

DEVELOPMENT APPLICATION

APPLICATION NUMBER:	PLN-25-307
PROPOSED DEVELOPMENT:	Tourist Operation - Chocolate Experience at Cadbury
LOCATION:	100 Cadbury Road Claremont
APPLICANT:	Era Advisory
ADVERTISING START DATE:	27/03/2026
ADVERTISING EXPIRY DATE:	15/04/2026

Plans and documentation are available for inspection at Council's Offices, located at 374 Main Road, Glenorchy between 8.30 am and 5.00 pm, Monday to Friday (excluding public holidays) and the plans are available on Glenorchy City Council's website (www.gcc.tas.gov.au) until **15/04/2026**.

During this time, any person may make representations relating to the applications by letter addressed to the Chief Executive Officer, Glenorchy City Council, PO Box 103, Glenorchy 7010 or by email to gccmail@gcc.tas.gov.au.

Representations must be received by no later than 11.59 pm on **15/04/2026**, or for postal and hand delivered representations, by 5.00 pm on **15/04/2026**.

CHOCOLATE EXPERIENCE

AT CADBURY



CUMULUS RESPECTFULLY ACKNOWLEDGES THE FIRST PEOPLES OF AUSTRALIA, THEIR ELDERS PAST, PRESENT AND EMERGING, WHO WERE AND ARE THE KEEPERS OF THEIR CULTURAL AND SPIRITUAL KNOWLEDGE AND TRADITIONS, AND THE TRADITIONAL CUSTODIANS OF THE LAND ON WHICH WE LIVE AND WORK.

ARCHITECT/BSIP

ARCHITECT / ACCREDITED DESIGNER
 PETER WALKER

ACCREDITATION N°
 CC2143E

ARCHITECT ADDRESS
 SUITE 2, LEVEL 2, 147 MACQUARIE STREET HOBART, TAS 7000
 +61(3) 6231 4841

CLIENT/OWNER/PRINCIPAL

CLIENT NAME
 CLIENT NAME

CLIENT ADDRESS
 CLIENT ADDRESS, CLIENT CITY, CLIENT STATE, CLIENT P CODE

PROJECT INFORMATION

PROJECT N°
 J22112

PROJECT NAME
 CHOCOLATE EXPERIENCE
 AT CADBURY

PROJECT ADDRESS
 100 CADBURY ROAD
 CLAREMONT
 TASMANIA 7011

DETAILS

NCC CLASSIFICATION	Class 9b, Class 5, Class 6, Class 8 TBC
CONSTRUCTION TYPE	Class A
TITLE REFERENCE	139355/2
DESIGN WIND SPEED	REFER ENG
SOIL CLASS	REFER ENG
CLIMATE ZONE	7
BAL RATING	N/A
ALPINE AREA	N/A
CORROSION LEVEL	C2
OTHER HAZARDS	



LOCATION PLAN

SITE AREA	AREA (m2)	NOTES
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FLOOR AREA (EXCLUDES EXTERNAL AREAS)	STORY	AREA (m2)
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DECK/VERANDAH AREA	DESCRIPTION	AREA (m2)
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J22112 AREA SCHEDULE (by level)

GROUND	Area (m2)
Airlock	29
BOH Lift	7
BOH Stairs	18
Bin Store	42
Cafe	185
Cafe Outdoor Dining	181
Chocolate Central	738
Cleaners	7
Corridor	10
Electrical Substation	80
Emporium	278
Entrance Lobby	64
Fire Control Room	12
Kitchen	178
Lift	15
Lockers&Prms	83
MSB Room	50
Mech Heat Pump Plant	189
Parents room/toilets	34
Riser	3
Servery	139
Service Yard Turning Bay and Loading Dock	483
Sprinkler & Fire Pump	12
Store - Grounds, Golf Cart Parking	70
Ticketing	19
Toilets GF	85
Toilets GF (no ticket)	38
Tropical House	16
Undercover Walkway	318
Warehouse - Ambient, Chilled, Ecom + Emporium Stock	265

FIRST

BOH Circulation	104
BOH Lift	7
BOH Stairs	20
Comms & Elec	12
Factory Control Room	323
Lab & Tropical House	360
Lift	15
Offices	168
PCS - BYOB Production	79
PCS - BYOB Public Access	94
PCS - Masterclass Arrival	23
PCS - Masterclass BOH	18
PCS - Masterclass Production	144
Public Circulation	206
Staff Deck	43
Staff Facilities	79
Staff Kitchen	74
Toilet - L1	20

SECOND

BOH Circulation	138
BOH Lift	7
BOH Stairs	16
Bar	12
Cool Room & Freezer	19
Dry Store	9
Handwash	6
Lift	15
Lounge	174
Lounge Plating Kitchen	51
Lounge entry	34
Main Comms Room	46
PCS - Dry Store	15
PCS - Enrobing, Moulding, Packing	166
PCS - Holding / Ingredients	14
PCS - Inclusions	26
PCS - Panning	16
PCS - Public Activation / Circulation	240
PCS - Setting Room	15
PCS - Tassie Natives	26
PCS - Taste Kitchen Production	30
Pallets	4
Pastry Kitchen	49
Public Circulation	137
Storage	6
Taste Kitchen	343
Taste Kitchen - Holding + BOH	31
Toilet - Lounge	21
Washup	14

GROSS FLOOR AREA (GFA)

Level	Area (m2)
GROUND	2,743
FIRST	2,098
SECOND	1,995
ROOF	468
Total	7,304 m²

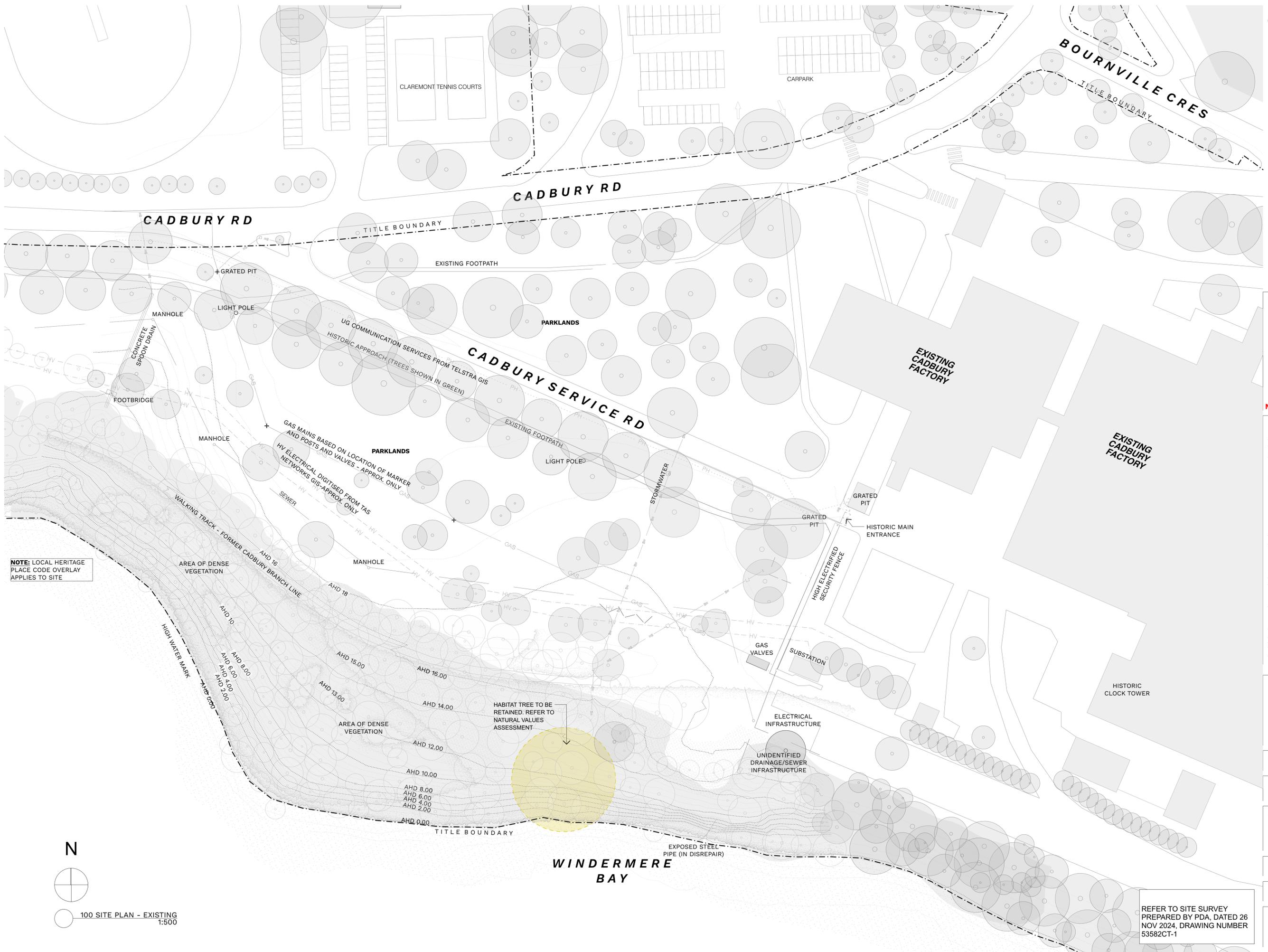
DA DRAWING LIST

No.	REV	DATE
A001	A000 COVER PAGE	DA03 16/09/2025
A100	SITE PLAN - EXISTING	DA02 15/09/2025
A101	SITE PLAN - DECONSTRUCTION	DA02 15/09/2025
A102	SITE PLAN - PROPOSED	DA02 15/09/2025
A103	SITE SECTIONS	DA01 11/09/2025
A110	GROUND FLOOR PLAN	DA01 11/09/2025
A111	LEVEL 1 PLAN	DA01 11/09/2025
A112	LEVEL 2 PLAN	DA01 11/09/2025
A113	PLAN - ROOF	DA01 11/09/2025
A200	ELEVATIONS	DA02 15/09/2025
A300	SECTIONS	DA01 11/09/2025

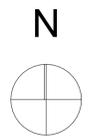
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REV	DATE	PURPOSE	PROJECT STAGE	DRAWING TITLE
DAO 1	11/09/2025	ISSUE FOR DA	CONCEPT DESIGN	A000 COVER PAGE
DAO 2	16/09/2025	ISSUE FOR DA	SCALE 1:0.59, 1:1	PROJECT N° J22112 DATE 16/9/2025
DAO 3	16/09/2025	ISSUE FOR DA	ORIGINAL SIZE A1	DRAWING N° REVISION

ARCHITECT PETER WALKER, CC2143E	DRAWING N°	REVISION
DRAWN BY ###	CHECKED BY ##	A001-DA03



NOTE: LOCAL HERITAGE PLACE CODE OVERLAY APPLIES TO SITE



100 SITE PLAN - EXISTING
1:500

REV	DATE	PURPOSE
DAO 1	11/9/2025	ISSUE FOR DA
DAO 2	15/9/2025	ISSUE FOR DA

**GLENORCHY CITY COUNCIL
PLANNING SERVICES**
 APPLICATION No **PLN-25-307**
 DATE RECEIVED **16 October 2025**

NOT FOR CONSTRUCTION

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 SUITE 104, WAYMOUTH ST.
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 CLAREMONT
 TASMANIA 7011

PROJECT STAGE
CONCEPT DESIGN

DRAWING TITLE
SITE PLAN - EXISTING

ARCHITECT
 PETER WALKER, CC2143E

DRAWN BY
 ##, ##

CHECKED BY
 ##

SCALE
 1:500, 1:1

ORIGINAL SIZE
 A1

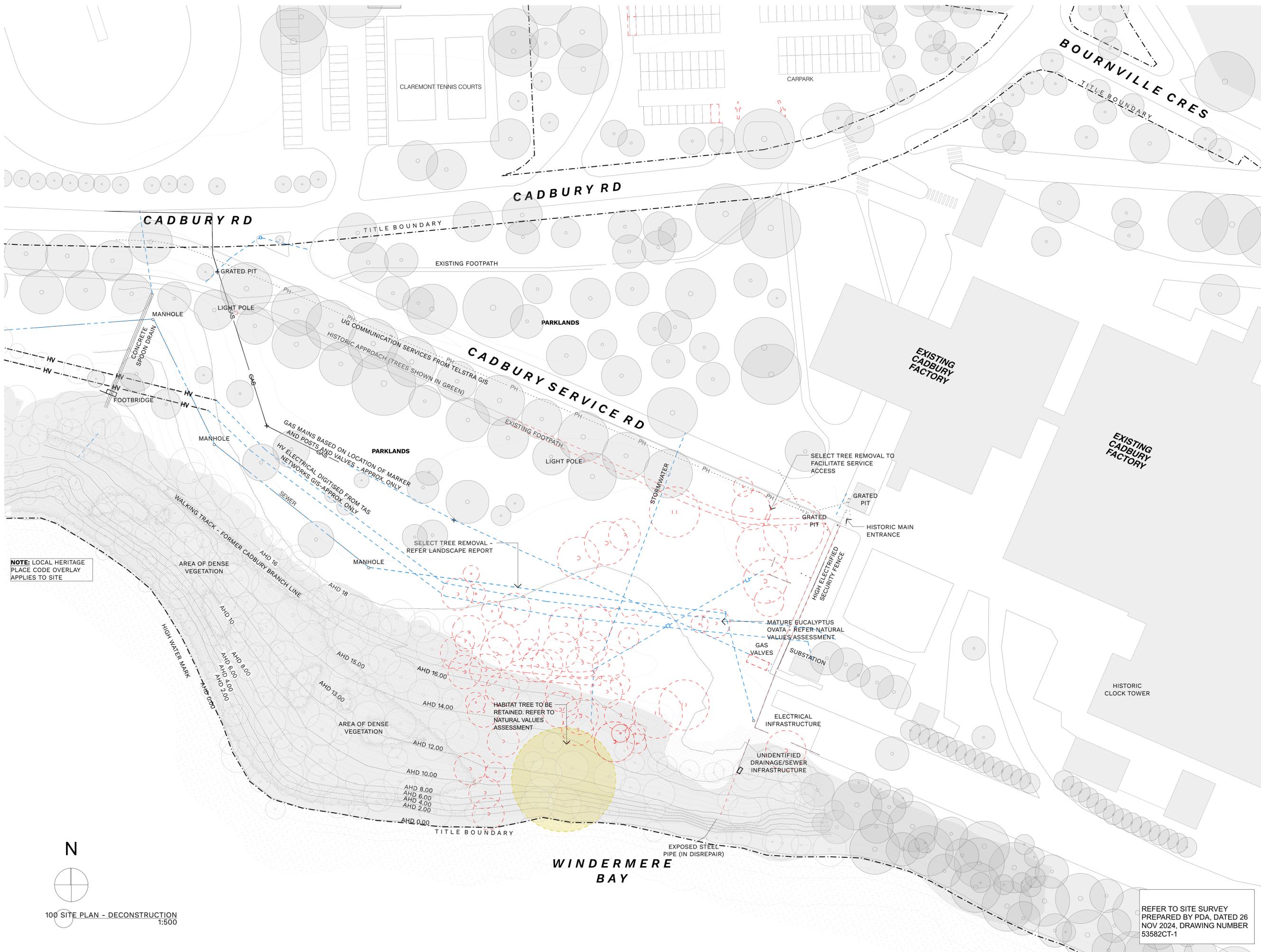
PROJECT No
 J22112

DATE
 15/9/2025

DRAWING No
 A100-DA02

REVISION

REFER TO SITE SURVEY
 PREPARED BY PDA, DATED 26
 NOV 2024, DRAWING NUMBER
 53582CT-1



NOTE: LOCAL HERITAGE PLACE CODE OVERLAY APPLIES TO SITE

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ADELAIDE
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PROJECT ADDRESS
100 CADBURY ROAD
CLAREMONT TASMANIA 7011

PROJECT STAGE
CONCEPT DESIGN

DRAWING TITLE
SITE PLAN - DECONSTRUCTION

ARCHITECT
PETER WALKER, CC2143E

DRAWN BY
##, ##

CHECKED BY
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SCALE
1:500, 1:1

ORIGINAL SIZE
A1

PROJECT No.
J22112

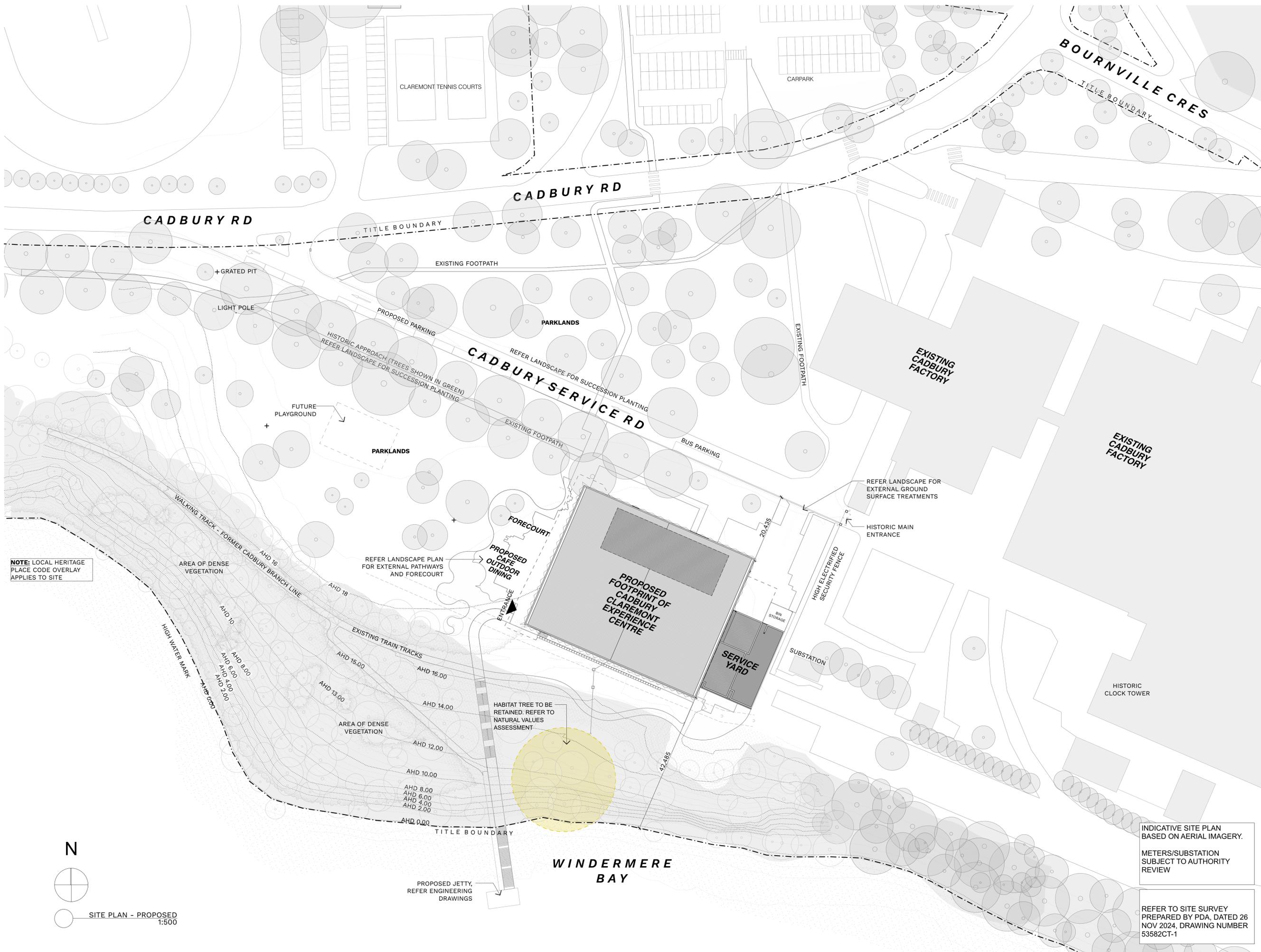
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15/9/2025

DRAWING No.
A101-DA02

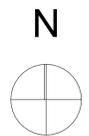
REFER TO SITE SURVEY
PREPARED BY PDA, DATED 26
NOV 2024, DRAWING NUMBER
53582CT-1

N

100 SITE PLAN - DECONSTRUCTION
1:500



NOTE: LOCAL HERITAGE PLACE CODE OVERLAY APPLIES TO SITE



SITE PLAN - PROPOSED
1:500

REV	DATE	PURPOSE
DA0 1	11/9/2025	ISSUE FOR DA
DA0 2	15/9/2025	ISSUE FOR DA

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CHOCOLATE EXPERIENCE TOWER AT CADBURY
PROJECT ADDRESS
100 CADBURY ROAD
CLAREMONT
TASMANIA 7011

PROJECT STAGE
CONCEPT DESIGN

DRAWING TITLE
SITE PLAN - PROPOSED

ARCHITECT
PETER WALKER, CC2143E

DRAWN BY
##, ##

CHECKED BY
##

SCALE
1:500, 1:1

ORIGINAL SIZE
A1

PROJECT No.
J22112

DATE
15/9/2025

DRAWING No.
A102-DA02

REVISION

INDICATIVE SITE PLAN BASED ON AERIAL IMAGERY.

