

38-42 Anderson Street, 3
McIntosh Street & 2 Day Street,
Chatswood

Design Excellence Strategy



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* This document is for discussion purposes only unless signed and dated by the persons identified.

This document has been reviewed by the Project Director.

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1 Overview

This Design Excellence Strategy has been prepared by Mecone on behalf of 3 McIntosh Pty Ltd (the proponent) in relation to a shop top housing development at 38-42 Anderson Street, 3 McIntosh Street & 2 Day Street, Chatswood (**the site**).

In accordance with the Government Architect NSW Design Competition Guidelines (the **Guidelines**) this Strategy defines:

- the aims of the competition,
- a short description of the site and program,
- the capital investment value of the development,
- the planning framework,
- an outline of the competition process including key dates,
- how the process will meet the relevant planning controls and align with these guidelines,
- the number of design teams required to participate,
- the disciplines to be included within design teams,
- how design teams will be selected,
- the number of jurors, and
- an outline of the design integrity process.

For the purpose of this Design Competition process, design teams will be asked to provide design schemes for two scenarios as follows:

- 1 x LEP compliant scheme, and
- 1 x Design Alternative which seeks to deliver 30% height and floorspace bonus in accordance with the Infill-Affordable Housing (IAH) provisions of the Housing SEPP.

Submissions should include a separate appendix with **one option** (in addition to an LEP compliant option) which resolves design for the site in response to the IAH provisions of the Housing SEPP. This should account for:

- Increase of 30% of GFA (ie.7.8:1); and
- Increase of 30% to height of buildings (ie.117m).

The jury will review and provide comment on the merits of a design alternative that seeks to utilize the IAH Bonus. However, the winning scheme will be determined based on the LEP compliant scheme.

The Proponent has elected to carry out a Competitive Design Process for the development, with a minimum of three (3) invited design teams. In accordance, with Table 1 of the Guidelines, Willoughby City Council (**Council**) have confirmed that the proposal comprises a *medium-scale common building type*, as such three (3) Architectural practices were shortlisted and then Council and GANSW selected three design teams who were invited to participate. Council provided written endorsement of this Design Excellence Strategy on 19 April 2024.

The objectives of this Design Excellence Strategy are to:

- Establish how the proponent proposes to implement a competitive design process for the development of the site.
- Clarify the timing of a competitive design processes.
- Set out the approach for establishing a Competitive Design Alternatives Brief.
- Set out the requirements for the Competitive Design Process.



- Consider the approach for the assessment, decision making and dispute resolution within the design competition.
- Ensure that the design excellence integrity is continued into the detailed development proposal and implementation.
- Define fees and costs that are to be paid to Willoughby City Council (including administration costs and charges), and extent and manner of payment of professional fees to be paid to the Architectural practices participating in the Design Excellence Competition (to be held in trust by Willoughby City Council), remuneration / honorarium to the Design Excellence Jury members.

The outcome of this competitive process does not fetter the decision of the consent authority in the determination of any subsequent DA/SSD application(s) for this development. The consent authority will not form part of the Competition Jury, however representatives from DPFI, GANSW and Council will act as impartial observers to the competitive process.

Nothing in this Strategy approves a departure from the relevant planning controls, including any relevant State Significant Planning Policies (SEPPS), Willoughby Local Environmental Plan (LEP) 2023, or Willoughby Development Control Plan (DCP) 2023. Where there is any inconsistency between this Strategy and the relevant planning controls, the relevant planning controls prevail.

1.1 Proponent Details

3 McIntosh Pty Ltd

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2 Design Excellence Strategy

2.1 Location & Extent of the Competitive Design Process

The subject site is known as 38-42 Anderson Street, 3 McIntosh Street & 2 Day Street, Chatswood, legally described as Lot 1 in DP 949928, SP19181, SP1604, SP2650, SP76364 (**Figure 1**). The site comprises a total site area of 4,446.1m² and is a trapezoidal in shape with frontages to Anderson Street to the east, Day Street to the north and McIntosh Street to the south.

