City Centre
Local Planning Policy

VERSION 10

June 2019

town planning services

Version	Adoption	Comment
1	24 March 2009 Council Item SC55	Interim Draft.
2	15 April 2009 Council Item SC61	Addendum 1 adopted.
3	23 March 2010 Council Item SC152	Interim Draft.
4	22 March 2011 Council Item SC211	Final.
5	24 April 2012 Council Item SC043	Addendum 2 revoked.
6	26 June 2012 Council Item SC051	Addendum 3 adopted.
7	25 September 2012 Council Item SC056	Addendum 4 adopted.
8	24 May 2016 Council Item DCS269	Final – no objections received during advertising.
9	23 August 2016 Council Item DCS290	Addendum 5 adopted.
10	23 July 2019 Council Item DCS415	Cash-in-lieu parking rate amended (clause 10.2.6 and 10.2.7). No objections received during advertising.

PO Box 101 Geraldton WA 6531
Geraldton Civic Centre T 08 9956 6600 F 08 9956 6674
Mullewa Office T 08 9956 6643 F 08 9961 1206
E council@cgg.wa.gov.au W www.cgg.wa.gov.au
ABN 55 907 677 173

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1.0 CITATION

This is a local planning policy prepared under the *Planning and Development (Local Planning Schemes) Regulations 2015* and the City of Greater Geraldton Local Planning Scheme No. 1 ('the Scheme'). It may be cited as the *City Centre local planning policy*.

The local government may prepare a local planning policy in respect of any matter related to the planning and development of the Scheme area. In making a determination under the Scheme the local government must have regard to each relevant local planning policy to the extent that the policy is consistent with the Scheme.

2.0 BACKGROUND

2.1 Introduction

The future of Geraldton is articulated in the *Strategic Community Plan 2013 – 2023* and as part of achieving that vision, Geraldton's city centre is identified to develop into a truly liveable city centre to invigorate its central core area. The city centre is the focus for intense development within the Geraldton urban area and will showcase infill development, heritage and culture through its built form and the community's use of Geraldton's public spaces and places.

This policy seeks to facilitate the development of a unique city centre possessing a high level of amenity and activity. The success of Geraldton's city centre will increasingly rely primarily on how well it creates a living and vibrant central city lifestyle giving people close and easy access to recreation, culture, shops, employment, transport and services.

2.2 Policy Area

The policy applies to the area zoned 'Regional Centre' on the Scheme. The city centre is further broken down into 7 precincts (see Figure 1).

2.3 Planning Context

2.3.1 Local Planning Strategy

The *Local Planning Strategy* recognises the importance of the city centre for economic, social, cultural, heritage and city building influences it has on the broader local government area. The *Local Planning Strategy* includes two strategies of particular relevance:

1. Ensure the city centre remains the principal activity centre within the district, providing the most intensive concentration of development in the region with the greatest range of high order services and jobs and the largest commercial component of any activity centre.

2. Ensure that the city centre is multifunctional, provides a high level of amenity and is the focal point for all modes of transport.

This Policy addresses the above strategies, through guidance that encourages quality design, vibrancy and high amenity, together with introducing a range of height limits with emphasis on greater height within the city centre core.

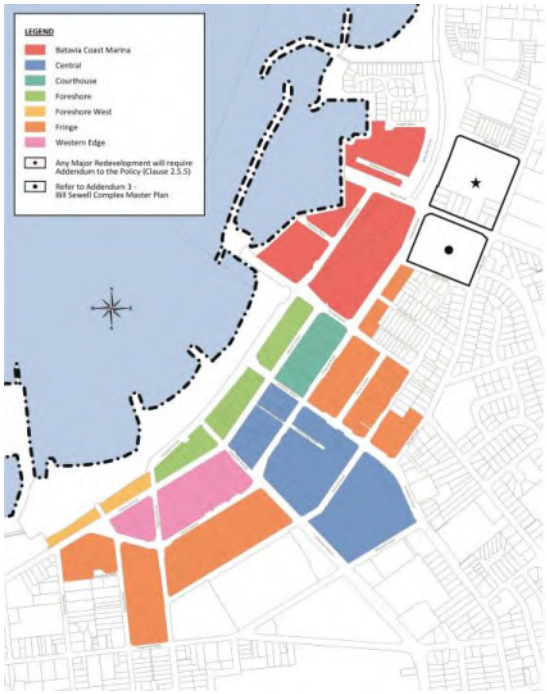


Figure 1 – City centre precincts

2.3.2 Geraldton City Centre Vibrancy Strategy

The *Geraldton City Centre Vibrancy Strategy* focuses on increasing vibrancy of Geraldton's city centre. This Policy aims to supplement vibrancy goals, strategies and outcomes for the Geraldton city centre through guidance for built form, land use and development.

2.3.3 Residential Development Strategy

The *Residential Development Strategy* identifies the city centre for 'high density residential', with a comparable density of 'R80' and above.

This Policy supports the introduction of high density residential within the city centre. The Policy promotes mixed use development that incorporates residential above appropriate land uses that contribute to the vibrancy, activity and intensity of the city centre.

2.3.4 Commercial Activity Centres Strategy

The *Commercial Activity Centres Strategy* identifies the city centre as the largest multi-functional centre of activity, providing the most intensely concentrated development in the region. It has the greatest range of high order services and jobs and the largest commercial component of any activity centre. The centre services the greater Geraldton and Mid West region.

The *Commercial Activity Centres Strategy* actively encourages the consolidation and prioritisation of the Geraldton CBD. This Policy supports the continued maturation of the city centre into an intense, diverse Regional Centre that provides a range of opportunities for work, leisure and accommodation.

2.3.5 Integrated Transport Strategy

The *Integrated Transport Strategy* acknowledges that transport infrastructure has predominantly been focused on serving private vehicles and this now needs to be better diversified to include good public transport and accessible walking and cycling networks.

This Policy will assist in achieving some of the guiding principles of the *Integrated Transport Strategy* namely, helping to create the city centre as a destination and discouraging through traffic, encouraging sustainable modes of transport and integrating transport and land use planning.

2.4 Using the Policy

This Policy does not dictate style or taste, but rather provides an objective framework that can accommodate both concepts of flexibility and certainty. The Policy has been formulated using a modified "performance" approach. It is not intended that this Policy be applied rigidly, but each application be examined on its merits, with the objectives and intent of the Policy the key for assessment.

In the first instance, development proposed within the city centre should be considered against the **Design Guidelines** provisions within this Policy. However, it should not be assumed that the local government, in exercising its planning discretion, be limited to the Design Guidelines provisions and that mere compliance will result in an approval. This approach has produced many examples of inappropriate built form that is now considered 'ugly' and are a long-term blight on the city form. At the same time, this Policy seeks to provide a degree of certainty by way of providing guidance on height, setbacks etc.

The local government encourages applicants to produce innovative ways of achieving the stated **Objectives** and acknowledges that these may sit outside the more traditional planning and architectural approaches. In these instances the local government is open to considering well presented cases, during pre-application consultation, having due regard to the outcome of any public consultation undertaken for major projects and the orderly and proper planning of the city centre.

The local government seeks to establish a mindset that developers and the local government are partners in achieving the goals and objectives of this Policy. The developer brings a proposal for a property to the local government and the local government provides and manages the city centre context of the property. The local government has a commitment for every property to manage and improve all of the public domain and thus seeks a cooperative and complementary model for development projects in the city centre.

2.5 Related and Supplementary Information

2.5.1 City Centre Transport Planning & Car Parking Strategy

This strategic document guides the local government in terms of CBD car parking and alternative modes of transport. It encompasses a holistic approach to transit planning and car parking thereby enabling all options to be evaluated over time. The key component to the Strategy is the *City Centre Car Parking Management Plan*.

2.5.2 Architectural and Urban Design Guidelines, Marine Terrace Central Geraldton

These Urban Design Guidelines, prepared by BSD Consultants were adopted by Council in August 1994 and apply to buildings generally, and facades specifically, fronting onto Marine Terrace between Cathedral Avenue and Durlacher Street (i.e. the Marine Terrace partial mall). They were produced to compliment the initiatives of the Marine Terrace Central Redevelopment Project (1994). It is the principal intent of the Urban Design Guidelines to encourage the improvement of facades, and specifically establish a consistent (although not necessarily identical) theme throughout the street to contribute in a positive way to the total character of the central area.

This is a supplementary document that does not override this Policy. Appendix A contains the relevant extracts that should be used as reference and for additional guidance and direction.

2.5.3 City of Geraldton Development Guidelines

These Development Guidelines, prepared by Considine and Griffiths Architects in April 2003, are intended to assist with conservation and development in the study area so as to accommodate and manage change sensitively, not to prevent it. They are designed to protect and reinforce character and significance and achieve high quality new development.

This is a supplementary document that does not override this Policy. Appendix B contains the relevant extracts that should be used as reference and for additional guidance and direction.

2.5.4 Geraldton Foreshore Conservation Plan

This Conservation Plan, prepared by Considine and Griffiths Architects in April 2003, should be used as the primary guiding document for the conservation and future use of places, which includes heritage areas of cultural heritage significance.

2.5.5 Addendums

It is likely (given the diversity of the city centre) that specific sites will require more detailed design indicators and parameters to provide further guidance. In these instances site specific design guidelines (which may vary the requirements of this Policy) will be attached to this Policy.

3.0 OBJECTIVES

This Policy has a suite of strategies that, working together, promote three essential qualities for a healthy and vital city centre:

1. A significant residential base that supports a diverse and concentrated mix of uses, generating a lively, interesting social environment and a profitable business setting.

2. A quality environment that establishes a distinctive 'sense of place' by having a physical setting designed to encourage and accommodate pedestrian activity and is unique in its architecture, landscapes and culture.

3. A 'future proofed' city centre that is robust enough to withstand the changes that are likely to occur as a result of peak oil prices, climate change and public attitudes/behaviour regarding sustainability.

These concepts were broadly endorsed at a stakeholder workshop (November 2006) where the participants considered that the Policy would provide some continuity of design and ensure quality outcomes that would allow the local government to respond to the aspirations of the community and plan more effectively for the future.

The principle aim of this Policy is to encourage the transition from 'a local to a global regional city' and to promote the development of the city centre in a manner that considers the interrelationships between the five pillars of sustainability of:

1. Culture – vibrant arts, culture and education.
2. Environment – a sustainable built form and natural environment.
3. Social – a strong healthy community which is equitable, connected and cohesive.
4. Economy – a dynamic, diverse and sustainable economy.
5. Governance – inclusive civic and community engagement and leadership.

This Policy focuses on planning outcomes that consider human movement, land uses, economic values, built form, ecological and environmental systems, art and culture and community aspirations, thereby producing a more sustainable city centre. Specifically the objectives of this Policy are to:

a) To ensure the city centre continues as the largest multi-functional centre within the local government area, providing the most intensely concentrated development in the region, providing for the greatest range of high order services and jobs and the largest commercial component of any activity centre.

b) To link the city centre to the activities that surrounds it.

c) To encourage an appropriate mix of land uses in a manner that capitalises on opportunities associated with an accessible and activated city centre.

d) To promote residential development within the city centre as a sustainable and desirable alternative to the suburban and rural living areas.

e) To encourage the development of appropriate human scale built form at the street level, and support building height that contributes to a skyline that is in keeping with the desired character and scale of the traditional city centre and respects surrounding land use and development, in seeking to be a 'global regional city'.

f) To facilitate retail, business, commercial, health, education, entertainment, cultural, recreational, community, tourism and public transport activities.

g) To provide development and urban design guidance for development applications within the city centre and to encourage innovative design solutions where appropriate.

h) To have regard to the historical and cultural elements of the city centre, including sites and buildings, ensuring they are respected and or protected as required.

i) To seek to consider the five pillars of sustainability (culture, environment, social, economy and governance) for providing outcomes of the city centre, in preference to focussing solely on economic outcomes.

4.0 LAND USE POLICY MEASURES

The local government is seeking to build retail investment by increasing the number of people living in the city centre, and providing for cultural, entertainment and recreational uses that help make the CBD a regional attraction. There is considerable flexibility in the composition, range and possible distribution of land uses throughout the city centre (pursuant to the Scheme) and the mixing of compatible land uses is encouraged. Key concepts to have regard for are:

a) Encourage residential living within the city centre

Residential living in the city centre means people living in apartments generally above offices and shops. When people live in the city centre they assist in activating the area by (inter alia):

- Patronising city centre businesses, recreation and cultural events;
- Providing a human presence in the city centre after business hours;
- Increasing security through active and passive surveillance;
- Participating in street oriented activities such as walking, cycling, jogging etc.;
- Investing through purchasing premises for residences and small business home/office;
- Contributing to the reduction of urban sprawl by seeking housing in the established city centre and not at the greenfield development edge;
- Engaging with other city centre residents, workers and visitors to create a social dynamic to city centre living;
- Walking to work and other activities reducing the car dominance of city centre streets and public parking demands, and improving modal shift to walking, cycling and public transport; and
- Demanding better designed living options (new city centre dwellers will raise market expectations and want equal or better quality accommodation than suburban options).

With a larger city centre population, businesses have a ready and immediate supply of customers; urban parks and recreation areas are better utilised and surveilled; people are more likely to utilise and socialise on the streets; and through a stronger people presence in public places and spaces, improved safety and added sense of security can be achieved. Having people live in the city centre also contributes towards reducing traffic congestion. To make a city centre work for its people, it should be designed to maximise pedestrian use and the ease of movement for cars should be considered as a lesser priority to the ease of movement for pedestrians, cyclists and users of public transport in the city centre.

b) Bringing back the commercial and retail

More sustainable urban development requires that retail centres and offices need to be brought back into the city centre and become part of the urban mix. A preferred approach is to absorb ‘large format’ type developments into the retail core and sleeving the perimeter of the large format tenancy with a skin of smaller buildings/tenancies, concealing its bulk and creating active frontages. Additionally, car parking should be out of sight behind the perimeter skin of smaller buildings.

c) Making the Foreshore the heart

With such a public investment in the Geraldton Foreshore, it is only logical that the local government aims to establish the foreshore and CBD surrounds as the heart of public life in the city centre. It is envisaged to become a vibrant place of café's, boutique retail, entertainment, recreation and public meeting places.

Moving outwards from the CBD and Foreshore, it is envisaged that level of intensity will appropriate decrease, with more mixed use office/residential, commercial and retail spaces. The same concept applies vertically within the built form. It is desirable that street level floorspace be retained for retail, service and community focused activities. Within the buildings there should be a transition towards office space with residential on the upper levels.

d) Make the streets active and interesting

Local identity can be strengthened by a clearer definition of the activity centre's boundaries, with offices particularly desirable at the edges of these activity centres, or above the ground level within mixed use development. It is desirable that the street level is the focus of retail, service and community uses. The local government encourages land uses at the ground level to activate the street and public domain (i.e. public open space, public laneways, malls and the like).

Shopfronts at ground floor level should provide for attractive window displays (illuminated at night) and restrained use of signage. Activities at ground level should aim to provide interest for pedestrians. Uses that are associated with activity in non-business hours include retailing, cafés and restaurants, all of which contribute towards the city centre being a place of activity during daylight and evening hours.

4.1 Land Use Objectives

a) Support residential living within the city centre, both around the edges and in the upper levels of buildings.

b) Ensure the Foreshore and its immediate surrounds are distinguishable as 'the heart of the city'. Facilitate retail activity within this node, and encourage commercial and less active land uses such as commercial uses, offices, short-stay accommodation and residential are located above the ground level.

c) Provide flexibility and compatibility in the distribution of land uses throughout the CBD.

d) Link retail uses to cultural, leisure and office activities.

e) Encourage mixed land uses within each precinct and capitalise on retail opportunities in mixed-use developments.

f) Provide continuity in ground level retail uses (ie. continuous storefronts along important pedestrian connections).

g) Create a sense of place and positive setting for pedestrian activity by providing comfortable, safe, and interesting streets and activation at ground level.

h) Encourage land uses that promote movement and activity throughout the CBD and partner with the local government on ground level design through private/public space design (i.e. improved street/laneway lighting design, artworks, etc.).

4.2 Land Use Design Guidelines

4.2.1 Land use permissibility within the Regional Centre zone is outlined in the Scheme. The local government encourages land uses at the ground level to activate the street and public domain (i.e. public open space, public laneways, malls and the like).

4.2.2 Appropriate land uses at the ground level (having regard to the Scheme) are considered to include:

a) Retail uses such as convenience stores, liquor stores, markets, shops and personal services.

b) Entryways to arcades, malls and laneways to access community facilities, retail, commercial, tourism and residential land uses.

c) Food and beverage uses such as cafés and restaurants.

d) Tourism uses such as hotels, motels, and short-stay accommodation where activation of the street is undertaken through the layout of facilities within the development.

e) Entertainment uses such as small bars and taverns.

f) Commercial uses such as consulting rooms and small offices that benefit or capitalise on passing foot traffic.

g) Car parking (subject to clause 10.0) – basement car parking may be an option for all Precincts subject to local conditions.

4.2.3 Foreshore and Foreshore West Precincts – *"The heart of the city centre"*

This area is envisaged to be a place where people live as well as come to rest and recreate, use the beach, walk around and meet each other. After shopping in the CBD people can come to these precincts for a coffee and to relax and watch the ocean. At night it comes alive with restaurants, cafés and bars. These precincts should promote the use of the foreshore, as a natural playground for the city centre during the day, and as a valuable nightlife/tourism attraction in the evening.

Ground / First Floor Uses	***Above Ground Floor Uses***
Boutique retail	Residential
Restaurant / small bar (with alfresco dining)	Offices
Civic and cultural uses	Commercial
Community and leisure facilities	Hotel / motel / short-stay accommodation
Entertainment activities	Parking
Commercial	
Hotel / motel / short-stay accommodation	
Short-term parking	

4.2.4 Central Precinct – *"Where the business happens"*

This precinct of the CBD will have a predominant retail and commercial function at the ground level, whilst allowing accommodation within upper levels of development. The Central precinct will have a mix of businesses, shopping and residents. The public domain will be inviting and be pedestrian focused, with attractive streetscapes, street trees, lighting and street furniture. It is also a place where people can walk out from their work and meet in cafés or have a meeting over lunch. The mall is the focal point of the CBD and should be

accessed from a number of inviting arcades and other developments that provide for easy access across town. Increasingly parking should be provided around the CBD to reduce the impacts of cars on the mall, consistent with the *City Centre Car Parking Management Plan*, keeping it primarily for pedestrian activities.

Ground / First Floor Uses	***Above Ground Floor Uses***
Retail (including discount department store)	Residential
Offices	Offices
Restaurant (with alfresco dining)	Commercial
Civic and cultural uses (including governance)	Parking
Commercial	Consulting activities
Short-term parking	
Consulting activities	

4.2.5 Western Edge Precinct – *"The cappuccino strip"*

This precinct is the place where it is envisaged the interesting social life will happen. It is more 'funky' and 'bohemian' than the Central precinct. The Western Edge has architectural heritage that lends towards the refurbishment and adaptation of existing buildings. The Western Edge is envisaged to contribute towards a more social focus, including boutiques, retail, cafés and restaurants, businesses and upper level residential.

Ground / First Floor Uses	***Above Ground Floor Uses***
Boutique retail	Residential
Restaurant (with alfresco dining)	Offices
Civic and cultural uses	Commercial
Community and leisure facilities	Hotel / motel / short-stay accommodation
Entertainment activities	Parking
Commercial	Consulting activities
Hotel / motel / short-stay accommodation	Nightclub / tavern type uses at the discretion of the local government
Short-term parking	
Consulting activities	
Small commercial enterprises	
Nightclub / tavern type uses at the discretion of the local government	

4.2.6 Courthouse Precinct – *"Civic and historic"*

This precinct is an extension of the CBD but with less intensive night-time activities. The civic tone of the precinct is set by the Courthouse and police station. Buildings should respond to and respect the built heritage features of the Courthouse without slavishly copying or creating faux-historic facades. This precinct provides a link to the Batavia Coast Marina, Museum and old railway station.

Ground / First Floor Uses	***Above Ground Floor Uses***
Boutique retail	Residential
Offices	Boutique retail
Restaurant (with alfresco dining)	Offices
Civic and cultural uses	Restaurant (with alfresco dining)
Community and leisure facilities	Civic and cultural uses
Short-term parking	Community and leisure facilities
Consulting activities	Short-term parking
Small commercial enterprises	Consulting activities
Civil administration	Small commercial enterprises
Reception / function rooms	Civil administration
	Reception / function rooms

4.2.7 Fringe Precinct – *"Transitional"*

This precinct should provide the support structure necessary for a more intense and active central CBD. In this way it serves as a linkage between the surrounding areas and a transition into the city centre core.

Ground / First Floor Uses	***Above Ground Floor Uses***
Boutique and medium sized retail	Residential
Offices	Offices
Restaurant / snack bar	Parking
Civic and cultural uses	Consulting activities
Community and leisure facilities	
Short-to-long term parking	
Consulting activities	
Commercial	
Reception / function rooms	

4.2.8 Batavia Coast Marina Precinct – *"Connecting to the CBD and the waterfront"*

The Batavia Coast Marina will become a renowned waterfront revitalisation development, providing a vibrant mixed use precinct defined by an eclectic mix of residential, retail, entertainment and commercial land uses. Batavia Coast Marina development will integrate the urban core of Geraldton, providing a cohesive city centre link. Defined by a built form comprised by both heritage preservation and contemporary landmark developments, Batavia Coast Marina will establish itself as the pre-eminent tourism 'hot-spot' of Geraldton and the Midwest Region.

Ground / First Floor Uses	***Above Ground Floor Uses***
Retail	Residential
Restaurant / small bar (with alfresco dining)	Retail
Offices	Restaurant / small bar (with alfresco dining)
Civic and cultural uses	Offices
Community and leisure facilities	Civic and cultural uses
Entertainment activities	Community and leisure facilities
Commercial	Entertainment activities
Hotel / motel / short-stay accommodation	Commercial
Short-term parking	Hotel / motel / short-stay accommodation
Consulting activities	Short-term parking
Reception / function rooms	Consulting activities
	Reception / function rooms

5.0 HEIGHT POLICY MEASURES

This Policy recognises that in order for growth in population and expansion of the city centre the development of generally taller buildings than those that have been previously built in the city centre must be anticipated. Over time, as the economy continues to diversify and industry sectors turn towards locating within the city, it will be necessary for the city centre to act as the regional capital of the Mid West with a genuine and iconic CBD district taking advantage of its waterfront location. Medium-rise to higher-rise buildings would have a part to play in the provision of necessary floor space for residential accommodation, retail and commercial development. Over time, growth in floorspace will be needed to support the expected population growth, and to also create a vibrant city centre.

Concentrating higher built form to within the 'core' of the city centre is considered to have merit, as an alternative to allowing tall buildings along the coastline and thereby detracting from the environmental characteristics and predominately residential amenity of the coastline and suburban areas. From the city centre, there are important vistas north and south along the coast, and north-east towards the Moresby Range, that would otherwise be interrupted by a progression of tall buildings.

For the local government a more intensely developed city centre area brings with it considerable opportunity for contributions and trade-off's back to the sustainability of the city centre through better quality design of buildings; a more liveable and safer city; better pedestrian access; bringing retail and commercial back to the city centre; and using more sustainable building designs and materials.

The local government encourages people to live in the city (typologies such as apartment style living or above ground residences) and, as part of inner city living, opportunities for ocean or scenic viewscapes will assist in selling the lifestyle to residents. Geraldton is a unique city with an attractive waterfront which has undergone a significant transformation in recent years. As well as being a valuable recreational space, it also provides a unique viewscape that should be accessible to as many people as possible.

There are comparable population centres on the eastern coast of Australia that have permitted tall buildings immediately fronting the coastline, which can be detrimental to the development potential of properties further setback from the ocean. Properties which directly abut Foreshore Drive should not be permitted to create walls of high built form, which can also stymie opportunities for built form further within the core of the city centre from having views, which may assist in achieving viability of development. The local government is mindful for controlling building height and form to maximise opportunities for views and vistas of the ocean and waterfront, in order to both incentivise development within the core of the city centre as well as to protect this valuable visual resource.

The local government recognises the value of having 'Landmark' buildings. These provide points of reference and identification for people. A 'Landmark' building may be taller and should be uniquely distinguished by its location, aspect and architecture.

The profile (or shape) of the city is an important aspect that needs to be considered rather than focusing solely on blanket building height. The north-east – south-west profile should aim for good social transitions.

There is logic to ensure that there is a suitable transition from residential and suburban areas towards more mixed use, commercial and central city areas. Large, sudden changes in building typology (e.g. tall commercial buildings overshadowing single storey residential buildings) creates a jarring effect and can lead to a disjointed urban appearance and a diminished amenity of the urban lifestyle. Inappropriate siting of tall buildings within an area can also have undesirable impacts with regards to solar access and overshadowing, overlooking, noise, unattractive 'sides' or 'backs' of buildings being highly visibility throughout an area. As a consequence, poor design and/or control of urban design outcomes of a development can lead to an undesirable legacy as well as social stigma or resistance towards medium to high density built form.

The city should generally have a uniform shape that comfortably moves from single, double or triple storey residential developments in more suburban areas, to 3 storeys within the Mixed Use zone and standard heights of 3 to 5 storeys within the city centre (and in excess of 5 storeys in particular cases within the core area of the city centre).

When viewed from the Sydney Memorial the city centre should present a pleasing view of attractive buildings and rooftops, with limited clutter from inappropriate placement of air conditioning equipment, exhaust vents, aerials, telecommunications infrastructure, etc.

5.1 Height Objectives

a) Ensure that building heights are consistent with the desired profile, scale and built form of the city centre.

b) Ensure that the general rhythm of elevations is respectful of and compliments the existing or desired character of the street (via podiums and setbacks).

c) Maintain a continuous, and continuity of, spatial character enhancing the existing or desired streetscape.

d) Facilitate 'Landmark' (iconic) development at key sites/locations (within the area as defined on the building heights plan, Figure 2 and in accordance with clause 13.0).

e) Provide flexible development standards to facilitate appropriately scaled development that also respects and complements the existing cultural and heritage buildings.

f) Control building height and form to maximise opportunities for views and vistas of the Geraldton Foreshore and waterfront.

5.2 Height Design Guidelines

General height

5.2.1 Building height is the vertical distance between the Average Natural Ground Level (ANGL) along the street frontage to the wall height of the upper-most storey of the building. Where half basement parking is proposed (clause 10.2.4), building height is still calculated from ANGL.

The building height measurement excludes minor attachments to the roof such as plant and equipment. However, the design and location of rooftop plant will be subject to the local government's scrutiny and will be considered as an integral part of the development approval process.

5.2.2 Building heights should be in accordance with the building heights plan (see Figure 2) and shall be measured from the ANGL at the street (or road) frontage. For corner sites further reference will need to be made to setbacks in clause 6.0.

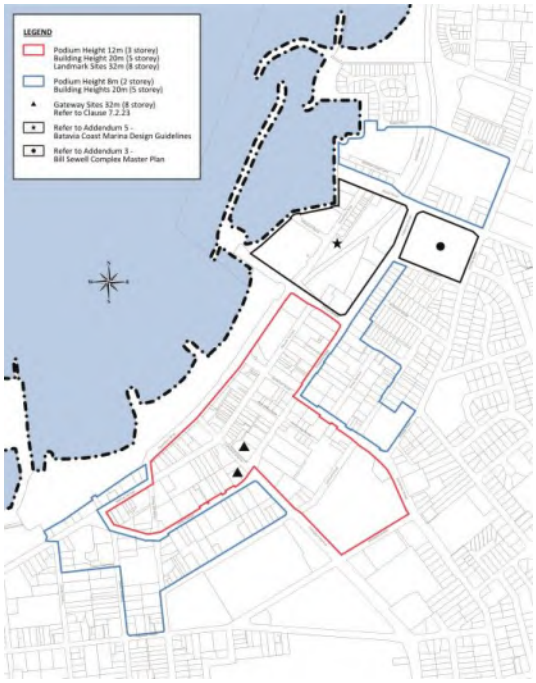


Figure 2 – Building heights plan

5.2.3 Notwithstanding that plant and equipment located on rooftops are not included in the measurement of the height of the development, all plant and equipment should be screened from view at street level and made visually acceptable such that it fits in with the surrounding roof-scapes when viewed from other buildings. The aim is to minimise any adverse visual impacts.

5.2.4 The total height of any building should be as per the buildings height plan (see Figure 2) and measured from ANGL inclusive of parapets and rooflines (see Figure 3).

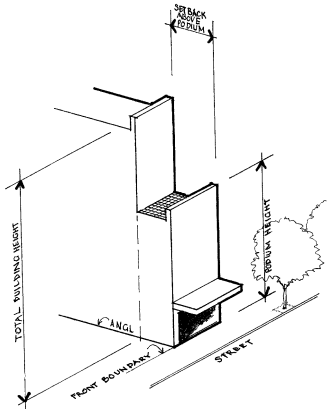


Figure 3 – Total height

5.2.5 Where a lot has two street frontages, and there is more than 1m difference between their ANGL's, the lot can be developed utilising both ANGL's with the change in building height at approximately the mid-point of the lot, subject to the local government's determination (see Figure 4).

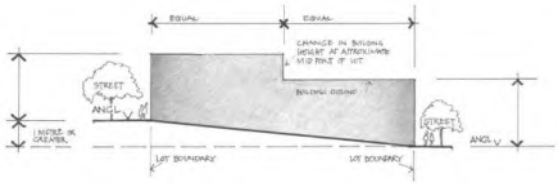


Figure 4 – Changes in building height for lots with 2 street frontages

Podiums

5.2.6 Building design should also address the impact on the streetscape when viewed from street level. Although development of a scale which conforms with that of surrounding buildings is encouraged, the height of new buildings may exceed the established streetscape height. To minimise the impact of a new 'over-sized' development within a streetscape, a podium generally is required to ensure there is a suitable 'human scale' at street level.

5.2.7 A podium can be used to create more detailed building design at the street level, and marking the entry point between the public space of the street and the private space of the building. The appearance of a podium can also be of a much lighter structure and create the opportunity to create a sense of interest in materials and colours that enhance the main building.

5.2.8 The podium, as the base for a taller building, can thus be designed to fit in with the older (traditional), lower scale buildings. Behind the podium, the upper levels of the development should be setback (refer to clause 6.0).

Detailing

5.2.9 Where a development has decorative parapets or a gabled roofline these protrusions shall not exceed 2m above the podium of the building (see Figure 5).

5.2.10 Generally roofs pitched less than 5 degrees shall have parapet walls to building edges.

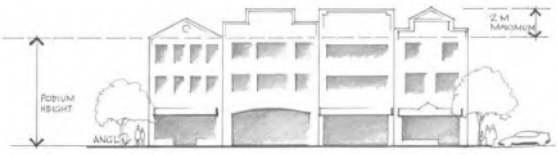


Figure 5 – Protrusions above the podium

Foreshore

5.2.11 Properties with a Foreshore Drive frontage may have sea level based restrictions on finished floor levels. Due to these restrictions, developments have an opportunity to develop an undercroft level for car parking.

5.2.12 Where a minimum floor level is established to allow for storm surge, building height shall be calculated from that minimum level.

5.2.13 Notwithstanding clauses 5.2.14 to 5.2.16 and clause 13.0, there is a general presumption against developments that propose higher built form in excess of 20m (5 storeys) in the Foreshore and Foreshore West Precincts.

This should not be construed that the local government will not approve any higher development but rather that the local government is open to considering applications that can demonstrate significant benefits to the public (far in excess of what is prescribed in clause 13.0) and also that the built form will not contribute to 'visual damming' (see Figure 6).

Figure 6 – Possible 'visual damming' effect (if higher, monolithic developments with a maximum footprint are extended along Foreshore Drive)

Additional height

5.2.14 Buildings above the podium heights will need to address the additional criteria for height bonuses in clause 13.0.

5.2.15 The nominated 'Gateway' sites (shown on the building heights plan, Figure 2) are located to allow for development to 'frame' gateways into the city centre area (refer to clause 7.2.23). It is expected that these developments will be denser than their adjoining counterparts and be uniquely distinguished by their location, aspect and architecture.

Landmark sites

5.2.16 Landmark sites may be considered (within the area as defined on the building heights plan, Figure 2) where it is iconic in nature, achieves significant environmental building rating and does not significantly impact surrounding developments through wind, overshadowing and other amenity factors. Development proposals will need to address the additional criteria for height bonuses in clause 13.0.

6.0 SETBACKS POLICY MEASURES

New buildings and redevelopment of existing buildings should aim to establish a continuous but varied 'urban wall'. Built form should seek to provide a visually interesting set of façades with wide and expansive window spaces, opportunities for covered walkways, alfresco dining areas and small plazas. Designs should recognise opportunities for providing these attractions for pedestrians under podium areas. Buildings with large blank façades are not acceptable.

Cathedral Avenue is the main access road into the city centre. When travelling into the city along Cathedral Avenue the two Cathedrals, the local government's administration and cultural centre provide a wide and open vista. It is desirable that the feeling created by this vista is supported along Cathedral Avenue through setbacks leading to the proposed 'Landmark' sites that frame the entrance to the city centre and act as virtual 'city gates'.

Emphasis for corner sites should be achieved by building corner elements of a greater scale than surrounding development, especially for nodal locations.

6.1 Setbacks Objectives

a) Ensure that, where appropriate, building setbacks respect the traditional built form of the street and contribute to a distinct street character.

b) Ensure that new buildings celebrate and build upon the existing character and amenity created by the traditional built form of Geraldton.

c) Ensure that multi-level developments are sensitive to the scale of existing heritage buildings, especially in Marine Terrace.

d) Protect adjoining buildings from excessive overshadowing and to create view corridors through the CBD.

e) Have regard to any road widening requirements as per the Scheme.

6.2 Setbacks Design Guidelines

6.2.1 New buildings within all precincts should provide a nil setback to the street(s) and rear boundary. However partial setbacks may be appropriate adjacent to pedestrian links or as part of the streetscape and designed as urban space.

6.2.2 The street façade of any new development should have a nil setback to the street boundary for the podium as indicated on the building heights plan, Figure 2. Podium levels should seek to create a continuous street wall with no spaces or gaps between buildings. This excludes heritage buildings (refer to clause 8.0).

6.2.3 The street façade of any floor level above or adjacent to a heritage listed building, or greater than the podium height, should be setback a minimum of 3m from the street boundary to provide a consistent building height at the street frontage (see Figure 7), whilst ensuring that the bulk of the overall height of the building does not dominate the streetscape.

6.2.4 The setback of any building floor level (including 'Landmark' buildings) above 20m in height should generally be setback a minimum of 10m from the street boundary (see Figure 8). This setback may be reduced in order to achieve the desirable built form as per clause 13.2.12.

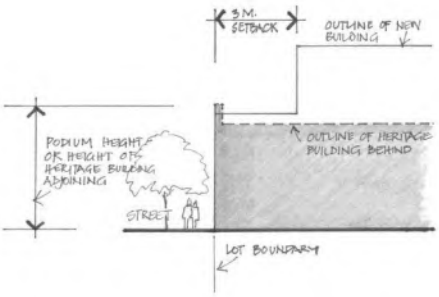


Figure 7 – Setback of façade above podium

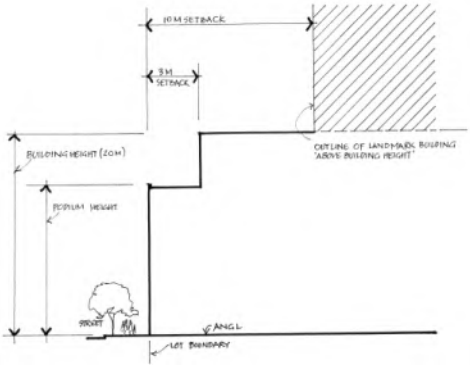


Figure 8 – Setback of façade for 'Landmark' building

6.2.5 Balconies may be permitted within the setback provided they are open on 3 sides, visually permeable and do not occupy any more than 1/4 of the building façade width at any one level. Top floor balconies should be unroofed.

6.2.6 Notwithstanding clauses 6.2.2 and 6.2.3, the street façade of any building (excluding a heritage building) within 9m of a street corner may have an increased podium of up to 3m (one additional storey) before being setback in accordance with clause 6.2.3 (see Figure 9).

6.2.7 Buildings on corner sites (where there are no road truncations or truncations are less than 3m x 3m) shall define the corner by providing a 3m x 3m truncation void of any building but may include awnings, balconies etc. (see Figure 9).

6.2.8 Awnings/verandahs are strongly encouraged at ground level, particularly adjacent to corner truncations to contribute to pedestrian flow and comfort.

6.2.9 Where new development occupies the same site as a 'recognised heritage building', street setbacks shall be in accordance with clause 8.0.

A 'recognised heritage building' is one included on the local government's Municipal Inventory, the State Register, the National Trust or the Commonwealth's National Estate.

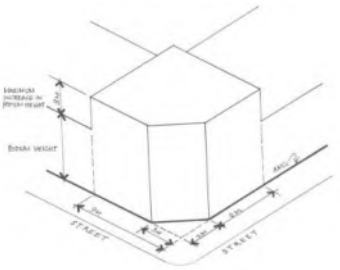
6.2.10 Where the rear boundary meets an adjacent side boundary, setbacks shall be at the discretion of the local government.

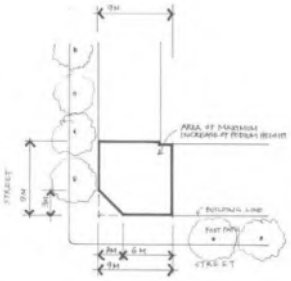
6.2.11 The side façade of any floor level greater than the podium shall be setback from one side boundary a minimum of 1/3 the average width of the lot with a minimum of 3m, and may be developed with a nil setback to the other side boundary. Where a lot has an average width of less than 9m then the side setback shall be at the discretion of the local government. However partial setbacks may be appropriate adjacent to pedestrian links.

6.2.12 Notwithstanding clauses 6.2.10 and 6.2.11, where a public link has been identified adjacent to a side boundary of a site, it is desirable the development address the public link (as defined in clause 9.0).

6.2.13 Setbacks to neighbouring development shall consider the privacy and amenity of residential development within the city centre. Residential development contained within upper levels shall be setback in accordance with the R-Codes.

6.2.14 Where a road widening is required, setback distances shall be calculated from the new street alignment as per the Scheme.





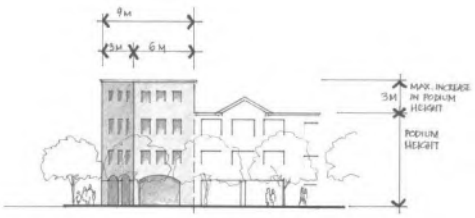


Figure 9 – Corner sites and truncations

7.0 BUILT FORM POLICY MEASURES

The character of a street is largely shaped by the design of individual buildings and the spaces between them, how the buildings and spaces relate to each other, thus forming the environment in which the nature of the area can be fostered through land use activity such as commerce, and the people who live there and their cultural context. It reflects how people lived in the past, how they interact in the present and what they want for the future. It is determined by whether the design of locations promotes social interaction or ignores and rejects social connection.

Achieving these objectives is a complex relationship between the spaces and barriers provided by building edges, the shape of the roofs, relative heights of neighbouring buildings and the streetscape created in front of the buildings. It is also affected by the fine detail such as street features, trees and shade, fences and walls, signs, poles, kerbs, pavements with their colours and textures, public art, interpretation and information. These factors combine along a street to create an 'urban wall' that guides where and how people move. A wall can either be a structure that contains and makes people feel safe and secure, or it can be an alienating barrier. The challenge is to use the buildings in the city to create a welcoming and secure place.

As major gateways to the city from the north and east, the design of Cathedral Avenue and Chapman Road should enable capacity, efficiency, safety and visual continuity. Creating a positive entrance identity should be a high priority on the gateway corridors and can be supported by signage and entry statements to assist visitors in finding their way into the city.

7.1 Built Form Objectives

a) Strengthen the viability and vitality of the city centre as a whole by ensuring that future development and redevelopment re-establishes an active relationship between buildings and their abutting public spaces.

b) Reinforce the unique Mid West identity of the city by developing a distinct street character.

c) Form urban vistas to key locations inside and outside the city centre (to the Indian Ocean, the Moresby Ranges and the Sydney Memorial).

d) Ensure that buildings of heritage and streetscape significance are conserved and enhanced through quality design.

e) Encourage and form city centre landmarks (within the area as defined on the building heights plan, Figure 2 and in accordance with clause 13.0).

f) Create a positive entrance identity in the form of a gateway as the arterial roads arrive at the edge of the CBD.

7.2 Built Form Design Guidelines

Build to support an active life on the streets

7.2.1 Buildings should provide street-level, pedestrian-oriented uses on all street frontages.

7.2.2 No more than 25% of any street frontage should be occupied by uses that have no need for or discourage walk-in traffic. Drive-through uses are highly discouraged.

7.2.3 Primary building entrances should be well defined and articulated. These entrances should be designed so that they are not easily confused with entrances into ground level tenancies (i.e. entrances to upper floors should be individual and clearly defined). Civic art and artistic crafting of building materials can help distinguish building entrances from tenancies.

7.2.4 Large buildings which front multiple streets should provide multiple entrances. Building entrances which connect to a central lobby should be distributed on different street frontages.

7.2.5 Multiple storey building design should consider creating a permeable active ground level that provides opportunities for the public to pass through the building.

7.2.6 Awnings/verandahs are highly effective tools for improving the retail façade and creating a positive image. They also provide shelter from adverse weather. These should be provided by all new developments over both footpaths and access ways, encouraging the interaction between the public and the private realm.

Design for longevity

7.2.7 Buildings should be built as high-quality, long-term components to the urban fabric. The energy embodied in existing buildings through the materials and construction labour represents a long-term investment in 'energy banking'. To conserve energy, older buildings should be maintained and adapted wherever possible and appropriate to protect this investment.

7.2.8 Buildings should be constructed as maintenance-free as possible, noting the proximity to the coast and associated impacts from salt and wind, and should be designed to achieve a life span greater than 80 years.

A building is at the end of its lifespan when factors including operating or maintenance costs, repair or reconstruction costs, pressure for more flexible spaces, among others, outweigh the cost of building a new similar building.

7.2.9 Buildings should have a built-in flexibility to their design and recognise that buildings frequently undergo internal alterations to conform to uses not considered in the original design.

7.2.10 Consideration should be given to the design of exterior walls and cladding of buildings. These should not be considered sacrificial surfaces to be replaced several times in the life of the building.

Have an aesthetic sensibility

7.2.11 New buildings are not expected to imitate all materials, colours and finishes of the existing townscape, but rather complement and blend with the existing townscape. Building materials should be used in a way that reflects their inherent characteristics.

7.2.12 The use of quality local materials is encouraged. Local Mid West character should be included in the design.

7.2.13 Care should be taken to avoid nostalgic reproductions or to propose faux-historic architectural styles or themes. A 21st century building has its own design integrity and to mimic a nearby or adjoining heritage building diminishes the aesthetic value of both buildings.

7.2.14 The use of a variety of materials is encouraged, although very shiny surfaces and large expanses of reflective and tinted glass are generally inappropriate to the character of the city because they shut off visual connection between the street and the people in the buildings. Sheer curtain walls or other expanses of reflective glass are discouraged.

7.2.15 A schedule of all external colours, materials and finishes should be submitted as part of the application for development approval.

Interesting urban walls

7.2.16 Buildings should be designed with a variety of scales and level of detail at the street level.

7.2.17 The composition and proportion of architectural elements of building façades should reflect a form and rhythm that is in keeping with the existing streetscape character. This should be achieved by following existing strong horizontal lines of verandahs, masonry courses or openings, or the rhythm of vertical proportions in the divisions of façades or windows.

7.2.18 Clearly articulating different uses at lower building levels will aid in creating a sense of human scale in mid and high-rise buildings. Addressing human scale may further be achieved through architectural detailing and by variation in the 3-dimensional character of the building mass as it rises skyward.

7.2.19 Above the 1st floor, balconies and strong articulation are encouraged. Conversely monolithic, vertical extrusions of a maximum building footprint are strongly discouraged.

7.2.20 The lower floors (i.e. the podium levels) should be differentiated architecturally.

7.2.21 Where existing adjacent buildings have a consistent massing, this should be reinforced unless there are demonstrable extenuating aesthetic or physical circumstances.

7.2.22 Roofs and ridge lines should contribute to creating views/vistas down the valleys of the roof (generally run through, not across the block, north-west to south-east).

Gateways

7.2.23 New development on sites adjacent to the Gateway entrances should contribute to a sense of arrival and create a positive entrance identity (see Figure 10). The designs should also be informed by what is happening around them, particularly along Cathedral Avenue where the two Cathedrals, Nagle College and the local government administration and civic centre form a major part of the landscape.

7.2.24 Measures that may be incorporated in the development include quality landscaping of the site and adjacent verge area, public art, signage and lighting.

Figure 10 – Indicative gateway potential

Themes of Geraldton

7.2.25 It is appropriate that new developments be cognisant of what the merged entity of the City of Greater Geraldton represents to its community. The following positioning statements were formulated from amalgamations of local government.

Best of both worlds	The local government combines city amenities with a relaxed country lifestyle; freedom of the country with the opportunities of the city – the best of both worlds. Our city builds its strength today on the strong heritage of the past. The best of both worlds reflects this respect for the past and the excitement for the future.
Climate of opportunity	This positioning captures the aspiration to provide a climate of opportunity for residents, business and investors. "Climate" works on two levels, conjuring images of our ideal weather as well as the atmosphere or environment we live in. The City of Greater Geraldton strives to provide opportunities for people to live, work and invest.
Growth capital	A particular strong corporate sentiment, setting Geraldton up as the leader and centre for growth and opportunity in our region. "Growth" is reflective of opportunities, progression, expansion and generally moving forward. "Capital" works on two levels representing our physical position as the capital and leader of the Mid West as well as the investments we make into the social, economic and environmental capital that makes up our society.

8.0 HERITAGE POLICY MEASURES

The scale, materials and architectural detailing of the city centre's heritage buildings add identity, interest and amenity to the environment. Geraldton's traditional commercial, civic and residential architecture should be preserved, renovated and where appropriate, adaptively reused. New development should be designed to complement the existing architecture and reinforce its features without creating faux-historic buildings or modern duplicates of historic structures. The renovation and adaptive reuse of attractive and historic buildings can help create a positive climate for reinvestment and revitalisation by strengthening the city centre's appeal.

New buildings adjoining existing heritage buildings, and the refurbishment of existing buildings, should be designed to respect the style, form, proportion, materials and colours of the heritage building without slavish imitation or reproduction. New additions to the upper level of existing heritage buildings should be setback behind the existing frontage, have an appropriate style and scale and be visually distinct and integrated with the existing heritage frontage.

Any proposed development to places entered in the State Register of Heritage Places requires formal referral to the State Heritage Office. The Scheme allows the local government to vary any site or development requirement specified in the Scheme to facilitate the conservation of a place on the Register of places or in a heritage list, or to enhance or preserve heritage values in a heritage area.

This provision gives considerable freedom to negotiate a heritage agreement with property owners. It not only benefits the property owner but also the community as a heritage place can be conserved and the development potential realised through collaborative and creative planning.

As a general rule the Burra Charter will provide sound conservation advice on the care and ongoing use of heritage places.

8.1 Heritage Objectives

a) Conserve the significant fabric and appearance of recognised heritage buildings.

b) Ensure any changes to such buildings enhance the character of the building and its street context.

c) Encourage the continued use, re-use, appropriate internal adaptation and external restoration of local heritage buildings, locations and items.

d) Ensure that development does not adversely affect the cultural heritage significance of that, or any other conservation area or place.

8.2 Heritage Design Guidelines

Adaptations or additions to a heritage building

8.2.1 Adaptation or additions to heritage listed buildings should be contemporary in style but compliment the historic character of the original building. Ideally the 'substantial whole' of the heritage building should be retained although the desired design response will be dependent on the relevant significance of the individual heritage building.

In this regard the local government is not generally supportive of façadism (or façadomy) for a heritage place. Façadomy should be considered a 'last resort' development solution for heritage buildings which may be supported only in cases where all other redevelopment options (including restoration and adaptive re-use) have been considered and the heritage assessment of the place is such that the built fabric has been compromised to the extent that its heritage values are substantially diminished.

8.2.2 Generally the following principles should be applied to any development of a heritage building:

a) Identify the significant original fabric of the building.

b) Full restoration of balconies/awnings etc.

c) Minimise any impacts or disturbance to the significant original fabric.

d) Visually distinguish and articulate the junction between the old and the new. In general, additions should not imitate the architectural detailing of the original to look 'old'.

8.2.3 Any new development above an existing heritage listed building (regardless of the height of the heritage building) should be setback a minimum of 3m from the existing building façade and in accordance with clause 6.0. This setback requirement may vary and will be dependent on the significance of the individual heritage building.

Buildings adjacent or in close proximity to a heritage building

8.2.4 On sites adjoining a heritage listed building particular attention should be paid to the design of the development to ensure that it does not compromise or detract from the setting or special character of the heritage building.

Desired development should be designed to respect and compliment the adjacent heritage building with contemporary design which does not dominate, but is sympathetic to, the architectural character of the heritage building.

If development is to occur in a precinct which has a large number of remaining heritage buildings, or has a valued townscape character (such as the Marine Terrace partial mall), then the design may need to respond to the character of the area not just the neighbouring buildings.

Character

8.2.5 In order to maintain a positive and harmonious townscape ambience which preserves the existing historic character, new building design should be respectful of the surrounding built environment. Interpretative new design which expresses its modernity while complimenting the historic or architecturally significant character of its immediate context is desirable.

Respectful generally refers to a design approach in which historic building size, form, proportions, colours and materials are adopted, but simplified modern interpretations are used instead of exact copies of historic detailing and decorative work. Interpretative means a looser reference to historic size, form, proportions, colours, detailing and decoration, but still requires use of historic or closely equivalent materials.

Respectful does not mean copying. Whilst architectural copies may appear visually compatible with their surroundings, they can confuse the general architectural heritage of the area. Respectful buildings may use ornamentation, but preferably only where the style is distinguishable as new.

Interpretative designs can be bolder, more innovative forms, however proportions or colours should still be complementary.

Scale

8.2.6 Development should have regard to the scale of existing heritage buildings, and the size relationship between the new and the old. Generally, the scale of the proposed development should be similar to, and not dominate, the existing Heritage building.

If the new building is to be much larger than the adjacent old building, the scale of the new may be 'broken down', or visually reduced by the composition of its façade, to be more compatible with the old.

Development should also be sited so that the setting of the adjacent heritage building is maintained. Within the streetscape, the heritage building should remain a feature and not be overwhelmed by intensive adjacent development.

Building form

8.2.7 The use of complementary or traditional building forms provides opportunity for the designer to make good and sensitive use of the qualities of the adjoining heritage building. The building form can be used to achieve either a visual distinction between the old and the new or continuity of existing forms. While either approach may be appropriate, depending on the context of the development site in relation to the heritage building, the new building should always be respectful of the formal character established by its neighbour.

Materials, colours and finishes

8.2.8 Materials, colours and external finishes which are compatible with an adjoining heritage building, or the historical character of a precinct should be used.

Figure 11 – New building reflecting the character of adjacent heritage building (without duplicating style)

9.0 PEDESTRIAN LINKS POLICY MEASURES

A city centre that is designed for pedestrians is more vibrant culturally, economically stronger and socially safer. A priority for the city centre is to establish an attractive system of pedestrian connections that allow people to flow through the city and easily access parking, retail and commercial activities. Pedestrian links should be convenient, attractive and safe, providing a direct or desirable route from destination to destination. They give pedestrians a sense of calm as they are free of vehicle noise and exhaust emissions.

Pedestrian access occurs along two axes:

- North East – South West: moving along Foreshore Drive, Marine Terrace, Sanford Street and Chapman Road / Lester Avenue etc.

- North West – South East: moving across the city from the Foreshore along Durlacher Street, Cathedral Avenue, Fitzgerald Street, Forrest Street, and arcades and laneways in between.

Opportunities to improve pedestrian access along the NE – SW axis is relatively easy and is mainly associated with improving the streetscape through measures such as providing shade, protected footpaths, good line of sight along the street, encouraging alfresco areas being provided outside cafés, interpretative art works, resting points, street and laneway lighting, etc.

The NW – SE axis presents significant design challenges as the length of the city blocks present a major barrier to pedestrians being able to walk through the city. In addition the current access along this axis is also predominantly along the major traffic routes of Cathedral Avenue and Durlacher Street where the current priority is given to cars and parking.

Planning of the CBD's pedestrian system should start with the identification and improvement of the core area's spine (Marine Terrace), where the greatest concentration of retail activity exists and where new retail uses should be concentrated. A system of pedestrian connectors linking major activity anchors to the spine and to one another is what is needed to create other pedestrian-oriented shopping streets that effectively increase retail frontage.

Successful pedestrian links will have active uses opening onto them, and encourage the flow of activity along them.

9.1 Pedestrian Links Objectives

a) Provide pedestrian links through the city centre that are convenient, open and safe 24 hours a day.

b) Make the existing NW – SE pedestrian access along the major roads across the city more pedestrian friendly.

c) Create more NW – SE pedestrian links across major city blocks.

d) Promote active building frontages at ground level, and visual and functional interaction between pedestrian paths, car parking and new buildings.

9.2 Pedestrian Links Design Guidelines

9.2.1 As a minimum, pedestrian links should be provided in accordance with Figure 12. Additional links are encouraged and exact alignments are subject to refinement at the development application stage.

Figure 12 – Pedestrian links

9.2.2 Mews style link developments are preferred over arcade style links.

Mews style developments are developments that flank a laneway that is a public thoroughfare. The lower storeys are generally devoted to commercial / retail activity with residential above. The area over the laneway can be enclosed with a roof. The thoroughfares publicly accessible 24 hours a day and provide good security for the people using the laneway because there is surveillance of the lane by the residents living above. The main difference between a mews and an arcade is that an arcade is privatised and therefore can be closed to the public after business hours.

9.2.3 Mews thoroughfares and arcade links should limit opportunities for anti-social behaviour, having regard to the provisions in the Reducing Crime and Anti-Social Behaviour in Pedestrian Access Ways Planning Guidelines (WAPC 2009).

9.2.4 Widths of mews and arcades should consider the anticipated pedestrian volumes. The local government may consider a walkway width of 3m minimum for arcades and 6m minimum for laneways.

Links

9.2.5 Pedestrian links through mews or arcades (especially NW – SE across the city) should:

a) Be of a design that incorporates visual interest and activity. Inclusion of retail facilities can provide interest and maintain the desired human scale.

b) Permit a through-view to the end of the mews/link/arcade to enhance security (see Figure 13).

c) Maximise the use of daylight to minimise the need for 24 hour artificial lighting and to improve levels of ambient lighting within development.

d) Provide facilities, which are accessible to all, such as toilets, phones, seats, rubbish bins and information boards.

e) Ensure safe and convenient access for people with disabilities through the provision of universal access features such as access ramps, handrails and variation in texture and colour detailing (i.e. tactile paving).

f) Be accessible during normal retail hours, with public links being permanently open and where necessary protected via easements in gross.

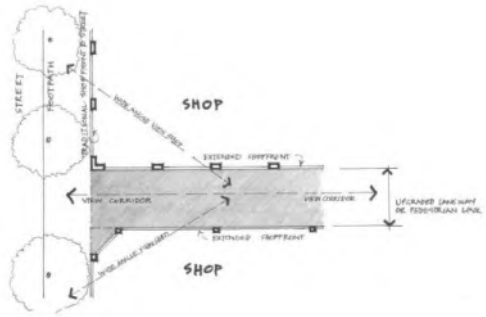


Figure 13 – Pedestrian link with 'through-view' design

Figure 14 – An example of how to transform a service lane into a people lane
(Lemon Lane, Perth – The former service lane has been partially covered and bollards installed to prevent vehicular traffic. The coffee shop has installed large windows along its side frontage to the former service lane to act as additional shopfront and to make the area visually larger and permeable. The covered area has alfresco dinning and acts as a social place while still allowing pedestrian through traffic).

Streetscapes

9.2.6 Pedestrian links on all streets should be improved through:

a) Verandahs, awnings and pergolas should be provided for any development fronting a street or link, to provide shelter and shade for pedestrians.

b) Sightlines down the streets should not be compromised by hanging advertising signs projecting from buildings into the line of sight.

c) Advertising boards and sales racks shall be located so that safe and convenient pedestrian access is not impeded.

d) The use of public art, seating, trees and gardens.

e) Appropriate protection measures to separate pedestrians from cars on busy roads.

f) Directional signs are encouraged for the safety and convenience of pedestrians.

g) Pedestrian links should not be interrupted by vehicular crossovers, however, where unavoidable, adequate design of materials, textures and signage should be incorporated to identify that pedestrians have right of way and to minimise vehicular conflict.

h) Pedestrian links can offer adverse weather protection that is not always possible on some streets.

10.0 TRANSIT PLANNING AND PARKING POLICY MEASURES

To thrive the city centre needs a pedestrian orientation, a diversity of uses, and a continuity of street-level activity. Historic transit planning for the city has been orientated towards the car and car parking. The city centre is envisioned to evolve into multi-functional CBD that provides a greater supply of residential dwelling units in addition to the spread of commercial, retail, civic, community and entertainment floorspace. With a desired residential growth within the CBD, it is envisaged that the city will become more pedestrian orientated rather than prioritising vehicle movement.

Other influences that are affecting trends in urban car usage include fuel prices, vehicle ongoing maintenance costs, employment (and income) stability and congestion.

In the shorter-term managing the impact of cars on the city is of major importance. Although an adequate supply of convenient parking is essential, it must minimise the land area required and must not dominate the structure of the city centre. Preference is given to using short-term, on-street parking for retail patrons, and keeping long-term, off-street parking for those who work in the city centre.

The local government is promoting greater car parking efficiency and alternative transport modes through its *City Centre Transport Planning & Car Parking Strategy*. The current perceived shortage of car parking in the city centre is not due to a lack of spaces but rather their poor location, lack of good pedestrian connection to the retail areas and lack of multi-use opportunities (i.e. many spaces are dedicated to a particular business and not available to other users). City centre parking is often compared unfavourably with suburban shopping centre car parking which is free and highly visible, despite the fact that users are often walking as far as, or further, than if they would be shopping in the city centre. Attractive streetscapes that are safe, appealing and interesting to pedestrians can offset the perception of distance from car parking to retail and other attractions.

10.1 Transit Planning and Parking Objectives

a) Develop a city centre that is compact with well-defined and safe pedestrian links so that activities are within an acceptable walking distance from parking facilities.

b) Ensure that adequate vehicle parking and access is provided for development.

c) Ensure that off-street car parking is linked to pedestrian routes.

d) Give preference for on-street car parking to retail patrons, business visitors and other short-term users. Long-term employee car parking must also be provided, though most of it should be located outside the core, but within an acceptable walking distance.

e) Provide and co-ordinate suitable (which may include multi-storey) car parking in city centre locations.

f) Reduce conflict issues by the location of entry/exits to and from car parking areas or buildings which should not be close to street intersections.

g) Ensure car parking does not dominate the street frontage (parking should be located within interior courts or above/below grade. It should not occur at grade, adjacent to a street).

10.2 Transit Planning and Parking Design Guidelines

10.2.1 Buildings should provide facilities for bicycles both for staff and the public, in accordance with the requirements of the Scheme.

10.2.2 The parking requirements of the Scheme are only applicable to any increases in floor area.

10.2.3 The use of landscaping, screen panels or innovative screening such as artworks should be used to reduce the visibility of parking areas (either on the street or on upper floors) from the street, whilst addressing crime prevention through environmental design principles.

10.2.4 Half basement car parks can present long blank walls to the street, or a gap with unattractive views into the basement car park. Effective screening techniques such as planting, decorative semi-transparent fences or screens should be used.

Note: Half basement car parking refers to car parks that are set down half a level below the street, which raises ground floor residential or commercial units above street level.

10.2.5 A Local Area Traffic Management Plan may be required as part of any development application.

10.2.6 Cash-in-lieu for car parking in the Regional Centre zone is as follows:

The land area for a car parking bay shall include the land area for the bay itself plus an allowance for the vehicle aisle and access:

Aisle Width	5.8m
Bay Length	5.4m
Bay Width	2.6m
	(5.8 + 5.4 x 2.6) *29m² per bay*

Note: Taken from AS/NZ Standard 2890.1 : 2004
Parking Facilities, Part 1: Off-street car parking
User class 3 (short-term city and town centre parking, parking stations)

*Land value:	$1,000 / m²
Land value per bay:	$29,000
**Construction cost per bay:	$3,000
Total cost:	$32,000

Cash-in-lieu contribution (@75%) per car bay: ***$24,000***

* Land value based on research done as part of the Batavia Coast Marina project in June 2015. Proponents may obtain their own valuation from a licensed valuer.

** Construction costs are based on sealing to bitumen standard, drainage and line marking for 'at grade' (not decked) parking and are calculated by the local government.

10.2.7 Cash-in-lieu for motorcycle / scooter parking in the Regional Centre zone is as follows:

Bay Length	2.5m
Bay Width	1.2m
	(2.5 x 1.2) *3m² per bay*

Note: Taken from AS/NZ Standard 2890.1 : 2004 (clause 2.4.7).

*Land value:	$1,000 / m²
Land value per bay:	$3,000
Construction cost per bay:	$600
Total cost:	$3,600

Cash-in-lieu contribution (@75%) per motorcycle / scooter bay: ***$2,700***

* Land value based on research done as part of the Batavia Coast Marina project in June 2015. Proponents may obtain their own valuation from a licensed valuer.

10.2.8 Cash-in-lieu for bicycle parking in the Regional Centre zone is as follows:

U-shaped stainless steel bicycle stand:	$500
Installation cost:	$150

Note: Complies with AS/NZ Standard 2890.3 (class 3).
Accommodates two bicycles.

Total cash-in-lieu contribution per two bicycle bays: ***$650***

11.0 SUSTAINABLE BUILDING AND GREEN DESIGN POLICY MEASURES

The State Government has set the objective to reduce greenhouse gas emissions by 60% of the year 2000 levels, by the year 2050 through initiatives that:

- Constrain the growth in emissions in the short to medium term;
- Achieve the low cost emissions cuts available from energy efficiency; and
- Encourage the development of the renewable energy sector, so that technologies are developed to deliver deep long term cuts in emissions.

Selecting the best mix of design innovation, technology and materials in the design of buildings and cities plays a major role in meeting these initiatives.

In addition to the statutory requirements of the National Construction Code Series, there are voluntary schemes for 'star rating' of some types of buildings. In Australia there are two star rating schemes commonly used.

The Green Star scheme was developed by the Green Building Council of Australia, and is designed to achieve best practice outcomes in a broad range of scenarios including retail, public buildings, offices and residential buildings. Green Star tools assess buildings against nine sustainability criteria, including water, energy, emissions, materials and indoor environmental quality.

Research has shown that achieving 4 Green Stars on the rating will not result in any addition capital cost to the building. Moving to 5 Green Stars adds less than 5% to the capital cost (source: Williams L, "The and Benefit of Green Buildings" and Lister M, "The Business Case for Sustainable Buildings" – both papers presented at the RMIT/Curtin University conference on Green Building and Design, Perth 2008).

NABERS is a national rating system that measures the environmental performance of Australian buildings, tenancies and homes. Put simply, NABERS measures the energy efficiency, water usage, waste management and indoor environment quality of a building or tenancy and its impact on the environment.

With Geraldton's sunny climate, incorporating solar panels for electricity generation can result in excess generated power being added to the electricity grid.

11.1 Sustainable Building and Green Design Objectives

a) Encourage the application of Green Star and/or NABERS rating assessments for new buildings.

b) Establish a high standard of energy efficiency and sustainability for the design and use of new buildings and redevelopment of existing buildings.

c) Minimise water use and maximise reuse and recycling of waste water.

d) Use the wind and solar advantages of Geraldton for heating, cooling and renewable energy power generation.

e) Concentrate activities in a compact, mixed use, city to facilitate walking, cycling and reduce car use (see clause 10.0).

f) Incorporate best environmental practice in landscape, design and management.

11.2 Sustainable Building and Green Design, Design Guidelines

Design

11.2.1 The local government encourages the development of the city centre to consider the impacts on the consumption of energy, greenhouse gas emissions, and the long lasting legacy on the community, economy and environment.

11.2.2 Sustainability aspects of developments should be considered, including:

a) Having regard to the whole life cycle of any planned development and design appropriately for the location, function and local climate.

b) Adaptability in design for reuse of buildings in the future.

c) Using resources efficiently, minimising waste and using environmentally benign materials in construction, operation and maintenance.

d) Using renewable energy where possible and aiming to install water and energy efficient appliances and services.

e) Passive solar design principles.

11.2.3 Design buildings so that they incorporate sustainable building technology, such as solar panels, into the fabric of the building.

Water

11.2.4 Water use reduction – maximise water efficiency within buildings to reduce the burden on water supply and wastewater treatment systems.

11.2.5 Innovative wastewater technologies – reduce the generation of wastewater and potable water demand (e.g. utilisation of split black/grey water disposal systems).

11.2.6 Water efficient landscaping – limit or eliminate the use of potable water for landscape irrigation by using water sensitive urban design principles; and install or use water sensitive landscaping areas to maximise stormwater harvesting and other suitable purposes.

11.2.7 Stormwater management – limit disruption of natural water flows by minimising stormwater runoff and increasing on-site infiltration.

Energy

11.2.8 New developments should achieve significant energy savings by addressing the effect of the sun on the buildings, both to promote use of natural light while at the same time decreasing heat transfer into the building. Energy savings can also be achieved by careful planning of shape and orientation the building, use materials of a colour which reflects rather than absorbs solar radiation, use of low transmission glass and using shading through awnings and appropriately planted vegetation cover.

11.2.9 Design to incorporate thermal mass in developments to improve temperature stability, and utilise natural cross-ventilation to reduce air conditioning needs.

11.2.10 All buildings should use low energy lamps, solar water heating and utilise building energy management systems.

11.2.11 All buildings should take advantage of renewable energy generation systems to supplement their energy use and encourage the development and use of grid-source, renewable energy technologies on a net zero pollution basis.

Materials

11.2.12 Where possible extend the life cycle of existing building stock, conserve resources, retain cultural resources, reduce waste, and reduce environmental impacts of new buildings as they relate to materials manufacture and transport.

11.2.13 Extend the life cycle of targeted building materials, reducing environmental impacts related to materials manufacturing and transport.

11.2.14 Maximise the use of building products that have incorporated recycled content material, reducing the impacts resulting from extraction of new material.

Rating assessment

11.2.15 Developments proposing height above the podium will be expected to achieve an appropriate Green Star and/or NABERS rating in accordance with clause 13.0.

11.2.16 Regardless of height, office buildings should achieve a 3 Star NABERS rating.

11.2.17 Regardless of height, other buildings (classes 2 to 9 under the NCC series) where construction value (excluding the value of internal fit out) is $3 million and greater should achieve a +15% improvement on the NCC series part J compliance standards as determined by compliance method JV3.

11.2.18 Heritage buildings are more difficult to design and construct to current standards of energy efficiency and will use significantly less 'embodied energy' during construction, and therefore should qualify for some concession on the energy efficiency rating requirements of 0.5 Star for NABERS and/or a reduction to +5% in the efficient improvement on the NCC series standard.

12.0 DESIGNING A SAFE CITY POLICY MEASURES

People want to live in a safe city. The key to creating a safe city is to create a strong and bonded community that feels as if the city is "home" and not just a place to visit for business and shopping. Greatly increasing the residential activity in the city centre is a major contribution to this objective. This is in addition to increasing the number of people who are moving around the city centre at all hours of the day.

Incorporating Crime Prevention through Environmental Design principles can also help to make a city a safe place. These principles are embodied within the WAPC's *Designing Out Crime Planning Guidelines* (June 2006). Principles include using design of places, spaces and buildings to reduce crime through improvements to lighting, fencing, landscaping, orientating buildings to overlook the street, using see through rather than tinted windows and avoiding blank walls facing onto streets, or large distances between the footpath and building entrances.

12.1 Designing a Safe City Objectives

a) Ensure a well integrated urban form that provides a safe environment for all users by maximising visibility and surveillance, increasing pedestrian activity and maximising connections between precincts, and clearly defining private and public space responsibilities.

b) Ensure that planning and detailed design for land use, development and redevelopment activity takes into account 'designing out crime' principles.

c) Maximise the integration of closed-circuit television with all developments.

12.2 Designing a Safe City Design Guidelines

Access and Movement

12.2.1 Access to and through a development should be safe and efficient, and preferably at ground level to ensure a concentration of pedestrian activity is achieved. Entrances can be positioned so that pedestrian movement is adequately lit and directly visible from a public space. Access to and from car parking areas and building entrances shall be adequately sign-posted with provision of good lighting to enable safe out of hours use. As a general rule, alternative means of escape should be incorporated in all cases and routes should be clearly signposted. Routes should avoid resulting in dead ends.

Surveillance

12.2.2 Maximise visibility and surveillance of the public environment. Natural surveillance can be fostered by active ground floors that enable overlooking into public space. Windows can be positioned to overlook pedestrian routes, provided that privacy concerns are met. With more inner city living, windows and balconies can overlook car parks and laneways and provide passive surveillance.

12.2.3 The local government is embarking on a closed-circuit television system for the CBD and new developments should enable the expansion/integration of the local government's system.

Ownership

12.2.4 Clearly define private and public space responsibilities. The function and ownership of an area can be clarified by paving, lighting and planting. Planting shall not create concealed spaces near paths and lighting should allow clear lines of visibility. Where the ownership of an area is ambiguous and undefined, it can become the focus of anti-social and criminal behaviour.

Maintenance

12.2.5 Street furniture and lighting shall be made of durable materials that are resistant to vandalism and graffiti. Graffiti-resistant materials and surface finishes are appropriate at street level in all developments. Graffiti can be reduced by rapid removal, increased lighting and general design features, including sacrificial coatings. The prompt removal of graffiti enhances the amenity of the city centre and can actively work to discourage crime.

13.0 ADDITIONAL CRITERIA FOR HEIGHT BONUSES POLICY MEASURES

Whilst the local government encourages higher developments in line with its desire to become the regional capital of the Mid West, it is vital to the sustainability of the city centre that this commercial benefit result in a better quality design of buildings and a more liveable and safe city.

In assessing development, the local government will have due regard to the following criteria, and the applicant should aim to meet (as a minimum, but preferably exceed) those design guideline standards applicable to the individual site. Meeting these criteria enables the local government to consider development that proposes additional heights.

13.1 Additional Criteria for Height Bonuses Objectives

a) To offer market incentives for actions which contribute to achieving other objectives of this Policy.

b) To ensure that adequate development opportunities exist to meet the floor space demands of various activities, and to ensure their efficient arrangement.

c) Create small public plazas and outdoor spaces to support pedestrian oriented use.

d) To achieve design standards of a very high order.

e) Containing higher buildings towards the Foreshore and core area of the city centre.

13.2 Additional Criteria for Height Bonuses Design Guidelines

Development above the podium height up to 20m (generally 5 storeys)

13.2.1 Provides pedestrian and public access across the city through mews (preferably) or arcade style developments.

13.2.2 Provides a quality façade and intensity of activity at street level to a pedestrian link in accordance with clause 9.0.

13.2.3 Provision of public art within a public space to a value of 1% of the estimated total project cost for the development, with a minimum of $5,000.

13.2.4 Maximises the opportunity for views from surrounding properties, allows for view vistas through the development and does not impede views of significance from other locations.

13.2.5 Provides adequate ‘end of trip’ facilities such as bike racks and showers for staff.

13.2.6 Development that, in the opinion of the local government, would not have a significant adverse effect on an adjoining property or a property in the general locality.

13.2.7 Provides for land use in accordance with clause 4.0.

13.2.8 Allows for closed-circuit television to be integrated within the development.

13.2.9 Achieves a minimum 4 Star NABERS rating and a +20% improvement on the NCC series part J compliance standards as determined by compliance method JV3.

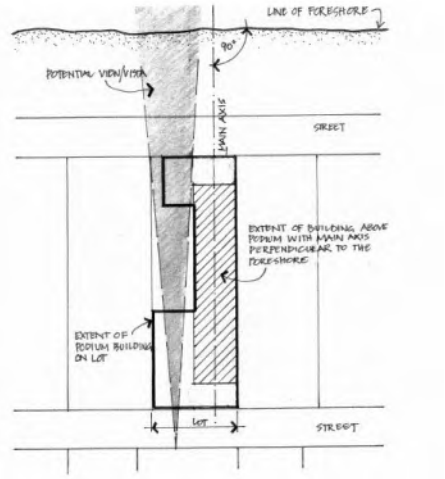
13.2.10 Incorporates mature and water sensitive plantings for landscaped areas.

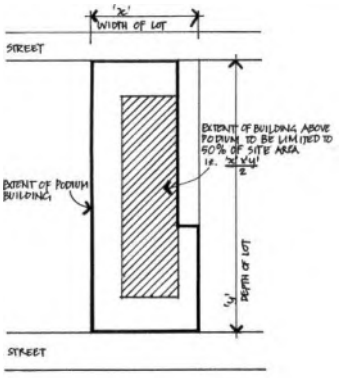
13.2.11 Has a minimum site area of 1,000m^2.

13.2.12 Buildings to have their main axis perpendicular to the foreshore (i.e. running NW – SE) thus enabling greater view vistas through the development.

13.2.13 Built form above the podium height restricted to 50% of the site area (i.e. 'tall-skinny' buildings rather than 'short-fat' ones).

13.2.14 Built form above the podium height restricted to 50% of the width of the lot perpendicular to the foreshore.





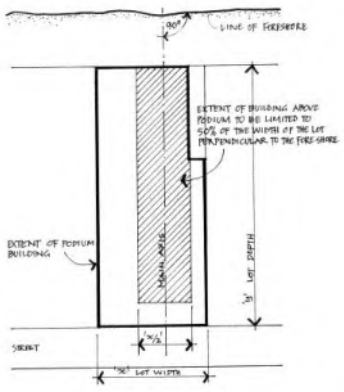


Figure 15 – Desirable built form (clauses 13.2.12, 13.2.13 and 13.2.14)

'Landmark' developments above 20m up to 32m (generally 8 storeys)

13.2.15 Compliance with the design guideline provisions applicable to the individual site as above (clauses 13.2.1 to 13.2.14).

13.2.16 Built form restricted to 85% of the site area. The vacant area is to generally exclude car parking and be developed for small public plazas and outdoor spaces to support pedestrian oriented use (see Figure 16).

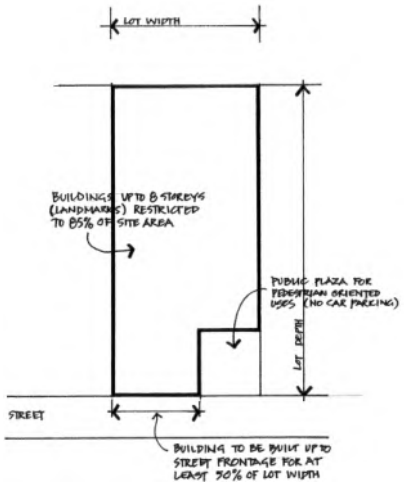


Figure 16 – Built form with plaza

13.2.17 Provision of significant streetscape improvements thus creating a high quality public streetscape, provision of shade spaces, street parks and generally creating an environment that contributes to a socially vibrant street network for a safer walking and cycling environment.

13.2.18 Achieves a minimum 4 Green Star rating with 4.5 Star NABERS rating and a +25% improvement on the NCC series part J compliance standards as determined by compliance method JV3.

13.2.19 Incorporates Yamaji art and culture into the architectural design and building form.

13.2.20 Replaces overhead powerlines with an underground service.

13.2.21 Has a minimum site area of 2,000m^2.

Above 32m (generally above 8 storeys)

13.2.22 Compliance with the design guideline provisions applicable to the individual site as above (clauses 13.2.1 to 13.2.21).

13.2.23 Include of a community facility or other facility or amenity where that facility or amenity by its design, standard and nature would constitute a significant improvement to the amenity of the locality (this is additional to clause 13.2.3).

13.2.24 Incorporate renewable energy generation facilities.

13.2.25 Achieve a 5 Green Star rating with 5 Star NABERS rating and a +30% improvement on the NCC series part J compliance standards as determined by compliance method JV3.

13.2.26 Have a minimum site area of 3,000m^2.

13.2.27 Restrict built form to 75% of the site area. The vacant area is to generally exclude car parking and be developed for small public plazas and outdoor spaces to support pedestrian oriented use.

14.0 APPENDICIES

Appendix A relevant extracts from the *Architectural and Urban Design Guidelines, Marine Terrace Geraldton*

Appendix B relevant extracts from the *City of Geraldton Development Guidelines*

(see separate documents)

15.0 ADDENDUMS

Addendum 1 Durlacher Precinct – (former PTA site)

~~Addendum 2 Detailed Area Plan & Design Guidelines – CBD West End Project~~
Revoked by Council 24 April 2012

Addendum 3 Bill Sewell Complex Master Plan

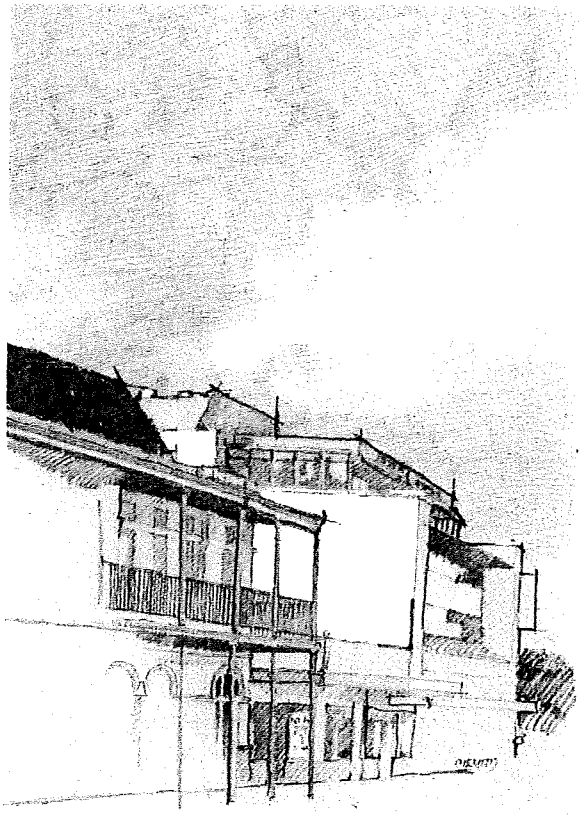
Addendum 4 WA Museum-Geraldton Site Masterplan

Addendum 5 Batavia Coast Marina Design Guidelines

(see separate documents)

ARCHITECTURAL AND URBAN DESIGN GUIDELINES

MARINE TERRACE CENTRAL GERALDTON



BSD CONSULTANTS

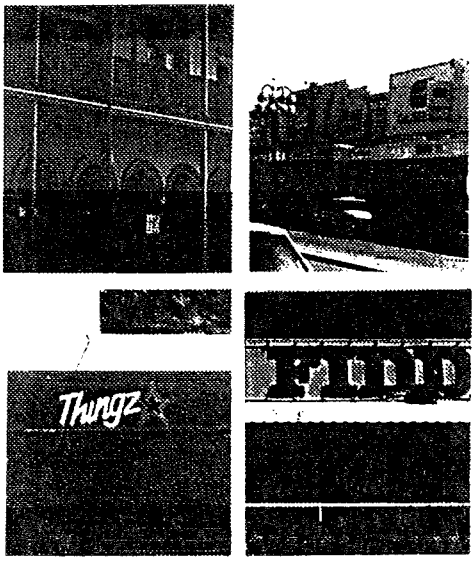
1.0 BACKGROUND AND INTRODUCTION

Pursuant to the Marine Terrace Central Redevelopment Project (1994), the desirability of applying Design Guidelines to private development to complement the initiatives of the overall redevelopment project, has been recognised.

It is proposed that Architectural/Urban Design Guidelines apply to buildings generally, and facades specifically, fronting onto Marine Terrace between Cathedral Avenue and Durlacher Street. It is the principal intent of Guidelines to encourage the improvement of facades, and specifically establish a consistent (although not necessarily identical) theme throughout the street to contribute in a positive way to the total character of the central area.

It is recognised that at present the overall appearance of Marine Terrace is extremely mixed and the total effect is disparate and jarring. The street embodies buildings representing a diverse range of 19th and 20th century architecture. A number of significant turn-of-the-century buildings are present in the street, as are several early-mid 20th century art deco style buildings.

An opportunity exists to achieve considerable cohesion between these broad ranges of buildings through the use of colour, the protection of their architectural integrity, and the control of signage.



In some instances, opportunities exist to further integrate some late 20th century buildings into the overall scheme through some careful and judicious use of colour.

It is intended that the guidelines operate as an instructive document rather than a prescriptive control. It is recommended that they be applied by reference in policy. The draft Architectural/Urban Design Guidelines are to be adopted by Council as a Town Planning Scheme Policy pursuant to Clause 3.5 of the Town Planning Scheme. Under Clause 3.5 Council may resolve to over ride the Policy at any time.

2.0 PRINCIPAL ELEMENTS

2.1 Context

The area subject to these guidelines does not operate, nor is it perceived, independently from the rest of the CBD. The transition points into the subject area in particular are critical to the building of a 'serial image' for the town and in some instances, functioning as landmarks and focal points of vistas.

The end buildings on each side of Marine Terrace at its junction with Cathedral Avenue and Durlacher Street are of critical importance. These buildings should be given special consideration in any proposal to upgrade or redevelop the sites. The retention of pre-1940 buildings on these corners is strongly recommended.

EXAMPLE OF THE BUILDING OF A SERIAL IMAGE OF THE CITY CENTRE. BUILDINGS AT NODES SUCH AS CATHEDRAL AND MARINE TERRACE, AND DURLACHER AND MARINE TERRACE PLAY A VITAL ROLE.

