

FINAL DRAFT

**ENVIRONMENT ASSESSMENT
COMMUNICATION PLAN**

for

33 CROSS STREET, DOUBLE BAY

Prepared for
Ashington

For submission to
NSW Department of Planning

Prepared by
Urban Concepts

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1.0 INTRODUCTION

The Communication Plan has been prepared by Urban Concepts on behalf of Ashington the proponent of the development, at 33 Cross Street, Double Bay. The Communication Plan forms part of the Environment Assessment documentation that will be lodged with the NSW Department of Planning in accordance with the Director Generals Requirements in respect of Major Project 08-0100. The Communication Plan presents a strategy and calendar for the staging of community information events during the Environment Assessment process to facilitate resident and stakeholder understanding about the proposed redevelopment of the Stamford Hotel into a mixed use development encompassing a boutique hotel, hotel residences and retail tenancies with areas set aside for public domain and car parking.

The Plan addresses the first stage in the communication process. Subsequent communication events would be designed to coincide with later stages of the project being at post consent and construction commencement.

The proposal has been deemed a major project by the NSW Department of Planning pursuant to Part 3A of the Environmental Planning and Assessment Act 1979. The redevelopment of the existing Stamford Hotel will assist in the revitalisation of the Double Bay Town Centre as a premier tourism and shopping destination and will be a catalyst for improving commercial activity within the Centre itself.

The Communication Plan is presented in six sections. A summary of the information presented in each section is provided below:

- **This introduction** providing an overview of the proposal, the statutory approval process and specific consultation requirements defined for this project by the Director General of the NSW Department of Planning.
- **Communication Aims and Objectives** which define the underlying intent of the Communication Plan.
- **Communication Messages.** These are the key messages that the plan seeks to communicate about the project.
- **Target Audiences.** These are the people that the consultation plan seeks to address through its implementation.
- **Communication Methodology.** The strategy details the range of consultation activities that respond to each phase in the delivery process.
- **Calendar of Events.** The consultation calendar presents a task list for the implementation of phases 1 and 2 of the Communication Plan. It establishes milestone dates for when the communication initiatives will be held.



1.1 Urban Concepts Role

Urban Concepts will act as the facilitator overseeing the implementation of the Communication Plan. In this role we will work to establish a meaningful dialogue with the community and integral stakeholders to ensure that there is a thorough understanding of the project. This dialogue will then support the development function at later stages in the project.

In formulating the communication methodology we have had regard to the consultation requirements specified for this project by the Director General of the NSW Department of Planning in accordance with the Part 3A statutory planning approval process and the publication titled *Guidelines for Major Project Community Consultation, October 2007*.

We understand that the specific objectives Ashington seeks to fulfil from embarking on a community consultation process are:

- To ensure surrounding residents, the retail and business community and integral stakeholders understand the urban design and economic considerations that underpin the design and the urban design process that has culminated in the final architectural concept.
- To facilitate an ongoing dialogue between Ashington and the retail and business community of Double Bay inclusive of the Double Bay Chamber of Commerce and the Double Bay Partnership to ensure that the development compliments and stimulates the revitalisation of the Town Centre.
- To ensure that all stakeholders understand the proposed statutory planning process that will be followed by the NSW Department of Planning for the assessment of the application pursuant to Part 3A of the Environmental Planning and Assessment Act 1979 and the role of Woollahra Council in that process.
- To provide surrounding residents and integral stakeholders with the opportunity to express their views about the proposed mixed use development prior to the lodgement of the Environmental Assessment with the NSW Minister for Planning.
- To establish and maintain open channels of communication between surrounding residents, the retail and business community and integral stakeholders that will remain in place for the development assessment and construction process.
- To encourage participation from a proactive stand point to ensure meaningful dialogue and participation is achieved.

1.2 Background

In 2007 Ashington entered into a contractual agreement with the owner of the Stamford Hotel at 33 Cross Street, Double Bay to purchase the site. The transaction was completed on the 30th September 2008 giving Ashington control of the property. The existing hotel will cease operation in March 2009.

Over the past 12 months Ashington has assembled a multi disciplinary team headed by the architectural and urban design firm, Architectus to assess a range of development scenarios for the site.



The design process has determined that the existing building form has a problematic layout and essentially turns its back on the Double Bay Town Centre. The internalised shopping arcade has no street presence and does not provide intimate pedestrian spaces or create a flowing retail experience. Ashington believes that the revitalisation of the Double Bay Town Centre can best be served by the demolition and redevelopment of the Stamford Hotel.

On the 12th April 2008 Ashington held a community information day to better understand community opinion about the redevelopment of the Stamford Hotel. The issues raised at this information day are summarised in Section 1.5 of this report. The full record of comments is reproduced in Appendix A1.

In May 2008 Ashington made an application to the NSW Department of Planning to ascertain whether the proposed development constituted a project of state or regional significance pursuant to the Major Projects State Environmental Planning Policy 2005 (Major Projects SEPP).

On the 28th August 2008 the NSW Department of Planning confirmed pursuant to Clause 6 of the Major Projects SEPP that the proposed development constituted a Major Project and in so doing determined that it is of state or regional significance.

The Department of Planning determined that the project is of state and regional significance under both Clause 13 and Clause 17 of Schedule 1 of the Major Project SEPP. Clause 13 and 17 are reproduced below.

Clause 13 Residential, Commercial and Retail Projects

(1) Development for the purpose of residential, commercial or retail projects with a capital investment value of more than \$50 million that the Minister determines are important in achieving state or regional planning objectives.

The capital investment value of the project has been independently assessed by Napier and Blakeley to be \$113,978,931 and as such exceeds the \$50 million threshold. The project will be important in achieving state and regional planning objectives by providing an 'exemplary town centre development that will stimulate the revitalisation of the Double Bay Town Centre'.

Clause 17 Tourist, Convention and Entertainment Facilities

Development for the purpose of tourist related facilities, major convention and exhibition facilities or multi use entertainment facilities that:

- a) *has a capital investment value of more than \$100 million; or*
- b) *employs 100 or more people, or*
- c) *has a capital investment value of more than \$5 million and is located in an environmentally sensitive area of State significance.*

It has been independently assessed by Economists Hill PDA and Jones Lang LaSalle Hotel Advisory that the development will generate 171 jobs of which approximately 128 will be related to the operation of the hotel, hotel residences and ancillary retail uses.



1.3 Project Description

The development concept currently being finalised by Ashington is for a mixed use development integrating a high quality hotel, hotel residences with ground floor retail tenancies, associated pedestrian plaza and car parking facilities.

In terms of land use the proposal provides:

- A luxury boutique hotel containing 66 suites. The hotel will establish a new benchmark for hotels in Australia.
- Hotel residences. Hotel residences are a new residential concept in Australia and comprise serviced residential accommodation. The socio economic profile of the eastern suburbs makes it a suitable location to pioneer this new form of integrated residential-hotel development.
- A retail fashion precinct providing 2043 square metres of retail space with frontage to Cross Street and a new pedestrian plaza that has been designed to improve and enhance the connectivity of the site.

1.4 The Statutory Approval Process

1.4.1 The Environmental Assessment

The proposed mixed use development will be assessed pursuant to Part 3A of the Environmental Planning and Assessment Act 1979 (EP&AA) by the NSW Minister of Planning. Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major Project SEPP.

Part 3A establishes the planning process to be followed for the assessment and determination of the development application, henceforth known as the Environmental Assessment.

The provisions of the Major Project SEPP, defines what projects are subject to Part 3A and require ministerial approval.

The Environmental Assessment for the development is currently being prepared by Ashington in conjunction with its multi disciplinary design team.

The first stage in the preparation of the Environmental Assessment is to achieve an appropriate urban design and built form concept for the site. The NSW Department of Planning acting on behalf of the NSW Minister for Planning established an Urban Design Review Panel to work with Ashington to review the design scenario for the site. The Urban Design Review Panel comprises three representatives:

- Shannon Treloff, Urban Designer representing the NSW Department of Planning.
- Tom Jones representing Woollahra Council.
- Keith Cottier, Chairman AJC Architects (Chair of the Panel).



The Urban Design Review Panel will review the proposal to assess its:

- Architectural, building and urban design impacts.
- Built form.
- Environmental and residential amenity.

Following the urban design review, Ashington will finalise the architectural design and the Environmental Assessment having regard to the Director Generals Requirements (hereafter referred to as the DG's Requirements) pursuant to Clause 75F of the EP&AA 1979. The DG's Requirements are reproduced in full in Appendix B.

The DG's Requirements identify the range of issues that must be addressed by Ashington in the Environmental Assessment. These issues include:

- Compliance with relevant statutory controls and policies applying to the site.
- Architectural, building and urban design impacts.
- Built form.
- Environmental and residential amenity.
- Public domain.
- Transport and accessibility (construction and operational).
- Noise and lighting impacts.
- Construction impacts.
- Ecologically sustainable development.
- Drainage and flooding.
- Section 94 contributions or Voluntary Planning Agreement requirements.
- Utilities.
- Staging of development.
- Consultation.

1.4.2 Community Consultation Requirements

The *Guidelines for Major Project Community Consultation* were issued by the NSW Department of Planning in October 2007. The Guidelines recognise that community and stakeholder consultation is an important component of the NSW Governments Environmental Assessment process for projects under Part 3A of the EP&AA 1979.

The DG's Requirements issued to a proponent by the Department establish the community consultation requirements for a Part 3A project. The Consultation Requirements issued for 33 Cross Street, Double Bay state:

'Undertake an appropriate and justified level of consultation in accordance with the Departments major Project Community Consultation Guidelines October 2007.'



1.4.2.1 Major Project Community Consultation Guidelines October 2007

The Guidelines recognise that a proponent is expected to organise, resource and report any consultation process required by the Department. Specifically the proponent should:

- Consult early.
- Commit adequate resources to the consultation.
- Clearly describe who has been consulted and the issues raised.
- Demonstrate how the issues raised have been addressed in the Environmental Assessment.

Adequate and appropriate consultation depends on:

- The nature of the proposal and the extent of its likely environmental, social and economic impacts.
- Consultation that occurred prior to making an application to the Minister for approval of a Major Project.
- Whether the nature of the development will require on-going consultation once the project is constructed and has commenced operation.

The consultation process included in an Environmental Assessment '*may*' be considered adequate if it demonstrates:

- Those individuals and organisation likely to have an interest in the proposal had enough opportunity to express their views. The community of interest can be broadly categorised into three groups:
 - Those directly impacted by the proposal.
 - Individuals and groups likely to have an interest in the local or regional implications of the project.
 - Organisations with a state or national interest.
- Information regarding the nature of the proposal has been accurately and widely distributed. Methods of distribution may include newsletters, letters to key stakeholders, a website, advertisements and public displays.
- Community and stakeholder feedback was encouraged and recorded. Methods of capturing feedback included:
 - Surveys and feedback forms.
 - Submissions.
 - A data base that records issues via a 1800 number arrangement.
 - Meeting minutes.
- Methods of discussing issues included:
 - Drop in centres.
 - Displays or open days.
 - Focus groups and community group meetings.
 - Individual and group briefings.
 - Discussions at organisation events.



Consultation with community and stakeholders was inclusive and the proponent has:

- Got to know and understand the communities it needs to engage.
- Acknowledged and respected diversity.
- Accepted different views.
- Ensured participants understand what they can and cannot influence.
- Aimed for accessibility by choosing techniques that encourage participation across all groups, considered the timing, location and style of events, avoided holiday periods and avoided jargon and technical language.
- Paid attention to the needs of special groups that could be under represented such as culturally diverse backgrounds.

The consultation methodology presented in this plan has had full regard to the Guidelines and in our professional opinion fulfils their requirements in respect of this project.

1.5 Community Consultation Undertaken To Date

1.5.1 Pre Environmental Assessment

Stakeholder liaison was commenced by Ashington in late 2007 and early 2008 with Woollahra Council when preliminary discussions were held presenting Ashington's initial concepts for the site. The aim of these sessions was to obtain Council's initial feedback and engage Council in the process at a very early stage. At that time, Ashington was bound by a confidentiality agreement which precluded broader community discussion. Once confidentiality restrictions were lifted Ashington engaged with the community to ascertain broader community opinion about the site and its redevelopment.

In preparing this Plan the feedback obtained during the pre Environmental Assessment consultation has informed its preparation and the range of initiatives and consultation collateral presented. A summary of the community consultation initiatives undertaken to date is detailed below.

INFORMATION LINES ESTABLISHED

A Free Call 1800 number was established for the project and remains in place. This number is answered by Urban Concepts during business hours on behalf of Ashington with all telephone calls recorded and relayed through to Ashington. The free call 1800 number is 1800 068 018.

A Project Email Address was established and remains in place. All emails are directed through to Urban Concepts in the first instance. Emails are recorded and then relayed through to Ashington. The email address is doublebay@urbanconcepts.net.au

A Project Website was established and remains in place. The website is updated by Ashington. The email address is www.ashingtondoublebay.net.au



MEDIA RELEASES AND NEWSPAPER ADVERTISEMENTS

Display advertisements were placed in both the *Wentworth Courier* and *Domain East*. These advertisements were used to advise the community about Ashington's acquisition of the Stamford Hotel site and to invite participation at the community information day held on the 12th April, 2008. Copies of these advertisements are reproduced at Appendix A2. During the consultation process there was criticism that residents did not see the display advertisements as they had been placed by the respective newspapers towards the end of the publication and not upfront.

In addition to the display advertisements a range of newspaper articles have appeared both in the local and mainstream press about the project. These articles have reported the acquisition of the site by Ashington, the closure of the Stamford Hotel, speculation about the physical form that new development would take with a particular emphasis on the potential for opening up the site to enable greater pedestrian activity and provide enhanced connectivity with the retail centre, the high rise potential of the site, the potential for non compliance with the planning controls of Woollahra Council and the advancement of a development application pursuant to Part 3A of the EP&AA 1979 as a project of state and regional significance .

STAKEHOLDER BRIEFING PAPER

A stakeholder briefing was prepared and issued prior to the community information day to Councillors, State and Federal Members of Parliament.

COMMUNITY INFORMATION NEWSLETTER

A community newsletter was distributed to over 8000 households and businesses in the Double Bay, Bellevue Hill and Darling Point areas prior to the information day. The newsletter was distributed using the Australia Post addressed mail service. A two week lead time was provided between the mailout of the newsletter and the community information day.

The newsletter promoted the development of the site under the branding *A Vibrant Development = A Vibrant Double Bay* in recognition of the prominent role that the redevelopment of 33 Cross Street can play in realising Woollahra Council's Vision for Double Bay. A copy of the newsletter is reproduced at Appendix A3.

During the consultation process there was criticism that the newsletter had not been received by residents in the notification area. Ashington had sought Council assistance with the newsletter distribution on a fee for service basis. Council determined at that time that this assistance could not be provided. There was also criticism that the newsletter design did not clearly indicate that the publication carried information about the redevelopment of the Stamford Hotel. These criticisms have been taken on board for this process.

COMMUNITY INFORMATION DAY

On the 12th April, 2008 Ashington held a community information day to better understand community opinion about the redevelopment of the Stamford Hotel site. The information day was held at the Vibe Hotel in Rushcutters Bay. At that time the Stamford Hotel was unable to be used as a venue for the event. The full record of comments arising from the information day is reproduced in Appendix A1. Figure 1 illustrates the location of participants who attended the information day. Three briefing sessions were held during the day each two hours in duration. The format for each session comprised a 40 minute introduction and presentation by the Project Team. While participants were not shown a definitive development concept, Ashington discussed the development scenarios it was



exploring for the site, possible landuses and built form considerations. The concept of a new built form that opened up the site by way of a pedestrian plaza with a higher built form of development and a floor space ratio consistent with the existing hotel building was discussed.

The range of comments expressed at these sessions included but was not limited to:

- Concern about the height of the proposed development if the existing hotel was to be demolished.
- How many storeys would a new development be?
- Would the floor space ratio of any new development be in accordance with Council controls for the site?
- If the existing building was demolished would a new development retain the existing floor space ratio on the site?
- Great interest in the concept of opening up the site to create a pedestrian plaza.
- Understanding that the project has the potential to revitalise Double Bay.
- Concern that the redevelopment will inconvenience residents and local businesses particularly during any demolition phase.
- Would the project be pursued as a Part 3A application to the Minister for Planning?
- Concern by adjoining residents at 45 Cross Street about the interface between the two sites and the impact of any redevelopment. Concerns related both to amenity impacts, car parking and potential for construction damage.
- The treatment of the Cross Street frontage and whether a new building would be set back.
- Would the architectural treatment be the same as the existing building which some participants felt reflected the Double Bay style?
- Concern about the interface between a new development and the heritage properties in Transvaal Avenue.
- Concern over the loss of the Stamford Hotel. If the hotel goes then this will be detrimental to the retailers in Double Bay.
- How on site car parking would be managed.
- Would there be a need for excavation on the site.
- Concern that a higher scale of development would not compliment a village atmosphere.
- The need to facilitate solar access through to Cross Street.
- Concern expressed by adjoining residential developments at 31-33 and 35-39 William Street about the interface between the two developments. Of particular concern to the William Street residents was the impact of any redevelopment on the Galbraith Walkway as two thirds of this walkway is owned by 35-39 William Street.

COMMUNITY INFORMATION DAY FEEDBACK QUESTIONNAIRE

Participants at the community information day were asked to complete a questionnaire about the development of the site, its role and context within the Double Bay Centre. The results arising from the questionnaire are documented in Appendix A4.

1.5.1 Post Environmental Assessment

On the 28th August, 2008 the NSW Department of Planning confirmed pursuant to Clause 6 of the Major Project SEPP that the proposed development constituted a Major Project and in so doing determined that it is of state or regional significance.



The Environmental Assessment for the development is currently being prepared by Ashington in accordance with the DG's Requirements that have been issued for the project on behalf of the NSW Minister for Planning.

As previously stated the first stage in the preparation of the Environmental Assessment is to achieve an appropriate urban design and built form concept for the site. To assist with this process the NSW Department of Planning established an Urban Design Review Panel to work with Ashington to refine the urban design rationale for the site. The Panel is providing advice on the architectural and urban design impacts, built form and environmental and residential amenity. This process is expected to take approximately eight weeks.

