

Name: * Kerrin Wilson

Email address: * kerrinwilson@bigpond.com

Contact phone number (optional): 0425714113

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: *

Date of meeting: * Tuesday 5 March 2019

Agenda item title: Lack of Proper Consultation

*

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

represent the Owners Committee of Forge Apartments, 81 South Wharf Drive, Docklands. We are directly opposite Collins Wharf 2 and 3 and ask why we have received no communication about this?

Lend Lease proposal was for low-rise apartment buildings and warehouses 2010

Amended from 35 metres to 85 metres 2016

Melbourne City Council recommended Minister for Planning not support the proposal 09/2016. Proposal rejection by councillors was unanimous

Future Melbourne Committee rejected the amendment "boxing in Victoria Harbour" 20/9/2016

When Project Director for Lend Lease, Claire Johnston was asked 21/03/2014 “How do you create a complete experience?” Her reply was “you’ve got to work harder and you’ve got to believe it is the right thing to do”.

Is this the right thing to do for Melbourne or for lend Lease?

Please indicate Yes
whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

Privacy I have read and acknowledge how Council will use and disclose my personal information.
acknowledgement:

*

Name: * Simon Thewlis

Email address: * simon@event.com.au

Contact phone number (optional): 0419502282

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 5 March 2019

Agenda item title: * 6.2 Yarra Building Flagship Store

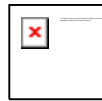
Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** Please find the submission attached (which I have already emailed through). I will also email through my presentation –which will be just one slide.

We encourage you to make your submission as early as possible.

Thanks for your help,

Simon

Alternatively you may attach your written submission by uploading your file here:



[future_melbourne_submission_fed_square_1_3_2019.pdf](#) 3.22

MB • PDF

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

(No opportunity is provided for submitters to be heard at Council meetings.) *

Privacy acknowledgement: * I have read and acknowledge how Council will use and disclose my personal information.



Heritage Victoria Referral: HV-2019-16

- Apple Federation Square

Submission to Future Melbourne Committee

March 1 2019

Submitted by

Simon Thewlis

Executive Summary

The purpose of this document is to outline reasons why the City of Melbourne should oppose the application for a permit by Fed Square to demolish the Yarra Building and build the Apple Store.

Fed Square has given Melbourne a place for everyone to celebrate, to dance, to learn, to mourn, to protest, to remember, to be joined together as a community - often with people you've never met. A place that Melbourne just never had before. It has fundamentally changed Melbourne.

And hence Fed Square has very significant social heritage value.

The heritage permit application should be refused for the following reasons:

- It has not considered the social heritage value of Fed Square.
- It has not considered how the building of the Apple Store - designed as a physical embodiment of the Apple brand - may significantly impact on Fed Square's role as Melbourne's main public gathering and event space. And in turn the significant impact this may have on its social heritage value.
- The Apple Store - being a large scale retail brand activation involving construction a building to be a physical representation of the Apple brand - is a use of the site that is without precedent. It is a use that is completely different to any previous 'commercial' activity envisioned for Fed Square and is not in keeping with the Civic and Cultural Charter.
- The 70 'events' a week that the Apple Store would hold that are described as being of a 'public benefit nature (i.e. non-commercial)' would actually seem to be of a completely commercial nature and designed to drive long term sales and profit for Apple, and are largely the same 'events' as those already being held at existing Apple stores in Victoria.
- It has not considered how having a completely branded building may impact the many community, commercial and sponsored events that currently happen at Fed Square, and the likelihood that many of these events may no longer be held at Fed Square.
- In the economic case it assumed that Apple and the Apple Store will continue with their current exception level of success well into the future - even though the company's main product is moving towards the end of its life with no major future products confirmed or strongly rumoured. Therefore there is no certainty that the projections of footfall, and hence revenue, can be met in the medium to long term.
- No allowance has been made for the cost of replacing the Apple Store building at the end of the lease. As the building is a physical representation of the Apple brand as it is today, it would be necessary to rebuild all or most of the building at the end of the lease so it could continue to be used for other purposes. The cost is likely to completely outweigh the stated overall economic benefit from the project.

Background

Prior to Fed Square opening, Melbourne had never had a proper public event space or gathering space. Some public events were staged in the City Square (in its various iterations) but it never worked particularly well. Some were tried in the Bourke Street Mall - but tram lines running through the middle of it were a major issue.

Some events and protests were held on the steps of Parliament House. Obviously these would bring that part of the city to a halt due to the street closures. Some outside the State Library.

New Years Eve celebrations ended up being held at Southgate - but the narrow promenade caused serious challenges and safety issues.

There wasn't a larger gathering place that the people of Melbourne embraced as their own.

The opening of Fed Square changed this pretty much overnight.



The opening day of Fed Square in November 2002 was very low key. All the builder's hoarding had been quietly removed overnight, so that in the morning everyone could just walk in and have an authentic experience of Fed Square. There was no hoopla or pageantry or posturing. People could just come in and starting enjoying Fed Square as it was. It was about the people.

New Years Eve in 2002 was the first capacity crowd at Fed Square - with the crowd stretching from the plaza right across Swanston and Flinders Street. It was a key test for Fed Square. Would it work logistically with a capacity crowd? Would the public embrace it? We had a definite yes to both.



The Iraq war rally in February 2003 was the first really large protest to be held at the site. So again it was another key milestone in terms of its role in city life.

Fed Square rapidly became the natural place for Melbourne to come together.

In part it is due to the clever design - the changing levels, its enclosed feeling, the irregular surfaces, the warm textures, etc... - that means the square can give a good feeling and work for a gathering of a couple of hundred people or a major event for 10,000 people.

- Apple Federation Square**Submission to Future Melbourne Committee**

From an event perspective, it is important to view Fed Square as a whole as it is all the different elements working together that makes Fed Square work.

Another key part of why Fed Square works is because people feel that it is their square. They have a sense of ownership of it. It is not seen to be owned by anyone else.

People and Shared Experiences

The list of events that have happened at Fed Square that is in Appendix A of the Economic Analysis Summary that is part of the permit application is a pretty amazing list. A vast number of gatherings and events have been held at Fed Square with many millions of people participating.

While these numbers in themselves are very impressive, we need to remember that at the heart of every one of these gatherings and events are people having individual experiences, and experiences they are sharing with other people.

Sometimes they will have been sharing them with people they know. But more often than not, they will be sharing them with other members of the community - complete strangers - that they don't know.

Some of the experiences might have just been fun, while some of these will have been life-changing experiences. Some will have been informal gatherings of a small number of people, while some will have been many thousands of people from all walks of life.

The countless experiences have include:

- Celebrating the new year ahead.
- Learning to dance at Melbourne Festival, to laugh with the Comedy Festival, to share or challenge ideas at the Writers Festival.
- Making a statement as a community about the Iraq War.
- Gathering in the middle of the night to barrack for an Australian team or to enjoy Eurovision.
- Being a part of the apology to the stolen generation.
- Celebrating with one of Melbourne's many cultural communities.
- Mourning the loss of a much loved member of the community.

Fed Square rapidly became the place where the community naturally gathered for events that were important to them. When something significant is happening, it is now just assumed that people will gather at Fed Square.

- Apple Federation Square

Submission to Future Melbourne Committee

It is important to note, that many of these gatherings didn't happen, or weren't able to happen, prior to Fed Square.

Fed Square has played a very special, and quite extraordinary, role in bringing the community together. And in helping to building our community.

This the heart of what community is about. And it is the heart of Fed Square's social heritage value.

Fed Square has fundamentally changed Melbourne.

People - and the experiences they have shared - have made Fed Square what it is. So it is concerning that none of this is even touched on in the Heritage Impact Statement.

What is the 'Apple Global Flagship Store'?

To understand the likely impact on Fed Square of the Apple Store, is important to consider what the Apple Store actually is.

The Apple Store's primary purpose - and reason for being located at Fed Square - is not to sell products on the spot in the way that traditional retailers such as JB Hifi do. MyMac - which was for a couple of decades located opposite Fed Square in Flinders Street - was doing a very good job of this. That being said, the Apple Store's sales per square metre are still likely to be higher than those of any other retailer in the city - but this is still a secondary purpose.

The Apple Store's primary purpose is as a retail brand activation.

Brand activations are now a huge part of my industry. When you go to the Australian Open and countless other sporting and other events you will see many, many brand activations.

A simple definition of brand activation is:

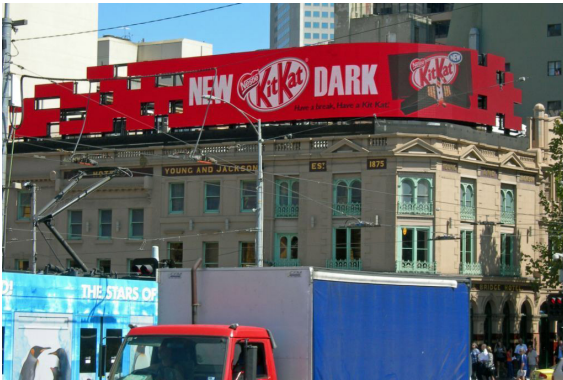
Brand Activation is the art of driving consumer action through brand interaction and experiences. It's about bringing brands to life via experiences and forming long-term emotional connections.

The only real difference between the Apple Store and other brand activations is the scale and length of time it will be there - i.e. a whole building and for 20 years.

A retail brand activation generally has two levels of interaction:

Public

The first is with the broader community - people who see the activation directly or via media or social media.



The reason for designing and constructing a completely new building for the Apple Store is to create a large scale, physical representation of the Apple brand.

The Apple flagship stores are designed so that most people will be able to immediately know it is an Apple building - even if they cannot see the logo. The Apple flagship stores are in themselves a physical representation of the Apple brand.

Hence the Apple stores are designed to visually dominate their location.

As Fed Square is a very high profile location in the centre of Melbourne, the Apple Store - and therefore the Apple brand - would be clearly visible to all who visit the broader precinct.

The Apple Store - and hence the Apple brand - will visually be a part of every gathering and event in the square. And in the majority of imagery from these gatherings and events - including media and social media. Whether it is a small community gathering, a funeral for a much loved member of the community, a protest, a celebration of a culture; the Apple brand will visually be a part of it.

This is a key part of the strategy of the Apple Store. To embed the Apple brand into the heart of Melbourne's community and cultural life.

Fed Square is an iconic Melbourne location. Hence imagery of it features in most tourism campaigns and materials for Melbourne and Victoria. Not to mention as the backdrop for countless news and current affairs shows, and so on. It is integral to the image of Melbourne that is projected around Australia and around the world.

Once built, the Apple Store - and hence the Apple brand - would feature in all of these things and be seen as an integral part of Melbourne. This is even though Apple has no history of civic involvement with Melbourne, or history of being a part of or contributing to the Melbourne community. Apple has not been a major supporter of the arts, sport, research or education in Melbourne. It has not been a major employer in Melbourne.

So Apple would be promoted as an integral part of Melbourne, or Fed Square would stop being promoted as a key part of Melbourne.

In summary, the aim of the Apple Store at this level of interaction is to make Apple seen to be an integral part of all gatherings and events at Fed Square, and seen to be an integral part of Melbourne. This is with the purpose of forming long term connections with consumers, and hence them buying Apple's products and services.

- Apple Federation Square**Submission to Future Melbourne Committee**

In this context, the Apple Store's purpose isn't really any different to the super-site billboard on the top of Young & Jacksons. They are both used to promote commercial brands with the ultimate aim of selling products and services.

One uses a LED screen, while the other uses the complete design and architecture of a whole building to achieve this commercial outcome.

Personal

The second level of engagement is with people who actually come into the store. The aim here is to give them a personal experience of the Apple brand so they will form a long term emotional connection with it, and hence buy Apple's products and services well into the future. So it is about cultivating a long term customer rather than enabling a quick sale.

Just as with the brand activations you will experience at the Australian Open and other events, there will be activities you can be involved with to give you that personal experience.

Some of these activities may have an educational component. However, their purpose and intent is to give the consumer an experience of the Apple brand so that they will end up purchasing their products and services on an on-going basis.

The permit application states that the Apple Store will host 70 events each week and that the 'events' are activities of a 'public benefit nature (i.e. non-commercial)'. This is a nonsense (and a cause of much mirth amongst my event colleagues who do lots of brand activations).

