

LANDMARKS & VIEWS ASSESSMENT

October 2019



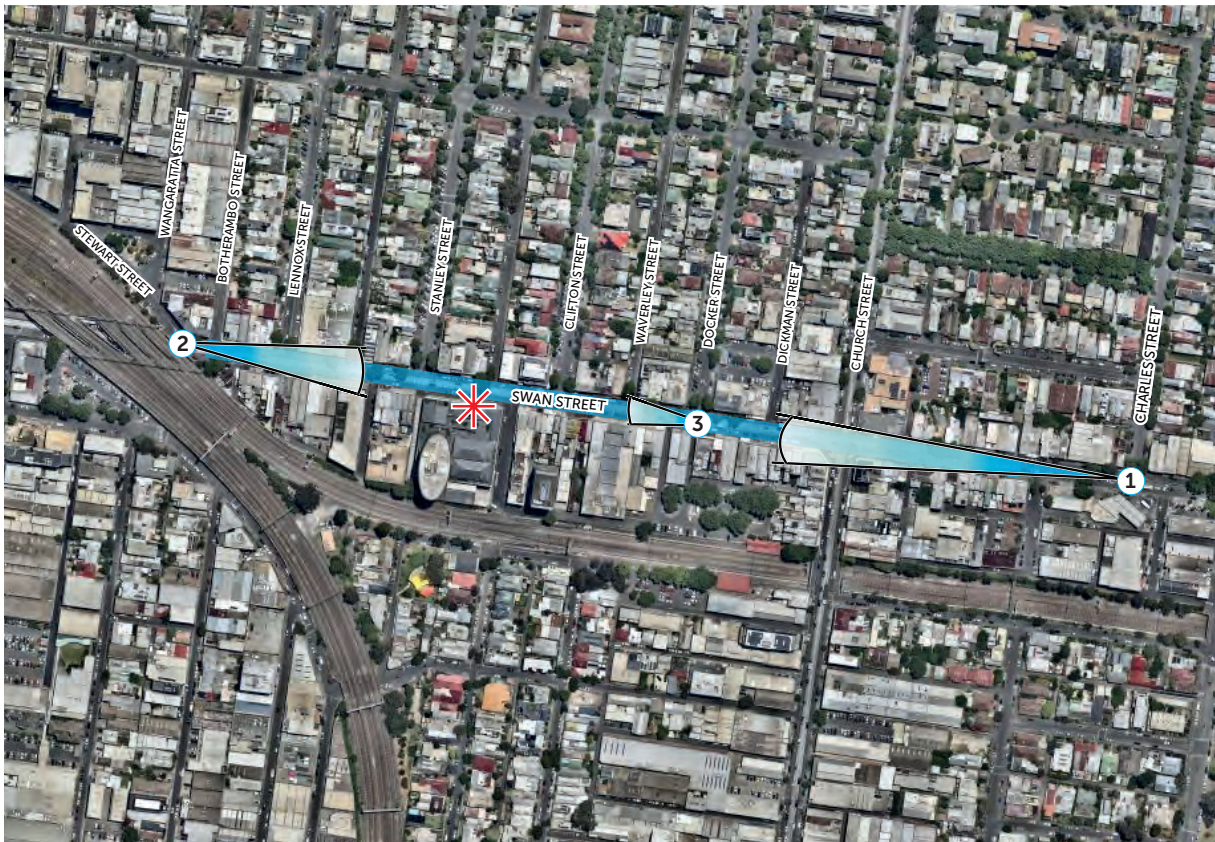


***Clock Tower of Dimmey's,
Swan Street***

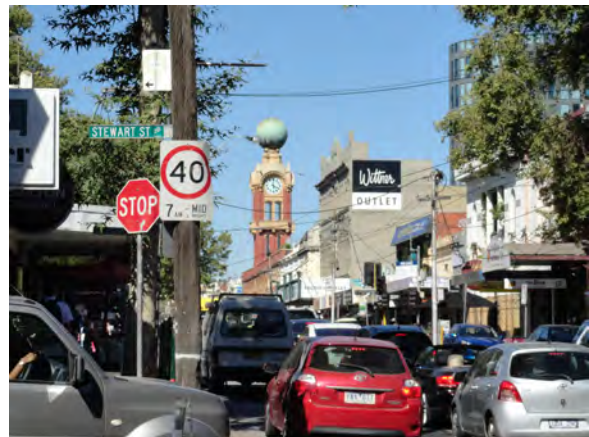
1 Clock Tower of Dimmey's, Swan Street

140-160 Swan Street, Cremorne

Description	<p>The Dimmey's building is a double storey Romanesque style commercial building, constructed between 1907 and 1918. The main feature of the Dimmey's building is the four level Clock Tower which is set centrally along the building's street facade. At the top of the Tower is a dome, supported on decorative arches above the clock faces, that is surmounted by a large copper globe. The Clock Tower employs the federation free classical architectural style using contrasting materials with classical symmetrical detailing.</p> <p>A recent development involved the refurbishment and reinstatement of the building's external heritage fabric and, inside this, the construction of two parking basements, supermarket and office spaces. This development also comprised of an elliptical, glass-clad 8 storey apartment tower, above the commercial floors.</p>
Setting	<p>The Dimmey's building is located on the south side of Swan Street within the Activity Centre, which comprises an eclectic mix of predominantly Victorian or Edwardian era heritage buildings, as well as more recent buildings.</p> <p>Swan Street is a major metropolitan shopping strip, and a busy car and pedestrian thoroughfare with a tram line.</p> <p>Surrounding buildings are predominantly 2-3 storey commercial buildings.</p> <p>Topography is generally flat in this locality with a slight incline down towards the west.</p>
Heritage Overlay	<p>HO335 – Swan Street Precinct</p> <p>HO360 – Individual HO applied to the Dimmey's site</p>
Heritage Significance	<p>Dimmey's is of architectural and historical significance to the state of Victoria and included on the Victorian Heritage Register (Number H2184).</p> <p>Dimmey's is of architectural significance as a fine, intact and early example of the American Romanesque style in Victoria and of the work of the prominent architects H W & F B Tompkins. It is an example of the many large department stores which were built in the suburbs of Melbourne during the pre-WWI retail boom following the 1890s depression. Its significance is increased by the tower which is a prominent and well-known Melbourne landmark.</p> <p>The heritage report highlights that the Clock Tower, while having changed over the years, is one of the main features of the Dimmey's building. Originally the Dimmey's ball was made of ruby glass (replaced with copper in 1939) and when lit at night was visible for miles.</p>
Other References	<p>There are numerous web references to Dimmey's and its Clock Tower, including the Walking Melbourne tours and Trip Advisor web sites.</p>
Landmark Significance	<p>The Clock Tower of Dimmeys is a prominent, historic and well known landmark of metropolitan significance.</p> <p>The heritage citation notes its high aesthetic and social value. The tower is of extremely high community and tourism value as evidenced by background references. Its unique and distinctive design has rarity value as an icon for the City of Yarra and Melbourne. It makes a significant contribution to Yarra's identity.</p>
Current Policy & Controls	<p>The Clock Tower of Dimmey's is currently listed (as Ball Tower) in Clause 22.03 Landmarks and Tall Structures Policy.</p> <p>The Swan Street commercial strip is zoned Commercial 1 Zone (C1Z), no height controls apply through this zone. No Design and Development Overlay currently applies.</p> <p>The Swan Street Structure Plan recommends the following height limits:</p> <ul style="list-style-type: none"> ▪ Sites to the east and west – 5-6 storeys (19m) ▪ Northern part of the Dimmey's site 4 storeys (13m) ▪ Southern part of the Dimmey's site 7-10 storeys (30m) height limit.



VIEW 1



VIEW 2

Views Assessment

As a prominent feature of the Swan Street Activity Centre, multiple views are afforded of the Dimmey's Clock Tower. This includes close-range views of the tower, and dynamic views which can be obtained while moving along Swan Street, between the railway bridge and the crest of the hill at Charles Street.

A previous VCAT case for 140-160 Swan Street, Richmond considered that views of the Clock Tower from Swan Street looking west were of most significance.

There are also numerous glimpses of the Tower from surrounding streets.



ARCHITECTURAL ELEMENTS

(Photo provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	North West Corner of Swan Street and Yan Lane
Key Features	<p>Swan Street is a highly important vehicular, public transport and pedestrian route, providing direct access to the CBD and major sporting venues, that is highly trafficked by all modes at all times of the day and night.</p> <p>The primary views of the Dimmey's Clock Tower from the east start at the apex of the hill around the intersection of Swan and Charles Streets. This location provides the first clear view of the tower when coming from the east, with the arcade stage, clock stage and ball clearly visible. While moving along Swan Street from this point the portion of the Tower that remains the most visible is the arcade stage above the central rendered band including the rectangular openings, clock face and ball.</p> <p>Within the view corridor of the Dimmey's tower moving west along Swan Street, the northern side of the footpath at Docker Street provides a primary viewing location. This point provides a clear oblique view of the entire structure of the Tower upon its building base within the streetscape setting.</p> <p>The tower is visible with CBD buildings encroaching onto the background.</p>
Management Issues	<p>Land within the viewcone is primarily within the C1zone, and used for a variety of retail and office uses. The development potential of the immediate area is somewhat limited by the Heritage Overlay which will require retention of significant elements and that new development respects the height and form of these elements. However there is potential for sites to be developed with higher scale form that could impact upon the primary views or skyline silhouette of the tower.</p> <p>Any new development should ensure that views of the tower silhouette are not impeded. Development within the foreground of the tower should be sited, designed and scaled to retain clear views to the arcade, clock and ball. To ensure the tower retains its landmark status, the upper levels of any new development above the parapet line on the south side of Swan Street between the lane-way to the east of the former Richmond Post Office and Church Streets should contain significant upper level setbacks.</p>
View 2	North East Corner of Stewart and Swan Streets Intersection
Key Features	<p>The intersection at Stewart and Swan Street provides a clear view of the entire tower. This location provides the first clear view of the tower when coming from the west, with the arcade stage, clock stage and ball clearly visible against a clear sky.</p> <p>Adjoining buildings alongside the tower or within the background of this view are no higher than the Dimmey's building so the tower is seen silhouetted against the sky. The new 8 storey residential building is well set back so not to impede the view of the Tower against a clear sky.</p>
Management Issues	As above.

View 3 North east corner of Waverley and Swan Street Intersection

Key Features The northern side of the Swan St footpath at Waverley Street provides a primary viewing location. This point provides a clear oblique view of the entire structure of the tower upon its building base within the streetscape setting.

The tower is visible as a skyline silhouette with no buildings encroaching into the background. The tower can therefore be appreciated 'in the round' as the principal built form at the upper levels of the streetscape.

Management Issues As above.



VIEW 3



***Clock Tower of Richmond
Town Hall, Bridge Road***



2 Clock Tower of Richmond Town Hall

333 Bridge Road, Richmond

Description	<p>The Richmond Town Hall is a grand, 2-3 storey scaled building with a large portico that projects over the footpath and a centrally located clock tower rising above.</p>
	<p>The Town Hall was remodelled in the 1930s and the clock tower features geometrically patterned brickwork and architectural motifs that are a reinterpretation of the inter-war classical mode. The tower employs a symmetrical four-sided facade with a clock face on each side, sitting above a cast-iron balustrade. The tower has a pyramidal peak which supports a flag pole. The scale of the tower is approximately equivalent to the scale of the Town Hall building.</p>
Setting	<p>The Town Hall is located on the northern side of Bridge Road and sits within a built setting of predominantly Victorian and Edwardian era commercial buildings, with a mix of more recent retail buildings. Surrounding buildings are 1-3 storeys in scale.</p>
	<p>The Town Hall is part of a historic civic precinct comprising the adjoining Court House and Police Station.</p>
	<p>Bridge Road is a major east-west link for car movements and trams, and is a busy pedestrian thoroughfare.</p>
	<p>Topography is flat in this area.</p>
Heritage Overlay	<p>The Richmond Town Hall is included within the Bridge Road Precinct Heritage Overlay HO310. The building itself is not included in a site specific Heritage Overlay.</p>
	<p>The Police Station to the west of the Town Hall is included within a site specific Heritage Overlay, HO230.</p>
Heritage Significance	<p>The Richmond Town Hall is listed on the National Trust Heritage Register and classified as being of State architectural significance. The Statement of Significance does not highlight the clock tower in particular.</p>
	<p>In the Bridge Road Precinct Statement of Significance, the Town Hall is said to have landmark qualities.</p>
Other References	<p>The Richmond Town Hall is included on the Walking Melbourne Tours website.</p>
Landmark Significance	<p>The clock tower of Richmond Town Hall is a landmark of municipal significance.</p>
	<p>The heritage citation notes its high aesthetic and social value. The tower is of high community and social value as evidenced by background references. It makes a significant contribution to Yarra's identity and the streetscape of Bridge Road, which is a major metropolitan shopping strip.</p>
	<p>The Town Hall is historically and culturally significant as a bold statement of Richmond 's progress, as the municipality's contribution to Victoria's centenary in 1934, and as the scene of many of the great battles over the split of the Australian Labour Party in the 1950s. The tower is a prominent symbolic element of the Town Hall building.</p>
Current Policy & Controls	<p>The Richmond Town Hall tower is currently listed in Clause 22.03 Landmarks Policy.</p>
	<p>No specific height controls apply to the Town Hall site or adjoining sites, neither through zone or overlay controls.</p>
	<p>The site is zoned Public Use Zone (PUZ6).</p>
	<p>Adjoining site to north is zoned Public Use Zone (PUZ2) and Public Parks and Recreation Zone (PPRZ) further beyond.</p>
	<p>Adjoining site to east zoned Commercial 1 Zone (C1Z).</p>
	<p>Adjoining site to the west zoned Public Use Zone (PUZ7), and C1Z further beyond.</p>
	<p>No Design and Development Overlays apply to the site or the Bridge Road precinct.</p>



VIEW 1



VIEW 2



VIEW 3 (i)



VIEW 3 (ii)

Views Assessment

As a prominent feature of the Bridge Road Activity Centre, multiple views are afforded of the Town Hall clock tower. This includes short, medium and long range views of the tower, including dynamic views which can be obtained while moving along Bridge Road, between Lennox Street and Burnley Street.

