

Attachment A11

**Proposed Design Excellence Strategy
757-763 George Street, Haymarket**

Design Excellence Strategy

757 - 763 George Street, Haymarket

This Design Excellence Strategy (Strategy) is prepared by Mecone on behalf of Samprian Pty Ltd (the Proponent). The Strategy relates to a Planning Proposal and Site Specific DCP that will facilitate the delivery of a mixed use hotel tower up to RL 117.87m (or 105.87m from ground level) on land located at 757 - 763 George Street, Haymarket.

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

This Strategy has been prepared in accordance with the *City of Sydney Competitive Design Policy (the Policy)*, *Draft Amendment to Competitive Design Policy (February 2020)*, the *Sydney Local Environmental Plan 2012 (the SLEP 2012)* and the *Sydney Development Control Plan 2012 (the SDCP 2012)*.

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

- a) The location and extent of each competitive design process;
- b) The type of competitive design process 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 floorspace 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, the SLEP 2012 or the SDCP 2012. Where there is any inconsistency between this Strategy and the SEPPs, the SLEP 2012 or the SDCP 2012 (as amended by the 757 - 763 George Street Planning Proposal), the relevant SEPPs, SLEP 2012 or SDCP 2012 (as amended) 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 SLEP 2012.

1. Location and Extent of the Competitive Process

The site to which the competitive design process relates is located at 757 – 759 George Street and 761 - 763 George Street, Haymarket. The site has an area of 1,030m² and is irregular in shape.

The site located at 757 – 759 George Street accommodates a four (4) storey building, with the upper storey setback to provide a perceived height of three (3) storeys. The corner site located at 761-763 George Street contains a two (2) storey brick building.

The details of the site are set out in the **Table 1**. The site to which the competitive design process relates is shown in **Figure 1** below.

Table 1. Description of site(s) subject to competitive design process

Site	Legal Description	Owner	Area
757-759 George Street	Lot 11 in DP 70261	Sampran	600m ²
761-763 George Street	Lot 1 in DP 10316545	Sampran	430m ²
Total Area			1,030m²

