

Heritage Impact Statement

188-202 Swan Street, Cremorne

Application for permit – Proposed Works

September 2025

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1.0 Introduction

This assessment of heritage impacts was prepared on behalf of the owner of the properties at 188-202 Swan Street, Cremorne, in relation to a proposal to undertake demolition works and construct a multi-storey mixed-use development on the site.

The report reviews the significance of the existing built form, and the contribution it makes to the adjacent streetscapes and the Heritage Overlay in which it is located. It then comments on whether the proposed works are appropriate in character and detail, and whether the scheme is acceptable in terms of its impacts upon the significance of the existing graded building on the land and the broader heritage context.

2.0 Sources of Information

The analysis below draws upon multiple inspections of the site and its environs (including recently), along with a review of the relevant clauses from the *Yarra Planning Scheme*, including:

- *Clause 15.03-1S* Heritage Conservation
- *Clause 15.03-1L* Heritage
- *Clause 43.01* Heritage Overlay
- *City of Yarra Database of Heritage Significant Areas March 2024*
- *City of Yarra Review of Heritage Overlay Areas 2007*, Statements of Significance, *Graeme Butler & Associates*.
- *Victorian Heritage Database*, <https://vhd.heritagecouncil.vic.gov.au/>
- *Sands & McDougall Directories*, State Library of Victoria, <https://www.slv.vic.gov.au/>
- *Historic MMBW Plans*, State Library of Victoria, <https://www.slv.vic.gov.au/>

The report has been prepared by Bryce Raworth Pty Ltd and is to be read in conjunction with the drawings and other documents prepared by Cox Architecture and submitted with respect to this application.

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3.0 Site Overview

Swan Street was first designated as a road reserve in the Crown Allotment survey of 1837. It is understood to have taken its name from the Swan Inn, built in 1850 on the south east corner of Church Street¹. The street forms part of the southernmost of three major east-west thoroughfares through Richmond, and contains a mix of retail and commercial buildings. The north side of Swan Street had been subdivided from the allotments of Joseph Docker and Charles Williams by 1853. In 1855 there was a concentration of buildings around the intersection with Church Street and by 1857 traders along Swan Street included butchers, drapers, fruiterers, tailors, shoemakers, hairdressers and hoteliers.



Figure 1 A sketch of Swan Street, Richmond, facing west, c1889. Part of the subject site is depicted in the left of image (as approximately indicated by the red line), with the former Richmond Coffee Place being the three storey building adjacent to the retained envelope at 198-200 Swan Street. The Richmond Coffee Palace was demolished c.1970s. Image source: <http://handle.slv.vic.gov.au/10381/136882>.

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¹ City of Yarra Heritage Review 1998, volume 3, page 155.

