

**ATTACHMENT C**

**DESIGN EXCELLENCE STRATEGY**

**230-238 SUSSEX STREET SYDNEY**





## **Design Excellence Strategy** 230-238 Sussex Street, Sydney

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

Prepared on behalf of Meriton Property Services  
2 December 2015 | 14056

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## 1.0 Introduction

This Design Excellence Strategy by Robinson Urban Planning Pty Ltd is submitted to the City of Sydney on behalf of Meriton Property Services (the **proponent**). It accompanies a Planning Proposal and Draft Site Specific Development Control Plan (**DCP**) that propose maximum building heights and detailed design controls for a mixed use development at 230-238 Sussex Street, Sydney which comprises Lot 1 in Deposited Plan 1207088 (the **site**).

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 provision (g) 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:*
  - (ii) *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 any additional floor space area or building height which may be granted by the consent authority for demonstrating design excellence through a competitive design process.*
- (6) *The target benchmarks for ecologically sustainable development.*

The objectives of this Design Excellence Strategy are to:

- Ensure that the competitive design process works within the framework of an approved Design Excellence Strategy;
- Ensure the objectives and requirements for the site as set out in the Planning Proposal and Draft Site Specific DCP are satisfied;
- Set out the approach for establishing a competitive design process brief for the development that ensures:
  - The Consent Authority’s design excellence requirements are balanced with the developer’s objectives;
  - Physical, functional and design integration is achieved between the heritage building to be retained at 230-232 Sussex Street (Former Foley Bros’ Warehouse) and the new mixed use tower to be developed on 234-238 Sussex Street;
  - Procedural fairness for Competitors participating in the competitive design process.
- Initiate the selection of emerging, emerged and established architectural practices to participate in the competitive design process;
- Consider the approach for the assessment, decision making and dispute resolution within the competitive design process;
- Ensure that design excellence integrity is continued into the detailed development and construction phases of the development;
- Confirm the allocation/distribution of additional floor space ratio (**FSR**) on the site;
- Define the target benchmarks for ecologically sustainable development.

A competitive design process must be undertaken in accordance with this Design Excellence Strategy as approved by the Consent Authority. Prior to granting an additional amount of floor space of up to 10%, the Consent Authority must be satisfied that the development is the result of a competitive design process, demonstrates design excellence and demonstrates compliance with this Strategy.

- Nothing in this document approves a departure from the relevant SEPPs, Planning Proposal: 230-238 Sussex Street, Sydney (Planning Proposal) and Draft Sydney Development Control Plan 2012 – 230-238 Sussex Street, Sydney (Draft DCP) Where there is any inconsistency between this document and the SEPPs, Planning Proposal and Draft DCP then the SEPPs, Planning Proposal and Draft DCP 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.

## 2.0 Type of competitive design process

The proponent proposes to carry out an Invited Architectural Design Competition. The selection of architectural practices for the Invited Architectural Design Competition will be defined by a design brief in accordance with the following principles:

1. Select a range of emerging and established architects to participate in the Competitive Design Alternatives Process.
2. A minimum of five (5) competitors will be invited to participate in the Invited Architectural Design Competition.
3. The selection of competitors participating in the Invited Architectural Design Competition will be undertaken in consultation with the City of Sydney.
4. Each competitor must 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.
5. The Invited Architectural Design Competition will commence following endorsement in writing by the City of Sydney of this Design Excellence Strategy and the Architectural Design Competition Process Brief.
6. The design brief will encourage the redevelopment of the site for a mixed use hotel and residential tower as well as facilitating the adaptive reuse and integration of the heritage listed Former Foley Bros' Warehouse building.

