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## COMMUNITY INFORMATION FORUM

### 33 Cross Street, Double Bay Proposed Re-development Section 1

JANUARY 2009

This document incorporates the key information presented during stakeholder and community consultation sessions on the proposed re-development of the Stamford Plaza Hotel at 33 Cross Street, Double Bay in December 2008 and January 2009. It has been prepared with reasonable care and was current at the time of writing. Information and images are subject to change during the planning review and approval process. Ashington and its related companies and agents and Urban Concepts do not accept liability for negligence, error or discrepancy or otherwise in the information provided.

## TODAY'S AGENDA – DURATION 2 HOURS



### PART 1 (60 minutes)

- / Welcome and Introduction (5 minutes)
- / Project Presentation (55 minutes)

### PART 2 (60 minutes)

- / Question & Answer Session
- / Completion of Feedback Questionnaire (optional)

## INTRODUCING THE TEAM

/ Ashington – Land Owner

/ Architectus – Lead Consultant and Architect



## PURPOSE OF SESSION

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- / To explain the Part 3A Planning Process
- / Outline the design and development process to date and going forward
- / Present the proposal
- / Detail the economic, design and environmental considerations that underpin the proposal
- / Address community concerns
- / Establish a foundation for ongoing community dialogue
- / Provide you with the opportunity to answer questions

