

PROJECT
98-104 WILLIAMSON ST, BENDIGO

PROJECT PHASE
TOWN PLANNING AMENDMENT

DATE
JULY 2025

A CONCEPT BY
CERA
STRIBLEY

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General Disclaimer

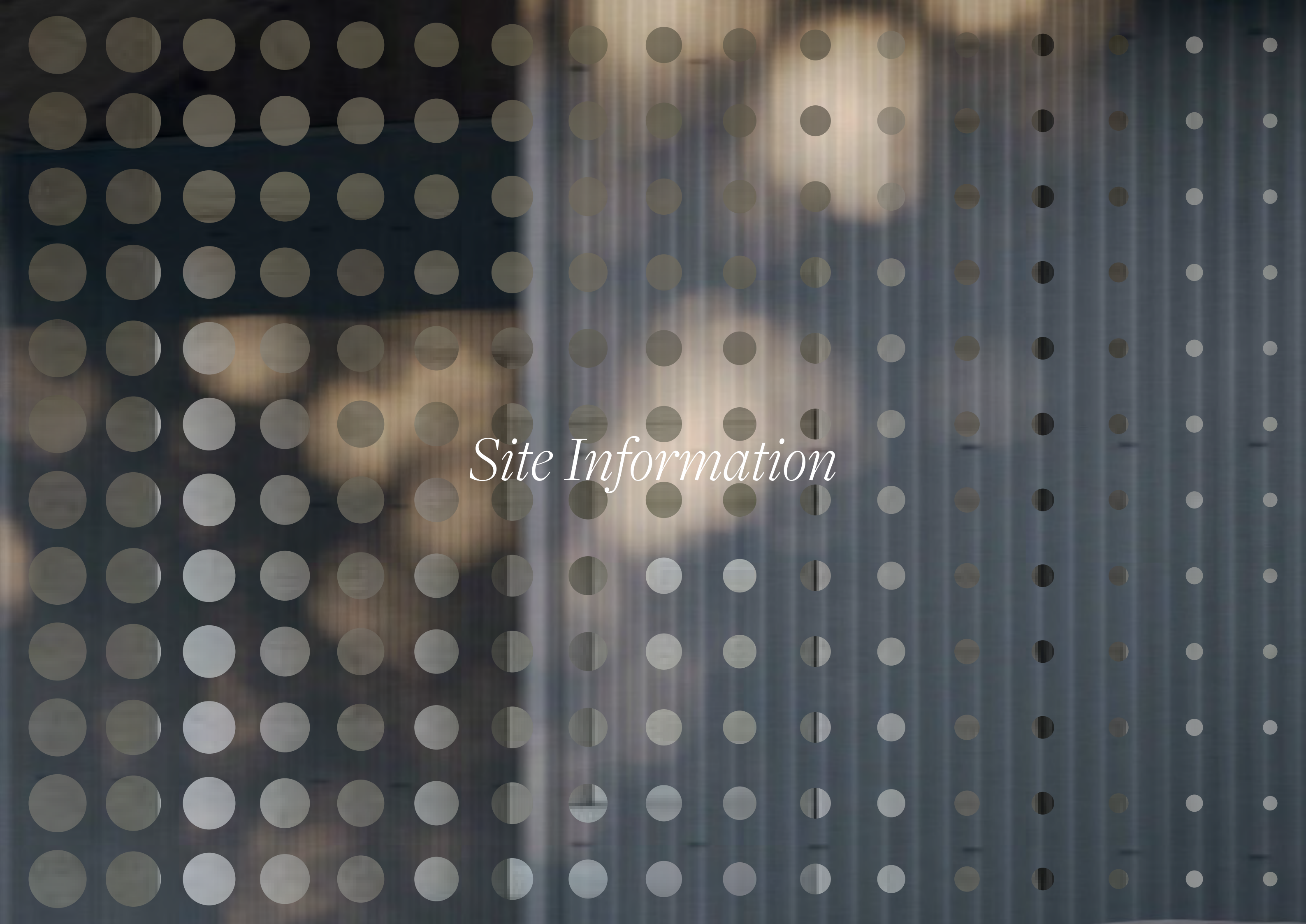
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The background of the entire page is a photograph of a building's exterior, featuring a grid of circular perforations in a light-colored material. The building's facade is visible through the grid, showing a mix of light and dark tones. The text "Site Information" is centered in the middle of the image, written in a white, elegant script font.

Site Information

Site *Information*

Existing Address

98-104 Williamson St, Bendigo

Site Area

2018m²

Site Frontage

59.1m approx. along Williamson St.

40.3m approx. along Mollison St.

Local Council

Greater Bendigo

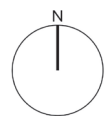
Council Property Number

178763

Plan Number

Lot 2 LP56980

Allot. 9 Sec. 5C AT BENDIGO

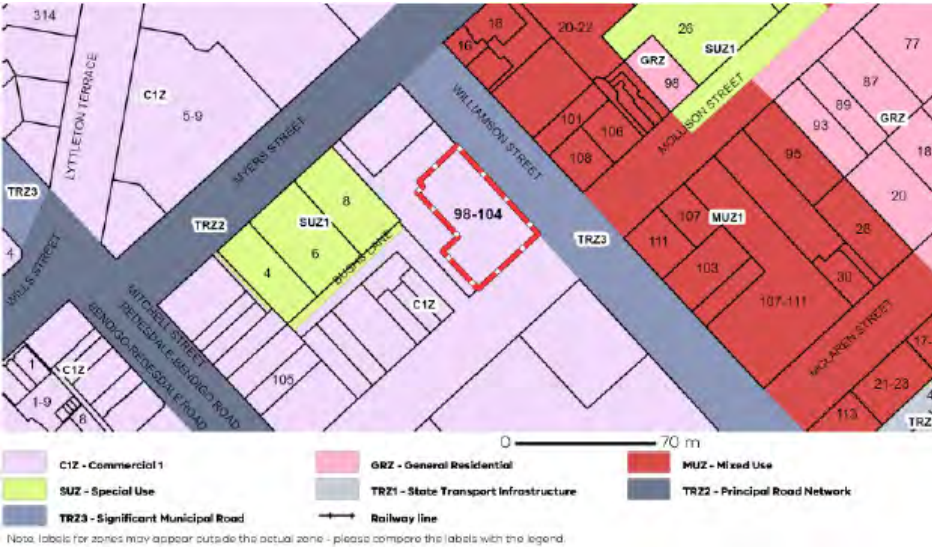


Planning Controls

Zones & Overlays

Planning Zone

C1Z - Commercial 1 Zone



Planning Overlay

DDO5 - Design and Development Overlay Schedule 5



Planning Overlay

HO9 & HO301 - Heritage Overlays

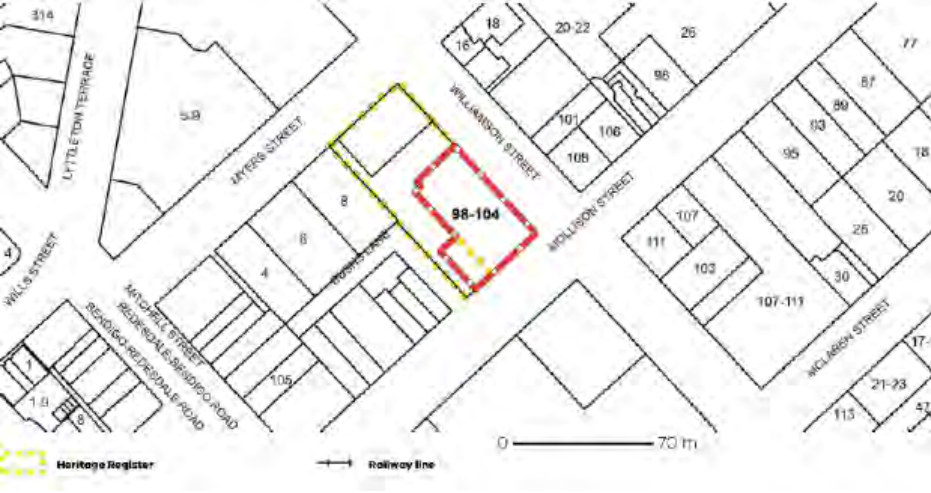


Planning Overlay

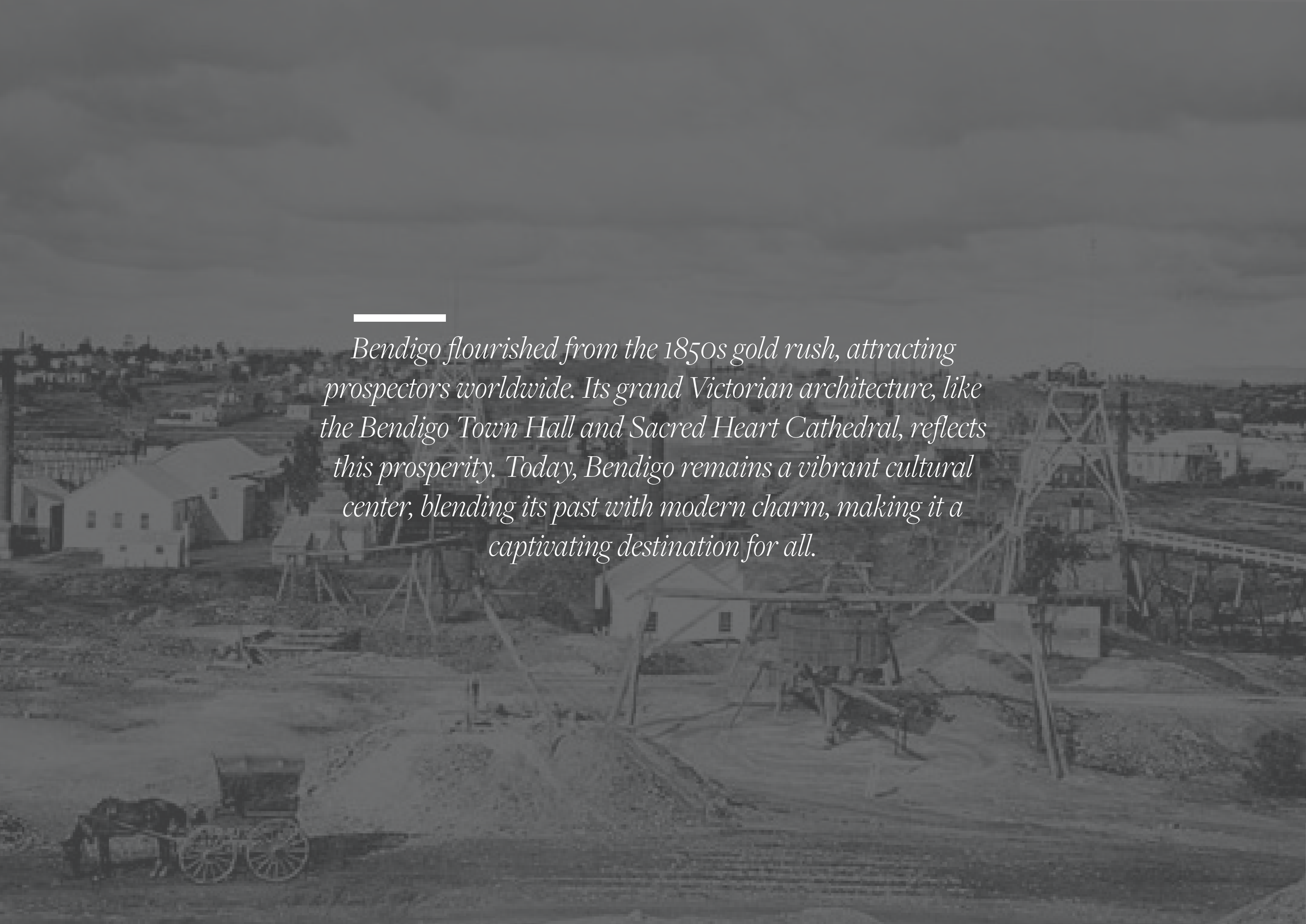
PO1 - Parking Overlay - Precinct 1 Schedule



Heritage Register



Concept



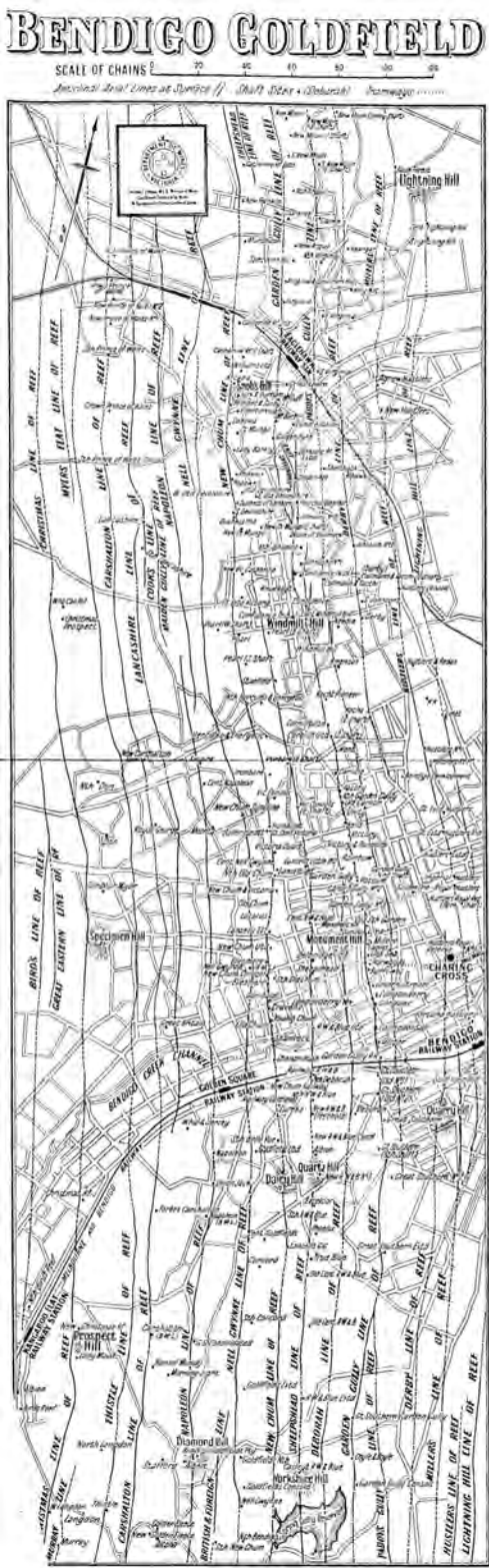
Bendigo flourished from the 1850s gold rush, attracting prospectors worldwide. Its grand Victorian architecture, like the Bendigo Town Hall and Sacred Heart Cathedral, reflects this prosperity. Today, Bendigo remains a vibrant cultural center, blending its past with modern charm, making it a captivating destination for all.

History

The Goldfield

The Bendigo goldfield, located in central Victoria, Australia, was one of the richest and most significant goldfields of the 19th-century Australian gold rush. Discovered in 1851, it quickly became a focal point for prospectors seeking fortune. The goldfield covered a vast area around the present-day city of Bendigo, formerly known as Sandhurst.

Mining on the Bendigo goldfield began with surface alluvial deposits, where gold was easily accessible in streams and shallow ground. However, as these surface deposits were exhausted, miners turned to underground mining methods to access deeper gold-bearing quartz reefs.

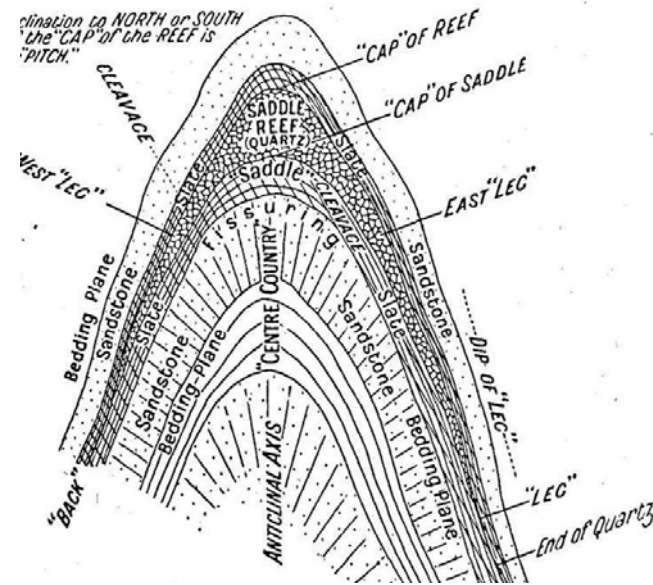


History

The Goldfield

The Bendigo goldfield saw the development of innovative mining techniques, including the use of deep shafts, steam-powered machinery, and advanced extraction processes. Mining companies and syndicates formed to exploit the goldfield's wealth, leading to the establishment of prosperous towns and communities in the region.

Today, remnants of the Bendigo goldfield's mining heritage can still be seen in the form of historic mine sites, relics of mining infrastructure, and museums dedicated to preserving the region's gold rush history. Bendigo's rich gold mining legacy continues to be celebrated, attracting tourists and historians interested in exploring its fascinating past.

