

Design Excellence Strategy Report

**242-244 Beecroft Road, Epping
SSDA 8784**

Version 2

November 2019



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Document Control

Version	Note/Description	Issue Date
1	Design Excellence Strategy Report Final	July 2019
2	Design Excellence Strategy Report updated post exhibition period as part of the Response to Submission package (SSD 8784)	November 2019

Introduction

This revised Design Excellence Strategy Report addresses those submissions received during the public exhibition of 242-244 Beecroft Road, Epping (SSD 8784). The submissions raised have been carefully considered by the Applicant and the project team in consultation with NSW Government Architect's Office (GANSW) and Department of Planning, Industry and Environment (DPIE).

In particular this report will:

- describe the vision and intention of this project
- describe the roles and responsibilities of Landcom and its interface with each key stakeholders;
- reiterates and provide further detail on how design excellence will achieved at each stage of the project lifecycle.

This document is set out in two parts:

Design Excellence Procurement Strategies: describes how design excellence is achieved through a coordinated and integrated stakeholder approach for pursuing design excellence outcomes through the various project lifecycle stages

Design Excellence Approach: describes the overall process and how design excellence is achieved during the future stages of the development.

The Site

The subject site is located at 242-244 Beecroft Road, Epping in the Parramatta Local Government Area (LGA). The site covers an area of approximately 1.012 hectares and is located approximately 300 metres north of Epping Station on the northern fringe of the Epping Town Centre.

The State Significant Development (SSD) site (Figure 1) is bounded by a bushland reserve and Devlins Creek (a Sydney Water owned concrete stormwater channel) to the north, Beecroft Road to the east, a service station to the south, Ray Road and residential developments to the west.



Figure 1: The Site - 242-244 Beecroft Road, Epping (Source: Bennett & Trimble, 2019)

Design Excellence Procurement Strategies

A proposed strategy for a coordinated and integrated stakeholder approach for pursuing design excellence.

Design excellence strategies and outcomes have been a significant component of Landcom's and Sydney Metro's design, development and delivery philosophy and these remain integral to our approach.

This design excellence strategy will outline the details on the **design excellence process** through the entire project lifecycle stages, the roles and responsibilities of those assessing how design excellence will be achieved.

Landcom has been engaging with the GANSW to develop the design excellence strategy approach for the Sydney Metro Northwest precincts - Kellyville, Bella Vista, Tallawong and Hills Showground Station. Landcom will continue to work with the GANSW in finalising the strategy with the objective of achieving endorsement of this design excellence strategy.

