condition	111
6.4	Owner's requirements	112
6.5	Development opportunities and constraints	112
6.6	Statutory Heritage Context	112
6.7	Other statutory considerations	118
6.8	Non-statutory heritage considerations	120
<b>7</b>	<b>CONSERVATION POLICIES</b>	<b>123</b>
7.1	Introduction	123
7.2	Heritage management principles	123
7.3	General management policies	124
7.4	Signage	129
7.5	Heritage conservation	130
7.6	Proposed actions	138
<b>8</b>	<b>BIBLIOGRAPHY</b>	<b>149</b>
<b>APPENDIX A</b>	<b>SCHEDULE OF CONSERVATION WORKS</b>	<b>A-1</b>
<b>APPENDIX B</b>	<b>CONSERVATION OF PAVEMENT LIGHTS SCHEDULE</b>	<b>B-1</b>
<b>APPENDIX C</b>	<b>CYCLICAL MAINTENANCE SCHEDULE</b>	<b>C-1</b>
<b>APPENDIX D</b>	<b>SITE SPECIFIC POLICIES EXEMPTIONS</b>	<b>D-1</b>
<b>APPENDIX E</b>	<b>BUILDING AND INTERNAL FITOUT GUIDELINES</b>	<b>E-1</b>
<b>APPENDIX F</b>	<b>HERITAGE INVENTORY SHEETS</b>	<b>F-1</b>
<b>APPENDIX G</b>	<b>AUSTRALIAN TOWN AND COUNTRY JOURNAL</b>	<b>G-1</b>
<b>APPENDIX H</b>	<b>BUILDING &amp; ENGINEERING JOURNAL ARTICLE</b>	<b>H-1</b>
<b>APPENDIX I</b>	<b>2011 INTERPRETATION STRATEGY</b>	<b>I-1</b>
<b>APPENDIX J</b>	<b>2012 SIGNAGE STRATEGY</b>	<b>J-1</b>
<b>APPENDIX K</b>	<b>350 GEORGE STREET EXTERNAL RETAIL SIGNAGE STRATEGY &amp; TENENCY LOGO SPECIFICATIONS</b>	<b>K-1</b>
<b>APPENDIX L</b>	<b>2012 ARCHIVAL PHOTOGRAPHIC RECORD</b>	<b>L-1</b>
<b>APPENDIX M</b>	<b>350 GEORGE STREET BUILDING GUIDE</b>	<b>M-1</b>
<b>APPENDIX N</b>	<b>1983 BUILDING APPLICATION DRAWINGS</b>	<b>N-1</b>

---

**Document / Status Register**


---

<b>Issue</b>	<b>Date</b>	<b>Purpose</b>	<b>Written</b>	<b>Approved</b>
P1	01 May 2020	Draft issue for review	RL/SJZ/SV	MJ
P2	14 May 2020	Final draft issue for review	RL/SJZ/SV	MJ
P3	22 May 2020	Final draft issue to client	RL/SJZ/SV	MJ
A	25 August 2020	HFS Application	RL/SJZ/SV	MJ

---

## APPENDIX H BUILDING & ENGINEERING JOURNAL ARTICLE

Issue August 6 1982, p. 54

### The Equitable Life Assurance Society's New Buildings in Sydney

*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 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, in a quiet and unpretentious manner, a more elaborate ceremony being deferred until the time of the completion of the building about 18 months hence.*

*Dr. Mackellar, M.L.C, another of the local directors, was present, as also were Mr. Edward E. Raht of New York, the chief architect of the proprietary society, Mr. R. Hope Atkinson, the Sydney manager of the society, and Mr. Loveridge, one of the contractors for the building.*

*Mr. Mort, in declaring the corner-stone to be well and truly laid, said that he would now lay the foundation-stone of this building, which was being erected for the Equitable Life Assurance Society of the United States, which would certainly beautify the city to a great extent, and he felt sure that Mr. Raht would see it carried out efficiently and satisfactorily by the well known and thoroughly reliable contractors who were doing the work.*

*The building is designed by Mr. Raht, under whose personal supervision also the execution of the work is carried on by Messrs. Loveridge and Hudson, the contractors. The great principals in the architectural art, utility, solidity and harmony, seem to have been the leading points followed in this unique design. The style of architecture is the early Romanesque, which seems to have been admirably adapted to our modern requirements and mode of construction. 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. Though only the piers and some arches of the ground floor are at present in position, to judge from the appearance of this material, it is a most pleasing one, especially so through the variety in its tints, caused by the different treatments of its surfaces. The base of the building to a height of about 5ft. has its huge blocks highly polished, while the piers themselves are kept with rock-faced surfaces, and the cap-mouldings, belt-courses, sills, lintels and cornices throughout are fine hammer dressed. The colour of this material is by no means a sombre one, but on the contrary seems to produce, or rather reflect, the light. The details of the fronts are adapted to the characteristics of this stone. Ornamentation in the ordinary sense of the word is entirely dispensed with. The effects aimed at are those of symmetry, proper proportions and solidity, with a blending of colors. The effect which the design produces is one of the decided grandeur, and reflects well the character, strength and solidity of the society which owns it. The frontage of the building on George-street is 93ft. by a depth of 100ft. on Chisholm-lane, its height being six storeys, including the ground floor. Besides these there are a basement and a cellar. The main entrance is located in the middle of the George-street front, flanked on its sides by the entrance to two large banking chambers on the ground floor. These entrances are recessed some distance from the front line of the building, and are shaded over by a huge arch of over 40ft. span, resting on quaintly shaped columns with short dark trachyte*

shafts, highly polished. Each one of the rock-faced blocks of which this arch consists, weighs over three tons. Over the keystone of this arch, and some 42ft. from the street level, will stand in colossal proportions the emblematic group of the Equitable Society, modelled by Professor Tilguer, (sic) of Vienna, in which latter city it is now in course of execution in genuine bronze metal in the establishment of the Imperial Art Foundry. This sympathetic piece of art will stand in the centre opening of an arcade of three openings with a deep recess behind it, and extending through the second, third and fourth floors of the front, with highly-polished red granite shafts of colossal dimensions from Peterhead, Scotland. The design of this arcade is also carried through the front of the building facing the General Post-office. The fifth floor is designed as a crowning frieze of the whole design with pilasters under large brackets, which latter extend to and help to support the massive main cornice. All this work is to be executed in trachyte from the footpath to the top, with the exception of the red granite shafts of the arcade mentioned above. There is also a large frieze of highly-polished dark trachyte immediately under the bases of the columns of the arcade into which the name of the proprietary Society will be deeply incised. The rear or east front of the building is carried up in trachyte through the basement and in brickwork, trimmed with rock-faced trachyte from there to the top. The society's business premises are to be located in the first floor; the floors above this are designed to be divided into well-heated and well-ventilated offices for rental for which purpose also the basement and ground floor are designated. The upper floors are reached from the main entrance through a handsome vestibule by two elevators and a commodious staircase all located in a central light-well 30 feet square. The entire building will be fireproof throughout, steel columns supporting steel joists for all floors, including the roof; the stairs to be of wrought iron with marble steps, even the cabins of the elevators are designed to be of light steelwork. The woodwork of the interior finishings is to be reduced to a minimum in compliance with the principles of the fireproof quality of the construction in all its detail. Everything seems to be provided for in a most complete and utilitarian sort of way, combined with good taste and careful consideration of the object to be obtained. The society claims that when completed this building will surpass anything of this kind that ever has been attempted in the Australian colonies, and will compare favorable with the handsome and monumental buildings which this society has erected in other large cities of Europe and America. It is estimated that this building will cost more than £100,000, which added to the cost of the site, amounting with interest to date to about £140,000, will mean a total investment of about a quarter of a million sterling. The amount of the whole investment, including the cost of the ground, is a part of the product of the society's business in this colony since its establishment here about nine years ago. Among the documents placed in the cavity beneath the cornice stone, was one setting out the above particulars, and concluding with the following remarks:- "In order to show the prominent position which this society occupies in the world, we quote from the general report of the society of January 1, 1891, that its assurances in force amount to £167,600,000, the new assurances in 1891 more than £48,500,000. Its income during last year was more than £8,100,000, and its assets on December 31 last amounted to £28,374,000, while its liabilities on the 4 per cent, valuation were more than £22,900,000, and its surplus on the same basis of interest amounted to £5,456,000. This shows that its surplus over liabilities of every standard after valuation is larger than that of any other life assurance company in the world, and actually places this financial institution in the very fore rank, if not at the head of all financial institutions in existence. At no time as (sic) the Equitable removed any of its collections from the Australian colonies, but, by investing them among us in such a splendid and permanent manner, the society proves by this its faith in the future of this colony, in which we are sure they make no mistake. The building will be a permanent and lasting monument to American enterprise and an ornament to our fair city.

**APPENDIX I**

**2011 INTERPRETATION STRATEGY**





PO Box 660 52 Albion Street T +61 2 9281 4399  
Darlinghurst Surry Hills F +61 2 9281 4337  
NSW 1300 NSW 2010 info@tannerarchitects.com.au  
Australia Australia www.tannerarchitects.com.au

# tanner Architects

350 GEORGE STREET, SYDNEY

HERITAGE INTERPRETATION STRATEGY



Prepared for  
Abwill 350 George Street Pty Ltd

DECEMBER 2011  
Issue A

**TABLE OF CONTENTS**


---

1	INTRODUCTION .....	1
2	HISTORY AND DESCRIPTION.....	5
3	SUMMARY OF CULTURAL SIGNIFICANCE.....	7
4	THE PROPOSED DEVELOPMENT WORKS.....	9
5	APPROACH TO THE HERITAGE INTERPRETATION STRATEGY .....	10
6	HERITAGE INTERPRETATION STRATEGY .....	12

## ISSUE STATUS

ISSUE	DATE	PURPOSE	WRITTEN	APPROVED
P1	2 December 2011	Issue for Client Review	CMJ	CMJ
A	5 December 2011	Issue for Construction Certificate and S60	CMJ	CMJ

---

## 1 INTRODUCTION

---

### 1.1 Background and structure of report

The integrated development application (IDA) for the strata subdivision of the former Société Generale Building at 350 George Street, Sydney was approved in October 2011 (D/2010/303). The proposed works are largely contained within the interior of the building. External works are minor in scope and intended to improve the amenity of the building while respecting its heritage significance and enhancing its contribution to an important part of the City of Sydney.

