

8 Exhibition Street Entry Canopy

Heritage Victoria Permit Application

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8X



Contents

Existing Canopy - Option 1	04
Initial Canopy Design - Option 2	05
Revised Canopy Design - Option 3	06
Current Proposed Canopy Design - Option 4	07

Entry Canopy - Design Options

Existing Canopy - Option 1

Retain Existing Canopy

- Retain the existing canopy with no alterations
- Whilst this approach preserves the existing condition, it does not improve the visibility, legibility or prominence of the building entrance.
- The current entry lacks the identity and presence expected of a contemporary Premium Grade commercial office building, limiting its ability to compete within Melbourne's leasing market.
- Strong building identity and a clearly defined arrival experience are now fundamental expectations of corporate occupiers. Without investment in the entry experience, the building's ability to attract and retain tenants will diminish over time.
- The ongoing commercial success of the building is intrinsically linked to its long-term conservation. Maintaining high occupancy and continued investment is essential to ensuring the heritage asset remains active, relevant and well maintained.



Initial Canopy Design - Option 2

Maximum Commercial Expression

- The initial concept explored a highly expressive architectural canopy intended to establish a bold commercial identity and transform the building's presence within the CBD.
- The proposal incorporated a large-format digital LED display wrapping all visible sides of the canopy, creating a prominent animated building marker that maximised visibility from multiple approach directions, and significantly increased the building's street presence.
- This concept represented the upper limit of commercial activation, positioning the entry as a dynamic digital gateway within the streetscape.
- During concept design, heritage consultant **Lovell Chen** reviewed the proposal and recommended a more restrained approach, including reducing the scale of the canopy, limiting illumination to the underside only, and adopting a more sympathetic architectural expression. These recommendations informed the subsequent design iteration.



Revised Canopy Design - Option 3

Heritage-led Refinement

- Responding to the recommendations provided by Lovell Chen, the design was refined to adopt a more heritage-sensitive approach.
- The canopy scale was reduced, lighting was confined to the underside only, and the animated digital display was replaced with a warm, softly illuminated soffit that delivered a more timeless and understated architectural expression while maintaining a clear sense of arrival.
- This revised proposal was presented to Heritage Victoria, who provided further feedback to reduce the perceived bulk and visual prominence of the canopy, informing the final recommended design.



Current Proposed Canopy Design - Option 4

Recommended Design

- The proposed canopy represents the culmination of the iterative design process and responds directly to Heritage Victoria's feedback.
- The existing canopy height and alignment have been retained, while the fascia depth has been reduced from 800mm to 600mm—the minimum dimension required to accommodate integrated lighting and discreet building identification within a single architectural form.
- The design has been intentionally developed as a lightweight and contemporary intervention that strengthens the building's legibility and sense of arrival without competing with the heritage façade.
- Integrated lighting provides a warm and welcoming arrival experience. Alternative approaches, including under-canopy strip lighting alone, were considered but would not provide sufficient building identity, wayfinding or street presence.
- The proposal achieves an appropriate balance between heritage conservation and the commercial requirements of a contemporary office building. By improving the building's identity and tenant appeal, it supports the long-term occupation, investment and ongoing preservation of this significant heritage asset.



Current Proposed Canopy Design - Option 4
Recommended Design



Thank you.

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