

Attachment E

Design Excellence Strategy

DESIGN EXCELLENCE STRATEGY

525-529 GEORGE STREET, SYDNEY



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Summary

This Design Excellence Strategy (DES) has been prepared in conjunction with a Concept Development Application (D/2019/758) for 525-529 George Street, Sydney ('the site') which is legally known as Lot 1 in DP 224683. This Design Excellence Strategy has been prepared by Giovanni Cirillo of Planning Lab on behalf of Event Hospitality & Entertainment Limited. It has been prepared in accordance with the City of Sydney Competitive Design Policy 2013, Sydney LEP 2012 and the Sydney DCP 2012.

This Design Excellence Strategy addresses the considerations required under:

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

(2) The Design Excellence Strategy is to define:

(a) The location and extent of each competitive design process(es);

(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 fine gain and contextually varied architectural design is to be achieved across large sites;

(e) Whether the competitive design process is pursuing additional building height or floor space;

(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.

It is proposed that an invited Competitive Design Alternative Process (CDAP) will be conducted with a minimum of three (3) competing design alternative schemes. After approval is granted for the concept development application by City of Sydney, a Competitive Process Brief will be provided to City of Sydney for endorsement. The CDAP will be commenced as soon as is reasonably possible after the endorsement of the Brief.

Design Excellence Strategy Objectives

The objectives of this Strategy are to:

- a. Establish a methodology for the Proponent to implement a competitive design process for the redevelopment of the site, in accordance with the Policy.
- b. Ensure that the competitive design process works within the framework of the approved DES.
- c. Confirm the number of emerging, emerged, and established architectural practices to participate in the competitive process and how these will be selected.
- d. Establish the process for the selection of members to a competitive design Selection Panel.
- e. Set out the approach for establishing a Competitive Design Process Brief ('CDPB') that ensures:
 - the Consent Authority's design excellence requirements are balanced with the Proponents objectives,
 - achievement of design excellence and architectural diversity; and,
 - procedural fairness for competitors.
- f. Consider the approach for the assessment, decision making, and dispute resolution within the competitive design process;
- g. Ensure that design excellence integrity is continued in the subsequent detailed development proposal through from the construction phase and to the completion of the project;
- h. Clarify the rationale for granting of up to 10% additional floor space under Clause 6.21(7)(b) of SLEP 2012 having regard to the planning objectives and controls outlined in SLEP 2012, SDCP 2012, and the Concept DA consent; and
- i. Ensure sustainability initiatives and ecologically sustainable development targets are defined and developed through the competitive design process.

Location and Extent of the Process

The CDAP relates to 525-529 George Street, Sydney which is legally described as Lot 1 in DP224683. The site is currently occupied by part of an existing cinema complex which extends to the north into 505-523 George Street. 505-523 George Street is under separate ownership and is not part of the site. The CDAP will relate solely to 525-529 George Street, however, elements of the proposal will involve co-ordination with 505-523 George Street. The extent of the proposal will be in accordance with the concept development application.

The site is generally rectangular with an area of 1,856.1m². The site has frontages to George Street and Kent Street with its southern boundary adjoining Albion Place.



Figure 1 - Aerial image identifying the site (Six Maps)

The Competitive Design Process

Competitive Design Alternatives Process

An invited CDAP is proposed to be conducted in accordance with the City of Sydney Competitive Design Policy and the Competitive Design Brief which will be endorsed by City of Sydney prior to commencing the competitive design process. The winning design will form the basis of a Detailed Development Application.

The process is to be documented by a representative of the Proponent in sufficient detail to allow an independent audit of the process to be undertaken by an independent body if required.

Once a winning design has been selected a Competitive Design Alternative Report is to be submitted to City of Sydney prior to the lodgement of the detailed design development application. The report must:

- a. include the design alternatives that were considered,
- b. an assessment of the merits of each alternative design,
- c. establish the rationale for the final choice and demonstrate how it exhibits design excellence in compliance with the Sydney LEP 2012; and,
- d. include a copy of the Competitive Design Alternatives Brief.

Competitive Design Process Brief

In preparing the CDPB the Proponent as per Clause 2.3 of the Policy will ensure that:

- a. All details regarding the conduct of the competitive process will be contained within the brief only;
- b. The brief and appended documents will be reviewed and endorsed in writing by City of Sydney prior to commencement of any associated competitive process and its distribution to invited competitors; and
- c. The Brief is to be in accordance with City of Sydney's Model Competitive Design Process Brief and the Policy.

Competitors

The Proponent will undertake a CDAP with a minimum of three (3) invited Competitors. The selection of the invited Competitors will be determined by the Proponent, undertaken in consultation with City of Sydney, as follows:

- a. 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);
- b. Competitors will include a range of emerging and established local, interstate, or international architects or firms; and,
- c. 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.

Selection Panel

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

- a. The Selection Panel will be appointed by the Proponent and nominated in consultation with City of Sydney;
- b. The Selection Panel is to constitute a total of four (4) members:
 - Two (2) members nominated by the Proponent; and
 - Two (2) members nominated by City of Sydney.
 - 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 development, design and construction professions and industry; and
 - Include a majority of registered architects with urban design experience.
- c. The chairperson of the Selection Panel will have expertise in architectural design and be an advocate of design excellence; and
- d. The City of Sydney will nominate an impartial observer(s) to verify that the competitive design process has been followed appropriately and fairly

The Selection Panel's decision will be via a majority vote. Unless stated otherwise herein, Clause 4.2 of the 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.

Architectural Design Variety Across Large Sites

The site is to contain only one tower building (rather than several distinct buildings on a large site) and accordingly it is unnecessary to ensure design variety is achieved.

Design Integrity

The individual or firm responsible for the winning scheme will be appointed as the Design Architect to be responsible for the project until completion of the development. The role of the Design Architect will include, but may not be limited to:

- preparation of the detailed design development application,
- preparing design documentation for the construction certificate phase,
- preparation of design drawings for contract documentation;
- overseeing the construction phases of development to completion;
- 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.

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) of the Sydney LEP 2012.

Ecologically Sustainable Development

The CDAP is to achieve the ecologically sustainable development (ESD) targets for the development as set out in the concept development consent conditions.

The competitors should achieve the following targets in their design:

- Hotel – Energy: NABERS Energy Commitment Agreement targeting 4.5 stars.
- Hotel – Water: Minimum NABERS water rating of 4 stars.
- Residential apartments: BASIX Energy rating of 30 or higher.

The winning design will be required in the detailed design development application, at a minimum, to demonstrate compliance with BASIX within the residential areas of the building and Section J of the National Construction Code (NCC) in the commercial areas of the building.

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.

Conclusion

This design excellence strategy has been prepared such that it complies with the relevant sections of the City of Sydney Competitive Design Policy 2013 and the City of Sydney Development Control Plan 2012, as identified at the Summary section earlier herein.