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MEMORANDUM OF HERITAGE ADVICE

TO Focus Group Investments, Jack De Lutiis, Executive Director, c/o SJB Architects, Nigel Morris FROM Adam Mornement and Oliver Goad

RE 64-70 Hanover Street, Fitzroy DATE 3 November 2025

Lovell Chen has been engaged by Focus Group Investments (FGI) to provide heritage advice in relation to a proposed multi-storey residential development at 64-70 Hanover Street, Fitzroy, which we respectfully acknowledge is located on Wurundjeri Country.

Planning approval for the proposed development is being sought via the Great Design Fast Track (GDFT) pathway, which is assessed by the Office of the Victorian Government Architect (OVGA) and the Department of Transport and Planning (DTP). The following heritage advice has been prepared for FGI to be lodged as part of GDFT application under Clause 53.25 of the Yarra Planning Scheme.

The proposed development is on a large site (2,378sqm) and includes two landholdings – 64-66 and 68-70 Hanover Street. The site is included in the South Fitzroy Precinct identified as HO334 in the Schedule to the Heritage Overlay of the Yarra Planning Scheme. However, the buildings on the site are identified as 'non-contributory' to the precinct in the City of Yarra Database of Heritage Significance Areas March 2021. Accordingly, the key heritage considerations are limited to the proposed interfaces, massing, articulation and setting responses to adjacent and proximal heritage assets within HO334 and HO331 (Brunswick Street Precinct).

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In reviewing the proposed development, the following documentation prepared by SJB Architects was assessed: Appendix 1 Architectural Documentation, 64-66 & 68 Hanover Street, Fitzroy, October 2025.

The site

The subject site is within an area of South Fitzroy that is distinguished by a mix of uses (residential and commercial) and building stock of varied age. Existing development is generally of one and two storeys. Immediately to the east of the site is Brunswick Street, which consists of one to three storey commercial buildings and taller residential buildings, notably the 20-storey Housing Commission Towers at Atherton Gardens (Figure 1). Nicholson Street and the Royal Exhibition Building and Carlton Gardens are located approximately 180 metres to the west.

The landholding at 64-70 Hanover Street is bound by Fitzroy Street, Hannover Street, Brunswick Place and a laneway with bluestone kerbs and pitching to the east. No. 4-6 Brunswick Place, a two-storey brick former motor garage and warehouse, is located at the south-east of the allotment but does not form part of the subject site. Located along the north and east boundaries of the site is a two-storey office building that consists of three-converted and refurbished former warehouse, factory and manufacturing buildings (Figure 2). These buildings retain their original saw-tooth and hip roof profile but otherwise present as 1980s office buildings with dark glazed facades. The elevation to the laneway to the east differs in presentation, retaining the return red brick walls of what was a former manufacturing building at 70 Hanover Street. A fenced carpark area is located to the south-west.

Referencing

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History and site evolution

The site evolved considerably over the nineteenth and twentieth centuries. Between the c. 1850s to the 1890s, it was progressively developed with single storey brick cottages and weatherboard houses with accompanying outbuildings and stables.¹

With the exception of a shop on the corner of Fitzroy and Hanover streets, the site evolved between the mid to late nineteenth century predominantly as a collection of residential buildings on allotments of varied size. Between the 1910s and the 1960s, the subject site evolved to serve a range of commercial uses, accommodating new factory and warehouse buildings that replaced earlier nineteenth century residential buildings (Figure 3).²

The whole of the subject site was redeveloped again between 1984-1987.³ This redevelopment included the demolition of the last residential building on the site: 194 Fitzroy Street (c. 1920-5) to make way for an expanded car parking area to the south-west and conversion of the former warehouse and factory buildings at 64-8 and 70 Hanover Street to a single office building.

Heritage controls and considerations

As above, the subject site is included in the South Fitzroy Precinct (HO334) but identified as 'non-contributory' to the precinct.

