

29 October 2021

1.0 Introduction

1.1 My name is Sarah Duffell; I am employed by WCC in the position of Senior Urban Design Advisor in the Urban Design team. My main task in this role is to undertake urban design assessment of resource consent applications against the design-related provisions of the District Plan.

1.2 I have a Bachelor's degree in Regional Planning with Honours (Massey University), and a MA in Urban Design with Merit (University of Westminster). I have 17 years of experience as an urban designer, mostly within the field of design review. This is preceded by ten years of experience as a planner in both New Zealand and the UK.

2.0 The application

2.1 This proposal is described in the application as follows:

"The proposal is the partial demolition of elements of the existing building and the construction of a hotel building behind the existing main façade of the existing building ...

The proposal will involve retaining the main façade of the building (ground and level 1). The existing garage on the eastern façade will be demolished. The roof and interior of the building will be demolished."

The proposed hotel building will include a basement for car parking, a ground level area for reception, hospitality uses and access, and levels 1-7 which will be occupied by hotel rooms.



(Image from application)

2.2 The proposal also includes application for a new 40m² digital billboard sign (4m wide x 10m high) on the southern elevation. The application states that this billboard will not be used for third party

signage but will “advertise activity on the site such as the hotel, bar and restaurant.”¹ The application also proposes the operating conditions for the sign, including the illuminance and refresh rate for images.



(Image from application)

2.3 The development site is within the Centres Area. The proposal therefore requires assessment against the Centres Area Design Guide (CDG).



2.4 The building has a heritage listing in the District Plan. (Further information about the heritage significance of the building can be read in the Heritage Advisor’s report.)

2.5 For the billboard on the southern elevation, assessment against the Design Guide for Signs is also indicated.

2.6 The plans relevant to this assessment are:

IPG Plans for ‘Adelaide Project’, project number 101

- A-000 Cover Sheet (Rev 2, 13 July 2021)

¹ Application Page 9

- A-010 Ground Demolition Plan (Rev 2, 13 July 2021)
- A-011 Level 01 Demolition Plan (Rev 2, 13 July 2021)
- A-012 Roof Demolition Plan (Rev 2, 13 July 2021)
- A-103 Level 02 Parapet details (Rev 2, 13 July 2021)
- A-014 Earthworks plan (Rev 2, 13 July 2021)
- A-100 Basement level (Rev 2, 13 July 2021)
- A-101 Ground floor (Rev 2, 13 July 2021)
- A-102 Level 01 (Rev 2, 13 July 2021)
- A-103 Levels 02-06 (Rev 2, 13 July 2021)
- A-104 Level 07 (Rev 2, 13 July 2021)
- A-105 Roof level (Rev 2, 13 July 2021)
- A-106 North & East elevations (Rev 2, 13 July 2021)
- A-107 South & West elevations (Rev 2, 13 July 2021)
- A-150 Basement Area Plan (Revision 1, 22 April 2021)
- A-151 Ground Floor Area Plan (Revision 1, 22 April 2021)
- A-152 Level 01 Area Plan (Revision 1, 22 April 2021)
- A-153 Levels 02-06 Area Plan (Revision 1, 22 April 2021)
- A-154 Level 07 Area Plan (Revision 1, 22 April 2021)
- A-200 3D Views 01 (Rev 2, 13 July 2021)
- A-201 3D Views 02 (Rev 2, 13 July 2021)
- A-202 3D Views 03 (Rev 2, 13 July 2021)
- A-203, 204, 205 (Rev 2, 13 July 2021)
- A-250 Section 01 (Revision 1, 22 April 2021)
- A-251 Section 02 (Revision 1, 22 April 2021)

2.7 This assessment will also review and comment where required on the any urban design-related matters raised in the twenty submissions. Broadly, these relate to:

- Retaining the building and/or the façade (submissions in both support and opposition)
- Relationship of the design with the context, including perceived bulk and dominance on nearby sites
- Blank facades (particularly on the west side)
- New building height
- Relationship between old and new building fabric
- Inclusion of the billboard

3.0 Background

3.1 The Centres Design Guide identifies the Adelaide Road/Mt Cook area of commercial activity as a ‘Town Centre’ in the city’s hierarchy of centres. These are described as:

“Service one or more suburbs and generally have very good access by public transport and the roading network. They are anchored by a main traditional main street with high

levels of pedestrian activity and contain at least one supermarket and a range of other convenience-based retail goods. Town Centres contain some civic and government services and have medium scale employment office, community, recreational and entertainment activities. Residential uses, generally above ground floor, can be found in Town Centres. Both off-street and on-street parking is generally available.”

