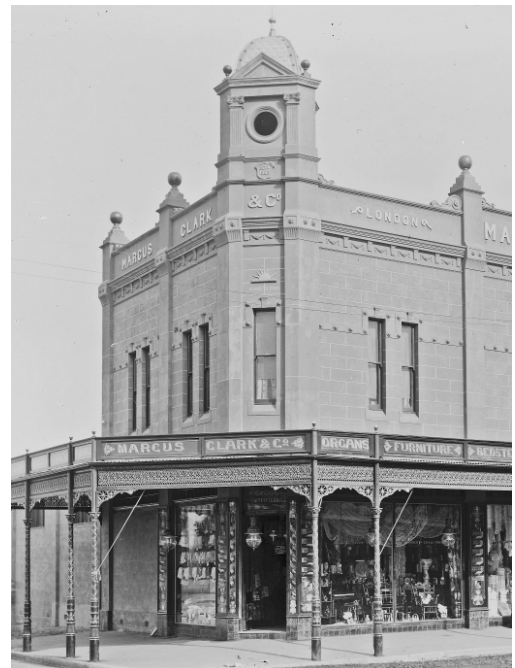


STATEMENT OF HERITAGE IMPACT



PROPOSED MIXED USE DEVELOPMENT AT 711 HUNTER ST NEWCASTLE



Prepared by:

John Carr Heritage Design
Final Report Rev B
1 November, 2022

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Cover: Part of a 1902 photo of the new Marcus Clark & Co building on Hunter St. (UoN Special Collections)

(Photographs in this report are by John Carr unless otherwise noted.)

1.0 INTRODUCTION

1.1 Background:

This Statement of Heritage Impact (SoHI) has been prepared by John Carr Heritage Design on behalf of Hunter Street JV Co. Pty Ltd (the applicant). It accompanies a Statement of Environmental Effects (SEE) in support of a Development Application (DA) at 711 Hunter Street, Newcastle West (the site), for the proposed redevelopment of the former Spotlight store site at Newcastle West, involving demolition of all buildings on the site and the construction of a (staged) podium and two tower buildings. Guidelines published by the NSW Office of Environment & Heritage (OEH) have been used to produce the Statement of Heritage Impact. John Carr Heritage Design has been engaged by AMAC Archaeological on behalf of Hunter Street JV Co. Pty Ltd. This Statement of Heritage Impact assesses the heritage impact of the development on the surrounding Heritage Conservation Area and nearby heritage listed items.

1.2 Site Location:



Plate 1: Aerial view of the site and neighbouring buildings. (Six Maps accessed 18/10/2022)

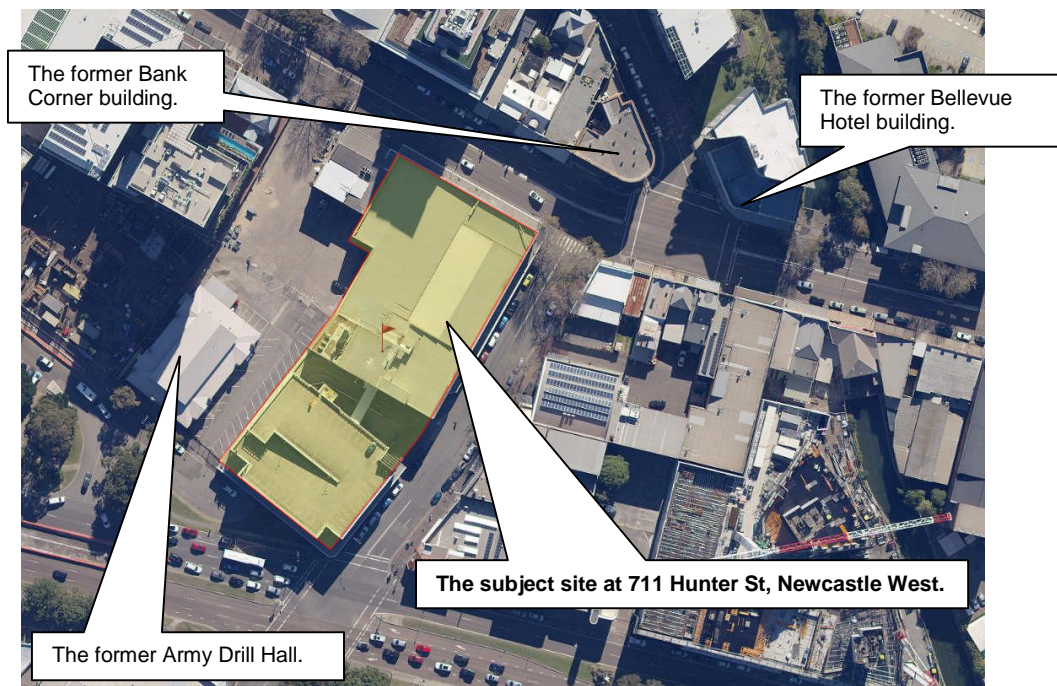


Plate 2: Detail aerial view of the site & buildings. (Six Maps)

1.3 Methodology:

This Heritage Impact Statement has been prepared in accordance with the guidelines published by the Heritage NSW (NSW Environment & Heritage) publication, the NSW Heritage Manual, and the guidelines set out in the Australia ICOMOS Charter for Places of Cultural Significance, 2013, known as The Burra Charter.

The Burra Charter provides definitions for terms used in heritage conservation and proposes conservation processes and principles for the conservation of an item. The terminology used, particularly the words *place*, *cultural significance*, *fabric*, and *conservation*, are as defined in Article 1 of The Burra Charter. The NSW Heritage Manual explains and promotes the standardisation of heritage investigation, assessment and management practices in NSW.

1.4 Statutory Requirements:

Environmental Assessment and Planning Act 1979

The subject site *is not listed* as an item of Local heritage significance on the Newcastle City Council's Local Environmental Plan (LEP) 2012, but is located within a heritage conservation area. All building work to the site will be subject to the LEP and should be developed in accordance with the relevant policies of the Development Control Plan (DCP).

1.5 Authorship:

This report was prepared by John Carr, Heritage Consultant, using local historical information written about the development history of the Marcus Clark & Co. occupation of the site at 711 Hunter St, Newcastle West.

1.6 Limitations:

John Carr Heritage Design is not qualified to offer structural opinions. This report is not intended to convey any opinion as to the structural adequacy or integrity of the subject building, nor should it in any way be construed as so doing. Similarly, the author's observations are limited to the fabric only and do not comment on the capacity, adequacy, or statutory compliance of any building services.

1.7 Documentation:

The Statement summarises the development proposal as described on the two staged Development Application drawings prepared by Plus Architecture, Project No 20623 dated October 2022:

Refer to Appendix A for the complete set of drawings.

1.8 References:

- Statements of Heritage Impact - Office of Environment & Heritage.
- Assessing Heritage Significance - NSW Heritage Manual 2001.
- The City of Newcastle's LEP 2012
- The City of Newcastle's DCP 2012
- AMAC Archaeological - Baseline Archaeological Assessment
- Identifying Australian Architecture - Apperly Irving Reynolds
- Sharp W. Watson - Australian Methods of Building Construction
- Booker Stephen - Statement of Heritage Impact Bellevue Hotel Fitout

2.0 HISTORICAL CONTEXT

2.1 Development of Newcastle:

Newcastle was officially discovered by Lieutenant Shortland in September 1797. There was an attempt to create a settlement at Newcastle in 1801 and substantial investigation of the surrounding area was undertaken. However, the settlement lasted only a matter of months.

In 1804, a group of convicts and soldiers were sent to settle the area and the town of Newcastle, originally named King's Town, was proclaimed. The settlement was intended for convicts sentenced for a further felony or misdemeanour committed while in the colony. However, it was also intended to exploit the resources of the region, principally coal, timber, salt and lime. The population consisted of about 100 people for the first few years and then, with rapid growth between 1815 and 1821, increased to a total of 1051 people.

The main street of the convict settlement was High or George Street (now Watt Street) which ran from the wharf to the commandant's house. The town was laid out in an irregular fashion around this. Most of the first structures were built of timber, though from 1816, there was some brick-making and stone-quarrying for the construction of government buildings. Until 1820, most of the convicts lived in huts built of timber and plaster with bark or shingle roofs.

In the early 1820s, the decision was made to open the Hunter Valley to free settlers. As a result, in 1822, most of Newcastle's convicts were moved to Port Macquarie. It was intended that Newcastle would become a port for the surrounding settlers. In this period, Henry Dangar, the government surveyor, assessed Newcastle and laid the town out in a grid. Although Watt Street remained, there were substantial changes to the rest of the town and the new streets and allotments cut through many of the earlier buildings.

In the 1830s the Australian Agricultural Company had been granted 2000 acres to the west of Newcastle for coal mining. This grant restricted the growth of the town, until the early 1850s, to land east of Brown Street, while the town was bounded on the south by Church Street. From the late 1840s other companies opened coal mines around Newcastle. These mines began to ship coal through the port of Newcastle and the town became a centre for the smaller settlements around the mines. The following decades saw the expansion of the town with the opening of the Great Northern Railway Line and Newcastle Railway Station. In the 1850s, the Australian Agricultural Company began to subdivide and sell its land, which meant that the town could expand to the west. Plans from the 1850s indicate the extension of the streets and the gradual expansion of the town, primarily in a linear form along today's Hunter Street.

By the 1880s, according to historian John Turner, the residents of inner Newcastle were mainly people engaged in the service industries, along with their families, while the majority of miners lived in the surrounding mining townships. In 1885 the principal streets, including Church Street, had a few private residences, but Hunter and King and their cross streets were largely given over to retailing and commercial offices, often intermingled with speculative cottages constructed for rental income.

In the first part of the twentieth century, the collieries of the inner-city were closed and moved outside further away; this caused the movement of the population away from Newcastle. The opening of the BHP steel works in about 1915 brought people back to the city however the character of the area had forever changed.

2.2 History of the Existing Building:

Preliminary research suggests that Marcus Clark & Co opened a Newcastle branch on the study site in around c.1894,¹ though newspaper articles advertising a store at "67 Hunter Street, Newcastle West" do not appear in the *Newcastle Morning Herald & Miners Advocate* or any other sighted papers until 1899.² Land title research provides dates of ownership of the individual allotments comprising the study site by Marcus Clark & Co that significantly postdate known occupation phases (for example, 1905, 1915, 1959) and further suggests that the company may have been leasing several of the allotments while carrying out their commercial operations.³

¹ Newcastle Thematic History (2007), p. 42.

² *Newcastle Morning Herald & Miners Advocate* (10.03.1899), P. 3.

³ NSW Land Titles Office: PA27616; PA12697; Vol.7695-Fol.1.

Photographs dated c.1900-1902 provides the earliest visual evidence of the shop façade (Plate 1). A two storey building fronts Hunter Street, potentially on top of four previous 19th century shopfronts, with a clock tower standing at its junction with National Park Street (then Porcher Street). The second storey does not extend along the complete frontage of the study site on Hunter Street, comparisons with later photographs show that the original second storey equated to approximately half of the shopfronts/ terraces which were eventually all incorporated into the Marcus Clark & Co building. This expansion works phase appears to have occurred sometime prior to 1929 (Plate 8).



Plate 3: c.1900-1902 Marcus Clark & Co. on the corner of Hunter and National Park Streets.
(University of Newcastle Special Collections, reference ASGN0825-B37.)



Plate 4: c.1906 photograph of Marcus Clark & Co. on the corner of Hunter and National Park Streets.
(Australian National University Open Research, reference K0539.)



