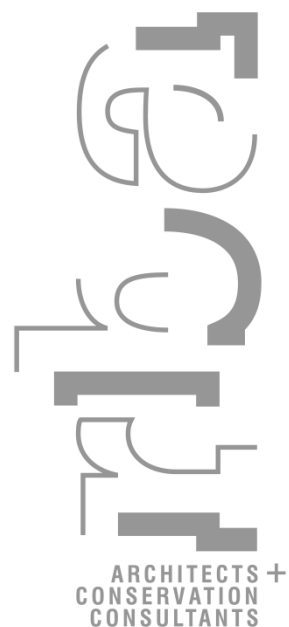


**HERITAGE IMPACT STATEMENT**  
**PRAHRAN ARCADE**  
**DAN MURPHY'S FIT-OUT**  
**282-284 CHAPEL STREET, PRAHRAN**

**APRIL 2024**





## **ACKNOWLEDGEMENT OF COUNTRY**

We acknowledge Traditional Owners and their Elders past, present and emerging, as the original custodians of the land and waters we work across and recognise that sovereignty has never been ceded. We support the Uluru Statement from the Heart to achieve justice, recognition, and respect for all First Nation people.



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Contemporary and historical sources utilised in the preparation of this Heritage Impact Statement are acknowledged and referenced in footnotes and/or figure captions.

## **REPORT REGISTER**

The following report register documents the development and issue of the Heritage Impact Statement for the Prahran Arcade – Dan Murphy’s Fit-out as prepared by RBA Architects + Conservation Consultants in line with its quality management system.

<b>PROJECT NO.</b>	<b>VERSION</b>	<b>ISSUED TO</b>	<b>DATE ISSUED</b>
2022.13B	1- Draft for review	Endeavour Group	March 2024
2022.13B	2- Final	Endeavour Group	April 2024



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## 1.1 PURPOSE

This Heritage Impact Statement (HIS) has been prepared by RBA Architects + Conservation Consultants in relation to the Dan Murphy's fit-out proposed for the *Prahran Arcade*. The building is acknowledged as having state level significance through its inclusion on the Victorian Heritage Register (VHR H1960).

It accompanies a permit application to introduce a new Dan Murphy's fit-out, a 'unique bottle-shop experience' at ground floor that would sit alongside the newly established 'Cellar Door.'

This report provides a detailed assessment of the potential heritage impact of the proposed works on the identified heritage significance of the subject place. It has been prepared by RBA Architects + Conservation Consultants for Endeavour Group.

A *Conservation Management Plan (CMP)* for the *Prahran Arcade* (March 2024) has been prepared by RBA Architects and should be read in conjunction with this report.

## 1.2 LOCATION

Prahran Arcade is located at 282-284 Chapel Street, Prahran on the eastern side of the road, midway between Walker Street to the north and Princes Close to the south.

The building encompasses the full width of the block between Chapel Street and Little Chapel Street to the east.

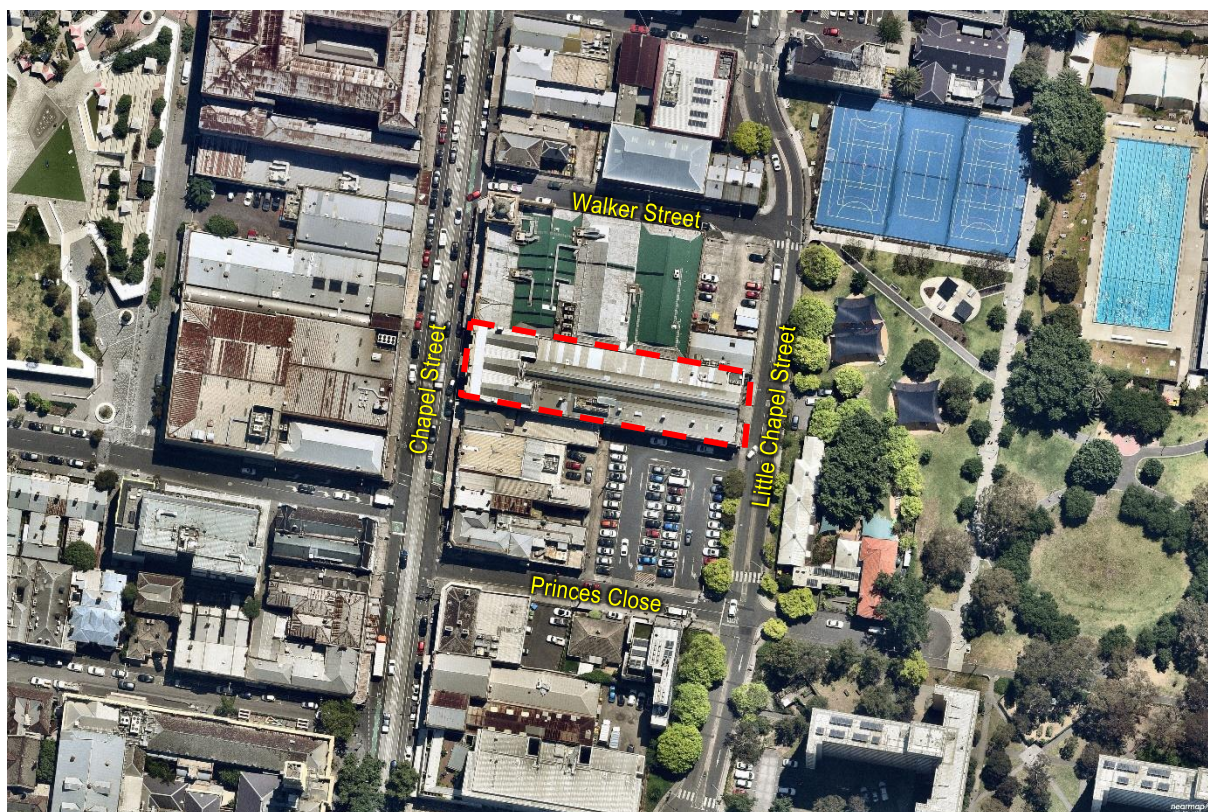


Figure 1 Aerial photograph of the subject site (dashed red)  
(Source: Nearmap November 2023)

## 1.3 HERITAGE STATUS

### 1.3.1 VICTORIAN HERITAGE REGISTER

Prahran Arcade is included in the Victorian Heritage Register [VHR] as H1960. The extent of registration captures the entire footprint of the building as indicated in the Extent of Registration Diagram below.

The extent of registration includes:





shops and a hotel, complete with about 30 bedrooms, and a cafe, baths and billiard rooms on the upper floors. From the 1920s the building was known as the Centreway and from the 1960s to the turn of the century the whole building was used by wine merchant, Dan Murphy. The three storey street facade, designed in the Victorian Second Empire style features deep balconies and a profusion of elaborate cement decorative elements. The original mansard roof has been removed, a cantilevered street verandah added and the ground level facade altered. The lofty glazed gable roofed arcade has arching iron trusses and a pilastered blind upper storey. The arcade shopfronts have been removed.

#### **How is it significant?**

The Prahran Arcade is of architectural, aesthetic, historic, and social significance to the State of Victoria.

#### **Why is it significant?**

The Prahran Arcade is of architectural and aesthetic significance as a representative example of Victorian Second Empire architectural style applied to a suburban commercial building. The style's profusion of controlled elegant detail epitomises the excesses of late 19th century architecture in Victoria. The application of the style to the Prahran Arcade, which stood cheek by jowl [sic] with its neighbours, is unusual, because it was typically applied to more free-standing structures such as the Town Hall and Shamrock Hotel at Bendigo, and the former Records Office, Queen Street, Melbourne.

The Prahran Arcade is of architectural significance as a rare suburban example of a Victorian era shopping arcade.

The Prahran Arcade is of historic and social significance as its ambitious scale and opulent facade symbolise the confident exuberance of commerce in Melbourne during the boom of the late 1880s.

The *Former Prahran Arcade* (Property No. B0589) is also classified by the National Trust of Australia (Victoria), at the State level. There are no statutory implications associated with this listing.

### **1.3.2 STONNINGTON PLANNING SCHEME**

Prahran Arcade is noted as HO16 in the Schedule to the Heritage Overlay of the Stonnington Planning Scheme.

In the Schedule to the Heritage Overlay for the subject site there are no specific controls on the building as it is included on the VHR.

The significance of the Prahran Arcade has been long recognised as it was identified as an A1 grade building in the first heritage study undertaken in the area, the *Prahran Conservation Study* (1983, Nigel Lewis & Associates). A four-grade system was used in this study - A1, A2, B and C – and the definition of A1 is that they are considered to be '... of national or state importance, irreplaceable parts of Australia's built form heritage.'

The building is located within the Chapel Street Precinct HO126, which extends from the Dandenong Railway Line in the north to Dandenong Road in the south. The precinct is of architectural, historical and social significance with the section in which the subject site is located, that is between Commercial Road and High Street, being attributed with significance at the National level. The precinct is significant for the intactness of its late 19<sup>th</sup> and early 20<sup>th</sup> century distinctive, commercial buildings, many of which are substantial/former emporia.

