
From: clem newton-brown
Sent: Monday, 1 October 2018 3:00:29 PM (UTC+10:00) Canberra, Melbourne, Sydney
To: CoM Meetings
Subject: verbal presentation in relation to C305

Dear Committee,

I act on behalf of the owner of 133 Queens Bridge St, Southbank (see page 42 of the Amendment)

Please find attached a copy of my submission to the review. I seek to make a short presentation as well.

My client's primary concern is the ability to develop that part of the site not covered by heritage buildings. The bottle store on my client's site is an integral part of the heritage place which connects to the brewing tower.

It would be appropriate for the whole of this original building to be fully heritage protected.

However, the rest of the site is covered with buildings less than 20 years old and should be able to be developed in the future.

Also of concern is the proposal to protect the views to the brewing tower from all angles as this will prevent development of any of my client's site.

The primary view of the brewing complex is from Queens Bridge St, with the symmetrical bottling stores on either side.

To try to protect the brewing tower views 360 degrees will prevent the reasonable development of the adjoining neighbours.

As an aside, if 133 Queens Bridge St were developed in the future such that the advertising signage on top of the brewery tower is blocked from view on Kings Way then this may facilitate the removal of this sign which will greatly enhance the heritage value of the precinct.

I look forward to making a short presentation on the night.

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Submissions in relation to C305 on behalf of

Euroasia (Pacific) Pty Ltd t/a
Melbourne Wine House
133 Queens Bridge Street
Southbank VIC 3006

Background

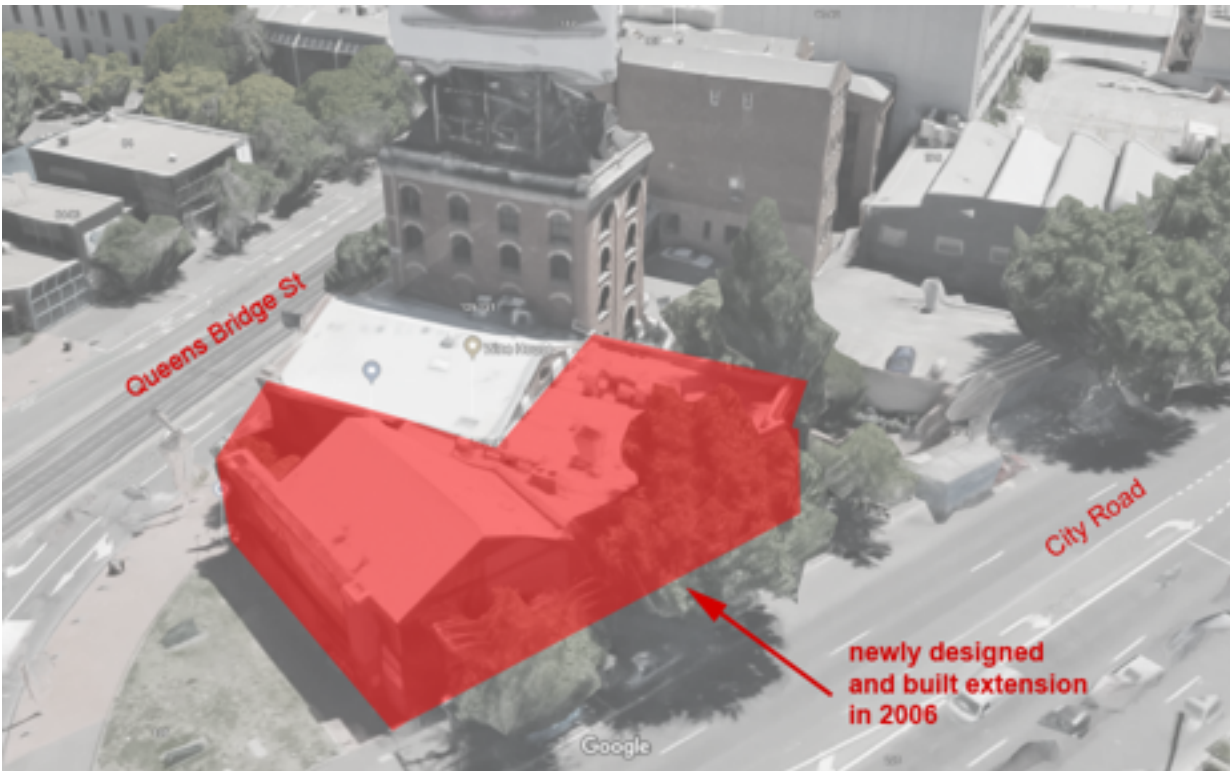
Whitemark Property and Planning acts on behalf of the owners of 133 Queens Bridge St, Southbank, Eurasia Pacific Pty Ltd ("Euroasia").