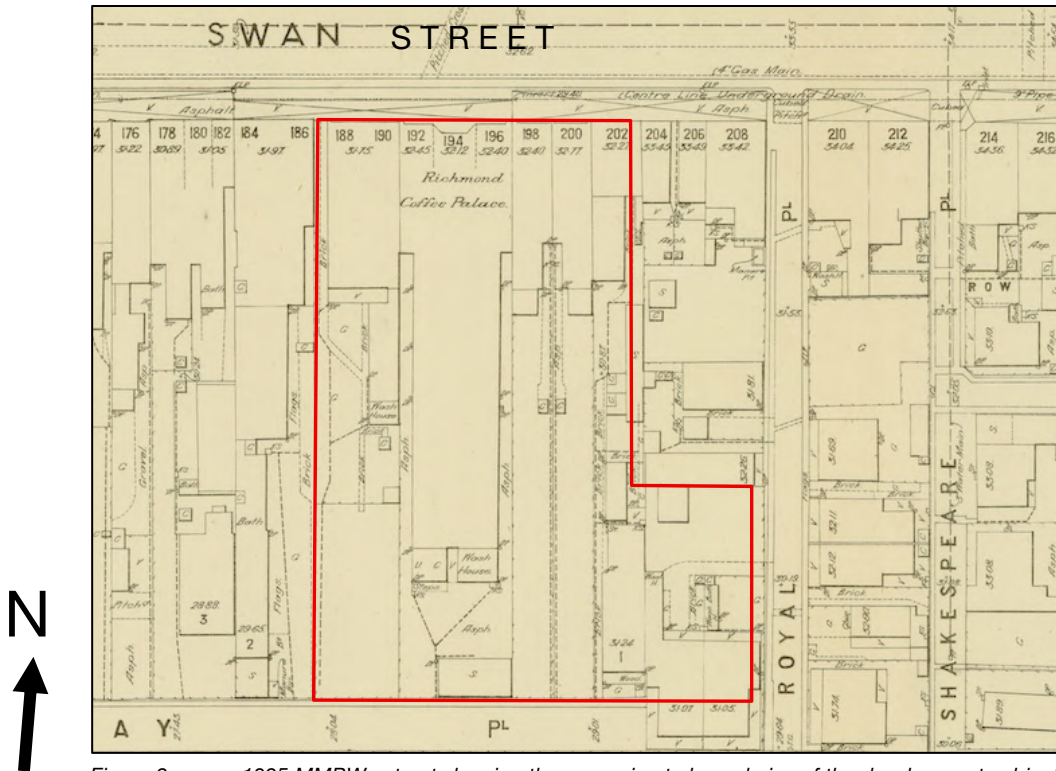


Figure 2 1895 MMBW extract showing the approximate boundaries of the development subject site (outlined red) and built form on the site at this time.

Source: <http://handle.slv.vic.gov.au/10381/12193>

Swan Street continued to evolve as a commercial streetscape over the next few decades and by 1895 when a MMBW detail plan (see Figure 2) was completed, Swan Street appears to have been fully developed.

Along Swan Street, between the rail line in the west and Church Street in the east, a large number of double-storey Italianate shops with residences above were constructed, although there are also various later examples of single and double storey Edwardian buildings, with a smaller number of interwar and post war buildings. Many original ground floor shop fronts have been modified.

More notable buildings along Swan Street include the former Dimmays department store, located to the west of the subject site. This building was constructed in 1907 to the design of architects HW and FB Tompkins. It was originally two storey, with a brick and render finish, incorporating large arched openings to the first floor, and a simple panelled pediment. A distinctive clock tower, which is topped with a copper ball, was added between 1908 and 1916. In recent decades a multi-storey tower has been constructed at a setback from the façade.

Other notable buildings include the former State Savings Bank of Victoria, constructed in 1907 at 216 Swan Street, east of the subject site on the corner of Swan Street and Shakespeare Place. This building is double storey, constructed of red brick with quoined arched rendered openings, first floor oriel windows, two with wrought iron railings, and an unusual parapet.

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Description

188-202 Swan Street is located on the southern side of the street, with secondary rear access via Royal Place to the south west and Railway Place to the south. The development integrates five parcels of land individually known as:

- 188-190 Swan Street
- 192 Swan Street
- 196 Swan Street
- 198-200 Swan Street
- 202 Swan Street

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Figure 3 Annotated aerial view of the subject site (outlined in yellow), showing each of the constituent portions of land. Source: Google Maps.

The combined site comprises a flat portion of land on the south side of Swan Street, Cremorne (see Figure 3). Swan Street is a major east west thoroughfare with mostly modern concrete gutters and kerbs, and asphalted footpaths. Traffic is two ways alongside a central tramline, with parallel parking is available along both sides. The place has secondary access to the south and south east via Railway Place and Royal Place, with these laneways also generally providing rear secondary access to adjacent buildings fronting Swan Street. These laneways are not sensitive heritage environments. On the southern side of Railway Place is the railway line, with East Richmond Station to the south east. The five parcels of land that make up the subject site are described below:

188-190: A late 20th century shop front presents to Swan Street at ground level. The upper-level facade is clad with corrugated metal, with the corrugation extending across 188-190,

192 and 194-196 Swan Street. Beyond the shop front, this building and its neighbour to the east, 192 Swan Street are narrow and share a metal clad flat roof form. The building extends through to Railway Place where it presents a utilitarian brick elevation, with metal roller door. While a small retail tenancy fronts Swan Street, it is understood the majority of the building formed a part of a former Coles store, prior to Coles relocating to the former Dimmey's store, to the west. A non-original metal awning extends to the street.

192: This building forms a pair with 188-190 and presents a continuous late 20th century shop front to Swan Street, with the rear of the building a part of a former Coles store. A non original metal awning extends to the street.

194-196: A modern double storey shopfront, the ground floor previously being an entrance to Coles. The upper level facade is metal clad as described above. The building extends through to Railway Place, where it presents with a utilitarian brick elevation. This building, along with the majority of 188-190 and 192 Swan Street forms a part of a former Coles Store. A non original metal awning extends to the street.

198-200: Side by side, double storey, late 19th century shops, constructed c.1882. The shopfront to 198 Swan Street, on the western side, features inset double timber doors on its eastern side, with glazed highlight, flanked on its western side by a tall window, with timber dado. The shopfront does not appear to be original, but rather reconstructed to early 20th century character, but is generally sympathetic in character. The shopfront to 200 Swan Street is obscured behind a metal roller door. Previous real estate images of the shop front suggest it is a mirror image of 198 but is also reconstructed.

