

# Sydney Metro Martin Place Integrated Station Development

## Heritage Interpretation Strategy

Prepared for

Macquarie Corporate Holdings Pty Ltd

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161035 SM+MPS Precinct - Heritage Interpretation Strategy				



## 1 INTRODUCTION

### 1.1 Purpose of the report

This Heritage Interpretation Strategy outlines how the history and significance of the heritage places associated with the Sydney Metro Martin Place Station Precinct may be interpreted. Located at Martin Place in the Sydney central business district, the Martin Place Metro station site is associated with numerous historic buildings and sites.

The Strategy outlines relevant historic themes associated with these places and the environs of the station, and identifies opportunities for integrating heritage interpretation into the Sydney Metro Martin Place integrated station development.

This Heritage Interpretation Strategy has been prepared to meet the requirement for site specific Heritage Interpretation Plans<sup>1</sup> under condition E21 of the Critical State Significant Infrastructure (CSSI) Conditions of Approval for the Sydney Metro City & Southwest Chatswood to Sydenham as outlined below. The Strategy has been developed to inform the Station Design and Precinct Plans under condition E101 of the CSSI.

#### Heritage Interpretation

##### *E21*

*The Proponent must prepare a Heritage Interpretation Plan which identifies and interprets the key Aboriginal and Non-Aboriginal heritage values and stories of heritage items and heritage conservation areas impacted by the CSSI. The Heritage Interpretation Plan must inform the Station Design and Precinct Plan referred to in Condition E101. The Heritage Interpretation Plan must be prepared in accordance with the NSW Heritage Manual, the NSW Heritage Office's Interpreting Heritage Places and Items: Guidelines (August 2005), and the NSW Heritage Council's Heritage Interpretation Policy and include, but not be limited to:*

- a. a discussion of key interpretive themes, stories and messages proposed to interpret the history and significance of the affected heritage items and sections of heritage conservation areas including, but not limited to the Central Station and Martin Place Station, Sydenham Station and Sydenham Pit and Drainage Pumping Station Precincts;*
- b. identification and confirmation of interpretive initiatives implemented to mitigate impacts to archaeological Relics, heritage items and conservation areas affected by the CSSI including:*
  - use of interpretative hoardings during constructions*
  - community open days*
  - community updates*
  - station and Precinct design; and*
- c. Aboriginal cultural and heritage values of the project area including the results of an archaeological investigations undertaken.*

*The Heritage Interpretation Plan must be prepared in consultation with the Heritage Council of NSW (or its delegate), Relevant Councils and Registered Aboriginal Parties, and must be submitted to the Secretary before commencement of construction.*

<sup>1</sup>

The CSSI Condition refers to the preparation of a Heritage Interpretation Plan. The standard methodology and approach to Heritage Interpretation as outlined by the NSW Heritage Council requires the preparation of a Heritage Interpretation Strategy prior to the completion of a Heritage Interpretation Plan. As such, this report fulfills all the requirements of Condition E21 and E101 of the CSSI for the Sydney Metro Martin Place Precinct, under the title Heritage Interpretation Strategy. Refer to Section 1.3 of this report for a discussion of the methodology and approach to interpretation.

## INTRODUCTION

This Heritage Interpretation Strategy focuses on the non-Aboriginal heritage values and stories of the Precinct. A separate report has been prepared by Artefact to address interpretation of the Aboriginal heritage values of the Precinct.

The Interpretation Strategy has also been prepared to respond to the NSW Department of Planning and Environment and NSW Heritage Council's response to the Stage 2 Development Application:

### Department of Planning and Environment Comments

#### 3. Heritage

- I. Provide further information to satisfy the requirements of the SEARs for Heritage Interpretation Plan and consultation with NSW Heritage Council.*
- II. Detail how the Heritage Interpretation Plans for the over station developments relate to the Sydney Metro City and Southwest Heritage Interpretation Strategy.*

### NSW Heritage Council Comments

#### Heritage Interpretation

*The SEARs require a Heritage Interpretation Plan, providing opportunities for the proposal to reflect on the heritage character and significance of the site and surrounding area, including Martin Place.*

*Section 5.8.5 of the EIS indicates that no heritage interpretation is proposed as part of this proposal. It is concluded that the **Sydney Metro City and Southwest Heritage Interpretation Strategy** (2018) for Sydney Metro CSSI 7400 adequately covers interpretation of the site. However, the Sydney Metro Interpretation Strategy is an overarching strategy which sets out potential themes and approaches to enable interpretation planning during the design and development across the Sydney Metro project area.*

The SEARs require an Interpretation Plan to reflect heritage setting of the proposal site, including Martin Place. An Interpretation Plan (as opposed to an Interpretation Strategy) should be a comprehensive document that proposes specific methods to understand, interpret and present the place's heritage significance, both in the short and medium term.

As the current proposal is integrated with the Sydney Metro infrastructure project, there is a unique opportunity for Sydney Metro and Macquarie to work on a collaborative Interpretation Plan for the site. The plan should be comprehensive and incorporate both the Martin Place Metro Station and the Over Station Development.

## INTRODUCTION

### 1.2 Previous Heritage Interpretation Strategies and Reports

Transport for NSW prepared a Heritage Interpretation Strategy for the City and Southwest Precincts to accompany the CSSI EIS Reference Design in August 2016. The purpose of the report was to provide a framework for interpreting the cultural significance of heritage items and significant historical places along the Sydney Metro City route. The report provided a strategic overview of the history of the Metro Station Precincts as the first component of interpretation planning. Many of the interpretative media and themes proposed have been addressed and implemented in the site hoarding around the construction sites for the Metro development.

A draft Heritage Interpretation Strategy for the Sydney Metro City and Southwest project was also prepared by Sydney Metro in February 2018, indicating examples of site specific scope interpretation. The information in the 2018 report has informed the strategies outlined in Sections 6 and 7 of this report.

A Heritage Interpretation Plan for the Sydney Metro and Southwest Sydney to Bankstown Upgrade was prepared by Sydney Metro in May 2018 in response to the planning consent conditions for the CSSI (15\_7400) which required a Heritage Interpretation Plan for the Critical State Significant Infrastructure Project.

A staged approach to the production of the Heritage Interpretation Plan was proposed, as the report was to be informed by the results of investigations of archaeological and built heritage; community engagement and future design development.

### 1.3 Methodology and approach

This Heritage Interpretation Strategy follows the general guidelines for Heritage Interpretation 'Interpreting Heritage Places and Items: guidelines' and its policy 'Heritage Information Series: Heritage Interpretation Policy', and adopts the methodology and terminology described in *The Conservation Plan*, Sydney, National Trust of Australia (NSW), 5th edition 2000 by Dr J.S. Kerr and in the Australia ICOMOS *Burra Charter*, 2013.

Best practice interpretation planning provides a structured 3-phase approach to developing methods of communication to deliver information, providing the direction, identifying themes, organises information and suggests appropriate media, specific to a site, its unique heritage values and audiences.

### **Stage 1: Heritage Interpretation Strategy**

The Heritage Interpretation Strategy (this document) outlines the context, study area and approach to the interpretation of the site. Research into the history and heritage significance of the place is included to assist in identifying interpretation themes and policies which are relevant to the site.

Interpretation principles and audiences are outlined, whilst potential interpretive media and locations are also proposed for later implementation.

The Heritage Interpretation Strategy is to be approved by the Heritage Council of NSW prior to the development of the Heritage Interpretation Plan and detailed design of interpretive media.

### **Stage 2: Heritage Interpretation Plan**

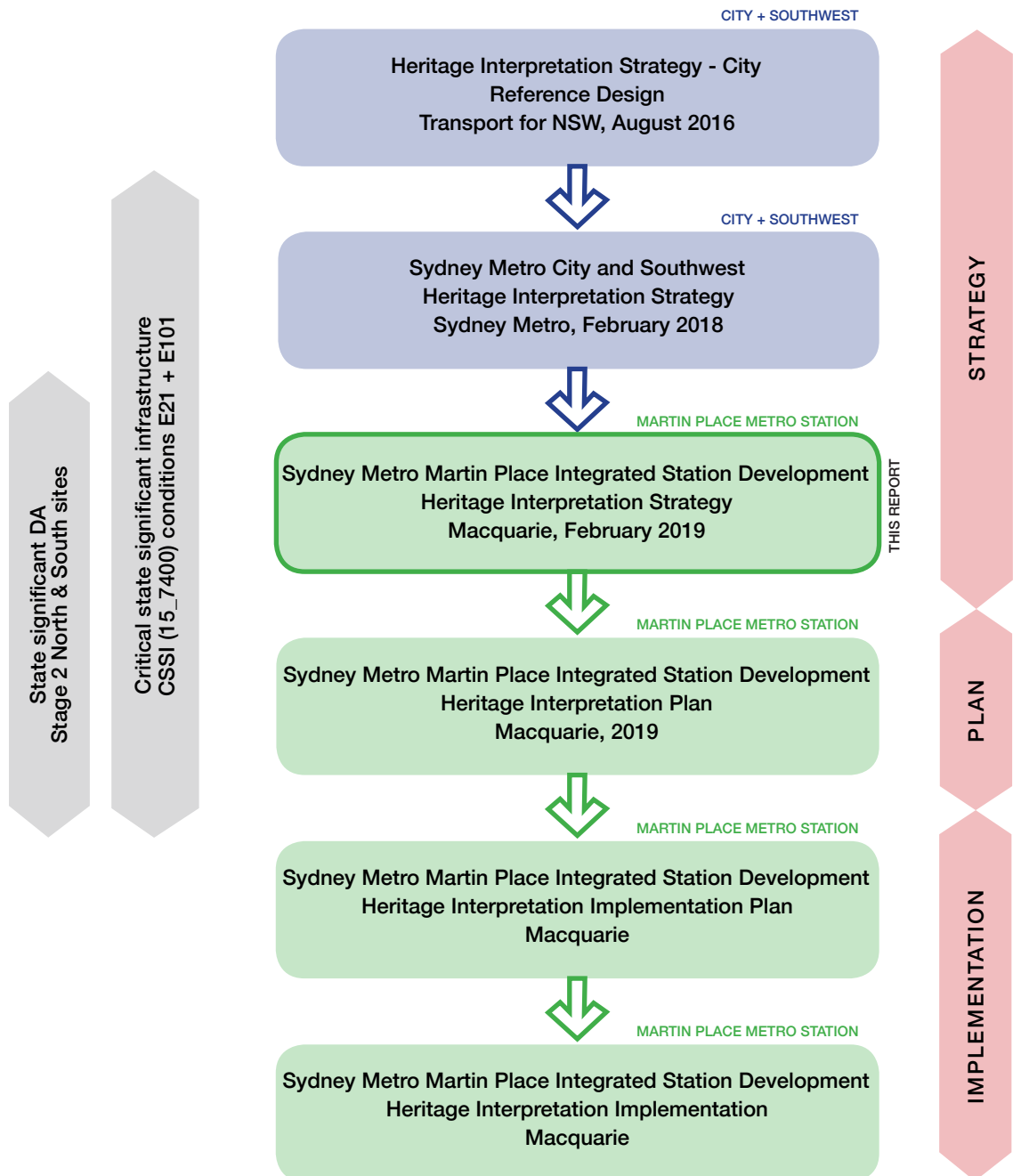
The Heritage Interpretation Plan provides a comprehensive approach to communicating the history and heritage significance of the site, and specific modes of implementation.