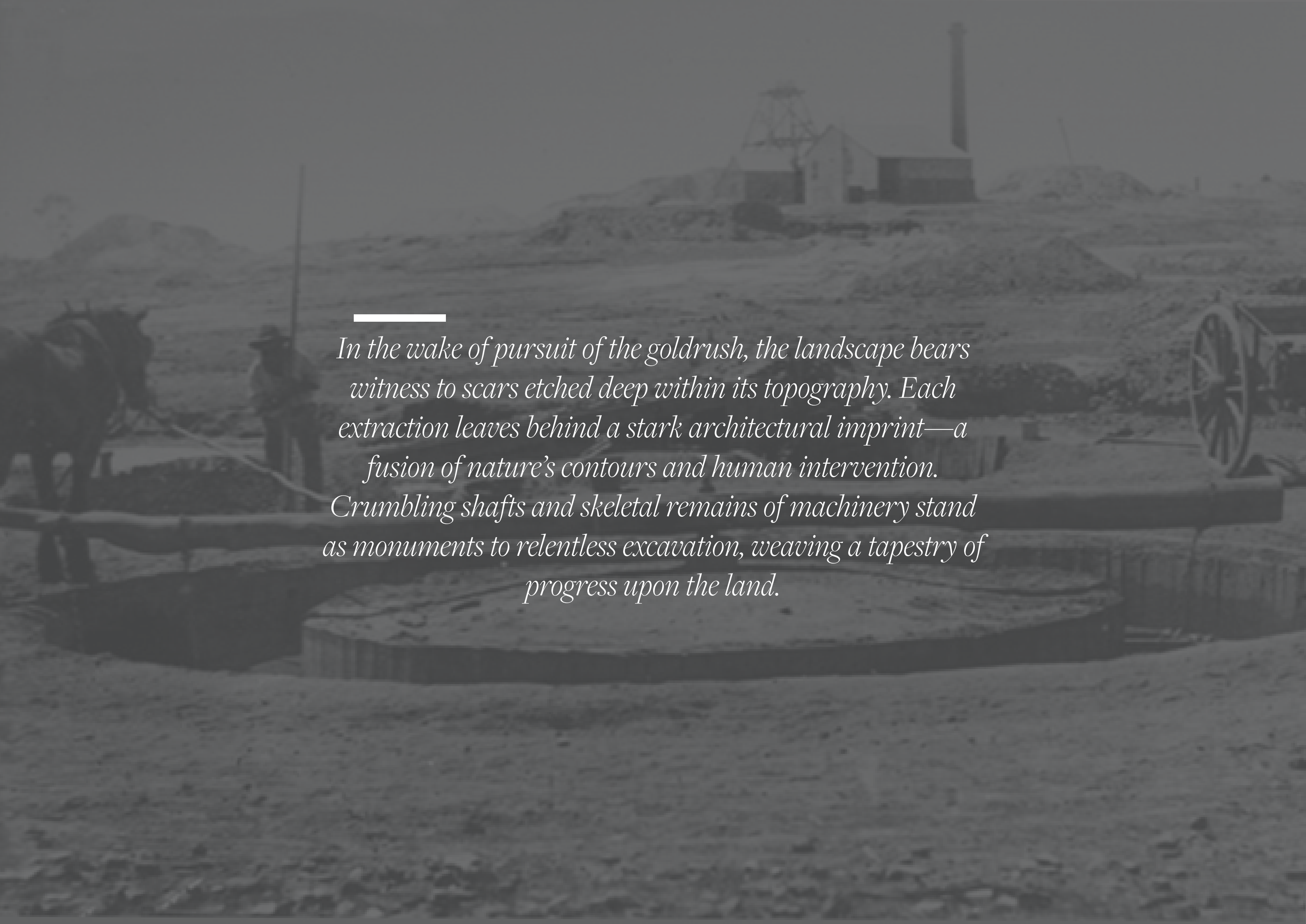


Narrative

Extractions

Today, remnants of the Bendigo goldfield's mining heritage can still be seen in the form of historic mine sites, relics of mining infrastructure, and museums dedicated to preserving the region's gold rush history. Bendigo's rich gold mining legacy continues to be celebrated, attracting tourists and historians interested in exploring its fascinating past.





In the wake of pursuit of the goldrush, the landscape bears witness to scars etched deep within its topography. Each extraction leaves behind a stark architectural imprint—a fusion of nature's contours and human intervention. Crumbling shafts and skeletal remains of machinery stand as monuments to relentless excavation, weaving a tapestry of progress upon the land.





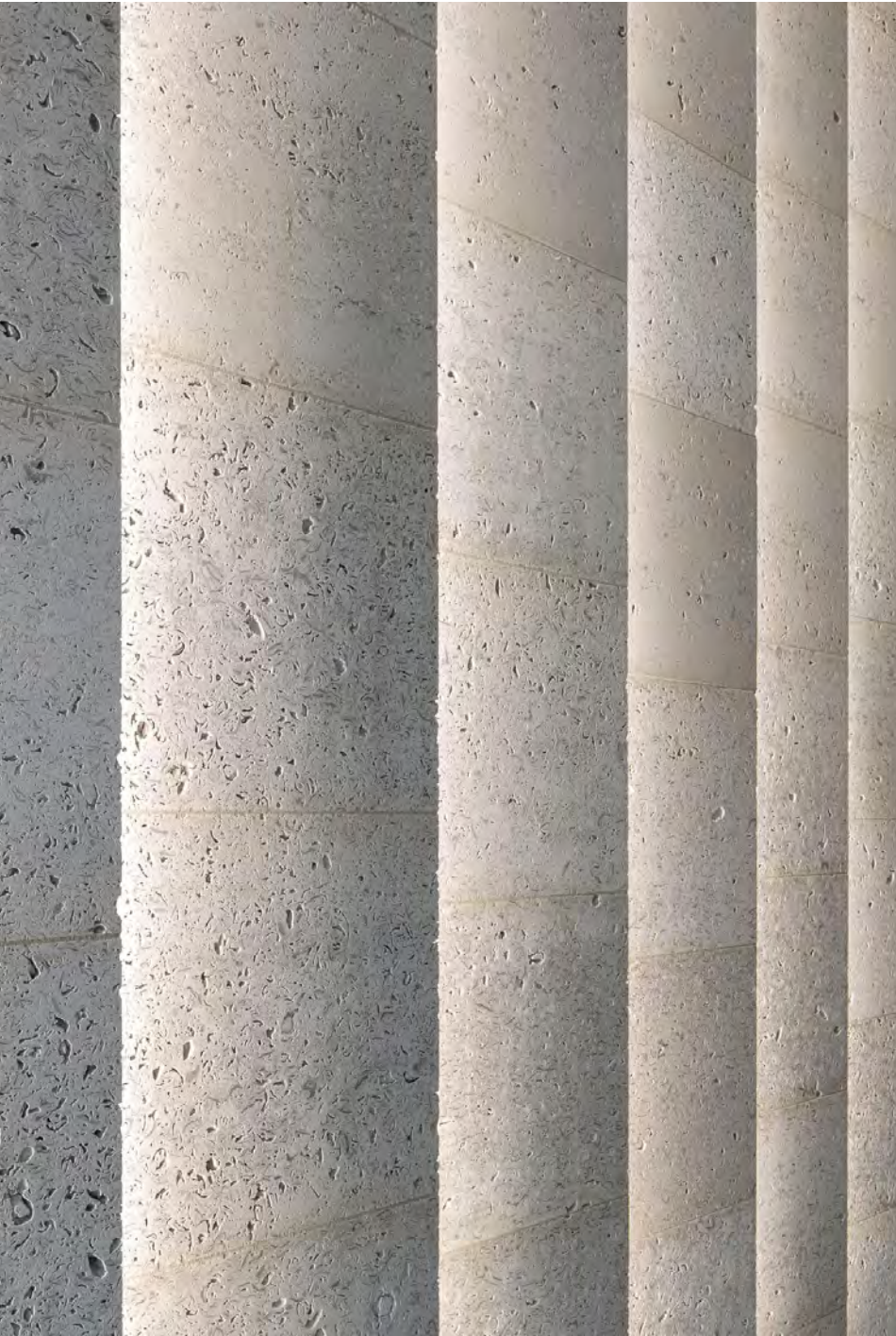






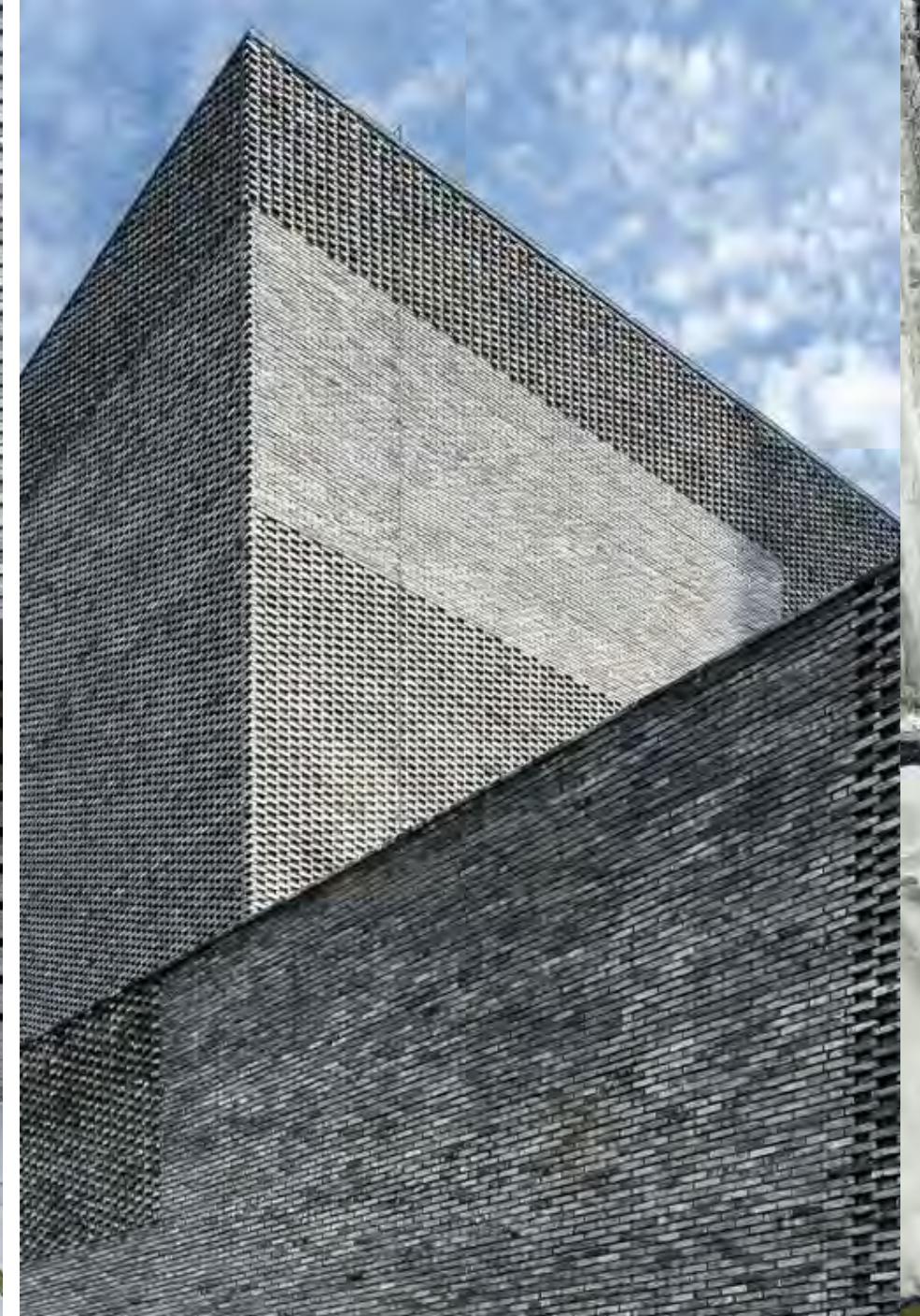
Design Inspiration

Materiality
Sand / Concrete



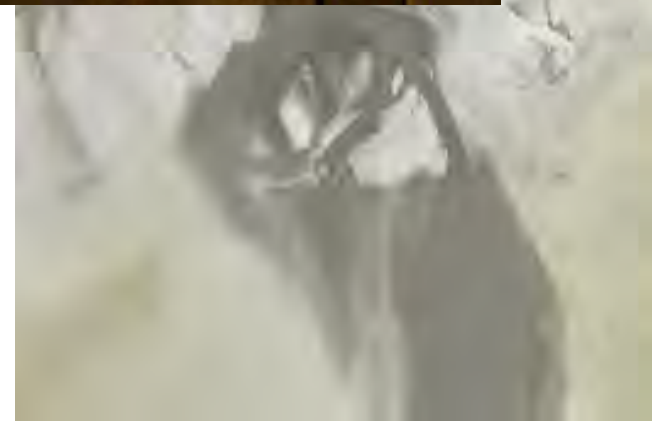
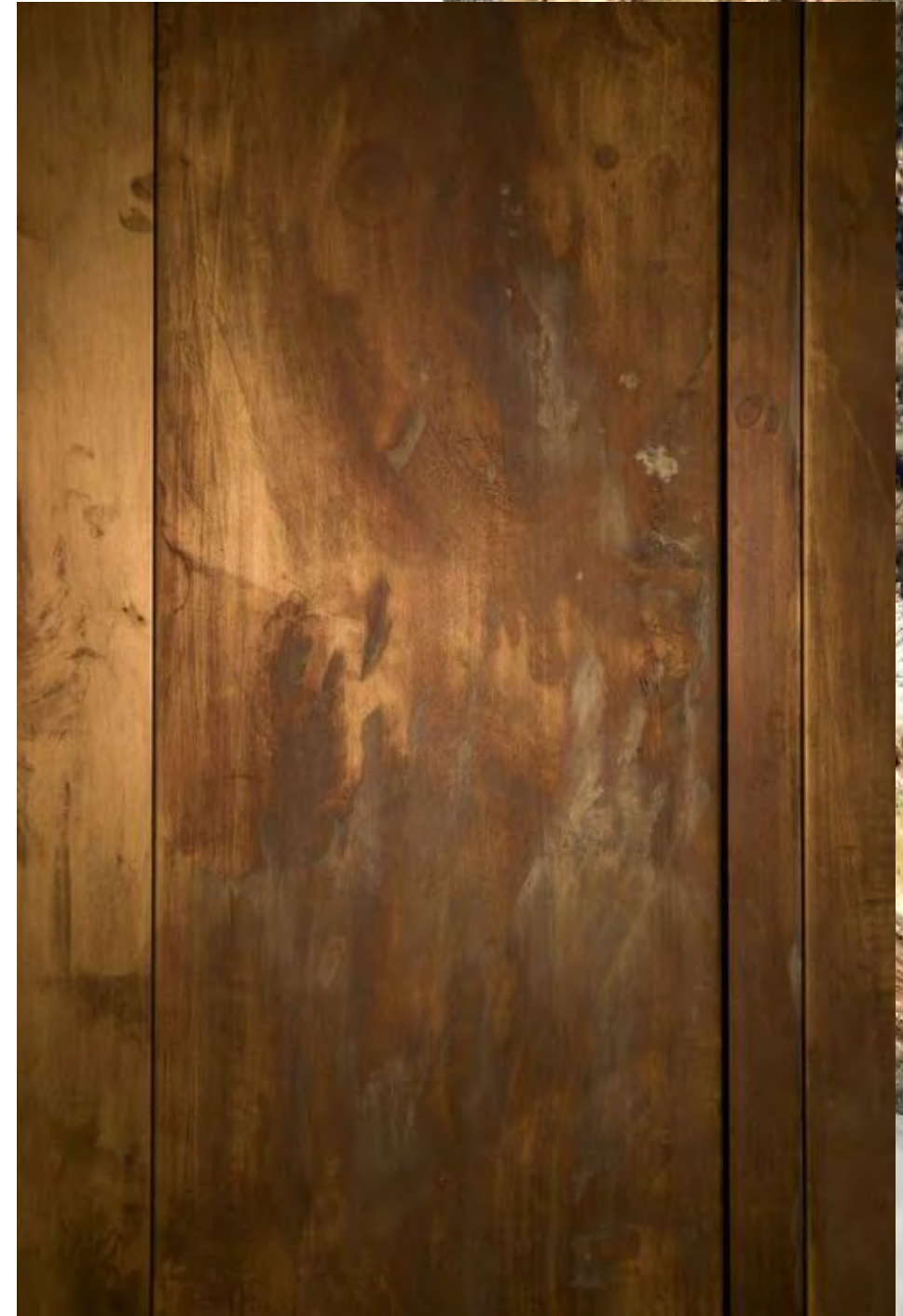
Materiality