The upper level presents a symmetrical composition across both shopfronts with four arched sash windows with decorative moulded lintels. The parapet is surmounted by an arched pediment with inscription 'Erected 1882'. The eastern elevation of the first-floor is visible to the public realm via oblique views to the east and appears to have been constructed to a face brick standard using a combination of a stretcher and header courses. A gable roof, punctuated by two face brick chimney is visible from the public realm via oblique views. Beyond the historic front portion, is a flat roofed addition that fronts Railway Place. A reproduction metal verandah, which is incomplete, extends across both shop fronts.

202: A late interwar single storey building. The shopfront comprises a central ingo with modern metal framed doors, flanked to each side by modern glazing and a tiled dado. A non original metal awning extends to the street. While the place is generally identified as originally being of late interwar construction, the shopfront has been altered, and it is identified as non-contributory. The rear portion of this building is modern and fronts Railway Place and Royal Place to the south and south east.

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Figure 4 The southern side of Swan Street. The development site comprises several parcels of land, indicated with the red arrow. The eastern elevation of 198-200 Swan Street visible owing to the single storey nature of 202 Swan Street.



Figure 5 The shopfront of 198 Swan Street. This shopfront, while sympathetic to an early 20th century appearance, appears to have been reconstructed.

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Figure 6 200 Swan Street, with the shopfront obscured behind a metal roller door.



Figure 7 The shopfront of 202 Swan Street. It is identified as non-contributory, with an altered, early 20th century character.



Figure 8 198-200 Swan Street, highlighting the rendered upper level façade.



Figure 9 The existing verandah appears to have been reconstructed in relatively recent times and is incomplete.

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Figure 10 The far western modern shopfront associated with 188-190 and 192 Swan Street, noting the shopfront is numbered only as 192.



Figure 11 Modern shopfront associated with 192 Swan Street, Cremorne.

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Figure 12 The previous Coles shopfront at 194-196 Swan Street.



Figure 13 View to the rear of the development site from Railway Place, with taller built form at 3 Railway Place visible.

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Figure 14 The rear of the development site from the corner of Royal Place and Railway Place.

4.0 Significance

The northern half of the development site is located within and is surrounded by the Swan Street Heritage Precinct, HO335. The Statement of Significance for the precinct in the *City of Yarra Heritage Review (2007)* is reproduced in part as follows.

What is significant:

Some 24% of buildings identified along Swan Street are from the early Victorian-era and nearly 26% are individually significant, being a high percentage among other Heritage Overlay Areas but typical for the City's old commercial strips, with Brunswick St being 21%, Smith Street 27%, Queens Parade at 33%. Individually significant buildings identified range from the 1880s-1920.

Contributory elements:

Contributory elements include (but not exclusively) typically attached Victorian-era and Edwardian-era mainly two-storey shops and residences having typically:

- *Façade parapets, with pitched roofs behind*
- *Two storey wall heights,*
- *No front or side setbacks;*
- *Face brick (red, dichrome and polychrome) or stucco walls;*
- *Corrugated iron and slate roof cladding;*
- *Chimneys of either stucco finish (with moulded caps) or of face red brickwork with corbelled capping courses;*
- *Post-supported street verandahs as shown on the MMBW Detail Plans¹³⁵*
- *Less than 40% of the street upper wall face comprised with openings such as windows;*
- *Display windows, timber or tiled shopfront plinths, and entry recesses at ground level; and*
- *Red brick, storage or stable buildings at the rear or side lane frontage for some properties;*

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Contributory elements also include:

- Well preserved buildings from the inter-war period and individually significant buildings from all periods;
- Public infrastructure, expressive of the Victorian and Edwardian-eras such as bluestone pitched road paving, crossings, stone kerbs, and channels, and asphalt paved footpaths

How is it significant?

HO335 Swan Street Heritage Overlay Area, Richmond is aesthetically and historically significant to the City of Yarra (National Estate Register [NER] Criteria E1, A4)

Why is it significant

The Swan Street Heritage Overlay Area, Richmond is significant:

- As one of the two major early commercial thoroughfares in the former City of Richmond, with a good collection of well-preserved, mainly Victorian and Edwardian commercial buildings, containing a mixture of shops, hotels and other commercial buildings, many of which are substantially intact at first floor level, with a number of historic shopfronts at ground floor, including those dating from the interwar period;
- For the landmark or individually significant buildings from all eras including early hotels, from the gold rush era, and famous retail stores such as Maples, Dimmey's and Ball and Company, many with architecturally significant upper facades; and
- As a good illustration of commercial architectural styles in the City, from the late 1850s to the inter-war period.