METERS/SUBSTATION SUBJECT TO AUTHORITY REVIEW

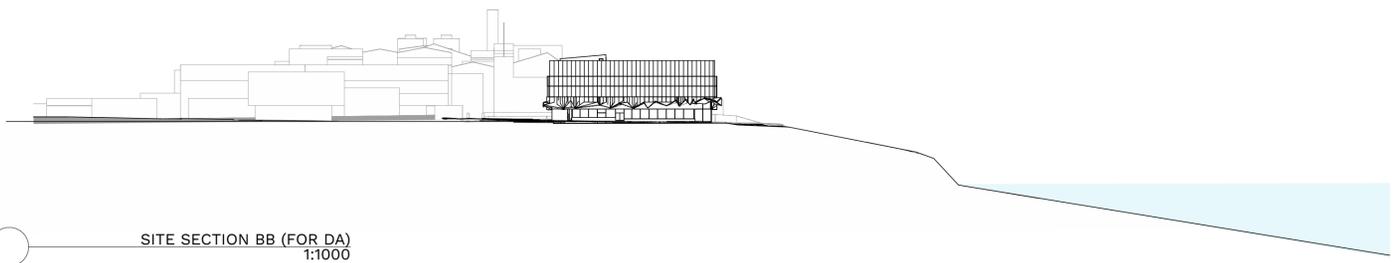
REFER TO SITE SURVEY PREPARED BY PDA, DATED 26 NOV 2024, DRAWING NUMBER 53582CT-1

EXISTING CADBURY FACTORY PROPOSED BUILDING



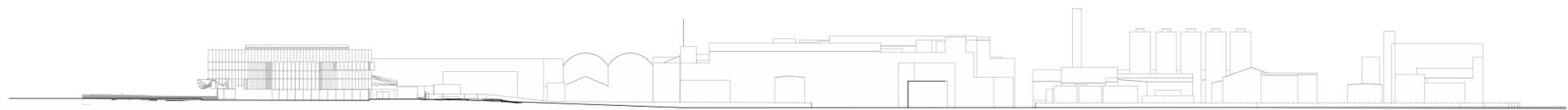
SITE SECTION AA (FOR DA)
1:1000

EXISTING CADBURY FACTORY PROPOSED BUILDING



SITE SECTION BB (FOR DA)
1:1000

PROPOSED BUILDING EXISTING CADBURY FACTORY



SITE SECTION CC (FOR DA)
1:1000

REV	DATE	PURPOSE
DA01	11/9/2025	ISSUE FOR DA

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PLANNING SERVICES
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PROJECT ADDRESS
100 CADBURY ROAD
CLAREMONT
TASMANIA 7011

PROJECT STAGE
CONCEPT DESIGN

DRAWING TITLE
SITE SECTIONS

ARCHITECT
PETER WALKER, CC2143E

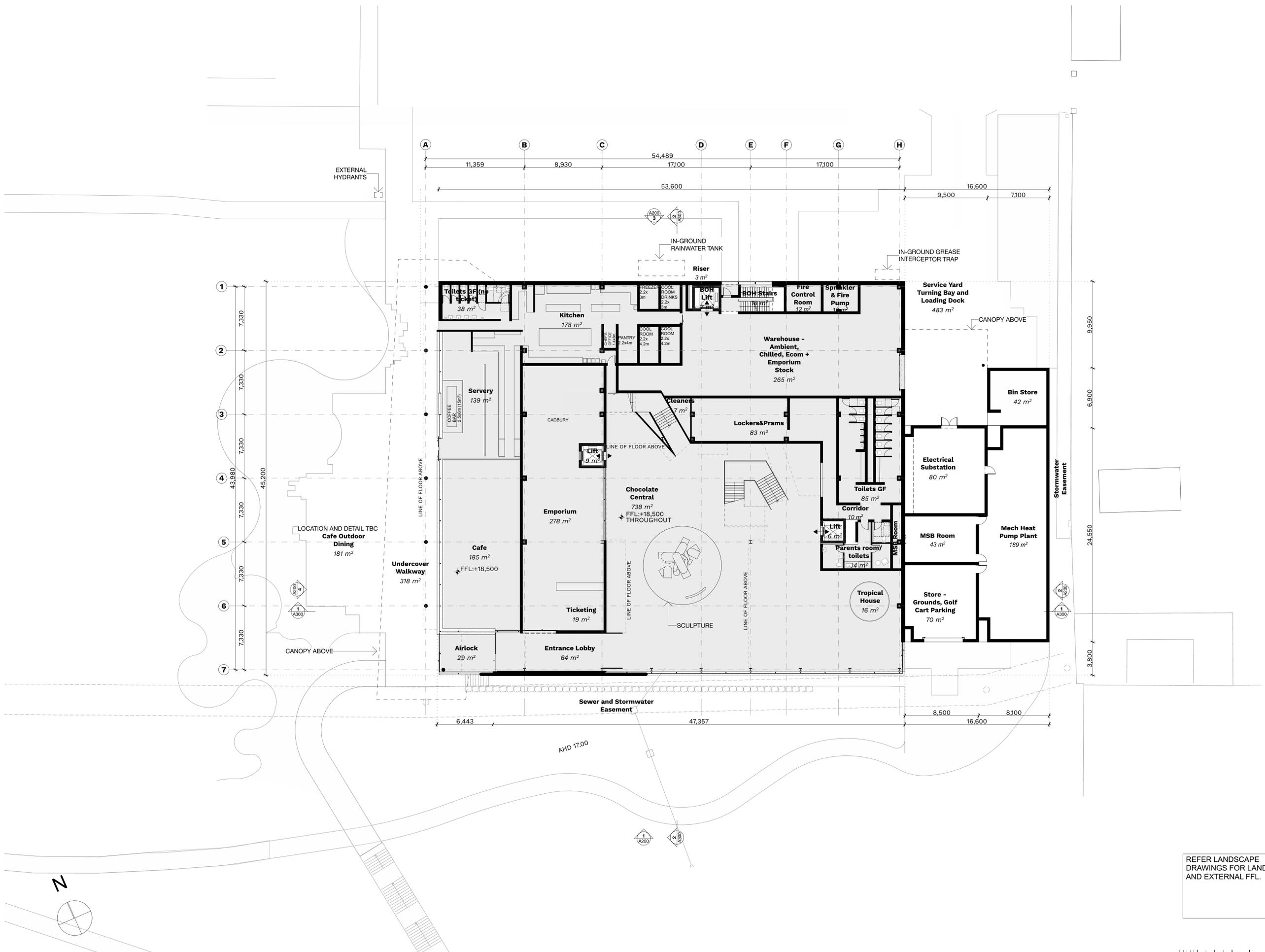
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SCALE ORIGINAL SIZE
1:1000 A1

PROJECT N° DATE
J22112 11/9/2025

DRAWING N° REVISION

A103-DA01



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DRAWING TITLE
GROUND FLOOR PLAN

ARCHITECT
PETER WALKER, CC2143E

DRAWN BY CHECKED BY
##, ## ##

SCALE ORIGINAL SIZE
1:200, 1:1 A1

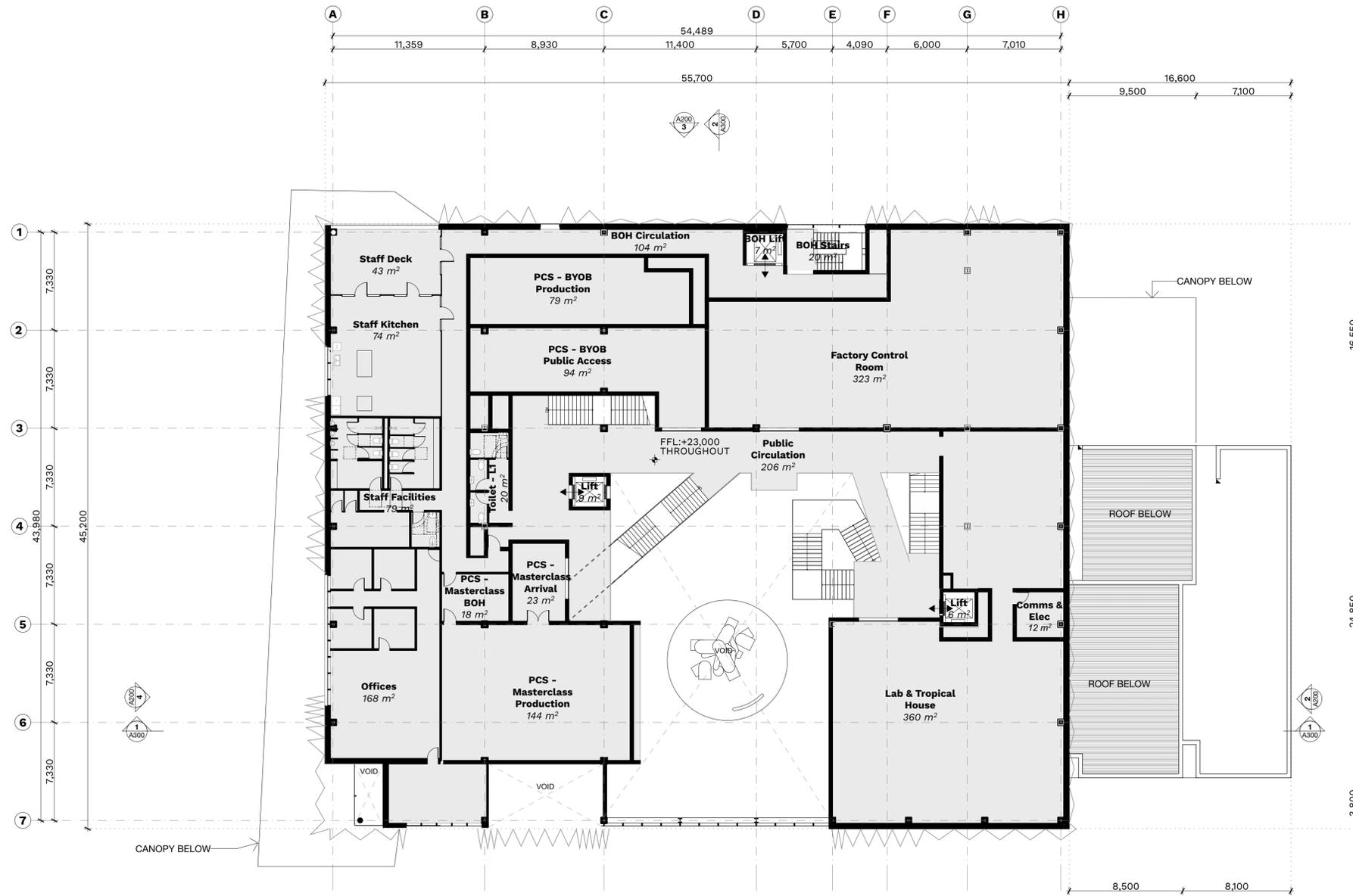
PROJECT No. DATE
J22112 11/9/2025

DRAWING No. REVISION

A110-DA01

REFER LANDSCAPE DRAWINGS FOR LANDSCAPE AND EXTERNAL FFL.





REV	DATE	PURPOSE
DA01	11/9/2025	ISSUE FOR DA
1		

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DRAWING TITLE
LEVEL 1 PLAN

ARCHITECT
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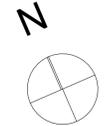
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SCALE ORIGINAL SIZE
1:200 A1

PROJECT Nº DATE
J22112 11/9/2025

DRAWING Nº REVISION

A111-DA01





REV	DATE	PURPOSE
DA0	11/9/2025	ISSUE FOR DA
1		

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PROJECT NAME
CHOCOLATE EXPERIENCE AT CADBURY
 PROJECT ADDRESS
 100 CADBURY ROAD
 CLAREMONT
 TASMANIA 7011

PROJECT STAGE
 CONCEPT DESIGN

DRAWING TITLE
LEVEL 2 PLAN

ARCHITECT
 PETER WALKER, CC2143E

DRAWN BY CHECKED BY
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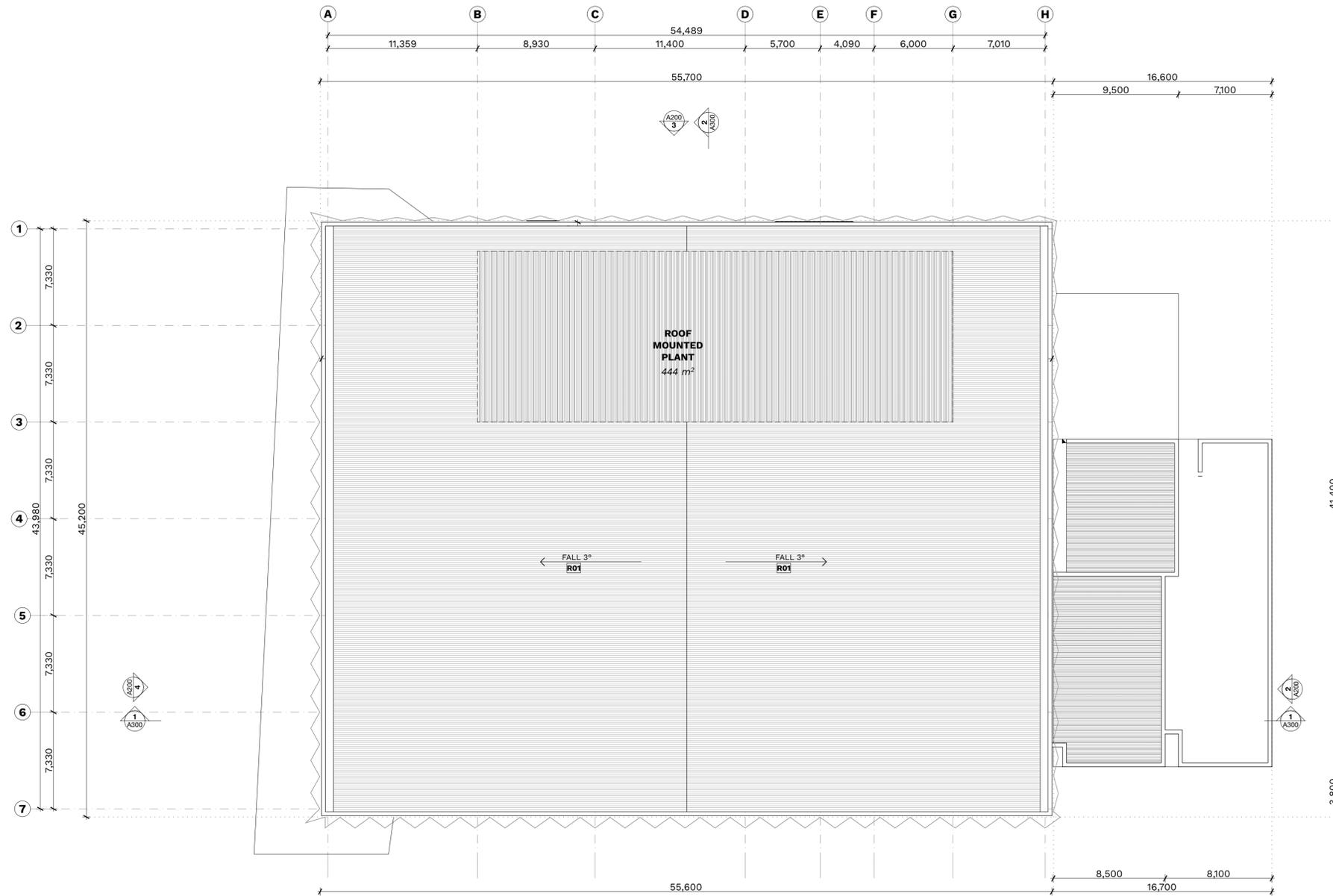
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PROJECT N° DATE
 J22112 11/9/2025

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A112-DA01





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PROJECT STAGE
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DRAWING TITLE
PLAN - ROOF

ARCHITECT
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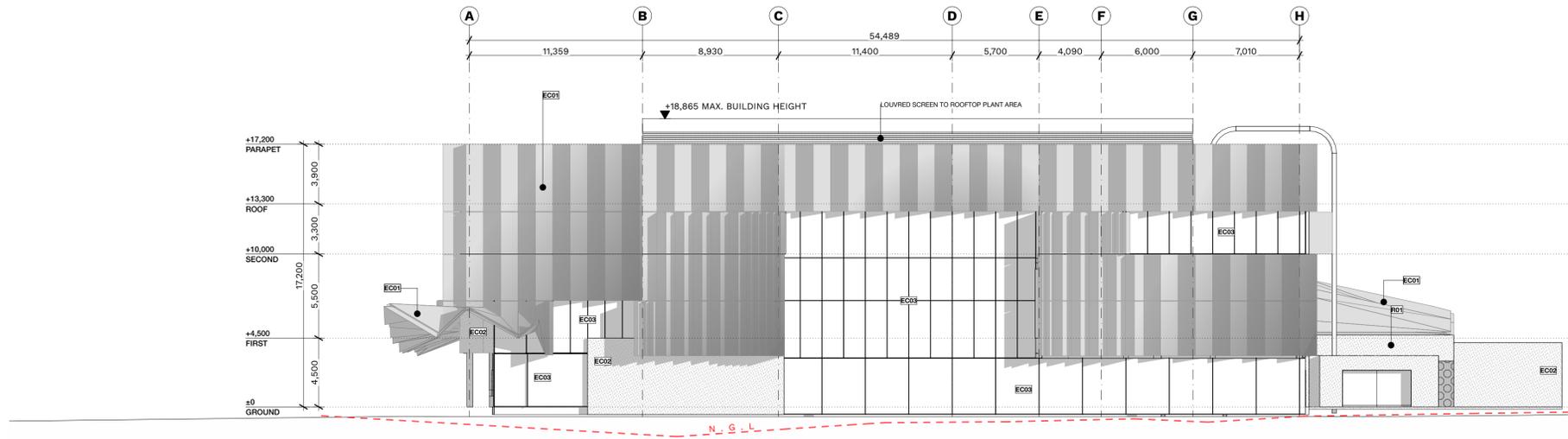
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PROJECT N° DATE
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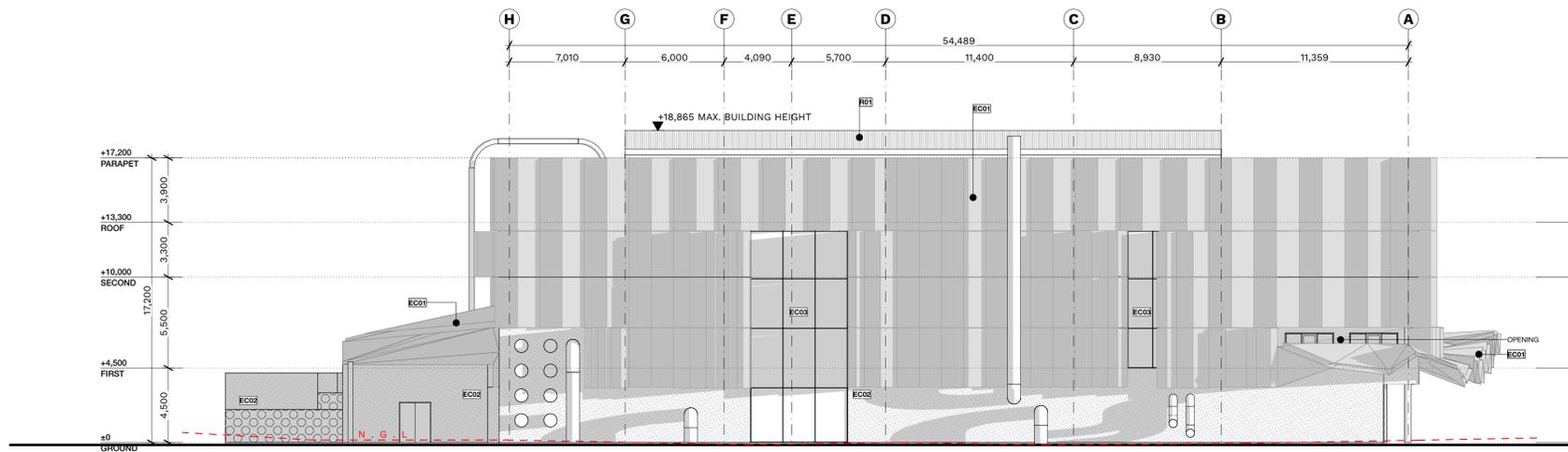
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A113-DA01

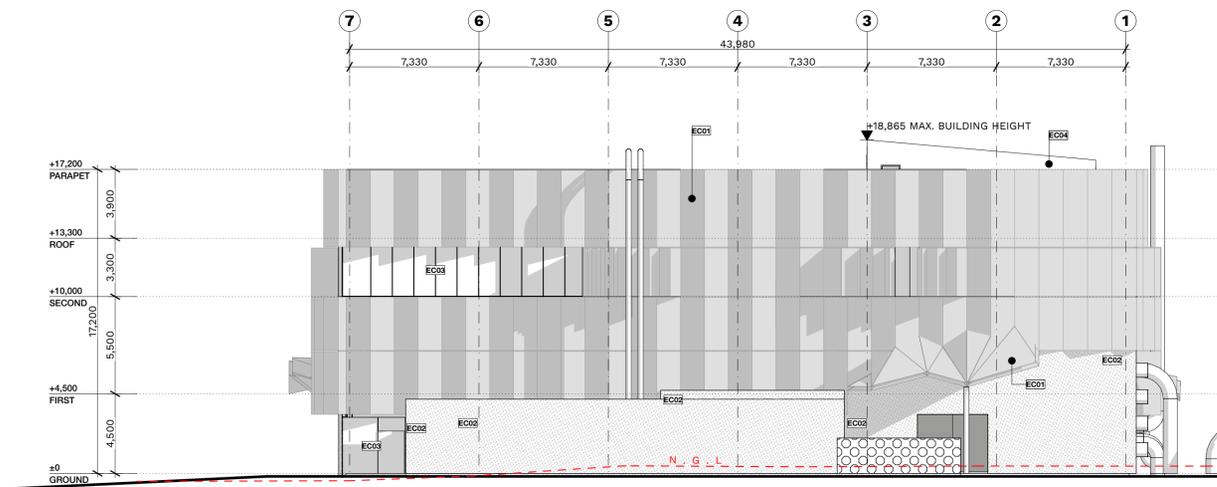




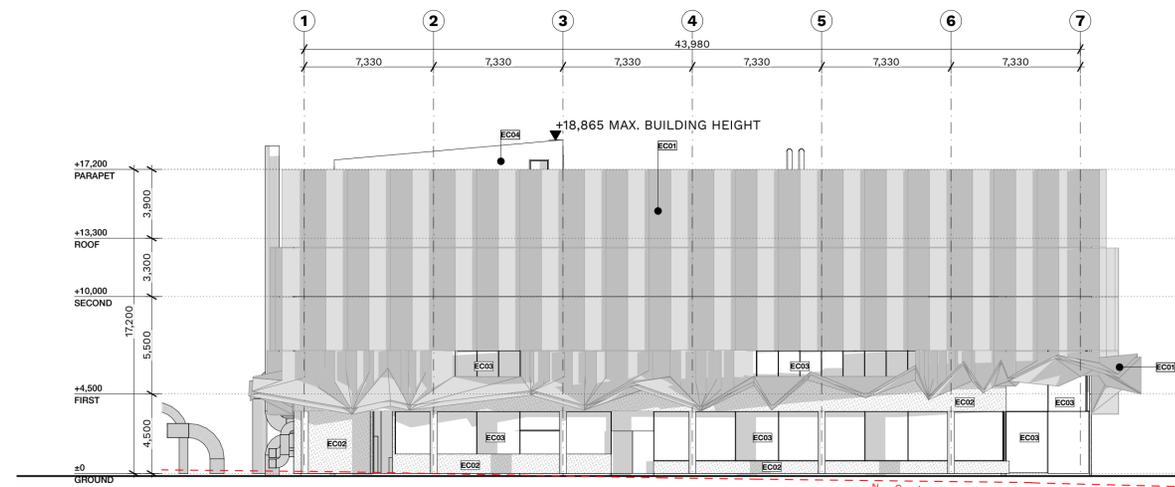
1 SOUTH ELEVATION
A110 1:200



3 NORTH ELEVATION
A110 1:200



2 EAST ELEVATION
A110 1:200



4 WEST ELEVATION
A110 1:200

MATERIALS SCHEDULE : LEGEND_DA

CODE	Item/Description
EC01	RIPPLED METAL CLADDING
EC02	CONCRETE
EC03	CLEAR GLAZING WITH ALUMINIUM FRAME, COLOUR TO MATCH METAL CLADDING
EC04	CEMENT SHEET WITH PAINT FINISH WITH METALLIC LOUVRES TO MATCH PAINT
R01	METAL ROOF SHEETING - GREY

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DAO 1	11/9/2025	ISSUE FOR DA
DAO 2	15/9/2025	ISSUE FOR DA

