

Community Consultation Report

33 Cross Street, Double Bay

Volume 1 of 2

**Prepared on behalf of
Ashington**

**For submission to
NSW Department of Planning**

**Prepared by
Urban Concepts**

March 2009



Disclaimer

Urban Concepts has taken every care to ensure that the comments represented and reproduced in this report and arising from the communication initiatives implemented as part of the Phase 1 Communication Plan for 33 Cross Street, Double Bay have been faithfully recorded and represented. If there are comments that have not been recorded or recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.



TABLE OF CONTENTS

1.0 INTRODUCTION..... 4

1.1 Report Structure and Supporting Documentation 5

1.2 Communication Objectives 5

1.3 Consultation Considerations 6

1.4 Preferred Design Scenario..... 9

1.5 Overview of Phase 1 Communication Initiatives 11

2.0 PART 3A COMMUNICATION REQUIREMENTS 13

2.1 Major Project Community Consultation Guidelines October 2007 13

2.2 Satisfying the Part 3A Consultation Requirements 14

3.0 COMMUNICATION METHODOLOGY..... 15

3.1 Communication Messages..... 15

3.2 Target Audiences 17

3.3 Communication Techniques..... 32

4.0 RECORD OF COMMENTS ARISING FROM STAKEHOLDER BRIEFING SESSIONS 40

4.1 Resident Associations..... 40

4.2 Double Bay Chamber of Commerce 64

4.3 Double Bay Partnership 70

4.4 Woollahra Council 74

4.5 Tourism Organisations 79

4.6 Adjoining Landowners..... 80

5.0 RECORD OF COMMENTS ARISING FROM COMMUNITY FORUMS 91



1.0 INTRODUCTION

This report has been prepared by Urban Concepts on behalf of Ashington Pty Ltd, the proponent of Major Project 08-0100, being the proposed tourism, residential and retail development at 33 Cross Street, Double Bay. It presents the community and stakeholder attitudes to the proposed development arising from the implementation of the Phase 1 Communication Plan.

The Communication Plan was prepared by Urban Concepts and submitted to the NSW Department of Planning in November 2008. The Communication Plan presented the methodology that would be implemented to ascertain community and stakeholder response to the preferred development proposal being advanced by Ashington.

The Communication Plan identified three phases of implementation:

- **Phase 1** being the communication initiatives associated with the preparation of the environmental assessment documentation with a focus on understanding community and stakeholder attitudes to the preferred development scenario prior to lodgment of the Environmental Assessment with the NSW Department of Planning.
- **Phase 2** Post Lodgment of the Environmental Assessment and designed to coincide with the exhibition of the documentation by the NSW Department of Planning with a focus on facilitating community and stakeholder understanding of the documentation.
- **Phase 3** Pre Construction and pending approval with a focus on facilitating community and stakeholder understanding of the demolition and construction process, onsite management and measures undertaken to mitigate construction impact.

The communication methodology has 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*.

Urban Concepts role in the communication process has been to formulate the consultation methodology as documented in the Communication Plan and assist Ashington with the implementation of certain aspects of the Plan. Implementation of the Plan also necessitated involvement from a range of specialist consultants being:

- Celsius Market Research
- Wilkinson Media Management; and
- Architectus Architecture, Urban Design and Planning Consultants.

It is noted that the findings relating to market research undertaken by Ashington and Celsius Market Research are submitted and reported under separate cover to this report.



1.1 Report Structure and Supporting Documentation

This Report has been structured in five sections being:

- **Section 1** This introduction and summary of Phase 1 communication initiatives;
- **Section 2** An overview of the Part 3A Consultation Requirements for this project;
- **Section 3** The Phase 1 Communication Methodology;
- **Section 4** The Record of Comments arising from Phase 1 Stakeholder Briefing Sessions; and
- **Section 5** The Record of Comments arising from Phase 1 Community Forum Sessions

The report should be read in conjunction with the supporting documentation that is contained within the Appendices being:

- **Appendix A** Ashington Stakeholder and Community Presentation on the preferred Development Scenario
- **Appendix B** Stakeholder Database
- **Appendix C** Telephone Log for the Ashington Double Bay Information Line
- **Appendix D** Community Correspondence
- **Appendix E** Project Emails
- **Appendix F** Community Website and feedback
- **Appendix G** Community Newsletters
- **Appendix H** Media Management
- **Appendix I** Stakeholder Briefing Paper
- **Appendix J** No High Rise Double Bay Handouts
- **Appendix K** Ashington Feedback Questionnaire

It should be noted that this report has not included an analysis of the findings of consultation that was undertaken prior to the project being declared a Major Project under Part 3A of the Environmental Planning and Assessment Act 1979. The results of this consultation have been previously reported to the NSW Department of Planning as part of the Clause 6 Major Project application and formed part of the November 2008 Communication Plan.

1.2 Communication Objectives

The specific objectives Ashington sought to fulfill from embarking on Phase 1 communication initiatives were:

- 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 preferred 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 parties 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 preferred development scenario prior to the lodgment 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.

1.3 Consultation Considerations

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).

Up until that point in time the development approval and consultation process being pursued by Ashington had been under Part 4 of the Environmental Planning and Assessment Act 1979 with Woollahra Council as Consent Authority.

On the 28th August 2008 the NSW Department of Planning confirmed pursuant to Clause 6 of the Major Projects SEPP that the project constituted a Major Project and in so doing the NSW Minister for Planning became the Consent Authority for the application.

Once the project had been declared a Major Project the first stage in the formulation of the Environmental Assessment documentation for this project became the establishment of an Urban Design Review Panel by the NSW Department of Planning. The role of this Panel was to work with Ashington to review and refine a set of design parameters and a preferred design scenario for the Cross Street site.

The Panel comprised three representatives being:

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

The Urban Design Review Panel met on three occasions with the final deliberation of the Panel occurring in November 2008. During this time Ashington in association with their project Architects, Architectus worked through a range of built form scenarios for the site.



A primary consideration for the commencement of the consultation process was the timeframe that was required for the deliberation of the Urban Design Review Panel. It had been recognised that consultation could not commence on this project until the Urban Design Review Panel had finalised its deliberations. It was not until this stage had been completed that Architectus and Ashington could finalise the plans for the preferred design scenario for the site having regard to the design parameters that had been established for the site by the Urban Design Review Panel.

In November 2008, as the Panel was coming to the end of its deliberations it became evident through the media that there was mounting community concern and speculation concerning the redevelopment intent for 33 Cross Street and its potential for high rise development. The resident group, 'No High Rise in Double Bay' was formed and marked the commencement of their campaign with a rally held in Steyne Park, Double Bay on the 30 November 2008. Media articles covering the event report that the Rally was attended by '*hundreds of locals*'. Refer Figure 1.1

Conveners of 'No High Rise Double Bay' released a photomontage based on the architectural plans that had been included in the Clause 6 application to the NSW Department of Planning. The montage which appeared in the local media was based on the original three tower scheme for the site. Refer Figure 1.2.

Faced with growing community concern and the dissemination of what had become inaccurate project information the proponent recognised that there was a need to commence a dialogue with the local community prior to the finalisation of the preferred design scenario for the site. Accordingly, the decision was made to commence the implementation of the Communication Plan in December and to stage consultation events in January 2009. It was recognised that this timing would coincide with the Christmas school holiday vacation. To compensate, the consultation events targeted at the local residential community were delayed until the third week of January formally commencing on Saturday 17th January 2009.

The decision to commence implementation of the Communication Plan in December meant that the community information released at that time namely the community newsletter, media display advertising and the project website did not include architectural plans, montages or details of the preferred design as the project architect, Architectus, was still finalising the preferred design scenario to incorporate the recommendations of the Urban Design Review Panel.

Accordingly, the deliberations of the Urban Design Review Panel and the launch of the No High Rise Double Bay Resident Group were primary considerations behind the December/January timeframe adopted for the implementation of Phase 1 communication initiatives.



FIGURE 1.1 – MEDIA ARTICLE – RALLY AGAINST HIGH-RISE

Rally against high-rise

Michael Rogers

OPPONENTS of the Ashington Group's proposed \$350 million multi-storey development in Double Bay said last Sunday's rally against the project was just the beginning of their campaign.

Hundreds of locals attended a rally in Steyne Park to voice their disapproval of the size and scale of Ashington's proposed building on the former Stamford Plaza site, which could reach 14 storeys.

Speakers including Woollahra Mayor Andrew Petrie, Vacluse Liberal MP Peter Debnam and Greens MLC Sylvia Hale also denounced the legislation enabling the NSW Department of Planning to assess the development.

Planning Minister Kristina Keneally will have the final say on the hotel, residential and retail project, which Ashington says will employ more than 100 people upon completion.

One of the rally's organisers, former Woollahra mayor Keri Huxley, said the controversial Part 3A legislation was "an act of abuse".

"It's an abuse of local government procedures and of the community," she said. "The challenge for us is to keep this in everyone's minds, because this is just the start."

Sunday's rally followed an impassioned debate at the council's strategic and corporate meeting last Tuesday night.

Ashington's senior development manager, Matthew Bailey, said the group had applied for the project to be assessed by the State Government because the council, under then-Mayor Geoff Rundle, "appeared either unwilling or unable to deal with the proposal".

But the council's director of planning, Allan Coker, said that was not the case. "Ashington did not seek with us a consultation process. I don't think it should be interpreted that we shut the door," he said.

Mr Bailey also said that Ashington's preferred design presented to the State Government in May, which comprised three towers up to 14 storeys high, was an example of enhancing the site's urban design while maximising its profit.

But Greens councillor David Shoebridge said that was only the case because Ashington had paid too much for the site in the first place.

"You bought the site knowing that you couldn't make a profit from the current building," he said, a point disputed by Mr Bailey.

Residents First councillor Malcolm Young said the development had been kept from both the council and the community "until the very last moment".

"The cat is out of the bag. If this goes through, it's the end of Double Bay village as we know it," he said.

The council unanimously approved a motion to lobby the State Government to reject Ashington's preferred option for the redevelopment and to reaffirm its condemnation of the Part 3A legislation.

signatures from locals concerned about preserving open space was met by another with 141 signatures from customers in favour of more parking. In the end, councillors voted overwhelmingly to preserve the nature strip, bringing an end to a matter that first surfaced in 1998.

KOSHER THEATRE SPORTS
A NIGHT of Jewish-themed comedy returns to Bondi Pavilion this Sunday as Kosher Theatresports celebrates its bar mitzvah after 13 years. Teams such as "Shmux in Tux", "Yentl as Anything", "Rabbi-Proof Fence", "The Schnoz-bournes" and the "Red Hot Chilli Shleppers" will battle it out. Celebrity guests will include model Annalise Braakensiek, fashion expert Henry Roth, award-winning children's author Ursula Dubosarsky, comedian Jackie Loeb, Bianca Dye and stand-up comedian and Tropfest winner Gary Eck. The show will run on December 7, 8 and 11 at 8pm and tickets start at \$20. For more information or to make a booking visit www.comicroasts.com.au/kts or call 1300 306 776.

'TIS THE SEASON Turn to page 63 for your Christmas gift shopping guide.

WENTWORTH COURIER 03.12.2008 3

FIGURE 1.2 – NO HIGH RISE DOUBLE BAY MONTAGE

www.wentworthcourier.com.au NEWS

Protest against \$350m project

Michael Rogers

RESIDENTS, business owners and Woollahra councillors will voice their opposition to the Ashington Group's proposed \$350-million high-rise redevelopment of the Stamford Plaza hotel at a rally in Steyne Park this Sunday.

From 11am, rally organisers including former mayors Keri Huxley and Geoff Rundle will call for the State Government to return development approval power to the council.

As a state-significant tourism development worth more than \$100 million, the project will be assessed by the NSW Planning Department.

Planning Minister Kristina Keneally now has the final say on whether the project will go ahead.

Ms Huxley said Ashington's preferred option would reduce tourist facilities in Double Bay.

The proposal seeks to replace the 140-room Stamford Plaza with shops, a 66-room boutique hotel and three towers of residential apartments soaring up to 14 storeys.

"In addition, the high-rise towers will destroy the village atmosphere of Double Bay and will have a material impact on the aspects from homes and public spaces of the surrounding suburbs," she said.

Cr Huxley said the proposal "made a mockery" of the council's planning controls, which limited new developments to six storeys.

Last week Woollahra Council unanimously supported a motion that condemned the State Government's decision to assess the development.

The council also held a special meeting last night to discuss its strategy to oppose the project.

Woollahra Mayor Andrew Petrie, who will address Sunday's rally, said he had met the NSW Director-General of Planning, Sam Haddad, to discuss the council's concerns.

"They appeared very willing to talk with us and consult with us, and to make sure that the applicants consulted more with the community," he said.

Cr Petrie said he would ensure the council remained involved in the assessment process and that he understood the community's concern in the absence of a final development application.

"Really, until people have got plans in front of them, it's hard for people not to think the worst," he said.

In a statement, the Ashington Group said it was concerned that council motions and public opinion were "being formed prematurely, based on incomplete, and in some cases inaccurate information".

"Ashington believes it is important that key stakeholders . . . assess the scheme on its merits when all information is available for review," the statement said.

Ashington will start a new community consultation program in December, with the first information sessions to be held in the third week of January.

Geoff Rundle and Keri Huxley

DOUBLE BAY PRESENT AND FUTURE: How Double Bay looks now (top) from Edgecliff Rd, and how it might look if Ashington builds its preferred option. Images prepared by Haycraft Duloy.

WENTWORTH COURIER 26.11.2008 11



1.4 Preferred Design Scenario

The consultation process sought community and stakeholder response to a preferred design scenario that involved a mixed use development integrating a high quality five star hotel, hotel residences being privately owned residential apartments, ground floor retail tenancies, associated pedestrian plaza with through site linkages to Transvaal Avenue, Galbraith Walkway and 45 Cross Street and underground car parking for around 85 vehicles. The preferred design is illustrated by the images presented at Figures 1.3 -1.4. Full details of the proposal presented to the stakeholders and the community are contained in the Ashington presentation detailed at Appendix A.

FIGURE 1.3 – PREFERRED DESIGN
Indicative view looking north to south from William Street through to Cross Street



Source: Ashington

FIGURE 1.4 – PREFERRED DESIGN
Ground Plane of the proposal illustrating the central plaza with through site linkages
The location of the residential towers are shown dotted in blue



Source: Ashington



1.5 Overview of Phase 1 Communication Initiatives

A summary of the Phase 1 communication initiatives that have been completed for this project in accordance with the Communication Plan is provided below in Table 1.1. Details concerning these initiatives and the respective records of comments arising from the stakeholder and community events are contained in Sections 3, 4 and 5 of this report. Details concerning market research surveys and feedback questionnaires are reported under separate cover by Ashington.

TABLE 1.1
SUMMARY OF PHASE 1 COMMUNICATION INITIATIVES AND PARTICIPATION

| COMMUNICATION INITIATIVES | DATE UNDERTAKEN | LEVEL OF PARTICIPATION* |
|--|---|---|
| Information Lines | | |
| 1800 Ashington Double Bay Information Line | 10 th December 2008 through to 17 th February 2009 | 133 telephone calls logged |
| Project Correspondence PO Box | 10 th December 2008 through to 17 th February 2009 | 24 letters were received of which 8 related to specific project comments and 16 related to registrations for the Community Forums |
| Project Email | 10 th December 2008 through to 17 th February 2009 | 9 emails have been received relaying comments about the project. |
| Community Website | 10 th December 2008 through to 17 th February 2009 | 804 visitations including feedback comments and registration for consultation events. |
| Media Management | 10 th December through to 28 th January 2009 | 6 display advertisements placed in the Wentworth Courier 3 Press releases issued by Ashington |
| Community Newsletters: Newsletter 1 | 12 December 2008 | 7,500 newsletters distributed by Australia Post |
| Newsletter 2 | 9 th January 2009 | 7,500 newsletters distributed by Australia Post |
| Stakeholder Briefing Paper | 23 rd December 2008 | 80 Briefs issued by Australia Post and via email |
| Consultation Events | | |
| Stakeholder Briefing Sessions | Held between 10 th December 2008 and 28 th January 2009 | 14 Stakeholder sessions held for: <ul style="list-style-type: none"> • Resident Associations (4 Sessions) • Adjoining landowners (6 Sessions) • Double Bay Chamber of Commerce (1 Session) • Double Bay Partnership (1 Session) • Tourism and Transport Forum (1 Session) • Woollahra Council (1 Session) |



| COMMUNICATION INITIATIVES | DATE UNDERTAKEN | LEVEL OF PARTICIPATION* |
|---|---|--|
| Community Forums | Held Saturday 17 th , Tuesday 20 th , Wednesday 21 st and Thursday 22 nd January 2009 | 12 two hour sessions held with a total of 223 participants attending across the twelve sessions. Three sessions held each day providing a range of time to facilitate participation. |
| Market Research: Celsius Residential and Business Intercept Survey | December 2008 | 202 intercept surveys: 37 local business owners 165 residents of Double Bay and surrounding suburbs |
| Ashington Community Forum Feedback Questionnaires | Saturday 17 th , Tuesday 20 th , Wednesday 21 st and Thursday 22 nd January 2009 | 79 Questionnaires and Comments Sheets returned to Ashington. |

** Participation levels have been compiled based on Urban Concepts records and do not include enquiries made of Ashington or its sub consultants directly about the project.*



2.0 PART 3A COMMUNICATION REQUIREMENTS

2.1 Major Project Community Consultation Guidelines October 2007

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 Ashington by the Department of Planning for this project established the community consultation requirements. 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.'

These 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 an 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.'*

2.2 Satisfying the Part 3A Consultation Requirements

A Communication Plan was formulated for the project in accordance with the 2007 Guidelines. The Communication Plan was lodged with the NSW Department of Planning in November 2008. The Communication Plan was accepted by the Department as having satisfied the Director General Requirements and the *Guidelines for Major Project Community Consultation*.

The Communication Methodology employed for this project and documented in the Communication Plan is detailed in Section 3 of this report. The findings arising from the consultation is presented in Sections 4 and 5.

The Environmental Assessment Report prepared by Architectus for this project addresses how the issues raised through the Phase 1 communication initiatives have been addressed in the final design and the supporting environmental and socio economic documentation.



3.0 COMMUNICATION METHODOLOGY

This section presents the communication methodology employed for Phase 1 of the project. The methodology is discussed in terms of:

- Communication messages;
- Target audiences; and
- Communication techniques.

This section includes details of the participation levels in the various communication initiatives.

3.1 Communication Messages

Based on our understanding of the project, Urban Concepts identified a number of key messages to be communicated through the consultation methodology. These key messages were communicated about the project through the key information lines. They are not presented in order of priority.

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 indicate how the development achieves an exemplary standard of design.

Message 2 To accurately describe the development concept in terms of its land use components and development statistics. 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 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 luxury retail fashion precinct providing retail space with frontage to Cross Street and a central pedestrian plaza.

Message 3 To explain why the demolition and redevelopment of the existing building on the site is preferable to refurbishment. This explanation should assess potential for improvements to connectivity and pedestrian amenity through and around the site and the Double Bay Town Centre, improved solar access, reduced bulk, incorporation of environmentally sustainable technology and the enhanced activation of the Cross 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 Director General Requirements that Ashington must address in the Environment Assessment Documentation.
- 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.

Message 5 To re-address the land use debate surrounding the project and to identify its tourism role. 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 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 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 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 9 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 10 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 the design, development and construction phases of the project.



3.2 Target Audiences

To assist with the management of information and its dissemination, stakeholders were classified into target audiences or users groups.

The key target audiences that have been the focus of consultation activities are 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
- Tourism Organisations
- Heritage Organisations
- Woollahra Council
- State and Federal Elected Representatives
- Local Political Parties
- State Government Agencies
- Utility Providers
- Emergency Services

A database was established documenting the contact details for each target audience. The database is presented in Appendix B.

Table 3.1 details the method of communication that was employed for relaying project information and for obtaining feedback to and from each target audience. A description of each consultation method is provided in Section 3.3.

3.2.1 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 was adopted as the resident notification area for this project. Refer Figure 3.1. As recommended by the NSW Department of Planning Major Project Assessment Team a wide residential catchment was defined. There is much speculation, concern and uncertainty held by this target audience particularly with regard to the height of the proposed development and the resulting visual impact on residential properties contained within the amphitheatre. This target audience was assigned a high priority in the consultation process. This target audience received information about the project and the consultation process via newsletters distributed to individual property owners using addressed mail, media display advertising in the Wentworth Courier, Community Forum Information Sessions and the project website.

Following our knowledge of the concerns expressed during the pre environmental assessment consultation we anticipated that local residents would 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.
- 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 Documentation.
- The role and terms of reference of the Urban Design Review Panel and the design outcomes and recommendations.
- Construction management issues including structural stability of adjoining properties, mitigation measures to control noise and dust and hours of construction.

FIGURE 3.1 – 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. This target audience was assigned a high priority in the consultation process.

Following our knowledge of the concerns expressed during the pre environmental assessment consultation we anticipated that the Double Bay business and retail community was 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 for timing construction activity 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.

Consultation activities involving the Chamber of Commerce were coordinated through the President, Kate Dowling. The Chamber in an email dated the 13th February advised Ashington of its position on the project. This email is reproduced at Figure 3.2.



FIGURE 3.2 – EMAIL FROM CHAMBER OF COMMERCE

From: Kate Dowling [mailto:Kate@barrondowling.com]
Sent: Friday, 13 February 2009 2:09 PM
To: Nick Wyeth
Subject: FW: re; proposed development

Dear Nick,

On behalf of The Double Bay Chamber of Commerce committee, we would like to thank you and your team for presenting to us The Ashington Group's plans for the proposed development at 33 Cross Street, Double Bay on the 28th January 2009.

The DBCC is only in support of any development which is going to help the revitalization of Double Bay,. This is critical for many businesses to keep trading, especially if this brings lucrative business and trade to the landowners, retailers, restaurant and business owners.

It is imperative that Double Bay has a top quality hotel to attract local and over seas tourists and big spenders to the Bay. Unfortunately we have recently lost the only other one which could accommodate this criteria.

We understand it is the intention of The Ashington Group to include a first class Hotel such as this, designing a much more up to date building offering 21st century retail shops, cafes, offices, day spa etc, plus public open space to be very attractively designed and landscaped with water features and public seating.

All this is much needed for Double Bay to become the desired 'World Class' precinct by the year 2013.

We will make no comment about the height and design of the building , that is up to the professionals.

If you need to contact us at any other time ,please do so.

With kind regards

Kate Dowling
President of The Double Bay Chamber of Commerce.

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 commercial centre of Double Bay, 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.

Consultation activities involving the Double Bay Partnership were coordinated through the General Manager, Joanne Kelly.

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 Double Bay
- Harbourview Residents Group
- Double Bay Resident Association
- Darling Point Society
- Action Committee For the Environment
- 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 had 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 35-39 William Street.
- Of particular concern to the residents of 45 Cross Street was the accessibility of the through site link into their development. There was agreement that the hours of accessibility should reflect the existing situation.

Directly 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
- 2 Transvaal Avenue
- 4 Transvaal Avenue
- 6 Transvaal Avenue
- 8 Transvaal Avenue
- 10 Transvaal Avenue
- 12 Transvaal Avenue
- 14 Transvaal Avenue
- 16 Transvaal Avenue
- 18 Transvaal Avenue
- 20 Transvaal Avenue

TOURISM GROUPS

The project has been declared a project of state and regional significance in part due to the contribution that it will make to tourism. Stakeholders with an interest in tourism promotion and strategy were consulted about the project:

- 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:

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

WOOLLAHRA COUNCIL

The importance of maintaining regular liaison with this target audience has been given a high priority in the consultation process. It is noted that Woollahra Council had passed a resolution not to support Ashington's development intent for the site and the Part 3A planning process.

COUNCIL OFFICERS

- General Manager - Gary James
- Director Planning and Development - Allan Coker
 - Manager Development Control – Patrick Robinson
 - Manager Strategic Planning – Chris Bluett
- Director Technical Services – Warwick Hatten
 - Manager Engineering Services – Allan Opera
 - Manager Civil Works and Infrastructure – Jake Mauzic
- Director Community Services – Kylie Walshe
- Director Corporate Services – Geoff Clarke

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

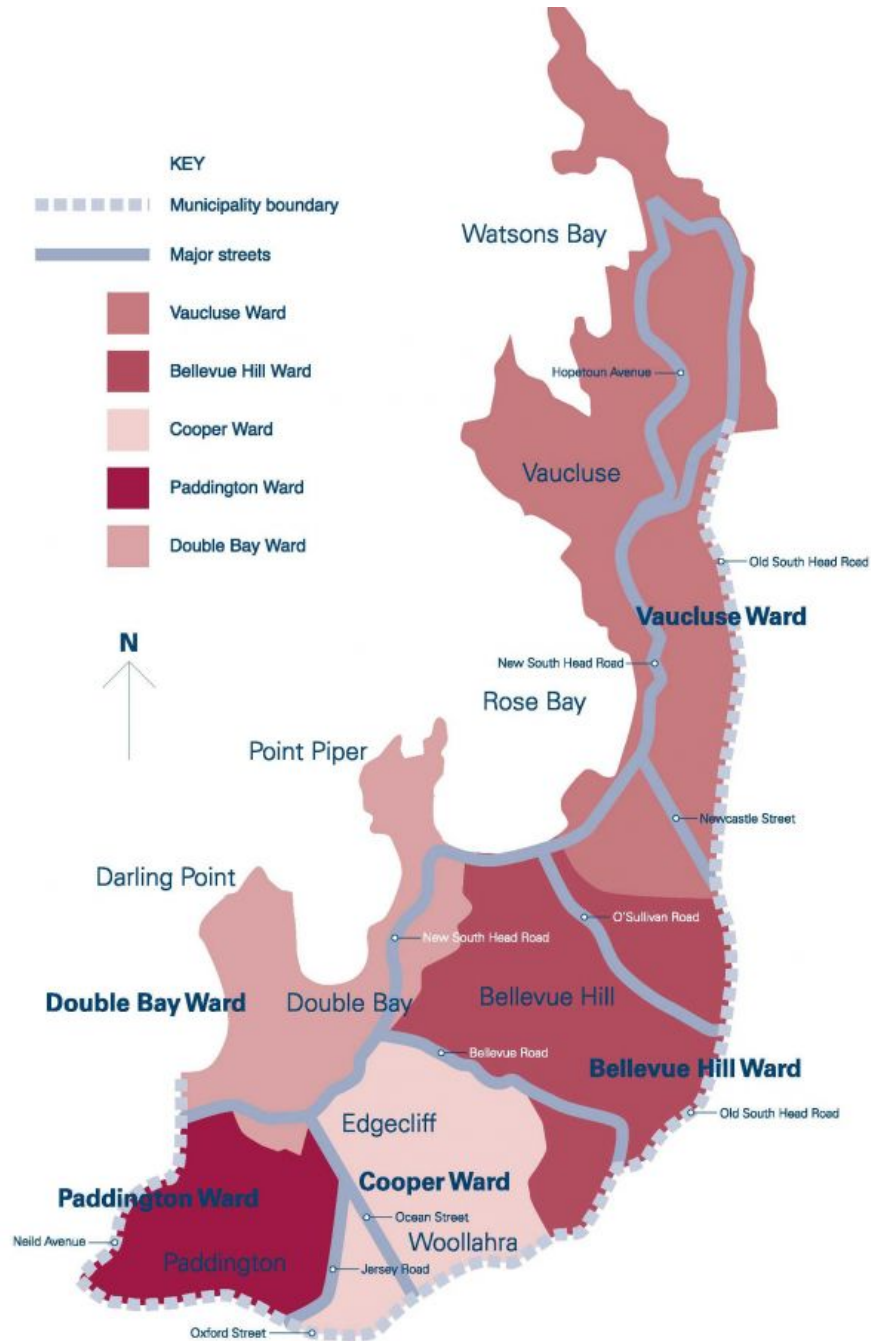
(LP) Liberal Party

(GNS) Greens

(RFW) Residents First Woollahra



FIGURE 3.3 – LOCATION OF COUNCIL WARDS





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 or enquiries raised by their constituents about the project. The respective State and Federal Members for this area are:

STATE MEMBER FOR VAUCLUSE

Member for Vacluse

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 Director General of the NSW Department of Planning Requirements. Consultation will be undertaken with these agencies by the appropriate specialist consultants.

- NSW Department of State and Regional Development and NSW Department of Tourism
- 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



TABLE 3.1 – 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 3.1 – 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 • Community 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 3.1 – 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 • 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 3.1 – 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 if appropriate • 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 • Newsletters • Media • Website | <ul style="list-style-type: none"> • Ashington • Specialist Consultants • Urban Concepts |



TABLE 3.1 – 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 • 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 • Newsletters • Media • Website | <ul style="list-style-type: none"> • Ashington • Specialist Consultants |



3.3 Communication Techniques

Phase 1 of the Communication Plan has involved the implementation of a methodology that has incorporated:

- **Information Lines** being a free call 1800 number, project PO Box and email address, community website, community newsletters, stakeholder briefing papers and media management; and
- **Stakeholder and Community Consultation Events** being Stakeholder Briefing Sessions, Community Forum Sessions, market research and feedback questionnaires.

3.3.1 Information Lines

FREECALL 1800 NUMBER, PROJECT PO BOX AND EMAIL ADDRESS

The following information lines were established:

- **The 'Double Bay Information Line'** was a 1800 freecall number. The freecall number is 1800 068 018. The information line was serviced during business hours by Urban Concepts. All telephone calls received on the 1800 number were logged by Urban Concepts. The calls included registrations for consultation events and comments about the proposed development. Between the 10th December, 2008 through to the 17th February, 2009, 133 calls were received on the 1800 number. The telephone log of phone calls is detailed in Appendix C.
- **A project mailing address** was established:
Ashington Double Bay Project
PO Box 780
NORTH SYDNEY NSW 2059

The PO Box was administered by Urban Concepts. In the period between the 10 December, 2008 and the 17th February, 2009, 24 letters have been received. These letters included registrations for consultation events and comments. Of these 8 letters related to comments and the remainder RSVP's. The letters providing comment about the project are reproduced in Appendix D.

- The project email address is doublebay@urbanconcepts.net.au
The project email was administered by Urban Concepts. In the period between the 10 December, 2008 and the 17th February, 2009, 9 emails have been received relaying comment about the project. Email communication was used both for the registration to consultation events and to relay comments about the project. The emails providing comment about the project are reproduced in Appendix E.

These contact details appeared on all information prepared about the project including newsletters and media advertisements. These information lines will remain in place during the subsequent phases in the communication process being post lodgment of the Environmental Assessment and pending approval during construction.



THE COMMUNITY WEBSITE

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

- 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

The website templates are reproduced at Appendix F. Between the 8th December 2008 and the 8th February 2009, 804 people visited the website. The breakdown by month is presented below in Table 3.2. It is noted that peak periods of visitation coincide with the distribution of the community newsletters and the staging of the Community Forum events. The visitation figures include registrations to consultation events and comments received via the feedback form. The website will remain in place for subsequent phases in the communication process.

TABLE 3.2 - MONTHLY WEBSITE VISITATIONS

| Weekly Report Date | Visits |
|---------------------------|---------------|
| 8 Dec – 14 Dec 08 | 43 |
| 15 Dec – 21 Dec 08 | 141 |
| 22 Dec – 28 Dec 08 | 93 |
| 29 Dec 08 – 4 Jan 09 | 17 |
| 5 Jan – 11 Jan 09 | 87 |
| 12 Jan – 18 Jan 09 | 140 |
| 19 Jan – 25 Jan 09 | 158 |
| 26 Jan – 1 Feb 09 | 71 |
| 2 Feb – 8 Feb 09 | 54 |
| Total Visitation | 804 |

Source: Compiled by Urban Concepts using data obtained from Ashington

COMMUNITY NEWSLETTERS

Two Community newsletters have been prepared and distributed by Ashington. The newsletters were distributed to residential premises and business operators in the catchment area detailed at Figure 3.1. In total 7500 newsletters were mailed at each distribution using the Australia Post addressed mail service. To maximise receipt of the newsletters each was placed in an envelope that was clearly identified as project information relating to the redevelopment of 33 Cross Street, Double Bay by Ashington.



Newsletter 1 was circulated on the 12th December 2008. The first newsletter was prepared in full colour A1 format. A copy of the newsletter is presented in Appendix G.

This newsletter presented:

- Ashington's vision for the project-*'A Vibrant New Vision-An Exclusive Centre of Luxury.'*
- Its anticipated contribution to the local economy, local and metropolitan planning and tourism strategies.
- An overview of the Design. It is noted that this newsletter did not mention the height of the development as the design was still being finalised at this stage by the project architect, Architectus. It did carry information relating to the ground plane and indicative photomontages illustrating the central piazza and hotel lobby concept.
- Details concerning the community consultation process and inviting registration at the community forum events.
- An explanation of the Part 3A planning process and requirements for Major Project classification.
- It detailed the steps in the design and development process that had been undertaken by Ashington to date.

Newsletter 2 was circulated on the 9th January 2009. This newsletter was prepared in full colour A4 format. A copy of the newsletter is presented in Appendix G.

This newsletter presented:

- Further information about the preferred design including the indicative height of the two residential towers which were described as being 'nine storey's in height above podium level'.
- A montage of the proposed development being the view looking north - south from William Street through to Cross Street. Refer Figure 1.3 in this report.
- Further information about the community consultation process and the community forum sessions proposed to be held on the 17th, 20th, 21st and 22nd January 2009.

Subsequent community newsletters will be prepared to coincide with the exhibition of the Environmental Assessment documentation, post determination and pending approval prior to the commencement of construction.

STAKEHOLDER BRIEFING PAPER

A stakeholder briefing paper was prepared providing a comprehensive overview of the proposed development for target audiences requiring a higher level of information than provided by the community newsletter.

The stakeholder briefing paper was presented as a 28 page bound document. It presented information relating to:

- The development statistics for the existing Stamford Hotel;
- The key steps in the design process undertaken by Ashington;
- A description of the design parameters formulated for the site;
- A description of the preferred development scenario;
- An explanation about merit based environmental and socio economic assessment;
- The Part 3A Planning process;
- The forthcoming program of community and stakeholder consultation.



A copy of the stakeholder briefing paper is presented in Appendix I. In total 80 stakeholder briefs were issued to the following target audiences either by mail or email on the 23rd December 2008:

- Adjoining Landowners
- Resident Associations
- Woollahra Council officers and elected representatives
- Double Bay Chamber of Commerce
- Double Bay Partnership
- Heritage Organisations
- State Government Agencies
- State and Federal Elected Representatives
- Local Political Parties

Subsequent stakeholder briefing papers will be prepared to coincide with the exhibition of the Environmental Assessment Documentation, post determination and pending approval prior to the commencement of construction.

MEDIA ADVERTISING

Ashington in conjunction with Wilkinson Media Management managed the media for this project which included regular display advertisements in the Wentworth Courier and the issuing of project updates in the form of press releases.

In total six display advertisements were placed in the Wentworth Courier between the 10th December 2008 and the 28th January 2009 with specific dates being:

- 10th December
- 17th December
- 7th January
- 14th January
- 21st January
- 28th January

Copies of each display advertisement are reproduced in Appendix H.

In addition to the display advertisements, three press releases were issued to the local media. Copies of these releases are also contained in Appendix H.

3.3.2. Stakeholder and Resident Consultation Initiatives

STAKEHOLDER INFORMATION SESSIONS

Stakeholder briefing sessions were held with various target audiences to ensure that these stakeholders fully understood the proposal and to gauge their attitude and opinion to the preferred development scenario. Each session was structured around a presentation followed by a facilitated question and answer session. The sessions were held either at the Stamford Hotel or at a venue selected by the respective stakeholder group. The indicative (although not exact) presentation that was given by Ashington at these sessions is detailed in Appendix A.



Invitations were sent to nominated target audiences inviting participation to a briefing session. Invitations were sent to:

- Elected Representatives and Officers of Woollahra Council
- Double Bay Chamber of Commerce
- Double Bay Partnership
- Tourism NSW
- Tourism Industry Council
- Tourism and Transport Forum
- Adjoining property owners:
 - 19 Cross Street
 - 41 Cross Street
 - 45 Cross Street
 - 53 Cross Street
 - 25 William Street
 - 27 William Street
 - 29 William Street
 - 31-33 William Street
 - 33-35 William Street
 - 37 William Street
 - 41 William Street
 - 2 Transvaal Avenue
 - 4 Transvaal Avenue
 - 6 Transvaal Avenue
 - 8 Transvaal Avenue
 - 10 Transvaal Avenue
 - 12 Transvaal Avenue
 - 14 Transvaal Avenue
 - 16 Transvaal Avenue
 - 18 Transvaal Avenue
 - 20 Transvaal Avenue
- Resident Associations:
 - No High Rise Double Bay
 - Residents First
 - Double Residents Association
 - Action Committee for the Environment
 - Darling Point
 - Edgecliff Preservation Society
 - Paddington Society
 - Rose Bay Residents Association
 - Vaucluse Progress Association

The schedule of stakeholder briefing sessions held during Phase 1 is detailed in Table 3.3 together with the number of attendees representing each stakeholder group consulted.



TABLE 3.3 – SCHEDULE OF STAKEHOLDER BRIEFING SESSIONS

| Date Meeting Held | Stakeholder/Participant | No. of Attendees | Record of Comments |
|---------------------------------|---|-------------------------|---------------------------|
| 10 th December, 2008 | Double Bay Partnership | 9 | Refer Section 4.3 |
| 6 th January, 2009 | Resident Association <ul style="list-style-type: none"> • Paddington Society • Residents First Woollahra • Natural Allies | 6 | Refer Section 4.1 |
| 7 th January, 2009 | Resident Association <ul style="list-style-type: none"> • Double Bay Residents Association | 2 | Refer Section 4.1 |
| 9 th January, 2009 | Adjoining Landowner <ul style="list-style-type: none"> • 31-33 William Street, Double Bay | 2 | Refer Section 4.6 |
| 13 th January, 2009 | Resident Association <ul style="list-style-type: none"> • Double Bay Resident Association • Harbour View Residents Group • Resident First | 3 | Refer Section 4.1 |
| 14 th January, 2009 | Resident Association <ul style="list-style-type: none"> • Residents First • Former Mayor Woollahra Council | 2 | Refer Section 4.1 |
| 17 th January, 2009 | Adjoining Landowner <ul style="list-style-type: none"> • Body Corporate and Executive Committee – 35-39 William Street • Executive Committee – 31-33 William Street | 4 | Refer Section 4.6 |
| 19 th January, 2009 | Woollahra Council <ul style="list-style-type: none"> • Development Control Committee | 10 | Refer Section 4.4 |
| 21 st January, 2009 | Adjoining Landowner <ul style="list-style-type: none"> • 18 Transvaal Avenue, Double Bay | 1 | Refer Section 4.6 |
| 23 rd January, 2009 | Adjoining Landowners <ul style="list-style-type: none"> • 25 William Street, Double Bay | 3 | Refer Section 4.6 |
| 27 th January, 2009 | Adjoining Landowner <ul style="list-style-type: none"> • 19-27 Cross Street, Double Bay | 1 | Refer Section 4.6 |
| 27 th January, 2009 | Adjoining Landowner <ul style="list-style-type: none"> • Executive Committee – 45 Cross Street, Double Bay | 5 | Refer Section 4.6 |
| 27 th January, 2009 | Tourism <ul style="list-style-type: none"> • Transport and Tourism Forum | 3 | Refer Section 4.5 |
| 28 th January, 2009 | Double Bay Chamber of Commerce | 9 | Refer Section 4.2 |

Source: Compiled by Urban Concepts



COMMUNITY FORUM SESSIONS

Due to the complexity of this project community consultation events were held in the form of Community Forum Sessions. These sessions were limited in size to around 25 participants to ensure that all involved had the opportunity to ask questions or comment on the preferred design.

A total of twelve Community Forums were held across four days at a range of times to maximise convenience and hence participation at the events. Participants were asked to RSVP their attendance at a Forum Session and as part of their registration were asked to nominate a first and second preference for attendance. A total of 223 participants attended the Community Forum Sessions. The total number of participants who registered to attend the Community Forums and the actual number of attendees at each session are detailed in Table 3.4.

All Forum Sessions were held at the Stamford Hotel in Double Bay. Participants were seated around a table and provided with refreshments, notepad and pen with which to compile comments.

Each session was two hours in duration and structured in two parts. Part 1 involved a presentation by representatives of Ashington and Architectus explaining the development and design process and the preferred design scenario for the site. The presentation is detailed in Appendix A. Part 2 involved a one hour facilitated question and answer session. A Record of the Comments raised during the question time was prepared by Urban Concepts and issued to all participants of a Session in draft format. Participants were given two weeks to advise Urban Concepts of any amendments to be made to the Draft Record to ensure that it was a true and accurate representation of the discussion. The closing date for amendments given to participants was Friday 20th February 2009.

The amended and final record of comments are reproduced in Section 5 of this report. It is noted that all requests for amendments have been made verbatim and are identified in the Record with a black underline.

At the Community Forums requests were received from representatives of the No High Rise Double Bay Resident Group to record Forum Sessions. Ashington agreed to the recording of the sessions and in accordance with privacy legislation all participants of those sessions were asked at the outset whether they objected to the session being recorded. No objections were encountered. Seven of the twelve sessions were recorded.

Representatives of No High Rise Double Bay undertook to provide all participants of a session with a copy of the recorded transcript. It is noted that Urban Concepts assisted No High Rise Double Bay with the transcription of these recordings and outsourced the typing to a transcription company, E-Typing.com. Urban Concepts has submitted a copy of the transcripts to the NSW Department of Planning under separate cover.

In addition, representatives of No High Rise Double Bay also sought permission to distribute question sheets and member registration forms to participants at the Community Forums. Examples of the information distributed is presented in Appendix J. It is noted that Ashington did not raise any objection to the dissemination of this information.



TABLE 3.4
ATTENDANCE AT COMMUNITY FORUM SESSIONS

| PARTICIPATION | SATURDAY 17th JANUARY | TUESDAY 20th JANUARY | WEDNESDAY 21st JANUARY | THURSDAY 22nd JANUARY |
|----------------------|---|--|--|---|
| | 9.30-11.30am | 7.30-9.30am | 7.30-9.30am | 7.30-9.30am |
| Registered | 27 | 25 | 12 | 13 |
| Attended | 24 | 18 | 9 | 8 |
| | 1.00–3.00 pm | 12.30-2.30pm | 12.30-2.30pm | 12.30-2.30pm |
| Registered | 26 | 28 | 33 | 34 |
| Attended | 23 | 14 | 27 | 26 |
| | 4.00-6.00pm | 7.00-9.00pm | 7.00-9.00pm | 7.00-9.00pm |
| Registered | 25 | 28 | 27 | 29 |
| Attended | 14 | 16 | 20 | 24 |

Source: Compiled By Urban Concepts

MARKET RESEARCH AND COMMUNITY FEEDBACK FORMS

Celsius Market Research Intercept Survey

Celsius Market Research was engaged by Ashington in December to undertake a business and residential intercept survey of pedestrians within the Double Bay Shopping Centre. The survey was conducted in mid December. A total of 202 intercept surveys were completed representing 37 local business owners and 165 residents of Double Bay and surrounding suburbs. The results of the survey will be submitted under separate cover to the NSW Department of Planning by Ashington and form part of the Phase 1 consultation documentation for this project.

