

# ETHOS URBAN

## **Design Excellence Strategy**

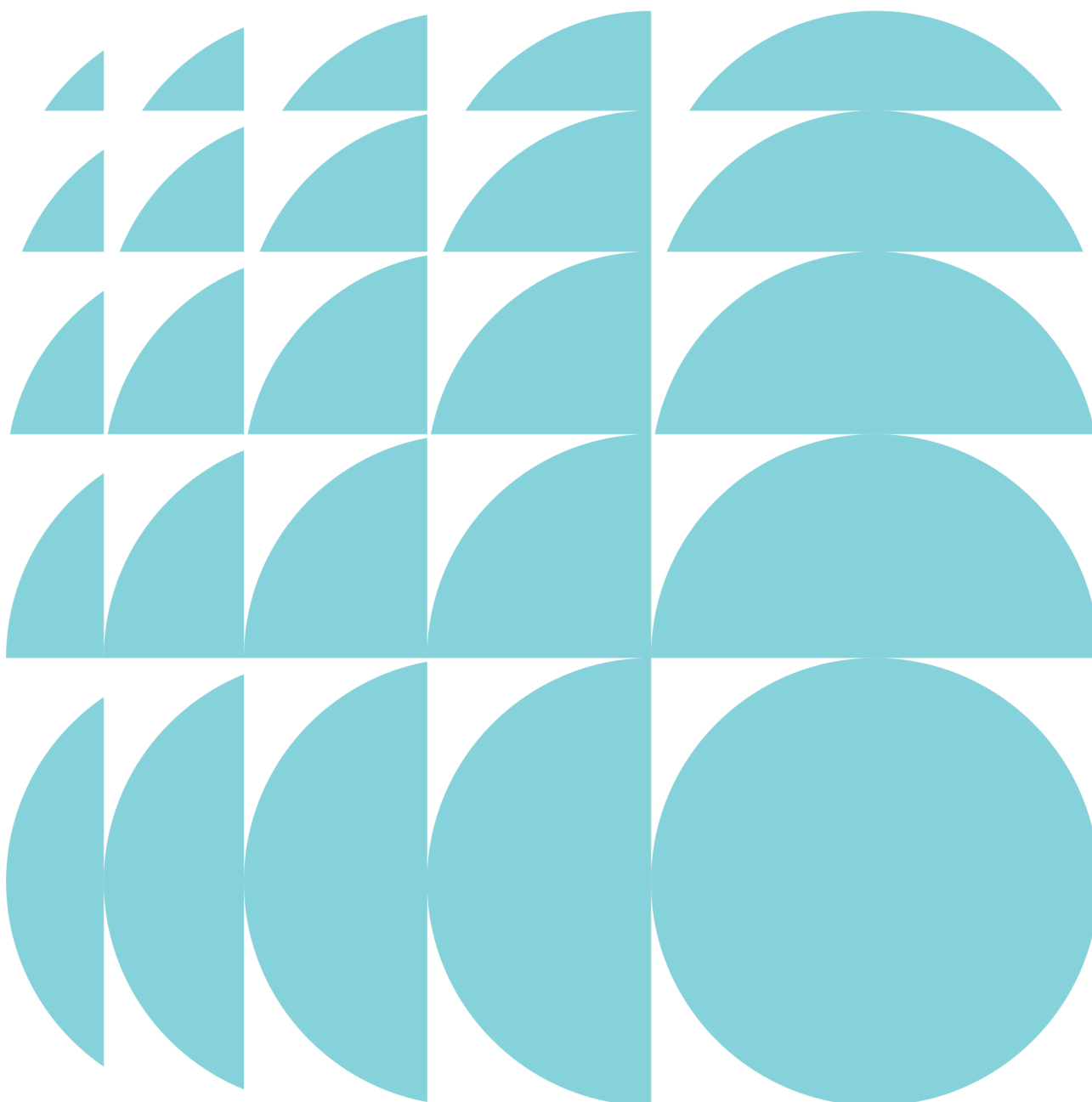
Powerhouse Ultimo Renewal

500 Harris Street, Ultimo

Submitted to Department of Planning and  
Environment

On behalf of Department of Enterprise Investment  
and Trade (Create NSW)