Clay / Brick



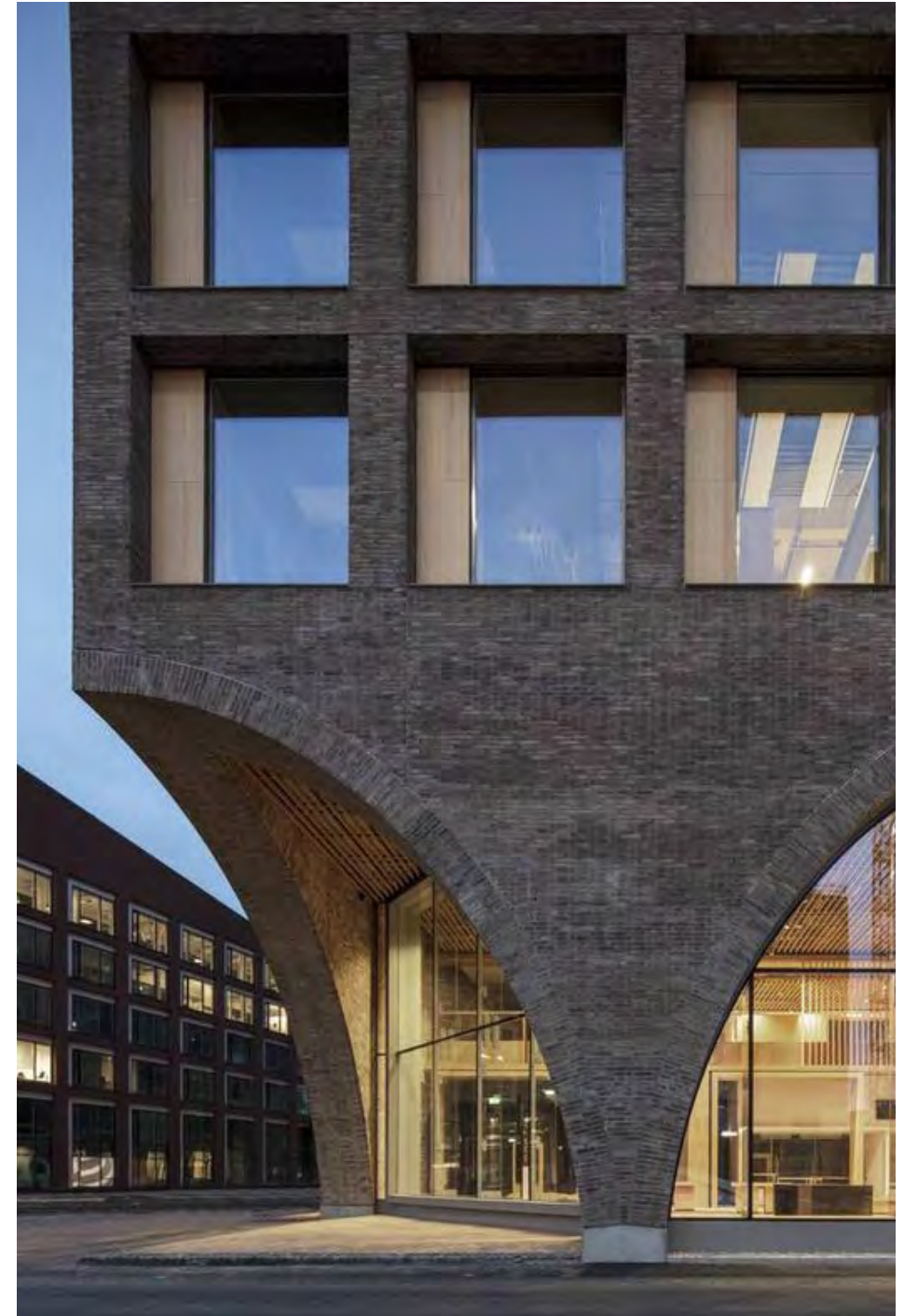
Materiality

Raw Elements / Warm Metals



Details

Carvings



Details

Contouring



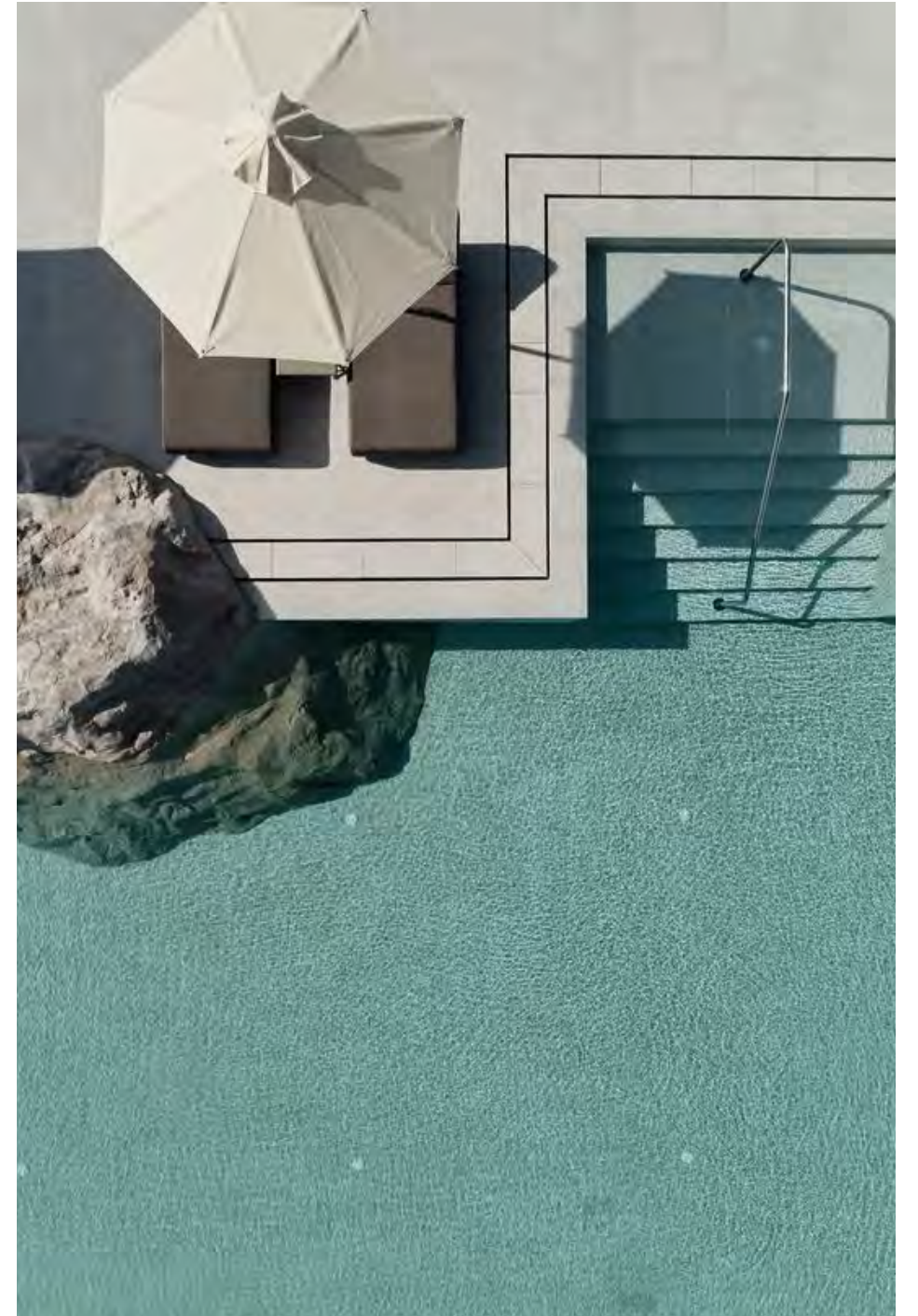
Details

Rationalising



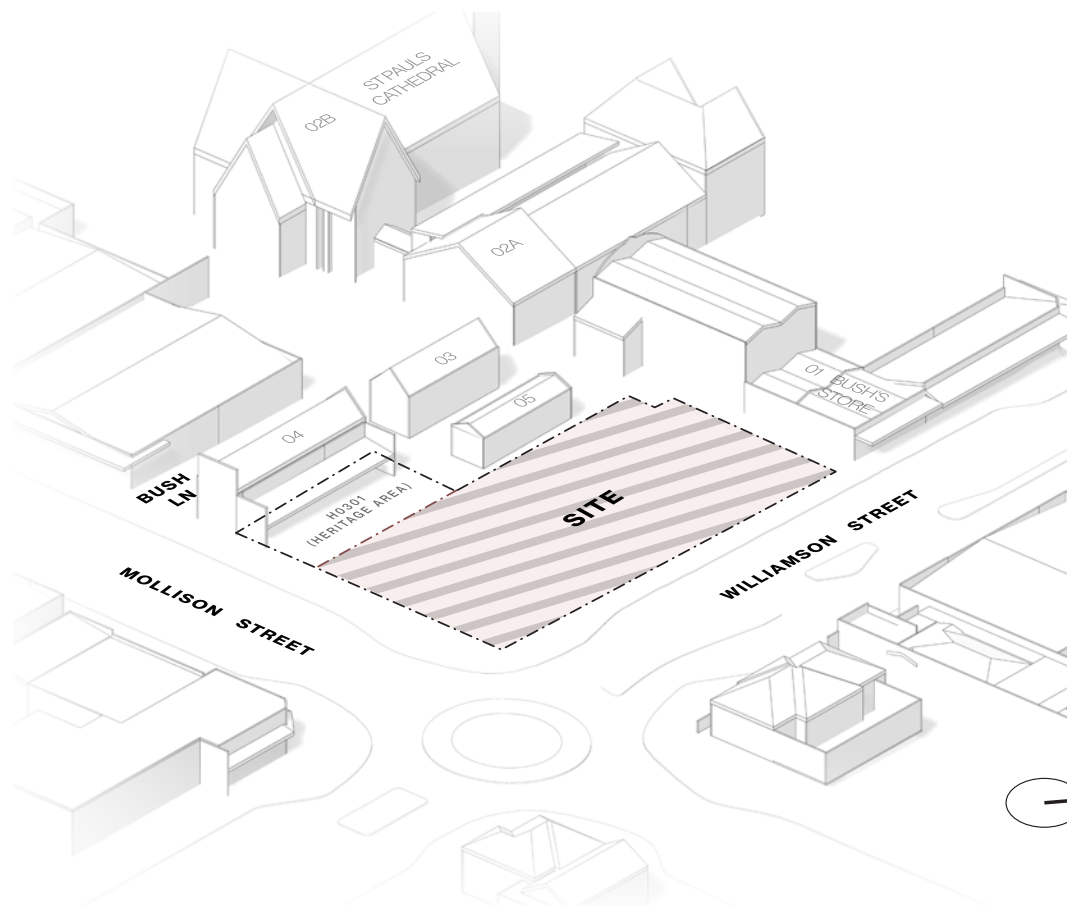
Details

Excavating



Design Response

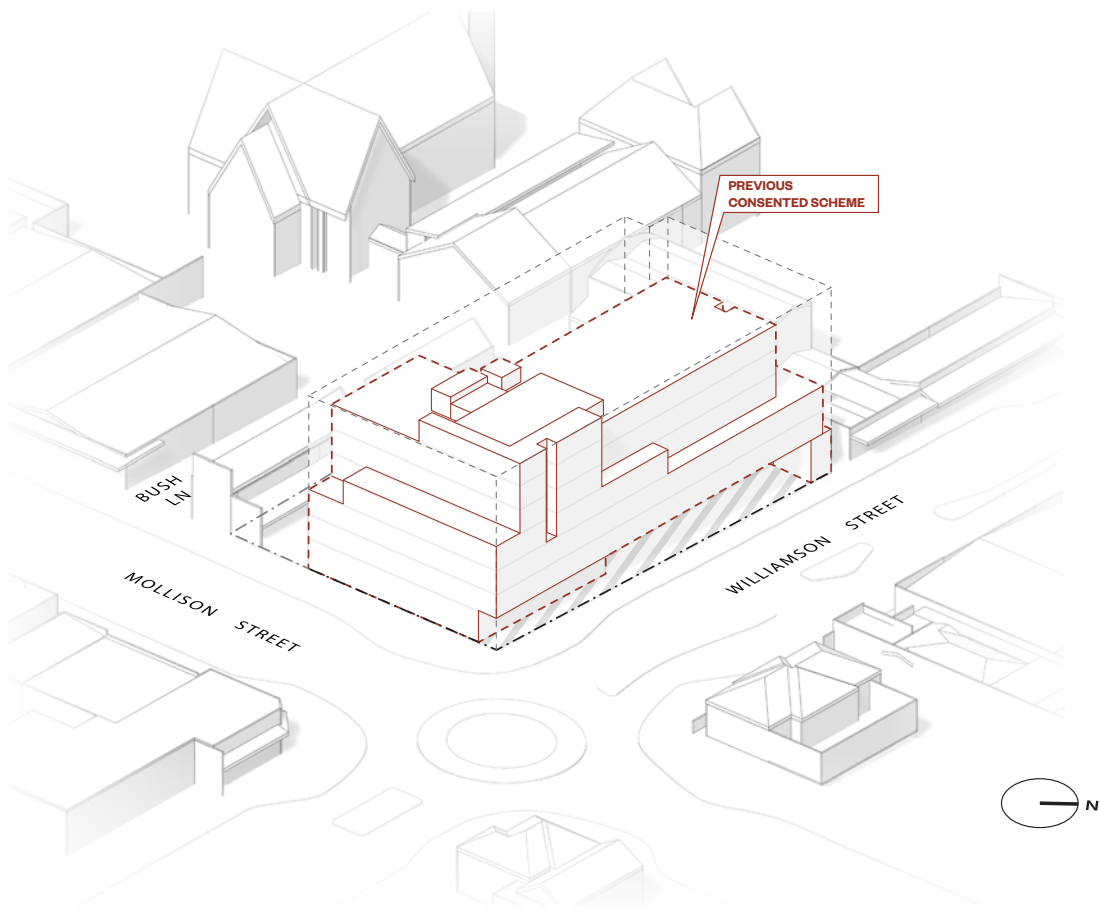
Envelope Massing



Existing Conditions

Surrounding Heritage Buildings

- (01) Bush's Store Complex
- (02A) St Andrew's Uniting Church (1930)
- (02B) St Paul's Cathedral (1868)
- (03) Stables (n.d.)
- (04) Bush's Two-Storey Oil Store (1889)
- (05) Bush's Single Storey Shed (1857)