Community Feedback Questionnaires

Ashington provided to all participants at the Community Forum Sessions a feedback questionnaire to record community attitudes about the preferred development scenario. A copy of the feedback questionnaire is detailed in Appendix K. Ashington advise that a total of 79 questionnaires were completed. The findings arising from these questionnaires are documented in the Ashington Report, titled Community Forum Feedback Questionnaires and submitted under separate cover to the NSW Department of Planning. The completed questionnaires form part of the Phase 1 consultation documentation for this project.

DIRECT LIAISON

Due to the technical aspects of this project Ashington and its specialist consultants undertook direct liaison with various target audiences as required for the preparation of the Environmental Assessment Documentation. This liaison is not documented as part of the consultation report as it related to technical criteria and is addressed in the Environmental Assessment Report prepared by Architectus for this project.



4.0 RECORD OF COMMENTS ARISING FROM STAKEHOLDER BRIEFING SESSIONS

This section presents the Record of Comments arising from the fourteen Stakeholder Briefing Sessions that were held between 10th December, 2008 and 28th January, 2009.

4.1 Resident Associations

4.1.1 Resident Association Briefing Held on Tuesday 6th January 2009 - 6 - 7.30pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Paddington Society, Residents First and Natural Allies.

In attendance:

- John Mant and Carolyn, Paddington Society
- Virginia and Geoff Rundle, Residents First Woollahra
- Hilda and Michael Rolfe, Natural Allies
- Matthew Bailey, Senior Development Manager, Ashington
- Emily Lee, National Sales and Marketing Manager, Ashington
- Claudia Challen, Project Marketing Manager, Ashington
- Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)

| Para | Question/Comment | Ashington Response |
|------|---|---|
| 1 | Who is the surveyor that surveyed the existing floor space within the building? | The surveying firm used by Ashington was Project Surveyors. The Registered Land Surveyor at this firm is John Reid. |
| 2 | Why did you tell the State Government that the FSR of the building is 4.6:1 in your original Clause 6 application? | The FSR in the original application used a more traditional method of measurement than that used by Woollahra Council. The FSR of 5.36:1 is the FSR calculated using the Woollahra Council method as instructed by the DOP. |
| 3 | It seems a big jump from an FSR of 4.6:1 to 5.36:1. | The method of measurement applies to the proposed building as well so there is essentially no change in the size of the proposed building. |
| 4 | How will the FSR of the new building be calculated? | By the same method and will equate to 5.36:1. |
| 5 | With Option 1 would you have regard to Woollahra Council's planning controls or would you retain the floor space and height of the existing building. The point of my question being that with the original approval additional floor space was granted because of its hotel use. If you convert the hotel property to a residential use then why wouldn't you have regard to the Council's controls? | A residential use is a permissible use on the site under the existing land use zoning. The building form already exists on the site. |
| 6 | What you are saying is that the form is approved regardless of use. Once you have an approved form then you can adapt that form for an alternate use. We all recognise that under the Environmental Planning and Assessment Act 1979 the use of a site can change. However, with regard to building form that is established under planning policy, your view is that once the | That is correct. |



| Para | Question/Comment | Ashington Response |
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| | form is approved the original form can be retained even if there is a change to the use. | |
| 7 | Why did you only look at two design options. I am talking about the broad design options you are showing. There are only two options. | Within Option 2 we looked at over 25 individual options many of which were developed in conjunction with the Urban Design Review Panel. Some of these options are included in the Stakeholder Briefing Paper that was issued to the Paddington Society. This concept that we are presenting now is the outcome of the assessment of all these options and the one that provides the best overall solution. |
| 8 | You want to be proud of the building that you create and state that it will be your legacy. Yet I presume that you will sell off the development and that your objective will be not to retain ownership. You want to retain only pride in your creation. | That is correct. We will not retain financial ownership but we want to be proud of our development. |
| 9 | Will you be proud of the domino effect that occurs? We will see several high rise buildings becoming dotted around your site. Will you ask people living in your apartments what they think about having their views lost forever by other new high rise buildings? | We do not believe that there are other sites that display the same unique combination of existing conditions of this site that will give rise to a precedent effect. There are no other sites that have the same quantum of existing floor space on a site as large and in single ownership that would enable a development of the type proposed to occur. |
| 10 | I have never liked the Stamford Plaza Building. At the time it was advanced as being a high quality hotel and retail development in the same manner that you are advocating your development. It was crap then and it is crap now. How can you change a hotel and retail development that was not viable then to one that is now viable? | In regards to the hotel, a large format hotel such as the one that exists currently is no longer a viable format in this location. Through our research and advice from experts, the most suitable format for a hotel that will be successful in this location is a boutique hotel targeted at the high-end leisure traveller. This concept is supported by the offers we have received from 9 of the world's best five star hotel operators. In regards to the retail, successful retail in Double Bay is open air, street front retail, not internalized narrow arcade underneath a building. That is Bondi Junction style retail. The retail format we are creating is consistent with the other successful retail in Double Bay and together with the hotel and signature restaurant and piazza, it will provide a destination for people to shop and dine and spend time which will benefit the retail. The inclusion of the hotel and residential as part of development also provides a base load of retail activity generated by the development itself. |



| Para | Question/Comment | Ashington Response |
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| 11 | My experience with the hotel industry is that everybody builds a five star hotel that then evolves into a three star hotel. My question is did you buy it on the basis of a three star hotel. | Our vision for the project has always been to include a world class five star boutique hotel and we, our advisors, the hotel industry groups and the hotel operators believe there is a genuine space in the market for such a product. We have received expressions of interest tenders from 9 international hotel operators who have indicated that they are all keen to operate a five star hotel on this site. Until we obtain a development approval we are unable to select and enter into contractual arrangements with a hotel operator. |
| 12 | <ul style="list-style-type: none"> You never made a formal presentation to Woollahra Council. It was an informal meeting that involved members of the Chamber of Commerce and Councillors. Please correct the public record. Please be frank, Mr Jones resigned from the Urban Design Review Panel as a member. Where is the public record of the Panel? Have the machinations of the Urban Design Review Panel been made public. You have not included any information about the panel or its workings in your communications about this project. | <ul style="list-style-type: none"> I accept your point in respect to the presentation. The Urban Design Panel continued to operate until it was disbanded by the NSW Department of Planning in November 2008. Mr Jones was present at the two workshops attended by the Panel, Architectus and Ashington and from which several recommendations were provided. It is my understanding that Mr Jones remained on the Panel until the DOP decided the Panel process had been concluded. The Department of Planning did not prepare formal minutes or a report on the panel and its findings. Ashington kept minutes of the meetings which we issued back to the panel and which will be included as part of the EA. |
| 13 | Can I have copies of your minutes? | I will see if they can be made available. [Post meeting note – Minutes to be available as part of the EA documentation lodged for the project] |
| 14 | There is no explanation as to why the project is a Major Project. Did the initiative come from Ashington? | The project pursuant to Clause 17 of the State Environmental Planning Policy Major Projects is defined as a Major Project. It is a non-discretionary criteria of the legislation which means the DOP must declare it a Major Project and become the assessment authority. |
| 15 | Ashington actually wrote to the Minister in March 2008 before the consultation day in April 2008 seeking that the project be dealt with as a Major Project. | That is not the case I will supply to you the date when we first wrote to the NSW Minister for Planning. [Post Meeting note – the date of this first submission was 29 May 2008] |
| 16 | <ul style="list-style-type: none"> Who will own the piazza? Why won't it be in public ownership? If your development does not work out then it provides a way for you to encroach further development onto the site. | The piazza will not be dedicated to Council. Ownership will be privately retained most probably by the hotel, retail or body corporate entity however this is yet to be resolved. There are a number of ways that we can legally construct ownership of this space. Any future development of the site will be subject to a separate application. |



| Para | Question/Comment | Ashington Response |
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| 17 | You probably wouldn't want this space to be in public ownership. It is private open space, it is wrong to call it public open space. It won't work having it accessible 24 hours a day. | It is Ashington's intention that this space is publicly accessible 24 hours a day. |
| 18 | What rights has the hotel to use the Galbraith Walkway. Are these rights on title? | There are a number of rights of way that impact on Galbraith walkway. There are rights on the title of the site relating to Galbraith Walkway |
| 19 | Galbraith Walkway was only half the width to begin with and has become larger with the development that has occurred either side. What about the Transvaal Avenue access? Is it utilising the existing access or creating a new linkage? Can you please identify where the high rise components of the development will be on the plan. There is basically one penthouse per floor. | The existing linkages through to Transvaal Ave will be retained (Shown on Plan). The high rise components of the development are located at the south eastern and south western corners of the site (shown on plan). The residential components were originally designed as one apartment per floor however we now see due to market variations a benefit in providing a range of apartment sizes. We anticipate that there will be between 1-2 apartments per floor in the residential development above podium height. |
| 20 | It will be like the Woolloomooloo Wharf where if people want a larger apartment they purchase 2 or more apartments and join. | Comment noted. |
| 21 | What is the RL on the top of the building? | The RL at the highest part of the proposed building is RL 55.2m. Ground is at RL 4m. Therefore the overall height will be 51.2m. The RL of the existing building to the top of the plant is at RL 32.5. |
| 22 | You obviously have not been to Rose Bay. One person owns a whole number of sites through to Richmond Avenue. Your development can create a precedent. It didn't worry you that you couldn't comply with the Council planning controls so why should the planning controls provide a safeguard. Under Part 3A the planning controls don't apply. You refer to the Double Bay planning controls of 2002. Under these controls there are incentives for site amalgamation so the fact that you have a large site is not a safeguard. | Comment noted. |
| 23 | I am more interested in the afternoon impact of the development on Transvaal Avenue and Cross Street. Your diagram only shows Transvaal Avenue at 2pm what happens after that. | A full suite of shadow analysis diagrams will be included in the EA documentation. In regards to assessing the impacts of shadow, the DCP requires the shadows be shown at 9am, 12noon and 3pm. |
| 24 | Are you only doing view analysis from public spaces? You should put the ridge lines on your diagram because this is an important consideration of view impact. The character of Double Bay is the higher buildings on the ridge lines and the lower buildings on the flats. | The requirements of the visual impact assessment indicated that the views were to focus primarily on views from public spaces. There are a number of locations that we are taking views from including on the ridge behind Double Bay. |



| Para | Question/Comment | Ashington Response |
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| 25 | <p>When you showed us the very first photograph, it shows the visual impact of the Stamford Plaza site from the harbour. You should use this view of the site for the community forums. The No High Rise montages have been done from Edgecliff.</p> <p>When I look back from the Harbour I am horrified how high the Stamford Plaza site is. It stands out, it is very dominating. You should take photographs and do your view analysis from the harbour. Views from the harbour are critical for us to have regard to as a city. Double Bay is a low point.</p> | Comment noted. |
| 26 | <p>What is being proposed is a different urban design for Double Bay. The issue is whether we want to have a re-design of Double Bay.</p> <p>The existing building is a European style building. The new building is a different aesthetic, a different urban form than the DCP Controls provide for.</p> <p>With this development Double Bay will have a different future, that is the issue.</p> | Comment noted. |
| 27 | Will you have a model? | Yes a model will be submitted with the Environmental Assessment documentation. |
| 28 | <p>Will you be air brushing your montages?</p> <p>Your montages are inaccurate. Your montage prepared for the Cnr Steyne Park and Ocean Avenue looking south east is inaccurate.</p> <p>I would like assurances that you won't airbrush your montages.</p> | The photomontages are prepared in the proper manner without any extortion. |
| 29 | <p>Given the amount of empty floor space, I am surprised you think you can get a return from the retail. You have to have the right occupants. I heard this 20 years ago when the existing hotel was being approved. I am not questioning your sincerity. I am concerned that this luxury hotel/retail use is what is making it state significant.</p> | <p>The retail vacancy in Double Bay is quite low. Average rents are over \$1,000 per square metre. We need to make sure that the retail tenancies are outstanding so that they will help to reinforce Double Bay as a destination.</p> <p>We have looked at the hotel market closely. Boutique hotels of the scale and size proposed are occurring all over the world. Business travellers won't come to Double Bay. This hotel will cater for the leisure market and it needs to be boutique. A hotel with a smaller number of rooms can run profitably. There is a hole in the Australian hotel market for a genuinely well run high end boutique hotel. It must be outstanding. The retail needs to be the same. We are trying to establish Double Bay as a genuine destination in its own right.</p> |
| 30 | When do you expect to lodge the Environmental Assessment? | In February. |
| 31 | Will you be designing the hotel so it can be easily converted to residential? | No the hotel is being designed as a hotel. |



| Para | Question/Comment | Ashington Response |
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| 32 | Isn't that a bit silly? If I was the financier I would want to know that the hotel can be converted. | We have had no discussions with our architects about conversion potential of the hotel to residential. |
| 33 | Will you publish the consultations and identify how community feedback has been incorporated into design changes It seems like a very short period of time between the consultations and the lodgment of the Environmental Assessment. It is more like community information than consultation. | We will document and report the outcomes of the consultation. A consultation report will form part of the Environmental Assessment documentation that is lodged with the Department of Planning. |
| 34 | There is community opposition to the towers. You cannot meet the community about the height. | There are a range of views expressed to us. The consultation process is enabling us to hear these views and refine the designs where possible in response to specific issues raised. |
| 35 | You could start from the premise that the building takes the same form. The reason for the height is the piazza. Is there community support for a piazza? | We believe that the piazza and the site links are in keeping with the character of Double Bay. We have had positive comments expressed to us about the piazza. |
| 36 | You need a piazza to create amenity for the retail. | We believe that the piazza will help create amenity for each component of the development and help to reinforce the destination appeal of Double Bay. |
| 37 | What we are really talking about is multi-story apartments that will make Ashington a lot of money. You have to put high rise here to make the massive profits. | Both options, refurbishments and rebuild are viable – the high rise option may be more profitable but there is also a lot more risk associated with it and greater capital expenditure. There is not a major profitability difference between the two options in terms of risk/returns, however we believe the rebuild option is the best outcome for the site and Double Bay too. |
| 38 | You are going to change the future of Double Bay from a European design to a Surfers Paradise. | Comment noted. |
| 39 | The issue is the different built form that this development will establish for Double Bay. This is the key issue. | Comment noted. |
| 40 | The changes you are making to the future character of Double Bay should be done under Part 3 not Part 3A. This is the concern. | Comment noted. |
| 41 | This won't be your problem because you will be gone. | Comment noted. |
| 42 | The Sydney model has been high rise development on the ridges and lower buildings on the plain/valley. Your proposal is counter to this. | Comment noted. |



| Para | Question/Comment | Ashington Response |
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| 43 | In thinking about your hotel if I am coming to Sydney I would want to go and stay by Sydney Harbour – why would you come to Double Bay? | A successful hotel relies on much more than a view. Harbour views are not the main determinant of success. Double Bay provides a great leisure stay destination with the high-end shopping and entertainment just outside the city. It is also closer to Bondi Beach which will be attractive for tourists. Some people prefer to not stay in the city. Also, what we believe is essential is to provide a tourism experience that is exceptional. |
| 44 | The community concern goes much deeper than height – we hear from the residents. I have sensed anger. You have realised that your development won't be passed by Woollahra Council and taking the assessment and approval process away from the Council has enraged people. This is the number 1 problem. There are no rules under the Part 3A process. | The development has been declared by the DOP as a Major Project. This decision is non-discretionary and under the Part 3A legislation. This is the law and we are operating within it. We are adhering to the planning process and working through each stage of the legislation that is defined under Part 3A. |
| 45 | Will the PAC deal with this or the Minister? | It is our understanding that the Minister will deal with the application. |
| 46 | Why is the consultation occurring during the school holidays? You think that this is a good time of year to undertake consultation? | It is always difficult to achieve a timeframe for consultation that suites everybody. We acknowledge the difficulties in the Christmas January period. The formation of the No High Rise Group late last year and the rally in November meant that we needed to publicly address the concerns that were arising in the public arena and to ensure that correct information was being circulated about the project. During this time we were still going through the Urban Design Review Panel process with the DOP and we did not have a clear direction on where the ultimate form of the project was heading or would end up. Therefore it was difficult for us to communicate any concrete information about the project. The DOP also requested us to refrain from making any releases until the Panel process had concluded. As soon as this did, and we had a general direction and the key objectives, we went to print with the newsletter that was distributed in December, but because the designs were still being prepared at this time we did not have any images of plans to provide. However it was felt that it was important to commence a dialogue and to establish the timeframe for the community forums that would be held late January. Once we had this information ready we communicated again to the public in early January. |



| Para | Question/Comment | Ashington Response |
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| | | <p>The consultation is staged and will be ongoing throughout the Environmental Assessment process and then pending approval the construction process. The range of techniques employed change as the consultation progresses through various stages.</p> <p>We will be establishing a Drop-In Information centre within Double Bay in February. The full project documentation inclusive of the specialist consultancy reports will be available for the public to review. The centre will be manned and people will be able to obtain information and answers to their questions.</p> <p>Newsletters and briefing papers will be issued during the next few months. There are ongoing media articles and market research surveys being conducted. It is a comprehensive process.</p> |



4.1.2 Resident Association Briefing Held on Wednesday 7th January 2009 - 6 - 7.30pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Double Bay Residents Association. This session was recorded by Philip Mason and Malcolm Young. A copy of the recording was not made available to Urban Concepts or Ashington. Urban Concepts on the 22nd March 2009 received a request from Philip Mason and Malcolm Young that the original record be amended to more accurately reflect the discussion on the audio recording. The amendments requested have been made and are indicated by a black line.

In attendance:

- Philip Mason, Double Bay Residents Association
- Malcolm Young, Double Bay Residents Association
- Matthew Bailey, Senior Development Manager, Ashington
- Emily Lee, National Sales and Marketing Manager, Ashington
- Claudia Challen, Project Marketing Manager, Ashington
- Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)

| Para | Question/Comment | Ashington Response |
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| 1 | I don't understand what has changed in the hotel market. If the hotel was profitable in the 90's (<u>as it was – I knew one of the early managers</u>) why isn't it profitable now? I am at a loss to see why it is impossible for this hotel to be profitable now. <u>There have been no major hotels built in the city since the Olympics.</u> | Since the Stamford has taken over the hotel it has not been profitable. That is why it has been sold. It needs significant money spent on it – the style does not appeal to the mass market, the size of the hotel at 144 rooms and its out of Sydney CBD location impacts on its attractiveness for the business traveller. The layout and format of the hotel is also outdated. We have looked at this with Jones Lang LaSalle. |
| 1.1 | <i>Inserted new by P. Mason/M Young</i> <u>You have indicated you will not be lodging Application for two months or so. In that case why is it necessary to have Community Consultations at such a terrible time – the bog standard time for family holidays?</u> | <i>Inserted new by P. Mason/M Young</i> <u>It is always difficult to pick the right time of the year. At this stage it is still possible for any ideas coming out of the sessions to be considered in the design process. A Drop-In Centre will be established in February where the public can enquire about the project. It was felt Ashington had to respond to a good deal of public comment.</u> |
| 2 | Parking is decreasing from 173 to 85 spaces. Where is a traffic report and parking report? <u>This reduction seems totally improper. If you assume two car spaces per home unit you are left with virtually no parking for what you tell us is going to be improved retail and hotel.</u> Will we be able to view the traffic and parking study? | The number of spaces is reducing primarily because some of the floor area for the services plant and hotel 'Back of House' is being put underground to minimise the amount of floor space aboveground. A Traffic and Parking Report will form part of the Environmental Assessment documentation that is lodged. It will identify exactly how many parking spaces are necessary to service the development. Ashington will place this document on our project website and it will be available to view at the Drop-In Centre. It will also be available to view on the Department of Planning website. |
| 3 | Where does the connection to Transvaal Avenue go, is it the existing laneway? | There are two connections through to Transvaal Avenue and both utilise the existing laneways (shown on plan). |



| Para | Question/Comment | Ashington Response |
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| 4 | At the northern end of the site adjacent to the Galbraith Walkway, what right do you have to put shoppers in to this area? | The titling of Galbraith Walkway is very complicated. There are a number of easements and rights of way. There is a right of way on the title to the site. |
| 5 | Could you indicate where the towers are located on the plan? | The high rise components of the development are located alongside Cross Street at the south eastern and south western corners of the site (shown on plan). |
| 6 | If I am staying in the hotel can I be dropped off at the door? | In one stage in design we had the piazza with cars – now it is pedestrians only. Consequently we have relocated the entrance to the Hotel to the Cross Street frontage. Drop off to the hotel will be on Cross Street. |
| 7 | Where is the bulk of the hotel? | The hotel is located over the four floors of the podium with the lobby on ground floor. |
| 7.1 | Some of your hotel rooms will look at the Georges Centre wall and you think this is a suitable outlook for a 5 Star room. Don't most of the hotel rooms at present look north to the harbour? | <u>Yes, they will look at the wall.</u> In hotels there are always better rooms or suites and poorer rooms that trade at a reduced rate. Views are not the only basis for a hotel achieving a five star rating. |
| 8 | Will there be one apartment per floor? | It is likely there will be a mix of sizes being 1, 2 and 3 bedroom apartments but generally the towers will have a major proportion of apartments designed as one per floor. |
| 9 | How many apartments will there be in total? | There are 38 apartments shown on the plans at present. |
| 10 | When I look at the section why can I only see 1 tower. | It is a section through the site from Cross Street through to William Street. So only one tower is visible in the north to south section. If the section was taken from Transvaal Avenue to 45 Cross Street you would see the two towers. The 2 towers are the same height. The trees out of the front in Cross Street will stay as they are. |
| 11 | After 3pm there will be shadowing into Transvaal Avenue and it will go onto New South Head Road. | <u>Yes.</u> A full suite of shadow analysis diagrams will be included in the EA documentation. In regards to assessing the impacts of shadow, the DCP requires the shadows be shown at 9am, 12noon and 3pm. The existing development on the corner of Transvaal Avenue and Cross Street No. 19 -27 Cross Street is underdeveloped. When this site is redeveloped then this would cast a shadow onto New South Head Road. |
| 12 | You say the adjoining site is underdeveloped – but by who's standards? | In regards to the extent of development permissible under the current Council controls. |
| 13 | <u>The relevant comparison is not with the existing building (where we take issue with some of your figures anyway) but with the current statutory controls. You are not adhering to the planning controls. The height controls are 16.5 metres and you are proposing nearly three times that height and the FSR is 2.5:1.</u> It matters not under the Environmental Planning and Assessment Act 1979 if the development is not profitable. The whole basis that the development will not be economic is not a viable | The measurement of the FSR for the previous 4.6:1 figure was using a different definition. Since then the DOP has clarified that we are to use the definition for FSR as per the Woollahra Council LEP which equates to the figure of 5.36:1. This definition is used in the calculation of the floor space in the new building too so it is the same either way. The change in FSR hasn't changed the size of the proposed building. |



| Para | Question/Comment | Ashington Response |
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| | <p>consideration under the Environmental Planning and Assessment Act. <u>The existing building is not unpopular with locals.</u> You have now changed the FSR from the 4.6:1 that you previously advised to over 5.3:1. Every other development in Double Bay has to comply with these controls. Your development is totally inconsistent with the Woollahra LEP 1995 and the Double Bay DCP and all the consultation that underpinned those controls.</p> | |
| 14 | <p><u>You constantly refer to the height of the existing building as 28 meters. This is misleading. The plant room roof is at RL 28.5 but that is only a tiny pimple on the existing building whose main roof height is many meters lower. You also ignore the fact that the ground RL is not at zero but considerably higher. You don't count the height of the plant room on the top of your new towers when referring to their height so why include it when you are talking about the height of the existing building?</u></p> <p><u>It is the same with the FSR. When you addressed Council you indicated that the FSR was 4:1. Mr Coker has indicated that the FSR is 4:1 as you originally calculated not the 5.36:1 that you now claim.</u></p> | <p>If we look again at the plans the plant room is shown at RL 32.5. Building height is defined under Woollahra Council to the top of plant or the highest part of the building. The RL at ground is 4, so the overall height of the existing building is 28.5m.</p> <p>The definition used to calculate the floor space for the project is as defined in the Woollahra Council LEP as instructed by the DOP.</p> |
| 15 | <p>The dominant element of your proposal is the two fourteen storey towers, why was this information not included in your newsletter? This brochure talks about the exclusive local character of Double Bay. I do not understand how two fourteen storey towers can compliment this character.</p> <p>I would suggest that they do the opposite, that they overpower the character and the streetscape especially the <u>Transvaal Heritage Conservation Area which is our main tourist attraction.</u></p> <p>You are assuming some god given right to put the <u>existing</u> floor space back onto the site in another configuration. <u>We don't accept that this proposal is limited to the existing floor space but let us assume it is.</u> Why do you have a god given right to do this? <u>It is not what the law says – the law says you comply with the existing statutory controls.</u> I know lot of people would prefer that you refurbish the existing building <u>do you honestly believe that two fourteen storey towers compliment the village character of Double Bay?</u> How can this possibly compliment the character? It is a contrast not complimentary.</p> | <p><u>We will producing a new brochure within the next four weeks.</u> There are a wide variety of views about what we should do with the site and we are listening to all of them. It is Ashington's contention that by creating a better ground plane and improving the pedestrian connectivity of the site that this is complimenting the character of Double Bay. We believe the ground plane of the proposed concept is much more in keeping with the character of Double Bay than the existing building.</p> <p>In us considering any development scenario for the site, a fundamental premise is the floor space needs to be retained. We have looked at the option of refurbishing the existing building into residential apartments. This is still a viable option for us, but it does not deliver many of the key objectives and benefits identified to us for the site. There will be no hotel, the retail will stay largely the same as it is, there will be no open space, etc. Once this happens and the apartments are strata-ed, the opportunity to do something with the site will be lost. We believe this is not the best outcome for the site and for Double Bay.</p> |
| 16 | You said to the Minister that 170 jobs would be | This information was included in our Clause 6 |



| Para | Question/Comment | Ashington Response |
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| | generated. Where is this written in your project documentation? <u>What is this based on?</u> | application to the NSW Department of Planning which can be viewed on the NSW Department of Planning website. |
| 17 | Where can we find the outcomes of the Urban Design Review Panel? Can we see your minutes? | The Department never took minutes of the Urban Design Review Panel meetings and to date has not made public a report on its outcomes. We provided minutes back to the Department of the meetings which will be included in the EA documentation |
| 17.1 | <u>Well can we see your minutes?</u> | <u>Yes.</u> [Post comment note – Minutes to be available as part of the Environmental Assessment documentation lodged for the project] |
| 18 | You speak in Section 5.1 of the Stakeholder Briefing Paper about the incorporation of a luxury boutique hotel being supported by Council. But the resolution of Council does not support the hotel. The Council is not clapping its hands over a boutique hotel. <u>Most Councillors would prefer the hotel we are sitting in tonight. Your premise that a 60 room 5 Star hotel with no harbour views will be a success does not make sense if the existing hotel <u>with views</u> can't make money. Let's get real. <u>Frankly, we think the proposed new hotel will just be jettisoned in due course.</u></u> | The inclusion of a hotel in the development has been a key objective identified to us by a number of parties. <u>I don't suggest Council is supporting the proposal. I was at the meeting and could not possibly suggest that!</u> The 66 room boutique hotel concept that we have come up with we believe is the best format for a hotel in this location and this has been supported by 9 of the world's best hotel operators submitting offers to run it. |
| 19 | The hotel operators you are talking to are willing to operate this new hotel. Have you signed them up? | We have tenders from nine potential operators <u>a short list of four.</u> We are not in a position to enter into a contract with an operator until we have a development approval in place. |
| 20 | You talk about a shortfall in rooms. Why are we knocking down this facility that has 144 rooms, <u>11 conference rooms and a ballroom</u> and replacing it with a smaller hotel. It doesn't make sense. The current operator has let this hotel run down. This hotel has had presidents, princesses and prime ministers staying in it. I just don't follow the logic that if you can't fill this hotel that has a view of the harbour how are you going to fill a hotel located in a building podium with no views. On your logic all the great hotels of the great cities of Europe would be pulled down. When I was a valuer I remember that a 400 <u>plus</u> room hotel was <u>considered the most</u> viable. What has changed? | The existing hotel at 144 rooms is not profitable. If you can't fill the hotel rooms consistently then a hotel cannot make money. The hotel operators that we have spoken to and the advice from our hotel consultants indicates that it is no longer viable to have a hotel in this location of the existing size. I understand your comments but the research that we have undertaken to date does not support your opinion. |



| Para | Question/Comment | Ashington Response |
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| 21 | <p>You know from the press that the vast majority of people are unhappy about the non-compliance with the bulk and height controls. You are also aware of the No High Rise Group. Over 500 people turned up at a rally, everybody was upset about high rise towers. You have disregarded this opinion.</p> <p>Do we have any faith in these forums or are they just a sham. <u>You don't seem to be listening to the community.</u></p> <p>I think you know that the whole community is opposed to the development. The height is the biggest problem. I don't think that your hotel will work. <u>I don't think your retail will work. It's pistols at 20 paces however if you go for two 14 storey towers.</u></p> | <p>Ashington receives a variety of feedback about the proposal. We do receive letters of support for the project. I acknowledge that there is community concern about the project and we are undertaking market research to better understand the views held by the community. This market research will be reported as part of the consultation report that is lodged with the Environmental Assessment.</p> |
| 22 | <p>Why can't we have a decent set of plans? You expect the community to understand this project but you will not release any plans.</p> | <p>The preferred option I have shown is still being finalised, amendments are still being made. We are cautious about putting into public circulation plans that are still in draft. Once the Environmental Assessment documentation is lodged we are happy to make the plans available and they will be available for the community to view at a variety of locations:</p> <ul style="list-style-type: none"> • The project website • The Department of Planning Website • At the exhibition sites established by the NSW Department of Planning • The Ashington Drop-In Information Centre that will open in February in the retail arcade of the hotel. |



4.1.3 Resident Association Briefing Held on Tuesday 13th January 2009 - 6 - 7.30pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Double Bay Residents Association, Harbour View Residents Group and Residents First.

In attendance:

- Michele Wearn, Double Bay Residents Association
- Prof. Don White, Harbour View Residents Group
- Councillor Greg Medcraft, Residents First
- Matthew Bailey, Senior Development Manager, Ashington
- Emily Lee, National Sales and Marketing Manager, Ashington
- Claudia Challen, Project Marketing Manager, Ashington
- Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)

| Para | Question/Comment | Ashington Response |
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| 1 | You continually refer to the Stamford as not measuring up to 2009 standards. Why can't it be upgraded? | Our advice and research indicates that a hotel of this size outside of the Sydney Central Business District is not viable. Part of the reason is that this hotel is not well placed to attract the business traveller. The business market is the bread and butter market of a hotel and is essential to secure good mid week occupancy rates. While the existing hotel performs satisfactorily in the weekend leisure market this is not enough to ensure its ongoing profitability even if a substantial upgrade was undertaken. |
| 2 | What is the relevance of your comments relating to strata titling? | We need to look at this building at this point in time. At the present time part of the value of the building comes from it being in single ownership. If it is converted into residential apartments and strata it would be a very difficult exercise to consolidate the strata to create a development site in the future – we believe that this would be a lost opportunity. |
| 3 | Your contention does not ring true to me. If the hotel was profitable and occupancy was good previously when it was the Ritz Carlton then if you do up the hotel this will increase occupancy. | Because the current hotel is 144 rooms in size and there are not enough business travellers to come here throughout the week it is difficult for this hotel to trade with a high mid week occupancy. The hotel has always performed well with the leisure market and even the conference market but it has never been able to attract the traditional mid week business market. If it were upgraded we may attract long stay business travellers but at 144 rooms this market is not sufficient to underpin the hotels ongoing profitability. |
| 4 | Why would a business traveller stay in your new hotel? | The new hotel at 60-70 rooms is half the size of the existing hotel and between the leisure market and the long stay business market can maintain a high occupancy and hence achieve greater profitability. |



| Para | Question/Comment | Ashington Response |
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| 5 | Why not combine a smaller hotel in this building with residential apartments? | The internal configuration of this building does not make this possible. |
| 6 | When do you intend to lodge your Environmental Assessment documentation with the NSW Department of Planning? | Sometime in February. |
| 7 | What does fine grain mean? | The term 'grain' relates to the size of a building lot within the streetscape. Double Bay is characterised by fine grain which means smaller building lots. |
| 8 | A lot of emphasis is being placed on the pedestrian connections provided by the proposal but these connections already exist. It seems presumptive to suggest that these connections are not adequate. | What I mean is that the Stamford building acts as a road block to these connections they don't go anywhere once they reach our site. At the present time you can't freely move from one connection to the next. There are existing connections but they don't go anywhere. We can improve the flow of these connections. |
| 9 | The Galbraith Walkway is quite adequate the way it is. Why would you want to increase its usage? | We have spoken to the residents that access onto Galbraith Walkway. They are concerned that the walkway does not become a major thoroughfare. We can manage this through design, and are currently looking at design options to address this. |
| 10 | Who will own and manage the piazza? | It won't be publicly owned by the Council. The ownership strata is still being resolved. Ownership is a very complicated process. It maybe a body corporate comprising representatives of the hotel, retail and the residential apartments or it may just fall under the hotel. |
| 11 | What assurance can we have that it remains as open space? How can it be preserved as publicly accessible? | There are ways of ensuring this under the approval using rights of way/ easements. It is our intention for it to be open 24 hours and fully publicly accessible. |
| 12 | Ashington's role is that of a developer and then you will on-sell each aspect of the project - being the hotel/retail and the residential apartments. | Ashington runs a series of development funds. We are not a long term owner of property. We take the development risk and hence the returns on the development of a project. It is our intention to sell the hotel and retail together and the residential apartments individually. |
| 13 | How many storeys are there in each tower? | 14 storeys above ground. |
| 14 | Does this include plant? | It is 14 storey's plus plant. |
| 15 | Is the height limit in the LEP in metres? The building is a lot higher than what is there and it is very prominent. | The existing building is about 6 storeys but it is equivalent to about 9 storeys. The height limit under the Woollahra Council planning controls is 16.5 metres but the actual height of the existing building is 28.5 metres. 70% of the area of the new building is lower than the existing building with 40% of the site being at grade as private owned by publicly accessible open space. 30 % of the proposal is higher than the existing building. When we worked through the issue of |



| Para | Question/Comment | Ashington Response |
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| | | height with the Urban Design Review Panel we have tried to reduce the height of the development where the site adjoins the residential area at the north. |
| 16 | You are proposing glass buildings. Why when we are being hammered about Environmentally Sustainable Development. | Some of the early renderings do show a predominantly glass building. We have looked at this, and for a number of reasons, including environmental we have reduced the amount of glass. We are still looking at this in detail, but the Environmental Assessment will have the full design. |
| 17 | The proposal is not compatible with surrounding development. | In our view the overall development is more in keeping with the character of Double Bay than the existing building. I recognise that this is our view. The images we are showing you today are not enhanced. They are being very honest in that we have stripped out all the streetscape detail, there are no trees. The trees in front of the development in Cross Street will remain. |
| 18 | What about the Cosmopolitan site, what is the floor space ratio on that site? | I don't know the exact details, but I think it is about 3:1. They do not have the same amount of approved floor space as this site. |
| 19 | Could the Cosmopolitan Development go to ten storeys? | It would depend on how they configured the space and consolidated development on the site. At the moment the building I understand is at 5 storeys. The site is on long term lease to Council and at the moment they are selling apartments under leasehold. |
| 20 | You also have the potential problem of the cinema site in New South Head Road creating a precedent. The building next door has been sold. That strip is an opportunity. That area up to the Sheaf Hotel is a concern. | These sites do not have the same quantum of floor space as exists on the Stamford Plaza site. |
| 21 | Given the amount of money Ashington will make from this project it will provide an incentive for others to amalgamate sites. Once you develop, it raises the development price of the land. | This will be a very good development. It will raise the standard of development in Double Bay. I recognise that there have been good developments that have recently occurred in Double Bay such as the Westpac building. |
| 22 | I understood from the briefing paper that a full shadow analysis was to be presented to us today. | I only have the worst case scenario with me today for June 22 nd , the Winter Solstice. The full shadow analysis will form part of the Environmental Assessment documentation and will be on public exhibition. |
| 23 | Will there be a wind analysis? | We are currently doing a wind analysis. It is being prepared by Windtec and it will form part of the Environmental Assessment documentation and will be placed on public exhibition. |



| Para | Question/Comment | Ashington Response |
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| 24 | <p>The view/panorama from Sydney Harbour that you have shown does not have any building behind it. I am surprised that you have not addressed view impact from Darling Point. My mother lives in Darling Point. The development will be visible from residences in Darling Point and you must consider the visual impact.</p> | <p>I will ask our consultants to review the impact from Darling Point as part of the analysis.</p> |
| 25 | <p>The Harbour View Association represents over 850 dwellings in the area between Edgecliff Road and Coopers Park. Many of these residents have views that will be impacted by your proposal.</p> <p>I would suggest that you examine the view impact from:</p> <ul style="list-style-type: none"> • Harkness Street • North of the western end of Edwards Street • View Street <p>Have you prepared an alternative view of the montage that was prepared by the No High Rise Group? Your response to their montage is that it is inaccurate but you have not prepared a similar montage for comparison.</p> <p>Why haven't you done a montage from behind the development? Won't there be people that live right behind the development that will lose their view completely.</p> <p>It would be good if your analysis indicated at what point in the amphitheatre behind Double Bay a view becomes affected. It will impact on this district view because this view is very fine grain.</p> | <p>We will look at those views suggested and incorporate them in the Environmental Assessment where appropriate.</p> |
| 26 | <p>It is important that you consider both Darling Point and Bellevue Hill.</p> | <p>Noted.</p> |
| 27 | <p>The reason you need to demolish and rebuild is because it is not viable to refurbish the existing building.</p> <p>To confirm you are putting back the same FSR but redistributing it across the site which creates a greater height in part.</p> <p>Your argument is that greater height should be permitted because of the piazza.</p> | <p>In simple terms the premise is that the area is maintained, and redistributed in a way that provides a net positive result.</p> |
| 28 | <p>Isn't the proposed hotel and retail use questionable? Surely if the existing hotel and retail space is not profitable why would your proposal be viable.</p> | <p>A smaller hotel can be profitable for reasons discussed earlier. Our consultants have done a lot of research and looked at the issues, and feel that we have a viable proposal.</p> |
| 29 | <p>Double Bay needs more car parking. You have 85 spaces yet you are providing 60-70 hotels suites, 30-40 apartments and retail shops. Where are all these cars going to park?</p> <p>There have been so many traffic studies done of Double Bay how does Ashington think it is going to deal with the parking issue.</p> <p>I do not think enough thought has been given to the issue of parking. This site provided parking</p> | <p>We understand your concern and are looking closely at the parking issue.</p> |



| | | |
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| | for hotel and retail. You are changing the dynamic and the onsite car parking allocation is being reduced and repositioned to cater for residential apartments. | |
| 30 | Ideally people should come by public transport. You would think that people who buy into this development should not need two cars. | Yes, it would be preferable for an area with good public transport that it was greater utilised. |
| 31 | The briefing paper says that you have spent \$114 million purchasing this site. Why was this site bought outright and not under option. If Ashington was going to Council for its approval you would have purchased under option. You felt confident that you could go straight to the NSW Department of Planning and to purchase the property outright. | The \$114m is the capital investment value of the proposition. This is the amount of money we will spend on the development. This excludes land value. The land price was less than this, but I cannot say what it is due to confidentiality. Options are good from a developers perspective, however are not that common for this type of site in the market when the transaction occurred. |
| 32 | The trade off is extra floor height for a piazza. That is where the argument will be. Particularly when you could not have refurbished the existing building to residential? | We think the piazza is a public benefit. We could have refurbished into apartments but then the development would have to be all apartments. |
| 33 | Double Bay has fallen behind because of Westfield Bondi Junction. People go there because it is convenient. | Double Bay needs to differentiate itself. Outdoor space/alfresco dining is what Double Bay is all about. By incorporating the outdoor space and retail we have tried to let Double Bay compete. Oxford Street is now coming back. Emerging brands are starting to come back to Oxford Street. We are trying to create a development that can play to Double Bay's strengths. |
| 34 | What is the Chamber of Commerce view about this development? | I don't represent the Chamber, however to give my summary of how I see their position, they recognise that Double Bay needs a kick start, and are encouraging many of the aims we are trying to achieve through the development. |
| 35 | In terms of this concept, are they supportive? | They are generally supportive, but again, that is my view of their opinion. |
| 36 | Have you given any consideration to a small art house cinema? A Dendy could be great. | This has been suggested a few times through the consultation. The final retail mix hasn't been looked at yet however a cinema is an option we will look at, at the time. It should be noted however that many of the things people don't like about our proposal would be exacerbated with a cinema – bulk, height and parking, so the issue needs to be carefully looked at. |
| 37 | If you look at the Forum in Leichhardt, the cinema has helped a lot. | We have looked at it. We are talking to our designers. |



Follow up to be undertaken by Ashington arising from the Resident Association Briefing of the 13th January.

- Ashington to undertake view analysis for
 - Darling Point
 - Harkness Street
 - Edwards Street
 - View Street
- Additional information on Shadow Analysis to be provided in the Environmental Assessment document.
- Additional information on ESD Benefits to be provided in the Environmental Assessment document.



4.1.4. Resident Association Briefing Held on Wednesday 14th January 2009 – 6 - 7.30pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of Residents First and former Mayor of Woollahra Council, Keri Huxley. Urban Concepts on the 12th March, 2009 received advice from Keri Huxley advising that she did not concur with the Record of Comments and would forward a copy of her minutes relating to the briefing session directly to the Director General of the NSW Department of Planning. It is noted that the time of writing neither Urban Concepts nor Ashington had been supplied with a copy of these minutes.

