

33 Cross St Double Bay
(Stamford Plaza Hotel)



architectus™



Ashington & Architectus

ASHINGTON

- Special developments in special places
- Residential :
 - fewer apartments per floor
 - higher ceiling heights
 - large outdoor areas
 - carefully resolved finish
- Developments which contribute to the community
- Best practice environmental sustainability

- Example : The Post, Potts Point



ARCHITECTUS

- Architects, urban designers and town planners
- Core values : Environmental sensitivity and sustainability
- Over 60 awards
- Offices : Auckland, Brisbane, Melbourne, Shanghai, Sydney

- Example : Queensland Gallery of Modern Art, Brisbane



Aerial view of site context



The existing building



View from corner of Cross St & Transvaal Ave
- Poor presentation to public domain



View from Transvaal Ave
- Poor interface

The existing building



View from Cross St looking East
- Existing trees largely screen building bulk



Podium presentation to the North
- Poor interface to townhouses

The existing building (arcade)



Entry to arcade

- Hidden and unwelcome arcade entrance



Internal view of arcade

- Long and narrow corridor, arcade has never performed well

Double Bay & Bondi Junction

DOUBLE BAY VILLAGE



Knox St cafes / retail strip

- Limited opportunity for large scale development
- Scale : fine urban grain village
- Boutique retail precinct
- Outdoor retail environment – street edge
- Centralised & active night life (Knox St) – cafes, restaurants & lounges
- Mixed retail presentation
- Moderate access to public transport – bus & ferry
- Metered street parking
- Limited range of services
 - No cinemas
 - 1 supermarket
 - Limited retail range
 - Limited restaurants and eateries
- Generally lacklustre buildings
- Limited high end retail and dining co-existence – reputation declining.

