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RICHMOND CLUB HOTEL

94-100, Swan Street Richmond  
Town Planning Report

## URBIS STAFF RESPONSIBLE FOR THIS REPORT

Director	Phil Gleeson
Senior Consultant	Bryn Greenhalgh
Project Code	P0057690
Report Number	03 – RFI Response

## SUBMISSION DOCUMENTS

This report is to be read in conjunction with:

- DFP Eligibility Confirmation Letter issued by DFP, dated 13 February 2026.
- Certificates of Titles pertaining to the subject properties
- Metropolitan Planning Levy Certificate MPLCERT002661 pertaining to the site
- Architectural plans prepared by Studio Y Architecture, Revision 04 dated 29 April 2026.
- Heritage Impact Statement prepared by Urbis, Version 02, dated 27 April 2026.
- Landscape Concept Plan prepared by Australian Venue Co, dated 28 May 2025.
- Economic Benefits Assessment prepared by Urbis, dated August 2025
- Traffic Impact Assessment prepared by One Mile Grid, dated 17 February 2026.
- Waste Management Plan prepared by One Mile Grid, dated 28 April 2026.
- Sustainability Management Plan prepared by Frater Consulting, Rev 3 dated 23 April 2026
- Acoustic Report prepared by Enfield Acoustics, dated 10 April 2026.

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## Appendix A Yarra Planning Scheme

# EXECUTIVE SUMMARY

This report has been prepared on behalf of Australian Venue Co. Ltd (the client) in support of a Planning Permit application to expand the existing Richmond Club Hotel venue, located at 100 Swan Street Cremorne. The proposal will undertake works to expand the venue into the three adjacent buildings at 94-98 Swan Street.

The application is being made via the Clause 53.22 application pathway within the Yarra Planning Scheme, pertaining to Significant Economic Development. In this instance, this application is made to the Minister for Planning, care of the Development Facilitation Program.

We note that while the proposal is associated with a licensed venue, as a result of Planning Amendment VC286, Clause 52.27 has been deleted from the planning scheme and therefore a planning permit is no longer required relating to the sale and consumption of liquor at a venue.

The Richmond Club Hotel has been a mainstay food and drink venue to Richmond for over 165 years, originally established in 1859. Since then, the venue has been in constant operation and has serviced many patrons. This proposal now seeks to continue building on the Richmond Club Hotel's vetted reputation through an opportunity to expand the venue into the three adjacent tenancies, at 94-98 Swan Street.

The proposed application will carry out a refreshed internal fit out to the buildings, with associated buildings and works to the rear of the venue to provide a coherent and contiguous venue. The proposal will assist in creating a new food and beverage precinct in the heart of Richmond, building on the strength of the Swan Street core entertainment precinct. Once complete, it will reinforce the Major Activity Centre as a destination area, making a significant contribution to the local economy.

# YARRA PLANNING SCHEME

The site is affected by the following planning controls and permissions:

CONTROLS/PROVISIONS	PERMISSIONS
Commercial 1 Zone (Clause 34.01)	<ul style="list-style-type: none"> <li>To construct a building or construct or carry out works</li> </ul>
Heritage Overlay HO335 (Clause 43.01)	<ul style="list-style-type: none"> <li>To demolish or remove a building.</li> <li>To construct a building or construct or carry out works.</li> <li>Externally alter a building by structural work, rendering, sandblasting or in any other way.</li> <li>To construct or display a sign.</li> <li>To externally paint a building where external paint controls apply</li> </ul>
Design and Development Overlay – Schedule 26 (Clause 43.02)	<ul style="list-style-type: none"> <li>To construct a building or construct or carry out works</li> </ul>
Signs (Clause 52.05)	<ul style="list-style-type: none"> <li>To construct or display a Section 2 sign.</li> </ul>
Bicycle Facilities (Clause 52.34)	<ul style="list-style-type: none"> <li>To vary, reduce, or waive any requirement of Clause 52.34-5 and Clause 52.34-6</li> </ul>

Table 1 – Applicable Controls and Permissions

## ASSESSMENT SUMMARY

Overall, this report demonstrates that the proposal is an acceptable and appropriate outcome for the site for the following reasons:

- ✓ The proposal aligns with the statutory and strategic frameworks of the Yarra Planning Scheme, ensuring compliance with local and state planning policies.
- ✓ The expansion of the Richmond Club Hotel will significantly contribute to the state and local economy, reinforcing Swan Street as a vibrant entertainment precinct and creating employment opportunities.
- ✓ The design respects and enhances the heritage significance of the site, maintaining the character of the Swan Street precinct.
- ✓ The development will incorporate appropriate acoustic mitigation measures to ensure compliance with EPA regulations and the Noise Protocol.
- ✓ The project promotes sustainable development practices, achieving high standards in environmental performance and stormwater management.
- ✓ The proposal supports the night-time economy and provides a high-quality hospitality offering, enhancing the social and cultural fabric of Richmond.



# 1. SITE CONTEXT

## 1.1. SUBJECT SITE

Key details of the site are as follows:

CATEGORY	DESCRIPTION
<b>Existing Conditions</b>	The site comprises four separate lots across 94, 96, 98, and 100 Swan Street, Richmond.
<b>Location</b>	Site is located toward the western end of the Swan Street activity centre, adjacent the intersection of Lennox St and Swan St.
<b>Area</b>	Consolidated area of 857m <sup>2</sup> .
<b>Frontages</b>	<ul style="list-style-type: none"><li>▪ 28 metres to Swan Street</li><li>▪ 20 metres to Cubitt Street laneway</li><li>▪ 19 metres to southern right of way.</li></ul>
<b>Title</b>	Four separate parcels of land including: <ul style="list-style-type: none"><li>▪ Lot 1 on Title Plan 868241W (94 Swan St)</li><li>▪ Lot 1 on Title Plan 836640M (96 Swan St)</li><li>▪ Lot 1 on Title Plan 868360N (98 Swan St)</li><li>▪ Lot 1 on Title Plan 839790A (100 Swan St)</li></ul>
<b>Vehicle Access</b>	Loading access provided to the western frontage, and the Cubitt Street northern laneway.

Table 2 – Details of Subject Site



## 1.2. IMMEDIATE SURROUNDS

### North

The subject site has a northern interface to Swan Street. Swan Street is a major transport route running through the suburbs of Richmond, past the Melbourne Park and Olympic Park precincts, Cremorne and Burnley.

On-street car parking is located along the frontage (although a clearway on weekday mornings) and the tram services operates along Swan Street. Several commercial tenancies exist opposite the site on the northern side to Swan Street, generally characterised by two-storey built form.

Lennox Street is almost directly adjacent the site to the north, which extends north from Swan Street and accommodates commercial and residential tenancies.



Picture 1 – Northern Interface  
Source: Urbis 2025

### East

The site abuts No. 104 Swan Street to the east, which accommodates a single-storey commercial building occupied by a food and drinks premises. Further east, there are a range of retail and commercial uses, generally characterised by single and double storey buildings.

The Swan Street precinct is impacted by Heritage Overlay HO335 and is improved by a number of heritage character buildings. Notably, the former Dimmays Stores building is located at 160 Swan Street, which has been redeveloped as a Coles supermarket at ground floor, with residential apartments above.



Picture 2 – Eastern Interface  
Source: Urbis, 2025

## South

To the south, the site abuts a public Council laneway, approximately 3 metres in width. Immediately adjacent the laneway is the Metro Trains Melbourne railway line, which services Richmond and East-Richmond Station, several metropolitan train services and the VLine. Below the railway is the Burnley Tunnel which forms part of the Citylink (Toll Road).

South of the train line is the Cremorne major employment precinct, located in the Commercial 2 Zone. A pocket of Neighbourhood residential land exists approximately 100 metres south-east.



Picture 3 – Southern Interface  
Source: Urbis, 2025

## West

Immediately west of the site is the northern terminus of Cubitt Street. Its connection to the main southern portion of Cubitt Street was severed and has not been in service for a number of years. Accordingly, the road serves largely as a service laneway for the subject site properties.

Adjacent the laneway is 'The Posty,' a heritage listed restaurant and bar (HO357), also managed by Australian Venue Co. Further west is a continuation of the Swan Street precinct, the Richmond Train Station, and the Melbourne Olympic Park and sports precinct.



Picture 4 – Western Interface  
Source: Urbis, 2025

### 1.3. SURROUNDING CONTEXT

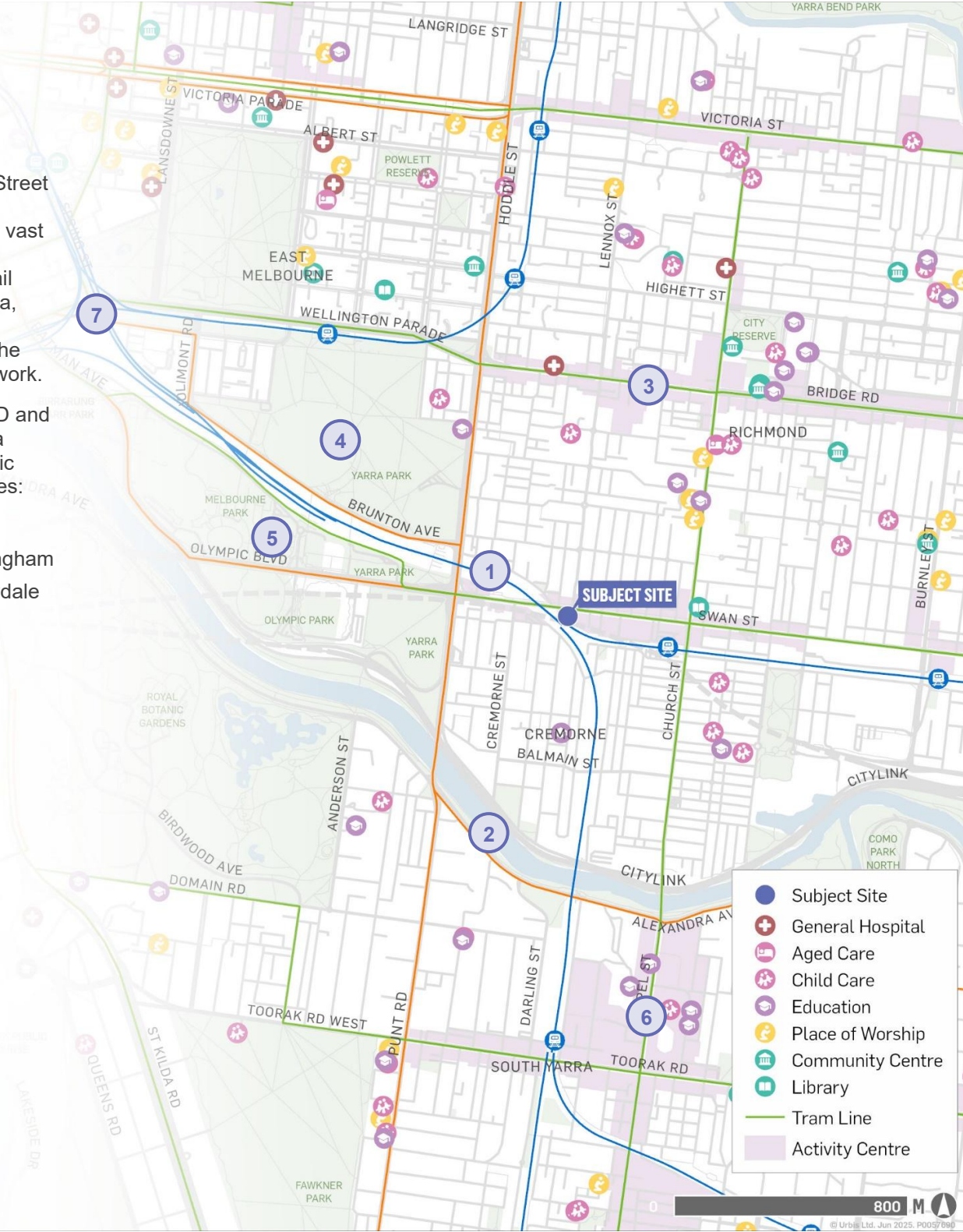
The subject site is located within the heart of Richmond, and the Swan Street Major Activity Centre and core entertainment precinct. The majority of surrounding land uses are commercial, and entertainment based, with a vast array of food and drink premises and retail tenancies. The Swan Street precinct is characterised by heritage character buildings, historically retail based. Immediately north of the Swan street precinct is a residential area, consisting of heritage character rowhouses, and new apartment developments. A mixed-use zone is present immediately north-west of the subject site, which will be the subject of future strategic redevelopment work.