In attendance:

- **Elena Wise, Residents First**
- **Keri Huxley, former Mayor Woollahra Council**
- **Matthew Bailey, Senior Development Manager, Ashington**
- **Emily Lee, National Sales and Marketing Manager, Ashington**
- **Claudia Challen, Project Marketing Manager, Ashington**
- **Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)**

| Para | Question/Comment | Ashington Response |
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| 1 | How long did negotiations take involving the acquisition of the Hotel? | Negotiations started in 2006 |
| 2 | Clarification was sought that it was Ashington's understanding that Woollahra Council had been slow in responding to the Director General's requirements. | We know the Department asked a number of times for Council's feedback into the DGR's, including a meeting at which I was present. Several weeks past when I know our receipt of the DGR's was delayed because Council hadn't responded. In the end the DGRs were issued without Council's input. As far as I know Council never responded. |
| 3 | Because Ashington chose to pass Council, the Council felt reluctant to become involved in the Panel and withdrew their involvement. | I was at the meeting when Council was asked if they wanted to have representation on the Urban Design Review Panel, and were encouraged to do so. |
| 4 | It is my understanding that the panel never completed its deliberations, is that the case? | The panel completed the brief they were given by the Department. |
| 5 | How many Design Review Panel meetings were held with Council present and how many meetings with Council not present? | There were 3 meetings involving Council. No meetings were held without Council involvement. |
| 6 | When was the last meeting of the Urban Design Review Panel? | At the last meeting we were given a clear direction of the direction the design should take, and the issues we should look at. I think this meeting was early November. This meeting was attended by the council representative. The following recommendations were made by the Panel: 1. To provide a piazza space 2. Piazza to have no cars 3. Best urban design achieved by minimising height to north and east. Concentrate height in a single tower. |
| 7 | I am sure that you can understand why Tom Jones withdrew. | I wasn't aware of his withdrawal until several weeks after the last meeting. |



| Para | Question/Comment | Ashington Response |
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| 8 | Was Keith Cottier paid to Chair the panel? | Ashington did not pay him. I don't know if he was paid by the Department, I would assume so. |
| 9 | Were you present at the meetings of the Urban Design Review Panel? | I was present at each meeting. |
| 10 | You indicated that you got feedback from community consultation, but you only had 1 information day in April 2008. | Yes, but we have been having lots of discussions with the Council, Double Bay Chamber of Commerce, Double Bay Partnership, adjoining landowners and local residents. Over the past 18 months I have had many conversations on the issues with people. |
| 11 | When I was in Council we would get independent assessments of specialist report for major development applications. Will there be an independent assessment of these reports done by the NSW Department of Planning of your reports? Does the Department do an independent assessment? | The Department will assess our submission, and they can get independent advice if they feel they need to. I don't know if they will in this case. |
| 12 | Woollahra Council has tended to do by employing independent teams. This would go some way to address the cynicism that the community holds concerning this development. | This is part of the reason the Department of Planning set up the Design Panel headed by Keith Cottier. A similar panel was proposed early on in discussions by Council, who then withdrew this offer after we had accepted it. It was one of the reasons we felt we could not get any traction with council. |
| 13 | How many storeys of retail space will there be? Will the piazza be publicly accessible? | The retail will be on the ground floor only. The piazza will be accessible 24 hours a day by the public. |
| 14 | What height is it to the top of the parapet? Will the trees remain in Cross Street? | The current building is 28.5 metres to the top of plant. The parapet is a few metres below this – I don't know the exact height. We have used height as defined under the controls. The trees will remain. |
| 15 | Does the eastern tower overhang Cross Street? Is there any setback of the towers from Cross Street? | The towers do not overhang Cross St. The towers are set back from the podium. |
| 16 | Precedent is a serious problem. This is why we are fighting. Whatever you achieve will translate into development opportunities for others. We are talking about contextual fit. The 60's was at a time when tall buildings were permitted on ridge lines. We do not want more high rise permitted. | For precedent to exist, all the factors relating to our development need to be addressed. Our site has two characteristics that don't exist elsewhere in Woollahra LGA – a large site in single ownership, and a high FSR. |
| 17 | You are saying that you are currently the only large site in single ownership. | That is right currently. There is no other site that has the quantum of floor space that we do. You could consolidate a number of sites but the floor space area of these sites would be significantly lower. |



| Para | Question/Comment | Ashington Response |
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| 18 | I would like to believe you but it does not pan out that way. If I owned a site I would try, why wouldn't another developer. | Any person can try to get an approval, but any consent authority will look at the detail of any approval before using it as a precedent. They don't just say they got 14 stories, so 14 stories is OK everywhere. They look at all the issues together, and the combination of factors that relate to our site, do not exist anywhere else that we can think of in Woollahra LGA. |
| 19 | We are confident that the montage published by No High Rise Double Bay will stand up in the Land and Environment Court. The only problem we have had is reluctance from Ashington to provide us the details of the preferred option. If you have the information would you prepare a montage? | You say that you asked for information from Ashington so that you could do your montage accurately – who did you ask, I have asked my office and consultants, and no one has ever been approached at all, so that statement is incorrect. The fact is that the montage prepared cannot be accurate, because Haycraft Duloy do not have the information available to them to do so. |
| 20 | You are not prepared to release the details of the drawings? | Not until they are finalised. It can work both in my favour or against me to release information prematurely, it is the right thing to do to prepare these images with correct information, so they are accurate and can be relied upon, not in the way the one from No High Rise in Double Bay / Haycraft Duloy has been prepared. It is grossly unprofessional and misleading. |
| 21 | But to be fair you are talking about a transparent process. Surely you can find a similar view if you say that our montage is not accurate. I would like to know what is accurate at this point of time in the process. | The information as shown in this presentation is accurate. A complete set of documents will be provided as part of the Environmental Assessment. |
| 22 | At what time in the process will this information be available? The thing that stands out is process. We are talking about a flawed process that is set down by the NSW Department of Planning, State Government. | The Environmental Assessment will most likely be lodged some time in February. |
| 23 | Are you prepared to lower the height from 14 storeys? Is there no simple answer? This building doesn't function well, but we do need a hotel. Do we need to gain height? Double Bay has changed its character, people are shocked by proposal. People are shocked that it has been called in by the State Government. Residents like Double Bay the way it is. They want Double Bay to be developed under the existing controls which were put in place and modeled on Florence. | Height is not an issue that can be looked at in isolation. The design needs to look at all issues together, height, bulk, public space, use, environmental impacts etc. Can the building be lower than 14 storeys? It depends on what result is achieved on the other issues. |



| Para | Question/Comment | Ashington Response |
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| 24 | <p>Can we talk about process? As a resident we were upset that this development did not get formally presented to Woollahra Council. We are now having to undertake our own review. Ashington never paid our elected representatives the courtesy of a presentation. State Government does not deal with local issues. I understand that if I was a developer, I would take this path but I am disappointed.</p> | <p>We met with Council planners and some councillors, including the mayor. We asked them for a way forward, a mechanism to discuss potential for redevelopment of this site. After trying to get some direction for many months, we formed a view that council was unwilling or unable to deal with the project. We then explored other options available to us.</p> |
| 25 | <p>You exchanged contracts in April 2007. In June 2008 it was called in by the Minister. If your due diligence indicated that this site couldn't be developed profitably under existing controls then why did you buy it?</p> | <p>We have another course of action – to convert the building into strata apartments. That remains a viable alternative to us.</p> |
| 26 | <p>Why is refurbishment such a terrible decision/outcome?</p> | <p>This would be a terrible lost opportunity. There would be no hotel, the retail would remain poor, the building would continue to be very bad environmentally, the poor building form would remain.</p> |
| 27 | <p>Why are you proposing a piazza? If I accept what you are saying that the piazza will improve the retail on your site then won't it take the customers away from other retail outlets in Double Bay?</p> | <p>We think that a piazza adds to the development. It helps the retail. When we looked at the site, one of the things that stands out are the connections that this site has. The activation of these connections is a benefit. Instead of taking a slice of the pie from others, it will increase the pie. This has been verified by our Economic Consultants.</p> |
| 28 | <p>To me the high rise and the establishment of a precedent for high rise means that you are bringing a Bondi Junction feel to Double Bay.</p> | <p>Bondi Junction has much taller towers, and much larger floor plates. The streetscape of Bondi Junction is quite different to what is proposed. The urban grain and streetscape have a dramatic impact on character.</p> |
| 29 | <p>We have a situation in Paddington in which a lane way is proposed to be closed. If this piazza is to be privately connected what's to stop all of these connections being closed down? How do we know that this site will be viable and we don't have a situation in 5 years?</p> | <p>There are ways of restricting the use and access of the space through the approval.</p> |
| 30 | <p>Several years ago The Ritz-Carlton was given extra floor space, planning decisions get overturned. Where does it end for this site?</p> | <p>At any point in time, for the development to go ahead, or change, it needs to get approved. I cannot say what could or could not be approved in the future.</p> |
| 31 | <p>You are saying that even in the current global market you have funding in place. Look at World Square there was a hole in the ground for years.</p> | <p>We have settled on the property, we have funding in place for that. We are aware of the current credit market issues, and are comfortable with our position.</p> |
| 32 | <p>What percentage of the remainder has been raised?</p> | <p>We have funding in place. We can't get construction funding without an approval.</p> |



| Para | Question/Comment | Ashington Response |
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| 33 | Are you going to build this or sell with DA? | We intend to get an approval and build the development. Of course as any business does, if someone makes us an offer, we will assess it. |
| 34 | Will you hold as part of an investment portfolio in perpetuity? | The funds that own the property are not long term owners, so the intention is to sell the hotel at some point. |
| 35 | Why would you play such a high price given the existing controls that now apply? Had you been given assurances that the development would go through? It was a big gamble to take. | Categorically No. We had no conversation with anyone prior to exchange. |
| 36 | I am curious as to why representatives of the Liberal Party were not invited to the Stakeholder sessions when Residents First were. | The Australian Liberal Party would not release contact details for the Woollahra Branch and requested that all information be distributed to its Head Office Secretariat. Accordingly, Ashington forwarded the Stakeholder Briefing Kit to the head office as requested. |
| 37 | How you are going to bridge the gap between this development and resident concerns about height? This development does set a precedent. We would like to see something that will add to the character of Double Bay and I do not believe that this development will do this. | Your concerns are noted. The issues have been discussed previously. |



4.2 Double Bay Chamber of Commerce

4.2.1 Double Bay Chamber of Commerce Briefing Held on Wednesday 28th January, 2009 - 6 - 7.30pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Double Bay Chamber of Commerce.

In attendance:

Chamber of Commerce Representatives

- Diana Stojanovich
- Courtney Grigor
- Chelli Kover
- Primrose Anderson Stuart
- David Churchill
- Kate Dowling (President)
- John Connoly
- Annette Gillette
- Kaye Houston
- Nick Wyeth, Development Manager, Ashington
- Emily Lee, National Sales and Marketing Manager, Ashington
- Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)
- Michael Chapman, Principal, BC Associates (Retail Consultant)

| Para | Question/Comment | Ashington Response |
|------|---|--|
| 1 | Will Ashington enter into a management agreement for the hotel and sell off the other components or will you retain ownership of the development. | We will be looking to enter into a management agreement with a hotel operator then sell the hotel and retail to a funds manager or private investor. We are a development fund manager and do not hold assets for the long term |
| 2 | Can the hotel residences be managed by the hotel? | Yes, this may be a possibility depending on the owner of the apartments and the hotel operator |
| 3 | Where are the tower components located. Are they on Cross Street? | Yes – they have been located along Cross Street away from the adjoining residents to the north. This positioning is where the impacts will be minimized. The south west building is aligned with the rooftop of adjoining 45 Cross Street to again minimise any impacts. |
| 4 | Can you excavate any deeper to make more car parking? | We have looked at that however the advice from our engineers is to leave the existing basement slab in place because of the groundwater issues and presence of acid sulphate soils. |
| 5 | Is there a connection between the hotel and the residential development? | They will essentially be separate, with separate entrances and lifts etc. The only connection will be that the apartments will be able to call on the services of the hotel |
| 6 | How high will the hotel go? | The hotel has the lobby on the ground floor and occupies the four floors of the podium |



| Para | Question/Comment | Ashington Response |
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| 7 | Is there an apartment per floor in the tower components? | The tower elements are generally one apartment per floor, although there is the flexibility to make some smaller apartments if necessary. |
| 8 | When you look around Double Bay there are already a lot of shop fronts that are still untenanted/available. It would be shocking for this development to have a lot of empty shop fronts. Are there retailers that will want to come in here? | We have engaged a retail expert to look specifically at the layout and best tenant and use mix that will work in this location and within the Double bay area. We believe by creating the destination of having the hotel and piazza, and also the residential component, there will be a base load of retail activity generated by the development itself. |
| 9 | Some retail spaces are very luxurious and lush and the smaller retailers cannot sustain the rents. These people can afford to go into Bondi Junction. It was the small boutique retailers that made Double Bay unique, but these retailers will not be able to afford these rents. | Comment noted. |
| 10 | I was reading an article where Westfield was hoping to attract Armani etc. but in Double Bay we need to get a point of difference. | Yes. Double Bay retail needs to differentiate itself from Bondi Junction as offering a different shopping experience. Double Bay needs to market itself as boutique, outdoor, open air, street front shopping with alfresco dining and cafes and intimate spaces – this is something Bondi Junction cannot offer. We are also looking at local designers that are not in Bondi Junction that will provide DB as the place to shop for these brands |
| 11 | The big brand luxury name stores – consumers tend to go overseas to spend in these outlets because they have more choice. These shops are more on show. | Comment noted. |
| 12 | What type of pavers will you use in the piazza?. | It will be a high-quality stone paver. |
| 13 | Does the development have access to Georges Gallery? Will that access lead directly to the Piazza. | Yes, it is proposed to have an access to the Georges Centre although there is opening arrangements in place at the moment for when the Centre closes. It is expected these arrangements will be maintained. |
| 14 | The people who purchase an apartment will they be able to use the pool? | Yes |
| 15 | We know that there has been a huge objection to height and you are keeping the Floor Space Ratio of the existing building. Why can't you make some of the lower buildings higher to take some of the height out of the towers? The existing buildings that adjoin this site are already next to higher buildings. | We have looked at these scenarios and many iterations in between. The higher the podium goes the greater impact it has on the adjoining residents and Transvaal Ave Conservation Area, but also impacts on the sunlight into the piazza. The sunny piazza is a key element to making the retail work effectively. A recommendation of the Urban Design Review Panel was to keep the podium as low as |



| Para | Question/Comment | Ashington Response |
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| | | possible to relate better to the surrounding uses and maximise the effectiveness of the piazza, and then concentrate any floor space in taller slender forms. |
| 16 | If they said we will give you 12 storeys instead of 14 would you reduce the hotel or the residential space accordingly? | We would need to look at that. A fundamental principle though is that to ensure the project is viable to undertake, the amount of floor space needs to be retained. If the height of the current scheme was to be lowered by 2 storeys, we would need to investigate where this floor area could be replaced while not jeopardising how all the other components of the development work. |
| 17 | We really don't want to loose any more hotel rooms in Double Bay. | Comment noted. |
| 18 | If you fill in the piazza and took off the top levels of the towers then this will create more shadowing on the shops in Cross Street and in the piazza. Is that correct? | <p>If we filled in the piazza we would end up with a building largely the same as the existing one. In that instance we would look to simply refurbish the existing building into residential apartments but there would be no hotel and no improvement to the retail or other objectives for the site.</p> <p>The current preferred scheme separates the two taller elements and the podium along Cross Street is substantially lower than the existing building. This means that in many cases the proposed scheme is increasing sunlight to the retail shops on Cross Street.</p> |
| 19 | Are the towers going to interfere with the new residential apartments in Knox Street in terms of visual impact/overshadowing. Your towers face onto the Cosmopolitan apartments. | No. |
| 20 | I know you are talking about attracting the unique shops, but do you think we would ever get Louis Vuitton? If we get high end retailing then we will get the top end restaurants, which is what we need. | <p>Those high-end retailers are notoriously very difficult to deal with and take substantial lead times to secure. They are certainly on the list to speak with when the time comes.</p> <p>A signature restaurant is a key element of the strategy for the retail, hotel and overall development. It will provide one of the centre pieces for the destination we are creating.</p> |
| 21 | The new Westfield in the City will target Asian shops. Why can't Double Bay target European branding. We are trying to focus on this European flavour with the Double Bay Partnership. | Noted. The architects have taken much inspiration for the designs from Europe in the central piazza, open air spaces, the residential entries and mix of uses of hotel, retail, cafes and restaurants all surrounding the central village-type space. And also the small intimate laneways that connect to this space is very European but also very Double Bay. |



| Para | Question/Comment | Ashington Response |
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| 22 | To get a really good spa would be good. I guess a number of hotel operators have their own. | Yes. A premium beauty spa operator is also a key element of the project and one that the hotel will also have a keen interest in. |
| 23 | I heard this hotel has always had American and UK tourists who have followed the racing seasons. These people have wanted to buy good Australian labels, I get nervous about concentrating on luxury labels. It is all about mix, having a combination of good Australian labels such as Collete Dinnigan, Sass & Bide, Scanlon Theodore. They are great Australian labels. | Yes. Those high end Australian labels are some of the ones we are looking at and may work well and they will provide Double Bay with a point of difference from Bondi Junction, and are more in keeping with the boutique nature of Double Bay. |
| 24 | It is a concern that some of these good Australian labels are going to DFO e.g. Lisa Ho and this will destroy their label. | Comment noted. |
| 25 | From a personal point of view I have been talking to a lot of people. They want a hotel but they have an issue with height and how long it will take to build. Construction time is a nightmare for small businesses. | The estimated construction program is ~ 24months. Most of the disturbance to the surrounding area will be during the heavy works of demolition and structural works which will be in the first 8 – 10months. |
| 26 | You are saying that by 2012 you will be finished the construction. | The current program, all going well, is to start construction by end of 2009 / start 2010 and then a 2 year construction program which will have it complete by end of 2012. |
| 27 | We need to have a good hotel in Double Bay. | Comment noted. |
| 28 | Where is the hotel Ashington built in Kings Cross? | The Diamant Hotel which is located next to the Coca-Cola sign above William Street. |
| 29 | Have you had many people turn up to your meetings who are retailers? | There have been some retailers participate however they have been primarily attended by residents who have dominated the vocalizing of opinions. |
| 30 | A lot of the residents I have found have been very ill informed from the beginning and now after the No High Rise was formed there is a lot of misinformation. You have to keep up your information flow to the residents. | Yes. The misinformation was coming from the No High Rise group. As we were going through the Urban Design Review Panel and we did not have a clear direction for the project from this process yet, we were unable to inform the community about what was happening. Also the DOP had requested that we do not issue any releases until the Panel process had concluded. When it became clear to us the level of misinformation out in the community and the need to start communicating, we came out with a newsletter informing people of what we knew at that time, and then subsequent communications when we had further information. |
| 31 | Have you lodged a DA yet? | No. We expect to lodge the EA in February. |



| Para | Question/Comment | Ashington Response |
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| 32 | When the Saban Group commenced construction of the Ritz-Carlton the entrance was in Cross Street, for construction it was moved to William Street because of disruption to traffic circulation in Cross Street. It will be important to keep traffic moving in Cross Street as much as possible. | It is expected that construction access through William Street will not be permitted and that the major construction access will be via Cross Street. |
| 33 | There are already few enough car spaces. So the reduced car spaces will be a problem particularly during construction. | We are looking at the possibility from a safety perspective of how we may be able to continue the operation of the existing carpark post closure of the hotel and as long as possible. |
| 34 | How many car spaces in the existing building. | The approved plans show approx 170 however we understand the Stamford has closed some of these off for storage |
| 36 | Will a lot of parking be taken up by construction workers? | Once the heavy construction works start, it is not expected that the carpark will be able to continue to operate safely. |
| 37 | Will it be possible to use the hotel function facilities after it closes in March for charity functions? | We are also looking into the possibility of how this may work safely. |
| 38 | The Piano Bar works well here – it would be good to keep the Piano Bar going. | We have already had several discussions with him about this. |
| 39 | Are you planning to have music in the outdoor piazza area? | We haven't looked at this detail yet. There may be some soft ambient music. |
| 40 | Will you have a water feature? | Yes. Water features and landscaping and sculptural treatments will be part of the design of the piazza. |
| 41 | How will you secure the piazza? | The hotel concierge will have a 24hr presence and we expect the hotel will provide the necessary security for the piazza. We don't expect it to be closed off though. |
| 42 | How many retail spaces will there be compared to what is existing now? | I think there is now ~2,000sqm. The proposal includes for ~1,500sqm. We have not come up with how many tenancies this will be but we are looking at this now with our retail advisor and the right tenancy mix. |
| 43 | I have heard people say that Double Bay has expanded too quickly. There is not much new movement of people coming into the area. It is stagnating. Our retail has been increasing but our residential population has not grown. Do you have a comment about this? | We agree that areas such as Double Bay need to increase the residential density in the established centres. The broader planning strategies of the State indicate that this needs to happen as we cannot keep expanding into farmlands out west to satisfy the population growth. It is not sustainable and then you need to build roads, schools, infrastructure, police stations etc. Population densities need to increase around established areas with good quality infrastructure and retail offerings. It is inevitable. |



| Para | Question/Comment | Ashington Response |
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| 44 | A lot of people who can afford to live in Double Bay don't spend money here. | We are targeting the high end for the residential and hotel and these people do have the capacity to spend more on the retail and entertainment uses, which will provide the flow-on benefits and hopefully flow-on investment by the retail community. |



4.3 Double Bay Partnership

4.3.1 Double Bay Partnership Briefing Held on Wednesday 10th December, 2008 - 4.15-5.15pm Woollahra Council

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Double Bay Partnership.

In attendance:

- Councillor Andrew Petrie, Mayor Woollahra Council
- Councillor Chris Howe, Woollahra Council
- Allan Coker, Woollahra Council

Double Bay Partnership Representatives

- Joshua Berger
- John Lewis
- Kate Dowling
- Lady Sonia McMahon
- Stuart Jones
- Jo Kelly
- Matthew Bailey, Senior Development Manager, Ashington
- Nick Wyeth, Development Manager, Ashington
- Emily Lee, National Sales and Marketing Manager, Ashington
- Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)

| Para | Question/Comment | Ashington Response |
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| 1 | How high are the buildings | 14 storeys. Current building is equivalent in height to just under 9 storeys given the higher floor to ceiling height of the function spaces on the lower floors. |
| 2 | What is the retail floor space? | 2000m ² |
| 3 | How many parking spaces? Won't you need a lot more than that? | 85 spaces. |
| 4 | How many residential apartments? | 30-40 apartments being a mixture of 2 and 3 bedrooms. |
| 5 | Who have you spoken to in terms of retail users? Gucci etc. | The hotel operator is the key to attracting premium retailers, and we are getting close to appointing an operator. We have already had discussions with the licensees of key luxury brands in the region. We have also appointed a retail consultant to co-ordinate the retail strategy. |
| 6 | It was indicated that a lot of the 'high end labels' are actively invested in participating with their own space design. | Comment noted. |
| 7 | If you are serious about the hotel you would put the hotel on the top floor – and the residential in the lower levels. | Ashington acknowledge that it is for economic reasons that the hotel is located on the lower floors, and the residences on the upper floors, with the harbour views. This is common practice in developments with a mix of hotel and residential accommodation. |



| Para | Question/Comment | Ashington Response |
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| 8 | How do you envisage the open space being used? Who will retain this ownership? | They will be public accessible areas that will be retained as part of the development (hotel/retail) for maintenance and upkeep. |
| 9 | The piazza space looks open, will you put trees in the middle? Will there be a fountain (water features) Will it be an active space. | Ashington indicated that by getting rid of cars it meant that space is not just perimeter space. The intent is for this space to be active with cafes/restaurants and high end retail creating a destination for visitors. The design would also look to incorporate landscaping, water features and the like to create an inviting open space. |
| 10 | Will there be an area at Cross Street for taxi, drop off etc. Will you have this? | Yes |
| 11 | Could you take us through heights? | It was confirmed that the taller elements are sited at Cross Street and will be developed over the gateway entrances. |
| 12 | Would it be fair to say that you are providing the piazza as a public space for justification for going up? Yet the space has very little visual connectivity to the rest of Double Bay. Galbraith Avenue is very under utilised. I can't see how this space contributes to open space in Double Bay. This was the original debate with the Kiora Lanes project. If you took away the 'yellow space' in the middle – wouldn't it be better. | Ashington indicated that this was worked through with the Department. Preference was to create a street wall. |
| 13 | The shops really need to face the street. | Agreed, and will be applied where possible |
| 14 | The way that you treat the yellow space in the centre should be completely transparent – so people can see through. We need to attract visitors to Double Bay into these spaces. Can I request that you ask your designers to look closely at this design – this space needs to be seen to be accessible. You have a precedent at 41 Cross Street. | Comment noted. |
| 15 | On the ground plan – where are the retail frontages. | Along the Cross Street frontage and into the piazza |
| 16 | There are good retail examples in Hong Kong – 'see through' retail. | Comment noted. |
| 17 | Could you identify where the entrance to the apartments are. | There is a separate entrance for each of the apartment components all accessing from the piazza. This replicates the European village style of living that is consistent with the style and character of Double Bay. There is one entrance for the north east podium element, one in the northern podium arm, one adjacent to the hotel lobby and one into the eastern side of the podium. |
| 18 | Ram raiding bollards. Will you have these? | All appropriate security measures for retail and hotel frontages will be considered in the design |



| Para | Question/Comment | Ashington Response |
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| 19 | On the ground plan diagrams where are the red arrows going? Will connection to the Georges Centre be maintained? | The red arrows are showing the pedestrian connections to the various laneways etc (Galbraith Walkway / William Street, 2 to Transvaal Ave, 2 gateway entrances to Cross Street, and one to the Georges Centre) |
| 20 | Have there been discussions with the property owner of 41 Cross Street? | Yes, preliminary discussions have been conducted by Matthew Bailey. Further contact will be made by Ashington as a result of suggestions received from the Double Bay Partnership. |
| 21 | When would demolition start, if it all goes well? | It is expected that demolition could commence in the last quarter of 2009 at the earliest |
| 22 | If 41 Cross Street was to sell his property or develop it, would you work together? That is the best entry to your site. If commercially you can get a better outcome, then it would be beneficial to work together. Steven Rose is the owner of 41 Cross Street. They have approached Council and indicated they want to develop in their own right. | This owner was approached some time ago without success. We are happy to work together with the adjoining landowners if they are redeveloping subject to it fitting with our current program. |
| 23 | There are benefits in taking a lateral approach towards the integration of 41 Cross Street. | Comment noted. |
| 24 | At the moment, there is a lot of concern businesses don't know what is happening. | Noted. An extensive consultation plan has been prepared and provided to the NSW Department of Planning and Woollahra Council. Consultation activities that will outline the process to date and provide detail on the proposed scheme will be implemented during December 2008 – January 2009. This consultation incorporates community newsletters, advertisements, a community website, media communications, stakeholder briefing papers and a series of Community Information Forums. Refer to www.ashingtondoublebay.net.au for further information. |
| 25 | Business' major concern is rental impact. | Noted |
| 26 | Will the hotel continue operating until approval? | No, the hotel will close in March 2009 |
| 27 | Have you settled on the property? | Yes |
| 28 | In respect to consultation, it was indicated that a drop in centre was used on the Woolworths project and that this was successful. Will you consider this? | It was indicated that this is the intent to coincide with the exhibition of the Environmental Assessment in February. Ashington is currently looking for suitable space. |
| 29 | When will you be out of the ground? When will it be finalised? | It will be out of the ground 2010. All going well it would be completed in 2011. |



| Para | Question/Comment | Ashington Response |
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| 30 | Will you have a construction management phase for the consultation? I am assuming you have already considered how construction would occur. Construction will be a major concern for retailers. | <p>Generally a copy of the construction management plan would be posted on the community website at the time the construction certificate is issued. However preliminary information on construction-related matters would also be posted on this website prior to this as appropriate.</p> <p>Noted that construction timing and activity is of prime importance to retailers and local residents.</p> |
| 31 | What is the break even point on height? Would it work at 12 storeys. | This would need to be investigated further |
| 32 | Can the Department require Ashington to amend the design? | It was indicated that under the Part 3A assessment process the proponent must address issues of concern raised during the exhibition process. This could necessitate design revisions. |



4.4 Woollahra Council

4.4.1 Woollahra Council Development Control Committee Held on Monday 19th January 2009 - 6 - 7.30pm Woollahra Council

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives the Development Control Committee of Woollahra Council.

In attendance:

- **Councillor Andrew Petrie (Mayor)**
- **Councillor Sean Carmichael**
- **Councillor Lucienne Edelman**
- **Councillor Christopher Howe**
- **Councillor Susan Jarnason**
- **Councillor David Shoebridge**
- **Councillor Susan Wynne**
- **Councillor Malcolm Young**
- **Councillor Toni Zeltzer**
- **Alan Coker, Director of Planning**
- **Matthew Bailey, Senior Development Manager, Ashington**
- **Claudia Challen, Project Marketing Manager, Ashington**
- **Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)**

| Para | Question/Comment | Ashington Response |
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| 1 | I find it onerous that people have to ring up and register for your consultation and then are told what meeting they can come to. That is the reason why I have not come. I have never come across this before in a consultation process. | There has been a large amount of interest in the project, we are asking people to register to ensure that the number of people that come are catered for. It is purely for logistical and organisational reasons, not through any attempt to discourage people to come. |
| 2 | What is new about the concept of hotel residences? Isn't this like Quay West? | Quay West is a different arrangement. The concept of Hotel Residences in this format has not been done before in Sydney, although variants on the concept exist. |
| 3 | The proposal incorporates 1500m ² of open space including 870m ² for piazza. Where is the remaining 650m ² located? | The remaining open space is made up of the entries to the Piazza and the setbacks of the properties from the boundaries. |
| 4 | Of the 85 car spaces – how many will cater for the residential apartments. There won't be many, if any left over. | The current carpark allowance for residential is 1.5 spaces per apartment. We understand the concerns with relation to parking and are looking closely at this issue to increase the amount of parking available. |
| 5 | Are the towers 14 levels from street level right to the top? | There are different ways of expressing height, using conventional language it is 14 storeys in height, plus a plantroom. To be totally clear the height of the building as currently proposed is 51.2m as defined by Woollahra Council. |



| Para | Question/Comment | Ashington Response |
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| 6 | Your floor space ratio was initially measured at 4.6:1 now it has jumped up to 5.36:1. Why is this? | Initially we used the conventional method of measuring Floor Space Ratio. Woollahra Council uses a quite unusual definition. For example Woollahra includes plant area in the basement, and the areas over lifts and fire stairs. The 5.36:1 has been assessed by a registered surveyor. It should be noted that the increase is one in definition, only, the method of measurement is the same in both the existing and proposed design, so the "wins" we get in the existing by counting area over fire stairs become "losses" in the proposed design. |
| 7 | Without getting into a debate could you please provide us with drawings/plans to show us how you have verified your floor space ratio? | Plans will be provided as part of the Environmental Assessment. |
| 8 | It was indicated by Matthew Bailey that there has been a lot of questions relating to the Galbraith Walkway from adjacent residents who had expressed concern about increased usage of the connection. Council has indicated that it had a right of way up the middle of the Walkway approximately 1.8 metres wide. Council was going to check this and advise Ashington accordingly. Generally however, Council saw the connectivity of the site as a positive aspect of the proposal. | Comment noted. |
| 9 | The potential for conflict was discussed and it was agreed that the first step was to clearly understand public rights of access. | Comment noted. |
| 10 | Are the connections to Cross Street included in the 870m ² piazza? | Yes |
| 11 | It is important to appreciate that the face to the piazza is retail shop fronts to attract people. It does not encourage people to circulate to other retail shops in the Double Bay Centre. | We have maintained a strong street wall alignment along Cross St, as this was the intent of the DCP. |
| 12 | Council indicated that a meeting had been held with the owners of No. 19-27 Cross Street. Council indicated that they should talk to Ashington. | Ashington will discuss the proposal with the adjacent owners. |
| 13 | What is included in the hotel amenities? How long will the pool be? Who can use the pool? Will it be indoor or outdoor? | The hotel amenities are not designed in detail yet, however will be made up of a small restaurant, and possibly some function space and day spa. The pool will be around 20m long. The pool will be used by hotel guests and residence owners. The pool is outdoor. |



| Para | Question/Comment | Ashington Response |
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| 14 | <p>My biggest concern is how do we console the residents about the breach of height and the fact that this development disregards controls which were based on substantial community consultation. I am concerned about this creating a precedent.</p> | <p>We understand that the council controls were created after much work, however they will never be complied with on this site. Council would, or should have known this when they were written. Council should have written workable controls rather than saying unworkable ones must be complied with.</p> <p>The existing building is developed well in excess of the majority of the council controls, in particular height and FSR, which were written 12 years after the building was built. There will never be a development on this site in accordance with those controls. It is not feasible for any land owner to demolish a building of nearly 20,000m² and rebuild a building of around 9,000m². Any new development on another site would need to be approved under the Environmental Planning and Assessment Act as we are. The consent authority will look at all the issues of that development, and may look at our development, but will look at all the issues surrounding our approval. There are a number of key factors which exist on our site. Firstly, the site is very large – it is the largest single site in one ownership in Double Bay. There are some other large sites, however they are either owned by council, or are in multiple ownership via strata. The other factor is Floor Space Ratio. While it is possible, albeit difficult, to amalgamate sites and create a similar size site, that site will not have the excess of floor space ratio that currently exists on our site. Both these factors need to be looked at together in relation to precedent. As far as we can see, there is no site in Woollahra LGA that has those combination of factors. Without both the site area and FSR, we see no possibility of anyone else using our site as a precedent.</p> |
| 15 | <p>The existing hotel is above the controls. Council has amended its plans twice and in a major way in 2003. The controls that existed when the hotel was built are no longer in place.</p> | <p>Correct. We feel Council should have amended its controls in a workable way that encourages high quality development rather than creating controls that will never be complied with that create complicated situations such as this.</p> |
| 16 | <p>Ashington is saying that we no longer have to comply with our DCP controls because the existing building no longer complies.</p> <p>The height control was the major debate that was held with the community. We are not suggesting a 2 storey building for the site. The 16.5 metres would give you five floors. How many floors in the existing building?</p> | <p>The existing building is 28.5m, which is between 8 and 9 conventional floors.</p> |



| Para | Question/Comment | Ashington Response |
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| 17 | The towers look very mean/very tight. How many apartments will you have per floor? They look very small. How big will the apartments be? | The proposed design is for primarily one apartment per floor. They will be around 300m ² . This is a generous allowance for an apartment. |
| 18 | Ashington's contention is that we trade 8 storeys in additional height for a piazza, because Double Bay needs a piazza. This style of development is out of character with Double Bay. | The character of an area is in many ways formed by the experience of a person at street level. The proposed design greatly improves the street level activation and amenity, and is more in keeping with the character of Double Bay than the existing building. We feel that the existing building is not at all in keeping with the character of Double Bay. It is poor quality, has poor connectivity and permeability, and has poor quality retail. We feel that the proposed building is a vast improvement. |
| 19 | You indicated that you had the support from the Double Bay Partnership. You don't have support from the Double Bay Partnership – I sit on the Double Bay Partnership and they do not support this development. | I didn't say I had support from the Double Bay Partnership. I said we had consulted with them. Through that consultation process, they have said they support many of the aims of the development. |
| 20 | The issue I have with what you are building is that the piazza is away from the real centre of the Double Bay Village. What is our position on this from a planning view point? | Allan Coker, Director of Planning indicated that Council did not know whether the piazza is where it should be and indicated that economic studies need to be assessed to better understand the proposal. In principal, it was indicated that it was Council's position that an open site connecting into the pedestrian flow is a good one. The issue for Ashington is whether the tenancies will attract the type of retail that will make this space dynamic. I don't believe it will take trade away from retail. |
| 21 | You have a u-shape development opposite your site that is similar – people don't go behind this building. | There are many examples of poor quality developments in Double Bay. Our design has been carefully considered to avoid the mistake made in the past. |
| 22 | How do the shadows work over the piazza? Will the towers over shadow the piazza? | No, the towers are to the south of the piazza, so they will no overshadow it. |
| 23 | Knox Lane is extremely well used. I am concerned that this will be lost into shadow. | There will be some additional shadowing onto Knox Lane, not Knox St. I understand your view, but we feel Knox Lane is not well used, and is predominantly used as a loading area for businesses on Knox St and Cross St. The narrowness of Know Lane also means that it is generally in shadow from it own buildings anyway. |
| 24 | Will the piazza get shadow at lunch time? | The shadow effects differ throughout the year, but yes. |



| Para | Question/Comment | Ashington Response |
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| 25 | I want to know about overshadowing on Transvaal Avenue in the afternoon. | At 3pm on 21 June, which is the shortest day of the year, when the shadows are longest, the shadow does not reach Transvaal Av by 3pm. The design of the taller elements has been carefully considered to take this into account. Full shadow diagrams will be part of the Environmental Assessment. |
| 26 | You were making comments about how we shouldn't compete with Bondi Junction. Do you think we should be building towers like Bondi Junction? | The towers in Bondi Junction are much taller and have much larger floor plates than what is proposed. We are contending that the development should be designed to compliment Double Bay, but this needs to be looked at with height as one issue in combination with many others. |



4.5 Tourism Organisations

4.5.1 Transport and Tourism Forum Briefing Held on Wednesday 28th January, 2009 - 2.00 pm Ashington Boardroom

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Transport and Tourism Forum.

In attendance:

- Christopher Brown, Transport and Tourism Forum
- Evan Hall, Transport and Tourism Forum
- Olivia Wirth, Transport and Tourism Forum
- Matthew Bailey, Senior Development Manager, Ashington
- Emily Lee, National Sales and Marketing Manager, Ashington (Prepared Record of Comments)

| Para | Question/Comment |
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| 1 | Mr Brown agreed that for the concept to work it would need to become a 'destination'. Comment by Mr Brown – Eastern suburbs is underserved in the 4-5 star hotel market. |
| 2 | Ashington re-iterated that low retail vacancy exists in Double Bay (4%) with many retailers achieving very strong rents with some over \$2,000/m ² (net). This is despite popular opinion of high vacancy in Double Bay. |
| 3 | Ashington noted that some of the issue with parking was potentially linked to a preference by local shoppers for on-street parking and existing car parks in Double Bay provide parking which is sometimes not utilised to capacity. |
| 4 | Ashington clarified that the development is a Major Project under Part 3A. Currently in consultation with stakeholders and the community. |
| 5 | Ashington confirmed 2011 as being the time when the hotel is expected to be open. |
| 6 | Ashington confirmed that there will be conference space in the new hotel of a smaller scale than is in the current hotel. |
| 7 | There was agreement that the hotel would appeal to smaller, high end functions vs being a large conference venue. The restaurant and bar space have been designed in line with this. |
| 8 | Primary issue with local community is height, Matthew Bailey commented Ashington is of the view this is offset to a certain extent by the provision of more public space, better retail and a more suitable hotel. |
| 9 | Mr Brown expressed the view that the community and stakeholders wanted to be involved in projects like this. |
| 10 | Mr Brown agreed there was a clear gap in the market for luxury hotels. |
| 11 | Mr Brown commented on professional consultation process being adopted by Ashington. Thought it was well done. |
| 12 | Mr Brown communicated that the industry needs 'innovators' to come into the market like Ashington. |
| 13 | It was indicated by Mr Brown that the Transport and Tourism Forum are in favour of development and in creating activity for the NSW economy. |
| 14 | Mr Brown believed the modernisation and 're-build' of Double Bay was an important message to convey during further consultation and media communications. |
| 15 | Mr Brown indicated that the TTF was generally supportive of the re-development at 33 Cross Street Double Bay. |



4.6 Adjoining Landowners

4.6.1 31-33 William Street Held on Thursday 9th January, 2009 - 10.00 am Level 17, 363 George Street

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of 31-33 William Street, Double Bay.

In attendance:

- **Richard Nunn**
- **Kay Ingleton (PO Box 1261, Potts Point 2011)**
- **Matthew Bailey, Senior Development Manager, Ashington**
- **Emily Lee, National Sales and Marketing Manager, Ashington (Prepared Record of Comments)**

| Para | Question/Comment |
|------|--|
| 1 | Ms Ingleton advised that the reason access to Galbraith Walkway is currently restricted is that a restriction was imposed as part of the DA for the current building. |
| 2 | Ms Ingleton indicated interest in the appearance of the Southern façade that faces the Galbraith Walkway, particularly the location of the windows and wall in relation to 31 – 33 William Street. Primary concerns here were overlooking and noise transfer. |
| 3 | Ms Ingleton commented that overlooking from the N/W component of the residential in the proposed design scheme is greater than it is currently despite it being lower and marginally further back. |
| 4 | Mr Nunn voiced concerns regarding potential decreases to the value of his property due to the new development potentially; <ul style="list-style-type: none"> – Increasing traffic to Galbraith Walkway – Addition of outdoor seating to Galbraith Walkway – Overlooking from adjacent residential apartments |
| 5 | Mr Nunn suggested limiting time frames for access to Galbraith Walkway as it is currently shut from 6pm. |
| 6 | Ms Ingleton noted that local residents in Galbraith Walkway do not want access to the Walkway. |
| 7 | A decrease in safety crossings was noted. |
| 8 | Ms Ingleton advised that there was better access to the ferry via Cross Street - noted. |
| 9 | Ms Ingleton reminded MB & EL that this concern was raised in the April Community Information Day and subsequently noted in the record of comments, however felt that it had not been listened to. |
| 10 | Ms Ingleton is concerned about illumination from the apartments. |
| 11 | Ashington advised that it was looking at screening and protection solutions for around the pool and other public amenities facing to the North. |
| 12 | Ms Ingleton highlighted the existing noise transfer from the balcony and pool area. She believes the noise transfer will be greater due to the lower building and her residence being closer to pool and bar in the new design. |
| 13 | Noted that the hours of operation and the option of enclosing the bar or utilizing a screening solution would need to be considered. |
| 14 | Ms Ingleton indicated she was generally positive about the change and upgrade to the hotel and the addition of residences. |
| 15 | Mr Nunn re-iterated his issue with the following: <ul style="list-style-type: none"> – Having Galbraith Walkway open and accessible at all times would be a problem. – Traffic down Galbraith Walkway to the West. – Outdoor seating to the end of Galbraith Walkway. |



| Para | Question/Comment |
|-------------|--|
| 16 | Agreed to schedule a meeting in mid-February to outline how these concerns are to be addressed. |
| 17 | Ms Ingleton commented that she believes the re-development is a positive thing for Double Bay. |
| 18 | Ashington agreed that the issues were understood, and that Ashington would look at the design and come back to discuss possible amendments or options. |



4.6.2 31-33 William Street and 35-39 William Street Held on Saturday 17th January, 2009 - 6 - 7.00 pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of Executive Committed, 31-33 William Street, and Body Corporate and Executive Committee, 35-39 William Street Double Bay.