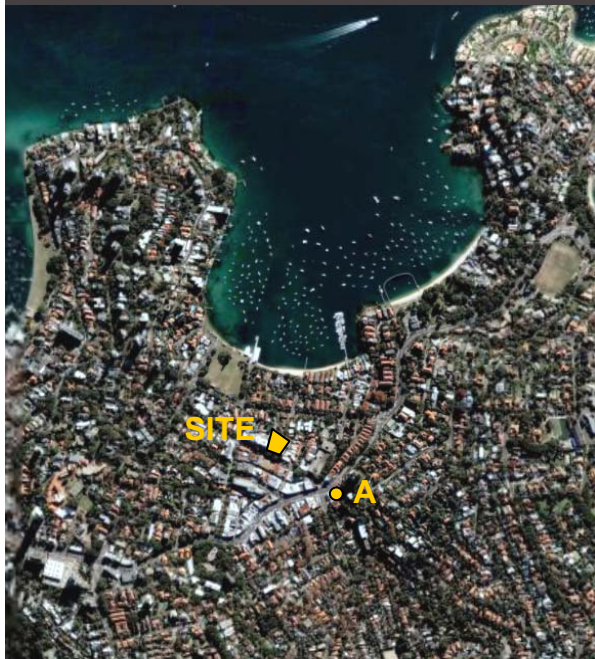
BONDI JUNCTION WESTFIELD



Oxford St retail strip & Westfield

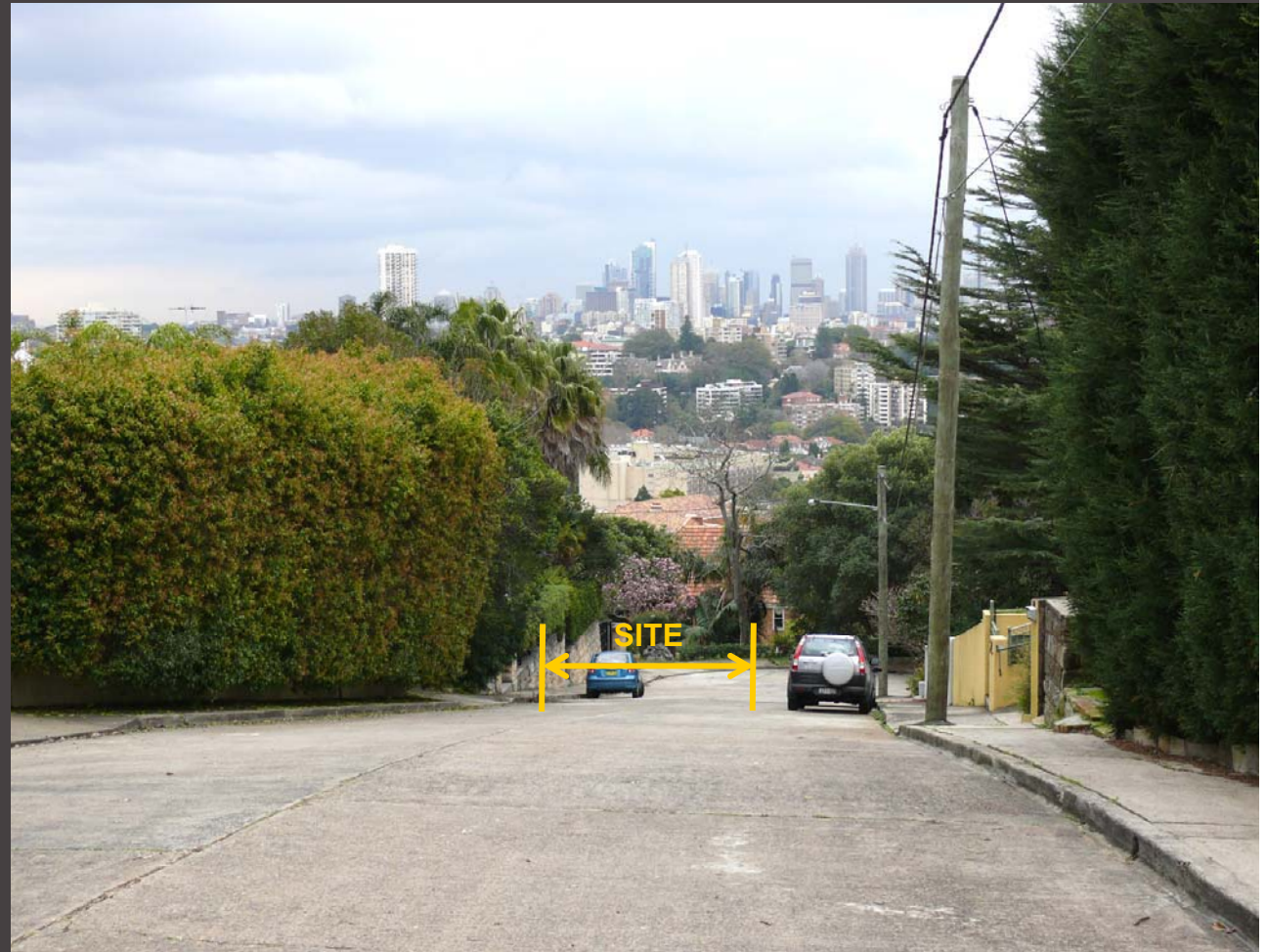
- Revitalised by large, high quality development encouraging further investment
- Regional retail & commercial centre
- Commercial (mass market) retail
- Internal retail mall environment
- Uniform retail presentation
- Night life – hidden from public
- Centralised management
- High access to public transport – train & bus
- Extensive range of services
 - Cinemas
 - Multiple supermarkets
 - Produce
 - Fashion
 - Technology
- Medium/high end fashion outlets
- Protection from the elements

The surrounds : View from south-east to site



View A – From New South Head Road towards Cross Street

The surrounds : View from east to site



View B – From Kambala Road looking towards Sydney CBD

The surrounds : View from north to site



View C – Looking South from the Harbour to Double Bay

The surrounds : View from north-west to site



View D – From Mt Adelaide St looking East across Double Bay towards Bondi Junction

The surrounds : View from south to site



View E – From Harkness St looking North towards Double Bay from Bondi Junction

Double Bay Centre Development Control Plan

	Existing	LEP/DCP Controls
FSR	4.06:1	2.5:1
Height	28.5 metres	16.5 metres

Envelope limits activation and special amenity

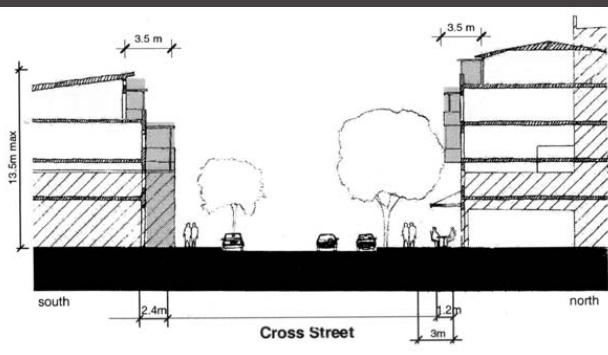
MISMATCH : NO INCENTIVE TO CHANGE



DCP envelope controls



DCP envelope controls



Proposed cross section of Cross St



Existing view down Cross St



Potential view down Cross St

International examples of similar developments

40 Bond, New York

- Prestige residential development in Noho village, New York.
- 24/7 hotel services shared with Gramercy Park Hotel
- Iconic world leading design.



One Hyde Park, London

- Prestige residential in traditional retail area
- Located in Knightsbridge High Street
- High Quality Residential
- Boutique Retail
- Services shared with adjacent Mandarin Oriental Hotel
- Set new global benchmarks in quality and design



Double Bay – Urban Context

- **Intrinsic advantage of Double Bay :**
Pedestrian network and fine urban grain
- Existing hotel is out of character with Double Bay



Double Bay – Urban Context

- **Intrinsic advantage of Double Bay :**
Pedestrian network and fine urban grain
- Proposed development should enhance existing networks and urban grain



Design Philosophy



- Existing floor space area must be retained for development to be feasible
- Better distribution of floor space to open up ground plane
- Provide high quality public space and public activation
- Promote outdoor active space – NOT internal malls
- Design must be world class
- Optimum development mix includes :
 - 5 star boutique hotel
 - High end street front retail
 - High quality residential

