

Attachment D

Design Excellence Strategy

Design Excellence Strategy

**118-130 Epsom Road and 905 South Dowling Street,
Zetland**

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1 Overview

1.1 Overview

This Design Excellence Strategy (**Strategy**) has been prepared by Meriton on behalf of Karimbla Properties (No. 60) Pty Ltd (the **Proponent**). It supports a Concept Development Application submitted to the City of Sydney for a mixed-use development.

The purpose of the competitive process is to select the highest quality architectural, landscape and urban design solution for the site that has the potential to achieve design excellence.

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 section 1.2 of the Policy and 3.3.2 of the DCP, this Design Excellence Strategy defines:

- a) *The location and extent of each competitive design process(es);*
- b) *The type of competitive design process(es) 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 fine grain and contextually varied architectural design variety is to be achieved across large sites;*
- e) *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; and*
- f) *The target benchmarks for ecologically sustainable development.*

The proponent has elected to carry out a **Competitive Design Alternatives Processes** with three (3) competitions across the site (one per stage), with three (3) invited consortiums per competition.

1.2 Objectives of the Design Excellence Strategy

The objectives of the Design Excellence 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 City's Policy.
- Ensure that the competitive design process works within the framework of an approved Design Excellence Strategy in accordance with the City's Policy.
- 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 competitive design process brief to ensure:
 - The Consent Authority's design excellence requirements are balanced with the developer's commercial objectives;

- Achievement of design and architectural excellence on the site;
- Procedural fairness for Competitors:
 - That design excellence integrity is continued into the detailed development and construction phase to completion of the development;
 - That additional floor space, not height, will be pursued as part of the competitive process.
 - That sustainability initiatives and target benchmarks are defined in the Design Excellence Strategy and developed through the competitive design phase, construction and to completion of the development to deliver sustainable development.

Note: Nothing in this Design Excellence Strategy represents an approval from the consent authority for a departure from the relevant SEPPs, LEP, DCP or approved building envelopes. Where there is any inconsistency between this Strategy and the SEPPs, LEP, DCP or approved building envelopes, the SEPPs, LEP, DCP and approved building envelopes prevail.

Nothing in this document is to be taken as an approval or endorsement of any potential additional floor space available under Clause 6.21D of the Sydney LEP 2012.

2 Design Excellence Strategy

2.1 The Location and Extent of the Competitive Design Alternatives Process

The site of the proposed mixed-use residential development is located at 118-130 Epsom Road and 905 South Dowling Street, Zetland. The site is legally described as Lot 7 in Deposited Plan 24134 and Lot 2 in Deposited Plan 830870 respectively, and has a site area of 40,850sqm. As illustrated in **Figure 1**, the existing site contains a car dealership and associated facilities. All existing structures on the site are to be demolished.

The location and extent of each of the three (3) Competitive Design Alternatives Process is shown below in **Figure 2** Competitive Design Process Sites.



Figure 1: Aerial Image of Site (Source: Nearmap)