Buildings located within Heritage Overlays in the City of Yarra are graded using a three-tier grading system defined in the *City of Yarra Database of Heritage Significance Areas* as follows.

Individually Significant: A heritage place in its own right. Where an individually significant place is part of a broader heritage precinct, the individually significant place may also be contributory to the broader precinct.

Contributory: Contributory to the identified cultural values of the heritage overlay area as stated in the Statement of Significance.

Not Contributory: Not contributory to the identified cultural values of the heritage overlay area as stated in the Statement of Significance.

The same document identifies 198-200 Swan Street as Individually Significant, while 188-190, 192, 196 and 202 Swan Street are identified as not contributory.

Swan Street (south side)

178 Swan Street	Individually Significant
180-182 Swan Street	Individually Significant
184 Swan Street	Contributory
186 Swan Street	Contributory
188-190 Swan Street (subject site)	Not contributory
192 Swan Street (subject site)	Not contributory
196 Swan Street (subject site)	Not contributory
198-200 Swan Street (subject site)	Individually Significant
202 Swan Street (subject site)	Not contributory
204 Swan Street	Contributory
208 Swan Street (SW corner with Royal Pl)	Contributory
210 Swan Street (SE corner with Royal Pl)	Not contributory
212 Swan Street (SW corner with Shakespeare Pl)	Not contributory

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216 Swan Street (SE corner with Shakespeare Pl)	<i>Victorian Heritage Register</i>
<u>Swan Street (North side)</u>	
137 Swan Street	Contributory
139 Swan Street	Contributory
141 Swan Street	Contributory
143 Swan Street	Contributory
145 Swan Street	Contributory
147 Swan Street (NW corner Waverley St)	Not contributory
149-155 Swan Street (NE corner Waverley St)	Not contributory
157-159 Swan Street (NW corner Docker St)	Contributory

In summary, only one building on the subject land is graded significant, with the remainder being non-contributory. More broadly, the site is located within a heritage context of somewhat varied gradings.

5.0 Heritage Overlay

As noted above, the 188-202 Swan Street is located within and is surrounded by the Swan Street Heritage Precinct, HO335. This is a linear precinct encompassing most properties that front Swan Street from the rail bridge in the west to Charles Street in the east. External paint controls apply under the provisions of this overlay. As depicted below, only the front portions of the subject site are included within the Heritage Overlay.

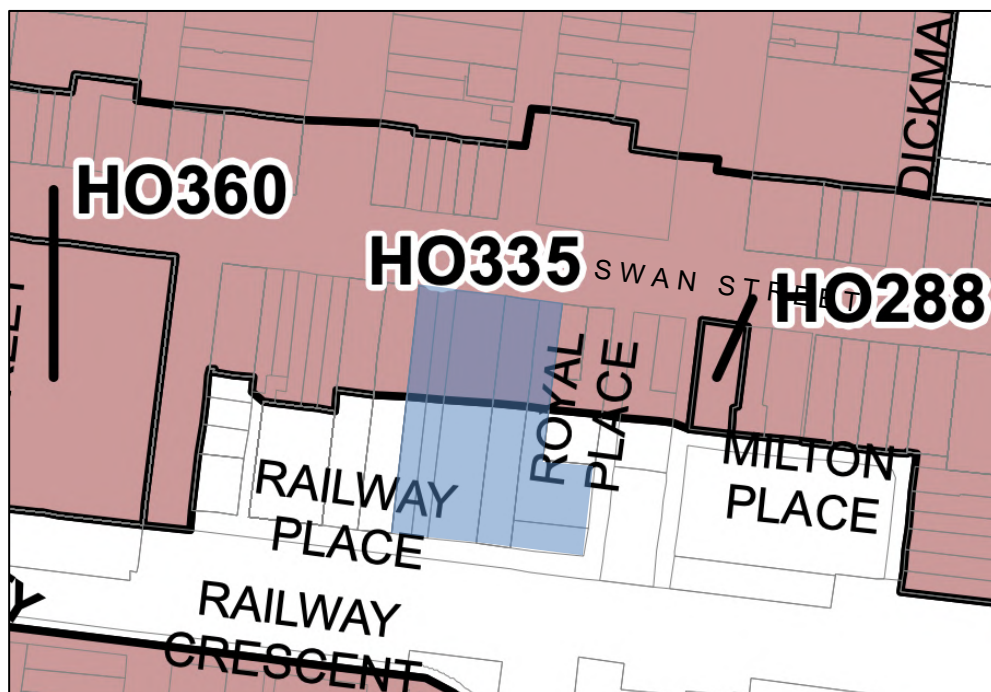


Figure 15 Heritage Overlay map showing the location of the subject site (shaded blue) within the broader Swan Street Precinct, HO335.