3.2 The Adelaide Road/Mt Cook area is specifically covered by Appendix 5 of the Centres Design Guide, which states that:

“A consequence of the wide range of activities of various types and scale within the area is a diverse range of building types and sizes. Furthermore it is an identified ‘area of change’ where significant development is anticipated.”²

New development in this area is considered against the character of the area which, although anticipated to change, is based on;

- Diversity
- Opportunity for change
- Utilitarian building stock and streetscapes
- Proximity to government House
- Boundary to an old inner residential area
- Few and widely dispersed heritage buildings
- Local difference³

3.3 The building on the site dates from 1899 and is described in the heritage listing as *“a rare surviving example of a typical late Victorian Hotel”*. The heritage report also notes:

“The building occupies a prominent corner site and the scale, form and visual interest of the building’s exterior detail contrast with the commercial and industrial buildings on Adelaide Road. The building provides a transition between the commercial development in Adelaide Road and the period housing in Drummond Street.

The building has a long history as a local hotel and has some historic value for its association with liquor licensing laws, and with the recent gentrification of Newtown.

The building exterior retains much of the original building fabric (with the exception of the original parapet & the removal of paint/render/plaster/ceramic tiles from the external brickwork).”⁴

A more detailed description of the history and significance of the building can be found in section 26 of the report of the Heritage Advisor.

3.4 Appendix 5 of the Centres Design Guide specifically notes the positive streetscape contribution of this building in the characteristics of the area, noting:

² Appendix 5: Adelaide Road/Mt Cook, page 34

³ Appendix 5: Adelaide Road/Mt Cook page 35

⁴ <https://www.wellingtoncityheritage.org.nz/buildings/301-450/397-tramway-hotel?q=>

“there are several identifiable heritage buildings in the area, and these are widely dispersed. The most prominent is the hotel that occupies the south-west corner of Drummond Street and Adelaide Road.”



One of the few dispersed heritage buildings, contributing positively to the streetscape⁵

- 3.5 The building has been identified as earthquake prone under the Building Act 2004 and has not been in active use for over a decade. A legal process and an application for demolition of the building are both concurrently underway, but an application for redevelopment of the site can be considered in parallel.
- 3.6 Adelaide Road in this location is a ‘principal road’ and both street frontages of the site in this location are noted in the District Plan to be ‘primary’ elevations.
- 3.7 The application includes an ‘Architectural Design Statement’ that includes brief assessment of the new building against the CDG criteria.
- 3.8 I have visited/viewed the site on multiple occasions since March 2020. Access to the inside of the building was not available, so I have only considered the building from outside on the street when writing this report.

4.0 Assessment

Centres Design Guide

4.1 Design Coherence

Objectives

O1.1 To ensure each design solution is coherently designed, demonstrating design integrity and providing an optimal integration of all relevant design criteria

- 4.1.1 The proposed design presents one possible solution to the challenge of a redevelopment that retains a listed heritage building. Some aspects of this are successful, others less so, but possible amendments to improve outcomes may be achievable within the design to improve the coherence of the project. This is discussed further below.

⁵ Appendix 5: Adelaide Rd/Mt Cook, page 35,36

4.2 Relationship to Context

Objectives

O2.1 To recognize the unique qualities of every urban setting and respond to and enhance these with new development.

O2.2 To maintain or enhance the quality of the settings of individual heritage buildings including those in heritage areas.

- 4.2.1 The site is on the northern edge of the centres zone in this location. Surrounding sites are also zoned Centres Area. The site is a block's distance (approx. 70 metres) from the nearest area of residential zoning, which is Inner Residential Zone in Hanson Street. A number of apartment blocks have already been developed between the site and Hanson Street, in the Centres Zone.
- 4.2.2 The proposed building's rectangular form is similar to the buildings within the context. The typology of a public ground floor is also familiar to the context.
- 4.2.3 The original building is placed directly at the back of the footpath on two sides, with two well-articulated and potentially accessible frontages. Fragmentation of later building setbacks leading to an uncoordinated/weak street edge is noted in the Design Guide, therefore maintaining a strong street edge is considered to be beneficial to the context, especially on a corner site. The corner location also means the northern and eastern elevations will be particularly visible within the context and from the north. The new part of the building will also be visible in longer-range views due to height.
- 4.2.4 In views southwards along Adelaide Road, setback of the upper part of the building will help enhance visual prominence of the lower heritage-listed part. This benefit is lost in northwards views due to the flank wall, however it is not unreasonable to expect the site(s) to the south could be developed to a height of 18 metres in the future. This would result in approximately two floors of this building remaining visible above a compliant adjacent development, which would not be unreasonably out of scale for the context. In the interim, the flank wall has the billboard and could be further detailed or decorated to improve its appearance.
- 4.2.5 Adelaide Road is over 21 metres wide in this location. Most of the buildings along this part of Adelaide Road are 1-3 storeys in height, and many have parking/yard space between buildings and the street (see Google Streetview image below). The result of this condition is a street that appears very wide and open, and in many cases with weakly defined edges and a dominance of vehicles.



Common local development typology – opposite the applicant's site.