The IDA approval includes the following consent conditions relevant to heritage interpretation:

#### ***(13) Heritage Interpretation Strategy***

- (a) *A detailed concept heritage interpretation strategy for the site must be submitted to and approved by the Director City Planning prior to Construction Certificate No 1 being issued.*
- (b) *The interpretation strategy must detail how information on the history and significance of the site will be provided for the public and make recommendations regarding public accessibility, signage and lighting. Public art, details of the heritage design, the display of selected artefacts are some of the means that can be used.*
- (c) *Prior to Occupation Certificate being issued the approved interpretation strategy must be implemented to the satisfaction of the Director City Planning.*

The s60 approval includes the following Heritage Council consent condition relevant to heritage interpretation:

#### ***8) Interpretation Plan***

*An interpretation plan for recognising the significance of the place and its historic uses be submitted with the Section 60 for approval and installed prior to subdivision. This shall include interpretation, such as a plaque, in the common area of the third upper floor to mark the historic location of the office of the journal "The Woman's Voice" in former Room associated with the pioneer feminist Maybanke Anderson (Wolstenholme). The interpretation shall indicate the significance of the use in Australia's history, have a design compatible with the historic fabric and a method of fixing that minimises impact on fabric.*

This heritage interpretation strategy has been prepared to meet IDA consent condition 13(a) and Heritage Council 8) and establishes an approach for the interpretation of the history and heritage significance of 350 George Street and includes guidelines for its implementation.

This heritage interpretation strategy has regard to the format and guidelines established in the *Heritage Interpretation Policy*, published by the Heritage Branch, Office of Environment and Heritage in August 2005.

### 1.2 Location

The subject property is located at 350 George Street, Sydney. It is also bounded by Ash Street and Angel Place (Figure 1). The real title of the property is Lot 1 Deposited Plan 115117.

The site is currently owned by the Abwill 350 George Street Pty Ltd.

350 George Street is listed in the NSW State Heritage Register, listing No 00234 (gazetted 2 April 1999) and is listed as a heritage item by the City of Sydney. It is included in Schedule 8 of the Sydney Local Environmental Plan 2005 (Item 126).





Figure 1 Location plan, not to scale.

Source: Google Earth



### 1.3 Purpose of the heritage interpretation strategy

Interpretation is an important aspect of the heritage conservation process, fostering community recognition and understanding of the significance of heritage places. The following definition of interpretation has been adopted within this report:

*Interpretation is an interactive communication process, involving the visitor, through which heritage values and cultural significance are revealed, using a variety of techniques in order to enrich the visitor experience and enhance the enjoyment and understanding of the site.<sup>1</sup>*

Interpretation is based on sound educational principles and aims to involve people in activities that are both educational and entertaining. It is directed at specific audiences and uses techniques selected to meet the needs of the site and visitor and the messages to be conveyed.

The value of using interpretation as an effective communication technique has been widely researched and has shown that by using interpretation, the following goals may be achieved:

- improved heritage site management;
- acceptable 'carrying capacity' for cultural resources;

<sup>1</sup> Murphy, S. *Interpretation Planning Guidelines*, National Trust of Australia (WA), 2000: p22

- visitor enjoyment; and
- appropriate visitor behaviour.

A best practice approach to heritage interpretation may be described as involving:

- strategic interpretive planning;
- the delivery of a quality service;
- the delivery of a quality finished product;
- customer satisfaction;
- benchmarking (learning from other sites and agencies);
- effective use of resources;
- improvement in services;
- programmed management and maintenance;
- flexibility; and
- leadership.

The approach above can be applied to the interpretation of 350 George Street, Sydney. Considering the significance of the site, it is appropriate to apply best practice principles in its heritage interpretation.

#### 1.4 Scope of the Heritage Interpretation Strategy

The scope of this heritage interpretation strategy is 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..

#### 1.5 Definitions

The definitions listed below have been reproduced from the 2005 Heritage Interpretation Policy:

**Associations** mean the special connections that exist between people and an item.

**Conservation Management Plan (CMP)** means a document that identifies the heritage significance of an item and sets out policies for retaining that significance and is prepared in accordance with Heritage Council guidelines.

**Conservation Management Strategy (CMS)** means a document that identifies the impact an activity may have on a heritage significance of an item and sets out measures to minimise the impact of a proposed activity on the heritage significance of the item and is prepared in accordance with Heritage Council guidelines.

**Environmental heritage** means those places, buildings, works, relics, infrastructure, movable objects, landscapes and precincts, of State or local heritage significance.

**Fabric** means the physical material of the item including components, features, objects and spaces.

**Heritage Impact Statement (HIS)** means a document that records the heritage significance of an item by using a Heritage Data form and sets out broad strategies for retaining that significance and is prepared in accordance with Heritage Council guidelines.

**Heritage significance** refers to meanings and values in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic importance of the item. Heritage significance is reflected in the fabric of the item, its setting, use, associations, meanings, records, related places and related objects. Items may have a range of values and meanings for different individuals or groups, over time.

**Interpretation** means all the ways of presenting the significance of an item. Interpretation may be a combination of the treatment and fabric of the item; the use of the item; the use of interpretive media, such as events, activities, signs and publications, or activities, but is not limited to these.

**Interpretation plan** is a document that provides the policies, strategies and detailed advice for interpreting a heritage item. It is based on research and analysis and plans to communicate the significance of the item, both during a conservation project and in the ongoing life of the item. The plan identifies key themes, storylines and audiences and provides recommendations about interpretation media. It includes practical and specific advice about how to implement the plan. It is also referred to as a Heritage Interpretation Strategy.

**Interpretation policy** consists of clauses and guidelines that provide an intellectual and conceptual framework for communicating the significance of an item. Policies may deal with fabric, setting, history, archaeology audiences and other people, contents, related places and objects, disturbance of fabric, research and/or records.

**Meanings** denote what an item signifies, indicates, evokes or expresses.

**Media** means the tools, techniques and technologies used to convey the interpretation. These can include signs, orientation, notices, guided and self guided walks, audio guides, installations, displays, models, dioramas, exhibitions, lighting, street naming, holograms, films, video, soundscapes, oral history, maps, brochures, books and catalogues, public art, writers and artists in residence programs, events, activities, role play, demonstrations, educational programs, websites, CD ROM programs, reconstructions, sets, and replicas and other means of communication.

## 2 HISTORY AND DESCRIPTION

---

The site of 350 George Street is part of Allotment 3 of Section 37, which was bounded by George, Hunter, Pitt and King Streets and contained more than an acre of land. Allotment 3 was formally granted to James Chisholm on 13 November 1835, although he appears to have had possession of the land and developed it prior to that date.<sup>2</sup> By 1843 the George Street frontage of Allotment 3 was almost entirely developed. Sydney's post office had been constructed opposite Barrack Street.<sup>3</sup>

In April 1890 the Equitable Life Assurance Society of the United States, which had established an office in Australia in 1884, acquired a "site for offices" at a cost of £96,000.<sup>4</sup> It consisted of Lots 2 to 6 of the subdivision of Chisholm's land and was occupied by a three storey building containing three tenancies and a two storey building containing two tenancies, separated by vacant land.<sup>5</sup> Equitable Life erected an impressive new building on the site designed by its architect Edward Raht, who was sent to Australia to superintend the works. The corner-stone and foundation stone of the building were laid at the beginning of August 1892.<sup>6</sup> The completed building was officially opened at a glittering ceremony attended by the Governor of New South Wales, Sir Robert Duff, Premier George Reid and numerous other dignitaries that was held on 3 January 1895.<sup>7</sup>

Contemporary observers were impressed by the building's trachyte and granite Romanesque style exterior, its central atrium and rich internal finishes.<sup>8</sup> Equitable Life initially occupied the first floor of the building while the rest, including "two magnificent banking chambers" on the ground floor, was available for letting.

The building was acquired by the National Mutual Life Association of Australasia Limited in March 1923 after Equitable Life's Australian assets were transferred to this company. Equitable Life had discontinued acceptance of new Australian insurance business several years earlier.<sup>9</sup> About eighteen months later National Mutual moved into 350 George Street.<sup>10</sup>

The building was subjected to modifications over the years as user needs changed. Alterations are known to have been undertaken as early as 1910.<sup>11</sup> A strongroom was constructed within one of the basement levels in 1924 and an application was made to the City Council for the construction of a mezzanine floor during 1937. An air raid shelter was constructed in the basement during World War II then in 1945 it was demolished and a café installed in its place. The George Street entrance to the lower ground floor of the building was likely to have been modified at this time. In 1949 an application was lodged with Council for alterations to the attic floor, 1<sup>st</sup>, 2<sup>nd</sup> and 5<sup>th</sup> floors.<sup>12</sup> The Savarin Café occupied space in the basement until 1952 or 1953, after which time the northern half was remodelled for Australia's first Arthur Murray & Co. dance studio.<sup>13</sup> In October 1958 Concrete Constructions lodged an application for new lifts and lift enclosures, but it has not been ascertained if these works proceeded. Another application was lodged with the City Council for a mezzanine floor during 1960, suggesting the 1937 application may not have proceeded.<sup>14</sup>

National Mutual owned 350 George Street for about six decades before selling it to George Angel Investments Limited in 1982. A major refurbishment was documented by Kann Finch Architects the following year, and then in 1984 the building was acquired by Leighton Properties. 350 George Street was comprehensively renovated to achieve compliance with contemporary fire safety requirements. A branch

---

<sup>2</sup> City of Sydney Archive: City Section Survey Plans, Section 37, 1833; Graham Brooks and Associates Pty Ltd, Heritage Impact Assessment, Dymocks Booksellers, 350 George Street, Sydney (October 1999), p.5.