The precinct encompasses a substantial area bounded Nicholson Street, Victoria Parade, Alexandra Parade and Smith Street. Immediately to the east of the site is the Brunswick Street Precinct identified as HO311 in the Schedule to the Heritage Overlay of the Yarra Planning Scheme (Figure 4). There are several individually significant and contributory heritage buildings in both these precincts in proximity to the north, south and east of the subject site. To the south-west, on the corner of Little Hanover and Fitzroy streets, is the Christian Israelite Sanctuary and Israelite Hall, a place included in the Victorian Heritage Register (H0097).

The Statement of Significance for the South Fitzroy Precinct is included in *City of Yarra Review of Heritage Overlay Areas 2007 (Updated March 2013)*, prepared by Graeme Butler and Associates, a listed background document in the Yarra Planning Scheme.

The key points identified in the Statement of Significance for the South Fitzroy Precinct of relevance to the proposed works are summarised as follows:

- The precinct retains a substantially intact collection of predominately mid to late nineteenth and early twentieth century building stock, interspersed with well-preserved inter-war residential, commercial, retail and industrial buildings that contribute to the historical character of the area
- A number of early street, lane and allotment layouts retain original bluestone kerbs, paving and guttering
- The nineteenth century development and character of the South Fitzroy Precinct contributes to the broader setting and context of the Royal Exhibition Building

¹ 'Classified Advertising', *Argus*, 24 November 1919, p. 2'; *Sands & McDougall*, 1860, 1865, 1895, 1905; Hodgkinson Plan, 1853, VPRS 8168, Public Record Office Victoria; Melbourne Metropolitan Board of Works, MMBW 106:1 plan no. 28, c. 1897, State Library Victoria; Melbourne Metropolitan Board of Works, plan no. 1205, 1899, State Library Victoria.

² *Sands & McDougall*, 1910-1920; 'Fitzroy City Council', *Fitzroy City Press*, 3 November 1917, p. 2; 'Classified Advertising', *Argus*, 17 August 1918, p. 3; *Sands & McDougall Directories*, State Library Victoria, 1910-1940; MMBW Detail Plan No. 1204, progressively updated from 1897 base plan to 1950, VPRS 86002, P0004, Public Record Office Victoria.

³ Observing aerial photography between 1984-1987 from Australian Government Geoscience Australia, Australian Aerial Photography Collection.

- Views and vistas of the Royal Exhibition Building from within the South Fitzroy Precinct, including views to the dome from Gertrude Street are an important feature of the precinct⁴

Royal Exhibition Building and Carlton Gardens World Heritage Environs

Clause 15.03-1L-01 of the Yarra Planning Scheme applies to land within the Royal Exhibition Building and Carlton Gardens World Heritage Environs Area (WHEA, Figure 5).

The subject site is located immediately to the east of the WHEA but located just outside the '1 block of perimeter streets' within the WHEA. Accordingly, the proposed redevelopment is not constrained by the objectives and strategies of Clause 15.03-1L-01 and the relevant policy document: *World Heritage Environs Area Strategy Plan: Royal Exhibition Building and Carlton Gardens* (Department of Transport and Planning, August 2024) (further discussion below).

Proposal

The proposal is for demolition of all existing buildings at the subject site and the introduction of a new development of varied scale in response, in part, to the relative sensitivity of the interfaces to Hanover and Fitzroy streets, Brunswick Place and a laneway. The proposed redevelopment scheme includes a mix of apartments, townhouses, two levels of basement carparking, commercial tenancies and shared amenities.

The proposal introduces a four-storey rectangular red/tan stretcher bond brick volume to the Hanover Street frontage with an eight-storey volume set back and running the length of the western portion of the site. The eight-storey volume features clear glazed windows and beige/cream coloured applied render walls. The west portion of this four-storey volume on the corner of Fitzroy and Hanover streets is finished with brown/red mosaic tiles, dark red metal sheets and brass metal gates.

Extending along the length of the laneway to the rear of 4-6 Brunswick Place is a single storey frontage with light brown/peach concrete walls and dark red metal sheet doors, which then steps up to seven upper levels. The Fitzroy Street frontage includes the four-storey brown/red mosaic tiled finished volume and the three storey townhouses with exposed cream coloured concrete, stack bond cream bricks and dark red metal sheet clad balconies. These townhouses have frontages to both Brunswick Place and Fitzroy Street.

