



# Exchange Hotel, Pinjarra

## Executive Summary

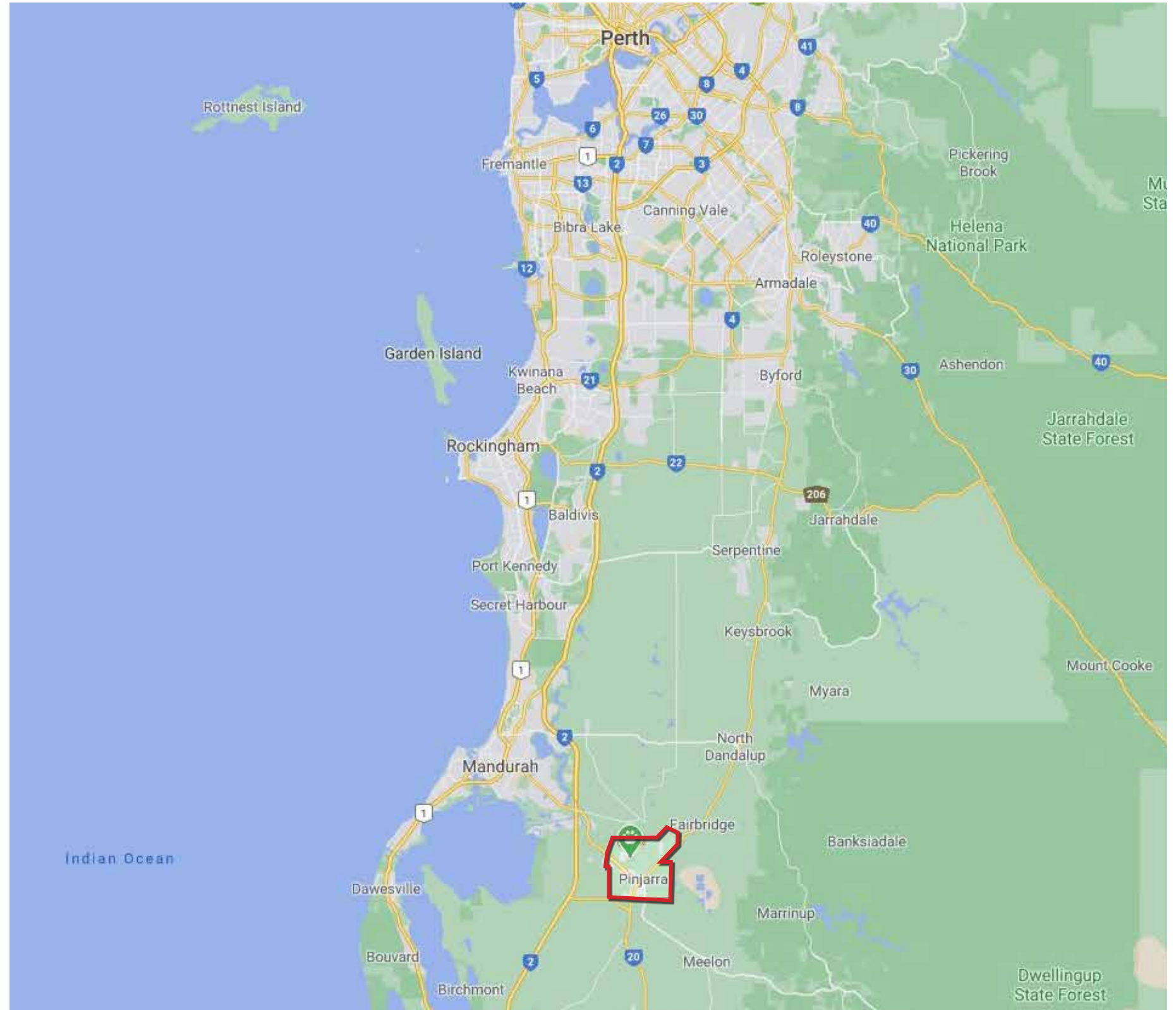
This report has been prepared by Buchan on behalf of Shire of Murray.

### **Project Brief**

This report will present design concepts for the adaptive redevelopment / re-use of the Exchange Hotel building and site in Pinjarra, WA. The Shire of Murray own the site and are exploring the redevelopment of the site for the purposes of a microbrewery / tavern and producers & makers co-op. The purpose of the design concepts will be to form the basis of a high level quantity survey, business case and Building Better Regions Funding application.

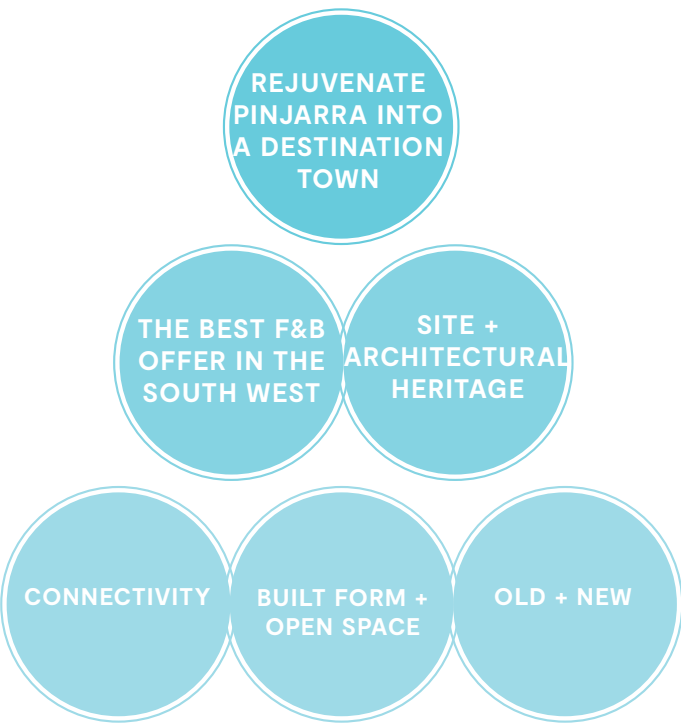
This report will include;

- > Context & Site Analysis
- > Project Vision
- > Planning Guidance
- > Exemplar Projects
- > Development Scenario Options
- > Design Proposals





In defining a clear strategic vision at the start of each project, we assess and identify 3 key focus points; Project Goal, Objectives and Strategies. The purpose of these is to support the Shire of Murray's long term vision for the site and it's business operations.



01. GOAL

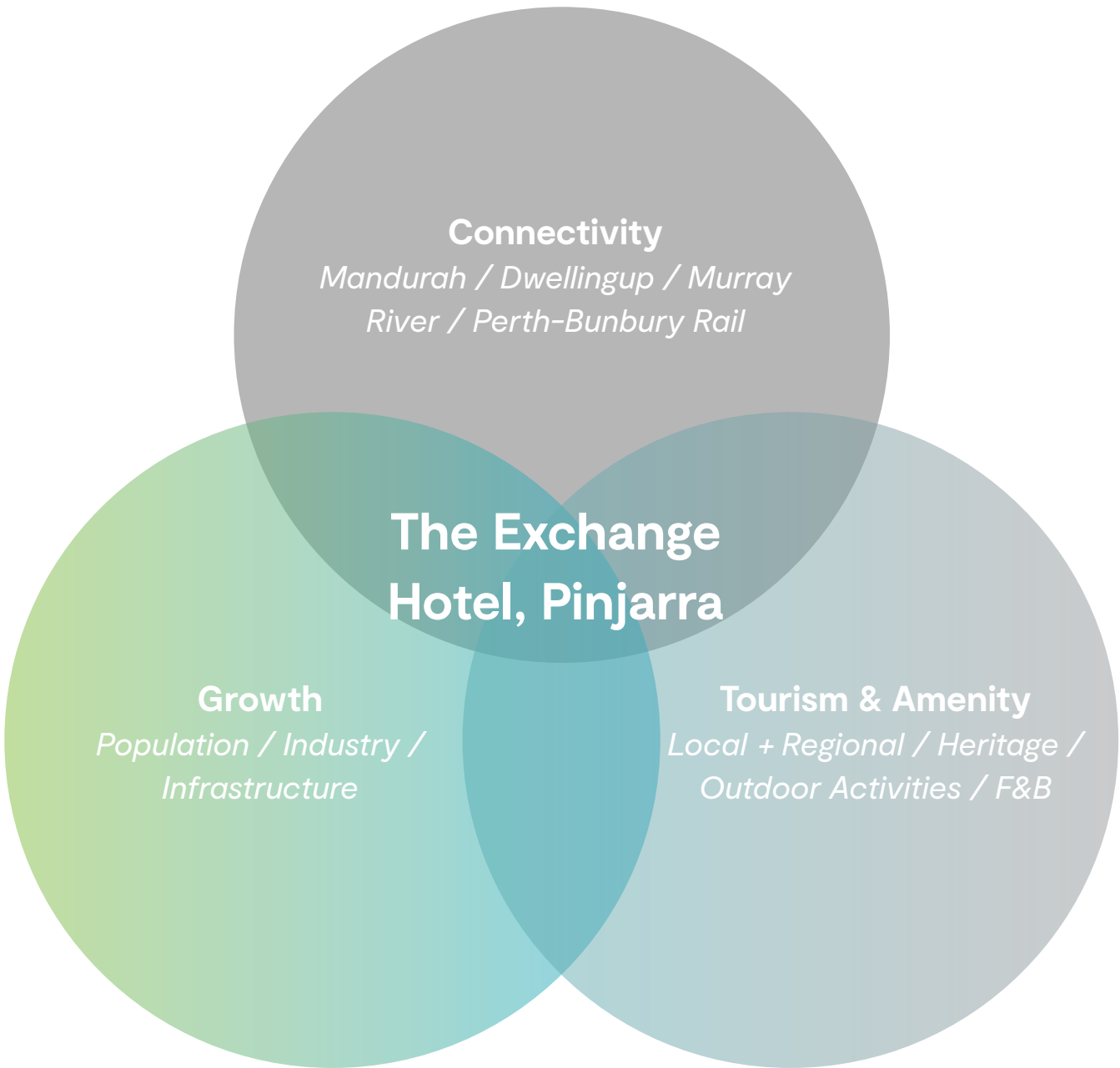
The project presents the opportunity to create a truly unique and desirable destination within the heart of Pinjarra. The site has the potential to act as the catalyst for future redevelopment and rejuvenation of the Town Centre, and transform Pinjarra into a destination site.

02. OBJECTIVES

Respect the site's historic use as a public bar and hotel by re-establishing the building as the regions most significant venue for food and leisure.

03. STRATEGIES

The site's central location and proximity to the Murray River foreshore should be utilised to maximum effect in connecting and transitioning between the high street with the river. This will be achieved through thoughtfully considered masterplanning around built form vs open space, and respectful intervention of new building elements with the historic building fabric.





# Exchange Hotel, Pinjarra

## Regional Context

### Pinjarra

Pinjarra town is located within the Peel region of Western Australia along the South Western Highway, 85 kilometres south of Perth and 21 kilometres south-east of Mandurah. The Murray River passes through the town centre. Its local government area is the Shire of Murray.

At the 2016 census, Pinjarra had a population of 4,910. It's population is forecast to increase significantly through new subdivisions around the town.

