



Proposed Seniors Living, Wests Mayfield

Character and Visual Impact Analysis

Prepared by: RPS AUSTRALIA EAST PTY LTD

T: 4940 4200

E: Andrew.biller@rpsgroup.com.au

Author: AB

Reviewed: RD

Approved: RD

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Prepared for: THE WESTS GROUP AUSTRALIA

88 Hobart Road

New Lambton NSW 2305

T:


E:

W:

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1 Introduction

1.1 Background

This Character and Visual Impact Analysis has been prepared in support of an application for a Site Compatibility Certificate (SCC) by Wests Group to establish Seniors Housing on land at 32 Industrial Drive Mayfield (Lot 100 DP 1084939). This report has been prepared following a pre-DA meeting with Newcastle City Council on 12 March 2018. Specifically, Council has requested that:

“A detailed character and impact analysis be undertaken to surrounding land ie consider the proposal’s consistency with the existing and future character of the surrounding area. This exercise should detail the likely impacts to surrounding low density land, including to properties located on higher land in the vicinity of the site.”

1.2 The site

An aerial plan highlighting the existing attributes of the site is provided in **Figure 1**.



Figure 1 Aerial site plan

1.3 The proposal

The proposal is to erect a Seniors Living development on the Wests Mayfield site, adjacent to existing structures, comprising 262 self-contained dwellings and a 216 bed residential care facility and associated parking. An oblique perspective of the proposed development is provided as **Figure 2**. The concept will continue to be developed through the development approval process.

The development is a mix of 1, 2 and 3 bedroom Independent Living Units in three buildings between four and nine storeys located on the southern side of the existing club building and a seven storey Residential Care Facility.

