

ATTACHMENT D

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DESIGN EXCELLENCE STRATEGY

205-225 EUSTON ROAD, ALEXANDRIA



Design Excellence Strategy



205-225 Euston Road, Alexandria

Submitted to City of Sydney Council
On Behalf of Maxida International Alexandria Property Australia Pty Ltd

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Contents

1.0	Overview	1
2.0	Design Excellence Objectives	3
3.0	Competitive Design Alternatives Process	4
3.1	Brief Preparation	4
3.2	Competitive Process Management	4
3.3	Selection Panel and Observer	4
3.4	Technical Panel	5
3.5	Assessment and Decision	5
3.6	Design Integrity	5
3.7	ESD Targets	6
3.8	Whether the competitive design process is pursuing additional floor space or height	6

1.0 Overview

This Design Excellence Strategy accompanies a Stage 1 DA application for the subject site and has been prepared by JBA on behalf of the Proponent Maxida International Alexandria Property Australia Pty Ltd to set out the competitive process for a mixed use development at 205-225 Euston Road, Alexandria.

In accordance with 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.
- g) The target benchmarks for ecologically sustainable development.

The site is located in the southern part of Alexandria approximately 5km south of the CBD, 1.5km south west of Green Square and approximately 2km north of Sydney Airport. The site has a primary frontage of approximately 180m to western side of Euston Road, with all other adjoining boundaries being to Sydney Park. The site’s locational context is shown at **Figure 1**.

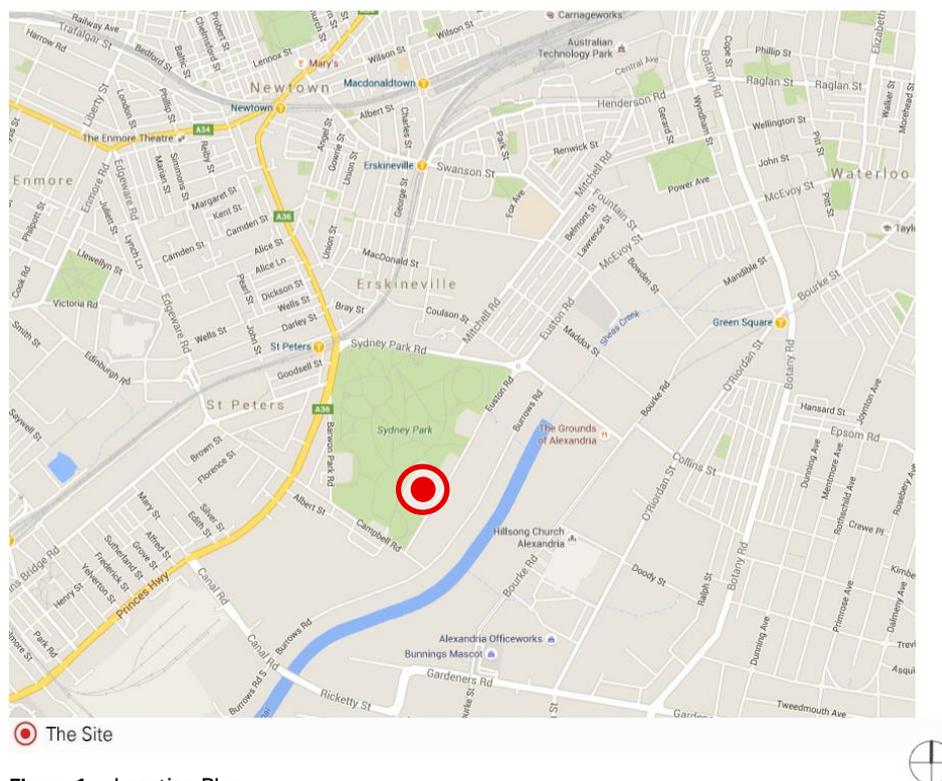


Figure 1 – Location Plan

The purpose of the Competitive Design Alternatives Process is to select the highest quality architectural, landscape and urban design solution with the potential to achieve design excellence for the development of 205-225 Euston Road, Alexandria ('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 or approved Stage 1 DA. Where there is any inconsistency between this Strategy and the SEPPs, LEP, DCP or approved Stage 1 DA, the SEPPs, LEP, DCP and approved Stage 1 DA prevail.

Nothing in this document is to be taken as an approval or endorsement of any potential additional height 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 design process for the development of the site;
- (b) Clarify the timing of competitive design processes;
- (c) Ensure that the competitive design processes works within the framework of an approved Design Excellence Strategy in accordance with the City of Sydney Competitive Design Policy;
- (d) Confirm the number and selection of emerging, emerged and established architectural practices that will 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;
 - design and architectural diversity; and
 - procedural fairness for competitors.
- (f) Confirm the approach for the assessment, decision making and dispute resolution within the competitive design process;
- (g) Ensure that design excellence integrity is continued through detailed development construction phases to completion of the project; and
- (h) Ensure sustainability initiatives and target benchmarks are defined and developed through competitive design phase, construction, and to completion of the project to deliver sustainable development

2.0 Design Excellence Objectives

Below is an outline of the objectives and requirements that will be specified in more detail in the Design Alternatives Process Brief (Brief):