Plate 5: c. 1906 photograph of front half of the site showing Marcus Clark & Co Ltd showrooms from National Park Street. (Australian National University Open Research, reference K0538.)



Plate 6: c. 1906 interior photograph of top floor of showroom fronting National Park Street. (Australian National University Open Research, reference K0540.)

The above photos show the National Park Street side of the building consisted of the original building on Hunter Street, a low store or workshop and then the two storey show rooms.



Plate 7: Early 20th century photograph showing National Park Street, Marcus Clark & Co at right.
(State Library of NSW, reference FL1703302.)

The above view of National Park Street shows the footpath awning to the corner has changed from a rectangular valance board to a triangular sign for Marcus Clark & Co Ltd to gain greater visual impact when approaching the building from the east and north.



Plate 8: c. 1929 photograph showing Marcus Clark & Co. building extension and remodelling.
(Australian National University Open Research, reference K0542.)

The second storey was also expanded along the site's National Park Street frontage (Plate 8), where it joined the existing two storey showroom towards the rear (Plates 5 & 6). It appears

that parts of the original late 19th century building features, such as the clock tower, were replaced or modified during the store's pre 1929 expansion phase (Plates 9, 7 & 8).

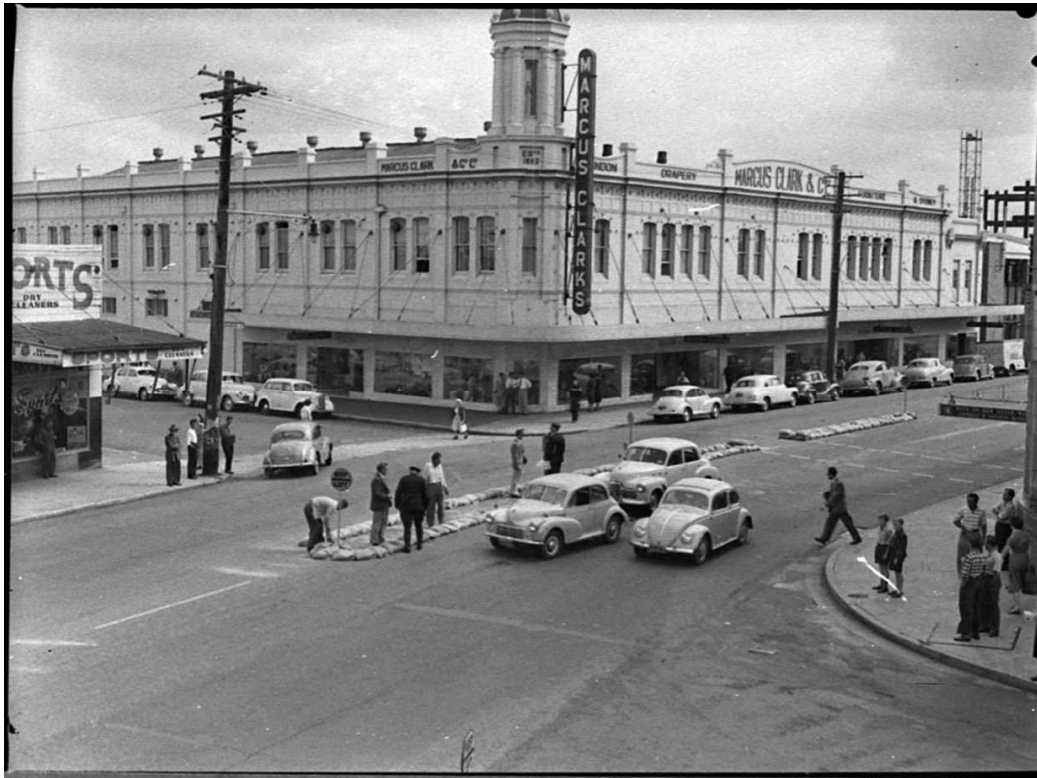


Plate 9: c.1956 photograph showing Marcus Clark & Co from Hunter Street.

Note the structural steel for Latec House in rear. State Library of NSW, reference IE No. IE1308663.

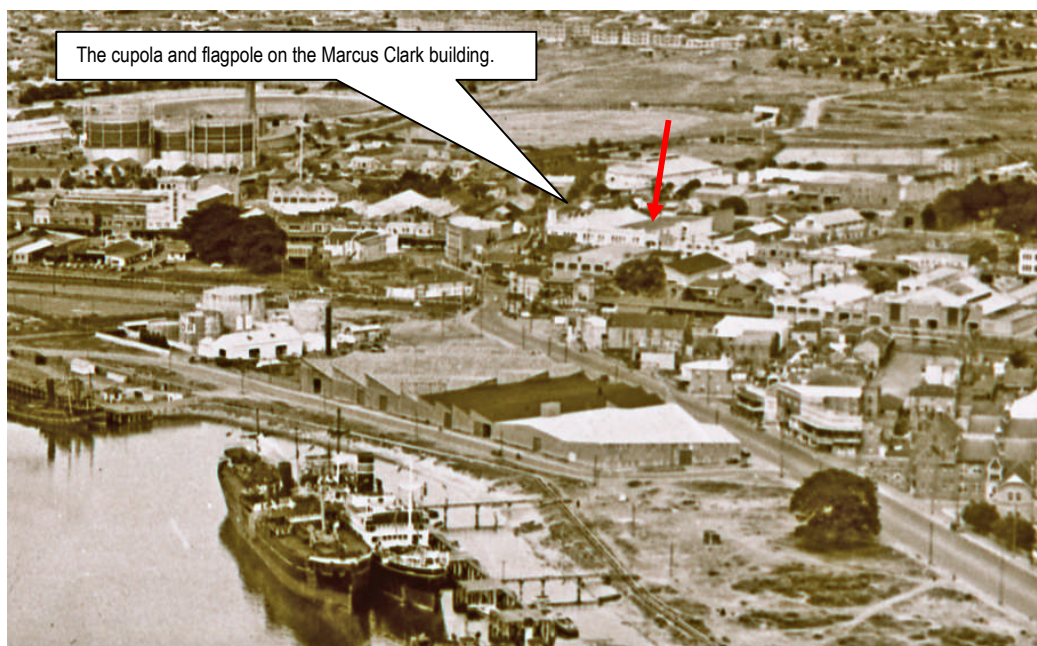


Plate 10: Pre 1957 aerial photograph, study site indicated by red arrow.

Date based on absence of construction activities for Latec House at 741 Hunter Street. Living Histories, Retrieved 27th September 2021, reference 1528, from <http://livinghistor.jpg>

The original building had a small Cupola mounted over the splayed corner of the building however this was replaced in 1929 when the building was remodelled and extended on both the Hunter and National Park Street frontages. The replacement Cupola was taller, contained a window and supported a flagpole. These works also saw the parapets changed and the removal of the cast iron verandah replaced by a suspended awning over the footpaths' of both streets.

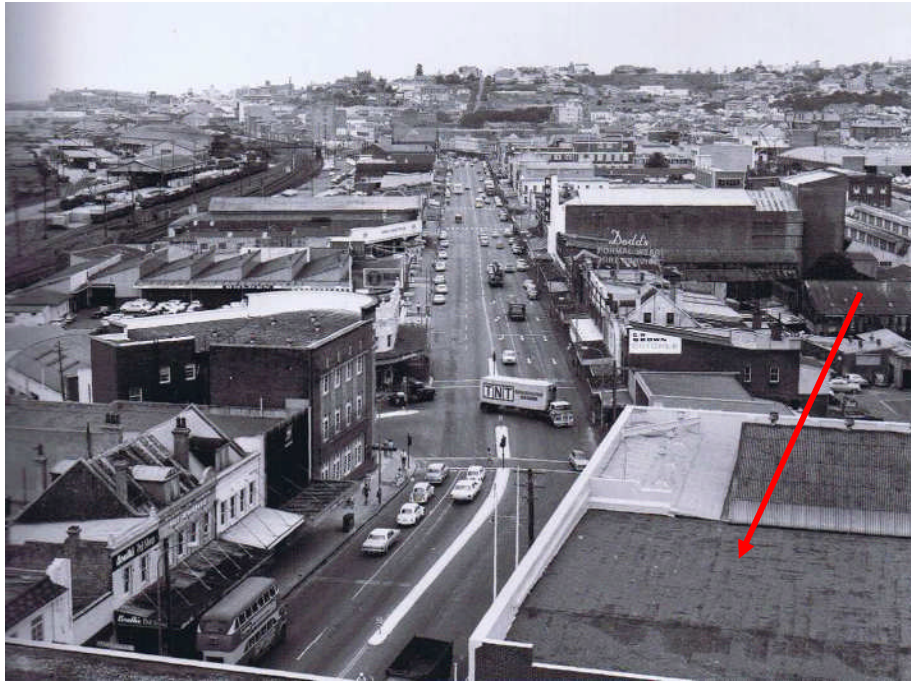


Plate 11: c.1966 shows part of the roof of Walton's building at corner of Hunter and National Park Sts.
(Source - Newcastle in 1971 photographed by Ron & Liz Morrison, by Greg & Silvia Ray 2017)

A few newspaper articles dated to 1962 and 1963 suggest that Marcus Clark & Co were rebuilding or renovating their Hunter Street store. In March 1963, a newspaper article about Marcus Clark stores note that "work is going ahead on the rebuilding of the Newcastle store".⁴ No other Marcus Clark store department store is known to have existed in Newcastle. It is possible that Marcus Clark & Co could have made renovations that involved modifications to the front facade of the building such as metal cladding, however historic photographs showing a new store façade and building layout post date the Walton's Ltd takeover (Fig 1.9 - Fig 1.12). Walton's Ltd bought out Marcus Clark & Co in late 1966 after the company had posted consistent profit losses throughout the 1960s.⁵ A mortgage for the front half of the study site comprising the Marcus Clark & Co building was taken out by Walton's Ltd in November 1966.⁶



Plate 12: c.1972 photograph of Walton's Ltd.
(University of Newcastle Special Collections, reference 04735_150772.)

⁴ *Canberra Times* (05.03.1963), p. 30.

⁵ *The Canberra Times* (22.10.1966), p. 16.

⁶ NSW Land Titles Office: Vol.7625- Fol. 158; *The Canberra Times* (21.10.1967), p. 16.

Walton's Ltd occupied the study site up until the late 1980s when the company was bought out and restructured by several different entities. The white clad façade of the building remains today, now more commonly referred to as the Spotlight building.



Plate 13: c.1986 photograph of Walton's Ltd. (Flickr - Coalfield Local History Association.)

2.3 Historical Background of Marcus Clark & Company:

Henry Marcus Clark started in the Sydney suburb of Newtown on 1 February 1883 as a two-window draper shop, and soon opened new stores in Marrickville and Bondi Junction. In 1896 a store closer to the city was opened on Broadway on the corner of Harris Street near Railway Square. It had a different concept and was stocked with less expensive wares and was called Bon Marche after the Paris department store. The store succeeded and in 1909 a larger building was constructed on the site to a design by Arthur Anderson.⁷



Arthur William Anderson (13 May 1868 – 25 June 1942) was an Australian Architect who worked for 50 years in New South Wales. As an honorary architect, he designed churches and halls in [Rozelle](#), [Arncliffe](#), [Greenwich](#), [Killara](#), [Wahroonga](#) and [Grafton](#) and parsonages in [Tighes Hill](#) and [Moree](#).⁸

Anderson's work in Tighes Hill shows he was associated with both Newcastle and the Marcus Clark & Co department stores. It is assumed the above association and the similarity of building design styles, that Anderson designed the 1899 Newcastle store.