<sup>3</sup> William Henry Wells, Map of the City of Sydney, 1843 (Mitchell Library Z/M2 811.17/1843/2)

<sup>4</sup> *The Advertiser*, 22 April 1890, p.5. The formal transfer of title did not take place until December 1893 (Brooks, p.5) but Equitable Life is listed as owner/landlord in the City of Sydney's property assessment records for 1891.

<sup>5</sup> City of Sydney Archive, assessment book, Bourke Ward, 1891; Graham Brooks and Associates, p.5.

<sup>6</sup> *The Building and Engineering Journal*, 6 August 1892 p.54.

<sup>7</sup> *The Sydney Morning Herald*, 4 January 1895, p.3

<sup>8</sup> *The Building and Engineering Journal & Builders' News*, 6 July 1895, p.215.

<sup>9</sup> *The Sydney Morning Herald*, 7 March 1923, p.13.

<sup>10</sup> *The Sydney Morning Herald*, 25 August 1924, p.11. National Mutual took up residence on 1 September 1924.

<sup>11</sup> City of Sydney Archives CRS 710, Old Planning Street Cards, George Street.

<sup>12</sup> City of Sydney Archives CRS 533 Planning Street Cards, 350 George Street.

<sup>13</sup> *The Australian Women's Weekly*, 11 November 1953, p.34.

<sup>14</sup> City of Sydney Archives CRS 533 Planning Street Cards, 350 George Street and 348-352 George Street.

of Dymock's Bookstore, which occupied the entire lower ground floor, was established during 1986, the same year the building was sold to the Australian National University. At that time it was leased to Société Generale Australia Limited.<sup>15</sup> Although the lease extended to April 2006, Société Generale vacated the premises during 1999 and sublet the building. 350 George Street was purchased by Kador Group Holdings Pty Ltd, a Melbourne-based investment company, during 2002.

350 George Street was acquired by its current owner, Abwill 350 George Street Pty Ltd during the second half of 2010.

350 George Street is an imposing building with a basement, lower ground floor, ground floor and six upper levels. Its facades reflect the strong influence of the Romanesque style attributed to the prominent American architect Henry Hobson Richardson and taken up by other American architects during the 1870s and 1880s. The building is amongst the earliest in New South Wales to demonstrate the characteristics of the style, which include a solid, rather massive appearance, bold textures (in this case rusticated stone), arches, squat columns at openings and clusters of engaged columns. The structure of the building consists of load bearing external masonry walls with a steel framed atrium in its centre. The principal George Street and Angel Place facades are largely constructed of rock-faced Bowral trachyte relieved by polished surfaces. The George Street façade is dominated by a vast trachyte arch, above which is the statuary group symbolising Equitable Life. The main entrance to the building is located beyond the arch. An early description of the building indicates that there were openings on either side of the George Street façade giving access to the lower ground floor.<sup>16</sup> Polished red granite is used to form piers on both facades and the colonnade extending from the second to the fourth floor of the George Street façade. The façade is recessed behind the colonnade and these levels have shallow balconies. The Ash Street elevation is constructed out of well-executed face brick trimmed with rock-faced granite, rising above a base of trachyte.

While the interior of the building has retained a relatively large amount of original fabric, it also bears the evidence of modifications made over the years, particularly during the 1980s. These works included reconstruction of significant elements such as the colourful glazed skylight above the atrium. The character of the "beautiful marble lined interior"<sup>17</sup> as originally constructed is still in evidence: "The main hall is over 100 feet [30.48 metres] in height, surrounded by six tiers of galleried corridors and containing the grand staircase and the twin elevators. The framing of the staircase galleries is of wrought steel coated with silver and relieved with bronze gold."<sup>18</sup>

Although the grand staircase is still in place, the lifts were removed by the 1980s. New lifts and a stair core with an escape passage to Ash Street were constructed on the northern side of the building, along with toilets and plant rooms. Other works included infilling an earlier lift well at ground and lower ground floor levels, modifications to the gallery on the western side of the building, a new fire stair on the southern side of the building, a plant room and metal deck clad roof structures, upgrading of atrium walls to achieve compliant fire rating, false ceilings in upper level tenancy spaces and new concrete floor slabs in some parts of the building. The George Street entrance to the lower ground floor was modified and a display window installed at the southern end of the George Street façade. City of Sydney building records show that office areas have all been refurbished in the past.

---

<sup>15</sup> Graham Brooks and Associates, p.16.

<sup>16</sup> *The Building and Engineering Journal & Builders' News*, 6 July 1895, p.215.

<sup>17</sup> *Ibid.*

<sup>18</sup> *Ibid.*



### 3 SUMMARY OF CULTURAL SIGNIFICANCE

---

Heritage Inventory sheets for 350 George Street. The latter is similar to the statement of significance included in the City of Sydney's inventory sheet for the building. Both are transcribed below.

A Conservation Management Plan for 350 George Street was prepared in the office of City Plan Heritage. The report is dated June 2010 and includes a Statement of Cultural Significance for the building.

#### 3.1 Statement of Significance: State Heritage Register

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 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.

#### 3.2 Statement of Significance: State Heritage Inventory

Designed by architect Edward Raht, acknowledged at the time as having introduced to Australia the neo-Romanesque style of architecture which led to the Federation warehouse style. 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. The building has aesthetic significance as a unique example in Sydney of the American Romanesque style. Its trachyte facades and steel-framed full-height atrium are especially fine and rare elements. The building contains many excellent examples of design and craftsmanship in marble, plaster, steel, bronze and glass. The building has technical significance as 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.

#### 3.3 Statement of Cultural Significance: 2010 Conservation Management Plan

The following Statement is contained in Section 6.3 of the Conservation Management Plan:

The subject building at 350 George Street, Sydney is of State significance as a fine and early example of Federation Romanesque architectural design influenced by American Romanesque. It is an important example of the work of the American based international architect Edward Raht in Sydney, who introduced this design style to Australia with this building. The six storey building contains a remarkable steel-framed full-height atrium accessed from a semi circular foyer with a fine example of staircase design and craftsmanship in marble, steel and bronze.

The building is also of State significance as one of the first Australia headquarters for an American company, the Equitable Life Assurance Company, which at the time of the building's construction in 1894 was the wealthiest life insurance company in the world. American and European style construction

methods were introduced to Australia via this building and were used and adapted for use in a number of contemporary and later constructed city commercial buildings. The use of trachyte stone for the construction, as opposed to simply decorative elements, was also a first for the subject site. Combined with its neighbouring commercial building at the Martin Place and George Street corner, which was also designed by Edward Raht, 350 George Street presents an architecturally strong and vibrant contribution to the central and historical area of George Street and Martin Place.

In addition to being associated with the significant 19<sup>th</sup> century architect Edward Raht, and the second president of the Equitable Life Assurance Society of the United States of America, Henry Hyde, the building is also significant as the site of the business office of a pioneer Australian feminist and advocate for female suffrage, Ms Maybanke Wolstenholme, ran both her journal, *The Woman's Voice* and the Women's Federation League, an organisation she established in April 1898 from an office on the third floor of the subject site. The Women's Federation League was the first organisation specifically formed to get women to take an active political role in the wider federation campaign in NSW.

There is likely to be remnant 'above ground archaeology', particularly at the basement level, which would relate to the original construction and earlier layout of the present building. The building has technical significance as 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.

## 4 THE PROPOSED DEVELOPMENT WORKS

---

The proposed works are largely contained within the interior of the building. External works are minor in scope and intended to improve the amenity of the building while respecting its heritage significance and enhancing its contribution to an important part of the City of Sydney.

### 4.1 External works

External works include the following:

- New door opening to the lower ground floor. This is to be located in the existing window opening on the southern end of the George Street façade;
- 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 recent glass wall on the sixth floor of the building; construction of a new glazed wall on the western side of occupancy units and provision of an open terrace for each unit; and
- Replacement of existing external ground floor level signage on the George Street façade with appropriately designed new signage in the same locations and new signage for retail tenancies on the George Street façade and Ash Street elevation.

### 4.2 Internal works

Internal works include the following:

- 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; and
- Rationalisation of sanitary facilities to provide toilets for male and female on each of the upper floors.

## 5 APPROACH TO THE HERITAGE INTERPRETATION STRATEGY

### 5.1 Conservation Policy

The Conservation Management Plan for 350 George Street prepared by City Plan Heritage in June 2010 contains the following policies in relation to Interpretation:

*Policy 74 Retain the foundation stone in good condition in its existing and original location.*

*Policy 75 Retain the existing wall mounted plaques and the black & white building photographs in the internal foyer and the ground floor lift lobby.*

*Policy 76 Prepare a small brass plaque that refers to the construction date, architect and original owner of the subject site for presentation with the existing plaques.<sup>19</sup>*

### 5.2 Philosophical approach

Considering the significance of the site, it is appropriate to apply best practice principles to its heritage interpretation. Accordingly, the philosophical approach to the 'heritage interpretation' of 350 George Street would be:

- Recognise heritage interpretation as being based on sound educational principles.
- Involve visitors in appropriate activities that are both educational and entertaining, so that they can understand, appreciate and value the site for its exceptional cultural significance.
- Develop interpretive media and activities that are directed at target audiences.
- Develop interpretive media that can be dealt with as part of the ongoing management of the site.
- Interpret all phases of the history of the building.
- Meet best practice 'heritage interpretation' principles.

