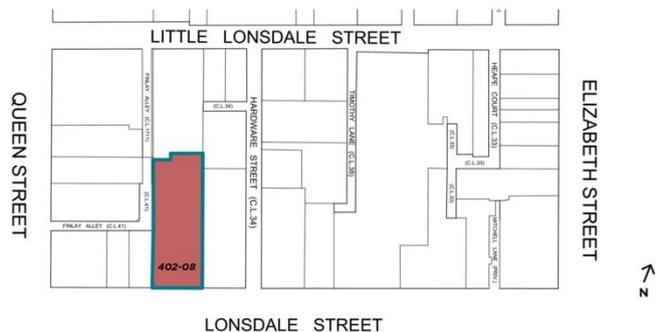


STATEMENT OF SIGNIFICANCE

Heritage Place: Former AMP Building

PS ref no: HO1359



What is significant?

The Former AMP Building at 402-408 Lonsdale Street, a multi-storey office building constructed in 1956-58.

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

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

Later alterations made to the street level façade and window framing and glazing are not significant.

How it is significant?

The Former AMP Building at 402-408 Lonsdale Street is of historical and representative significance to the City of Melbourne.

Why it is significant?

Constructed in 1956-58 to a design by Bates Smart & McCutcheon, the Former AMP Building has a clear association with the postwar building boom which transformed central Melbourne into a modern high-rise city. The design of these commercial buildings from the late 1950s to the mid-1970s – many of which were architect designed – was driven by the commercial demands and the prestige afforded by a dominant city presence (Criterion A).

The Former AMP Building is a fine and highly intact representative example of a Post-War Modernist commercial building. The building strongly reflects the style which was popular in the 1950s, particularly in central Melbourne. Constructed to the prevailing 40m (132 foot) height limit of the time,

the Former AMP Building clearly demonstrates typical characteristics of a 1950s structure with a grid-like street facade. The front façade of alternating rows of glazing and rendered spandrels, and vertical mullions which divide the facade into a grid-like pattern, and the use of materials metal window frames, demonstrate important aspects of the Post-War Modernist style. The incorporation of a regular pattern of projecting window bays which add to the grid-like appearance of the façade is unusual and distinctive (Criterion D).

Primary source

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