

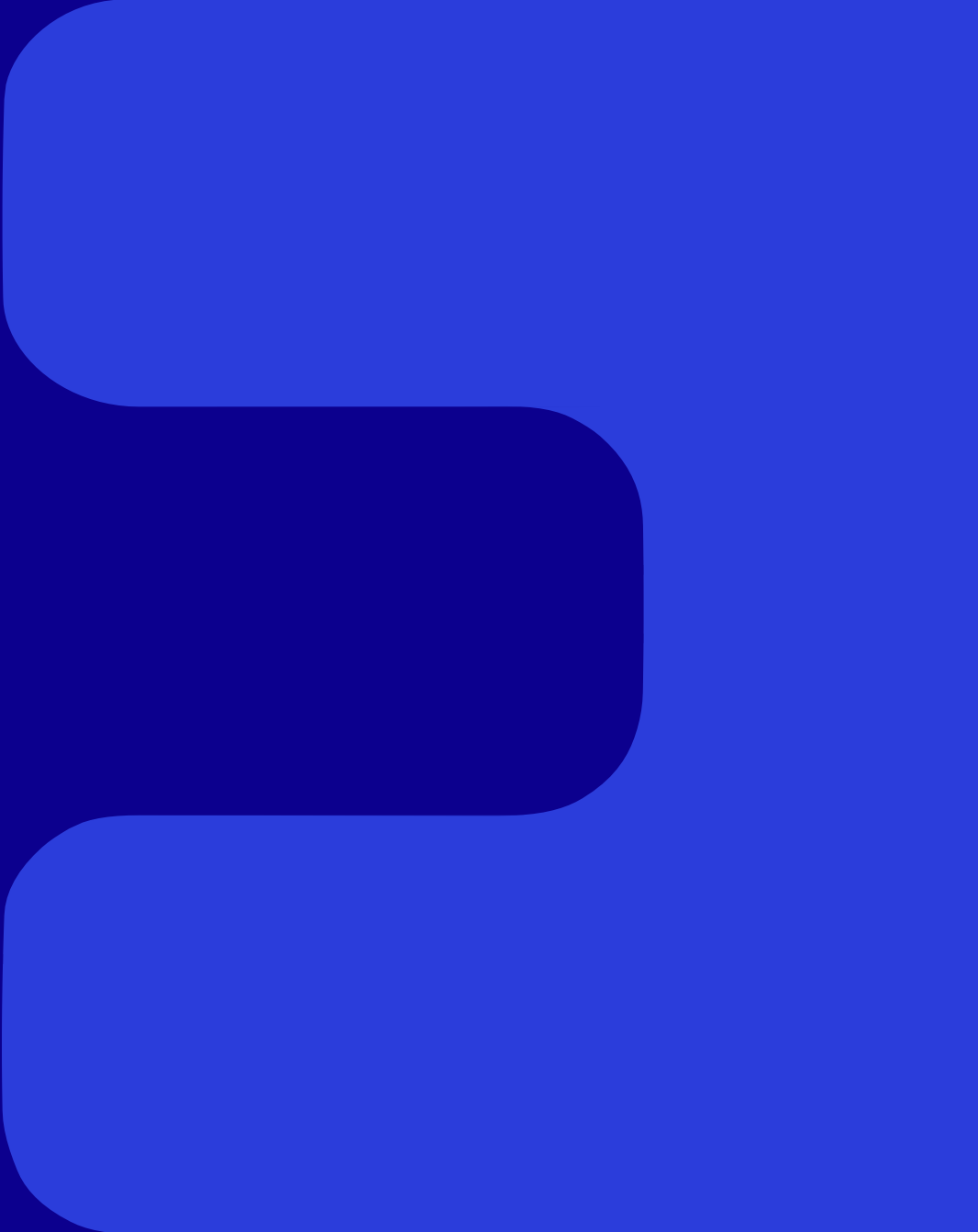
# **Attachment D**

## **Design Excellence Strategy**

# Design Excellence Strategy

158 Botany Road, Alexandria

Submitted to City of Sydney  
on behalf of Blueshore Development Group





**‘Gura Bulga’**

Liz Belanjee Cameron

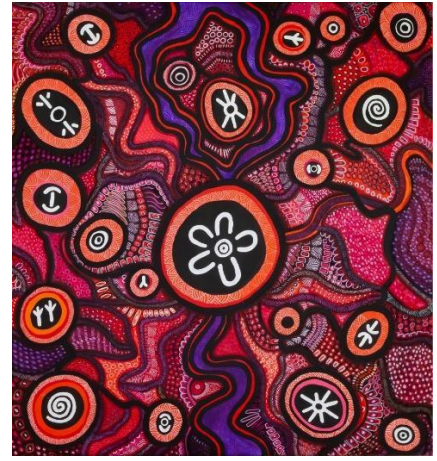
‘Gura Bulga’ – translates to Warm Green Country. Representing New South Wales.



**‘Dagura Buumarri’**

Liz Belanjee Cameron

‘Dagura Buumarri’ – translates to Cold Brown Country. Representing Victoria.



**‘Gadalung Djarri’**

Liz Belanjee Cameron

‘Gadalung Djarri’ – translates to Hot Red Country. Representing Queensland.

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

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

In supporting the Uluru Statement from the Heart, we walk with Aboriginal and Torres Strait Islander people in a movement of the Australian people for a better future.

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Director

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**This document has been prepared by:**

Stephen Gouge 25 October 2024

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# 1.0 Introduction

## 1.1 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of Blueshore Development Group (the proponent) as the applicant for the Concept DA (D/2023/1012) for 158 – 158A Botany Road and 158 Wyndham Street , 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 for the site.

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 2020 (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 the 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 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, SLEP 2012, SDCP 2012 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 158 Botany Road, Alexandria only (see **Figure 1**).



 The Site

 NOT TO SCALE

**Figure 1 Site Aerial**

Source: Ethos Urban & Nearmap

### 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 Policy. The competitive process will be conducted in accordance with the Policy and City of Sydney Model Competitive Design Process Brief (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, and will:

- include a range of emerging 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 (AIA) award or commendation or, in the case of interstate competitors, the same with their equivalent professional association.

## 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; and
- 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 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; and
- The brief is to be generally in accordance with the Model Brief and the Policy.

## 2.6 Allocation for 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 consent and relevant provisions of the SLEP 2012 and SDCP 2012.

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

The key ESD targets for the proposal are as follows:

- A NABERS Office Energy rating of 5.5 stars + 25% in operation
- Water fixtures within 1 star of the highest commercially available WELS rating
- A Net Zero energy outcome in line with the Sustainable Buildings SEPP
- A quantified assessment of the upfront embodied emissions associated with development.

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.

## 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; and
- Attend all marketing meetings and 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.