More broadly, the site is located in close proximity to the Melbourne CBD and has convenient access to the surrounding Metropolitan Area, including a range of major activity centres. The site has excellent availability of public transport services within walking distance, including the following services:

- Train Lines
  - (Richmond Station): Cranbourne/Pakenham, Frankston, Sandringham
  - (East Richmond Station): Alamein/Belgrave, Glen Waverley, Lilydale
- Tram
  - (Swan Street): Route 70
  - (Church Street): Route 78
- Bus (Punt Road): Route 246

Nearby community facilities include:

- 1 Richmond Station, approx. 200m west.
- 2 Yarra River, approx. 750m south
- 3 Bridge Road Major Activity Centre, approx. 800m north
- 4 Melbourne Cricket Ground and Yarra Park, approx. 900m west
- 5 Melbourne Olympic Park, approx. 900m west
- 6 South Yarra Major Activity Centre, approx. 1.5km south-east
- 7 Melbourne CBD, approx. 2.2km west



## 2. PROPOSAL

### 2.1. OVERVIEW OF PROPOSAL

The proposed development will carry out a generational hospitality project in the Swan Street Activity Centre, to reinforce the precinct's reputation as a destination venue for food and drink. The proposed development seeks to grow the existing Richmond Club Hotel venue into the three western adjacent tenancies at 94-98 Swan Street, creating a complete food beverage, and entertainment offering.

The proposed development will seek to undertake buildings and works to expand the four buildings into a singular venue, demolishing a large majority of the rear internal walls, and existing non-heritage fabric. Restorative buildings and works will also be undertaken to the front facades, to remove non-heritage building fabric, thereby returning the shop fronts back to their heritage character appearance. Each of the front facades will be painted white, for a consistent appearance.

The development proposes an expanded gross floor area of 1,750 square metres across the venue. The development seeks to construct additional built form to the rear of the venue, with a proposed nil setback to the adjacent VicTrack land (100 Swan Street), and the southern right of way (94-98 Swan Street).

Acknowledging the subject site is improved with existing built form, the development proposes zero car parking on-site, instead leveraging the site's excellent access to public transport, and proximity to the CBD. The development will achieve a 50% BESS score.

The internal layout of the Richmond Club Hotel will remain largely consistent with the existing conditions, with connections to be made through parti-wall to the remainder of the venue. A new central bar area will be constructed in the old 96 Swan Street envelope, with a seated public bar surrounding and complementary outdoor beer garden, complete with a stage and kids play area. The venue's second and third floors will include additional internal and external dining area, a rooftop bar, and karaoke rooms on the first floor.

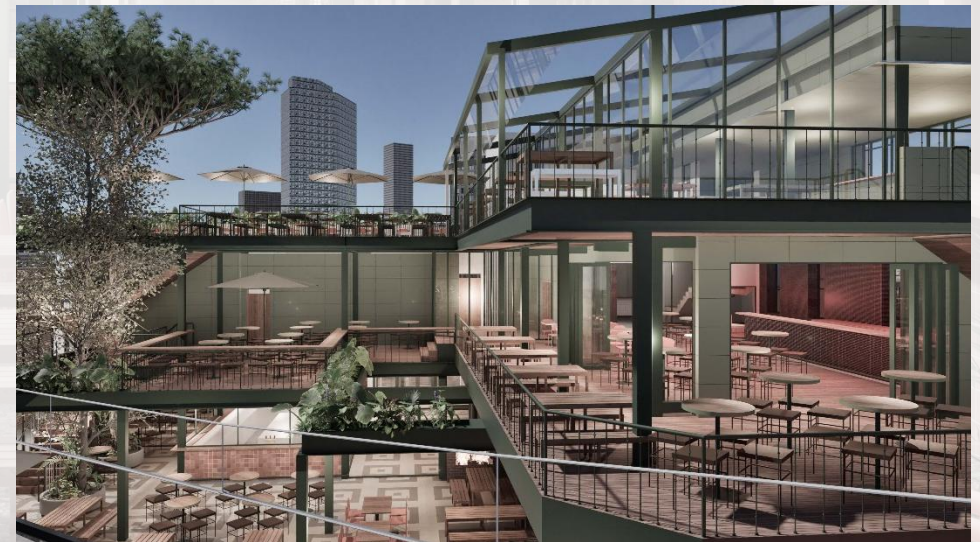
The works proposed to the venue will meld the internal and external areas together, with much of the extension consisting bare structural elements making the spaces as partially external. The proposed development outcome is reflected below in **Figure 1**.

The restoration and buildings and works have been designed in coordination with heritage consultants, who are satisfied that the development will present an appropriate heritage response and will maintain the significance of heritage components visible from the street and oblique angles.

Subtle and considered landscaping will be dispersed throughout the venue in the form of potted plants, and fixed planter boxes to soften the space.

While the proposal is associated with a licensed venue, as a result of Planning Amendment VC286 a planning permit is no longer required relating to the sale and consumption of liquor at a venue.

Figure 1 - Oblique Render View of proposed development



Source: Studio Y, 2025

## 2.2. SIGNIFICANT ECONOMIC DEVELOPMENT PATHWAY

Clause 72.01 of the Yarra Planning Scheme has the effect of making the Minister for Planning the Responsible Authority for applications eligible for assessment under the Clause 53.22 pathway. The Clause 53.22 pathway offers eligible applications a specialised assessment pathway aimed at facilitating the development of projects that will make a significant contribution toward Victoria's economy and provide substantial public benefit including jobs for Victorians.

To be eligible for assessment under this pathway, the development must meet the following requirements:

- *The use must be specified in Table 2 and the condition corresponding to that use must be met.*
- *Must have written advice from the Chief Executive Officer, Invest Victoria confirming the likely financial feasibility of the proposal.*
- **(Corresponding condition from Table 2)** *The estimated cost of development must be at least:*
  - \$10 million if any part of the land is in metropolitan Melbourne; or
  - \$5 million if the land is not in metropolitan Melbourne.

In this respect, we confirm the development has addressed the requirements of Clause 53.22, acknowledging the eligibility confirmation letter issued by DTP on 13 February 2026, and noting the following:

- 1 The proposed 'Hotel' land use is included within Table 2 of Clause 53.22, nested within 'Food and Drink Premises'.
- 2 The quantity surveyors report prepared for this application estimates a development for this proposal of \$12.015 million and above the required threshold.
- 3 Information demonstrating the likely feasibility of the proposal has been provided to the satisfaction of the Minister for Planning, including written advice from the Chief Executive Officer (or delegate) of Invest Victoria.

## 2.3. SIGNAGE

Along with the proposed buildings and works, a suite of complementary business identification signage is proposed to replace and refresh existing signage at the subject site. In keeping with the buildings individually significant listing, the building at 100 Swan Street will maintain the majority of existing sign types and dimensions. Signage at 94 to 98 Swan Street will be replaced and updated with new signage to reflect the Richmond Club Hotel branding.

Broadly, the proposed signage suite will present a light touch, respective of the heritage site and will propose material consistent with the original historical location and typology. The signage will be understated and will assist in providing vital business identification to the venue.

The signage as proposed by the Studio Y architectural package has been depicted in the below Table 3.

Table 3 - Proposed Signage Suite

SIGN REF	DETAILS	DIMENSIONS	YARRA PLANNING SCHEME TERM	PERMIT REQUIRED Y/N
1	<p>2 x internally illuminated business identification signs displaying basic type-font and the venue's name "Richmond Club Hotel".</p> <p>Lettering to be black acrylic, individually cut letters with halo lighting.</p> <p>One sign will be affixed to the top of the existing parapet at 100 Swan Street, replacing existing signage. One sign will be affixed to the façade wall above the venue's entry doors</p>	<p>3.47m (w) x 0.21m (h) each</p> <p>0.73sqm each.</p> <p>1.46sqm total</p>	<ul style="list-style-type: none"> <li>Internally illuminated sign</li> <li>Business Identification Sign</li> </ul>	<p>Yes</p> <p>CI 52.05</p> <p>CI 43.01</p>
2	<p>3 x internally illuminated, business identification blade signs to be installed along the Swan Street frontage as below. Two signs will display 'Richmond Club Hotel' venue branding, and one sign to have 'Beer Garden' wording. All signs will have an underside clearance of approximately 3.2 metres.</p> <ul style="list-style-type: none"> <li>1 x sign located in the position of the existing Richmond Club Hotel blade sign above the eastern entry door to 100 Swan Street.</li> <li>1 x sign proposed to be located adjacent the main entry door at 98 Swan Street.</li> <li>1 x sign located in the position of the existing 'Bulmers Cider' blade sign to the western extremity of 94 Swan Street. Dimensions amended for consistency with other blade signage.</li> </ul>	<p>0.63m (w) x 0.84m (h) x 0.15m (d) each</p> <p>0.53sqm each</p> <p>1.59m total</p>	<ul style="list-style-type: none"> <li>Internally illuminated sign</li> <li>Business Identification Sign</li> </ul>	<p>Yes</p> <p>CI 52.05</p> <p>CI 43.01</p>
3	<p>1 x non-illuminated direction sign, hand painted above the main entry door to the amalgamated venue at 98 Swan Street.</p> <p>Signage will read 'Through to Public Bar' and will be gold hand painted, consistent with the provided precedent imagery.</p>	<p>1.6m (w) x 0.825m (h)</p> <p>1.32sqm</p>	<ul style="list-style-type: none"> <li>Business Identification Sign</li> </ul>	<p>Yes</p> <p>CI 43.01</p>
4	<p>Existing double-sided sign replaced with a smaller version of the existing sign. Signage will show the Carlton Draught logo and will maintain a consistent location with the existing conditions.</p>	<p>0.4 metre radius</p> <p>0.5 sqm</p>	<ul style="list-style-type: none"> <li>Internally Illuminated Sign</li> <li>Promotion Sign</li> </ul>	<p>No.</p> <p>Existing sign.</p> <p>CI52.05-5</p>

5	<p>1 x non-illuminated business identification sign, hand painted above the main door to the 100 Swan Street building.</p> <p>Signage will replace existing business identification signage in the location, will read 'Richmond Club Hotel, and will be gold hand painted.</p>	<p>1.47m (w) x 0.1m (h)</p> <p>0.147sqm</p>	<ul style="list-style-type: none"> <li>▪ Business identification sign</li> </ul>	<p>Yes</p> <p>CI 43.01</p>
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# 3. YARRA PLANNING SCHEME

A detailed overview of the relevant planning controls and policies is provided in **Appendix A**. A summary of the key controls and policies is provided below.

