



MELBOURNE SOUTH YARRA RESIDENTS GROUP INC.

Established by the residents of South Yarra in 1969

BULLETIN

An Alert for all MSYRG Members

A PLANNING PERMIT APPLICATION IN DOMAIN ROAD: POOLMAN HOUSE

TP-2021-757

253-257 Domain Road, South Yarra.

CONSTRUCTION OF A MIXED USE BUILDING

INCLUDING WAIVER OF STATUTORY CAR PARKING PROVISION

The Application

The application is to partly demolish and rebuild the heritage listed Poolman House to accommodate an 'international renowned private Members Club', including an events room, garden lounge, restaurant, pool and club room with capacity for 481 patrons at any one time, and operating 24 hours per day, 7 days a week. The application also includes a liquor licence up until 3am in internal areas and 1 am in external spaces. Additionally the plans include hotel rooms (approx. 20). The application asks that parking requirements for the site be reduced to only 21 spaces for a venue which could accommodate over 400 patrons.

Full details of the application can be found at the City of Melbourne https://cityofmelbourne.my.sharepoint.com/:b/g/person/michelle_huang_melbourne_vic_gov_au/Ecw9nfgkNghlvnNxmWxUVNEBXUo9ubbior55iaUaDyJv4w?e=liGMbO

Why is this concerning?

The application is extensive (over 400 pages) including a number of consultants' reports in relation to the heritage, traffic, landscaping and noise etc. The MSYRG are still considering the impact of the site renovation and heritage aspect as well as the accuracy of some elements of the consultants' reports.

However a key concern is that the application is to operate a residential hotel and private members club in a property zoned General Residential (GZR). Any operation such as this has considerable impact on the area including waste disposal arrangements, noise, lighting and traffic impacts. There is a potential of up to 1000 guests per day

The operation of the club as proposed would very much erode the value and amenity for the residential area and set a dangerous precedent for all residential areas in South Yarra. If successful, the next application could be next door to your property!

Is the site going to be operated by Soho House?

The application has not stated that the club will be operated as Soho House. A recent article in the Age alluded to the possibility that the club will be operated as Soho House. (Soho or no go), **Michael Fowler, The Age, 2nd December**: 'Neighbours wary of plan to turn mansion into 'celebrity zoo' members' club'

<https://www.theage.com.au/national/victoria/soho-or-no-go-neighbours-wary-of-plan-to-turn-mansion-into-celebrity-zoo-members-club-20211201-p59dqd.html>

Soho House has 28 clubs world wide - the design expressed in this application is consistent with their other clubs. They are extraordinarily popular clubs and MYRG understands the international waiting list for members exceeds 27,000. Potentially the club on the proposed site could have a turnover of 1000 guests a day; the accommodation would always be full; there would be fans and paparazzi

during F1, the tennis, AFL Grand Final, the Film Festival, and the Spring Racing Carnival. There will be limos, Ubers, taxis, private cars waiting – and paparazzi!

What can you do?

The MSYRG will be lodging an objection with the City of Melbourne about the application in the coming weeks after considering all aspects of the application. In the meantime, there are two things we would encourage concerned residents and members to do-

* **Share your concern with MSYRG.** MSYRG is compiling a list of concerned residents. Please let us know if you are concerned by the application. Email secretary@msyrg.com.au with your name and preferred email address. MSYRG plans to collate a list of concerned members so we can then immediately email you with updates.

* We encourage as many individual residents and members as possible **to lodge an objection with the City of Melbourne.** Lodging an objection it is free, and the nature of the objection can be changed if the applicant makes changes to their plans. Here is the link to lodge an objection Go to City of Melbourne [Planning Permit Register](#). Type in TP-2021-757, scroll down and fill out the form to lodge your objection. CoM will register all Objections whether general or specific in detail. While the MSYRG will be lodging an objection, it will be more compelling if both individuals and the residents group lodge objections. The greater the volume of objections the more the Council will be able to consider the weight of the opposition.

We encourage concerned members and residents to share your concerns with us and the City of Melbourne. We thank all of our members for their continued support, and if you have any questions, please email secretary@msyrg.com.au

NB: If you find the links are not working from this Bulletin try ‘copy and paste’ into your own browser to access them

MSYRG Inc.

3rd December, 2021

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