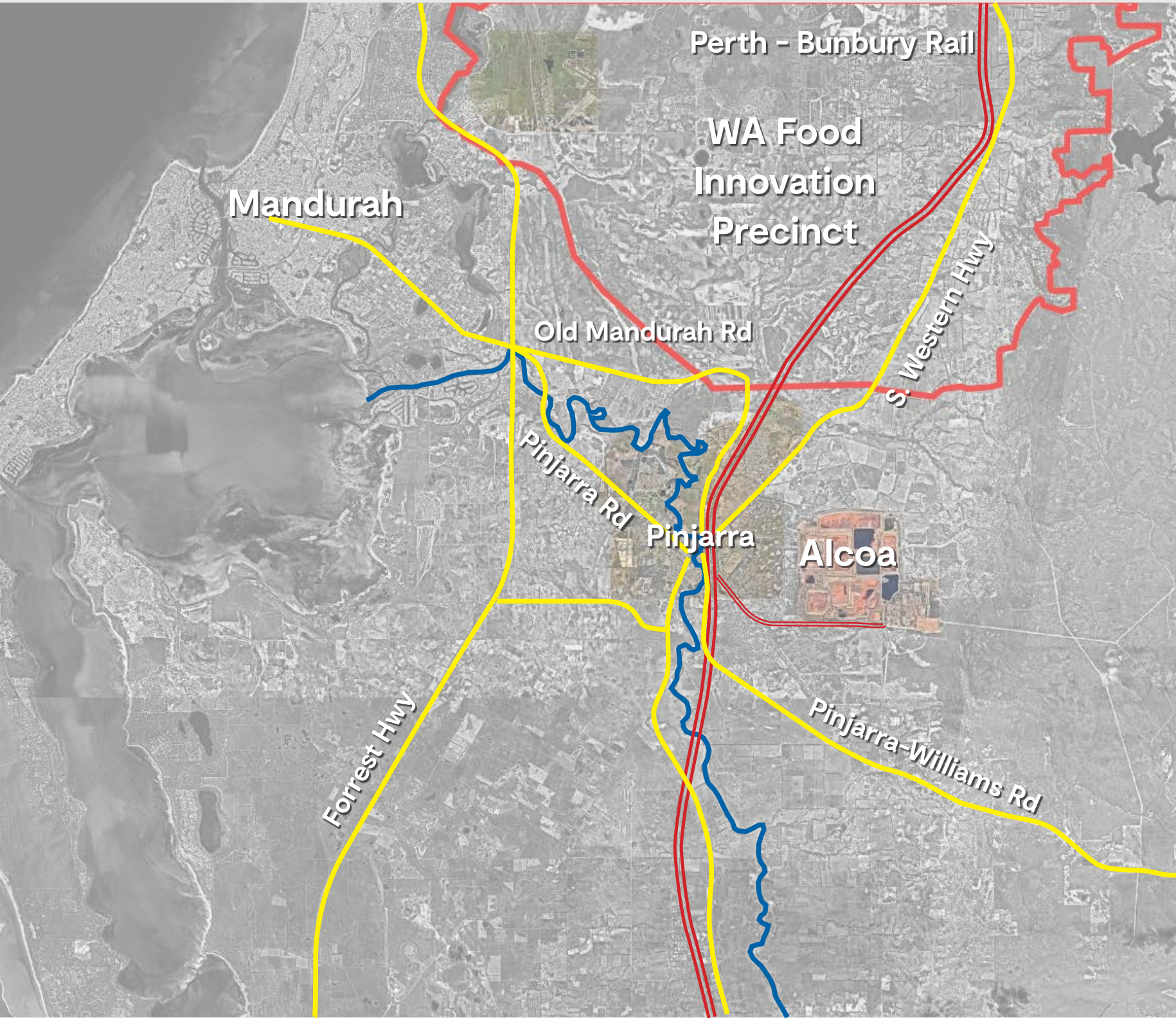
Pinjarra is an area rich in history, with several sites around town forming a 'heritage walking trail.'

The town is serviced by Pinjarra Station as part of the South Western Railway and TransWA's Australind service from Perth to Bunbury. The Armadale Railway Line will also be extended to Pinjarra in the future. The South Western Highway passes through the town centre which sees Haulage Vehicles passing through the main street (George Street). A diversion of these vehicles is planned.

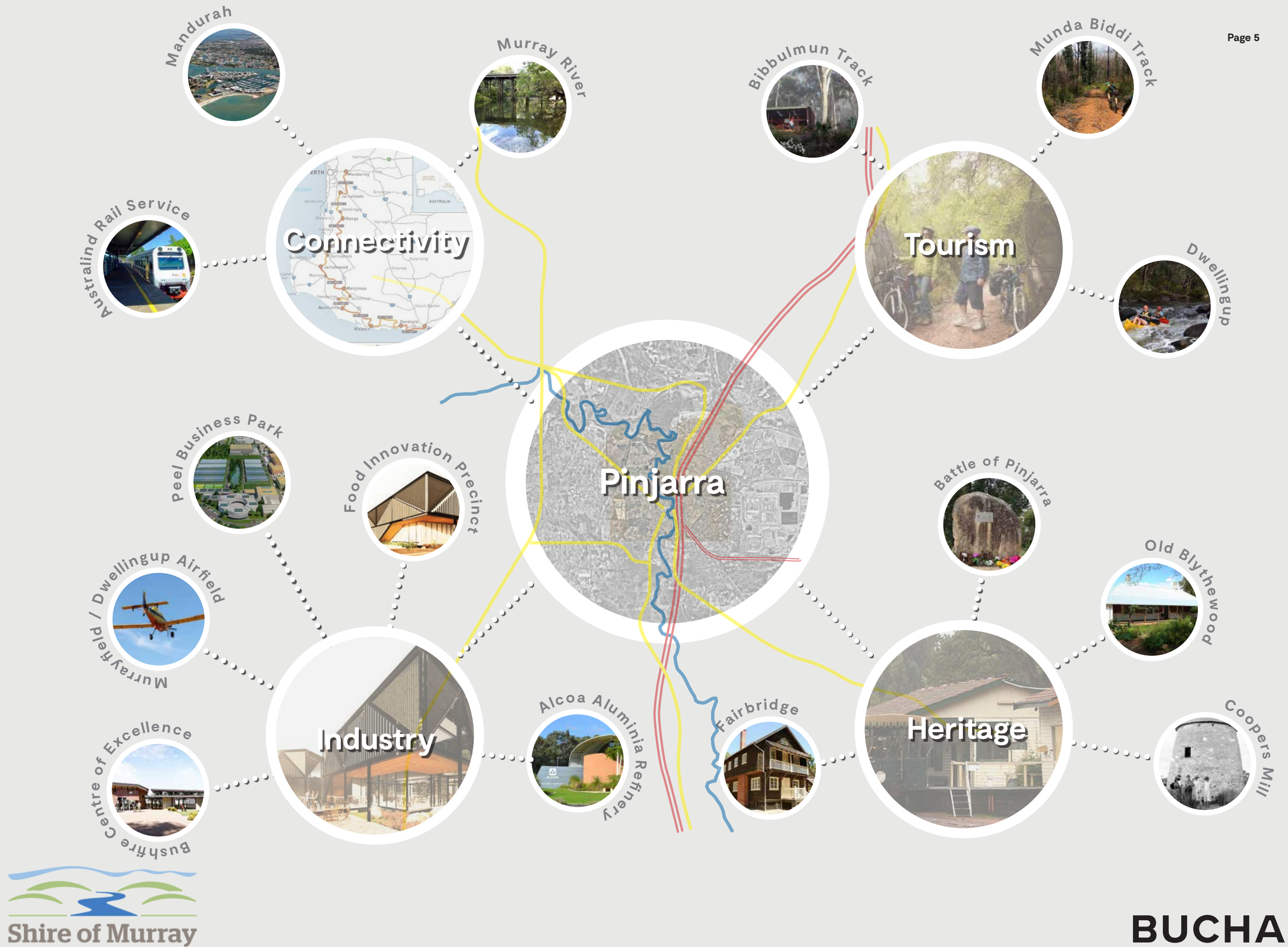
ust under 400,000 tourists visit the Peel Region each year, comprising of both domestic and international visitors. The area is known for its stunning environmental attributes, bound by waterways and home to the picturesque scenery of Dwellingup. There are several tourism attractions including heritage sites, landscapes, regional walking and cycling trails, arts and crafts studios, restaurants, wineries and more.

The region's economy is dominated by mineral processing, with the Alcoa Alumina Refinery just east of Pinjarra. The region is home to the world's largest bauxite mine, mineral sands and Australia's largest producing gold mine.

Other key idustries which are rapidly growing in the region include the WA Food Innovation Precinct, Peel Business Park and the Bushfire Centre of Excellence.









The Site  
Pinjarra





# The Site

## Pinjarra Town Centre

View of Site looking west



View of Site looking south



Adjacent Town Square revitalisation



Site connection with foreshore



View of site looking north-west



# The Site

## Local Character

- > George Street forms the main 'High Street' to the Town of Pinjarra, and forms the **historical spine** with several heritage assets located along and adjacent the street, including the Post Office, Pinjarra Courthouse, Edenvale Heritage Precinct and the Exchange Hotel.
- > **Street Trees** are sparsely located along the length of the street.
- > The future **deviation of Haulage Vehicles** from George Street will assist greatly in creating a more **pedestrian focused high street**.
- > **The George Street Style Guide** outlines material palette, planting types, signage, street art, lighting and street furniture guidelines for improving the quality and character.
- > The **'Town Square'** is sited adjacent to the Exchange Hotel site, and at the end of a major axis through the town (James St). The Town Square has been recently redeveloped to include new landscaping, street furniture, amphitheatre and public toilets. The town square provides level access to the **suspension bridge** connecting the town centre to the residential streets across the Murray River.
- > Perhaps the greatest and most distinctive asset to the site is the **Murray River and foreshore area** located immediately south of the site. The foreshore area includes grassed areas, children's playground, and a pedestrian footpath running along the water's edge from the George St Bridge North to the Murray Aquatic Centre South.
- > Building uses along George Street are predominantly **retail and civic focused** within heritage buildings. The Pinjarra Junction Shopping Centre is a newer building which references the traditional red brick architecture of the area in its elevations



George Street



Pinjarra Junction Shopping Centre



Edenvale Heritage Precinct



Suspension Bridge





Murray River Foreshore Landscaping



George Street (Pinjarra High Street)



Heritage buildings along George Street



Revitalised town square adjacent site



Pedestrian suspension bridge



# Planning Guidance

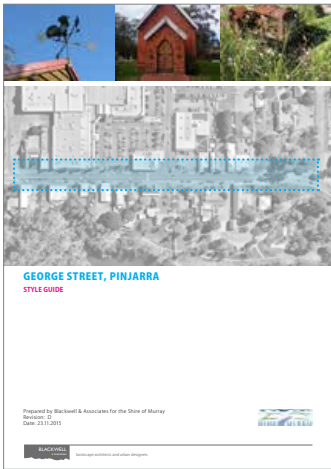
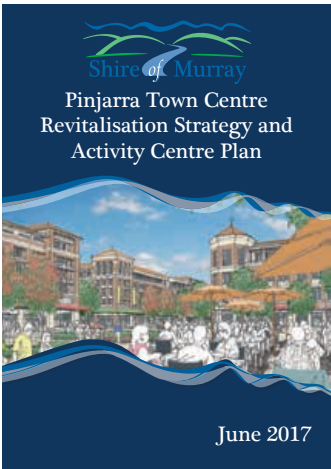
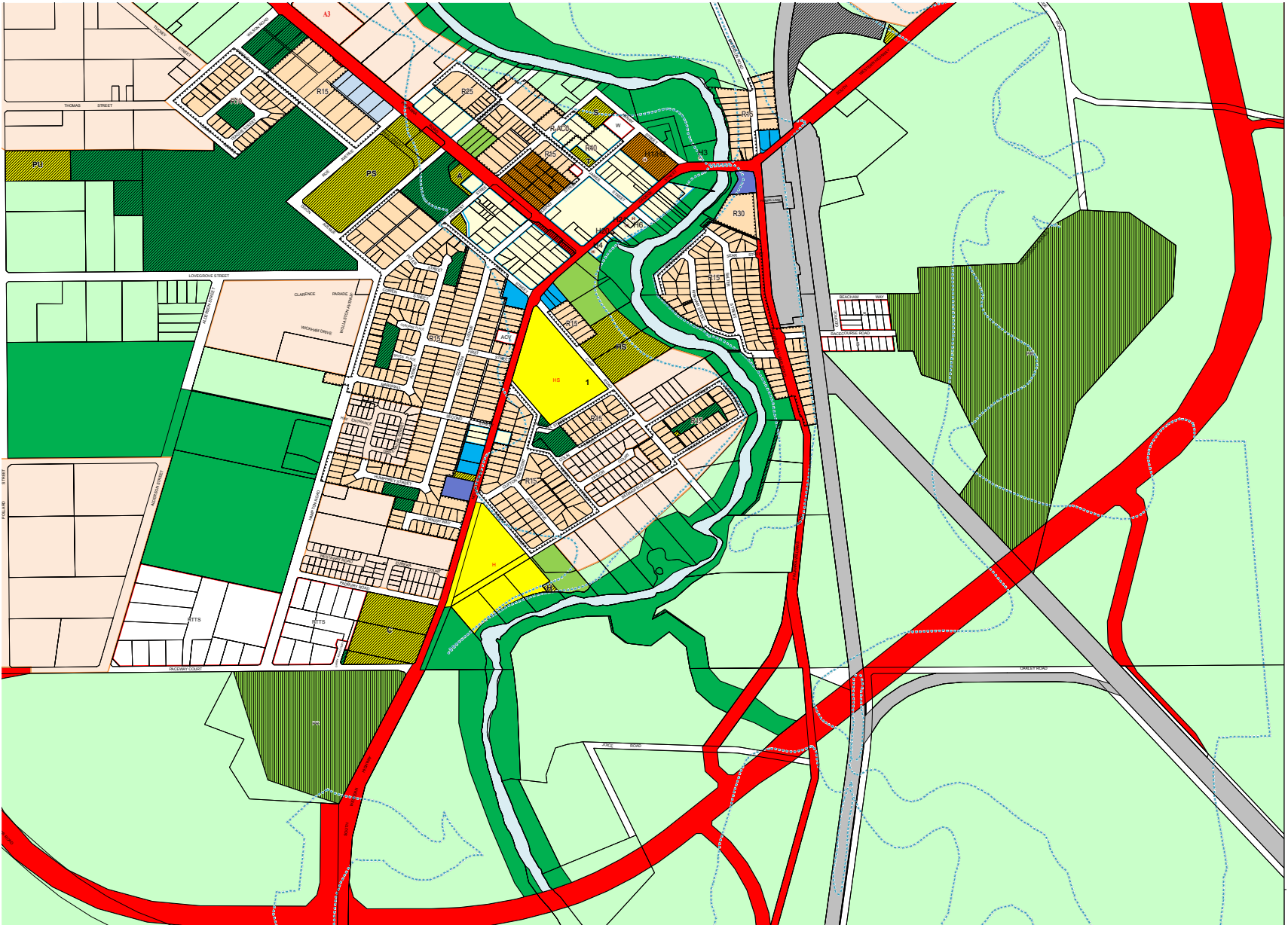
## Shire of Murray

The site is located in the Shire of Murray.