- create building, landscape and public domain within the site that achieves design excellence;
- respond to the site's unique landscape context having regard to constraints and opportunities;
- Ensure landscape design complements the existing landscape features of the site;
- Provide for appropriate ecologically sustainable solutions to be embedded into the buildings, their operation and design as specified in the Landscape Design Report, Urban Ecology Opportunities Report and achieve ESD targets as defined and submitted with the Stage 1 DA.
- appropriately address the relationship between the site and Sydney Park + WestConnex, including provision of pedestrian and cycle connections;
- provide innovative design solutions to resolve site conditions with regard to acoustic, noise and pollution to deliver high quality amenity appropriate to uses;
- Mitigate visual impact of development in relation to Sydney Park;
- Fully integrate landscape addressing interface with Sydney Park and ensure contiguous landscape into the interior of the site;
- Provide appropriate landscape threshold to all site frontages to visually screen building development from adjacent public domain and Sydney Park;
- Ensure planting to site perimeter and on structures contributes to the quality and amenity of communal and public open spaces with soil depth to provide for appropriate tree planting ranging from small to large trees in accordance with Objectives 40 and 4P of the Apartment Design Guide;
- Make discrete all security fence lines between private and public domain;
- Integrate with water sensitive urban design and water quality management;
- Promote new urban habitats and biodiversity as specified in the Urban Ecology Opportunities Report;
- develop strategies to integrate the built form with landscape within the site;
- provide activation at the ground plane including retail surrounding the central plaza;
- incorporate appropriate ESD strategies within the development;
- maximised residential amenity through demonstration of compliance with the Apartment Design Guide and in response to the site opportunities and constraints; and
- examine the potential for an additional 10% height on the site, exploring options of the best location for this bonus, as set out in the Stage 1 DA envelope Plans.

3.0 Competitive Design Alternatives Process

The Proponent will undertake a Competitive Design Alternatives Process (Competitive Process) with a minimum of four (4) 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 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 be conducted in accordance with the *City of Sydney Competitive Design Policy* and *Competitive Design Model Brief*. A single Competitive Design Alternatives Process is proposed across the site

3.1 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 Consent Authority prior to its distribution to competitors;
- c) The Competitive Design Alternatives Process Brief is to be generally in accordance with the Council's Model Competitive Design Process Brief, the Competitive Design Policy and this Strategy.

3.2 Competitive Process Management

The Proponent will engage a Competitive Process Manager to assist and oversee the entire Competitive Process which will be documented in the Competitive Design Alternatives Report at the conclusion of the Competitive Process.

3.3 Selection Panel and Observer

The Proponent will appoint a Selection Panel:

- (a) The selection of panel members will be undertaken in consultation with the Consent Authority;
- (b) The Selection Panel will comprise a total of six (6) members constituting:
 - i. Three (3) City nominated members, one which must have Landscape expertise; and
 - ii Three (3) Proponent Representatives, one of which may be the Chairperson
- (c) 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; and

- iv. Include a majority of registered architects with urban design expertise.
- (d) The Chairperson of the Selection Panel will have expertise in architectural design and be a recognised proponent of design excellence in NSW.

The consent authority will nominate at least one independent person as observer of the competitive design alternatives selection process. The observer will be provided with reasonable notice to attend all meetings involved with the competitive design alternatives selection process.

3.4 Technical Panel

Technical Consultants will be engaged by the Proponent to provide technical information for the Brief, provide advice to the Competitors, the Proponents and the Jury during the competitive process, provide technical assessment of the final submissions and present to the Jury on their relevant disciplines. Elected consultants will be confirmed with Council included in the Brief and are expected to include:

- Quantity Surveyor;
- Town Planner;
- ESD consultant
- Flood consultant
- Acoustic Consultant

It is noted that the above will be available throughout the duration of the Competitive Design Alternatives Process to all Competitors and will review the final competition submissions on behalf of the Proponent for the purpose of providing feedback on each of the final submissions and presentations to the Selection Panel.

3.5 Assessment and Decision

A minimum of three (3) competitive submissions must be considered as part of this Competitive Process, with the option for more to be invited.

Each submission will be graded by Selection Panel according to a set of criteria laid out in the Brief. The Selection Panel will be responsible for selection of the preferred design.

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 Design Alternatives Process.

3.6 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;

- Provide a lead role in ensuring design integrity is maintained;
- Maintain continuity during the construction phases, through to the completion of the project as per City of Sydney standard conditions of consent; 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.

3.7 ESD Targets

The development will be required to achieve environmentally sustainable development targets. The development will optimise opportunities for environmental sustainable design.

The ESD initiatives incorporated into the development must comply with relevant statutory requirements (including BASIX and Section J of the BCA), and should achieve ESD target as defined and submitted with the Stage 1 DA (as set out in the table below).

Case	Legislated Minimum (current)	Minimum BASIX Target (in line with proposed July 2017 update)	Development requirement
Energy < 4-5 Storeys	30	35	BASIX Certificate to be developed with best practice energy efficiency, to find a suitable minimum BASIX target metric. Target shall exceed Minimum BASIX Target 35. Certificate shall be shared with competitors.
Energy 6+ Storeys	20	25	BASIX Certificate to be developed with best practice equipment, to find a suitable minimum target. Target shall exceed Minimum BASIX Target, and certificate shall be shared with entrants into design excellence competition.
Water	40	40	To exceed minimum compliance, with an aspirational target of 45.

3.8 Whether the competitive design process is pursuing additional floor space or height

In accordance with 3.3.2 of the Sydney DCP 2012, the competitive design process is pursuing additional height.

In accordance with 6.21(7)(a) of the Sydney LEP 2012, a building that demonstrates design excellence may have a height that exceeds the maximum shown on the LEP Height of Buildings Map by up to 10%.

The distribution of any available additional height will be explored through the Competitive Design Alternatives Process and must be consistent with the Stage 1 DA consent and relevant provisions of the Sydney LEP 2012.