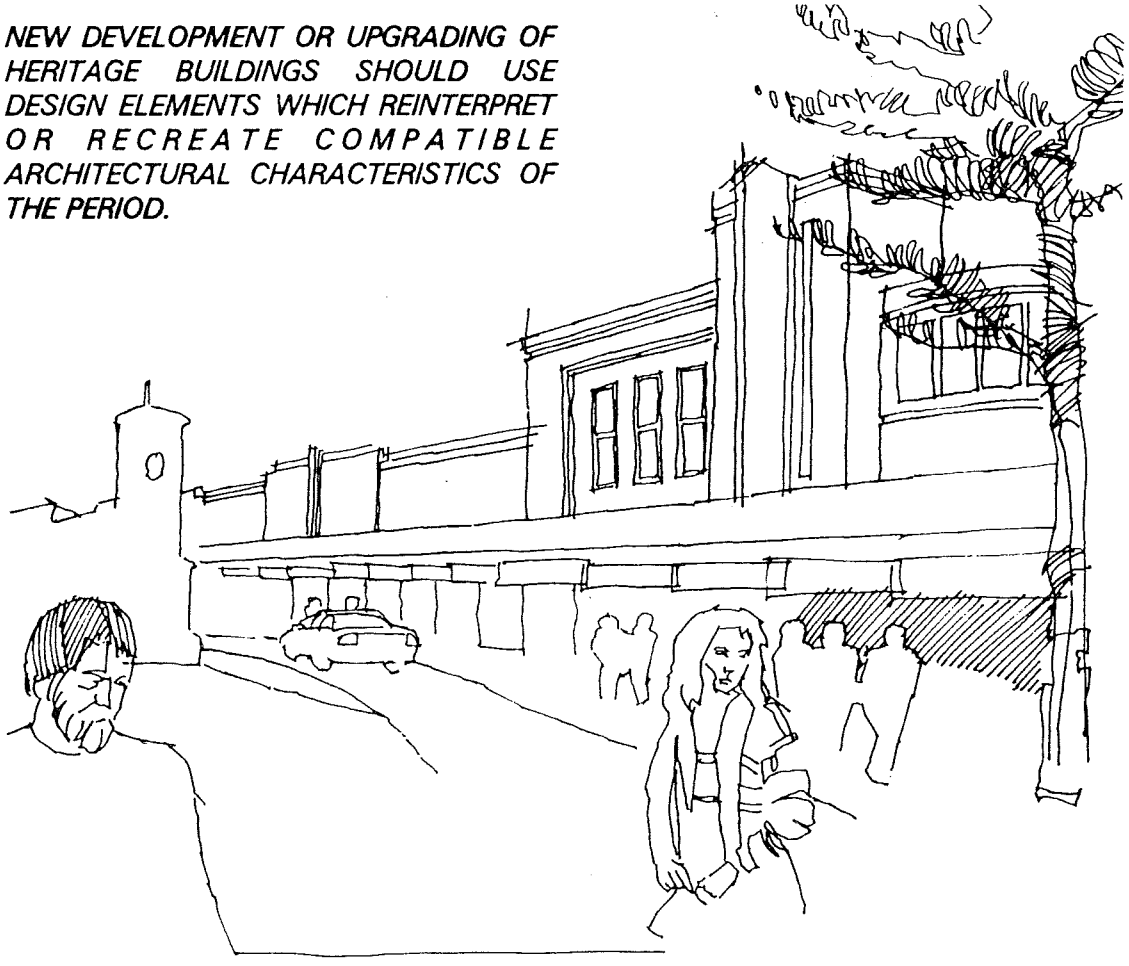
2.2 Heritage

Despite the diversity in architectural periods evident within the street, the majority of buildings, irrespective of the period of their construction, have a degree of architectural integrity which should be preserved in a manner reasonably faithful to the period. Council may negotiate concessions with landowners to achieve compatibility of architectural style.

Specifically, turn-of-century to mid-20th century buildings should, where reasonable, maintain or re-create key elements typical of their period, or at lease use design elements which sensitively re-interpret those characteristics.

Equally, the remodelling of later buildings (1970's–1980's) should closely reflect the architectural elements relevant to those periods. It is considered that these buildings, with the passage of time, will have similar heritage value to those built during earlier periods.

NEW DEVELOPMENT OR UPGRADING OF HERITAGE BUILDINGS SHOULD USE DESIGN ELEMENTS WHICH REINTERPRET OR RECREATE COMPATIBLE ARCHITECTURAL CHARACTERISTICS OF THE PERIOD.



2.3 Colours

The use of colour to give emphasis to architectural detail is encouraged.

It is recommended that the colours used should have reference to colour themes established through street paving.

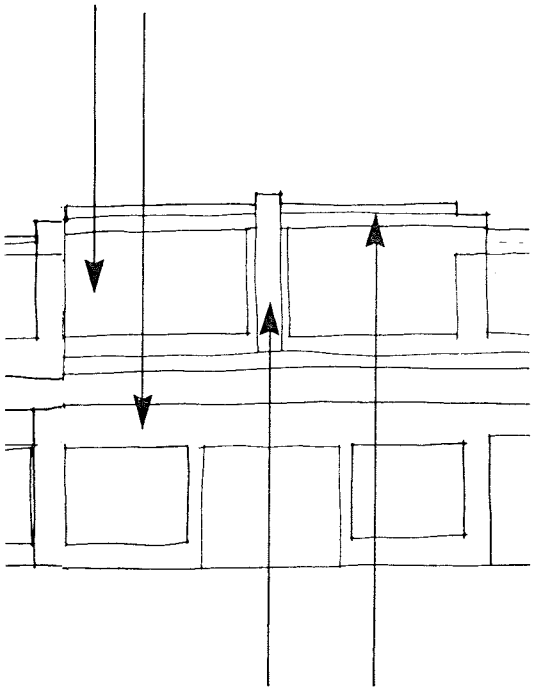
Specifically, principal colour ranges (ie. those colours most predominantly used on buildings) should relate closely to the limestone/ochre of the pedestrian areas and the red/brown/terracotta of the banding. The chroma (saturation, or measure of the colour intensity) and tone (brightness, ie. light or dark) may be variable to suit the preferred colour scheme sought by a proponent. For example, the 'limestone' colour may be varied within this range from an off-white sandy colour through to a mid-tone ochre/brown.

Secondary colours to be used within the scheme should be the 'complementaries' of the principal colours (ie. they should be opposite colours on a standard colour wheel). For example, the complementary of a mid-tone limestone colour is a mid-tone blue-violet colour. For a terracotta colour, the complementary is a blue/green.

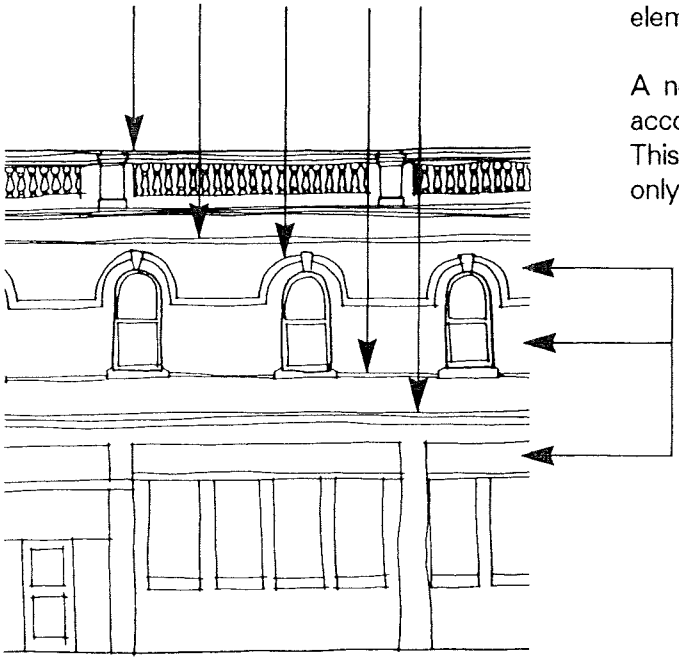
The judicious use of other accent colours such as white or grey should be considered, but where possible, they should relate to appropriate elements in the street and in the facade.

A notional colour scheme is presented on the accompanying indicative Colour Scheme Plan. This plan, however, should be used as a guide only.

DOMINANT AREAS TO USE COLOURS ANALAGOUS TO STREET PAVING COLOURS.



DETAILING MAY USE COMPLEMENTARY COLOURS. (USE OF FURTHER ANALAGOUS COLOURS IS ALSO ACCEPTABLE).



DOMINANT AREAS TO USE COLOURS ANALAGOUS TO STREET PAVING COLOURS.

2.4 Grain and Texture

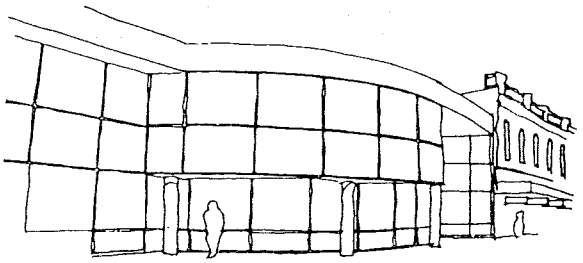
Grain and texture generally refers to the degree of detail and articulation evident in the facade of the building.

Expansive blank walls of glass or concrete should be discouraged. Facades and windows should incorporate reasonable detail to create visual stimulation for pedestrians as well as fitting in with the rhythm of existing buildings.

2.5 Materials

The use of brick or render should be encouraged. Materials such as aluminium and steel are considered to be incompatible with the existing character of the street and should be discouraged.

GRAIN, TEXTURE AND RHYTHM TO CREATE VISUAL STIMULATION AND EXCITEMENT IN THE STREET.

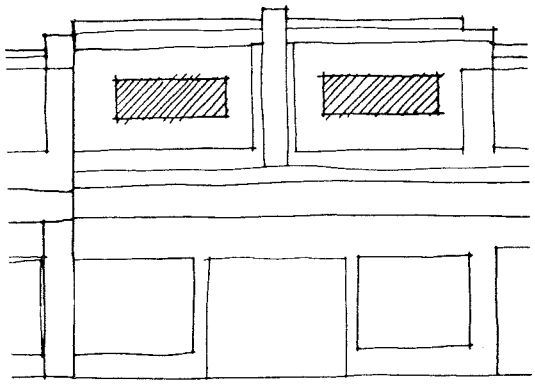


BLANK, EXPANSIVE AREAS LACKING DETAIL ARE DISCOURAGED.

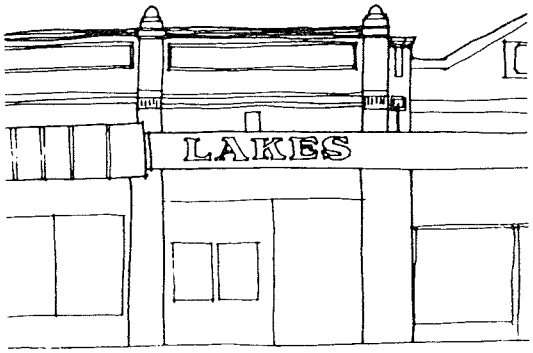
2.7 Roof Lines

Long, flat skylines created by facades should be discouraged. Facades should incorporate some strong vertical articulation in their rooflines to emphasise a sense of urbanity.

2.8 Signage



SIGNAGE ON FACADES LIMITED TO 3m² IN AREA FOR EACH TRADER.



SIGNAGE ON AWNINGS IS GENERALLY UNRESTRICTED.

PAINTED SIGNAGE ON WALLS AT STREET LEVEL IS DISCOURAGED.

Signage on facades above awning or canopy height should be strictly controlled.

It is recommended that no sign on a facade above this height for any particular business exceeds a total area of 3.0m² and that the vertical dimension of the sign should not exceed one metre in height.

Signs on facades should be limited to one per business. Signs on facades should also use colours which are not unnecessarily discordant. Intense primary colours (red, yellow, blue) and any fluorescent colours are strongly discouraged.

Signage of awnings is not restricted, except that no sign shall exceed the vertical dimension of the awning.

Painted signage on any building at street level is discouraged. No restriction, however, should apply to shop window signage, whether it be signage painted on a window or signage and displays visible within the shop itself.

This latter guideline is intended to foster the bright and vibrant presentation of businesses at street level, with the exception that this should not be to the detriment of the architecture of buildings.

In some instances, a need exists for traders to comply with corporate signage for their respective chains. Council will give consideration to the use of corporate signage that may be at variance from these guidelines in special circumstances.

Movable signage displayed on a sidewalk should not exceed 0.8m² in area and 1.0m in height, and be of an A-frame construction. Moveable signage should be limited to a maximum of one per business and should not be displayed without prior approval of the City of Geraldton.

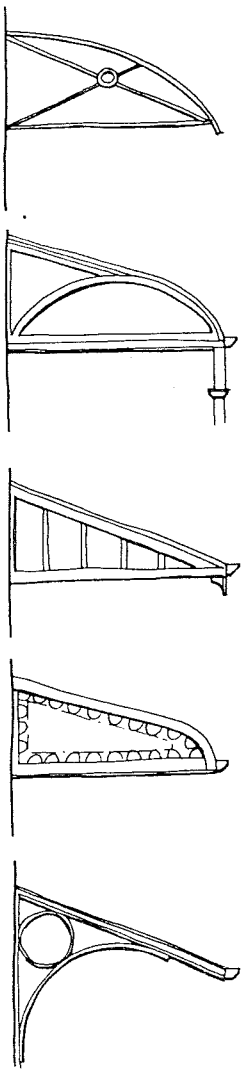
2.9 Awnings

To achieve a consistency of awnings and canopies along Marine Terrace, it is recommended that two profiles be permitted. These are:

- A conventional box awning; and
- A bullnose or similar profile awning.

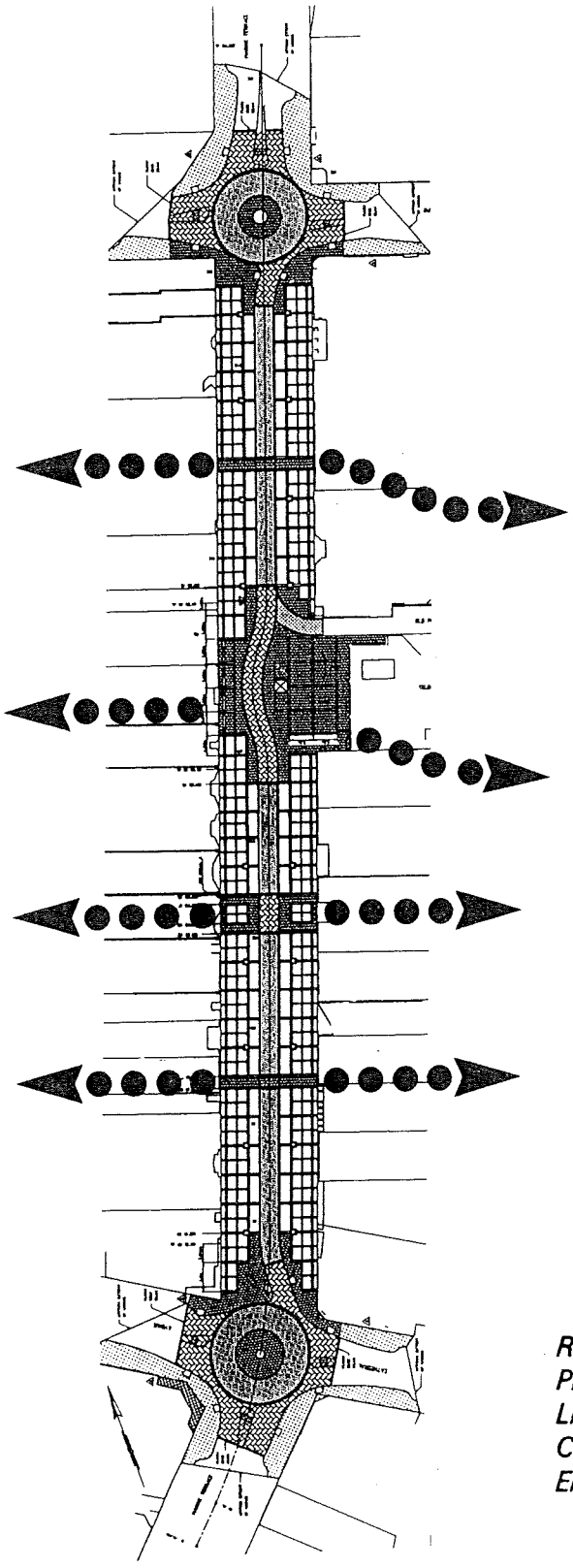
Where a two-storey verandah is required for a building, the upper canopy of such verandah should be of a bullnose profile.

It is also noted that a bullnose or similar profile awning is preferred for most shop or business upgrades to mitigate problems of accumulated leaf litter from street trees.



EXAMPLES OF ACCEPTABLE AWNINGS, <u>ADDITIONAL</u> TO BOX AWNINGS.

2.10 Pedestrian Access and Movement



Where the upgrade of existing premises between Marine Terrace and Foreshore Drive is proposed, proposals should consider and seek to incorporate the provision of additional pedestrian entry points from Foreshore Drive.

Where substantial development proposals are presented for sites situated either between Foreshore Drive and Marine Terrace or between Chapman Road and Marine Terrace, then those proposals should consider and seek to include an arcade or lane connecting the respective road frontages, or alternatively integrate with existing arcades or lanes where possible.

2.11 Maintenance

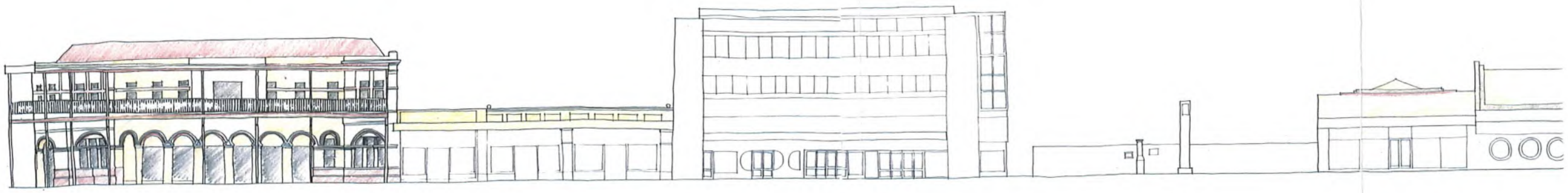
The use of materials and designs which facilitate easy maintenance should be encouraged. This relates specifically to materials which do not require frequent repair, repainting or replacement, as well as architectural designs which facilitate a longevity of use and minimal cleaning requirements.

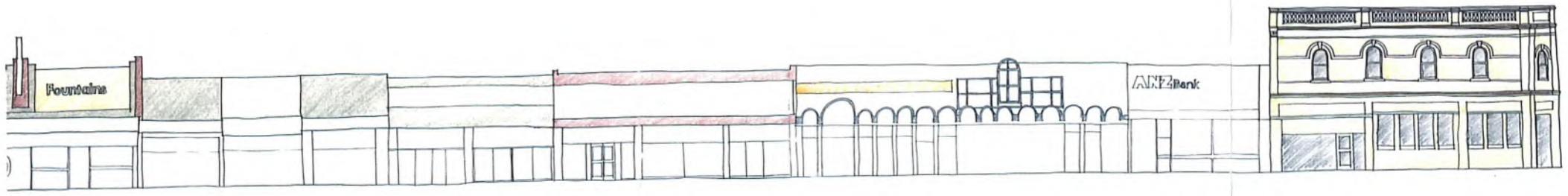
2.12 Planter Boxes

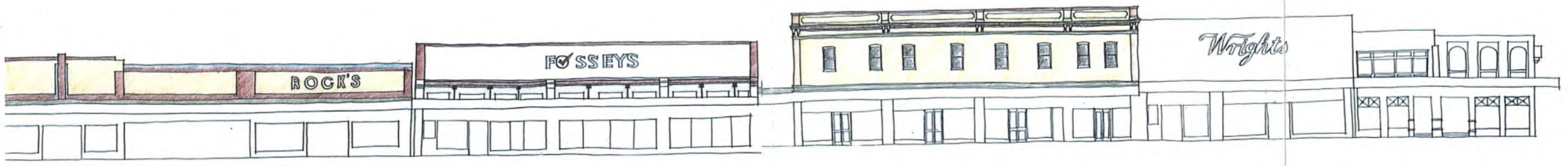
Private planter boxes in conformity with the approved specifications will be permitted within the road reserve, subject to prior Council approval.

REDEVELOPMENT OR UPGRADING OF PREMISES TO PROVIDE PEDESTRIAN LINKAGES TO FORESHORE DRIVE AND CHAPMAN STREET (ARCADES, REAR ENTRIES).

POSSIBLE UNIFIED COLOUR SCHEME







GERALDTON FORESHORE

CITY OF GERALDTON DEVELOPMENT GUIDELINES

prepared by
CONSIDINE AND GRIFFITHS ARCHITECTS PTY LTD

for
AAP

on behalf of
THE CITY OF GERALDTON

APRIL 2003

177 YORK STREET • SUBIACO • WESTERN AUSTRALIA 6008
telephone (08) 9381 1666 • facsimile (08) 9381 1566 • e-mail cga@iinet.net.au • ABN 87 424 235 615

CITY OF GERALDTON DESIGN GUIDELINES:

GERALDTON FORESHORE STUDY AREA

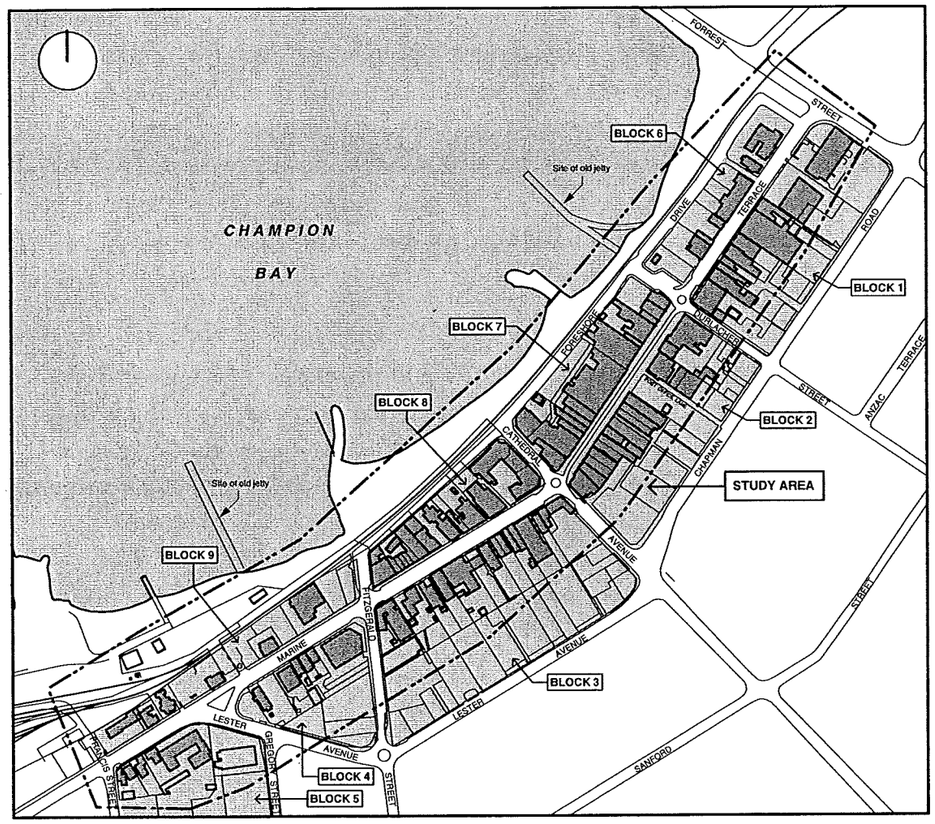


Figure 1. Geraldton Foreshore Study Area

1.0 INTRODUCTION

The whole of the Geraldton Foreshore study area falls within the City Centre Zone under the provisions of the City Planning Scheme No. 3. All development in the Geraldton Foreshore study area requires development approval under the Scheme. Development includes demolition.

The purpose of this document is to assist with the: -

- conservation of significant buildings;
- additions to existing significant buildings;
- design of new buildings for infill sites;
- development of vacant sites in Geraldton Foreshore study area.

This brochure also offers basic guidance on caring for places of cultural heritage value. Development approvals for places included on the State Register of Heritage Places (RHP) will be referred to the Heritage Council for its advice. Should parts of the study area be included on the State Register as precincts, most development applications will be referred to the Heritage Council for its advice.

Parts of the Geraldton Foreshore study area comprise a townscape of considerable cultural heritage significance, with many fine buildings that are intrinsically significant. Heritage in the Geraldton Foreshore study area is valuable because; it helps people to understand what kind of community we live in, it defines what is distinctive about our local area, and it establishes identity as the urban focus of the city. These guidelines are intended to assist with conservation and development in the study area so as to accommodate and manage change sensitively, not to prevent it. They are designed to protect and reinforce character and significance and achieve high quality new development.

1.1 Objectives

Large parts of the Geraldton Foreshore study area have cultural heritage significance for the City of Geraldton and for Western Australia. The conservation of the general spirit of the significant sections of Marine Terrace, elements of the foreshore, and significant buildings within the study area, are important. Property owners have a responsibility to the community, as does the City Council on behalf of the community, to comply with some limits on the development potential of the site, to ensure that the significance of the area is retained and enhanced. At the same time, there are opportunities for development on vacant sites, and under-utilised sites in the study area. High standards of development, for all sites, are the objective.

The objectives of the guidelines include: -

- conserving significant aspects of the Geraldton Foreshore study area, identified in the Statement of Significance.
- encouraging infill development that conserves significant aspects of the Geraldton Foreshore study area, identified in the Statement of Significance.
- ensuring that the development of vacant sites is compatible with the context and significance of the Geraldton Foreshore study area.
- ensuring those alterations to significant places, respects and conserves significant fabric and aspects of those places.

These guidelines are treated as a Town Planning Scheme policy under Part II of the City of Geraldton's City Planning Scheme No. 3.

Strip elevations of the main street frontages of the entire study area have been prepared to assist in evaluating development proposals. These are included as fold-out drawings in the rear of the guidelines. The elevations contained in the report were not surveyed and are intended as a basic guide. Where the evaluation of context is critical to a particular development, more accurate and detailed information may be required.

1.2 Definitions

All definitions used in the guidelines are those used in the Australia ICOMOS Burra Charter.

'Conservation' means all the processes of looking after a place, so as to retain its cultural significance.

'Fabric' means all the physical material of the place, including components, fixtures, contents and objects.

'Preservation' means maintaining the fabric of a place in its existing state and retarding deterioration.

'Restoration' means returning the existing fabric of a place to a known earlier state by removing accretions or reassembling existing components without the introduction of new material.

'Reconstruction' means returning a place to a known earlier state and is distinguished from restoration by the introduction of new material into the fabric.

'Adaptation' means modifying a place to suit the existing use, or a proposed new use.

1.3 Subdivision and settlement / development

Only a few buildings were constructed in Geraldton in the early 1850s following the settlement's foundation. In the late 1850s, the town began to show signs of growth and prosperity, primarily due to the increased exports from the port. The development of the town at this time was further assured, when in 1857, it was announced that Geraldton would be the administrative and commercial centre for the Victoria District.

A jetty was built at the bottom of Gregory Street in 1857, which resulted in the concentration of businesses at the western end of Marine Terrace. Late in 1857, Gregory surveyed further allotments in the townsite, including those located on the seaside of Marine Terrace, on land above the high-tide mark. Gregory is said to have done this in the belief that the existing Marine Terrace was too wide, and thus, created the two-sided main street.

Construction began on the Court and Customs House on the corner of Marine Terrace and Gregory Street in 1858. Work continued on associated buildings such as: the Police Station: boat slips for the water police: rooms for the mounted police; and, quarters and stables throughout the 1860s, all of which were located near the jetty in Marine Terrace between Francis Street and Gregory Street.

In 1860, parents petitioned for the construction of a permanent school building (the present Mission to Seamen building), which could also be used for church services.

By 1865, there were nearly sixty houses, five stores; two inns; the courthouse, a place of worship, and a Residency. Two bank branches also opened in this decade. By the end of the 1860s, the population of the town had reached 500.

The first permanent churches were also erected in Marine Terrace in the late 1860s although, by the 1960s, the churches had relocated away from the town centre.

1870s to 1880s

The first half of the 1870s was a time of decline for the entire area as a result of drought, flooding and crop disease. Despite this, Geraldton showed signs of progress, and in 1871, the municipality was proclaimed, allowing for the formation of the Town Trust.

The 1870s brought with it the establishment of a number of services to Geraldton. These included a steamer service and the installation of the telegraph between Newcastle and Geraldton in 1874.

The establishment of the first government railway between Northampton and Geraldton had the most impact on the town at this time. The Northern Railway Line was opened in 1879, with the train track running along the length of Marine Terrace. As part of these works, Geraldton's first railway station was constructed at the western end of Marine Terrace, opposite Gregory Street. The station continued to operate up to 1894, at which time, a second station was built at the eastern end of Marine Terrace near Forrest Street and the first railway station became the Mechanics' Institute.

Works began on Champion Bay harbour, including the erection of the Bluff Point Lighthouse and lead light in 1876, followed by the Point Moore Lighthouse in 1877. Geraldton was well established as a major port for exporting wool, hides, tallow, sandalwood, flour, sheep, cows, mineral ore, and horses to India and Asia.

With the consolidation of the settlement, a number of businesses were established in the town, many being located in the main business area of Marine Terrace. There were also various attempts to develop manufacturing-type industries in Geraldton in the 1880s, including the Victoria Brewery in 1882 and the establishment of an aerated water factory, which was the first such factory in the Colony.

Several permanent bank buildings were built in Marine Terrace during this time; the first of which was the National Australia Bank, completed in 1882 (Demolished in 1956). The new Union Bank premises were built in 1885. The Western Australia Bank (demolished and replaced by the Commonwealth Bank) was also constructed in the 1880s.

The hotel industry also expanded, beginning with the construction of the Victoria Hotel (now much altered), with two adjoining shops in 1872 (demolished) and the first Freemason's Hotel in 1880. Not long after this, the Club Hotel was built (the site of the present Ocean Centre Hotel).

With increased development in Marine Terrace and the town of Geraldton generally, improvements, including works to streets, were carried out.

In direct contrast to this at the rear of properties, overcrowding on lots and lack of cleanliness, became increasing problems in this period and would continue to cause concerns into the twentieth century.

In 1886 there were engine sheds and workshops associated with the Northampton-Geraldton line at the eastern end of Marine Terrace and close by, the pensioner barracks (now site of Geraldton Courthouse). There was a concentration of development to the west of Durlacher Street. The Freemason's Hotel, along with Baston's 'Bottle Row' and other buildings on his property, Christ Church, Marsh's foundry and the 'smithy' complex on the corner of Elwes Street (now Cathedral Avenue) and the beach were all indicated on maps at this period. They also indicated the Club Hotel, Gray's Store, the National Bank and the Victoria Hotel. Continuing on from Fitzgerald Street was Wesley Church and the railway station with Wainwright's Store, opposite. The law and order precinct was to the west of the jetty.

The year 1888 brought the arrival of Chinese immigrant Mr. Fong Lang and his family to Geraldton who opened the general store 'Wing on Woo & Co.' (now Lamb for Liquor) in Marine Terrace in the same year.

In the latter half of the 1880s there were several attempts to deal with the sand drifts that were a constant problem for the town. In 1885, tea trees were planted in an attempt to curb the sands. It is not known how affective this treatment was and several years later some dunes were brush-wired in order to protect the coastal scrub.

Photo 2. Marine Terrace in the late 1890s, near the junction of Cathedral Avenue looking west, with the Club Hotel on the right (now The Ocean Centre), Dalgety and Co. (Wittenoom Buildings) to the left (extant), with the Victoria Hotel (now Blue Healer's Tavern) in the distance. Courtesy W. A. Newspapers Hist 6086.

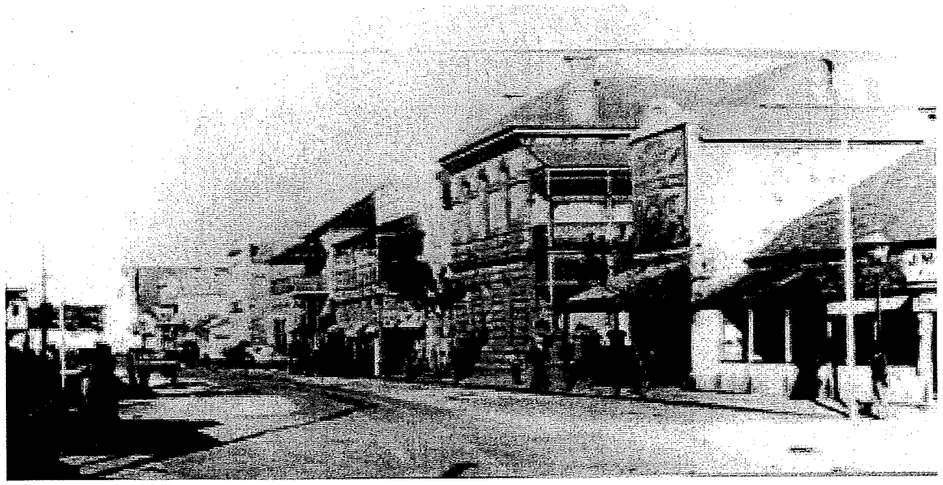


Photo 1. Marine Terrace near the junction of Fitzgerald Street, looking up Marine Terrace c.1894, with the extant Union Bank (now Homeswest/ Ministry for Housing) on the right. Courtesy W. A. Newspapers Hist 6088.

Photo 3. Marine Terrace at the junction of Cathedral Avenue looking west, with Dalgety & Co. (Wittenoom Buildings) on the left and the Club Hotel (now The Ocean Centre) on the right, probably early 1900s. Courtesy Battye Library 213,848P.

Photo 4. Marine Terrace looking west, with the extant Batavia Tattoo & Body Piercing Studio and Sun City Uniforms beside the Western Australian Bank (later rebuilt as the Commonwealth Bank). The next building was demolished, while the Victoria Hotel (now Blue Heeler Tavern) lies beyond. Courtesy Battye Library 213,850P.

1890s, 1900s & 1910s

The development of the colony of Geraldton (and later the state as a whole) was hugely impacted by the discovery of gold in the nearby Murchison region in 1888. There was a mass influx of prospectors travelling through the port on their way to the goldfields. Merchants prospered and more businesses were established in the town to take advantage of the boom period. Trade increased as the demand for goods, such as mining equipment, rose. Although not the centre of the Murchison goldfields, Geraldton became the port of entry to the goldfields. It is during this period that many of the commercial buildings in Marine Terrace were constructed due to the good economic conditions.

By the 1870s and 1890s it had become obvious that Geraldton was in need of a new jetty. It was completed in 1893, then extended in 1902, and again in 1909. Subsequent to this, the Gregory Street jetty was vested in the Geraldton municipality and a pavilion was constructed at the wharf's end. The jetty became known as the 'Esplanade Jetty' and was a major social and recreational spot for locals and visitors, with bands often playing at the pavilion.

By 1894, the Midland Railway had been completed to Geraldton, thus connecting the port town to its hinterland and to Perth, consolidating its position as the entry point to the area. As part of the works, the railway station was relocated in the vicinity of the new jetty and a new timber railway station was constructed near Forrest Road in 1893. The railway track that had run down Marine Terrace was removed in 1894.

In 1895, the gas works were established in Geraldton as part of the Colonial Gas Company, resulting in gas lighting being installed in the town. The gas works were later taken over by the Geraldton Council in 1910 and the plant was converted to an Electric Light works by 1913.

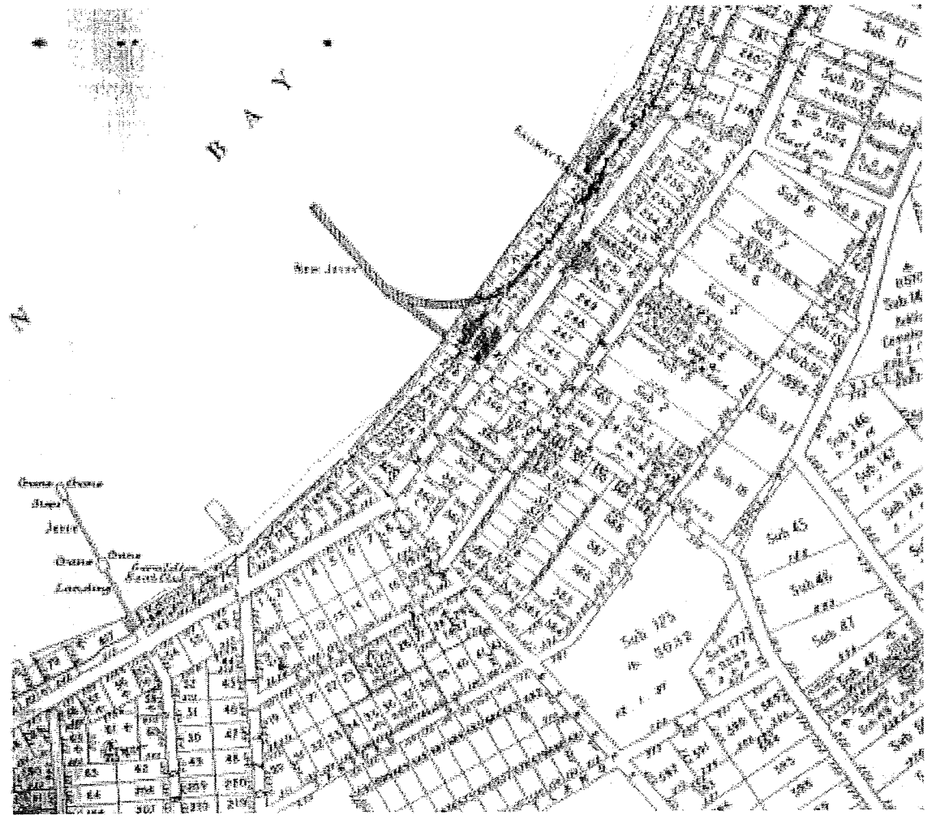


Figure 2. Townsite of Geraldton, Sheet 1 Geraldton District Office PWD 12/2/1914 BL Map stack 35/5 Geraldton (1914), Sheet 1. The new jetty at Durlacher Street is highlighted. The old jetty is at Gregory Street and this became the Esplanade Jetty. The boat club is noted.

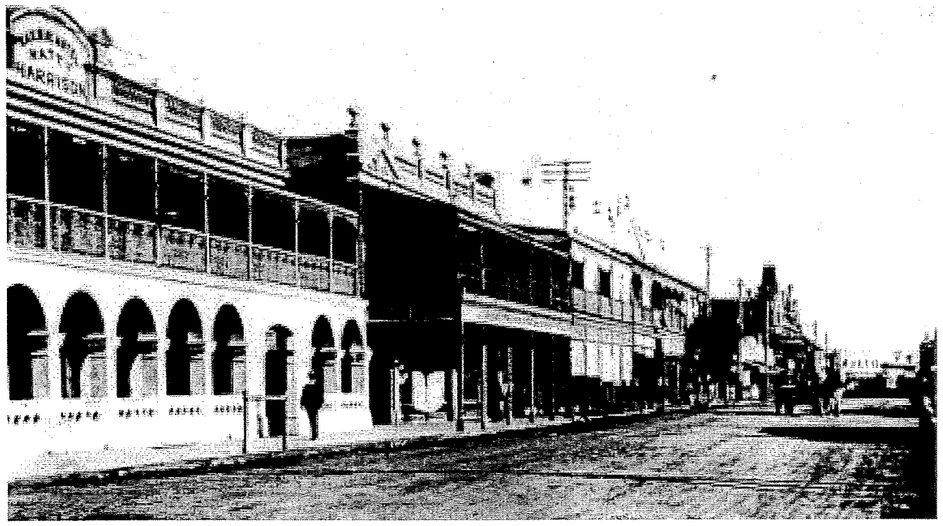


Photo 5. Marine Terrace looking west from near Forrest Street, with the Railway Hotel (site of the present Geraldton Police Station), fmr. Pat Stone's Store (extant), the Commonwealth Hotel (now Supa Valu Central) followed by the extant Freemasons' Hotel on the corner of Durlacher Street on the left. Courtesy Battye Library 213/847P.

Two significant public buildings were constructed in Marine Terrace in response to the town's growth. The two-storey stone Post Office in 1893 and the courthouse and public building on the corner of Marine Terrace and Forrest Street, in 1897.

Businesses flourished with the increased prosperity of the town, as is reflected by the formation of the Geraldton Chamber of Commerce in 1896. In 1895, commercial house; Burns, Philip & Co. Ltd, purchased the established business of Messrs. E. and F. Wittenoom, thus also acquiring this firm's shipping and other agencies. Wholesalers; Alexander, Ainsworth and Pope, began operations in the town in 1896, as did Henry Wills in 1898. Dalgety & Co. also opened a branch of its business operations in Geraldton in August 1899.

Three hotels were constructed in this period, all located in advantageous positions for business on Marine Terrace, close to the new jetty. They were the Freemason's Hotel in 1896, the Railway Hotel in 1897 (now demolished) and the two-storey Commonwealth Hotel in c.1911 (now demolished).

By 1901, Geraldton was reported to be 'the principal commercial depot for the Murchison district and for the whole lower north-west of Western Australia', being the main port for the goldfields and for the local agricultural area.

The early 1900s saw the decline of the Murchison goldfields. Despite this, Geraldton continued to show signs of growth as it continued to be the main port for its hinterland. This was further consolidated with the opening up of the Chapman Valley agricultural area.

In c.1902, the Geraldton Council planted trees in a number of places, including Marine Terrace, in an attempt to beautify the town, but the plantings failed. In 1907, the Council undertook the 'building up' of Marine Terrace in order to prevent flooding of the street and low-lying shops during storms.

Export trade fell during World War One, but the agricultural and pastoral industry in Geraldton's hinterland maintained steady growth and, in 1916, well-known agricultural company, Wesfarmers, was established in the town. Other businesses established in Marine Terrace included; the Anglican Church's commercial premises, St. George's Building in c.1910, and various retail and grocery shops, including Stokes' Geraldton Coffee Palace, built in 1914.

In 1916, construction of modern land-backed wharves, and a breakwater to replace the long jetty, commenced, but stopped in 1917.

1920s, 1930s & 1940s

This period saw the consolidation of Geraldton as a major port, through the growth of agricultural settlement and production in the area, as well as the development of new industries. Trade quickly recovered after World War One, contributed to by the foundation of the State Shipping Service. In the 1920s, the increase in wheat production meant that it replaced wool as the main export from Geraldton. In this decade, the poultry and tomato industries also became major areas of production. By 1925, wheat, wool, livestock, lead, flour and tomatoes were all exported from the port town.

With the increase in port activities came the realisation that work should re-recommence on the much-needed modernisation of the harbour. Construction of the breakwater started in 1921, followed by the dredging and reclamation of the new harbour and building of the land-backed wharves. The new harbour was completed in 1935.

The town itself showed signs of economic recovery after the impact of World War One. In 1920, the Wilcox Mofflin agency began operations. Two new banks arrived in central Marine Terrace; the first being the Commercial Bank in 1928, and the second, the Commonwealth Bank in 1929.

Bulk handling facilities were added to the wharves in 1936 and oil containers by 1939. The construction of the harbour, like the jetties before, impacted on the town's settlement patterns. From this time on, the majority of the port's secondary industries were established in the vicinity of the new port. Thus, for the first time in its history, the port and the town were apart.

Photo 6. Marine Terrace looking west from the Post Office to the left (demolished, now urban space) c.1900. Most of the buildings on the right were modernised in the Inter-War period. Courtesy of the City of Geraldton Regional Library.

Photo 7. Marine Terrace looking west, from a point just east of the Post Office (demolished, now urban space) c.1936/7, which indicates just how little the town had changed from the 1890s to the 1930s. However, much was altered in the late inter-war period. Courtesy Photone.

During this period, several building works were undertaken in Marine Terrace. One of these was the construction of the Geraldton Yacht Club in 1932 (extant) and the Radio Theatre and Motor Garage in 1937 (now Potters House). Modern shopfronts were added to a number of the smaller shops along Marine Terrace, including Baston's Row. Several of the hotels were also extended in this period, such as the Club Hotel (now the Ocean Centre Hotel) in 1939.

With the onset of World War Two, trade decreased. Fears of an attack on Geraldton led to the closing of many shops and businesses and the evacuation of families. Most returned not long after and were met with the influx of evacuees from the north and from European colonies in Asia. Precautions were made against enemy attacks and some buildings were commandeered for military use.

Photo 8. Marine Terrace at the junction of Cathedral Avenue looking east (1939). The St. George Building remained and is the current ANZ Bank. Courtesy City of the Geraldton Regional Library.

In the post World War Two period Geraldton again became prosperous. Wheat, wool, tomatoes and lead were all shipped from the port. The crayfish industry boomed during these years, with the export of uncooked frozen crayfish to Britain and America by the Golden Gleam Company in the late 1940s.

In the 1940s, two of Geraldton's old landmarks were demolished. As part of the harbour works in the 1920s and 1930s a large portion of the town's beach foreshore and popular recreational area, had been resumed. In the interwar period, the Esplanade Jetty suffered a great deal of damage from vandalism and pilferers and was removed in1944. The Durlacher Street jetty had been demolished several years earlier.

1950s, 1960s & 1970s

With the increase in population (as a result of both intrastate and overseas immigration to the area in the post World War Two era) Geraldton, like the Perth metropolitan area, was the subject of suburban development. Subsequent to this, and given the general prosperity of the port town, larger, more modern public facilities were needed. From the 1950s to the 1970s, further works were carried out to the harbour in the form of repairs, dredgingl and the construction of two additional wharves.

Community facilities included the Geraldton Maritime Museum, which was opened in the former Railway Station/ Mechanic's Institute building on Marine Terrace in 1973 by the WA Museum.

The redevelopment and modernisation that occurred throughout the state in the 1950s, 1960s and 1970s (primarily as a result of the post-war and mineral booms) also had its impact on the built form of Marine Terrace. A number of the older buildings were demolished to make way for new commercial buildings. These included: the National Australia Bank (in 1956); the Wesley Church and Christ Church (both in 1962); the Railway Hotel (in 1971); the Commonwealth Hotel (in 1970); and, the Wainwright's Store (in 1973), which was replaced by various buildings, including a KFC fast food restaurant.

In contrast, it was also during this period that there was increasing recognition of the need to preserve some of Geraldton's popular historic sites, such as the Residency and the lighthouse keepers' cottages at Bluff point and the Missions to Seamen building on Marine Terrace.

Although the Missions to Seamen building and the former Railway Station/ Mechanic's Institute building had, for many years, been used for alternate purposes to which they had been originally built, the concept of reuse of the older building stock came to the forefront. One of the first of these cases was the Union Bank (now ANZ Bank) purchased in 1973 by the State Government's Homeswest department for use as regional offices.

In 1977, Feilman and Associates Architects conducted a survey of places of historic and landscape significance in Geraldton. In this study nine places, located in the *Marine Terrace Precinct* study area, were identified as places that should be preserved.

1980s, 1990s & 2000s

In this period, Geraldton continued to, and still does, maintain its role as the major regional centre and port for the mid-west of Western Australia. Geraldton was proclaimed a city on 22 April 1988.

Many of the themes that eventuated during the 1950s, 1960s and 1970s, such as redevelopment, remain significant issues up to the current day (in 2002) and have had an impact on Marine Terrace. Demolition of buildings continued in the latter part of the twentieth century, probably the most significant of these being the removal of the 1893 Post Office and the Club Hotel as late as 1991. Some sites with older buildings

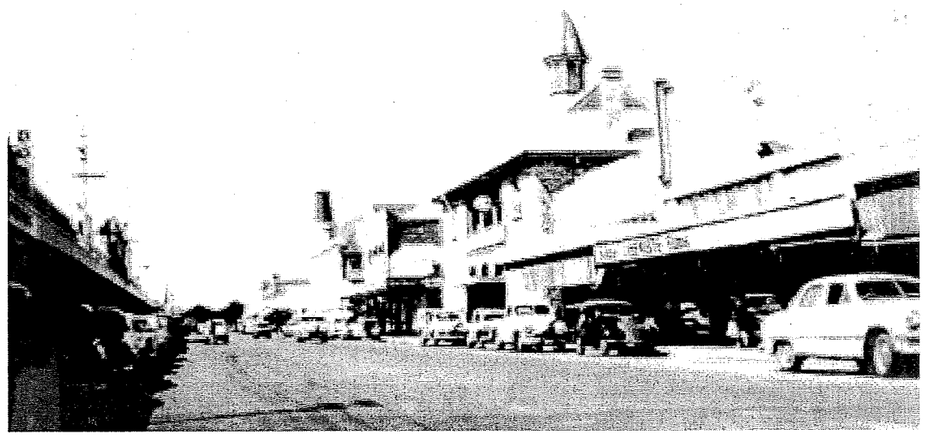


Photo 9. Marine Terrace looking east, with the Post Office (now urban space) on the right and the extant Freemason's Hotel beyond (1950s). Courtesy City of Geraldton Regional Library.

previously demolished in the 1960s and 1970s were again redeveloped, making way for modern buildings such as the Geraldton Police Station (site of the fmr. Railway Hotel) and the Geraldton Cinemas Complex (site of the fmr. Wesley Church).

Despite this, there was increasing interest in the preservation of the town's historic buildings, as evidenced by the opening of the Geraldton Art Gallery in the fmr. Town Hall in 1984 and the restoration of the fmr. Victoria Hospital in 1987, for use as the Bill Sewell Community Complex. A number of buildings located in Marine Terrace were also put to adaptive reuse in this period including; the fmr. Commonwealth Bank (now Yamaji Land and Sea Council), the fmr. Radio Theatre and Motor Garage (now Potter's House), as well as the opening of Geraldton's Regional Museum in the fmr. Railway Station/Mechanic's Institute in 1985.

Since the late 1950s, various proposals had been made with regard to the possible redevelopment of the town's main thoroughfare, together with the beach foreshore area. In the early 1990s, work was undertaken for the development of a mall in central Marine Terrace between Cathedral Avenue and Durlacher Street. This project included the construction of several roundabouts for traffic calming, the widening of footpaths, the provision of street parking, and the installation of street furniture and plantings. The site of the fmr. Post Office was made into an open urban space as part of the Marine Terrace Heritage Trail and the fmr. Post Office clock became part of the Rotary Clock Tower.

In 1996/1997, a Municipal Heritage Inventory was prepared for the City of Geraldton. A total of thirty-one places were identified in Marine Terrace between Forrest and Francis Streets. The municipal inventory was adopted as part of the gazzettal of Geraldton's Town Planning Scheme on 17 April 1998.

Besides this inventory, a number of buildings were also recognised as being of cultural heritage significance and entered on different heritage lists including: the fmr. Radio Theatre and Motor Garage (now Potter's House), the fmr. Railway Station/Mechanic's Institute (now the vacant Geraldton Regional Museum) and the Geraldton Courthouse.

In recent years, the City of Geraldton has commenced investigations for the Geraldton Foreshore Redevelopment and CBD Revitalisation Project. One of the main impetuses for this has been the proposed disposal of government land along the area, as part of works to the Geraldton port and the removal of the railway along the foreshore. The aim of the project is to encourage tourism through the development of a beach foreshore area and the revitalisation of the town's central commercial area, the main thoroughfare being Marine Terrace.

Streetscape character

By virtue of the topography of its location, its segmented crescent-plan form, views along the coast and to the harbour, and, in the main, harmonious architectural composition of diverse building types and styles, *Geraldton Foreshore* study area and Marine Terrace in particular, has high aesthetic value and is a fine collection of late Victorian, Federation and Inter-War period buildings. The north side of Marine Terrace between Durlacher Street and Cathedral Avenue, and both sides of Marine Terrace between Cathedral Avenue and Fitzgerald Street, have a particularly strong aesthetic appeal that is achieved through a high density of finely or well-designed buildings, many of them from the Victorian and Federation period. However, there are areas to the eastern end of the study area where large expanses of undeveloped land detract from these values. Similarly, the construction of Foreshore Drive has resulted in a significant street that has a very good northern aspect.

Many of the buildings in the Geraldton Foreshore study area are finely designed architectural elements in their own right, together with a number of competently-designed individual pieces. The finer pieces include; the Geraldton Courthouse (fmr. Government Offices 1897), Batavia Tattoo & Body Piercing Studio and Sun City Uniforms (c.1900), Homeswest/ Ministry for Housing (fmr. Union Bank 1885), Potters House (Radio Theatre/ Motor Garage 1937), the Geraldton Club (1913), Grantown Boarding House et al. (Iles Building c.1900s), and the vacant Geraldton Region Museum (fmr. Geraldton Railway Station / Mechanic's Institute 1878, 1909 and 1957).

Competently-designed places include: the Blue Ochre Aboriginal Art Studio et al. (fmr. Pat Stone's Store 1911), shops at 49-57 Marine Terrace (c.1907), Dick Smith Electronics (fmr. Clark's Building c.1900s), Freemason's Hotel (1896), ANZ Bank (fmr. St. George's Building c.1910), Wittenoom Buildings (c.1900s), Belvedere Cafe (c.1900s), Mercantile Club (c.1900), Geraldton Trophy Centre (c.1900s), Mick Davey Butcher (c.1900), Yamatyl Land & Sea Council (fmr. Commonwealth Bank 1938), Salvation Army Thrift Shop (c.1930s), Jackson's Drawing Supplies (1930s), Harbour Master's House (1858), Clover Patch (c.1886), Art with Tiara (1880s & 1890s), Pictures of Lily (c.1900s), Reiki House (1890s), Stoke's Geraldton Coffee Palace (c.1900), Former Fosseys, now Crazy Clarkes (1930s), Jim Berry's Pharmacy (c.1900s), vacant shop at 132 Marine Terrace (c 1920s), the Marine Terrace section of Bennetts (c.1900), the Marine Terrace frontage building of Lotteries House (c.1950s), Swansea House (c.1900s), Marine Terrace frontage of Lamb for Liquor (fmr Wing on Woo & Co. c.1898), Laundromat et al. (196 Marine Terrace c.1900s), Geraldton Yacht Club (1932 section), Missions to Seamen (1861) and Axis Autos Service Centre (1950s).

Other buildings that contribute to the overall aesthetic qualities of the place include the remaining Inter-War shopfronts and buildings along Marine Terrace such as: Fine Sight Optical Express (c.1950s); OPSM et al. (1990s); King Kong; Fountain's Pharmacy & Camera House; Still's Sports Alliance (c.1940s); Guardian House (1970s); Sunflower Delicatessen (c1950s); Willy's Fish and Chips (1950s); Leticia Graphic Studios and Bikeforce; Raphael's Restaurant; Five shops (including Rock's Toy Kingdom) at 100-116 Marine Terrace; Five shops (including Katies dress shop) at 118-126 Marine Terrace; Stuart's Menswear; and, the Ocean Centre Hotel.

Most other buildings in the study area have little cultural heritage significance. With the possible exception of Champion House, the general scale and tenor of existing developments make up a reasonably consistent urban pattern. Vacant sites at the eastern end of the study area and single storey developments between Durlacher and Forrest Streets, are instances where the tenor of the urban pattern breaks down. These areas represent opportunities for urban consolidation.

2.0 SIGNIFICANCE OF MARINE TERRACE

2.1 Statement of significance

A conservation plan was prepared for the Geraldton Foreshore study area to provide a basis for its conservation and to assist with future development control. A Statement of Significance was drawn from an examination of Documentary and Physical Evidence. This statement forms the basis of conservation and is an important guide for future development.

2.2 Primary significance

Geraldton Foreshore study area, a predominantly late Victorian, Federation and Inter-War period townscape set along a segmented crescent-plan along the shores of Champion Bay, Geraldton, contains a diverse range of building types and styles and has cultural heritage significance for the following reasons: -

By virtue of the topography of its location, its segmented crescent-plan form, views along the coast and to the harbour, and, in the main, harmonious architectural composition of diverse building types and styles, the place, and Marine Terrace in particular, has high aesthetic value and is a fine collection of late Victorian, Federation, and Inter-War period buildings, with the north side of Marine Terrace, between Durlacher Street

and Cathedral Avenue, and both sides of Marine Terrace, between Cathedral Avenue and Fitzgerald Street, having a particularly strong aesthetic appeal.

The place is significant: for its associations with the development of Geraldton and surrounding district dating from its proclamation as part of the Swan River Colony in 1850; for the announcement that it would be the administrative and commercial centre for the Victoria District in 1857; for its consolidation in the 1870s and 1880s through agricultural and mining; for the massive building boom as a result of the discovery of gold in the Murchison in 1888 up to World War One; and, for steady growth promoted by mass immigration, reconstruction and the mineral boom of the 1960s, together with growth that continues to the present.

The place is significant as the principal centre in the Victoria District. Marine Terrace is significant as Geraldton's main retail and commercial street since: the erection of the first jetty at Gregory Street in 1857; the construction of the Northampton to Geraldton railway line along the centre of Marine Terrace in 1879; becoming prosperous as a result of the place becoming the port to the Murchison goldfields in the late 1880s; the building of the new long jetty at Durlacher Street in 1893; the relocation of the railway to the east end of Marine Terrace in 1893, and with it, the completion of the line connecting Geraldton to the Midland railway; and, the continued expansion of the town's industries and hinterland throughout the twentieth century. All these factors have led to the centralisation of retail, commercial, hotels, banking and, for many years, religious facilities in Marine Terrace in the area bounded by Forrest and Francis Streets.

The place is significant as Geraldton's main retail and commercial street, dating from the proclamation of the town in the 1850s, and as such, has social significance to many members of the community of Geraldton and its outlying districts. It contributes to the regional community's sense of place.

The place contains many fine buildings that include: the Geraldton Courthouse (fmr. Government Offices 1897); Batavia Tattoo & Body Piercing Studio/ Sun City Uniforms (c.1900); Homeswest/ Ministry for Housing (fmr. Union Bank 1885); Potters House (fmr. Radio Theatre 1937); the Geraldton Club (1913); Grantown Boarding House et al. (Iles Building c.1900s); and, the vacant Geraldton Region Museum (fmr. Geraldton Railway Station/ Mechanics' Institute 1878, 1909 and 1957).

The place has numerous associations with individuals and organisations who have contributed to the development of Geraldton and the State including; George Shenton, Henry Gray, George Baston, E. Wittenoom, Fong Lang and Alf Wheat, who were responsible for the construction of buildings from the 1870s, to those who have influenced the built fabric of the street including; William Trigg, Henry Stirling Trigg, Samuel Rosenthal and R. F. Cardilini.

2.3 Secondary significance

Marine Terrace also has significance for the following reasons: -

The place has been the hub of Geraldton since its beginnings as a settlement and is likely to contain a good deal of archaeological material that would provide evidence of the early settlement of the bay and successive cultural layers, thus contributing to a better understanding of the place and the region.

The place is one of two sites in Western Australia where the town and ocean port are intimately related. It is unusual in that it has turned its back on the bay views to a significant degree, instead of taking advantage of the views of Champion Bay, which would have been a more conventional town-planning solution.

3.0 CADASTRAL PATTERN

3.1 Guiding principles

Marine Terrace, and its intersecting streets, have a predominantly late Victorian, Federation and Inter-War period townscape, set along a segmented crescent-plan overlooking Champion Bay. The area contains a diverse range of building types and styles, mainly constructed in the late Victorian, Federation and Inter-War periods.

Although some historic structures have been altered, and others have been 'modernised', the streetscape still conveys the essence of a late Victorian and Federation period seaside town, with Inter-War overlays. The style of the buildings is evidence of the prosperity of Geraldton at various stages during its development.

In Marine Terrace, the building style is typified by a 'street wall' of adjoining masonry buildings constructed on the front property boundary, with stucco and face brickwork walls, stucco parapets, pediments and tympanum employing classical motifs, sheet-metal clad awnings, and a small number of verandahs that extend across facades and over pavements. Towards the western end of the precinct, buildings assume a more domestic scale. The few verandahs are replacement construction and the awnings, generally, are from the post-1950 period. There is no established building approach in Foreshore Drive, as most of the development has been outbuildings servicing premises facing onto Marine Terrace. One or two more recent developments have begun to establish a new style along Foreshore Drive, in a contemporary idiom.

The street plan of Marine Terrace has not altered significantly since it was laid out and the segmented crescent that is indicated on the earliest maps has been retained. The original frontages were divisions of one and a half chain lot frontage, or 30.17 metres, with some larger frontages. Subsequent subdivisions and amalgamations have varied the size of some of these frontages. The rhythm of development in much of the study reflects something of this cadastral pattern. The maintenance of the cadastral pattern is recommended on heritage sites and desirable from a conservation point of view, to guide new development.

Maintaining the street pattern, and the pattern of development, is the one of the most important factors in the conservation of the area's character. Therefore, new development will be required to fit into the established cadastral patterns, or in the case of amalgamated sites, to reflect the traditional cadastral pattern. In addition, new development must ensure that it:

- allows the retention of the heritage character of the study area, as outlined in the Statement of Significance;
- retains heritage buildings identified in the study area;
- fits into the existing streetscapes and follows established development patterns; and,
- allows significant landmarks to retain their landmark value.

4.0 CONSERVATION OF EXISTING BUILDINGS

4.1 Before commencing

Contact the City Council for information on possible heritage listings of the property. If the property is in the State Register of Heritage Places (RHP), all proposed works must be referred, by the City of Geraldton, to the Heritage Council of Western Australia for its advice, before any works are undertaken. The Heritage Council can also offer advice on how best to develop property without diminishing its heritage value. The City Council will provide details on the requirements for a development application. It may be advisable to engage expert heritage advice to assist with the preparation of your proposal and development application. The Heritage Council maintains lists of heritage consultants and may be contacted for this information.

The preparation of a conservation plan is recommended for places of considerable, and some significance, in the study area. A conservation plan will provide a framework for the conservation and adaptation of the significant property. It is designed to assist with managing change. The conservation plan is a tool for decision making for property owners and heritage and planning authorities. Funding assistance may be available for the preparation of conservation plans through the Heritage Council, the Australian Heritage Commission or the Lotteries Commission, subject to eligibility criteria.

The City Council may seek or require an applicant to seek expert heritage advice and may be able to offer planning and other incentives.

All developments that have potential to affect the heritage value of a particular place, or the study area as a whole, may be advertised in accordance with Clause 5.9 of the City Planning Scheme 3. Minor alterations that are considered by the designated officer to have minimal impact, may be exempted from this requirement.

4.2 Character

The majority of the Geraldton Foreshore study area streetscape has a late Victorian, Federation and Inter-War period design character. Building frontages are generally made of the face brickwork, stucco brickwork or stone, or a combination of these elements, with newer buildings making use of concrete and large expanses of glass. Architectural design elements and their textures are important to the character of the streetscapes. For example, bullnosed verandahs and pitched verandah roofs were common features of the streetscape before awnings took their place. Similarly, in the present streetscape, stucco decorative parapets and classically-derived decorative details are an important part of the streetscape. Other examples of these important design elements include; recessed shop-front entries with tiled floors, and shopfronts with large display windows with smaller highlight windows above. Design cues may be taken from these elements.

Some of the former details that made the streetscape more complex, and skylines more richly decorative, have been simplified or removed. The Documentary Evidence in the conservation plan indicates ways in which the potential reconstruction of lost elements, or the replacement of intrusive elements, may enhance the streetscape character of many of the buildings, by reconstruction techniques.

4.3 Significant views and vistas

Part of the significance of the study area relates to the views to it, and the vistas from it. In general terms the City Council should not support development in the study area that might detract from these significant qualities of the place. Development that obscures original significant fabric should not be supported.

4.4 Significant fabric

A conservation plan was prepared for the Geraldton Foreshore study area, with a particular focus on the significance in the public domain. This conservation plan identified the levels of significance of the buildings in the study area and the significance of the basic elements of the frontages of the buildings and the streetscape. This document should be referred to for guidance on detailed matters. Generally, building fabric that was put into place after World War Two is of a lower order of significance and some modern fabric is of little significance, or is intrusive. Intrusive fabric should be removed, or removed when it is no longer required. Intrusive fabric includes such elements as air-conditioning units mounted in windows and poor repairs and aluminium joinery set in original openings, that replaced timber joinery.

When considering development applications, council should generally consider the capacity of the proposal to conserve significance and its potential to foster appropriate conservation. Council may generally support proposals that have the capacity to cause the removal of intrusive accretions and to better reveal the significance of buildings.

In preparing proposals, applicants should have regard to the recommendations of the conservation plan and seek to retain and conserve significant fabric. Applicants may consider options for fabric of little significance and should consider the removal or replacement of fabric that has been identified as intrusive.

4.5 Additional floors to existing buildings

Council should not generally support additional floors to any significant buildings where the additional floor may be seen from the street, where it impacts on the significance of a particular building or the streetscape as a whole, or where other planning requirements cannot be met. Council should generally not support the introduction of mezzanine floors in significant spaces of significant buildings, where the heritage value of the space would be compromised by the introduction of such a floor of lesser significance. Some places may be capable of accepting one additional floor and typically these places have high parapet walls the present to the street and that would ameliorate the visual impact of another floor.

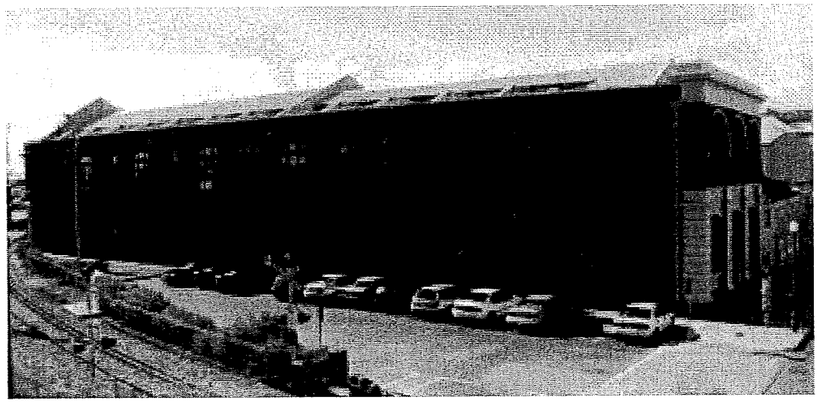


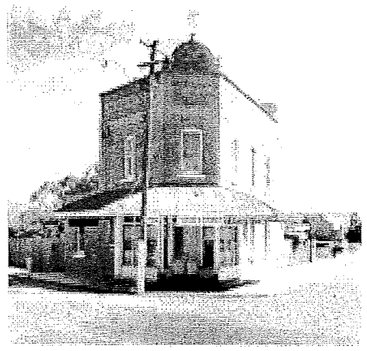
Photo 10. Adding a floor to an existing significant building. Considine and Griffiths Architects. August 2002.

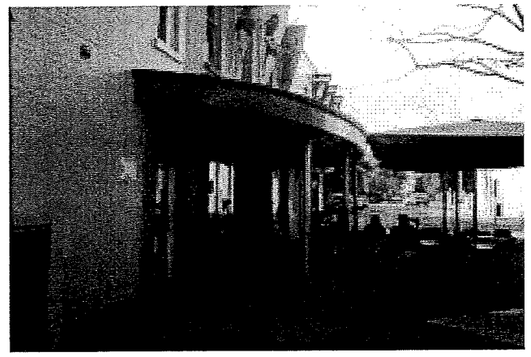
4.6 Conservation works as a condition of approval

The City Council may determine that certain conservation works are required to the significant fabric of a place and may require the works to be completed as a condition of approval, issued with the planning approval. Conservation work might include such matters as the conservation of brickwork, joinery, roofing material, and rainwater goods, generally to bring the significant elements of the place into a reasonable state of repair.

4.7 Awnings

Many shop awnings are either later additions to buildings that did not have verandahs in the first instance, or are replacements for original, or early verandahs. Some awnings would appear to be putting stress onto the walls to which they are attached. Applicants are encouraged to seek a structural engineer's advice on the condition of the awnings attached to their buildings and report on the effect that the awning might be having on the structure to which it is attached. Council may require an engineer's certificate of structural adequacy for both awning and building when considering a development proposal. Council should, generally, support the replacement of an awning with a verandah, especially where the replacement is in accordance with Documentary Evidence and is to be a proper reconstruction. There are accepted engineering solutions for verandahs with post located on kerb lines. These solutions allow for one or more posts to be removed by impact without impairing the structural integrity of the verandah ass a whole.





Photos 11 & 12. Adding traditional, or modern, canopies. Considine and Griffiths Architects. August 2002.

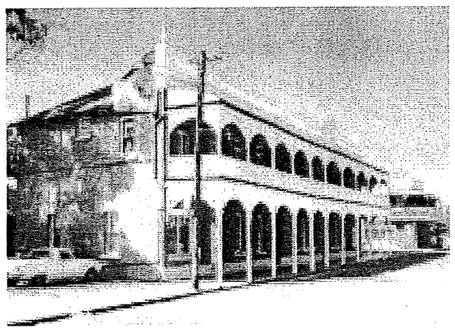
4.8 Verandahs

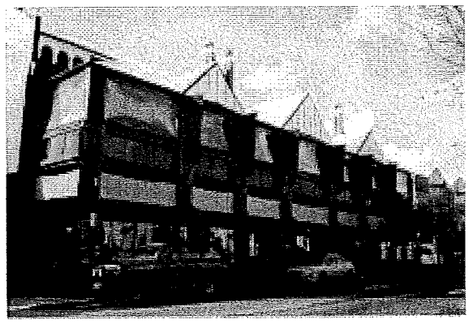
Many of the buildings erected in the Federation period, other than the Geraldton Courthouse and banks, were designed with single and double-storey verandahs in a variety of patterns. Awnings that replaced verandahs are, generally, of little significance.

Buildings that have never had verandahs should not have verandahs added to them.

Buildings that had verandahs, and now have awnings or replacement verandahs, may, subject to the City of Geraldton's approval, have verandahs reinstated. In general, reconstruction based on Documentary Evidence will be supported. Alternative solutions may be supported where reconstruction is inappropriate, at the discretion of Council.

All verandahs should be designed to take into account progressive collapse and be capable of maintaining stability with the loss of up to two columns or posts.





Photos 13 & 14. Adding traditional, or interpretive verandahs. Considine and Griffiths Architects. August 2002.

4.9 Materials and Colours

Although many building now have a painted finish, most were originally designed with material that required no painting. Paint colours on significant buildings should be based on paint scrapes.

Alternatively, where there is evidence that a building was not intended to be painted, paint systems may be removed and the original finishes conserved and protected. These techniques may be applied to brickwork and to stucco and should be preceded by experimental areas of removal to ensure that damage will not be done to the underlying surfaces. Mechanical paint removal and sandblasting is not recommended as it causes damage to underlying fabric.

Where reinstatement of an earlier colour scheme is inappropriate (because of the use of the building) Council may permit an alternative colour scheme and may require that a small interpretative panel of original colour is left revealed.

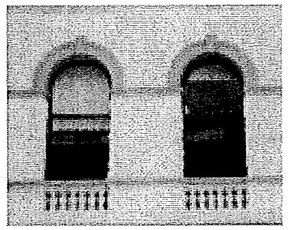
Buildings materials that were not intended to be painted, and have never been painted, should not be painted.

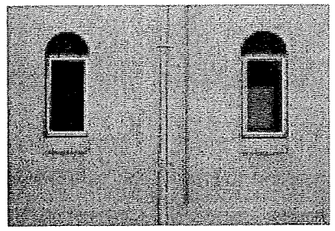
Council should discourage building owners from painting whole facades or buildings in corporate colours where buildings are significant and where the colours would result in the loss of detail and would render the building garish. Strong corporate colours should be restricted to building fascias and approved signage.

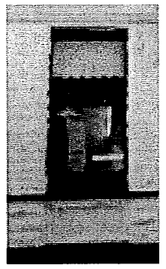
4.10 Windows and Doors

The upper-floor window openings of many buildings remain intact. However, the treatment to those openings varies from building to building. Where buildings retain original windows, these should be conserved, or where conservation is no longer practical, replaced with matching windows.

Where windows have been replaced with metal-framed windows and windows of various modern formats, these should be replaced, when possible, with timber-framed windows to match those indicated in Documentary Evidence, or from surviving Physical Evidence.







Photos 15, 16, 17, 18, 19 & 20 . Reinstating windows to significant buildings. Considine and Griffiths Architects. August 2002.

4.11 Roofs

A small number of historic buildings in the study area have pitched roofs, with tiled and metal-sheet finishes. Most of the roofscape in the study area is characterised by decorative parapets that conceal roof materials. Tall chimneys further enrich these silhouettes in some locations. The repair of existing significant roofline elements and reconstruction of missing elements, such as chimneys, is encouraged. No simplification of rooflines, by the removal of detailed elements, should generally be supported. When corrugated iron roof require replacement and where exposure is severe, it is recommended that replacement roofing is installed to match and in short length sheets.

Replacement roofs to those buildings that currently have Marseilles-pattern roof tiles should be of a fabric with a much smaller scale. Replacement with shingles to the original design is desirable, but a suitable small-scale tile, such as lapped plain tiles, may be an acceptable alternative.

4.12 Shopfronts

Traditional shopfronts feature door and window details that are important elements in the character of the area. Straight shopfronts at the building line with recessed entries, are typical of the configuration of original shopfronts. Some shopfronts retain original window highlights, timber-panelled dados below the display window and cast-iron circular columns to corner windows.

Significant elements of original and early shopfronts to buildings, should be retained and conserved. Original openings and their associated windows, doors, joinery and hardware, should be retained.

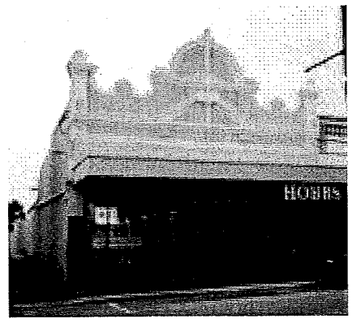
Where practical, missing shopfronts, or missing elements of shopfronts, should be reconstructed to Documentary and Physical Evidence.

Changes to significant historical shopfronts should not generally be supported.

If changes are proposed for original shopfronts, they must be carefully assessed so that their heritage significance is retained.

Replacement shopfronts in significant buildings, that are to take the place of shopfronts that are presently not significant, should be reconstructioned where possible. Council may support other contemporary

sympathetic solutions at its discretion, where a reconstruction would be practical, or desirable, for well-founded reasons.



Photos 21 & 22. Reinstating shopfronts to significant buildings. Considine and Griffiths Architects. August 2002.

Security shutters detract from the presentation of heritage places when drawn down. In all cases, council should not support the introduction of large security shutters or roller shutters on historic buildings.

4.13 Public and Private Interface

Significant buildings should retain a traditional shopfront relationship with the street. Buildings of little significance may be capable of alternative relationships with frontages that open onto the street. Council may support alternative solutions on buildings of little significance at its discretion.

4.14 Outdoor Activities

Generally, the climate is conducive to extensive periods of outdoor use in Geraldton in the course of a year. In the Geraldton Foreshore study area the Council may support outdoor activity at street level, but Council should not allow the use of any form of weather screen or barrier associated with the activity on historic buildings, unless such buildings face into strong weather conditions, in which case such enclosures should be design to high standards and fit in appropriately with the significant building facades. The use of high quality umbrellas is acceptable.

Traditionally first floor verandahs were constructed over pavements on many important buildings. At present it is not permitted, but this situation may change. Where first floor verandahs are reconstructed, Council may support outdoor activity. Council may allow the use of weather screens, at its discretion. Council may or may not support licenced activities at first floor level, subject to its assessment of the merits of a proposal and an assessment of any liaibility on the City arising from such a use.

4.15 Fences

It is important that the character of the Geraldton Foreshore study area is not lost by the intrusion of fences that originally did not exist. Several buildings along Marine Terrace had fences during the late Victorian and Federation period. Where fences are required for properties that traditionally had them, new fences will generallybe supported and the reconstruction of historic fences should be supported. Where existing fences are to be replaced, reconstruction of historic precedents should be supported.

4.16 New technology

The effect of new building services and technical equipment can be intrusive and should be minimised. Exhaust vents, air-conditioning units and ducts, modern skylights, solar panels and antennae look 'out of place' on the facade of heritage buildings and should be hidden from view. Painting them to blend in with the roof or walls can help, where this is appropriate. Chasing for cabling to these servides in significant fabric should be avoided.

4.17 Signage

Signage is controlled under Section 5.8 of the City's Town Planning Scheme. Under Schedule 5 of the CPS, a range of exemptions from approval are given. However, places of heritage or landscape value are not exempt from control and all signage requires a development application. Marine Terrace, and the return frontages of significant buildings, have cultural heritage value and controls should apply.

Generally, internally lit and sandwich-board signage should not be permitted. Signage should be in accordance with Section 6 below.

4.18 Context

Context elevations will be required. Figures 5, 6 & 7, at the rear of these guidelines, will provide a context guide. These are not, however, surveyed drawings and applicants should verify drawings, rather than rely on them.

5.0 PRINCIPAL DESIGN CHARACTERISTICS TO BE FOLLOWED FOR NEW WORKS ADDITIONS AND ALTERATIONS TO EXISTING BUILDINGS, NEW AND INFILL DEVELOPMENT.

5.4 Significant views and vistas

Part of the significance of Marine Terrace relates to the views to it, and the vistas from it. Council should not support infill development in, or on, Marine Terrace or Foreshore Drive that might detract from these significant qualities of the place.

Significant vistas include: -

- views along the sections of Marine Terrace;
- Forrest Street in both directions and to the Geraldton Courthouse, in particular;
- Durlacher Street in both directions;
- Cathedral Avenue in both directions;
- Fitzgerald Street in both directions;
- Francis Street in both directions;
- between buildings from Marine Terrace across Reserves to Champion Bay and between Fitzgerald and Francis Streets;
- along the foreshore in both directions to the Harbour to the west and coastline to the east and north.

Development that obscures original significant places, or significant fabric, should not be supported.

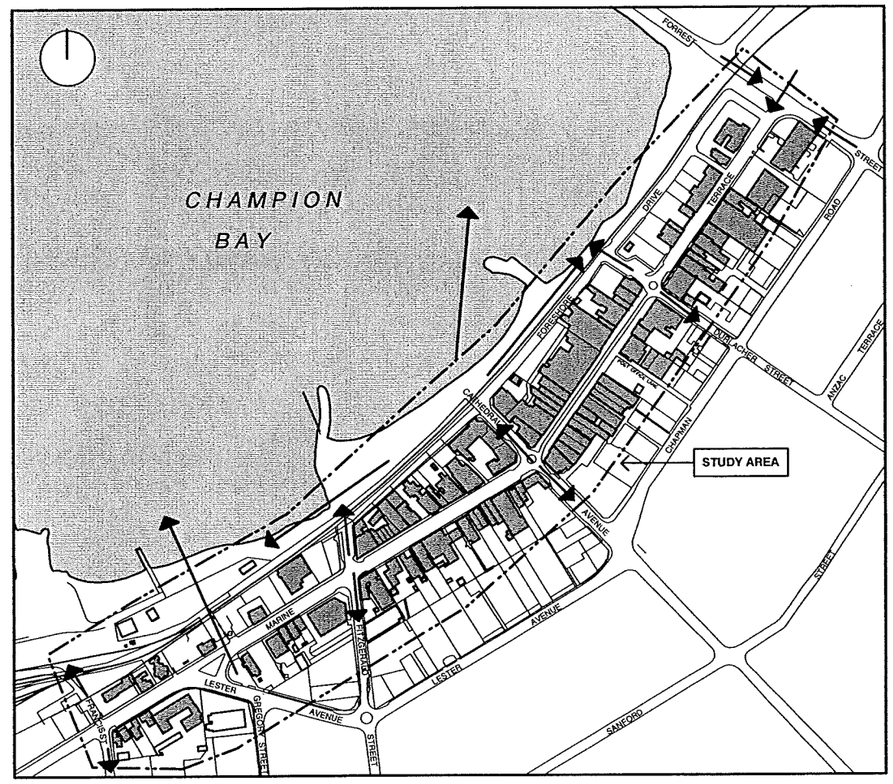


Figure 4. Significant views and vistas to be protected. Considine and Griffiths Architects. August 2002.

5.5 Significant places and fabric

A conservation plan was prepared for the Geraldton Foreshore study area, with a particular focus on the significance on the public domain. This conservation plan identified the levels of significance of the buildings in the study area and the significance of the basic elements of the frontages of the buildings and the streetscape. This document should be referred to for guidance on detailed matters. Generally, buildings that were put in place after World War Two are of a lower order of significance, with some modern buildings being of little significance, or intrusive.

Some development, of a low order of significance, is located on Marine Terrace and Council may consider redevelopment, in accordance with these guidelines and the provisions of the City Planning Scheme No 3.

Council may permit the removal of buildings of little significance, or intrusive buildings for replacement developments, that meet development criteria.

Much of the development along Foreshore Drive is of a low order of significance. Council wishes to promote new, high quality development at this location and may permit the removal of buildings, or parts of buildings of little significance or intrusive buildings for replacement developments, that meet development criteria.

In relation to significant buildings, intrusive fabric should be removed, or removed when it is no longer required. Intrusive fabric included such elements as poorly-designed and built additions to the rear of buildings, metal over-cladding to masonry facades, air-conditioning units mounted in windows, poor repairs and aluminium joinery set in original openings which replaced timber joinery.

When considering development applications, council should consider the impact of development of adjoining significant fabric.

In preparing proposals, applicants should have regard to the recommendations of the conservation plan and seek to ensure that the significance of adjoining development is not diminished by the proposed development.

5.8 Shopfronts

Marine Terrace

Traditional shopfronts feature door and window details that are important elements in the character of Marine Terrace. Straight shopfronts at the building line, with recessed entries, are typical of the configuration of original shopfronts. These building features may be drawn upon for infill designs, but should not be imitated in a literal way.

Sympathetic window displays can use the style and character of original shopfronts to advantage. Infill building shopfronts should not seek to replicate early details or styles, but should use the principles of infill design to create a sympathetic modern shopfront.

Foreshore Drive and vacant sites between Durlacher and Forrest Streets

Shopfronts on Foreshore Drive should be designed to maximise the principle of active edges and to minimise the creation of alcoves or recesses that might pose a security risk. Shopfronts that use a contemporary design idiom are preferred in Foreshore Drive.

5.9 Awnings

Marine Terrace

Awnings are either later additions to buildings that did not have verandahs in the first instance, or are replacements for original, or early, verandahs. Awnings on new buildings may be permitted, although they must be of a high standard of design and should line with adjacent existing awnings.

Foreshore Drive

Foreshore Drive is an exposed environment and protective awnings, to new buildings, are encouraged. Awning designs should be simple and of a contemporary design.

5.10 Verandahs

Marine Terrace

Traditionally, the commercial buildings constructed after 1890 in the area were built with verandahs extending over footpaths. Where appropriate additions and new infill buildings could have either verandahs or awnings. Verandahs should respect the form of local examples and be expressed in a modern idiom.

Foreshore Drive

Verandahs extending over footpaths along Foreshore Drive should not be supported.

5.11 Materials and Colours

Marine Terrace

Buildings along Marine Terrace are constructed of brick and stucco. Although many building now have a painted finish, most were originally designed with material that did not require painting.