- > Located over four separate titles at Lots 85-88 George Street, Pinjarra
- > Zoned as Town Centre
- > Fronts the town's historic main street, and abuts both the Murray River and Murray River Square
- > Future land use on the site is encouraged to **re-establish the use of the site for food and beverage activity**, with or without short stay accommodation and other ancillary land uses, in a way that adds significantly toward the **character, activation and vibrancy of the town**, including the street, the adjacent river foreshore reserve and the Murray River Square
- > The portion of the lots forming part of the Murray River foreshore area and Murray River Square are intended to be retained as public land.
- > Flood prone area

There are also several local management plans and future masterplans around the immediate vicinity of the site;

- > Pinjarra Town Centre Revitalisation Strategy and Activity Centre Plan
- > Pinjarra Railway Precinct Masterplan
- > Edenvale Heritage Precinct Landscape Management Plan
- > George Street Style Guide

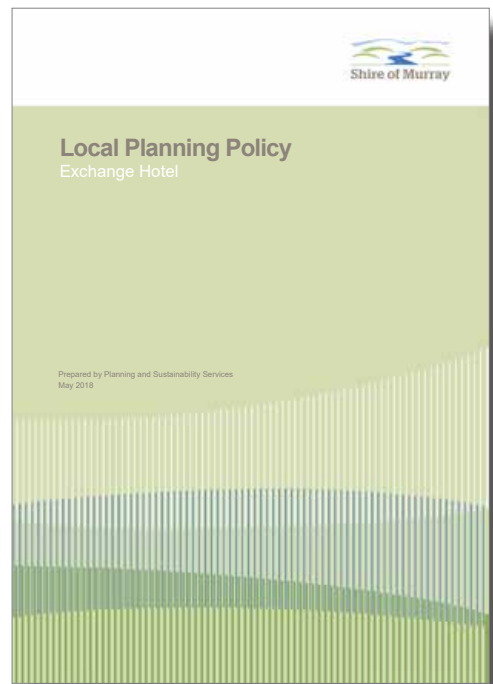
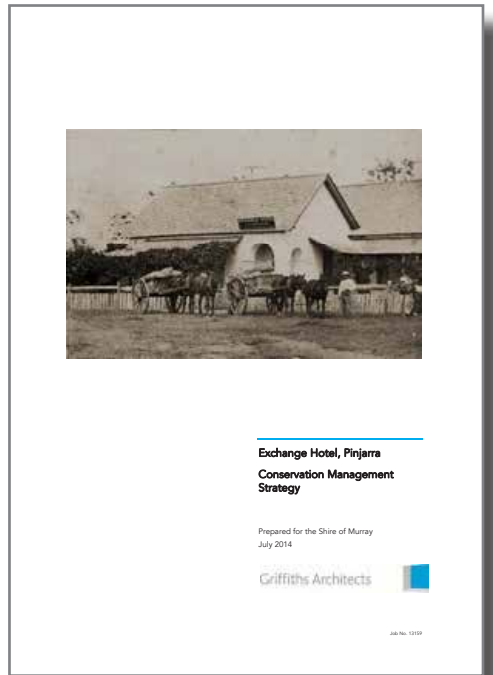
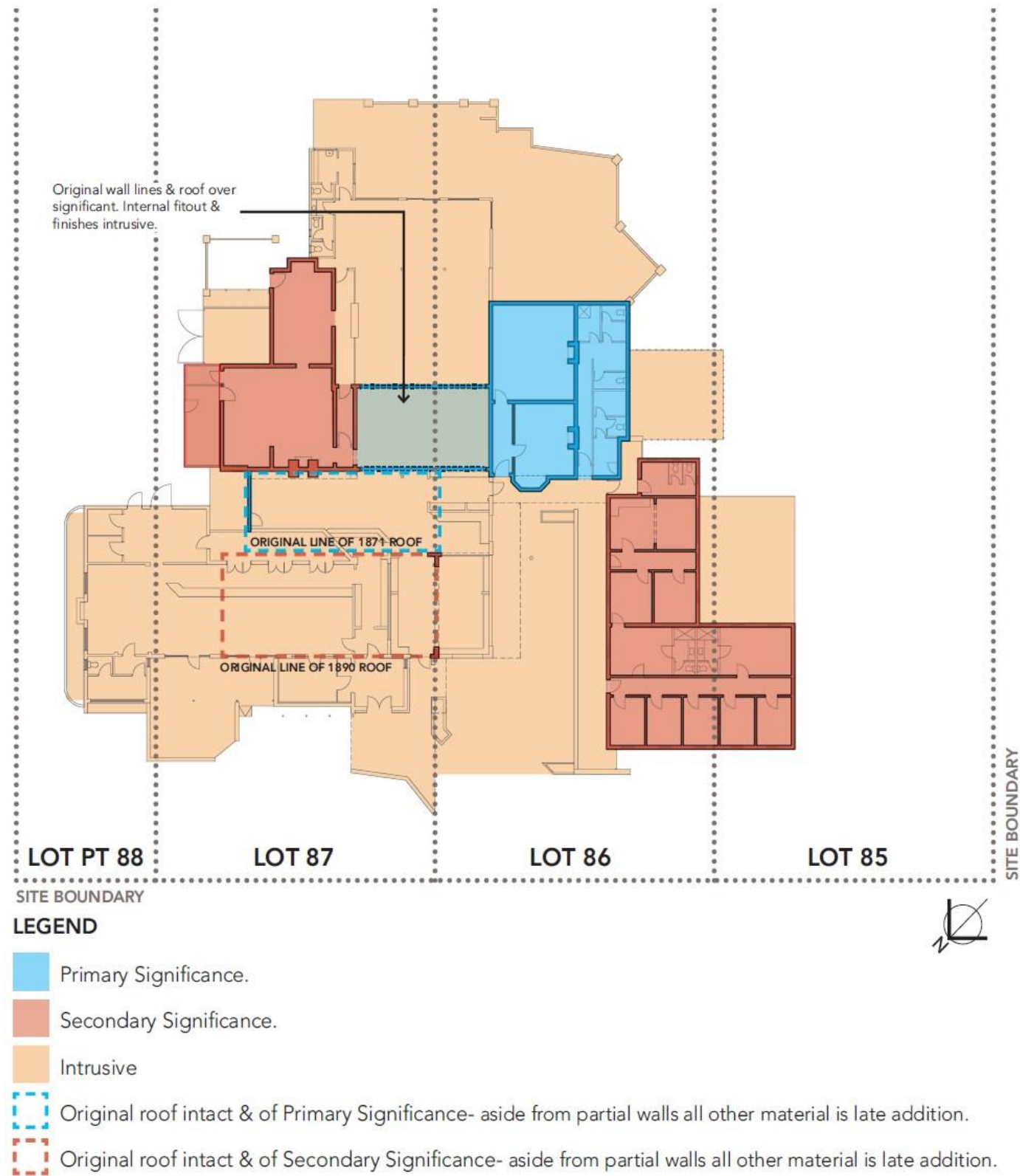




# Planning History

## Local Planning Policy & Conservation Management Strategy 2014

- > The site was acquired by the Shire in order to add to the public river foreshore, secure ownership of the northern section of the Murray River Square, and to facilitate the conservation and restoration of the significant building elements and the re-establishment of the use of the site in a manner which contributes to the activity, vibrancy and character of the town.
- > **The Exchange Hotel Local Planning Policy (LPP)** was created to provide direction on desired development and land use outcomes for the site, and to conserve and restore the elements of the site identified as having **cultural heritage significance**.
- > Since the site was acquired by the Shire, works have been carried out to restore the structural integrity of the roof structures, and the removal of intrusive elements which detract from the cultural heritage significance of the building, as identified in the **Exchange Hotel Pinjarra Conservation Management Strategy 2014**
- > Identified in the Shire's Local Government Heritage Inventory as being of considerable significance.
- > A rare example of pre-1870's single storey hotel
- > Since closing in 2008, the site has remained vacant and is now in a dilapidated condition, not immediately suitable for continued use.





## The Site History

- > The Exchange Hotel forms part of the **Historic Heart of Pinjarra**. The building consists of four separate parts, built between **1866-1925** in **Victorian Georgian Style**. These four elements were previously interlocked with several later addition from the 1960's onwards, however these have since been removed as they detracted from the significance of the earlier structures.
- > The Exchange Hotel was assessed for inclusion in the State Register, but judged to be **below threshold for inclusion**.
- > The materiality of the building is predominantly **rendered and exposed brick**, with iron rooves replacing the original shingle roofing.
- > Originally constructed c1866 for Dr Thomas Bedingfeld, the building served as residence and medical offices.
- > In 1871, James Rummer Greenacre purchased the lots from Dr Bedingfeld and opened Exchange Hotel, Transferring the licence from the Queen's Hotel he had previously owned. Bedinfeld moved into the Queens Hotel as his new residence – hence the name Exchange Hotel.
- > For many years Exchange Hotel was considered the significant hotel in the area. It operated as a public bar and hotel until it closed in 2008.



*The earliest known photograph of the Exchange Hotel showing smooth rendered masonry with shingle roofing.*



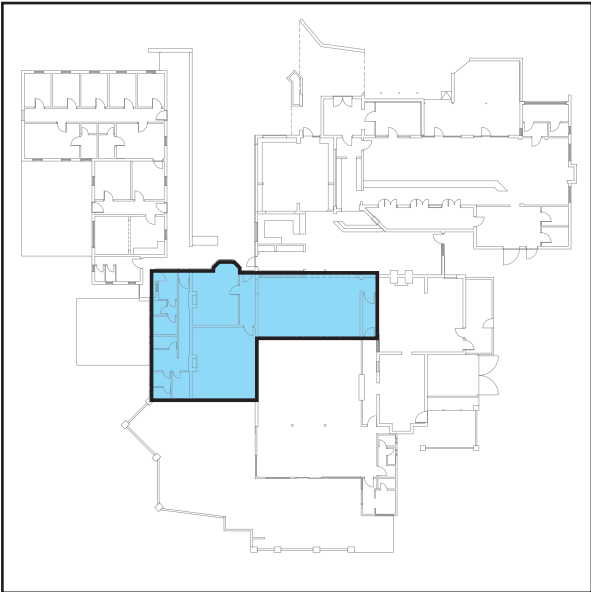
*Photograph of the Exchange Hotel during the 1950's showing the extension forward of the original bar.*



*Later additions to the building included a drive through bottle shop and front bar extension, which have since been removed.*