There are also numerous glimpses of the tower from surrounding streets and open spaces.



ARCHITECTURAL ELEMENTS

(Photo provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	South West Corner of Lennox Street and Bridge Road Intersection
Key Features	The primary views of the Tower from the west start at the apex of Richmond Hill around the intersection of Swan and Lennox Streets. This location provides the first clear view of the tower when coming from the west. The tower is visible on the horizon with the cornice and iron balustrade, clock stage, pyramidal roof and flagpole standing out as prominent features of the streetscape. Bridge Road is a major thoroughfare with heavy vehicular and public transport traffic. Lennox Street is an important bicycle route and has an important pedestrian connection to Richmond Station.
Management Issues	<p>Land within the viewcone is primarily within the C1 zone, and used for a variety of retail and office uses. The development potential of the immediate area is somewhat limited by the Heritage Overlay which will require retention of significant elements and that new development respects the height and form of these elements. However there is potential for sites to be developed with higher scale form that could impact upon the primary views or skyline silhouette of the tower.</p> <p>Any new development should ensure that views of the tower silhouette are not impeded. Development within the background of the tower should avoid intruding into the 'clear sky' views within which the tower sits. Development within the foreground of the tower should be sited, designed and scaled to retain clear views to the tower base, cornice, clock, roof and flag pole. To ensure the tower retains its landmark status, the upper levels of any new development above the predominant parapet line on the north side of Bridge Road between the Lennox Street and the former police station building should contain appropriate upper level setbacks.</p>
View 2	South East Corner of Burnley Street and Bridge Road Intersection
Key Features	The first view of the tower when coming from the east starts at the intersection of Swan and Burnley Streets. The view is partially obstructed by trees when in leaf and is largely dominated by the Melbourne CBD in the background. However, this is the first important intersection where the clock tower is visible from the east. The flag pole, pyramidal roof and clock face are most visible from this point.
Management Issues	As above.
View 3 (i)	Citizens Park (Path around oval at Highett Street/Church Street entry)
View 3 (ii)	Citizens Park (Path around oval where it meets the central entry from Highett Street)
Key Features	From the major open space of Citizens Park a clear view of the tower above the Town Hall rooftop is afforded. These views are from the path around the oval, after the Highett Street and Church Street intersection and the central entrance from Highett Street. This is paired with the view of the St Ignatius church spire. Adjoining buildings to the north of Bridge Road do not obstruct views to the tower so it is seen silhouetted against the sky.

Management Issues	As no height controls apply to the sites to the north of the Town Hall and south of Bridge Road a taller structure could be built forward or behind the tower and impede views of its silhouette against the sky. Development within the background of the tower should avoid intruding into the 'clear sky' views within which the tower sits. Any new development should ensure that views of the tower silhouette are not impeded and does not compete with the detail and form of the clock tower.
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SECONDARY VIEWS

View 4	Mary Street and Bridge Road Intersection
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Key Features	From this intersection a clear oblique view of the entire structure of the tower upon its building base within the streetscape setting of Bridge Road is afforded.
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Management Issues	Any proposed buildings alongside the tower or within the background of this view should be no higher than the Town Hall building so the tower is seen silhouetted against the sky.
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VIEW 4

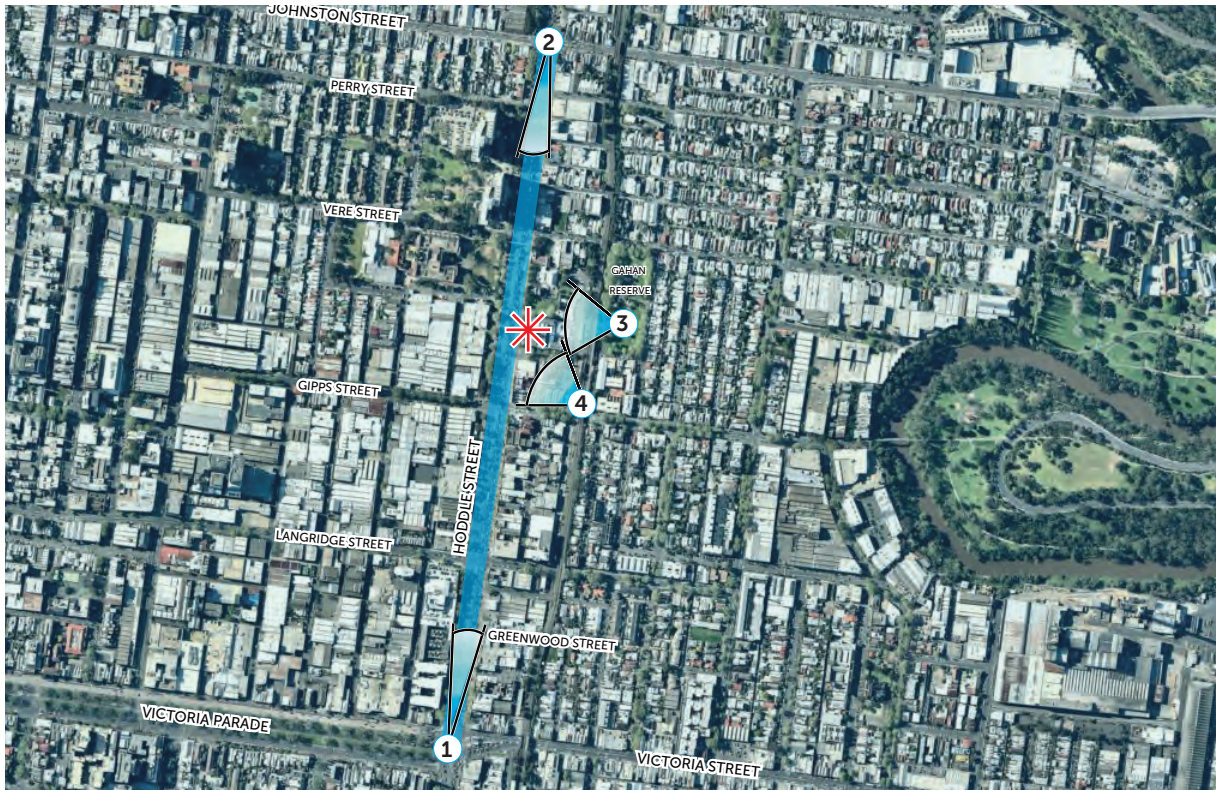


Clock Tower of Collingwood Town Hall, Hoddle Street

3 Clock Tower of Collingwood Town Hall

140 Hoddle Street, Abbotsford

Description	<p>The Collingwood Town Hall is a grand public building on the metropolitan thoroughfare of Hoddle Street. The Town Hall is double storey in scale and an outstanding example of boom style classicism.</p> <p>The clock tower is the dominant feature of the Town Hall, rising centrally within the building's street elevation to a scale that is approximately double that of the building itself. Constructed of brick, stucco and wrought iron cresting, it is a four sided heavily ornamented tower with elaborate enrichment of facade surfaces and classically inspired elements. It comprises four levels - the lower two levels with arcaded openings, the clock face on the third level and a vaulted square dome featuring a flag pole on the top levels.</p>
Setting	<p>The Town Hall is located on the eastern side of Hoddle Street with a west facing street frontage. It is set within an eclectic streetscape comprised of a mix of Victorian and Edwardian era style commercial buildings and more recent pre-cast concrete structures, of mostly 1-2 storeys in scale.</p> <p>Hoddle Street is a major north-south arterial road to the east of central Melbourne.</p> <p>Topography is flat in this area.</p>
Heritage Overlay	<p>The Clock tower is covered by two Heritage Overlays:</p> <p>HO313 – Charles Street Precinct</p> <p>HO17 – Collingwood Town Hall</p>
Heritage Significance	<p>The Town Hall is listed in the Victorian Heritage database (Ref No H140).</p> <p>The Collingwood Town Hall is of architectural, aesthetic, social and historical significance to the State of Victoria.</p> <p>The Victorian heritage register makes clear reference to the clock tower as being a "dominant" feature of the Town Hall. The statement of significance makes it clear that the clock tower is protected under the register.</p> <p>The clock may be the original one from the Melbourne General Post Office which was removed from that building in 1890.</p>
Other References	<p>There are a number of web references to the Town Hall and its tower, including the Collingwood Historical Society and architectural blogs.</p>
Landmark Significance	<p>The Collingwood Town Hall clock tower is a landmark of metropolitan significance as:</p> <ul style="list-style-type: none"> ▪ It is of aesthetic significance because its largely intact and unpainted ornate exterior is a comparatively rare example of 19th century boom style classicism in original condition in Victoria. ▪ A landmark feature along a main arterial road ▪ It is of social significance as a monument to the aspirations of the predominantly working class municipality of Collingwood in the late 19th century. ▪ It is of historical significance as a building representative of an important period in Melbourne's history, when suburban municipalities asserted their claims to civic importance and improvement.
Current Policy & Controls	<p>The Collingwood Town Hall clock tower is currently listed in Clause 22.03 Landmarks Policy.</p> <p>No specific height controls apply to the Town Hall site or adjoining sites, either through zone or overlay controls.</p> <p>The site is zoned Public Use Zone (PUZ6). Adjoining site to the north is zoned Neighbourhood Residential Zone (NRZ1). Adjoining site to the east is zoned Public Use Zone (PUZ4). Adjoining site to the south is zoned Commercial 1 Zone (C1Z).</p> <p>Design and Development Overlay applies to the properties fronting Hoddle Street (DDO2 Main Roads & Boulevards).</p>



VIEW 1



VIEW 2



VIEW 3



VIEW 4

Views Assessment

As a prominent feature of Hoddle Street, multiple views are afforded of the Town Hall clock tower. This includes short, medium and long range views of the tower which can be obtained while moving along Hoddle Street, generally between Johnston Street and Victoria Street.

There are also numerous glimpses of the tower from surrounding streets and open spaces, as well as the Collingwood Station.



ARCHITECTURAL ELEMENTS

(Photo provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	South West Corner of Victoria Parade and Hoddle Street Intersection
Key Features	At this major intersection, an uninterrupted long range view of the landmark in the distance is afforded. This intersection of two major thoroughfares is heavily trafficked in all directions, by cars, public transport, cyclists and pedestrians. The entire top section of the Tower is visible in the streetscape, with urban infrastructure and trees visible in the foreground and framing views to the tower.
Management Issues	Sites in the vicinity are within C1Z and DDO2 applies which does not restrict development height. There is therefore potential for nearby sites to be developed in a way that could impact on long range views of the Tower. There is a need to ensure that views of the upper portion of the Tower remain against a clear sky and can continue to be appreciated 'in the round' as the principal built form. Any new development should therefore ensure that views of the Tower silhouette are not impeded or compete with the detail and form of the clock tower.
View 2	North West Corner of Johnston and Hoddle Street Intersection
Key Features	As above.
Management Issues	As above.
View 3	Gahan Reserve (Entry to reserve at the intersection of Park and Stanton Streets)
Key Features	From the local open space of Gahan Reserve a clear view of the tower's upper three levels above the Town Hall rooftop is afforded, silhouetted against the sky.
Management Issues	Sites to the west of Gahan Reserve are unlikely to be developed with higher scale buildings as they are within public ownership, including railway reserve.

SECONDARY VIEWS

View 4	Collingwood Train Station
Key Features	From the elevated platform at Collingwood Station each element of the clock tower can be clearly seen. The train station has been identified as a secondary view due to it not being located within a public pedestrian movement corridor.
Management Issues	DDO11 applies to properties opposite the Town Hall allows for development over 4 storeys on appropriate sites, and with upper level setbacks. Consideration should be given to the retention of clear sky behind the clock tower.



