

**ATTACHMENT C**

**DESIGN EXCELLENCE STRATEGY**

**208-218 RILEY STREET SURRY HILLS  
(CAMBRIDGE HOTEL)**





THE CAMBRIDGE HOTEL  
208-218 RILEY STREET, SURRY HILLS

DESIGN EXCELLENCE STRATEGY

*Written in accordance with the City of Sydney Competitive Design Policy 2013*

October 2017

Prepared on behalf of the Cienna Group



## DESIGN EXCELLENCE STRATEGY

This Design Excellence Strategy aims to guide the realisation of alterations and addition to the Cambridge Hotel, located at 208-218 Riley Street, Surry Hills. The alterations and additions will accommodate a new hotel tower located adjacent to the existing hotel. The redevelopment of the site is guided by the *Sydney Local Environmental Plan 2012 (LEP)* and *Sydney Development Control Plan 2012 (DCP)* in order to achieve the highest quality architectural solution exhibiting design excellence.

This Strategy has been prepared in accordance with Clause 1.2 under the City of Sydney Competitive Design Policy, as amended, and provision (g) under 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) 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;
- g) The target benchmarks for ecologically sustainable development.

## OBJECTIVES

This Design Excellence Strategy is guided by the following principles:

- a) Establish how the Proponent proposes to implement the competitive design process for the new hotel tower located adjacent to the Cambridge Hotel in accordance with the City of Sydney's Competitive Design Policy;
- b) Clarify the timing of the competitive design process for the proposed development application processes;
- c) Ensure that the competitive design process works within the framework of this approved Design Excellence Strategy prepared in accordance with the City of Sydney's Competitive Design Policy;
- d) Promote the selection of emerging, emerged and established architectural practices to participate;
- e) Set out the approach for establishing a competitive design brief that ensures:
  - The Consent Authority's design excellence requirements are balanced with the proponent's objectives;
  - Design and Architectural diversity is achieved; and



- Procedural fairness for competitors.
- f) Set out the requirements for the proposed competitive design alternatives process;
- g) Considers the approach for the assessment, decision making and dispute resolution within the competitive design process;
- h) Ensure that design excellence integrity is continued in the detailed development proposals;
- i) Clarify the rationale for granting additional floor space for the achievement of design excellence under Sydney LEP 2012 having regard to the planning objectives and controls, the concept development consent and Sydney DCP 2012.
- j) Define the target benchmarks for ecological sustainable development.

Nothing in this document approves a departure from the relevant SEPPS, LEP, DCP and approved Concept development consent. Where there is an inconsistency between this strategy and the relevant SEPPS, LEP and Concept development consent, then the SEPPS, LEP, DCP and concept development 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 Sydney LEP 2012.

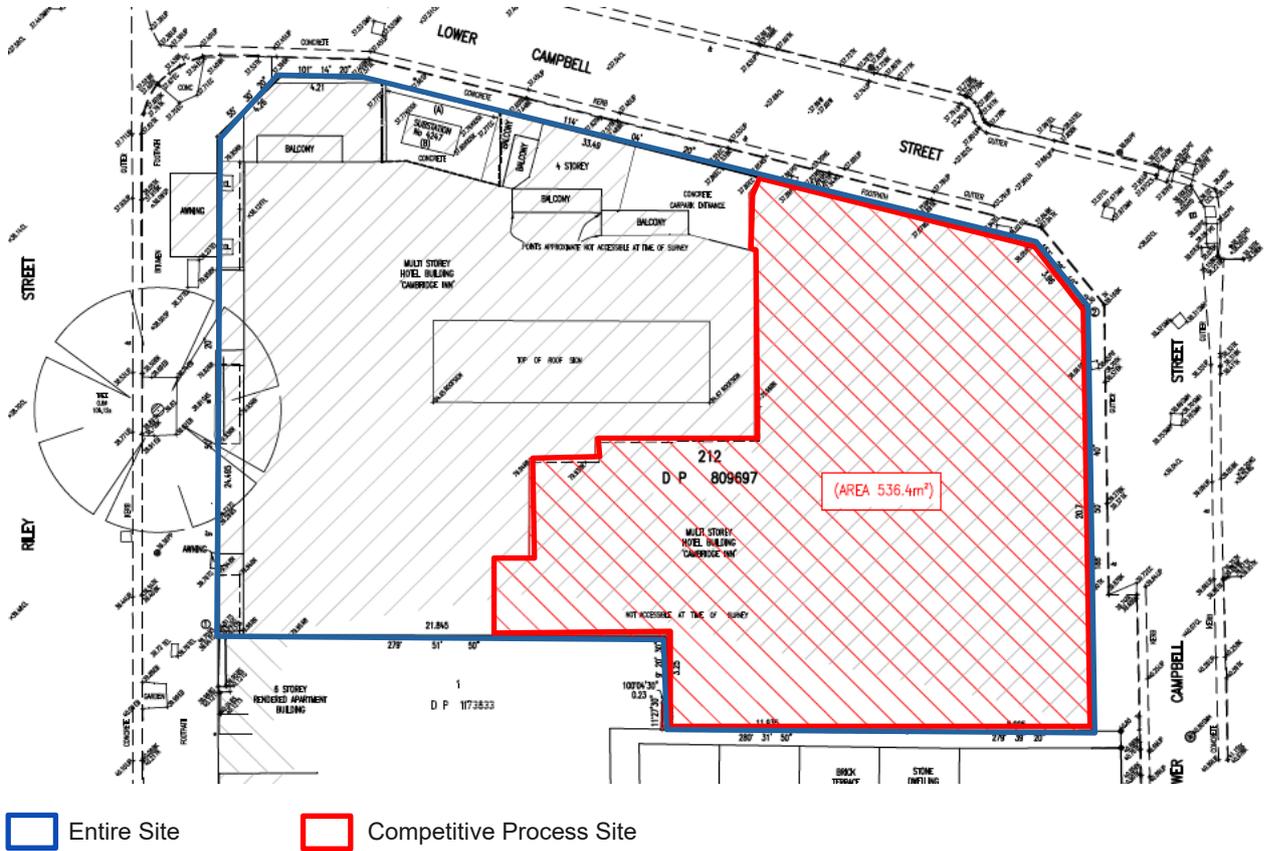
## PROPOSED IMPLEMENTATION OF THE STRATEGY OBJECTIVES

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 the implementation of the above strategy objectives:

