

**ATTACHMENT D**

**DESIGN EXCELLENCE STRATEGY**

**65-77 MARKET STREET, SYDNEY**



DESIGN  
EXCELLENCE  
STRATEGY  
77 MARKET  
STREET, SYDNEY

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PREPARED FOR SCENTRE GROUP DESIGN AND CONSTRUCTION

**URBIS**

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# 1. INTRODUCTION

This Design Excellence Strategy has been prepared on behalf of Scentre Group and Cbus Property (Proponent) and aims to guide the realisation of the redevelopment of the former David Jones site at 77 Market Street, Sydney to achieve the highest quality architectural, urban design and landscape outcomes for the site.

The redevelopment of the site is guided by building envelopes proposed within the Stage 1 Development Application (DA), and the provisions of the *Sydney Local Environmental Plan 2012* (SLEP 2012) and Sydney Development Control Plan 2012 (SDCP 2012) in order to achieve an enhanced urban outcome with buildings and public realm of high design quality.

In accordance with Clause 1.2 under the City of Sydney Competitive Design Policy 2013 and Section 3.3.2 of the Sydney Development Control Plan 2012 (SDCP 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: an open or invited architectural design competition or competitive design alternatives;*
- (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) 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.*

Note: Nothing in this Design Excellence Strategy represents an approval from the consent authority for a departure from the relevant SEPPs, SLEP 2012, SDCP 2012 or Stage 1 consent. Where there is any inconsistency, the SEPPs, LEP, DCP and Stage 1 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.

## 2. LOCATION AND EXTENT OF THE COMPETITIVE DESIGN PROCESS

The site is known as 65-77 Market Street and legally described as Lot 1 in Deposited Plan 538917. The site has an area of 2,534m<sup>2</sup> with frontages of 64m to Market Street in the north and 56m to Castlereagh Street in the east. The competitive process will apply to the entire site area.

The site is outlined in 'red' in the aerial image in **Figure 1** below.

Figure 1 – Aerial Photograph of the Site



Source: Near Maps, 2017

### 3. OBJECTIVES

This Design Excellence Strategy is guided by the following objectives:

- (a) Establish a methodology for the Applicant to implement a competitive design for the redevelopment of the subject site, in accordance with the City of Sydney's Competitive Design Policy,
- (b) Ensure that the competitive design process works within the framework of an approved Design Excellence Strategy,
- (c) Confirm the number of emerging, emerged and established architectural practices to participate in the competitive 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 Proponents objectives,
  - Achievement of design excellence and architectural diversity,
  - Procedural fairness for competitors.
- (e) Consider the approach for the assessment, decision making and dispute resolution within the competitive design process,
- (f) Ensure that design excellence integrity is continued in the detailed development proposals through from construction phases to the completion of the project,
- (g) 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 controls outlined in Sydney LEP 2012, Sydney DCP 2012 and the Stage 1 Development Application.
- (h) Ensure sustainability initiatives and ecologically sustainable development targets are defined and developed through the Competition.

## 4. 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 the strategy objectives.

### 4.1. COMPETITIVE DESIGN APPROACH

The Applicant proposes the following design excellence strategy for the site:

- Undertake an **'invited' architectural design competition** for the whole site that will inform the Stage 2 Development Application.
- Invite a minimum of five (5) Competitors to participate. The selection of the 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 emerging, emerged and established architectural firms to participate in the Competition (in the case of partnering firms, led by a principal/lead architect) constituted of:
    - a. Local firms;
    - b. A maximum 50% international firms

Note: A competitor may be a number of firms working in partnership, constituted of a principal/lead architect supported by an executive architect. The principal/lead architect representation is to conform to the local/international ratio as specified above.

- 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.

### 4.2. REQUIREMENTS FOR A COMPETITIVE PROCESS

In preparing the Competition Brief the Proponent as per Section 2.3 of the Policy 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 City of Sydney in writing prior to distribution to Competitors; and
- The Competition Brief is to be generally in accordance with City of Sydney's Model Competitive Design Process Brief or as approved.

### 4.3. ASSESSMENT AND DECISION MAKING

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

- The Jury will be appointed by the Proponent and nominated in consultation with the City of Sydney.
- The Jury is to constitute a total of six (6) members:
  - i. Three (3) members nominated by the Proponent,
  - ii. Three (3) members nominated by the City of Sydney.
- Jury 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 professions and industry,
  - iv. Include a majority of registered architects with urban design experience,
  - v. Include at least one member who is an appropriately qualified heritage consultant.
- The Chairperson of the Jury will have expertise in architecture and urban design and be a recognised proponent of design excellence.
  - The City of Sydney will nominate an impartial observer(s) to verify that the Competition design process has been followed appropriately and fairly.
  - The Jury's decision will be via a majority vote. The decision 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 an Architectural Design Competition Report.

## **4.4. DESIGN INTEGRITY**

The architect of the winning scheme, as determined by the Jury, will be appointed as Lead Design Architect. The Lead Design Architect is to maintain a leadership role over design decisions.

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

- Prepare Development Application documentation for the winning design, including all required information to lodge a DA.
- Represent the development (with respect to architecture only) 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.

The Lead Design Architect may work in association with other architectural practices but is to retain a leadership role over design decisions.

## **4.5. PROPOSED ALLOCATION OF UP TO 10% ADDITIONAL FLOOR SPACE**

In developing the site, the Proponent will pursue up to an additional 10% floor space under Clause 6.21(7)(b)(i) of Sydney LEP 2012 through the competitive process. Any additional floor space pursued under Clause 6.21 must not exceed the maximum height control.

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

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)(b)(i) of the SLEP 2012.

## 4.6. ECOLOGICALLY SUSTAINABLE DEVELOPMENT

The Competitive Design Process undertaken will be required to achieve sustainable development targets. These targets are summarised as follows:

### Retail Land Use:

- 5-star Green Star Design and As Built rating,
- Targeting a 5-star NABERS Energy for Shopping Centres rating that would be tested via a formal NABERS Energy Rating, post occupancy.

### Commercial Land Use:

- 5-star Green Star Design and As Built rating
- 5-star base building NABERS Energy for Offices rating, evidenced by provision of a formal NABERS Energy Commitment Agreement entered into between NSW Office of Environment and Heritage (OEH) and the Proponent.
- 5.5-star aspirational base building NABERS Energy for Offices rating
- A commitment to establish Green Lease clauses for office tenants,
- PCA Grade A.

### Residential Land Use:

- Aspiration to achieve scores above the minimum BASIX requirements for energy and water -targeting:
  - BASIX Energy – BASIX 30
  - BASIX Water – Above BASIX 40

In addition, the Proponent has committed to the use of sustainable materials. Specifically:

- Timber – 95% (by cost) of all timber used in the building and construction works is to be FSC certified or to be reused / recycled.
- Concrete – most of the existing structure and all of the existing façade will remain, resulting in reduced greenhouse gas impacts. The Proponent aspires to achieving maximum Green Star Credits for this material, whilst acknowledging that the constraints of the structural design and program may limit the ability to achieve maximum credits.

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.



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