



DOMA LEE 4

A DETAILED PROPOSAL IN RESPONSE TO HDC -314.1 FOR 35 HONEYSUCKLE
DRIVE (FORMERLY LEE 4) NEWCASTLE, NSW
CLOSING DATE | 19 OCTOBER 2017

LEE 4

Returnable Schedule 04 | *Detailed Proposal*

CONTRIBUTION OF THE USES, BUILT FORM AND DESIGN APPROACH TO THE NEIGHBOURING BUILT ENVIRONMENT

PROPOSED USES

Doma Group envisions a lively mixed use precinct, activating the ground floor and public domain, anchoring the building to the opportunities presented by this premium waterfront site and its connection to the commercial hub on Honeysuckle Drive. The retail activation strategy will focus on providing a showcase of the Hunter in terms of food and beverage, along with small scale strata office or retail services.

SCALE AND CONTRIBUTION TO THE BUILT ENVIRONMENT

Our approach has taken care to ensure the building envelope provides a consistent edge to the neighbouring development to the east, and this further reinforces the spatial quality of the sweep of the harbour and subtle curve of Honeysuckle Drive.

As the west of the site is undeveloped, the primary northern built form reference is our development to the east of the site, at 21 Honeysuckle Drive, which is soon to be approved. The SJB design for 21 Honeysuckle Drive deliberately breaks down the scale of the site into 3 blocks. This provides important context for the overall built form. At this site large masses atop a continuous podium line the Honeysuckle Drive edge, in a similar fashion to the commercial buildings to the south. The development proposes 150+ apartments, with a building height of 7 storeys that steps down to 2 storeys facing the promenade and harbour. The introduction of low scale waterfront terrace typologies to the north generates a scale shift that reduces the perceived built mass to the public domain.

HEIGHT

Doma Group notes that the LEP for 35 Honeysuckle Drive contemplates the 24m height envelope being stretched further towards the harbour to form a consistent face with the neighbouring built form at 21 Honeysuckle Drive. To complement this, our design approach includes significant articulations on the two prominent corners at the North East and South West. The effect of this is to emphasis the markers to the building allowing for the mass to appear as thinner taller elements. Viewed from the public domain, this will provide visual relief for people moving along the foreshore or coming from Steel Street. As the west of the site remains undeveloped, this allows some flexibility in the development of this site to transition in height increasing towards and around Wickham.

MATERIALITY

SJB has conceived of a building form with strong visual interest from all perspectives the building is approach from. The curves of the building articulate and soften the building edges, break down the scale and create visual variance from the more rectilinear approach taken to the east. The design that responds by reference to the three key materiality themes that the Chrofi guidelines highlighted. These are:

- Newcastle Character - Sandstone and brick in the vein of Newcastle's older buildings lining
- Hunter St / Scott St - Foreshore Character - Utilitarian workshop buildings and cargo sheds.
- Nautical Character - Fine Frames, Timber and Steel

The guidelines require building materials to be generally muted, natural materials referencing the history of the setting and using contrasting materiality and lighting to draw attention to and anchor building. Whilst developing our RFP, SJB has begun to test a number of differing façade options that all have pros and cons.

Doma Group believes that the masonry element to Honeysuckle Drive talks to the historical built form of the older buildings in Hunter Street and the 'Newcastle Character'. We have endeavoured to break the built form into the old and the new by having the northern front elements facing the water responding to the Foreshore and Nautical Character'. There is no right or wrong answer and the built form provides for inherent flexibility in the façade design.

One option we are very open to, is to collaborate with the design review panel, after our selection as the preferred developer. We could workshop this further and obtain the input and opinions of a range of experts in their field. While Doma Group is not reliant on this approach, we acknowledge the beneficial process that was conducted, on our recent engagement with the design review panel on 42 Honeysuckle Drive.

We would be very happy to undertake a similar process and seek the feedback and input to further pursue the highest levels of design excellence. The addition of these voices to that refinement discussion can only add to the outcome achieved for the whole of precinct by ensuring this site is successfully developed and accepted by the local resident community necessary to sustain it. These inputs would be explored before lodging a Development Application.



An all brick option on both the front and back and more solid balustrade and top rail



A brick surround and more permeable balustrade facing the water with brick the predominant material facing Honeysuckle Drive



A brick balustrade and base and more permeable balustrade and darker metallic references facing the water with brick the predominant material facing Honeysuckle Drive



A rose coloured metallic shroud and parapet and base and more permeable balustrade and darker metallic references facing the water with brick the predominant material facing Honeysuckle Drive

COMMITMENT TO INNOVATION AND ESD

Doma Group is committed to proven, reliable and cost effective ESD as part of its commitment to design excellence. For this premium waterfront site in Newcastle we intend to achieve the following ESD outcomes at 35 Honeysuckle Drive.

CLIMATIC CONDITIONS

Newcastle's temperate climate is characterised by warm summers with maximum temperatures typically over 30°C, and mild winters with cool overnight temperatures. Hot days above 35°C occur around 10 days per year, generally in December, January, and February. Diurnal ranges are typically between 15°C and 20°C, indicating that passive solutions using thermal mass to store heat may be effective. In addition to incorporating thermal mass into the building structure, the building will use cross ventilation drawing cooler air from the water front through the building. This approach takes advantage of the evaporative cooling available from the water and allows the project to exploit the evaporative cooling provided by the adjacent harbour and predominantly onshore winds.

NATIONAL CODE OF CONSTRUCTION (NCC) - SECTION J

Doma Group will use a bespoke JV3 compliance model. This will exceed the energy efficiency requirements of the NCC and deliver a thermally comfortable and energy efficient space for occupants.

BUILDING SUSTAINABILITY INDEX (BASIX) AND NATIONWIDE HOUSE ENERGY RATING SCHEME (NATHERS)

As part of the high-performance building envelope strategy, bulk insulation will be installed in to the walls, roofs, and floors.

As a part of the requirements to achieve the BASIX ratings Doma Group will be targeting a NATHERS 6.5 - 7 star band rating (out of ten) which for Newcastle equates to 50-58MJ/m² per annum. This means we are creating comfortable spaces that minimise the need for residents to use air-conditioning systems.

THE CITY OF NEWCASTLE DEVELOPMENT CONTROL PLAN 2012

Doma Group will comply with the energy targets and Water Sensitive Urban Design (WSUD) requirements of Newcastle City Council (NCC).

STATE ENVIRONMENTAL PLANNING POLICY NO. 65 - DESIGN QUALITY OF RESIDENTIAL APARTMENT DEVELOPMENT (SEPP 65) & APARTMENT DESIGN GUIDE (ADG).

Highlighted by the Chrofi guidelines, SJB and Doma Group will follow the SEPP 65 and ADG principles in our design. A key strategy will be focusing on passive design that maximises, natural ventilation and access to natural daylight.

WATER USAGE

The strategy for the water systems is to improve efficiency and reduce demand, identify and use alternatives to the potable drinking water supply, ensure landscaping design is sensitive to the environment and prepared for drought, and ensure water outflows have reduced or eliminated pollutants.

EMBEDDED ENERGY NETWORKS & SMART METERING

Embedded energy network infrastructure will be provided as a service for residents and tenants. As part of the embedded network, smart metering strategies will enable occupants to have access to information to track and manage their energy consumption. Coupled with solar panels this allows residents to benefit from power generated off the roof that exceeds the demand for common areas before it is exported to the grid.

NABERS

A NABERS tool for residential apartments is under development. It will assess energy usage for common areas of a development. Doma Group understands that a pilot program is expected to be released in six to nine months. Our planning for the 35 Honeysuckle Drive development is to make it 'NABERS ready'. We will achieve this by adopting a metering and monitoring strategy for the common areas. Doma Group has considered this will require the separation of the relevant common area systems in order to facilitate obtaining a NABERS rating in the future if it applies to mixed use buildings.

LIVABLE HOUSING AUSTRALIA (LHA)

Doma Group will target >30% of apartments achieving a silver Liveable Housing rating. This rating system was developed by industry and the community to provide assurance that a home is easier to access, navigate and live in - as well as more cost effective to adapt - when life circumstances change. Attaining this standard of accessibility amenity will appeal to ageing baby boomers who are conscious of how their physical abilities are changing with age. For Newcastle, baby boomer demographics are important part of the property market, as it is in many parts of the Australian property market.

GREENSTAR (AND ITS SUITABILITY)

The residential Greenstar tool has been discontinued. It has been replaced by Green Star Design and As Built.

The tool has had a low take up in the residential sector. It requires significant costs for documentation and certification. We do not propose to pursue this rating, given the other more adapted and recognisable strategies and ratings being targeted. Our view is these other rating systems are more well understood, and of more importance to the market who will buy the residential stock.



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STATEMENT ON BUILDABILITY

FLOOD MANAGEMENT PLAN

Doma Group acknowledges the site is in a flood prone area. As required by the RFP documents Doma Group has assumed a Flood Planning Level (FPL) of 2.8m AHD for the Site which is the 1% AEP plus a 300m free-board. This will be adopted in our Development Application. On our landscape section we have made an assumption that we can build a timber deck over the floodway to make the levels more pedestrian friendly. This needs further clarification with HDC and can be modified it required.

ENVIRONMENTAL MANAGEMENT AND SITE CONTAMINATION

Doma Group acknowledges the potential for in-ground contamination to be present onsite. Our offer reflects that HDC requires Doma Group to bear the risk of contamination. It is informed by our work next door on the 21 Honeysuckle Drive site. This existing body of work ensures we represent a lower risk for HDC with a higher prospect of success because of the existing knowledge about contamination in the immediate vicinity.

Doma Group is working on an innovative solution with Northrop Engineers on 21 Honeysuckle Drive that allows General Solid Waste classified material to be used in mine subsidence grouting and stabilized by cement. Should we gain EPA approval we may pursue that approach on 35 Honeysuckle Drive.

ARCHAEOLOGY AND HERITAGE

Doma Group has an established relationship AMAC (and Street Archaeology). They have completed two previous archaeological and heritage assessments for Doma Group developments in the region. This proven collaboration also reduces risk for the project successful implementation and program.

SITE SERVICING

We understand that the Site is fully serviced in respect of power, water, sewer and telecommunication. Our advice is that we can draw an electrical supply for 35 Honeysuckle Drive from an enlarged substation in 21 Honeysuckle Drive. The benefit of this saving is attributed to HDC through our improved land price offer.

SITE CONSTRUCTION STRATEGY

It is Doma Group's intention to deliver the project in one stage of construction. Early collaboration between Doma Group, the architect and Bloc – our preferred builder – ensures that all ‘buildability’ issues are considered whilst the design concept is being worked up, rather than as an ‘afterthought’. This process has already begun on the next door ‘Lume’ project at 21 Honeysuckle Drive. This relationship allows us to also tailor the design to suit the capability and experience of the local subcontract market. In completing the Edition Apartments at 18 Honeysuckle Drive and the Bishopsgate project we now have a network of Newcastle based subcontractors that BLOC can turn to for specialist buildability input for this project. There are significant advantages in BLOC also building the adjacent project in terms of future site coordination and materials handling.

DESIGNING & CONSTRUCTING BASEMENTS NEAR WATER

Doma Group has extensive experience designing, constructing and managing buildings that are located near water. We have successfully completed three large scale de-watering and waterfront construction projects in the past four years and are preparing this methodology now on the adjacent 21 Honeysuckle Drive. As such, Doma Group and BLOC have a strong understanding of the design and construction methodologies that are required to successfully develop and manage risks on a site near water.

We propose to work with national subcontractor, ASP Piling and Australian De-watering Systems to source best practice technology from all over the world to provide the latest inground works solution for the below ground parking at 35 Honeysuckle Drive.