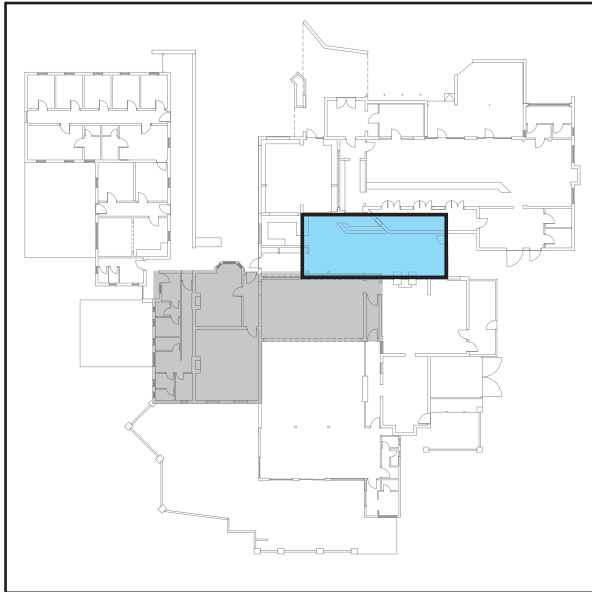


**1865-66**



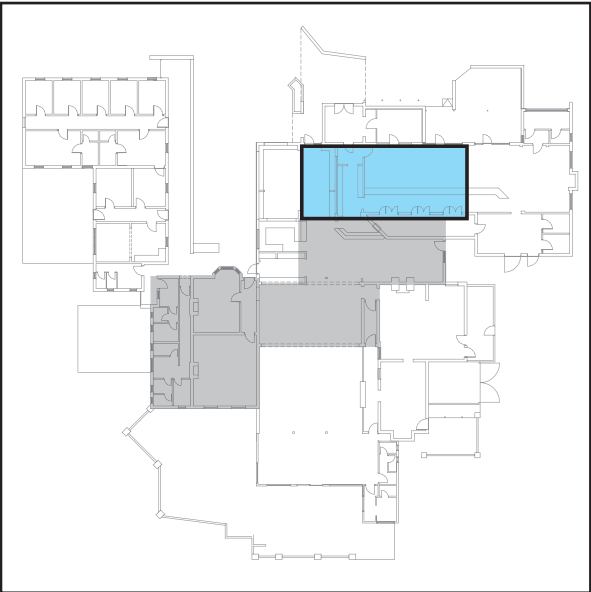
*Single storey residence.*

**1871**



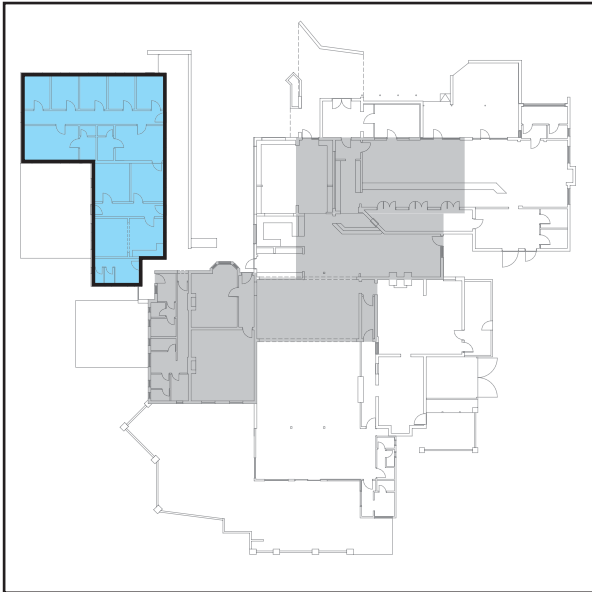
*Building adapted for use as a hotel.  
Public Bar constructed to front.*

**1890**



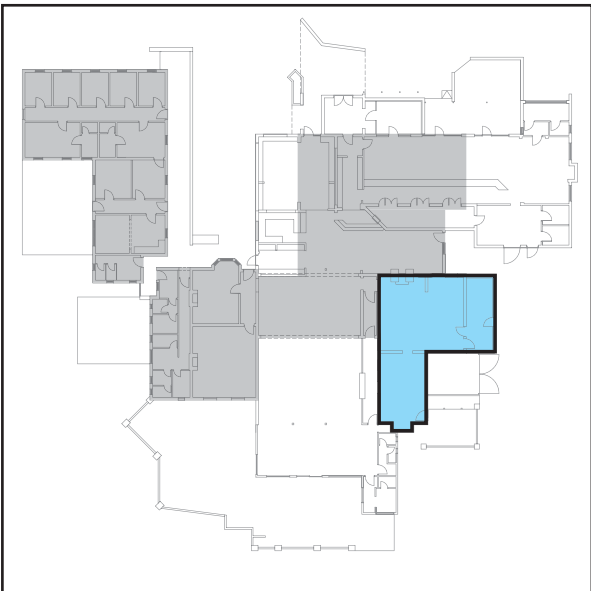
*Bar extended and skillion verandahs  
constructed.*

**1925**



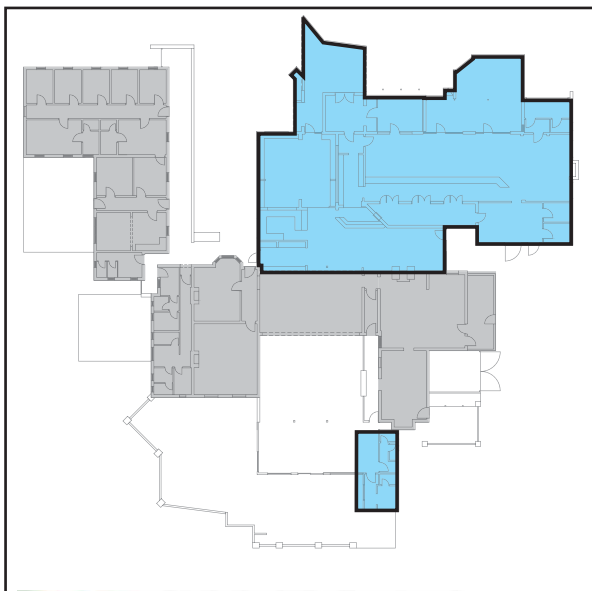
*Accommodation block constructed.*

**1925**



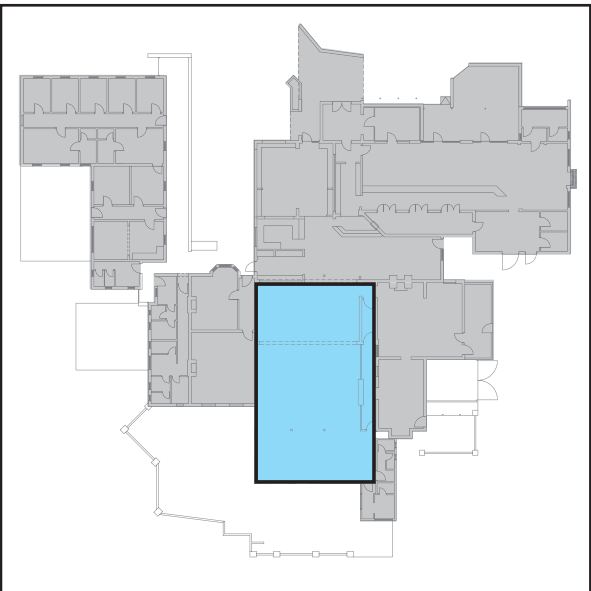
*Construction of rear kitchen and dining  
room.*

**1955-62**



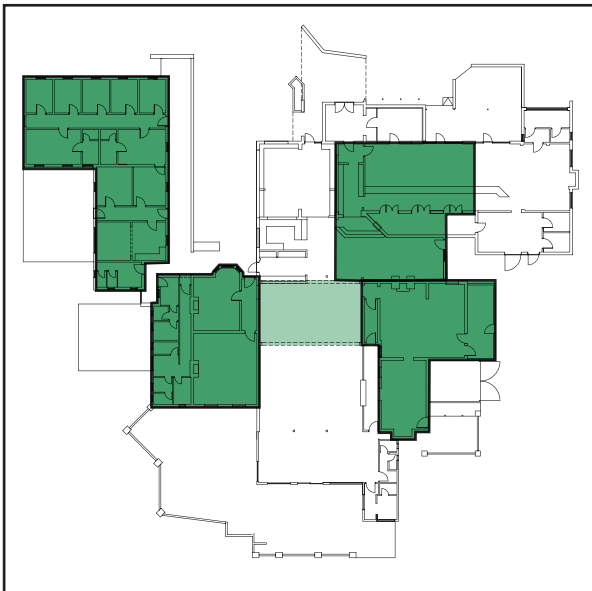
*Toilets built to the rear and front bar  
constructed.*

**1965**



*Rear lounge and terrace constructed.*

**2020**



*Structural integrity of the roof structures  
restored and the removal of intrusive  
elements which detract from the cultural  
heritage significance of the building.*



# Site Analysis

## Exchange Hotel - Access

### Pedestrian Connectivity



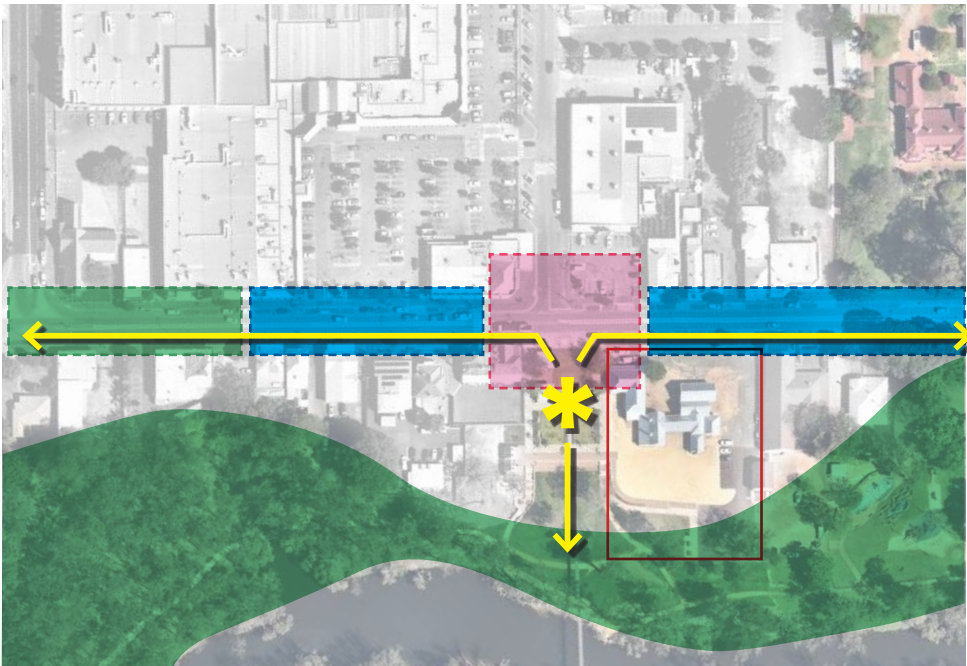
- > The Exchange Hotel Local Planning Policy (LPP) sets out key objectives to create high amenity pedestrian links which provide direct, safe and attractive pedestrian access between **George Street** and the **Murray River foreshore**.
- > With future development plans for the **Pinjarra Railway Precinct**, there is an opportunity to create a strong pedestrian connection between the **future transport hub** and the Town Centre site.

### Haulage Vehicle Deviation



- > Main Roads is developing a project for the future **Pinjarra Heavy Haulage Deviation**. The project will provide an alternative route for heavy vehicles around the town to **reduce congestion and improve safety** on central town streets (South Western Highway / George Street).

### George Street Character



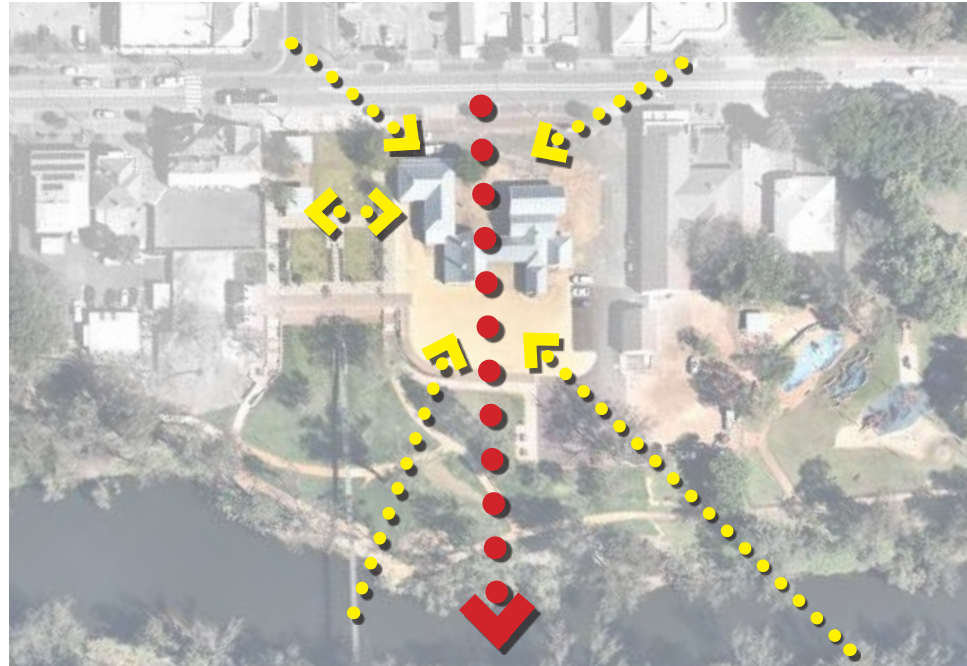
- > The deviation of haulage vehicles will have a huge benefit to the **quality and use-ability of George Street**.
- > Work has already been done to **improve pedestrian experience** along George Street through implementation of the **George Street Style Guide**
- > The style guide identifies 3 key zones to George Street; **Town Square / Historic Core / George Street South**. The Exchange Hotel sits immediately adjacent the Town Square and within the Historic Core.