***Clock Tower of Fitzroy Town Hall,
Napier Street***

4 Clock Tower of Fitzroy Town Hall

201 Napier Street, Fitzroy

Description	<p>The Fitzroy Town Hall is a grand public building on the corner of Napier and Moor Streets. The Town Hall is double storey in scale and an outstanding example of Victorian Free Classical style.</p> <p>The clock tower is the dominant feature of the Town Hall, rising centrally within the building's street elevation to a scale that is approximately double that of the building itself. Constructed of brick and stucco, the clock tower features a symmetrical four-sided facade which employs classical motifs, a vaulted and ornamented dome cupola and circular openings used to encase the clock faces. The clock tower also features wrought iron cresting and a flagpole that accent the skyline. It comprises three levels - the tall lower level with arcaded openings, the clock face on the second level and the dome and flag pole on the top level.</p> <p>The clock face is illuminated at night, making it highly visible within the neighbourhood.</p>
Setting	<p>The Town Hall is located on the western side of Napier Street with an eastern frontage. The building sits within a residential setting of Victorian era dwellings of 1-2 storeys, and is located opposite a local park - Condell Street Reserve.</p> <p>Napier Street is an important local north-south link and supports a high level of pedestrian traffic. The Town Hall was constructed in Napier Street as it was originally designed to be the major thoroughfare of Fitzroy.</p> <p>Topography is flat in this area.</p>
Heritage Overlay	<p>The Fitzroy Town Hall is covered by two Heritage Overlays:</p> <p>HO334 – South Fitzroy Precinct</p> <p>HO180 – 201 Napier Street, Fitzroy Town Hall</p>
Heritage Significance	<p>The Town Hall is listed in the Victorian Heritage Register (Ref No H147) and is of architectural and historical significance to the State.</p>
Other References	<p>There are a number of web references to the Town Hall, including the heritage site E Heritage (http://eheritage.metadata.net/record/VIC-67124) and tourism page Hidden Melbourne (http://www.hiddenmelbourne.com.au/virtual-tour/fitzroy-town-hall/) in which you can participate in an interactive virtual tour of the building.</p>
Landmark Significance	<p>The Town Hall clock tower is of municipal significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ A most intact and exemplary High Victorian building, as noted by its listing on the Victorian Heritage Register, particularly the ornate exterior features of the Courthouse entrance. ▪ An ornate and grand landmark feature within an otherwise residential setting, which serves as a community focal point. ▪ A place of historical significance as a symbol of the growth of Melbourne during the long boom prior to the 1890s.
Current Policy & Controls	<p>The Fitzroy Town Hall clock tower is currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site is and adjoining sites to the north and east are zoned Neighbourhood Residential Zone (NRZ1) which applies a mandatory 8m height control.</p> <p>Adjoining sites to the south and west are zoned General Residential Zone (GRZ3) which applies a discretionary 9m height control. Sites further to the west are within the Mixed Use Zone and Commercial 1 Zone, neither of which apply a height control.</p> <p>No Design and Development Overlays apply to the site or immediate area.</p>



VIEW 1



VIEW 2



VIEW 3

Views Assessment

As a prominent feature of the local neighbourhood around Napier Street, some local views are afforded of the Town Hall clock tower. This includes close-range views of the tower, dynamic views which can be obtained while moving along Napier and Moore Streets, and from nearby open spaces.



ARCHITECTURAL ELEMENTS

(Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	South West Corner of Condell Street and George Street Intersection
Key Features	Condell Street is one of the streets that connects Brunswick and Smith Streets. The partial view of the Tower from the east starts after the apex of the hill around intersection of Gore and Condell Streets. However, the first clear view of the tower when coming from the east is from the intersection of Condell and George Streets. The clock tower in its entirety, sitting upon its building base and silhouetted against the sky, can be seen from this view location.
Management Issues	Land immediately to the west of the Town Hall tower is zoned NRZ and could not be developed with higher scale form which might impede the tower's skyline silhouette. While sites further west between Young and Brunswick Street could potentially be developed with higher scale form, it is unlikely to be of a scale that would be visible within this view.
View 2	Condell Street Reserve (centre of the park)
Key Features	Condell Reserve is a small local park opposite the Town Hall. The clock tower in its entirety, sitting upon its building base and silhouetted against the sky, can be seen from this view location.
Management Issues	As above.
View 3	North East Corner of Kent Street and Moor Street Intersection
Key Features	From this vantage point, the clock tower is partially obstructed by trees with only the clock face, cupola and flag pole visible. The intersection is an important pedestrian and bicycle route, and provides the first view of the clock tower of Town Hall when coming from Brunswick Street.
Management Issues	Land to the west of the Town Hall zoned NRZ could not be developed with higher scale built form.



VIEW 4



VIEW 5

SECONDARY VIEWS

View 4	Moor Street and Napier Street Intersection
Key Features	<p>This point provides a clear oblique view of the entire structure of the tower upon its building base within the streetscape setting of Napier Street.</p> <p>Due to the large scale of the Town Hall and the central location of the tower on the building, and the lack of visible surrounding development, the tower is seen silhouetted against the sky and a dominant visual element in this setting.</p>
Management Issues	Should the housing estate be redeveloped in future, it will be important to ensure that the clock tower remains as the dominant feature of the streetscape.
View 5	Intersection of Napier Street and Condell Street
Key Features	Similar to view 4, this point provides a clear oblique view of the entire structure within the streetscape setting of Napier Street.
Management Issues	Land immediately to the west of the Town Hall tower is zoned NRZ and could not be developed with higher scale form which might impede the tower's skyline silhouette. While sites further west between Young and Brunswick Streets could potentially be developed with higher scale form, it is unlikely to be of a scale that would be visible within this view.

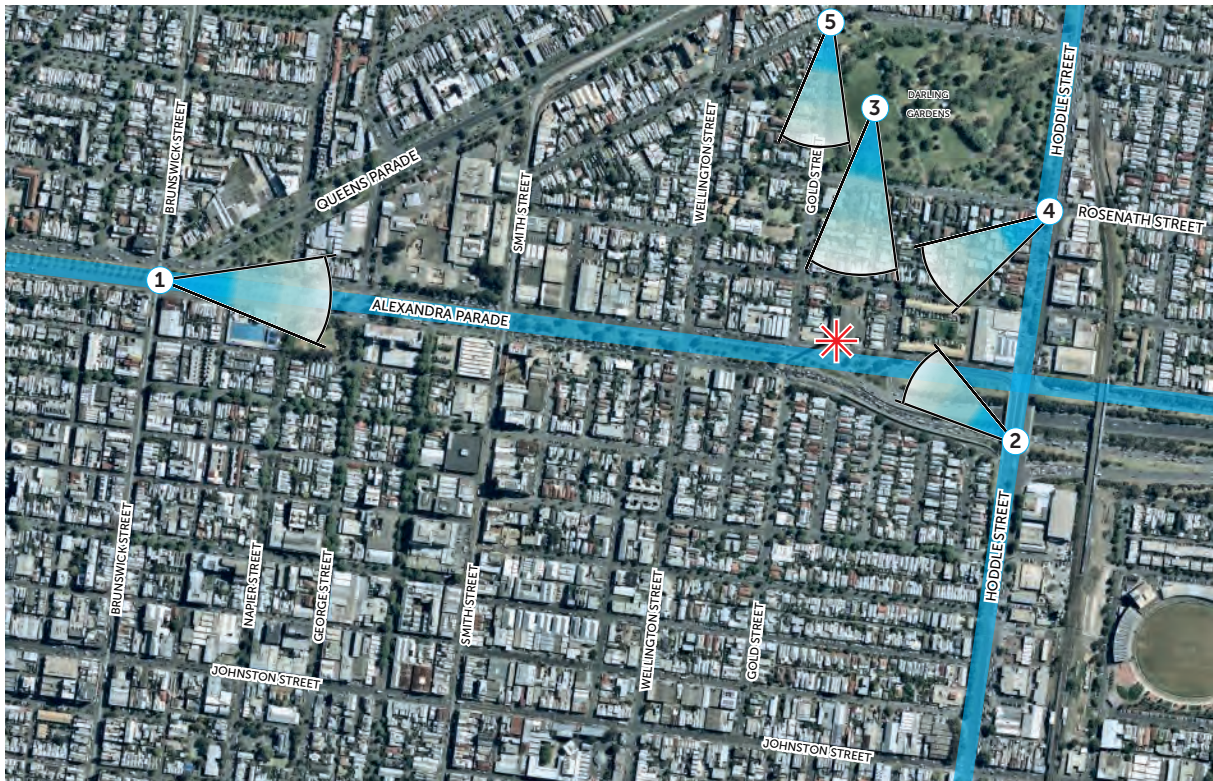


Shot Tower, Clifton Hill

5 Shot Tower, Clifton Hill

94 Alexandra Parade, Clifton Hill

Description	<p>This is a freestanding shot tower, constructed of brick, approximately 8 storeys in height. The tower has semi-circular arched windows and decorative brick bands and polychrome patterns.</p> <p>The visual qualities of this industrial landmark include its height relative to the low-rise surroundings, and the slender form. There are no specific architectural details that enable a specific point on the structure to be established as the principle 'landmark' element.</p>
Setting	<p>The tower is located on southern boundary of the site with frontage to Alexandra Parade. The site is developed with 1-2 storey scale commercial/industrial buildings. The tower's base is visible from Alexandra Parade. Surrounding buildings are 1-2 storey dwellings and commercial buildings.</p> <p>Alexandra Parade through to the Eastern Freeway is a major east-west link.</p> <p>Topography is flat in this area.</p>
Heritage Overlay	<p>The shot tower is covered by two Heritage Overlays:</p> <p>HO85 – 94 Alexandra Parade Clifton Hill, Shot Tower</p> <p>HO317 – Clifton Hill Western Precinct</p>
Heritage Significance	<p>The Shot Tower is of historical and architectural significance to the State of Victoria. It is one of the largest shot towers in Australia.</p> <p>Within the Clifton Hill Western Heritage Overlay, the shot tower is noted as being a significant landmark for the precinct.</p>
Other References	<p>The tower has a number of web references, including the Walking Melbourne tours and Collingwood Heritage Society.</p>
Landmark Significance	<p>The shot tower is of metropolitan significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ A visually prominent feature as the tallest structure in the locality and is silhouetted against the sky from all view points. ▪ A landmark feature at the intersection of regional roads. ▪ The only shot tower within the City of Yarra. ▪ It is of high architectural and aesthetic significance as noted by its listing on the Victorian Heritage Register. ▪ It is noted in local and metropolitan tourism/cultural references.
Current Policy & Controls	<p>The shot tower is currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site is zoned General Residential Zone (GRZ4); a mandatory 11.5m height control applies.</p> <p>Adjoining sites to the north, south, west are zoned Neighbourhood Residential Zone (NRZ1), where mandatory 8m height control applies.</p> <p>The adjoining site to the east is zoned Commercial 2, as are sites along Alexandra Parade west of Wellington Street, where no height control applies. West of Smith Street land is zoned Public Use Zone (PUZ1) and no height control applies.</p> <p>The Design and Development Overlay applies (DDO2 Main Roads & Boulevards) which has no height control.</p>



VIEW 1



VIEW 2



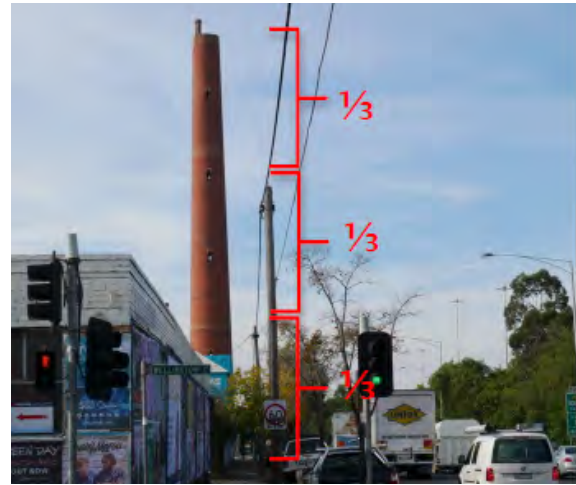
VIEW 3

Views Assessment

As a prominent feature of Alexandra Avenue, multiple views are afforded of the shot tower. This includes close-range views of the tower, and dynamic views which can be obtained while moving along Alexandra Avenue, generally between Queens Parade and the Eastern Freeway, and from Punt Road.

There are also numerous glimpses of the tower from surrounding streets and open spaces.

To retain the visual prominence of the structure, it is recommended that 'Primary' views include visibility of at least a third of the height of the structure.



ARCHITECTURAL ELEMENTS

(Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	Brunswick Street and Alexandra Parade Intersection (north-east corner of centre median)
Key Features	<p>Clear, long-range views towards the tower are afforded along the major roadway of Alexandra Avenue heading towards Punt Road and Eastern Freeway. This intersection is significant in size and there are two important viewing points; one is on the north east corner of the Alexandra Parade median strip and the other is the south west corner of Brunswick St and Alexandra Pde intersection.</p> <p>While this view corridor is dominated by low scale buildings and vegetation on either side of the road and vegetation in the median, the tower is distinctive a feature on the distant horizon. At this distance, the scale of the tower is equivalent to, or lower, than the scale of trees and buildings in the foreground.</p>
Management Issues	<p>Land within this viewcone of the Shot Tower is within C2Z and PUZ and could be developed with high scale buildings that may not obscure views to the tower but would compete in scale with the tower in this view corridor. Adjoining sites to the east of the tower within the background are zoned C2Z. As no height controls apply, a taller scale structure could be constructed that encroaches upon the tower's silhouette against the sky.</p> <p>Any new development should ensure that views of the shot tower silhouette against a clear sky are not impeded. Development within the foreground of the tower should be sited, designed and scaled to retain clear views to at least the top one third of the tower structure. To ensure the tower retains its landmark status and visual prominence, the upper levels of any new development should be appropriately sited, so as not to diminish the impact of this view.</p>
View 2	Eastern Freeway (west of the Hoddle Street Overpass)
Key Features	<p>The tower is a point of visual interest in long-range views moving west along the Eastern Freeway towards Alexandra Avenue. Before the railway bridge, the view of the tower is intermittent and partial; after the bridge most of the structure can be seen and it is a prominent visual reference at this point.</p>
Management Issues	<p>Land within the viewcone of the shot tower from the Freeway could be developed in ways that impeded the views of the tower.</p> <p>Any new development should ensure that views of the shot tower silhouette against a clear sky are not impeded. Development within the foreground of the tower should be sited, designed and scaled to retain clear views to at least the top one third of the tower structure.</p>
View 3	Darling Gardens (Rotunda)
Key Features	<p>Partial, long-range views towards the tower are afforded from the central seat at the junction of all pedestrian paths in Darling Gardens, over the rooftops of adjoining dwellings. The upper half of the tower is visible and it is a clear reference point on the horizon.</p>
Management Issues	<p>The mandatory height controls of the NRZ and GRZ would retain this view.</p>



VIEW 4



VIEW 5

SECONDARY VIEWS

View 4	Roseneath Street and Hoddle Street Intersection
Key Features	From this viewpoint the top two thirds of the tower are visible, rising from a streetscape of small scale residential dwellings.
Management Issues	The mandatory height controls of the NRZ and GRZ would retain this view.
View 5	Gold Street and Queens Parade Intersection
Key Features	While partially obscured by vegetation, the top two thirds of the tower can be seen from this viewpoint. Similar to view 5, the tower dominates the small scale streetscape setting in the foreground.
Management Issues	As above.