Access to the two-level basement carpark is provided by a ramp located off Brunswick Place in between the townhouses and 4-6 Brunswick Place. A series of walkways and courtyards connect the separate building volumes. On the upper levels there are rooftop gardens and terraces. The buildings fronting Fitzroy Street retain a generous setback that is landscaped to soften the building edge and expand the footpath width. The setback to the Hanover Street frontage aligns with the adjacent building at 149 Brunswick Street.

Comments on heritage impacts and considerations

Heritage policies, provisions and strategies

There are several applicable heritage strategies, policies and guidelines set out in the Yarra Planning Scheme that would typically be considered for a planning permit application submitted under Clause 43.01. Of particular relevance from a heritage perspective are the decision guidelines at Clause 43.01-8 and the provisions of Clause 15.03-1L.

Demolition of the buildings on the subject site does not raise any heritage issues given that the buildings are graded as non-contributory in the South Fitzroy Precinct.

Relevant points from the new development strategies in Clause 15.03-1L are reproduced below:

⁴ Graeme Butler and Associates, *City of Yarra Review of Heritage Overlay Areas 2007 (Updated March 2013)*, pp. 3-8.

New development, alterations or additions

Retain, conserve and enhance individually significant and contributory buildings as identified in the incorporated document in schedule to clause 72.04 'City of Yarra Database of Heritage Significant Areas.'

Promote development that is high quality and respectful in its design response by:

- Maintaining the heritage character of the existing building or streetscape.
- Respecting the scale and massing of the existing heritage building or streetscape.
- Retaining the pattern and grain of streetscapes in heritage places.
- Not visually dominating the existing heritage building or streetscape.
- Not detracting from or competing with the significant elements of the existing heritage building or streetscape.
- Maintaining the prominence of significant and contributory elements of the heritage place.
- Respecting the following elements of the heritage place:
 - Pattern, proportion and spacing of elements on an elevation
 - Orientation to the street
 - Setbacks
 - Street wall
 - Relationship between solid and void
 - Roof form
 - Chimneys
 - Verandahs and canopies
 - Materials
- Being visually recessive against the heritage fabric through:
 - Siting
 - Mass
 - Scale
 - Materials
 - Architectural detailing
 - Texture, colours and finishes

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Protecting and conserving the view of heritage places from the public realm (except from laneways, unless fabric visible from laneways is identified as being significant in the Statement of Significance for the place).

Maintain views to the front of an individually significant or contributory building or views to a secondary façade where the building has two street frontages by not:

- Building over the front of it
- Extending into the air space above the front of it
- Obscuring views of its principal façade/s

Retain or reinstate historic street and laneway fabric and infrastructure, including bluestone.

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority would typically be required to consider the following from Clause 43.01-8:

- Any applicable statement of significance (whether or not specified in the schedule to this overlay), heritage study and any applicable conservation policy.
- Whether the location, bulk, form or appearance of the proposed building will adversely affect the significance of the heritage place.
- Whether the location, bulk, form and appearance of the proposed building is in keeping with the character and appearance of adjacent buildings and the heritage place.

Assessment

In the context of the fine-grain heritage setting the proposed development at 64-70 Hanover Street is large, in terms of its height and footprint. As such, managing the perception of scale and responding appropriately to the varied heritage interfaces were key considerations in the development of the design response.

The frontages to Hanover and Fitzroy streets are observed as having a greater level of heritage sensitivity as compared to Brunswick Place and the laneway at the east. The massing of the development, judicious use of setbacks (notably to Hanover Street), concentration of height at the east of the site and location of the ramp seek to respond to these conditions and mitigate the potential for visual dominance. Variance in articulation, particularly to Hanover and Fitzroy streets further supports this ambition, and is consistent with the mixed development, including apartments, townhouses and commercial tenancies.

The proposed interfaces with the proposed 4-6 Brunswick Place, a contributor place in the South Fitzroy Precinct, have been carefully considered in the proposal (Figure 6). The location of the ramp to the west, means that no buildings abut or impacts views towards the west elevation of this building. The stepped arrangement applied to the boundary walls extending along the laneway also soften the transition of levels between 4-6 Brunswick Place and the proposed multi-storey apartments behind (Figure 7).

