



WELCOME STRANGER PROJECT

COUNCIL REPORT - KEY QUOTES

HEIGHT

"The proposed building would not be significantly higher, more pronounced, or have a larger apparent size when compared to other buildings in the streetscape."[emphasis added] (6.7.42)

"...the proposed podium and tower arrangement is considered to mitigate the streetscape impact of the height of the proposed development" (6.7.16)

"...from a distance, the proposed development would be mostly seen against the backdrop of the existing buildings within the CBD, including the nearby taller buildings discussed above. **For this reason, the height of the proposed development is considered to make a positive contribution to the townscape, as it would be consistent with that of existing buildings.**" [emphasis added] (6.7.17)

BULK

"Given the site's position below the Macquarie Ridge, **the bulk of the development would not have a significant impact upon the townscape.**" [emphasis added] (6.7.17)

VIEW LINES

The development is not considered to have an unreasonable impact upon view lines to toward the mountain and associated ranges from these locations [Salamanca Place and Parliament Lawns]. (6.7.23)

"The proposal would not introduce a new visual element above the horizon that is unrelated to, or has greater impact than, existing buildings within the CBD." [emphasis added] (6.7.23)

DESIGN

"The use of colours and materials, such as red brick for example, that reference those used in the surrounding area **is considered to ensure that the development is visually compatible with the surrounding streetscape.**" [emphasis added] (6.7.19)

"The proposed podium elements of the development would reflect and reinforce the streetscape pattern in the area surrounding the site." (6.7.39)

WIND

"The proposal would lead to an overall improvement in the wind conditions found around the site" (6.7.29)

OVERSHADOWING

"The proposed impact on the amenity of public open space from overshadowing is not considered to be unreasonable." (6.7.25)

HERITAGE

"The THC has consented to the proposal and provided conditions regarding archaeological processes, landscaping, and demolition works." (4.4)

DISCUSSION

Notwithstanding all the above, the project is recommended for refusal under Clause 22.4.1 P1.2 of the Planning Scheme **"on balance"** because although it passes the majority of performance criteria relating to height (in fact, almost all), the Council officers assess that it fails just two criteria (cultural heritage; and will be "individually prominent" in street elevation).

However, Council offers also state that that the proposal would be considered to comply if the alternative (majority) interpretation is applied.

Critically, the report states **"the wording of the sub-clause is not sufficiently clear to be definitive about which interpretation is correct, and whichever interpretation is adopted is open to challenge."** [emphasis added] (6.7.47)

Given all of the above, and other positive aspects of the development which haven't been assessed as part of the planning application - namely, the provision of residential accommodation for up to 165 people, and the removal of 24 poker machine licences from circulation - we respectfully request that Councillors and Alderman approve the Development Application.



The Welcome Stranger HOBART

THE WELCOME STRANGER PROJECT HOBART

INTRODUCTION AND CONTEXT

It is well known that Hobart is currently experiencing an acute housing shortage. This shortage can only be addressed by building more houses and apartments. To that end, Hexa Group proposes to redevelop the block of land on the corner of Davey and Harrington Street, which is currently home to the Welcome Stranger Hotel. Unlike most CBD proposals which are for hotel beds, the proposed development is for a 13 storey, 45 metre building for mostly residential use. In total, the development will have 52 apartments, providing living space for up to 166 people.

Around the world, in-fill accommodation development is regarded as a preferable response to the housing challenge, than further urban sprawl. In addition, the new development will see the closure of the existing poker machine venue, meaning that 24 poker machine licences will be removed from circulation in Tasmania. This can only be seen as a good thing.

Hexa is conscious of the importance of Hobart's heritage and skyline, and we have worked closely with our architects and Hobart's planning scheme to develop a proposal which we feel is sensitive to these needs, while also being commercially viable. Rather than some sort of glass and steel structure, the red-brick building has been carefully designed to reflect the heritage of both the site itself, and the surrounding architecture.