The Competitive Design Process is intended to apply to the whole of the site.

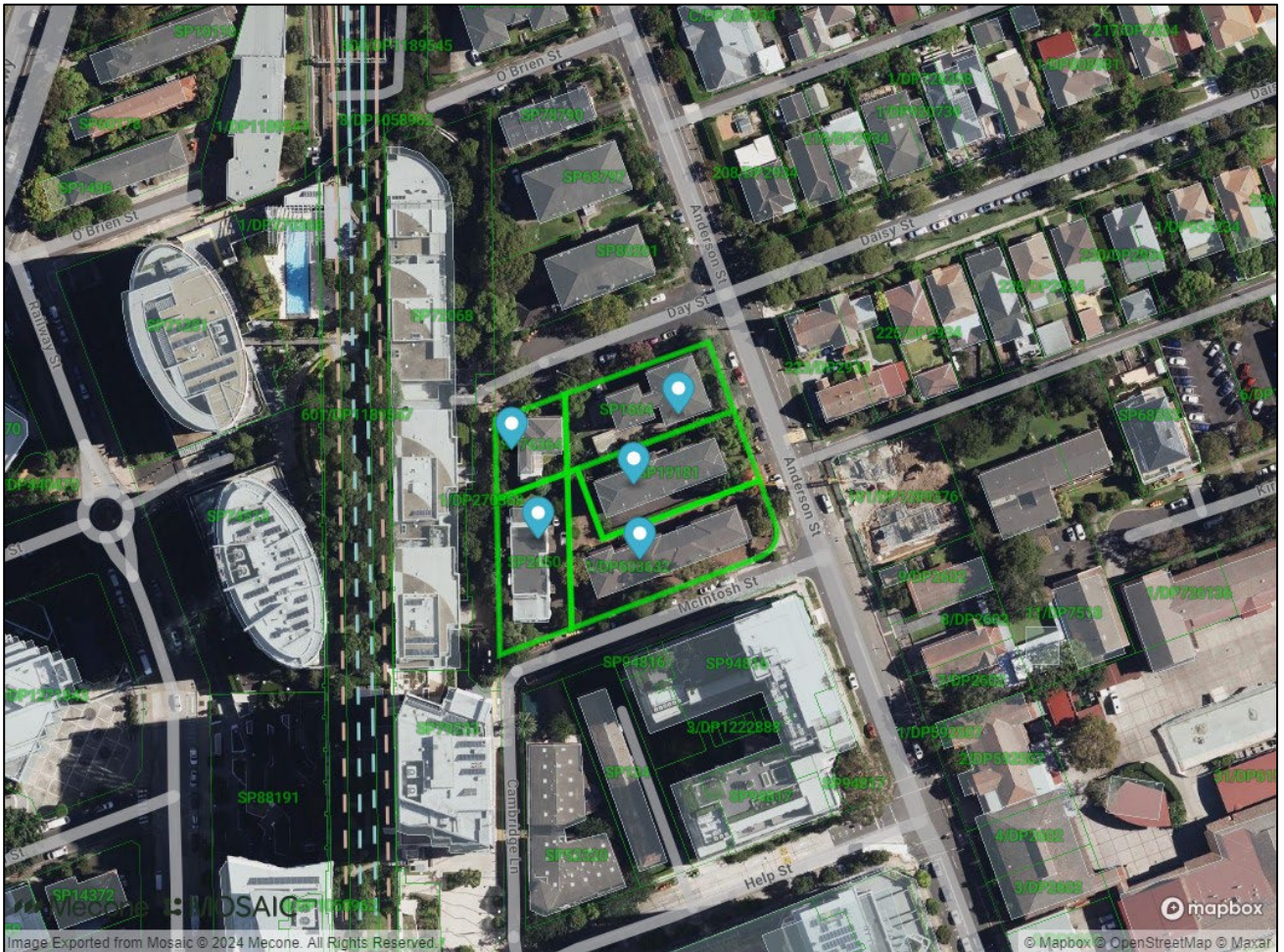


FIGURE 1 – SITE CONTEXT

Source: Mecone Mosaic

2.2 Type of Competitive Design Process to be Undertaken

In accordance, with Table 1 of the Guidelines, Council have confirmed that the proposal comprises a medium-scale common building type, and as such the proponent has identified a shortlist of five architectural practices which has been sent to Council and GANSW. Council and GANSW will select three architectural practices who