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PROJECT STAGE
CONCEPT DESIGN

DRAWING TITLE
ELEVATIONS

ARCHITECT
PETER WALKER, CC2143E

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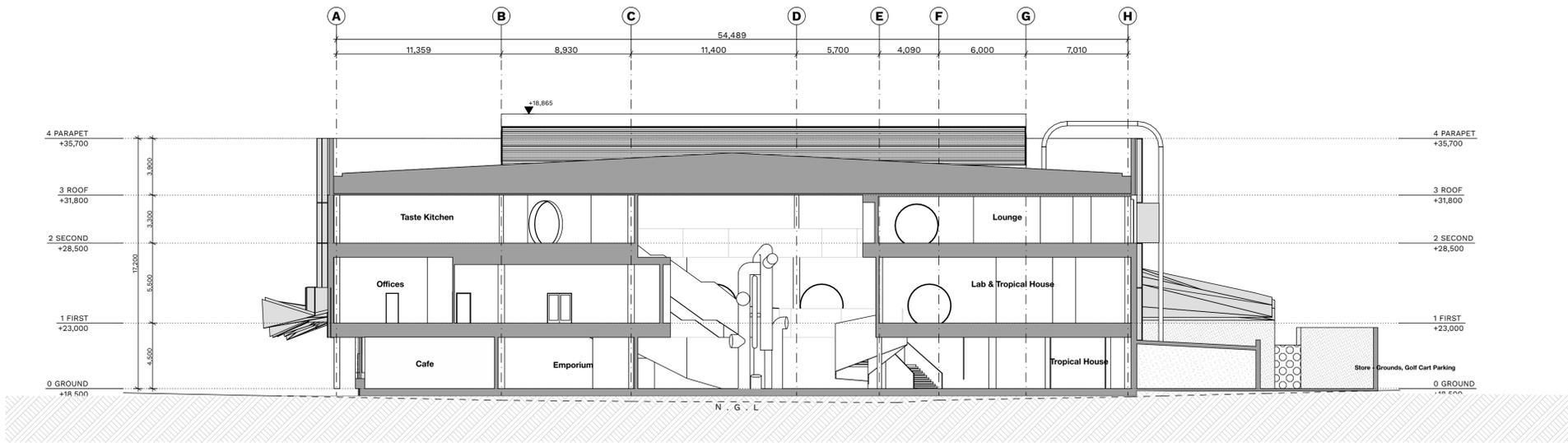
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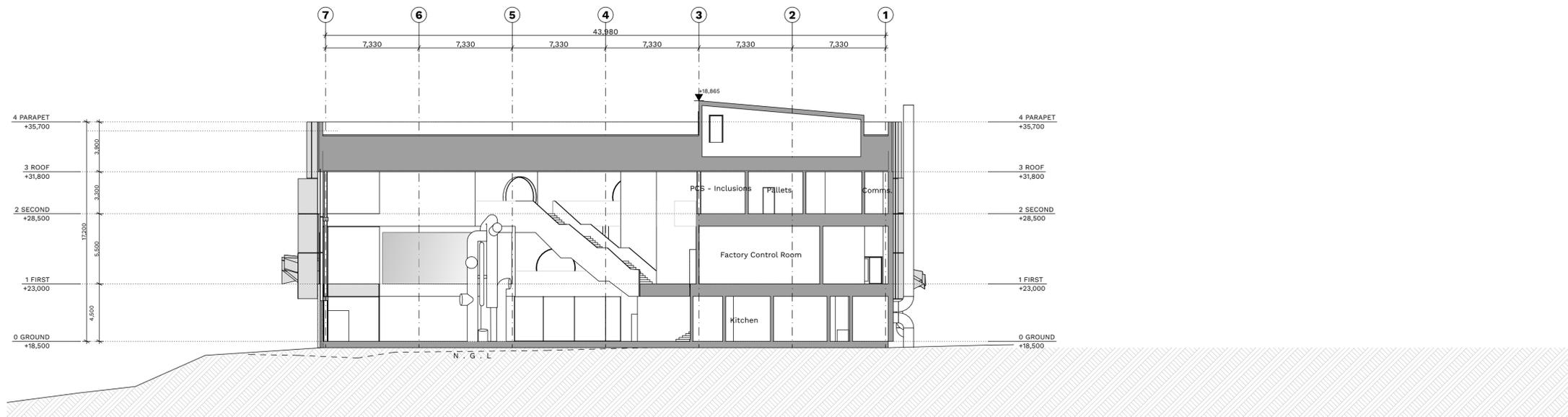
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J22112 15/9/2025

DRAWING NO. REVISION

A200-DA02



1 SECTION A
A110 1:200



2 SECTION B
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CLAREMONT
TASMANIA 7011

PROJECT STAGE
CONCEPT DESIGN

DRAWING TITLE
SECTIONS

ARCHITECT
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AT CADBURY
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- 01/ PROJECT INTRODUCTION
- 02/ BACKGROUND & CONTEXT
- 03/ DESIGN - STRATEGIES & APPROACH
- 04/ KEY VIEWS
- 05/ GLARE MITIGATION
- 06/ APENDIX - ARCHITECTURAL DRAWINGS

Cumulus acknowledges the First Peoples of Australia, their Elders past, present and emerging, who were and are the keepers of their cultural and spiritual knowledge and traditions, and the traditional owners of the land on which we live and work.

NOTE:
This document provides additional material to assist with understanding the thinking behind the project's architectural intent. It includes commentary on initial design strategies along with spatial arrangements, form, massing and volume studies for the new Chocolate Experience.

All images, renders and diagrams, are for illustrative purposes only

This document is to be read in conjunction with the appended Architectural DA Drawing Set - J22112 A001-A300 DA01 Chocolate Experience @ Cadbury - Rev01.

Version	Date	Reviewed by
Draft A	18.08.2025	David Inches ERA
Draft B	28.08.2025	David Inches / Simon Currant Gallagher Jeffs ERA / Purcell
Rev 1	11.09.2025	Cumulus ERA

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The Chocolate Experience at Cadbury (CEC) aims to deliver the world's most extraordinary chocolate experience on the historic Cadbury Factory industrial site.

At its essence, the Cadbury Experience is a reinvention of the chocolate factory - a place where industry dissolves into imagination and where the pragmatic meets the poetic. It is a collection of immersive, multi sensory worlds, each encapsulated within its own floating pod, suspended within the awe-inspiring grandeur of Chocolate Central. A continuous thread of colour and movement binds these experiences together, guiding visitors through a journey that unfolds with curiosity and delight.

The CEC is an architectural embodiment of chocolate itself - rich, layered, and unforgettable. It is a place where magic is not just seen, but felt, tasted, and experienced in every detail, ensuring that each guest leaves with a sense of wonder - and a lingering taste of chocolate.



02/ BACKGROUND + CONTEXT

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The Chocolate Experience at Cadbury responds directly to a long-standing demand for a new kind of visitor attraction at the historic Claremont site.

Cadbury's iconic public factory tours at Claremont ceased operation in 2008, while the site's visitor centre and shop closed in 2015. Since the beloved factory's closure to the public, there has been ongoing discussion around providing a new offering at the Claremont Site.

In conjunction with Mondelez, Simon Curren & Associates (SCA) took on the project in 2021, commissioning a series of tourism demand studies in 2022.

Cumulus was commissioned by Chocolate Experience No. 2 (a trading company established by Simon Current and Associates and partner investors) in 2021, with additional consultants brought onto the project team in the continuing months.

Construction is projected to commence in 2026, with project completion in 2027.

Demand testing for the project estimate the experience will attract over 550,000 visitors a year injecting an additional \$120 million into the Tasmanian economy annually, generate 300 jobs during construction and provide over 200 ongoing roles.



02/ PROJECT CONTEXT - LOCATION

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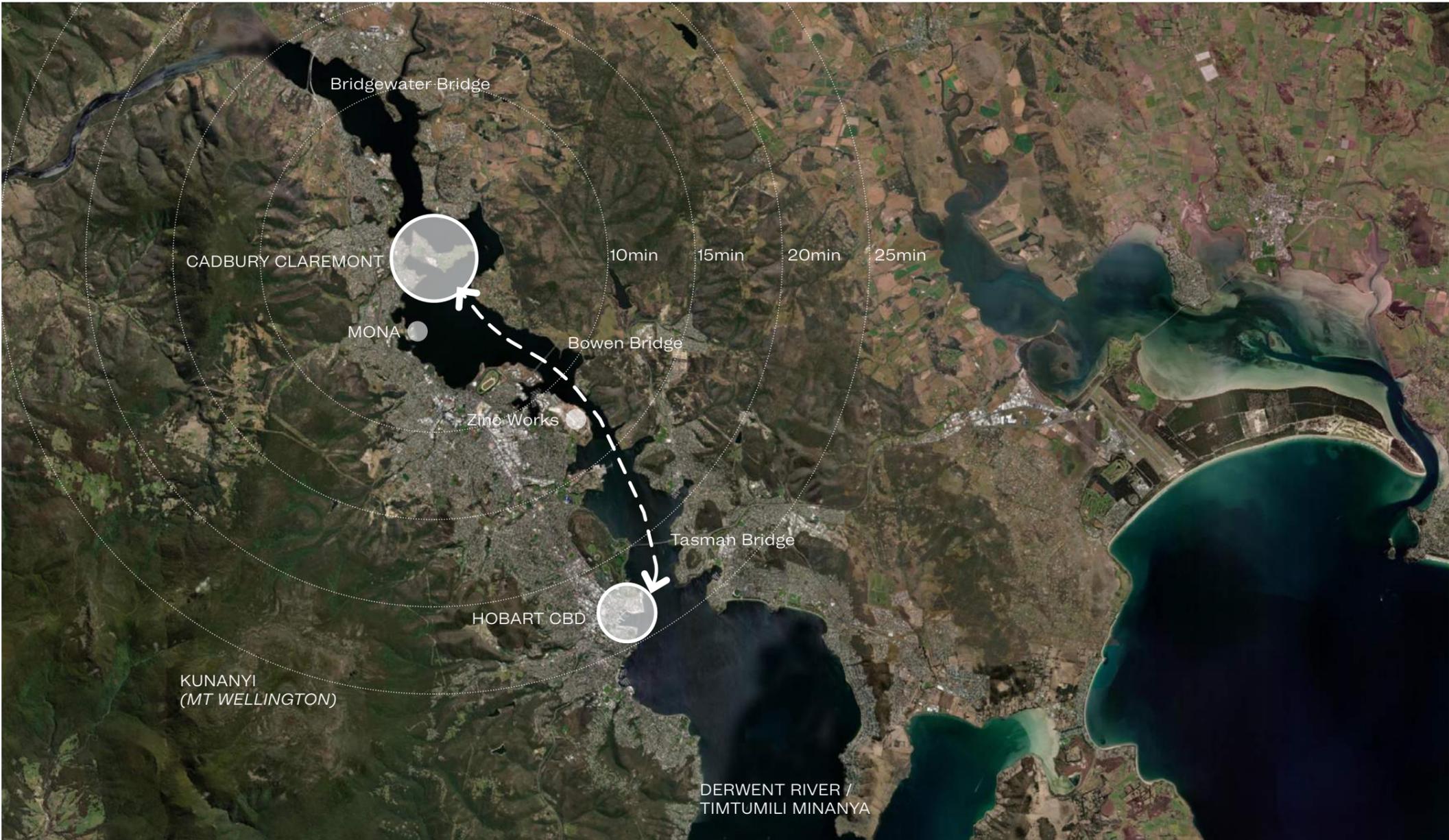
PROJECT LOCATION

lutruwita (tasmania) and nipaluna (hobart) context

The new Chocolate Experience at Cadbury occupies a prime location on the banks of the River Derwent / Timtumili Minanya, offering expansive water views and a distinctive arrival experience within easy travel distance of central Hobart. From the site, guests can enjoy sweeping outlooks to the surrounding hills and Mount Wellington/kunanyi, as well as south across the water to the Wilkinson's Point .

Positioned to take full advantage of its waterfront setting, the centre will be primarily accessed by ferry, giving visitors a scenic and memorable journey that connects seamlessly into the city's tourism network. The ferry route also has the potential to link the site with other major attractions along the river, most notably the internationally renowned Museum of Old and New Art (MONA), creating opportunities for integrated visitor experiences.

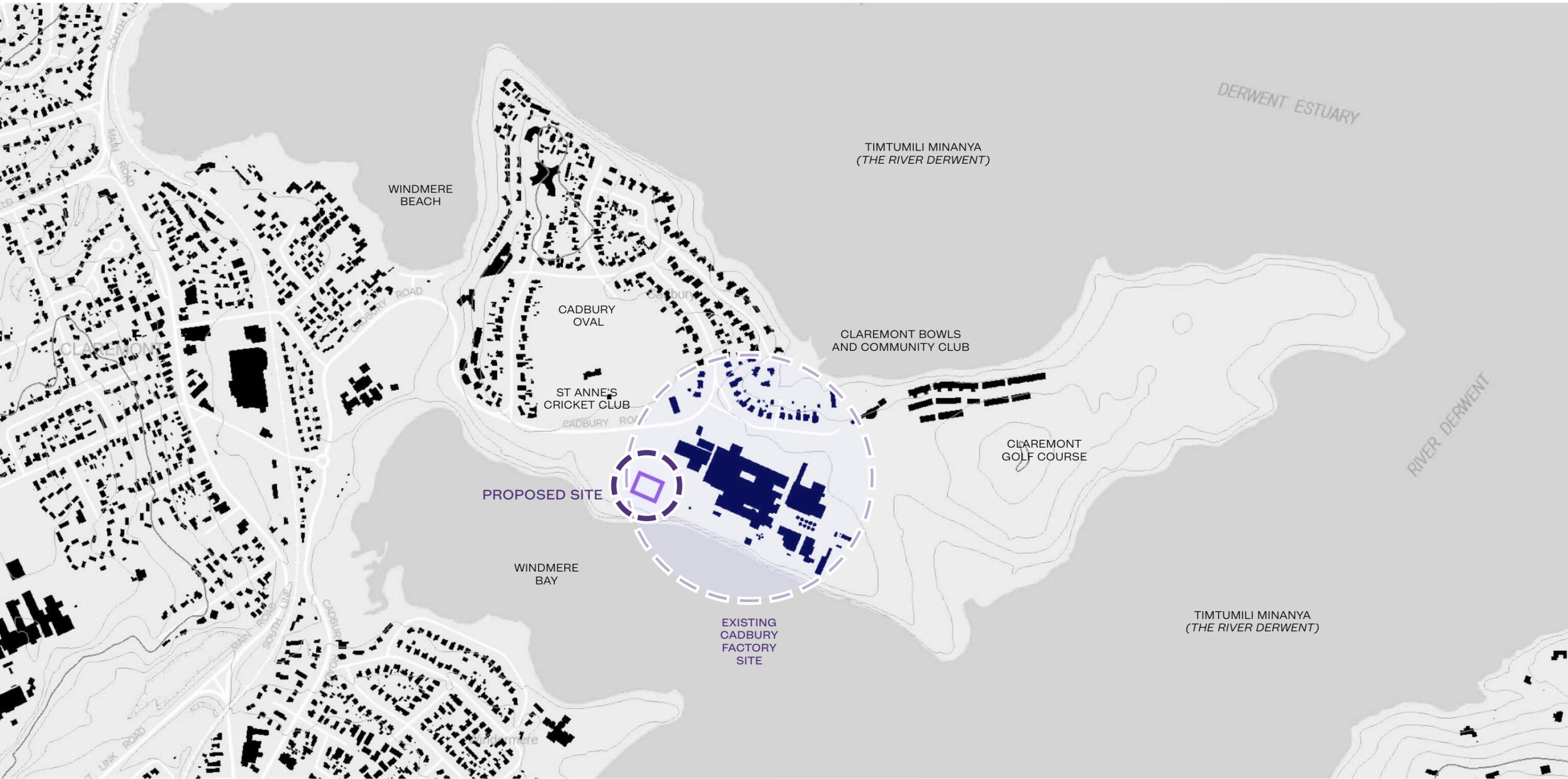
The location also sits within a working riverscape that includes a mix of industrial and port-related developments, reinforcing the site's operational heritage and its role within Hobart's broader industrial and cultural story along the river.



02/ PROJECT CONTEXT - PROPOSED SITE

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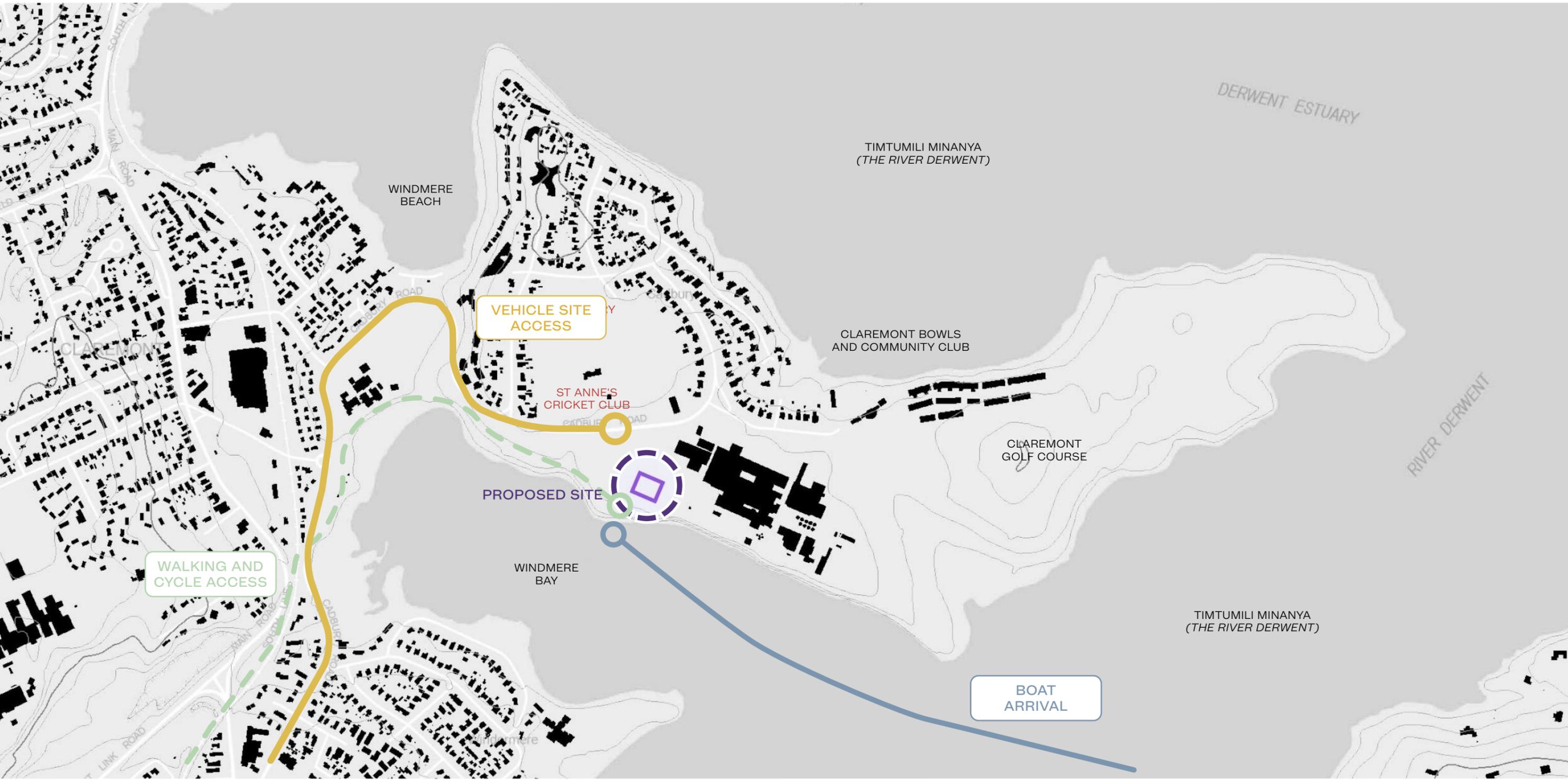
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02/ PROJECT CONTEXT - SITE ACCESS

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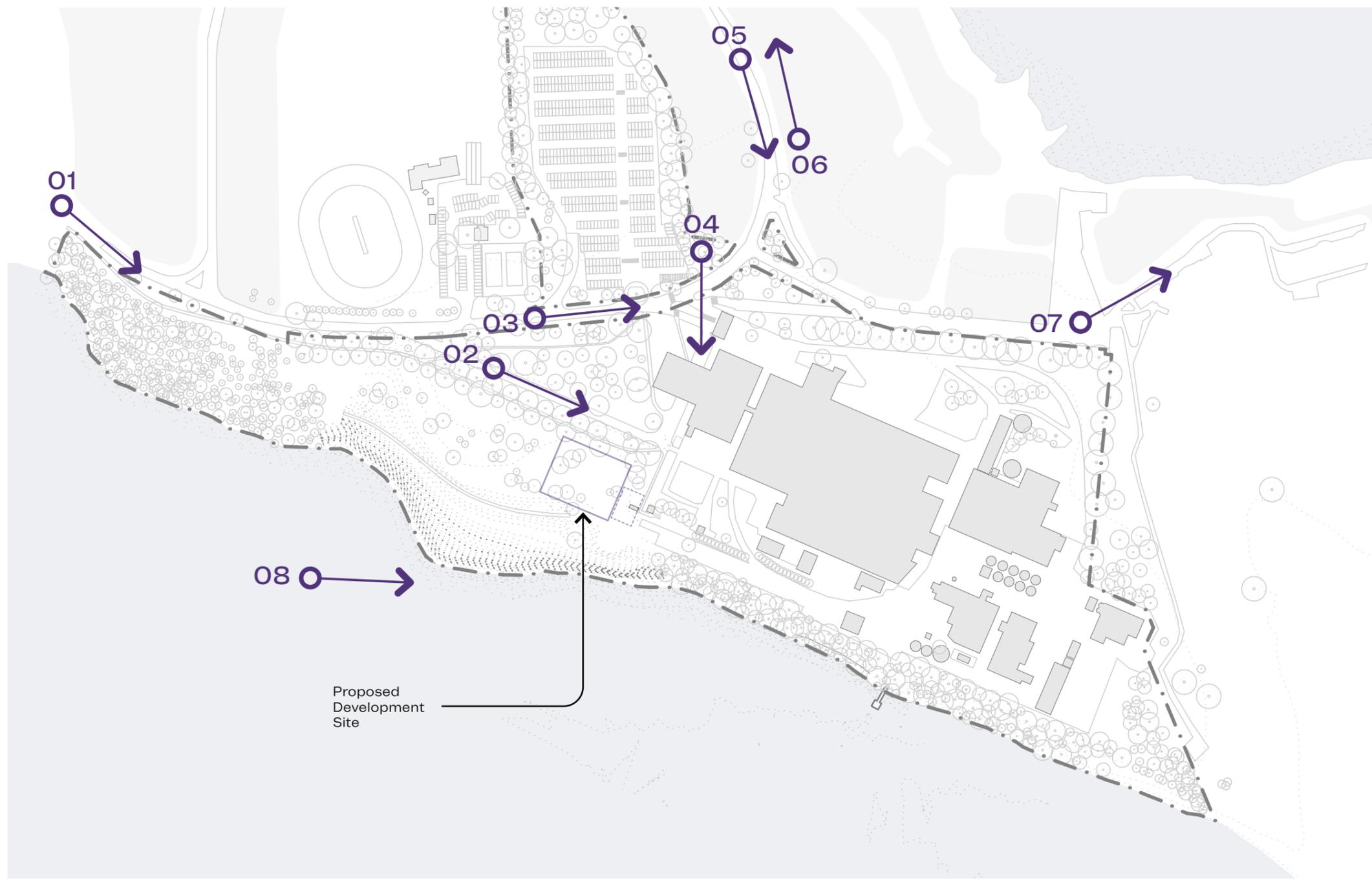


02/ PROJECT CONTEXT - SITE TOPOGRAPHY

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SITE CONTEXT

The existing Cadbury Chocolate Factory in Claremont sits on a peninsula in the River Derwent / Timtumili Minanya, making it a prominent landmark visible from the water, surrounding hills, and approach roads. Its industrial scale, distinctive rooflines, and pale façades stand out against the backdrop of Mount Wellington/kunanyi, cementing its presence in the landscape.