Euroasia has owned and occupied the site since 2003. In this time significant works have been undertaken to construct new additions to the site on the parts not occupied by the heritage building. Now all the land has been built on to extend the heritage building and make the property commercially viable.

Euroasia respects and appreciates that it is custodian of a significant heritage building, being one of the bottling stores attached to the Castlemaine brewery tower. The fabric of the heritage building has been protected and maintained by Euroasia. It has also been improved when the modern shopfront windows were removed and replaced with the original arch style windows in the Queens Bridge Street frontage.



The property as at 2002 before the current owners restored the windows.



Euroasia has no plans to challenge the proposed heritage listing of the original building on the site. However, it objects to the proposed heritage overlay extending to cover the area occupied by the modern extensions which abut the heritage building.

Whitemark has been briefed to review the C305 Planning Scheme Amendment and to set out why it is unreasonable and unnecessary for the heritage overlay to cover the whole property boundary and not simply the heritage building.

It is noted that there are many examples in C305 where heritage overlays do not necessarily cover full title boundaries but are restricted to the actual heritage structures on the property.

Why is the heritage overlay proposed?

(derived from Conservation Management Plan)

The former Castlemaine Brewery is of significance as a rare, large and substantially intact surviving part of one of South Melbourne's largest industries, and for being an architectural landmark in the area. Despite their altered state, the two-storeyed buildings are integral to the significance.

The Castlemaine Brewery complex is significant both historically and socially, as:

- representative of the boom in Melbourne's brewing history during the late-19th century, and in particular, as one of South Melbourne's largest industries during a period of substantial growth in the area;
- being acknowledged, in 1890, as one of 'the most prosperous breweries at present existing in Australia'; and
- having a connection with the Fitzgerald Bros. and their managing director, J. B. Perrins, who, from their earliest establishment in Castlemaine and then in South Melbourne, went on to develop breweries in Newcastle, NSW, and Brisbane – eventually becoming one of Australia's major brewing operations, under the name, Castlemaine Perkins.

Aesthetically, it is significant as:

- being part of a wider brewing group that includes the significant Castlemaine Brewery Malt House (113 Sturt Street, Southbank, designed by Richard Buckley Whitaker and built in 1892), also rare and large;
- being an architectural landmark in the area;
- having a multi-storey brewing tower form, an innovation in local brewing technology which greatly enhanced the company's prosperity, but is not so rare in Victoria; and
- a well-preserved example of a 19th century brewing complex, including a brew tower and bottling stores, distinguished by its symmetrical composition and prominence in views across the Yarra River from Melbourne's CBD.

Application of C305 to 133 Queens Bridge St, Southbank.

Explanatory memorandum

It is expected that the amendment will have positive environmental, social and economic outcomes for the area. Heritage places enhance an area as a place in which to live, work, invest and visit.

It is agreed that from Queens Bridge Street the relatively intact form of the central tower and the bottling plants on either side provides a very significant and positive outcome for the area and enhances the immediate area as a place to live, work, invest and visit.

However, it is not agreed that this impact is achieved from City Rd which is very much the “back of house” frontage which would previously have been open yard. The heritage buildings are not built to the street boundary on City Rd (as they are on Queens Bridge Street).

The Amendment will encourage reuse, restoration and adaptation of heritage places. Retention of places will reduce building waste associated with demolition and construction of new buildings and it will also conserve embodied energy in existing buildings.

The Amendment will have positive social effects by recognising buildings, streetscapes, and precincts that make the area a distinctive neighbourhood for its local population and also visitors to the area. Heritage places provide identity for an area, add character, appeal and interest to the city. The inclusion of heritage places in the Heritage Overlay will ensure that the heritage value of these sites is considered as part of any planning permit application process and enable the protection of this part of Melbourne’s history for present and future generations.

The reuse, restoration and adaption of the heritage building is certainly supported. Euroasia has been a good corporate citizen as custodian of this heritage asset. Owning a heritage building is a great responsibility and usually also a great burden. It is imperative that Melbourne City Council encourage not only the retention of what is important but also allows of the adaption of the site for modern day purposes without unfairly restricting development potential. Should Euroasia wish to demolish the modern additions and rebuild in the future (while retaining and restoring the heritage building) they should be able to do so without the burden of a heritage overlay on a part of the site which contains no heritage.



The rear and side of the heritage buildings contains nothing older than the early 2000's when this picture was taken.

22.05 HERITAGE PLACES OUTSIDE THE CAPITAL CITY ZONE

This policy applies to all places within the Heritage Overlay Area excluding the Capital City Zone Schedules 1, 2, 3 and 4 and the Docklands Zone.