will invited to enter the competition. Design teams will either be a person, corporation or firm registered as an architect in accordance with the NSW *Architects Act 2003*.

The Competitive Design Process will be conducted in accordance with the Government Architects Guidelines and the Design Competition Brief (the **Brief**). The process is to be undertaken prior to the lodgement of the development application in accordance with the Guidelines.

The Design Competition Brief and this Design Excellence Strategy have been prepared by Mecone and issued to Willoughby City Council and GANSW for review prior to commencement of the design competition. The Proponent will ensure that:

- All details about 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 Willoughby City Council prior to its distribution to design teams.
- The Brief is to be generally in accordance with the Part 3.2 of the GANSW Guidelines.
- The Competitive Design Process will commence only after Willoughby City Council's written endorsement of this Design Excellence Strategy and the Design Competition Brief.

Pursuant to Clause 6.23(4) and (5) of the *Willoughby Local Environmental Plan 2012* (WLEP 2012), in considering whether the development exhibits design excellence, regard must be had to the following matters—

- (a) whether a high standard of architectural design, materials and detailing appropriate to the building type and location will be achieved,**
- (b) whether the form, arrangement and external appearance of the development will improve the quality and amenity of the public domain,**
- (c) whether the development detrimentally impacts on view corridors.**

Furthermore, regard must also be had to how the development addresses the following matters—

- (a) the suitability of the land for development,*
- (b) existing and proposed uses and use mix,*
- (c) heritage and streetscape constraints,*
- (d) the relationship of the development with other development (existing or proposed) on the same site or on neighbouring sites in terms of separation, setbacks, amenity and urban form,*
- (e) bulk, massing and modulation of buildings,*
- (f) street frontage heights,*
- (g) environmental impacts such as sustainable design, overshadowing, wind and reflectivity,*
- (h) achieving the principles of ecologically sustainable development,*
- (i) pedestrian, cycle, vehicular and service access, circulation and requirements,*
- (j) the impact on, and proposed improvements to, the public domain,*
- (k) the impact on special character areas,*
- (l) achieving appropriate interfaces at ground level between the building and the public domain,*



(m) excellence and integration of landscape design

3 Competitive Process Details

The intended process for the Competitive Design Process is outlined below. The competitive process will be run in a single stage with a 3-week and 6-week progress review.

TABLE 1 – COMPETITIVE PROCESS DETAILS

ITEM	DETAILS
Stage	Full Schematic and Development Design
Proposed project/development cost	\$153 million (excluding GST)
Competition Manager	Mecone
Architects	<p>The architectural design competition is by invitation only and will include a total of three (3) design teams. Each design team must be a person, corporation or firm registered as an architect in accordance with the <i>Architects Act 2003</i>, or in the case of interstate or overseas design teams, eligible for registration.</p> <p>The proponent has shortlisted the following Architects, with the final three design teams to be selected by Council and GANSW, as the consent authority.</p> <p>The shortlisted Architects are as follows:</p> <ul style="list-style-type: none">• Koichi Takada Architects• SJB• Drew Dickson Architects• Carter Williamson• Luigi Rosselli Architects <p>Note: In accordance with Table 1 of the Guidelines, Council have confirmed that the proposal comprises a <i>medium-scale common building type</i>, and as such three invited design teams will be selected.</p>
Jury	<p>The Design Excellence Jury will comprise the following 3 professionals with design expertise:</p> <ul style="list-style-type: none">• Chris Johnson OAM• GANSW endorsed [TBC]• Council nominated [TBC]
Time	10-week total program , commencing on 22 April 2024 and structured as follows:



- **8-week competitive process** time (including progress reviews at week 3 and week 6).
- 4 working days to finalise PPT presentation material and conduct technical advisor assessment (incl. report to Jury)
- Presentations to the Jury in week 8
- Up to 1-week Jury deliberations period and finalisation of design competition report (subject to Jury sign off).