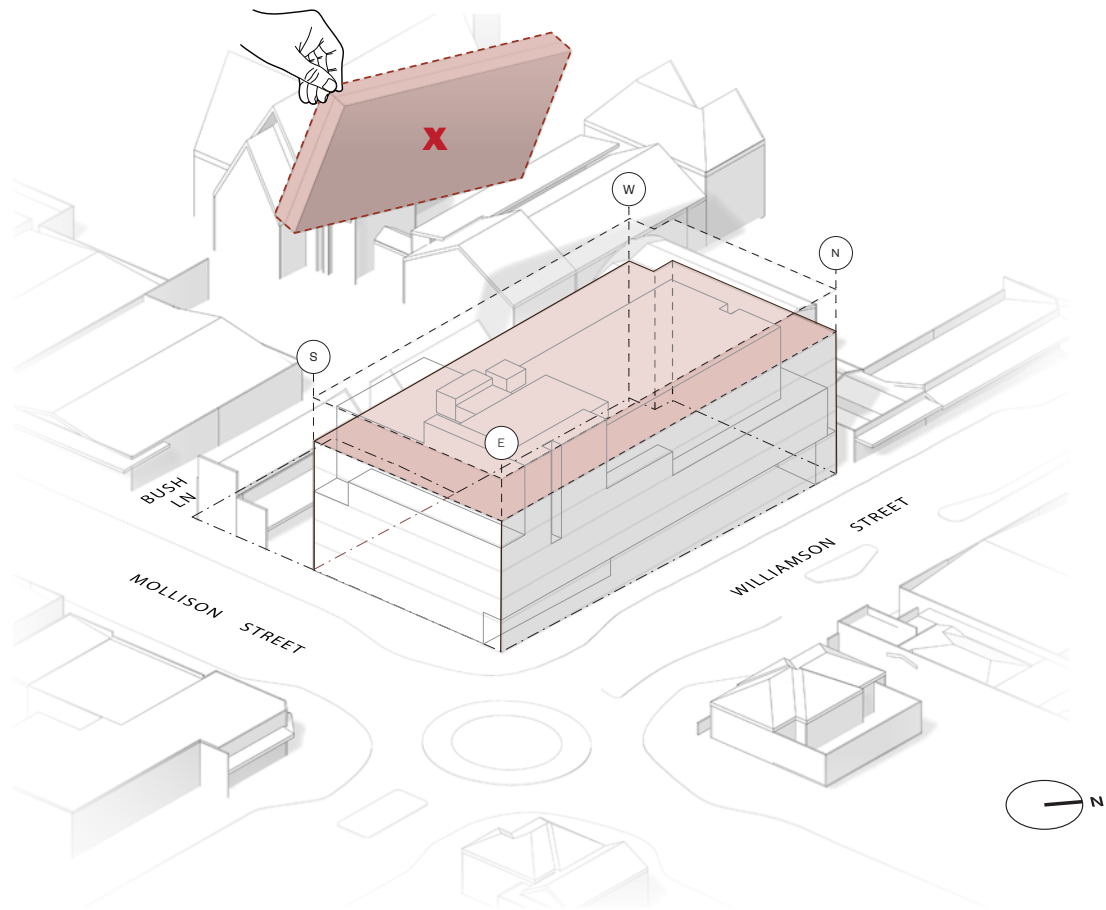


Previous Consented Scheme

6 Storey building envelope

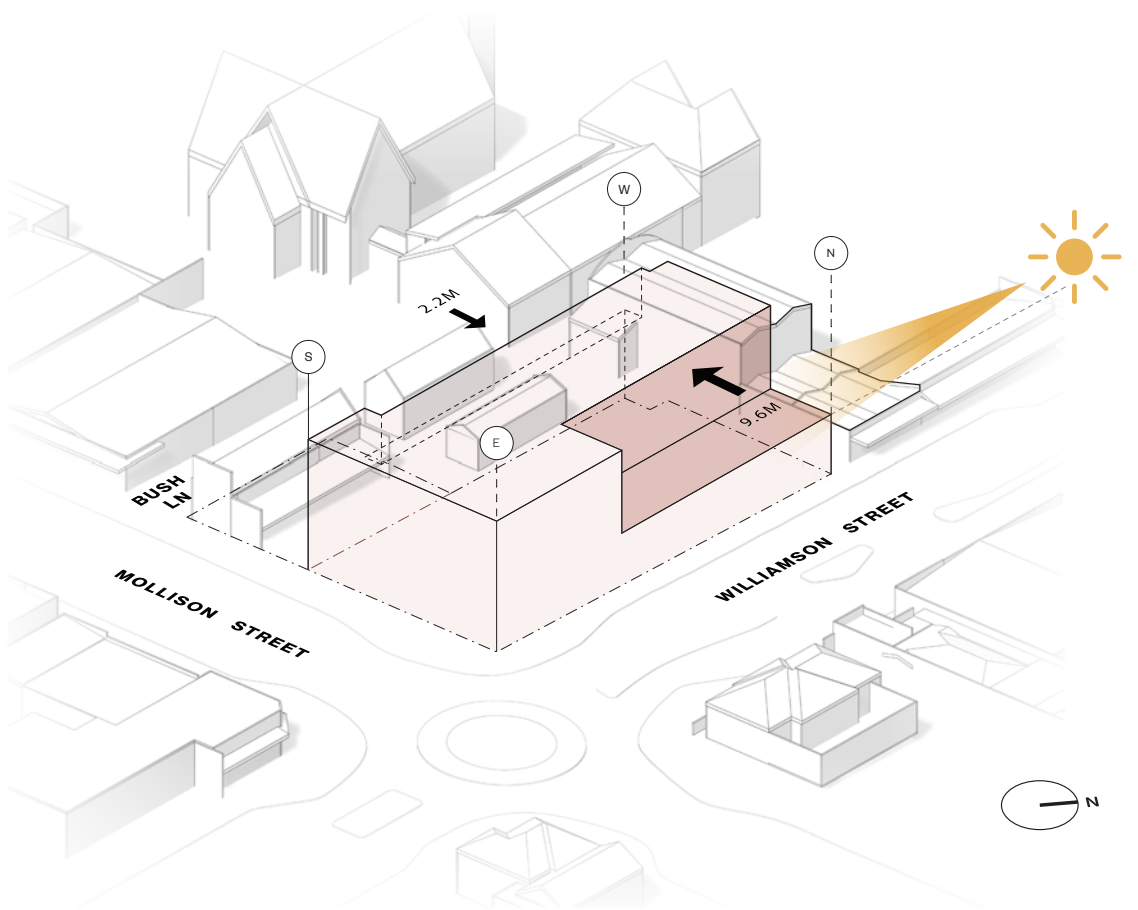
Design Response

Envelope Massing



Site Mass

Reduce building envelope to 5 Storeys

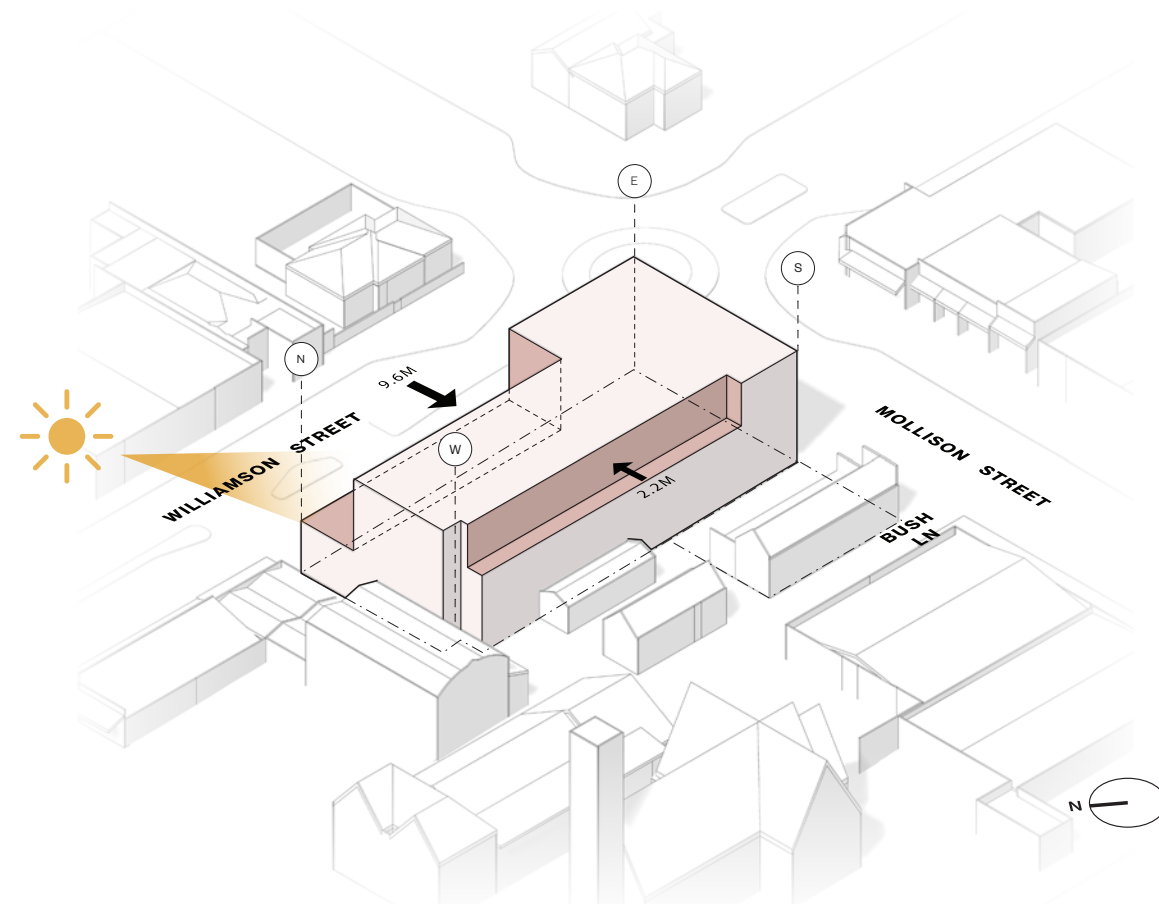


Setbacks Street Interface

Introduce 9.6m setback to Williamson Street and average setback of 2.2 m to Heritage interface at 122 Mollison St

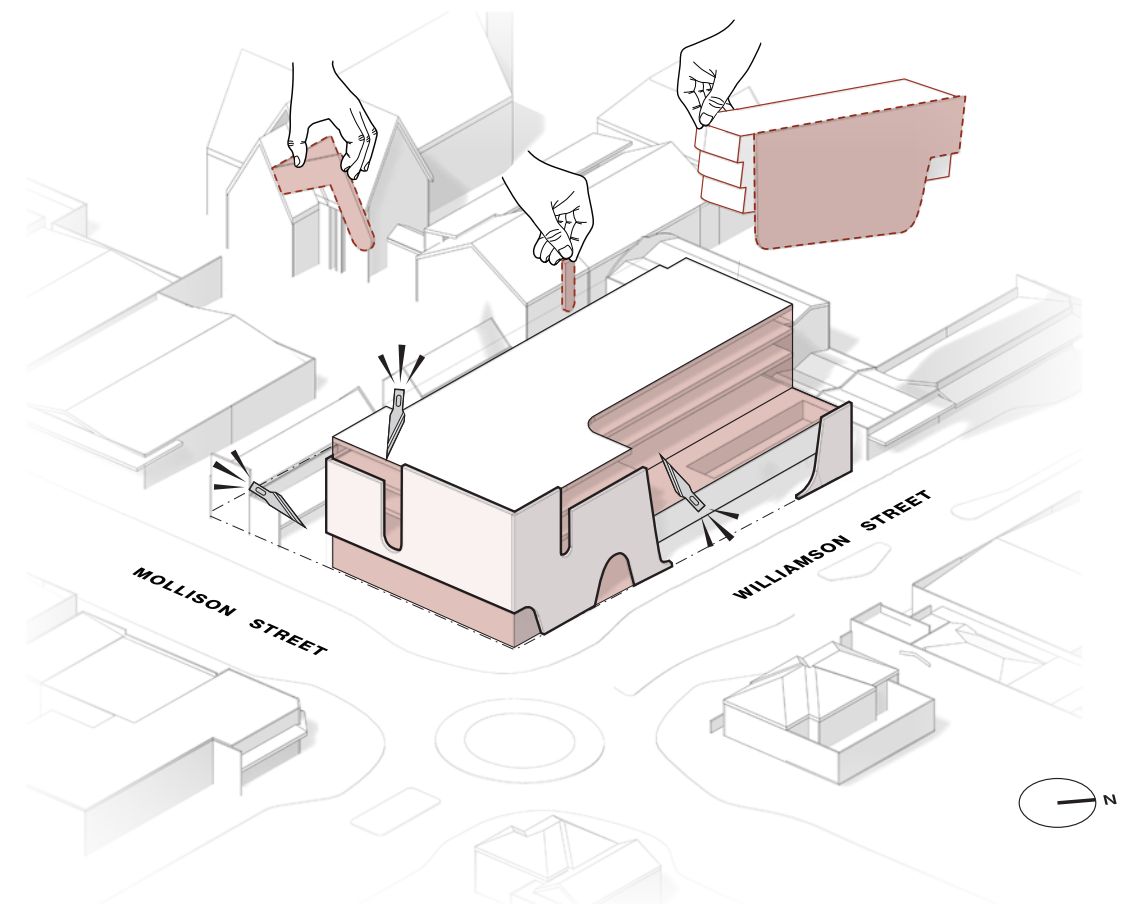
Design Response

Envelope Massing



Setbacks Heritage Interface

2.2 m setback to Heritage interface at 122
Mollison St at Level 03

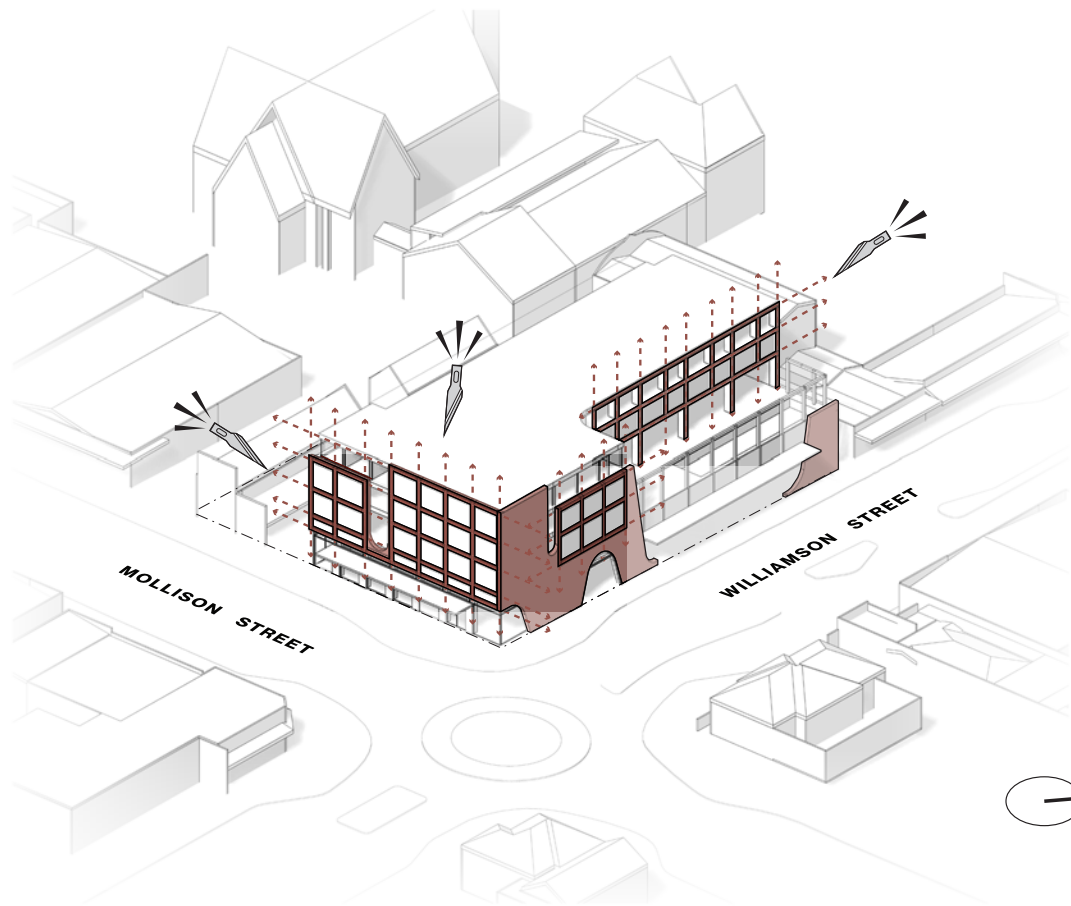


Carving

Carve away the outer shell to reveal the interface

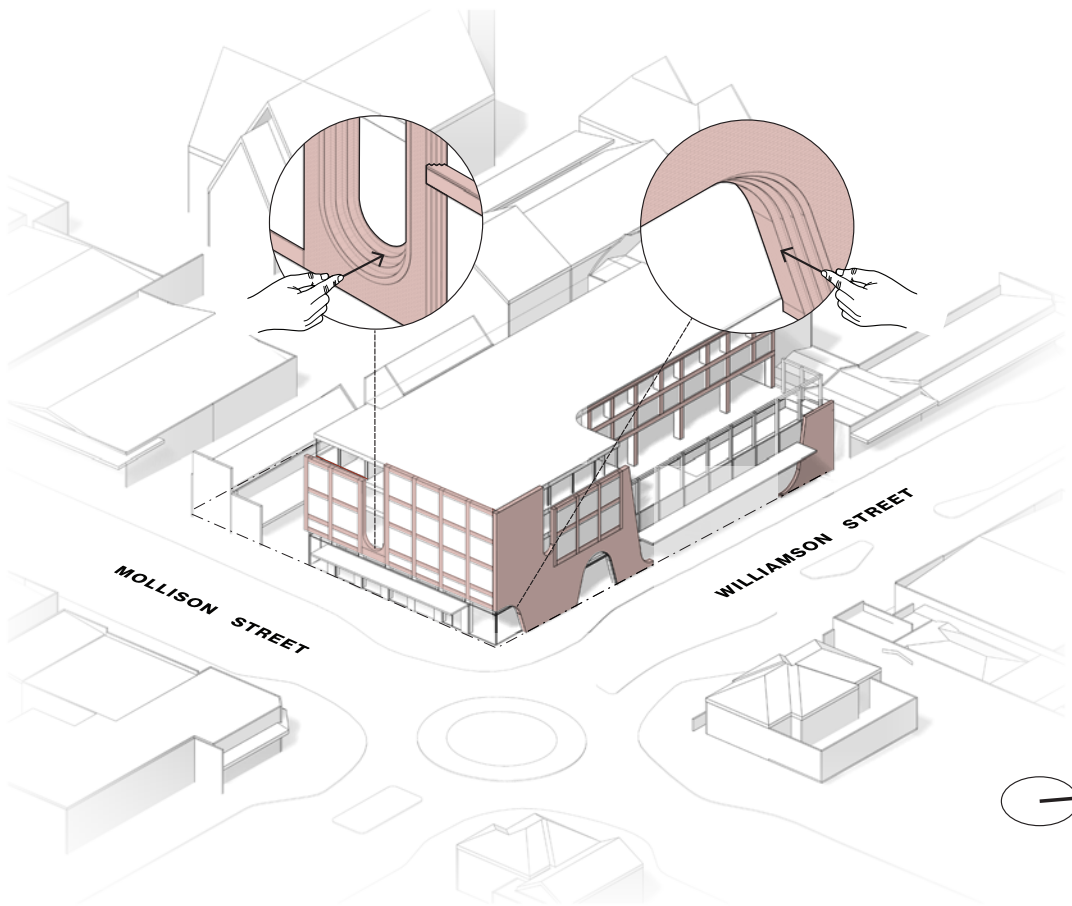
Design Response

Envelope Massing



Rationalising

Introduce the grid for building apertures



Contouring

Contouring the edges

Architectural Statement

Honouring the heritage of Bendigo’s goldfields through innovative design, this boutique hotel seamlessly integrates with the historic landscape, offering a contemporary yet respectful destination that enriches both the local tourism experience and economy.

Design Concept: Honoring tradition through fresh innovation

The proposed design is set within a heritage precinct that reflects the deep historical significance of the goldfields, where mining activity began on the surface and progressively left its mark on the landscape. The concept is inspired by the juxtaposition of man-made and natural environments, with a particular focus on how mining has transformed the land over time.

The design narrative draws upon the scars left by mining activity, examining the tension between human intervention and the natural terrain. Early gold mining was a surface-level activity, but as time passed, it progressively scarred and reshaped the land. The design evokes this transformation through form and articulation that symbolically mirrors the gradual impact of mining on the earth’s surface.

Key design elements include carving, contouring, and stepping, which reflect the layering and erosion of the land, as well as the process of excavation and shaping the earth. These forms will be integrated into both the architectural and landscape elements, creating a dialogue between the built environment and the natural terrain. The contours of the land and the stepped elements evoke the imagery of mining cuts and the deep, layered scars that mark the landscape’s history.

Massing and Articulation

This proposal is an amendment to a previously approved hotel permit, which was designed by a different architect. In the interest of improving the permitted scheme, we have made some key changes to the massing response of the amended design. These key changes include reducing the building height by one storey, replacing the basement with fully concealed podium parking on Level O1 and the introduction of a 9.6m setback to Williamson Street. The reduced height and creation of a large north-facing terrace on Level O2, not only improves the building’s relationship to the street, but also provides an appropriate transition to the adjacent single-storey heritage Bush’s Store on Williamson st.

Integration with Heritage

The site interfaces with registered heritage buildings, sits within a heritage overlay and includes a registered heritage veranda within the title boundary. This design pays respect to this context, with several key moves aimed at honouring the heritage interface. To the northern and western edges on Williamson St, the building steps down and sets back to Bush’s Store, helping to reduce the visual

bulk and create a respectful scale at the interface. The on Mollison st, the proposal provides a significant setback from the adjacent heritage building. The robust brick façade peels away at the corner revealing a more lightweight edge condition, another thoughtful transition. Additionally, a courtyard with permeable fencing is proposed to establish an activated but respectful separation between the new development and the heritage structures, while maintaining visual lines through to the heritage buildings to the south. These design responses preserve the heritage presence and ensured the new development complements its surroundings.

Material Palette

The material palette weaves together the design narrative and heritage context. The predominantly dark grey brick façade nods to the area’s heritage context, offering a subtle reference to traditional masonry without competing with the surrounding red brick buildings. The use of clay brick also references the earth and represents the natural ground that is then carved away in our design narrative. The carvings in the brick façade reveal glass and a refined concrete grid, which represent the rationalisation and man-made landscape left behind by the mining process. Small areas, such as the entry on Mollison st, reveals bronze metalwork, articulating celebrated moments. The metalwork also represents the presence of gold found within the fields and the striking contrast of color to the earth.

Program Summary

The boutique hotel in Bendigo enhances the town’s tourism with a range of standout amenities. A striking port cochère entry off Williamson Street provides a grand, sheltered arrival experience for guests, offering a seamless transition from the street to the hotel’s elegant interior. The ground-level function space and gallery activate Mollison Street, hosting events and exhibitions that engage the local community. With landscape design by Paul Bangay, the hotel offers a beautiful courtyard on ground accessible from the function / gallery, incorporating the unique heritage veranda on the site. With 57 guest rooms of varied sizes and affordability, the hotel caters to all types of travellers. The carpark features 47 spaces, 5 motorbike spots, EV charging, and bike parking for added convenience. On level O2, guests and locals can enjoy an all-day dining restaurant, a day spa, and a large terrace with a pool, perfect for relaxation and soaking in the northern aspect. These offerings not only elevate the guest experience but also support Bendigo’s local economy and cultural scene.



