

## Former Bryant and May Industrial Complex, 560 Church Street, Cremorne (VHR H0626)

### Q&As

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#### What is the Former Bryant and May Industrial Complex?

The Former Bryant and May Industrial Complex was included in the Victorian Heritage Register in 1986. Construction began in 1909 and it operated as a factory for the manufacturing of matches by English firm Bryant and May until 1988.

The Former Bryant and May Industrial Complex is of historical, architectural and social significance to the State of Victoria and survives as a largely intact and rare example of a model factory with amenities for the workers. It is of architectural significance for the quality and cohesion of its architectural development and is one of the finest surviving remnants of Richmond's industrial past.

#### What has happened?

On 19 June 2023, Heritage Victoria received a permit application for proposed works to the Former Bryant and May Industrial Complex. The development proposal comprised the construction of two towers of 13 levels and 12 levels, landscaping, demolition of non-heritage buildings and alteration, adaptation, maintenance and repair of the Administration Building, Boiler House, Chimney Stack, Brymay Hall and the Dining Hall. The proposal is for the north half of the site only and the southern half is in different ownership.

On 23 November 2023, the Executive Director, Heritage Victoria refused the application on the grounds that:

- 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.

#### What happens next?

The owner or a person with a real and substantial interest in the place may request a review of the Executive Director's determination to refuse the application. A request for a review must be made to the Heritage Council of Victoria within 60 days of the refusal of the application.