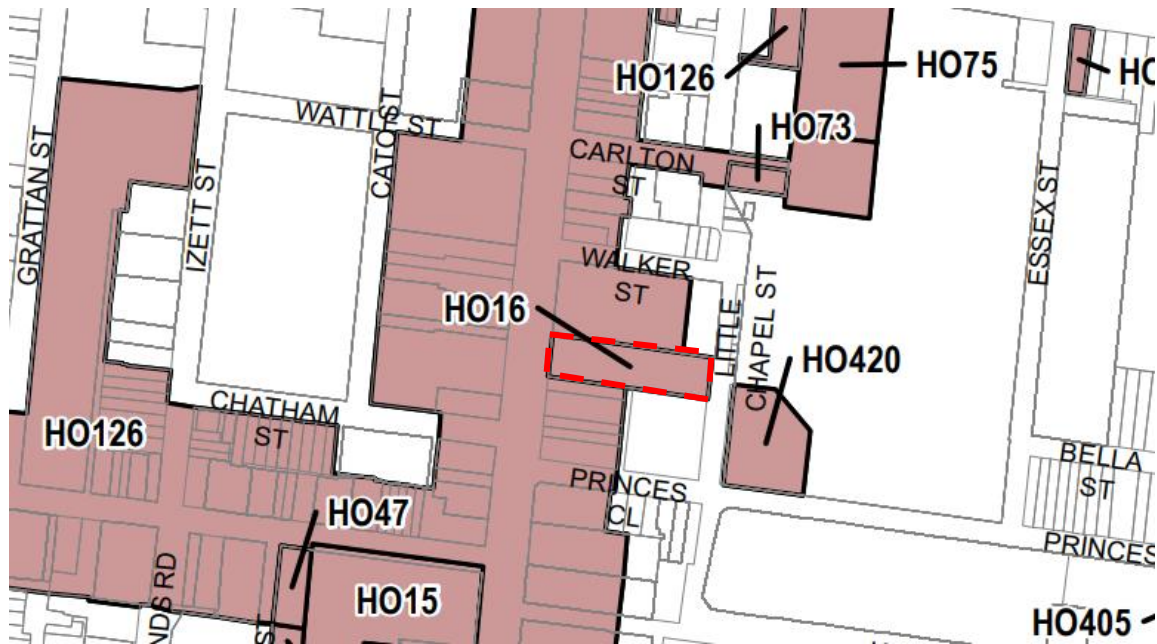


Figure 4 Heritage Overlay diagram with subject site indicated (dashed red)  
 (Source Map 4 HO, Stonnington Planning Scheme)

#### 1.4 METHODOLOGY

The terminology and principles utilised in this report are informed by sound heritage management practice, namely as expressed by *The Australia ICOMOS Charter for Places of Cultural Significance: The Burra Charter*, (rev. 2013). This report also generally adopts the approach set out in Heritage Victoria's *Guidelines for Preparing Heritage Impact Statements* (rev. June 2021).

RBA carried out several site visits of the subject building in 2023. Unless otherwise specified, the images included in this report derive from those inspections.

#### 1.5 AUTHOR

This HIS report has been prepared by Ashleigh Ngan (Senior Heritage Consultant) and reviewed by Anthony Hemingway (Associate) of RBA Architects + Conservation Consultants.

## 2.1 SUMMARY HISTORY

This section primarily derives from the history chapter in the 'Prahran Arcade Conservation Management Plan' prepared by RBA Architects in 2023.

The subject land derives from Crown Portion 42 of the Parish of Prahran, County Bourke. The approximately 34-acre (13.7 ha) holding was procured by George Augustus Robinson as a speculative investment in 1850. By 1855 Robinson's purchase had been subdivided with an array of residences and stores constructed. This section of Chapel Street between Walker Street to the north and Princes Street to the south, formed part of the civic and commercial hub of Prahran.

Tenders were called for the construction of the Prahran Arcade in April 1889. The Delaney family engaged local architect George McMullen his brother James McMullen as the contractor. The building was officially opened by the owner, Elizabeth Delany, on 31 July 1890.

In August 1890, a description of the Prahran Arcade appeared in *The Prahran Telegraph*.<sup>1</sup>

The noble structure which rears its head in Chapel-street, Prahran — the New Arcade, is one of the latest developments of enterprise in our midst. It has been erected by Mrs. Delaney at a very large expenditure, and may well be viewed with the splendid buildings of the metropolis.

Architecturally speaking, it presents a very imposing frontage. Erected on a space of 66 feet it rises to the height of three stores. The style of the façade is Italian, the Corinthian pilasters and Roman arched windows giving it a very fine effect. The ground floor is occupied by two shops, with an entrance in the centre to the main promenade, this entrance being adorned with massive carved Caryatides.

Roomy balconies occupy the first and second stories, the pilasters being handsomely fluted and foliated, and the whole being surmounted by Corinthian pediments, and mansard roof and towers ...

Passing through the front entrance referred to, one strolls down the main promenade, the splendid glass windows of Mr. Lipman's tailoring establishment on the right hand being a noticeable feature. There are, altogether, 29 shops, which have all been left for a variety of businesses.

The arcade is closed at each end with handsome windows of colored glass above the entrance, the total depth of the edifice being 244 feet.

The roof is of glass and iron, light and elegant, carried on wrought iron principles.

As mentioned, the ground level arcade contained 29 shops. Amongst the first businesses operating in the arcade after its opening were a tailor, café, watchmaker, florist, confectioner, fruit shop, frame maker, oyster saloon and dressmaker.

A circa 1890s photograph of the Chapel Street façade shows the central opening acted as a vestibule to the arcade, with the 'shop front' set back from the street. The open vestibule was a feature of the Victorian arcade typology and there was possibly a gate at the vestibule/pavement interface.

Also visible on the early photograph are the rusticated entry reveals (now concealed/demolished) and a pair of caryatids flanking the central entrance. It is not known when the statues were removed.

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<sup>1</sup> 'The Prahran Arcade', *The Prahran Telegraph*, 2 August 1890, p3



Figure 5: Prahran Arcade c1890, C. Rudd.  
(Source: SLV, H39357, 232)



Figure 6: Detail of Chapel Street facade.-Note the recessed central vestibule with rusticated entry reveals and flanking caryatids. (Source: SLV, H39357, 232)

The 1889 drawings of the Chapel Street facade and indicative floor plan are the earliest known drawings of the Prahran Arcade and provide further detail regarding the two street facing shops.

The northern shop (no. 282) appears to have operated as a bar with while the southern shop (no. 284) was divided into two smaller areas. Both shops had dual access from Chapel Street and the entry area.



While several details on the drawings were not eventually constructed, the rusticated reveals to the central entry and the street facing shopfronts which returned internally into the foyer are accurate.<sup>2</sup>

The arcade was a narrow, central promenade with cellular-like shop units to either side.