- 4.2.6 Development that increases height and brings building bulk towards the street edge will increase the sense of ‘enclosure’ of a street, which is an agreeable urban design outcome as long as this does not over-emphasise the vertical and create a canyon effect. The proposed height of the development and the setback of the upper part is considered to be an acceptable scale/setback response, particularly when considering the anticipated future development of Adelaide Road as a transport and mixed-use corridor.
- 4.2.7 There are no comments about this development in relation to Government House – the sites are considered to be far enough apart for there to be little impact of a development on this site on the valued qualities of the Government House site.
- 4.2.8 The amount of change proposed will not be incompatible with the context and does not present an unacceptable level of contrast, particularly in a Centres Area and in a part of the city where substantial change may be anticipated in the future.

4.3 Siting, Height, Bulk and Form

Objectives

03.1 To complement existing patterns of alignment, and achieve a positive scale relationship with adjoining buildings and public spaces.

03.2 To respect the setting of heritage items and identified heritage areas.

03.3 To create coherent patterns of building that contribute to the amenity of neighbouring public spaces.

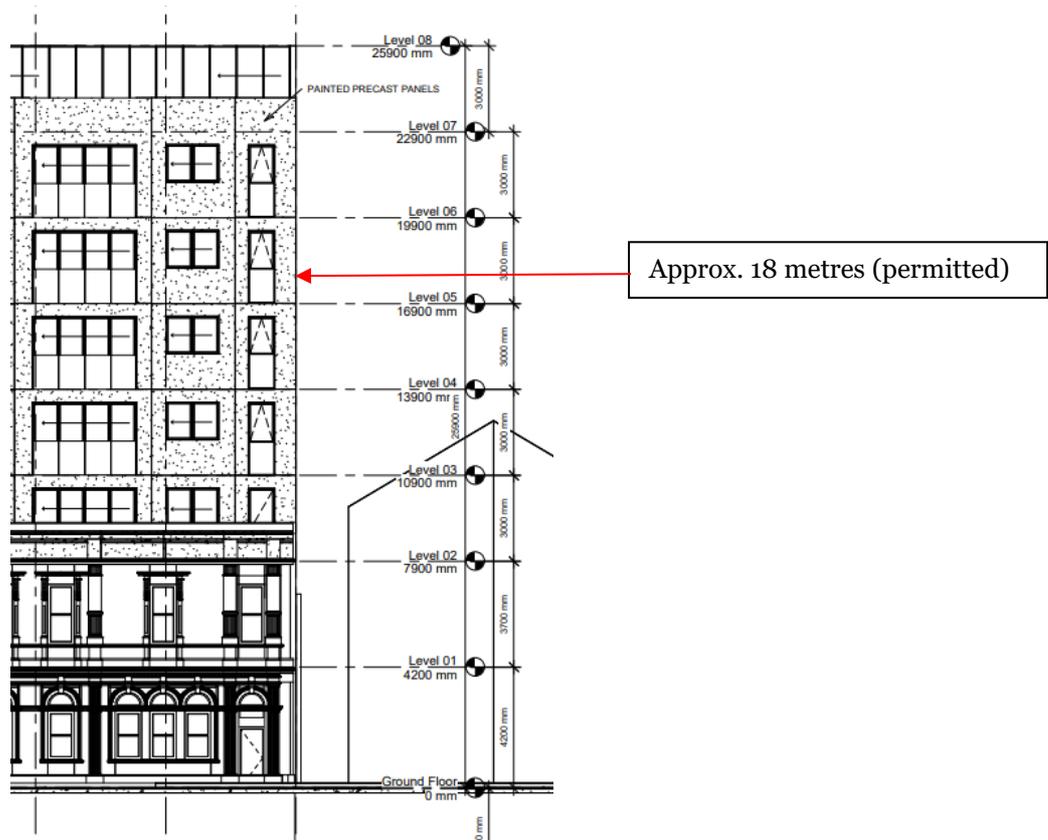
03.4 To ensure that reasonable levels of ventilation, daylight to and outlook from habitable spaces in the building will be maintained should development on adjacent sites be maximised.

03.5 To enhance the informal pedestrian network within Centres.

- 4.3.1 The proposed building reinforces local patterns of siting and alignment. Commercial use of the ground floor space will contribute activity and interest to the adjacent street, although there are further comments about optimising layout below.
- 4.3.2 The setting of the heritage building does not alter and the relationship of the new building form with the original heritage building is discussed below.
- 4.3.3 The building exceeds the permitted height limit for the site. The applicant considers that a development of this size is required to achieve financial viability of the overall project, particularly because the extra expense of upgrade and re-use of a heritage building is involved. Old buildings are important to the history, image and culture of a city, and the importance of this building is signalled by it having been given a heritage listing in the District Plan. One approach to retaining the building is to allow development on the site but achieve an outcome that has sympathy between heritage significance, design outcomes and project viability. This may require some compromise on matters of bulk and form, or as is the case here, height.