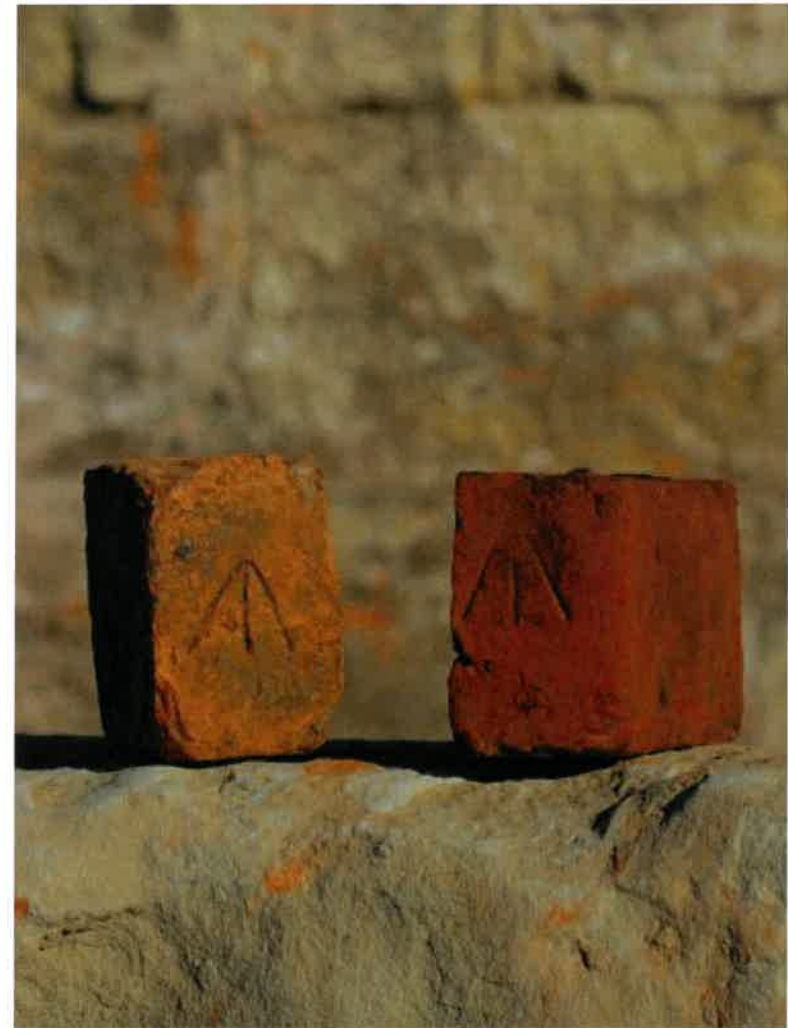
No doubt there will be some commentary about the building's height. In our view, the height of the project is unremarkable in the context of building heights in Hobart; (already at 10 buildings in Hobart) and contrary to false claims being circulated, at 45 metres the building is also within the discretionary height limit for the site. In addition, there are two relatively tall buildings directly opposite, not in the central business zone – the Mantra Building (29 metres) and Telstra Exchange Building (29 metres – not including the large communications tower on top).