September 2022 | 2210545



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

*We acknowledge the Gadigal people, of the Eora Nation, the Traditional Custodians of the land where this document was prepared, and all peoples and nations from lands affected.*

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

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#### CONTACT

Michael Oliver	Director	moliver@ethosurban.com	02 9956 6962
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This document has been prepared by:

This document has been reviewed by:



Renee Stavroulakis	September 2022	Michael Oliver	September 2022
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Ethos Urban Pty Ltd  
ABN 13 615 087 931.

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## 1.0 Introduction

### 1.1 Overview

This Design Excellence Strategy has been prepared for the Department of Enterprise, Investment and Trade (Create NSW) to support a Concept Proposal State Significant Development Application (Concept SSDA) for the renewal of the Ultimo Powerhouse at 500 Harris Street, Ultimo.

This strategy accompanies a Concept SSDA (SSD-32927319). It has been prepared in accordance with the City of Sydney Competitive Design Policy (CoS Policy) adopted by City of Sydney Council (CoS) 14 December 2020, the Sydney Local Environment Plan 2012 (the LEP) and the Sydney Development Control Plan 2012 (the DCP), and takes into account the Government Architect NSW (GANSW) Design Excellence Competition Guidelines (Draft, May 2018). This Strategy has also been prepared to address requirements of the Secretary's Environmental Assessment Requirements (SEARs) for the Concept SSDA (dated 18 January 2022) as relating to Design Quality.

In accordance with section 1.2 of the CoS Policy and section 3.3.2 of the DCP, this strategy defines:

- (a) *the location and extent of the competitive design process(es);*
- (b) *the type of competitive design process(es) to be undertaken: an architectural design competition, open or invited; or the preparation of design alternatives on a competitive basis;*
- (c) *the number of designers involved in the process(es);*
- (d) *how architectural design variety is to be achieved across large sites /  
how fine grain and contextually varied architectural design is to be achieved across large sites;*
- (e) *whether the competitive design process is pursuing additional building height or floor space;*
- (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.*

The proponent has elected to carry out the **preparation of design alternatives on a competitive basis** as the design excellence competitive design process associated with the development, with participation from a minimum of five (5) invited competitors.

**Table 1      Abbreviations, Key Terms and Definitions**

<b>Better Placed</b>	Government Architect NSW design policy published in 2017
<b>Concept SSDA</b>	Concept proposal for the renewal of Powerhouse Ultimo in the meaning of Section 4.22 of the EP&A Act. It seeks approval for a concept for the project site including indicative land uses, an indicative maximum building envelope, and a range of strategies to guide the future detailed design and operation of the site. Also known as the Stage 1 SSDA.
<b>Competitors</b>	Design Team/s, Architectural Firm/s that are selected to participate in the competitive design alternatives process.
<b>Design Competition Brief</b>	Competitive Process Brief has the meaning given to that term in the CoS Policy
<b>CoS</b>	City of Sydney, the Council
<b>CoS Policy</b>	City of Sydney Competitive Design Policy adopted 14 December 2020
<b>Design Competition</b>	The competitive design alternatives process to be undertaken in connection with the Stage 2 SSDA
<b>Design Competition Report</b>	Competitive Design Alternatives Report has the meaning given to that term in the CoS Policy
<b>DIP</b>	Design Integrity Panel
<b>DPE</b>	Department of Planning and Environment
<b>Jury</b>	Selection Panel for the Design Competition
<b>Lead Architect</b>	Design Architect
<b>Museum of Applied Arts and Sciences</b>	The legal entity established under the Museum of Applied Arts and Sciences Act 1945 referred to as the Powerhouse
<b>Proponent</b>	Department of Enterprise, Investment and Trade (Create NSW). Also known as the “Developer” for the purposes of references to that term in the CoS Policy.
<b>Powerhouse Ultimo</b>	Powerhouse Museum located at 500 Harris Street Ultimo
<b>SEARs</b>	Secretary’s Environmental Assessment Requirements for the Powerhouse Ultimo Renewal Project Concept SSDA / Stage 1 SSDA dated 18 January 2022.
<b>Stage 1 SSDA</b>	The Concept SSDA.
<b>Stage 2 SSDA</b>	The detailed development proposal that is proposed to be pursued for the detailed design, construction, and operation of the Powerhouse Ultimo Renewal following approval of the Concept SSDA / Stage 1 SSDA.
<b>2022 Conservation Management Plan</b>	means the Conservation Management Plan under the Concept SSDA