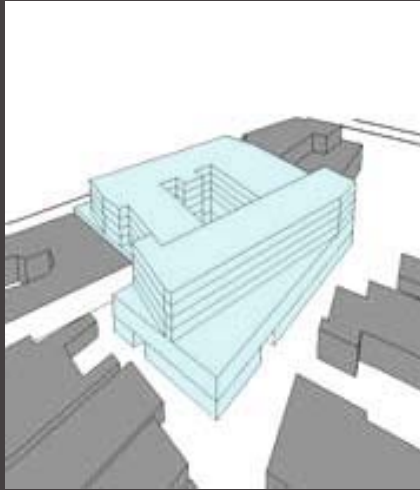
Design Philosophy



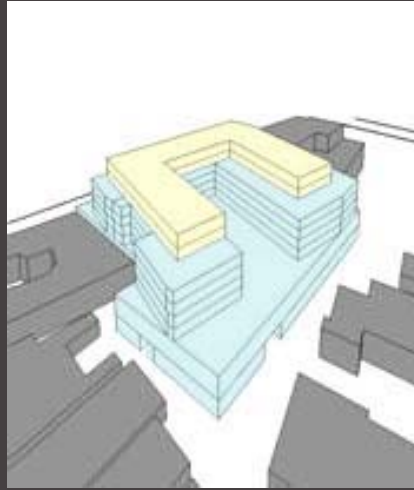
Activate the public ground plane

Study Options

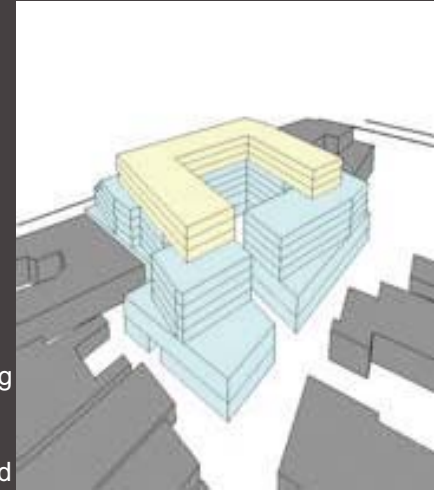
- Option 1**
- Refurbish existing building
 - No additional levels
 - No courtyard



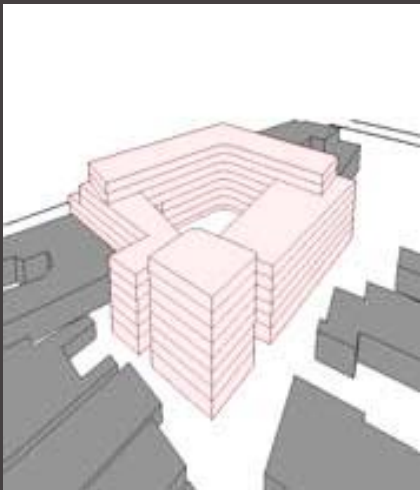
- Option 2**
- Refurbish existing building
 - 2 additional levels
 - No courtyard



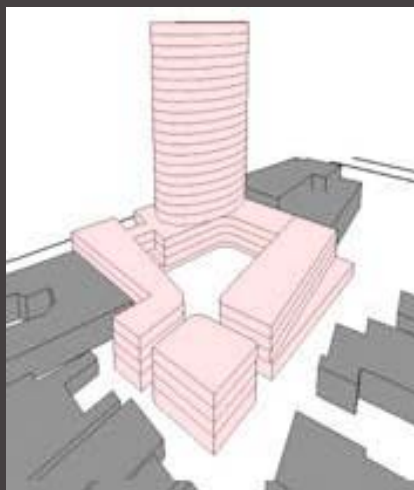
- Option 3**
- Refurbish existing building
 - 3 additional levels
 - With courtyard



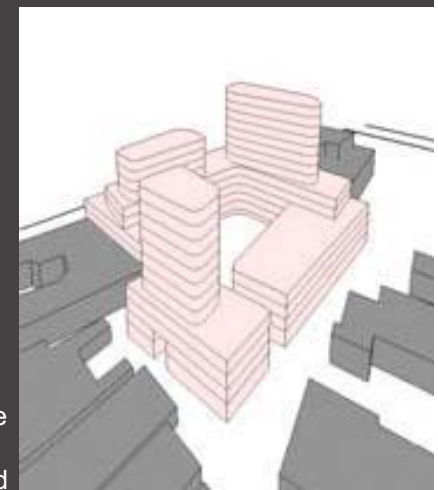
- Option 4**
- New development (6-8 levels)
 - Podium
 - With courtyard




- Option 5**
- New development (4-24 levels)
 - Single element above podium
 - With courtyard



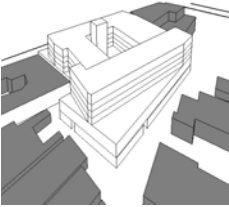
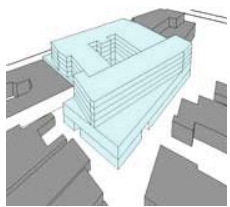
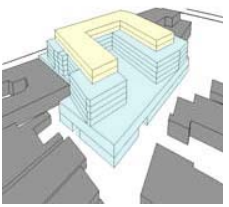
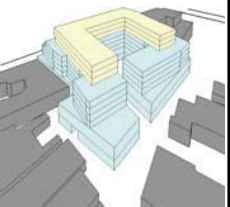
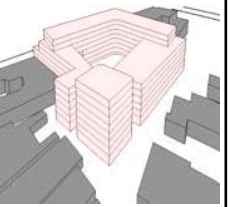
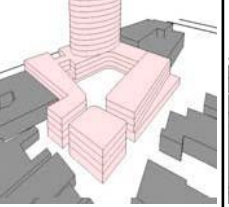
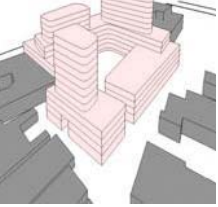
- Option 6**
- New development (4-14 levels)
 - Three smaller elements above podium
 - With courtyard



