

# **Attachment E**

## **Design Excellence Strategy**

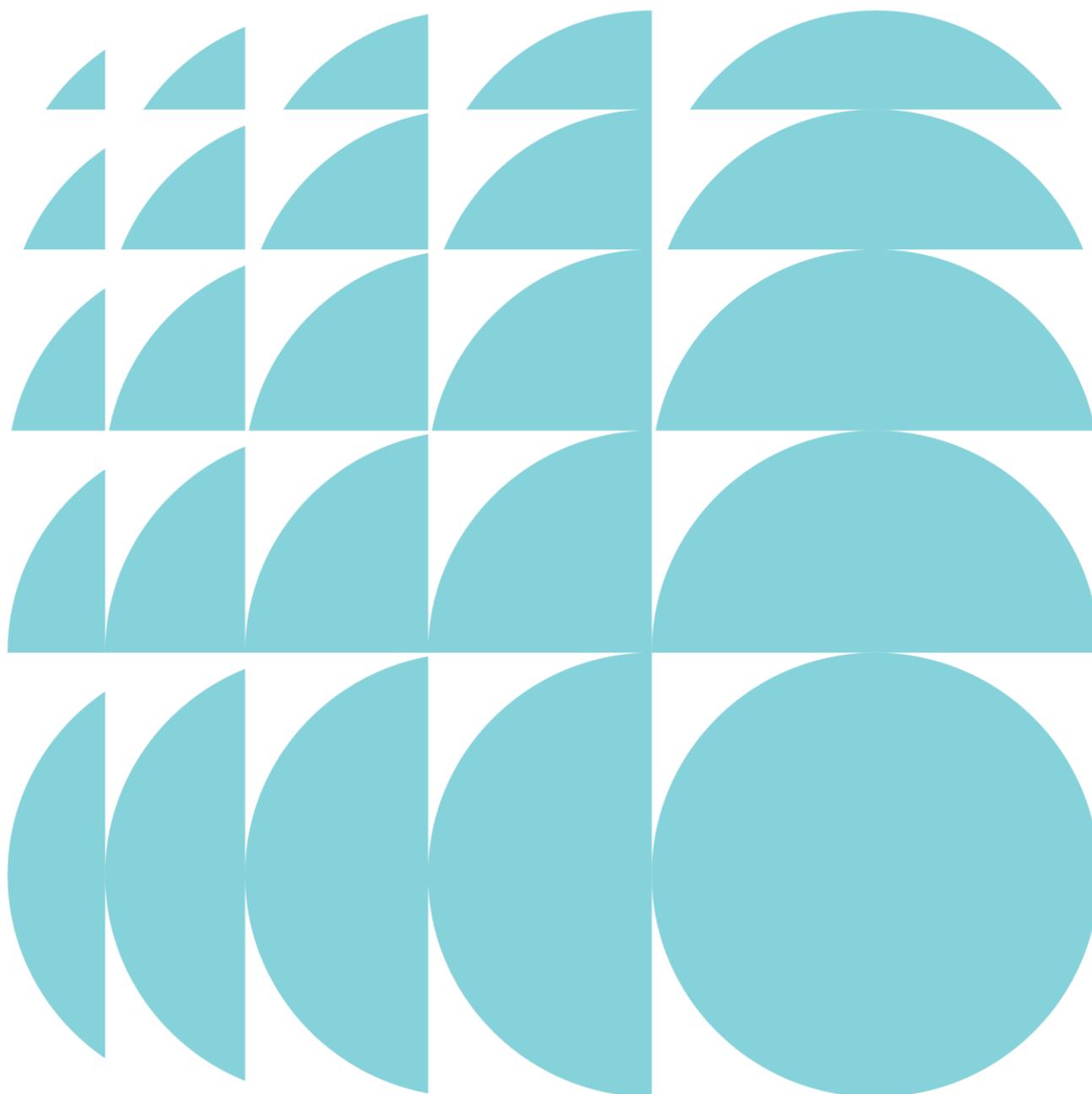
# ETHOS URBAN

## Concept Development Application Design Excellence Strategy

194-204 Pitt Street, Sydney  
The City Tattersall's Club

Submitted to City of Sydney  
On behalf of ICD SB Pitt Street Pty Ltd

September 2019 | 17656



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14/06/2019

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VERSION NO.