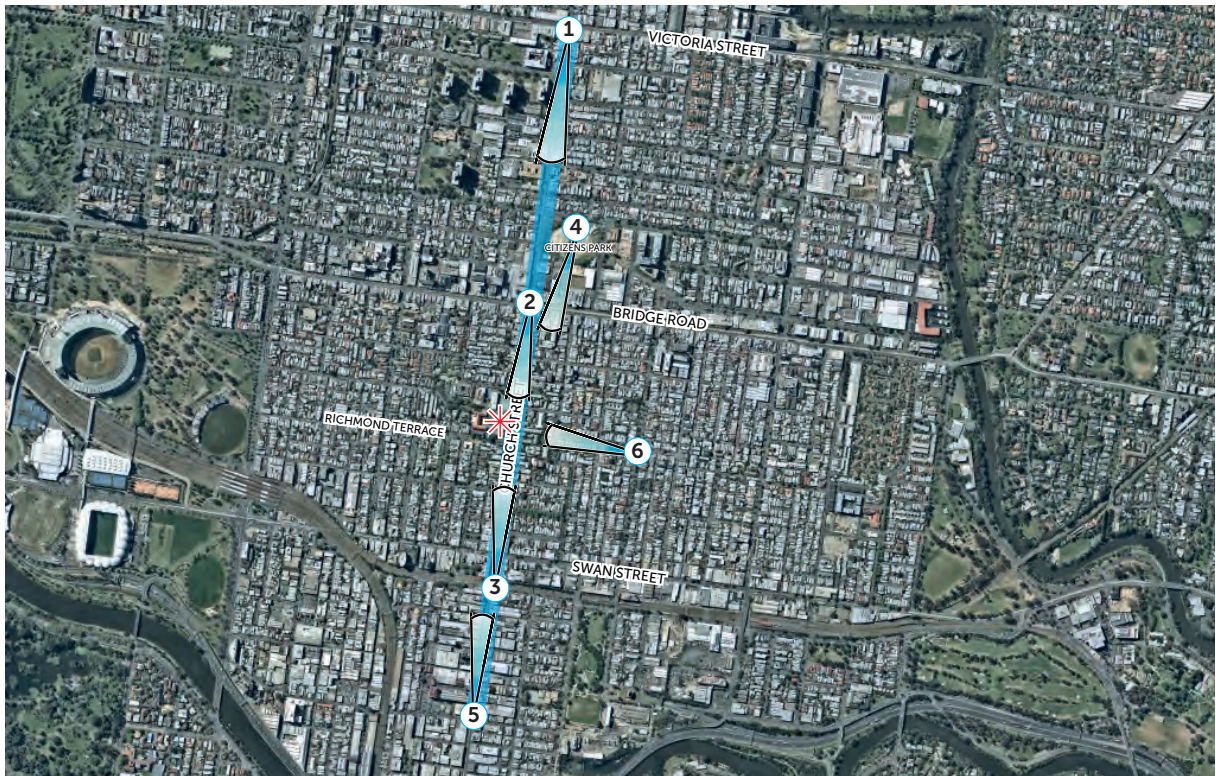


*Spire of St Ignatius' Church,
Richmond*

6 Spire of St Ignatius' Church, Richmond

326-348 Church Street, Richmond

Description	The church is designed in the Gothic Revival style using brick and sandstone. The spire is constructed of sandstone and sits atop a landmark tower of brick and sandstone, which employs tracery, moulding and four pinnacles at each corner of the tower. The bottom section of the tower that projects above the building's roofline comprises arcaded windows on each elevation.
Setting	The church is located on the western side of Church Street with an east-facing street frontage and is constructed on a commanding site at the summit of Richmond Hill. The church is positioned atop a set of stairs that give a sense of grandeur amongst the residential setting. Church Street is a major north-south link, and is named for this church. Surrounding buildings are 1-2 storey brick dwellings. A heritage-listed Romanesque style primary school is located to the west and a heritage-listed Anglican church to the south. Sits atop a hill that inclines from the north.
Heritage Overlay	The site is covered by two Heritage Overlays: HO332 – Richmond Hill Precinct HO359 - St Ignatius Church Complex
Heritage Significance	The building is listed on the Victorian Heritage Register (H2146). St Ignatius' Church, Richmond is of architectural, aesthetic and historical significance to the State of Victoria. The VHD report comments that the church holds a commanding site at the top of the Richmond Hill Precinct. The national trust report again comments on the church holding a commanding site within Richmond. It goes on to say "St Ignatius' Church is one of Melbourne's most dramatic suburban churches, of cathedral-like scale and character". It notes that the church is a prominent landmark for the suburb of Richmond due to its location on a prominent hill.
Other References	There are a number of web references to the heritage and prominence of the Church, and it has its own facebook page.
Landmark Significance	The church spire is of municipal significance as a landmark as: <ul style="list-style-type: none"> ▪ It is sited on a major road and is a significant ecclesiastical landmark in Richmond. ▪ It is one of Melbourne's most dramatic suburban churches, of cathedral-like scale and character. Located on a prominent hill, it is a major landmark in Richmond. ▪ Conspicuously sited in an impressive manner, it is the dominant element in an important and cohesive precinct with a range of ecclesiastical buildings. ▪ It has aesthetic significance for the quality of its fittings and decorative elements, including stained glass and the marble high altar.
Current Policy & Controls	Currently listed in Clause 22.03 Landmarks Policy. Site is zoned General Residential Zone (GRZ2); a mandatory 9m height control applies. To the north land is zoned General Residential Zone (GRZ2 & GRZ3); a 9m discretionary and mandatory control applies respectively. Adjoining sites to the west and east zoned are Neighbourhood Residential Zone (NRZ1) and GRZ2; a mandatory 9m height control applies. No Design and Development Overlays apply.



VIEW 1



VIEW 2



VIEW 3

Views Assessment

The church is dominant from its surrounding context, with Church Street being named after the landmark.

Views to the church are dominant from the middle of the street, however they are generally obstructed by trees when viewed from the footpath.

The belfry provides a visual anchor to the spire of the church and the 'key' views of these structures should include both the belfry of the tower and the spire. Long distance views of the silhouette are afforded from Bridge Road, including from the river crossing to the south.



ARCHITECTURAL ELEMENTS

(Photo Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	Tram terminus at Church and Victoria Streets Intersection
Key Features	Church and Victoria Streets are highly important vehicular, public transport and pedestrian routes, containing retail and commercial uses. This location provides the first clear view of the Spire when coming from the north, with the belfry and spire clearly visible. While moving along Church Street from this point the spire remains the most visible element, with the belfry partially obscured by foliage in the summer.
Management Issues	Land immediately to the south and west of the church is zoned NRZ and could not be developed with higher scale form which might impede the tower's skyline silhouette.
View 2	North East Corner of Bridge Road and Church Street Intersection
Key Features	Similar to view 1, although partly obscured by trees when in leaf, the spire and part of the belfry are visible.
Management Issues	Land within the viewcone includes sites on the west side of Church Street that are within the C1Z, and could be developed for higher building forms with the potential to obscure views of the tower. Any new development should ensure that views of the tower silhouette are not impeded. Development within the foreground of the tower should be sited, designed and scaled to retain clear views to the tower belfry and spire. To ensure the tower retains its landmark status, the upper levels of any new development above the predominant parapet line on the west side of Church Street between the Berry Street and the church should contain appropriate upper level setbacks.
View 3	South East corner of Church Street and Swan Street
Key Features	The structure of the belfry tower and its spire in its entirety, sitting upon its building base and silhouetted against the sky, can be seen from this view location. The base of the tower is partly obscured by foliage in the summer. Swan Street and Church Street intersection is important, however, the views to the church are obstructed by trees from this point. This tram stop is only 100m away from the intersection.
Management Issues	Land immediately to the south and north of the church is zoned NRZ and GRZ. Height restrictions in these zones will prevent development from impeding on the significance of this view. Land closer to Swan Street is within the C1Z zone and there is potential for sites to the northern end of the zone to impact on views to the spire. Any new development should ensure that views of the spire silhouette are not impeded. Development within the foreground of the spire from this view should be sited, designed and scaled to retain clear views to the belfry and spire.



VIEW 4



VIEW 5



VIEW 6

View 4	Citizens Park (Path around oval at Highett Street/Gleadell Street entry)
Key Features	From the major open space of Citizens Park a clear view of the spire and belfry above the church is afforded. These views are from the path around the oval, the Highett Street and Gleadell Street intersection and the central entrance from Highett Street. This is paired with the view of the Richmond Town Hall clock tower to the east. Existing buildings to the north and west of the Town Hall do not obstruct views to the spire and tower so they are both seen silhouetted against the sky.
Management Issues	As no height controls apply to the C1Z sites to the north of Bridge Road a taller structure could be built in the foreground of the spire that impedes views of its silhouette against the sky. Any new development should ensure that views of the spire silhouette are not impeded. Development within the foreground of the spire from this view should be sited, designed and scaled to retain clear views to the belfry and spire.

SECONDARY VIEWS

View 5	Cotter and Church Streets Intersection
Key Features	From this viewpoint the silhouette of the church and its spire is visible when entering across the river. Views from the footpath of this location are not as clear as views from the middle of the road.
Management Issues	See view 3.
View 6	Coppin Street and Wall Streets Intersection
Key Features	From this view point the church, belfry and spire are very prominent features of the streetscape. While trees obscure parts of the church, the spire is not obscured. This intersection is part of an important bicycle route.
Management Issues	NRZ and GRZ zoning will prevent developments from significantly obscuring the church.

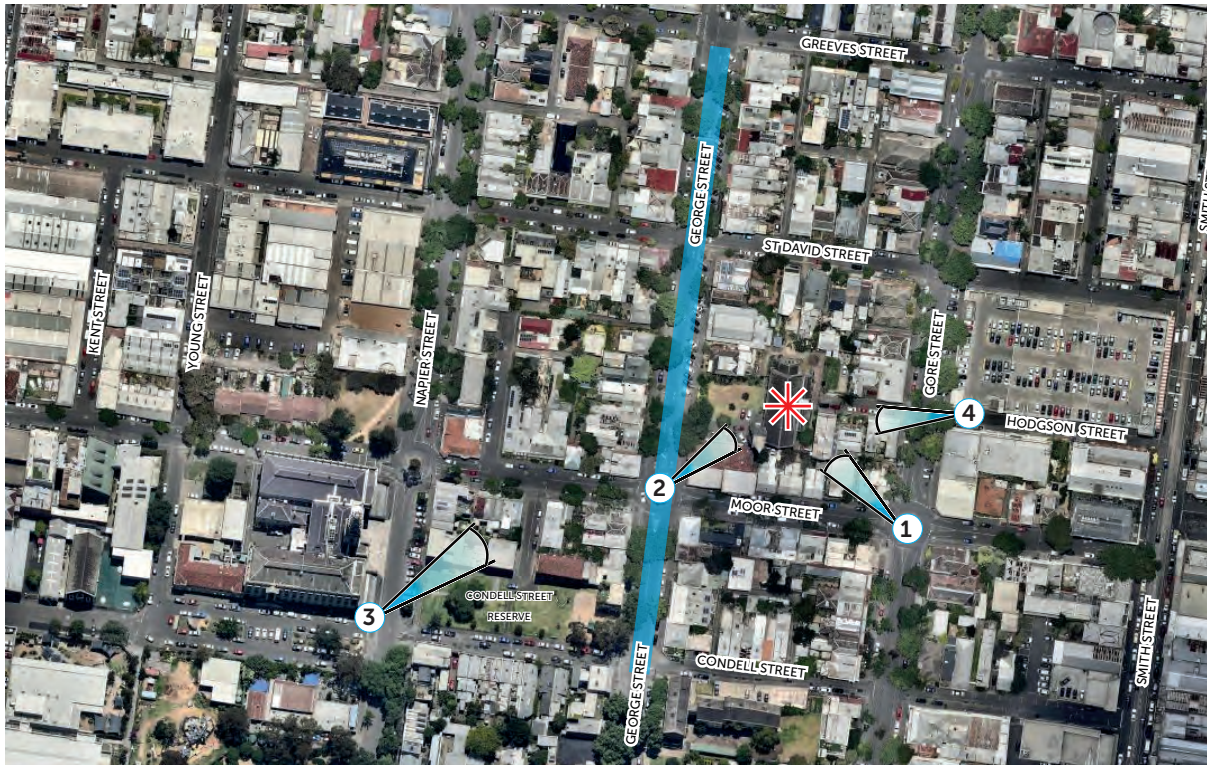


*Spire of St Mark's Church,
Fitzroy*

7 Spire of St Mark's Church, Fitzroy

268 George Street, Fitzroy

Description	The church spire and belfry tower are constructed using bluestone and are largely unadorned. The spire sits atop the symmetrical landmark tower with lancet windows. The spire is finished in slate. St Mark's Church is a large bluestone building of approximately 2-3 storeys in scale.
Setting	<p>The church is located on the eastern side of George Street with a west facing street frontage. It sits within a residential setting of Victorian era row houses and dwellings. The church is set back from the street to accommodate a landscaped area and hall. The church is not always visible from the surrounding area.</p> <p>George Street is a north-south local street.</p> <p>Surrounding buildings are 1-2 storey dwellings.</p> <p>Topography is flat in this area.</p>
Heritage Overlay	<p>The Church has two Heritage Overlays:</p> <p>HO334 – South Fitzroy Precinct</p> <p>HO158 – St Mark's Anglican Church</p>
Heritage Significance	<p>The church is listed on the Victorian Heritage Register (H553).</p> <p>St Marks Anglican Church is of architectural, historical, aesthetic and social significance to the State of Victoria.</p> <p>The only reference to the spire is in the National Trust Statement of Significance. It comments that the church includes an impressive broach spire to the north west.</p>
Other References	The church as a whole has been mentioned in various heritage and history web sites but there is little information found on the spire's cultural importance.
Landmark Significance	<p>The church spire is of local significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ It is of architectural significance as one of Melbourne's finest and earliest bluestone churches. ▪ It is of historical significance to the State of Victoria as a physical remnant of the growth of Melbourne's first suburb. ▪ It is of aesthetic significance for the fine collection of stained glass. ▪ The church spire is a landmark within an otherwise low scale residential area. ▪ The church is located within a quiet residential area, on local roads, and is not readily visible from nearby main roads.
Current Policy & Controls	<p>Currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site and the surrounding area are zoned Neighbourhood Residential Zone (NRZ1); mandatory 9m height controls apply.</p> <p>No Design and Development Overlays apply.</p>



VIEW 1



VIEW 2



VIEW 3



VIEW 4

Views Assessment

This landmark is not visible from any main streets, and as a result these views are identified from local streets.