Design Excellence Review process map

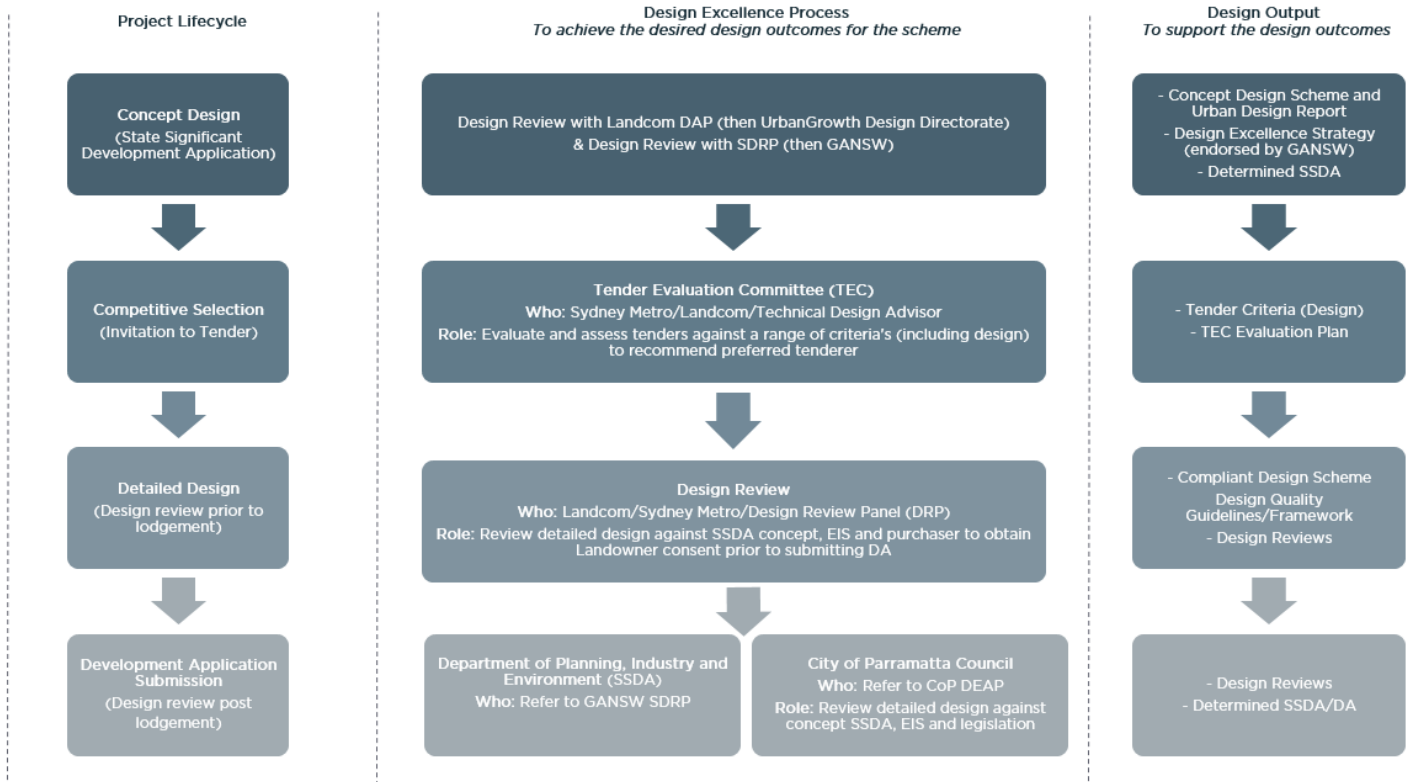
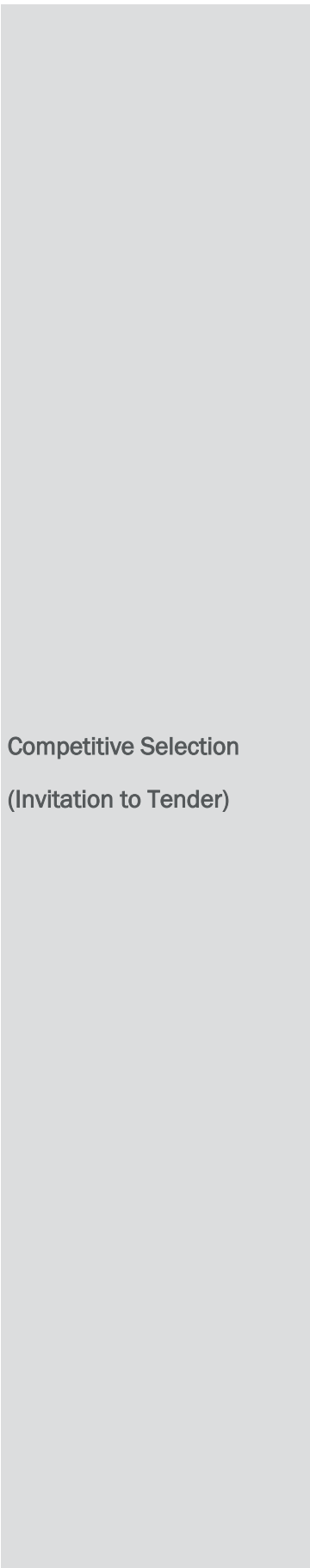


Figure 2: Design Excellence Review Process (Landcom, 2019)

Design Excellence Review through the project lifecycle stages

Design excellence is seen as an integral consideration during the day to day management of a project, and is built into Landcom's objectives as well as the standard processes and procedures to be used by all transformation projects. Overlaying this with a formalised review process helps to ensure design excellence practices have been successfully implemented.

