

ATTACHMENT F

DESIGN EXCELLENCE STRATEGY

1 ALFRED STREET, 19-31 PITT STREET,
31A PITT STREET, SYDNEY

Design Excellence Strategy

SYDNEY ONE – 1 ALFRED STREET, SYDNEY

Prepared on behalf of Wanda One Sydney Pty Ltd

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

November 2015

Competitive Design Excellence Strategy

This Design Excellence Strategy prepared by Urbis on behalf of Wanda One Sydney Pty Ltd (the Proponent) guides the competitive design process for the site known as Tower B which forms part of the redevelopment of the former Goldfields House, Fairfax House and Rugby Club sites at 1 Alfred Street and 19-31 and 31A Pitt Street (Sydney One).

The whole of site is legally described as Lot 1 DP217877 & Lot 1 DP 220830, Lot 1 DP 537286 and Lot 180 DP606866, of which Tower B forms part.

The redevelopment of the site is guided by building envelopes proposed within the Stage 1 State Significant Development (SSD) Development Application, and the provisions of the *Sydney Local Environmental Plan 2012* (SLEP 2012) in order to achieve the highest quality architectural, urban design and public domain outcome that best exhibits design excellence.

The redevelopment of the site "Tower B" is also guided by the winning entry of an architectural competition held in 2009 for the site, known as the Kerry Hill Architects Scheme for 'Tower A'. Tower A does not form part of this design competition. However the interface between Tower A and Tower B is to be considered as part of this design competition.

This Strategy has been prepared in accordance with Clause 1.2 under the City of Sydney Competitive Design Policy, as amended, and provision (g) under Section 3.3.2 in Sydney Development Control Plan 2012. This Design Excellence Strategy defines:

- (a) the location and extent of the competitive design process;*
- (b) the type of competitive design process(es) to be undertaken: an open or invited architectural design competition or the preparation of design alternatives on a competitive basis;*
- (c) the number of designers involved in the process(es);*
- (d) how fine grain and contextually varied architectural design is to be achieved across large sites;*
- (e) options for distributing any additional floor space or height which may be granted by the consent authority for demonstrating design excellence through a competitive design process;*
- (f) the target benchmarks for ecologically sustainable development.*

Notes:

Nothing in this document approves a departure from the relevant SEPPS, LEP or DCP or approved Stage 1 SSD DA consent. Where there is any inconsistency between this document and the relevant SEPPs, LEP, DCP or Stage 1 SSD DA consent, then the SEPPS, LEP, DCP and Stage 1 SSD DA documents prevail.

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

1 Objectives

This Design Excellence Strategy is guided by the following objectives:

- a) Establish how the Proponent proposes to implement the Competitive Design Alternative Process for the redevelopment of the eastern portion of the site;
- b) Ensure that the future Competitive Design Alternative Process works within the framework of this Design Excellence Strategy prepared in accordance with the City of Sydney Competitive Design Policy;
- c) Confirm the number of international and local emerging, emerged and established architectural practices to participate in the Competitive Design Alternatives Process;
- d) 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;
 - Architectural and design diversity is achieved; and
 - Procedural fairness for Competitors.
- e) Set out the requirements for the proposed Competitive Design Alternatives Process for the site;
- f) Consider the approach for the assessment, decision making and dispute resolution within the Competitive Design Alternatives Process;
- g) Ensure that design excellence integrity is continued in the subsequent detailed development proposals; and
- h) Clarify the rationale for granting of up to 10% additional floor space under Clause 6.21 of Sydney LEP 2012 and having regard to the planning objectives and building envelope controls outlined in the Stage 1 SSD Application.
- i) Ensure the design of 'Tower B' considers the winning entry of the architectural design competition, known as the Kerry Hill Architects Scheme for 'Tower A';
- j) Address the built form relationship between Tower A and Tower B to provide definition to the public domain. The interface between the two buildings needs to be seamless.
- k) Ensure the coordination and integration of shared basement, vehicular access and building services between the Tower B and Tower A developments.

2 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 implementation of this Strategy's objectives.

2.1 COMPETITIVE DESIGN APPROACH

In 2009 an architectural design competition was held for 1 Alfred Street, Sydney (Goldfields House) for two towers, known as 'Tower A' and 'Tower B'.