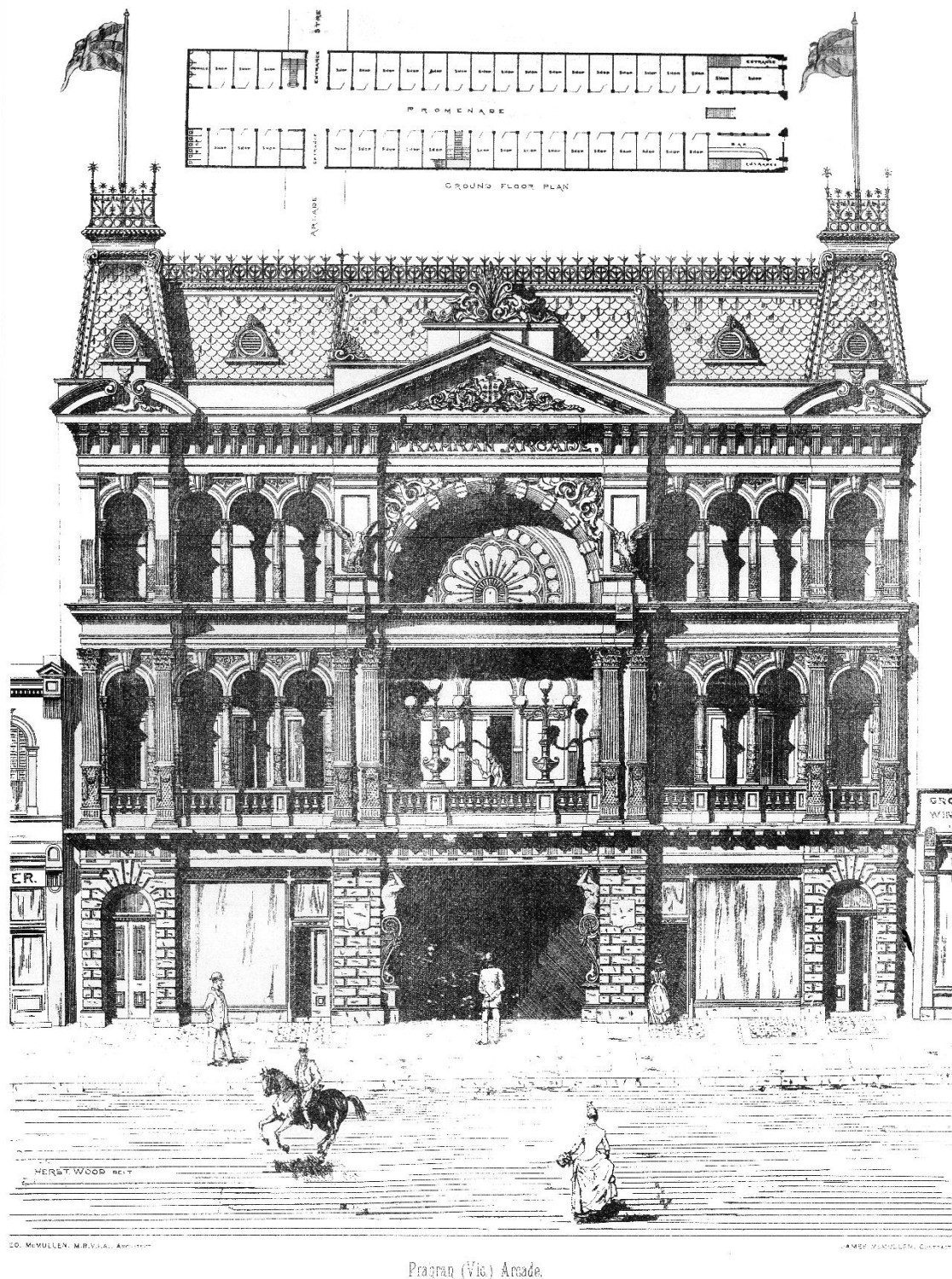


Figure 7: Earliest known architectural drawing of the façade and indicative floor plan of the arcade.  
(Source: *The Building and Engineering Journal*, 31 August 1889)

<sup>2</sup> It was initially anticipated that the building footprint of the arcade would be larger and the arcade/shops would continue beyond Arcade Street (now Little Chapel Street).

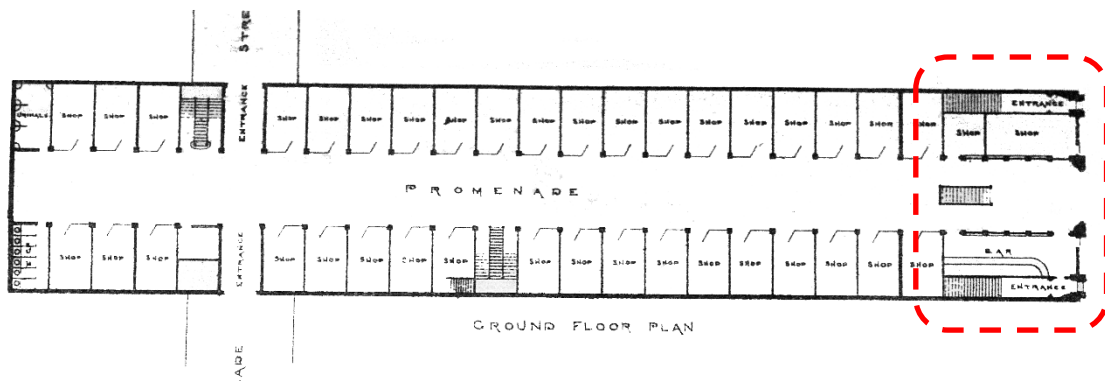


Figure 8: Indicative floor plan of the arcade. Chapel Street is to the right. The front two shops are indicated. (Source: *The Building and Engineering Journal*, 31 August 1889)

Stairs near the arcade's Chapel Street entrance (demolished) led down to the cellars (then containing a bakery and aerated water manufacturers who also supplied ice), while other stairs in the arcade led to the Turkish baths at the east end of the first floor's north wing. The Arcade Club Hotel occupied the remainder of the first floor and the second floor.

The 1896 MMBW plan shows the internal layout of the arcade and location of the original prismatic pavement lights. There were four lights on the Chapel Street pavement and three lights within the arcade, near the front stair.

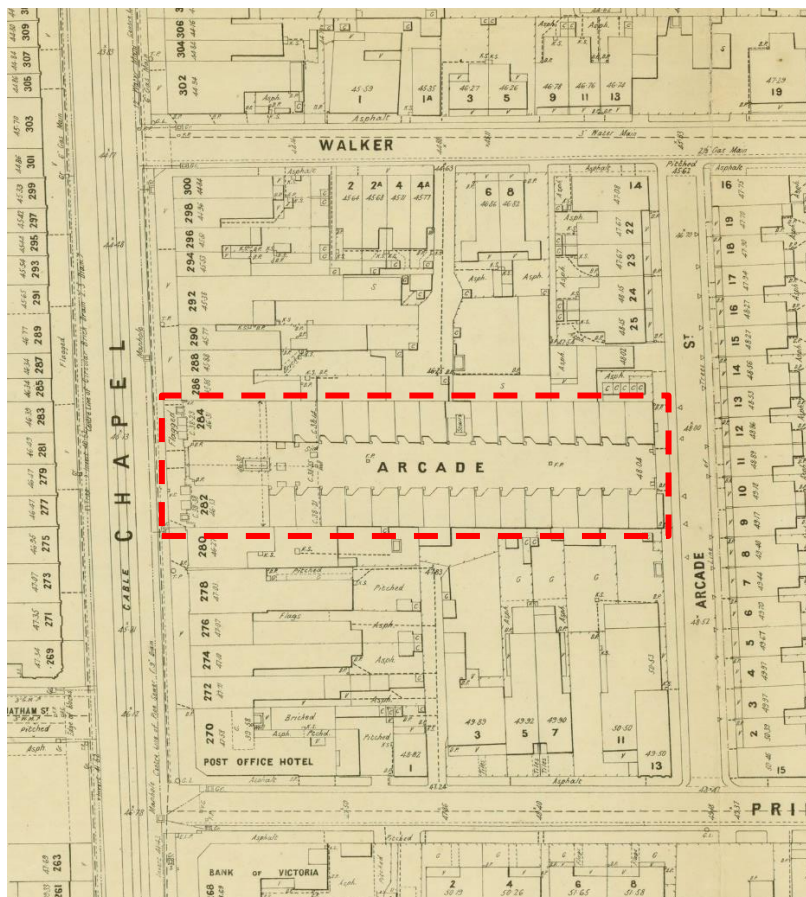


Figure 9: Extract from MMBW City of Prahran, Detail Plan No 959, dated 1896. Subject site outlined. Chapel Street to left, Arcade St., now Little Chapel Street to right. (Source: PROV)

With the onset of the Economic Depression in the 1890's, many shops became vacant and tenancy rates remained low for some years. The Caledonian and Australian Mortgage and Agency Company foreclosed on the



property in 1897. The baths on the first floor closed and reopened intermittently during this period before permanently closing in 1914.

## INTERWAR PERIOD

Circa 1916 the arcade was renamed 'Centreway.' The shopfronts were refitted in a contemporary manner likely during the 1920s and the extant entry tiling introduced.

The introduction of electric tram services in 1926 along Chapel Street brought more customers into the area, however by the 1930s another economic depression brought about reduced tenancy rates. By World War II, the arcade building was said to be in poor condition and had many vacant shops.

It was possibly during the 1950s that the mansard roof was demolished, and the existing steel framed canopy added to the Chapel Street façade.

Historic photographs show the internal Interwar period shopfronts within the arcade. The shopfront proportions are typical of the period and consist of a low stallboard with likely glazed, black rectangular and square tiles (about 4 courses high) and vents. Above the stallboard were large, glazed display windows with small rectangular highlight windows above, and an additional row of larger highlights with textured, glass and vertical muntins. The shop entries were recessed and had tiled floors.

The shopfront mouldings were typical for the Interwar period and comprised a timber core clad with metal such as Monel (silver colour). Monel is an alloy of nickel and copper and develops a grey-green to medium brown patina over time.

The 1950s photograph shows cables strung along the length and width of the atrium, attached with fixings to the upper atrium walls.



Figure 10: Circa 1920s, Prahran Arcade, Chapel Street Prahran VIC  
(Source: SLV, H2009, 154 10)



The revitalisation of the building commenced in the 1950s with Dan Murphy's occupation of the site - initially only the basement but during the 1970s, Dan Murphy's came to lease the whole building, renaming it 'The Gallery'. The arcade's shops were let to other businesses however the venture was unsuccessful and subsequently the arcade was used for wine storage and sales, before being used as a retail outlet for Dan Murphy in the mid-1980s.

The building was purchased by Harold Weeldon in 2000, then in 2005 by Zynski Pty. Ltd. Circa 2002 works were carried out to the ground floor of the arcade creating a retail tenancy for consumer electronics and home appliances retailer JB Hi-Fi.

Over the period between 2015 and 2018 various interior and exterior works were undertaken to the ground, basement and first floor levels of the building. These included:

- Introduction of new external doors on the south elevation, construction of a new lift and stair to service the basement, ground and first floor level and refurbishment of the basement and part ground floor for a new commercial tenancy (Dan Murphy's Cellar, Heritage Permit No. P22898, 2015).
- Installation of a mechanical roof plant, equipment and access, extension of internal staircase and works to the Chapel Street façade to comply with DDA and MFB Fire requirements and regulations (Heritage Permit No. P23743, 2016).
- Various interior and exterior works including the installation of air conditioning units to the side wings of the arcade, new steel beams fixed to the upper atrium walls, suspended cable trays and light fittings for the JB Hi-Fi ground floor tenancy (Heritage Permit No. P27841, 2018).
- In 2021 conservation works to the façade were undertaken by RBA Architects. This involved the de-painting of the façade, repair of structural cracking and re-rendering.

