

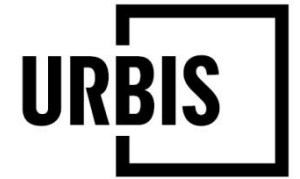
Attachment A5

Draft Design Excellence Strategy

DRAFT DESIGN EXCELLENCE STRATEGY

STOCKLAND PICCADILLY

Stockland



AUGUST 2025

OVERVIEW

- This Design Excellence Strategy has been prepared on behalf of The Trust Company (**Proponent**) and aims to guide the realisation of the redevelopment of 133-145 Castlereagh Street, Sydney to achieve the highest quality architectural, urban design and public domain outcome for the site.
- The redevelopment of the site is guided by a building envelope and accompanying site specific amendment to Sydney Development Control Plan 2012 (**SDCP 2012**) proposed with the Planning Proposal to amend the provisions of the Sydney Local Environmental Plan 2012 (**SLEP 2012**). The proposal aims to achieve an enhanced urban outcome with a building and public realm of high design quality.
- This Strategy has been prepared in accordance with Section 3.3.2 of the Sydney Development Control Plan 2012 (SDCP 2012) and Clause 1.2 under the City of Sydney Competitive Design Policy (**the Policy**).
- As per Section 3.3.2 of the SDCP 2012, the Design Excellence Strategy is to define:
 - a) *the location and extent of each competitive design process, where each competitive design process is to be limited to a single development site or street block;*
 - b) *the type of competitive design process(es) to be undertaken: an open or invited architectural design competition or competitive design alternatives. Competitive design alternatives is not available for buildings seeking to demonstrate design excellence in a Tower Cluster Area; the number of designers involved in the process(es);*
 - c) *how fine grain and contextually varied architectural design is to be achieved across large sites;*
 - d) *whether the competitive design process is pursuing additional floor space or height;*
 - e) *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;*
 - f) *the target benchmarks for ecologically sustainable development.*

(1A) In addition to clause (1), buildings seeking to demonstrate design excellence in a Tower Cluster Area, the Design Excellence Strategy is to: (a) (b) 3.3.3 demonstrate compliance with the City of Sydney Competitive Design Policy; and demonstrate the analysis required under 3.3.8 Site Specific development control plans and concept development applications has been addressed in the application.

These requirements are outlined in this Design Excellence Strategy document in order to facilitate optimal design outcomes for the redevelopment.

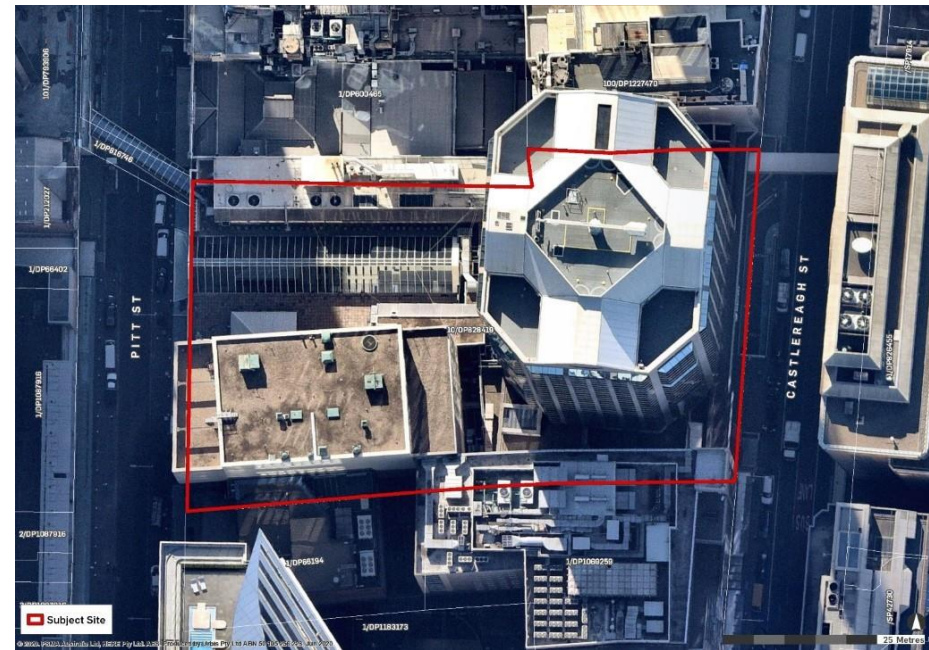
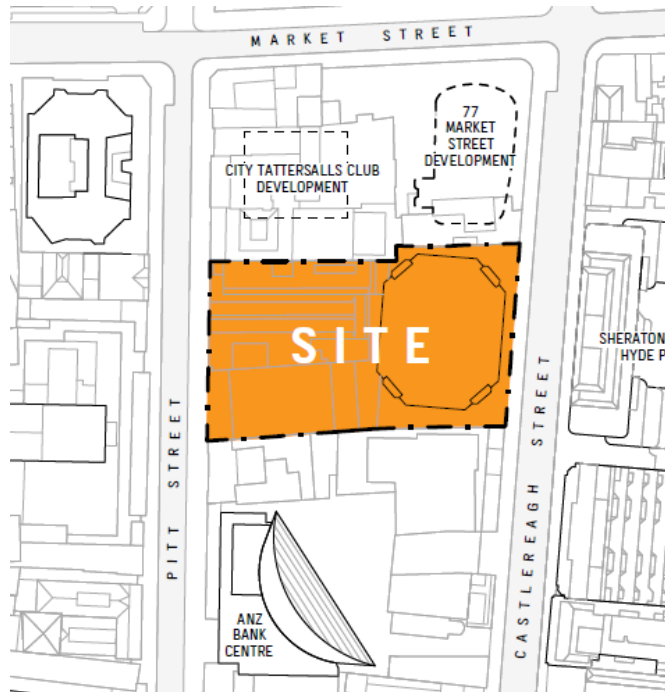
OBJECTIVES

