

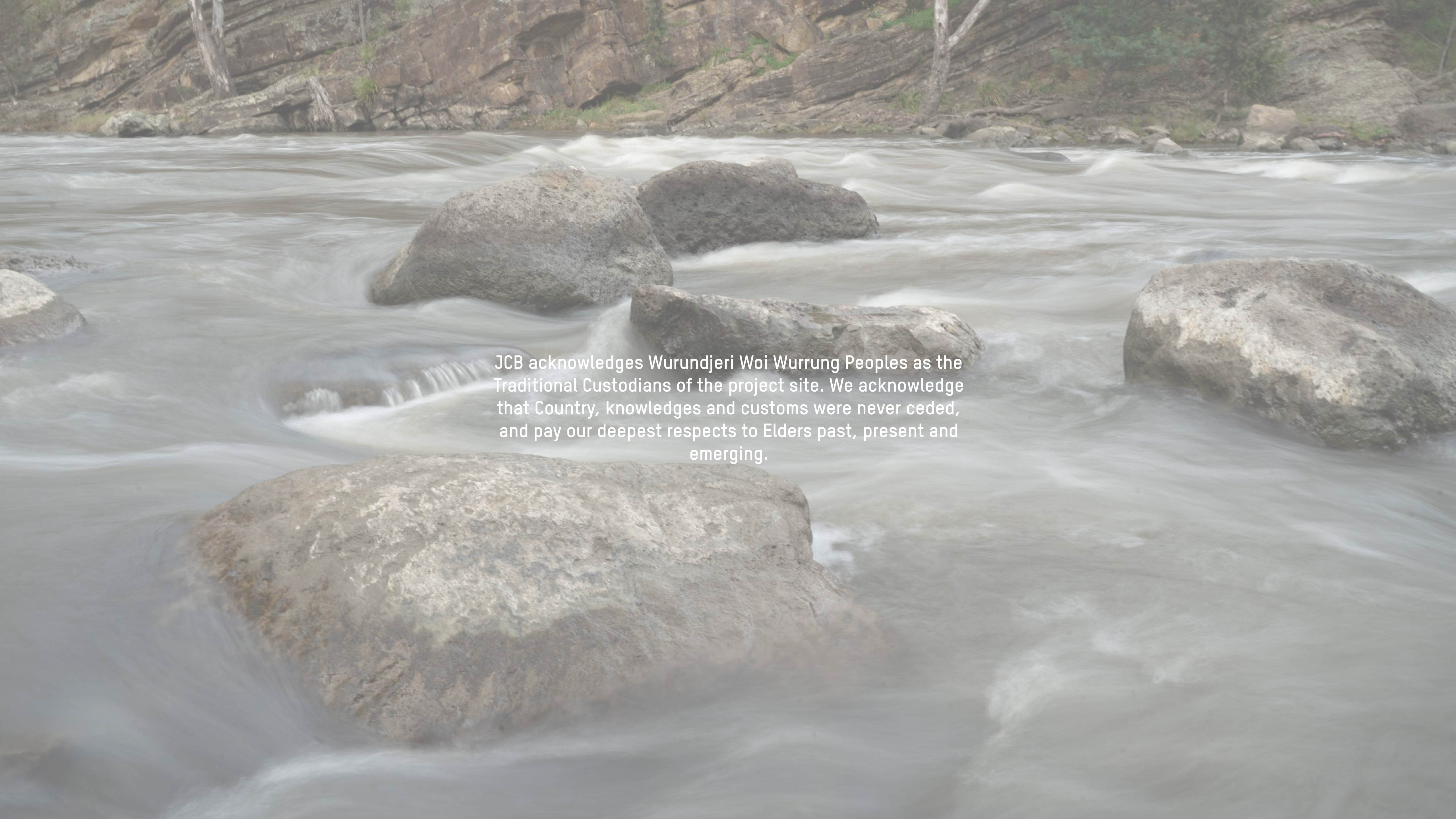
24-064

55 Albert St

Brunswick East



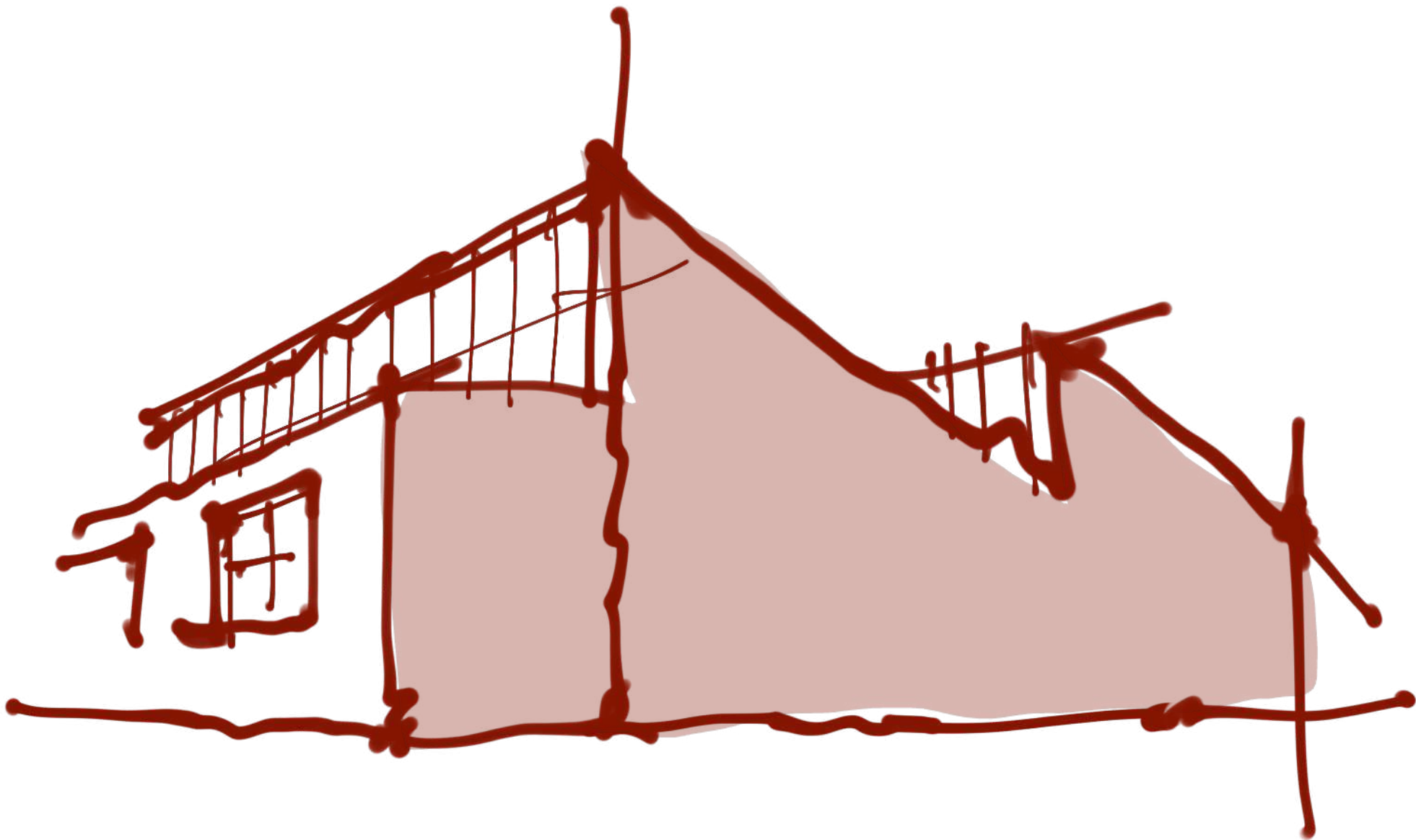
September 2025
Urban Context Report



JCB acknowledges Wurundjeri Woi Wurrung Peoples as the Traditional Custodians of the project site. We acknowledge that Country, knowledges and customs were never ceded, and pay our deepest respects to Elders past, present and emerging.