## 2.0 Design Excellence Context

This Strategy has been developed to accompany a Concept SSDA for the Powerhouse Ultimo Renewal. The Concept SSDA establishes the planning and development framework for renewal to the existing site of Powerhouse Ultimo, including the indicative land uses, indicative maximum building envelopes, and strategies to generally guide the subsequent detailed design phases of the project.

One of the primary aims in undertaking the renewal of Powerhouse Ultimo is to deliver a world class museum on the existing site of Powerhouse Ultimo that will significantly contribute to an important and developing part of Sydney.

The objectives of the project include:

- Deliver an international standard museum on the existing site of Powerhouse Ultimo that is complementary to Powerhouse Parramatta, Powerhouse Castle Hill and Sydney Observatory.
- Provide new and refurbished international standard spaces for museum operations, exhibitions, programs and associated industry and creative uses that will activate and engage audiences.
- Facilitate a design excellence process that encourages a wide range of creative and innovative architectural responses to the site and functional brief.
- Integrate a vibrant creative industries precinct, that connects with its surrounds, responds to the changed urban environment and provides concurrent original and distinctive contemporary cultural experiences.
- Enable and support the development of the NSW creative industries and improve productivity through sustainable, flexible and affordable infrastructure that supports colocation and collaboration.
- Deliver a highly operational precinct that contributes to the NSW visitor and night-time economies.
- Ensure effective and efficient coordination with other government initiatives and represent value for money.
- Provide a connected and integrated interface with surrounding precincts buildings and developments, including the Harwood Building, The Goods Line, Darling Square, Darling Harbour and Tech Central.

As part of the Concept SSDA, Urban Design Guidelines for the Powerhouse Ultimo Renewal project have been prepared by John Wardle Architects (built form/architecture) and ASPECT studios (landscape architecture).

## 3.0 Design Excellence Strategy

A Design Competition is proposed to be undertaken to select the design that will be the subject of a future Stage 2 SSDA for the detailed design, construction, and operation of the Powerhouse Ultimo Renewal.

### 3.1 Extent and location of the Design Competition

Powerhouse Ultimo is situated upon the lands of the Gadigal people of the Eora Nation. It is located within the City of Sydney Local Government Area and its primary address is 500 Harris Street, Ultimo.

The primary focus of the Powerhouse Ultimo Renewal project is the museum to the north of Macarthur Street and bounded by Harris Street, Pier Street, and the light rail corridor, as reflected by the Project Site Boundary/Design Competition Boundary indicative project extent shown in **Figure 1**. The location of the Powerhouse Ultimo site and the key site figures is shown indicatively in **Figure 1**.

The site contains two heritage-listed buildings, being the 'Ultimo Power House' (c.1899-1905) and the 'Former Ultimo Post Office including interior' (c.1901), both of which are listed on the State Heritage Register under the *Heritage Act 1997* under the Sydney Local Environmental Plan 2012.

Other buildings within the site include the 1988 museum building fronting Harris Street (Wran Building) and a café building which has been constructed immediately to the south of the existing Powerhouse Ultimo at the northern end of the Ultimo Goods Line. Located at the corner of Harris Street and Macarthur Street is a forecourt that acts as the main public entrance to the site.