These materials, or contrasting material, may be used for infill development and any selected material should be in sympathy with the surrounding context. Precast, or tilt-panel concrete, should not be supported by Council for buildings on Marine Terrace, except between Forrest and Durlacher Streets on the land between Marine Terrace and Foreshore Drive, as its scale and texture does not sit well with the much finer scale of heritage places.

Foreshore Drive and vacant sites between Durlacher and Forrest Streets

In Foreshore Drive a wide range of materials may be considered. However, materials with a high level of reflectivity should not be permitted. Large expanses of unbroken and monolithic surface should not be supported.

A wide range of colours may be considered in Foreshore Drive. However, the impact on important vistas should be taken into account prior to approval.

5.12 Windows and doors

Marine Terrace

The character and pattern of new door and window openings made in buildings can have a significant effect on the appearance of both the individual building and the area as a whole. They should relate to the existing proportions and pattern established by the original buildings in the area. Early door and window joinery details, and other decorative elements, are used by architectural historians to date and classify buildings. New work should not copy the original details, but should relate sympathetically to it in a modern idiom.

Traditionally, shopfronts have large window panes for display, with multi-paned highlights. Many windows have sills and decorative treatments to window and door surrounds. These themes may be drawn on in devising fenestration for new infill buildings.

Foreshore Drive and vacant sites between Durlacher and Forrest Streets

There is no established pattern for Foreshore Drive and the northern aspect invites larger expanses of glass than is the case for traditional buildings. Window and door patterns should be sufficiently rich so as to avoid large unrelieved expanses of glass.

5.13 Roofs

Marine Terrace

A small number of historic buildings in the study area have pitched roofs with tiled or metal-sheet finishes. Most of the roofscape in the study area is characterised by decorative parapets that conceal roof materials. Tall chimneys further enrich these silhouettes in some locations.

Roofs to new buildings may be concealed by parapets or may be exposed to view. They should be clad with Custom Orb profile sheeting, or a small-scale tile.

Roofs should not extend down walls to become wall cladding.

Buildings with a northern aspect lend themselves to verandahs to protect them from direct sun in the late spring, through to mid autum periods of the year and Council may support the inclusion of verandahs to new developments.

Foreshore Drive and vacant sites between Durlacher and Forrest Streets

A wide range of roof forms may be considered on sites in these locations. Preference should be given to designs with rooflines are that articulated to give the roofscapes some modelling. Roofing material must be non-reflective.

5.14 Public and Private Interface

Council may support shopfronts that open up to the street, allowing full access between interior and exterior spaces.

5.15 Outdoor Activities

Generally, the climate in Geraldton is conducive to extensive periods of outdoor use in in the course of a year. In the Geraldton Foreshore study area, the Council may support outdoor activity at street level, and may support the construction of weather protective enclosures, provided it is satisfied with the design standards of the proposed enclousre.

At present it balconies over pavements are not permitted, but this situation may change Council may or may not support licenced activities at first floor level, subject to its assessment of any liability arising from such as use.

5.16 Fences

Where required and permitted, fences to infill and new buildings should be of a contemporary design.

5.17 New technology

The effect of new building services and technical equipment can be intrusive and should be minimised. Exhaust vents, air-conditioning units and ducts, modern skylights, and solar panels and antennae, generally look out of place on historic building facades, unless they are integrated to the highest standards of design. Otherwise, they should be hidden from view. Painting them to blend in with the roof or walls can help, where this is appropriate.

Mounting condensers on balconies is generally unacceptable.

5.18 Signage

Signage is controlled under Section 5.8 of the City Planning Scheme. Under Schedule 5 of the CPS, a range of exemptions from approval are given. However, places of heritage or landscape value are not exempt from control and all signage requires a development application. Foreshore Drive is in a prominent location and controls should apply. Marine Terrace has cultural heritage value and controls should apply also.

Some further guidance on signage is provided in Section 6 below.

5.19 Lightness of Touch

The buildings of heritage value in the Marine Terrace streetscape exhibit delicate ornamentation set on to solidly constructed buildings, where windows occupy a lesser proportion of principal elevations than walls. It is important that new infill buildings on Marine Terrace, and new buildings on Foreshore Drive, do not overwhelm this kind of detail. To ensure that this balance is achieved, new buildings should be designed with a 'lightness of touch.' That is, modern materials offer considerably higher strength and performance than the materials of the original buildings in this precinct, enabling new buildings to be built with less material. This reduction in weight can be translated to a visible reduction, maintaining the dominance of the Heritage Buildings in this precinct. The lightness will also ensure that the building is readily identifiable as a new work.

New buildings on Foreshore Drive will enjoy a special maritime setting and should reflect the environment and have seaside qualities. Seaside qualities in design include taking advantage of the ocean views, to give the effect of a relaxed design approach, and to have something of a festive spirit about the overall impact.

5.20 Spatial Composition and Detailing

Contemporary requirements for adaptable, serviced spaces frequently results in buildings with clear spans and non-structural internal walls. The resulting open space is vastly different to the cellular composition of a masonry and timber building, which is the traditional building type in the study area. It is important to show respect to the architectural language of the heritage buildings by ensuring that new buildings are detailed in a manner that is consistent with the nature of their construction and spatial composition. Respect for the language of the heritage buildings does not mean that their details are mimicked in new works.

5.21 Context

Context elevations will be required. Figures 5, 6 & 7, at the rear of these guidelines, will provide a context guide. These are not, however, surveyed drawings and applicants should verify drawings, rather than rely on them.

6.0 SIGN GUIDELINES

6.1 Introduction

Sign posting is an integral part of good urban design, and it is essential that it is compatible with the overall character of the area being promoted. Signs have a considerable impact on the visual quality of a building and an area. Signage is controlled under Section 5.8 of the City planning Scheme No. 3.

Original advertising signs were generally sympathetic to Victorian, Edwardian and Inter-War buildings, as seen in early photographs of Marine Terrace. It is important that signs are appropriately located on buildings so that those features distinctive to the building are not obscured, or are so prominent that they detract from the building itself. Reference to early photographs of buildings may assist in determining the original, and appropriate location, for signs.

6.2 Objectives

Signs fixed to heritage buildings, and in Marine Terrace and the Geraldton Foreshore study area more generally, are:

- To be appropriately located, as detailed in these Guidelines;
- To be clear and easy to read from the street;
- Not to visually dominate the building or area; and,
- Should be confined to the name of the business and its principal activity.

6.3 Principles

Location of Signs

There are appropriate locations for signs on heritage buildings, in particular. When designing advertising signs for buildings, it is important to determine which of these locations is most effective for conveying information. These locations are discussed below in General Guidelines, but are summarised as follows:

Above verandah roofs:

- On parapet; and,
- On gable ends.

On verandah roofs:

- On verandah roof beam;
- Suspended under verandah roof;
- On end (spandrel) panel of verandah roof; and,
- On verandah roof blinds / awnings.

Below verandah roof

- On shopfront windows; and
- On stall boards.

On end walls

- At ground and upper floor levels.

Proportions and Design

The proportional shape and design of signs should complement the building. Signs on building facades should not adversely detract from the architectural elements of the building, or visually dominate the building or streetscape.

Signs should only display information that relates to the activity carried out on the premises.

The size and number of signs should not dominate the building. In determining the appropriate size, Council should have regard to its visual effect on the building.

Colour

Colours of signs are to complement the overall colour scheme for the building. Fluorescent paints are not appropriate for heritage buildings and are not to be used. The whole of the building should not be regarded as part of the signage and corporate colours confined to awnings and main signs.

Illumination

Externally illuminated signs are permitted and are the preferred sign type. Rotating, flashing or pulsating signs should not be supported. Internally illuminated, and neon signs, should not be supported. on significant buildings.

Concealed spotlights provide satisfactory alternatives where signs above verandah roofs require illumination.

Lettering style and size

Lettering styles, icons, symbols and illustrations used for advertising, need not replicate old styles, but be contemporary in sympathy with the cultural heritage significance of the building.

The size of lettering for a sign is to be of a size so as not to be a dominant building element. As a guide, lettering of 380mm in height is usually adequate.

6.4 General guidelines for buildings with verandahs:

Above Verandah Roofs

Signs above verandah roofs are permitted provided that:

- the sign is on a parapet where the advertising makes use of the parapet's advertising panels, in preference to other locations;
- Parapet signs are well detailed, of appropriate size and do not dominate the facade;
- Signs do not totally obscure windows, signs to ground floor display windows are not to impede the pedestrian's view into a shop, and signs to the first floor windows only cover part of a window; and,
- Signs do not obscure decorative building elements.

On Verandah Roofs

Signs on verandah roofs are permitted provided that:

- Brackets to verandah posts are not concealed;
- Fascia signs do not project beyond the fascia or fascia frame; and,
- Any verandah roof hoardings (ie signs supported on top of verandah roofs) are to be erected with care and only if attention is paid to correct detailing. Reference to early photographs to determine appropriate location and size of hoardings is desirable.

Below Verandah Roofs

Signs below verandah roofs are permitted provided that:

- Suspended signs under verandah roofs, at right angles to the face of the building, are to be at least 2450mm above the verandah floor;
- The position and size of signs is to be determined on their merit;
- The sign be fixed at right angles to the face of the building, except on a corner of a building at a street intersection, where the sign may be placed at an angle with the wall, so as to be visible from both streets;
- The sign should show, on the bottom left-hand corner as viewed, its license number in figures clearly legible from the footpath; and,
- Signs below display windows to shopfronts are only within the recessed panels of stall-boards.

6.5 General guidelines for buildings without verandahs

Signs are restricted to:

- Parapets;
- Shopfront display windows;
- Suspended signs off brackets;
- Tenancy boards on walls adjacent to doorways;
- Plaques and building numbers in brass or other materials; and,
- End walls.

Freestanding signs are only permitted in certain circumstances (eg, for short-term directional or advertising signs for a special event).

Bunting, flags, banners and similar signs are also not permitted, except in special circumstances.

Sandwich boards may not be used.

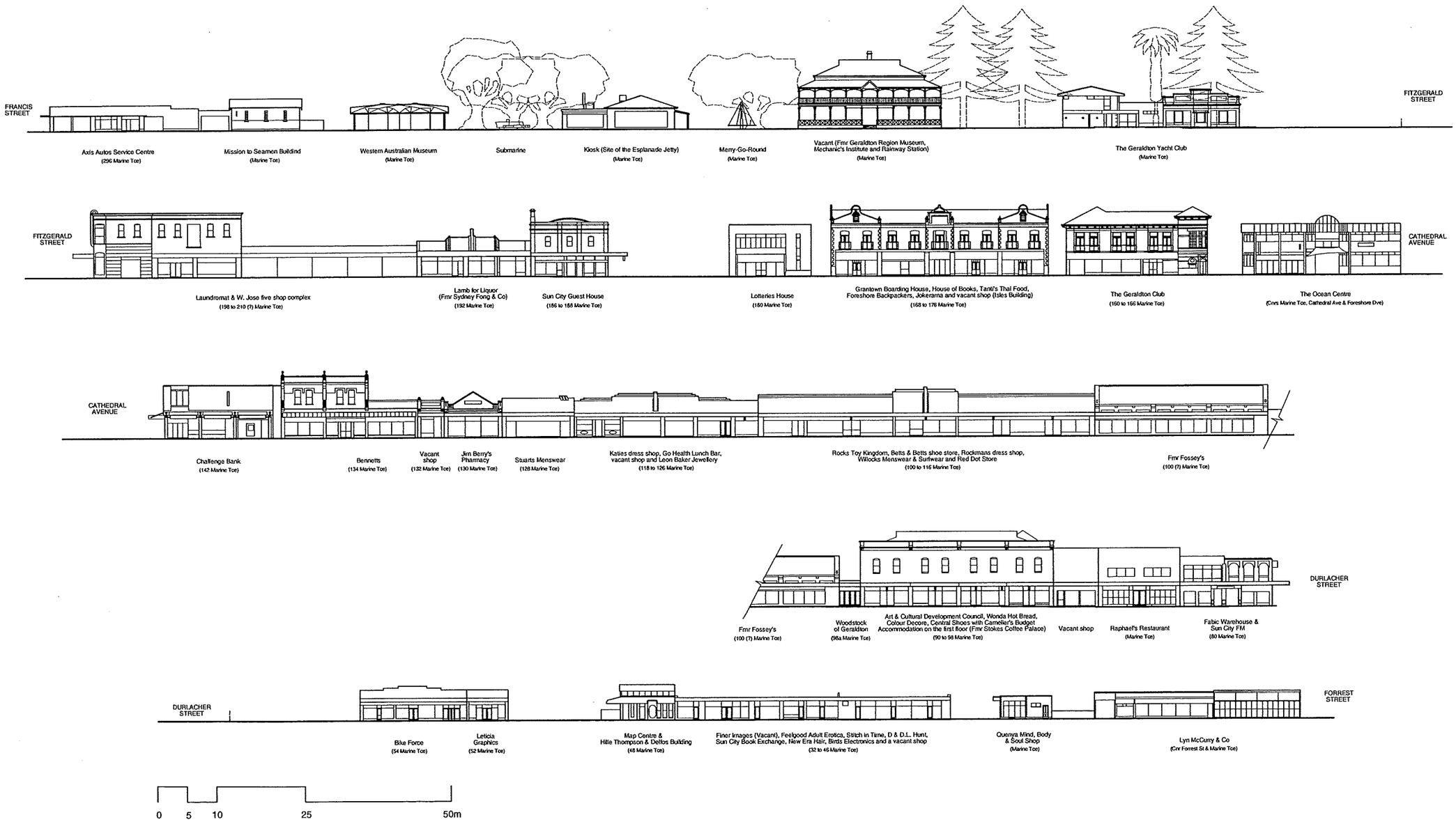


Figure 5. Marine Terrace Street Elevation looking north-west. Considine and Griffiths Architects. August 2002.

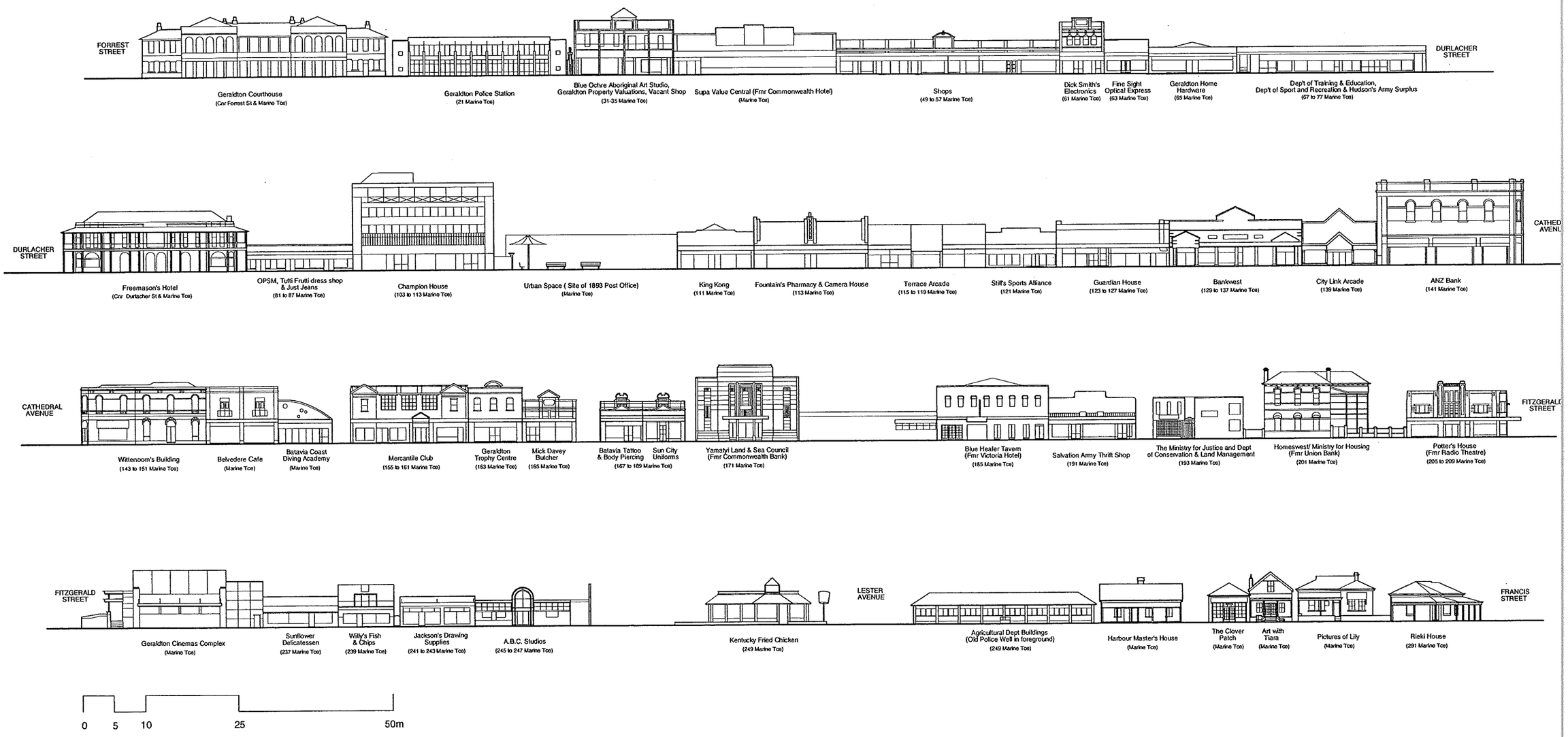


Figure 6. Marine Terrace Street Elevation looking south-east. Considine and Griffiths Architects. August 2002.

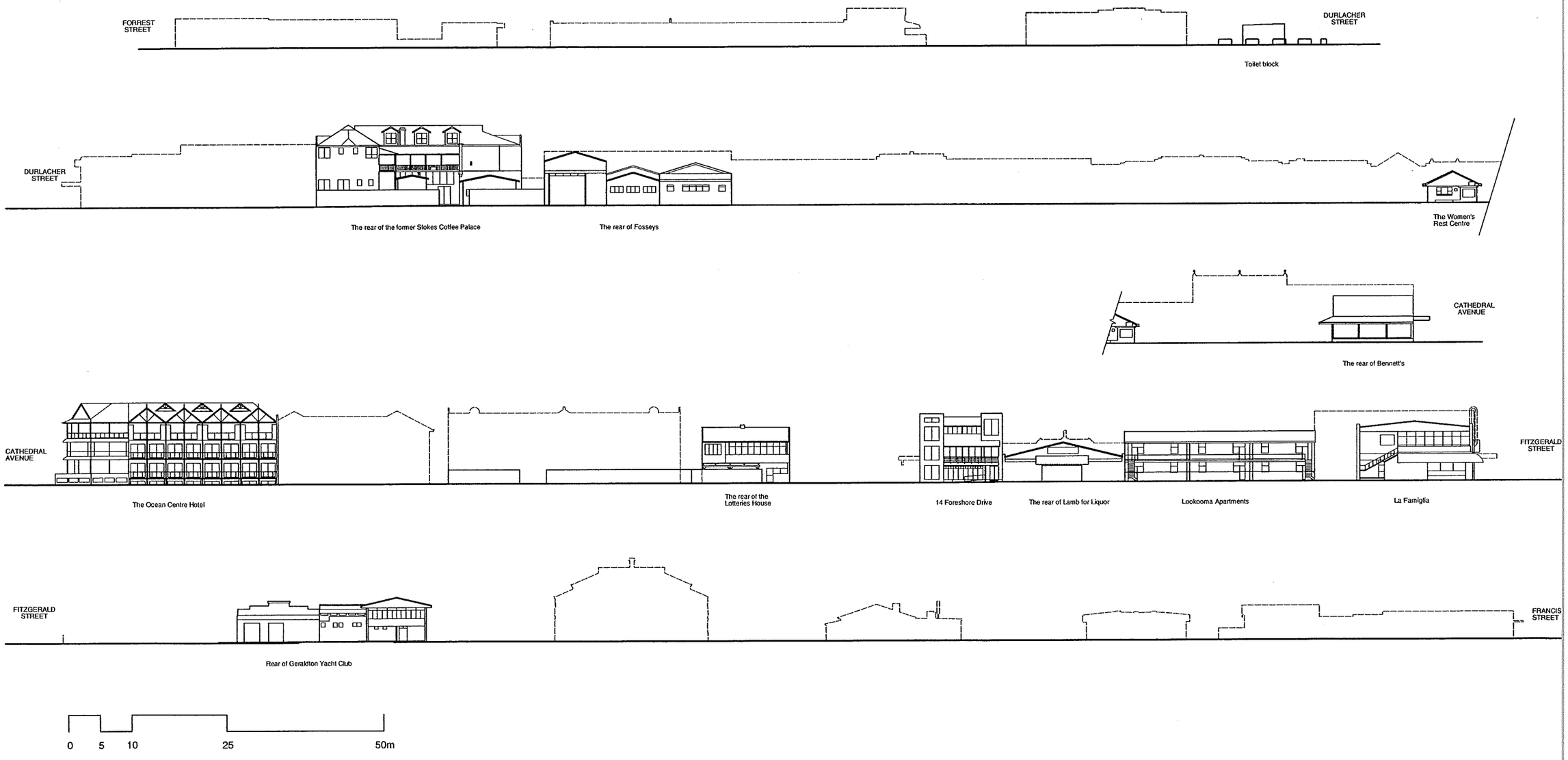
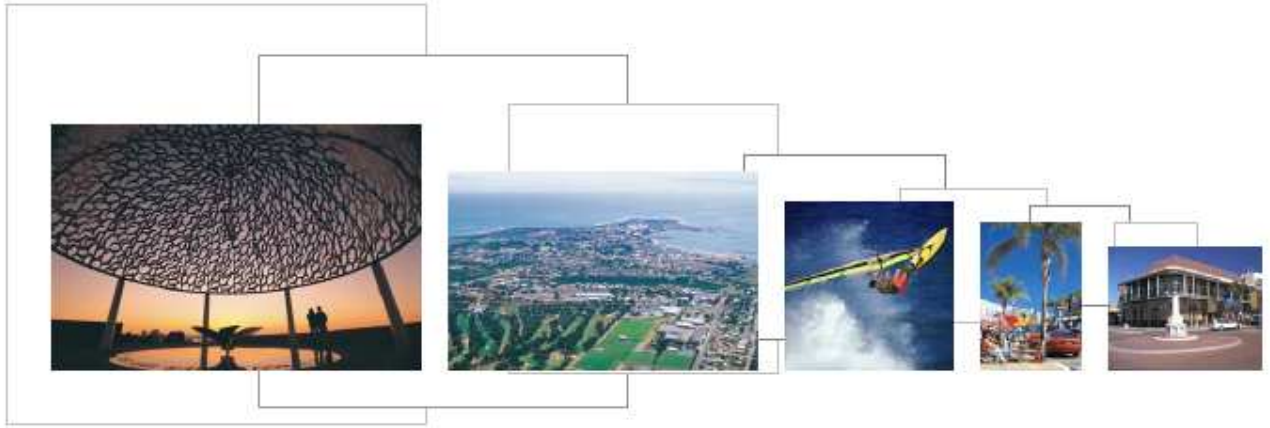


Figure 7. Foreshore Drive Street Elevation. Considine and Griffiths Architects. August 2002.

DURLACHER PRECINCT – (former PTA site)

March 2009



Adopted by Council on 15 April 2009
Endorsed by the WA Planning Commission on 29 June 2009

1. INTRODUCTION

The City of Geraldton-Greenough (the City) is experiencing a resurgence of interest in development opportunities for mixed use development and tourism facilities as it is recognised as the Coral Capital of Australia's Coral Coast (the area between Leeman and Shark Bay/Ningaloo).

In this context the Public Transport Authority (PTA) has reviewed its land holdings and has identified land on the foreshore, over looking Champion Bay and bounded by Marine Terrace, Foreshore Drive, Forrest Street and Durlacher Street, which is surplus to its requirements.

The land was previously part of the PTA Railway Marshalling Yards and is referred to as the "Durlacher Precinct". The railway and marshalling yards are no longer active and the line was removed in 2006. The site, which is approximately 8,500m^2 in area, is in a very prominent location in the heart of the CBD near the Geraldton Foreshore and presents a significant opportunity to create a world class mixed use development.

1.1 Background

Draft design guidelines for the site were prepared during 2004/05 to and were originally part of Amendment No. 32 to Town Planning Scheme No. 3 (Geraldton) which went through the statutory public consultation process.

The Amendment rezoned the site to "Marina" (with restricted uses) and during the finalisation of the Amendment the preferred approach was that the design guidelines would be subject to a further approval process independent of the Scheme Amendment.

Since this time the City of Geraldton-Greenough has commenced implementation of the Geraldton Foreshore Redevelopment Project, which will provide greater public access to the Foreshore which fronts the Durlacher Precinct site.

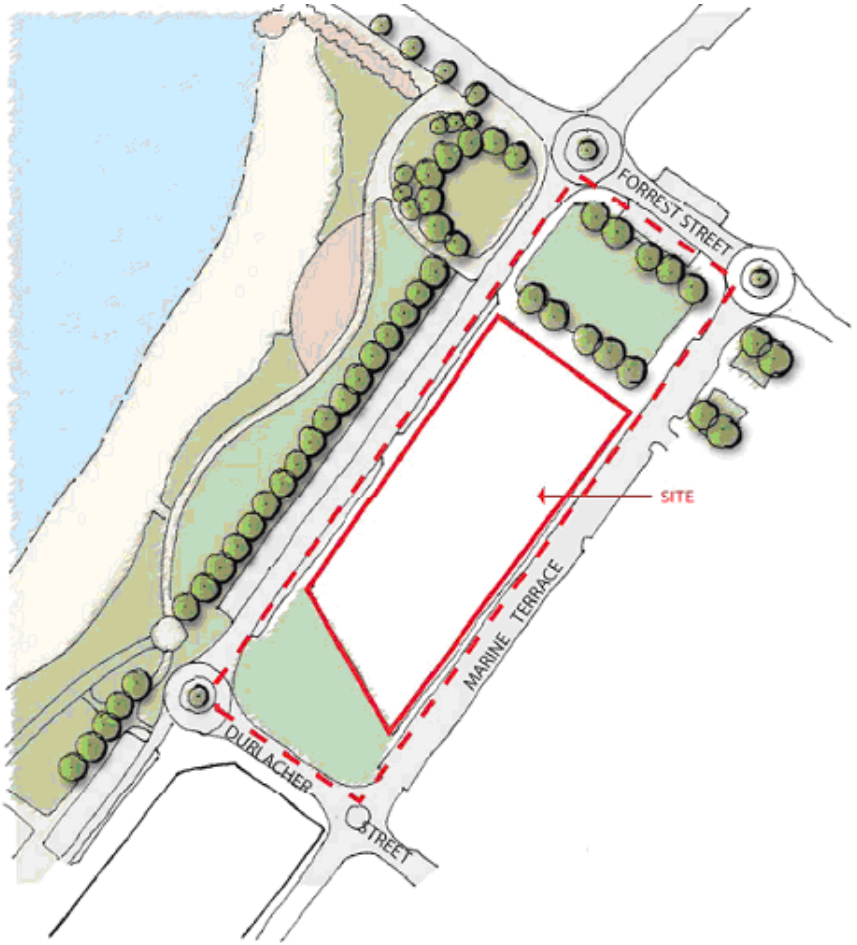


Figure 1 – Site Plan

1.2 Objectives

It is intended that development of the site will incorporate fundamental aspects of good city centre design that will contribute to a truly sustainable city.

In addition to the aims and objectives of the City Centre Planning Policy, the specific design objectives for the site are to:

- Maximise visual and pedestrian connections to the foreshore;
- Promote permanent residential, tourism accommodation and mixed use development;
- Increase the vitality and diversity of the beachfront promenade;
- Promote innovative and attractive development solutions that maximise the potential of the site; and
- Maximise the potential of the site's relationship to Champion Bay.

1.3 Durlacher Precinct Area

The subject precinct overlooks the beach and is bounded by Foreshore Drive, Forrest Street, Marine Terrace and Durlacher Street. The long rectangular site is orientated North West / South East. The land is level and presently cleared of structures. The City will be implementing civic spaces and public realm at either end. Foreshore Drive and the foreshore parklands represent the primary elements of the city centre enhancements. The street running in front of the development area (an extension of Foreshore Drive) will be a low speed environment encouraging pedestrian links from the site over to the foreshore parklands. The road carriageway will have traffic calming details at key locations. Expansive lawns for informal recreation will be bordered by paths and dual use paths linking areas of interest along the foreshore. Marine Terrace forms an extension of the primary retail and commercial centre situated to the east of the subject land.

Figure 2 – Geraldton Foreshore Redevelopment Project (extract)

2. LAND USE

It is envisaged that the foreshore will be 'heart' of the city centre. A place where people live, rest and recreate and relax. At night its activity

could continue with restaurants, cafés and bars and other tourist attractions.

Public access to the Geraldton foreshore is provided by the open space with pedestrian linkages across Courthouse Square and Durlacher Square and other street improvements. This will include the incorporation of new traffic management techniques and streetscape enhancement encouraging pedestrian traffic between Marine Terrace and the foreshore. Foreshore Drive is to be realigned, extended and designed to become more pedestrian friendly. The provision of "mixed use" development and in particular a residential component will result in passive surveillance of this section of Marine Terrace as well as of Foreshore Drive and the Geraldton foreshore in general. It is envisaged that the inclusion of higher density residential accommodation will help enliven this part of the CBD making it a safer and more attractive place.

The subject land is in a prime location for a mixture of uses relevant to the urban centre. The area can accommodate hotel / mixed uses / residential / office / retail land uses and public realm spaces. Land uses should provide the maximum level of activity at street level, appropriate to this location in Geraldton.

The precinct will relate to the busy city centre and foreshore on the Durlacher Street side and to the quieter civic and heritage precinct of the Courthouse on the Forrest Street side. A tourism development option could maximize the use of the site for a hotel, serviced tourist apartments, café, restaurant, festival retail outlets and other related facilities. Residential elements should maximize the opportunities of the Foreshore Drive location.

A limited "thin skin" of retail, commercial and entertainment uses may be acceptable at street level along the development interface with Durlacher Square and possibly Courthouse Square. The retail uses proposed should be typical of the seaside location and offer facilities for tourists as well as those suitable for permanent residents, including kiosks, convenience shopping, and alfresco dining.

An opportunity may exist for "civic style" offices on the boundary of Courthouse Square.

As a permanent residential component is a desirable outcome for the site, is not considered appropriate that a night club use be permitted as conflict issues may arise. Additionally, for such an iconic site, a fast food outlet would not be in keeping with the landmark status of the precinct.

3. HEIGHT

The City considers that there is an opportunity to create a world class mixed use development and recognises that the site has the potential to contribute towards a nationally significant regional waterfront precinct.

Given the size, significance and location of the site along with the acknowledgement of what the site has contributed to the Geraldton Foreshore Redevelopment Project (Courthouse & Durlacher Squares and the accommodation of the extension of Foreshore Drive), the site is considered a "Landmark" site.

It is likely that the site will be required to establish a minimum floor level to allow for storm surge. It is likely that this will be in the range of 3.1m to 3.3m AHD (this is subject to verification from a qualified engineer).

The lowest occupied floor level on Foreshore Drive should be no more than 1.2m above the average natural ground level (ANGL) which allows a step up from the street level therefore accommodating potential undercroft carparking without the floor/door being separated from street level activity.

The lowest occupied floor level on Marine Terrace should no more than 100mm above ANGL to enable this floor level to connect directly with Marine terrace.

4. SETBACKS

Any façade of any floor level over the podium height shall be set back a minimum of 3m from the property boundary on all streets.

The increased podium height for street corners is also applicable to 4 corners of the site that front a street and the public Squares.

Awnings, verandahs and balconies which provide protection and shelter over pavements and outdoor activities, are strongly encouraged.

Development is encouraged which along Marine Terrace, Durlacher Street and Forrest Street frontages which retains a human scale minimising the impact on the historical buildings and the public Squares. Therefore the additional setback of 10m from the property boundary for the façade of any floor level in excess of 20m does not apply to the property boundary abutting Foreshore Drive.

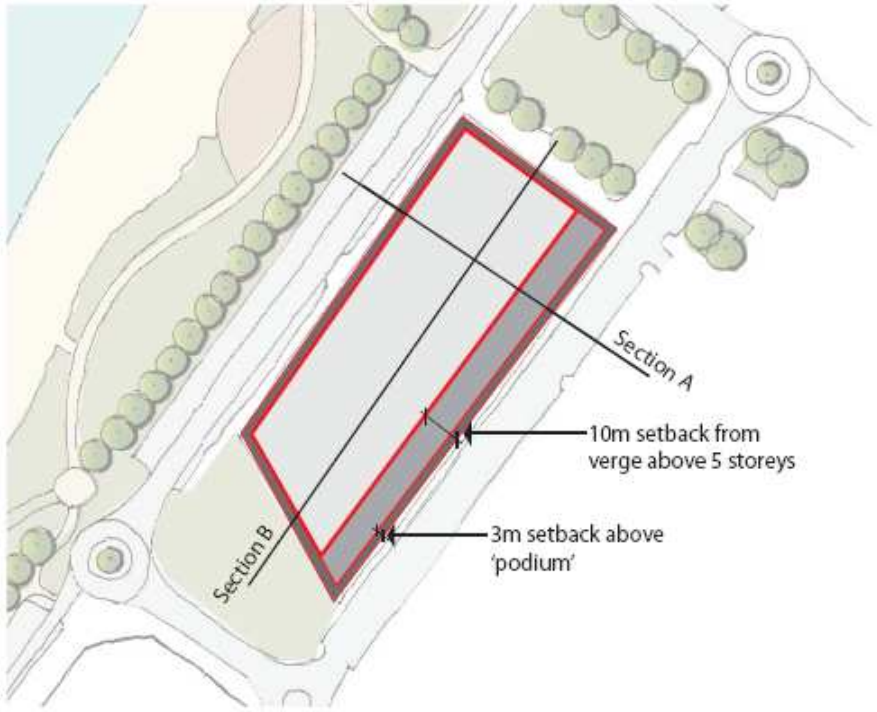


Figure 4 – Setbacks

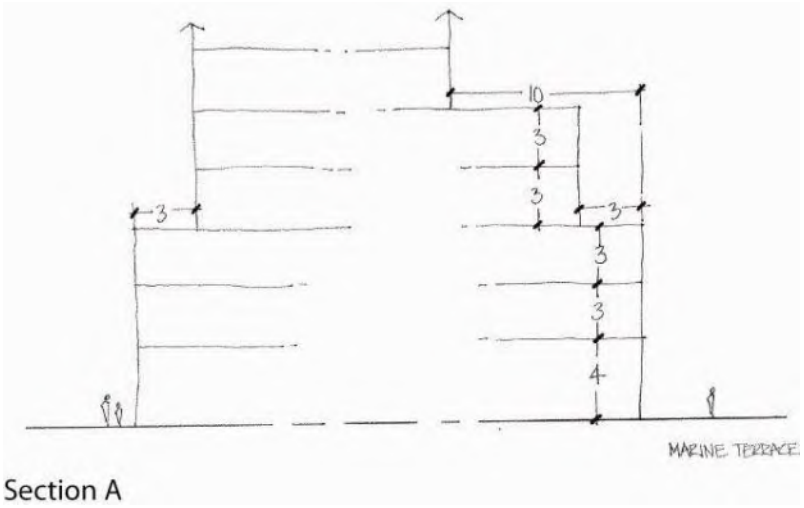


Figure 5 – Sections

5. BUILT FORM

The size and shape of the lot present a significant opportunity to create a holistic built form for this iconic precinct. Subdivision of the land into any more than 2 evenly sized vacant strata or freehold lots is not supported by the City as further subdivision may create a significant potential for the land to be developed in an ad-hoc manner, thereby compromising the full development opportunity of the site and its iconic, "landmark" status.

A strong architectural emphasis should be articulated on the corners fronting onto Courthouse Square and Durlacher Square.

Buildings fronting the street and public realm should face or address these public spaces, have large facades at street level and entries should be clearly visible.

New buildings on Foreshore Drive may be designed to incorporated qualities and detail which reflects the special ocean front setting.

A wide range of materials may be considered including clay bricks from red or earth colour palette, plantation timber, aluminium and steel. All materials should be selected and treated appropriately in accordance with prevailing weather conditions of the location. All materials should have a low level of reflectivity. Large expanses of unbroken and monolithic surfaces are not considered acceptable.

A wide range of roof forms may be considered. Most roofs in Geraldton are hidden behind parapet walls and the development may include similar treatment. Where visible, rooflines should be articulated to create a roofscape that is not dominated by one ridge line. Such roofs should be constructed to within the 25-32 degrees range. Gables are to be used rather than hips as they add interest to the street. Roofing materials should be non-reflective. Roofs and ridge lines should contribute to creating views/vistas down the valleys of the roof (generally run through, not across the block, north-west to south-east).

In very limited situations or as a temporary measure, an end wall may require articulation. Planting particularly climbing species is recommended at ground floor level and at upper level, recessed alcoves resembling fenestration is acceptable and possibly public art/murals.

Figure 6 – External Detailing

6. HERITAGE

New buildings should be designed to compliment the streetscape and not compete for attention with significant heritage buildings in the vicinity of the site such as the Courthouse and the Freemason's Hotel.

Development of the site should maintain the significant vistas to the Courthouse and the Freemason's Hotel.

Development is encouraged along Marine Terrace, Durlacher Street and Forrest Street which retains a human scale minimising the impact on the historical buildings (consistent with the principles of the City of Geraldton Development Guidelines prepared by Considine and Griffiths Architects, April 2003).

Development on the site will require a sensitive design approach and early consultation with the Regional Heritage Advisor and the Heritage Council of WA is considered essential.

7. PEDESTRIAN LINKS

This site will significantly enhanced the pedestrian experience through the creation of quality public urban spaces at its east and west extremities (Durlacher Street Square and Courthouse Square).

No other additional links are required for the site but at the design stage there may be the opportunity for internal arcade links.

8. TRANSIT PLANNING & CAR PARKING

All car parking shall be provided within the site and be wholly concealed and not visible from the street. The use of underground and under-croft car parking will enable the maximum use of the site.

The number of vehicle entrances should be minimised with the primary public access/egress from the site along Foreshore Drive. A maximum of 2 crossovers should be permitted onto Foreshore Drive with access onto Marine Terrace restricted a single point for service and emergency vehicles only.

All loading and turning movements by service vehicles should be made within the site.

9. SUSTAINABLE BUILDING & GREEN DESIGN

A minimal power supply will be available at the development site to satisfy development conditions however the developer of the site would be required to apply for a power upgrade possibly involving the incorporation of a substation site within the development.

10. ADDITIONAL CRITERIA FOR HEIGHT BONUSES

Given the iconic nature of this precinct, it is expected that the development will result in a world class mixed use development and accordingly will entail additional height.

The site is deemed 'Landmark' and it is considered that the site has met the following criteria for additional height as prescribed in the City Centre Planning Policy:

- Provided pedestrian and public access across the city via the public Squares (11a).
- Maximised the opportunity for views and view vistas via the setbacks and public Squares (11d).
- Full built form development of the site area is permitted (subject to setbacks) via the creation of the public Squares (11n, 11o, 11q & 11y vi).
- Provision of streetscape improvements and street parks via the extension of Foreshore Drive and the public Squares (11r).
- Included a community facility via the public Squares (11y i).

Modifications are proposed to the criteria for additional height as follows:

- Buildings may have their main axis running parallel to the foreshore as the provision of the public Squares and setbacks proposed have created significant view vistas (11m).

Other applicable criteria will need to be met by the design/development of the site itself in order to achieve a higher built form.

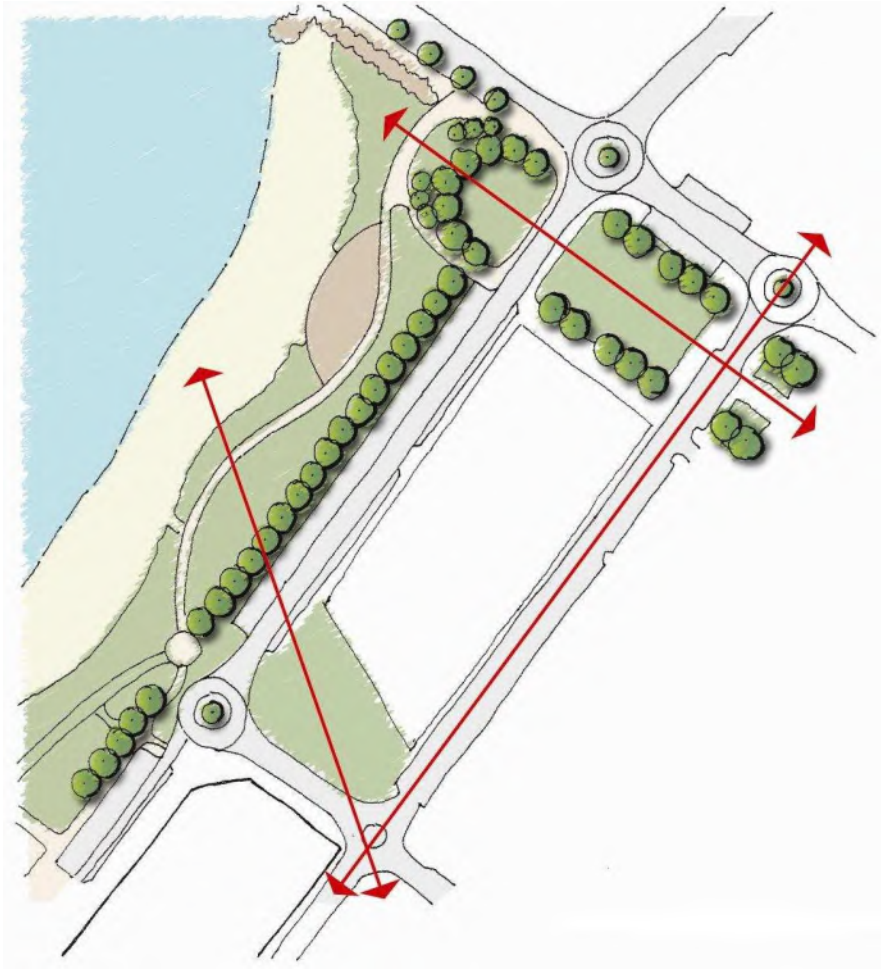


Figure 7 – View Vistas

11. APPLICATION INFORMATION

The size, significance and location of the site mandate that the City have enough detailed information at the planning application stage in order to fully understand, appreciate and assess the intent and impact of any proposed development and therefore the following should be submitted (in additional to the standard site plans, floor plans and elevations):

- An urban design statement;
- A full shadow and wind analysis for both summer and winter;
- 3D perspectives not only for the development itself but also in the context of the locality; and
- Full details of building materials and colours.

Architecture
Interior Design
Landscape Architecture
Planning
Urban Design

Australia
PR China
Hong Kong SAR
Singapore
Thailand

BILL SEWELL COMPLEX PART ONE MASTER PLAN

National Trust of Australia (WA)
20 February 2012

HASSELL

Contact

Dirk Collins Principal
dcollins@hassell.com.au
Mark Aronson Architect
maronson@hassell.com.au

HASSELL
Podium Level, Central Park
152 – 158 St Georges Terrace
Perth WA
Australia 6000
T +61 8 6477 6000
F +61 8 9322 2330

Cover Image: Victoria Hospital Building, Bill Sewell Complex, Geraldton
HASSELL Limited
ABN 24 007 711 435

Content

HASSELL

0.0____Executive Summary

The Bill Sewell Complex represents an intact legacy of the early Colonial settlement period of the Central Midwest area of Western Australia.

The Bill Sewell Complex Site Development Master Plan has been prepared to maximise the opportunities of the site by:
_Improving and conserving the existing fabric
_Accommodating a range of existing and new uses
_Revitalisation of activity across the Complex
_Improving site cohesion using Landscape Strategies
_Providing education and an interpretation framework to communicate the meaning of the place to a wider audience
_Prudent asset management to achieve economic and environmental sustainability.

In Apil 2010, the National Trust engaged HASSELL to propose a Site Development Master Plan for the Bill Sewell Heritage Complex to build on a number of studies undertaken in 2008 and 2009.

The Complex is well placed to take advantage of developments in major infrastructure, resource and technology projects mooted for the Region (including Oakajee deep water port), plus development of the adjacent Batavia Coast Site, and the proposed transformation of the City of Geraldton into a regional City with associated population expansion.

This report represents part one of a two part study; Bill Sewell Complex Site Development Master Plan (Master Plan). Part two provides detailed site information, investigations, process outline and further information in support of the Master Plan.

The Master Plan has been prepared in consultation with the National Trust, the Mid West Development Commission and the City of Greater Geraldton and reflects the core mission of the National Trust to conserve and interpret Western Australia's cultural heritage.

0.0___Executive Summary

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

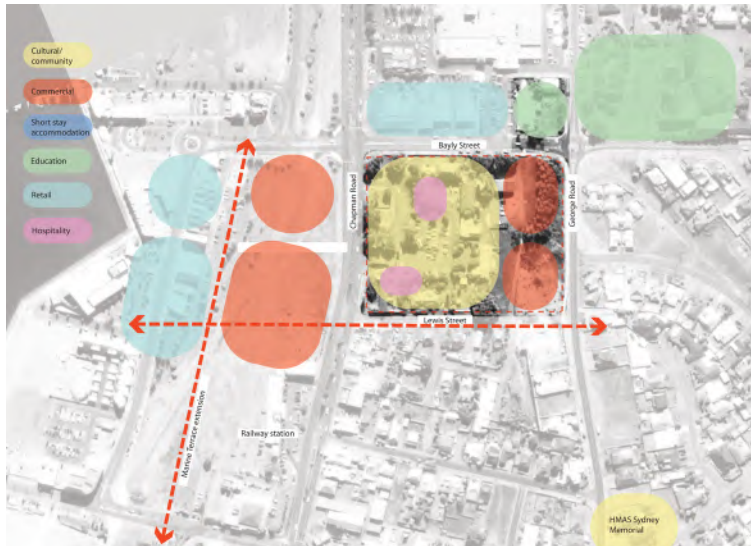
The Bill Sewell Complex comprises the buildings and grounds of the former Victoria Hospital and 1863 Gaol in the north of Geraldton. The site is immediately adjacent the 'Batavia Coast' waterfront currently being developed by LandCorp as a mixed-use residential precinct, and has direct access to regional 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



0.0____Executive Summary

_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

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.

1.0____Introduction

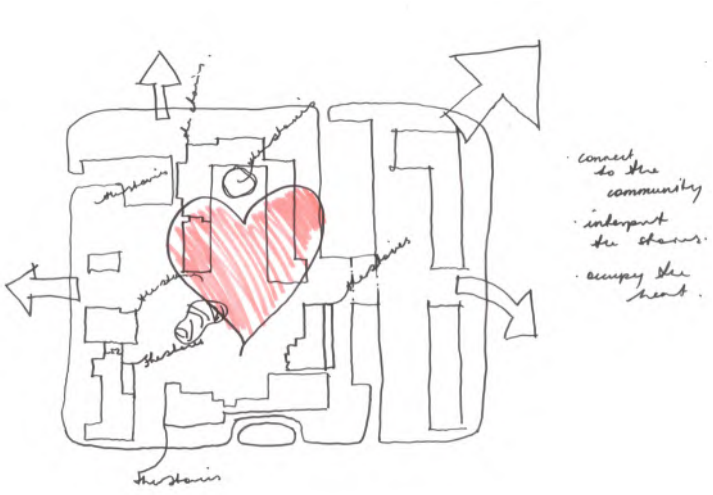
1.1 Background

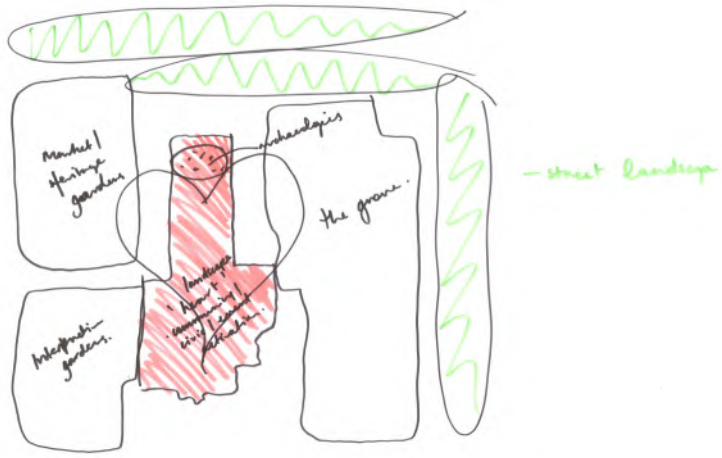
HASSELL was appointed in April 2010 by the National Trust, and with the support of the Midwest Development Commission and the City of Greater Geraldton to produce a Site Development Master Plan for the Bill Sewell Heritage Complex in Geraldton. This Master Plan builds on the framework established by the Scoping Study (Oct 2008) and the Business Planning Progress Report (March 2009) by Alltrack Pty Ltd, and under the guidance of the Conservation Plan prepared by Phillip Griffiths Architects for DHW in 2007.

The mission of the National Trust of Australia (WA) is to conserve and interpret Western Australia's heritage. Having assumed responsibility for the Bill Sewell Complex, the Trust commenced development of a business plan to ensure its ongoing maintenance and conservation.

This report incorporates the following specialist consultants:
_HASSELL - Architecture, Spatial Planning, Landscape Architecture, Urban Planning - Dirk Collins, Mark Aronson, Carly Barrett, Chris Melsom, Sibone Heary and Joel Barker
_Pracsys Business Consultancy – Michael Knight, Brian Cole
_RBB Cost Consultants – Trevor Sanders
_AECOM Traffic Consultants- Chlodaugh Smith
_AESOM Services Consultants – Ashley Barnett
_JMG BCA Consulants- John Massey
_PGA Heritage Architects – Phillip Griffiths, Alistair Ravenscroft

1.0____Introduction





1.2 Purpose

The purpose of the Master Plan as set out in the National Trust of Australia (WA) briefing document is to prepare a guiding 'Development Master Plan' for a 'major heritage precinct in a regional centre'. The National Trust, the City of Greater Geraldton and the Mid West Development Commission wish to see a sustainable "development of regional significance.'

The Trust specifically defines the scope of the project to include the preparation of:

'a document (report, plans, illustrations etc) that will identify how the Bill Sewell Complex can be developed to:

a. conserve significant heritage values
b. accommodate a range of existing and potential new tenants as part of a regional centre
c. generate income for the long term conservation and maintenance of the heritage values of the place
d. exhibit a high standard of culturally sensitive and environmentally sustainable development of a heritage place that can be used by the National Trust and the region as an example for community education and to assist in attracting support for other developments in the future

1.0____Introduction

1.3 Guiding Principles

A number of guiding principles have been used to develop and assess Master Planning options. These are noted below and are outlined in further detail within the report.
_Conservation of Heritage Elements
_Integration of new buildings within a Heritage Framework
_Improving site cohesion using Landscape Strategies
_Sustainable Business Model across the Whole Site
_Revitalisation of activity across the Complex
_Enhancing Visitor experience through Site Interpretation
_Identification of Potential Development opportunities
_Integration with the surrounding area

Early sketch Master Plan

2.0___Vision

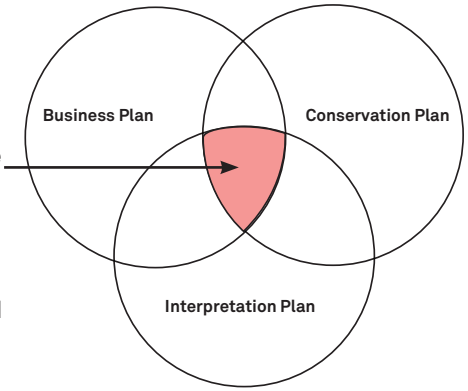
2.1 Vision

The Bill Sewell Complex will provide an enhanced and enriched appreciation of the unique history of the site, its occupants, the stories associated with its past and its role in the broader community. It will be further developed to play a significant ongoing role in the evolving culture of Geraldton and the mid-west region. As a significant heritage asset, its active and integrated conservation will provide a landmark case study for the viable management of other significant heritage assets in Australia.

The preparation of the Bill Sewell Site Development Master Plan has been influenced and informed by a number of stakeholders and in particular, the National Trust, the City of Greater Geraldton and the Mid West Development Commission.

Conservation
_To ensure that cultural heritage is retained for the enjoyment and appreciation of present and future generations.

The central shaded portion represents where the requirements of business, conservation and intepretation are balanced. (eg. the place is sustainable, conserved and interpreted)



Interpretation
_To educate the community about the significance and meaning of these heritage values.

Business
_To generate sufficient income to fund the conservation and interpretation roles.

2.0___Vision (Organisational)

National Trust of Australia (WA)
The vision of the National Trust is:
"The National Trust of Australia (WA) will be the pre-eminent independent community body promoting the conservation and interpretation of Western Australia's unique heritage and educating the community about the use of cultural heritage (built, natural and indigenous) for long-term social, economic and environmental benefits of the community".

City of Greater Geraldton
The City of Greater Geraldton has been involved in the process since its inception, with an active interest in locating the City's proposed new Visitor Centre on this site. The City's expectations for this element are indicated in the following extract from 2009:

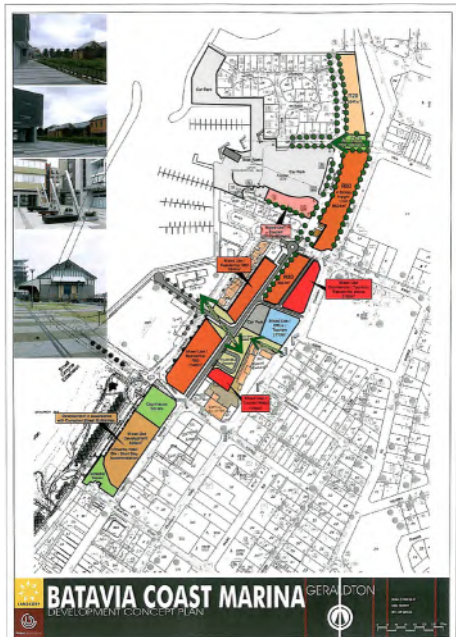
The City of Geraldton-Greenough Regional Visitor Centre (GGRVC) will be designed and built to become an iconic destination in its own right. It may form part of the Master Plan for the Bill Sewell Complex under the National Trust of Australia (WA) while developing Geraldton and surrounds into a leading regional destination. Key outcomes include but are not limited to the following:

- *Promote Geraldton and the Abrolhos Islands as the capital of Australia's Coral Coast and a leading tourism destination.*
- *Facilitate the development of tourism capacity and product = increase in visitor spend and length of stay.*
- *Community engagement through the support of local events, community groups and volunteering services.*
- *Centre will provide a "must see' attraction and will encourage visitors to the centre and to enjoy the experiences on offer = visitor spend*
- *Facilitate and promote regional, national and internationally significant events.*
- *Promote Geraldton-Greenough as the preferred place of business and conferences in regional WA.*

Landcorp, Mid West Development Commission
The remit of the Mid West Development Commission and Landcorp is to maximise the economic development opportunities within the mid-west Region. The Master Planning project for the Batavia Coast Foreshore Marina Phase 2 (BCM^2) has been recently awarded by Landcorp in December 2010 in order to develop this area of adjacent land with an area of approximately 5.7 hectares.

It is recognised that the strategic location of this site may have a substantial impact on the development opportunities for the Bill Sewell Complex in the short, medium and long term. However, the extent of that impact is unknown at this time.

It is essential to develop a complementary/symbiotic programme with the regional surrounds that does not compete, but supports. To this end, the site needs to have good access to BCM^2 from a business development point of view. If the Bill Sewell Complex is to become the jewel in Geraldton's crown, then a strategic marketing exercise needs to be undertaken so that the investment and vision is consistent, integrated and complementary, to secure the best outcome. Therefore the functions and tenures need to be reviewed in the context of the BCM^2 site, for example the Marina developers are contractually obliged to build a hotel on the adjacent site.

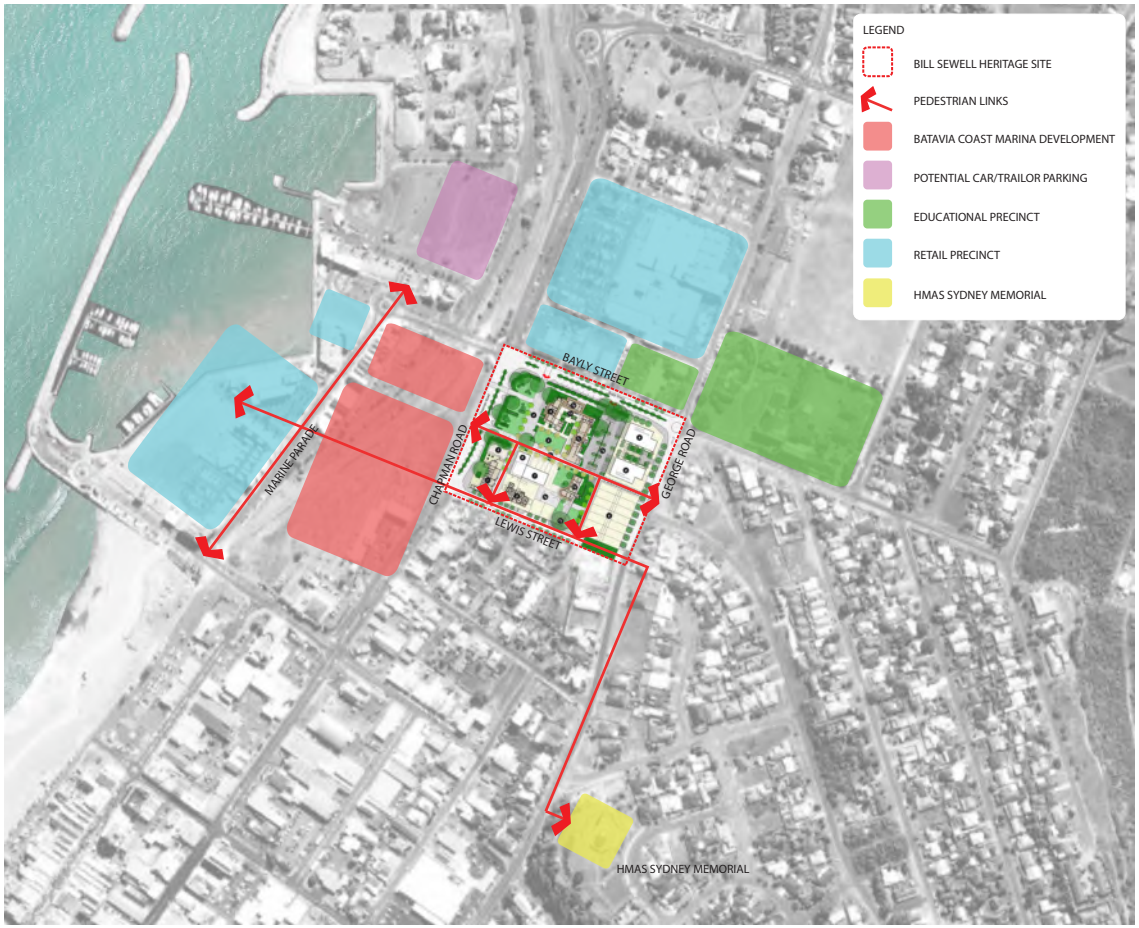


2.0____Vision (Site)

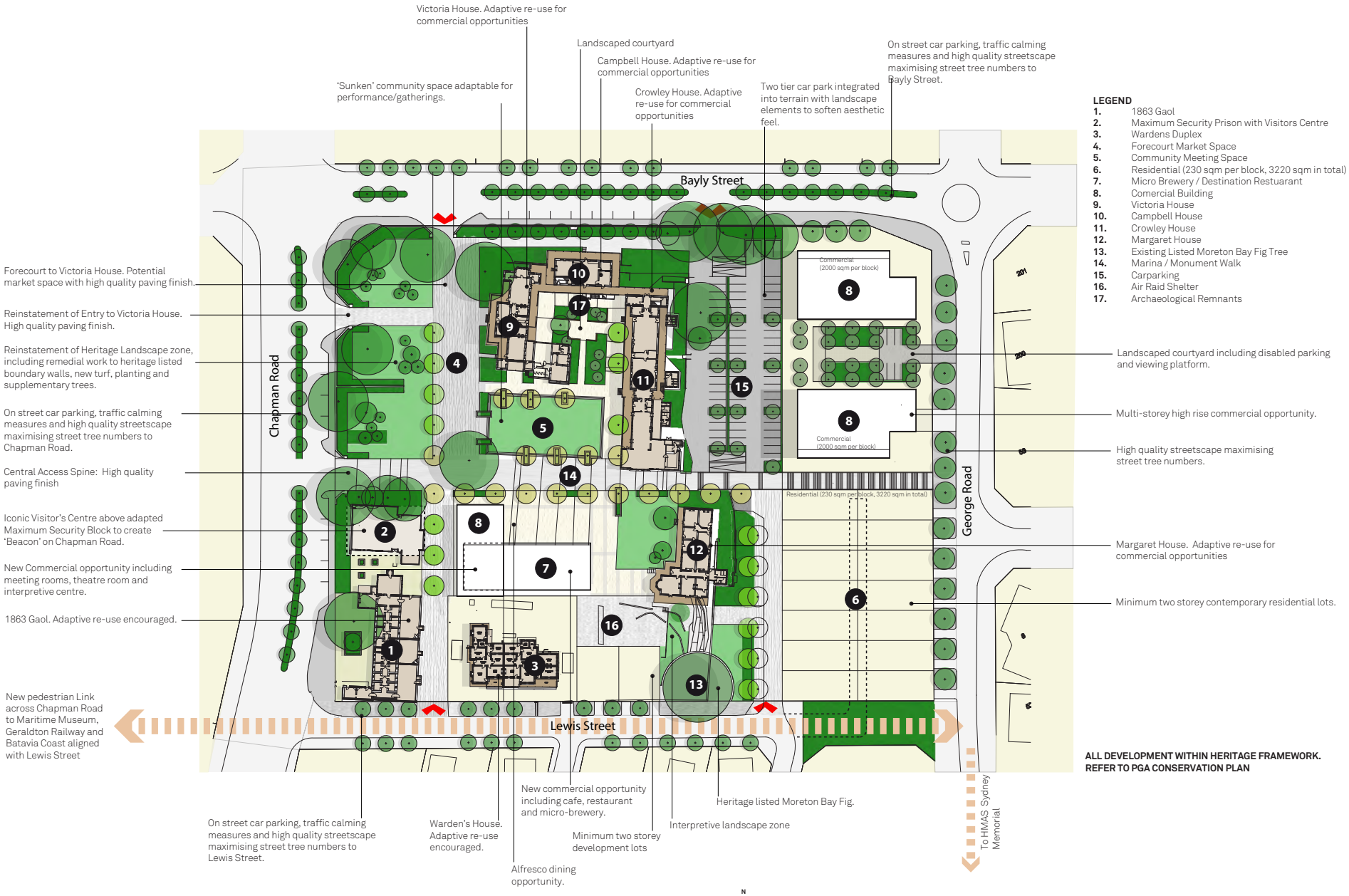
The long term outcome for the Bill Sewell Complex envisages the heritage buildings and setting becoming a strong community asset for Geraldton. These spaces offer a 'heritage oasis' for the public and business community within this area of Geraldton, the next growth centre for the region.

The Complex lends itself to a range of possible uses which are complementary in nature. Potential uses include:

_A boutique 4 star plus hotel and up-market backpackers accommodation
_Residential development adjoining existing residential precincts
_Commercial Office space
_Conference space and Business Centre
_A 'Little Creatures' style brewery incorporating café
_Specialist Retail
_Local and International restaurant options
_Use of the grounds for events and functions such as outdoor cinema, concerts etc (similar to Fremantle Arts Centre)
_Relocation of the visitor centre to the 1863 Gaol site incorporating adaptive reuse of the site
_Readdressing the site so as to face Bayly Street to assist in the formation of a "main street" economic precinct



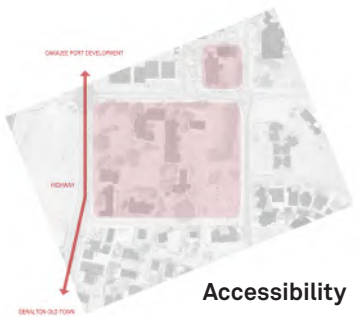
2.0____Vision



BILL SEWELL SITE MASTERPLAN DIAGRAM

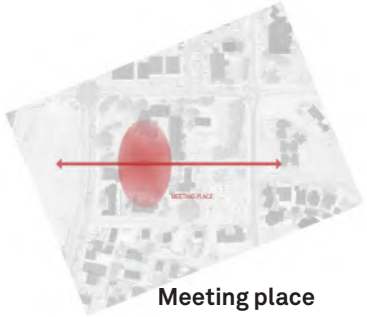
2.0___Vision

Axis

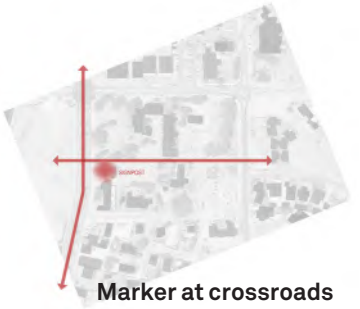


Accessibility

Heritage quarter



Meeting place



Marker at crossroads

Axis and Structure

The plan incorporates a central spine through this site on an east-west axis. This is a central organising element, a pedestrian link that opens up the site and provides clarity of structure across the site. This link visually extends beyond the site boundaries, connecting through towards the marina development to the west, and the eastern slopes where the HMAS Sydney memorial lies beyond.

Lewis Street to the South acts as the major East-West pedestrian access, from Chapman Road and the Batavia Coast marina to the West, through to George Road and the HMAS Sydney Memorial to the East. Strong North and South pedestrian links are incorporated between Bayly Street and Lewis Street and serve to stitch together the site between buildings.

The eastern portion of the site is designated as Site Area A while the larger western side of the site, denoted as Site Area B, is the established, historical precinct formed by the Hospital and the 1863 Gaol.

2.0___Vision

Settings

The Site is approximately 3 hectares in area, which has been broken into zones with different characteristics. A series of precincts or neighbourhoods within these zones have been further identified.

SETTINGS BY CHARACTERISTIC:

1 _EXCELLENT VIEWS, MAIN STREET PRESENCE
2 _OCEAN VIEWS, RESIDENTIAL PROXIMITY, STEEPLY CONTOURED
3 _STREETSCAPE OPPORTUNITIES
4 _LANDSCAPE SETTING, HISTORIC IDENTITIES
5 _GAOL HISTORIC SETTING & INDIGENOUS MEMORIES
6 _PRECEDENT AS RECREATION SPACE, FRAMED BY HERITAGE BUILDINGS
7 _SHELTERED FORMAL CLOISTER
8 _NORTHERN ASPECT, ESTABLISHED HERITAGE LANDSCAPE
9 _ARCHITECTURAL & HISTORIC SIGNIFICANCE, EXTENSION OF PRECINCT BEYOND WALLS
10_REGENERATION OF NATIVE VEGETATION
11_LOW VISUAL IMPACT - CAR PARKING OPPORTUNITIES

2.0____Vision

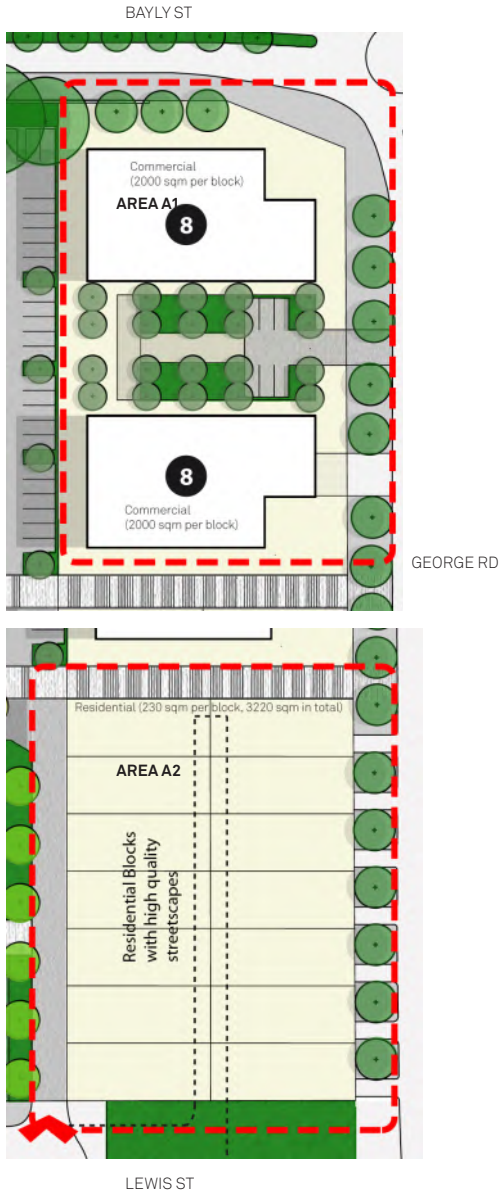
Site Area A

The natural topography of the site divides areas A and B. The flat area of site area B rises sharply by as much as 15m to George Road. The steep terrain has made building impractical in this area, and has been a major factor in the undeveloped state of this portion.

Site Area A is bound by BaylyStreet , Lewis Street and George Road. It has been recognised as an area for possible subdivision due to its distance from the main site and distinct character. Historically it is undeveloped and there are no indigenous or mature trees of note.

The master planning for Site Area A requires a complementary framework in terms of presentation, that will allow for possible re-sale of land portions within the heritage development framework. It offers the National Trust the potential to part-fund the development.

Despite the separation between Site Area A and the heritage fabric, any built form on this portion must be designed to be complementary with regards to scale, materials, detailing and massing. This requires careful integration with the remaining site. Site Area A has been divided into potential residential and commercial zones. The residential portion reflects the residential uses along George Road and has been laid out to take advantage of the first-class views offered from the promontory. The commercial potential of the north eastern corner of Area A, has been recognised as Bayly Street is likely to become much more important. Although it does not currently have a strong retail streetscape in this zone, this may change with the future impact of the nearby Batavia Coast Marina development.



2.0____Vision

Site Area B

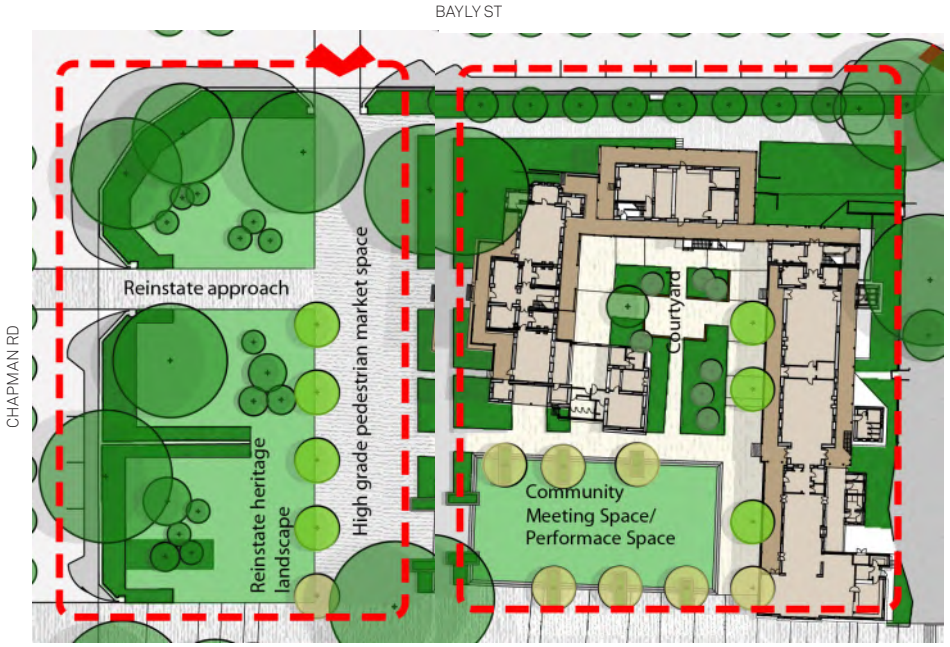
The Victoria Hospital group of buildings is arguably the signature element of the Bill Sewell Site. It has presence to the street and landscape, and is placed to become the primary asset for this site.

1_The north-west section of the landscape heritage site provides the historic setting for the Victoria Hospital, with its mature trees, walled enclosure and landscape. This zone, fronting Chapman Road, links through to the gaol/visitor centre cultural precinct to the south via the landscape and historic parkland walls bounding the site. This is not suitable as a development zone, forming the original entry sequence to the site and offering strong unimpaired sightlines to the Hospital complex beyond. This will be treated as a zone for interpretation, sculpture, and intensification of appropriate landscaping, including new trees, hedges and native/historically accurate planting.

A landscaped forecourt to the west of Victoria House has been introduced to allow for opportunities for weekend craft, local produce and art markets to take place from time to time. This zone continues as an access-way south to the 1863 Gaol and terminates with a new gate in the existing wall along Lewis street.

2_The Victoria Hospital group of buildings forms its own cloister: Victoria House, Crowley House and Campbell House are the outstanding architecture on this site and the intention is that this arrangement should be preserved in master plan without alterations.

A number of functions for the adaptive re-use of these buildings have been considered, including commercial, conference, short stay accommodation and food and beverage. The Victoria Hospital buildings form their own natural precinct, and options for adaptive re-use are explored in the business-case report. The view is that these buildings should be enhanced and that the uses should be more activated with accessible external spaces.



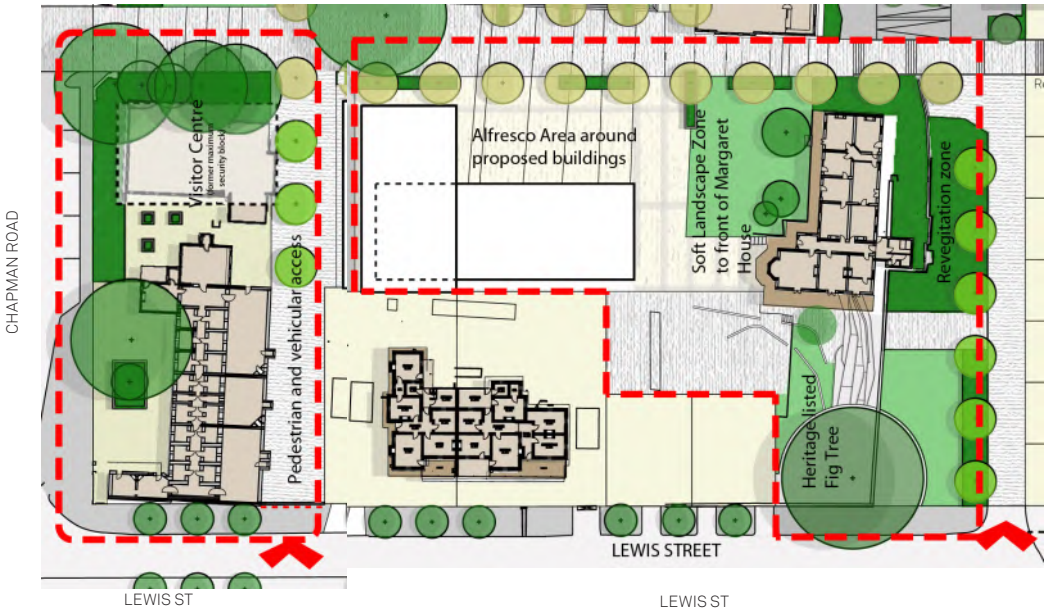
2.0____Vision

The spaces between the Victoria Hospital and the Gaol were originally used for recreation, for market gardens or as paddocks for animals. These spaces alongside this spectacular setting of buildings offer opportunities in the way of landscape – as recreation spaces for families. This is shown as a community meeting space (similar to the concept of Village Green), including amphitheatre spaces for events (eg similar to Fremantle Arts Centre).

3_ The 1863 Gaol is one of the most intact and valuable elements of this site. Surrounded by the potential new development on the adjacent Marina Site, the Gaol represents one of Geraldton's touchstones to the past. Under this Master Plan its function may be as a heritage space. The proposed Visitors Centre is located immediately to the North of the Gaol within and above the adapted former maximum security block. The presence of the 2 storey Visitors Centre along Chapman road brings a strong visual marker for the site. It is envisaged that the design and detailing of this element will be as an iconic modern piece of architecture, representing the aspirations of the City of Greater Geraldton, the National Trust and the Mid West Development Commission for this project. The part retention of external and internal walls and adaptation of the space further provides an effective opportunity for interpretation of the building's heritage.

4_At present, the open land areas around the central buildings is too large and exposed to function as comfortable or contained external space. The Master Plan envisages a new building to the south of the central link which forms a precinct with Margaret House. This new building is north facing, activated towards the landscape and two stories in height. It functions ideally as a Food + Beverage destination, with alfresco spaces opening to the North. This Building has a dialogue with the cloister of the Victoria House complex to the north and defines the Southern edge of the central Community meeting space. Margaret House with its established heritage landscape has its own dialogue with the new building and the spaces between are articulated with soft and hard landscape. This further defines the residential area of the Wardens cottages and townhouse sites along Lewis st.

The adaptation of the 1863 Gaol as a museum/heritage space, togher with the new Visitors Centre to its North and Food and Beverage building to the East forms a strong cultural and tourism precinct. These buildings work together with landscaped and alfresco areas to encourage visitor engagement and enhance the heritage experience of the site.



2.0____Vision

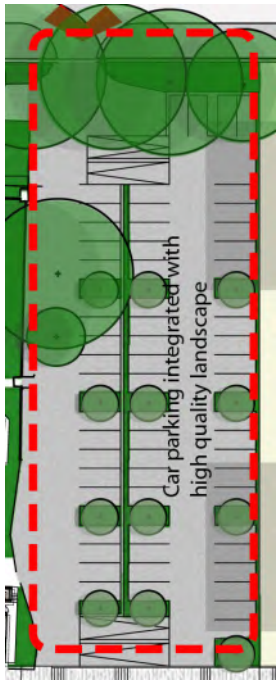
It is thought that Lewis Street may extend further up towards George Road to provide vehicular access to the residential portion of Site Area A. If this is not possible due to the steep terrain then an option is to upgrade the existing track running north from Lewis Street. This is screened from Margaret House with landscaping, incorporating mature trees and native replanting.

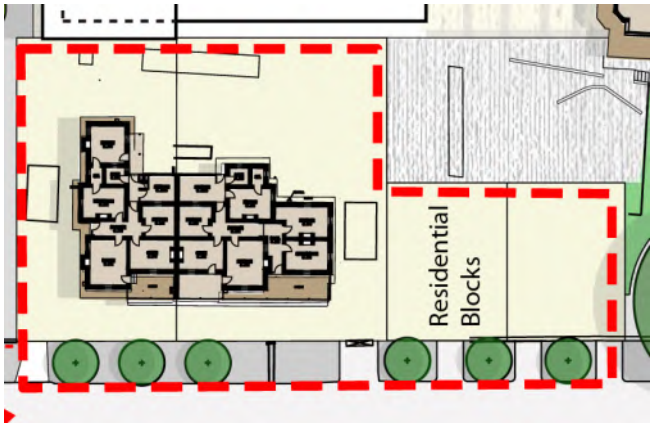
5_The Wardens' Cottages have been retained as residences for lease or potential private sale. This residential streetscape is continued along Lewis Street with the inclusion of two new lots as possible subdivision from Site Area B. These are not extended past the Moreton Bay Fig, a tree having cultural significance on this site.

The two new residential lots, in conjunction with the Wardens' Cottages, provide a more complete streetscape to the northern side of Lewis Street. The garages to the Wardens Cottages have been retained, along with the air raid shelter and heritage elements such as out houses and laundries.

6_To the North a new car park, located away from the main heritage zone, is located East of Crowley House. This car park area follows the contours of the land, as a semi-basement and half-deck, and incorporates tree planting within the design. The car park is largely concealed from the main complex, and does not compromise the heritage interpretation of the Site. All car parking for the Complex is located here, within easy walking distance of all functions.