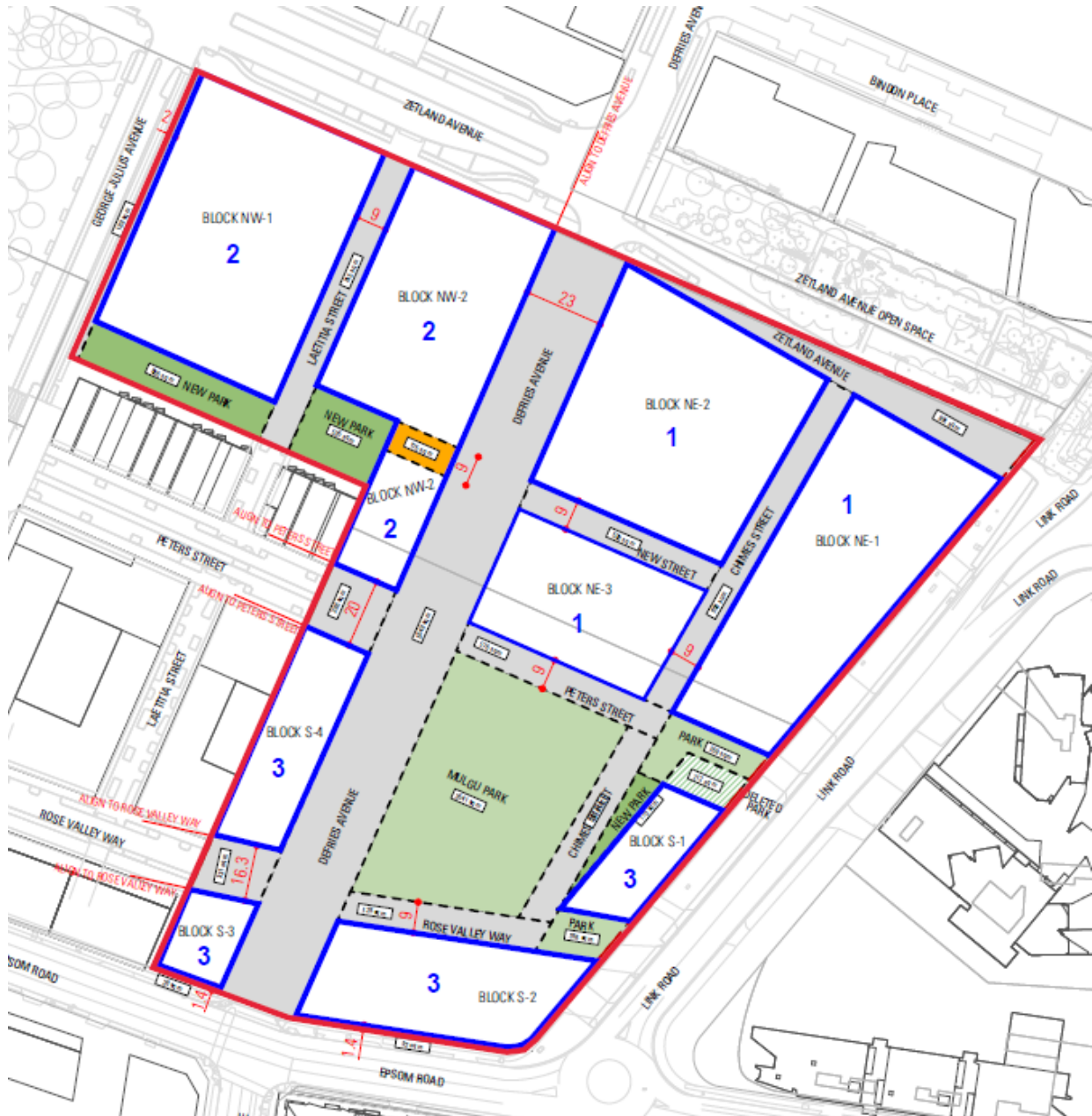


Figure 2: Competitive Design Process Sites

Key: Competitive Design Process Block
 Competitive Design Process Site boundary

The Competitive Design Alternatives Process will not apply to the roadways to be dedicated to Council, or the future Mulgu Park or other open spaces to be dedicated to Council.

2.2 The Type of Competitive Design Process to be Undertaken

The Proponent has elected, to conduct 3 separate Competitive Design Alternatives Processes for this project. Each Competitive Design Alternatives Process is to be undertaken prior to the lodgement of the associated detailed Development Application.

2.3 Selection of Competitors

Competitive Process Site	Design	Block Reference	Constitution of Each Competing Consortium
1		NE1 + NE2 + NE3	An established firm for block NE1 and an emerging firm for block NE2 and NE3
2		NW1 + NW2	An established firm for block NW1 and an emerging firm for block NW2
3		S1 + S2 + S3 + S4	An established firm for block S1 and S2 an emerging firm for block S3 and S4

The Proponent will undertake three (3) separate Competitive Design Alternatives Processes. The selection of competitors will be determined by the Proponent in consultation with the City of Sydney and in accordance with the following:

- (i) For each competitive design process site, a minimum of three (3) competing consortiums must participate.
- (ii) At least 50% of competitors are to be local or national Australian firms.
- (iii) 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.
- (iv) Each competitor is to 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.
- (v) To achieve diversity across the development site, no architectural firm which is selected a winner for a competitive design process may be invited to participate in any other competitive design process.

