

Architecture  
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# BILL SEWELL COMPLEX PART ONE MASTER PLAN

National Trust of Australia (WA)  
20 February 2012

HASSELL



## 0.0 Executive Summary

- 2 The Master Plan has also addressed opportunities to integrate a range of uses into the existing heritage buildings, to adaptively re-use these existing buildings as appropriate and to identify commercial opportunities as a financial resource that can be used in support of ongoing heritage conservation and management of the place.

### Bill Sewell Complex

The Bill Sewell Complex comprises the buildings and grounds of the former Victoria Hospital and 1863 Gaol in the north of Geraldton. The site is immediately adjacent the 'Batavia Coast' waterfront currently being developed by LandCorp as a mixed-use residential precinct, and has direct access to regional and local road networks. The site's topography falls sharply towards the west in its eastern portion, then is gently undulating for the majority of the developed portion. Although good accessibility is available, direct access on the eastern and western frontages is likely to be restricted due to existing traffic levels.

The heritage buildings on the site are generally in good condition and will suit a range of activities with varying levels of interaction consistent with principles of the heritage conservation. The Plan represents the development of the Bill Sewell Complex as a 'window' into the past, present and future of Geraldton, the mid-west region and the State of Western Australia for business and tourism opportunities.

To that end, the plan reflects a number of key structural and design initiatives, including;

- \_The conservation, adaptive reuse and interpretation of heritage buildings on the site to evoke the story of their past in the context of Geraldton and its role in the region
- \_The interpretation of the various phases of history, building purposes and their spatial context in a landscape structure which both links and subtly divides key open spaces across the complex



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- \_The location of key pedestrian routes and alignments which build on the above structure as well as facilitate pedestrian connections to the surrounding street and spaces
- \_The introduction of new development opportunities within contained central courtyard spaces (7 and 8 on the Plan) for uses that will attract regular visitors to the site.

### Key Features

- \_The possible adaptive re-use of the former maximum security prison as the Geraldton Visitors Centre
- \_The potential creation of separately titled land parcels on the eastern, undeveloped portion of the site fronting George Road, for residential and commercial purposes (refer to vacant East area)
- \_The provision of car parking between 'Crowley House' and the above land parcels for tourists and visitors to the site

### Business Case

The range of opportunities reflected in the Master Plan have been reviewed from heritage conservation, ongoing maintenance/management, commercial and economic perspectives. Key to ongoing funding of the Complex will be revenue opportunities, provided by the medium and long term leasing of commercial, hospitality, festival, retail, tourism and civic leases. The site contains land that is surplus to the core context and purpose of the heritage buildings. This land is unlikely to provide an ongoing source of recurrent, lease based income, but provides a good opportunity as a one-off source of revenue through sale and development in accordance with site specific design guidelines.

An analysis of the financial viability of proposed redevelopment options for the Bill Sewell Complex in Geraldton has been undertaken. As a base case, consideration has been given to the redevelopment of the Bill Sewell Complex as an integrated mixed use development, incorporating tourist, hospitality, retail, commercial and residential uses. The site itself will be an integral part of a future thriving activity

centre at the northern end of the Geraldton CBD, incorporating Batavia Coast Marina and Northgate Plaza Shopping Centre. Reference should be made to the detailed Business Case Analysis and the Order of Magnitude estimate included at Appendix A. This involves revitalisation of the existing buildings and preparation of surplus land for sale. The proposed facilities include space for the Geraldton Visitors Centre, which will fulfil a vital role in attracting visitors to the Complex. There may also be an opportunity for Bayly Street, which forms the Northern perimeter of the site, to act as a "main street". Activity along the adjacent Northgate Plaza shopping centre and associated retail could be integrated into this edge of development. Residential and commercial development lots would be created along the eastern perimeter, fronting George Road.