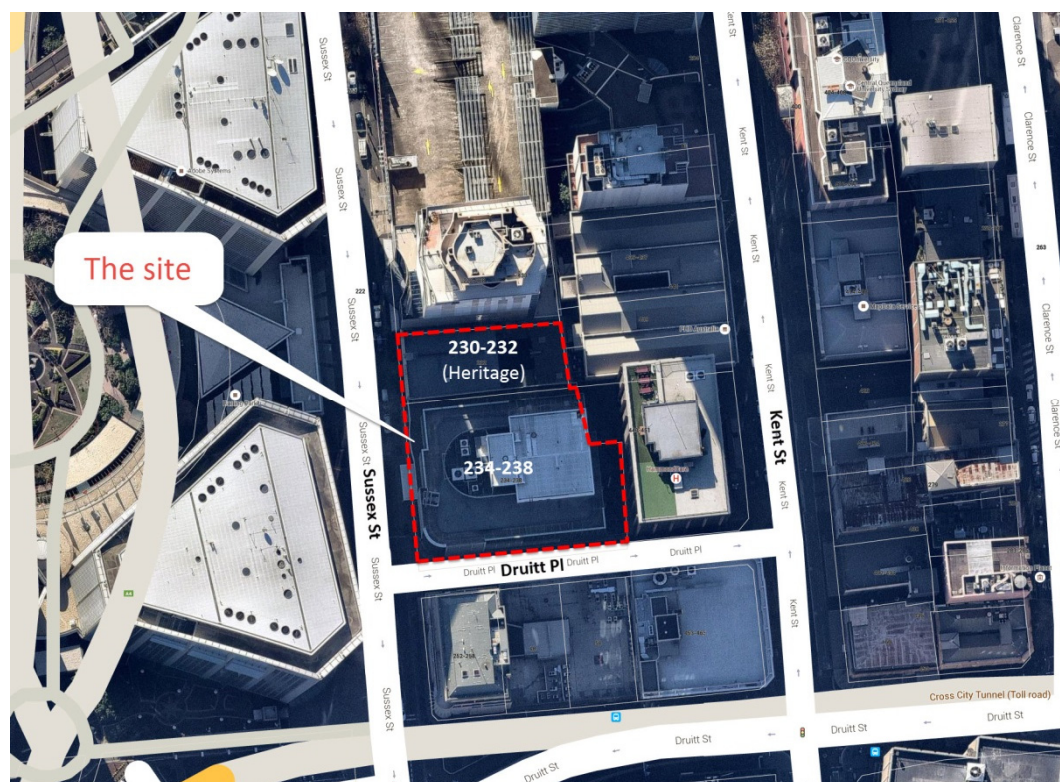


Figure 1 – Site plan

## 3.0 Requirements for Invited Architectural Design Competition

### 3.1 Architectural Design Competition Brief

In preparing the Architectural Design Competition Brief, the proponent will ensure that:

1. All details about the conduct of the competitive process are contained within the Architectural Design Competition Brief
2. The Architectural Design Competition Brief and appended documents must be reviewed and endorsed in writing by the City of Sydney prior its distribution to competition participants.
3. The Architectural Design Competition Process Brief is to be generally in accordance with the City of Sydney's Model Competitive Design Process Brief or as approved.

### 3.2 Assessment and decision making

In establishing a Jury for the Invited Architectural Design Competition, the proponent confirms that:

1. The Jury is to include a total of six (6) members
2. The Jury members, including the Chairperson, will be appointed and remunerated by the proponent in consultation with the City of Sydney.
3. The Jury is to be made up of:
  - (a) half the members nominated by the consent authority, who have no pecuniary interests in the development proposal;
  - (b) half the members nominated by the proponent;
  - (c) at least one member who is an appropriately qualified heritage consultant and;
  - (d) at least one of the consent authority nominees must be a representative of the consent authority's Design Advisory Panel.
4. Jury members are to:
  - (a) represent the public interest;
  - (b) be appropriate to the type of development proposed;
  - (c) include only persons who have expertise and experience in the design and construction professions and industry and;
  - (d) include a majority of registered architects with urban design expertise.
5. The Chairperson of the Jury will have expertise in architectural design and be a recognised proponent of design excellence in NSW.
6. Jury members are to agree to have no contact with any of the competitors or the developer in relation to the site and the Architectural Design Competition from their time of appointment until the completion of the process other than during final presentations of the submissions.
7. The City of Sydney will nominate impartial observer(s) to verify that the Invited Architectural Design Competition has been carried out appropriately and fairly.
8. The decision of the Jury will be via a majority vote. Unanimous agreement is not required.
9. The decision and advice of the Jury will not fetter the discretion of the Consent Authority in its determination of any subsequent DA associated with the phase of development that is the subject of the competitive process.
10. Unless stated otherwise herein, Clause 3.4 of the City of Sydney Competitive Design Policy will apply with regard to the assessment and decision-making and Clause 3.5 in relation to the Architectural Design Competition Report.



### 3.3 Design integrity

The designer of the winning scheme as determined by the Jury for the Invited Architectural Design Competition Process will be appointed as Lead Design Architect and will perform this role to completion of the development.

The role of the Lead Architect will include at a minimum the following:

1. Prepare a DA for the preferred design including all required information
2. Represent the project in meetings with the community, authorities and stakeholders as required
3. Provide a lead role in ensuring design integrity is maintained
4. Maintain continuity during the construction phases, through to the completion of the project
5. Provide any documentation required by the applicant and the City of Sydney verifying that the design intent has been achieved at completion.
6. The winning architect may work in association with other architectural practices but is to retain a leadership role over design decisions.

### 3.4 Target Benchmarks for ESD

The Architectural Design Competition undertaken will give consideration to sustainable development initiatives in addition to the minimum BASIX requirements.

## **4.0 Application of up to additional 10% floor space**

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The development of the site seeks up to an additional 10% of floor space under clause 6.21 of Sydney LEP 2012 as a result of undertaking a competitive design process in accordance with the City of Sydney Competitive Design Policy.

The distribution of the additional floor space is to be considered by the competitors in the Architectural Design Competition and must be consistent with provisions contained in Planning Proposal and Draft Sydney Development Control Plan 230-238 Sussex Street, Sydney.

The redevelopment of the site will use the permissible floor area of both 230-232 and 234-234 Sussex Street to ensure the intent for achieving maximum FSR, including the up to 10% design excellence. This approach encourages the adaptive reuse of the heritage building.

The indicative maximum building envelope for the site will be subject to:

- Limiting additional afternoon overshadowing impacts to future Town Hall Square;
- Minimising overshadowing impacts on surrounding residential buildings;
- Building articulation; and
- Limiting the maximum street wall height of the podium fronting Sussex Street to match the parapet height of the heritage item.