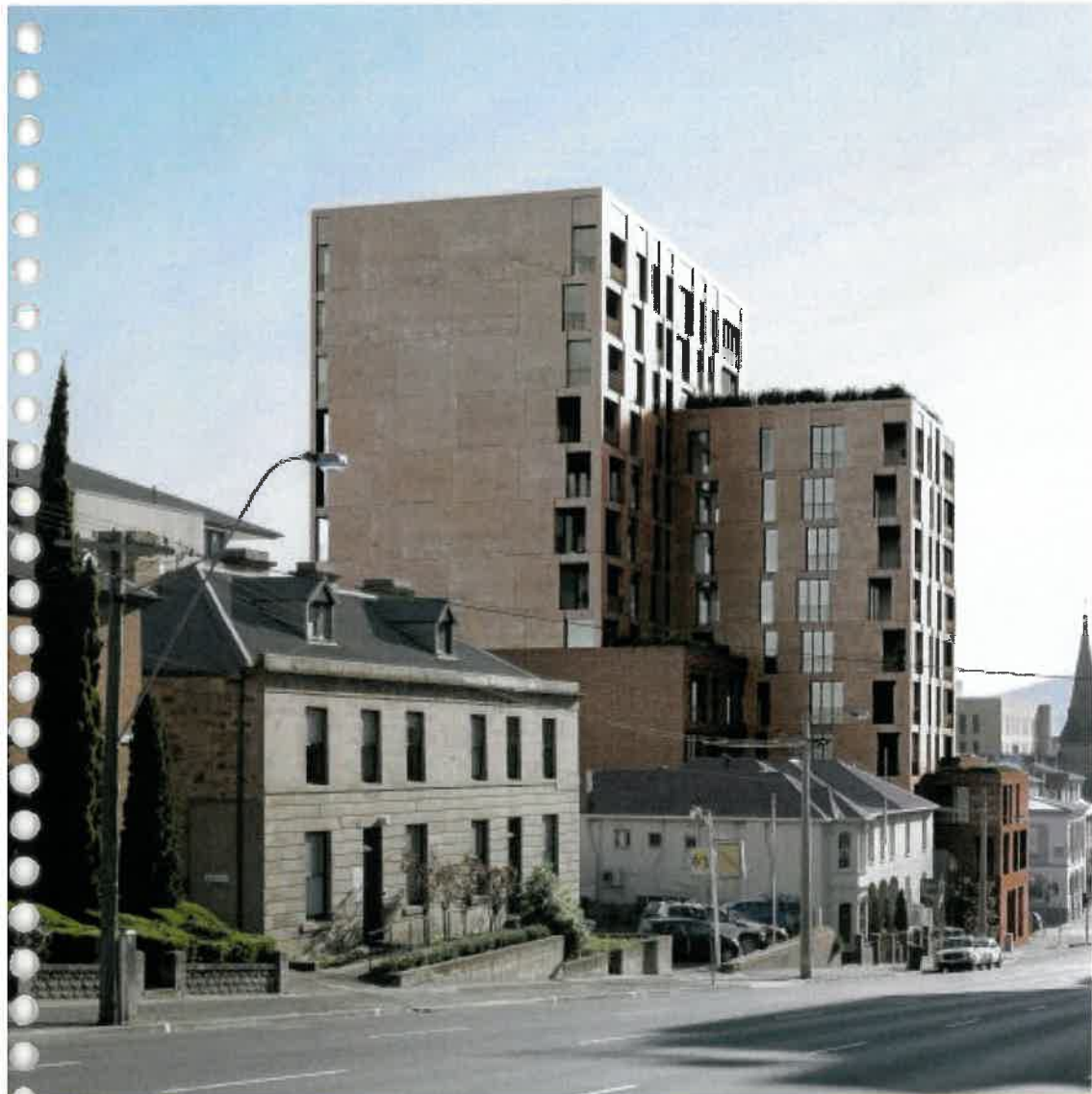
We also note that view-lines of kunanyi/Mount Wellington from St David's Park would be affected by a building as low as 18 metres, which is under even the low-point of 30 metres recommended in the Woolley Report.

If approved, we plan to commence construction next year (2020) with a view to having the new building completed in 2022. We see the project as being of great value to addressing Hobart's housing challenge in the medium term.

We respectfully ask all Councillors and Aldermen to carefully consider the full context of the proposal when deciding whether to use your discretionary powers to approve construction. We would be pleased to provide any additional information Councillors or Aldermen may require.

LEON LIU, MANAGING DIRECTOR, HEXA GROUP





KEY FACTS

Construction Value	\$30,000,000 +
Project Duration	24 Months
Total Employed During Construction	110
Ongoing Jobs Created	30
Estimated Number of People Housed	165
Annual Economic Output in Hobart	\$3,000,000
Poker Machines	All poker machines will be removed from the premises and the Licenses will be retired
Project Risk	If the project isn't supported in its current design and build form, the project will likely cease to be viable and may not be constructed.



DEVELOPMENT APPLICATION

Description

A development comprising the construction of a 13 level (45m) mixed use building comprising of 52 apartments with a mix of 1, 2, 3 and 4 bedroom apartments, 3 commercial retail tenancies with multiple proposed uses on the ground floor and 61 car spaces

Unit Mix

TYPE	QUANTITY	% OF UNIT MIX
1 Bedroom	5	9%
2 Bedroom	31	56%
3 Bedroom	15	27%
4 Bedroom	1	2%
Commercial	3	6%
Total	55	

Council

Hobart City Council

Zoning

Central Business

Height limit

45m



Hexa and our Architects, Carr, have worked very carefully to ensure the design and building material reflects the history and heritage of the site, as well as the surrounding area.

