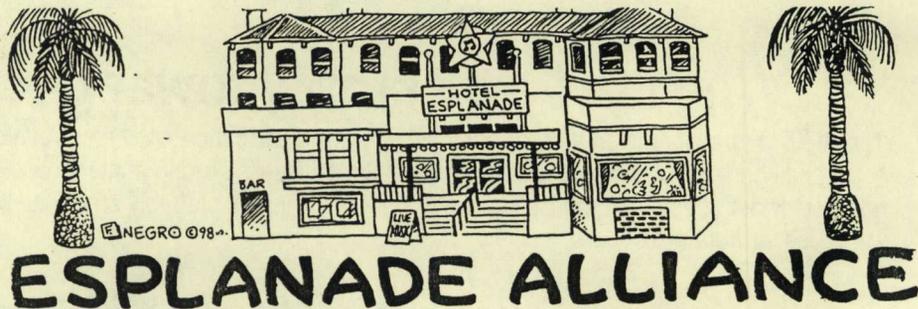


A SKYSCRAPER ON THE ESPLANADE?



WHAT CAN YOU DO ABOUT IT?

What is the Development Proposal?

Becton, the developer, has submitted a Concept Development Plan application under the new planning scheme for the site at no.11 Upper Esplanade and no.6 Victoria St (commonly known as the Esplanade Hotel and Baymor Flats). This amendment, L68, to the City of Port Philip Planning Scheme proposes to:

- Remove the current 18m height limit (about 6 storeys) to allow a 125m tall tower (about 38 storeys)
- Demolish several "A" graded heritage buildings including Baymor Flats and some parts of the Esplanade Hotel
- Rezone the land to Mixed Use with retail floor areas of up to 800sqm

The amendment is on exhibition for public comment for 6 weeks from the 8/10/98 to the 20/11/98. This is our **ONE** and **ONLY** chance to comment. There is only one bite at the cherry as far as public scrutiny is concerned. After this period, there will be no third party notice and appeal rights.

Where Can I See the Proposed Plans?

The drawings and accompanying reports can be viewed at the South Melbourne Town Hall, the St Kilda Town Hall, St Kilda Library and the Esplanade Hotel. When viewing the documents, keep in mind that:

- The Concept Development Plan is not the same as a Planning Application. The appearance of the building is not being assessed at this stage, only the proposed height.
- The building illustrations on exhibit are only an example of what Becton (or subsequent developers) will be allowed to build on the site.
- Think about how a building of this size, whether good looking or not, would affect the Espy, the Esplanade and St Kilda as a whole. Then tell the council what you think.

To say NO, you must **ACTIVELY** say no

This is the one and only time you will have a say

Whether you are a local resident, local business owner/staff or visitor to St Kilda, please take the time to express your views on the proposed development. Address your submissions to:

Mr Richard Schuster
Senior Planner
Private Bag no. 3
St Kilda Post Office
VIC 3182

Under this system of planning controls, there **WILL** be a 38 storey tower on the Esplanade unless you object. The weight of numbers is essential to defeat this arrogant assault on the character of St Kilda as a whole and the Esplanade Hotel in particular.

Submissions MUST be received by 5.00pm FRIDAY, 20 November, 1998

Please feel free to include any of the points on the reverse side in your submission.

Why isn't a 38 storey tower good for St Kilda?

The St Kilda foreshore is an area of local and national significance. Any new developments must complement the existing scale and character of the area and not overwhelm or trivialise it. No matter how cleverly designed, this CBD scale building is ridiculously out of place on the Esplanade foreshore. There is probably an infinite list of problems this sort of over-development will cause -- here are but a select few:

Adverse affects on St Kilda's character

- **Heritage Character:** A 38 storey tower will degrade one of the few places left in Melbourne where we can strongly feel the pull of the past. By proposing such a dominant feature, the developer is ignoring the fact that the site already has a landmark building. The 120 year old Esplanade Hotel, the historic icon of the St Kilda Esplanade, will be overwhelmed and trivialised by a 38 storey tower. To fully express their sense of history, buildings of significant heritage value, such as the Espy, must be allowed to maintain their prominence in the streetscape.
- **Scale and Urban Character:** A 38 storey tower will dominate the St Kilda skyline, irrevocably changing the central physical image of St Kilda. Its massive bulk and scale will severely unbalance and undermine the existing qualities and character of the Upper Esplanade and of St Kilda as a whole. A building of this size is unknown outside the CBD.
- **Precedent:** This may be the first tower to breach the 6 storey height controls introduced in the late 1980s but it won't be the last. It will send a clear signal to other developers that St Kilda's skies are open for business. The high rise buildings flanking the Espy (Arrandale at 15 storeys and Bayview at 10 storeys) are testimony to an earlier era of woefully inadequate planning controls. Becton's attempt to use them as benchmarks for its over-development merely demonstrates that one mistake deserves another.
- **Architectural Design:** Every building exists in an urban context and has responsibilities to it. Attempts to justify the tower as architectural "sculpture" or "art" ignore the problems a 38 storey tower will create in the local context. We would expect nothing less than the best design for such a prominent and important site; but there is no valid reason why Becton's skyscraper will be more elegant than a low-rise building. Becton's talented architect, Nonda Katsilidis, has already completed several low rise projects proving this point.
- **Use:** While Becton has made a verbal commitment to preserve the Espy's famous pub and comedy culture, there is no evidence of this commitment in its application proposal. Will the culture survive 38 storeys on its doorstep?
- **Demographic Shift:** The delicate balance of our community will be dramatically altered by this development. It will confirm that St Kilda is fast becoming an exclusive playground, affordable only to one section of the community.

Adverse affects on St Kilda's amenity

- **Over Shadowing, Overlooking and Privacy:** The tower will cast huge shadows across the St Kilda foreshore, Upper Esplanade and nearby streets, robbing adjacent public spaces, parks and houses of sunshine. It will also rob the adjacent areas of their privacy.
- **Wind Tunnels:** With 15 storey Arrandale tower on one side and the 10 Storey Bay View tower on the other, the wind affect can only get worse.
- **Parking, Traffic and Servicing:** In an area where traffic and parking problems have already reached epic proportions there will be a further increase in traffic (new residents, visitors, delivery and garbage removal vehicles etc), especially in the small adjacent streets.

Adverse affects on local planning:

- Becton bought the site last year, fully aware of the 18m (6 storey) height control. Its proposal for a 125m tall tower (7 times the limit) is an arrogant dismissal of local planning controls.
- The Concept Development Plan application, currently on exhibit, only provides an abstract building envelope and so is inadequate for any serious evaluation of the whole proposal. The proposed building's general appearance, materials, articulation, number of residential units etc.. are unknown, yet this is our only opportunity to comment on the proposal.

To say NO. you must ACTIVELY say no