In attendance:

- Mr Hughes, President Body Corporate – 35-39 William Street
- Gary Binetter, Executive Committee- 31-33 William Street
- Sally Guth, Executive Committee – 35-39 William Street
- Kay Ingleton, 31-33 William St
- Matthew Bailey, Senior Development Manager, Ashington
- Claudia Challen, Project Marketing Manager, Ashington
- Belinda Barnett, Director, Urban Concepts (Prepared Record of Comments)

| Para | Question/Comment | Ashington Response |
|------|--|---|
| 1 | Overseas images were shown indicating what the piazza could look like. Where are these places? These are urban areas – they are a different scale not relevant to Double Bay. I don't think any of these images are relevant for Double Bay. | They are from a variety of international developments. They are only intended to give some indication of "feel" of the development. They are not intended to be exactly what we are doing. |
| 2 | I don't see you have the space for the landscaping you are proposing at the northern boundary. | The building to the north will be further setback than it currently is. The landscape design is still underway, but we are comfortable there is enough room. |
| 3 | Where do you put the trees? Do the trees go inside the boundary line? | We will look at putting the trees in the most appropriate place. The ownership of land on the north boundary is quite complicated. Obviously any works not within our boundary will need to be agreed by all parties concerned. |
| 4 | Council owns land down Galbraith Walkway and along the back of 31-38 William Street. | We will talk to Council. All landscaping works as part of our proposal will be at our cost. |
| 5 | If there is retail on the bottom level will it exit out on to Galbraith Walkway? | There is no real benefit to us to access the retail from Galbraith Walkway. We will look at this area of the design. This area is not intended as a main access point. |
| 6 | Aren't there rules regarding open air dining and restaurants/bars. We are concerned about noise. | There are Australian Standards and BCA requirements that we need to meet. We are doing an acoustic report which will be looking at these issues. |
| 7 | At the consultation you held in April residents raised concern about Galbraith Walkway and increasing its usage. This proposal has not taken account of that. | At that consultation you are correct, some people did say they wanted no access through there however people have also said to us they want the access increased and improved. |
| 8 | Galbraith Walkway is for residents only. This is a high residential area. At the moment the doors into the retail arcade close Monday to Saturday at 6pm and it is closed Sundays and public holidays. | Your concerns are noted, however we do point out that people have said they would like the access more open. Part of consultation is that we listen to all views. |



| Para | Question/Comment | Ashington Response |
|------|---|---|
| 9 | You are saying that the Department of Planning said that Galbraith Walkway should be connected – is that correct? Who in the Department of Planning said this? | What we said is that the connectivity through the site was seen as a key benefit through the site. We have had conversations with council and the Department on these issues. |
| | We are quite happy for you to tell people that we don't want people walking through here. This walkway is very unique. It was specifically built just for the people in the area. Because it is such a sensitive area it needs to be addressed sensitively. | Comment noted. |
| 10 | I would have thought that you would listen to residents who live on Galbraith Walkway and not ferry commuters. This walkway is for residents only, we don't want 24 hour access. | We listen to all views offered to us as part of the consultation process, but of course those of our immediate neighbours are a high priority. |
| 11 | When we met a week ago you said you would be looking at our concerns. That is why I was disappointed with what I saw today. You are ignoring us. | When I met with you a week ago I said I would address your concerns, and come back to you in the next two to three weeks with some feedback. It has only been a week. I have listened to your concerns, and I will come back and discuss them with you. I think the fact that this is the third time we have met in a week shows I am not ignoring you. |
| 12 | When can you show us the revised design? | I said two or three weeks. I have spoken to the architect – I will stick to the timeframe that I gave you. There are a number of issues to address, and the important thing is to get it right. I have said multiple times we will come back and discuss with you and we will. |
| 13 | The status quo is the maximum that we will accept. It is of no benefit to Ashington to have hundreds of people walking up and down Galbraith Walkway. We don't see this as a strong connection. | This view has been expressed a number of times at a number of forums, we understand. |
| 14 | We want the connection closed on a Sunday. We hear every word, sound echos. If a phone call is made from a hotel balcony then we hear this. We just want our amenity maintained. | Comment noted. |
| 15 | You put a pool on the roof. Most developments that have pools have hours of operation. Will you have this control? | We are looking very closely at the screening and acoustics for the pool. The pool will definitely have restrictions on hours of operation. |
| 16 | I think it will be very difficult for you to make this roof space work for privacy. Why would you put shrubbery screening if this is the space that has the view? | We are looking at the issue closely, and understand your concerns. |
| 17 | It is our properties that are being devalued. You don't have a long term involvement in Double Bay – we do. You will be gone in 2 years after construction. Please don't say to me again that you need to listen to a number of views. | I understand what you are saying, but the consultation process is that I will listen to everybody's opinion. You are dismissing everyone else's opinion apart from your own. I will not do that, I will continue to listen to all opinions. |



| Para | Question/Comment | Ashington Response |
|------|--|--|
| 18 | You are aware that the walkway is only a couple of metres wide. There is wording in your right of way that there is not to be an increase in residential usage. | Our lawyers are looking at this – but it is very complex. I am happy to look at your information. |
| 19 | When Sahben constructed this, a condition of the consent was that the walkway is not to be used for construction access. | We have no intention of using the walkway for construction access. |
| 20 | Can we look at the far right building? How high is it at the northern boundary – 4 levels of apartments? | The building on the north east corner is 5 levels. |
| 21 | The balconies of the existing Ritz-Carlton will be pushed forward. Is that right? | The section shows the situation, the boundary wall is further south, it does go somewhat taller than the existing, however it stops there, where the existing building steps back and then goes up several more stories. |
| 22 | What about noise from air conditioning. Where will air conditioning plant be located? | All plant will be in acoustically treated enclosures, primarily on the southern side of the taller buildings, or in the basement. |
| 23 | Where is the existing hotel plant – so it is moving closer to us? | The only plant that will be there is smaller plant that relates to the specific building. |
| 24 | How many metres are you moving the back wall of the hotel back. Is it the whole length of the wall? | The whole wall is moving back, the design hasn't been finalised, but it is around 2-3m at the moment. |
| 25 | I think you need to get the perspective right on these sections/plans. Some of it has been misrepresented. | I understand you feel they are not accurate, they were professionally prepared. We will check with the company that did them, however we are confident with their accuracy. |
| 26 | Is this development approved? | We have no approval. |
| 27 | Why does it have to go to the State Government and not Council? Council has our best interests at heart. Did you have to ask the Department of Planning to assess this development? Why did you do this? Why has no other developer used this process? | We tried to progress the development with the Council, however did not feel that we were getting any constructive response. We then approached the Department of Planning. |
| 28 | There are so many people against this it is difficult to understand how you are going to get support. | There are a wide range of views on the development. |
| 29 | The impact of these huge towers. I have not spoken to anyone who wants this. | This is noted, I have spoken however to many people in favour. |
| 30 | We are all upset and 100% against the development. The total disruption to our lives, the total design, the loss of amenity. What you are proposing is changing our lifestyle. It is a village atmosphere. I can walk through and have a coffee. We have sunlight into our properties. | Your concerns are noted. As your properties are to the north, there will be no effect of overshadowing on you. |
| 31 | I think my major concern is the public piazza open 24 hours – so at 2am-3am there is a chance of loitering/security issues/noise. | Comment noted. |



| Para | Question/Comment | Ashington Response |
|------|---|--|
| 32 | If you were to close off and put a gate, it would be an improvement but I would like it closed off entirely. People will leave the piazza and go through to Transvaal Avenue. It will just move the problem. | Comment noted. |
| 33 | A gate is better, but I want it closed off entirely. | Comment noted. |
| 34 | I don't want signs saying there are residents in the area please be quiet. | Comment noted. |
| 35 | We don't want our walkway used as a garbage can. | Comment noted. |
| 36 | Are we going to have staff from retail shops standing in the walkway? | That is not our intention. |
| 37 | How long before plans are ready? | We will most likely have them complete some time in February. |
| 38 | So when will we have the plans to look at. | We are still working through the issues, but as I have said a number of times, I understand your concerns, we are looking at them, and will come back to you to discuss what we can do. I said a week ago two to three weeks, and that sort of timeframe stands. |
| 39 | Have you looked at the Forum and Quadrant developments in Sydney? If these didn't work, why are you so confident that this will? | We have looked at those developments, and this development has many different characteristics. We are considering the design carefully. |
| 40 | One concern I have for the piazza is that in winter it will be a dark hole. | We understand this, and the design is being considered carefully. |
| 41 | These are going to be expensive retail spaces, we need bakers and the like – fresh food. | Comment noted |
| 42 | Fratelli Fresh was too expensive at the POST and you couldn't get them there. | There were a number of issues beyond price why we did not agree to terms on that space with that operator. It isn't the right forum to comment on them. |
| 43 | Will Ashington retain ownership of the shops? | The funds that own the development are not long term owners, so the retail will be sold eventually. |
| 44 | Are we guaranteed that there will be hotel? What if the hotel does not work, will it be converted to residential? | The plans that are lodged for approval will have a hotel. Ashington has no intention to change the hotel use to residential. |
| 45 | Because I am at the back north/western corner at bottom what will I look at. What will be behind the trees? | You will primarily see trees. |
| 46 | Could there be trees across the opening. Would you look at this? | For that to be the case we would need to close the walkway. We understand you want the walkway closed, however people also want the walkway open. We are looking at the issue as we said. |
| 47 | Would you look at redoing the whole walkway? | We have no plans to do work outside our boundary, but we could look at it. |



4.6.3 45 Cross Street Held on Tuesday 27th January, 2009 - 6 - 7.30pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of the Executive Committee of Owners Corporation of 45 Cross Street.

In attendance:

- **Members of Executive Committee (5)**
- **Matthew Bailey, Senior Development Manager, Ashington**
- **Nick Wyeth, Development Manager, Ashington (Prepared Record of Comments)**

| Para | Question/Comment |
|------|---|
| 1 | <p>Access Arrangements to Georges Centre</p> <ul style="list-style-type: none"> • Concerns were raised about the proposed access to the Georges Centre in 45 Cross Street. There are existing opening hours for this access at present. It was suggested that these arrangements be maintained for the proposed development. |
| 2 | <p>Overlooking and noise from podium roofdeck / restaurant / apartments</p> <ul style="list-style-type: none"> • It was noted that the podium of the proposed building was substantially lower and set back further than the existing building which improves the conditions along this edge and will also improve views from many apartments in 45 Cross St. • Proposed restaurant size estimated at 50-60 seats. • There are screening and landscape treatments proposed along the western edge of the podium. • The restaurant is also proposed to be enclosed along the western and northern sides. • The operation of the bar / restaurant will also be subject to an operational management plan which will define its hours of operation and how it will operate. • It was noted by the member of the Executive Committee that the overlooking impacts of the current building was acceptable. • Ashington to review orientation of apartments adjoining boundary. Ashington to organise inspection of upper floor apartment of Nazy Minbashian. |
| 3 | <p>Common Wall</p> <ul style="list-style-type: none"> • Ashington to investigate height of existing common parapet wall to be retained. |



4.6.4 18 Transvaal Avenue Held on Wednesday 21st January, 2009 - 5.00 pm The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representative of 18 Transvaal Avenue, Double Bay.

In attendance:

- **Shane Barr**
- **Matthew Bailey, Senior Development Manager, Ashington**
- **Katherine Battah, Personal Assistant to Development, Ashington (Prepared Record of Comments)**

| Para | Question/Comment |
|------|--|
| 1 | Mr Barr stated he was a developer in the area, and was generally in favour of a redevelopment of the site, but it had to be high quality. |
| 2 | Mr Barr stated he understood Ashingtons point of view, whether or not he agreed with it. |
| 3 | Mr Barr - would the retail and hotel be held or sold by Ashington. |
| 4 | Ashington is not a long term owner, so will eventually sell to a third party. |
| 5 | Mr Barr - Who is taking control of retail mix / leasing. |
| 6 | Ashington will control this. |
| 7 | Mr Barr - Is there the potential to create a high end bar and restaurant as part of the development that is stand alone rather than only part of the hotel |
| 8 | Ashington - There was the potential to do so, and we were considering it as part of the development. |
| 9 | Mr Barr stated he thought the design and height of the towers were "ugly" |
| 10 | Mr Barr stated he felt that a high quality refurbishment was a better option. |
| 11 | Mr Barr questioned the need for a hotel in Double Bay. |
| 12 | Ashington stated that he understood the view, but a consistent theme of the community feedback was that many people felt a hotel was essential. |



4.6.5 25 William Street Held on Friday 23rd January, 2009 - 10.00 am The Boardroom of the Stamford Plaza Hotel

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of 25 William Street, Double Bay.

In attendance:

- Kerry Burns, Burns & Associates
- Natasha Harriss, Burns & Associates
- Mary Fisher, Landowner
- Matthew Bailey, Senior Development Manager, Ashington
- Katherine Battah, Personal Assistant to Development, Ashington (Prepared Record of Comments)

| Para | Question/Comment |
|------|---|
| 1 | Ashington stated that the raft slab in the basement was being retained, with slight modifications to structure |
| 2 | Ashington stated the existing easement arrangements are not planned to change at this stage, but are being reviewed further. |
| 3 | Ashington stated that the design was for the Piazza to be open twenty four hours a day seven days a week to public |
| 4 | Ashington stated the Piazza area has become slightly smaller from earlier designs due to comments from the design review panel. |
| 5 | Kerry Burns -If Stamford is not doing well, what makes Ashington certain this development will as a Hotel? |
| 6 | Ashington -Hotel market is divided into 3 markets – leisure, business and conference/meeting. Stamford has 144 rooms and is not trading well in a large format hotel with the business traveler not being captured, trades ok with the leisure traveler but not enough to make up for the loss in other areas. For the hotel to be viable it needs to capture enough of the market to have a high occupancy all week. |
| 7 | Kerry Burns - What was Stamford specifically designed for ie leisure, business? |
| 8 | Ashington -I don't know the details of the original design intent. |
| 9 | Ashington stated that the targeted customer of the proposed development, the leisure traveler will stay longer, spend more money which will create greater flow on effects to economy than the alternate business traveler. |
| 10 | Ashington stated that they are currently working through the retail mix and aiming for the best complimentary mix within the development and the Double Bay area. Hill PDA are conducting reports on the best retail mix along with BC Associates. |
| 11 | Ashington stated they are looking at 'active' retailers – some similarities to the Italian Forum however less restaurants. Looking at including mixed use businesses – sit in or buy to capture trade throughout the day and week. |
| 12 | Ashington stated the Piazza design has been designed as a public active space – not just for use by the retail customers |
| 13 | Ashington stated current plans show 66 hotel rooms and 36 apartments, however still in discussions with Hotel Operators which may change the mix slightly. |
| 14 | Ashington stated that the taller elements have been revised through the process in floor plate and location, particularly by moving them further south to minimise the effects on residents to the north. |



| Para | Question/Comment |
|------|--|
| 15 | Ashington stated that over 70% of floor space is lower than the current building, 30% is higher |
| 16 | Kerry Burns - If retail hasn't worked in Stamford Plaza currently and in the Double Bay area, why would it work in Ashington's development? |
| 17 | Ashington - The existing retail primarily relies on hotel guests, and their access to the centre is poor. The existing retail design is very bad, and by creating a higher quality design, along with a complimentary mix, it can be successful. |
| 18 | Kerry Burns -Parking is a concern – 173 in current building down to 103 |
| 19 | Ashington are looking closely at the situation. Early designs have back of house and plant rooms in basement however looking at pulling this out of the basement to free up space. A traffic and parking report is being conducted |
| 20 | Ashington stated the design had been amended through the process to address public concerns, and this process would continue. |
| 21 | Kerry Burns - What area is Ashington less loathe to change? |
| 22 | Ashington - The development is a combination of different factors, and they all need to be looked at together, however, in terms of value, the residential is worth the most per square metre, than the retail, then the hotel |
| 23 | Kerry Burns - Would the development be staged? |
| 24 | Ashington - No, the site is not big enough. |
| 25 | Kerry Burns expressed concern with the hotel amenities on L4 and noise impacts on the properties to the north. |
| 26 | Ashington were aware of the issue, and were amending the design to ameliorate the concerns. |
| 27 | Kerry Burns suggested set backs with physical barriers such as planting could be used to assist noise and visual separation. |
| 28 | Ashington stated this was being incorporated, and the design was being carefully reviewed, and more detail would be provided as part of the EA. |
| 29 | Mary Fisher stated the design of 45 Cross St had been carefully considered to address visual, noise and privacy impact to the north, and had many good features and should be looked at by Ashington. |
| 30 | Ashington stated he had already done so, but would have a closer look again in the detailed design phase. |
| 31 | Kerry Burns: Why not refurbish the current building? |
| 32 | Ashington do not feel that a refurbishment of the existing building, with no hotel possible as part of that development would be a good result for anybody. |



4.6.6 19-27 Cross Street
Held on Tuesday 27th January, 2009 - 10.00 am
Rose & Jones Offices

The following is a record of the questions, answers and comments arising from the Stakeholder Briefing Session given to representatives of 19-27 Cross Street, Double Bay.

In attendance:

- **Byron Rose**
- **Matthew Bailey, Senior Development Manager, Ashington**
- **Nick Wyeth, Development Manager, Ashington (Prepared Record of Comments)**

| Para | Question/Comment |
|------|---|
| 1 | <p>Review of Ashington project</p> <ul style="list-style-type: none"> • The current plans of the proposed development were showed to Mr Rose. He was generally impressed with the designs and the concept. • It was noted that the project would provide a lift to the general area. |
| 2 | <p>Plans for 19 – 27 Cross Street</p> <ul style="list-style-type: none"> • It was indicated that there were plans to redevelop the site at sometime in the future. • It was proposed that the development could be a mix of retail, commercial suites and residential. The exact form or details of any proposal were not yet available. |
| 3 | <p>Joint Development Opportunities</p> <ul style="list-style-type: none"> • These opportunities were discussed. It was agreed that in consideration of the extensive planning process that Ashington has been through and the point at which it is currently at, it was preferred to let this process come to some conclusion. • Opportunities to undertake the construction works in a parallel timing, or by the same builder and have one construction site were identified as having potential benefits and also ease of managing potential impacts to the surrounding area. It was agreed to further discuss this element at a later date. • Mr Rose noted that the estimated timeframes for Ashington's construction commencement seemed adequate for him to go through his own planning process. • At the appropriate time when some further designs for the redevelopment of 19 – 27 Cross Street were prepared, the parties could review any beneficial design considerations or linkages between the site. |



5.0 RECORD OF COMMENTS ARISING FROM COMMUNITY FORUMS

This Section presents the Record of Comments arising from the twelve Community Forums sessions held between Saturday 17th, Tuesday 20th, Wednesday 21st and Thursday 22nd January 2009. The Records were issued to all participants in Draft format. Under the consultation process participants were given two weeks being up to the 20th February, to advise Urban Concepts of any changes they would like made to the Records to ensure that they were an accurate representation of the discussion. All changes received by Urban Concepts up until Friday 20th February have been made and are denoted with a black underline. Changes made by Ashington to their responses in line with participant requests are also denoted with a black underline. It is noted that participants amendments have been made verbatim as received.

5.1 Saturday 17th January, 2009

5.1.1 Community Forum 9.30 – 11.30 am Session

LIST OF PARTICIPANTS

Urban Concepts advises that 27 people registered to attend this session and 24 people attended the session. The list of participants who attended is detailed below.

| Name |
|--------------------|
| BENNECKE, Inez |
| BENNECKE, Chris |
| BLAND, Bruce |
| CONOMOS, Gregory |
| CONOMOS, Mrs |
| CZINKER, Lynette |
| CZINKER, Elizabeth |
| GAL, Judith |
| GROZINGER, Mary |
| KELLY, Peter |
| KELLY, Gail |
| KRAMER, Dr T. D. |
| McCATHIE, Helen |
| McLEOD, Peter |
| MOORE, Carmel |
| PARK, Judy |
| PARSONS, Virginia |
| ROBINSON, Mark |
| ROBSON, Meri |
| ROCHE, Bill |
| ROCHE, Damien |
| STANGROOM, Daniel |
| STING, Heidi |
| WILLIAMS, Suzanne |



COMMENTS RECORDED DURING QUESTION TIME

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|--|
| 1 | What classifies a development as a tourism project under Part 3A? | A project must be assessed under Part 3A if it is either in excess of \$100m capital investment value or generates over 100 tourism related full time equivalent employees. That criteria is non-discretionary. |
| 2 | <p>Bruce Bland Rose Bay Resident, Residents First objector. Height is a concern – The community feeling is that we do not want another Bondi Junction.</p> <p>Decision making process has been taken away from Council. You have said this is a Government decision.</p> <p>You say that there won't be a development precedent but the Cinema/arcade and adjoining Raine & Horne site has been put together as a development site. There will be precedents.</p> <p>One point that you make that is not valid. You state that 70% of the development is under the height of the existing building. This is meaningless. It does not tell us anything.</p> <p>You said there would be a 450% improvement in retail frontage. I can't believe this because you say you go from 40m to 225m of retail frontage but there is more than 40m of retail frontage in the existing building.</p> <p>The view from the harbour is it a relevant view? Views are not relevant from boats and ferries – I don't believe the community is concerned about these views.</p> | <p>We understand height is an issue for many people, we however ask that all the issues of the development be looked at together. Height is one issue, but there are many others such as economic benefits, public space, environmental concerns, building bulk.</p> <p>The Minister for Planning is the Consent Authority, correct.</p> <p>It is possible, albeit difficult, to combine a number of sites together to create a large site. However, we also have a very high FSR on our site, which cannot be created by amalgamating sites. The sites on New South Head Rd you refer to do not have nearly the same FSR as exists on our site.</p> <p>The statistic is correct. I understand you don't think it is a relevant statistic. It was one of many discussed in the presentation, we tried to cover as much information as possible to give people a picture of the development, however we accept not every piece of information will be interesting to everyone.</p> <p>That statistic referred to retail with an open street frontage.</p> <p>Views from the harbour are important to many people, and have been suggested as key by the Department of Planning, Council and many residents. I understand however you feel they are not important.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| | <p>Presume that the only reason that you are going high is so that you can sell apartments with a view.</p> | <p>The apportionment of area on the site is a balance. By creating more space at ground floor with no buildings on it – publicly accessible space, there has to be an increase in height. Of course views are a selling point in residential apartments.</p> |
| 3 | <p>Most important point is that Double Bay is a village. There is no high rise at all.</p> <p>I don't agree with your explanation of character. People used to come to the existing hotel because of the village atmosphere and it is not too far from the City. The minute you have high rise this hotel won't work, you will have lost the village character.</p> | <p>The character of an area is in many ways formed by the experience of a person at street level. The proposed design greatly improves the street level activation and amenity, and is more in keeping with the character of Double Bay than the existing building.</p> <p>We understand this view however feel that the urban grain, public domain and building bulk are equally important in forming an urban character.</p> |
| 4 | <p>The existing floor area is a pre determinant of the floor space that you are proposing.</p> <p>Your development is equal to the existing floor space. You cannot presume that floor space of the same quantum could not be developed on other sites. The footprint of a building could change even if the quantum of floor space can't change.</p> <p>Personally, I think this hotel is monolithic – but I don't want to see its replacement if it is not going to enhance but destroy the character of Double Bay.</p> <p>Personally, I think the demolition of the existing hotel would be beneficial.</p> <p>One could assume that a similar scale of development couldn't occur on New South Head Road because there is not the same quantum of floor space.</p> <p>The reality is that this site will be developed. If you cannot get your development approved we will be left with this existing monolithic building converted to residential apartments.</p> | <p>Correct.</p> <p>This existing building has a floor space ratio of 5:36:1, we are not aware of any other sites in Woollahra LGA which have the same or greater FSR.</p> <p>We agree, and feel that our proposed development will be a good addition to Double Bay.</p> <p>Noted</p> <p>Correct</p> <p>Correct</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 5 | <p>I am worried about the traffic implications</p> <p>You have not mentioned the school and access to the school. The school is between Cross and William Streets.</p> <p>You talk about shadows. The piazza will be rarely used because it will be in shadow.</p> <p>The Woolworths development could not go ahead because of groundwater / sand. Have you looked at this, that the sand foundations can support the height of development you are proposing?</p> <p>Will you be knocking out the trees in Cross Street?</p> <p>We don't want the development. I would prefer the residential conversion of the existing hotel.</p> | <p>A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor. We have listened to community feedback that they think 85 spaces is inadequate, and are currently reviewing the plans to increase the amount of available parking. At the moment, we think the final design can include over 100 spaces.</p> <p>We don't think there will be any impact on the school as a result of our development, but we will ask our traffic engineers to assess this.</p> <p>A shadow analysis is being undertaken as part of the design process. The Piazza does get a good amount of sun throughout the year.</p> <p>Yes, we are aware of the issues. As the existing carpark covers the whole site, we will not need to do any excavation, and no material work below the basement for the proposed design. There will be some minor works below the raft slab however our engineers have advised us there will be no effect on the water table.</p> <p>The trees on Cross St will remain.</p> <p>Noted.</p> |
| 6 | <p>The pictures look great but we don't need the piazza if it means we get the towers. The piazza/retail gives you the additional jobs. We would prefer that you take the towers out.</p> <p>I want to know who is the owner of the project. Who are the beneficiaries of this project? Is your Trust an overseas or Australian Trust?</p> <p>Does this development have any linkage to the Stamford development in Knox Street?</p> | <p>Noted</p> <p>The overall financial beneficiaries of the project are primarily Australian Industry Superannuation Funds.</p> <p>No</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 7 | <p>Helen McCathie</p> <p><u>"I prefaced my comments that I had two issues, a moral issue and a practical issue. The moral issue relates to Part 3A of the EPA Act and I said that it was not appropriate to discuss that issue at this forum. However, I would like my comment noted. It is relevant as presumably the Planning Minister will be influenced by recommendations from Ashington and by the views of the Council, the residents and concerned parties. I prefaced my practical issues as reiterations of previous points.</u></p> <p><u>I did not say that Double Bay is "unique" as a village in Australia. It is not, but it has a low rise village charm and the development as proposed is not in keeping with the character of Double Bay.</u></p> <p><u>I also commented that apart from the height and the problems to this, I consider the street-level design is a characterless "international " design seen all over the world, which does not represent Australia, or enhance the village character of Double Bay".</u></p> <p>Original comment retained and in addition to amendments made above :</p> <ol style="list-style-type: none"> 1. Building the towers will create shadows, and will have an adverse visual impact. 2. Precedent. I think this development can still act as a precedent. Land can be bought, amalgamated and development parcels created. 3. Groundwater. I would like to see more work done on this area. 4. Thank you for the opportunity to talk about it and the presentation. | <p>The form and location of the taller elements in the building have been carefully designed to minimise any impact of overshadowing. Some of the shadow diagrams have been presented here today and more will be on exhibition as part of the Environmental Assessment. We don't think there will be any material effects as a result of overshadowing. As presented in the drawings, the shadows predominantly fall to the south over the roofs of commercial buildings, and do not reach Knox St, or Transvaal Av.</p> <p>It is possible, albeit difficult, to combine a number of sites together to create a large site. However, we also have a very high FSR on our site, which cannot be created by amalgamating sites. The sites on New South Head Rd you refer to do not have nearly the same FSR as exists on our site.</p> <p>We are aware of the issue, and are analysing it closely, however our engineers have advised us that there will be no negative effects caused by the proposed development.</p> <p>Noted</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 8 | Want to reiterate previous point. This development will be a blot on the landscape. The existing building exceeded controls that were in place at the time. So it has created a precedent. Each situation keeps making the situation on this site worse. It's a compounding issue. | We understand your view. The current situation is that the building exists, and was approved by Council. We are trying to propose a design that utilises the existing area in a way that provides a better outcome for both the community and ourselves. |
| 9 | You said in your presentation that you have had extensive consultation with Woollahra Council. Every member of Council is opposed to your development. You should have regard to this. | I have had numerous meetings and discussions with Council, both Councillors and planners. I am aware of their views. |
| 10 | Everyone is complaining that Double Bay is dying. I am all for the revamp. We have a European village. I am concerned that with this development we will lose this European character. What materials do you propose to use? | The materials for the proposal are still being worked on, and will form part of the Environmental Assessment. We will definitely be using high quality materials, a combination of light coloured terracotta, zinc, lasur finished concrete, stone flooring finishes. |
| 11 | <p>As a resident I believe the replacement of the existing building is required but the height you are proposing is a concern. The economics have to be considered. If it went to residential that would be a loss. I would be sad to see a hotel go off the site. I am basically in favour of the development but I am concerned about height but I understand the economics.</p> <p>You have talked about approximately 80 car spaces. Will these be used by the apartments? What car spaces will be available for the hotel?</p> <p>Redevelopment of the site and the retention of the hotel I appreciate. The issue of this development creating a precedent for the cinema/arcade site is a rumour. The site has not been amalgamated.</p> <p>The tower height is a concern but everything comes at a cost. If having a hotel on the site means we need height then we should consider.</p> | <p>Noted</p> <p>The final breakup of spaces between uses hasn't been finalised, but will be clearly stated as part of the Environmental Assessment.</p> <p>Noted</p> <p>Noted</p> |
| 12 | <p>Peter McCloud Retired Real Estate Agent over 40 years. Main objection is that this project represents poor town planning. The towers are a travesty.</p> <p>Cross Street traffic is a problem. This development will add to this problem.</p> | <p>Noted</p> <p>A traffic study is being done as part of the Environmental Assessment. It hasn't been completed yet, however preliminary advice is that there will be no increase in traffic generation from the development.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>I question the financial viability of the hotel. We have seen a number of hotels closing e.g. The Sebel.</p> <p>I have seen appalling planning decisions. We have a good town plan and now we have Part 3A which has implications for our planning controls.</p> <p>I will give you 2 examples of poor planning. - East Circular Quay, The Toaster - Glenelg in South Australia – where the whole beach front is now high rise.</p> <p>In years to come if this tower goes through everyone will be saying the same thing, that this development represents poor town planning.</p> | <p>We have looked closely at the hotel markets, and have employed a number of experts to assist in this. Last year we asked for offers to operate the hotel, and received offers from 9 established 5 Star hotel operators. They believe the proposed hotel is viable.</p> <p>I understand some people do not like the Part 3A legislation, but it is the law, and as a business we can only operate under the law.</p> <p>Noted.</p> |
| 13 | <p>I don't think from what I have seen that it is warm and inviting development.</p> <p>I understand the Ashington Group has been in the market since 1999. What other comparable developments have you been involved with and on which projects have you met your targets.</p> <p>Have you created any precedents with your other projects?</p> | <p>Noted.</p> <p>Ashington has done a number of developments in and around the Eastern Suburbs. Some of these are Post, in Macleay St Potts Point, the Diamant Hotel in Kings Cross, 107 Pitt St, 23 Hunter St and 250 Pitt St.</p> <p>Each of the projects is different however none have been of this scale. Precedent is a broad term, and many precedents have been set, but not in the way I think you mean.</p> |
| 14 | <p>Who is doing the Environmental Assessment/Development Application?</p> <p>We don't want the high rise. Would you be willing to lower the high rise?</p> <p>There is no guarantee how much the retail plaza will be utilised.</p> | <p>A number of consultants are working on the various aspects of the Environmental Assessment. Architectus is the lead consultant and architect.</p> <p>Height is a key issue, but cannot be looked at in isolation. Building form is a combination of things, height, ground plane, floor plate size, public access. All these issues need to be looked at together to come up with the best solution.</p> <p>We have had a number of retail experts look at the design, and they believe it will be a vibrant and active space.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>If we don't have the plaza you could have a shorter building.</p> <p>My opinion of why the retail is not performing is Bondi Junction. By putting in a boutique hotel with less rooms this hotel will still be a white elephant? I hear comments that people don't want to shop here. That they prefer a one stop shop.</p> <p>Will you sacrifice the piazza amenity if the Department of Planning/Council asks that you listen to the community and reduce the height?</p> | <p>Correct. If the area is to be maintained, and more space is publicly available on ground floor, that must translate into height. The key issue of the design is trying to come up with the best balance of height and better quality ground plane.</p> <p>Double Bay needs to differentiate itself from Bondi Junction. It is not enough to give up on Double Bay and say Bondi Junction has finished it from a retail perspective. Double Bay holds great opportunity. It however needs to have high quality retail that trades on its strengths, as opposed as trying to be a poor cousin to Bondi Junction which the current building does. We feel that the proposed development is the type of retail that Double Bay needs, and will help re-invigorate the area.</p> <p>The design is a balance. We feel we have the best balance in the preferred design, however will obviously listen to feedback from the Department.</p> |
| 15 | <p>I am very concerned about the visual amenity of Double Bay and I am happy to see the degree of interest that this development has generated.</p> <p>I think we should all be right onto the Council. We need to recognise that Double Bay is below its potential. The Council should look at the interest in this project. But we do not want a tower block. The 5 storey controls created a monolithic development. The Council should recognise that they have created part of the issues that we see today and capture the enthusiasm of the community generated by this project.</p> <p>I would like to see this project become a catalyst for something to happen in Double Bay.</p> | <p>Noted</p> <p>Noted</p> <p>Noted</p> |
| 16 | <p>I don't want the high rise. We don't want to become Darling Point. I would rather see more residential on the ground floor because I can't see that the retail tenancies will be occupied.</p> <p>If this hotel is 144 rooms then how can a new hotel with less rooms be successful and generate jobs.</p> | <p>Noted</p> <p>There is only a certain amount of sustainable demand for hotel accommodation in Double Bay. A larger hotel has higher fixed costs, which means if it cannot fill its rooms, particularly as full price midweek, it cannot be sustainable. A smaller hotel can capture the demand without carrying the higher costs.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 17 | I came to Double Bay in 1971 from Europe. Since 1971 nothing has happened to Double Bay. Something has to be done and I think that your project is brilliant and I am happy with your concept. | Noted. |
| 18 | You talked about the impacts on amenity but you have not talked about wind impacts. Have you considered wind tunnelling effects? | A wind study is being done as part of the Environmental Assessment. The effects of wind are not expected to be great – residential developments tend to be more articulated, and by having a wider podium the “wind tunnel” effects are minimised. |
| 19 | <p>I would like to defend the Council. They brought in a plan that had controls to create a village height and floor space ratio control.</p> <p>But then the State Government takes over. Council only has money to invest that is generated from rates collected from residents.</p> <p>They don't have the money to invest in improvements to Double Bay. The Council is totally against this development – and regard should be given to this.</p> | Noted |
| 20 | We could sell the Council Chambers and Council could relocate to Edgecliff. We have not maximised the opportunity that Double Bay presents. I am not in favour of high rise but I would like to see the same enthusiasm that this project has generated behind Council and the refurbishment of Double Bay. | Noted |



5.1.2 Community Forum 1.00 – 3.00 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 26 people registered to attend this session and 22 people attended the session. The list of participants who attended is detailed below.

| Name |
|-------------------|
| BERRY, Kevin |
| BINETTER, Gary |
| BOMBECK, Hans |
| BOMBECK, Mrs |
| CASSEN, Dianne |
| DON, Loretta |
| DON, Ronald |
| FLITCROFT, Hannah |
| FLITCROFT, Edward |
| HAMILTON, Susan |
| INGLETON, Kay |
| KAY, Jan |
| LANE, Michael |
| MARTIN, Agnes |
| MARTIN, Karen |
| McALEES, Margaret |
| MEGGITT, Marie |
| SHELLER, Jan |
| SHELLER, Simon |
| STEEL, Jasmine |
| TERIS, Mr H. |
| WRIGHT, Tony |



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 1 | <p>Simon Sheller I have lived in the precinct of Double Bay since birth. 75 years ago. Double Bay has always been regarded as a village. This was not referred to on your presentation.</p> <p>Communication – The first I heard of this project was a rumour in the middle of last year about towers. I thought that after all the debate of towers around the ridge and in the valley that no one would have the effrontery to place 2 towers in Double Bay. It is astonishing for me but also for people that live on the other side of the harbour.</p> <p>I am very disappointed that what I thought was an ugly rumour has now occurred.</p> <p>I am very concerned that this has been communicated over Christmas.</p> <p>I think this is a very poor proposal.</p> <p>The Council spent much time investigating what should be done about high rise in Double Bay. This resulted in the Double Bay Development Control Plan (DCP). This proposal ignores this DCP and it is by passed by Part 3A.</p> | <p>The character of an area is a combination of factors. Height is one of them, but urban grain, connectivity and bulk are equally important. All of these issues need to be looked at together when trying to come up with the best design. The existing building has more of the design characteristics such as indoor retail, large block size, large floor plates in common with Bondi Junction than the proposed design. We believe the proposed design is much more in keeping with the character of Double Bay than the existing.</p> <p>Noted</p> <p>Noted</p> <p>The consultation process commenced in April 2007, and this is another stage in that process. This is not the beginning or the end of the consultation. We did bring forward this stage due to mis-information being spread by some people in relation to the development, and the requests for more information from the community. We are doing a number of sessions on different days and times to give as many people as possible the opportunity to attend.</p> <p>Noted</p> <p>We understand council spent a large amount of time on the Development Control Plan (DCP), but the fact is that it will never be complied with on this site. Council and their consultants would have known this when they prepared the DCP. It will never be feasible for a landowner to demolish a building of 19,700m² and redevelop it with one of 9,000m².</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>Why would Ashington ignore the DCP and the Council?</p> <p>The premise is tourism. But do or will tourists come to Double Bay, I doubt it.</p> <p>There used to be a theory that people came to Double Bay to buy luxury items/fashion. The premise that there will be shops catering for this type of retail I doubt.</p> <p>The Ritz-Carlton was managed by one of the great hotel groups and they could not make it work.</p> <p>This is a pie in the sky to suit Ashington who want to deliver a 20% return to their investors.</p> <p>We had a meeting in Double Bay at the end of November 2008. Some 400/500 people turned up. Ashington's representation was nil. I would like to know more about this Company.</p> | <p>Ashington tried to engage with Council over a number of months, but were unable to gain any direction on how to progress options for the site. As any business does, we evaluated the options available to us, and approached the Department of Planning.</p> <p>We have looked closely at the hotel markets, and have employed a number of experts to assist in this. Last year we asked for offers to operate the hotel, and received offers from 9 established 5 Star hotel operators. They believe the proposed hotel is viable.</p> <p>The reasons for Ritz Carltons departure from the site are complicated, and more involved than the trading of the hotel.</p> <p>Noted</p> <p>Ashington is a funds manager. Ashington is represented today by Matthew Bailey, Head of Development and Emily Lee, Head of Sales and Marketing.</p> |
| 2 | <p>I was on Council as Deputy Mayor when the DCP was created. We spent 4 years consulting the community and developing the DCP. The result was a low rise atmosphere, a village atmosphere. This would be under threat if we went above 4/5 storeys. During the 60's our ridge lines/valley have been destroyed by high rise.</p> <p>How does this proposal constitute major regional tourism development when it is half the size of the existing hotel?</p> <p>You have by passed the standard procedure that developers have to go through being the Part 4 DA process and you have gone to Part 3A. What has it taken Ashington to get the Minister to take this project in?</p> | <p>We understand Council spent a large amount of time on the DCP, but the fact is that it will never be complied with on this site. Council and their consultants would have known this when they prepared the DCP. It will never be feasible for a landowner to demolish a building of 19,700m² and redevelop it with one of 9,000m².</p> <p>The criteria under the relevant clause of the legislation is either the creation of over 100 tourism related jobs, or \$100 million capital investment value.</p> <p>The implication from the question is that Ashington has paid some form of bribe to the Minister. This is categorically incorrect.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 3 | <p>Comment on parking. You say the existing car parking has 173 spaces but this will be reduced to 85. However, you are increasing usage on the site – residential apartments, staff, retail demand and then the hotel.</p> <p>Why haven't you put additional car parking in this development?</p> | <p>A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor. We have listened to community feedback that they think 85 spaces is inadequate, and are currently reviewing the plans to increase the amount of available parking. At the moment, we think the final design can include over 100 spaces.</p> |
| 4 | <p>Much is made of the increase in employment. I can see it will generate construction employment. But how will there be so many hotel/retail jobs generated by this development.</p> <p>Are we talking about retention of existing jobs or new jobs? If you are talking about retaining the existing hotel employment for the site then this is misleading isn't it?</p> | <p>The number of full time jobs in the proposed development has been assessed by Hill PDA. They measure it against the alternate options. The hotel lease is ending in March. Stamford will leave the building then, and there will be no jobs at that point.</p> |
| 5 | <p>What makes you think that this retail development will stimulate further retail? Where did you get your retail facts?</p> | <p>We are using two consultants who are looking at the retail. Hill PDA are assessing the economic impacts of the development as part of the Environmental Assessment, and while their report is not finalised, their preliminary advice is that the development will be beneficial to the area. BC Associates are advising us on the mix and specific design of the retail, and they have advised that the design will lead to a successful result. We have also had retail advice at various stages from CBRE, Landmark White and Colliers.</p> |
| 6 | <p>I would like to see the Drop-In Information Centre on the Street frontage and not put it into the shadows of the retail arcade. People from the street need to have easy access to it. It needs to be highly visible.</p> | <p>The Drop-In Centre is being located as close as possible to the street frontage taking into account existing tenancies, and the spatial needs for the site.</p> |
| 7 | <p>I think it is great having a consultation process but it has to be 2 way. I did find out about the April session and I read the record. I live in Galbraith Walkway. The concern was raised that this walkway is currently residential. This hotel has led to some increase in pedestrian movement which we have been able to accept. The Ritz-Carlton was approved on the basis that there would only be limited access to Galbraith Walkway.</p> <p>This issue of access to Galbraith Walkway and increased connectivity and usage of the walkway is really concerning.</p> | <p>We understand your concerns, and are looking at that element of the design in more detail to look at the options. We do understand some of the residents of Galbraith Walkway would like less access through our site to the north, or at least the current maintained, however we have also had feedback from the community that they see increased connectivity as a positive.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>We don't want increased access on a daily basis, we want to protect our amenity. We want to see how you will address this concern.</p> <p>I have explained these concerns to you. We don't have public amenities at this end of William Street, those facilities are on Steyne Park. We don't want to increase public usage of this area.</p> <p>The Ritz-Carlton when built accepted that the Galbraith Walkway should be a residential connection only.</p> | |
| 8 | <p>You indicated that one option was to strata and convert into residential. Why wouldn't you do this?</p> <p>What drives this consultation when you have bypassed Council and gone to the Department of Planning.</p> | <p>We feel that the inclusion of a hotel, better quality retail, a better performing building from an environmental view, better public space and a better quality building form are a much better proposition to retaining the existing building form. These feelings have been confirmed by many of the people we have spoken to. We do understand however that some people have a different view.</p> <p>There are more stringent requirements on an applicant to consult with the community under the Department of Planning than Council. Council has no requirement for consultation as part of its DA process. Regardless, Ashington undertakes Community Consultation on all its projects.</p> |
| 9 | <p>Susan Hamilton We recognise that we are at the beginning of a change in process. I was very concerned that I entered a small room with provision for 25 participants. I am very disappointed about the size of the consultation.</p> <p><u>"It is disingenuous to contend that the proposed development will not establish a precedent. Absolute money concentrates the mind wonderfully. There is little doubt that other developers could buy up adjoining parcels of land and meet statutory requirements for bypassing council."</u> Ashington's response: there was none to this specific point, thus "Noted" is the accurate record. <u>The "answer" you have recorded was actually part of Ashington's presentation, where it raised and endeavoured to refute residents' concerns that its development will establish an alarming precedent. My comment went to this point.</u></p> | <p>We feel that having smaller sessions allows more views to be heard. We don't see how having larger sessions that would mean less people get to have a say, is more consultative.</p> <p>In terms of development precedent, you need to look at both floor space ratio as well as site size, the building on New South Head Road you refer to does not have the same level of FSR as exists on our site.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p><u>You raised many points in your presentation regarding enhancement to ambience and community. Community doesn't reside in large scale developments, Versace, Vuitton et al don't contribute to Community. Community lies in shared values and amenities. One of the greatest losses to the Village and its economy, rumoured to be connected to its former owner and the Westfield development, was the closing of the Cinema. (The "I don't see shops contributing to ambience or the local economy" in the next paragraph of your document seems to be an attempt to express what I said here.)</u></p> <p><u>I am concerned about the Piazza. I own an apartment in the Quadrant, sold to investors as featuring a piazza full of shops and cafes. In reality, most of these premises are empty most of the time, various pieces of detritus being visible through their wondows. They are very shabby. What is the guarantee that this won't happen here, when most shopkeepers are already struggling?"</u></p> | <p>We are not aware of that development in detail however we feel that the proposed design is more in keeping with the character of Double Bay than the existing building.</p> <p><u>We have engaged retail experts to look specifically at the right retail mix that will work.</u></p> |
| 10 | <p>My main concern is the communication process. We have been away. The timing is not good. Many people are absent from this process.</p> <p>I do not understand the Council planning process being bypassed.</p> <p>I am concerned about the apartments not being lived in by purchasers. That they are not owner/occupied or that many owners will be absent overseas for large periods of time. This needs to be a consideration.</p> <p>I don't like the use of term monolithic to describe the existing building. I like this building.</p> | <p>Noted</p> <p>The Environmental Planning and Assessment Act covers all development in NSW. It sets out different criteria for different developments, and how they will be assessed. Most developments have Council as the Consent Authority, some larger projects, or projects which are of state or regional significance have the Minister of Planning as the Consent Authority. This is the law, and has been for some time. It isn't a bypassing of Council.</p> <p>Our current research indicates that the majority of the apartments will be owner occupied.</p> <p>Noted</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 11 | <p>I am also a resident in Galbraith Walkway. I was one of the people responsible for the conditions that were imposed on the original development consent for the Ritz-Carlton. The condition required access to the retail arcade from Galbraith Walkway to be restricted access. This was deliberate. Everything echos through this walkway. We can put up with the current situation but not what is proposed. We presently hear people talking on their mobiles from the hotel. Restrictions on the walkway must stay in place.</p> | <p>We understand your view, and as we said before, we are looking at this issue.</p> |
| 12 | <p>In terms of shopping we can't get what we want in Double Bay so we go to Edgecliff and then we go to Bondi Junction for luxury retail goods. It saddens me to see what you are doing. You are not listening to what we are saying. A hotel use and residential apartments do not go together. Hotel clients have no regard for residents.</p> <p>Bring us plans that show 5 storeys in height. We want development to succeed in Double Bay.</p> <p>Macquarie Bank will buy up your units and rent them out. There will no regard to what is best for the future of Double Bay.</p> | <p>Mixed use developments containing a combination of hotel, retail and residential uses are very successful and sustainable both within Australia and around the world. You are correct though that the design needs to be carefully considered to take into account all the competing interests.</p> <p>We too want development to succeed, but the existing building is almost 9 storeys in height, so it is not feasible to do a development of 5 storeys on this site.</p> <p>Our current research indicates that the majority of the apartments will be owner occupied rather than bought by companies as investment or for their staff.</p> |
| 13 | <p>I appreciate you doing this consultation. If your development does not get approved what is your plan B.</p> <p>Has any consideration been given to how this development will impact on the value of adjoining properties? It will cause them to drop. I would like to see more consideration given to impact on properties in William Street. Putting a restaurant/bar where you have raises security issues.</p> <p>When you have final plans will you have another Community Forum?</p> | <p>Our alternative option is to retain the existing building form and convert the hotel rooms into strata apartments. This will mean there is no hotel as part of the development, the retail is poor quality, and the poor quality building form remains.</p> <p>The impacts on surrounding properties have been, and are continuing to be carefully considered. The issues in relation to Galbraith Walkway and William St are being reviewed currently as we have said previously. Generally good quality development such as this has a positive impact on property values.</p> <p>Once the plans are placed on exhibition, they will be available for public viewing in the Drop-In Information Centre in the building. Once exhibition starts, the process is more formal, however we will continue to consult with the community.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|--------------|---|---|
| 13 Con'td | <p>I have lived in Double Bay my entire adult life and I walk around Double Bay every day. I know the shop keepers.</p> <p>Double Bay has been decimated several times. Bond Junction, Woollahra, Paddington retailers are struggling – your retail research seems flawed.</p> <p>The retail arcade/piazza will not be more visible than the existing arcade. I think it will become a no go zone particularly at night – it will create safety issues.</p> <p>I have never had problems accessing Galbraith Walkway through Transvaal Avenue. These towers look so out of place. I accept that times change but they look out of place. The structures on the top look odd. While residents may accept a slightly higher height what you are proposing is too high.</p> <p>The building next to this site at 45 Cross Street has been designed to match the design of the existing hotel.</p> <p>I think you should also have recorded the sessions – I think the 25 place forums were OK but you should have recorded the sessions.</p> | <p>Noted</p> <p>We understand your view however we are comfortable with our research.</p> <p>The inside of the piazza will be clearly visible from the hotel lobby which will be staffed 24 hours. Security is being carefully considered as part of the design process.</p> <p>Noted</p> <p>The relationship of the proposed building has been carefully considered and we feel that it has been improved by our proposed design. The podium adjacent to 45 Cross St is lower than the existing building, and the taller element on the west side has been located to be adjacent to the roof of 45 Cross St.</p> <p>Noted</p> |
| 14 | <p>My wife and I met here 25 years ago and we come back frequently. Part of your proposal to the Government is based on what you will do for tourism. I don't know what research you have done into boutique hotels. Have you gone to the State Government by using a hotel to get your towers up and then when you can't make your hotel viable you will convert it to residential?</p> | <p>No, a hotel is a key part of our proposal, and there is no intention to convert the hotel into residential.</p> |
| 15 | <p>I live in a building that is an ugly/monolithic structure that gave rise to the type of buildings that are not welcome. Now I am told that Environmental Considerations are reasons that buildings such as the one I live in should be torn down. I don't consider your environmental arguments as grounds for demolishing the existing building.</p> | <p>Noted</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|-------------|---|--|
| 16 | Double Bay was flourishing until we lost the Cinema. I don't believe putting up this development will change the situation. You want to put up a modern building. Most buildings in this area were built before 2000 and they are not being pulled down so why pick this one. | This building has many deficiencies, from both a building form, accessibility, environmental and amenity viewpoint. We feel the only way to really fix those deficiencies is to start again. |
| 17 | You probably get the feeling from this room that the people of this community do not want this development to proceed. What are you going to do about it? | We are listening to all the views that are presented to us. Some people have said negative things, some have said positive things. We listen to all of them, and look particularly where people have constructive opinions at how to improve our proposal. All of those opinions are taken into account in the design process. |



