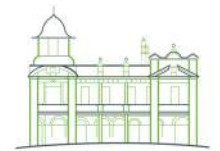


# Guildford Hotel – Rear Development

05th November 2014

Community Presentation



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**FratelleGroup**

architecture | interiors | urban design



TOWN PLANNING  
URBAN DESIGN AND HERITAGE



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01

# Project Overview

# Project Overview

## Site Specifics



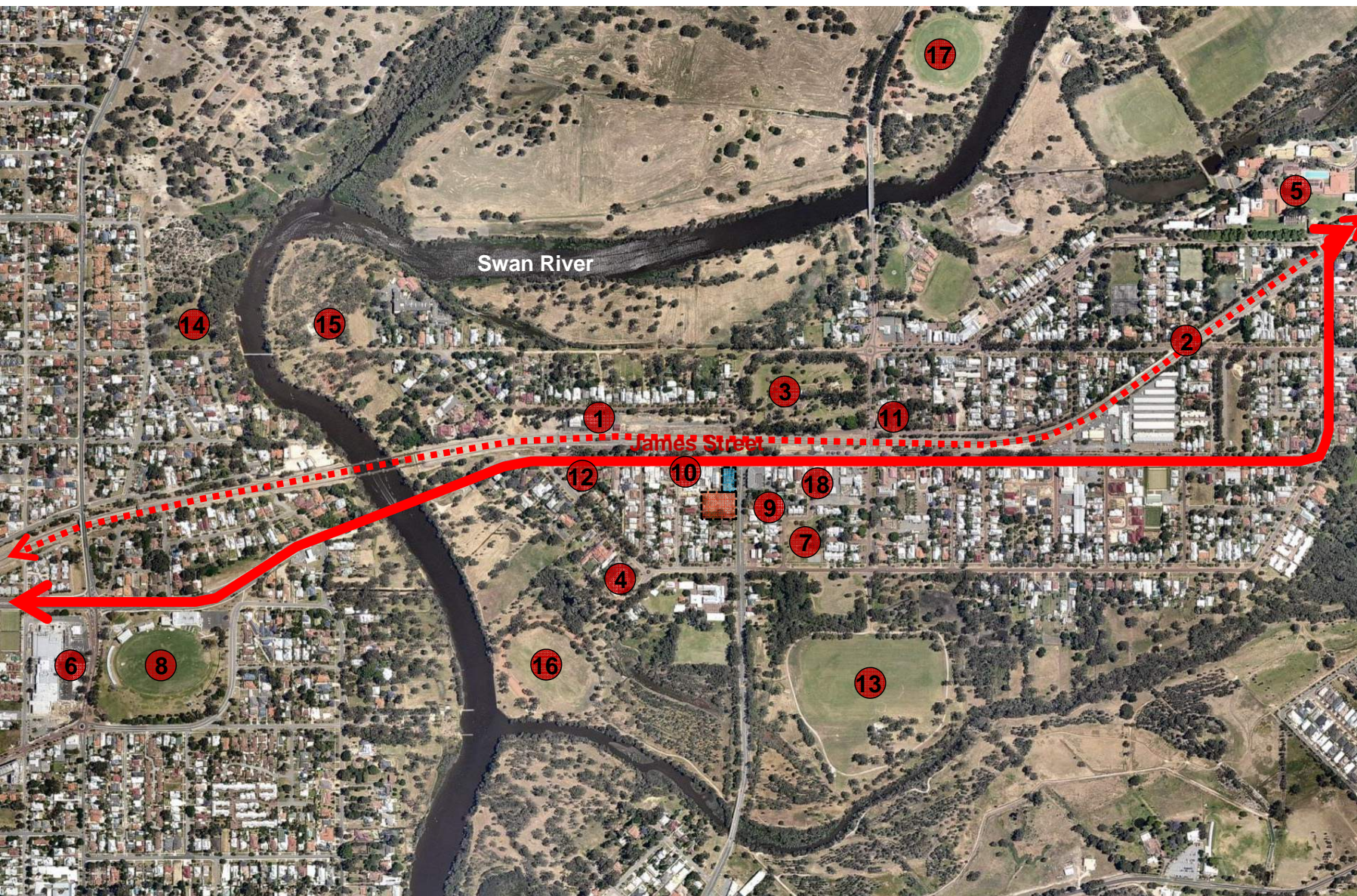
<b>Site Area</b>	3260m <sup>2</sup> (Including the Hotel)
<b>Plot Ratio</b>	N/A
<b>Total Area Available</b>	+/- 3000m <sup>2</sup>
<b>Location</b>	163 Johnson Street, Guildford.
<b>Existing Uses</b>	Existing Hotel site with land to the rear
<b>Site Context</b>	<p>Located within the General Commercial zone, with the Guildford Hotel Building Heritage overlay.</p> <p>It is located within the Guildford Conservation Precinct and contains the significant landmark of the Guildford Hotel.</p> <p>It is in close proximity to a number of Public Open Spaces, School, the Guildford Shopping Precinct and several other amenities.</p> <p>It sits amongst Residential properties and the Commercial businesses along James Street.</p>
<b>Public Transport</b>	High frequency bus routes, <b>300m</b> (less than 5min walk) away from the <b>Guildford Train Station</b> and <b>1400m</b> (Under 20min Walk) from the <b>East Guildford Train Station</b>

02

Opportunities



# Opportunities Surrounding Amenities



1. Guildford Stn.
2. East Guildford Stn.
3. Stirling Sqr.
4. Guildford primary School.
5. Guildford Grammar School.
6. Bassendean Shopping Centre.
7. Spring Reserve.
8. Bassendean Oval.
9. Maddison Cottage.
10. Guildford Retail Precinct.
11. Post office.
12. Anglican Church of Australia.
13. Kings Meadow Polo Grounds.
14. Success Hill Reserve.
15. Fish Market Reserve.
16. Kings Meadow Oval.
17. Lilac Park.
18. Museum of Natural History.





# Opportunities Access



The local amenities (particularly the train station) support the increase in the residential population to add to the vibrancy and activity of Guildford.