Street > Destination > River



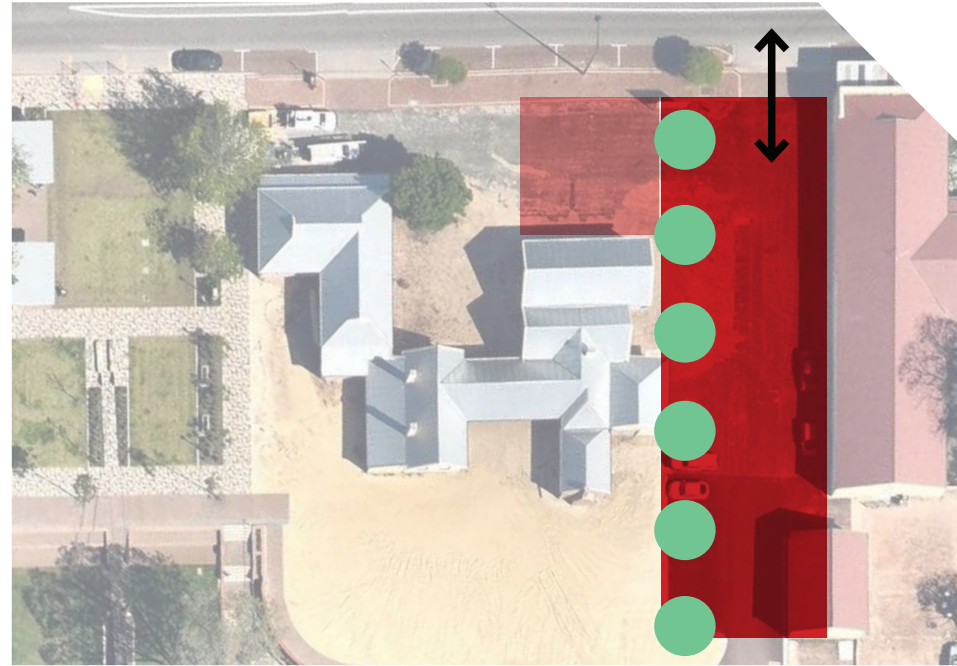


## Sight Lines



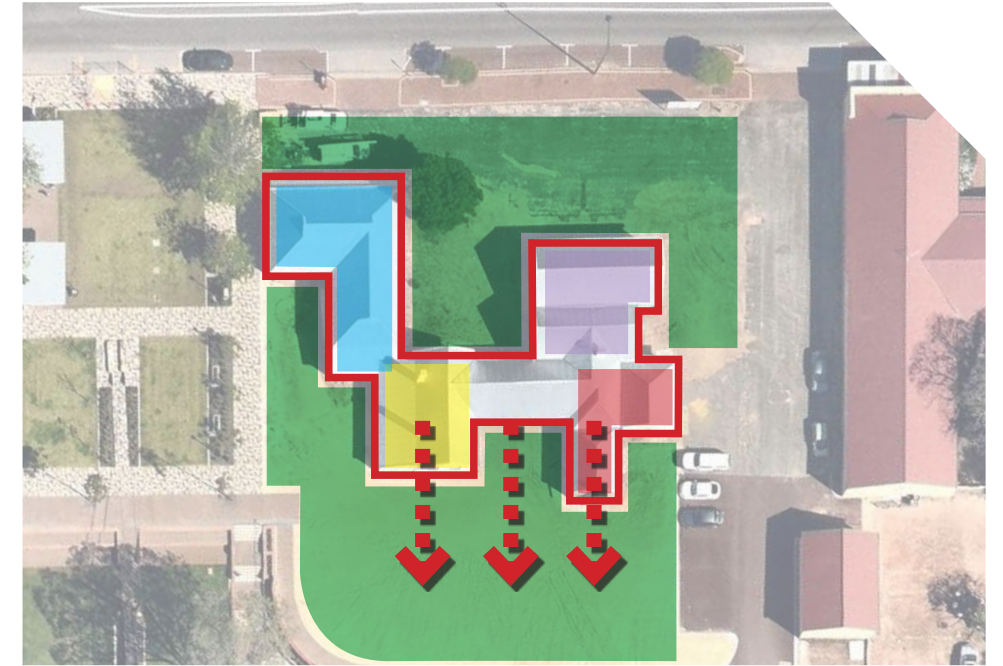
- > Following the removal of building elements from the Exchange Hotel, **significant views** from George Street through the site **towards the river** have been exposed
- > The **accommodation building** sits closest to the street and delivers the most **dominant view** of the building from George Street. There is an opportunity to create greater **street activation** along this elevation, as well as the **Town Square frontage**.
- > There are also significant views of the site from **across the River from the suspension bridge**, as well as potential views from the **future Station Precinct**

## Parking



- > The LPP seeks to limit the provision of onsite parking, with a **50% discount** to the Town Planning Scheme car parking standard to be provided for the development.
- > Onsite car parking should only be located at the north eastern portion of the site to the rear of the building. The carpark design and materials are to be designed to **complement the character of the building and the adjacent parkland**. Uncovered car parking areas are to be provided with one **shade tree** per 4 car parking bays.

## Heritage + Open Space + Intervention?



- > Recent works to the building have **removed elements** deemed to detract from the cultural significance of the building - Leaving **4 elements remaining**;
- > **The accommodation block / The original residence / The Front Bar / The kitchen**
- > The remaining portion of the site presents a significant area of **open space** for landscaping, or the potential to extend the building.

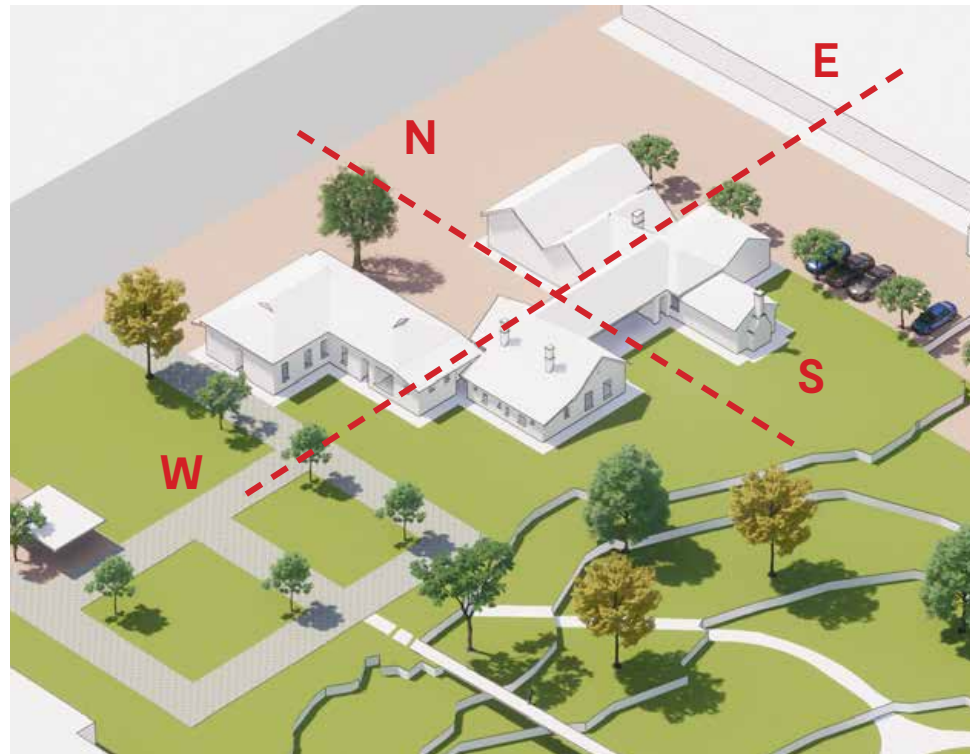




# Development Opportunities

## Building Expansion

### 01. Existing Footprint



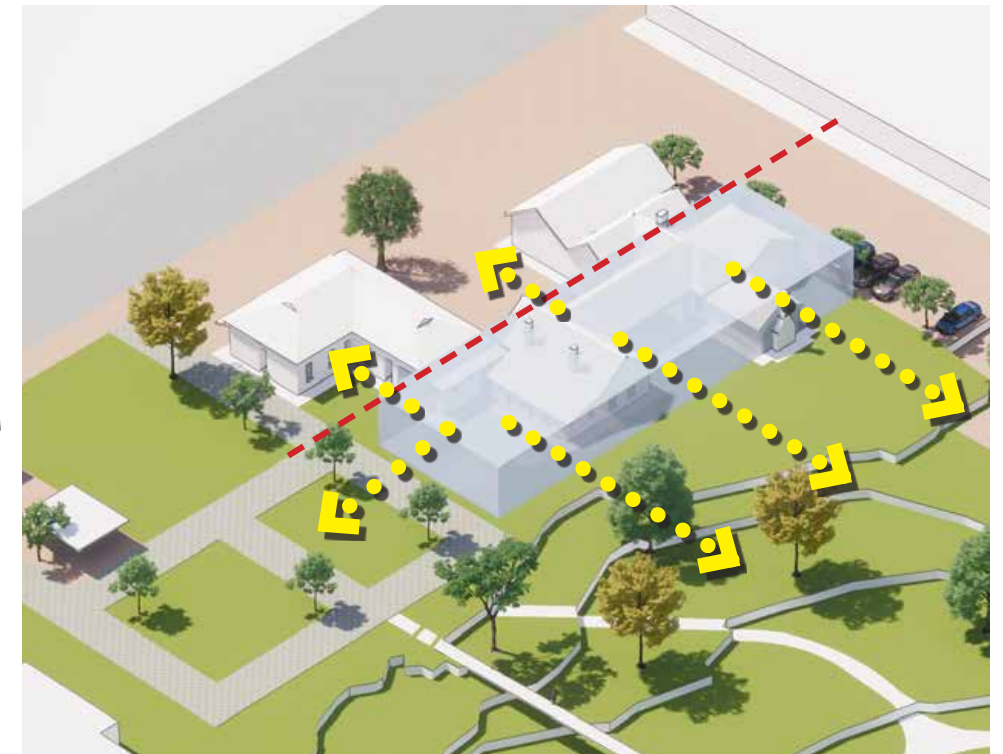
- > The siting of the 4 building elements creates both a **N/S and E/W split across the site**, creating a **range of operational and built form configurations**.
- > The form and siting of the **accommodation block** naturally presents itself as the dominant street frontage, turning the corner onto the Town Square. This element of the building will be **most prominent when approaching** the site via George Street, however servicing is limited.
- > The **front bar** is **set much further back** from the street, so its ability to create street **activation is limited** unless extended closer to the street.
- > The back of the site presents a **different character**, with views down the **Murray River, protected from the street activity**. **Vast amounts of open space between the built form and the public realm**.

### 02. Expand Along N/S Axis



- > A **E/W split** creates a more **permeable site**, with **clear sight lines** through from George Street to the Murray River. The split in building forms creates a more **fragmented layout**, lending itself to **multiple building occupants** with complimentary functions.
- > **Expanding the building footprint** would create **greater definition to the open space** at the rear of the site, and **bring the building form closer towards the river** views.
- > An E/W split will create **challenges in servicing the western portion of the site** from the car park.

### 03. Expand Along E/W Axis (Preferred Option)



#### Key Features:

- > A **N/S split** would see the different building elements **connected** to create **two distinct building frontages** - one which addresses **the street** and one which addresses **the river**. Visual permeability can still be achieved through the site through **considered infill design and materials**.
- > This approach gives greater definition to the large areas of open spaces creating a long linear aspect along the river side with a similarly proportioned landscaped zone.
- > Expanding the volume to the rear introduces a contemporary intervention and increases the patronage on the site, making the building fit for purpose.
- > Servicing to the kitchen and waste storage is logically located via the existing parking area.



# 'THE EXCHANGE'

## Branding Narrative

Building a strong brand identity specific to the region will be crucial in creating a destination venue for the tourism market, whilst also having a strong community connection. Establishing a narrative which references both the site's history and the future vision for Pinjarra will create a strong sense of place for locals and visitors alike.

### History of 'The Exchange'

- > Originally constructed c1866 for Dr Thomas Bedingfeld, the building served as **residence and medical offices**. In 1871, **James Rummer Greenacre purchased the lots from Dr Bedingfeld** and opened Exchange Hotel, Transferring the licence from the **Queen's Hotel** he had previously owned. Bedinfeld moved into the Queens Hotel as his new residence – hence the name **Exchange Hotel**.

### Future of the Regional + Local Brand Identity

- > **Regional:** The WA Food Innovation Precinct is being developed in the Peel region to support Western Australia in building a robust and vibrant food and beverage manufacturing sector; focused around **Innovation / Food Production / Research & Development**
- > **Local:** There is an opportunity to tap in to this evolving & exciting characteristic of the region, while celebrating the unique history of the Exchange Hotel site – creating a F+B destination focused around the concept of **EXCHANGE**. Community centric Farmers Markets / Co-Ops / Makers Markets etc...





**'THE EXCHANGE'**  
*Development Opportunities*

Based on the key success factors, opportunities and constraints for the site, the project team has investigated 3 development scenarios for the business case. These vary in scale of development, level of local and private investment required, and potential for staging over a longer period of time.