The immediate site context is defined by a combination of industrial heritage, residential streets, parkland and natural waterfront.

Towards the east, the historic factory stands as a prominent landmark, framed by tree-lined streets and open green spaces. Nearby residential streets feature low-rise housing, wide verges, and views to the surrounding hills, while the waterfront of River Derwent / Timtumili Minanya provides a natural edge and scenic outlook. This combination of built form, greenery, and water creates a varied and distinctive setting.

KEY

Photo / View Location

02 / PROJECT CONTEXT - EXISTING CHARACTER

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Image 01. Approach to headland along Cadbury Rd



Image 02. Looking towards the main gates



Image 03. View along Cadbury Rd



Image 04. View of the Cadbury Factory



Image 05. Bournville Crescent - View to South



Image 06. Bournville Crescent - View to North



Image 07. Bournville Crescent with Carpark to Left



Image 08. Looking along Timtumili Minanya



VALUING CULTURAL HERITAGE

The Cadbury Factory at 100 Cadbury Road, Claremont holds local cultural significance, recognised in the Glenorchy Local Provisions Schedule for its historical, architectural, and landscape values. The site reflects Garden City and Garden Suburb design principles, showcases innovation in the global confectionery industry, and contains notable Inter-War Functionalist and Post-War International style buildings. Its setting is enhanced by significant avenue trees, the picturesque garden approach, views to the iconic clock tower, and the historic main entrance gates.

The new building is carefully positioned to ensure it does not interfere with or diminish the prominent views of the historic factory, preserving its visual dominance within the landscape. Only limited tree removal along the historic approach is proposed, undertaken sensitively to maintain the character of the garden setting while enabling necessary service access to the new facility. This selective clearing also presents an opportunity to open up and frame improved views towards the iconic clock tower from the historic approach of the Cadbury Service Road.

While Aboriginal heritage artefacts have been identified in the vicinity, they are not located near the proposed Chocolate Experience, and all new pathways have been designed to avoid impact on culturally important areas.

KEY

- Local Heritage Place
- Significant Feature



RIVER INDUSTRY

When first established, the Claremont Cadbury Factory was conceived as a “factory in a garden,” reflecting Garden City principles that combined production with open green spaces for workers and the community. In its early decades, the site maintained an open visual connection to the River Derwent / Timtumili Minanya, with factory buildings clearly visible from the water and surrounding areas. Expansive lawns and tree-lined avenues reinforced this openness, making the river integral to the factory’s identity and arrival experience. Over time, deliberate plantings and natural vegetation growth along the riverbank softened these views, creating a more enclosed, sheltered parkland character and framing selective outlooks rather than uninterrupted vistas.

The factory sits within a broader context of industrial activity along the river, a working waterway central to Tasmania’s economic and cultural development. Downstream, Hobart’s harbour remains a working port remains with other industrial facilities scattered along the river’s edge. In this setting, the Cadbury site stands out for its unique combination of production and landscaped grounds, contrasting with the utilitarian character of many other industrial sites. This balance reflects the original design philosophy and positions the factory as a distinctive landmark within Hobart’s industrial and waterfront story.

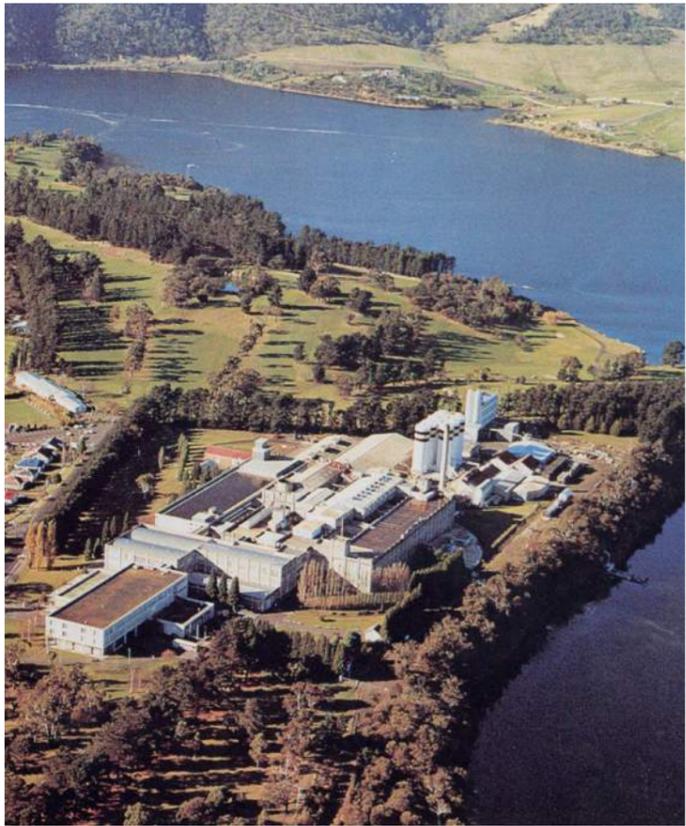
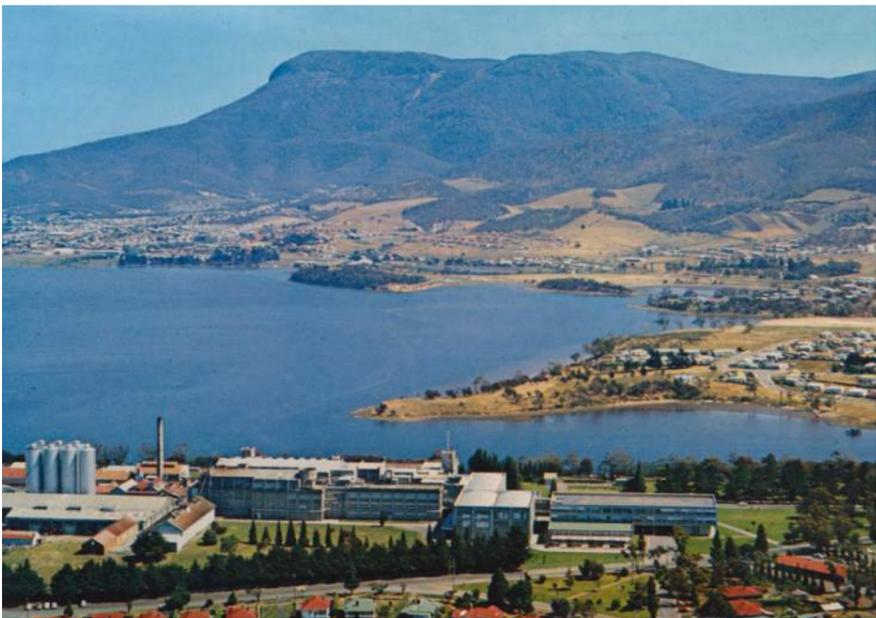
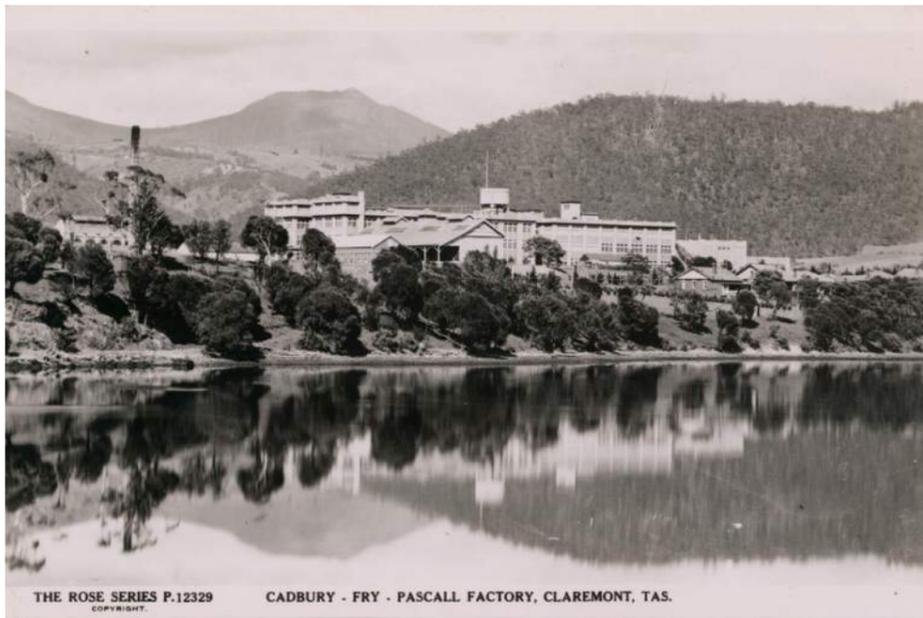
The new Chocolate Experience builds on this legacy, enhancing public access and re-establishing connections to the river. Its design respects the historic relationship between production, landscape, and community, framing key views to the factory and river while sitting harmoniously within the parkland. Through landscaped public spaces, selective tree clearance to open sightlines, and interpretive storytelling, it bridges past and present, celebrating the factory’s identity within the river’s industrial corridor and creating an engaging contemporary destination.



02 / PROJECT CONTEXT - FACTORY IN A GARDEN

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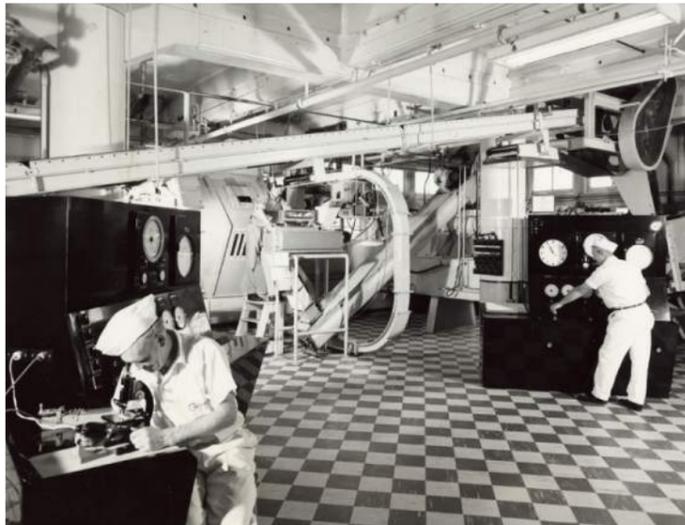
A series of images and historic photographs illustrate the evolution of the Cadbury site, tracing its transformation from an open “factory in a garden” setting with clear views to the River Derwent / Timtumili Minanya, to its current more sheltered character shaped by maturing vegetation. These visuals capture how the relationship between the factory, the river, and the surrounding landscape has changed over time, highlighting its distinctive position within Hobart’s broader industrial waterfront.

SOURCES:
<https://sparc.utas.edu.au/index.php/cadbury-images>

02 / PROJECT CONTEXT - INNER FACTORY WORKINGS

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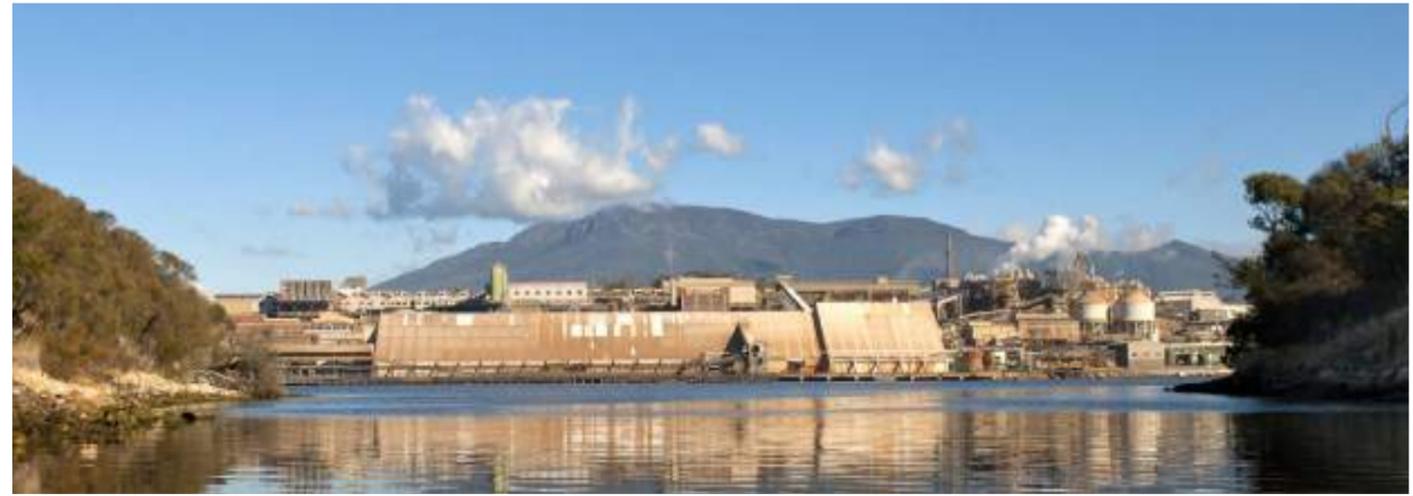
Historic photographs of the factory's interior reveal the working production spaces that once defined daily life at the Cadbury site. These images will inform and enrich the proposed visitor experience, offering an authentic interpretation of the site's industrial heritage.

SOURCES:
<https://sparc.utas.edu.au/index.php/cadbury-images>

02 / PROJECT CONTEXT - INDUSTRY ALONG THE RIVER

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Photographs of current industrial activities along the waterfront illustrate the working character of the River Derwent / Timtumili Minanya. The new development responds to and is influenced by this context, drawing on the river's active industrial identity, utilitarian forms, and functional expression.

03/ DESIGN

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DESIGN STATEMENT

A Factory Re-imagined

The Chocolate Experience at Cadbury aims to create the world's ultimate chocolate experience at the historic Cadbury Factory industrial site in Tasmania.

At its essence, the Cadbury Experience is a reinvention of the chocolate factory - a place where industry dissolves into imagination, where the pragmatic meets the poetic.

It is a collection of immersive, multi sensory worlds, each encapsulated within its own floating pod, suspended within the awe-inspiring grandeur of Chocolate Central. The continuous thread of colour and movement binds these experiences together, guiding visitors through a journey that unfolds with curiosity and delight.

More than a visitor attraction, the Cadbury Experience is an architectural embodiment of chocolate itself - rich, layered, and unforgettable. It is a place where magic is not just seen, but felt, tasted, and experienced in every detail, ensuring that each guest leaves with a sense of wonder - and a lingering taste of chocolate's irresistible allure.

Design Pillars

Factory in a Garden

The architectural language draws on the proud industrial heritage of the Cadbury Factory at Claremont, retaining its robust and purposeful character while embracing the softness and openness of its historic garden setting on the River Derwent / Timtumili Minanya. This interplay honours the site's legacy as both a place of production and a landscaped retreat.

Telling the Chocolate Story

Every space is designed to immerse visitors in the heritage, craft, and innovation of chocolate-making, from cacao bean to final product. The architecture itself becomes part of the narrative, revealing glimpses of production processes and layering historical references with contemporary storytelling.

Creating Worlds Within a Building

The interior journey unfolds as a series of distinct, immersive 'pods', each transporting visitors into a self-contained environment with its own sensory and thematic identity. These worlds are woven together by an open, dynamic circulation thread, offering contrast and anticipation between experiences.

Environmental Sustainability

The vision is to create a chocolate experience that gives back more than it takes. Powered by renewable energy, built from low-impact materials, and designed with recycling in mind, the centre will tread lightly on its riverside setting. Rainwater harvesting, on-site gardens, and biodiverse landscapes will enrich both the environment and the visitor experience.

DESIGN PILLARS



FACTORY IN A GARDEN



TELLING THE CHOCOLATE STORY



WORLDS WITHIN A BUILDING



ENVIRONMENTAL SUSTAINABILITY



EXTENSION OF THE FACTORY

Positioned within the garden adjacent to the historic Cadbury factory, the new Cadbury Experience is carefully sited to maintain the impression that it is part of the working complex, while remaining accessible to the public.

This proximity preserves the visual and symbolic connection to the place where generations of chocolate have been made, echoing the much-loved factory tours that were once a highlight for locals and visitors alike.

Although those tours ceased due to evolving food production and occupational health and safety standards, the Cadbury Experience restores the sense of intimacy and intrigue, allowing people to once again feel close to the heart of chocolate-making while meeting contemporary requirements for safety and access.

KEY

- Controlled Factory Area
- Public Access
- Primary Visible edge of Factory
- Cadbury Service Road





THE FACTORY GRID

The new Chocolate Experience responds to the site's industrial heritage by aligning itself with the underlying, implied grid of the existing Cadbury factory.

By adopting the same orientation, the building establishes a strong visual and spatial continuity, reinforcing its connection to the original manufacturing complex. This alignment not only anchors the new structure within the historic fabric of the site but also creates a sense of order and rhythm that echoes the factory's functional planning.

The result is a contemporary intervention that feels intrinsically linked to its context, respecting the geometry of the past while accommodating the dynamic, immersive experiences of the future.

KEY

 Development Site	 Cadbury Service Road	
 Primary Grid of the Factory		



CONNECTION TO THE GARDEN

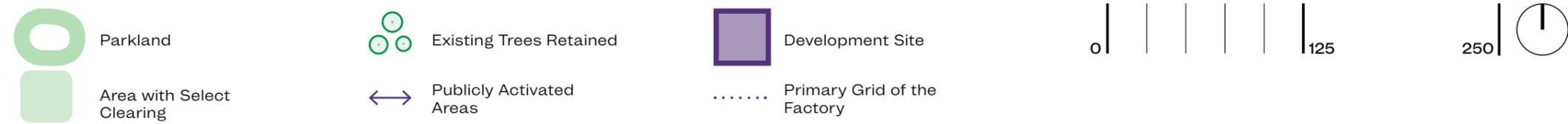
The proposed Chocolate Experience has been carefully designed to strengthen its relationship with the surrounding parkland. The entry sequence, café, and retail areas are oriented directly towards the park, creating an active frontage that encourages engagement with existing community uses of the open space. This positioning ensures that the building not only supports visitor activity but also contributes positively to the life of the park by drawing people towards its edges.

This orientation also establishes a natural link to the future playground, extending the building's reach into the public realm and reinforcing its role as a community destination.

While the majority of visitors will arrive at the site (via ferry) for a pre-booked experience some casual/spontaneous visitors will take advantage of the publicly accessible cafe and/or retail space. The design ensures that these visitors, who are likely to arrive by car through the parkland, feel connected to the garden, with the building presenting a welcoming and activated edge.

This strategy integrates the Chocolate Experience seamlessly with its setting while enhancing accessibility and public amenity.

KEY





PUBLIC + SERVICE ACCESS

The service and back-of-house functions for the proposed Chocolate Experience are deliberately located in the zone between the new building and the existing factory, ensuring these operational areas remain visually discrete and do not detract from the activation of the surrounding parkland. By positioning loading, storage, and plant spaces along this interface, service-related activity is contained within an area already associated with industrial character, rather than spilling into the public realm. This layout also allows service vehicle access to be efficiently managed from the existing service road network, maintaining continuity with current operational patterns and avoiding additional vehicle movement through the park.

Public access, by contrast, is clearly separated and directed through the parkland frontage, where the entry, café, and retail spaces open onto landscaped lawns and connect seamlessly with existing and proposed community facilities. This clear separation of public and service functions reinforces the building's role as both an operational extension of the factory and an active, accessible community destination.

KEY

Public Interface	Service Zone	Development Site	0 125 250
Pedestrian Access	Service Access	Primary Grid of the Factory	



SELECT TREE REMOVAL

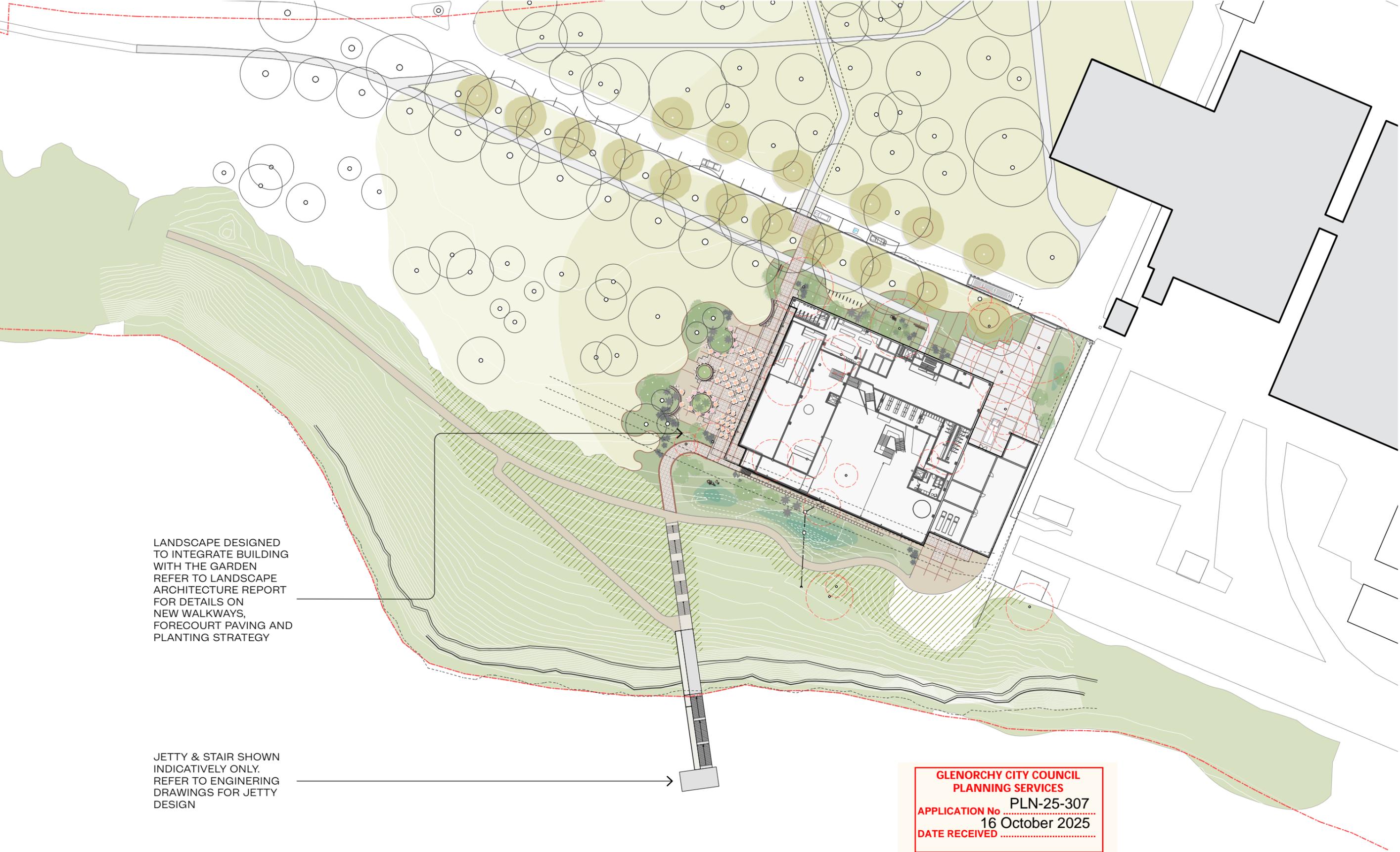
The design of the proposed Chocolate Experience has sought to carefully limit tree removal, with only select trees proposed for removal in targeted areas. To the south, a small number of trees will be taken out to open up framed views of the River Derwent / Timtumili Minanya, enhancing the relationship between the building and its natural setting. Along the northern avenue, limited removals are required to facilitate service access to the rear of the building, ensuring functional operations without disrupting the parkland edge. A side benefit of this selective removal is that it will also open up improved views to the factory along Cadbury Service Road, reinforcing its landmark presence within the site.