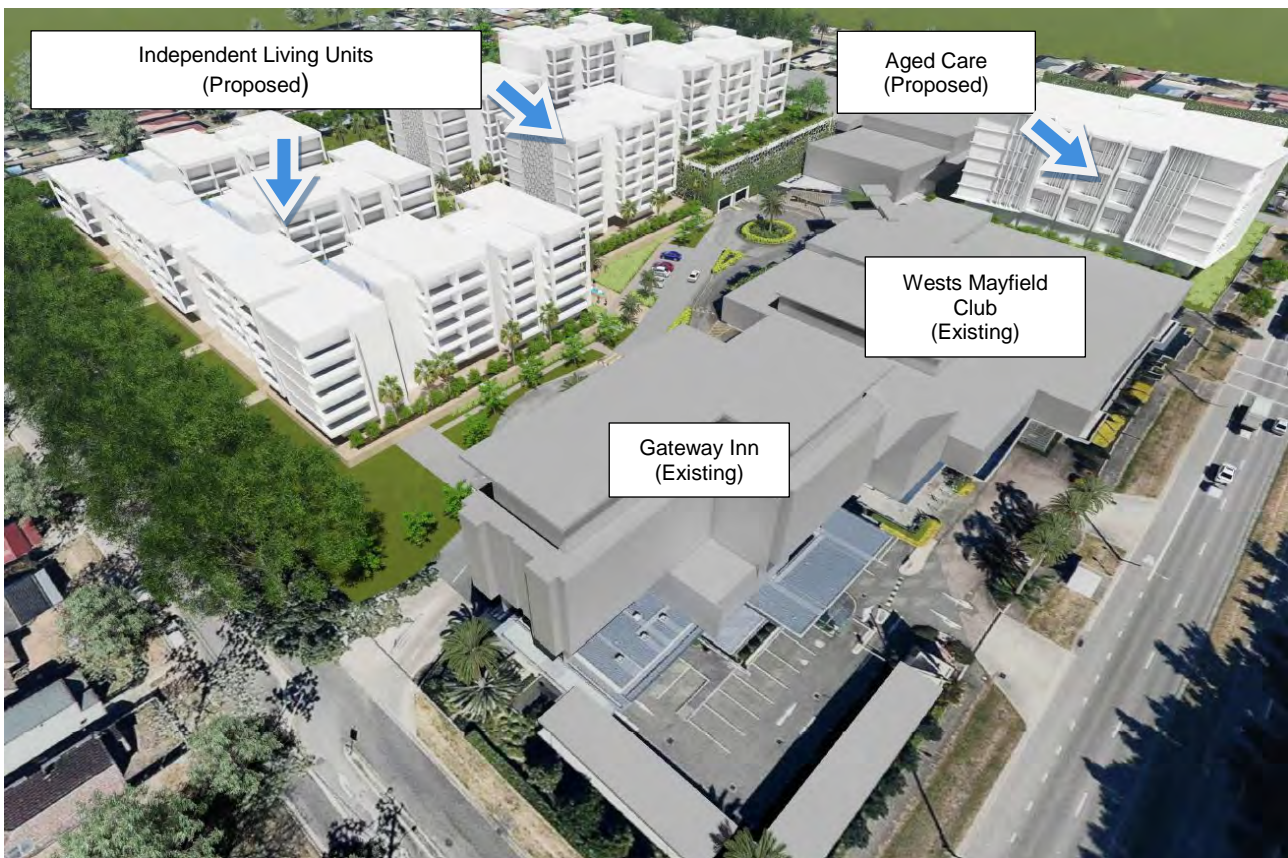


Figure 2 Oblique perspective of the proposed development as viewed from the north-east looking towards the south-west – EJE Architecture.

2 Existing Context and Character

2.1 History of the area

Mayfield is bounded by the Hunter River to the north, the main northern railway line to the south (Waratah station) and the railway line to Newcastle Harbour (east). The area was originally a garden suburb on the edge of Newcastle and included many notable Victorian mansions. The steelworks were established in the early 1900s to the north with other industries such as galvanized iron manufacturing following. Resulting pollution began to affect Mayfield which lost its fashionable status. Housing erected during and after WW1 was overwhelmingly for those employed in adjoining heavy industries.

Wests Mayfield has been a focal point of Mayfield life since 1937. The registered club, now known as Wests Mayfield was built on land adjacent to Stewarts and Lloyds for employees as part of "Project Recreation" which was launched in 1937 by the company to provide recreational facilities.

2.2 Existing character of Mayfield

The context of Mayfield and surrounding areas is shown in the aerial photograph in **Figure 3**. The site is well connected to surrounding economic and social services and facilities, both within the locality and greater Newcastle.

