

# **Attachment D**

## **Design Excellence Strategy**

## Design Excellence Strategy

326-328 Botany Road, Alexandria

This Design Excellence Strategy (Strategy) is prepared by Mecone on behalf of Leading Group Pty Ltd.

The purpose of this Strategy is to establish the framework for the competitive design process to deliver the highest standard of architectural, urban and landscape design.

This Strategy accompanies a concept DA for the development of land at 326-328 Botany Road, Alexandria. This Strategy has been prepared in accordance with the City of Sydney Competitive Design Policy (the Policy), the Sydney Local Environmental Plan 2012 (the LEP) and the Sydney Development Control Plan 2012 (the DCP).

In accordance with section 1.2 of the Policy and 3.3.2 of the DCP, this Strategy defines:

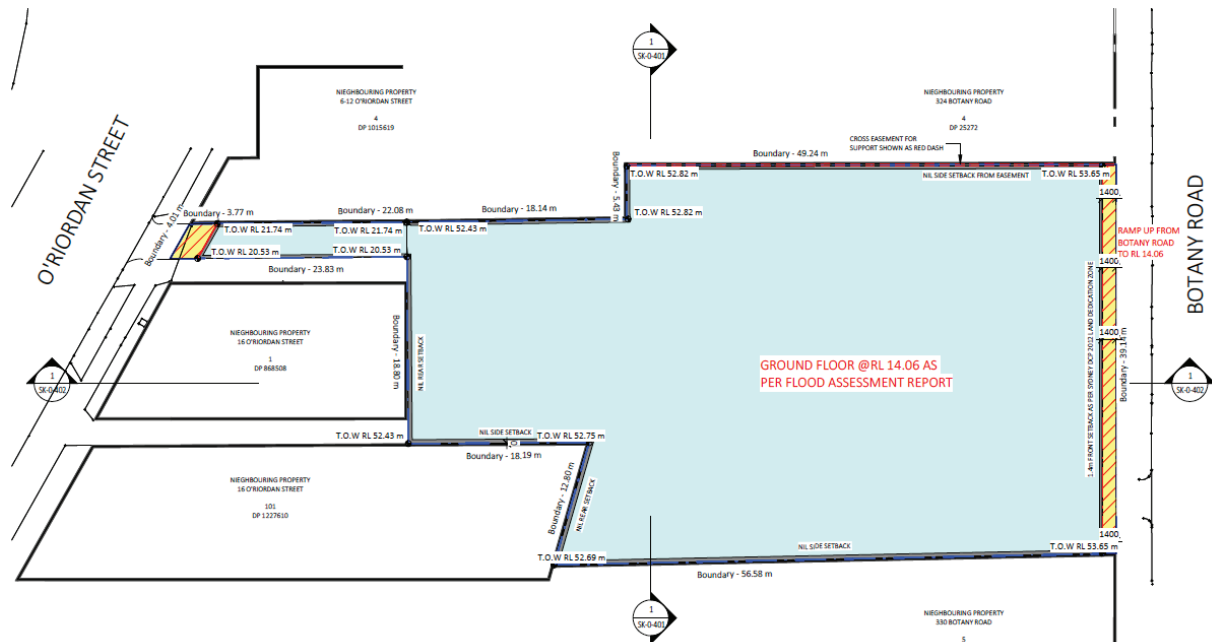
- a) *The location and extent of each competitive design process;*
- b) *The type of competitive design process(es) to be undertaken:*
  - (i) *an architectural design competition, open or invited; or*
  - (ii) *the preparation of design alternatives on a competitive basis.*
- c) *The number of designers 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 area or building 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.*

Note: Nothing in this Design Excellence Strategy represents an approval from the consent authority for a departure from the relevant SEPPs, LEP, DCP or approved Concept (Stage 1) DA. Where there is any inconsistency between this Strategy and the SEPPs, LEP, DCP or approved Concept (Stage 1) DA, the SEPPs, LEP, DCP and approved Concept (Stage 1) DA prevail.

Nothing in this document is to be taken as an approval or endorsement of any potential additional height or floor space available under Clause 6.21(7) of the Sydney LEP 2012.

## 1. Location and extent of the competitive process

The competitive process will apply to the building envelope seeking approval through the concept DA, as shown in **Figure 1** and **Figure 2** below and will be seeking an additional 10% FSR (discussed further in Section 6 below).



**Figure 1. Location and Extent of competitive process - Ground floor envelope**

Source: Dickson Rothschild

## 2. Type of competitive process

An invited competitive design alternatives process will be undertaken.

## 3. Competitors

The Proponent will invite a minimum of four (4) competitors to participate in the competitive design alternatives process. The selection of competitors will be undertaken in consultation with the City of Sydney (City) and will:

- Include a range of emerging, emerged and established architectural firms to participate in the competitive design process;
- Include only local firms as lead Design Architect; and
- 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. Selection Panel

The Selection Panel is to comprise a minimum of four (4) members, with:

- Two (2) members nominated by the Proponent;
- Two (2) members nominated by the City of Sydney (including the panel chair);

Selection Panel 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 experience.

The chairperson of the Selection Panel will have expertise in architecture and urban design and be a recognised advocate of design excellence.

The City will nominate an observer(s) to verify that the competitive process has been followed appropriately and fairly.

The Selection Panel's decision will be via a majority vote and will not fetter the discretion of the Consent Authority in its determination of any subsequent DA associated with the development site that is the subject of this competitive process.

## 5. Competitive Design Process Brief

In establishing a competitive process brief (Brief), the Proponent will ensure that:

- All details regarding the conduct of the competitive process are contained within the Competitive Design Alternatives Process Brief (Brief) and no other document;
- The Brief and appended documents have been reviewed and endorsed in writing by the City prior to commencement of any associated competitive process and its distribution to competitors; and
- The Brief is in accordance with the City's Model Competitive Design Process Brief and the Policy.

## 6. Allocation of up to 10% additional floor space

The Proponent will pursue up to 10% of additional floor space under clause 6.21 (7)(b)(i) of the LEP, the distribution of which will be explored through the competitive process and is to be consistent with the Concept DA consent and relevant provisions of the LEP and DCP.

Any additional floor space pursued under clause 6.21 (7)(b)(i) of the LEP must not result in a breach of the maximum height control.

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 LEP.

## 7. Target Benchmarks for Ecologically Sustainable Development

The Brief is to include the ecologically sustainable development (ESD) targets for the development as set out in the SDCP2012.

At a minimum, the competitive design alternatives process undertaken will be required to aim to achieve the following ESD targets;

- Building Code of Australia – compliance with the requirements of Section J Energy Efficiency;
- Requirements of 3.6 of the Sydney Development Control Plan 2012
- 4 Star Green Star Design & As-Built v1.2 Rating
- 5.5 Star NABERS Energy Base Building Rating
- Property Council of Australia (PCA) Office Quality Grade B

ESD targets and sustainability initiatives will be carried through the competitive process, design development and construction stages to completion of the project to deliver the ESD targets.

## 8. Design Integrity

The architect of the winning scheme, as selected by the Selection Panel will be appointed by the Proponent as Lead Design Architect.

To ensure design continuity and excellence of the winning scheme is maintained throughout the development process, as a minimum the Design Architect is to:

- Prepare a detailed (Stage 2) DA for the preferred design;
- Prepare the design drawings for a construction certificate for the preferred design;
- Prepare the design drawings for the contract documentation;
- Maintain continuity during the construction phases through to completion of the project;
- Provide any documentation required by the Consent Authority verifying the design intent has been achieved at completion; and
- Attend all meetings that pertain to design issues with the community, authorities and other stakeholders, as required.

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