Until the design review process has been completed with the Urban Design Review Panel, the consultation approach has consisted of one-on-one meetings with key stakeholders regarding the redevelopment. These meetings have provided integral information that has informed the preparation of this Communication Plan. To date meetings have been held by Ashington with:

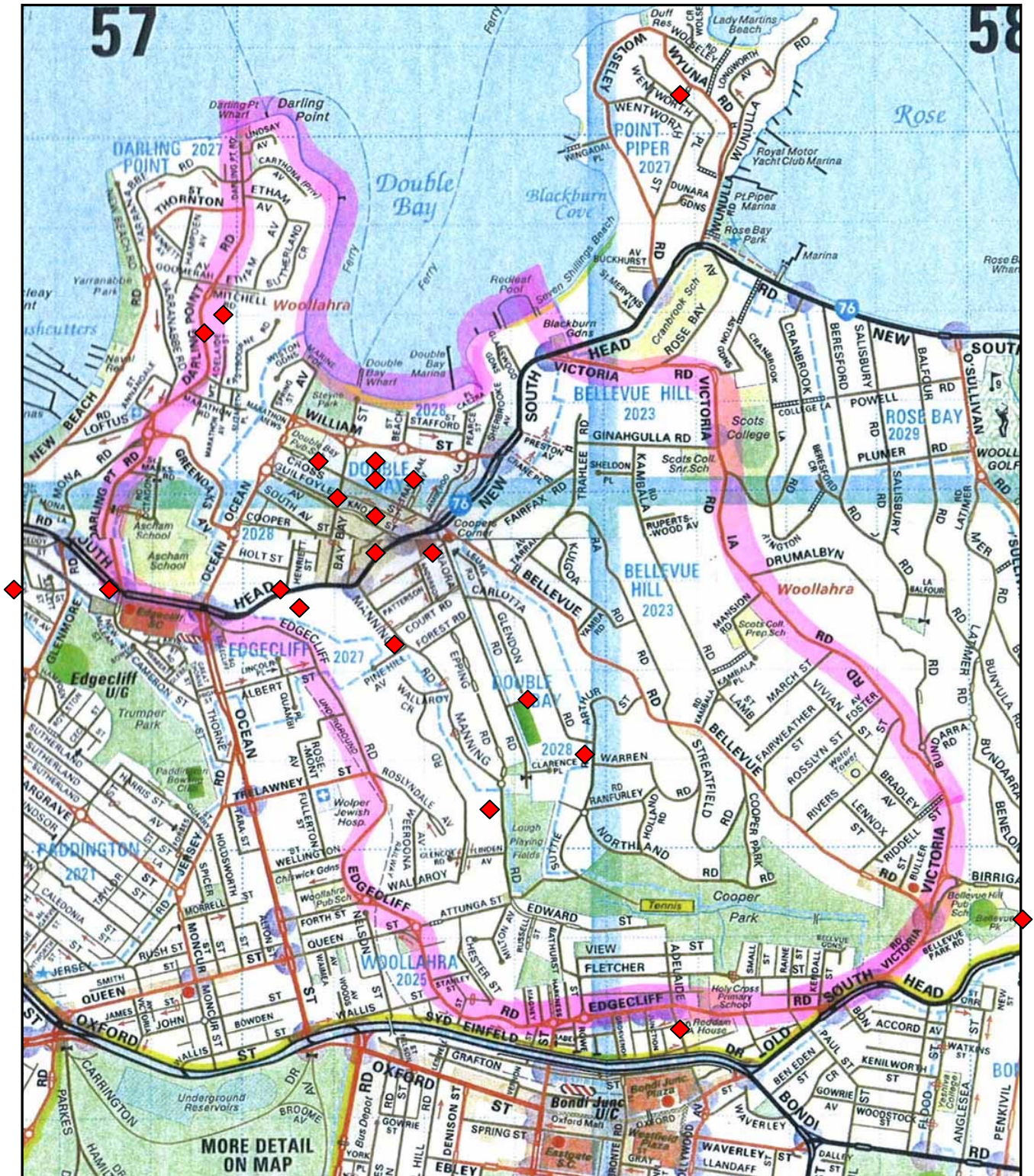
- Councillor Andrew Petrie Mayor of Woollahra Council. This meeting was held in conjunction with Alan Coker, Director Planning Woollahra Council;
- Joanne Kelly, General Manager of the Double Bay Partnership initiative;
- Kate Dowling, President of the Double Bay Chamber of Commerce; and
- Representatives of Tourism NSW.

The key findings arising from these meetings of relevance to the communication strategy for this project are:

- The need to explain the Part 3A approval process and the role of the Urban Design Review Panel as part of any information disseminated about the project.
- An agreement that widespread community consultation should occur once the urban design review process had been completed by the Urban Design Review Panel.
- The need to publicly confirm the landuses proposed for the site particularly Ashington's commitment to provide a luxury boutique hotel.
- The need to communicate the retail strategy for the site and how this will compliment the initiatives of the Double Bay Partnership.
- The need to maintain a regular dialogue with Woollahra Council throughout the Environmental Assessment process. This dialogue should include regular project briefings.
- The willingness of the Double Bay Partnership and Double Bay Chamber of Commerce to work with Ashington to foster a dialogue with the local business community.
- Opportunities to utilise the information lines and events developed by the Double Bay Partnership to communicate integral project information to the Double Bay retail and business community.
- The role the project will play in addressing the demand for high end leisure and business hotels in the Sydney tourism market.



FIGURE 1 - LOCATION OF PARTICIPANTS WHO ATTENDED THE 12th APRIL INFORMATION DAY



◆ Indicative location of participants who attended the information day. The symbol represents the geographic area and not the actual number of attendees.



1.6 Resident Action Groups

The Ashington proposal is occurring at a time of mounting public concern about developments that are being advanced under Part 3A of the EP&AA 1979.

On 19 October, 2008 a Rally was organised in Sydney Hyde Park protesting about Part 3A developments. It was referred to as the Rally Against Inappropriate Development (RAID).

We are aware that a new resident action group, No High Rise In Double Bay, has been formed signalling mounting community concern about the redevelopment of 33 Cross Street, its high rise potential and its Major Project status.

It is our understanding that a community rally is to be held on 30 November, 2008 by the No High Rise In Double Bay Group about the redevelopment of the site.

The Group has been identified in the Communication Plan and it is recognised that a dialogue needs to be commenced by Ashington with the Groups organising committee. Information relating to the Part 3A Planning Process, the reasons for the projects designation as a Major Project, the design parameters arising from the Department of Planning Urban Design Review Panel and the design concept needs to be communicated to this target audience as well as the other stakeholders identified in Section 4 of this report.

1.7 Timeframe for Consultation

It is recognised that Ashington's ability to communicate project specific information is restricted by the timeframe of the NSW Department of Planning Urban Design Review Panel for the completion of its review. The consultation process will also be interrupted by the 2008 Christmas holiday period. The consultation methodology is presented in two phases.

Phase 1	PREPARATION OF THE ENVIRONMENT ASSESSMENT This phase will communicate community information about the Part 3A Process, the reasons for the projects classification as a Major Project, Urban Design Review Panel Findings, provide an explanation of design parameters and the preferred design concept for the site. Feedback obtained through this phase of the project will inform the finalisation of the design concept and the public domain prior to the lodgement of the Environmental Assessment.	Early December – End January *
Phase 2	POST LODGEMENT OF THE ENVIRONMENTAL ASSESSMENT. This phase will explain the Environmental Assessment documentation and will coincide with the notification and advertisement of the application by the NSW Department of Planning.	End January – End February *

* Timeframes are indicative and will be contingent upon the timing of lodgement of the Environmental Assessment.



2.0 COMMUNICATION AIMS AND OBJECTIVES

The communication aims and objectives that underpin this plan are:

- To explain the development approval process established for the project given its status as a Major Project. This explanation should clearly define the relationship and roles played by Woollahra Council, the NSW Department of Planning and the statutory commitments that Ashington as the proponent will enter into with the NSW Department of Planning.
- To interpret concerns and ideas as effectively as possible ensuring that they are addressed in the Environmental Assessment documentation and fulfil the requirements established for consultation specified in the NSW Department of Planning Director General Requirements reproduced in Section 1.5.
- To explain the role of the Urban Design Review Panel in the Environmental Assessment process. This should include its terms of reference and how the design has evolved throughout the design and refinement phase.
- To explain the land use components of the project focusing on areas of particular interest for the retail and business community. Areas of interest include the commitment to retain a luxury boutique hotel on the site, the retail strategy and why the new hotel residences concept is particularly suited to the socio demographic profile of the Eastern Suburbs. This discussion will also examine the broader state and sub regional planning, tourism and business initiatives being advanced by the NSW State Government.
- To ensure that the community and integral stakeholders have a clear understanding about the physical design of the development arising from the Urban Design Review Panel process. How the physical design will fulfil the landmark role that many perceive is fundamental to the site and how it compliments the planning objectives and vision developed by Woollahra Council for the Double Bay Town Centre.
- Address community and business concerns arising from the redevelopment of the site. This should include explanations relating to:
 - Overshadowing and solar access.
 - Visual and acoustic privacy.
 - Traffic generation and parking.
 - Visual Impact.
 - Impact on residential amenity.
 - Streetscape and pedestrian connectivity.
 - Heritage.
 - Environmental sustainability.
 - Construction.
- To ensure the views of all residents and stakeholders are represented in the environmental assessment process and to define parameters to ensure that involvement is meaningful. Depending on their role in the process each stakeholder group or target audience will have its own specific information requirements that reflect their role or area of statutory responsibility. It



is important that a timely flow of information is provided to these audiences throughout the Environmental Assessment process. This flow of information should be handled by the appropriate member of the project team to ensure that there is no distortion of factual information.

- To ensure all material produced for public circulation is presented in a clear and concise 'Plain English' manner.
- To encourage community involvement by ensuring communication initiatives are accessible and professionally run reflecting the proponents genuine concern for the local community.
- To ensure community and stakeholder involvement is meaningful through accurate documentation of feedback and the timely reporting of critical project information at key milestones.



3.0 COMMUNICATION MESSAGES

Based on our understanding of the project, Urban Concepts has identified a number of key messages to be communicated. These key messages are presented below. They are not presented in order of priority. It is noted that this list is not finite or static. As the project evolves additional key messages will need to be communicated to the various target audiences as issues and concerns are identified.

Message 1 The role that the development will play in realising Woollahra Council's Vision for Double Bay and its role in the revitalisation of the Double Bay Town Centre as a premier tourism and shopping destination. This should incorporate economic and urban design analysis to reinforce the exemplary standard of development.

Message 2 To accurately describe the development concept in terms of its land use components. That it is a mixed use development integrating a high quality hotel, hotel residences, ground floor retail tenancies, associated pedestrian plaza and car parking facilities:

- A high quality boutique hotel containing 66 suites. The hotel will establish a new benchmark for hotels in Australia.
- Hotel residences. Hotel residences being a new residential concept in Australia and comprise serviced residential accommodation. The socio economic profile of the Eastern Suburbs makes it a suitable location to pioneer this new form of integrated residential-hotel development.
- A luxury retail fashion precinct providing 2043 square metres of retail space with frontage to Cross Street.

Message 3 To explain why the demolition and redevelopment of the existing building on the site is preferable to refurbishment. This explanation should focus on improvements to connectivity and pedestrian amenity through and around the site and the Double Bay Town Centre, improved solar access, reduced bulk, the incorporation of environmentally sustainable technology and enhanced activation of the street frontage.

Message 4 To explain the Part 3A planning process identifying the role of the NSW Department of Planning, Woollahra Council and the Urban Design Review Panel. This explanation should address:

- Why the project has been determined to be of State and Regional significance.
- The DG'S Requirements that Ashington must address in the Environmental Assessment Application.
- The role and terms of reference of the Urban Design Review Panel.
- How community views are expressed and incorporated into the Environmental Assessment and Part 3A process.
- The timeframe that underpins the planning process.



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- Message 5** To re-address the land use debate surrounding the project to reinforce its tourism role and not a residential apartment project. This is significant given its Part 3A status and the community concern over the perceived loss of an international and iconic hotel on the site. There is a need to explain that the project represents a capital investment of over \$113 million, will create in excess of 170 jobs and how it will assist regional and state tourism providing flow on benefits to other businesses operating within the Double Bay Town Centre
- Message 6** To identify the urban design outcomes arising from the Urban Design Review Panel review process. If in the final design there are variations to Woollahra Council Planning Controls that have been accepted by the Urban Design Review Panel then the basis for non compliance with existing controls needs to be fully explained. This is important given community concern to date over potential non compliance with height and floor space ratio controls and the sites 'high rise potential'.
- Message 7** To reinforce Ashington's commitment to developing a world class project on the site and their desire to actively participate and facilitate the revitalisation of the Double Bay Town Centre by embracing the initiatives of the Double Bay Partnership and the Double Bay Chamber of Commerce.
- Message 8** To address the role and context of Double Bay within the broader state and sub regional planning framework established under the NSW Government Metropolitan Strategy for Sydney and the Draft East Sub Regional Strategy. The Draft East Sub Regional Strategy establishes a typology of centres for the East under which Double Bay is defined as a Town Centre. Refer Appendix C.
- Message 9** To present the results of specialist investigations to address the proposed level of impact arising from the development having regard to its physical relationship to adjoining development, the planning objectives and vision for the Double Bay Town Centre and its role as a commercial and tourism project of state and regional significance.
- Message 10** To explain Ashington's tenure of the Stamford Hotel site and the proposed operation of the hotel in the transition between environmental assessment, development approval and construction.
- Message 11** To reconfirm Ashington's commitment to being a responsive and considerate neighbour by ensuring that community and stakeholder interests and concerns are addressed in a timely and efficient manner throughout project.



4.0 TARGET AUDIENCES

4.1 Introduction

This project will require the establishment of a number of lines of information and a range of consultation events with a number of stakeholders. To assist with the management of information, its dissemination and the recording of community feedback the stakeholders have been classified into target audiences or users groups.

The key target audiences for this consultancy have been classified as follows:

- Local Residential Community
- Retail and Business Community including the Double Bay Chamber of Commerce and the Double Bay Partnership
- Special Interest and Community Groups
- Adjoining Major Landowners
- NSW Department of Planning including Minister for Planning, the Urban Design Review Panel and Major Project Assessment Team
- Tourism Organisations
- Heritage Organisations
- Woollahra Council both Council Officers and Elected Representatives
- State and Federal Elected Representatives
- Local Political Parties
- State Government Agencies
- Utility Providers
- Emergency Services
- Media

A database is being established documenting the contact details for each target audience.

4.2 Key Target Audiences

LOCAL RESIDENTIAL COMMUNITY

Local Residents living in the locality referred to as the Double Bay amphitheatre bounded by the ridge line of Bellevue Hill and Darling Point/Edgecliff is the suggested resident notification area for this project. Refer Figure 2. As recommended in meetings with the NSW Department of Planning Major Project Assessment Team a wide residential catchment has been defined. There is much speculation, concern and uncertainty held by this target audience and they have been assigned a high priority in the consultation process. To ensure that this target audience receives the necessary information in a timely and consistent manner we would recommend that newsletters be distributed to individual property owners using addressed mail, media display advertising in the local media, an information drop-in centre be established on or near the site, community information briefing sessions and the website be used for consultation purposes.

Following our knowledge of the concerns expressed during the pre Environmental Assessment consultation we anticipate that local residents will be interested in understanding:

- Specific details relating to the physical form of the development having regard to height, bulk and scale of development and the placement of buildings on the site.



- Potential impact on the residential amenity of the area including overshadowing, loss of views, privacy, visual amenity, traffic generation and car parking.
- The role and terms of reference of the Urban Design Review Panel and the design outcomes and recommendations.
- Compatibility with Woollahra Council's Vision for the Double Bay Town Centre and justification for any variation to Council planning controls for the site.
- The proposed landuses to be provided on site.
- Justification for the project being declared a project of state and regional significance under part 3A of the Environmental Planning and Assessment Act 1979 and an explanation as to the steps involved in the development assessment process under the legislation.
- The specific requirements to be addressed by Ashington in the Environmental Assessment Application.
- Post development consent construction management issues including structural stability of adjoining properties, mitigation measures to control noise and dust and hours of construction.

FIGURE 2 – SUGGESTED RESIDENT NOTIFICATION AREA





RETAIL AND BUSINESS COMMUNITY

Businesses and retailers operating within the Double Bay Town Centre. These businesses have representation through the Double Bay Chamber of Commerce and Merchants Association (established in 1991) and the Double Bay Partnership established (August 2008). These organisations have established lines of communication that Ashington should utilise to communicate important project information at key milestones. There is much speculation, concern and uncertainty held by this target audience and they have been assigned a high priority in the consultation process.

Following our knowledge of the concerns expressed during the pre and post environmental assessment consultation we anticipate that the Double Bay business and retail community will be interested in understanding:

- Matters identified as being important for local residents above concerning the Part 3A process, the range of uses to be accommodated on the site, physical design considerations and the potential impact of development.
- Specific information relating to the economic and retail strategy that underpins the development.
- The perceived tourism and retail benefits that the project will deliver to the Double Bay Town Centre.
- The future of the Stamford Hotel and accurate information concerning its closure.
- Concerns relating to demolition and construction to ensure disruption to the business community is minimised.
- Strategies to work with Ashington during the construction phase to promote Double Bay, to ensure the amenity of the centre is maintained and construction impact is minimised having regard to peak trading times.
- Commitments and involvement by Ashington that it will work with the Chamber of Commerce and the Double Bay Partnership.

DOUBLE BAY CHAMBER OF COMMERCE

The Double Bay Chamber of Commerce was established to 'promote, protect and assist in the promotion, encouragement and protection of the business and civic interests of Double Bay and the Development of Double Bay'. Members include individuals in their own right, representatives of companies and organisations which operate businesses in Double Bay, are involved in business activities directly relating to Double Bay or who own commercial property in Double Bay.

The Chamber is run by an annually elected Executive Committee which meets monthly and is assisted by a number of sub-committees each chaired by a member of the Executive.

Executive committee members are involved in Woollahra Council Committees and Working Parties and represent the interests of both collective and individual members to Council, Local, State and Federal representatives.

The Chamber is also involved in the marketing and promotion of the Double Bay Centre as a destination. The Chamber has developed a website www.doublebaysydney.com to assist with this role.



President:

Kate Dowling - Barron and Dowling
15 Cross Street, Double Bay, NSW 2028

Vice Presidents:

John Lewis - Royal Oak Hotel
28 Bay Street, Double Bay, NSW 2028

David Churchill - Churchill Security
P.O. Box 147, Double Bay

Administration:

Catherine Brown

Secretary:

Damian Roche - Roche Group
50 Bay Street, Double Bay, NSW 2028

Treasurer:

Harley Nash - Double Bay Clothing Warehouse
10 Birmingham Street, Alexandria, NSW 2015

Executive:

Diane Landes - Simode
Eileen Blendulph - Beauty at the Bay
Primrose Stuart - White Ivy
Angus Logan - Jan Logan
Jason Bennett - J P B Property
John Connolly - Andrea Connolly Hairdresser
Diana Stojanovich - Nectar Boutique
Danielle Sommerville - Wentworth Courier
Kaye Houston - NAB Private Bank Double Bay

DOUBLE BAY PARTNERSHIP

The Double Bay Partnership is an initiative that brings together Woollahra Council and the Double Bay business community. Joanne Kelly has been appointed by Woollahra Council as General Manager of the Double Bay Partnership. The Double Bay Partnership will take over the work that has been undertaken to date by the Double Bay Commercial Centre Working Party. Woollahra Council has provided the Partnership with funding of \$200,000 and an additional \$125,000 has been raised through voluntary contributions by the business community.