4.3.4 The building will appear tall when compared to the adjacent residential development to the west, and this has been raised by submitters. Sites to the west are also zoned Centres Area but the site next door has developed as five smaller apartment blocks of 3-4 storeys. There is physical separation between the applicant's site and the residential buildings on the adjacent site, ensuring light and air to the apartments. (The design of the west-facing flank wall is discussed below.)

4.3.5 The relationship between the development site and the neighbouring building in Drummond Street can be seen in this cross-section – noting that the development is proposed to exceed the permitted height limit by a little over two storeys:



4.3.6 The applicant considers that additional height is required to assist the overall viability of the project. A number of design responses have been employed to try and balance the proposed additional height including:

- Setback of new form behind the original parapet
- Division of new building form into two visually distinct responses
- Simplicity of design of the upper part to maintain street-level visual prominence of the heritage building

When considered as part of a comprehensive approach that also secures the future of a listed heritage building, the amount of additional height requested combined with the compensating design responses is an outcome that can possibly be considered in this instance.

4.3.7 However, the building is still over-height, and a preferred outcome (taking into account the scale and form of the heritage building at the base of the development) would be to permit the

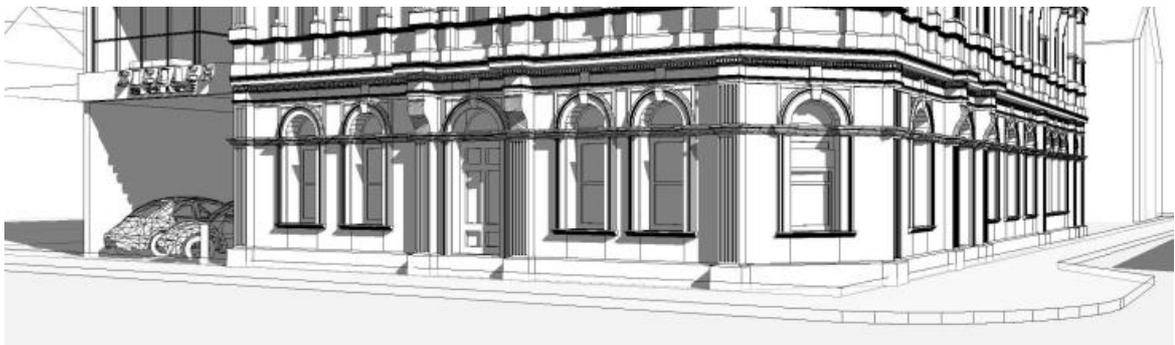
minimum number of additional storeys above the original building as required to secure the project. I note that the Applicant's position is that it is not economically viable to proceed with a development on this site that does not provide approximately 2,300m² of floor area, however the figures that are presented in the application are not accompanied by sufficient explanation and have not been peer reviewed. The Urban Design conclusion is that some additional height could be most likely be permitted on this site as a response to context but this would need to be subject to achieving a proven rationale along with a good quality design outcome for both the site and with respect for the future of the listed building. At this point, that outcome has not been achieved.