5.1.3 Community Forum 4.00 – 6.00 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 25 people registered to attend this session and 14 people attended the session. The list of participants who attended is detailed below.

| Name |
|---|
| BALDWIN, Phillip |
| BALDWIN, Kerrie |
| CAMPBELL, Victoria |
| HAKIM, Roslyn (Recorded the session on behalf of No High Rise Double Bay and undertook to provide a copy of the transcript for distribution to all participants) * |
| HAKIM, Dr Claude |
| HEATH, Diana |
| HEATH, Simon |
| MANSBERG, Janina |
| MINBASHIAN, Farnaz |
| MINBASHIAN, Dara |
| PRIOR, Greg |
| PRIOR, Colleen |
| RYCK, Jurgen |
| WEINTRAUB, Brad |

* Urban Concepts has been advised by Mrs Hakim that the recording cannot be transcribed due to its poor quality.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| 1 | <p>Brad Weintraub – retailer in Double Bay. My Shop is located across the road from 45 Cross Street.</p> <p>My concern is that the 2 towers will overshadow my shop which is on the other side of Cross Street. This has not been addressed. It is the sunlight that helps to make Double Bay a village shopping centre.</p> <p>Car Parking – where are the 171 new employees going to park? Street parking is full between 9.30am until the late afternoon.</p> <p>There is not enough parking for residences and the retail uses you propose.</p> <p>If this hotel has an occupancy rate of 50% then we deserve a hotel that equates to the size of this occupancy. I know that this hotel has had occupancy over 70%. You should provide a hotel of this size i.e. 100 rooms. You make it sound like this hotel is not profitable. It is.</p> <p>In an international 5 star hotel – rooms need to have a view. People who want to stay in Sydney won't come to Double Bay to stay in hotel rooms that don't have a view.</p> <p>At least 100 rooms should apply and a % of those rooms should have views. We should not give these views away to residences. We should not privatise these views.</p> <p>You say that in your development in the Cross that more hotel rooms are needed, but why not here. What makes one of your developments need more rooms and the other less?</p> | <p>Overshadowing is a very important issue, and has been considered carefully in the design process. We have shown a number of shadow diagrams today, however a much more comprehensive report will form part of the Environmental Assessment. One of the reasons for having thinner taller elements is that while shadows are cast longer, they are thinner and faster moving, and the vast majority of the extra shadow is cast over the roofs of commercial buildings to the south.</p> <p>Parking is a key issue, and we are looking very closely at it. I agree that street parking is difficult at times. One of the problems is that both the large existing carpark on our site and the council carpark on Cross St are not used to their capacity. It is a macro issue that people prefer to park in the street rather than carparks. Increasing the size of my carpark will not solve this issue. In response to concerns however we are looking at increasing the available carparking on site.</p> <p>The existing hotel format is no longer viable in the market. The proposed hotel, while having a smaller number of rooms will have a higher occupancy, and research has shown the customers of the proposed hotel will be higher end leisure oriented, who will have more propensity to spend money in the local economy.</p> <p>Some of the rooms will have a view. It is not uncommon for 5 star hotel rooms not to have a view.</p> <p>Noted</p> <p>The development in Kings Cross had less rooms than the hotel it replaced – which did however close several years before the development. The hotel market dynamics of Kings Cross are different to Double Bay.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|---|
| | <p>Retail tenancies – I don't find that the design of the retail in a pocket on the edge of the centre attractive to a retailer. I don't see how this will work as a retail precinct. You will have sold off your residences and we will be left with vacant retail tenancies and an unviable boutique hotel. I want your assurance that the hotel will not be converted to residential.</p> <p>You have no facility for conferences. Conferences and weddings bring people to Double Bay on a day to day basis. You are doing away with these uses.</p> <p>You said that the existing hotel does not work as a large format. But the owner of this hotel has not spent money and has not re-invested in the property. I know for a fact that the occupancy has been over 70% for the last 6 months. No money has been spent on this hotel – if capital investment had been made then this hotel would work.</p> <p>You have compromised this development for residential development instead of concentrating on the hotel and retail. The reason I am in Double Bay is because I love the natural light. It will affect my business. People walk on the sunny side of the street which is my side of the street. You will take this light away.</p> <p>The Council car park has safety issues, lifts don't work. That is why it is not used.</p> <p>I am interested to know what kind of interest you have had from high end retailers.</p> | <p>The retail design has been carefully considered and reviewed by a number of experts who have delivered a number of successful projects. They believe the design will bring a vibrant and active space.</p> <p>Ashington will lodge plans for approval with a hotel as part of the development, and has no intention to convert any approved hotel space into residential.</p> <p>There will be less conference facilities as part of the new hotel. The hotel is being designed around primarily high end leisure patrons.</p> <p>We have looked closely at the issue, and we strongly feel that the room rates and occupancies that could be generated by a refurbished hotel would not make spending the required amount of money a viable proposition.</p> <p>The overshadowing issue has been commented on before.</p> <p>I understand this view, but the lifts in this building work well, and it is also under utilised. I see that some people will avoid the council carpark if they think the lifts don't work, but there is also a strong preference for patrons to park in the street.</p> <p>No formal leasing campaign has started, however we have had good interest from the discussions we have had to date.</p> |
| 2 | <p>Endorse previous points. Ashington did not approach the Council. The Council condemned the development at its meeting.</p> | <p>Ashington did approach council. We had several meetings with Council before ever talking to the Department of Planning. We formed the opinion that Council were unwilling or unable to deal with a development project of this size in any constructive manner, and as any business does, we evaluated what other options were available to us, so we approached the Department of Planning.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 3 | <p>You have dotted lines into 45 Cross Street – what makes you think that we are going to let the public wander into our foyer? Don't anticipate that we will allow this. We won't. Who gave you the idea that this is a walkway? Our gate comes down at 9.30 pm at night and opens at 6am. This will be maintained.</p> | <p>There is an existing connection to 45 Cross St. This connection will be maintained. There exists easements and rights of way between us which will be maintained. If the 45 Cross St arcade is closed during certain hours, we are happy to close the access during those times.</p> |
| 4 | <p>Who owns this piazza? Will it be public or private?</p> <p>What guarantees do we have that your hotel won't be converted to residential apartments?</p> <p>Talking about hotels – hotels in Europe have been in existence for hundreds of years. This hotel has been in operation for 10 years and you knock it down. This hotel is viable we have the figures.</p> <p>What is a boutique hotel? Who have you approached?</p> <p>Will they purchase the hotel or manage the hotel space?</p> | <p>The current intention is for the piazza to be privately owned, but publicly accessible.</p> <p>Ashington will lodge plans for approval with a hotel as part of the development, and has no intention to convert any approved hotel space into residential.</p> <p>Hotels and properties in Europe often go through similar transformations and changes of use such as this. The building has been in place for 19 years. I don't believe you can have access to the appropriate figures to make statements such as that.</p> <p>A boutique hotel is an international term for a smaller, more design oriented, or differentiated hotel. They are characterised by higher quality amenity and services. We have received offers to operate the proposed hotel from a number of parties including Ritz-Carlton, Accor, GHM and the Como Group.</p> <p>We have had interest from parties both to operate the hotel, but also to own the hotel.</p> |
| 5 | <p>I live in the area. You have talked about our planning and village atmosphere yet you have bypassed this.</p> <p>How many jobs – new jobs are you putting back? Are they additional jobs or are you replacing the existing jobs?</p> <p>You have created a situation where the current site is clear of jobs. How many jobs are there in the hotel at the moment?</p> <p>If we just look at the % of new jobs does this still represent a Major Project?</p> | <p>The character of an area is in many ways formed by the experience of a person at street level. The proposed design greatly improves the street level activation and amenity, and is more in keeping with the character of Double Bay than the existing building.</p> <p>The jobs are measured against the alternative proposals. In March this year the hotel is closing and there will be no jobs on the site.</p> <p>We haven't created the situation. The hotel is no longer a viable proposition, the previous owner decided to sell the building, the operator chose to leave.</p> <p>The project has been declared a Major Project in accordance with the relevant legislation.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>Why are you building a development that does not maintain the village atmosphere even local materials are not incorporated? It is out of keeping with the character of Double Bay.</p> <p>Your towers are made of glass which generates reflectivity and glare like Bondi Junction. If you look at the micro atmosphere you are taking away our unique atmosphere. Thousands of people enjoy the current low rise character.</p> <p>The high rise buildings on the hills are the planning disasters. You have totally by passed Council – you have by passed our local plan.</p> | <p>We feel that the existing building is not at all in keeping with the character of Double Bay. It is poor quality, has poor connectivity and permeability, and has poor quality retail. We feel that the proposed building is a vast improvement.</p> <p>We are looking at the materials in the towers. Initial designs had the towers primarily made of glass, but after listening to peoples views we have reduced the amount of glass, and incorporated a number of other high quality complimentary materials.</p> <p>We are progressing this development in accordance with the laws. The same laws that govern development applications through Council.</p> |
| 6 | <p>Could you put up the image from the harbour? This is completely wrong. You have incorporated Bondi Junction, Darling Point, Point Piper, Edgecliff in this view. This panoramic gives the wrong impression. There are no high rise in Double Bay.</p> <p>What is the structure on top of the towers? Is it air conditioning?</p> <p>In storeys how high is the plant room when compared to a residential storey. So this development is really 16 storeys high.</p> <p>Shops are disconnected in the piazza. You have to stick to what will help Double Bay. Better views are needed for tourists for the hotel. I wouldn't stay in this hotel if I was visiting Double Bay.</p> <p>You are taking away our village atmosphere and not giving us anything in return.</p> | <p>The image in the presentation is a panoramic view, yes. There are taller buildings in and around Double Bay. For example there is a very tall building just a hundred metres or so to the west on New South Head Rd.</p> <p>The structure shown on top of the building is an architectural feature.</p> <p>Plant rooms are usually between one and two residential storeys in height.</p> <p>Your other views are noted.</p> <p>There are numerous benefits to the wider community, some of which are: the addition of over 1500m² of public space; better site activation and permeability; a better quality building form; better quality retail; the retention of a 5 Star hotel on the site; and a dramatic improvement in the environmental footprint of the building.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|---|
| 7 | <p>If it is a boutique hotel it will need to be highly exclusive. Why can't we take the hotel rooms up to 10 storeys? This is all about money. You are taking away views from everybody else to give to a few residential apartments.</p> <p>We are all business people, do not pretend that this is something else, tell the truth, be honest.</p> <p>Why can't you give us a 20 year guarantee that the hotel will remain in place. Give us your assurance that this will go into the management agreement.</p> | <p>The mix of uses and height is a balance with a number of other issues. All the issues need to be looked at together in each proposal.</p> <p>We have been honest in all conversations we have had with all people in this development.</p> <p>We are negotiating with a number of parties now to enter into a management agreement to operate the hotel, the length of term is one variable in that negotiation. 20 years would not be out of the question, and is a common management agreement timeline for a new hotel.</p> |
| 8 | <p>You make the point that this is the only space where a development of this scale can occur. But I make the point that other spaces could be found. They wanted to rebuild Woolworths. Once you build this – it will be the start. I am concerned about precedent.</p> | <p>Woolworths is a large site, although not as large as this property. The other key difference is that the Woolworths site does not have anywhere near the Floor Space Ratio that our site does, so they cannot do a development of this scale using our case as a precedent.</p> |
| 9 | <p>I have heard you say in previous meetings that you would convert to residential apartments if this development does not go ahead. Have you done a study of this? Would it make you money?</p> <p>If you are going to make money either way then maybe you should do more consultation on this option. The refurbishment option.</p> <p>It is a very big thing to change the character of the village. You must consider this.</p> | <p>A viable alternative for us would be to convert the hotel into apartments. This would mean the existing poor quality building form would remain, the hotel would be lost to Double Bay, the poor quality retail would remain and the environmental performance of the building would remain poor. Overall, we think this would be a much worse result for the community, although we accept that this is subjective.</p> |
| 10 | <p>The Urban Design Review Panel – one gets the impression that the terms of reference were how the existing floor space should be redistributed not if it should be redistributed.</p> <p>This development seems to be totally residentially focused. That is really the drive/impetus isn't it?</p> | <p>That was a fundamental premise of the design. Any departure from this would mean a non-viable proposition as land owner.</p> <p>The hotel is actually the key component of the design, however it is a mixed use development, and careful consideration has gone into making sure all the different uses can work together on the site.</p> |
| 11 | <p>The two towers will create shadows and will impact views from public spaces. But your application to the Department of Planning said there would be no significant impacts.</p> | <p>A full shadow analysis and visual impact analysis will form part of the Environmental Assessment. This work is ongoing, however from what we have seen to date, we don't think there will be any material adverse effects.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | You think that 2 x 14 storey towers will not have significant impact. | The issue of height needs to be looked at in the context of a number of other factors. The height has been arranged on the site so that much of the proposed building is lower than the existing, and as such creates better amenity for our surrounding neighbours, and less overlooking and overshadowing. The parts that are taller have been designed both in location and footprint to minimise any impacts, and where there are impacts put them into areas where they will be least felt – for example the shadows are longer, but the extra shadow is almost all over the roofs of existing commercial buildings. |
| 12 | You are holding these consultations in school holidays when everybody is away. Why? | The consultation process commenced in April 2007, and this is another stage in that process. This is not the beginning or the end of the consultation. We did bring forward this stage due to mis-information being spread by some people in relation to the development, and the requests for more information from the community. We are doing a number of sessions on different days and times to give as many people as possible the opportunity to attend. |
| 13 | <p>Brad Weintraub I have been involved in many retail bodies. The latest being the Double Bay Partnership. At a Council meeting Matthew Bailey indicated that a donation was made to the Double Bay Partnership. How much did Ashington donate?</p> <p>What about donations to the Australian Labour Party has your company or directors made a donation?</p> | <p>The Double Bay Partnership is a body that was set up by Woollahra Council to address the decline of retail in Double Bay. It is trying to form a concentrated strategy to promote Double Bay as a centre rather than as a series of individual shops. The Partnership uses that money to promote Double Bay as a whole. The money that is provided by local tenants and land owners is matched by council. All land owners were asked to contribute, and as a member of the community, we agreed to contribute \$20,000. I understand all landowners with similar buildings agreed to contribute a similar amount.</p> <p>Neither Ashington nor its Directors have made any political donation of any kind to any party, including the Labour Party.</p> |
| 14 | Why can't the plant be underground. | Much of the building plant is in the basement. There is a balance between providing plant in the basement and having adequate parking. We are currently looking at that balance. |



5.2 Tuesday 20th January, 2009

5.2.1. Community Forum 7.30 – 9.30 am Session

LIST OF PARTICIPANTS

Urban Concepts advises that 25 people registered to attend this session and 18 people attended the session. The list of participants who attended is detailed below.

| Name |
|------------------------|
| BANDO, Peter |
| DAVIES, Virginia |
| FAIRWEATHER, Madeleine |
| FAIRWEATHER, Duncan |
| FISHER, Elisabeth |
| FROGGATT, Tony |
| FROGGATT, Chris |
| JORM, Noella |
| MacDONALD, Pam |
| MORRISON, Ken |
| NEWALL, Frank |
| NOLAN, Chris |
| SERHAN, Julianne |
| SHERIDAN, Jane |
| SILVERTON, Robert |
| STRAYHORN, Simon |
| THOMPSON, Josephine |
| TURNBULL, Sue |



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|--|
| 1 | Jane Sheridan A large part of the financial input is from residential development. But you haven't spoken about this. Could we know more about the residential apartments? | The residential apartments are known as hotel residences. These are essentially private apartments separate to the hotel, however the residents of the apartments will have the convenience of the services offered by the hotel (valet, concierge, room service, laundry, cleaning etc) |
| 2 | You don't need much space to develop a high rise residential project. I am concerned that this project will be the beginning of lots of high rise and that this will change the face of Double Bay. | The site is a unique combination of both large site area and high floor space density, which exceeds the current controls in place. We are not aware of any other sites in the Double Bay area that have this combination of factors. Even if a number of smaller sites were acquired and joined together it still would not have the combined existing floor space density. This site is an anomaly. |
| 3 | Chris Froggatt Support the previous comments. I am not convinced by your responses that you have given us regarding height. Your height is exceeding the Council's controls. Your development is at RL55.5 metres. You have been able to bypass Council and be in breach of Councils height restrictions. If you can bypass these controls, so can anyone else. | The reason this project was assessed by the Department of Planning (DOP) and not Council was that it was declared a Major Project under Part 3A of the Environmental Planning & Assessment Act (EP&AA) on the criteria of regional tourism benefits. If other projects are not declared a Major Project they will be assessed by Council. |
| 4 | You mentioned that this project is compatible with the local character. But the character of Double Bay is residential and not a business/tourist centre. What number of tourists do you expect your development to attract? I am talking about the actual number of tourists that your development will attract to Double Bay. | It is not possible to predict the number of tourists that will visit the hotel, however we are advised by experts and hotel industry groups that there is a need for such a hotel concept in Sydney, and Double Bay is a good location for such. We have also received offers to manage the hotel from 9 of the world's best 5-star hoteliers, which supports that the proposed concept is a viable one. |
| 5 | What studies have been done on parking provision? You only have provided 85 spaces, how will this work. | A specific parking study is being prepared for the proposal as part of the Environmental Assessment (EA) documentation. The number of spaces required to adequately service the development will be identified in this report using the Council criteria. The number of parking spaces provided in the proposal is being reviewed at present in response to comments raised through the consultation process. |
| 6 | What studies have been done looking at the suitability of public transport provision to cater for the demand generated by this development? | A traffic and transport assessment is also being prepared as part of the EA documentation that will assess these matters. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 7 | The hotel is tiny by comparison to the existing hotel in terms of room numbers. What is the impact for parking with regard to the demand generated by the retail component of the project? | The hotel and retail components of the proposal are smaller than the existing building. As such, in regards to the demand for parking generated by these uses, the requirement is expected to be less. |
| 8 | <p>Peter Bando</p> <p>Double Bay is very run down and retail sales are poor. This place needs a hotel, it needs tourism expenditure. People don't want to stay in the Sydney Central Business District. I know a lot of international travellers who would prefer to stay in Double Bay. This development could be a 6 star hotel with full butler service. Why do you need to include residential apartments? I believe a bigger hotel would be better for Double Bay.</p> <p>I do not believe that 100 car parking spaces is enough. You should approach Council and look at the possibility of building a car park under Cross Street.</p> | <p>Our research and advice indicates that a boutique hotel format is the most suitable format of a hotel in Double Bay. This concept is supported by the offers received from the hoteliers to run the proposed hotel.</p> <p>Noted.</p> |
| 9 | I believe the project is excellent but I realise people are objecting to the height. Businesses in Double Bay are not performing well and it is very difficult for a landlord to hold a tenant. I believe the hotel should be 120 rooms not 60 because it is the hotel that will generate and make businesses in Double Bay viable. The residential apartments will not attract shoppers to the Double Bay area. It will be the hotel that attracts the shoppers. | <p>Comments regarding hotel noted and discussed previously.</p> <p>The residential component will provide a stable supply of expenditure to the local economy and retailers too. An Economic Impact Assessment and Retail Impact Assessment are being prepared as part of the EA documentation.</p> |
| 10 | Parking – each of the new residences will need 2 car spaces. Then there is the retail and the hotel uses which will generate cars, taxis and hire cars. The 85 spaces you are providing will easily get used up. The development will also generate a lot of traffic from New South Head Road into Cross Street. There are already substantial backlogs occurring on New South Head Road right up through to Edgecliff. | <p>Comments noted.</p> <p>Parking and traffic issues discussed previously.</p> |
| 11 | I support previous comments about car parking. There is insufficient car parking being provided for the mix of retail, residential apartments and hotel uses proposed. I think the suggestion of putting parking under Cross Street is excellent and should be investigated. | Noted. |
| 12 | Could you please explain what sort of facilities will be provided in the hotel? Will there be a Ballroom. It is my understanding that a Ballroom is needed for a hotel to earn a 5 star classification. I would have thought that function rooms such as a Ballroom would | The proposed hotel concept is a boutique hotel targeted at high-end leisure travellers. Facilities will include the rooftop pool and breakfast bar, there will be a signature restaurant associated with the hotel, it is also likely a beauty spa will be associated with the hotel as part of the |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | attract people to the development and to the area. If a ballroom is required and not provided you can't call the proposed hotel 5 star. | retail. It is likely there will also be a small gym and some executive / business lounge facilities however the exact make up of the facilities is yet to be resolved as each of the operators that we are speaking to have their own ideas of what amenities should be included. However it is not envisaged there will be large scale function facilities as part of the boutique hotel. |
| 13 | Am I right in concluding that this development is a foregone conclusion, a done deal? You need the 14 floors for residential use to get the profit and necessary financial results. You have mentioned the tourist related uses to get its Major Project classification. | No application for development approval has been lodged with any authority yet, and no approval has been received. |
| 14 | I am very worried about the proposed height. I believe it will encourage site amalgamation and that further high rise development will mushroom in other adjoining suburbs including Rose Bay and we will become like New York and Hong Kong given time. | Noted. This comment relates to the precedent query raised and discussed previously. |
| 15 | While the project is under construction there will be disruption to the local businesses that exist in Cross Street and Transvaal Avenue. Who will pay the rents for these businesses over the two year construction time frame? Someone needs to look at the financial implications of the construction process on existing businesses. | We understand that construction works can cause some disruptions in the local area however we anticipate that as part of any approval there will be requirements to prepare plans to identify how these impacts will be managed and minimised during this period. We will continue to consult with the local community and retailers through the project and various phases so that everyone is aware of what is happening and how. |
| 16 | <p><u>Noella Jorm</u> <u>As the proposed position and height of the development's towers appears to destroy the visual aesthetic, balance and beauty of Double Bay, impacting on the outlook of hundreds of people, how can a presumed member of an institute of Architects support the development.</u> Question addressed to the Architect. If you are a member of the Royal Australian Institute of Architects then how do you feel about putting a blot on this landscape as an Architect? This area is a bowl. With the height going around its rim. Now suddenly this will be gone. You are taking the visual amenity from a large number of people for the limited number of residences that will be accommodated on this site. This seems a very high price to pay. I disagree at your explanation of visual impact, this is an insult to the people who have to look across at this development.</p> | <p>The design provides for a number of benefits through the connections of the laneways, the provision of a destination open space piazza, improved relationships of the site to the surrounding users, improved quality of the retail etc. We understand that height is emotional but it is not necessarily a bad thing in itself. We have analysed many options to position these elements in locations that will minimise any impacts such as overshadowing, overlooking etc</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 17 | I reinforce what has previously been said. The law is at fault here. The Part 3A planning legislation brought in by Frank Sartor and his Government. I am unconvinced by your construction of an argument for this development based on its tourism benefits. I live on the rim of the bowl that we have been talking about and the visual impact will be enormous. | Noted. |
| | Noise will also be a concern as it echoes up through this bowl. This development will generate a lot more noise. | An Acoustical Assessment of the proposal is being undertaken and prepared as part of the EA documentation which will investigate the suitability of the noise generated from the development and any measures necessary to abate these to acceptable levels. |
| 18 | We would also like to know what support you have given to the Labour Government. | Ashington or any of its Directors have never given any donations to the Labour Government. |
| 19 | Have you considered a Cinema for this development? I would also like to see a fish shop and some decent food shops being considered. My final comment is that I fear this will be a barbaric development. | We have engaged a retail expert to advise on the best mix of uses for the retail component that will be complementary to the rest of the retail in Double Bay. Conceptually there will likely be a signature restaurant, café's and fresh food / providores and specialty retailers. |
| 20 | Duncan Fairweather I am interested in the environmental impacts of the development. You have mentioned that it will achieve higher quality environmental standards. But from the images that you have shown us there seems to be a lot glass in the building façade. This building will increase overall energy usage. It is a bigger development. | The images of the building with the glass façade was an earlier version of the design which have now been refined to look more like a conventional apartment building with more shading elements. It is also proposed to use solar technology as part of the power supply for the hot water for the development. The best Environmentally Sustainable Design practices involves passive systems such as cross ventilation, solar access etc rather than mechanical systems. The design of the apartments and hotel has incorporated these passive systems. The hotel is also proposed to have automated services – if you open a window or balcony door, the AC turns off. |
| 21 | Chris Nolan You have indicated that Department of Planning and Woollahra Council have supported elements of this development. But I have a letter from Woollahra Council indicating that they oppose this development on numerous grounds. There is also a question in Parliament from the opposition opposing the Part 3A planning legislation. How do you think you can get this development through without reductions to its height and scale? | Members of Council's planning staff were present at a site inspection held with representatives of DOP in August 2008 to define the key urban design objectives for the project. Council also had a member on the Urban Design Review Panel that provided several recommendations in relation to the urban design of the project. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 22 | Can you extend your assurances concerning donations to the Labour Political Party to individual members and Ministers such as the Planning Minister Kristina Keneally. | Yes. No donations to any individual Ministers in the Government as well. |
| 23 | We understand that the planning process you are following is Part 3A legislation and that it is law. What revisions does Ashington have in place if the opposition comes to power in the next election and reverses the Part 3A planning laws? What will be your fallback position if you do not have a consent in place. | We have developed a Fallback Scheme which is essentially the conversion of the existing building 'shell' into primarily residential apartments. This is permitted under Council's zoning and as it will be working within the envelope of the existing building, we believe it is a relatively straight forward application to obtain approval. However, under this scheme, there is no hotel included or any of the other key objectives identified for the project as the existing building's short-comings will not be able to be addressed. |
| 24 | I support previous comments. I am very opposed to the height and the floor space that you are proposing. When I attended your community consultation day in April, Matthew Bailey indicated that Ashington would get 3 times the amount of profit from residential apartments compared to a hotel. What research have you then done into the demand for residential apartments in this area? What does it mean when you talk about a project being viable? Does that simply mean profitable. | Double Bay is a very attractive residential location and recent sales in the area support this. We also have undertaken market research that supports high quality residential product for the Double Bay market. What we mean by viable is profitable to the business and the investors we represent, but also with the returns to justify the risk we are taking in investing so much money into a project. |
| 25 | Could you explain the actual dimensions of the piazza and how shadows will impact on the piazza and the range of uses proposed to be contained within? You have just talked about shadow impact on the entrances and I would like to know more. | The dimensions of the piazza are approximately 35 x 28 metres. Part of the design of making the piazza work as a space is getting sunlight into it – this is another reason why the north, east and west sides of the podium are low to enable sunlight to access into this space. A detailed shadow analysis is being prepared as part of the EA documentation. The proposed mix of retail uses has been discussed previously. |
| 26 | I am concerned that the glass façade will create glare and reflectivity to the north and west. Could you please comment on this? | As mentioned previously the amount of glass in the façade has been reduced from the image shown of the earlier version of the design. There are also additional shading elements now in the design. A reflectivity study is being prepared as part of the EA documentation. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>You have indicated that there will be a swimming pool, restaurant and bar on the top podium level. What acoustic controls will be in place to stop noise spill from these areas.</p> <p>Will these facilities be available to the public?</p> | <p>The proposed rooftop 'juice bar' will be enclosed to the north and west sides where its closest to adjoining residents. There will also be landscaping and screening treatments proposed for these edges. An acoustic assessment is being prepared as part of the EA documentation.</p> <p>It is possible for there to be public access to the rooftop facilities. This will be subject to the hotel operator.</p> |
| 27 | <p>Josephine Thompson I am objecting to the height of the twin towers. There has been a lot talk about preserving floor space but none about the cost of air space which is the cost of creating the piazza.</p> <p>Where has Ashington obtained the money to do this development? Could I know more about Ashington and its Board? Who are the Board members and how many are there.</p> | <p>Ashington is a development fund manager. The investors, and beneficiaries, of the funds we use for our development funds are primarily industry superannuation funds.</p> <p>The Board of Directors of Ashington consists of Craig Anderson, Craig Minahan, Scott Steel and Mark Bouris. You can find out more details on each person from Ashington's website.</p> |
| 28 | <p>Tony Froggatt This has been a very revealing presentation. I was surveyed in December by your market research company. The survey focused on retail and hotel benefits of the development. But I was never shown a picture of what it would look like. I was generally supportive. You say that 70% of the floor space is within and under the height of the existing building. It is the 30% that is above the height limit that is of concern. It is this height that is accommodating the residential apartments. The development is all about getting returns from residential development but under the premise of a tourism development.</p> <p>Your presentation is disingenuous. It is the residential apartments that are causing the concern about height. Approximately 15 apartments per tower will get the benefit. I think we are being taken for a ride.</p> | <p>The purpose of the survey was to gauge responses to what people wanted to see happen with the site. It did not gauge their view of the actual proposal as this information was not available at the time of the survey.</p> <p>Comments noted.</p> |
| 29 | <p>In the brochure to the body corporate you mentioned that a shuttle service may operate between the development and the council carpark. Could you expand on this?</p> | <p>The carparking valet service is one option we are looking at to address the car parking pressure in the area. This could work in a manner where the hotel operator could offer a valet parking service to shoppers to park their cars in the Council carpark on the corner of Cross Street, and return it when ready.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | A lot of businesses have vacated their business because of this project. They have thrown the towel in before the project has been validated. They have expressed to me that this project is the reason for them leaving Double Bay. | We believe our project will contribute to the substantial revitalisation of the Double Bay area. |
| 30 | How do you evaluate the comments from the consultation forums? If you find that height is the major issue will you abandon the project? We have not been given any options regarding height to consider. You have not asked us if we want height or a hotel. If as a result of these consultation meetings 80% of people object to the height how will you deal with this? | <p>We have been undertaking the design review and consultation iterative process now for some 18 months. The purpose of the presentations today was to present the outcome of all that work of where we have got to by listening to all these views and coming up with a balanced solution that provides the best overall solution. Any feedback that we are able to incorporate into the current designs we will, however the design concept presented will be largely the design we lodge with the DOP.</p> <p>As mentioned earlier, if we are not able to reach an acceptable approval, we have a Fallback Scheme devised which is viable and we may look to pursue.</p> |
| 31 | <p>What are the structures on top of the buildings and have they been included in the heights?</p> <p>How will you maintain 171 jobs on this site? What projections have been made to confirm that this number of jobs can be substantiated by this development?</p> | <p>The structures on top are the plant room housings which include the lift overruns, and service plants for the development. These have been included in the height figures quoted.</p> <p>The number of jobs is advised by our hotel and economic consultants. These reports will be part of the EA documentation submitted.</p> |
| 32 | <p>Why can you include jobs that are generated for the residences as part of the criteria for the tourism classification which underpins its Major Project Status?</p> <p>Would this project get planning approval from the Department of Planning if it did not have a hotel?</p> <p>Could you please describe the arrangements for car access to this development?</p> <p>Could you please explain how guests at the hotel will arrive at the development?</p> | <p>The jobs associated with the residential component are not included in the calculation of tourism related jobs, just overall employment generation by the project.</p> <p>The project would likely still satisfy a criterion under which the DOP could declare the project a Major Project if there was no hotel.</p> <p>Car access will be the same as the existing building – right of way under 45 Cross Street.</p> <p>Hotel guests will be dropped off in front. It is proposed that there will be no cars in the piazza.</p> |
| 33 | With regard to the piazza does this form part of the criteria for planning approval. Why do you call it public open space when it will be in private ownership? | The piazza is not a requirement for its planning approval. It will be publicly accessible space, open 24hrs a day. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 34 | I want to reiterate that apart from height I feel the under provision of parking is a huge problem for this development. For me this is a major issue. | Noted |
| 35 | When do you propose to submit your application to the State Government? | February 2009 |
| 36 | When will the full Environmental Assessment documentation be available for the public to view? | Following lodgement the DOP will review the documentation for adequacy, at which point they will put it on exhibition for public review and comment. The documents can be viewed at various locations such as the DOP offices, Drop-In Information Centre in the hotel, DOP website, project website etc. |
| 37 | We now understand that your primary objective from this development is to make money through the residential apartments. From a financial stand point it must be less attractive for residential apartments to be in a low rise development. Is it the hotel and retail uses that make this development qualify as a Major Project? If it was just a residential project would it be classified as a Major Project? | <p>If it was a purely residential project, it would likely still satisfy a criterion under which the DOP could declare the project a Major Project.</p> <p>The Fallback Scheme is still viable from a business perspective but not the best outcome for the site or Double Bay.</p> |
| 38 | If you were to replace the retail space with low level residential apartments would the Department of Planning still consider your project a Major Project? If you did this, would you need to lodge a new application with the Department or could you simply substitute amended plans. Are low level residences as financially viable as what you are proposing? | <p>Any change to the proposal, once approved, would need to be resubmitted for approval again.</p> <p>The Fallback Scheme is not as good an outcome for Ashington or Double Bay as the Preferred Scheme would be.</p> |



5.2.2. Community Forum 12.30 – 2.30 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 28 people registered to attend this session and 17 people attended the session. The list of participants who attended is detailed below.

| Name |
|--------------------------|
| BALKIN, Mrs Muriel |
| BLUMBERG, Carlene |
| DALE, Mr John |
| DALE, Mrs |
| GORMAN, Yvonne |
| HARRIMAN, Paul |
| HARRIMAN, Robin |
| HEDDERMAN, Lyn |
| HERSHON, Melanie |
| JACOBSON, Shirley |
| LEWIS, Professor B |
| MANOY, Robyn |
| MANOY, Colin |
| POCKLEY, Tim |
| ROHL, Timothy |
| SINCLAIR-LAURENS, Dianne |
| WILLCOCKS, Wendy |