03

**Precedence**

# Adaptive Reuse Developments **Berlin**



Factory Berlin is a 16,000 square meter technology campus in the heart of Berlin Mitte, sitting directly on the **former Berlin Wall death-strip**. To date 23 companies, including local heroes such as SoundCloud and 6Wunderkinder, international ventures such as Zendesk and Twitter and many early stage teams, have joined our community. Together with global partners like Google For Entrepreneurs, we are accelerating the Berlin ecosystem by providing a playground to those that want to invent, collaborate and grow.

# Adaptive Reuse Developments **Fitzroy, Melbourne**



Napier Street Housing is a cost-effective development, which consists of eleven dwellings with spacious proportions, generous roof terraces and flexible accommodation options. The project explores the interface between the building and the street; past and present. Drawing upon the formal, material and typological traits of South Fitzroy, the units fit well with their locale. Transforming a series of nineteenth century terrace slivers into a cohesive whole the development proposes an alternative model for medium density housing. The project continues to receive national and international recognition as a benchmark for innovative medium-density housing development.



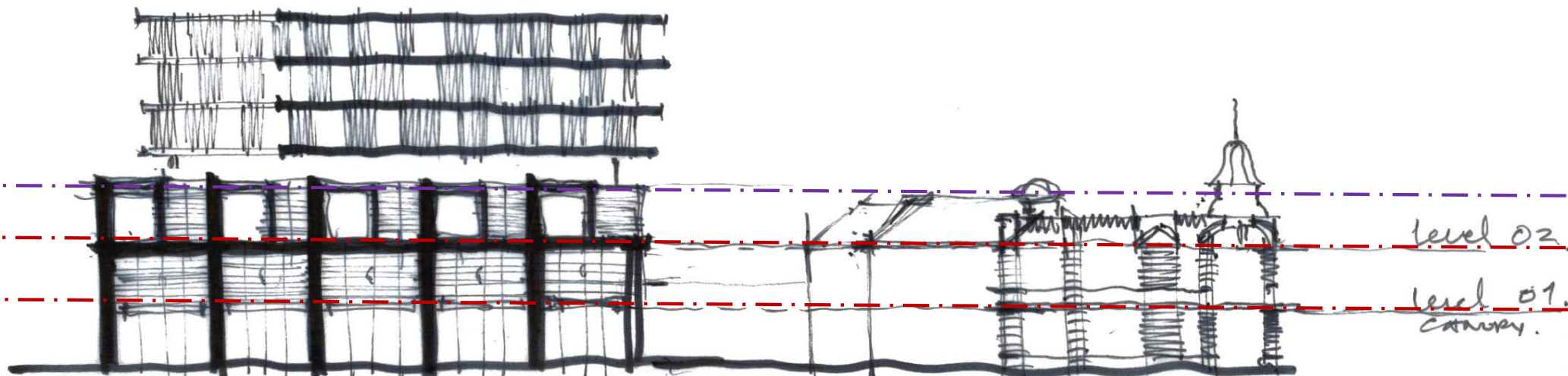
05

Massing

# Concept design

## Massing – Scale

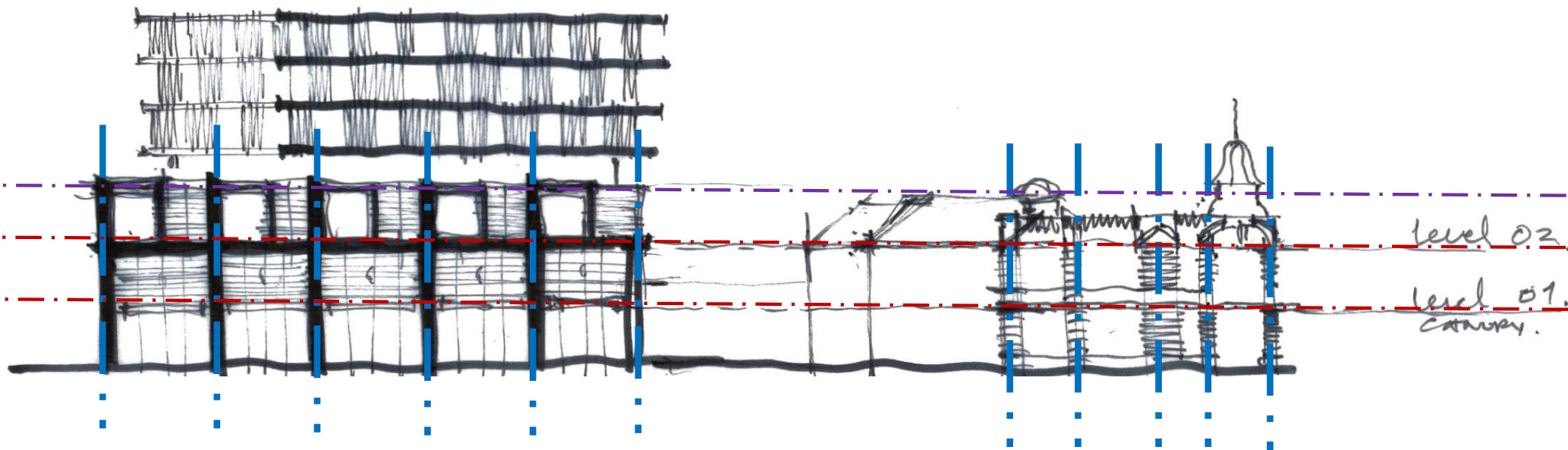
The proposed design will acknowledge the heritage character of the Precinct. The proposed development will pick up on the Guilford Hotel's height – and ensure that it respects and sits well with the existing Hotel.



# Concept design

## Massing – Fine Grain

The proposed design will acknowledge the heritage character of the Precinct. The proposed development will pick up on the Guilford Hotel's Fine Grain Composition – and ensure that it respects and sits well with the existing Hotel.