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Project Overview

Architectural Statement

JCB Architects on behalf of the permit applicant Neometro, seek approval for a residential project at the address of 53-57 Albert Street, East Brunswick.

Project Summary

SITE AREA (Approx):	1790m²
SITE COVERAGE:	99%
STOREYS:	5
GFA:	7532m²
APARTMENTS (TOTAL):	49
CARPARKS:	53

Site

The site contains a mid-century, single-storey, double height, sawtooth-roof warehouse built to the boundary, currently occupied by a dance company and an industrial design company. It fronts three streets: Albert to the south, Sedgman to the west, and Cross to the east, with direct views to heritage-listed Fleming Park. Albert Street lacks street trees due to the absence of nature strips, while Cross and Sedgman streets contain a light scattering.

Albert Street is a moderately busy thoroughfare with a mix of heritage homes, warehouses, hospitality venues, and larger new residential developments, including 92-96 Albert Street (six storeys) and 85 Albert Street (six storeys). Sedgman Street has a quieter, residential character, while Cross Street is activated by its adjacency to the park.

Response

The proposal prioritises spacious apartments with well-considered aspect. The design utilises robust materials, responding sensitively to context while presenting a contemporary facade expression. Landscaped spaces are arranged to allow for seamless indoor and outdoor living while fostering a strong sense of place and community.

'Heritage integration and fine-scale detailing'

The design responds to the scale, proportions, and rhythm of the surrounding heritage context. The podium's rhythm offers a contemporary interpretation of the neighbouring double-storey terraces, while the parapet at level three evokes the silhouette of the roofs of the single-fronted terraces.

'A ground floor at the residential scale'

To evoke a residential character, the double-storey terraces are accessed directly from the street, elevated slightly above ground level in reference to the terraces at 61-69 Albert Street. The transition to the upper levels is softened with landscaping, terraces, and lightweight balustrades. A generous setback at level four ensures minimal overshadowing of the park and reduces the perceived height at street level.

'A communal offering'

A central breezeway enhances amenity by enabling dual aspects and cross-ventilation. Landscaping is incorporated throughout the building, notably the dense planting within the level-two breezeway and the shared rooftop, which balances greenery with usable communal space.



Credentials

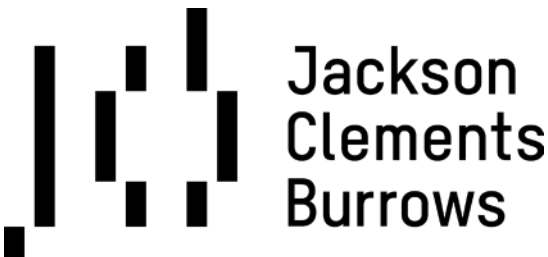
Project Team

Development



Since 1985, Neometro has worked to deliver better architectural outcomes for Melbourne. Healthy, beautiful and enduring, our buildings are designed to provide for people over the course of their lives. Our long-standing residents are testament to the quality of Neometro homes.

Architect



JCB is an architecture, interior design and urban design studio with a deep respect for Country and context, people and purpose. We craft environments that meet the needs of clients and make a real difference to communities. We believe intelligent design has impact, regardless of scale or typology.

Town Planner



Planning & Property Partners, PPP, boast a combined 70 years of experience in providing specialised advice on complex town planning, environmental, land acquisition and property development and litigation issues. From project inception to completion, Planning & Property Partners define and implement critical approval strategies to ensure the greatest chance of success.

Landscape Architect



Acre is a landscape architecture practice with a focus on distinct environments tailored for individuals. Collaborative and inquisitive, Acre creates spaces that carefully combine monolithic, clean detailing with stylised wildness, placing equal emphasis on architecture and landscaping.

ESD Engineer



GIW is a multi-disciplinary team of passionate sustainable design professionals. We work closely with our clients in order to deliver streamlined solutions, approaching every project with the utmost professionalism, diligence and commitment in the delivery of ESD services.

02



Site Analysis

Site Analysis

Urban Context

Albert Street, Brunswick Street, Victoria

Site area	1790sqm
Site address	53 - 57 Albert Street
Existing	Single storey, double height warehouse
Responsible authority	Merri-bek Council

- Site
- Public green space
- Community Programme
- Residential Growth areas (Vic plan)
- Commercial
- Tram route & stop
- Bus route & stop

- ① Fleming Park
- ② East Brunswick Bowls Club
- ③ Wildlife Bakery
- ④ Albert St shops
- ⑤ Tool library
- ⑥ Cinema
- ⑦ East Brunswick Village
- ⑧ 3RRR Radio
- ⑨ Methven Park
- ⑩ Balfe Park
- ⑪ Methven Fisher reserve
- ⑫ Kickdale Reserve

The site is ideally located within a short walk of cafés, bars, and local businesses along Lygon Street, as well as immediate amenities on Albert Street.

A key attribute is its direct adjacency to Fleming Park, complemented by additional nearby open spaces including local parks and the Merri Creek corridor.