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 1 | Will any of the new floors be underground? | The current concept includes for the retention of the existing two level basement carpark. |
| 2 | Of the 100 car parking spaces how many spaces will be set aside for each use – residential, hotel and retail? | The exact allocation of spaces to the various uses has not yet been finalised however a specific parking study is being prepared for the proposal as part of the Environmental Assessment (EA) documentation. The number of spaces required to adequately service the development will be identified in this report using the Council criteria. |
| 3 | The first photomontage from Transvaal Avenue is deceptive. | Not sure why you think this. |
| 4 | You have made a lot of the principal of maintaining existing floor space but have ignored the height limits. The principal that has applied in Double Bay is the height to be built on the ridges and lower development on the flats. We object to you trying to change the character of Double Bay. It is a village. | It is our belief that the proposed concept provides a street level more in keeping with the character of Double Bay than the existing building. |
| 5 | You want to make this project commercially viable. Why not bring the height down. You could increase existing building by 2 storeys and build a hotel and residential apartments and people would not object to this. | The proposed design concept is viewed as the best balance of many competing interests that have been analysed for the site. In providing all the other community benefits and key urban design objectives identified to us through our consultation process, we believe the proposed concept is the best overall solution. |
| 6 | Height is not a little bit of balance. What you are proposing is an in-balance in height when compared to the existing character. | Comments noted. |
| 7 | At the moment 70% of the development is in the podium and 30% in the tower. Couldn't you achieve this development without building towers at all. If you were not fixated on towers then you would have an attractive building. It would have the same property boundaries and if you increased the dimensions of the podium it would encroach only slightly on the piazza. You either have towers or you don't. It is not a compromise that you are offering. It is extreme what you are proposing? It would be extremely unusual to have towers In Double Bay. | To retain the viability of any redevelopment option, a fundamental principle is that the amount of floor space needs to be retained, but rearrange it in a manner that works better. A redevelopment scenario without the two taller building elements would not be a viable proposition. Comments noted. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 8 | <p>John Dale I am concerned about parking. You have said you are looking at it. Your response about research on existing car spaces is different than our experiences.</p> <p>66 hotel rooms plus 36 residential apartments and 171 staff. The whole idea is to bring people into the area. You have not got the infrastructure in place to cater for these people with regard to parking.</p> <p>The towers will change the character of Double Bay and take away sunlight.</p> <p>I want a positive explanation about how you are going to fit all these extra people into Double Bay.</p> <p>Have you heard about the Franklin Dam? This is a similar project for us.</p> <p>Could you explain why the current development does not comply with the Council controls and then why are you going to retain this floor space and still not comply with current regulations.</p> | <p>As noted previously a specific parking study is being prepared for the proposal as part of the EA documentation which will identify the number of spaces required to adequately service the development.</p> <p>The current building does not comply with the Council controls because the Council controls were devised and published more than 12 years after the existing building was approved by Council and constructed. The new controls that were put in place did not recognise the existing conditions on the site and created this anomaly. We are proposing to retain the floor space that already exists on the site, but rearrange it in a form that provides the best outcome and delivers the objectives and community benefits that have been identified to us.</p> |
| 9 | <p><u>Carlene Blumberg</u> <u>Car parking</u> <u>This was raised by a number of participants and according to the Draft Record, on each occasion it was answered by a statement that "a specific parking study is being prepared for the proposal as part of the Environmental Assessment documentation."</u> <u>To my recollection, at the Forum on one occasion a reply was given stating that there are currently approximately 170-180 parking spaces and that it is not intended to provide more. Further, the developer intends to use about half of the existing parking area for various items of plant (such as air conditioning etc) necessary for the project-meaning that there will only be about 85-90 parking places.</u> <u>I would ask that the standard reply be corrected and made more accurate to reflect</u></p> | <p>Refer amended response at paragraph 17.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p><u>this use of some of the current parking area for plant, reducing parking spaces to a number which is clearly inadequate for the hotel plus the proposed number of units plus the expected extra employees.</u> <u>I don't understand the reply given to the first question (Floor space below) that I asked about floor space and compliance with current controls. The reply shown that you are seeking approval for the proposed building seems absurd, as it was obvious that is what you want. In addition it is not an answer to my question and I do not recall that that was what was said at the Forum.</u></p> <p>Floor space – if you demolished a building I thought you had to comply with current controls when you rebuild.</p> <p>If you don't get approval will you refurbish the existing building?</p> <p><u>With regard to the third question (critical Infrastructure below) I asked as to how this proposal could be called critical infrastructure, my recollection is that the reply was that there are “non –discretionary” parameters set out in Part 3A which state that if a project costs more than \$100,000,000 and will provide at least 100 jobs, the Minster is obliged to call it in. This reply does not appear in the Draft Record. In addition I have re read Part 3A and I am unable to find any mention of these so called “non discretionary” conditions. I would be very grateful if you could tell me where these qualifying conditions can be found in Part 3A of the Environmental Planning and Assessment Act 1979 or perhaps other legislation.</u></p> <p>I have looked at Part 3A. It refers to critical infrastructure. How is this critical infrastructure?</p> <p>You have put a lot of emphasis that this will increase tourism. How will it increase</p> | <p><u>That is not correct. Although we are proposing to demolish the existing building and build a new one part of the approval we are seeking is for the construction of the proposed building. We would not demolish the existing building unless an acceptable approval for the new building was also provided.</u></p> <p>If we are not able to reach an acceptable approval for the Preferred Scheme, we have a Fallback Scheme which involves primarily the refurbishment of the existing building structure into residential apartments which is viable and we may look to pursue.</p> <p><u>The section of the Part 3A legislation that is relevant to this project is a section that deals with tourism and not critical infrastructure. The relevant section of this legislation is State Environmental Planning Policy (SEPP) Major Projects Clause 6(1) [Clause 17 of Schedule 1].</u></p> <p>The tourism benefits of the project are the inclusion of a world-class hotel on the site that</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | tourism particularly the Hotel Residences component? Will these be sold? | will attract international and domestic travellers to the area. The Hotel Residences component are not part of the tourism generation. Yes they will be sold. |
| | How many floors will there be of Hotel in the podium? Will there be some levels of offices. The Piazza of 870m ² ? Will it belong to the hotel or will it be public. You keep saying it will be public. Not only is the Floor Space Ratio above the DCP but the height is also non compliant. This is very much of concern. | The hotel is located over four floors of the podium. At present it is not proposed to have any commercial offices. It is likely that the piazza will be owned by the owner of the hotel and/or retail or a Body Corporate. It is intended that the piazza will be publicly accessible 24hrs/day. |
| 10 | I understand that you don't want to give up floor space. But if these apartments are to be sold you can work out what they will cost/return. Why can't you give up a portion of floor space to have a happy community and the right number of car parking spaces? Even if each apartment was \$5million. It is \$30 million if you took off 3 floors you would bring it down to a reasonable height. Why don't you reduce the height? | The retention of the floor space is essential for the viability of the project. |
| 11 | I think the height of the Cosmopolitan looks great. But your development with its towers will open the gate for Double Bay to become like Bondi Junction. It will create a precedent. Car parking is a very great concern. Where are people going to park in this area? | The site is a unique combination of both large site area and high floor space density, which exceeds the current controls in place. We are not aware of any other sites in the Double Bay area that have this combination of factors. Even if a number of smaller sites were acquired and joined together it still would not have the combined existing floor space density. This site is an anomaly. Comments about car parking noted – these have been discussed previously. |
| 12 | Looking at the ground plans and the views from Transvaal Avenue. Do the towers cover the entrances from Cross Street? How far back are the towers from Cross Street and Transvaal Avenue? | The podium sits over the openings to Cross Street. One of the openings is single storey (4.5m high) the other opening is four storeys high. The South East tower is set back approx 3.3m from the site boundary along Cross Street. The South West tower is set back further from Cross Street. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 13 | <p>I hold concerns about the height.</p> <p>You said that if the ground floor doesn't work the development won't work. Double Bay is struggling. What makes you so sure that the Piazza will bring people in and that it will become a dynamic successful space?</p> <p>Where is the hotel lobby? Where do cars drop off?</p> <p>How wide are the Cross Street connections?</p> <p>I think the site needs development and there are good ideas but I am concerned that the uses will get tucked away and not used.</p> <p>The piazza design is very important – it cannot be a concrete jungle.</p> | <p>Our architects, urban planners and retail advisors tell us that this format for the retail is how it can work best on this site.</p> <p>The hotel lobby is located at the South West corner of the ground floor. Guest drop-offs will be in front on Cross Street.</p> <p>The design is still being finalised, but at the moment they are around about 5 or 6m</p> <p>Comments noted.</p> |
| 14 | <p>It is very unfriendly of the developer to not enable residents to view plans at the Council. The Council goes to a great deal of trouble to ensure we get development that is successful.</p> <p>How are people going to get to this development? The roads are poor, there is no rail line and limited public transport.</p> <p>We pay a lot to live in Double Bay – you developers make your money and then leave.</p> <p>I spoke to a Building Inspector re the Woolworths development – he told me about Acid Sulphate Soils being the reason this development did not proceed because they made the site too expensive to develop. Won't this affect your site?</p> <p>We are very concerned about overshadowing to Transvaal Avenue.</p> <p>The photomontage you placed in the Wentworth Courier does not give the right impression.</p> | <p>A traffic study and transport assessment is being prepared as part of the EA documentation that will investigate these matters</p> <p>The concept includes for the retention of the existing basement carpark and its base slab that provides a capping to that soil issue. Our engineers advise us that it is best to leave that existing slab in place because of the soil issues and also to not impact onto the groundwater.</p> <p>Detailed shadow analysis is being prepared as part of the EA documentation</p> <p>There will also be detailed visual analysis included as part of the EA documentation.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 15 | <p>In the event that the hotel is not viable and unable to get a manager would you be tempted to convert hotel suites to residential apartments? Will you give an assurance that this won't occur.</p> <p>There is a real possibility that the hotel/piazza could become another apartment block. It would then be too late and it would be left with the Council to sort out.</p> | <p>Hotel management agreements nowadays are generally for a minimum of 20years +, with options to extend even further. It is our intention to put a hotel manager in place under such an agreement for a long-term. The successful operation of the hotel is a critical component of our project.</p> <p>Any proposal to change a use of the development following approval will be subject to another application for approval.</p> |
| 16 | <p>What happens to the Hotel if the retail area becomes a hole and the piazza is not conducive to spend time in – being a cold draughty place with lots of shadow and wind tunnelling through its connections?</p> <p>The idea that it is a warm lovely piazza is incorrect. You should not use the term piazza – we are not in Italy.</p> <p>The piazza has to have something that draws people in. People don't want to go into dead ends.</p> <p>You are upsetting the residents of Double Bay so they won't shop there. And if you are putting in premium luxury retail who will shop there?</p> <p>What happens if you have not got it right? Current economic forecast – how will you get it to work?</p> <p>Why would a hotel draw me to this development as a resident? The hotel at around 60 rooms may generate 120 people per day if it is at capacity. In Double Bay/Bellevue Hill/Woollahra there are thousands of people. Why would they go to the hotel? Which market are you catering for? The privileged market?</p> | <p>A wind assessment is being undertaken as part of the EA documentation. It is understood that the advice from the wind consultant is that wind will not be an issue in the piazza.</p> <p>The interest from 9 of the world's best hotel operators provides support that the hotel concept that we have devised is suitable for the location and should be successful. The hotel is to be targeted at high-end leisure travellers, particularly the international travellers. This segment of the tourist market has a greater capacity to spend more on entertainment activities and dining and shopping in the local area and thus the flow on benefits to the retailers and broader area.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|---|
| 17 | <p>On this present site how many parking spaces are there?</p> <p>I am uncomfortable. You say there are 36 residential units – in today’s market each would need to have 2 spaces. In your explanation of parking you are hiding behind the fact that you are looking at it. This is not fair.</p> <p>You have 60-70 hotel rooms half of which will have cars. This brings parking demand to 120 spaces.</p> <p>Then you have 171 jobs – how many staff will come by cars? A third = 60 plus. This brings it to 180 spaces that you need.</p> | <p>The approved plans for the existing building show 173 spaces but I understand there is less than that at the moment.</p> <p><u>The current designs include for approximately 85 spaces because some of the carpark area has been taken up by the services plant for the development. This is a balance as putting “floorspace” underground minimises the area (and height) of the structure above ground. However based on recent feedback we have reviewed the current carpark plans and the number of spaces are now closer to 100.</u></p> |
| 18 | <p>You spoke about mixed uses. Where can we see a development such as this in Sydney? What you are saying is that this kind of developments is untested in Sydney?</p> <p>There has been no attempt to do a development such as this in Manly which is a tourist destination.</p> <p>What negatives have your consultants advised you about? A project is not just a design, it is all about its impact.</p> <p>Woollahra Council initiative/plan to build more car parking should not flow from this development. This development should be able to respond to its own impacts.</p> <p>My whole problem is that I can’t see this as a tourism development. The tourism aspect is small if you look at room numbers.</p> <p>Is it set in concrete that you have to have a hotel? It is not viable on its own? Why can’t it be just apartments?</p> <p>I think Ashington should concentrate on residential, on this site.</p> <p>At 14 floors you are spoiling a village. You would be better off at 7 floors of residential.</p> | <p>There are not many examples of this type of project in Sydney. Ashington has recently completed a project known as Cross+ in Kings Cross that includes the Diamant Hotel, retail, some commercial office suites and residential penthouse. It is a vastly different project to this one though.</p> <p>The potential impacts of the proposal are being assessed as part of the Environmental Assessment studies and the designs modified to minimise these impacts to acceptable levels.</p> <p>Part of our proposal is for the inclusion of a hotel. There is a wide array of views about what we should do with the site – the inclusion of a hotel was a critical element voiced by many groups, some people want a bigger hotel, some people don’t want a hotel at all. We believe we have come up with the best balance of all these objectives that will provide the best overall outcome.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| 19 | <p>You said that contrary to what exists now that the hotel drop-off will be on the street. Could you please get your consultants to look at this? There will be traffic chaos. At the present time the porte cochere takes cars off Cross Street. What you propose will create traffic congestion.</p> <p>The piazza is incorrectly named. It is a space. I would suggest you look at Ziggolini in Double Bay – at the end of an arcade. It does not work. If your experts look at the other arcades in Double Bay (Manning Road, Roma Arcade) they will find they are not viable. They do not work.</p> <p>You look at what Double Bay needs by looking at New York examples.</p> | <p>A traffic study is being undertaken as part of the EA documentation.</p> <p>Comments Noted.</p> |
| | <p>Isn't it true that the hotel is incorporated to make this project a Major Project and to have it managed by the State Government?</p> | <p>The inclusion of a world-class five-star boutique hotel has always been part of our vision for the project and an integral component of our strategy before we discussed the matter with the Department of Planning. We believe there is a great opportunity for such a hotel in Sydney and this has been confirmed by many experts, industry groups and international hotel operators that are interested.</p> |
| 20 | <p>The reason why Double Bay is dead is because the Cinema closed and then the Council introduced parking meters. More shops won't work.</p> <p>What are the towers made from – glass. It doesn't correspond with the character of existing buildings. It looks out of place. It won't bring people in.</p> <p>You come in with the money and then go.</p> <p>The site and the environment is just not suitable for this project.</p> | <p>The images of the buildings with a more dominant glazed façade was an earlier version and this has since been refined to present more like a conventional apartment building.</p> |



5.2.3. Community Forum 7.00 – 9.00 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 28 people registered to attend this session and 18 people attended the session. The list of participants who attended is detailed below.

| Name |
|--|
| AKELIAN, Raphael |
| ALLSOPP, Simon (Recorded session on behalf of No High Rise Double Bay. Transcript provided to all participants)*. |
| CHRYSTAL, Lavinia |
| GELLERT, Erika |
| GREEN, Alan |
| GREEN, Eva |
| GOSPER, Sophia |
| KOTIS, Con |
| LOWY, Robert |
| LOWY, Sally |
| MOSES, Phillip |
| MOSES, Donna |
| REEDY, Douglas |
| REID, Colleen |
| REID, Malcolm |
| ROTENSTEIN, George |
| ROTENSTEIN, Shirley |
| WHITE, Dr Yvonne |

* A copy of the transcript has been forwarded to the NSW Department of Planning under separate cover.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| 1 | <p>What stage is the project at with Woollahra Council?</p> <p>You are only allowing 85 car parking spaces. You must have done research on how many cars will be generated.</p> <p>How do you respond to the community concerns relating to height?</p> | <p>The project has been declared a Major Project by the Department of Planning (DOP) and will be assessed by them rather than Woollahra Council. No application has been lodged yet.</p> <p>There are 85 spaces shown in the current designs however we have been reviewing this in light of feedback from the consultation process and believe it will be closer to 100 spaces. A parking study is being prepared as part of the Environmental Assessment (EA) documentation which will calculate precisely how many spaces are needed to service the proposed development using the rates as defined by Council.</p> <p>We understand height is a key issue and very emotive for people. However the height must be looked at in the context of all the other attributes of the design as the massing of the floor space is a balance of delivering all the other objectives and benefits identified for the project.</p> |
| 2 | <p>It would seem that the public space/piazza is a PR exercise. If you got rid of it you could design a building that was of a more modest height – and this would be more acceptable.</p> <p>Could you please outline the facilities of the hotel – will you have a conference room?</p> | <p>The inclusion of better quality open space was a key urban design objective for the project and also fundamental to making the hotel and retail perform better and also addressing many of the identified shortcomings of the existing building. We have looked at the option of having no piazza and a shorter building, which would essentially give us the same format as the existing building.</p> <p>Facilities will include the rooftop pool and breakfast bar, there will be a signature restaurant associated with the hotel, it is also likely a beauty spa will be associated with the hotel as part of the retail. It is likely there will also be a small gym and some executive / business lounge facilities however the exact make up of the facilities is yet to be resolved as each of the operators that we are speaking to have their own ideas of what amenities should be included. However as the hotel is targeted as a high-end boutique leisure hotel it is not envisaged there will be large scale function facilities.</p> |
| 3 | <p>Parking – there are currently 173 spaces. You are reducing this to 85. We are short of car parking in Double Bay as it is. Woolworths car park is full and Council Cross Street car park is difficult to use.</p> | <p>Comments relating to carparking noted and have been discussed previously.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>Height is an issue - visual impact is the issue. My views to the Point Piper headland will be blocked.</p> <p>Overshadowing created by the towers is a concern for retailers.</p> <p>Noise – I get woken by trucks on New South Head Road. This will make it worse. Double Bay is a basin. Noise is carried up and out. The noise generated by the public space is of concern.</p> <p>Traffic – extra traffic will be generated. Traffic on New South Head Road is very difficult presently. This development will make it worse.</p> <p>You want retail space but existing retail tenancies cannot be filled. After a few businesses leave there will be more empty space.</p> | <p>A detailed visual impact assessment is being undertaken as part of the EA documentation. The locations for the view analysis were agreed with the DOP. Some further locations have been suggested to us through our consultation process which we are also looking at.</p> <p>Detailed shadow analysis is also being undertaken as part of the EA documentation. The design of the building form has investigated the shadow impact on Cross Street and was part of the reason for the design to separate the buildings and position them in the current locations. This actually allows more sunlight through to Cross Street than the existing building in many instances.</p> <p>An acoustic impact assessment is also being undertaken as part of the EA documentation that assesses whether there are any unacceptable noise impacts from the proposal and recommends measures to mitigate these impacts to acceptable levels. The design of the new building will also incorporate improved acoustic design than the existing building.</p> <p>A traffic study is also being undertaken for the EA documentation. As the hotel and retail components of the proposal are both smaller than the existing current situation, we understand that there will be no significant adverse traffic impacts from the development</p> <p>We believe that the tourism and residential component of the project will supply a base of demand for retail and also help to bring new shoppers to the area and contribute to the revitalisation of Double Bay. An Economic Impact Assessment and Retail Impact Assessment is also being prepared as part of the EA.</p> |
| 4 | <p>Car parking– a lot of people don't shop here because of car parking. The loss of 100 spaces will have a detrimental impact. We have parking metres and we lost car parking spaces at the Cosmopolitan.</p> <p>Height – only showed a shadow diagram at 12pm and 3pm. I would like to see the analysis for the whole area.</p> | <p>Car parking issues have been discussed previously.</p> <p>Overshadowing issues discussed previously.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>Early consultation in December you indicated that most people wanted to see the Stamford Plaza updated. Updating does not mean demolishing and rebuilding.</p> <p>The thought of Double Bay going like Bondi Junction is not desirable.</p> <p>You have described the towers as hotel residences but what is the actual use. Residential or hotel?</p> <p>I feel it is a world class hotel now and what you are proposing is inferior to the existing hotel. I would prefer to see the hotel with the views and not the residential component.</p> | <p>There is a wide array of views about what should happen with the site. We believe the concept we are proposing is based on sound research and provides the best overall balance to deliver the objectives and community benefits desired while minimising any impacts.</p> <p>The hotel residences are essentially private apartments separate to the hotel, but which can utilise the services of the hotel on an as needs basis.</p> <p>Comments noted.</p> |
| 5 | <p>I think this is a dishonest proposal. It is not about improving the tourism position at the hotel it is about building residential apartments with views. It is about trying to justify or create the impression that what you are trying to do is good for the community. The parking reduction demonstrates this. When you look at the impact this development will have on views across the area. It is a disgrace.</p> <p>You say you have gone through a process of balancing the best environmental and community benefits. Your implication is that because the existing hotel property must go out of business as will the retail that this development is beneficial.</p> <p>You say you have undertaken various consultations and that you are implementing the changes to the design. What was the height? Now that you have reduced the third tower. What is the compensation you have made on the remaining two towers?</p> <p>And given that you say you are receptive to consultation and 42% of residents are concerned about height. What are you going to do about it?</p> | <p>The inclusion of a world-class five-star boutique hotel has always been part of our vision for the project. We believe there is a great opportunity for such a hotel in Sydney and this has been confirmed by many experts, industry groups and international hotel operators that are interested.</p> <p>Carparking and visual impact issues discussed previously.</p> <p>We believe that the hotel and retail format and concept that we have devised is the most suitable for this site and location.</p> <p>An earlier design concept showed three taller elements of 14, 12 and 10 storeys. In response to consultation and concerns raised about the height of the North East tower, this was removed. The other two buildings were reorientated and their footplates substantially modified, and the height of them made the same – going no higher. Also the size of the piazza was shrunk to put more floorspace into the podium.</p> <p>This concept is the outcome of 18 months of an iterative process of design review and consultation and we believe this is the best overall solution for the project. As previously discussed, this needs to be looked at in the context of all the other attributes of the design and the impacts of the height.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 6 | <p>Height is of great concern. All around Double Bay is a rim. Everyone located around this rim will lose their harbour views. Your towers will eliminate this view to the harbour. You want to alter the Council height controls considerably. This results in a very great impact.</p> <p>As previously mentioned – why can't you build residential in the piazza space and lose the height.</p> <p>Could I ask whether your initial proposals included hotel space? I thought you said your first option was residential. I get the feeling that would have been knocked back by Council.</p> | <p>Visual impact assessment issues discussed previously. It is also noted that the views of the harbour for residents become available once you move away from the sight up onto the sides of the Double Bay basin. At this point you are a substantial distance away from the site and the views are broader, panoramic views of the harbour, of which the proposed buildings will be part of a bigger view, not blocking a whole view.</p> <p>The option of a shorter building with no piazza was analysed, but it is essentially the same building as exists presently. We have devised a Fallback Scheme in the event that we are unable to obtain a satisfactory approval for our Preferred Scheme. This involves essentially the refurbishment of the existing building structure into primarily residential apartments. Once this happens and the apartments are strata-ed, the opportunity to do something with the site will effectively be lost. Under this scheme there is no hotel and the retail will not be greatly improved, and none of the other key objectives or shortcomings of the existing building will be delivered. We don't believe this is the best outcome for the site, the project or Double Bay.</p> <p>The inclusion of a world-class five star boutique hotel has been part of our vision for the project from the start. We have not lodged any application for the redevelopment of the site as yet.</p> |
| 7 | <p>Once this site happens, then this becomes a precedent and it will destroy the ambiance of the Double Bay Village. If people want high rise they can live in Bondi Junction or Darling Point.</p> | <p>It is our belief that the street level of the proposed concept is much more in keeping with the character of Double Bay than the existing building, hence the key objectives that have been identified to us to endeavour to deliver on the project.</p> |
| 8 | <p>I have lived in Double Bay for 25 years. I saw this building being built.</p> <p>This building should never have been built this large, the floor space ratio is by default.</p> <p>The issue of precedent is the concern. I understand that a prominent developer is purchasing the Cinema and Rivkin building site. This building because of its floor space ratio is going to set a precedent.</p> | <p>Our site is a unique combination of both large site area and high floor space density, which exceeds the current controls in place. We are not aware of any other sites in the Double Bay area that have this combination of factors. Even if a number of smaller sites were acquired and joined together it still would not have the combined existing floor space density. This site is an anomaly.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 9 | <p>Did Ashington know that Stamford wanted to exit?</p> <p>The brochure shows a glass façade. Is this the case? Will there be balconies and where will they be?</p> <p>You have mentioned consultation with Woollahra Council three times but Council has never seen or been given any documents to comment on.</p> <p>The representative of Council on the Urban Design Review Panel was withdrawn. You never made a formal application to Council.</p> | <p>Yes. It was a condition of the sale agreement for the property that the Stamford's lease was to end.</p> <p>That was a previous version of the design concept which has been refined further since then. It is presented as a more conventional apartment building with less glazing on the façade, and shadow elements. Generally the balconies face north.</p> <p>Woollahra Council have been consulted with on the project on several occasions throughout the project starting in November 2007 when the initial concepts options were presented to them. They were also requested by the DOP to provide input into the Director General Requirements, were part of the site inspection with DOP to define the urban design objectives and was one of the three members on the Urban Design Review Panel.</p> |
| 10 | <p><u>Simon Allsopp</u> <u>I am happy with the recount of my comments about growing up on Edgecliff Road, my parent still being there and there not being a montage from that perspective. I am also happy with the invitation to see the potential impact given to Ashington and Architectus.</u> <u>I did however ask a direct question: Do you as the representatives of Ashington and Architectus believe that this is a development that will benefit 30-40 residences in the towers to the detriment of many thousands surrounding the Double Bay Basin.</u> <u>Answer. Nick Wyeth said something to the effect that the height concern was noted and taken into consideration but failed to address the question which I re-call re-asking as I had not received an answer.</u> <u>Answer. Ray Brown acknowledged that there would be detriment to the many however consideration had been given to minimising the impact of the Towers on potential views.</u> <u>My comments are based on my recollection and when the transcript is available I would like to be given the opportunity to make a final adjustment to the comments if they are significantly different to my recollection.</u></p> | <p><u>We believe the proposed project will benefit the greater community in terms of the benefits it will provide. There are strong views particularly from the retail community for the inclusion of a hotel and improved retail and our design response to these objectives whilst minimizing the impacts on others.</u> <u>Height as a concern was noted and taken into consideration however height is only one aspect of the proposed design and needs to be assessed in relation to the other benefits of the design and the impacts of the height.</u></p> <p><u>It is acknowledged that there will be some minor impact to the views of the residents around the basin, consideration had been given to minimising this impact through the design process.</u></p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>I agree with previous comments. My main concern is height. I think it is hypocritical to say that residents will benefit from this development.</p> <p>You mention 2 or 3 times that retail will be viable – if it doesn't we will have empty space and 2 ugly towers and in 10 years time we will say that it was another big mistake.</p> <p>Council are elected representatives, where does Council stand and what is their position on this development.</p> <p>Community consultation – you said that you have spoken to many people, were the towers concept discussed.</p> <p>At that point in time did anybody say they liked the towers? Height. I grew up on Edgecliff Road. My parents are still there. The letter I have written in objection indicates that there are 30/40 residences that will benefit but thousands that will have their views impacted. You did not put those montages/images up. I invite you to come and look at the view from my parents place.</p> <p>You cannot deny that this development will have a negative impact. It will be to the benefit of a few but to the detriment of many.</p> <p>Invitation for Architectus to go to Simon Allsopp's parents house to undertake view analysis.</p> | <p>Comments noted.</p> <p>It is very important for the retail to be successful and we have engaged a retail expert to specifically examine this matter. We are advised that the proposed retail format and layout is the best arrangement for this site. Also, the inclusion of a hotel and residential component to the project will provide a base demand for retail.</p> <p>We understand that Council is opposed to the proposed development.</p> <p>Consultation has been ongoing for a long period of time and in many forms, and for many purposes. There are a wide variety of views about what should happen on the site and we have attempted to listen to everyone and understand their views. We have then come up with a design concept that provides the best overall solution and balance of these views, while minimising any associated impacts.</p> <p>Many people have told us that they love what we are doing and there should be more of it. Visual impact issues discussed previously.</p> <p>Invitation noted.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 11 | <p>What is the project cost of the total development?</p> <p>What is the total project employment?</p> <p>How many people/staff will be leaving the site when the hotel closes?</p> | <p>Capital investment is ~\$140 million.</p> <p>Projected jobs ~171.</p> <p>Understand the current hotel employs ~ 100 but may be incorrect.</p> |
| 12 | <p>I would like to know the recommendations made by the Urban Design Review Panel. Will these be made available?</p> | <p>The Urban Design Review Panel and recommendations made through the workshop process were documented and will be included in the EA submission.</p> <p>Some of the key findings were:</p> <ul style="list-style-type: none"> / Piazza favoured format for open space as opposed to wide street / corridor to north / Height of NE tower to be reviewed in context of adjoining Conservation Area on Transvaal Ave / Height of podium should relate better to adjoining uses and be lower / Piazza to be shrunk to incorporate more floorspace into podium / Any taller elements should be formed in taller, skinnier elements rather than fatter ones / Taller elements should be located away from adjoining residents to north for overlooking impacts and also close to Cross Street as overshadowing impacts minimised to rooftops of commercial area / Taller elements along Cross Street to be separated to allow sunlight through to Cross St. / Removal of cars from piazza |
| 13 | <p>You have referred to the Director General of the Department of Planning – who is this.</p> <p>Have you tried to get Ritz-Carlton back? Have they said that the existing building cannot work?</p> | <p>Director General of the NSW DOP is Sam Haddad. He has been in this position for 7 or 8 years.</p> <p>Yes, the Ritz-Carlton was one of the hotel operators approached for the project and one that has expressed an interest in the proposed concept.</p> |
| 14 | <p>What was Council's expressed attitude about development?</p> <p>You state in your brochure that 'early in 2008 Ashington approached Woollahra Council and presented several options of the proposal with the intention of commencing design review and consultation with them on the project. Based on feedback received you then</p> | <p>As noted in the publication, when we approached Council the feedback received was that the then Council was unwilling to consider a development outside the current controls.</p> <p>As the existing building already exceeds the current controls, we believed this wasn't a practical position for Council to take and thus we approached DOP to brief them on the project. In response to this briefing we were requested to lodge an application to determine whether the project satisfied the criteria as a Major Project.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>formed a view that Council was unwilling to consider a development on the site that was outside of the Council planning controls'. You originally went to Council because you did not have the hotel/retail. So to make it a Major Project you add these uses and bypass Council.</p> <p>The correct answer should have been you approached Council and they knocked you back – isn't that right.</p> | <p>The Part 3A process is a legal avenue available to us. It is the law and we have operated within the law.</p> |
| 15 | <p>It is hard to imagine that this development can go ahead. When you go back to the drawing board – what concessions would you make? Would you give away the retail? The reason you have the design is to have retail facing open space. If you give away the retail then you can go to a lower design.</p> <p>Ashington is just here to make money. You will walk away from Double Bay.</p> <p>When I look at your parking there are not enough spaces. How many three bedroom apartments will there be?</p> <p>What about Valet Parking for hotel – where will this be? Where will people be dropped off to the hotel? Will the bus stop be retained?</p> | <p>As previously noted, we have considered the option of not having an open space piazza and a lower fatter building – which is essentially the existing building and our Fallback Scheme.</p> <p>In the order of 20.</p> <p>Access to the basement carpark will remain as is currently through 45 Cross Street. Hotel guests will be dropped off on Cross Street Yes we believe the bus stop will be retained.</p> |
| 16 | <p>Will the existing driveway stay?</p> <p>The picture shows cobblestone in the piazza. People here will not walk on cobblestones.</p> <p>Have you considered wind tunnel effects on site and off site onto surrounding streets? The down draft effect?</p> | <p>The existing vehicle crossovers for the hotel porte co chere will be removed. The existing access to the carpark next door will remain.</p> <p>This was an earlier version. There will not be cobblestones in the piazza.</p> <p>A wind study forms part of the assessment and also identifies any measures to be included to abate any wind affects so that they are within acceptable limits. Initial findings are that the piazza conditions are suitable for outdoor eating. The form of the buildings with the podium and balconies also provides beneficial protection against down wind effects.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | Have you considered privacy/overlooking implications into surrounding properties not just immediate neighbours? | Yes we have. This is why the taller elements have been positioned to the south along Cross Street away from the neighbours to the north, and also the South West building aligning with the rooftop of 45 Cross Street. We are also looking at this issue from the rooftop deck area and what screening and landscaping treatments can be included to provide additional privacy. |
| 17 | <p>What are the ESD benefits of this design?</p> <p>You have indicated that it will be better than the existing building. In contemporary design in overseas cities they try and incorporate more green space. I would like to see more green space in the piazza. I would like to see Green roofs.</p> <p>Demolishing the existing building – is this sound environmental development.</p> <p>I am concerned about the polluting aspects of demolition on the pedestrian corridors.</p> | <p>The best Environmentally Sustainable Design practices involves passive systems such as cross ventilation, solar access, shading etc rather than mechanical systems. The design of the apartments and hotel has incorporated these passive systems.</p> <p>It is also proposed to use Solar technology as part of the power supply for the hot water for the development. Rainwater will also be harvested for landscaping irrigation. The hotel is also proposed to have automated services – if you open a window or balcony door, the AC turns off. The design of the residential component will comply with and exceed the BASIX rating system.</p> <p>There will be landscaping treatments to the piazza and open space areas and the roofs of the podium and buildings will have landscaping and green treatments. The preliminary image was a bare image.</p> <p>There is still a lot of debate about ESD principles and the use of existing buildings versus the construction of new better performing buildings. There is a period of time over which the environmental benefits of the improved performance of the new building will outweigh the impact of its construction.</p> <p>The impacts of construction will be examined at that time and management plans are devised and put in place to ensure impacts are minimised.</p> |
| 18 | When people come to the hotel from Bay Street there will be increased traffic generation and congestion. | Traffic study being undertaken as part of EA documentation which will assess this matter. |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| 19 | <p>If development does not proceed would you look at strata titling the existing building?</p> <p>14 storeys is the plan. Did it include the plant in the 51.2m high?</p> <p>If you take the plant out of basement car park where would you put the plant?</p> | <p>Should we not receive an acceptable approval for our Preferred Scheme we have devised a Fallback Scheme which is essentially the conversion of the existing building structure into primarily residential strata apartments. There will be no hotel as part of this scheme, the retail will stay largely as it is and all of the other key objectives and benefits identified for the site will not be able to be delivered because the existing building will stay. Also, as it is a permissible use under the zoning and also as it is development within an existing building envelope it is expected to be a relatively straight forward approval process. Once the building is strata-ed, the opportunity to do something with the site will effectively be lost forever which would be a tragedy. This option is still viable for us from a business perspective but we believe this is not the best outcome for the project or Double Bay or from the quality of projects we strive to do.</p> <p>Yes</p> <p>We would need to look at that, but it would essentially then be above ground, either adding height to the podium of towers, or shrinking the piazza.</p> |
| 20 | <p>I live in Horizons – I can see two cranes. Why are you doing this project in Double Bay? It should be all residential.</p> <p>Double Bay is one of the nicest residential areas in the world - but it is dying. The only way it can survive is by increasing the number of people who will live there.</p> <p>A view does not become yours forever.</p> | <p>We believe Double Bay still has great potential and believe our concept will be successful and help the revitalisation of the area.</p> <p>Comments noted.</p> |



5.3 Wednesday 21st January, 2009

5.3 .1 Community Forum 7.30-9.30am Session

LIST OF PARTICIPANTS

Urban Concepts advises that 12 people registered to attend this session and 9 people attended the session. The list of participants who attended is detailed below.

| Name |
|---|
| BARRY, Robert (Recorded the session on behalf of No High Rise Double Bay. Transcript provided to all participants)*. |
| BERCICH, Gianni |
| BRAY, Diana |
| BRAY, Michael |
| DEMPSEY, Tony |
| LEWKOVITZ, Mark |
| LEWKOVITZ, Mr |
| ST. JOHN, Hannah |
| WADSWORTH, Sarah |

* A copy of the transcript has been forwarded to the NSW Department of Planning under separate cover.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 1 | <p><u>Mark Lewkovitz</u> <u>A question was asked about a revision of the tourist related retail job estimates for the reduced retail space. The question was taken on notice. Please provide response.</u></p> <p>How has the retail area changed from the Clause 6 application to the Minister?</p> <p>Could you identify employment allocation you identified in your Clause 6 application to the Minister? Didn't the application only identify 80 jobs as being associated with the hotel component of the development?</p> <p>What defines tourism related/retail jobs?</p> <p>This application was only called in because there were 100 jobs related to tourism. Is that correct?</p> <p>Will Ashington release to the Wentworth Courier shadow diagrams for the development. It is important that the community understands the overshadowing implications of this development.</p> <p>Is it the intention that the piazza be owned by Woollahra Council in trust for the people of Woollahra?</p> <p>The danger is that if Ashington sells the piazza and the next owner has other designs for the piazza and it is then built upon and lost.</p> <p>You lost me when you said this development is a benefit to the wider community. Can you identify what those benefits are?</p> | <p><u>Yes. The tourist-related employment generated by the project is based on the final design concept.</u></p> <p>The design, including the different mix of uses has not yet been finalised, however the current proposed design has marginally less retail than the design at the time of the Clause 6 application, and more hotel rooms.</p> <p>The breakup of jobs as part of the Clause 6 application was prepared by Hill PDA with assistance from JLL Hotels. Retail jobs are counted in addition to hotel jobs. Hill PDA are specialist economic consultants and in the Clause 6 application they comment on the tourism effects of the retail component of the project.</p> <p>This section of the Clause 6 application was prepared by Hill PDA in accordance with the definitions in the Environmental Planning and Assessment Act.</p> <p>The development was declared a major project because it meets the non-discretionary criteria of the Environmental Planning and Assessment Act, in relation to tourist related jobs.</p> <p>A full shadow analysis will be a component of the Environmental Assessment, which will be placed on public exhibition. They will be available for the Wentworth Courier to publish if they choose to.</p> <p>It is the intention that the piazza will remain in private ownership as part of a Body Corporate comprising components of the development. The final breakup of ownership has not yet been finalised.</p> <p>The piazza is being designed as public space that is accessible at all times. That is Ashingtons intention.</p> <p>There are numerous benefits to the wider community, some of which are: the addition of over 1500m² of public space; better site activation and permeability; a better quality building form; better quality retail; the retention of a 5 star hotel on the site; and a dramatic</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | | improvement in the environmental footprint of the building. |
| | <p>I can't see the benefits. The traffic implications are just one example of the impact this development will have.</p> <p>You are hoping to attract more people to Double Bay but this is not a benefit for the residents.</p> <p>You can create a vibrant development but this does not have to mean a bigger development.</p> <p>How can you be sure the open space piazza won't become a wind tunnel like Oxford Street, Mall at Bondi Junction?</p> | <p>A traffic report will be included as part of the Environmental Assessment, however preliminary feedback is that traffic generation from the proposed design will be less than the existing building.</p> <p>I understand some residents do not want more people to come to Double Bay, however increasing the number of visitors to Double Bay has been supported by many residents and overwhelmingly by the retailers in the area.</p> <p>Developments of this nature need a certain scale to be viable. Any development that does not retain the existing floorspace is not viable.</p> <p>The design has been carefully considered to minimise any negative impacts such as wind. A wind study, including wind tunnel testing has been undertaken on the proposed development, and will be included in the Environmental Assessment. Preliminary feedback is that the proposed design will result in no adverse wind effects.</p> |
| 2 | Where is the access to the car park? | The carpark entry is currently through 45 Cross St (the adjoining building to the west). This access point will be retained. |
| 3 | <p>You mention 85 car spaces, 67 hotel rooms, 30-40 residences. It does not suggest a lot of parking for people visiting the retail component or the hotel.</p> <p>Can you breakdown the parking allocation for me.</p> | <p>A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor. We have listened to community feedback that they think 85 spaces is inadequate, and are currently reviewing the plans to increase the amount of available parking. At the moment, we think the final design can include over 100 spaces.</p> <p>The final breakup of spaces between uses hasn't been finalised, but will be clearly stated as part of the Environmental Assessment.</p> |
| 4 | Who produced the brochures? The first brochure made no mention to high rise development. Wouldn't you say that it was misleading? | The brochures were designed and produced on behalf of Ashington. We sent out the first brochure early to ensure the maximum number of people were able to attend consultation. We did bring forward this brochure in response to public requests for information following the misinformation generated by some local groups. At the time of production of the first brochure, the design was not finalised to the |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>You did mention that one of the Senior Planners of Council was on the Urban Design Review Panel. But you made no reference to him resigning. You made no mention of him doing this in the presentation.</p> <p><u>Mark Lewkovitz</u> <u>The architect confirmed that it would be correct to describe the building (including plant) as fifteen floors. Please amend the record.</u></p> <p><u>Robert Barry</u> <u>The answer to the question regarding the height of the development including plant rooms was confirmed by the representative of Architectus as being equivalent to 15 storeys.</u></p> <p>You say that the height is 14 storeys. But it is more than this when you count it. Above podium height if it is 15 storeys then you should state this.</p> | <p>extent, meaning a height could not be disclosed that was accurate. We did follow up the initial brochure with further brochures and advertisements in the local press that had more information, including the height.</p> <p>Woollahra Councils Senior Planner Tom Jones was at and was an active participant in all of the Urban Design Review Panel meetings. Some weeks after the final meeting of the panel, which Mr Jones attended I was told by council that he had been withdrawn from the panel. I don't now the exact timing of this withdrawal, however he was at every meeting.</p> <p>There are a number of ways to express height of a building. One way is to express it in terms of metres in accordance with Councils definition, which we did as part of the presentation. Some people however cannot visualise height in metres, so it is often expressed in terms of storeys. It is conventional to express this in terms of publicly accessible or habitable levels. The reason being that people can then compare to other buildings they may live in or have visited. <u>Including the plant, the building is equivalent to 15 storeys.</u></p> |
| 5 | <p>A plant room can be anywhere even in the ground in my experience. I have never seen it counted as a storey.</p> <p>I find calling this development High Rise inflammatory. Buildings of up to 80 storeys are high rise. I do not concur that 14 storeys is high rise.</p> <p>I have seen this suburb gradually deteriorate – there are a lot of vacant shops. Bondi has ripped the guts out of Double Bay. I think that the community needs to look wider.</p> <p>This project provides a retail opportunity, hotel opportunity and a housing opportunity</p> | Noted |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 6 | <p>You are reducing the size of the hotel and the number of shops – so how does this increase tourism? I am sure the previous developer did their research too.</p> <p>How will you ensure that the trees in Cross Street are not disturbed?</p> <p>Will the shadow of the development adversely impact on these trees?</p> | <p>The development needs to be assessed against the alternatives. Our only viable alternative is to convert the building into residential apartments. If that were the case the poor quality retail in the building would remain, and there would be no hotel.</p> <p>A construction management plan will be done prior to commencement of any building works. Most likely an arborist will be required to assess the risks to the trees, prepare an action plan and monitor works.</p> <p>We don't believe there will be any adverse effects from the proposed development on the trees.</p> |
| 7 | <p>I live in Transvaal Avenue. I own a shop that I rent out. I am very concerned about car parking.</p> <p>The piazza is a nice idea but if you look at St Margaret's Plaza in Bourke Street Surry Hills it has not worked. Oxford Mall has not worked.</p> <p>The Surry Hills/St Margaret piazza is recognised as a pedestrian friendly area more so than Double Bay.</p> | <p>We understand the concerns in relation to parking, and are looking very closely at this issue to maximise the amount of parking in site. Parking on Double Bay is also severely affected by the preference for people to park on the street as opposed to in undercover car parks. Our parking study has found that both the council carpark and our existing carpark are not used to their full capacity.</p> <p>Both those sites have different characteristics which do not help their space work well, that do not exist here. Without criticising other developments, we understand the issues you have referred to and have looked closely at our proposal to ensure the design works efficiently and creates a vibrant space.</p> <p>St Margaret's is adjacent to Taylor Square, and is in Surry Hills. The nature and character of the area is different to Double Bay.</p> |
| 8 | <p>I don't see how this development will achieve a good commercial outcome. Some of the best shopping arcades/environments in the world – Rodeo Drive, Burlington Arcade are not concrete 'blobs', they have lots of character. Double Bay will lose its character with this development. This development does not have any character.</p> | <p>The character of an area is in many ways formed by the experience of a person at street level. The proposed design greatly improves the street level activation and amenity, and is more in keeping with the character of Double Bay than the existing building.</p> |
| 9 | <p>Who is here from Ashington?</p> <p>I have been a resident for 40 years. From a top down situation you have huge problems and I am sympathetic to the process that you are going through.</p> | <p>Matthew Bailey, Head of Development, and Emily Lee, Head of Sales and Marketing. We are both members of the executive of the business, and report directly to the board.</p> <p>Noted</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 9 Con'td | <p>I am concerned about the financial implications/ viability of the development and that it will not get all the way through.</p> <p>The residential apartments at \$3-\$6 million each will mostly be purchased by superannuation companies? The overseas stream of money for investment in these apartments looks bleak.</p> <p>Retail levels look unviable with the exception of Cross Street. Comparable development is the Forum Leichhardt, it has not worked. You have distinct separation of the piazza space from Cross Street it won't create the excitement to attract pedestrians.</p> <p>The retail space is well away from the main stream pedestrian spaces used by the general public. People using Cross Street will not get drawn in.</p> <p>I am concerned that you won't come out the other end and that as residents we will carry the cost of this project.</p> <p>The 60 room boutique hotel is a struggle. We have had a fall in tourism. You have a small number of rooms to offset employment costs.</p> <p>Major International operators are pulling back from Australia. Your ability to complete the project is of concern in this market.</p> <p>The views from the towers will be spectacular. They will benefit 30/40 people but to the detriment of many people that enjoy views from the Double Bay bowl.</p> <p>I am advised if it does not have a piazza it would be lot lower. Is that correct?</p> | <p>We are obviously aware of the current financial market issues, and are continuing to assess these risks carefully.</p> <p>Our research indicates that the apartments will be predominantly purchased by owner occupiers.</p> <p>We have had the design reviewed by a number of industry experts who believe that the project and the retail component in particular is viable.</p> <p>The design of the retail and ground plane has been carefully considered to ensure it is a vibrant and active space. Part of the answer to creating good retail is the design, the other part is the tenancy mix, which is currently being formulated to be complimentary both within the development, but also within Double Bay.</p> <p>Noted</p> <p>The effects of the current financial climate on tourism are not yet clear. One view from experts is that there will be a fall in tourism spending from international visitors, however many are forecasting that this will be offset by an increase in domestic tourism. Regardless, hotel investment needs to be looked at as a longer term proposition.</p> <p>As above</p> <p>There are a number of public benefits from the proposed development, and we strongly believe that those positives provide a much better outcome for all than the current building.</p> <p>The fundamental premise of the design is that the existing area is maintained. In very simple terms what this means is that the building could be very thin and tall, or short and fat or anything in between. A taller, thinner building means more space is open at ground level, but there needs to be a balance between height and high</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p><u>Robert Barry</u> <u>If the development does not have a piazza there would be no high rise. Is that correct? This question has not been answered.</u></p> | <p>quality space at ground level. Through the design review process we analysed over 25 options in that range for the site, and we think that the proposed design provides the best “happy medium”, although we accept that this is subjective.</p> <p><u>If there is no piazza, the scheme would largely resemble the existing building and we would be talking about the Fallback Scheme of converting the building to residential apartments but with no hotel.</u></p> |
| 10 | <p>I am a resident and have lived in Woollahra all my life. I chose Double Bay because of its character. Small scale terrace houses. I didn't choose Double Bay because of its high rise and now you want to put a piece of Bondi Junction in Double Bay.</p> <p>The problem most of us have is the height. Couldn't you decrease the piazza space and lessen the height? I live right behind in Transvaal Avenue. The height of the existing hotel is o.k. but not great. The existing retail is poor. I am not sure whether your open space area will work. Could you look at this option?</p> <p>I have no doubt that you have looked at options. But your first brochure showed a low rise building with a piazza and then another brochure arrived with 2 towers. Shouldn't you have shown people a range of options and then asked for comment?</p> <p>The designs featured in each newsletter were at odds with each other.</p> | <p>The character of an area is a combination of factors. Height is one of them, but urban grain, connectivity and bulk are equally important. All of these issues need to be looked at together when trying to come up with the best design. The existing building has more of the design characteristics such as indoor retail, large block size, large floor plates in common with Bondi Junction than the proposed design. We believe the proposed design is much more in keeping with the character of Double Bay than the existing.</p> <p>The open space is a key component of the design in reducing the bulk of the existing building by reducing the building footprints and increasing the connectivity through the site. As part of the design review process we looked closely at the surrounding buildings, and the design has been carefully considered to provide optimal edge conditions to surrounding properties such as those on Transvaal Av.</p> <p>There are a number of ways to look at the consultation process. Looking at a number of options is one, however when we have done that in the past, we have been criticised for not saying which one is our proposed design. We are presenting the proposed design as that has been the request through constant feedback from the community.</p> <p>The designs presented in each newsletter were the same, but I accept they had a number of images in them, which were taken from different angles and views, so may not be easily relatable together. Due to space, only certain elements of the design can be featured in each newsletter. The design as shown in this presentation is the full current proposed design.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 11 | <p>When you were going through the view analysis did the dots represent where view analysis is being undertaken?</p> <p><u>Mark Lewkovitz</u> <u>The question asked about views from Edgecliff Road in the vicinity of the Ocean Street end of the road (no view analysis dots were featured in this area in the presentation). The response given indicated a belief that view analysis was intended to be conducted from this part of Edgecliff Road. Please amend the record to confirm Ashington's intention to undertake view analysis from this area.</u></p> <p>What about Edgecliff Road? The concern about the height of your development is that it is in the basin. Bondi Junction is on the plateau. This is the concern because of its impact.</p> | <p>The dots shown in the presentation were the locations agreed with the Department of Planning. Through the current consultation process more views have been suggested to us, which we are incorporating into the analysis.</p> <p>Some of the views suggested by the public are in this area, and are being included in the analysis. We are including a number of additional views from the south of the site. One of the reasons we also do views from the harbour is to look at before and after, to judge the impacts on buildings to the south harbour views. This is a technique that planners use to assess visual impact on a number of properties at once, without having to go into each property. <u>It is understood some of these additional views are being taken from the vicinity of Edgecliff Road where available.</u></p> |
| 12 | <p>No High Rise indicated that they would be happy to identify critical views for analysis from private residences. Robert Barry to provide details.</p> | <p>We will look at additional views proposed by the public and incorporate them where possible as we have done to date.</p> |
| 13 | <p>Woollahra Council in developing its DCP undertook consultation. It is very clever that you have been able to get this called in by the State Government because of its tourist classification – by passing Council re-zoning. I am concerned about the issue of precedent and site amalgamation. This may have far greater impact for the broader area, such as Rose Bay.</p> <p>Does Woollahra Council agree with you about the existing FSR of the building? Do they have a different number?</p> | <p>The existing building is developed well in excess of the majority of the council controls, in particular height and FSR, which were written 12 years after the building was built. There will never be a development on this site in accordance with those controls. It is not feasible for any land owner to demolish a building of nearly 19,700m² and rebuild a building of around 9,000m². Any new development on another site would need to be approved under the Environmental Planning and Assessment Act as we are. The consent authority will look at all the issues of that development, and may look at our development, but will look at all the issues surrounding our approval. There are a number of key factors which exist on our site. Firstly, the site is very large – it is the largest single site in one ownership in Double Bay. There are some other large sites, however they are either owned by Council, or are in multiple ownership via strata. The other factor is Floor Space Ratio. While it is possible, albeit difficult, to amalgamate sites and create a similar size site, that site will not have the excess of floor space ratio that currently exists on our site. Both these factors need to be looked at together in relation to precedent. As far as we can see, there is no</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p><u>Robert Barry</u> <u>The above questions have not be answered please provide a response.</u></p> <p>What percent of the development is the hotel?</p> | <p>site in Woollahra LGA that has those combination of factors. Without both the site area and FSR, we see no possibility of anyone else using our site as a precedent.</p> <p><u>The FSR of the building has been measured by a registered surveyor in accordance with the definition in Woollahra Councils LEP and this figure has been communicated to Council and no disagreement or alternate number has been received back to date.</u></p> <p><i>Question taken on notice: The floor space of the hotel makes up approximately 40% of the development, although the design is under continual review, and these figures do move around a little bit.</i></p> |
| 14 | <p>I am an adjoining landowner. I have had no communication about this proposal.</p> | <p>Letters were sent to all adjoining owners, and included a briefing pack explaining the development, and offering the opportunity for an individual meeting. The majority of the adjoining owners have contacted us for individual meetings. In addition newsletters have been sent to all residents in a large catchment area, and advertisements have been placed in the Wentworth Courier. However despite all this, we do accept that occasionally some people do miss the communications. We will take your details and check where the failure occurred.</p> |
| 15 | <p>Does Ashington make donations to political parties?</p> <p>In an article in the Financial Review your Managing Director said that a hotel operator would be selected by Christmas from a short list of 3. Has this occurred?</p> <p>Can you confirm that St George and NAB still support this proposal?</p> <p>Following the community forums will your plans change? Will the height be lowered?</p> | <p>Ashington or any of its Directors have never made any political donations to any party. Recent changes to the planning laws require disclosure on this as part of our application.</p> <p>At the time of the article that was the timeline, however the approvals and design process has taken us longer than anticipated, so the timing has moved out. We cannot complete the selection process until the design is more fully developed, however we remain in close discussions with a number of shortlisted parties.</p> <p>St George and NAB provided finance for the settlement of the property, and are still committed to the project.</p> <p>Design is an ongoing process. There have been numerous suggestions in the consultation process that have led to amendments in the design. Height is an issue that needs to be looked at in combination with other issues, such as the scale of the building to adjoining</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | Can you provide examples of buildings that exist that have gone through the Part 3A process? | <p>properties.</p> <p><i>Question taken on notice: Part 3A approvals for tourism, recreation and convention developments include: Emirates Luxury Resort; Sofitel Hotel, Sydney Olympic Park; Formula 1 Hotel, Sydney Olympic Park; and Illawarra Ridge Golf Course, Helensburgh.</i></p> |
| 16 | <p>In terms of your timing when will you lodge?</p> <p>It would seem to me that you won't change much given the timing.</p> | <p>There are a number of reports and plans that need to be finalised prior to lodgement, based on the current programme, we believe we will be lodging some time in February.</p> <p>The design as presented is materially as we intend to lodge, however design is a process that evolves over time, and amendments are made up until the final lodgement.</p> |
| 17 | There is overall objection to the height. Do you have any intention of changing the height? A rally was held in Steyne Park, 400-500 people attended all objecting to the height. | As I previously said, height is one of the issues of the development. Others are things like overshadowing, use (the amount of hotel, retail), activation, economic impact, job creation. All of the issues need to be looked at in combination to come up with the best design solution. |