Detailed design of interpretive media and their locations are outlined in the document. Designs for the interpretive media may include the incorporation of salvaged artefacts and materials, public art and graphic information displays.

### **Stage 3: Implementation Plan**

The Implementation Plan identifies methods and budgets for the delivery of the designed interpretive media, and establishes strategies for the delivery of the media.

The Plan also develops specifications and organises production and installation of the interpretive media in the chosen locations.



11 Diagram showing the relationship between the previous interpretation strategies prepared by Transport for NSW and Sydney Metro, and this interpretation strategy for Martin Place Metro Station.  
Source: TKD Architects, 2019

## INTRODUCTION

### 1.4 Site location and description

The Sydney Metro and Martin Place Station Precinct (the Precinct) project relates to the following properties:

#### North Site

- 50 Martin Place, 9-19 Elizabeth Street, 8-12 Castlereagh Street, 5 Elizabeth Street, 7 Elizabeth Street, 55 Hunter Street.

The former Government Savings Bank at 50 Martin Place has historically been located at the street address of 48-50 Martin Place, until its recent occupation by Macquarie. The building will be referred to as 50 Martin Place throughout this report.

#### South Site

- 39-49 Martin Place.

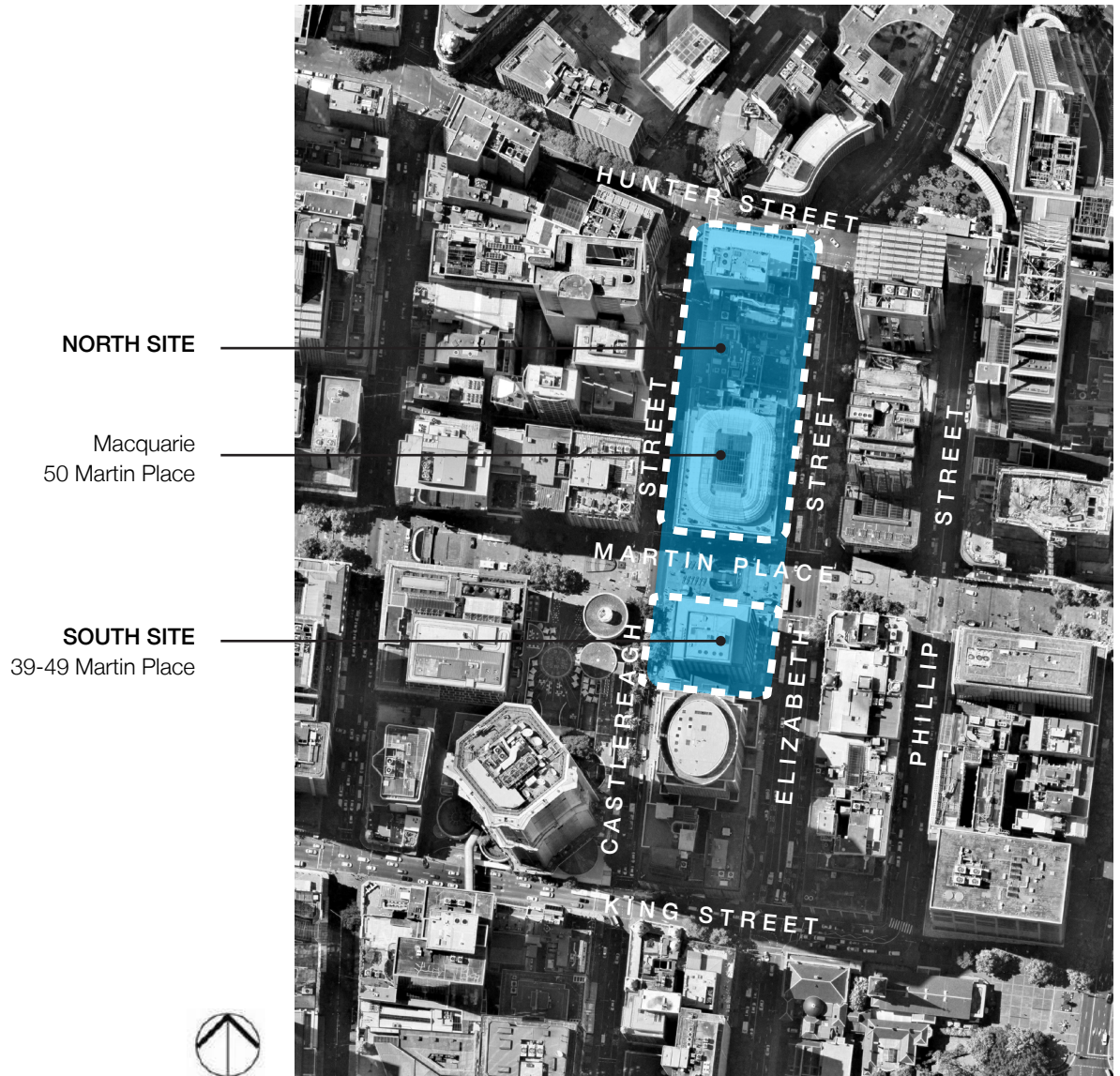
#### Martin Place

- that part bound by Elizabeth Street and Castlereagh Street.

Located close to the centre of the Sydney CBD, the Precinct comprises the entire City block bounded by Hunter Street, Elizabeth Street, Martin Place and Castlereagh Street; that portion of Martin Place located between Elizabeth Street and Castlereagh Street and the northern most property in the block bounded by Martin Place, Elizabeth Street, Castlereagh Street, and King Street. Together it constitutes an above ground site area of approximately 9,400 square metres, with a dimension from north to south of approximately 210 metres and from east to west of approximately 45 metres. It incorporates a significant portion of one of Sydney's most revered public spaces – Martin Place.



## INTRODUCTION



21 Location plan, not to scale, showing the Sydney Metro and Martin Place Station Precinct in blue. Proposed building envelopes for the North and South Sites - shown with a dashed outlines - are the subject of this application.  
Source: Nearmaps with TKD Architects overlay, 2017.



## INTRODUCTION

### 1.5 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.*

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
- 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 interpretation of the North Site and South Site within the Sydney Metro Martin Place integrated station development. Considering the significance of the Precinct, it is appropriate to apply best practice principles in its heritage interpretation.



## INTRODUCTION

### 1.6 Scope of the Heritage Interpretation Strategy

The scope of this heritage interpretation strategy is to:

- identify the themes and messages considered significant to the Precinct;
- promote an understanding of the history of the Precinct;
- propose locations where interpretation will enhance the understanding of history and heritage of the Precinct;
- recommend methods and the media appropriate to the interpretation of the history and heritage significance of the Precinct.

### 1.7 Author identification

This document was prepared by Sarah-Jane Zammit, Heritage Specialist and reviewed by George Phillips, Practice Director, both of Tanner Kibble Denton Architects.

### 1.8 Project Team

<b>Client</b>	Macquarie
<b>Architects</b>	Tzannes, Grimshaw and Johnson Pilton Walker Architects
<b>Town Planner</b>	Ethos Urban
<b>Urban Design</b>	Tzannes
<b>Heritage</b>	Tanner Kibble Denton Architects
<b>Project Manager</b>	Savills
<b>Contractor</b>	Lendlease

## INTRODUCTION

### 1.9 Definitions

The definitions listed below have been reproduced from *Heritage Interpretation Policy*, prepared by the Heritage Council of New South Wales in 2005:

**Associations** means 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, moveable 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 place and related objects. Items may have a range of values and meanings for different individuals or groups over time.

**Interpretation** mean 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 items; 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 Interpretation Strategy.

## INTRODUCTION

**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 HISTORICAL BACKGROUND

The following provides an outline timeline for development across the Precinct and nearby heritage listed items during the twentieth century.