- This design excellence process involved the following short-listed firms:
 - Miralles Tagliabue EMBT (Barcelona)
 - Johnson Pilton Walker (Sydney)

- Bligh Voller Nield (Sydney)
- KHA (Singapore)
- Make Architects (London)

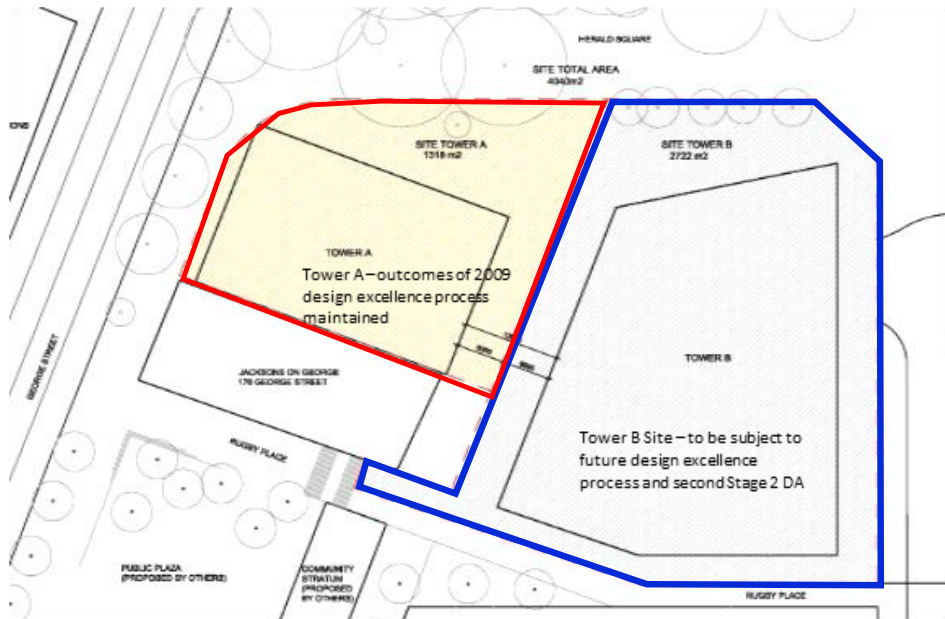
The Competition Jury unanimously selected Kerry Hill Architects (KHA) as the winner of the design competition, and recommended the scheme be developed for lodgement as a Stage 2 DA. A Stage 2 DA was prepared by KHA at the time and the development was deemed to have achieved design excellence via the issue of Stage 2 DA consent.

Wanda One Sydney Pty Ltd has retained KHA to further develop the winning scheme for Tower A in an amended Stage 2 Development Application to ensure that the design integrity of this competition entry is maintained.

Wanda One Sydney Pty Ltd proposes the following Design Excellence Strategy for the redevelopment of the site known as 'Tower B':

- Undertake an invited **competitive design alternatives process** for the Tower B site (refer to **Figure 1**) that will inform the Stage 2 Development Application.
- The Competitive Design Alternatives Brief for the subject site is to be developed in accordance with the following principles:
 - The Proponent will invite a minimum of six (6) Competitors to participate in the proposed competitive design alternatives process. The selection of invitees to the competitive process will be undertaken in consultation with the City of Sydney;
 - Selection of a range of international and local emerging, emerged and established architectural practices, to participate in the competitive design alternatives process;
 - 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.

FIGURE 1 – COMPETITIVE DESIGN ALTERNATIVES PROCESSES



3 Design Excellence

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

The SDCP 2012 establishes objectives for development within the Circular Quay Special Area:

- (a) *Development must achieve and satisfy the outcomes expressed in the character statement and supporting principles.*
- (b) *Recognise Circular Quay as a Special Character Area with a unique character where Sydney Harbour meets the City, with a series of significant public spaces.*
- (c) *Reinforce the urban character and scale of Circular Quay by requiring new buildings to be built to the street alignment, and to have a transition of building heights from Circular Quay to the maximum building height of the northern area of Central Sydney.*
- (d) *Ensure that any development associated with the important transport interchange provided at Circular Quay is consistent with enhancement of the public domain of Circular Quay.*
- (e) *Ensure that the important history, symbolic value and significance of the Quay and its maritime uses are interpreted in the design of new spaces and buildings.*
- (f) *Maintain and enhance views to the water, the Harbour Bridge and the Opera House from various spaces of the Quay, and from the water to the Quay and the City beyond.*
- (g) *Maintain and reinforce the image of the area as a major focal point and its function as a celebratory public space.*
- (h) *Enhance interpretation of the historical development of the area including progressive changes to the natural shoreline and geography including the tank stream and cultural changes from a trading port to civic focus.*

The principles above will be used to guide the development outcomes on the site.

4 Requirements for a Competitive Design Process

In establishing a Competitive Design Alternatives Brief for Tower B the Proponent will ensure that:

- a) All details about the conduct of the competitive design alternatives process are contained within the Competitive Design Alternatives Brief only;
- b) The Competitive Design Process Brief and appended documents have been reviewed and endorsed by the Consent Authority prior to its distribution to competitors entrants; and
- c) The Competitive Design Process Brief for each development site is to be generally in accordance with Council's Model Competitive Design Process Brief August 2012 and the City of Sydney Competitive Design Policy.

