

ATTACHMENT C

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**DESIGN EXCELLENCE STRATEGY
210-220 GEORGE STREET, SYDNEY**

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URBIS

PREPARED FOR POLY AUSTRALIA

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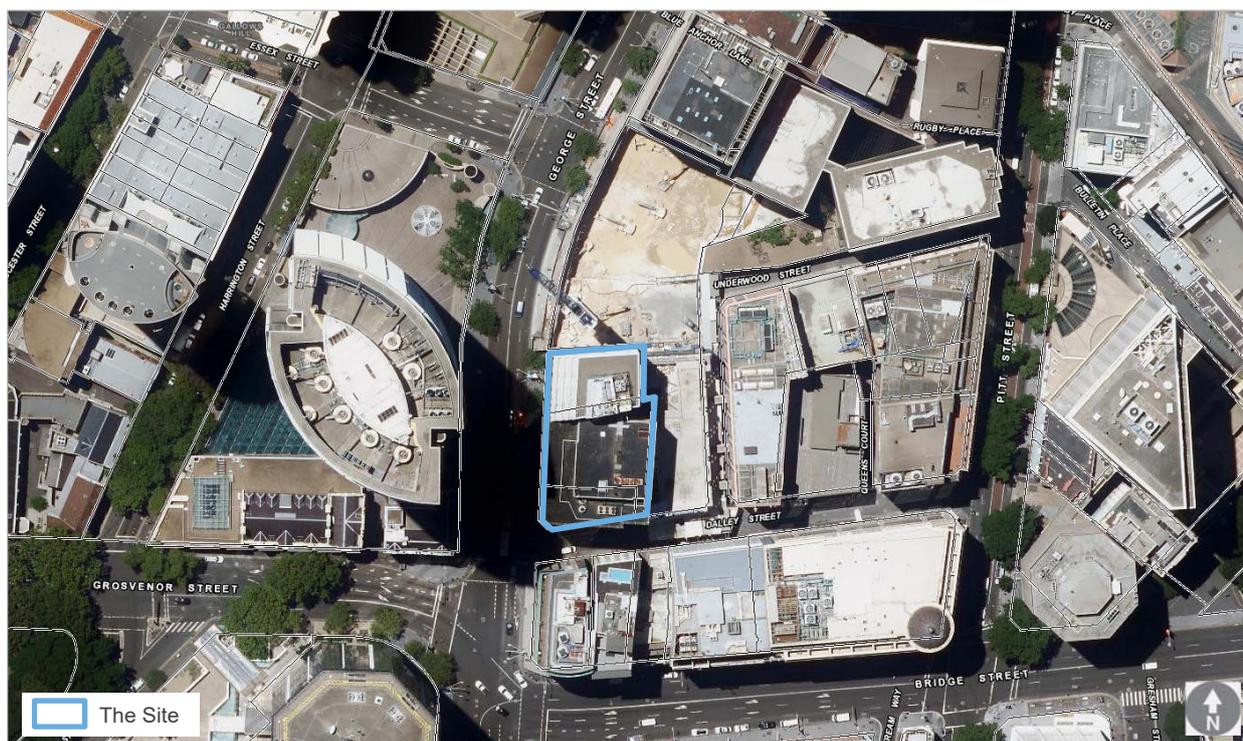
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COMPETITIVE DESIGN EXCELLENCE STRATEGY

This Design Excellence Strategy prepared by Urbis on behalf of Poly Australia (the applicant) guides the competitive design process for the site known as 210-220 George Street, Sydney (refer to Figure 1).

The site is legally described as Lot 21 in Deposited Plan (DP) 1063401; Lot 1 in DP75111; and Lot 1 in DP70970. The site has a total area of 1,434sqm, is largely rectangular, and has a 50.86m frontage to George Street and 30.04m frontage to Dalley Street.

Figure 1 – Architectural Design Competition Site Area



Source: SixViewer

The redevelopment of the site is guided by the Stage 1 Development Application (DA) consent, 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.

This Strategy has been prepared in accordance with Clause 1.2 under the City of Sydney Competitive Design Policy 2013, as amended, and 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) *whether the competitive design process is pursuing additional building height or floor space;*
- (e) *how fine grain and contextually varied architectural design is to be achieved across large sites;*

(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;*

(g) *the target benchmarks for ecologically sustainable development.*

Note: Nothing in this document approves a departure from the relevant SEPPs, LEP or DCP or approved Stage 1 DA consent. Where there is any inconsistency between this document and the relevant SEPPs, LEP, DCP and Stage 1 DA consent, then the SEPPs, LEP, DCP and Stage 1 DA consent 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 SLEP 2012.

