

Attachment A6

Design Excellence Strategy

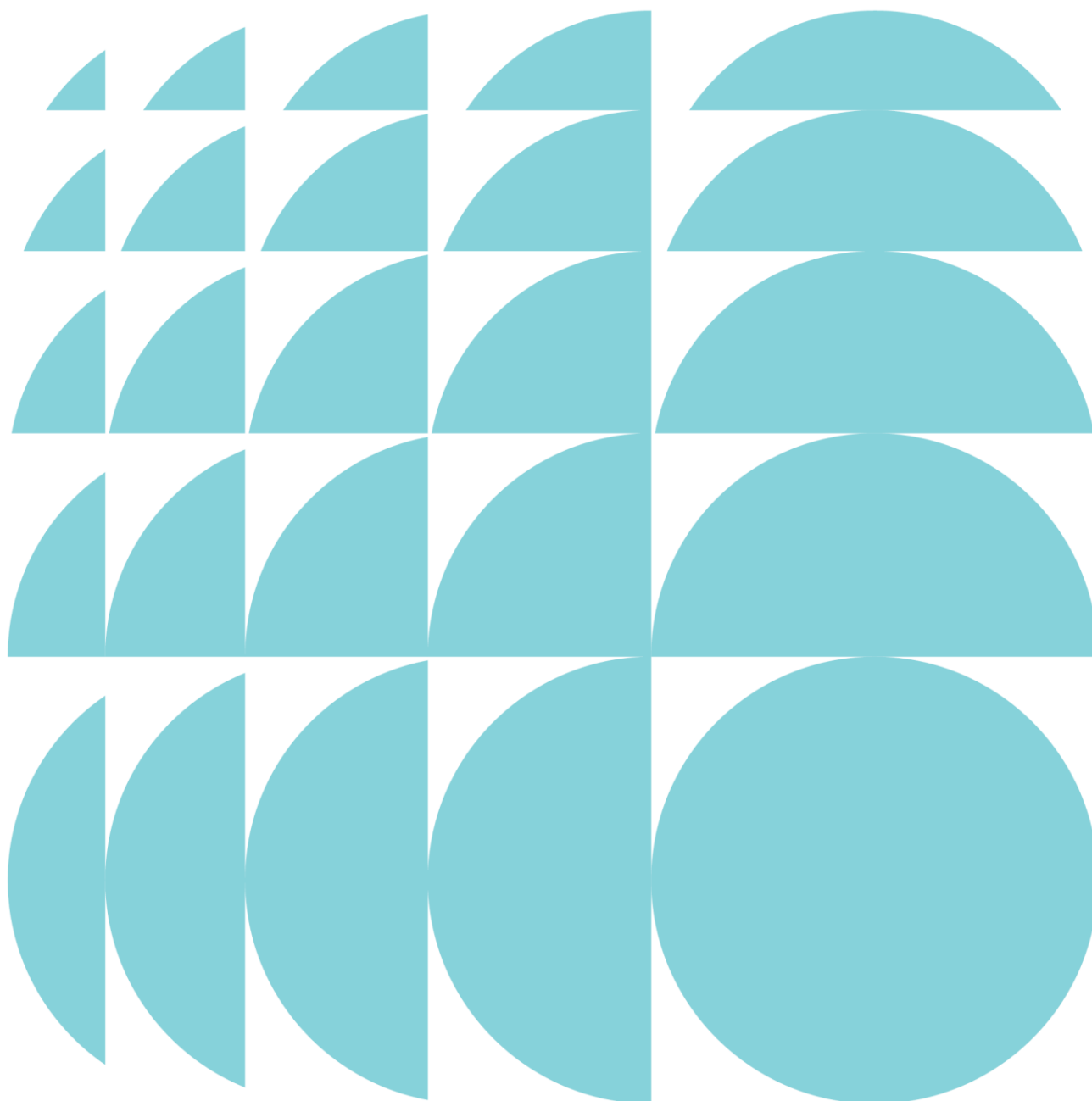
ETHOS URBAN

Design Excellence Strategy

55 Pitt Street, Sydney

Submitted to City of Sydney
On behalf of Mirvac Projects Pty Ltd

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1.0 Overview

1.1 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of Mirvac Projects Pty Ltd (the proponent). It supports a Planning Proposal and Development Control Plan amendments that will enable a commercial tower of up to 232m to be developed on land within the block bound by Underwood Street, Pitt Street and Dalley Street, Sydney.

In accordance with clause 1.2 of the *City of Sydney Competitive Design Policy 2012* (the Policy) and clause 3.3.2 of the *Sydney Development Control Plan 2012* (SDCP 2012) this Strategy defines:

- The location and extent of the competitive design process;
- The type of competitive design process 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;
- Whether the competitive design process is pursuing additional height or floor space;
- Options for distributing any additional floor space ratio or height which may be granted by the consent authority for demonstrating design excellence through a competitive design process; 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 a minimum of five (5) invited competitors.

It is envisaged that the competitive process will begin as soon as practical after the public exhibition of the Planning Proposal 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, Sydney Local Environmental Plan 2012 (Sydney LEP 2012) or Sydney Development Control Plan 2012 (Sydney DCP 2012) controls (as amended by the Planning Proposal for 55 Pitt Street). Where there is any inconsistency between this Strategy and the relevant SEPPs, LEP or DCP (as amended by the 55 Pitt Street Planning Proposal), the relevant SEPPs, LEP or DCP (as amended) 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;
- 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.

- 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 The location and extent of the competitive design process

The site of the proposed commercial tower is located at 37 – 57 Pitt Street and 6 – 8 Underwood Street, Sydney (otherwise known as 55 Pitt Street). The broader site also incorporates the adjacent Telstra exchange at 6 Dalley, the adjacent Ausgrid substation at 8-14 Dalley Street, and Queens Court. The broader site (excluding Queens Court) has an area of 4,294.6sqm (refer to **Table 1**).