To illustrate, below is a random selection of the 'events' at Apple's Union Square flagship store (on Saturday February 9 2019):

- Learn how to set up and take family portraits using **iPad Pro** and **iPhone**.
- Add energy to your videos by manipulating time. Bring drama to a moment using Slo-mo. Capture a sunrise with time-lapse or hyper-lapse. You'll learn how to shoot and create these videos using your **iPhone**.
- Explore how simple it is to build rhythm by learning how to create a drum pattern. We'll show you the parts of a drum kit and how to create the foundation for your song in **GarageBand** on **iPad**.
- Bring an app idea to life using **Keynote** for **iPad**. You'll sketch an app interface and use shapes, text, and linked slides to show how the app functions.
- Teach students creativity, collaboration, and critical thinking through coding and app design. We'll share our Everyone Can Code curriculum, which makes it easy to teach **Swift** coding. You'll get hands-on with **iPad** to explore the app design cycle and create an app prototype in **Keynote**.

- Apple Federation Square

Submission to Future Melbourne Committee

- Express your ideas in a more visual way using **Apple Pencil** and the **Notes app** on **iPad**. You'll create a fun project that combines drawing, handwritten text, and colour.
- The **Health app** on your **iPhone** makes it easy to track four key areas: Activity, Mindfulness, Nutrition, and Sleep. We'll show you how to set up **Medical ID** and connect to other apps in the Health & Fitness category so you can view your health data in one convenient place, monitor your progress, and start reaching your goals.

These 'events' are certainly being held with the aim to produce a commercial outcome. They are based very heavily on the use of Apple's products and services. While there may be some educational component to the 'events', as they are so Apple product focussed that they certainly cannot be considered non-commercial.

This is standard retail brand activation 101.

It should also be noted that the majority of these 'events' were also happening at the Chadstone Apple Store on the same day. In fact the list of 'events' for both Union Square and Chadstone on this day were very, very similar - despite one being a 'global flagship' store. So it would seem that these 'events' already happen in Melbourne at the existing Apple stores.

Apple's head of retail - Angela Ahrendts - was asked in an interview whether Android users would be welcome at these activities in Apple Stores. She responded that everyone was welcome and referred to the Starbucks concept of a third space, and that they had some great upgrade paths for Android users to Apple products. So Apple are not disguising the fact that the purpose of the activities in the Apple Stores is to sell their products and services.

Retail brand activations have proven to be very successful. In my industry, brand activations are huge business. They are huge business because they do deliver real outcomes - i.e. sales and profit to the companies.

The Apple Store would still sell products, but it is worth noting that the Apple business model is based on transactions being mainly done online rather than just in physical stores - so they focus on forming the long-term connection between the brand and the customer.

The purpose of the Apple Store is to drive considerable sales and profit in the longer term for Apple. It is not philanthropic. Hence it is not right to talk about the events and activities being of a public benefit nature as it simply isn't true.

'Commercial' Use

There has been much talk about the Apple Store being consistent with the previous, and planned, 'commercial' use of the Yarra Building. This is simply not true.

Back when Fed Square was being built, BMW became the naming sponsor of the BMW Edge. While BMW paid a very large sum of money (rumoured to be millions) to be the naming sponsor of the

- Apple Federation Square

Submission to Future Melbourne Committee



BMW Edge, the BMW logo didn't appear anywhere at Fed Square. And neither did any of BMW's other brand elements such as colours, imagery, products, etc.... It was just the name of the venue - BMW Edge - in very modest size that was used.

This is a good example of how important it was considered - right from the planning process - for Fed Square not to be seen as a commercial place. And again, the importance of Fed Square being seen as

being the people's place and not owned by a corporation.

The only logo with any prominence on the whole site has been the SBS logo. The logo is still very modest in size, and it is for a public broadcaster and government owned.

The Yarra Building - as with the other buildings - has only ever had very modest branding for its tenants. This has been a consistent policy since day one.

What has been proposed for the Apple Store is completely different to this.

Constructing a building that is a physical embodiment of a commercial brand is a completely different use that has no precedent at Fed Square. The Apple branding and designs are so strong that the majority of people will recognise the building as being an Apple Store even without seeing the logo. The Apple Store has been designed to dominate the space and for the Apple brand to be a highly visible part of Fed Square and all the events and activities that take place there.

It is effectively a very large scale billboard. It is not really different to the billboard on the top of Young & Jacksons Hotel that is opposite.

This primary reason for the Apple Store being built at Fed Square.

It is a complete and fundamental change in policy and purpose for the Yarra Building site, and for Fed Square generally. It is not in keeping with the Civic and Cultural Charter.

It also would set a very troubling precedent for Fed Square. The architecture can be extensively changed to represent your brand if you are willing to pay enough.

Potential Impact on Gatherings and Events

Fed Square's social heritage value comes largely from the gatherings and events (both spontaneous and planned) that take place at Fed Square. Hence it is really important to consider what impact the Apple Store will have on gatherings and events - and hence on Fed Square's social heritage value going into the future.

- Apple Federation Square**Submission to Future Melbourne Committee**

The Apple Store building is a very large physical representation of the Apple brand that would be located on the square itself - so on the most high profile part of Fed Square. It will have a dominating presence at Fed Square. It will visually be a part of every event and gathering that happens in the square.

It is very concerning that the permit application doesn't seem to even consider what the potential impact of the Apple Store might be on gatherings and events in Fed Square. It took the simplistic view that as the footprint of the Apple Store building would be less than the footprint of the existing Yarra Building that there would be no impact on gatherings and events.

This exhibits a complete lack of understanding of gatherings and events, and the way that Fed Square works and is used. It is also exhibiting a complete lack of understanding of the relationship between the people (i.e. the community) and Fed Square (their square).

There is no doubt that having a commercial brand with such a dominating presence on the square will change some people's relationship with Fed Square. It will certainly disenfranchise some people, and make some people feel that it is no longer their Fed Square.

And certainly Apple's continued references to 'Apple Federation Square' will not help this.

Being a dominating brand presence in the square, one would also need to consider the number of events and activities that may no longer happen at Fed Square.

There will be some organisations and groups that will not want to hold their events or activities in the shadow of the Apple Store. This could be because their values and culture differ from Apple's values and culture. Or just because they don't want to be linked - directly or indirectly - to a large commercial brand or a large multi-national company.

Some groups - especially community groups - may have an issue with some of Apple's practices. For example, Apple's approach to paying tax in Australia, its approach to manufacturing in low wage countries, or its approach to supply chain and minimising employment in Australia. Some may just not want to be aligned with (or seen to be aligned with) a major multi-national brand.

But some events may not be able to continue to happen in the square due to a conflict between the supporters or sponsors of the organisation or event and the Apple brand.

Apple's current product lines (with examples of competitors given) include:

- mobile phones - Samsung, LG, Google, Sony, Huawei, Oppo
- computers - HP, Microsoft, Lenovo, Acer, Asus, Alienware, Dell,
- watches - TAG Heuer, Samsung, Fitbit
- headphones - Bose, Sennheiser, Sony
- software - Microsoft
- music streaming - Spotify
- video - Netflix

- Apple Federation Square

Submission to Future Melbourne Committee

It is not known what other product lines Apple may be in in future years. Automotive remains a strong rumour.

As an example, Samsung is a major sponsor of the AFL (as well as netball and many other things). Would the AFL still be allowed to hold events at Fed Square - and they have held many events and activities at Fed Square in the past - if they include their sponsor Samsung's branding?

One would assume that the Apple Store license agreement with Fed Square would include clauses that limit competing brands having a presence at Fed Square - especially out on the square near the Apple Store.

Probably the bigger question is whether an organisation sponsored by a competing brand would be still willing to hold events and activities at Fed Square knowing that the Apple brand would end up featuring in most of the imagery and media from the event or activities. The traditional logic is that they wouldn't as the presence of the Apple Store - which would end up in much of the media and social media imagery - would conflict with their one of their sponsors. Organisations will always make sure they look after their sponsors.

A read through the list of past Fed Square events will show many potential brand conflicts.

Again, we aren't talking about a simple Apple logo on a building, but a whole building near the middle of the square that has been built to be a physical representation of the Apple brand.

Therefore, it is very likely that the Apple Store will have a very significant impact on future gatherings and events in Fed Square, and hence on Fed Square's social heritage value.

And hence, it is puzzling that this hasn't been even touched on in the Heritage Impact Statement.

The Future of the Brands

Fed Square's brand would be inextricably linked to the Apple brand. So it is also important to consider how a strong association with the Apple brand may impact Fed Square into the future. And, and how the Apple brand may change into the future.

Something that has a major impact on the Apple brand is also likely to impact on Fed Square's brand. And in turn, on how people view Fed Square and use Fed Square.

The permit application seems to base many of its assumptions on the Apple brand and the Apple Stores continuing to have their current stellar levels of success for many years to come. They seem to be based on the additional footfall continuing from year to year at the very high predicted levels (1.6 million per year) and hence the additional revenue this will bring via other tenants.

It is important to consider the Apple brand - both now and into the future.

- Apple Federation Square**Submission to Future Melbourne Committee**

Over 60% of Apple's income is derived from one product - the iPhone. The iPhone is now 12 years old. In recent years the unit sales of the iPhone have flatlined.

The smartphone market is now a mature market. Most people in the major western countries who want a smartphone now have one. All the major brands of smart phones have similar functionality - so the iPhone is no longer significantly superior to its rivals.

In fact, the new folding phones/tablets have been released by Samsung and Huawei and not by Apple. So with this innovation Apple may just be a follower rather than leader.

Whereas in the past consumers were keenly awaiting the arrival of new models to get new, needed features and functionality; the phones have reached a stage where they all do practically everything that consumers want them to do. Hence many people are keeping their phones much longer and updating them less often. So sales of iPhones have not been growing.

In the December 2018 quarter, iPhone sales revenue declined by 15%. Apple experienced a huge drop in market capitalisation. It is too early to tell if these trends will continue.

The last major new product that Apple released was the iPad in 2011. The tablet market is also now mature and iPads only account for 8% of Apple's turnover.

Unless Apple is able to release a major new product relatively soon, it is safe to assume that the Apple brand is likely to decline over coming years.

If iPhone sales continue to stagnate and competition between smartphone brands continues to become more price sensitive, then the desirability of the Apple brand will decrease. In turn, the Apple Store's ability to generate footfall would be reduced.

The whole business case seems to be based on the assumption that Apple will come up with other major products that will be just as successful as the iPhone. While this is possible, there have been very few - if any - other products as successful as the iPhone.

So without these major new products, the permit application's business case falls apart and Fed Square's future would be at risk.

The Economics

Much has been said about the economics of the Apple Store for Fed Square. Although nothing has been said about what Apple will actually be paying to have the Apple Store at Fed Square. So it is impossible to make any proper assessment of the economics of the Apple Store.

However, it has been stated that Fed Square's economic future is completely reliant on the Apple Store going ahead. Concerningly, there does not seem to be any Plan B - even though the Apple Store is far from certain and the long term impact of the Apple Store is even less certain.

- Apple Federation Square

Submission to Future Melbourne Committee

Fed Square had operated very successfully for many years. But now there doesn't seem to be a strong vision for Fed Square and its future.

It is also necessary to put Fed Square's financial position as stated in the permit application into perspective. In 2018 Fed Square recorded a deficit of \$4.8m.

The Melbourne Convention and Exhibition Centre recorded in 2018 a \$19.6m deficit and in 2017 a \$14.3m deficit. This doesn't raise a murmur as MCEC is viewed to play a critical role in bringing tourism to Victoria. And in fact, the government has continued to invest hundreds of millions of dollars into the expansion of MCEC to keep MCEC competitive so that it gives even greater overall benefit to the community.

Melbourne and Olympic Park recorded in 2017/18 a \$4.2m loss and in 2016/17 a \$20m loss. Again, this doesn't raise a murmur as the overall benefits to the state of the events held at Melbourne & Olympic Park are considered to outweigh this. And again, the government has been investing close to a billion dollars into expanding the precinct as this will give greater benefit in the long term to the community.

In each of these cases the deficits seem to relate to allowances for depreciation of their buildings and are not cash deficits.

It is worth noting that the government is also currently investing hundreds of millions of dollars into redeveloping the Arts Precinct. Again so that it gives even greater benefit to the community.