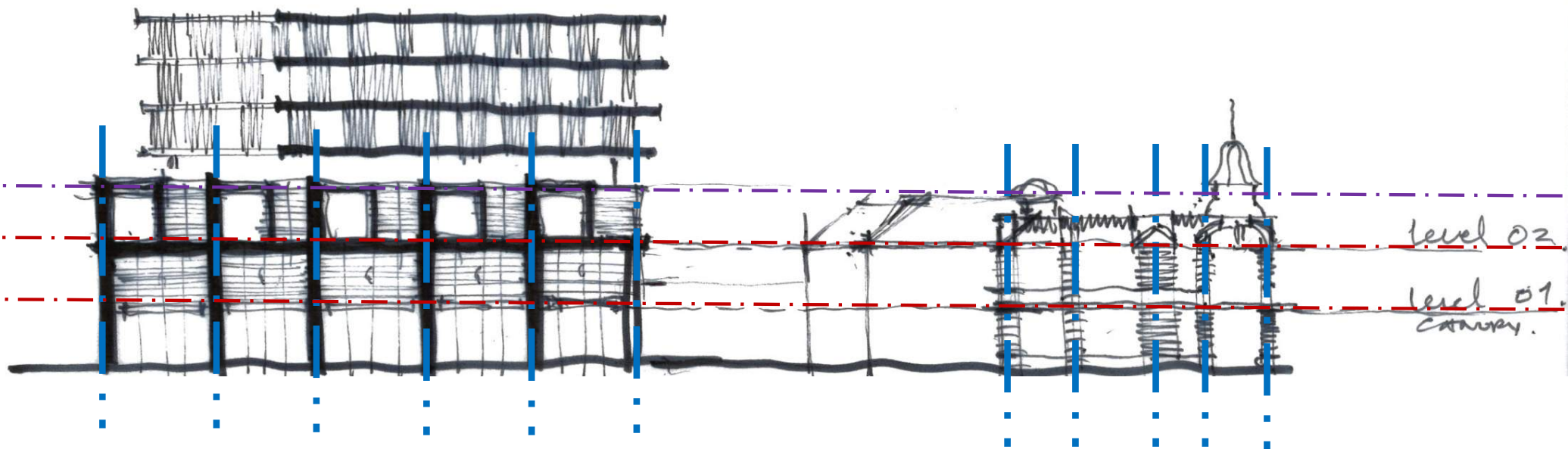




# Concept design

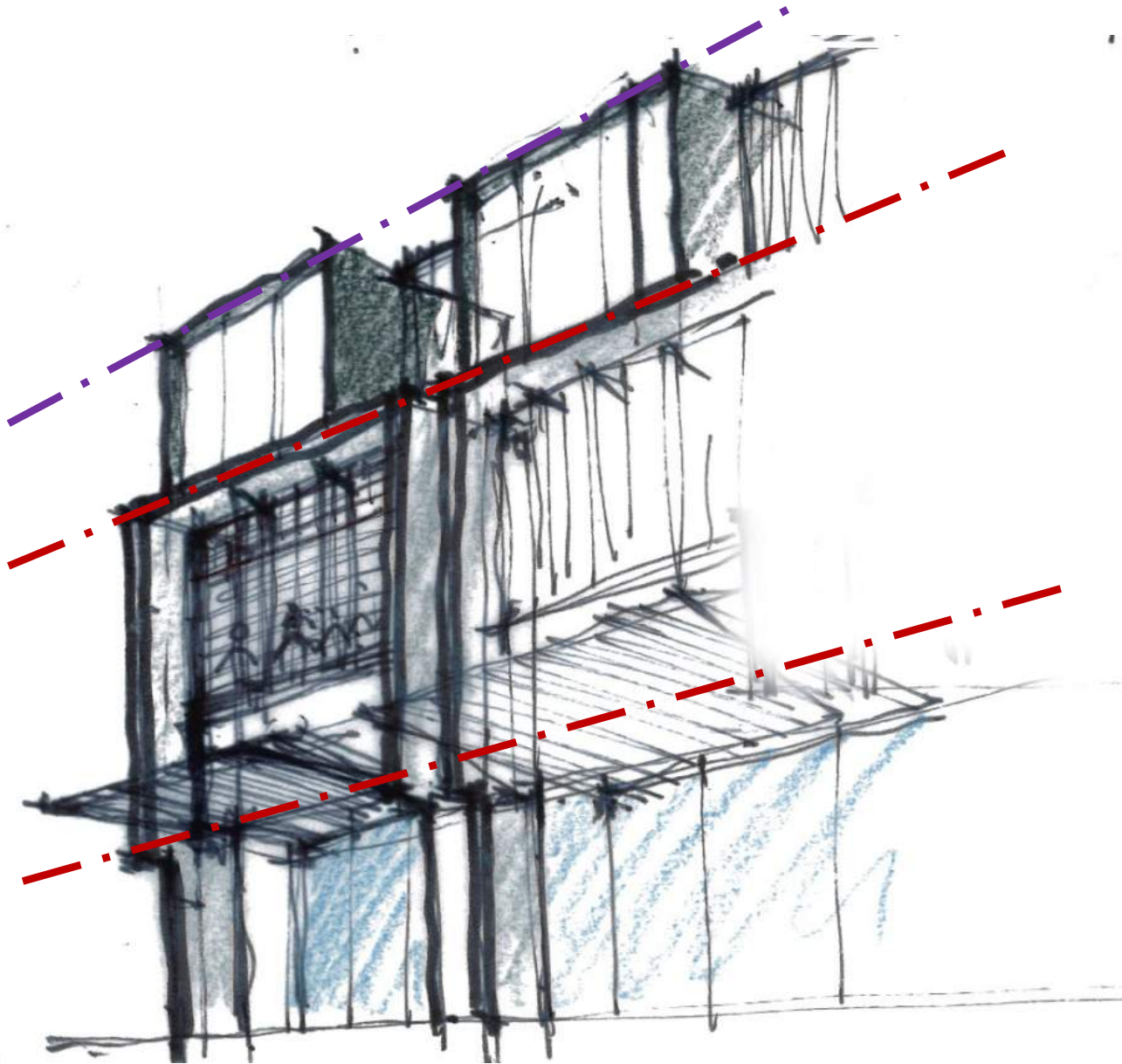
## Massing –Scale

“Recessed Apartment Crown to contribute to the creation of a more prominent and dynamic skyline when perceiving the street scape from a wider perspective”