### 5.3 Interpretation resources

The resources available for the interpretation of the site, as listed below are key elements that will contribute to its success:

- Conservation and historical information contained within the 2010 CMP.
- A range of historical resources, images and plans from the State Library, Sydney City Council Archives and on-site records.

### 5.4 Interpretation themes

The 2010 CMP identifies the following heritage theme based on the assessment of significance, the integrity of the significant building fabric and the historic themes established by the Australian Heritage Commission and the Heritage Branch, Office of Environment and Heritage.

Australian Theme	NSW Theme	Interpretation Theme
<i>3 Developing local, regional and national economies</i>	<i>Commerce</i>	Activities related to buying, selling and exchanging goods and services. The subject building, 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. <sup>20</sup>

<sup>19</sup> Conservation Management Plan 348-352 George Street, Sydney – City Plan Heritage 2010 p. 112

<sup>20</sup> Conservation Management Plan 348-352 George Street, Sydney – City Plan Heritage 2010 p 69.

## 5.5 Interpretation objectives

The interpretation objectives below are to guide the development of more detailed interpretation measures with regards to public access and public understanding.

### Public Access

- Inform visitors of the history and heritage significance of the site.
- Allow for limitations of future functional operations of the building.
- Provide access for people with limited mobility.
- Implement best practice presentation standards for interpretive media.
- Provide information in a range of formats.
- Make use of appropriate vandal-resistant materials for interpretive media.
- Ensure that interpretive media and programs are appropriately located and designed to ensure an acceptable pedestrian flow.

### Public Understanding

- Meet the needs of target audiences.
- Interpret the history and heritage significance of the building as an integrated whole, including former uses of the site and particular areas within the building.

## 5.6 Audience profile

Future tenancies and occupants of the building have not yet been identified and therefore it is not yet possible to define the audience profile with any certainty. Nevertheless, it is likely that there will be a broad range of site visitors that would represent target audiences for the heritage interpretation strategy including:

- Building managers, owners and prime users: including staff and clientele of the owners and tenants.
- Other user groups: including the general public and State, local and location specific interest groups,
- Approval authorities: City of Sydney Council, Heritage Council of NSW

## 6 HERITAGE INTERPRETATION STRATEGY

### 6.1 Options for Interpretive Media

The story of 350 George Street will be explained principally through retention, restoration and reconstruction of the significant spaces, elements and fabric of the building.

Proposed options for interpretive media and the benefits of their adoption are discussed below. Some successful examples of interpretive media are included at Figures 2-5.

Options for Interpretive Media	Benefits of Adoption
<p><b>Retention/conservation of significant spaces, elements and fabric</b></p> <p>The significant spaces, elements and fabric of the building are to be retained and conserved. Other modified spaces, elements and fabric are to be re-instated.</p>	<ul style="list-style-type: none"> <li>– Significant values effectively communicated through tangible physical evidence. This will be particularly effective as much of the external fabric remains intact.</li> <li>– Retained elements incorporated into a new proposal, creating interest and providing physical evidence of the past.</li> <li>– Resourceful and sustainable option.</li> <li>– Does not require involvement of guides or staff.</li> <li>– Communicates clear and effective messages – high visual impact.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> <li>– Allows people to most effectively understand the building and significant spaces, elements and fabric.</li> </ul>
<p><b>Interpretive signs and graphic displays</b></p> <p>Signs incorporating photographs, graphics and/or text may be included in public access areas and other selected areas to provide information on the historic, technological and social context of the place.</p>	<ul style="list-style-type: none"> <li>– Allows individuals to explore at own pace.</li> <li>– Reaches significant numbers of people including passers-by.</li> <li>– Reduces need for involvement of guides or staff.</li> <li>– Communicates clear and effective messages – high visual impact.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> <li>– Cost effective media option.</li> </ul>
<p><b>Video/Audio Displays</b></p> <p>Video displays may be included in public access areas and other selected areas and may include historical footage of the construction of the building and the bank in operation.</p>	<ul style="list-style-type: none"> <li>– Allows individuals to explore at own pace.</li> <li>– Reaches significant numbers of people including passers-by.</li> <li>– Reduces need for involvement of guides or staff.</li> <li>– Communicates clear and effective messages – high visual impact.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> <li>– Cost effective media option.</li> </ul>

Options for Interpretive Media	Benefits of Adoption
<p><b>Memorabilia Displays/Exhibitions</b></p> <p>Displays or exhibitions of memorabilia such as historical banking equipment may be included in public access areas and other selected areas. This would assist with interpretation of the building's original and later uses and its associated social history.</p>	<ul style="list-style-type: none"> <li>– Allows individuals to explore at own pace.</li> <li>– Reaches significant numbers of people including passers-by.</li> <li>– Reduces need for involvement of guides or staff.</li> <li>– Communicates clear and effective messages – high visual impact.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> <li>– Cost effective media option.</li> </ul>
<p><b>Guided Tours/Open Days</b></p> <p>Carried out in conjunction with tours for the City of Sydney and other interest groups such as the Rowe Street Society.</p> <p>Note: guided tours/open days may be restricted by tenant operational/security requirements.</p>	<ul style="list-style-type: none"> <li>– Encourage better visitor understanding of the site.</li> <li>– Provides previous information and potential access to restricted areas.</li> <li>– Most effective way of communicating messages.</li> <li>– Reaches large groups of people and major key target audiences.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> </ul>
<p><b>Information Brochures</b></p> <p>Brochures provide key information about the history and heritage of the place that can be taken away by the public for later dissemination.</p>	<ul style="list-style-type: none"> <li>– Reaches large numbers of people.</li> <li>– Communicates complex messages effectively.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> <li>– Allows individuals to explore at their own pace.</li> <li>– Potential to reach wider off-site audience.</li> </ul>
<p><b>Website</b></p> <p>Note: content may be restricted by tenant operational/security requirements.</p>	<ul style="list-style-type: none"> <li>– Reaches large numbers of people.</li> <li>– Communicates complex messages effectively.</li> <li>– Cost-effective to reach off-site audiences.</li> <li>– Develops awareness and greater appreciation of the values of the site.</li> <li>– Allows individuals to explore at their own pace and meets the needs of different target audiences regarding pre-visit, post-visit, technical information and follow-up.</li> <li>– Effective method for providing current information.</li> <li>– May enable 'viewing' of interiors that are restricted due to privacy, security or tenant requirements.</li> </ul>

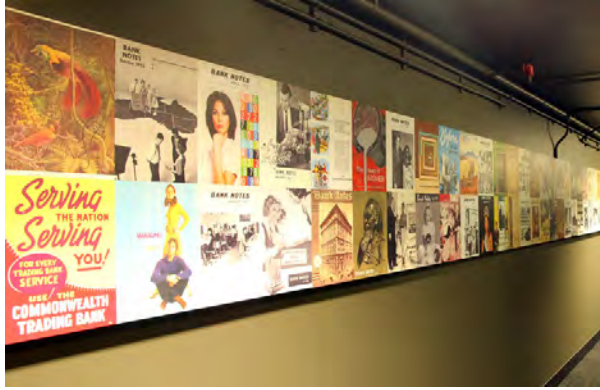


Figure 2  
The interpretation panel installed at the current Head Office of the Commonwealth Bank of Australia building at 48 Martin Place. It comprises a mural that makes use of various covers of the Bank's magazine and effectively encapsulates the long history of the Bank's role in wider society.

Source: Tanner Architects.

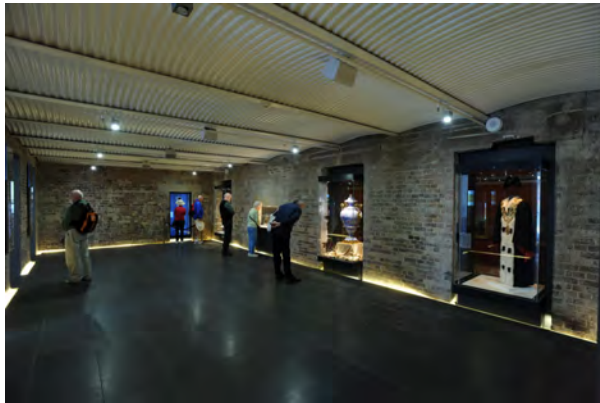


Figure 3  
The display cabinets installed at the Sydney Town Hall. The cabinets contain various items of memorabilia that assist with site interpretation.

Source: Tanner Architects.



Figure 4  
One of the interpretation panels at the Sydney Town Hall illustrating some of the methods to graphically display the history and heritage of a place.

Source: Spatchurst.



Figure 5  
The audio-visual display and interactive displays at the Sydney Town Hall. They provide opportunities for individuals to explore at their own pace.

Source: Tanner Architects.



## 6.2 Existing Interpretation

The following images record the existing interpretation in 350 George Street.