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6.0 Heritage Policy

As the site is included in the Heritage Overlay, it is subject to the provisions of *Clause 43.01*, the Heritage Overlay. The purposes of the Heritage Overlay are as follows:

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.

Before deciding on an application, in addition to the decision guidelines in *Clause 65*, the responsible authority must consider, as appropriate:

- *The Municipal Planning Strategy and the Planning Policy Framework.*
- *The significance of the heritage place and whether the proposal will adversely affect the natural or cultural significance of the place.*
- *Any applicable statement of significance (whether or not specified in the schedule to this overlay), heritage study and any applicable conservation policy.*
- *Any applicable heritage design guideline specified in the schedule to this overlay.*
- *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.*
- *Whether the demolition, removal or external alteration will adversely affect the significance of the heritage place.*
- *Whether the proposed works will adversely affect the significance, character or appearance of the heritage place.*

[...]

As the site is subject to the provisions of a Heritage Overlay, *Clause 15.03 Heritage* applies and is reproduced, in part, below:

15.03-1L Heritage

[...]

Objectives

To conserve and enhance Yarra's natural and cultural heritage.

To preserve the scale and pattern of streetscapes in heritage places.

To ensure the adaptation of heritage places is consistent with the principles of good conservation practices.

[...]

Strategies

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.*

Setback additions:

- *To avoid facadism, where only the visible façade is retained and the remaining fabric is demolished.*
- *To maintain the visibility of the three-dimensional form and depth of a building*

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

In circumstances where primary pedestrian access is provided from a laneway, allow for any reinstatement of the laneway fabric to provide universal access.

Demolition

Prioritise the conservation and adaptive reuse of a heritage place over demolition.

Prevent the demolition of individually significant or contributory buildings unless all of the following can be demonstrated:

- *The building is structurally unsound rather than in poor condition.*
- *Alternative stabilisation works have been investigated and are not feasible.*
- *The replacement building and/or works is appropriate for the heritage context.*

Prevent the demolition of any part of an individually significant or contributory building unless all of the following can be demonstrated:

- *The demolition will not adversely affect the significance of the heritage place.*
- *The partial demolition will contribute to the long-term conservation of the heritage place.*
- *The fabric does not contribute to the significance of the place or the area of demolition is not visible from:*
 - *The street frontage (other than a laneway), unless:*
 - *The principal façade addresses the laneway; or*
 - *The fabric visible from the laneway is identified in the Statement of Significance.*
 - *A park or public open space immediately adjoining the site.*
- *The demolition of part of the building allows its three-dimensional form to be retained and does not result in the retention of only the visible façade of the building and demolishing the remainder.*
- *The replacement building is a high quality design.*

Encourage applications for demolition to be accompanied by an application for new development.

Prevent the demolition of an individually significant or contributory building unless new evidence has become available to demonstrate that the building is not of heritage significance and does not contribute to the significance of a heritage place.

[...]

Commercial heritage places

Encourage buildings and works to respect and respond to the existing proportions, patterning and massing of nineteenth and early twentieth century facades and streetscapes.

Maintain the prominence of the street wall through appropriate upper level setbacks.

Encourage new development in activity centres to respect the prevailing street wall height in the immediate area.

Conserve and enhance heritage shopfronts and verandahs.

Encourage new shopfronts to complement the general form and proportion of glazing and openings of adjoining original or early shopfronts, if any.

Maintain the existing canopy/verandah height of adjoining heritage buildings and the heritage streetscape.

Encourage a simple contemporary verandah design, consistent with the form and scale of adjoining verandahs.

Encourage inset balconies above the street wall rather than projecting balconies.

Incorporate an angled splay to buildings on street corners where these are present on adjacent or opposite corners. The site is also subject to a Design and Development Overlay, DDO26 applying to the area known as Swan Street Activity Centre – Precinct 2 Swan Street retail centre. DDO26 includes the following design objectives.

- *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.*

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- *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.*

Street wall height, setback and building height requirements are identified in a diagram provided in the associated schedule. For the subject site there is to be no street wall setback i.e., infill is to be constructed to the street boundary, street wall heights are to be a minimum of 8 metres, with a maximum height of 11 metres. The preferred requirement is that infill match the parapet height of taller adjacent heritage buildings for a minimum length of 6 metres. Upper level setbacks should be setback a minimum of 10 metres for development up to 21 metres, and a 20 metres setback for any height above 21 metres.

7.0 Proposed Scheme

It is proposed to retain the double storey envelope of 198-200 Swan Street to a depth of five metres, including the roof form and front chimney, with the remaining built form on the subject site to be demolished outright. This being said, bricks from the demolition of the rear elements of 198-200 Swan Street will be retained where able and used to rebuild a section of the eastern elevation beyond the retained envelope. A 14 storey mixed use development, with three additional basement levels will then be constructed, incorporating the retained heritage fabric.