4.4 Edge Treatment

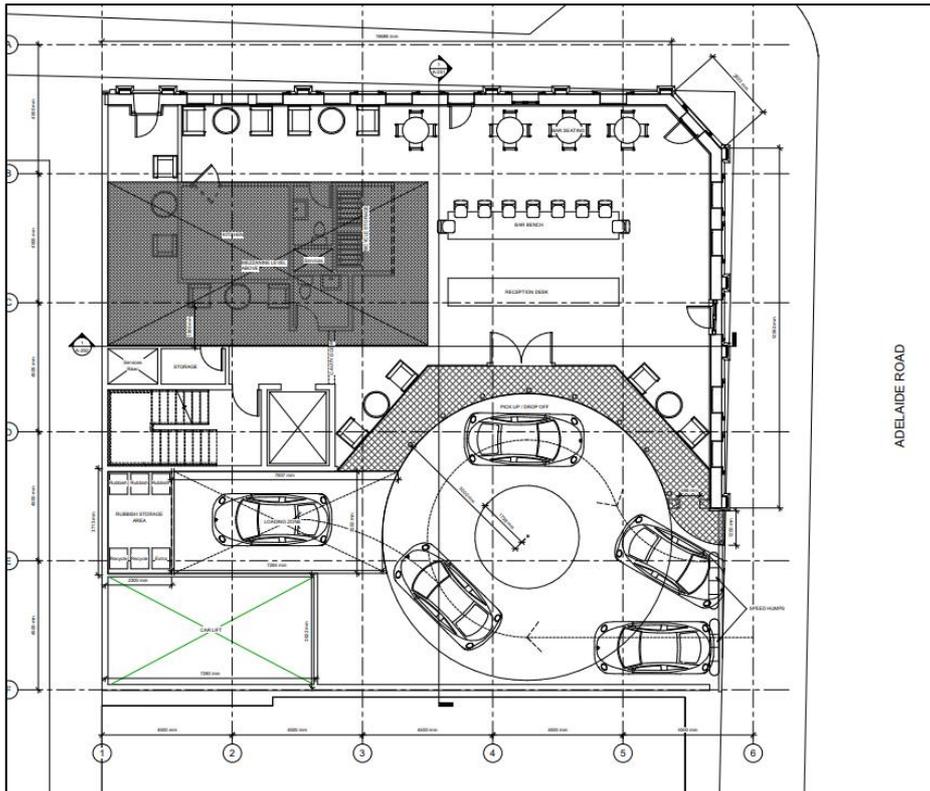
Objective

O4.1 To create building edge conditions that support pedestrian activity and enhance visual interest, legibility, safety and comfort in streets and other public spaces.

- 4.4.1 The proposed return of publicly relevant activity to the ground floor of this building is a highly positive outcome for Adelaide Road.
- 4.4.2 In its current form the hotel building has four doors facing the street on the ground floor. One faces Adelaide Road; two face Drummond Street and one is located on the corner chamfer of the building although this does not appear on original plans.
- 4.4.3 As a corner site, the building has a high degree of visual prominence within the context. The age and detailing of the building are locally significant, in an environment where newer development dominates and there are relatively few other remnants of the history of the location. Many newer developments incorporate parking areas between the footpath and buildings, eroding the street edge condition both visually, functionally, and in terms of safety and amenity. Buildings such as this one are important for reinforcing the visual amenity and safety of the street edge.
- 4.4.4 The application is contradictory on the matter of the opening on the site's north-east corner. The floor plans show a single door, while the elevations show replacement with a window. On the ground floor, the floor plan also appears to prioritise entry to the hotel via car, with an internal drop-off area with double doors and a reception desk facing these doors. The other three (four?) doors around the ground floor perimeter are shown as openable single doors, and there is a double-width undercroft vehicle crossing onto Adelaide Road.

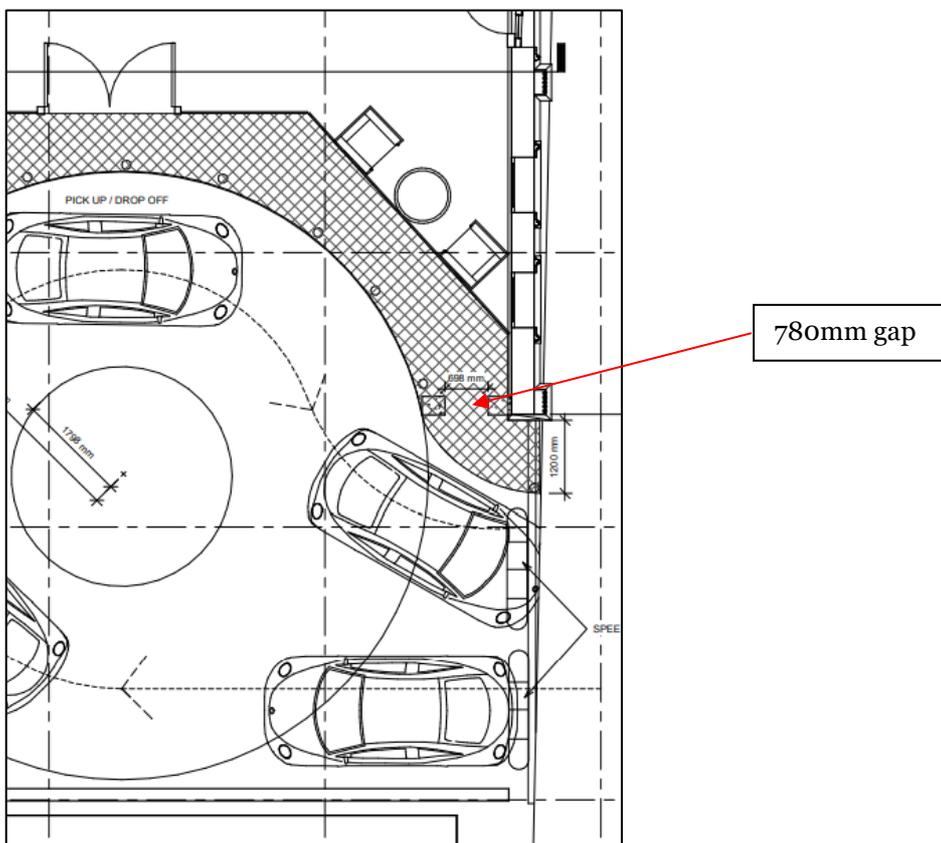


From application, sheet A-200



Ground floor plan, from application sheet A-101

4.4.5 Additionally there appears to be a pedestrian pathway of just over a metre wide beside the car entry, however this becomes constricted to 780mm wide just inside the site edge.



