

Design Excellence Strategy Report

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

Version 3

April 2020



Contents

List of Figures:	2
Document Control.....	3
1 . Introduction	5
Design Excellence and High Quality Design	5
The Site.....	5
Concept Design	6
2 . Design Excellence Strategy	7
Roles and Responsibilities	7
Design Criteria for Detailed DAs	11
Design Excellence Process	11
Design Excellence Process Map.....	11
Project Lifecycle Stages.....	12
Concept Design	12
Competitive Selection.....	14
Detailed Design	15
Modifications to Approved SSDA.....	15
The City of Parramatta Council Design Excellence Process	16

List of Figures:

Figure 1: The Site - 242-244 Beecroft Road, Epping (Source: Bennett & Trimble, 2019).....	6
Figure 2: Design Excellence Process Map (Landcom, 2019).....	12

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
3	Design Excellence Strategy Report updated post consultation with the Government Architect of NSW and the Department of Planning, Infrastructure and Environment as part of the Additional Request for Information package (SSD 8784)	April 2020

Landcom and Sydney Metro are committed to delivering great places for the people of NSW. Design excellence is a key component of each agency's commitment to create communities that demonstrate best practice sustainable urban development. High quality design outcomes for the site have been pursued from project initiation through to concept development. The pursuit of design excellence will continue to progress through to the delivery of the final built form of buildings on the site.

The Design Excellence Strategy proposes a framework and process for achieving design excellence for the development at 242-244 Beecroft Road, Epping (SSD 8784). This is proposed to be achieved through design reviews in collaboration with key stakeholders including the Department of Planning, Industry and Environment (DPIE), Government Architect of NSW (GANSW) - State Design Review Panel (SDRP) and/or the City of Parramatta (CoP) and their internal Design Excellence Advisory Panel (DEAP). The Design Excellence Strategy outlines the roles and responsibilities of each stakeholder at each stage of the project lifecycle.

Landcom has prepared a concept design for the site, which is subject to a State Significant Development Application (SSDA) submitted to DPIE in August 2019. The concept SSDA is supported by **Urban Design Report** (prepared by Bennett & Trimble), which outline the project vision and design intent that will guide the future development of the site. The Design Excellence Strategy is to be read in conjunction with the Urban Design Report.

The intent of the Design Excellence Strategy is to:

- describe the roles and responsibilities of Landcom and its interface with each key stakeholder; and
- outline how design excellence will be achieved at each stage of the project lifecycle.

This report is set out in two parts:

1. **Introduction:** outlines design excellence and high quality design, the site and the concept design.
2. **Design Excellence Strategy:** outlines the roles and responsibilities of stakeholders, the design criteria for detailed DAs, and the design excellence process.

1 . Introduction

Design Excellence and High Quality Design

GANSW states that Design Excellence is a term used to refer to the design quality of a building or project and describes an expectation that a project will achieve a level of design quality that is above and beyond the usual. The design quality of a place is the outcome of multiple interrelated factors. Some essential characteristics of high-quality design include aesthetics, habitability, accessibility and mobility, inclusiveness, sense of place, affordability and integration into the surrounding environment.

The design excellence provisions contained in clause 6.8 of Hornsby Local Environmental Plan (HLEP) 2013 outline the criteria for determining whether a development on the subject site will achieve design excellence. The objective of this clause is *‘to deliver the highest standard of architectural and urban design’*. The provisions of this clause suggest that a development will exhibit design excellence if it incorporates or achieves the following:

- A high standard of architectural design, materials and detailing appropriate to the building type and location;
- A form and external appearance that improves the quality and amenity of the public domain;
- No detrimental impact on view corridors;
- Transit-oriented design principles (e.g. direct, efficient and safe pedestrian and cycle access to nearby transit nodes);
- The requirements of the Development Control Plan; and
- Development that addresses:
 - Suitability of the land;
 - Existing and proposed uses and use mix;
 - Heritage issues and streetscape constraints;
 - Relationship with other development (e.g. separation, setbacks, amenity and urban form);
 - Bulk, massing and modulation of buildings;
 - Street frontage heights;
 - Environmental impacts (e.g. sustainable design, overshadowing and solar access, visual and acoustic privacy etc);
 - Ecologically sustainable development;
 - Access and circulation requirements;
 - Impact on and improvements to the public domain;
 - Appropriate interfaces at ground level; and
 - Integration of landscape design.