THE HISTORY OF BRICK IN HOBART

Source: 'Hobart Brick Heritage' by Sarah Waight

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|---|--|
| <p>1788 Ten thousand bricks and ten brick moulds were brought with First Fleet to New South Wales</p> <p>Sept. 1803 Unloading of bricks in Van Dieman's Land from the ship Lady Nelson from Port Jackson, at Risdon Cove</p> <p>1804 Two convicts who were brickmakers - Thomas Croft and James Roberts - arrived in Hobart. They made bricks for shelters and to build chimneys for the people of early Hobart Town for heating and cooking.</p> <p>1 Oct. 1804 First report of brickmaking noted by Rev. Robert Knopwood. Early kilns were dotted across Hobart Town in locations where clay was found</p> <p>1807 Lime making commenced on the shores of Ralph's Bay, where abundant shells in the area were gathered by convicts and burnt in kilns or small pits.</p> <p>1816 Government Brickfields established. Early bricks were hand-moulded using the traditional method of pressing clay into a brick mould one at a time. The early convict made bricks were stamped with broad arrows and other marks of various types.</p> <p>1820 Limestone quarry was in operation a mile and a half out of Hobart time with resultant mortar extremely good for masons.</p> <p>1834 Arrival of a pug mill reduces land labour of brick pressing.</p> <p>1854 Clayton's patent brickmaking machine appeared on the wharf of Hobart. The Clayton's machine could make on average between 20,000 - 25,000 bricks a day.</p> | <p>mid-1880s Four large brickyards established in Hobart, one owned by Rippon Shield. The other brickfields were owned by Robert Parkinson Brooke in New Town, and two in South Hobart by Thomas Cheeseman and Robert Warrier. In total, these four brickyards employed 60 men and produced over 100,000 bricks per week.</p> <p>1882 New Town Clay Works (later known as Waller and Co.) announced it could provide building bricks in any quantity. They also supplied a range of other clay and pottery products.</p> <p>1890s Expansion, growth and mechanisation of brickmaking in Hobart, with most activity occurring at Knocklofty and New Town. One operation owned by brickmaker Robert Duff in New Town, which later became the Hobart Brick Co. Ltd in 1905.</p> <p>WWI Brickmaking industry was in the hands of two operators; Crisp & Gunn and the Hobart Brick Co. Fierce rivalry between the companies, in which advertising was employed to win over the consumer, resulted in this period known as the Brick Wars.</p> <p>1965 Unable to keep up with their competitor K&D (formerly the Hobart Brick Co.) and the fashionable K&D Extrudex brick, Crisp and Gunn decided to sell their Knocklofty site. K&D stepped in, purchased it in a shut-down state and demolished the buildings in 1968.</p> |
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CIVIC CONTRIBUTION

The proposed laneway entrances and covered arcade provides permeability across the site and thus the site is opened up to be experienced by the public, as a place to meet.

The terraced landscaping around the heritage house with integrated seating provides a new public open space for people to linger and enjoy the site, protected by the winds and heavy traffic of Harrington and Davey Street. This will create a comfortable, human-scaled experience of the development.

Ground floor retail will draw people to the site and activates the arcade and open spaces, creating a destination and a 'micro-community' of boutique economic activity.

Where the facades in the surrounding buildings are largely inactive, the large glazed apertures at ground level enliven the ground plane and create visual interest and visibility across the site and passive surveillance to the adjacent park.

A proposed public artwork to the soffit of the arcade will further draw people to the site and will reference the history of the site and the context of Hobart.

GROUND FLOOR ACTIVATION

-  Site Entry
-  Location for public artwork - soffit of arcade



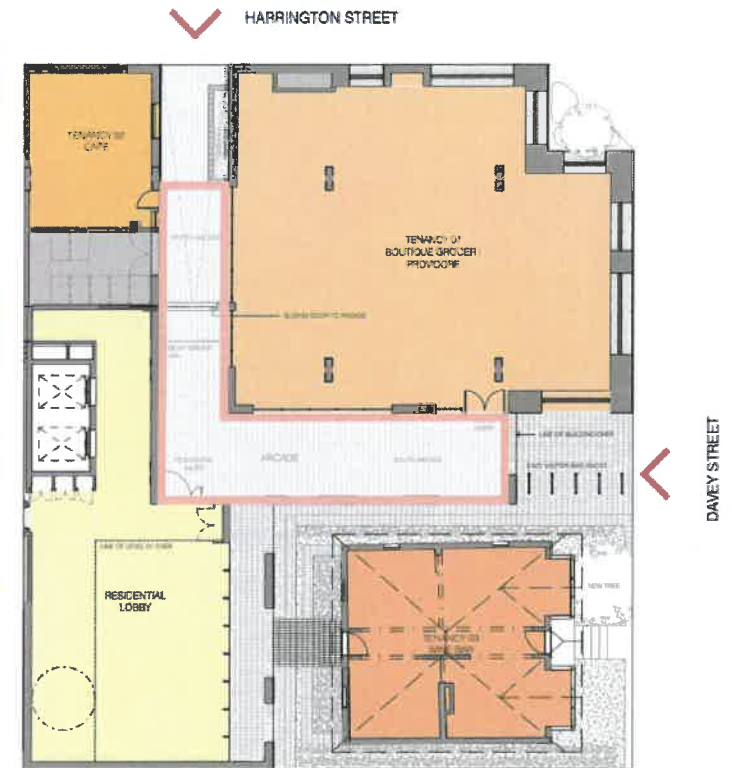
Retail Tenancy 01 - Boutique Grocer and Provi-dore