Fed Square is the link between the Sports Precinct, the Arts Precinct and the Conventions Precinct; and Melbourne's most visited tourism site yet unlike the other precincts, the state government seems to be unwilling to fund the necessary continued development of Fed Square to ensure that it can keep performing its critical role in the community.

Fed Square is not at any financial risk. It is really a case of whether the state government is willing to invest in Fed Square's future as it has done with so many other public institutions.

The Value of the Building

The Economic Analysis in the permit application says that ownership of the Apple Store building will revert to Fed Square P/L at the end of the lease - in 20 years.

The Apple Store building is designed to be a physical representation of the Apple brand as it is today. Hence it is likely to be completely out of date in twenty years time in terms of relevance to the Apple brand. But more critically, it will also be completely inappropriate for other potential tenants or uses as the building does represent the Apple brand.

So it is very likely that it would be necessary to replace, or largely rebuild, the Apple Store building at the end of the lease so that it can be used.

One would assume that the cost of replacing (or largely rebuilding) the Apple Store building would be significantly greater than the claimed overall \$45m economic benefit of the project.

So the overall economic benefit of the project - as outlined in the permit application - would be negative.

Apple would gain considerable economic benefit, but the people of Victoria would get none (or much less than none).

Masterplan

It is deeply concerning that 17 years after opening that there is no masterplan for Fed Square.

All decisions - even ones that will fundamentally change Fed Square forever - are being done in a piecemeal manner with no regard to an overall strategy or long term plan.

A final reason why this permit to demolish the Yarra Building and replace it with an Apple Store should be denied, is that it is not part of a well thought out masterplan for the precinct.

Such major decisions about Fed Square's future should not be made until there is a proper masterplan, and until the current Heritage List process has concluded.

People

Any discussion of Fed Square should start and finish with people. As the purpose of Fed Square from day one has been to bring people together.



Much has been said about what one of the principal architects thinks of the proposed Apple Store. Don Bates' opinions were included in the Heritage Impact Statement.

It is just as important to note that the other principle architect - Peter Davidson - joined us for the rally against the Apple Store back in September to show his opposition to the project.

The opinions of the architects are interesting and should be heard. They designed a remarkable public gathering space that has fundamentally changed Melbourne for the better.

However, they are not the most important voices.

The most important voices are those of the people.



It is the millions of people who have participated in events and activities at Fed Square who have made Fed Square what it is. If we lose the connection between the public and Fed Square, then Fed Square loses its purpose and will no longer work.

Hence we ask that you listen to the voices of the people of Melbourne, and object to the granting of the heritage permit to demolish the Yarra Building.

My Background

I write as one of Melbourne's most experienced event producers. I was involved with Fed Square from the initial Public Open Day and right through getting it opened and established.

For the last decade I have specialised in producing events for large national and international brands. I have been a member of the Victorian Events Industry Council - the peak body of the Victorian events industry - for many years.

It is worth noting that I have been a dedicated Apple customer for close to three decades, and have taken a very close interest in Apple's journey and the many twists and turns it has taken.

This background has given me a unique perspective about how the proposed Apple Store would impact Fed Square - especially in terms of its role as Melbourne's most important public gathering and event space. And of the heritage impact from a social perspective.

Name: *

Mick Fraser

Email address: *

mrmickfraser-vg@yahoo.com

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: *

Future Melbourne Committee meeting

Date of meeting: *

Tuesday 5 March 2019

Agenda item title: *

No demolition of Yarra Building

Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** We encourage you to make your submission as early as possible.

Please don't demolish this building to pave the way for an Apple store. Let Apple find a location outside of our beloved Federation Square. It's not an appropriate location for such a store. This is coming from a person who frequents Apple stores. I do so in shopping centres though, where it is appropriate. Thank you for considering this submission.

Kind regards,
Mick

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission:

No

*(No opportunity is provided for submitters to be heard at Council meetings.) **

Privacy acknowledgement: *

I have read and acknowledge how Council will use and disclose my personal information.

Name: * Chris Thrum

Email address: * mineralsands@hotmail.com

Contact phone number (optional): 0422066973

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: *
Future Melbourne Committee meeting

Date of meeting: * Tuesday 5 March 2019

Agenda item title: * 6.2 Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square, 2 Swanston Street, Melbourne

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

Dear City of Melbourne meeting group team.

This is a written application in regards to Agenda Item 6.2 Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square, 2 Swanston Street, Melbourne.

Thanks to the officers and management team who have put in the time and effort to produce this report.

Federation Square is one of Australia's most significant cultural, social and iconic locations. The Yarra Building is a significant part of Federation Square. It is not appropriate that the demolition of the Yarra building proceed. The Yarra Building is a significant part of the architectural fabric of the Federation Square precinct. The replacement building does not contribute to the local heritage of the area. I support the recommendation from management that City of Melbourne in regards to this Agenda item.

Key Issue 12 is most relevant as well. It places in fine context the scale and purpose of the architectural design of the

Yarra Building, and how it fits in a perfect manner the fabric of the Federation Square. However in regards to the proposed new building, it would be a stand-alone building , and would not fit into the fabric of Federation Square. Its character is not sympathetic with the current design.

Key issue 13 is most relevant , in regards to the fact that the proposed replacement building does not adequately contribute to the social and heritage significance, character and appearance of Federation Square and does not satisfy the requirements of local heritage policy.

Management has assessed that it is appropriate that the Yarra Building is maintained, and that it should not be demolished. I support this position.

Best regards

Chris Thrum

Please indicate Yes
whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

Privacy I have read and acknowledge how Council will use and disclose my personal information.
acknowledgement:

*

Jody Brodribb

From: Wufoo <no-reply@wufoo.com>
Sent: Monday, 4 March 2019 11:25 AM
To: CoM Meetings
Subject: Council and Committee meeting submission form [#1981]

Name: * Tania Davidge

Email address: * president@citizensfor.melbourne

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 5 March 2019

Agenda item title: * 6.2 Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square, 2 Swanston Street, Melbourne

Alternatively you may attach your written submission by uploading your file here:



[20190305_fmc_agenda_item_6.2_citizens_for_melbourne.pdf](#)

192.02 KB · PDF

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: Yes

*(No opportunity is provided for submitters to be heard at Council meetings.) **

Privacy acknowledgement: * I have read and acknowledge how Council will use and disclose my personal information.

Future Melbourne Committee
City of Melbourne
240 Little Collins Street
MELBOURNE VIC 3000



04 March 2019

Dear Future Melbourne Committee,

Re: Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square.

I am writing on behalf of the public space community advocacy group, Citizens for Melbourne. We are a voluntary association coordinating the Our City, Our Square campaign on behalf of all Victorians who have publicly expressed opposition to the Andrews Government's decision to replace Federation Square's Yarra building with an Apple store.

We request to speak at the Future Melbourne Committee meeting on Tuesday, 5 March 2019. Architect, Michael Smith, will speak on our behalf in support of the recommendation that the Future Melbourne Committee provide a copy of the Management Report to the Executive Director of Heritage Victoria and advise that the Melbourne City Council does not support the Application for Heritage Permit.

The Yarra Building is an irreplaceable part of Australia's built form heritage and allowing the demolition of the Yarra Building will significantly undermine the heritage value of Federation Square.

The proposed Apple store at Federation Square does not contribute to the character of the Square. It will not be a significant addition to the Square in terms of its program and its design. The proposed store has nothing to do with our city, our country or our heritage and has absolutely no connection with Federation or the Indigenous culture over whose land it will be built. It does not respond to the existing architecture of the Square nor to the design thinking that informed its original design.

Although it is identified that the proposed Apple building will be smaller than the existing Yarra Building, we would argue in this case that size does not matter. The upper floor of the proposed Apple building will encroach more than 3 metres further into the Square than the

existing facade of the Yarra building. There are no images included in the Heritage Permit Application documentation that show the store's effect on the square. The proposed store is designed as a stand-alone object and pays no respect to the heritage value of the Square.

In addition, the proposed building will act as a spatial billboard for the Apple brand in a place with minimal signage and no overt advertising and branding. Allowing an Apple store to be built in this location will fundamentally change the cultural and civic nature of the square, allowing retail to dominate its use and its form. This will negatively impact the heritage value of Federation Square as a whole – architecturally, socially and culturally.

For more detail on our position please refer to our attached Heritage Victoria submission objecting to Heritage Permit Application P30209 — the redevelopment of part Federation Square including demolition of the Yarra Building, new 11.5m high replacement building, public realm upgrade works and signage.

Federation Square is more than the sum of its built parts — it is Victoria's most important civic and cultural public space and Melbourne's town square. In light of the Heritage proceedings that are under way, the incompleteness of the heritage permit application documentation, the lack of heritage and economic analysis that understands the Yarra building in its broader context, we request that the Future Melbourne Committee unconditionally reject Heritage Permit Application P30209.

In addition, we would ask that the City of Melbourne go one step further and petition the State Government to take over custodianship of Fed Square and protect it as our town square.

This is — Our City, Our Square,

A handwritten signature in black ink, appearing to read 'Tania Davidge', with a long horizontal line extending to the right.

Tania Davidge
President, Citizens for Melbourne

attachments: CfM_Objection to Heritage Permit Application P30209_Fed Sq.pdf

Mr. Steven Avery, Executive Director
Heritage Victoria
heritage.permits@delwp.vic.gov.au



11 February 2018

Dear Mr. Avery,

Re: PROV H2390 FEDERATION SQUARE, MELBOURNE: Citizens for Melbourne submission objecting to the granting of Heritage Permit Application P30209.

I am writing on behalf of the public space community advocacy group, Citizens for Melbourne, in objection to heritage permit application P30209 to redevelop part Federation Square including demolition of the Yarra Building, new 11.5m high replacement building, public realm upgrade works and signage.

We request that Heritage Victoria unconditionally reject heritage permit application P30209. Demolishing the Yarra building to replace it with an Apple store will significantly impact the heritage value of the Federation Square in terms of its historical, architectural, social and cultural significance.

There are significant grounds to reject this application:

1. Assessment for the heritage listing of Federation Square is currently in process.

The Heritage Council's independent assessment of Federation Square to the State Heritage Register should be completed before significant changes such as the one proposed in the permit application are considered.

2. The permit application is incomplete and as such, should not have been accepted as it does not provide the necessary evidence to determine the impact of the proposal on Federation Square.

The Heritage Impact Statement provided by Urbis and commissioned by Federation Square Pty Ltd acknowledges the proposal's lack of detail:

'It is noted that the construction and architectural plans submitted with the application are not fully detailed.'

Permit Application P30209, Heritage Impact Statement, page 37.

From the documentation provided there is no indication of what the proposed Apple Flagship Store will look like from within the square or at night. These views are of utmost importance. Assessing the impact of the proposal on the heritage value of the square requires an understanding of how the proposal sits within the square. In addition, the upper levels of the Apple store proposal encroach upon the square to a greater extent than the façade of the existing Yarra building.

There is no indication of how the catenary lighting will be appropriately incorporated into the design. The documentation gives no indication as to how the proposed bulk and outline of the building will sit in context, against the retained fabric and neighbouring buildings. From the documentation it is impossible to understand the full impact of the façade screens - how will they sit against the stone and steel and what effect will they have on the square?

If this were a visible alteration and extension of a dwelling in a heritage street, it is highly likely that a perspective image from the street (the key view) would be a requirement of an application. This heritage permit application is for a site of far more significance than a residential extension and yet the proposal lacks key information. How is it possible to have a meaningful, accurate or useful heritage discussion about the significant changes proposed to Federation Square without this basic information? The incomplete nature of this permit application dictates that it should be rejected, particularly for a site of this significance.

3. Demolition of the Yarra building will negatively impact the heritage value of Federation Square as a whole – architecturally, socially and culturally.

The HIS provided by Federation Square Pty Ltd acknowledges that demolishing the Yarra building will negatively impact the heritage value of Federation Square as a whole.

The Federation Square is currently under consideration as a heritage place — as a whole. The Yarra Building cannot and should not be assessed individually, in isolation, from this whole.

The primary purpose of Federation Square is as a civic and cultural public square.

Demolishing the Yarra building and replacing it with an Apple store will irrevocably change Federation Square's public and civic nature.