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South Elevation - Honeysuckle Drive



North Elevation - Foreshore

STREETSCAPE ELEVATIONS
1:500 @ A3

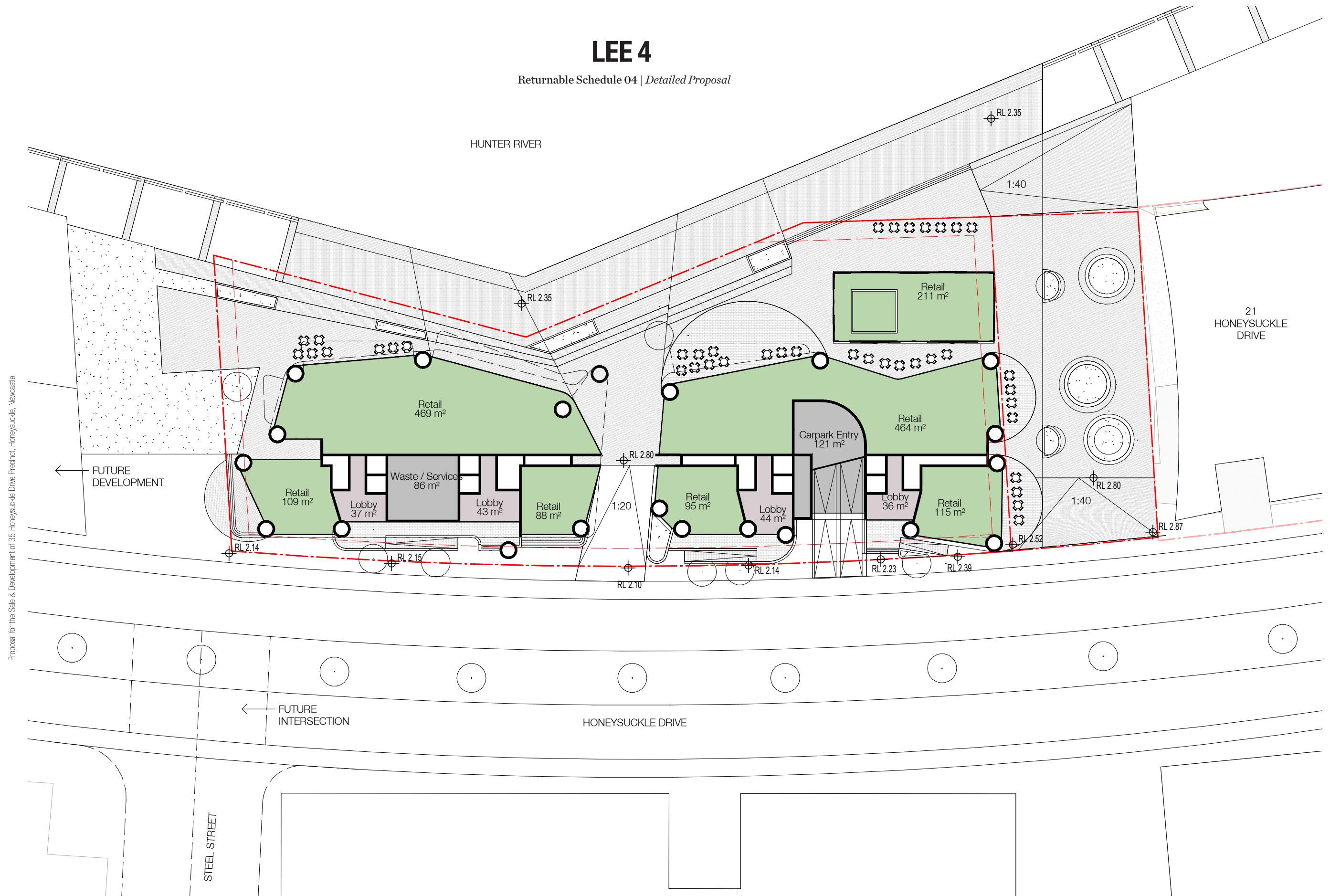
DOMA



EXISTING SITE PLAN
NTS

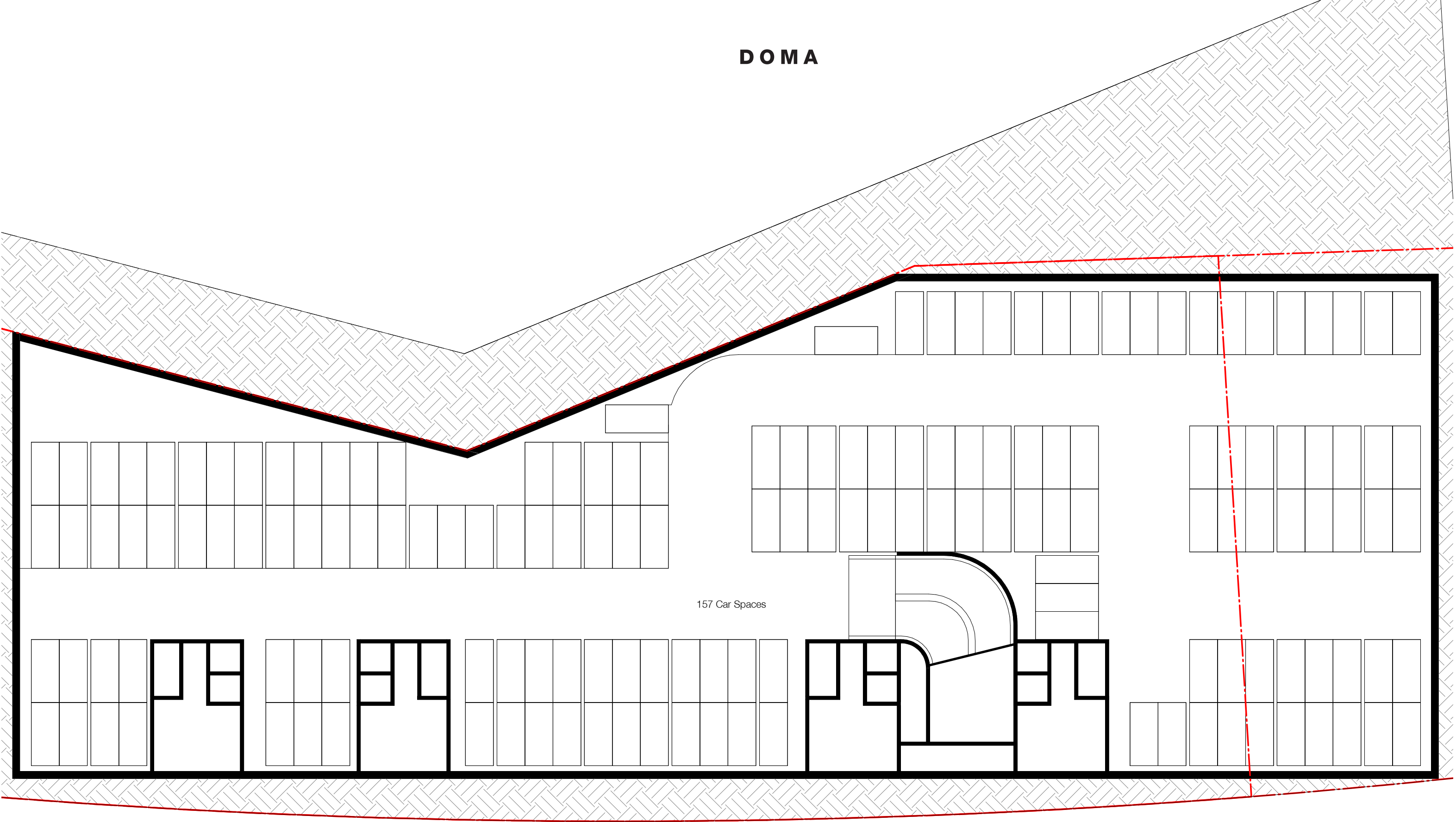
LEE 4

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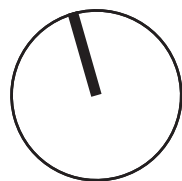


SITE PLAN / SKETCH CONCEPT PLAN
1:500 @ A3

DOMA



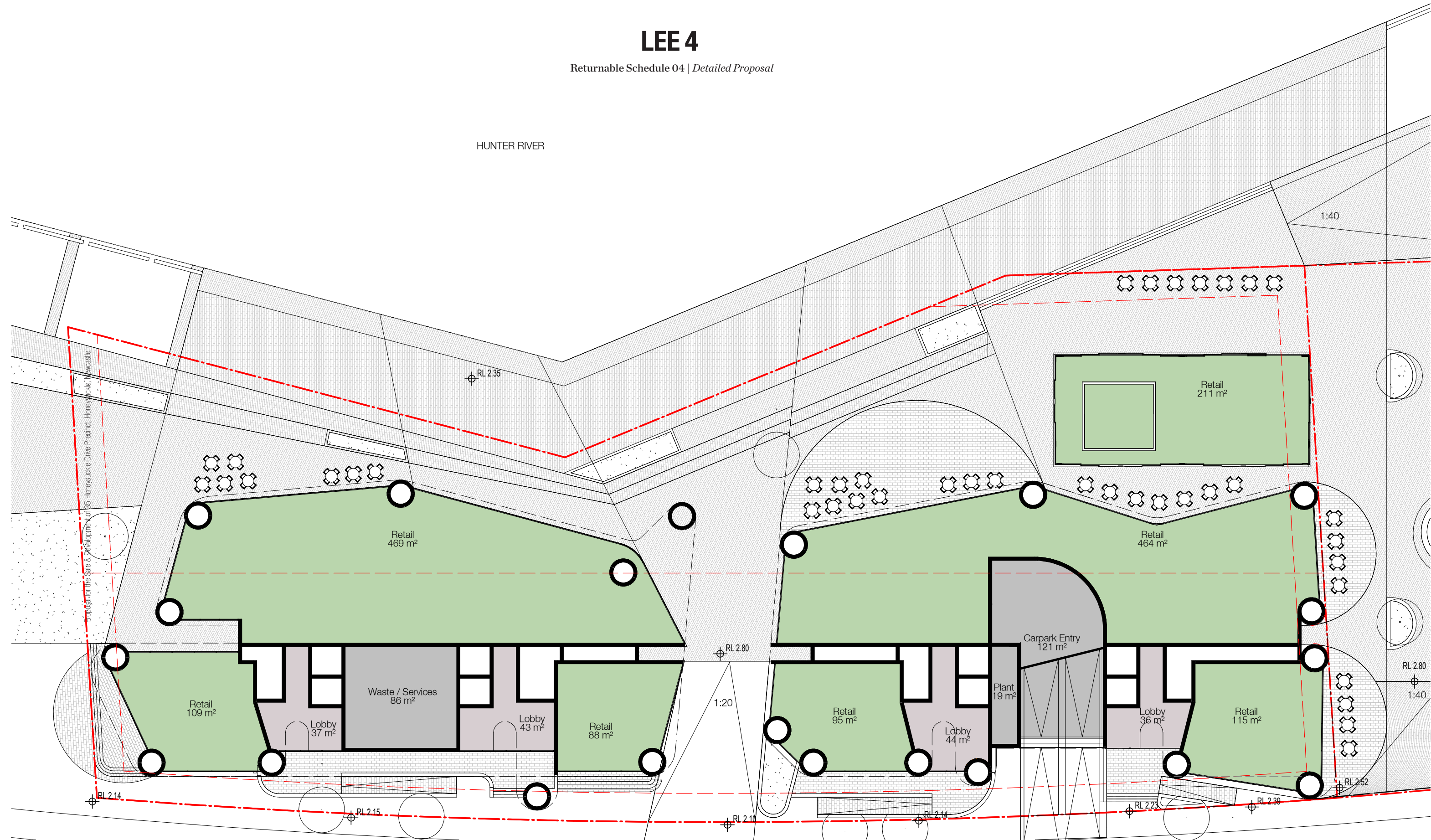
BASEMENT 1
1:500 @ A3



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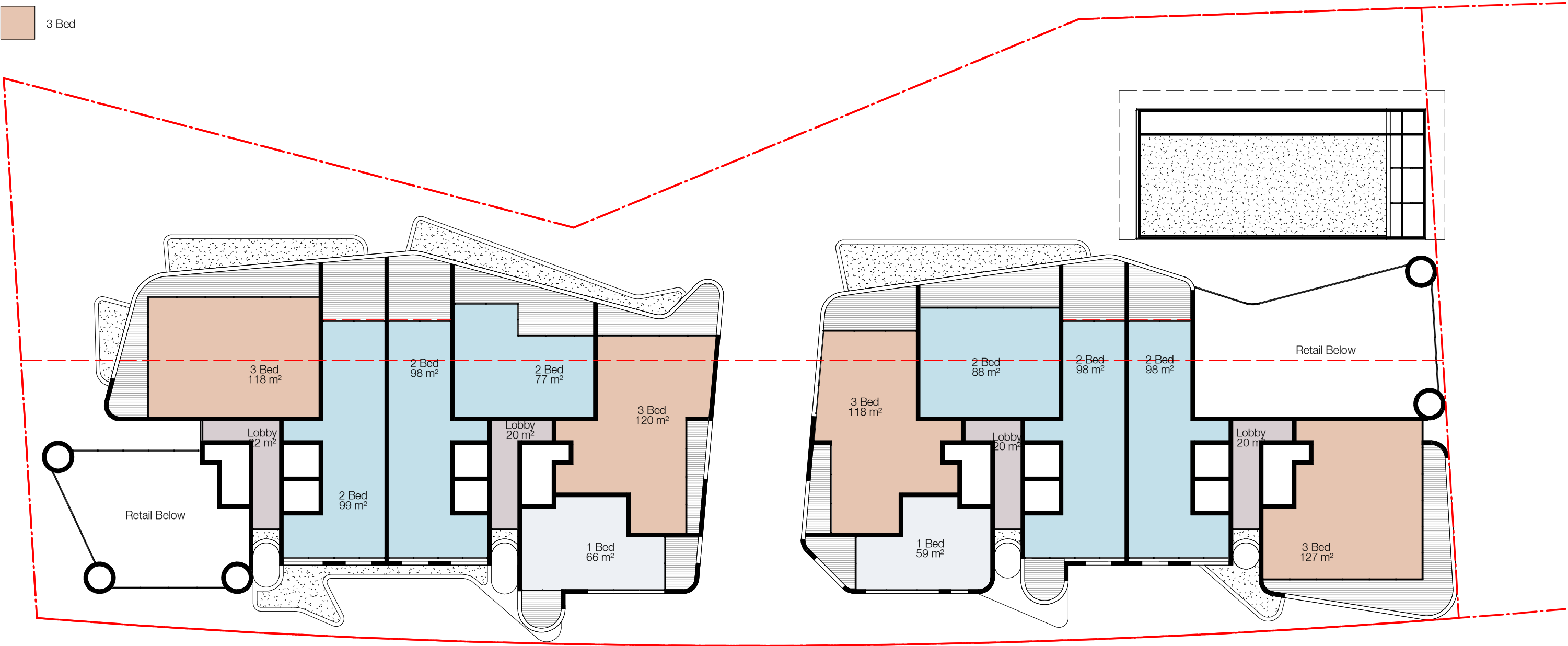
HUNTER RIVER