The jury and jury chair are to complete their deliberations after the jury presentations. If further information is required, this is to be provided and considered within **14 working days**. However, requests for additional information should be avoided where possible.

Process

Architectural Practices are invited to participate. Each participant is to submit a complying design for the development, and these are assessed against the jury evaluation criteria (see **Appendix 5**).

For the purpose of this Design Competition, design teams have been asked to provide design schemes for two scenarios as follows:

- 1 x LEP compliant scheme, and
- 1 x Design Alternative which seeks to deliver 30% height and floorspace bonus in accordance with the Infill-Affordable Housing (IAH) provisions of the Housing SEPP.

Submissions should include a separate appendix with **one option** (in addition to an LEP compliant option) which resolves design for the site in response to the IAH provisions of the Housing SEPP. This should account for:

- Increase of 30% of GFA (ie.7.8:1); and
- Increase of 30% to height of buildings (ie.117m).

The jury will review and provide comment on the merits of a design alternative that seeks to utilize the IAH Bonus. However, the winning scheme will be determined based on the LEP compliant scheme.

Objectives

Articulate a strong design idea that complies with the brief.

Level of Detail/Resolution

- Resolved site and location plan,
 - Contextual site study and view analysis,
 - Conceptual analysis of the proposal and design rationale,
 - Typical plans, elevations and sections including the ground plane,
 - Relevant plans, elevations and sections demonstrating compliance with SEPP 65 and ADG, LEP and generic DCP controls,
 - 3D massing modulation study to demonstrate relationship to adjoining buildings, and articulation of proposed building,
 - Proposed external finishes and materials,
 - **No more than three** coordinated perspectives of proposed development including 1 confirmed location (refer to brief), and 2 from the design teams preferred locations and
-



- Ground plane and public domain area in the context of the site.

Format	A3 Report including drawings and Power Point Presentation
Deliverables	<ul style="list-style-type: none"> • A3 Design Report • Architectural Design Statement • Statement of Compliance • Yield Analysis and Area Schedule • No more than three Perspectives/Photo Montages • Plans • Façade Details • Selection Panel Presentation <p>Note: No physical models will be accepted.</p>
Assessment	<p>The Jury is to consider submissions in accordance with the following weighting:</p> <ul style="list-style-type: none"> • Compliance with planning controls – 30% • Compliance with the design objectives brief – 50% • Compliance with commercial objectives – 20% <p>The jury should also assess against the objectives in the brief articulating:</p> <ul style="list-style-type: none"> • A design that responds to the opportunities of the site. • A design that provides a high level of residential amenity and achieves the targets for ecologically sustainable development. • Consideration of the matters listed under Clause 6.23 (Design excellence) of WLEP 2012. • Compliance with the DCP, built form and commercial requirements of the brief. • Commercial objectives set out by the proponent. • Feasible construction methodology and QS confirmation that the scheme is in line with the project budget. • The utilization of the additional 30% FSR and building height bonuses in accordance with IAH provisions of the Housing SEPP. <p>At the completion of the jury deliberation period, the jury is to confirm which submission is preferred as being capable of achieving design excellence.</p> <p>This Design Competition is a unique competition process, noting that the proponent would like design teams to consider a complying scheme and an alternate IAH 30% bonus scheme.</p> <p>A consultation process has occurred between GANSW, Council and DPPI, confirming that this unique competition process is appropriate for this design competition.</p>



The proponent is undertaking this competition process at their own planning risk, noting the IAH SEPP does not come into effect until July 1, 2024 - if the exemption for the site is lifted.