**01. Regional Icon**

*A locally loved and supported 'must stop' destination for visitors to the region, offering all day dining, experiences and events in a curated but family friendly setting.*

**02. Local Meeting Place**

*A flexible and community focussed asset with a strong sense of place, offering a country pub experience for visitors and locals alike.*

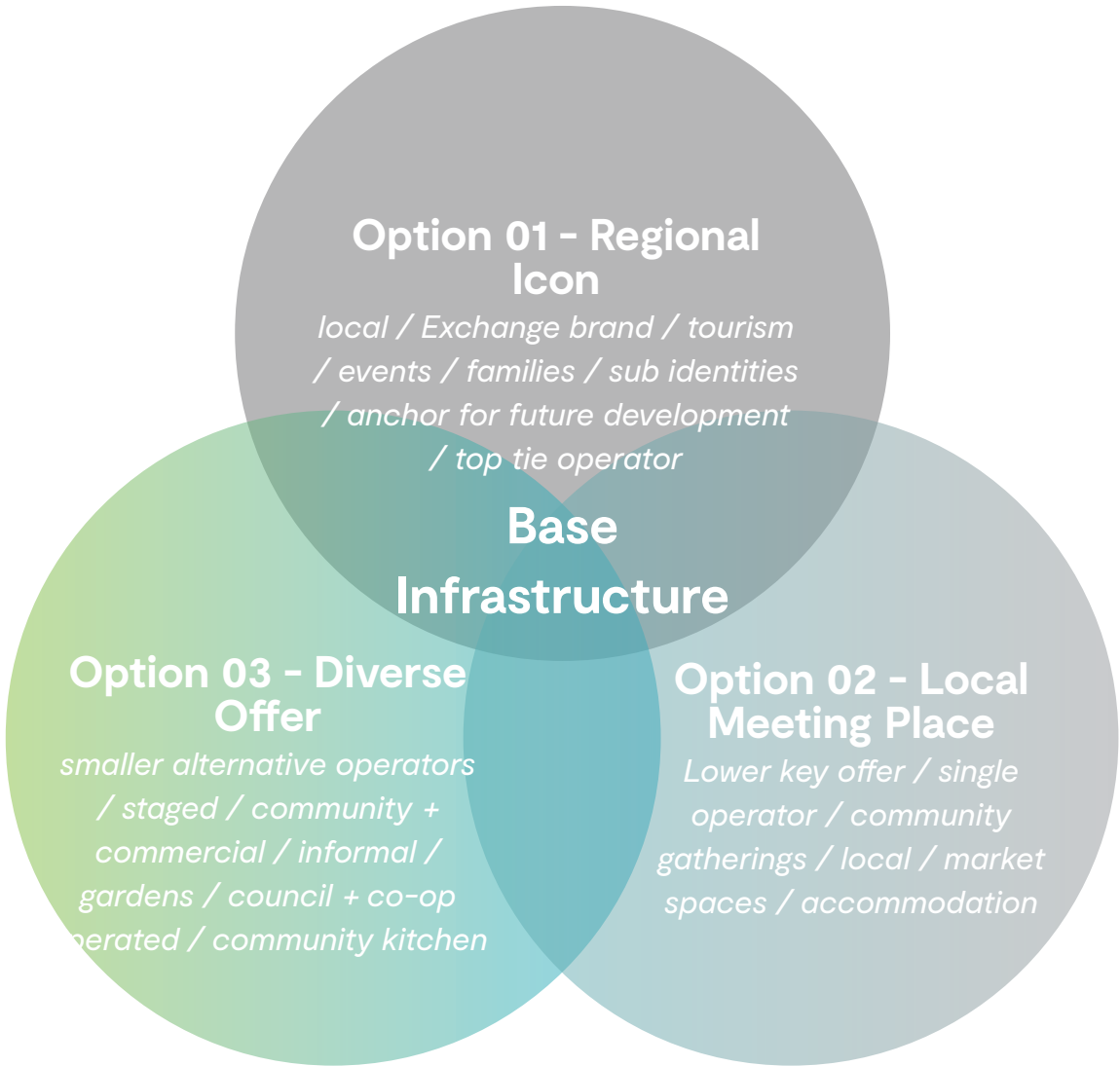
**03. Diverse Offer**

*An asset developed in strong collaboration with community and volunteers, grown slowly and sustainably over time, in line with community needs, aspirations and opportunities.*



'THE EXCHANGE'  
Development Implementation

While the 3 development opportunities will deliver varying scales of development and operate in different ways, there are certainly shared elements which are not mutually exclusive to each option in what each scenario offers in terms of uses and community engagement. There is also overlap in the basic pieces of infrastructure and upgrades to the site that could be implemented at an early stage to de-risk the site and immediately create a more attractive and functional venue for the community. These would include upgrades to landscape and parking, making provision for a centralised kitchen and toilet facilities, making good of the internal spaces, and connection to services. We've then created an environment which can begin to host community events (either internally or externally) to build buzz and excitement around the development of the site.





# 'THE EXCHANGE'

Base Infrastructure

## Key Moves

- 1. Upgrades to landscape
- 2. Upgrades to Parking
- 3. Provision for a Centralised Kitchen & Toilet Facilities
- 4. Make good to internal spaces
- 5. Connection to services

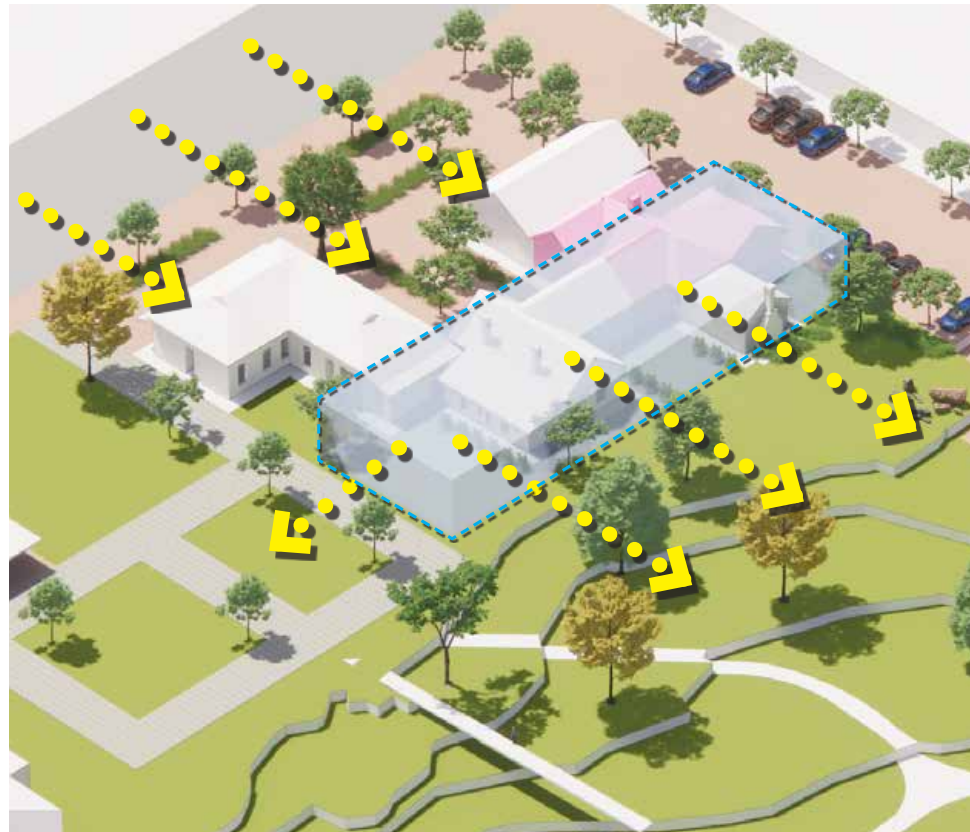
## Benefits

- > Creates greater sense of place for local community
- > Provides inviting environment for Co-Op and community events - either external or Internal - to create buzz and excitement
- > Non-abortive works reduce risk and create more attractive offer for potential operators
- > Enables varying scales of investment and development through potential staging options





### 01. Regional Icon



#### Key Outcomes

1. Loved by locals and visitors alike.
2. Elevated regional recognition through the strong "Exchange" brand and story.
3. A celebration of heritage and introducing modern sustainable and architectural concepts.
4. The 'centre' of the local food brand and exemplar for local producers.
5. Strong sub-identities for different offers / elements.
6. Top tier operator –incentivised. Retail, boutique hotel...

### 02. Local Meeting Place



#### Key Outcomes

1. Lower key offer –single operator (peppercorn).
2. 'Community owned' –A flexible home and space for community gatherings/ meetings/ events.
3. Celebrating and supporting local producers.
4. Market spaces for pop ups and small scale community events.
5. Base infrastructure investment de-risks site for potential operators and allows for staging of development.

### 03. Diverse Offer



#### Key Outcomes

1. Broken up into a range of alternative operators in smaller units.
2. Staged over a longer period –incremental and sustainable development.
3. Community and commercial operator mix.
4. Council/co-op operated.
5. Base infrastructure investment de-risks site for potential operators and allows for staging of development.



**PREFERRED DEVELOPMENT SCENARIO**  
*Development Opportunity 01 – Regional Icon*



**01. Regional Icon**

*The project team has identified Coogee Common as key exemplar 'Regional Icon' project. Key strategies include the celebration of a heritage asset with a large architectural extension to maximise the functionality and patronage within a dense landscaped setting. Its created an iconic venue for Coogee based around an exceptionally strong brand identity and concept. Other exemplar projects we have drawn inspiration from include The Grounds of Alexandria (Sydney), The Warders Hotel / Emily Taylor (Fremantle), The Old Synagogue (Fremantle)*