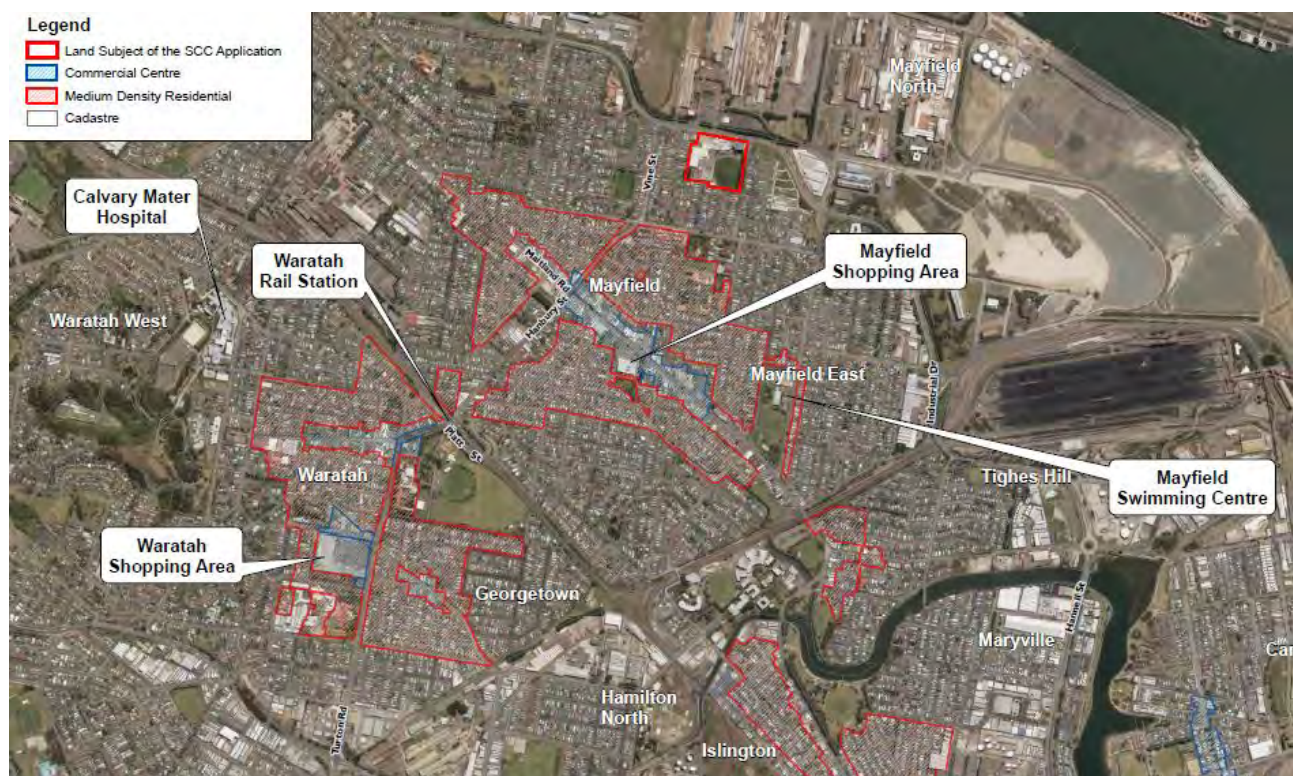


Figure 3 Mayfield context

The Newcastle Local Planning Strategy 2015 (LPS) describes Mayfield as:

“Mayfield is an older residential suburb containing employment generating activities along the commercial strip on Maitland Road. Mayfield is well connected to the centre of Newcastle and outer regions through regular availability of bus services and Waratah Train Station. The commercial strip along Maitland Road continues to expand. A new supermarket (Coles) has been approved on land identified for commercial development along Maitland Road and bound by Havelock and Thomas Streets. This will support the existing businesses already located here and help cater for the needs of the community.

Maitland Road has been identified as a place of renewal where higher residential densities, mixed use development and greater commercial floor space are encouraged in well located areas along Maitland Road.”

The area bounded by Hanbury Street, Crebert Street, Industrial Drive and Ingall Streets (other than the site) is zoned R2 Low Density Residential with a height limit of 8.5m and FSR limit of 0.6:1, and is characterized by older style established single dwellings on medium sized lots in a landscaped setting. It is noted that the existing urban housing around the site has limited growth potential according to Appendix B of the LPS.

Land further to the east bounded by Arthur Street and Industrial Drive (Central Village), also zoned RE2, has recently been developed as a manufactured home estate.

Photos illustrating the existing character are contained in **Figures 4 to 10**. Each photo shows the existing character of the respective streets with established street trees being prevalent. Each photo is taken with the Wests Mayfield site in the background.



Figure 4 Crebert Street east looking north



Figure 5 Antill Street looking north



Figure 6 Looking across Crebert Street from Church Street



Figure 7 Avon Street looking north



Figure 8 Intersection of Barton and Bull Street looking east



Figure 9 Industrial Drive looking east towards the Vine Street intersection



Figure 10 Industrial Drive looking towards the Gateway Inn

3 Desired Future Character

3.1 Local Planning Strategy 2015

The Vision for Mayfield as set out in the LPS is:

“To reinforce and consolidate the existing commercial areas along Maitland Road and Hanbury Street and increase residential densities in areas close to these centres and public transport. The streetscapes should be improved through development and landscaping with greater access for residents and visitors.”

The relevant objectives for Mayfield as set out in the LPS include:

- *Encourage a renewal of underutilized sites providing for increases in activity and urban densities in identified locations;*
- *Maximise redevelopment and infill opportunities for high and medium density housing within walking distance of centres.*

The LPS does not specifically state the desired future character of Mayfield. In reality the desired future character of the site and surrounding lands could be one of the following:

- A desired future character involving the partial re-development of the Wests Mayfield site with the continuation of the surrounding historic residential subdivision pattern; or
- A desired future character involving the partial re-development of the Wests Mayfield site with a well-planned seniors living development as proposed.