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The materials and finishes palette references the mixed materiality evident within the South Fitzroy Precinct. It is noted that the beige/cream coloured render proposed at the east of the development references the render applied to the terrace at 59-63 Hanover Street immediately to the north, and the red/tan stretcher bond brickwork and dark red metal finishes align with a prevailing material and colour palette evident generally within the heritage precinct.

The development will clearly be prominent when looking east along Hanover Street – this is a view, however, that already features the high-rise public housing towers (Atherton Gardens) as a backdrop (refer back to Figure 1). In views looking west from Brunswick Street the upper levels of the development will be visible as a backdrop to the Brunswick Street Precinct (HO311). Views of the Christian Israelite Sanctuary and Israelite Hall looking south-west from Fitzroy Street will be maintained with an appropriate setback provided along the Fitzroy Street frontage (Figure 8). As related to views towards the Royal Exhibition Building, the dome is not visible from Brunswick Street or looking west along Hanover Street from the subject site (refer back to Figure 2).

It is noted that the proposal also aligns with broader strategies in the Yarra Planning Scheme. For example, Clause 02.01-6 acknowledges that ‘apartment living is becoming more common in Yarra, to a range of households including singles, couples, families and share households. It will become the predominant form of housing over the next 15

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years;⁵ and Clause 2.02, which notes that, 'High quality urban design will respect the city's heritage and built form character, provide new public and open spaces, and improved connections for walking and cycling.'⁶

In summary, the proposed development broadly aligns with the relevant heritage provisions, strategies and visions in the Yarra Planning Scheme that are applicable to new development in heritage precincts.

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⁵ Clause 02.01-6, Yarra Planning Scheme, accessed 27 October 2025, <https://planning-schemes.app.planning.vic.gov.au/Yarra/ordinance/02.01-6>.

⁶ Clause 02.02, Yarra Planning Scheme, accessed 27 October 2025, <https://planning-schemes.app.planning.vic.gov.au/Yarra/ordinance/02.02>.



Figure 1 View of subject site, looking south-east from corner of Fitzroy and Hannover streets; note Atherton Gardens towers in the background

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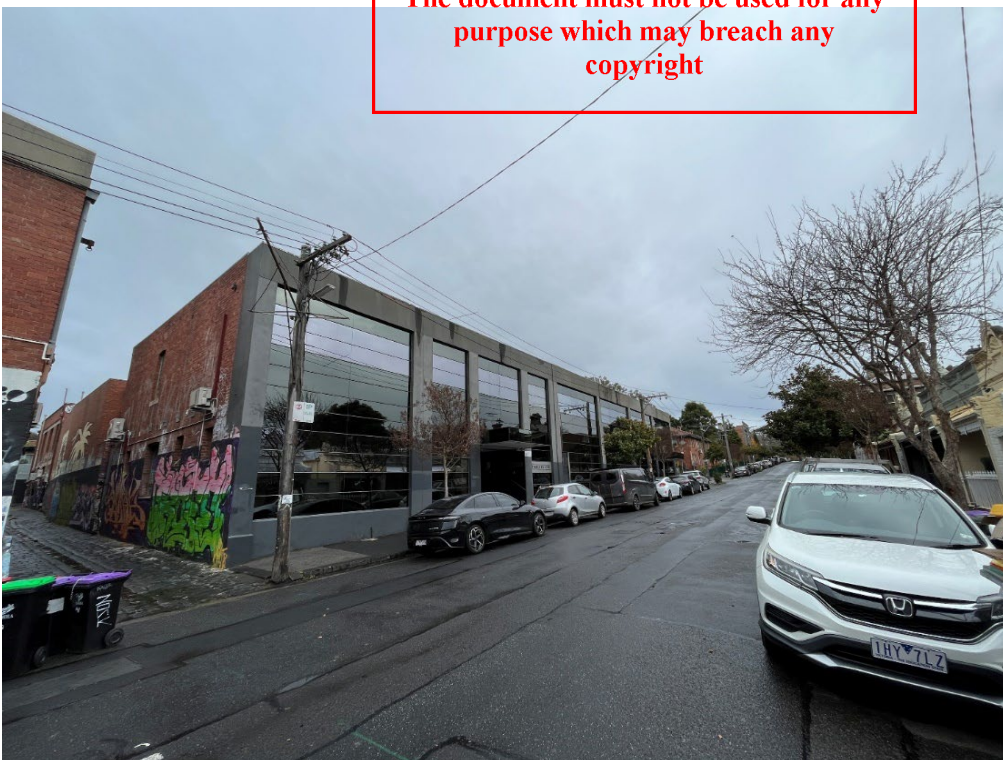