The major outcomes that the Partnership seeks to achieve in working towards the enhancement of the Town Centre include:

- To further enhance the Double Bay Commercial Centre, through the implementation of the Double Bay Partnership Business Plan;
- To ensure that any projects and programs associated with the Double Bay Commercial Centre are integrated within the Council's activities and those activities of the Double Bay Partnership;
- To bring the Double Bay Commercial Centre alive as a local and regional commercial centre by enhancing the quality of goods, services, accommodation and positive business spirit;



- To build “community capacity and sense of pride” within the Double Bay business and wider community by encouraging their engagement and ownership in the future prosperity of the Double Bay Commercial Centre;
- To work co-operatively to promote Double Bay Commercial Centre as a premier lifestyle precinct that remains competitive in the local, national and global markets;
- To enhance the quality of local business presentation, customer service and product offering;
- To implement quality urban design outcomes in public domain and new developments;
- To integrate environmentally sustainable principles in new development; and
- To promote and support the community’s capacity to take ownership, champion and guide the future delivery of all aspects of the Double Bay Partnership Business Plan through Double Bay Partnership and project sub-committees.

The Double Bay Partnership has been incorporated as an Association under the Associations Incorporation Act 1984. There is a Constitution that establishes the operating framework for the Partnership and the ongoing operation and management of the Double Bay Centre.

The Partnership is currently working on a business plan. The five areas of focus in this Plan are:

1. **Management Leadership and Coordination** - Growing Double Bay Inc’s capability to provide effective leadership through robust planning, the delivery of valued programs and effective communication.
2. **Brand Development and Marketing** - Raise the profile of Double Bay as a premier retail destination.
3. **Promotions and Events** - Undertake promotions and events that attract people to Double Bay
4. **Attract, Retain and Improve Business** - Growing the capacity of Double Bay business’s.
5. **Street Beautification** - Foster improved amenity within the physical environment of Double Bay.

A Memorandum of Understanding (MOU) has been signed between Woollahra Council and the Double Bay Partnership Committee. The MOU commits both parties to work collaboratively to advance the Double Bay Commercial Centre through its sustainable economic and social growth. The agreement is in place initially for a three year period being 2008-2011.

General Manager

- Joanne Kelly

Committee

- Kate Dowling - Chair
- John Lewis - Deputy Chair
- Joshua Berger
- Lady Sonia McMahon
- Phoebe Gazal - Director Phoebe Gazal Design.
- Two Council representatives (to be appointed by the Mayor)

SPECIAL INTEREST AND COMMUNITY ORGANISATIONS

These groups are important in the environment of debate and public opinion. They are important for obtaining an insight into the workings of a community and specific issues of concern. Communication lines must be established that allow for a steady flow of information and discussion with these groups at key project milestones.



- No High Rise In Double Bay
- Harbour View Residents Group
- Double Bay Resident Association
- Action Committee for the Environment
- Darling Point Society
- Edgecliff Preservation Society
- Paddington Society
- Rose Bay Residents Association
- Vaucluse Progress Association

ADJOINING LANDOWNERS

The major adjoining landowners and tenants of properties in Cross Street, William Street and Transvaal Avenue are included in this target audience. Residents of the residential developments at No 45 Cross Street (SP 69620) and No 25, No 31-33 (SP 10261) and No 35-39 ((SP45091) William Street have been participants in the pre environmental assessment consultation. Adjoining landowners must be regularly consulted with and provided a direct line of communication through to Ashington.

Issues of concern to this target audience relate to:

- Loss of residential amenity as a result of loss of privacy both visual and acoustic, of views and solar access.
- Construction impact and structural soundness.
- Accessibility and traffic generation both pedestrian and vehicular.
- Impact on property values.
- Of particular concern to the William Street residents was the impact of any redevelopment on the Galbraith Walkway as two thirds of this walkway is owned by the residential strata development at 35 William Street.

Adjoining properties include:

- 19 Cross Street Commercial
- 41 Cross Street Commercial
- 45 Cross Street Residential SP 69620
- 53 Cross Street Commercial
- 25 William Street Residential
- 27 William Street Residential
- 29 William Street Residential
- 31-33 William Street Residential SP 10261
- 35-39 William Street Residential SP 45091
- 37 William Street Commercial
- 41 William Street Residential SP 3617

NSW DEPARTMENT OF PLANNING

The proposed mixed use development will be assessed pursuant to Part 3A of the Environmental Planning and Assessment Act 1979 (EP&AA) by the NSW Minister of Planning. Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major



Projects SEPP. The NSW Department of Planning will be responsible for assessing the application. The Department will act on behalf of the Director General and the NSW Minister for Planning, the Consent Authority for the project.

The Communication Plan should be reviewed by the NSW Department of Planning to ensure it fulfils the requirements of the Major Project Community Consultation Guidelines October 2007.

NSW Minister for Planning

Hon. Kristina Keneally, MP

NSW Department of Planning

- Director General, Sam Haddad
- Major Project Assessment Team

Urban Design Review Panel

The NSW Department of Planning has established an Urban Design Review Panel to work with Ashington to review the design scenario for the site. The panel comprises the following members:

- Shannon Treloff, Urban Designer representing the NSW Department of Planning.
- Tom Jones representing Woollahra Council.
- Keith Cottier, Chairman AJC Architects (Chair of the Panel).

The Urban Design Review Panel is currently reviewing the proposal to assess its:

- Architectural, Building and Urban Design Impacts.
- Built form.
- Environmental and residential amenity.

Liaison with the NSW Department of Planning and the Urban Design Review Panel will be undertaken by Ashington and various members of the specialist consultancy team. The findings arising from the Urban Design Review Panel will be compiled by the NSW Department of Planning into a report. This report will form part of the Environmental Assessment documentation.

TOURISM GROUPS

The project has been declared of State or Regional significance in part due to the contribution that it will make to tourism. Stakeholders with an interest in tourism promotion and strategy should be informed of the project. These include:

- Tourism NSW
- Tourism Industry Council
- Tourism and Transport Forum

HERITAGE

The site adjoins properties in Transvaal Avenue. These properties form part of the Transvaal Heritage Conservation Area which is defined under the Woollahra Local Environmental Plan 1995. Stakeholders involved in heritage conservation with an interest in this project include:

- NSW Heritage Office
- NSW National Trust
- Woollahra History and Heritage Society



WOOLLAHRA COUNCIL

The importance of maintaining regular liaison with this target audience has been given a high priority in the consultation process.

Council Officers

- General Manager - Gary James
- Director Planning and Development - Allan Coker
- Director Technical Services – Warwick Hatton
- Director Community Services – Kylie Walshe
- Director Corporate Services – Geoff Clarke

The organisation structure of Woollahra Council is illustrated in Appendix D.

Elected Representatives

Bellevue Hill Ward

Cr Sean Carmichael (LP)

Email: sean.carmichael@woollahra.nsw.gov.au

Cr Nicola Grieve (GNS)

Email: nicola.grieve@woollahra.nsw.gov.au

Cr Isabelle Shapiro (Deputy Mayor) (LP)

Email: isabelle.shapiro@woollahra.nsw.gov.au

Cooper Ward

Cr Andrew Petrie (Mayor) (LP)

Email: andrew.petrie@woollahra.nsw.gov.au

Cr David Shoebridge (GNS)

Email: david.shoebridge@woollahra.nsw.gov.au

Cr Malcolm Young (RFW)

Email: malcolm.young@woollahra.nsw.gov.au

Double Bay Ward

Cr Chris Howe (LP)

Email: chris.howe@woollahra.nsw.gov.au

Cr Ian Plater (RFW)

Email: ian.plater@woollahra.nsw.gov.au

Cr Toni Zeltzer (LP)

Email: toni.zeltzer@woollahra.nsw.gov.au

Paddington Ward

Cr Peter Cavanagh (LP)

Email: peter.cavanagh@woollahra.nsw.gov.au

Cr Susan Jarnason (GNS)

Email: susan.jarnason@woollahra.nsw.gov.au



Cr Greg Medcraft (RFW)
Email: greg.medcraft@woollahra.nsw.gov.au

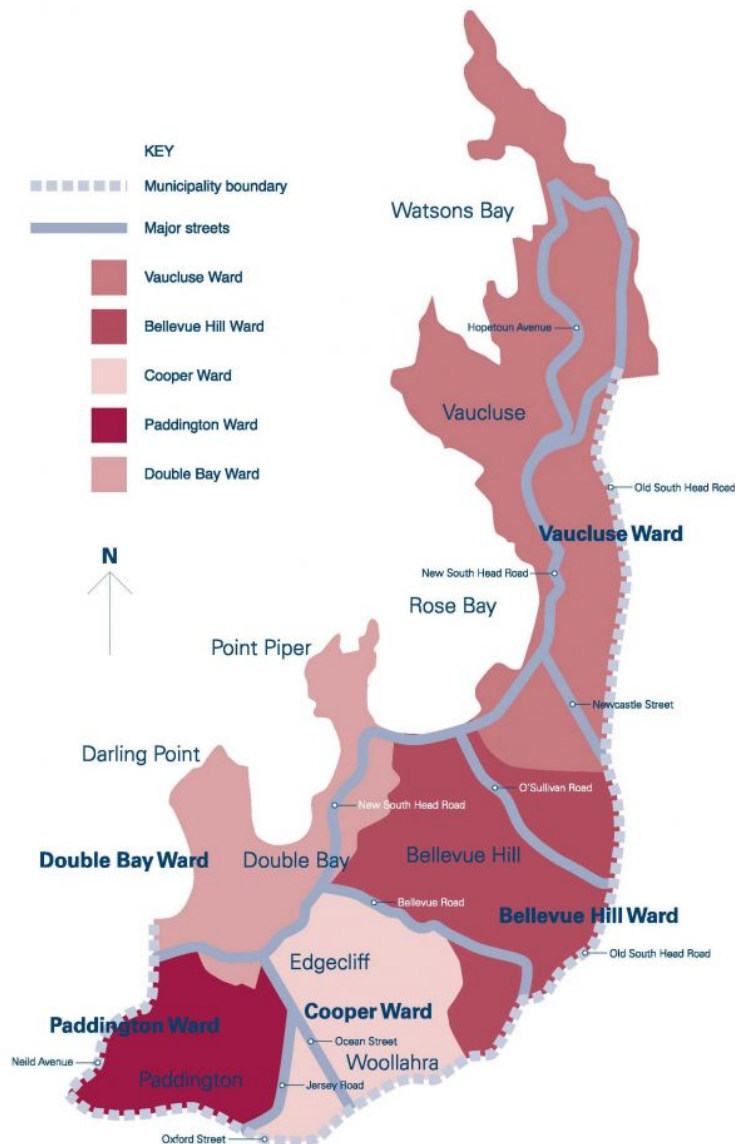
Vaucluse Ward
Cr Anthony Boskovitz (LP)
Email: anthony.boskovitz@woollahra.nsw.gov.au

Cr Lucienne Edelman (LP)
Email: lucienne.edelman@woollahra.nsw.gov.au

Cr Susan Wynne (RFW)
Email: susan.wynne@woollahra.nsw.gov.au

- (LP) Liberal Party
- (GNS) Greens
- (RFW) Residents First Woollahra

FIGURE 3 – LOCATION OF COUNCIL WARDS



Source: Woollahra C



STATE AND FEDERAL ELECTED REPRESENTATIVES

It is essential to ensure all elected representatives are kept informed of the progress of the project and invited to participate. These stakeholders must be able to address concerns and questions raised by their constituents about the project. The respective State and Federal Members for this area are:

State

Member for Vaucluse
Mr Peter Debnam,

Federal

Member for Wentworth
Malcolm Turnbull

LOCAL POLITICAL PARTIES

This audience includes the branches of the political parties that have representation in the Woollahra Local Government Area.

- Residents First Woollahra
- Woollahra Greens
- Woollahra Branch Liberal Party of Australia
- Woollahra Branch Australian Labour Party

STATE GOVERNMENT AGENCIES

This audience includes but is not limited to the Agencies specified in the DG's Planning Requirements. Consultation will be undertaken with these agencies by Ashington and the appropriate specialist consultants.

- NSW Department of State and Regional Development
- Tourism NSW
- NSW Roads and Traffic Authority
- NSW Department of Environment and Climate Change
- NSW Ministry of Transport
- State Transit Authority
- Sydney Buses
- Sydney Ferries

UTILITY PROVIDERS

Liaison will be undertaken with the following utility providers by the appropriate specialist consultants.

- Sydney Water
- Telstra
- Energy Australia
- AGL
- Woollahra Council – Stormwater System

EMERGENCY SERVICES

Local emergency service providers will be consulted about the project by the appropriate specialist consultants.

- NSW Police



- NSW Fire Brigade
- NSW Ambulance

MEDIA

The media is crucial for informing the community and stakeholder groups about the progress of works particularly the completion of key milestones. It will also play a crucial role in advising the community of forthcoming information initiatives and opportunities for involvement. In addition to mainstream media we recognise that the Double Bay Chamber of Commerce, Double Bay Partnership and Woollahra Council prepare newsletters. These publications are also beneficial in relaying information to target audience groups.

ASHINGTON PROJECT TEAM

Ashington has assembled a specialist multidisciplinary team providing expertise in all aspects of site investigations and analysis, economic feasibility design and urban planning. The project team members are listed below.

Design

- Architectus – Planning and Design
- Tzannes Associates – Architectural Peer Review
- Taylor Thomson Whitting – Structural and Civil Engineers
- Lincolne Scott – Services Consultant
- Project Surveyors - Surveyor
- Davis Langdon – Quantity Surveyor
- Hill PDA – Economic Assessment
- Noel Arnold & Associates – Environmental Consultant
- Douglas – Geotechnical Engineers
- Lincolne Scott – Environmental Sustainable Development Consultant
- Davis Langdon – Building Code of Australia Consultant
- Mallesons Stephen Jacques – Legal Consultant
- Urban Concepts – Community Consultation

Market, Research and Analysis

- Landsburys – Demographic Assessment
- Knight Frank – Residential Research Consultant
- CBRE – Value Assessment
- Hill PDA – Retail Consultant
- Jones Lang LaSalle Hotels – Hotel Consultant

Other specialist consultants will be appointed to advise on interior design, acoustic management, wind impact, traffic and car parking, access and mobility, landscape design, heritage and waste management. At the time of writing these consultants were still to be confirmed by Ashington.

4.3 Target Audience Communication Lines

Table 4.1 details the most appropriate method of communication for each target audience, the level of influence and interest they have in the project and the appropriate member of the project team that will be responsible for managing the consultation.



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Local Residential Community	High	High	<ul style="list-style-type: none"> • Direct liaison as required • Newsletters • Community Information Sessions • Drop In Information Centre • Media • Website 	<ul style="list-style-type: none"> • Ashington • Urban Concepts • Specialist Consultants as required
Local Business Community Incorporating <ul style="list-style-type: none"> • Double Bay Chamber of Commerce • Double Bay Partnership 	High	High	<ul style="list-style-type: none"> • Direct liaison regular • Newsletters • Stakeholder Briefing Paper • Stakeholder Information Sessions • Community Information Sessions • Drop In Information Centre • Media • Website and links to Chamber of Commerce website 	<ul style="list-style-type: none"> • Ashington • Urban Concepts • Specialist Consultants as required
NSW Department of Planning: <ul style="list-style-type: none"> • NSW Minister for Planning • Urban Design Review Panel • Major Project Assessment Team 	High	High	<ul style="list-style-type: none"> • Direct liaison regular • Community Consultation Report 	<ul style="list-style-type: none"> • Ashington - supported by the appropriate specialist consultants



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Adjoining Major Landowners	High	High	<ul style="list-style-type: none"> • Direct liaison regular • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Community Information Sessions • Drop In Information Centre • Media • Website 	<ul style="list-style-type: none"> • Ashington - supported by the appropriate specialist consultants • Urban Concepts
State Government Agencies <ul style="list-style-type: none"> • NSW Roads and Traffic Authority • Department of Environment and Climate Change • NSW Ministry of Transport • State Transit Authority • Sydney Buses • Sydney Ferries 	High	High	<ul style="list-style-type: none"> • Direct liaison regular • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants appropriate to the area of concern • Urban Concepts
Local Political Parties <ul style="list-style-type: none"> • Residents First Woollahra • Woollahra Greens • Woollahra Branch Liberal Party of Australia • Woollahra Branch Australian Labour Party 	High	High	<ul style="list-style-type: none"> • Direct liaison as required • Stakeholder Briefing Paper • Stakeholder Information Sessions • Drop In Information Centre • Newsletters • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants appropriate to the area of concern • Urban Concepts



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
State and Federal Elected Representatives	High	High	<ul style="list-style-type: none"> • Direct liaison as required • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Community Information Sessions • Media • Website 	<ul style="list-style-type: none"> • Ashington • Urban Concepts
Special Interest and Community Organisations: <ul style="list-style-type: none"> • No High Rise In Double Bay • Harbour View Residents Group • Double Bay Resident Association • Action Committee for the Environment • Darling Point Society • Edgecliff Preservation Society • Paddington Society • Rose Bay Residents Association • Vaucluse Progress Association 	High	High	<ul style="list-style-type: none"> • Direct liaison as required • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Community Information Sessions • Drop In Information Centre • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants • Urban Concepts



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Tourism <ul style="list-style-type: none"> • NSW Department of Tourism • Tourism Industry Council • Tourism and Transport Forum 	High	Medium	<ul style="list-style-type: none"> • Direct liaison as required • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants • Urban Concepts
Woollahra Council Council Officers and Elected Representatives	High	High	<ul style="list-style-type: none"> • Direct Liaison regular • Presentations at special events • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Community Information Sessions • Drop In Information Centre • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants • Urban Concepts
Heritage <ul style="list-style-type: none"> • NSW National Trust • NSW Heritage Office • Woollahra History and Heritage Society 	Medium	Medium	<ul style="list-style-type: none"> • Direct Liaison as required • Stakeholder Briefing Paper • Stakeholder Information Sessions • Newsletters • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants • Urban Concepts



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Utility Providers	Medium	Medium	<ul style="list-style-type: none"> • Direct Liaison as required • Stakeholder Briefing Paper • Stakeholder Information Session • Newsletters • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants
Emergency Services	Medium	Medium	<ul style="list-style-type: none"> • Direct Liaison as required • Stakeholder Briefing Paper • Stakeholder Information Session • Newsletters • Media • Website 	<ul style="list-style-type: none"> • Ashington • Specialist Consultants
Media	High	High	<ul style="list-style-type: none"> • Briefings and Press Releases 	<ul style="list-style-type: none"> • Ashington



5.0 COMMUNICATION METHODOLOGY

The communication methodology presents the initiatives to be used for informing the target audiences about the project. The methodology will be implemented in two phases. The timing of each phase complements the critical path of the project, the availability of technical information that is available for public circulation and recognises Ashington's estimated lodgement date for the Environmental Assessment being the end of January 2009. The methodology also recognises that consultation should not be carried out during the 2008 Christmas holiday period. The timing of the consultation initiatives to be undertaken in each phase is detailed in Section 6.