Project Lifecycle Stage	Phase	Design Process/Review
Concept Design (State Significant Development application)	Inception	<p>At inception, Landcom and Sydney Metro defined the overarching vision and objectives for the project.</p> <p>Landcom then appointed an urban and landscape designer (Bennett & Trimble) from GANSW Strategy and Design Excellence Prequalification Scheme. Consideration of design strategies, guidelines and planning controls created a high level concept to support the Request for Secretary Environmental Assessment Requirements (SEARs).</p> <p>The SEARs were issued from DPIE, SEARs in collaboration with agencies initial feedback on the option. Landcom then wrote briefs for suitable, reputable and suitably experienced technical experts in accordance with SEARs.</p> <p>The SEARs included Design Excellence requirements such as demonstration that the proposed built form is capable of achieving design excellence in accordance with the requirements of The Hornsby LEP 2013.</p>
	Initial Design Options	Options were first presented to Landcom Design Advisory Panel (DAP) to align with Landcom Strategic Directions, architectural design excellence and quality urban design excellence.
	Developed Design Option	The further develop and preferred design option was then further consulted with local and State government stakeholders, including Design Review Panels such as Landcom DAP and the NSW Government Architect's Office (prior to the now established State Design Review Panel (SDRP)).
	Resolved Design Option and lodgement of State Significant Development application	The Stakeholder Engagement Outcomes and previous version of this Design Excellence Strategy report addresses Landcom DAP and GANSW comments on any issues raised and identify where the design of the development has been amended in response to these issues. Where amendments have not been made to address an issue, reason are then provided.



**Competitive Selection
(Invitation to Tender)**

**Post lodgement of
SSD application**

The Stakeholder Engagement Outcomes and previous version of this Design Excellence Strategy report along with the Urban Design report are included as part of the Environmental Impact Statement (EIS) and SSD application (SSD 8784) which was submitted to DPIE by Landcom on behalf of Sydney Metro in August 2019.

The concept EIS & SSD application were placed on public exhibition for 28 days (8 August to 4 September 2019). During this period the local and State government agencies including the public and GANSW provided feedback on the reports (including the previous version of this Design Excellence Strategy).

DPIE collated the agency feedback and requested Landcom to respond to submissions received during public exhibition through the Response to Submissions report and may request supporting reports accordingly.

After Landcom lodges the RtS report and supporting reports, DPIE will undertake their assessment and determine the Concept SSD application.

Landcom and Sydney Metro typically undertake a two-stage Expressions of Interest (EOI) and Invitation to Tender (ITT) divestment process to short-list and select a preferred developer. In both stages a Tender Evaluation Committee (TEC) is convened with members from both Sydney Metro and Landcom. The TEC is responsible for the evaluation of tender submissions and making a recommendation based off this evaluation. The TEC will consider the tender submissions on a range of evaluation criteria and may call on various technical advisors during this phase.

As part of the ITT stage, shortlisted developers will be required to respond to design criteria outlined in the documentation. Additionally, developers will need to present a scheme which demonstrates compliance with the Concept SSD and design guidelines – these form site specific development controls for the site.

A Technical Design Advisor to be a Landcom, Sydney Metro or GANSW nominated design expert. Where possible this expert will have been involved in the development of the Concept Master Plan, will advise the Tender Evaluation Committee (TEC) on the extent to which the design responses achieve the Design Principles set out in the Concept SSD application.