The minimum door width accessible for a wheelchair user is **760 mm**, but a space that is **810 mm** wide is easier for a wheelchair to go through. At a point where accessible access to the facility could be provided, the constricted width makes this difficult. Providing level conditions that aren't easily accessible is an urban design outcome that should be addressed.

- 4.4.6 As a result of the proposed ground floor layout the '*classy hotel entrance*' referred to in the design statement is unfortunately buried within the floor plan and will be generally invisible from the public spaces adjoining the site. The main advantage of the ground floor layout will be gained by arriving by car, which misses an opportunity to celebrate the building's heritage and original entries.
- 4.4.7 These ground floor conditions may also lead to confusion of entries, and the introduction of a vehicle crossing over a pedestrian footpath that will only get busier over time is an unsafe outcome. There are three valid points to note when considering current and future access/arrival conditions for the building. These are:
- The building was constructed at a time when private cars were not the predominant mode of transport, so introducing this into the current heritage building envelope is physically problematic;
 - There is currently a societal reliance on car-based transport and low-occupancy vehicles that is becoming more well understood to be unsustainable in the long term; and
 - Consideration should also be given to the inclusion of Adelaide Road in all four of the Let's Get Wellington Moving options as an important, high-capacity link for mass transit. These plans show an increased focus on public transport and better, safer routes for more active modes of movement on Adelaide Road. This site is likely to end up facing an attractively developed, accessible high-frequency transport route. The site's proximity to the Hospital on this route and the accommodation demand generated by this use should not be underestimated.

Therefore, even though most travel around the city is currently undertaken in cars, using this as a key determinant of the floorplan is considered to be rather narrowly sighted. Hopefully this situation is not without possible remedy, as discussed below.

- 4.4.8 On the Drummond Street frontage there are is kerb-side parking (currently coupon parking) which could be re-allocated to provide a visitor drop off zone – and possibly a loading zone if this can be accommodated. This could easily be linked to the door in the centre of the Drummond Street façade, and possibly celebrated with some sort of canopy for visual prominence and weather shelter. Obviously a design would need to also be agreed as compatible with the heritage values of the building, but a couple of possible examples are illustrated below – both more traditional and more modern.



- 4.4.9 If underground parking is still required for guests’ cars, they could be taken there from Drummond Street by a valet service. The width of the entry could be reduced and the ground floor reconfigured so that its dominant layout feature is not a car turning circle. However, if loading from Drummond Street is feasible, one option would be to delete the underground parking area.
- 4.4.10 The principle of using the ground floor as the welcome/arrival zone of the development can therefore be supported, but in its current form the outcomes are not optimised and the proposal is considered to not meet this objective or the guidelines.
- 4.4.11 To improve the urban design outcomes the scheme would ideally be amended to:
- Reduce the dominance of the Adelaide Road vehicle access in favour of kerbside arrival for visitors on Drummond Street
 - Engage the main entry to the hotel with an adjacent street rather than with a visually hidden internal space.
 - Utilise and celebrate more the original doorway(s) of the hotel building. Use the central door on Drummond Street as the hotel’s ‘front door’.
 - Ensure fully accessible conditions.
 - If possible, delete the basement parking area. Only provide access onto Adelaide Road if required for loading and/or access to the car stacker.
- 4.4.12 The Urban Design Team would be prepared to accept approving a new ground floor layout as a condition of consent. The layout would need to address the above points to be acceptable.

4.5 Façade Composition and Building Tops

| | |
|-------------------|--|
| <u>Objectives</u> | |
| 05.1 | <i>To ensure that façade and building top design is coherently resolved.</i> |
| 05.2 | <i>To ensure that additions and alterations to heritage buildings maintain the heritage values of those buildings, their setting and any associated heritage area.</i> |
| 05.3 | <i>To facilitate multiple and changing buildings uses, except where such change adversely affects the heritage values of heritage buildings.</i> |

- 4.5.1 The façades will be clearly readable as a hotel/accommodation development. The applicant has presented a design that shows architectural restraint on the new elevations of both parts of the

addition, which is a preferable approach for maintaining visual prominence of the heritage building at the base. However, the success of this requires that the design satisfies the fine balance between complementing without overpowering.