The Harwood Building, including immediately adjoining parking and servicing areas, and the Ultimo Goods Line, are located outside of the project site boundary. Some minor works may be necessary to upgrade and separate shared building services, decouple operational functions, increase activation of public spaces, and support a creative industries precinct.

### Extent of Design Competition process

The Design Competition will apply to the whole of the development (public domain and built form) of the Powerhouse Ultimo Renewal project as identified in **Figure 1** (Design Competition Boundary) below. It is noted that this extent excludes the Harwood Building and at-grade parking and loading/unloading areas adjacent to this building (Lot 3 DP 216854) and the land below Pier Street connecting to Pyrmont Street. However, competitors will be requested to provide thorough consideration as to how the Harwood Building (Lot 3 DP216854) will integrate into the broader Powerhouse Ultimo Precinct.

### Legal description

The legal description of the Powerhouse Ultimo is identified in **Table 2**. The site is in the single ownership of the Museum of Applied Arts and Sciences Trust.

**Table 2** Legal description of the site owned by the Museum of Applied Arts and Sciences Trust

Lot/DP	Description
Lot 1 DP 631345	Ultimo Power House, Harris Street forecourt, café and southern carpark
Lot 1 DP 781732	Wran Building
Lot 3 DP 631345	Harris Street forecourt
Lot 37 DP 82234	Harris Street forecourt
Lot 1 DP 770031	Former Ultimo Post Office
Lot 3 DP 216854	Harwood Building

### How architectural design, variety and response to context is to be achieved across large sites

The new building within the Powerhouse Ultimo Renewal will be guided by the concept envelope as determined under the Concept SSDA, the Urban Design Guidelines and the 2022 Conservation Management Plan. Competitors will be required to demonstrate an appropriate architectural response to the site's heritage listed buildings, context and surrounds.





**Figure 1** Indicative site plan and key site features

Source: Ethos Urban + Nearmap



## 3.2 Staged development application

### 3.2.1 Stage 1 SSDA

The proposed concept plan will exhibit design excellence in accordance with clause 6.21C of the LEP based upon the matters within subclause 6.21C(2) which are relevant to the concept proposal. Clause 6.21C is extracted in Annexure A.

### 3.2.2 Stage 2 SSDA

The effect of clause 6.21D of the LEP is that development consent must not be granted to a Stage 2 SSDA unless a competitive design process has been held in relation to the proposed development.

For the purposes of the Stage 2 SSDA, the proposed concept plan will enable qualified architects to develop detailed designs pursuant to the design alternatives process set out in this Strategy.

The design excellence requirements set out in clause 6.21C of the LEP and the objectives for good design in guidelines known as *Better Placed*, will inform the evaluation of entries to the competitive design process. Under *Better Placed*, the seven objectives of good design are:

- Better Fit- contextual local and of its place
- Better Performance- sustainable, adaptable and durable
- Better for Community- inclusive, connected and diverse
- Better for People- safe, comfortable and liveable
- Better Working- functional, efficient and fit for purpose
- Better Value- creating and adding value
- Better Look and Feel- engaging, inviting and attractive

The Stage 2 SSDA will seek development consent for the detailed design for the project in accordance with the outcome of the competitive design process.

## 3.3 Type of Design Competition

The Design Competition is to be undertaken prior to the lodgement of any subsequent detailed Stage 2 SSDA, in accordance with Clause 1.1(2) of the CoS Policy. The Design Competition will be conducted in accordance with an endorsed Design Competition Brief. The proponent has elected to carry out the **preparation of design alternatives on a competitive basis** as the design excellence competitive design process associated with the development.

## 3.4 Design Competition Brief

The Design Competition Brief will be prepared by the Proponent and the Powerhouse who will liaise with the DPE (as well as GANSW and CoS) in the development of the Design Competition Brief prior to commencement of the Design Competition.