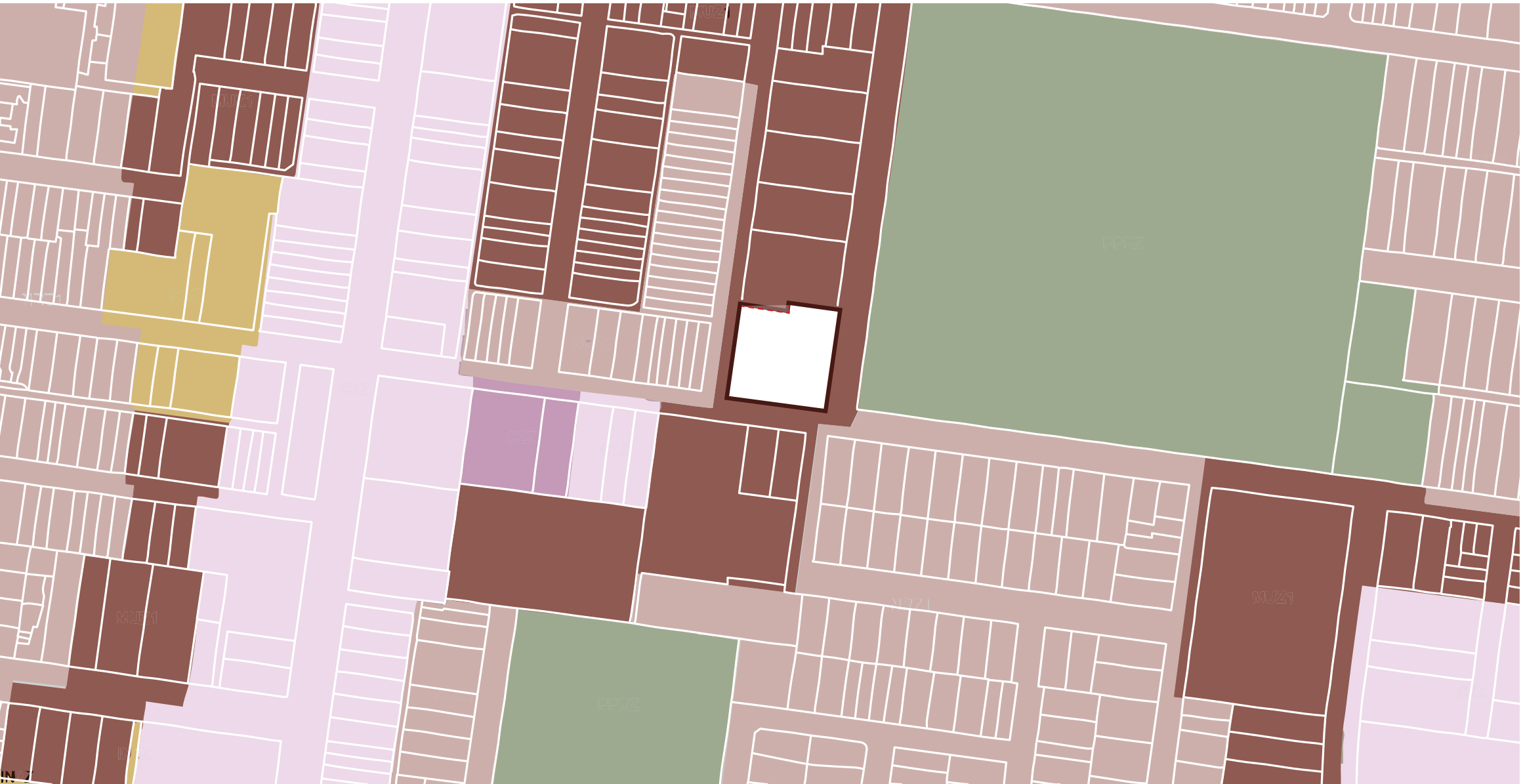
The area is also undergoing significant development, with several nearby buildings already exceeding multiple storeys, while surrounding residential growth zones indicate further increases in density.



Urban Context

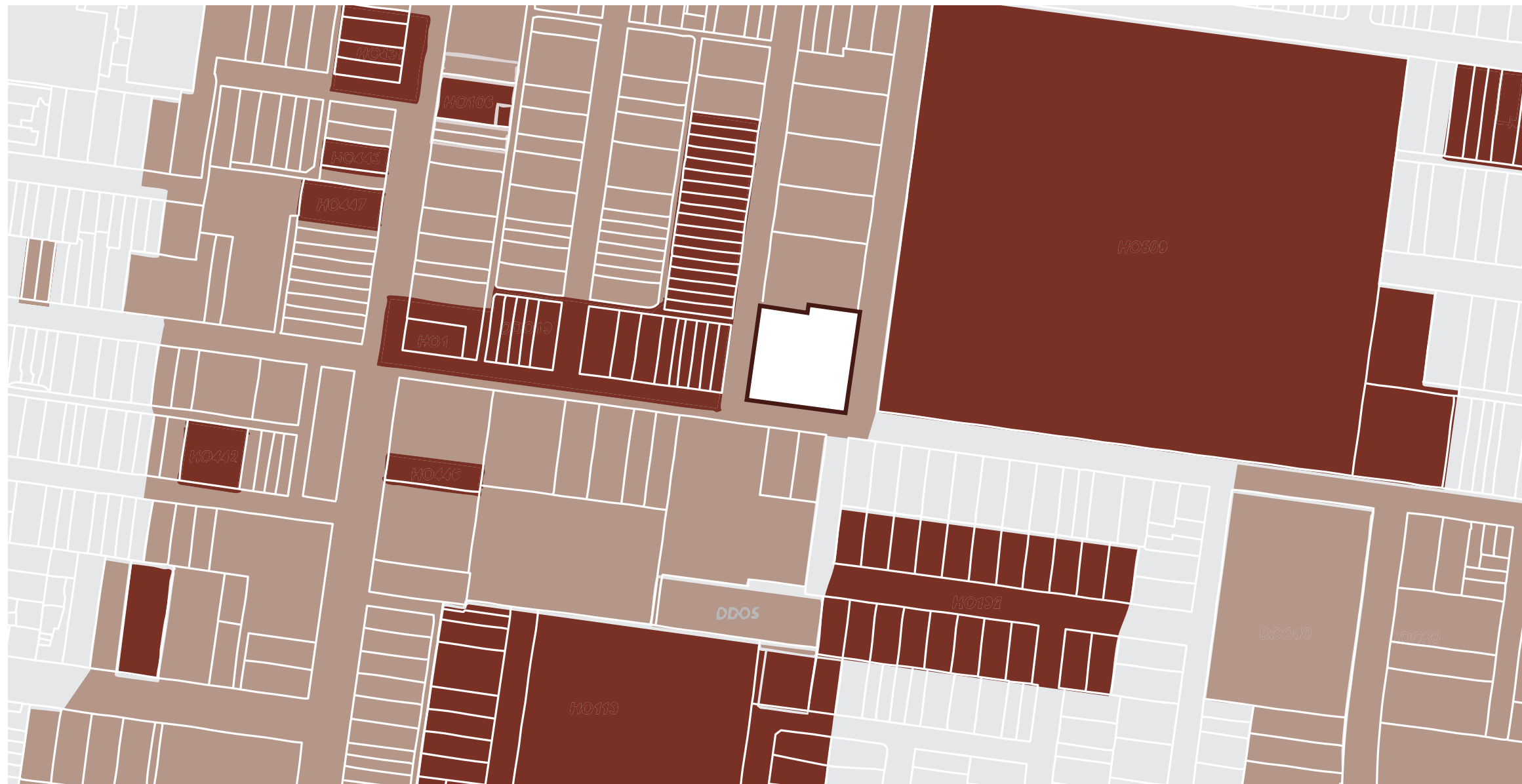
Planning Overview

- Site
- MUZ1 - Mixed Use Zone
- NRZ - Neighbourhood Residential Zone
- PPRZ - Public Park and Recreation Zone
- C1Z - Commercial Zone 1
- C2Z - Commercial Zone 2
- IN3Z - Industrial 3 Zone