Policy Basis

The Municipal Strategic Statement identifies that Melbourne has a high-quality, rich and diverse urban environment. Heritage is an extremely significant component of Melbourne's attractiveness, its character and its distinction, and therefore its appeal as a place to live, work and visit. This policy is the mechanism to conserve and enhance places and areas of architectural, social or historic significance and aboriginal archaeological sites and to encourage development which is in harmony with the existing character and appearance of designated heritage places and areas. This policy is consistent with policy document Urban Conservation in the City of Melbourne, which has been in operation since 1985 and has contributed to the conservation of the character of places of heritage significance.

Objectives

- To conserve all parts of buildings of historic, social or architectural interest which contribute to the significance, character and appearance of the building, streetscape or area.

-To ensure that new development, and the construction or external alteration of buildings, make a positive contribution to the built form and amenity of the area and are respectful to the architectural, social or historic character and appearance of the streetscape and the area.

-To promote the identification, protection and management of aboriginal cultural heritage values.

It is agreed that in so far as the heritage built form goes that there should be strict controls on this. Often developers seek to retain facades only, however due to the unusual and prominent nature of the brewery tower adjacent it is highly unlikely that approval would ever be given to demolish or develop any part of the old building as it reads as a three dimensional form with the tower and its mirror image bottling store on the other side.

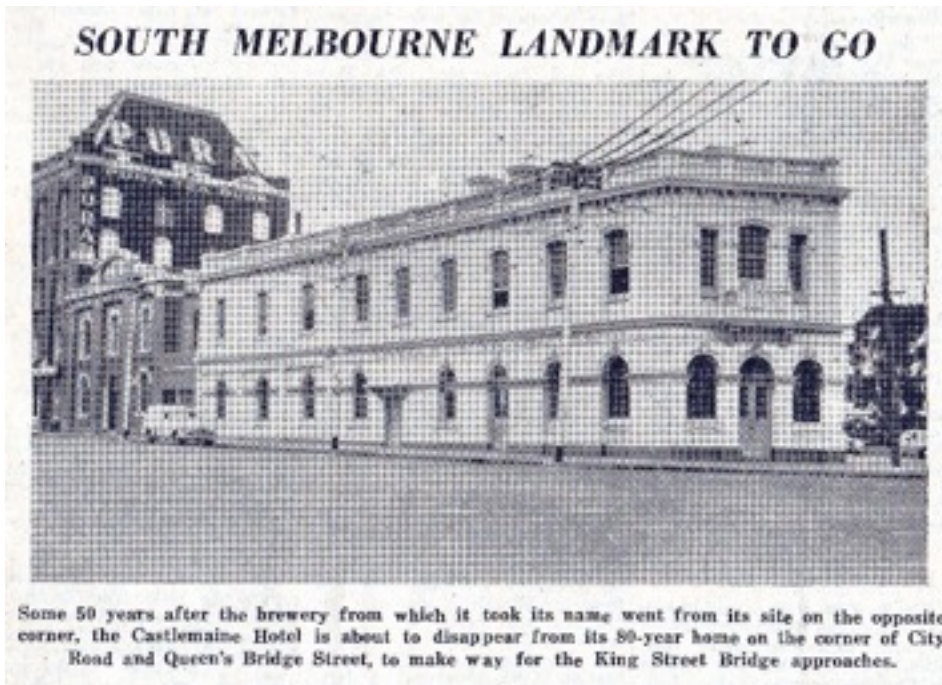
However, it would be unreasonable to suggest that the whole of the site should similarly be constrained. In an ideal heritage world nothing would ever be changed but building owners must be able to utilise their property in the modern era while still looking after the heritage aspects.

Sites of Historic or Social Significance

An assessment of a planning application should take into account all aspects of the significance of the place. Consideration should be given to the degree to which the existing fabric demonstrates the historic and social significance of the place, and how the proposal will affect this significance. Particular care should be taken in the assessment of cases where the diminished architectural condition of the place is outweighed by its historic or social value.

Sadly the original pub which used to be the outlet for the brewery has long since disappeared. It was a magnificent and prominent building and it dominated the corner and would have hidden much of the "back of house" operations of the brewery and its bottling plant behind it. While today there is a trend for brewers to make a feature of the brewing process in craft breweries and pubs, this was not the case back then. The brewery tower was only built so tall so it could perform the functions required for brewing using a gravity method. Back in the day, no-one would have taken

much notice of the brewery and bottling plant at all - they were just industrial buildings to manufacture the product sold in the pub.



The Record 1958/04/12

In considering applications under the Heritage Overlay, regard should be given to the heritage places listed in the individual conservation studies and their significance as described by their individual Building Identification Sheets and the individual Statements of Significance which are incorporated documents in this scheme. The Building Identification Sheets and Statements of Significance include information on the age, style, notable features, integrity and condition of the heritage place.