Plate 14: The Bon Marche building by Anderson. (Wikipedia - James Foster)

Marcus Clark & Co worked with other architects and made arguably its biggest and most lasting mark on Sydney in 1906 when the James Nangle (1868-1941) who designed the Central Square building, known as the flat-iron building, was erected on the corner of George and Pitt Streets, Railway Square. They also worked with notable architects Spain & Cosh who extended another Railway Square building in 1928 into a 10-storey building with a clock tower.

On the death of Henry Marcus Clark in 1913, his son Reginald Marcus Clark (1883-1953), who was knighted in 1939 and then known as Sir Marcus Clark, took over the business.⁹ The company continued in family hands until taken over by rival department store, Waltons, in 1966.

⁷ Wikipedia - Marcus Clark & Co.

⁸ Wikipedia - Arthur Anderson Architect

⁹ Wikipedia - Marcus Clark & Co.



Plate 15: 1928 Railway Square by Spain & Cosh. (J Adam)



Plate 16: Flat-Iron Store by James Nangle. (J Bar)

Very little information on the Newcastle West Marcus Clark & Co building has been found in either the Newcastle Herald or the Newcastle Regional Library. No information has been found on the alterations and additions in the 1920s and it is possible the work may have been staged.

The following information was found in relation to remodelling works in the 1960s.

**Additions
to cost
£164,000**

Major additions to the Hunter-street, Newcastle, store of Marcus Clark are planned, at a cost of £164,000.

An application for permission to make the additions was submitted to Newcastle City Council Works Committee last night.

The Deputy Engineer (Mr. Grayson) said Sydney architects planning the project were to send more complete plans to the council, but apparently the plans had been delayed by the Sydney mail strike.

The committee deferred the matter till next week, when it will meet to make inspections. Other arrangements are to be made to have the plans available then.

The Manager of the store, Mr. M. Wiley, said yesterday that the extensions would be located at the rear of the present buildings and would embody three floors.

Plate 17: Description of additions in National Park Street

He said the ground floor would house new bulk stores, delivery docks and a new entrance for the car park. The second floor would contain a hairdressing salon, a cafeteria for customers and the staff, and a new selling area. The store's general office, a mail order department and air conditioning plant would be located on the second floor.

Air conditioning

It was planned to air condition the whole of the store.

Mr. Wiley said that the customer car park would be extended when the building extensions were complete.

He estimated that the total value of the extensions and fixtures and fittings would be about £200,000.

The improvements were to be carried out by W. Stronach Pty. Ltd. and it was expected they would be complete by October 31.

Mr. Wiley said constant increases in the store's sales had caused the expansion. Similar improvements were being carried out to other Marcus Clark Pty. Ltd. stores as part of a general expansion programme.

Source: Newcastle Library - NMH 8 April 1964 page 2.

The above article refers to the company's Sydney Architects and the £200,000 additions were at the southern end of the site in National Park Street, together with a new air conditioning system for the store.

The following article which appeared a month after the previous one (above) indicates a dramatic rise in the budget for the works and probably included the removal of parapets and cladding of the old facade with painted aluminium sheeting.

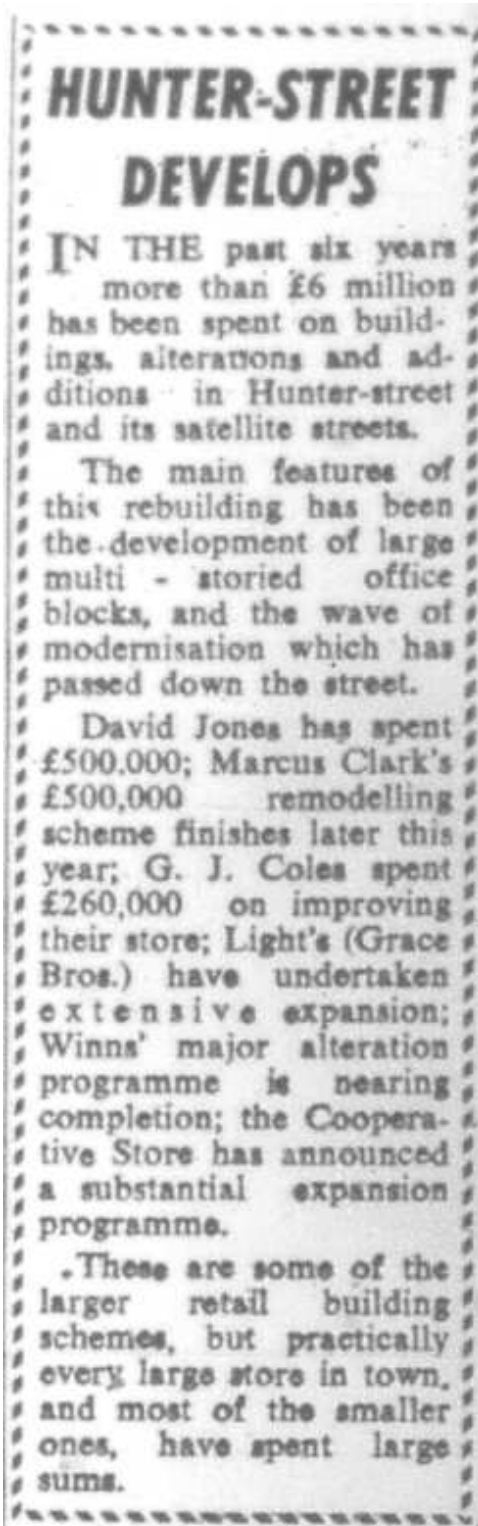


Plate 18: Article from NMH 28 May 1964 page 53.

This article refers to substantial building works in the area including alterations and additions in both Hunter Street and its various satellite streets.

The description for Marcus Clark & Co is for a remodelling scheme finishing later in 1964.

Marcus Clark & Co Pty Ltd ceased trading in 1966 when Waltons took over the company.

3.0 PHYSICAL EVIDENCE

3.1 Site Context:

The site is located on a major intersection in Hunter St West at a location known locally as "Bank Corner". The large bank building seen below was diagonally opposite the then new Marcus Clark Co. store, the dome of the cupola reflecting the much larger dome of the bank.



Plate 19: Bank Corner at Newcastle West, taken from the east. (Ncle Library)

The choice of the site by Marcus Clark provided the site with exposure to Hunter Street and its intersection with Hannell Street leading to Wickham and the associated railway station. It later became a valuable site via its link with National Park Street to the new Garden Suburb of Hamilton South.

3.2 Description of the Site:

The subject site as it stands today is an amalgamation of smaller allotments assembled over time as the company's business grew. The initial construction of the corner building with a large single storey store behind eventually grew with the addition of a two storey addition to house showrooms. Marcus Clark's success grew from an early mail order model selling to regional towns in NSW and opening small display centres in larger towns.

The growth of the Newcastle site eventually resulted in a much expanded building along both Hunter and National Park Streets. The resultant building being quite different in aesthetics to the delicate design of the original building. Refer also to the Baseline Archaeological Assessment report prepared by AMAC for a detailed breakdown of the ownership of the various sites that now comprise Lot 1 in DP 867617.

Major renovations occurred in 1964 resulting in the removal of the building's parapets and corner cupola. The entire building was then clad in vertical sheets of painted metal in an effort to "modernise" the aesthetics of the building in line with mid-century design styles. The present external appearance of the building remains the same materials with some changes to the cladding colour.

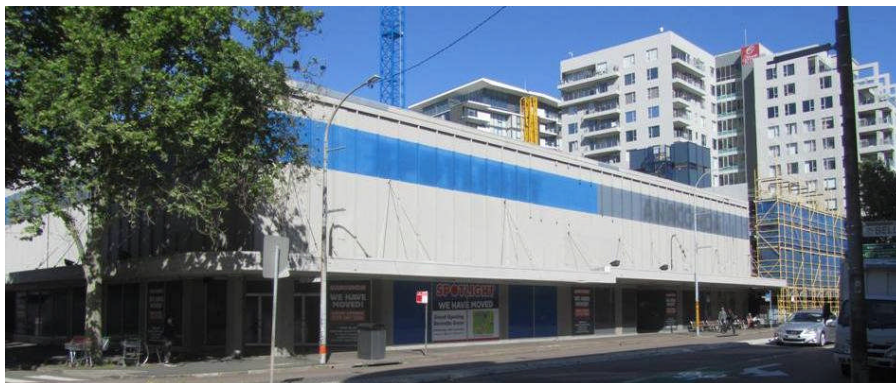


Plate 20: The former Spotlight building as it appears today. (JCHD 7280)

3.3 The Setting:

The subject site is located within the Newcastle City Centre Heritage conservation Area (C4).



Item name	Address	Property description	Significance	Item no
Theatre Royale	669 Hunter Street	Lot 111, DP 75158	Local	I498
Bellevue Hotel	738 Hunter Street	Lot 101, DP 1096718	Local	I499
Bank Corner (former Bank of NSW)	744 Hunter Street	Lot 1, DP 75008; Lot 1, DP 196241	Local	I500
Former Castlemaine Brewery	787 Hunter Street	Lot 103, DP 1191992	State	I501
Former Gasworks office	461 King Street	Lot 1, DP 797175	Local	I507
Army Drill Hall	498 King Street	Lot 1, DP 222839	Local	I508
Birdwood Park	502 King Street		Local	I509

Part of the Newcastle West Heritage Map & Schedule 5 list. (Newcastle LEP - HER 004G)

The closest heritage items to the site are:

- Bank Corner (I 500)
- Bellevue Hotel (I 499)
- Army Drill Hall (I 508)
- Birdwood Park (I 509)

To the north is Wickham with new high-rise developments.

To the west are recent high-rise developments.

To the south is Hamilton South separated by a large open area containing Birdwood Park and a wide section of King Street, formerly part of Birdwood Park.

To the east is generally low-rise existing Inter-War development on Hunter St with some high-rise development scattered in the area.

The proposed development incorporates two high-rise towers setback off the streets over the top of a lo-rise podium designed with a combination of setbacks off King and National Park Streets and an undercover raised path on Hunter St, with zero setback to the upper levels of the podium.

3.4 Facade Investigations:

Following the removal of portions of the facade cladding for inspection on Thursday 8 September 2022, the following assessment of heritage significance has been undertaken as part of this Statement of Heritage Impact report for the redevelopment of the site at 711 Hunter Street, Newcastle West.



Plate 21: The corner window uncovered. (JCHD 7904)



Plate 22: The corner window and timber grounds. (JCHD 7926)

The investigation revealed the original building was constructed in brick with the decorative render applied as part of the overall coating with some small decoration pre-cast and applied to the wet render.

The investigation also revealed the timber grounds supporting the metal cladding were cut into the decorative render causing extensive damage to the finished masonry facade. The extent of the damage while random based on the location of the grounds, nevertheless resulted in the loss of decoration as opposed to setting the plane of the grounds slightly off the facade to minimise the extent of preparation time required to construct the frame.

The post World War 2 era saw the loss of many Victorian buildings and alterations to their decorative presentation with the development of mid century design and new materials technology.