Within these local streets the views are often obstructed by trees and buildings.

The belfry provides a visual anchor to the spire of the church and the 'key' views of this structure should include both the belfry of the tower and the spire, although the spire is the most visible element.

A previous VCAT case for 247-249 Gore Street, Fitzroy considered that views from the Moore and George Streets corner were of highest importance, as the spire could be appreciated within its context and heritage setting of the St Marks Church building.



ARCHITECTURAL ELEMENTS

(Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	South East Corner of Moor Street and Gore Street Intersection
Key Features	The belfry and spire sit above the streetscape, partially obstructed by surrounding trees and the church itself.
Management Issues	Surrounding land is zoned NRZ and could not be developed with higher scale form which might impede the spire's skyline silhouette.
View 2	South West Corner of Moor Street and George Street Intersection
Key Features	As above.
Management Issues	As above.
View 3	North West Corner of Condell Street and Napier Street Intersection
Key Features	The spire and upper portion of the belfry are clearly visible from this view. The belfry and spire are also clearly visible from the community garden located in the median strip of Condell Street north of the intersection.
Management Issues	As above.

SECONDARY VIEWS

View 4	Hodgson Street and Gore Street Intersection
Key Features	This viewpoint is from a lower elevation than the surrounding primary views. At this point the streetscape obscures all but the spire of the church.
Management Issues	As above.

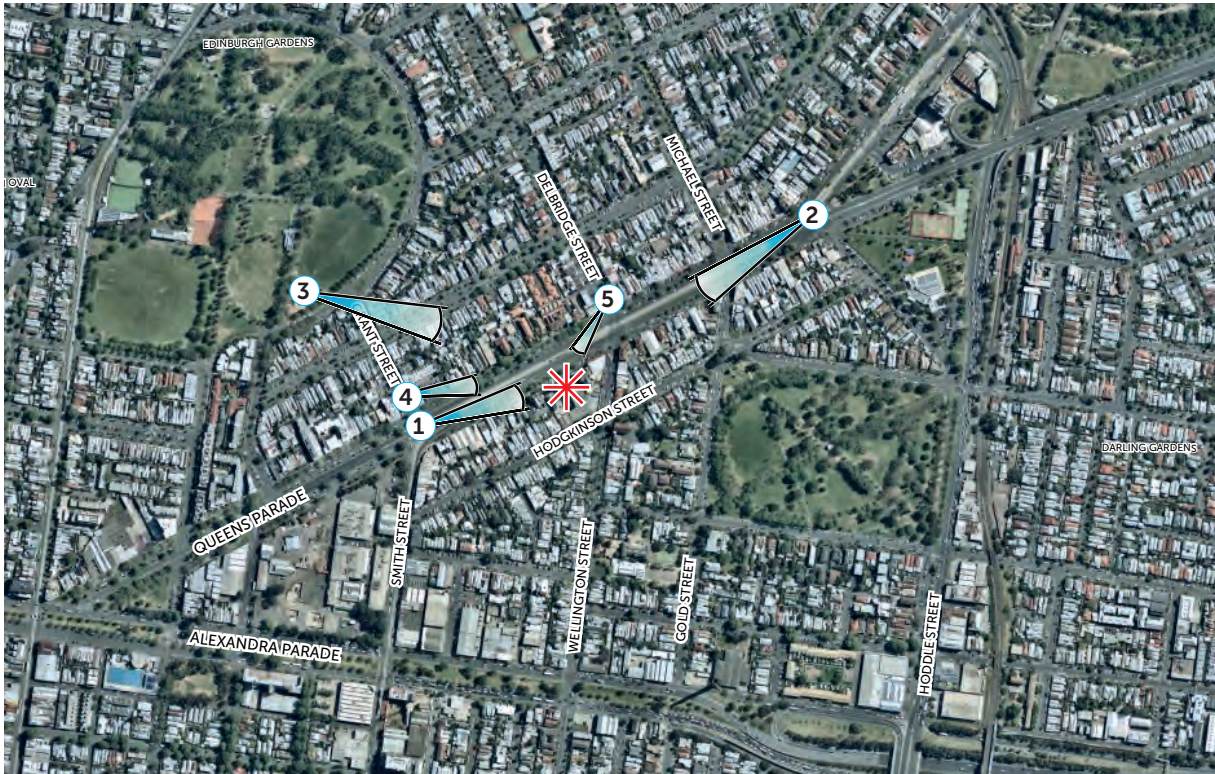


*Spire of St John's Church,
Clifton Hill*

8 Spire of St John's Church, Clifton Hill

61 Queen's Parade, Clifton Hill

Description	Designed in the Victorian Gothic style, the church spire is constructed of bluestone and sandstone. The sandstone spire sits atop a landmark bluestone tower with lancet windows and tracery and incorporates four symmetrical elaborately adorned pinnacles.
Setting	<p>The church is located on the south-east side of Queen's Parade with a north-west street frontage. The church is set amongst a built environment consisting of Victorian-era and Edwardian-era dwellings, school buildings and shops, with a contribution from well preserved inter-war buildings.</p> <p>Queen's Parade is a major thoroughfare north-east of the CBD.</p> <p>Surrounding buildings are 1-2 storey residences, shops and commercial buildings.</p> <p>Topography is flat in this area; the broader area of Queens Parade sits on a slight elevation.</p>
Heritage Overlay	The Church is covered by one heritage overlay which is HO330 Queens Parade Precinct. The Church itself does not have a specific overlay.
Heritage Significance	The Statement of Significance has a few comments relating to the church. It attributes "landmark religious building groups" as being a part of the identity of the Precinct and possessing "a wide boulevard character, with associated landscape and view lines to major early building complexes, such as the St. John's Catholic Church group."
Other References	There are no web references to the Church and its spire.
Landmark Significance	<p>The church spire is of local significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ A visually prominent feature as the tallest structure in the local area. ▪ An ornate and elaborate landmark feature along an arterial road. ▪ The prominence of the church spire and complex enhances the surrounding areas aesthetic and historical significance. ▪ It is of high architectural, social and aesthetic significance as noted by its listing on the Victorian Heritage Register.
Current Policy & Controls	<p>Currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site and neighbouring sites to the west and south are zoned Neighbourhood Residential Zone (NRZ1) and the site immediately to the east is zoned GRZ2; mandatory 9m height control applies.</p> <p>Sites further to the east on Queens Parade are zoned Commercial 1 Zone (C1Z); no height controls apply.</p> <p>No Design and Development Overlays apply.</p>



VIEW 1



VIEW 2



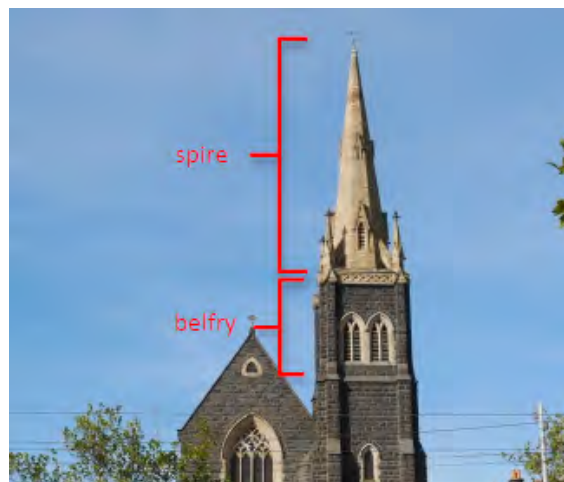
VIEW 3

Views Assessment

Key oblique views of St John the Baptist Church tower and spire are provided from a number of surrounding intersections.

From these intersections the tower and spire of the church become a prominent landmark element within the street scape.

The belfry provides a visual anchor to the spire of the church and the 'key' views of this structure should include both the belfry of the tower and the spire.



ARCHITECTURAL ELEMENTS

(Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	Pedestrian refuge on the south west corner of the intersection of Queens Parade and Smith Street
Key Features	This intersection provides the first clear view of the spire and belfry that is not obstructed by trees. The principal view of the church is from northern side of Queens Parade, however, there are some key short, oblique views of the spire and belfry from the south-western side of Queens Parade and Smith Street. Although partially obstructed by poles and wires, the belfry and spire of the church are prominent features of the streetscape from this intersection.
Management Issues	Sites on the southern side of Queens Parade are within Heritage Overlays (Precinct controls) and many in the foreground views are within the C2 zone and some in the background view are within C1 zone where no height restrictions apply. There is potential for development on these sites to obscure views of the belfry and spire from this viewpoint, or to impinge into the views of the spire against a clear sky. Development within the foreground of the church should be sited, designed and scaled with appropriate setbacks to retain views to the belfry and spire. Development within the background of the church should avoid intruding into the 'clear sky' views of the spire and belfry. To ensure the spire and belfry retains its landmark status, the upper levels of any new development above the parapet line on the south side of Queens Parade should contain appropriate upper level setbacks.
View 2	Pedestrian crossing at south west end of Raines Reserve
Key Features	This pedestrian crossing provides the first prominent view of the landmark from the north and east, however buildings in the foreground obstruct more of the belfry (depending on the angle). Poles and wires have less of an impact on this view, as the distance between the church and this viewpoint is greater than that of view 1.
Management Issues	Land immediately adjacent to both sides of the church is zoned NRZ, and will not be developed with high scale form that would impede any view. The Commercial 1 Zone to the north east of the church could however accommodate development that could obstruct this view. Development within the background of the church should avoid intruding into the 'clear sky' views of the spire and belfry.
View 3	Alfred Crescent Pavilion in Edinburgh Gardens
Key Features	From this viewpoint the belfry and spire of the church can be clearly seen silhouetted against the sky. Vegetation covers the rest of the building.
Management Issues	NRZ between the pavilion and the church will prevent development capable of impeding this view.



VIEW 4



VIEW 5

SECONDARY VIEWS

View 4	Grant Street and Queens Parade Intersection
Key Features	Similar to view 1, the belfry and spire of the church are prominent features of the streetscape, with trees obstructing the rest of the building.
Management Issues	The NRZ adjacent to the church will prevent development that may impede this view.
View 5	Michael Street and Queens Parade Intersection
Key Features	As above.
Management Issues	As above.