# Concept design

## Massing – Podium



06

## Public Life – The Urban Village



# Drawings

## Ground Floor



# Public Life

## Florist





# Public Life Corner Cafe





# Public Life

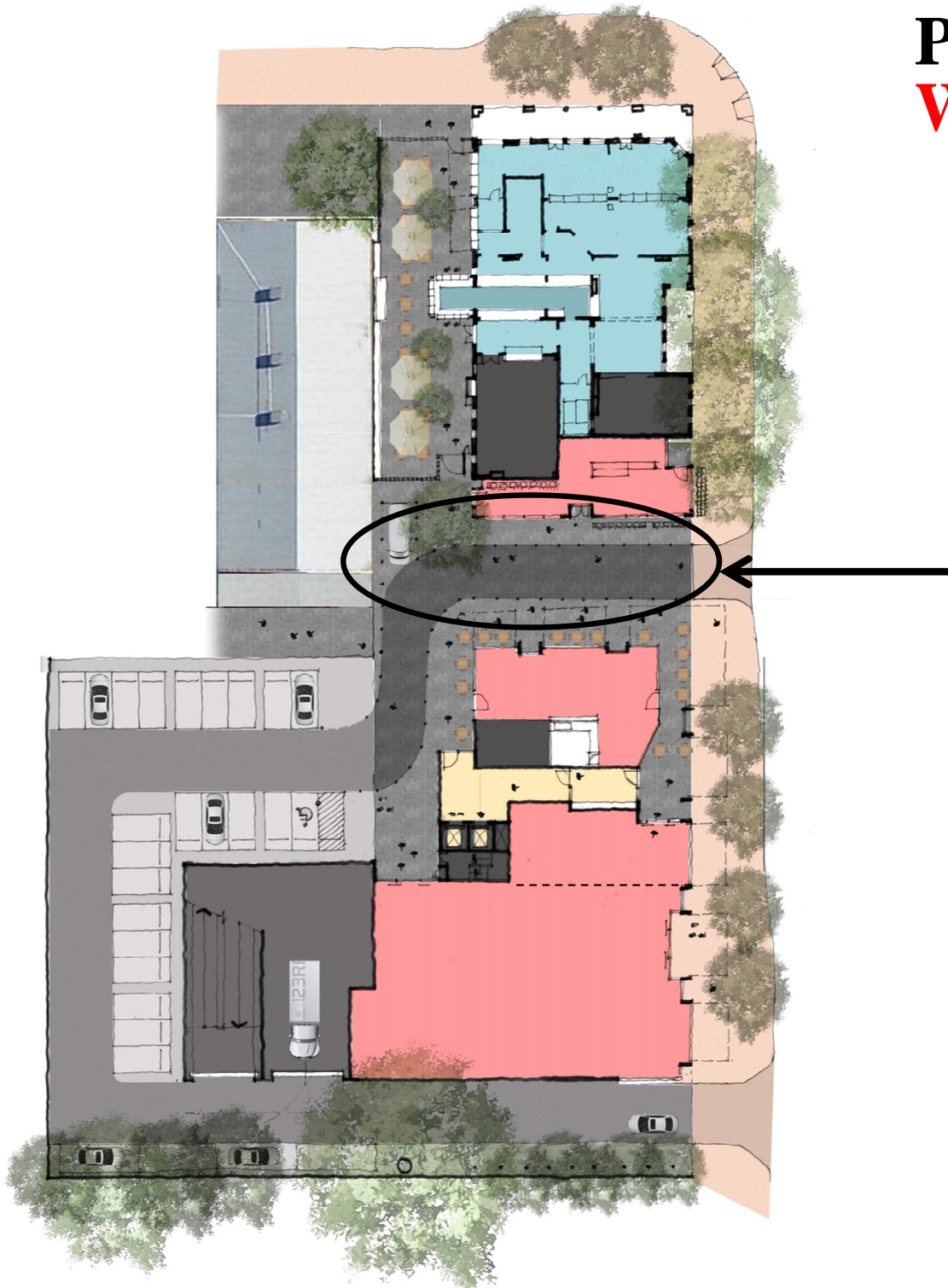
## Boutique Bakery





# Public Life

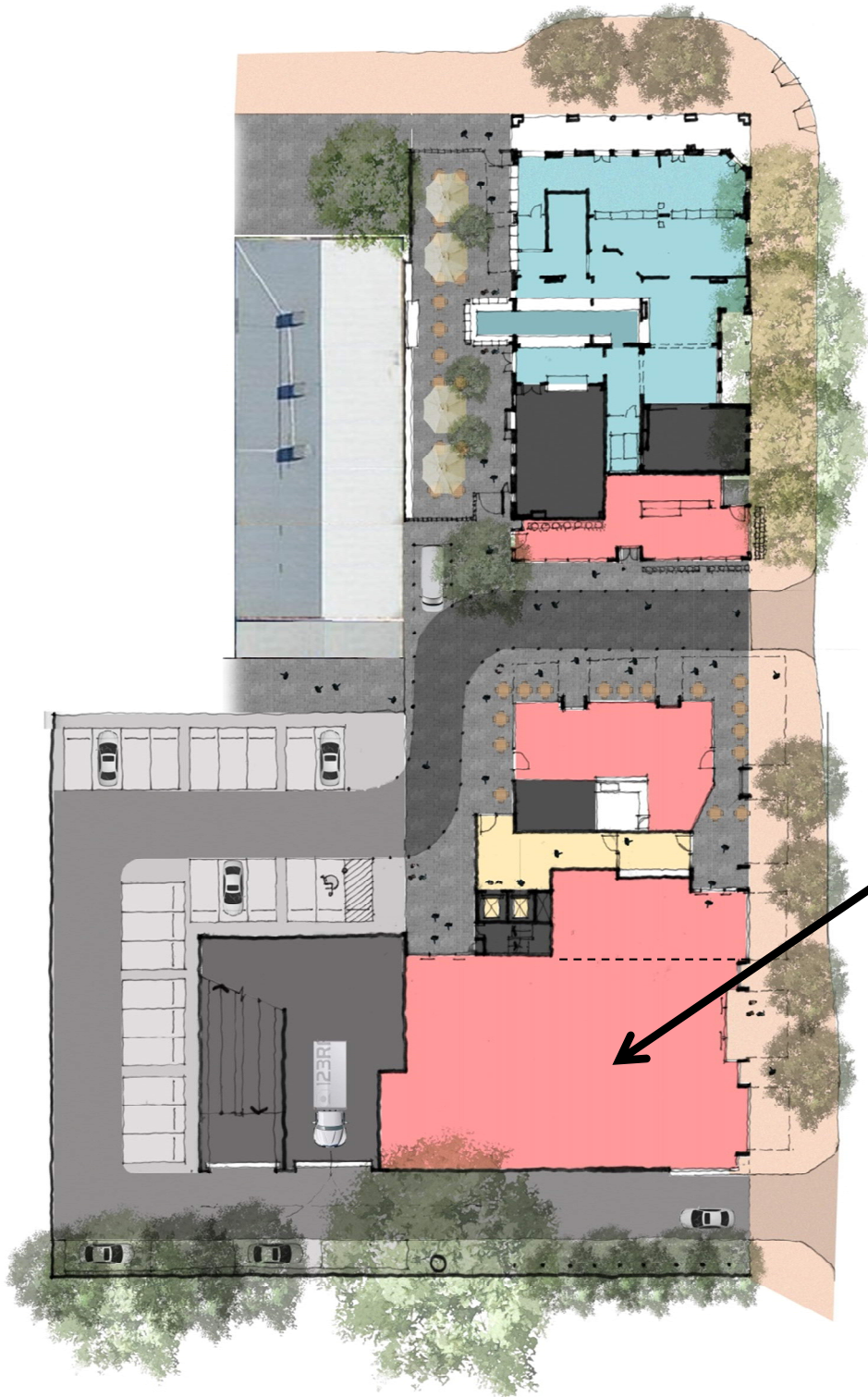
## Weekend Local Market





# Public Life

## Produce Market





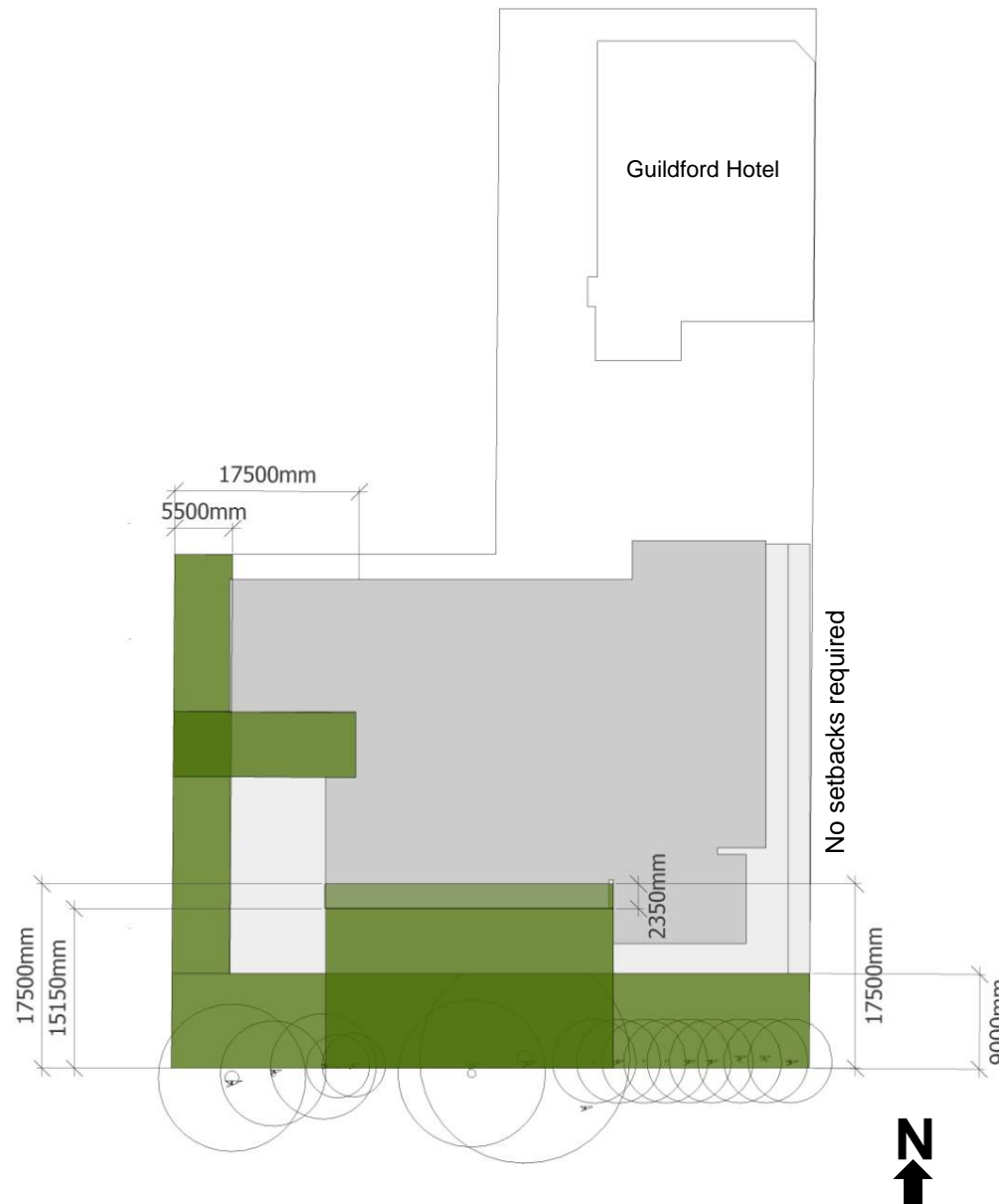
