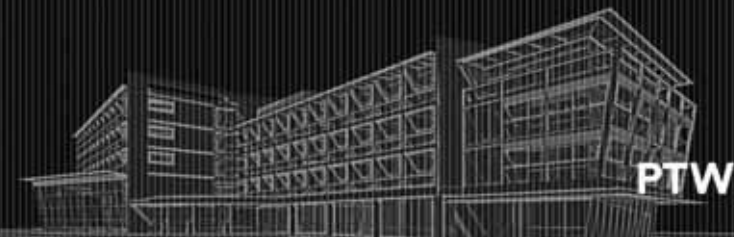




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BRIDGE ROAD HOTEL
NOWRA

Prepared for DAVMAR Development PT



PTW





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INTRODUCTION

The developer Nowra Holdings PTY LTD, has briefed PTW Architects to prepare concept plans for a 135 room, 4 star hotel development on the existing motel site adjoining Council Multipurpose Convention Centre.

The hotel proposed responds to the need to provide up-market accommodation in Nowra. Previous research carried out by Dain and Simpson and Associates has highlighted the demand for this type of accommodation will be needed in Nowra based on discussions with local tourist bodies, booking service operators, Tourism NSW and the Illawara Tourism organisation, and local accommodation operators.

The main observations for an upmarket hotel in Nowra are as follows:

- Demand for upmarket accommodation come from, the domestic, holiday and business markets as well as local and international future tourism projections.
- Shoalhaven is now attracting middle and high income earners, tourists and holiday travellers, only two and a half hours from Sydney.
- The new leisure markets are seeking out quality developments with better accommodation. The ambience and setting being very important, with attractive views and recreational setting, eg. Boating, fishing, beaches, etc
- On the coastline, the atmosphere and ambience of the site proposed are extremely important to the success of this type of development proposed. As well as attractive river views, and proximity to beach setting that provides accommodation reflecting marine environment.
- Proximity to council's multifunctional centre to the east of Bridge Street provides an opportunity to complement and integration of services to the community and the Council precinct as a whole.
- There is a strong demand from local companies.

The Dain and Simpson and Associates report "Demand for up-market visitor accommodation in Shoalhaven City" indicates very strongly that there are "Gaps" in the supply of accommodation in the Shoalhaven especially for Up-market hotel (four star) and Serviced apartment in Nowra.



Tourism/Corporate Hotel Proposal

There is a need for a corporate hotel in Nowra that can meet the needs of the local business, market and provide facilities for meetings, dining and local events.

Description

The property envisaged for Nowra is a business style hotel of 4-4.5 star standard. The hotel should be contemporary in design.

The hotel would need to provide purpose –built meeting rooms as well as a bar and restaurant. It would need to offer room service as well as provide a range of business and personal services. The hotel would need to be professionally operated and provide quality service. The property needs to provide a minimum of number rooms and is designed to enable extensions to cater for market needs.

Locational Consideration

Ideally the hotel should be located, or within close proximity to, the Nowra CBD so that guests can easily walk to restaurants and pubs in town. It should be located to the West of the Princes Highway, with visibility from the Highway considered a bonus, but is not essential. The site should not have a noise problem.