DATE OF ISSUE

REVISION BY

APPROVED BY

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## 1.0 Introduction

### 1.1 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of ICD SB Pitt Street Pty Ltd (the proponent) as the applicant for the concept development application (DA) for 194-204 Pitt Street, Sydney (the site). This strategy accompanies the Concept DA and has been prepared in accordance with, clause 3.3.2 of the *Sydney Development Control Plan 2012* (SDCP 2012), and the *City of Sydney Competitive Design Policy 2012* (the Policy).

In accordance with clause 1.2 of the Policy and clause 3.3.2 of the SDCP 2012, this strategy defines:

- The location and extent of each competitive design process;
- The type of competitive design process(es) to be undertaken:
  - an architectural design competition, open or invited; or
  - the preparation of design alternatives on a competitive basis.
- The number of designers involved in the process(es);
- Whether the competitive design process is pursuing additional floor space or height;
- 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;
- How architectural design excellence is to be achieved across large sites; and
- Target benchmarks for ecologically sustainable development.

The proponent has elected to carry out an invited architectural design competition as the competitive design process associated with the development, with six (6) invited competitors. It is envisaged that the competitive process will begin as soon as practical after the approval of the concept DA and this strategy, and the endorsement of the competition brief by the City of Sydney.

**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 controls or concept development consent. Where there is any inconsistency the SEPPs, LEP, DCP and concept DA consent prevail.

### 1.2 Objectives of the Design Excellence Strategy

The objectives of this strategy are to:

- Establish a methodology for the proponent to implement a competitive design process for the redevelopment of the subject site, in accordance with the Policy;
- Clearly identify which elements of the project the competitive design process relates to;
- Ensure that the competitive design process works within the framework of this approved Design Excellence Strategy;
- Confirm the number of architectural practices to participate in the competitive process and how these will be selected;
- Establish the process for the selection of a competition jury;
- Set out the approach for establishing a competition brief that ensures:
  - The Consent Authority's design excellence requirements are balanced with the Proponent's objectives,
  - The achievement of design and architectural diversity,
  - Procedural fairness for competitors.

- Clarify the rationale for pursuing up to 10% additional floor space under clause 6.21(7)(a) of the *Sydney Local Environmental Plan 2012* (SLEP 2012) having regard to the concept development consent and the relevant SLEP 2012 and SDCP 2012 controls;
- Ensure sustainability initiatives and ecologically sustainable development targets are defined and developed through the competition, detailed design development and construction phases through to completion of the project; and
- Ensure that design excellence integrity is continued in the subsequent detailed development proposal through construction phase to completion of the project.

## 2.0 Design Excellence Strategy

### 2.1 Site context

The site is located at 194-204 Pitt Street, Sydney being the existing location of the City Tattersall's Club (see **Figure 1**). The site is comprised of four buildings; 194, 196, 198-200 and 202-204 Pitt Street, Sydney (see **Figure 2**). The buildings range in height from three to seven storeys. 194, 198-200 and 202-204 Pitt Street are heritage items under the SLEP 2012. 196 Pitt Street is the only building on the site that is not a heritage item (see **Figure 3**).

The proposed concept DA relates to significant works to these buildings, including the complete demolition of 196 Pitt Street. The concept DA also includes the addition of a podium and tower element, set back above the existing heritage buildings and infill development at 196 Pitt Street.