Apple has nothing to do with the celebration of Federation. The proposed building will not be a building of local significance, let alone of state or national significance. Apple and its proposed store will not facilitate cultural or civic use – in fact, the 'Today at Apple' programs, mentioned in the HIS, require an Apple ID to access and therefore cannot be described as public programming.

Apple is a retail giant that will dominate the square — physically and programmatically. It will shift the focus of Federation Square as a place for the people of Australia and Victoria to a focus on retail — redefining the square as a retail plaza. In doing so, it will unequivocally diminish the social, cultural and civic nature and purpose of Federation Square, diminishing its value as a heritage place.

4. Economics

Heritage Permit Application P30209 acknowledges that the demolition of the Yarra building will negatively impact the heritage value of Federation Square as a whole and therefore relies significantly on the economic arguments provided in the 'Economic Analysis Summary accompanying Permit Application for Federation Square' (EAS). These arguments are limited and do not provide sufficient detail or depth on which to make the decision to allow a significant part of Federation Square to be demolished.

4.1 The financial position of Federation Square Pty Ltd should not be entertained as a justification for the demolition of a potential heritage asset. Federation Square Pty Ltd is wholly owned by the State Government which is the body upon which an economic case must be made.

The financial status of Federation Square as described in the EAS, does not represent the income and benefit that Federation Square provides to the state and people of Victoria. The EAS reports net result and income from within the site boundaries and does not assess the value of Federation Square in a broader context — to the state of Victoria. Some of the value NOT captured by Federation Square Pty Ltd financial statements includes but is not limited to:

- Value to the city of Melbourne and the state of Victoria as an internationally recognised benchmark for contemporary public space.

- Value to the city of Melbourne and the state of Victoria as an internationally renowned and critically acclaimed architectural ensemble.
- Value as public space to enable higher density residential developments in the city.
- Value to the tourism sector, hotels and hospitality sites beyond Federation Square.
- Value to Higher Education through liveability rankings and higher international visibility.
- Value to creative industries, through access to performing and exhibition spaces.
- Value to sporting industries, to support major events.

The financial statements put forward in the EAS provide a limited evaluation of Federation Square's financial value and in no way represent the broader value of Federation Square to the state and people of Victoria.

A more appropriate way to place value on Federation Square's contribution to the Victorian economy and its community would be for Federation Square Pty Ltd to commission an evaluation of Federation Square similar to the Deloitte evaluation of the Sydney Opera House, [“Revaluing Our Icon - Sydney Opera House: A midpoint in Australia's Decade of Renewal”](#).

This report recognises the Sydney Opera House's broader contribution to the Australian economy in financial, social and cultural terms.

4.2. The potential increase in visitation is not presented with evidence. The applicant has made no allowance for adverse impacts to visitation numbers.

The EAS estimates the Apple store will facilitate 1.6 million additional visitors to Federation Square per year (page vii). There is no indication in the report of how these numbers have been arrived at. Even if these numbers are taken on face value there is no evaluation in the EAS of the negative impacts that an Apple dominated, Federation Square might face.

Would all current events continue, in a radically different, Apple dominated, Federation Square? Important cultural events may no longer consider Federation Square to be a suitable location. If Federation Square is redefined as a commercial space through the prominence of an Apple Store, the Apple logo will be the backdrop to every cultural and social gathering held in the square. Would we still see events such as the Tanderrum held at the square? Would the field of poppies that commemorated the ANZAC Centenary have the same impact if branded with the Apple logo and building in the background?

Events such as the Sustainable Living Festival might also consider relocating their event if Apple is considered counter to their principles or values. Large International events may have an issue locating their events in an Apple dominated setting if their sponsors do not align with Apple. Events that currently have sponsors seen to compete with the Apple brand would be excluded from Federation Square. None of these adverse outcomes have been considered in the EAS.

In addition, the longevity of an Apple store in this location has not been taken into account. Market forces may dictate that Apple goes the way of Nokia. The Yarra building can be put to much better, and more creative, uses that reinforce the civic and cultural aims and objectives of Federation Square's Charter.

4.3 The financial modelling provided in the EAS suggests that the benefits, even under the best-case scenario, are relatively small.

The HIS states that the:

“Financial comparison of the proposed development with the refusal position indicates a net detriment equating to a burden on the public purse of around \$40 million over ten years in constant dollar terms.”

Permit Application P30209, Heritage Impact Statement, page 6.

For a State Government, currently running an [operating budget surplus for 2018/19 of 2 billion dollars](#), \$40 million over 10 years is an insignificant amount. The State Government funds the Grand Prix every year to the tune of \$60 million. Per visitor the Grand Prix costs the Victorian taxpayer \$203. By comparison the cost per visitor for Federation Square is 60c. We do not ask the Royal Botanic Gardens to 'pay for itself', nor should we. Likewise, Federation Square should be properly funded by the State Government.

5. The proposal contradicts the civic and cultural charter.

An Apple store does not align with the aims and objectives of Federation Square's [Civic and Cultural Charter](#). The Federation Square Civic and Cultural Charter states:

“Retail outlets will be incorporated within the development on the basis of a relationship/theme with the major users, and upon a level of contribution to the cultural and civic objectives of Federation Square.”

What an Apple Flagship store will provide to Federation Square is neither cultural nor civic. Apple have a clearly established global strategy of positioning their stores [conceptually as town squares and physically in town squares](#). These town squares are not created by Apple, but instead are established public spaces that are co-opted by Apple as part of their marketing and branding strategy.

The HIS argues:

“There is some public misconception about the role of Apple in Federation Square. Apple has been criticised for providing a “retail” outlet. Rather Apple is offering education and community engagement.”

Permit Application P30209, Heritage Impact Statement, page 11.

There has been no public misconception. The Apple store in the permit documents will take up 1,394m² and include the following:

- certain number of sales tables;
- a forum with video wall;
- certain length of sales display;
- a boardroom;
- extensive support facilities for customer service support; and
- staff facilities including lounge areas, briefing rooms, management offices.

Permit Application P30209, Heritage Impact Statement, page 24.

This brief is entirely consistent with and focussed upon the delivery of a retail store. Apple is not offering education and engagement it is offering ‘Today at Apple’ programs which require an Apple ID, use Apple products and target Apple customers. An Apple store at Federation Square is simply a form of brand strategy and a way to sell product.

The EAS states (page viii) that “The proposed Apple Global Flagship Store would therefore effectively result in double the number of commercially relevant customers to Federation Square as a whole.” As can be seen in this statement, the ‘public’ are now defined as “commercially relevant customers”. An institution committed to providing cultural and civic events does not have customers, it fosters people and develops community.

In the event that the Apple Store is permitted to proceed, there is also no evidence of a guarantee that the 'Today at Apple' program would continue to run over the 21-year lease that Apple will be granted. As there is no guarantee of this activity, no reliance should be placed upon such activities when deciding upon this application.

In conclusion...

On 20 December 2017, the Victorian State Labor Government announced — 3 working days before Christmas — that Federation Square's Yarra building would be demolished to make way for an Apple Flagship store. Public outrage ensued. Three petitions went up on Change.org opposing the proposal. These petitions, of which we hold two, have currently accumulated over 100,000 signatures.

Citizens for Melbourne formed in response to this public outcry and set up the 'Our City, Our Square' campaign to represent and give voice to the people whose right to speak and comment on the proposal has been silenced by the implementation of Planning Amendment C134 – which removed all right of public exhibition and public comment.

The Citizens for Melbourne 'Our City, Our Square' campaign in opposition to the Apple store proposal demonstrates the social and cultural significance of Federation Square through the level of community support and community engagement we have helped to facilitate over the past year — including over 2100 submissions in opposition to Heritage Permit Application P30209. Please find attached our submission to the Heritage Council of Victoria demonstrating Federation Square's social and cultural significance to the people of Australia through the lens of our campaign.

Heritage Permit Application P30209 places little value on the social and cultural significance of Federation Square and, if granted a permit to proceed, this development will actively undermine the social, cultural and civic value of Federation Square.

Federation Square is more than the sum of its built parts — it is Victoria's most important civic and cultural public space and Melbourne's town square. In light of the Heritage proceedings that are under way, the incompleteness of the heritage permit application documentation, the lack of heritage and economic analysis that understands the Yarra building in its broader context, we request that Heritage Victoria unconditionally reject Heritage Permit Application P30209.

The decision before you is one of the most important heritage decisions of the last twenty years. It should not be determined on incomplete or unreliable information, without full consideration of Federations Square's heritage significance as a whole.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tania Davidge', with a long horizontal flourish extending to the right.

Tania Davidge

President, Citizens for Melbourne

attachments: Heritage Council_Citizens for Melbourne submission_PROV VHR H2390.pdf

Name: * Antony DiMase

Email address: * antony@dimasearchitects.com.au

Contact phone number (optional): 0419 505 608

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Wednesday 6 March 2019

Agenda item title: * Federation Square

Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** We encourage you to make your submission as early as possible.

I do not support the proposed demolition of the Yarra Building. The planning process has not been transparent by the State Government. I applaud City of Melbourne taking proactive steps to exercise some level of control over this important civic and cultural asset.

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: No

*(No opportunity is provided for submitters to be heard at Council meetings.) **

Privacy acknowledgement: * I have read and acknowledge how Council will use and disclose my personal information.

Name: * Simon Thewlis

Email address: * simon@event.com.au

Contact phone number (optional): 0419502282

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 5 March 2019

Agenda item title: * 6.2 Yarra Building Flagship Store

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

Please find the submission attached (which I have already emailed through). I will also email through my presentation –which will be just one slide.

Thanks for your help,

Simon

Alternatively you may attach your written submission by uploading your file here:



[future_melbourne_submission_fed_square_1_3_2019.pdf](#) 3.22
MB • PDF

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission:

Yes

*(No opportunity is provided for submitters to be heard at Council meetings.) **

Privacy acknowledgement: * I have read and acknowledge how Council will use and disclose my personal information.

Name: * Felicity Watson

Email address: * felicity.watson@nattrust.com.au

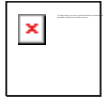
Contact phone number (optional): 0432672265

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Monday 4 March 2019

Agenda item title: * Agenda Item 6.3—Heritage Victoria Referral HV-2019-16, 2-20 Swanston Street, Melbourne (Federation Square)

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible. See attached.

Alternatively you may attach your written submission by uploading your file here:  [2019_03_04_fmc_agenda_item_6.3_national_trust_submission_with_attachment.pdf](#)
3.19 MB · PDF

Please indicate whether you would like to address the Future Melbourne Committee or the Submissions (Section 223) Committee in support of your submission: No

*(No opportunity is provided for
submitters to be heard at Council
meetings.) **

Privacy acknowledgement: * I have read and acknowledge how Council will use and disclose my personal information.



4 March 2019

Future Melbourne Committee
City of Melbourne
240 Little Collins Street
MELBOURNE VIC 3000

6 Parliament Place
East Melbourne
VIC 3002

Email: conservation@natstrust.com.au

Web: www.nationaltrust.org.au

T 03 9656 9818

**Re: Future Melbourne Committee Agenda Item 6.3—Heritage Victoria Referral HV-2019-16,
2-20 Swanston Street, Melbourne (Federation Square)**

Dear Councillors,

The National Trust of Australia (Victoria) strongly urges the City of Melbourne to adopt the officer recommendation in relation to the above Heritage Victoria permit application, outlined at Agenda Item 6.3.

In determining permit applications under the *Heritage Act 2017*, the Executive Director of Heritage Victoria must have regard to:

- the extent to which the application, if approved, would affect the **cultural heritage significance** of the registered place or registered object; and
- the extent to which the application, if refused, would affect the **reasonable or economic use** of the registered place or registered object.

Having reviewed the application in detail, the National Trust does not believe that Fed Square Pty Ltd has satisfactorily demonstrated that the demolition of the Yarra Building, which would clearly have an adverse heritage impact on Federation Square as a whole, is justified by the economic analysis provided with the permit application. For reference, I have attached a copy of the National Trust's objection to the permit application submitted to Heritage Victoria, which goes into further detail.

