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COMMUNITY INFORMATION FORUM

33 Cross Street, Double Bay Proposed Re-development Section 2

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.

PREFERRED DESIGN

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PREFERRED DESIGN - GROUND



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Blue – Hotel

Yellow – Retail

Pink - Residential

PREFERRED OPTION – LEVELS 1 - 3

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Blue – Hotel

Yellow – Retail

Pink - Residential



PREFERRED OPTION – LEVEL 4

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Blue – Hotel

Yellow – Retail

Pink - Residential



PREFERRED OPTION – LEVELS 6 - 14



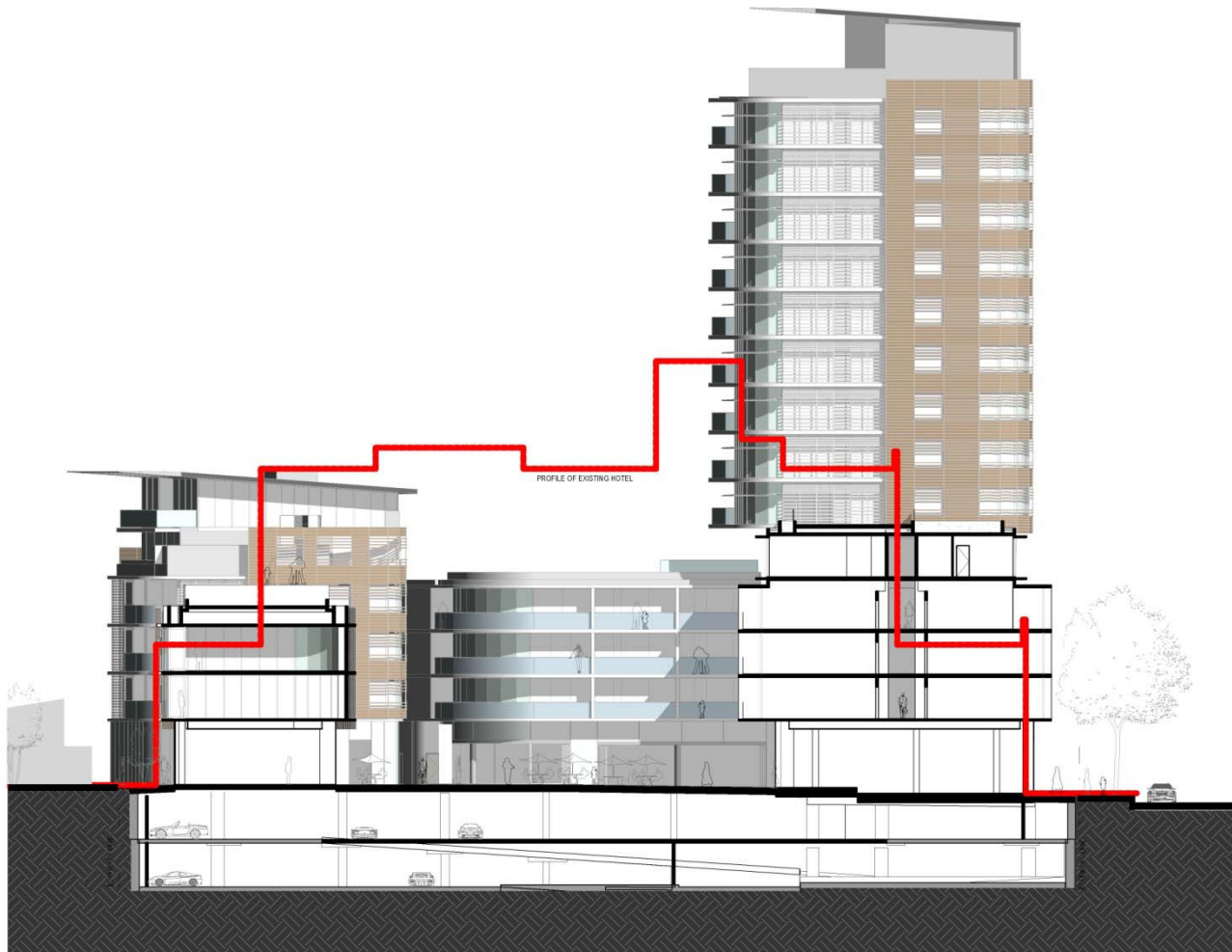
- Blue – Hotel
- Yellow – Retail
- Pink - Residential