Retail Tenancy 02 - Corner coffee shop on Harrington Street



Retail Tenancy 03 - Wine Bar within Heritage House





Mantra, 1 Sandy Bay Road



166-170 Macquarie Street



3 Sandy Bay Road



59 Harrington Street

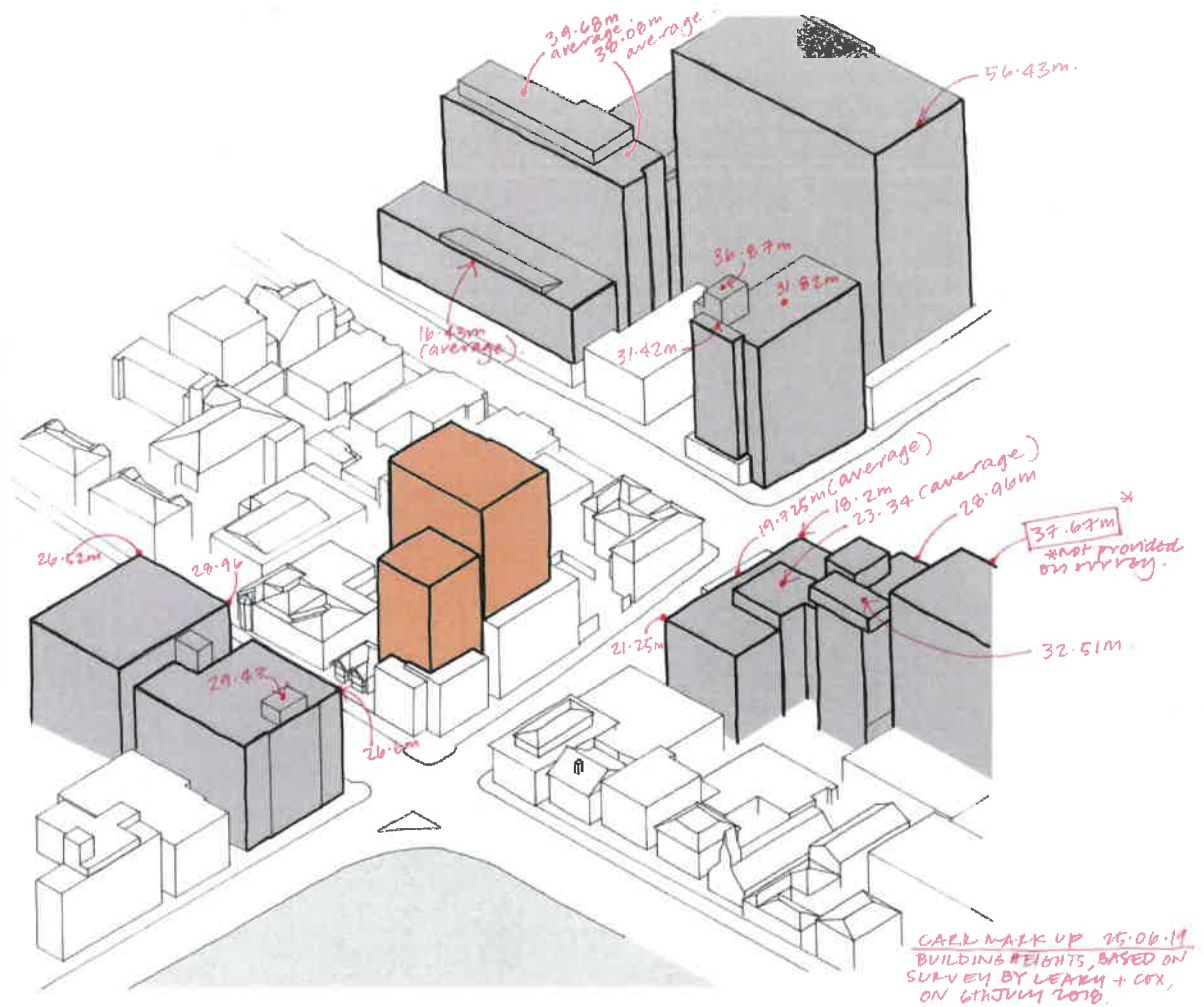
BUILDING AS A SOLID MASS, PUNCTURED BY OPENINGS

The surrounding context consists of a variety of masonry buildings constructed of brick and sandstone, occasionally rendered. The architectural language is varied, characteristic of an area that has developed over some two centuries. The dominant expression is of the building as a solid mass, punctured by openings. The buildings have an inherent robustness and feel anchored in their siting.