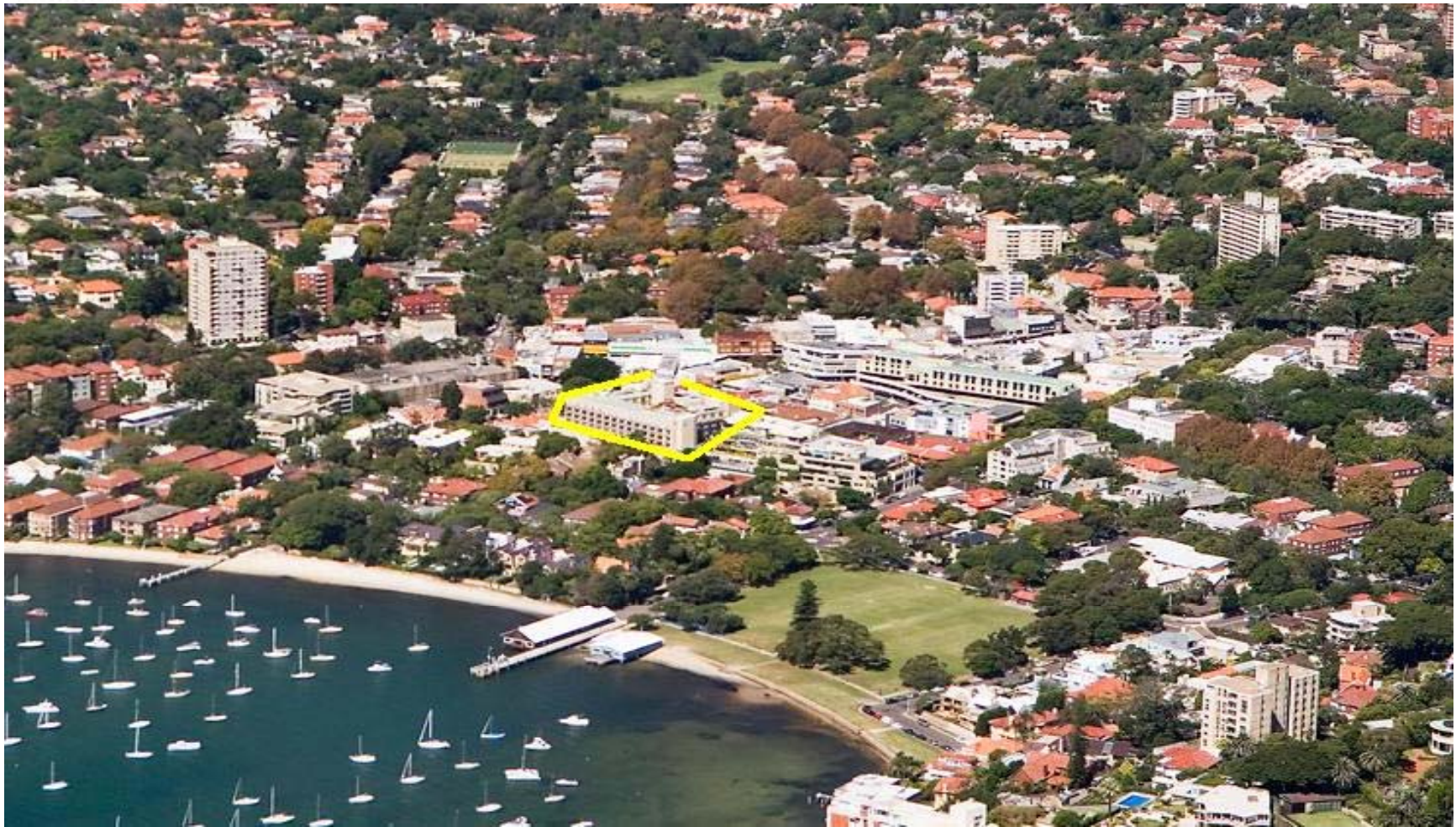
## GUIDELINES

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- / Reminder - Mobile Phones
- / Session is 2 hours in duration
- / No questions please during the consultant's presentation
- / Only one person to speak at a time
- / Every idea is valid - respect the views of others even if you may not always agree
- / Questions unable to be answered will be taken on notice
- / All comments and questions will be recorded and issued to participants in draft format

# THE SITE



## CURRENT BUILDING DESCRIPTION

- / Site area 3,675m<sup>2</sup>
- / Gross Floor Area – 19,700m<sup>2</sup>
- / Built in 1990
- / Monolithic, podium-style structure
- / Currently 6-levels but closer to 9 conventional levels
- / Built to the boundaries
- / Poor quality retail

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# THE BUILDING

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# THE BUILDING

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THE BUILDING

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## CURRENT BUILDING SHORTCOMINGS

- / Poor quality building form
- / Poor activation and public space
- / Poor quality retail
- / Outdated design with no ESD features
- / Not compliant with Council controls

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## ASHINGTON'S PROJECT DESIGN OBJECTIVES



- / Iconic world-class development
- / Exemplary design
- / High quality public space and activation
- / Contemporary five star boutique hotel
- / Leadership in ESD principles in design
- / Retention of existing floor space with arrangement to support other objectives

To achieve these objectives the existing building would need to be  
demolished

## PLANNING, CONSULTATION & DESIGN PROCESS TO DATE

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May 2007	▶	Ashington & Architectus commence work
May – Nov 2007	▶	Site analysis, initial options assessment (refurbishment, & rebuilds)
November 2007	▶	Presentation of initial options to Council members & Chamber of Commerce
April 2008	▶	Community Consultation Day – collecting feedback from residents and retailers on their key priorities for the site’s re-development
June 2008	▶	Project declared Major Project by DOP
August 2008	▶	Site inspection with DOP & Council members to identify key objectives for project
Oct – Nov 2008	▶	Urban Design Review Panel process – evaluated options, feedback as to key urban design outcomes to be achieved
Dec ‘08 – Jan ‘09	▶	Design revisions, options based on feedback from Community Consultation, DOP, Council, Urban Design Review Panel