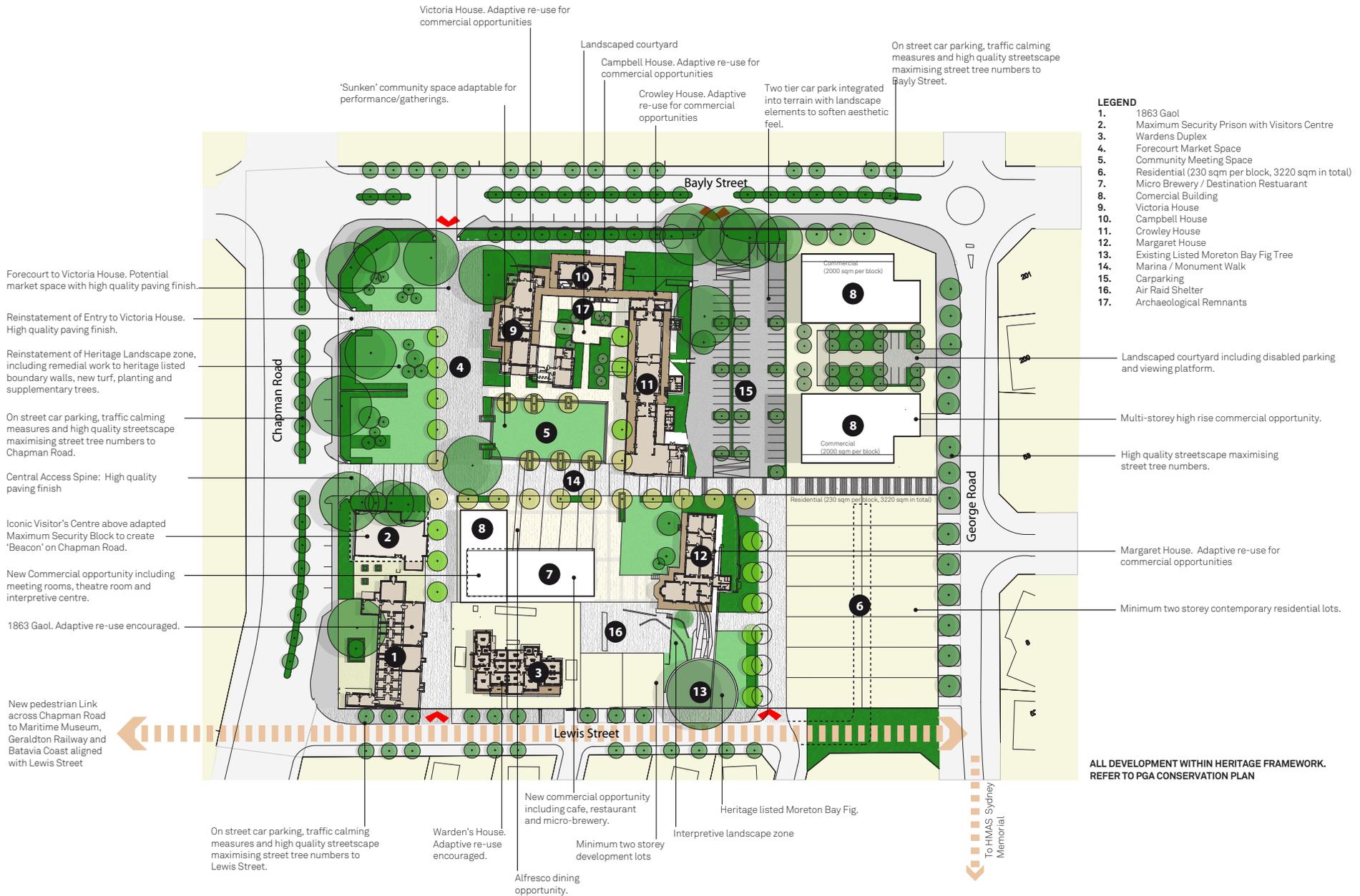
Geraldton is at a significant point in its economic development. With the aim of achieving a population of 100,000 by 2031, significant sustained growth will need to occur, to almost triple the existing population base. This will see a significant change in the land uses, as well as increased demand for all types of land use. The base case analysis is predicated upon a mix of land uses and tenancies and rentals in the order of \$195 per square metre at around 81% occupancy. The average rental rate may need to go as high as \$388 per square metre depending on the preferred development model.