Design Impressions

Design Impression



Design Impression



Design Impression



Design Impression



Design Impression

Courtyard



St Paul's Cathedral Viewline



Material Schedule

- BR01

BRICK - CLADDING
COLOUR: DARK GREY
- BR02

BRICK - CLADDING
ARRANGEMENT: HIT & MISS
COLOUR: DARK GREY
- CR01

CONCRETE RENDER - SMOOTH
COLOUR: LIGHT GREY
- CR02

CONCRETE RENDER - ROUGH
COLOUR: LIGHT GREY
- CR03

CONCRETE RENDER
FINISH: TEXTURED CONCRETE
COLOUR: LIGHT GREY
- CR04

CONCRETE RENDER - ROUGH
COLOUR: DARK GREY
- CR05

CONCRETE RENDER - SMOOTH
COLOUR: DARK GREY
- MT01

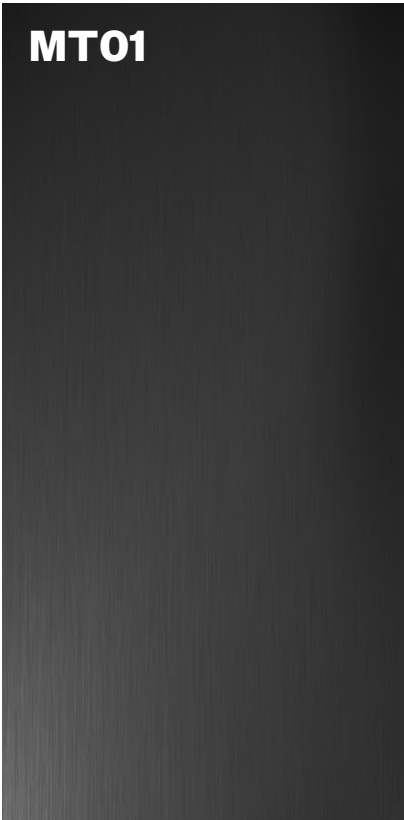
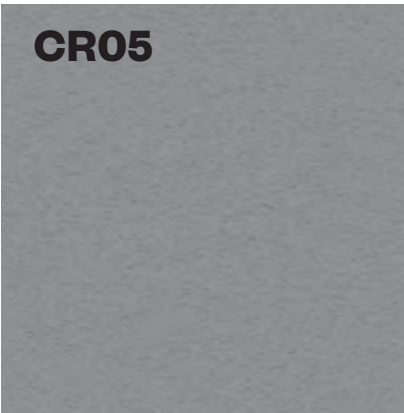
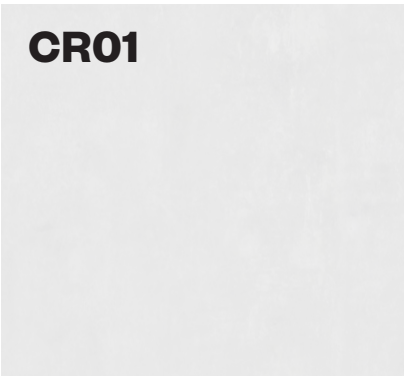
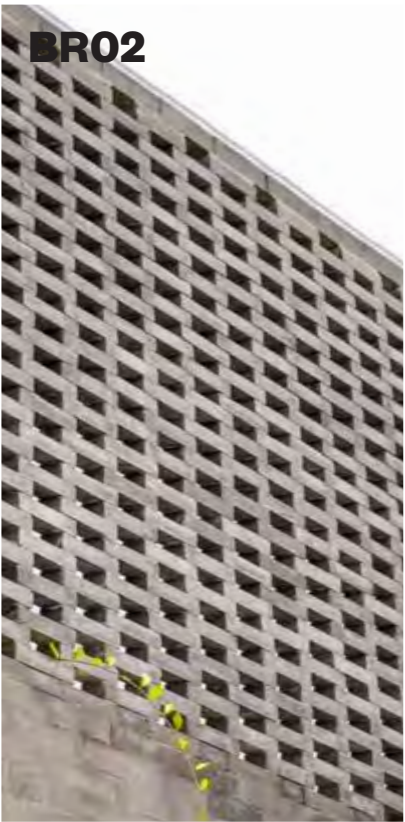
METAL DETAILING
COLOUR: DARK CHARCOAL
- MT02

METAL DETAILING
COLOUR: LIGHT GREY
- MT03

METAL CLADDING
COLOUR: DARK CHARCOAL
- MT04

METAL CLADDING
COLOUR: EMBOSSED METAL
- GL01

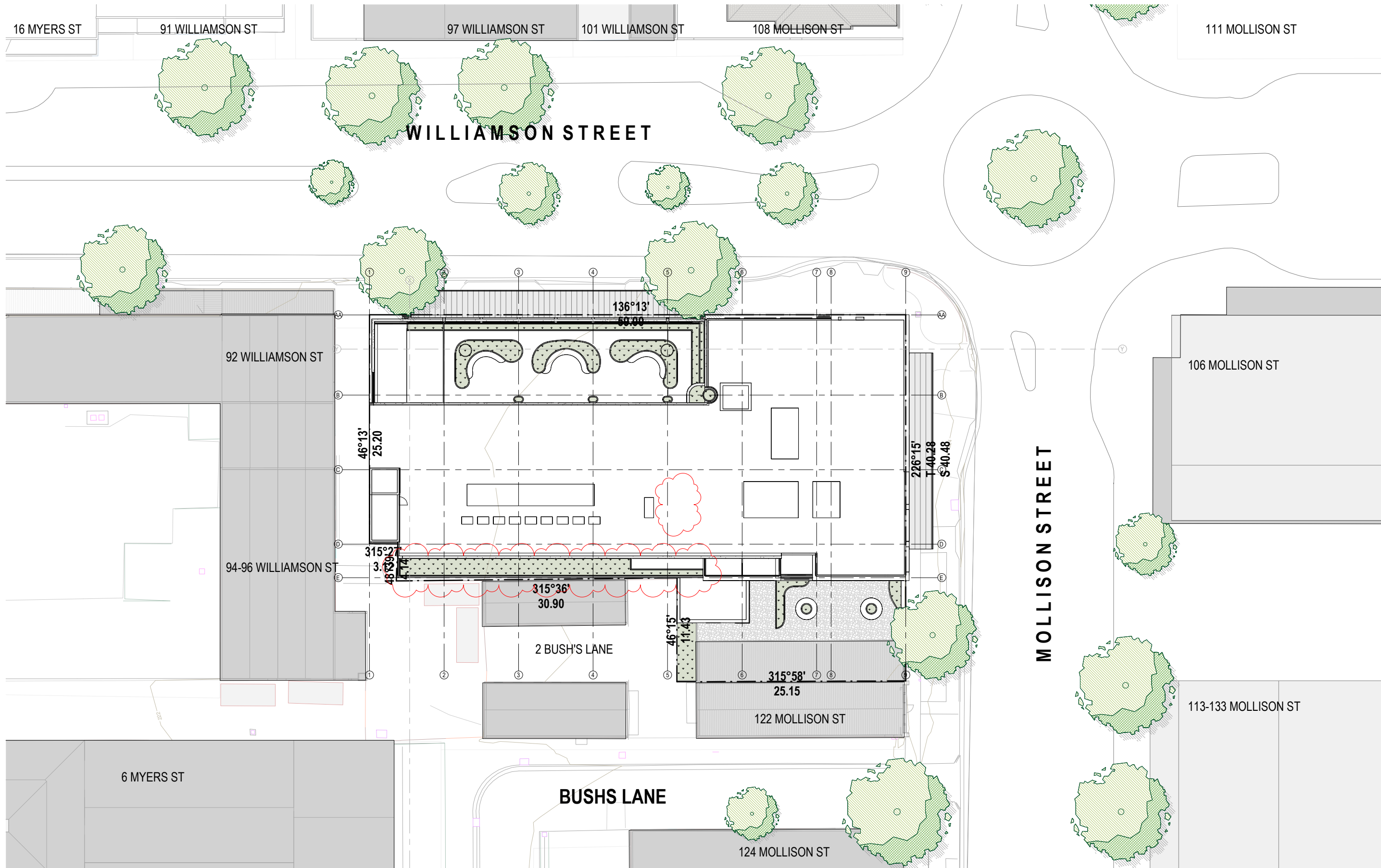
GLAZING
TYPE: CLEAR



Design Drawings

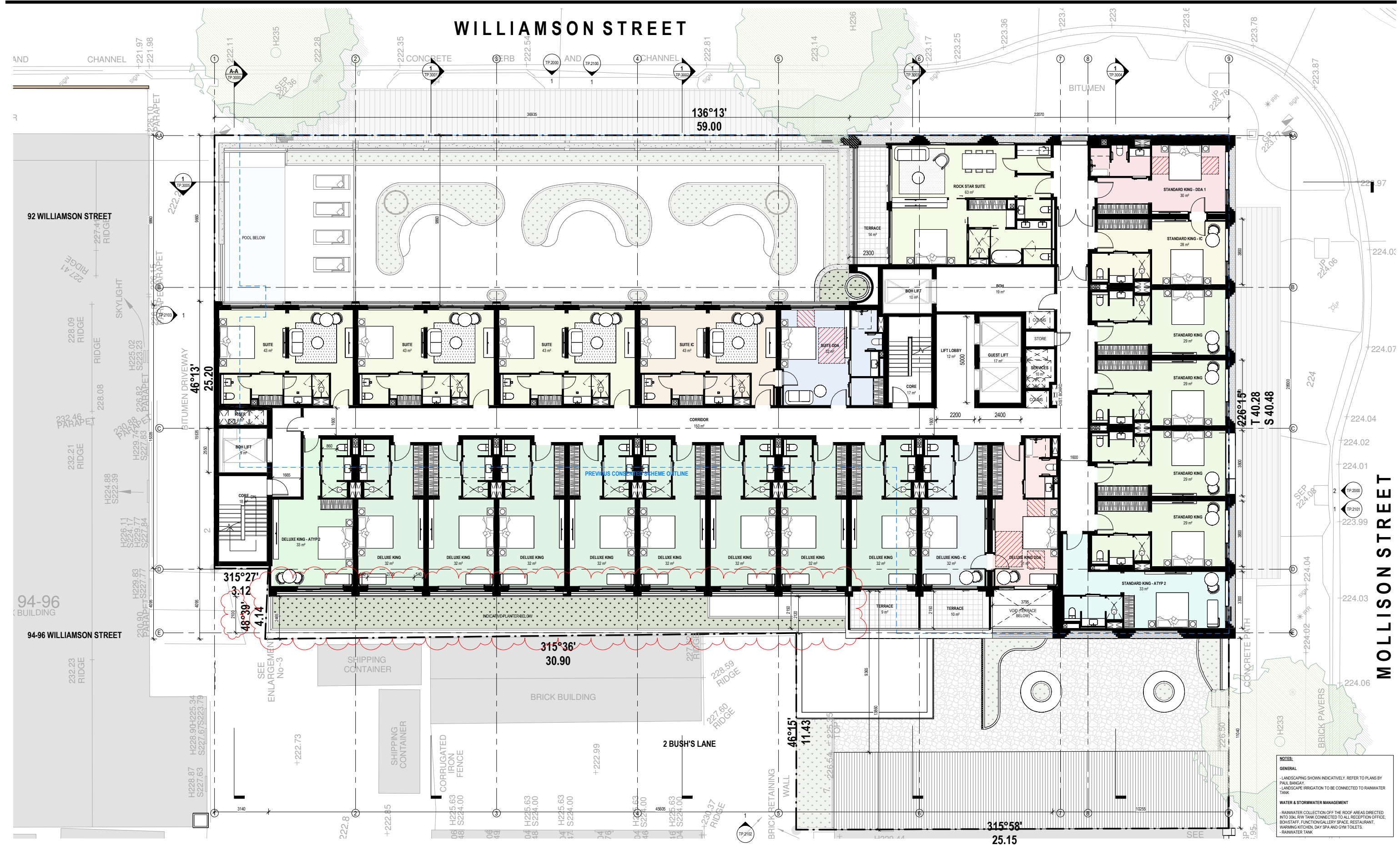


P.0100



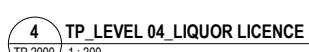
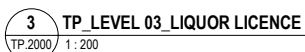
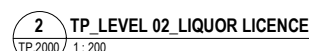
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A	20/11/24	TP SUBMISSION	AP	HW
B	11/06/25	TP SUBMISSION REVISED	EC	HW
C	16/07/25	TP SUBMISSION REVISED	EC	HW
D	30/07/25	TP SUBMISSION REVISED	EC	HW







TP.1110



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NOTES

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PROJECT
HOTEL ROSALIND
98-104 WILLIAMSON STREET BENDIGO
HOTEL

DRAWING STATUS
TOWN PLANNING

JOB N° 24073
REVISION N° D
DATE 30/07/25
SCALE 1: 200 @ A1
DRAWN BY AP / AC
CHECKED BY HW

DRAWING TITLE

LIQUOR LICENCE PLAN

P.1200



1 TP_NORTH STREET ELEVATION - PROPOSED
TP.1100 1:200



2 TP_EAST STREET ELEVATION - PROPOSED
TP.1100 1:200

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D	30/07/25	TP SUBMISSION REVISED	EC	HW

PROJECT

HOTEL ROSALIND
98-104 WILLIAMSON STREET BENDIGO
HOTEL

DRAWING STATUS

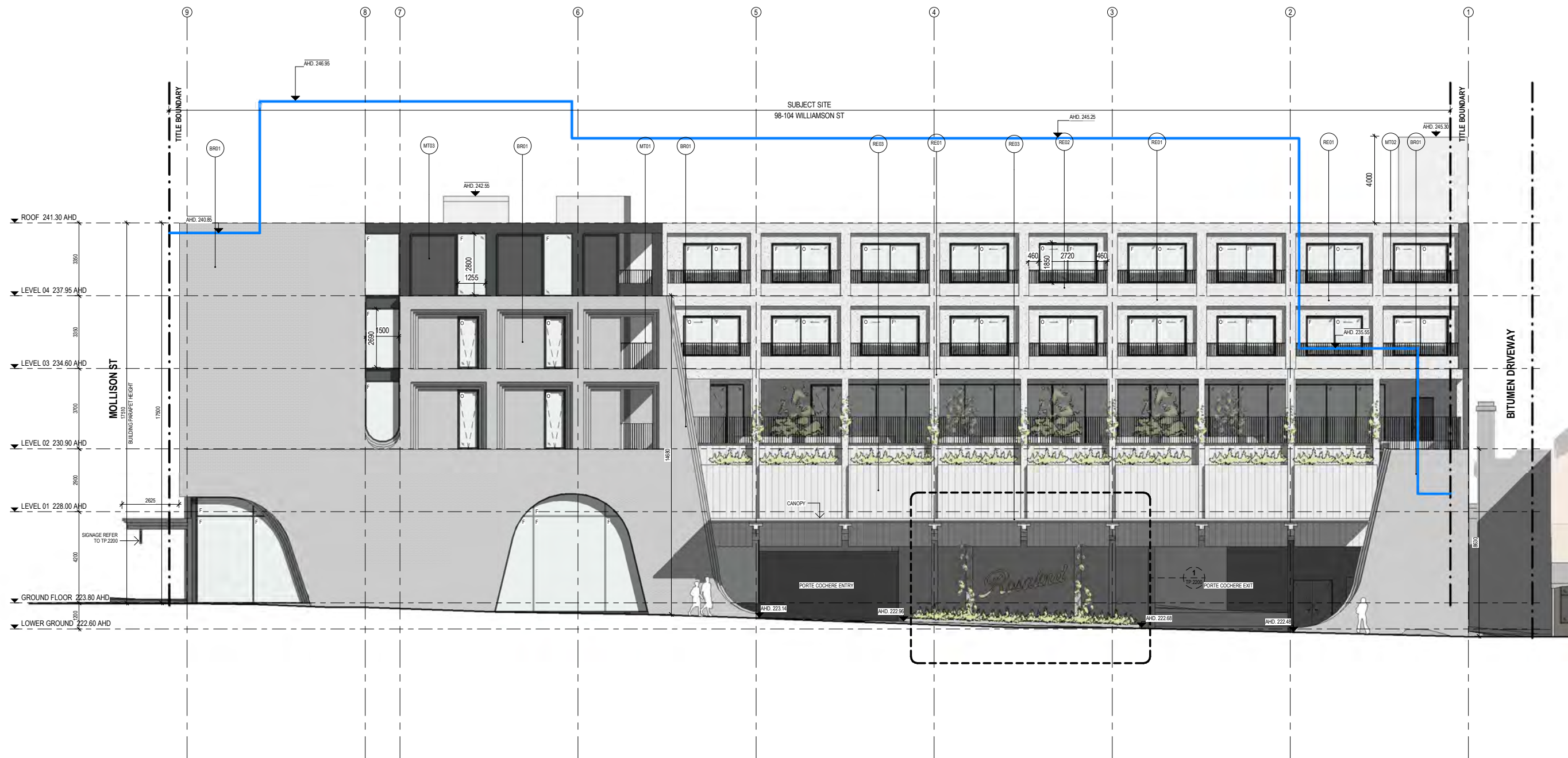
TOWN PLANNING

JOB N° 24073
REVISION N° D
DATE 30/07/25
SCALE 1:200 @ A1
DRAWN BY AP / AC
CHECKED BY HW

DRAWING TITLE

STREETSCAPE ELEVATION 01

TP.2000



EXTERNAL MATERIAL LEGEND

- | | |
|------|---|
| BR01 | BRICK
COLOUR: DARK GREY |
| BR02 | BRICK
ARRANGEMENT : HIT AND MISS
COLOUR : DARK GREY |
| RE01 | RENDER
COLOUR: LIGHT GREY |
| RE02 | RENDER
COLOUR: DARK GREY |
| RE03 | RENDER
FINISH: TEXTURED CONCRETE
COLOUR: LIGHT GREY |
| MT01 | METAL - DETAILING
COLOUR: DARK CHARCOAL |
| MT02 | METAL - DETAILING
COLOUR: LIGHT GREY |
| MT03 | METAL - CLADDING
COLOUR: DARK CHARCOAL |
| MT04 | METAL - CLADDING
COLOUR: EMBOSSED METAL |
| MT05 | METAL - MESH
COLOUR: NATURAL |
| GL01 | GLAZING
TYPE: CLEAR |