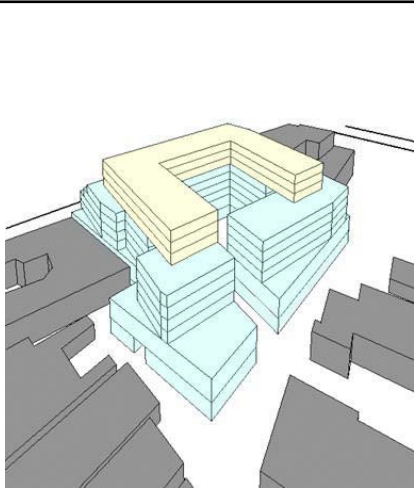
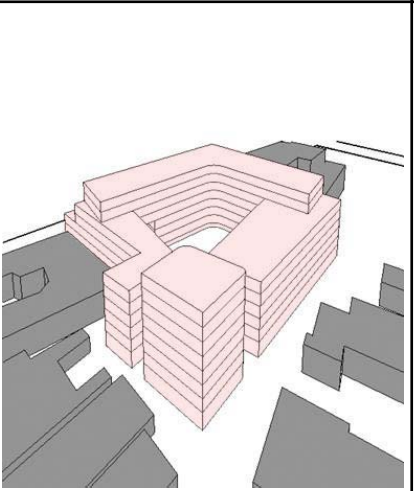
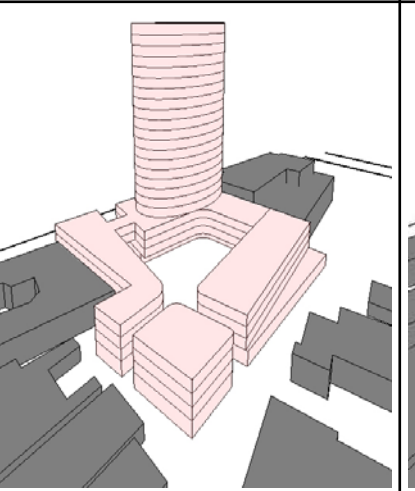
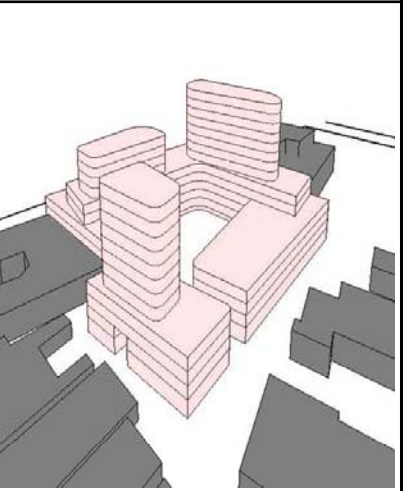




Key

-  Refurbishment
-  New development
-  Additional levels

Evaluation Criteria

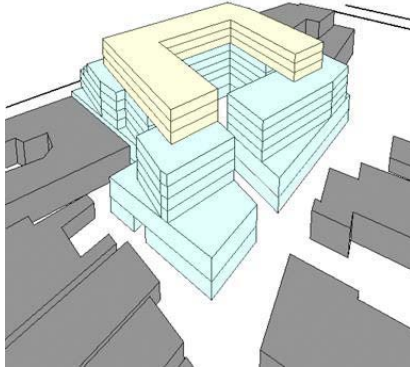
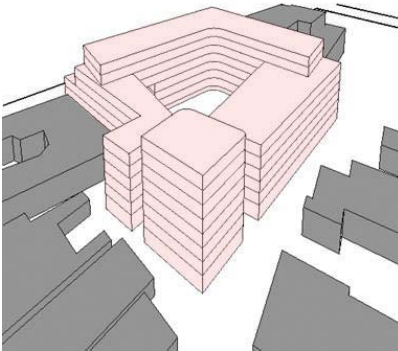
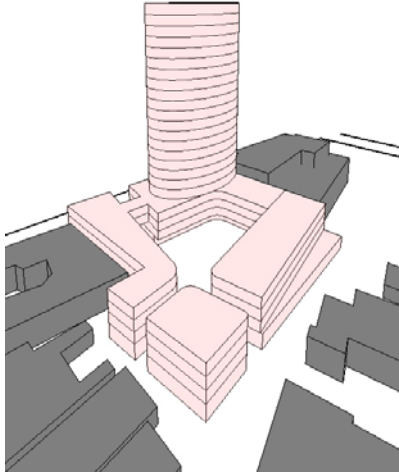
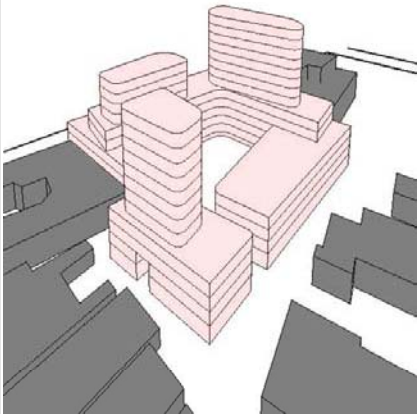