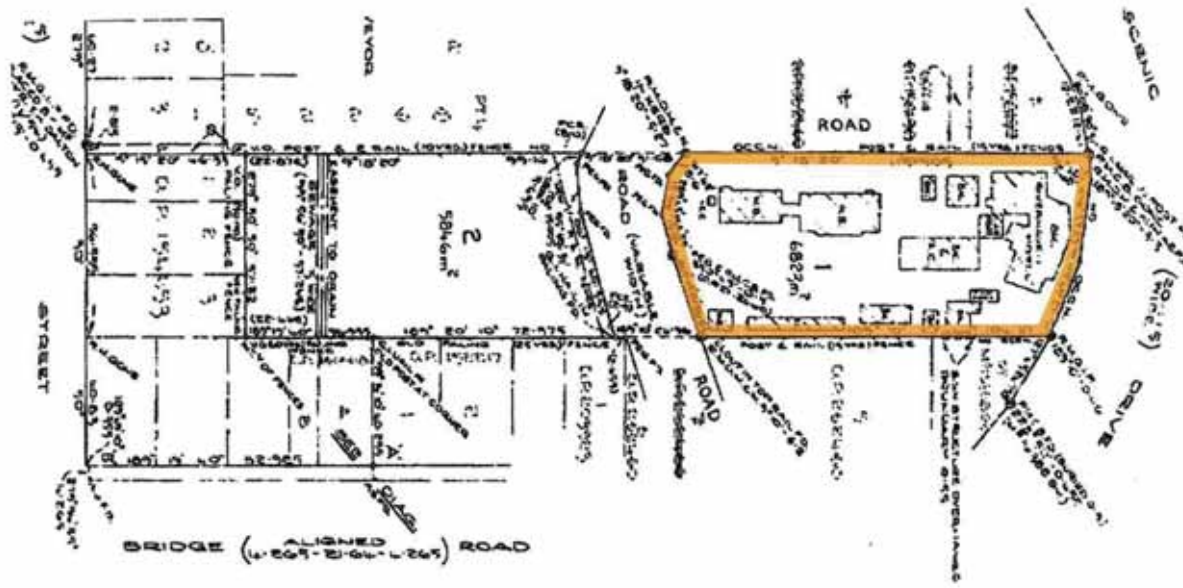
Riverside sites in Nowra have been suggested. The key strength of these sites is the views available. These views would assist in building the function, entertainment and meeting business for the property (assuming that the function rooms, restaurants and bars had excellent views). Possible disadvantages of the riverside sites include the distance from the town centre, possible flooding and possible noise intrusion from the highway (depending on the location).

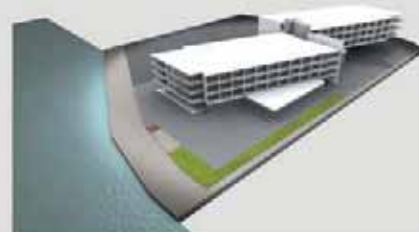
The property should be managed either by a recognised National operator or as a member of the Flag Chain.

The hotel be catering for both domestic and international visitors, with its main market being the corporate sector. As such the needs of this sector need to met in the design and fit out of the property.



SITE - View from Shoalhaven river







HYAM STREET

SCENIC DRIVE

SHOALHAVEN RIVER

SCENIC DRIVE

COUNCIL RESERVE LAND

COUNCIL RESERVE LAND

BRIDGE ROAD

PRINCES HWY

CULTURAL CENTRE

BRIDGE ROAD HOTEL • NOWRA HOLDINGS PTY LTD

COUNCIL BUILDING

SITE - ROOF PLAN



SCALE 1:1,000

PTW



SCENIC DRIVE



BOUNDARY



COUNCIL F

BOUNDARY

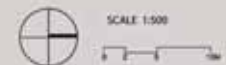
COUNCIL RESERVE LAND

BRIDGE ROAD

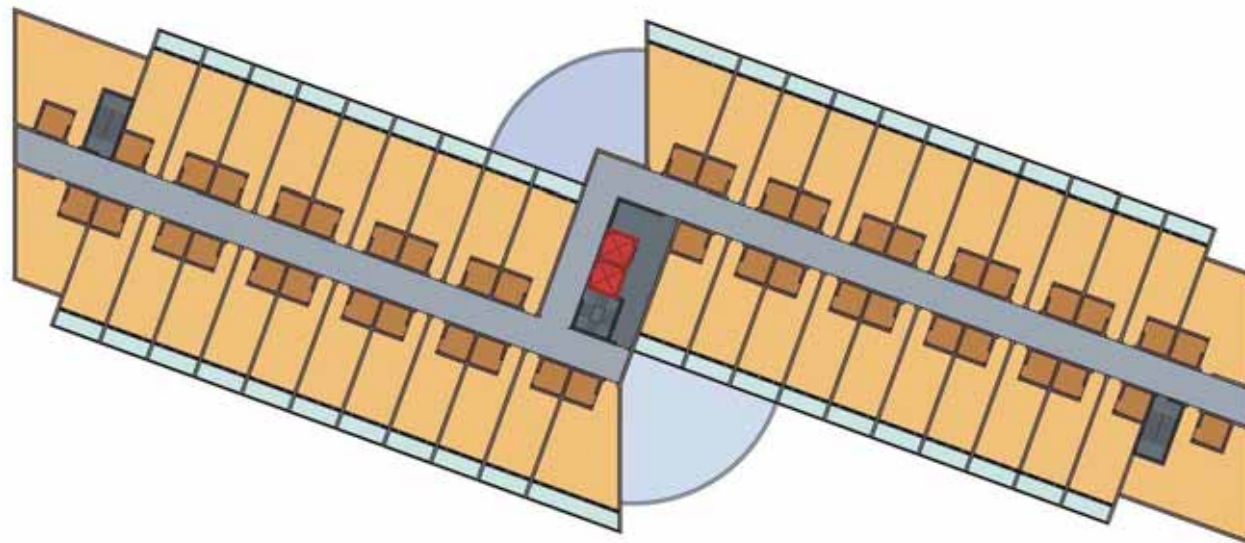
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NOV 2007