### 3.1 DESCRIPTION

#### EXISTING TENANTS

JB Hi-Fi currently occupy the entire ground floor level of the Prahran Arcade apart from the front south-west corner which is currently occupied by Dan Murphy's 'Cellar Door.' The cellar continues within the basement level of the building.

JB Hi-Fi are due to vacate the ground floor in mid-2024 at which stage it will be transferred to Dan Murphy's.

### 3.2 EXTERNAL

#### CHAPEL STREET FAÇADE

The Prahran Arcade is a substantial building designed in an ornately version of the Second Empire style, employed during the late 19<sup>th</sup> century. It has a three-storey front (western) wing, however most of the building is two storey. The main façade is symmetrical and divided into five bays, consisting of three projecting and two recessed bays. The two upper levels are richly decorated and have mostly arcaded openings. The central, projecting bay is the widest and is capped by a broad triangular pediment and the narrow outer bays have segmental, scrolled pediments.

The facade is finished in an unpainted render skim coat, rusticated at street level, which was reinstated in the 2021 conservation works along with the gilded render signage 'PRAHRAN ARCADE' to the pediment frieze.

#### STREET LEVEL

The extant shopfronts to the central and flanking recessed bays and arched doorways to the outer bays have been replaced with contemporary shopfronts and security screens. The central and northern shopfront is used by JB Hi-Fi while the southern shopfront is used by Dan Murphy's Cellar Door.

The previously open central vestibule has been closed off by the existing JB Hi Fi shopfronts and a sliding double door. The reveals to the central bay are lined with non-original aluminium sheet cladding and there is large, branded signage overhead. Across the full width of the façade is a likely 1950s steel frame relating to a previous canopy. The central portion of the frame is roofed, the fascia clad with signage and a sign suspended from the soffit

Arched doorways to the outer projecting bays which bookend the northern and southern parts of the façade, lead to a fire egress stair from the basement tenancy and an access stair to the first-floor tenancy respectively.

Remnants of historical painted shop signage have been retained and protected by perspex screens.

To the front of the recessed bays are four original prismatic pavement lights.



Figure 11: Prahran Arcade (2023). JB HiFi signage to centre, canopy framework visible to left & right. (Credit: Peter Berzanskis)



Figure 12: Chapel Street, prismatic pavement lights (Source: Prahran Arcade 2023)



Figure 13: Prahran Arcade 2022 Historical painted signage protected by perspex screen



## LITTLE CHAPEL STREET ELEVATION

The Little Chapel Street (rear) elevation is utilitarian and has red brick walls with a central gable and a parapet. There is a central rectangular opening with a non-original steel roller door, and a crossover to the roadway. A rectangular sign reading 'JB Hi-Fi deliveries and pickups' has been installed above the roller door.

Above the roller door is a tripartite arrangement of timber framed arched windows with a semi-circular arched fanlight above. There are several louvered windows at first floor.

A pair of external steel exit stairs service the first-floor doors. There is graffiti predominantly to the lower half of the brick wall.



Figure 14: Prahran Arcade from Little Chapel Street.

## SOUTH (SIDE) CARPARK ELEVATION

The south elevation is a two-storey blank brick wall with the rear half facing on to a large council car park (outside the subject site). The lower half of the wall has been overpainted.

Double doors with wide metal architraves have recently been introduced about mid-way along the elevation, enabling access to the subject building from the carpark.

There is a large contemporary JB H-Fi sign in the upper south-east corner of the wall.

Various pipework and fittings have been installed across the wall.



Figure 15: Prahra Arcade from Little Chapel Street. Existing cross over from roller door to right.



Figure 16: South (side) elevation facing Council carpark.

### 3.3 INTERNAL

The main arcade is a long double height space, with a gabled ceiling supported by decorative cast iron brackets. The roof cladding is a combination of metal sheeting and clear sheeting which has replaced the original glazing.

The ground floor of the Prahra Arcade consists of the entry foyer/vestibule, central arcade/promenade, northern and southern bays comprised of individual shop units and the back of house area. The ground floor has been subject to numerous renovations over the decades.

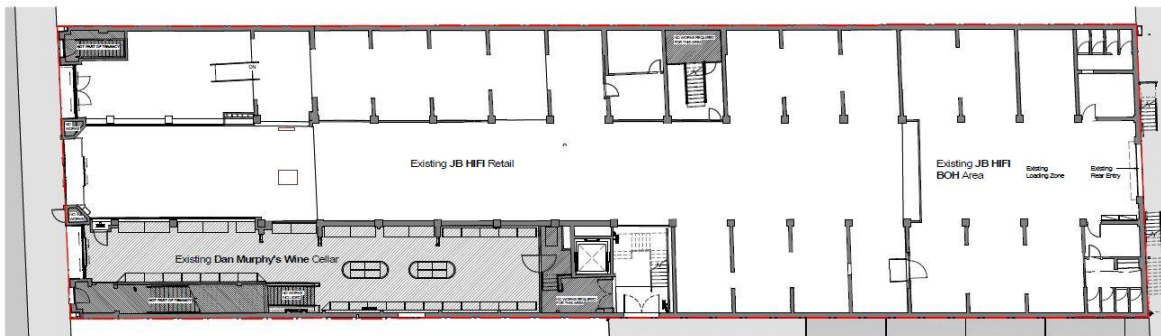


Figure 17: Existing Ground Floor Plan (Source: NJA Architects)

#### ENTRY AREA

The ceiling to the arcade entrance is lower than the ceilings in the former shops in the northern and southern side bays and is lined with original diagonal timber boards, although these have been overpainted.

Remnant sections of the Interwar period shopfronts remain on both sides of the entrance area. These are currently obscured by the current fit-out but appear to have been painted out and in some instances sheeted over.

Preliminary investigations of the surviving shopfronts have been carried out (to be discussed).





Figure 18: Remnant over painted shop fronts visible behind shop fittings.



Figure 19: Lower timber ceiling over entrance area below 3 storey western wing of the arcade.

## ARCADE

The internal north and south walls of the arcade at first floor are articulated with a repetitive arrangement of bays comprising pilasters to either side of a pair of arched windows set on an entablature band, and a series of consoled piers / ribbed walls at ground floor level. Some of the piers and console brackets have been painted black.



Figure 20: Interior view from central arcade looking west towards Chapel Street

The plaster finish to the upper levels is painted an off-white colour. The arched window arrangement to Little Chapel Street is mirrored on the western wall of the arcade.



Figure 21: Upper arcade walls.

### NORTHERN AND SOUTHERN BAYS (FORMER SHOP UNITS)

The northern and southern bays originally consisted of individual shops divided by brick rib walls.

Several arched brick openings, likely dating from the 1920s, have been introduced in the rib walls. Larger openings with a horizontal concrete beam bearing on the remaining nibs have been introduced at a later stage. Only six original brick walls remain unpunctured.

The eastern end of the arcade is partitioned off at ground level by a contemporary single storey partition wall forming a back of house area.



Figure 22: Left: Circa 1920s arched brick opening between shop units.

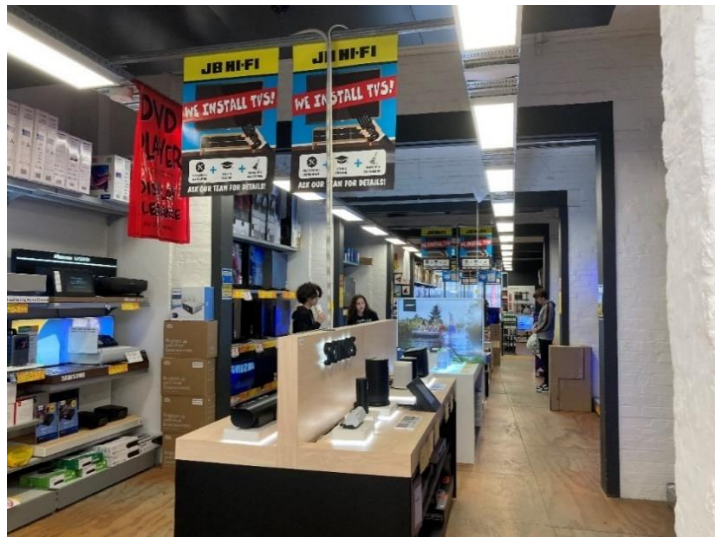


Figure 23: Right: Larger, wider horizontal openings between shop units.

The (visible) original timber lined ceilings to the former shops with ingo panelling indicating the former shop entries are substantially intact, albeit overpainted. Some of the ceilings are lined with contemporary sheeting.





Figure 24: Ingo panelling to the original ceiling indicating the former shop entries.



Figure 25: Interior view from central arcade looking east towards Little Chapel Street

In the north-east and south-east corners of the arcade are male and female toilets, respectively each containing two rooms.