### 2.1 The North Site

- 1909 The adjoining Blashki Building and Castlereagh House in Hunter Street were completed, transforming this section of the street. Both were designed by prominent firms of architects – Spain & Cosh and H E Ross & Rowe respectively.
- 1940 7 Elizabeth Street, designed by Emil Sodersten, was completed. It contained 54 apartments plus a restaurant in the basement.
- 1961 Plans for the new headquarters of P&O at 55 Hunter Street were lodged with City of Sydney for approval.
- 1964 The completed P&O Building was officially opened by Prime Minister Sir Robert Menzies in January. The building was designed by architects Fowell Mansfield & Maclurcan.
- 1966 9-19 Elizabeth Street, designed by Alexander Kann Finch & Associates, was completed. The Australia Taxation Office occupied space from 1967 and links formed to the neighbouring 50 Martin Place.
- 1970 A building application for development at 5 Elizabeth Street, extending to 6 Castlereagh Street, was lodged with the City Council by architects Alexander Kann Finch & Partners.
- 1976 8-12 Castlereagh Street was completed. The building was designed by architects Fombertaux Rice Hanly.

## HISTORICAL BACKGROUND



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1. Castlereagh House
2. Intercolonial House, 1913
3. Mendes Chambers, c1915,
4. Castlereagh Chambers, 1909
5. Builder's Exchanges, 1907/1925
6. 50 Martin Place, 1928

- 3| The Blashki Building c1959.  
Source: SLNSW d7\_07616.
- 4| Castlereagh House c1959.  
Source: SLNSW d7\_07617.
- 5| 7 Elizabeth Street shortly after completion  
c1940.  
Source: *Building*, April 1940
- 6| Looking south west from the area of Chifley  
Square. Qantas House in the right foreground  
and the P&O Building (55 Hunter Street) under  
construction.  
Source: City of Sydney Archives NSCA CRS  
48/3105
- 7| Development along Castlereagh Street  
between Hunter Street and Martin Place,  
c1959.  
Source: SLNSW d7\_0617

## HISTORICAL BACKGROUND

### 2.2 Former Government Savings Bank of NSW, 50 Martin Place

- 1920 Acquisition of properties between Castlereagh and Elizabeth Streets near the top of Moore Street by the Commissioners of the Government Savings Bank of NSW. The properties included several that were to form part of Martin Place.
- 1922 The foundation stone of the building was laid on 13 March 1922. Its design was subsequently modified after the Municipal Council resolved to resume properties for the extension of Martin Place.
- 1928 Opening of Government Savings Bank Building in December.
- 1931 Government Savings Bank taken over by the Commonwealth Bank. 50 Martin Place became the Commonwealth Savings Bank.
- 1932 The Australian Taxation Office moved into 50 Martin Place. Over the ensuing years it progressively occupied much of the building.
- 1967 The adjoining building at 9-19 Elizabeth completed and occupied by the Australian Taxation Office.
- 1983 Relocation of the Australian Tax Office to other premises.
- 1985 Work begins on extensive conservation, refurbishment and modification works, documented by Australian Construction Services
- 1990 Conservation, modification and refurbishment works completed
- 2012-14 The Commonwealth Bank sold the building to Macquarie Bank, which undertook further conservation, modification and refurbishment works.



## HISTORICAL BACKGROUND



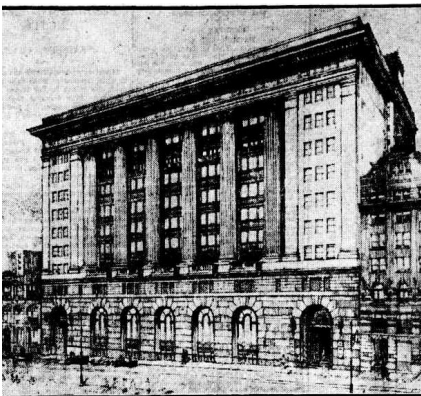
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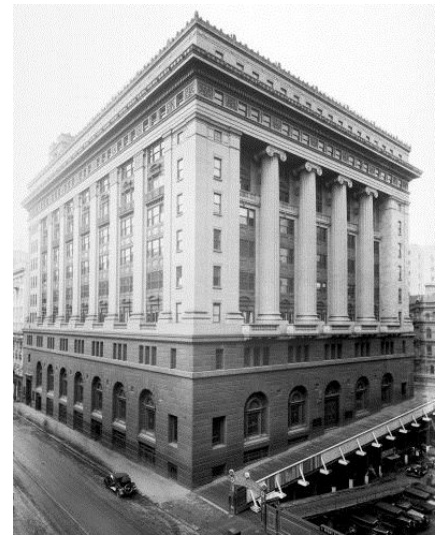
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8| Buildings on Elizabeth Street demolished to make way for 50 Martin Place.  
Source: City of Sydney Archives NSCA CRS 51/1083

9| Buildings on Castlereagh Street demolished to make way for 50 Martin Place.  
Source: City of Sydney Archives NSCA CRS 51/1085

10| Buildings demolished for the construction of 50 Martin Place, some of which occupied land resumed for the Martin Place extension.  
Source: SLNSW hall\_35070

11| The original scheme for 50 Martin Place prior to the City Council's decision to proceed with the Martin Place extension.  
Source: *Sydney Morning Herald*, 14 March 1922

12| 50 Martin Place under construction.  
Source: National Library of Australia nla.obj-142760970-1

13| 50 Martin Place shortly after completion.  
Source: National Library of Australia nla.pic-vn3084842-v

## HISTORICAL BACKGROUND

### 2.3 Martin Place

The following provides a chronology of the development of Martin Place from the inter-war period to the present. A thematic history is provided at Appendix A.

- 1926 The lands designated for the extension of Martin Place from Castlereagh Street to Macquarie Street were formally resumed by a notice in the Government Gazette, 1 January 1926.
- 1933 Demolition of the block between Elizabeth and Phillip Street commenced during April.
- 1934 Council resolved to demolish buildings between Phillip and Macquarie Streets on 20 February. The roadway between Elizabeth and Phillip Streets was formed by June.
- 1935 The completed Martin Place was officially opened to traffic on 8 April 1935.
- 1936 The allotments on residual resumed land between Castlereagh and Elizabeth Streets (39 Martin Place) were offered for sale in September.
- 1937 The new building for Australian Provincial Assurance (APA) at 53-63 Martin Place was completed and officially opened in May. The building was designed by architect David W King.
- 1938 The new building for Mutual Life and Citizens at 42-46 Martin Place was completed. The building was designed by Bates Smart & McCutcheon, a firm of architects based in Melbourne.
- 1950 Commencement of work on the Eastern Suburbs Railway line and Martin Place Station was announced in July. The location of Martin Place Station and its basic concept were already in place. Construction was underway the following year.
- 1964 Completion of the Reserve Bank Building, bounded by Macquarie Street, Martin Place and Phillip Street.
- 1967 The contract for the civil and structural design of the Eastern Suburbs Railway line to the Snowy River Hydro-electric Authority.
- 1968 The proposal for the pedestrianisation of Martin Place between George and Pitt Streets, which was prepared by George Clarke and Don Gazzard in association with Professor Denis Winston, the Dean of the Faculty of Country and Town Planning at the University of Sydney, was tabled before the City of Sydney on September 10.
- 1969 The City Council decided to close Martin Place to vehicular traffic and create a civic square on 11 November.
- 1970 Design drawings and report by Clarke Gazzard presented to Council in March. Trial closure of the section of Martin Place between George and Pitt Streets commenced on 1 September. The closure was declared permanent on 9 December.

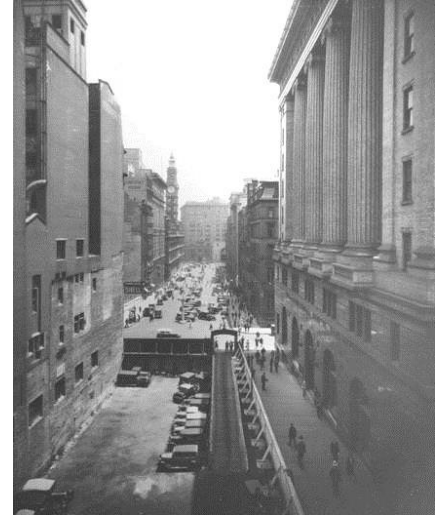
- 14I Western end of Martin Place  
Source: City of Sydney Archives CRS 66/1/22
- 15I Southern side of 50 Martin Place prior to the demolition of resumed buildings, c1933  
Source: City of Sydney Archives NSCA CRS 51/2668
- 16I Forming the Martin Place roadway between Castlereagh and Elizabeth Streets, a great source of spectator activity, c1934  
Source: SLNSW hood\_01073
- 17I Looking west along the newly completed Martin Place, 1937  
Source: SLNSW d1\_26287
- 18I Looking west along Martin Place, c1940. The APA building is at left in the foreground.  
Source: SLNSW hall\_38655
- 19I MLC Building shortly after completion, 1938  
Source: SLNSW hood\_09588



## HISTORICAL BACKGROUND



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## HISTORICAL BACKGROUND

1971 The first plaza was officially opened on 10 September. The two eastern-most sections of Martin Place were closed temporarily for two years for the construction of Martin Place Station late in the year.

The City of Sydney Strategic Plan. Action Plan No. 24 envisaged the integration of Martin Place Station and Martin Place through an arcade extending the station concourse to the west.

1972 New Prudential Building at 37-51 Martin Place completed. It was designed by architects Alan Williams & Associates.

The Minister for Lands proposal to consider the closing of Martin Place from the eastern side of Pitt Street to the western side of Macquarie Street was gazetted on 24 November.