## WHAT IS A MAJOR PROJECT?

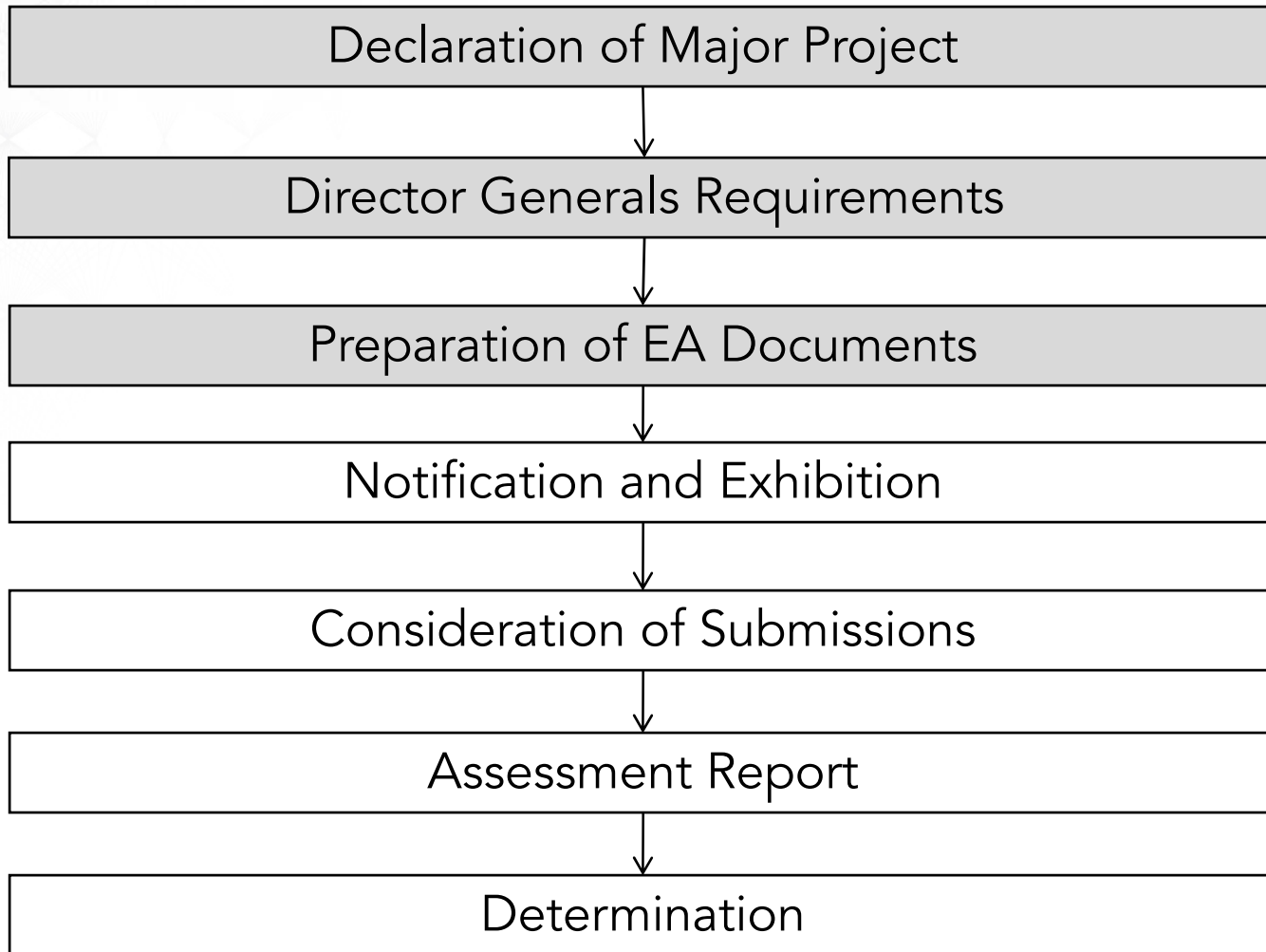
A development is classified as a Major Project if it is deemed to provide benefits to the broader regional community, and must therefore be assessed on criteria that goes beyond the local planning controls.