**07**

**Site constraints**

# Site Constraints

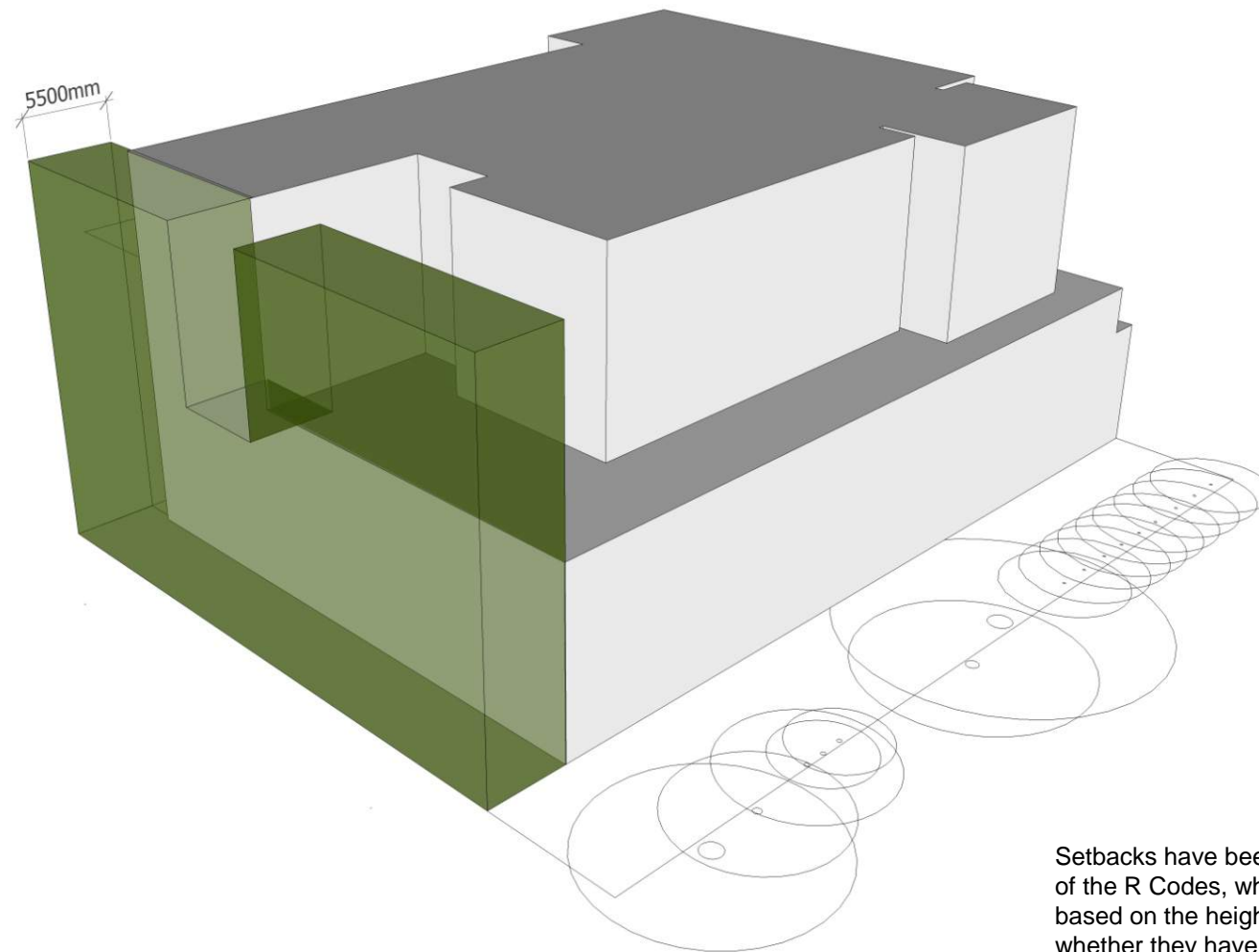
## Setbacks

Setbacks have been informed by the requirements of the R Codes, which stipulate setback distances based on the height and length of a wall, and whether they have major openings or not. (Setbacks indicated with Green zones).