MAIN LOBBY - GROUND FLOOR



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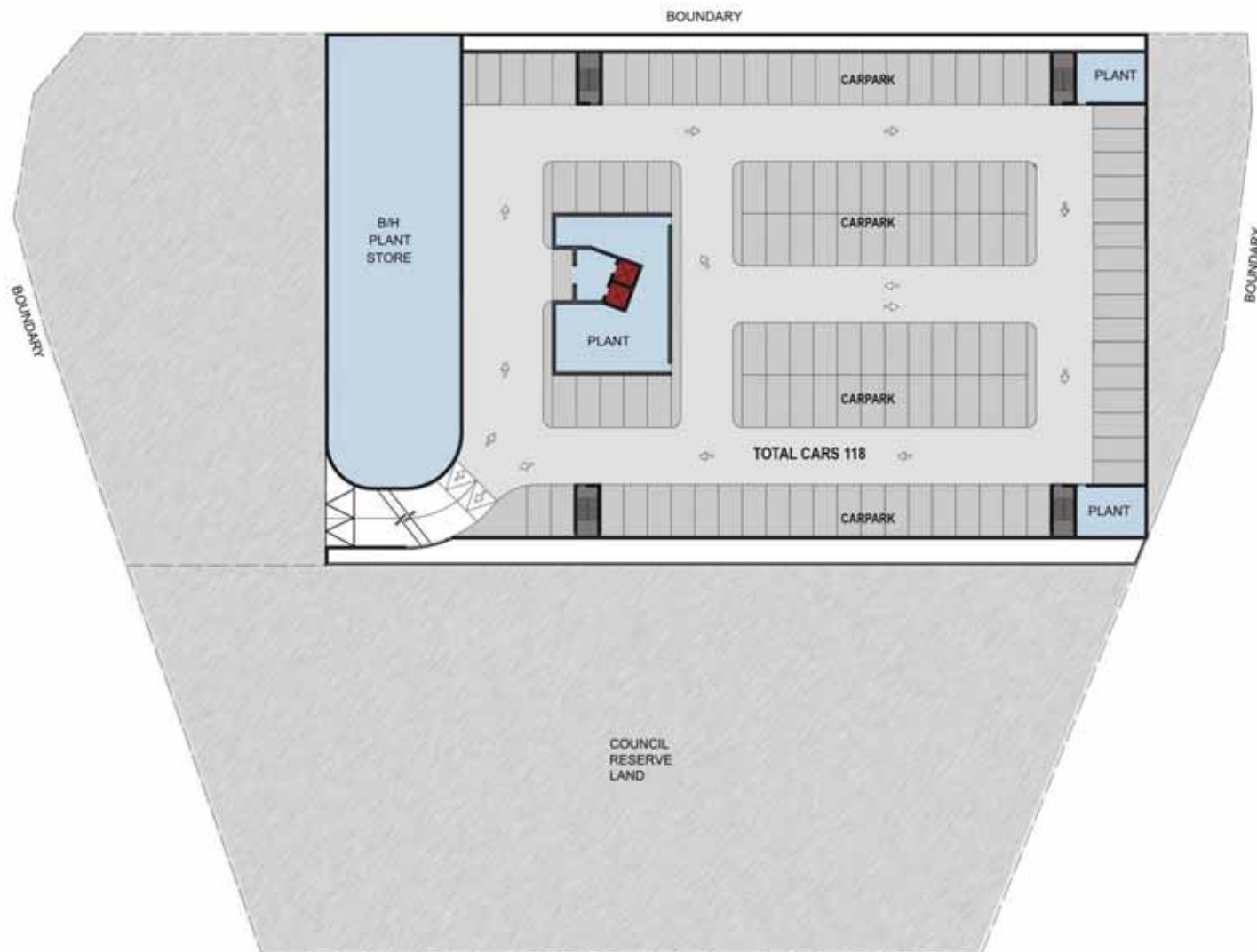