5.3.2. Community Forum 12.30 – 2.30 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 33 people registered to attend this session and 27 people attended the session. The list of participants who attended is detailed below.

| Name |
|--|
| ACKERMAN, Brian |
| CASTAGNET, Jim |
| CASTAGNET, Stephan |
| DOWLING, Margie |
| GLEESON, Michael |
| GOLLAN, Kay |
| GOULDEN, Natasha |
| HARPER, Vicky |
| JACKLIN, Storm |
| KALOWSKI, Mrs Irene |
| KALOWSKI, Mr Gustve |
| McKAY, Grant |
| MACKEY, Michelle |
| MANN, Rosemary |
| MOURATIDIS, Bill |
| MOURATIDIS, Mrs |
| PLATT-HEPWORTH, Joan |
| REED, Julia |
| SHIFFER, Mrs |
| SHIFFER, Mr |
| SIANO, Nizza (Recorded the session on behalf of No High Rise Double Bay. Transcript provided to all participants) *. |
| SIANO, Max |
| SNEPP, John |
| SNEPP, Mary |
| TUNSTALL, Arthur |
| WILCOX, Margaret |
| ZWEIG, Anita |

* A copy of the transcript has been forwarded to the NSW Department of Planning under separate cover.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 1 | <p>Precedent – you said that this development will not create a precedent. There is no reason to believe this. It will open the door for more high rise developments in Double Bay. Development that will be driven by greed. Why do you have to build such high towers? How high is it really? High rise is ugly.</p> <p>I am very concerned about car parking issues. How many apartments are there and where will these cars go?</p> <p>The existing Hotel was badly run and this is why it has not worked.</p> <p>Have you looked at the lighting impact at night time?</p> | <p>Any new development on another site would need to be approved under the Environmental Planning and Assessment Act as we are doing. The Consent Authority will look at all the issues of that development, and may look at our development, but will look at all the issues surrounding our approval. There are a number of key factors which exist on our site. Firstly, the site is very large – it is the largest single site in one ownership in Double Bay. There are some other large sites, however they are either owned by council, or are in multiple ownership via strata. The other factor is Floor Space Ratio. While it is possible, albeit difficult, to amalgamate sites and create a similar size site, that site will not have the excess of floor space ratio that currently exists on our site. Both these factors need to be looked at together in relation to precedent. As far as we can see, there is no site in Woollahra LGA that has those combination of factors. Without both the site area and FSR, we see no possibility of anyone else using our site as a precedent. The current proposed design has a height of 51.2m as defined by Woollahra Council.</p> <p>The current proposed design has 36 apartments. All the carparking for the residents will be within the existing basement carpark.</p> <p>There are a number of reasons why the existing hotel does not perform well. We have looked at the numbers and don't believe that a significant refurbishment of the rooms and common areas is a viable proposition. The problem with a hotel of this size in this location is the lack of short stay business travellers who are willing to stay out of the city. A hotel of this size needs these travellers to be profitable.</p> <p>There is no specific report on this issue, but it has been considered by our architects as part of the design process.</p> |
| 2 | <p>Are the towers located over the pedestrian connections?</p> | <p>Yes, the towers sit above a podium, which forms a roof over the two connections to Cross St.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 3 | <p>Parking – provision of 100 spaces is not enough. Tourists require transport and public transport in this area is poor.</p> | <p>A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor. We have listened to community feedback that they think 85 spaces is inadequate, and are currently reviewing the plans to increase the amount of available parking. At the moment, we think the final design can include over 100 spaces, and we are continuing to look at the issue.</p> |
| | <p>I take your point about groundwater and the issue of further excavation. I am familiar with the experiences of ground water with the Cosmopolitan.</p> <p>Double Bay has long been short of public parking. Restricting parking on this site to 100 spaces is irresponsible.</p> | <p>Noted</p> <p>Initial feedback from our traffic study is that the Council carpark on Cross St, and the carpark that is part of our site are underutilised. One of the problems with parking in Double Bay is the preference of people to park on the street. This is a larger parking issue than just on our site.</p> |
| 4 | <p>Arthur Tunstall I have lived in Double Bay for 85 years. I support previous comments re parking. People who work in the area park in surrounding streets. I know you can dig down low with pumps. You need to find out how far down you can go.</p> <p>Retail – I think Double Bay has all the retail that it needs. I know retailers are having problems at the present time.</p> <p>As far as the plan – I am against the high rise because it will cast shadows.</p> | <p>Deepening the basement to incorporate more parking is possible from an engineering perspective, however there have been lots of concerned residents who have spoken to us who do not want this.</p> <p>The majority of retailers we have spoken to are encouraged by the possibility of more high quality complimentary retail being added to Double Bay. They see it as “making the pie bigger rather than taking their slice”.</p> <p>A full shadow analysis will be undertaken as part of the Environmental Assessment. The design has been carefully considered to minimise the effects of any overshadowing.</p> |
| 5 | <p>How high are the retail spaces?</p> <p>Let’s assume the Minister says ‘No’. Will you still demolish the existing building and what will your proposal be.</p> <p>You mentioned the Kiaora Lands site. Where is this site located?</p> | <p>The current design has retail spaces on the ground floor being approximately 4m in height.</p> <p>Our “fallback” scenario would be to convert all the hotel space into residential strata apartments. This remains a viable alternative to us, however we feel that because the existing building form would remain, this would be a lost opportunity, and a much better result for both the community and ourselves will be achieved by the proposed development.</p> <p>This is the land to the south of New South Head Rd, including Woolworths and the carpark behind.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | You mentioned residential apartments. How many will there be? | The current proposed design has 36. |
| 6 | <p>In the residential buildings what will be the floor to ceiling heights.</p> <p>That is small.</p> | <p>2.7m</p> <p>2.7m ceilings in habitable rooms in residential apartments became the standard a few years ago. Previously it was 2.4m.</p> |
| 7 | Why did Ashington by pass Local Government and the local area. This proposition was progressed by the developer. | The Environmental Planning and Assessment Act covers all development applications in NSW. Some applications have council as the Consent Authority, some have the Minister of Planning. Ashington, as a fund manager, can only comply with the laws of the land in which it works. We understand some people do not like the Part 3A legislation, however it is the law, and the project being assessed is non-discretionary. |
| 8 | <p>I have a number of concerns with your consultation.</p> <ul style="list-style-type: none"> - The meeting in April last year, nobody knew it took place. - The stakeholder briefings were only attended by a hand full of people. - I think limiting sessions to 25 people is not correct. - Why do consultations over the Christmas period? - Brochures have disclaimers and do not mention the accurate height of the buildings. This is deception. | <p>The meeting was advertised in the media, and over 7000 invitations were sent to local residents. Many people did attend.</p> <p>The consultation is a multi-faceted process. There are public meetings, such as this, to address all issues of the project generally and individual stakeholder sessions to address specific concerns each group may have. For example, one is being held with the Chamber of Commerce to focus more on retail issues. Sessions have also been held with Adjoining Landowners, Resident Action Groups and Council.</p> <p>We feel that having more sessions, with smaller groups allows more people to have a say in the consultation process. Having one large public meeting would mean that only a limited number of views could be heard.</p> <p>The consultation process has been ongoing since April 2007 and will continue post-lodgement. The current phase of consultation was brought forward due to the release of mis-information about the project by others, and the requests for information we have been receiving from the public.</p> <p>The disclaimers contained in the brochures are standard practice. It would be very unusual for this type of documentation to not have a similar note.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 9 | <p>Piazza – is it privately owned? It is not public space.</p> <p>The piazza will be overshadowed and this will not make it attractive.</p> | <p>It is the intention that the piazza will remain in private ownership as part of a Body Corporate comprising components of the development. The final breakup of ownership has not yet been finalised.</p> <p>A shadow analysis is being undertaken as part of the Environmental Assessment. The podium to the northern side has been lowered to increase the amount of sunlight into the internal space. The mix of uses within the piazza is also being carefully considered with the different amount of shadows at different times.</p> |
| 10 | <p>Yes, there will be beneficiaries of the views, a few number of residential apartments but the hotel won't enjoy views and there will be 1,000's of residents disadvantaged.</p> <p>View impact analysis must be extended into the bowl. You must consider district views.</p> | <p>A visual impact assessment is being undertaken as part of the Environmental Assessment.</p> <p>The dots shown in the presentation were the visual impact locations agreed with the Department of Planning. Through the current consultation process some more views have been suggested to us, which we are incorporating into the analysis. Several of these are in the area to the south.</p> |
| 11 | <p><u>Michelle Mackey</u> <u>I made the point that consultation with real estate agents from the Chamber of Commerce does not serve the interests of residents. I asked that montages of the proposed building be made with views to the harbour and from all sides of the Double Bay basin.</u></p> <p>The benefits to residents are not a hotel and retail. Providing a piazza is of no benefit.</p> | <p><u>The Chamber of Commerce are only one stakeholder that we have consulted with on the project. The Chamber of Commerce is established to represent the interest of all retailers in Double Bay.</u></p> <p><u>The visual assessment for the project will include views of the proposed development looking towards the harbour.</u></p> <p>We understand your view, but many people have said they see the piazza and connectivity it promotes as a benefit.</p> |
| 12 | <p>How tall is the new hotel versus existing? You are doubling the height. You have 2 lots of 51.5m versus one building of 28m.</p> <p>Loss of parking is of great concern.</p> | <p>The height of the proposed building as currently designed is 51.2m as defined by Woollahra Council. The proposed design has more than 70% of the floor space below the height of the existing building.</p> <p>We understand your concern with respect to parking and are looking closely at this issue.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 12 Cont'd | <p>Because the existing building does not comply why increase the non compliance with height. You must look at what residents want, the towers will have an impact.</p> <p>The piazza will create security safety issues, vandalism, graffiti. The piazza is contained, it is a safety issue this has not been considered.</p> <p>The pool area – residents have this view presently and you will take it away. This is an insult.</p> <p>Double Bay has historically been a three storey village atmosphere. You must look at the visual impact of this development from the ridge.</p> <p>The character of Double Bay isn't laneways.</p> <p>Can you ask the community to vote on preference. Towers versus refurbished apartments?</p> <p><u>Michelle Mackey</u> <u>The pride of the view that the proposed pool enjoys will be taken from existing residents on all three sides of Double Bay as the towers you are proposing will then block, distort current views.</u> <u>The comment about Double Bay not being laneways also included that Double Bay has tree lined streets that define its character.</u></p> <p><u>I also asked that in the community consultations being held that there be opportunity to discuss the two alternatives, not just the tower option.</u> <u>I know that a project is not approved by a vote of the community.</u></p> | <p>The towers will have an impact, however so does the existing building. The key for the design is to locate the extra height in areas where the impacts are minimised, and at the same time reduce the height in areas where it has the most benefit.</p> <p>The piazza will be monitored by the hotel security staff.</p> <p>The pool area as shown in the present design is lower than the existing building, so no one will lose a view as a result of that component.</p> <p>The visual impact of the proposed development is being assessed from a number of locations, including those on the ridge.</p> <p>I understand your view, however the majority of people we have spoken to see the fine urban grain and laneways as a key part of the character of Double Bay.</p> <p>The current planning legislation does not allow for determinations to be made by public vote.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 13 | <p>Once the site is declared a Major Project shouldn't Woollahra Council be involved in the process?</p> <p>It is my understanding that Council member resigned from the Urban Design Review Panel.</p> | <p>Council were involved in the process. They were requested to provide input into the Director Generals requirements, and were involved in the Urban Design Review Panel. Further, we have met with them several times to discuss the proposed development, and their points of view.</p> <p>Woollahra Councils Senior Planner Tom Jones was at, and an active participant, in all of the Urban Design Review Panel meetings. Some weeks after the final meeting of the panel, which Mr Jones attended I was told by council that he had been withdrawn from the panel. I don't now the exact timing of this withdrawal, however he was at every meeting.</p> |
| 14 | <p>I have an issue with the timing and the format of the meetings. People are away on holidays. A big part of the community has been excluded.</p> <p>The goal posts are moving all the time on this development. It is hard for the community to make valid comment about a design that is always changing.</p> | <p>The consultation process has been ongoing since April 2007 and will continue post-lodgement. The current phase of consultation was brought forward due to the release of misinformation about the project by others, and the requests for information we have been receiving from the public.</p> <p>With any consultation process it is difficult to choose one time to do it – this is why we have undertaken it since April last year, and will continue to do so. If we present too early people say they aren't being given detail to comment on, if we do it too late they say we aren't offering them the opportunity to change things. Points in the programme need to be selected, and we think we have found the most appropriate times.</p> |
| 15 | <p>My current design issues are:</p> <ul style="list-style-type: none"> • Parking – limited number of space • Height of towers <p>All developers have a vision. Our vision is for Double Bay to remain as a village not to become Bondi Junction. Your vision is not our vision.</p> <p>You should refurbish the existing building.</p> | <p>These have been discussed earlier.</p> <p>Noted</p> <p>I understand that view, however that would mean that many of the benefits of the proposed design would be lost, such as there would be no hotel on the site, which has consistently been raised with us as a key need for the site.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 16 | <p>How have you been given permission to build these 2 towers when the control is three storeys?</p> <p>What is a hotel residence?</p> <p>How many storeys will there be in total?</p> <p>What are the floor to ceiling heights of the residential?</p> <p>What about parking for events.</p> <p>This is an over development and a design solution that has been forced to respond to this site.</p> <p>Can you clarify ownership of apartments? Will they be leased back to the hotel operator like serviced apartments?</p> | <p>We haven't been given permission for any development yet. Our premise is that the proposed development provides a net public benefit against the alternate strategy – being a strata residential conversion of the site.</p> <p>A hotel residence is a strata residential apartment that is part of a mixed use development with a hotel in it. The apartment has the ability to use the services of the hotel, such as room service, cleaning etc, but to the outside world appears like a conventional apartment.</p> <p>14</p> <p>2.7m</p> <p>A parking study is being done as part of the Environmental Assessment. We understand that many people are concerned about parking and we are looking closely at this issue.</p> <p>Noted</p> <p>They will be conventional strata apartments, and there is no intention to structure them so that they can be leased back to the hotel.</p> |
| 17 | <p>I want to reinforce my concern about precedent to further high rise development. You have indicated yourself that you couldn't get through Council so you went to Department of Planning. Why wouldn't others.</p> <p>I find your rationale astounding regarding the redistribution of existing floor space on the site given non compliance with Council controls.</p> <p>A number of us have written to Minister voicing our concern without a response.</p> <p>The real issue is the towers. They are a blight on the landscape. Why would you want to recreate Surfers Paradise?</p> | <p>As said before there are a number of factors which apply to our development which means there are no cases within Woollahra LGA we can see that it can be applied to. These are the size of site in single ownership, and the quantum of floor space on the site. The Part 3A legislation also sets out criteria which means the Minister is the consent authority – for another project to be assessed in this manner, they would need to comply with that criteria.</p> <p>Noted</p> <p>I understand your view, however we feel the proposed design is in keeping with the character of Double Bay, and does not mimic Surfers Paradise.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 18 | <p>Double Bay – started having its problems when Westfield Bondi Junction opened up the and the Cinema closed down and it cannot compete with car parking provision.</p> <p>Additional retail won't improve Double Bay. All the labels have gone to Bondi Junction.</p> <p>I think you are wasting your time with retail – the retail is for the piazza.</p> <p>I would rather see 1 building.</p> <p>Why not serve the existing retailers rather than giving them more angst.</p> <p>Just look at Bondi Beach. People who live there leave to do there shopping/business. This creates a void for local businesses to fill.</p> | <p>I understand many people feel that Bondi Junction has negatively impacted Double Bay. Double Bay however cannot blame Bondi Junction, it cannot compete with Bondi Junction on Bondi Junctions terms. It needs to differentiate itself and provide developments that play to Double Bays strengths – outdoor boutique retail, high quality public spaces.</p> <p>Noted</p> <p>Noted</p> <p>The majority of the existing retailers we have spoken to are in favour of a more high quality development in Double Bay.</p> <p>The retail needs to be complimentary within our development, but also within the Double Bay Town Centre.</p> |
| 19 | <p>I want to clarify that the reason you approached the Department of Planning was because Council was not recognising existing use rights. They cannot legally do this.</p> | <p>We approached the Department because we had tried over a number of months to engage with council and felt they were not giving us any feedback on how to proceed. As such we explored other options available to us.</p> |
| 20 | <p>Is Ashington making any contributions to the community through Section 94 contributions? Have you negotiated any agreements yet?</p> | <p>No negotiations have taken place, however in principle a Voluntary Planning Agreement could be agreed. Regardless, we will need to pay Section 94 contributions to Council.</p> |
| 21 | <p>As far as Council is concerned I have had a lot of dealings with Council and they listen to what people say. Nowadays people bypass Council.</p> <p>If we called for a vote, people unanimously would say they didn't want this development.</p> <p>What you need to do is let Woollahra Council know that the majority of people are against this development.</p> | <p>Noted</p> <p>Noted</p> <p>A public vote is not a mechanism of approval under current legislation.</p> <p>People are entitled to let Woollahra Council know their views on the development.</p> |



5.3.3. Community Forum 7.00 – 9.00 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 27 people registered to attend this session and 20 people attended the session. The list of participants who attended is detailed below.

| Name |
|--|
| ANTCLIFFE, Alyssa |
| BARNES, Susie |
| BROIT, Rene |
| BROIT, David |
| d'APICE, Richard |
| DARLING, Sabrina (Recorded the session on behalf of No High Rise Double Bay. Transcript provided to all participants).* |
| EISDELL, Nicolette |
| HUTCHINSON, Meila |
| JOHNSTON, Robert |
| LANNY, Tom |
| LANNY, Jeannie |
| MEYEROWITZ, Jackie |
| MEYEROWITZ, Lollie |
| MILLAR, Rosalyn |
| MUNN, Geoff |
| NAUGHTON, Peter |
| PIGGIN, Juliet |
| ROBINSON, H.A. |
| SMYTH, Margaret |
| SWANEPOEL, Norma |

* A copy of the transcript has been forwarded to the NSW Department of Planning under separate cover.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|---|
| 1 | Does this presentation represent the maximum development that will be submitted? It won't exceed the height of the towers? | The design concept that is being presented is largely the concept that will be lodged with the Department of Planning (DOP). |
| 2 | If you had to change the height of one building would the other have to go higher? | The fundamental premise of any proposed redevelopment scenario is to retain the existing floor space. We have looked at many options from a short 'fat' building to one single slender taller building. |
| 3 | Have Ashington and Architectus undertaken any similar projects and if so where are they? | Ashington's most recent project was POST which is mixed use of commercial office and retail. We have also done the Cross Project which includes the Diamant Hotel, which was the old Millennium Hotel. Previously I was the Development Manager on the Wharf project in Woolloomooloo. Architectus' most recent project was Greenoaks Avenue which is adjacent to Fishers Court. They have also done the Homebush Bay Hotel. |
| 4 | Does Ashington own any other land in this area? (Double Bay) | We do not own any other land in Double Bay. However we own property at 10 Wylde Street in Potts Point. |
| 5 | <u>Sabrina Darling</u> <u>I mentioned that the brochure I had received talked about 9 storeys of 'hotel residences'. I stated that the brochure did not use the word 'apartments'. In the presentation by Mathew Bailey, he used the word apartments. I asked if he could explain the difference between hotel residences and apartments.</u> <u>I also asked the specific question "How many storeys is the building from street level?"</u> <u>Answer:</u> <u>Mathew said the words hotel residences and apartments are "interchangeable" terms. He also said that there would be a conventional hotel with 60 – 70 rooms and that there would also be strata apartments.</u> <u>When I asked whether the proposed buildings were 15 storeys off the ground, Mathew said 'yes'. Please amend the record.</u> | |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>Your brochure talks about 9 storeys of apartments or hotel residences but there is also another large structure on top. How tall is it?</p> <p>Are the hotel residences in addition to the 60-70 hotel rooms?</p> <p>Can you own a hotel residence and not be a hotel resident?</p> <p>Are the hotel residences owner occupied.</p> <p>Do they have kitchens?</p> <p>Can you occupy the hotel residences 12 months of the year?</p> <p>Can the hotel lease it out for you?</p> <p>How big is the plant? Does this include the roof awning?</p> | <p>The proposed building is 51.2m high at the highest point. <u>If height is expressed in storeys it is fourteen storeys plus one storey of plant being equivalent to 15 storeys.</u></p> <p>Yes. The hotel residences are separate to and in addition to the hotel rooms.</p> <p>Yes. The hotel residences are essentially private strata apartments that will be sold through normal means. Hotel residences are done a lot overseas in New York and London. The concept is that you can own an apartment but have the ability to utilise hotel services such as laundry and housekeeping. As such it is not a hotel room, it is a private residence. One example is the Hyde Park in London. <u>The term hotel residence and apartment are interchangeable.</u></p> <p>Yes we expect they will be owner occupied.</p> <p>Yes they will have facilities of an apartment.</p> <p>Yes</p> <p>The hotel can lease out if you want. This may be dependent upon the hotel operator.</p> <p>The plant is approximately 6 metres in height which is a typical size.</p> |
| 6 | <p>Sabrina Darling <u>The question was asked about parking.</u></p> <p><u>Answer:</u> <u>Mathew replied that "parking is a concern but we are looking at it. We are doing traffic studies. We haven't had the results back yet. The Council car park down the road is currently under utilised and Council is looking at adding an extra 2 storeys to it. There are parking issues in Double Bay."</u> <u>Please include this comment.</u></p> <p>How many parking spaces are there?</p> | <p>There are 85 spaces shown in the current designs however we have been reviewing this in light of feedback from the consultation process and believe it will be closer to 100 spaces. A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>So approximately 100 spaces. How many car parking spaces will be provided per apartment? How many spaces per hotel room?</p> <p>So you just run out of spaces for restaurants, visitors, retail. The pressure will be on the parking station down the road.</p> <p>Initially you said that you had consultation with Council, Tourism NSW And Double Bay Partnership – who makes up the Double Bay Partnership?</p> <p>So the businesses represented on the Double Bay Partnership are mostly commercial?</p> | <p>The final breakup of spaces between uses hasn't been finalised, but will be clearly stated as part of the Environmental Assessment. A parking study will calculate precisely how many spaces are needed to service the proposed development using the rates as defined by Council. <u>The Council carpark down the road is currently underutilized and the Council is looking at adding an extra two storeys to it.</u></p> <p>Double Bay Partnership is a body believed to have been set up by Council and local retailers in Double Bay. It is focused on the strategic project marketing, on a holistic basis rather than each shop owner which is similar to the Chamber of Commerce. The Double Bay Partnership is retailer based rather than residential. The Partnership receives donations from the local landowners for improvement works which are then matched by Council.</p> |
| 7 | <p>Sabrina Darling <u>Answer: "There are no material works to go beyond the car park slab. We will take the question on notice and get back to you". Please amend the record.</u></p> <p><u>Has a response been made to this question?</u></p> <p>Will you excavate deeper for car parking if you have too?</p> <p>Groundwater is a significant problem. You will have to excavate for towers – how will you deal with this?</p> | <p>The current proposal includes for the retention of the existing basement carpark structure. The existing carpark is actually below the groundwater table and the area is generally subject to Acid Sulphate Soils. Advice from our engineers is to keep the existing capping structure in place to minimise any potential impact into the groundwater. <u>Information pertaining to the construction methodology will be detailed in the Environmental Assessment Report.</u></p> |
| 8 | <p>Has Ashington made a financial contribution to the Double Bay Partnership and how much was it?</p> <p>The public piazza – who will own it?</p> | <p>Double Bay Partnership has requested a donation from us. They came to us and we committed to contribute \$20,000 however this payment has not yet been made. This was not for political reasons or for support. They asked all landowners to contribute to the Partnership. Being a landowner in Double Bay we have an interest in the vibrancy of the area and to support promotion of Double Bay which is important to us.</p> <p>The piazza will most likely be owned by the hotel, retailers or Body Corporate of some sort, however these details will need to be worked out.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>What if the owners of the piazza choose not to make it available 24 hours a day? The piazza is not public space but privately owned?</p> | <p>It is likely the rights to access the piazza will be a condition of the approval which are then legal. There will be an access arrangement to the site which happens on a lot of properties.</p> |
| 9 | <p><u>Sabrina Darling</u> <u>In response to the question about visual impact, the answer also included the comment “we will incorporate these as part of the assessment which will be 17 to 20 views now that will form part of the Impact Assessment that will go on exhibition for everyone to look at”. Please include this comment.</u></p> <p>The point was made earlier about visual impact. We are worried about impact on our view and our comfort. How far afield have you actually travelled to assess impact?</p> <p>Have you gone to Bondi Junction?</p> | <p>We are assessing visual impact right around the basin and back as far as Edgecliff. We have come up with a number of different locations that were agreed with the DOP and a number of other locations have been suggested through the consultation process that we are also looking at.</p> <p>We have assessed the Bondi Junction region and find that it is further back and as such there is less impact. <u>We are now assessing 17 to 20 views as part of the visual impact assessment. These views will be detailed in the Environmental Assesment.</u></p> |
| 10 | <p><u>Sabrina Darling</u> <u>Answer DID NOT include the words “but it will also be open air space with no building on almost 40% of the site”. Please amend the record.</u></p> <p><u>The question also included the following: “What does Council and the Department of Planning think about it”. The answer given is not in accordance with the recording. Please amend the record in line with the actual recording.</u></p> <p><u>The question asked was much stronger than what you have recorded. Please amend the record in light of the actual recording.</u></p> <p>I would like to talk about height. The new buildings will be 3 times the existing.</p> | <p>The existing building height is 28.5 metres. <u>The Council controls for the site which were written after the existing building was built say 16.5 metres.</u> The proposed building is to be 51.2m at the highest point.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>Was there consensus with Council and the Department of Planning about introducing buildings of 14 storeys to Double Bay? <u>I would like to know what Woollahra Council thinks about that and the Department of Planning.</u></p> <p>It will set a precedent in 10-20 years time? Sites will amalgamate and Double Bay will change, it will become cold, windy and in shadow.</p> <p>One of your arguments is non compliance with the existing controls. Given Council's DCP controls were based on substantial consultation why do you feel you don't need to comply with these controls. There is a difference between 5 and 15 storeys.</p> | <p>The Council and DOP provided a number of urban design recommendations and objectives that they believed were important to be incorporated into the project and the design. <u>It is difficult for me to talk on what peoples specific positions are. In summary I understand that Council at the moment is generally opposed to what we are doing. The Department of Planning are keeping an open mind on the project they do not look at height as an isolated issue they look at all issues of the project in combination.</u></p> <p>The site is a unique combination of both large site area and high floor space density, which exceeds the current controls in place. We are not aware of any other sites in the Double Bay area that have this combination of factors.</p> <p>Even if a number of smaller sites were acquired and joined together it still would not have the combined existing floor space density. This site is an anomaly.</p> <p>The existing building already exceeds the Council controls for height and floor space. We are seeking to rearrange this existing floor space to provide a better outcome for the site and the many community benefits and objectives that have been identified to us for the project. It is highly unlikely that any developer will buy this site and knock it down to comply with the current controls.</p> |
| 11 | <p><u>Sabrina Darling</u> <u>The questioner commented about the Council's position embodied in the DCP. A lengthy response was made by Mathew Bailey which has not been included in the record. Please amend the record.</u></p> <p>Many of us contributed to the Double Bay DCP development. It involved substantial consultation. It established low height limits to retain the character of Double Bay. I understand that you are entitled to maintain the Floor Space Ratio. I am totally opposed to increasing the height above the existing development.</p> | <p><u>The building was built in 1990. I understand the extensive consultation undertaken but with respect to the people who voted for those controls in relation to this site no one will ever build on this site in compliance with those controls. No one will knock down a building that is at 5.3:1 FSR and build a building that is 2.5:1 FSR.</u></p> <p>Noted.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|---|
| | <p>You said that Woollahra Council had not expressed views on the Director General's requirements. Council has passed a resolution that opposes this development and this has been communicated.</p> <p>You say that the development will contribute to the business development of Double Bay but I don't think this is the case. You haven't indicated how it will contribute to tourism or retail development or how you have measured this contribution.</p> <p>Council's position is embodied in the DCP controls. They have a position most definitely.</p> | <p>In July/August 08 the DOP requested Council's input into the DGRs and we understand this input was never provided by Council.</p> <p>An Economic Impact Assessment and Retail Impact Assessment is being prepared on the proposal as part of the Environmental Assessment (EA) documentation.</p> <p>Noted</p> |
| 12 | Council is not one point of view. Council represents the community. You don't treat Council as being representative of the community. | We respect and listen to everyone's views and will continue to speak to council. |
| 13 | Council resolved about your preferred development option. | Noted |
| 14 | <p>How did you determine the number of tourism related jobs? How does this compare with the existing hotel?</p> <p>What parking will be provided for those employees?</p> <p>Can you confirm what Major Project criteria is to be complied with.</p> | <p>Reports were prepared by hotel experts Jones Lang laSalle and also Economic Consultants Hill PDA. An Economic Impact Assessment and Retail Impact Assessment is being prepared on the proposal as part of the EA documentation.</p> <p>The existing hotel is closing end March 2009 of Stamford's own decision. Therefore the existing employment on the site is effectively zero.</p> <p>The parking study will calculate precisely how many spaces are needed to service the proposed development.</p> <p>The project generates more than 100 tourism related jobs and also has a capital expenditure of more than \$100M.</p> |
| 15 | <p><u>Sabrina Darling</u> <u>A response was made to the question which has not been included in the record. Please amend in accordance with the recording.</u></p> <p>Any development company is only developing to make money. I understand the need to maximise return. Are two 51.2 metre buildings totally necessary?</p> | <p><u>No one is in business not to make money. Profitability is one of our aims as a company as we invest money on behalf of superannuation companies/funds.</u></p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| | <p>Are a number of apartments in the 2 towers needed to ensure the financial viability of the project?</p> <p>Do you need two such high towers in Double Bay when many residents would prefer that this was not the case.</p> <p>Can you clarify whether this development was classified a Major Project because of tourism related jobs greater than 100 or capital investment value (Refer Clauses 13 and 17). Which criteria applied to this development?</p> <p>The 100 tourism jobs, were they based on the 60 room hotel or the whole development including the hotel apartments?</p> <p>If the 36 apartments got sold to individuals and did not want to be part of the hotel management scheme then maybe there are not 100 tourism related jobs being generated by this development.</p> <p>Other people/developers have to comply with Council controls. It is absurd that you can come in and bypass the Council controls. I do not feel these towers are an iconic development. It is not original architecture, it is architecture that was typical in Manly in 1960's.</p> <p>Can you confirm how long has Part 3A been around.</p> | <p>The height must be looked in the context of all the other attributes of the design as the massing of the floor space is a balance of delivering all the other objectives and benefits identified for the project.</p> <p>There are a number of variables in regards to feasibility of a project not just in terms of height. The economic viability is not dramatically high which makes it difficult to look at the height in terms of viability.</p> <p>The project satisfied both criteria. The criteria relating to employment is actually a non-discretionary criteria, which means that once the DOP is requested, they must declare it a Major Project and become the assessment body. The project was declared a Major Project in relation to the employment generation criteria.</p> <p>The calculation of the tourism related employment was derived by our hotel and economic advisors based on the hotel and a component of the retail that the tourists will service.</p> <p>Even without the employment component for the apartments, the project generates more than 100 tourism related jobs.</p> <p>Noted</p> <p>Not sure.</p> |
| 16 | <p>The accommodation/occupancy of the existing hotel fell when the tourism emphasis went back to the Sydney CBD. This hotel performs well on conferences/functions.</p> <p>What is the function space of the new hotel?</p> | <p>In the proposed development there will be some function space however not as large as there is currently.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| | <p>Nobody does a development without making a profit. The current market is catastrophic.</p> <p>I cannot recall in the last three years booking anybody to come to Double Bay and I can't imagine this changing.</p> <p>You are trying to speak up a major development without any real concern for the future.</p> <p>The main market of the existing hotel is functions – but you are not maintaining this. What does Ashington do if Department of Planning says No.</p> | <p>Comments Noted.</p> <p>We have devised a Fallback scheme which is when we are unable to get approved a suitable form of our Preferred option. This scheme is essentially the conversion of the existing building 'shell' into primarily residential apartments. This is permitted under Council's zoning and as it will be working within the envelope of the existing building, we believe it is a relatively straight forward application to obtain approval.</p> <p>However, under this scheme, there is no hotel included or any of the other key objectives identified for the project as the existing building's short-comings will not able to be addressed.</p> |
| 17 | <p><u>Sabrina Darling</u></p> <p>I am concerned that you keep referring to the town planner from Woollahra Council on the Urban Design Review Panel. I thought he stood down so why do you keep referring to him being involved in the process?</p> <p>There have been no further meetings of the Urban Design Panel since he was no longer on it.</p> <p><u>The question is not correctly recorded. The question was "There are 30-40 people being the owners of the residential apartments who will benefit from wonderful views but tens of thousands of people who will be detrimentally impacted in terms of views, shadowing, traffic issues. That doesn't seem very fair." Please amend the record.</u></p> <p>This development does not provide enough on site car parking.</p> | <p>Workshops were held with the Urban Design Review Panel which included Tom Jones, Senior Planner of Woollahra Council. Various recommendations were made by the Panel which have been incorporated into the design process. We were advised by the DOP that the Panel process had then been concluded following the provision of those recommendations through the workshops.</p> <p>A detailed visual impact assessment is being undertaken and prepared as part of the EA documentation. This assessment examines any unacceptable visual impact of the proposal.</p> <p>Also a parking study is being undertaken as mentioned earlier.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|--|
| | <p>When will the Environmental Assessment be lodged? So it is now 21st January and you can put all of your reports out for consultation by February?</p> <p>How do you feel that the consultation will continue post lodgement of the Environmental Assessment?</p> | <p>Currently we plan to lodge the EA in February. Once the EA has been lodged and deemed acceptable by DOP all documents will go on exhibition at various places including our Drop In Information Centre.</p> <p>Post lodgement, members of the community can look at the documents and discuss with various members of Ashington staff by phone or you can write a letter. From here the consultation process will continue, this remains an ongoing process.</p> |
| 18 | <p>I am the owner of a residential property.</p> <p>The majority of residents object to the height. Nobody would be opposed to a refurbishment/residential conversion of the existing hotel building. Ashington and this development are being motivated by profit. Consultation – I am concerned about the sincerity of the consultation. I have a property adjacent to Post. We were given undertakings by Ashington during the consultation but these commitments have not been honoured – nothing has been done.</p> <p><u>Sabrina Darling</u> <u>The question also included the words “nothing has been done despite phone calls and a number of letters. Six months since the last interchange, nothing has been done despite (Ashington’s) undertakings.” Please amend the record.</u> As a company I question how sincere you are and the commitments that you make.</p> <p>If the building had to stay you can’t afford to turn this hotel into serviced/residential apartments given the money that you have paid for this site.</p> <p><u>Sabrina Darling</u> <u>The answer given in the draft record is not in accordance with the recording. The recording indicates the answer given was “I haven’t looked at the viability of that so I can’t say. I don’t know enough about the serviced apartment market. We haven’t looked at that as an option. I haven’t done the analysis. I can’t answer the question”. Please amend the record.</u></p> | <p>There is a wide array of views about what should happen on the site. Many people see the hotel as absolutely critical, others want a bigger hotel, others want the hotel as is to remain, others want no residential, others want all residential.</p> <p>We are very serious about consultation and will continue to do so throughout the life of the project.</p> <p>The Fallback scheme for a residential conversion is a viable option for us and one that was assessed as part of the purchase of the property to ensure market price was paid. However, we don’t believe this scheme is the best outcome for the site or for Double Bay.</p> <p><u>I haven’t done the analysis concerning the serviced apartment market to answer the question.</u></p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|-------------|--|--|
| 19 | You have mentioned your objective to develop an iconic building with exemplary design. But I do not find that your preferred option delivers this particularly when it is compared to the existing building. I don't think what you are proposing is an improvement. | Noted |
| 20 | Who is the architect? | Ray Brown is the Architect from Architectus. |



5.4 Thursday 22nd January, 2009

5.4.1. Community Forum 7.30 – 9.30 am Session

LIST OF PARTICIPANTS

Urban Concepts advises that 13 people registered to attend this session and 8 people attended the session. The list of participants who attended is detailed below.

| Name |
|-------------------|
| CARIDAD, John |
| CARIDAD, Maribel |
| GARTNER, Suzanne |
| JAMEISON, Mrs |
| MORTIMER, Barbara |
| SHIELDS, Rodney |
| STENING, Jennifer |
| WILLIS, Pauline |



