

A VIBRANT NEW VISION AN EXCLUSIVE CENTRE OF LUXURY



WELCOME

This website has been prepared 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, speciality shops, cafes and restaurants.

33 CROSS STREET
DOUBLE BAY, SYDNEY



THE VISION

Ashington understands the keen interest of the community in the redevelopment of 33 Cross Street, Double Bay, the Stamford Plaza Hotel site.

Ashington believes that this site provides a unique opportunity to create a development that is truly exceptional. A considered design concept that opens up the site to the Double Bay streetscape, complementing the exclusive local character whilst giving back to the community a vibrant public space to be enjoyed by all.

Our vision is to create a world class, five star hotel and lifestyle development of a quality commensurate with its exclusive Double Bay location. To achieve this, the existing building would be demolished to make way for a scheme that will lead the market in design quality and environmental sustainability. Driving this vision will be a commitment to;

- An iconic development incorporating exemplary design that will reinvigorate and brand Double Bay as Sydney's, and Australia's, premier centre of luxury.
- To provide Double Bay with an open, sun drenched piazza that will enhance the local shopping and dining experience, offering fine fashion and vibrant cafes.
- A built form that will improve sunlight to public spaces throughout the year.
- Deliver a hotel that will re-position the existing property into Australia's leading luxury hotel, breathing life into this exclusive precinct and re-activating Double Bay as Sydney's most prestigious tourism destination.
- Creating pedestrian linkages to the laneways and thoroughfares that characterise the Double Bay shopping experience.
- Deliver a mix of uses that will generate flow on economic benefits to boost existing retail business.

We believe that Ashington's capital investment of \$114 million in the project combined with the more than 170 jobs in the retail and tourism sector generated by the project will substantially contribute to the future prosperity of Double Bay and the wider community.

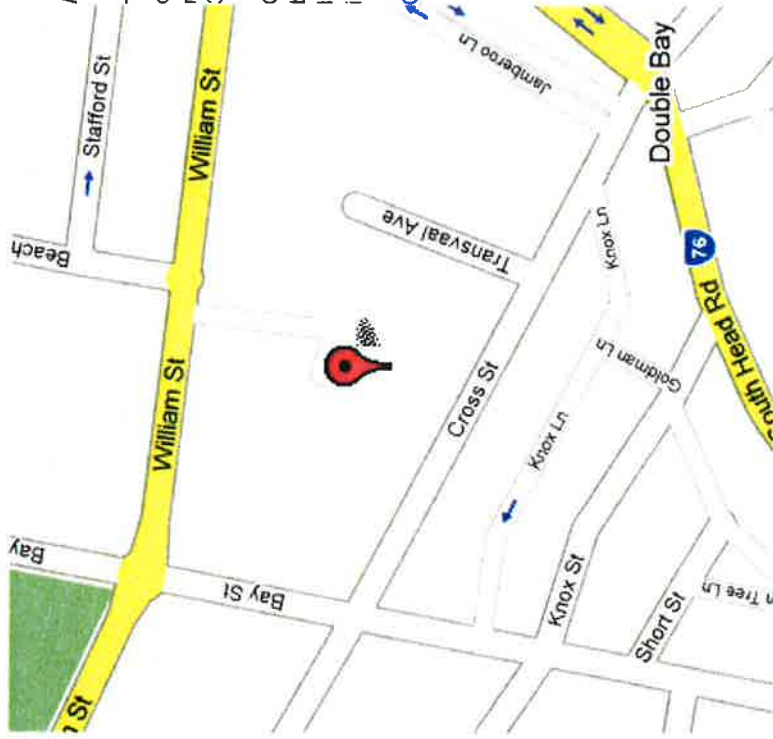
We invite you to share our vision which we believe can transform this site and create value for residents and business operators.

/ THE SITE

The site is presently occupied by the Stamford Plaza Hotel. 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.

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.

[Click here](#) to view additional site shots and photography of Double Bay



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DOUBLE BAY SYDNEY



/ THE DEVELOPMENT

Ashington's vision is to deliver a project that is of a world class standard, a luxury, lifestyle development that will incorporate all the integral features of a landmark tourism destination. In order to attract an appealing mix of leading retailers and a world-class hotel brand, the highest level of design is required.

The design scheme that Ashington is proposing incorporates a luxury hotel, high-end retail, and residential apartments. The design has as its focus a public piazza in the centre of the site that will open to the sky, with the balance of floor space re-distributed around the periphery.