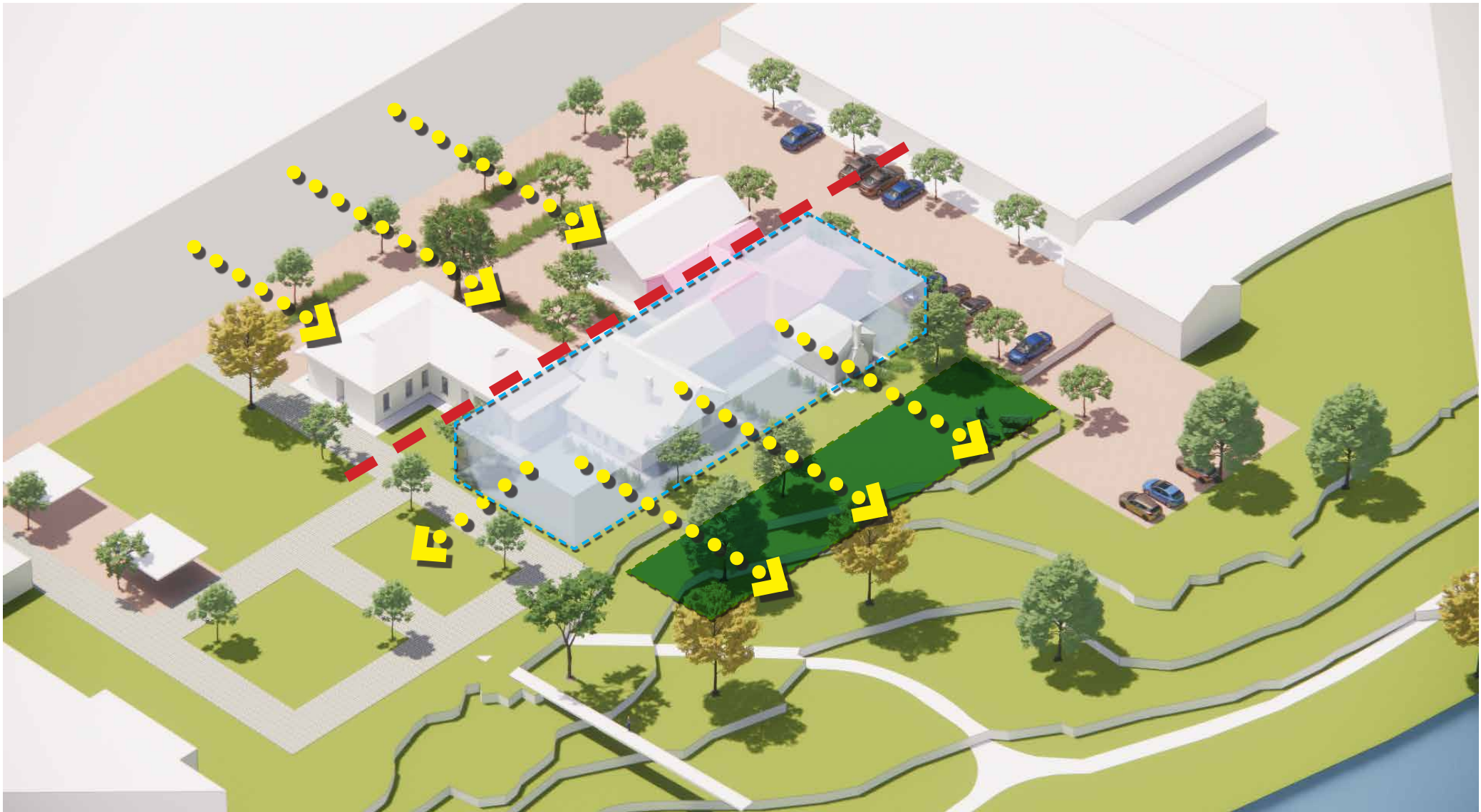




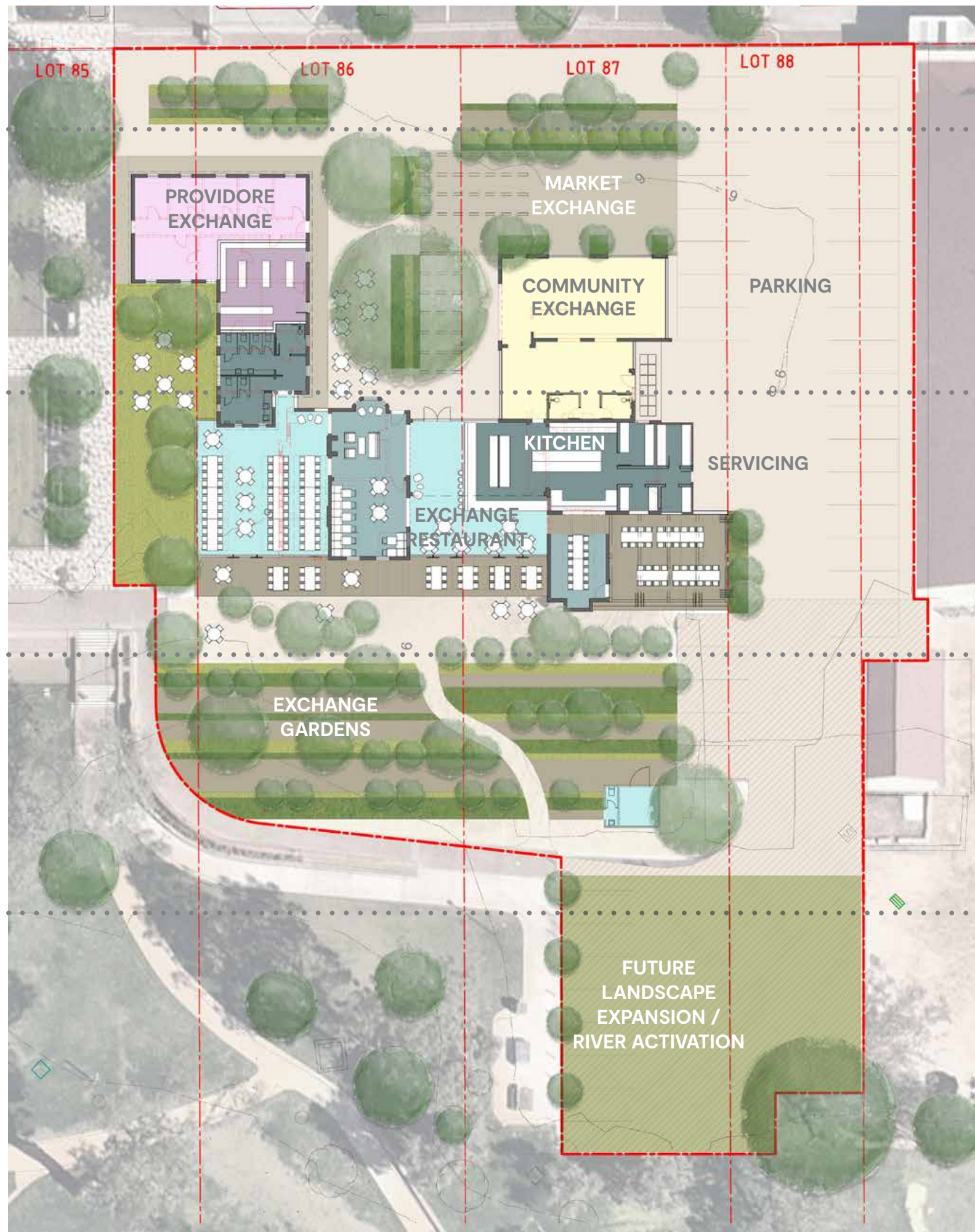
**'THE EXCHANGE'**  
Development Opportunity 01 – Regional Icon

**Key Moves**

- 1. UNIFY FRAGMENTED LAYOUT WITH ARCHITECTURAL INTERVENTION
- 2. CREATE TWO DISTINCT BUILDING FRONTAGES – HIGH STREET / RIVER
- 3. MAXIMISE RIVER ASPECT
- 4. PROVIDE DIVERSITY TO CHARACTER OF OLD / NEW SPACES
- 5. GREATER DEFINITION AND PURPOSE TO OPEN SPACE – EDIBLE LANDSCAPE
- 6. CENTRAL KITCHEN WITH DISCRETE SERVICING
- 7. STREET ACTIVATING / COMPLIMENTARY 'SUB-BRAND' COMMUNITY USES IN GEORGE STREET HERITAGE BUILDINGS







## The High Street



## The Exchange



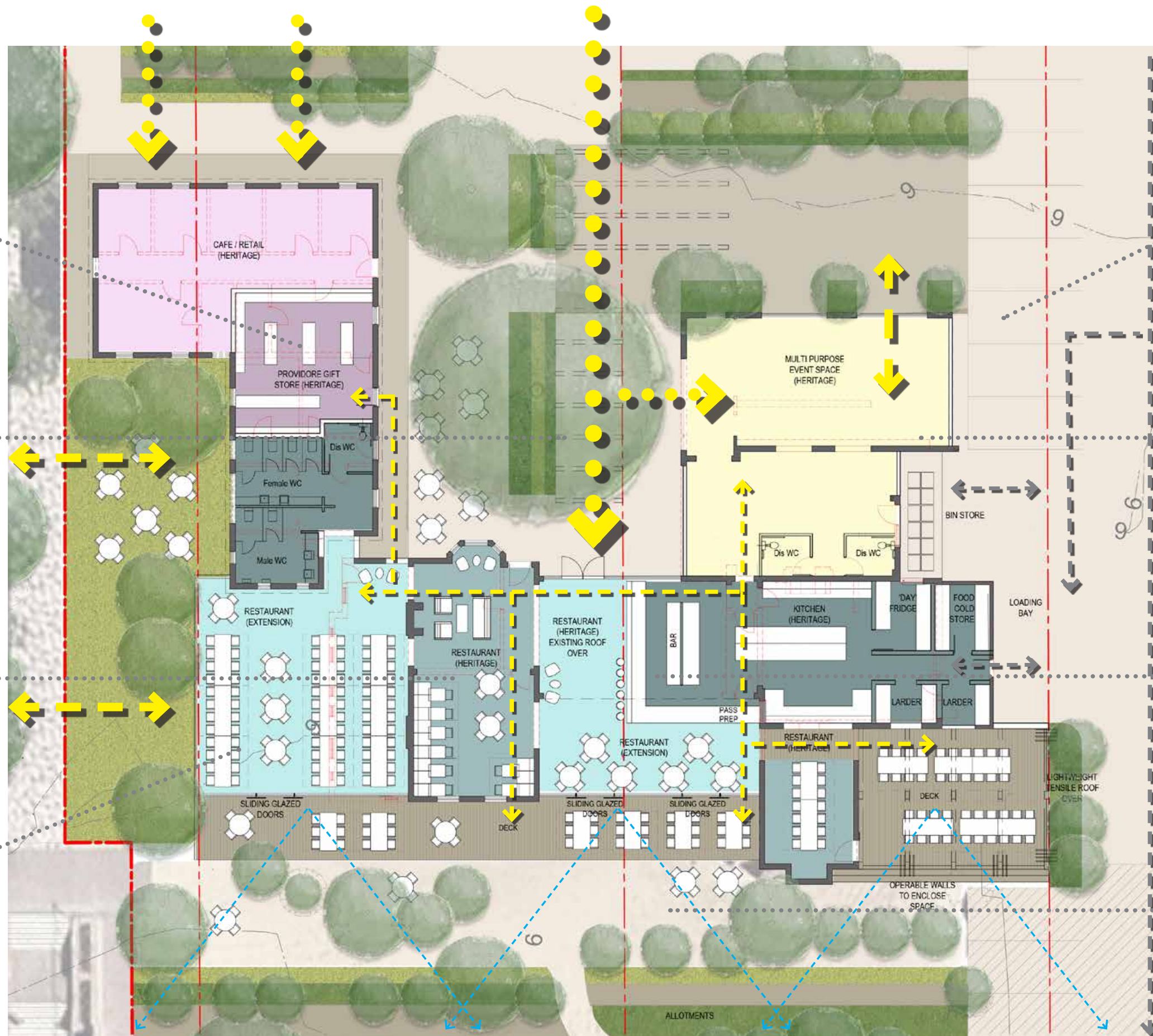
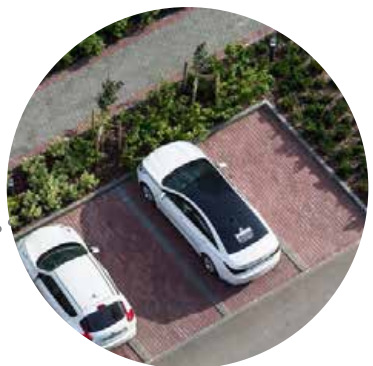
## The Gardens



