

A VIBRANT NEW VISION AN EXCLUSIVE CENTRE OF LUXURY

Ashington is a property development and funds management company committed to delivering projects that lead the market in design, planning and environmental sustainability. Our vision for 33 Cross Street Double Bay is to create a world class development combining a five star, boutique hotel, premium street side retail and exclusive hotel residences.



THE DESIGN

Ashington's vision is to deliver an iconic development incorporating exemplary design and critical features of a landmark tourist destination that will reinvigorate and brand Double Bay as Sydney's premier exclusive lifestyle destination.

The proposed design concept will incorporate a luxury 5 star hotel, premium retail, exclusive hotel residences and a sun drenched piazza as the development's centrepiece. The sophisticated and contemporary design will be in keeping with the style and character of Double Bay and will incorporate the highest quality materials and finishes.

The design scheme that Ashington is proposing will include the following elements:

- / An integral component of the design is the inclusion of an exclusive boutique hotel with 60 - 70 rooms and associated bar and restaurant
- / A vibrant open air piazza that provides 1,500 square meters of public space, making up more than 40% of the site's total area and activating links from the site to the Georges Centre, Transvaal Avenue, Galbraith Walkway and two gateway connections to Cross Street.
- / Premium boutique and retail tenancies at ground level ranging in area from approximately 50m² to 225m² with a combined area of approximately 2,500m².
- / The piazza will be surrounded by a podium element that will range in height from three to five storeys.
- / Two discrete building elements, each 9 storeys in height above the podium level will be located on the Cross Street

side. 30 – 40 exclusive hotel residences of varying sizes and configurations will be located here and in the podium element of the development.

33 Cross Street offers a unique opportunity to provide the Double Bay Town Centre with a world class tourist and lifestyle destination. The design which has the open air piazza as its centrepiece is achieved by the redistribution of the existing floorspace of the current building. The floorspace that is "removed" to create the public piazza needs to be redistributed around the periphery of the site; this then translates to additional height. However this redistribution to some taller elements also means that the height is substantially lower on the other parts of the site, with the podium height varying from 3 to 5 storeys.

A key requirement is that the quantum of floor space of the existing building be retained and redistributed to achieve a better urban design and built form outcome for the site, and ultimately benefits from the hotel, retail and additional public space piazza will flow onto the greater Double Bay region.

The architectural plans for the proposed design are presently being finalised by the project architect Architectus. It will be these plans that will be presented mid January during the community consultation process.

Ashington look forward to working with the community and integral stakeholders to achieve an exciting and valued development at 33 Cross Street.

COMMUNITY CONSULTATION PROCESS

The redevelopment of this site has been declared a Major Project by the NSW Department of Planning, and Ashington is currently preparing the Environmental Assessment. As part of the Environmental Assessment process, Ashington is undertaking extensive consultation activities with key stakeholders and the community. A detailed Community Consultation Plan has been prepared and accepted by the Department of Planning and consultation activities are already underway. These activities incorporate frequent communication to the community and local businesses by mail and in the local media, as well as regular updates to the community website.

Prior to the submission of the application Ashington will conduct consultation with the community at a series of community forums between Saturday 17th January and Thursday 22nd January 2009. Breakfast, lunchtime and evening forum sessions will be held with a range of times available for your convenience.

These forums will provide an overview of the planning and design development process to date with a detailed overview of the

proposed design scheme. There will also be the opportunity for participants to provide feedback on the scheme and ask questions to the project team.

The Community Forums will;

- / Explain the Part 3A process
- / Outline the design development process to date
- / Present Ashington's proposed scheme for 33 Cross Street
- / Detail the economic, aesthetic and design advantages of the proposed scheme
- / Address the concerns of the community with regards to height, overshadowing, traffic, solar access, privacy and visual impact
- / Provide you with the opportunity to ask questions

At these forums, Ashington will present the proposed scheme for the project in its entirety, allowing each component to be reviewed on its design, economic and planning merits.

We look forward to sharing our vision with you for this important site.

As participation in the Community Forums is only available to those who register we encourage you to secure your place by one of the following methods;

By registering online at: www.ashingtondoublebay.net.au

Contacting the Ashington Double Bay Information Line:

A free call number 1800 068 018 (Monday – Friday 9am – 5pm)

In order to facilitate broad community involvement please note that participation will be limited to one session per person.



For further information on the project, please visit www.ashingtondoublebay.net.au
Or email your comments to doublebay@urbanconcepts.net.au

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