- 4.5.2 Division of the new building mass into two appreciable additional volumes is an acceptable method of reducing the visual bulk of the addition.
- 4.5.3 The application notes a simple punctuated window pattern on the upper building above the old hotel. The proposed detailing of this is a little flat but subservience of window size and placement on the new form has been achieved. An opportunity exists to address this flatness and provide more visual relief on these facades by variation of the depth to which the windows are set and treatment of the window reveals, however there isn't enough detail on the current plans to determine the final outcome. This would be suitable for Urban Design to consider and approve as a condition of consent.
- 4.5.4 Setback of the new part from the parapet of the older building is also an acceptable method of visually separating the two building masses. Some of the submitters feel that the setback could be greater, but this would make the accommodation rooms smaller. As proposed, the addition has an agreeable height-to-width ratio - almost square. If the setback were increased the building would start to look taller than it is wide, which would make it appear somewhat 'stretched' in contrast to the horizontal form at the base. If the setback was increased, ideally the overall height would also reduce or the mass would have an additional stepped element at the upper levels to maintain an agreeable height-to-width ratio and the relationship with the base building.
- 4.5.5 The level 7 floor plan also has a further setback, which will mean this level is mostly invisible from street level on Adelaide Road (see image below). If it is visible in longer views, will appear more diminutive than the rest of the building mass and form an appropriate 'top' for the building.



Image from application

- 4.5.6 The proposed setbacks of the new part of the development above the original hotel are therefore considered to be acceptable. However, Urban Design has further comments above and below

about addressing the visual heaviness, flatness and boxiness of the upper part of the building on the northern part of the site.

- 4.5.7 The Adelaide Road façade of the new part of the building on the southern part of the site is quite different, offering a lighter, more visually permeable response with a recessed lightwell facing Adelaide Road increasing the perception of difference. There is little issue with this part of the design - it's not remarkable but neither is it problematic on the street-facing elevation, particularly given the likely development of Adelaide Road over time.
- 4.5.8 The south-facing elevation is less attractive, presenting a blank concrete wall with the billboard – also noted by the applicant. This elevation may possibly be built out in the future and this is clearly a firewall. A lightwell has been provided towards the western end that will ensure light still reaches internal units, but this wall is not an optimal outcome. Ideally this wall would be set back and include windows and/or other features. If this is not achievable, the concrete should be patterned to at the very least introduce a sense of scale, and preferably include some additional artistic design. This is a matter Urban Design could approve via a condition if the consent is granted.
- 4.5.9 On the western side, the development is also featureless. The above comment about blank flank wall detailing would also be relevant for this elevation.
- 4.5.10 An additional design feature that could be included to moderate the boxiness of the building above the old hotel is to angle the north-east corner window (rather than having it squared off) to mirror, in smaller scale, the angled corner of the building below. This would be particularly useful for floors 3-7. If the applicant wanted to make this change, it would most likely have urban design support.
- 4.5.10 The top of the building finishes abruptly, particularly on the new part above the old hotel. This is in contrast to the more intricate, horizontally layered detailing of the building below. Whether or not the development would benefit from a more explicit 'top' is debatable, because it might introduce visual competition with the more detailed building at the base. The success of this might depend largely on materials and colour, which are discussed further below.
- 4.5.11 Except for the units on Level 2, no outdoor spaces are provided either for accommodation units or collectively on the site. Given the limitations of working with a listed building and the proposed use as a hotel, this is acceptable. Orientation of the site on a north/east corner will mean that most of the units enjoy good light and a reasonable outlook.
- 4.5.12 No specific use of the building is proposed at rooftop level, the assumption is that this will accommodate plant and services, which is appropriate.

4.6 Materials and Detail

Objectives

O6.1 To achieve qualities of visual interest and physical robustness consistent with demands arising from the building's location.

O6.2 To respect and conserve original heritage fabric.

- 4.6.1 In terms of the façade design, the applicant offers that the design is simplistic so that it “does not dominate over the heritage below”. In principle, this approach is supported.
- 4.6.2 Much of the success of this effect will be gained or lost in the final selection of exterior materials and colours, particularly when considering the appropriate balance of prominence between the heritage building and the new buildings. This relationship has been discussed above.
- 4.6.3 The plans lack fine detail, therefore Urban Design would be comfortable with the final selection of materials and colours being required as a condition of consent, with approval ideally being a collaboration between Urban Design and Heritage advisors.

5.0 **Assessment against the Design Guide for Signs (haven't formatted this bit yet)**

- 5.1 These comments address only the LED sign on the southern frontage. There may be other signage proposed at street level but no details are included. The assumption is therefore that any such signs would comply with the rules associated with size and heritage.

Objective 1 *To ensure that new signs are well integrated with the building or site to which they are attached, and are compatible with the scale, design and visual character of that building or site.*

- 5.2 The application proposes a large sign on a large blank façade. The scale relationship and placement are acceptable, noting that this assessment also suggests some visual mitigation to the façade in the assessment above. Any revised placement of the sign should take this into account.

Objective 2 *To ensure that new signs fit with the character of the surrounding area and acknowledge the wider city context.*

- 5.3 The Adelaide Road area is likely to undergo significant change and increased intensity of development in the future. The size of underlying sites means that larger-scale development is expected. The sign would not be out of character with a mixed-use area of larger scale development.