# Site Constraints

## Setbacks

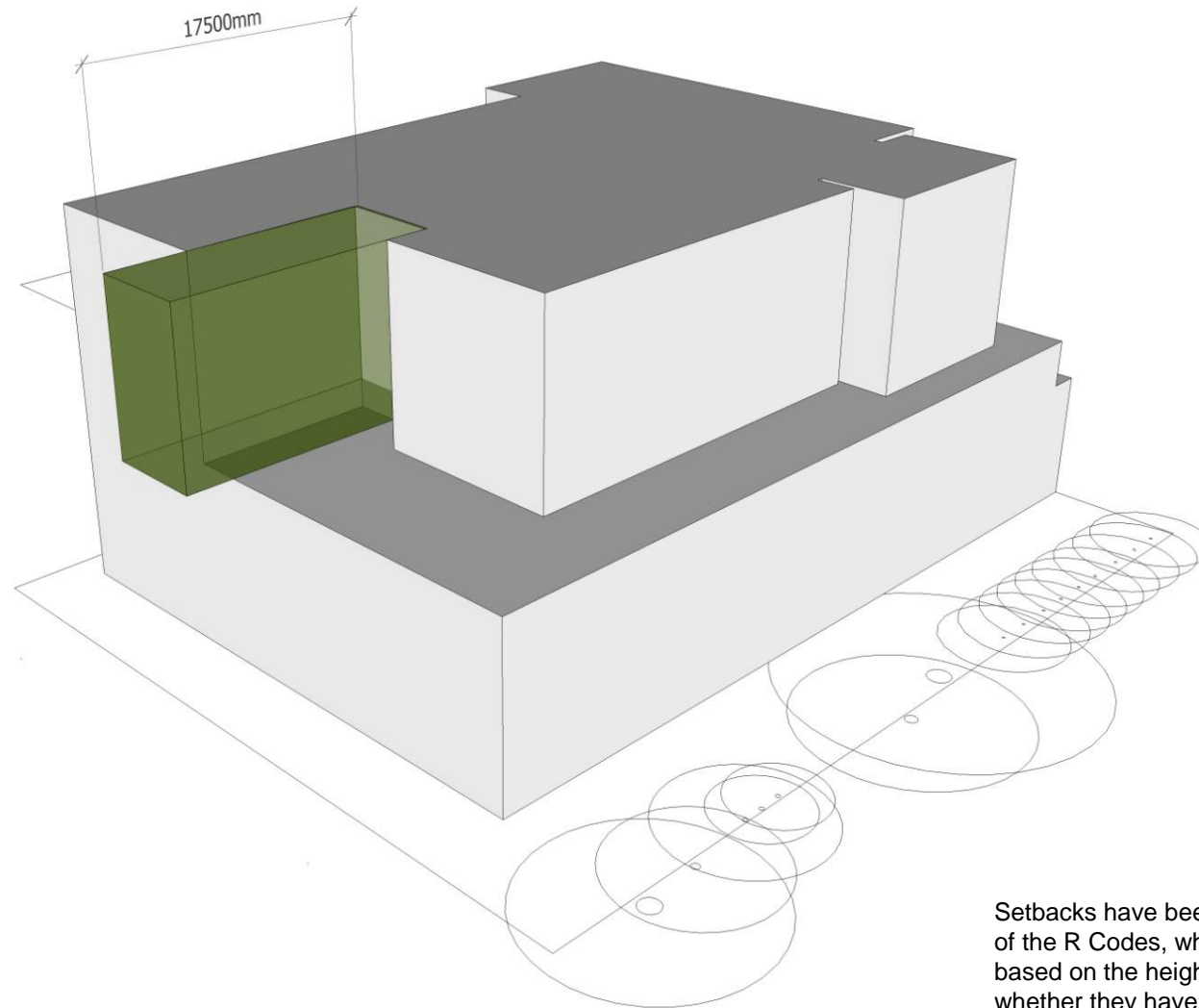


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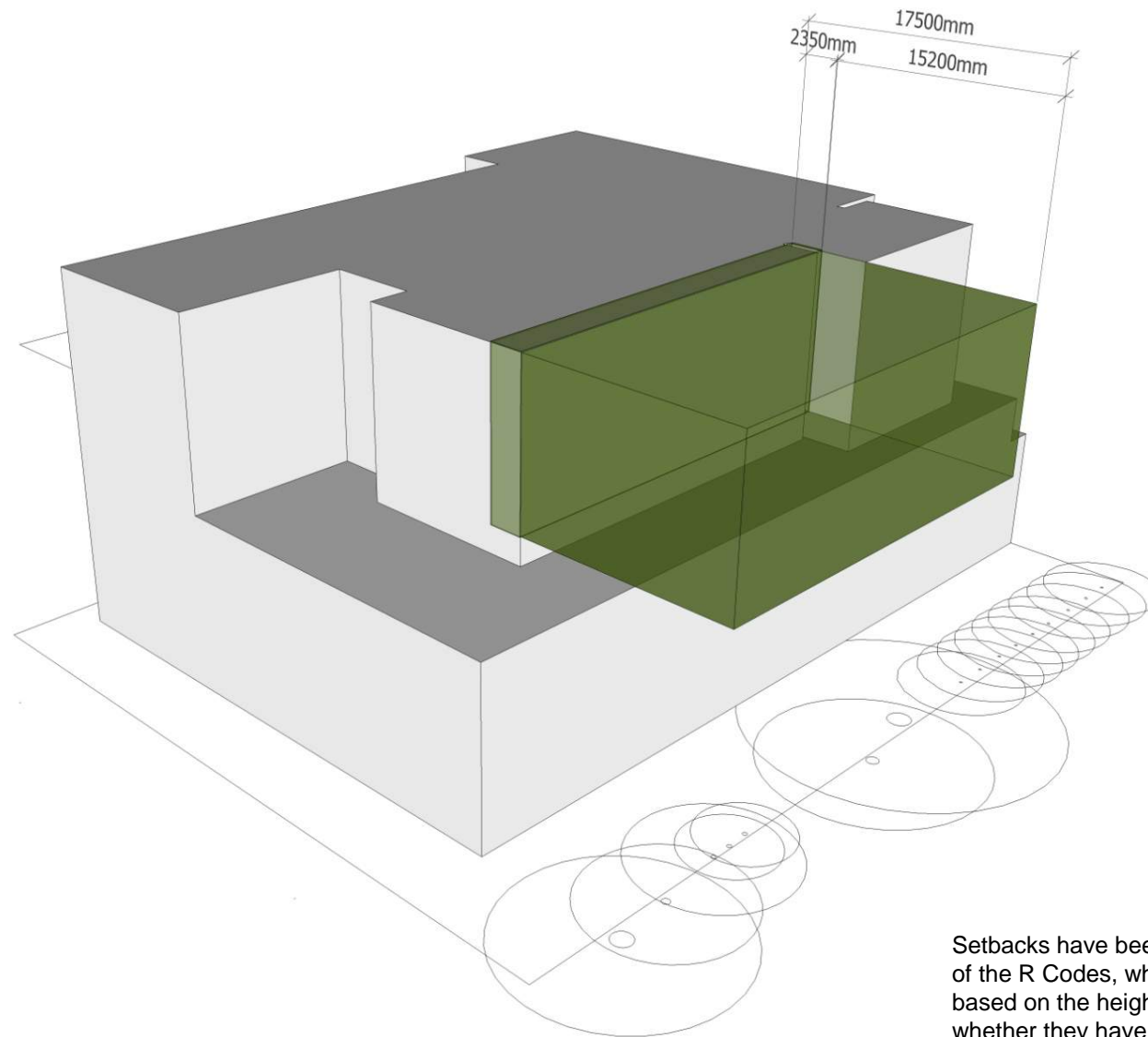