Detailed Design Development Application (DA)		<p>The Technical Design Advisor will be tasked with reviewing submissions and advising the evaluation committee of compliant and non-compliant schemes. The Technical Design Advisor will be given a set criteria by which to assess submissions.</p> <p>All Tender Evaluations meetings and documents are recorded.</p>
	Award	<p>Landcom and Sydney Metro award contract to preferred developer based on TEC's recommendation. The preferred developer is required to comply with determined Concept EIS & SSD application package.</p> <p>Specific contract clauses will be included in the sales contract outlining obligations for developers to have Landcom and Sydney Metro review and provide endorsement prior to DA lodgement.</p>
	Preparation	<p>The developer will be contractually required to consult with Landcom and Sydney Metro project team during DA preparation. Depending on the scope of the DA, the level of consultation may be required with DPIE, Council and/or GANSW. Consultation with GANSW/DPIE as well as the SDRP will be required if the DA is considered State Significant.</p> <p>The DA is to be in accordance with the Concept SSD application approval and design guidelines.</p>
	Design Review (prior to lodgement)	<p>The proponent of the Detailed Design DA will be contractually required to consult with Landcom and Sydney Metro throughout the preparation of DAs for detailed design and built form, prior to submission.</p> <p>This process will allow for review of the DA design against the (determined) SSD application concept design and urban design guideline and will ensure the principles and objectives of the project are retained throughout development. The developer will be required to achieve Landcom endorsement and Sydney Metro land owners' consent prior to lodgement of the detailed design DA.</p> <p>Consultation with the Determining Authority will be required during preparation of the DA.</p>
	DA Determining Authority	<p>The requirements for consultation with government at this stage will vary depending on the Determining Authority of the DA.</p>

**DA Design Review
(post lodgement)**

For future stages of the SDD application, this will be determined by the Minister as SSD unless it is determined that a subsequent stage of the development is to be determined by City of Parramatta Council (CoP) as consent authority pursuant to s.4.37 of the *Environment and Planning & Assessment Act, 1979*.

If Council is nominated as the consent authority for future DAs, it is understood that Council will be responsible for assessing the DAs however the determination of the DAs will depend on whether the development is classified as local or regional development and in the case of local development whether the Local Planning Panel has been nominated as the determining authority.

The Determining Authority will be required to facilitate the formation of a Design Review Panel (DRP) to review the DA post lodgement.

Development must exhibit Design Excellence before consent can be granted.

If the detailed development application is State Significant Development, the DRP will be the **GANSW SDRP**. A request and issuing of SEARs will occur, refer to the Concept SSD application stage for process.

If the detailed development application is local or regional DA, the **City of Parramatta Council Design Excellence Advisory Panel (DEAP)** will be formed by Council and may consist of a Council representative, a GA representative, a Landcom DAP representative and/or a Sydney Metro representative. Where possible, TEC members should be retained from the competitive selection stage. This continuity will assist with project objectives and principles being maintained through the Detailed DA stage.

Any modification or variations to the approved SSD application may be forwarded by the CoP to DPIE and GANSW for assessment.

Design Excellence through The City of Parramatta Council planning process

The Hornsby Local Environmental Plan (HLEP), 2013, Part 6, Clause 6.8 – Design Excellence

Currently, the HLEP requirements still apply to the site:

- Applies to all land under the LEP
- Proposals over 29.6 metres to demonstrate design excellence by assessment against a set of principles outlined in the clause
- No requirement for a design competition

As the site now sits within the City of Parramatta Council LGA, CoP is currently undertaking a review of multiple land use plans to create a single Local Environmental Plan and Development Control Plan as a result of the May 2016 Council amalgamation.

In January 2019, the Council published the *Land Use Planning Harmonisation Discussion Paper* and outlined the following requirements as part of the draft Council Planning Proposal (to be submitted in 2019):

- To remove the HLEP design excellence provision for proposal over 29.6m
- To adopt a precinct-based approach to design competition requirements – to specific locations rather than a blanket requirement. Additional precincts may be added through future updates to the LEP as part of separate precinct planning process.
- To recognise the DEAP process and requirement for referral when the application is below the threshold for a design competition, ensuring all scheme are subject to a formal design excellence pathway.

A mandatory pre-lodgement meeting and fee for all multi-unit developments (including townhouses, Residential Flat buildings and Mixed Use developments) is required from the City of Parramatta.

Any modifications to the approved SSDA Concept Plan may be forwarded by CoP to DPIE and GANSW for assessment.

Note, under Clause 11 of the State and Regional Development SEPP (SDRP SEPP), DCPs do not apply to SSD applications. Notwithstanding this, consideration should be given to the objectives and controls in preparing the detailed design DA.