	EXISTING BUILDING (6 levels)	OPTION 1 (6 levels) Refurbished existing building - No additional levels without courtyard	OPTION 2 (8 levels) Refurbished existing building + 2 new levels without courtyard	OPTION 3 (9 levels) Existing building + 3 new levels with courtyard	OPTION 4 (6-8 levels) New Development - 6-8 level podium with Courtyard	OPTION 5 (4-24 levels) New Development -Single building element over podium with courtyard	OPTION 6 (4-14 levels) New Development -Three building elements over podium with courtyard
<p>Key</p> <ul style="list-style-type: none"> Existing building Refurbishment Additional levels New development 							
FSR	4.06:1	4.06:1	4.06:1	4.06:1	4.06:1	4.06:1	4.06:1
URBAN GRAIN							
PUBLIC GROUND PLANE	X	X	X				
ACTIVATION							
LOCAL ECONOMIC BOOST (retail)							
HEIGHT/ BUILDING BULK							
VISUAL IMPACT							
OVER SHADOWING (surrounding)							
EVALUATION							

Options Comparison

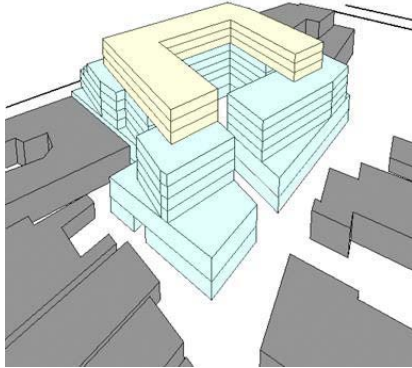
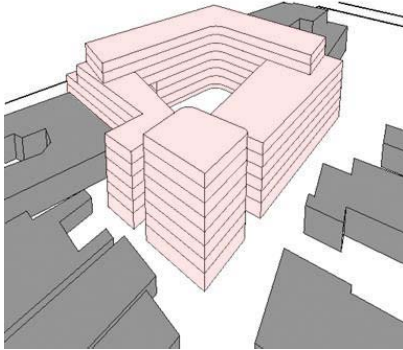
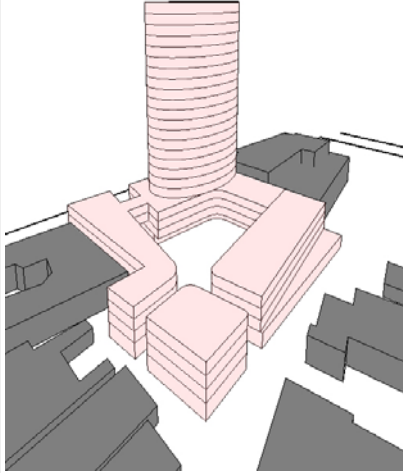
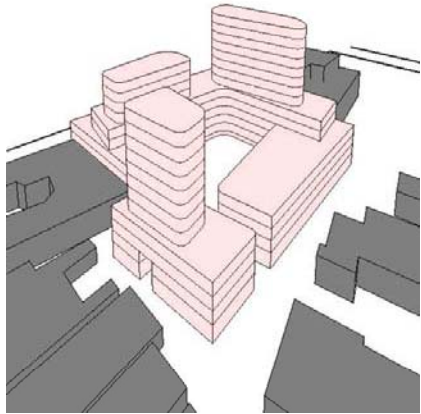
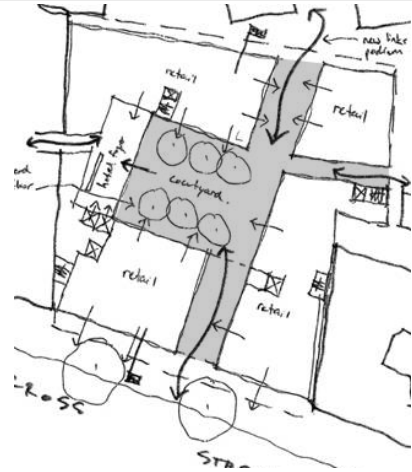
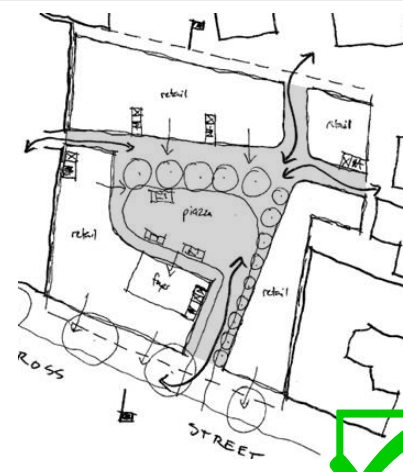
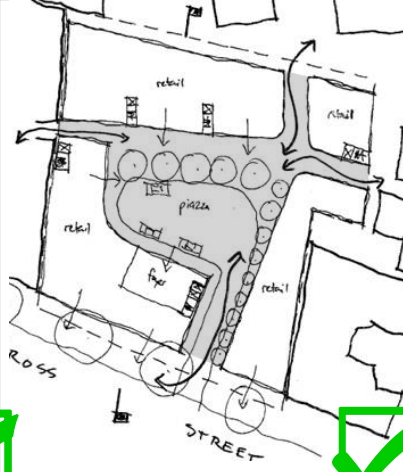
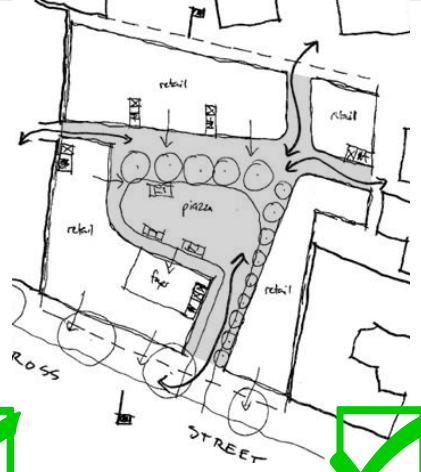
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URBAN GRAIN				



