

22.03 LANDMARKS AND TALL STRUCTURES

19/11/2009
C118

This policy applies to all development.

22.03-1 Policy Basis

13/08/2009
C84

The Municipal Strategic Statement (MSS) identifies the importance of landmarks and tall structures to the built form of the City. The MSS seeks to retain important landmarks and icons which contribute to the identity of the City and to maintain view lines to key landmark sites. This Policy responds to the MSS by identifying key valued landmarks.

22.03-2 Objectives

13/08/2009
C84

To maintain the prominence of Yarra's valued landmarks and landmark signs.

22.03-3 Policy

13/08/2009
C84

It is policy to:

- Maintain the prominence of Yarra's valued landmark signs.
- Protect views to the silhouette and profile of Yarra's valued landmarks to ensure they remain as the principal built form reference.
- Ensure the profile and silhouette of new tall structures adds to the interest of Yarra's urban form and skyline.

22.03-4 Landmarks Design Response

19/11/2009
C118

New buildings within the vicinity of the following landmarks should be designed to ensure the landmarks remain as the principal built reference:

- Ball Tower of Dimmeys, Swan Street
- Clocktower of Richmond Town Hall
- Clocktower of Collingwood Town Hall
- Clocktower of Fitzroy Town Hall
- Shot tower, Alexandra Parade, Clifton Hill
- Spire of St Ignatius Cathedral, Church Street, Richmond
- Spire of St Marks Church, George Street, Fitzroy
- Spire of St Johns Church, Queens Parade, Clifton Hill

Development should protect the silhouette/profile of the church spire on the corner of Watkins Street and St Georges Road, North Fitzroy, seen from the intersection of Brunswick Street with Victoria Parade.

Development should protect the silhouette/profile of St Patrick's Cathedral seen from the intersection of Brunswick Street with St Georges Road.

Development should protect the views to the drum, dome, lantern and flagpole of the World Heritage Listed Royal Exhibition Building seen from the footpath on the south side of Gertrude Street and along Marion Lane, west of Fitzroy Street.

Development should protect views to the following landmark signs:

- Pelaco Sign (Goodwood Street, Richmond)

- Skipping Girl Sign (Victoria Street, Abbotsford)
- Olympic Tyre Sign/Porsche (Victoria Parade, Collingwood)
- Nylex Sign (Harcourt Parade, Cremorne)
- Slade Knitwear Sign (Dover Street, Cremorne)

22.03-5 Reference Documents

Proposed

City of Yarra Built Form Review 2003

World Heritage Environs Area Strategy Plan: Royal Exhibition Building and Carlton Gardens (Department of Environment, Land, Water and Planning, 2021)

DRAFT

22.14 DEVELOPMENT GUIDELINES FOR HERITAGE PLACES IN THE WORLD HERITAGE ENVIRONS AREA

19/11/2009
C118

This policy applies to all land covered by the Heritage Overlay within the World Heritage Environs Area (WHEA) Area of Greater Sensitivity as shown in Figure 1.

Specifically, this policy applies to land within HO361 (World Heritage Environs Area Precinct).

The policy outlined in Clause 22.02 of the Yarra Planning Scheme also applies.