Where 188 Swan Street is located, this portion of the development site will remain vacant and be transformed into an activated walkway to access new retail tenancies, pedestrian access to the apartment building and become a thoroughfare between Swan Street and Railway Place. As a result of this void, the retained return elevation, and reconstructed wall to 198-200 Swan Street will become a featured elevation.

With respect to setbacks, a double storey podium will be constructed adjacent the retained building fronting Swan Street on the west side. The third storey will be setback just over 10 metres, however balconies will extend into this setback, with the balcony set back from the street by 3.46 metres. The next eight levels will be setback 20 metres, with the upper three levels being setback 24 metres and beyond. Upper level setbacks of 11.7 metres are also being introduced on parts of the eastern side, predominately where the development runs parallel to the adjacent building at 206 Swan Street. The development will have limited setbacks on its southern and south eastern sides, where it will interface with Railway Place, the railway line and Royal Place.

The exterior of the new building will be trabeated in character, with a combination of rectilinear and arched geometry incorporated. The podium to Swan Street will be symmetrical, with double height

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masonry look piers and arches, with light colour tones proposed. The ground floor will have floor to ceiling glazing for the new retail tenancy with a modern canopy. The upper level will incorporate an arcaded balcony to service residential amenities. The podium will be articulated to have a slight recess between the retained built form and the remainder of the street wall, which ensures they read as separate elements, rather than competing. The upper levels are glazed, and articulated by double height curved accents to be clad with 'masonry look solid wall features', inset with balconies.

With respect to internal planning, the basement levels will be largely dedicated to car parking, but also include bike parking, resident storage and service areas. The basements will be accessed from Railway Place via an access ramp located along the western property boundary. A full height stair and lift core will be centrally located in the southern portion of the building. The ground floor will contain two retail tenancies fronting Swan Street, one incorporating the retained heritage building, and a second larger one occupying the west side of the Swan Street interface. Two smaller retail tenancies will be located toward the southern side of the development, alongside by lobby spaces and service areas. Level 1 will incorporate residential amenities, and apartments. The levels above will all be dedicated to apartments, each which will include a balcony. The upper most level (Level 13) will be dedicated to residential amenity.

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8.0 Discussion

The foremost consideration in assessing the heritage impacts of the scheme relate to the extent of demolition, the appropriateness of the treatment to the heritage-built form of 198-200 Swan Street and the proposed new built form relative to its wider heritage context. These aspects of the proposal are discussed below.

Demolition

The outright demolition of the built form at 188-190, 192, 194-196 and 202 Swan Street is acceptable and consistent with Council heritage policies given the non-contributory gradings of the associated built form.

The assessment of the proposed partial demolition of the existing built form of 198-200 Swan Street requires a more nuanced approach. It is acknowledged that the associated grading is 'individually significant' for which Council's heritage policy encourages retention. The existing built form will be retained to a depth of 5 metres, which retains the facade, the front part of the roof form including one chimney, and the first 5 metres of the eastern elevation. The eastern elevation, beyond the retained envelope, is intended to be rebuilt by incorporating salvaged brick from the demolition.

Council heritage policy discourages partial demolition of heritage buildings unless, as outlined in section 6, it can be demonstrated partial demolition will not adversely affect the significance of the heritage place, that partial demolition will contribute to the long term conservation of the heritage place, if the fabric for demolition either does not contribute to the significance of a place, or if the area of demolition is not visible from a public laneway.

The extent of retention is generally consistent with this heritage policy, while acknowledging a lesser extent of retention is proposed than what may be preferable. The building has historically been located

within a group of shopfronts whereby the facades are arguably the most significant element of the building, notwithstanding buildings with frontages to laneways. The front 5 metres of the retained building are the most visible to the public realm, with the extent of visibility limited to oblique views, rather than being visible from a range of viewpoints. Demolishing the building beyond 5 metres will have limited adverse impact upon the individually significant grading of the subject site and it will not have an adverse impact upon the identified significance of the Swan Street Precinct. The retained building will continue to form a part of a late 19th/early 20th century commercial streetscape with a reasonably intact upper-level Victorian era façade. The extent of retention will ensure the buildings key character elements are retained, maintaining a three-dimensional presentation in views from Swan Street. Rebuilding the eastern elevation beyond the retained envelope also assists in maintaining the presentation and character of this building, even if not original.

While the building is identified as being of individually significance, it is also noted the ground floor shop front is altered, likely to be a reconstruction of an interwar shopfront, thus the building is not wholly intact. The verandah has also been reconstructed, assumed to have been undertaken on a speculative basis in terms of detail, however the reconstruction is not complete.