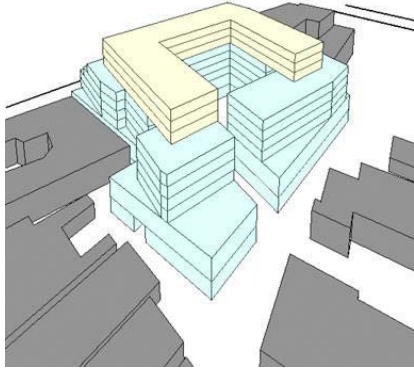
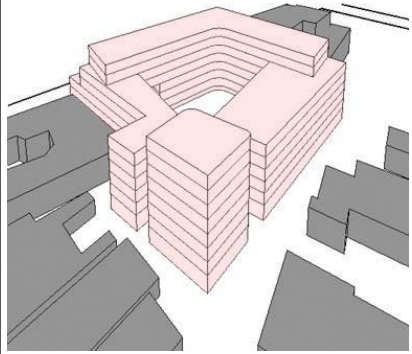
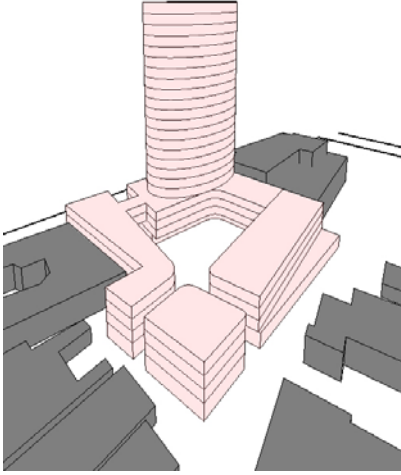
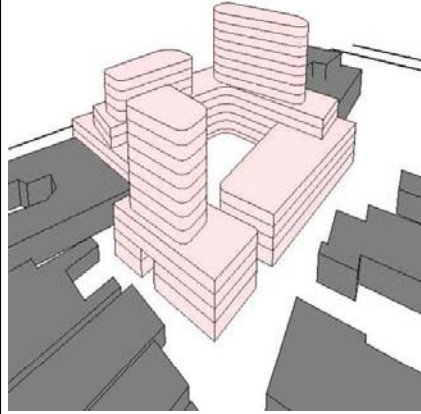


Options Comparison

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<p>PUBLIC GROUND PLANE</p>				

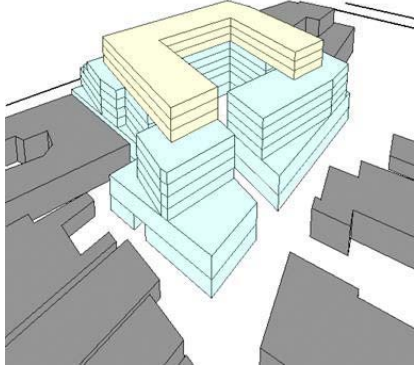
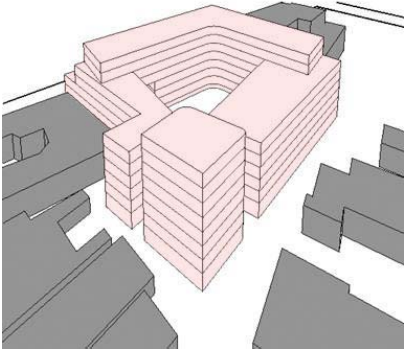
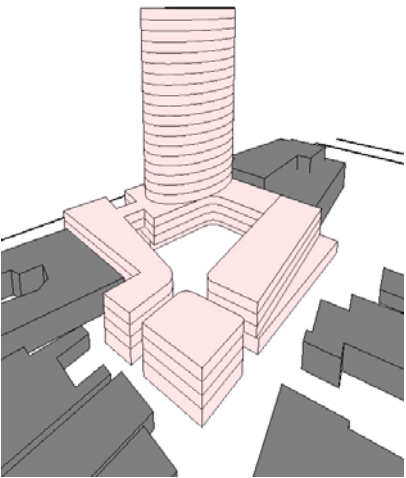
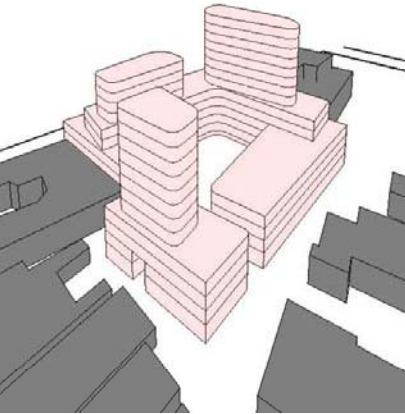