1. OBJECTIVES

This Design Excellence Strategy is guided by the following objectives:

- Establish how the Proponent proposes to implement the Architectural Design Competition (Competition) for the redevelopment of the site;
- Ensure that the future Competition works within the framework of this Design Excellence Strategy prepared in accordance with the City of Sydney Competitive Design Policy 2013;
- Confirm the number of international and local emerging, emerged and established architectural practices to participate in the Architectural Design Competition;
- Set out the approach for establishing a Competition brief that ensures;
 - The Consent Authority’s design excellence requirements are balanced with the Proponents objectives;
 - The achievement of design excellence and architectural diversity;
 - Procedural fairness for Competitors.
- Set out the requirements for the proposed Competition for the site;
- Consider the approach for the assessment, decision making and dispute resolution within the Competition;
- Ensure that design excellence integrity is continued in the detailed development proposals through from construction phases to the completion of the project; and
- Clarify the rationale for granting of up to 10% additional floor space under Clause 6.21 of Sydney LEP 2012 having regard to the planning objectives and building envelope controls outlined in Sydney LEP 2-12, Sydney DCP 2012 and the Stage 1 consent.

2. PROPOSED IMPLEMENTATION

In accordance with Section 1.2(2) of the City of Sydney Competitive Design Policy 2012, as amended, the following the applicant proposes the following Design Excellence Strategy for the redevelopment of the site:

- Undertake an invited Architectural Design Competition for the site (refer to Figure 1) that will inform the Stage 2 Development Application.
- Invite a minimum of five (5) Competitors to participate in the proposed Competition. The selection of invitees to the Competition will be undertaken in consultation with the City of Sydney.
- The Competition Brief for the subject site is to be developed in accordance with the following principles:
 - Selection of a range of international and local emerging, emerged and established architectural practices, to participate in the Competition;
 - Require that 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 Competition will commence following approval by the Consent Authority of this Design Excellence Strategy and the City’s endorsement of the Competition Brief.

3. REQUIREMENTS FOR A COMPETITIVE DESIGN PROCESS

The Competition Brief will be prepared by the Proponent who will liaise with the City of Sydney for endorsement prior to the commencement of the Competition. In establishing the Competition Brief for the site the Proponent will ensure that:

- All details about the conduct of the Competition are contained within the Competition Brief only;
- The Competition Brief and appended documents have been reviewed and endorsed by the Consent Authority prior to its distribution to competitors entrants; and
- The Competition Brief for the 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 2013.

4. ASSESSMENT AND DECISION MAKING

In establishing a Jury for the Competition, the Proponent understands that:

- The Jury is to constitute a total of six (6) members:
 - Three (3) members nominated by the Proponent;
 - Three (3) members nominated by the City of Sydney.
- Jury members are to:
 - Represent the public interest;
 - Be appropriate to the type of development proposed;
 - Include a majority of registered architects with urban design experience;
 - Include only persons who have expertise and experience in the design and construction professions and related industries.
- The Chairperson of the Jury will have expertise in architectural and urban design and be a recognised proponent advocate for design excellence;
- The Jury’s decision will be via a majority vote. The decision and advice of the Jury 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 Competition. Unless stated otherwise herein, Clause 3.4 of the City of Sydney Competitive Design Policy will apply with regard to the decision making and resolution process and Clause 3.5 in relation to the preparation of a Competition Report.

5. DESIGN INTEGRITY

6.1 Lead Design Architect

The architect of the winning scheme, as chosen by the Jury, 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;
- Prepare the design drawings for a construction certificate for the winning scheme;
- Represent the project in meetings with the community, authorities and stakeholders, as required;
- Provide a lead role in ensuring design integrity is maintained throughout the development process;

- Prepare the drawings for contract documentation;
- 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 Lead Design Architect may work in association with other architectural practices but is to retain a leadership role over design decisions.

6.2 Target Benchmarks for Ecologically Sustainable Development

The ESD targets to guide the Competition are set out in the ESD report *Ecologically Sustainable Development Statement – Stage 1 DA* prepared by WSP Parsons Brinckerhoff and dated 12 April 2017 approved by the Stage 1 DA consent.

ESD targets and sustainability initiatives will be carried through the competitive design phase, design development, construction and through to completion of the project to deliver an exemplar of environmentally sustainable development.

6. PROPOSED ALLOCATION OF UP TO 10% ADDITIONAL FLOOR SPACE

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 award of the additional floor space will be determined by the Consent Authority in accordance with Clause 6.21 of SLEP 2012.

The distribution of the additional floor space will be explored through the Architectural Design Competition and must be consistent with the provisions contained in the Stage 1 DA consent.

DISCLAIMER

This report is dated 29 March 2017 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd's (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Poly Australia (**Instructing Party**) for the purpose of Design Excellence Strategy (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

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