The extent of demolition is generally consistent with heritage policy, as described above, and is supported on that basis.

The proposed interior works are also supported given no internal alteration controls apply.

It would also be anticipated that a schedule of conservation and restoration works to the retained heritage frontage should be provided as a condition of permit.

New works

Council's heritage policy for new development requires that proposed works should be sympathetic to the scale, form, siting and setbacks of nearby graded buildings.

The scheme has taken a considered approach to the partial retention of the heritage building and responds to its setting and the broader Swan Street character by providing a low scale podium street interface, the incorporation of significant setbacks to the upper levels and a restrained, complementary external character. The new built form will be respectful of, and in keeping with, the key attributes of the precinct, which is derived from its late nineteenth and early twentieth century presentation. The primary value of the building within the streetscape rests within the building's visibility within Swan Street, which will be retained.

The design approach of presenting a lower scale podium to the street boundary with the upper levels at a relatively substantial setback to make them less visually dominant is an established design paradigm within the precinct and is encouraged by the DDO. The setbacks to the upper levels will manage their visual prominence in views from street levels, with the upper levels reading an elegant architectural backdrop, rather than visually dominating buildings that front Swan Street.

The double storey height and articulation of the Swan Street infill provide an appropriate response to the single and double storey scale of heritage built form found along Swan Street. The height directly references the double storey scale of the retained building within the development. The height of the infill will be taller than the adjacent facade heights of 184 and 186 Swan Street to the west, however it

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will not visually dominate these contributory buildings, which have high parapets and historically have been seen amongst double storey built form.

In terms of articulation, the street frontage adopts a contemporary appearance, with piers and arches interpreting the Italianate style arches and rendered detail of the facade to the retained building. The scale of the double height arches to the facade also takes advantage of a wide development site and ensures the infill does not mimic the openings of the heritage fabric. It avoids the facade having too many components and possibly appears too busy.

Acknowledging a void will be left following the demolition of 202 Swan Street, this is very deliberate and well considered and activates the streetscape to encourage ease of passage between Swan Street and Railway Place. This is also a section of the precinct with a number of laneways from Swan Street and the void will not interrupt the streetscape rhythm, with a double height arched entrance that replicates the double storey height of adjacent facades.

The two floors immediately above the retained heritage building and infill have a setback where they will be largely obscured from the public realm, ensuring the retained facade and new infill remain the visually prominent elements.

While the tower will be clearly visible behind the retained envelope, substantial setbacks are incorporated, and the articulation and materiality of the tower responds to the character and expression of the heritage facades in a number of contemporary manners. The curved window and balcony detailing references the historic Italianate style arches, with the rendered finish of the arches providing reference to the rendered finish of heritage buildings to Swan Street, including the retained building. The double floor height of the rendered, curvilinear features to the tower also provides visual interest that differentiates the upper floors to the heritage context of Swan Street.

The proposed material schedule includes a limited but considered variety of finishes that will form a low-key neutral backdrop to both the heritage building and wider streetscape, while also differentiating the lower scale podium to the upper levels.

The overall height of the proposal reflects the emerging character of Richmond, which has seen substantial high rise development over the recent decade. It is unlikely that any other sites on the southern side of Swan Street will be amalgamated, so with respect for height, this development is also likely to be the highest in Richmond, but not out of character when considering taller built form to the west at 3 Railway Place and the tower set behind the former Dimmeys Store at 188-190 Swan Street. The existing taller built form along Swan Street provides a setting within which new development of the scale proposed can easily be absorbed.

Along with the Heritage Overlay, new built form along Swan Street needs to be balanced with the expectations of those arising from the Design and Development Overlay (DDO26, Area 2), with the following relevant design objectives reiterated below:

- *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.*

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- 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.

DDO26 requires design qualities whereby upper level development on land within a Heritage Overlay should be visually recessive and to also avoid large expanses of glazing with a horizontal emphasis in the upper levels of development. Table 1 to Schedule 26 (DDO26, Area 2) specifies a mandatory maximum building height of up to 18 metres for the front portion of buildings that front Swan Street, with building heights for the central and rear portions supported up to 34 metres. The proposed scheme achieves these design objectives.

Having regard for the height of the tower though is more a matter for urban design assessment than a direct heritage consideration, to the extent that the key interface between the upper levels and the heritage fabric is at the intermediate levels immediately behind the heritage buildings, an element of the design which as discussed above, has been appropriately managed.

The following table provides a point by point summary assessment of the scheme against specific design strategies for New Development, Alterations or Additions provided at *Clause 15.03-1L*.