3.2 Desired future character – continuation of surrounding historic residential subdivision pattern

Developing the site by extending the surrounding historic residential subdivision pattern would result in perpetuating the existing low density residential character of the locality (other than the area occupied by the existing club building, hotel and associated parking). Based upon the existing residential urban pattern of allotments (lots approximately 400m² in area), the site would potentially provide approximately 80 to 90 dwellings if subdivided (as a vacant englobo land parcel) under conventional subdivision methods, refer to **Figure 11**.

Additional dwellings could also be gained through small lot development and other development consistent with the definition of residential accommodation within the NLEP 2012. Conservatively approximately 120 – 150 dwellings could be accommodated on the site if developed under this hypothetical scenario.

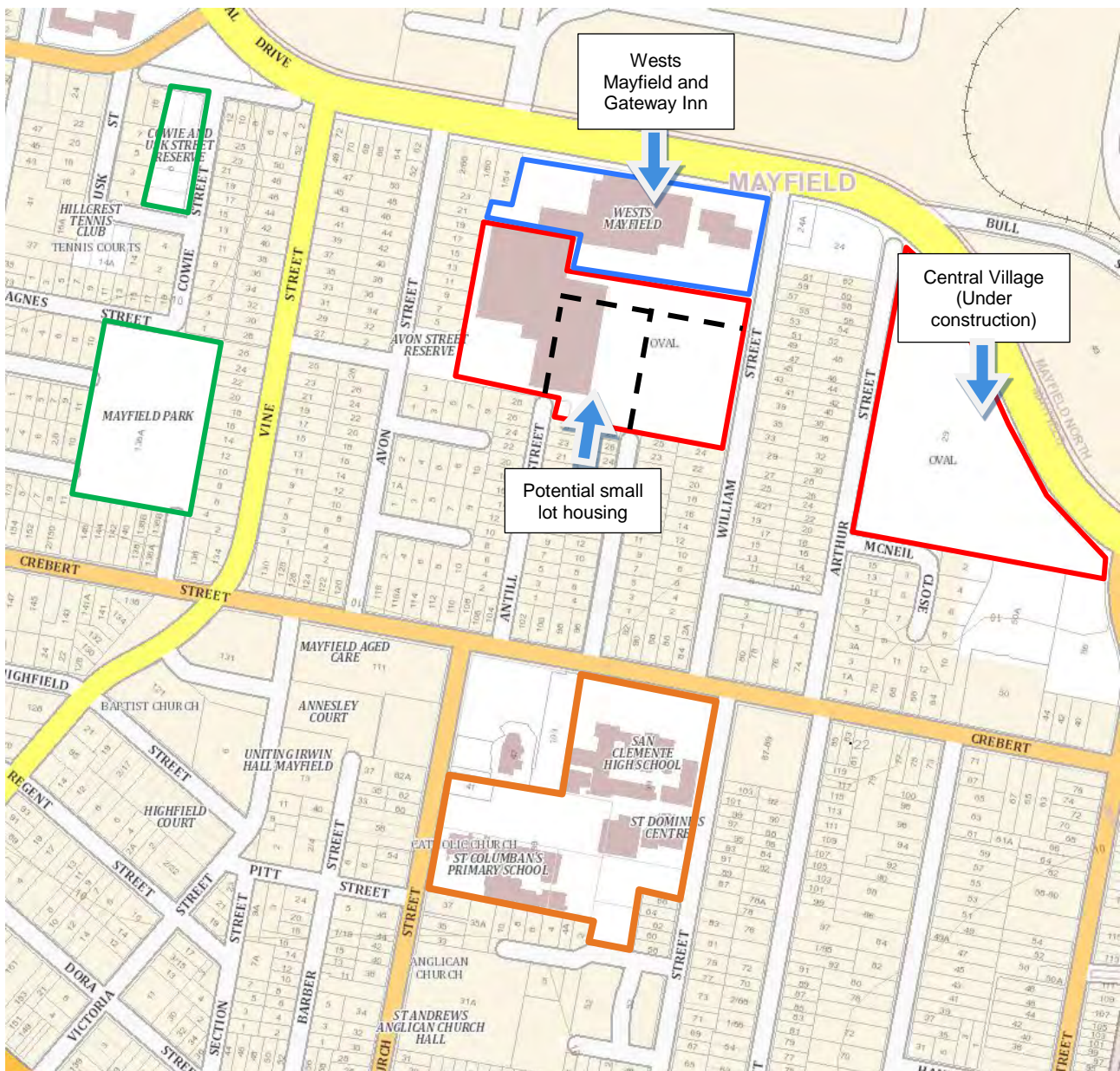


Figure 11 Desired future character - continuation of existing subdivision

3.3 Desired future character – Seniors Living at Wests Mayfield

The desired future character based upon the development of the site as proposed is illustrated in **Figure 12**. The proposal delivers greater housing choice in an existing community close to jobs and services. The urban form is scaled to fit the surrounding landscape and built context, responding appropriately to the opportunities and constraints, whilst encouraging safe and activated internal spaces.