Plate 23: A missing piece of decoration. (JCHD 7912)



Plate 24: Damage over the corner window. (JCHD 7922)

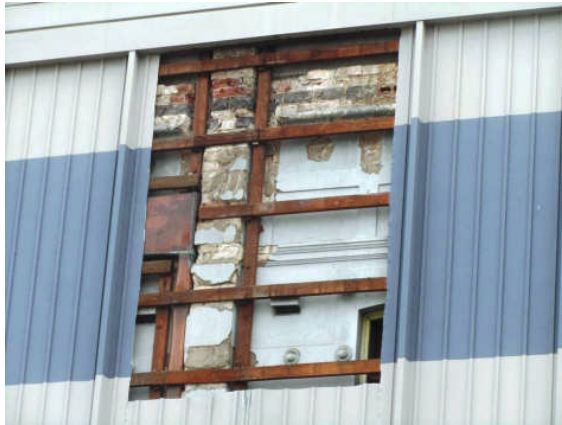


Plate 25: Extension junction in National Park St. (JCHD 7910)



Plate 26: Detail of the junction and active rainhead. (7916)



Plate 27: Detail of Date Stone and decoration. (St Hilliers)



Plate 28: Window on Hunter St and detail over. (St Hilliers)

The Date Stone (1883) is a rendered detail over brickwork and may prove difficult to save in one piece. The dark line appears to be a lightweight masonry element to support the large cornice.

3.4 Interiors of the Building:

Very little survives of the original small corner shop and warehouse building. Plate 5 shows the limited depth of the building on National Park St. The subsequent expansion of the building would have incorporated other outbuildings on the site which appeared to be described as having a courtyard.

The internal wall linings were removed for approximately three metres on either side of the north-eastern corner of the building. Of the widows exposed, most had their sashes removed however one top sash remained for use in obtaining detail for reinstatement of the window. The surviving frames looked to be in reasonable condition.



Plate 29: The exposed internal walls at the north-east corner of the building. (JCHD 7250)

The above photograph also confirms that the corner window is the only original opening that survives on the facade. All other window openings were altered to provide larger windows in the 1929 major upgrade to the building as can be seen in the photographic evidence of the facade at different periods in the first half of the twentieth century.



Plate 30: The plan decorative metal ceiling to the first floor. (JCHD 7225)

Internally only one area has a pressed metal ceiling which is relatively plain and has no cornice or beams to show the range of decorative metal available at that time. This is to the first floor eastern half of the building.



Plate 31: The lower western first floor. (JCHD 7226)



Plate 32: View toward the ramp to the west. (JCHD 7228)

The first floor levels vary from east to west reflecting the various alterations to the building as it was expanded in the 1920s.

4.0 HERITAGE SIGNIFICANCE:

4.1 Existing Structures Heritage Status:

The subject site is not listed as an item of heritage significance on the NLEP 2012 however it was recognised that a decorative facade may have survived underneath the extensive cladding installed in the 1960s. As a result of early investigations showing the facade did survive in some detail at least on the corner of Hunter and National Park Streets where a void behind the cladding was accessible for photography through a surviving window opening.

4.2 Significance of the City Centre Heritage Conservation Area:

The NDCP 2012 summarises the heritage significance of the HCA as follows:

Summary Statement of Heritage Significance

The Newcastle City Centre Heritage Conservation Area is significant on many levels. The mix of commercial, retail and civic buildings is a powerful reminder of the city's past, its economic and social history. Historic buildings provide the backdrop to a city of dramatic topography on the edge of the sea and the mouth of a harbour.

The pre-1840s buildings in the city are of state significance (Rose Cottage, c1830, Newcomen Club, 1830, parts of James Fletcher Hospital) and share associations with the city's convict origins. Newcastle has a rich archaeological record of national significance, with the potential to yield information about the early convict settlement and early industrial activities. The city area is known to have been a place of contact between colonists and the indigenous population. This evidence is available in historical accounts and in the archaeological record surviving beneath the modern city.

The high numbers of commercial and civic buildings of the 19th and 20th centuries gives the city a rich historic character which is notable and allows an understanding of the importance of the city as a place of commerce, governance and city building. The historical foundation of the city was the discovery and exploitation of coal with good shipping access via a safe and navigable harbour. The town's layout by Surveyor General Henry Dangar in 1828 is still visible in the city's streets, and is an element of historical value, particularly in the vicinity of Thorn, Keightley, Hunter and Market Streets.

Key Period of Significance – circa 1801 to 1940

The west end area of the HCA largely contains heritage items associated with the twentieth century with the Bank Corner and the Army Drill Hall constructed in the early part of the century.

4.3 Significance of Items in the Vicinity:

The Bellevue Hotel:

This former hotel building is sited on the north-eastern corner of the original Hannell & Hunter Street intersection. It was constructed in 1878, added to several times and was eventually converted to apartments in 2010.

The following is an extract from the Register of the National Estate, Place ID 100930 and Place File No. 1/09/063/0085.

"The Bellevue Hotel, 738 Hunter Street corner Hannell Street, Newcastle West has historic and social significance as a hotel operating on this site since c 1880 until November 1994. The original 1878 building has been incorporated with the c 1880-90 and 1935 alterations and additions. The continued expansion of the hotel illustrated the popularity of this facility as a drinking and accommodation facility, reflecting the growth of Newcastle as a major population centre. The development of the hotel capitalised on its close proximity to the major tramway route and the wharf areas of Newcastle Harbour."

Former Bank of NSW (Bank Corner):

Important site from townscape viewpoint and unique. National Trust - it represents an attempt to adapt traditional classical ideas to a 1930's period commercial building. The interiors are of significance. Built 1939, to a design by G. W. Lee, Bank of NSW Architect. An example of the Inter-War Art Deco style.

Birdwood Park:

One of Newcastle oldest reserves, believed to have been named after Sir William Birdwood, WWI General in charge of the ANZAC corps. Used in the early 20th Century for boxing matches and circuses. Originally included a rotunda. Bisected by State Highway 10 in 1971.

4.4 Assessment of the Existing Building's Facade:

In order to assess the significance of the facade remains, a comparison between the original building and the 1920s alterations and additions must be considered.

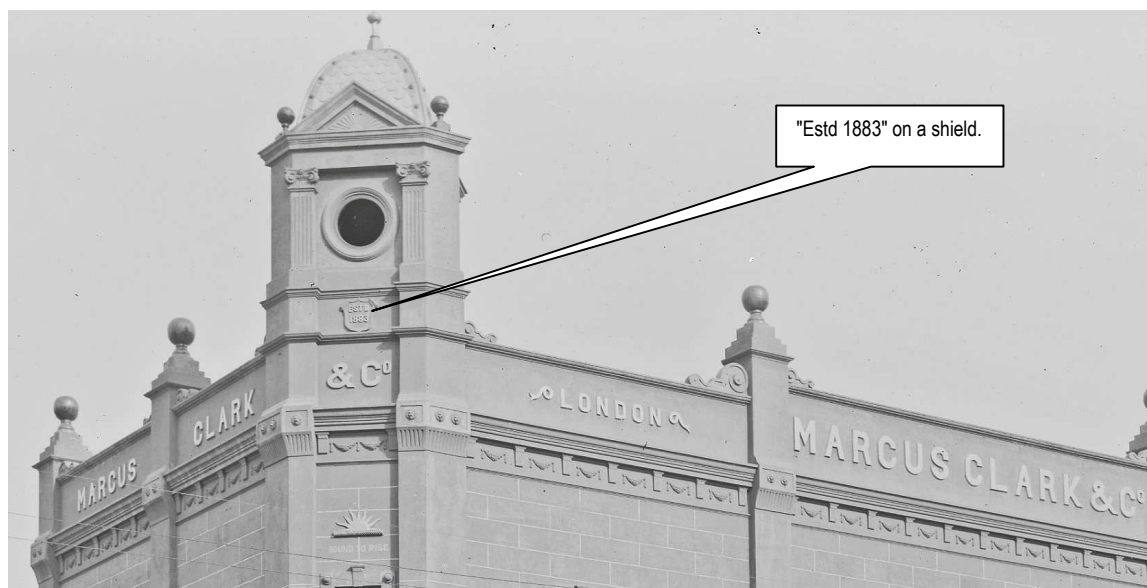


Plate 33: A detail from the 1902 photo of Marcus Clark & Co. at 711 Hunter St.
(UoN Special Collections.)

The above digitised photo shows the extent of detail to the parapet area changed in the expansion of the building in the 1920s. The "blocking" of the rendered walls was a method of representing stonework in a building, but at a much lower cost to produce. This appears to have been eliminated in the 1920s renovations and additions to the original building.

The original 1899-1902 building is designed in the Victorian Italianate style with:

- *Asymmetrical massing*
- *A corner tower with classical motifs*
- *A pyramidal tower roof*
- *A tower parapet*
- *Bracketed eaves under the top cornice*
- *Faceted bay to the corner*
- *Cast iron decorative verandah*
- *Grouped openings*
- *Stucco wall finish*

While the building is not an exemplar of the style due to its small size, it nevertheless uses the style keys of design.

Aesthetic changes to the facade:

The alterations and additions undertaken on the building during the 1920s renovations introduced additional decoration to the facade that changed it from simple clean lines with restrained decoration to the larger parapets and overall extent of decoration. All the windows except at the corner, were widened by retaining the central masonry transom and widening each window to provide more natural light to the first floor. The design style could be categorised as a restrained version of the Federation Free Style with:

- *A low cylindrical tower (or Cupola)*
- *Decorative Parapets*
- *Prominent cornice with bracket decoration*
- *Strongly contrasting materials, textures or colours*
- *Squat columns (to Cupola)*
- *Bay to the corner*
- *Art Nouveau styled lettering to central parapet*
- *Classical styled key stone in render over each new window opening*
- *Various classical rendered detail finishes*

The renovated building was not an exemplar of the Federation Free Style probably because it was restricted by being a renovation to an existing building.

Facade Damage:

The extensive damage to the facade and the missing elements from the large cornice up requires a skilled Hard Wall Plaster to repair and reconstruct the missing elements. The repair and reconstruction work required to repair the entire facade is very difficult to justify at this level of damage for the following reasons:

- The facade has been changed from its original decoration;
- The extent of the 1920s expansion created a new aesthetic to the facade by increasing window size, altering the fine details, changing the parapet & lettering and changing the Cupola to the corner of Hunter & National Park Sts;
- The benefit to the project in preserving and repairing the whole facade is questionable as opposed to preserving a small area or detail elements for display.

The photograph taken in 1956 (*Plate 9 on page 9*) shows the extent of the length of the building on both streets with the majority of damaged detailing found between the top of the windows on the first floor and the now missing cornice and parapets. All the pilasters on the facade appear to have been damaged by the timber grounds being let into them.

Assessment of Heritage Value

The former Marcus Clark & Co facade remains have been assessed for heritage significance as part of this report. The assessment is based on criteria developed by Heritage NSW using the following values:

- Historical significance
- Aesthetic significance
- Research/technical significance
- Social significance

Note: the facade has been covered with a metal cladding since the mid 1960s and has never been assessed for its heritage value.

Levels of Significance:

The assessment of significance also requires that the level of significance be determined:

1. *National significance (significant to the people of Australia)*
2. *State significance (significant to the people of NSW)*
3. *Local significance (significant within the local government area)*

Integrity & Grading of Significance:

The integrity of the physical and documentary evidence must be such to enable a sound analysis of the significance of the place. Loss of integrity or condition may diminish significance. Different components of a place may make a different relative contribution to its heritage value.

Grading (significance)	Justification	Status
EXCEPTIONAL	Rare or outstanding element directly contributing to an item's local and State significance.	Fulfils criteria for local and State listing
HIGH	High degree of original fabric. Demonstrates a key element of the item's significance. Alterations do not detract from significance.	Fulfils criteria for local and State listing
MODERATE	Altered or modified elements. Elements with little heritage value, but which contribute to the overall significance of the item.	Fulfils criteria for local and State listing
LITTLE	Alterations detract from the significance. Difficult to interpret.	Does not fulfil criteria for local or State listing.
INTRUSIVE	Damaging to the item's heritage significance.	Does not fulfil criteria for local or State listing.