All details about the conduct of the Design Competition are to be contained within the Design Competition Brief (including the appendices to the Design Competition Brief) and no other document. The Design Competition Brief is to be reviewed and endorsed in writing by the consent authority prior to its distribution to competition entrants.

The Design Competition Brief will be prepared in accordance with the Council's Model Competitive Design Process Brief. In accordance with section 2.3.4 of the CoS Policy, the Design Competition Brief will include a disclaimer stating that the Jury's decision on the submissions received in response to the Design Competition Brief will not fetter the discretion of the Consent Authority since the Consent Authority will not form part of the judging process. The Design Competition Brief will clearly set out the commercial terms, fees and/or prizes offered to participants in the competition.

### 3.5 Objective of the Design Competition

The objective of the Design Competition will be to respond to the objectives of the project listed in **Section 2.0** and, in the process, deliver architectural, urban and landscape design outcomes of the highest standard that is reasonably practical. The Design Competition Brief will be developed in consultation with GANSW and CoS and will provide more detail of the competitive process.

### 3.6 Competitors

A minimum of five (5) Competitors will be invited to participate in the competitive design alternatives process.

The design alternatives are to be prepared in response to a Design Competition Brief by a minimum of five (5) Competitors. Each alternative should provide, at a minimum, an indicative design solution for the site, with sufficient detail to demonstrate that it is a feasible development option and achieves design excellence in accordance with this Strategy. Each invited Competitor will be given at least 28 days to complete their designs in response to the Design Competition Brief.

Each Competitor that is invited to participate in the Design Competition will include one or more of a person, corporation or firm registered as an architect in accordance with the *NSW Architects Act 2003* (who will be the lead architect responsible for leading the Competitor team/s throughout the Design Competition) or, in the case of interstate Competitors, will include one or more of a person, corporation or firm eligible for registration with their equivalent association (who will be the lead architect responsible for leading the Competitor team/s throughout the Design Competition).

### 3.7 Jury

In establishing a Jury for the Design Competition, the Proponent proposes the following:

- The Jury will be appointed by the Proponent in consultation with the Department of Planning and Environment (including GANSW).
- Jury members are to:
  - Represent the public interest.
  - Be appropriate to the type of development proposed.
  - Include a majority of registered architects with urban design experience.
  - Include only persons who have expertise and experience in the design and construction professions and industry.
- The Chairperson of the Jury will have expertise in architecture and urban design and be an advocate of design excellence. The Chairperson's primary function is to ensure that the Jury's deliberations proceed in a fair and orderly way and to maintain the integrity of the deliberations and decision.
- In addition to 1 Chairperson the preliminary proposed approach will be to appoint 6 Jury Members to represent the Proponent organisation and the public interest, as follows:

Jury Representation	Number of Nominations
Powerhouse	1
Create NSW	1
Department of Planning and Environment (Consent Authority)	1
Local Authority City of Sydney	1
Independent Experts endorsed by the Minister for the Arts	3

This representation is subject to final confirmation by the Proponent and acceptance by the relevant parties.

## Technical advisors

Technical advisors will be engaged by the Proponent and the Powerhouse to provide technical information and input into the Design Competition Brief, provide guidance to the Competitors as instructed, provide advice to the Proponent and the Jury during the Design Competition, provide technical assessment of the competitor submissions and present to the Jury on their relevant disciplines. Technical advisors may also be called upon to provide advice, post competition, in the design integrity phase. The role of a proponent-appointed technical advisor is to review and provide clarification on each competitor's scheme in confidence, not to design certain elements of the development. Technical advisors will not present or prescribe design solutions.

## Impartial Observers

The CoS and DPE will nominate at least one impartial person as an observer of the Design Competition and Design Integrity Process. The observer will be invited to attend all meetings involved with the Design Competition assessment process and Design Integrity Process, including Jury deliberations, and is to be provided reasonable notice.

## 3.8 Assessment and decision

Assessment and decision making will be conducted in accordance with the CoS Policy. The role of the Jury is to select the winning submission. The Jury may rank the competition submissions (i.e. 1<sup>st</sup>, 2<sup>nd</sup>).