Design Excellence Roles and Responsibilities

A number of agencies and stakeholders have been identified in the Design Excellence Review Process, their roles and responsibilities are outlined in the following table:

Stakeholder	Role
Landcom	<p>Under a Project Delivery Agreement (PDA) with Sydney Metro, Landcom is responsible for master developer for the site. This includes the development of the concept design and submission of the SSDA.</p> <p>Landcom will also be responsible for divesting superlot to proponents who will then prepare and lodge Detailed DAs. During preparation of Detailed DAs Landcom will be required to consult with proponents and ultimately will need to provide endorsement for submission of Detailed DA.</p>
Sydney Metro	<p>Sydney Metro is Landcom's project delivery partner and landowner of 242-244 Beecroft Road, Epping. Sydney Metro's responsibilities include collaboration with Landcom through development of the Concept Design as well as evaluating tenders during the divestment stage.</p> <p>During the Detailed DA stage, the proponent will be required to consult with Landcom and Sydney Metro and attain landowners' consent prior to the submission of any DA.</p>

**Landcom Design
Advisory Panel
(DAP)**

(formerly known as
UrbanGrowth NSW
Design Directorate)

Background

In June 2018 Landcom established the DAP to replace UrbanGrowth NSW Design Directorate which ceased in December 2017. The design team has consulted with the DAP through concept stage development and submission of concept design to the DPIE.

Objectives

The objective of the DAP is to operate as an advisory body on design excellence for Landcom by providing consistent and independent review of all projects against Landcom Strategic Directions and integration with design, social, commercial and environmental objectives.

The DAP will have regard to best practice national, state and local planning policies and relevant guidance documents with an aim to achieving exemplary design outcomes.

The DAP also provides advice to Landcom on design strategies to achieve architectural design excellence and quality urban design across all of its projects.

Responsibilities

The DAP has an important advisory role and reports to the Executive General Managers Projects, with access to the Chief Executive Officer (CEO) and through the CEO, to the Board of Landcom.

The DAP has two key functions to support their objective – Design Leadership and Design Review. The DAP will provide advice to guide the strategic design direction of projects, review, critique and advise on urban planning and design matters, including:

- urban, architectural, public domain and landscape proposals
- urban design cohesion and its interface with surrounding context
- coordination and integration of road and transport proposals with land uses, public domain, existing road and transport networks and the natural environment
- sustainability principles
- housing affordability and the provision of affordable housing
- benefits and impacts on existing and future communities
- refinements and improvements to design proposals.

The DAP offer expert, independent and objective design advice which is critical to the design of new buildings, infrastructure landscapes and public spaces.

The DAP will have regard to best practice national, state and local planning policies and relevant guidance documents as identified by Landcom.

Membership

The DAP consists of eight members as the membership core. Members have a broad range of skills, deep experience and are recognised experts in the fields of urban design and planning, urban renewal architecture, landscape and environmental design, community and social design and sustainability. Members serve a two year period and may be reappointed for a maximum of three terms. The Landcom CEO is responsible for the appointment of DAP members, including the Chair of the DAP.

Current members:

- Ken Maher – (Current Chair) Professor of the UNSW Faculty of the Built Environment
- Julie Bindon – Urban Planner, former Director Ethos Urban, previous Founding Director and CEO of JBA
- Rod Simpson - Architect and Urban designer, Greater Sydney Commission, Environment Commissioner and Adjunct Professor in the Faculty of Design, Architecture and Building at University of Technology Sydney
- Tony Caro - Architect and Urban Designer, Director of Tony Caro Architecture Pty Limited
- Jane Irwin – Landscape Architect, Principal at Jane Irwin Landscape Architecture
- Bob Hamilton – Developer, Co-founder and former Managing Director of Mirvac
- Rachel Neeson – Architect, Co-founder and Director of Neeson Murcutt Architects (NMA)
- Sean O'Toole – City Planning, former Managing Director of Landcom and District Commissioner for the Greater Sydney Commission.

The Epping precinct design review process will call on design-related members of the DAP at key stages of the design process - (1) the concept design stage and (2) the detailed design and development approval stage. This is described in more detail below.

The Department will be responsible for determination of the Concept Design SSD. As part of this role, DPIE will be responsible for coordinating and collating agency feedback and liaising with Landcom and Sydney Metro post SSD submission to action updates to the Concept Master Plan due to feedback received during exhibition.

