

Attachment D

Design Excellence Strategy

7-19 Coulson Street, 5 Goddard Street and 23 Eve Street, Erskineville

Design Excellence Strategy



5 March 2025
Amended Final

REF: #9556

Ver	Description	Date	Prepared By	Checked By
1	Draft	1 August 2024	LH	MB
2	Final	5 March 2025	LH	Council/MB

Level 2, 490 Crown Street
Surry Hills NSW 2010
Gadigal Country

T 61 2 9380 9911
E planning@sjb.com.au
W sjb.com.au

SJB Planning (NSW) Pty Ltd
ABN 47 927 618 527
ACN 112 509 501

Contents

1.	Introduction	3
1.1	Overview	3
2.	Design Excellence Strategy	4
2.1	Location and Extent of the Competitive Design Process	4
2.2	Type of Competitive Process	5
2.3	Competitors	5
2.4	Selection Panel	6
2.5	Competitive Design Alternatives Brief	6
2.6	Design Integrity	6
2.7	Proposed Allocation of up to 10% Additional Floor Space	7
2.8	Target Benchmarks for Ecologically Sustainable Development	7

1. Introduction

1.1 Overview

This Design Excellence Strategy (the Strategy) for 7-19 Coulson Street, 5 Goddard Street and 23 Eve Street, Erskineville (the site) has been prepared by SJB Planning on behalf of Brightwell Real Estate Pty Ltd (the proponent).

The purpose of this Strategy is to establish the framework for the competitive design process to deliver the highest standard of architectural and urban design responsive to the site's context.

This Strategy has been prepared in accordance with Section 1.2 of the Competitive Design Policy (the Policy) and Section 3.3.2 of the Sydney Development Control Plan (SDCP 2012), the Strategy defines:

- The location and extent of each competitive design process;
- The type of competitive design process to be undertaken;
- The number of designers involved in the process;
- 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 design process; and
- The target benchmarks for ecologically sustainable development.

Note: Nothing in this Strategy represents an approval from the consent authority for a departure from the relevant SEPPs, Sydney Local Environmental Plan (SLEP) 2012 or SDCP 2012. To the extent of any inconsistency, the SEPPs, LEP and DCP will prevail.

2. Design Excellence Strategy

2.1 Location and Extent of the Competitive Design Process

The competitive design process will apply to the entire site known as 7-19 Coulson Street, 5 Goddard Street and 23 Eve Street, Erskineville. Table 1 outlines the legal description of the site.

Legal Description	Address
Lots C, D and E in DP22910	7-19 Coulson Street
Lot 1 in DP 533468	5 Goddard Street
Lot 1 in DP 533467	23 Eve Street

Table 1: Legal descriptions and property addresses

The site is irregular in shape and has an approximate area of 7,747m². The site is bounded by Coulson Street to the south, adjacent buildings and Goddard Street to the north and adjacent buildings and Eve Street to the east. The site is bounded by adjacent buildings and the Sydney Trains T3, T4 and T8 train lines to the west. The site is shown at Figure 1.



Figure 1: Aerial view of the site (Source: SIX Maps)

2.2 Type of Competitive Process

An invited Competitive Design Alternatives Process (competitive process) will be undertaken.

2.3 Competitors

The proponent will appoint a minimum of three (3) competitors. The selection of competitors will be undertaken in consultation with the City of Sydney (City) and will:

- Include a range of emerging and established architectural practices;
- Require each competitor 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.
- A minimum of 50% of Competitors to be Australian based architects. For the purposes of being considered an 'Australian based architect', where a Competitor is a consortium, partnership or other joint authorship, the Australian local firm must be the principle/lead design architect and
- 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.

For the competitive process, a minimum of 3 competitors must participate, comprised of the following:

- 3 competitors each, constituted of an established and an emerging architectural practice.
- The emerging architectural practice must design at least two of the five buildings.

The proposed buildings are identified at Figure 2.