Options Comparison

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<p>ACTIVATION</p>				





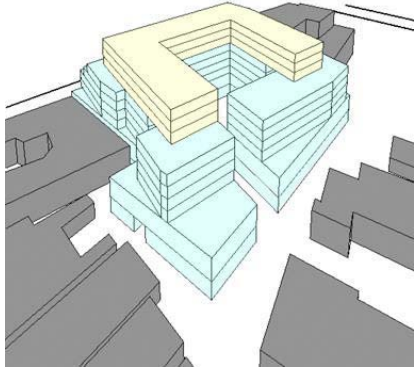
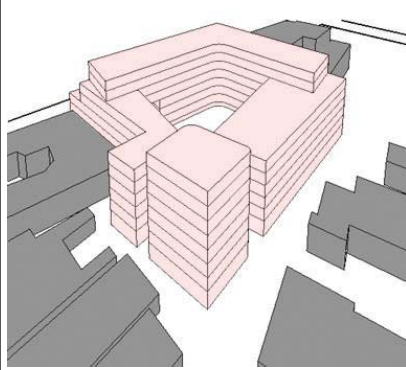
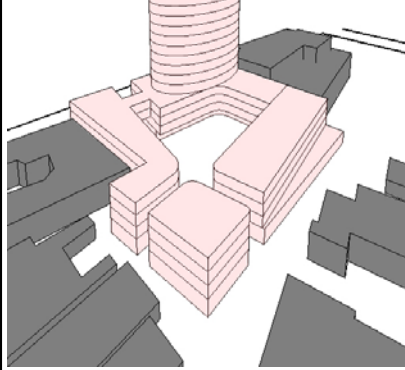
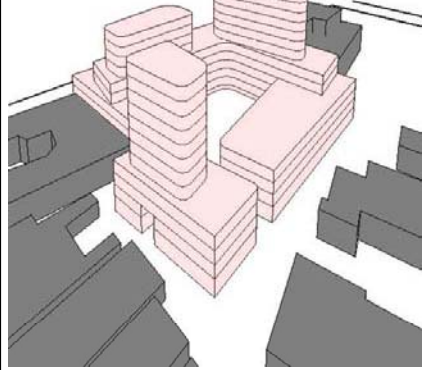
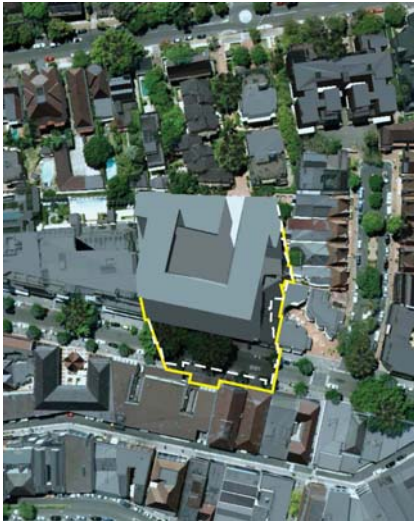

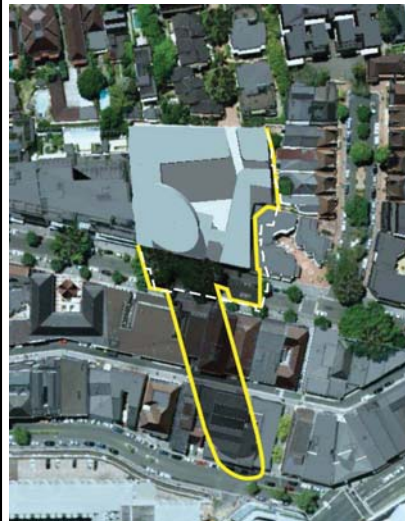
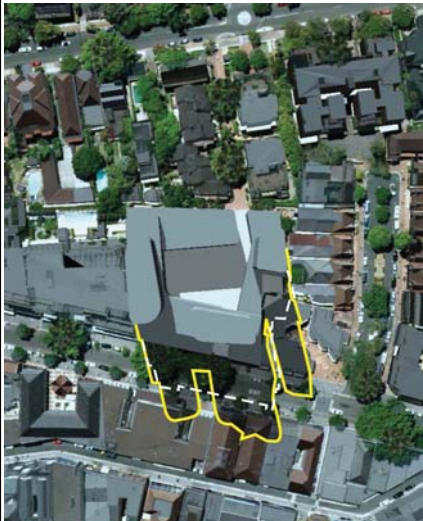
Options Comparison

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<p>Key</p> <ul style="list-style-type: none"> Existing building Refurbishment Additional levels New development 				
<p>LOCAL ECONOMIC BOOST (retail)</p>	<ul style="list-style-type: none"> -Moderate increase in retail exposure and activity due to courtyard/atrium -Introverted form limits contribution to special amenity -Minor boost to surrounding developments 	<ul style="list-style-type: none"> -Larger courtyard area will promote increased retail exposure and activity -Courtyard quality is impacted by height of surrounding buildings. -Introverted form limits contribution to special amenity -No landmark/iconic value as a development 	<ul style="list-style-type: none"> -Large courtyard and low podium promote retail exposure activity and connection with Cross St -Landmark form will attract local and broader community attention -Boutique 'branded' hotel will add prestige to area -Building form engages with surrounding streets and public spaces 	<ul style="list-style-type: none"> -Large courtyard and low podium promote retail exposure activity and connection with Cross St -Landmark form will attract local and broader community attention -Boutique 'branded' hotel will add prestige to area -Building form engages with surrounding streets and public spaces
				

