

# Carlton Brewery Site Development Application July 2026 – Initial Assessment August 2026

## Formal Application Details

**Application number:** PA2604540 **Type:** Application for planning permit, **received** Date: 25/07/2026

**Applicant name:** Setia Carlton Pty Ltd **Applicant address:** Level 1 155 Franklin Street Melbourne VIC 3000

**Program: Development Facilitation Program:** Applications made under these provisions are not exempt from the public notice and referral requirements of the Planning and Environment Act 1987 (**unless exempted elsewhere in the planning scheme**). However, decisions made by the Minister for Planning under the provisions cannot be appealed to the Victorian Civil and Administrative Tribunal (VCAT).

**Description of proposal:** Melbourne Planning Scheme 53.23 [Significant Residential Development with Affordable Housing]. Development of a mixed use building incorporating three towers (two purpose-built student accommodation towers and one build-to sell residential tower), above a commercial podium. Publicly accessible open space is proposed across the podium and ground levels.

## Key details of this Development Application [from Press Report]

<https://www.theurbandeveloper.com/articles/sp-setia-carlton-student-accommodation-apartment-towers-bouverie-queensberry-street> 7 August 2026 [9 Aug 2026 Download]

- The plans include 659 units and 969 beds in the 28-storey tower one—486 studios, 102 two-bedroom, 5 three-bedroom and 66 four-bedroom apartments.
- The 45-storey tower two with 840 units and 1040 beds would comprise 680 studio apartments, 120 two-bedroom units and 40 three-bedroom apartments.
- The third tower of 55 storeys would comprise 606 build-to-sell apartments in a mix of 188 studios, 206 one-bedroom, 192 two-bedroom and 20 three-bedroom units.
- Parking for 120 cars and 715 bicycles is also included.

The slender towers, designed by Cox Architecture, would be above a shared podium comprising a below-ground 3684sq m supermarket, 2198sq m of ground-level retail and public areas.

According to the planning report by Urbis, the development would act as the final development puzzle piece for the former CUB site “repairing the urban fabric of the broader precinct”.

## Key Planning Controls

### Melbourne Planning Scheme COMPREHENSIVE DEVELOPMENT ZONE SCHEDULE 2 – Extracts

**Purpose:** To use and develop Carlton Brewery **generally in accordance with the Carlton Brewery Comprehensive Development Plan October 2007 (the CDP) and the Carlton Brewery Masterplan October 2007 (the masterplan) prepared by Grocon Pty Ltd and NHArchitecture Pty Ltd.**

#### **Preferred maximum building height**

**A building or works should not exceed the preferred maximum building height above the Australian Height Datum (AHD) or building setback for any particular building envelope shown on the building envelope plan and the building envelope elevations in the CDP.**

A permit is required to exceed the preferred maximum building height and building setback for any building envelope shown on the building envelope plan and the building envelope elevations in the CDP, excluding architectural features and building services. In addition to the information required in Clause 4 of this schedule (where applicable), an application to exceed the preferred maximum building height and building setback must also include an urban context report that provides the rationale for the increased height.

The building envelopes and the building envelope elevations shown in the CDP provides for up to 15% of the overall envelope area to be utilised to enable the desired façade articulation.

## melb-C126-Carlton-Brewery-Comprehensive-Development-Plan-October-2007

### Extracts

#### Preferred maximum building height

The vision for the redevelopment of Carlton Brewery includes six (6) new buildings separated by safe and attractive publicly accessible areas and the retention of the historic Maltstore building on Swanston Street and other heritage structures.

Building height and the relationship between the proposed buildings and impacts (wind and shadow etc) within Carlton Brewery have been carefully considered and the building envelope plan and the building envelope elevations have been prepared to show footprints and heights for new buildings. The CDP provides for buildings to be designed to fit within the building envelope in accordance with the design objectives and outcomes in the CDP.