Fees to Design Teams	A competition fee of \$80,000 plus GST shall be paid to each Competitor for participating in this invited Competitive Design Process.
Remuneration to Jury (Chair)	Design Excellence Jury and Panel members remuneration: <ul style="list-style-type: none">• \$3,500 per member per day
Administrative fee paid to Council	Administrative fee paid to Willoughby City Council in accordance with Willoughby City Council Design Excellence Guidelines equal to 0.02% of the proposed project/development cost.

3.1 Selection of Design Teams

The selection of architectural practices for the design competition will be defined by a design brief to be developed in accordance with the following principles:

- a) The architectural practices shall be independent of the Convenor.
- b) The proponent will provide Council and GANSW with a shortlist of six architectural practices.
- c) Council and GANSW will select three (3) established architectural practices to participate in the design competition.
- d) Invited practices may include emerging architectural practices.
- e) The short-listed design teams will be selected based on the following:
 - Diversity of experience in projects of equivalent complexity,
 - Emerging architects or design teams,
 - Capacity to deliver the project within their own organisation or by partnering with other practices, and
 - The proponent willingness to work with the selected design teams.
- f) All invited practices will provide a folio of past work and achievements and required to demonstrate their capability to meet their brief including the longer-term project delivery.

3.2 Design Competition Manager

The Design Excellence Competition Manager is Mecone. Mecone is independent of the Architectural Practices competing, having no current professional, legal or commercial relationship.

- Assist in scoping competitive design process including timeframes and key milestones and ensuring that it will be satisfactory to the Council.
- Work with the proponent to develop and finalise the Design Excellence Strategy and Competition Brief and liaison with the Council to gain endorsement.
- Organise, host assist and attend briefings of the design teams and provide written instructions/advice as required.



- Prepare and issue addendums to the design brief (as required) and/or respond to matters of clarification.
- Organise, attend and manage all design excellence competition presentations, including the circulation of presentation material to attendees and Jury members.
- Assist with coordinating design presentations as required.
- Provide town planning input to assist with decision making process for competition proposals including advice to the judging panel.
- Assist with the efficient management of the competitive design process ensuring transparency and probity throughout.
- Ensure independence with regard to the management and delivery of the Design Excellence process including the preparation of the Design Competition Report.



3.3 Compliance Report

The Competition Manager shall undertake a thorough assessment of each competition entry and prepare a report identifying areas where each submission does not comply with the appropriate and relevant standards, regulations and controls.

A copy of the report will be distributed with the competition submission to Willoughby City Council and each member of the Jury prior to the Jury Presentations

3.4 Design Competition Report

The Competition Manager shall prepare a Design Competition Report containing a summary of the competition process and documenting the jury's decision including determination of the winner and the jury's recommendations.

The Design Competition Report will be reviewed and endorsed by the Jury Chair and Jurors and include the following:

- A summary of the competition process and a copy of the competition brief.
- Feedback on each of the design responses, outlining the merits and the weaknesses.
- Nomination of one design response as the winner of the competition and the winning design team for the purposes of design integrity.
- A statement that the winning design response has the potential to achieve design excellence.
- The rationale for the choice of the winning design and the qualities and attributes that must be retained to achieve design excellence.
- Areas that require further design development to achieve design excellence.
- Any ongoing requirements of the design integrity process.
- A statement confirming the competition process has been carried out in accordance with requirements of the relevant epi.

The Design Competition Report, noting that the selected scheme has satisfied the requirements of Willoughby LEP Design Excellence Clause, is to be endorsed by the Design Excellence Jury (and Chair).

Note: The jury will review and provide comment on the merits of a design alternative that seeks to utilize the IAH Bonus. However, the winning scheme will be determined based on the LEP compliant scheme.

The Competition Manager shall present a copy of the Design Competition Report, accompanied by the selected submission to Council.