Cross St

PREFERRED OPTION

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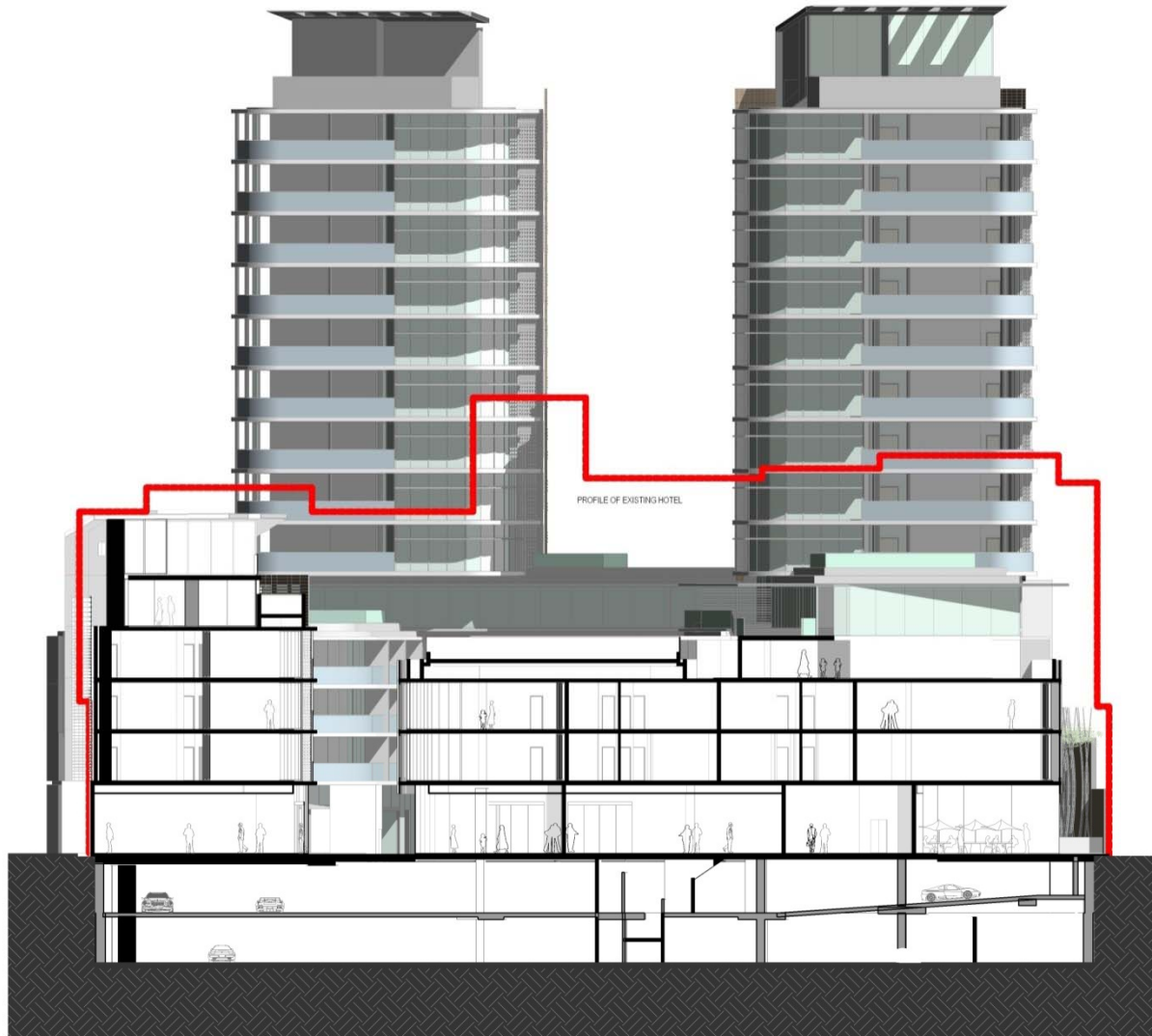
William St