5 Assessment and Decision Making

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

- a) 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.
- b) Selection Panel members are to:
 - i. Represent the public interest;
 - ii. Be appropriate to the type of development proposed;
 - iii. Include a majority of registered architects with urban design experience;
 - iv. Include only persons who have expertise and experience in the development, design and construction professions and related industries;
- c) The Chairperson of the Selection Panel will have expertise in architecture and urban design and be a recognised proponent for design excellence in NSW;
- d) The City of Sydney will nominate an observer(s) to verify that the Competitive Design Alternatives Process has been followed appropriately and fairly; and
- e) 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.

6 Design Integrity

6.1 Lead design architect

The architect 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 a Development Application (DA) 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.

6.2 Shared Facilities

In addition to the above, the Lead Design Architect of Tower B shall be appointed to:

- Lead the design and coordination of the shared basement, vehicle access and building services; and
- Collaborate with KHA for Tower A to achieve site-wide objectives.

6.3 Public Domain

To ensure the coordination and integration of the public domain between Tower B and Tower A, a consultant shall be appointed to lead and coordinate design and planning of the public domain for whole of site. Following the conclusion of the Competitive Design Alternatives Process and the selection of a winner, the City of Sydney, in consultation with the Proponent shall nominate the consultant for appointment by the Proponent. The consultant must also engage with design architects of adjacent sites within the APDG to ensure the delivery of a cohesive and well integrated public domain.

7 Target Benchmarks for Ecologically Sustainable Development

The Competitive Design Alternatives Process undertaken must seek to attain the ecologically sustainable development targets as set out in Attachment A of this document.

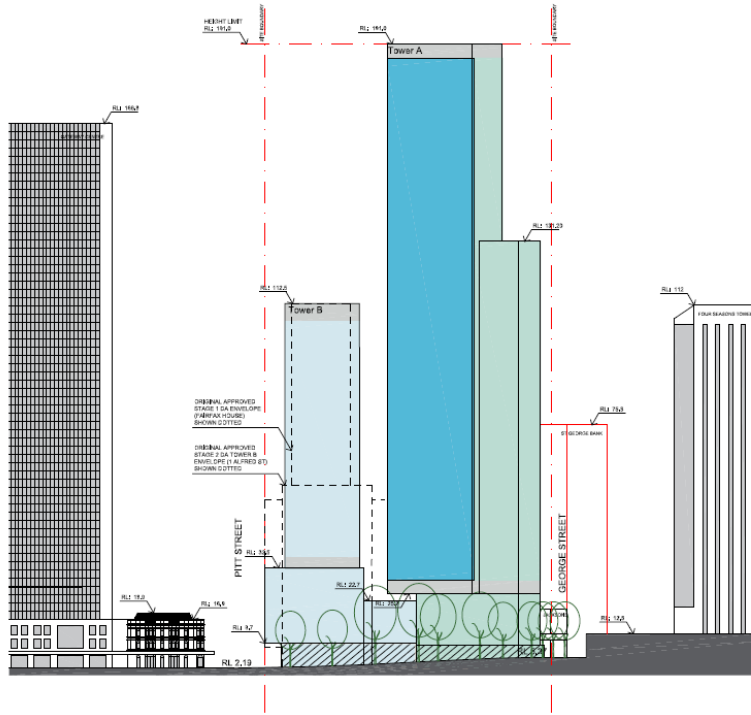
Targets specified in Attachment A are considered to be consistent with targets proposed by the Proponent as expressed in the letter from Arup to Crone Partners dated 17th June 2015, referred to as Attachment B of this document.

8 Proposed Allocation of up to additional 10% floor space

In accordance with Clause 1.2(2) (e) of the City of Sydney Competitive Design Policy, the development may seek up to an additional 10% of floor space 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 with this Design Excellence Strategy.

The distribution of the additional floor space for Tower B will be explored through the Competitive Design Alternatives Process and must be consistent with the provisions contained in the Stage 1 SSD DA.

FIGURE 2 – BUILDING ENVELOPES PROPOSED IN STAGE 1 SSD APPLICATION



ATTACHMENT F

ATTACHMENT A - ENVIRONMENTAL SUSTAINABILITY PERFORMANCE STANDARDS FOR 1 ALFRED STREET, SYDNEY

Building and / or building component	Performance requirement to include in Design Excellence Strategy	Rationale
Tower B	Design to accommodate connection to dual reticulation (recycled) water services highly valued	<ul style="list-style-type: none">• City anticipates recycled water infrastructure along George Street installed as part of Light Rail works 2016-2019• City of Sydney Decentralised Water Masterplan sets target of 10% reduction in mains potable water demand across the LGA
Tower B Non-residential components (hotel, club, non-residential car-parking etc)	5 Star GreenStar Design and As Built - or alternative international rating delivering equivalent or better than 5 Star GreenStar performance for energy and water using standard comparable metrics	<ul style="list-style-type: none">• As per ARUP correspondence 17 June 2015 and environmental design inclusions in Urbis EIS