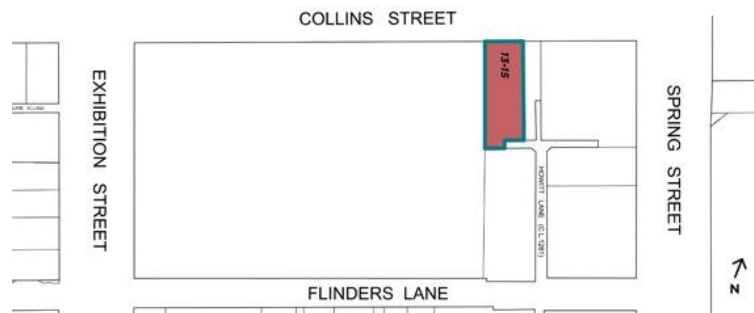


STATEMENT OF SIGNIFICANCE

Heritage Place: Apartment building

PS ref no: HO1265



What is significant?

The apartment building at 13-15 Collins Street, Melbourne, built in 1970, and designed by émigré architect Kurt Popper.

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

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

Later alterations are not significant.

How it is significant?

The apartment building at 13-15 Collins Street, Melbourne is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

Why it is significant?

The apartment building at 13-15 Collins Street, constructed in 1970, is historically significant as one of the first wave of high-rise residential apartments constructed in the Melbourne CBD from the late 1960s, and before the introduction of a Victorian government policy in 1971 that directed where growth in Melbourne's housing supply could take place. The deliberate promotion of 13-15 Collins Street as a venue for a glamorous modern lifestyle contributes to an understanding of Melbourne as a modern city in the postwar period. (Criterion A)

The apartment building at 13-15 Collins Street demonstrates a new building typology that emerged in the CBD in the late 1960s and early 1970s – the modern high-rise residential apartment building. The

apartment building at 13-15 Collins Street demonstrates key characteristics of its type. It was constructed over a podium at the lower level accommodating retail and commercial spaces, with luxury residential apartments located in a recessed tower section. Residential accommodation included modern technologies such as individually controlled heating, cooling systems and security systems, access to communal recreation facilities located at the base of the apartments, basement car parking, and concierge/caretaker services. (Criterion D)

The apartment building at 13-15 Collins Street is of aesthetic significance for its distinctly modernist character expressed in its structure, facade articulation and skilful composition of form and materials. This is achieved by the combination of an expressed concrete grid structural frame, brick cladding and large areas of glazing. The façade is further enlivened by projecting masonry balconies that create a rhythmic pattern by regularly extending over two bays. The top levels of penthouse apartments are distinguished by larger balconies that unify the façade. (Criterion E)

The apartment building at 13-15 Collins Street is significant for its association with émigré architect Kurt Popper who brought European ideas about living in the city to the Melbourne CBD. Popper designed a number of residential apartment buildings in Melbourne including the six-storey 'Crossley House' (1967), which is known as the first modern residential block in Melbourne. (Criterion H)

Primary source

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