1977 The closure of Martin Place between Castlereagh and Phillip Street, was completed.

The MLC Centre was completed. A condition of consent for the project was that a pedestrian subway be constructed to link scheme to railway.

1979 Opening of Martin Place Station.

1982 Connection to Martin Place Station at mid-year. Completion of Martin Place pedestrianisation.

1984 Gazzard and Partners prepared the Civic Design Study of Martin Place. It included recommendations for new regulatory measures concerning heritage preservation .

20I Sketch describing the proposed Martin Place Station, 1950

Source: *The Sun*, 27 July 1950

21I Aerial photograph looking west along Martin Place, December 1963

Source: City of Sydney Archives SRC1863

22I Reserve Bank shortly after completion in 1964

Source: National Archives of Australia A1200, L50038

23I Martin Place Station, 1979

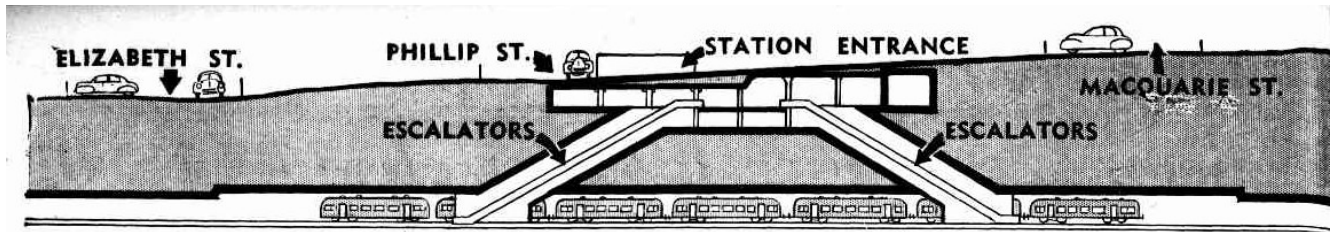
Source: SLNSW d4\_02947

24I Eastern end of Martin Place, c1985

Source: City of Sydney Archives SRC1286



## HISTORICAL BACKGROUND



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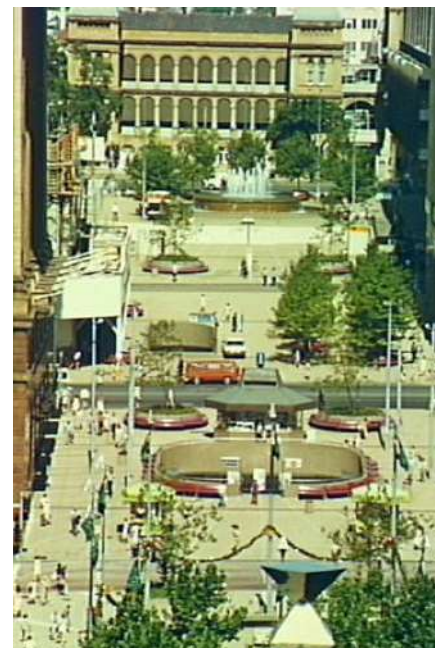
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## HISTORICAL BACKGROUND

### 2.4 The South Site, 39 Martin Place

- 1876 Wangenheim's Hotel was opened at 34 Castlereagh Street. It continued to trade under various names until the first half of the 1920s.
  - 1885 The three storey Gothic style building for St Joseph's Building and Investment Society was constructed at 47-49 Elizabeth Street, to the design of prominent nineteenth century architect William Wardell.
  - 1895 The Australian Star newspaper moved into its new building at 32 Castlereagh Street in December.
  - 1911 32 Castlereagh Street was acquired by Sun Newspaper Limited about a year later.
  - 1913 The whole 32 Castlereagh Street was redeveloped for the newspaper publisher's new premises, designed by Joseph Kethel.
  - 1920 36-42 Castlereagh Street was purchased by Carroll Musgrove Theatres in September as the site of a new cinema.
  - 1924 The Prince Edward Theatre at 36-42 Castlereagh Street, also known as "The Theatre Beautiful", which was designed by the major architectural firm of Robertson & Marks opened on 22 November 1924. The first film screened there was Cecil B DeMille's epic "The Ten Commandments."
- A machine room and garage was erected on the site of the former Wangenheim's Hotel, which had been acquired by Sun Newspapers.
- 1926 The properties owned by Sun Newspaper Limited and St Joseph Building and Investment Society were resumed by the Municipal Council of Sydney as part of the extension of Martin Place to Macquarie Street.
  - 1933 Buildings occupying the resumed properties were mostly demolished. The Sun Newspapers' garage was extensively modified to become the Spanish Mission style Monterey Restaurant designed by architects S H Buchanan & Cowper, It was to stand for about five years.
  - 1936 The residue of the resumed land was subdivided into three allotments and offered for sale in September 1936. The title to the three allotments was transferred from the Council to Prudential Assurance on 26 October 1937. Prudential quickly developed the site – an application for excavation was lodged in December 1937 and one for a new building, designed by architects Hennessy, Hennessy & Co, in the middle of March 1938.
  - 1937 The Prudential Assurance Company finalised the purchase of three allotments on the southern side of Martin Place opposite the former Government Savings Bank in March.
  - 1939 The Prudential Building, designed by architects Hennessy, Hennessy & Co, was officially opened in May. The basement became home to Romano's Restaurant, internationally famous for its elegance and fine cuisine. The restaurant retained its prominence and popularity until 1964.



## HISTORICAL BACKGROUND

- 1965 The Prince Edward closed on 4 December 1965 and less than three weeks later its title was transferred to the Prudential Assurance Company.
- 1967 The sites of the Prudential Building and the Prince Edward Theatre were amalgamated onto one title in November 1967.
- 1968 Demolition of 1939 Prudential Building and adjacent Prince Edward Theatre (architects Robertson & Marks, 1924) for the construction of Prudential's new headquarters.
- 1971 Prudential's new building at 39 Martin Place was completed.



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- 251 St Joseph's Building and Investment Society, c1930. Prince Edward Theatre is to the left and Sun Newspaper to the right. 50 Martin Place at far right.  
Source: City of Sydney Archives NSCA CRS 66/1/9
- 261 Sun Newspaper Limited's building c1913  
Source: National Library of Australia nla.obj-162897500-1

- 271 The Hotel Graham (formerly Wangenheim's Hotel) and the small commercial building at 36-42 Castlereagh Street that was to make way for the Prince Edward Theatre.  
Source: SLNSW a7812001h
- 281 The Prince Edward Theatre  
Source: SLNSW a6942005

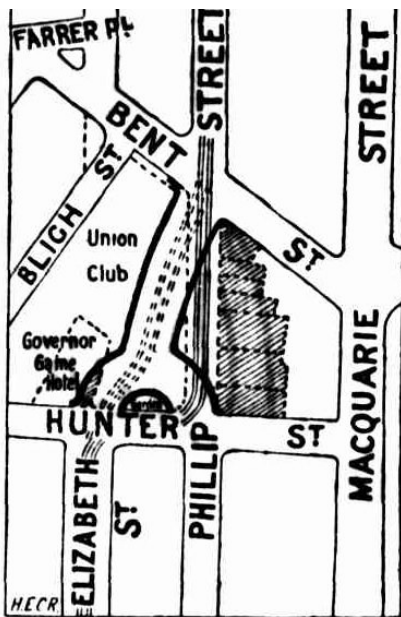
- 291 Prudential Assurance's office building at 37-51 Martin Place  
Source: *Construction*, 17 November 1937
- 301 Prudential Building and Prince Edward Theatre photographed on 24 January 1966  
Source: City of Sydney Archives NSCA CRS 48/5202

## HISTORICAL BACKGROUND

### 2.5 Chifley Square



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- 1916 A proposal to extend Elizabeth Street from Hunter Street to the intersection of Phillip and Bent Streets was made to the City Council. No decision was made.
- 1920 Further discussions about the extension of Elizabeth Street to Bent Street were held within the Municipal Council of Sydney.
- 1937 The Town Planning institute of NSW presented a plan to the City Council that included closure of the end of Phillip Street to form a pedestrian space. City Engineer Arnold Garnsey produced a scheme for the Elizabeth Street extension as a means of relieving traffic congestion at the junction of Hunter and Elizabeth Streets. The scheme, which included a formal semi-circular area flanked by curved building facades and a monument in the centre of the open space, was endorsed by the City Council two years later.
- 1947 The City of Sydney began implementing the scheme.
- 1949 Qantas acquired the site at the western corner of Hunter Street and the extension.
- 1953 Press reports announced the intention of Qantas and the Federal Government to construct office buildings on either side of the Elizabeth Street extension.
- 1955 Construction of Qantas House, designed by Rudder, Littlemore & Rudder, on the western side of the future Chifley Square, commenced.
- 1957 The completed Qantas House was officially opened by Prime Minister Robert Menzies in October.
- 1958 Demolition of buildings on the site of the Federal Government site, known as the Commonwealth Centre commenced.
- 1961 The public square encircled by roadways on the northern side of Hunter Street, at the southern end of the extension, was named "Chifley Square" in 1961 in honour of the late Hon. J.B. Chifley (1885-1951), Prime Minister of Australia between 1945 and 1949.
- 1962 The extension of Elizabeth Street was completed.
- 1963 The Commonwealth Centre was completed. Its rectilinear mass prevented completion of the scheme.
- 1988 The Commonwealth Centre and several adjoining sites were acquired by the bond Corporation. Construction of a new building, subsequently named Chifley Tower, commenced the following year.
- 1992 The final semi-circular form of the Square was formed with the completion of Chifley Tower, which complemented the curved form of Qantas House to the west.