Objective 3 *To protect the significant characteristics of buildings, streetscapes, vistas and the city skyline from obtrusive signage*

- 5.4 The sign would be highly visible in views northwards and may also be visible in some views from elevated sites to the south-west. The compatibility within these vistas has been discussed above. The conditions proposed by the applicant about operation of the sign are acceptable.
- 5.5 I note that the application requests site-specific advertising content only. It might not be difficult for the applicant to subsequently make an application for third party signage and argue that the effects will be no different. Urban Design would be of a mind to agree with this view. Once established it won't really make much difference visually whether an illuminated sign is advertising hotel rooms or hamburgers – there would be no change in the visual obtrusiveness of the image or the screen. Additionally, if revenue from the sign would support the project's financial viability, this can be considered in this case to be a small benefit in terms of allowing the project to proceed with the original heritage building retained in place.

- 5.6 Urban Design would agree to the LED sign displaying third party advertising, subject to any of the other usual conditions imposed by the Resource Consents team on such signs.

Objective 4 *To manage the number, design and location of new signs in a way that supports the aesthetic coherence of buildings and streetscapes, and avoid visual clutter.*

- 5.7 The applicant proposes one large sign on the top part of a large blank façade, visual clutter will not be created. Placement of the sign on the façade has been considered in terms of the size and dimensions of this element of the design.

Objective 5 *To ensure that new signs do not have a detrimental effect on traffic or pedestrian safety.*

- 5.8 This matter should be commented on by the Traffic Advisor.

Objective 6 *To encourage visually interesting signs that provide a legible and clear message through the use of high quality materials and graphic design.*

- 5.9 This guidance will be met by an LED sign.

Objective 7 *To ensure signs are maintained to a high standard*

- 5.10 It is likely that with an LED sign, the maintenance will be satisfactory. The applicant proposes a condition that in the event of malfunction the sign will revert to a 100% black display, which is acceptable.

Objective 8 *To ensure that new signs do not detract from the heritage context and significance of listed heritage items.*

- 5.11 It is unlikely that the sign and the original hotel building will be seen within the same view. The sign has been sized and placed to have a longer-range viewing catchment to the south, and the proposed elevation of the billboard means that it will not be understood in the same immediate streetscape context as the two-storey 'base' building. It is unlikely that the sign will detract from appreciating the older building at the base of the development.

Objective 9 *To ensure that illuminated and animated signs are appropriate for their context and do not compromise the amenity of nearby Residential Areas, prominent public spaces, or areas of special character or heritage value*

- 5.12 The context of Adelaide Road is an area in transition, with a mix of uses including residential. The location of the sign means it would be visible only from the south. Adelaide Road is a busy main road, the scale of the sign is appropriate for this environment.

- 5.13 The location and orientation may be visible from the nearby Residential Area, but at some distance. It may also be visible from some residential properties within the Centres Area, however again at some distance which will mitigate the visual impact. Although the word 'nearby' is not defined, there are no prominent public spaces or areas of special character/heritage value to the near south of the site.

6.0 Conclusion

- 6.1 The proposal is for a major development of a significant site. Design outcomes are restrained by a desire to retain and re-use the listed heritage building on the site. This is a commendable outcome given its visual prominence within the streetscape, and the building's prominence in local history.
- 6.2 The design proposes an additive approach using two volumes offering differing design responses and a setback above the original building. Although the application lacks specific detail in some areas the general concept is agreeable for the above-ground levels. The additional height proposed may be a reasonable compromise that would support retention of the original listed hotel.
- 6.3 For the billboard sign, Urban Design would not object to this displaying third party content.
- 6.4 However, as currently presented the outcomes do not fully agree with the relevant design guidance and show marked divergence from optimal outcomes in some critical areas. The conclusion must be that the proposal is not able to be given Urban Design support in its current form.
- 6.5 However, a combination of additional assessment and adjustments to the design may be able to address the negative outcomes identified to an extent that a good quality urban design condition could be achieved, and the application could be supported. Particularly at ground floor level internal design revisions are requested to optimise the potential of the original building and connect it more effectively and more attractively with the surroundings.
- 6.4 If the panel is of a mind to approve the consent, the following urban design-related conditions (or similar) are requested for inclusion, all for approval by both the Urban Design Team and the Heritage Team:
1. **A condition requiring revision of the ground floor layout to:**
 - **Reduce the dominance of internal vehicle circulation**
 - **Have an exterior entrance to the hotel that celebrates its heritage and streetscape significance**
 - **Provide fully accessible entry**
 2. **A condition to provide a full schedule of colours and materials for the exterior.**
 3. **A requirement to alter the exterior façade of the new building above the original hotel to:**
 - **Provide more relief on the façade by variation in depth of window treatment, and interest in the finish of window reveals**
 - **Alter the north-east corner windows to reflect the angled corner of the original building below, on a reduced scale.**

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