

ATTACHMENT C

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**DESIGN EXCELLENCE STRATEGY**

**59-69 GOULBURN STREET HAYMARKET**



## Design Excellence Strategy



59 Goulburn Street, Haymarket

Submitted to City of Sydney  
On Behalf of Roxy-Pacific Goulburn Pty Ltd

25 November 2016 (Rev D) ■ 15079

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17/04/2016

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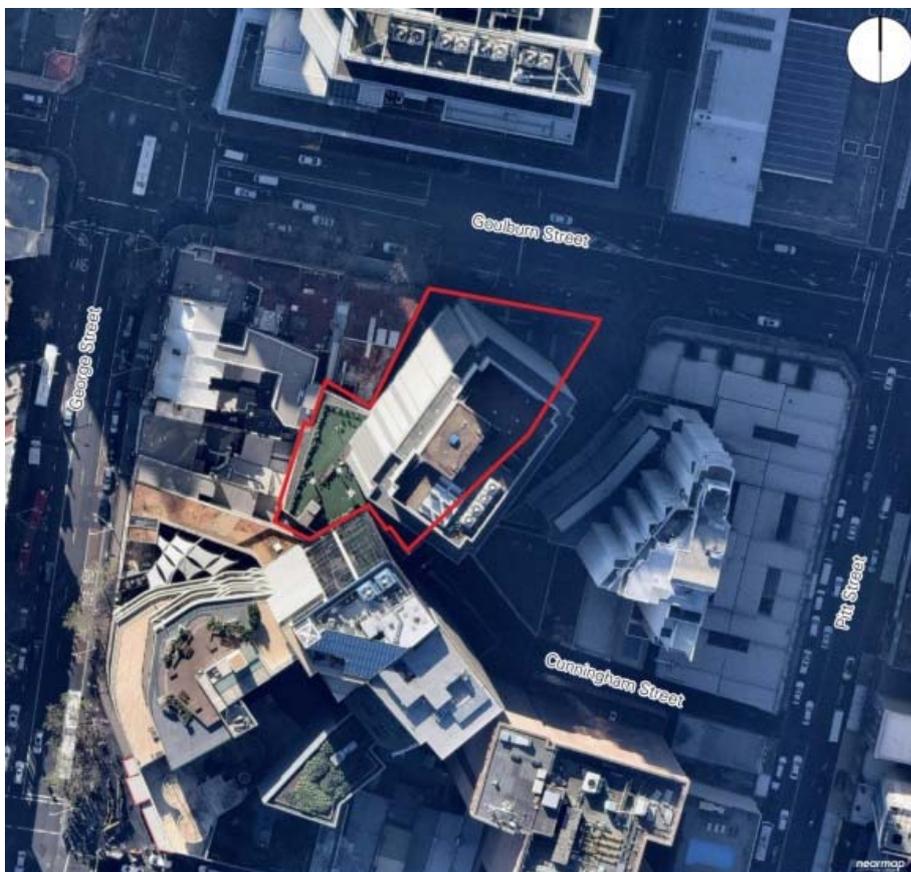
## 1.0 Overview

This Design Excellence Strategy has been prepared by JBA on behalf of the Proponent Roxy-Pacific Goulburn Pty Ltd to guide the Competitive Design Process for a mixed use development at 59 Goulburn Street, Haymarket.

In accordance with Clause 1.2 of the City of Sydney Competitive Design Policy (adopted by the City of Sydney on 9 December 2013), and Section 3.3.2 of the Sydney Development Control Plan 2012 -this Design Excellence Strategy defines:

- a) The location and extent of each competitive design process;
- b) 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.;
- c) The number of designers involved in the process(es);
- d) How architectural design variety is to be achieved across large sites;
- e) Whether the competitive design process is pursuing additional floor space or height;
- f) 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; and
- g) The target benchmarks for ecologically sustainable development.

The site is located at 59 Goulburn Street, Haymarket within the City of Sydney Local Government Area (LGA) (see **Figure 1**). It is located within the southern CBD area, which is characterised by a variety of land uses, particularly civic, residential and hospitality type uses.



 The Site

**Figure 1:** The Site

The purpose of the Competitive Design Alternatives Process is to select the highest quality architectural, landscape amenity and urban design solution with the potential to achieve design excellence for the development of 59 Goulburn Street, Haymarket ('The Site').

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 (Sydney LEP 2012), Sydney Development Control Plan 2012 (Sydney DCP 2012) controls and the Stage 1 DA. Where there is any inconsistency between this Strategy and the relevant SEPPs, LEP or DCP or, the SEPPs LEP or DCP and Stage 1 DA, then the relevant SEPPs, LEP, DCP and Stage 1 DA documents.

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 Sydney LEP 2012.