## 3.1. ZONING

The site is located in the Commercial 1 Zone (**C1Z**). The provisions of the C1Z are at Clause 34.01 of the planning scheme. The zone's purpose is to:

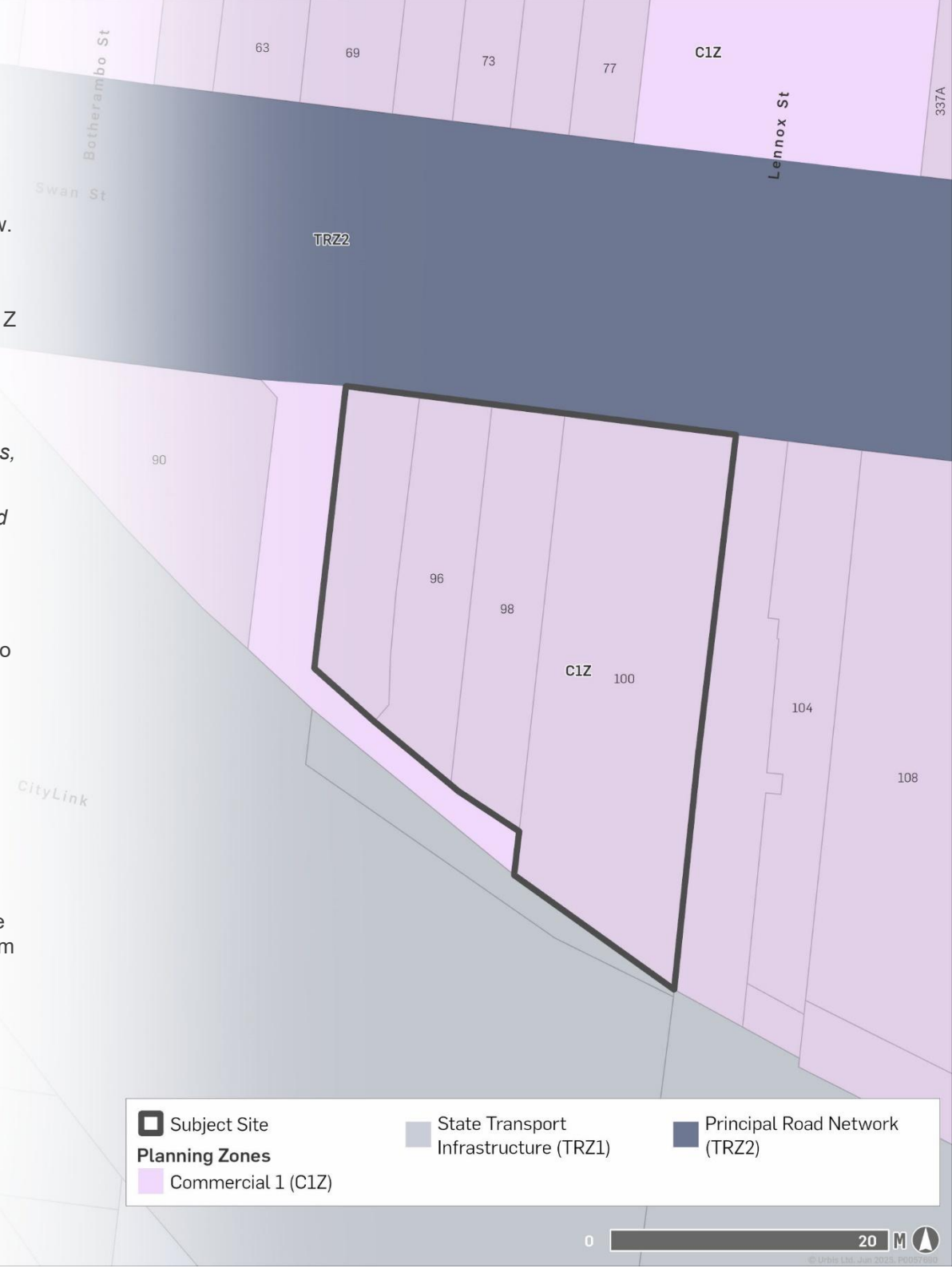
- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.
- To provide for residential uses at densities complementary to the role and scale of the commercial centre.

Pursuant to Clause 34.01-4, a permit is required to construct a building or construct or carry out works.

The property at 100 Swan Street benefits from Existing Use Rights, relating to the 'Hotel' land use. Notwithstanding, and as applicable to the properties at 94-98 Swan Street, a 'Hotel' is an as of right use within the C1Z and the proposal does not require a permit for land use.

In reference to the sign requirements at Clause 52.05, the C1Z is subject to Category 1 signage requirements. Specifically, a permit is required for:

- Business Identification Signage & Promotion Signage if the total display area exceeds 8 square metres, except for signage not exceeding 1.5 square metres that is less than 3.7m above pavement level.
- Internally Illuminated Signage if the total display area exceeds 1.5 square metres, is more than 3.7m above pavement level, or is less than 30m from a residential zone or traffic lights.



Subject Site	State Transport Infrastructure (TRZ1)	Principal Road Network (TRZ2)
Commercial 1 (C1Z)		

## 3.2. OVERLAYS

### Clause 43.01 – Heritage Overlay

The Heritage Overlay – Schedule (**HO335**, 'Swan Street Precinct') affects the entire site.

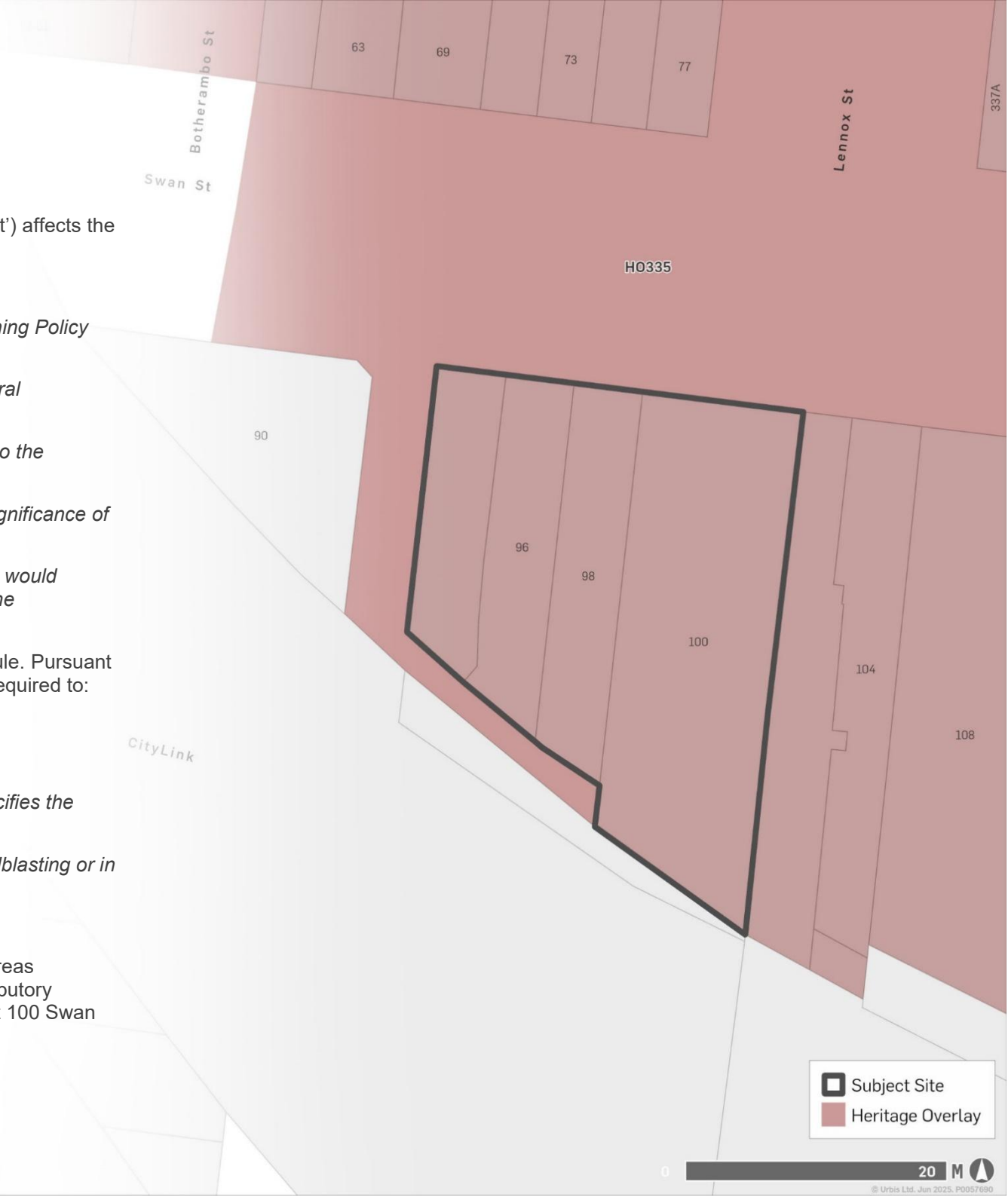
The overlay's purpose is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To conserve and enhance heritage places of natural or cultural significance.*
- *To conserve and enhance those elements which contribute to the significance of heritage places.*
- *To ensure that development does not adversely affect the significance of heritage places.*
- *To conserve specified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.*

The provisions of the HO335 are at Clause 43.01 and its Schedule. Pursuant to Clause 43.01-1 and Section 2.0 of the Schedule, a permit is required to:

- *Demolish or remove a building.*
- *Construct a building or carry out works.*
- *Externally paint a building if the schedule to this overlay specifies the heritage place as one where external paint controls apply.*
- *Externally alter a building by structural work, rendering, sandblasting or in any other way.*
- *Construct or display a sign.*

Pursuant to the City of Yarra Database of Heritage Significant Areas (September 2023), the buildings at 94-98 are identified as contributory heritage buildings. The Richmond Club Hotel building, located at 100 Swan Street, is listed as an individually significant building.



Subject Site  
Heritage Overlay

## Clause 43.02 – Design and Development Overlay

The Design and Development Overlay – Schedule 26 (DDO26, 'Swan Street Activity Centre – Precinct 2 Swan Street Retail Centre') affects the entire site. The provisions of the DDO26 are at Clause 43.02 and its Schedule 26.

The relevant design objectives at Schedule 26 are:

- *To ensure development maintains the prominence of the heritage street wall and respects the architectural form and qualities of heritage buildings and the heritage streetscapes.*
- *To ensure development, on the south side of Swan Street, maintains the Dimmeys Tower as the prominent landmark in the streetscape when viewed from the northern footpath of Swan Street east of the rail bridge and west of Church Street.*
- *To support a new mid-rise scale built form character with lower built form at the interfaces with streets and the adjoining low-rise residential areas that supports the fine grain, compact retail and entertainment focus of the precinct.*
- *To ensure development enhances the pedestrian experience through improved activation at ground floor and promoting a sense of enclosure and continuity in built form along Swan Street, Church Street, side streets and laneways.*
- *To ensure taller development on the south side of Swan Street, close to the railway line, is designed and spaced to contribute to a varied skyline and provides street walls that create a stronger sense of enclosure to the streets.*

Pursuant to Clause 43.02-2, a permit is required to construct a building or construct or carry out works.

Any permitted buildings and works must be constructed in accordance with the setback, height, plot ratio and landscaping requirements set out in Schedule 26 and summarised in Table 4.



