

# **HOTEL 190 NORTHAM**

## **1. INTRODUCTION**

Willowfield Pty Ltd is a wholly owned company by Gregory Skehan and Stan Malinowski both residents in the Shire of Northam. The Commercial Hotel (now Hotel 190 Northam) was purchased and settled on 22 December 2017. A Demolition permit was granted by the Shire to remove all out buildings, including the Moomba Room, the original Managers living quarters and the wash house. The demolition is still in progress and almost complete with all bricks, timber, both construction and flooring, doors, windows etc being stored for recycle and reuse.

The main building also incorporated 3 retail shops fronting Fitzgerald Street. These have been completely renovated and Leased to 2 new businesses introduced to Northam. The two adjacent shops west of the Hotel were also purchased to facilitate parking requirements for hotel patrons. Northam UltraSound is now operating from 198 Fitzgerald Street and we are negotiating the other shop with another prospective client.

## **2. RACING GAMING & LIQUOR LICENSING (RGL)**

Willowfield Pty Ltd has been granted the Hotel License and, approval for renovations has been approved in accordance with the License. A Hotel License requires the operator to provide all services as specified in the Liquor Licensing Act. These include - sale of packaged goods, provision of in house meals and alcoholic beverages and accommodation. It is our intention to meet all the requirements as per the Act and in our opinion this is the only way a hotel can operate economically in today's market place. We have also applied for extensions in our Licensed area which are approved subject to negotiations with the Shire of Northam and a Memorandum of Understanding being agreed to by both parties. The areas in question are shown on Plan ...07/08... and relate to alfresco dining extending onto the Fitzgerald St footpath and alfresco bar area extending into 2 parking bays on Fitzgerald Street. Ultimately we are trying to achieve the Lygon St Melbourne and the Fremantle Cafe Strip principle. There is also an elevated beer garden facing North overlooking Minson Ave and the Avon River - a view neglected which other towns envy.

Our business plan includes all these areas as an integral part of the operation, any of these facilities not being provided will impact on the future viability of the business and its development.

### 3. Staging Plan

The development will progress in stages with completion estimated at mid 2020 as indicated below.

- **Demolition** - all out buildings are now removed with some minor modifications to continue internally. Included during this period is the installation of all services renewed ie. sewerage water, storm water, power etc.
- **Packaged Goods Sales** - The liquor outlet requires new refrigeration, cool rooms, IT, Security and Access etc. estimated completion Nov/Dec 2018
- **Meals & Beverage Sales** - A new ablution block, Kitchen, Cellar, Bar facilities, Alfresco and Dining Room will be constructed & fitted out. Estimated Completion August/Sept 2019.
- **Accommodation** - the 39 existing rooms will be renovated into 24 fully serviced rooms with ensuites to an estimated 3.5 star level. A lift will be installed with accessibility for disabled patrons with suitable rooms. Estimated completion March 2020.
- **Elevated Beer Garden**- the beer garden will be 3.4 metres above existing ground level with clear views of the Avon River and overlooking Minson Avenue. It will be constructed on three 12.2 metres containers which will double as additional security storage area. Patrons will be protected by a 1200 mm perimeter fence with access via steps and an open lift for disabled . A bar will be provided for busy trade periods, a smokers area will be included and light meals may be available in the future. Estimated completion mid 2020.

#### **4. Alfresco dining and bar Fitzgerald Street.**

Under verandah alfresco dining fronting Fitzgerald St the alfresco dining area will be positioned under the upstairs balcony and extend onto the footpath 500mm with the total area being 2400 x 12 metres. approx 30 metres square. This area will be serviced from the main bar via a half door service counter. Coffee meals and beverages will be available including breakfast, lunch and dinner or just a coffee & cake.

The Alfresco Bar will be constructed in moveable sections being 2.4m x 2.4m a total of 5 prefabricated sections which can be installed and/or removed as required which will be determined by seasonal trade. The liquor License will permit patrons to carry alcoholic beverages across the footpath with consumption only permitted while seated in the designated area.

The development will progress in stages with completion estimated at mid 2019

We believe this alfresco concept will be one of the most important attractions to the Hotel. This area of the CBD is the Shire's main focus for presenting a public friendly town. Weekend trade will be promoted and serviced in a big way with inducements such as entertainment, meal deals and drink specials being offered. Watch out York and Toodyay here we come!!

The CBD has already been revitalised with the Northam Boulevard renovations and the construction of the Aboriginal Heritage Centre, the removal of the Fitzgerald Street chicane, the introduction of the "Village Green" concept, and a proposed Indian Restaurant next to CBA Bank all strengthen the call for our alfresco proposal.

#### **5. Car Park - Footpath**

The onsite and offsite car parking has been reconfigured as requested at our last meeting. Roadside parking was redesigned to parallel and a 2 Mt wide footpath included for the full length of the Northern boundary. This has resulted in 6 new car bays and 5 motor cycle bays. Onsite we have a total of 37 bays of which 2 are Acrod bays, 1 is a light vehicle Loading Zone, 6 are browse & park under cover bays and 6 bays are multipurpose for a heavy vehicle loading area doubling after hours to house guest parking bays. Taking status quo as a guide our requirements would be 16 onsite bays. We have 37 onsite bays, 5 motorcycle bays and 20 reciprocal bays on adjacent Minson Avenue. The adjacent property has been incorporated into the parking facility for which we provide 2 bays during the day time hours only.

## **6. Retainer wall and Security Fencing**

See drawing #J1396.02-S01 / plan 06.