Of the three options modelled, it is immediately apparent that Options 1 and 2 are not feasible insofar as the Net Present Values (NPVs) are substantially negative: -\$11.8 million and -\$5.9 million respectively. The NPV where 100% of the capital funding is sought from grant sources or similar is effectively neutral at -\$7,335. The IRR for Option 3 is estimated at 7.95% whereas the Internal Rate of Return (IRR) for Option 1 and 2 are not calculable in any meaningful sense. The obvious implication from the analysis is that of the three options modelled, Option 3 is the most viable but this would require the Trust to be able to source the entirety of residual capital required from external sources (presumably grant funding) and incur no cost of capital.

## **0.0 Executive Summary**

- 4 Option 2 may be feasible if the Trust was to enter into a joint venture arrangement with a private sector development partner where the partner part funds the redevelopment in return for control of the operations of the Bill Sewell Complex from which it may derive profit from both rental and revenue and from any commercial operations it seeks to implement in the Complex.

## 2.0 Vision



### 3.0 Master Plan

#### 3.2 Concept Master Plan Image



High level view looking South-East (corner of Chapman Road and Bayly Street)

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### 3.0 Master Plan

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#### 3.2 Concept Master Plan Image



View looking East (towards Victoria House and the Visitors Centre at the link to Chapman Road)

### 3.0 Master Plan

#### 3.2 Concept Master Plan Image

View towards Victoria House and Forecourt landscaping showing market and recreation spaces

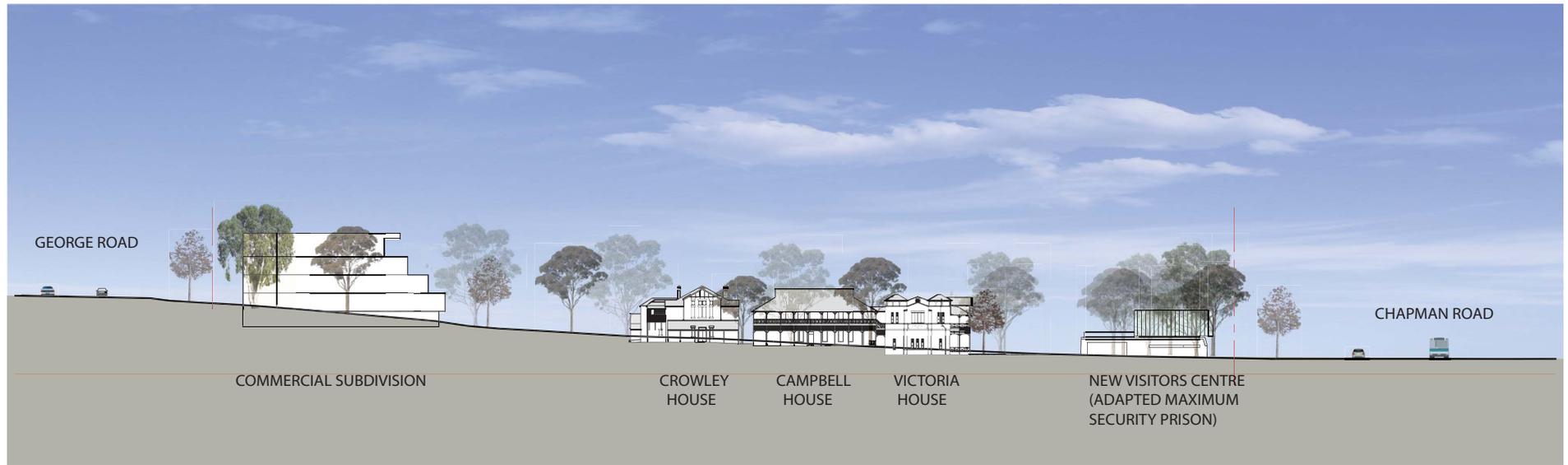


View towards Victoria House and Forecourt landscaping showing market and recreation spaces

### 3.0 Master Plan

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### 3.3 Site Sections



**SITE SECTION SOUTH  
BAYLY STREET**

1\_500 @ A2

### 3.0 Master Plan

#### 3.3 Site Sections



SITE SECTION EAST  
CHAPMAN ROAD

1\_500 @ A2

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### 3.0 Master Plan

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### 3.2 Site Sections



**SITE SECTION NORTH  
LEWIS STREET**

1\_500 @ A2

### 3.0 Master Plan

#### 3.2 Concept Master Plan Image



High level view towards Victoria House looking North-East