The majority of these trees are non-native species, and the approach has been sensitive to the heritage values of the formal avenue, with care taken to retain its overall character. To support the long-term landscape setting, succession planting is proposed, as detailed in the accompanying landscape report, ensuring that the site continues to benefit from a strong and cohesive vegetated framework into the future.

KEY

-  Existing Trees Retained
-  Existing Trees Removed

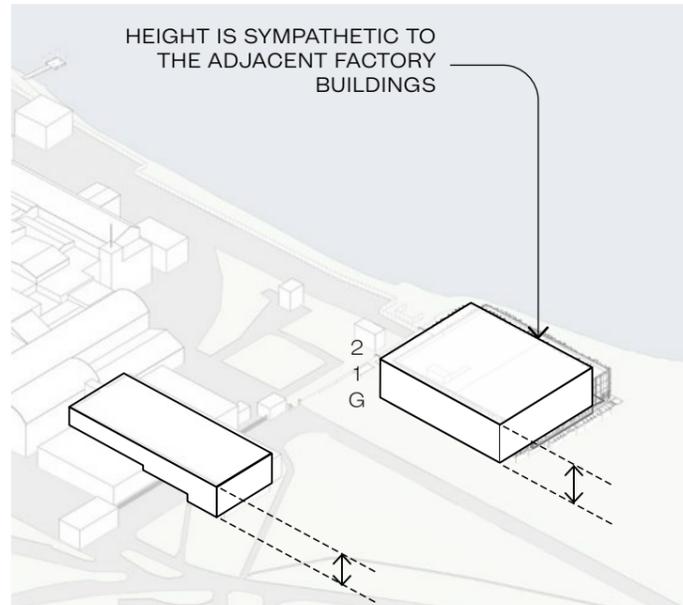




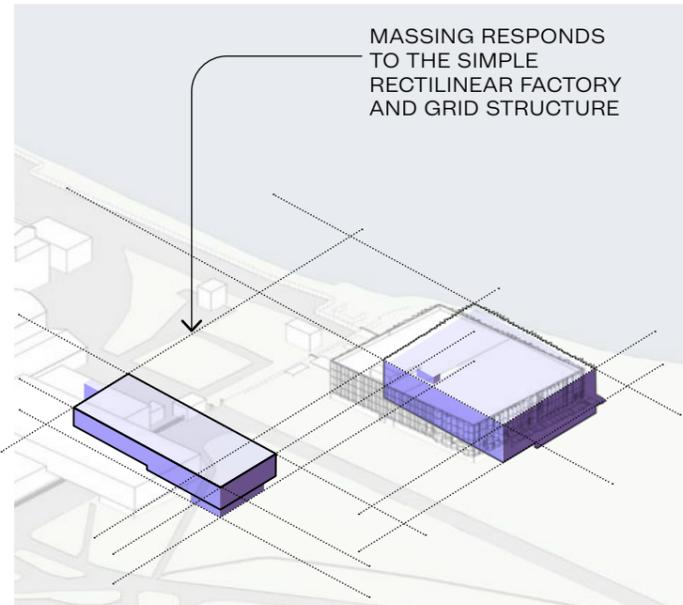
LANDSCAPE DESIGNED TO INTEGRATE BUILDING WITH THE GARDEN REFER TO LANDSCAPE ARCHITECTURE REPORT FOR DETAILS ON NEW WALKWAYS, FORECOURT PAVING AND PLANTING STRATEGY

JETTY & STAIR SHOWN INDICATIVELY ONLY. REFER TO ENGINEERING DRAWINGS FOR JETTY DESIGN

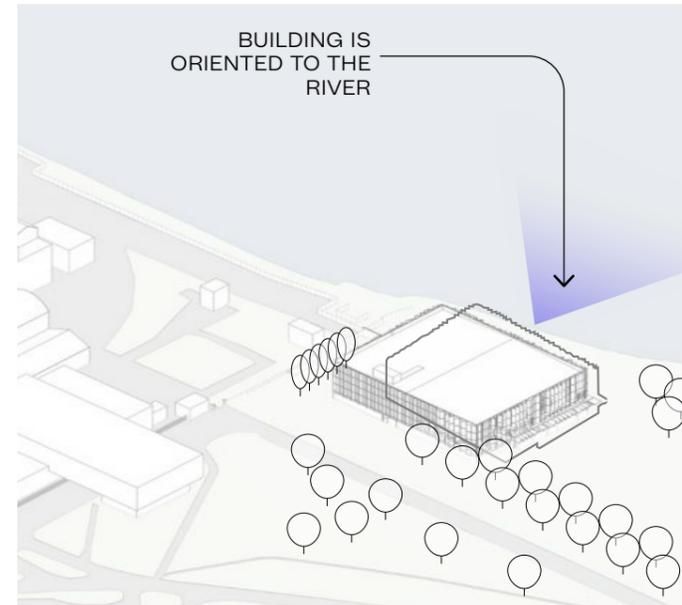
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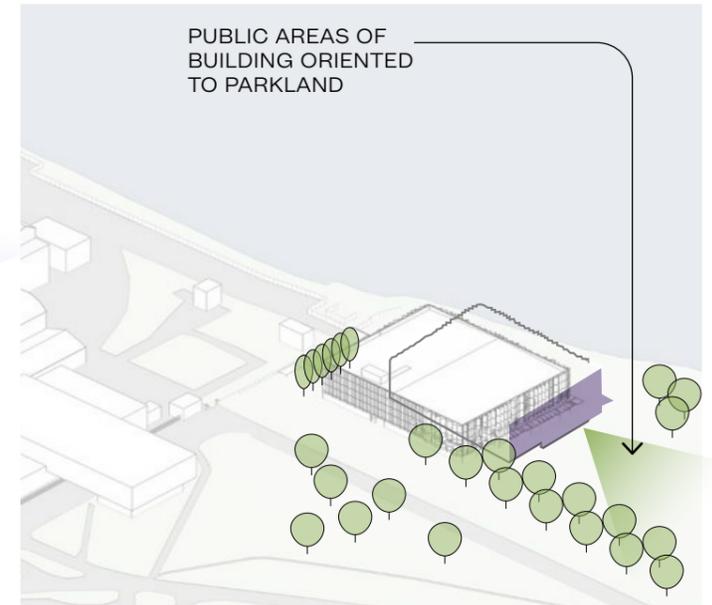
The new Chocolate Experience is designed to be sympathetic to the scale and proportions of the surrounding factory buildings, ensuring it complements rather than competes with their visual presence. Its form, height, and massing are carefully considered to be harmonious with (rather than dominate) the factory setting.



The massing of the new Chocolate Experience takes its cues from the simple, rectilinear forms and implied grid structure of the existing factory buildings, creating a strong visual connection between old and new. By adopting this ordered geometry, the design reinforces the site's industrial character while allowing detailing and materiality to offer a contemporary interpretation



The building is oriented and designed to maximise its connection to the River Derwent (Timumili Minanya), framing key views and re-establishing the visual relationship that was central to the site's original "factory in a garden" setting and the industrial nature of the waterfront.



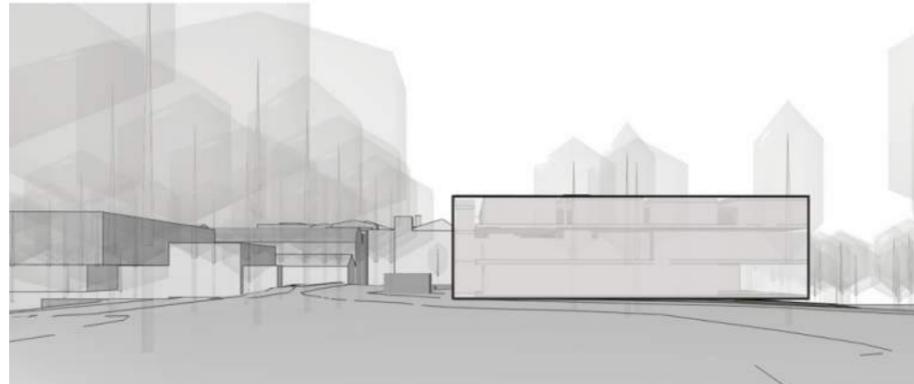
The building opens generously to the surrounding parkland, with large glazed openings to the cafe and outdoor terraces that blur the boundary between interior spaces and the landscaped setting. This approach invites visitors to engage with the garden-like character of the site, reinforcing the original "factory in a garden" vision.

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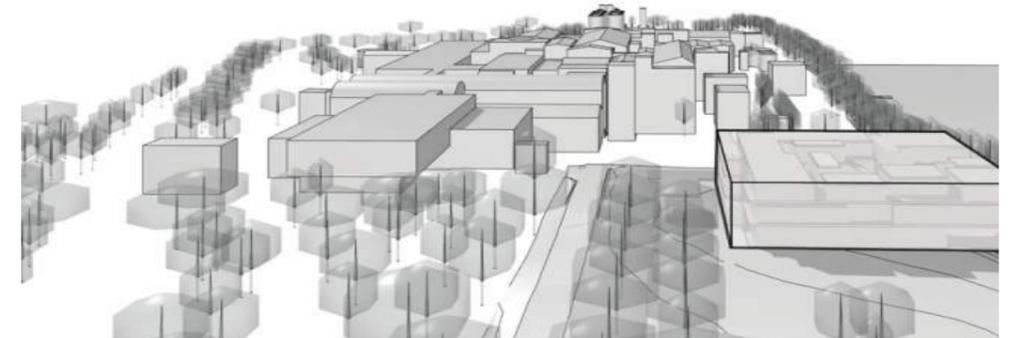
MASSING

During the design process, careful consideration was given to the massing, bulk, and scale of the proposed Chocolate Experience to ensure it integrates appropriately with the existing Cadbury Factory complex. The height and proportions have been deliberately restrained so that the building complements, rather than dominates, the established industrial forms. Its geometry is informed by the simple rectilinear massing and implied grid structure of the factory, creating a consistent relationship between old and new. While expressed in a contemporary architectural language, the building's bulk and proportions remain sympathetic to the factory context, ensuring that it is read as part of the broader precinct rather than as a standalone landmark.

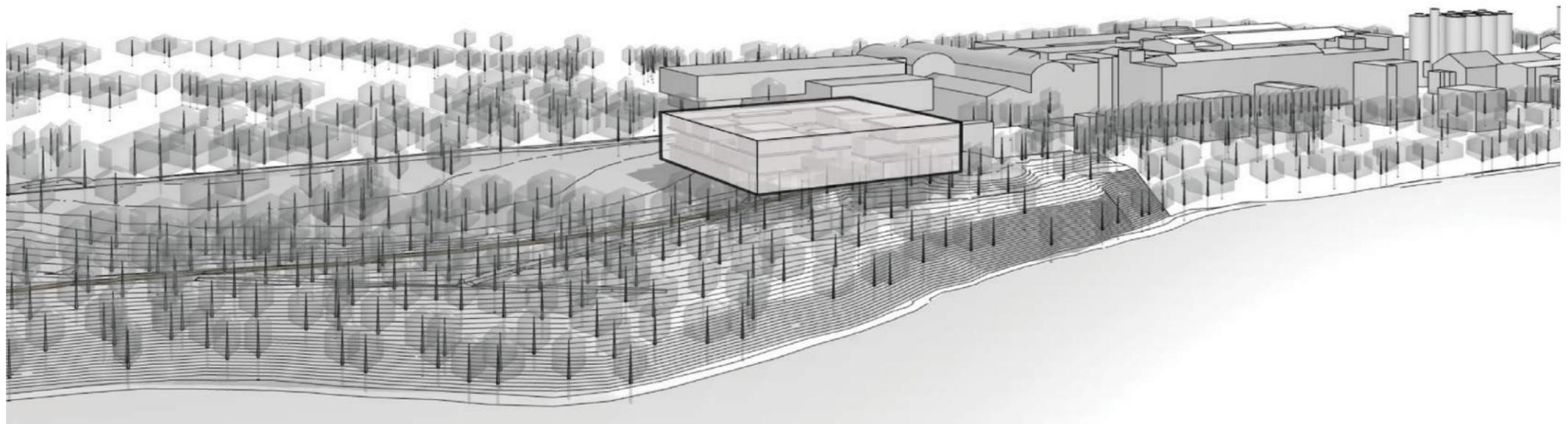
The orientation and ground-level treatment of the building further reinforce this approach. The design re-establishes important visual connections to the River Derwent / Timtumili Minanya, reflecting the site's heritage as a "factory in a garden" while acknowledging its waterfront industrial setting. Towards the parkland, the building opens at ground level with large glazed areas to the café and terraces, creating a more active and human-scaled edge. This strategy not only softens the perception of bulk but also encourages activity to extend into the parkland, strengthening the relationship between the new building, its landscape setting, and existing community uses.



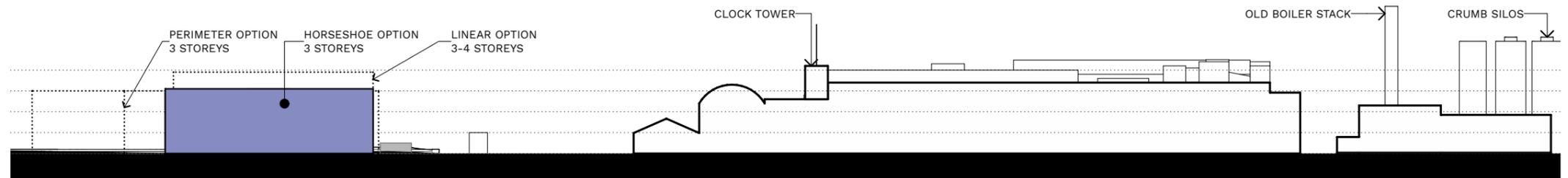
EYE LEVEL VIEW APPROACH



AERIAL VIEW APPROACH

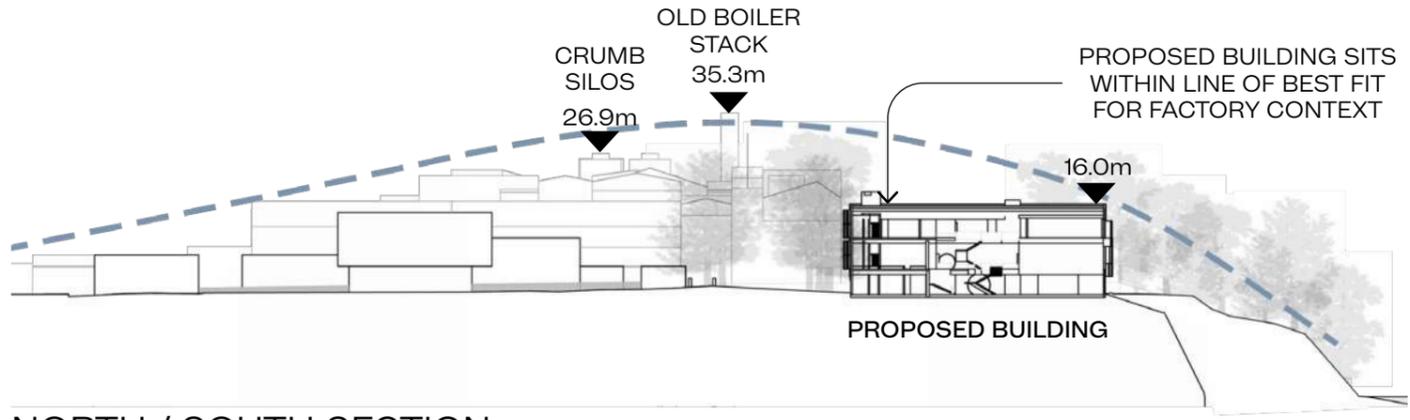


AERIAL VIEW FROM WATER

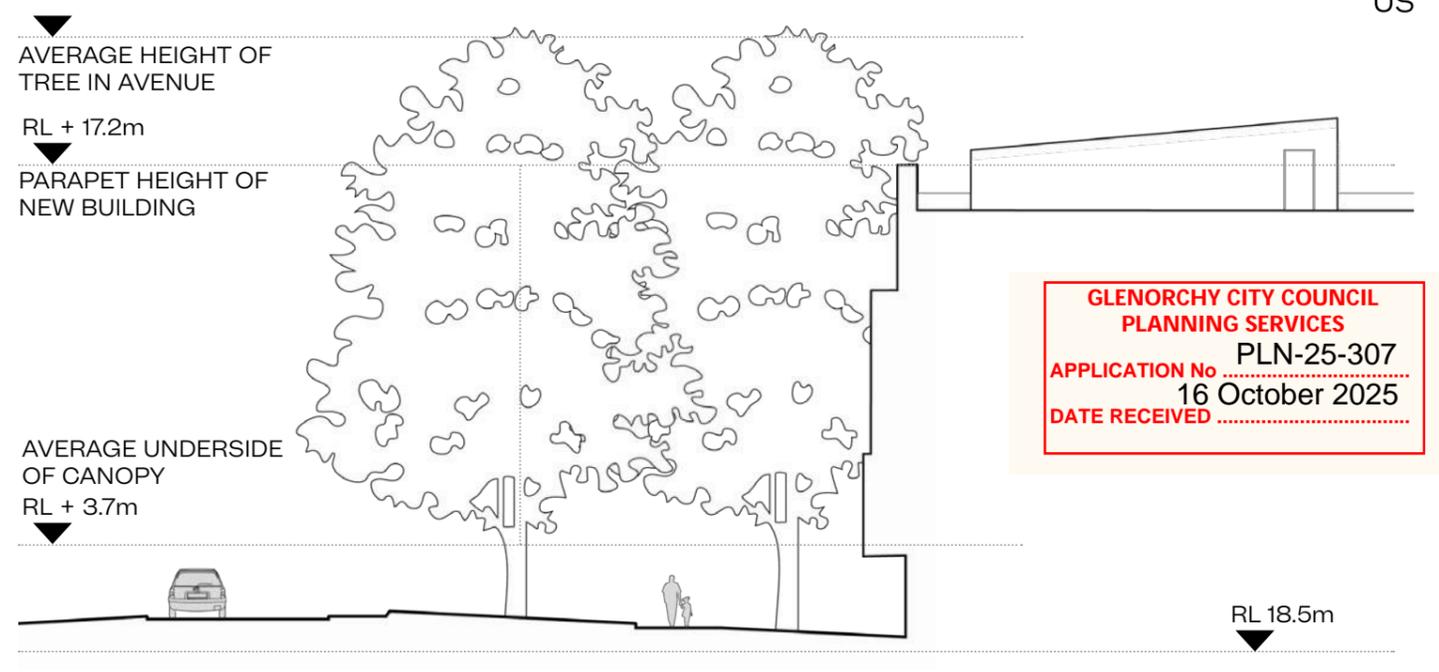


SITE SECTION

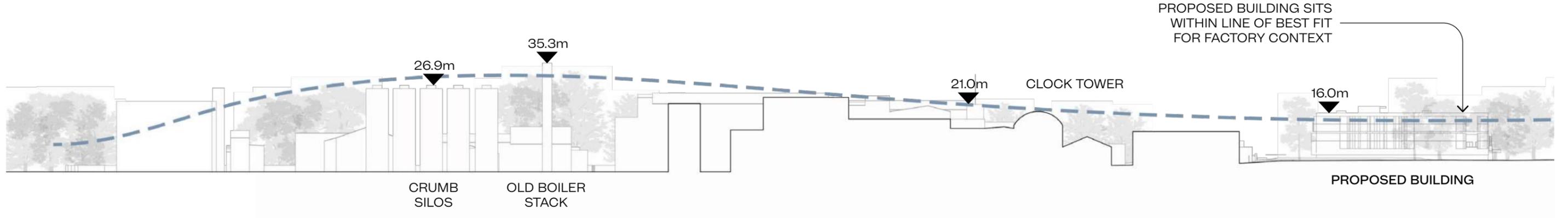
03 / DESIGN - ELEVATION SCALE



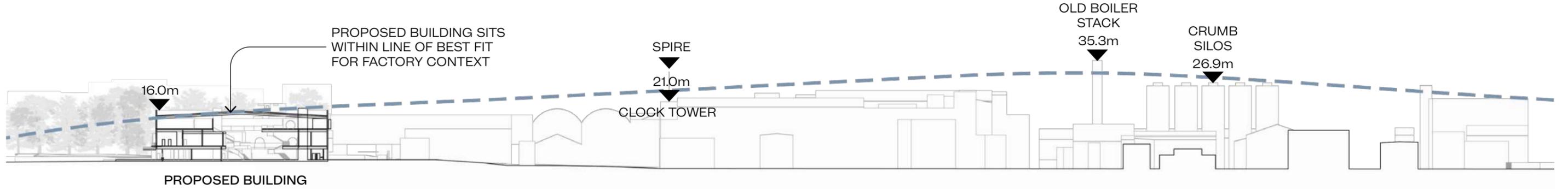
NORTH / SOUTH SECTION



1:250 NORTH / SOUTH SECTION



NORTH ELEVATION

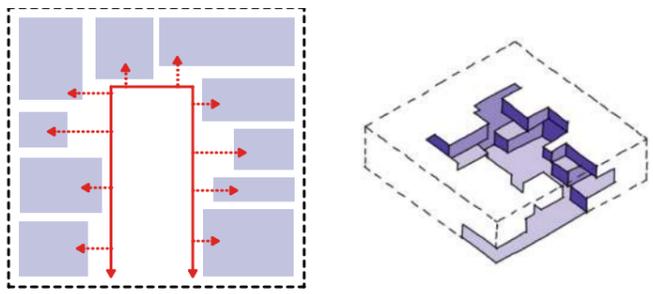


EAST / WEST SECTION



U-SHAPED PLANNING

In developing the overall massing of the proposed Chocolate Experience, careful consideration was given to how internal circulation patterns would shape both the building's form and its functionality. Three general spatial arrangement options were explored, each based on a distinct circulation strategy: linear, U-shaped, and perimeter. The linear arrangement offered simplicity but risked producing a sequential, corridor-like experience, while the perimeter option provided visual interest but proved spatially inefficient. Following detailed analysis, the U-shaped configuration was identified as the most effective approach for integrating circulation with the building's program, operational requirements, and architectural intent.