Figure 6  
Foundation Stone on corner of George Street and Angel Place  
Source: Tanner Architects



Figure 7  
Commemorative Plaques in Entrance Lobby  
Source: Tanner Architects

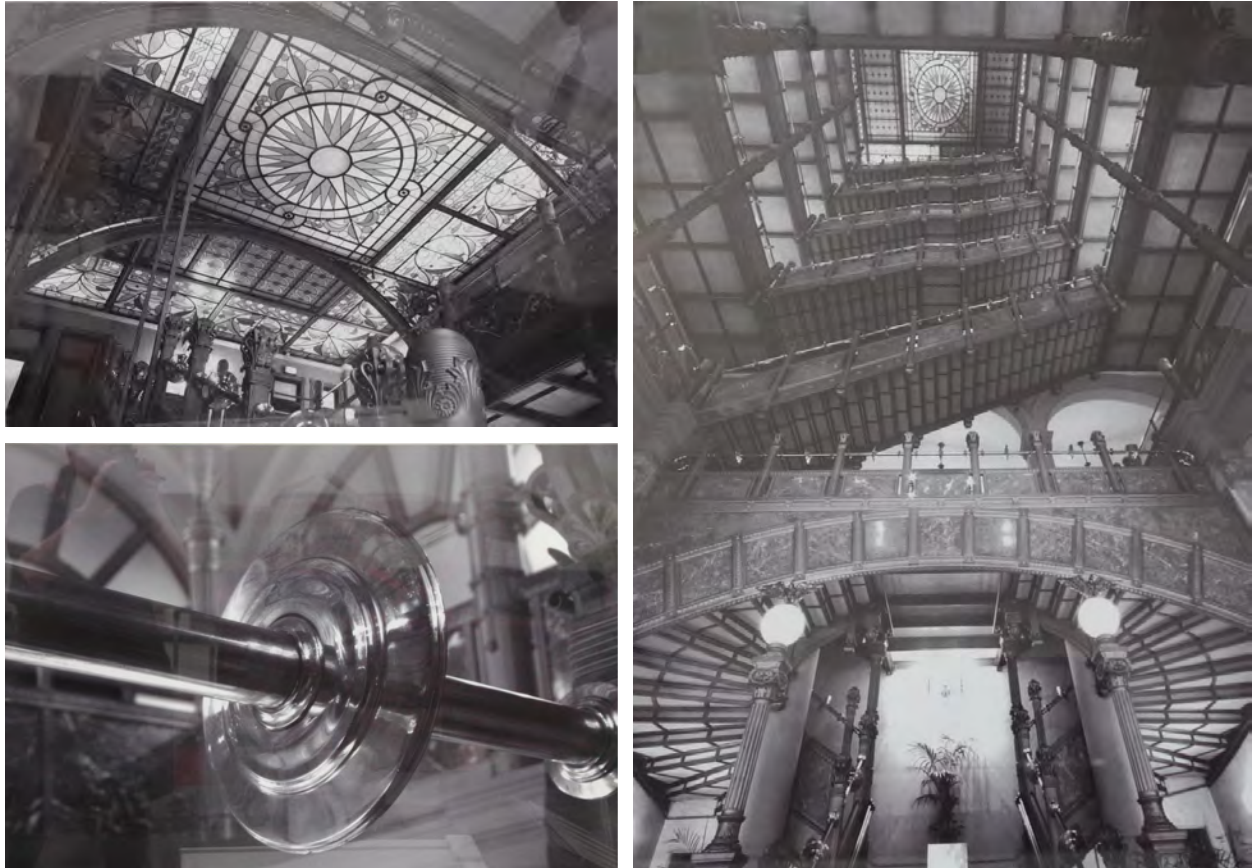


Figure 8  
Examples of black and white image of architectural features on display through-out ground floor public areas  
Source: Tanner Architects

### 6.3 Implementation

This heritage interpretation strategy proposes a comprehensive approach to communicating the history and heritage significance of 350 George Street including:

#### Conserve significant spaces, elements and fabric

Retention and conservation of significant spaces, elements and fabric of the building including:

##### Exterior

- Overall street presentation of the Building
- Stone façade, balconies, columns, pilasters and arches
- Bronze Statue on George Street façade
- Inscribed foundation stone
- Exterior windows and doors
- Pavement lights
- Wrought iron security grilles to lower ground windows, Angel Place
- Wrought iron detailing fanlights to George Street main and tenancy entries
- Remnant painted sign north wall at roof level visible from George Street
- Wrought iron brackets to tenancy signs ground floor elevation
- Chimneys and trachyte pediment stones

## Interior

- Overall presentation and spatial plan
- Grand staircase and atrium (all levels)
- Original structural system including steel girders and beams, cast iron columns and wrought iron elements
- Ground Floor Entry lobby and Main Foyer
- Exterior walls and window timber panelling in tenancy areas(all levels)
- Interior decorative piers in tenancy areas (all levels)
- Former Ball Room on the Fifth Floor
- Corner office suites on upper levels
- Four decorative cast iron columns in Lower Ground Floor
- Extruded terracotta bricks to arched openings, basement walls and vaulted corridors
- Bricked-in or open arched openings to Basement and Lower Ground Floor
- Pavement light wells to Basement and Lower Ground Floor

### **Implement the Conservation Management Plan policies:**

- Retain the foundation stone in good condition in its existing and original location.
- Retain the existing wall mounted plaques and the black & white building photographs in the internal foyer and the ground floor lift lobby.
- Prepare a small brass plaque that refers to the construction date, architect and original owner of the building for presentation with the existing plaques.

### **Introduce two interpretive signs in Entry Lobby**

Two signs incorporating photographs, graphics and/or text could be introduced into the Entry Lobby to provide information on the historic, technological and social context of the place.

### **Introduce one interpretive marker in Third Floor Atrium**

One interpretive sign could be introduced into the Third Floor Atrium to mark the historic location of the office of the journal “The Woman’s Voice” and the role of the pioneer feminist Maybanke Wolstenholme.

### **Facilitate ongoing public access to the building**

Ongoing public access to the building will be limited to the George Street entrance lobby, Stair Foyer and Atrium. No public access will be available to the office suites. The extent of public access to the retail portions of the Lower Ground Floor will be subject to future tenancy and security requirements.

### **Guided tours/open days**

Periodic guided tours and open days could be implemented, subject to future tenancy and security requirements. The tours and open days would only include access to the areas that are publicly accessible. Access to the private office suites, including the former ballroom, would be subject to agreement with the individual owners.

Additional restricted tours for special interest groups could also be investigated.

### **Information brochures**

The sales brochure for the building has been prepared which provides some background information regarding the history and significance of the building. The information within this brochure could be updated with cross-references to further information sources such as existing publications and a website, if one is implemented. The information brochure could be provided at the concierge desk for casual visitors and for guided tours and open days.

#### **6.4 Design and Construction of Interpretive Signs**

A qualified graphic artist shall be involved in the design of the interpretive signs and plaques. All new interpretive signs shall be constructed of metal or glass with high quality graphics. The fixing shall be into the marble joints to avoid damage to the marble panels.

**APPENDIX J**

**2012 SIGNAGE STRATEGY**





PO Box 660 52 Albion Street T +61 2 9281 4399  
Darlinghurst Surry Hills F +61 2 9281 4337  
NSW 1300 NSW 2010 info@tannerarchitects.com.au  
Australia Australia www.tannerarchitects.com.au

# tanner Architects

350 GEORGE STREET, SYDNEY  
STRATA SUB-DIVISION APPLICATION

SIGNAGE STRATEGY



Prepared for  
Abwill 350 George Street Pty Ltd

December 2011  
Issue C

## TABLE OF CONTENTS

---

### PART 1 EXTERNAL SIGNAGE STRATEGY

1	INTRODUCTION .....	1
2	THE PROPOSAL.....	3
3	HERITAGE ASSESSMENT OF EXTERNAL SIGNAGE .....	11
4	CONCLUSION .....	12

APPENDIX A DETAILS OF EXTERNAL AND INTERNAL SIGNAGE

APPENDIX B STYLE GUIDE FOR EXTERNAL AND INTERNAL SIGNAGE

### ISSUE STATUS

ISSUE	DATE	PURPOSE	WRITTEN	APPROVED
P1	14.01.2011	Preliminary Issue for Client Review	CMJ	
P2	25.01.2011	Revised External Signage Strategy	CMJ	
A	07.02.2011	Final Issue for DA Submission	CMJ/TS	CMJ
B	20.12.2011	Revised Issue for Section 60	CMJ/DE	CMJ
C	4.5.2012	Draft Issue for Signage DA	CMJ/DE	CMJ



## PART 1 EXTERNAL SIGNAGE STRATEGY

### 1 INTRODUCTION

---

#### 1.1 Purpose of Report

This External Signage Strategy has been prepared for Abwill 350 George Street Pty Ltd by Tanner Architects to accompany the Development Application for Signage at 350 George Street Sydney. It has been prepared in accordance with the requirements of Condition of Consent No 6 of DA/2011/303 (approval for the Strata Subdivision at 350 George Street), Clause 2.7 of the City of Sydney Signage and Advertising Development Control Plan 2005 and the Conservation Management Plan prepared by City Plan Heritage in 2010.

#### 1.2 Site location and Description

The subject property is located at 350 George Street, Sydney. It is also bounded by Ash Street and Angel Place (Figure 1). The real title of the property is Lot 1 Deposited Plan 115117.



Figure 1 Location plan, not to scale.

Source: Google Earth



350 George Street is an imposing building with a basement, lower ground floor, ground floor and six upper levels. Its facades reflect the strong influence of the Romanesque style attributed to the prominent American architect Henry Hobson Richardson and taken up by other American architects during the 1870s and 1880s. The building is amongst the earliest in New South Wales to demonstrate the characteristics of the style, which include a solid, rather massive appearance, bold textures (in this case rusticated stone), arches, squat columns at openings and clusters of engaged columns. The structure of the building consists of load bearing external masonry walls

with a steel framed atrium in its centre. The principal George Street and Angel Place facades are largely constructed of rock-faced Bowral trachyte relieved by polished surfaces. The George Street façade is dominated by a vast trachyte arch, above which is the statuary group symbolising Equitable Life. The main entrance to the building is located beyond the arch. An early description of the building indicates that there were openings on either side of the George Street façade giving access to the lower ground floor.<sup>1</sup> The façade is recessed behind the colonnade and these levels have shallow balconies. The Ash Street elevation is constructed out of well-executed face brick trimmed with rock-faced granite, rising above a base of trachyte.

