
**NOTICE OF REFUSAL TO GRANT A
PERMIT**

UNDER SECTION 102(1)(C) OF THE
HERITAGE ACT 2017

Permit No: P37853

Applicant:



NAME OF PLACE/OBJECT: FORMER BRYANT & MAY INDUSTRIAL COMPLEX

HERITAGE REGISTER NUMBER: H0626

LOCATION OF PLACE/OBJECT: 560 CHURCH STREET CREMORNE, YARRA CITY

WHAT HAS BEEN REFUSED?

Construction of one 13 level tower and one 12 level tower and associated landscaping on the northern half of the place, demolition of non-heritage buildings and adaptation and conservation of the Administration Building, Brymay Hall, Dining Hall, and the Boiler House and Chimney Stack.

REASONS FOR REFUSAL:

- The proposed positive heritage outcomes do not outweigh the substantial adverse impacts on the cultural heritage significance of the place.
- The combined massing, height and siting of the two proposed towers would visually overpower the Former Bryant and May Industrial Complex and detract from the cultural heritage significance of the place as a prominent landmark. The new built form would dominate in both close and long-range views and disrupt the historical setting of the place as well as visual connections between the heritage buildings.
- The place has the capacity to absorb new development but not to the extent which is being proposed. The proposal as submitted was considered. The applicant did not provide meaningful alternatives of less intensive development for consideration.
- The wedge form would be an obviously new addition to the place but its form conflicts with the heritage buildings and structures. The focus of the place would be shifted to the wedge form and away from the heritage buildings and structures.
- The proposal has started with highest and best use of the place and not the cultural heritage significance of the place. In its current form, the proposal is considered to be an overdevelopment of the heritage place.
- It has not been demonstrated that refusal would affect the reasonable or economic use of the registered place.

Date Refused: Signed by the Executive Director, Heritage
Victoria

23 November
2023



A handwritten signature in black ink, appearing to read "Steven Avery". The signature is fluid and cursive, with a long horizontal stroke at the bottom.

Steven Avery
Executive Director
Heritage Victoria