

Attachment D

Design Excellence Strategy

Design Excellence Strategy

216-220 Wyndham Street, Alexandria

Submitted to City of Sydney
on behalf of City West Housing



‘Gura Bulga’

Liz Belanjee Cameron

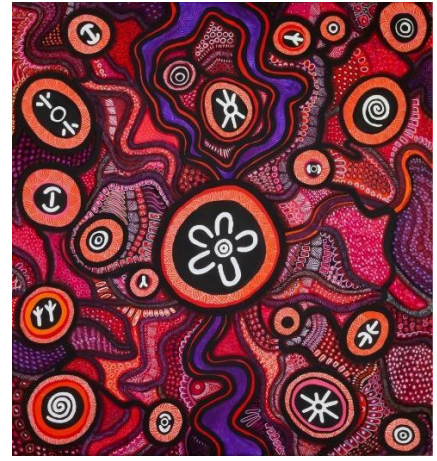
‘Gura Bulga’ – translates to Warm Green Country. Representing New South Wales.



‘Dagura Buumarri’

Liz Belanjee Cameron

‘Dagura Buumarri’ – translates to Cold Brown Country. Representing Victoria.



‘Gadalung Djarri’

Liz Belanjee Cameron

‘Gadalung Djarri’ – translates to Hot Red Country. Representing Queensland.

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We pay our respects to their Elders past, present and emerging.

In supporting the Uluru Statement from the Heart, we walk with Aboriginal and Torres Strait Islander people in a movement of the Australian people for a better future.

Contact:

Jacob Dwyer
Principal

jdwyer@ethosurban.com

This document has been prepared by:

Sabrina Bichara

26 September 2023

This document has been reviewed by:

Jacob Dwyer

26 September 2023

Version No.

Date of issue

Prepared by

Approved by

1.0 (DRAFT)

22/09/2023

SB

JD

3.0 (FINAL)

26/09/2023

SB

JD

3.1 (UPDATE FOR COS COMMENTS)

01/04/2024

JD

JD

3.2 (UPDATE FOR COS COMMENTS)

Reproduction of this document or any part thereof is not permitted without written permission of Ethos Urban Pty Ltd. Ethos Urban operates under a Quality Management System. This report has been prepared and reviewed in accordance with that system. If the report is not signed, it is a preliminary draft.



Ethos Urban Pty Ltd | ABN 13 615 087 931 | Sydney NSW | Melbourne VIC | Brisbane QLD | ethosurban.com

Contents

1.0	Introduction	4
1.1	Overview	4
1.2	Objectives of the Design Excellence Strategy.....	4
2.0	Design Excellence Strategy	5
2.1	Location and Extent of the Competitive Process.....	5
2.2	Type of Competitive Process.....	5
2.3	Selection of Competitors.....	5
2.4	Selection Panel.....	6
2.5	Competition Brief.....	6
2.6	Allocation for 10% additional floor space.....	6
2.7	Sustainable Design Targets.....	6
2.8	Design Integrity.....	7

Figures

Figure 1	Site Aerial.....	5
----------	------------------	---

1.0 Introduction

1.1 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of City West Housing (the proponent) as the applicant for the Concept DA for 216-220 Wyndham Street, Alexandria (the site).

The purpose of this Strategy is to establish the framework for the competitive design process to deliver the highest standard of architectural, urban and landscape design.

This strategy has been prepared in accordance with, section 3.3.2 of the Sydney Development Control Plan 2012 (SDCP 2012), and the City of Sydney Competitive Design Policy (the Policy). In accordance with section 1.2 of the Policy and section 3.3.2 of the SDCP 2012, this Strategy defines:

- The location and extent of each competitive design process;
- The type of competitive design process(es) to be undertaken:
 - An architectural design competition, open or invited.
 - The preparation of design alternatives on a competitive basis.
- The number of designers involved in the process;
- Whether the competitive design process is pursuing additional floor space or building height;
- How fine grain and contextually varied architectural design is to be achieved across large sites;
- Options for distributing any additional floor space or building height which may be granted by the consent authority for demonstrating design excellence through a competitive process; and
- Target benchmarks for ecologically sustainable development.

The competitive process is to be undertaken prior to the lodgement of any subsequent Development Application, in accordance with provision 1.1(2) of the City of Sydney Competitive Design Policy. The competitive design alternatives process will be conducted in accordance with the Policy and Competitive Design Model Brief.