The proposed design scheme does not seek any additional floor space beyond that which is already on the site, rather it provides an alternative configuration that we believe delivers a superior urban design and built form outcome.

The existing building has a height of 28.5 metres which exceeds the maximum height limit and has a monolithic form, with minimal articulation. To address this, it is proposed to redistribute the existing floor space area to achieve an open air ground level plaza, with taller, slender building elements above a 4-5 level podium. This means that whilst the height is increased above the existing building height in some areas, it will be reduced in other areas of the site.

Important items that are being considered in finalising the Environmental Assessment documentation include visual impact, views loss, overshadowing of public domain particularly to Cross Street and Transvaal Avenue, building context, and impact on the heritage significance of the Transvaal Avenue Heritage Conservation Area.

The Luxury Hotel

An integral component of the proposed design is the inclusion of a luxury boutique hotel of approximately 70 rooms. Both Council and the community have indicated support for the retention of a hotel on the site. Much has been said to suggest that the proposal will reduce the tourism uses on the site by comparing the proposed hotel with the existing hotel, which has 144 rooms. The reality is that the existing hotel will close in March 2009 irrespective of the proposed development. The real comparison must be with what will occur in Double Bay if nothing is done about the site. Doing nothing is not an option. It is not expected that the reduction in the size of the hotel will cause any negative impacts on the economic activity in Double Bay

due to the fact that the existing hotel currently operates significantly below its maximum capacity and represents sub-prime hotel accommodation.

Hotel buildings offer the best opportunity to deliver landmark developments as their physical appearance and individuality often benefit the branding and successful marketing of the hotel, in other words there is a significant benefit to cost ratio which grants an impetus for more bold, imaginative and inventive designs. To enable such a hotel to work on the site, the building must be largely demolished and redeveloped.

The Hotel Residences

The hotel residences component will offer a luxurious new kind of residential living in Double Bay. Finished to an exceptional level each of the small number of residences to be incorporated will enjoy the privacy and exclusivity that would be expected in a luxury apartment home, with the advantage of having access to the services and facilities of the adjacent five star hotel. The concept, highly successful in the United States, and fast emerging in Europe and Asia is relatively new to Australia, and will be a first in New South Wales. It will offer a new form of serviced accommodation that is currently unavailable, and meet the needs of those seeking a luxurious, low maintenance property. Key considerations in the design development of the residences will be the separation of access between the different uses, as well as visual and acoustic privacy.

The Piazza and High End Retail

The Piazza, a publicly accessible plaza space of approximately 1500sqm, along with 225 metres of retail frontage to Cross Street and to the public spaces within the site will create a 450% increase in retail frontage in contrast to the 40 metres of retail street frontage of the internalised retail arcade of the existing hotel.

Specialist landscape architects are working on the design of the public piazza space and the multiple pedestrian connections to ensure a high quality of pavement, seating, and lighting, which is well integrated with the public domain surrounding the site to re-activate and create a hub of passive recreational activities and shopping for public enjoyment. The proposal aims to provide high quality open air through site links in five directions, with two (2) connections from the Cross Street to the public piazza space at the centre of the site. The five (5) separate access points will improve permeability of the development and its surroundings and will improve pedestrian amenity.

The public spaces are to be surrounded by active uses and the hotel and hotel residences above will provide a safe and secure environment for the general public to walk through throughout the day and at night.

It is expected that by obtaining desirable high end retailers in combination with other compatible uses, that Double Bay will once again be recognised as a place to obtain goods of the highest quality and therefore the aim of the proposal is to act as stimulus to regenerate purchaser interest in the precinct, creating beneficial flow on effects to other retailers in the area.

It is considered that Double Bay could benefit from a quality landmark development

as it has the potential to regenerate Double Bay. Providing high quality structure will set a new standard for the regeneration of Double Bay with positive benefits to the retail precinct.

The Existing Building

The existing building, built in 1990, does not provide a high standard of urban design and amenity. It has a problematic layout and essentially turns its back on the Double Bay Town Centre. The internalised shopping arcade has no street presence or active pedestrian space, is not sympathetic to the adjoining uses, and does not provide a flowing retail experience.

The alternate redevelopment option is to retain the current built form and convert it into residential apartments, with the existing poorly performing retail arcade maintained. Under the current land use zoning this is permissible for the site, but due to the existing building's design shortcomings would not support the requirements of a modern-day boutique hotel layout. It is Ashington's opinion that this alternative will provide little, if no positive impact on the local economy and employment. It would add nothing to the local character, or public domain of Double Bay. The opportunity to do a project that is truly exceptional, and that contributes to the revitalisation of Double Bay, would be lost if we are confident that like Ashington, this is not something the community and local business operators would like to see for this important site.