The following analysis of significance uses the criteria identified in the Heritage Act:

Criterion (a): Historic An item is important in the course, or pattern, of the local area's cultural or natural history (Local Significance).

- *The building is an alteration and addition to an earlier 1899-1902 design which demonstrates the growth of the retail industry in Newcastle West in the first quarter of the twentieth century.*
- *The alteration to the original building demonstrates the influence of style changes to buildings that represent large businesses.*

Criterion (b): Association of Life or Works An item has strong or special association with the life or works of a person or group of persons, of importance in the cultural or natural history of the local area (Local Significance).

- *The building is linked to the Henry Marcus Clark and the Marcus Clark family who pioneered the development of department stores outside central Sydney and into regional NSW.*

Criterion (c): Aesthetic Characteristics An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in the local area (Local Significance).

- *The original 1899 building was designed in the Victorian Italianate style.*
- *The 1920s alterations and additions completely changed the aesthetics to a reserved version of the Federation Free style despite undertaking the works in the Inter-War period.*
- *The remains of this building recently uncovered are not regarded as an exemplar of the Federation Free style but are a result of alterations and embellishment of the earlier building aesthetic and as such are not considered to satisfy these criteria.*

Criterion (d): Cultural, Social or Spiritual An item has strong or special association with a particular community or cultural group in the area for social, cultural or spiritual reasons (Local Significance).

- *This building facade does not satisfy these criteria due to extensive alterations.*

Criterion (e): Understanding An item has the potential to yield information that will contribute to an understanding of the area's cultural or natural history (Local Significance).

- *This facade does not satisfy these criteria. (Refer also to the Archaeological Report)*

Criterion (f): Endangered Item An item possesses uncommon, rare or endangered aspects of the area's cultural or natural history (Local Significance).

- *The building design is not considered to be rare. The design is more likely a result of altering and adding to the earlier 1899 building.*

Criterion (g): Demonstrating Principal Characteristics An item is important in demonstrating the principal characteristics of a class of the area's cultural or natural places, or, cultural or natural environments (Local Significance).

- *The place is not considered to be representative of styles designed in the Inter-War period.*

Summary of Significance:

The assessment of significance is summarised as follows:

Criteria	Level of significance	Grading of significance
Historical	Local	Little/moderate
Aesthetic	Local	Little
Social	Local	Little
Research	Local	Little

Statement of Cultural Significance:

The remains of the facade of the former Marcus Clark & Co building at 711 Hunter Street Newcastle, is of little Local heritage significance due to the aesthetic style of the building which was dramatically altered in the additions undertaken in the 1920s. This appears to be a result of retaining the 1899 facade and altering it rather than removing the facade or demolishing the existing building and constructing a new design in one of the Inter-War period styles.

The result was a building out of character with the leading styles developed in the era such as the heritage listed former Bank of NSW opposite the site, designed in the Art Deco style in 1938.

The Facade can be repaired by a specialist hard wall plaster however the cost would be substantial and needs to be balanced against the quality of the design style to be repaired. In this case the 1929 facade has been assessed as a poor standard of decoration as compared to the quality of the original facade constructed in 1899.



Plate 34: The extent of damage to the upper facade on National Park Street. (JCHD 7919)

A great deal of the applied decoration speaks highly of the Hard Wall Plasterer's skills rather than the style keys of the designs from the Inter-War period.

5.0 THE PROPOSED DEVELOPMENT:

The development has undergone an Architectural Design Competition where three competitors put forward their designs in accordance with the brief. The Plus Architecture scheme was recommended by the Jury as the winning scheme in the competitive design process.

The overall outcome of the proposal aims to develop a mixed-use precinct with high quality tower forms providing a positive relationship to the immediate surrounds and acknowledging the surrounding heritage context. The proposal intends to act as a landmark for Newcastle West with a curated mix of eclectic and creative retail, F&B and commercial opportunities activating the ground levels.

The key features are summarised below:

- Demolition of the existing commercial premises and ancillary structures on-site;
- Construction of a mixed-use precinct forming active ground and podium levels reaching 5 storeys of retail and commercial tenancies, with two tower forms for residential apartments reaching 26 storeys comprising of 258 apartments;
- Podium level car park for 300 cars incorporated within the podium levels;
- Communal open space for residents located on level 5 and 17;
- Vehicle access to the site via Little King Street;
- Associated landscaping with the public domain improvements;
- An urban plaza fronting National Park Street providing opportunities for activation and public art; and
- Construction of ancillary infrastructure and utilities as required.

It is noted that the overall development will form two separate concurrent DAs. Stage 1 will form the northern tower and podium elements and Stage 2 will form the southern tower and podium elements. These separate DA components are explored further below.

Stage 1:

The northern tower will include commercial and retail tenancies at ground level which will be accessible via National Park Street, Little King Street and Hunter Street. The podium levels will be situated above ground and contain car parking for both visitors and residents, accessed via Little King Street. Level 5 to Level 25 will contain a mixture of residential apartments ranging from 1 bedroom to 3 bedrooms. A numerical breakdown of Stage 1 is shown below:

- 136 apartments including: 35 one bedroom, 74 two bedroom, 26 three bedroom, 1 four bedroom.
- Total GFA: 13, 581 sqm
- Floor space ratio: 5.41:1
- Total car parking spaces: 165 spaces over 4 podium levels

Stage 2:

The southern tower will include commercial and retail tenancies at ground level which will be accessible via National Park Street, Little King Street and Hunter Street. The podium levels will be situated above ground and contain car parking for both visitors and residents, accessed via Little King Street. Level 1 to Level 25 will contain a mixture of residential apartments ranging from 1 bedroom to 3 bedrooms.

- 122 apartments including: 35 one bedroom, 72 two bedroom, 15 three bedroom.
- Total GFA: 12,027 sqm

- Floor space ratio: 5.43:1
- Total car parking spaces: 135 spaces over 4 podium levels

Both stages will include surrounding landscaping, public domain works and green spaces. The strata and stratum approach are detailed further in the SEE.



Plate 35: The setting of the proposed development viewed from the former Bellevue Hotel. (PLUS Arch)



Plate 36: The setting of the proposed development viewed from Birdwood Park. (PLUS Architecture)

The above perspectives show the development in their Hunter and King Street contexts with the adjacent current developments shown completed. The colours, materials and rounded corners to the buildings compliment the Bank Corner setting as well as how the site addresses Birdwood Park and is set back off the boundary to the neighbouring Army Drill Hall.

6.0 ASSESSMENT OF HERITAGE IMPACT:

6.1 Heritage Guidelines of the Newcastle DCP 2012:

Clause 6.02.07 of the DCP states:

All new development in the conservation area should be treated as 'infill', that is, it should respect the design of its neighbours and the character of the area generally.

Objectives:

- 1. Infill development respects the design of its neighbours and the character of the heritage conservation area.*
- 2. Infill development achieves a harmony of character; sympathy of scale; appropriateness of form; appropriate orientation and setback, and sympathetic materials and details within heritage conservation areas.*
- 3. Infill development demonstrates a good fit within its setting that respects the neighbouring buildings and the character of the heritage conservation area.*
- 4. Contributory buildings are retained, recycled and adaptively reused, and their positive contribution to the area or streetscape is maintained.*
- 5. The benign contribution of neutral buildings to the area or streetscape is maintained. Depending on the building's context and heritage significance, it is preferable to retain and restore neutral buildings.*
- 6. Non-contributory buildings provide locations for appropriate infill development. The detrimental impacts of non-contributory buildings to the area or streetscape are ameliorated or removed. Development on sites containing non-contributory buildings is an opportunity to improve the contextual design and visual impact of the site to reinforce the character of the heritage conservation area.*

Assessment of Infill Objectives:

- 1.** The proposed development respects the design of old and new neighbouring buildings in the design alignment of the Podium with regard to the smaller mid century buildings and the more recent podiums on the newer neighbouring buildings.
- 2.** The character of the Podium achieves this harmony by the use of a warm colour applied to the finish of the Podium envelope together with the use of vertical blades which respect the strong vertical lines found in the various facades in the area.
- 3.** The development is one of a number of nearby high-rise buildings either constructed or under construction in this area.
- 4.** Not applicable to this site which is scheduled as "Non-Contributory".
- 5.** Not applicable to this site which is scheduled as "Non-Contributory".
- 6.** All existing buildings and structures are to be removed from this "Non-Contributory" site.

Controls:

Building Envelope

1. The building envelopes in Part 3 of the Newcastle Development Control Plan 2012 do not apply in heritage conservation areas. The building envelope for infill development in heritage conservation areas is established on its merits having regards to:

- (a) consistency with and complementary to the massing, form, rhythm, bulk, scale, setbacks, wall height, building height, roof pitch, parapet and ridge line of neighbouring contributory buildings which predominate in the street; and*
- (b) amenity considerations relating to the building and its neighbours including:*
 - i) avoiding overbearing development for public spaces and adjoining dwelling houses and their private open space;*
 - ii) impact on the amenity and privacy of residents;*
 - iii) protection of significant views or outlook of adjoining residents*
 - iv) provision of access to natural light, sunlight and breezes*
 - v) ensure buildings are related to land form, with minimal cut and fill*
 - vi) ensuring the development will not impede the flow of stormwater or overland paths*
 - vii) sufficient landscape and deep soil areas are provided around the development to conserve existing trees and accommodate intensive new landscaping.*

Assessment of Envelope Controls:

- 1.** The building envelope is specifically designed for this large site while noting the nearby heritage items and the more recent high-rise neighbouring buildings. This is important from a heritage aspect as the number of listed heritage items in this area is relatively small compared to other areas in the city centre.

- a) The use of a Podium assists with the site massing having five levels allows it to align with existing and future neighbouring development as well as incorporating setbacks and envelope changes. This allows the Podium to address the nearby lower buildings.
- b) The amenity considerations are as follows:
- i) The design of a variable Podium avoids overbearing development with the two main towers set back off the edges of the Podium.
 - ii) Not applicable as the main Podium levels are car parking.
 - iii) No View corridors are affected.
 - iv) Confirmed by the documentation.
 - v) Flat site with no basement areas.
 - vi) Refer to engineering preliminary documentation.

Character

2. The character or style of new buildings relates to the overall character of the area. The design of new buildings should be influenced by the style of buildings within the street and the neighbouring buildings.
3. The character of an infill building harmonises with the style of its neighbours. In particular, the proposed building should avoid becoming a dominant element within the streetscape or being deliberately modern.

Assessment of Character Controls:

2. The development is influenced by but differs from recent contemporary high-rise buildings in the vicinity. The traditional character of the surviving older buildings in the area has been reflected in the design of the Podium, whereas the towers differ from more recent designs by reducing sharp corners and including more rounded changes of direction of the building and tower's facades.
3. In this case the location of the site on the Bank Corner means it is somewhat of a landmark site on Hunter Street, one of the reasons Marcus Clarke & Co. purchased and developed the site around 1900 as it did with its stores in Sydney. The Podium design blends with the three storey former Bank of NSW building and is reasonably setback off the former Bellevue Hotel and former Army Drill Hall buildings so as not to overpower them but leave plenty of area for viewing these two storey buildings.

Scale

4. Infill buildings must reflect the general scale of streetscapes within the heritage conservation area. In particular, infill buildings should respect and be similar to the scale of neighbouring contributory buildings in the vicinity.
5. The predominant height of contributory buildings in the street should be used as the starting point for the scale of infill buildings, rather than the highest building in the street (especially where the highest building is non-contributory or intrusive).
6. Consideration must be given to the relative scale of the components of a building. Infill development must be designed with elements that reflect the scale of building elements in contributory buildings. For example, window proportions and the height of major elements such as parapets and eaves lines relative to neighbouring buildings, balustrades and roof lines.