This Design Excellence Strategy is guided by the following objectives:

- a) Establish a methodology for the Proponent to implement a competitive design process 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 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 developer's commercial objectives,
 - Achievement of design 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 subsequent detailed development proposal and construction phase of the project
- g) Clarify the rationale for granting additional floor space for the achievement of design excellence under the SLEP 2012 and the allocation of additional floor space to buildings having regard to the planning objectives, site specific controls in SDCP 2012 and relevant SLEP 2012 provisions.

EXTENT AND LOCATION OF COMPETITIVE DESIGN PROCESS

- The site is known as *Stockland Piccadilly Complex* and located at 133-145 Castlereagh Street, Sydney (the site). It is irregular in shape, extends to an area of 4,800m² and contains two street frontages onto Castlereagh Street to the east (55m) and Pitt Street to the west (54m).
- The site is legally described as Lot 10 in DP828419.



DESIGN EXCELLENCE CONTEXT

The Project Vision and Design Intent of the proposal is as follows:

- **Increasing the site's employment generating capacity in line with the objectives of the Central Sydney Planning Strategy and complementary land uses**
 - The proponent holds a substantial leasehold duration for the site and is committed to delivering a contemporary development that meets the expectations of modern office tenants and responds to a continuous strong demand for employment generating uses in the CBD and may include residential.
 - The proposal has the ability to contribute to the floor space demand outlined in the CSPA and the proposal will be a critical in delivering a variety of large, efficient and flexible floor plates to accommodate the workplace of the future with maximised access to daylight and views. The proposal also helps to satisfy a shortfall in the market and supports employment growth within close proximity to both new and existing public transport infrastructure.
- **Rectifying elements of the existing Piccadilly Complex which result in a sub-optimal public domain outcome and delivery of additional public benefits to support employees and visitors including:**
 - Removal of the existing breach to the Hyde Park sun access plane, thereby enhancing solar access to Hyde Park.
 - Removal of the existing parallel car park access ramp on Castlereagh Street. This presents a major physical and visual obstacle and intrusion into the public domain. This is to be removed and consolidated into a single vehicle ingress/egress at the south western corner at Castlereagh Street.
 - Removal of the sky bridges over Pitt Street and Castlereagh Street. The removal will enhance daylight and sky view to Pitt and Castlereagh Streets and remove the current visual intrusion.
 - Deliver a fully accessible through-site link providing a visual and physical connectivity between Pitt and Castlereagh Streets.
 - Align the new built form to the street edge, enhancing pedestrian activation and amenity. The existing colonnades diminish the site's activation to Pitt Street and Castlereagh Street.
- **Aspiring to deliver an exemplar sustainable built form outcome** targeting, the following subject to the final land use:
 - 6 Star Green Star Building v1
 - 5.5 star NABERS Energy Base Building Rating (Commitment Agreement)
 - 4.5 star NABERS Water Rating (Target)
 - WELL Core Platinum (v2)
 - Fully electric
 - Target 60%+ upfront carbon reductions

The scheme will be an exemplar of sustainable architecture and minimise the environmental impact of the site redevelopment. Piccadilly's upcycling proposition considers its whole of life carbon which will be significant in the Sydney and global context.