The subject site does have its own individual heritage citation so I now turn to this document.

Citation report

The Castlemaine Brewery complex comprises a five-storey brew tower flanked by identical two-storey storage warehouses. Notable features include unpainted decorative bi-chrome brickwork surmounted by a tiled, mansard roof. The facades are of red brick with quoins, window heads and string courses at each floor level in contrasting cream brick. A decorative arch motif, five stories in height, relieves the front façade. These stores were a coherent group of three buildings, each built in polychrome brickwork.

The mansard roof of the brew tower is punctuated by two rows of dormer windows. The flanking buildings have decorative rendered parapets, however they have had their original bi-chrome brickwork rendered over, resulting in a loss of coherence over the group. The facade has projecting brick pilasters and arched windows, all originally trimmed in cream brick. Low, shallow-arched vents were set below the ground floor windows. The north wing had a wide door at the ground level of the central bay, while the south wing contained windows matching those

on either side, now opened into a new entrance.

It is clear that the heritage significance is derived from the buildings themselves and more specifically the Queens Bridge St frontage facade. There is no description given of the rear of the buildings as seen from City Rd or the yard.

The one exception is that reference is made to short section of brick wall on City Rd which may have been a shed or stable.

A brick wall enclosing a yard runs along the City Road boundary, where a former brick structure once abutted this wall, probably comprising lean-to sheds or stables (1895 MMBW plan). To the south was the rear wall and yard of the former Castlemaine Hotel. Gates, visible in a photograph taken in 1905 provided access to the yard. The wall originally extended for the full length of the City Road boundary of the property, but the sections at the rear of 129 and 131 Queens Bridge Street have now been demolished.

This section of wall is now almost indistinguishable from the modern section and it simply reads as a part of a non active frontage (as it would have been in its original complete form).





The retention of this wall as a heritage feature does little to assist in the interpretation of the site and is a distraction from the impressive heritage values of the three primary buildings that remain which front onto Queens Bridge St.

Furthermore the citation notes that this complex, while of impressive heritage value is not as important as other breweries in Melbourne;

The surviving buildings of the Castlemaine Brewery, despite the facade being altered, still predominantly retain their original form. Whilst significant for this reason, architecturally the complex is of lesser significance than the Yorkshire and the Victoria breweries.

In describing what is significant about the site, it is all focused on the three buildings, not the yards over which have now been built modern structures;

What is Significant?

The Castlemaine Brewery complex (bottling stores and brewing tower at 117-127, 129-131 and 133 Queens Bridge Street) is a group of three buildings constructed in 1888 for the Castlemaine Brewery: a central five-storey brew tower and two two-storey bottling store buildings arranged symmetrically around the tower.

According to the citation report the heritage buildings are not particularly intact;

The arched windows are divided by brickpilasters. The ground floor openings were altered in the post-World War II period, and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over.

This is a coherent group of three buildings, each built in polychrome brickwork. The three buildings remain and the central tower is substantially intact including its mansard roof; however, the lower buildings have been rendered over, resulting in some loss of coherency over the group. The sandblasting of the brickwork of the central tower has been detrimental to its fabric.

135 Queens Bridge Street - the pocket park

It has been proposed that the Council owned pocket park adjoining the site should be deemed contributory to the heritage precinct. This park is all that is left of the original footprint of the hotel (demolished to make way for Kings Way). However, there is absolutely no value in putting controls on this site from a heritage perspective. Unless you have seen a picture of the old hotel there is nothing in this site which assists in understanding the precinct when the hotel was operating.

What Southbank is desperately in need of is more open space which is actually useable and activated. There should be no controls placed on this small parcel which may be an impediment to future activation.

This is consistent with the City Road Masterplan (August 2016) which has as one of its aims to “reimagine Kings Way undercroft as a community space”.



Page 61 of the "City Road Master Plan - August 2016

Conclusions

The recommendations for the site are as follows;

Include as an individual significant place in the heritage overlay.

Revise Heritage Places Inventory.

Include adjacent Castlemaine Hotel site on Victorian Heritage Inventory.

Apply external paint controls with policy to reintroduce original finishes and colour schemes

It is noted that there is nothing in these recommendations about reinstating the open air yard or putting controls on the rear wall or removing modern paintwork on the old wall.

The City Rd wall is really of very little consequence to the heritage value of the site which is focused on the Queens Bridge St frontage.

The rear yard has already been build over and the old wall incorporated into the modern wall that runs along the City Rd boundary.

It would be appropriate for the heritage controls to be confined just to the bottle store building, leaving the rear and side to the site to be utilised by Euroasia in an unimpeded manner.

Clem Newton-Brown

Director

Whitemark Property and Planning.