- ▣ Subject Site
- Design and Development Overlay

Table 4. A table summarising the relevant design requirements set out in the Design and Development Overlay - Schedule 26.

Design element		Mandatory requirement	Preferred (discretionary) requirement
<b>Maximum height of building</b>		18m	<i>None specified</i>
<b>Swan Street (north) Interface D</b>	Street wall height	11m maximum 8m minimum	Match the parapet height of the taller adjoining heritage building, for a minimum length of 6m from the heritage building
	Street wall setback	0m	<i>None specified</i>
	Upper level setback	10m minimum for development up to 21m	<i>None specified</i>
<b>Cubitt Street (south) Interface H</b>	Street wall height	<i>None specified</i>	<i>None specified</i>
	Street wall setback	<i>None specified</i>	Rear setback at ground floor to allow for building services and car park access. Setback and laneway should be a minimum width of 3 metres total, as shown in Map 2.
	Upper level setback	<i>None specified</i>	0m
	Rear setback	<i>None specified</i>	3m
<b>Cubitt Street (west) Interface F</b>	Street wall height	<i>None specified</i>	11m maximum
	Street wall setback	<i>None specified</i>	0m
	Upper level setback	<i>None specified</i>	6m minimum

When determining a permit application for buildings and works under the provisions of DDO26, the Responsible Authority must have regard to the following decision guidelines:

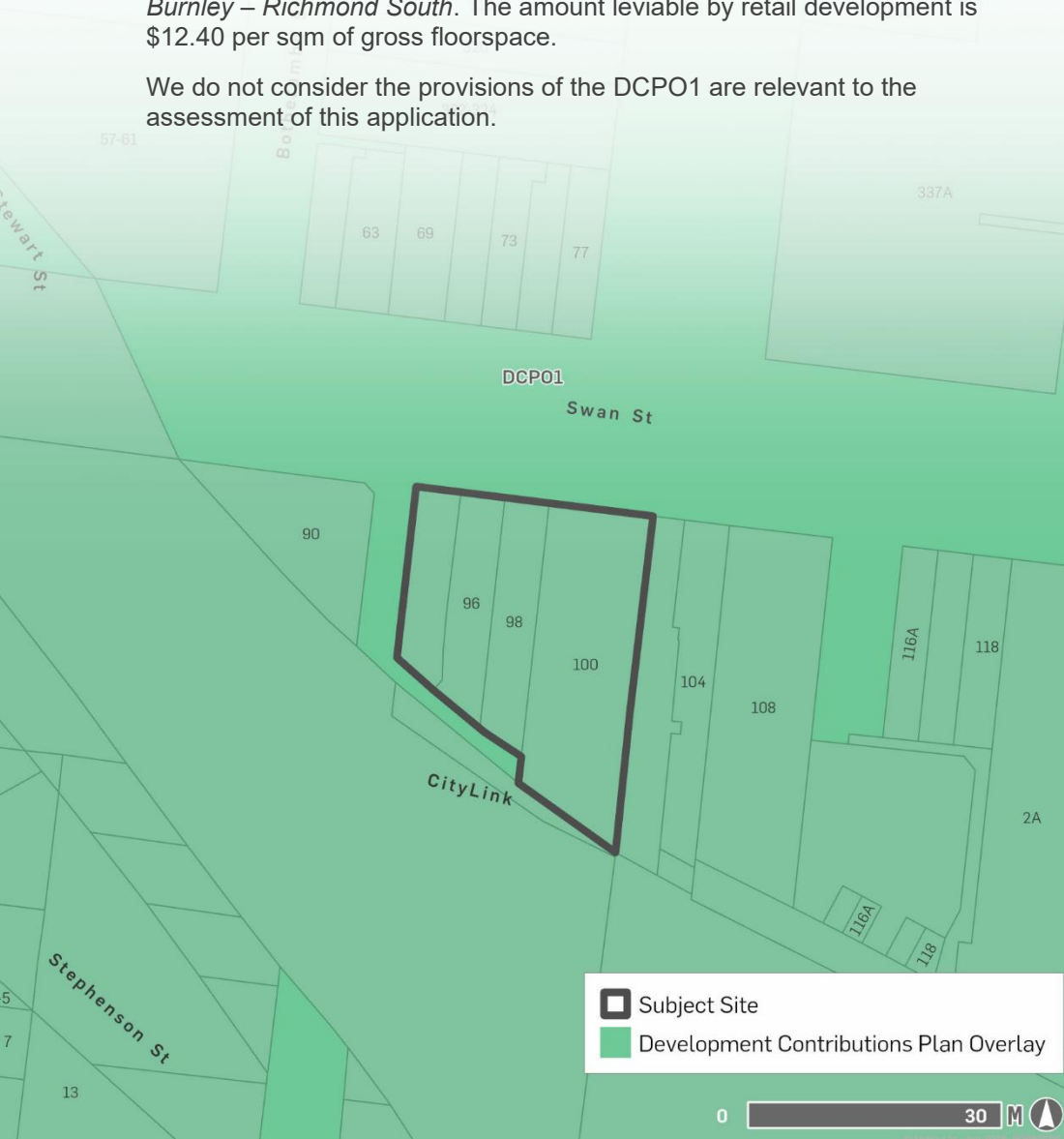
- *Whether the Design Requirements in Clause 2.3 (shown in above) are met.*
- *Whether design excellence is achieved (in terms of building siting, scale, massing, articulation and materials).*
- *The design of the streetscape interface and its contribution to an active street environment.*
- *Whether the proposal contributes to and improves the pedestrian connectivity and amenity of the public realm.*
- *The shadowing impacts of the development on footpaths and public spaces.*
- *The wind effects created by the development.*
- *The separation between buildings at upper levels when viewed from the opposite side of Swan Street and from local streets.*
- *The prominence of the heritage street wall in the vistas along Swan Street, Church Street, and local streets.*
- *Whether heritage buildings on street corners retain their prominence when viewed on both streets.*
- *Whether heritage buildings retain their three-dimensional form as viewed from the public realm.*
- *Whether upper level development above the heritage street wall is visually recessive and does not overwhelm the heritage buildings.*
- *The impact of development on view lines to the Dimmeys Clock Tower.*
- *The impact of development on the operation of the tram routes along Swan Street and Church Street.*

## Clause 45.06 – Development Contributions Plan Overlay

The entire site is affected by the Development Contributions Plan Overlay – Schedule 1 (**DCPO1**). The Overlay requires contributions to be levied for the provision of works, services and facilities before development can commence.

The DCPO1 identifies the site as being in Charge Area 10, which relates to *Burnley – Richmond South*. The amount leviable by retail development is \$12.40 per sqm of gross floorspace.

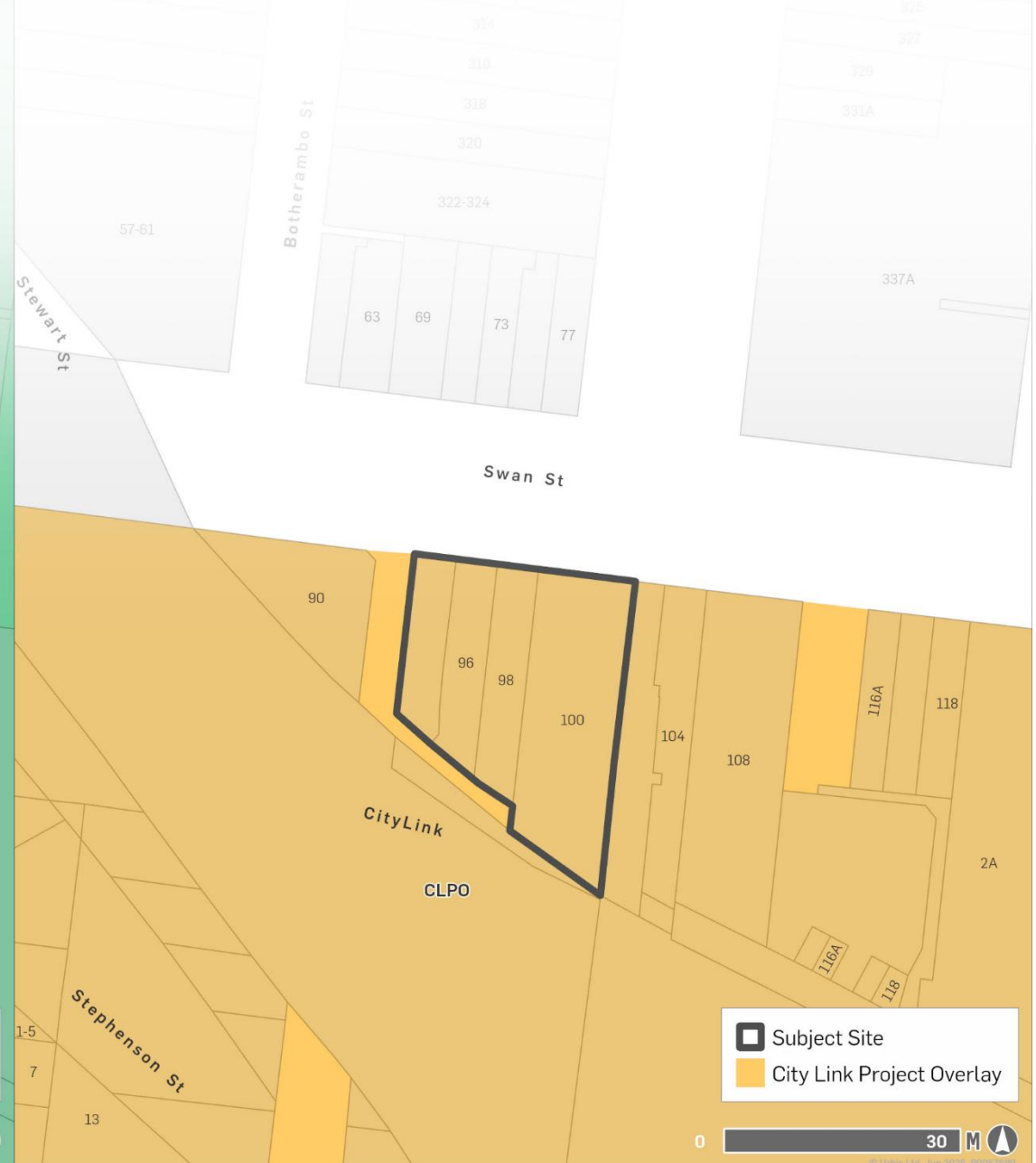
We do not consider the provisions of the DCPO1 are relevant to the assessment of this application.



## Clause 45.07 – City Link Project Overlay

The entire site is affected by the City Link Project Overlay (**CLPO**).

The provisions of this overlay are not considered relevant to the proposal.