The Competition is intended to apply to the **whole of the broader site** (including Queens Court) as shown in **Figure 1**.

Table 1 Land subject to competitive design process

Property	Title Description	Owner	Area (sqm)
37 Pitt Street	Lots 2 – 3 DP 1092 Lot 6 DP 75338 Lot 7 DP 110046 Lot 4 DP 524306 Lots 1 – 2 DP 1112308	Mirvac Capital Pty Ltd	1347.7
49 – 57 Pitt Street	1 DP 513109	Mirvac Capital Pty Ltd	629.8
6 – 8 Underwood Street	Lot 501 DP 714847	Mirvac Capital Pty Ltd	462.2
8 – 14 Dalley Street	Lot A and B DP 104160	Ausgrid	851.2
6 Dalley Street	Lot 1 DP 787946	Telstra	1003.7
<i>Queens Court</i>	<i>Road</i>	<i>City of Sydney Council</i>	<i>74.6</i>
Total Area (excluding Queens Court)			4,294.6

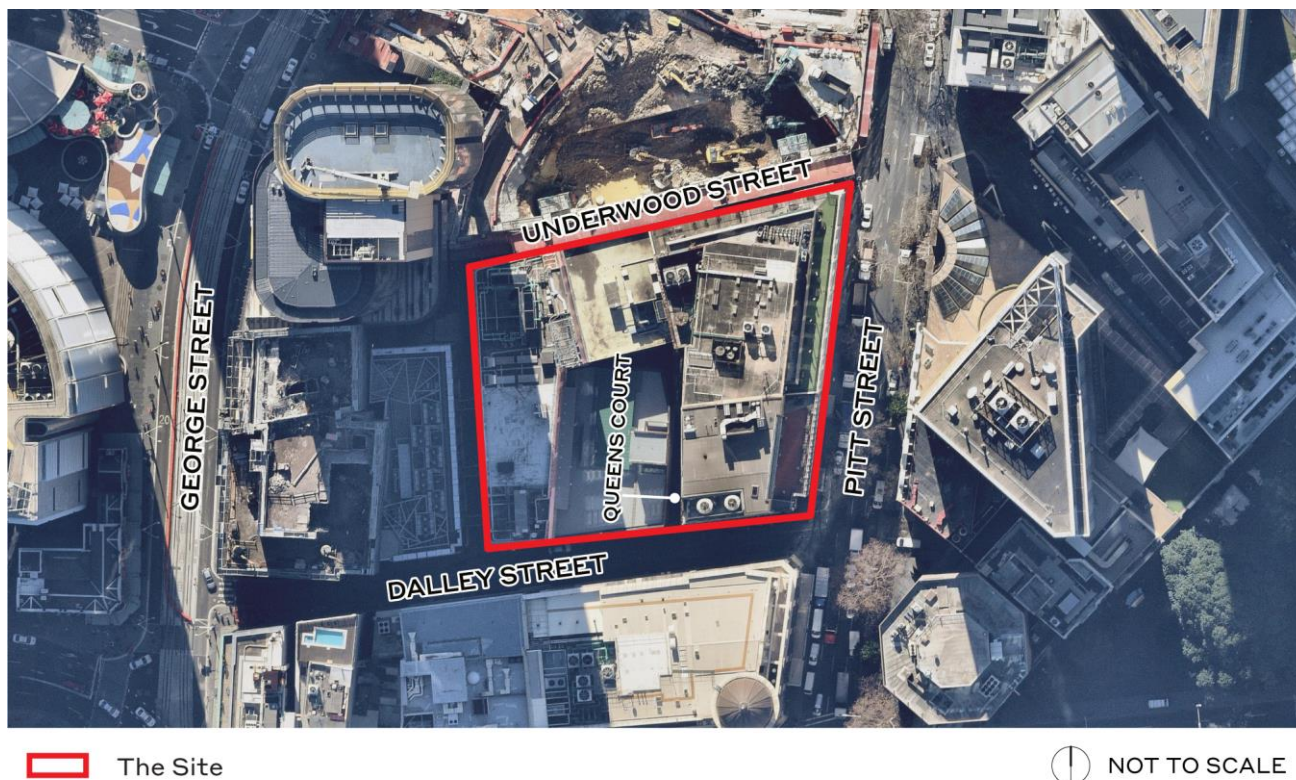


Figure 1: Site location and extent of competitive design process

Source: NearMap and Ethos Urban

2.2 The type of competitive design process to be undertaken

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*.

2.3 Selection of competitors

The proponent will undertake an Invited Design Competition with a **minimum of five (5) invited 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 must be 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.

2.4 Establishment of the competition jury

The competition jury will comprise a minimum of four (4) and a maximum 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 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.

2.5 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.

2.6 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. Any additional floor space pursued under clause 6.21 must not exceed the maximum floor space control.

2.7 Options for distributing floor space within the building envelope

The distribution of the additional floor space is to be considered by the competitors in the competitive design process and must be consistent with provisions contained in the Planning Proposal (including Draft DCP Amendments) for 55 Pitt Street, Sydney.

The Planning Proposal and Draft DCP amendments support a tower envelope up to 232m that can accommodate the maximum site specific permissible FSR (inclusive of the 10% additional floor space available under Clause 6.21 of Sydney LEP).

2.8 Sustainable Design Targets

The competition process is to achieve the following minimum ecologically sustainable development (ESD) targets:

- NABERS Energy rating of 5.5 stars
- NABERS Water rating of 4 stars
- Greenstar rating of 6 stars

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.

3.0 Design Integrity

The Architectural firm of the winning scheme, (as chosen via the 'architectural design competition 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.

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