

22.03

19/11/2009
C118

LANDMARKS AND TALL STRUCTURES

This policy applies to all development.

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Policy Basis

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.

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Objectives

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

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Policy

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.

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Landmarks Design Response

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)

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Reference Documents

City of Yarra Built Form Review 2003

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