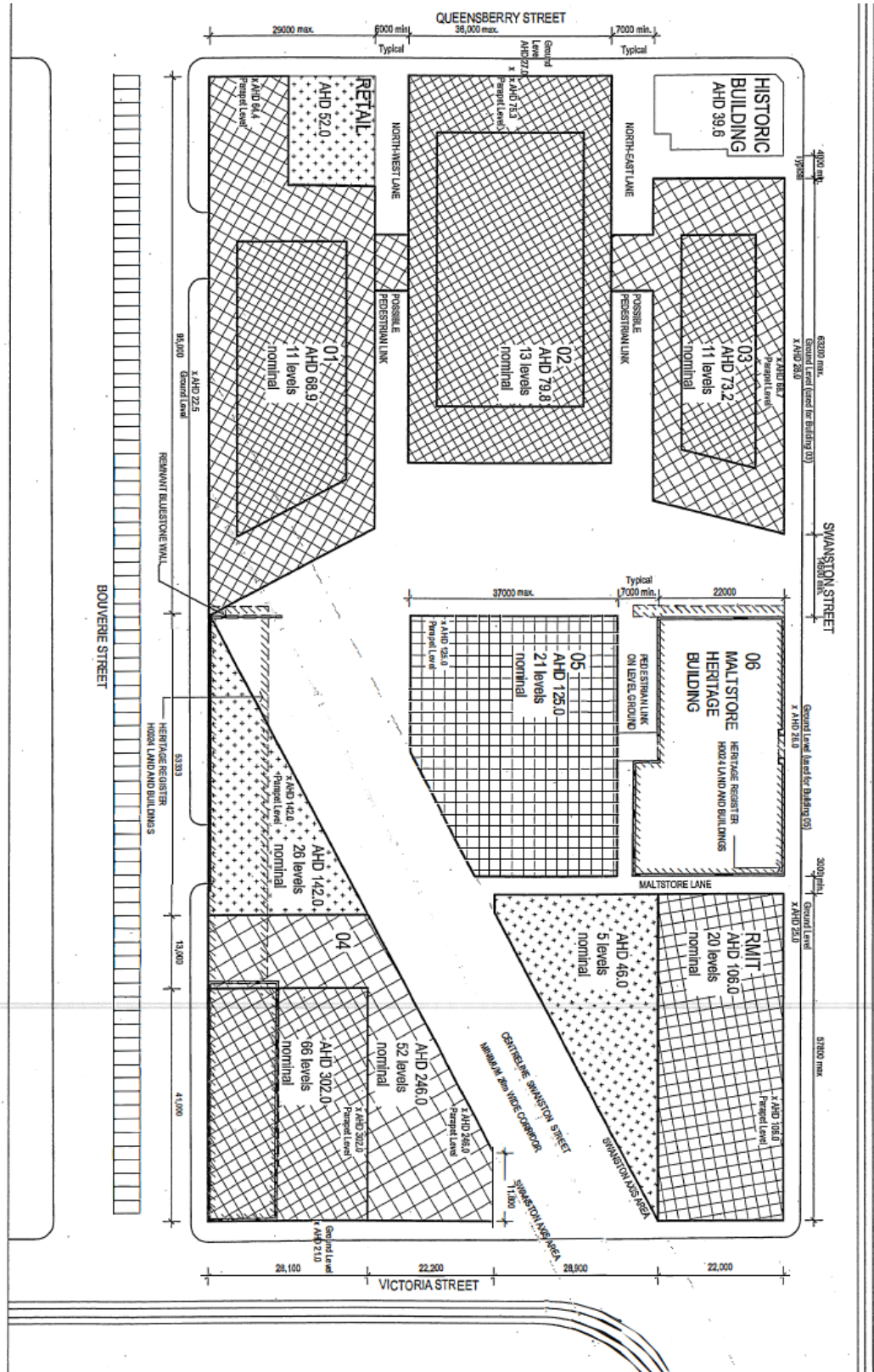
The building envelope plan and the building envelope elevations show the preferred maximum building height for new buildings, and form part of the CDP.

The nominal number of levels that could be accommodated as shown on the building envelope plan, is provided for illustrative purposes only and has no statutory effect.