45 Rooms/floor



TYPICAL HOTEL ROOM
1:200







PLANT ROOM
LEVEL 4
LEVEL 3
TYPICAL HOTEL RMS - LEVEL 2
MAIN LOBBY - GROUND FLOOR



PLANT ROOM
LEVEL 4
LEVEL 3
TYPICAL HOTEL RMS - LEVEL 2
MAIN LOBBY - GROUND FLOOR



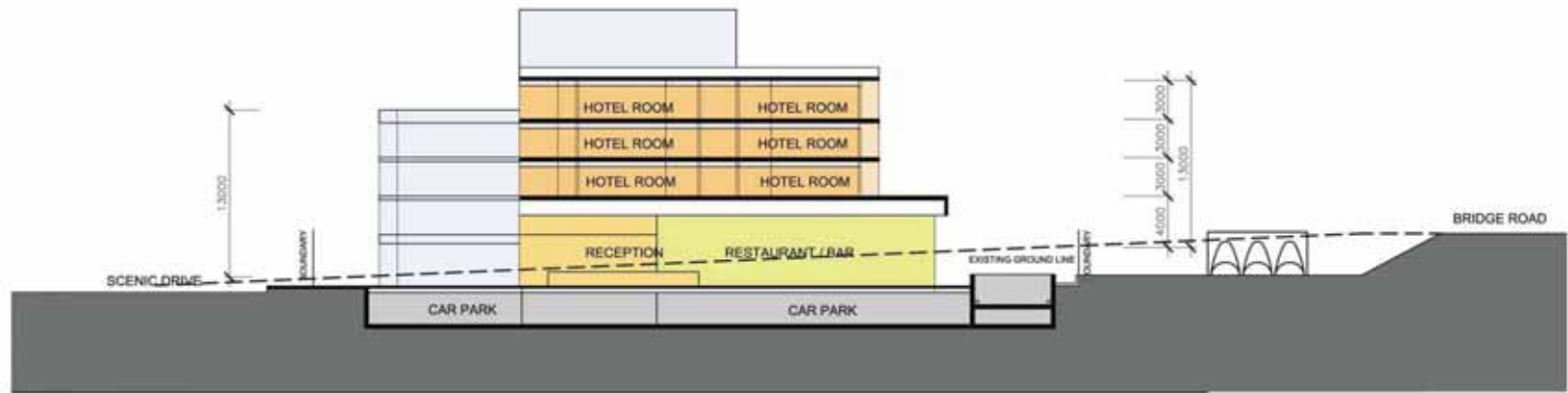
WEST ELEVATION

PLANT ROOM
LEVEL 4
LEVEL 3
TYPICAL HOTEL RMS - LEVEL 2
MAIN LOBBY - GROUND FLOOR

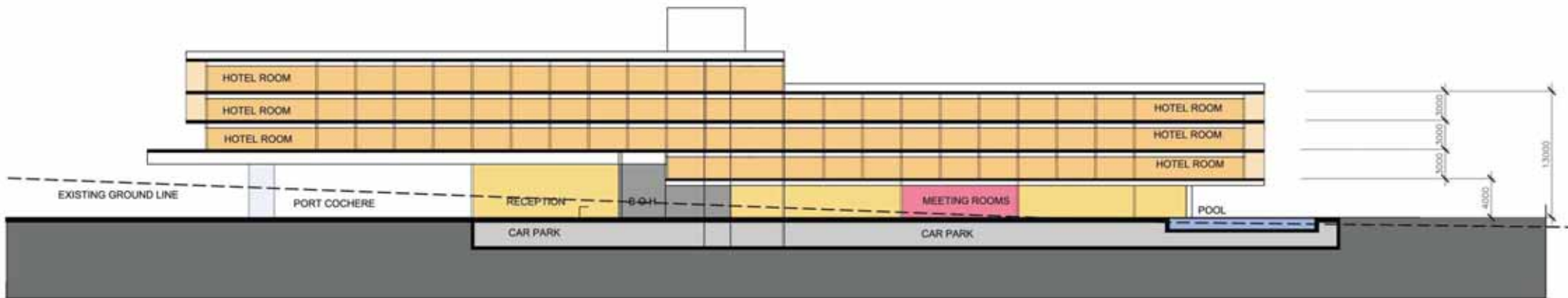


NORTH ELEVATION

PLANT ROOM
LEVEL 4
LEVEL 3
TYPICAL HOTEL RMS - LEVEL 2
MAIN LOBBY - GROUND FLOOR



SECTION B-B



SECTION A-A