## The River

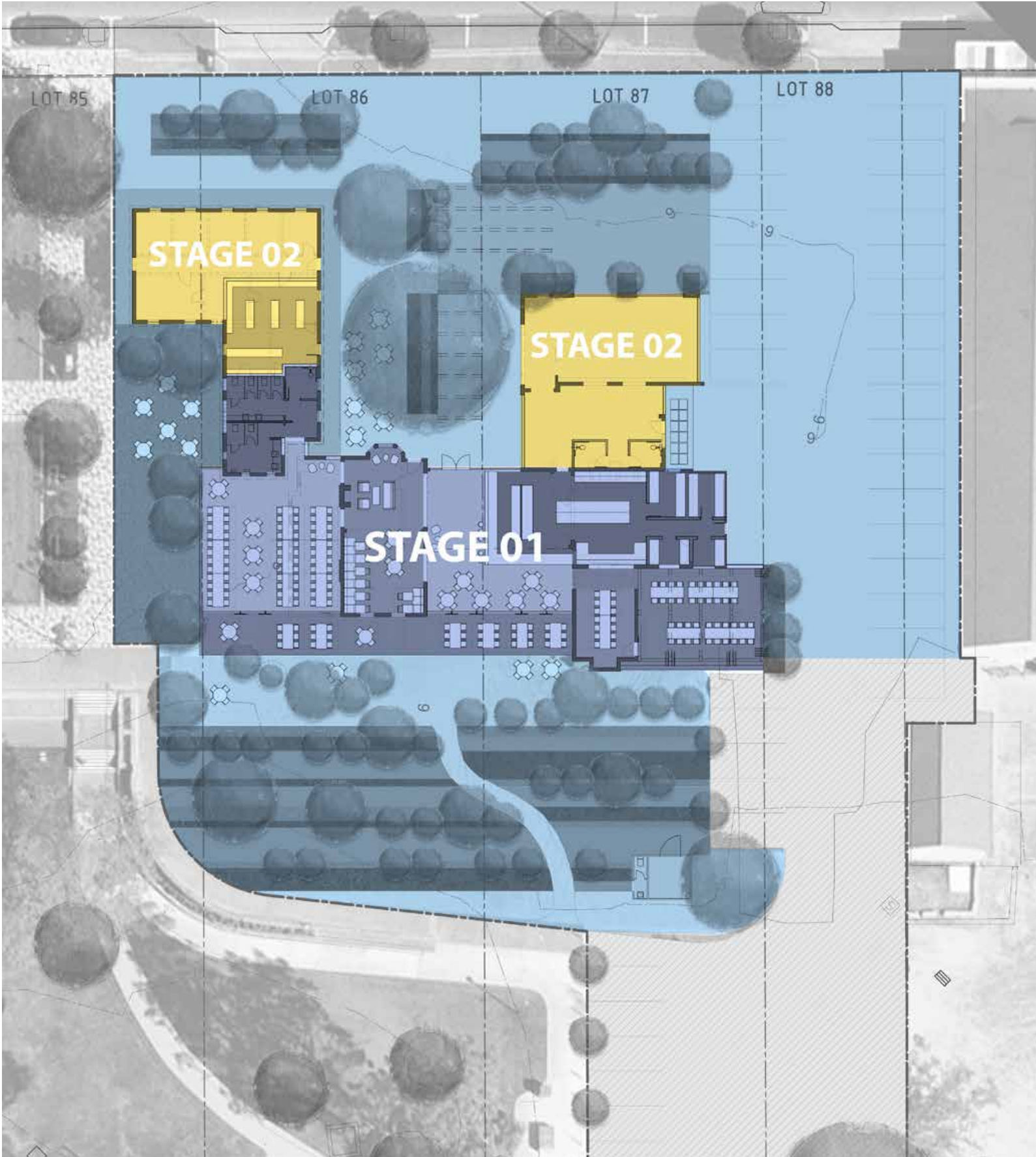








**'THE EXCHANGE'**  
*Proposed Staging Diagram*









LOT 85

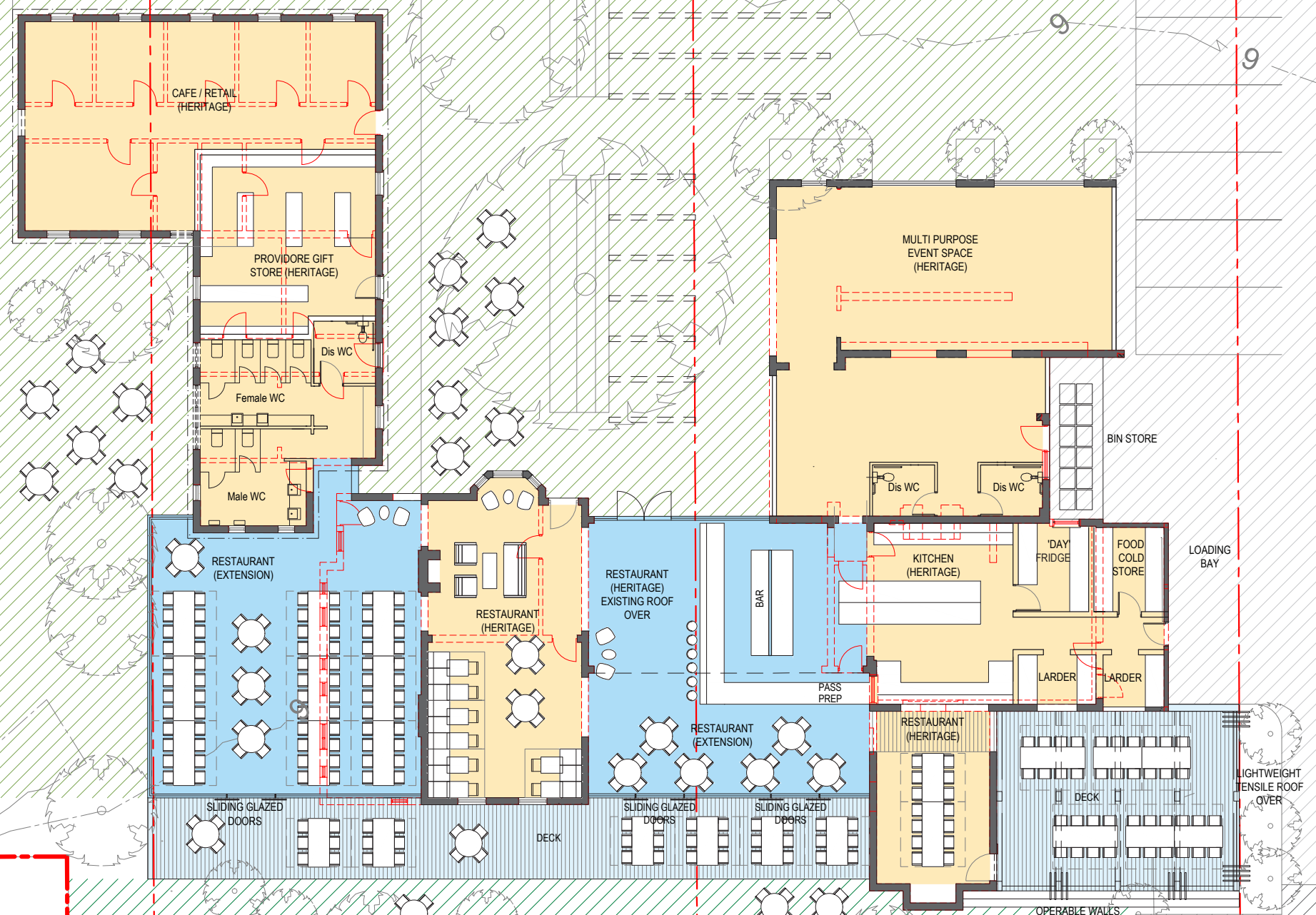
LOT 86

LOT 87

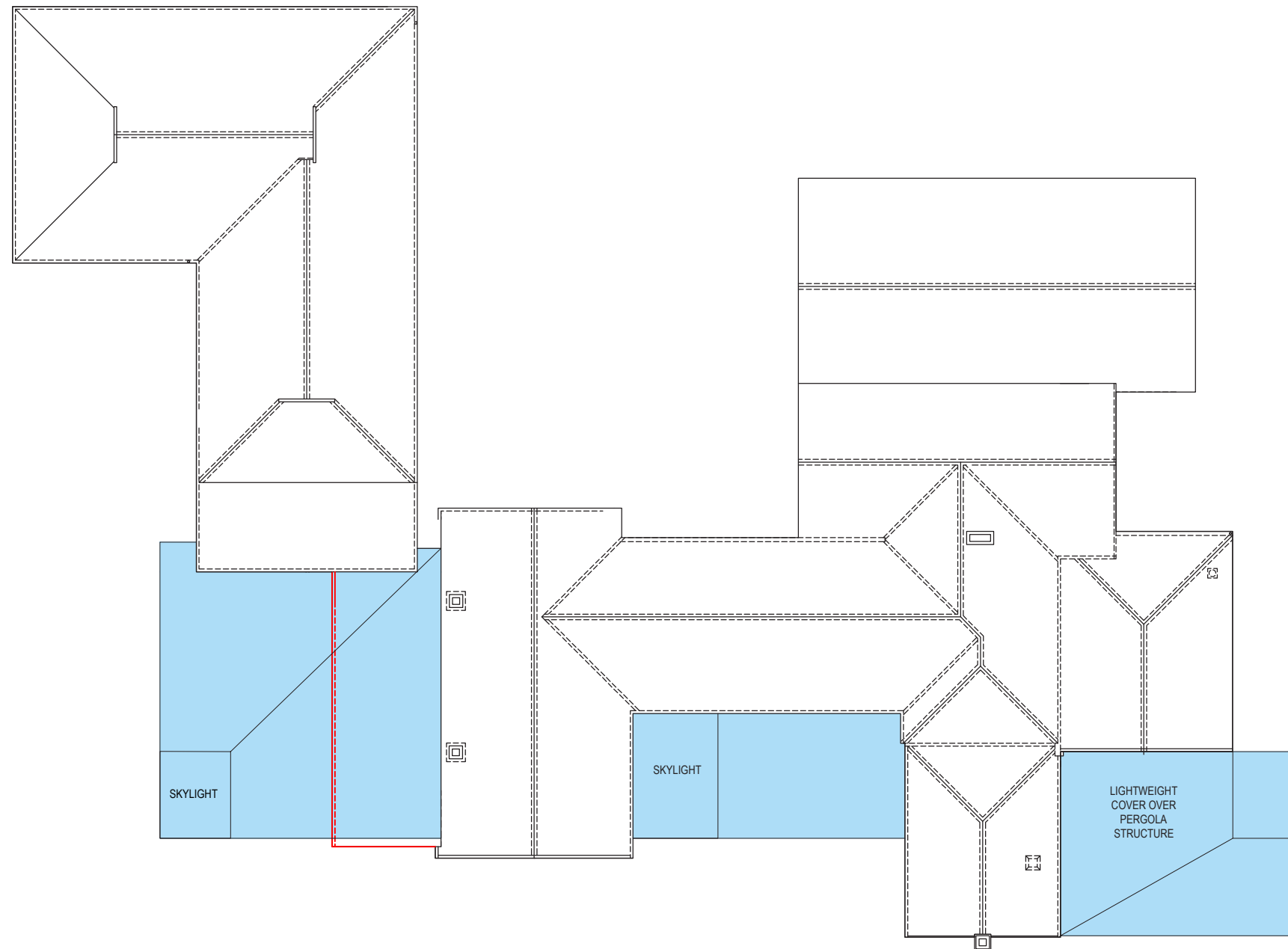
LOT 88

**KEY**

- SCOPE OF WORKS
- - - DEMOLISH EXISTING
- RETAIN EXISTING STRUCTURE
- NEW BUILT FORM EXTENSION
- NEW EXTERNAL DECK
- AREA OF CAR PARK IN GOOD CONDITION (NO UPGRADE)
- AREA OF CAR PARK IN POOR CONDITION (UPGRADE)
- HIGH STREET LANDSCAPING (LOW - MID PLANTING)
- RIVER LANDSCAPING (DENSE PLANTING - NATIVES & ALLOTMENTS)





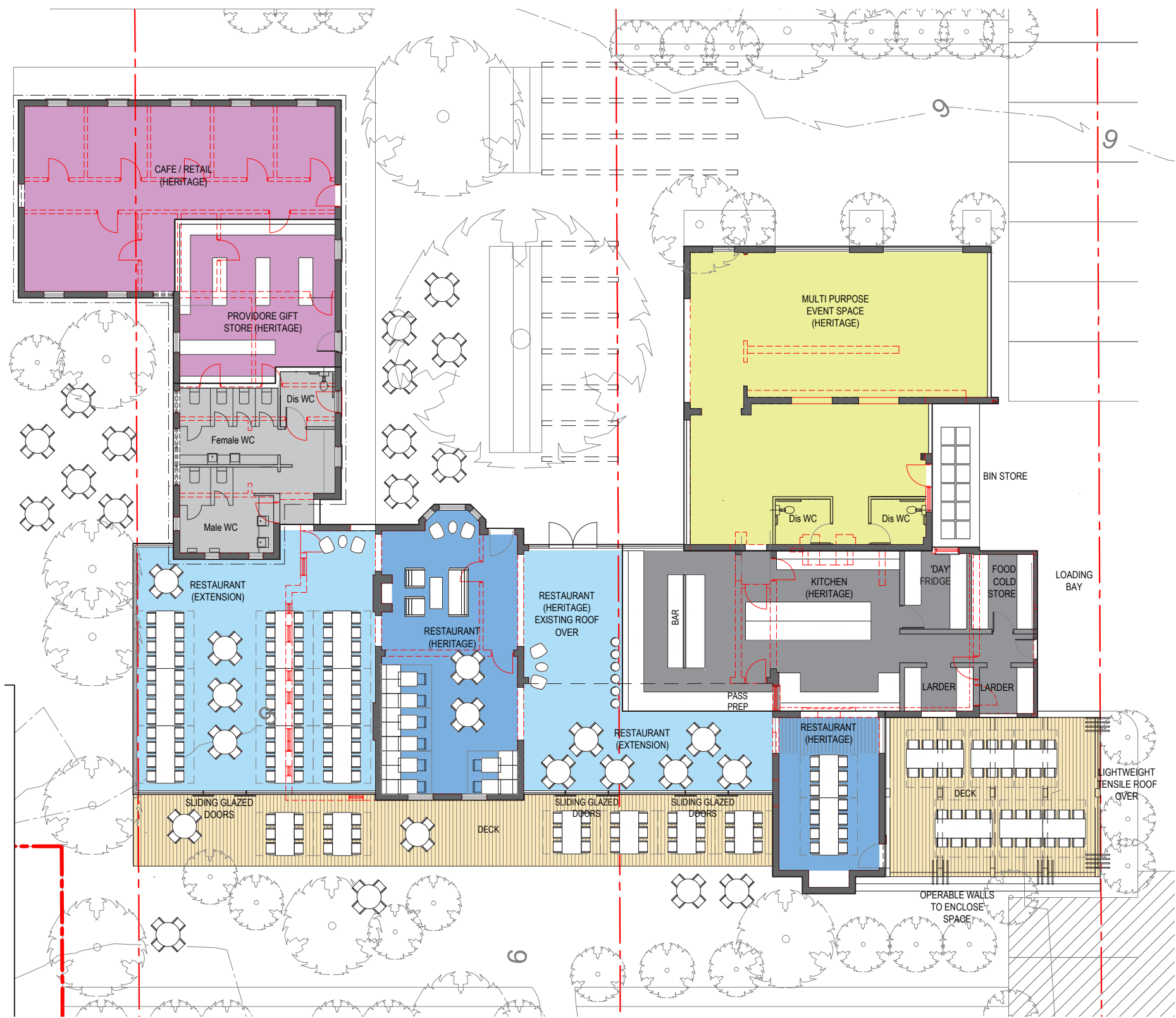




'THE EXCHANGE'  
Area Yields

Concept Design Area Schedule

Zone	NLA (sqm)	GFA (sqm)
Restaurant	250	278
External Deck	130	
Kitchen	115	119
Toilets	42	49
Retail	120	134
Multi Purpose event space	136	148
Total	793	728





# 'THE EXCHANGE'

## Next Steps

### Next Steps

1. *BBRF (Building Better Regions Fund) Application*
2. *Presentation of the Business Case*
3. *Stakeholder Engagement;  
Community Groups / Aboriginal Cultural Heritage / Operators  
/ Local Producers + Makers*

### Design Program

4. *Schematic Design + DA*
5. *Design Development*
6. *Construction Documentation*
7. *Construction Services*
8. *Post Construction Services*