## WHY WAS IT DECLARED A 'MAJOR PROJECT'?

- / Non-discretionary criteria
- / 171 jobs
- / \$114m capital investment value
- / Regional tourism impact

# MAJOR PROJECT ASSESSMENT PROCESS

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## COMMUNITY CONSULTATION

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- / Formal and informal consultation began November 2007 and continued throughout 2008 incorporating;
  - Meetings with Woollahra Council representatives
  - Meetings with Chamber of Commerce, Double Bay Partnership & Tourism NSW
  - Meetings with adjoining owners/residents
  - Community Consultation Day – April 2008
  
- / Consultation forms part of the Director General's Requirements
- / Each stage of consultation is recorded then reported to the DOP
- / Consultation is a valued contribution to the planning process



## COMMUNITY CONSULTATION

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/ Current phase includes extensive communication with the community and stakeholders via;

- Newsletters
- Website
- Presentations (x 21)
- Community Drop In Centre (open when EA submitted)
- Advertisements
- Media
- Briefing papers
- Market research
- Stakeholder briefings

/ Consultation will continue post lodgement and prior to commencement of construction

## COMMUNITY CONSULTATION

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Research conducted with local residents and businesses to gauge public opinion on redevelopment indicated a consensus on the need for change

### Key findings;

- / Both residents and business owners think Double Bay has improved only marginally in the last 10-15 years.
- / 1 in 2 residents and 61% of business owners surveyed believe the Stamford Plaza is in need of updating
- / Both residents and business owners believe the main benefits will be a boost to the local economy (35%), provide better retail and dining options (18%), and deliver tourism benefits (20%).
- / Business owners primary concern is the disruption caused during construction (40%), whereas residents are worried about the height of the development (42%)

## PREFERRED DESIGN OPTION – AMENDMENTS



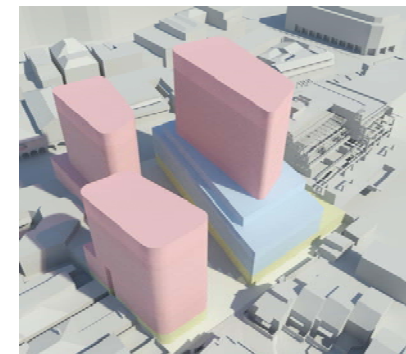
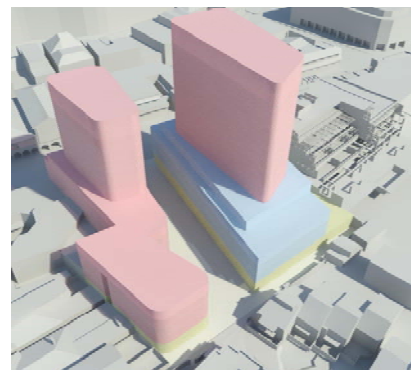
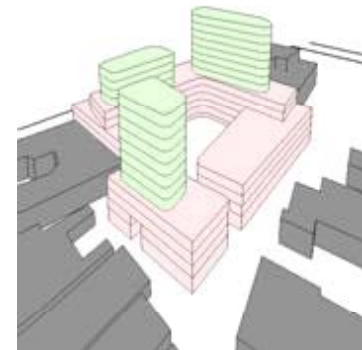
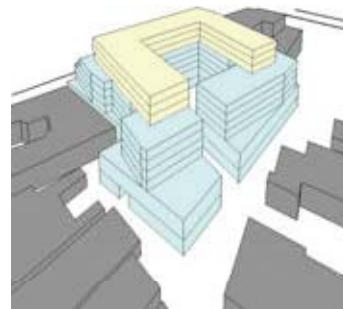
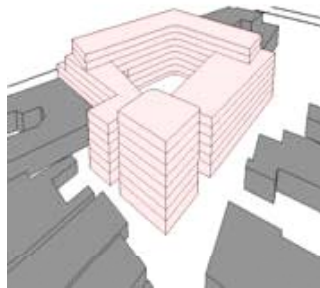
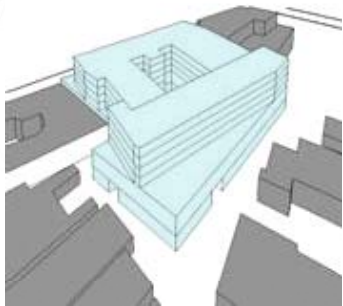
- / Removal of one tower
- / Reduction in footprint of western building
- / Separation of buildings to allow more sunlight onto south side of Cross Street
- / Reduction in height to northern boundary and podium
- / Increased setbacks to northern and western boundaries
- / Additional connection to Cross Street
- / Removal of cars from piazza

