

ATTACHMENT B

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DESIGN EXCELLENCE STRATEGY

65 CRAIGEND STREET, DARLINGHURST



BMW Sydney

65 Craigend Street, Darlinghurst

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Written in accordance with the City of Sydney Competitive Design Policy 2012, as amended

November 2015

Prepared for BMW Australia Ltd

DESIGN EXCELLENCE STRATEGY

This Design Excellence Strategy prepared by Urbis on behalf of BMW Sydney (the Proponent) guides the realisation of the development of the BMW Sydney site located at 65 Craigend Street, Darlinghurst. It accompanies a Stage 1 DA that proposes a new car showroom, workshop, associated uses and above ground car parking.

The redevelopment of the site is guided by the *Sydney Local Environmental Plan 2012 (LEP)* and Sydney Development Control Plan 2012 (DCP), in order to achieve the highest quality architectural outcome that best exhibits design excellence.

The Strategy has been prepared in accordance with Clause 1.2 under the City of Sydney Competitive Design Policy (adopted by the City of Sydney on 9 December 2013), and provisions under Section 3.3.2 under Sydney Development Control Plan 2012. This Design Excellence Strategy defines:

1. The location and extent of each competitive design process;
2. The type of competitive design process(es) to be undertaken:
 - I. an architectural design competition, open or invited; or
 - II. the preparation of design alternatives on a competitive basis.
3. The number of designers involved in the process(es);
4. How architectural design variety is to be achieved across large sites;
5. Options for distributing building height which may be granted by the consent authority for demonstrating design excellence through a competitive design process;
6. The framework to establish ecologically sustainable development targets in the Competitive Design Alternatives Brief

Note: Nothing in this Design Excellence Strategy approves a departure from the relevant SEPPs, Sydney Local Environmental Plan 2012 (Sydney LEP 2012), Sydney Development Control Plan 2012 (Sydney DCP 2012) or approved Stage 1 DA controls. Where there is any inconsistency between this Design Excellence Strategy and the SEPPs, LEP, DCP or approved Stage 1 DA approval, the SEPPs, LEP, DCP and Stage 1 DA documents prevail.

Nothing in this document is to be taken as an approval or endorsement of the potential additional floor space and building height available under Clause 6.21(7) of the Sydney LEP 2012.

OBJECTIVES

The objectives of this Design Excellence Strategy are to:

- a) Establish how the Proponent proposes to implement the competitive design process for the redevelopment of the BMW Sydney site located at 65 Craigend Street, Darlinghurst;
- b) Clarify the timing of the competitive design process for the proposed development application process;
- c) Ensure that the competitive design process works within the framework of an approved Design Excellence Strategy that is developed in accordance with the City of Sydney's Competitive Design Policy;
- d) Confirm the number of emerging, emerged and established architectural practices to participate in the competitive process;
- e) Set out the approach for establishing a competitive design process brief that ensures:
 - The Consent Authority's design excellence requirements are balanced with the Proponent's objectives;
 - Achieve design and architectural diversity; and
 - Procedural fairness for competitors.
- f) Set out the requirements for the proposed competitive process for the site;
- g) Establish the protocol for the assessment, decision making and dispute resolution within the Competitive Design Alternatives process;
- h) Identify options for distributing any additional building height which may be granted by the Consent Authority for demonstrating design excellence through a Competitive Design Alternatives process;
- i) Ensure that design excellence integrity is continued into the detailed development proposals; and
- j) Clarify the rationale for granting of up to 10% additional building height under clause 6.21 of Sydney LEP 2012.

PROPOSED IMPLEMENTATION OF THE STRATEGY OBJECTIVES

In accordance with Section 1.2 (2) of the City of Sydney Competitive Design Policy 2012, as amended, the following items have been addressed to ensure the implementation of the above strategy objectives:

Competitive Design Approach

BMW Australia Ltd proposes the following design excellence strategy for the site:

- Undertake an invited **competitive design alternatives process** for the site that will inform the Stage 2 Development Application.

- The Competitive Design Alternatives Brief to be developed in accordance with the following principles:
 - Selection of a range of emerging, emerged and established architectural firms to participate in the competitive design process;
 - To invite four (4) competitors to participate in the competitive design alternatives process.
 - The selection of the invitees to the competition will be undertaken in consultation with the City of Sydney;
 - Each competitor will 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; and
 - The Competitive design alternatives process will commence following endorsement in writing by the City of Sydney of this Design Excellence Strategy and Competitive Design Alternatives Brief.

Design Excellence

The proposed competitive design process for the site, envisages a process that will ensure a design excellence outcome in accordance with Sydney LEP 2012 and Sydney DCP 2012.

Requirements for a Competitive Alternative Design process

In preparing the Competitive Design Alternatives Brief, the Proponent will ensure that:

- All details about the conduct of the competitive process are contained within the Competitive Design Alternatives Brief only;
- The Competitive Design Alternatives Brief is reviewed and endorsed by the City of Sydney prior to its distribution to competition entrants; and
- The competitive process brief is in accordance with the City of Sydney's Model Competitive Design Process Brief August 2012 or as approved.

Assessment and decision making

In establishing a Selection Panel for the competitive design alternatives process for the site, the Proponent understands that:

- The Selection Panel, will be appointed and remunerated by the Proponent in consultation with the City of Sydney.
- The Selection Panel is to constitute a total of four (4) members:
 - i. Two (2) members nominated by the Proponent;
 - ii. Two (2) members nominated by the City of Sydney;
- Selection Panel members are to:
 - i. Represent the public interest;

- ii. Be appropriate to the type of development proposed;
 - iii. Include only persons who have expertise and experience in the development, design and construction professions and industry; and
 - iv. 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 proponent of design excellence in NSW;
 - The City of Sydney Council will nominate observer(s) to verify that the competitive design alternatives process has been followed appropriately and fairly; and
 - The Selection Panel's decision will be via a majority vote. The decision and advice of the Selection Panel will not fetter the discretion of the Consent Authority in its determination of any subsequent development application associated with the development site that is the subject of the competitive design process. Unless stated otherwise herein, Clause 4.2 of the City of Sydney Competitive Design Policy will apply with regard to the decision making and resolution process and Clause 4.3 in relation to the preparation of a Competitive Design Alternatives Report.

Design integrity

The designer of the winning scheme, chosen by the Selection Panel, is to be appointed as the lead Design Architect. The lead Design Architect is to maintain a leadership role over design decisions until the completion of the project. The role of the lead Design Architect will include at a minimum the following:

- Prepare Development Application documentation for the winning design, including all required information to lodge a DA;
- Represent the development in meetings with the community, authorities and stakeholders as required;
- Provide a lead role in ensuring design integrity is maintained;
- Maintain continuity during the construction phases, through to the completion of the project; and
- Providing any documentation required by the Proponent and the Consent Authority verifying the design intent has been achieved at completion.

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

Proposed Allocation of up to additional 10% building height

In accordance with Clause 1.2 (2)(e) of the City of Sydney Competitive Design Policy, the development site may seek up to an additional 10% of building height under Sydney LEP 2012 as a result of undertaking a competitive design process in accordance with the City of Sydney Competitive Design Policy and as supplemented by this Design Excellence Strategy.

The distribution of the additional height will be explored through the Competitive Design Alternatives Process and must be consistent with the provisions contained in the Stage 1 DA.

Ecologically Sustainable Development

The competitive design alternatives process undertaken will be required to achieve sustainable development targets.

The Competitive Design Alternatives Brief will establish specific environmental sustainability performance standards for the development. The proposal should strive to achieve the highest possible ecologically sustainable development targets consistent with current best practice.