We note that on 4 September 2018, the Future Melbourne Committee considered a set of revised plans for the proposed Apple store dated July 2018. The management report provided extensive analysis of the proposal which is the subject of the current Permit Application, and identified a number of concerns with the proposed design, including (but not limited to):

- Inconsistency with the Principles to Guide the Design Refinement Stage as agreed by the Steering Committee on 7 February 2018.
- The smaller footprint of the proposed replacement building, and resultant loss of definition to the square.
- The creation of a distinctive architectural form that competes with neighbouring landmarks and the existing ensemble of buildings in Federation Square
- Insufficient information regarding the context of the proposed building, including how the proposed building relates to neighbouring buildings.
- Insufficient information regarding the incorporation of the catenary lighting system in the proposed design.

- Concerns regarding the materiality of the proposed building, including insufficient details regarding the proposed palette of materials.

We note that the plans submitted to Heritage Victoria are identical to the July 2018 plans provided to Council for comment, and that the issues raised by the City of Melbourne in September 2018 remain unresolved.

Should Council decide to reject the current recommendation from management and provide support for Fed Square Pty Ltd's Heritage Victoria permit application, this would be inconsistent with Council's unanimous resolution of 4 September 2018 in response to the revised plans, and Council's resolution of 10 December to support Heritage Victoria's recommendation to include Federation Square in the Victorian Heritage Register.

We therefore call on Councillors to vote in support of the management recommendation:

That the Future Melbourne Committee resolves to provide a copy of this report to the Executive Director of Heritage Victoria and advise that the Melbourne City Council does not support the Application for Heritage Permit.

If you would like to discuss this matter further, please don't hesitate to contact me on 0432672265.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'F. Watson', with a long horizontal flourish extending to the right.

Felicity Watson
Advocacy Manager

Attachment: National Trust Objection to Permit Application P30209 to redevelop part Federation Square (PROV H2390)

13 February 2019



Mr Steven Avery
Executive Director
Heritage Victoria
8 Nicholson Street
East Melbourne VIC 3002

6 Parliament Place
East Melbourne
VIC 3002

Email: conservation@nattrust.com.au
Web: www.nationaltrust.org.au

T 03 9656 9818

heritage.permits@delwp.vic.gov.au

File No: B6873

Dear Mr Avery,

Re: Objection to Permit Application P30209 to redevelop part Federation Square (PROV H2390)

1.0 Introduction

Thank you for the opportunity to respond to the above permit application. The National Trust of Australia (Victoria) (National Trust) is the state's largest community-based heritage advocacy organisation actively working towards conserving and protecting our heritage for future generations to enjoy, representing approximately 16,000 members across Victoria. As Victoria's premier heritage and conservation organisation, the National Trust has an interest in ensuring that a wide range of natural, cultural, social and Indigenous heritage values are protected and respected, contributing to strong, vibrant and prosperous communities.

The National Trust maintains a Heritage Register of Significant Places, including buildings, landscapes, gardens, trees, and public art. Federation Square was added to the National Trust Heritage Register in July 2018, and nominated to the Victorian Heritage Register in the same month. Following the National Trust's nomination of Federation Square to the Victorian Heritage Register, the Executive Director has recommended inclusion in the Register, and a Heritage Council Registration Hearing has been scheduled for April.

We note that Fed Square Pty Ltd (FSPL) accepts that Federation Square has heritage value to the state of Victoria, and does not object to its inclusion in the Victorian Heritage Register. It is therefore of great concern that this application has been submitted prior to the resolution of the heritage registration, as the granting of a permit to demolish part of the Square would have a significant impact on the site's heritage values, and therefore on the Heritage Council's determination of those values.

It is also highly problematic to assess a permit application for a place, particularly one so complex, which does not have a formally adopted Statement of Significance. This subverts the process of good heritage practice, as outlined in the *Australia ICOMOS Charter for Places of Cultural Significance, 2013* (the Burra Charter), which states the management of a heritage place should be informed by an understanding and analysis of its significance. The Heritage

Impact Statement prepared by Urbis (HIS) identifies the Yarra building as having “moderate heritage significance with respect to aesthetic criterion”, however this is not qualified by an analysis of the building’s values in relation to the other components of the Square. In Urbis’s analysis of significance on p16 of the HIS, it is noted that the statements of significance prepared by the National Trust and the Executive Director do not include “a discrete detailed analysis of the heritage significance as an individual element, nor of the considerations relevant to any alterations to Federation Square as necessary over time to accommodate change”. Arguably, the statements of significance do not reflect the complexity of the place because they have not been resolved through the registration process or examined further through the preparation of a Conservation Management Plan.

It is also problematic that the plans provided with the application are not fully resolved or detailed, which is noted on piii of the HIS. In FSPL’s response to the Executive Director’s Request for Information dated 24 January 2019, it is also noted that that neither the plans nor the physical model being made available to Heritage Victoria incorporate the modifications required by the Minister for Planning detailed in correspondence dated 30 September 2018, and that a digital model has not been prepared. We note that the Minister’s correspondence has not been made available as part of the current application, and we understand these changes are not reflected in the Book of Plans provided with the application. This lack of detail is unacceptable for a permit application which contemplates a major change to any heritage place, let alone one of Melbourne’s most prominent attractions and our premier civic space.

We nevertheless recognise that the Executive Director’s is required to consider the permit application under the *Heritage Act 2017*, including the following provisions under Section 101:

(a) the extent to which the application, if approved, would affect the cultural heritage significance of the registered place or registered object;

(b) the extent to which the application, if refused, would affect the reasonable or economic use of the registered place or registered object;

In our submission below, we will address these provisions in turn, with reference to the permit documentation including the HIS.

2.0 The Extent to which the application would affect the cultural heritage significance of Federation Square

The following discussion examines the impact of the proposal in relation to relevant criteria outlined in the “Recommendation of the Executive Director and assessment of cultural heritage significance under Part 3, Division 3 of the *Heritage Act 2017*”, dated 11 October 2018 (the Recommendation Report).

2.2 CRITERION D: Importance in demonstrating the principal characteristics of a class of cultural places and objects.

In his statement provided at Appendix A of the HIS, Professor Donald Bates says that the purpose of the Yarra Building was to provide “containment and sense of focus” for the civic plaza. The “Design Principles for the Apple Store” agreed to by the Steering Committee on 7 February 2018, outlined at pp20–21 of the HIS, also express a requirement to “balance an appropriate level of containment and activation to the southern edge of Fed Square’s plaza”. Based on the application however, we have concerns that the proposed building does not provide a level of containment which will maintain the identity and function of the place as a public square.

The proposed building is lower in height than the existing Yarra Building, and compared to the other main buildings in the Square. The Heritage Impact Statement (p32) states that the reduced height ensures that “the building does not compete with the existing buildings designed in the Deconstructivist style”. We argue that the proposed building visually competes with the surrounding buildings because the design contrasts with the established architectural language of the Square, a factor which cannot be mitigated by a reduction in height. Rather, the reduction in height has a visual impact on the containment of the Square and changes the relationship between the buildings which define it.

We are also concerned that the transparency of the ground floor will impact on the containment of the Square. We note that no renders or photomontages have been provided which show key views looking towards the proposed building from inside the Square, making it difficult to assess the visual impact of the new building. However, the design intent statement by Foster + Partners outlined at pp22–23 of the HIS includes an emphasis on the “floating appearance of the upper volume”, with glazing “achieving full transparency and allowing views through to the river and landscape beyond”. We submit that the proposal would have an unacceptable impact on the framing and containment of the public square, which is defined by the buildings surrounding it.

2.3 CRITERION E: Importance in exhibiting particular aesthetic characteristics.

2.3.1 Evaluation of proposal against design logic of Federation Square

The HIS contends that “the Yarra Building does not share the high level of design resolution of other buildings within Federation Square” (pi) yet does not provide analysis to support this claim. The HIS notes that the “Yarra Building shares some of the design qualities, language and materials of other buildings within the Federation Square, notably recognisable by the geometric fractal facade cladding”. In his statement at Appendix G, architect Roger Poole elaborates further, stating that “The materiality and detailing of the building are typical of the remaining Federation Square. There is no remarkable or distinct design feature which is pivotal to the experience of the Square”.

We argue that this lack of individual distinction speaks to the role of the Yarra Building as a part of an integrated campus of buildings which shares design qualities, architectural language, and materials, recognised in the Executive Director’s Recommendation Report as contributing to the heritage significance of the place.

By comparison, the proposed Apple store is architecturally distinct from the rest of the Square. The HIS later argues that the proposed Apple store will provide “greater diversity” within the square (p27), arguing that “successfully designed squares generally have a diversity of buildings around a public gathering space. The proposed AGFB will provide a richer variety of architectural forms”. We argue that a richer variety of architectural forms is not necessarily appropriate at this site, and this statement has not been qualified by an analysis against the values of the Square or supported by evidence.

In his statement presented in support of the proposal at Appendix A of the HIS, Professor Donald Bates states that “because of the particular design logic that underwrote the winning and implemented design, it is necessary to take into account a more fluid, more provisional genesis for the design, one that is not open to all possible interpretations, nor is it a design that is fixed and locked into a formal embodiment.” We agree that change can be necessary and desirable at heritage places, and we do not object to change at Federation Square. However, the statement provided with this application does not provide clear principles which facilitate the evaluation of the current proposal against the logic of the design.

This view also appears to be at odds with project architect Peter Davidson’s statement in 2003, cited by the Executive Director in the discussion of Criterion A in the Recommendation Report (p9), that “the idea of a federated system is ... at the heart of the entire project. It’s about independent entities that come together to form a larger whole. Something that centres around coherence and differences. Differences about individual entities, coherence about the whole they form.” As one of the co-authors of Federation Square, we question whether Peter Davidson has been consulted as part of the current proposal, and if so, what his views are?

Regarding the current permit application, we do not believe the documentation provides a robust analysis of the original design logic, its relationship to the place’s heritage values, and how it is impacted by the current proposal. In the absence of clear principles to guide change, we therefore call on the Executive Director to refuse the permit application.

2.3.2 Materiality

It is unclear how the materiality of the proposed building relates to the other buildings in the Square, or to the design for the Melbourne Metro station entrance which was approved by the Executive Director in 2018. No palette of materials has been provided as part of the application, and materials are not detailed in the Book of Plans.

The Foster + Partners design statement included at Appendix F of the HIS refers to the “sandstone clad core” on the East Façade. It should be noted that in our submission to Heritage Victoria regarding the Melbourne Metro station entrance, dated 12 September 2018, the National Trust objected to the proposed use of sandstone as cladding on the lift structure, arguing that the use of sandstone for this element would detract from the aesthetic significance of the Kimberley sandstone used in the Square.

The absence of detail regarding materiality, and the lack of consistency between the two projects, highlights the lack of an overarching masterplan or Conservation Management Plan to guide change, and we believe that the cumulative impacts of the Melbourne Metro and Apple projects on the Square would be unacceptable.

2.3.3 Lighting

No information has been provided about lighting, including for signage and landscaping, or how the building will appear at night in relation to the Square and other buildings. Given that there are many programs and events which take place in Federation Square at night, it is vital to understand how the proposed building and landscaping fits in with the rest of the Square at different times of day, and whether the Apple store would have increased prominence in the square at night due to illumination of the building or signage. Given the transparency of the ground floor, it is likely that illumination would give the building undue visual prominence in the Square.

The advertised plans do not make provisions for the catenary lighting system which is currently suspended above the Square and connects its surrounding buildings. We note that the catenary lighting system is specifically referenced in the Executive Director's Recommendation report (p28) and was included in the design requirements agreed to by the Steering Committee, referenced at p21 of the HIS, which requires that it "must be appropriately integrated with the new building".

The render on p70 of the Book of Plans shows the catenary lighting system connecting from the Alfred Deakin Building to the ground, and it has not been demonstrated if or how the lighting is proposed to be connected to the Apple store. Should the catenary lighting system not be connected to the new building, this would be an adverse heritage impact.

Given the proximity of the site to the Melbourne Observatory, regard should also be given to the Australian Standard AS4282 on "The Control of the Obtrusive Effects of Outdoor Lighting", October 1997, which provides guidelines for planning authorities to ameliorate the effects of light pollution in the vicinity of observatories.

2.3.2 Landscaping

We are concerned that the proposed impact on the existing topography and landscaping has not been adequately assessed against Federation Square's heritage values. The proposed tiered landscaping descending toward Princes Walk is a break with the current sense of containment of Federation Square as articulated in Section 2.2 above.

