



Myer Redevelopment

Melbourne

Colonial First State Property Trust

Myer Chief Executive Mr Brookes said “there was little separating the winning consortium and other bidders on price but the dome proposal helped sway Myer’s decision. It got down to the design of the building...and the ambience that that created.”

Ben Schneiders, *Myer looks to overheads*, The Age, 23.06.07



1



2

1. Proposed Lonsdale St. development
2. View of Myer redevelopment from Little Bourke St.

NHArchitecture are the architects appointed by the successful bidders, Colonial First State Property Trust (CFX), for the redevelopment of the Myer Bourke and Lonsdale Street stores. The proposal consists of the redesign of the Myer flagship store with a new development north of Little Bourke Street consisting of a number of buildings around a network of public lanes.

This proposal offers a vision driven by bold ideas that includes: increased area to the Bourke Street address, an upgrading that can set new standards in department stores, environmentally sustainable initiatives, and an architectural achievement that adds to Melbourne’s design accomplishments.

The proposed rooftop Myer Room provides a contemporary equivalent to the retained historic Mural Hall – the destination in a destination. It will be the hub of calendar of events – launches, shows, exhibitions and dining. Its crystalline roofscape will be the end of a journey starting from the ground level – it will be the crown of the new Myer Melbourne.

The Lonsdale Street redevelopment will retain the historic façades to the north with five separate buildings behind. These buildings will be up to 10 levels high and be connected via a series of laneways. The mixed use building programme will include retail, hospitality and potential for serviced apartments or a hotel.