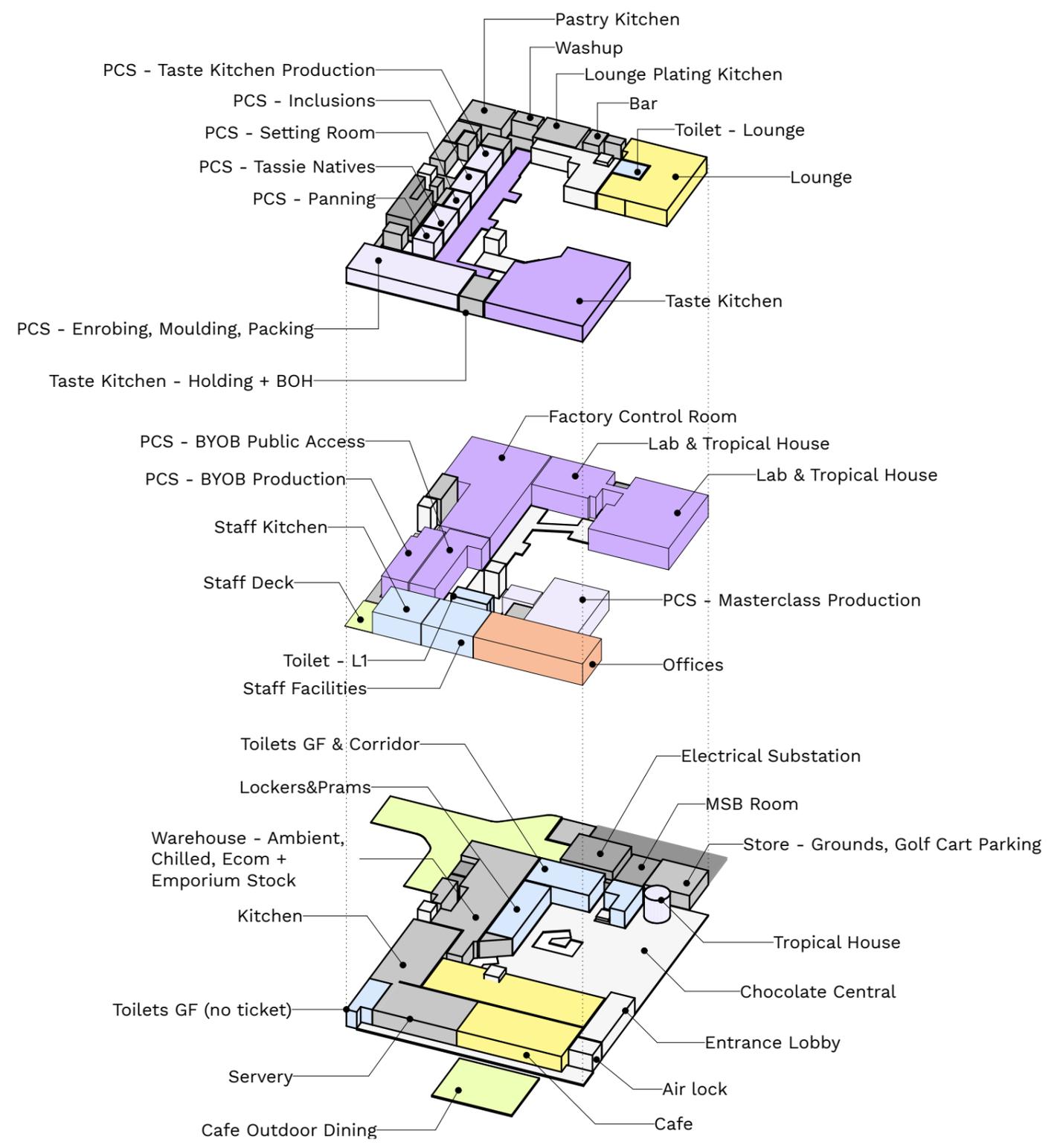
The U-shaped planning strategy enables omni-directional, non-sequential movement, allowing visitors to explore in a flexible way that accommodates different group sizes, visit durations, and interests. By wrapping the primary program around a central void, the design creates an impressive three-storey space at the heart of the building - the first point of arrival for visitors. This dramatic volume serves as a visual and functional anchor, housing a large interpretive sculpture and acting as a dynamic gathering space for groups arriving, departing, or meeting between experiences. The space also acts as an event space for receptions or functions of up to 600 people.

the building. Visitors enter via a dramatic arrival into Chocolate Central - a factory space alive with the sights, sounds, and aromas of chocolate-making. This space immediately establishes the industrial character of the experience, offering glimpses of working equipment, live demonstrations, and the raw energy of production. From here, the visitor path begins to rise, winding its way through interconnected exhibition and production zones that reveal the chocolate-making process step by step.

The general planning orients all key visitor experiences towards this central space, ensuring it remains the primary reference point, while back-of-house areas, storage, and offices are functionally located throughout the building with discreet access to external service areas away from public view. The spatial containment of the U-shape ensures intuitive wayfinding, as visitors can always reorient themselves via the central hub, while framed views to the surrounding parkland and riverfront strengthen the connection to the site. The result is a spatially efficient, adaptable, and memorable environment that reinforces the building's role as both a destination and a gateway to the broader precinct.

The sequence is deliberately structured to follow the chocolate story from origin to indulgence. Early zones focus on the cacao plant, its cultivation, and the sourcing of key ingredients, using immersive displays and interactive elements to connect visitors to the global narrative of chocolate. As they ascend, guests encounter production spaces where they can observe the transformation of ingredients into chocolate products - from tempering and moulding to enrobing and packing. The journey culminates at the upper level in an elevated lounge, where panoramic views of the river and surrounding landscape provide the setting for a refined chocolate tasting experience. Here, visitors can sample delicacies crafted on site, completing the narrative arc from plant to palate in a space that blends indulgence, education, and celebration. This upward, story-driven progression not only delivers a clear and memorable sequence but also reinforces the building's role as both a place of production and a destination for cultural and sensory enjoyment.

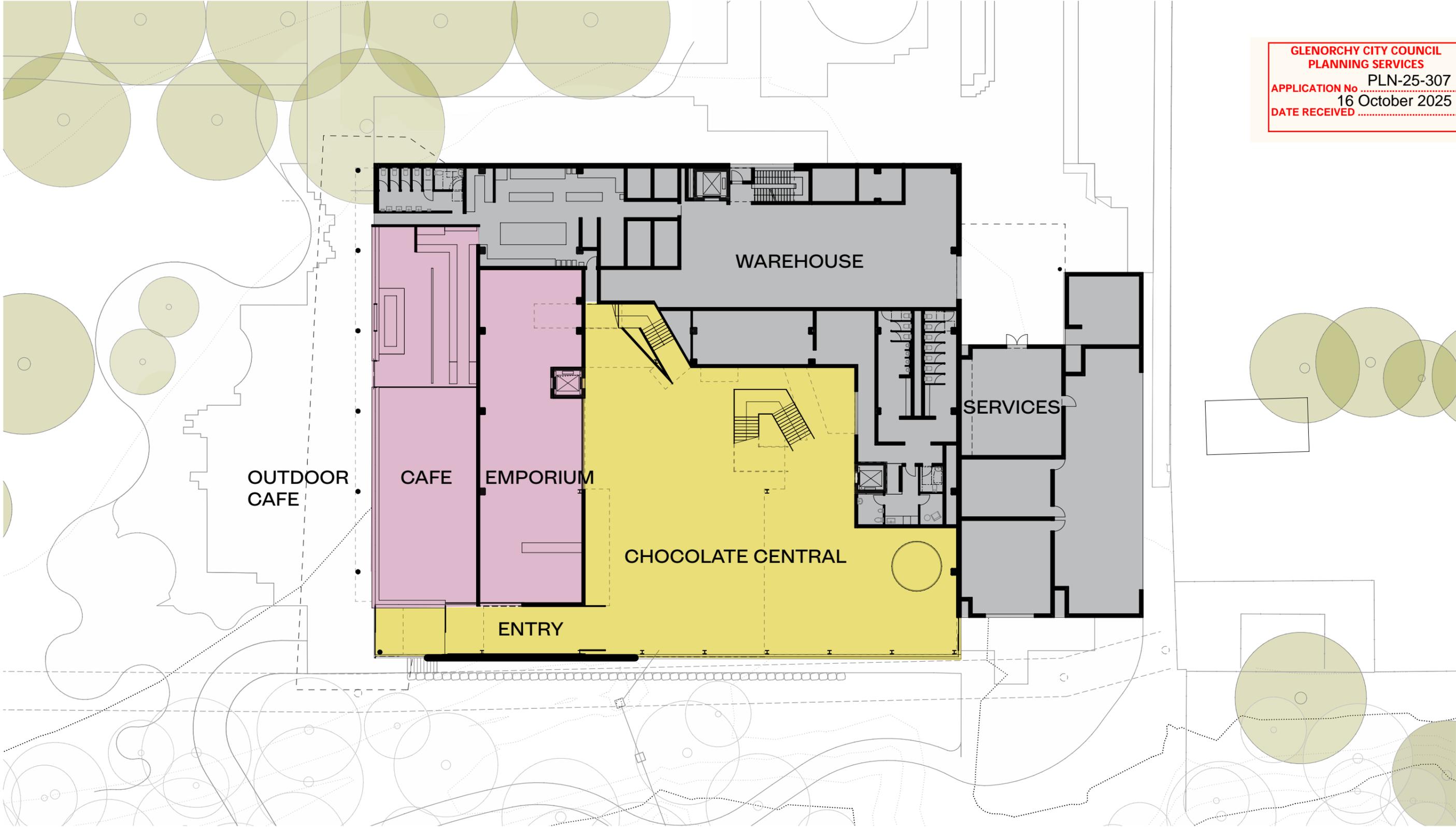
The spatial strategy for the proposed Chocolate Experience is designed to immerse guests in the chocolate story through a carefully choreographed journey that unfolds vertically as they move through





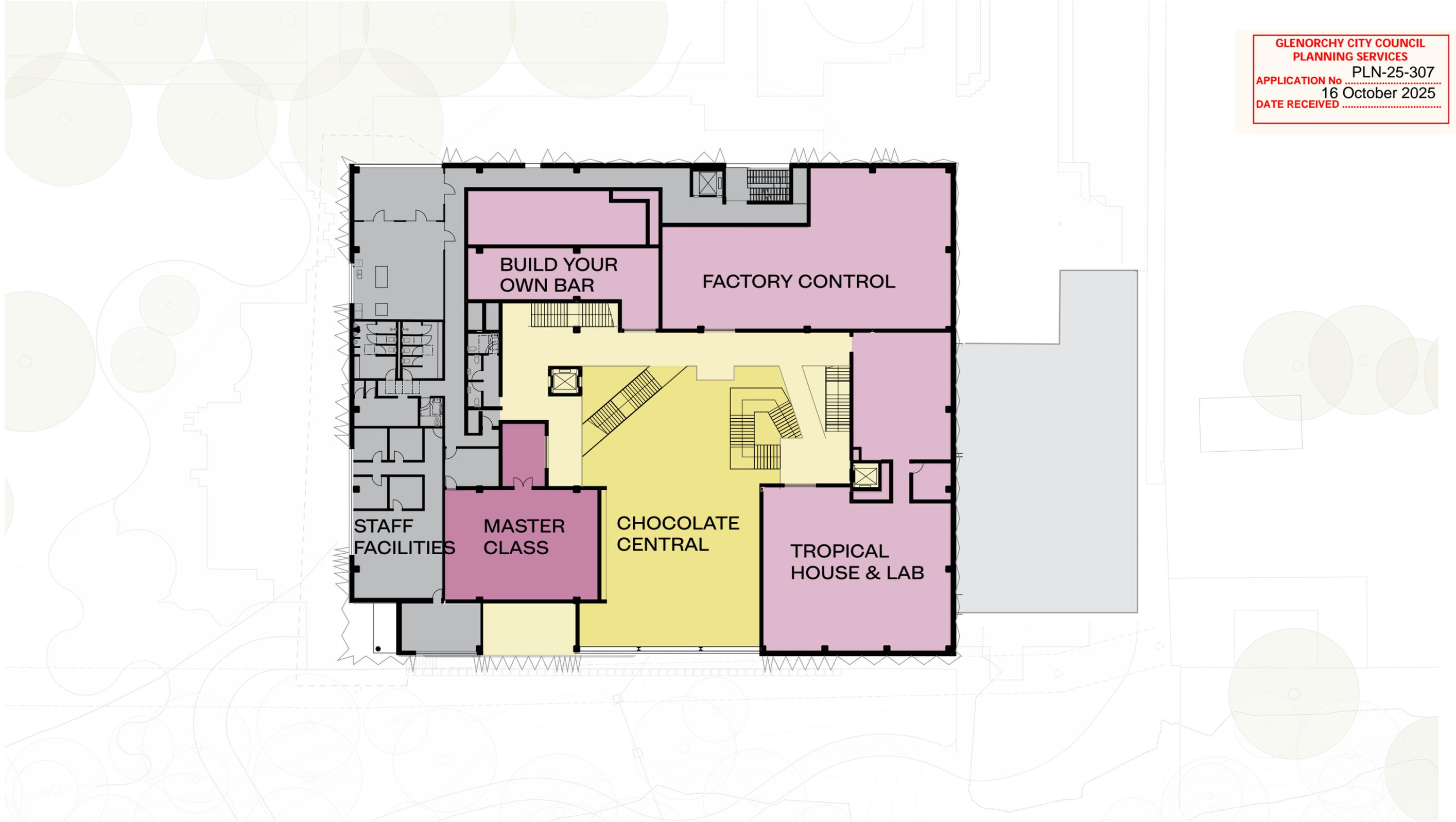
03/ DESIGN - GROUND FLOOR ARRANGEMENT

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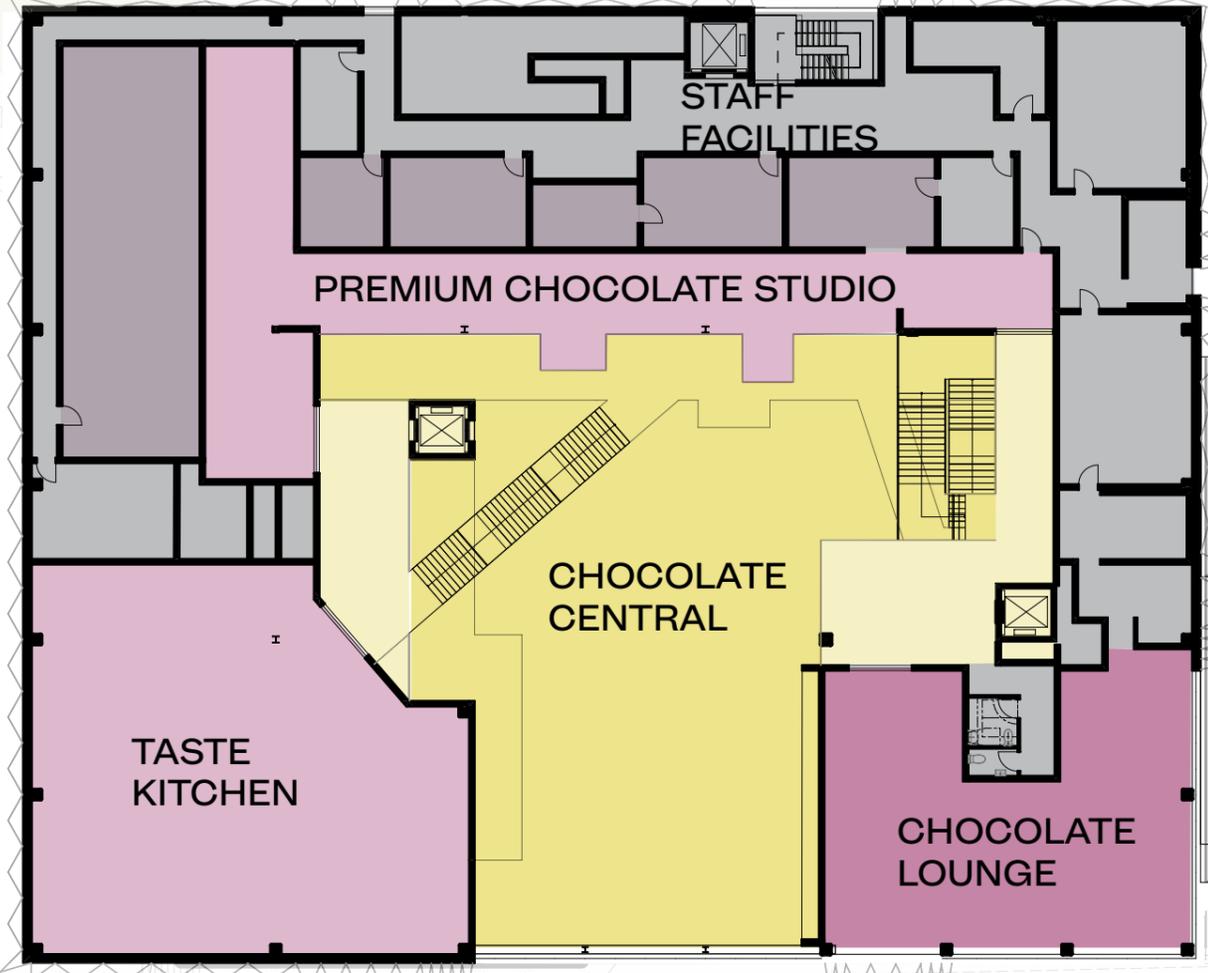


03/ DESIGN - FIRST FLOOR ARRANGEMENT

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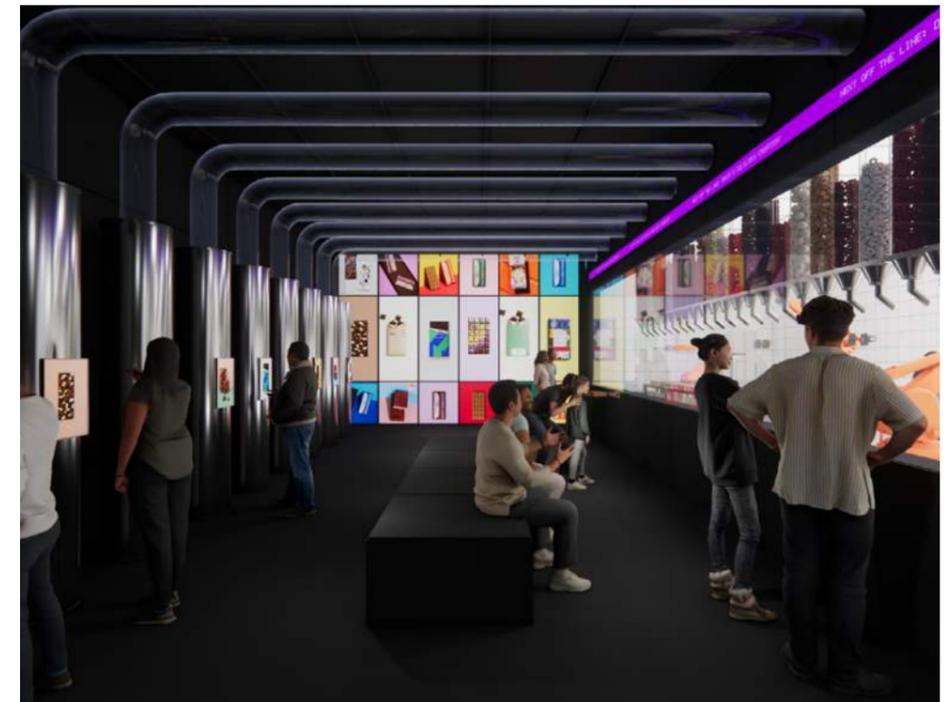


THE VISITOR EXPERIENCE

The visitor experience is envisaged as A 3-hour ticketed visitor journey designed to be “the world’s most extraordinary chocolate experience”. The concept is a “hyperreal version of a chocolate factory,” blending storytelling, technology, and hands-on participation to create an active, sensorial journey for all ages

On arrival, visitors are given a wearable device that personalises their adventure, unlocking surprises and collecting digital content along the way. The journey begins in Chocolate Central, where a responsive LED whirlpool of virtual chocolate draws guests into the experience. Augmented reality photo moments and multisensory “pipe satellites” immerse visitors in sight, sound, aroma, taste, and touch before they continue deeper into the story of chocolate. From here, a series of immersive zones unfold: the Tropical House evokes a twilight cacao forest with interactive viewfinders and projection columns that bring pollinators and wildlife to life, while the Laboratory invites hands-on exploration of chocolate-making through films, machines, and tactile exhibits, culminating in the vibrant Paint Your Flavour room. The playful Factory Control Room gamifies production, the Taste Kitchen serves as an “island of taste and sensation,” and the Premium Chocolate Studio offers a close view of artisan chocolatiers at work.