BAYLY ST

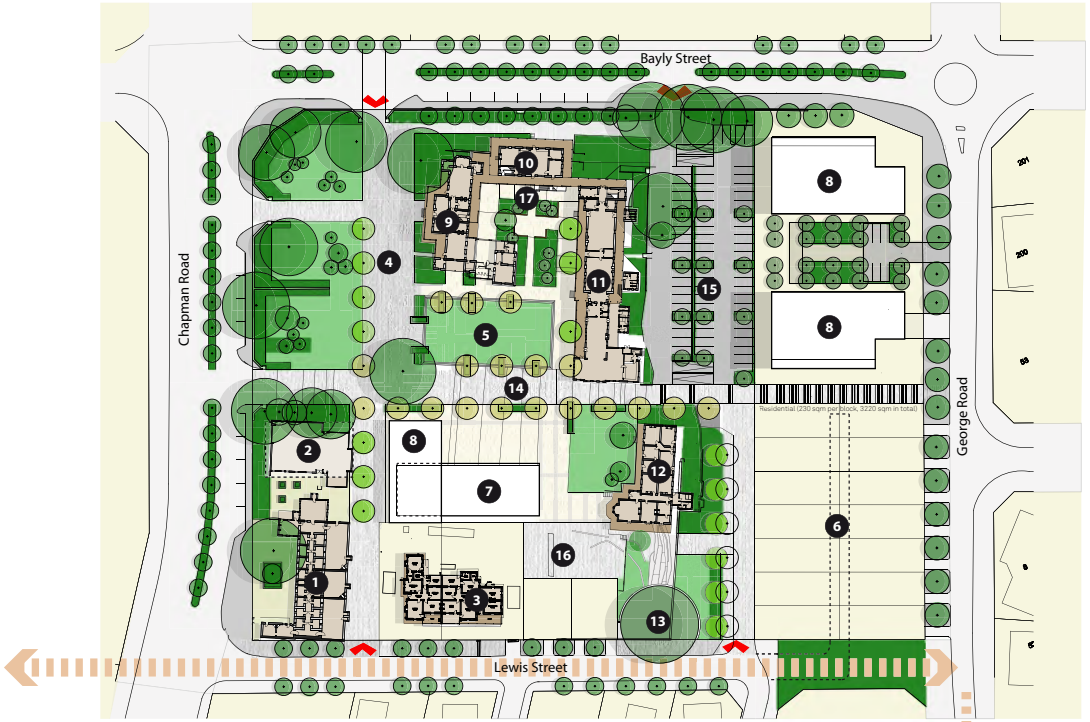




LEWIS ST

3.0 Master Plan

3.1 Master Plan

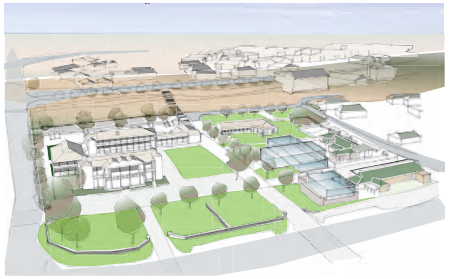


LEGEND

1. 1863 Gaol
2. Maximum Security Prison with Visitors Centre
3. Wardens Duplex
4. Forecourt Market Space
5. Community Space
6. Residential (230 sqm per block, 3220 sqm in total)
7. Micro Brewery / Destination Restuarant
8. Comercial Building
9. Victoria House
10. Campbell House
11. Crowley House
12. Margaret House
13. Existing Listed Moreton Bay Fig Tree
14. Marina / Monument Walk
15. Carparking
16. Air Raid Shelter
17. Archeological Remnants

ALL DEVELOPMENT WITHIN HERITAGE FRAMEWORK. REFER TO PGA CONSERVATION PLAN

View from George Road

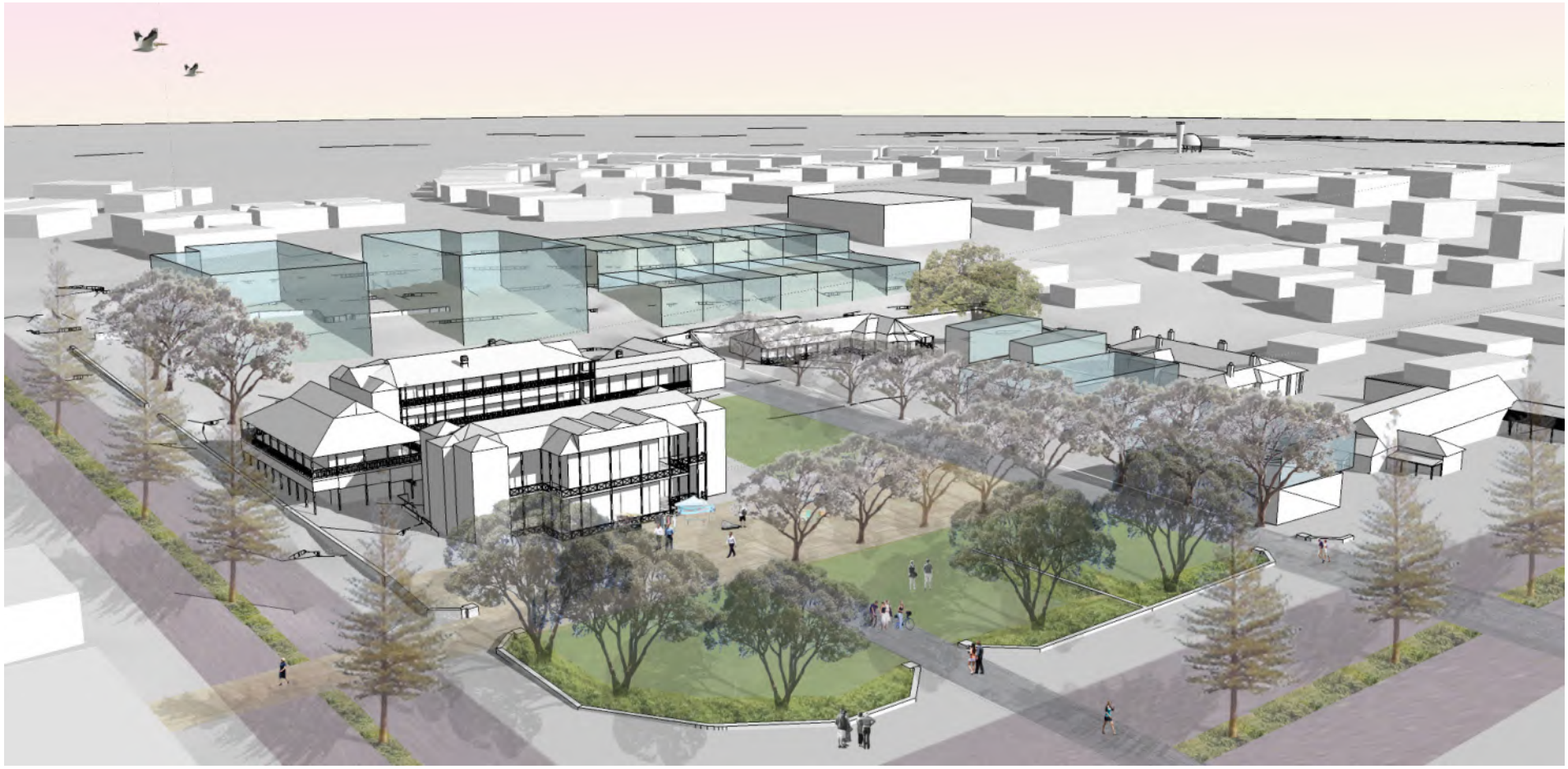


View from Chapman Road (North West)

View from Chapman Road (South West)

3.0 Master Plan

3.2 Concept Master Plan Image



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

3.0 Master Plan

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

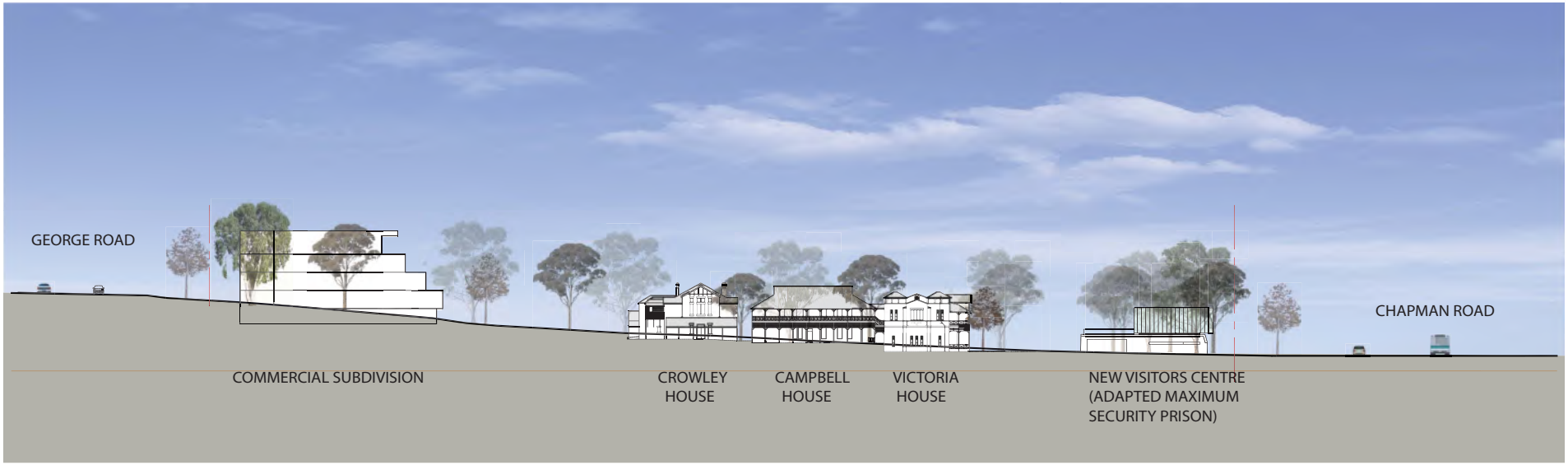
3.2 Concept Master Plan Image

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

3.3 Site Sections

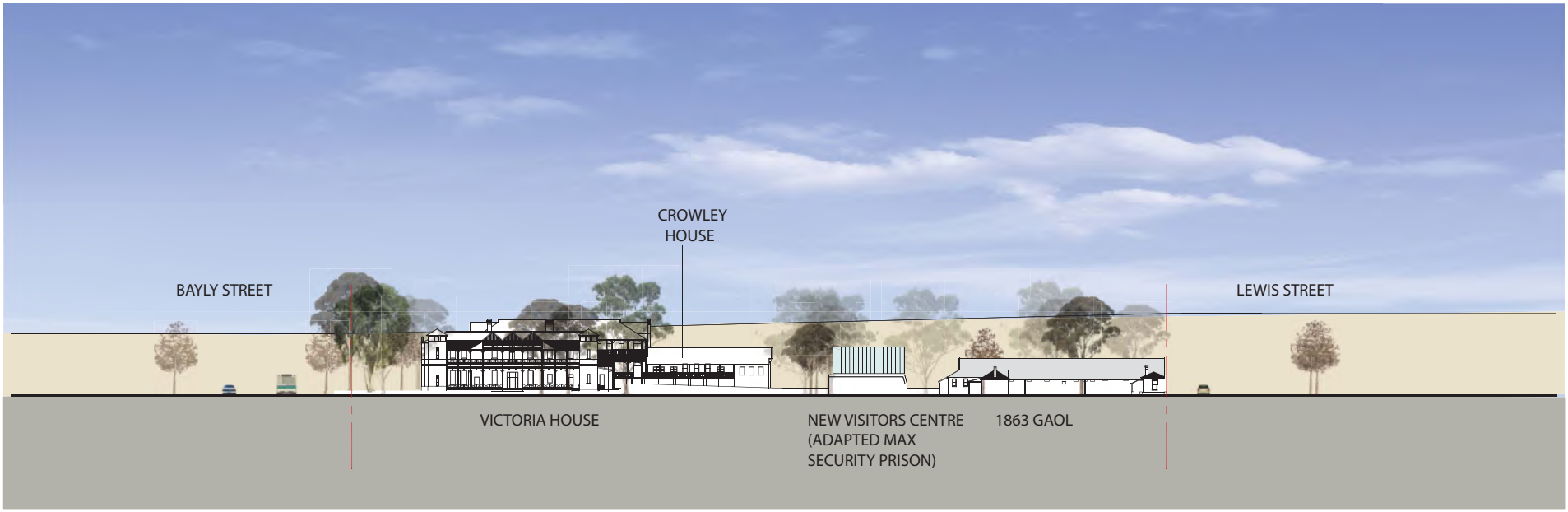


SITE SECTION SOUTH
BAYLY STREET

1_500 @ A2

3.0___Master Plan

3.3 Site Sections

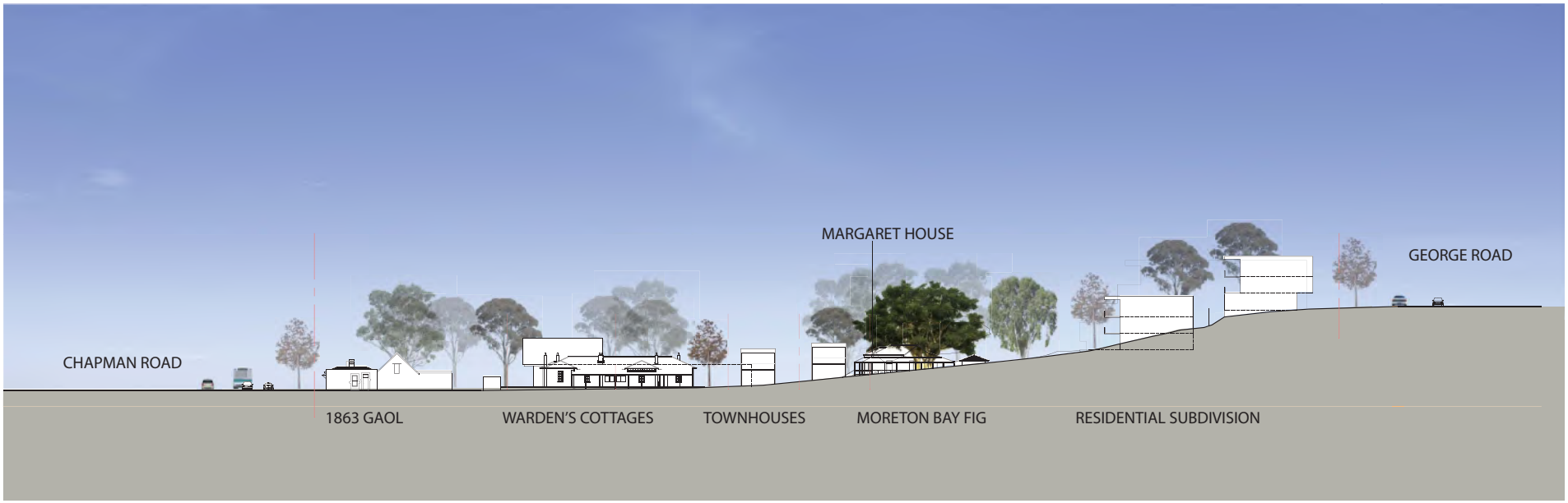


SITE SECTION EAST
CHAPMAN ROAD

1_500 @ A2

3.0___Master Plan

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

4.0 Design Guidelines

4.0 Design Guidelines

4.1 Purpose

The Design Guidelines were prepared to assist the National Trust, the Mid West Development Commission, and the City of Greater Geraldton with the conservation, adaptation, and development of the Bill Sewell Complex and to guide intending developers towards outcomes that are capable of support from a heritage perspective and approval.

The Guidelines serve as a framework for improvement and conservation of the existing significant buildings and fabric, and their compatible adaptation for alternative uses.

Revitalisation of the site will be assisted by sustainable, compatible design; improved site cohesion and connectivity; and high quality built form outcomes that are responsive to the unique requirements of the site.

The Guidelines have been divided into 2 parts, reflecting a separation in land use and design intent across the site.

Area A is applicable to the higher eastern portion of the site bounded by Bayly Street, George Road and Lewis Street, which is an area that contains no built heritage other than the perimeter stone wall, with a small amount of archaeological potential. Development in this Area does, however, need to be mindful of its heritage context.

Area B is bound by Lewis Street, Chapman Road and Bayly Street, the majority of the site, and includes all significant heritage buildings, landscape features, and the major archaeological sites.

Figure 1 (Site Plan with existing features and two site categories)

Each of these two areas is further divided for treatment in the Guidelines, reflecting particular characteristics that will influence development and adaptive outcomes.

Area A is further divided into A1, a commercial zone, and A2, a residential zone. Area B is divided into B1, which contains the Victoria, Campbell and Crowley Houses and a large amount of open space. The structures are major two storey stone construction buildings of high cultural heritage significance. Area B2 contains the single storey 1863 Gaol, which is one of the oldest structures on the site and of high significance, as well as the former maximum security block which is of a much lower order of significance. Finally area B3, which faces onto Lewis Street, contains the single storey stone construction Wardens Duplex, the single storey stone construction Resident Medical Officer's residence (Margaret House), a large amount of open space, significant plantings and archaeological sites.

It should be noted that the majority of the guidelines listed below fall within the General Provisions for either Area A or B, and that those listed under the smaller zones (A1, A2 etc) are listed separately as they are unique to that particular zone.

Figure 2 (Site Plan with each area indicated, buildings with names and archaeological sites)

The whole of the site is included in the State Register. Philip Griffiths Architects prepared a draft conservation plan for Bill Sewell Complex for the Department of Housing and Works in 2007, and it is this document that will assist in determining the actions required to protect the heritage significance of the complex. The figures in this Master Plan document are indicative only and do not supersede those contained within the conservation plan.

4.0 Design Guidelines

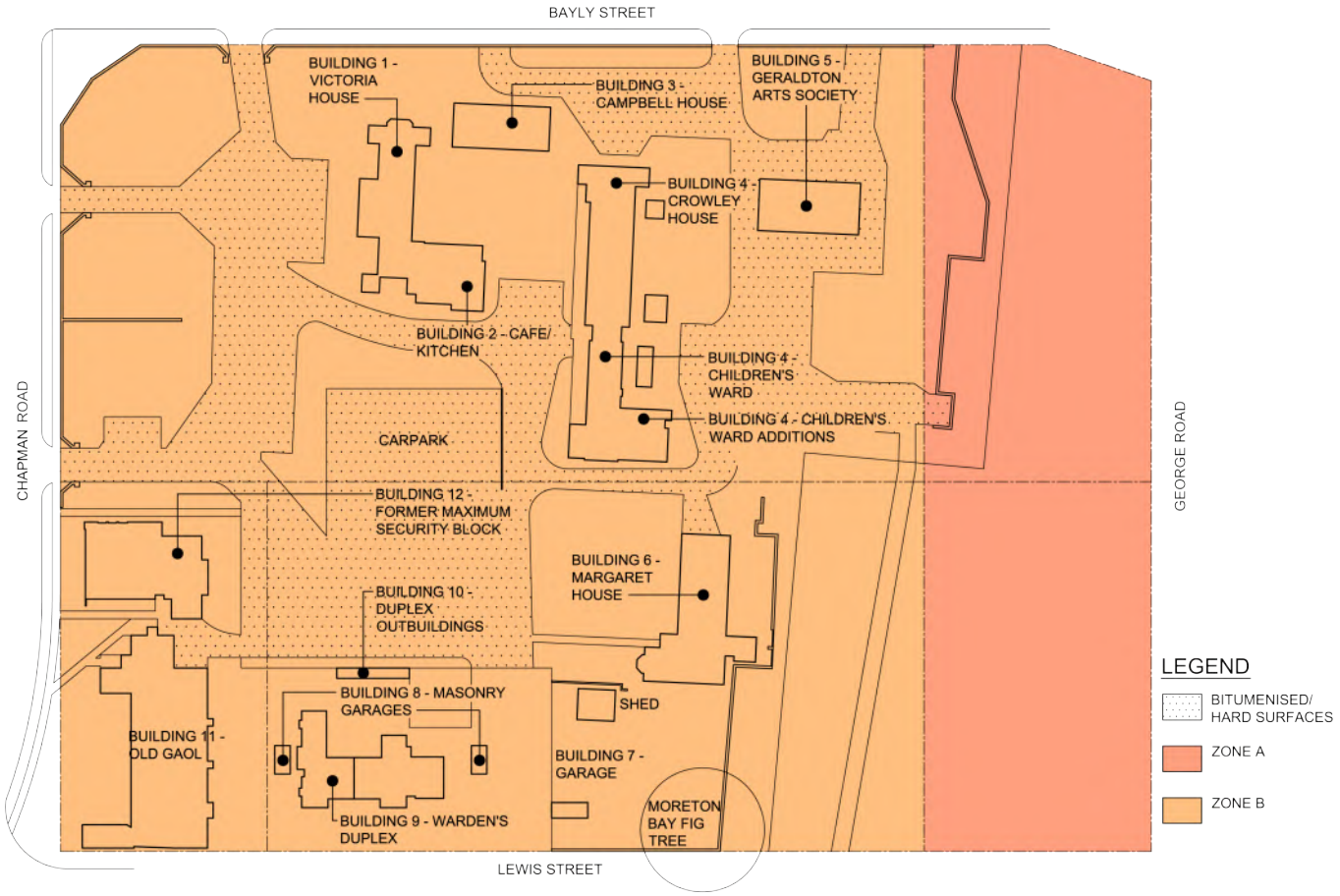


FIGURE 1 - SITE PLAN WITH EXISTING FEATURES AND SITE ZONES
NOT TO SCALE

4.0____Design Guidelines

FIGURE 2 - SITE PLAN WITH EXISTING BUILDINGS AND ARCHAEOLOGICAL SITES
NOT TO SCALE

4.0 Design Guidelines

4.2 Heritage Statement

Bill Sewell Complex is a legacy of the Convict and early Colonial period of settlement of the Mid West. Located on the northern edge of the central business district, the 3 hectare campus site contains 9 principal buildings or groups of varying significance that reflect different stages of the development of Champion Bay. It also contains a number of archaeological locations that may contain valuable deposits. Operating as a convict depot from the 1850s to the 1880s, it also became home to the Victoria District Hospital from the late 1880s to 1966, then Geraldton Prison and Men's Home from 1967 until the new Greenough Prison was completed in 1984. It has since been occupied by a variety of separate uses following its renovation in 1988 and re-opening as the Bill Sewell Complex.

The future of the site will comprise conservation and adaptation of the significant buildings and spaces, alteration of parts of lesser significance and the development of some of the vacant land to arrive at beneficial outcomes for the heritage elements.

4.2.1 Topography and Landscape

Across the site there is a 16m gradient, rising gradually from the western edge along Chapman Road to the east where the incline dramatically increases towards George Road. This eastern edge of the site affords significant views and vistas that need to be protected and maximised.

The landscape is a mix of European and indigenous plant species, reflecting the evolution of the site. Existing trees are generally mature and of good health, contributing to the heritage value and character of the complex. Significant plantings should be retained where possible and appropriate. The large Moreton Bay Fig Tree between Margaret House and Lewis Street is of particular significance, requiring the highest level of protection.

The Perimeter and Outer Stone Walls forming part of the historic landscape are to be protected, conserved, and integrated into future development.

4.2.2 Statement of Significance

The Statement of Significance included in the State Register provides a description of the values that must be protected in any endeavour to conserve or adapt the buildings, and to further develop the land. The Statement of Significance is quoted below as a key reference.

"Bill Sewell Complex has cultural heritage significance for the following reasons:

The place is prominent in Western Australia's history, in particular, in relation to regional development of the Victoria District (early convict hiring depot and early hospital), and exhibits a large number of relatively intact representative building types in their original context, which evoke its former uses;

The place is an important historic and social landmark, it has a strong aesthetic value and contributes to the townscape as a substantial coherent group in a simple park-like setting."

The draft conservation plan provides more and detailed guidance on how the place should be treated.

Significant built form and landscape elements will be protected. Conservation, and possibly adaption, is required for Victoria House (Victoria Hospital 1887), Campbell House (Kitchen Block 1897), Crowley House (Ward Block 1897), the Duplex (Prison Wardens Quarters 1896), and the Gaol (1863). In addition to these key elements, sections of walling, open spaces, plantings and archaeological sites will be retained and conserved. The Maximum Security block is of little significance and its capacity for adaptation and possibly augmentation is relatively high.

The most significant buildings and walls are constructed in stone, with predominantly timber framed floors and roofs sheeted with either corrugated asbestos cement or Colorbond coated corrugated steel. Overall these buildings are in fair to good condition, though most facilities and services are quite outdated.

4.0 Design Guidelines

Figure 3 Site Plan with Buildings, dates, level of significance as well as archaeological sites and significant trees.

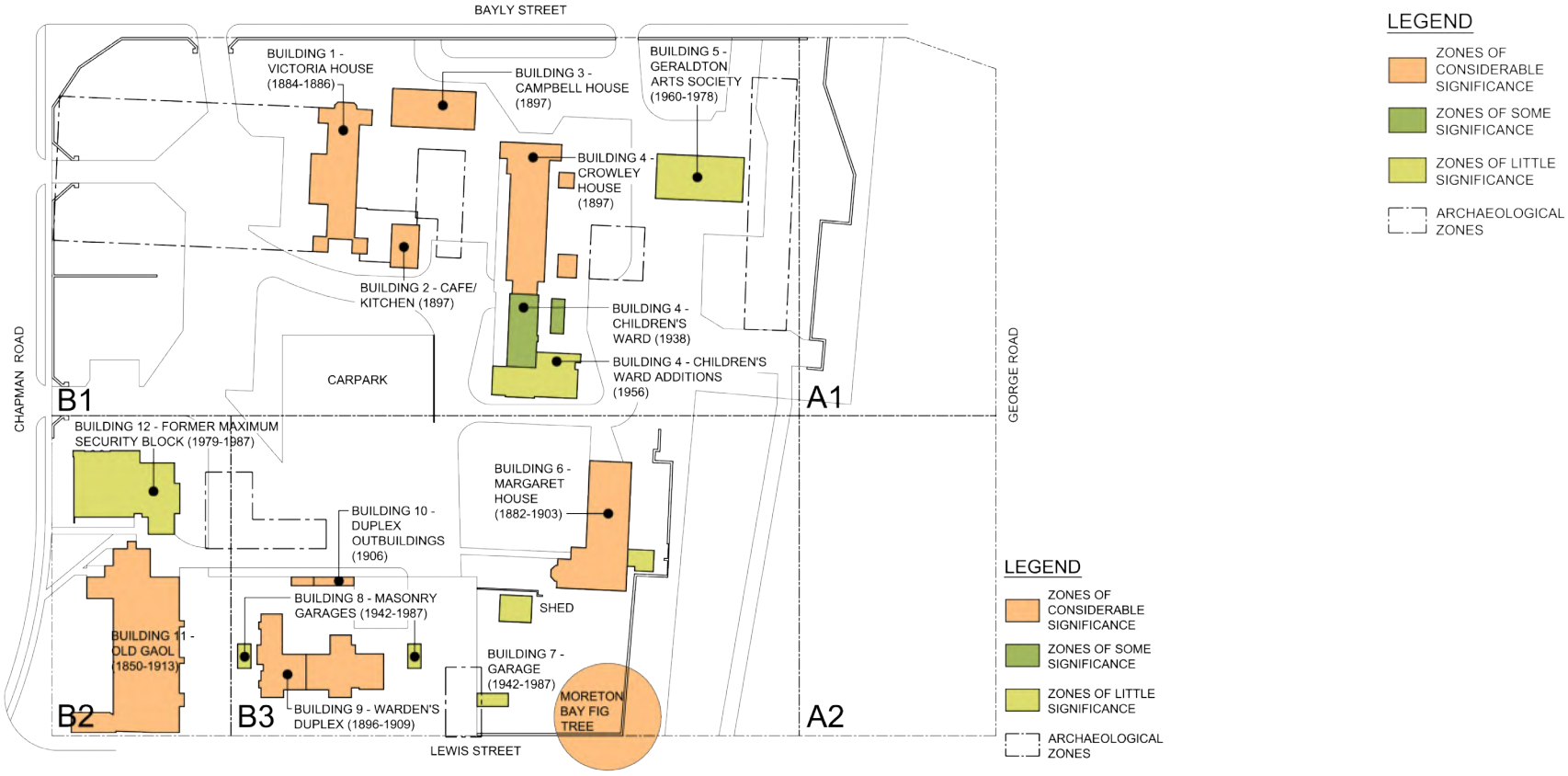


FIGURE 3 - SITE PLAN SHOWING DATES, LEVEL OF SIGNIFICANCE, AS WELL AS ARCHAEOLOGICAL SITES AND SIGNIFICANT TREES
NOT TO SCALE

4.0 Design Guidelines

4.3 Planning Regime

All development at the Bill Sewell Complex requires a Development Application, including major conservation works.

The development of the Bill Sewell Complex must be cognisant of its heritage values. Development must be sympathetic to the existing significant environment whilst reflecting contemporary cultural values, resulting in a sustainable, high quality environment that reflects the values and aspirations of the city and greater region.

For those parts of the site in which the National Trust retains its interest, all development will require a Development Application to the City of Greater Geraldton (CGG) and the Trust will act as the delegate of the Heritage Council in providing statutory advice before the application is considered by the CGG.

For any parts of the site where the Trust's interest is relinquished by way of long-term lease or sale, all development will again require a Development Application to the City of Greater Geraldton, however in this case the application will be referred to the Heritage Council for its advice prior to the application being determined.

The City will also consider development in accordance with the Heritage Conservation Development Local Planning Policy (2008), and the WAPC State Planning Policy 3.5 Historic Heritage Conservation.

Significant developments will be referred to the Mid West Joint Development Assessment Panels for determination.

4.4 Area A General Provisions

4.4.1 Character Statement

Area A has been identified as an opportunity for commercial (Area A1) and residential (Area A2) development facing George Road and addressing public open space within the Bill Sewell Complex site to the west.

Figure 4 Key map to locate site.

Development is to be a minimum of 2 storeys relative to the contour on which it is located facing George Road, and should address primary streets and areas of public open space through placement of windows, balconies, and entrances. A high quality material palette should be used, with a high level of detailing required. Variety and visual interest should be provided through the break-up of built form, materiality and overall composition.

Area A faces existing residential development to the east, acting as a transitional zone from single detached housing to the more intense commercial forms of urban Geraldton.

Activation of the adjacent public open space (characterised by the large Moreton Bay Fig, Margaret House and Crowley House) is encouraged, with opportunities for surveillance possible where development fronts the area. New development should present building and landscape frontages to the west and be visually compatible with existing heritage buildings, without mimicking the heritage buildings in style. New development should differentiate historic and new architecture and may be of contemporary design in nature.

Area A is divided into A1 and A2 with guidelines defining character and intent for each area. In the case of a discrepancy between the general provisions and the area specific provisions, the general provisions will apply.

4.0____Design Guidelines

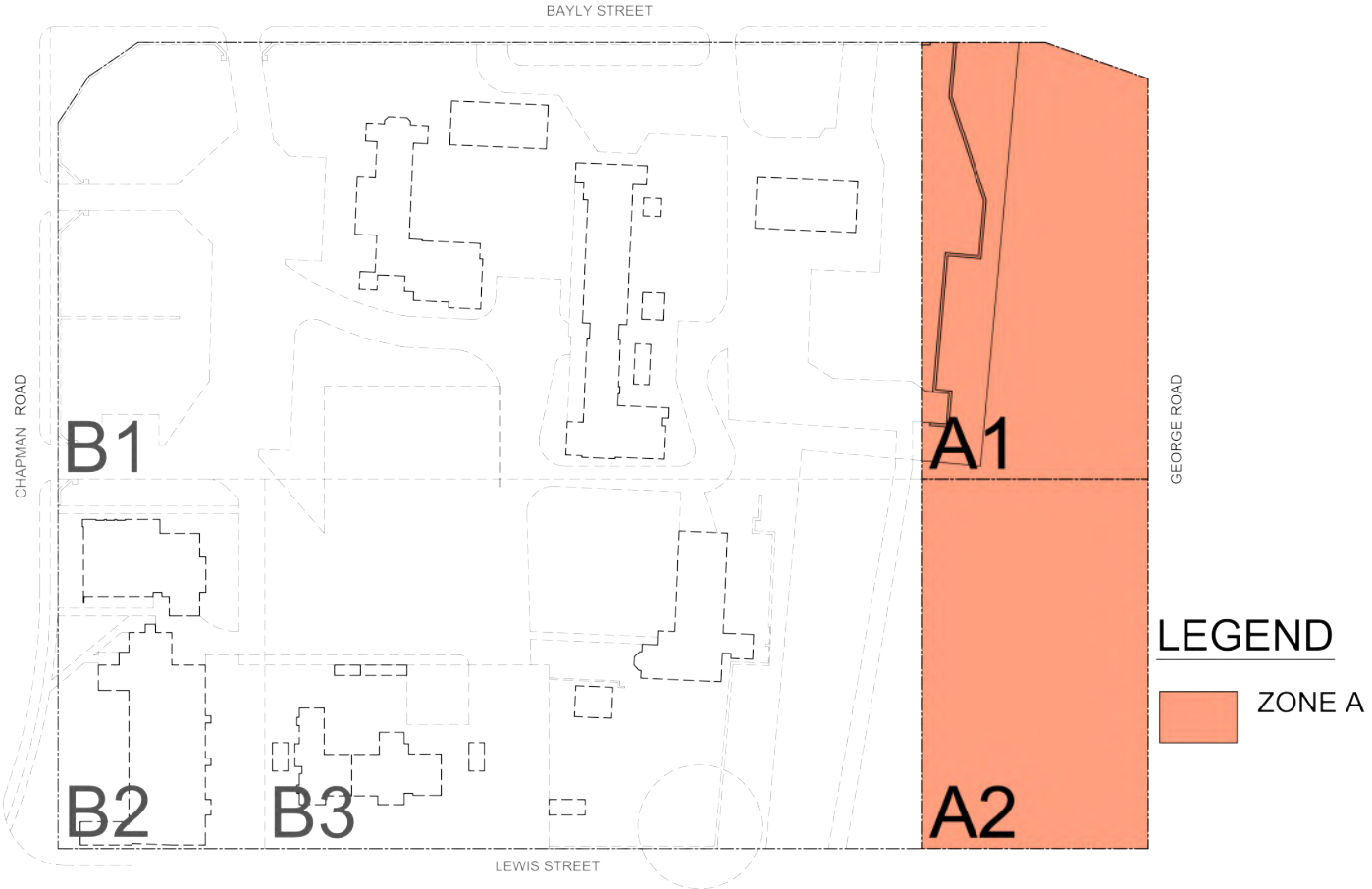


FIGURE 4 - KEY MAP FOR DIVISIONS A1 & A2

NOT TO SCALE

4.0 Design Guidelines

4.4.2 Land Use

Land use is to be in accordance with the Scheme, Section 4.2 Table 1. The subject site is part of an entertainment, tourist, mixed use precinct, in which residential living (within the city) is promoted. The site is zoned for residential as R50 (50 dwellings per hectare).

4.4.3 Built Form

Building Setbacks

General building setbacks are as per the Scheme and City Centre Policy. A 3m front setback is required above podium level. Balconies may occupy this setback area.

Residential setbacks are in accordance with the Residential Design Codes. A nil side setback is required to single residential lots. Built form above 2 storeys is to be setback in accordance with the City Centre Planning Policy.

Building Height

Building height is to be measured from the angle at the street frontage, as specified in the Scheme. A podium height of 2 storeys is relative to the contour on which it is located facing George Road, with a maximum building height of 5 storeys, as per the City Centre Planning Policy.

Plot Ratio

Plot Ratio is as specified in the Scheme. Refer also Section 2.3 Town Planning in Part Two of Master Plan.

Private Open Space

Minimum outdoor living area for residential lots is in accordance with Residential Design Codes. Private open space must be of usable size and dimension.

Heritage

New development facing Margaret House and Crowley House should be visually compatible with the heritage values of the buildings in terms of bulk, scale, articulation and design. This does not preclude contemporary architectural expression. Dwellings adjoining public open space should contribute to surveillance of the space. (Refer to 4.1.5 Planning Regime).

Protection and Enhancement of Views

Significant view corridors should be protected and existing site lines enhanced.

Safe Design

Building design should facilitate passive surveillance of streets, communal areas and public open space.

Pedestrian entrances should be highly visible and identifiable as entry points. Glazing is encouraged for ground floor commercial/retail frontages.

Dwellings should have at least one habitable room with a major opening overlooking these areas.

Levels

Retail and commercial development should be at ground level. Ground floor level should be no more than 1.2m above pavement level.

Parking and Garages

Parking requirements are as per the Scheme. Generally, new development within the City Centre Zone shall be 1 space per 80 square metres net lettable area, except where a monetary provision in lieu of on-site parking is negotiated.

Garages should be well integrated in to the overall built form, and must not be legible as a separate element. Garages should be located to take advantage of site contours to minimise their visual impact from all approaches.

Bicycle Parking

Provision shall be made for the parking of bicycles at a rate of 1 bicycle parking bay per 200sqm of NLA. End of trip facilities including shower and locker space should also be provided.

4.0 Design Guidelines

Bicycle parking is to be designed in accordance with Australian Standard 2890.3. Guidance can be taken from The Cycle-Friendly Workplace and The Bicycle Parking Handbook as prepared by Bicycle Victoria

4.4.4 Building Design

Architectural Style and Design

Development should demonstrate an understanding and interpretation of context. Dwellings must 'belong' to the Bill Sewell Complex and not detract from it. Contemporary architectural expression is not precluded by this requirement. Development facing Margaret House must be visually compatible.

Roof Form

A mix of pitched, flat, skillion or curved roofs may be supported, consistent with the intended architecture of the area.

Relationship to Public Space

Habitable rooms and balconies are to face areas of public open space.

Facades

Facades must be articulated. There shall be no large areas of blank wall or walls made only of glass. Superior materials and detailing are particularly important for primary and secondary facades.

Air conditioners, photo voltaic cells, hot water systems and similar elements must be screened from view from streets and public spaces. Buildings should address adjacent streets, communal areas, and public open spaces through window placement, balconies, and entrances.

Materials

The selection of building materials, external finishes and colours are to be guided by the palette of the site. They should also be appropriate to the climatic conditions of the region. There will be minimal use of highly reflective or gloss materials.

A high quality material palette should be used, with a high standard level of detailing and finishing required, particularly where addressing the street.

4.4.5 Landscape

Public Open Space

Areas of Public Open Space should be considered in the context of the existing and proposed built form, and take into account the adjacent heritage setting. Additionally, drainage and site levels should be carefully considered to achieve a healthy functioning landscape. Appropriate irrigation and maintenance programs are to be implemented to ensure a high quality landscape is achieved.

Streetscapes

Landscape treatment in streetscapes should complement proposals for the streetscapes of adjacent zones. The streetscape design should take into consideration any crossovers into adjacent property and attempt to install as many street trees as possible. Appropriate irrigation and maintenance programs are to be implemented to ensure a high quality landscape is achieved.

Residential Gardens

Private residential gardens are to be in keeping with the overall landscape strategy and complement or enhance the Master Plan vision. Residential gardens are to specify primarily Australian native, low water using plant species and implement appropriate irrigation and maintenance programs to ensure a high quality landscape is maintained.

Materials

The selection of building materials, external finishes and colours are to be guided by the palette of the site. They should also be appropriate to the climatic conditions of the region. Highly reflective or gloss materials are discouraged.

A quality material palette should be used, with a good level of detailing and finishing required, particularly where addressing the street.

4.0 Design Guidelines

4.4.6 Sustainable Design

Energy Efficiency

Buildings are to be designed to help minimise operational energy consumption and greenhouse emissions. External sun shading devices are encouraged to prevent heat loading. These can protect against the summer sun. A high level of cross ventilation should be achieved where possible, reducing the design loads of air conditioning.

Dwellings must be designed and constructed to a minimum energy efficiency rating of 5 Star as measured against a rating system that complies with the Australian Building Code Board Protocol for Housing Energy Rating Software.

All mechanical devices and appliances installed as part of development are to have a minimum 5 Star energy rating from the Department of the Environment and Water Resources Australian Greenhouse Office. Solar or gas hot water systems are encouraged rather than electric hot water systems.

Solar Orientation

Direct natural lighting should be provided to all living, dining and sleeping areas of each dwelling. Where reliance on borrowed light is demonstrated to be unavoidable, only non-habitable rooms and kitchens shall be designed with access to borrowed light.

Water Consumption

Buildings are to be designed to reduce water consumption by occupants through such measures as sub metering of water use, alternatives to water based building cooling systems, grey water usage, rainwater capture and reuse, water efficient fittings and fixtures, and water sensitive landscape design.

Gardens and Landscaping

Landscaping should incorporate Australian native and low water use plant species.

Waste Management

Use of locally available materials and recycled materials and minimal or no use of environmentally harmful materials is strongly encouraged. The embodied energy and environmental impacts of transport should be considered when selecting materials for development.

4.4.7 Other Provisions

Bin and Service Enclosures

Bin storage and service areas are to be integrally designed into the buildings and conveniently accessible to occupants. These areas must be screened from the street and general public view.

Noise

Buildings are to be constructed to appropriately deal with sound intrusions such as traffic, and any noise associated with adjoining public open space.

Fences

Any fencing fronting onto a street is to be a maximum of 1.2m in height. Fences higher than 1.2m should be 70% visually permeable above 900mm.

Letterboxes should be incorporated into the fence.

Other Services

Outdoor clothes drying areas are encouraged and should be screened from public view.

4.0 Design Guidelines

4.5 Area A Specific Provisions

4.5.1 Area A1 Provisions

Character Statement

Area A1 indicates an opportunity for new commercial development addressing Bayly Street and George Road. Residential development above commercial activity is encouraged.

Building Design

New development should address adjacent streets, areas of public open space, and provide surveillance of car parking areas. Built form should be visually compatible with Crowley House, but should not mimic its design. Compatibility may be achieved through façade composition, colour and material selection or built form break-up and scale. At ground floor level, a significant degree of transparency and detailing is required.

Built form should help frame open space and potential car parking areas adjacent to Crowley House. No large blank walls are permitted. A significant level of detailing and façade variation is required, but facades should not be overworked with a large number of design elements.

An increase of building height at the street corner is suggested.

Public Open Space

Areas of Public Open Space should be considered in the context of the existing and proposed built form, and take into account any heritage considerations. Additionally, drainage and site levels should be carefully considered in order to achieve a healthy functioning landscape. Appropriate irrigation and maintenance programs are to be implemented to ensure a high quality landscape is achieved.

Vehicles, Parking and Access

Car parking is generally to be sited behind buildings and should not be visually dominant. Primary vehicular access from George Road or Lewis Street is encouraged. Allowances should be made for legible and safe pedestrian access in to and across the greater site. This includes the central pedestrian movement path running from George Road to Chapman Road.

4.5.2 Area A2 Provisions

Character Statement

Area A2 offers an opportunity for single residential dwellings of up to two storeys addressing George Road, Lewis Street, and adjacent open space.

Building Design

New development should address adjacent streets and areas of public open space. Dwellings facing Margaret House should be sympathetic with the heritage building without mimicking it, and be of a contemporary nature in design. This may be achieved through façade composition, colour and material selection, or built form break-up and scale. There shall be no large blank walls. A good level of detailing is required particularly in addressing streets and areas of open space.

Single residential lots should be a minimum of two storeys with maximum building heights in accordance with Category C (Table 3) of the Residential Design Codes. A nil side setback is allowable.

Vehicles, Parking and Access

Preferred access to residential lots is via both George Road and a proposed access road west of the area, adjacent to Margaret House. Alternatively, there is potential for rear laneway access to service all lots, which would minimise the impact of crossovers and driveways for the overall residential development.

4.0 Design Guidelines

4.6 Area B General Provisions

4.6.1 Character Statement

Area B offers an opportunity for conservation and adaptation of existing significant structures as well as for an amount of new commercial/retail development, all in a manner that is compatible with the heritage values of the area.

Figure 5 Key map to locate site and the three divisions B1, B2 and B3.

New development must integrate with and enhance the parkland setting.

There are opportunities for an entertainment zone and amphitheatre within the site, bounded by Crowley, Campbell and Victoria House. Additional commercial development with potential function space capabilities may provide additional activation to the area. New development should be a minimum of 2 storeys, addressing adjacent streets and public open space. Setbacks apply over 2 storeys, paying reference to the heights of existing heritage buildings, as well as the intent of the City Centre Policy. Additional commercial development is also possible to the north-east corner of the site, addressing Bayly Street, and providing a frontage to potential car parking within the site. Car parking is generally to be sited behind buildings or screened from view, and should not visually dominate the setting.

The preservation and enhancement of the landscape zone to the north-west corner of the site is encouraged, with opportunities for sculpture gardens, interpretation zones and market structures. Set against the backdrop of Victoria House, the area fronts Chapman Road and provides the opportunity for an activated, accessible public space. The primary pedestrian access points will be midway along the site boundary at both Chapman Road and Lewis Street, with Lewis Street providing a direct link to the Marina via the 'Marina to Monument Walk'.

There is potential for a newly located Visitors Centre, along with additional complementary facilities including meeting rooms, a theatre room, an interpretive centre, as well as café and restaurant facilities. The Centre would provide a focal point from which visitors may orient themselves within greater Geraldton. Depending on demand, there may be opportunities for a hotel with a conference and/or business centre.

The primary objective in this area is the conservation of the significant buildings. Their adaptation, the development of the landscape and any new development is focused on achieving this objective.

Adaptive Re-use

The re-use of the heritage buildings is key to the success of the program to improve the Bill Sewell Complex and to underpin the ongoing conservation of its heritage assets. The aim of the program for adaptation is to keep the range of allowable uses as open as possible. The test for any uses will be:

- the compatibility of the proposed use with the building and its spaces
- how little significant fabric will be disturbed by any change
- the capacity of the use to include removal of intrusive elements or fabric
- the capacity to restore original internal spatial arrangements
- the capacity of the use to include the reinstatement of missing significant elements; and
- the ability of the use to conserve and reveal heritage values

Detailed guidance is provided in the conservation plan. In general terms, original walls, floors, ceilings and openings and opening treatments will be retained and conserved. Non-original and intrusive material may be altered and even removed. Large spaces should not be permanently subdivided and the spatial qualities retained.

4.0____Design Guidelines

FIGURE 5 - KEY MAP FOR DIVISIONS B1, B2 & B3

NOT TO SCALE

4.0 Design Guidelines

Additions
New building elements associated with adaptive re-use and its suitability will be measured by the same criteria. Further, additions to significant structures need to be visually differentiated from the significant structures to which they are attached and be capable of removal from them without undue damage.

The draft conservation plan provides further guidance on how change might be made, what might be removed or altered and the materials to be used for conservation work.

New Development
New development must be compatible with existing values of the heritage buildings and settings, but should not mimic those buildings. New buildings may be noticeably or subtly different from significant buildings or may be contemporary in nature. A high quality material palette should be used, with a high level of detailing required. Variety and visual interest should be provided through the break-up of built form, material selection and overall composition.

Area B Divisions
Area B is further divided in to 3 parts, B1, B2 and B3, with guidelines defining character and intent for each area. In the case of a discrepancy between the general provisions and the area specific provisions, the general provisions will apply. The divisions are not designed to separate the site into different sections, but merely to deal with parts of the site that are quite different in scale and character.

4.6.2 Land Use
Scheme Provisions
Land use is to be in accordance with the Scheme, Section 4.2 Table 1. Land uses for the site include restaurant, shop, reception centre, recreation (passive), motel, community purpose, and civic. Hotel and occasional use is at the discretion of the Council.

The subject site is part of an entertainment, tourist, mixed-use precinct. Other compatible uses may be considered where there is a demonstrable positive heritage outcome.

4.6.3 Built Form
Building Setbacks
General building setbacks are as per the Scheme and City Centre Policy. A 3m front setback is required above podium level. Heritage compatibility may moderate this provision. Refer also Section 2.3 Town Planning in Part Two of Masterplan.

Building Height
Building height is to be measured from the angle at the street frontage, as specified in the Scheme.

New buildings in Area B shall not exceed the height of Victoria House eaves at the building perimeter, and the building ridge elsewhere.

Plot Ratio
Plot Ratio is as specified in the Scheme. Refer also Section 2.3 Town Planning in Part Two of Masterplan.

Heritage
Area B contains all of the significant heritage structures, landscape elements, perimeter walling and archaeological potential. Although the whole of the land is entered in the State Register, it is this area that attracts the most attention of heritage bodies and therefore approving authorities. (Refer to 4.1.4 Planning Regime)

The conservation and adaptation of significant elements is paramount in Area B.

New development, where it is permitted, should be compatible with existing heritage buildings, should not mimic them, and may be contemporary in nature.

4.0___Design Guidelines

Safe Design
Building design should facilitate passive surveillance of streets, communal areas and public open space. Pedestrian entrances should be highly visible and identifiable as entry points. Glazing is encouraged for ground floor commercial/retail frontages.

Loading and storage areas should be well lit and lockable after hours.

Car parks and other public areas used at night should be adequately lit, sign posted and visible.

Levels
Retail and commercial development should be at ground level.

Protection and Enhancement of Views
Significant view corridors should be protected and existing site lines enhanced. Open spaces between heritage buildings should be retained as largely open and uncluttered. Significant viable plantings should be retained.

4.6.4 Building Design
Architectural Style and Design
New development is to be guided by the character of the Bill Sewell Complex. It should relate to neighbouring heritage buildings without mimicking them. Floor levels, compositional breakup, building height, as well as general building bulk and scale may be referenced. Design should be complementary and compatible. The objective should be to ensure that the presence and prominence of the significant structure is maintained and that any new structure or additions are of a commensurate design quality.

New development is permitted above the former Maximum Security Block, but must be in keeping with the guidelines. It should reference the existing structure but be of a contemporary style and recognisable as a separate building element.

Building Articulation and Roof Form
A mix of pitched, flat, skillion or curved roofs may be supported, consistent with the principles of visual compatibility with the architecture of the area.

Facades
All buildings should address adjacent streets, communal areas, and public open spaces, through window placement, balconies, and entrances. Mixed use buildings should have separate entries for residential and non-residential uses for visual clarity, where applicable.

New building facades must be articulated with similar rhythms to the significant buildings to which they relate. There shall be no excessive blank walls. At a pedestrian level, detailing is required, providing variety and interest. For commercial and retail development, glazing is encouraged, providing transparency and allowing views through to internal activity. Active street fronts are promoted.

External ducting, air conditioners, plant, pipes, lift over-runs and similar elements must be screened from view from any public place or adjacent property and incorporated into the building at the initial design stage.

Materials
The selection of building materials, external finishes and colours are to be guided by the palette of the site. They may reflect the character of the adjacent heritage buildings without imitation, and be appropriate to the climatic conditions of the region. Use of highly reflective or gloss materials is discouraged.

A quality material palette should be used, with a good level of detailing and finishing required, particularly at pedestrian/podium/street level.

4.0___Design Guidelines

Pedestrian Amenity
The integration of continuous pedestrian shelters or shading devices such as awnings or verandas is encouraged. Awning height should be consistent where possible, reinforcing the visual connection of adjacent buildings along the street. Awnings may be raised at entrance ways or lobbies to identify entry points.

4.6.5 Public Realm Landscaping and Streetscape
Design should acknowledge the historic fabric and heritage values of the site and its setting. Quality interstitial and public spaces should be shaped, integrating significant heritage elements. The perimeter and outer stone walls, as well as the Moreton Bay Fig are of particular heritage significance and are to be retained and conserved.

Improved site cohesion is strongly encouraged with the provision of high quality public spaces, and landscaping strategies. Key areas of interest, amenity and activity should be well connected to other cultural nodes within greater Geraldton, as well as linked internally within the site.

The campus-like setting of the Bill Sewell Complex is to be maintained, and enhanced. The setting should be simple and uncluttered, and serve to frame and highlight views to the significant buildings.

Public Open Space
Areas of Public Open Space should be considered in the context of the existing and proposed built form, and take into account any heritage considerations. Additionally, drainage and site levels should be carefully considered in order to achieve a healthy functioning landscape. Appropriate irrigation and maintenance programs are to be implemented to ensure a high quality landscape is achieved.

Streetscapes
Landscape treatment in streetscapes should complement proposals for the streetscapes of adjacent zones. The streetscape design should take into consideration any crossovers into adjacent property and attempt to install as many street trees as possible. Appropriate irrigation and maintenance programs are to be implemented to ensure a high quality landscape is achieved. Streetscape should be enhanced with quality finishes and the consolidation and continuity of street character maintained.

4.6.6 Vehicles, Parking and Access
Vehicular Parking
Parking requirements are as per the Scheme. Generally, new development within the City Centre Zone shall be 1 space per 80square metres net lettable area (NLA), except where a monetary provision in lieu of on-site parking is negotiated.

Generally parking should be sited behind buildings, including short term parking for delivery and service vehicles. Off street parking should be linked to pedestrian routes.

Parking concessions are available as per the Scheme and City Centre Planning Policy.

Visual Truncation for Vehicle Access
A visual truncation of 2m x 2m on the exiting driver's side is required for vehicle exits on site boundaries. Where a vehicle exit crosses a pedestrian path or other vehicle route, the 2m x 2m truncation is required on both sides.

Bicycle Parking
Provision shall be made for the parking of bicycles at a rate of 1 bicycle parking bay per 200 square metres of NLA. End of trip facilities including shower space should also be provided.

4.0 Design Guidelines

Visitor bays are required on site.
Bicycle parking is to be designed in accordance with Australian Standard 2890.3. Guidance can be taken from The Cycle-Friendly Workplace and The Bicycle Parking Handbook as prepared by Bicycle Victoria.

Tourist Coaches
Provision for the parking of tourist coaches, caravans and buses shall be made off site, potentially along Chapman Road.

Pedestrian Access and Movement
Internal movement within the site should be enhanced through the use of lighting, resting points, good sightlines and shade elements. Paths should open on to active uses, or points of interest. Pedestrian routes to parking areas must be provided.

Legible and safe access should be made in to and out of the site.

Universal Access
New development must comply with the Disability Discrimination Act and the relevant Australian Standard for universal access. Provision should be made for continuous accessible paths of travel linking public transport, parking, retail, business and entertainment areas.

The City of Greater Geraldton Disability Access and Inclusion Plan 2008-2013 provides further information as to the objectives of the City.

4.6.7 Sustainable Design

Energy Efficiency
Buildings are to be designed to help minimise operational energy consumption and greenhouse emissions.

External sun shading devices are encouraged to prevent heat loading. These can protect against the summer sun particularly to the west and north, and also the east. Angled correctly, shading devices on a northern facade can protect against the sun in the summer whilst allowing the winter sun to penetrate.

Buildings should achieve a high level of cross ventilation, reducing the need for air conditioning.

Water Consumption
Buildings are to be designed to reduce water consumption by occupants through such measures as sub metering of water use, alternatives to water based building cooling systems, grey water usage, rainwater capture and reuse, water efficient fittings and fixtures, and water sensitive landscape design.

Gardens and Landscaping
Landscaping should incorporate native and low water use plant species. Water Sensitive Urban Design initiatives are to be implemented where appropriate to ensure a considered approach to site water retention and drainage.

Indicative plant species list
Acacia acuminata (Jam), Acacia ligulata (Umbrella Bush), Acacia rostellifera (Summer-scented Wattle), Agonis flexuosa (Western Australian Peppermint), Allocasuarina huegeliana (Rock sheoak), Callitris preissii (Rottnest Island Pine), Calothamnus blepharospermus, Casuarina obesa (Swamp Sheoak), Chamelaucium uncinatum (Geraldton Wax), Delonix Regia(Poinciana), Dodonaea inaquifolia, Dianella revoluta (Blueberry Lily), Eucalyptus eremophila, Eucalyptus foecunda (Narrow-leaved red mallee), Eucalyptus gomphocephala (Tuart), Eucalypytus jucunda (Yuna Mallee), Eucalyptus leucoxylon (Yellow Gum), Eucalyptus obtusiflora (Dongara Mallee), Eucalyptus oraria (Ooragmandee), Ficus macrophylla (Moreton Bay Fig), Grevillea biternata, Grevillea eriostachya (Flame Grevillea), Grevillea pinaster, Hakea pycnoneura, Melaleuca eleuterostachya, Melaleuca huegelii (Chenille Honeymyrtle), Melaleuca lanceolata (Rottnest Teatree), Melaleuca lateriflora (Gorada), Melaleuca megacephala, Melaleuca uncinata (Broom Bush), Pittosporum phylliraeoides (Weeping Pittosporum), Santalum acuminatum (Quandong), Verticordia monadelpha (Pink Woolly Featherflower), and Washingtonia filifera (Washington Palm)

4.0 Design Guidelines

Waste Management
Use of locally available materials, recycled materials, and minimal or no use of environmentally harmful materials is strongly encouraged.

The embodied energy and environmental impacts of transportation should be considered when selecting materials for development.

Provision is to be made within each development for adequately sized bin storage areas to accommodate the separation of recyclable waste.

4.6.8 Other Provisions

Noise
Buildings are to be designed and constructed to appropriately deal with sound intrusions such as traffic, and pedestrian/user noise.

Bin and Service Enclosures
Bin storage and service areas are to be integrally designed into the buildings and conveniently accessible to occupants. These areas must be screened from the street and general public view. Service areas should not abut the stone walls of the significant heritage buildings.

Signage
All signage is to comply with the City's Signage Policy. The National Trust has a signage strategy which is yet to be implemented at the Complex, but which should be followed wherever possible.

Public Art and Facilities
Facilities and amenities associated with pedestrian access and movement paths, bicycle paths, bicycle parking, car parking and coach parking must be provided.

Public art is encouraged within the site, particularly in communal or public areas.

Stormwater
Stormwater should be contained on site. Storm water retention must be indicated on plans submitted at working drawing stage.

4.7 Area B Specific Provisions

4.7.1 Area B1 Provisions

Character Statement
Area B1 includes Victoria House, Campbell House and Crowley House and their setting, including areas of open space to the east and west of the building group. Sited north of the central pedestrian corridor, the area represents the North West portion of the Bill Sewell Complex. Within this area there is an opportunity to accommodate an entertainment zone, including the adaptive reuse of existing significant stone buildings to accommodate commercial or other appropriate uses. The creation of activated, accessible public space both within the building cluster and addressing Chapman Drive is encouraged. An amphitheatre and village green may also be appropriate within the significant buildings, as well as the inclusion of sculpture gardens, interpretation zones and a forecourt market space between Chapman Road and Victoria House.

Figures 6a-6f Plan of buildings with original walls and non-original walls identified

Building Design
Adaptive re-use is encouraged. Generally, new development will not be supported in this area, other than minor additions to the existing buildings in the area of the old operating theatre at the south end of Victoria House.

Vehicles, Parking and Access
Car parking is generally to be sited behind buildings and should not be visually prominent. Parking should be mainly sited east of Crowley House. Primary vehicular access should be from Bayly Street.

Pedestrian movement paths across the area and through the greater site should be legible and accessible. Provision should be made for the central pedestrian movement path running from Chapman Road through to George Road as indicated in the site masterplan.

4.0____Design Guidelines

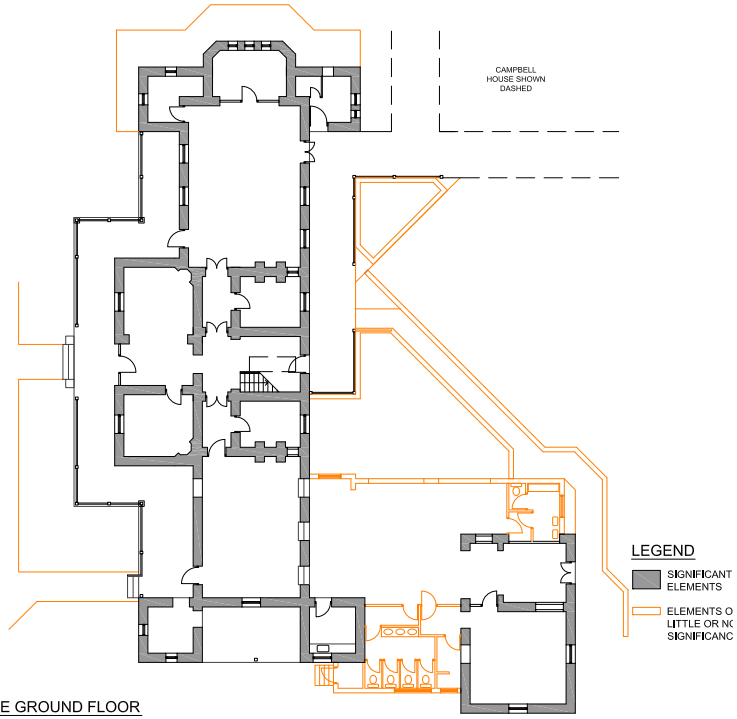


FIGURE 6A - VICTORIA HOUSE GROUND FLOOR
NOT TO SCALE

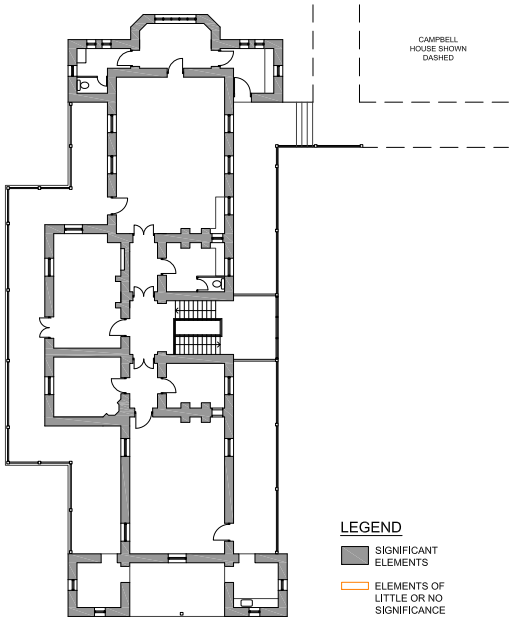


FIGURE 6B - VICTORIA HOUSE FIRST FLOOR
NOT TO SCALE

4.0___Design Guidelines

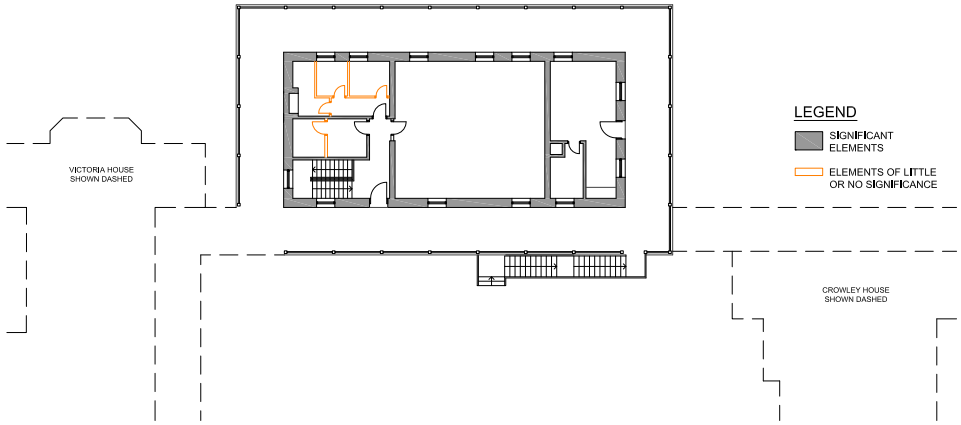


FIGURE 6D - CAMPBELL HOUSE FIRST FLOOR
NOT TO SCALE

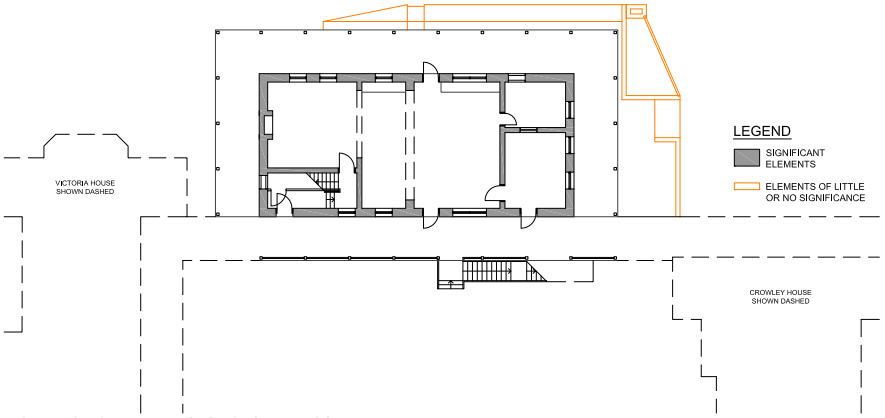


FIGURE 6C - CAMPBELL HOUSE GROUND FLOOR
NOT TO SCALE

4.0____Design Guidelines

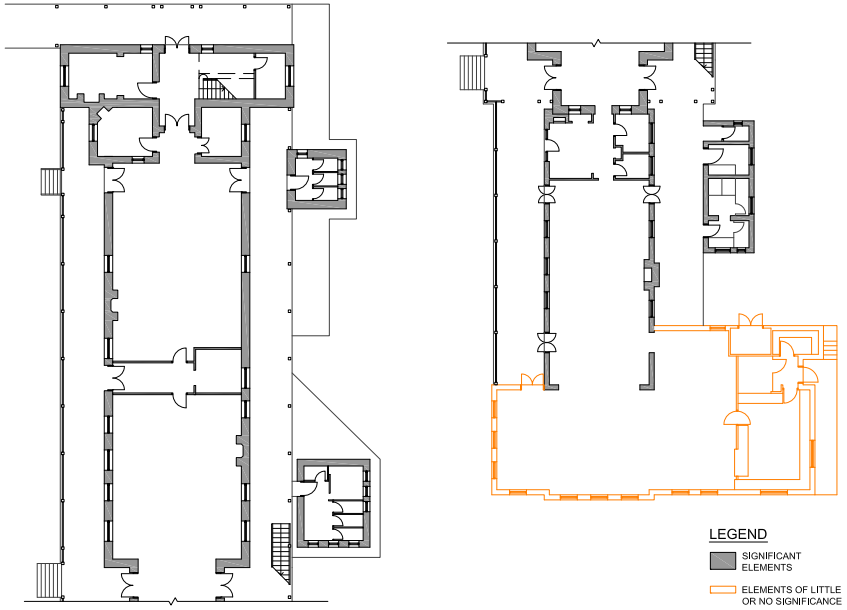


FIGURE 6E - CROWLEY HOUSE GROUND FLOOR
NOT TO SCALE

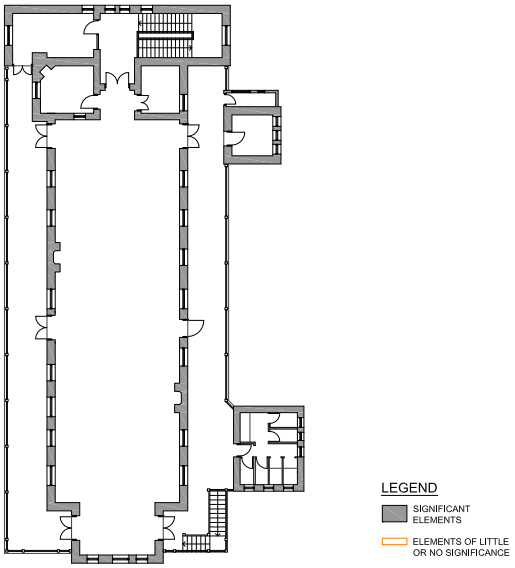


FIGURE 6F - CROWLEY HOUSE FIRST FLOOR
NOT TO SCALE

4.0 Design Guidelines

4.7.2 Area B2 Provisions

Character Statement

Area B2 contains the 1863 Gaol and Maximum Security Prison (1979). The former contains a mix of uses including interpretation and crafts. The latter is not in use.

The 1863 Gaol is of a high level of significance and has limited adaptation opportunities due to its authenticity and spatial arrangements. It is an intact building with small to medium sized spaces. The combination of spaces to form larger spaces will not be supported.

The Maximum Security Prison has a lesser level of significance and lends itself to a high degree of adaptation. The building is possibly capable of a second storey and may be suitable for a visitor centre or other beneficial use. In the event that a proposal to make large changes to the Prison is approved, interpretation will be required to cover the place as built, its purpose and its transition to an adaptive re-use.

Figure 7a Plan of buildings with original walls and non-original walls identified

Building Design

Adaptive re-use of the Maximum Security Prison in particular is encouraged. New development above the existing heritage structure should disturb the existing fabric only as much as is necessary and as little as possible. New development should be readable as a separate contemporary element, complementary to existing built form.

Vehicles, Parking and Access

Provision for tourist coaches should be made along Chapman Road. Access to the Visitors (or other use) Centre, 1863 Gaol and Maximum Security Prison will be from car parking areas via the central pedestrian path, as well as via the Marina.

4.7.3 Area B3 Provisions

Character Statement

Area B3 contains the Wardens Duplex, Margaret House, the air raid shelter, stone perimeter walls, and the Moreton Bay Fig. Margaret House sits in a parkland setting together with the Moreton Bay Fig, providing a visual and physical buffer to the proposed residential development to the east.

A new commercial building is proposed north west of Area B3, adjacent to the visitors centre (Maximum Security Prison). Complementary facilities might include function space capabilities, meeting rooms, a theatre room, and an interpretive centre. There is also development opportunity for adjacent café and restaurant facilities, as well as potential for a microbrewery, providing a key dining destination. Other uses that activate the site and lead to it becoming a destination may be considered.

A Hotel might also be considered, together with a conference and/or business centre.

Figure 8a Plan of buildings with original walls and non-original walls identified

4.0 Design Guidelines

Figure 7a Plan of buildings with original walls and non-original walls identified

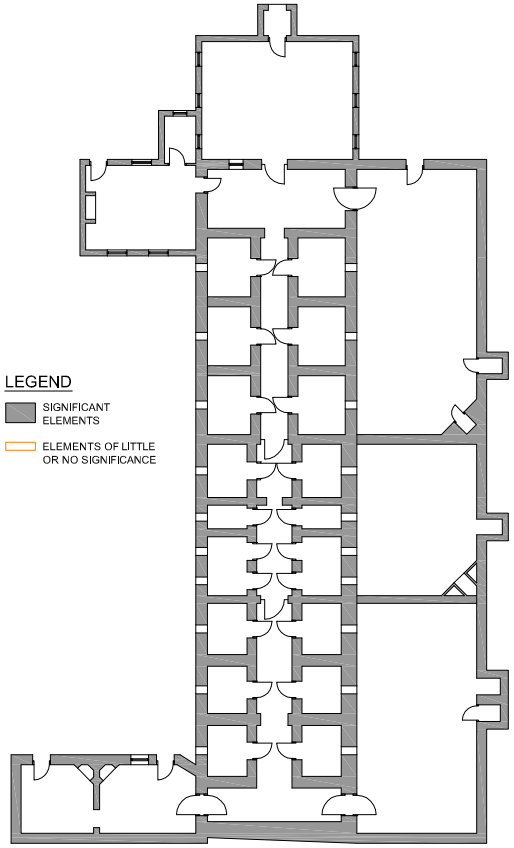
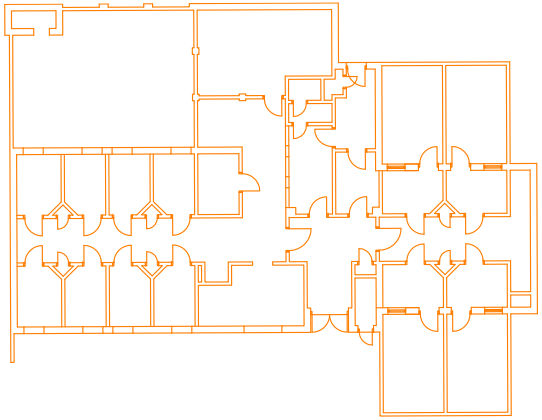


FIGURE 7A - OLD GAOL AND MAXIMUM SECURITY PRISON
NOT TO SCALE



4.0 Design Guidelines

Figure 8a Plan of buildings with original walls and non-original walls identified

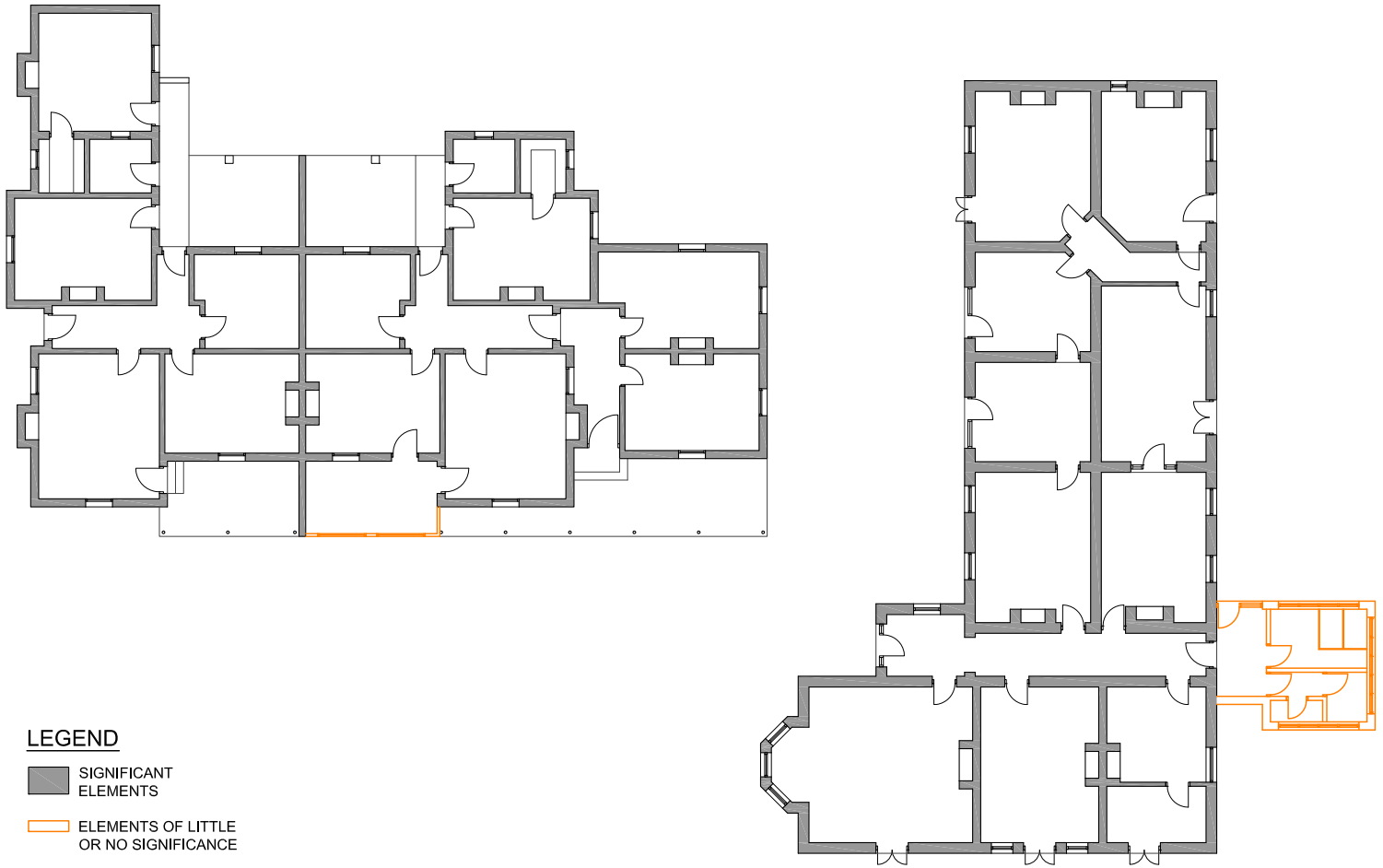


FIGURE 8A - WARDEN'S DUPLEX AND MARGARET HOUSE
NOT TO SCALE

4.0___Design Guidelines

Building Design

Adaptive reuse is encouraged to both Margaret House and the Wardens Duplex.

New development should reference adjacent heritage buildings, through such elements as scale, built form break-up, façade composition, and materiality and colour. New development should be complementary without imitation, and should read as contemporary architectural expressions.

New development should be a minimum of 2 storeys, addressing adjacent buildings and areas of public open space. Setbacks apply to developments over 2 storeys, paying reference to the heights of existing heritage buildings, as well as the intent of the City Centre Policy. New buildings shall not exceed the height of Victoria House eaves at the building perimeter, and the building ridge elsewhere.

Potential residential development along Lewis Street should be in accordance with the Residential Design Codes. Single residential lots should be a minimum of 2 storeys with maximum building heights in accordance with Category C (Table 3) of the Residential Design Codes.

Residential Gardens

Private residential gardens are to be in keeping with the overall landscape strategy and complement or enhance the Master Plan vision. Residential gardens are to specify primarily native, low water using plant species and implement appropriate irrigation and maintenance programs to ensure a high quality landscape is maintained.

Vehicles, Parking and Access

Access to Area B3 should be from surrounding carparks via the central pedestrian path. Access to residential lots should be via Lewis Street.

5.0 Business Case

5.0 Introduction

Analysis of the financial viability of proposed redevelopment options for the Bill Sewell Complex in Geraldton has been undertaken.

5.1 Scope of Work

The scope of this engagement involves the preparation of a high-level feasibility and business plan for the conservation and development of the Bill Sewell Complex.

5.2 Methodology

The following tasks have been undertaken:

5.2.1 Tenancy Review

A full listing of all tenancies has been detailed. In addition, a physical inspection was conducted of all accommodation, in order to verify the current revenue stream for the complex.

5.2.2 Rental Demand Analysis

_Review the current and future economic activity in the Geraldton/ Mid West Region
_Consider existing and future industry participants (relevant to future sustainable use)
_Consider operating needs of the complex
_Consider potential rentals payable, and other revenue sources
_Discussions were held with local real estate agents to verify current and future demand and rental levels

5.2.3 Development Opportunities

The consultant team considered potential future development opportunities, including future yields and potential timing of releases. These discussions were verified with the Steering Committee. This provided inputs for financial modelling.

5.2.4 Financial Modelling

Using the agreed inputs as noted above, a dynamic spreadsheet-based financial model has been prepared, to consider all potential revenue streams, including future rentals and sales of surplus developable land, and to consider cost scenarios based on engineering inputs.

As a result of the above analysis, Pracsys prepared a financial feasibility model, showing net present value and internal rate of return (where calculable) for the development according to different scenarios and considering the sustainability of the potential development and potential revenue sources.

Having analysed the potential feasibility of this development, and considering similar operations throughout Australia, internal discussions were held prior to drafting potential business arrangements, for inclusion within the study.

5.0 Business Case

5.3 Site Context

The Bill Sewell Complex is located on a 3 Ha site fronting Chapman Road to the west, and on the corner of Bayly Street to the north.

The following is an edited excerpt from the Bill Sewell Complex - Draft Conservation Plan dated August 2007

The Conservation Plan identifies twelve major buildings zones, of varying levels of significance. the focus of the Conservation Plan is the group of buildings associated with the changing station function. The buildings are generally referrred to by their current names, however they have also been allocated numbers to avoid any confusion that may arise from changing functions.

Building Number	Building Name	Level of Significance
Building 1	Victoria House (Victoria Hospital 1884)	CS
Building 2	Cafe Kitchen (Operating Room 1897)	CS
Building 3	Campbell House (Kitchen Block 1897)	CS
Building 4	Crowley House (Ward Block 1897)	CS
	Crowley House (Childrens' Ward 1938)	SS
	Crowley House (Function Room 1988)	LS
Building 5	Geraldton Arts Society (Motor repair Workshop 1978)	LS
Building 6	Margaret House (RMO's Residence 1860, 1882)	CS
Building 7	Garage	LS
Building 8	Masonry Garages	LS
Building 9	Warden's Duplex (Warden's House 1896)	CS
Building 10	Duplex Outbuildings(1896)	CS
Building 11	Old Gaol (1863)	CS
Building 12	Former Maximum Security Block (1979)	LS

ES	Exceptional Significance
CS	Considerable Significance
SS	Some Significance
LS	Little Significance
IZ	Intrusive Zones

5.0 Business Case

The group of buildings has evolved since the 1850s and undergone three major building phases together with several minor alterations and additions. The development of the hospital plan was orderly, though not to any overall plan until 1897. The hospital planning vision was of four main pavilions, linked together by verandahs and set in a large expanse of grounds surrounded by stone walls. Only three were built and these remaining pavilions and operating theatre provide ample physical evidence of the intent of the planning from 1897. Some vestiges of the light framed constructions, to the east of the site remain, in the shape of retaining walls and masonry steps, though nothing of the buildings themselves remain above ground. The two storey buildings are built of ashlar sandstone with stucco lintels and sills. Roofs are super six profile encapsulated compressed fibro cement with substantial chimneys. The Victorian buildings exhibit detailed timber joinery. Margaret House (originally the Resident Medical Officers's residence) is rendered and painted stone with timber joinery. Several later additions to the residence add to the interest and complexity of this composition.

The convict buildings are scattered around the site in an irregular pattern. The 1863 Gaol sits hard on the southern boundary and is dealt with as a separate Place Record. In placing the maximum security block within the complex, little thought was given to the overall composition, and the new and incongruous building was placed in close proximity to the 1863 Gaol. It is a utilitarian building set on the site in an expedient manner, and detracts from the setting in a visual sense.

The majority of perimeter walls have been modified; mainly lowered, with new openings inserted or old openings removed completely (front of Gaol), so that from the perimeter some sense of the arrangement of buildings in the landscape setting is now available.

5.4 Policy Context

In planning for the development of the Bill Sewell Complex, it is important to consider its role within the broader planning framework of the City of Greater Geraldton. The Complex is in a designated city centre zone and, accordingly, should be an important local community and visitor focal point that performs a vital role in the Geraldton economy, and provides a focus for community life. The development of the Complex should be consistent with this positioning and should work in cooperation with future development of the area.

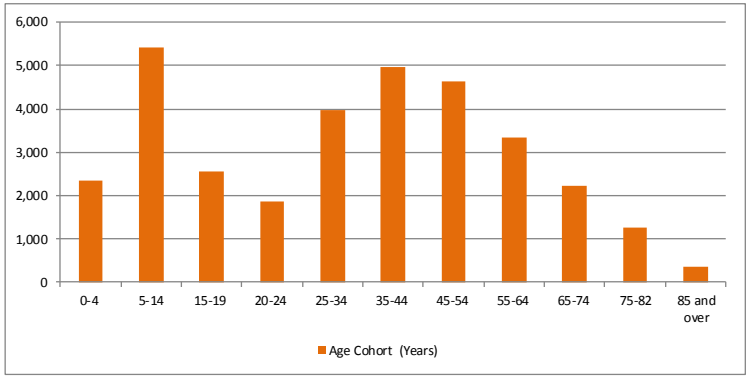
5.0 Business Case

5.5 Rental Demand Analysis

5.5.1 Geraldton Demographics

The current population of the City of Greater Geraldton is approximately 38,000 of which 83% reside in the Geraldton township (ABS 2010). The City's population has a relatively youthful profile (Figure 1), with the population undergoing a 7.5% increase since 2006.

Figure 1 – Age Structure – Greater Geraldton (ABS 2006)



Source: ABS 2006 Census

Much of this population growth has occurred in the 15- 24 age cohorts and 55 – 64 years, with a decline in the proportion of 25 – 44 year age cohorts in the Greater Geraldton population .

Table 1: Percentage of Population by Age Cohorts - Intercensal

	2005	2006	2007	2008	2009
0-14 years	23.4	23.2	23	23	23
15-24 years	13.8	13.7	14	14.2	14.2
25-34 years	12.8	12.5	12.4	12.4	12.6
35-44 years	14.9	14.9	14.8	14.7	14.4
45-54 years	13.9	14	14	14	14
55-64 years	9.8	10.2	10.3	10.3	10.3
65-74 years	6.6	6.6	6.6	6.5	6.5
75 -84 years	3.7	3.8	3.7	3.8	3.8
85 years and over	1.1	1.1	1.1	1.1	1.2

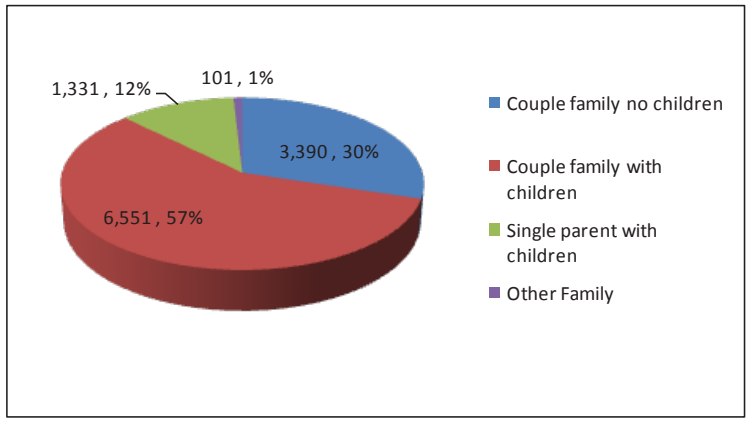
(Source: ABS 2010)

The loss of people aged 24 – 44 years should be an area of concern, as it is this age bracket that will be moving into household formation and family formation stages of life, providing a component of local population growth. Moreover this age bracket is of prime working age and the decline reduces local labour availability. It is therefore a pattern worth investigating to possibly stem the loss of population from this demographic sector.