## HISTORICAL BACKGROUND

- 1993 The Chifley Square Civic Design Study was completed for the City of Sydney.
- 1995 The Chifley Square Redesign Concept Review was completed.
- 1997 Completion of landscaping and other works at Chifley Square. The concept was initiated by Tim Williams (City of Sydney) and the design developed by Hassell. The works included a grid of cabbage palms and a cafe on the southern edge of the Square. Artworks by Simeon Nelson included the cut-out statue of Ben Chifley and a glass installation forming an extension to the rear wall of the café.



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- 311 Planning proposal for the extension of Elizabeth Street c1920  
Source: *Sydney Morning Herald*, 17 March 1920
- 321 Planning proposal c1937  
Source: *Sydney Morning Herald*, 1937
- 331 Planning proposal c1939  
Source: *The Design of Sydney*, p. 6

- 341 Aerial photograph of Hunter Street at its intersection with Elizabeth and Phillip Streets, 1943.  
Source: Spatial Information Exchange
- 351 Formation of Chifley Square, June 1961  
Source: City of Sydney Archives SRC1802
- 361 The Commonwealth Centre, c1963  
Source: National Archives of Australia A1200, L44754

- 371 Chifley Square viewed from the west, 23 June 1988  
Source: City of Sydney Archives CRS 422 2 267
- 381 Chifley Square following the completion of Chifley Tower, c1996.  
Source: City of Sydney Archives SRC4412.z

## HISTORICAL BACKGROUND

### 2.6 Richard Johnson Square

- 1925 The foundation stone of a memorial commemorating the first church service in Australia was laid by the Governor of NSW at a site at the intersection of Bligh and Hunter Streets on 19 March. The memorial, which was completed about two or three months later, was designed by the architectural firm of Burcham Clamp & Finch. It is located on the site of the first church to have been erected in Australia (1793).
- 1974 The island platform around the monument was enlarged and integrated with the western Bligh Street footpath. The works formed part of Sydney City Council's Strategic Plan for reshaping Sydney. The project was designed in the architectural office of Clarke Gazzard Pty Ltd.



## HISTORICAL BACKGROUND



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39| The memorial to the first church in Australia at the intersection of Bligh and Hunter Streets, c1935. The memorial was erected in the mid-1920s on the site of the church.  
Source: SLNSW hall\_35055

40| Richard Johnson Square, c1954  
Source: City of Sydney Archives SRC1154

41| Richard Johnson Square, c1971  
Source: City of Sydney Archives SRC1156

42| Richard Johnson Square, c1977. Works involving partial road closure and formation of the pedestrian plaza were undertaken in 1974.  
Source: City of Sydney Archives SRC6724

43| Richard Johnson Square, c1991  
Source: City of Sydney Archives SRC1157

### 3 HERITAGE CONTEXT

#### 3.1 Context

##### Martin Place

Developed in stages from 1887, Martin Place is recognised as one of Central Sydney's great public, civic and commemorative spaces, as well as being a historically valued commercial and finance location. Martin Place and a large number of buildings on, or in close proximity to, Martin Place are identified as heritage items, either as items of National, State or Local significance. The former Government Savings Bank of New South Wales at 50 Martin Place, which forms part of the Macquarie North Site, is one of these major heritage items.

There has been a number of redevelopment and refurbishment proposals in recent years along Martin Place to improve existing assets and recapture their premium commercial status, e.g. 5 Martin Place, 50 Martin Place, 20 Martin Place, upgrades of the MLC Centre, and 60 Martin Place. The City of Sydney Council has also identified a need to reinvigorate Martin Place.

The surrounding locality is characterised by a variety of built form and architectural styles, with many of the buildings, including those of relatively recent years, not complying with current planning controls with respect to building heights, setbacks and street wall heights.

In terms of land use the area is characterised by a predominance of office uses, with some ground floor retail, cafés, or restaurants and hotels (most notably the Westin and the Wentworth) to support its primary business centre function.

##### Chifley Square

Developed in stages between 1957 and 1993, Chifley Square is a significant twentieth century exercise in city planning to create a new public open space in Sydney (Figure 3). The space is characterised by its semi-circular form, with the first building, Qantas House, establishing the western quadrant in 1957. Chifley Square provide a visual termination to the vistas looking north along Elizabeth and Phillip Streets.

The vicinity is characterised by large high-rise towers, such as Chifley Tower, Aurora Place, 8 Chifley Place and Deutsche Bank, interspersed with lower scale buildings. The buildings are predominantly commercial offices and comprise part of the legal and financial Precinct of the city. Ground floor retail, cafes and restaurants are located variously throughout the area, including an outdoor cafe on the southern edge of Chifley Square.

##### Richard Johnson Square

Completed in 1974, Richard Johnson Square is an important example of late twentieth century civic planning (Figure 4). Located off Hunter Street at the intersection with Bligh Street, the small square is surrounded largely by office towers, including the significant 1936 City Mutual Life Assurance Building designed by Emil Sodersten. Incorporated within the square is the 1925 sandstone monument commemorating the first church service held in the colony, sited on the location of the country's first church erected in 1793.

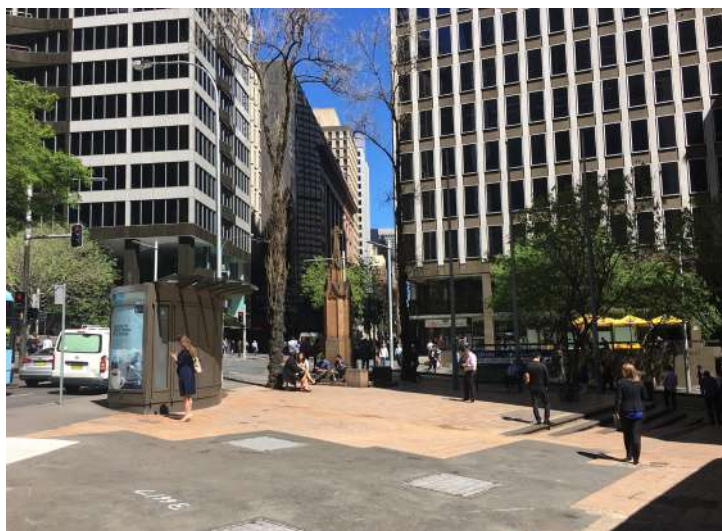
## HERITAGE CONTEXT



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- 44| Martin Place looking east
- 45| Chifley Square
- 46| Richard Johnson Square

## HERITAGE CONTEXT

### 3.2 Heritage management context

#### Heritage items within the Precinct

Heritage Item	CHL	SHR	LEP
<b>Reserve Bank</b>   65 Martin Place	105456		I1897
<b>APA Building</b>   53-63 Martin Place		00682	I1896
<b>Former Government Savings Bank</b>   50 Martin Place		01427	I1895
<b>MLC Building</b>   38-46 Martin Place		00597	I1894
<b>Martin Place Railway Station</b>		01187	I1891
<b>Martin Place</b>			I1889
<b>GIO Building</b>   60-70 Elizabeth Street		00683	I1738
<b>7 Elizabeth Street</b>			I1737
<b>City Mutual Building</b>   60-66 Hunter Street		00585	I1675
<b>Qantas House</b>   68-96 Hunter Street		01512	I1811
<b>Richard Johnson Square</b>			I1673
<b>Chifley Square</b>			I1708

#### Sydney Development Control Plan 2012

Sections of the Precinct lie within the Chifley Square and Martin Place Special Character Areas, which are defined in Section 2 of the *Sydney Development Control Plan 2012*. The relationship of the North Site and South Site with neighbouring heritage items and Special Character Areas is shown in Figure 46.

#### Conservation Management Plans

The following is a list of conservation management plans which have been prepared for the subject and neighbouring heritage items. Those marked with an asterisk have been endorsed by the NSW Heritage Council.

- **City Mutual Building**, 60-66 Hunter Street, Sydney, Conservation Management Plan, Tanner Architects, 2005 \*
- **Qantas House**, 1 Chifley Square, Sydney, Conservation Management Plan, Godden Mackay Logan, 2004 \*
- **Reserve Bank of Australia Head Office Building**, 65 Martin Place, Sydney, Heritage Management Plan, NBRS + Partners, 2012
- **APA Building**, 53 Martin Place, Sydney, Conservation Plan, Peter Romey, 1990
- **MLC Building**, 42-46 Martin Place, Conservation Analysis, Clive Lucas Stapleton, 1989
- **60-70 Elizabeth Street, Sydney**, Conservation Plan, Rod Howard Heritage Conservation, 2001
- **Former Government Savings Bank of NSW**, 50 Martin Place, Sydney, Conservation Management Plan, Tanner Architects, 2012



## HERITAGE CONTEXT



471 Relationship of the North and South Sites to adjacent heritage items and Special Character Areas.  
Source: Nearmaps with TKD Architects overlay, 2017.

## 4 HERITAGE SIGNIFICANCE

### 4.1 Introduction

Located in the vicinity of the North Site and South Site are several items listed at Commonwealth, State and local level.

The statements of significance in the following sections have been adapted as relevant from the Commonwealth Heritage List, State Heritage Register Database or State Heritage Inventory Database entries.

Locality statements for the Chifley Square and Martin Place Special Character Areas have been adapted from the Sydney DCP 2012.

## HERITAGE SIGNIFICANCE

### 4.2 Significance of listed heritage items



**APA Building, 53-63 Martin Place**

Completed in 1937 to the design of architect David W King, the APA Building is significant for its high level of architectural quality in terms of its proportions, facade treatment and vocabulary of detail. The building was designed to formalise and define the new major civic thoroughfare of Martin Place, emphasising the eastern end of Martin Place as a major commercial and professional Precinct. Largely intact externally, the building is aesthetically significant as a good example of the inter-war Art Deco style and for its contribution to the Martin Place streetscape.