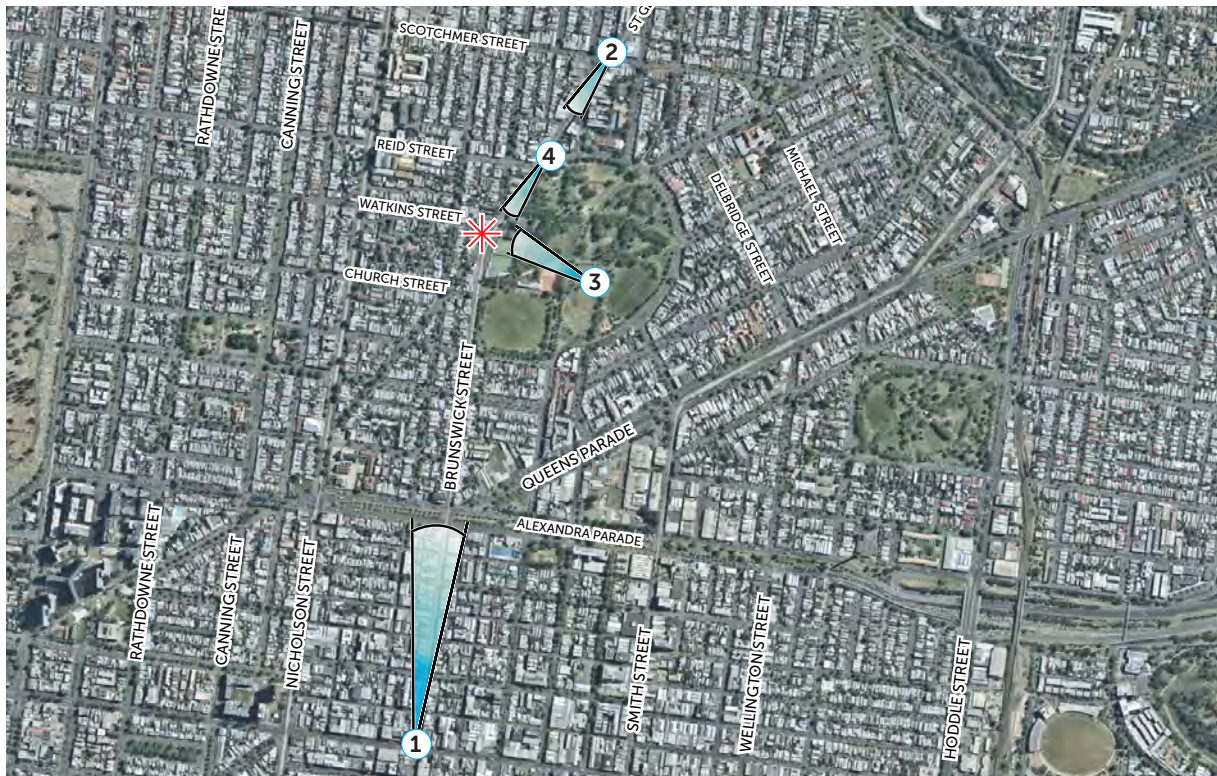


*Church Spire of St Luke's,
Fitzroy North*

9 Spire of St Luke's Church, Fitzroy North

121-123 St Georges Road, Fitzroy North

Description	The Church of St Luke's is constructed of bluestone with brick dressings and a recently restored bellcast pressed metal spire. The mansard spire sits a top a symmetrical landmark tower which incorporates lancet windows and ornamental brickwork. The spire and tower is approximately double the height of the building.
Setting	<p>The church is located on the western side of St Georges Road with an east facing street frontage. It sits within an urban setting of Victorian and Edwardian era dwellings, with a small mix of inter-war dwellings. The church is also located opposite the Fitzroy Victoria Bowling & Sports Club.</p> <p>St Georges Road is a major north-south arterial.</p> <p>Surrounding buildings are 1-2 storey dwellings and commercial buildings.</p> <p>Topography is flat in this area.</p>
Heritage Overlay	The church is covered by one heritage overlay which is HO327 North Fitzroy Precinct. The church itself does not have a specific overlay.
Heritage Significance	<p>The church is a heritage building listed by both Yarra City Council and the National Trust.</p> <p>The National Trust Statement of Significance comments on the spire being the most attractive and dominant features of the church. The Yarra Council Statement of Significance acknowledges the importance of the Brunswick Street vista, which is described as north to St Luke's spire.</p>
Other References	There are limited web references to the church, and nothing relating to the spire.
Landmark Significance	<p>The church spire is of local significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ A visually prominent feature as the tallest structure in the locality, with particular prominence when travelling from the south. ▪ A landmark feature along a major arterial of Brunswick Street, and its relationship to the spire of St Patrick's Cathedral at the southern end of the street. ▪ The preservation of the surrounding 1-2 storey buildings allows for the spire to be dominant against the backdrop of the sky. ▪ It is of high aesthetic and historical significance as noted by its listing on the Victorian Heritage Register.
Current Policy & Controls	<p>Currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site and neighbouring sites to the west, north and south are zoned Neighbourhood Residential Zone (NRZ1); mandatory 9m height control applies.</p> <p>No Design and Development Overlays apply.</p>



VIEW 1



VIEW 2



VIEW 3



VIEW 4

Views Assessment

Located at the northern end, St Luke's Church in collaboration with St Patrick's Cathedral at the southern end, both form terminal views of Brunswick Street, Fitzroy.

As such, the churches spire and belfry is viewed from a long distance. The belfry provides a visual anchor to the spire of the church and the 'key' views of this structure should include both the belfry of the tower and the spire.

There are also numerous localised views of the church's spire from surrounding streets and open space, including Edinburgh Gardens.



ARCHITECTURAL ELEMENTS

(Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	South East Corner of Brunswick Street and Johnston Street Intersection
Key Features	<p>This intersection is a highly trafficked location with a significant concentration of activity around shops, trams, bicycle routes and entertainment uses. It is a popular tourist destination. A long distance view is available down Brunswick Street, from which the belfry and spire of the church can be seen as highly significant features of the streetscape.</p> <p>This is a significant long distance view, mirrored by the view to the south of St Patrick's Cathedral spire, where the landmark terminates a view corridor along a major road, within a predominantly heritage dominated built form context.</p>
Management Issues	As the tower is centrally located in the streetscape it would not be obstructed by new development.
View 2	North East Corner of Scotchmer Street and St Georges Road Intersection
Key Features	<p>St Georges Road is a heavily trafficked thoroughfare which contains shops, trams, and access to Edinburgh Gardens. Scotchmer Street is an important pedestrian and bicycle route and provides a pedestrian connection to Rushall Station.</p> <p>This is a medium distance view along St Georges Road. This view is dominated by the CBD skyline in the distance, and as a result the church does not as significantly stand out above the streetscape.</p>
Management Issues	The prominent location of the church and spire in the streetscape from this view point means that it would not be obstructed by new development along St Georges Road. Development behind the church would not have an impact on the prominent view.
View 3	Edinburgh Gardens (walkway, north of grandstand)
Key Features	This view is from the walkway north of the Club grandstand building. The entirety of the belfry and spire, as well as a portion of the main church building can be seen from this viewpoint, including views over the bowling club.
Management Issues	Land immediately to the west of the church is zoned NRZ and could not be developed with higher scale form which might impede the tower's skyline silhouette.

SECONDARY VIEWS

View 4	Intersection of Alfred Crescent and St George Road
Key Features	The entire structure of the tower and its spire, sitting upon its building base and silhouetted against the sky, can be seen from this view location.
Management Issues	As above.

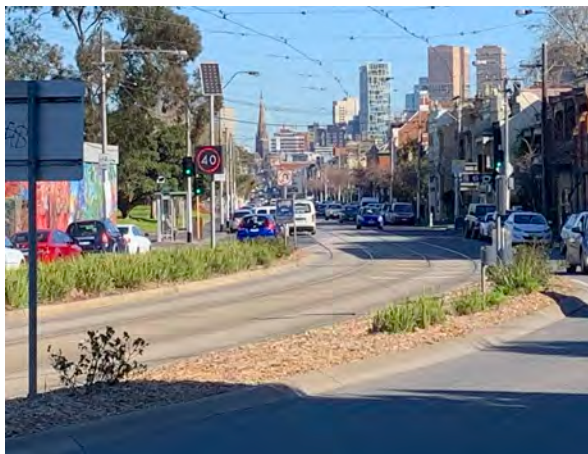
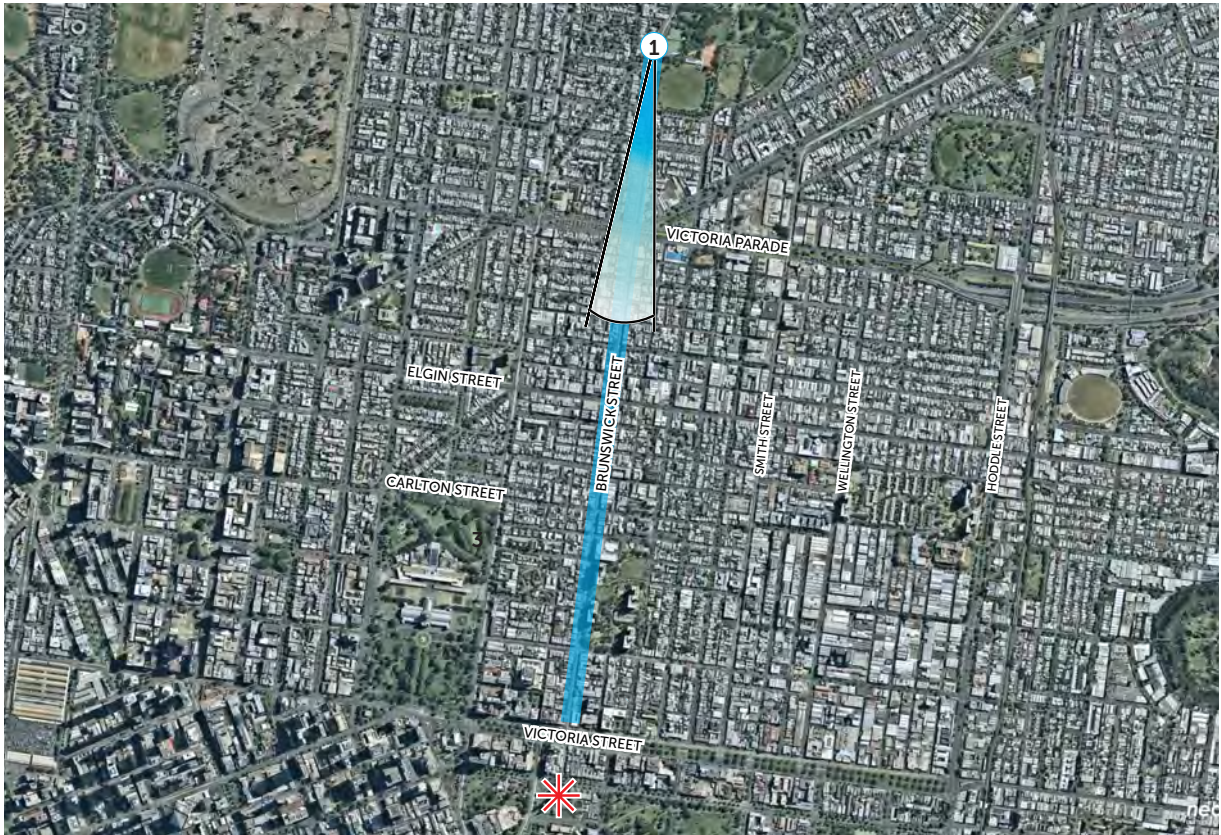


*St Patrick's Cathedral,
East Melbourne*

10 Spire of St Patrick's Cathedral, East Melbourne

1 Cathedral Place, East Melbourne (The site is not located within Yarra's boundary)

Description	Designed in the Gothic Revival style, the sandstone spire sits atop a prominent bluestone tower with lancet windows featuring tracery elements. The spire features four heavily ornamented pinnacles joined by crenellations with a series of smaller pinnacles around the base of the spire.
Setting	The cathedral is located north of Cathedral Place with frontage to the south-east. The cathedral is located within a landscaped setting that has been designed to open up views and allow for the cathedral to be the most prominent feature within the surrounding area. Surrounding buildings range from 4-10 storeys. Topography is flat in this area.
Heritage Overlay	Heritage overlay is managed by the City of Melbourne, HO129
Heritage Significance	St Patricks Cathedral precinct is included on the Victorian Heritage Register (No355) and is of architectural and historical importance to the state of Victoria. The Statement of Significance on the church does not comment on the view lines or vistas.
Other References	There are numerous web references to St Patrick's Cathedral, including the Walking Melbourne tours and Trip Advisor web sites.
Landmark Significance	The Cathedral is of State significance as a landmark as: <ul style="list-style-type: none"> ▪ It is of architectural importance as the largest Gothic revival building in Victoria and the States principal Catholic Church. ▪ The unusual subterranean design around the central circular courtyard allows the cathedral to dominate the surrounding area and opens up the vistas to it. ▪ It is identified as a landmark due to its scale and monumentality. ▪ It is of high architectural, aesthetic and social significance as noted by its listing on the Victorian Heritage Register. ▪ It reflects the change in Melbourne from a provincial town to a prosperous provincial city following the goldrushes in Victoria.
Current Policy & Controls	The Cathedral is located in the City of Melbourne. Sites between Victoria Pde and Albert Street in city of Melbourne have potential to block view corridor [Council will provide information about planning controls] The southern end of Brunswick St within the City of Yarra is zoned Commercial 1 Zone (C1Z) and Mixed Use Zone (MUZ); no height controls apply.



VIEW 1

Views Assessment

The spire of St Patrick’s Cathedral is a highly significant reference point along Brunswick Street. The view corridor extends north to St George’s Road, and the view of the Cathedral Spire is dramatically ‘bookended’ by the spire of St Luke’s in North Fitzroy. The spire and its belfry base provide a terminal view along this corridor.

The belfry provides a visual anchor to the spire of the church and the ‘key’ views of this structure should include both the belfry of the tower and the spire.