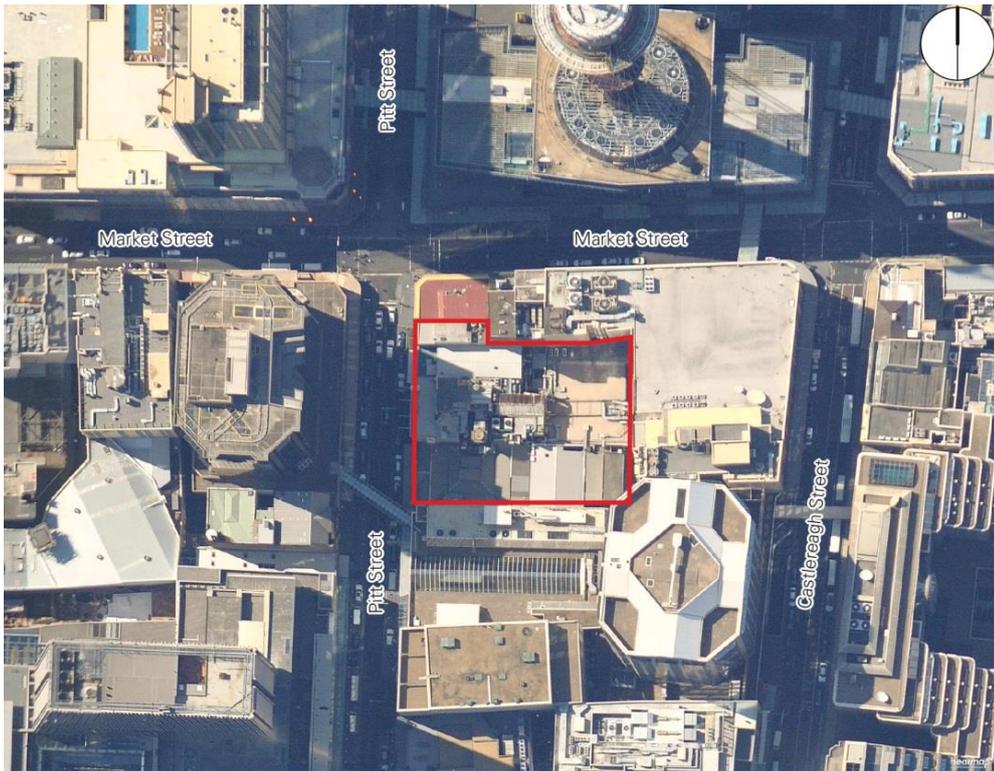
### 2.2 Competitive Design Process Components

The competitive process is constituted of a Heritage Component and a Tower Component, see **Figure 4**. The Heritage Component refers to the heritage buildings and proposed infill building inclusive of basement levels to level 5. The Tower Component refers to all areas above level 6.

The competitive process brief must include the Reference Design for the basement levels to level 5 only, which constitutes the Heritage Component. For the purposes of the competitive process, competitors must adhere to the Reference Design. An independent architect with significant experience in heritage work should be retained for design development of the Heritage Component only and is to, following the competitive process work in coordination with the winning architect.

The concept DA identifies heritage works consistent with the Conservation Management Plan and the detail of these works limits the opportunity for alternative solutions through a competitive process. It is therefore considered appropriate in this case, to include the Reference Design for the Heritage Component.

Reference Design refers to the Indicative Design prepared by FJMT dated 14.06.2019, limited to the basement levels to level 5 documentation only, as submitted in association with the concept development application.



 The Site

**Figure 1 – Site location**

Source: Nearmaps and Ethos Urban



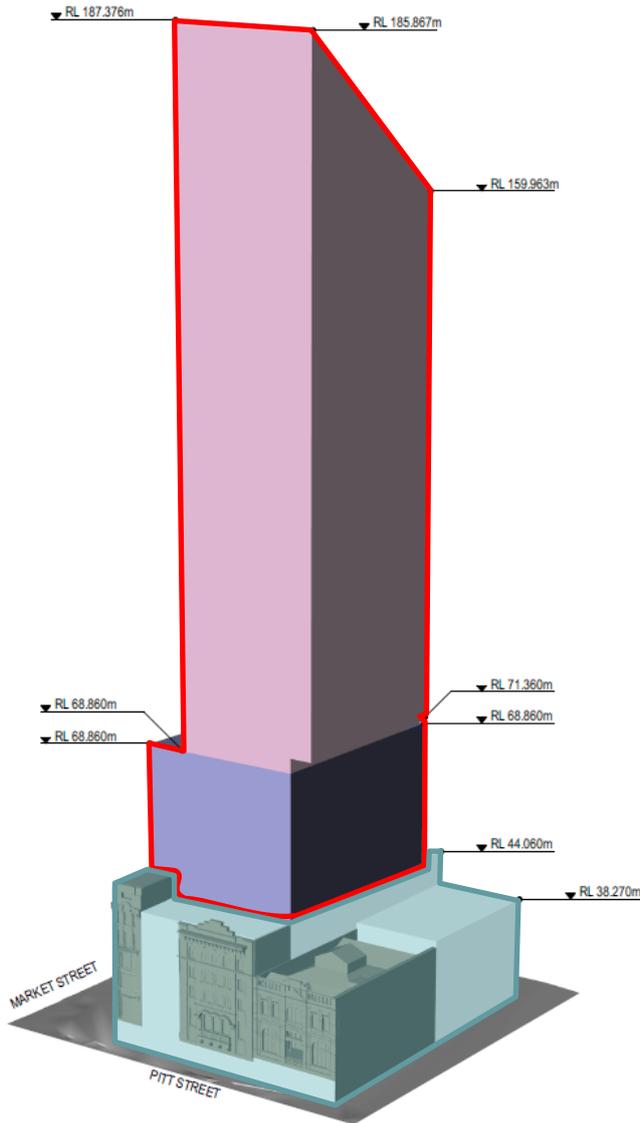
**Figure 2 The site (194, 196, 198-200 and 202-204 Pitt Street, from left to right)**