Zoning Map

- Heritage Overlay
- Design and Development Overlay



Heritage Overlay Map

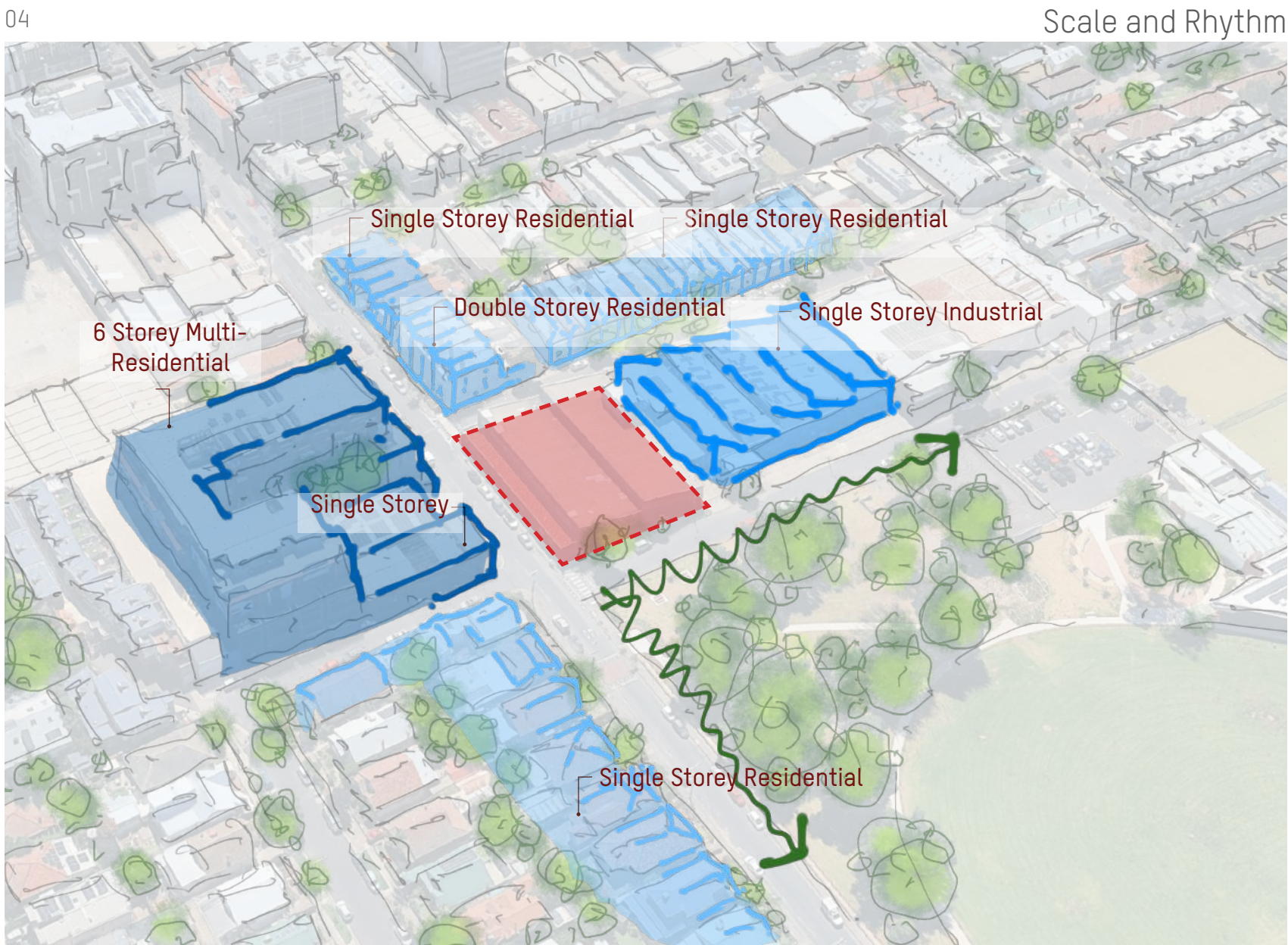
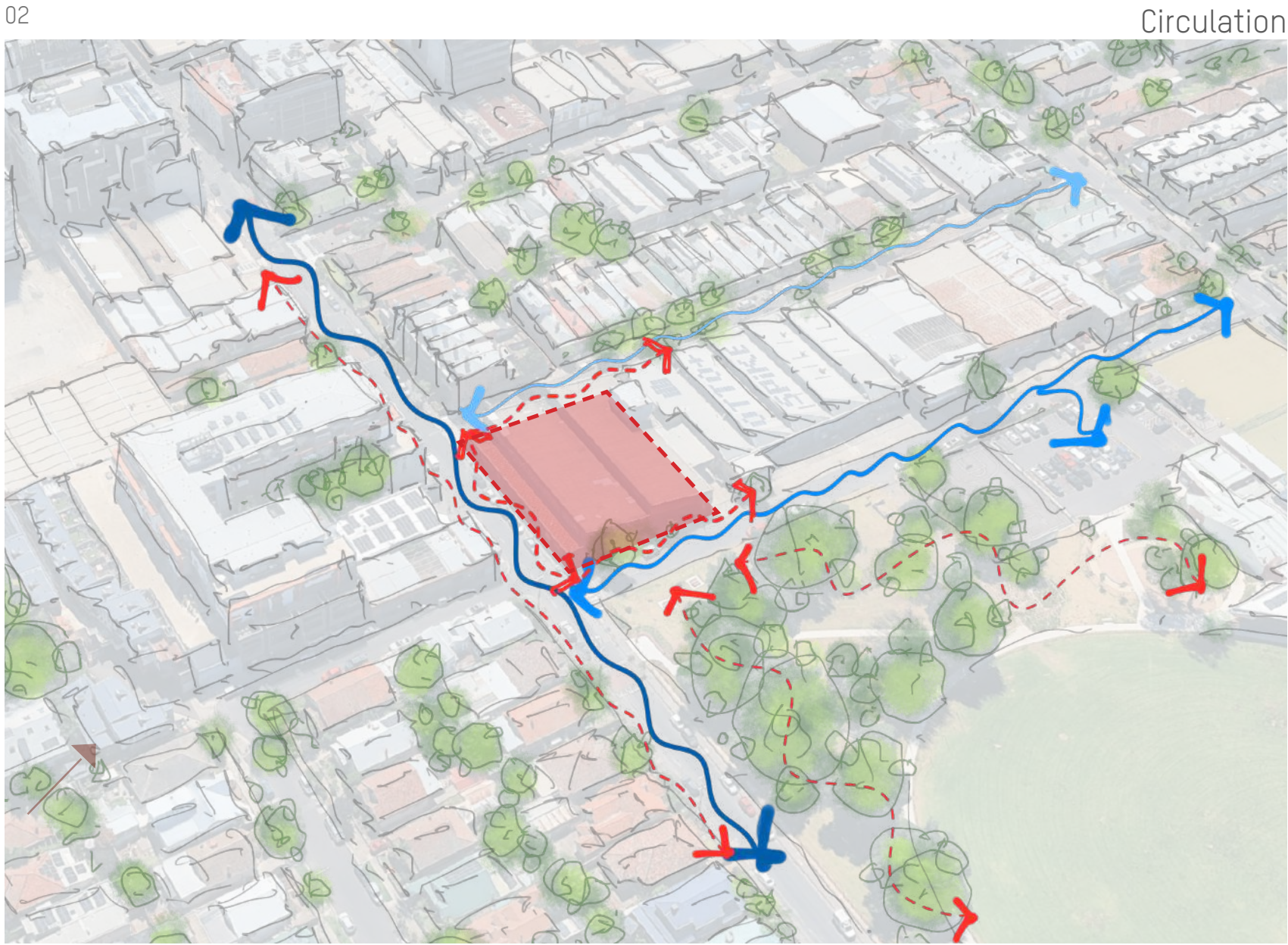
The site is located within a Mixed Use Zone (MUZ1) and is in close proximity to Neighbourhood Residential, Commercial, and Public Park and Recreation Zones, highlighting its inner-city context.

The site is situated in a Design and Development overlay, regulating the built form through height, setbacks, and public realm character relating to the Lygon Street precinct.