Assessment of Scale Controls:

4. As described above this is achieved by use of a podium to reflect the height and scale of existing old and new buildings in the vicinity.
5. The design satisfies this control.
6. The design satisfies this control. The grid like proportions of the Podium reflect both the verticality in the detail of older buildings but in a contemporary design.

Form

7. The form of new buildings (i.e. massing and overall bulk) is consistent with the prevailing form of contributory buildings within the heritage conservation area.
8. New development relates to the massing of neighbouring contributory buildings.
9. The roof form, slope and pitch of new development reflects and is respectful of the typical forms of contributory buildings in the heritage conservation area. Setbacks and orientation
10. Infill development is setback consistent with the prevailing setbacks in the heritage conservation area. For example, zero lot lines to front boundaries is a development pattern that should be repeated where relevant to the streetscape. Materials and details
11. The materials and details of new development are compatible with, but not directly copy, those of contributory buildings in the streetscape.

Assessment of Form Controls:

7. The form of the new building is consistent with new high-rise development in the area.
8. This is achieved by the design of the Podium.
9. Not applicable in this instance, other than a flat parapet roof exists at Bank Corner.
10. Ground floor zero setbacks have been included where practical, ie Hunter St.
11. The design satisfies this control.

6.2 Contributory Items:

Heritage Conservation Areas recognise buildings that contribute to the area while not satisfying the requirements for individual listing.

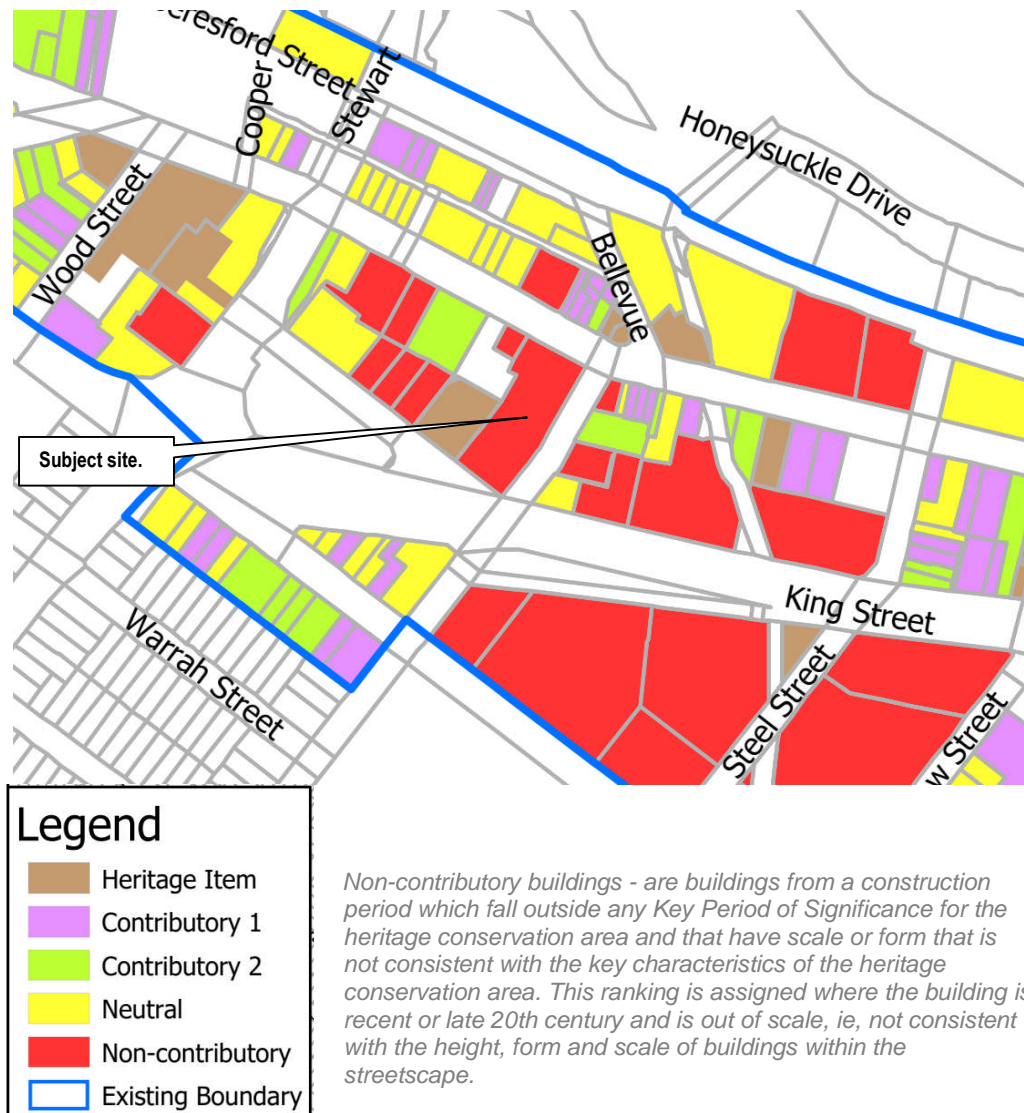


Plate 37: Aerial view of the Newcastle Courthouse complex from the north. (Google Maps)

The subject site has the full range of contributory buildings nearby to the site. As described above the proposed development has been designed to address the requirements of the DCP and in particular, the heritage items in the nearby vicinity.

The development is diagonally opposite the Bank Corner intersection where there remains the equivalent of a 4 lane road width to observe the two heritage items. At the southern end of the site, the broad width of King St (nominally 6 lanes in width) allows more than enough space to observe the park and the neighbouring heritage item to the site. The western boundary of the subject site is 9750 mm to the Podium, enabling clear vision of the Drill Hall and its side elevation.

6.3 Character areas within the Heritage Conservation Area:

The subject site is within the Newcastle City Centre Heritage Conservation Area which itself is divided into Character Areas. The subject site is within the West End Character Area.



Plate 38: A map of the West End Character Area. (NDCP 2012)

B. West End

This area is the western gateway to Newcastle's city centre and is an area of unrealised potential. It currently has showroom and bulky goods facilities, retail, car dealerships and self storage. The predominance of larger consolidated land holdings and fewer environmental and heritage constraints make this precinct ideally suited to become the future CBD of Newcastle. This precinct has fewer public domain assets. Improvement of public open space is needed to ensure the precinct is well-served as it evolves into a commercial precinct. Public domain opportunities include improvements to Birdwood Park, the Cottage Creek corridor and connections to the river foreshore. Public domain improvements should be in accordance with any adopted public domain plan of Council.

Figure 6.01-3: West End Character Area

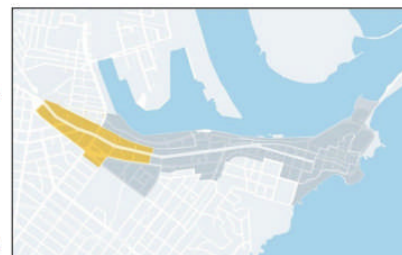


Image 6.01-2: Wood Street, view towards the Stores on Hunter Street



Character Area Principles

Principles

1. New public spaces are created to meet the demands of the future CBD and existing public open spaces are improved, such as Birdwood Park and Cottage Creek. Opportunities for new publicly accessible spaces are identified.
2. Birdwood Park is recognised as an important element in the public domain network and as the western 'gateway' to the city centre.
3. New development fronting Birdwood Park addresses the park edge and promotes a sense of enclosure by being built to the street alignment. Any new development ensures adequate midwinter lunch time sun access to Birdwood Park.
4. Development along the former rail corridor, Cottage Creek, lanes or through-site links provide a building address to encourage activity, pedestrian and cycleway movement, and improve safety.
5. Building entries are inviting with activate frontages that allow visual permeability from the street to within the building.
6. Distinctive early industrial, warehouse and retail buildings that contribute to the character of the area are retained and re-purposed.
7. Heritage items and their setting are protected.

Overall principles

1. The unique character of each Character Area is enhanced.
2. New development has regard to the fabric and character of each area in scale, proportion, street alignment, materials and finishes and reinforce distinctive attributes and qualities of built form.
3. Heritage items and their setting are protected.
4. Public spaces, including streets, lanes and parks maintain high levels of solar access.
5. Active frontages address the public domain.
6. Existing significant views and vistas to buildings and places of historic and aesthetic importance are protected.

Assessment of the Proposed Development in the Character Area:

1	The unique character of the area is enhanced by the replacement of a bland mid twentieth century clad building by the proposed podium of the new development in a contemporary design.
2	The proposed design uses vertical blades and glazing to compliment the area, heritage listed items and contributory buildings. The alignment to the boundaries varies on each street to enhance the overall design with the greatest setback off King St to allow for landscaping to address Birdwood Park.
3	The nearby heritage items and their setting are protected by the overall design of the Podium and the setback for the two residential towers.
4	The design incorporates public spaces in the form of access through and around the site to provide a reasonable link to both Birdwood Park and the Army Drill Hall.
5	The design incorporates active frontages to Hunter and National Park Streets.
6	The existing views to the Army Drill Hall, Birdwood Park, the Bank Corner and the former Bellevue Hotel remain unaffected by the development including views along Hunter Street both to the east and from the eastern approach.

6.4 Views & Vistas:

The DCP addresses the views & vistas specifically to retain the character in the various areas of development over different periods in the Newcastle area. The West End of Newcastle developed over time from small nineteenth century buildings replaced by early twentieth century structures. These structures in turn are being replaced by much larger twenty first century buildings with a high residential component.

Examining the location of the subject site on the plan below, it can be determined that the development does not impede any of the nominated important views to the harbour.

B2. Views and vistas

Preserving significant views around the city is critical to place-making, wayfinding and for retaining the unique character of Newcastle. Significant views include views from public places towards specific landmarks, heritage items or areas of natural beauty. The most important views in Newcastle tend to be along streets leading to the water or landmark buildings, including Christ Church Cathedral and Nobby's Head.

With the redevelopment of the former rail corridor lands, key views and vistas are to be established and will create a visual connection and link the city to the foreshore.

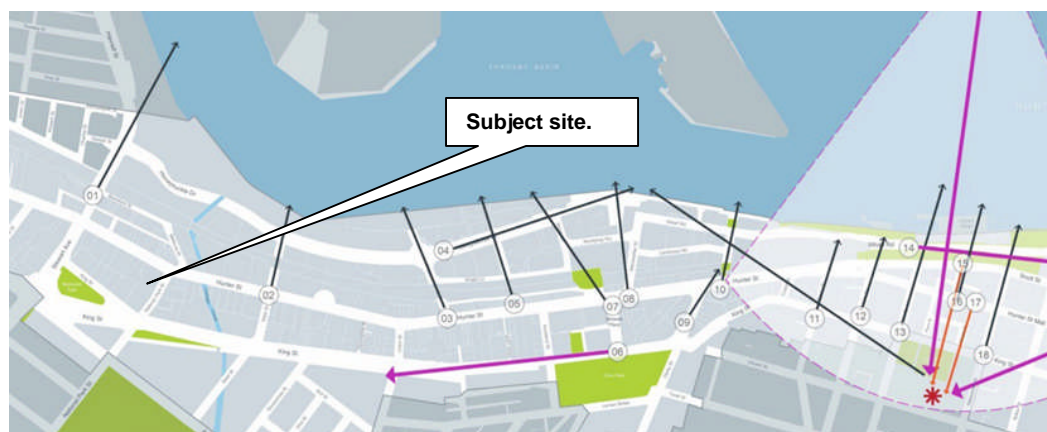


Plate 39: A map of the important view corridors near the subject site. (NDCP 2012)



Plate 40: A map of the three views of the subject site in the HCA for the Visual Impact Study.
(Source St Hilliers and Archifics)

View Analysis:

Perspective Looking West



Plate 41: Views on Hunter St looking west showing the existing & proposed development. (Archifics)

The top photo shows the existing view on Hunter Street looking west near the subject site on the left, with the former Bellevue Hotel on the right and the Bank Corner building behind it currently covered in scaffolding. Behind the subject site are the high-rise buildings currently under construction.