3.5 Proponent Fees, Costs & Remuneration

The developer will meet the following costs:

All fees and costs associated with the preparation and running of the Design Excellence Competition including, but not limited to:

- Jury/Chair Fees-Honorarium
- Preparation of the Design Excellence Strategy and Design Excellence Brief



- Distribution of the competition entries and any subsequent submissions to:
 - Willoughby City Council (digital copies only)
 - Each Jury member (digital copies only)

3.6 Design Excellence Jury – Selection, Assessment & Decision Making

All Jury members shall be physically present at the final design competition presentation.

In establishing a Jury for the design competition for the site, the proponent understands that:

- a) No member of the Jury shall have pecuniary interests in the development proposal or involvement in approval processes.
- b) The Jury will comprise two members, one proposed by the developer and the other by Willoughby City Council.
- c) The Jury shall also include one member who is independent of both the proponent and Willoughby City Council. The independent jury panel member shall either be, or endorsed/nominated by, the NSW Government Architect NSW (GANSW), and consist of a member of a professional body such as the Australian Institute of Architects or similar, or other process that is subject to Willoughby City Council approval. Council are to nominate the jury chair.

Jury members are to:

- a) Be appropriate to the type of development proposed.
- b) Represent the public interest.
- c) Include only persons who have recognised qualifications, expertise and experience in the development, design and construction professions and industry.
- d) The Jury's decision will be via a majority vote. Unanimous agreement is not required.
- e) The decision of the Jury 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 competition.
- f) Complete a confidentiality agreement and maintain the confidentiality of the competition process.

3.7 Assessment & Decision

Excluding any submissions that are deemed to be disqualified, the Jury shall consider and assess a minimum of three conforming competition entries to determine an outcome. A submission is deemed to be conforming should an alternative solution to a DCP provision be proposed to achieve compliance with the Chapter 4 of the Housing SEPP.

Note: The jury will be evaluating one LEP compliant scheme and one IAH +30% bonus scheme after 1 July 2024, once the IAH SEPP applies to the LGA. This is subject to the exemption lifting on 1 July 2024.

Submissions shall be presented to achieve an outcome of the Design Excellence Competition.

Presentations



- Presentations should be 30 minutes in length.
- A question period of approximately 20 minutes in length.
- Jury discussion between presentations approximately 20 minutes in length, noting that jury deliberation will occur after all 3 design teams have presented their schemes.

Assessment

The Jury is to assess submissions in accordance with the following weighting:

- Compliance with planning controls – 30%
- Compliance with the design brief – 50%
- Buildability – 20%

3.8 Design Integrity Panel

Following the design competition, the original Jury members will form the Design Integrity Panel (DIP). The DIP will ensure that the design integrity of the winning scheme has been maintained, and that specific requirements as identified in the competition report have been addressed. The DIP will reconvene to review the design at the following stages:

- Prior to the lodgement of any DA/SSDA, providing sufficient time to allow for meaningful input by the DIP on design development.
- During the assessment of the DA/SSDA as deemed necessary by the Consent Authority.
- Prior to the submission of any significant design modifications to the Development Consent.

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

All decisions of the DIP regarding confirmation that the design retains, or is an improvement upon, the design excellence qualities exhibited by the winning scheme are to be reached by majority decision.

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

3.9 Design Integrity Reports

Each meeting of the DIP will be documented in a Design Integrity Report. DIP reports are required to include the following:

- Statement confirming that the design retains or improves upon the design qualities exhibited in the winning scheme.
- Confirmation that the scheme retains the potential achieve design excellence.
- Specification as to whether further DIP sessions are recommended.
- Specific reference to advice and recommendations from the Competition Report and any preceding DIP meetings, to ensure all matters are addressed.



DIP Reports are to be prepared by the Competition Manager and reviewed and endorsed by the DIP. DIP Reports (as well as the Competition Report) are also to be submitted to the consent authority with the future DA/SSDA to inform its assessment.