Specifically, the retention of the structure will enable a significant reduction in embodied carbon.

COMPETITIVE DESIGN APPROACH

In accordance with Section 1.2 (2) of the City of Sydney Competitive Design Policy 2012, the following items have been addressed to ensure implementation of the strategy objectives.

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

TYPE OF COMPETITIVE PROCESS

- It is proposed to undertake an **invited architectural design competition** for the whole site that will inform the detailed DA.
- The competitive process will be conducted in accordance with this Strategy and the endorsed Competitive Design Brief

COMPETITIVE PROCESS BRIEF

- The Brief will ensure that the Consent Authority's design excellence requirements are balanced with the proponent's objectives, the process will promote design excellence and architectural diversity, and that procedural fairness for Competitors is achieved.

In preparing the Competitive Design Brief, the Proponent will ensure that:

- All details about the conduct of the competitive process are contained within the Competitive Design Brief only,
- The Competitive Design Brief and appended documents are reviewed and endorsed in writing by the City of Sydney prior to commencement of the competitive process and its distribution to competition entrants, and
- The competitive process brief is in accordance with the City of Sydney's Model Competitive Design Process Brief and the City of Sydney Competitive Design Policy.

SELECTION OF COMPETITORS

The Proponent will appoint a minimum of 5 of competitors to participate in the Architectural Design Competition. The selection of the invitees to the competition will be undertaken in consultation with the City of Sydney and will:

- Consider a single person or firm, or a number of firms working in partnership, constituted of a principal/lead architect supported by an executive architect(s).
- Consider emerging, emerged and established architectural firms to participate in the competitive design process, with at least one (1) competitor being an emerging architect or the majority of competitors must be in partnership with emerging architects.
- Include a balance between local and international based firms as lead Design Architect, with the target of 50% of competitors to be Australian based architects.
- 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
- A Competitor shall have demonstrated capabilities in design excellence for example a recipient of an Australian Institute of Architects award or commendation, or in the case of overseas competitors the same with their equivalent professional association.
- Ensure that all competitors demonstrate a high level of skill and experience in sustainable design and upcycled design
- That all competitors establish a design team that is gender diverse with a participation target of 40 per cent women, 40 per cent men and 20 per cent discretionary.

COMPETITIVE DESIGN APPROACH (CONTINUED)

RENUMERATION OF COMPETITORS

- Each participating competitor will be paid \$AUD150,000 inclusive of all costs. Travel and expenses for any internationally based architects to be separately negotiated as applicable.

PROPOSED ALLOCATION OF UP TO 10% ADDITIONAL FLOOR SPACE

- In accordance with Clause 1.2 (2)(e) of the City of Sydney Competitive Design Policy, the development site may seek up to an additional 10% of gross floor area or height 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 by this Design Excellence Strategy.
- The Proponent will pursue up to 10% of additional floor space under clause 6.21D of SLEP and as per the site specific provisions that prescribe the FSR control in Division 5 of SLEP. The distribution of the floor space which will be explored through the competitive process and is to be accommodated within the building envelope established in the site specific DCP and the SLEP site specific provisions.

ASSESSMENT AND DECISION-MAKING

SELECTION OF JURY

In establishing a Jury for the competitive design process for the site, the Proponent understands that:

- The Jury will be appointed in consultation with the City of Sydney and remunerated by the Proponent.
- The Jury is to constitute six (6) members
 - i. Three (3) members nominated by the Proponent,
 - ii. Three (3) members nominated by the City of Sydney.
- An appropriately qualified, gender diverse Jury will be established with a participation target of 40 per cent women, 40 per cent men and 20 per cent discretionary.
- Jury members are to:
 - Represent the public interest
 - Be appropriately experienced in the type of development proposed
 - Include only persons who have expertise and experience in the development, design and construction professions and industry
 - Include a majority of registered architects with urban design experience
 - Have no pecuniary interests in the development proposal or involvement in approval processes as relevant to the Council nominated members
- The Chairperson of the Jury will have expertise in architecture and urban design and be a recognised proponent of design excellence in NSW.
- The City of Sydney will nominate an impartial observer(s) to verify that the competitive design process has been followed appropriately and fairly.