A presentation of the design alternatives is to be made to the Jury. A copy of the submissions will be provided to the Consent Authority a week prior to the convened presentation of alternatives.

Each Competitor's submission will be graded by the Jury. The Jury will be responsible for selecting the winner of the Design Competition. All designs shall be evaluated using the same criteria.

Consistent with section 4.2.4 of the CoS Policy, the decision to be reached by the Jury established in accordance with the process selected by the Proponent in section 3.6 will not fetter the discretion of the Consent Authority in its determination of any subsequent development application associated with the development site that is the subject of the Design Competition.

The Jury must evaluate all competitive submissions and use reasonable endeavours to arrive at a consensus in the selection of a winner. In the event that a winner is not selected by the Jury following deliberations, the Jury, in consultation with the proponent, may recommend that further refinements be made to up to two (2) of the submissions. For these submissions they will list the design issues for the first and second ranked scheme and request they redesign their entry and present the entry within 21 days of the initial presentation. Upon completion of the second presentation to the Jury, the Jury will rank the competition submissions (first and second).

## 4.0 Allocation of up to 10% Additional Building Height

The competitive design process will pursue additional building height. Under clause 6.21D(3)(a) of the LEP, a 'building demonstrating design excellence' may have a building height that exceeds the maximum height for the land on the Height of Buildings Map by an amount, to be determined by the Consent Authority, of up to 10% of the amount shown on the map. A 'building demonstrating design excellence' means 'a building where the design of the building, or the design of an external alteration to the building, is the winner of a competitive design process and the consent authority is satisfied that the building or alteration exhibits design excellence' (clause 6.21A of the LEP). It is a discretionary matter for the Consent Authority to determine whether the winning building design will be permitted additional building height, and if so, the applicable amount of additional height up to 10%.

In terms of options for distributing any additional building height amount which may be granted by the Consent Authority for demonstrating design excellence through a competitive design process, there are options for the distribution to be above Zones 1 and 2 within the proposed concept envelope. Other options for the distribution of any additional building height amount will be explored through the Design Competition. .

Any additional building height pursued under clause 6.21D(3)(a) of the LEP must not result in a breach of the maximum floor space control.

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

## 5.0 Target Benchmarks for Ecologically Sustainable Development (ESD)

The Powerhouse Ultimo Renewal is committed to achieving a high standard of ESD through the competition phase, design development, construction and future operation of the museum.

The existing Powerhouse Museum has incorporated sustainability features, with a dedicated sea water heat rejection system saving energy and water use. For the refurbishment and extension options for this project, further sustainability improvements are targeted for the existing building, along with best practice design and performance for new elements, the following environmental targets are aspired by this project:

- Exceed the requirements of Section-J of the National Construction Code (NCC) for energy-efficiency in building fabric and building services / systems.
- Align with Government Resource Efficiency Policy (GREP)
- Demonstrate good design through early-stage analysis and guidance, in general accordance with the best practice standards such as Green Star;
- Achieve a minimum 5 Star Green Star Buildings Rating and aspiration to achieve a 6 Star Green Star Buildings Rating.
- Implementation of a Net Zero Operational Plan
- Alignment with Greater Sydney & City of Sydney Strategies and Targets
  - Greater Sydney Commission East District Plan Priorities
  - Sustainable Sydney 2030 goals
  - 100% Renewable energy for government facilities
  - Alignment with Decentralised Water and Energy master plans
  - Sustainable Design Technical Guidance tool for government facilities

ESD targets and sustainability initiatives will be carried through the design competition, design development and construction stages to completion of the project to deliver the ESD targets and design inclusions described above.

## 6.0 Design Competition Report

When competitive submissions have been prepared and considered, the Proponent will submit a Design Competition Report prior to the submission of the Stage 2 SSDA.