## WHAT DESIGN OPTIONS WERE CONSIDERED?

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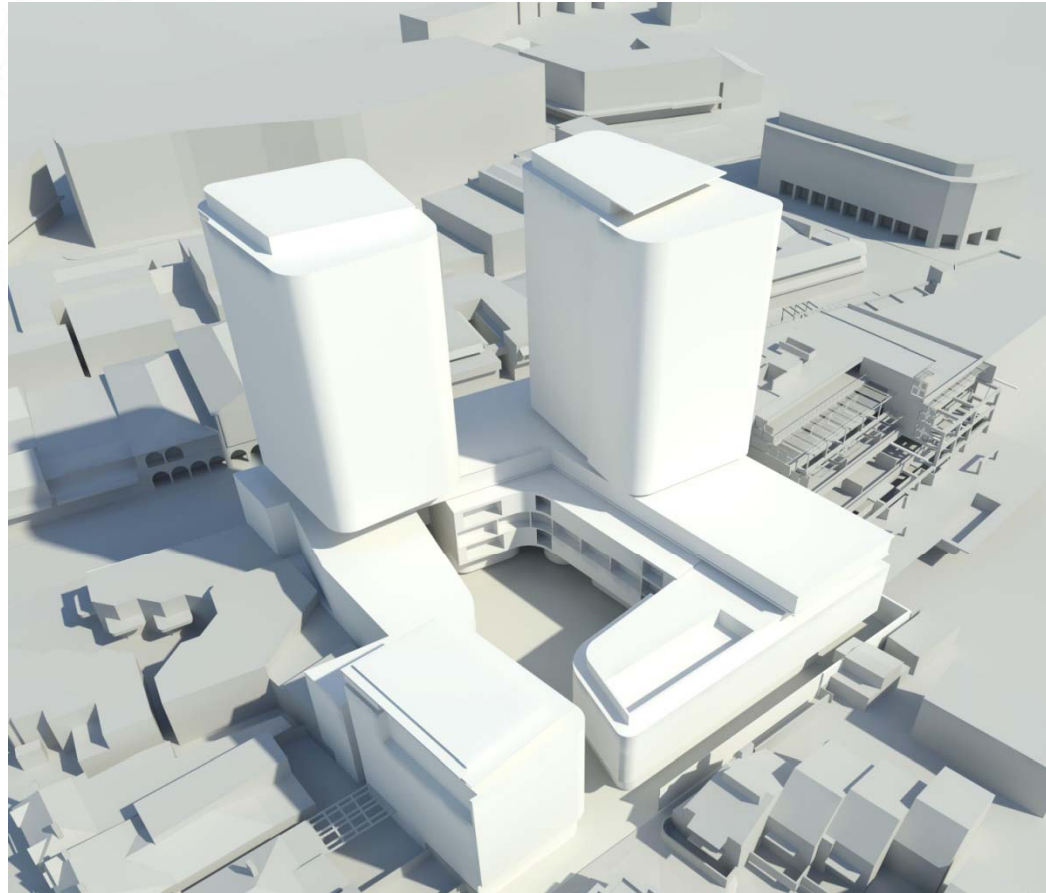


