



# ESPLANADE ALLIANCE

Media Release

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## Godzilla -- Size does matter

*It's Godzilla! Maybe a well-dressed Godzilla; but nonetheless Godzilla.*

St Kilda residents are astounded at the proposed scale of the Becton tower to be built on the Esplanade Hotel site.

Plans lodged with Port Phillip Council late yesterday (24 June, 1998) indicate that the developer is seeking an amendment to exceed existing height guidelines by over 29 storeys.

According to Mr David Brand, heritage architect and spokesperson for the Esplanade Alliance, the sheer scale of the proposed 35 storey tower will overwhelm and trivialise the historic Esplanade Hotel.

"The proposed super high rise tower will reduce the Espy to an insignificant footnote at its base," he said.

"It's a monster. No matter how cleverly designed, the CBD-scale building will be ridiculously out of place on the visually and historically diverse Esplanade foreshore", he said.

The Esplanade Alliance is preparing to mount a campaign to ensure that the development is reduced to a scale that is more appropriate for the urban context and character of St Kilda.

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