Cross St

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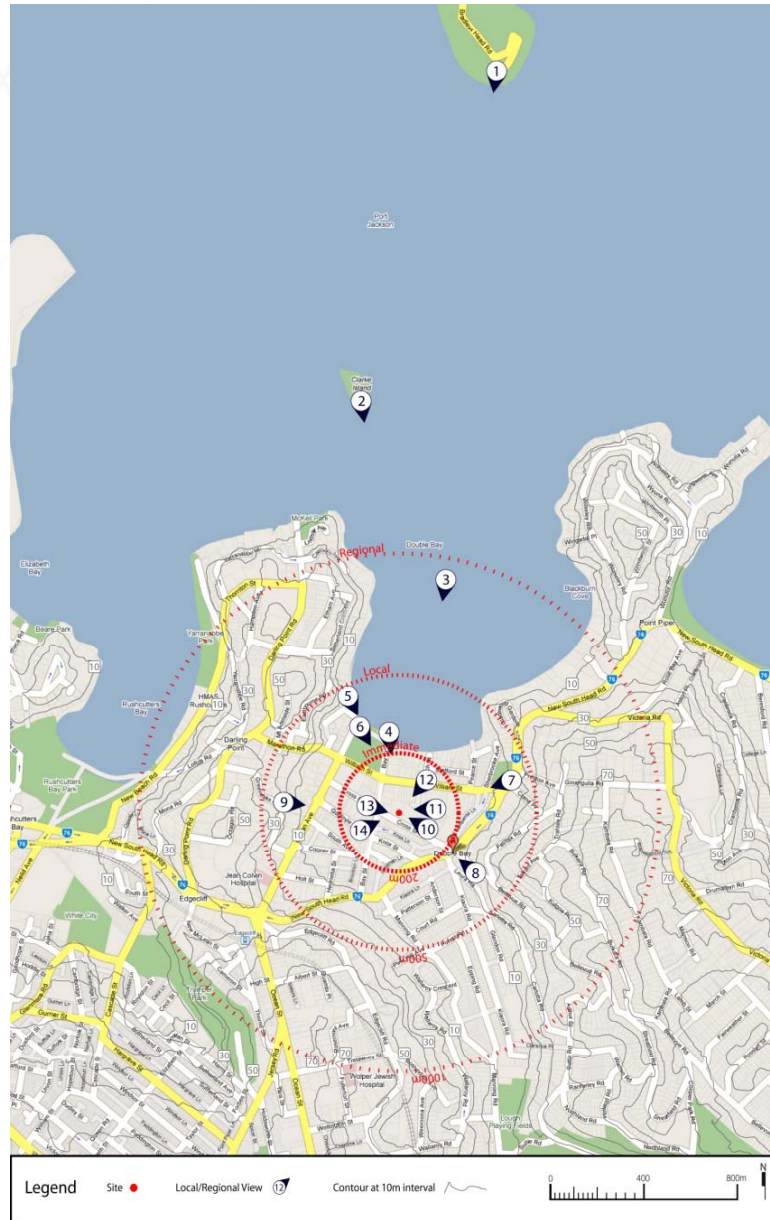
PREFERRED OPTION

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VISUAL IMPACT ANALYSIS

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VISUAL IMPACT ANALYSIS

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Indicative view from Transvaal Avenue

VISUAL IMPACT ANALYSIS

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Indicative view from Galbraith Walkway

VISUAL IMPACT ASSESSMENT

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Current



Proposed

OVERSHADOWING

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Shadow analysis

12noon June 21 – local impact

- Outline of existing building shadow
- Outline of proposed shadow



OVERSHADOWING

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Shadow analysis

3pm June 21 – local impact

- Outline of existing building shadow
- Outline of proposed shadow



KEY DESIGN & PROJECT CONTRIBUTIONS

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- / Over 70% of the floor space is below the height of existing building
- / Over 40% of the site area is public open space
- / World Class Hotel
- / High quality complimentary retail
- / Best practice ESD
- / \$114 million capital expenditure with flow on benefits to tourism and retail businesses
- / Over 170 tourism and retail related jobs

HOTEL FORMAT

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- / Existing hotel trades poorly and will close March 2009
- / Large format hotel no longer viable on this site
- / A boutique hotel is the most appropriate for the site
- / Offers from 9 5-Star international hotel operators
- / High quality boutique hotel will increase tourism visitors

PROPOSED HOTEL DESIGN & FACILITIES

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Artist's Impression – Level 4 Pool Deck

PROPOSED HOTEL DESIGN & FACILITIES

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Artist's Impression of Hotel Lobby

RETAIL FORMAT

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- / 1,500 m2 ground level retail
- / Significant improvement to retail frontage
 - Current building ➤ 40 metres
 - New building ➤ 225 metres
- / Enhanced connectivity to Cross Street and Transvaal Avenue
- / Premium retail tenancies including uses such as signature restaurants and cafes, high-end fashion retail, beauty spa
- / Fresh, new retail brings new shoppers
- / Encourages flow-on investment
- / Large portion of demand for retail floor space generated by tourism, remaining portion dependant on passing trade

The design of the piazza not only provides significant public benefit, but allows the retail to trade effectively

PRECEDENT?

Combination of factors

- / Site area
- / Floor space

1. Double Bay Car Park
2. 45 Cross Street
3. Sir Stamford Cosmopolitan
4. Kiaora Lands
5. 33 Cross Street (The Site)

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CONSTRUCTION CONSIDERATIONS



- / Estimated start on site end 2009
- / Estimated construction duration 24 months
- / Continued Consultation
- / Groundwater
- / Approval conditions
 - Dilapidation Reports
 - Construction Management Plan
 - Waste Management Plan
 - Traffic Management Plan
 - Hours of Operation
 - Public Access Plan

CONTACT INFORMATION



Obtain further information;

Freecall Community Information line: 1800 068 018

Community website: www.ashingtondoublebay.net.au

Email: doublebay@urbanconcepts.net.au

Write to: Ashington Double Bay
Ashington
GPO Box 4015
Sydney NSW 2001

Visit: Community Information Centre
Ground level, Shop 3-5
33 Cross Street Double Bay
(Opening on commencement of
Exhibition Period – opening dates
and times will be advised)