Urban Context

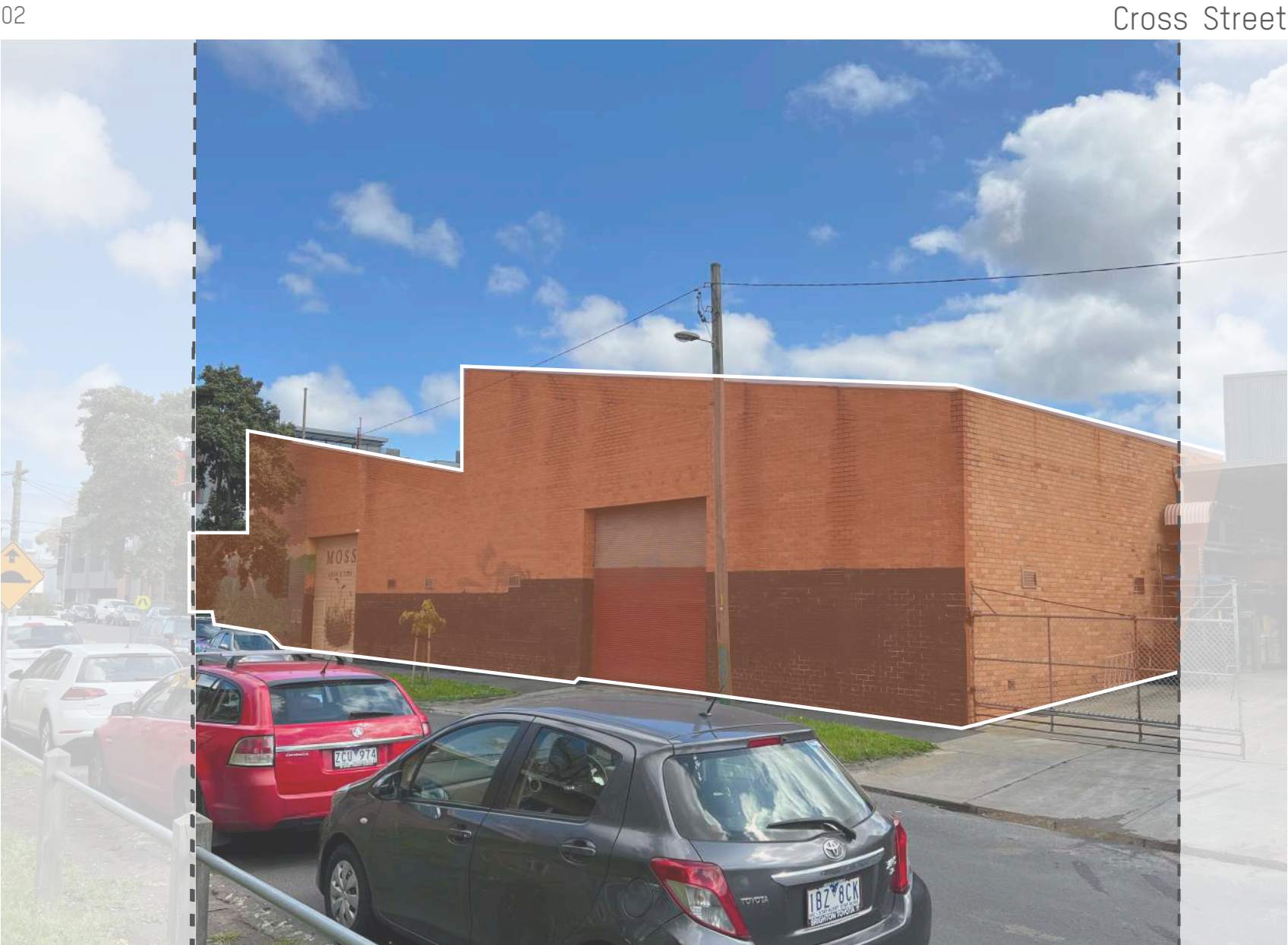
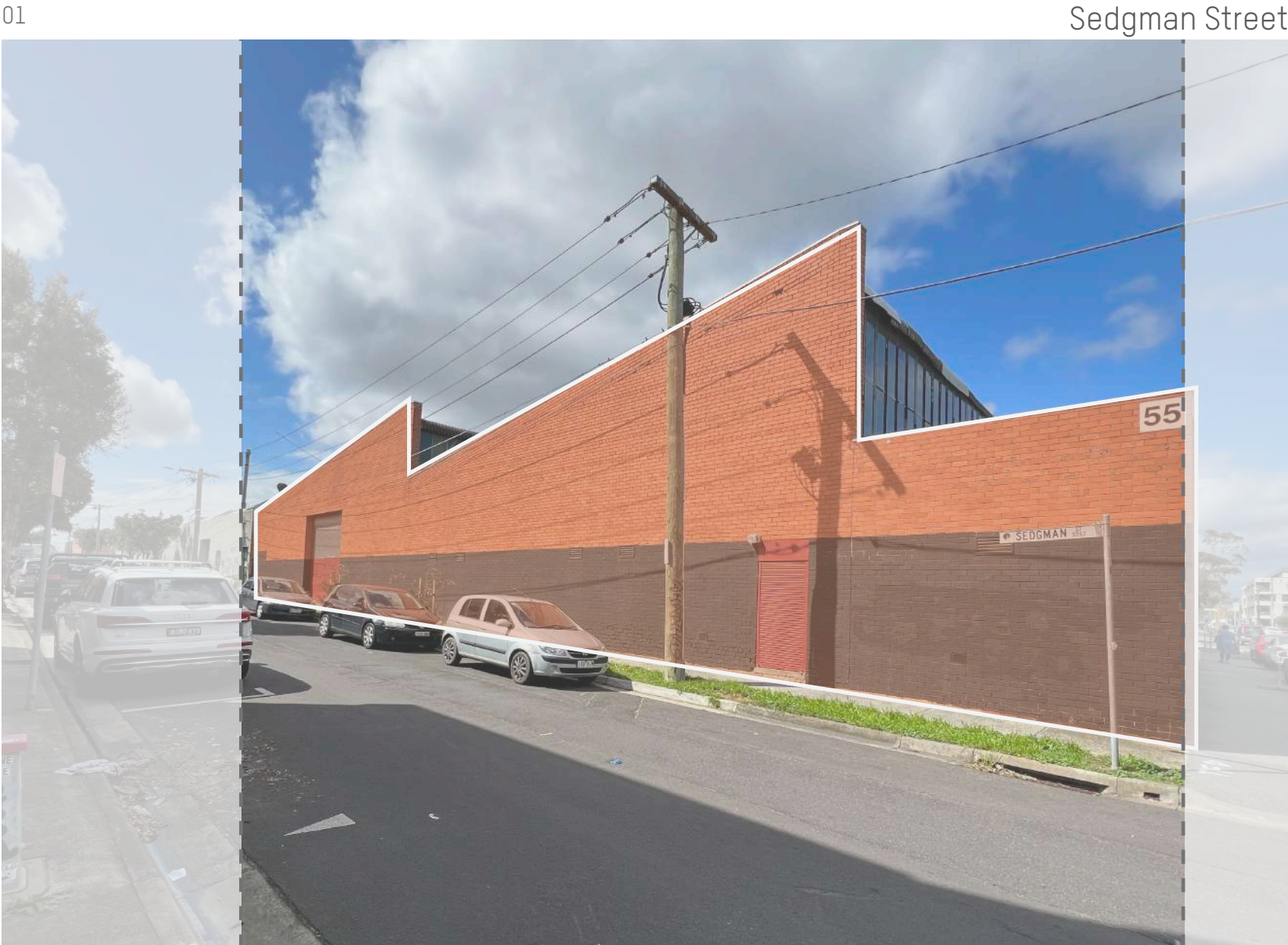
Opportunities and Constraints

- Key
- Site
 - Pedestrian Routes
 - Vehicle Routes



The site's triple frontage provides outlook in three directions, offering park views, city views, and sunset views. While the site does not have a northern aspect, these three frontages deliver unique visual connections and opportunities for architectural expression across three of the four façades. The adjoining park is a key strength, contributing significant amenity and aspect to the development.

