

Attachment F

Design Excellence Strategy

Design Excellence Strategy

330-332 Botany Road, Alexandria

Submitted to City of Sydney
On behalf of City West Housing



'Gura Bulga'

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.

By using the green and blue colours to represent NSW, this painting unites the contrasting landscapes. The use of green symbolises tranquillity and health. The colour cyan, a greenish-blue, sparks feelings of calmness and reminds us of the importance of nature, while various shades of blue hues denote emotions of new beginnings and growth. The use of emerald green in this image speaks of place as a fluid moving topography of rhythmical connection, echoed by densely layered patterning and symbolic shapes which project the hypnotic vibrations of the earth, waterways and skies.

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We acknowledge the Gadigal people, of the Eora Nation, the Traditional Custodians of the land where this document was prepared, and all peoples and nations from lands affected.

We pay our respects to their Elders past, present and emerging.

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1.0 Introduction

1.1 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of City West Housing (the proponent) as the applicant for the Concept DA for 330-332 Botany Road, Alexandria (the site).

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 has been prepared in accordance with, section 3.3.2 of the Sydney Development Control Plan 2012 (SDCP 2012), and the City of Sydney Competitive Design Policy (the Policy). In accordance with section 1.2 of the Policy and section 3.3.2 of the SDCP 2012, this Strategy defines:

- The location and extent of each competitive design process;
- The type of competitive design process(es) to be undertaken:
 - An architectural design competition, open or invited.
 - 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 floor space or building height;
- How fine grain and contextually varied architectural design is to be achieved across large sites;
- Options for distributing any additional floor space or building height which may be granted by the consent authority for demonstrating design excellence through a competitive process; and
- 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, Sydney Local Environmental Plan 2012 (SLEP 2012), SDCP 2012 controls or Concept DA consent. Where there is any inconsistency the SEPPs, LEP, DCP and Concept DA consent shall prevail.

2.0 Design Excellence Strategy

2.1 Location and Extent of the Competitive Process

The competitive process will apply to the whole of the site, as shown in **Figure 1** below.

The site is located at 330-332 Botany Road, Alexandria within the Sydney Local Government Area (LGA). The site is legally described as Lot 10 DP 1247504 and has a total site area of 6,708m².



Figure 1 Site Aerial

Source: Ethos Urban & Nearnmap

2.2 Type of Competitive Process

The proponent has elected to conduct an Invited Competitive Design Alternatives Process (competitive process) for the project. The process is to be undertaken prior to the lodgement of any subsequent Development Application, in accordance with provision 1.1(2) of the City of Sydney Competitive Design Policy. The competitive process will be conducted in accordance with the Policy and Competitive Design Model Brief.

2.3 Selection of Competitors

The proponent will appoint a minimum of three (3) competitors. The selection of the invited competitors will be determined by the proponent, undertaken in consultation with the City of Sydney, as follows:

- The competitive process will include a range of emerging, emerged and established local architectural practices or firms.
- Require that each 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 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 interstate competitors, the same with their equivalent professional association.
- Include all competitors constituted of local architectural firms only.

2.4 Selection Panel

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

- Two (2) of the members nominated by the proponent.
- Two (2) of the members nominated by the City.

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.
- 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 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 site that is the subject of a competitive process.

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

2.5 Competition 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 brief and no other document.
- The brief and appended documents are reviewed and endorsed in writing by the City prior to commencement of any associated competitive process and its distribution to competitors.
- The brief is to be generally in accordance with the City's Model Competitive Design Brief and the Policy.

2.6 Allocation of up to 10% additional floor space

The Proponent will pursue up to 10% additional floor space under clause 6.21D(3)(b) of the SLEP 2012, the distribution of which will be explored through the competitive process and is to be consistent with the Concept DA Submission and relevant provisions of the LEP and DCP.

Any additional floor space pursued under clause 6.21D(3)(b) must not exceed the maximum building height under SLEP 2012.

Nothing in this document is to be taken as an approval or endorsement of the potential additional floor space available under clause 6.21D(3)(b) of the SLEP 2012.

2.7 Sustainable Design Targets

The competition brief will require ecologically sustainable development (ESD) targets to be considered for the development as set out in this Strategy. The key ESD targets for the proposal include:

- BASIX Energy score of 35 (or appropriate alternative BASIX energy score as relevant to the Sustainable Buildings SEPP).
- BASIX Water score of 40.
- Minimum of 7 star NatHERS average rating across the development.
- Electrification of all building components, including within all dwellings, centralised services and commercial/retail premises.
- Inclusion of green roof elements in accordance with Council's Green Roofs and Walls Policy.

- Inclusion of on-site renewable energy generation via photovoltaic panels.
- Connection to the Green Square Town Centre recycled water system on Geddes Avenue/GS2AC Road.

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

2.8 Design Integrity

The architect of the winning scheme, as selected by the Selection Panel will be appointed by the proponent as the Design Architect. Where the winning architect is a consortium, partnership, or other joint authorship, each must retain representation and a leadership role in all processes following.

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.
- Prepare the design drawings for the contract documentation.
- Maintain continuity during the construction phases through to the completion of the project.
- Provide any documentation required by the Consent Authority verifying the design intent has been achieved at completion.
- 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.