ARCHITECTURAL ELEMENTS

(Provided by GJM Heritage Consultants)

PRIMARY VIEWS

View 1	The footpath outside the main entry to St Luke’s at 121-123 St Georges Road, North Fitzroy
Key Features	<p>St Georges Road and Brunswick Street are major thoroughfares for pedestrians, vehicles, trams and cyclists. This intersection is at the entrance to the heavily utilised Edinburgh Gardens and bowling club.</p> <p>The church is clearly visible when St George Road turns into Brunswick Street. All the dominant views are from middle of the street as views from important intersections (pedestrian crossings) are obstructed by awnings. This is the furthest point from where the church is visible. This is a highly significant view where the church is the key feature of a terminal view, and where the landmark terminates a view corridor along a major road. It is also significant for the paired view of the St Luke’s spire to the north (at this intersection).</p>
Management Issues	<p>Land in the foreground of the Church and spire from this view point is within C1Z in the Melbourne Planning Scheme and DDO13 (Area 23) applies to protect the Fitzroy Gardens from overshadowing. It is considered that taller structures on the southern side of Victoria Parade (in the City of Melbourne) could obstruct this view. Taller structures on either side of Brunswick Street in this location would not appear to compete in scale with the tower and spire from this location.</p> <p>Any new development within the foreground or background of the tower should be sited, designed and scaled to retain clear views to the belfry and spire from this view point and the silhouette of the spire against a clear sky.</p>
<p>*Note: This view line includes areas outside of The City of Yarra that are not controlled by the Local Planning Scheme.</p>	

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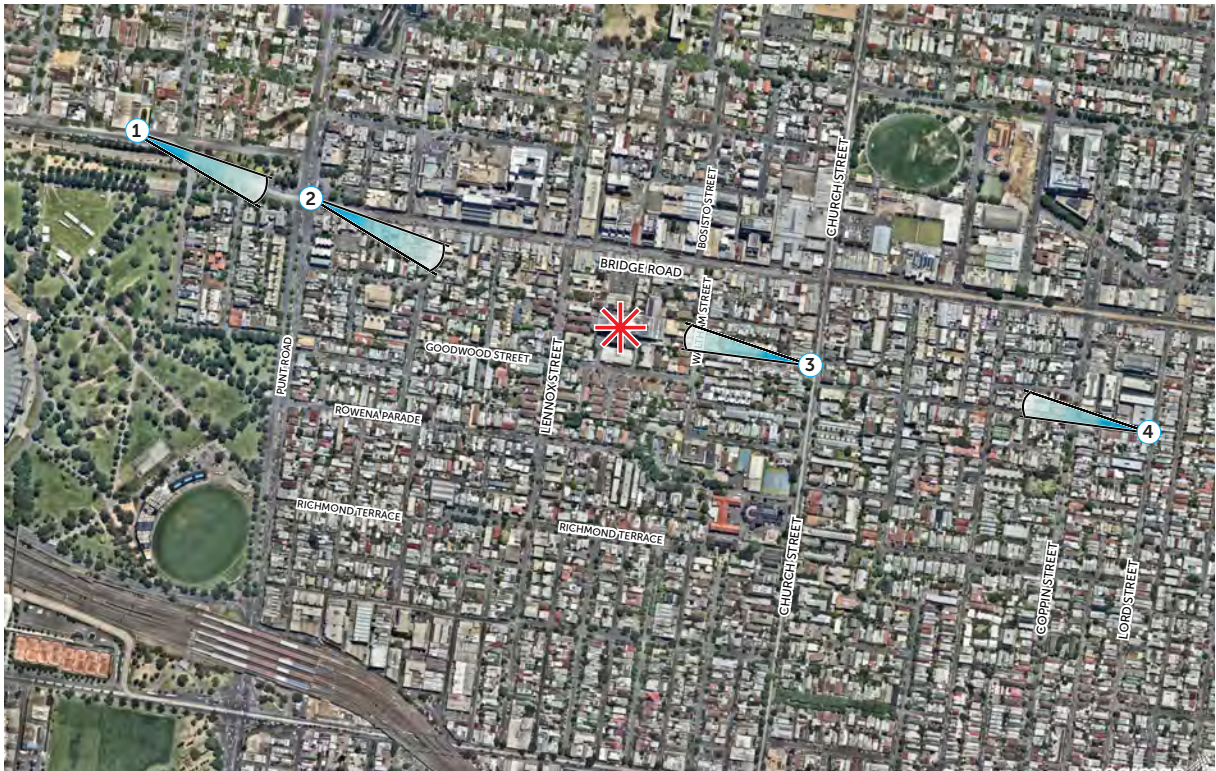
*Pelaco Sign,
Richmond*



11 Pelaco Sign, Richmond

21 Goodwood Street, Richmond

Description	Erected atop the Pelaco company's former factory is this large double sided sky sign with individual box letters illuminated in neon. The sign sits on top of a supporting framework structure mounted on the roof. Views of clear sky are available behind the box letters and between the sign and the roof.
Setting	<p>The Pelaco sign is located north of Goodwood Street and has both eastern and western faces. The sign sits atop the 4-storey former Pelaco Factory.</p> <p>Goodwood Street is a local road, however the sign can be viewed in the Richmond skyline.</p> <p>Surrounding buildings are 1-3 storey dwellings and commercial buildings.</p> <p>The site is located on Richmond Hill, a prominent topographical feature in the locality.</p>
Heritage Overlay	<p>The Pelaco sign is covered by two Heritage Overlays:</p> <ul style="list-style-type: none"> ▪ HO332 – Richmond Hill Precinct ▪ HO259 – Pelaco Sign
Heritage Significance	<p>The sign currently is included on the Victorian Heritage Register (H1149).</p> <p>The statement of significance notes that “the landmark status of the sign is enhanced by its prominent position on Richmond Hill and its high degree of visibility from both sides whether illuminated or not”.</p>
Other References	<p>The Pelaco Factory has been engrained in Richmond's social and economic life for seventy-five years. There are numerous web references to the sign.</p>
Landmark Significance	<p>The sky sign is of municipal significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ A visually prominent feature and the tallest structure in the immediate locality, silhouetted against the sky from all view points. ▪ It is socially important with its size and prominence symbolising the dominant role played by the Pelaco Company in Australia as a shirt manufacturer. ▪ It symbolises the social and economic importance of Richmond as an industrial suburb. ▪ It is of high historical and social significance as noted by its listing on the Victorian Heritage Register.
Current Policy & Controls	<p>The sign is currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site is zoned C1Z, which extends to the Bridge Road Activity Centre; no height controls apply.</p> <p>Surrounding sites to the east, west and south are within the Neighbourhood Residential Zone (NRZ1) which applies a mandatory 9m height control.</p> <p>No Design and Development Overlays apply.</p>



VIEW 1



VIEW 2

Views Assessment

There are numerous views of the Pelaco sign throughout the immediate neighbourhood. The sign is visible from public vantage points along Bridge Road, Church Street and Wellington Parade.

A previous VCAT case for 54-56 Bridge Road, Richmond considered the viewpoints from Bridge Road, Punt Road/Hoddle Street and Wellington Parade to be the most relevant for the purpose of the landmark policy.

PRIMARY VIEWS

View 1	Tram Stop 13 on Wellington Parade
Key Features	<p>The first prominent view of the sign when coming from the city.</p> <p>Clear silhouette of the sign, supporting structures and the building roof against a clear sky is afforded from this location. Some street lights and wires slightly obstruct view.</p>
Management Issues	<p>This viewpoint is outside City of Yarra, however these signs were meant to be visible from longer distances and are often oriented to be seen along main thoroughfares, from rail lines and sometimes from more distant suburbs.</p> <p>Land fronting Bridge Road between the sign and the viewing point is zoned C1Z and covered by heritage overlay. These sites could be developed in a manner that impedes the primary view and skyline silhouette.</p> <p>Land immediately to the east and west of the sign is zoned NRZ and could not be developed with higher scale form which might impede its foreground or skyline silhouette.</p> <p>Development within the foreground of the sign should be sited, designed and scaled to retain views to the face of the sign. Development within the background of the sign should avoid intruding into the 'clear sky' views visible between and through the sign lettering. All development should be designed, and finished with muted colours, so as not to compete with the visual prominence of the sign as the principal structure visible above the Bridge Road streetscape.</p>
View 2	North-west corner of intersection of Punt Road and Wellington Parade
Key Features	<p>Silhouette of the sign against the sky, no views of building roof. Some wires obstruct views.</p>
Management Issues	<p>This viewpoint is outside City of Yarra, however these signs were meant to be visible from longer distances and are often oriented to be seen along main thoroughfares, from rail lines and sometimes from more distant suburbs.</p> <p>Land fronting Bridge Road between the sign and the viewing point is zoned C1Z and covered by heritage overlay. These sites could be developed in a manner that impedes the primary view and skyline silhouette.</p> <p>Land immediately to the east and west of the sign is zoned NRZ and could not be developed with higher scale form which might impede its foreground or skyline silhouette.</p> <p>Development within the foreground of the sign should be sited, designed and scaled to retain views to the face of the sign. Development within the background of the sign should avoid intruding into the 'clear sky' views visible between and through the sign lettering. All development should be designed, and finished with muted colours, so as not to compete with the visual prominence of the sign as the principal structure visible above the Bridge Road streetscape.</p>

*Note: The above view lines include areas outside of The City of Yarra that are not controlled by the Local Planning Scheme.



VIEW 3



VIEW 4

View 3	South West corner Hodgson Terrace and Church Street
Key Features	Reflects the nature of oblique streetscape views, but are secondary as viewlines are from local streets. A clear view of the sign, its supporting structure and the building's roof is afforded from this location. The clear sky view between the sign and the roof is afforded.
Management Issues	<p>Land fronting Bridge Road between the sign and the viewing point is zoned C1Z and covered by heritage overlay. These sites could be developed in a manner that impedes the primary view and skyline silhouette</p> <p>Land immediately to the east and west of the sign is zoned NRZ and could not be developed with higher scale form which might impede its foreground or skyline silhouette.</p> <p>Development within the foreground of the sign should be sited, designed and scaled to retain views to the face of the sign. Development within the background of the sign should avoid intruding into the 'clear sky' views visible between and through the sign lettering. All development should be designed, and finished with muted colours, so as not to compete with the visual prominence of the sign as the principal structure visible above the Bridge Road streetscape.</p>

SECONDARY VIEWS

View 4	Lord Street and Abinger Street Intersection
Key Features	Reflects the nature of long distance views, but are secondary as viewlines are from local streets. A clear view of the sign, its supporting structure and the building's roof is afforded from this location. The clear sky view between the sign and the roof is afforded.
Management Issues	As above.



VINEGAR

*Skipping Girl Sign,
Abbotsford*

12 Skipping Girl Sign, Abbotsford

651 Victoria Street, Abbotsford

Description	Skipping Girl is an animated neon sign consisting of a flat painted silhouette background with neon highlighting and backless neon tube on steel support substructure that simulates the figure of a girl, known as 'Little Audrey', skipping over a skipping rope with painted letters spelling 'Vinegar' highlighted with neon at the base of the sign.
Setting	<p>The sign is located to the north of Victoria Street with east and west frontage. The sign sits atop a two storey warehouse type brick building. Immediately south of the sign is Victoria Gardens shopping centre which is a large 2-4 storey concrete structure. To the north of the sign is the Yarra River and its associated trail.</p> <p>Victoria Street is a major east-west link.</p> <p>Surrounding buildings are 2- 7 storey dwellings, offices and commercial buildings.</p> <p>Topography is flat in this area.</p>
Heritage Overlay	<p>There are two heritage overlays that affect the skipping girl, one for the sign itself and the other for the building it sits on. The two Heritage Overlays are:</p> <p>HO63 - Former Crusader Plate Building</p> <p>HO353 – Skipping girl sign</p>
Heritage Significance	<p>The Skipping Girl Sign is currently included in the Victorian Heritage Register (H2083).</p> <p>Comments in the VHD Statement of Significance are:</p> <p><i>“For the thirty-two years that the Skipping Girl sign stood above the vinegar factory it was regarded as a local landmark and a public outcry followed its removal. “The Skipping Girl Vinegar sign is of historical significance as one of an important collection of signs marking Victoria’s industrial heritage in Richmond.”</i></p>
Other References	<p>There are numerous references to the Skipping Girl sign. She has been referenced in artworks and music. Highly regarded news sites have also researched deeper into the “The woman behind Richmond’s Skipping Girl sign”. The sign is often included in lists of Melbourne landmarks and icons. The community response to the removal of the original sign is an indication of its social significance.</p>
Landmark Significance	<p>The animated sky sign is of metropolitan significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ These electric sky-signs were once a prominent feature of the Melbourne skyline and are diminishing in number. ▪ A popular landmark feature within the Richmond skyline, which is particularly prominent when viewed at night. ▪ It is of high historical and social significance as noted by its listing on the Victorian Heritage Register, and for its associations with the original sign, which is believed to be the first animated neon sign in Melbourne. ▪ It is noted in popular culture, and is often included in lists of Melbourne landmarks and icons.
Current Policy & Controls	<p>Currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site and adjoining sites to the east and west are zoned Commercial 1 Zone (C1Z); no height controls apply. To the west is the Priority Development Zone; heights are set out in an Incorporated Plan, which does not include a reference to the Skipping Girl Sign.</p> <p>Design and Development Overlay (DDO31 – Yarra River) applies and sets a discretionary height of 18m, but does not relate to the sign.</p>



VIEW 1



VIEW 2



VIEW 3

Views Assessment

The Skipping Girl neon advertising sky-sign is a prominent feature (particularly at night) of the Victoria Street thoroughfare.

As such, the sign has both long range and oblique streetscape Primary Views.

PRIMARY VIEWS

View 1	South-West Corner of Burnley and Victoria Street Intersection
Key Features	A clear view of the sign, supporting structure and building rooftop is afforded from this location, silhouetted against the sky. The clear sky view between the sign and the roof is afforded.
Management Issues	Land immediately to the east and west of the sign could potentially be developed with higher scale form which might impede its foreground or skyline silhouette. Development within the foreground of the sign should be sited, designed and scaled to retain views to the face of the sign. Development within the background of the sign should avoid intruding into the 'clear sky' views visible between and through the sign's skipping girl image in particular and lettering. Any development encroaching into the backdrop of the 'vinegar' word should be designed, and finished with muted colours, so as not to compete with the visual prominence of the sign.
View 2	Entry to the City of Yarra from East (Victoria Street footpath, south side)
Key Features	The sign can be viewed, partially silhouetted against the sky, with slight obstruction of street lights and wires. Recently approved development may impinge on views to the sign.
Management Issues	As above.
View 3	Intersection of Leslie Street and Victoria Street
Key Features	There are buildings in the background and street lights/wires obstruct the view.
Management Issues	As above.