Urban Context
Existing Built Form



Historical Context

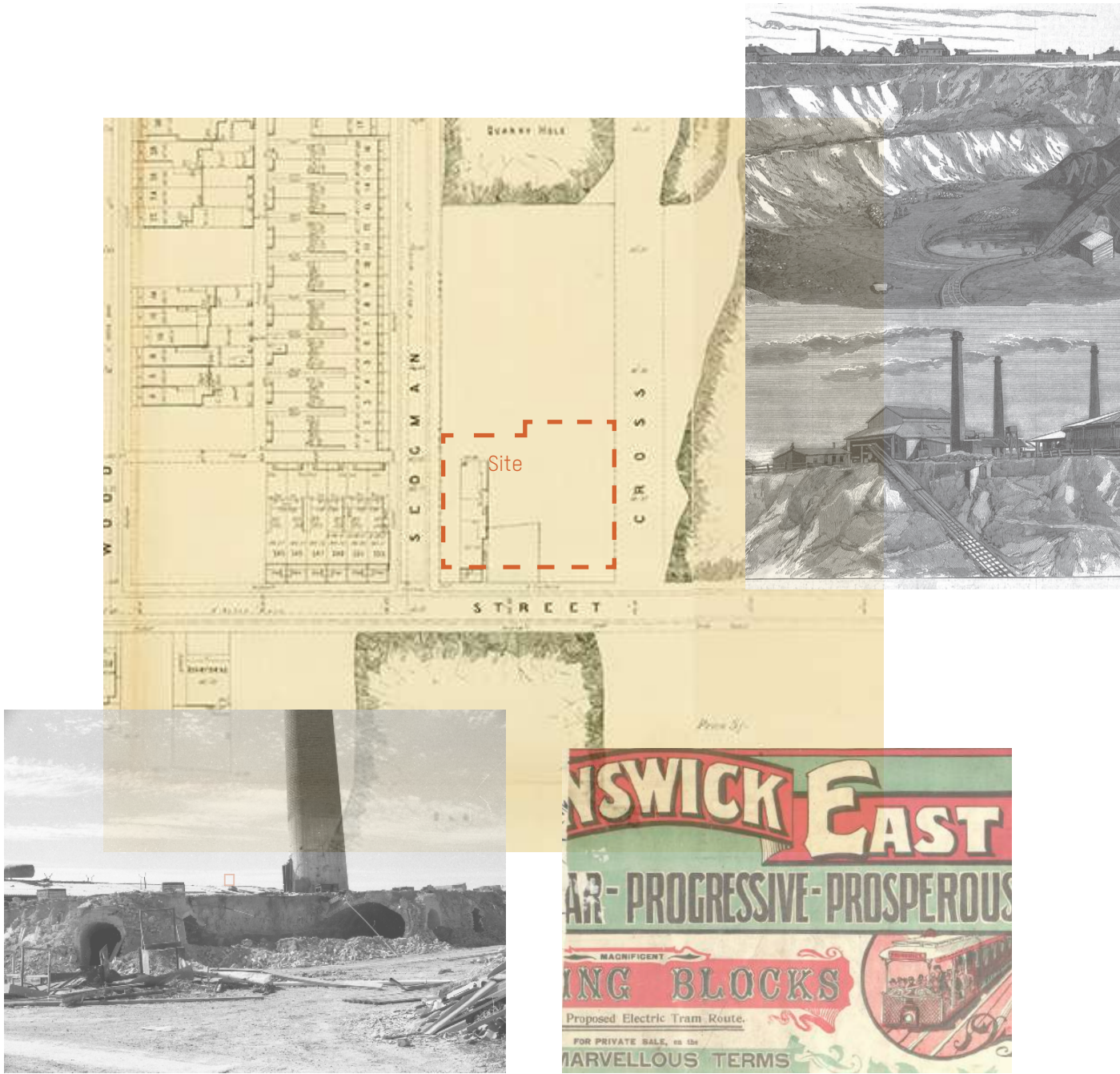
Layers of History

Layers of Country



Lands of the Wurundjeri Woi-wurrung, Basalt rich geology, grassy woodlands, Merri Creek