### 3.3. GENERAL AND PARTICULAR PROVISIONS

The following general and particular provisions are related to the proposal:

- Clause 52.05 – Signs
- Clause 52.06 – Car Parking
- Clause 52.34 – Bicycle Facilities
- Clause 53.06 – Live Music Entertainment Venues
- Clause 53.18 – Stormwater Management in Urban Development
- Clause 53.22 – Significant Economic Development

### 3.4. MUNICIPAL PLANNING STRATEGY

The following Clauses of the MPS are related to the proposal:

- Clause 02.02 – Vision
- Clause 02.03-01 – Settlement
- Clause 02.03-4 – Built Environment and Heritage
- Clause 02.03-6 – Economic Development
- Clause 02.04 – Strategic Framework Plans

### 3.5. PLANNING POLICY FRAMEWORK (PPF)

The following Clauses of the PPF are relevant to the proposal:

- Clause 11 – Settlement
- Clause 11.01.1S – Settlement
- Clause 11.03-1L – Activity Centres.
- Clause 13.07-1L-01 – Interfaces and Amenity
- Clause 15 – Built Environment and Heritage
- Clause 15.01-1L – Urban Design
- Clause 15.01-1S – Urban Design

- Clause 15.01-1L-01 – Signs
- Clause 15.01-2S – Building Design
- Clause 15.01-2L-01 – Environmentally Sustainable Development.
- Clause 15.03 – Heritage
- Clause 15.03-1L - Heritage
- Clause 17.01 – Employment
- Clause 17.02 - Commercial
- Clause 18 – Transport
- Clause 18.02-3R – Principal Public Transport Network
- Clause 19 – Infrastructure
- Clause 19.03-5L - Waste

Broadly speaking, these Clauses aim to:

- Ensure design development responds and contributes to the strategic and cultural context of its location.
- Encourage development that respects the existing built form character of the surrounding area.
- Promotes Yarra as an attractive location for economic activity, strengthens the role of activity centres, and supports the night-time economy.
- Conserve places of heritage significance through protection of original and significant elements and encourage development that respects the heritage material.
- Ensure signage makes a positive contribution to its host building and will not result in an over proliferation of signage.
- Promotes best practice environmentally sustainable development.

A fulsome summary is included below in **Appendix A**.

## 4. ASSESSMENT

The following sections of this report provide an assessment of the proposal against the relevant statutory and strategic provisions of the Yarra Planning Scheme having regard to the site's physical context.

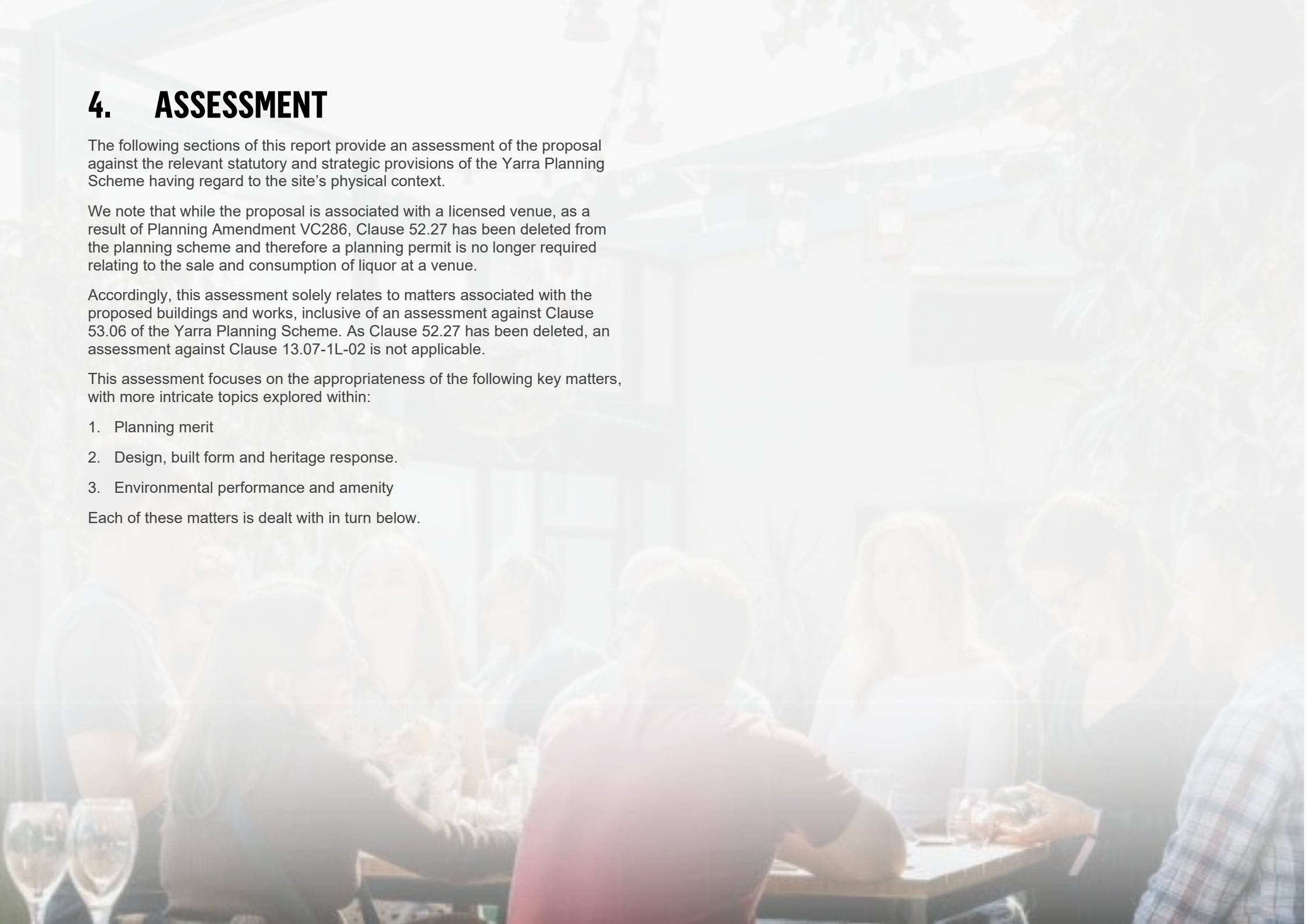
We note that while the proposal is associated with a licensed venue, as a result of Planning Amendment VC286, Clause 52.27 has been deleted from the planning scheme and therefore a planning permit is no longer required relating to the sale and consumption of liquor at a venue.

Accordingly, this assessment solely relates to matters associated with the proposed buildings and works, inclusive of an assessment against Clause 53.06 of the Yarra Planning Scheme. As Clause 52.27 has been deleted, an assessment against Clause 13.07-1L-02 is not applicable.

This assessment focuses on the appropriateness of the following key matters, with more intricate topics explored within:

1. Planning merit
2. Design, built form and heritage response.
3. Environmental performance and amenity

Each of these matters is dealt with in turn below.



## 4.1. PLANNING MERIT

### 4.1.1. Metropolitan strategy

Plan Melbourne 2017-2050 sets a metropolitan objective to *support the central city to become Australia's largest commercial and residential centre by 2050* (Direction 1.1, Policy 1.1.1). The Plan identifies the inner suburbs east of the Hoddle Grid, including Cremorne and Richmond, as part of the *central city* (Map 4) where additional employment capacity, night-time economy growth and transport-oriented development are to be concentrated. The proposed expansion of the Richmond Club Hotel will align with these directions by introducing new hospitality floorspace and supporting additional jobs on a site that is less than 200m to Richmond Station and three tram services.

The Plan for Victoria is not currently a background document in the Yarra Planning Scheme, though we understand it (or a revised version thereof) is due to be incorporated into Clause 72.08 in the short to medium term. The Plan provides further strategic support for the proposal:

- Pillar 2 of the Plan, *Accessible Jobs and Services* seeks to protect and enhance commercial land in well-serviced locations.
- Pillar 3 of the Plan, *Great Places, Suburbs and Towns* seeks to ensure *Victoria's suburbs, towns and neighbourhoods are vibrant, resilient and inclusive to support strong communities*.

Based on the above, the proposal is considered to be broadly in alignment with current metropolitan planning.

### 4.1.2. Municipal Planning Strategy and Planning Policy Framework

Council's Strategic Framework Plan identifies Swan Street as a Major Activity Centre (Clause 02.04). Activity centres are expressly described as *a focus of growth* (Clause 02.03-1), and it is understood that the Swan Street corridor is intended to absorb most future retail growth in Richmond and Cremorne. By consolidating four properties into an expanded venue, the proposal will support the efficient creation of additional hospitality floorspace within this preferred growth location.

State policy for activity centres seeks to *encourage the concentration of ... entertainment and cultural developments into activity centres that are highly accessible to the community* (Clause 11.03-1S).

Similarly, local policy seeks to *provide attractive places for social and community interaction*, by supporting development that *improves the built form character of activity centres, while conserving heritage places, streetscapes and views to identified landmarks*; and contributes *to the night-time economies of activity centres* (Clause 11.03-1L). Furthermore, a local strategy is to *recognise that commercial and industrial land can support employment uses during the day while also supporting activities that contribute to the night-time economy*.

The proposal seeks to increase the quality and floor area of a land use that contributes directly to Yarra's night-time economy, while preserving the site's significant heritage fabric. The development will advance on all of these objectives.

### 4.1.3. Commercial 1 Zone

A purpose of the Commercial 1 Zone is *to create vibrant, mixed use commercial centres for retail, office business, entertainment and community uses*. Noting a 'Hotel' is an as of right use, the Responsible Authority's discretion is limited to the proposed buildings and works.

Notwithstanding, there is broad alignment between the proposed development and this purpose. The proposed design will retain the significant components of the street wall, provide glazing for permeable shopfronts and refresh the building's presentation to and integration with Swan Street.

## 4.2. DESIGN & BUILT FORM

### 4.2.1. Built Form

The proposed design, prepared by Studio Y, will represent a contemporary and best practice example of alterations and additions to a heritage place. The proposal will maintain and enhance the heritage buildings' significant elements where visible from Swan Street and will remain visually recessive to maintain importance of the Swan Street facades. This response is detailed further via the below sub-headings.

The development's proposed material palette will incorporate a sensitive approach to the heritage facades, in line with the recommendations of the heritage consultant. The Richmond Club hotel façade materials will remain consistent with the existing finishes, with the properties at 94-98 Swan Street updated to present a sensitive and traditional outcome. The rear alterations and additions will consist of steel framing painted in a green powder coat finish. The remainder of the development will incorporate hit and miss brickwork and Colorbond snap seam wall cladding, providing a contemporary finish.

Otherwise, we consider the development will appropriately respond to the Design requirements listed in Clause 2.3 of DDO26. The development will maintain a consistent building height to the existing 12.15 metres and does not further reduce setbacks. The building will maintain the heritage street wall, which complies with the relevant requirements within Table 1 of DDO26.

With respect to the DDO26 building separation requirements, the subject site's surrounding buildings are of a commercial land use nature, and therefore it is not considered necessary to provide privacy interface treatments to the eastern adjacent 104 Swan Street. Notwithstanding, the proposal will maintain the external built form walls and windows of the current Richmond Club Hotel building, appreciating its nature as a 'significant' heritage building.

The development's upper levels will be set back from the rail corridor and will be open in nature, avoiding a wall of continuous taller development when viewed from south of the rail corridor, in line with the DDO26 requirements.

We acknowledge the development proposes to vary a discretionary requirement of DDO26 to allow for a 3 metre rear setback at ground floor, for building services and car park access. While we appreciate the nil setback will

vary this requirement, it is considered an appropriate outcome given the only properties that utilise the laneway for access, are the subject site's allotments.

We consider the requirement for equitable development rights will cancel out, given AVC will become the only users and can effectively manage site services and access.

While we appreciate this sits outside of the permit application process, it is important to note the permit applicant is currently liaising with Yarra Council's assets team regarding the closure and acquisition of the two laneways adjoining the site. Acknowledging the context and site response, the variation to this setback requirement is considered an appropriate outcome.

#### Recessive Built Form

The DDO26 encourages new development within the Swan Street Retail Centre to maintain *the prominence of the heritage street wall*, and to respect *the architectural form and qualities of heritage buildings and the heritage streetscapes*. (Section 1.0 to Schedule 26).