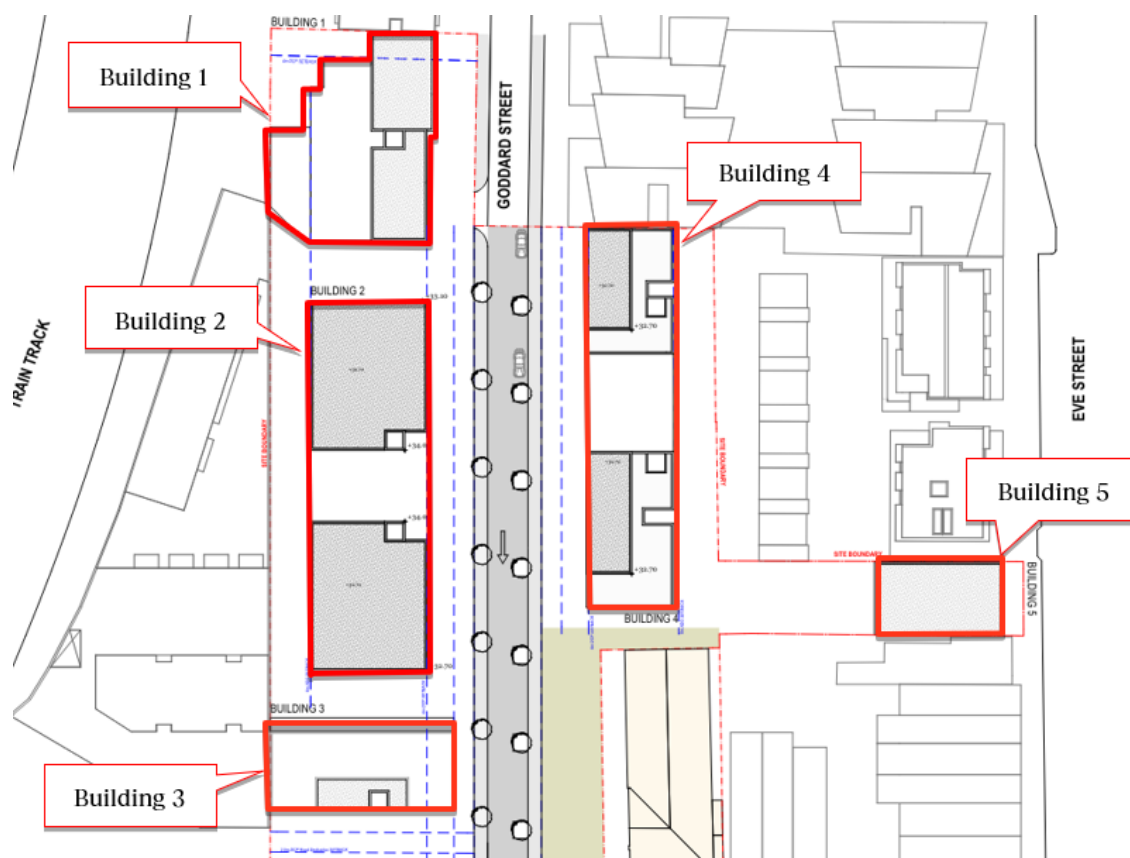


Figure 2: Building identification diagram

2.4 Selection Panel

The Selection Panel will be appointed by the proponent and nominated in consultation with the City. The Selection Panel is to comprise four (4) members with:

- Two (2) members nominated by the proponent; and
- Two (2) members nominated by the City and who have no pecuniary interest in the development proposal or involvement in the approval processes.

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

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 development application associated with the site that is the subject of this competitive process.

2.5 Competitive Design Alternatives Brief

In establishing a competitive process brief (the Brief), the proponent will ensure that:

- All details regarding the conduct of the competitive process will be contained within the Brief and no other document;
- The Brief and appended documents will be 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 City Model Competitive Design Process Brief and the Policy.

2.6 Design Integrity

The architect of the winning scheme, as selected by the Selection Panel, will be appointed by the proponent as 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 the 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.

2.7 Proposed Allocation of up to 10% Additional Floor Space Ratio

The Proponent will pursue up to 10% of additional floor space ratio under clause 6.21D(3)(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 pursued under clause 6.21D(3)(b) of the LEP must not result in a breach of the maximum building height control. The Concept DA proposes to breach the maximum building height control.

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

2.8 Target Benchmarks for Ecologically Sustainable Development

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

The key ESD targets for the proposal are as follows:

- City of Sydney DCP (2012) Section 3.6, Ecologically Sustainable Development (ESD);
- NCC 2022 Section J Compliance (NCC 2019 if applicable CC's issued prior to 1st October 2023);
- Meeting the new legislated BASIX benchmarks in line with Sustainable Buildings SEPP 2022 requirements: for mid/high-rise residential building at the time of delivery.
 - BASIX Energy 60%
 - BASIX Water 40% + 5% extra targeted
 - High level of NatHERS thermal performance rating - minimum 7 NatHERS Star average rating for whole development and minimum 6 NatHERS star individual apartments
 - Use of low impact materials and minimisation of resources to reduce embodied emission.
- Fossil-fuel free design to allow for carbon neutrality by 2035.
- Following a range of sustainability initiatives across the site spanning energy efficiency, water efficiency, indoor environment quality, waste management and comfort.
- Biophilic excellence through plants and embedding nature in the design.
- Provision of Heat Island Mitigation measures.

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.