Any proposal for tree removal or landscape changes, especially for a place currently being considered for inclusion in the Victorian Heritage Register, should be accompanied by detailed plans for tree and landscaping reinstatement. The Oculus Landscape Report dated 17 July 2018 lacks any substantial detail regarding the proposed landscaping to the south of Federation Square. There is no definite selection of plant species, only proposed species for trees. It is not clearly evidenced in the documentation that the tree selection or grass species meets the City of Melbourne's requirements for planting in the public realm.

There is no contour plan of the site showing current and proposed conditions, or locations of plantings. It is unclear from the proposal whether the proposed species have been chosen for their ability to grow in this heavily shaded area, or for the soil and other climatic conditions. We also disagree with the characterisation made by James Edwards of Foster + Partners in the Design Statement for the landscape proposal, quoted in the HIS (p 23), that the new landscaped area will constitute an "arboretum".

It is also unclear whether the small garden beds and associated plantings to the west of the Yarra Building will be impacted by the works, or whether this impact has been assessed.

The four London plane trees (*Platanus X acerifolia*) lining the southern boundary of the Yarra Building make a significant contribution to the precinct. They are visible in key views from the south side of the Yarra River, from Princes Bridge, from Princes Walk and from views approaching the Yarra Building from the north. They also have a presence within the built form of the Yarra Building, particularly from the balcony on the south side of the building, which sits directly below the canopy.

We agree with the Arboricultural Assessment in Appendix B of the HIS that these trees are “well established in the landscape” and provide a “functional role in the landscape of screening of the adjacent building” (p3). We would also agree that they are “features of the landscape” (p3). We note that the Arboricultural Assessment does not give a Useful Life Expectancy (ULE) for these trees, nor an estimate of their age. We would expect that an ULE be reported on for any tree proposed for removal, and estimate that the trees would have an ULE of 20-30 years at least, if well maintained. This is based on similar sized London plane trees on St Kilda Road, which the City of Melbourne give a ULE of 21-30 years.

Advice provided by the National Trust’s Expert Significant Tree Committee indicates that these trees may be 40 to 60 years old. Archival images indicate that there have historically been tree plantings in this location, along the former Batman Avenue, some of which were removed as part of the Federation Square works. The oldest of these trees known to remain are the Elms further east of Federation Square. There are a number of historical photographs of the area which demonstrate the landscaping of this area from the 1920s to the 1980s, documented at Appendix 1. Trees appear in this location in photographs dating to 1926, and planting in this area may have been part of post-World War I works which occurred along the Yarra River, at Como Park, Yarra Boulevard, Burnley, and Ivanhoe. It is likely that the current London plane trees are replacements, potentially dating to c1940. We highlight that formal tree planting in this location has been a feature of the landscape for the last 100 years, which should be taken into consideration in assessing the impact of the works.

In proposing the removal of these trees, we would expect further research to be undertaken to demonstrate an approximate date that the London plane trees were planted and a consideration of any historical connection they have to the landscaping of Federation Square, Princes Walk, the Yarra River and the former Batman Avenue. They certainly pre-date the construction of Federation Square, and therefore form a physical link to the former landscaping and condition of the site.

The loss of these four London Plane tree at this location would have a substantial impact, beyond the historical connections made above, and we object to their removal as part of the current proposal. They form a visual demarcation of the Square on the south side of the site and are the only trees retained on the Federation Square site prior to its development. They are the largest set of trees throughout the whole site, providing the amenity benefits of shade, and increased permeability during rain. They also define key views of the Square, softening the line of built form when viewed from the south side of the Yarra River, and

screening the Yarra Building. Should these trees be removed in line with the proposed landscape works, the proposed Apple store would dominate views of Federation Square from the south, detracting from its established architectural character. It would take at least 20 years to get the amenity benefits of any new canopy trees planted in this location, perhaps longer considering the substantial amount of shading the area receives. It is likely that loss would be felt by pedestrians using the Princes Walk at this location, particularly during summer months.

2.5 CRITERION G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to indigenous people as part of their continuing and developing cultural traditions.

The National Trust strongly supports the Executive Director's assertion in his Recommendation Report that there is a strong and special association between Federation Square and the Victorian community.

However, we note that no public consultation has been undertaken to inform the current proposal, apart from the current 14-day statutory time period required under the *Heritage Act 2017*. Indeed, there is strong evidence that the proposal would have a substantial adverse impact on the social significance of Federation Square, as evidenced by:

- Three online petitions¹ with more than 100,000 signatories opposing the proposal to replace the Yarra building with an Apple Global Flagship Store;
- More than 750 submissions supporting the inclusion of Federation Square in the Victorian Heritage Register
- Approximately 2,500 submissions (at the time of writing) opposing the current permit application, a record number of objections to a Heritage Victoria permit application.

We believe this proposal would fundamentally change the mix of commercial and cultural uses at the Square and make Apple's corporate brand identity a key element of the public square, forming a backdrop to public events. We do not believe these impacts have been assessed as part of the current proposal.

In the discussion of social significance in the HIS (p28), Urbis states that the proposed Apple store "will be an internationally inspired community and innovation hub that will enhance Melbourne's inclusiveness, connections and conversations." The HIS further states that "Apple aims to create a gathering place for the community, which reaffirms the original intent and aspiration of Federation Square". The HIS then outlines Apple's "Today at Apple" program, which will be offered for free at Federation Square.

We strongly object to the assertion that this proposed programming creates an inclusive place of gathering for the community in line with the objectives of Federation Square's Civic

¹ <https://www.change.org/p/victorian-premier-daniel-andrews-stop-the-apple-store-planned-for-federation-square>; <https://www.change.org/p/daniel-andrews-no-apple-store-store-at-federation-square>; <https://www.change.org/p/daniel-andrews-save-federation-square-s-yarra-building> (accessed 12 February 2019)

and Cultural Charter.² It is our understanding that participation in Apple’s programming is dependent on participants having an “Apple ID” (account with Apple), and that their programs exclusively relate to the use of Apple products. This may appeal to some visitors but cannot be said to be an inclusive “gathering place for the community”, or mitigate the heritage impacts being contemplated.

In assessing Criterion G in the Recommendation Report, the Executive Director has found that the cultural institutions and their communities currently located at Federation Square form part of the social significance of the place (pp16-17). It is unclear to what extent the cultural tenants of Federation Square and their communities have been consulted regarding the proposal.

3.0 The extent to which the application would affect the reasonable or economic use of Federation Square

3.1 Reasonable Use

The National Trust acknowledges that the Yarra Building, previously referred to as the “South Commercial Building” during the planning phase of the project, is intended to have a commercial use. We therefore agree that a retail use is a “reasonable use” for the subject site.

However, we would also argue that the proposed Apple store is not simply a retail use, but a brand activation, which is embodied in the fabric of the proposed building. While there are several cultural and commercial tenancies across Federation Square, the branding of those tenancies is clearly subservient to the unified architectural character of the site. The architecture of Federation Square itself has developed a strong brand identity. However construction of a bespoke, purpose-built retail store is at odds with this established character, and the proposed building is essentially the physical embodiment of the Apple brand. This is confirmed by the Design Statement by Foster + Partners at Appendix F of the HIS, which states “our design approach merges with the Apple requirements and expectations in a seamless collaboration to produce buildings unique to their location **whilst accommodating the hallmarks of the Apple Brand**” [our emphasis].

We do not agree that the “reasonable use” of the site for a retail operation extends to the demolition of the existing building and construction of a new building for retail and brand activation purposes. As outlined in the permit documentation, the proposed Apple store is at odds with the established character of the Yarra building, and its place in the square.

We do not consider that the reasonable use of the place would be affected if the permit is refused based on the “requirements” for building put forward by Apple. We submit that Apple’s brief expresses preferences, rather than requirements, and that the need for demolition has not been justified. We note that alternatives including restructuring and a redesign of the building services were canvassed, but “it was decided that there would be too great an impact on the existing building and a new structure would better meet the

² Federation Square Civic and Cultural Charter, <https://s3-ap-southeast-2.amazonaws.com/assets-fedsquare/uploads/2014/12/Civic-and-Cultural-Charter1.pdf> (accessed 12 February 2019)

requirements” (HIS Appendix F). Yet there can be no greater impact on the building than full demolition.

By comparison, we refer to the permit application by Rail Projects Victoria to demolish the former “Western Shard” and construct a new station entrance as part of the Melbourne Metro Rail project, a project which will arguably benefit millions of Victorians each year. At the pre-application stage, the National Trust strongly advocated for the adaptive re-use of the building, however were advised that there were functional requirements relating to construction and passenger circulation which necessitated the demolition of the building. In granting the permit for these works, the Executive Director arguably acknowledged that the refusal of the permit would affect the reasonable use of the place, and that the heritage impacts associated with the proposal could be mitigated through conditions.

In contrast, we do not believe that the destruction of part of a heritage place in order to provide a bespoke building for a tenant holding a 21-year lease is a reasonable use of the place. Arguably, the construction of a new building for a tenant with a 21-year lease is not an acceptable long-term solution to issues of viability and does not provide adequate justification for the demolition of a building being considered for inclusion in the Victorian Heritage Register. We note that there is no discussion in the application about how Apple intends to use the building in the long-term, the building’s potential to support flexible uses, or how the building will be able to be repurposed following Apple’s departure from the site.

3.2 Economic Use

The National Trust does not believe that the Economic Analysis Summary provided with the application demonstrates that the refusal of a permit application would affect the reasonable or economic use of Federation Square. We note that under the *Heritage Act*, the Executive Director must consider the extent to which refusal would affect the reasonable or economic use of the place, along with several other considerations, including the impact on the heritage values of the place, however no guidance is provided in the Act about how these considerations should be weighted. It is our position that FSPL has not been able to demonstrate that the proposed works are the only viable option to ensure the financial security of the Square in the long term, and we submit that any projected financial benefits are far outweighed by the negative heritage impacts the proposal would have on the Square.

3.2.1 Financial Assumptions

In the Economic Analysis Summary, Urbis’s projection of FSPL’s Net Operating Position (Table 4, page 10), factors in an average annual growth rate in transaction income of 1.3%. This is the figure they report for growth in FSPL trading income for the 13 years to 2018. However, Table 2 on page 9 shows that between 2012 and 2018, FSPL’s trading income grew at more than twice this rate at 3.2% per annum.

Urbis does not explain why the low 2005 to 2018 growth rate was used in its base case projection rather than the higher 2012 to 2018 growth rate. Arguably, the latter is more relevant as it relates to contemporary trading conditions and prospects.

If 3.2% is substituted for 1.3% growth rate in the Urbis cash flow projection, the outcome in 2028 for net operating position would be a positive \$2.98 million versus Urbis's negative \$3.86 million in 2028. Factoring in the 3.2% average annual growth rate for income would provide a net cash flow over the 2019 to 2028 period with a NPV of negative \$5.8 million (using a 7% discount rate) versus Urbis's negative \$27 million. Arguably, Urbis grossly overstates the prospective financial losses for FSPL under the continuing current configuration of Federation Square.

3.2.2 Alternatives Not Explored

Urbis's analysis has not proven that demolition and redevelopment of the Yarra building is essential for the financial health of FSPL. In fact, it demonstrates that with extremely strong visitation at 10 million patrons per year, there should be many options which FSPL could pursue to improve revenue generation, including changing the tenancy mix in the Yarra Building and curating an events program around this building and its tenants. No evidence has been provided that alternatives to the current proposal have been meaningfully explored.

The proposal also highlights a need for the Victorian Government and FSPL to reassess the business model of Federation Square, with a view to providing recurrent government funding for capital expenditure and to sustain the cultural activities of the square. The social and economic value of the Square to the state should be thoroughly assessed, and taken into account in the funding and management of the place, such as the work undertaken by Deloitte to quantify the value of the Sydney Opera House.³

While FSPL have put forward a worst-case position of a \$45m burden on the public purse over 10 years, there is no evidence to demonstrate that an investment of \$45m in the Square is not warranted based on its public benefit. This figure also pales in comparison to the hundreds of millions of dollars spent to construct the Square. The original cost of designing and constructing the Yarra Building has also not been considered. We also note the government's recent commitment to fund other works in the Square, including \$31.6m in the 2018-19 budget for an upgrade to the Australian Centre for the Moving Image.⁴

3.2.3 Adverse Effects Not Considered

The Urbis analysis does not consider the negative effects that may result from the rebranding of Federation Square in line with Apple's corporate objectives. Visitation may suffer due to the loss of cultural cache, and other spaces in Federation Square may see a reduction in rent potential consequently.