The existing parapet line along Cubitt Street and the four terrace facades will be retained in situ and repaired. The proposed additional storey will only be developed at the rear of the site, and rise to 19.7m AHD, consistent with the existing max. height of building on the site (Elevation 02, Sheet TP403).

Sheet TP406 of the submission plans shows view line sections & renders, taken from a 1.7m eye-height on the opposite footpath. These demonstrate that no additional built form will be visible above the existing heritage parapet.

With the height and dominant elements of the street wall retained, along with a visually recessive rear built form, the proposal clearly meets the overlay's requirement for recessive built form.

#### Streetscape Activation

DDO26 encourages development that enhances *the pedestrian experience through improved activation at ground floor* (Section 1.0 to Schedule 26).

The proposal will materially improve pedestrian-level activation and add visual interest, through implementing:

- continuous glazing above low stall-boards at 94 and 96 Swan Street, with amber hammered glass as feature plates.
- The retention of outdoor tables along the extent of the 100 Swan Street and the introduction of new outdoor tables along 94 and 96 Swan Street.
- A new revised primary entry along the frontage to 98 Swan Street, which will be more accessible and legible among the broader development.
- The installation of soft up-light lighting to bring emphasis onto the heritage facade, as well as contemporary, low-scale illuminated signage along the site's frontage to Swan Street.

### Street Grain

The proposed development will preserve Swan Street's fine grain by retaining the original lot rhythm, as well as providing for a contemporary reinterpretation of traditional shopfronts along the frontages of 94 to 98 Swan Street.

Each of the terrace facades at 94 to 98 Swan Street will be reconstructed, and will be repainted in a distinct colour finish to the significant Richmond Club Hotel building. The repainting will ensure these remain visually separated from one another, as intended. 94 and 96 Swan Street having their own amber glass stall-board and above windows, with the revised patterning will be reflective of the original central doorways. Each of these strategies will assist with preserving the streetscape cadence and fine grain nature.

These measures respond directly to the objective of the DDO26 to support *the fine grain, compact retail and entertainment focus of the precinct* (Section 1.0 to Schedule 26).

### 4.2.2. Signage

Clause 15.01-1L-01 directs that signage be *consistent with the character of the area, respectful to the amenity of the area and proportioned and designed to complement the host building and the site.*

The proposal will remove several disparate signs, consolidate business identification signs and introduces a new, more modest signage scheme. The proposed development plans will reduce the overall quantum of signage, provide only modest illumination, and ensure the colour palette aligns with the new heritage-informed paint glazing scheme.

We consider this satisfies the orderly design intent of both 15.01-1L-01 and the broader objectives of Clause 52.05 (Category 1). Moreover, with regard to the decision guidelines of Clause 43.01, the signage will present a sensitive and considerate approach to business identification signage for heritage buildings. Pursuant to the Heritage Impact Statement prepared for this development, the signage will not adversely impact on the heritage place's significance, character, or appearance.

### 4.2.3. Landscaping

As noted previously, modest landscaping will be proposed throughout the venue and dispersed through a mixture of fixed planter boxes, and small & large pot plants. Given the existing site conditions and site coverage, limited opportunities have been available for substantive greening, however we consider a high quality and well considered planting palette will be delivered.

The proposed planting schedule will include a range large coverage potted plants and spreading ground covers. We are confident this will present an appropriate response to the development outcomes and will assist in softening and naturalising the venue environment.

Please refer the Landscaping Concept Plans prepared by Australian Venue Co. Ltd for further details.

## 4.3. HERITAGE RESPONSE

The Richmond Club Hotel is individually significant under the HO335, with the adjoining double-storey terraces identified as contributory buildings under the overlay.

Local heritage policy seeks to ensure that “*the adaptation of heritage places is consistent with the principles of good conservation practices, and to preserve the scale and pattern of streetscapes in heritage places* (Clause 15.03-1L).”

This policy complements broader state heritage strategies to *retain those elements that contribute to the importance of the heritage place and encourage the conservation and restoration of contributory elements of a heritage place* (Clause 15.03-1S).

The proposal achieves these objectives and strategies through considered conservation and sensitively designed new buildings and works.

Please refer to the Heritage Impact Statement, prepared by Urbis, for further details and a fulsome assessment of the proposal's heritage response. Based on the information contained within the HIS, we consider the proposal to be acceptable based on the following considerations:

- **Retention and repair of heritage fabric**
  - The 1927 Richmond Club Hotel facade as well as the contributory elements of the adjoining terrace building facades are proposed for repair and retention.
  - The proposed reconstruction of the ground-floor frontages along the 94-98 Swan Street tenancies, in retaining the legibility of the original shopfront widths and appearance, directly aligns with the heritage policy at Clause 15.03-1L to *encourage new shopfronts to complement the general form and proportion of glazing and openings of adjoining original or early shopfronts, if any.*
  - The proposed works will involve the repainting of the buildings' facades in sympathetic heritage tones that are visually distinct from the Richmond Club Hotel façade, the repointing of brick joints and the reinstatement of windows, consistent with the strategy of Clause 15.03-1S to *encourage the conservation and restoration of contributory elements of a heritage place.*
- The proposed retention of the existing built form, rather than its replacement, is also considered to satisfy the objective of Clause 15.03-1L to *retain, conserve and enhance individually significant and contributory buildings.*
- **Visual subordination of addition**
  - The proposed rear additions are designed to be visually recessive, and when viewed from the street façade will not be visible above the roof parapet. In practical terms, this approach ensures the site will continue to read as a relatively low-scale, intact span of 20<sup>th</sup> century buildings.
  - The additions which are visible from the oblique laneway angle will respect the heritage fabric, with careful attention to materiality, scale, and architectural expression. The open and transparent nature of the additions from oblique angles are considered an acceptable outcome.
- **Sympathetic design and appropriate materiality**
  - The proposed repainting palette along the heritage frontage to Swan Street will apply a muted, heritage-appropriate palette, reinstating colours that are sympathetic to the sites Victorian character and aligning with the relevant local strategy to use *colours that reflect the period of construction and architectural style of the heritage place* (Clause 15.03-1L).
  - New upper-level elements adopt recessive charcoal metal cladding and slim steel framing – a deliberate and legible contrast between the old and new fabric, aligning with State heritage policy to clearly distinguish new fabric from heritage fabric and to *ensure an appropriate setting and context for heritage places is maintained* (Clause 15.03-1S).
  - The proposed signage will respect the heritage fabric through its simplicity and being located in areas consistent with its otherwise historical locations.

### 4.3.1. Demolition

The proposed extent of demolition will be confined to non-original or heavily altered fabric at the rear of each building, together with removal of the modern shopfronts to 94 to 98 Swan Street and limited works to secondary roof forms behind the main Swan Street parapets.

All primary presentation fabric, including the inter-war facade of the Richmond Club Hotel and the upper-level Victorian facades of the three adjoining terraces, are proposed for retention, including the existing heritage chimneys located toward the front of 94 and 96 Swan Street, acknowledging their heritage character.

At 100 Swan Street, demolition will be restricted to non-original roof deck structures and introduced walls that have no identified heritage value. The original volume, plan form and principal facade will remain. Similarly, the rear skillion roofs at 94 to 98 Swan Street, which are late-twentieth century alterations, will be removed to facilitate the integration of the terraces and to facilitate access and servicing.

Specifically in regard to demolition, the accompanying Heritage Impact Statement finds that the proposed demolition will not diminish the significance of the site's heritage values, considering:

- No demolition is proposed to an element of primary significance.
- The removal of introduced and non-significant fabric will improve the legibility of the original buildings' heritage forms.
- The retained facades, parapets and chimneys will support the continued reading of the buildings on the site as an intact 19<sup>th</sup> and early 20<sup>th</sup> century streetscape, in accordance with the objectives of HO335.

## 4.4. AMENITY AND ENVIRONMENTAL PERFORMANCE

### 4.4.1. Car & Bicycle Parking

The application is accompanied by a Traffic Impact Assessment that was prepared by One Mile Grid.

The assessment notes the subject site is located within a Category 4 car parking requirement area. As such, the proposed expansion of the existing land use generates a statutory maximum allowance of 4 car parking spaces at the venue, as well as a minimum requirement for 16 bicycle parking spaces.

As no on-site parking currently exists and no new parking is proposed, the car parking provision is considered satisfactory, and no planning permit is required under Clause 52.06.

However, a 10-space reduction of the minimum bicycle parking rates is required under Clause 52.34-5, as well as showers & change rooms for employees noting no dedicated facilities will be provided.

The reduction to bicycle parking spaces is considered appropriate, noting that existing on-street bicycle parking supply is provided in the immediate vicinity. Accordingly, if any patrons cycle to the venue, they can make use of this existing infrastructure. Space is made available in the back of house circulation area for 6 staff bicycle parking spaces on an as required basis. Given the demand for staff bicycle spaces is expected to be low, we consider this to be an appropriate outcome.

Noting the nature of staff workers on-site as undertaking shift-work, it is not proposed to provide staff a shower to utilise as an end-of-trip facility. This is highly unusual for a 'Hotel' land use, and we consider the variation appropriate. Three male and three female bathrooms are provided on the site which can be used as end-of-trip facilities if required.

The project team's traffic consultant has conducted a review of the proposed staff bicycle parking spaces, and found the proposal is entirely compliant with the requirements of Clause 52.34-6.

## 4.4.2. Acoustic Management

### Acoustic Performance and Noise Limits

An Acoustic Assessment prepared by Enfield Acoustics demonstrates that both music and patron noise emissions will meet the requirements of the *Environment Protection Regulations 2021* as well as EPA Publication 1826.4 (*Noise Protocol*) when the venue operates under the proposed hours and capacities.

As part of their assessment, Enfield conducted background measurements (including late-night measurements) at four reference locations in the vicinity of the site.

Based on these, modelling was used to draw the following conclusions about the maximum supportable noise levels:

- **Ground floor beer garden.**
  - 80 to 85dB(A) L<sub>10</sub> up to 1am
  - 85 to 90dB(A) L<sub>10</sub> up to 11pm (10pm Sundays)
  - >90dB(A) L<sub>10</sub> during earlier day hours
  - Based on these limits: *reasonable levels* of amplified music can be supported at all times within the ground floor beer garden, and *relatively high levels* (e.g. musical performances of Live DJs) can be supported during day/evening periods.
- **Ground floor public bar and bistro.**
  - 90 to 95dB(A) L<sub>10</sub> up to 3am
  - 95 to 100dB(A) L<sub>10</sub> up to 11pm (10pm Sundays)
  - >100dB(A) L<sub>10</sub> during earlier day hours
  - Based on these limits, *high levels* of amplified music can be supported in this area.
- **Level 1 (external)**
  - 70 to 75dB(A) L<sub>10</sub> up to 1am
  - 75 to 80dB(A) L<sub>10</sub> up to 11pm (10pm Sundays)

- >80dB(A) L<sub>10</sub> during earlier day hours
- Based on these limits, *moderate levels* of background noise can be supported at all times.
- **Level 1 (bar)**
  - 90 to 95dB(A) L<sub>10</sub> up to 3am
  - 95 to 100dB(A) L<sub>10</sub> up to 11pm (10pm Sundays)
  - >100dB(A) L<sub>10</sub> during earlier day hours
  - Based on these limits *high levels* of amplified music can be supported at all times. This means that live band performances and live DJs are supported.
- **Karaoke rooms**
  - 90 to 95dB(A) L<sub>10</sub> up to 3am
  - 95 to 100dB(A) L<sub>10</sub> up to 11pm (10pm Sundays)
  - >100dB(A) L<sub>10</sub> during earlier day hours
  - Based on these limits, a volume of music consistent with typical karaoke music is supported.
- **New rooftop and level 2 (internal)**
  - 70 to 75dB(A) L<sub>10</sub> up to 1am
  - 75 to 80dB(A) L<sub>10</sub> up to 11pm (10pm Sundays)
  - >80dB(A) L<sub>10</sub> during earlier day hours
  - Based on these limits, *moderate levels* of background music can be supported at all times.