5.0 Business Case

The vast majority of households in the Greater Geralton region are family households, with approximately 70% of all households having children present. This is a strong indication of the youthful demographic in Geraldton, especially when compared with Perth households of which 61% have children residing in the home.

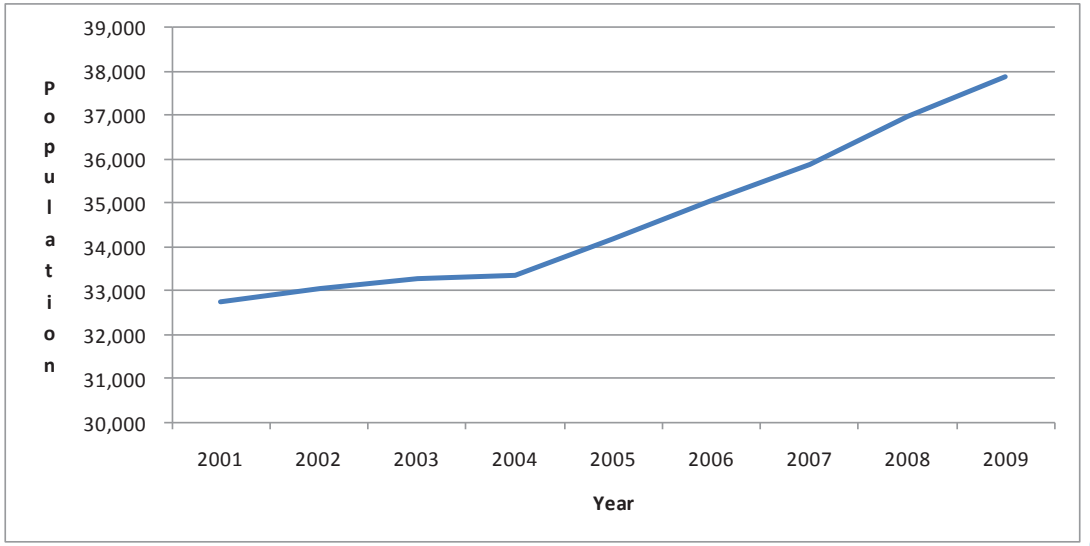
Figure 2 – Greater Geraldton Distribution of Household Type



(Source: ABS 2010)

Population flux in Geraldton is believed to have been affected by wider global economic events including the global financial crisis, resulting in a slow down of population growth during 2008 – 09. As the Australian economy and in particular the Perth economy regained its robustness, population growth returned to levels similar to, if not slightly higher than pre-GFC (Figure 3). This pattern highlights the susceptibility of Geraldton's population patterns to wider economic events, due largely to the mining industry and servicing businesses being part of the broader international economy.

Figure 3: ABS Population Growth Greater Geraldton 2001 - 2009



(Source: ABS 2010)

5.0 Business Case

5.6 Population Growth Scenarios

The City of Greater Geraldton has stated an aspirational population growth population target of 100,000 notionally by 2031. This contrasts with population forecasts contained in the (as yet unpublished) 'Geraldton Investability' report which proposes three growth trajectories by 2031.

The 'demographic forecast' represents population growth based on extension of the growth trend over recent years (post GFC). The 'economic forecast' is a projection that assumes the City proactively engages in economic initiatives to attract industry to the region. The 'economic with multiplier' assumes economic initiatives are implemented by the City and secondary industry locates in the Greater Geraldton region, creating agglomeration economies. Efforts to stimulate and facilitate economic development in Geraldton will be important to diversify the local economy and attract people across a broad range of occupational fields.

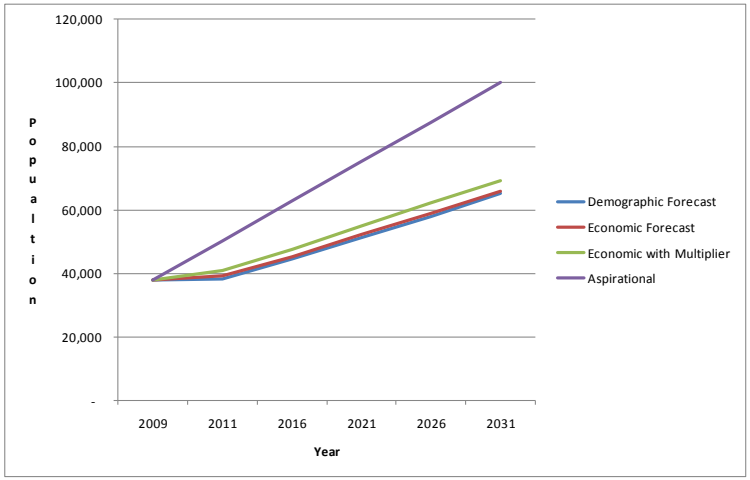
Figure 4 outlines the population projection scenarios and includes an estimate of the rate of increase on 2009 population figures that the scenarios represent. The population forecasts to 2031 range from 65,076 (72% increase) to the aspirational 100,000 (164% increase). What is not evident from the forecasts and the modelling is the extent of the economic influences that will drive the population towards these targets. Moreover, while the demographic forecasts may occur from normal growth, it is difficult to see at this stage how the aspirational target may be achieved without significant changes in the structure and size of the Midwest economic base.

Figure 4: Investability Model Population Growth Forecasts

Demographic Forecast	37,895	38,167	1%	44,575	18%	51,196	35%	58,025	53%	65,076	72%
Economic Forecast	37,895	39,346	4%	45,131	19%	52,358	38%	58,729	55%	65,938	74%
Economic with Multiplier	37,895	41,034	8%	47,517	25%	54,751	44%	62,155	64%	69,080	82%
Aspirational	37,895	50,316	33%	62,737	66%	75,157	98%	87,579	131%	100,000	164%

Source: City of Geraldton-Greenough

Figure 5: Population Forecast Scenarios for Geraldton-Greenough



Source: City of Geraldton-Greenough

To achieve a population of 100,000 by 2031, approximately 2,820 additional people are required in Geraldton per annum. This population target is perhaps best viewed as aspirational, however there is sufficient land available for residential development if this scenario did come to fruition.

5.0 Business Case

5.7 Population Growth and Housing Requirements

According to the Greater Geraldton Structure Plan Update (2010), sufficient land is zoned for urban purposes to cater for a population in excess of 100,000. Over 2,000ha is available in greenfield sites that have the potential to yield:

_14, 674 dwellings at a density of R10
_29, 348 dwellings at R20; or
_44,000 dwellings at R30

Figure 6 outlines the prospective dwelling unit demand by type according to the population forecast scenarios.

To meet the housing demand from an approximate 60,000 person increase, 31,000 new dwellings will be required. On evident dwelling trends in Geraldton, around 80% of new construction would be detached dwellings. A very modest proportion (approximately 16%) of housing would occur as medium density. Configuration of future residential development is at the core of envisaging urban form and function as Geraldton grows.

Figure 6: Projected Dwelling Unit Requirements Based on Population Growth Scenarios

	2031 baseline			2031 economic			2031 economic multiplier			2031 Geraldton Aspirational		
Dwelling Type	**Demand (Persons)**	**Person per Dwelling**	**Dwelling Demand**	**Demand (Persons)**	**Person per Dwelling**	**Dwelling Demand**	**Demand (Persons)**	**Person per Dwelling**	**Dwelling Demand**	**Demand, in Persons**	**Person per Dwelling**	**Dwelling Demand**
Separate house	54,709	2.47	22,117	58,075	2.47	23,478	55,433	2.47	22,410	84,069	2.47	33,986
Semi-detached, row or terrace house, townhouse etc with one storey	2,335	1.5	1,562	2,479	1.5	1,658	2,366	1.5	1,582	3,588	1.5	2,400
Semi-detached, row or terrace house, townhouse etc with two or more storeys	275	1.25	220	291	1.25	233	278	1.25	223	422	1.25	338
Flat, unit or apartment in a one or two storey block	3,808	1.36	2,791	4,042	1.36	2,963	3,859	1.36	2,828	5,852	1.36	4,289
Flat, unit or apartment in a three storey block	72	0.7	103	76	0.7	109	73	0.7	104	110	0.7	158
Flat, unit or apartment in a four or more storey block	50	0.91	55	53	0.91	58	51	0.91	56	77	0.91	84
Flat, unit or apartment attached to a house	17	2.33	7	18	2.33	8	17	2.33	7	26	2.33	11
House or flat attached to a shop, office, etc.	136	2.59	53	144	2.59	56	138	2.59	53	209	2.59	81
Total	**65,076**		**27,579**	**69,080**		**29,275**	**65,938**		**27,944**	**100,000**		**42,379**

5.0 Business Case

Currently Geraldton comprises dispersed, low density urban development, lacking in coherent activity centres. The foreshore, an enormous asset largely undeveloped and in pristine condition, serves mostly as an edge preventing urban dispersal westwards. Additional residential development in Geraldton either has the potential to enliven and activate the city, bringing population into the CBD and immediate surrounds, or it can occur as single residential housing further sprawling away from the city and dissipating the energy from the population growth.

For a vibrant, active city that provides a diversity of housing with a choice of lifestyles, a larger proportion of residential construction needs to occur as medium and higher density accommodation. Some Perth local governments with burgeoning hubs of activity, a diversity of housing and lifestyle choices, have the residential density composition detailed in Figure 7 for comparison purposes.

Figure 7: Comparison of Development – City of Geraldton-Greenough and Selected Metropolitan LGAs

	% of Residential Development		
	Low Density	Medium Density	High Density
City of Subiaco	49%	35%	16%
Town of Vincent	60%	28%	12%
Town of Victoria Park	57%	33%	10%
City of Greater Geraldton	80%	16%	4%

Source: Pracsys

Geraldton's limited and somewhat dislocated activity hubs could be developed into vibrant centres if there were to be a confluence of activity generated by residents, workers and visitors to the area. Rather than trying to link all hubs together, the CBD should be developed as the primary activity centre with links to the foreshore. The redevelopment of this area offers an active recreation location as well as leisure and entertainment opportunities with open space adjoined by cafes and restaurants. The Bill Sewell Complex in conjunction with nearby Batavia Coast and Northgate Plaza Shopping Centre could be developed as a smaller, complimentary activity centre, with an agglomeration of medium and higher density housing and links through to the Marina and cultural based activities around the Museum and historical buildings.

Figure 8: Geraldton CBD Activity Hubs

5.0 Business Case

5.8 Retail and Commercial Analysis

5.8.1 Greater Geraldton Household Expenditure

The Household Expenditure Survey (HES) collects detailed information about the expenditure, income and household characteristics of a sample of households resident in private dwellings throughout Australia. From 2003-04 information on household net worth is also collected. Average weekly expenditure on over 600 goods and services can be obtained from the survey and cross classified with household income, household net worth, household characteristics and broad geographical areas (state, capital city/rest of state). The general objectives for conducting the HES are to:

- identify the net levels and patterns of expenditure of Australian private households on a comprehensive range of goods and services purchased for private use
- determine how these levels and patterns vary according to income levels and other characteristics of households, such as size and composition, location and principal sources of cash income.

The HES data covers expenditure across a large range of categories. The survey offers the opportunity to isolate categories of expenditure that may be classified as convenience retail goods and services and comparison retail goods and services and it is these categories that most directly concern this economic impact assessment.

5.8.2 Convenience Retail Goods and Services

Convenience retail goods and services are those categories of expenditure that households consume on a regular basis without significant deliberation. Convenience retail may include: food and grocery shopping, meals out, alcohol, household consumables, pharmaceuticals, personal care products and services, newsagency items, tobacco products, pet expenses, some recreational goods and services and sub categories of miscellaneous goods and services. Consumption of convenience retail goods and services tends to be localised within precincts that households are familiar with. Much of the expenditure by visitors to Geraldton-Greenough can be classified as convenience retail.

5.8.3 Comparison Retail Goods and Services

Comparison retail goods and services are primarily those goods and services that require more in-depth consideration and deliberation by households owing to their potential impact on household budgets and may include bulk goods such as furnishings and household equipment, electrical and white goods, clothing and footwear (although there is some overlap with convenience retail here), and floor coverings. This category excludes larger items such as cars and boats which are categorised under All Other Goods and Services.

5.9 Greater Geraldton Household Income andExpenditure

Estimates of total expenditure are based on the expenditure patterns of the median Greater Geraldton household. While household demographics, income and expenditure profiles will vary considerably, it is the average household income and expenditure type that forms the basis of the calculation of pools of available expenditure.

Based on the Household Expenditure Survey, and assuming a 3rd quintile income profile indexed to 2009, the median annual Greater Geraldton Household income is estimated at $53,500 .Of particular interest however is how the income is utilised. Average expenditure on good and services of all types consumes 92% of the income with expenditure on convenience and comparison retail goods and services are estimated at 49% of income. Analysis of the ABS HES data suggests that once debt servicing and taxation have been included average household outgoings exceed income by about 16%. This study is not intended as an audit of the ABS HES research but simply interprets the published data. One interpretation of this finding is that, on average, the apparent high levels of household expenditure may be at least in part fuelled by debt.

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Figure 9 presents a breakdown of the distribution of household expenditure for a 3rd quintile median household in Greater Geraldton. The figure highlights the absence of savings which appears to be a significant barrier to increasing the overall pool of available expenditure on retail goods and services in Greater Geraldton.

Figure 9: Median household Income and Average Household Expenditure Distribution

Median Household Income (3rd Quintile)		$53,500
Average Household Expenditure	**% of Income**	**Amount**
Debt Servicing	8%	$4,269
Convenience Retail Good and Services	29%	$15,312
Comparison Retail Good and Services	20%	$10,844
All Other Goods and Services	43%	$23,035
Tax	16%	$8,720
Savings		
Total	**116%**	**$62,180**

5.9.1 Available Pools of Expenditure

Estimating pools of expenditure derived from households and visitors to Geraldton-Greenough needs to incorporate estimates of expenditure leakage (i.e. not all expenditure generated from Geraldton-Greenough households will be expended within the local government boundaries). Leakage of convenience retail items is expected to be relatively low given Geraldton's function as a major centre and the resultant availability of a range of goods and services that reflects a major population centre. Leakage of convenience retail expenditure is estimated at 10%.

Leakage of comparison retail expenditure is expected to be higher as the decision process involved in purchasing comparison goods means that households are more likely to explore options outside of their local community in other centres such as Perth, where there will be a greater range of options on offer. Leakage of comparison retail expenditure is estimated at 25%.

The total annual pools of available expenditure in Greater Geraldton are estimated accordingly:

_Convenience retail goods and services $209 million
_Comparison retail goods and services $111 million

Provision of Retail Floorspace in Greater Geraldton

The Geraldton Regional Centre Strategy published by the Western Australian Planning Commission in 2005 reported a total of 71,280 sqm of retail floorspace in Geraldton. This estimate was based on an interim analysis of planning land use codes. Since 2005 a number of other developments have come on line including:

_The extension and redevelopment of Sunset Beach shopping centre – 3,059 sqm;
_The Queens Supa IGA – 3,662 sqm; and
_The Homemaker Centre on North West Coastal Highway – 15,269 sqm;

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This brings the estimate of total retail floorspace to approximately 93,270 sqm. Of interest is the estimated floorspace for two of the major shopping centres in Centro Northgate (14,992 sqm) and Centro Stirlings (7,855 sqm). Together, these two centres account for approximately 25% of total retail floorspace in the city. The Property Council of Australia's 2009 Western Australian Shopping Centre Directory reports that each of these centres turns over $80 million annually (that is the centres in themselves, not the major tenants) which accounts for around 48% of the available pool of retail expenditure in Greater Geraldton. Centro Stirlings productivity, at an estimated $10,200 per sqm, is approximately double that of Centro Northgate.

5.10 Employment Types

Understanding the economic potential of Geraldton hinges on an understanding of the types of employment at present and that may occur in the future. Employment can be classified under the following categories:

Export / Driver Jobs

Driver jobs are industries in which Western Australia has a comparative advantage deemed strategic due to growth and development through exports and the inflow of funds. Driver jobs are producer services, however they occur in strategic industries such as mining, oil and gas and marine. Driver jobs are likely to be hands on, involving the physical construction of a marine vessel or operation of machinery on a mine site, as opposed to mathematical or scientific analysis carried out by knowledge intensive producer services (KIPS). In WA, strategic industries tend to require physical infrastructure, such as ports and airports.

Retail / Consumer Services

Retail jobs have high transaction intensity and are driven by the needs of the local population. Retail tenancies must locate in close proximity to their consumer catchment, to facilitate the purchase of retail goods on a frequent basis. This can be daily or weekly for convenience goods such as groceries and newspapers, or less frequently for comparison goods such as clothing and homewares. Retail is generally concentrated within centres with a supermarket anchor, to maximise transactions and reduce the number of consumer trips required.

Consumer services also have a high transaction frequency and must locate in close proximity to their customer base in order to deal directly with them. Like retail tenancies, consumer services often locate in centres to minimise trip generation and benefit from convenience good attractors. Consumer services can include real estate agents, travel agents, shoe repair, dry cleaning services and beauty salons.

Producer Services

Producer services deal directly with other businesses, rather than consumers. Like retail; wholesale producer services must locate close to the businesses they serve, due to the frequency of transactions required. For example, the Coles distribution warehouses must occupy a central location in order to carry out daily delivery of goods to supermarkets. Producer service industries include manufacturing, construction and, distribution.

Knowledge Intensive Consumer Services

Knowledge Intensive Consumer Services (KICS) are those specialist services that deal directly with consumers, yet typically have a higher productivity and lower transaction frequency. KICS provide a skilled service to consumers that usually require a higher level of education or training. Depending on the scale of their catchment, KICS may choose to locate within District centres, or larger business districts with greater soft infrastructure and amenity levels. Examples of KICS include general practitioners, accountants, veterinarians and legal services.

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Knowledge Intensive Producer Services

Knowledge Intensive Producer Services (KIPS) involve business dealing directly with other businesses, rather than consumers. Transactions are less frequent, however generally have a higher monetary value due to the intellectual property or knowledge involved. KIPS businesses often locate near their client business, although with low transaction frequency and good communications infrastructure, they are to an extent 'footloose'. This means they can choose to locate in places with relevant physical infrastructure, high retail amenity, or soft infrastructure such as access to a solid education base. Examples of KIPS are engineers, architects, medical, scientists and computer software developers.

Comparing Greater Geraldton with Perth and the Peel region demonstrates similarities in employment sectors. Population driven employment including producer and consumer service sector and KICS (knowledge intensive consumer services) predominates (see Figure 10)

Figure 10 – Comparison of Employment Distribution

	Greater Geraldton	Perth	Peel
Export/Driver	7%	6%	13%
Producer Services	35%	32%	34%
Retail & Consumer Services	32%	36%	32%
KICS	15%	13%	12%
KIPS	10%	13%	10%

Source: Pracsys

While servicing the population will remain a core component of the Geraldton economy and growth of this sector can be encouraged, for example by developing high amenity areas and encouraging activity generators such as cafes and restaurants to agglomerate, ultimately growth of employment in these sectors will depend on the number and socio-economic characteristics of residents, workers and visitors within the area.

Economic development is the flip side of economic activity. Development is a consequence of strategic industry bringing in greater income via the export of goods, services or knowledge. Economic development comes from export oriented businesses and knowledge intensive producer service businesses. Greater Geraldton performs comparatively well in this respect yet expansion of the strategic economic sector faces hurdles in the near to mid-term timeframe. With Geraldton port currently operating at capacity, Oakajee further delayed until the end of 2011, there is no further capacity opportunity for increasing export output. Employment Self Sufficiency is a measure of the locality's potential to meet the employment needs of the residential population. Greater Geraldton has a high self-sufficiency result with available employment able to cater for 94% of the employable population. This measure does not however, test occupation type against available skills, rather is simply a broad measure of employment availability. Employment self-containment measures the match of jobs to available skill sets; finding a diminished match. Only 47% of the labour force in the Greater Geraldton area work within the municipality.

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Figure 11 - Greater Geraldton Employment by Category (2006)

	Exports	Consumer Services	Producer Services	KICS	KIPS
Agriculture, Forestry and fishing	98	87	110	33	118
Mining	223	-	103	-	41
Manufacturing	99	186	338	38	78
Electricity, Gas, Water and Waste Services	-	42	72	16	27
Construction	3	118	692	45	73
Wholesale Trade	58	93	269	28	80
Retail trade	59	1,421	173	105	13
Accommodation & food services	68	458	208	16	7
Transport, Postal and Warehousing	95	116	451	11	63
Information Media and Telecommunications	2	18	46	15	38
Financial and Insurance Services	5	28	164	12	84
Rental, Hiring and Real Estate Services	1	3	219	-	36
Professional, Scientific and Technical Services	26	4	188	6	249
Administrative and Support Services	4	20	235	4	73
Public Administration and Safety	1	352	312	81	179
Education and Training	90	317	42	727	96
Health Care and Social Assistance	9	743	71	570	31
Arts and Recreation Services	2	49	17	9	10
Other Services	2	299	241	55	20
TOTAL	**845**	**4,006**	**3,637**	**1,692**	**1,135**

Source: ABS and Pracsys

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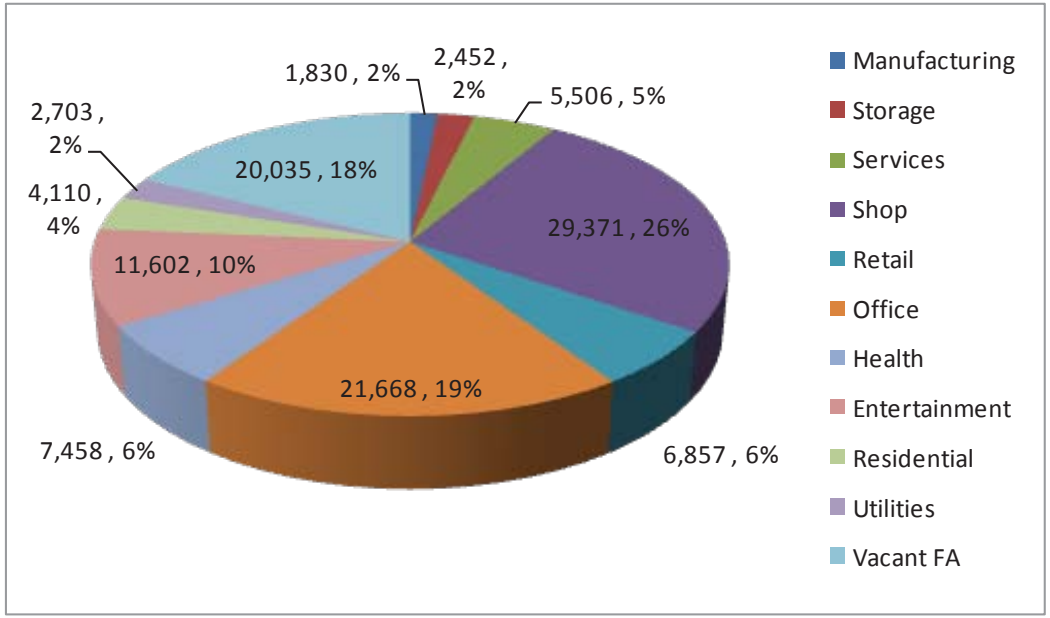
5.11 Commercial Drivers

Commercially zoned land area comprising the Geraldton City Centre is spread over an elongated area between the Batavia Marina, Port and Cathedral Avenue. Street blocks within proximity to the coast (approx. 250m) are of a walkable scale with small lot sizes conducive to an intensity and diversity of land use desirable in a city centre (see below illustration). Further inland, lot sizes enlarge and offer opportunity for large format and other car-oriented retailing.

Figure 12: Core area of Geraldton CBD

Geraldton has a total 298,898 sqm NLA of commercial floorspace in the city with an approximate 8% rate of vacancy (as of 2002). It is likely this rate is higher post GFC and due to some building owners terminating tenant leases. Interviews with leasing agents in Geraldton indicate that tenancies had been terminated by building owners with the view to redevelop however, post GFC a tighter finance environment as well the diminished capacity of retailers to pay higher rents, has resulted in little redevelopment and buildings presently untenanted due to poor condition. Much of the vacant floorspace occurs in the shop/retail sector. A significant proportion of commercial floorspace is housed within aged buildings that are in visible decline.

Figure 13: 2002 Commercial Floorspace for Geraldton CBD (sqm NLA)



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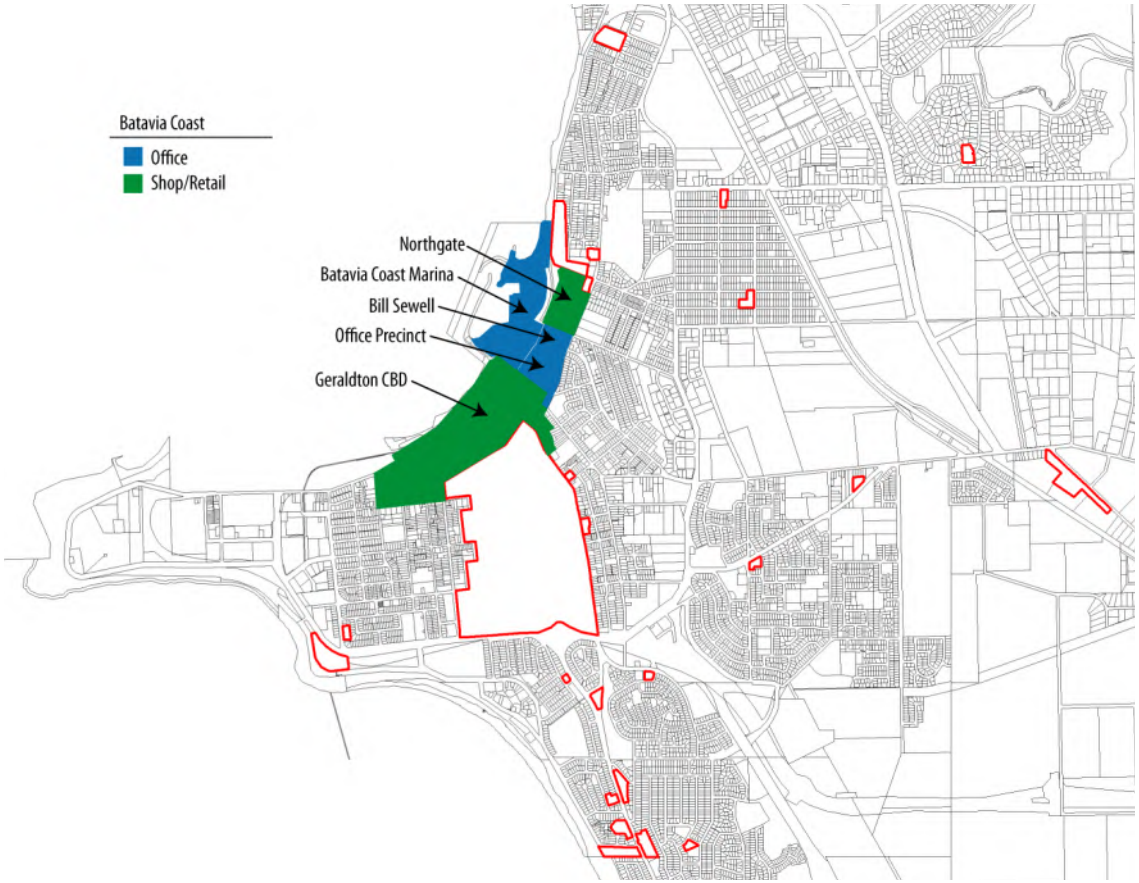
Existing commercial floorspace and its distribution across the Planning Land Use Categories (PLUC) is illustrated in Figure 13. Much of the shop/retail floorspace is contained within the Geraldton CBD (36,228sqm NLA) and Northgate Centre (24,352sqm NLA). Similarly, the vast majority of office floorspace, 21,668sqm NLA is contained within the CBD area. Batavia Coast Marina is the second largest source of office floorspace, 10, 619 sqm NLA (denoted by the blue zone on Geraldton CBD and Northgate map, Figure 13). Given the geographical proximity of the Bill Sewell Complex to existing sites of retail and office functions, relocation of current businesses are unlikely to be driven by locational factors, rather movement will be induced by opportunity to either gain larger or more appropriate floorspace, upgrade the quality of premises or transition from tenancy to owner occupancy. Evidence from interviews with Geraldton property agents suggest that office-based businesses in second grade premises have the capacity to pay but lack available supply of first grade office space. Substantial numbers of old residential dwellings in the CBD are now utilised by office type businesses as business premises. Current market rents for these type of premises range from $170 - $200 per sqm for deteriorated building stock to $240 - $260 per sqm for well-maintained stock. Purpose built office space, which is predominantly 1970s and 1980s era, obtains $280 - $300 per sqm for B Class with $320 - $350 per sqm for A class floorspace. Geraldton realtors are of the opinion that the higher price end of the office market is sated for existing business; new business to Geraldton would be required to create demand for any office space in the $300 per sqm and higher range. For the Geraldton retail sector the present situation is quantifiably different. Most businesses are still suffering from reduced consumer spending post GFC. Demand for larger and better quality premises is limited with few existing tenancies having the capacity to pay beyond their current rent level. Developers of a number of properties including the Towers, Centro Stirlings, and Red Dot have terminated retail tenancies with the intention to redevelop however this has stalled in the tight financial environment since the 2007/08 global financial crisis. Realtors concur that the current retail environment in Geraldton lacks sophistication, has very limited capacity to pay any rent increases and suffers from spending leakage, primarily to Perth or the internet.

Figure 14: Geraldton CBD and Northgate (Source: DPI 2002)



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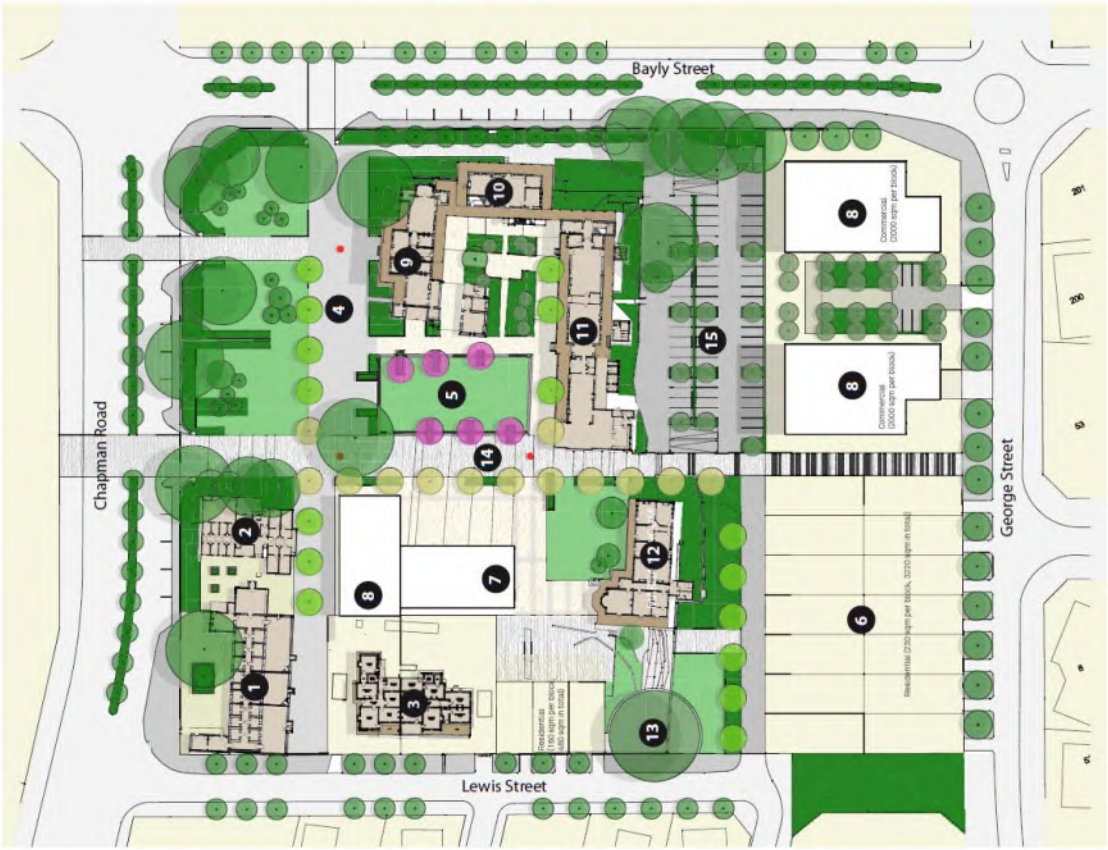
5.12 Proposed Development

The proposed development of this Complex is intended to be fully sympathetic to and supportive of its heritage. Consequently, while a commercial return may be desirable, it is to a large extent a fortunate by-product of the development process as opposed to the prime objective.

5.12.1 Proposed Facilities

1. 1863 Gaol
2. Maximum Security Prison/Visitors Centre
3. Wardens Duplex
4. Forecourt Market Space
5. Oval/Community Space similar to Village Green
6. Residential (230m2 per block, 3220m2 in total)
7. Micro Brewery/Destination Restaurant
8. Commercial Building
9. Victoria House
10. Campbell House
11. Crowley House
12. Margaret House
13. Existing Listed Moreton Bay Fig Tree
14. Marina/Monument Walk
15. Car Parking



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5.13 Opportunities

As a significant landholding in the northern precinct of the Geraldton CBD, the Bill Sewell Complex has an opportunity to play a strong role in the creation of an important activity centre. The combination of the Batavia Coast, Northlands Plaza and the Bill Sewell Complex will create a strategically located precinct of economic importance to the City. This in itself creates the opportunity to develop Bayly Street as a "main street" commercial precinct. This may involve resurfacing, traffic calming as well as aligning buildings to the street in a more direct manner.

The opportunity exists to develop Bill Sewell Complex as a balanced, integrated mixed use development, including tourism, commercial, retail, hospitality and residential precincts. Once completed, this complex has the potential to form an iconic part of a strong activity centre at the northern end of the Geraldton CBD.

Whilst representing a limited opportunity for commercial rental returns, the location of the Geraldton Visitor Centre within the Complex will provide an opportunity to attract a significant visitor population to this activity centre. Provided the visitor centre's location is well identified (signage, marketing) this activity centre will provide a significant economic uplift to Geraldton itself.

The development of this precinct, in conjunction with the development of the Batavia Coast, will represent the creation of an important tourist zone for Geraldton, with the potential for other tourism related developments, including hotels, cafes, bars, retail and other attractions.

5.14 Governance

Community facilities including visitor centres are generally not financially sustainable in their own right and such facilities can have an operating deficit in excess of $100,000p.a. . Research undertaken across WA for Visitor Centres found that most are either owned and run by their local Shire, or run by an incorporated Tourist Association with funding being contributed by Local Government through an annual or multi-year funding agreement. In total in 2006 $3.3million was contributed by local government across the State for visitor servicing, and there was only one Visitor Centre which did not rely on Local Government contribution (Margaret River which has an income source from the caves tourist attractions).

As a result, there is a national trend towards collocating non-viable community facilities to achieve economies of scale [e.g. reduced costs], synergistic benefits [e.g. shared / pooled customers] and creating precincts of critical mass.

In the instance of the Bill Sewell Complex, the clustering of community, visitor and commercial facilities provides the Complex with critical mass which has the potential to help improve this situation by attracting a range of visitor audiences, however the Complex will have significant and complicated operating requirements as a result of its multiple services and this will introduce greater complexity when it comes to daily operations. In addition given the nature of its services, (of which many may be community based, rather than for-profit enterprises) it is likely it will still be heavily reliant on sourcing recurrent funding through either grants, local government assistance, State Government assistance or creative income generating initiatives.

Under this scenario, a suitable governance structure which optimises the Complex's potential whilst also optimising its ability to attract recurrent funding sources will be vital to ensure the economic impacts are maximised.

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Governance options include:

_Joint venture, partnered by vested parties, for example with mutual interests in heritage. Could be established under a company limited by guarantee

_Incorporated association, for example, run by NTWA, the community, industry, government or a combination

_Company limited by guarantee, operated by the owners in a partnership (with limited liability).

A comparison of an incorporated association and a company limited by guarantee follows.

CRITERIA	INCORPORATED ASSOCIATION	COMPANY LIMITED BY GUARANTEE
Status	Body corporate with separate legal personality. A legal identity separate from individual members. Suitable for not-for-profit activities.	Body corporate with separate legal personality. Legal identity separate from individuals who set it up. Suitable for not-for-profit activities.
Trading	Can operate in WA	Can operate anywhere in Australia
Set up and operating cost	Legal advice not required but recommended. Less costly to set up. On-going reporting obligations include holding AGM's, preparing statement of accounts, auditing and lodging annual returns.	Initial set up and annual cost. Legal advice recommended. Reporting requirements as in the Corporations Act. More onerous, similar disclosure requirements as public companies, including financial reporting & auditing
Operation	Can own property, receive money, enter into contracts, sue & be sued.	Can own property, receive money, enter into contracts, sue & be sued.
Profit Distribution	No restrictions on ability to earn profits, but cannot distribute to members.	No restrictions on ability to earn profits, but cannot be distributed to members.
Management and Liability	Rules decided by members. Committee of management elected. Director obligations less onerous than for companies, but also less clearly defined.	Amount of guarantee to be specified in the constitution. Members can vote for Directors / officers at AGMs and/or effect changes to the constitution. Officers are subject to obligations of the Corporations Act. Directors can be indemnified against personal liability.
Life	Perpetual succession	Perpetual succession
Member Liability	Upon dissolution property cannot be distributed to members. Members liability is limited to outstanding subscriptions and other charges.	Members guarantee the debts of the company but limited to a fixed amount, even if debts exceed the member's guarantee.
Other	Can apply for tax exemption, to be set up as a Public Benevolent Institution or a Deductible Gift Recipient.	Members can terminate their membership and are not obligated to meet debts or liabilities of the company once they cease to be a member.

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5.15 Prefeasibility Analysis

The financial performance of the Bill Sewell Master Plan redevelopment concept presents some challenges for the National Trust not the least of which is the fact that capital funding requirements for the project seriously impact the viability of the development.

The financial performance of the development is derived from a dynamic scenario model produced by Pracsys that considers a range of variables including:

_Rental returns and occupancy rates on renovated / refurbished built form on site including
_Land sales derived from the selling off of portions of the site
_The timing and cost of development

The spreadsheet model on which the financial analysis is based contains a number of dynamic variables (shaded in blue) which can be modified to give a different result in terms of the net present value and internal rate of return for the redevelopment project. Figure 1 presents an extract from the model displaying the data input elements that can be varied. (N.B. the values detailed in the model extract in Figure 1 are indicative only for demonstration purposes).

The rationale of the model is to determine the variable internal rates of return and net present values for different iterations of the analysis. This is done by varying the extent of the National Trust's capital exposure for the redevelopment project and by modifying the variable referred to above.

Figure 1 – Bill Sewell Prefeasibility Model (extract)

		Payment Period (Yrs)		Replacement cost built form		Maintenance Cost p.a.						
Equity	$ 500,000	3		$ 30,000,000		3.00%						
								Residential Only		Base Year		
Area	Item	Type	Undeveloped area / floorspace	Rent/ Sell	Land/ Building	$/ m²	Year Occurred	SQM	$/ SQM	Improved Land Value	Unimproved Land Value	
Area A	Commercial Site A	Non-Residential	1,990	Sell	Land	$ 400	1			$ 796,000	$ 750,000	
	Commercial Site	Non-Residential	2,070	Sell	Land	$ 400	2			$ 828,000	$ 750,000	
	Residential	Residential	3,000	Sell	Land		2	2600	$ 750	$ 1,950,000	$ 1,000,000	
Area B	Victoria House	Non-Residential	460	Rent	Building	$ 180	1				$ -	
	Campbell House	Non-Residential	240	Rent	Building	$ 180	1				$ -	
	Crow ley House	Non-Residential	350	Rent	Building	$ 180	1				$ -	
	Margaret House	Non-Residential	300	Rent	Building	$ 180	1				$ -	
	Old Gaol	Non-Residential	500	Rent	Building	$ 150	2				$ -	
	Max Security	Non-Residential	400	Rent	Building	$ 150	2				$ -	
	New Build	Non-Residential	2,050	Rent	Building	$ 180	2				$ -	
	Residential 1	Residential	1,860	Sell	Building		2	1,302	$ 750	$ 976,500	$ 500,000	
	Total		13,220							$ 4,550,500	$ 3,000,000	

Source: Pracsys

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5.16 Core Assumptions

The model contains a number of core assumptions which are designed to be consistent over any scenario modelling. These assumptions can however be modified as required but for the analysis summarised in this report the core assumption settings are detailed in Figure 2 below:

Figure 2 – Bill Sewell Pre-feasibility Model Core Assumptions

CPI	3.10%
Discount Rate	8.00%
Land Appreciation (on top of CPI)	5.00%
Land & Building Appreciation (on top of CPI)	3.50%
Land Rental Yield	5.00%
Building Rental Yield	7.00%
Residential Rental Yield	4.00%

Source: Pracsys

In addition to the above values, any cost of capital required is estimated at 5.3% per annum over a 30 year period. This too can be varied as required.

5.2 Bill Sewell Development Implications

It is assumed that the National Trust's primary purpose in respect of the Bill Sewell Complex is to conserve and restore a valuable heritage site. This could conceivably be done through sourcing capital funding from a variety of grant sources and limiting the public interaction with the site so as to minimise wear and tear and potential damage to the site.

The idea of a Master Plan for the redevelopment of the site pre-supposes that another way to conserve and restore the site is through adaptive re-use and partial redevelopment. Key to this option is the level of risk that the Trust is willing to assume as regards to the site's redevelopment. The Trust is not a development agency or company and it is assumed that it will need to partner with such if it is to achieve its objectives.

Based on preliminary advice from quantity surveyors RBB, it has been reported that the development of the site as per the HASSELL plan will cost in the order of $20-$25 million. Before the implications of the capital cost are considered, it is essential to consider the viability of the redevelopment on operations alone.

The aim of this analysis is to identify the operating parameters to arrive at a positive Net Present Values (NPVs). If the facility cannot demonstrate a positive cash flow before cost of capital it means that it will require an ongoing operational subsidy on an indefinite basis. This is unlikely to occur as the general appetite for government subsidises for loss making ventures is effectively non-existent.

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Figure 3 – Scenario Operating Parameters

Annual maintenance budget on built form replacement cost of $30,000,000	3%
Commercial / retail and office rental rates (available from Years 2-4)	$388 / sqm
Commercial / retail and office occupancy rates	81%
Revenue from sale of commercial and residential sites (in Year 2)	$5.2 million
Land tax and rates	included

5.3 Key Points

_In each development option the residual capital amount required to fund the development is approximately $19.8 million. This is derived by subtracting the proceeds from the sale of land on the Bill Sewell site from the anticipated $25 million capital cost.
_Rates and land tax estimates are included in these scenarios.
_A 20% cost of rental revenue – effectively the fee for property management services – is factored into the operating expenses.
_The three scenarios detail the impact of National Trust assuming 100%, 50% and 0% of the residual capital cost.
_Annual cost of capital ranges from $1.3 million at the assumption of 100% of the capital cost, to $662,000 assuming 50% of the capital cost. Sourcing 100% of the residual capital required from grant sources or similar incurs no annual cost of capital.

Figure 4 presents a summary of the funding options and the resulting impact on net present values. (Extracts of the full calculations are presented in Appendices 2, 3 and 4 of this analysis).

5.4 Implications

Of the three options, it is immediately apparent that Options 1 and 2 are not feasible insofar as the NPVs are substantially negative: -$11.8 million and -$5.9 million respectively. Moreover, the requirement to service the cost of capital means that even where rental revenues are increased substantially to an average of $388 / sqm, the financial performance of the development is still not viable. In addition, it

Figure 4 - Summary of Options

	Option 1	Option 2	Option 3
Revenue from Land Sale	$5,214,418	$5,214,418	$5,214,418
Residual Financial Requirement	$19,785,582	$19,785,582	$19,785,582
NT Funding	100%	50%	0%
Interest Rate	5.3%	5.3%	N/A
Simple Annual Cost of Capital	$1,323,990	$661,995	N/A
NPV	-$11,780,552	-$5,893,944	-$7,335

Source: Pracsys

questionable as to whether an average rental rate of this order would be competitive in the Geraldton market over the next five years. The NPV where 100% of the capital funding is sought from grant sources or similar is effectively neutral at -$7,335.

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.

The National Trust can of course elect to maintain a business as usual approach to the management and maintenance of the Bill Sewell Complex. From a financial perspective this would most likely allow the Trust to avoid any substantial commitment to sourcing capital and the subsequent risks that entails. It should be noted, however, that doing nothing obviously does not address the brief provided to HASSELL in any way: it 'does nothing. The 'do nothing' scenario would in our view not meet the aspirations of the brief, which refers to long term outcomes for the National Trust and City of Greater Geraldton, including provision of a landmark case-study for viable management of other significant heritage.

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5.0 Business Case

Financial Modelling

Option 1: Operating performance with National Trust responsible for 100% of residual capital requirements

Scenario 2a - Funding Option 1		**NT Share of Capital**	100.0%				
Development Capital Cost	$ 25,000,000	**External Grants**	0.0%	**NPV**	-$11,780,552		
National Trust Commitment	$ 5,214,418	**Equity (%)**	0.0%	**IRR**	#NUM!		
Direct Funding	$ 19,785,582	**Interest Rate**	5.3%				
				Cost of Revenue (p.a)		**AverageRental Rate ($/sqm)**	$ 388
Financed Component	$ 19,785,582	**Payment (Periods)**	30	20.00%			
				Maintenance Cost p.a.			
Equity	$ 5,214,418	**Payment Period (Yrs)** 3		**Replacement cost built form** $ 30,000,000	3.00%		

								Residential Only		Base Year						Yes	Yes	Residual Value Purposes
Area	**Item**	**Type**	**Undeveloped area / floorspace**	**Rent/ Sell**	**Land/ Building**	**$/ m²**	**Year Occurred**	**SQM**	**$/ SQM**	**Improved Land Value**	**Unimproved Land Value**	**GRV**	**Land Tax**	**Rates**	**Land Value**
Area A	Commercial Site A	Non-Residential	1,990	Sell	Land	$ 388	2			$ 772,120	$ 750,000	$ 38,606	$ 405	$ 3,462	-
	Commercial Site	Non-Residential	2,070	Sell	Land	$ 388	2			$ 803,160	$ 750,000	$ 40,158	$ 405	$ 3,602	-
	Residential	Residential	3,000	Sell	Land		2	2600	$ 750	$ 1,950,000	$ 1,000,000	$ 97,500	$ 630	$ 8,682	-
Area B	Victoria House	Non-Residential	460	Rent	Building	$ 388	2				$ -	$ 178,480	$ -	$ 16,007	-
	Campbell House	Non-Residential	240	Rent	Building	$ 388	2				$ -	$ 93,120	$ -	$ 8,352	-
	Crow ley House	Non-Residential	350	Rent	Building	$ 388	2				$ -	$ 135,800	$ -	$ 12,179	-
	Margaret House	Non-Residential	300	Rent	Building	$ 388	3				$ -	$ 116,400	$ -	$ 10,439	-
	Old Gaol	Non-Residential	500	Rent	Building	$ 388	3				$ -	$ 194,000	$ -	$ 17,399	-
	Max Security	Non-Residential	400	Rent	Building	$ 388	4				$ -	$ 155,200	$ -	$ 13,919	-
	New Build	Non-Residential	2,050	Rent	Building	$ 388	4				$ -	$ 795,400	$ -	$ 71,336	-
	Residential 1	Residential	1,860	Sell	Building		2	1,302	$ 750	$ 976,500	$ 500,000	$ 39,060	$ 180	$ 3,478	-
	Total		**13,220**							**$ 4,501,780**	**$ 3,000,000**	**$ 1,883,724**	**$ 1,620**	**$ 168,856**	**-**

Revenue

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**	**Year 13**	**Year 14**	**Year**
Victoria House	$ -	$ -	$ 153,671	$ 158,435	$ 163,346	$ 168,410	$ 173,631	$ 179,013	$ 184,563	$ 190,284	$ 196,183	$ 202,265	$ 208,535	$ 214,999	221,664	
Campbell House	$ -	$ -	$ 80,176	$ 82,662	$ 85,224	$ 87,866	$ 90,590	$ 93,398	$ 96,294	$ 99,279	$ 102,356	$ 105,529	$ 108,801	$ 112,174	115,651	
Crow ley House	$ -	$ -	$ 116,924	$ 120,548	$ 124,285	$ 128,138	$ 132,110	$ 136,206	$ 140,428	$ 144,781	$ 149,270	$ 153,897	$ 158,668	$ 163,586	168,658	
Margaret House	$ -	$ -	$ -	$ 103,327	$ 106,530	$ 109,833	$ 113,237	$ 116,748	$ 120,367	$ 124,098	$ 127,945	$ 131,912	$ 136,001	$ 140,217	144,564	
Old Gaol	$ -	$ -	$ -	$ 172,212	$ 177,550	$ 183,054	$ 188,729	$ 194,580	$ 200,612	$ 206,831	$ 213,242	$ 219,853	$ 226,668	$ 233,695	240,940	
Max Security	$ -	$ -	$ -	$ -	$ 142,040	$ 146,443	$ 150,983	$ 155,664	$ 160,489	$ 165,464	$ 170,594	$ 175,882	$ 181,335	$ 186,956	192,752	
New Build	$ -	$ -	$ -	$ -	$ 727,956	$ 750,523	$ 773,789	$ 797,777	$ 822,508	$ 848,005	$ 874,294	$ 901,397	$ 929,340	$ 958,149	987,852	
Sub-total	**$ -**	**$ -**	**$ 350,771**	**$ 637,183**	**$ 1,526,933**	**$ 1,574,267**	**$ 1,623,070**	**$ 1,673,385**	**$ 1,725,260**	**$ 1,778,743**	**$ 1,833,884**	**$ 1,890,734**	**$ 1,949,347**	**$ 2,009,777**	**2,072,080**	

Cost of Revenue

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**	**Year 13**	**Year 14**	**Year**
Cost of Revenue	$ -	$ -	$ 70,154	$ 127,437	$ 305,387	$ 314,853	$ 324,614	$ 334,677	$ 345,052	$ 355,749	$ 366,777	$ 378,147	$ 389,869	$ 401,955	414,416	
Gross Surplus/Defecit	***$ -***	***$ -***	***$ 280,617***	***$ 509,747***	***$ 1,221,546***	***$ 1,259,414***	***$ 1,298,456***	***$ 1,338,708***	***$ 1,380,208***	***$ 1,422,994***	***$ 1,467,107***	***$ 1,512,587***	***$ 1,559,478***	***$ 1,607,822***	***1,657,664***	

Expense

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**	**Year 13**	**Year 14**	**Year**
Equity		$ 1,792,022	$ 1,847,574	$ 1,904,849	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	-	
Land Tax	$ -	$ 1,751	$ 1,893	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	-	
Rates	$ -	$ 174,090	$ 179,487	$ 163,984	$ 169,067	$ 174,308	$ 179,712	$ 185,283	$ 191,027	$ 196,949	$ 203,054	$ 209,349	$ 215,838	$ 222,529	229,428	
Maintenance		$ 927,900	$ 956,665	$ 986,322	$ 1,016,897	$ 1,048,421	$ 1,080,922	$ 1,114,431	$ 1,148,978	$ 1,184,597	$ 1,221,319	$ 1,259,180	$ 1,298,215	$ 1,338,459	1,379,952	
Property Management																
Cost of Finance			$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	1,323,990	
Sub-total	**$ -**	**$ 927,900**	**$ 2,280,655**	**$ 2,310,312**	**$ 2,340,888**	**$ 2,372,412**	**$ 2,404,913**	**$ 2,438,421**	**$ 2,472,969**	**$ 2,508,587**	**$ 2,545,310**	**$ 2,583,170**	**$ 2,622,205**	**$ 2,662,450**	**2,703,942**	

*Excluding Rates and Land Tax

Net Surplus/ Deficit	***$ -***	***-$ 927,900***	***-$ 2,000,039***	***-$ 1,800,565***	***-$ 1,119,342***	***-$ 1,112,998***	***-$ 1,106,457***	***-$ 1,099,713***	***-$ 1,092,761***	***-$ 1,085,593***	***-$ 1,078,202***	***-$ 1,070,583***	***-$ 1,062,727***	***-$ 1,054,628***	***1,046,278***	

esidual Value Purposes		Rental Only
Land Value	Land & Building Value	Rental Occupancy Rate
$ -	$ -	
$ -	$ -	
$ -	$ -	
$ -	$ -	
$ -	$ 2,549,714	81%
$ -	$ 1,330,286	81%
$ -	$ 1,940,000	81%
$ -	$ 1,662,857	81%
$ -	$ 2,771,429	81%
$ -	$ 2,217,143	81%
$ -	$ 11,362,857	81%
$ -	$ -	
$ -	**$ 23,834,286**	

Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
$ 221,664	$ 228,536	$ 235,621	$ 242,925	$ 250,455	$ 258,220	$ 266,224
$ 115,651	$ 119,236	$ 122,932	$ 126,743	$ 130,672	$ 134,723	$ 138,900
$ 168,658	$ 173,886	$ 179,277	$ 184,834	$ 190,564	$ 196,471	$ 202,562
$ 144,564	$ 149,045	$ 153,666	$ 158,429	$ 163,341	$ 168,404	$ 173,625
$ 240,940	$ 248,409	$ 256,109	$ 264,049	$ 272,234	$ 280,673	$ 289,374
$ 192,752	$ 198,727	$ 204,887	$ 211,239	$ 217,787	$ 224,539	$ 231,499
$ 987,852	$ 1,018,475	$ 1,050,048	$ 1,082,600	$ 1,116,160	$ 1,150,761	$ 1,186,435
$ 2,072,080	**$ 2,136,314**	**$ 2,202,540**	**$ 2,270,819**	**$ 2,341,214**	**$ 2,413,792**	**$ 2,488,620**

Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
$ 414,416	$ 427,263	$ 440,508	$ 454,164	$ 468,243	$ 482,758	$ 497,724
$ 1,657,664	***$ 1,709,052***	***$ 1,762,032***	***$ 1,816,655***	***$ 1,872,971***	***$ 1,931,034***	***$ 1,990,896***

Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
$ -	$ -	$ -	$ -	$ -	$ -	$ -
$ -	$ -	$ -	$ -	$ -	$ -	$ -
$ 229,428	$ 236,540	$ 243,873	$ 251,433	$ 259,227	$ 267,263	$ 275,549
$ 1,379,952	$ 1,422,730	$ 1,466,835	$ 1,512,307	$ 1,559,188	$ 1,607,523	$ 1,657,356
$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990	$ 1,323,990
$ 2,703,942	**$ 2,746,720**	**$ 2,790,825**	**$ 2,836,297**	**$ 2,883,178**	**$ 2,931,513**	**$ 2,981,346**
-$ 1,046,278	***-$ 1,037,669***	***-$ 1,028,793***	***-$ 1,019,642***	***-$ 1,010,207***	***-$ 1,000,480***	***-$ 990,451***

Option 2: Operating performance with National Trust responsible for 50% of residual capital requirements

Scenario 2b - Funding Option 2			**NT Share of Capital**	50.0%					
Development Capital Cost	$ 25,000,000		**External Grants**	50.0%	**NPV**	-$5,893,944			
National Trust Commitment	$ 5,214,418	*Revenue from Sales	**Equity (%)**	0.0%	**IRR**	#NUM!			
Direct Funding	$ 19,785,582		**Interest Rate**	5.3%					
					Cost of Revenue (p.a)		**AverageRental Rate ($/sqm)**	$ 388	
Financed Component	$ 9,892,791	*Remaining Cpaital required f	**Payment (Periods)**	30	20.00%				
		Payment Period (Yrs)		**Replacement cost built form**	**Maintenance Cost p.a.**				
Equity	$ 5,214,418	3		$ 30,000,000	3.00%				

								Residential Only		Base Year				Yes
Area	**Item**	**Type**	**Undeveloped area / floorspace**	**Rent/ Sell**	**Land/ Building**	**$/ m²**	**Year Occurred**	**SQM**	**$/ SQM**	**Improved Land Value**	**Unimproved Land Value**	**GRV**	**Land Tax**
Area A	Commercial Site A	Non-Residential	1,990	Sell	Land	$ 388	2			$ 772,120	$ 750,000	$ 38,606	$ 405
	Commercial Site	Non-Residential	2,070	Sell	Land	$ 388	2			$ 803,160	$ 750,000	$ 40,158	$ 405
	Residential	Residential	3,000	Sell	Land		2	2600	$ 750	$ 1,950,000	$ 1,000,000	$ 97,500	$ 630
Area B	Victoria House	Non-Residential	460	Rent	Building	$ 388	2				$ -	$ 178,480	$ -
	Campbell House	Non-Residential	240	Rent	Building	$ 388	2				$ -	$ 93,120	$ -
	Crow ley House	Non-Residential	350	Rent	Building	$ 388	2				$ -	$ 135,800	$ -
	Margaret House	Non-Residential	300	Rent	Building	$ 388	3				$ -	$ 116,400	$ -
	Old Gaol	Non-Residential	500	Rent	Building	$ 388	3				$ -	$ 194,000	$ -
	Max Security	Non-Residential	400	Rent	Building	$ 388	4				$ -	$ 155,200	$ -
	New Build	Non-Residential	2,050	Rent	Building	$ 388	4				$ -	$ 795,400	$ -
	Residential 1	Residential	1,860	Sell	Building		2	1,302	$ 750	$ 976,500	$ 500,000	$ 39,060	$ 180
	Total		**13,220**							**$ 4,501,780**	**$ 3,000,000**	**$ 1,883,724**	**$ 1,620**

Revenue

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**
Victoria House	$ -	$ -	$ 153,671	$ 158,435	$ 163,346	$ 168,410	$ 173,631	$ 179,013	$ 184,563	$ 190,284	$ 196,183	$ 202,265	$ 208,535
Campbell House	$ -	$ -	$ 80,176	$ 82,662	$ 85,224	$ 87,866	$ 90,590	$ 93,398	$ 96,294	$ 99,279	$ 102,356	$ 105,529	$ 108,801
Crow ley House	$ -	$ -	$ 116,924	$ 120,548	$ 124,285	$ 128,138	$ 132,110	$ 136,206	$ 140,428	$ 144,781	$ 149,270	$ 153,897	$ 158,668
Margaret House	$ -	$ -	$ -	$ 103,327	$ 106,530	$ 109,833	$ 113,237	$ 116,748	$ 120,367	$ 124,098	$ 127,945	$ 131,912	$ 136,001
Old Gaol	$ -	$ -	$ -	$ 172,212	$ 177,550	$ 183,054	$ 188,729	$ 194,580	$ 200,612	$ 206,831	$ 213,242	$ 219,853	$ 226,668
Max Security	$ -	$ -	$ -	$ -	$ 142,040	$ 146,443	$ 150,983	$ 155,664	$ 160,489	$ 165,464	$ 170,594	$ 175,882	$ 181,335
New Build	$ -	$ -	$ -	$ -	$ 727,956	$ 750,523	$ 773,789	$ 797,777	$ 822,508	$ 848,005	$ 874,294	$ 901,397	$ 929,340
Sub-total	**$ -**	**$ -**	**$ 350,771**	**$ 637,183**	**$ 1,526,933**	**$ 1,574,267**	**$ 1,623,070**	**$ 1,673,385**	**$ 1,725,260**	**$ 1,778,743**	**$ 1,833,884**	**$ 1,890,734**	**$ 1,949,347**

Cost of Revenue

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**
Cost of Revenue	$ -	$ -	$ 70,154	$ 127,437	$ 305,387	$ 314,853	$ 324,614	$ 334,677	$ 345,052	$ 355,749	$ 366,777	$ 378,147	$ 389,869
Gross Surplus/Defecit	***$ -***	***$ -***	***$ 280,617***	***$ 509,747***	***$ 1,221,546***	***$ 1,259,414***	***$ 1,298,456***	***$ 1,338,708***	***$ 1,380,208***	***$ 1,422,994***	***$ 1,467,107***	***$ 1,512,587***	***$ 1,559,478***

Expense

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**
Equity		$ 1,792,022	$ 1,847,574	$ 1,904,849	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Land Tax	$ -	$ 1,751	$ 1,893	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Rates	$ -	$ 174,090	$ 179,487	$ 163,984	$ 169,067	$ 174,308	$ 179,712	$ 185,283	$ 191,027	$ 196,949	$ 203,054	$ 209,349	$ 215,838
Maintenance		$ 927,900	$ 956,665	$ 986,322	$ 1,016,897	$ 1,048,421	$ 1,080,922	$ 1,114,431	$ 1,148,978	$ 1,184,597	$ 1,221,319	$ 1,259,180	$ 1,298,215
Property Management													
Cost of Finance			$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995
Sub-total	**$ -**	**$ 927,900**	**$ 1,618,660**	**$ 1,648,317**	**$ 1,678,893**	**$ 1,710,417**	**$ 1,742,918**	**$ 1,776,426**	**$ 1,810,974**	**$ 1,846,592**	**$ 1,883,314**	**$ 1,921,175**	**$ 1,960,210**

*Excluding Rates and Land Tax

Net Surplus/ Deficit	***$ -***	***-$ 927,900***	***-$ 1,338,044***	***-$ 1,138,570***	***-$ 457,347***	***-$ 451,003***	***-$ 444,462***	***-$ 437,718***	***-$ 430,766***	***-$ 423,598***	***-$ 416,207***	***-$ 408,588***	***-$ 400,732***

Yes

Residual Value Purposes			Rental Only
Rates	Land Value	Land & Building Value	Rental Occupancy Rate
$ 3,462	$ -	$ -	
$ 3,602	$ -	$ -	
$ 8,682	$ -	$ -	
	$ -	$ -	
$ 16,007	$ -	$ 2,549,714	81%
$ 8,352	$ -	$ 1,330,286	81%
$ 12,179	$ -	$ 1,940,000	81%
$ 10,439	$ -	$ 1,662,857	81%
$ 17,399	$ -	$ 2,771,429	81%
$ 13,919	$ -	$ 2,217,143	81%
$ 71,336	$ -	$ 11,362,857	81%
$ 3,478	$ -	$ -	
$ 168,856	**$ -**	**$ 23,834,286**	

Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
$ 214,999	$ 221,664	$ 228,536	$ 235,621	$ 242,925	$ 250,455	$ 258,220	$ 266,224
$ 112,174	$ 115,651	$ 119,236	$ 122,932	$ 126,743	$ 130,672	$ 134,723	$ 138,900
$ 163,586	$ 168,658	$ 173,886	$ 179,277	$ 184,834	$ 190,564	$ 196,471	$ 202,562
$ 140,217	$ 144,564	$ 149,045	$ 153,666	$ 158,429	$ 163,341	$ 168,404	$ 173,625
$ 233,695	$ 240,940	$ 248,409	$ 256,109	$ 264,049	$ 272,234	$ 280,673	$ 289,374
$ 186,956	$ 192,752	$ 198,727	$ 204,887	$ 211,239	$ 217,787	$ 224,539	$ 231,499
$ 958,149	$ 987,852	$ 1,018,475	$ 1,050,048	$ 1,082,600	$ 1,116,160	$ 1,150,761	$ 1,186,435
$ 2,009,777	**$ 2,072,080**	**$ 2,136,314**	**$ 2,202,540**	**$ 2,270,819**	**$ 2,341,214**	**$ 2,413,792**	**$ 2,488,620**

Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
$ 401,955	$ 414,416	$ 427,263	$ 440,508	$ 454,164	$ 468,243	$ 482,758	$ 497,724
$ 1,607,822	***$ 1,657,664***	***$ 1,709,052***	***$ 1,762,032***	***$ 1,816,655***	***$ 1,872,971***	***$ 1,931,034***	***$ 1,990,896***

Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
$ 222,529	$ 229,428	$ 236,540	$ 243,873	$ 251,433	$ 259,227	$ 267,263	$ 275,549
$ 1,338,459	$ 1,379,952	$ 1,422,730	$ 1,466,835	$ 1,512,307	$ 1,559,188	$ 1,607,523	$ 1,657,356
$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995	$ 661,995
$ 2,000,454	**$ 2,041,947**	**$ 2,084,725**	**$ 2,128,830**	**$ 2,174,302**	**$ 2,221,183**	**$ 2,269,518**	**$ 2,319,351**
-$ 392,633	***-$ 384,283***	***-$ 375,674***	***-$ 366,798***	***-$ 357,647***	***-$ 348,212***	***-$ 338,484***	***-$ 328,456***

Option 3 - Scenario 2c: Operating performance with National Trust responsible for 0% of residual capital requirements

Development Capital Cost	$ 25,000,000		**External Grants**	79.1%	**NPV**	-$7,335	
National Trust Commitment	$ 5,214,418	*Revenue from Sales	**Equity (%)**	0.0%	**IRR**	7.95%	
Direct Funding	$ 19,785,582		**Interest Rate**	5.3%			
					Cost of Re Revenue (p.a)		**AverageRental Rate ($/sqm)** $ 388
Financed Component	$ -	*Remaining Capital required from NT	**Interest Payment (Periods)**	30	20.00%		

		Payment Period (Yrs)		**Replacement cost built form**	**Maintenance Cost p.a.**		
Equity	$ 5,214,418	3		$ 30,000,000	3.00%		

								Residential Only		Base Year					Yes	Yes
Area	**Item**	**Type**	**Undeveloped area / floorspace**	**Rent/ Sell**	**Land/ Building**	**$/ m²**	**Year Occurred**	**SQM**	**$/ SQM**	**Improved Land Value**	**Unimproved Land Value**	**GRV**	**Land Tax**	**Rates**		
Area A	Commercial Site A	Non-Residential	1,990	Sell	Land	$ 388	2			$ 772,120	$ 750,000	$ 38,606	$ 405	$ 3,462		
	Commercial Site	Non-Residential	2,070	Sell	Land	$ 388	2			$ 803,160	$ 750,000	$ 40,158	$ 405	$ 3,602		
	Residential	Residential	3,000	Sell	Land		2	2600	$ 750	$ 1,950,000	$ 1,000,000	$ 97,500	$ 630	$ 8,682		
Area B	Victoria House	Non-Residential	460	Rent	Building	$ 388	2				$ -	$ 178,480	$ -	$ 16,007		
	Campbell House	Non-Residential	240	Rent	Building	$ 388	2				$ -	$ 93,120	$ -	$ 8,352		
	Crow ley House	Non-Residential	350	Rent	Building	$ 388	2				$ -	$ 135,800	$ -	$ 12,179		
	Margaret House	Non-Residential	300	Rent	Building	$ 388	3				$ -	$ 116,400	$ -	$ 10,439		
	Old Gaol	Non-Residential	500	Rent	Building	$ 388	3				$ -	$ 194,000	$ -	$ 17,399		
	Max Security	Non-Residential	400	Rent	Building	$ 388	4				$ -	$ 155,200	$ -	$ 13,919		
	New Build	Non-Residential	2,050	Rent	Building	$ 388	4				$ -	$ 795,400	$ -	$ 71,336		
	Residential 1	Residential	1,860	Sell	Building		2	1,302	$ 750	$ 976,500	$ 500,000	$ 39,060	$ 180	$ 3,478		
	Total		**13,220**							**$ 4,501,780**	**$ 3,000,000**	**$ 1,883,724**	**$ 1,620**	**$ 168,856**		

Revenue

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**	**Year 13**
Victoria House	$ -	$ -	$ 153,671	$ 158,435	$ 163,346	$ 168,410	$ 173,631	$ 179,013	$ 184,563	$ 190,284	$ 196,183	$ 202,265	$ 208,535	$ 214,999
Campbell House	$ -	$ -	$ 80,176	$ 82,662	$ 85,224	$ 87,866	$ 90,590	$ 93,398	$ 96,294	$ 99,279	$ 102,356	$ 105,529	$ 108,801	$ 112,174
Crow ley House	$ -	$ -	$ 116,924	$ 120,548	$ 124,285	$ 128,138	$ 132,110	$ 136,206	$ 140,428	$ 144,781	$ 149,270	$ 153,897	$ 158,668	$ 163,586
Margaret House	$ -	$ -	$ -	$ 103,327	$ 106,530	$ 109,833	$ 113,237	$ 116,748	$ 120,367	$ 124,098	$ 127,945	$ 131,912	$ 136,001	$ 140,217
Old Gaol	$ -	$ -	$ -	$ 172,212	$ 177,550	$ 183,054	$ 188,729	$ 194,580	$ 200,612	$ 206,831	$ 213,242	$ 219,853	$ 226,668	$ 233,695
Max Security	$ -	$ -	$ -	$ -	$ 142,040	$ 146,443	$ 150,983	$ 155,664	$ 160,489	$ 165,464	$ 170,594	$ 175,882	$ 181,335	$ 186,956
New Build	$ -	$ -	$ -	$ -	$ 727,956	$ 750,523	$ 773,789	$ 797,777	$ 822,508	$ 848,005	$ 874,294	$ 901,397	$ 929,340	$ 958,149
Sub-total	**$ -**	**$ -**	**$ 350,771**	**$ 637,183**	**$ 1,526,933**	**$ 1,574,267**	**$ 1,623,070**	**$ 1,673,385**	**$ 1,725,260**	**$ 1,778,743**	**$ 1,833,884**	**$ 1,890,734**	**$ 1,949,347**	**$ 2,009,777**

Cost of Revenue

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**	**Year 13**
Cost of Revenue	$ -	$ -	$ 70,154	$ 127,437	$ 305,387	$ 314,853	$ 324,614	$ 334,677	$ 345,052	$ 355,749	$ 366,777	$ 378,147	$ 389,869	$ 401,955
Gross Surplus/Defecit	***$ -***	***$ -***	***$ 280,617***	***$ 509,747***	***$ 1,221,546***	***$ 1,259,414***	***$ 1,298,456***	***$ 1,338,708***	***$ 1,380,208***	***$ 1,422,994***	***$ 1,467,107***	***$ 1,512,587***	***$ 1,559,478***	***$ 1,607,822***

Expense

Item	**Year 0**	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**	**Year 7**	**Year 8**	**Year 9**	**Year 10**	**Year 11**	**Year 12**	**Year 13**
Equity		$ 1,792,022	$ 1,847,574	$ 1,904,849	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Land Tax	$ -	$ 1,751	$ 1,893	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Rates	$ -	$ 174,090	$ 179,487	$ 163,984	$ 169,067	$ 174,308	$ 179,712	$ 185,283	$ 191,027	$ 196,949	$ 203,054	$ 209,349	$ 215,838	$ 222,529
Maintenance		$ 927,900	$ 956,665	$ 986,322	$ 1,016,897	$ 1,048,421	$ 1,080,922	$ 1,114,431	$ 1,148,978	$ 1,184,597	$ 1,221,319	$ 1,259,180	$ 1,298,215	$ 1,338,459
Property Management														
Cost of Finance			$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Sub-total	**$ -**	**$ 927,900**	**$ 956,665**	**$ 986,322**	**$ 1,016,897**	**$ 1,048,421**	**$ 1,080,922**	**$ 1,114,431**	**$ 1,148,978**	**$ 1,184,597**	**$ 1,221,319**	**$ 1,259,180**	**$ 1,298,215**	**$ 1,338,459**

*Excluding Rates and Land Tax

Net Surplus/ Deficit	***$ -***	***-$ 927,900***	***-$ 676,048***	***-$ 476,575***	***$ 204,649***	***$ 210,993***	***$ 217,533***	***$ 224,277***	***$ 231,230***	***$ 238,398***	***$ 245,788***	***$ 253,407***	***$ 261,263***	***$ 269,362***

5.0____Business Case

lue Purposes		Rental Only
Value	Land & Building Value	Rental Occupancy Rate
-	$ -	
-	$ -	
-	$ -	
-	$ -	
-	$ 2,549,714	81%
-	$ 1,330,286	81%
-	$ 1,940,000	81%
-	$ 1,662,857	81%
-	$ 2,771,429	81%
-	$ 2,217,143	81%
-	$ 11,362,857	81%
-	$ -	
-	**$ 23,834,286**	

ar 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
221,664	$ 228,536	$ 235,621	$ 242,925	$ 250,455	$ 258,220	$ 266,224
115,651	$ 119,236	$ 122,932	$ 126,743	$ 130,672	$ 134,723	$ 138,900
168,658	$ 173,886	$ 179,277	$ 184,834	$ 190,564	$ 196,471	$ 202,562
144,564	$ 149,045	$ 153,666	$ 158,429	$ 163,341	$ 168,404	$ 173,625
240,940	$ 248,409	$ 256,109	$ 264,049	$ 272,234	$ 280,673	$ 289,374
192,752	$ 198,727	$ 204,887	$ 211,239	$ 217,787	$ 224,539	$ 231,499
987,852	$ 1,018,475	$ 1,050,048	$ 1,082,600	$ 1,116,160	$ 1,150,761	$ 1,186,435
,072,080	**$ 2,136,314**	**$ 2,202,540**	**$ 2,270,819**	**$ 2,341,214**	**$ 2,413,792**	**$ 2,488,620**

ar 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
414,416	$ 427,263	$ 440,508	$ 454,164	$ 468,243	$ 482,758	$ 497,724
,657,664	***$ 1,709,052***	***$ 1,762,032***	***$ 1,816,655***	***$ 1,872,971***	***$ 1,931,034***	***$ 1,990,896***

ar 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
-	$ -	$ -	$ -	$ -	$ -	$ -
-	$ -	$ -	$ -	$ -	$ -	$ -
229,428	$ 236,540	$ 243,873	$ 251,433	$ 259,227	$ 267,263	$ 275,549
,379,952	$ 1,422,730	$ 1,466,835	$ 1,512,307	$ 1,559,188	$ 1,607,523	$ 1,657,356
-	$ -	$ -	$ -	$ -	$ -	$ -
,379,952	**$ 1,422,730**	**$ 1,466,835**	**$ 1,512,307**	**$ 1,559,188**	**$ 1,607,523**	**$ 1,657,356**
277,712	***$ 286,322***	***$ 295,198***	***$ 304,349***	***$ 313,783***	***$ 323,511***	***$ 333,540***

6.0___Staging

A more focussed business case or 'feasibility' assessment should be undertaken for each of the development release parcels within the complex. Those which do not require substantial improvements to the surrounding context such as high amenity landscape improvements or site specific vehicle access notes can proceed independent of works associated with the improvements to the remainder of the site.

Similarly, the 'adaptive re-use' and associated improvements to the main heritage buildings on the site can occur over time subject to funding from the ongoing release of land or development opportunities.

Changes to surrounding roads and approach points are considered less important from a staging perspective and should be linked to Council initiated streetscape improvements of those undertaken in association with the Batavia Marina Complex development.

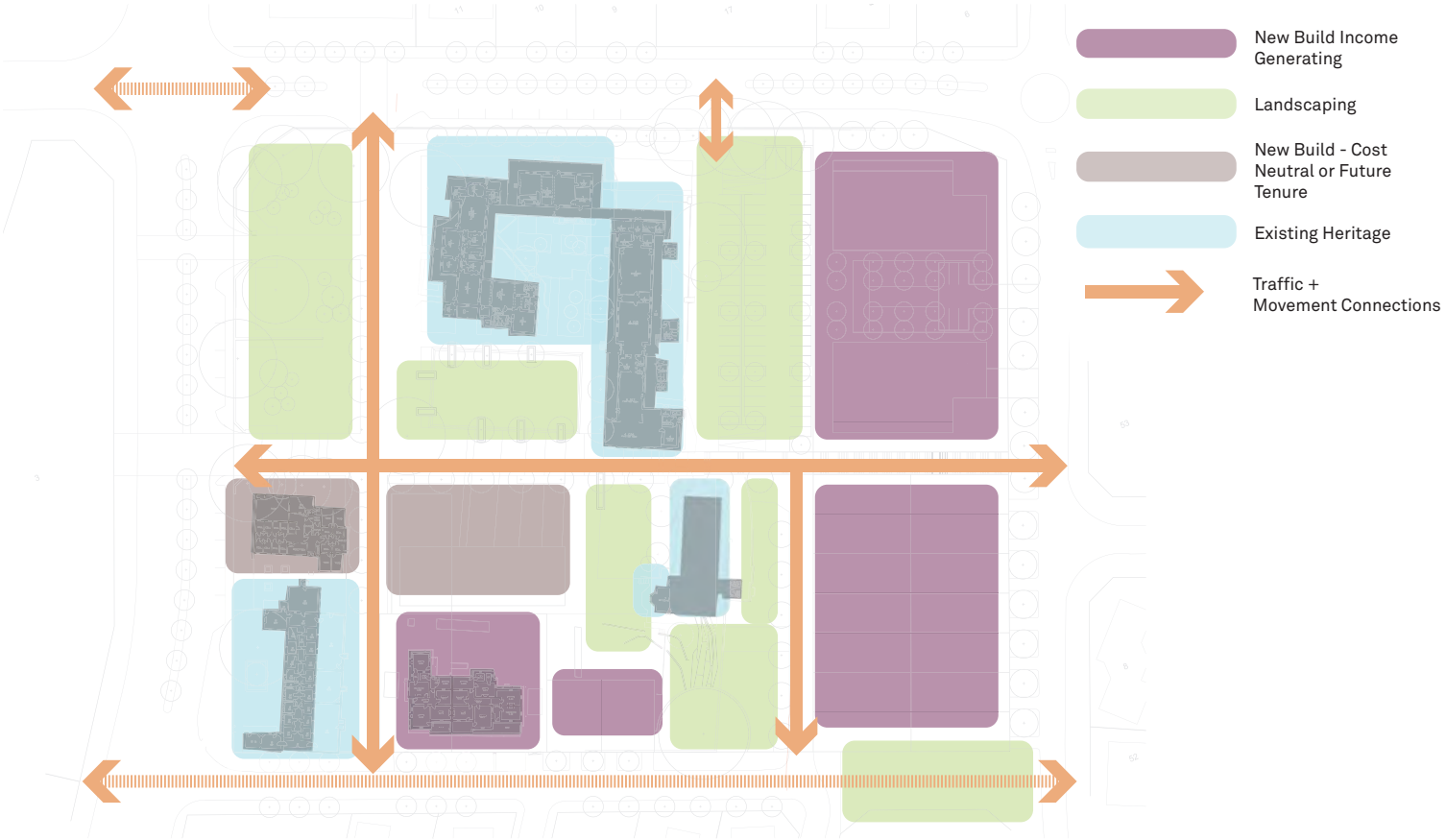
The staged improvements of adaptive re-use and additional accommodations within existing buildings has not been included in the following staging notes. It is assumed that such works can happen independent of the following stages, subject to funding, existing leases, interference from site works and ongoing maintenance requirements. It is noted however, that the development of the visitors centre, site parking and access rationalisation and landscape improvements will provide additional market incentive and value for improved commerical returns.

6.0___Staging

The following is a suggested prioritisation of project opportunities.

Project Stage		Associated Works	Outcome/Benefit
1	Creation and release of residential development site, corner of George Road and Lewis Street	_Provision of vehicle access leg from Lewis Street _Creation of central pedestrian spine and steps _Landscape works to Lewis Street and George Road verges	_Availability of cash towards forecourt plaza, heritage landscape zone
2	Initial access, parking and landscape improvements	_Relocation of car parking to east of Crowley house with short stay parking limits _Associated landscape parking improvements	_Improved access and movement rationale _Accessibility to development opportunities
3	Visitors Centre	_Development of visitors centre with council _Walkway/access work to Lewis Street _Associated Landscape improvements	_Developed visitors centre and exposure to broader property/landuse interests
4	Staged land and development release delivery	_Creation of Commercial/mixed use site and associated works _Creation of lease/sale terms for infill development opportunities around the community meeting space _Community meeting space improvement works associated with adjacents development (and funded by) _Staged release of Wardens duplex with guidelines and required improvements	_Ongoing (staged) income through lease (and/or capital injection through sale)
5	Staged landscape and site enhancement	_Completion of heritage landscape zone, community meeting space, interpretive landscape zone forecourt and parking spaces _Public art strategy implementation _Signage strategy implementation _Completion of central pedestrian spine _Interpretation strategy implementation _These aspects are to be implemented progressively as integral components of site development - not added in at the end. Rather than being “Stage 5” they are continuous across all stages	_Staged upgrade and presentation of Bill Sewell complex site as regional visitor attraction and active heritage complex

6.0____Staging



Year 1

Sale of residential and commercial land

Year 3

Development of new build on vacant land, and ready for lease

Year 4

Adaptive reuse / renovation of existing buildings ready for lease

6.0___Staging

Bill Sewell Complex Staging

Background Context
The optimal staging of the development will be substantially influenced by the overall capital cost of the development plan and the capacity of the National Trust to cover some percentage of those costs through land sales and further financing. Please note that the cost of financing is not included in this analysis.

Estimates of capital cost are essentially in order of magnitude at this stage as evidenced by advice from quantity surveyors RBB dated 8 October 2010 which advises that: " The estimate suggests a range of $20.0 million to $25.0 million excluding GST however history indicates that the top end of the range is more likely."

The total capital will need to be refined in the course of any design specific development feasibility investigations undertaken by the Trust; however RBB's estimate is the best available information at this point in time.

Assumptions
The following assumptions apply to the staging:
_The preferred outcome for the development is to arrive at a net present value of $0 assuming a discount rate of 8%
_The residential and commercial land parcels at Area A and the residential land parcel in Area B are to be sold notionally in Year 1 at an Improved Land Valuation as detailed in the pre-feasibility analysis prepared by Pracsys in the course of the study (detailed in Figure 1)
_The proceeds from sale of the developable land will be used to offset the capital cost of the development of the remainder of the site according to the master plan
_That capital costs are incurred over four years from project inception.

Staging
It is assumed that the preferred sequence of development is to focus on new build elements on land portions unconstrained by heritage issues (if possible) and to then consider the adaptive reuse / renovation of existing built form. The sequencing of which buildings to adaptively reuse / renovate is largely a matter of design and engineering efficiency and how it might be progressed in such a way as to ensure the coherent and functional development of the Bill Sewell Complex.