Beyond the core experience, visitors can extend their journey with premium activations. These include the Build Your Own Bar workshop, where guests craft customised creations, and 45-minute masterclasses. The site experience then continues through social and leisure spaces - a lounge, café and emporium - before concluding. Together, these elements blend technology, storytelling, sensory exploration, and indulgence to create a layered, memorable celebration of chocolate in all its forms

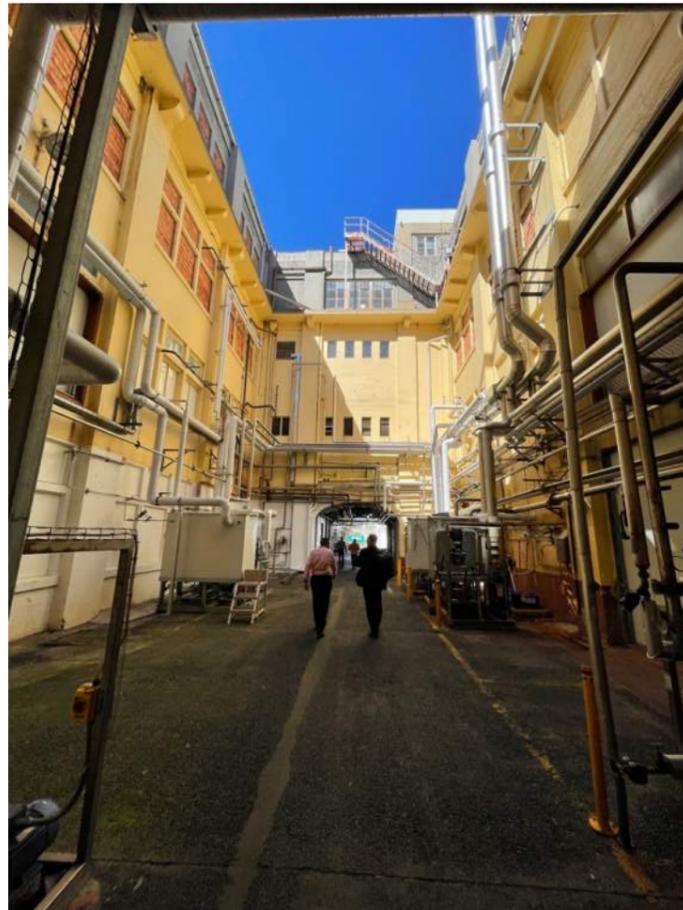


THE EXISTING FACTORY

The existing Cadbury Factory is a substantial industrial complex with a distinctive and highly recognisable built form. Its layout is organised on an implied grid, giving the complex a strong sense of order and clarity in both plan and elevation. The facades are defined by a consistent rhythm of windows, pilasters, and horizontal bands, creating a visual regularity that reinforces the building's formal composition. At ground level, undercrofts provide sheltered access ways and contribute to a sense of permeability, while also accommodating functional requirements such as vehicle movement and service access. The building's creamy yellow tones, offset by darker trims, further enhance its identity as a prominent landmark within the landscape.

Within the complex, the transition from the more formal, street-facing elevations to the internal service areas reveals the factory's operational character. Service laneways, exposed pipework, ducts, and vents layer the visual environment, reflecting the site's working nature. These elements, together with steel staircases, catwalks, and gantries, contribute to a distinctive industrial aesthetic that complements the ordered architectural framework. The interplay between the structured grid of the primary facades and the raw, functional expression of the service zones encapsulates the dual identity of the factory as both a place of production and a defining feature of the local built environment.

The design of the proposed Chocolate Experience draws directly from these characteristics, responding to its implied grid, rhythmic facade pattern, and functional ground-level undercrofts. The ground floor is treated distinctly from the upper levels, with a more open and activated frontage that invites public interaction and connects to surrounding parkland, echoing the permeability of the factory's base. Exposed pipework and selected service elements are intentionally incorporated into the design, referencing the factory's operational aesthetic and reinforcing the connection between the visitor experience and the site's working identity.



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A CONTEMPORARY FACTORY

The proposed design draws on characteristics of contemporary architecture informed by the aesthetics of factories, where functional requirements, structural clarity, and robust materials shape the outcome. Simple, rectilinear forms, large spans, repetitive structural grids, and industrial cladding reflect an efficiency of construction and an honesty of expression, while openings are carefully positioned to balance function, light, and views. Exposed structural and service elements are treated as deliberate design features, reinforcing a sense of purpose, durability, and connection to place.

In the broader context of working environments such as the Hobart waterfront, these qualities align with the visual language of warehouses, wharves, and port infrastructure, which prioritise utility but carry a distinct and enduring identity. In more expressive precedents, such as the Centre Pompidou, the principles of functional clarity and material honesty are amplified into bold architectural statements, demonstrating the adaptability of factory-inspired forms across a range of design approaches.

For the Chocolate Experience, these ideas are translated into a refined, contemporary building that resonates with the site's industrial heritage. Its massing and geometry respond to the factory's rectilinear forms and implied structural grid, while its materials and detailing reflect the robust, utilitarian quality of the surrounding precinct. In doing so, the design bridges the site's functional origins with its new public-facing role, creating a destination that is both contextually grounded and visually connected to its industrial setting.

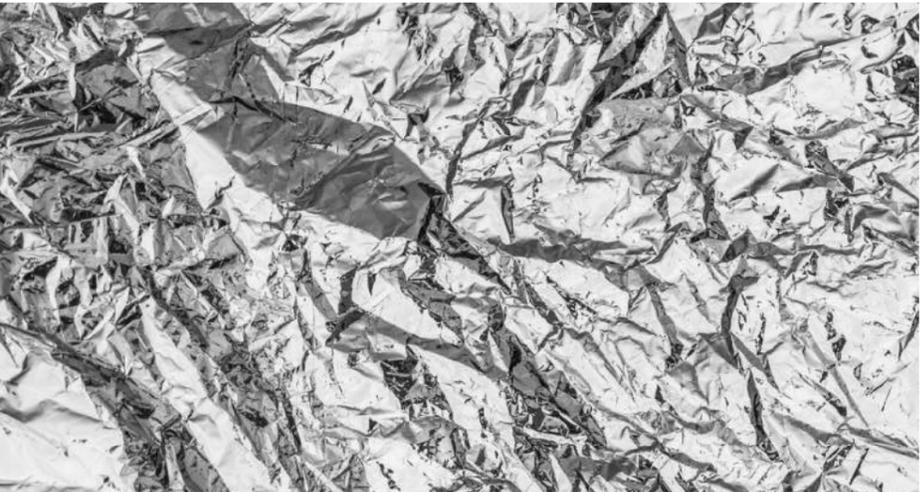


FOIL WRAPPERS

The proposed design draws inspiration from the familiar and tactile experience of unwrapping aluminium foil from a chocolate bar or Easter egg - a ritual that heightens anticipation and signals the reveal of something special within. The exterior of the building adopts a refined, metallic cladding that subtly references the sheen, texture, and crinkled surface of foil, catching light and the colours of the surrounding landscape much like foil reflects its environment. This skin acts as a protective and unifying wrapper, creating a sense of intrigue and curiosity for visitors approaching the site, while reinforcing the connection to the craft and tradition of chocolate-making.

Just as peeling back foil reveals a rich, indulgent centre, the interior of the Chocolate Experience offers a striking contrast to its outer shell. Stepping inside, guests move from the building's non-descript, reflective exterior into a hidden, sensory-rich world - an immersive environment alive with storytelling, experiential environments, and the enticing aroma of chocolate. An internal world that is carefully crafted to surprise and delight - revealing moments of indulgence that stand in deliberate contrast to the restrained, industrial exterior.

In this way, the design uses the metaphor of the foil wrapper not only as an aesthetic reference but as an organising principle for the visitor experience, framing the building as both a protective vessel and a gateway to a series of highly desired, memorable encounters within.

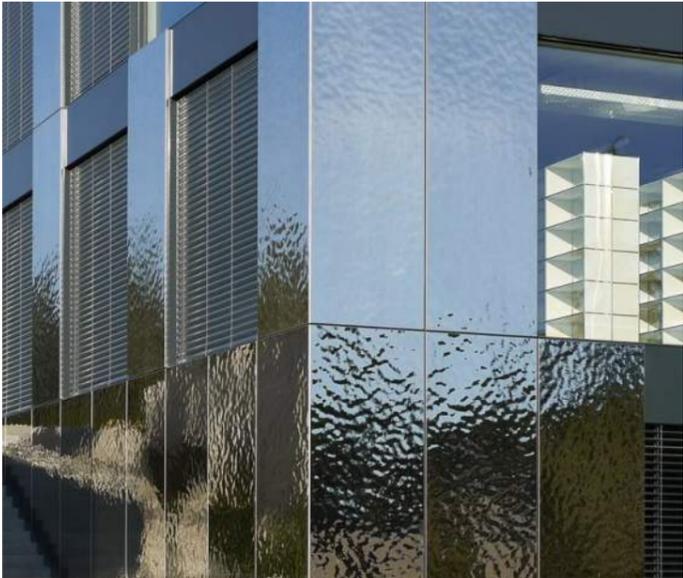


A WRAPPED OBJECT

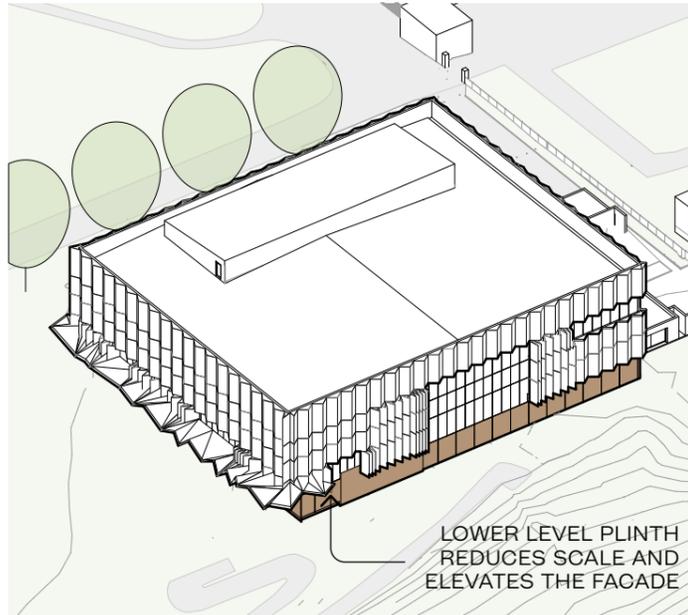
The design of the new Chocolate Experience at Cadbury merges two complementary sources of inspiration - the refined, contemporary factory aesthetic and the evocative metaphor of the foil chocolate wrapper - to create a distinctive and contextually resonant façade. Drawing from the industrial character of the surrounding precinct, the building’s massing, structural clarity, and robust materiality reflect the efficiency and honesty inherent in factory architecture. Simple rectilinear volumes, informed by the factory’s implied structural grid, are expressed with precision, while openings are strategically positioned to balance operational function with framed views to the parkland and riverfront. This disciplined, utilitarian foundation ensures the building reads as a natural extension of the existing factory complex, grounding it in the language of production and industry.

Overlaying this industrial framework is a façade treatment inspired by the tactile experience of peeling back a foil wrapper from a chocolate bar or Easter egg. The sheen and subtle textural variation of the metallic cladding captures and refracts the changing colours of the surrounding landscape, much like foil responds to its environment. This surface is folded and articulated to abstractly reference the act of unwrapping, partially revealing the building beneath and creating moments of depth, shadow, and intrigue. In this way, the façade operates on two levels - as a robust, industrial envelope aligned with the factory context, and as a symbolic layer that connects directly to the sensory and emotional associations of chocolate.

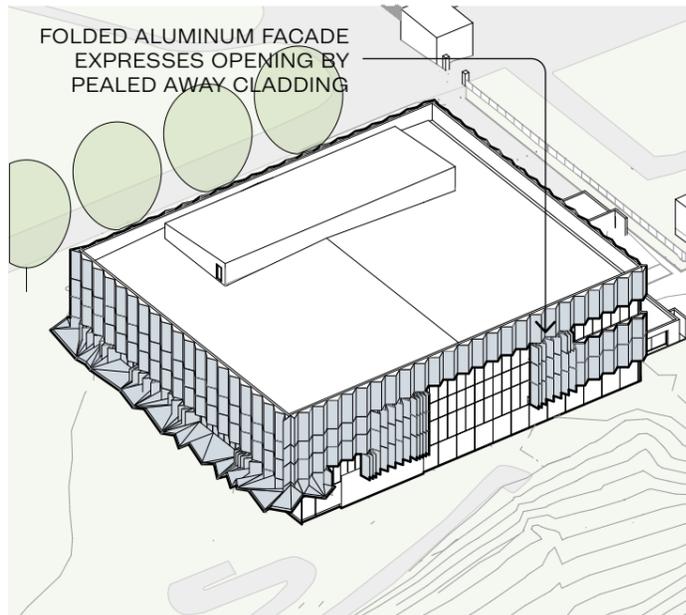
From a distance, the building’s restrained, industrially influenced form and reflective façade read as part of the factory complex, almost concealing the vibrant world inside. As visitors approach and enter, the folded “wrapper” begins to open, physically and metaphorically guiding them into a central space alive with storytelling, production activity, and sensory experiences. The deliberate contrast between the cool, metallic exterior and the warm, immersive interior mirrors the delight of unwrapping chocolate to discover the indulgence within, making the architecture itself part of the visitor experience.



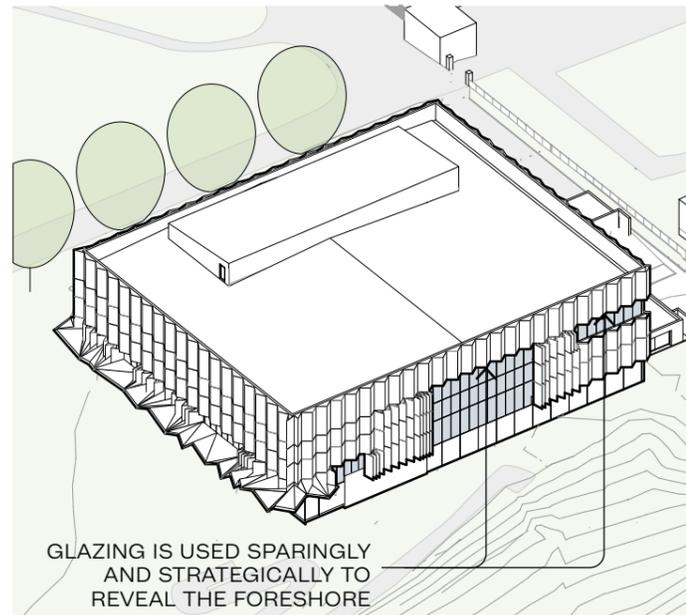
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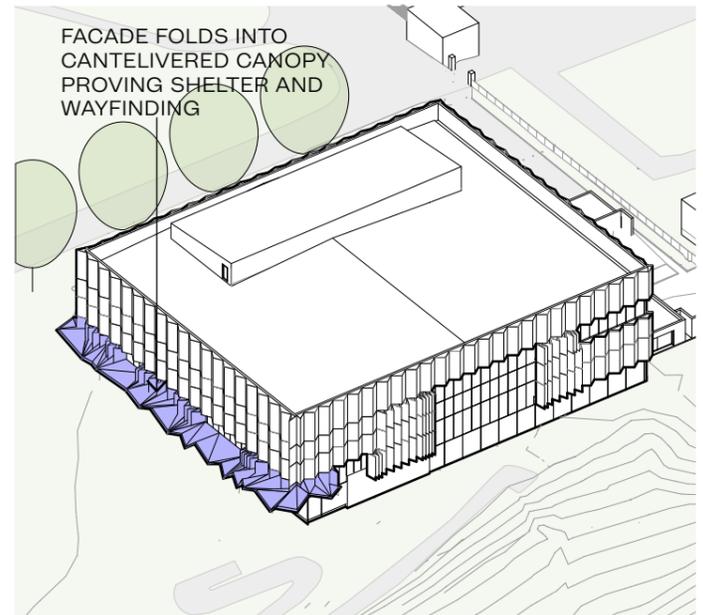
The lower level of the building is expressed as a robust structural plinth, contrasting with the folded aluminium cladding of the upper levels. This treatment grounds the building with a durable base material at pedestrian scale, visually reduces the apparent bulk above, and elevates the upper levels to enhance their lightness.



The façade is conceived as a continuous surface of folded aluminium, where windows and openings are revealed by the cladding peeling back to expose what lies beneath. Additional folds and subtle crinkles animate the surface, creating depth, texture, and dynamic light play, while alluding to the familiar foil wrapper of chocolate.



Glazing is used sparingly across the façade, carefully positioned to frame key views of the river while maintaining the building's bold, folded exterior expression. Larger glazed areas are concentrated in the dramatic central space, creating a light-filled interior that contrasts with the solid façade and enhances the visitor experience.



The entrance canopy is conceived as an intuitive wayfinding element, folded seamlessly from the same cladding material as the façade. Its sculptural form projects outward to clearly signal the point of arrival, guiding visitors naturally towards the entry. This bold gesture reinforces the architectural language while creating a sheltered threshold.



FACETED FOIL FACADE

These images show the how the design inspiration are expressed in the proposed design drawing on two key ideas: the honest, robust aesthetic of factory buildings and the evocative metaphor of a foil chocolate wrapper.

The form is composed of precise rectilinear volumes grounded in a concrete plinth, reflecting the factory's structural clarity and industrial character. Above, a folded aluminium façade wraps the building, its refractive, textured surface recalling the tactile experience of unwrapping chocolate. This cladding both conceals and reveals, with folds and crinkles creating depth, shadow, and dynamic light play, while sparing use of glazing frames select views of the River Derwent / Timtumili Minanya. The wrapper-like surface peels back at key points, most notably at the sculptural entrance canopy, which guides visitors intuitively inside. The interplay of cool, metallic exterior and warm, immersive interior mirrors the delight of chocolate itself, making the building part of the visitor experience.

NOTES:
These design renders are for illustrative purposes only.

They do not show some of the existing trees that are to be retained along the rivers edge to better illustrate the facade design.

Also omitted from the renders is the outdoor dining and cafe interface to the parkland edge of the building.





04/ KEY VIEWS

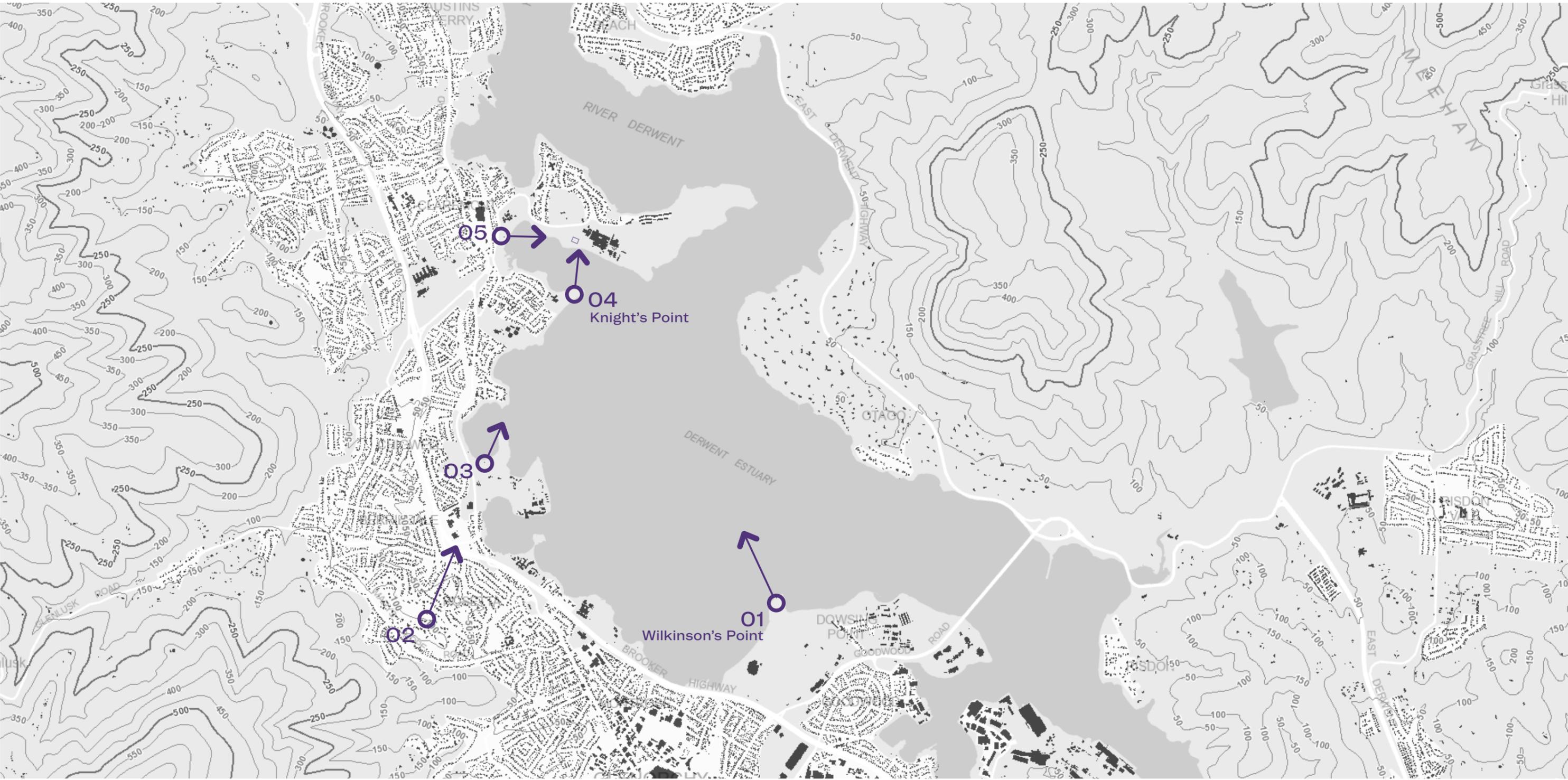
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04/ KEY VIEWS - NEIGHBOURHOOD CONTEXT

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CUMULUS





01/ WILKINSON'S POINT

From Wilkinson's Point, expansive views open across the River Derwent / Timtumili Minanya towards the Derwent Valley ranges, with the Cadbury Factory standing as a pale industrial silhouette set against the layered foothills and ridgelines. The shoreline in the foreground is framed by dense stands of dark trees, allowing the immediate ridgeline to read primarily as a continuous vegetated landscape. This green edge is punctuated only occasionally by built form, with the most visually dominant and recognisable element being the existing Cadbury Factory. Against this backdrop, the factory presents as a landmark, its scale and light-toned façade contrasting with the darker natural setting while still feeling embedded within it.

Within this visual context, the proposed Chocolate Experience has been designed so its materiality, massing, and form are sympathetic to and read as a seamless extension of the existing factory complex. Its height is carefully controlled so it does not exceed that of the adjacent buildings, ensuring the surrounding tree canopy and ridgeline remain the predominant elements in the skyline. By drawing on the industrial character and architectural language of the factory, the new building maintains visual cohesion, reinforcing the sense that it belongs to the same family of structures.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from Wilkinson's Point

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (view from same location but enlarged for clarity)



02/ ROSETTA & CHIGWELL

From an elevated vantage point in Rosetta, views extend across residential areas towards the River Derwent / Timtumili Minanya, with the Museum of Old and New Art (MONA) visible in the mid-ground and the Cadbury Factory complex beyond. The river curves around the headland, framing a composition of water, vegetated slopes, and discrete pockets of built form. The Cadbury site is visually read as one of several dominant building forms on the waterfront with its pale industrial buildings set low against a backdrop of tree-lined foreshore and distant hills. The skyline in this view is defined by natural ridgelines and the expansive Derwent Valley ranges, with development appearing as contained clusters within the wider landscape setting.