The building envelope plan and building envelope elevations show a preferred maximum building height for a building to be designed within the envelope. The nominated building height provides for an articulated building to be designed to fit within the envelope. The building envelope plan and building envelope elevations provides for up to 15% of the overall envelope area to be utilised to enable the desired façade articulation.

| Carlton Brewery Objective                                                              | Response                                                                                                                                                                                                                                                                         | Guidelines (References to Carlton Brewery Masterplan October 2007 (Masterplan))                          | Guidelines Reference No. |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------|
| SCALE<br>To make a transition of CBD built form into the diverse character of Carlton. | A stepped profile of building masses from Victoria street to Queensberry Street across the site blends the two existent scales together.<br><br>The Hoddle grid and its' northern boundary edge at Victoria Street is reinforced by the massing of buildings at Carlton Brewery. | Stepped transition form CBD to Carlton, refer 3.9.1 Precinct scale relationships.                        | 25                       |
|                                                                                        |                                                                                                                                                                                                                                                                                  | Grid interface between CBD to Carlton provided through extended Swanston Parade, refer 3.2.1 Components. | 26                       |

vels are described above the nominated existing footpath ground level

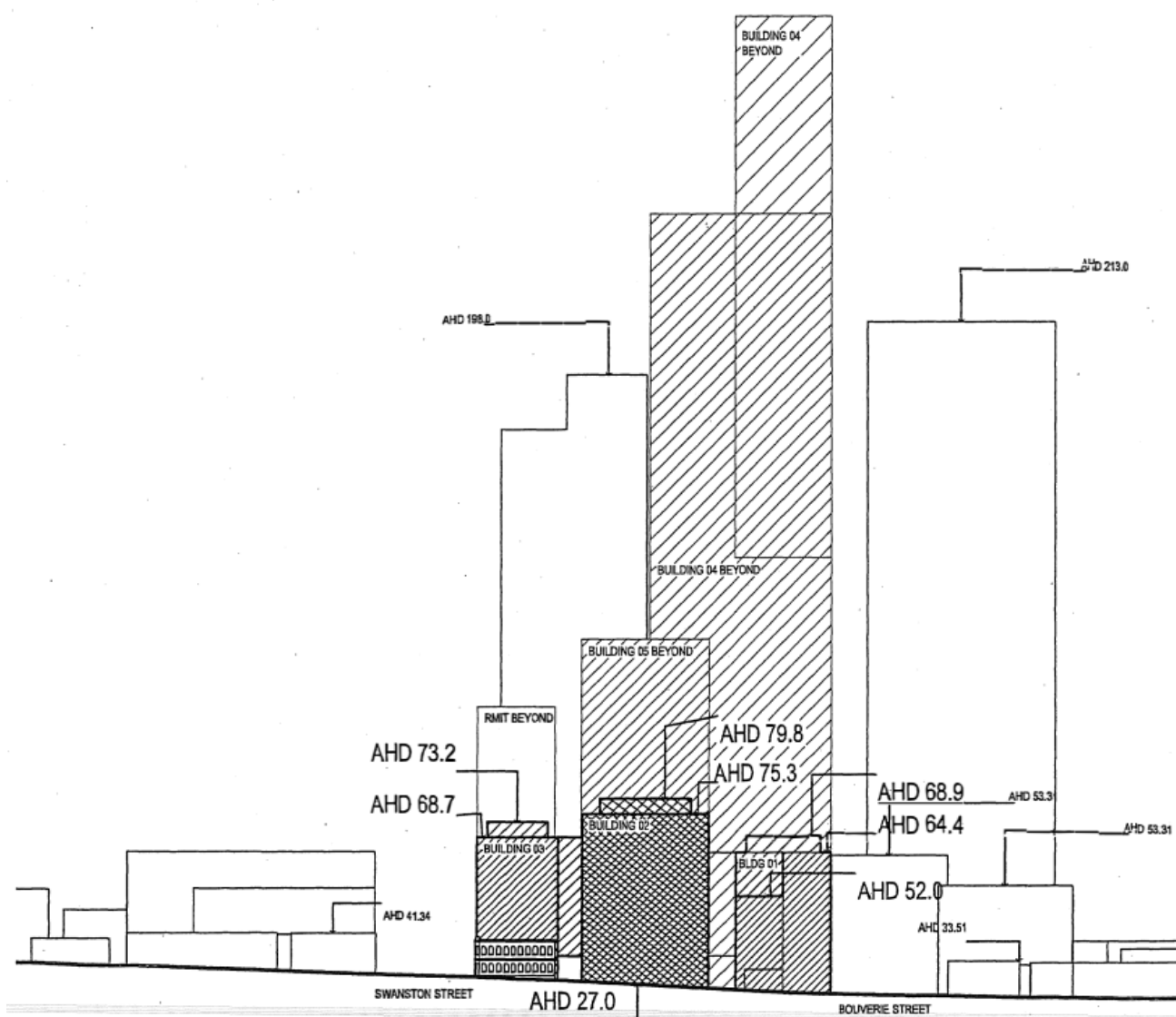


# BUILDING ENVELOPE PLAN

Scale 1:1000 @ A4

Comprehensive Development Plan October 2007

Figure 4 Building Envelope Plan  
Carlton Brewery



*Figure 7 Building 02 Queensberry Street Elevation*

## **Review of current development application in context of existing planning controls [both on the former Brewery site and the surrounding areas].**

It is clear from the above Queensberry Street Elevation, the Building Envelope Plan, and the text extracts above, that the Planning Scheme provided for a significant decrease in the building envelope heights from the Victoria Street interface [in the south] to the Queensberry Street frontage in the north of the site.

The preferred nominal heights for the northern area of the site of 11, 13 and 11 storeys relate sympathetically to the current controls over Bouverie Street to the west, Queensberry Street to the north and Swanston Street to the east.