**Chifley Square**

Chifley Square is of historical and aesthetic significance as an early twentieth century exercise in city planning relieve traffic congestion, and for its naming to honour J.B. Chifley, Australia's prominent and well-loved wartime Prime Minister 1945-1949. The construction of Qantas House in 1957 (designed by Rudder Littlemore and Rudder) at 68-96 Hunter Street was integral to the creation of Chifley Square, and adds to the historical and aesthetic significance.



**City Mutual Life Assurance Building, 60-66 Hunter Street**

The City Mutual Life Assurance Building is significant as one of the foremost examples of high quality and well-designed commercial Art Deco architecture in Sydney's CBD, and represents the culmination of the work of one of Australia's foremost proponents of this style, Emil Sodersten. As a largely intact and well maintained late 1930s structure, the building demonstrates through its powerful elevations and dramatic interior spaces the aesthetic and commercial aspects of Art Deco architecture in Australia.

The building occupies a dominant position in the surrounding urban context, serving as a backdrop to Richard Johnson Square and as a landmark in the Bligh and Hunter Street streetscapes. Since its completion in 1936, the building has been a symbol of the Mutual Life Assurance Society and the building stands as a monument to the Society's participation in the evolution of Sydney's business and commerce.



**Former Government Savings Bank of NSW, 50 Martin Place**

The Government Savings Bank of NSW at 50 Martin Place is culturally significant at a national level as a rare example of the inter-war Beaux-Arts style, demonstrating outstanding aesthetic and technical accomplishment. Designed by Ross & Rowe, the building is located at a prominent address on Martin Place, the bank played an important role in the development of the economy in New South Wales during the 1920s. The building was constructed between 1925 and 1928 and is one of the most important examples of its style and type within Australia. The building derives historical significance from its long association with the Commonwealth Bank from 1932 to the present.



## HERITAGE SIGNIFICANCE



**GIO Building, 60-70 Elizabeth Street**

The GIO Building is historically significant because of its associations with Sun Newspapers Ltd newspaper publishing activities in Sydney during the first half of the twentieth century. Its site has associations with the historically prominent figure, Joshua Josephson. The building is aesthetically significant because it is possibly the first major Interwar Skyscraper Gothic style building in Sydney, of which it is also a rare example, and because it is a major building designed by architect Joseph Kethel. The building has technical significance, due to its early and extensive use of the proprietary building material, Benedict stone. It is possibly the first major application of this material in a large city building in NSW.



**Martin Place**

Martin Place has historic and aesthetic significance for its ability to provide evidence of the development of Victorian and Interwar Sydney as a prestige address for commercial businesses and public institutions. It is significant for its ability to contribute to understanding the nineteenth and twentieth century town planning intention. It is demonstrative of the Victorian period and interwar periods in direct response to the Height of Building controls. Martin Place has historic associations with Sir James Martin, premier and Chief Justice of NSW. Pedestrianisation of the street in the 1970s formalised Martin Place as Sydney's principal urban space.



**Martin Place Railway Station**

Completed in 1979, Martin Place underground railway station is significant as a representative of the latest major railway construction undertaken in the State in the eastern suburbs railway line. The whole of the structure being underground is a development of the structures built in the city in the 1930s and represents the latest in technology at the time.



**MLC Building, 42-46 Martin Place**

The former MLC Building, designed by Bates Smart and McCutcheon and completed in 1938, is aesthetically significant as one of the best inter-war commercial office buildings in Sydney, and the best example in Australia of the exterior use of Egyptian derived motifs in such buildings. Its quality of design and use of materials make it one of the principal contributors to the architectural character of Martin Place which is recognised as one of Sydney's finest urban spaces. The former MLC Building is historically significant as one of a small group (about a dozen) of major commercial office buildings constructed in Sydney during the second half of the 1930s.



## HERITAGE SIGNIFICANCE



**Qantas House, 68-96 Hunter Street**

Qantas House, designed by Felix Taverner of Rudder, Littlemore & Rudder is a fine example in the Australian context of intact, post-war, multi-storeyed office buildings from the first phase in the 1950s in the Post-War International Style, and is from the small group in Sydney of this group designed prior to the amendments to the Heights of Buildings Act in 1957 that heralded the subsequent 'high-rise' phase. It has particular rarity within Australia for its unique shape, the outstanding quality of its curtain wall façade and its contribution to its urban setting. As such, it is considered to have heritage significance at a national level.



**Reserve Bank Building, 65 Martin Place**

The Reserve Bank, completed in 1964 and designed by the Commonwealth Department of Works, Bank and Special Project Section, is highly significant in the development of post-World War II multi-storey office buildings in Australia and a significant example of office building in the International style; its construction using high quality Australian materials; steel and concrete construction; and interior design details and artworks. The building's significance has been retained through a major extension (1974-1980), recladding (1993) and internal refitting. Through its prestigious design and function as Australia's central bank, the building makes an important contribution to the streetscape and character of Martin Place, Macquarie Street and Phillip Street.

The building has social significance being regarded by the Australian community as the home of the Reserve Bank function and the place where significant economic policy is carried out on behalf of the Nation.



**Richard Johnson Square**

Completed in 1974 to the design of Clarke Gazard, Richard Johnson Square is historically and culturally significant as an important example of late twentieth century civic planning. The square is significant for its 1925 monument commemorating the first church service held in Australia, sited on the location of the Country's first church erected in 1793.

## 5 DESCRIPTION OF THE PROPOSAL

### 5.1 Overview

Maquarie's vision is aligned with the State's objectives to create a transportation Precinct that offers mixed use space with inter modal travel that seamlessly integrates into the civic centre of Sydney, the Martin Place Precinct. The project provides substantially improved station access and connectivity, while complementing and rejuvenating some of Sydney's most significant public spaces.

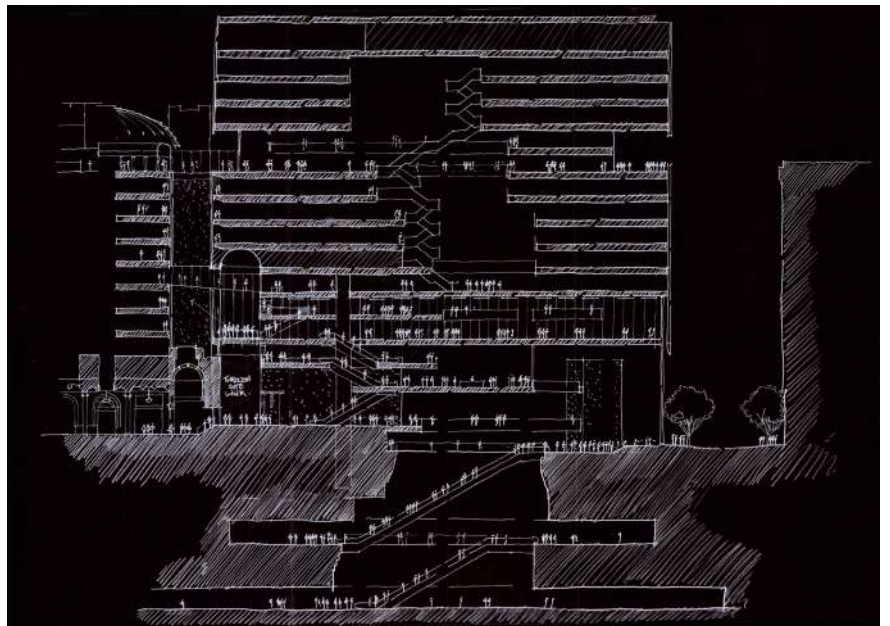
The proposal for the North Site is for a new 39 storey, predominately commercial office building with frontages to Hunter, Elizabeth and Castlereagh Streets. The proposal seeks to connect to the state heritage listed 50 Martin Place building at ground floor, level 5 and level 10.

The proposal for the South Site is for a new 29 storey, predominantly commercial office building, with its principal frontage to Martin Place and sited directly opposite 50 Martin Place.

## DESCRIPTION OF THE PROPOSAL



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- 48| Render of proposed North and South towers as viewed from Elizabeth Street.  
Source: JPW, 2019
- 49| Sketch of the proposed interconnection of the subterranean levels for the Martin Place Metro and Train Stations with the North tower.  
Source: JPW, 2018

## 6 APPROACH TO THE INTERPRETATION STRATEGY

### 6.1 Philosophical approach

Considering the high heritage significance of the Precinct, it is appropriate to apply best practice principles to its heritage interpretation.

Accordingly, the philosophical approach to the heritage interpretation of the Precinct is:

- 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 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 Precinct.
- Interpret all phases of the history of the Precinct.
- Meet best practice 'heritage interpretation' principles.

### 6.2 Conservation Policy - 50 Martin Place

Interpretation of the history and heritage significance of the Precinct is to be undertaken consistent with policies for interpretation from the relevant Conservation Management Plans (CMP).

CMPs relevant to the Precinct include the 2012 CMP for the former Government Savings Bank of New South Wales at 50 Martin Place.

#### **Policy 66**

**The interpretation of the former Head Office of the Government Savings Bank at 50 Martin Place, Sydney should be seen as an important element of the conservation of the place.**

*Interpretation can enhance understanding and enjoyment of heritage items by appealing to a range of audiences and their differing levels of experience and knowledge. It can strengthen and sustain relationships between the community and its heritage.*

An Interpretation Strategy and Implementation Plan were undertaken and implemented specific to the former Government Savings Bank (Commonwealth Bank) in 2012 and 2013.