### **Location and extent of the competitive design process**

The Competitive Process Site comprises the eastern portion of 208-218 Riley Street, Surry Hills as shown in Figure 1 below and is legally described as Lot 212 in DP 809697. The proposed development site subject to the Competitive Design Process comprises the eastern portion of the site as illustrated in **Figure 1** below.

FIGURE 1 – COMPETITIVE DESIGN PROCESS SITE



### Competitive design approach

The Proponent proposes the following design excellence strategy for the redevelopment of the site:

- Undertake one (1) **invited competitive design alternatives process** for the site that will inform the Stage 2 DA.
- The Competitive Design Alternatives Brief (Design Brief) for the subject site is to be developed in accordance with the following principles:
  - The Proponent will invite a minimum of three (3) competitors to participate in the competitive design alternatives process;
  - The selection of the Competitors to the competitive process will be undertaken in consultation with the City of Sydney;
  - Selecting a range of emerging, emerged and established architects to participate in the competitive design process;
  - 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 Competitive design process will commence upon the Consent Authority's approval of this Design Excellence Strategy and the City of Sydney's endorsement of the Competitive Process Design Brief.

### **Requirements for a competitive design process**

In establishing a Design Brief, the proponent will ensure that:

- All details about the conduct of the competitive design process brief are contained within the competitive design process brief only;
- The competitive design process brief and appended documents is reviewed and endorsed by the City of Sydney prior to its distribution to competitors; and
- The competitive design process brief is to be generally in accordance with the City of Sydney's Model Competitive Design Process Brief and the City of Sydney Competitive Design Policy 2013.

### **Assessment and decision making**

In establishing a Selection Panel for the competitive process for the site, the Proponent understands that:

- The Selection Panel is to constitute a total of four (4) members:
  - i. Two (2) members nominated by the Proponent
  - ii. Two (2) members nominated by the City of Sydney
- Selection Panel members are to:
  - i. Represent the public interest;
  - ii. Include a majority of registered architects with urban design experience;
  - iii. Be appropriate to the type of development proposed;
  - iv. Include only persons who have expertise and experience in the development, design and construction professions and related industries;
- The Chairperson of the Selection Panel will have expertise in architecture and urban design and be a recognised proponent for design excellence.
- The City of Sydney will nominate an observer to verify that the competitive process has been followed appropriately and fairly; and
- 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. Unless stated otherwise herein, clause 4.2 of the City of Sydney Competitive Design policy will apply with regard to the decision making and resolution process and Clause 4.3 in relation to the preparation of a Competitive Design Alternatives Report.



### **Design integrity**

The Architect of the winning scheme as determined by the Selection Panel for the competitive design process will be appointed as Lead Design Architect. The role of the Lead Architect will include at a minimum the following:

- Prepare a Development Application for the winning scheme including all required information to lodge a DA;
- Prepare the design drawings for a construction certificate for the winning scheme;
- Prepare the design drawings for contract documentation;
- 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; and
- Maintain continuity during the construction phases, through to the completion of the project.

The lead architect may work in association with other architectural practices but is to maintain a leadership role over design decisions.

### **Proposed allocation of up to 10% additional floor space**

In developing the site, the Proponent is seeking to utilise the additional floor space available to the Competitive Process Site under the design excellence provisions of Clause 6.21 of SLEP 2012.

The award of the additional floor space will be explored through the Competitive Design Process and must be consistent with the concept development consent.

The amount of additional floor space that the competitive process site may be eligible for will be calculated under Clause 3.35 (Awarding additional floor space) of SDCP 2012.

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.

### **Ecological Sustainable Development**

The Competitive Design Alternatives Process for the new building addition on the Proposed Development Site (as identified in **Figure 1**) will be guided by the following:

- To demonstrate a commitment the two key aspects of hotel environmental performance, namely mains potable water consumption and energy usage (and associated carbon emissions), the development response for the new building addition should outline technical design solutions proposed to achieve performance above minimum standards in line with the following guidance:
- Water conservation: Green Building Council's "Potable Water - prescriptive pathway" which defines reasonable and readily achievable water efficiency standards for water fixtures, fittings, appliances, and fire system test water and Sydney Water's best practice guidance for cooling towers (if design for the new building addition features a cooling tower/towers)



- Energy efficiency (greenhouse gas emissions abatement: Exceedance of the minimum standards in NCC Section J – Energy Efficiency – demonstrated by an appropriately qualified professional’s report submitted at stage 2 DA for the new building addition, referring explicitly to efficiency measures for artificial lighting, HVAC, building fabric, domestic water heating and building sealing.

The Competitive Design Alternatives Process for the new building addition on the Proposed Development Site (as identified in **Figure 1**) will respond to the following environmental performance aspects:

- Waste avoidance and resource recovery during demolition and construction phases;
- Best practice design for operational (post-construction) waste reduction;
- Avoiding use of uncertified imported timber;
- Design for indoor environmental quality;
- Any additional design measures to minimise the carbon footprint of the development, including any renewable energy options; and
- Any additional design measures to minimise the mains potable water consumption including any water recycling opportunities.