GROUND FLOOR
1:500 @ A3

DOMA

- 1 Bed
- 2 Bed
- 3 Bed

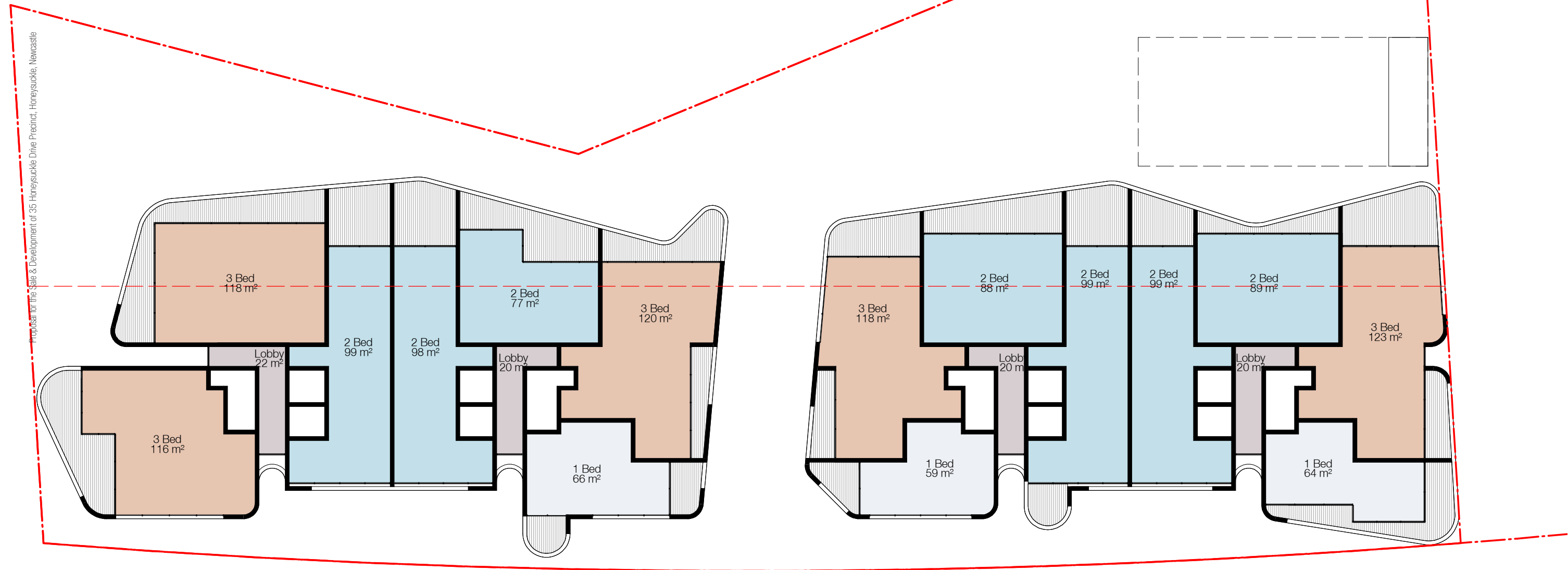


LEVEL 01
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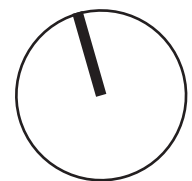
LEE 4

Returnable Schedule 04 | Detailed Proposal

- 1 Bed
- 2 Bed
- 3 Bed

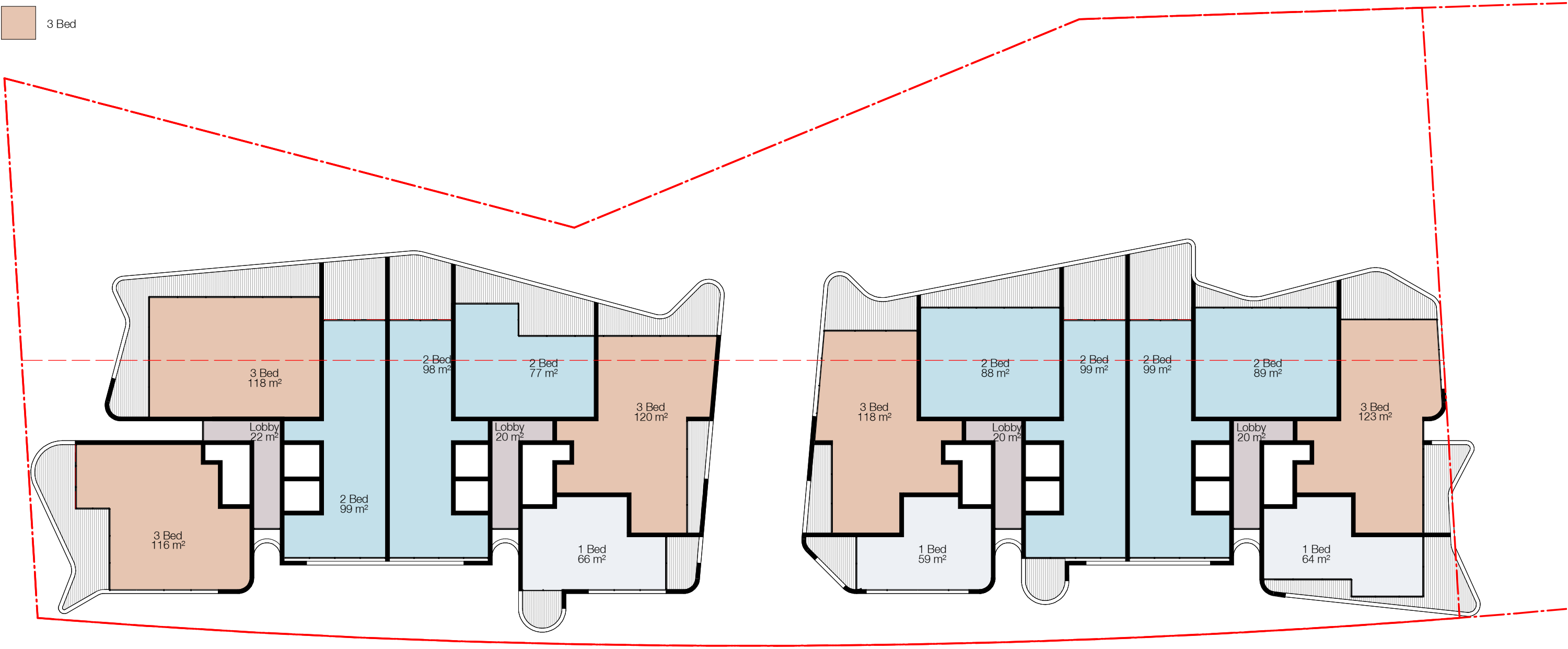


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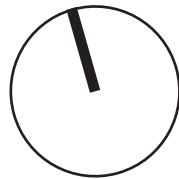


DOMA

- 1 Bed
- 2 Bed
- 3 Bed



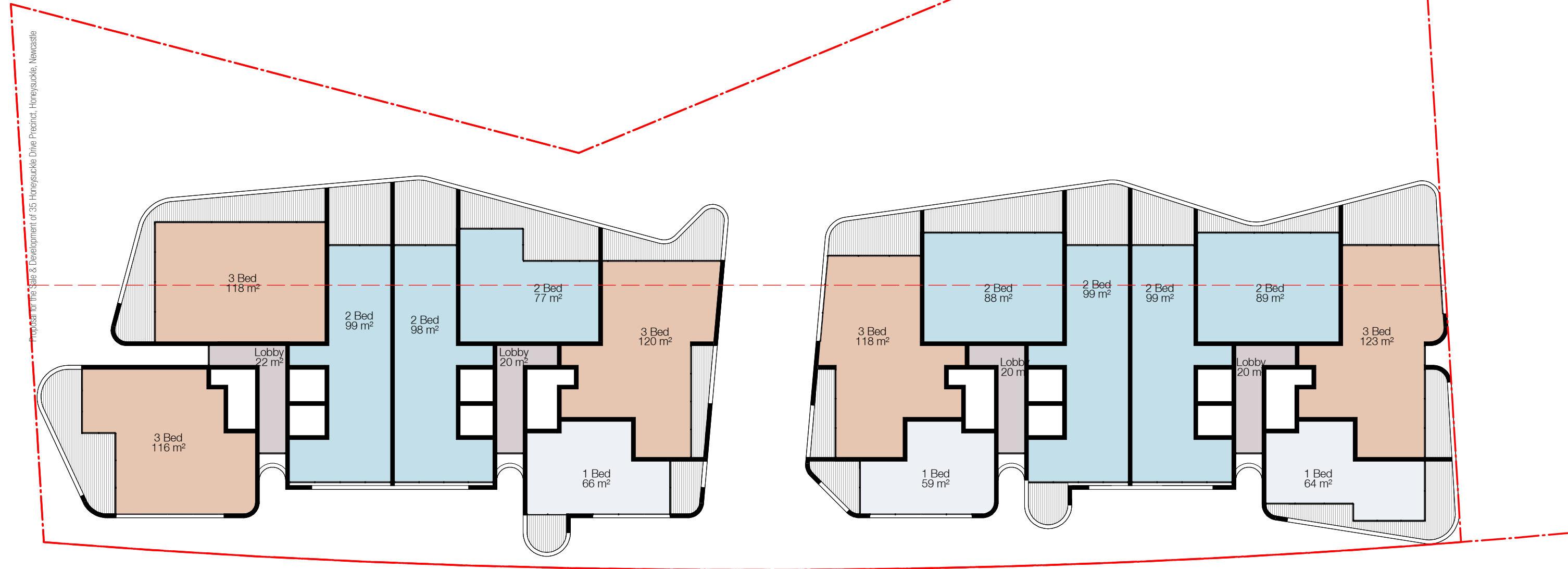
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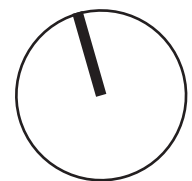
LEE 4

Returnable Schedule 04 | Detailed Proposal

- 1 Bed
- 2 Bed
- 3 Bed

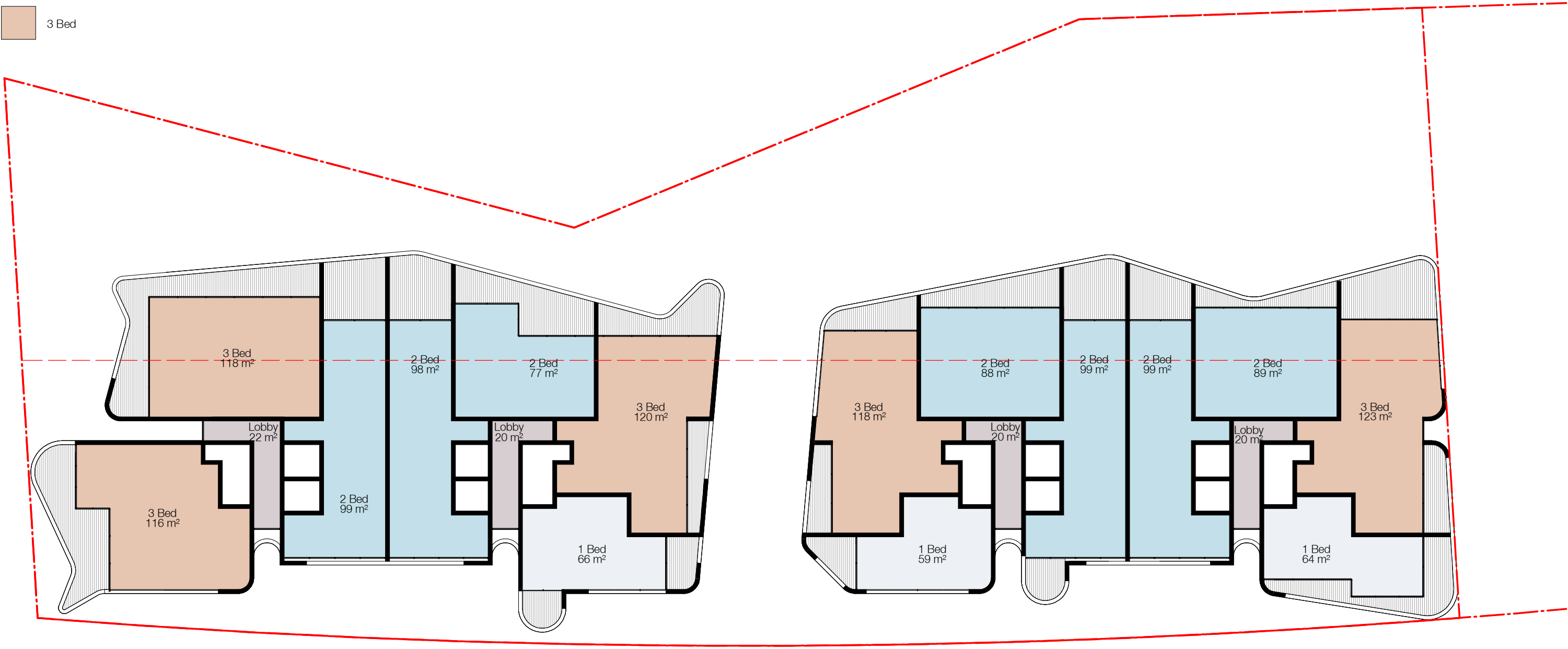


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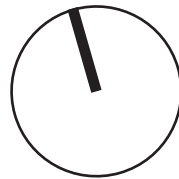