While the sale of developable land is suggested for Year 1, it is assumed that new build and adaptive reuse of buildings will take some time, subject as it is to planning and heritage approvals and build time. Pracsys suggests that the new build on available land will come on stream in Year 3 with the adaptive reuse of existing built form to be available for lease from Year 4.

Feasibility Implications
Considering the assumptions detailed above, the anticipated timing and realisation of land sales and the 20 year program of leasing revenue, incorporating CPI changes and land values and leasing rates uplift as described in the Pracsys pre-feasibility model, the following results can be reasonably anticipated:

_Net Present Value (NPV) = $0
_Ineternal Rate of Return (IRR) = 8%
_Additional capital required = $13.5 million

6.0___Staging

Area	Item	Type	Undeveloped area / floorspace	Assumed Value $/ m²	Developable SQM	$/ SQM	Improved Land Value
Area A	Commercial Site A	Non-Residential	1,990	$ 400			$ 796,000
	Commercial Site	Non-Residential	2,070	$ 400			$ 828,000
	Residential	Residential	3,000		2600	$ 750	$ 1,950,000
Area B	Residential 1	Residential	1,860		1,302	$ 750	$ 976,500
	Total		**8,920**				**$ 4,550,500**

Figure 1 – Bill Sewell Complex Developable Commercial and Residential Land
Source: Pracsys and HASSELL

Area	Item	Type	Undeveloped area / floorspace	Rent/ Sell	Land/ Building	Year Occurred
Area A	Commercial Site A	Non-Residential	1,990	Sell	Land	1
	Commercial Site	Non-Residential	2,070	Sell	Land	1
	Residential	Residential	3,000	Sell	Land	1
Area B	Victoria House	Non-Residential	460	Rent	Building	4
	Campbell House	Non-Residential	240	Rent	Building	4
	Crow ley House	Non-Residential	350	Rent	Building	4
	Margaret House	Non-Residential	300	Rent	Building	4
	Old Gaol	Non-Residential	500	Rent	Building	4
	Max Security	Non-Residential	400	Rent	Building	4
	New Build	Non-Residential	2,050	Rent	Building	3
	Residential 1	Residential	1,860	Sell	Building	1
	Total		**13,220**			

Figure 2 - Bill Sewell Conceptual Staging
Source: Pracsys and HASSELL

6.0 Staging

6.2 Services Contributions

Across the site in general where there should be a requirement for new infrastructure, upgrades of existing infrastructure, maintenance or any other works or administration the following contribution calculations may be necessary.

The following calculations are based on the average use of the utilities in Perth based on experience, and The 2006 Census for the Geraldton Local Government Area (LGA) which shows there are on average 2.4 people per household, and the Roads and Traffic Authority (RTA) guidelines (an accepted industry standard) that show the average number of employees is 1 employee per 21 square metres of Gross Floor Area.

However land portions in areas A and along Lewis Street in area B which are scheduled for sale as freehold lots will require seperate points of supply for electrical and water services. This will normally be included as part of the land sale package. The details of this infrastructure are outisde of the scope of this Master Plan report.

Gas		
_Residential	8.64 cubic metres	per household per day
_Office/Commercial/ Retail	14.4 cubic metres	per 20 people per day
Transport		
_Residential	5 trips	per household per day (Units)
	9 trips	per household per day (Wardens Duplex)
_Office/Commercial/Retail	10 trips	per 100sqm per day

Residential Unit rate is based on RTA Guidelines, Medium Density Units. Residential House rate is based on RTA Guidelines, Dwelling houses.

Calculation

Using the above average figures the following contributions table can be calculated based on the lots within the Bill Sewell Site that are privately saleable which include:

_Commercial Area 1:	2000sqm (Masterplan No. 8 North)
_Commercial Area 2:	2000 sqm (Masterplan No. 8 South)
_Residential Area 1:	14 Dwellings (Masterplan No.6)
_Residential Area 2:	5 Dwellings (East of Masterplan No. 3)
_Wardens Duplex:	2 Dwellings (Masterplan No. 3)

Water		
_Residential	102.2 kilolitres	per person per year
_Office/Commercial/ Retail	24.4 kilolitres	per person per year
Waste Water		
_Residential	230 litres	per person per day
_Office/Commercial/Retail	94.5 litres	per person per day
Power		
_Residential	8 kVA	per household
_Office/Commercial/ Retail	2000 kVA	per Hectare

7.0____Conclusions and recommendations

A core administrative function of the Bill Sewell complex is to conserve and provide education around the significant heritage assets that are contained within this site.

The ongoing successful optimisation of the complex requires a coordinated approach to funding, heritage conservation, asset management, the tourism and economic role of the complex in a state, regional and local context; and the management and presentation of the site (as a state asset) in conjunction with the City of Greater Geraldton and other agencies that have an operational and/or tenure interest in the site.

Recommendations
A number of assumptions have been made in this report and are reflected in the master plan. As a priority these should be confirmed and progressed to enable the optimum long term sucess of the Bill Sewell complex as planned. These include:

1. The development of a visitors centre to be jointly funded and/or operated by the City of Greater Geraldton, Tourism WA and associated agencies on a non-commerical basis. Specific funding arrangements for this project have not been determined, however, such an initiative would potentially provide significant benefit to the city, the complex and the adjacent Batavia Coast Marina development.

2. The ability and willingness to create and sell surplus land fronting George Street as freehold development sites. This land is considered to be surplus to the heritage conservation role of the complex and would provide a considerable capital injection for ongoing heritage related purposes.

3. The ability and willingness to facilitate infill development opportunities on medium to long-term lease arrangements. Market uptake of such opportunities is typically related to security of tenure over time. Attracting the right mix of tenants and developers will be important to attracting a range of visitors and users in what is to become a unique and well activated heritage place.

In order to implement the Bill Sewell master plan, it is strongly recommended that the National Trust and the City of Greater Geraldton progress the development of the visitors centre as provided for in the master plan as a matter of priority.

The visitors centre will likely have a flow on benefit to attracting other tenants and users to the site. This will in turn, provide greater opportunity to 'tell the story' embodied in the site's architecture, landscape and history.

It is recommended that the National Trust adopts the master plan as a guiding tool for the development and management of the site over time. It is also recommended that the Trust enters agreement with and seek endorsement of the Council for the plan to enable a coordinated implementation programme to be developed.

Specific delivery of development outcomes will also require access to professional services in asset management, marking, property and land development, and professional planning and design services. A project plan should be prepared at an early stage to that end.

Appendix A
Order of Magnitude Cost Estimate

8 October 2010

Hassell Pty Ltd
Podium Level, Central Park
152 - 158 St. Georges Terrace
Perth WA 6000

Attention: Mr. Mark Aronson

Dear Sir

BILL SEWELL GERALDTON

Further to our discussions we have prepared the attached "very" order of magnitude estimate totalling $20.5m excluding GST.

At this time adaptive reuse outcomes are not decided so the estimate is provided as an indication of possible costs only.

The estimate suggests a range in the order of $20.0m to $25.0m excluding GST however history indicates that the top end range is more likely.

Should you have any queries please contact us.

Yours faithfully
Ralph Beattie Bosworth

Trevor Sanders
Director

cc M. Knight

Ralph Beattie Bosworth Pty Ltd
ABN 64 008 946 503
Construction Cost Consultants
12 Kings Park Road West Perth Western Australia 6005
PO Box 456 West Perth Western Australia 6872
Telephone 08 9321 2777 Facsimile 08 9481 1783
Email info@rbb.com.au www.rbb.com.au

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14854-E1 BILL SEWELL GERALDTON

	PROJECT	BS	BILL SEWELL	
	ESTIMATE	M1	ORDER OF MAGNITUDE	
	OPTION	MG	MASTERPLAN GENERAL	
	SCOPE			
1	Order of magnitude estimate to provide broad indication of costs			
	Extent of adaptive reuse so far unknown			
	Assumes all sites to George Road sold to others			
	Assumes residential sites in centre section of Lewis Street sold to others (including existing residential building)			
			SCOPE	0.00
	DEMOLITION			
2	Sundry demolition	Item		200,000.00
			DEMOLITION	200,000.00
	ADAPTIVE REUSE			
	Refurbish including new services			
3	Margaret House (300m2) plus verandahs and balconies	Item		500,000.00
4	Old Gaol (500m2) plus verandahs and balconies	Item		750,000.00
5	Maximum Security (400m2) plus verandahs and balconies	Item		400,000.00
6	Victoria House (460m2) plus verandahs and balconies	Item		750,000.00
7	Campbell House (240m2) plus verandahs and balconies	Item		400,000.00
8	Crawley House (350m2) plus verandahs and balconies	Item		650,000.00
9	External works, landscape and external services included elsewhere	Note		
			ADAPTIVE REUSE	3,450,000.00

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14854-E1 BILL SEWELL GERALDTON

	INFILL / EXTENSION BUILDING			
10	Gaol to maximum security (120m2)	Item		250,000.00
11	Above maximum security (600m2)	Item		1,500,000.00
12	External works, landsacpe and external services included elsewhere	Note		
			INFILL / EXTENSION BUILDING	1,750,000.00
	NEW BUILDINGS			
13	Single level to Chapman (100m2)	Item		150,000.00
14	Two storey to Victoria House (1000m2)	Item		2,200,000.00
15	Single level behind maximum security (340m2)	Item		600,000.00
16	External works, landscape and external services included elsewhere	Note		
			NEW BUILDINGS	2,950,000.00
	SITEWORKS			
17	Carpark (3520m2)	Item		500,000.00
18	Landscape, POS balance of site (13750m2)	Item		3,500,000.00
19	Fencing, walls, retaining walls etc	Item		1,000,000.00
			SITEWORKS	5,000,000.00
	SITE SERVICES			
20	Lighting (safety & feature)	Item		500,000.00
21	All services	Item		1,000,000.00
			SITE SERVICES	1,500,000.00
	CONTINGENCY			
22	Contingency 20%	Item		2,975,000.00
			CONTINGENCY	2,975,000.00

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14854-E1 BILL SEWELL GERALDTON

	PROFESSIONAL FEES			
23	Allow 15%	Item		2,675,000.00
			PROFESSIONAL FEES	2,675,000.00
	EXCLUSIONS			
24	GST			
	FF&E			
	Escalation			
	Contamination			
	Work to road verges			
	Cost to prepare sites for sale			
			EXCLUSIONS	0.00
			Total for MASTERPLAN GENERAL	20,500,000.00
			Total for ORDER OF MAGNITUDE	20,500,000.00
			Total for BILL SEWELL	20,500,000.00
			TOTAL $	20,500,000.00

*** END OF REPORT ***

Appendix B
Extracts from City of Greater Geraldton TPS3 Scheme Text/City Centre Planning Policy, Design Initiative for the City of Geraldton (as adopted by Council 24 March 2009)

B

4.2.4 Where in the Zoning Table a particular use is mentioned, it is deemed to be excluded from any other use class which by its more general terms might otherwise include such particular use.

4.2.5 If the use of land for a particular purpose is not specifically mentioned in the Zoning Table and cannot reasonably be determined as falling within the interpretation of one of the use classes, the Council may:

(a) determine that the use is not consistent with the objectives and purpose of the particular zone and is therefore not permitted, or

(b) determine that the proposed use is consistent with the objectives and purpose of the zone and thereafter follow the provisions of Clause 7.2.2.

4.2.6 Any use or development, which constitutes or includes a nuclear activity is not permitted on land within the Scheme Area. *AMD 23 GG 29/6/04*

4.3 ADDITIONAL USES

Notwithstanding anything contained within the Zoning Table or Part III of the Scheme, the land specified in Schedule 2 and shown by an asterisk on the Scheme Map may, subject to compliance with any condition specified in the Schedule with respect to the land, be used for the purpose set against that land. The use so specified is in addition to the other uses permitted in the zone or reserve in which the land is situated unless any of those uses is excluded or modified by a condition specified in that Schedule.

4.4 SPECIAL USE ZONE

No person shall use land or any building or structure thereon in a Special use zone, except for the purpose set against that land in Schedule 3 and subject to compliance with any conditions specified in the Schedule with respect to the land.

Setbacks, plot ratio and other site requirements will be determined by Council, taking into account planning objectives, adjacent uses and the amenity of the area, in accordance with adopted policy on standards.

4.5 CITY CENTRE

4.5.1 Zone Objective & Policies

The zone objective is to ensure that development of the City Centre's commercial, civic and residential components is implemented in a manner which will secure the status and attraction of the City as the primary centre for the region.

Council policies will therefore be to:

- permit a wide range of uses appropriate to achieving the objective;
- implement the City Centre Planning Policy in order to guide and control development, and provide a basis for the exercise of discretionary powers and conditions of planning consent;
- prepare and progressively implement strategies to improve accessibility, car parking, streetscape and internal movement within the centre;
- ensure that buildings and streetscapes which impart some distinctive character to the centre are utilised to the fullest extent possible in order to increase the attraction of the centre for residents and visitors.

4.5.2 Site Requirements

Plot Ratio	Minimum Setbacks (Metres) Front Side Rear
Residential Uses	All site requirements in accordance with provisions of the Residential Planning Codes
Other Uses Variable between 0.5 and 3.0 in accordance with City Centre Planning Policy.	Variable, between nil and 6 metres in accordance with City Centre Planning Policy.
Landscaping	
Residential Uses	All site requirements in accordance with provisions of the Residential Planning Codes.
Other Uses	Variable between 2.5% and 10% in accordance with the City Centre Planning Policy.

Where a lot has frontage to more than one street, Council will determine to which street the front setback will apply and will permit a reduction of the setback requirement to other streets.

4.5.3 In exercising discretionary powers over land use or planning consent procedures, Council will have regard to the City Centre Policy and may impose consent conditions or permit variation to Scheme requirements in order to achieve the objectives of that Policy.

4.6 CENTRAL GERALDTON

4.6.1 Zone Objective & Policies

The zone objective is to protect and enhance the urban character of the area as the setting for major community use buildings and places, and the streetscape of Cathedral Avenue as the City's principal access thoroughfare.

Council's policies will therefore be to:

- permit a range of land uses compatible with the desired future character of the area;
- ensure, through the exercise of Scheme provisions and discretionary powers, that the location, siting and building form of residential uses are compatible with and sympathetic to the zone's community use buildings and open spaces;
- ensure that other future buildings in the zone, by their siting and design, contribute to the townscape and amenity of the zone;
- implement a strategy to protect and enhance the function and townscape character of Cathedral Avenue and its environs.

4.6.2 Site Requirements

Plot Ratio	Minimum Setbacks (Metres) Front Side Rear
Residential Uses	All site requirements in accordance with provisions of the Residential Planning Codes.
Other Uses	All site requirements shall be determined on the basis of an approved development plan for the site.

3.0 HEIGHT

This Planning Policy anticipates the development of generally taller buildings that have been built in the city centre in the past. This recognises the City's desire to become the regional capital of the Mid West with a genuine and iconic CBD district in a waterfront location. Taller buildings provide the necessary floor space for the residential accommodation, retail and commercial development needed to support the expected population growth, and create a vibrant city centre.

The City also sees great merit in centralising higher buildings in the CBD rather than allowing them to possibly sprawl up and down the coast and thereby detracting from the (predominantly residential) amenity of the coastline.

Having buildings that are taller than what has generally been the standard provides considerable opportunity for significant contributions and trade-off's back to the sustainability of the city centre through a better quality design of buildings, a more liveable and safe city, better pedestrian access, bringing retail and commercial back to the city centre and using sustainable building designs and materials.

This Planning Policy is based on the concept that people will be living in the city (generally on upper levels) and will want to have views of the ocean. Geraldton is a unique city with an attractive CBD waterfront which has undergone a significant transformation in recent years. As well as being a valuable recreational space, it is also a valuable visual resource that should be accessible to as many people as possible, especially given that the "Geraldton Foreshore Redevelopment Project" was funded with public (government) money. Controlling building height and form to maximise opportunities for views and vistas of the ocean and waterfront should protect this valuable visual resource. Properties which directly abut Foreshore Drive should not be the sole benefiter of the new foreshore.

The City recognises the value of having "Landmark" buildings. These provide points of reference and identification for people. A "Landmark" building may be taller and should be uniquely distinguished by its location, aspect and architecture.

Landmark buildings add character and richness to a city – Moyo development (Johannesburg, South Africa).

City Profile

The profile (or shape) of the city is an important aspect that needs to be considered rather than focusing solely on blanket building height. The north east – south west profile should aim for good social transitions. Most of the residential areas that have a direct urban link to the city centre are situated to the north east (Lewis Street, Violet Street, George Road etc.) and the south west (Gregory Street, Fitzgerald Street, Augustus Street etc.). People feel more comfortable if there is s smooth transition from residential to commercial areas. Large, sudden changes (eg. tall commercial buildings overshadowing single storey residential buildings) creates a jarring effect and a sense of being 'under surveillance' and diminishing amenity of the urban lifestyle.

The city should generally have a uniform shape that comfortably moves from 1, 2 or 3 storey residential developments on the edges of the city centre to 4 to 5 storey buildings (and in excess of 5 stories in particular cases) in the heart of the CBD.

When viewed from the Sydney Memorial the city should present a pleasing view of rooftops, not unsightly clusters of air conditioning equipment, exhaust vents, aerials etc.

"City Profile" – View from the Sydney Memorial.

HEIGHT OBJECTIVES

3.1 Ensure that building heights are consistent with the desired profile, scale and built form of the city.

3.2 Ensure that the general rhythm of elevations is respectful of and compliments the existing or desired character of the street (via podiums and setbacks).

3.3 Maintain a continuous, and continuity of, spatial character enhancing the existing or desired streetscape.

3.4 Facilitate 'Landmark' (iconic) development at key sites/locations (within the defined area and in accordance with Section 11).

3.5 Provide flexible development standards to facilitate appropriately scaled development that also respects and complements the existing cultural and heritage buildings.

3.6 Control building height and form to maximise opportunities for views and vistas of the Geraldton Foreshore and waterfront.

HEIGHT DESIGN GUIDELINES

General Height

3a Building height is the vertical distance between the Average Natural Ground Level (ANGL) along the street frontage to the wall height of the upper-most storey of the building. Where half basement parking is proposed (Clause 8f), building height is still calculated from ANGL.

The building height measurement excludes minor attachments to the roof such as plant and equipment. However, the design and location of rooftop plant will be subject to the City's scrutiny and will be considered as an integral part of the development approval process.

3b Building heights should be in accordance with the Building Heights Plan (Figure 2) and shall be measured from the ANGL at the street (or road) frontage. For corner sites further reference will need to be made to Setbacks in Section 4.

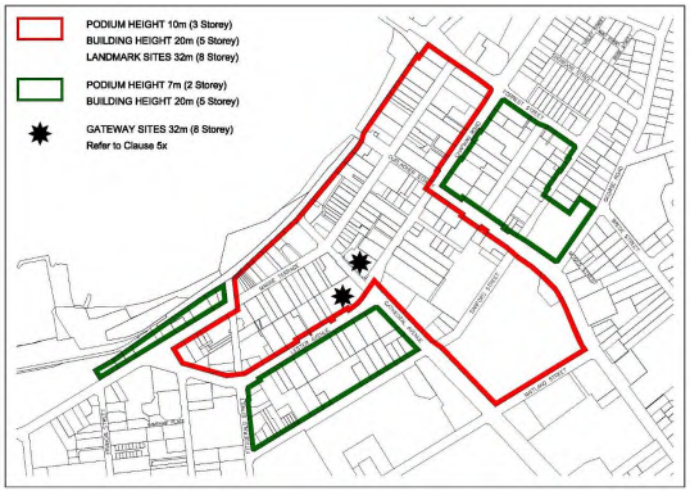


Figure 2 – Building Heights Plan

3c Notwithstanding that plant and equipment located on rooftops are not included in the measurement of the height of the development, all plant and equipment should be screened from view at street level and made visually acceptable such that it fits in with the surrounding roof-scapes when viewed from other buildings. The aim is to minimise any adverse visual impacts.

3d The total height of any building should be as per the Buildings Height Plan and measured from ANGL inclusive of parapets and rooflines (Figure 3).

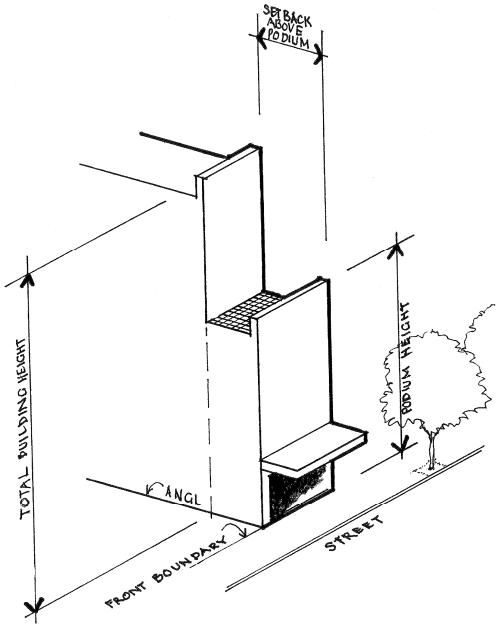


Figure 3 – Total Height

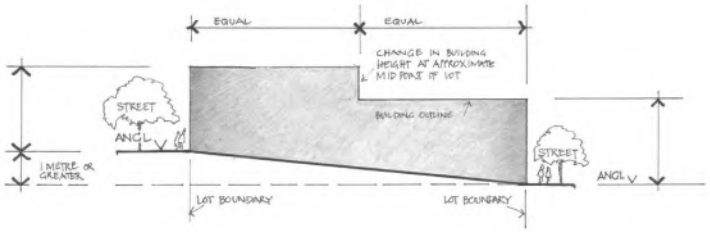


Figure 2 – Changes in Building Height for Lots with 2 Street Frontages

3e Where a lot has two street frontages, and there is more than 1 metre difference between their ANGL's, the lot can be developed utilising both ANGL's with the change in building height at approximately the mid point of the lot, subject to the local government's determination (Figure 4).

Podiums

3f Building design should also address the impact on the streetscape when viewed from street level. Although development of a scale which conforms with that of surrounding buildings is encouraged, the height of new buildings may exceed the established streetscape height. To minimise the impact of a new "over-sized" development within a streetscape, a podium style may be required.

3g A podium can be used to create more detailed building design at the street level, and marking the entry point between the public space of the street and the private space of the building. The structure of a podium can also be of a much lighter structure and create the opportunity to create a sense of interest in materials and colours that enhance the main building.

3h The podium, or building base, can thus be designed to fit in with the older (traditional), lower scale buildings. Behind the podium, the upper levels of the development should be setback (refer to Section 4).

Detailing

3i Where a development has decorative parapets or a gabled roofline these protrusions shall not exceed 2 metres above the podium of the building (Figure 5).

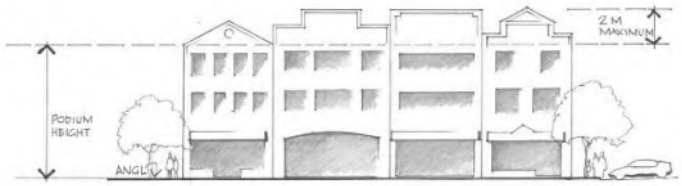


Figure 5 – Protrusions above Podium

3j Generally roofs pitched less than 5 degrees shall have parapet walls to building edges.

Foreshore

3k Properties with a Foreshore Drive frontage have sea level based restriction on finished, habitable ground levels. Due to these restrictions, Foreshore Drive developments have an opportunity to develop an undercroft level for car parking.

3l Where a minimum floor level is established to allow for storm surge, building height shall be calculated from that minimum level.

3m Notwithstanding clauses 3n to 3q and Section 11, there is a general presumption against developments that propose higher built form in excess of 20m (5 storey) in the Foreshore and Foreshore West Precincts.

This should not be construed that the City will not approve any higher development but rather that the City is open to considering applications that can demonstrate significant benefits to the public (far in excess of what is prescribed in Section 11) and also that the built form will not contribute to "visual damming".

Possible "visual damming" effect if higher, monolithic developments with a maximum building footprint are extended along Foreshore Drive.

Additional Height

3n Buildings above the podium heights will need to address the Additional Criteria for Height Bonuses in Section 11.

3o The nominated 'Gateway' sites shown on the Building Heights Plan (Figure 2) are located to allow for development to 'frame' gateways into the city centre area (refer to Clause 5x). It is expected that these developments will be denser than their adjoining counterparts and be uniquely distinguished by their location, aspect and architecture.

Landmark Sites

3p Landmark sites may be considered (within the area defined on the Building Heights Plan, Figure 2) where it is iconic in nature, achieves significant environmental building rating and does not significantly impact surrounding developments through wind, overshadowing and other amenity factors. Development proposals will need to address the Additional Criteria for Height Bonuses in Section 11.

3q Any development in excess of 21 metres is required to address the State Planning Policy 2.6 – State Coastal Planning, and may involve State Government referral, assessment and/or determination.

4.0 SETBACKS

New buildings and redevelopment of old buildings should be designed to establish a continuous but varied 'urban wall'. The buildings should seek to provide a visually interesting set of facades with wide and expansive window spaces, opportunities for covered walkways, alfresco dining areas, small plazas all of which can improve the wellbeing of pedestrians. Designs should recognise opportunities for providing these attractions for pedestrians under podium areas. Buildings with large blank faces should be avoided as they fence pedestrians into a narrow "run-way" and make the street an alien location.

Cathedral Avenue is the main access road into the city centre. When travelling into the city along Cathedral Avenue the two Cathedrals, the City's administration and cultural centre provide a wide and open vista. It is desirable that the feeling created by this vista is supported along Cathedral Ave through setbacks leading to the proposed "Landmark" sites that frame the entrance to the city centre and act as virtual 'city gates'.

Emphasis for corner sites should be achieved by building corner elements of a greater scale than surrounding development, especially for nodal locations.

SETBACKS OBJECTIVES

4.1 Ensure that, where appropriate, building setbacks respect the traditional built form of the street and contribute to a distinct street character.

4.2 Ensure that new buildings do not adversely affect the existing character and amenity created by the traditional built form of Geraldton.

4.3 Ensure that multi-level developments are sensitive to the scale of existing heritage buildings, especially in Marine Terrace.

4.4 Protect adjoining buildings from excessive overshadowing and to create view corridors through the CBD.

4.5 Pay due regard to any road widening requirements as per the Town Planning Scheme.

SETBACKS DESIGN GUIDELINES

4a New buildings within all precincts should provide a nil setback to the street(s) and rear boundary. However partial setbacks may be appropriate adjacent to pedestrian links or as part of the streetscape and designed as urban space.

4b The street façade of any new development should have a nil setback to the street boundary for the podium as indicated on the Building Heights Plan (Figure 2). This excludes heritage buildings (refer to Section 6).

4c The street façade of any floor level above or adjacent to a heritage building or greater than the podium should be setback a minimum of 3 metres from the street boundary to provide a consistent building height at street frontage (Figure 6), whilst ensuring that the bulk of the overall height of the building does not dominate the streetscape.

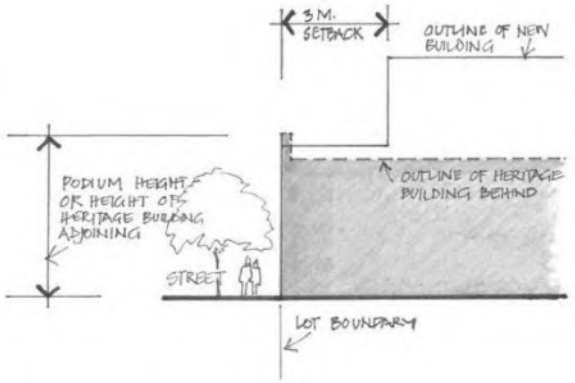


Figure 6 – Setback of Façade Above Podium

4d The street façade of any floor level in excess of 20m (Landmark building) should be setback a minimum of 10 metres from the street boundary (Figure 7). This setback may be reduced in order to achieve the desirable built form as per Clause 11m.

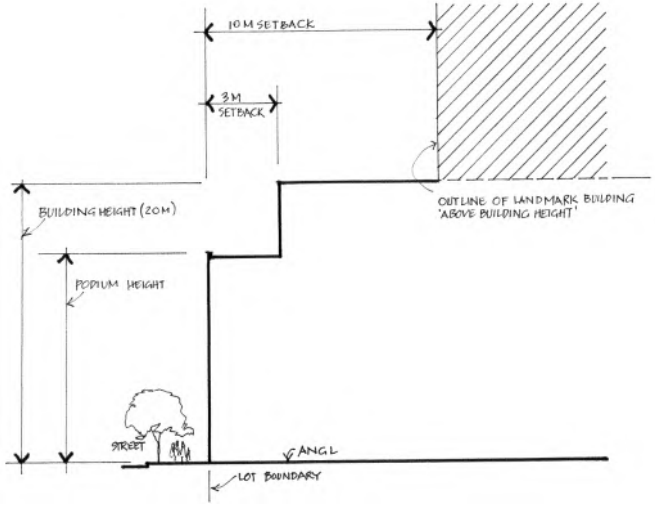


Figure 7 – Setback of Façade for Landmark Building

4e Balconies may be permitted within the setback provided they are open on 3 sides, visually permeable and do not occupy any more than 1/4 of the building façade width at any one level. Top floor balconies should be unroofed.

4f Notwithstanding clauses 4b and 4c, the street façade of any building (excluding a heritage building) within 9 metres of a street corner may have an increased podium of up to 3 metres (1 additional storey) before being setback in accordance with clause 4c (Figure 8).

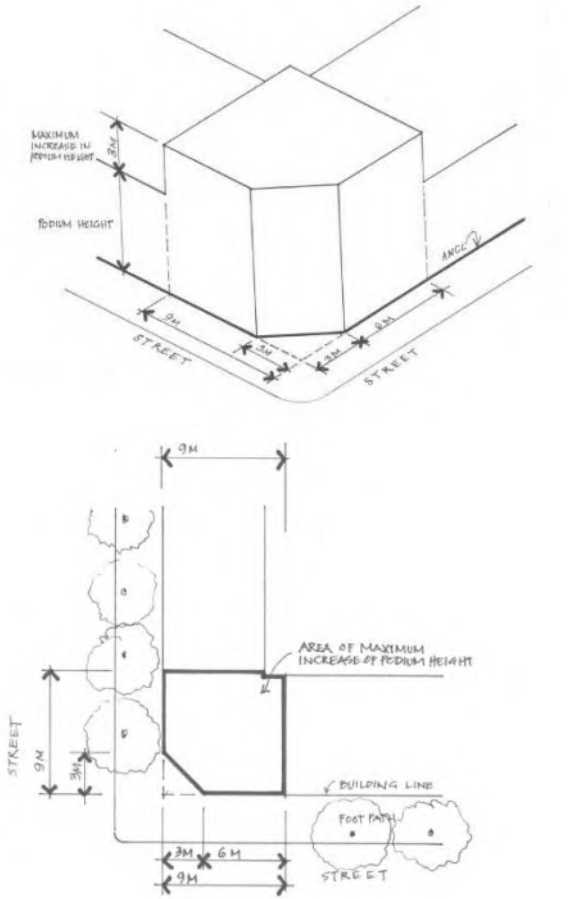


Figure 8 – Corner Sites & Truncations

4g Buildings on corner sites (where there are no road truncations or truncations are less than 3 metres x 3 metres) shall define the corner by providing a 3m x 3m truncation void of any building but may include awnings, balconies etc. (Figure 8).

4h Notwithstanding clauses 4a, 4b and 4c street setbacks for major east/west distributors such as on the north side of Durlacher Street and both sides of Cathedral Avenue shall be a minimum of 1.5 metres to achieve a wider street corridor, except for corner sites that shall be developed in accordance with clause 4g and Cathedral Avenue between Chapman Road and the foreshore.

The setback as defined in clauses 4c and 4d shall be calculated from this additional street setback distance.

4i Awnings/verandahs are strongly encouraged at ground level, particularly adjacent to corner truncations to contribute to pedestrian flow and comfort.

Awnings and second storey verandahs provide protection for people and allow people to look down on the life of the street (Fremantle).

4j Where new development occupies the same site as a recognised heritage building, street setbacks shall be in accordance with Section 6.

A recognised heritage building is one included on the City's Municipal Inventory, the State Register, the National Trust or the Commonwealth's National Estate.

4k Where the rear boundary meets an adjacent side boundary, setbacks shall be at the discretion of the City.

4l The side façade of any floor level greater than the podium shall be setback from one side boundary a minimum of 1/3 the average width of the lot with a minimum of 3 metres, and may be developed with a nil setback to the other side boundary. Where a lot has an average width of less than 9 metres then the side setback shall be at the discretion of the City. However partial setbacks may be appropriate adjacent to pedestrian links.

4m Notwithstanding clauses 4k and 4l, where a public link has been identified (see Figure 10) adjacent to a side boundary of a site, it is desirable the development address the public link (as defined in Section 7).

4n Where a road widening is required, setback distances shall be calculated from new street alignment as per the Town Planning Scheme.

5.0 BUILT FORM

The character of a street is largely shaped by the design of individual buildings, how they related to each other, the type of commerce, the people who live there and their cultural context. It reflects how people lived in the past, how they interact in the present and what they want for the future. It is determined by whether the design of locations promotes social interaction or ignores and rejects social connection.

A street that has lost its integrity and discourages life on the streets – Substantial setbacks to buildings, excessive signage, lighting and barriers on the street frontage degrade the streescape (Albany Highway, Perth).

Achieving these objectives is a complex relationship between the spaces and barriers provided by building edges, the shape of the roofs, relative heights of neighbouring buildings, pediments and the streetscape created in front of the buildings. It also affected by the fine detail such as street features, trees and shade, fences and walls, signs, poles, kerbs, pavements with their colours and textures, public art, interpretation and information. These factors combine along a street to create an "urban wall" that guides where and how people move. A wall can either be a structure that contains and makes people feel safe and secure, or it can be an alienating barrier. The challenge is to use the buildings in the city to create a welcoming and secure place.

As major gateways to the city from the north and east, the design of Cathedral Avenue and Chapman Road should enable capacity, efficiency, safety and visual continuity. Creating a positive entrance identity should be a high priority on the gateway corridors and can be supported by signage and entry statements to assist visitors in finding their way into the city.

Developments towards the centre of town on Cathedral Avenue should reference and compliment the Cathedral and street trees.

Existing landmark buildings can give design inspiration for other buildings – Bill Sewell Complex (Chapman Road, Geraldton).

BUILT FORM OBJECTIVES

5.1 Strengthen the viability and vitality of the city centre as a whole by ensuring that future development and redevelopment re-establishes an active relationship between buildings and their abutting public spaces.

5.2 Reinforce the unique Mid West identity of the city by developing a distinct street character.

5.3 Form urban vistas to key locations inside and outside the city centre (to the Indian Ocean, the Moresby Ranges and the Sydney Memorial).

5.4 Ensure that buildings of heritage and streetscape significance are conserved and enhanced through quality design.

5.5 Encourage and form city centre landmarks (within the defined area and in accordance with Section 11).

5.6 Create a positive entrance identity in the form of a gateway as the arterial roads approach the edge of the CBD.

BUILT FORM DESIGN GUIDELINES

Build to Support an Active Life on the Streets

5a Buildings should provide street-level, pedestrian-oriented uses on all street fronts.

5b No more than 25% of any street frontage should be occupied by uses that have no need for or discourage walk-in traffic. Drive-through uses are highly discouraged.

5c Primary building entrances should be accentuated. These entrances should be designed so that they are not easily confused with entrances into ground level businesses (ie. entrances to upper floors should be individual and clearly defined).

5d Large buildings which front multiple streets should provide multiple entrances. Building entrances which connect to a central lobby should be distributed on different street facing facades.

5e Multiple storey building design should consider creating a continuous and permeable active ground plane increasing the opportunities for the public to pass through the building.

5f Awnings/verandas are highly effective tools for improving the retail facade and creating a positive image. They also provide shelter from adverse weather. These should be provided by all new developments over both footpaths and access ways, encouraging the interaction between the public and the private realm.

Awnings/verandahs provide for street dining which in turn creates opportunities for social interaction (Fremantle).

Design for Longevity

5g Buildings should be built as high-quality, long-term components to the urban fabric. The energy embodied in existing buildings through the materials and construction labour represents a long-term investment in 'energy banking'. To conserve energy, older buildings should be maintained and adapted wherever possible and appropriate to protect this investment.

5h Buildings should be constructed as maintenance free as possible and should be designed to achieve a life span greater than 80 years.

A building is at the end of its lifespan when factors including operating or maintenance costs, repair or reconstruction costs, pressure for more flexible spaces, among others, outweigh the cost of building a new similar building.

5i Buildings should have a built-in flexibility to their design and recognize that buildings frequently undergo internal alterations to conform to uses not considered in the original design.

5j Consideration should be given to the design of exterior walls and cladding of buildings. These should not be considered sacrificial surfaces to be replaced several times in the life of the building.

Have an Aesthetic Sensibility

5k Civic art and artistic crafting of building materials can help distinguish building entrances.

5l New buildings are not expected to imitate all materials, colours and finishes of the existing townscape, but rather complement and blend with the existing townscape.

5m The use of quality local materials is encouraged / local Mid West character should be included in the design.

5n Care should be taken to avoid nostalgic reproductions or historical 'fakery' and building materials should be used in a way that reflects their inherent characteristics. A 21st century building has its own design integrity and to mimic a nearby or adjoining heritage building diminishes the aesthetic value of both buildings.

5o The use of a variety of materials is encouraged, although very shiny surfaces and large expanses of reflective and tinted glass are generally inappropriate to the character of the city because they shut off visual connection between the street and the people in the buildings. Sheer curtain walls or other expanses of reflective glass are discouraged.

Large flat facades and large areas of reflective glass dominate the streetscape and can destroy the character of the street (Marine Terrace, Geraldton).

5p A schedule and samples of all external materials and finishes should be submitted and approved at the time of application for planning approval.

Interesting Urban Walls

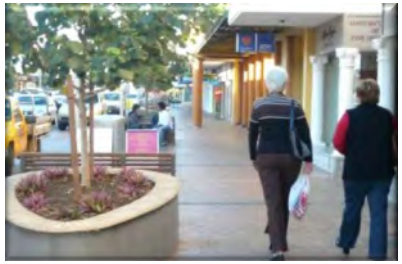
5q Buildings should be designed with a variety of scales and level of detail at the street level.

5r The composition and proportion of architectural elements of building façades should reflect a form and rhythm that is in keeping with the existing streetscape character. This should be achieved by following existing strong horizontal lines of verandas, masonry courses or openings, or the rhythm of vertical proportions in the divisions of façades or windows.

5s Clearly articulating different uses at lower building levels will aid in creating a sense of human scale in mid and high-rise buildings. Addressing human scale may further be achieved through architectural detailing and by variation in the 3 dimensional character of the building mass as it rises skyward.

5t Above the 1st floor, balconies and strong articulation are encouraged. Conversely monolithic, vertical extrusions of a maximum building footprint are strongly discouraged.

5u The lower floors should be differentiated architecturally.



Street furniture and shop fronts create an interesting urban wall (Marine Terrace, Geraldton).

5v Where existing adjacent buildings have a consistent massing, this should be reinforced unless there are demonstrable extenuating aesthetic or physical circumstances.

5w Roofs and ridge lines should contribute to creating views/vistas down the valleys of the roof (generally run through, not across the block, north-west to south-east).

Gateways

5x New development on sites adjacent to the Gateway entrances should contribute to a sense of arrival and create a positive entrance identity (Figure 9). The designs should also be informed by what is happening around them, particularly along Cathedral Avenue where the 2 Cathedrals, Nagle College and the Council administration and civic centre form a major part of the landscape.

5y Measures that may be incorporated in the development include quality landscaping of the site and adjacent verge area, public art, signage and lighting.

Figure 9 – Indicative Gateway potential

Themes of Geraldton

5aa It is appropriate that new developments be cognisant of what the merged entity of the City of Geraldton-Greenough represents to its community. The following positioning statements were formulated when branding the new local government.

Best of Both Worlds

Geraldton-Greenough combines city amenities with a relaxed country lifestyle; freedom of the country with the opportunities of the city – the best of both worlds.

Our city builds its strength today on the strong heritage of the past. The best of both worlds reflects this respect for the past and the excitement for the future.

Climate of Opportunity

This positioning captures the aspirations of the new merged entity, to provide a climate of opportunity for residents, business and investors.

"Climate" works on two levels, conjuring images of our ideal weather as well as the atmosphere or environment we live in.

Geraldton-Greenough provides opportunities for people to live, work and invest.

Growth Capital

A particular strong corporate sentiment, setting Geraldton-Greenough up as the leader and centre for growth and opportunity in our region.

"Growth" is reflective of opportunities, progression, expansion and generally moving forward.

"Capital" works on two levels representing our physical position as the capital and leader of the Mid West as well as the investments we make into the social, economic and environmental capital that makes up our society.

_C

Appendix A
Regional Cities Inventory

Economic	Social/ Cultural	Tourism	Educational
Local: _Markets (Local food and Product) _Encourage emergent business and industry	Create: _Indigenous Arts Centre and Artist accommodation _Local Community Arts development program	Accommodation: _2-5 Star hotel _Short stay apartments _Backpackers	Local: _Regional Industry and Resources Skills Development Centre
Regional Synergies: _Agri-tourist Sites (and infrastructure)	Play: _places to enjoy _family spaces _recreational	Reveal: _Visitors Centre _Museums _Interpretation walks/ tours _Infrastructure _Regional Indigenous Culture and Stories	Sustainable: _Environment and Ecology Innovation centre (potential links to school system, skills development and industry)
Meet: _Convention/Conference/ Meeting Facilities	Eat: _Range of places for multiple “markets” (synergies to local industry)	Movement: _Green Mobility Network	Network: _Technical College and Regional University Facilities
Precincts/Discrete identities: _Commercial Office Precinct – Strategic centres _Connected Main Street _Retail Centres – Strategic centres	Reveal: _Museums _Interpretation walks/ tours _Infrastructure _Regional Indigenous Culture and Stories _Attract Cultural Events	Building: _Responsive Architecture, Landscape and Urban Planning (branding Geraldton-ness)	Environment: _Biophilic Landscaping; climatic responsive landscape and agriculture industries
Sustainable Industries: _Renewable energies etc. (jobs etc) _Innovation centres	Movement: _Green Mobility Network	_Environment: _Biophilic Landscaping; climatic responsive landscape and agriculture industries	Health: _Centre for health and well being
Environment: _Biophilic Landscaping; climatic responsive landscape + agriculture industries	Building: _Responsive Architecture, Landscape + Urban Planning (branding Geraldton-ness)	Connect: _Coastal Links _Reception of Visitors	Embed: _Embed skills development in Regional Infrastructure projects
Structure: _Integrated response to a Regional Structure Plan	Sleep: _Affordable Housing _Sustainable Housing _Market-orientated Housing _ntegrated response to a Regional Structure Plan	Family: _Family friendly facilities _Child care/ local service program	

Economic	**Social/ Cultural**	**Tourism**	**Educational**
Density and Intensity: _Development around amenity _Agglomerated Economies _Efficient Infrastructure	Density and Intensity: _Development around amenity _Vibrancy + Enjoyment _Efficient Infrastructure		
Health: _Centre for health + well being _Attract sporting events	Community: _Community facility _Community spaces		
	Family: _Family friendly communities _Child care/local service program		

 Key Ingredients

Ingredient	Task	Outcome(s)
Agri-tourism	_Identify potential locations for development _Develop network and partnerships for agri-tourism (collaborative approach) _Create tourism trail (cover food production, markets, retail, café, restaurant, bars etc) _Initiate "local" product campaign	_Growth in agri-tourism _Effective partnerships _Generate new investment _Tourism marketing _Local product support
Support local production	_Access to essential infrastructure	_Support for sustainable production
Industry Capacity and Skills Development	_Identify priorities for industry capacity building + skill development _Infrastructure for development _Industry Reference group	_Develop local skills, sustainable markets and economic growth _Population/skills retention and growth
Investment Attraction	_Identify growth sectors _Develop profile of local industry and resources _Target operations for compatible industries	_Growth in investment attraction and development of attraction materials
Quality of Regional City Life	_Culturally vibrant _Socially just _Environmentally Sustainable _Economically Viable _Outward looking	_Enriched occupation _Population Expansion _Increased tourism _Social Mix
Density	_Critical mass _Movement Infrastructure _Amenity	_Vibrancy _Economic Viability _Enjoyment
Community	_Community engagement _Community occupation _Community growth and communication	_Enjoyment _Vibrancy _Population Expansion _Support Infrastructure
Public Realm	_Improve quality of public realm/ landscape/ community scape	-Vibrancy -Enjoyment -Diversity -Equitability -Sustainability
Employment	_Source local workforce _Incorporate physical + social infrastructure for urban growth objectives _Delivery and funding strategy _Infrastructure	-Local employment self-sufficiency

Australia

Adelaide
HASSELL
Level 5
70 Hindmarsh Square
Adelaide SA
Australia 5000
T +61 8 8220 5000
E adelaide@hassellstudio.com

Brisbane
HASSELL
36 Warry Street
Fortitude Valley QLD
Australia 4006
T +61 7 3914 4000
E brisbane@hassellstudio.com

Melbourne
HASSELL
61 Little Collins Street
Melbourne VIC
Australia 3000
T +61 3 8102 3000
E melbourne@hassellstudio.com

Perth
HASSELL
Podium Level, Central Park
152 – 158 St Georges Terrace
Perth WA
Australia 6000
T +61 8 6477 6000
E perth@hassellstudio.com

Sydney
HASSELL
Level 2
88 Cumberland Street
Sydney NSW
Australia 2000
T +61 2 9101 2000
E sydney@hassellstudio.com

China

Beijing
HASSELL
Building A7
50 Anjialou
ChaoYang District
Beijing 100125 China
T +8610 5126 6908
E beijing@hassellstudio.com

Chongqing
HASSELL
28F, International Trade Centre
38 Qing Nian Road
Yu Zhong District
Chongqing 400010 China
T +8623 6310 6888
E chongqing@hassellstudio.com

Hong Kong SAR
HASSELL
22F, 169 Electric Road
North Point Hong Kong SAR
T +852 2552 9098
E hongkong@hassellstudio.com

Shanghai
HASSELL
Building 8 Xing Fu Ma Tou
1029 South Zhongshan Road
Huangpu District
Shanghai 200011 China
T +8621 6887 8777
E shanghai@hassellstudio.com

Shenzhen
HASSELL
37F, Landmark
4028 Jintian Road
Futian District
Shenzhen 518035 China
T +86755 2381 1838
E shenzhen@hassellstudio.com

South East Asia

Bangkok
HASSELL
18F, K Tower
209 Sukhumvit Soi 21
Klongtoey-Nua Wattana
Bangkok 10110 Thailand
T +66 2207 8999
E bangkok@hassellstudio.com

Singapore
HASSELL
17A Stanley Street
068736 Singapore
T +65 6224 46884
E singapore@hassellstudio.com

United Kingdom

Cardiff
HASSELL
4th Floor, James William House
9 Museum Place
Cardiff CF10 3BD United Kingdom
T +44 29 2072 9071
E cardiff@hassellstudio.com

London
HASSELL
Level 2, Morelands
17 – 21 Old Street
Clerkenwell London EC1V 9HL
United Kingdom
T +44 20 7490 7669
E london@hassellstudio.com

Government of Western Australia
Department of Culture and the Arts

Government of Western Australia
Mid West Development Commission

Western Australian museum

WA Museum-Geraldton Site Masterplan

Volume Three : Final Report

February 2012

Hames Sharley

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GOVERNMENT OF WESTERN AUSTRALIA
DEPARTMENT OF CULTURE AND THE ARTS

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WESTERN AUSTRALIAN museum

Western Australian Museum -Geraldton Site Masterplan
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This document is a final report, subject to comments from all relevant parties consulted.

Contents

1 Background

1.0 Project Context

In 2009, the Western Australian Museum, Geraldton underwent a regional site review which identified a range of issues and priorities for actions. The Museum was identified by the Mid West Development Commission as a flagship project and vehicle for the interpretation of the new stories about the local community and Mid West region. In particular, the Commission saw considerable potential in enhancing the story of HMAS Sydney II and further value in creating new types of gallery spaces.

The review led to a recommendation a new Site Masterplan be prepared to ensure strategic opportunities were seized and positive outcomes secured for Geraldton and the Mid West. Key aspects identified were:-

- Improving connection to existing and future development in and around the Batavia Coast Marina and providing additional flexible space to interpret regional stories of state, national and international significance and deliver educational programmes.
- That the Museum was seen as being well-placed to become the international centre for the interpretation of the story of HMAS Sydney (II) and HSK Kormoran: arguably, the most significant Australian Naval event of World War II, and one of Australia's most commemorated maritime events.
- There was potential to develop a significant site to mark, not only the Sydney/Kormoran story, but also to reflect important contemporary developments in the region (e.g. Oakajee Port, the potential for the Square Kilometre Array) and to further enhance Aboriginal involvement and ownership of the site.

In 2011, Hames Sharley was commissioned by the Western Australian Museum to produce a Site Masterplan to inform and guide the long term, staged development of the WA Museum, Geraldton, ensuring its integration into the physical environment, the regional development context and the cultural offer to the people of, and visitors to, the Mid West. This masterplan project is supported by the Mid West Development Commission through its Regional Development Scheme.

Through the masterplan process, the Museum was invited to consider what was required for meaningful and successful activation of the Batavia Coast Marina as an emerging destination in the wider city network of visitor sites and culturally important spaces. Although part of this remit is outside the Museum 'footprint', it has been considered strategically, and in consultation with key stakeholders, in order to present to the Mid West Development Commission and the City of Geraldton an overall picture of how the Marina could develop, with the Museum playing a central role in that regeneration.

Through consultation with stakeholders, the Site Masterplan process identified that the Museum played a key role in meeting community needs and the outcomes of the masterplan reflect:-

- The role of the Museum in providing informative interpretation on issues and activities for a wide cross section of Mid West residents and visitors.

- The pivotal role the Museum plays both in terms of location and activities in the activation of the marina precinct and adjoining tourist and historical areas.

The implementation of the Site Masterplan has significant benefits in terms of regional development. These are further outlined in Section 3.0.

The Site Masterplan includes recommendations for the physical and cultural development of the site and is informed by a needs and options appraisal, feasibility analysis, concept plans and staged costings. The master plan will be used to develop business cases and grant and sponsorship proposals for the development of the Museum.

Delivery of the masterplan has been in two stages with stage one consisting of an approved two volume report (August 2011) that provided the context of the masterplanning including the outcomes of the stakeholder consultation, site analysis and key outcomes sought in the final masterplan. This second stage - volume three - reports on the development of the master plan, based on stage one.

1.1 Key Action Areas

The initial report identified 10 Actions for the external public areas of the site and building design and 5 Actions for the internal layout and configuration of space within the main museum building. The issues inside and outside the museum are numerous but the following key actions are considered priorities in terms of building outcomes. They have formed the basis of the options and design concepts followed through to the final masterplanning stage. Opportunities were also identified for partnerships with industry and government in relation to the establishment and maintenance of future exhibits.

The external and internal action areas have been summarised into the 11 Key Actions opposite.

A1 Expand the Museum to include emerging contemporary stories (Square Kilometre Array, HMAS Sydney II) and interactive spaces for education and lifelong learning

A2 Resolve the function of the separate wedge building, including future uses, or alternative building options and design configurations for the adjacent space

A3 Identify a location for adequate on site storage (eastern end of the site) to enable the Museum to divest itself of the old Museum Display Building on Marine Terrace

A4 Improve the security and appearance of the service/loading area (facing Foreshore Drive)

A5 Implement a clear sense of destination, identity and arrival at the street corner of Foreshore Drive and Museum Place

A6 Have a clear and purposeful Museum main entrance and reception space including changes to the public realm and resolution of micro climate issues

A7 Create a signage and lighting strategy to assist visitor way finding and enhance the museum's presence and identity

A8 Implement measures that will reduce the Museum's operating costs, principally energy consumption, and consider renewable energy options and screening of the principal north façade to reduce glare and heat load from the direct western sun

A9 Activate the position of the Museum on the marina frontage through exploring options to attract commercial uses such as a café, retail or functions

A10 Review the grounds landscaping and design a more engaging and dynamic exterior

A11 Resolve future use of the Community Gallery and circulation through other parts of the Museum including the rigid layout of the Mid West Gallery

1.2 New Galleries and Community Spaces

The proposed Geraldton Museum redevelopment will breathe new life into the Batavia Marina precinct as part of the revitalised Geraldton foreshore. Enhancing the connectedness of the Museum and its site with both city and community has been a core principle during the masterplan exercise. The concept design therefore aims to integrate themes of history, innovation, environment, community engagement and education.

The Museum precinct will include a series of inspiring new exhibition and public spaces that form a natural transition between the existing building and the surrounding marina, with onward links to the city centre and other visitor attractions. Softening the boundaries between the current building and its surrounds, a significant extension is proposed towards Foreshore Drive that will engage the street and invite visitors to view the sights and sounds of the Museum from a new public square.

This gateway space provides the foreground setting for the new gallery and foyer building which features an attractive curved light wall to greet visitors on arrival. The building will house a number of feature galleries, relocated shop, reception area and flexible event spaces. Other external spaces include an enclosed forecourt to a new cafe and a sheltered Museum garden, providing intimate locations for external exhibitions as well as opportunities for markets and temporary events.

The outcome of the masterplanning phase is a preferred layout of interior and exterior spaces which, if fully developed, will provide the Museum with the following new facilities.

Museum Spaces

Immersion Gallery:
This gallery will enable hi tech visual digital experiences, in particular using materials from the HMAS Sydney II / Kormoran search expeditions, Square Kilometre Array (SKA), large-format multimedia presentations and other audiovisual productions developed for key Mid West stories. Candidates include the Abrolhos Islands and the wreck of the Batavia. The Immersion Gallery will bring stories to life, in particular to those places and spaces that are inaccessible to the public. This gallery will take advantage of Geraldton's NBN capabilities and host live feeds to events elsewhere in the state, around Australia or throughout the world.

Investigate, Discover, Explore (IDE) Gallery:
This gallery will provide interactivity, learning, exploration and discovery through hands-on experiences, live demonstrations, presentations and exhibits. It will focus on inter-generational, life-long learning while also being capable of accommodating particular audience needs such as new national education curriculum outcomes for students or activities for people with disabilities.

SKA Gallery:
Should Australia be announced as the site of the SKA, the world's largest radio astronomy project will be based at the Murchison Radio Observatory (MRO) but will be publicly inaccessible due to its radio quiet requirements. The SKA gallery will showcase the Yamaji interpretation of the region's skies and interpret the project's science within a safe publicly available display area.

Foyer and Community Gallery:
This space has an outlook towards Foreshore Drive and a new public space (Museum Square). Shaped in an arc, it is a spine along which decisions can be made by the visitor as to the experiences they will have. It is an internal piazza space that will, when combined with the external Museum Square, create an open flexible space that can accommodate community exhibitions, performances, events and functions.

Reception and Shop:
The reception, cloaking and shop area will be located at the repositioned front entrance to enhance the Museum's location on the corner of Museum Place and Foreshore Drive. It will create a visible gallery of activity and inviting spaces to help locate the Museum and attract visitors to enter.

Toilets and Service Kitchen:
Additional public toilets and a small service kitchen will be required near the reception / foyer area to service IDE, community gallery and public gatherings.

Storage Area:
A small workshop / crate storage area will meet facility requirements for visiting exhibitions such as those from national cultural institutions.

Museum Garden:
Connected to the foyer and IDE Gallery, the Museum Garden will be an intimate enclosed area which maintains visual interaction between outside and inside spaces. The garden will provide another form of gathering area and enable outdoor exhibits or programs that are sheltered from the environmental conditions.

Veranda Landscape Area:
A landscaped veranda along the new southern facade will provide shelter from the extreme wind and sun conditions and facilitate greater activation of Museum Square. It will provide comfortable public seating and access to free Wi-Fi for use by nearby residents and business tenants as well as Museum visitors,

Cafe with Commercial Function Area

New Cafe:
Demolition and redevelopment of the current wedge building is proposed to provide an integrated shell building suitable for fit out and operation as a cafe. Retention of the curved southern wall of the wedge building is proposed as an enclosure for the cafe's al fresco space. The cafe will provide an important amenity for visitors to the Museum and wider Batavia Marina.

Function Area:
An upper level is proposed above the cafe to provide a function area which could be related to the cafe operation. It would be suitable for hire by external parties with a small bar area, operable wall and some storage (existing WCs on ground level would be used). Its ocean outlook lends to a unique location for special occasions including larger Museum events.

Public Spaces and External Structures

Sun Shades:
New sun shading, as originally proposed for the Museum, is recommended for the north facing glazed facade of the main building. This will provide significant improvements to interior conditions, reducing the impact of sunlight and heat on the Museum's principal gallery and displays.

Museum Square:
Transformation of the existing Museum Place into a shared public space would achieve greater activation potential and opportunities between the Museum, the adjacent hotel / apartment complex and wider marina. A pivotal civic square would be created that enables onward connectivity into the second stage development of Batavia Coast Marina, the Bill Sewell Site Masterplan and improved pedestrian access from the marina to the HMAS Sydney II Memorial on Mt Scott. The concept envisages access through the square would be allowed for some public parking and vehicular access would be maintained to adjacent properties, albeit within a highly traffic calmed environment suitable for safe pedestrian activities and flows.

1.3 Functional Areas

The existing museum building is currently 1,985sqm. The masterplan proposes the addition of 1,005sqm of new museum space (excluding storage areas, verandas, cafe and function area) which is arranged into the following functional areas.

New Construction Ground Floor

Description	Area Sqm
Gallery spaces	
Immersion Gallery	100
Investigate, Discover, Explore (IDE) Gallery	170
SKA Gallery	20
Foyer and Community Gallery	600
Other Interior spaces	
Reception and Shop	65
Toilets and service kitchen	50
Cafe with commercial kitchen	195
Cafe exterior area	375
Other Exterior spaces	
Storage area (outbuilding)	80
Museum garden area	245
Veranda landscape area	350
Museum Square	3,000

New Construction Upper Floor

Description	Area Sqm
Function space including bar, operable wall to divide the room in two, storage area and a small reheat kitchen	265
Stairs and lift	25

New Construction – External Structures

Description	Area Sqm
Sun Shades	225 *

* refer to Options Report on Louvres by Cox Architects (2010)

1.4 Construction Costs

The detailed costs to construct the proposed development are included in Section 5 of this report and are summarised below.

Description	Cost to Construct	Comments
New Museum Spaces including Garden+ Storage Area +Fit out costs	$12,306,064	Excludes escalation and GST (refer to Schedule One of Master Plan Budget No.4)
Cafe (cold shell cost)	$1,504,749	Excludes escalation and GST (refer to Schedule Two of Master Plan Budget No.4)
Function Area (cold shell cost)	$2,789,119	Excludes escalation and GST (refer to Schedule Three of Master Plan Budget No.4)
Museum Square (public space)	$3,648,624	Excludes escalation and GST (refer to Schedule Four of Master Plan Budget No.4)
Total	**$20,248,556**	Excludes escalation and GST

1.5 Funding

Opportunities have been identified through consultation with stakeholders for funding including but not limited to Royalty for Regions, CSIRO and Federal Government. With the nature of the development, funding can be sought in a variety of ways to cover both capital for construction costs and fit out and ongoing operational costs.

The amount of funding will determine the extent of implementation of the masterplan through the three potential options of:

- Do Nothing – no funding available
- The development of the Museum without Museum Square – limited funding
- The full site masterplan – full funding

Some of the principal funding bodies and sources are set out below, with a note of applicable areas of support.

State Government:
Funding for increased operation costs and some consolidated revenue funding may be available to support the application that will access Royalties for Regions funding through the Mid West Investment Plan (MWIP).

Mid West Investment Plan:
Support for the Museum as a flagship project, currently estimated as a $15 million project. This cost is for the Museum redevelopment only and does not include other marina activation projects that have been identified i.e. Museum Square.

Commonwealth Government:
Regional Development Australia funds may be available for elements pursued in partnership with City of Greater Geraldton. This program is only available to local governments and not for profit organisations with an annual income of at least $1.5 million dollars.

The Regional Development Australia Fund (RDAF) is a national program to support Australia's regions and enhance their wellbeing and economic development. The program is administered by the Department of Regional Australia, Regional Development and Local Government. It is designed to ensure that new investments build on strengths and reflect the characteristics, opportunities and challenges of our diverse regions. Preference will be given to applications which demonstrate partnership funding on a dollar for dollar basis for grant requests of $5 million or less. For grant requests over $5 million, $2 for every $1 of RDAF funding is the criteria (Nov 2011 RDAF Guidelines).

Commercial /Private Donors:
An opportunity could exist for contributions from commercial organisations or philanthropists. This could relate directly to the HMAS Sydney II and Kormoran exhibition, the SKA gallery, Community gallery, IDE gallery or Immersion gallery. Benefits including naming rights, sponsor recognition, etc could be considered.

Australian and German Governments:
Due to the national and international interest in HMAS Sydney II and Kormoran, there may be potential sources of funding from various departments and programs.

Local Shires:
There may be potential synergies with Shark Bay and Carnarvon e.g. to create display and trail links between the Museum and other visitor destinations. The Shires of Northampton and Exmouth are further possibilities.

Veterans groups and potential private donations:
Veterans groups and private donors could be approached to contribute to the HMAS Sydney II and Kormoran exhibit. Recognition of donors could be provided by way of a plaque or digital display.

SKA:
The Australian Government and international SKA members could be approached for funding for capital and ongoing operational funding of the SKA exhibit, given both the unique nature of the facility and also the role the exhibit would play in keeping visitors away from the SKA site.

WA Department of Commerce:
Potential for funding may be available for the SKA gallery content and fit out.

CSIRO – ASKAP project only:
CSIRO could be approached for funding that may exist for capital and ongoing operational funding of the ASKAP exhibit, given both the unique nature of the facility and also the role the exhibit would play in keeping visitors away from the ASKAP site.

City of Greater Geraldton:
The potential redevelopment of Museum Place into Museum Square is seen as a future project that would potentially be funded by the City of Greater Geraldton. The masterplan for the Museum promotes the concept of a small civic square in this location as a focal point for visitors, residents and employees of the area, supporting the overall development of the museum and the wider marina precinct. This could become an important meeting and event space with a range of elements such as seating shade, planting, removable bollards for traffic management for events, parking, signage etc. A separate design exercise would be required to advise more thoroughly on costs, feasibility and implementation.

2 Options Analysis

In the development of the Site Masterplan options, the following activities were undertaken:

- Inclusion of issues identified in the context analysis in Volume One and Volume Two. This included City of Greater Geraldton planning schemes and policies, the overall development capacity of the site and its urban setting within the marina
- Assessment of existing and planned development in the precinct including City of Greater Geraldton and private initiatives.
- Identification of functional areas identified in the needs analysis and their relationship to each other and the surrounding precinct and streetscape. This included considering the relationship between functional areas within the Museum as well as the relationship of the public entrance, shop and community gallery to the external environment.
- Consideration of synergies and conflicts with adjacent actual and proposed developments to maximise opportunities to add value. Consultation was undertaken with adjoining developers and the City that resulted in the concept of the cafe and function area being included in the masterplan. These facilities have the benefit of enhancing the existing and future facilities in the precinct and also attract visitors to the precinct due to improved amenities.
- Assessment of stakeholder/market preference for proposed options in terms of facilities, content and programs through the stakeholder consultation process

The above activities resulted in the development of a number of options with the Project Manager for review by the Project Board and Western Australian Museum management, which arrived at the preferred masterplan option presented in this report.

The preferred option is considered a robust and engaging proposal in response to the shortcomings, constraints and opportunities of the Museum in its current and emerging context. However, only the development of the whole masterplan concept, including enhancement of surrounding public realm, will deliver the full potential and benefits that this flagship site can offer the local community and wider city region.

If approvals and funding cannot be secured for the complete site regeneration, then a partial upgrade of the Museum may have to be considered with more limited resources and outcomes for the WA Museum, City of Greater Geraldton and the Mid West.

3 Feasibility Analysis

3.0 Scope of Analysis

The feasibility analysis has been undertaken to show the market appetite and likely financial benefits, based on existing percentage levels of conversions from regional population and tourism visitor numbers, together with the environmental and social impacts.

Whilst it would be anticipated that the additional galleries and full activation of the masterplan would increase the conversions levels, it is difficult to predict those levels within the scope of the masterplan. Any major new development and new galleries offering a different experience will undoubtedly create a spike in regional visitors. It is also expected that the SKA and enhanced HMAS Sydney II and Kormoran will attract additional tourist visitors.

More detailed analysis of visitor numbers would take place in the development of any business case for funding.

From a regional context the proposed Site Masterplan improvements also meet the desired outcomes for investment in regions through:

- Improving services to regional communities through the provision of topical and technologically advanced interpretive displays to inform and educate the community. In addition the proposed cafe, function centre and museum square adds capacity to the regional community and facilities for visitors;
- Retaining benefits in regional communities through ensuring the interpretation of key historical, industrial and infrastructure events and activities are a key focus to attract visitors;
- Attaining sustainability through the inclusion of sustainable concepts in the design and construction process as well as building in energy and water efficient services;
- Expanding opportunity through the provision of facilities with a broad based community benefit as well as economic activity through the lease of the cafe and function area; and
- Growing prosperity through creation of a new economic activity in the marina area and increased employment.

3.1 Market Appetite

The stakeholder consultation process identified a number of key initiatives that would increase attraction of the Museum to visitors.

The key elements of additional gallery space the masterplan provides for are:

- An effective community exhibition space to support the local community by way of exhibitions and displays. There had previously been an area dedicated to this however this had been replaced with the HMAS Sydney II Gallery. There was strong support for the reinstatement of community gallery space in the consultation process. The way in which this space has been integrated in the master plan provides for a more flexible and visible area that relates effectively to other spaces within the Museum.
- A Square Kilometre Array (SKA) gallery to provide an interpretation of the new radio astronomy project. This inclusion will provide the basis of informing the public of the radio astronomy activities at the MRO facility. The MRO will not be publicly accessible due to its radio quiet requirements. The Museum provides an excellent public venue for displaying the activities and providing informative exhibitions and events such as public lectures or video links to scientists working at the MRO.
- An Immersion Gallery will provide the opportunity to provide a visual digital experience with regards to displays and exhibitions. There is an increasing interest by the public in exhibitions of this nature.
- An Investigate, Discover, Explore (IDE) gallery to provide interactive displays.

The masterplan also includes additional experiences expected by visitors to Museums, as follows:

- Provision of a shell for a cafe to be built on the current wedge building location, leased to an operator to fit out. Discussions with the developer of the apartment hotel in the marina indicate an interest in taking on the lease for such a development. Creating a cafe as part of the Museum masterplan will provide an amenity for Museum visitors and will also attract people to the precinct.
- Provision of a function area above the café, built as a shell leased to the cafe operator or other party. It would be serviced by the cafe. There was strong demand in the consultation process for a quality function area of the size proposed. Its location with views over the marina would make it an attractive option for special events and meetings. It could also be used for larger Museum events and presentations.

3.2 Visitor Levels

Increased levels of visitors to the Museum precinct in excess of the historical levels outlined in the interim report are projected due to:

- Increased numbers of cruise ships visiting Geraldton and the relocation of the public jetty at the termination of Museum Place between the hotel complex and the Museum. This will provide a higher visibility for the Museum to cruise ship passengers and, combined with the hotel and museum public amenities, will provide for greater capture of this market segment.
- Increased population growth in the region
- Increased tourism to the area
- Further development of the marina precinct
- The uniqueness and attractiveness of improved galleries will have greater appeal to a wide range of the local population including school groups.
- The uniqueness and attractiveness of exhibitions such as the HMAS Sydney II, SKA and shipwreck galleries will attract visitors with a historical and scientific background who are visiting Western Australia.

The May 2011 Mid West Investment Plan 2011-2021 developed by the Mid West Development Commission highlights the following key strategies and growth aspects for the region.

The Western Australian Planning Commission in 2004 had forecast the population in the Mid West region to grow to 55,000 by 2015. However this was almost reached within 5 years.

The estimated population in the Mid West Region in 2009 was 54,984 and for City of Greater Geraldton (CGG) it was 38,777. The CGG therefore had 70.5 % of the regional population and this percentage has been used to identify potential growth in that area.

Projected growth based on planned and possible major projects and outcomes from prospective industry development would result in increases to the population as outlined in the following table.

Source	2009 Region	2009 CGG	2016 Region	2016 CGG	2021 Region	2021 CGG	2026 Regional	2026 CGG	2031 Regional	2031 CGG
Australian Bureau of Statistics	54,984	38,777	63,014	44,424	70,510	49,709	79,103	55,767	88,628	62,482
Western Australian Planning Commission	N/A	N/A	55,400	N/A	57,000	N/A	57,800	N/A	58,100	N/A
Economic Forecast	N/A	N/A	63,990	45,112	72,960	51,436	81,305	57,320	90,431	63,753
Economic Forecast with Multiplier	N/A	N/A	70,089	49,412	79,824	56,275	89,988	63,448	99,681	70,275

These growth projections provide significant opportunity for increased visitation to the Museum by Mid West residents and visitors from interstate, intrastate and overseas.

In addition to the growth in population the MWDC Investment Plan also identified that there is increasing tourism growth from domestic and international tourists. In 2007 and 2009 there were 440,500 visitors per year to the Mid West region of which 211,440 (48%) were tourists. Tourism numbers are expected to increase by approximately 3.2% per annum in Western Australia and the 2009 numbers in the table below have been extrapolated at this rate.

Approximately 20 cruise ships a year visit Geraldton bringing approximately 25,000 visitors per annum. It is anticipated these numbers will increase. Discussions are being undertaken that should result in the landing jetty for cruise passengers being moved to a location in front of the Museum. This will increase the exposure and visitors to the Museum.

In 2007/08, 7.6% of intrastate, interstate and international visitors to the region visited the Museum. In 2008/09 27.7% of local (CGG) residents visited the Museum.

Museum surveys indicate that 33% of local visitors to the Museum are repeat visitors but that it may be as high as 78%. There is not enough data to ascertain if the return visit is in the same year and accordingly it has been assumed that it was in a previous year for the projections in the table on the following page.

The table on p.16 below outlines the known historical information and projects potential visitors to the Museum based on existing patronage levels as a percentage of visitors and regional residents.

	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Estimated 2016	Estimated 2021	Estimated 2026	Estimated 2031
Australian Bureau of Statistics Projections (CGG residents)	38,070	38,777	40,537	43,005	44,424	49,709	55,767	62,482
Number of Visitors to the region	440,500	440,500	454,600	469,100	549,000	642,500	752,000	880,300
Number of Museum visitors	44,041	42,650	47,114	40,372	53,579	62,599	72,559	84,210
Percentage of Museum visitors of total visitors from outside of the Region	7.6%	7.2%	7.9%	6.8%	7.6%	7.6%	7.6%	7.6%
Number of Museum visitors from outside of the Region	33,471	31,716	35,913	31,898	41,724	48,830	57,152	66,903
Number of local visitors as a percentage of local population of CGG	27.7%	28.1%	27.6%	19.7%	27.7%	27.7%	27.7%	27.7%
Number of Local visitors	10,570	10,934	11,201	8,474	12,305	13,769	15,447	17,307
Total actual and projected visitors	**44,041**	**42,650**	**47,114**	**40.372**	**53,579**	**62,599**	**72,559**	**84,210**

Notes:

1. Population for 2010 and 2011 are estimates
2. Museum statistics not fully complete for split of visitors in 2009, 2010 and 2011 and estimates made.
3. Projections for 2016 to 2031 for split of visitors have been made on the known 2008 breakdown.
4. 2010 and 2011 visitors to the region are based on estimates

3.3 Environmental Financial and Social Sustainability Strategies

Strategies that contribute to the environmental, financial and social sustainability of the site masterplan are outlined below.

These strategies reflect opportunities for the Museum in delivering major social, cultural and economic outcomes for the City, the Region and State.

Strategy	Environmental	Financial	Social Sustainability
Integrate the Batavia Coast Marina via the Museum's location with significant markers in the CBD - Foreshore Drive and BCM Stage 2; Geraldton Foreshore and CBD; Bill Sewell Complex; and HMAS Sydney II Memorial at Mt Scott.	Batavia Coast Marina to become a destination that attracts general activation through spaces such as the cafe and function areas, improved Marina frontage and public jetty, and Museum Square. Museum extension designs to complement relevant existing and proposed developments in the City to create a sense of place and belonging for the community. Spaces such as the public foyer and community gallery to encourage higher Museum visitation and participation through creation of civic spaces.	Create economic opportunities through a café and function space that enhance the visitor experience in the Marina area. Increase visitor numbers to the Museum with increased revenue potential resulting through commercial leasing, donations, retail, venue hire and functions. Create economic opportunities for the community via Museum Square through activities such as markets, performances and events.	Create a community amenity in the Marina that is a destination in its own right, and enables the Museum's own potential to develop in its delivery of services to the community. Offer Museum experiences inside and outside of the Marina precinct that support the City's Creative Social City Plan
Expand gallery areas and increase exhibitions in response to emerging contemporary stories of national and international significance	Use design guidelines that support the environment in terms of architectural design, materials and sustainable energy and water usage.	Increase visitor numbers to the Museum with increased revenue potential resulting through commercial leasing, donations, retail, venue hire and functions.	Create exhibition material that can be used via technology, trails or other exhibits to elsewhere in the state e.g. the HMAS Sydney II / Kormoran story in Geraldton, Shark Bay and Carnarvon, and the SKA in

Strategy	Environmental	Financial	Social Sustainability
	Create flexible spaces to enable development of other Mid West content as opportunities arise.		Geraldton and Shire of Murchison. Develop NBN content delivery mechanisms to increase audiences Encourage multiple narratives and community content creation using the Community foyer and gallery
Provide interactive education services and lifelong learning opportunities	Understand the world we live in through historical and contemporary stories from our region. Enable both formal and informal sharing of knowledge and encourage curiosity, enquiry and creativity.	Identify opportunities for sponsorship Use partnerships and collaborations with agencies and industries in the region to create content and opportunities in the IDE Gallery	Improve community and visitor knowledge and understanding of stories of a local, national and international significance. Offer Museum experiences inside and outside of the Marina precinct that support the City's Creative Social City Plan and that allow people to meaningfully relate to their history, heritage, culture and environment.
Implement renewable energy systems and interpret science and technology used by the renewable energy sector in the region	Incorporate within exhibitions examples of how sustainable initiatives have been utilised in the Museum design, construction and operation	Minimize operating and maintenance costs through sustainable design Potential revenue dependent on amount of energy expended vs energy created	Sustainable design, water and energy use that can be practicably demonstrated and interpreted to the community. Become an active participant in a sustainable Mid West.

3.4 Financial Implications

To assess the financial impact of the proposed development on the Museum's recurrent budget, the income or operating cost of the proposed new areas has been estimated based on a full year's operation and related to the new construction aspects only.

The increasing population and visitor numbers will in themselves drive additional income. However, the additional and improved facilities will ensure that the ratio of visitor numbers are maintained and enhanced.

The additional facilities will also enable a greater number of special events and community activities to occur. These could be in the function area or the Museum foyer and community gallery.

The cafe and function area could be leased to a third party or potentially the Museum could lease the cafe area to an operator and maintain control of the function area and rent it out to other parties as required.

Existing income streams for the Museum come from the following:

- Donations
- Guided Tours
- Education
- Public Programs
- Shop

The estimated increase in income from these sources by 2016 and 2021 is shown over page and is based on an estimated average spend of a planned 46,000 visitors in the 2012/13 budget, projected for the estimated future visitor numbers.

As a result of the proposed development the following additional income streams would also be available:

- Community gallery foyer area for functions (it is proposed that this should be able to be secured as a separate area if required)
- Cafe lease
- Function area lease or individual rentals

The predicted financial implications for the Museum of growth in visitor numbers and developing new facilities are set out in the following table (note all values are in 2012 $).

Recurrent operating costs would be impacted by the increased size of the facility and would include maintenance to the structure of the cafe and function centre.

There is currently 1,985sqm of existing museum building. The planned development will add the following built areas:

- Museum – 1,005sqm (excluding storage areas, verandas etc)
- Cafe – 195sqm
- Function area – 290sqm

The estimated impact of the new facilities on operational costs is also included in the table on p.21 (explanation of the income and cost basis is shown in the notes below the table).

INCOME SOURCE	Impact Description	2013	2016	2021	2026	2031
Donations	Increase in visitors	$60,000	$70,000	$81,700	$95,100	$110,300
Guided Tours	Increase in visitors	$5,000	$5,800	$6,800	$8,000	$9,300
Education	Increase in visitors	$4,700	$5,500	$6,400	$7,300	$8,400
Public Programs	Increase in visitors	$11,000	$12,800	$15,000	$17,400	$20,200
Shop	Increase in visitors	$155,000	$181,000	$210,900	$244,700	$283,800
Rental income – foyer and community gallery *Note 1*	The foyer/community gallery could be secured from the rest of the museum and rented out for functions and events.	N/A	$39,000	$39,000	$39,000	$39,000
Lease income – Cafe. *Note 2*	Lease income as a result of the leasing of the cafe to an operator	N/A	$26,500	$26,500	$26,500	$26,500
Lease income – function area. *Note 3.*	Lease income as a result of the leasing of the function area to an operator	N/A	$6,000	$6,000	$6,000	$6,000
Total Income		**$235,700**	**$346,600**	**$392,300**	**$444,000**	**$503,500**

ADDITIONAL EXPENDITURE						
Staffing. *Note 4*	Staffing levels	N/A	$150,000	$150,000	$150,000	$150,000
Annual maintenance of additional Museum area. *Note 5*	Maintenance on newly constructed areas	N/A	$72,000	$72,000	$72,000	$72,000
Annual maintenance of cafe and function area. Base building only. *Note 6*	Maintenance on newly constructed areas	N/A	$14,000	$14,000	$14,000	$14,000
Cleaning. *Note 7*	Cleaning on newly constructed areas	N/A	$26,000	$26,000	$26,000	$26,000
Utilities. *Note 8*	Power usage for newly constructed areas and exhibits. Water usage for additional toilets and facilities Gas usage for additional facilities	N/A	$66,000	$66,000	$66,000	$66,000
Security. *Note 9*	Security contract	N/A	$0	$0	$0	$0
Misc. *Note 10*	Various costs of operating the facility	N/A	$15,000	$15,000	$15,000	$15,000
Total Additional Expenditure		**N/A**	**$343,000**	**$343,000**	**$343,000**	**$343,000**

Note 1 - Lease based on cold shell and operator fitting out the cafe. The lease income has been estimated based on discussions with local agents and property consultants. Investigations with local property advisors have indicated that a cold shell lease of $200 per sq m plus outgoings could be applied to the cafe area as an initial lease. The initial rate would be subject to future agreed reviews.

Note 2 - It is anticipated the function area and the cafe would be leased to the same party as the cafe or alternatively control could remain in house and outsource bookings and management. If the latter was chosen there would be additional costs to fit out the facility. The basis of income shown is to lease the facility to an operator and is a result of investigations with local property advisors who have indicated that $100 per sq m plus outgoings may be an acceptable lease level.
If the facility was rented out it could be anticipated that say initially 2 bookings per week at $600 could result in an income (before costs) of $60,000 per annum.

Note 3 - An allowance of 6 events per year at a rental of $1000 per event has been made.

Note 4 – From discussions with Museum management the increased gallery space and types of activity will result in an estimated two new full time positions and conversion of part time positions into full time roles. The financial impact of this is estimated at $300,000. It should be noted that increased patronage of the Museum through population growth and tourism would have resulted in at least 50% of this costs being incurred. Accordingly the lower amount has been included as reflecting the proposed development costs.

Note 5 – An average allowance of 0.9% ($72,000) per annum of capital cost should be allowed for maintenance over additional construction for the life of the facility as a life cycle cost. This is consistent with what would be reasonably expended to maintain the asset in an effective manner. This would be low in the first years and vary each year as the facility was maintained and various elements replaced or refurbished. Financial implications shown are an average cost per annum. Note that the current maintenance costs for the existing facility are budgeted at $88,000 for 1,985sqm.

Note 6 – Museum would be responsible for maintaining base building. Cost would be recoverable in the lease rental set so should be neutral. Lessee to be responsible for all cleaning and maintenance of plant and equipment and furniture.

Note 7 – Cleaning costs increased as a percentage of existing for new areas of construction. No costs allowed for cafe and function area as a Lessee cost.

Note 8 – Inclusion of energy saving design principles and solar power has the opportunity to reduce these costs. Power costs for cafe and function centre to be lessees cost.
It is anticipated the water usage impact will be minimal with reduced garden areas and use of water saving initiatives in the design. Water costs for cafe and function centre to be lessees cost.
Gas usage increase would be minimal with cafe and function areas' lessees covering the cost of those areas
Cost increase has been estimated based on current sqm costs.

Note 9 – It is not envisaged there would be any significant increase in the security contract

Note 10 - Based on allocating sqm rate for existing to new areas.

4 Concept Plans

The following plans, elevations, sections and perspective sketches illustrate the Site Master Plan vision. The following pages also contain Design Principles with images of feature buildings and public realm that provide examples of potential design outcomes.

The concept plans reflect the area schedule outlined in Section 1.3 which is repeated opposite. In the development of the concept drawings, consultation was undertaken with Museum Management in respect of the areas required and the relationships between each area from an operational aspect. Area schedules were prepared and agreed to clearly outline the additional facilities and areas required.

New Construction Ground Floor

Description	Area Sqm
Gallery spaces	
Immersion Gallery	100
Investigate, Discover, Explore (IDE) Gallery	170
SKA Gallery	20
Foyer and Community Gallery	600
Other Interior spaces	
Reception and Shop	65
Toilets and service kitchen	50
Cafe with commercial kitchen	195
Cafe exterior area	375
Other Exterior spaces	
Storage area	80
Museum garden area	245
Veranda landscape area	350
Museum Square	3,000

New Construction Upper Floor

Description	Area Sqm
Function space including bar, operable wall to divide the room in two and a small reheat kitchen	265
Stairs and lift	25

DESIGN ELEMENTS


Geraldton Museum, WA


Adrien Fainsilber, Nanterre & Liliane Grunig -Tribel,F. Tribel, Paris
Museum für Moderne Kunst, Straßburg
Image: Bega


Olson Kundig Architects - Lightcatcher at Whatcom Museum
Bellingham, WA


howeler + yoon architecture
'light drift' interactive RFID lighting installation, philadephia, U.S.A 2010
images: howeler + yoon architecture


The famous viking ship of Reykjavik Also known as: Sólfar - Sun Voyager
in Reykjavík, Iceland, by Jón Gunnar Árnason.
Image: Marjolein

Continuity of character

The character of the museum will be enhanced by the extensions which respect and reference some of the distinctive forms of the existing building, particularly curvatures and scale.