5.1. Project Inception

THE COMMUNICATION PLAN

This Communication Plan will form part of the documentation that supports the Environmental Assessment to the NSW Department of Planning. It has been prepared having regard to the Part 3A Director General's requirements for consultation and the NSW Department of Planning *Guidelines for Major Project Community Consultation October 2007*.

The Communication Plan will be forwarded to the NSW Department of Planning and Woollahra Council for information and comment.

5.2. Information Lines

ESTABLISHMENT OF FREECALL 1800 NUMBER, PROJECT PO BOX AND EMAIL ADDRESS

The following information lines have been established:

- The 'Double Bay Information Line' using a 1800 freecall number. The information line will be serviced during business hours. The free call number is 1800 068 018.
- The project mailing address will be:

Ashington Double Bay Project
PO Box 780
NORTH SYDNEY NSW 2059
- The project email address will be doublebay@urbanconcepts.net.au
- A project website at www.ashingtondoublebay.net.au

These contact details will appear on all information prepared about the project including newsletters and media advertisements.

All telephone calls and emails will be logged. Specific project enquiries will be forwarded to the Development Manager, Ashington in the first instance for direction to the appropriate specialist consultants. A summary report of all enquiries received for the project on a fortnightly basis.

These contact details will also remain in place during the construction phase of the project.



A PROJECT WEBSITE

Ashington has established a community consultation portal off its website. The website www.ashingtondoublebay.net.au will be a key line of communication for this project. The navigation for the website will include:

- Welcome
- The Site
- The Development
- Environmental Assessment Process
- Project Fact sheets:
 - Design
 - Urban Design Review Panel and Outcomes
 - Tourism and Retail Strategy
- Construction Management Process
- Community Consultation
- Important Documents including Part 3A Environmental Assessment Documentation
- Comment and Enquiry Form
- Link to the Double Bay Chamber of Commerce
- Link to Woollahra Council

PREPARATION OF COMMUNITY CONSULTATION NEWSLETTERS

The newsletters will incorporate information about the project, invite participation in forthcoming information events and will be prepared to coincide with key project milestones. These would include:

Newsletter 1 - Initial advice to confirm the planning and assessment process for this application pursuant to Part 3A of the Environmental Planning and Assessment Act 1979, to outline the forthcoming consultation process and invite registration at the upcoming Community Information Sessions, provide advice concerning the outcomes arising from the Urban Design Review Panel and detail how the development compliments regional planning and tourism policy initiatives.

Newsletter 2 – Reminder to register for the upcoming Community Information Sessions and provide an update on the proposed design.

Newsletter 3 - After lodgement of the Environmental Assessment with the NSW Department of Planning to coincide with the formal notification and exhibition period.

Newsletter 4 - Post Development Consent to advise of the development approval and provide details of the Construction Program and procedure for managing community concerns.

We would recommend that the newsletter be circulated using addressed mail to the property owner. This will require the assistance of the NSW Department of Planning and Woollahra Council to obtain a mailing list for the notification area defined at Figure 2.

MEDIA ADVERTISING

It is proposed that display advertisements be placed in the respective local papers to advise the local residential and business community about the proposed development and consultation process. In placing these advertisements specific instructions are to be provided to the respective newspaper to ensure that the advertisement appears upfront in the newspaper.



STAKEHOLDER DATABASE

To assist with the management and implementation of the Communication Plan a stakeholder database has been prepared using Microsoft Access. The database will be updated as community and stakeholder interest in the project develops. The contact details for the target audiences identified in Section 4 will be placed onto this database.

5.3. Information and Consultation Initiatives

PREPARATION OF STAKEHOLDER BRIEFING PAPERS

Stakeholder briefing papers will be provided to coincide with key milestone events. We envisage up to three briefing papers would be prepared during the Environmental Assessment process that will cover the phases identified in Section 6. The briefing papers will provide a more comprehensive and technical range of information than found in the community newsletter. Each would be approximately 10 pages in length including colour images. The information covered would include:

Phase 1

- The Part 3A process.
- Specialist consultants engaged on the project.
- Consultation initiatives and opportunities for involvement.
- Description of the proposed built form, public domain improvements, photomontage images and architectural plans that will be available at this time.
- Urban Design outcomes arising from the Urban Design Review Panel and the preferred design parameters for the site.
- Specialist advice targeting specific areas of interest such as revitalisation of the Double Bay Town Centre, tourism benefits, retail strategy, environmental sustainable design, mitigation of environmental impact, traffic and transport considerations.

Phase 2

Information in this phase will include overview of the Environmental Assessment document. Its circulation will correspond to the notification and exhibition of the Environmental Assessment by the NSW Department of Planning.

A subsequent stakeholder briefing paper would be prepared post determination and development consent and would provide information concerning the development approval and the forthcoming construction process.

STAKEHOLDER INFORMATION SESSIONS

Information briefing sessions will be held with various target audiences during the Environmental Assessment process to ensure that these stakeholders fully understand the proposal and can ask specialist consultants to explain any areas of concerns. At this stage we propose stakeholder information sessions for the following target audiences:

- The Retail and Business Community
- Woollahra Council Elected Representatives
- State Government Agencies and Tourism/Heritage Groups
- Special Interest and Resident Groups
- Adjoining Landowners



Each session will be structured with a presentation and a facilitated question and answer session. All comments will be recorded.

COMMUNITY INFORMATION SESSIONS

The aim of Community Information Sessions is to:

- Establish a relationship between the project team and local residents.
- Describe the planning process for a Part 3A Major Project, the role of the Urban Design Review Panel and the outcomes and recommendations resulting from the design review process.
- Present the project identifying land use, physical design and socio economic contributions.
- Detail the preferred design concept for the site and areas of public domain.
- Analyse the project with the community to enable an understanding of environmental outcomes and impacts.
- Document community attitudes to the project to assist the proponent with the preparation of the environmental assessment.

We propose to hold a number of briefing sessions during phase 1 of the consultation process. Sessions will be held on a weekend and mid week to provide a range of times to facilitate community access. The sessions will be of two hours duration. All comments will be recorded.

COMMUNITY INFORMATION DROP IN CENTRE

Pending the availability of suitable space we propose to establish a Community Information Drop-in Centre within or in close proximity to the Stamford Hotel. The centre will be in place until the commencement of demolition. The information centre display will coincide with the timeframe for the exhibition of the Environmental Assessment. The information centre will be manned by project team members at pre arranged and published times.

COMMUNITY FEEDBACK FORMS AND MARKET RESEARCH

To help capture and document public attitudes to the project we will prepare community feedback forms that will be available at the information sessions and via the project website. The results of the feedback forms will be documented and included in the Consultation Report issued to the NSW Department of Planning as part of the Environmental Assessment documentation.

Market Research techniques such as pedestrian surveys, focus groups and telephone polling may be used through the process to obtain further understanding about community attitudes to the development.

DIRECT LIAISON

Due to the technical aspects of this project it will be necessary for both Ashington and various specialist consultants to undertake direct liaison with target audiences as the need arises throughout the project. Stakeholders requiring direct liaison are detailed in Table 4.1.

COMMUNITY CONSULTATION REPORT

At the completion of Phase1 Urban Concepts will prepare a report documenting the outcomes arising from the consultation and communication process. The report will be submitted to the NSW Department of Planning forming part of the Environmental Assessment documentation.



6.0 CALENDAR OF EVENTS

Table 6.1 provides an indicative timeframe for the implementation of the Communications Plan. The timing has had regard to the Christmas holiday period. The Plan assumes that the lodgement of the Environmental Assessment will occur end January 2009.

The Consultation Program has been staged in three phases with estimated implementation dates as follows:

Phase 1	PREPARATION OF THE ENVIRONMENT ASSESSMENT This phase will communicate community information about the Part 3A Process, the reasons for the projects classification as a Major Project, Urban Design Review Panel Findings, provide an explanation of design parameters and the preferred design concept for the site. Feedback obtained through this phase of the project will inform the finalisation of the design concept and the public domain prior to the lodgement of the Environmental Assessment.	Early December – End January *
Phase 2	A EXHIBITION OF THE ENVIRONMENTAL ASSESSMENT. This phase will explain the Environmental Assessment documentation and will coincide with the notification and advertisement of the application by the NSW Department of Planning.	End January – End February*

* Timeframes are indicative and will be contingent upon the timing of lodgement, notification and exhibition of the Environmental Assessment.

Pending development approval a subsequent calendar of events would be prepared to manage post consent and construction communication initiatives and would be issued to the NSW Department of planning for review at this time.



TABLE 6.1 – CONSULTATION PROGRAM

PHASE 1 – EARLY DECEMBER 2008 – LATE FEBRUARY 2009*	
COMMUNITY INFORMATION ABOUT THE PART 3A PROCESS, NSW DEPARTMENT OF PLANNING URBAN DESIGN REVIEW PANEL OUTCOMES, DESIGN PARAMETERS AND THE PREFERRED DESIGN CONCEPT.	
Placement of Media Display Advertisements	Mid December Mid January
Distribute Community Newsletter 1 Distribute Community Newsletter 2	Mid December Mid January
Stakeholder Information/Direct Liaison/Briefings <ul style="list-style-type: none"> • Woollahra Council • Chamber of Commerce/Double Bay Partnership • State Government Agencies and Tourism/Heritage Groups • Special Interest and Resident Groups • Adjoining Landowners 	Mid December Mid January
Distribute Stakeholder Correspondence/Briefing Papers	Mid December Mid January
Community Information Sessions	Mid January
Feedback Questionnaires and Market Research	Mid January – End January
Preparation of Consultation Report on Phase 1	End January
PHASE 2 – 2009 *	
AT NOTIFICATION AND EXHIBITION OF THE ENVIRONMENTAL ASSESSMENT	
Placement of Media Display Advertisement	Early February
Distribute Community Newsletter 3	Early February
Distribute Stakeholder Briefing Paper	Early February
Stakeholder Briefing Sessions as required	Early February
Community Information Drop In Centre	Coincides with notification and exhibition of the Environmental Assessment.

* Timings are estimates and contingent upon Urban Design Review Panel program and the timing of lodgement of the Environmental Assessment.



APPENDIX A1 – FINAL TRANSCRIPT OF COMMUNITY INFORMATION DAY



APPENDIX A2 – MEDIA



APPENDIX A3 – NEWSLETTER



APPENDIX A4 – FEEDBACK QUESTIONNAIRE AND SUMMARY OF RESPONSES



APPENDIX B – Director Generals Requirements and Guidelines for Major Project Community Consultation



APPENDIX C – Draft East Sub Regional Strategy Typology of Centres



APPENDIX D – Woollahra Council Organisational Structure



APPENDIX A1 – FINAL TRANSCRIPT OF COMMUNITY INFORMATION DAY



23rd May 2008

Dear Participant,

33 Cross Street, Double Bay - Community Information Day

On behalf of Ashington I would like to thank you for participating in the Community Information Day held on Saturday 12th April, 2008 to discuss the redevelopment of the Stamford Plaza Hotel site at 33 Cross Street, Double Bay.

We are pleased to forward to you the final Record of the Comments raised during the information session together with the list of participants.

We advise that Urban Concepts received two requests to amend the draft Record. These comments have been incorporated into the final record and are denoted in the report with an underline. During the two week period we also had three comment sheets returned to our office and a letter from Councillor Rundle, Mayor of Woollahra. This correspondence has also been incorporated into the final record in Section 4 of the report.

The final Record will be posted on the project website in the coming weeks.

In accordance with our Privacy Statement the Record identifies no name adjacent to a comment or question unless requested.

On behalf of Urban Concepts, Ashington and the consultancy team I would like to thank you for your participation and I look forward to your ongoing involvement in the consultation process.

Yours faithfully,

Belinda Barnett
Director, Urban Concepts

33 CROSS STREET, DOUBLE BAY PROJECT CONTACT DETAILS:

Mailing Address:

PO Box 780
NORTH SYDNEY NSW 2059

Fax: 02 9964 9055

Tel: 1800 068 018

Email: doublebay@urbanconcepts.net.au



FINAL

Record of Comments

Arising from the

33 Cross Street, Double Bay

Community Information Day

Held on

Saturday 12 April, 2008

at the Vibe Hotel

9am, 12noon and 3pm sessions

Prepared by
Urban Concepts

Issued 20th May 2008



Disclaimer

Urban Concepts has taken every care to ensure that the comments raised by the participants have been faithfully represented and recorded. If there are comments that have not been recorded or recorded incorrectly we apologise for any misrepresentation and advise that it has not been deliberate.



1.0. 9am INFORMATION SESSION

1.1. List of Participants

Name
ANDERSON, Craig
BLENDULF, Eileen
BREED, Peter
DOWLING, Margaret
GREGORY, Tony
GUTH, Sally
HUGHES, L.J. MARSHALL, S.A.
JAGELMAN, Di
JOHNSTON, Robert
RIDHALFH, Jenny
RUNDLE, Geoff (Councillor)
SOUVLIS, Lucas and Norma

1.2. First Thoughts

At the outset of the information session each participant was asked to identify the thoughts that first came to mind when they heard about the redevelopment of 33 Cross Street. The answers given by participants at the 9 am session are presented below.

FIRST THOUGHTS
• Will there be a loss of parking.
• Would like to see residential apartments on the site.
• What will the parking arrangements be.
• What will the size of units be. Would like to see some smaller 2 bedroom units.
• Will the shopping mall go?
• Opportunity for a good quality boutique hotel.
• The hotel building should not have been built in the first place. It broke all regulations height and bulk.
• Resident living behind the site – Concerned about noise – construction and operation. Increased use of the walkway alongside the property that connects to William Street.



FIRST THOUGHTS
<ul style="list-style-type: none"> Concerned about more people using the walkway through to William Street.
<ul style="list-style-type: none"> Double Bay was/is a small suburb. Concerned about too much expansion.
<ul style="list-style-type: none"> Welcome development. Business owners struggling. How long will project take – what market will it attract – international – would like to see Hotel.
<ul style="list-style-type: none"> Concerned about the loss of another hotel – nothing to cater for tourists.
<ul style="list-style-type: none"> Style of Double Bay – Classical rather than modern.
<ul style="list-style-type: none"> Concerned about height and bulk of any development.
<ul style="list-style-type: none"> Concerned about what will happen underground – structural stability.
<ul style="list-style-type: none"> Redevelopment is an exciting opportunity.

1.3. Comments Recorded during Question Time

The following comments were recorded during the facilitated question and answer time.

COMMENT/QUESTION	ASHINGTON RESPONSE
<ul style="list-style-type: none"> Resident directly behind in William Street is very concerned about construction impact and its effect on property values. The present façade of the hotel provides protection and privacy. Would not want to have people looking into their apartment or have uses that would increase noise such as restaurants and cafes. 	<p>The design of any new building will pay careful attention to the relationship with surrounding properties. Any public activity such as restaurants and cafes will be located in appropriate areas within the development so as to minimise any effects on surrounding residents. The orientation and location of balconies and windows will also be carefully considered with respect to neighbouring properties.</p>
<ul style="list-style-type: none"> If you can make this development bright, easy to clean. There is so much dirt/mess in Double Bay all the time. If you can get the formula right for this development then this will spread throughout the centre. 	<p>The materials selected for the development will be carefully selected so as to ensure they retain a high quality appearance into the future.</p>
<ul style="list-style-type: none"> When you go to Council – can you try and get the theatre back or can you incorporate a theatre/cinema in this development. 	<p>We have no control or influence over the former cinema site on New South Head Rd, but we do know that council is aware of the requests from the community for a cinema to be in Double Bay. As part of detailed design we will consider a cinema as part of our development, however it should be noted that cinemas take up both a lot of height and space on a site.</p>
<ul style="list-style-type: none"> What is your preferred option – knock it down or refurbish. Isn't it too big to knock down. 	<p>We feel that our objectives, and that of the broader community can be better served by rebuilding the building from the ground up while retaining the existing floor space. However the aim of the community consultation process is to better understand the objectives of the broader community so that this assumption can be confirmed or otherwise.</p>
<ul style="list-style-type: none"> How high would you go if you redistribute the existing floor space on the site? 	<p>We believe a better public domain can be created by lowering much of the current building, and in fact having no building at all on parts of the site. With the existing floor space retained this will mean that parts of the building are taller than the existing</p>



COMMENT/QUESTION	ASHINGTON RESPONSE
	<p>building. The height of these elements and the location of them needs to be carefully designed. It is a balance between creating high quality public space at ground level, reducing the bulk of the podium elements of the building, and modifying the height and location of taller elements so as not to overshadow or overlook, and to minimise any view loss of surrounding properties. This design process can only begin in detail following consultation with the community to understand the relationship to those surrounding properties, and the opportunities and challenges they provide. Following the initial information day more detailed concepts and options will be developed, and these will be presented to the community in the near future.</p>
<ul style="list-style-type: none"> • Could you have less floor space (a smaller development) and make it more expensive? 	<p>The market determines the pricing for the development, and while smaller, more exclusive developments can attract a premium, the options have been analysed in detail, and it is not feasible for us to redevelop the building without retaining the existing floor space.</p>
<ul style="list-style-type: none"> • The existing building floor to ceiling heights are very low. How many storeys would a new building be? 	<p>The existing building has relatively low ceilings on the upper floors, but very high ceilings on the lower floors. So while the existing building has six floors, it is 28.5m tall, which equates to over 9 conventional stories in height. See two points previous in relation to building height.</p>
<ul style="list-style-type: none"> • How will you handle the parking requirement if you are not going down to excavate? What will you do? 	<p>The existing building has 173 carspaces. With either a refurbishment of the existing building, or a new building, this is an adequate number of spaces. If the building is rebuilt it will include a hotel and additional retail, and a lower amount of residential (around 30-40 units), so the effect on parking will be less, and more spaces will be available for casual and short term parking.</p>
<ul style="list-style-type: none"> • Who are the Directors of Ashington? 	<p>Mark Bouris, Craig Anderson and Craig Minahan</p>
<ul style="list-style-type: none"> • Who would you use as a hotel operator? 	<p>We are currently going through a process to discuss the development with potential hotel operators. The hotel which can be incorporated if the building is rebuilt will be a boutique 5 star hotel. The types of operators targeted are Morgans Hotel Group, Starwood, Ritz Carlton, Mandarin Oriental.</p>
<ul style="list-style-type: none"> • Does Ashington make political contributions? 	<p>Ashington has never made any political contributions.</p>
<ul style="list-style-type: none"> • To get this far you must have options – could you please provide a more detailed description of what you intend to do on the site. 	<p>Since we acquired the opportunity to purchase the site until quite recently we have been subject to confidentiality with respect to the development which has prevented us from having discussions with the broader community. During this period we prepared a large number of basic options for the site to better understand the constraints and opportunities any redevelopment would have. These basic options, as in all design, were based on some key assumptions regarding the site and how it can better relate to the community and</p>