[Click here](#) to view additional design imagery

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DOUBLE BAY SYDNEY



ENVIRONMENTAL ASSESSMENT

In August 2008 the NSW Department of Planning confirmed that pursuant to Clause 6 of the Major Projects State Environmental Planning Policy 2005 (Major Projects SEPP), that the proposed development constituted a Major Project and in doing so determined that it is of state or regional significance. The assessment took into account Ashington's estimated capital investment of \$114 million, and the subsequent creation of some 171 jobs, assisting state and regional tourism, and providing flow on benefits to other businesses operating within the Double Bay Town Centre.

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. In the case of 33 Cross Street Double Bay the NSW Department of Planning deemed that the proposal fell under Clause 17 of Schedule 1 of the Major Project SEPP as follows;

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.

"Tourism precincts in excess of \$100million or with more than 100 employees are automatically referred to the NSW Government for assessment under the Major Projects State Environmental Planning Policy. While the project included residential dwellings, it meets the major projects criteria. This threshold is in place to ensure the NSW Government assesses projects which are of regional and State significance. ... After consulting with the Woollahra Council, the department has issued requirements outlining the key issues which need to be addressed by the proponent before any proposal is placed on public exhibition."

Sam Haddad
Director-General
NSW Department of Planning

The Environmental Assessment Process

Under a Major Project process the development application is referred to as an Environmental Assessment and must evaluate in detail the environmental impact of all aspects of the proposal.

Upon being declared a Major Project, the NSW Department of Planning in consultation with relevant public authorities and agencies, including Council, establishes the key areas that must be addressed in the application. These are referred to as the Director General's Requirements.

The proponent then prepares the development application in accordance with the Director General's Requirements, and lodges the application with the NSW Department of Planning for assessment.

The Director General then advertises and exhibits the Environmental Assessment for a defined period of time and notifies relevant public authorities, local Councils and residents. During the exhibition period any person can make a written submission to the Director-General regarding the proposal.

Following the close of the exhibition period submissions received will be assessed, and any required amendments to the design will be made. The Director-General will then provide a recommendation on the project to the NSW Minister of Planning.

Links:

[The Major Project Assessment Process](#)

[Fact Sheet - What is a Major Project](#)

[Contribution to the Local Economy](#)

[Progress to Date](#)

[ESD and Building Sustainability](#)

[What's Next](#)

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DOUBLE BAY SYDNEY



/ COMMUNITY CONSULTATION

Ashington is committed to thorough consultation with the community and key stakeholders. A range of consultation initiatives have been developed to keep you informed about the project and provide you with the opportunity to have your say about the development concept for the site prior to the lodgement of the Environmental Assessment with the NSW Minister for Planning.

As part of its phased consultation plan Ashington has completed the first phase of the key stakeholder briefing sessions with representatives of the various resident associations and is nearing completion of the 12 community information forum sessions with the community.

The Community Forum sessions

- Outlined Ashington's vision
- Presented Ashington's proposed scheme for 33 Cross Street
- Explained the Part 3A process
- Outlined the design development process
- Detailed the economic, aesthetic and design advantages of the proposed scheme
- Addressed the concerns of the community with regards to height, overshadowing, traffic, solar access, privacy and visual impact
- Provided you with the opportunity to ask questions and comment on the proposed scheme, ensuring that your opinions and concerns could be clearly expressed and noted.

Ashington extends our appreciation to the community for their involvement in the ongoing consultation process for 33 Cross Street Double Bay.

In addition to the Community Forums, Ashington will continue to distribute further information via advertisements in the local press, community newsletter and updates to the community website. An onsite drop-in centre, will open to coincide with the exhibition period for the Environmental Assessment to be assessed by the Department of Planning. All documentation will be available at the centre for review.

Please find below the presentation that was 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. Due to the large size of the presentation, the document has been divided into section 1 and section 2. The document 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.

Please [click here](#) for Section 1 of the presentation

Please [click here](#) for Section 2 of the presentation

Please [click here](#) for the results of the Community Research Project completed as part of the consultation activities.

For any further information on the community consultation, please email doublebay@urbancconcepts.net.au

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/ ENQUIRIES

Telephone:
1800 068 018

Email:
doublebay@urbanconcepts.net.au

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

Website:
Complete the online comments form below

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* Surname

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