Within this context, the proposed Chocolate Experience is designed to integrate seamlessly into the existing Cadbury complex through the use of compatible materials, massing, and proportions. From this location, the development will be perceived as a subordinate element within the factory precinct, maintaining the current visual balance between built form and the surrounding landscape. The building height remains below the established tree line and consistent with adjacent factory structures, ensuring it does not alter the visual dominance of either the current factory or natural landscape features.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from 32 Crosby Rd, Rosetta

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (view from same location - enlarged for clarity)

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O3/ BERRIEDALE RESERVE

From this vantage point, the proposed development will be entirely screened from view by the landform of Knights Point, which projects into the River Derwent / Timtumili Minanya and visually obscures the Cadbury site from this direction.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from Berrideale Reserve

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (view from same location - enlarged for clarity)



O4/ KNIGHT'S POINT

From the public reserve at Knights Point, the Cadbury Factory complex is visible across the River Derwent / Timtumili Minanya, with portions of the built form partially screened by mature foreshore vegetation. The existing light-toned industrial buildings will remain the most prominent built elements in the view, sitting above the tree canopy. The proposed Chocolate Experience will be located within this established visual envelope, positioned alongside existing factory structures so that it is read as part of the broader complex rather than a standalone building. The building's height and scale have been carefully designed to remain consistent with the surrounding built form and, where possible, below the tree line, ensuring visual integration with the existing site character.

The design approach, including materiality and architectural language, draws on the industrial character of the factory to ensure the new Chocolate Experience presents as a cohesive and compatible addition. The use of metal sheet cladding will subtly pick up the changing colours and tones of the surrounding landscape, further integrating the building into its setting and softening its visual presence. While the building will be visible from this location, it will be perceived as a subordinate element within the factory precinct rather than a dominant feature in the view. The retention of significant trees, along with the introduction of new native foreshore vegetation, will continue to provide a visual frame for the site, maintaining the balance between the industrial presence of the Cadbury complex and the natural qualities of the riverfront. In this way, the development will be visually contained and will not detract from the landscape values of the reserve or the wider river setting.

IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from Knight's Point

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (view from same location - enlarged for clarity)



05/ CLAREMONT RESERVE

From this vantage point, the proposed development will be fully screened from view by the existing landform and the dense vegetation along the shoreline, ensuring it has no visual impact from this location.



IMAGE NOTE:
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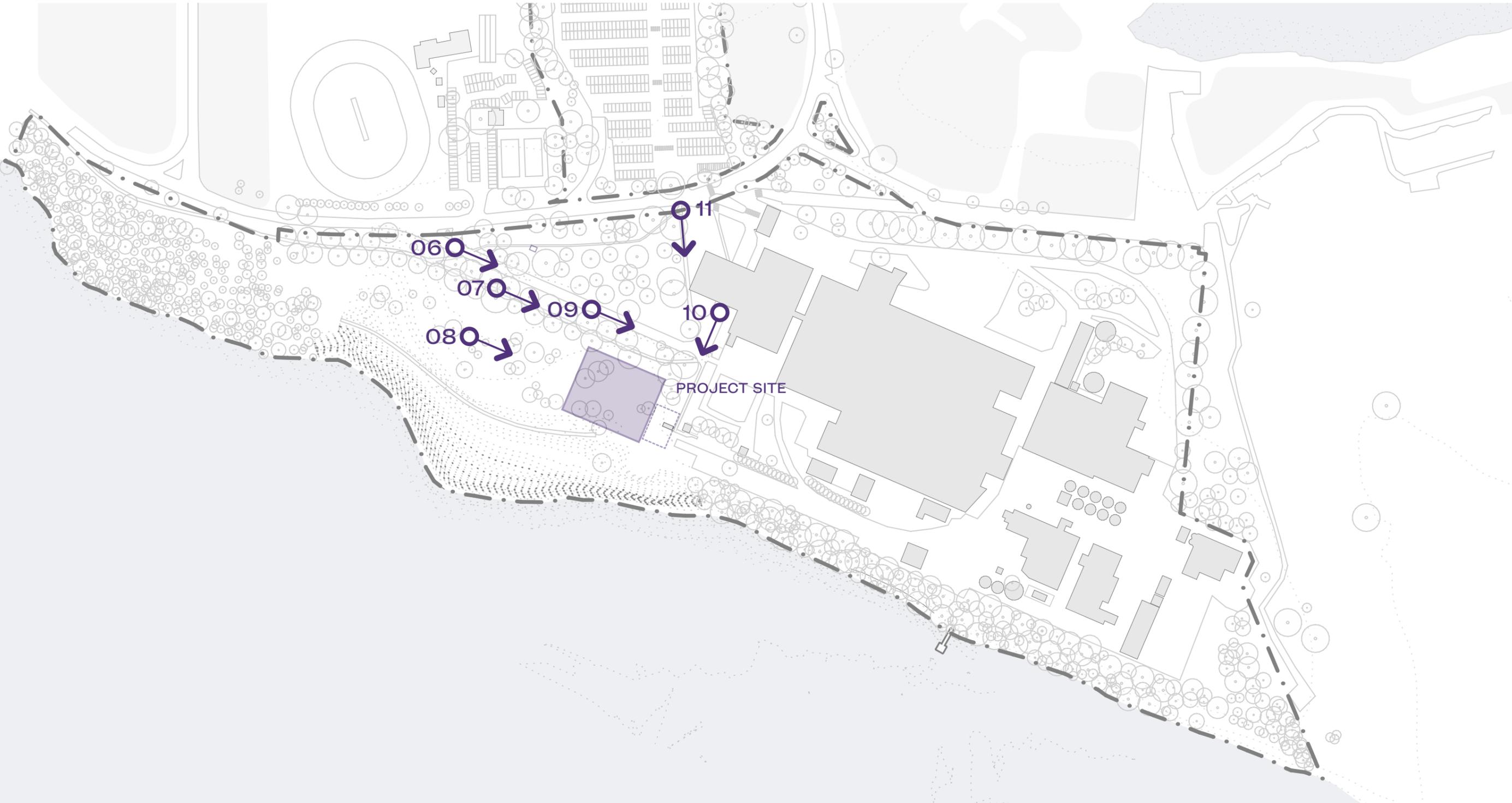
TOP VIEW:
Existing view towards the site from Claremont Foreshore Reserve

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (view from same location - enlarged for clarity)

O4/ KEY VIEWS - IMMEDIATE SITE CONTEXT

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06/ CADBURY SERVICE ROAD

The view of the Cadbury Factory along the Cadbury Service Road is framed by an established avenue of mature trees, creating a strong sense of formality and enclosure as the road approaches the factory complex. The dense canopy and layered foliage on both sides of the alignment provide significant visual screening, with glimpses of the factory buildings only partially visible in the distance through breaks in the vegetation.

From this vantage point, the proposed Chocolate Experience would be largely concealed by the avenue, with its visibility limited to filtered views between tree trunks. This natural screening ensures that the building's presence within the approach sequence remains subtle, maintaining the historic character and landscaped setting of the entry experience.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from the start of the Cadbury Service Road

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (from same location)



07/ AVENUE OF TREES

The established pine trees along the avenue beside Cadbury Service Road create a formal, linear approach that is both visually striking and spatially enclosed. Their dense canopy and layered foliage form a continuous screen, allowing only occasional, filtered glimpses of the factory buildings in the distance through gaps in the vegetation.

From this vantage point on the pedestrian path, the proposed Chocolate Experience would be more discernible than from the road but still substantially concealed by the trees, with views limited to narrow sightlines between the trunks.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from the start of the treelined Avenue adjacent to the service road

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (from same location)

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O8/ IN THE PARK

Within the recreational parkland, the landscape features a blend of formal and informal elements, with well-maintained grass lawns intersected by an avenue of mature trees and clusters of less formally arranged vegetation. To the north, openings in the formal tree avenue allow glimpses of the existing Cadbury Factory, providing visual connections to the site's industrial heritage. In contrast, the shoreline to the south is completely screened by dense, informal vegetation, reinforcing the sense of enclosure and natural character along this edge.

From this vantage point, the proposed Chocolate Experience is a clearly recognisable element within the landscape, yet its height remains lower than the surrounding mature trees, allowing it to sit respectfully within the parkland setting. The building is conceived as an object in the landscape, with its three principal elevations surrounded by open space and vegetation. The façade captures and subtly mirrors the surrounding colours and textures, enabling the building's appearance to shift with changes in light and season, further embedding it within its natural context.

The design strategically activates the park edge, with the main entry and café opening directly onto the adjacent lawn. This creates a lively, welcoming public interface that encourages visitors to engage with the park, reinforcing the strong visual and physical connection between the building and its landscaped surroundings. In doing so, the Chocolate Experience becomes both a distinct destination and an integrated part of the broader recreational environment.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from inside the parkland between the service road and the foreshore

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (from same location)



09/ CADBURY SERVICE ROAD

Further along Cadbury Service Road, the view towards the Cadbury Factory opens up as the avenue of mature trees becomes less densely planted to the north, allowing a clearer sightline to the existing factory buildings. While the formal tree-lined approach still provides a strong sense of enclosure, the reduced canopy density in this section offers more frequent and expansive views of the factory complex.

From this vantage point, the proposed Chocolate Experience would still be seen only in glimpses through the trees, its presence remaining subdued within the approach sequence. However, the planned removal of a small number of established trees at the end of the avenue will further open views to the existing factory, reinforcing its landmark presence while maintaining the historic character and landscaped setting of the entry experience.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from half way along the Cadbury Service Road

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (from same location)



10/ ALONG THE FENCE LINE

From the Cadbury Factory undercroft, adjacent to the gymnasium, the view opens onto a tree-lined parkland, where mature conifers and deciduous trees frame distant glimpses of the broader landscape. In the foreground, paved access areas are bordered by dense vegetation, creating a sense of enclosure and screening much of the surrounding context. Once constructed, the proposed Chocolate Experience will become a prominent feature in this view, with select trees removed at the end of the avenue to facilitate access to the service area.

The historic fence-line to the east clearly delineates the existing factory, though this boundary is visually softened by the location of the service zone, where exposed vents, pipework, and infrastructure continue the factory's industrial character. This buffer space reinforces the operational connection between the Chocolate Experience and the factory, integrating functional elements into the overall design.

From this vantage point, the centre's façade will read as a contemporary counterpart to the robust industrial forms, with reflective cladding that subtly mirrors the surrounding landscape. While its placement will obscure an existing view to the river, it will draw visual focus to the Chocolate Experience itself and the architectural dialogue between the site's industrial heritage and its new public-facing role.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from the undercroft of Cadbury Factory (ajacent to the gymnasium) alongside the fenceline.

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (from same location)



11/ FROM THE CAR PARK

From the start of the parkland path adjacent to the Cadbury Road carpark entry, the view towards the site is largely screened by mature trees and established vegetation in the foreground. The parkland here features a mix of open lawn and dense planting, which creates a strong sense of enclosure and limits sightlines into the site.

From this location, the proposed Chocolate Experience will be mostly concealed, with only occasional glimpses of the building visible between tree trunks and foliage. This natural screening will ensure that the development remains a subtle element within the view, maintaining the existing parkland character and the visual prominence of the mature landscape when approaching from Cadbury Road.



IMAGE NOTE:
These design renders have been produced to show the form, scale and materiality of the proposed building and do not include other design elements such as the jetty, walkways, forecourt, and/or outdoor furniture.

TOP VIEW:
Existing view towards the site from Cadbury road at the start of the parkland path adjacent to the entry to the carpark

BOTTOM VIEW:
Photo-montaged view of the site including proposed development (from same location)

05/ GLARE MITIGATION

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05/ GLARE MITIGATION - STRATEGIES

MINIMAL GLARE POTENTIAL

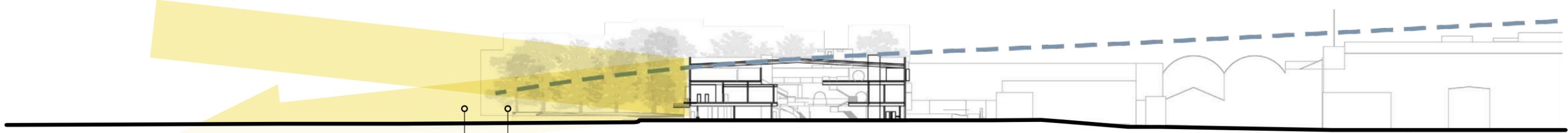
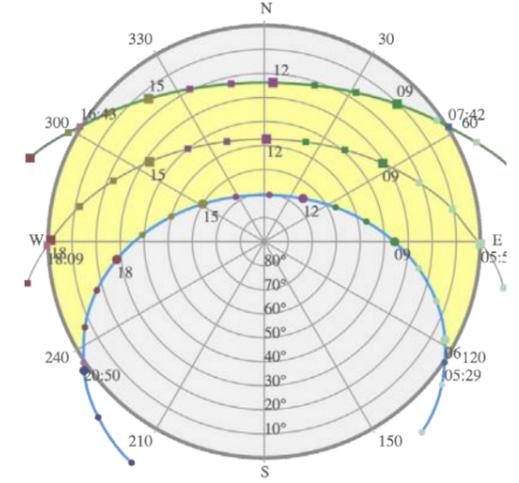
The proposed Chocolate Experience's façade design incorporates several features that minimise the potential for glare, mitigating any adverse impacts on nearby residents. The metallic cladding is treated with a faceted surface rather than a flat, mirror-like finish, ensuring that light is dispersed in multiple directions rather than reflected as a concentrated beam. This breaks up and softens reflections, reducing the intensity of any single light source. Furthermore, the majority of the building's façades are either screened by surrounding vegetation or positioned adjacent to existing factory buildings, limiting direct visibility from nearby residential areas.

These physical barriers, combined with the building's orientation, significantly reduce the potential for any noticeable glare.

Where openings occur in the vegetated screening, these are predominantly located on the southern side of the building, facing away from the path of the sun for most of the year. This orientation means that direct solar reflection is only possible during low sun angles in the early morning or late afternoon in summer, at which times intervening vegetation further mitigates the effect. In addition, the building's major glazed areas are deliberately oriented to the south, away from direct sunlight, ensuring they capture diffuse daylight without generating strong

reflective glare. Together, these design decisions and site conditions ensure that the building will integrate sensitively into its surroundings without creating visual discomfort or glare impacts for local residents.

DIAGRAM NOTE
 The following sections and indicative site plans illustrate the potential zones of reflection from the building's façades. These studies show that glare could only occur during very low sun angles in the early morning or late afternoon, with higher sun angles directing reflections towards the ground or water before they create impact. Furthermore, during low sun periods, surrounding buildings and vegetation provide effective shading, ensuring reflections do not affect residents.



EAST/ WEST SECTION + SUN REFLECTION

Higher afternoon sun results in shorter light throw which terminates in the ground or trees of the surrounding garden

Low afternoon sun results in longer light throw which terminates in the river

NORTH/ SOUTH SECTION + SUN REFLECTION



O5/ GLARE MITIGATION - WESTERN FACADE REFLECTION

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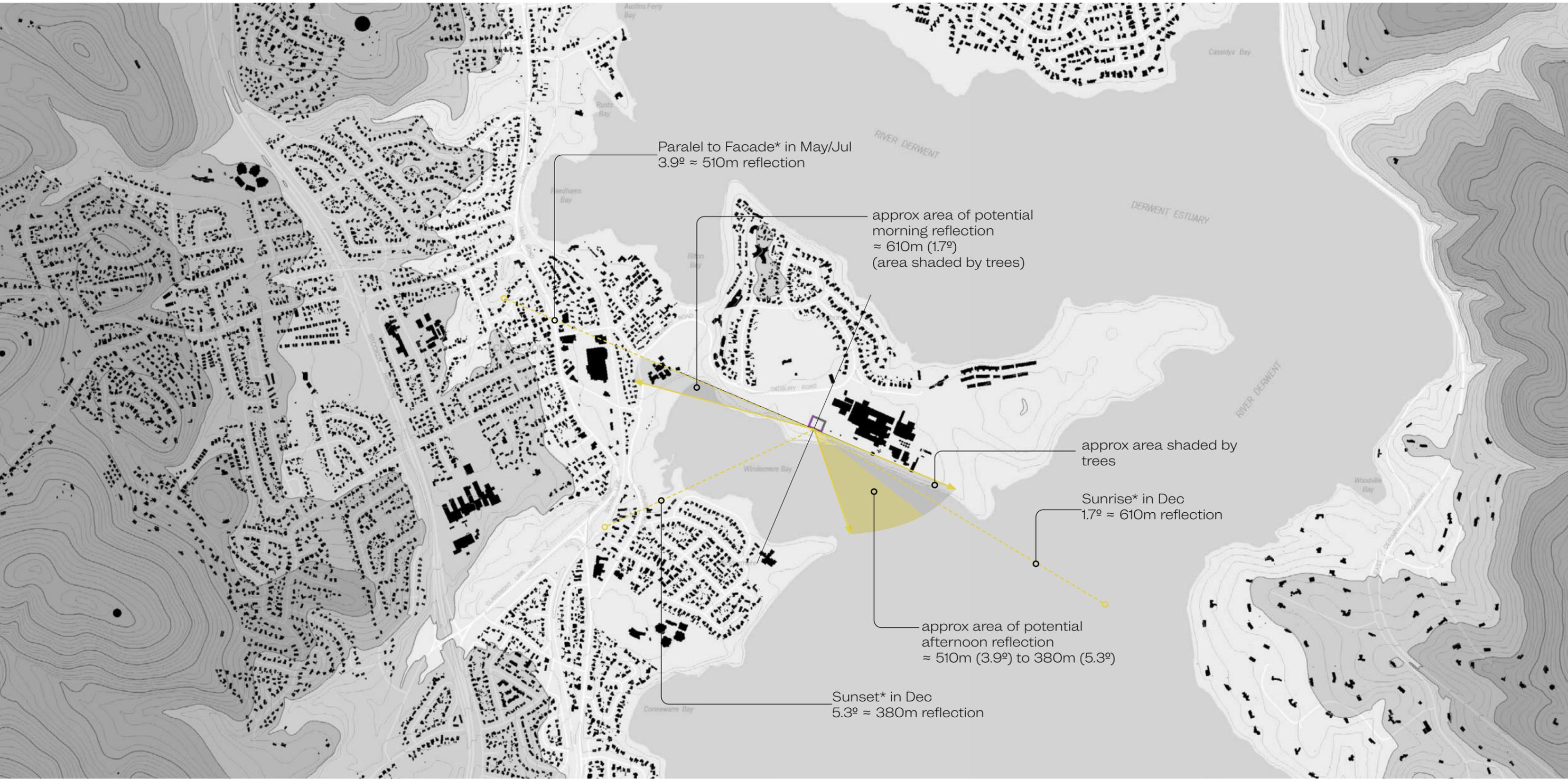


- Area of Potential Reflection
- Area shaded by existing feature
- Angle and Direction of Sun and Reflection

O5/ GLARE MITIGATION - SOUTHERN FACADE REFLECTION

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- Area of Potential Reflection
- Area shaded by existing features
- Angle and Direction of Sun and Reflection

O5/ GLARE MITIGATION - EASTERN FACADE REFLECTION

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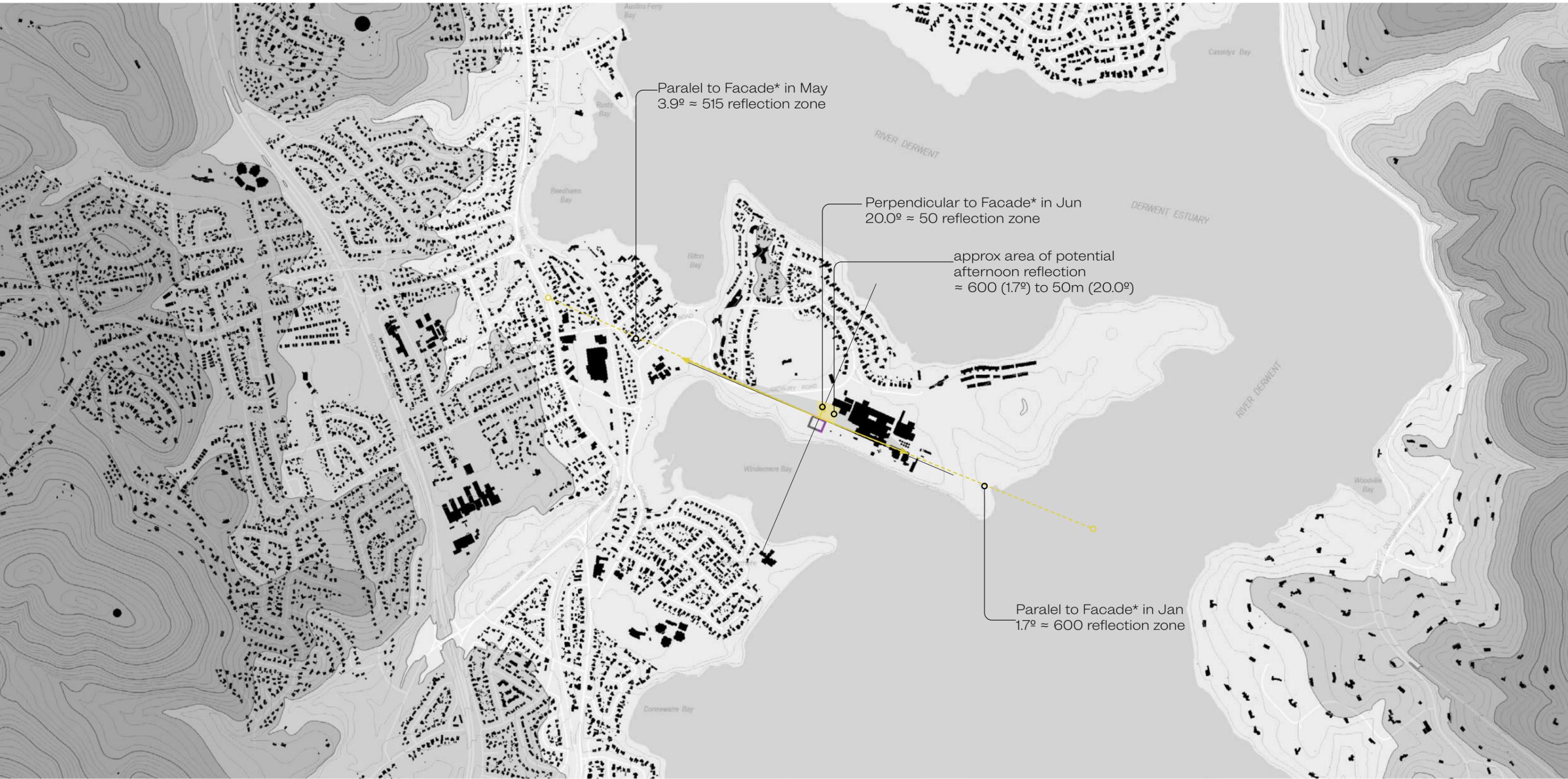


- Area of Potential Reflection
- Area shaded by existing feature
- Angle and Direction of Sun and Reflection

05/ GLARE MITIGATION - NORTHERN FACADE REFLECTION

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- Area of Potential Reflection
- Area shaded by existing feature
- Angle and Direction of Sun and Reflection
- Area of Potential Reflection

06/ ARCHITECTURAL DRAWINGS

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