Refer to the Statement of Heritage Impact for the outline history and statement of significance of the building.



Figure 2 George Street façade at street level  
Source: Tanner Architects

### 1.3 Statutory Heritage Listings

#### Heritage Council of NSW

350 George Street is listed in the NSW State Heritage Register, listing No 00234 (gazetted 2 April 1999).

#### City of Sydney

350 George Street is listed as a heritage item by the City of Sydney. It is included in Schedule 8 of the Sydney Local Environmental Plan 2005 (Item 126).

---

<sup>1</sup> *The Building and Engineering Journal & Builders' News*, 6 July 1895, p.215.

## 2 THE PROPOSAL

---

### 2.1 The Strata Sub-Division Proposal

The proposed works for the strata sub-division of the building are largely contained within the interior of the building. External works are minor in scope and intended to improve the amenity of the building while respecting its heritage significance and enhancing its contribution to an important part of the City of Sydney.

External works include the following:

- New door opening to the lower ground floor. This is to be located in the existing window opening on the southern end of the George Street façade;
- 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 is to be provided for each unit; and
- Retention of the significant external ground floor level signage infrastructure on the George Street façade with appropriately designed new signage in the same locations and new signage for retail tenancies on the George Street façade and Ash Street elevation.

DA Consent has been given for these works, and particular notice should be given to the Conditions of Consent No.'s 3, 4, 5 & 6 relating particularly to signage, Condition No. 24 regarding the requirement for a brass plaque to be mounted on the facade and Condition 11 within Schedule 3 of the Consent relating to fixing of signs.

### 2.2 Heritage Significance of Existing Signage on George Street Façade

Section 6.5 of the 2010 Conservation Management Plan evaluates the relative heritage significance of individual elements of the building. Ranking of the external signage is as follows:

Wrought iron brackets to tenancy signs ground floor elevation	High
Bronze framed painted sign boxes flanking main entry doors	High
Light boxes of signs	Little
Signs behind windows Shop 2 and "Dymock's" signs	Neutral
Free standing and banner signs lower ground and ground floor tenancies	Intrusive



The following images of the George Street façade by Tanner Architects show the existing signage.

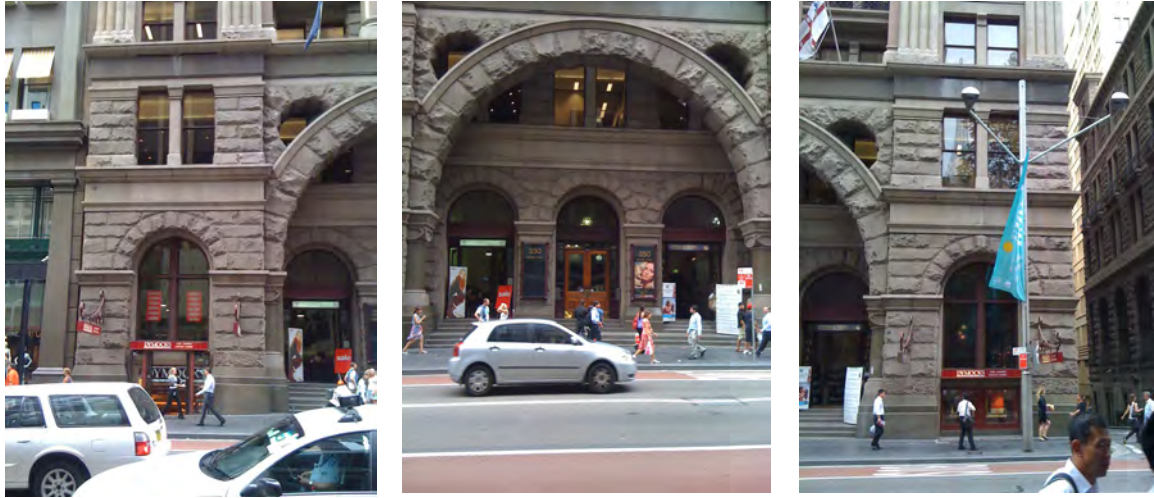


Figure 3 George Street façade at street level

The significant signs include:

- the four wrought iron brackets to the light boxes flanking the door/windows to the Lower Ground Floor.
- the two painted framed sign boxes flanking the main entry doors.



Figure 4 George Street façade at street level looking North

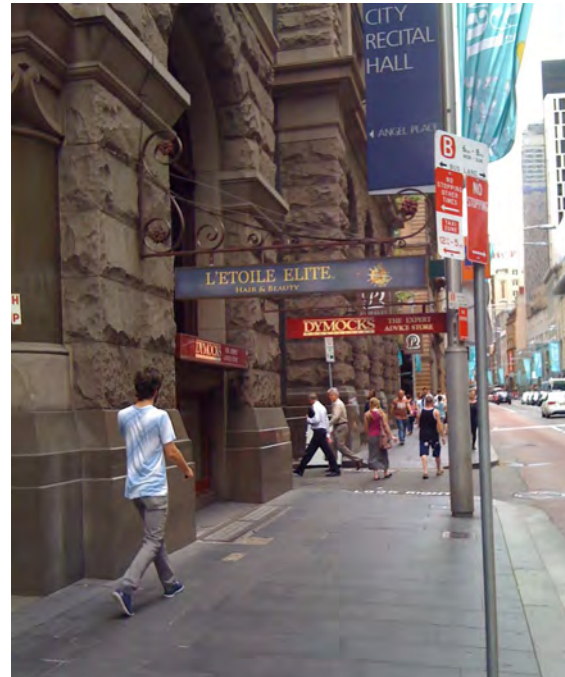


Figure 5 George Street façade at street level looking South

## 2.3 Proposed External Signage

### George Street

It is proposed that the four wrought iron brackets supporting the light box signs will be retained and conserved with new inserts in the light boxes to suit the new occupants of the Ground Floor and Lower Ground Floor spaces. The light boxes of little heritage significance over the doors/windows to the Lower Ground Floor will similarly be retained, with new signage inserts to suit the respective tenants as required. The folded steel awning supporting the light box over the existing south window will be adjusted to suit the new door opening to be created there.

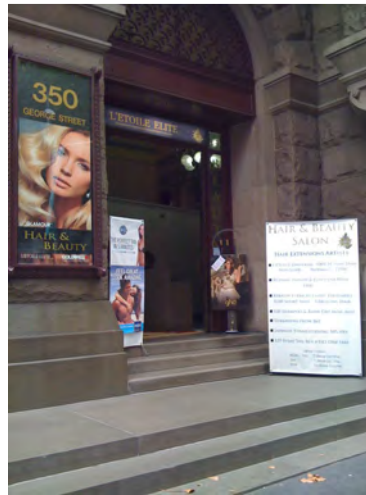


Figure 6 Signs adjacent to Ground Floor entry doors      Figure 7 Signs adjacent to Ground Floor entry doors

The framed sign boxes flanking the main Ground Floor entry doors will be retained and repainted, with new building identification signs to be fitted within them.

The intrusive free standing and banner signs will be removed.

The signs to the fanlights to the entry doors to the ground floor tenancies will be retained.

The painted signs on the sidelights to the entry doors of the ground floor tenancies will be removed. It is proposed to fix new sign boards to the stone reveals of the ground floor tenancy doorways (refer to Figure 8 below and Appendix).

A new sign complying with AS 1428 indicating the accessible path of travel will be fixed to the wall.

A new brass plaque is to be mounted to the facade in accordance with DA Consent Condition 24.