Figure 2 View of subject site, looking south-west from Hanover Street showing the laneway extending to 4-6 Brunswick Place

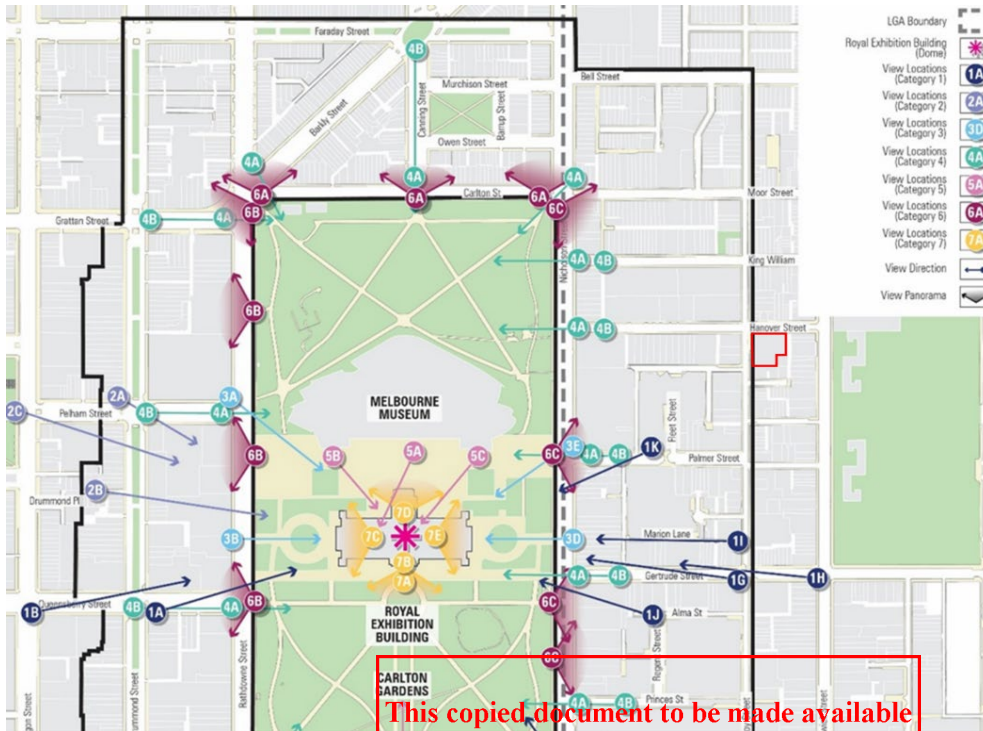


Figure 5 Detail of World Heritage Environs Area (WHEA) showing subject site indicated immediately outside the WHEA
 Source: 'Map 1 – WHEA Including View Locations', Clause 45.108-1, Y

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Figure 6 Contributory graded building at 4-6 Brunswick Place, showing existing frontage to the laneway (east elevation)

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Figure 7 East elevation showing the proposed stepped frontage (boundary walls) extending along the laneway
Source: 'Drawing No. SD05-11', Appendix 1 Architectural Documentation, 64-66 & 68 Hanover Street, Fitzroy, October 2025



Figure 8 Context elevation drawing showing presentation to Hanover Street and setback to Fitzroy Street retaining views towards the Christian Israelite Sanctuary and Israelite Hall
Source: 'Drawing No. SD05-02', Appendix 1 Architectural Documentation, 64-66 & 68 Hanover Street, Fitzroy, October 2025