COMMENT/QUESTION	ASHINGTON RESPONSE
	surrounding properties. The community consultation process is designed to verify these assumptions before designs are resolved to a more detailed level to then be presented to the community for discussion.
<ul style="list-style-type: none"> How many floors is in the existing building at the moment? 	The existing building has 6 floors, but the lower floors have very high ceiling heights. It is 28.5m tall, which is equivalent to a bit over 9 conventional stories in height.
<ul style="list-style-type: none"> Increasing height on this site is not acceptable. 	This view is noted.
<ul style="list-style-type: none"> The Mayor indicated that he could not understand why the plans shown to Council in November were not shown to the Community at this Information Session. It was suggested that Ashington was not fully disclosing their intentions. "Why won't you show overheads of what you have"? 	<p>A summary of the design options referred to previously were presented to council late last year. At that time we said that the options were based on some fundamental assumptions about the site and its relationship to surrounding buildings. We wanted to discuss these with the broader community before formal design work commenced but had been unable to do so due to confidentiality restrictions. The current community consultation process is designed to test these assumptions so that current options can be assessed, and new options prepared. In any design process it is critical to get the ground rules or assumptions right in the first instance before detailed design commences. Following these sessions in April, further, more comprehensive design work will be undertaken. We would then come back to the community again having formulated a range of alternatives so the consultation can continue, and all interested members of the community can become part of the formal design development process.</p> <p>It is also important to note that in the presentation to council some options were presented which we stated clearly were not our design intention, but were presented to facilitate discussion and demonstrate the effects of different building forms on surrounding properties.</p>
<ul style="list-style-type: none"> Successful developments provide for 'village atmosphere'. What does a village atmosphere mean to people – it is not a 25 storey tower or 9 storey tower? 	<p>"Village atmosphere" will mean different things to different people, it can mean scale of buildings, but we generally view it as having a number of factors: fine urban grain, buildings with less bulk, active outdoor space, street front retail, a mix of uses – hotel, retail, residential, commercial.</p> <p>There have been some public comments regarding a building in excess of 20 stories, Ashington has no intention of lodging plans for approval for a building in excess of 20 stories.</p>
<ul style="list-style-type: none"> The Mayor indicated that it was unrealistic to suggest that construction should commence in mid 2009 given the assessment timeframe and council elections. It was indicated that 2010 would be more realistic. 	There are statutory periods that set out the length of time approving bodies have to deal with submissions put to them. We do not view twelve months to gain development approval as an unrealistic timeframe. The mayor's comments however are noted.



COMMENT/QUESTION	ASHINGTON RESPONSE
<ul style="list-style-type: none"> I would encourage you to stand in Cross Street in winter and see where people walk. People walk on the opposite side of the street where the sun shines. Must get sunshine back into Cross Street. 	<p>This will be looked at as part of the detailed design options. The increase of sunlight into public space is one of the key design parameters of the development.</p>
<ul style="list-style-type: none"> Residents of 35-39 William Street. Galbraith walkway rear of Hotel runs through to William Street (The Hotel has a right of way agreement over this access). Two thirds of the walkway is owned by 35-39 William Street apartments and is covered by Strata plan 45091. We must be consulted in relation to this interface and the flow through of pedestrians. Concern about uses that would be placed on the walkway. Would not want to see restaurants. There are also public liability issues associated with this pathway. <u>We also note that we received correspondence from residents at 31-33 William Street requesting that they be consulted concerning Galbraith Walkway.</u> 	<p>Detailed consultation with respect to specific property issues with all the adjacent owners will be undertaken as part of any development process.</p> <p>The comments with respect to uses on that portion of the site are noted and will be looked at as part of the detailed design process.</p>



2.0 12pm INFORMATION SESSION

2.1. List of Participants

Name
CARMICHAEL, Sean
CLAYDON, Reg
HAKIM, Dr Claude and Roslyn
HOUSEMANN, Jennie
MANSBERG, Janina
MINBASHIAN, Dara and Nazy
RAMSEY, Elizabeth
ROFE, Peter and FISHER, Mary
SPON-SMITH, Dale
WILLMOT, Graeme and Leseley
WYETH, Nick

2.2. First Thoughts

At the outset of the information session each participant was asked to identify the thoughts that first came to mind when they heard about the redevelopment of 33 Cross Street. The answers given by participants at the 12pm session are presented below.

FIRST THOUGHTS
<ul style="list-style-type: none"> Concerned about how this site can be redeveloped, traffic generation increasing the population and the associated demands that will be placed on existing services and impacts on environmental amenity.
<ul style="list-style-type: none"> Will the new development incorporate retail/commercial in a mall arrangement or will retail be located at the street frontage?
<ul style="list-style-type: none"> What height will the development be or will it be contained in the envelope of the existing building?
<ul style="list-style-type: none"> Will it be strata/company title? What will its legal structure be? Will there be a tenant's committee?
<ul style="list-style-type: none"> Resident 45 Cross Street. Will it be pulled down – what will be the impact on our property - noise, dust, structural stability, privacy?
<ul style="list-style-type: none"> Resident 45 Cross Street. Demolition of Hotel – very concerned. What will be the internal arrangement/footprint/orientation of apartments on the site? Concerned about impacts on privacy, noise etc.
<ul style="list-style-type: none"> Believe this development can become the focal point if it is done correctly.
<ul style="list-style-type: none"> Resident 45 Cross Street. Property shares a common wall with 33 Cross Street. Bedroom, bathroom, balcony is located along this common wall. If the building is demolished how will this common wall be treated? Will the building be knocked down or will the redevelopment retain the shell and be cosmetic. How much of external wall will be knocked down?



FIRST THOUGHTS
<ul style="list-style-type: none"> • Would like to see the existing arrangements changed – so that there is a separate ingress/egress arrangement for 33 Cross Street.
<ul style="list-style-type: none"> • Resident 45 Cross Street very concerned about construction noise impact.
<ul style="list-style-type: none"> • Will there be a boutique hotel incorporated into the site? Would not like to see only apartments. Double Bay must have a hotel.
<ul style="list-style-type: none"> • Could a Cinema be put into this development similar in style to a Verona Cinema.
<ul style="list-style-type: none"> • Concerned about the bulk and scale. Concerned about the interface between the site and the adjoining residential area. Would like to see a friendly inviting façade at Cross Street. <u>Concerned that any new development should also comply with the development controls.</u>

2.3. Comments Recorded during Question Time

The following comments were recorded during the facilitated question and answer time.

COMMENTS/QUESTIONS	ASHINGTON RESPONSE
<ul style="list-style-type: none"> • What makes you think you cannot develop a hotel in the existing building? 	<p>The current hotel is in need of at least substantial refurbishment in the near future. A refurbishment of the existing building to incorporate a hotel is not economically feasible. From a land economics perspective, hotels are worth significantly less than residential or retail.</p>
<ul style="list-style-type: none"> • Is it correct to say that the quality of residential would not be as good if it is a refurbishment project? 	<p>A refurbishment utilising the existing structure will have to include some compromises on what is considered best practice design. By rebuilding the building a much higher quality property can be created.</p>
<ul style="list-style-type: none"> • What is the development timing involved for this project and how does it vary for refurbishment versus a new building? 	<p>The timing of approvals will be similar, but most likely longer for a new building. The construction period will be longer for a new building, I would estimate the difference to be 2 years as opposed to 18 months.</p>
<ul style="list-style-type: none"> • Have you made the decision to demolish? 	<p>We believe that a better outcome from both the community and our own perspective can be achieved by rebuilding the property as opposed to working with the existing structure.</p>
<ul style="list-style-type: none"> • What height would a new building be? 	<p>We believe a better public domain can be created by lowering much of the current building, and in fact having no building at all on parts of the site. With the existing floor space retained this will mean that parts of the building are taller than the existing building. The height of these elements, and the location of them needs to be carefully designed. It is a balance between creating high quality public space at ground level, reducing the bulk of the podium elements of the building, and modifying the height and location of taller elements so as not to overshadow or overlook, and to minimise any view loss of surrounding properties. This more detailed phase of the design process can only begin following consultation with the community to understand</p>



COMMENTS/QUESTIONS	ASHINGTON RESPONSE
	the relationship to those surrounding properties, and the opportunities and challenges they provide. Following the initial Information Day more detailed concepts and options will be developed, and these will be presented to the community in the near future.
<ul style="list-style-type: none"> What is a realistic outcome in terms of height? Four-five floors higher in smaller sections above existing building. 	The final design will be subject to negotiations with the approving bodies and will take into account the views of the community. It is too early to say what a realistic outcome is.
<ul style="list-style-type: none"> If demolition occurs will you retain the existing floor area? 	We believe a demolition and rebuild has distinct advantages in this case, however for it to be feasible, the existing floor space would need to be retained.
<ul style="list-style-type: none"> Resident 45 Cross Street. Let's not delude ourselves you will knock down the building. We live next door. You are talking about 2 years of construction. How will the common wall be treated? The noise will be unbelievable. How will we live there for 2 years? What would happen along this wall? I might end up with windows looking right into my apartment. 	Detailed studies including dilapidation reports and engineering assessments will be undertaken of adjoining properties prior to any construction work commencing on the site. Construction adjacent to properties is not uncommon, and methods of minimising any disruption will be put in place and discussed in detail with adjoining owners once the design is further resolved. The design of the wall adjacent to 45 Cross St is not resolved, but the amenity of adjoining owners will be a key priority in the development of all design options. The purpose of community consultation is to start dialogue on issues such as this, and to make our design team aware of community concerns.
<ul style="list-style-type: none"> Resident 45 Cross Street. What would you envisage on the 45 Cross Street side of the building? What will be behind the wall? 	The design of the wall adjacent to 45 Cross St is not resolved, but the design will focus heavily on the amenity of adjoining owners. The purpose of community consultation is to start dialogue on issues such as this, and to make our design team aware of community concerns.
<ul style="list-style-type: none"> Have you seriously considered a Cinema in this project? Would there be enough space? 	As part of detailed design we will consider a cinema as part of our development, however it should be noted that cinemas take up both a lot of height and space on a site.
<ul style="list-style-type: none"> What is the value of the project? 	The end value of the project has been estimated at \$350 million.
<ul style="list-style-type: none"> Is it possible that you would go to State Government as a Major Project under Part 3A of the Environmental Planning and Assessment Act 1979? 	There are two lawful approval mechanisms for this project, one being a DA through Woollahra Council, the other being a Part 3A submission through the Department of Planning. As any business does, we assess all the options available to us. Regardless of the approving body, the opinions of residents will form a key part of the design development process, and the commitment to further community consultation remains.
<ul style="list-style-type: none"> Where would you put increased height? Have you got any written assurances from Council regarding height? 	If the building is rebuilt, one option would be to reduce the height of parts of the property, and increase other parts. The increased height would need to be designed and located so as to provide a better outcome in terms of public amenity, outdoor space, overshadowing, overlooking and



COMMENTS/QUESTIONS	ASHINGTON RESPONSE
	view loss. This will be more closely looked at in the next stage of development, and options will be presented for discussion with the community.
<ul style="list-style-type: none"> Car Parking – will there be an adequate number of space if you are planning to use the existing basement carparking arrangements? <u>What underground development is proposed? The Ashington response included the comment that the underground areas were in fairly good condition and no substantial underground development was proposed.</u> 	The existing building has 173 carspaces. With either a refurbishment of the existing building, or a new building, this is an adequate number of spaces. If the building is rebuilt it will include a hotel and additional retail, and less residential (around 30-40 units), so the effects on parking will be less, and more spaces will be available for casual and short term parking.
<ul style="list-style-type: none"> If you knock down the building, shouldn't you comply with Woollahra Council's new height rules in its DCP? 	The DCP controls were written approximately 20 years after the existing building was built. The current building is significantly in excess of the controls for the site. It is unrealistic for council to write controls for the site that are so different from the existing building. It is not economically feasible to build a building in accordance with the controls, and this will be the case for any other property owner in a similar situation. We believe a better outcome can be achieved by rebuilding the building while retaining the existing floor space, however if this approval cannot be achieved, the existing structure and building form will be retained and refurbished, and the property will remain non compliant with the controls.
<ul style="list-style-type: none"> Resident of 45 Cross Street. Will demolition of the common wall put cracks in our wall? 	Detailed studies including dilapidation reports and engineering assessments will be undertaken of adjoining properties prior to any construction work on the site. Construction adjacent to properties is not uncommon, and methods of minimising any disruption will be put into place and discussed in detail with adjoining owners once the design is further resolved.
<ul style="list-style-type: none"> If development application failed with Woollahra Council would Ashington lodge a Part 3A application to the Minister for Planning? <u>Have Ashington spoken to the Department of Planning and would Ashington consider bypassing Council if it appeared unlikely Council would approve the development. Ashington's response was that as part of the design process they had already had discussions with the Department of Planning and Ashington would not rule out bypassing Council as an option if necessary.</u> 	There are two lawful approval mechanisms for this project, one being a DA through Woollahra Council, the other being a Part 3A submission through the Department of Planning. As any business does, we assess all the options available to us. Regardless of the approving body, the opinions of residents will form a key part of the design development process, and the commitment to further community consultation remains.
<ul style="list-style-type: none"> Height is the issue, will it trigger your decision about a Part 3A application. 	The decision about the approving body will be made based on which is the most appropriate body to be the consent authority.
<ul style="list-style-type: none"> Are you thinking that you will run into the same concerns as Kiaora Lane project? Have you spoken with Brett Sullivan? 	We are aware of the Kiaora Lane project, but have never spoken to Brett Sullivan. We do not know enough about the detail of that project to comment on it.



COMMENTS/QUESTIONS	ASHINGTON RESPONSE
<ul style="list-style-type: none"> The value of northern apartments would be more desirable. What are your thoughts about windows/balcony treatments on this elevation? 	<p>North facing property generally attracts a premium in residential. The design of the building will be carefully considered to provide maximum amenity to the building occupants, but at the same time relate well to surrounding properties in terms of overshadowing, overlooking and view loss.</p>
<ul style="list-style-type: none"> What height would you envisage for the northern face? 	<p>The heights of specific building elements has not yet been determined, and will be further developed following community consultation, at which point design options will be presented for community comment. However there would appear merit in reducing the height and bulk of the northern wall of the property, and increasing the set back in areas. These issues will be looked at in more detail in the forthcoming design process.</p>
<ul style="list-style-type: none"> Have you actually been into number 45 Cross Street and looked back onto the Hotel? We would be pleased for Ashington to go onto our site, particularly the pool area. 	<p>We have viewed the relation to 45 Cross St from the existing building, but have not been into 45 Cross St. We would welcome the opportunity to look from 45 Cross St, this will greatly assist us in the design development process.</p>
<ul style="list-style-type: none"> Will the egress/ingress arrangements change? Would you add a second ingress point? 	<p>The carpark entry is currently from the adjacent 45 Cross St. We will review the option to locate the carpark entry on our property, however are aware that councils generally do not like adding further carpark entries to streetscapes, as it reduces on street parking.</p>
<ul style="list-style-type: none"> Would the northern part be the highest part of any new building? 	<p>The heights of specific building elements has not yet been determined, and will be further developed following community consultation, at which point design options will be presented for community comment.</p>
<ul style="list-style-type: none"> Will you move the building forward or keep the existing setback from Cross Street? 	<p>The alignments of specific building elements have not yet been determined, and will be further developed following community consultation, at which point design options will be presented for community comment. Generally urban design principles and councils DCP would suggest that a consistent street frontage should be maintained.</p>



3.0 3pm INFORMATION SESSION

3.1. List of Participants

Name
BASSERABIE, M
BINETTER, Gary
GOLDBERG, Graeme
JOEL, Alexandra
KOLMAN, V
LEWIS, Morley
MASON, Philip
MESCHITSCHKEK, Maja
MIDDLETON, Caroline
PRIOR, Greg
RANDALL, Roy
STEWART, John
SATOMI, Oliver
TEELING, Barry
THAUNG, Hpone and Rhem, TJEN, Nico
YOUNG, Malcolm

3.2. First Thoughts

At the outset of the information session each participant was asked to identify the thoughts that first came to mind when they heard about the redevelopment of 33 Cross Street. The answers given by participants at the 3pm session are presented below.

FIRST THOUGHTS
<ul style="list-style-type: none"> I liked the existing attractive façade. It adds to the streetscape, the arches, columns reinforce its classical style. It has a quality finish. I would like a similar style of architecture maintained.
<ul style="list-style-type: none"> I am concerned about building height over heritage cottages in Transvaal Avenue. This is a destination point in its own right. The low rise of Transvaal Avenue together with Cross and Bay Streets makes the existing development unsympathetic.
<ul style="list-style-type: none"> I agree with previous comments. Building is too high by 1 storey. I agree that a neo classical style is pleasant.
<ul style="list-style-type: none"> Building should be setback on upper storeys more than it is. Must try and keep Cross Street a sunny and pleasant pedestrian environment.