2.4 Timing of Competitive Design Alternatives Processes

The Competitive Design Alternatives Process will commence following the City's endorsement of the subsequent Competitive Design Alternatives Process Brief for each competitive design process site.

The sequencing of each competitive design process is to be in accordance with any approved staging plan or sequence requirement of the Concept Development Application.

Each competitive design process is to be coordinated to ensure the integration of individual development blocks to achieve whole of site design excellence.

2.5 Target Benchmarks for Ecologically Sustainable Development

The development will be required to achieve environmentally sustainable development (ESD) targets and optimise opportunities for environmentally sustainable design. Environmental performance targets to be achieved, include:

- Energy
 - Low Rise (3 Storey Multi-Units): 67
 - Mid Rise (4-5 Storey Multi Units): 61
 - High Rise (6-20 Storey Multi Units): 60
 - High Rise (20 Storey Multi Units): 63

- Water 40

- Thermal Loads:

Low Rise (3 Storey Multi Units) & Mid Rise (4-5 Storey Multi Units)

Maximum Allowable Thermal Loads (MJ/m ² /year)	Individual Dwellings	Average of all Dwellings
Heating	32.9	29.7
Cooling	20.4	21.2

High Rise (6-20 Storey Multi Units) & High Rise (20 Storey Multi Units and Higher)

Maximum Allowable Thermal Loads (MJ/m ² /year)	Individual Dwellings	Average of all Dwellings
Total	38	30
Heating	34.4	28.1
Cooling	21.4	20

In the case of an inconsistency between the above Environmental Performance targets and the new State Environmental Planning Policy (Sustainable Buildings) 2022 (Sustainable Buildings SEPP), the Sustainable Buildings SEPP prevails.

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.

3 Requirements for the Competitive Design Alternatives Process

3.1 Competitive Design Alternatives Process Brief

In preparing the Competitive Design Alternatives Process Brief (Brief), the Proponent will ensure that:

1. All details about the conduct of the Competitive Design Alternatives Process are contained within the Brief and no other document;
2. The Brief and appended documents have been reviewed and endorsed by the City of Sydney prior its distribution to competition competitors; and
3. The Brief is in accordance with the City's Model Competitive Design Brief and the Policy.

3.2 Selection Panel

1. The Selection Panel is to include a total of four (4) members consisting of:
 - Two (2) panel members nominated by the City of Sydney
 - Two (2) panel members nominated by the Proponent.
2. 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 development, design and construction professions and industry; and
 - Include a majority of registered architects with urban design expertise.
3. The Chairperson of the Selection Panel will have expertise in architecture and urban design and be a recognised proponent of design excellence in NSW.
4. The City of Sydney will nominate impartial observer(s) to verify that the Competitive Design Alternatives Process has been carried out appropriately and fairly.
5. 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 this competitive design process.

3.3 Design integrity

The designer of the winning scheme as determined by the Selection Panel for the Competitive Design Alternatives Process will be appointed as Lead Design Architect and will perform this role to completion of the development. Where the winning architect is a consortium, partnership or other joint authorship, each must retain representation and a leadership role in all processes following.

The role of the Lead Design Architect will include the following:

- Prepare a Development Application (DA) for the winning scheme, including all required architectural inputs to lodge a DA;
- Prepare the design drawings for the construction certificate for the preferred design;
- Provide a lead role in ensuring design integrity is maintained throughout the development process;
- Maintain continuity during the construction phases through to completion of the project; and
- Provide any documentation required by the consent authority verifying the design intent has been achieved at completion.

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

4 Allocation of up to 10% additional floor space

The Proponent will pursue up to 10% additional floor space as a result of undertaking a competitive design process in accordance with Clause 6.21D(3)(b) of the Sydney LEP 2012 and the City of Sydney Competitive Design Policy.

The award of the additional floor space will be determined by the Consent Authority in accordance with Clause 6.21 of the SLEP 2012.

The distribution of any additional floor space pursued under 6.21D(3)(b) must not result in a breach of the maximum height control and is to be consistent with the Concept DA consent and relevant provisions of the LEP and DCP