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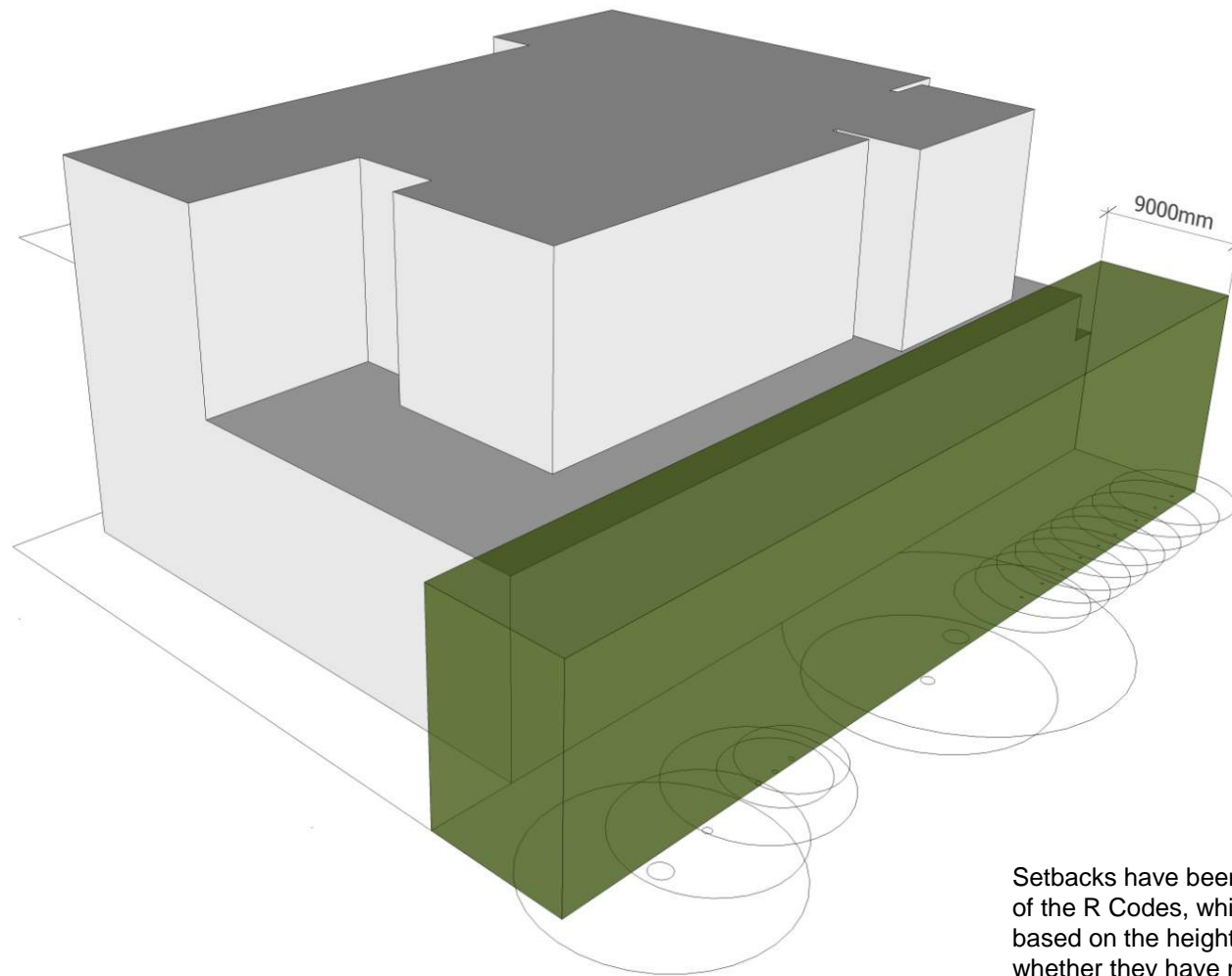
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# Site Constraints