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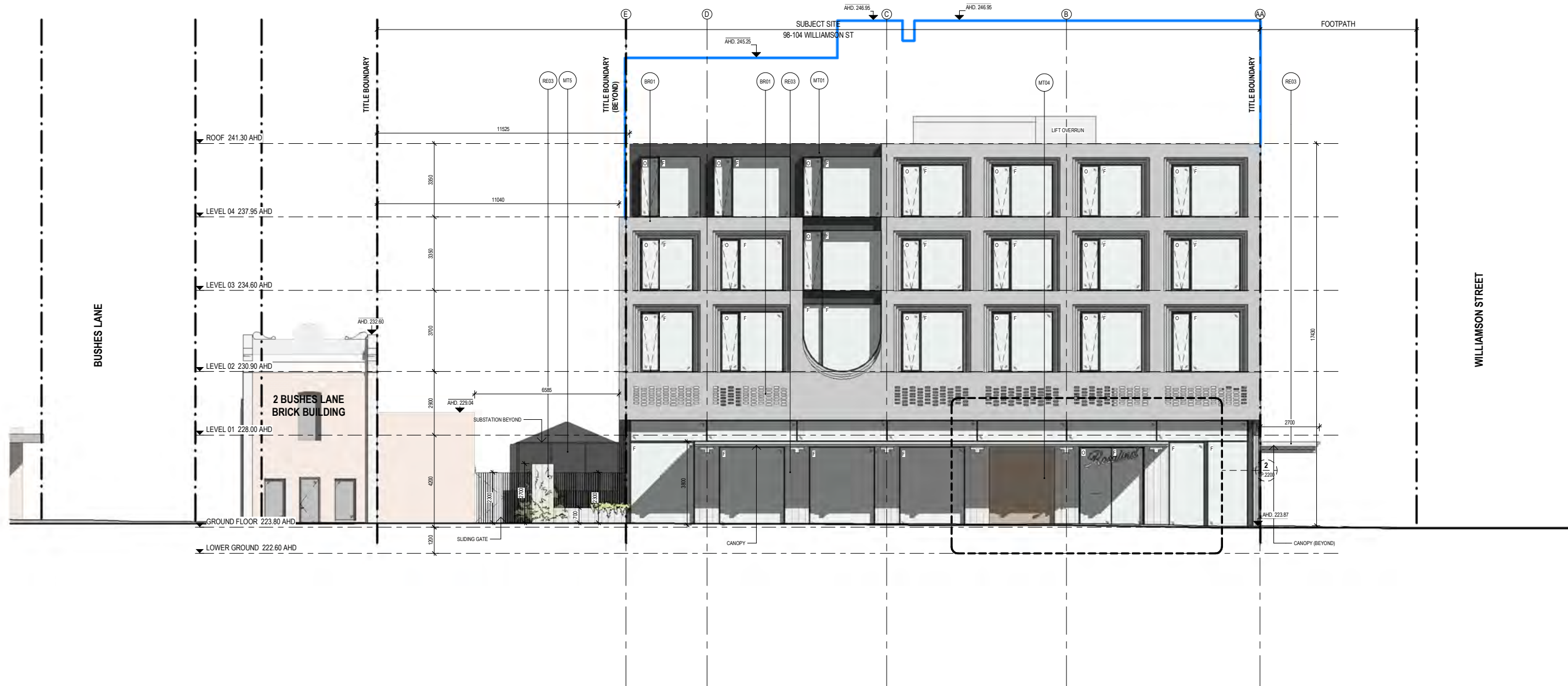
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98-104 WILLIAMSON STREET BENDIGO
HOTEL

DRAWING STATUS
TOWN PLANNING

JOB N° 24073
REVISION N° D
DATE 30/07/25
SCALE 1: 100 @ A1
DRAWN BY AP / AC
CHECKED BY HW

DRAWING TITLE
NORTH ELEVATION

TP.2100



EXTERNAL MATERIAL
LEGEND

- BR01 BRICK
COLOUR: DARK GREY
- BR02 BRICK
ARRANGEMENT: HIT AND MISS
COLOUR: DARK GREY
- RE01 RENDER
COLOUR: LIGHT GREY
- RE02 RENDER
COLOUR: DARK GREY
- RE03 RENDER
FINISH: TEXTURED CONCRETE
COLOUR: LIGHT GREY
- MT01 METAL - DETAILING
COLOUR: DARK CHARCOAL
- MT02 METAL - DETAILING
COLOUR: LIGHT GREY
- MT03 METAL - CLADDING
COLOUR: DARK CHARCOAL
- MT04 METAL - CLADDING
COLOUR: EMBOSSED METAL
- MT05 METAL - MESH
COLOUR: NATURAL
- GL01 GLAZING
TYPE: CLEAR

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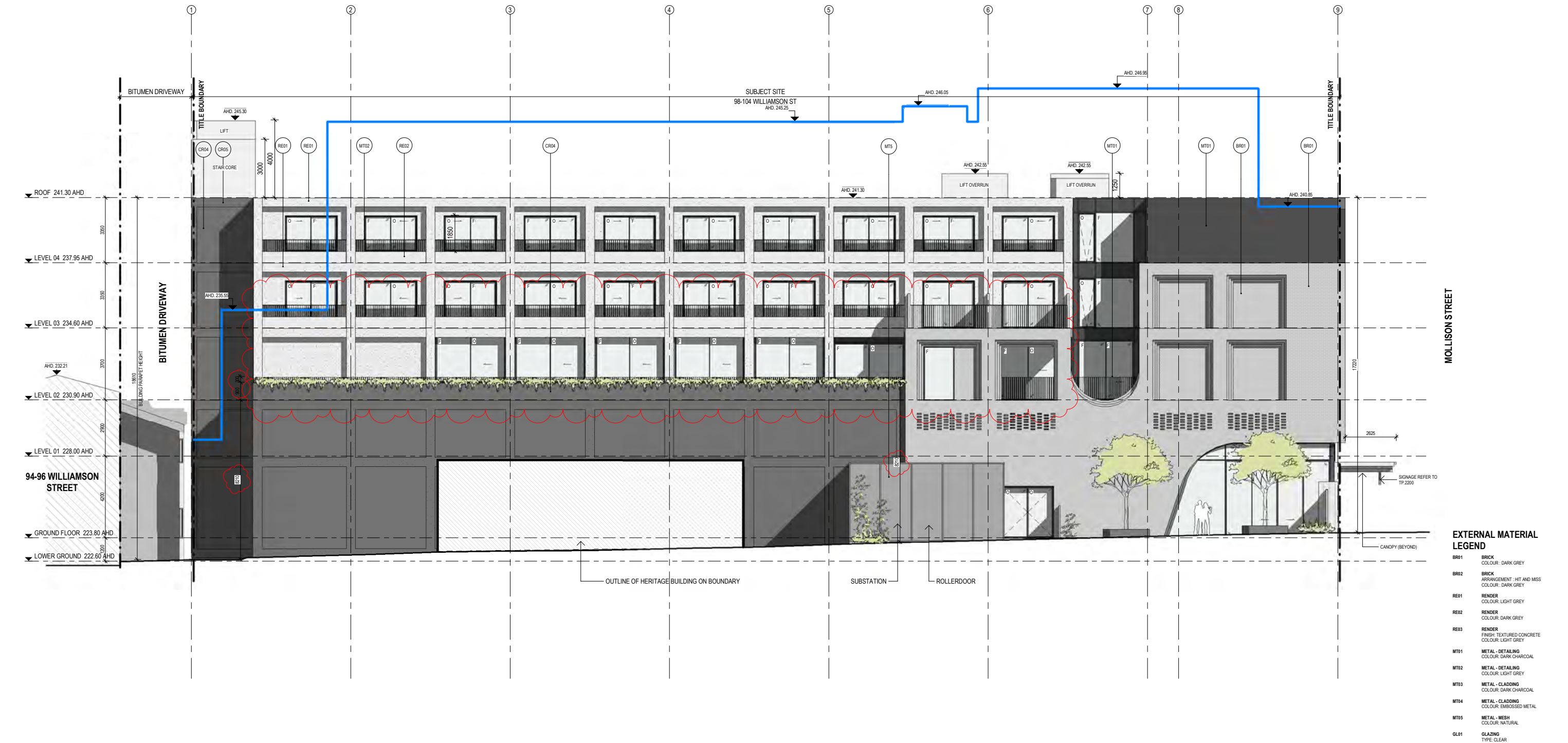
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98-104 WILLIAMSON STREET BENDIGO
HOTEL

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TOWN PLANNING

JOB N° 24073
REVISION N° D
DATE 30/07/25
SCALE 1:100 @ A1
DRAWN BY AP / AC
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DRAWING TITLE
EAST ELEVATION

TP.2101



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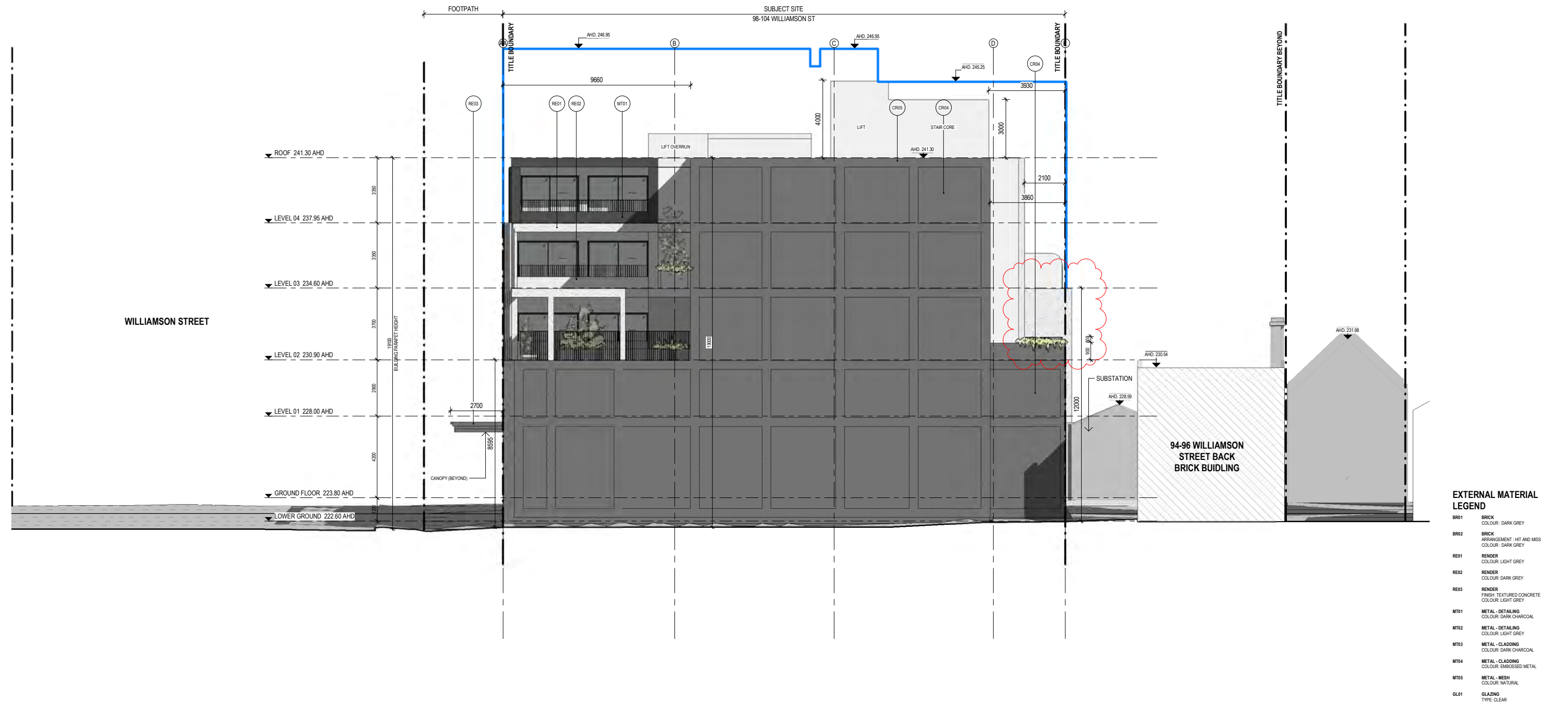
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B	11/06/25	TP SUBMISSION REVISED	EC	HW
C	16/07/25	TP SUBMISSION REVISED	EC	HW
D	30/07/25	TP SUBMISSION REVISED	EC	HW

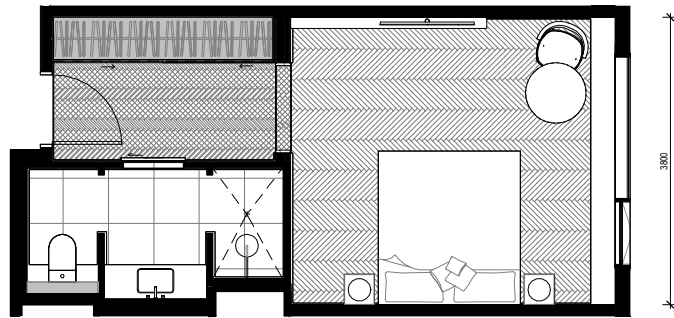
PROJECT
HOTEL ROSALIND
98-104 WILLIAMSON STREET BENDIGO
HOTEL

DRAWING STATUS
TOWN PLANNING

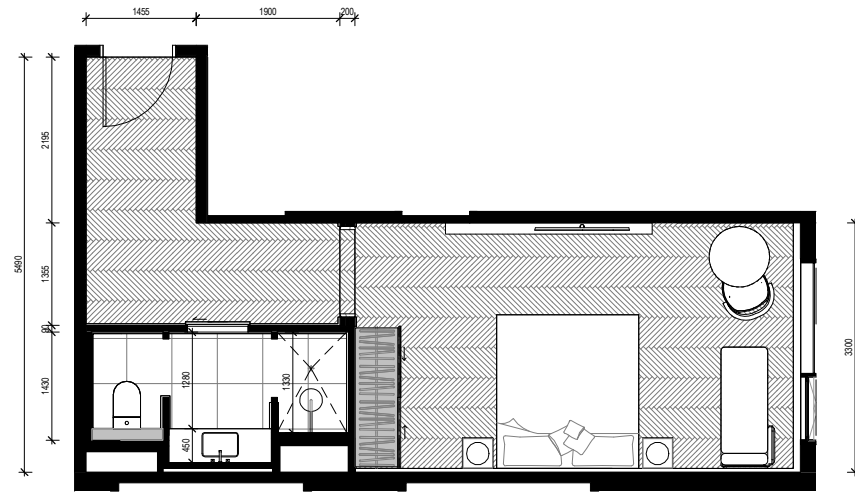
JOB N° 24073
REVISION N° D
DATE 30/07/25
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CHECKED BY HW

DRAWING TITLE
SOUTH ELEVATION

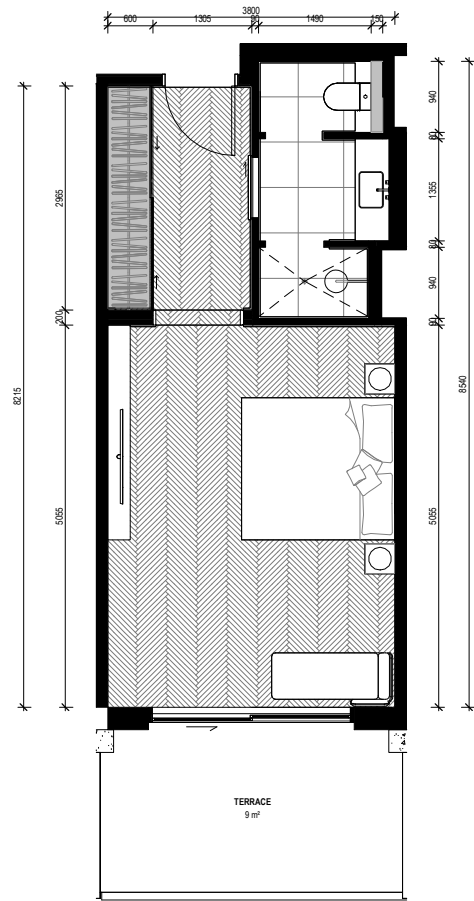




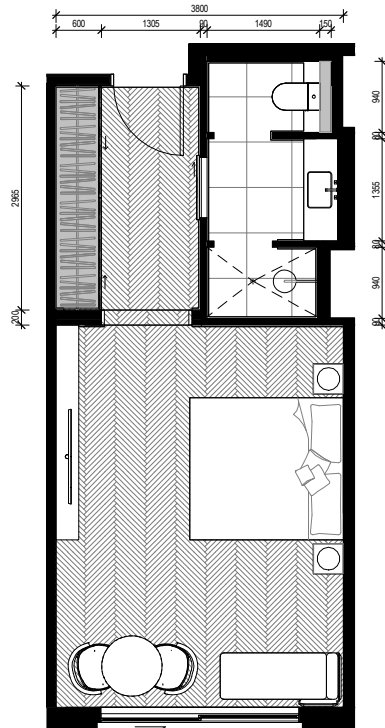
2 TYPOLGY-STANDARD KING
TP.2000 1 : 50



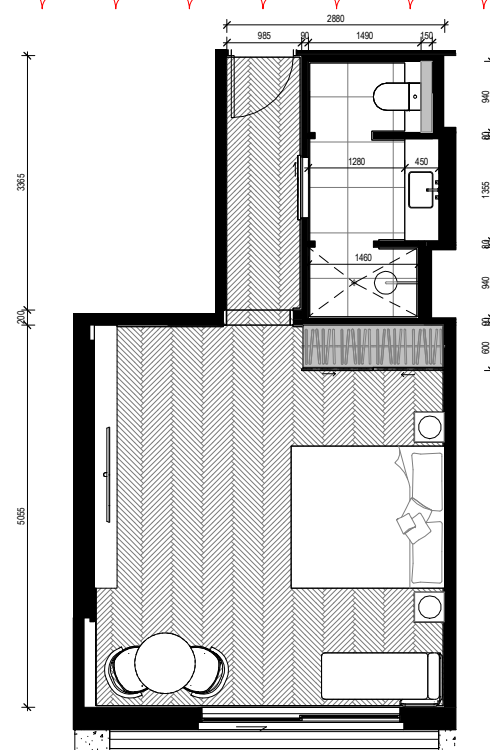
3 TYPOLGY-STANDARD KING ATYPICAL
TP.2000 1 : 50



4 TYPOLGY-DELUXE KING - TERRACE
TP.2000 1 : 50



1 TYPOLGY-DELUXE KING
TP.2000 1 : 50



5 TYPOLGY-DELUXE KING ATYPICAL
TP.2000 1 : 50

NOTES

Do not scale. Contractor must verify all dimensions on site before commencing any work or preparing shop drawings which must be approved by the architect before manufacture. Any extra entailed work shown on this drawing must be claimed and approved before proceeding.