Figure 8 Proposed building identification sign over Ground Floor entry doors

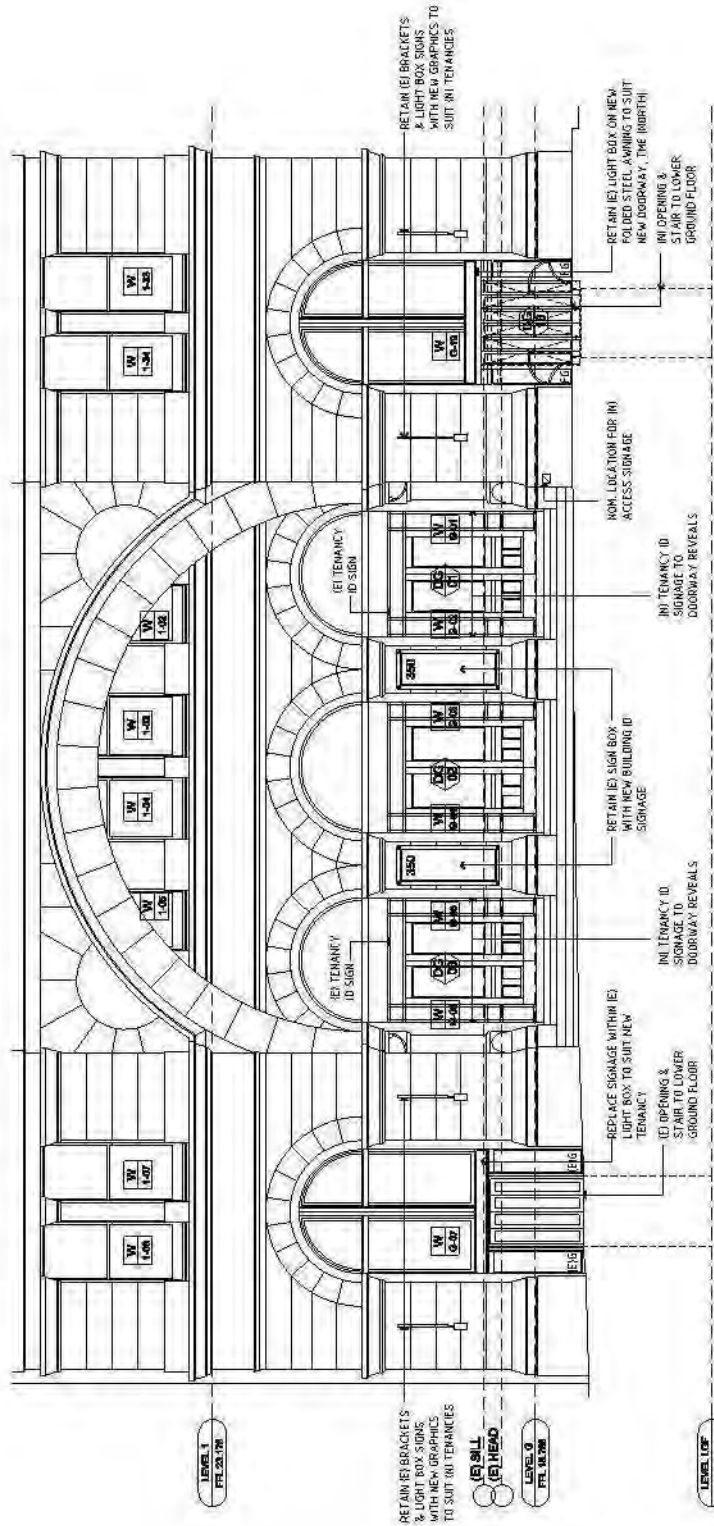


Figure 9 George Street façade at street level



Ash Street

The following images of the Ash Lane façade of 350 George Street and the adjacent buildings by Tanner Architects show the existing situation and the potential for the location of new signs.



Figure 10 Ash Lane façade of 350 George Street at street level

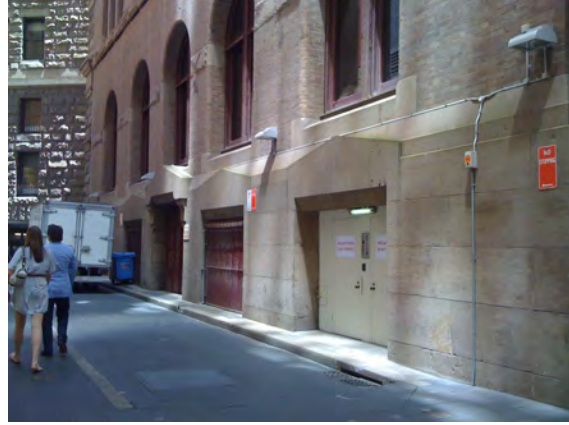


Figure 11 Ash Lane façade of 350 George Street at street level



Figure 12 Ash Lane at street level showing adjacent buildings



Figure 13 Ash Lane at street level showing adjacent buildings

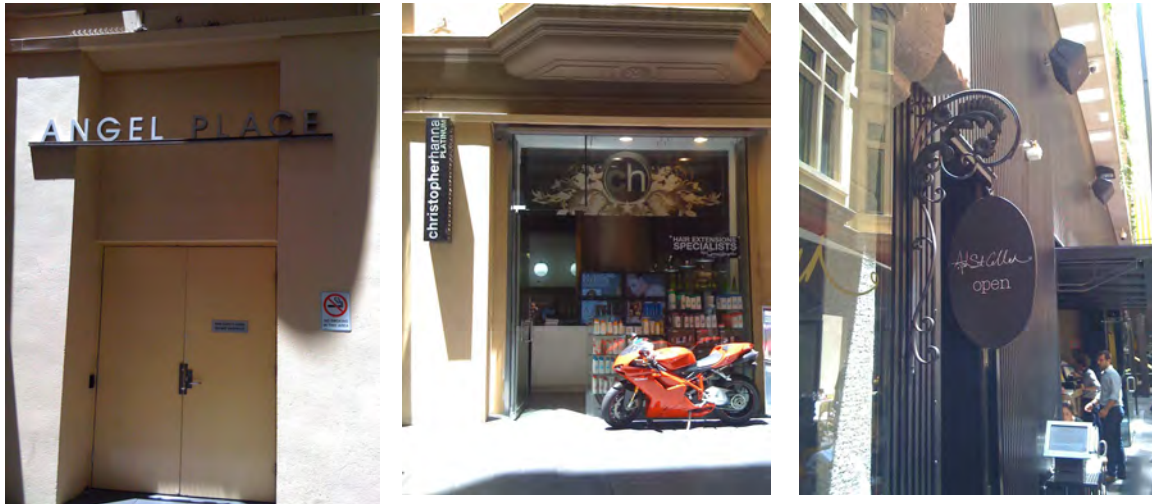


Figure 14 Examples of signage on adjacent buildings in Ash Lane.

Proposed new signs to Ash Lane façade:

- Signs comprising individual letters to be located over the doors to the three entries to the Lower Ground Floor. While two are tenancy entries and one is a common area entry, it is proposed that the signs are consistent in materials, fixing and general size & treatment, while probably varying in font & wordage;
- 2/No Bracket style signs identifying the individual tenancies may be located adjacent to the entry doors, mounted a minimum of 2700mm to underside of the sign. While they are shown to the south of the two doorways (to the left in elevations), it is proposed that they could be located on either side of the door, or omitted, depending on the preference of the tenants. The design of the brackets will be an interpretation of the bracket signs on the front of the building varied to suit the location and substrate. These signs will have external illumination;
- Plaque-type sign identifying the equitable access to the building to be located on the wall to the right of the entry.

The location of these signs is shown on the following drawings.



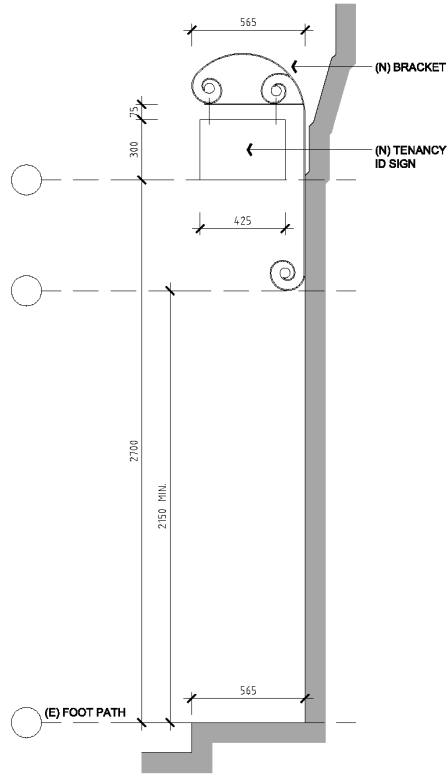


Figure 15 Indicative design for new bracket signs to Ash Lane

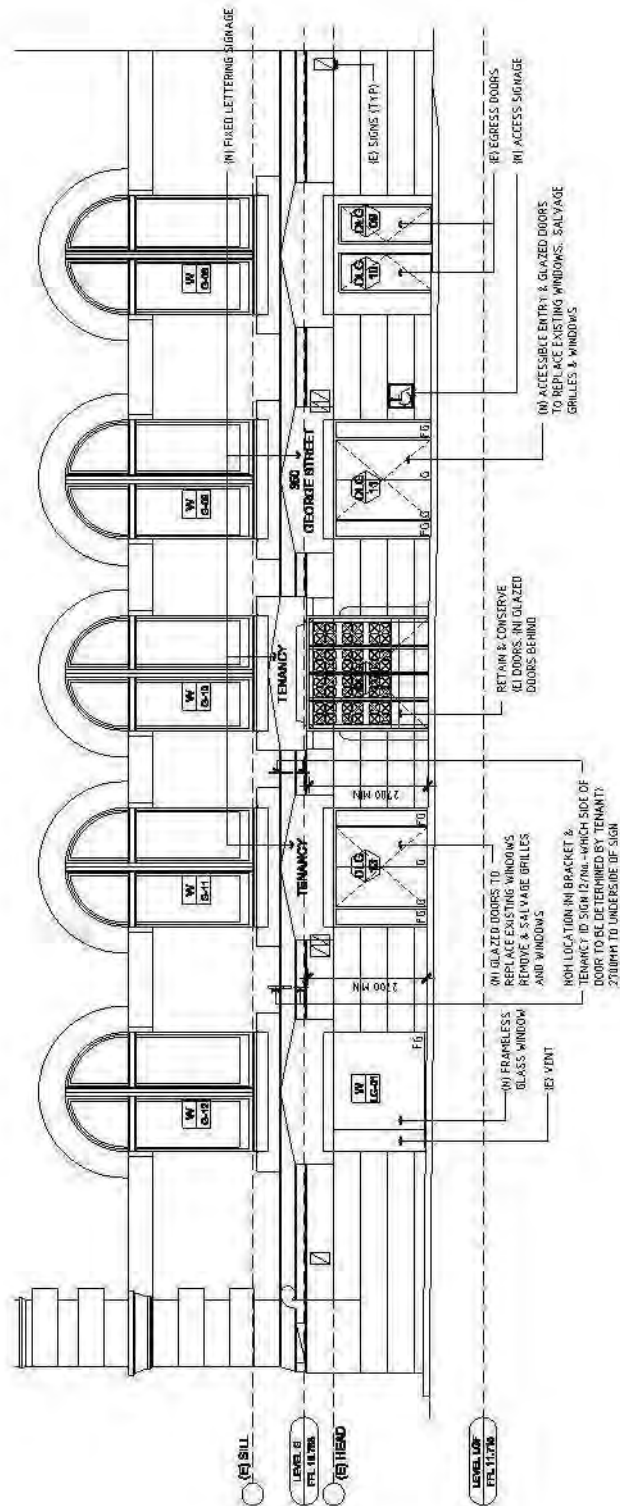


Figure 16 Ash Lane façade at street level

Refer Appendix A for signage details and Appendix B for the graphic design and style guide for the new signage.