/ More than 25 design options have been considered for the site



## PREFERRED DESIGN OPTION

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/ Final design scheme will be resolved following consultation with the community and the exhibition period

## PREFERRED DESIGN – KEY FACTS

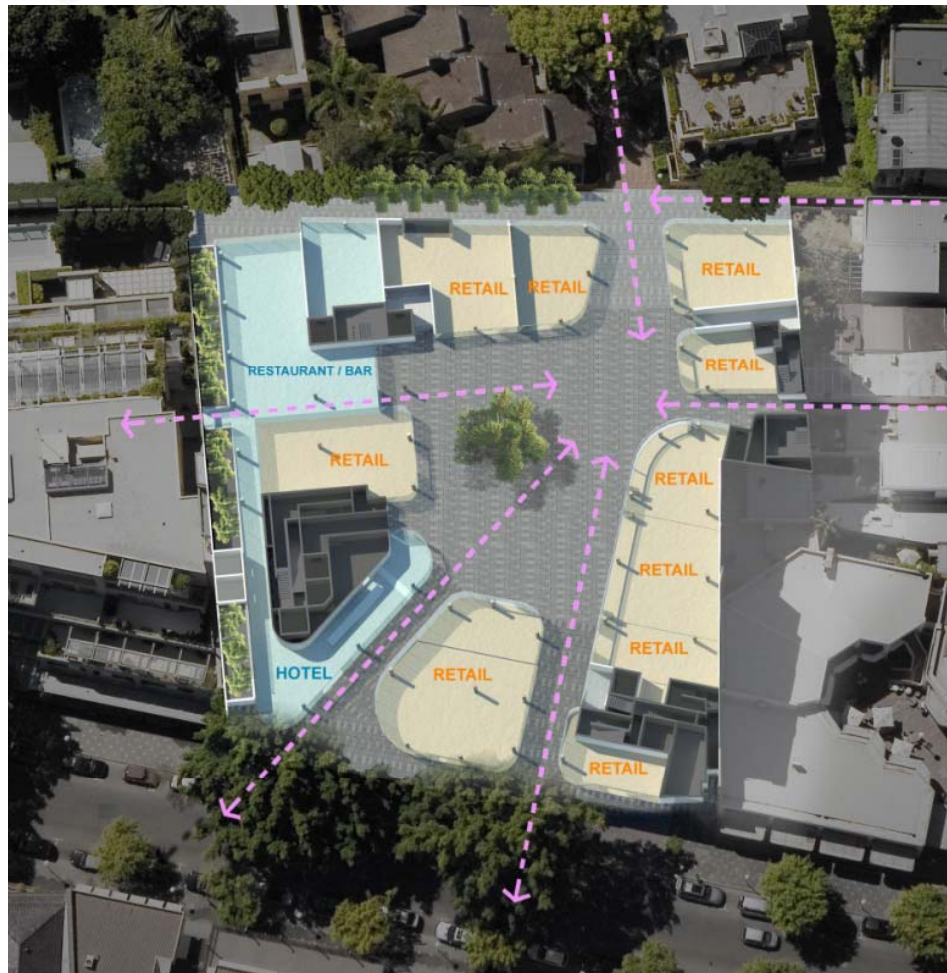


- / Five Star boutique hotel of 60 – 70 rooms
- / 30 - 40 hotel residences
- / 1500 m2 of premium ground-floor retail
- / 1500 m2 public open space, including 870m2 piazza
- / Approximately 85 car spaces
- / Building height is;
  - Podium element – 3-5 levels
  - Two Towers – 14 levels (from street level)

	Council Controls	Existing Building	Proposed Building
Height	16.5m	28.5m	51.2m
FSR	2.5:1	5.36:1	5.36:1
Zoning	Mixed Use	Mixed Use	Mixed Use