Layers of Industry



Brickworks, quarries, progress

Layers of Today



Culture, densification, celebrated green spaces

Historical Context

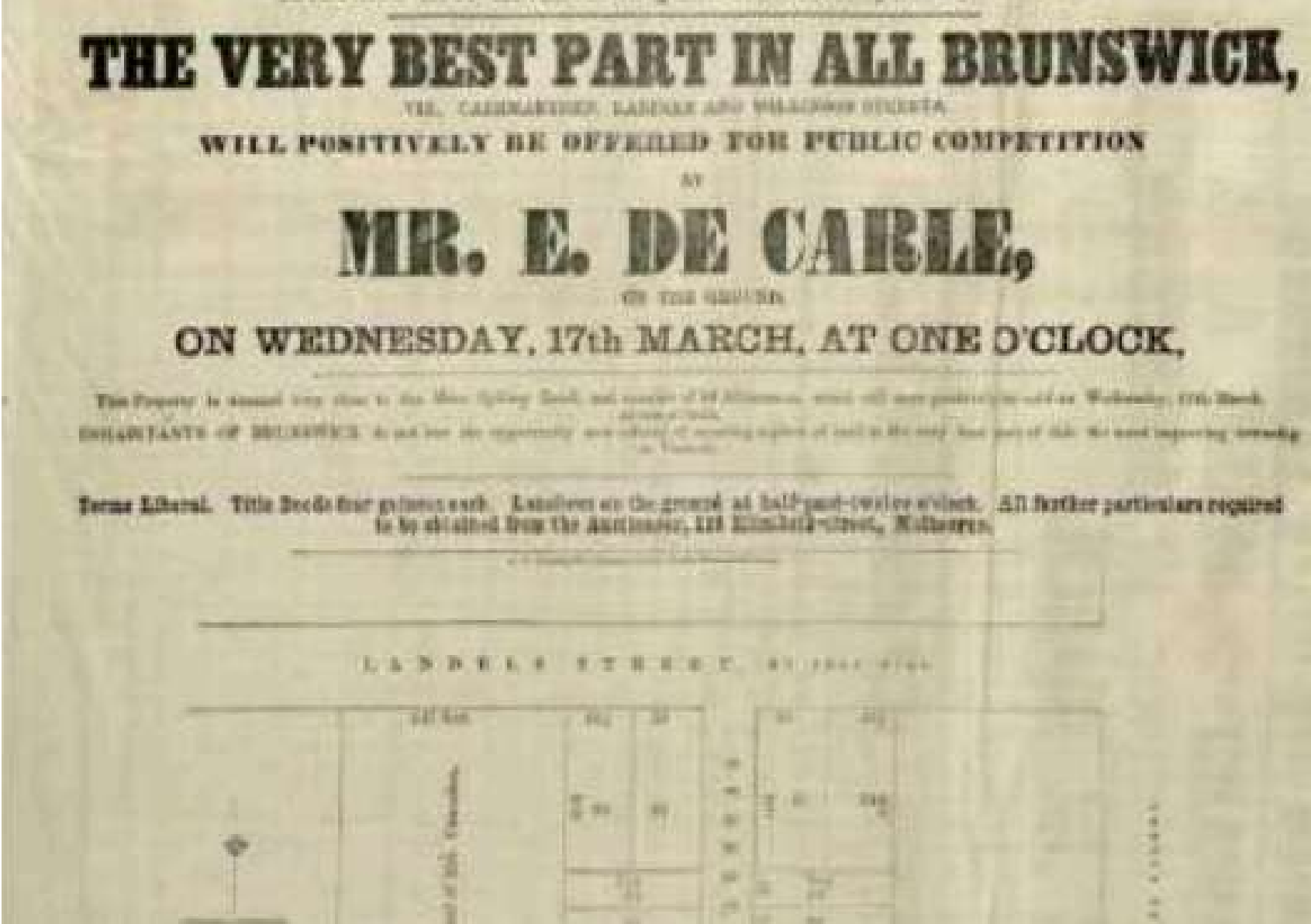
Fleming Park

Fleming Park is significant as it reflects early 20th-century efforts by residents and council to secure public open space, following the precedent of Brunswick Park (1905). Land for Fleming Park was acquired in 1913, developed from 1917, and officially opened in 1919. Fleming Park exemplifies a characteristic Brunswick pattern of land use transformation, evolving from farming to quarrying and later landfill, before being repurposed into a valued community space.

Fleming Park is also notable for its long-standing association with local sporting and community groups, including the Brunswick Bowling Club and East Brunswick cricket and football clubs, as well as for built elements such as the Sir Vivian Adams Pavilion and the c.1919 Community Hall.

01

Brunswick Real Estate Advertisement post 1839 subdivision



02

Children in the playground, 1924



03

Inspecting the new ground, Fleming Park, 28 May 1918



04

East Brunswick FC, 1934



Local Character

Character&Typology

01



02



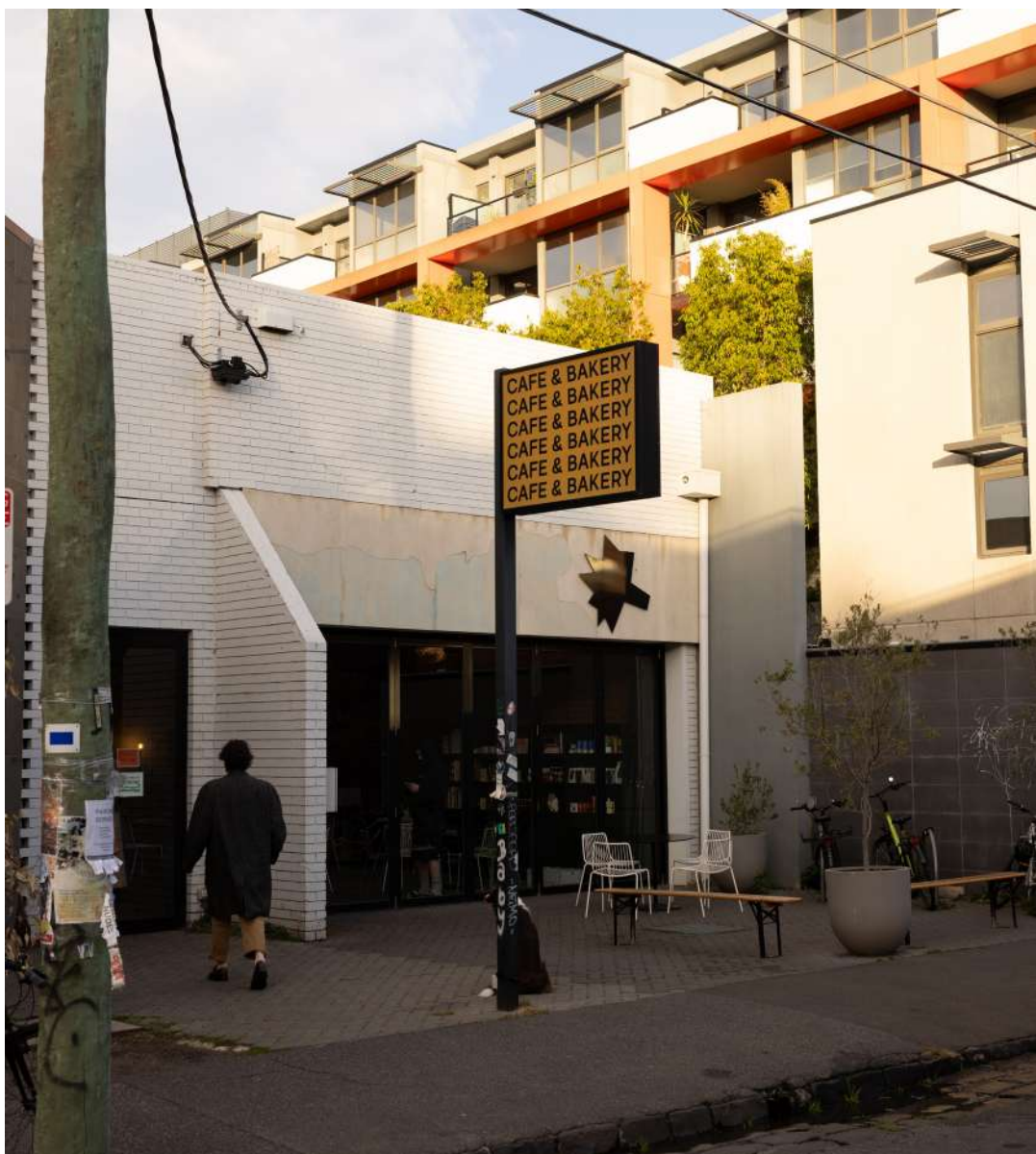
03



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05



06



‘The Albert St Precinct is of local architectural significance. The mix of 19th century building types is notable, with the small, single storey brick terraces in Sedgman Street contrasting with the dominating and ornate two storey terraces and East Brunswick Club Hotel in Albert St.’ – Allom Lovell and Associates, 1999.

While heritage is clearly prevalent today, the presence of industrial buildings and recent developments is equally notable. This mix of eras and uses makes Albert Street an exemplar of Brunswick East’s evolving urban fabric in 2025: a tapestry that is layered, not wholly intact, and therefore open to carefully considered development.