DOMA

- 1 Bed
- 2 Bed
- 3 Bed



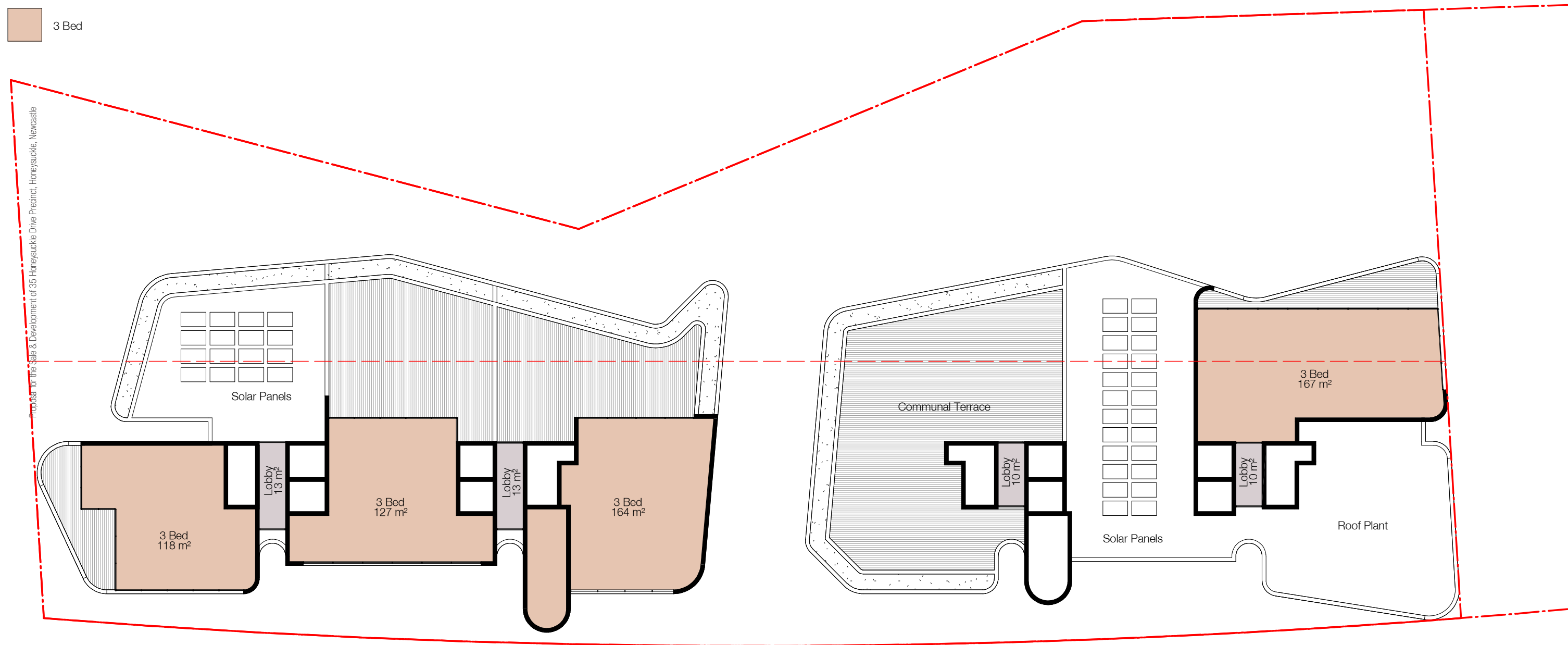
LEVEL 05+06
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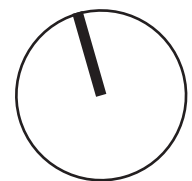
LEE 4

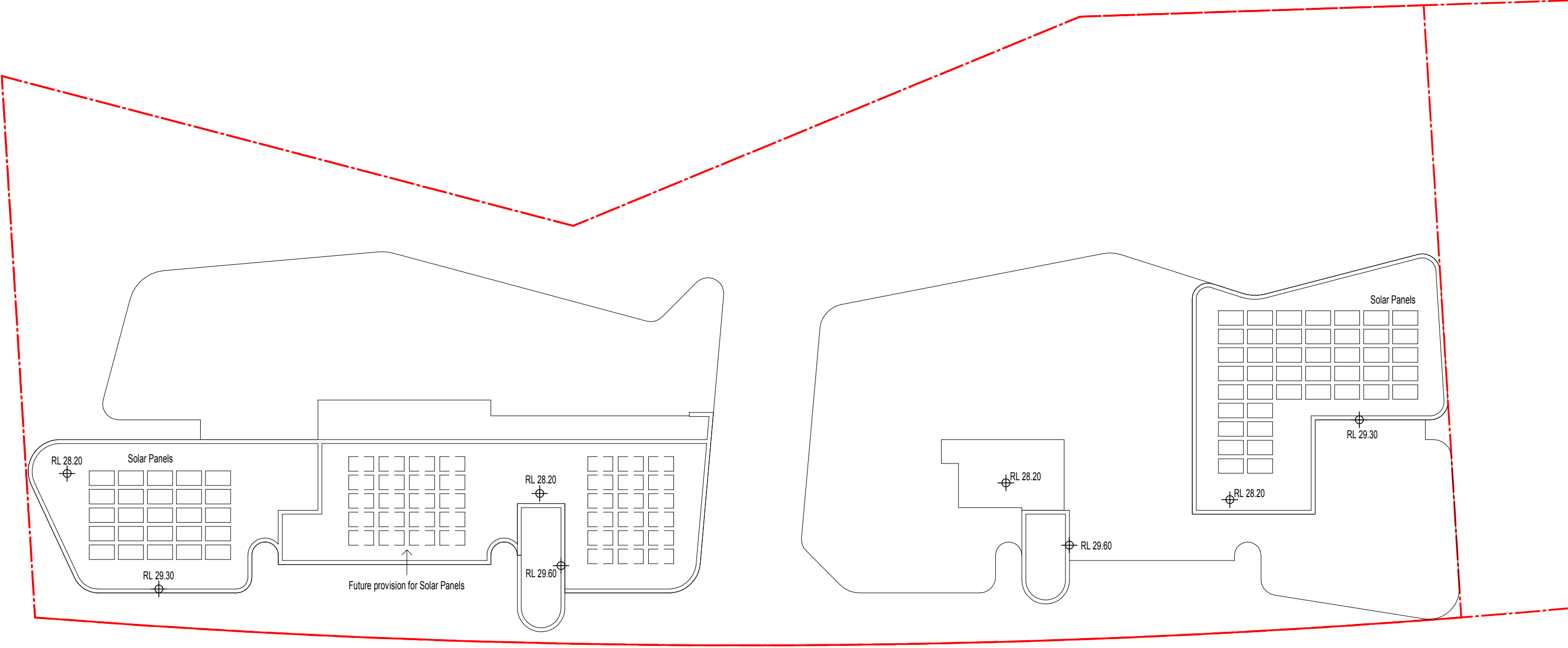
Returnable Schedule 04 | Detailed Proposal

- 1 Bed
- 2 Bed
- 3 Bed

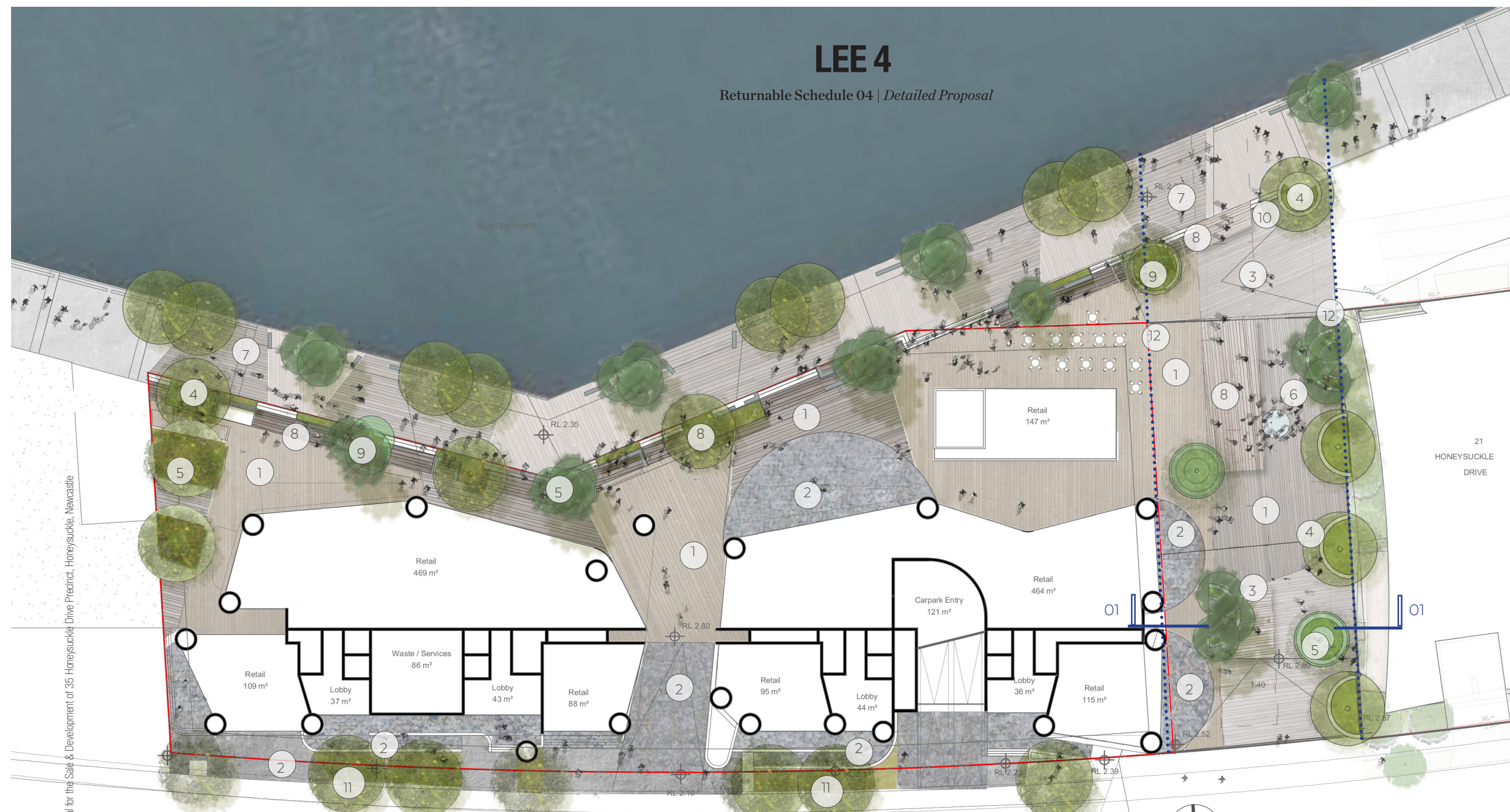


LEVEL 07
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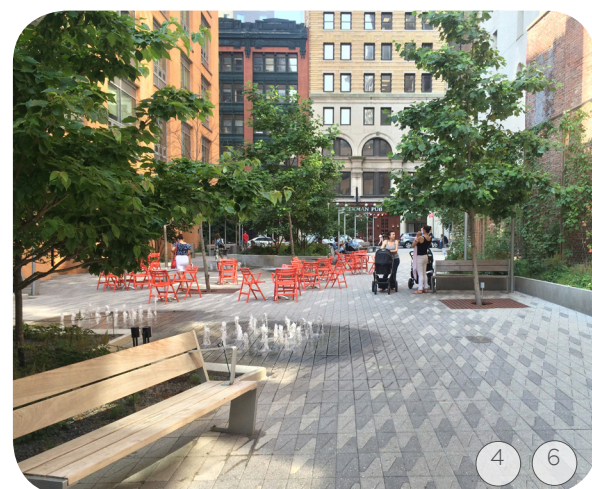
ROOF PLAN
1:500 @ A3



Legend

1. High-quality timber decking with varied alignment to differentiate the different publicly accessible zones.
2. Small format stone paving to punctuate all entrances to the building.
3. Through site link / stormwater easement with varied seating options and orientations.
4. Seats and planters combined to give a relaxed character to the through site link as well as provide soil depth and volume for trees.
5. Trees to include small groups of palms and larger shade trees. Planting should be consistent with proposed along the waterfront.
6. The potential for space to have a low key attraction with such as interactive artwork or placemaking public installation, and also allowing stormwater to flow to the harbour.
7. Foreshore promenade is shown indicatively as a continuation of a timber treatment to denote the active retail focus on the ground floor.
8. Landscape terrace edge of seats of different forms, facing towards the building on the upper terrace and outwards to the foreshore.
9. Landscape terrace edge to include varied tree planting that references the promenade scheme to create a consistency and integration of the retail terrace and foreshore.
10. Stair and ramp access at the northern end of pedestrian link/linear park.
11. Continuation of trees in mass planting, similar to 21 Honeysuckle Drive.
12. 20 m wide view corridor easement.