## FLOORING

The arcade has varied floor levels and a combination of different floor types. Towards the front it is terrazzo, patched with concrete in places. At the entrance is an inset bordered panel with the letters CENTREWAY ARCADE which dates to the Interwar period.



Figure 26: Bordered terrazzo panel at entrance threshold with letters CENTREWAY ARCADE

There are three original 'Hayward Brothers' prismatic glass lights within the arcade, adjacent to the third bay from the west. The northern and southern lights are partly concealed by the contemporary fit-out.

The floors to the former shop bay units are higher than the central arcade and lined with plywood sheeting, which extends into the central arcade in places to create ramped access.





Figure 27: Prismatic floor light, central arcade ground floor level.

## SERVICES

Extant services are generally surface mounted and exposed. A series of I beams span the width of the arcade, fixed to pilasters at every second bay of the upper internal façades. A pair of cable trays with linear light fittings fixed to the underside, hang from the I beams.<sup>3</sup> The cable trays are continuous for the full length of the arcade.

Additional cable trays branch off in a perpendicular direction from the central cable trays and extend into the side shop units. Some of the side shop units have linear light fittings which are suspended from the timber panelled ceiling.

The existing air conditioning system consists of a series of plenums and ducts fixed to the ceilings within the side shop units.

<sup>3</sup> The existing services were approved in 2018 as part of Heritage Permit No. P27841.



Figure 28: Arcade – services



Figure 29: Cable trays and lighting to side bay



Figure 30: Cable trays, ducts installed within highlights

## 4 HERITAGE FRAMEWORK

### 4.1 INTRODUCTION

While Heritage Victoria is the responsible authority, the subject site is also covered by a heritage overlay in the *Stonnington Planning Scheme*. Before assessing the heritage impact of the proposal on the place, it is necessary to outline the relevant heritage provisions of the *Heritage Act (2017)* and the *Stonnington Planning Scheme*.

### 4.2 HERITAGE ACT (2017)

Prahran Arcade is included in the Victorian Heritage Register [VHR] as H1960. The extent of registration and Statement of Significance for the place are outlined in the preliminary heritage advice report.

#### Heritage Act (2017)

As the *Prahran Arcade* is included on the VHR, Heritage Victoria is the responsible authority. The following provisions from Section 101 of the *Heritage Act (2017)* are relevant in relation to determining applications:

- (2) In determining whether to approve an application for a permit, the Executive Director must consider the following—
  - (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;
  - (c) any submissions made under section 95 or 100;
  - (f) any matters relating to the protection and conservation of the registered place or registered object that the Executive Director considers relevant.
- (3) In determining whether to approve an application for a permit, the Executive Director may consider—
  - (a) the extent to which the application, if approved, would affect the cultural heritage significance of any adjacent or neighbouring property that is—
    - (i) included in the Heritage Register; or
    - (ii) subject to a heritage requirement or control in the relevant planning scheme; or
  - (b) any other relevant matter.

Heritage Victoria provides guidance for considering change to a place in the Victorian Heritage Register in accordance with Part 5 of the *Heritage Act 2017*. The document *Principles for considering change to places in the Victorian Heritage Register (December 2022)* provides a basis for sound conservation and management activities based on the Burra Charter. A full version of the document can be found [online](#).

The main principles are reproduced below:

#### Principles for managing change

There are several best practice principles consistent with the Burra Charter that should be addressed when considering change to a place in the Victorian Heritage Register. While every place is different and every application is assessed on its own merits, the following principles are considered by Heritage Victoria when determining heritage permit applications and should also be considered by applicants.

##### Principle 1. Understand why the place is significant

The heritage values and physical characteristics of a place must be clearly understood and articulated before contemplating change. The statement of significance is a useful starting point, but a more thorough analysis is often required.

##### Principle 2. A cautious approach

In accordance with the Burra Charter, Heritage Victoria supports a cautious approach to change at places in the Victorian Heritage Register: do as much as necessary to care for a place and to make it useable, but otherwise change it as little as possible so that its significance is retained. As stated in Article 15, change may be necessary to retain cultural significance, but is undesirable where it reduces cultural significance. The significance of a place should always be respected.

##### Principle 3. Protect significant settings and views



Places in the Victorian Heritage Register cannot be separated from the setting and often derive significance from it.

#### **Principle 4. Respectful change and new built form**

Once an appropriate level of change has been established, consideration should be given to any new built form proposed as part of that change. The development of new built form should consider:

- Setting
- Scale
- Massing
- Setback
- Architectural style and expression
- Materials and finishes
- Structural and engineering capacity of the place
- Impacts of the building code compliance, seismic strengthening and environmentally sustainable design requirements

#### **Principle 5. Provide for upkeep**

The use of a place in the Victorian Heritage Register is important for its ongoing maintenance and retention of its cultural heritage significance. The reasonable use and economic use provision of the Heritage Act helps to determine this but should not be used to justify change which is inappropriate. In determining whether to approve an application for a permit, Heritage Victoria must balance the impacts an approval may have on the cultural heritage significance of a place against the impacts a refusal may have on the reasonable use or economic use of a place.

#### **Permit Exemptions (specific and general)**

The Victorian Heritage Database (VHD) provides the following outline of the specific permit exemption policy for the place. The most pertinent to the proposal are:

All of the original fabric is significant and must be conserved. Repair of the existing exterior fabric and decoration is essential and reconstruction of removed elements such as the mansard roof and ground floor entrance and shopfronts is encouraged. Although the street shopfronts and their returns into the arcade have been altered, early shopfront elements (from possibly the 1920s or 1930s) survive and these should be conserved. Removal of the cantilevered awning street verandah is encouraged.

Internally, the central arcade space should not be subdivided with partitions or intermediate floors, and the dividing walls between the original shops facing the arcade should be retained. Reconstruction of shopfronts onto the arcade is encouraged. All masonry partition walls on the upper floors should be retained. Modern lightweight partitions and ceilings on the first and second floors in the front section of the building are of no significance and can be removed.

### **4.3 STONNINGTON PLANNING SCHEME**

Heritage Permit applications that are lodged with Heritage Victoria for works within Stonnington City Council are referred to Council for comment. As such the heritage provisions of the *Stonnington Planning Scheme* are also relevant.

The subject site is affected by individual heritage overlay (HO126) in the *Stonnington Planning Scheme*. The heritage provisions are principally outlined at Clause 15.03 -1S (Heritage Conservation) and Clause 43.01 (Heritage Overlay).

#### **CLAUSE 43.01 HERITAGE OVERLAY**

Under 43.01-8, Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To conserve and enhance heritage places of natural or cultural significance.
- To conserve and enhance those elements which contribute to the significance of heritage places.
- To ensure that development does not adversely affect the significance of heritage places.

- To conserve specified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.

## DECISION GUIDELINES

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The Municipal Planning Strategy and the Planning Policy Framework.
- The significance of the heritage place and whether the proposal will adversely affect the natural or cultural significance of the place.
- Any applicable statement of significance (whether or not specified in the schedule to this overlay), heritage study and any applicable conservation policy.
- Any applicable heritage design guideline specified in the schedule to this overlay.
- Whether the location, bulk, form or appearance of the proposed building will adversely affect the significance of the heritage place.
- Whether the location, bulk, form and appearance of the proposed building is in keeping with the character and appearance of adjacent buildings and the heritage place.
- Whether the demolition, removal or external alteration will adversely affect the significance of the heritage place.
- Whether the proposed works will adversely affect the significance, character or appearance of the heritage place.
- Whether the proposed sign will adversely affect the significance, character or appearance of the heritage place.

## CLAUSE 15.03-1L (HERITAGE)

The relevant policy from Clause 15.03 -1L is reproduced:

### Objectives

- To retain all significant (or A1, A2 or B graded in the relevant citation) and contributory (or C graded in the relevant citation) heritage places.
- To conserve and re-use significant and contributory heritage places.
- To ensure that new development respects the significance of heritage places.
- To retain views of, and vistas to, significant heritage places.

### Demolition

- Discourage demolition of parts of significant buildings or places (including, but not limited to, significant building fabric, the primary building volume, original fences, outbuildings, gardens and other features identified in the statement of significance or heritage assessment) unless one or more of the following apply:
  - The demolition is minor in scale.
  - The demolition will not adversely affect the significance of the heritage place.
- Ensure significant building fabric is retained to conserve:
  - The heritage significance of the place (including buildings, fences and gardens).
  - The primary building volume (including original external joinery to doors and windows, original or early shopfront features, verandahs and other features).
  - The intactness of the heritage streetscape (if applicable).

### Reinstatement and Reconstruction

- Encourage accurate reinstatement or reconstruction of buildings or visible components of buildings (including verandahs, intact shopfronts, front fences, windows and roofs) where detailed photographic or other evidence exists.

### Painting and surface treatments

- Encourage the retention of historic painted signs.

- Encourage colour schemes consistent with the period of construction and architectural style of the building or precinct.
- Encourage removal of paint from originally unpainted brick or masonry surfaces using non-abrasive methods.
- Discourage painting, rendering or other surface treatments of unpainted surfaces.
- Discourage painting of buildings in corporate colours, or other designs or patterns that may diminish the heritage significance of the place.