FIRST THOUGHTS	
•	The height of the existing building is fine and its neo classical style is fine. A hotel must be kept on this site.
•	I like the style of the existing building and the entrance/stairs. With any new development Cross Street must remain a sunny and pleasant alfresco environment.
•	Streetscape needs to be more interactive. No issue with height.
•	The existing entrance is forbidding and dark. The height stops sunlight. We would prefer the existing building to be lower and for any new design to facilitate solar access.
•	A hotel should be retained on this site.
•	I like the colonnades, it gives the existing building a European feel. We must keep a hotel on this site.
•	The existing building is tired and dilapidated.
•	Over 25 years the activity and connectivity of Cross Street has decreased. This site provides the opportunity to activate Cross Street with Cafes etc.
•	I would like the overall bulk of the existing building reduced and a higher degree of activity. There needs to be an increase in solar access for the site to become more inviting. Need to look at rear treatment and make more attractive.
•	The existing building looks like a hotel. It is too high for the area and should be lower to increase light.
•	We don't need anymore units. We need a larger hotel. Resident 45 Cross Street, if building goes higher we will loose our privacy.
•	The existing building is cold. It needs a more welcoming building/façade.
•	No incentive to walk on that side of Cross Street. We need shops and cafes to increase activation of the frontage and to make the building more welcoming.
•	Resident of William Street. Façade on walkway is shocking/unattractive. Arcade is a disaster. The existing trees in Cross Street are beautiful and should be highlighted as part of the project.

3.3. Comments Recorded during Question Time

The following comments were recorded during the facilitated question and answer time.

COMMENTS/QUESTIONS	ASHINGTON RESPONSE
<ul style="list-style-type: none"> Are there 2 options. It seems to me that you have decided to demolish. It does not work reducing the number of hotel rooms. A 60 bed hotel is not good for the future of Double Bay. We need tourists, we need people to stay. 	<p>We believe a better outcome can be achieved by demolishing and rebuilding the building. We understand the concerns of retailers and the wider community in terms of retaining a hotel in Double Bay, and that is one of the key reasons why we see the rebuild option as a better outcome, as it is feasible to retain a hotel in that option. The current hotel is 144 rooms. It is not feasible to retain a hotel of that size in this location. In a rebuild option, a hotel of 60-80 rooms can be feasible. From a land economics perspective, hotels are worth significantly less than residential or retail.</p>



COMMENTS/QUESTIONS	ASHINGTON RESPONSE
<ul style="list-style-type: none"> When you say that some parts could be higher what do you mean – how high? 	<p>The heights of specific building elements has not yet been determined. We believe a better public domain can be created by lowering much of the current building, and in fact having no building at all on parts of the site. With the existing floor space retained however this will mean that while parts of the building are lower than the existing building, some elements will be higher. Following this Information Day the specifics of the design will be further developed and presented to the community for comment in the next phase of the consultation process.</p>
<ul style="list-style-type: none"> Can you go to 25 levels? How? 	<p>We currently and have never had any intention to lodge an approval for a building in excess of 20 storeys as has been reported by some.</p>
<ul style="list-style-type: none"> If you are going over controls what is the point of that? 	<p>The DCP controls were written approximately 20 years after the existing building was built. The current building is significantly in excess of the controls for the site. It is unrealistic for council to write controls for the site that are so different from the existing building. It is not economically feasible to build a building in accordance with the controls, and this will be the case for any other property owner in a similar situation. We believe a better outcome can be achieved by rebuilding the building while retaining the existing floor space, however if this approval cannot be achieved, the existing structure and building form will be retained and refurbished, and the property will remain non compliant with the controls.</p>
<ul style="list-style-type: none"> Why will you get your plans through? 	<p>We believe we can design a building that will be viewed as a high quality and successful outcome by the community and approving bodies.</p>
<ul style="list-style-type: none"> How high would you like to go? 	<p>We believe a better public domain can be created by lowering much of the current building, and in fact having no building at all on parts of the site. With the existing floor space retained this will mean that parts of the building are taller than the existing building. The height of these elements, and the location of them needs to be carefully designed. It is a balance between creating high quality public space at ground level, reducing the bulk of the podium elements of the building, and modifying the height and location of taller elements so as not to overshadow or overlook, and to minimise any view loss of surrounding properties. This design process can only begin in detail following consultation with the community to understand the relationship to those surrounding properties, and the opportunities and challenges they provide. Following the initial Information Day more detailed concepts and options will be developed, and these will be presented to the community in the near future.</p>



COMMENTS/QUESTIONS	ASHINGTON RESPONSE
<ul style="list-style-type: none"> Where is all the parking for this project? 	<p>The existing building has 173 carspaces. With either a refurbishment of the existing building, or a new building, this is an adequate number of spaces. If the building is rebuilt it will include a hotel and additional retail, and less residential (around 30-40 units), so the effect on parking will be less, and more spaces will be available for casual and short term parking.</p>
<ul style="list-style-type: none"> The DCP allows for height of 16.5 m and this was deliberately put in place and you are now looking to go higher. If you go higher how does this embellish the village atmosphere? There is a complete disconnect here. 	<p>The existing building is 28.5m – well in excess of the DCP. We believe that height in itself is not the only issue that needs to be considered. There are many examples of well designed tall buildings, and poorly designed short buildings. Height is a critical factor, but it must be looked at together with public amenity, ground plane activation, connectivity, bulk, economic factors and overall design excellence.</p>
<ul style="list-style-type: none"> What is the difference between bulk and height? 	<p>Bulk entails a combination of height and site coverage. For example, a taller, thinner building is less bulky than a shorter building with greater site coverage.</p>
<ul style="list-style-type: none"> The hand drawn plan you showed had a certain amount of open space. To preserve the existing floor space what height would you need to go to? 	<p>The hand drawn sketch is around 50% of the site area. Simplistically if the existing floor space ratio is a bit over 4:1, if 50% of the site is open space, the buildings will be around 8 levels if they cover the rest of the site equally.</p>
<ul style="list-style-type: none"> What % of street level space would be open (50%) in the plan you showed. 	<p>Around 50%</p>
<ul style="list-style-type: none"> In my view, you are presenting us with a failing choice. You are asking us to accept that you have a right to the existing floor space. I believe you have the choice to retain the existing building or to build a new project that complies with the DCP Controls. 	<p>It is not economically feasible to rebuild the building in a manner that complies with the DCP. We have acknowledged that retaining the existing building and refurbishing it is an option open to us.</p>
<ul style="list-style-type: none"> I would not want any part of the building to go higher than the existing main roof line. 	<p>This view is noted.</p>
<ul style="list-style-type: none"> Does it mean no hotel if you refurbish? 	<p>The current format of the hotel is not feasible. If the building was refurbished rather than rebuilt it similarly would not be feasible to retain a hotel component, as the current building design has too many deficiencies.</p>
<ul style="list-style-type: none"> Does the next building (45 Cross Street) comply with the DCP controls. 	<p>We do not know the situation of that building in detail, but understand that it was approved under an amendment to the current DCP rather than complying with it.</p>
<ul style="list-style-type: none"> What about the carbon footprint. Have you considered the green implications? It is a perfectly good building why do you want to pull it down? 	<p>The current building is quite poor in terms of environmental performance. A refurbishment of the building would offer little opportunity to remedy this. A new building presents significant opportunity to incorporate new technology and design techniques to dramatically reduce the environmental impact on the building.</p>
<ul style="list-style-type: none"> If you get the increased height on this site, won't this create a precedent for Double Bay? I cannot follow your argument that it 	<p>There are no other sites in Double Bay that we are aware of with circumstances similar to this property other than possibly the council owned</p>



COMMENTS/QUESTIONS	ASHINGTON RESPONSE
<p>won't set a precedent. If you ignore the controls why won't others? Sites could be consolidated to create a large site. I am concerned we will end up like Darling Point which is blighted by towers.</p>	<p>carpark, for which this development can set a precedent. However what we are proposing is to investigate replacing a building with obvious deficiencies with a new building that offers opportunities to dramatically enhance public amenity. We think that is a precedent that has some merit.</p>
<ul style="list-style-type: none"> It should be noted that Ashington has the right to undertake a residential conversion of the site without giving back any of the public benefits they are offering. Perhaps we should keep a more open mind. 	<p>This view is noted.</p>
<ul style="list-style-type: none"> You need the views of more retailers. What you have said today won't help the commercial viability of the centre. This centre needs people. Retailers need trade. 	<p>Letters were sent to all retailers in the Double Bay area, and an invitation to the Double Bay Chamber of Commerce to attend today's sessions. We have also had several discussions with the Double Bay Chamber of Commerce over the past several months. The views of retailers are critical to the design process and your view is.</p>
<ul style="list-style-type: none"> I thought the provision of pedestrian space was not optional. Do you only get 2.5:1 if you provide pedestrian area? 	<p>This interpretation is not in accordance with our planning advice.</p>
<ul style="list-style-type: none"> Live directly adjoining the building and I prefer demolish and rebuild. What is your ultimate development? 	<p>This view is noted. The final form of the development is still subject to design following the community consultation process, however we believe that the best outcome can be achieved by retaining the existing area, but rebuilding in a form that addresses many of the current buildings deficiencies and creates better public amenity. Similarly a new building could be a higher quality building and incorporate a hotel which would be economically better for the area.</p>
<ul style="list-style-type: none"> I am very disappointed that you have made it clear that an FSR of 4.1 is to stay on the site. 	<p>This comment is noted.</p>
<ul style="list-style-type: none"> You have indicated that you want to go higher. I want to see a design. Part of the problem is that it is hard to conceptualise what you are talking about. If you just do some simulations that would help. 	<p>In the design process it is critically important to base the design on sound assumptions. The current process is aimed at starting the process with the right assumptions so that design can move forward in the right direction. Following community consultation, the design will be developed based on that feedback, and a series of options will be presented for comment.</p>
<ul style="list-style-type: none"> Do you have in your mind what style might apply to the architecture – because this is just as important as bulk and height? 	<p>The style of architecture has not yet been determined in terms of "look". Good architecture responds to the surroundings and the site conditions presented, so the "look" of the building will not be determined until later in the process.</p>
<ul style="list-style-type: none"> What would happen if damage occurred to surrounding buildings? 	<p>Any damage that is caused to surrounding buildings as a result of the development will be rectified at our cost.</p>
<ul style="list-style-type: none"> Some residents indicated that they did not receive a newsletter. 	<p>These comments are noted. Ashington used Australia Post's database to mail over 8,000 letters. We will investigate any flaws in this process.</p>



4.0 COMMENT RECEIVED BY POST FOLLOWING THE INFORMATION DAY

4.1 Comments Sheets

The following comment sheets were received by post following the Information Sessions:

1. *We believe that this project may bring more life to Double Bay in future; but at the same time will inconvenience many of the residents, shop owners, and the local restaurants.*

The Demolition of such a huge building will cause damage to the construction of adjoining buildings. The noise and the mess caused by demolition will damage the business of coffee shops and the restaurants in this area, exactly like the present situation with the demolition of Stamford Plaza Hotel in Knox Street.

If you talk to the residents, the shop keepers and the restaurateurs in Knox Street, Knox Lane, Bay Street and even Cross Street, you will realise how much it is affecting other people's lives and businesses. This project should be done with more consideration for the residents and business owners of Cross Street and adjoining side streets and lanes.

2. *I am the President of the Double Bay Residents Association. The views expressed on the feedback Questionnaire are personal and not necessarily those of the Association.*

I can confirm however, that the Association would like to have an ongoing dialogue with Ashington if the developer wishes to proceed with a new development in Cross Street.

*Contact Details:
Double Bay Residents Association
PO Box 1684
Double Bay NSW 1360
Telephone (02) 9327 5580*

3. *A development will not revitalise the centre if appropriate shops do not wish to rent the space. Any development must comply with development controls for Double Bay.*

4.2 Letters

Urban Concepts received a letter from Councillor Rundle concerning the Information Day Record of Comments. A copy of this letter is reproduced on the following page.



Office of
the Mayor



Council Ref: 04817.08/121.33 (GR.PV)
Your Ref:

16 May 2008



Ms Belinda Barnett
Director, Urban Concepts
Urban Concepts
PO Box 780
NORTH SYDNEY NSW 2059

15/5/08

Redleaf Council Chambers
536 New South Head Road
Double Bay NSW 2028
Correspondence to
PO Box 61
Double Bay NSW 1360
DX 3607 Double Bay
records@woollahra.nsw.gov.au
www.woollahra.nsw.gov.au
Telephone: 61 2 9391 7181
Facsimile: 61 2 9391 7044

Dear Ms Barnett

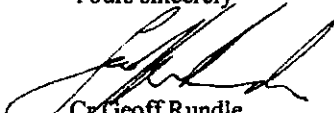
**33 Cross Street, Double Bay
Community Information Day**

I refer to your notes regarding the so called community briefing session. I consider that the notes are inaccurate in respect to the session I attended, in that you have sought to over emphasis your clients response but at the same time minimise the residents' concerns.

I consider that Ashington on the day and through these minutes are misleading the public.

To suggest "the design process can only begin in detail following consultation with the community" is begging the question. If your client wishes to embrace the community it should announce that its development will comply with the adopted DCP for the site and rule out any suggestion that the height of any proposed development will exceed the current height as an alternative.

Yours sincerely



Cr Geoff Rundle
Mayor

G:\MAYOR\2008\May-Letter-Ashington.doc





5.0 COMMITMENTS GIVEN BY ASHINGTON

The following undertakings were given by Ashington during the Information Sessions:

- To provide Matthew Baileys details to participants.

Matthew Bailey
Tel: 9239 0899
email: matthew.bailey@ashington.com

- That if any damage occurred as a result of the development Ashington would repair the damage at no cost to the residents. If the rectification works of that damage were so disruptive as to make the dwelling uninhabitable, Ashington would pay to accommodate the affected resident in a hotel for the duration of the rectification works.
- Commitment not to design a tower with 25 levels.
- To come back to the community in 6-8 weeks with a range of development options.
- That two information days would be held prior to lodgement of a final design and that the preferred design would be presented to residents before being lodged.
- To go onto the site at 45 Cross Street to better understand resident concerns.
- To consult with residents of 31-33 and 35-39 William Street concerning the Galbraith Walkway and the interface of the development with this site.



APPENDIX A2 – MEDIA



APPENDIX A3 – NEWSLETTER

ASHINGTON INVITES YOU TO PARTICIPATE IN THE COMMUNITY CONSULTATION DAY FOR 33 CROSS STREET, DOUBLE BAY

Community attitudes are important to Ashington. We are therefore pleased to commence the community consultation process for the upcoming development at 33 Cross Street, Double Bay.

Initial elements of the consultation program will include:

- / A residents newsletter which will provide contact details and information about the design and development process
- / A Community Information Day
- / An information line for residents seeking information about the project and consultation events – 1800 068 018
- / Project website – www.ashingtondoublebay.net.au
- / Print advertising in local media

The 33 Cross Street, Double Bay Community Information Day will enable you to:

- / Understand the development timetable
- / Have your say on the issues to be addressed by the designers
- / See some of the development options for the site
- / Meet with representatives of Ashington
- / Ask questions directly to the multi-disciplinary team of Architects, Urban Designers and Town Planners

The community consultation process will provide a unique opportunity for residents to ensure that their opinions and issues are clearly articulated. We encourage everyone with an interest in the site to join us at the Community Information Day.

The Information Day will take place on Saturday 12th April at:

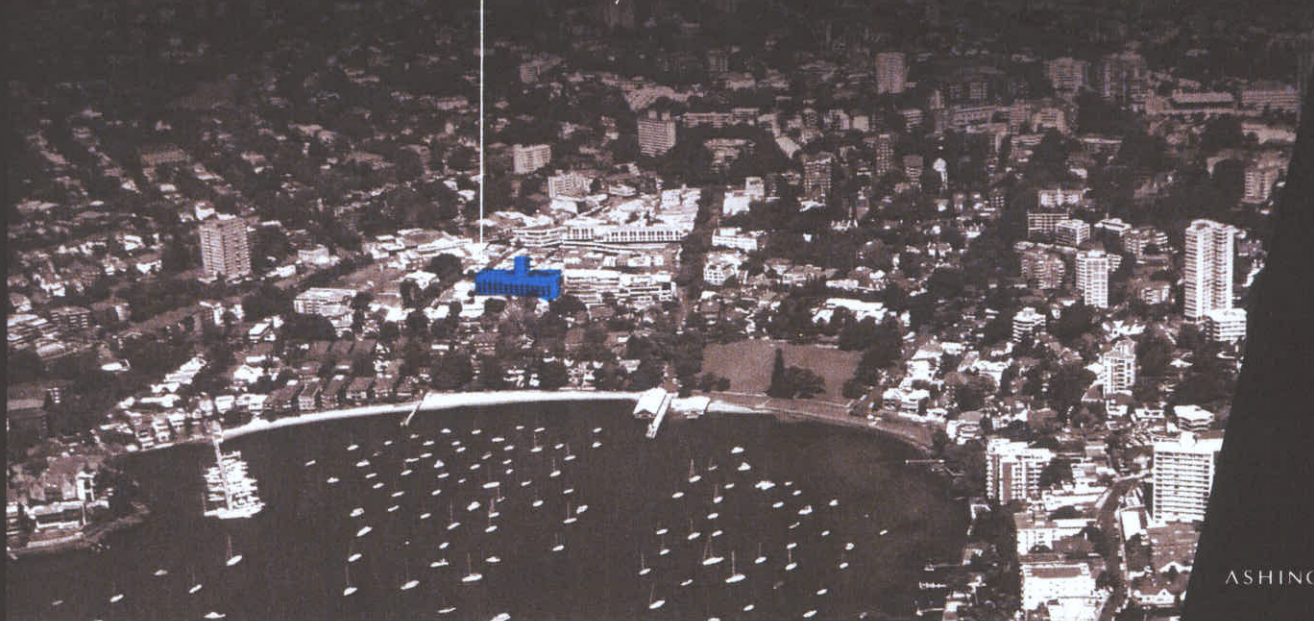


The Vibe Hotel
100 Bayswater Rd
Rushcutters Bay

Sessions will run at 9am, 12pm and 3pm. Each session will run for approximately two hours.

To register, please contact Belinda Barnett or Rosemarie Shepard on the Information line during business hours – 1800 068 018, or email doublebay@urbanconcepts.net.au Or visit www.ashingtondoublebay.net.au

33 Cross Street,
Double Bay



ASHINGTON



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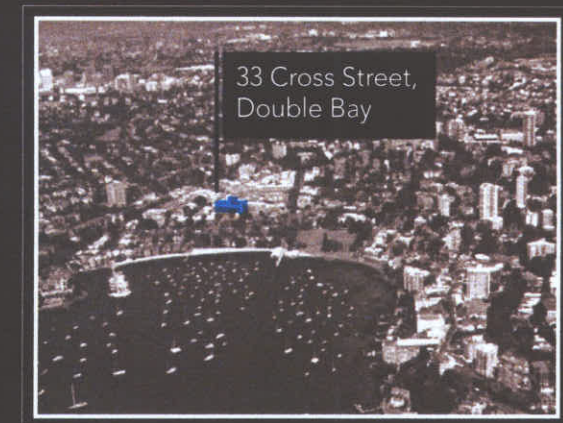
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Or visit www.ashingtondoublebay.net.au

A VIBRANT DEVELOPMENT = A VIBRANT DOUBLE BAY

ASHINGTON RECOGNISES THE PROMINENT ROLE THE 33 CROSS STREET SITE PLAYS IN REALISING WOOLLAHRA COUNCIL'S VISION FOR DOUBLE BAY. THIS VISION AIMS TO ESTABLISH DOUBLE BAY AS "A VIBRANT CENTRE THAT OFFERS A UNIQUE LIVING, WORKING AND SHOPPING EXPERIENCE WITHIN A PEDESTRIAN FRIENDLY AND ATTRACTIVE URBAN ENVIRONMENT."