### 3 HERITAGE ASSESSMENT OF EXTERNAL SIGNAGE

#### 3.1 2010 Conservation Management Plan

*Policy 12 The design, size and location of any new signage proposed for the exterior of the building should relate to the architectural and aesthetic character of the place. New signage may relate to appropriate historical precedents evident in early photographs and must also conform to the City of Sydney's current signage policy where applicable. Initiate preparation of a Signage Strategy for the whole building to guide future tenancy and service signs.*

#### Response

Signage is confined to the replacement of existing building identification signs and tenancy signs at the ground floor level of the George Street façade and new signage for retailing tenancies in Ash Street. New building identification signage has been designed in recognition of the heritage significance of the building and with appropriate graphics and colours.

#### 3.2 City of Sydney Signage and Advertising Development Control Plan 2005

##### Section 5.3 Signs on Heritage Items

5.3.2 All signs on a Heritage Item are to be:

- (i) consistent in design to the architectural form of the building to which it is attached;
- (ii) of a high standard of materials, construction and graphics; and
- (iii) appropriately located on the Heritage Item and of a compatible design and style with appropriate lettering.

Figure 5 within the DCP demonstrates alternatives for signage. The proposed signage complies with these alternatives.

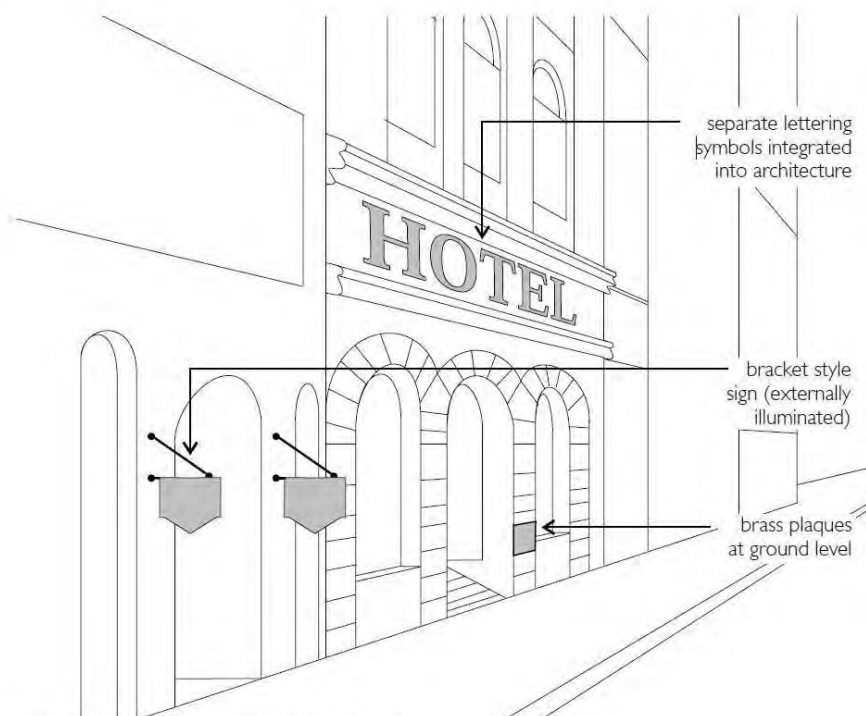


Figure 5 - Signs on Heritage Items

#### **4 CONCLUSION**

---

The proposed external signage strategy complies with the Conditions of Consent of DA/2011/303, policies of the 2010 Conservation Management Plan and the City of Sydney Signage and Advertising Development Control Plan 2005.

## PART 2 INTERNAL SIGNAGE STRATEGY

---

The strategy for the internal signs is to rationalize the building directory signs and the individual tenancy signs to provide a cohesive approach in terms of location and graphics and to improve the presentation of the building while respecting its heritage significance. The materials for the new signs will be of high standard which will be sympathetic to the existing architectural form of the building. The signs will be appropriately placed to avoid obscuring architectural features of the interiors.

The following images show the existing signage within the building:



Figure 17 Existing Directory Board within Lift Lobby



Figure 18 Existing Tenancy Signage

The following diagrams indicate the approach to the internal signage.

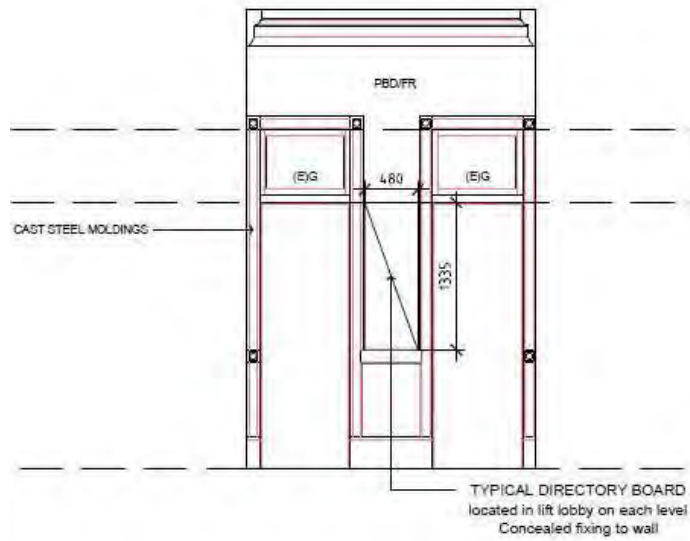


Figure 19 Typical Directory Board within Lift Lobby

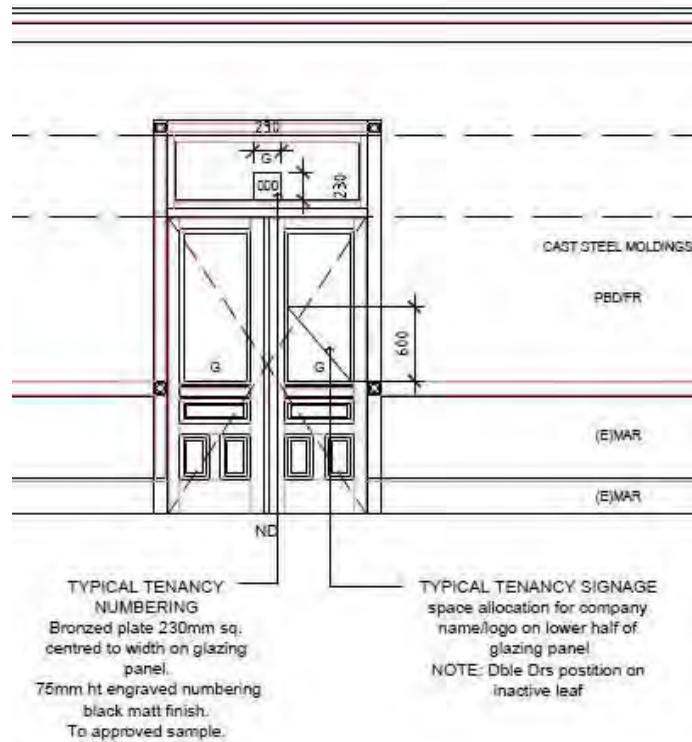


Figure 20 Typical Tenancy Signage within circulation space

Refer Appendix A for the graphic design and style guide for the new signage.

APPENDIX A SIGNAGE DETAILS FOR EXTERNAL AND INTERNAL SIGNAGE

- 2 x Facade panels with 350 George logo to be placed within existing glass cabinets. Panels are 840 mm wide x 2125 mm high. Panels to be black composite aluminium with screen printed graphics. The composite aluminium display panels will be held in place magnetically. There will be no visible fixings and panels will be able to be readily removed in the future if needed.
- 4 x retail panels to be placed, on either side of the 2 ground floor doors. Panels to be black composite aluminium with screen printed graphics held in place magnetically. There will be no visible fixings and panels will be able to be readily removed in the future if needed. Fix to stonework in mortar joints. Existing light boxes above both double doors to stay.
- Tenancy Board, interior – entry lobby. 950mm width x 2000mm height. Satin Black anodised finish to frame and interchangeable information plates.
- Tenancy boards, interior – lobbies at each floor. 500mm width x 1335mm height. Satin Black anodised finish to frame and interchangeable information plates. To appear on levels LG, 1 through to 6.
- Numbers above suite doors, interior. Panels 230mm wide x 230mm high. Black anodised permanent face plate. Signs fitted with a 50mm x 50mm angle bracket and be installed on top of the door frames.
- External building signage for the Ash Street entry doorways. 350 George logo in pin fixed cut brass lettering mounted off the stone wall over the main rear entry. Similar pin fixed cut brass lettering over two Tenancy doorways, font & wording by Tenants.
- External and internal signage as required indicating accessible paths of travel in accordance with BCA 2010 D3.6, including at the principal entry in George Street and indicating the path of travel to the accessible entry in Ash Street, at the Ash Street entry. Refer also to Access report.
- Interpretative signage for lobby and 3rd floor in accordance with the Interpretation Strategy (Tanner Architects 2011), and in particular Condition 8 in Schedule 3 of the DA Consent relating to the third floor.
- Brass Plaque to be mounted on the facade in accordance with Condition 24 of the DA Consent.

APPENDIX B STYLE GUIDE FOR EXTERNAL AND INTERNAL SIGNAGE