The retainer wall will be constructed as per the engineers specifications. A footing being 500mm x 150mm will be installed and the rear of the wall will have sub soil drainage using 100mm perforated pipe bedded in 20mm aggregate. The retainer wall along Minson Ave will be at one level with finished height at 147.350, the western boundary will be completed in three equally spaced incremental levels. Fencing will be installed using garrison style in 1.8m high x 2.4m wide panels, black in colour, with posts drilled into the retainer wall through to the footing.

## **7. Drainage stormwater**

See Plan..11..

Stormwater flow will be controlled by surface contour design and subterranean pipes, pits and crossover grates will be installed. Discharge will be to Minson Ave drainage system. Fitzgerald Street drainage to accommodate Alfresco bar area will not be affected.

## **8. Security and Fire Alarm Systems**

- Security cameras will be installed in consultation with Drug & Alcohol Wheatbelt division of the Police Dept Northam. All areas of the property and it's surrounds will be under constant recorded surveillance enhanced by 24 Hour LED lighting.

As you would be aware alcohol is a criminal activity magnet consequently insurance requirements are very stringent.

- The Fire Alarm System will be an addressable type with a direct link to the Fire Dept, emergency services and the proprietors. Every guest room and all public areas will have fire, smoke & gas sensors fitted and connected to a control module located as per FESA requirements. Emergency lighting and illuminated directional signage will be installed.

## **9. Signage - Type and Location**

See plan .04/05.

Signage is an integral part of any operation, it's placement and message can make or break any business. The sign on the top facade of the hotel will be modified to read HOTEL 190 NORTHAM. The word Commercial will remain but will be painted into the background, this will preserve the history of the building without detracting from the new image. The mid level fascia between the two floors which is advertising CUB etc will be upgraded to live LED signage. It will carry a constantly changing message of coming attractions and specials not only for the hotel but community interests such as Avon Descent, Around the Town Racing, Northam Agricultural Show, Bands in the Park, Markets etc. The browse and pick up canopy will feature a large sign 1200 mm x 12 metres advertising the packaged goods outlet to patrons on Minson Ave. There will also be static replaceable poster signs on the wall under the canopy promoting specials 3 - 5 possibly. On the entrance into the hotel in Minson Ave will be a 1200 x 2400 mm double sided sign showing the entry & exit arrangements, this will be elevated at 3 metres without being hidden behind traffic on Minson Ave. This sign may be illuminated for after hours visibility. The large illuminated CUB sign on top of the building roof apex will be removed as suggested by the Heritage Consultant.

## **10. Trees and gardens**

The very large cotton palm tree in the car park will remain on the property as we have designed around it. A weeping mulberry tree is growing on the intersection of the Northern & Western boundary, this has been pruned and shaped and is located on the edge of the footpath. Subject to Shire Approval this tree will remain as it is growing on our land. A Meyer lemon tree will also be preserved as a future asset for the kitchen. There are allocated places for 6 trees to be planted in between parking bays. These will be selected in consultation with a horticulturist for suitability which provide a shady canopy and are drought and frost tolerant. A 5/600mm wide garden bed will run along Minson Ave adjacent to the retainer wall for shrubs up to 1 meter high. A herb garden will be established near the kitchen for the kitchen's use and a natural lawn area (100msq) for children to enjoy. Water for all gardens will be harvested from the cellar which produces 1800 litres per day, distributed via an automated reticulation system.

## **11. Heritage considerations**

The building is noted of significant interest for streetscape heritage. Consultation meetings were arranged by the Shire with Annette Green of Greenway Consulting the Shires preferred advisor which resulted in a comprehensive report being completed. We have complied with her suggestions to date and this is evidenced by the presentation of the 3 retail outlets associated with the Hotel. It was confirmed there are no heritage issues of interest except for the Fitzgerald St facade. The signage referred to in this report is an upgrade of existing but moving into the 20th century. The large illuminated sign on the roof apex will be removed as requested. The widening and installation of glass electric doors at the east and west Fitzgerald Street entrances was acceptable, subject to the arches being modified to match existing.

To Maintain the heritage colour scheme Louise Thorpe of "Room with a hue" Colour Consultants was commissioned to advise suitable heritage colours. We decided that to change the image of the Hotel the colour had to change. She selected the colours to conform with heritage requirements and we settled on 3 colours Monument Grey, Castle Grey and Ground Mist which are demonstrated on the 3 retail outlets. The bricks that were removed as a result of demolition have been stored for cleaning and reuse to maintain authenticity. Windows, doors and artefacts discovered in renovation are stored for memorabilia presentation.

## **12. Trading hours**

Trading hours for the sale of alcohol will be as per the Liquor Control Act 1978 and its amendments. We are permitted to trade:

Monday to Saturday 0600hrs - 2400hrs

Sunday 1000hrs - 2200hrs (or at anytime between those hours)

For the sale of meals and non-alcoholic beverages we will trade 7 days per week for breakfast, Lunch and Dinner with the hours being in accordance to demand. Extended Trading Permits may be applied to cater for events such as the Avon Descent etc.

## **13. Response to Advertising**

We will be available to both public and statutory authorities to respond to any questions which are presented during the advertising period.

#### **14. Summary**

**This project will provide Northam with a place where location, safety, service and quality will be provided for a society which expects the better things in life. Recreation and social activities are now an everyday part of our lives. Hotel 190 Northam will meet the expectations of its patrons and provide services above and beyond for all who visit. With the Shire of Northam's support and some forward thinking with less red tape this project will eventuate to the satisfaction of all concerned. It is extremely important that this Development Approval Application is assessed for what it is and not a liquor Store approval.**