A recognisable landmark

The museum is a landmark element within the Geraldton townscape. It is visible from many vantage points. The extension will significantly enhance the landmark quality of the museum and ensure that the building acts as a marker within the urban landscape. The museum building will become a well linked part of the story of Geraldton and central to local storytelling.

'The arc'

The proposed extension provides the museum with a refreshing new main entrance, Community gallery, Immersion gallery and Interactive-Discovery-Education (IDE) space. The sweeping arc of the western side of the new gallery provides a distinctive, illuminated and welcoming face to the street. The curved 'light catcher' wall is an interstitial element between the museum interior and the outside and an attractive enclosure for a new public square to Museum Place. When lit up at night, it will rise up as a 2 storey light box, partially transparent, partially translucent and alive with information about what is happening within the building. It could include a veranda element providing a sheltered outdoor space fronting the square.

Orientation and way finding

At various locations visible from both within and outside the building, a series of marker sculptures or installations will act as beacons to attract and help orient the visitor. These will be complementary to the distinctive design of new buildings and will be public art opportunities adding to the richness of the stories told by the museum.

The configuration of the expanded museum provides clear orientation for visitors to begin their journey through the various galleries. The visitor can easily access the core of the museum or peripheral attractions, with a number of vistas becoming available through the building along four points of the compass. There will be a northerly vista through the building out over the marina providing access out to the cafe and alfresco. A view east will draw visitors out into the sheltered museum garden.

WA Museum - Geraldton
DESIGN ELEMENTS


Arkhefield and Total Project Group Architects in assoc - The Cairns Cruise Terminal
Image: Scott Burrows


Hames Sharley Architects - Mandurah War Memorial, WA


Iahznimmo architects - Armory Wharf Café, Sydney
Image: Brett Boardman


Lumascape Lighting

Marina frontage

The northern elevation of the museum facing the marina will be completed with the addition of louvred sun shading to protect the facade. The marina frontage of the museum will attract increased activity with proposed public seating along the veranda. The new cafe will open up onto the boardwalk while still offering a sheltered sitting area away from sun and wind. Above the cafe, a second storey function venue will have excellent views out over the water. A proposed public jetty at the end of Museum Place will enable large passenger boats to berth and visit the museum and precinct. A small visitor centre can be included into the cafe facility to inform people as they arrive at the precinct by boat.

Museum Square

Sheltered from the wind and north-westerly sun, the square will reinvent Museum Place as a space for people to gather. This space can host markets, displays and performance and will be developed as a joint project with the City of Greater Geraldton. The backdrop of 'the arc' will entice people into the square and the museum both during the day and evening.

Foyer and community gallery

The foyer has the potential to fulfil a number of key roles for the future museum. It principally acts as a circulation and 'break out' space providing flow between galleries and smaller rooms. It is also the direct link to the garden and new public square. Within the foyer, there is room for the reception, cloaks and shop, temporary display (as a community gallery), gathering of large groups (such as school children) and a starting point for tours. There is also scope to host functions and events connected to the galleries that could spill into the cafe, the garden or out to the marina. A kitchenette is provided between the new foyer gallery and the IDE gallery to facilitate this.

Cafe and function area

A single storey cafe will be located near the existing wedge. This will be an integrated element of the overall museum, providing a well connected amenity with good capacity, exposure and dual aspect out over Museum Place and the marina (including any new public jetty). A small reception/visitor area can be included for visiting cruise passengers. It is important that the cafe can be accessed from the promenade, the public street and internally from both the main gallery and the museum foyer. The cafe will be suitable as a hired venue and will have adjustable screened partitioning to enable it to be opened out to either external or internal spaces, subject to weather conditions. Retaining the curved wall of the wedge building will provide a distinctive enclosure for the external seating area for the cafe.

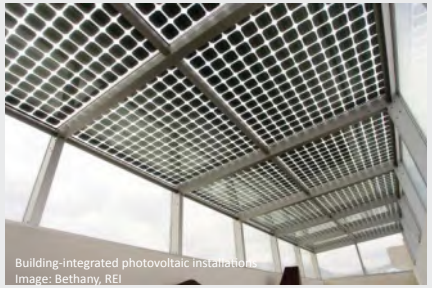
Museum garden

The museum garden provides tranquil respite from the open built environment, with scope for outdoor display or activity space that is sunny yet sheltered from the wind. The garden will have a vista back into the new foyer and IDE gallery, maintaining visual interaction between outside and inside spaces.

WA Museum - Geraldton

SUSTAINABLE INITIATIVES

Building-integrated photovoltaic installations
Image: Atlantis Energy Systems



Building-integrated photovoltaic installations
Image: Bethany, REI

Building-integrated photovoltaic installations , Europe
Image: Kuraray Europe GmbH, Division TROSIFOL

Wellington waterfront, New Zealand
Image: Ian Stanger

Materials

Use environmentally accredited materials with low embodied energy and low VOC.

Use recycled and locally sourced materials.

Water

Aim for Museum to be water balanced and include initiatives such as:

- Rainwater collection and recycling for non potable uses.
- Waterless vacuum technology toilets.

Stormwater

Improve stormwater management around site through, for example:

- Direct runoff in impervious external spaces into below surface filtration tanks, prior to discharge to the public drain.
- Passive detention and treatment of surface runoff within soft landscaped areas using pervious natural materials and 'sedgebeds' prior to recharge to the local groundwater aquifer.
- Sub soil irrigation using captured rainwater (from roofs).

Energy

Passive solar design for extension verandahs, north facing shaded closing to IDE.

External adjustable shading elements to control heat and light gain, reduce energy consumption.

High performance insulation and independent thermostatically controlled environment to new (community) gallery.

Photovoltaic energy fed back to grid – designed as integral part of the building.

Solar powered controls and climate/daylight monitoring (BMS and weather station).

'Green switching' of lights and power-motion sensor or occupier controlled, limiting stand- by power usage.

Waste

Separate glass, plastics and aluminium at source and dispose through recycling centre.

Transport

Provide bicycle storage and end of trip facilities for staff and bicycle racks for visitors.

Support pedestrian and public transport links to other attractions in Geraldton.

Education

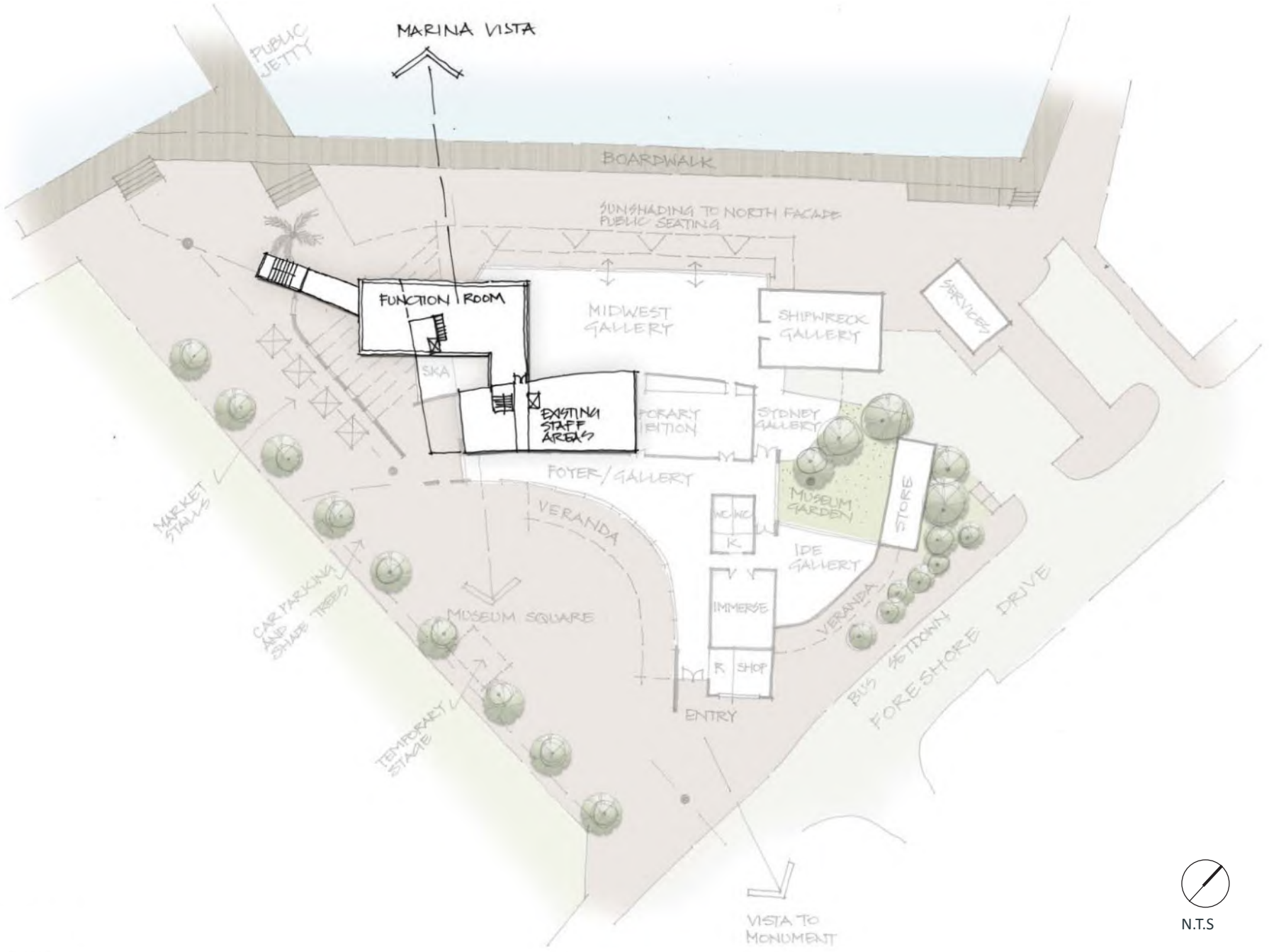
Display and interpret PV energy production and rainwater collection and reuse.

SITE MASTERPLAN

Ground Level

WA Museum - Geraldton

SITE MASTERPLAN

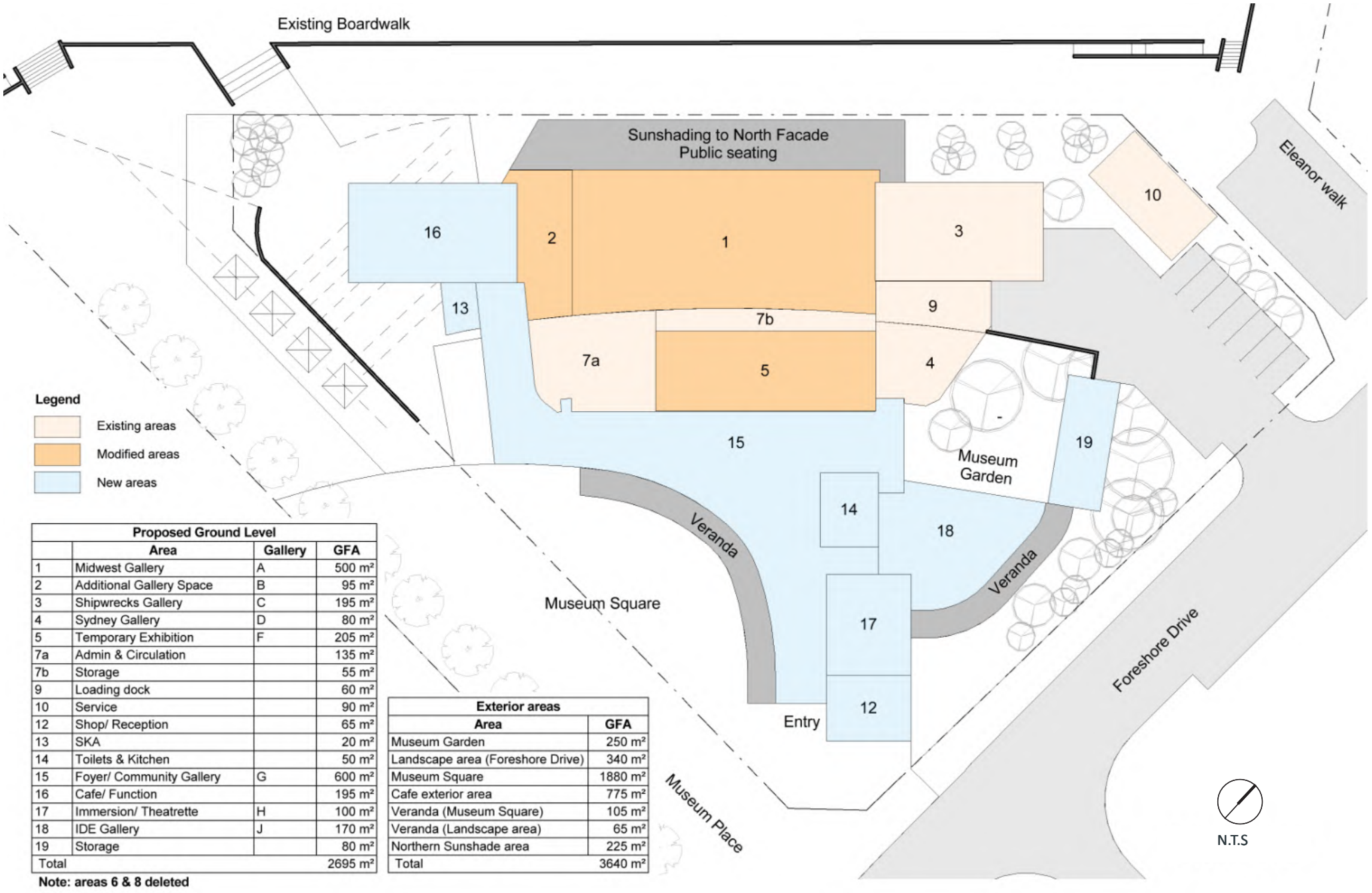


N.T.S

Upper Level

WA Museum - Geraldton

FLOOR SPACE



Proposed Ground Level			
	Area	Gallery	GFA
1	Midwest Gallery	A	500 m²
2	Additional Gallery Space	B	95 m²
3	Shipwrecks Gallery	C	195 m²
4	Sydney Gallery	D	80 m²
5	Temporary Exhibition	F	205 m²
7a	Admin & Circulation		135 m²
7b	Storage		55 m²
9	Loading dock		60 m²
10	Service		90 m²
12	Shop/ Reception		65 m²
13	SKA		20 m²
14	Toilets & Kitchen		50 m²
15	Foyer/ Community Gallery	G	600 m²
16	Cafe/ Function		195 m²
17	Immersion/ Theatrette	H	100 m²
18	IDE Gallery	J	170 m²
19	Storage		80 m²
Total			2695 m²

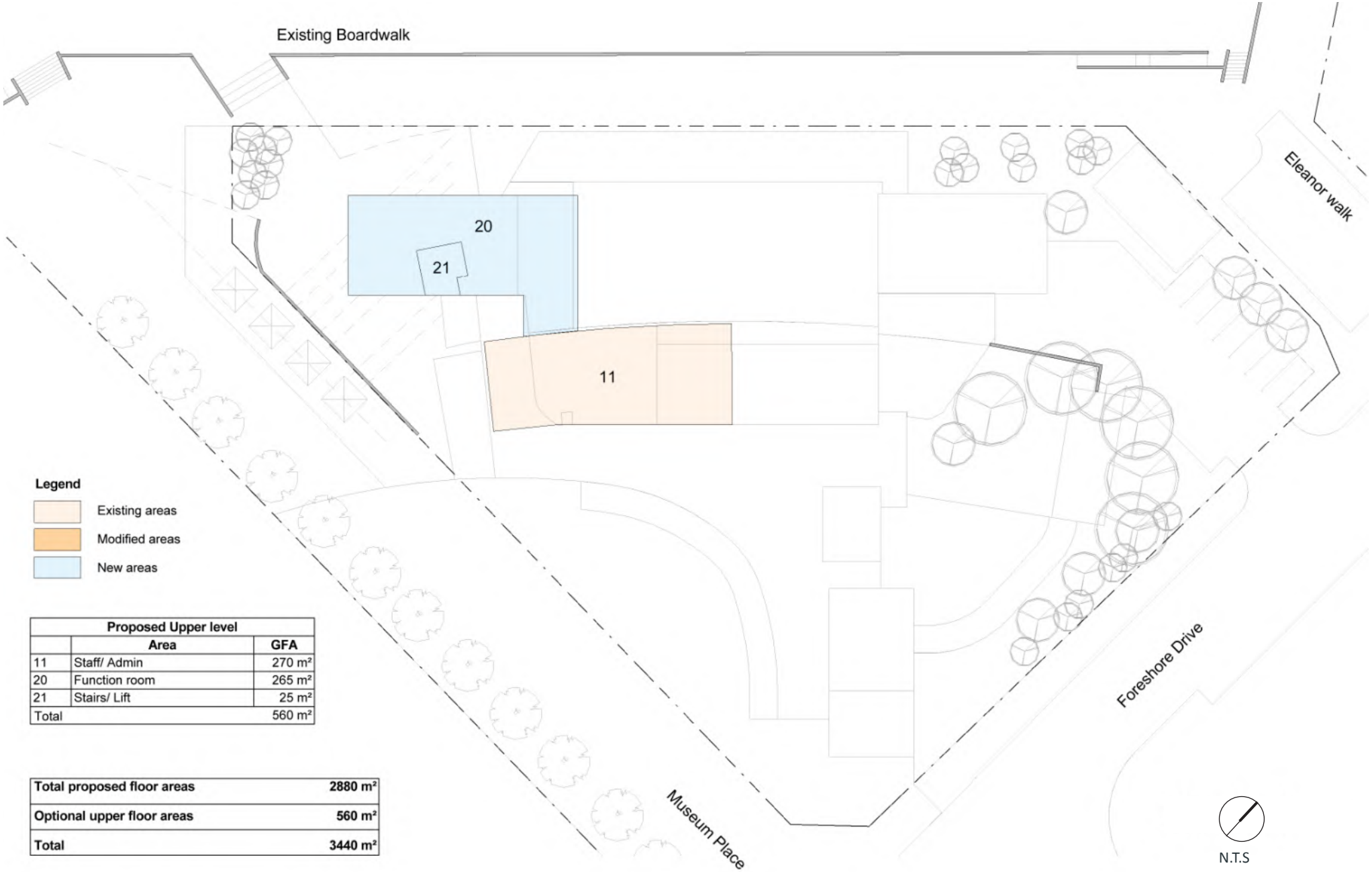
Note: areas 6 & 8 deleted

Exterior areas	
Area	GFA
Museum Garden	250 m²
Landscape area (Foreshore Drive)	340 m²
Museum Square	1880 m²
Cafe exterior area	775 m²
Veranda (Museum Square)	105 m²
Veranda (Landscape area)	65 m²
Northern Sunshade area	225 m²
Total	3640 m²

Ground Level

WA Museum - Geraldton

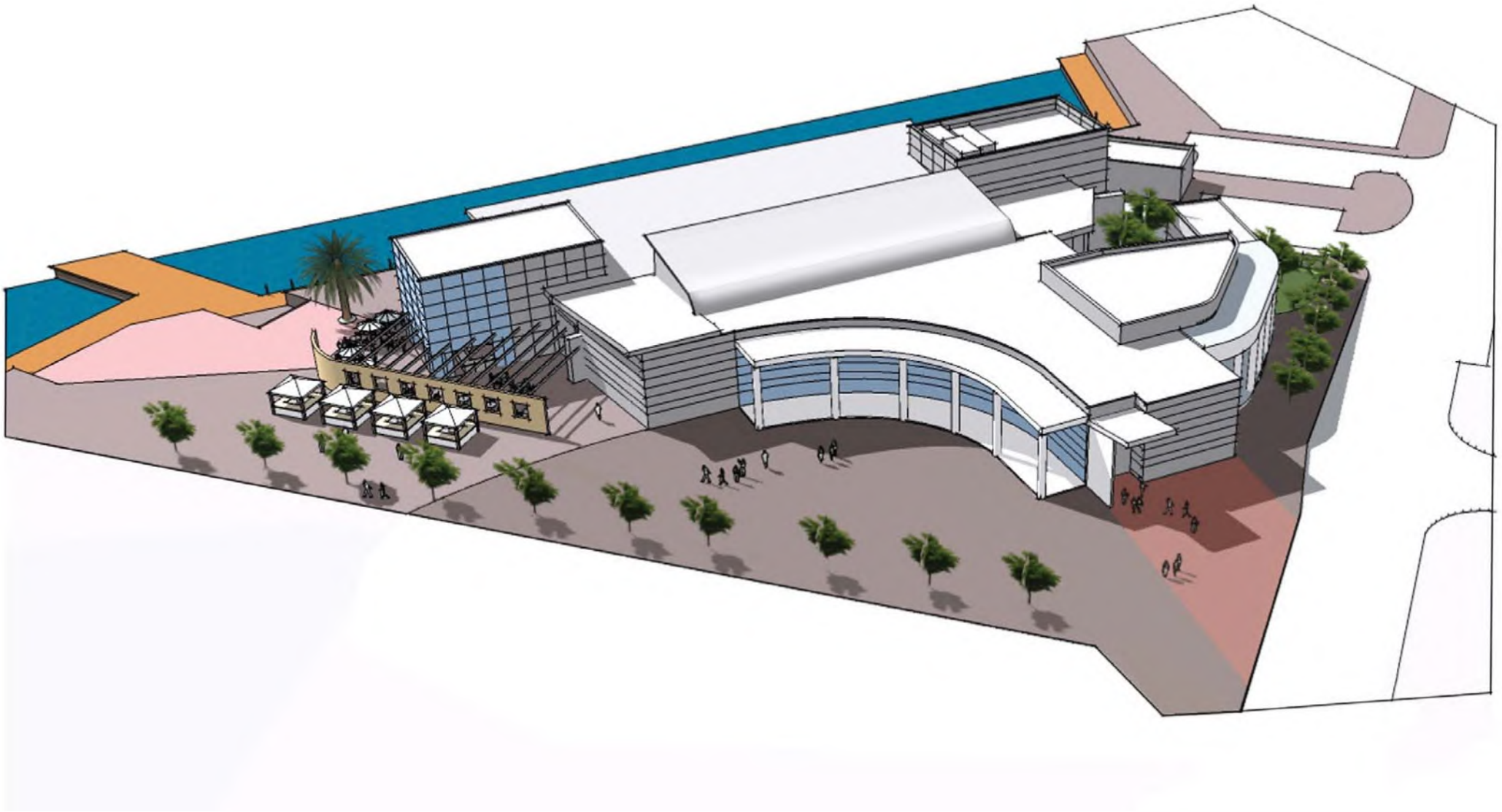
FLOOR SPACE



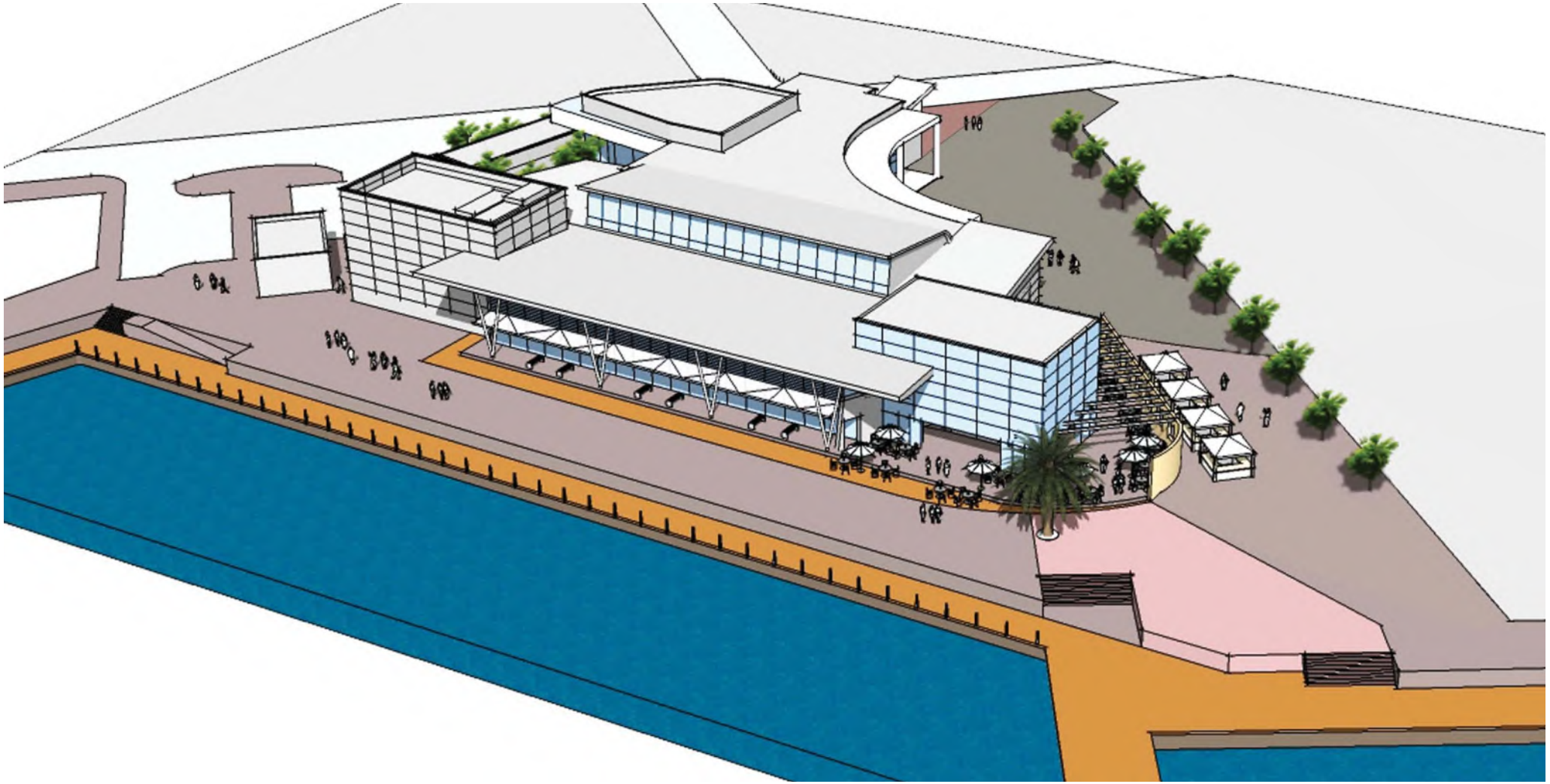
Proposed Upper level		
	Area	GFA
11	Staff/ Admin	270 m²
20	Function room	265 m²
21	Stairs/ Lift	25 m²
Total		560 m²

Total proposed floor areas	**2880 m²**
Optional upper floor areas	**560 m²**
Total	**3440 m²**

Upper Level



Axonometric view from South



Axonometric view from North-west

5 Staged Implementation Plan and Costs

The preferred implementation plan is to undertake the development as outlined in the masterplan as this achieves the outcomes sought and provides a Museum facility that meets future service delivery objectives of the Western Australian Museum. An indicative programme including estimated design and construction timing is outlined on the following page.

An option for staging the build could be to complete the additions to the Museum galleries as a first stage and the inclusion of the cafe and function area at a later stage.

The cafe could be also developed without the function area. However, there would be cost implications of building a ground floor shell and then an upper floor at a later stage. Therefore, a commitment to demolition of the existing wedge building and its replacement with a two level building housing a cafe and function suite would be the more practical scenario. In addition, from a leasing perspective, the consultation phase identified that there is an interest in an outside party being involved with both the cafe and the function centre. It would be recommended that discussions commence with regards to a potential lessee as soon as possible to enable this to be pre-committed prior to a construction contract being let.

As outlined in Section 1.4, the estimated project cost excluding escalation and GST is $20,248,556. The total professional fees are estimated at approximately $2.2M including Museum Square. However, the figure is $1.82M for the Museum, cafe and function area without the new square.

The estimated architectural fees as a component of total professional fees are approximately $0.52M. Fee calculations for each component of the masterplan are shown in the table on page 35. If the extension to the Museum and cafe and function area were developed as one package, with the new square on Museum Place redeveloped as a separate phase, the estimated architectural fees would look as follows:

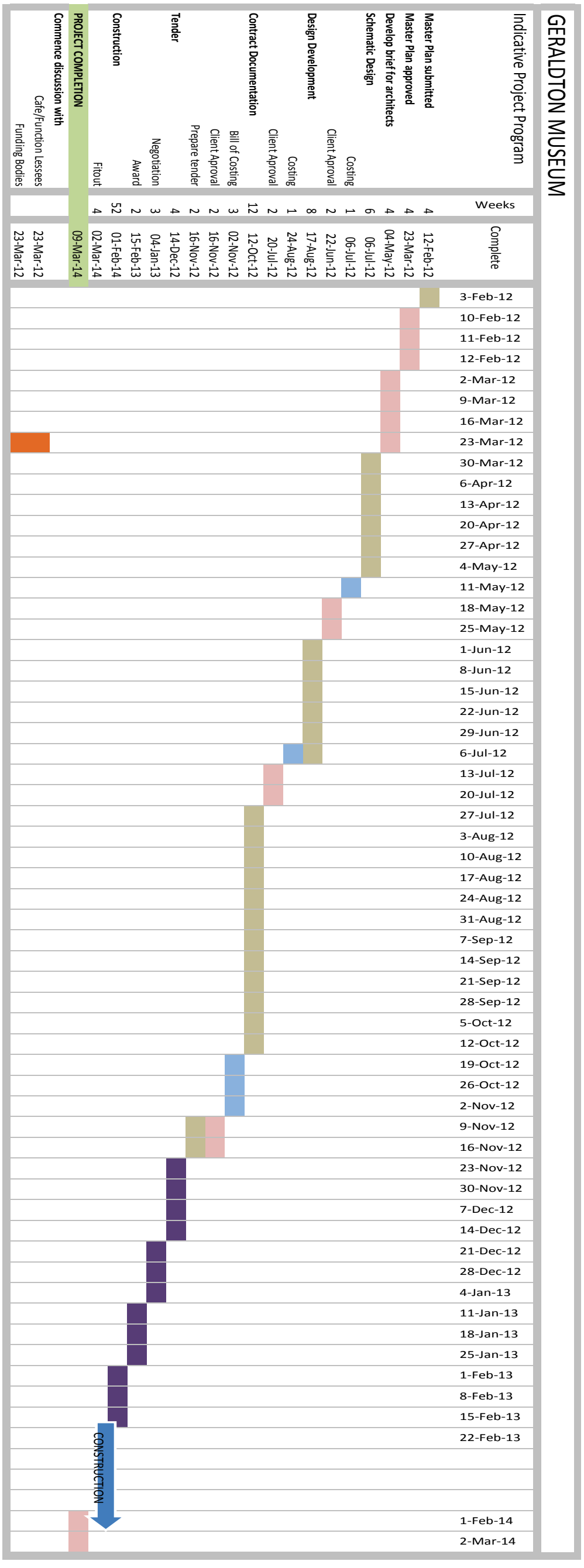
Stage	Estimated Architectural Fees for Museum, Cafe and Function Area	Estimated (Landscape) Architectural Fees for Museum Square
Design Brief	$37,207	$14,862
Schematic Design	$55,810	$22,293
Design Development	$74,414	$29,723
Contract documentation	$111,620	$44,585
Contract Administration	$81,855	$32,696
Defects Period	$11,162	$4,459
Total (excl. escalation, GST and disbursements)	**$372,068**	**$148,617**

Note: Estimated Architectural Fees based on the BMW Standard Panel Pre determined fee scale for Complex Projects and on the Net Perth based Estimated Total Cost (ETC).

Indicative Programme:

(refer to attached A3 programme)

Indicative Programme:



Estimated Architectural Fees:

GERALDTON MUSEUM

		Schedule 1	Schedule 2	Schedule 3	Schedule 4
Gross Building Cost		$12,306,064	$1,504,749	$2,789,119	$3,648,624
Net Building Cost (ETC)		$6,403,930	$888,290	$1,646,485	$2,153,871
	Architectural Fees plus disbursements				
	Percentage	6.05%	7.80%	7.29%	6.90%
Design Brief	10%	$38,744	$6,929	$12,003	$14,862
Schematic Design	15%	$58,116	$10,393	$18,004	$22,293
Design Development	20%	$77,488	$13,857	$24,006	$29,723
Contract documentation	30%	$116,231	$20,786	$36,009	$44,585
Contract Administration	22%	$85,236	$15,243	$26,406	$32,696
Defects Period	3%	$11,623	$2,079	$3,601	$4,459
TOTAL ARCHITECTURAL FEE (Excluding Disbursements)		$387,438	$69,287	$120,029	$148,617

All costs plus GST and ESCALATION

Estimated Architectural Fees: based on the BMW Standard Panel Predetermined fee scale for a Complex Projects and on the Net Perth based Estimated Total Cost (ETC)

Construction Costs:

The cost of construction of implementing the facilities including all fees, escalation and construction costs are shown in the attached 2 page schedule by Quantity Surveyors Davis Langdon.

Schedule One	Unit	Qty	Rate	Amount
New Areas Ground Floor - Main Museum development				
Reception and shop	m2	65	$ 4,500	$ 292,500
SKA gallery	m2	20	$ 5,000	$ 100,000
Toilets and staff kitchen	m2	50	$ 3,750	$ 187,500
Foyer and community gallery	m2	600	$ 4,500	$ 2,700,000
Immersion gallery	m2	100	$ 5,000	$ 500,000
IDE Gallery	m2	170	$ 5,000	$ 850,000
Storage area	m2	80	$ 3,000	$ 240,000
Verandahs	m2	350	$ 450	$ 157,500
Allowance for sunshading to the northern facade	m2	225	$ 2,400	$ 540,000
Allowance for interfacing existing and new buildings	Item			$ 150,000
				$ 5,717,500
External Works				
Remove existing pavings, etc and clear site	m2	1674	$ 15	$ 25,113
Urbanstone or similar paving	m2	58	$ 225	$ 12,990
Bike racks - 10 No	Item			$ 3,175
Allowance for seating	Item			$ 17,320
Bins	No	3	$ 3,500	$ 10,103
Directional signage and way finding	Item			$ 144,329
				$ 213,030
External Services				
Modify existing stormwater disposal system & connect new buildings	Item			$ 37,526
Reconfigure existing sewer disposal system and connect new buildings	Item			$ 40,412
New site water service including outlets	Item			$ 49,072
Upgrade external fire hydrant service	Item			$ 72,165
Upgrade electrical mains supply including MSB, submains and external outlets	Item			$ 72,165
Provision for external lighting including speciality lighting	Item			$ 202,061
				$ 473,400
Net Building Cost at Perth Prices				**$ 6,403,930**
Geraldton regional loading			25%	$ 1,600,982
Net Building Cost at Geraldton Prices				**$ 8,004,912**
Budget Allowances				
Design contingency			7.5%	$ 600,368
Construction contingency			5%	$ 430,264
Planning fees allowance			3%	$ 240,147
Allowance for ESD elements			4%	$ 344,211
Public Art provision			1%	$ 107,566
Provision for Exhibition design fees to new SKA gallery, Immersion Gallery & Foyer Galler	Item			$ 100,725
Fit-out of gallery space	m2	290	$ 2,500	$ 725,000
FF&E				$ 376,025
Professional fees & disbursements (on Perth prices)			16%	$ 1,376,845
				$ 4,301,152
Gross Project Cost at current price levels				**$ 12,306,064**
Escalation provision - Construction start Dec 2013			9%	$ 1,107,546
Gross Project Cost escalated				**$ 13,413,610**
GST			10%	$ 1,341,361
Gross Project Cost escalated including GST				**$ 14,754,971**

Schedule Two	Unit	Qty	Rate	Amount
Café - Cold water shell only				
Café - Cold water shell only	m2	195	$ 3,000	$ 585,000
Pergola structure to Café	m2	180	$ 650	$ 117,000
Demolish wedge building	m2	195	$ 185	$ 36,075
Upgrade and connect new gas service	Item			$ 55,000
				$ 793,075
External Works				
Remove existing pavings, etc and clear site	m2	232	$ 15	$ 3,483
Urbanstone or similar paving	m2	8.0	$ 225	$ 1,802
Bike racks - 10 No	Item			$ 440
Allowance for seating	Item			$ 2,402
Bins	No	0.4	$ 3,500	$ 1,401
Directional signage and way finding	Item			$ 20,020
				$ 29,549
External Services				
Modify existing stormwater disposal system & connect new buildings	Item			$ 5,205
Reconfigure existing sewer disposal system and connect new buildings	Item			$ 5,606
New site water service including outlets	Item			$ 6,807
Upgrade external fire hydrant service	Item			$ 10,010
Upgrade electrical mains supply including MSB, submains and external outlets	Item			$ 10,010
Provision for external lighting including speciality lighting	Item			$ 28,028
				$ 65,665
Net Building Cost at Perth Prices				**$ 888,290**
Geraldton regional loading			25%	$ 222,072
Net Building Cost at Geraldton Prices				**$ 1,110,362**
Budget Allowances				
Design contingency			7.5%	$ 83,277
Construction contingency			5%	$ 59,682
Planning fees allowance			3%	$ 33,311
Allowance for ESD elements			4%	$ 47,746
Public Art provision			1%	$ 14,920
Professional fees & disbursements (on Perth prices)			16%	$ 155,451
				$ 394,387
Gross Project Cost at current price levels				**$ 1,504,749**
Escalation provision - Construction start Dec 2013			9%	$ 135,427
Gross Project Cost escalated				**$ 1,640,176**
GST			10%	$ 164,018
Gross Project Cost escalated including GST				**$ 1,804,194**

Schedule Three	Unit	Qty	Rate	Amount
New Areas First Floor - Function Area - Cold Shell only				
Function/meeting area including bar and small re-heat kitchen - Cold water shell only	m2	265	$ 3,000	$ 795,000
Stairs and lift	Item			$ 675,000
				$ 1,470,000
External Works				
Remove existing pavings, etc and clear site	m2	430	$ 15	$ 6,457
Urbanstone or similar paving	m2	15	$ 225	$ 3,340
Bike racks - 10 No	Item			$ 816
Allowance for seating	Item			$ 4,453
Bins	No	1	$ 3,500	$ 2,598
Directional signage and way finding	Item			$ 37,108
				$ 54,771
External Services				
Modify existing stormwater disposal system & connect new buildings	Item			$ 9,648
Reconfigure existing sewer disposal system and connect new buildings	Item			$ 10,390
New site water service including outlets	Item			$ 12,617
Upgrade external fire hydrant service	Item			$ 18,554
Upgrade electrical mains supply including MSB, submains and external outlets	Item			$ 18,554
Provision for external lighting including speciality lighting	Item			$ 51,951
				$ 121,714
Net Building Cost at Perth Prices				**$ 1,646,485**
Geraldton regional loading			25%	$ 411,621
Net Building Cost at Geraldton Prices				**$ 2,058,106**
Budget Allowances				
Design contingency			7.5%	$ 154,358
Construction contingency			5%	$ 110,623
Planning fees allowance			3%	$ 61,743
Allowance for ESD elements			4%	$ 88,499
Public Art provision			1%	$ 27,656
Professional fees & disbursements (on Perth prices)			16%	$ 288,135
				$ 731,014
Gross Project Cost at current price levels				**$ 2,789,119**
Escalation provision - Construction start Dec 2013			9%	$ 251,021
Gross Project Cost escalated				**$ 3,040,140**
GST			10%	$ 304,014
Gross Project Cost escalated including GST				**$ 3,344,154**

Schedule Four	Unit	Qty	Rate	Amount
Museum Square				
Museum Square & Café/Boardwalk connection - Urbanstone or similar	m2	3000	$ 225	$ 675,000
Tactile pavings	m2	100	$ 1,500	$ 150,000
Allowance for seating	Item			$ 30,000
Bollards	No	25	$ 5,000	$ 125,000
Chilled water drinking fountains	No	2	$ 6,500	$ 13,000
Provision for soft landscaping and reticulation	Item			$ 150,000
Allowance for large trees	No	3	$ 25,000	$ 75,000
Stormwater disposal system to paved areas	Item			$ 55,000
Provision for external lighting including speciality lighting	Item			$ 650,000
				$ 1,923,000
External Works				
Remove existing pavings, etc and clear site	m2	563	$ 15	$ 8,446
Urbanstone or similar paving	m2	19	$ 225	$ 4,369
Bike racks - 10 No	Item			$ 1,068
Allowance for seating	Item			$ 5,825
Bins	No	1	$ 3,500	$ 3,398
Directional signage and way finding	Item			$ 48,543
				$ 71,650
External Services				
Modify existing stormwater disposal system & connect new buildings	Item			$ 12,621
Reconfigure existing sewer disposal system and connect new buildings	Item			$ 13,592
New site water service including outlets	Item			$ 16,505
Upgrade external fire hydrant service	Item			$ 24,272
Upgrade electrical mains supply including MSB, submains and external outlets	Item			$ 24,272
Provision for external lighting including speciality lighting	Item			$ 67,960
				$ 159,221
Net Building Cost at Perth Prices				**$ 2,153,871**
Geraldton regional loading			25%	$ 538,468
Net Building Cost at Geraldton Prices				**$ 2,692,339**
Budget Allowances				
Design contingency			7.5%	$ 201,925
Construction contingency			5%	$ 144,713
Planning fees allowance			3%	$ 80,770
Allowance for ESD elements			4%	$ 115,771
Public Art provision			1%	$ 36,178
Professional fees & disbursements (on Perth prices)			16%	$ 376,927
				$ 956,285
Gross Project Cost at current price levels				**$ 3,648,624**
Escalation provision - Construction start Dec 2013			9%	$ 328,376
Gross Project Cost escalated				**$ 3,977,000**
GST			10%	$ 397,700
Gross Project Cost escalated including GST				**$ 4,374,700**

Exclusions:

> Café kitchen and fittings - Cold water shell only
> Function area fittings , finishes, service fit off - Cold water shell only
> Work to existing boardwalk
> Temporary stage
> Work to Foreshore Drive
> Work to existing car parking off Foreshore Drive
> Outdoor electronic viewing screens
> Works to existing building
> Headworks including electrical

Indicative Staging:

In terms of indicative staging, the table below outlines a phased construction of the Site Masterplan according to the overall project costs (design fees plus construction costs), projected over 4-5 years.

Stage:	Design/Approvals Phase	Phase 1	Phase 2	Phase 3	Completed Site Development
Description:	Master planning Approvals, Detailed Design, Documentation	Main extension to Museum including Garden, Storage Area and external works	Demolition of Wedge Building and development of new Cafe and Function Area (cold shell cost)	Redevelopment of Museum Place, modifications to services, build new Museum Sq	Museum, Cafe, Function Area and Museum Square
Timeframe:	2012	2013-2014	2014	2015	2012-2015
Costs to construct: at Geraldton Prices (excl. escalation and GST)	n/a	$8,004,912	$3,168,468	$2,692,339	Total $13,865,719
Budget Allowances: (incl. fit out costs and all professional fees)	-	$4,301,152	$1,125,401	$956,285	Total $6,382,838
Indicative Project Costs by QS Schedule: excl. escalation and GST	-	$12, 306,064	$4,293,868	$3,648,624	Total $20,248,556 excl. escalation and GST
Adjusted Professional fees by Phase: (excl. escalation and GST)	$1,538,149 (approx. 70% of total professional fees)	$219,736 (nominal 10% of total professional fees)	$219,736 (nominal 10% of total professional fees)	$219,736 (nominal 10% of total professional fees)	Total Prof. Fees $2, 197,358
Adjusted Project Costs by Phase: excl. escalation and GST	$1,538,149	$11,148,955	$4,070,019	$3,491,433	Total $20,248,556 excl. escalation and GST

6 Conclusions and Next Steps

The Site Masterplan for the WA Museum, Geraldton was tasked with addressing not just the Museum but the wider site and its context, including outdoor spaces, buildings and public and staff facilities. In accordance with the project brief, the masterplan has sought to provide direction for:-

- The development of the site as a significant cultural and educational institution and visitor attraction, ensuring connections to existing and future developments in and around the Batavia Coast Marina, the City of Geraldton and the wider Mid West region;
- Improved interpretation and access to unique historical and contemporary heritage and stories, including those of HMAS Sydney, HSK Kormoran and the Square Kilometre Array.
- Delivering flexible spaces within the Museum site that allow for museum and community-led programming, ensuring a constantly refreshed offer; and
- Extending visitor services that support and add value to core experiences, meeting increasing demands of visitors for an engaging, interactive experience using World-Class collections combined with the best of contemporary design and interpretation;

Through a discrete consultation exercise, thorough site analysis and options planning, a carefully worked out sequence of new spaces has been conceived for the site that has regard to the Museum's overall vision and strategic objectives, current operations, income potential and ongoing facility costs. The outcome of the masterplanning phase is a preferred concept for a number of key interior and exterior areas which, if fully developed, will provide the Museum with dynamic new gallery and reception spaces, attractive public venues and integrated commercial facilities that will help meet current challenges and grasp present and future opportunities. In doing so, there are clear synergies with wider strategies, regional programs and community initiatives across Batavia Marina, City of Greater Geraldton and the Mid West region.

The masterplan is illustrated by way of a number of plans, images and perspectives to convey the design concept and underlying principles. It is also supported by a feasibility assessment to demonstrate the financial benefits and report on market potential for expanding the Museum's facilities in light of population and visitor projections for the area. An indication of fees and estimate of project costs related to staged development of the site is also provided to help inform subsequent business case development and applications for principal funding.

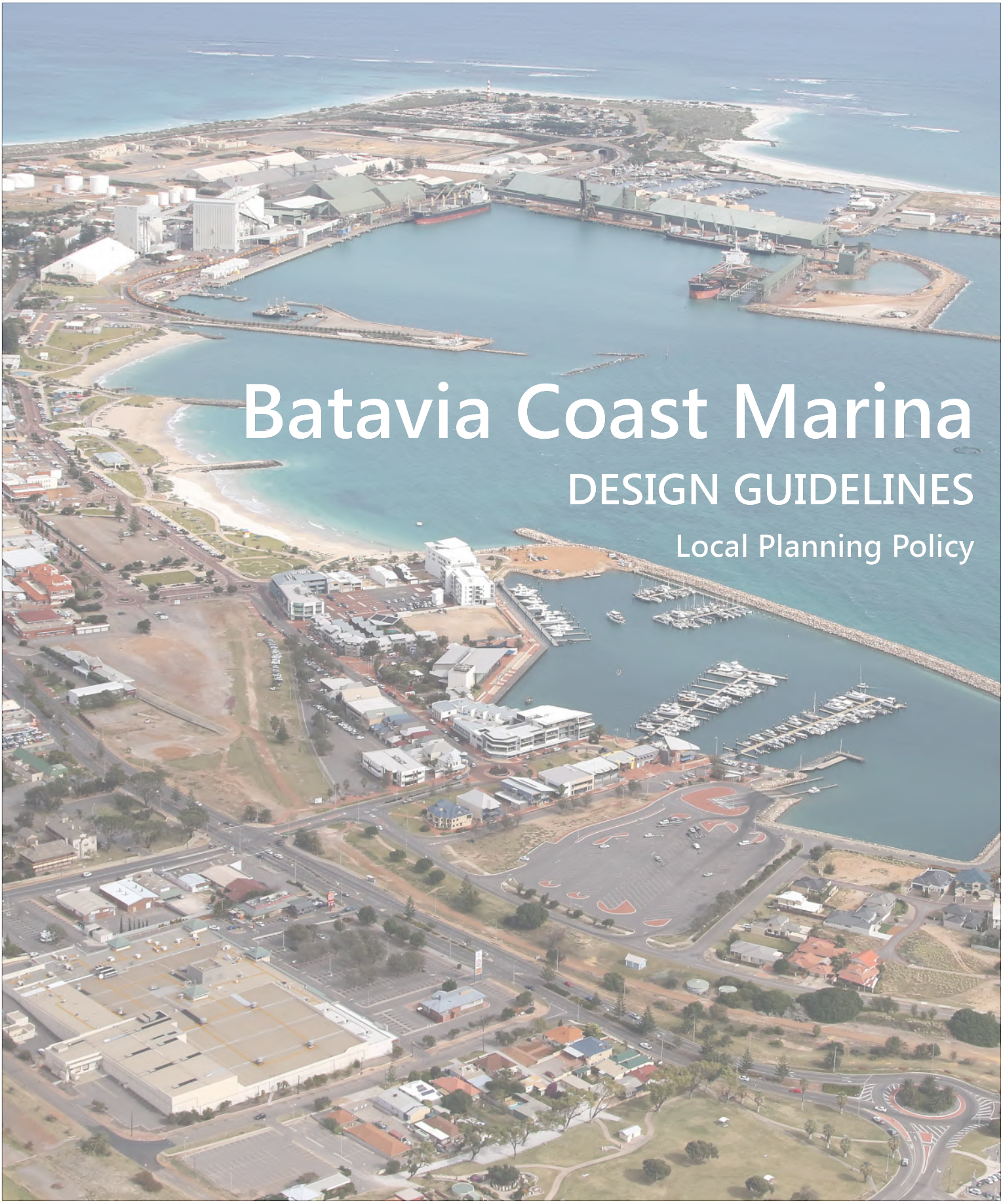
With the support of key partners, implementation of the new masterplan concept for the revitalisation of the WA Museum in Geraldton can be delivered along with wider benefits for the marina precinct, city and region.

Prepared by:

HAMES SHARLEY WA PTY LTD

ABN 42 009 073 563

Level 2, 50 Subiaco Square
Subiaco, Western Australia 6008
T +61 8 9381 9877
F +61 8 9382 4224
W www.hamessharley.com.au



Batavia Coast Marina

DESIGN GUIDELINES

Local Planning Policy

SEPTEMBER 2016

City of Greater Geraldton
a vibrant future

LANDCORP

BATAVIA COAST MARINA DESIGN GUIDELINES

REVISION SCHEDULE

Rev.	Date	Details	Issued To	Approved By
A	26/02/2015	First Draft	LandCorp	M Somers
B	19/03/2015	Revised to City comments	LandCorp	M Somers
C	16/07/2015	Changes to LandCorp Concept Plan	LandCorp	S O'Shea
D	06/10/2015	Revised Draft	LandCorp	S O'Shea
E	11/01/2016	Revised to City comments	LandCorp	S O'Shea
F	18/04/2016	Final Draft	CGG	S O'Shea
G	07/09/2016	Updated to City comments	CGG	S O'Shea

CONTENTS

1.0 INTRODUCTION

1.1 SITE AND PROJECT CONTEXT

The Batavia Coast Marina Stage I was the first phase of the Batavia Coast Marina (BCM) development, and was completed approximately 10 years ago. It has provided a catalyst for investment in this strategic waterfront location. BCM Stage 2 is located at the northern extent of the central Geraldton CBD area, directly adjacent to BCM Stage 1.

BCM Stage 2 is situated in a strategic location suitable for intensive development due to its centrality, and location on a key north-south axis through the centre. When completed BCM Stage 2 will provide a link connecting the CBD to the Marina and Northgate Shopping Centre, and facilitate an east-west link from the Western Australia Museum - Geraldton to the HMAS Sydney II Memorial Site.

The BCM Stage 2 development has been divided into two phases. These Design Guidelines apply to both Stages 1 and 2 (see Figure 1), however the second phase of BCM Stage 2 will require updated design guidelines once that phase is further progressed.

1.2 STATUTORY CONTEXT

In February 1999, LandCorp produced the "Batavia Coast Marina Structure Plan" which included a development plan and development manual. These were used as the framework for development in BCM Stage 1. Given the substantial development that has progressed in BCM Stage I and the need for a more contemporary set of planning guidelines it is proposed that these Design Guidelines will replace the 1999 Structure Plan.

The City's Local Planning Scheme No. 1 the site is zoned as "Regional Centre". Under this zone development is guided by the City Centre Planning Policy (CCPP). This policy identifies that specific sites will require more detailed design parameters, and these will be attached to the policy as addendums.

These Design Guidelines are intended to be read as an addendum to the CCPP.

Figure 1: **Location Plan**

1.3 VISION

The vision for the Batavia Coast Marina is:

"The Batavia Coast Marina will become a renowned waterfront revitalisation development, providing a vibrant mixed use precinct defined by an eclectic mix of residential, retail, entertainment and commercial land uses.

Batavia Coast Marina development will integrate the urban core of Geraldton, providing a cohesive city centre link. Defined by a built form comprised by both heritage preservation and contemporary landmark developments, Batavia Coast Marina will establish itself as the pre-eminent tourism 'hot-spot' of Geraldton and the Midwest Region".

These Design Guidelines have been prepared to assist in achieving the vision.

Figure 2: **Conceptual Massing Model**

1.4 OBJECTIVES

In addition to the objectives of the CCPP, the following objectives further reflect the intent of these Design Guidelines:

- Integrate the Batavia Coast Marina with the city centre and surrounding developments.
- Create 'destinations' which promote activity and vibrancy in the Batavia Coast Marina.
- Provide high quality mixed use residential development within the Batavia Coast Marina that offer housing choice and diversity.
- Facilitate investment and the establishment of commercial/business activity in the Batavia Coast Marina.
- Minimise the impact of vehicular traffic and car parking in Batavia Coast Marina.
- Provide attractive and pedestrian-oriented streets and public spaces.
- Reflect Geraldton's unique culture and heritage throughout the built form and character of Batavia Coast Marina.
- Promote the Batavia Coast Marina as a tourist destination.
- Be a water sensitive City exemplar.

Figure 3: **Station Square Perspective Source: Realm Landscape Concept Report**

1.5 PURPOSE

The purpose of the Design Guidelines is to guide and facilitate development within the BCM precinct. They are intended to be read as an addendum to the CCPP, forming part of a suite of development guidelines proponents need to address under LandCorp's contract of sale.

1.6 STRUCTURE

The Design Guidelines have been structured to include the following elements to assist proponents in preparing their development applications.

DESIGN OBJECTIVES

The Design Objectives outline the overall design intent or philosophy underpinning the best practice criteria and explain the desired outcome achieved by them.

DEVELOPMENT CONTROLS

The Development Controls are mandatory criteria which must be met in all development proposals. They will collectively ensure that the Design Objectives are achieved. Applicants may provide alternative design solutions if it can be demonstrated to the satisfaction of the relevant decision-maker that the Design Objectives are clearly met or exceeded.

DESIGN GUIDANCE

The Design Guidance section recommends some additional measures by which a building can achieve a higher level of sustainable design, community interaction and/or architectural character.

1.7 RELATIONSHIP TO OTHER PLANNING DOCUMENTS

The Design Guidelines will be used by the City as the primary criteria for assessing development applications within BCM, and should be read in conjunction with:

- City of Greater Geraldton, Local Planning Scheme No.1 (LPS)
- City of Greater Geraldton, City Centre Planning Policy (CCPP)
- BCM Stage 2 - Public Realm Master Plan Report (REALMstudios, 2015)
- BCM Stage 2 - Public Realm Landscape Concept Report (REALMstudios, 2015)
- Station Square at Batavia Coast Marina, Urban Water Management Plan (Essential Environmental, 2015)
- Station Square at Batavia Coast Marina, Public Art Strategy (REALMstudios, 2015)
- Residential Design Codes
- City of Greater Geraldton, Batavia Coast Marina Structure Plan, 1999
- WA Museum - Geraldton Site Masterplan, 2012

1.8 CONCEPT PLAN

The Batavia Coast Marina Stage 2 Concept Plan (Figure 4) provides a guide to the desired layout of the precinct that will occur after subdivision.

Within BCM2 it is intended for development of the southern portion (Phase 1) to commence first, with the northern extent (Phase 2) to be developed in the longer term. Therefore, the Design Guidelines act as a guiding document for development controls within BCM2 (Phase 1) but also provide guidance for BCM2 (Phase 2), and the existing Batavia Coast Marina Stage 1 development (which is almost fully constructed).

The Design Guidelines provide overarching parameters for development control across the precinct as well as (where applicable) within Lot Specific controls (in Section 5.0).

The following provides an outline of key features representing an indicative range of activities and land uses supported by the development of Station Square. These are suggestions to make it a sustainable centre incorporating a mix of uses within a vibrant public realm.

1. Development of a new Community Square (Station Square) creating a central community node linked to the existing railway station.
2. Continuous high quality Main Street environment with generous uncluttered footpaths providing sufficient space for alfresco seating and pedestrian movement.
3. Integration of the existing railway platform linking the Museum to Monument Link.
4. Constructed ephemeral wetland.
5. Regular tree planting along the footpath paving with good canopy coverage providing a continuous line of site down Monument Promenade.
6. Pedestrian Access Way linking Monument Promenade through to Foreshore Drive.
7. Mixed-use development accommodating ground level retail with commercial and multi unit residential dwellings above.
8. Multiple unit residential dwellings.
9. Single residential dwellings fronting Monument Promenade.
10. Rear lanes for car parking access.
11. Phase 2 development.

Figure 4: **Batavia Coast Marina Stage 2 - Concept Plan**

2.0 URBAN CONTEXT

2.1 DEVELOPMENT DIVERSITY

It is envisaged that BCM will integrate with the urban core of Geraldton, providing cohesive city centre linkages through to the Marina. To assist in improving the vibrancy and vitality of inner city areas a range of cultural, entertainment, residential and recreational uses, such as unique restaurants, cafes and small bars will be encouraged within BCM. These land uses should be concentrated around Station Square.

A range of dwelling types and sizes, as well as opportunities for commercial and retail are required in order to complement and invigorate the area.

COMMERCIAL / RETAIL DIVERSITY

To encourage a sustainable urban development embracing a diversity of retail and commercial uses it is essential to establish Batavia Coast Marina as a vibrant and active destination. Integrated with a high quality public realm, public spaces linking development frontages aim to service the community and encourage visitors to the area.

OBJECTIVES:

- Provide the opportunity for new businesses to be established with retail, office and commercial space encouraged at ground floor levels facilitating a vibrant pedestrian environment.
- Establish a precinct that includes activities that service and complement the surrounding district.
- Encourage a variety of businesses that will activate the precinct during both daytime and evening hours.

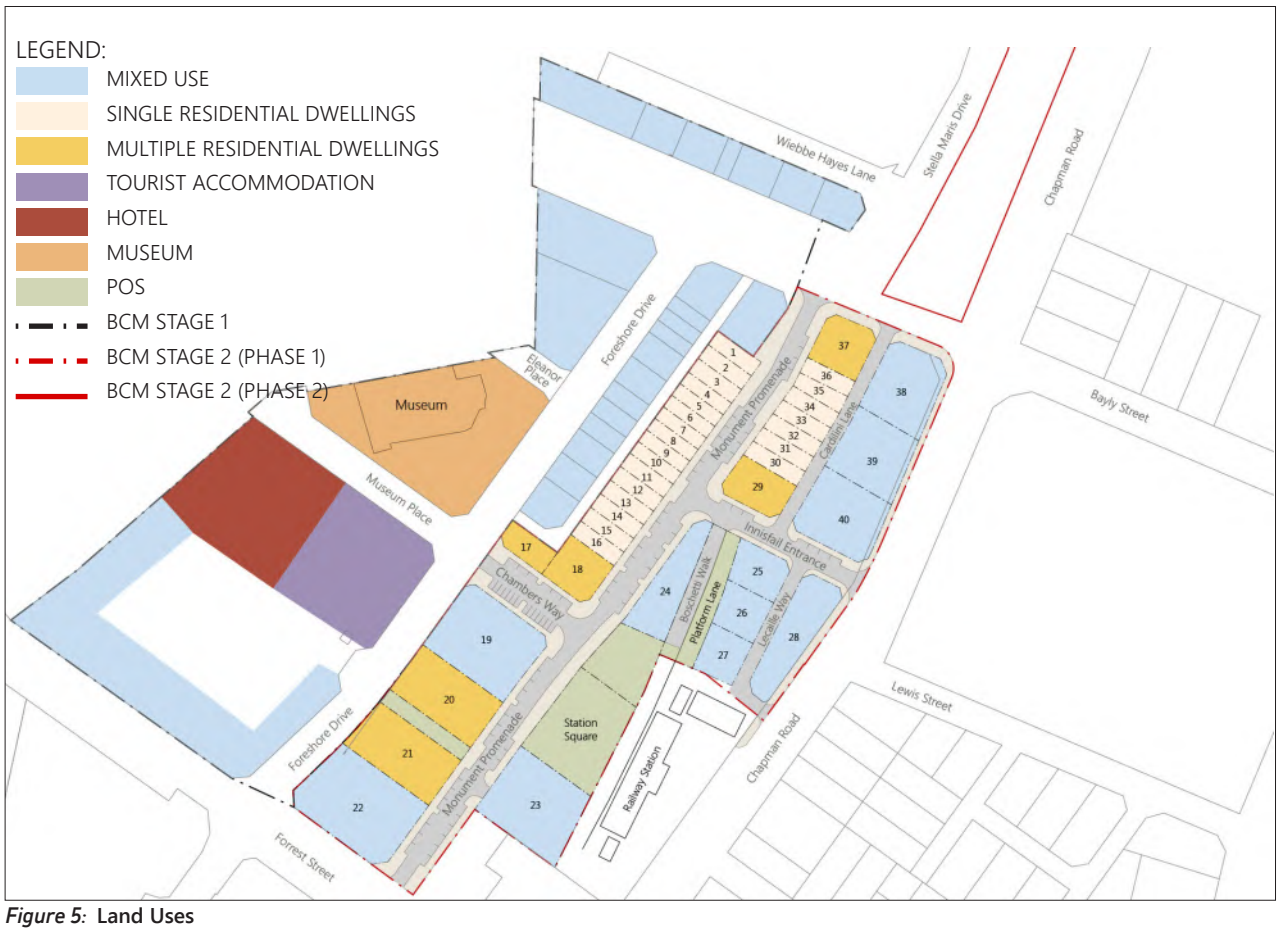


Figure 5: **Land Uses**

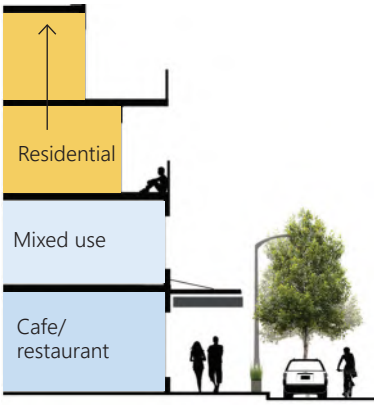
Development Controls:

- The ground floor of mixed use development sites shall provide active retail/commercial frontages that address the public realm (e.g. shops, restaurants, consulting rooms, offices).

Design Guidance:

- Figure 5 outlines the types of uses desirable within BCM.
- Where a "vertical" mixed use development is proposed to incorporate a residential component, the residential component should be restricted to above ground floors only with an emphasis on providing for permanent residential dwellings, unless otherwise approved by the City.
- A retail uses, such as restaurants and cafés that will activate the Precinct during both daytime and evening hours are encouraged on ground floors.
- Building design should consider the potential future flexibility and adaptability to different ground floor uses over time. Simple consideration such as generous ground level ceiling heights can contribute to the robustness and enduring qualities of a building.

Example - Mixed-Use development



Example - Vertical mixed-use development

RESIDENTIAL DIVERSITY

Batavia Coast Marina will provide lot types that will facilitate the development of higher density living options. Townhouses and apartments will accommodate a gap in the current market, providing affordable living options in an active and vibrant precinct.

Objectives:

- Enhance housing diversity by providing a variety of dwellings of varying size and affordability.
- Support residential living within the city both around the edges and in the upper storeys of buildings.

Development Control:

- Residential land use is permitted above the ground floor on lots designated as mixed-use.

Design Guidance:

- Residential developments should provide a range of dwelling sizes and types providing a variety of housing types and affordability options.
- Consider building design with the long term flexibility, such as buildings with floor plan dimensions and ceiling heights suitable for residential and commercial uses.

Example - Apartment development

Example - Townhouse development

2.2 VIEW CORRIDORS

The waterfront, old railway station and Western Australia Museum - Geraldton are the major destination elements that define BCM. BCM endeavours to establish views and vistas from the waterfront to 'Station Square' and the railway station by providing defined and activated pedestrian links and view corridors.

Objectives:

- Building heights and footprints to maximise opportunities for views and vistas of the waterfront, museum and Station Square.
- Maximise legibility of visual linkages between key points of activity, such as Station Square.

Development Control:

- Buildings shall not obstruct views of Station Square and the railway station (Figure 6).
- Building designs are to maximise views from living spaces, balconies and terraces to the public realm and toward the future open space.

Design Guidance:

- Buildings should provide pedestrian shelter along defined view corridors identified in Figure 6.

War Memorial

Geraldton Railway Station

Western Australia Museum - Geraldton

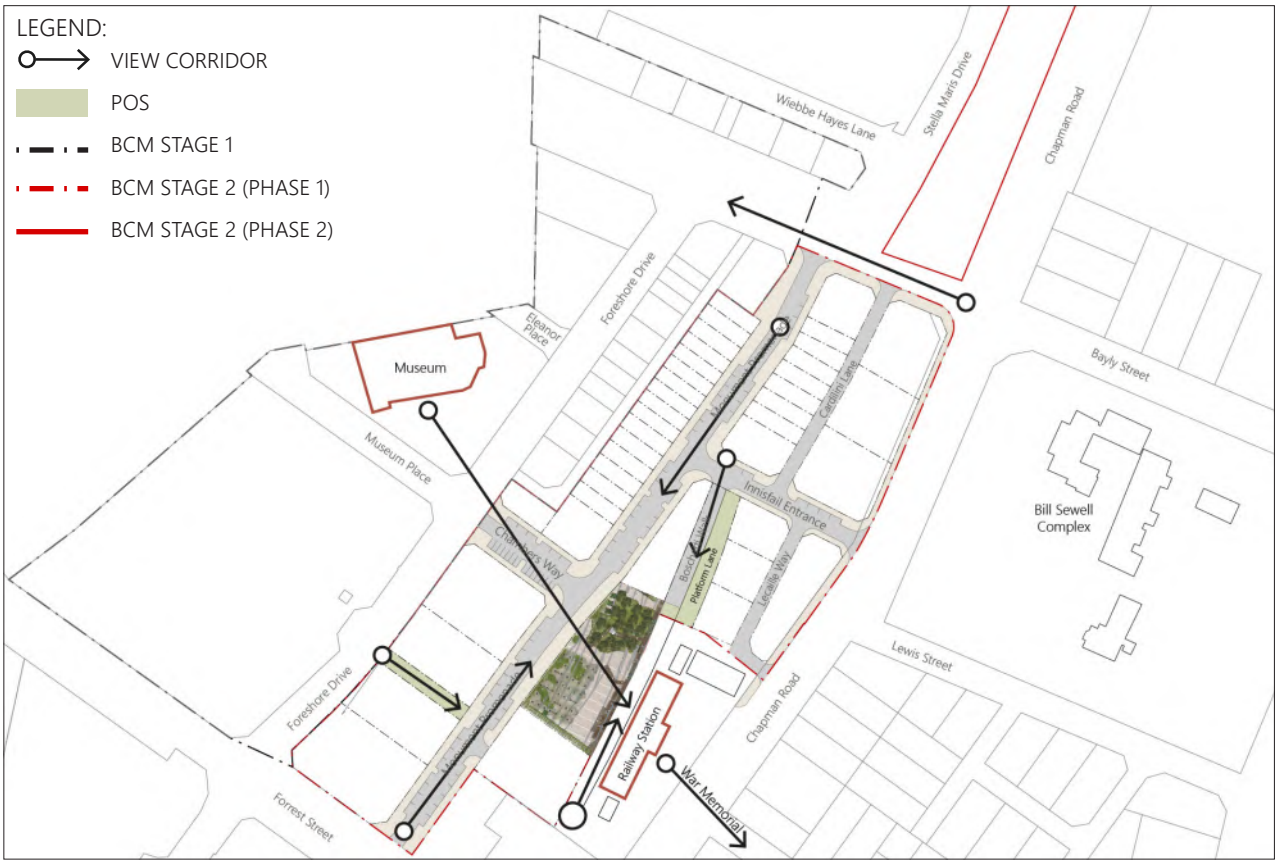


Figure 6: **View Corridors**

2.3 PEDESTRIAN LINKS

The BCM site will establish an enhanced pedestrian experience, through the creation of a vibrant and active public realm. Interesting, attractive and safe streets and public spaces will be provided to contribute to clear wayfinding and the pedestrian experience.

The BCM site has a number of important pedestrian links. The pedestrian link hierarchy for the site is illustrated on Figure 7.

Objectives:

- Incorporate active land uses and edges adjacent to the streetscape where possible.
- Ensure pedestrian safety is a priority consideration of new developments.
- Reinforce clear wayfinding as part of the Museum to Monument Link.

Development Controls:

- Pedestrian links shall be provided in accordance with Figure 7.
- Building façades shall address streets and public places, maximising the relationship between the building and adjacent street or public realm.
- Weather protection, such as verandas and awnings, shall be provided to any development fronting primary pedestrian linkages.
- No buildings 'back of house' services shall be oriented along defined pedestrian routes.
- Links through pedestrian arcades to access rear parking shall provide for a walkway width of 3 metres minimum.

Design Guidance:

- High quality pedestrian access should be adopted throughout the public realm.
- Open sight lines are recommended to maximise the public perception of safety.
- Lighting, signage, materials and landscape elements should be utilised to facilitate safe, accessible and convenient pedestrian access throughout the precinct, and to and within specific sites.
- Pedestrian access should be provided from any on-site parking areas to the relevant building entrance.

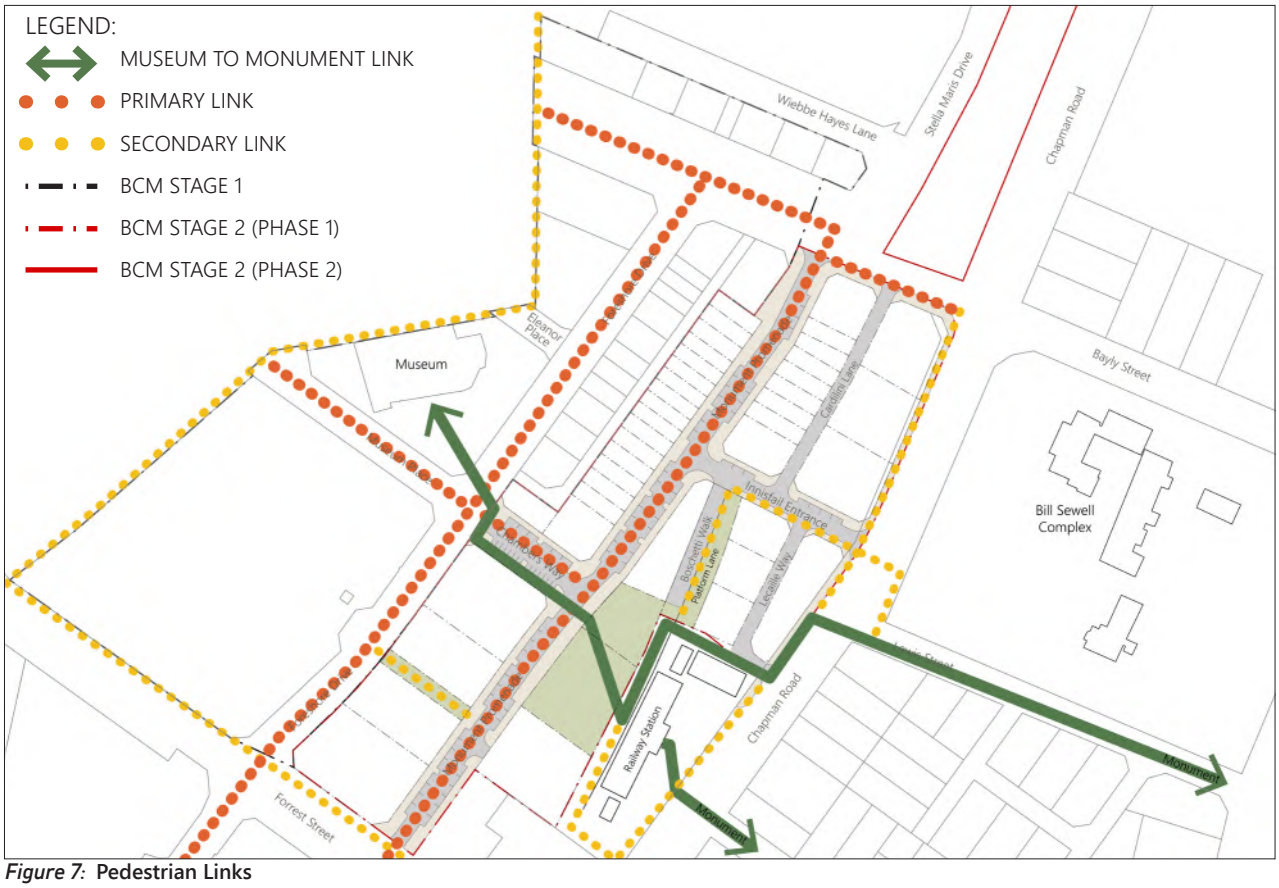


Figure 7: **Pedestrian Links**

2.4 PUBLIC ART

Geraldton has a unique culture with strong links to indigenous, maritime and railway heritage. The successful integration of art into public spaces and buildings will assist in fostering a unique sense of character and identity for the BCM precinct.

Design guidance should be read in conjunction with the Station Square Public Art Strategy and BCM Stage 2 Public Realm Master Plan Report (REALMstudios, 2015) which establish a series of over-arching narratives to be adopted in the future development of the area.

Objective:

- Enhance the urban environment through the integration of public art in public spaces and buildings.

Design Controls:

- Provision of public art to the value of 1% of the estimated development cost (or equivalent cash contribution) for any development over $500,000 in value.
- Public art shall be integrated into the design of buildings and the proposed public realm.

Design Guidance:

- Public art should enhance and complement the unique character and heritage of Geraldton, contributing to the BCM's sense of place.

Public Art Indigenous - Geraldton Eggs

Public Art Rail - Workers Sculpture Midland Railway Workshops

2.5 ACCESS AND PARKING

Efficient access and location of parking and end of trip bicycle facilities are essential design components, which contributes to both the functionality and visual quality of BCM.

VEHICULAR ACCESS

Vehicle accessibility and movement requires careful management and effective planning to limit the potential impact vehicular traffic can have on the quality of the public realm.

Objectives:

- Establish an appropriate balance between vehicle and pedestrian movement, providing safety for pedestrians and accessibility for vehicles.
- Ensure vehicle movement is convenient and efficient with safe access and parking.

Development Controls:

- Pedestrian and vehicle entry points shall be defined and separated from one another.
- Footpaths are to be maintained as the priority movement, crossovers and driveways shall be terminated at the footpath.
- The visual impact of car parking entrances shall be minimised from street frontages.

Design Guidance:

- Drive-through uses across street frontages are highly discouraged.
- The location of crossovers, driveways and access points should be carefully considered in relation to vehicular and pedestrian traffic.

Example - Laneway access to vehicle parking

Example - Laneway access to vehicle parking

VEHICLE PARKING

A staging plan to accommodate vehicle parking is outlined below in line with the development staging 1-4.

Objectives:

- Provide sufficient and safe car parking.
- Ensure on site vehicle parking and access is appropriately located, minimising the adverse visual impact on the streetscape.
- Improve walking and cycling conditions to link destinations serviced by alternative parking facilities.

Development Controls:

- Car parking shall not be visible or dominate the street frontage.
- On-site car parking bays shall be provided in accordance with the Scheme.
- Car parking for permanent residential uses should be provided in accordance with the provisions of the R-Codes.

Design Guidance:

- Parking should occur to the rear of building structures with access from secondary streets or lane ways.
- Car parking should not occur at grade, adjacent to the streetscape or public realm.

STAGING PLAN - PUBLIC PARKING

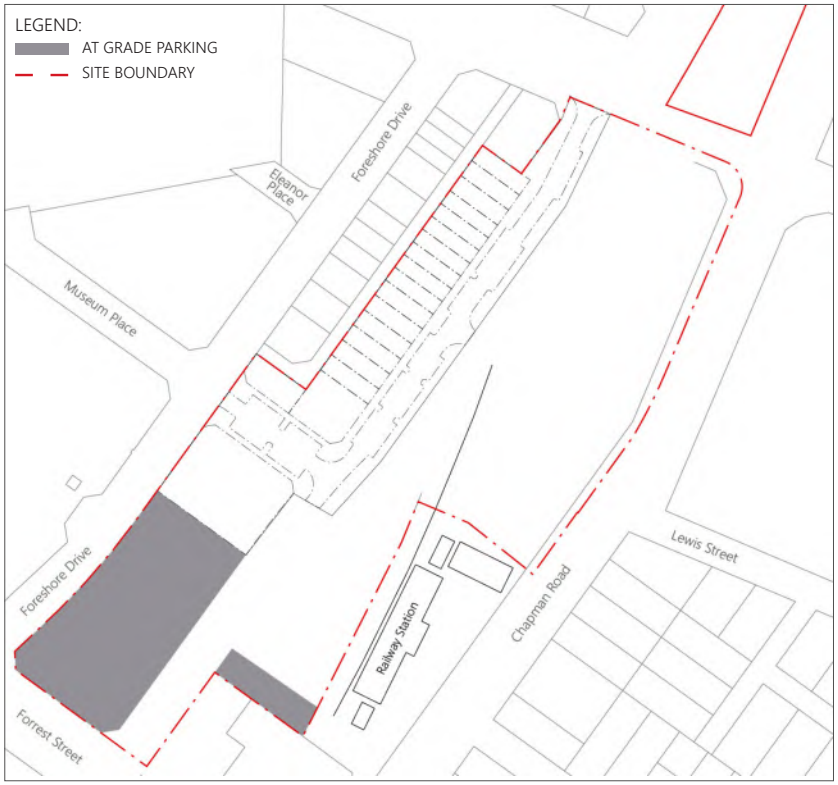


Figure 8: **Existing public parking - construction Stage 1**

EXISTING

- Access is maintained to the existing at-grade public parking along Foreshore Drive and parking adjacent to the railway station (Figure 8).

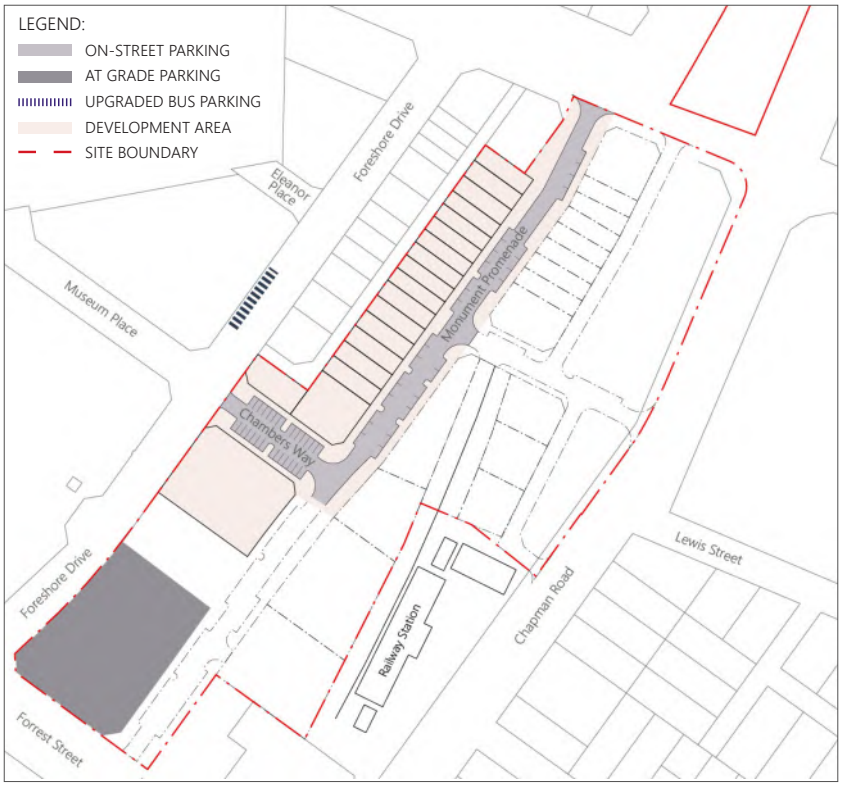


Figure 9: **Stage 1 public parking**

STAGE 1

- Completion of stage 1 residential development with rear lane access to private parking.
- At grade public parking retained along Foreshore Drive (Figure 9).
- On-street car parking provided along the newly constructed Chambers Way and Monument Promenade (North).
- Bus parking upgraded on Foreshore Drive.

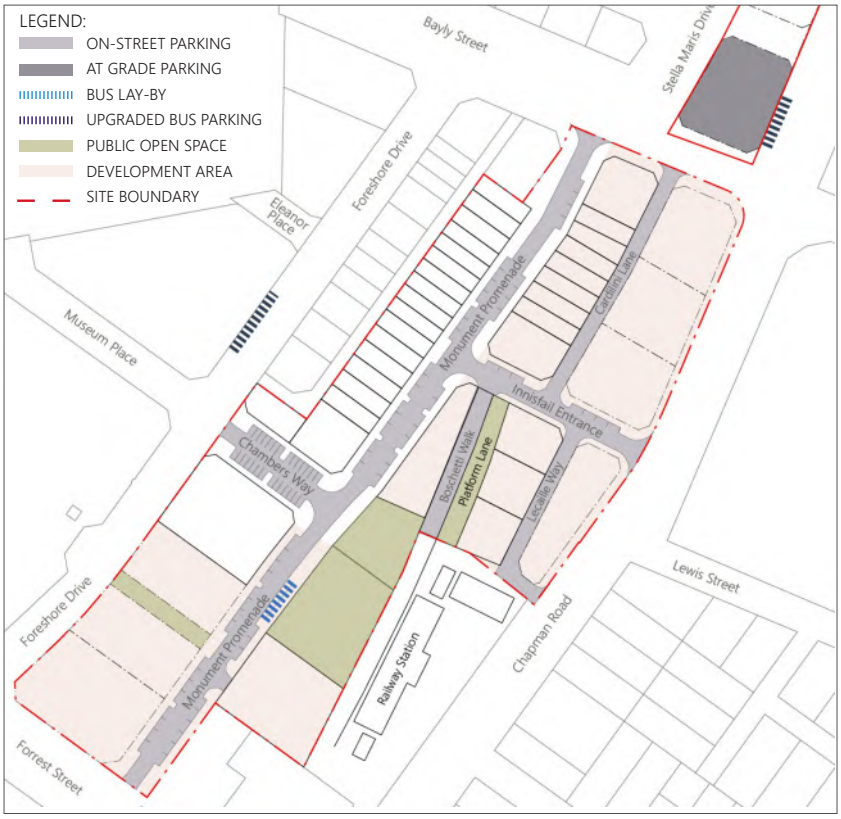


Figure 10: **Stage 2 public parking**

Stage 2

- Completion of Stage 2 mixed use development with provision for rear lane access to private parking.
- At-grade public parking relocated north with access off Stella Maris Drive (Figure 10).
- Additional on-street car parking provided along the newly constructed Monument Promenade (South) and Innisfail Entrance.
- Bus parking bay upgraded on Chapman Road.
- New bus lay-by provided on Monument Promenade, adjacent to Station Square.