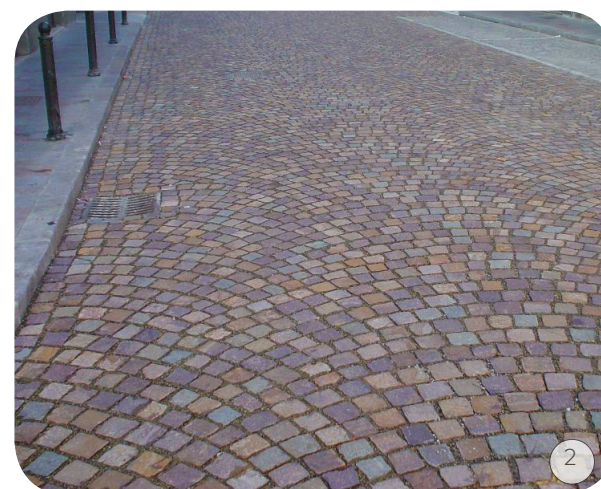
PROJECT PRECEDENTS



Through site link precedent with varied spaces, seating and low key attractions such as informal art/play/placemaking element.



Tree lined and shady pedestrian connection with circular planters and seating.



Entrances to the building designated with a small format stone paver that compliments the warmth of timber.



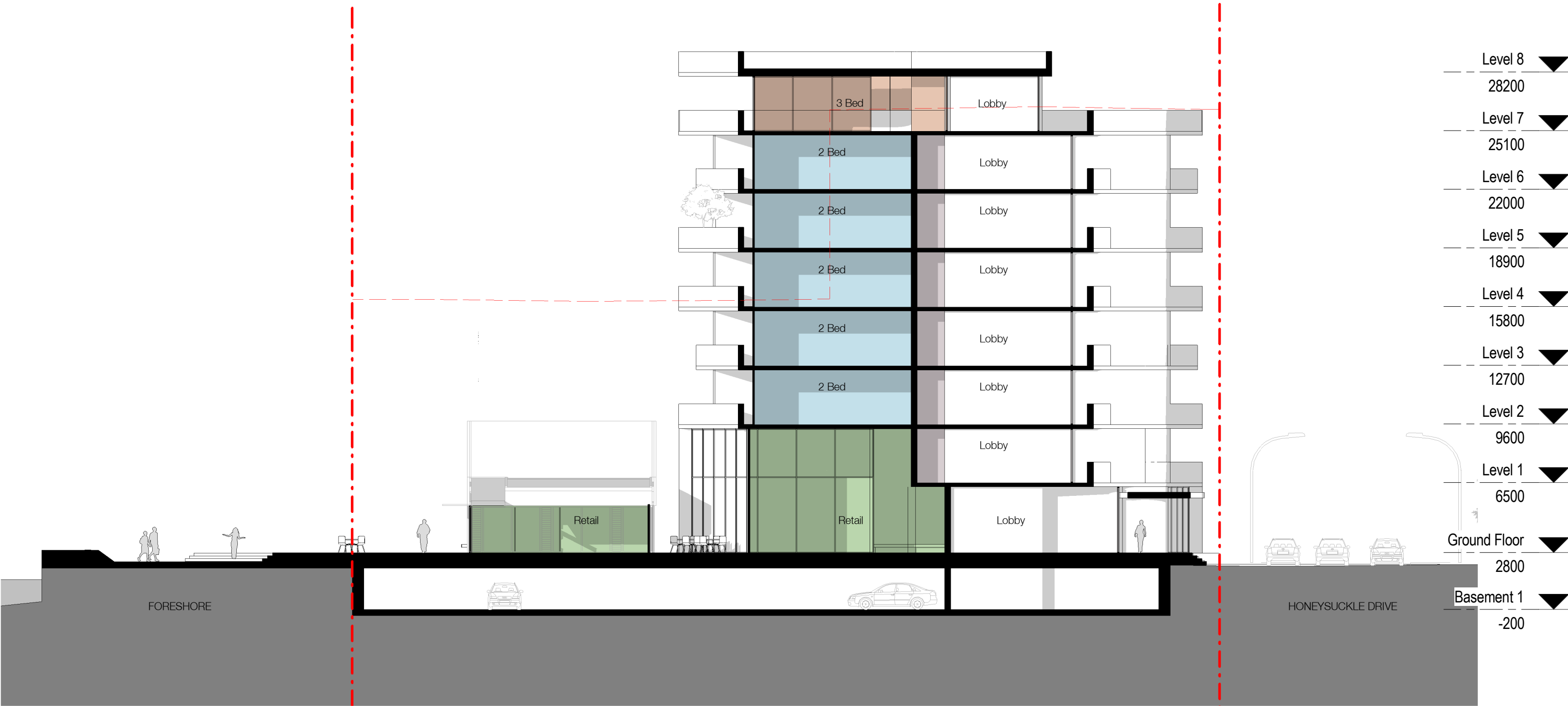
LANDSCAPE PLAN 1:200 @ A3



SECTION A - CROSS SECTION
Pedestrian link park and stormwater easement

LANDSCAPE PLAN
1:500 @ A3

DOMA

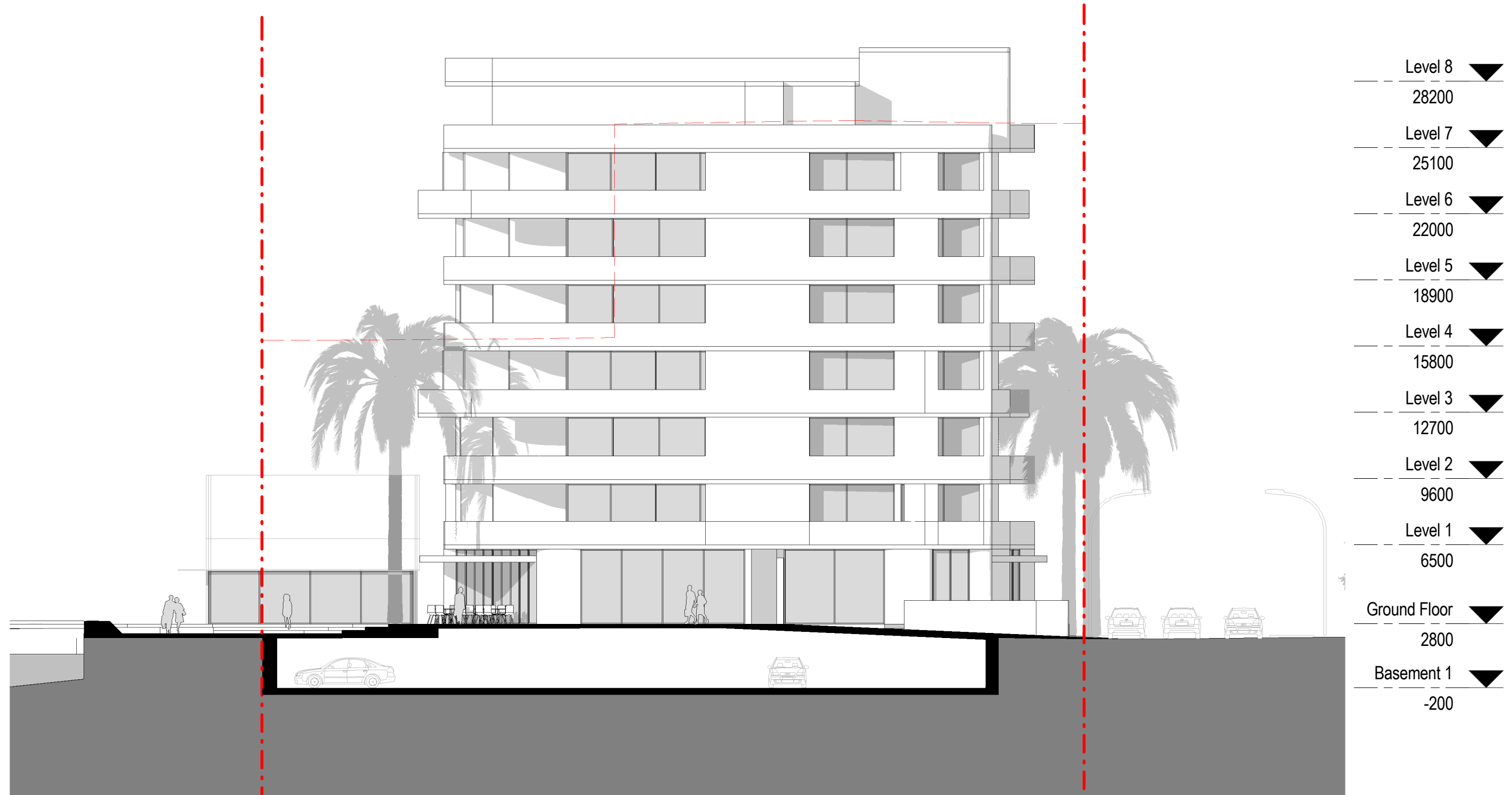


SECTION
1:200@A3

LEE 4

Returnable Schedule 04 | Detailed Proposal

Proposal for the Sale & Development of 35 Honeysuckle Drive Precinct, Honeysuckle, Newcastle