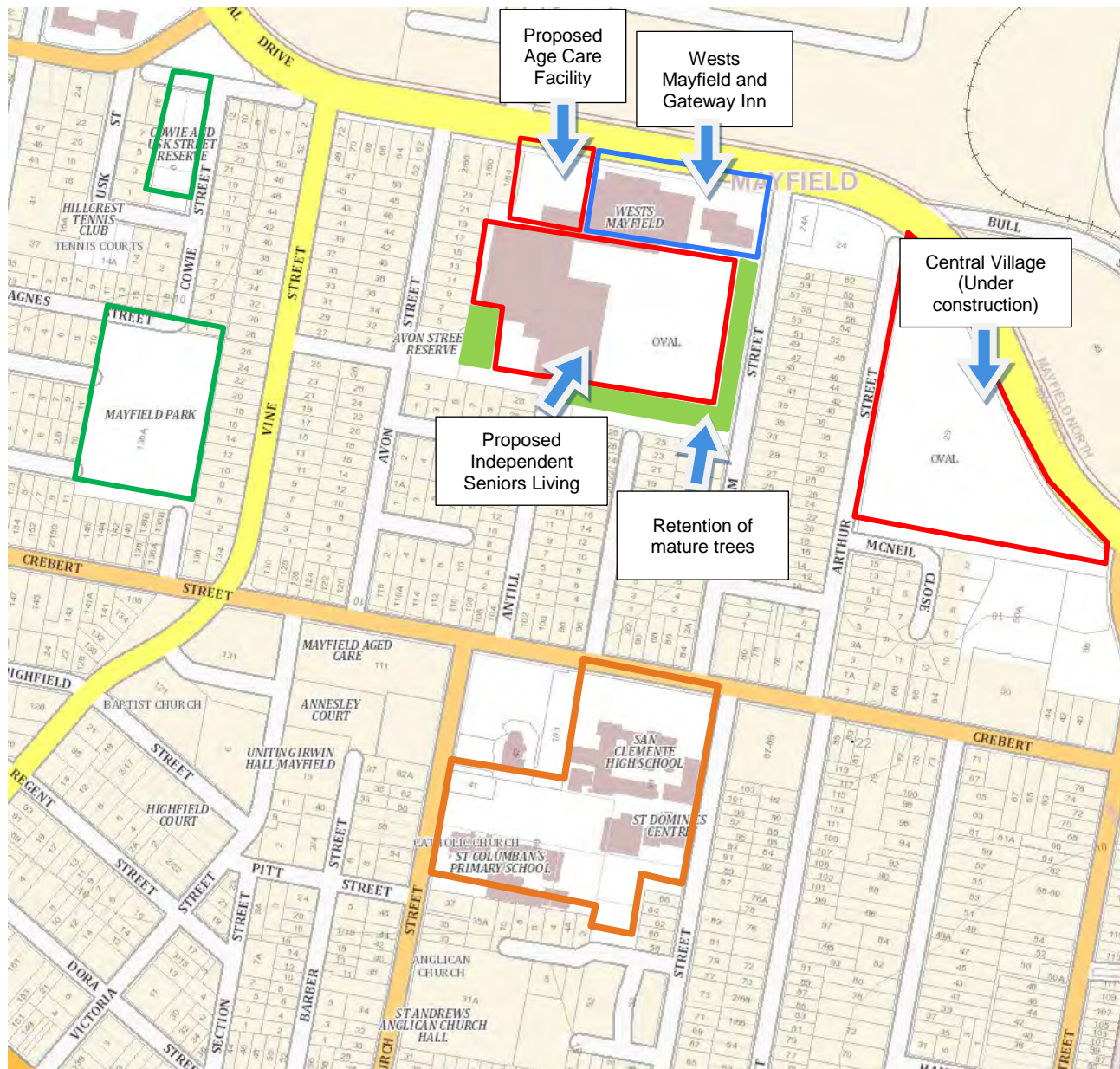


Figure 12 Desired future character – Seniors Living at Wests Mayfield



The highest residential building proposed (9 storeys) is located close to the centre of the site, with the proposed building heights being reduced close to the southern and eastern edges of the site (6 to 4 storeys moving south along William Street) to reduce perceived bulk and scale and associated impacts. The development is substantially set back from the side boundaries (in excess of Council requirements), and will be screened along William Street by existing mature trees which will further reduce perceived bulk and scale. The proposed residential care facility fronting Industrial Drive is to be 7 storeys, in keeping with the height of the existing hotel on the corner of William Street and Industrial Drive. Proposed FSR across the site is approximately 1.04:1.

4 Visual Analysis of proposed development

A visual analysis of the impacts of the proposed development taken from key vantage points around the locality has been prepared by EJE Architecture and is provided in **Appendix A**. The proposed development is based upon the desired future character illustrated in **Figure 12** in the previous section.

Figure 13 provides a view of the proposed development from Church Street looking north. The proposed development is located below the red arrow.



Figure 13 View of the proposed development from Church Street looking north

Figure 14 provides a view of the proposed development from Industrial Drive looking east. The proposed development is located below the red arrow.



Figure 14 View of the proposed development from Industrial Drive looking east

Images of the proposed development within the visual analysis demonstrate filtered views of it from all prominent vantage points. The visual impact from the viewpoints chosen are described below.