Local Character

Material & Detail

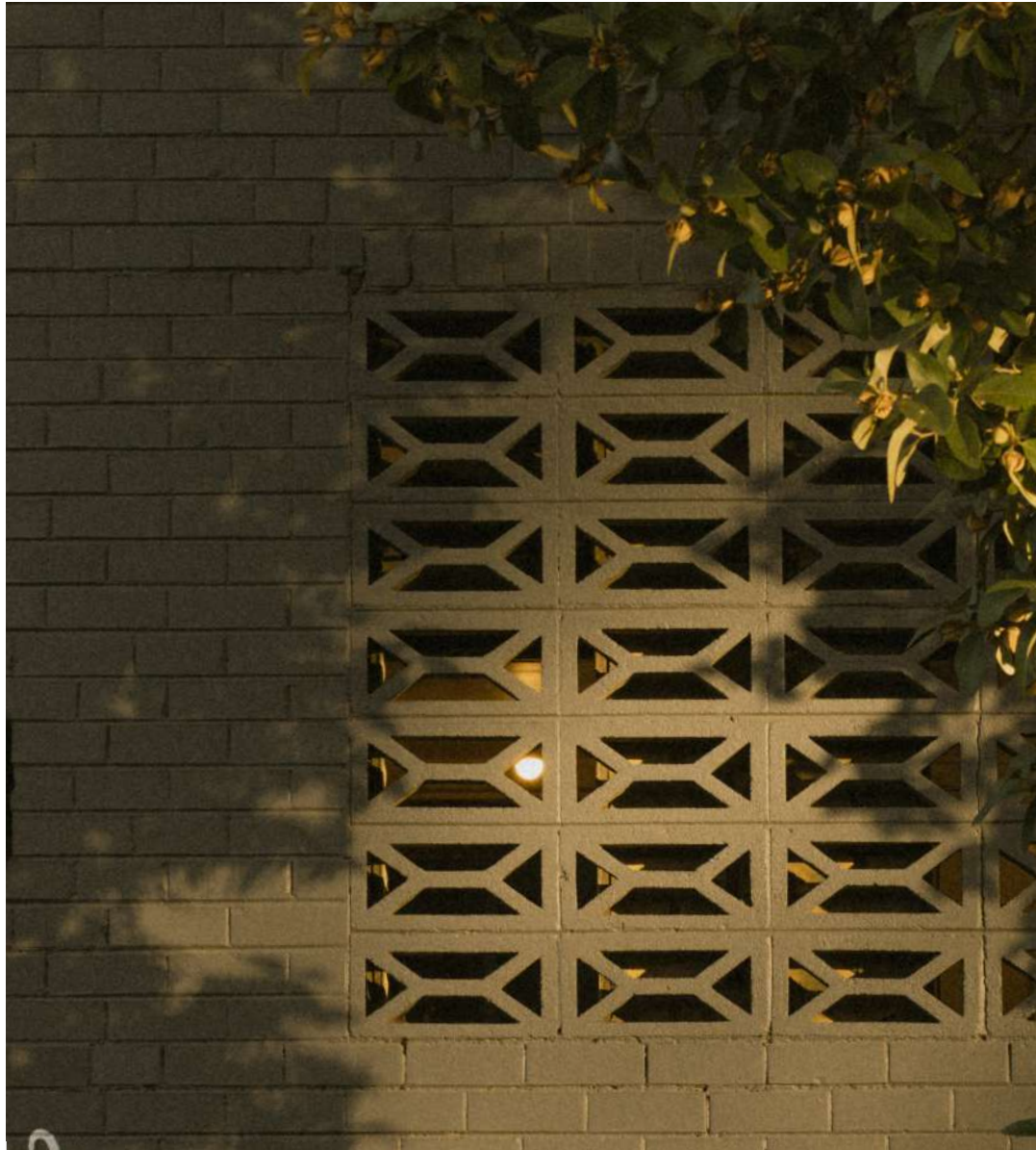
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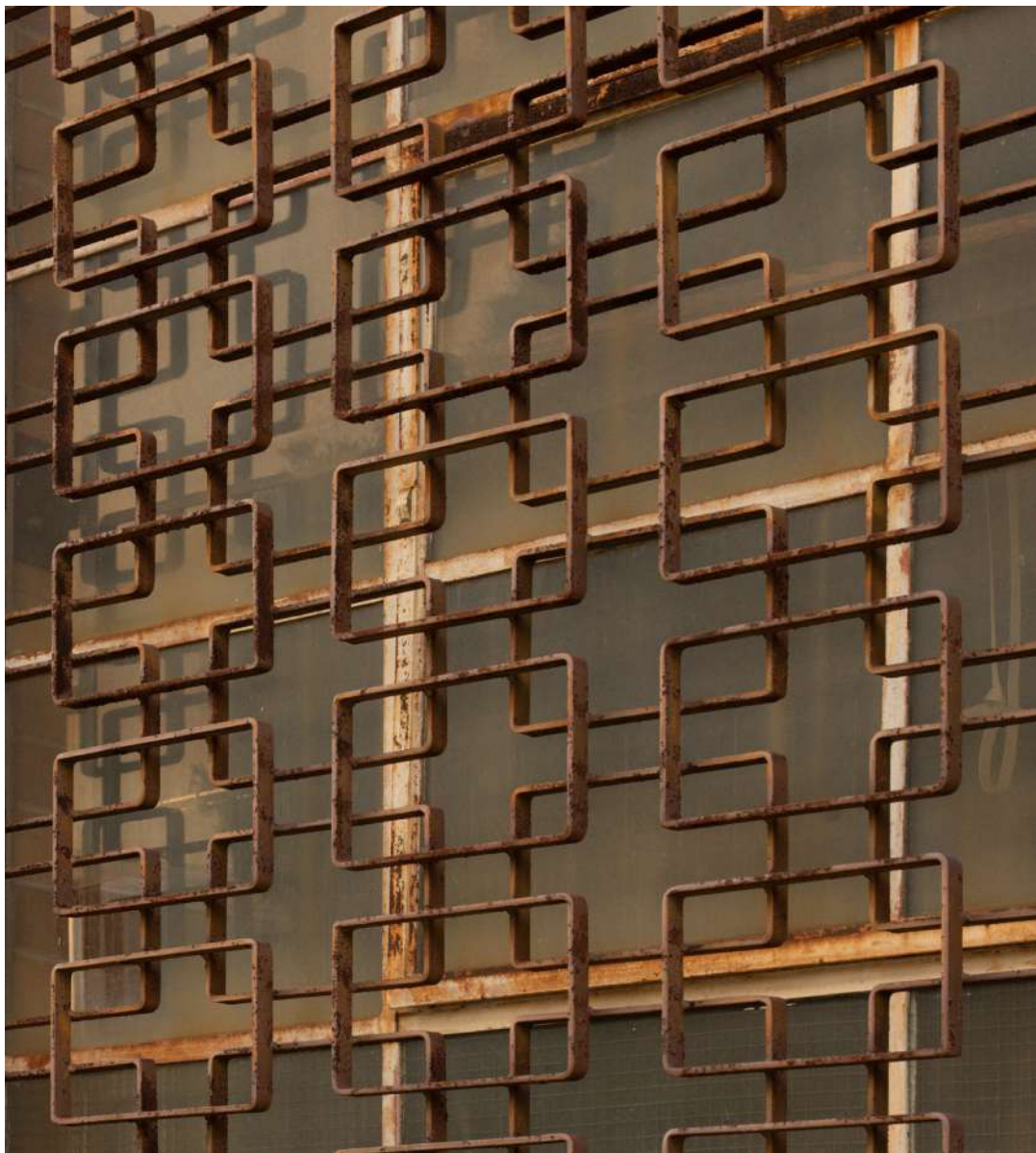
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Terracotta, brickwork, and concrete are dominant in the materials palette of the context.

In addition, iron gates and grilles are prevalent across the eras.

Local Character

Sense of Arrival

01



02



03



04



05



06



In the heritage buildings, a sense of arrival is captured by elements such as gates, decorative street names, colour and tactility. This development aims to draw from the existing neighbourhood character by creating a sense of arrival to dwelling accessed via ground floor street interfaces.

Scale & Rhythm

Granular Residential & Mid Century Window Breakup

Though differing in architectural eras, both the neighbouring terrace houses and the mid century industrial buildings share a clear horizontal and vertical consistency. In each instances, verticality is expressed through structure: the parti walls of the terraces, and the columns of the industrial building, while horizontality is expressed through window placement and balconies.