Since opening in 2002, Federation Square has become a strong brand, particularly with respect to the unique geometry of the architecture. Examples of this brand influence can be seen in the livery of PTV trams, and the logo of the City of Melbourne. The documentation provided with the application does not provide any analysis of this brand value, or adverse impacts which may arise from the introduction of a corporate brand activation in the space.

³ Deloitte Access Economics, *Revaluing Our Icon – Midpoint in Sydney Opera House's Decade of Renewal*, 2018, https://www.sydneyoperahouse.com/content/dam/pdfs/deloitte/Deloitte%20Report_Revaluing%20Our%20Icon%202018.pdf (accessed 12 February 2019)

⁴ <https://architectureau.com/articles/fed-square-building-to-be-redeveloped/> (accessed 12 February 2019)

The incorporation of Apple's branding into the built form of Square also ties Federation Square and its brand to Apple's success as a company, which will inevitably change over time, along with its products and branding strategies.

4.0 Conclusion

In conclusion, the National Trust of Australia (Victoria) strongly objects to the current permit application for the demolition of the Yarra Building and construction of an Apple Global Flagship Store at Federation Square. We believe the proposal would have an unreasonable negative impact on the heritage values of Federation Square, and do not believe that the economic case provides adequate justification for these impacts. We do not believe that these impacts can be adequately mitigated through permit conditions, and therefore call on the Executive Director to reject the application.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'F Watson', with a long horizontal flourish extending to the right.

Felicity Watson,
Advocacy Manager
National Trust of Australia (Victoria)

Appendix 1

Historical image research, London plane trees at Federation Square.



1920

Melbourne 1920, Flinders Street and Princes Bridge by Row
State Library of Victoria

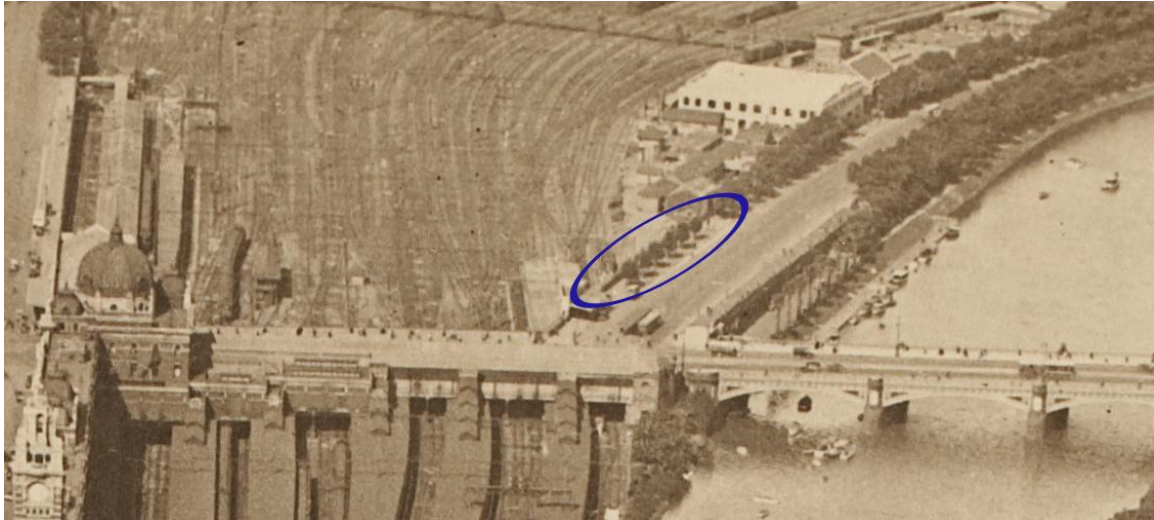
<http://handle.slv.vic.gov.au/10381/111594>



c. 1927-28

Russell Street and Collins Street, looking south across Princes Bridge by Airspy
State Library of Victoria

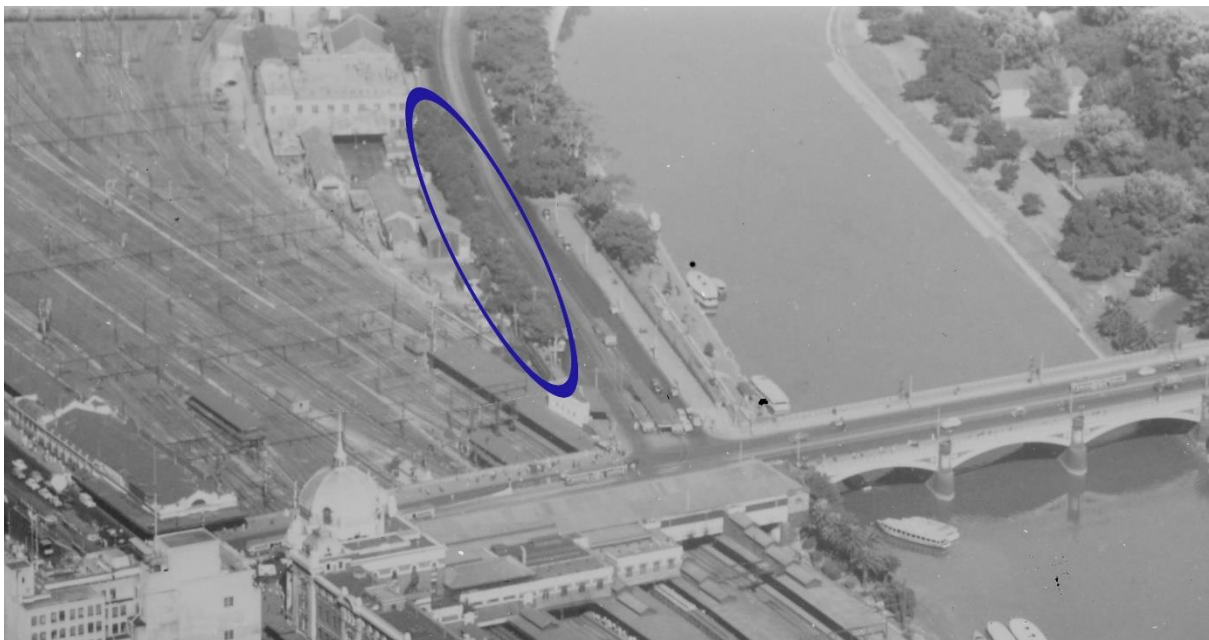
<http://handle.slv.vic.gov.au/10381/283337>



c. 1927-28

View of the Yarra River showing Flinders Street Railway Yards and railway bridge by Airspy
State Library of Victoria.

<http://handle.slv.vic.gov.au/10381/283412>

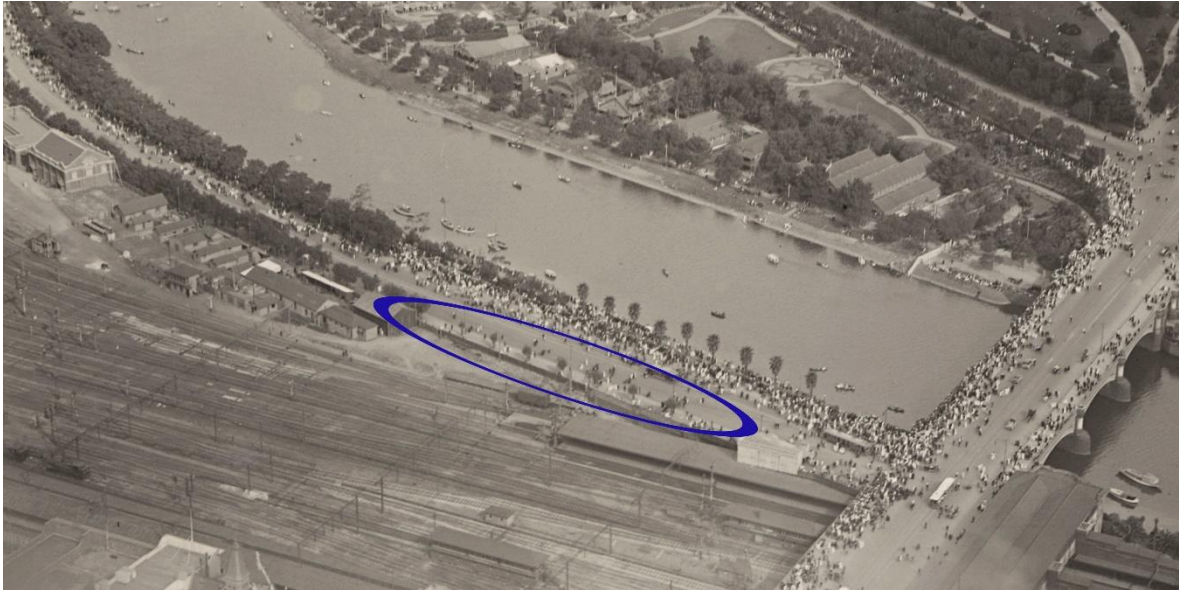


c. 1920-1954

Aerial view over Flinders St. Rly Stn. [i.e. Railway Station], & River Yarra, Melbourne, Vic.,
Rose Stereograph Co.

State Library of Victoria

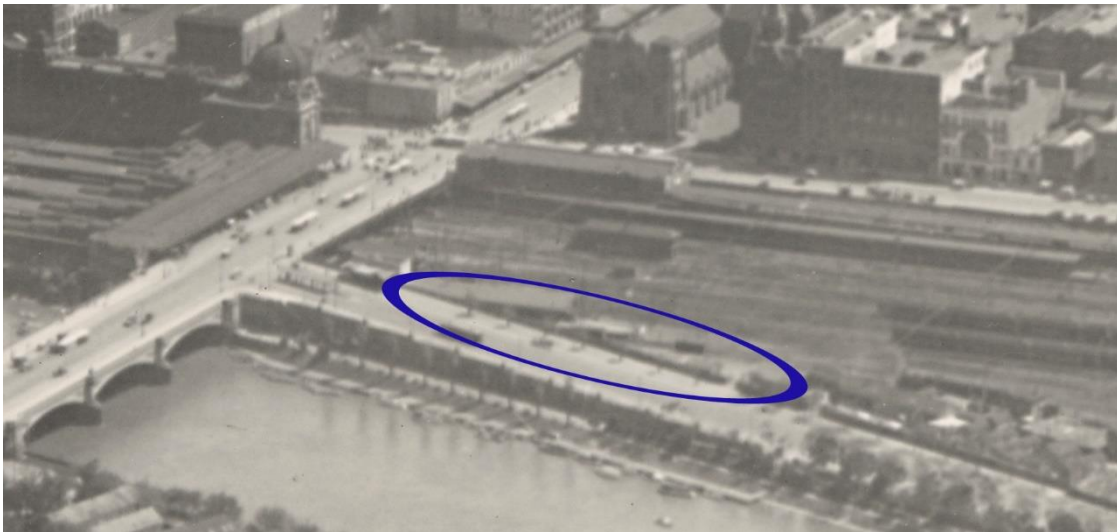
<http://handle.slv.vic.gov.au/10381/65490>



1926

Above Flinders Street Railway Station looking towards South Yarra, by Ernest Ebell
State Library of Victoria