## Setbacks

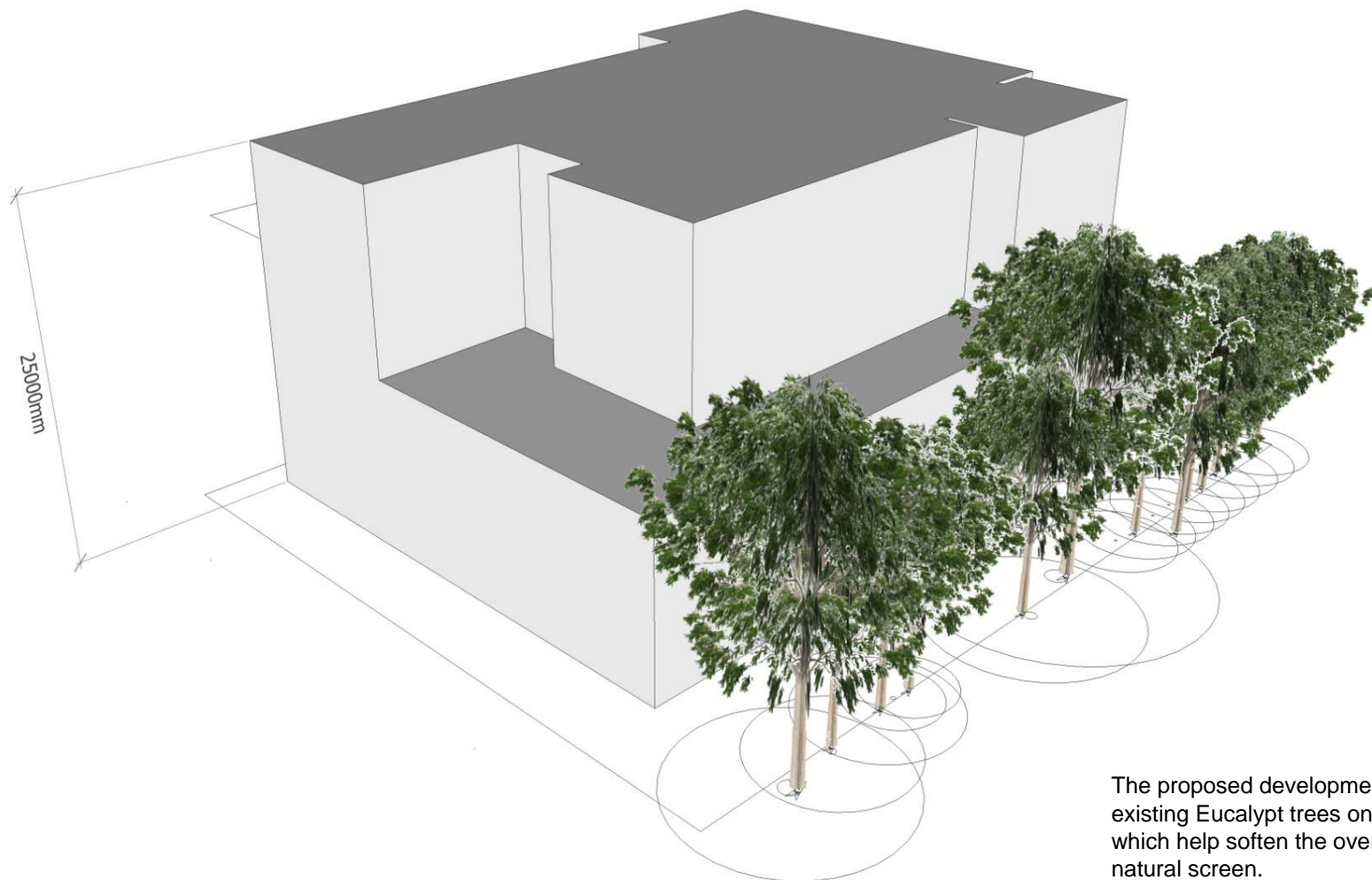


Setbacks have been informed by the requirements of the R Codes, which stipulate setback distances based on the height and length of a wall, and whether they have major openings or not. (Setbacks indicated with Green zones)



# Site Constraints

## Maximum height & screening



The proposed development intends to keep the existing Eucalypt trees on the southern boundary, which help soften the overall mass, by acting as a natural screen.

Concept design  
Work in Progress

Illustrative Purposes Only





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