ORIGINALLY DEVELOPED IN THE 1980'S ON BEHALF OF RITZ CARLTON, THE EXISTING HOTEL HAS BEEN A PROMINENT DOUBLE BAY LANDMARK AND ACCLAIMED AS ONE OF AUSTRALIA'S MOST LUXURIOUS HOTELS. ASHINGTON SEEKS TO BUILD ON THIS ILLUSTRIOUS PAST AND CREATE AN ICONIC LIFESTYLE DEVELOPMENT.

WORKING TOGETHER TO ESTABLISH DESIGN PRINCIPLES

Community attitudes and ideas are important to Ashington and we look forward to exploring the design potential of this site with the local community. Please join Ashington on Saturday 12th April at our first Community Information Day. Details of how you can register your attendance are presented in the newsletter.

During the first stage of the consultation we will work together to establish design principles for the site. These principles will guide the formulation of a preferred built form for the new mixed-use lifestyle development.

In formulating the design principles we will need to think about:

- / The features and attributes of Double Bay that define its special character. This is called the site context.
- / Areas of special concern such as important views, overshadowing, significant trees, traffic generation and heritage conservation.
- / How the site can best facilitate the revitalisation of the Double Bay Centre to ensure its ongoing commercial viability and competitive position with neighbouring centres such as Bondi Junction.
- / Current deficiencies in the Double Bay Centre that can be addressed through the redevelopment of this site. This could include opportunities to create greater connectivity through the site, activate retail frontages that are lively and invigorating and more sunshine into the Cross Street shopping precinct.
- / The ways we can promote development that are sustainable for the future by incorporating energy saving technology and minimising environmental impact.

HOW YOU CAN BECOME INVOLVED

Urban Concepts has developed a range of consultation initiatives to keep you informed about the project and to provide you with the opportunity to become involved in the design process.

These initiatives include:

- / A Freecall 1800 number and project email address which will enable you to express your views and to register your attendance at the consultation event. This will be serviced by Urban Concepts during business hours Monday through Friday.
- / The Ashington Double Bay website will carry information about the design and consultation process, records of all consultation events and a feedback form. The website address is www.ashingtondoublebay.net.au
- / A community newsletter will be distributed to households and businesses in the local area. If you would like to receive a copy of the newsletter please register your address details with Urban Concepts.
- / Regular media articles in the Wentworth Courier and Domain East.
- / Community Information Days will provide you with the opportunity to provide feedback to the Project Team as the design unfolds. Details about how you can participate in the first information day are set out below.

COMMUNITY INFORMATION DAY

The first Information Day will:

- / Present the site and locality analysis undertaken to date.
- / Explore building form options.
- / Launch the community consultation and design process.
- / Provide you with the opportunity to ask questions.
- / Enable you to meet the multi-disciplinary team of Architects, Planners and Urban Designers.

We invite all residents to join us at the Community Information Day to be held on Saturday 12th April 2008. We will hold three information sessions (each 2 hours in duration) at 9am, 12pm and 3pm during the day, providing you with a range of times at which you can attend at your convenience. Light refreshments will be available.

The Community Information Day will be held at:

The Vibe Hotel
100 Bayswater Rd
Ruschcutters Bay

It is important that you register your attendance at the Information Day.



HOW TO REGISTER

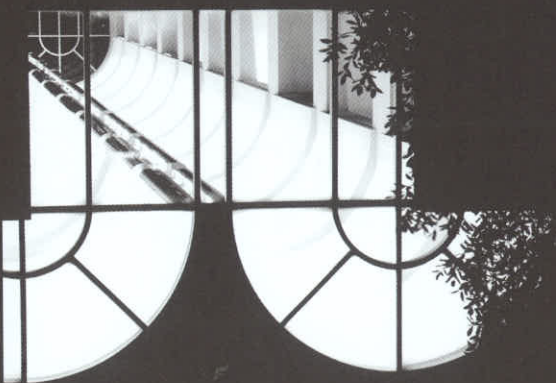
Telephone:
For Community Consultation Enquiries:
Phone Urban Concepts on 1800 068 018

Email:
doublebay@urbanconcepts.net.au

Mail:
Urban Concepts
Ashington Double Bay Project
PO Box 780
North Sydney NSW 2059

VIBRANT BY DESIGN

THIS NEWSLETTER HAS BEEN PREPARED ON BEHALF OF ASHINGTON BY URBAN CONCEPTS. IT PROVIDES IMPORTANT COMMUNITY INFORMATION ABOUT THE REDEVELOPMENT OF 33 CROSS STREET, DOUBLE BAY.



VOLUME 1 MARCH 2008

This community newsletter has been prepared by Urban Concepts to inform you about the design and consultation process. Ashington is undertaking for the redevelopment of 33 Cross Street, Double Bay. Ashington seeks to develop the hotel site into a \$350 million world class, mixed-use lifestyle development that will incorporate luxury residential apartments, a five star boutique hotel, specialty shops, cafes and restaurants. Urban Concepts has been engaged by Ashington to assist with the community consultation process. Urban Concepts specialises in undertaking community consultation for town planning and development projects. Urban Concepts will act as an independent facilitator for the consultation process. Our role will be to establish a dialogue between local residents and Ashington, a dialogue that can be maintained throughout the design and development application process.

Ashington is committed to the development of retail, residential and commercial projects that deliver innovative and inspirational design. Underpinning the Ashington approach is a desire to develop properties that are environmentally sustainable and enhance the urban design and landscape character of their surroundings.

This newsletter is the first of many initiatives to keep you informed about the design process and to invite participation in forthcoming consultation events. Further details about the consultation program are provided in the newsletter.

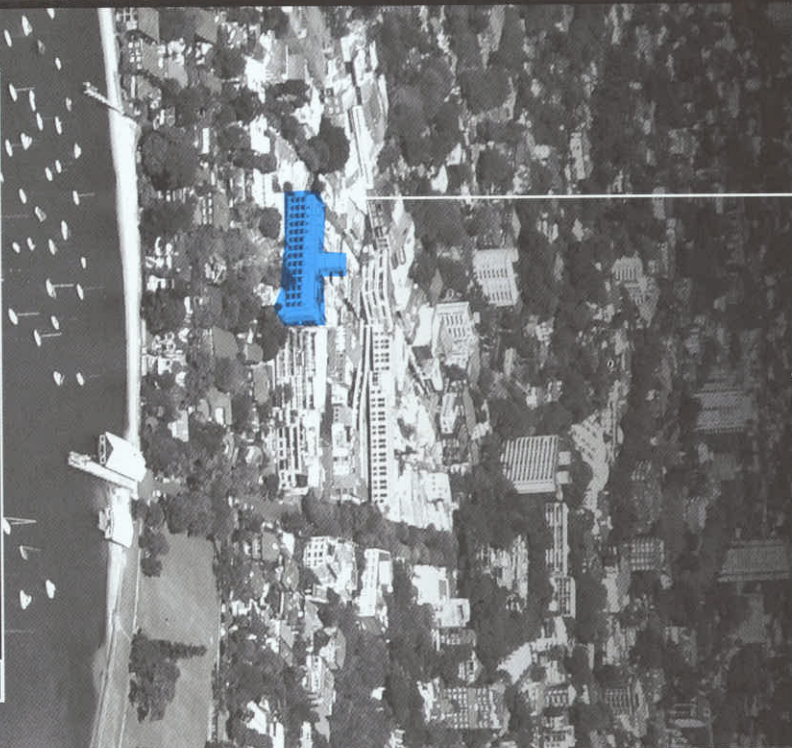
POSTAGE
PAID
AUSTRALIA

ASHINGTON



Urban Concepts
PO Box 780
North Sydney
NSW 2059

33 Cross Street,
Double Bay



THE SITE AT A GLANCE

The site is presently occupied by the Stamford Plaza Hotel (formerly the Ritz Carlton). The hotel building comprises 144 rooms with function and conference facilities, 2000 square metres of retail space and car parking for 196 vehicles.

The building is located mid block at 33 Cross Street with through-site linkages to Transvaal Avenue.

REGISTRATION DETAILS

We hope that you will attend the Information Day.

We ask that you register your attendance at the

Information Session of your choice.

To Register:

Please phone Belinda Barnett or Rosemarie Sheppard

on the Ashington Double Bay Information Line

during business hours on 1800 068 018,

or email: doublebay@urbanconcepts.net.au

or alternatively you can complete this form and mail to:

Urban Concepts, Ashington Double Bay Project,

PO Box 780, North Sydney NSW 2059.

First Name.....Last Name.....

Address.....

City.....Postcode.....

Telephone.....

Email.....

I would like to attend the briefing at: 9am 12pm 3pm

No of people attending.....

Please use an additional piece of paper for other comments.

Provision of information requested in this form is voluntary. It is for use by Urban Concepts to maintain your details for the purposes of communicating consultation information for the Ashington Double Bay Project and associated activities to you. If you do not wish to receive any further details or wish to check your information please contact us on 1800 068 018.

The information and text presented in this newsletter has been prepared in conjunction with and has been approved by Ashington Capital Limited ABN 65117115063. Urban Concepts is the trading name for Ambaska Holdings Pty Ltd ACN 074171065 ABN 96074171065 director, Belinda Barnett, Suite 3, Level 8, 15 Blue Street, North Sydney 2060 T: 9964 9655 F: 9964 9055 w: urbanconcepts.net.au e: belinda@urbanconcepts.net.au

THE DESIGN APPROACH

Ashington has been working with one of Australia's leading urban design and architectural firms, Architectus, to explore the design opportunities and constraints presented by the site. Over the past months, a range of detailed investigations have been undertaken to fully understand the physical, social and economic relationship between the site and the Double Bay Centre.

The existing hotel building turns its back on the Double Bay Centre. Ashington believes that its redevelopment provides an exciting opportunity to create an interface with surrounding streets – excellent outdoor and indoor public spaces that offer a high level of amenity and a pedestrian friendly environment.



APPENDIX A4 – FEEDBACK QUESTIONNAIRE AND SUMMARY OF RESPONSES



**REDEVELOPMENT OF
33 CROSS STREET DOUBLE BAY**

**Community Information Day
Feedback Questionnaire**

THE CONTEXT OF DOUBLE BAY

When you think about the Double Bay Centre and the redevelopment of the Stamford Plaza Hotel what features do you think could be incorporated into the new development that would help to revitalise the centre?

SITE CONTEXT

When you think about Cross Street and the character of existing development are there any special features that you would like the new development to reinforce?

BUILDING FORM

Do you think there is merit in changing the building form of the original Stamford Plaza Hotel Building?

Yes

No

Why

If changes are made to the building form do you have any comments with respect to?

- **Height**

- **Incorporation of public spaces**

- **Treatment of the Cross Street frontage**

- **Car parking provision**

- **Through site connections**

- **View Impact**

- **Sunlight**



- **Relationship with adjoining buildings**

Given what you have seen today, what comments do you have about the design parameters presented:

OTHER COMMENTS

I would like to make the following additional comments:



REDEVELOPMENT OF 33 CROSS STREET DOUBLE BAY
Community Information Day Feedback Questionnaire

THE CONTEXT OF DOUBLE BAY

When you think about the Double Bay Centre and the redevelopment of the Stamford Plaza Hotel what features do you think could be incorporated into the new development that would help to revitalise the centre?

- Commercial/Retail/Residential/ block of Knox Street for a Piazza.
- Open Square with Cafes, ice-cream places, restaurants, a hotel part would be great. Function rooms, health/wellness/fitness gym (NOT Fitness First, horrible company), little shops – for gifts, etc small and inviting to search for little things, lots of sunlight, trees/bushes. flowers, greens, water fountain, pond.
- Incorporate a movie cinema and performing arts area.
- Full updated hotel – better arcade – shops (food – nor restaurant other than Chinese).
- More attractive access to William Street. More accessible and interactive retail space. Better façade to Transvaal Avenue/William Street sides.
- Centre can only be 'revitalised' by making it a 'destination' This would be achieved by (i) embellishing village atmosphere (so as to underline contrast to Bondi Junction) and crating an attractive low rise environment in which small specialty shops might flourish (ii) re-opening of cinema catering for specialist market.
- (1) Boutique Hotel – needed in Double Bay. (2) Apartments. (3) Shopping gallery – more inviting than exists in centre at present.
- Quality Restaurants and coffee shops.
- A Cinema. A small hotel, more appropriate type of shops.

SITE CONTEXT

When you think about Cross Street and the character of existing development are there any special features that you would like the new development to reinforce?

- Village atmosphere. Openness. Sunshine all year round on both sides of the street.
- Interesting shop front with benches to sit on at green oasis with water play, flowers, bushes, sculptures/statues.
- The Village atmosphere.
- Low rise stylish buildings to keep village atmosphere.
- The sunny, open low-rise character of Transvaal Avenue and Cross Street.
- The character of Double Bay is symbolized currently by the charm of the trees and low rise buildings in Transvaal Avenue and Cross Street. Any new development should be consistent with this.
- No high rise – keeping the height at ± existing level.
- Village atmosphere and definitely not high rise building.
- The Village character – not overscale developments.

BUILDING FORM

Do you think there is merit in changing the building form of the original Stamford Plaza Hotel Building? YES NO WHY.

- YES. Absolutely – meet height envelope designation ideally. 3 storeys. Current building not in keeping with village – blocks out sun, disturbs the water table – far too much bulk.
- YES. Although there are some nice old-fashioned and classy/luxury elements, the main building is a huge, big, ugly tanker and cement block.
- YES.
- NO.

REDEVELOPMENT OF 33 CROSS STREET DOUBLE BAY
Community Information Day Feedback Questionnaire

- NO. Not unless current controls and DCP adhered to.
- NO – Presentation on 12 April gave clear indication that Ashington intends to demolish existing structure with its elegant frontal façade and construct higher building forms which would be totally unsympathetic with existing character of Double Bay.
- NO – It is a “pleasant” building and not overpowering Transvaal Avenue or Cross Street.
- NO – strongly. The existing classic building gives timeless grandeur to Double Bay.
- NO – because the developers options put to the meeting were in non compliance of the development controls.

If changes are made to the building form do you have any comments with respect to?

Height

- 3 storeys.
- Lower.
- Certainly not to go any higher.
- No higher than present.
- Should not exceed current controls.
- Should not be allowed to exceed existing DCP for area i.e. 16.5 metres.
- No more than present.
- Yes, keep it low.
- Must comply with the development controls.

Incorporation of public spaces

- ✓✓✓
- Fantastic.
- Essential.
- Better and more working public plaza/access to William Street.
- Any public spaces should be beautifully designed and allow for alfresco dining.
- In the front Porte Cochere could be frontage for shops – more open to the street and into current gallery.
- Not necessary – why would public use them?

Treatment of the Cross Street frontage

- Staggered setback each storey.
- More interesting, bigger variety, b...
- Make it accessible and friendly.
- Current neo-classical style o.k. but more accessible retail.
- Existing frontage is elegant and should be maintained.
- More open.
- Make more friendly by removing planters and having outdoor tables/coffee etc.

Car parking provision

- ✓✓✓? Where – not down – disturbs the water table.
- Ideally under ground.
- Definitely.
- As per current controls.

REDEVELOPMENT OF 33 CROSS STREET DOUBLE BAY
Community Information Day Feedback Questionnaire

- Existing car parking is adequate. Cross Street public car park is rarely more than 40% full. Problems associated with high water table and acid sulphates in soil also make any further underground car parking a practical impossibility.
- Adequate at present but entrance should be below the building NOT next door building.
- Separate parking entry from existing entry.
- Not necessary to increase Cross Street public car park – never seems to be full.

Through site connections

- Linkage – William/Stejne Park.
- yes, absolutely – the more the better.
- ✓ Laneways are the life blood of Melbourne and would work wonderfully in Double Bay.
- Address loss of privacy to neighbours.
- Better connection to William Street and Transvaal Avenue.
- Gallery towards lane could be more open and be more inviting.
- Maximum use.
- Retain connection to Galbraith Laneway and Transvaal.

View Impact

- Anything over 3 storey not acceptable – disturbs views from all round Bondi Junction/ Bellevue Hill and Edgecliff.
- ?
- Less forbidding.
- Should be lower than existing development – to minimise view loss to residences in the close circle surrounding Double Bay.
- As much view as possible without interspersing with adjoining buildings' views and privacy.
- Do not increase height or bulk as already overbearingly high when viewed from Transvaal Avenue (east) and north.

Sunlight

- The north side of Cross (particularly over the winter is dead – no sunlight. Go and watch shoppers – its very interesting.
- Must, the more the better.
- Where possible as much light.
- Minimise overshadowing of Cross Street.
- No development should create over shadowing of Transvaal Avenue and Cross Street.
- Gallery towards lane could be more open and be more inviting. Back of hotel more open to the outside lane → could be landscaped.
- Use of sky light where possible.
- Already overshadows Cross Street to unacceptable degree.

Relationship with adjoining buildings

- All far too large on North side.
- Should kind of fit in harmoniously – although can (should) be slightly different, more interesting.
- Be sympathetic and not look out of place.
- See under 'Site Context' above. (The sunny, open low-rise character of Transvaal Avenue and Cross Street.)

REDEVELOPMENT OF 33 CROSS STREET DOUBLE BAY
Community Information Day Feedback Questionnaire

- Must be sympathetic which means that existing planning controls relating to height and bulk have to be respected.
- Existing "border" walls should be kept – to separate adjoining buildings from new development.
- Make sure the new complex does not take away from quality of life of the residents of adjoining building.
- Already too large – has overbearing relationship with Transvaal avenue and the north. do not make larger.