SECTION
1:200 @ A3

DOMA



Vertical Metal Screens



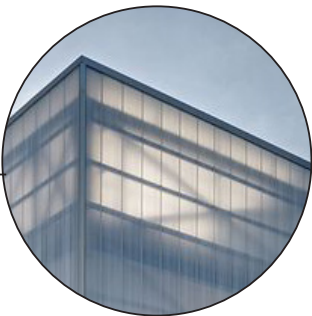
Warm Sandy Coloured Brick



Metal Palisade Balustrading



Green Roofs



Backlit Transparent Glass



Corrugated Concrete Columns



Glass Louvres



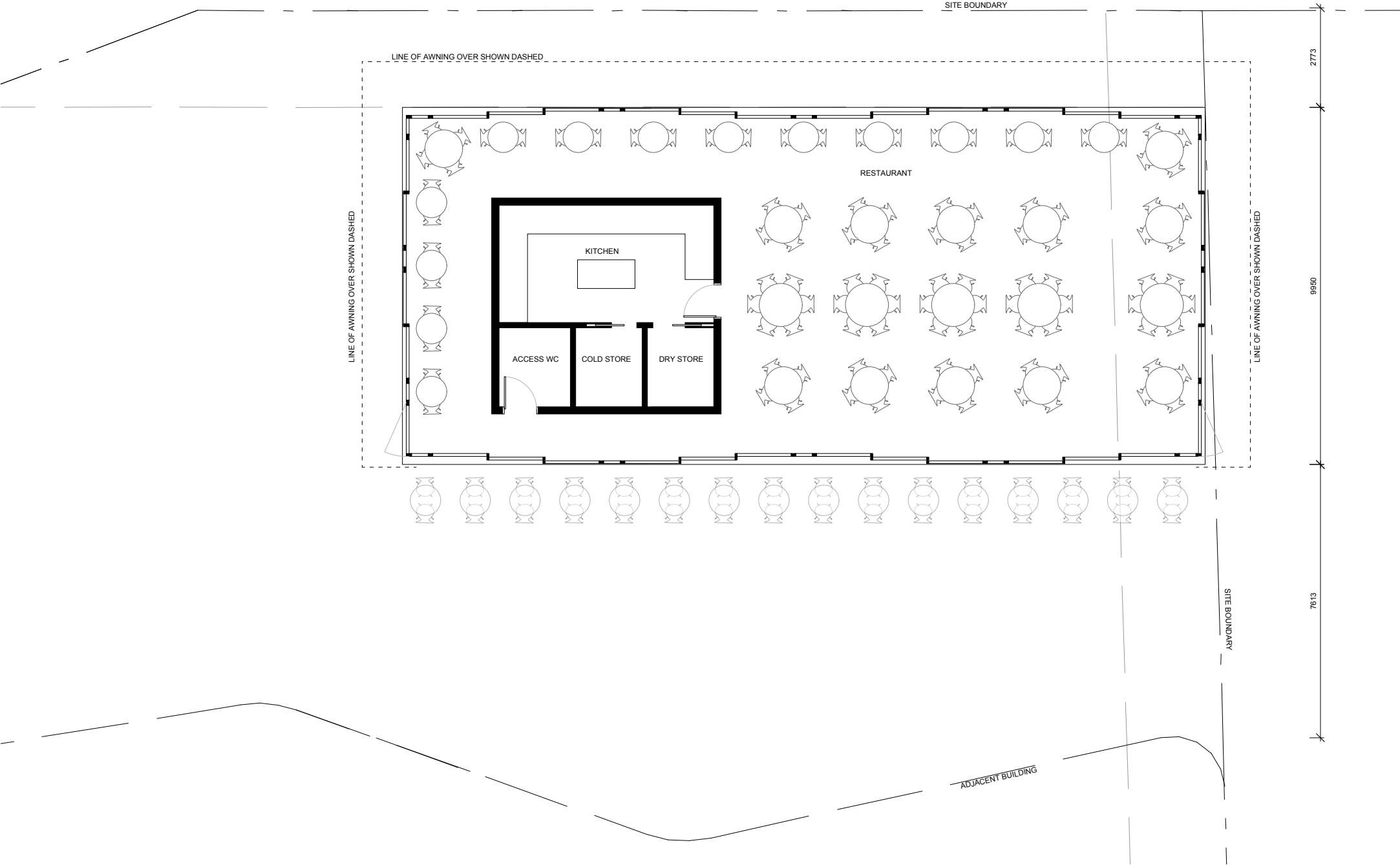
Exposed Steel Structure

MATERIALS

LEE 4

Returnable Schedule 04 | Detailed Proposal

Proposal for the Sale & Development of 35 Honeysuckle Drive Precinct, Honeysuckle, Newcastle



samcrawfordarchitects
Level 2, 17 Federation Rd, Newtown, Australia NSW 2042
TELEPHONE +612 9519 6800 FAX +612 9519 6967
EMAIL studio@samcrawfordarchitects.com.au WEB samcrawfordarchitects.com.au
ACN 165 409 567 Nominated Architect Sam Crawford 6498

CLIENT
DOMA GROUP
PROJECT
LEE 4, COTTAGE CREEK
HONEYSUCKLE DRIVE, NEWCASTLE



DATE
18.10.17
DRAWING TITLE
PLAN

SCALE @ A3
1:50

PROJECT NO.
17.30

STAGE
SD

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01

DOMA



NORTH ELEVATION - DOORS CLOSED



EAST ELEVATION - DOORS CLOSED

MATERIAL PALLETE



GREEN ROOF WITH MIXED PLANTING



TRANSLUCENT GLASS UPPER FACADE WITH EXPRESSED STRUCTURE BEHIND



EXPOSED STEEL STRUCTURE



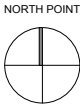
KITCHEN AND AMENITIES VOLUME CORRUGATED FORED CONCRETE



GLASS LOUVRES

samcrawfordarchitects
Level 2, 17 Federation Rd, Newtown, Australia NSW 2042
TELEPHONE +612 9519 6800 FAX +612 9519 6967
EMAIL studio@samcrawfordarchitects.com.au WEB samcrawfordarchitects.com.au
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SCALE @ A3
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PROJECT NO.
17.30

STAGE
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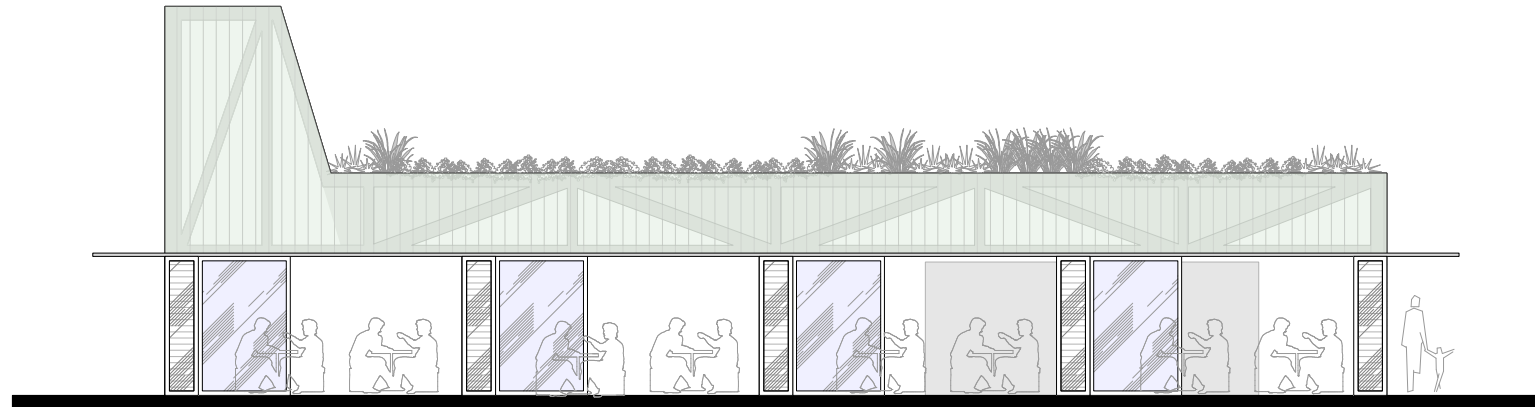
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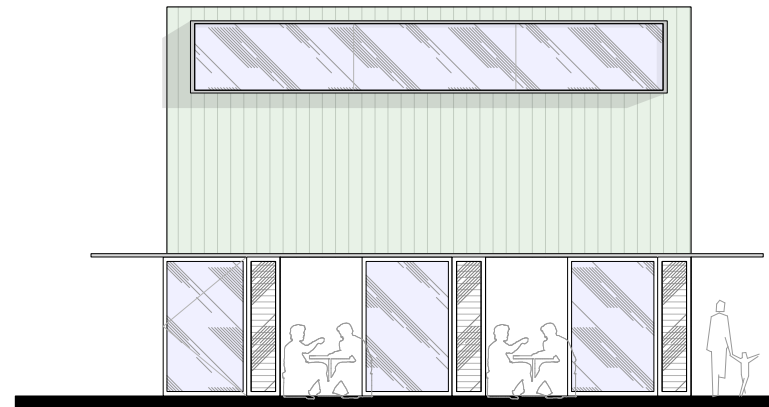
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ELEVATIONS

LEE 4

Returnable Schedule 04 | *Detailed Proposal*



NORTH ELEVATION - DOORS OPEN



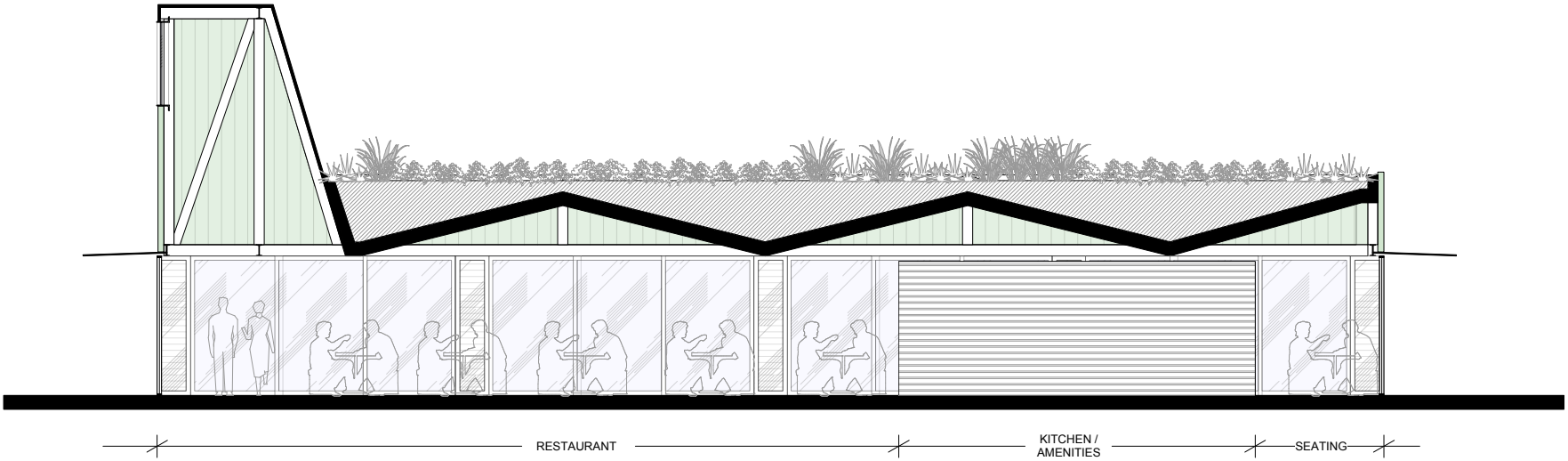
EAST ELEVATION - DOORS OPEN

samcrawfordarchitects
Level 2, 17 Federation Rd, Newtown, Australia NSW 2042
TELEPHONE +612 9519 6800 FAX +612 9519 6967
EMAIL studio@samcrawfordarchitects.com.au WEB samcrawfordarchitects.com.au
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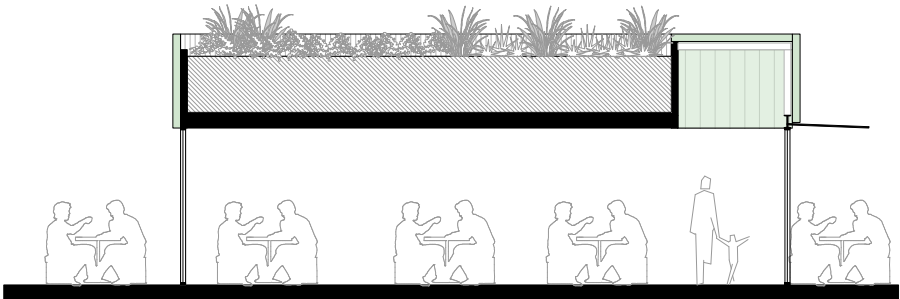
CLIENT
DOMA GROUP
PROJECT
LEE 4, COTTAGE CREEK
HONEYSUCKLE DRIVE, NEWCASTLE

NORTH POINT	DATE 18.10.17	SCALE @ A3 1:50	PROJECT NO. 17.30	STAGE SD	DRAWING NO. 03
DRAWING TITLE ELEVATIONS - OPEN					

DOMA



LONG SECTION



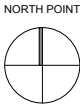
SHORT SECTION

samcrawfordarchitects

Level 2, 17 Federation Rd, Newtown, Australia NSW 2042
TELEPHONE +612 9519 6800 FAX +612 9519 6967
EMAIL studio@samcrawfordarchitects.com.au WEB samcrawfordarchitects.com.au
ACN 165 409 567 Nominated Architect Sam Crawford 6498

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PROJECT
LEE 4, COTTAGE CREEK
HONEYSUCKLE DRIVE, NEWCASTLE



DATE
18.10.17

SCALE @ A3
1:50

PROJECT NO.
17.30

STAGE
SD

DRAWING NO.

04

DRAWING TITLE
SECTIONS

LEE 4

Returnable Schedule 04 | Detailed Proposal

AREA SCHEDULE

The tables to the right provide the area schedules for the various uses proposed within the development.

As the tables show, the development mix proposed includes 92 apartments, as follows:

- 17 one bedroom apartments
- 41 two bedroom apartments
- 34 three bedroom apartments.

At the ground level there is 1,533m² of activated retail spread across two mixed use buildings and the retail pavilion.

The basement makes provision for 158 cars including tandem spaces, which is consistent with the planning requirements covering the site. We have assumed the public car park at 42 Honeysuckle Drive can offer retail parking. Further exploration of a second basement will be considered after further soil testing. It will not impact on the FSR below ground.