The objectives of this Design Excellence Strategy are to:

- (a) Establish how the Proponent proposes to implement competitive process for the development of the site;
- (b) Ensure that the competitive process works within the framework of this approved Design Excellence Strategy;
- (c) Confirm the number and selection of emerging, emerged and established architectural practices to participate in the competitive process;
- (d) Set out the approach for establishing a competitive process brief that ensures:
  - The Consent Authority's design excellence requirements are balanced with the Proponent's objectives;
  - Architectural and design diversity; and
  - Procedural fairness for competitors.
- (e) Set out the requirements for the competitive process;
- (f) Ensure that design excellence integrity is continued into the detailed development and construction phases of the development;
- (g) Ensure sustainability initiatives to deliver an exemplar of sustainable development are considered at the design alternatives phase and continued into the detailed development proposal/s; and
- (h) Clarify the rationale for granting additional floor space for the achievement of design excellence under SLEP 2012 and the allocation of additional floor space to buildings having regard to the Stage 1 development consent.

## 2.0 Competitive Design Alternatives Process

The Proponent will undertake a Competitive Design Alternatives Process (Competitive Process) with a minimum of three (3) invited competitors ranging from emerging, emerged and established architectural practices that 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 registration with their equivalent association. The minimum number of invited competitors set out above does not prohibit more competitors being invited (i.e. the competitive process may involve four (4) competitors). The final selection of the invitees to the competitive process will be determined by the Proponent, undertaken in consultation with the City of Sydney.

The competitive process will commence following the City of Sydney's written endorsement of this design excellence strategy and competitive design alternatives brief.

The competitive process will be conducted in accordance with the *City of Sydney Competitive Design Policy* and *Competitive Design Model Brief*.

### 2.1 Brief Preparation

The Brief will be prepared by the Proponent who will liaise with City of Sydney for endorsement prior to commencement of the competitive process, as per Clause 2.3 of City of Sydney Competitive Design Policy. In establishing the Brief, the Proponent will ensure that:

- a) All details about the conduct of the competitive process are contained within the Competitive Design Alternatives Process Brief and no other document;
- b) The Competitive Design Alternatives Process Brief and appended documents is reviewed and endorsed in writing by the City of Sydney prior to its distribution to competitors; and
- c) The Competitive Design Alternatives Process Brief is to be generally in accordance with the Council's Model Competitive Design Process Brief and the City of Sydney Competitive Design Policy 2013.

### 2.2 Selection Panel and Observer

In establishing a Selection Panel, the Proponent confirms the following:

- (a) The Selection Panel is to be appointed by the proponent and comprise a total of three (3) members constituting at least;
  - i. Two (2) independent industry experts to be nominated by the Proponent in consultation with the City of Sydney with one (1) to act as Selection Panel Chair; and
  - ii. One (1) Proponent Representatives
- (b) The selection of panel members, including the Chairperson will be nominated by the proponent in consultation with the City of Sydney;
- (c) The selection of panel members will be undertaken in consultation with the Consent Authority;
- (d) 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 of multi-unit mixed use buildings;
  - iiii. The Chairperson of the Selection Panel will have expertise in architectural design and be a recognised advocate of design excellence in NSW; and

iv. The City of Sydney will nominate an observer(s) to verify that the Competitive Process has been followed appropriately and fairly.

(e) 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 development application associated with the development site that is the subject of the competitive process.

## 2.3 Design Integrity

The architect of the winning scheme as determined by the Selection Panel for the Competitive Process will be appointed as Lead Design Architect and perform this role to completion of the project. The role of the Lead Architect will include at a minimum the following:

- Prepare a Development Application for the preferred design including all required information to lodge a DA;
- Represent the project in meetings with the community, authorities and stakeholders as required;
- Prepare the design drawings for a construction certificate for the preferred design;
- Prepare the design drawings for contract documentation;
- Maintain continuity during the construction phases, through to the completion of the project;
- Provide a lead role in ensuring design integrity is maintained throughout the development process; 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.

In the event that the Proponent decides not to proceed with the architect of the winning scheme, the Proponent will provide the consent authority with written reasons for this decision and restart the competitive process.

## 2.4 ESD Targets

The competitive design alternatives process undertaken will be required to achieve the following ecologically sustainable development targets:

- Optimise opportunities for ecologically sustainable design and best practise environmental performance including low running costs in relation to water and energy use;
- Targets in excess of BASIX and NABERS minimum requirements.

## 2.5 Proposed Allocation of up to 10% floor space area

The Proponent will pursue additional floor space under clause 6.21(7)(b)(i) of Sydney LEP 2012 through the competitive design process. The distribution of up to 10% additional floor space is to be considered by the competitors in the Competitive Process and must be consistent with the Stage 1 DA consent for the site.