- Viewpoint 01 – Crebert Street – Minor impact;
- Viewpoint 02 – Hinkler Street – Minor to moderate impact;
- Viewpoint 03 – Antill Street (Southern end) – Minor impact;
- Viewpoint 04 – Church Street – Minor to moderate impact;
- Viewpoint 05 – Corner of Crebert Street and Avon Street – Minor impact;
- Viewpoint 06 – Antill Street (Mid-point) – Moderate impact;
- Viewpoint 07 – Antill Street (Northern end) – Moderate impact;
- Viewpoint 08 – Elizabeth and Bull Street intersection looking east – Minor impact;
- Viewpoint 09 – Industrial Drive looking east – Moderate impact;
- Viewpoint 10 – Industrial Drive looking towards the Gateway Inn – Moderate impact; and



- Viewpoint 11 – Industrial Drive and Ingall Street intersection – Minor impact.

Existing mature vegetation around the site will be retained and the streetscape qualities of the area are maintained. As a result the proposed development is consistent with the vision for Mayfield as set out in the LPS. Minor to moderate visual impacts to surrounding low density land and lands on higher land are expected based upon the visual analysis provided. The existing and retention of the mature trees along the eastern and southern boundary of the site assists with the visual absorption of the proposed elements of the respective buildings.

5 Conclusion

Visual impacts of the proposed development are substantially mitigated by the retention of existing mature trees on the site, generous internal setbacks and a height gradient towards the edges of the site.

Importantly, the proposed use of the buildings is residential (approximately 262 Independent Seniors Living units and 216 bed residential care facility), which will reinforce the existing residential character of the locality.