## APPROACH TO THE INTERPRETATION STRATEGY

### 6.3 Interpretation resources

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

- Conservation and historical information contained within CMPs, reports and books of the buildings within the Precinct, Martin Place and the Martin Place Railway Station.
- A range of historical resources, images and plans from the National Library of Australia, State Library of NSW, Sydney City Council Archives, the Transport for NSW Archives, the Commonwealth Bank of Australia archives and on-site records.

### 6.4 Interpretation themes

The following heritage themes are based on the history and significance of the Precinct, the integrity of the significant built fabric and the historic themes established by the Australian Heritage Commission and the Heritage Branch, Office of Environment and Heritage.

Proposed themes for interpretation for the Precinct are:

- Commerce
- Transport
- Towns, suburbs and villages
- Accommodation



## APPROACH TO THE INTERPRETATION STRATEGY

Australian Theme	NSW Theme	Interpretation Theme
Developing local, regional and national economies	Commerce	<p>The Precinct is located within the Martin Place commercial hub, a premier address and part of the Financial and Insurance District. The use of Martin Place as a commercial hub has directly impacted on its growth and change in physical built environment as the monumentality of the buildings is directly influenced by the institutions which built and occupied them.</p> <p>To the north of the Precinct is Chifley Square, an extension of the commercial hub. Chifley Square directly influenced the design of surrounding heritage buildings including Qantas House and the former P&amp;O building at 55 Hunter Street. 55 Hunter Street addressed Chifley Square through the use of public artworks by renowned artists Douglas Annand (Four Continental Animals, and Mermaid mural in the foyer) and Tom Bass wall fountain on Hunter Street.</p> <p>The Precinct was also the location of the inaugural meeting of the Institution of Engineers at 5 Elizabeth Street on 21 October 1919. A floor plaque commemorates this event.</p>
Developing local, regional and national economies	Transport	<p>The Eastern Suburbs Railway (ESR) was part of JJC Bradfield's plan, but abandoned in 1927. Work resumed in 1948, but halted by the 1952 recession. The Station at Martin Place was completed in 1979 and featured distinctive modern concrete design with contrasting strong red mosaic tiles.</p>
Building settlements, towns and cities	Towns, suburbs and villages	<p>Martin Place developed a strong aesthetic with monumental stone buildings, built to the street alignment, creating a street wall which enclosed the pedestrian thoroughfare. As the 1920s and 30s buildings are demolished, this aesthetic has been eroded. The building which replaced the Prudential Assurance Building at 39 Martin Place in the 1960s was one such building to erode the aesthetic quality of the city space.</p> <p>The replacement of the 1960s building on the South Site provides an opportunity to better relate to Martin Place and surrounding heritage buildings.</p>
Building settlements, towns and cities	Accommodation	<p>The building at 7 Elizabeth Street was an anomaly - a residential building in the city's commercial district. Developed as bachelor flats in 1939-40, designed by prominent Art Deco architect Emil Sodersten, with interiors by Marion Hall Best. The building was the only interwar flat building with an ongoing residential use left in the Sydney CBD. The building was demolished in 2018 to allow for the construction of the Sydney Metro at Martin Place.</p>

## APPROACH TO THE INTERPRETATION STRATEGY

### 6.5 Interpretation objectives

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

#### Public Access

- Inform users of the Metro Station and visitors of the history and heritage significance of the Precinct
- 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 Precinct as an integrated whole, including former uses of the Precinct, particularly buildings and spaces within the Precinct

### 6.6 Audience profile

Whilst the northern buildings of the Precinct (inclusive of 50 Martin Place) will be occupied by the Commonwealth Bank (ground and lower basement levels of 50 Martin Place) and Macquarie Bank (upper levels), much of the Precinct will be publicly accessible.

Visitors to the Precinct that would represent target audiences for the heritage interpretation strategy will include:

- Staff, clientele and other visitors to the Commonwealth and Macquarie Banks and other tenants of the North and South towers
- Commuters who will be accessing the Martin Place Metro or railway network from Hunter Street which is the northern entrance to the Metro Station
- General members of the public who may be using the through site link as a mid-block connection
- Other user groups, including the general public and State, local and location specific interest groups
- Approval authorities: City of Sydney Council and Heritage Council of New south Wales

## 7 HERITAGE INTERPRETATION STRATEGY

### 7.1 Options for interpretive media

The story of the Precinct will be explained principally through retention, restoration and reconstruction of the significant spaces, elements and fabric as well as the incorporation and interpretation of salvaged artwork and materials from demolished elements.

Proposed options for interpretive media and the benefits of their adoption include:

- the retention/conservation of significant spaces, elements and fabric
- the interpretation of lost elements, buildings and spaces
- interpretive signs and graphic displays
- public art

Each of these is discussed in the following sections.

#### 7.1.1 Retention/conservation of significant spaces, elements and fabric

The significant spaces, elements and fabric include:

- Martin Place Railway Station  
The concrete structure, red feature tiles and terrazzo passenger waiting bay.  
A Salvage Register has been undertaken for the Precinct, outlining heritage fabric in Martin Place Railway Station which is required to be salvaged, stored or reused and interpreted.
- Northern stairwell to 50 Martin Place (at its connection to 9-19 Elizabeth Street)  
The northern stairwell is a significant space to the 1928 building. Five openings were created in the mid 1960s to connect to the adjacent building at 9-19 Elizabeth Street, impacting the original form and fabric of the stairwell. With the demolition of 9-19 Elizabeth Street for the new North Site Over Station Development, the stairwell space has been conserved and restored to its original form. Tiles were specifically designed to match the original tiles as closely as possible.
- Typical interior from 7 Elizabeth Street  
Many of the original Marion Hall Best interiors were altered throughout the occupation of the building. One original apartment building interior, typical of the others in the building was salvaged prior to its demolition, and is under the custodianship of Sydney Living Museums for its future protection, conservation and exhibition for interpretation.

#### Benefits of Adoption

- Significant values effectively communicated through tangible physical evidence. This will be particularly effective as much of the Station fabric remains intact
- Retained elements incorporated into a new proposal, creating interest and providing physical evidence of the past
- Resourceful and suitable option
- Does not require involvement from guides and staff
- Communicates clear and effective messages - high visual impact
- Develops awareness and greater appreciation of the values of the Precinct
- Allows people to most effectively understand the building and significant spaces, elements and fabric

## HERITAGE INTERPRETATION STRATEGY



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501 Former connection from north stair in 50 Martin Place to 9-19 Elizabeth Street  
Source: Tanner Kibble Denton Architects, 2018

511 Martin Place Station, c1979  
Source: SLNSW d4\_02947

521 Typical interior of an apartment at the demolished 7 Elizabeth Street. Apartment interiors were designed by Marion Hall Best.  
Source: Decoration and Glass, June 1940 p. 12

531 Coloured drawing of typical interiors from 7 Elizabeth Street prospectus.  
Source: Sydney Living Museum - Caroline Simpson Library MHB/C/7

541 Coloured drawing of typical interiors from 7 Elizabeth Street prospectus.  
Source: Sydney Living Museum - Caroline Simpson Library MHB/C/7



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## HERITAGE INTERPRETATION STRATEGY

### 7.1.2 Interpretation of lost elements, buildings and spaces

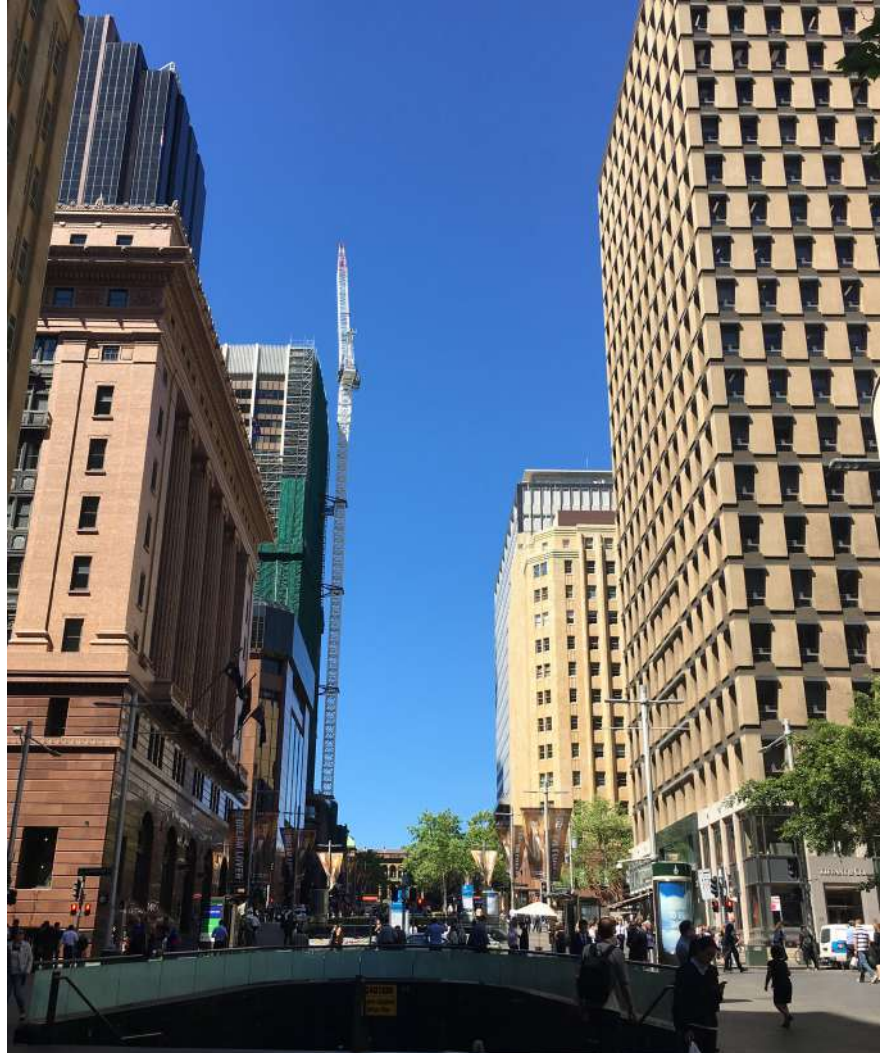
Interpretation of the physical characteristics of demolished elements, buildings and spaces within the Precinct through their mass, scale, alignment to street boundaries and materiality.