To ensure compliance with the above-listed maximum noise levels, design and operational mitigation measures have been recommended in the Acoustic Report. These have consequently been incorporated into the development scheme operationally inclusive of the installation of music-noise limiters and the restrictions on the use of full drum kits or external equipment. Further, the Architectural plans have incorporated design recommendations such as the installation of automatic door closers where required, construction requirements for glass ratings, and provision of acoustic walls.

## Clause 53.06 'Live Music' Assessment

In addition to the relevant environmental regulations, the acoustic performance of the proposal has also been considered against the requirements of Clause 53.06-3 'Live music,' which are summarised as follows:

*A live music entertainment venue must be designed, constructed and managed to minimise noise emissions from the premises and provide acoustic attenuation measures that would protect a noise sensitive residential use within 50 metres of the venue.*

*For the purpose of assessing whether the above noise standards are met, the noise measurement point may be located inside a habitable room of a noise sensitive residential use with windows and doors closed (consistent with EPA Publication 1826).*

*A permit may be granted to reduce or waive these requirements if the responsible authority is satisfied that an alternative measure meets the purpose of this clause.*

A small number of dwellings exist to the north of the site, within the 50 metre catchment stipulated under Clause 53.06. Based on the detailed modelling of the proposal's noise impacts on these dwellings and the noise impact mitigation measures proposed, it is considered that the performance-based requirement of Clause 53.06 is comfortably met.

## 4.4.3. Waste Management and Servicing

### Loading and servicing

Vehicle access for servicing is proposed to occur as per the existing, via the 4m-wide rear laneway (Cubitt Street). This arrangement is proposed to be supplemented by a 15-minute kerbside bay on Swan Street to be used for weekly keg drops.

This arrangement is considered appropriate given the consolidation of four separate tenancies into one will rationalise deliveries, reducing the number of truck movements.

The proposal is also consistent with the requirements of DDO26, which prohibits the creation of any new crossovers to Swan Street.

### Waste management

According to the Waste Management Plan prepared by One Mile Grid, the proposal will adopt a four-stream waste system, comprising general waste, commingled recycling, organics, and glass.

This approach is consistent with Council's *Better Practice Guidelines* and the waste separation hierarchy promoted by Clause 19.3-5L 'Waste' and Clause 15.01-2L 'Environmentally Sustainable Development'.

The key operational details of the proposed approach to waste management are as follows:

**Bin storage:** The consolidation of bins to a circa 40sqm enclosure at ground level, adjoining the rear laneway. This enclosure will be designed to be vermin-proof, ventilated and drained, and will accommodate 11 mobile bins. A secondary bin storage area will be provided in the glass wash area, adjacent the Cubitt Street laneway, which will accommodate the 3 240L glass waste bins:

- 3 x 1,100L & 1 x 660L general waste bins (daily collection)
- 3 x 1,100L & 1 x 660L recycling bins (daily collection)
- 4 x 240L organics bins (daily collection)
- 3 x 240L glass bins (daily collection).

- **Waste collection:** All bins are proposed to be wheeled a short distance from the waste enclosure to a private contractor's vehicle standing in the 4m-wide rear laneway (Cubitt Street). This replicates the existing arrangement and will avoid new crossovers to Swan Street.
- **Demand alignment:** Waste forecasts prepared by One Mile Grid in consultation with AVC indicate an estimated weekly generation of 26.6 cubic metres each of garbage and recycling, and 4.3 cubic metres each of organics and glass. The nominated bin volumes and collection frequencies will allow for a 25 per cent contingency, ensuring sufficient capacity at peak trading times.

Taken together, it is considered that the proposed waste management strategy meets the intent of the relevant policies of the planning scheme.

#### 4.4.4. Sustainability

##### Water and stormwater management

- The submitted Sustainability Management plan demonstrates will achieve a best-practice development outcome when assessed against the Blue-Factor stormwater assessment tool. This will include collection of rainwater runoff into a 10,000L rainwater tank for amenities and toilet flushing. In addition, a minimum 191sqm of external space in the beer garden and back of house circulation area will be designed with permeable paving, to improve stormwater outflows. Five-star WELS taps and fixtures will be used across all plumbing fittings.
- These measures directly align with the integrated water objectives of Clause 15.01-2L-01.

##### Building performance

- The project records an Operational-Energy score of 63 per cent in BESS, well above the rating tool's 50 per cent 'best practice' benchmark. This outcome is proposed to be achieved via NCC-2022 compliant insulation, efficient HVAC and lighting and a 7kW north-facing PV system to be installed on the roof.
- These commitments respond to Clause 15.01-2S, which specifically supports energy-efficient building envelopes as well as on-site renewable energy generation.

##### Adaptive reuse

- The retention of more than 30 per cent of the existing building will secure full points under the construction-waste score for building reuse.

## 5. CONCLUSION

In conclusion, the proposal is considered to warrant favourable consideration and approval noting the following:

- ✔ The proposal aligns with the statutory and strategic frameworks of the Yarra Planning Scheme, ensuring compliance with local and state planning policies.
- ✔ The expansion of the Richmond Club Hotel will significantly contribute to the state and local economy, reinforcing Swan Street as a vibrant entertainment precinct and creating employment opportunities.
- ✔ The design respects and enhances the heritage significance of the site, maintaining the character of the Swan Street precinct.
- ✔ The development will incorporate appropriate acoustic mitigation measures to ensure compliance with EPA regulations and the Noise Protocol.
- ✔ The project promotes sustainable development practices, achieving high standards in environmental performance and stormwater management.
- ✔ The proposal supports the night-time economy and provides a high-quality hospitality offering, enhancing the social and cultural fabric of Richmond.

## 6. DISCLAIMER

This report is dated 27 May 2026 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, Australian Venue Co (**Instructing Party**) for the purpose of Planning Permit Application (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith

and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

## APPENDIX A

## YARRA PLANNING SCHEME



## A.1 ZONE

### COMMERCIAL 1 ZONE

The site is located in the Commercial 1 Zone (**C1Z**). The provisions of the C1Z are at Clause 34.01 of the planning scheme. The zone's purpose is to:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.*
- *To provide for residential uses at densities complementary to the role and scale of the commercial centre.*

Pursuant to Clause 34.01-4, a permit is required to construct a building or construct or carry out works.

The property at 100 Swan Street benefits from Existing Use Rights, relating to the 'Hotel' land use. Notwithstanding, and as applicable to the properties at 94-98 Swan Street, a 'Hotel' is an as of right use within the C1Z and the proposal does not require a permit for land use.

In reference to the sign requirements at Clause 52.05, the C1Z is subject to Category 1 signage requirements.

## A.2 OVERLAYS

### CLAUSE 43.01 – HERITAGE OVERLAY

The Heritage Overlay – Schedule (**HO335**, 'Swan Street Precinct') affects the entire site.

The overlay's purpose is:

The Design and Development Overlay – Schedule 26 (**DDO26**, 'Swan Street Activity Centre – Precinct 2 Swan Street Retail Centre') affects the entire site. The provisions of the DDO26 are at Clause 43.02 and its Schedule 26. The purpose of the DDO26 is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To conserve and enhance heritage places of natural or cultural significance.*
- *To conserve and enhance those elements which contribute to the significance of heritage places.*
- *To ensure that development does not adversely affect the significance of heritage places.*
- *To conserve specified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.*

The provisions of the HO335 are at Clause 43.01 and its Schedule. Pursuant to Clause 43.01-1 and Section 2.0 of the Schedule, a permit is required to:

- *Demolish or remove a building.*
- *Construct a building or carry out works.*
- *Externally paint a building if the schedule to this overlay specifies the heritage place as one where external paint controls apply.*
- *Externally alter a building by structural work, rendering, sandblasting or in any other way.*
- *Construct or display a sign.*

Pursuant to the City of Yarra Database of Heritage Significant Areas (September 2023), the buildings at 94-98 are identified as contributory heritage buildings. The Richmond Club Hotel building, located at 100 Swan Street, is listed as an individually significant building.

### CLAUSE 43.02 – DESIGN AND DEVELOPMENT OVERLAY

- *To identify areas which are affected by specific requirements relating to the design and built form of new development.*

The design objectives of the requirements at Schedule 26 are:

- *To ensure development maintains the prominence of the heritage street wall and respects the architectural form and qualities of heritage buildings and the heritage streetscapes.*

- To ensure development, on the south side of Swan Street, maintains the Dimmeys Tower as the prominent landmark in the streetscape when viewed from the northern footpath of Swan Street east of the rail bridge and west of Church Street.
- To support a new mid-rise scale built form character with lower built form at the interfaces with streets and the adjoining low-rise residential areas that supports the fine grain, compact retail and entertainment focus of the precinct.
- To ensure development enhances the pedestrian experience through improved activation at ground floor and promoting a sense of enclosure and continuity in built form along Swan Street, Church Street, side streets and laneways.
- To ensure taller development on the south side of Swan Street, close to the railway line, is designed and spaced to contribute to a varied skyline and provides street walls that create a stronger sense of enclosure to the streets.

Pursuant to Clause 43.02-2, a permit is required to construct a building or construct or carry out works.

Any permitted buildings and works must be constructed in accordance with the setback, height, plot ratio and landscaping requirements set out in Schedule 26, and summarised in Table 5 below.

Table 5. A table summarising the relevant design requirements set out in the Design and Development Overlay - Schedule 26.

Design element		Mandatory requirement	Preferred (discretionary) requirement
<b>Maximum height of building</b>		18m	<i>None specified</i>
<b>Swan Street (north) Interface D</b>	Street wall height	11m maximum 8m minimum	Match the parapet height of the taller adjoining heritage building, for a minimum length of 6m from the heritage building
	Street wall setback	0m	<i>None specified</i>
	Upper level setback	10m minimum for development up to 21m	<i>None specified</i>
<b>Cubitt Street (south) Interface H</b>	Street wall height	<i>None specified</i>	<i>None specified</i>
	Street wall setback	<i>None specified</i>	Rear setback at ground floor to allow for building services and car park access. Setback and laneway should be a minimum width of 3 metres total, as shown in Map 2.
	Upper level setback	<i>None specified</i>	0m
	Rear setback	<i>None specified</i>	3m
<b>Cubitt Street (west) Interface F</b>	Street wall height	<i>None specified</i>	11m maximum
	Street wall setback	<i>None specified</i>	0m
	Upper level setback	<i>None specified</i>	6m minimum

When determining a permit application for buildings and works under the provisions of DDO26, the Responsible Authority must have regard to the following decision guidelines:

- *Whether the Design Requirements in Clause 2.3 (shown in Table 5 above) are met.*
- *Whether design excellence is achieved (in terms of building siting, scale, massing, articulation and materials).*
- *The design of the streetscape interface and its contribution to an active street environment.*
- *Whether the proposal contributes to and improves the pedestrian connectivity and amenity of the public realm.*
- *The shadowing impacts of the development on footpaths and public spaces.*
- *The wind effects created by the development.*
- *The separation between buildings at upper levels when viewed from the opposite side of Swan Street and from local streets.*
- *The prominence of the heritage street wall in the vistas along Swan Street, Church Street, and local streets.*
- *Whether heritage buildings on street corners retain their prominence when viewed on both streets.*
- *Whether heritage buildings retain their three-dimensional form as viewed from the public realm.*
- *Whether upper level development above the heritage street wall is visually recessive and does not overwhelm the heritage buildings.*
- *The impact of development on view lines to the Dimmeys Clock Tower.*
- *The impact of development on the operation of the tram routes along Swan Street and Church Street.*

## **CLAUSE 45.06 – DEVELOPMENT CONTRIBUTIONS PLAN OVERLAY**

The entire site is affected by the Development Contributions Plan Overlay – Schedule 1 (**DCPO1**). The Overlay requires contributions to be levied for the provision of works, services and facilities before development can commence.