TECHNICAL ADVISORS

Technical advisors will be engaged by the Proponent to provide technical information and input into the Brief, provide advice to the Competitors, the Proponent and the jury during the competitive process, provide technical assessment of the final submissions and present to the jury on their relevant disciplines.

A sustainability expert is required to be appointed as a technical advisor.

ASSESSMENT AND DECISION-MAKING

ASSESSMENT AND DECISION

- A minimum of three (3) competitive submissions must be considered as part of the competitive process.
- Each Competitor's submission will be graded by the jury according to a set of criteria laid out in The Brief.
- The jury will be responsible for recommending the preferred design via a majority vote.
- All designs shall be evaluated using the same criteria.
- 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 competitive design process.
- The Jury's decision will be via a majority vote. 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.

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DESIGN INTEGRITY

- 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 Development Application documentation for the winning design, including required design related information to lodge a DA.
 - Prepare the design drawings for a construction certificate for the preferred design.
 - Prepare the design drawings for the contract documentation.
 - Represent the development (with respect to Architecture only) in meetings with the community, authorities and stakeholders where possible and as required.
 - Provide a lead role in ensuring design integrity is maintained.
 - Maintain oversight during the construction phases, through to the completion of the project.
 - Provide 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 (such as an Executive Architect appointed by the proponent) to prepare the required design documentation outlined above but is to retain a leadership role over design decisions.

ECOLOGICALLY SUSTAINABLE DEVELOPMENT (ESD) TARGETS

The Environmental Performance Targets for the proposed development are as follows:

- The Competitive Design Process undertaken will be required to achieve sustainable development targets. These targets are outlined in the Sustainable Design Report submitted with the Subject Planning Proposal and Site Specific DCP and are summarised below. The following sustainability objectives have been targeted:
 - Building Code of Australia – compliance with the requirements of Section J Energy Efficiency;
 - Sydney Development Control Plan (2012)
 - 6 Star Green Star Building v1
 - 5.5 star NABERS Energy Base Building Rating (Commitment Agreement)
 - 4.5 star NABERS Water Rating (Target)
 - WELL Core Platinum (v2)
 - Fully electric and powered by renewable energy
 - Target 60%+ upfront carbon reductions
- Consideration will be given to:
 - Management: Initiatives concerning the management procedures and considerations during design, construction and operation.
 - Indoor Environment Quality: Initiatives that promote better indoor air quality, access to daylight and improved occupant comfort.
 - Energy and Emissions: Initiatives to promote better building energy performance and reduce pollutant emissions.
 - Transport: Initiatives to promote sustainable transport options for occupants.
 - Water: Initiatives around the smarter use of water and reductions in potable water consumption and waste.
 - Materials: Initiatives that encourage sustainable building materials and waste reduction.
 - Land Use and Ecology: Initiatives that minimise the impact on water resources.
- A Sustainability Report submitted with the Planning Proposal/Site Specific DCP outlines a strategy devised to meet the above sustainability objectives. Further calculations and assessment is required and will follow in the later design development stages of the project which will follow a competitive design process being undertaken.
- ESD targets and sustainability initiatives will be carried through the competitive process phase, design development, construction, and through to completion of the project to deliver an exemplar of environmentally sustainable development.

INDICATIVE PROGRAM

The intended process for the invited competitive design process is:

- Brief prepared in consultation with the City of Sydney
- Shortlisted architects to be agreed in consultation with the City of Sydney;
- Jury to be nominated and appointed;
- Brief to be endorsed by the City of Sydney;
- The competitive process will be run in a single stage with a Mid-Point review over an estimated period of 6-8 weeks.
- Following the competitive process time:
 - assessment by the Technical Advisors,
 - presentations to the jury,
 - deliberation and awarding winner.
- The above process is expected to take in the order of 6 months.