<i>Promote development that is high quality and respectful in its design response by:</i>	
<ul style="list-style-type: none"> ▪ <i>Maintaining the heritage character of the existing building or streetscape.</i> 	<p>The only building of identified significance, 198-200 Swan Street, which is retained.</p> <p>The scheme presents a carefully moderated interface with the retained double storey shop by presenting a low scale adjacent podium incorporating setbacks, with a small recess to Swan Street introduced between the retained heritage fabric and the new podium and sympathetically landscaped.</p> <p>The new structure interfaces with the existing heritage streetscape in a respectful manner through its combination of setbacks, massing, articulation and architectural character (including materiality).</p>
<ul style="list-style-type: none"> ▪ <i>Respecting the scale and massing of the existing heritage building or streetscape.</i> 	<p>The scheme presents low scale podium street frontages, with the upper levels at significant setbacks. This will reduce their apparent visual dominance. The scheme responds to an emerging character in Richmond where appropriately designed taller built form can easily be absorbed.</p>
<ul style="list-style-type: none"> ▪ <i>Retaining the pattern and grain of streetscapes in heritage places.</i> 	<p>The facade treatment articulates the frontages into narrower bays that reference the traditionally finer scale of nearby site frontage. It respects the prevailing building orientation.</p>

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<ul style="list-style-type: none"> ▪ <i>Not visually dominating the existing heritage building or streetscape.</i> 	<p>The apparent visual dominance of the new building envelope is moderate by presenting a lower scale podium to Swan Street, with the upper levels located at setbacks and given a more visually light treatment.</p> <p>The DDO envisages substantial multi-storey development on the subject site and taller built form is already seen as a backdrop along Swan Street to the west.</p>
<ul style="list-style-type: none"> ▪ <i>Not detracting from or competing with the significant elements of the existing heritage building or streetscape.</i> 	<p>The scheme will result in a change to the context of the shop fronts to Swan Street, but this will be sympathetically managed. It will provide a complementary and visually compatible new setting that is much more attractive than the existing arrangement.</p>
<ul style="list-style-type: none"> ▪ <i>Maintaining the prominence of significant and contributory elements of the heritage place.</i> 	<p>The proposal seeks to maximise and celebrate the retained heritage fabric through setbacks and the provision of a sympathetically landscaped thoroughfare adjacent to the east.</p>
<ul style="list-style-type: none"> ▪ <i>Respecting the following elements of the heritage place:</i> <ul style="list-style-type: none"> – <i>Pattern, proportion and spacing of elements on an elevation.</i> – <i>Orientation to the street.</i> – <i>Setbacks.</i> – <i>Street wall.</i> – <i>Relationship between solid and void.</i> – <i>Roof form.</i> – <i>Chimneys.</i> – <i>Verandahs and canopies.</i> – <i>Materials.</i> 	<p>The scheme reproduces the orientation and existing street boundary setbacks seen along Swan Street.</p> <p>The treatment to the podium will result in the new building presenting a series of narrower bays to the street that visually echo the pattern of narrower fronted buildings that have traditionally addressed the adjacent streets.</p> <p>The extensive use of neutrally toned stone and render in the external treatment is a respectful design response.</p>
<ul style="list-style-type: none"> ▪ <i>Being visually recessive against the heritage fabric through:</i> <ul style="list-style-type: none"> – <i>Siting.</i> – <i>Mass.</i> – <i>Scale.</i> – <i>Materials.</i> – <i>Architectural detailing.</i> – <i>Texture, colours and finishes.</i> 	<p>Policy anticipates new development in heritage overlays may be higher than existing building stock and be acceptable, subject to addressing these matters.</p> <p>The scheme seeks to be visually recessive by incorporating upper level setbacks, extensive facade articulation and a neutral materiality.</p>

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Conclusion

The proposed development for 188-202 Swan Street has been prepared with appropriate consideration for the significance of the Swan Street Heritage Precinct (HO335). Demolition of the non-contributory buildings and partial demolition of the individually significant building on the site is consistent with Council policy. The scheme provides a respectful setting to the retained Victorian shop through the provision of a low scaled, adjacent podium interface of a compatible, contemporary character. The new built form responds to the heritage character of the wider streetscape and precinct by presenting a lower scale glazed and rendered podium Swan Street, with the levels above located at significant setbacks and of a lighter character to make them less visually dominant. The scheme reflects the expectations of the DDO26 for more intensive development in this area.

The scheme represents a considered and balanced outcome having consideration for the objectives and design guidelines of *Clause 43.01*, and the associated heritage policies provided within *Clause 15.03* of the *Yarra Planning Scheme*, as well as broader urban planning considerations.

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