- Schedule 61 to the Design and Development Overlay [for City North], which was Gazetted in 2015 includes the following key Objective: ***To establish a mid-rise scale of buildings (6 to 15 storeys) that is distinct from the tall built form in the Hoddle Grid area to the south, which steps down at the interface to the lower scale surrounding established neighbourhoods in North and West Melbourne.***
- More particularly, **for area DDO 61 A4.1** [which covers the west side of Bouverie Street and the north side of Queensberry Street], **the scheme specifies a preferred building height of 40m.** DDO 61 Table 2 included the following guidance: “Buildings should have a minimum ground floor to floor height of 4 metres at ground floor and a minimum floor to floor height of 3.2 metres in levels above the ground floor.” **That is, the preferred building height at these locations to the west and north of the former brewery site is about 12 levels.**
- **The current preferred height control for the east side of Swanston Street [covered by Schedule 45 to the Design and Development Overlay] included a maximum [but discretionary] height of 9 storeys.**

While there have been developments on both the former Carlton Brewery site and surrounding streets that have exceeded the height guidance established in the Planning Scheme, the current proposal from Setia Carlton Pty Ltd constitutes such a significant departure from the preferred nominal heights for the northern area of the site of 11, 13 and 11 storeys, one must query how this development, which includes three slender towers up to 4 times the preferred nominal heights, can be approved through a permit process which includes no formal objection or review rights.

If approved through the current process, it would be difficult to imagine the current planning scheme retaining ANY credibility. No doubt, the Applicant and their consultants, will argue that the current controls over the former Brewery site are so out of date [being approved back in 2007 and 2008] that they cannot be taken seriously.

The State Government has had years to introduce revised controls over this part of Carlton. Since 2017, if not earlier, it has become abundantly clear to any observer that the current controls have not been taken seriously by the development industry and their consultants.

- At 21 levels and about 60m high, the purpose built student accommodation at 599 Swanston Street [NW corner of Queensberry St] cannot be considered a mid-rise development. [It was completed in 2019]
- More recently, the Carlton Scape development on the brewery site at 23 storeys [the subject of VCAT decision in 2018] also involved a significant departure from existing and preferred height guidance. Although the Minister for Planning [at the time] considered that this proposal was excessive in height; it was not “called in”.

It is important to note, that Setia is proposing that two of their towers [at 45 and 55 Storeys] will be TWICE the height of the above buildings. See images on following pages.



599 Swanston Street, Carlton



581 Swanston Street, Carlton [Scape Carlton]