

Attachment D

Design Excellence Strategy



URBIS

DESIGN EXCELLENCE STRATEGY

21 Collins Street, Alexandria

Prepared for

JAIMEE ALEX PTY LTD

20 September 2021

URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

Director	Andrew Harvey
Project Code	P0019253
Report Number	FINAL

Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.

All information supplied to Urbis in order to conduct this research has been treated in the strictest confidence. It shall only be used in this context and shall not be made available to third parties without client authorisation. Confidential information has been stored securely and data provided by respondents, as well as their identity, has been treated in the strictest confidence and all assurance given to respondents have been and shall be fulfilled.

© Urbis Pty Ltd
50 105 256 228

All Rights Reserved. No material may be reproduced without prior permission.

You must read the important disclaimer appearing within the body of this report.

urbis.com.au

CONTENTS

- 1. Introduction1
- 2. Location and Extent of the Competitive Design Process2
- 3. Implementation of Strategy Objectives.....3
- 4. Requirements for a Competitive Process.....4
- 5. Selection Panel5
- 6. Design Integrity6
- 7. Allocation of up to 10% Additional Floorspace7
- 8. ESD Targets8
- Disclaimer10

1. INTRODUCTION

This Design Excellence Strategy has been prepared by Urbis on behalf of Jaimee Alex Pty Ltd (**the proponent**) and aims to guide the realisation of the redevelopment of 21 Collins Street, Alexandria to achieve the highest quality architectural, urban design and landscape outcomes for the site.

This Strategy accompanies a Concept Development Application (DA) (D/2020/1171) for the site. 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 Clause 1.2 under the City of Sydney Competitive Design Policy 2013 and Section 3.3.2 of the Sydney DCP 2012 this Design Excellence Strategy defines:

- (a) the location and extent of each competitive design process;*
- (b) the type of competitive design process(es) to be undertaken: an open or invited architectural design competition or competitive design alternatives;*
- (c) the number of designers involved in the process(es);*
- (d) how fine grain and contextually varied architectural design 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 or height which may be granted by the consent authority for demonstrating design excellence through a competitive design process; and*
- (g) the target benchmarks for ecologically sustainable development.*

2. LOCATION AND EXTENT OF THE COMPETITIVE DESIGN PROCESS

The site is legally known as Lot 2 of Deposited Plan 342227 and is located at the north-eastern corner of the intersection of Collins Street and O’Riordan Street. The street address of the site is 21 Collins Street, Alexandria, however, is also known as 40-42 O’Riordan Street, Alexandria. The former address will be used throughout this application to reference the site.

The site is regular in shape, with a curved south-western boundary corner, and has an area of 4,316.7sqm. It has a 69m frontage to Collins Street, a 65m frontage to O’Riordan Street and a 64m frontage along the eastern side boundary.

The competitive design process will apply to the entire site area, as outlined in ‘red’ in **Figure 1**.

Figure 1 Location and extent of the competitive process (Aerial photograph of the site)



Source: Nearmap, Urbis

3. IMPLEMENTATION OF STRATEGY OBJECTIVES

In accordance with Section 1.2 (2) of the City of Sydney Competitive Design Policy 2013, the following items have been addressed to ensure implementation of the strategy objectives.

3.1. COMPETITIVE DESIGN APPROACH

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

- Undertake an 'invited' competitive design alternatives process (competitive process) for the site that will inform the Detailed DA.
- Invite a minimum of three (3) competitors to participate.
- The selection of competitors will be undertaken in consultation with the City of Sydney (city) and will:
 - Include a range of emerging and established architectural practices to participate in the competitive process.
 - Competitors should be limited to Australian architectural practices.
 - 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 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.

4. REQUIREMENTS FOR A COMPETITIVE PROCESS

In preparing the Competition Brief the Proponent as per Section 2.3 of the Policy will ensure that:

- All details about the conduct of the competitive process are contained within the Competition Brief and no other document;
- The Brief and appended documents have been reviewed and endorsed by the City prior to commencement of any associated competitive process and its distribution to Competitors; and
- The Brief is to be generally in accordance with City of Sydney's Model Competitive Design Process Brief and the Policy.

5. SELECTION PANEL

- The Selection Panel is to constitute a total of four (4) members:
 - Two (2) members nominated by the Proponent,
 - Two (2) members nominated by the 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 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 of Sydney will nominate an impartial observer(s) to verify that the Competition design process has been followed appropriately and fairly.
- The Selection Panel decision will be via a majority vote. The decision of the Selection Panel 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.

6. DESIGN INTEGRITY

The architect of the winning scheme, as selected by the Selection Panel, will be appointed by the Proponent as 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 DA for the preferred design.
- Prepare the design drawings for a construction certificate for the preferred design;
- Attend all meetings that pertain to design issues with the community, authorities and other stakeholders, as required;
- Provide any documentation required by the Consent Authority verifying the design intent has been achieved at completion;
- Prepare the design drawings for contract documentation; and
- Maintain continuity during the construction phases, through to the completion of the project.

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

7. ALLOCATION OF UP TO 10% ADDITIONAL FLOORSPACE

The Proponent will pursue up to an additional 10% floor space under Clause 6.21(7)(b)(i) of Sydney LEP 2012 the distribution of which area will be explored through the Competition and must be consistent with the provisions contained in 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 Sydney LEP 2012 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 floorspace available under Clause 6.21(7)(b)(i) of the SLEP 2012.

8. ESD TARGETS

The Brief is to include the ecologically sustainable development (**ESD**) targets and design measures for the development as set out below:

- Mechanical HVAC in apartments with a minimum 4-star energy efficiency rating (**EER**) for both cooling and heating functions.
- High efficiency LED lighting as the predominant artificial lighting solution in both common areas and dwelling spaces. BASIX Energy score of 45 or greater
- Inclusion of onsite renewable energy generation via photovoltaics – Targeting a generation capacity of 0.5 kWp or greater per Dwelling unit
- BASIX Water – Exceed minimum mandate of 40
- Domestic Hot water service to be either central gas boosted solar thermal hot water system or alternatively a Heat Pump Hot Water System.

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 and design inclusions described above.

DISCLAIMER

This report is dated 20 September 2021 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Jaimee Alex Pty Ltd (**Instructing Party**) for the purpose of Design Excellence Competition (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.