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PROJECT

HOTEL ROSALIND
98-104 WILLIAMSON STREET BENDIGO
HOTEL

DRAWING STATUS

TOWN PLANNING

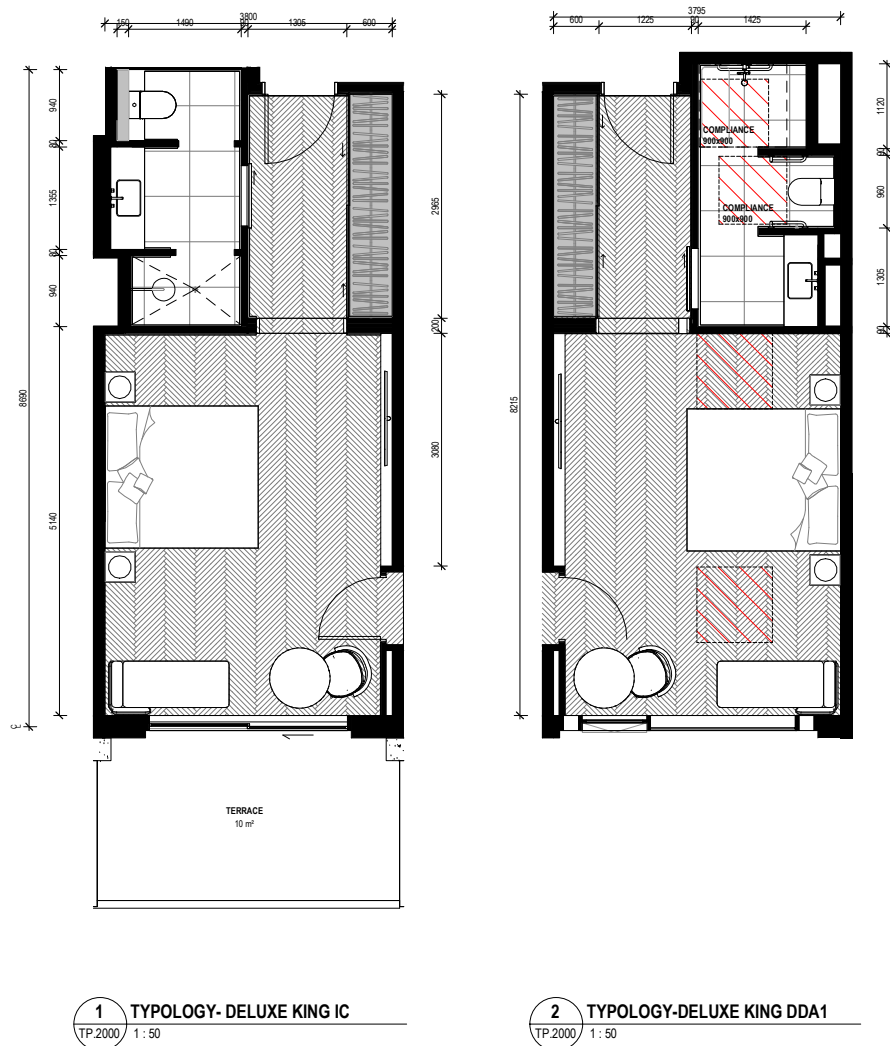
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REVISION N° D
DATE 30/07/25
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CHECKED BY HW

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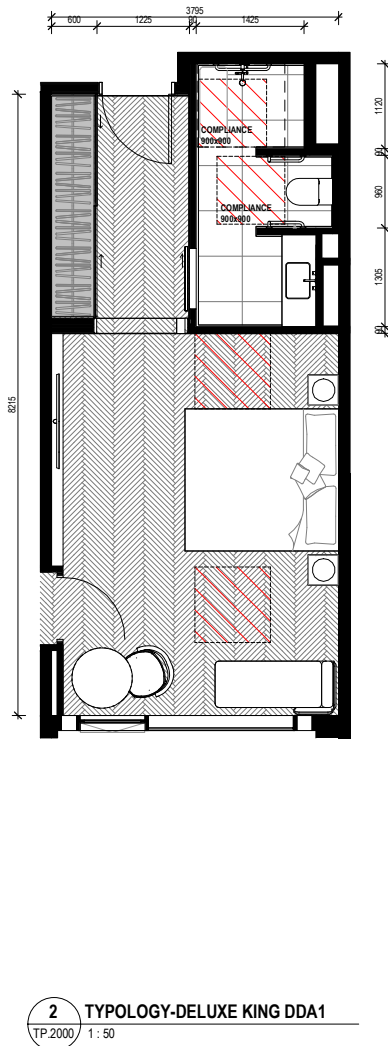
TYPOLGY PLAN - STANDARD DDA



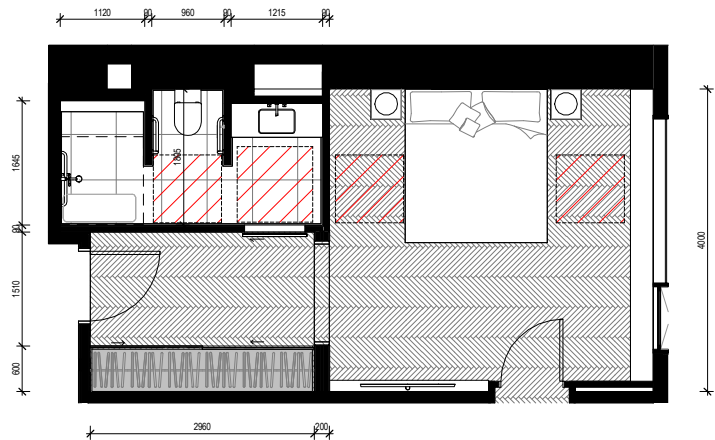
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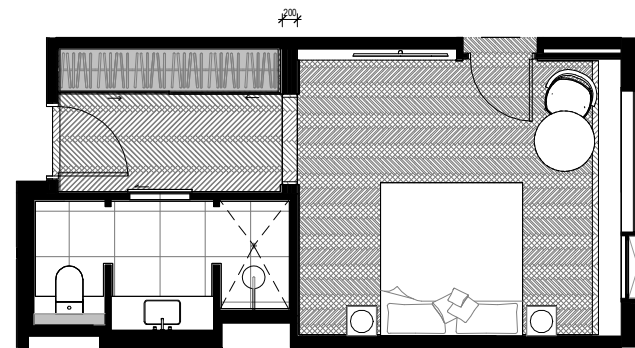
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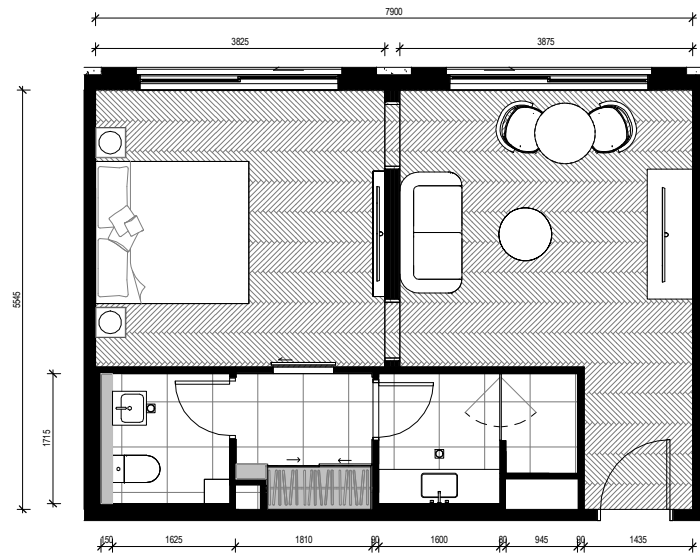
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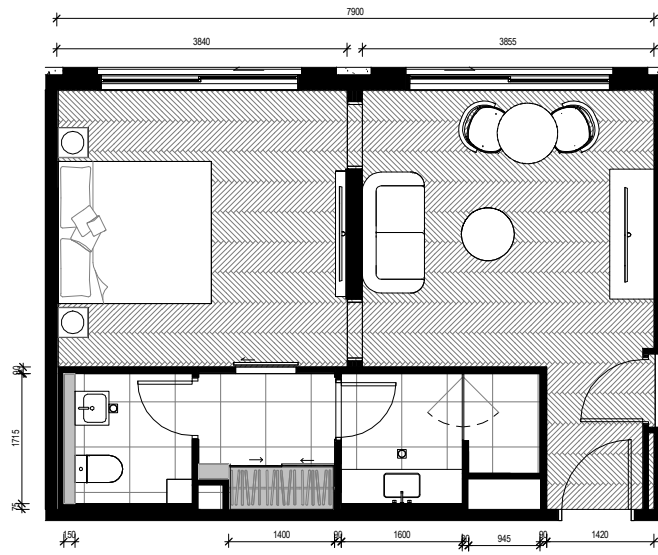
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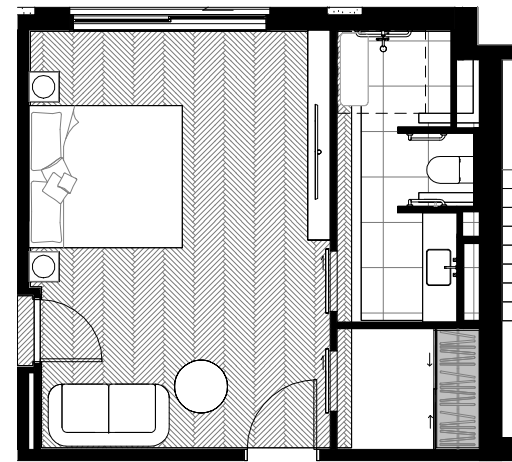
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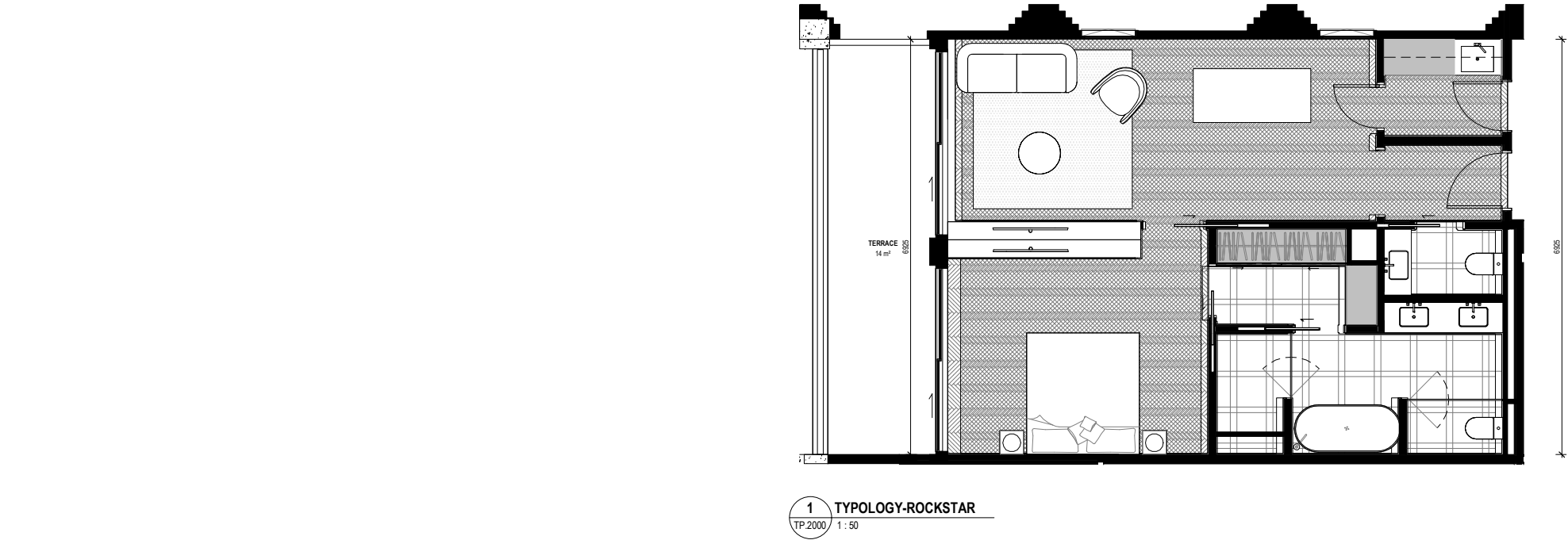
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2 TYPOLGY-SUITE IC
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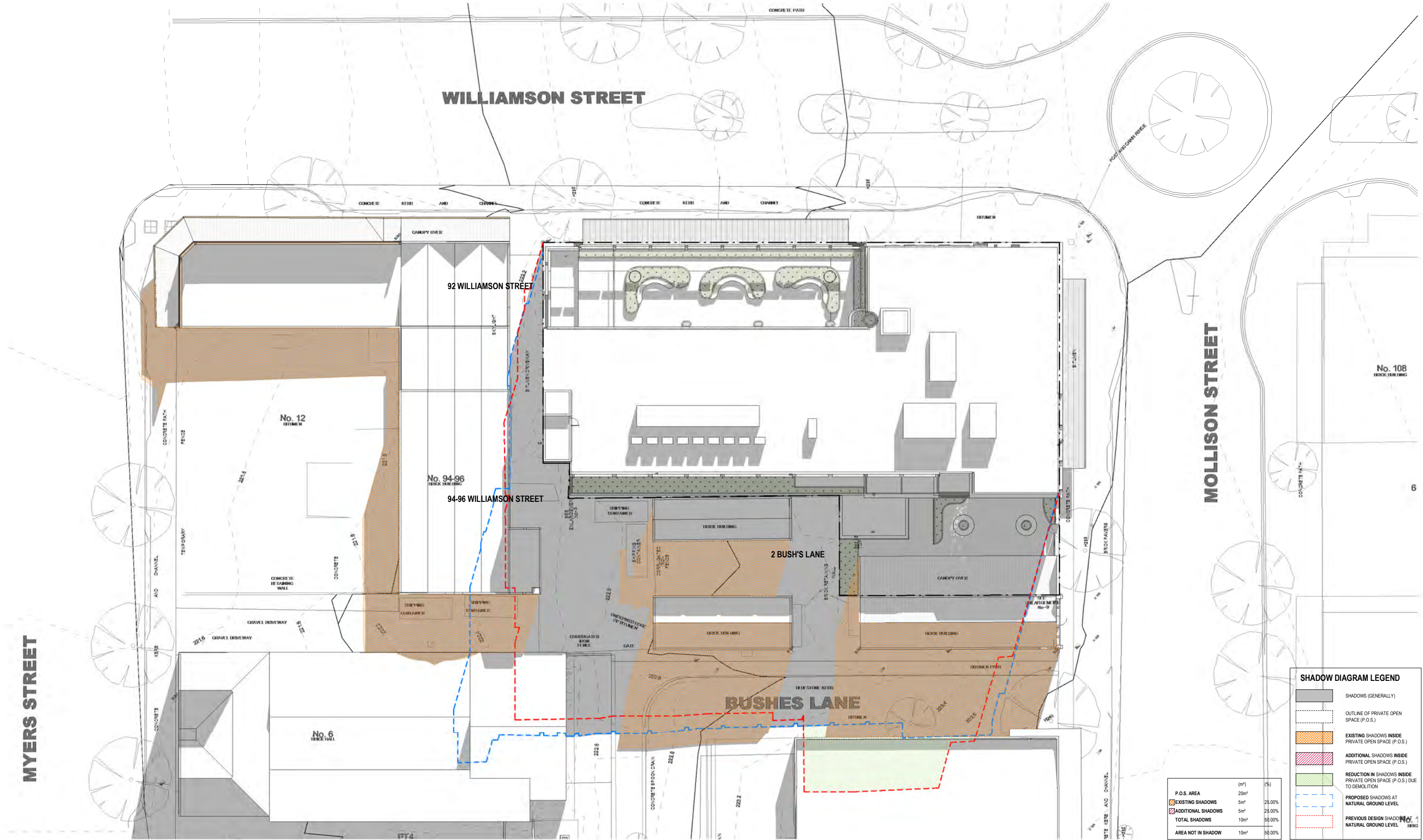