#### **Additions and Alterations**

- Ensure that additions and alterations:
  - Retain and conserve the primary building volume and significant building fabric.
  - Are set back behind the primary building volume
  - Respect the built form character of the place including scale, form, height, street wall, siting and setbacks.
  - Adopt a visually recessive design where the heritage place remains the dominant visual element and minimal bulk is presented from oblique views.
  - Are readily identifiable as new built form while respecting and having minimal impact on the significance of the heritage place.
  - Complement the materials, detailing and finishes and paint colours of the heritage place.
  - Avoid new openings in the primary building volume and significant building fabric.

#### **Additions and alterations in commercial areas**

- Ensure retention and encourage restoration of all original or early shopfronts.
- Ensure new shopfronts complement the general form and proportion of glazing and openings of any adjoining original or early shopfronts.
- Discourage drop-down awnings and vertical blinds visible from the street.
- Encourage reinstatement or reconstruction of verandahs where evidence of early street verandahs exists.

#### **Services**

- Encourage services and equipment:
  - That support the sustainability of heritage places (including solar panels, water tanks, solar hot water systems).
  - To be concealed when viewed from the street.
  - To be incorporated into the design of the building.
  - To be installed to avoid damaging significant heritage fabric.
- Ensure services and equipment do not detract from the significance of the place.

#### **Access, car parking and ancillary buildings**

- Discourage:
  - Removal of existing vehicle crossovers that contribute to the significance of a heritage place.
- Encourage access to parking from the rear of heritage buildings in commercial areas.

#### **Signage**

- Ensure original signs or advertising features are conserved and enhanced.
- Ensure signs are sited:
  - In traditional locations on heritage places including fascias and below verandahs.
  - Where they do not obscure any architectural elements or existing signage that contributes to the significance of the heritage place.
- Ensure signs are:
  - Small-scale, simple in design and appropriate to the period and style of the heritage place.
  - Consistent with the design of existing signage for multi-tenancy buildings and heritage precincts.

- Discourage new high wall signs, above-verandah signs, animated signs, electronic signs, scrolling signs, large internally illuminated signs, major promotion signs, promotion signs, panel signs, pole signs, reflective signs and sky signs.
- Allow small internally illuminated signs under verandahs or to ground floor level if they do not affect the significance of the place.

#### 4.4 CONSERVATION MANAGEMENT PLAN (RBA, MARCH 2024)

A *Conservation Management Plan* of the place has been prepared by RBA and submitted to Heritage Victoria as part of the application.

As discussed in Section 4: Cultural Significance of the CMP, levels of significance (Primary, Contributory, Limited, No Significance) were attributed to the various elements at the subject site.

The following generally employed hierarchical scale and explanations are adopted in the CMP:

LEVELS OF SIGNIFICANCE	EXPLANATION
Primary Significance	Primary aspects of significance relate directly to the identified values of the <i>Prahran Arcade</i> and are considered essential for understanding and interpreting the place. These elements, components, and attributes are expressive of the late Victorian and early interwar periods in terms of their materiality, treatment, and presentation.
Contributory Significance	Contributory aspects of significance are generally those that are of a generic and/or modified form, detailing or planning, but nonetheless, assist in understanding the <i>Prahran Arcade's</i> significance. For instance, isolated/remnant decorative components or a space that has lost its initial decorative treatment but remains interpretable to the original plan.
Limited Significance	This category applies to elements that make only a minor, if any, contribution to the <i>Prahran Arcade's</i> significance. They tend to be associated with the mid-20 <sup>th</sup> century phases of development and have little evidential and/or interpretive value.
No Significance	Elements that make no contribution to the significance of the subject place. In some cases, this category might be intrusive and detract from the heritage value of the place.

The majority of elements/components and attributes at the *Prahran Arcade* that derive from its formative phase or the early interwar refurbishment are considered to be of primary significance.

Elements relevant to the proposal and their levels of significance are reproduced:

**Primary Significance** - Elements, components, and attributes of the *Prahran Arcade* of primary significance are:

- the commercial use of the building (recognising that heritage listing cannot regulate the use/s of a building),
- *Traegerwellerblech*-like roof system (exposed and concealed),
- formal planning, including the design of the building around one extended and lofty/uninterrupted central ground volume (promenade/arcade),
- the scale and architectural design/features of the building, particularly as addressing Chapel Street, but also the comparatively functional/utilitarian rear elevation — including the central rear door (its opening placement/dimensions and steel lintel) and long side walls to the extent visible from the public realm,
- historic hand-painted signage to the ground-floor façade,
- original external fabric to the roof (wrought and cast-iron elements) and elevations, including repaired/reconstruction render and original detailing,
- prismatic pavement and arcade lights,

- 'Centreway Arcade' terrazzo entrance signage/threshold on Chapel Street (while an interwar element, it is a highly visible and distinctive marker for the 1920s phase of development),
- basement level interior, specifically original elements, namely general layout, brick walls/piers, and lightwells, and timber joists and diagonal bracing (ceiling),
- original ground-floor internal floorplan, all ornamentation/decoration and repetitive, the cellular arrangement of the former shop bays (particularly as visible from the central aisle), and both ground-to-first floor timber stairs (NB. unable to closely inspected),
- intact first and second-floor internal layouts that reflects the late Victorian period configuration, including remnant original decorative elements, and
- remnant late Victorian period shopfront fabric to the ground-floor flanking bays, namely beaded board linings and ingo panelling.

**Contributory Significance** - Elements, components, and attributes of the *Prahran Arcade* of contributory significance are:

- unpunctured 'rib' walls (that is side brick walls to the former shopping bays, x6; while an original element, their presence is now so limited and dispersed that their legibility has been meaningfully reduced, but as per above – the rhythm of the bays, when viewed from the arcade, is of primary significance,
- pendant light (ground floor) and,
- early interwar shopfront elements, namely early interwar timber/metal shopfronts to vestibule/arcade and highlight windows (if surviving and generally intact).

**Limited Significance** - The following parts of the *Prahran Arcade* are of limited significance or intrusive:

- Ground-floor toilets (unremarkable, if longstanding rear element, provided in the early interwar period and since modified), and
- Ground floor terrazzo finish behind the 'Centreway' sign, which is heavily patched with concrete/disrupted and difficult to interpret.

#### **No Significance**

- Postwar, late 20th century, and contemporary elements, such as the extant façade shopfronts and awning, visible ground floor finishes (concrete/suspended timber floors to bays), and arched openings in 'rib' walls, services/fittings, and
- Highly modified original or early fabric or spaces that are no longer legible.

The mapped significance of the place is reproduced:

### **MAPPED SIGNIFICANCE**

The following diagrams provide indicative 'mapping' of the *Prahran Arcade's* significance:

Colour shading equates with the following significance grading:

- Primary significance
- Contributory significance
- Limited significance
- + ○ No significance (grey or white)



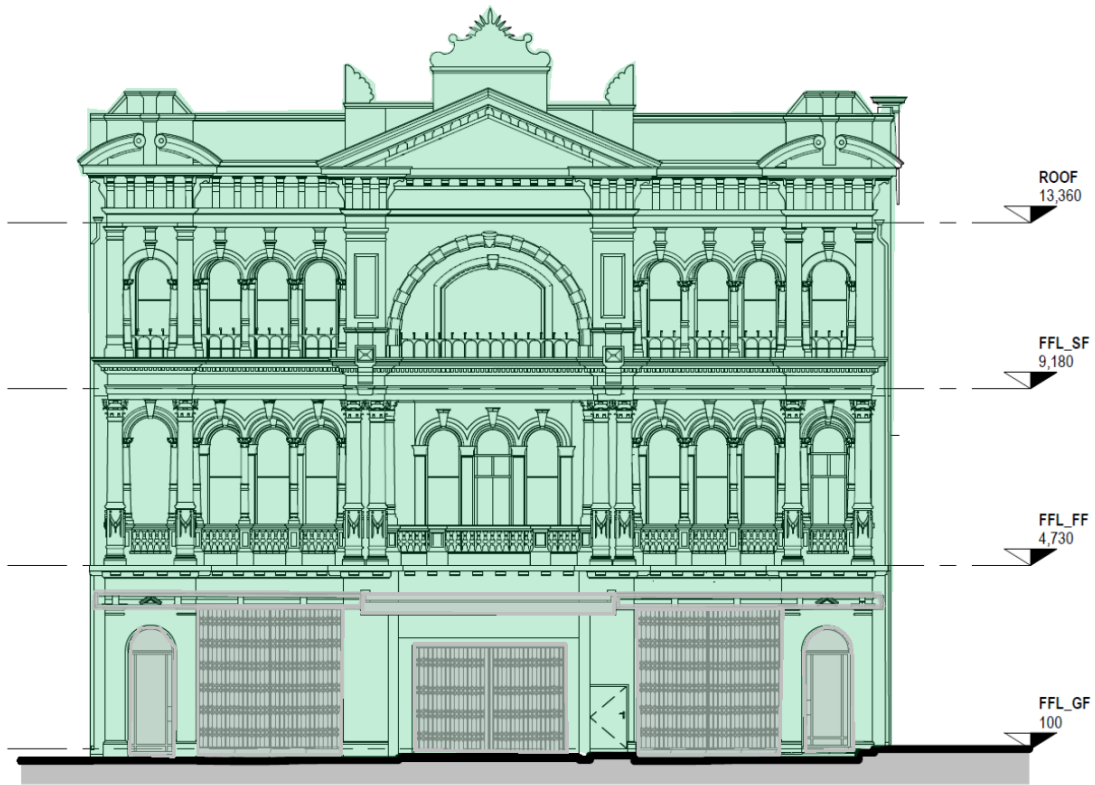


Figure 31: Chapel Street façade (west elevation).