FSR

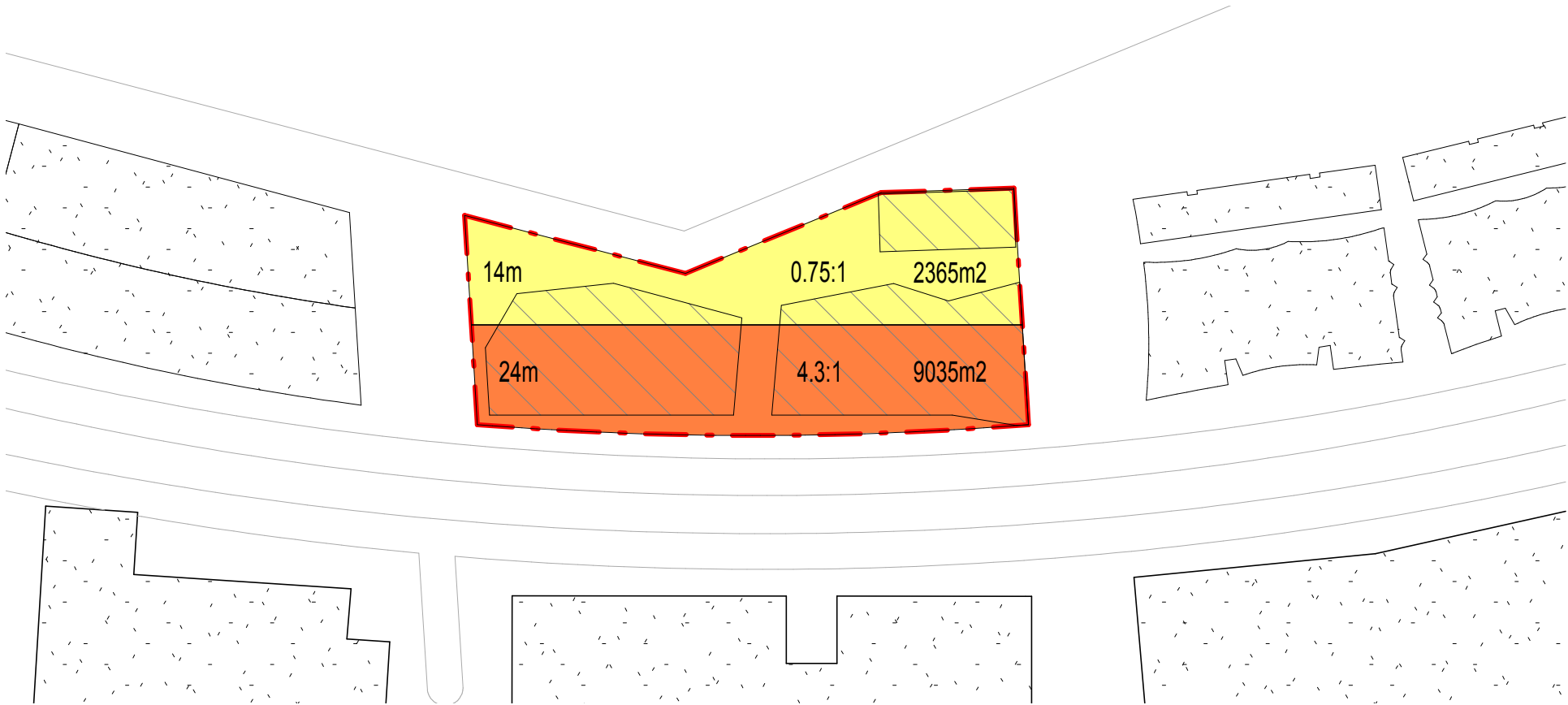
Given the site area of 5,250m² and the LEP height envelopes the equated maximum GFA has been confirmed by HDC as 11,550m² The calculated GFA of the SJB scheme is 11,390m² which is below the maximum and allows some design development tolerance.

Area Schedule (GFA)			
Level	Name	Area	FSR (5250 Site)
Ground Floor	Residential	162 m²	0.030826
Ground Floor	Retail	1543 m²	0.293842
Level 1	Residential	1280 m²	0.243874
Level 2	Residential	1559 m²	0.296993
Level 3	Residential	1559 m²	0.296993
Level 4	Residential	1559 m²	0.296993
Level 5	Residential	1559 m²	0.296993
Level 6	Residential	1559 m²	0.296993
Level 7	Residential	619 m²	0.117965
		11400 m²	2.17147

(11550 allowable)

Area Schedule (NSA)	
Occupancy	Area
1 BED	1068 m²
1 BED: 17	1068 m²
2 BED	3796 m²
2 BED: 41	3796 m²
3 BED	4037 m²
3 BED: 33	4037 m²
Residential Amenities	700 m²
Residential Amenities: 32	700 m²
Retail	1551 m²
Retail: 7	1551 m²
	11151 m²

Total no. Apartments 91



D O M A

MIX AND PRODUCT

SPATIAL FLEXIBILITY

Design of the ground floor spaces will allow for flexible use and future conversions. Initial spaces may accommodate commercial uses ranging from office space through to showroom and/or gallery space. Once the density levels of an area increase and there is the casual pedestrian traffic to support it, these spaces will transition to a higher and better use retail – usually in the format of food and beverage offerings.

It is important to acknowledge this potential for change and to design it in at the beginning – so that the appropriate services and infrastructure can be accommodated within the residential development above.

There has been a variety of retail spaces designed in response to the proposed retail strategy. Key corner retail tenancies have been given a uniqueness through volume by providing generous double height spaces, in addition the pavilion building has been created as a special building in the round with a single tenant focus. The majority of retail spaces have a northerly aspect and have been arranged for flexibility of tenancy break-up if required by the mix.

RETAIL AND COMMERCIAL STRATEGY

The ground floor retail and activated uses at 35 Honeysuckle Drive requires a considered and curated approach to achieve success. Doma Group has the skills and experience – and the ongoing vested interest – to ensure this approach is carefully considered and that a mix of quality and complementary tenants are selected. Doma Group has always taken a long-term view of its investments in the precinct.

No other proponent has the ongoing interest in the success of the retail; given our significant investment in our Little National Hotel at 42 Honeysuckle Drive and office building at 18 Honeysuckle Drive – together these assets represent a combined investment of over \$100M in property in the Honeysuckle Precinct. Furthermore, as HDC is aware, we have been strong advocates that this property is the right choice to form the start of the next retail activation node in the precinct. As part of this advocacy, we have strongly resisted pressure from both Newcastle City Council and the Urban Design Consultative Group to continue waterfront retail development at 21 Honeysuckle Drive, because we firmly believe that this is the more appropriate site, and accordingly it will deliver more benefits to the city in the long term.

Doma Group has a diverse asset portfolio. In our EOI we outlined the significant precinct experience and mixed-use development success we have achieved in Canberra. To apply these successes in mixed use development to Newcastle we have engaged local leasing experts Colliers International and Burgess Rawson – a national leasing advisor. Together, these experts bring considerable insight, knowledge, networks and experience to our team.

As an established participant in the Newcastle market, Doma Group has an intimate understanding and appreciation of the city's current opportunities and constraints. An important consideration in the retail strategy is to appreciate how the retail development at 35 Honeysuckle is affected by new development on Hunter Street in the East End development. Doma Group is cognisant of local market conditions and is therefore conscious that the level of non-mall retail demand in the Newcastle CBD should not be overestimated. In the past, such miscalculations have led to ruinous property outcomes for those who have inflated the demand.

However, we also recognise that by leveraging its iconic waterfront position with views to the east and west, and through proximity to the transport hub and commercial hub this site will also draw tourists and other visitors to the area, whether they have arrived by car, train, boat or plane.

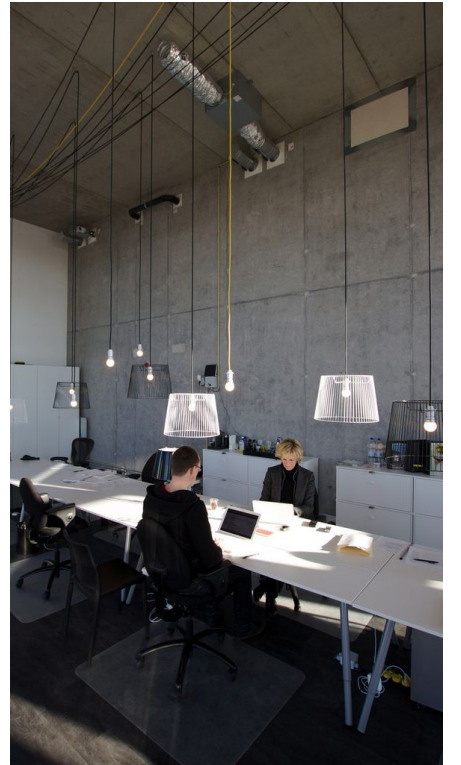
The addition of many new residents into the area also ensures a sufficiency of demand to sustain the retail scale we have proposed. Crucial to any retail operators' success, is that they are accepted by the local community who will sustain their businesses. From the humble beginnings of the Cooperative Store, through the BHP transition, and throughout the post-earthquake recovery, Newcastle's story is plentiful with examples of community spirit and pulling together to achieve outcomes greater than the sum of its parts. Some might take a view that Novocastrians are quite parochial, but this history makes it obvious the importance of favouring "local" businesses, and how that approach is woven through the fabric of the city, and is the essence of its resilience and successful re-imagining, rejuvenation, and reinvention.

We therefore consider it appropriate that this resilience and local mindedness forms a core theme of our retail strategy in the Honeysuckle Precinct. We will focus on providing locals and visitors with the best of the Hunter, so even a short stay allows visitors a sampling of what is available in the greater region. To this end, we have engaged with prominent local restaurateurs and a group from the Hunter Valley wine region to form the cornerstone of the retail offering. Bringing the Hunter Valley to the Newcastle CBD is particularly important as it demonstrates the breadth of the Hunter offering.

We are also targeting a baker, delicatessen and coffee shop to provide reasons for incidental daily visits to the retail spaces. These will be coupled with some personal services offerings, such as a hairdresser. Whilst we would like to imagine that small scale local fashion, art or specialty retailers may also be attracted to the site, there is very little depth in Newcastle for this type of offering. Instead, we would be looking to smaller scale agency and/or office uses to take up the non-waterfront offerings but the spaces will be suited to future retail.

We are cognisant that the Chrofi guidelines advocated for a signature two-storey building on the North-West corner to anchor the development with a signature retailer or operator. We consider this ambition while bold has overlooked some key practicalities. Our view is that the second storey is not appropriate because it sacrifices high-value ground floor space to lifts and stairs. Our view is that this premium lower level is more valuable for food and beverage due to operational ease and the ability to spill into the outdoor space.

Our proposal of a single storey building also reduces the impact of the building on the apartments behind. The building has been placed on the deeper northeast corner so that the northwest corner is opened to Steel Street, providing a superior visual connection between Steel Street and the foreshore – ensuring it remains highly visible from both the western approach and the eastern approach.



LEE 4

Returnable Schedule 04 | Detailed Proposal

To produce a distinctly different building from the SJB building to the rear, we engaged a separate architectural firm, Sam Crawford Architects (www.samcrawfordarchitects.com.au) to create a unique and signature pavilion design. Both the Doma Group and SJB brief has been for Sam to draw upon his experience with small and bespoke buildings of this scale to make this an engaging and inviting space interfacing with the public realm so that it creates a platform for memorable patron experiences as they enjoy the future waterfront at Honeysuckle

“WE ARE ACUTELY AWARE THAT VACANT RETAIL IS NOT ACTIVATION”.

Given our experience with retail leasing on our mixed-use developments we understand that the mix of tenants matures over time and as development occurs around the precinct to the west and south. We know that some tenants need time to establish their business and “get up to trading speed”. The importance of having HDC complete the public realm prior to them opening for trade cannot be ignored. The opening of our Little National Hotel at 42 Honeysuckle Drive in late 2019, deliberately offers limited food and beverage thereby encouraging our guests to explore further afield and enjoy the Precinct.

Our long-term approach has meant that within our offered land price we have capacity to “seed” the retail with the right ‘handpicked’ tenants. This does not always necessarily equate to the highest rent at day one. Our leasing structures will have the flexibility to allow a trade up period and give our tenants the greatest chance of success.

The design development of the retail spaces, particularly the associated amenities, understandably is yet to be fully resolved during the RFP but we propose to work with the HDC design review panel to explore the finer grain level of detail to make this successful. This will follow the detailed retail strategy and mix we will prepare with the leasing specialists if we are successful.

Our concept design has focused on maximising the amount of north facing retail with solar access and optimal sizing and depth for leasing. The balance of the retail or business agency / strata space (~1,340m²) has been positioned under the footprint of the two buildings. The corners of the building are celebrated with smaller, interesting spaces, whilst the waterfront areas provide flexibility with future division. We have identified the opportunity to highlight and celebrate the corners with double height spaces to both the east and west, if a deviation of minor additional height is permitted.

Pulling the development away from the northwest of the site opens the foreshore connection to Steel Street. This approach is considered a suitable option because it avoids the blinkered view that the proposed lane way would have provided.