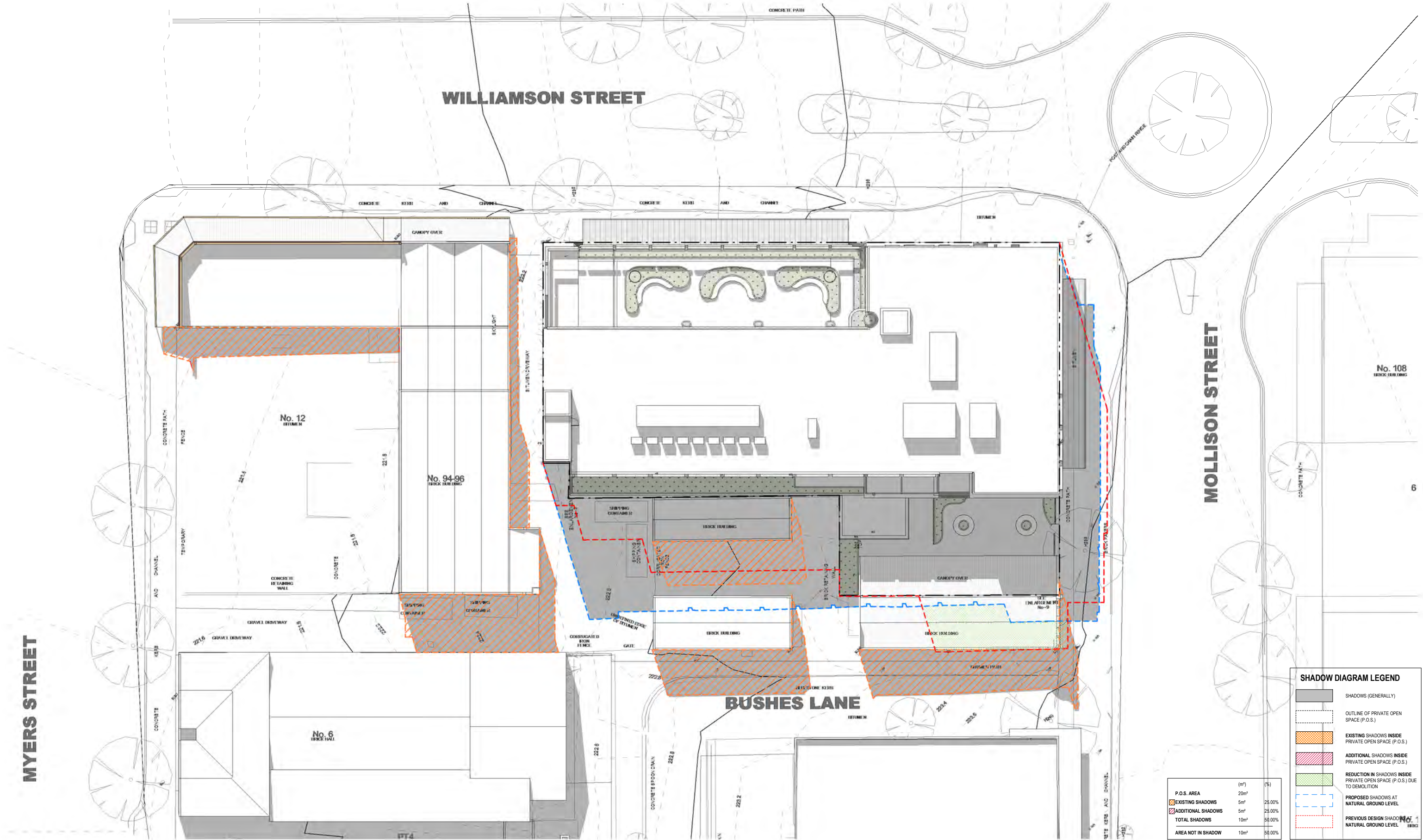
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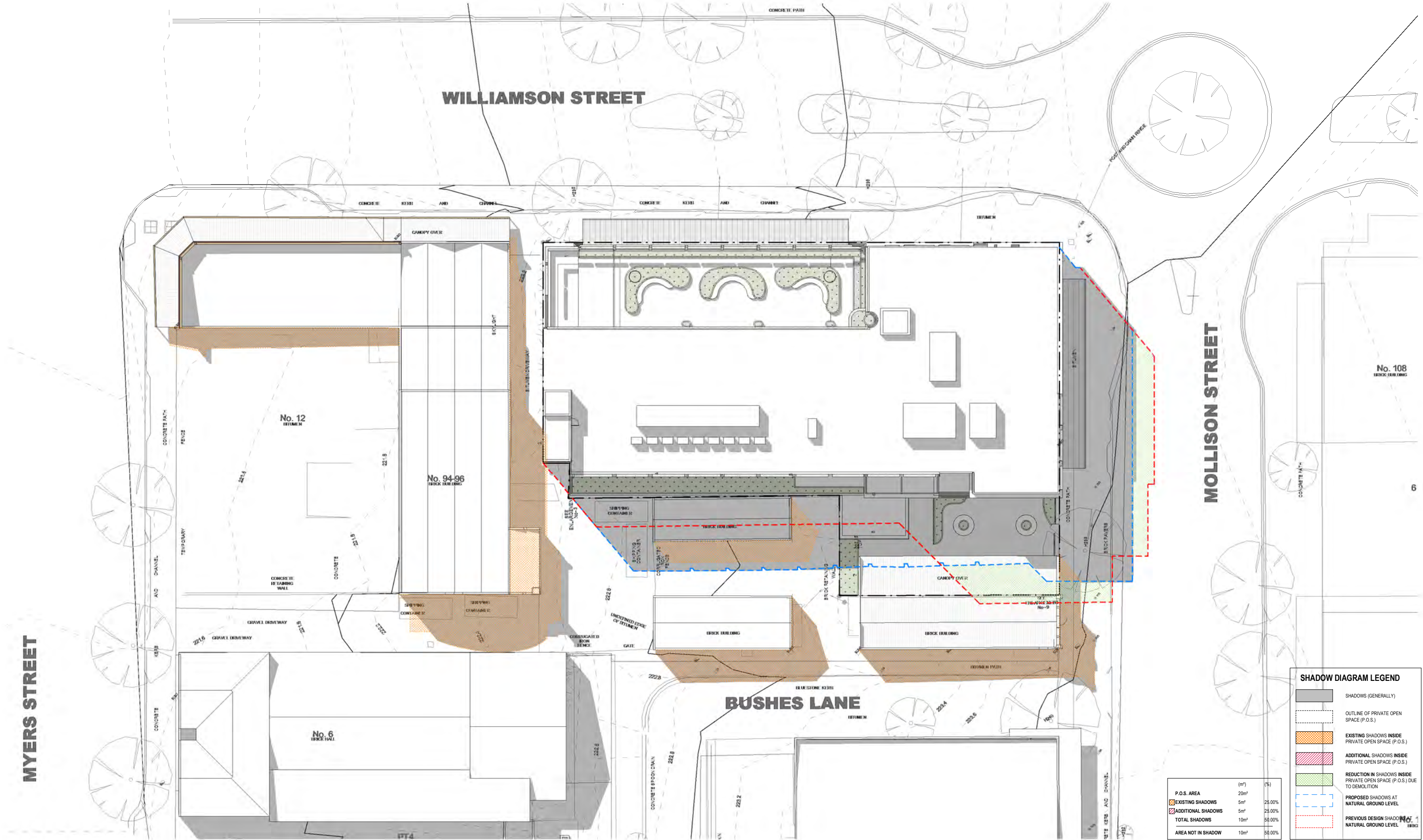


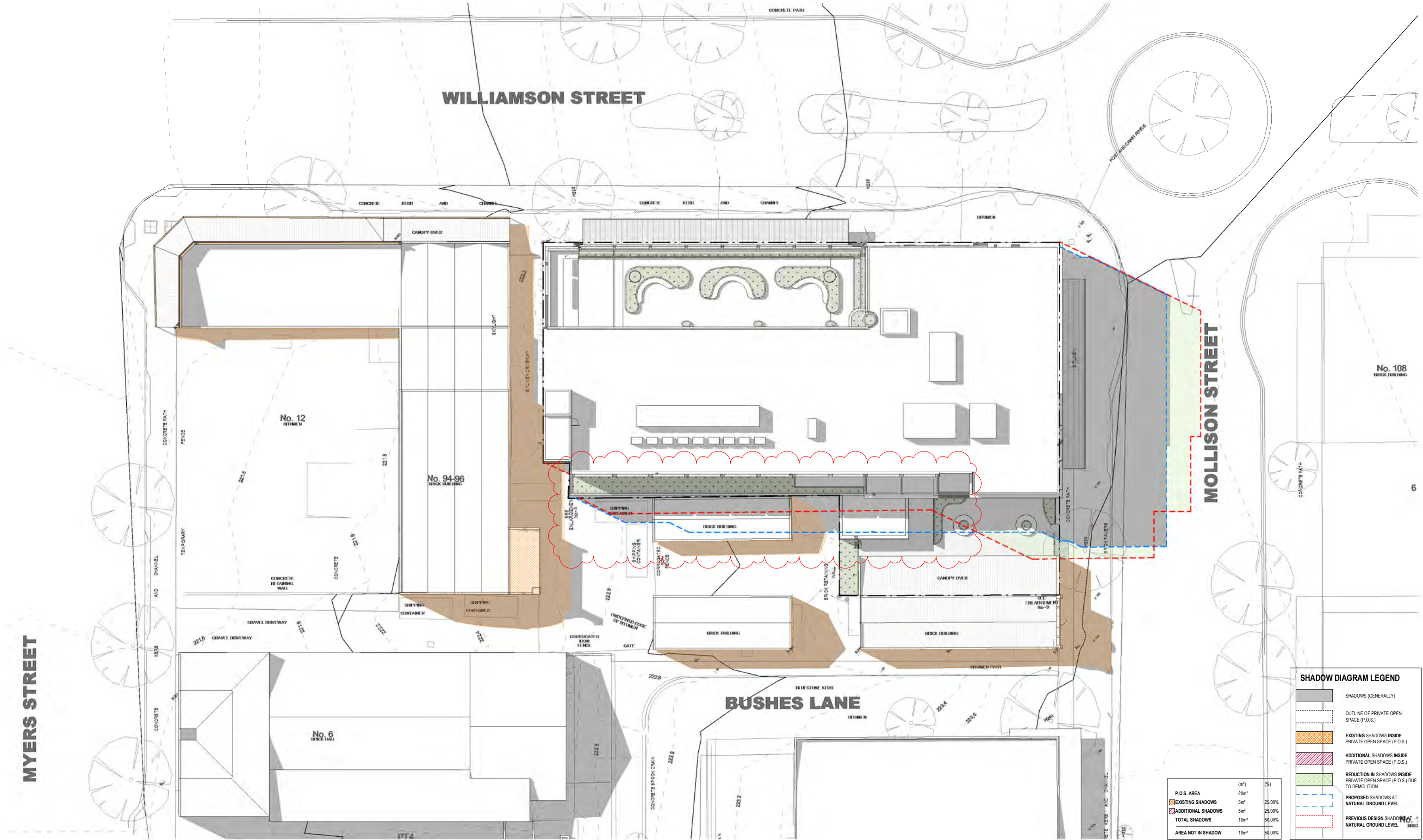
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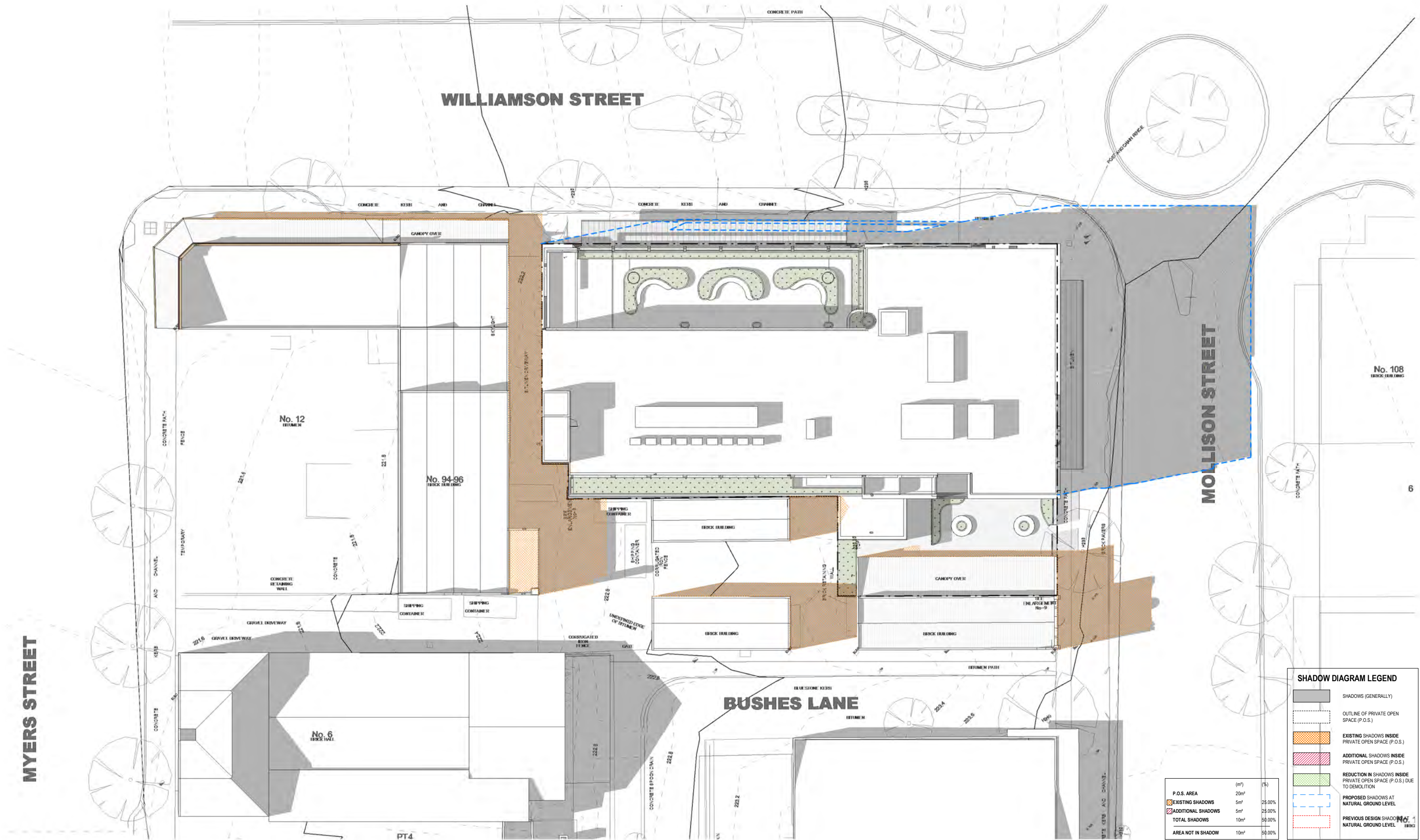
SHADOW DIAGRAM LEGEND

- SHADOWS (GENERALLY)
- OUTLINE OF PRIVATE OPEN SPACE (P.O.S.)
- EXISTING SHADOWS INSIDE PRIVATE OPEN SPACE (P.O.S.)
- ADDITIONAL SHADOWS INSIDE PRIVATE OPEN SPACE (P.O.S.)
- REDUCTION IN SHADOWS INSIDE PRIVATE OPEN SPACE (P.O.S.) DUE TO DEMOLITION
- PROPOSED SHADOWS AT NATURAL GROUND LEVEL
- PREVIOUS DESIGN SHADOWS AT NATURAL GROUND LEVEL

P.O.S. AREA	(m ²)	(%)
EXISTING SHADOWS	5m ²	25.00%
ADDITIONAL SHADOWS	5m ²	25.00%
TOTAL SHADOWS	10m ²	50.00%
AREA NOT IN SHADOW	10m ²	50.00%

REV	DATE	REVISION	BY	CHK
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SHADOW DIAGRAM LEGEND

SHADOWS (GENERALLY)

OUTLINE OF PRIVATE OPEN SPACE (P.O.S.)

EXISTING SHADOWS INSIDE PRIVATE OPEN SPACE (P.O.S.)

ADDITIONAL SHADOWS INSIDE PRIVATE OPEN SPACE (P.O.S.)

REDUCTION IN SHADOWS INSIDE PRIVATE OPEN SPACE (P.O.S.) DUE TO DEMOLITION

PROPOSED SHADOWS AT NATURAL GROUND LEVEL

PREVIOUS DESIGN SHADOW AT NATURAL GROUND LEVEL

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Development Summary

Development Summary

CERA STRIBLEY

PROJECT NUMBER	24073
ADDRESS	94-104 Williamson St, Bendigo
PROJECT STATUS	TP Submission
DATE	Jun-25

SITE AREA (m2) APPROX	2018
BUILDING FOOTPRINT (m2)	1691.0
SITE COVERAGE	83.8%

PROJECT SUMMARY - ROOMS

LEVEL	TOTAL HOTEL ROOMS	TYPE
LEVEL 02	9	8 Std King, 1 Suite
LEVEL 03	24	6 Std King, 1 DDA Std King, 10 Deluxe King , 1 DDA Deluxe King, 4 Suites, 1 DDA Suite, 1 Rock Star Suite
LEVEL 04	24	7 Std King, 10 Deluxe King, 1 DDA Deluxe King , 4 Suites, 1 DDA Suite, 1 Rock Star Suite
SUBTOTAL	57	20 Standard King , 1 DDA Std King , 20 Deluxe King, 2 DDA Deluxe King, 9 Suites, 2 DDA Suites, 2 Rockstar Suite

LEVEL	CAR PARKS	BIKE PARKS	SCOOTER PARKS
GROUND	3	16	2
LEVEL 01	44	2	3
TOTAL	47	18	5

PROJECT SUMMARY - AREAS

LEVEL	CORE/ SERVICES (m2)	BOH (m2)	CORRIDOR / LOBBY (m2)	PARKING / COMMON (m2)	HOTEL AMENITY AREA (m2)	HOTEL OUTDOOR AMENITY AREA (m2)	ROOM NSA (m2)	TERRACE / P.O.S (m2)	TOTAL GFA (m2) (EX BALC)	NETT-GROSS EFFICIENCY
GROUND	273	245	281	525	336			304	1660	
LEVEL 01	143		16	1527					1686	
LEVEL 02	95	86	114		455	445	317	43	1067	29.71%
LEVEL 03	85	19	162				827	33	1093	75.66%
LEVEL 04	85	19	162				828	14	1094	75.69%
SUBTOTAL	681	369	735	2052	791	445	1972	394	6600	

Note: All areas are approximate only and are subject to final checking against survey infomration and authority approvals.

CERA STRIBLEY

Domenic Cerantonio

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Chris Stribley

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