Source: Ethos Urban



Figure 3 - The heritage components of the site

Source: FJMT



- Tower component
- Heritage Component

**Figure 4 Location and extent of competition**  
 Source: FJMT

### 2.3 Type of competitive process

The proponent has elected to conduct a single **invited architectural design competition** for the project. The process is to be undertaken prior to the lodgement of any subsequent Development Application, in accordance with clause 1.1(2) of the *City of Sydney Competitive Design Policy*. The architectural design competition will be conducted in accordance with the Policy and *Competitive Design Model Brief*.

### 2.4 Selection of competitors

The proponent will undertake an Invited Design Competition, inviting **six (6) competitors**. The selection of the invited competitors will be determined by the proponent, undertaken in consultation with the City of Sydney, as follows:

- A Competitor may be 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).
- Competitors may include a range of emerging, emerged and established local, interstate or international architects or firms.

- No more than 50% of Competitors can include international firms as the principal/lead.
- A Competitor 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 for registration with their equivalent association.
- A Competitor shall have demonstrated capabilities in design excellence by being the recipient of an Australian Institute of Architects award or commendation, or in the case of overseas competitors the same with their equivalent professional association.

The jury will be required to consider a minimum of five (5) competition entries.

## 2.5 Establishment of the competition jury

The competition jury is to comprise a total of **six (6) jury members**. The jury will be appointed by the proponent and is comprised of:

- Half the members nominated by the consent authority, who have no pecuniary interests in the development proposal or involvement in approval processes, one of which must be a City of Sydney Design Advisory Panel member; and
- Half the members nominated by the proponent.

Jury members are to:

- Represent the public interest;
- Be appropriate to the type of development proposed;
- Include only persons who have expertise and experience in the, design and construction professions and industry; and
- Include a majority of registered architects with urban design expertise.

The chairperson of the jury will have expertise in architectural design and be a recognised advocate of design excellence.

## 2.6 Competition brief

The competition brief (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 the Policy. In establishing the brief, the proponent will ensure that:

- All details regarding the conduct of the competitive process are contained within the brief and only;
- The brief and appended documents are reviewed and endorsed in writing by the City of Sydney prior to its distribution to competitors, competition jury and technical advisors; and
- The brief is to be generally in accordance with the Competitive Design Model Brief and the City of Sydney Competitive Design Policy.

The competition 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.

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

The design competition will be pursuing up to **10% additional floor space** under clause 6.21(7) of the SLEP 2012 and the Policy. The site is affected by the Hyde Park West sun access plane and any additional floor space must be wholly located within the building envelope and remain consistent with the sun access plane.

## 2.8 Options for distributing floor space within the building envelope

The concept DA building envelope establishes the maximum parameters for the competitive process and the future built form on the site. Any additional floor space awarded under clause 6.21(7) of the SLEP 2012 and the Policy is to be located within the approved envelope. The distribution of the maximum permissible floor space will be consistent

with the relevant provisions of the SLEP 2012 and SDCP 2012 and any conditions of the concept development consent.

## **2.9 Sustainable design targets**

The competitive process is to achieve the ecologically sustainable development (ESD) targets as nominated in the ESD Targets document prepared by WSP and dated June 2019, via the design measures indicated.

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

## **2.10 Design integrity**

The architectural firm(s) of the winning scheme, (as chosen via the 'competitive design process'), is to be appointed as the Design Architect for the project and will perform this role until the completion of the project.

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

- Prepare a Development Application for the preferred design;
- Prepare the design drawings for a construction certificate for the preferred design;
- Prepare the design drawings for the contract documentation; and
- Maintain continuity during the construction phases through to the completion of the project.
- Through all phases listed above, coordinating the Heritage Component architect, to ensure a coherent and integrated design outcome.

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