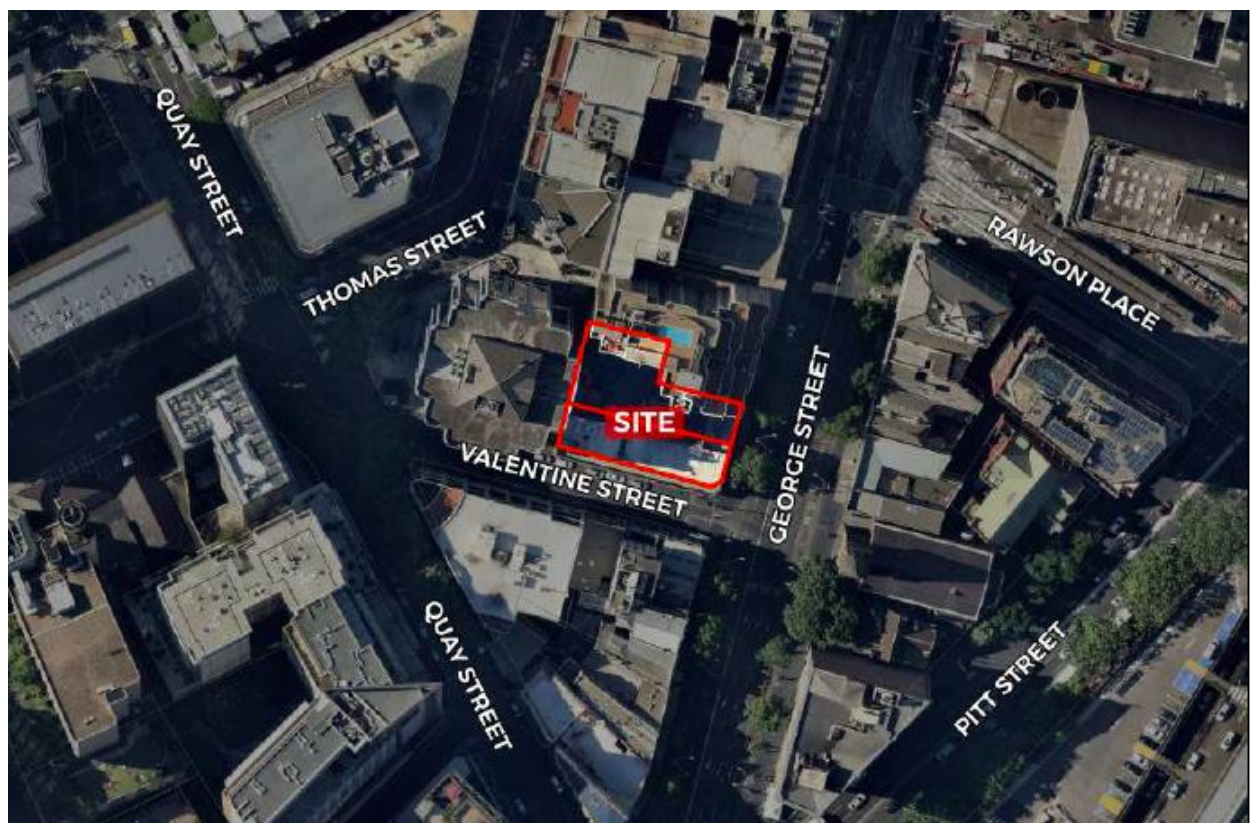


Figure 1. Location and extent of the competitive process
Source: Mecone Mosaic

2. Type of Competitive Process

The proponent has opted to carry out an invited architectural design competition as the competitive design process. In accordance with clause 1.1(2) of the *City of Sydney Competitive Design Policy*, the process will be undertaken prior to the lodgement of a detailed Development Application and subsequent to the successful finalisation of a Planning Proposal and Site Specific DCP.

The process will be conducted in accordance with the *City of Sydney Competitive Design Policy* (as amended by the *Draft Amendment to Competitive Design Policy* that accompanies the Draft CSPS) and the *Model Competitive Processes Brief*.

3. Competitors

The Proponent will invite a minimum of six (6) competitors to participate in the invited architectural design competition. The selection of competitors will be undertaken in consultation with the City of Sydney.

Selected competitors must satisfy the following minimum requirements:

- 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, be eligible for registration with their equivalent association.
- Have received an Australian Institute of Architects (AIA) commendation or award in the past 5 years or international equivalent;
- A minimum of 50% of all competitors must be Australian based architects;
- At least one (1) competitor is an emerging architect or all competitors must be in partnership with emerging architects;
- Competitors must demonstrate a high level of skill in sustainable design; and
- Each competitor's design / leadership team must have a minimum 50 per cent female representation.

4. Jury

The Jury is to comprise a minimum of six (6) members, including:

- Four (4) members nominated by the Consent Authority;
- Two (2) members nominated by the Proponent; and
- At least one (1) member who is a sustainability expert.

Jury members are to:

- Have no pecuniary interest in the development proposal and no involvement in the approval process;
- Represent the public interest;
- Be appropriate to the type of development proposed; and
- Include only persons who have expertise and experience in the design and construction professions and industry.

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

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

The Jury's decision will be via a majority vote. Unanimous agreement is not required. Where the Jury is split evenly, the panel Chair will have the deciding vote.

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

5. 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 SLEP 2012.

Any additional floor space pursued under clause 6.21(7)(b)(i) of the SLEP 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 floor space available under clause 6.21(7)(b)(i) of the SLEP 2012.

6. Options for Distributing Floor Space within the Building Envelope

The distribution of the additional floor space is to be considered by consortiums in the invited architectural design competition and is to be consistent with the provisions nominated in the Planning Proposal and associated Site Specific DCP.

The Planning Proposal and the Site- Specific DCP amendments support a tower envelope up to RL 117.87m (or 105.87m from ground level) that can accommodate the maximum site-specific permissible FSR (inclusive of the 10% additional floor space permitted under clause 6.21 of the SLEP 2012).

7. 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 Design Excellence Procedure Amendment*.

8. Target Benchmarks for Ecologically Sustainable Development

The Brief is to include the ecologically sustainable development (ESD) targets for the development.

At a minimum, the competition process is to achieve the following minimum ESD targets:

- 5 Star Green Star Design and As-Built v.13 rating for the whole development;
- 5 Stars NABERS Energy for the hotel use;
- Section J mandatory minimum energy efficiency performance requirements for class 3, 5 and 9 buildings;
- Net Zero Carbon;
- Zero Waste; and
- Water Efficiency.

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

9. Design Integrity

The architect of the winning scheme, as selected by the Jury 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 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;
- 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.