The DCPO1 identifies the site as being in Charge Area 10, which relates to *Burnley – Richmond South*. The amount leviable by retail development is \$12.40 per sqm of gross floorspace.

We do not consider the provisions of the DCPO1 are relevant to the assessment of this application.

## **CLAUSE 45.07 – CITY LINK PROJECT OVERLAY**

The entire site is affected by the City Link Project Overlay (**CLPO**).

The provisions of this overlay are not considered relevant to the proposal.

## A.3 GENERAL AND PARTICULAR PROVISIONS

### CLAUSE 52.05 – SIGNS

Clause 52.05 seeks to regulate the construction and display of signs to ensure they are compatible with the amenity and visual appearance of an area and do not contribute to excessive clutter.

Pursuant to Clause 52.05-2, a permit is required for the proposal to construct and display business identification signs. The site is located within a Category 1 zone and as such, the proposed signs may be constructed and displayed with a permit.

### CLAUSE 52.34 – BICYCLE FACILITIES

Clause 52.34 seeks to encourage cycling as a mode of transport by requiring the provision of secure, accessible and convenient bicycle parking spaces and associated shower and change facilities.

Pursuant to Clause 52.34-5, bicycle spaces must be provided at a rate of:

- **Employees (bicycle parking spaces):** 1 to each 25sqm of bar floor area available to the public, plus 1 to each 100sqm of lounge floor area available to the public
- **Employees (showers):** If 5 or more employee bicycle spaces are required, 1 shower for the first 5 employee bicycle spaces, plus 1 to each 10 employee bicycle spaces thereafter.
- **Employees (change rooms):** 1 change room or direct access to a communal change room to each shower. The change room may be a combined shower and change room.
- **Visitors (bicycle parking spaces):** 1 to each 25sqm of bar floor area available to the public, plus 1 to each 100sqm of lounge floor area available to the public

### CLAUSE 53.06 – LIVE MUSIC ENTERTAINMENT VENUES

Clause applies to an application to construct or carry out works associated with a live music entertainment venue, defined as, inter alia, a food and drinks premises that includes live music entertainment.

The Clause requires that a live music entertainment venue be designed, constructed, and managed to minimise noise emissions from the premises, and provide acoustic attenuation to nearby sensitive residential uses within 50 metres.

A report exploring the venue's acoustic attenuation measures, as well as any nearby noise sensitive land uses, is required along with any submission.

### CLAUSE 53.18 – STORMWATER MANAGEMENT IN URBAN DEVELOPMENT

Clause 53.18 seeks to ensure that urban development is designed to appropriately manage stormwater flows, and to mitigate the adverse impacts of stormwater. It applies to any application to construct a building with a gross floor area of 50sqm or greater.

The relevant stormwater management objectives for buildings and works are:

- *To encourage stormwater management that maximises the retention and reuse of stormwater.*
- *To encourage development that reduces the impact of stormwater on the drainage system and filters sediment and waste from stormwater prior to discharge from the site.*
- *To encourage stormwater management that contributes to cooling, local habitat improvements and provision of attractive and enjoyable spaces.*
- *To ensure that industrial and commercial chemical pollutants and other toxicants do not enter the stormwater system.*

### CLAUSE 53.22 – SIGNIFICANT ECONOMIC DEVELOPMENT

Clause 72.01 of the Yarra Planning Scheme has the effect of making the Minister for Planning the Responsible Authority for applications eligible for assessment under the Clause 53.22 pathway. The Clause 53.22 pathway offers eligible applications a specialised assessment pathway aimed at facilitating the development of projects that will make a significant contribution toward Victoria's economy and provide substantial public benefit including jobs for Victorians.

To be eligible for assessment under this pathway, the development must meet the following requirements:

- *The use must be specified in Table 2 and the condition corresponding to that use must be met.*
- *Must have written advice from the Chief Executive Officer, Invest Victoria confirming the likely financial feasibility of the proposal.*
- **(Corresponding condition from Table 2)** *The estimated cost of development must be at least:*
  - \$10 million if any part of the land is in metropolitan Melbourne; or
  - \$5 million if the land is not in metropolitan Melbourne.

In this respect, we confirm the development has addressed the requirements of Clause 53.22, acknowledging the eligibility confirmation letter issued by DTP on 13 February 2026, and noting the following:

1. The proposed 'Hotel' land use is included within Table 2 of Clause 53.22, nested within 'Food and Drink Premises'.
2. The quantity surveyors report prepared for this application estimates a development for this proposal of \$12.015 million and above the required threshold.
3. Information demonstrating the likely feasibility of the proposal has been provided to the satisfaction of the Minister for Planning, including written advice from the Chief Executive Officer (or delegate) of Invest Victoria.

## A.4 MUNICIPAL PLANNING STRATEGY

The Municipal Planning Strategy sets out the following vision and strategic directions to guide development in the City of Yarra within the Yarra Planning Scheme.

- **Clause 02.02 Vision** - outlines a vision that land use will increase opportunities for employment in the city and provide for a range of activities to meet the needs of the community.
- **Clause 02.03-01 Settlement** - identifies the vital role of activity centres in the municipality by recognising that *the presence of service, retail and entertainment uses creates active and vibrant activity centres with good access to services and facilities, which is an important attribute of the municipality*. The subject site is located within the Swan Street Major Activity Centre within the Precinct 2 – Swan Street Retail.
- **Clause 02.04-4 Built Environment and Heritage** - Seeks to ensure that planning for new growth is accommodated within the planning scheme, however maintaining and conserving important heritage places in Yarra.
- **Clause 02.03-6 – Economic Development** – Looks to promote Yarra as an attractive location for economic activities, by strengthening the role and hierarchy of activity centres, and supporting the night-time economy and entertainment precincts.
- **Clause 02.04 – Strategic Framework Plans** – Identifies the subject site as within a Major Activity Centre.

## A.5 PLANNING POLICY FRAMEWORK

The State Planning Policy Framework (SPPF) seeks to develop objectives for planning in Victoria to foster high level land use and development strategies which are the same for each municipality in the State. Generally, the SPPF contains objectives for particular policy areas with strategies of how the objectives are to be achieved.

- **Clause 11 – Settlement** recognises that planning is to 'anticipate and respond to the needs of existing and future communities through provision of zones and service land for housing, employment, recreation and open space, commercial and community facilities and infrastructure'. The policy also seeks to facilitate sustainable development that takes full advantage of existing settlement patterns.

- **Clause 11.01-1S – Settlement** aims to facilitate the sustainable growth and development of Victoria.
- **Clause 11.03-1L (Activity Centres)**
  - Promote the distinct character and varying development opportunities defined by the four precincts along Swan Street (Richmond Station, Swan Street Retail Centre, Swan Street East and Burnley Station) as shown in the Swan Street Activity Centre Plan in this clause.
  - Support the uses along Swan Street, west of Church Street, as a core entertainment precinct which include a range of licensed premises that make a significant contribution to the night-time economy.
  - Support development that responds to and respects the architectural form and qualities of heritage buildings and the significant heritage streetscape.
  - Ensure development enhances pedestrian links to the Richmond Railway Station in precinct 1 and to Burnley Station in precinct 4 as shown in the Swan Street Activity Centre Plan in this clause.
  - Reinforce precinct 3 as mixed-use comprising retail, commercial and residential uses as shown in the Swan Street Activity Centre Plan in this clause.
  - Support high quality development that fosters the transformation of precinct 4 into a vibrant mixed-use precinct anchored by Burnley Station as shown in the Swan Street Activity Centre Plan in this clause.

The subject site is located in the local neighbourhood of Burnley, Cremorne and South Richmond. The neighbourhood is recognised as being largely an eclectic mix of commercial, industrial and residential land use. This clause seeks to support the mixed use nature of development in the Cremorne area.

- **Clause 13.07-1L-01 – Interfaces and Amenity** applies to non-residential use and development and seeks to ensure a reasonable level of amenity is provided to nearby residential developments. Amenity measurements are provided in relation to Noise, Fumes and air emissions, storage and waste, and light spill.

- **Clause 15 – Built Environment and Heritage** identifies the role of planning to ‘recognise the role of urban design, building design, heritage and energy and resource efficiency in delivering liveable and sustainable cities, towns and neighbourhoods.’
- **Clause 15.01-1S – Urban Design** seeks to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity. This requires development to respond to its context in terms of character, cultural identity and surrounding landscape.
- **Clause 15.01-1L – Urban Design** – seeks to ensure that development abutting a laneway provides a safe and well-lit environment, reflects the laneway’s character, respects the scale of surrounding built form, and provides a ground floor setback from the laneway where it is too narrow to provide safe access for vehicles and pedestrians.
- **Clause 15.01-1L-01 – Signs** looks to encourage that signage makes a positive contribution the host building, and its surrounding area. Signs are encouraged that are consistent with the area’s character, proportional to the building, and preserves active frontages. Of note:
  - Above-verandah signs are supported where they are wall mounted, project less than 1 metre from the building, and are non-illuminated.
  - Under-verandah signs are limited to one per building.
  - High wall signs are supported where they are located across less than two levels of the building, are for business identification, and are adjacent a road in a Transport Zone 2.
  - Window signs should not cover more than 30% of a ground floor commercial window.
- **Clause 15.01-2S – Building Design** provides a range of urban design strategies which seek ‘to achieve building design outcomes that contribute positively to the local context and enhance the public realm’.
- **Clause 15.01-2L-01 – Environmentally Sustainable Development** seeks to achieve best practice in environmentally sustainable development. An extension to an existing non-residential building creating less than 1000sqm of additional GFA will require a Sustainable Design Assessment to be prepared.

- **Clause 15.03-1S – Heritage Conservation** looks to conserve places of heritage significance by encouraging appropriate development that respects places of heritage and retains elements that contribute to the importance of a heritage place.
- **Clause 15.03-1L – Heritage** provides additional local policy guidance on development of heritage places and seeks to ensure the adaptation of heritage places is consistent with principles of good conservation practices. The policy provides comprehensive requirements for developments within the Heritage Overlay with respect to new additions, ensuring they continue to respect the heritage place and are visually recessive; Prioritises conservation rather than demolition, and preventing demolition that does not allow maintenance of a building’s 3D form; and ensuring paint colours and types are consistent with the period of construction, where external paint controls apply.
- **Clause 18 – Transport** ensures a safe, integrated and sustainable transport system that provides access to social and economic opportunities, actively contributes to environmental sustainability facilitates network-wide efficient movements and supports health and wellbeing.
- **Clause 19 – Infrastructure** aims to ensure the efficient, equitable and timely provision of social and physical infrastructure by recognising social needs and setting aside land for community resources and future transport routes.
- **Clause 19.03-5L – Waste** – seeks to ensure that the size and design of waste and recycling facilities in a development will accommodate the likely waste generation, and that they are easy to access by both collection staff and venue staff.

