

Attachment F

Design Excellence Strategy

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DESIGN EXCELLENCE STRATEGY

164-172 & 174-194 William
Street, Woolloomooloo

Prepared for
WILLIAM STREET NOMINEE
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1. INTRODUCTION

This Design Excellence Strategy has been prepared on behalf of William Street Nominee (**Proponent**) and aims to guide the realisation of the redevelopment of the site at 164-172 & 174-194 William Street, Woolloomooloo. The purpose of this Strategy is to establish the framework for the competitive design process to deliver the highest quality architectural, urban and landscape design outcomes for the site.

This Strategy accompanies a Concept Development Application (**DA**) 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 Policy and Section 3.3.2 of the DCP 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 the preparation of design alternatives on a competitive basis;*
- (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 building height;*
- (f) *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 design process; and*
- (g) *the target benchmarks for ecologically sustainable development.*

2. LOCATION AND EXTENT OF THE COMPETITIVE DESIGN PROCESS

The site is known as 164-172 & 174-194 William Street, Woolloomooloo and legally described as Lot 1 in DP 816050 and Lot 52 in DP 1049805.

The site has an area of 6,398m² with frontages of 88.5m to William Street in the south and 66.5m to Dowling Street in the east, 66.5m to Forbes Street in west and 36.2m to Judge Lane in the north. The competitive process will apply to the entire site area.

The site is outlined in 'red' in the aerial image in **Figure 1** below.

Figure 1 Aerial Photograph



Source: Urbis, 2022

3. IMPLEMENTATION OF STRATEGY OBJECTIVES

In accordance with Section 1.2 (2) of the Policy, 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 four (4) 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, emerged and established architectural practices to participate in the competitive process.
 - 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 or overseas competitors, eligible for registration with their equivalent association.
 - Include a majority of competitors as local architectural firms. Where a competitor is constituted of a number of architectural firms in partnership or collaboration the local firm must be the principle/lead architect to qualify as a local architectural firm
- A Competitor shall have demonstrated capabilities in design excellence by being the recipient of an Australian Institute of Architects (AIA) 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 process 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 competitive process 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) or six (6) members:
 - Half nominated by the Proponent.
 - Half 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 competitive design process has been followed appropriately and fairly.
- The selection panel's 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 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. 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.
- 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(D)(3)(b)(i)(B) 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(D)(3)(b)(i)(B) 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 floorspace available under Clause 6.21(D)(3)(b)(i)(B) of the LEP.

8. TARGET BENCHMARKS FOR ECOLOGICALLY SUSTAINABLE DEVELOPMENT

The brief is to include the ecologically sustainable development (ESD) targets and design measures for the development as set out in the Concept DA consent

The key ESD targets for the proposal are as follows:

- Improving upon minimum legislated BASIX benchmarks in line with City of Sydney Design Excellence guidelines:
 - BASIX Energy minimum score +5 and electrification
 - BASIX Water minimum score +10

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.



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