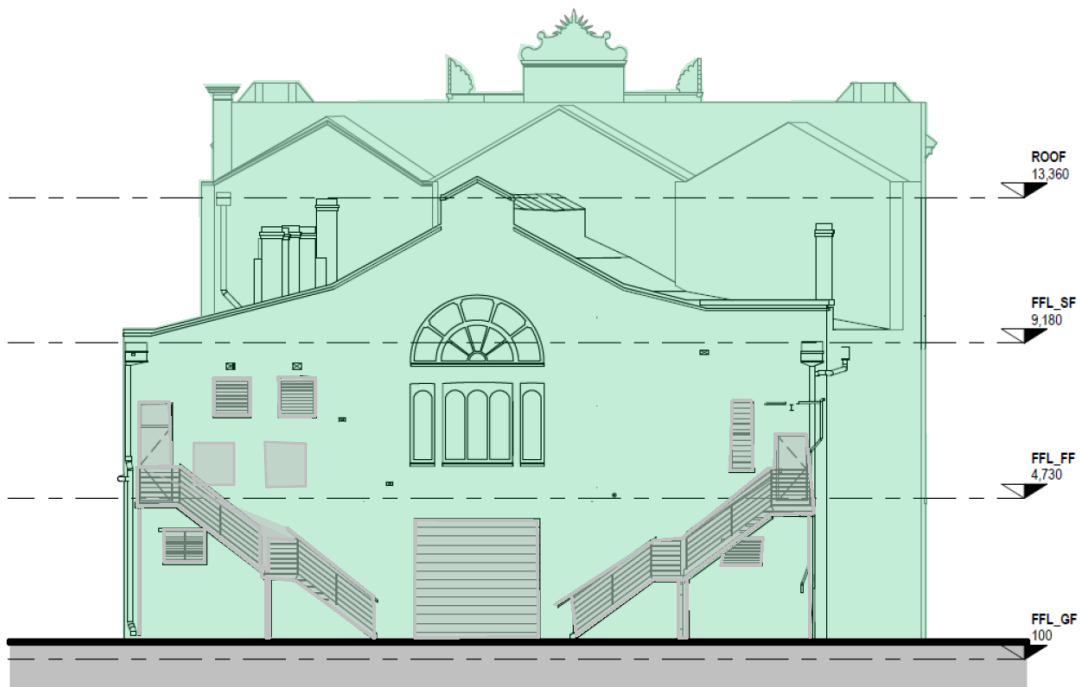


Figure 32: Little Chapel Street (east elevation).

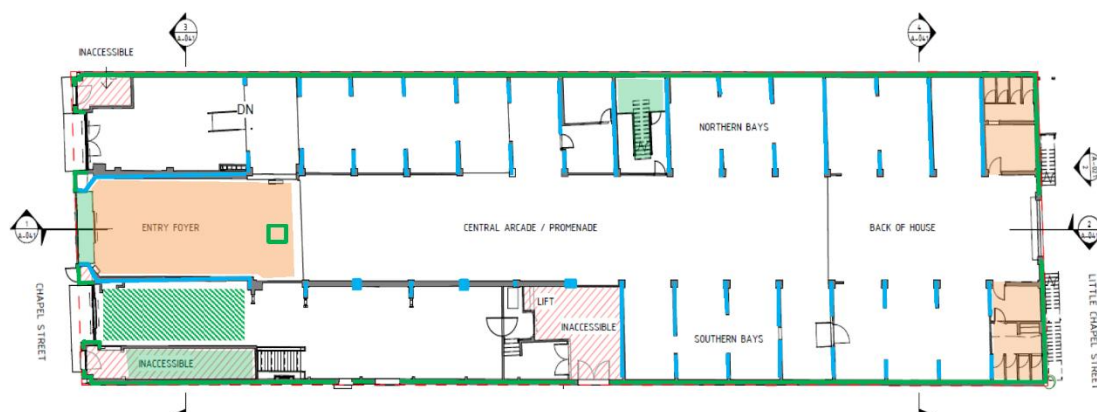


Figure 33: Ground Floor Plan – mapped significance.

## 4.5 PROPOSAL

The current tenants (JB Hi-Fi) are due to vacate the ground floor premises in mid-2024 at which stage Dan Murphy's will take over the remainder of the ground floor. This would be in addition to the 'Dan Murphy's Cellar Door' in the south-west corner at ground floor and entire basement floor.

The Statement of Significance for the place identifies the building as being used 'from the 1960s to the turn of the century... by wine merchant, Dan Murphy.' The proposal would enable a long-standing tenant of the Prahran Arcade to return to the heritage place.

A pre-application meeting with Heritage Victoria, Endeavour Group and RBA was held in December 2023 to discuss the proposal. Written comments were provided by Heritage Victoria and the proposal refined by Endeavour Group.

The proposed works are outlined in the *Prahran Dan Murphy's Concept – Heritage Submission Package* provided by Endeavour Group on 7 March 2024. The proposal is summarised below:

### EXTERIOR

#### Chapel Street façade – street level

- Reinstall rusticated entry reveals
- Repaint existing contemporary metal fascia
- Introduce Dan Murphy's branded signage (variety of types)

#### Side (south) carpark elevation

- Repaint entire elevation
- Introduce painted signage

#### Little Chapel Street (rear) elevation

- Repaint extant loading bay sign

### INTERIOR

- Restore/reinstall Interwar period shopfronts
- Reveal original timber finish to timber lined ceiling boards
- Remove paint to existing brick walls within the northern and southern bays
- Paint existing ground floor piers/columns and horizontal cornice to match upper walls of arcade
- Modify a limited number of brick rib walls within the northern and southern bays

- Demolish rear toilets
- Remove several non-original partition walls
- Consolidate floor levels
- Introduce new metal reveals to existing openings in former shop units
- Introduce new signage (branded and wayfinding)
- Remove existing steel beams, cable trays and lighting and introduce new pelmet to accommodate existing services
- Introduce track spot lighting to internal arcade walls.

## 4.4 ASSESSMENT OF IMPACTS

### 4.4.1 EXTERIOR

#### CHAPEL STREET FACADE

##### Conservation Works

The VHD permit exemption policy for the place states that the reconstruction of removed elements 'such as the ground entrance and shopfronts' is encouraged.<sup>4</sup>

It is proposed to remove the non-original aluminium reveals to the central entry which currently detract from the elaborate classical facade. The original rusticated finish to the reveals would be reinstated significantly improving the presentation of the place. Early historic photos would serve as references for their reinstatement.

The original prismatic lights to the front pavement, historic painted signage to the façade and 'Centreway' signage to the foyer entry are attributed a primary level of significance in the CMP. These elements would be retained and made good.

##### New Works

##### a) Canopy + Signage

The central part of the existing steel canopy frame is currently roofed, and a contemporary JB H-Fi metal fascia and suspended sign have been fixed to the underside of the soffit. Directly above the main entry opening is a large, branded sign.

It is proposed to retain the non-original steel canopy frame and utilise this element for branded signage, similar to the extant. The existing metal fascia, roof and soffit would be painted in Dan Murphy's colours (dark green). The large sign above the main entry would incorporate a light box and be illuminated from within.

The JB Hi-Fi suspended sign above the pavement would be removed. Smaller and more refined fabric blade signage (350mm x 960mm) would be fixed to the outer bays of the façade. The fixings would be metal and dark bronze to match the existing door hardware.

New signage consisting of window decals digitally printed on vinyl would be introduced to the glazed highlight windows of the existing contemporary shopfronts within the outer recessed bays. Similar vinyl decals would be added to the central sliding doors. These would be a combination of branded signage and operational information (trading hours etc). The signs would be semi-transparent and relatively discreet.

#### SIDE (SOUTH) CARPARK ELEVATION

The utilitarian southern side elevation is attributed a primary level of significance in the CMP.

It is proposed to use the existing double doors as a second pick-up point / POS area accessible from the carpark. Utilising the existing double doors introduced circa 2015 would avoid the need for new openings in the wall.

It is proposed to repaint the lower section of the wall where graffiti is regularly applied. An additional area of paint would be applied the upper section of the wall as well as large-scale painted signage in Dan Murphy's colours

<sup>4</sup> VHD, Statement of Significance for Prahran Arcade, Permit Exemption Policy.

(green and white). This would include a large bust of Dan Murphy to the upper part east side of the wall and large branded signage at the east end of the wall, the latter replacing the extant JB Hi-Fi sign.

As the side wall is relatively blank and secondary to the elaborate Chapel Street elevation, the proposed signage would have little impact on the heritage values on the place. It would also be potentially reversible.