VIEW 4



VIEW 5

SECONDARY VIEWS

View 4	Williams Reserve
Key Features	The sign is clearly visible from the seating area in Williams Reserve, and is silhouetted against the sky.
Management Issues	As above.
View 5	River Boulevard and Victoria Street Intersection
Key Features	A clear view of the sign is afforded from this location, silhouetted against the sky. However, there are some street lights and wires that obstruct the view.
Management Issues	As above.

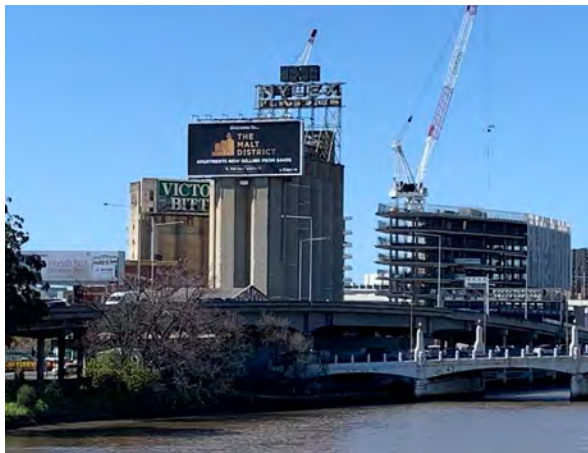


Nylex Sign, Gough Street, Cremorne

13 Nylex Sign, Cremorne

2 Gough Street, Cremorne

Description	Erected on top of the No2 Silos of the Richmond Maltings, the sign is a double sided sky-sign mounted on a cross braced frame of steel L-section angle, approximately 15m high. The sign itself consists of the words NYLEX PLASTICS and is crowned by an LED thermometer display/clock. The word NYLEX is formed by metal trough sans serif letters illuminated by single rows of light bulbs.
Setting	The silos are located on the northern bank of the Yarra River. The silos are an equivalent height of approximately 8 storeys. Surrounding buildings are commercial and industrial, between 1-6 storeys in height. The silo and the sign are the highest scale elements in the immediate area. Punt Road is a major north-south link and a key viewing corridor for the landmark. Topography is flat in this area.
Heritage Overlay	The Nylex sign is covered by its own heritage overlay, HO350 – Nylex sign/Richmond Maltings Site. It is registered under the VHD and its reference is H2049.
Heritage Significance	The Statement of Significance goes into detail around the historic value of the sign. The VHD report comments of the sign's landmark qualities and high social significance: <i>"The sign dominates the view along the major thoroughfares of Punt Road and Hoddle Streets and because of its location at the entrance to the South Eastern Freeway the Nylex sign is considered the unofficial gateway into Melbourne. The clock and temperature display is a constant point of reference for residents and motorists."</i> <i>"The Barrett Burston Richmond Maltings site is aesthetically and socially significant as a substantial Melbourne landmark. This collection of four brick malt houses dating from 1880, 1920, late 1939s and 1942 together with the 1952 and 1960s concrete silos present a distinctive industrial aesthetic, which has formed a significant part of the townscape of Richmond, the adjoining River Yarra and South Yarra, for many years."</i>
Other References	The concrete silos by reason of their height scale and bulk visually dominate the immediate townscape, and are also viewed over a wide distance in eastern Melbourne. Together with the Nylex sign, they have become a significant cultural iconic feature in the Melbourne landscape and psyche, as evidenced by their feature in the well known song "Leaps and Bounds" by Paul Kelly.
Landmark Significance	The sign is of metropolitan significance as a landmark as: <ul style="list-style-type: none"> ▪ A prominent landmark feature as the sign dominates the view along the major thoroughfares of Punt Road and at the entrance to the South Eastern Freeway. ▪ The clock and temperature display is a constant point of reference. ▪ It is one of a collection of signs marking Victoria's industrial heritage in Richmond. ▪ It is of high historical and social significance as noted by its listing on the Victorian Heritage Register. ▪ The silos and sign have iconic status in the popular culture of Melbourne.
Current Policy & Controls	Currently listed in Clause 22.03 Landmarks Policy. The site is zoned Comprehensive Development Zone (CDZ3) which allows development up to 33m. The 2015 Yarra River Strategy sets a 36m discretionary height limit and the Swan Street Structure Plan sets a height limit of up to 30m. Adjoining sites to the north and southeast are zoned Commercial 2 Zone (C2Z) – no height controls apply.



VIEW 1

Views Assessment

The Nylex Sign atop the malting silos is a prominent feature in the skyline of the Punt Road area and when travelling on the Monash Freeway/ Citylink, cycle tracks along the Yarra River and pedestrian routes.

The sign and clock are prominent from both long range and oblique streetscape views. Glimpses of the malting silos are also afforded from the surroundings.

With the new development on 2 Gough Street the prominence of the silos will be reduced from a number of viewpoints. Hence, the primary views identified include prominent views towards the Nylex sign and malting silos. The secondary views predominantly include views towards the Nylex sign with glimpses of the malting silos. As part of this proposal the silos will have a three storey circular extrusion, with the Nylex sign sited on top of it. Extrusion of the silos will therefore raise the height of the Nylex sign by approximately 9 metres.

PRIMARY VIEWS

View 1	Centre of Morell Bridge on its eastern footpath (City of Melbourne)
Key Features	Views to sign and silos could be obscured by new development immediately to the west of the silo site. The bridge is an important cycle and pedestrian thoroughfare as it connects the Botanical Gardens to Melbourne sports precinct and Richmond station.
Management Issues	Land immediately to the east, north and west of the sign could be developed with higher scale form which might impede its foreground or skyline silhouette. Clear sky behind the sign should be retained. Views of the supporting structures will be altered by approvals for development of the site.



VIEW 2



VIEW 3



VIEW 4



VIEW 5



VIEW 6

SECONDARY VIEWS

View 2	Monash Freeway (near Cubitt Street)
Key Features	Views to silos will be obstructed with new development on 2 Gough Street. Viewline to the sign will be retained.
Management Issues	As Above.
View 3	Swan Street and Punt Road Intersection
Key Features	Views to silos will be obstructed with new development on 2 Gough Street. The structure of the silos is partly obscured, but the sign and its supporting structure are visible against the sky. A clear sky view between the sign and the silos is afforded.
Management Issues	As Above.
View 4	Bridge Road and Punt Road Intersection
Key Features	Views to silos will be obstructed with new development on 2 Gough Street. Viewline to sign will be retained.
Management Issues	As Above.
View 5	Church Street and Balmain Street Intersection
Key Features	Views to silos will be obstructed with new development on 2 Gough Street. Viewline to sign will be retained.
Management Issues	As Above.
View 6	Main Yarra Trail (east)
Key Features	Views to silos will be obstructed with new development on 2 Gough Street. Viewline to sign will be retained.
Management Issues	As Above.

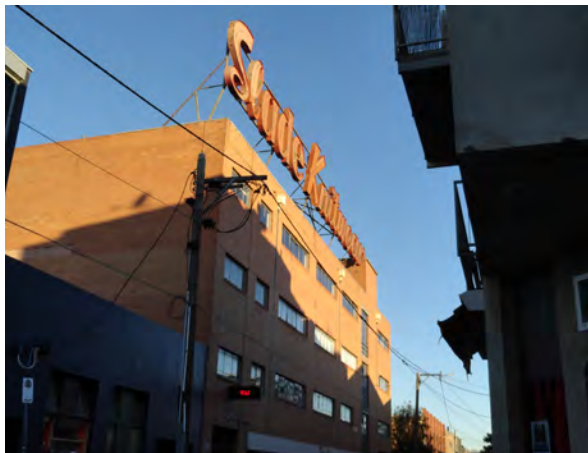
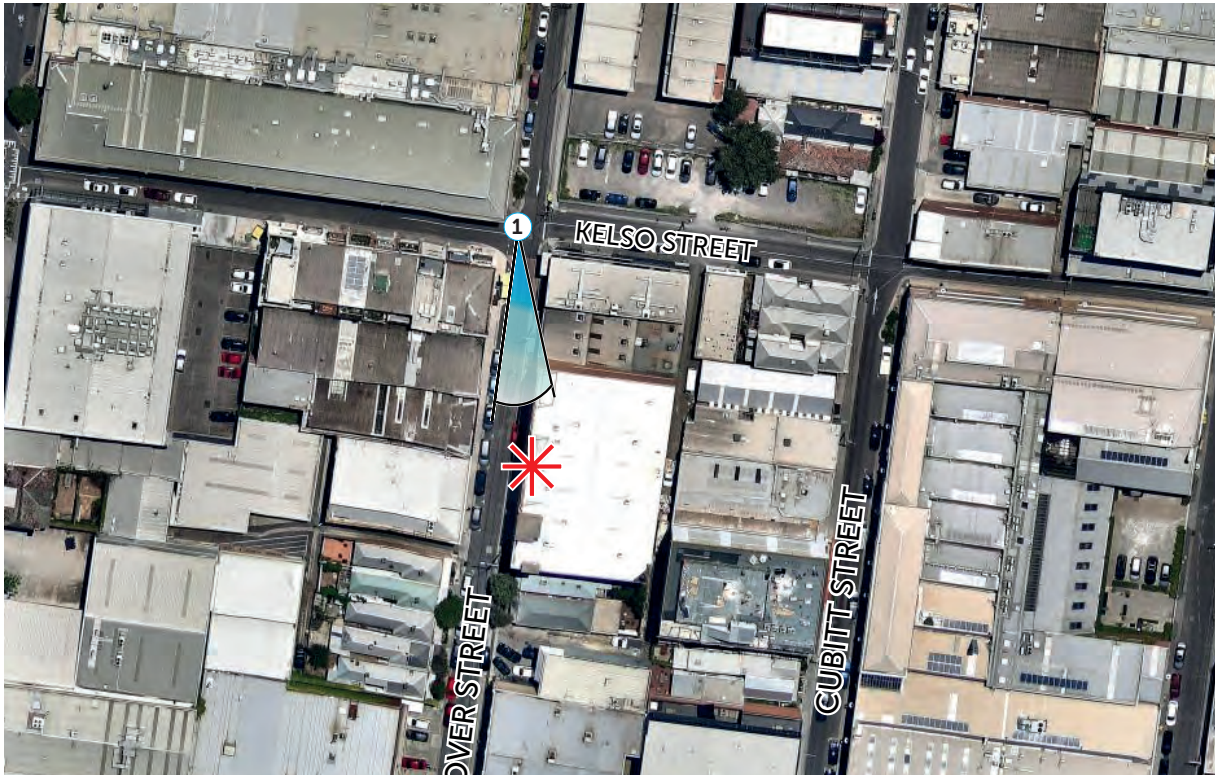


*Slade Knitwear Sign,
Cremorne*

14 Slade Knitwear Sign, Cremorne

105-115 Dover Street, Cremorne

Description	Erected atop a brick building, the sign with cut-out letters, is a single-sided neon sign that is braced with a steel frame and support structure.
Setting	<p>The sign is located on the eastern side of Dover Street and sits atop a four-storey brick commercial building. The sign is only visible within its immediate context.</p> <p>Dover Street is a local street.</p> <p>Surrounding buildings range from single-storey dwellings to 2-3-storey commercial buildings. Topography is flat in this area.</p>
Heritage Overlay	The Slade Knitwear sign is covered by its own heritage overlay, HO343. It is not registered in the VHD.
Heritage Significance	The Statement of Significance refers to the sign as a “striking structure” which is visible from great distances. The sign is also referenced as being “a part of the continuum of the historic skylines”, which marks out Yarra’s industrial base.
Other References	There are a number of web references, including fashion, design and heritage websites and blogs.
Landmark Significance	<p>The Slade Knitwear sign is of local significance as a landmark as:</p> <ul style="list-style-type: none"> ▪ A visually prominent feature within the local streetscape as a form of advertising. ▪ A local landmark feature within the industrial area of Cremorne. ▪ A part of the rare collection of neon sky signs in Richmond. ▪ It is of historical significance as noted by its listing on the Victorian Heritage Register.
Current Policy & Controls	<p>Currently listed in Clause 22.03 Landmarks Policy.</p> <p>The site is zoned Commercial 2 Zone (C2Z), as are adjoining sites to the north, east, south and west - no height controls apply.</p> <p>No Design and Development Overlays apply.</p>



VIEW 1

Views Assessment

Due to surrounding development and the nature of the local street network, the Slade Knitwear sign has a singular Neighbourhood View.

PRIMARY VIEWS

View 1	North West corner of intersection of Kelso and Dover Streets
Key Features	A short, oblique view of the sign, supporting structure and building rooftop is afforded from this location, silhouetted against the sky. The clear sky view between the sign and the roof is available. The sign is not visible except from this viewline.
Management Issues	<p>The site itself, or land immediately adjoining, could be developed with higher scale form which could impede its foreground or skyline silhouette.</p> <p>Clear sky behind the sign and its visual prominence should be retained, in any new development of the site or surrounding. Development within the background of the sign should avoid intruding into the 'clear sky' views visible between the roof and sign, and through the sign lettering. Development of the site or within the foreground of the sign should be sited, designed and scaled to retain views to the face of the sign. All development should be designed, and finished with muted colours, so as not to compete with the visual prominence of the sign from this viewpoint.</p>

**ETHOS
URBAN**