

FORMER BRYANT & MAY INDUSTRIAL COMPLEX, 560 CHURCH STREET, CREMORNE (VHR H0626)

Decision by the Minister for Planning under section 114 of the *Heritage Act 2017*

BACKGROUND

On 19 June 2023, Heritage Victoria received a permit application for proposed works to the Former Bryant and May Industrial Complex which is included in the Victorian Heritage Register. The proposal comprised the construction of two towers of 13 and 12 levels, landscaping, demolition of nonheritage buildings and conservation and adaptation of the Administration Building, Boiler House, Chimney Stack, Brymay Hall and the Dining Hall.

On 23 November 2023, the Executive Director, Heritage Victoria determined to refuse to issue a permit on the basis that the proposal would cause substantial visual and physical harm to the cultural heritage significance of the place.

The applicant requested a review of the determination by the Heritage Council. The Minister for Planning (the Minister) subsequently called-in the review under section 109 of the *Heritage Act 2017*. The Heritage Council provided a report to the Minister which can be found here.

DECISION BY THE MINISTER FOR PLANNING

The Minister called-in this permit review as she is responsible for planning and heritage approvals required for this project, and the project is of state significance.

After consideration of relevant matters under the *Heritage Act 2017*, the Minister has determined to issue the permit subject to conditions that will lead to an improved heritage outcome, through a reduction in the height of one of the towers which will create more space around the chimney stack and increase views to it.

The Minister is satisfied that approval of the permit will:

- a) Allow for the removal of unsympathetic later additions from around the heritage buildings which will reveal significant heritage elements and allow the heritage buildings to be understood in their historic context as freestanding structures.
- b) Allow for extensive internal and external conservation works to the heritage buildings.
- c) Allow for the development of an active precinct which celebrates the heritage qualities of the place, with new and existing buildings complemented by a cohesive network of laneways and open spaces.
- d) Ensure the conservation of the heritage place through adaptive reuse and increased activation.
- e) Support the continued economic growth of Cremorne, creating an estimated 2,055 ongoing jobs, through the redevelopment of a strategically located urban renewal site.
- f) Support the broader visitor economy through the hotel, which is estimated in the proposal to have an occupancy rate of more 50,000 visitor nights.