The Competition Design Report shall:

- a. include each of the design alternatives considered;
- b. include an assessment of the design merits of each alternative;
- c. outline key elements to be retained within the scheme as it develops;
- d. set out the rationale for the choice of preferred design and clearly demonstrate how this best exhibits design excellence in accordance with the provisions of Clause 6.21C(2) of the LEP and the approved Design Excellence Strategy; and
- e. include a copy of the brief issued to the Competitors.

The Design Competition Report is to be endorsed and signed by all Jury members.

## 7.0 Design Integrity

The Competitor responsible for the winning scheme (as selected by the Jury ) is to be appointed as the Lead Architect for the Powerhouse Ultimo Renewal. 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 Architect will include at a minimum the following:

- Prepare the Development Application for the preferred design;
- Prepare the design drawings for the construction certificate for the preferred design;
- Prepare the design drawings for the contract documentation;
- Provide any documentation required by the consent authority verifying the design intent has been achieved at completion;
- Maintain continuity during the construction phases through to the completion of the project; and
- Attend meetings that pertain to design matters with the community, authorities and other stakeholders, as required.
- The Lead Architect may work in association with other architectural practices but is to retain a leadership role over design decisions.

### Design Integrity Process

In order to retain design integrity throughout the life of the project, following selection of a Lead Architect and winning scheme, the Design Competition Report will outline the Jury recommendations and key elements to be retained within the scheme as it develops.

Commentary from a project specific Design Integrity Panel (DIP) composed of a quorum of the competition Jury is required throughout the detailed design, documentation, planning process and construction phases. It is intended for the DIP to have an ongoing review role and it is proposed for the DIP take the place of any separate design review panel (such as the State Design Review Panel).

If the original Jury members are not available to participate in the DIP or for subsequent reviews of the design, suitable alternative panelists may be nominated and agreed by the Consent Authority and the Proponent. The DIP is to include a juror nominated by the Local Authority as one of the members of the four. At least four members (or their alternatives) are required to form a quorum of the Jury for the purpose of a DIP. The DIP will be reconvened at key milestones to provide input/direction to the project design.

These milestones will include as a minimum sufficient time to allow meaningful input by the DIP and response by the Lead Architect and design team:

- Prior to lodgement of any SSDA, providing sufficient time to allow for meaningful input by the DIP on design development.
- During the assessment of the SSDA as deemed necessary by the Consent Authority.
- If required, prior to the submission of any modifications to a SSD Development Consent.
- Prior to an application for a Construction Certificate (if deemed necessary by the DIP or Consent Authority)
- If required throughout the detailed design process by the Consent Authority or if requested by the Proponent.

Each meeting of the DIP is to be documented within a report or minutes. At each milestone, certification is proposed to be required confirming that the design retains, or is an improvement upon, the design excellence qualities exhibited in the competition winning scheme.

All costs of DIP meetings will be borne by the Proponent. Secretariat services will also be provided by the Proponent.



**Attachment A**

Document	Criteria
Sydney Local Environmental Plan 2012, cl 6.21C(2)	<p>(2) In considering whether development to which this Division applies exhibits design excellence, the consent authority must have regard to the following matters—</p> <ul style="list-style-type: none"> <li>(a) whether a high standard of architectural design, materials and detailing appropriate to the building type and location will be achieved,</li> <li>(b) whether the form and external appearance of the proposed development will improve the quality and amenity of the public domain,</li> <li>(c) whether the proposed development detrimentally impacts on view corridors,</li> <li>(d) how the proposed development addresses the following matters— <ul style="list-style-type: none"> <li>(i) the suitability of the land for development,</li> <li>(ii) the existing and proposed uses and use mix,</li> <li>(iii) any heritage issues and streetscape constraints,</li> <li>(iv) the location of any tower proposed, having regard to the need to achieve an acceptable relationship with other towers, existing or proposed, on the same site or on neighbouring sites in terms of separation, setbacks, amenity and urban form,</li> <li>(v) the bulk, massing and modulation of buildings,</li> <li>(vi) street frontage heights,</li> <li>(vii) environmental impacts, such as sustainable design, overshadowing and solar access, visual and acoustic privacy, noise, wind and reflectivity,</li> <li>(viii) the achievement of the principles of ecologically sustainable development,</li> <li>(ix) pedestrian, cycle, vehicular and service access and circulation requirements, including the permeability of any pedestrian network,</li> <li>(x) the impact on, and any proposed improvements to, the public domain,</li> <li>(xi) the impact on any special character area,</li> <li>(xii) achieving appropriate interfaces at ground level between the building and the public domain,</li> <li>(xiii) excellence and integration of landscape design.</li> </ul> </li> </ul>