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| 1 | <p>Can you identify where the garage entry is?</p> <p>How will you provide the 85 car spaces?</p> <p>Will any of the spaces be for the public, how will they be distributed between each of the proposed uses – hotel, residential, retail?</p> | <p>The existing carpark entry is via the adjoining property to the west, 45 Cross St. It will be maintained.</p> <p>A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor. We have listened to community feedback that they think 85 spaces is inadequate, and are currently reviewing the plans to increase the amount of available parking. At the moment, we think the final design can include over 100 spaces.</p> <p>The final breakup of spaces between uses hasn't been finalised, but will be clearly stated as part of the Environmental Assessment.</p> |
| 2 | <p>What price range?</p> <p>Will the parking spaces go from 45 Cross Street?</p> <p>How many parking spaces will be allocated to each apartment? Doesn't residential parking consume most of the spaces?</p> <p>What about ambulance facilities, what is being provided? You should look at that because of your target market.</p> <p>You have four entrances into the piazza, how will these be treated for security? It is very scary at the Paddington hospital site at night. How will you treat security? I am particularly interested about security for women? Have you thought about security with this design?</p> | <p>No prices have been set yet, but looking at comparable sales around the area, the apartments will most likely be in the range of \$17,000/m² to a bit over \$30,000/m², depending on views, size, aspect etc.</p> <p>There will be no changes to the carpark arrangement of 45 Cross St.</p> <p>The current design allows for 1.5 spaces per apartment.</p> <p>Emergency vehicle access is being assessed as part of the design process. The piazza entries are large enough for vehicle entry, but this most likely will have to be done through removable bollards.</p> <p>Visibility is key in providing security. The piazza has very good sight lines across it, particularly from the hotel lobby. Security is being considered as part of the design process.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| | <p>You haven't mentioned as part of your presentation the basic town planning concept that tall buildings are appropriate for ridgelines and not for valleys.</p> <p>If your experts have only looked at your development options then maybe what we are seeing is the best of a bad bunch, not necessarily what is the best solution for this site.</p> | <p>Some town planners have this view, some have a different point of view. The massing of the buildings on the site was reviewed by a number of experts in town planning, Professor Peter Weber from Sydney University, Keith Cottier Chairman of AJ&C Architects, Alec Tzannes then President of the Institute of Architects amongst others, and they were supportive of the design concept.</p> <p>All the experts I refer to were presented a number of options, and suggested we look at other options, which we prepared for them. The current design is an evolution of this process.</p> |
| 3 | <p>When you stated presentation you commented about the appearance of the existing building at Cross Street being a blank wall. With your preferred option we are looking at blank walls in Cross Street with towers above. You commented negatively on the existing Cross Street presentation of the building but how does your design improve upon this situation?</p> <p>Relative to Cross Street/Transvaal Avenue what will we see. How many storeys will there be where the trees are? How many storeys will we have above ground level, how many storeys are there in the podium and how many in the towers above?</p> <p>I am concerned about permeability of the piazza. You mention that there will be two entries from Cross Street. Relative to this room how wide and high are these connections.</p> <p>Both of the connections are the same width. So the permeability reduces to two gates. One four storeys high and 1 one storey high. Is that correct?</p> | <p>The presentation referred to a blank wall facing Transvaal Avenue. The proposed design improves on this by providing better articulation of this façade.</p> <p>The building height varies across this area, but it will generally be five stories along the Cross St frontage. This is the maximum height of the podium, in areas it drops down to three and four stories. The towers are 9 stories above the podium.</p> <p>The piazza entries will be roughly equivalent to the distance between the two columns at the back of this room.</p> <p>The entries to the piazza from Cross St are covered, yes.</p> |
| 4 | <p>How will the piazza be a compliment to Double Bay? How will the piazza entrance be visible to pedestrians? Why would residents go into this piazza when nobody uses retail/restaurants in the retail arcade at 19 Cross Street next door?</p> <p>What are you providing to make me as a resident of Double Bay walk into this site? Because you claim that this development will rejuvenate the Double Bay Town Centre. The piazza is not in the centre of Double Bay.</p> | <p>The piazza is a different space to the adjoining building, 19 Cross St, and the design has been carefully considered to make it an active, vibrant space. This is partially done through design, but also through having the right mix of uses in the space.</p> <p>The development is in the Town Centre of Double Bay as defined by Woollahra Council. However we agree that it is on the edge of the centre, and as such the retail uses need to be in keeping with the location in terms of pedestrian flow, and complimentary with other uses in the area.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|---|--|
| | <p>Who is the retail consultant advising you and what do they say about this piazza and how it will work?</p> <p>You talk about uses such as Fratelli Fresh in Kings Cross but there is no parking. I go to Fratelli Fresh in Dank Street because I can park. I think that Double Bay already has the best retail names. You have not got enough space for the good operators you are talking about and they are happy where they are.</p> <p>The problem with the retail in Double Bay is connected to Westfield Bondi Junction. It is not that Double Bay needs more retail, we have sufficient high end retail in Double Bay The retail has not succeeded not because it is in a piazza.</p> <p>The retail uses you are talking about have already been tried in Double Bay and did not succeed.</p> <p>Have you thought about putting a cinema on the site? The cinema brought people to Double Bay.</p> <p>If you don't understand the cinema and the impact its closure has had on Double Bay then you don't understand Double Bay.</p> | <p>We are using two consultants who are looking at the retail. Hill PDA are assessing the economic impacts of the development as part of the Environmental Assessment, and while their report is not finalised, their preliminary advice is that the development will be beneficial to the area. BC Associates are advising us on the mix and specific design of the retail, and they have advised that the design will lead to a successful result.</p> <p>The reference to Fratelli Fresh was in the context of the mixed use nature of that business, in that you can buy groceries there as well as dine. It wasn't meant to say that they would be a tenant in the building.</p> <p>Double Bay needs to differentiate itself from Bondi Junction. It is not enough to give up on Double Bay and say Bondi Junction has finished it from a retail perspective. Double Bay holds great opportunity, it however needs to have high quality retail that trades on its strengths, as opposed as trying to be a poor cousin to Bondi Junction which the current building does. We feel that the proposed development is the type of retail that Double Bay needs, and will help re-invigorate the area.</p> <p>The type of development we are proposing has not been tried in Double Bay before. There is some retail in Double Bay that trades very well, and some not so well. We have looked carefully at the areas that trade well and the reasons for that, and used those ideas in our design.</p> <p>The incorporation of a cinema has been suggested by some people to us. We haven't decided on retail use, but we will look at a cinema as part of that process. It should be noted however that cinemas take up a lot of parking, height and area – key issues that many people have raised with respect to our development.</p> <p>What was said was we didn't know the reasons for the closure of the cinema. I know people have speculated on the reasons it owner closed it, but we don't publicly speculate about other peoples business decisions without understanding more of the facts.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| 5 | <p>You are going to be in real financial trouble if you don't increase the car parking allocation on the site. You will go broke on this.</p> <p>You have to have a reason to bring people here. The loss of a cinema stopped people coming to Double Bay. You won't have people coming for nice shops and a plaza.</p> <p>The cinema brought people here and that was why having closed it down people no longer care. The bookshop closed the restaurants that people used to go to before or after a movie closed down.</p> | <p>We are looking closely at the carparking requirements of the site.</p> <p>We agree the development needs to have a destinational quality to it. There are other ways to do this apart from a cinema. As we said, we are assessing the cinema use on the site, however there are challenges with it. Noted</p> |
| 6 | <p>The viability of the development will be threatened by lack of parking and having something that makes people want to come here. Without a theatre Double Bay has been dying. I will make a prediction in 5 years time this will be a financial disaster. If the piazza was part of a theatre complex that would bring people in.</p> | <p>We understand your point of view. The specific issues raised have been addressed earlier.</p> |
| 7 | <p>Building concerns:</p> <ol style="list-style-type: none"> 1. You are assuring us that there will be no impact on the footings which exist, that they are suitable to hold up the additional building towers. 2. There is impact/work below the raft slab so there will be impact on groundwater/water table and acid sulphate soils. | <p>The design of the building has been analysed by our structural engineers, and they have advised there will be no effect on groundwater.</p> |
| 8 | <p>During the presentation you referred to hotel residences and then you called them apartments. What is the difference?</p> <p>If you read your publicity you would think the hotel residences were part of the hotel development.</p> | <p>The hotel residences are essentially private strata apartments that will be sold through normal means. Hotel residences are done a lot overseas in New York and London. The concept is that you can own an apartment but have the ability to utilise hotel services such as laundry and housekeeping. As such it is not a hotel room, it is a private residence. One example is the Hyde Park in London.</p> <p>That is not what most people have told us they have taken from it, but we have made any misunderstanding clear here.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| | <p>When we saw the north façade the residences appear to be mostly glass. Could you speak about treatment, look, privacy. When they are occupied people will install blinds. They will not look translucent.</p> <p>Will the apartments have balconies?</p> <p>What other projects have you completed that are similar to this?</p> | <p>The northern façade of the taller parts of the building will be primarily glass, although there will be shading elements. The detailed design of the façade is ongoing, and will be explained in detail in the Environmental Assessment.</p> <p>Yes</p> <p>Ashington has completed a number of projects that have similar characteristics. The two most recent projects completed by Ashington are Post in Macleay St, Potts Point, and the Diamant Hotel in Kings Cross Rd, which has a combination of residential, retail, hotel and commercial space.</p> |
| 9 | <p>What is the occupancy of the existing hotel?</p> <p>We are going from a big hotel with a low occupancy to a small hotel that is full. A 60 room hotel equates to only 120 people/tourists so because of the potential impact of 120 people, this is being assessed as a Major Project and we are going to have to put up with 2 towers.</p> | <p>The exact figures haven't been told to us by the operator. They do not publish their trading figures.</p> <p>Noted</p> |
| 10 | <p>Tell us about traffic now.</p> <p>When the hotel fails and it is turned into residential apartments where will these people park?</p> <p>Where will your construction workers/tradesmen park? What will be the impact on traffic generation on the local roads?</p> | <p>The traffic impacts of the development are being assessed as part of the Environmental Assessment. The study hasn't been completed yet, however preliminary feedback is that there will be no increase in traffic generation as a result of the proposed development.</p> <p>The design as lodged will have a hotel in it, and Ashington has no intention to convert the hotel into residential.</p> <p>Construction parking is an issue on all sites. As part of the construction management plan, a full traffic plan will be undertaken.</p> |
| 11 | <p>This development is out of scale, that is the reality. We are talking about overdevelopment and that brings greater impact.</p> <p>Your site was originally overdeveloped for a hotel where people came without cars. They came in taxis, buses. They were dropped in the porte co chere out of the traffic generation.</p> | <p>Noted</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| 12 | <p>The existing hotel has failed, it is overdeveloped and you are going to overdevelop more.</p> <p>You should be obliged to provide all of the parking and parking for when the hotel finishes and is turned into apartments.</p> | Noted |
| 13 | <p>Nobody is against Double Bay moving forward. The high rise towers are a blight. I will be losing my view. Everybody is affected. The whole landscape is impacted and the character will change.</p> <p>The proposed building will double the existing breach of the Council controls.</p> <p>We are not concerned about the less height, it is the maximum height.</p> <p>Height is the major concern of all residents and the Council. You are negating this concern.</p> <p>People are not against a redevelopment, but against what you are proposing.</p> <p>Parking is a major issue.</p> | Noted |
| 14 | <p>Will you own the development, run it and maintain it?</p> <p>Will the retail component be one element, i.e. shops will be retained in one line.</p> <p>Will the whole development be run by a Body corporate?</p> <p>Who will own the public space?</p> <p>The minute you use the term exclusive you get trapped because you start excluding everyone. Because in my experience it does not work. I am talking about the retail spaces. They will not be sold.</p> <p>You are creating a development where no one organisation will have overall responsibility for marketing/cleaning/maintenance.</p> | <p>The funds that own the project are not long term property owners. We will sell out of the project at some point post completion.</p> <p>It is our preference to retain the retail ownership in one line.</p> <p>The final property will be broken up most likely into a number of components, each run by a Body Corporate. The breakup is yet to be finalised.</p> <p>It will be owned by one, or a combination of the users of the site, eg the hotel, retail Body Corporate.</p> <p>The term exclusive in the documentation is not intended to mean excluding people. We are designing the space to be vibrant and inclusive.</p> <p>The responsibility for cleaning / maintenance will be clearly set out, we just don't know who will be responsible at this stage – this is something that generally gets decided much later in the process.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|---|
| | <p>When you walk away that's when it will go down hill.</p> <p>I feel certain that from everything you have said it will not work.</p> | <p>Noted</p> <p>Noted</p> |
| 15 | <p>Why did you buy this property when it has so many problems and why did you pay so much for it?</p> | <p>We paid market price for the property.</p> |
| 16 | <p>The bar – once the hotel is up and running are you hoping to attract hotel guests or the public to the bar?</p> <p>There is not enough parking in Double Bay.</p> <p>If it fails we are lumbered with towers.</p> <p>There is another site that has been amalgamated. Manning Street and New South Head Road. They are just waiting for you to get your approval.</p> <p>You have a lot of knowledge – sitting around these tables and you are ignoring what we say about the cinema.</p> <p>Nothing you have said gives me the slightest confidence that this will work.</p> | <p>The bar on level 4 will be primarily for hotel patrons and residents. The retail / bar / restaurant will be publicly available.</p> <p>Noted</p> <p>Noted</p> <p>I don't know all the details of that site, but am confident that they do not have the FSR that exists on our site. They cannot use our site as a precedent. However we do hope, and are confident that once we get an approval, and build a successful development, it will encourage other high quality development in the area.</p> <p>We are not ignoring anyone, we are listening and understanding everyone's point of view.</p> <p>Noted.</p> |



5.4.2. Community Forum 12.30 – 2.30 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 34 people registered to attend this session and 26 people attended the session. The list of participants who attended is detailed below.

| Name |
|--|
| BRENNAN, Paul |
| CHAPMAN, Frances |
| DUFFY, Susan |
| DURHAM, Margaret |
| FINLAY, Maria |
| HAZARD, Dianna |
| HOCKING, Joan |
| JAKU, Michael |
| JAKU, Linda |
| JOSEPH, Janine |
| JOSEPH, David |
| LEE, Sandra |
| NOSS, Elizabeth |
| OZZARD, Peter |
| OZZARD, Susan |
| POLAND, Peter |
| POLAND, June |
| RIDHALGH, Jenny |
| SCARF, Gerard |
| SMITH, Cecily |
| STEWART, Mrs Doris |
| STEWART, Mr John |
| THOMPSON, Kevin |
| TREGONING, Anthony (Recorded the session on behalf of No High Rise Double Bay. Transcript provided to all participants) *. |
| VINCE, Nicole |
| WALSH, Genevieve |

* A copy of the transcript has been forwarded to the NSW Department of Planning under separate cover.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|--|
| 1 | <p>Could you please explain who Ashington is?</p> <p>What else has Ashington built of this magnitude and standing.</p> | <p>Ashington is a developer and development fund manager. It was started in 1999.</p> <p>Other notable projects of Ashington are the Post development in Macleay Street Potts Point (mix use of retail and commercial offices) and the Diamant Hotel in King Cross (mix use of hotel, retail, commercial office suites and residential penthouse).</p> <p>The Double Bay project is currently Ashington's largest project.</p> |
| 2 | <p>Maria Finlay. I started trading in Double Bay in 1966. I own fashion shops.</p> <p>My best trading was when the hotels were all operating in Double Bay.</p> <p>I am worried about a 60 room hotel and that it will not be viable at this size and jobs will be lost.</p> <p>While the plan is nice, Double Bay is not the right suburb for this development. It does not fit with the tapestry and character that defines Double Bay.</p> | <p>The proposed boutique hotel format is one which 9 of the best five-star hotel operators have expressed an interest in managing. We believe this strength of interest from the hoteliers supports the concept working successfully. It is also important to recognise that the existing hotel operator (Stamford) is leaving as at end of March 09 and thus there will be no hotel or employment on the site after that. The proposed concept seeks to put a hotel back on the site and thus provide employment.</p> <p>The character of an area is in many ways formed by the experience of a person at street level. The proposed design greatly improves the street level activation and amenity, and is more in keeping with the character of Double Bay than the existing building.</p> |
| 3 | <p>Diana Hazard You keep using the term successful development but successful for whom? You took a risk in purchasing this site in 2007 without a Development Application. Why should existing retailers and residents views, general amenity and the atmosphere of Double Bay be spoilt simply to make money for Ashington.</p> <p>This development will set a precedent.</p> <p>All good planning provides for higher development on the ridgelines not in a valley. Your site is in the valley of Double Bay.</p> <p>You are not really concerned about Double Bay or its residents.</p> <p>Please define who this development is best for and why.</p> | <p>There is a strong consensus in the Double Bay community that something needs to happen with this site, and a wide range of views about what that should be.</p> <p>Through extensive consultation with many residents and stakeholders a number of key objectives have been identified for the site – inclusion of a successful hotel, better quality retail, improvement to the form and layout of the building, public open space etc. These have been taken as the brief to the architects to come up with a design.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
|------|--|--|
| 4 | <p>As a resident I appreciate that there is a need for a smaller hotel and better retail but there is no need for the development to have 2 high rise components.</p> <p>Purchasing this site was your development risk, if it is the 2 towers that are required to make this development viable.</p> | <p>A key requirement for the project to be able to deliver these key objectives is the retention of the floor space that already exists on the site, no more and the rearrangement of this floor space into a format that enables these objectives to be delivered. The development of the design concept has been through many iterations and options including the Urban Design Review Panel established by the Department of Planning (DOP) that specifically looked at how this floor space could be best arranged on the site. The recommendations of the Panel have been included in the designs.</p> |
| 5 | <p>You emphasise the importance of creating 171 jobs. I imagine this is a net figure. I would like to see the research that underpins this figure.</p> <p>Why are Stamford leaving? Did you propose higher rents?</p> <p>Did you try and find other hotel operators for the existing building.</p> <p>Your justification for the height and floor space ratio is that the existing building was built before the Council's controls were introduced. When was the Georges Centre developed (45 Cross Street) – what is the height and floor space ratio of this development? Did they have to be within the Council's height controls?</p> <p>Where do you get 51.2 metres from? How did you arrive at this height as being appropriate?</p> <p>I feel that you get public benefit from retaining the current form and from decreased overshadowing.</p> | <p>The reports detailing the calculation of the employment generation figures will be included as part of the Environmental Assessment (EA) lodged.</p> <p>The Stamford is leaving of their own decision. We have not increased their rent.</p> <p>Through our research it was identified to us that a large scale hotel format such as this in this location is no longer a viable proposition. This may be part of the reason that Stamford has decided to leave from both their hotels in the area. The proposed boutique hotel concept is one that we have received offers from 9 of the world's best five-star hotel operators which supports the proposed concept as a viable format.</p> <p>We do not have information on the development at 45 Cross Street.</p> <p>51.2m is the highest point of the proposed building.</p> <p>A detailed shadow analysis has been prepared and will be provided as part of the EA documentation.</p> |
| 6 | <p>Paul Brennan – Cinema Industry.</p> <p>10 years ago I worked with Ritz Randwick to expand and revitalise the shopping/restaurant area.</p> | |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>This proposal is all about retail. But it affords an opportunity to replace the Village Twin, Double Bay.</p> <p>I live at Potts Point and worked with Australand a few years ago looking at putting cinemas into the Post Building in Potts Point. I currently advise the Orpheum Cremorne.</p> <p>If you would like to have residents/retailers working with you start looking at a Cinema in the Orpheum style. 5 sessions a day brings people to a centre. It will also generate good will. There is no reason why Greater Union at Bondi Junction cannot have competition.</p> <p>If you are talking about a leisure hotel then I feel a Cinema would sit very well with the use. You do not need that much space to accommodate a Cinema. The room we are sitting in could accommodate a 100 seat cinema.</p> | <p>We are presently assessing the mix of uses for the retail component of the project with a retail consultant expert and will raise this suggestion as part of this process.</p> |
| 7 | <p>When you present visual impact montages to the Department of Planning can you ensure that there are some from Bellevue Hill? Presently there are none.</p> | <p>The locations for the view analysis were agreed with the DOP. Some further locations have been suggested to us through our consultation process which we are also looking at.</p> |
| 8 | <p>I question the contribution that this development will make to regional tourism if it is providing 171 jobs.</p> <p>You are making ambit design claims. There are no reasons why you should go above the floor space ratio and height controls. The Council have clearly indicated they don't support this. The non compliance is a matter for concern.</p> <p>You are providing 85 car parking spaces but if you add up the need for car spaces by use parking is clearly under provided.</p> | <p>The existing building already exceeds the Council controls for height and floor space, we are seeking to rearrange this existing floor space to provide a better outcome for the site and the many community benefits and objectives that have been identified to us for the project.</p> <p>We are having a specific carparking analysis undertaken that will identify exactly how many parking spaces are needed by the proposal. There are also mechanisms in place with Council to provide contributions to offsite carparking facilities if there is a shortfall on a particular site.</p> |
| 9 | <p>I am a resident and I have no problem with the concept apart from the height. I don't think Double Bay is a Randwick. I am 60 years of age maybe we need to be broader in our thinking about the future of Double Bay. Have you had feedback from younger people/young families do they see things differently.</p> | <p>We have received a wide range of views from all age groups from the community.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 10 | <p>Peter Poland <u>President, The Woollahra History and Heritage Society Inc.</u> Chairman Woollahra Heritage Historical Society.</p> <p>From a heritage standpoint Double Bay has been a sunny low rise village. Your high rise proposal will destroy the village environment and character.</p> <p>It will have a negative impact on the Transvaal Heritage Conservation Area.</p> <p>From the harbour you look up towards the Double Bay valley. The two towers will adversely impact on this view looking both up and down. The existing building at its height is seen to be an obstruction from the harbour.</p> <p>You are forgetting the principles of how you develop land. High rise development on ridge lines.</p> <p>You make a lot about the hotel. But the towers are residential. So it will be a few exclusive residents who will get the benefits of the views.</p> <p>I am wondering if the reason you don't have any young people here is because your brochure did not mention height.</p> <p>I think you should go away and rethink and consider the suggestion of a Cinema.</p> <p>Do you know when the exhibition period will start?</p> | <p>The proposed design concept specifically considers the adjoining neighbours and sensitivities of the uses, in particular the Transvaal Ave Conservation Precinct. The proposed design is actually significantly lower than the existing building along these boundaries (North, East, West) and thus an improvement of the current status. The improvement of the relationship of the building to the surrounding users was one of the key recommendations to come from the Urban Design Review Panel.</p> <p>The views from the harbour are part of the view impact assessment that will be prepared and issued with the EA.</p> <p>We expect to lodge the EA in February, and it will go on exhibition once the DOP has reviewed the documents for adequacy and are happy to put it on exhibition.</p> |
| 11 | <p>Maria Finlay How many home units will there be? How many hotel rooms are provided? Are the hotel apartments included in the hotel room count?</p> | <p>The current designs include for 36 residential apartments. The current designs include for a 66 room hotel. No. The apartments are separate to the hotel.</p> |
| 12 | <p>I am interested in knowing the breakdown of the 200 people that were consulted in your market research. What age groups were these people?</p> <p>There was a rally in November 2007 in Steyne Park and a lot of young people attended.</p> | <p>The survey was conducted on a face-to-face interview basis around the streets of Double Bay, with approx 70% of participants being residents of Double Bay and 30% being retailers. There was an even spread of representation from all age groups.</p> <p>The full results of the survey will be available on the project website for you to review.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 13 | <p>Your market research did not identify that towers would be part of a new development.</p> <p>Are there any plans available showing how much of the harbour views will be destroyed.</p> | <p>The purpose of the survey was to gauge responses to what people wanted to see happen with the site. It did not gauge their view of the actual proposal as this information was not available at the time of the survey.</p> <p>The full visual analysis will be prepared and submitted as part of the EA documentation</p> |
| 14 | <p>I object to the high rise development. The world wide re use of buildings is not about demolishing buildings.</p> <p>This is not a vacant site and its demolition will be wasteful.</p> <p>You say you will comply with Woollahra Councils overshadowing controls but not their height controls.</p> <p>Former guests stayed at the hotel because of the lack of high rise development around.</p> <p>Can you identify the allocation of parking spaces by use, residential, hotel, retail?</p> | <p>There is still a lot of debate about ESD principles and the use of existing buildings vs the construction of new better performing buildings. There is a period of time over which the environmental benefits of the improved performance of the new building will outweigh the impact of its construction.</p> <p>Noted</p> <p>The specific allocation of parking spaces to the various uses will be detailed in the parking study that will be part of the EA documentation.</p> |
| | <p>The width of the shop fronts you are providing seem very wide compared to what exists.</p> <p>The retail you are proposing has a different character compared to the existing.</p> <p>If I make an unwise financial transition no one bales me out.</p> <p>It is the towers that are not wanted and making it non compliant. This is an overdevelopment of the site.</p> <p>We accept the existing floor space ratio but we don't accept the two towers. It is the towers that are the crazy idea.</p> | <p>The current plans for the retail layout have not been fully resolved to shop widths and sizes. Our retail consultant is looking at this at the moment in conjunction with the mix of retailers / uses that will work best and where.</p> <p>The retail character of Double Bay is specialty, boutique shopping, alfresco dining / cafes, street front open air shopping. This is the retail format that we are proposing and which improves the shortcomings of the current building</p> <p>The height must be looked in the context of all the other attributes of the design as the massing of the floor space is a balance of delivering all the other objectives and benefits identified for the project.</p> |
| 15 | <p>I would be interested to know how many people would be willing to forgo the plaza to lower the height of the development.</p> | <p>That would result in a building largely the same as the existing building which, the general consensus from people is that something needs to happen to this site.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | | In addition, a scheme such as that would not support the inclusion of a new hotel or an improved retail offering, which have been identified as very important objectives for the site by many groups. |
| 16 | Double Bay does not have a plaza, it is not part of our open space character. Why do we have to have a plaza? | The proposed piazza is integral to making the retail and hotel components of the project function effectively. Open air, street front shopping and alfresco dining are also seen as very much part of the Double Bay character. The piazza also provides a destination for the several small laneways that connect into the site from various locations. These laneways are also seen as an integral part of the intimate character of Double Bay. |
| 17 | Your plans don't show how you access the plaza from Cross Street. | There are two connections to the piazza from Cross Street. |
| 18 | New resident from Las Vegas. I am thrilled with the concept. I have seen developments like this revitalise communities across the United States. Are you going to pre-sell the residential apartments? Can the apartments be leased back to a hotel operator? | The apartments will be pre-sold to assist with project financing requirements. We are yet to discuss this option with the various hotel operators. This may be possible. |
| 19 | With the exception of the last speaker nearly everyone is opposed to the height. Are you prepared to make that point in your report to the Minister? How many parking spaces will be allocated to the residential apartments? | There are a wide range of views of what should happen with the project. Feedback forms are provided to all attendees to provide their comments on the proposal. This will be detailed in the parking report. |
| 20 | In the market research where does the 42% of residents who are concerned about height come from? Seeing this is the 22 nd January and the Environmental Assessment is to be lodged in February will it be submitted in its present form? | They are residents of Double Bay. The design concept as presented will be largely the concept that is lodged with the DOP. There may be some fine tuning in response to various issues raised through the consultation process. |



5.4.3. Community Forum 7.00 – 9.00 pm Session

LIST OF PARTICIPANTS

Urban Concepts advises that 29 people registered to attend this session and 24 people attended the session. The list of participants who attended is detailed below.

| Name |
|---|
| ALWARD, Steven |
| BARRACLOUGH, Mrs Lois |
| CHILDS, Bruce |
| COLLURA, Roberto |
| DUNN, Jane |
| FUNG, Michael |
| HERMAN, John |
| HERMAN, Pam |
| HIRST, Peter |
| HIRST, Antoinette |
| HOUSEMAN, Jennie |
| LEE, Timothy |
| LEWIS, Steven |
| LUCIRE, Dr Yola |
| McKENZIE, Alison |
| McMAHON, Peter |
| MURTOUGH, Paul |
| MURTOUGH, Jill |
| OLAH, Karin |
| ROSS, Ian |
| ROSS, Mrs |
| ROSS, Ian |
| ROSS, Margaret |
| SHAW, Susan (Recorded the session on behalf of No High Rise Double Bay. Transcript provided to all participants) *. |
| WAKELY, Mark |
| WILLIAMS, Len |
| ZIEGLER, Aviva |

* A copy of the transcript has been forwarded to the NSW Department of Planning under separate cover.



Comments Recorded during Question Time

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

| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 1 | <p>You said 85 car spaces. Where are you planning to have the other car parking spaces required for the retail space?</p> <p>You now say 105 car spaces but another 20 spaces won't make a difference. How many cars will you generate per day?</p> <p>How many car spaces are allocated to each apartment?</p> <p>You are allowing 105 spaces, your parking provision is totally inadequate. I don't know of any residential development in Double Bay with a 3 bedroom apartment that doesn't provide two spaces per apartment.</p> <p>How many car spaces are located in the existing building now? You are reducing this. I have a major objection to this reduction in parking.</p> <p>The 85 spaces will be allocated to residents. Is this correct?</p> | <p>A proportion of the existing carpark has been taken up by back of house areas for the hotel and plant in order to maximise the publicly accessible space on ground floor. We have listened to community feedback that they think 85 spaces is inadequate, and are currently reviewing the plans to increase the amount of available parking. At the moment, we think the final design can include over 100 spaces.</p> <p>The traffic report that is being prepared as part of the Environmental Assessment (EA) will have traffic generation statistics. The report hasn't been completed yet, however preliminary advice is that there will be no increased traffic generation as a result of the proposed development.</p> <p>The design is still being finalised, however the current design is 1.5 spaces per apartment.</p> <p>All the two bedroom apartments will have two spaces, the 1.5 spaces is an average which takes into account 1 and 2 bedroom apartments which may have less.</p> <p>The existing building has 173 spaces.</p> <p>Not all the spaces will go to residents. The final mix of uses hasn't been finalised, however it will form part of the Environmental Assessment.</p> |
| 2 | <p>Where you say 171 new jobs will be created is that net jobs? Have you taken into consideration the jobs that were on this site to do with this hotel/retail?</p> <p>We need to look at net jobs and if this was considered then it would not have been included as a Major Project.</p> <p>The fact that you provided jobs was the reason you got this through as a Major Project.</p> | <p>The jobs are measured against the only other viable alternative for us, that being a residential conversion of the building. If that were the case, all the jobs on the site would be lost forever.</p> <p>The impact on employment has been assessed by Hill PDA. The hotel is closing in March this year. In March this year there will be jobs on this site.</p> <p>The development was declared a Major Project because it meets the non-discretionary criteria of the Environmental Planning and Assessment Act, in relation to tourist related jobs.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>On the subject of car spaces on site, you would be aware of groundwater issues and the implications for car park excavation. When this hotel was built they were pumping water for months and heritage cottages in Transvaal Avenue were cracked. Won't the foundations for this building need to go below this building because of the towers This will create a dam effect on the harbour.</p> <p>Will you need deeper foundations?</p> <p>I would also like to object to the inadequacy of car park.</p> | <p>We are aware of the groundwater issues in Double Bay. There will be no material work below the basement as part of the proposed development, and our engineers have advised us there will be no effects on the water table.</p> <p>There will need to be some column strengthening and some minor works below the raft slab, however these works are not major, and our engineers have advised there will be no effect on the water table.</p> <p>As above</p> <p>We understand your concern with respect to parking and are looking closely at this issue.</p> |
| 3 | <p>You talk about capital investment as a Major Project criteria and what that means for the State. What is the definition of Capital investment?</p> <p>Does the tourism benefit come from cash flow this development generates or the employment it creates?</p> | <p>Capital Investment Value is defined under the legislation. It is essentially all the costs involved in developing the property, but excluding land and finance costs. It includes things such as construction, design costs, fees, fitout.</p> <p>Benefits come from both the cash spent in the area by visitors to the hotel, and the employment generated.</p> |
| 4 | <p>I am pleased that Ashington is interested in the community attitudes but it is disappointing that the Directors of Ashington are not present.</p> <p>I am interested in how you have positioned the towers on the site. There is potential for wind tunnelling and impact on the amenity of the piazza. The swimming pool faces north east. You won't get people there with the north east wind. Have your consultants looked at and studied the north east winds?</p> <p>You say you are delivering a world class standard project. What other world class projects have you delivered?</p> | <p>Ashington is concerned about the communities opinions, and senior staff from Ashington have attended all sessions. This session has Matthew Bailey, Head of Development, who is on the Executive Group of Ashington and reports directly to the board.</p> <p>The design has been carefully considered to minimise any negative impacts such as wind. A wind study, including wind tunnel testing has been undertaken on the proposed development, and will be included in the Environmental Assessment. Preliminary feedback is that the proposed design will not result in adverse wind effects. The effects of all winds, including those from the North East have been considered.</p> <p>33 Cross Street, Double Bay is the largest project that Ashington has done, however members of the team have worked on developments of different scales. I worked on the Wharf at Woolloomooloo, which won several international awards.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>The Board makes the decisions for the Ashington company. Where are they? What a joke! Who will report to Chairman the results of these forums and the communities views?</p> <p>We are the guinea pigs for your world class project. But your Chairman does not even turn up.</p> <p>When I have been involved in Major Projects as a Chairman, I show up to listen to what the community says about projects.</p> | <p>Ashington is represented at this meeting by Matthew Bailey, Head of Development, who is on the Executive Group of Ashington and reports directly to the board. The views of the community will be communicated to the board.</p> <p>Noted</p> <p>Noted</p> |
| 5 | <p>I realise that Double Bay is in need of revitalisation but I feel that your proposal is inappropriate. It would be better to have lower towers.</p> | <p>The fundamental premise of the design is that the existing area is maintained. In very simple terms what this means is that the building could be very thin and tall, or short and fat or anything in between. A taller, thinner building means more space is open at ground level, but there needs to be a balance between height and high quality space at ground level. Through the design review process we analysed over 25 options in that range for the site, and we think that the proposed design provides the best “happy medium”, although we accept that this is subjective.</p> |
| 6 | <p>I am concerned about overshadowing in Transvaal Avenue and the impact on those cafes.</p> <p>You have not mentioned the environmental footprint that this building will place/inflict on Double Bay.</p> <p>Have you done any work into this ESD area?</p> | <p>A full shadow analysis will be undertaken as part of the Environmental Assessment. The design has been carefully considered to minimise the effects of any overshadowing. The impact on Transvaal Avenue was a key concern in the design process. As shown from the shadow diagrams in the presentation, the shadows do not reach Transvaal Avenue by 3pm on 21 June, which is the shortest day of the year, when the shadows are longest.</p> <p>The existing building performs very poorly from an environmental perspective. One of the benefits of building a new building is that it gives the opportunity to create a much more environmentally friendly building.</p> <p>Advanced Environmental and Lincolne Scott are our consultants in this area. They have looked closely at the issues.</p> |
| 7 | <p>You showed a timetable for determination. What do you feel the timeframe is?</p> | <p>There is obviously a lot of work to go before an approval is granted, however the best case timeline is to get an approval in the middle of the year, to start construction at the end of the year.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>The Department of Planning is the assessing authority, yet you mention that Council is involved. I don't understand.</p> <p>At the outset you said industry super funds are financing the project. Which ones?</p> | <p>Council was requested to provide information into the Director Generals Requirements, which is the criteria on which the project will be assessed. Council attended a meeting with the Department and walked around Double Bay discussing the urban form and character. Council had a representative on the Urban Design Review Panel which was assisting the Department.</p> <p>LUCRF, Sun Superannuation, Military Superannuation and HESTA</p> |
| 8 | <p>I am concerned about the floor space ratio and the massing. You talked about Council's floor space ratio being half of the existing. You are taking the size of the existing building as justification for achieving the height.</p> <p>It is important to consider how it relates to the immediate area both now and in the future. We don't want to become a Bondi Junction.</p> <p>How does this building relate to the natural form, the ridges/valley? It is the local context we are concerned about. How will we relate physically to this building? The floor space ratio thrown up into the air as opposed to Council controls. How will your design improve what we have?</p> <p>You have buildings around you that are 4 to 5 storeys in height. There is nothing else around you like the towers you are proposing.</p> <p>Cross Street is a broad street. Your building will be seen from the footpath.</p> <p>Could we have something in the Environmental Assessment which shows how it will relate to the immediate environment inclusive of the finished materials?</p> | <p>The fundamental design premise of the proposal is to redistribute the existing area on the site in a way that is a better outcome for all concerned.</p> <p>We agree. The development needs to be in keeping and complimentary to Double Bay, we feel that the proposal is more so than the existing building.</p> <p>We feel that the design of the proposed building is more in keeping than the existing building, or the only viable alternative we have, being converting the building to residential apartments. The proposed building has better ground plane access, a more consistent urban grain, higher quality retail space and a better quality hotel.</p> <p>This site has always been an anomaly since it was approved by Council in the 1980's, there is no site in the Council area we are aware of that has the same floor space ratio.</p> <p>Correct</p> <p>The open space is a key component of the design in reducing the bulk of the existing building, by reducing the building footprints, and increasing the connectivity through the site. As part of the design review process we looked closely at the surrounding buildings, and the design has been carefully considered to provide optimal edge conditions to surrounding properties such as those on Transvaal Av. The materiality will also be included in the Environmental Assessment.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 9 | <p>The boutique hotel will have 60-70 rooms, what are the 30-40 hotel residences? Are there other resident apartments as well?</p> <p>You say a 5 STAR hotel but they have ballrooms/good views/restaurants/coffee shops. This is more like a 3 star hotel. Tourists will not come. You will crucify Double Bay with this development.</p> <p>The majority of people who have come to your sessions don't want this.</p> <p>The people who say they want it are primarily the real estate agents.</p> <p>I question the research that underpins the piazza. Richards and the Georges Centre could not work in the Gallery. They lasted two years and were gone.</p> <p>This is the wrong location for this development, it is disconnected from the heart of Double Bay.</p> | <p>A hotel residence is a strata residential apartment that is part of a mixed use development with a hotel in it. The apartment has the ability to use the services of the hotel, such as room service, cleaning etc, but to the outside world appears like a conventional apartment.</p> <p>There are a variety of components that make up 5 star hotels, not all 5 star hotels have large function spaces. We do understand however the importance of the hotel to Double Bay and that is why we are retaining a hotel as part of the development.</p> <p>We have had a mix of views from all the people we have spoken to, we are listening to their views both in terms of what they do and don't like in our proposal, but more importantly what they want to see instead.</p> <p>That is not correct at all.</p> <p>We have had the design reviewed by a number of industry experts who believe that the project and the retail component in particular is viable. The buildings you refer to had different characteristics to the proposed development.</p> <p>We note your view, however many people including council have said they want high quality, active space on Cross St.</p> |
| 10 | <p>I have designed 5 and 7 star hotels. This does not seem like a 5 star hotel.</p> <p>Can you explain the car parking arrangements including the entry arrangements and the hotel drop offs.</p> | <p>There are a variety of components that make up 5 star hotels, not all 5 star hotels have large function spaces. We do understand however the importance of the hotel to Double Bay and that is why we are retaining a hotel as part of the development.</p> <p>The existing carpark has its entry and exit from the adjacent property to the west, 45 Cross St. This access will be maintained. The hotel drop off and pick up will be on Cross St.</p> |
| 11 | <p>Woollahra Council DCP stops development of this height. Why should you be permitted to build the towers you are proposing regardless of maintaining the existing floor space ratio? You have been successful in by passing Council.</p> | <p>The premise of the development is that we are maintaining the floor space, and redistributing it in a way that is a better outcome for all involved.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| | <p>If this development remained with Woollahra Council you would have to comply with the Council floor space ratio controls. Is that right?</p> <p>You say No, but I have spoken to Council members about this even the Mayor and he says the opposite, why is that?</p> <p>Did those discussions you had with the Department of Planning take place before or after you bought the site? You would not have bought the site. I think you had already gone to the NSW Department of Planning and had approval for what you were proposing. I want this recorded.</p> | <p>There are mechanisms to use the same premise that we are using with the Department of Planning with council. The question remains the same, we need to convince the Department of our position, in the same way we would need to convince council.</p> <p>I don't know why councillors would say that, but the mechanisms exist in the same way.</p> <p>This is incorrect. We had no discussions with the Department of Planning, or Council prior to us entering into unconditional documents to acquire the site.</p> |
| 12 | <p>Steven Lewis I am interested that you are proposing a new building against an existing building. I think there is a third proposal. What you can do with the site under the existing controls of the LEP and DCP.</p> <p>I am given some comfort by your comment that strata of this building is viable. Can we have a presentation of this proposal?</p> <p>The residential apartments will be strata. There will be a disconnect between the strata owners and the operation of the piazza. There are conflicts. The piazza in Bondi Junction (where Westfield is now) did not work.</p> <p>Noise will be generated at ground level and this will impact on the residential above. How will you resolve this? It has been a problem at the Forum Leichhardt. It will be a problem here.</p> | <p>A development that complies with the controls is not viable. It will never be viable on this site.</p> <p>We feel that the inclusion of a hotel, better quality retail, a better performing building from an environmental view, better public space and a better quality building form are a much better proposition to retaining the existing building form. These feelings have been confirmed by many of the people we have spoken to. We do understand however that some people have a different view.</p> <p>The acoustic separation of the spaces is a key design concern and is being closely addressed by the design team. Each individual space is being treated separately.</p> |
| 13 | <p>Would you be prepared to table the prospectus you gave to Superannuation Funds for this development?</p> <p>Who did the due diligence on behalf of those funds?</p> | <p>There was no Public Disclosure Statement (PDS) with respect to this development (prospectus' no longer exist, PDS is the current equivalent). Regardless, the fund documentation is all subject to confidentiality, so cannot be released publicly.</p> <p>The funds generally use asset consultants to do their due diligence.</p> |



| Para | COMMENT/QUESTION | ASHINGTON RESPONSE |
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| 14 | <p>As a resident if you have an existing building and knock it down the new building has to comply with the new controls. I don't understand why this does not apply to you. What relevance is the existing building if it is being demolished?</p> <p>It would be rare that Council would agree to you going beyond the controls.</p> <p>When you bought the site you did not know whether Council would let you keep the existing floor space ratio. Are you in a difficult financial situation now?</p> <p>It sounds like a threat when you say you will refurbish the existing building into residential.</p> <p>Would you consider selling the site to a hotelier?</p> <p>What other examples of Part 3A are there in the Eastern Suburbs? Why is this so special?</p> <p>I think the present plan has positive elements if it was restricted to the height of the existing building.</p> | <p>The relevance is the existing building has an approved area on it. There remains a viable alternative for us to refurbish the building, however there would be a loss of a great amount of potential benefit if that were to be done.</p> <p>It is rare, but it is also rare for council to reduce the controls on a site to less than what is existing. It is quite common to get an approval where there is an existing condition on the site, such as floor space ratio, that is being maintained, as is the case here.</p> <p>We are comfortable with our current financial situation.</p> <p>It is not a threat, we are just trying to explain the various options available to us. Consultation is about us hearing the communities views, and Ashington explaining our point of view to the community.</p> <p>We have no current plans to sell the property, however, as any business does, we will evaluate any offer made to us.</p> <p>We are not aware of any other Part 3A projects in the Eastern Suburbs. The difference in this building is the scale of it – the current building has almost 20,000m² of floor space area on it, it is quite unusual in the Eastern Suburbs.</p> <p>Noted.</p> |
| 15 | <p>How did you calculate that 171 jobs would be created by this development?</p> | <p>As stated previously, the breakup of jobs as part of the Clause 6 application was prepared by Hill PDA with assistance from JLL Hotels. Retail jobs are counted in addition to hotel jobs. Hill PDA are specialist economic consultants and in the Clause 6 application they comment on the tourism effects of the retail component of the project.</p> |