#### Benefits of Adoption

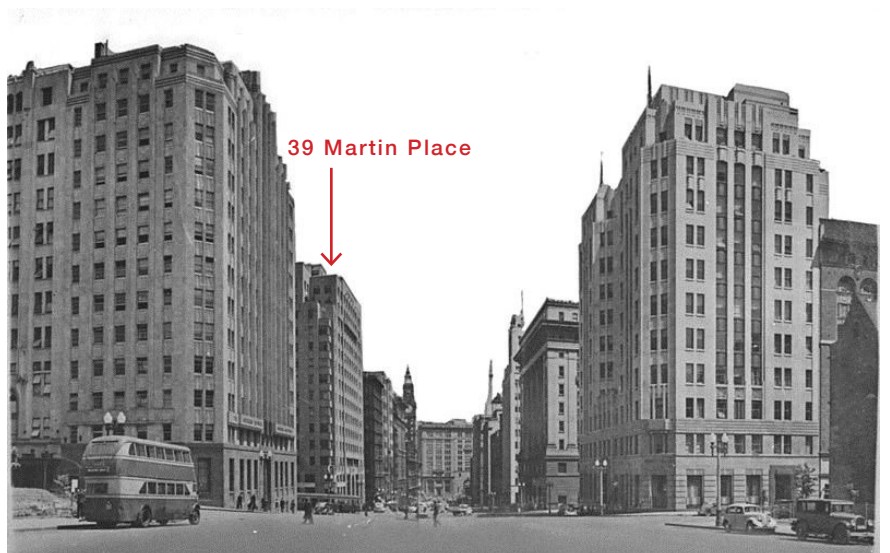
- Develop awareness and greater appreciation of the historic building forms and view corridors in the Precinct
- Does not require involvement from guides and staff
- Communicates clear and effective messages - high visual impact
- Can be a sympathetic approach to new adjacent buildings and infill buildings



## HERITAGE INTERPRETATION STRATEGY



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- 55| 39 Martin Place, constructed c1971.  
Source: TKD Architects, 2016
- 56| Looking west along Martin Place, c1940. The  
APA building is at left in the foreground.  
Source: SLNSW hall\_38655

## HERITAGE INTERPRETATION STRATEGY

### 7.1.3 Interpretive signs and graphic displays

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 Precinct.

#### Benefits of Adoption

- Allows individuals to explore at their own pace
- Reaches significant numbers of people including passers-by
- Reduces need for involvement of guides and staff
- Communicates clear and effective messages - high visual impact
- Develops awareness and greater appreciation of the values of the Precinct
- Cost effective media option

### 7.1.4 Public Access, Guided Tours and Open Days

Employees, clientele, tourists and the general public will have access to the ground floor of the buildings and the Martin Place Metro/Train Station.

Carried out in conjunction with tours for the City of Sydney, Sydney Living Museums and other interest groups.

#### Benefits of Adoption

- Encourages better understanding and former use of the Precinct
- Provides personalised information and potential access to restricted areas
- Most effective way of communicating messages
- Research large groups of people and major key target audiences
- Develop awareness and greater appreciation of the values of the Precinct



571 The Institution of Engineers plaque outside its original location at 5 Elizabeth Street  
Source: Tanner Kibble Denton Architects, 2018

## HERITAGE INTERPRETATION STRATEGY

### 7.1.5 Public Art Installation

Public art is used to interpret the history and significance of the Precinct in an engaging and nontraditional way.

#### Historic Art

Public art includes the installation of salvaged artworks from the former P&O Building at 55 Hunter Street, which include two artworks designed by Douglas Annand and a sculpture by Tom Bass.

The Douglas Annand artworks include:

- A large stone relief depicting four animals which were located above the entrance. The four animals represents the four continents that P&O cruises serviced - Kangaroo (Australia), Lion (United Kingdom), Dragon (Asia), Elephant (Africa).
- A large floor to ceiling mosaic tile and ceramic wall mural featuring mermaids which was located in the lobby.

The Tom Bass sculpture is a bronze water feature which ran along the front retaining wall of the building on Hunter Street. The sculpture is unique in its reticulation of water horizontally through the sculpture.

#### New Art Comissions

Public art is used to interpret the history and significance of the Precinct in an engaging and non-traditional way.

#### Benefits of Adoption

- Does not require involvement of guide and staff
- Allows for more creative and engaging interpretation opportunities
- Communicates clear and effective messages - high visual impact
- Reaches significant numbers of people including passers-by
- Develops awareness and greater appreciation of the values of the Precinct
- Interprets and re-houses salvaged public artwork by prominent artists for continued appreciation



## HERITAGE INTERPRETATION STRATEGY



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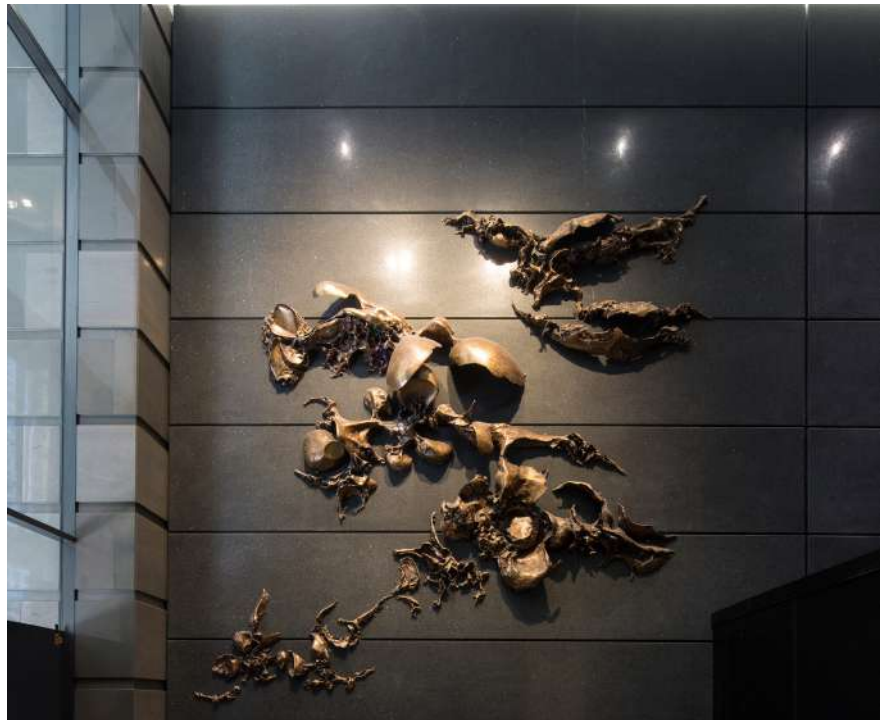
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- 58I Douglas Annand stone relief featuring four animals of the continents.  
Source: unknown
- 59I Douglas Annand lobby mural.  
Source: unknown
- 60I Tom Bass bronze water feature on Hunter Street.  
Source: Tanner Kibble Denton Architects, 2018.

## HERITAGE INTERPRETATION STRATEGY



611 Salvaged artwork - *Landscape*, rehoused in the commercial lobby, 5 Martin Place  
Source: <https://5martinplace.com.au/vision/>



621 Salvaged artwork - *Wrestling*, rehoused in the commercial lobby, 5 Martin Place  
Source: photograph by Brett Boardman, 2016



## HERITAGE INTERPRETATION STRATEGY



63| New public art by Emily Floyd in Rowe Street, part of the 5 Martin Place building  
Source: Tanner Kibble Denton Architects, 2019



64| New public art by Nike Savvas - *Colours are the Country*, north atrium at 50 Martin Place  
Source: [https://www.dominikmerschgallery.com/artist/nike-savvas/0478fplnikesavvas\\_00121/](https://www.dominikmerschgallery.com/artist/nike-savvas/0478fplnikesavvas_00121/)

## 8 NEXT STEPS

### 8.1 Next steps: heritage interpretation plan and implementation

This Heritage Interpretation Strategy proposes a holistic approach to communicating the history and heritage significance of the Precinct and the buildings and the urban spaces within it. It identifies the key interpretation themes and objectives and likely audiences. It also provides recommendations for a range of interpretation media that could be utilised to interpret the history and heritage significance of the Precinct.

The detailed development of the heritage interpretation for the Precinct is to form part of the next phase of the heritage interpretation process as part of the Heritage Interpretation Plan, and will involve:

- consultation with the Heritage Council of NSW to confirm the approach to heritage interpretation outlined in this Strategy;
- consideration of the recommendations contained in the salvage reports for the demolished building at 7 Elizabeth Street and Martin Place Railway Station;
- coordination of heritage interpretation with the Public Art Strategy;
- liaison with the architectural team to develop and coordinate an integrated approach to heritage interpretation.