BICYCLE FACILITIES AND END OF TRIP FACILITIES

Objectives:

- Promote active transport as a viable mode of transport throughout Batavia Coast Marina.
- Ensure bicycle parking and end of trip facilities are provided for both public and private use.
- Ensure dwellings are provided with functional and accessible storage areas in addition to bicycle parking facilities.

Development Controls:

- All new developments shall provide adequate supply of bicycle parking bays in accordance with the Scheme.
- Storage functions shall be incorporated into the building design.
- Bicycle parking shall be in accordance with the R-Codes.

Design Guidance:

- Buildings that include any non-residential development should include end of trip facilities to support active transport modes.

Example - Bicycle Parking

Example - Internal Bicycle Storage

3.0 BUILT FORM

3.1 BUILDING HEIGHT

It is intended that building heights in BCM will be reflective of the surrounding context and built form providing a transition in building bulk and scale from the Geraldton City Centre in the south to a finer grain of urban development both north and east of the BCM.

Generally, new development is required to be 2-5 storeys with provision for the sixth floor to operate as a residential roof terrace or be located within the roof space.

Objectives:

- Ensure building heights effectively respond to existing and future development of the BCM Precinct.
- Capitalise on views of the foreshore, water and surrounding coastal environment given the mostly flat topography of the land.
- Ensure buildings limit overshadowing of the public realm and optimise access to the sun, breezes, views and privacy.
- Consider the development of 'landmark' sites to allow for iconic developments (Figure 11).

Development Controls:

- Building heights shall be measured from the Average Natural Ground Level (ANGL) at the street (or road) frontage.
- Maximum building heights shall be in accordance with Building Heights Plan Figure 11.
- The maximum podium building height is 3 storeys (12m).
- Use of parapets or a gabled roofline shall not exceed 2 metres above the podium of the building.
- Where single residential dwellings are proposed, a minimum height of 2 storeys applies to achieve a vertical element.

Design Guidance:

- Buildings should consider maximum unobstructed views of the coastline.
- The floor to ceiling heights for retail and commercial floors of mixed use developments are encouraged be greater than 3.5m to promote flexibility of use. Cafe and restaurant uses need greater minimum ceiling heights of 4m to allow for additional servicing needs.
- Landmark sites will only be considered if the development can be rationalised as iconic, has a significant environmental rating and does not adversely impact the surrounding development.
- Development proposals will need to address the Additional Criteria for Height Bonuses in Section 5.2.

Figure 11: **Maximum Building Heights**

3.2 SETBACKS

A variety of setbacks are proposed throughout BCM to create a visually appealing and diverse built environment. This is to allow effective use of awnings and verandas essential in creating a pedestrian friendly environment, and alfresco dining areas which are strongly encouraged.

Objectives:

- Ensure that buildings respect the traditional built form of the street.
- Provide minimal setbacks to allow buildings to maximise their development opportunity and integration with the public realm.
- Ensure that multi-level developments are sensitive to the scale of existing heritage buildings.

Development Controls:

- Any floor level above podium height (12 metres) shall be setback a minimum of 3 metres from the property boundary (Figure 12).
- An increased podium height of up to 3 metres is permitted for corner buildings in accordance with the CCPP.
- Balconies are permitted within the setback provided they are open on 3 sides and visually permeable and do not occupy any more than ¼ of the building façade width at any one level.
- Setbacks shall be in accordance with Figure 13.

Design Guidance:

- Development along Monument Promenade and on the perimeter of Station Square is encouraged to retain a human scale, minimising the impact on the historical building and traditional Main Street environment.

The following general principles apply to setbacks within BCM:

- Generally, a 0m setback will be observed at the front, rear and side of developments of non-residential developments.
- Generally, a front setback of 1.5m is required for ground level residential dwellings to provide additional privacy.

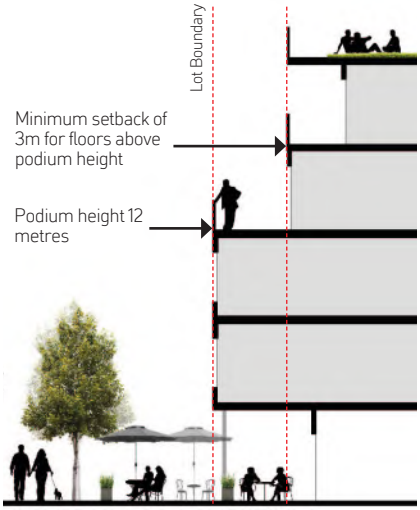


Figure 12: **Minimum setback for floors above podium height**

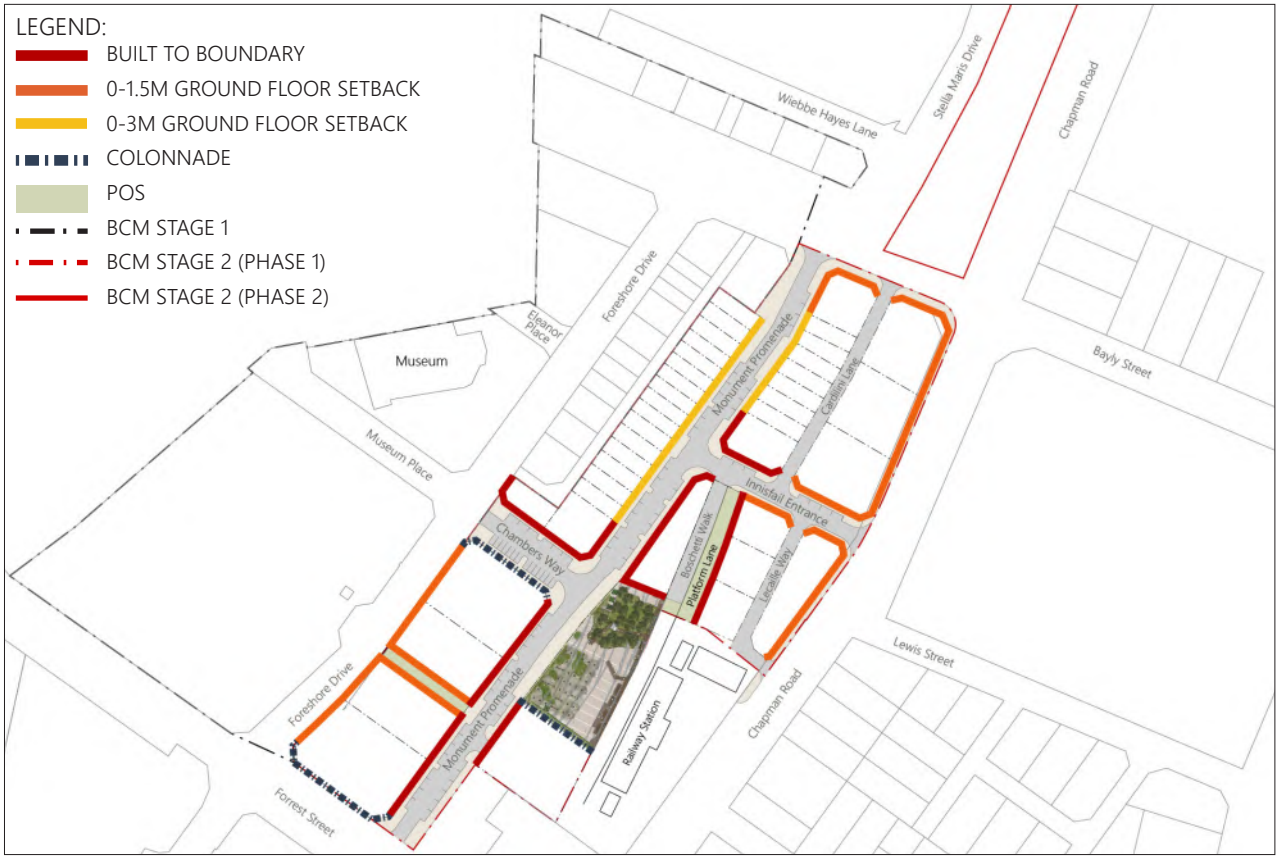


Figure 13: **Setbacks**

3.3 DEVELOPMENT FRONTAGES

Through considering building design, the orientation and location of street level activity and visual connections between internal areas of buildings and the adjacent public realm, all contribute to a sense of liveliness, creating interest and attractive public places.

Making frontages 'active', adding interest, life and vitality to the public realm means:

- the primary pedestrian corridors that buildings must respond to;
- providing frequent doors and windows, with few blank walls;
- having narrow frontage buildings, giving vertical rhythm to the street scene;
- high quality materials and refined details; and
- strong visual connection between internal spaces and the adjacent public realm.

Where frontages are defined as 'semi-active', which includes residential frontage, this means:

- passive surveillance through the direction of windows and building openings onto all other streets and public spaces;
- few blind or passive facades;
- some depth and modelling in the building facade; and
- good quality materials and refined details.

Objectives:

- Buildings to address the street and public realm along Station Square, Chambers Way and Monument Promenade.
- Ensure appropriate levels of activation to address the adjacent public realm that correlates to the overall character and sense of place.

Development Controls:

- Active Frontages shall be in accordance with Figure 14.
- Servicing and access shall not be permitted along building edges designated as active.
- Large areas of blank wall will not be accepted on the primary street frontage or where visible from the street or other public space.
- Where walls without glazed penetrations are unavoidable, other design features must be incorporated, such as colour and texture variation.

Design Guidance:

- Façade openings are recommended to maximise connections to all public spaces.

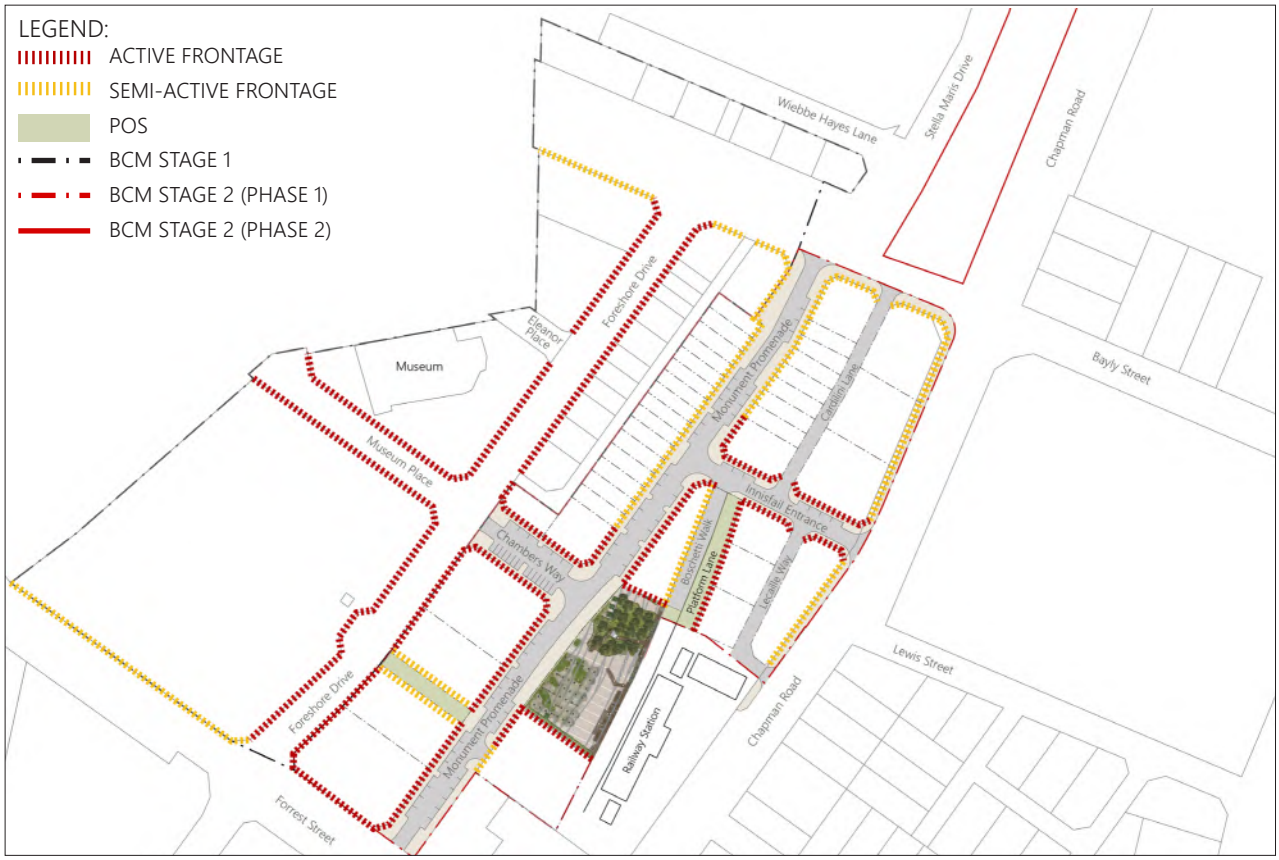


Figure 14: **Active Frontages**

3.4 FLOOR LEVELS

Objectives:

- To ensure that floor levels and entrances to buildings meet appropriately with the ground floor plain of the adjoining public realm.
- Ensure appropriate activation and natural surveillance of the ground plane.

Development Controls:

- The lowest occupied floor level on Monument Promenade and Station Square shall be no more than 100mm above ANGL to enable floor levels to connect directly with the public realm.
- Changes in level across development sites are to be accommodated within the ground floor built form.
- New development fronting directly onto the railway platform shall provide a seamless connection between ground floor level and public amenity along the platform (Figure 15).
- The ground floor level of development fronting Foreshore Drive and Chapman Road shall be no more than 1.2m above the average natural ground level which allows a step up from the street level, therefore, accommodating potential under-croft car parking without the floor/door being separated from street level activity.

Design Guidance:

- Universal access should be considered with regard to building entrances.

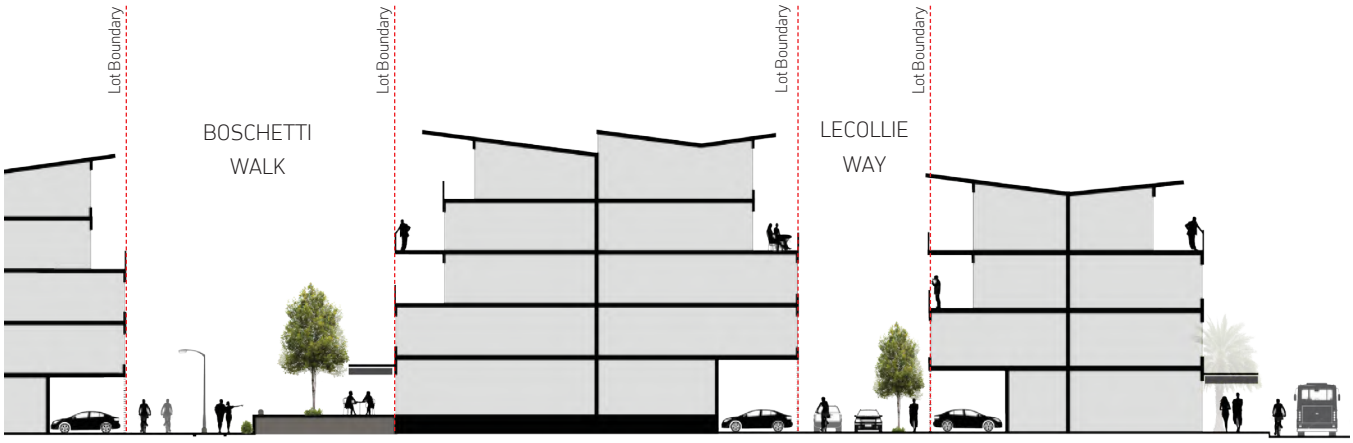


Figure 15: **Section 1 - Changes in building height for development fronting the railway platform**

4.0 ENVIRONMENTAL DESIGN

4.1 SOLAR ACCESS & VENTILATION

Building design throughout BCM should respond to Geraldton's coastal environment and conditions by offering protection from the sun and prevailing winds to create a micro-climate (Figure 16).

Objectives:

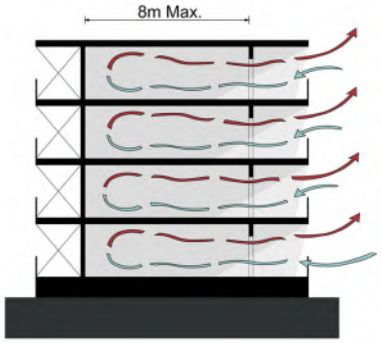
- Ensure that the design of buildings creates comfortable internal and external environments for its occupants.
- Incorporate passive solar design principles to optimise cross ventilation, solar gain in winter and protection from heat gain in summer.

Development Control:

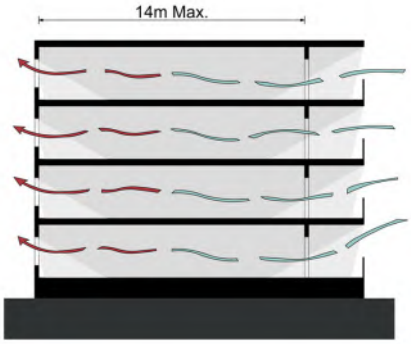
- All buildings shall optimise solar passive design through orientation of openings and living zones to the north.

Design Guidance:

- Single aspect apartments with a depth of no greater than 8m will ensure adequate ventilation and daylighting to apartment back walls.
- Dual aspect apartments benefit from the opportunity for cross-ventilation through the apartment, increasing the maximum apartment/building depth up to 14 metres, beyond which both become difficult to achieve.
- An enhanced ceiling height, greater than 2.5m may enable adequate daylighting and ventilation for greater apartment depths.
- Adjacent building envelopes or development should be taken into account when considering solar access to residential units.



Example - Cross-ventilation within single aspect apartment



Example - Cross-ventilation through dual aspect apartment

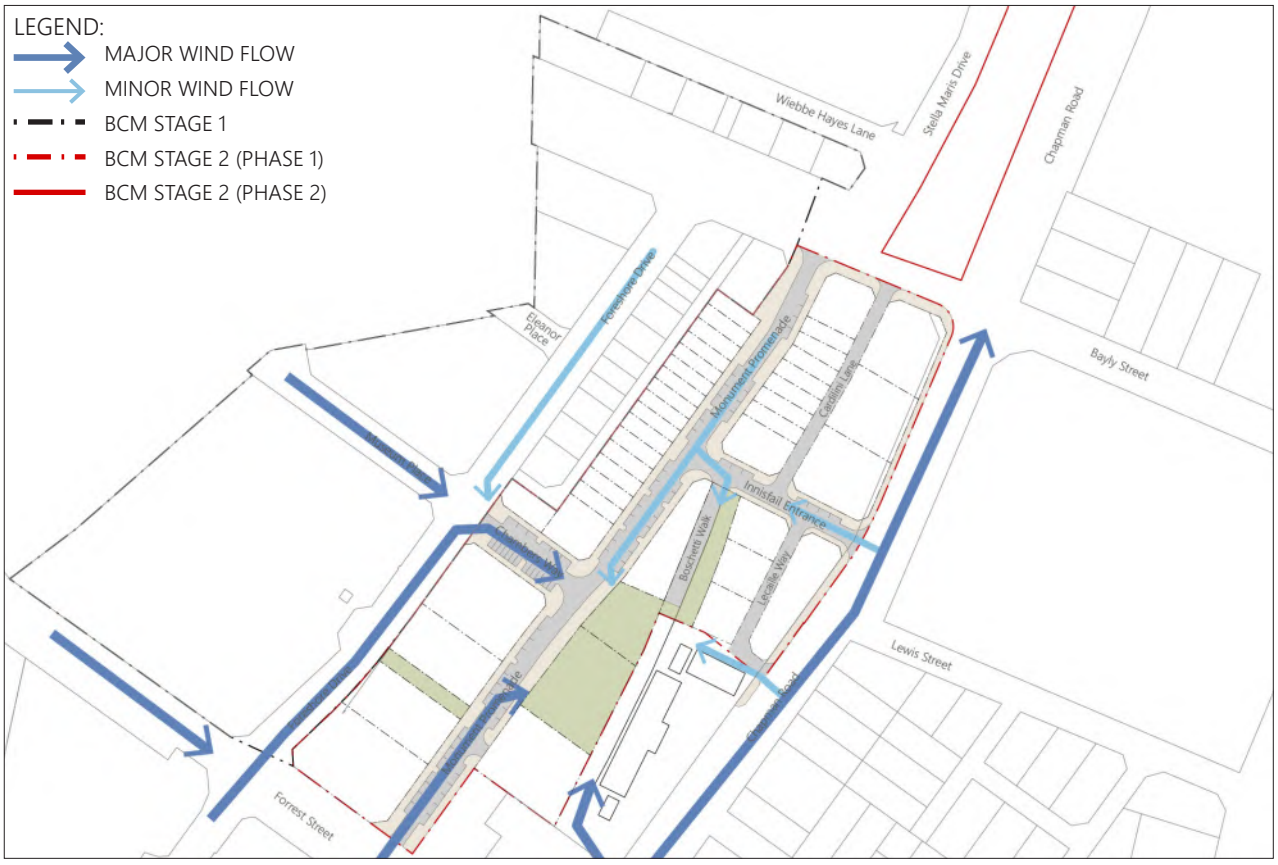


Figure 16: **Micro-climate**

4.2 OVERHANGS AND SHADING

The use of awnings, balconies and street trees create visual interest to the precinct and a comfortable experience for pedestrians, essential to establishing a vibrant and activated place that encourages walking and participation in public life.

Objectives:

- To provide a variety of verandas, balcony and awning types to facilitate a high-level pedestrian environment.
- Encourage weather protection through the provision of cantilevered verandas (where permitted), canopies or awnings.
- Minimise heat gain and optimise solar passive design.

Development Controls:

- North facing balconies shall all be provided with a fixed or moveable shading device.
- Minimise heat gain through all East and West facing openings by providing adequate shade.
- Awnings and canopies shall be provided along the frontages of buildings where ground floor retail and commercial uses occur, providing continuous cover to pedestrian walkways within designated areas.
- Structurally cantilevered awnings, verandas and balconies are permitted to extend into the street space (footpath or verge) at a minimum depth of 2.5m, providing a clearance height of between 3.0m and 4.5m (Figure 17).
- Street shading and overhangs must be considered in tandem with public infrastructure and street trees to ensure appropriate integration and lighting for effect and security.

Design Guidance:

- Awnings with large overhangs should be provided over significant openings on the north, east and west to shade outdoor areas.
- Discretion may be applied for south facing façades; however visual interest and articulation of built form will be required.
- Screens and awnings should inform the architecture in both form and materiality.

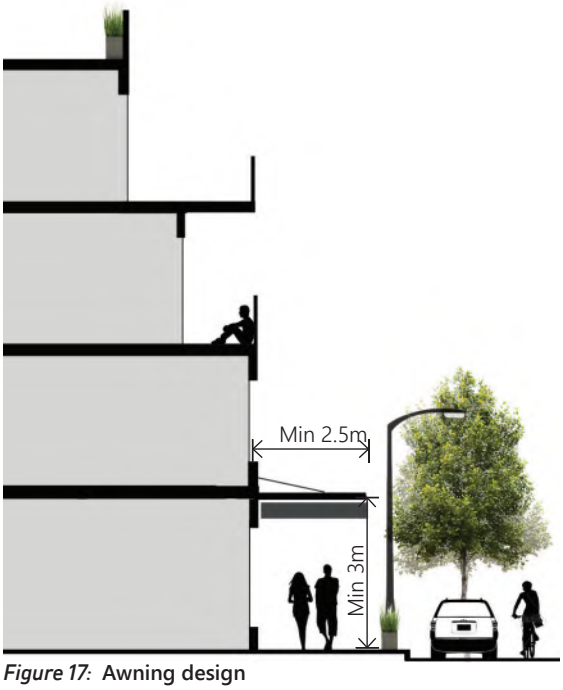


Figure 17: **Awning design**

Example - Awnings and Alfresco Area

Example - Screens to improve visual privacy

4.3 ACOUSTIC PRIVACY

A high standard of acoustic and visual privacy is required for the amenity of residential uses.

Objective:

- Encourage the use of construction materials and techniques that reduce noise transmission between buildings. Sound insulation is particularly relevant to the conditions experienced within a mixed-use environment.

Design Control:

- Acoustic treatment of machinery such as air conditioning, lifts and mechanical services to commercial uses is required.

Design Guidance:

- Equipment should be located, enclosed and acoustically treated to ensure acceptable noise levels are achievable.

Example - Screening of Services

4.4 BUILDING SERVICES

Careful consideration is required when determining the location of services. It is important to minimise the visual impact these areas can have on the character of an area, particularly when adjacent to the public realm.

Objective:

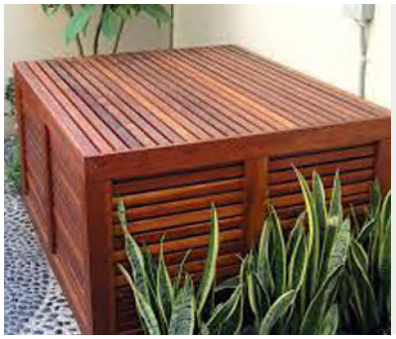
- Service areas (including external storage and rubbish) are visually and acoustically screened from public view.

Design Controls:

- Services, including satellite dishes, air conditioning units, solar collectors and other plant and equipment, shall be located to minimise visual and acoustic impact on neighbouring properties and the public realm.
- All piped and wired services, vents, clothes drying areas and hot water storage shall be concealed from the street and public realm (i.e. located to the back of developments or screened).
- Plant must not be visible from the street and must not be visible below the roof line of buildings with street facing elevations.
- Meters must be contained within development lots, screened and integrated in the overall development.
- Storage areas, service areas and any ancillary equipment shall be screened from public view.

Design Guidance:

- Solar panels and solar water systems may be visible only where they are located in the same plane as the roof and there is not alternative location that can offer a similar level of solar efficiency.
- Service doors and other utilitarian features should be located away from street frontages and treated to reduce their visual impact.
- In general, lot services are located within easements adjacent to rear laneways.



Example - Screening of Services

4.5 GROUNDWATER MANAGEMENT

Historically, the area within BCM2 was used as part of the Western Australian government railway marshalling yard. Site investigations and remediation by GHD in 2013 and 2015 have indicated that the lots are suitable for residential development and/or commercial developments with appropriate restrictions and controls on Site development.

The restrictions and controls on Site development relate to limiting access to groundwater (not suitable for drinking/irrigation) and limiting contact to soils (to reduce exposure risks) which applies to all lots.

In response to the need to alleviate groundwater contamination risks, Figure 22 outlines the lots (30-36, 29, 37-40 in yellow) which will be directly connected to the centralised stormwater management system to avoid infiltration of surface water into the groundwater system. All other lots will be expected to retain and infiltrate stormwater on-site (blue), excluding Lots 1-16 (red), which are to be connected to the existing external drainage system.

Further guidance on stormwater connections and landscaping requirements is provided in Section 7.0 Lot Specific Requirements.

Objective:

- Limit the possible risk of impacts to human health and environment derived from soil and/or groundwater contamination within the vicinity of the development area.

Development Controls:

- The development of lots shall be consistent with Figure 18, Stormwater Management systems.
- Memorials on Certificates of Title indicate restrictions on the access to groundwater.

Figure 18: **Stormwater Management Systems**

4.6 WATER SENSITIVE URBAN DESIGN

Water Sensitive Urban Design (WSUD) principles integrated with the Landscape Design should be employed throughout the site to manage stormwater run-off from driveways, open space and parking. The purpose of this is to address water availability issues within the City of Greater Geraldton.

With the identification of site contamination impacts, lot specific requirements are outlined in Section 5.0 with further detail provided in the Station Square at Batavia Coast Marina, Urban Water Management Plan, 2015.

Objectives:

- Protect waterway health by minimising pollutant runoff.
- Provide a range of stormwater management options for development, including landscape alternatives.
- Maximise the benefits of stormwater collection and water conservation.
- Promote use of green infrastructure to improve liveability and reduce urban heat effect.
- Maximise the percentage of pervious surfaces to direct stormwater into bio-filtration system / urban wetland within the site.
- Ensure ongoing water quality within the urban wetland.

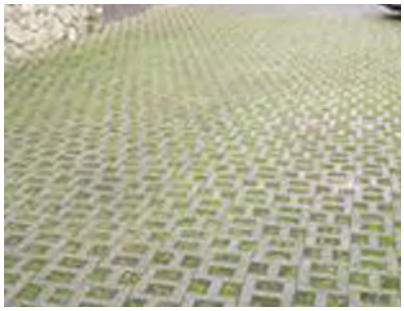
Development Controls:

- For lots directly connected to the centralised stormwater management system, consideration shall be given to the quality of storm water disposal having a direct impact on the quality of urban wetland. The following strategies are recommended:
  - Use of planting with low water and nutrient requirements.
  - Minimise the use of fertilisers and pesticides within landscaped areas.
  - Installation of information signage to inform users and the community of the connection between local stormwater drainage and the Station Square Urban Wetlands.
- All other lots not directly connected to the centralised or external drainage system are required to provide on-site retention to the approval of the City. This can be achieved in a variety of ways including (but not limited to):
  - Integration of green roofing
  - 30kL rainwater tank for on-site non-potable use
  - Permeable paving surfaces
  - Rain gardens
  - Underground soakage devices

Design Guidance:

- Consider the integration of Green/ living walls to capture, detain and treat rainwater before it enters the drainage system.
- Consider rainwater tanks for the collection of non-potable stormwater for irrigating gardens and washing cars.

Example - Information Signage within public realm


Example - Permeable Paving


Example - Green roof


Example - Rain Gardens

5.0 LOT SPECIFIC REQUIREMENTS

In addition to the general development controls and guidelines outlined in previous sections, each lot also has additional development requirements.

5.1 SUBDIVISION

Further subdivision of the lots will not be supported in the BCM development, however, built strata arrangements may be considered at the discretion of the City.

5.2 ADDITIONAL CRITERIA FOR HEIGHT BONUSES

Given the iconic nature and significant public investment in the development of the BCM, additional height is encouraged in accordance with the Building Heights plan (Figure 11).

Objectives:

- Ensure that adequate development opportunities exist to meet the floor space demands of various activities, and to ensure their efficient arrangement.
- Achieve design standards of a very high order.
- Offer market incentives for actions which contribute to achieving other objectives of these design guidelines.

Development Control:

- For the City to consider development that proposes additional heights, the applicant will pay due regard to Additional Criteria for Height Bonuses in the CCPP, and meet (as a minimum, but preferably exceed) those design guideline standards applicable to the individual site.

Design Guidance:

The following criteria for additional height (as prescribed in the CCPP) are not considered applicable or have either been met through the development of Station Square and improvements to the public realm:

- 13.2.1 – provision has been made for pedestrian and public access via the road layout, arcade style development and retention of the railway platform.
- 13.2.11 and 13.2.21 – minimum lot size is not applicable.
- 13.2.12 – buildings may have their main axis running parallel to the foreshore (i.e. running NW – SE) given the road layout of the site.
- 13.2.13, 13.2.14, 13.2.16, and 13.2.27 – no restriction on built form percentage.
- 13.2.17 – The provision of Station Square and the public realm improvements have satisfied this criteria.

Other applicable criteria will need to be met by the developer.

5.3 KEY BUILDING ELEMENTS

Lots indicating 'Key Building Elements' should be considered as key elements that will contribute to the urban character and sense of place in BCM.

It requires careful design consideration of:

- Building character in response to history, climate and location;
- Building form viewed from all directions; and
- Pedestrian experience - amenity, detail and scale at ground level.

Development applications must include a response to all these aspects including a 3 dimensional representation of the design.

Figure 19: **Site Plan - Specific Guidelines for Lots 1-40**

5.4 MONUMENT PROMENADE - NORTH (LOTS 1-18)

Lots 1-18 frame part of BCM's residential fringe. It is important to increase the number of residents within the precinct to facilitate a vibrant environment for the local community. Additionally, it assists in providing a finer grain of development transitioning away from the City Centre.

Objective:

- To integrate permanent residential dwellings in order to generate greater activation of the precinct.

Development Controls:

Use

- Lots 1-16 are permanent single residential lots (RAC3 as per the Scheme) with additional studio units encouraged above garages fronting the rear lane.
- Lots 17-18 will comprise permanent multiple residential apartments (minimum R60) with provision for a corner cafés on the ground floor to activate frontages along the Museum to Monument Link (Figure 20).

Building Envelope

- Lots 17-18 are to be designed at a maximum of 4 storeys, stepping down to 3 storeys for lots 1-16.
- A residential roof terrace (or green roof) on the fifth storey is permissible.
- Loft spaces or attic spaces within the maximum building height are permissible.
- Studio apartments may be built over parking garages fronting the rear lane.
- Habitable rooms of residential dwellings on ground floor levels (lots 1-16) shall have a minimum floor to ceiling height of 3.3m to ensure their long term adaptability for other uses.
- Cafes and restaurants on the ground floor levels shall provide for greater minimum ceiling heights of 4m to allow for additional servicing needs. (Figure 21).

Setbacks and Built Form

- Single residential dwellings within lots 1-16 shall provide setbacks between 0-3m along Monument Promenade.
- 0m setback shall be provided to lots 17 and 18.
- A pedestrian arcade (minimum of 3m) shall be provided for lot 18 to create visual linkages between Chambers Way and the rear access lane (Figure 20).
- Balconies, major openings and living spaces shall address the street.
- Where practicable every residence should have direct access from a living space to a northerly facing outdoor living area of minimum dimension 2.5m and 10sqm area.
- Floors above podium height (12 metres) shall be setback a minimum of 3 metres from the lot boundary.
- Ground level garages to the rear of dwellings shall provide a 1 metre setback from the boundary to provide sufficient space for services and to avoid visually unattractive narrow lanes.

Parking

- Vehicle access is only permitted from the Right of Way to the rear of lots 1-18.
- Vehicle crossovers shall not be permitted on Chambers Way and Monument Promenade.

Stormwater Management

- Lots 1-16 are required to be directly connected to the centralised stormwater management system.
- Lots 17 and 18 are not connected to the centralised stormwater system, therefore, these lots will require on-site infiltration of stormwater.

Landscape Treatment

- Rear courtyards are required to have hard landscaping with raised planter beds to avoid direct contact with soils.
- Fencing and gates in front of buildings shall be preferably 900mm high.

Design Guidance:

Building Envelope

- Ceiling heights of habitable rooms within residential apartments above ground floor levels should be a minimum of 2.7m to help achieve good daylight access and natural ventilation (Figure 21).

Setbacks and Built Form

- Occasional breaks in awnings may be required along both Chambers Way and Monument Promenade to accommodate tree planting within the footpath.

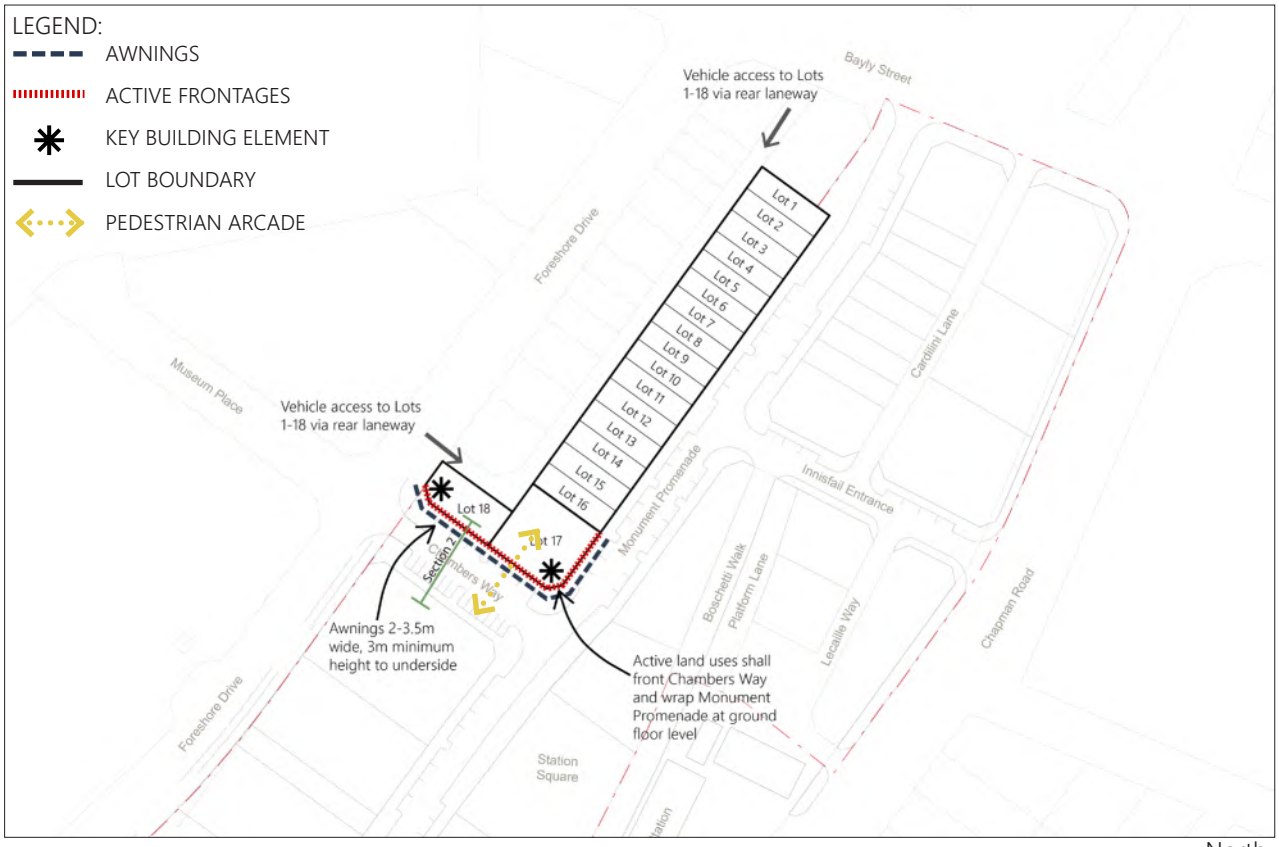


Figure 20: **Site Specific Guidelines Lots 1-18**

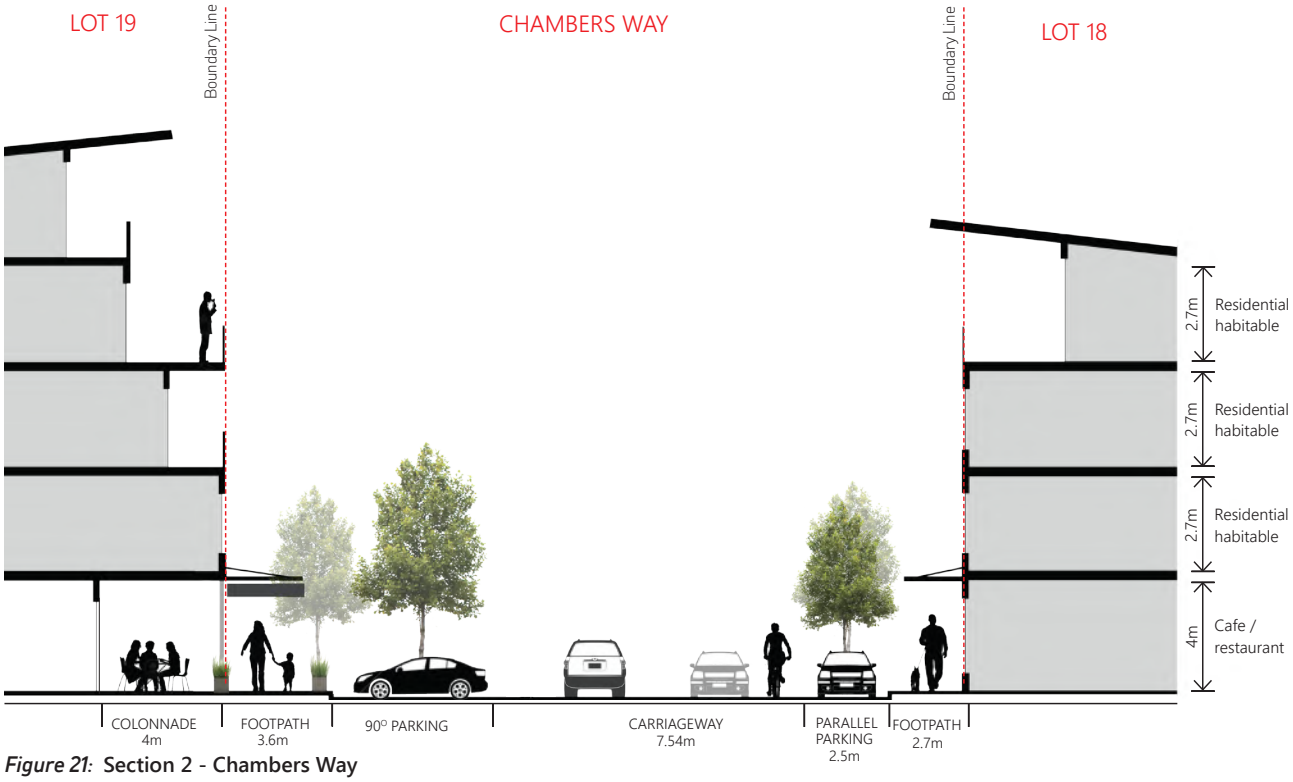


Figure 21: **Section 2 - Chambers Way**

5.5 MONUMENT PROMENADE -SOUTH (LOTS 19-22)

Lots 19-22 have rear access from Foreshore Drive. A pedestrian access way is located between Foreshore Drive and Monument Promenade, providing frontages to residential dwellings and a secondary linkage between the Marina and Main Street environment.

Objectives:

- Provide an entry statement into the BCM precinct, linking the town centre and Marina development.

Development Controls:

Use

- Lots 19 and 22 are envisaged as mixed use buildings, supporting ground level retail, entertainment, civic and community uses with a mix of office, commercial, residential or tourist accommodation above.
- Active frontages are required at ground level along Monument Promenade, Chambers Way, Forest Street and parts of Foreshore Drive.
- Lots 20 and 21 shall have permanent multiple residential apartments (R80 minimum). The residential built form shall contribute to the main street environment.

Building Envelope

- Lots 19-22 have a maximum height of 5 storeys with a minimum 3m setback from the podium building edge on the fourth level.
- A residential roof terrace (or green roof) on the sixth storey is permissible.
- Retail and commercial floor to ceiling heights on ground floor and first floor levels (lots 19 and 22) shall be a minimum 3.5m. Cafes and restaurants on the ground floor shall provide for greater minimum ceiling heights of 4m to allow for additional servicing needs.
- Habitable rooms of residential apartments on ground floor levels (lots 20 and 21) shall have a minimum floor to ceiling height of 3.3m to ensure their long term adaptability for other uses (Figure 23).

Setbacks and Built Form

- Ground level street frontages to Monument Promenade shall have a 0m setback from the lot boundary.
- Ground level street frontages to Foreshore Drive shall have a 0-1.5m setback from the lot boundary.
- Where side boundaries front onto the Public Access Way (P.A.W.) in lots 20 and 21, setbacks for building envelopes shall be between 0-1.5m. Outlook to the access way from habitable rooms is required.
- Residential dwellings on the corners of Foreshore Drive and Marine Terrace are required to wrap active frontages with outlook from habitable rooms.
- Where practicable every residence should have direct access from a living space to a northerly facing outdoor living area of minimum dimension 2.5m and 10sqm area.
- A 4m wide colonnade shall be provided to the northern boundary of Lot 19 to reinforce the Museum to Monument Link and to provide protection from the elements (Figure 21 and 22).
- A 4m wide colonnade shall be provided to the southern boundary of Lot 22 to provide protection from the elements.
- Podium height of buildings along Foreshore Drive may be increased to 5 storeys (20m) to transition with the existing development at Batavia Coast Marina.

Parking

- Vehicle access shall only be permitted from Foreshore Drive.
- Combined access must be provided for lots 22 and 21 as well as lots 20 and 19 from Foreshore Drive.
- Vehicle crossovers shall not be permitted on Monument Promenade.
- Car parking shall be sleeved by active frontages on the ground floor level to ensure continuous building frontages to all streets.

Stormwater Management

- Lots 19-22 are required to retain and infiltrate stormwater on-site.

Landscape Treatment

- Fencing and gates in front of buildings shall be preferably 900mm high.

Design Guidance:

Building Envelope

- Ceiling heights of habitable rooms within residential apartments above ground floor and first floor levels should be a minimum of 2.7m to help achieve good daylight access and natural ventilation (Figure 23).

Setbacks and Built Form

- Occasional breaks in awnings may be required along both Monument Promenade and Foreshore Drive to accommodate tree planting within the footpath.

Parking

- Provision can be made for parking bays within internal courtyard space (Figure 23).

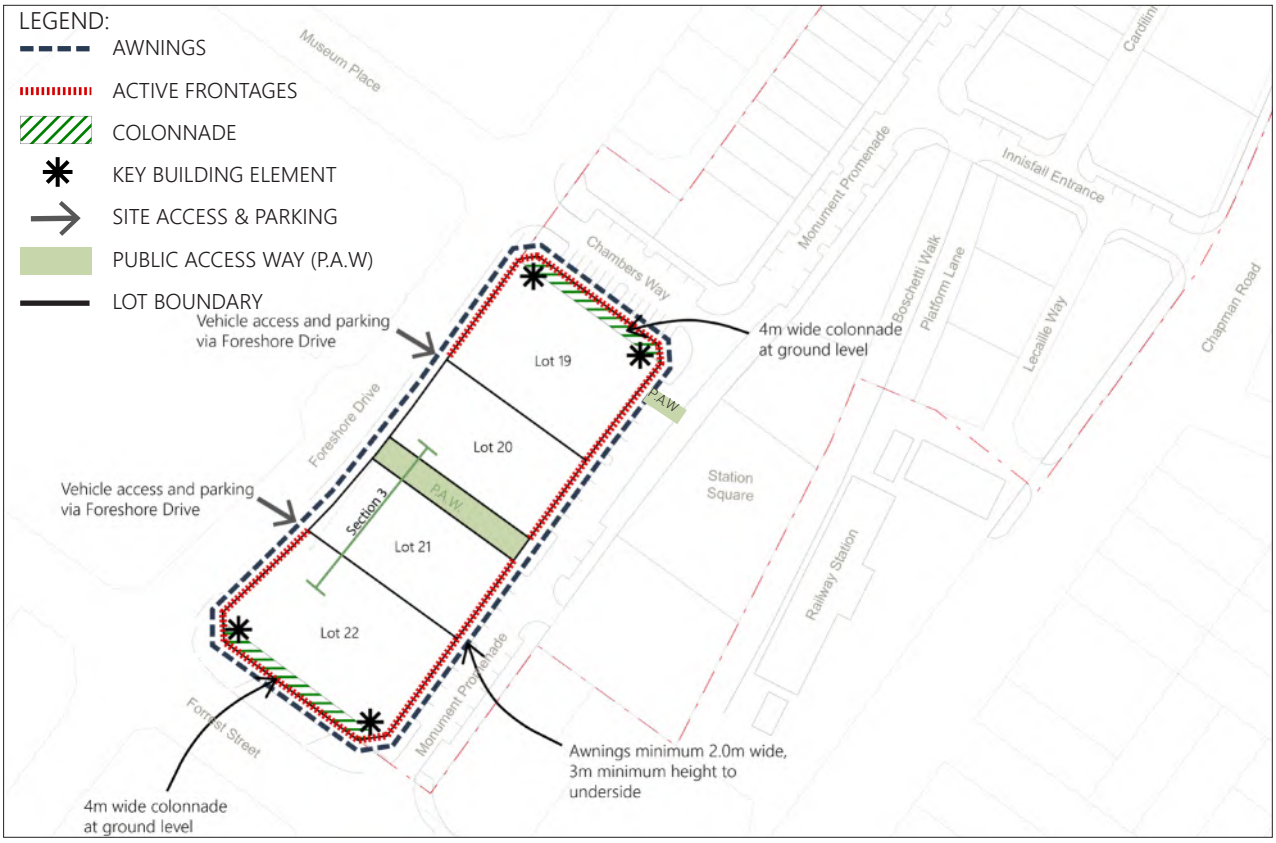


Figure 22: **Site Specific Guidelines Lots 19-22**

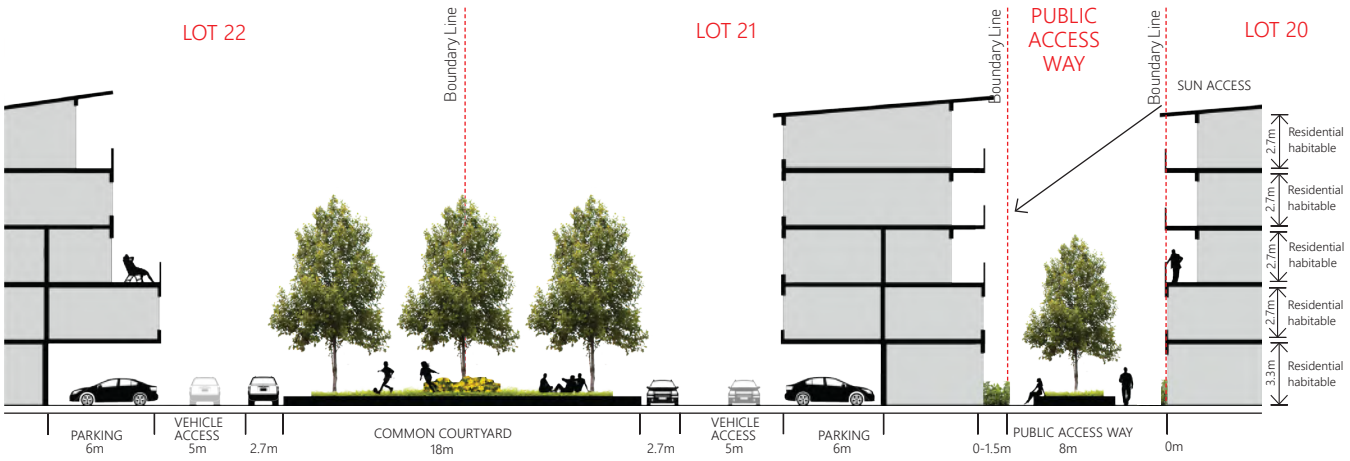


Figure 23: **Section 3 - Example internal parking courtyard sleeved by active frontages**

5.6 STATION SQUARE (LOT 23)

Lot 23 abuts Station Square and the Railway Station which are key elements of the precinct. Activation of these interfaces is important in maximising the level of activity within the public realm.

Objectives:

- Provide a seamless integration with Station Square, ensuring buildings provide an appropriate response to the adjacent Railway Station and public realm that corresponds to the overall character and sense of place.

Development Controls:

Use

- Lot 23 will comprise a mix of uses such as cafés, restaurants and retail at ground level providing active edges to Station Square and Monument Promenade with upper levels supporting uses such as offices, residential and tourist accommodation.
- A 4m alfresco area shall be provided overlooking Station Square to enhance activation of the Square (Figure 24).

Building Envelope

- The building envelope for lot 23 is a maximum of 5 storeys with a 3m setback from the podium building edge on the fourth floor.
- A residential roof terrace (or green roof) on the sixth storey is permissible.
- Retail and commercial floor to ceiling heights on ground floor and first floor levels shall be a minimum 3.5m. Cafes and restaurants on the ground floor shall provide for greater minimum ceiling heights of 4m to allow for additional servicing needs (Figure 25).

Setbacks and Built Form

- Balconies, major openings and living spaces shall address Station Square and Monument Promenade providing passive surveillance to the public open space.
- Ground floor frontages should have a 0m setback to Monument Promenade and Station Square.
- The building is to accommodate a 4m wide colonnade at ground level, fronting Station Square, to provide additional protection from the elements.
- Where practicable every residence should have direct access from a living space to a northerly facing outdoor living area of minimum dimension 2.5m and 10sqm area.

Parking

- Vehicle access is permitted from Monument Promenade (Figure 24).
- Parking shall be contained on site and sleeved by active frontages, screened from public view.

Stormwater Management

- Lot 23 is required to retain and infiltrate stormwater on-site.

Design Guidance:

Building Envelope

- Ceiling heights of habitable rooms within residential apartments above ground floor and first floor levels should be a minimum of 2.7m to help achieve good daylight access and natural ventilation (Figure 27).

Setbacks and Built Form

- The treatment of the façade fronting Station Square should display an appropriate scale, rhythm and proportion of elements in relation to the existing heritage listed railway station.
- It is recommended that detailing of façade elements make reference to the historical aesthetic of the shed form, previously located on the site (see Photo below).
- Clearly define building entries with awnings, recesses or projecting bays incorporating balcony types that respond to street and building orientation are encouraged.

Landscape Treatment

- Integration of a trellis structure to the frontage of Station Square should be designed to support creeper and vertical greening (see adjacent image).

Photo - Railway service sheds previously on site

Figure 24: **Site Specific Guidelines Lot 23**

Figure 25: **Section 4 - Station Square**

Image: Shade structures supporting vertical greening *Source: Realm Landscape Concept Report*

5.7 STATION SQUARE (LOTS 24-27)

Lots 25-27 abut the existing railway station platform which is intended as a key pedestrian link connecting Station Square through to the Museum to Monument Link. This area becomes an extension of Station Square providing for high quality public amenities.

Objectives:

- Provide a seamless integration of the public realm linked to Station Square.
- Contribute to the activation of the public realm forming a key link along the Museum to Monument Walk.

Development Controls:

Use

- Lots 25-27 will comprise a mix of uses with restaurants, retail and café uses to provide activation at ground levels abutting the railway platform. Upper levels will comprise a mix of artisan/craft studios, offices, tourist accommodation or residential uses.
- Lot 24 will comprise a mix of uses supporting ground level retail and commercial uses with residential apartments above.

Building Envelope

- The building envelope to lots 24-27 is a maximum 5 storeys with a 3m setback from the podium building edge on the fourth floor.
- A residential roof terrace (or green roof) on the sixth storey is permissible.
- The finished ground floor level to lots 25-27 are required to meet with the railway platform, providing a seamless connection between ground floor uses and public amenity along the platform (Figure 27). Detailing of the threshold connection are required to meet Australian Standards for (disabled) access.
- Retail and commercial floor to ceiling heights on ground floor and first floor levels shall be a minimum 3.5m. Cafes and restaurants on the ground floor shall provide for greater minimum ceiling heights of 4m to allow for additional servicing needs (Figure 27).

Setbacks and Built Form

- A setback of 0m is required for ground floor frontages to Monument Promenade and the constructed ephemeral wetland, as well as lots 25-27 fronting the railway platform.
- A 4m alfresco area shall be provided along the existing platform to enhance activation of the lane.
- Upper level façades to the rear of lot 24 are to provide for outlook onto the rear laneway.
- Where practicable every residence should have direct access from a living space to a northerly facing outdoor living area of minimum dimension 2.5m and 10sqm area.
- Balconies and living spaces shall address and overlook the streetscape and public realm.

Parking

- Parking and access for lot 24 is only permitted from Boschetti Walk, to the rear of the development (Figure 26).
- Parking and access for lots 25-27 is permitted from Lecaille Way at the rear of the development.

Stormwater Management

- Lots 24-27 are required to retain and infiltrate stormwater on-site.

Design Guidance:

Building Envelope

- Ceiling heights of habitable rooms within residential apartments above ground floor and first floor levels should be a minimum of 2.7m to help achieve good daylight access and natural ventilation (Figure 27).

Setbacks and Built Form

- The detailing of crossover between the existing railway platform and new built structure should not detract from the integrity of the existing platform.
- Buildings fronting the railway platform should provide for occasional breaks in awnings to accommodate tree planting central to the platform.

Parking

- Car parking to the rear of lot 24 can have a significant impact on the appearance and amenity of the public realm fronting lots 25-27. Figure 27 provides an example of screening to ground level parking and services to mitigate any negative impacts on the streetscape and public amenity.

Figure 26: **Site Specific Guidelines Lots 24-27**

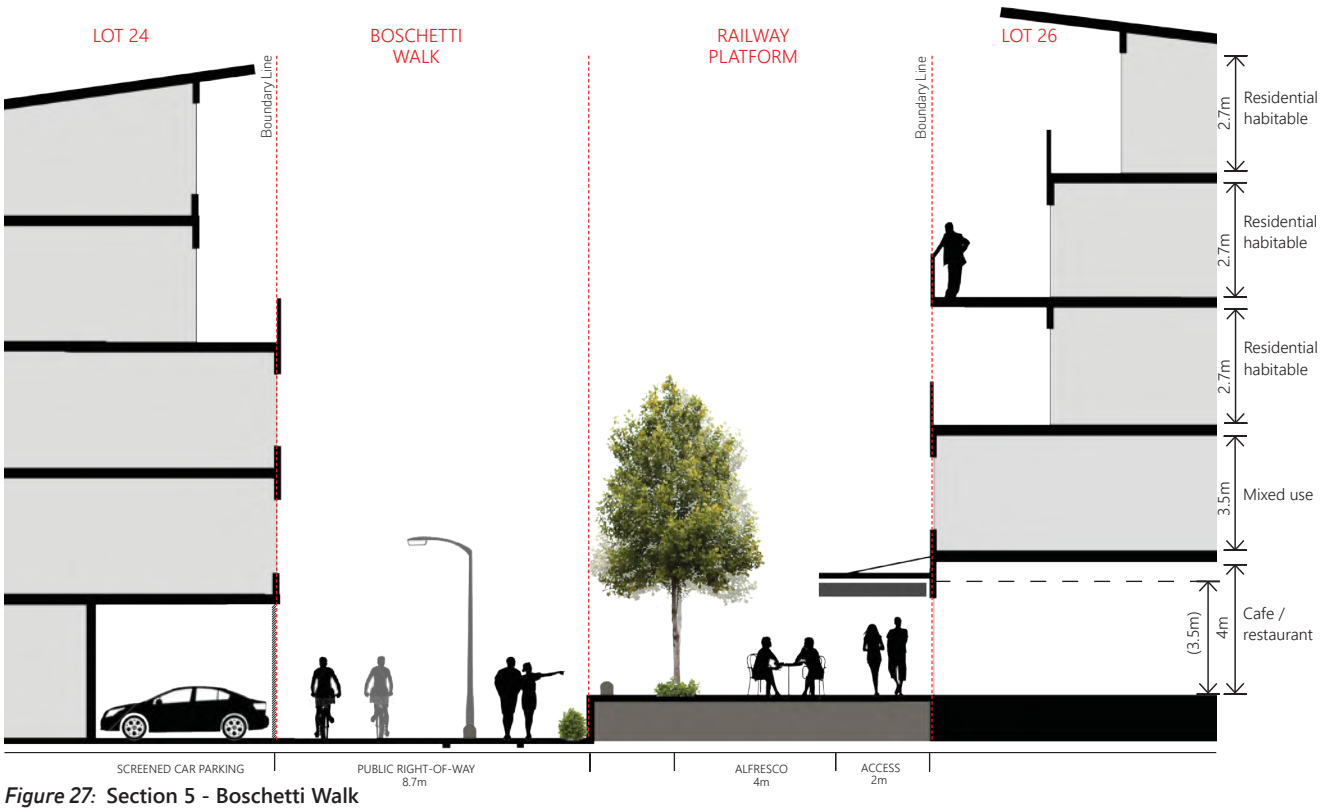


Figure 27: **Section 5 - Boschetti Walk**

5.8 MONUMENT PROMENADE - NORTH (LOTS 29-37)

Lots 29 and 37 accommodate mixed-use buildings with residential apartments above, framing part of the important Museum to Monument pedestrian link, while residential Lots 30-36 facilitate a vibrant environment to support the local community.

Objectives:

- To integrate permanent residential dwellings in order to generate greater activation of the precinct.

Development Controls:

Use

- Lots 30-36 are permanent single residential lots with studio units encouraged above garages fronting the rear lane.
- Lots 29 and 37 will comprise multiple residential apartments (minimum R60) with provision for corner cafés on the ground floor to activate primary pedestrian linkages.

Building Envelope

- The building envelope to Lots 30-36 are a maximum of 3 storeys, stepping up to 4 storeys for lots 29 and 37.
- Residential roof terraces on the fourth storey for lots 30-36, and fifth storey for lot 29 and 37 are permissible.
- Loft spaces or attic spaces within the maximum building height are permissible.
- Studio apartments may be built over garages.
- Habitable rooms of residential dwellings on ground floor levels shall have a minimum floor to ceiling height of 3.3m to ensure their long term adaptability for other uses (Figure 29).
- Cafes and restaurants on the ground floor shall provide for greater minimum ceiling heights of 4m to allow for additional servicing needs (Figure 29).

Setbacks and Built Form

- Setbacks to single residential dwellings in lots 30-36 are to be between 1.5-3m along Monument Promenade.
- 0m setback to lot 29 frontages on Monument Promenade and Innisfail Entramce, and 0-1.5m setback to lot 37 frontages on Monument Promenade and Bayly Street.
- Balconies, major openings and living spaces shall address the streetscape.
- Where practicable every residence shall provide direct access from a living space to a northerly facing outdoor living area of minimum dimension 4m.
- Ground level garages to the rear of dwellings shall have a 0-1m setback.

Parking

- Vehicle parking and access is only permitted from Cardilini Lane (Figure 28).
- Vehicle crossovers shall not be permitted on Monument Promenade, Bayly Street or Innisfail Entrance.

Stormwater Management

- Lots 29 to 37 are required to be directly connected to the centralised stormwater management system to avoid infiltration of ground water in the immediate vicinity.

Landscape Treatment

- To further restrict infiltration, private residential courtyards are required to have hard landscaping with raised planter beds to avoid direct contact with soils.
- Fencing and gates in front of buildings shall be preferably 900mm high.

Design Guidance:

Building Envelope

- Ceiling heights of habitable rooms within residential dwellings above ground floor levels should be a minimum of 2.7m to help achieve good daylight access and natural ventilation (Figure 29).

Setbacks and Built Form

- Occasional breaks in awnings may be required along both Monument Promenade and Innisfail Entrance to accommodate tree planting within the footpath.

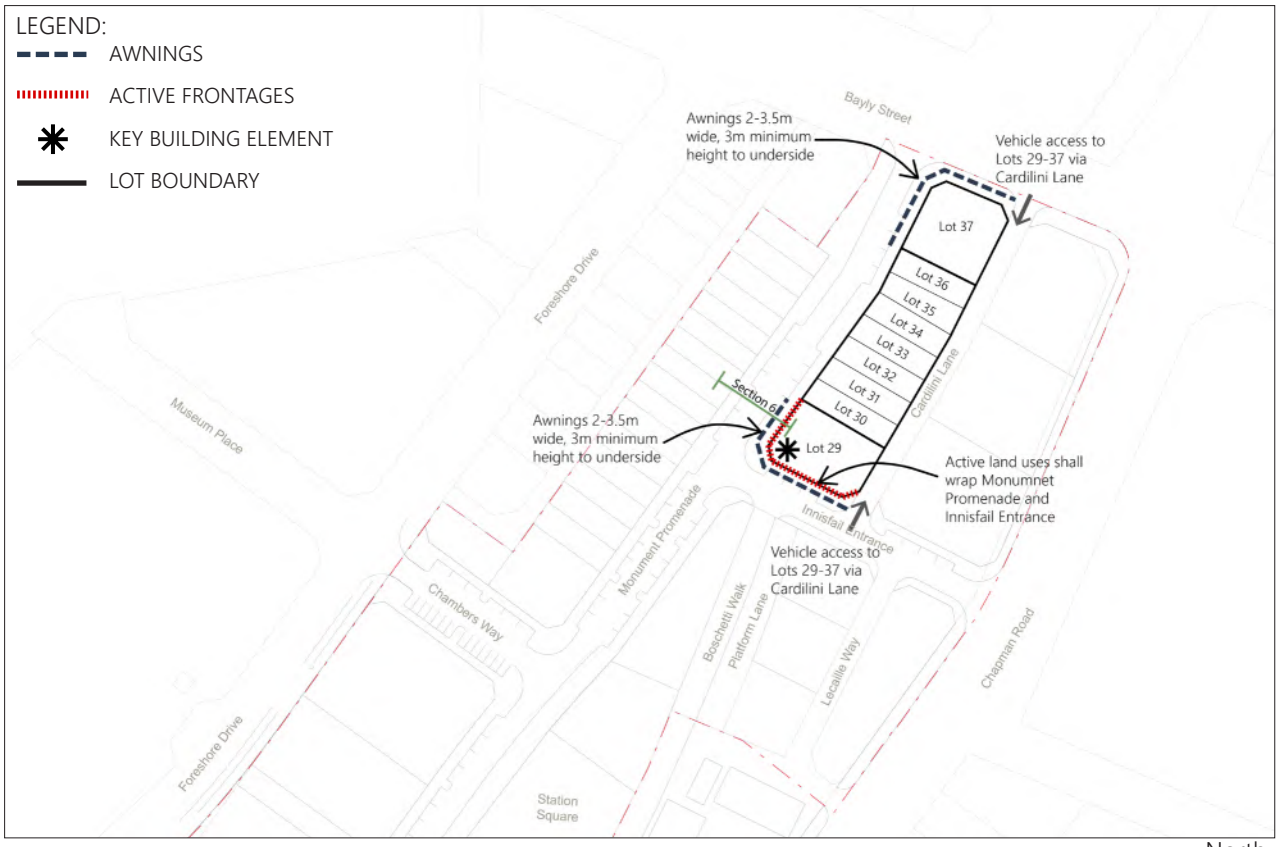


Figure 28: **Site Specific Guidelines Lots 29-37**

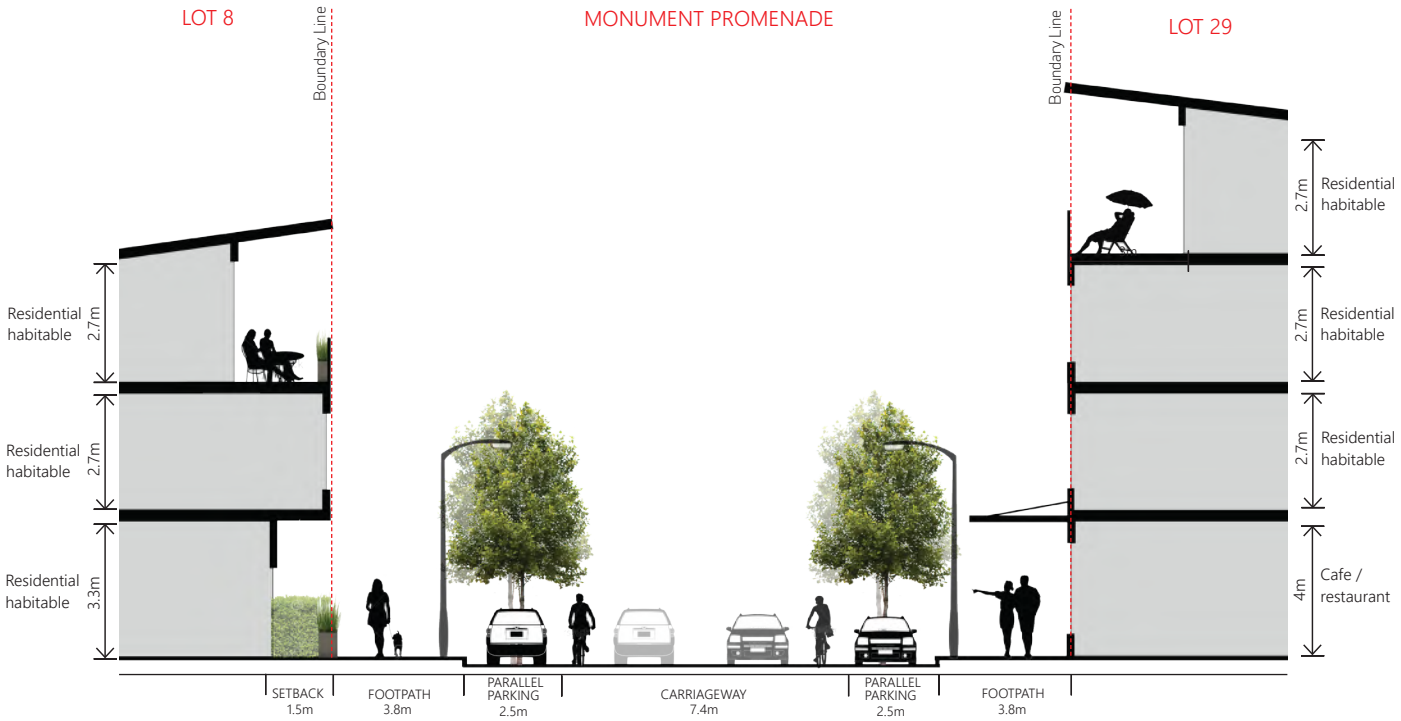


Figure 29: **Section 6 - Monument Promenade (North)**

5.9 CHAPMAN ROAD (LOTS 28, 38-40)

Lots 28 and 38-40 are situated on the eastern edge of the site. The interface with Chapman Road is important and requires improved activation and treatment of façades to accommodate pedestrian movement along this corridor.

Objective:

- Improve reinforce the Chapman Road interface.

Development Controls:

Use

- Lots will comprise a mix of uses supporting ground level office, commercial, community and consulting activities with upper levels integrating residential apartments.

Building Envelope

- The building envelope for lot 28 is to be a maximum of 5 storeys, stepping down to 4 storeys for lots 38-40.
- A residential roof terrace to the fifth storey is permissible.
- Balconies and living spaces shall address and overlook the street.
- Where practicable every residence should have direct access from a living space to a northerly facing outdoor living area of minimum dimension 2.5m and 10sqm area.
- A pedestrian arcade is to be provided through Lot 39 creating visual connections from Chapman Road through to the Cardilini Lane (Figure 30).
- Retail and commercial floor to ceiling heights on ground floor and first floor levels shall be a minimum 3.5m. Cafes and restaurants on the ground floor shall provide for greater minimum ceiling heights of 4m to allow for additional servicing needs (Figure 31).

Setbacks and Built Form

- Ground level street frontages to Chapman Road shall have a setback between 0-1.5m from the lot boundary.

Parking

- Vehicle parking and access is only permitted from Cardilini Lane.
- Vehicle crossovers shall not be permitted on Chapman Road.

Stormwater Management

- Lots 38-40 are required to be directly connected to the centralised external stormwater management system to avoid infiltration of ground water in the immediate vicinity.
- Lot 28 is required to retain and infiltrate stormwater on-site.

Design Guidance:

Building Envelope

- Ceiling heights of habitable rooms within residential apartments above ground floor and first floor levels should be a minimum of 2.7m to help achieve good daylight access and natural ventilation (Figure 27).

Setbacks and Built Form

- Occasional breaks in awnings may be required along Chapman Road to accommodate tree planting within the footpath.

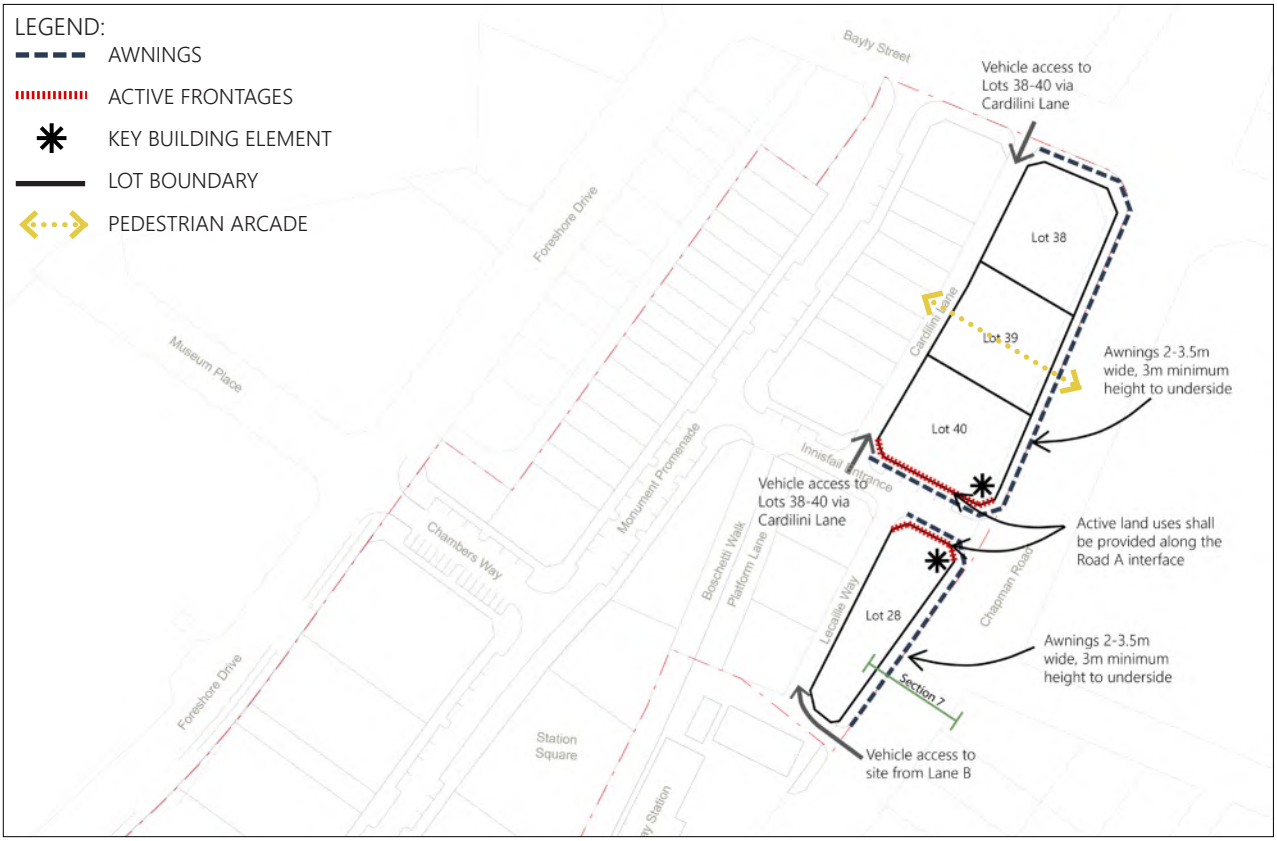


Figure 30: **Site Specific Guidelines Lots 28, 38-40**

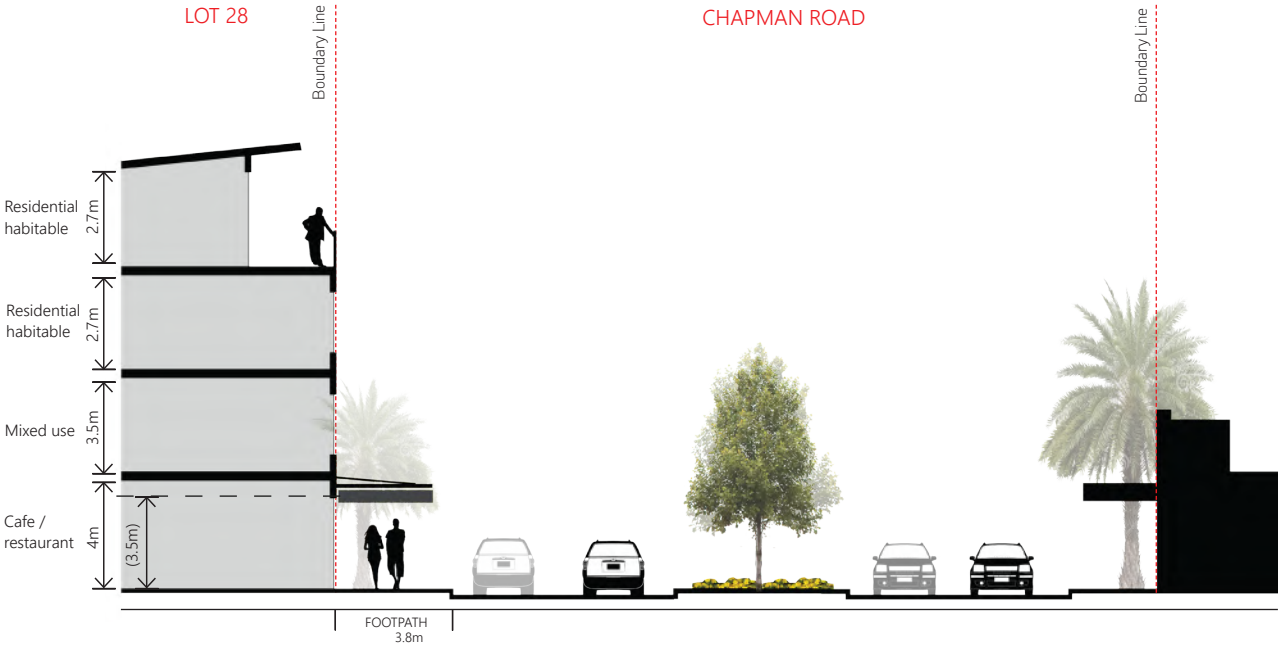


Figure 31: **Section 7 - Chapman Road**

GLOSSARY

ACOUSTIC PRIVACY
A measure of sound insulation between buildings, apartments and communal areas, and between external and internal spaces.

ACTIVE FRONTAGES
A building frontage that adds interest, life and vitality to the public realm. This is achieved via articulation and/or accommodating lively internal uses visible from the adjacent public realm that may spill onto the street.

ADAPTIVE REUSE
The conversion of an existing building or structure from one use to another, or from one configuration to another.

AMENITY
The 'liveability', comfort or quality of a place which makes it pleasant and agreeable to be in for individuals and the community. Amenity is important in the public, communal and private domains and includes the enjoyment of sunlight, views, privacy and quiet. It also includes protection from pollution and odours.

BACK OF HOUSE
Facilities located to the rear of buildings, away from primary pedestrian pathways, inclusive of waste storage, air conditioning units and extractor fans.

BUILDING LINE
The predominant line formed by the main external face of the building. Balconies or bay window projections may or may not be included depending on desired streetscape.

BUILDING HEIGHT
Maximum building envelope heights as defined in the Building Heights Plan.

BUILDING DEPTH
The overall cross section dimensions of a building envelope. It includes the internal floor plate, external walls, balconies, external circulation and articulation such as recesses and steps in plan and section.

CADASTRE
The current sub divisional pattern of a locality on the ground e.g. boundaries, roads, waterways, parcel identifiers and names.

CEILING HEIGHTS
Ceiling height is measured internally from finished floor level to finished ceiling level. The height of a ceiling contributes to the perception of space and amenity within an apartments. Ceiling height is also directly linked to achieving sufficient natural ventilation and daylight access to habitable rooms.

COMMUNAL OPEN SPACE
Outdoor space located within the site at ground level or on a structure that is within common ownership and for the recreational use of residents of the development. Communal open space may be accessible to residents only, or to the public.

COURTYARD
Communal space at ground level or on a structure (podium or roof) that is open to the sky, formed by the building and enclosed on 3 or more sides.

DAYLIGHT
Consists of both skylight (diffuse light from the sky) and sunlight (direct beam radiation from the sun). Daylight changes with the time of day, season, and weather conditions.

DUAL ASPECT APARTMENT
Cross ventilating apartments which have at least two major external walls facing in different directions, including corner, cross-over and cross-through apartments.

FACADE
The external face of a building, generally the principal face, facing a public street of space.

GREEN ROOF
A roof surface that supports the growth of vegetation, comprised of a waterproofing membrane, drainage layer, organic growing medium (soil) and vegetation. Green roofs can be classified as either extensive or intensive, depending on the depth or substrate used and the level of maintenance required.

GREEN WALL
A wall with fixtures to facilitate climbing plants. It can also be a cladded structure with growing medium to facilitate plant growth.

HABITABLE ROOM
A room used for normal domestic activities, and includes a bedroom, living room, lounge room, music room, television room, kitchen, dining room, sewing room, study, playroom, family room and sunroom; but excludes a bathroom, laundry, water closet, pantry, walk-in wardrobe, corridor, hallway, lobby, photographic darkroom, clothes-drying room, and other spaces of a specialised nature occupied neither frequently nor for extended periods, as defined by the BCA.

MIXED USE DEVELOPMENT
Defined in the City of Greater Geraldton LPS No.1

MULTIPLE RESIDENTIAL DWELLINGS
Defined in the R-Codes.

NATURAL CROSS VENTILATION
Natural ventilation which allows air to flow between positive pressure on the windward side of the building to the negative pressure on the leeward side of the building providing a greater degree of comfort and amenity for occupants. The connection between these windows must provide a clear, unobstructed air flow path. For an apartment to be considered cross ventilated, the majority of the primary living space and n-1 bedrooms (where n is the number of bedrooms) should be on a ventilation path.

NON-HABITABLE ROOM
A space of a specialised nature not occupied frequently or for extended periods, including a bathroom, laundry, water closet, pantry, walk-in wardrobe, corridor, hallway, lobby, clothes-drying room, as defined in the BCA.

ON-GRADE
On ground level.

PODIUM
The base of a building upon which taller elements are positioned.

POTABLE WATER
Water which conforms to Australian Standards for drinking quality.

PRIVATE OPEN SPACE
Outdoor space located at ground level or on a structure that is within private ownership and provides for the recreational use of residents of the associated apartment.

PUBLIC OPEN SPACE
Public land for the purpose of open space and vested in or under the control of a public authority.

SEMI ACTIVE FRONTAGES
May include a few blind or passive facades but is composed of quality materials and refined detail. This includes residential frontages.

SOLAR ACCESS
The ability of a building to continue to receive direct sunlight without obstruction from other buildings or impediment, not including trees.

STREET SETBACK
The space along the street frontage between the property boundary and the building. Refer to the building line or setback as defined in the Lot Boundary Plan and Building Setback Plan.

WATER SENSITIVE URBAN DESIGN (WSUD)
A land planning and engineering design approach which integrates the urban water cycle, including stormwater, groundwater and wastewater management and water supply, into urban design to minimise environmental degradation and improve aesthetic and recreational appeal.

UNIVERSAL DESIGN
International design philosophy that enables people to carry on living in the same home by ensuring apartments are able to change with the needs of the occupants.

Hames Sharley

ARCHITECTURE
INTERIORS
URBAN DESIGN
PLANNING
LANDSCAPE

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