



NEWS RELEASE
The Hon. Kristina Keneally MP
Member for Heffron
Minister for Planning
Minister for Redfern Waterloo

Wednesday 30 September, 2009

REDEVELOPMENT OF FORMER STAMFORD PLAZA NOT APPROVED

The NSW Government has refused a proposed \$146 million residential, retail and hotel development on the site of the former Stamford Plaza site at Double Bay.

Planning Minister, Kristina Keneally, said her decision followed months of rigorous assessment by the Department of Planning, a 52 day community feedback period and two independent reviews.

“The benefits of the proposal would not outweigh its impact on the Double Bay area. The proposed towers would be intrusive on the character and built form of the town centre,” Ms Keneally said.

“My decision is consistent with the Department of Planning’s assessment, and independent advice from both the NSW Government Architect and the Planning Assessment Commission.

“While some community feedback related to potential view impacts, my decision was primarily based on the proposal’s inconsistency with the character of the Double Bay town centre.

“The town centre sits within a valley floor and includes few developments extending above the existing mature tree canopy. This proposal for towers of 11 and 14 storeys was not in keeping with that.

“I also agreed that the proposal would have unacceptable overshadowing, noise and privacy impacts for local residents.” Ms Keneally said her decision followed a rigorous assessment which included:

- Assessment and recommendations from the Department of Planning, which particularly focused on the inappropriate bulk and scale of the proposal.
- Independent expert review by the NSW Government Architect of the suitability of the plans, amenity impacts, floor space distribution and design quality. The Government Architect concluded the proposed towers would have a detrimental impact on the character of Double Bay town centre.
- Review by the Planning Assessment Commission on the Department of Planning’s assessment, because a company involved with the proposal made a donation of \$1,783 to the Liberal Party (<http://majorprojects.planning.nsw.gov.au/files/31218/Political%20Donations.pdf>).

Ms Keneally said even after amendments to the original plans, the proposal was both out of place and inconsistent with the Local Environment Plan. The amended plans proposed:

- A podium level, towers of 11 and 14 storeys and a gross floor area of over 19,500 square metres;
- A five star hotel of 69 rooms, 44 residential apartments, ground floor shops and an open air piazza.

“While this proposal was controversial, it was important it be assessed on its merits,” Ms Keneally said.

“My decision shows that projects assessed under Part 3A are subject to rigorous, merit-based assessment, and will be refused if issues can not be satisfactorily resolved.

“I will request Council undertake studies about possible future uses for the site, and investigate both planning controls for the site and the role of tourist development in Double Bay.”

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