Mr Thomas Klobucar  
Project Director  
Department of Enterprise, Investment and Trade – Create NSW  
LEVEL 7, 52 MARTIN PLACE  
SYDNEY NSW 2000

19 September 2022

Dear Mr Klobucar

**Powerhouse Renewal, Ultimo (SSD-32927319)  
Endorsement of Design Excellence Strategy and Design Competition Brief**

I refer to your Design Excellence Strategy (DES) and Design Competition Brief (Brief) for the proposed design competition for the Powerhouse Renewal project, Ultimo (SSD-32927319).

The Department has reviewed the submitted DES and Brief, in consultation with Government Architect NSW (GANSW). The Department is satisfied the documents are consistent with the Draft Government Architect's Design Excellence Competition Guidelines 2018 and notes that they were prepared in consultation with GANSW, City of Sydney Council and the Australian Institute of Architects.

Accordingly, as the Secretary's nominee, I endorse the Design Excellence Strategy, prepared by Ethos Urban dated September 2022 (Ref 2210545) and the Powerhouse Ultimo Design Competition Brief, prepared by the NSW Government dated 16 September 2022.

If you wish to discuss the matter further, please contact Renah Givney on 8275 1824.

Yours sincerely

A handwritten signature in dark ink, appearing to read "Anthony Witherdin".

Anthony Witherdin  
**Director**  
**Key Sites Assessments**  
As nominee of the Secretary

# GOVERNMENT ARCHITECT NEW SOUTH WALES

16 September 2022

Thomas Klubocar  
Project Director  
Create NSW  
[thomas.klobucar@create.nsw.gov.au](mailto:thomas.klobucar@create.nsw.gov.au)

cc:  
Jessica O'Meara  
Senior Manager  
Create NSW  
[jessica.omeara@create.nsw.gov.au](mailto:jessica.omeara@create.nsw.gov.au)

PROJECT: Powerhouse Ultimo Redevelopment  
RE: Design Excellence Strategy and Competition Brief - Endorsement

Dear Thomas,

Thank you for the opportunity to review the above documents.

The Design Excellence Strategy, issued 'For Endorsement' at 3:55pm today and numbered 'September 2022 | 2210545' is endorsed for the commencement of the competition.

Regarding the Competition Brief, GANSW has engaged in an iterative review process of the document with Create NSW and MAAS over the past 4 weeks.

We note comments from the AIA and City of Sydney have informed the development of the final brief. We further note that final amendments to the document may follow in the coming days to address internal referencing and minor updates.

Noting this, the document entitled 'Powerhouse Ultimo Design Competition Brief Draft 16 September 2022' is deemed acceptable for endorsement to allow for the commencement of the competition.

Please contact me ([rory.toomey@planning.nsw.gov.au](mailto:rory.toomey@planning.nsw.gov.au)) if you have any queries regarding this advice.

Sincerely,



Rory Toomey  
Principal Design Excellence  
GANSW

Government Architect  
New South Wales

4 Parramatta Square  
L17, 12 Darcy Street  
Parramatta NSW 2150

[government.architect@planning.nsw.gov.au](mailto:government.architect@planning.nsw.gov.au)  
T +61(02)9860 1450

[governmentarchitect.nsw.gov.au](http://governmentarchitect.nsw.gov.au)