Additionally future DAs will be determined by the Minister as SSD unless it is determined that a subsequent stage of the development is to be determined by The City of Parramatta Council as consent authority pursuant to s.4.37 of the *Environment and Planning & Assessment Act, 1979*.

**NSW Office of
Government
Architect's
(GANSW)**

Landcom and Sydney Metro acknowledge the value of collaborating with GANSW, particularly in the early stages of the project. Accordingly, Landcom and Sydney Metro view GA NSW as fundamental stakeholder when developing this Design Excellence Strategy.

The role of GANSW is proposed to include:

- Collaborating with Landcom and Sydney Metro to develop the design excellence strategy for the site. GANSW will be required to endorse the design excellence strategy prior to SSD determination.
- Technical expert providing the DPIE with advice during the SSD and further relevant DA assessment periods.
- Facilitator of the SDRP review process.
- Guidance in relation to design vision and objectives, green infrastructure, movement and place, heritage, sustainability and other design considerations.

**City of Parramatta
Council (CoP)**

CoP will be the Determining Authority for and future built form DAs where the CIV is less than \$30m.

**Nominated Design
Review Panel**

Any submission less than \$30m CIV threshold will be determined by the THSC. Depending whether or not the development is classified as local or regional development and in the case of local development whether the Local Planning Panel has been nominated as the determining authority.

The nominated Design Review panel of 3 or more persons established by the consent authority for the purpose of Clause 9.5 and approved by the NSW Government Architect.

The DRP will be formed by Council and may consist of a Council representative, a GA representative, a Landcom DAP representative and/or a Sydney Metro representative.

Where possible, DRP members should be retained from the Concept Design stage. This continuity will assist with project objectives and principles being maintained through the Detailed DA stage.

Design Excellence Approach

State Significant Development Application (SSD 8784)

At Landcom, our aim is to create innovative and productive places that demonstrate global standards of liveability, resilience, inclusion, affordability and environmental quality. Through our projects, we aim to create a legacy of sustainable places for future generations.

This Design Excellence Approach section outline the *vision*, *objectives*, the design review *process* and important elements of the scheme to consider as part of the design excellence strategy.

The Vision

As the project is in the early concept design stage, the vision, planning and development framework outlined in this Design Excellence Strategy Report and in conjunction the revised Urban Design Report prepared by Bennett & Trimble (October 2019) will form the basis for future assessment and development on the site.

The concept proposal now seeks approval for the following:

- future residential flat buildings, comprising three towers connected by two podium structures
- an indicative building envelope with a maximum building height to 48 metres (approximately 15 storeys)
- a residential yield of approximately 432 dwellings (including a minimum 5% dedicated to Affordable Housing)
- a maximum residential gross floor area (GFA) of around 37,700m²
- a maximum non-residential GFA of 752m²
- approximately 332 basement car parking spaces
- loading, vehicular and pedestrian access arrangements
- communal and private open space areas and through-site pedestrian link.

The Objectives

The objectives for the concept proposal are to:

- support the NSW Government's challenge to accommodate population growth close to transport centres
- provide diverse housing opportunities
- contribute to liveability by providing housing diversity and Affordable Housing in a highly accessible centre
- link future residents to new job opportunities along the Global Economic Corridor
- develop government owned land to support local economic growth
- support a positive shift in travel behaviour as a result of encouraging active transport use.

The SSD application 8784 Design Excellence Review Process

Concept State Significant Development application

A schedule of design reviews have been completed throughout the development of the concept scheme in accordance to relevant phases outline in the Design Excellence Review process map.

Engagement with the Landcom DAP (occurred on October 2017) and GANSW (occurred on 13 March 2018 and 8 May 2018) and a further meeting post SSDa lodgement occurred on 27 September 2019.

The concept masterplan has also been refined through consultation with the public, government agencies and other relevant stakeholders. A detailed feedback summary of the consultations undertaken can be found within the Stakeholder Engagement Outcomes Summary Report and previous version of this Design Excellence Strategy report, included as part of this SSD application.