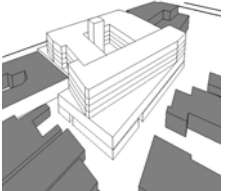
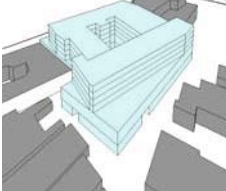
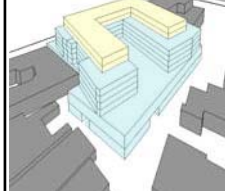
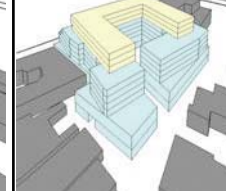
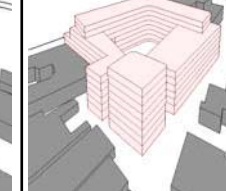
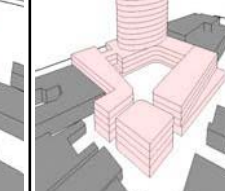
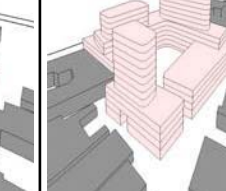
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HEIGHT/ BUILDING BULK Key Existing building Refurbishment Additional levels New development				
VISUAL IMPACT				

Options Comparison

	<p>OPTION 3 (9 levels) Existing building + 3 new levels with courtyard</p>	<p>OPTION 4 (6-8 levels) New Development - 6-8 levels with courtyard</p>	<p>OPTION 5 (4-24 levels) New Development - Single building over podium with courtyard</p>	<p>OPTION 6 (4-14 levels) New Development - Three smaller buildings over podium with courtyard</p>
<p>Key</p> <ul style="list-style-type: none">  Existing building  Refurbishment  Additional levels  New development 				
<p>OVER SHADOWING (21 June, 12pm)</p>				

Evaluation Summary (ranking lowest 1 and highest 3)

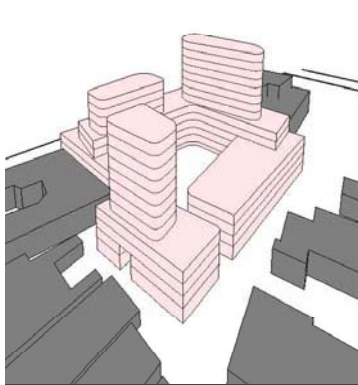
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URBAN GRAIN	1	1	1	2	3	3	3
PUBLIC GROUND PLANE	1	1	1	2	3	3	3
ACTIVATION	1	1	1	2	2	3	3
LOCAL ECONOMIC BOOST (retail)	1	1	1	2	2	3	3
HEIGHT/ BUILDING BULK	1	1	2	2	1	1	3
VISUAL IMPACT	3	3	2	2	2	1	1
OVER SHADOWING (surrounding)	2	2	2	2	2	2	2
EVALUATION	10	10	10	14	15	16	18 PREFERRED

Preferred Option – Option 6 Community Benefits



- Open air public access to site :
Existing = 0 m²
Option 6 = 1,550 m²
- Sunlight penetration to ground plane
(12 noon 21st June) :
Existing = 0 m²
Option 6 = 285 m²
- High quality retail frontage :
Existing = 40 m
Option 6 = 250 m

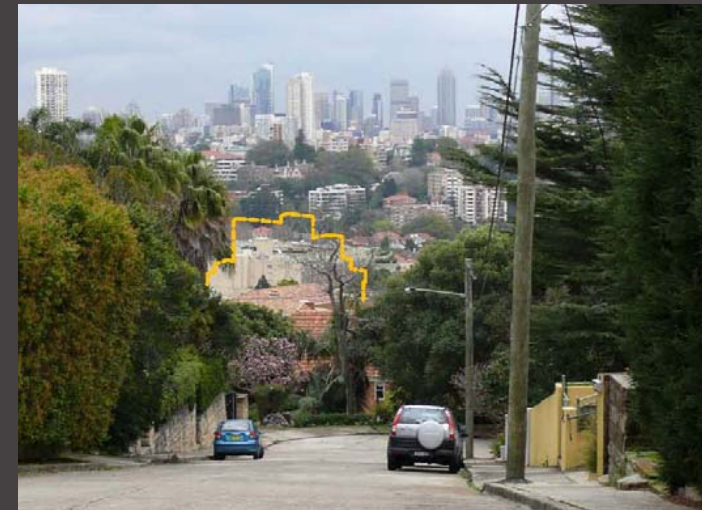
Preferred Option
– Option 6
Bulk/View Analysis



Option 6



View A – from Edgecliff Road looking north



View B – from Kambala Road looking west



View C – from Sydney Harbour looking south



View D – from Mount Adelaide St looking south east

Preferred Option – Option 6



Existing view



Proposed view

with potential adjacent development envelope

Preferred Option – Option 6



Existing view



Proposed view

Preferred Option – Option 6



Internal courtyard view looking North

