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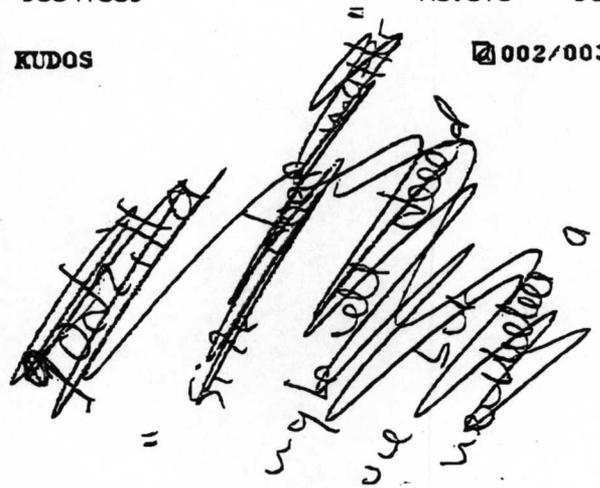
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Thursday 25 June 1998

MEDIA RELEASE

Landmark development proposed for Espy site

Becton, a renowned Melbourne developer, has submitted a planning amendment application to the City of Port Phillip for the Esplanade Hotel site.

The application proposes a number of different heights on the site and incorporates the Esplanade Hotel as it is, with low-scale development on the street frontage.

The highest point is a slender residential tower constructed in the body of the site with a nominated height of 125 metres or 35 storeys. This height exceeds the Council's current height controls for the site. - 18 meter - 5 iv Stiel.

"We believe that while the height controls make sense for other areas of St Kilda, this site requires a planning amendment to allow for the landmark design it deserves," said Mr Hamish Macdonald, a Director of Becton.

Becton has carefully considered the height of the building to achieve the best sculptural, architectural and urban planning solution for St Kilda and does not support unrestricted tall developments in St Kilda.

"As this site is a landmark location, it cannot be used to set a precedent for other height limits in St Kilda," Mr Macdonald said.

"Each site should be considered on an individual basis and tall buildings should be restricted to appropriate locations and landmark sites."

Extensive community consultation has been conducted to reach the point of making the Council application and this will continue, according to Mr Macdonald.

"We have presented a concept of what a building of this height will look like and this is certainly not the finished product," Mr Macdonald said. "Once a height limit has been established for this site, we will look to the community for further input regarding design development."

Becton's proposal will retain the Esplanade Hotel as it is today with management guided by a committee drawn from the arts and entertainment community.

Arrendale - 15 storeys | Bayview Height 10 storeys