The proposed development is consistent with relevant objectives for Mayfield as set out in the LPS. The site is one of the largest vacant sites in Mayfield within one ownership and provides the opportunity to create a well-designed residential (seniors living) development.

The site is a key redevelopment and infill opportunity, a fact somewhat ignored within the LPS. It is close to existing centres and services and will result in significant economic and social benefits to Mayfield and the wider Newcastle area. Minor to moderate visual impacts to surrounding low density land and lands on higher land are expected based upon the visual analysis provided.

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Appendix A

View Analysis of Proposed Development



WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT LOCATIONS



EXISTING



PROPOSED

WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 01 - CORNER OF CREBERT ST + WILLIAM ST



EXISTING



PROPOSED

WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 02 - CORNER OF CREBERT ST + HINKLER ST



EXISTING



PROPOSED

WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 03 - CORNER OF CREBERT ST + ANTILL ST



EXISTING



PROPOSED

WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 04 - CORNER OF CREBERT ST + CHURCH ST



EXISTING



PROPOSED

WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 05 - CORNER OF CREBERT ST + AVON ST



EJE ARCHITECTURE
ACN 002 912 883 | ABN 62 644 649 849
Notional Architects - Notional Cities
NSW Architects Registration No. 4438
A 402 KING STREET, NEWCASTLE, NSW 2300
P +61 2 4920 2553 | F +61 2 4920 3849 | E mal@eje.com.au | W www.eje.com.au

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PROPOSED

WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 06 - MID POINT OF ANTILL ST



EJE ARCHITECTURE

ACN 002 912 883 | ABN 62 644 649 849
Nominated Architect - General Practice
NSW Architect Registration No 4438
A 402 KING STREET, NEWCASTLE, NSW 2300
P +61 2 4920 2553 | F +61 2 4920 5849 | E mal@eje.com.au | W www.eje.com.au

COMPLETION OF THE QUALITY ASSURANCE CHECKS IS VERIFICATION THAT THE DOCUMENT CONFORMS WITH THE REQUIREMENTS OF THE QUALITY PROJEKT PLAN WHERE THE QUALITY ASSURANCE CHECK IS INCOMPLETE THIS DOCUMENT IS PRELIMINARY FOR INFORMATION PURPOSES ONLY OR SUCH PURPOSES AS STATED IN THE REVISION COLUMN.
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WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 07 - NORTHERN END OF ANTILL ST



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WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 08 - CORNER OF BULL ST + ELIZABETH ST



EJE ARCHITECTURE
ACN 002 912 883 | ABN 62 644 649 849
Notional Architects - Notional Cities
NSW Architects Registration No. 4438
A 402 KING STREET, NEWCASTLE, NSW 2300
P +61 2 4920 2553 | F +61 2 4920 3849 | E mal@eje.com.au | W www.eje.com.au

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WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 09 - INDUSTRIAL DR, WEST OF PROPOSAL



EJE ARCHITECTURE
ACN 002 912 883 | ABN 62 644 649 849
National Architects - General Practice
NSW Architects Registration No. 4438
A 402 KING STREET, NEWCASTLE, NSW 2300
P +61 2 4920 2553 | F +61 2 4920 3849 | E mal@eje.com.au | W www.eje.com.au

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WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 10 - INDUSTRIAL DR, NORTH EAST OF PROPOSAL



EJE ARCHITECTURE
ACN 002 912 883 | ABN 62 644 649 849
Nominated Architect - Bundart Collins
NSW Architect Registration No.4438
A 402 KING STREET, NEWCASTLE, NSW 2300
P +61 2 4920 2553 | F +61 2 4920 3849 | E mal@eje.com.au | W www.eje.com.au

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WESTS MAYFIELD REDEVELOPMENT

VIEWPOINT 11 - CORNER OF INDUSTRIAL DR + INGALL ST



EJE ARCHITECTURE
ACN 002 912 883 | ABN 62 644 649 849
Nominated Architect - Bernard Collins
NSW Architect Registration No. 4438
A 402 KING STREET, NEWCASTLE, NSW 2300
P +61 2 4920 2353 | F +61 2 4920 3849 | E mal@eje.com.au | W www.eje.com.au

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