The lower photo has the model of the proposed building inserted to scale on the subject site. The proportions of the Podium levels in relation to the streetscape can be clearly seen to blend into the horizontal lines associated with the various buildings. The vertical blades of the Podium above the recessed raised footpath also reflect the character of the nearby period architecture. The Google Streetview below shows the Bank Corner building.



Plate 42: Views on Hunter St looking west showing the existing setting. (Google Streetview)



Plate 43: Views on Hunter St looking north showing the existing setting. (Google Streetview)



Plate 44: Views on Hunter St looking east showing the existing setting. (Google Streetview)



The existing view on Hunter Street looking east near the subject site on the right, with late nineteenth century terrace housing on the right and the high-rise buildings currently under construction behind them.

The photo below has the model of the proposed building inserted to scale on the subject site. The proportions of the Podium levels in relation to the streetscape can be clearly seen to blend into the horizontal lines associated with the various buildings. The vertical blades of the Podium above the recessed raised footpath also reflect the character of the nearby period architecture.



Plate 45: View on Hunter St looking east showing the proposed development. (Archifics)



The existing view on King Street looking east near the subject site on the left, with the Army Drill Hall in the foreground and more recent mid-rise buildings shown on the left.

The photo below has the model of the proposed building inserted to scale on the subject site. The proportions of the Podium levels in relation to the streetscape and the Army Drill Hall can be clearly seen to blend into the horizontal lines associated with the contemporary buildings. The vertical blades of the Podium above the recessed footpath awnings also reflect the character of the nearby architecture.



Plate 46: View on King St looking east showing the proposed development. (Archiflora)



Plate 47: View of the Army Drill Hall on King St looking east to the subject site. (Google Streetview)



Plate 48: View of the Army Drill Hall from the King & National Park St intersection. (Google Streetview)

The heritage view perspectives have been created as follows:

- The photos were taken from eye level 1600 mm above the ground;
- Photos were taken with a 27 mm focal length, which simulates a human's eye view.

For the Hunter Street perspectives landscape shots have been used to capture as much of the heritage conservation zone as possible. What this means unfortunately is that, given the need to use a 27 mm lens, the top of the towers can't be captured unless we use portrait shots. However, portrait shots have been used where much of the streetscape is not important to show.

The Army Drill Hall in King Street has utilised a Portrait image as there was less streetscape element to capture and it was appropriate to show the Drill Hall in full view of the tower.

Assessment Summary:

The development on the subject site does not interfere with the nominated view corridors mapped in the DCP under the Western Character Area of the Newcastle City Centre Heritage Conservation Area.

Views to and from the nearby heritage items of Birdwood Park, the Army Drill Hall, the Bank Corner and the former Bellevue Hotel together with the contributory buildings in the area are unaffected by the development as it does not screen any street views to these heritage items or the various streetscape settings in each street in the area.

6.5 Assessment of Heritage Impact:

- **How is the impact of the proposed development on the heritage significance of nearby items and the surrounding conservation area to be minimised:**

The impact of the proposed development on the nearby heritage items has been minimised by designing the proposed mixed use development of two high-rise towers on a Podium. The Podium has been designed in response to the former Bank of NSW building on Bank Corner. The curved facade reflects the shape of the Bank Corner building as it wraps around a tight corner in the intersection. The use of vertical blades as part of the Podium structure reflects the vertical windows and details found in the late nineteenth and early twentieth century buildings in the area.

On the King St side of the site the Podium and stage two tower are set back off the western boundary, allowing a generous view of the Army Drill Hall from both the southern side of King St and Birdwood Park.

The design of the new buildings addresses the heritage conservation area and compliments the views to the site from Hunter & King Streets with the use of the curved facades to the Podium and Tower elements of the development.

This particular Character Area in the HCA has attracted more recent high-rise development centred on Hunter and King Streets with another high-rise development due to begin construction at 1 National Park Street, opposite the subject site. The use of a coloured curved facade with varying setbacks provides for a unique building on this important landmark site with minimum impact on the heritage significance of the area or individual listed buildings.

- **How does the proposed development affect views to and from the heritage items and the surrounding conservation area? What has been done to minimise negative affects:**

A view analysis of the development from Hunter and King Streets shows the buildings compliment the setting of the area. The design, colour and use of curves in the Podium design has reduced the impact compared to a building with sharp right angled corners and zero setbacks to all boundaries.

The wave-like curve to the National Park Street facade of the Podium reduces the visual impact of a long straight facade by intimating the Podium is divided into two sections by creating two portions which house the commercial tenancies. The Plaza created by this design invites the public into a landscaped space off National Park Street.

The benefit to the HCA is the close proximity to Birdwood Park which itself contains views of the surrounding area and will allow the park to be used by the public more often.

- **Is the development sited on any known or potentially significant archaeological deposits? If so, have alternative solutions been considered? Why were they rejected?**

The previous history of development on the subject site would indicate site as having archaeological potential. (See the AMAC Group's separate archaeological report).

- **Is the new development sympathetic to the nearby heritage items and the surrounding conservation area? In what way (eg form, siting, proportions, design)?**

The proposed mixed use development is sympathetic to the nearby heritage items as a direct result of the design using curved walls and warm colours found in the area. The form of the design softens the building when viewed from within the HCA and from the listed heritage items.

The siting away from the Army Drill Hall provides reasonable visual access to observe the southern and eastern facades of the Hall from the southeast.

The proportions of the design using a Podium to support two high-rise towers set back off the streets is a strong visual aide to the development being both unique to the area and sympathetic to the individual heritage items nearby.

- **Will the public still be able to view and appreciate the listed heritage item's significance and the significance of the surrounding conservation area?**

The public will still be able to appreciate the former Bank of NSW, Bellevue Hotel, Army Drill Hall and the Birdwood Park area from the public streets and the park. The public will also be able to observe the buildings associated with the late nineteenth and early to mid twentieth century remaining in the area.



Plate 49: The setting of the proposed development in National Park Street. (PLUS Architecture)

7.0 STATEMENT OF HERITAGE IMPACT

Statement of Heritage Impact for:

The redevelopment of a site within a heritage conservation area and nearby to other individual heritage items.

Date:

This Report was completed on 1st November 2022.

Reference:

The former Spotlight Store site is within the Newcastle City Centre Heritage Conservation Area.

Address & Property Description

The site is located at 711 Hunter Street, Newcastle West NSW 2302.

The property description is currently:

- Lot 1 in DP 867617

Prepared by:

John Carr, a Heritage Consultant trading as John Carr Heritage Design, compiled this report.

For:

The report has been prepared for AMAC on behalf of Hunter Street JV Co Pty Ltd.

STATEMENT OF HERITAGE IMPACT:

The proposed redevelopment of the site at 711 Hunter Street, Newcastle West for a mixed use building will have minimal impact on the heritage significance of the place, the nearby heritage items and the surrounding heritage conservation area for the following reasons:

1. The demolition of the existing clad buildings on the site has been assessed and found to have *little* heritage significance due to extensive damage to the facade;
2. The former Bank of NSW building and the former Bellevue Hotel are unaffected by the development due to the use of a Podium reflecting the style keys used in the earlier buildings in the area;
3. The former Army Drill Hall is unaffected by the development due to a generous setback of the development on the western boundary of the subject site;
4. The use of warm colours and curved facades together with vertical blades to the Podium blend the building into the HCA;
5. The construction of the two new high-rise towers on the site being designed with a similar rounded corners provides a refreshingly unique design to the area which has used curved details in buildings such as Bank Corner since the late nineteenth century;
6. The creation of a Plaza area on the National Park Street boundary also blends the building into the HCA by visually reducing the length of the building by use of a recess in the facade at ground level;
7. The overall development will be seen from a distance when approaching the area from either Hunter or King Streets and from within the surrounding areas. The presentation to Birdwood Park will blend neatly as a southern boundary to this area of developing high-rise buildings in Newcastle West;
8. The proposed development has the potential to be recognised as a Landmark site in the same way the Bank Corner was recognised and named for being used as a major bank site.

3.0 CONCLUSION & RECOMMENDATIONS

Marcus Clarke & Co. opened a Newcastle branch on the study site in around c.1894 having found success in Sydney. The company was ahead of its time as the stores constructed in the regions of NSW were for the display of merchandise that could be ordered by mail and delivered to the customer via the NSW railway system.

The Newcastle store underwent a number of alterations and additions over the decades however very little was recorded in the newspapers of the day. It is possible that these expansions were staged in small additions over time that didn't attract publicity.

The one expansion that was recorded involved a £500,000 expenditure in 1964 to modernise the building. Unfortunately this involved embedding a timber frame into the decorative external facade and cladding the building in vertical sheets of aluminium. The damage was so extensive it has been assessed as impractical to retain and repair.

This SOHI has assessed the proposed design and found that the overall development has minimal impact on the heritage significance of the nearby individually listed heritage items and the surrounding heritage conservation area.

Recommendations:

The following recommendations should be considered for this project:

1. An enlarged photograph of the original 1899 store digitised by the University of Newcastle should form part of a display on Hunter Street. *Reason - to be part of an interpretive display together with excerpts from the buildings history.*
2. Sections of the detailed external decorative render be recovered and supported in metal frames for a static display. *Reason - the applied decoration speaks highly of the Hard Wall Plasterer's skills rather than the style keys of the designs from the Inter-War period.*
3. Sandstone kerbing surviving in National Park Street be retained insitu. *Reason - to comply with the recommendations of the DCP 2012.*

Yours faithfully,



John Carr
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B. Sc. (Arch), B. Arch.
John Carr Heritage Design

1 November 2022
27 October 2022

B
A

Issue for DA lodgement
Draft for comment.

