

# **Attachment D**

## **Design Excellence Strategy**

# Design Excellence Strategy

Concept Development Application

20-26 Bourke Road, Alexandria

*Revised – 1 May 2024*



**'Gura Bulga'**  
Liz Belanjee Cameron

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

By using the green and blue colours to represent NSW, this painting unites the contrasting landscapes. The use of green symbolises tranquillity and health. The colour cyan, a greenish-blue, sparks feelings of calmness and reminds us of the importance of nature, while various shades of blue hues denote emotions of new beginnings and growth. The use of emerald green in this image speaks of place as a fluid moving topography of rhythmical connection, echoed by densely layered pattering and symbolic shapes which project the hypnotic vibrations of the earth, waterways and skies.

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

We acknowledge the Gadigal people, of the Eora Nation, the Traditional Custodians of the land where this document was prepared, and all peoples and nations from lands affected.

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

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# 1.0 Introduction

## 1.1 Overview

This Design Excellence Strategy (the Strategy) has been prepared by Ethos Urban on behalf of Addenbrooke Pty Ltd (the Applicant) to support a concept development application (DA) (D/2023/691) for a commercial development at 20-26 Bourke Road, 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 2020* (the Policy). In accordance with provision 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;
- 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 design process;
- How fine grain and contextually varied architectural design is to be achieved across a large site; and
- Target benchmarks for ecologically sustainable development.

Note: Nothing in this Design Excellence Strategy represents an approval from the consent authority for a departure from the relevant SEPPs, *Sydney Local Environmental Plan 2012* (SLEP 2012), SDCP 2012 controls or development consent. Where there is any inconsistency, the SEPPs, LEP, DCP and Concept DA consent shall prevail.

# 2.0 Design Excellence Strategy

## 2.1 Location and Extent of the Competitive Process

The competitive design process will apply to the whole of site located at 20-26 Bourke Road, Alexandria and comprises four lots (outlined in red) as illustrated in **Figure 1**:

- Lot 1 DP 333175
- Lot 2 DP 230211
- Lot 3 DP 232011
- Lot 14 DP 536846



**Figure 1** Location and extent of the competitive design process (outlined in red)

Source: SIXmaps





**Figure 2** Site frontage (20, 22, 24, and 26 Bourke Road, from left to right)

Source: SJB

## 2.2 Type of Competitive Process

The Applicant has elected to undertake a single invited competitive design alternatives process (competitive process) for the site.

The competitive process is to be undertaken prior to the lodgement of any subsequent detailed DA, in accordance with provision 1.1(2) of the Policy.

## 2.3 Selection of Competitors

The proponent will invite three (3) competitors. The selection of the invited competitors will be undertaken in consultation with the City of Sydney, and will:

- include a range of emerging and established architectural firms.
- Include a majority of competitors as local architectural firms. Where a competitor is constituted of a number of architectural firms in partnership or collaboration, the local firm must be the principle/lead architect to qualify as a local architectural firm.
- 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 or overseas competitors, eligible for registration with their equivalent association.
- Require that each Competitor shall have demonstrated capabilities in design excellence by being the recipient of an Australian Institute of Architects award or commendation or, in the case of interstate competitors, eligible for registration with their equivalent association.

## 2.4 Selection Panel

The selection panel is to comprise a total of four (4) members, with:

- Two (2) of the members nominated by the proponent. and
- Two (2) of the members nominated by the City who have no pecuniary interest in the development proposal or involvement in the approvals process.

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

The selection panel's decision will be via a majority vote. The decision of the selection panel 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 this competitive process.

## 2.5 Competitive Brief

In establishing a competitive process brief (the 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 generally in accordance with the City's Model Competitive Design Brief and the Policy.

## 2.6 Allocation of up to 10% additional floor space

The proponent will pursue up to 10% additional floor space pursuant to Clause 6.21D(3)(b) of 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 permissible on the site pursuant to SLEP 2012.

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

## 2.7 Sustainable Design Targets

The brief is to include the ecologically sustainable development (ESD) targets for the development as set out in the Concept DA consent and this Strategy. The key ESD targets for the proposal are as follows:

- The development is to achieve a NABERS Office Energy rating of 5.5 + 25% for the base building in operation
- The development is to achieve a NABERS Office Water rating of 3 Stars in operation
- The development is to be all-electric in operation
- The development is to facilitate the generation of onsite renewable energy
- The development is to demonstrate a reduction in upfront embodied carbon

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



## 2.8 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; and
- 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.