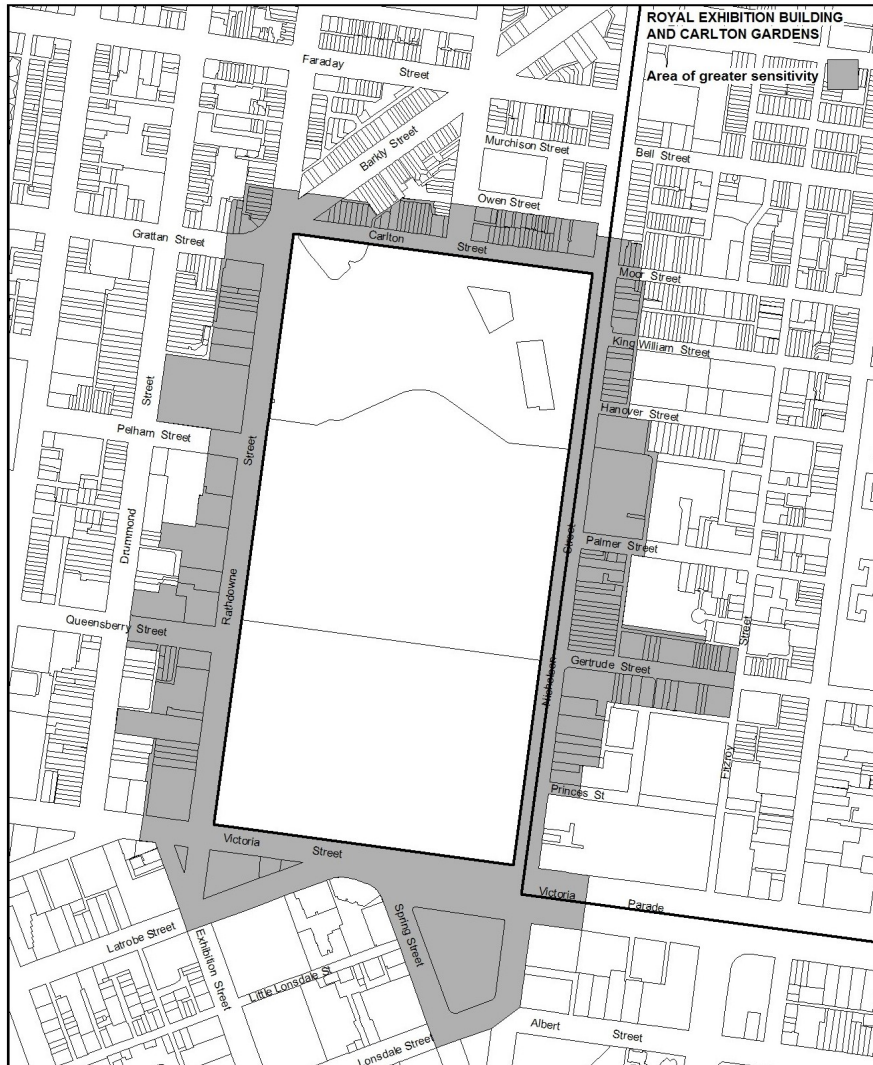


Figure 1

22.14-1 Policy Basis

19/11/2009
C118

The MSS highlights the importance of the WHEA in providing a buffer zone for the World Heritage Listed Royal Exhibition Building and Carlton Gardens. The WHEA provides a setting and context of significant historic character for the World Heritage property.

22.14-2 Objectives

19/11/2009
C118

To protect significant views and vistas to the Royal Exhibition Building and Carlton Gardens.

To maintain and conserve the significant historic character (built form and landscapes) of the area.

To ensure new development in the area has regard to the prominence and visibility of the Royal Exhibition Building and Carlton Gardens.

22.14-3 Policy

19/11/2009
C118

It is policy to:

- retain and conserve individually significant and contributory places, including contributory fabric, form, architectural features and settings, to assist with maintaining the heritage character of the setting and context of the Royal Exhibition Building and Carlton Gardens.
- retain and conserve the valued heritage character of streetscapes to assist with maintaining the heritage character of the setting and context of the Royal Exhibition Building and Carlton Gardens.
- retain the predominantly lower scale form of development which provides a contrast to the dominant scale and form of the Royal Exhibition Building.
- avoid consolidation of allotments in residential areas which will result in the loss of evidence of typical nineteenth century subdivision and allotment patterns.
- protect direct views and vistas to the Royal Exhibition Building and Carlton Gardens from bordering/abutting streets and other views and vistas to the dome available from streets within the precinct including Gertrude Street, Marion Lane and in Victoria Parade immediately east of the junction with Nicholson Street.
- discourage the introduction and proliferation of permanent structures and items such as shelters, signage (other than for historic interpretation purposes), kiosks and the like around the perimeter of the Royal Exhibition Building and Carlton Gardens in order to:
 - avoid impacts on the presentation of the Royal Exhibition Building and Carlton Gardens, including impacts on axial views along treed alleys and avenues; and
 - minimise inappropriate visual clutter around the perimeter of the Royal Exhibition Building and Carlton Gardens.

22.14-4 References

19/11/2009
C118

“World Heritage Environs Area Strategy Plan: Royal Exhibition Building and Carlton Gardens”, Department of Planning and Community Development, 2009