# PREFERRED DESIGN

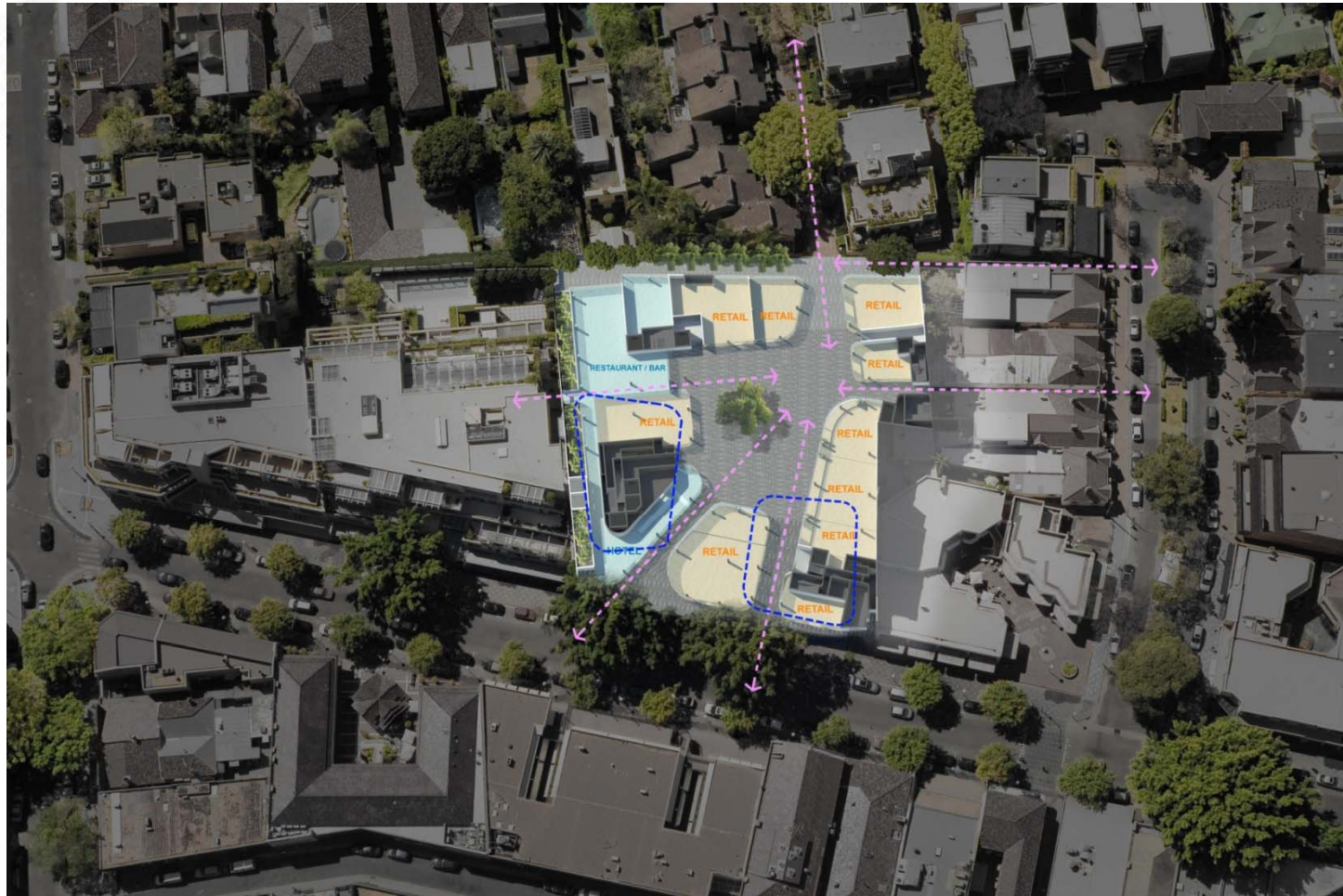
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Indicative ground plan

# PREFERRED DESIGN

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Indicative ground plan



# PREFERRED DESIGN

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# PREFERRED DESIGN

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