1.0 Design Excellence Strategy

1.1 Location and Extent of the Competitive Process

The competitive process will apply to the whole of the site as shown in **Figure 1**. The site is located at 216-220 Wyndham Street, Alexandria within the Sydney Local Government Area (LGA). The site is legally described as Lot 1 DP126288 and has a site area of 2,735sqm.



 The Site

 NOT TO SCALE

Figure 1 Site Aerial

Source: Ethos Urban & Nearmap

1.2 Type of Competitive Process

The proponent has elected to conduct an Invited Competitive Design Alternatives Process (competitive process) for the project.

1.3 Selection of Competitors

The proponent will appoint a minimum of three (3) competitors. The selection of the invited competitors will be determined by the proponent, undertaken in consultation with the City of Sydney, as follows:

- The competitive process will include a range of emerging, emerged and established local architectural practices or firms.
- Require that each Competitor will either be a person, corporation or firm registered as an architect in accordance with the *NSW Architects Act 2003*, or, in the case of interstate competitors, eligible for registration with their equivalent association.
- Require each competitor to have demonstrated capabilities in design excellence by being the recipient of an Australian Institute of Architects (AIA) award or commendation or, in the case of interstate competitors, the same with their equivalent professional association.

1.4 Selection Panel

The Selection Panel is to comprise a total of four (4) members, with:

- Two (2) of the members nominated by the proponent.
- Two (2) of the members nominated by the City.

Selection Panel members are to:

- Represent the public interest.
- Be appropriate to the type of development proposed.
- Include only persons who have expertise and experience in the design and construction professions and industry; and
- Include a majority of registered architects with urban design experience.

The Chairperson of the Selection Panel will have expertise in architecture and urban design and be a recognised advocate of design excellence.

The Selection Panel's decision will be via a majority vote and will not fetter the discretion of the consent authority in its determination of any subsequent DA associated with the site that is the subject of a competitive process.

The City will nominate an observer(s) to verify that the competitive process has been followed appropriately and fairly.

1.5 Competition Brief

In establishing a competitive process brief (brief), the proponent will ensure that:

- All details regarding the conduct of the competitive process are contained within the brief and no other document.
- The brief and appended documents are reviewed and endorsed in writing by the City prior to commencement of any associated competitive process and its distribution to competitors; and
- The brief is to be in accordance with the City's Model Competitive Design Brief and the Policy.

1.6 Allocation for 10% additional floor space

The Proponent will pursue up to 10% additional floor space under clause 6.21D(3)(b) of the SLEP 2012, the distribution of which will be explored through the competitive process and is to be consistent with the Concept DA consent and relevant provisions of the LEP and DCP.

Any additional floor space pursued under clause 6.21D(3)(b) must not exceed the maximum building height under SLEP 2012.

Nothing in this document is to be taken as an approval or endorsement of the potential additional floor space available under clause 6.21D(3)(b) of the SLEP 2012.

1.7 Sustainable Design Targets

The competition brief will require ecologically sustainable development (ESD) targets to be considered for the development as set out in this Strategy. The key ESD targets for the proposal include:

- BASIX Energy score of 60%.
- BASIX water score of 40%.
- Commitment to surpass the regulated minimum score under the Sustainable Buildings SEPP for BASIX Water by 5%.
- High level of NatHERS thermal performance.
- Fossil fuel free design to allow for carbon neutrality by 2035.

- Following a range of sustainability initiatives across the site spanning energy efficiency, water efficiency, indoor environment quality waste management and comfort.
- Biophilic excellence through plants and embedding nature in the design.
- Provision of Heat Island Mitigation measures.

ESD targets and sustainability initiatives will be carried through the competitive process phase, design development, construction stages, and through to completion of the project to deliver the ESD targets.

1.8 Design Integrity

The architect of the winning scheme, as selected by the Selection Panel will be appointed by the proponent as the Design Architect. Where the winning architect is a consortium, partnership, or other joint authorship, each must retain representation and a leadership role in all processes following.

To ensure design continuity and excellence of the winning scheme is maintained throughout the development process, as a minimum the Design Architect is to:

- Prepare a DA for the preferred design.
- Prepare the design drawings for a construction certificate for the preferred design.
- Prepare the design drawings for the contract documentation.
- Maintain continuity during the construction phases through to the completion of the project.
- Provide any documentation required by the consent authority verifying the design intent has been achieved at completion.
- Attend all meetings that pertain to design issues with the community, authorities and other stakeholders, as required.

The Design Architect may work in association with other architectural practices but is to retain a leadership role over design decisions.