Date

Rev

Description

APPENDIX A - Drawing Schedules (Plus Architecture)

Stage 1

PLA-DA-S1-0000 STAGE ONE DEVELOPMENT APPLICATION
 PLA-DA-S1-0100 EXISTING PLAN GROUND
 PLA-DA-S1-0101 EXISTING PLAN LEVEL 1
 PLA-DA-S1-0200 SITE ANALYSIS
 PLA-DA-S1-0300 DEMOLITION PLAN
 PLA-DA-S1-0301 DEMOLITION PLAN
 PLA-DA-S1-0400 PROPOSED SITE PLAN
 PLA-DA-S1-0500 STAGING PLAN
 PLA-DA-S1-0700 LEP HEIGHT PLANE DIAGRAM
 PLA-DA-S1-0800 VIEW ANALYSIS
 PLA-DA-S1-0900 NOTIFICATION - SITE PLAN
 PLA-DA-S1-0901 NOTIFICATION - NORTH ELEVATION
 PLA-DA-S1-0902 NOTIFICATION - EAST ELEVATION
 PLA-DA-S1-0903 NOTIFICATION - SOUTH ELEVATION
 PLA-DA-S1-0904 NOTIFICATION - WEST ELEVATION
 PLA-DA-S1-1000 OVERALL FLOOR PLAN - GROUND
 PLA-DA-S1-1000.1 OVERALL FLOOR PLAN - MEZZANINE
 PLA-DA-S1-1001 OVERALL FLOOR PLAN - LEVEL 01
 PLA-DA-S1-1002 OVERALL FLOOR PLAN - LEVEL 02
 PLA-DA-S1-1003 OVERALL FLOOR PLAN - LEVEL 03
 PLA-DA-S1-1004 OVERALL FLOOR PLAN - LEVEL 04
 PLA-DA-S1-1005 OVERALL FLOOR PLAN - LEVEL 05
 PLA-DA-S1-1007 OVERALL FLOOR PLAN - LEVEL 07-16
 PLA-DA-S1-1017 OVERALL FLOOR PLAN - LEVEL 17
 PLA-DA-S1-1024 OVERALL FLOOR PLAN - LEVEL 18-24
 PLA-DA-S1-1025 OVERALL FLOOR PLAN - LEVEL 25
 PLA-DA-S1-1026 OVERALL FLOOR PLAN - LEVEL 26
 PLA-DA-S1-1027 GENERAL FLOOR PLAN - ROOF
 PLA-DA-S1-1027 OVERALL FLOOR PLAN - ROOF
 PLA-DA-S1-1100 GENERAL FLOOR PLAN - GROUND
 PLA-DA-S1-1100.1 GENERAL FLOOR PLAN - MEZZANINE
 PLA-DA-S1-1101 GENERAL FLOOR PLAN - LEVEL 01
 PLA-DA-S1-1102 GENERAL FLOOR PLAN - LEVEL 02
 PLA-DA-S1-1103 GENERAL FLOOR PLAN - LEVEL 03
 PLA-DA-S1-1104 GENERAL FLOOR PLAN - LEVEL 04
 PLA-DA-S1-1105 GENERAL FLOOR PLAN - LEVEL 05
 PLA-DA-S1-1107 GENERAL FLOOR PLAN - LEVEL 07
 PLA-DA-S1-1117 GENERAL FLOOR PLAN - LEVEL 17
 PLA-DA-S1-1125 GENERAL FLOOR PLAN - LEVEL 25
 PLA-DA-S1-1126 GENERAL FLOOR PLAN - LEVEL 26
 PLA-DA-S1-2000 ELEVATION NORTH
 PLA-DA-S1-2001 ELEVATION SOUTH
 PLA-DA-S1-2002 ELEVATION EAST
 PLA-DA-S1-2003 ELEVATION WEST
 PLA-DA-S1-3000 SECTION 01
 PLA-DA-S1-3001 SECTION 02
 PLA-DA-S1-3002 SECTION 03
 PLA-DA-S1-4000 SUN EYE VIEW 21 JUN
 PLA-DA-S1-4001 SUN EYE VIEW 21 JUN
 PLA-DA-S1-4002 SUN EYE VIEW 21 JUN
 PLA-DA-S1-4003 SUN EYE VIEW 22 DEC
 PLA-DA-S1-4004 SUN EYE VIEW 22 DEC
 PLA-DA-S1-4005 SUN EYE VIEW 22 DEC
 PLA-DA-S1-4100 SHADOW DIAGRAM 9AM
 PLA-DA-S1-4101 SHADOW DIAGRAM 10AM
 PLA-DA-S1-4102 SHADOW DIAGRAM 11AM
 PLA-DA-S1-4103 SHADOW DIAGRAM 12PM
 PLA-DA-S1-4104 SHADOW DIAGRAM 1PM
 PLA-DA-S1-4105 SHADOW DIAGRAM 2PM
 PLA-DA-S1-4106 SHADOW DIAGRAM 3PM
 PLA-DA-S1-4200 SOLAR AMENITY DIAGRAM
 PLA-DA-S1-4200 SOLAR AMENITY DIAGRAM_2
 PLA-DA-S1-4200 SOLAR AMENITY DIAGRAM_3
 PLA-DA-S1-4300 CROSS VENTILATION DIAGRAM
 PLA-DA-S1-5000 GFA DIAGRAM
 PLA-DA-S1-5001 GFA DIAGRAM
 PLA-DA-S1-5002 GFA DIAGRAM
 PLA-DA-S1-5100 GBA DIAGRAM
 PLA-DA-S1-5101 GBA DIAGRAM
 PLA-DA-S1-5102 GBA DIAGRAM
 PLA-DA-S1-5200 COMMUNAL OPEN SPACE DIAGRAM
 PLA-DA-S1-6000 ADAPTABLE UNITS (PRE & POST)
 PLA-DA-S1-6001 ADAPTABLE UNITS (PRE & POST)
 PLA-DA-S1-7000 MATERIAL SCHEDULE
 PLA-DA-S1-8000 DEVELOPMENT SUMMARY TABLES
 PLA-DA-S1-8000 DEVELOPMENT SUMMARY TABLES_2
 PLA-DA-S1-9000 PERSPECTIVE 01
 PLA-DA-S1-9001 PERSPECTIVE 02
 PLA-DA-S1-9003 PERSPECTIVE 03
 PLA-DA-S1-9004 PERSPECTIVE 04

Stage 2

PLA-DA-S2-0000 STAGE TWO DEVELOPMENT APPLICATION[02]
 PLA-DA-S2-0100 EXISTING PLAN GROUND[01]
 PLA-DA-S2-0101 EXISTING PLAN LEVEL 1[01]
 PLA-DA-S2-0200 SITE ANALYSIS[02]
 PLA-DA-S2-0300 DEMOLITION PLAN[01]
 PLA-DA-S2-0301 DEMOLITION PLAN LEVEL 1[01]
 PLA-DA-S2-0400 PROPOSED SITE PLAN[02]
 PLA-DA-S2-0500 STAGING PLAN[01]
 PLA-DA-S2-0700 LEP HEIGHT PLANE DIAGRAM[01]
 PLA-DA-S2-0800 VIEW ANALYSIS[01]
 PLA-DA-S2-0900 NOTIFICATION - SITE PLAN[01]
 PLA-DA-S2-0901 NOTIFICATION - NORTH ELEVATION [01]
 PLA-DA-S2-0902 NOTIFICATION - EAST ELEVATION[01]
 PLA-DA-S2-0903 NOTIFICATION - SOUTH ELEVATION[01]
 PLA-DA-S2-0904 NOTIFICATION - WEST ELEVATION[01]
 PLA-DA-S2-1000 OVERALL FLOOR PLAN - GROUND[05]
 PLA-DA-S2-1000.1 OVERALL FLOOR PLAN - MEZZANINE[05]
 PLA-DA-S2-10000 PERSPECTIVE 1[01]
 PLA-DA-S2-10001 PERSPECTIVE 2[01]
 PLA-DA-S2-10002 PERSPECTIVE 3[01]
 PLA-DA-S2-10002 PERSPECTIVE 4[01]
 PLA-DA-S2-10002 PERSPECTIVE 5[01]
 PLA-DA-S2-1001 OVERALL FLOOR PLAN - LEVEL 01[05]
 PLA-DA-S2-1002 OVERALL FLOOR PLAN - LEVEL 02[04]
 PLA-DA-S2-1003 OVERALL FLOOR PLAN - LEVEL 03[04]
 PLA-DA-S2-1004 OVERALL FLOOR PLAN - LEVEL 04[04]
 PLA-DA-S2-1005 OVERALL FLOOR PLAN - LEVEL 05[04]
 PLA-DA-S2-1007 OVERALL FLOOR PLAN - LEVEL 07[04]
 PLA-DA-S2-1014 OVERALL FLOOR PLAN - LEVEL 14[04]
 PLA-DA-S2-1017 OVERALL FLOOR PLAN - LEVEL 17[04]
 PLA-DA-S2-1024 OVERALL FLOOR PLAN - LEVEL 24[03]
 PLA-DA-S2-1025 OVERALL FLOOR PLAN - LEVEL 25[04]
 PLA-DA-S2-1026 OVERALL FLOOR PLAN - LEVEL 26 PLANT[03]
 PLA-DA-S2-1027 GENERAL FLOOR PLAN - ROOF[02]
 PLA-DA-S2-1027 OVERALL FLOOR PLAN - ROOF[03]
 PLA-DA-S2-1100 GENERAL FLOOR PLAN - GROUND [03]
 PLA-DA-S2-1100.1 GENERAL FLOOR PLAN - MEZZANINE[02]
 PLA-DA-S2-1101 GENERAL FLOOR PLAN - LEVEL 01[03]
 PLA-DA-S2-1102 GENERAL FLOOR PLAN - LEVEL 02[03]
 PLA-DA-S2-1103 GENERAL FLOOR PLAN - LEVEL 03[03]
 PLA-DA-S2-1104 GENERAL FLOOR PLAN - LEVEL 04[03]
 PLA-DA-S2-1105 GENERAL FLOOR PLAN - LEVEL 05[03]
 PLA-DA-S2-1107 GENERAL FLOOR PLAN - LEVEL 07[03]
 PLA-DA-S2-1114 GENERAL FLOOR PLAN - LEVEL 14[03]
 PLA-DA-S2-1117 GENERAL FLOOR PLAN - LEVEL 17[03]
 PLA-DA-S2-1125 GENERAL FLOOR PLAN - LEVEL 25[03]
 PLA-DA-S2-1126 GENERAL FLOOR PLAN - LEVEL 26[03]
 PLA-DA-S2-2000 ELEVATION NORTH[04]
 PLA-DA-S2-2001 ELEVATION SOUTH[04]
 PLA-DA-S2-2002 ELEVATION EAST[04]
 PLA-DA-S2-2003 ELEVATION WEST[04]
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 PLA-DA-S2-3001 SECTION 02[04]
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 PLA-DA-S2-4001 SUN EYE VIEW 21 JUN[02]
 PLA-DA-S2-4002 SUN EYE VIEW 21 JUN[02]
 PLA-DA-S2-4003 SUN EYE VIEW 22 DEC[02]
 PLA-DA-S2-4004 SUN EYE VIEW 22 DEC[02]
 PLA-DA-S2-4005 SUN EYE VIEW 22 DEC[02]
 PLA-DA-S2-4100 SHADOW DIAGRAM 10AM[01]
 PLA-DA-S2-4100 SHADOW DIAGRAM 11AM[01]
 PLA-DA-S2-4100 SHADOW DIAGRAM 12PM[01]
 PLA-DA-S2-4100 SHADOW DIAGRAM 1PM[01]
 PLA-DA-S2-4100 SHADOW DIAGRAM 2PM[01]
 PLA-DA-S2-4100 SHADOW DIAGRAM 3PM[01]
 PLA-DA-S2-4100 SHADOW DIAGRAM 9AM[01]
 PLA-DA-S2-4200 SOLAR AMENITY DIAGRAM SHEET 01[02]
 PLA-DA-S2-4201 SOLAR AMENITY DIAGRAM SHEET 02[02]
 PLA-DA-S2-4202 SOLAR AMENITY DIAGRAM SHEET 03[02]
 PLA-DA-S2-4300 CROSS VENTILATION DIAGRAM[02]
 PLA-DA-S2-5000 GFA DIAGRAM[01]
 PLA-DA-S2-5001 GFA DIAGRAM[01]
 PLA-DA-S2-5002 GFA DIAGRAM[01]
 PLA-DA-S2-5003 GBA DIAGRAM [01]
 PLA-DA-S2-5004 GBA DIAGRAM[01]
 PLA-DA-S2-5005 GBA DIAGRAM[01]
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 PLA-DA-S2-6001 ADAPTABLE UNITS (PRE & POST)[01]
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 PLA-DA-S2-8000 DEVELOPMENT SUMMARY TABLES[01]
 PLA-DA-S2-8000 DEVELOPMENT SUMMARY TABLES[01]_2

(End of Report)