

EVIDENCE SUMMARY OF ANTHONY TOSSWILL

1. We believe the new building, innovation and technology will allow us to complement and focus on the importance of the historical features of Dunedin.
2. We know that new developments excite discussion and sometimes controversy but a beautiful City like Dunedin is obliged to embrace its future in concert with its past.
3. Dunedin has the Forsyth Barr Stadium which is now deemed to be rated in the Top 20 Stadia Globally and fortunately overcame the numerous objections at the time trying to prevent it from happening. Similar reactions were evident in London - The Shard, the Gherkin and the London Eye which today are all accepted as notable English landmarks.
4. There are some public misconceptions around the proposal and I'd like to provide some further clarity:
 - (a) External Glazing used will not be "Mirrored".
 - (b) In terms of height, to attain a sustainable Development and taking into consideration Community and Residents behind we took the following into account:
 - (c) Reduced the Width of the Building as much as possible so we could provide View Channels for the Residents behind us on the Hill. This understandably resulted in some further elevation.
 - (d) In our opinion it is important that a 5 Star Hotel should have some rooms with views.
 - (e) Our design provides views of the City and across its wonderful Otago Harbour.
 - (f) There are 16 actual Building Levels but the effective overall height of the Hotel and Units is 'only 13 Storeys', the same height as other Buildings in Dunedin.
 - (g) Commercial & Economic reasons were also considered so Residential Inner City Units were introduced to support local business community and enhance central inner city living which is almost non existent today in Dunedin.
 - (h) Also, offering Unit sales reduces the debt to enhance the viability of the Development.
 - (i) The unique array of retail outlets being introduced to the City are primarily innovative services not available in the City and/or are night services when virtually all retail is closed. Eg. Hot Pools, 24hr Coffee Shop, Local Arts & Crafts, along with services like Electric Bike Hire & Charging Station, Wine Club, Gym and Spa.

- (j) The Conference facilities have been designed with Break-out/Meeting Rooms to support the Exhibition & Function Centre and Dunedin Venues. There is no intent to compete, our only desire is to 'complement'.
5. We do not think we can copy or even try to duplicate the fantastic Architecture of the Historic Buildings of Dunedin. To us it would be inappropriate.
6. And here are some of the Benefits of this 5 Star Hotel Development:
- (a) This New 5 Star Hotel, strategically nestled within the Central Dunedin precinct will open up multiple Economic and Social opportunities for our City.
 - (b) Increased employment directly and indirectly.
 - (c) Increased local economy through visitors, business people, students, conferences etc.
 - (d) Increased tourism/visitor opportunities now with a 5 Star Choice!!
 - (e) Accommodation options for high profile Visitors/Groups/Investors!
 - (f) A globally branded 5 Star Operator would market this Dunedin Hotel right across their networks.
 - (g) Increase the marketing status of Dunedin as a premium Conference venue!
 - (h) Boost the marketing of Dunedin as a top venue for sporting events!
 - (i) Increase the opportunities for Dunedin to promote itself as a truly vibrant & elegant City which embraces both new and heritage architecture.
 - (j) Brilliantly supports the Town Hall facility adjacent to the Development, to generate new revenue for the benefit of the City ratepayer.
 - (k) Accommodating up to an additional 400 guests nightly, boosting our local business community.
 - (l) Support & Promote local Tourism ventures, amenities and outlets.
 - (m) Announces to all of NZ that Dunedin is a now vibrant fully-fledged 5 Star City open for business and investment.
 - (n) Offers a perfect location choice for out-of-town student family's to stay.
 - (o) Delivers Tourist Activities in the Centre of town (eg Hot Pools, Electric Bikes etc).
 - (p) Provides 24 hour services currently not available in Dunedin eg Café/Restaurant etc.
 - (q) Retail areas dedicated to promote local wines, cheeses, and other produce.

- (r) Displaying appropriate local Iwi art and taonga (treasures) with possible pounamu/ wood carving area on site etc.
 - (s) This Development will be a major economic generator along with contributing via the Council back to the community by way of additional rates revenue as a Hotel and Resident complex vs the return as a just a DCC Carpark.
7. And wouldn't it be nice in the event of another concert like Fleetwood Mac or the upcoming Ed Sheeran performance to have enough of the right type of accommodation available rather than visitors flying back to Auckland or having to go as far as, say Oamaru to book a night's accommodation?
 8. Dunedin has among the best event facilities in NZ, but it is vital that visitors have somewhere to stay our City.
 9. It was all about a decision to promote a Dunedin that was "open for development, tourism and business" and that innovation and technology be incorporated to complement the beautiful architecture that exists in Dunedin. The design in relation to height is intended to support the CBD area being defined as a landmark. It is not our intention to replicate the old, historic valued buildings of Dunedin rather enhance them by blending "old" with "new" to highlight the existing architecture as well as signify Dunedin's readiness to move forward and support future growth.
 10. We are confident that this Development will attract both Domestic and International investment into Dunedin and the City will be perceived in a new light as at long last and proudly, it will finally have its very own 5-Star Hotel!