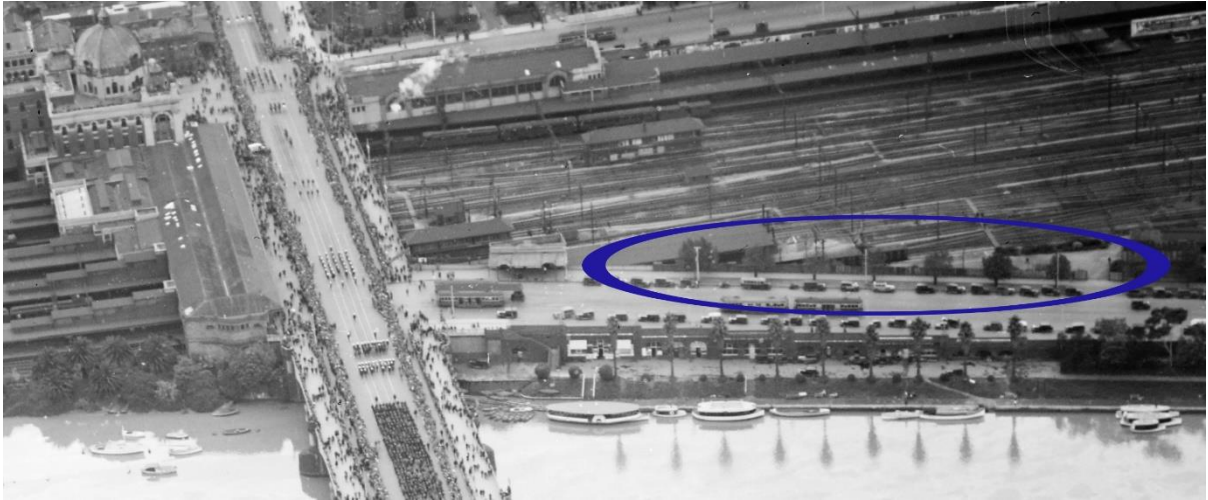
<http://handle.slv.vic.gov.au/10381/142202>



1926

A view of the city taken from above the gardens, by Ernest Ebell
State Library of Victoria

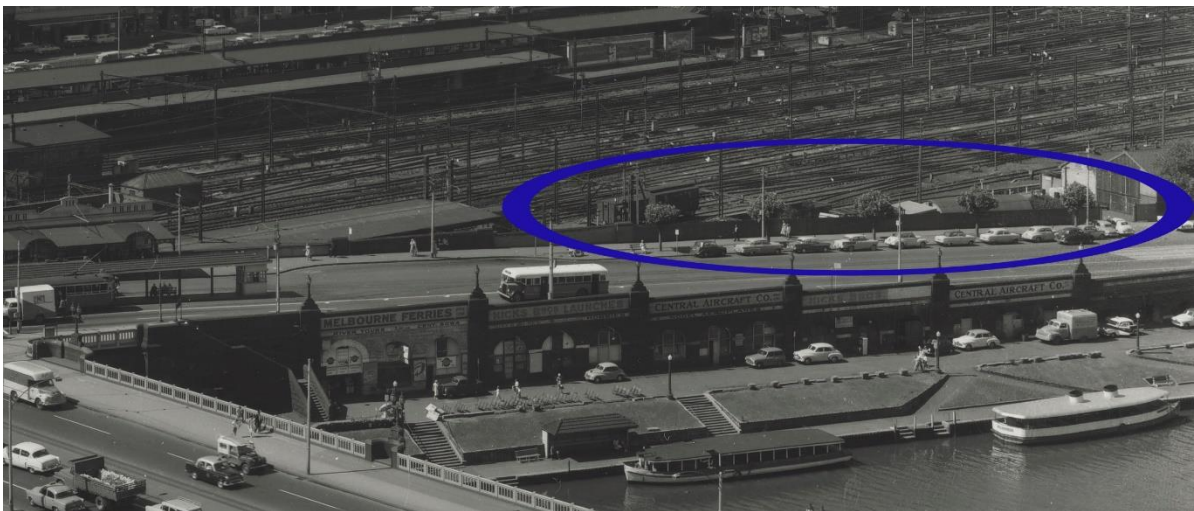
<http://handle.slv.vic.gov.au/10381/142181>



1945

Procession in Swanston Street from south bank of Yarra River at Princes Bridge, by Airspy
State Library of Victoria

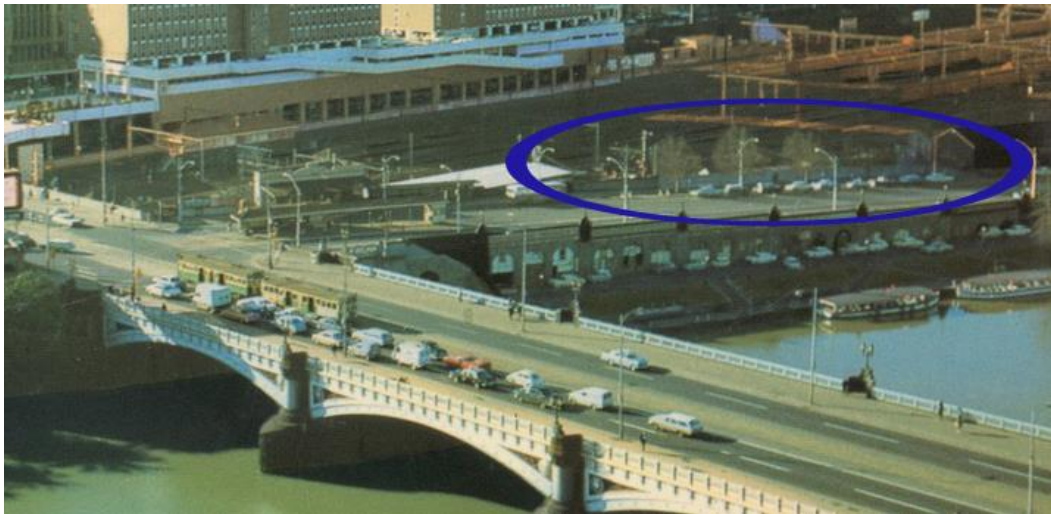
<http://handle.slv.vic.gov.au/10381/20747>



1960

Aerial view of Melbourne, looking across Princes Bridge, by Commercial Photographic Co.
State Library of Victoria

<http://handle.slv.vic.gov.au/10381/49877>



C1960-80
Princes Gate and City skyline, by Murfett Publishers
State Library of Victoria
<http://handle.slv.vic.gov.au/10381/149894>



1973
City Skyline, Melbourne, Vic by E. Ludwig, John Hinde Studios
National Trust of Australia (Victoria) collection



1983

Melbourne, the Yarra and Southbank looking east from the Rialto Tower, by Laurie Thomas
State Library of Victoria

<http://handle.slv.vic.gov.au/10381/137404>

Name: * Avory Burke

Email address: * avory.burke@gmail.com

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 5 March 2019

Agenda item title: * Future Melbourne Committee 5 March 2019 Item 6.2 Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square, 2 Swanston Street, Melbourne

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

Hello Councillor

RE: Future Melbourne Committee 5 March 2019 Item 6.2 Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square, 2 Swanston Street, Melbourne

Respectfully, but are the Councillors of our great city completely out to lunch? Hold an open public consultation NOW on plans for an Apple "Global Flagship" store in Federation Square.

Reject the Apple megastore planned for Federation Square and oppose the application for a Heritage Permit to demolish the Yarra Building.

A public consultation held by the City of Melbourne is long overdue. The Council does not need permission to conduct a public consultation on this issue.

When Apple threatened demolition of the Kungsträdgården Park to build a “flagship store” in Stockholm, Sweden, the local city council put the plans on full display, scale models and photos, for open comment last year. They scheduled a public meeting on the matter, during the 10-week consultation period.

It’s been more than one year since plans were announced. The Council has completely dropped the ball here. The design is still extremely flawed. And the location remains a total joke — everyone knows that. Simply. Incorrect address.

The Apple store should have been cancelled long ago and instead a new plan pursued to relocate to an appropriate location. Docklands, Emporium, Bourke Street Mall, GPO, Collins Place... Where else?

Federation Square management needs to be shown the door as well. They don’t have the fundamental skill to manage Victoria’s preeminent public space. They got confused along the way about exactly what they are custodians of. The CEO and Chair should find their exit via Russell Street.

What exactly is going on in Melbourne, by the way? Is it full blown corruption, confusion, gutlessness, incompetence, or are the executive folk from Apple terrorising our city’s officials like they’ve been documented as doing in their attempts to establish a flagship megastore in the Kungsträdgården?

Our city is better than this nonsense. Whether you personally support plans or not, the only correct thing is to ask the public.

Reject the Apple megastore planned for Federation Square and open public consultations. The time is now.

Regards

Avory

Please indicate No
whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)

Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

Privacy
acknowledgement:

I have read and acknowledge how Council will use and disclose my personal information.

*

Name: * Charmian Gaud

Please indicate Submissions (Section 223) Committee
which meeting
you would like to
make a
submission to by
selecting the
appropriate
button: *

Date of meeting: * Tuesday 5 March 2019

Agenda item title: Future Melbourne Committee 6.2. Apple Yarra Building Flagship Store

*

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

Re: Future Melbourne Committee. 05/03/19. Agenda item 6.2. Apple Yarra Building Flagship Store

Dear Future Melbourne Committee,

Re: Future Melbourne Committee. 05/03/19. Agenda item 6.2. Heritage Victoria Referral HV2019 16, Yarra Building Flagship Store, Federation Square, 2 Swanston Street, Melbourne.

I do not believe that the City of Melbourne should object to the removal of Fed Square's Yarra Building. It is very clear that Yarra Building is NOT functioning well currently. It has lacklustre restaurant cafe facilities on ground level and is not suitable for the Aboriginal group which occupies the building. More importantly it provides a barrier to the views of the river with users of Fed Square needing to take an uninteresting pathway between a noisy pub and the Yarra

Building to even get to the river. The Apple Building will provide a good balance in a newer architecture – something that Architects since the 1990s have encouraged so as not to replicate a previous era. The foot traffic that will be brought to Fed Square by one of the most popular stores in the world and the integration with views of the river will make for a vast improvement architecturally and the educational artistic component will be a sympathetic complement to the Art Gallery, ACMI and events in BMW Edge (now renamed I believe). Reading the original planning documents shows that commercial use was certainly contemplated initially and that Yarra Building was a late addition. The slopes of Fed Square itself with additional slopes down to the river seem a very good plan to me and I think City of Melbourne will benefit. Frankly it would be AWFUL if these plans for a city centre iconic Apple fail and
WHAT IF APPLE TAKES THEIR PROPOSALS TO SYDNEY OR BRISBANE. THIS IS AN OPPORTUNITY FOR MELBOURNE

The City of Melbourne MUST SUPPORT Fed Square management's Application for a Heritage Permit to demolish the Yarra Building for an Apple Global Flagship Store – the only one in the Southern Hemisphere.

AND petition your support to the State Government and Planning Minister.

Apple will make Federation Square work much better and enhance our city.

ALSO we have been told that there are many public and private buildings listed with dangerous cladding. The list is confidential but I am sure City of Melbourne is aware of buildings in its municipal area which have cladding. The design of Fed Square is clearly enhanced by cladding and City of Melbourne needs to consider if the Yarra Building is constructed with dangerous cladding.

Sincerely

Charmian Gaud

Please indicate No
whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)

Committee in
support of your
submission:

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

Privacy
acknowledgement:

I have read and acknowledge how Council will use and disclose my personal information.

*

Name: * Chris Thrum

Email address: * mineralsands@hotmail.com

Contact phone number (optional): 0422066973

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Future Melbourne Committee meeting

Date of meeting: * Tuesday 5 March 2019

Agenda item title: 6.3 Proposed travel by Lord Mayor to Indonesia and China, May 2019

*

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

Dear City of Melbourne Meeting Group

This is a written response in regards to Agenda Item 6.3 Proposed travel by Lord Mayor to Indonesia and China, May 2019. Indonesia and China are two important international partners of the City of Melbourne and it is appropriate that the Lord Mayor travels to Bandung, Jakarta and Greater Bay Region, Nanjing and Tianjin. Melbourne is an international city and these visits will strengthen the relations between City of Melbourne and Indonesia and China. Melbourne becomes a better, brighter and more prosperous city when Councillors and Council Officers travel overseas on international visits to attend important conferences and meetings. Having a senior officer accompany and support Lord Mayor Sally Capp on this trip is appropriate. City of Melbourne has visited China on many occasions in recent years and this tradition continues with this visit and ensures that City of Melbourne enjoys great relations with China. Bandung, Jakarta Indonesia is an important destination in Asia and having the Lord Mayor visit Bandung will enable more prosperous relations between Bandung Jakarta citizens and the citizens of Melbourne.

Best regards

Chris Thrum

Phone – 0422066973

Please indicate Yes

**whether you
would like to
address the Future
Melbourne
Committee or the
Submissions
(Section 223)
Committee in
support of your
submission:**

*(No opportunity is
provided for
submitters to be
heard at Council
meetings.) **

Privacy

I have read and acknowledge how Council will use and disclose my personal information.

acknowledgement:

*