A further benefit of the Doma Group innovations from the reference designs is that our concept scheme also avoids the problems created by Chrofi’s design of very deep ground floor space in the eastern building.

The result is that in the Doma Group design all the retail space provided is more marketable than the spaces foregone in Chrofi’s design – namely the lane way and the impractically deep eastern building.

MEETING THE MARKET

Doma Group has an enviable position of being the most active developer in Honeysuckle and we have an appreciation for the required mix to make this development successful. This site will have a greater percentage of mixed use than both 18 Honeysuckle Drive and 21 Honeysuckle Drive next door. Our advocacy about the suitability of this site as the retail anchor for this part of the precinct demonstrates our commitment to the best outcomes for whole precinct. In this way we have a unique interest in its success. Our early consideration of an appropriate retail and activation strategy is informed by our understanding and engagement with the Newcastle market and its network over the last four years.

We see the ground floor predominately a blend of retail, commercial and business agency with no residential. On the upper floors we see all residential with 20% 1 bed, 47% 2 bed and 33% 3 bed product optimising the north facing water views.



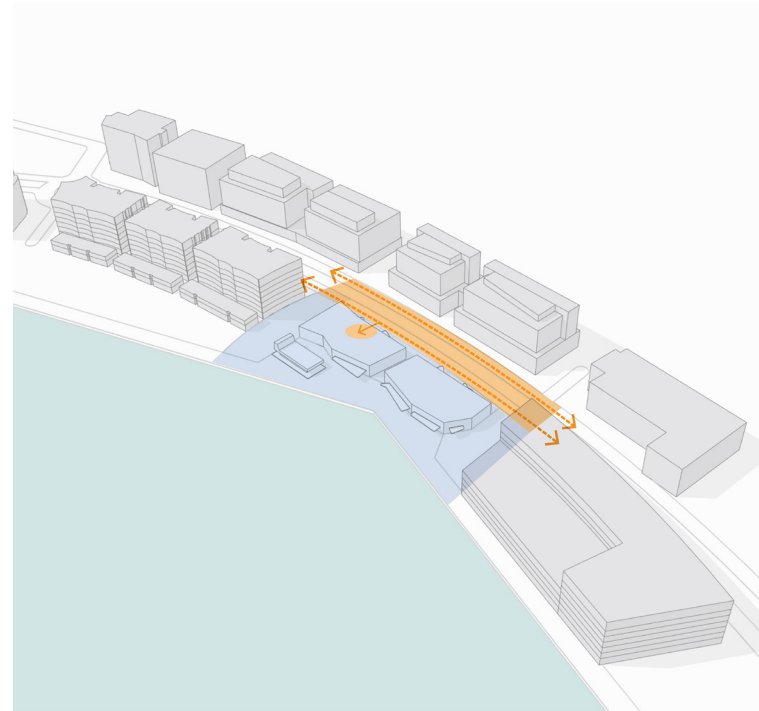
PARKING

CONCEALED PARKING, ACCESS AND SERVICEABILITY

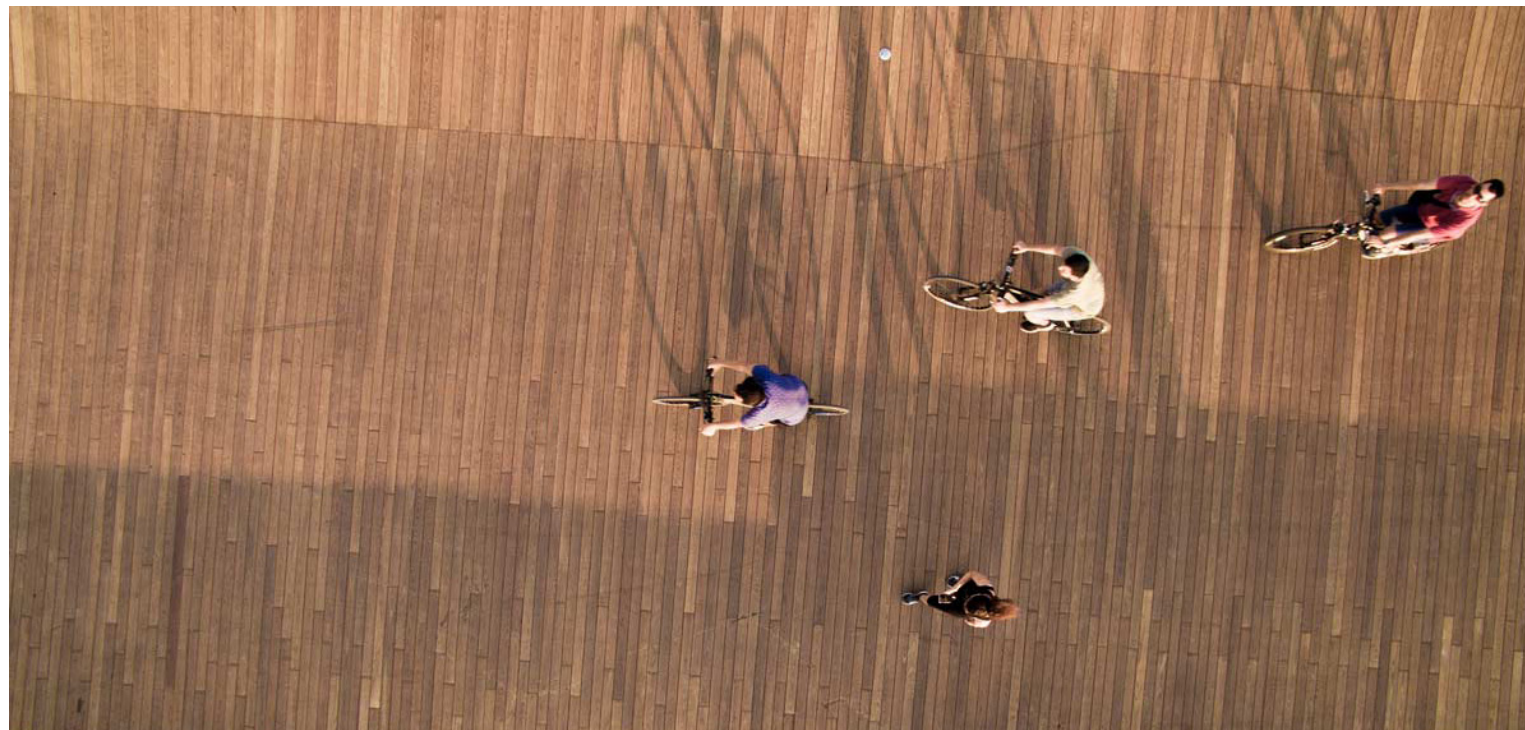
Given the proximity to the water table and ground conditions the site lends itself to limiting parking of one basement as we have designed in 21 Honeysuckle Drive. The design of this car parking will minimise impacts on the activation of the ground plane, and integrate sensibly and legibly into the overall development by integrating a singular vehicle access point from Honeysuckle Drive, minimising conflicts with pedestrian zones. The design of such will respond effectively to the architectural expression, the ease of pedestrian movement, and use landscaping techniques to further integrate these points seamlessly into the surrounding scheme. This work will also resolve the overall site servicing strategy for issues like waste management and loading dock style requirements for any future tenancies anticipated in the scheme.

The parking takes advantage of the 20m view and flood corridor and extends underneath this zone with a publicly available easement created above.

The has permitted additional retail on the ground floor in lieu of parking. Visitors are encouraged to park in the public car park at 42 Honeysuckle Drive.



Vehicular access is from Honeysuckle Drive minimising cross-over with pedestrian zones.



LEE 4

Returnable Schedule 04 | Detailed Proposal



Proposed for Sale & Development at 350 Honey'suckle Drive Precinct, Honey'suckle, Newcastle

LEE 4

Returnable Schedule 04 | *Detailed Proposal*



DOMA

EDGES AND PRIVACY

LAYERS OF VISUAL PRIVACY

The mix of uses proposed for the site will make a positive contribution to the surrounding public domain. Retail and commercial spaces provide amenity and services for residents, workers and visitors of Honeysuckle while residential uses extend the hours of activation of the site and increases the safety of adjacent public spaces through passive surveillance. The inclusion of overlooking balconies strengthens the passive surveillance that can be achieved in the public areas. Carefully crafted balcony depths and ground cover landscaping still provides for effective screening and privacy to residents.

The interface between public and private uses requires careful detailed design to allow each to impact positively on the other by resolving privacy, noise, safety and amenity aspects.

MEDIATE THE PODIUM HEIGHT

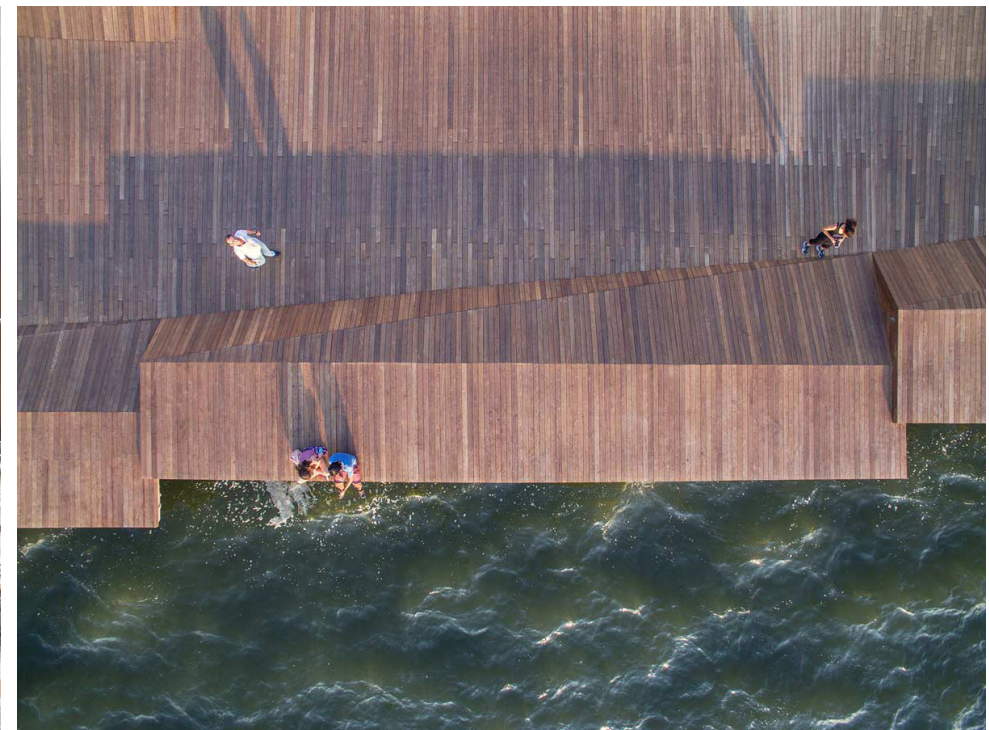
In addition, the flood conditions require careful design of the building's active edges to maximise their connectivity, visibility and ease of access between ground floor spaces and adjacent public spaces. The design of these interfaces has been resolved in accordance with the flood management requirements whilst also ensuring a seamless integration with the surrounding public domain levels. The proposed mix ensures that the entire ground plane interfaces with public uses to maximise the potential of the proposed food and beverage activity.

The proposed timber ground plane treatment becomes the mediator of levels and the definer of this precinct in way that speaks to the materiality and detailing of wharf buildings to the east. The timber deck becomes a distinct red carpet to 35 Honeysuckle Drive which gives this new place a soft, familiar characteristic in a timeless way.



Section: Honeysuckle Drive

Section: Foreshore



LEE 4

Returnable Schedule 04 | Detailed Proposal

Proposal for the Site & Development of 35 Honeysuckle Drive Precinct, Honeysuckle, Newcastle



DOMA

MATERIALITY

In this coastal environment we need to design buildings to withstand the harsh environment. It is always important to deliver buildings which will not only stand the test of time but also weather gracefully – with patina adding to the beauty of the building over time, rather than detracting from it.

Like we have done on both 21 and 18 Honeysuckle Drive we propose using materials that draw on the history of the working harbour and incorporating them in a timeless manner which looks to enhance the character of Newcastle rather than contrast against it.

In this regard masonry, concrete and metals with inherent protective layers are best suited to this environment and will withstand the elements.

The Southern buildings will have a rich textural quality through the use of brick and fluted concrete which speaks to the heritage buildings in Newcastle's old town and nearby Hunter Street. The Northern portion of the main buildings Will continue a highly textural language using lightweight operable screens and fine metal detailing that references the industrial history that is embedded in the landscape across the harbour to the north.

The retail anchor building is a special pavilion with an intimate scale incorporating steel detailing, textural corrugated concrete, glass louvres and a backlit, translucent glass roof form which continues a discussion with the industrial past and sets a new agenda for the future of the working port.

The roof is the fifth facade; green roofs and landscaping have been achieved at all opportunities within the three buildings.