Given what you have seen today, what comments do you have about the design parameters presented:

- It will be better than what there is presently, especially the square with more sunlight/other shops.
- No need for more apartments – presently 28 new ones in process of building.
- I disagree with the development assumption that it is entitled to replace the gross floor space of the existing non-complying new Development. In my view the proper choice is between retaining the existing building or redeveloping in accordance with existing controls relating to height and FSR.
- Am most concerned with parameters presented. Although presenters were disappointingly vague about plans it would seem that developer wants to demolish existing structure with its elegant frontal façade which befits a five star hotel and replace with tall towers. Existing retailers and residents would both be the losers. The retailers would be deprived of the business currently generated through high worth guests staying at the 140 room five star hotel. They would suffer further from the erosion of the village atmosphere which would flow automatically from the construction of tall towers in the Centre. Residents would suffer similarly from the adverse impact on their living environment and from seeing local retailers forced to close because of the loss of the five star hotel facility.
- Not at all in favour of any high rise! Existing shell should be kept and refurbishment.
- Disagree with tall modern building.
- If building is abolished new development must comply with Council's Development Controls.

OTHER COMMENTS

I would like to make the following additional comments:

- Apartments would add to the already congested traffic conditions.
- I am particularly opposed to high rise development in this location in breach of current controls.
- Much objection will be lodged by the neighbours regarding complete demolition of existing building – neighbouring walls now affording privacy to units adjoining hotel.
- Collaborate with neighbours to minimise the inconvenience to all. As residents of 45 Cross Street, Double Bay we are very anxious that demolition of existing building will damage the construction of our building (internal and external).
- Don't bury advertisements for consultation in the Real Estate or back pages of the papers. Make the pamphlets clear on front and back that they are about redevelopment of the hotel (nobody knows that 'Urban Concepts' means the Sir Stamford Redevelopment).



APPENDIX B – Director Generals Requirements and Guidelines for Major Project Community Consultation



NSW GOVERNMENT
Department of Planning

Mr Murray Donaldson
Associate
Architectus Sydney
Level 3, 341 George St
SYDNEY NSW 2060

Contact: James Kirby
Phone: 02 9228 6574
Fax: 02 9228 6540
E-mail: james.kirby@planning.nsw.gov.au

Our ref: MP 08_0100
File: S08/00819-1

Dear Mr Donaldson,

Major Project 08_0100 the construction of a new mixed use hotel, residential and retail development and associated car parking.

The Department has received your application for the proposed redevelopment of the Stamford Plaza hotel in Double Bay.

I have attached a copy of the Director General's requirements (DGR's) for environmental assessment of the project. These requirements have been prepared in consultation with the relevant government agencies including Council. Copies of the agencies submissions are also enclosed.

It should be noted that the Director-General's requirements have been prepared based on the information provided to date. Under section 75F(3) of the Act, the Director-General may alter or supplement these requirements if necessary and in light of any additional information that may be provided prior to the proponent seeking approval for the project.

I would appreciate it if you would contact the Department before you propose to submit the Environmental Assessment for the project to determine the fees applicable to the application.

Prior to exhibiting the Environmental Assessment, the Department will review the document to determine if it adequately addresses the DGR's. If the Director-General considers that the Environmental Assessment does not adequately address the DGR's, the Director-General may require the proponent to revise the Environmental Assessment to address the matters notified to the proponent. Following this review period the Environmental Assessment will be made publicly available for a minimum period of 30 days.

If you have any enquiries about these requirements, please contact James Kirby on 02 9228 6574 or via e-mail at james.kirby@planning.nsw.gov.au.

Yours sincerely

Jason Perica *28/3/08*
Executive Director
Strategic Sites & Urban Renewal

Director-General's Requirements

Section 75F of the Environmental Planning and Assessment Act 1979

Application number	MP 08_0100
Project	Project application for demolition of the existing Stamford Plaza hotel and the construction of a new mixed use hotel, residential and retail development.
Location	33 Cross Street, Double Bay, Sydney.
Proponent	Ashington Management Pty Ltd
Date issued	28/8/2008 <i>If the environmental assessment is not exhibited within 2 years after this date, the applicant must consult further with the Director General in relation to the preparation of the environmental assessment.</i>
Key Issues	<p>The Environmental Assessment must address the following key issues:</p> <ol style="list-style-type: none"> 1. Relevant EPI's policies and Guidelines to be Addressed Planning provisions applying to the site, including permissibility and the provisions of all plans and policies including: <ul style="list-style-type: none"> • SEPP 55, 65, 66, Infrastructure 2007, BASIX 2004; • Eastern Subregional Metropolitan Strategy (Draft) • Woollahra LEP 1995, Double Bay Centre DCP • Nature and extent of any non-compliance with relevant environmental planning instruments, plans and guidelines and justification for any non-compliance. 2. Architectural, Building and Urban Design Impacts <ul style="list-style-type: none"> • The EA shall address the visual impact of the project in the context of adjoining development, impact on adjacent conservation area and if heritage item (on-site, adjoining and adjacent the site) and its setting and building mass as viewed from public areas. 3. Built Form The Department has concern regarding the proposed height of the development in particular the hotel residences on the north east corner of the site and the length/height of the hotel residences on the western edge. The EA shall address the appropriateness of the height, bulk and scale of the proposed development within the context of the surrounding development and mitigate potential impacts relating to loss of sunlight, privacy and views at neighbouring properties. The EA shall provide the following documents: <ul style="list-style-type: none"> • Comparable height study to demonstrate how the proposed height relate to the height of the existing development surrounding the subject site; • View analysis to and from the site from key vantage points and; • Options for building massing shall be provided. 4. Environmental and Residential Amenity (proposed development) The EA shall address solar access, acoustic privacy, visual privacy, view loss, and wind impacts and achieve a high level of environmental and residential amenity including measure for crime prevention 5. Public Domain <ul style="list-style-type: none"> • Interface of proposed development and public domain (where applicable); • Relationship to and impact upon existing public domain;

	<ul style="list-style-type: none"> • Provision of linkages with and between other public domain spaces including access rights, openness to the sky, legibility and "safer by design issues". <p>6. Transport and Accessibility (Construction and Operational)</p> <ul style="list-style-type: none"> • The EA must demonstrate the provision of sufficient on-site car parking for the proposal having regard to local planning controls and RTA guidelines. The EA shall also provide a Transport & Accessibility Impact Study prepared in accordance with the RTA's Guide to Traffic Generating Developments, considering traffic generation, any required road / intersection upgrades (including Cross St & New South Head Road, Cross St and Ocean Avenue & Bay Street and William St), access, loading dock(s), car parking arrangements, measures to promote public transport usage and pedestrian and bicycle linkages. <p>7. Noise and Lighting Impacts</p> <ul style="list-style-type: none"> • Demonstrate that the proposal will be designed, constructed, operated and maintained so that there is no unacceptable level of noise impacts (including traffic noise) on amenity in the locality. <p>8. Construction Impacts</p> <ul style="list-style-type: none"> • Address measures to ameliorate potential impacts arising from the construction of the proposed development. <p>9. Ecologically Sustainable Development (ESD)</p> <ul style="list-style-type: none"> • The proposal is to be designed to incorporate ESD principles in the design, construction and ongoing operation phases; and • Provide an assessment of the new hotel building against industry best standards sustainability initiatives (i.e. the Department of Environment and Climate Change's <i>NABERS Energy and Water Rating for Hotels</i>). <p>10. Drainage/Flooding</p> <ul style="list-style-type: none"> • The EA shall address drainage/flooding issues associated with the development/site, including: stormwater, the potential effects of climate change, sea level rise and an increase in rainfall intensity, drainage infrastructure and incorporation of Water Sensitive Urban Design measures. <p>11. Contributions</p> <ul style="list-style-type: none"> • The EA shall address provision of public benefit, services and infrastructure having regard to the Council's Section 94/94A Contribution Plan and/or details of any Voluntary Planning Agreement. <p>12. Utilities</p> <ul style="list-style-type: none"> • In consultation with relevant agencies, address the existing capacity and requirements of the development for the provision of utilities including staging of infrastructure works. <p>13. Staging</p> <ul style="list-style-type: none"> • The EA must include details regarding the staging of the proposed development (if proposed) <p>14. Consultation</p> <ul style="list-style-type: none"> • Undertake an appropriate and justified level of consultation in accordance with the Department's <i>Major Project Community Consultation Guidelines October 2007</i>.
Deemed refusal period	60 days.




APPENDIX C – Draft East Sub Regional Strategy Typology of Centres

centres map

CENTRES AND CORRIDORS EAST

FIGURE 11
CENTRES IN THE
EAST SUBREGION

KEY

 **SPECIALISED CENTRES**
PORT BOTANY & ENVIRONS
SYDNEY AIRPORT & ENVIRONS
RANDWICK EDUCATION & HEALTH

 **MAJOR CENTRE**
BONDI JUNCTION

 **TOWN CENTRES**
Bondi
Double Bay
Eastlakes
Edgecliff
Maroubra Junction
Randwick

 **STAND ALONE SHOPPING CENTRE**
Eastgardens

 **VILLAGES**
Botany
Coogee
Hillsdale
Kensington
Kingsford
Mascot
Oxford Street, Paddington
Rose Bay

 **FERRY WHARFS**

 **FERRY ROUTES**

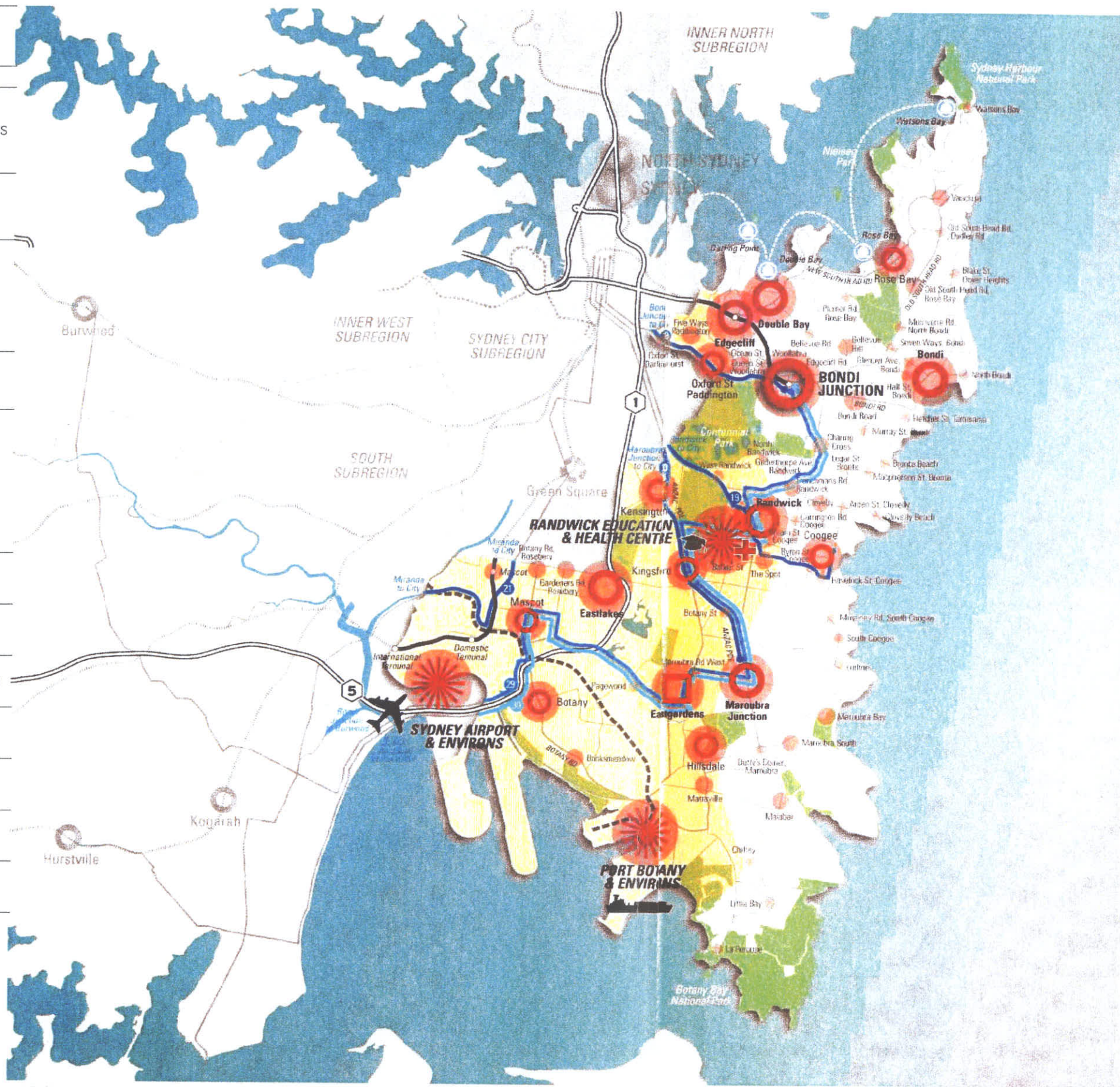
 **STRATEGIC BUS CORRIDORS**

 **RAIL LINE; STATION**

 **RAIL FREIGHT LINE**

 **MAJOR HOSPITAL**

 **UNIVERSITY CAMPUS**



- SMALL VILLAGES**
 - Banksmeadow
 - Bellevue Hill
 - Bondi Road
 - Botany Road, Rosebery
 - Charing Cross
 - Clovelly
 - Five Ways, Paddington
 - Frenchmans Road, Randwick
 - Gardeners Road, Rosebery
 - Malabar
 - Maroubra Bay
 - Maroubra South
 - Mascot Station
 - Matraville
 - Old South Head Road
 - Oxford Street, Darlinghurst
 - Queen Street, Woollahra
 - The Spot, Randwick
 - Vaucluse

- NEIGHBOURHOOD CENTRES**
 - Arden Street, Clovelly
 - Barker Street
 - Bellevue Road, Bellevue Hill
 - Blake Street, Dover Heights
 - Botany Street, Kingsford
 - Bream Street, Coogee
 - Bronte Beach
 - Byron Street, Coogee
 - Carrington Road, Coogee
 - Chifley
 - Clovelly Beach
 - Duffy's Corner, Maroubra
 - Edgecliff Road, Bondi
 - Fletcher Street, Tamarama
 - Glenayr Avenue, Bondi
 - Gildershorpe Avenue, Randwick
 - Hall Street, Bondi
 - Havelock Street, Coogee
 - La Perouse
 - Little Bay
 - Lugar Street, Bronte
 - Lurline
 - Macpherson Street, Bronte
 - Maroubra Road West, Maroubra
 - Moverley Road, South Coogee
 - Murray Street, Bondi
 - Murrivier Road, North Bondi
 - North Bondi
 - North Randwick
 - Ocean Street, Woollahra
 - Old South Head Road/Dudley Road
 - Pagewood
 - Plumer Road, Rose Bay
 - Seven Ways, Bondi
 - South Coogee
 - Watsons Bay
 - West Randwick



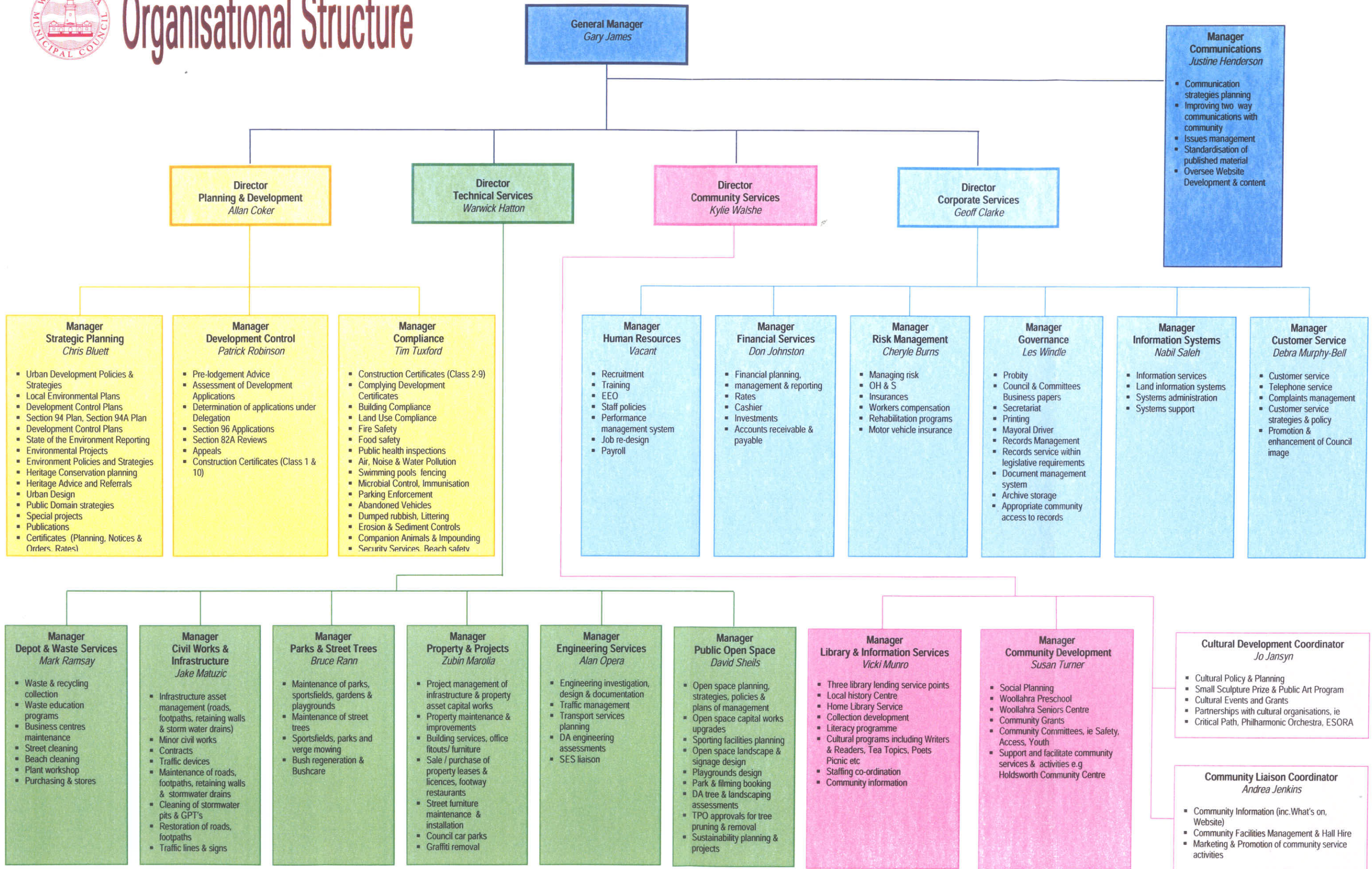
 INDICATIVE WALKING CATCHMENT RADIUS WHICH IS THE AREA CONSIDERED TO CONSTITUTE THE CENTRE



APPENDIX D – Woollahra Council Organisational Structure



Organisational Structure



As at September 2008