### **LITTLE CHAPEL STREET (REAR) ELEVATION**

The utilitarian rear elevation is also attributed a primary level of significance in the CMP. It is proposed to replace the existing JB Hi-Fi 'drop off' sign with a Dan Murphy's branded sign such that there would be no additional impact.

## **4.4.2 INTERIOR**

### **CONSERVATION WORKS**

#### **a) Interwar period shopfronts**

The VHD permit exemption for the place states that the Interwar period return shopfronts should be conserved.

It is proposed to restore/reinstate the Interwar period return shopfronts to either side of the foyer considerably improving the heritage values of the place. This would reinstate a key feature of the arcade typology and provide greater understanding of the original function of the entry vestibule as an antechamber. The reinstated shopfronts and recessed entries would allude to the dual access points of the two original street facing shops and would be a positive heritage outcome for the place by increasing the interpretive opportunities for the site.

The two surviving Interwar period shopfronts are partly concealed by the existing contemporary fit-out and the extent to which they remain is not entirely clear. Due to the ongoing business operations of the current tenant, further investigation has not been possible.

Despite this, preliminary investigation of the visible sections and desktop analysis of historic photographs has concluded that the upper textured glass to the highlights, some original shopfront mouldings and tiling to the stall board likely remain, albeit overpainted.

Once a permit for the proposed works is granted, a more detailed analysis of the shopfronts would be carried out. The findings would serve as key reference points for their reconstruction/reinstatement with regards to proportions, configuration, and materiality.

#### **b) Timber lined ceiling boards**

Original timber lined ceiling boards remain in the foyer and within several of the original shop units, although these have been painted. Those in the latter also retain the original ingo panelling. It is proposed to remove paint from these areas to reveal the original finish where possible.

Due to the operations of the current tenant, on-site paint investigation and preliminary testing has not been possible. Once a permit for the works is granted, a detailed paint removal methodology and paint investigation analysis would be carried out to ensure a sympathetic heritage approach.

#### **c) Reinstate original paint colours**

The internal double height atrium walls and classical ornamentation are attributed a primary level significance in the CMP. Several of the consoled piers at ground floor have been painted black such that the upper and lower atrium walls are no longer cohesive.

It is proposed to re-paint the consoled piers to match the paint colour of the upper atrium walls hence consolidating the atrium walls and improving the presentation of the arcade interior. The existing moulded cornice below the arched windows would also be made good and re-painted to match the upper atrium walls.

As mentioned, once a permit for the proposed works is granted, a paint investigation analysis and removal methodology would be undertaken to determine any original/early colour schemes within the arcade interior.

### **DEMOLITION**

#### **a) Brick rib walls**

It is proposed to modify a limited number (x5) of original brick ribs walls in the northern and southern bays, in areas that are most pertinent to Dan Murphy's operations. These would include:

- Northern bays
  - widening of an existing opening (approx.1.5m),
  - introduction of a new door opening (approx.1.5m) for the proposed cool room,
  - removal of an entire rib wall within the BOH area for storage
- Southern bays
  - introduction of a new opening (approx.1.8m) to facilitate access near the southern POS area,
  - widening of an existing opening within the BOH area.

While the VHD permit exemption policy for the place states that the 'dividing walls between the original shops facing the arcade should be retained,' only six of the original brick rib walls remain unpunctured. Due to their highly modified state, the brick ribs walls are attributed a Contributory level of significance in the CMP.<sup>5</sup>

While an original element [rib walls], their presence is now so limited and dispersed that their legibility has been meaningfully reduced... [nonetheless] the rhythm of the bays, when viewed from the arcade, is of primary significance.<sup>6</sup>

In instances where the rib wall would be modified, the associated end pier delineating the bays/rhythm of the arcade would be maintained.

#### **b) Rear toilets**

The extant toilets in the rear north-east and south-east bays are proposed to be removed and replaced with a storage area and a staff room / toilet, respectively. The new areas would be discretely contained within the side bay units without encroaching on the central arcade.

#### **c) Non-original partition walls**

Extant non-original partition walls facing the central arcade and within the side bay units are of no significance and would be demolished.

### **NEW WORKS**

#### **a) Aesthetic and Materiality – Dan Murphy's 2.0**

The proposed design integrates the Dan Murphy's 2.0 aesthetic (a refined and sophisticated version of the standard Dan Murphy's fit-out) with the elaborate classical interior of the Prahran Arcade. The design aesthetic would reflect the refined colour palette and take cues from the Dan Murphy's 'Wine Cellar' that has been adopted in the south-west corner at ground floor and basement level.

#### **b) Layout**

The proposed Dan Murphy's fit-out would consist of various zones that would largely be configured around the original layout of the building. The foyer, central arcade and flanking side bay units/former shops would continue to be interpreted.

The existing single height partition wall and division of front and back of house areas would remain the same, although the partition wall would be shifted one bay to the east.

The foyer would function as the main POS area and include a service counter and Wanzl access gates necessary for the safety of the employees. The central arcade would accommodate two linear rows of shelving.

The front three northern bays would accommodate the 'Spirits' section while the front half of the southern bays would accommodate the 'Fine Wine' section (existing 'Cellar Door'). Elsewhere, shelving would generally be contained within the existing side bay units/shops.

<sup>5</sup> VHD, Statement of Significance for Prahran Arcade, Permit Exemption Policy.

<sup>6</sup> CMP (2024), p73

A second POS pick up area accessed from the carpark would be introduced about mid-way along the southern bays (east of the existing lift).

### c) Flooring

The existing floor levels within the arcade are varied and detailed resolution of the floor levels and ramps required would only be possible once the existing fit-out is removed and the existing floor levels determined.

Nonetheless, preliminary floor investigations have been carried out beneath the non-original plywood sheeting in the northern side bays revealing likely original timber floorboards. The design intention would be to reveal and make good the existing timber floor finish where possible.

The existing terrazzo flooring and original pavement lights to the foyer would be retained and made good.

The non-original concrete floor primarily to the central arcade, while of no significance, would also be retained and made good where possible.

### d) Side Bays (Former Shop Units)

It is proposed to introduce new metal reveals to existing openings in the brick rib walls (both the segmental arched openings and later rectangular openings). The reveals would be contemporary with a dark finish and would be backlit to highlight the opening.

It is proposed to remove the extant paint finish from the former shop walls to expose the existing red brick walls. While this would not have been the original finish, it would be relatively sympathetic to the original fabric of the building and be consistent with the Dan Murphy's aesthetic.

Paint would be removed by using a chemical peel rather than sandblasting, as the latter could damage the softer, original heritage bricks.

### e) Signage

It is proposed to introduce wayfinding signage throughout the foyer and central arcade. Signage would take cues from traditional arcade design and include perpendicular blade signage installed at regular intervals across the bays, providing greater understanding of the former row of shops within the arcade.

Within the foyer, vinyl decal signage would be installed to the reinstated glazed shopfront displays.

Wayfinding signage on the outer face of the proposed pelmet would have a more contemporary appearance.

### f) Services

The 'lofty/uninterrupted central ground volume' of the arcade is identified in the CMP as an attribute of primary significance.<sup>7</sup>

The extant steel I beams fixed to the arcade walls, suspended cable trays and linear light fittings which extend for the full length of the arcade are of no significance. These elements limit appreciation of the single arcade volume and are proposed to be removed.

The extant cable trays would be replaced by continuous linear pelmets fixed to the internal arcade walls, below the original cornice. The pelmets would be 1100mm deep and 560mm wide and would extend for the full length of the arcade. The pelmets would be designed to accommodate all 'electric cabling for power/data, CCTV, internal drivers for lighting signage, general airflow, reticulating air flow vents and suitable internal structure for construction.'<sup>8</sup>

While the pelmets would partly conceal the upper part of the original piers and console brackets, they are considered a more sympathetic approach to the existing steel beams, cable trays and lighting. The internal volume of the space would be opened up and the soaring arcade space with views to the original wrought iron roof trusses would be possible.

<sup>7</sup> CMP (2024), p73

<sup>8</sup> *Prahran Dan Murphy's Concept – Heritage Submission Package*. Note the existing air-conditioning system including plenums and bulkheads within the side bay units would be used.

### g) Lighting

It is proposed to introduce track spotlighting to highlight architectural features on the internal atrium walls. The lights would be fixed to a surface mounted track and positioned to highlight the arcade ceiling, arched windows at first floor and the new shelving units/products at ground floor.

Track spotlighting would also be introduced within the side bays where necessary.

## 4.6 CONCLUSION

The proposal would enable a long-standing tenant of the Prahran Arcade to return to the heritage place.

The proposed restoration of the Interwar period shopfronts would substantially improve the heritage values of the place. Further conservation works and the removal of non-original fabric within the arcade interior would considerably improve the presentation of the building.

The Dan Murphy's fit-out would have a refined aesthetic similar to the 'Cellar Door' at basement floor that would be relatively sympathetic to the classical aesthetic of the Prahran Arcade. The fit-out would be largely configured around the existing ground floor layout with minor modifications to heritage fabric.

Overall, any additional negative impacts that arise from the proposal would be minor and would be evidently offset by the reinstatement of key features of the arcade typology and enhanced appreciation of the heritage place.