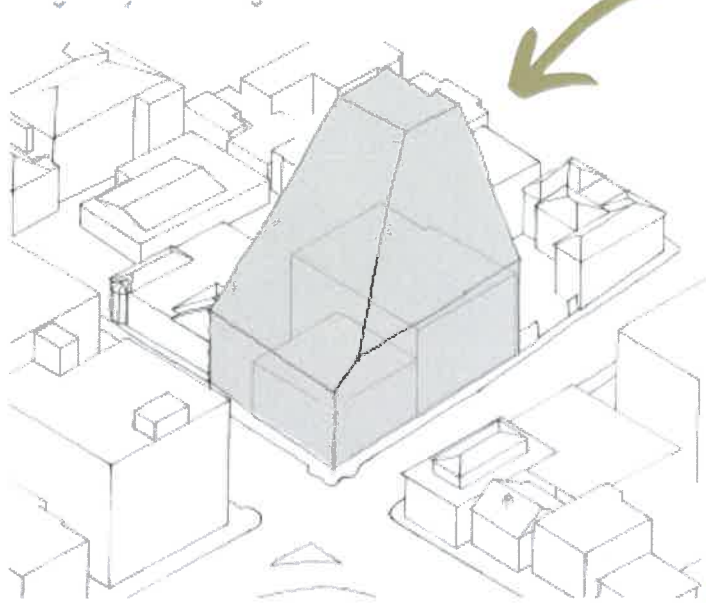
Although the Woolley report and its discussion about view lines to *kunanyi/ Mt Wellington* is not law, we sought to understand the perceived impact to the view to Mount Wellington from St Davids Park by conducting various massing models and studies. In the first image in the top left, it demonstrates that even an 18m building would entirely block any view of the mountain, which in turn means that a 30m building (acceptable solution under the scheme) would also have the same impact.



Surrounded by many large buildings, this building sits well within the surrounding context, especially when factoring the natural ground level and the visual impact of the buildings in the backdrop.



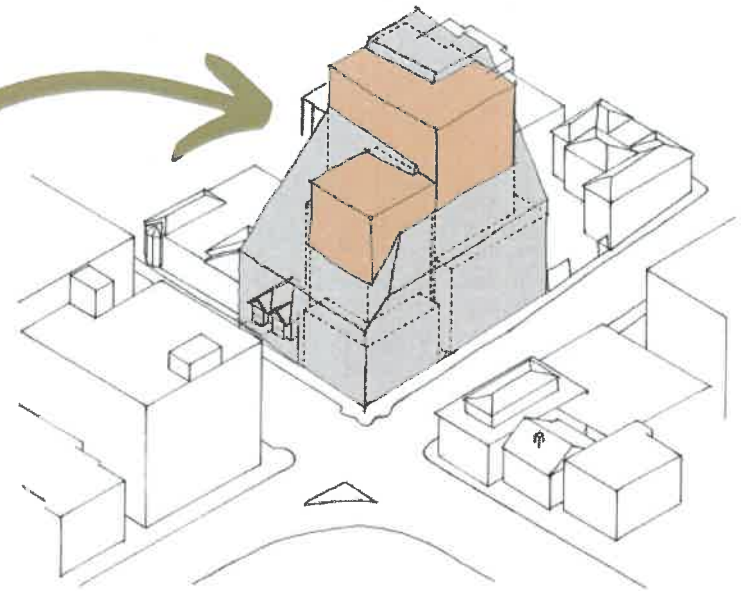
TECHNICALLY ACCEPTABLE BUILDING ENVELOPE



This built form represents a building which would fit within the building envelope and be deemed technically acceptable.

Although it is of similar height and scale, this is deemed to fit outside the envelope. However, short of building a pyramid in this heritage precinct, this is the most appropriate architectural and economically feasible response.

THE WELCOME STRANGER DEVELOPMENT



COURTESY OF HOBART CITY COUNCIL (3D MODEL VIEW FROM BATTERY POINT)

WELCOME STRANGER PROJECT