This criteria will ensure that the design excellence will be carried through from concept to detailed design stages.

The Site

The subject site is located at 242-244 Beecroft Road, Epping in the City of Parramatta Council 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, and Ray Road and residential developments to the west.



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

Concept Design

The concept SSDA 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 around 750m²;
- Approximately 332 basement car parking spaces;
- Loading, vehicular and pedestrian access arrangements;
- Communal and private open space areas and through-site pedestrian link; and
- Landscaping throughout the site, particularly along the eastern and western site boundaries fronting Beecroft Road and Ray Road.

Landcom, on behalf of Sydney Metro, will divest the site to the market through a tender process. The successful purchaser of the development will be responsible for the preparation and submission of the subsequent detailed Development Application (DA). The detailed DA is expected to demonstrate compliance with any terms of consent granted on the determination of the concept SSDA, in addition to complying with the Urban Design Report and this Design Excellence Strategy.

2 . Design Excellence Strategy

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

This Design Excellence Strategy outlines the **roles and responsibilities** of those assessing how design excellence will be achieved, describes the **design criteria** for detailed DAs and outlines the **design excellence process** through each project lifecycle.

Roles and Responsibilities

A number of agencies and stakeholders have been identified within the Design Excellence review process, and 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 responding to submissions in relation to the SSDA 8784.</p> <p>Landcom will also be responsible for divesting superlots to a successful tenderer, who will then prepare and lodge a detailed Development Application. During the preparation and assessment of a detailed DA, the proponent will be obligated to ensure design excellence is maintained through statutory requirements, such as the design review process.</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>
Landcom Design Advisory Panel (DAP) (formerly known as UrbanGrowth NSW Design Directorate)	<p>Background</p> <p>In June 2018 Landcom established the DAP to replace the UrbanGrowth NSW Design Directorate, which ceased in December 2017. The design team has consulted with the DAP through concept stage development and submission of the concept design to the DPIE.</p> <p>Objectives</p> <p>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.</p> <p>The DAP will have regard to best practice National, State and local planning policies and relevant guidelines with an aim to achieving exemplary design outcomes.</p>

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 provides advice to Landcom to guide the strategic design direction of projects and reviews, critiques and advises 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; and
- refinements and improvements to design proposals.

The DAP offers expert, independent and objective design advice that is critical to the design of new buildings, infrastructure landscapes and public spaces delivered 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); and
- Sean O’Toole – City Planning, former Managing Director of Landcom and District Commissioner for the Greater Sydney Commission.

With respect to the Epping precinct, the design review process by design-related members of the DAP occurred only at the concept design stage. The DAP will not be involved in the design review process at the detailed design and development approval stage as this will follow the statutory design review panel process of either SDRP or DEAP.

Department of Planning, Industry and Environment (DPIE)

Future detailed DAs subject to Capital Investment Value of \$30 million or more (in accordance with Schedule 1, Section 19(2) ‘Rail and related transport facilities’ of SEPP (State and Regional Development) 2011) will be determined by the Minister and assessed as State Significant Development Application.

DPIE will be the responsible consent authority for determination of the concept SSDA. As part of this role, DPIE will be responsible for coordinating and collating agency feedback and will undertake the assessment of the SSDA for Ministerial determination.

NSW Office of Government Architects (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 GANSW as a 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 determination of the concept SSDA.
- Acting as a technical expert to provide advice to DPIE during the assessment of the SSDA and further relevant DA assessment periods.
- Facilitating the SDRP design review process.
- Providing guidance in relation to the design vision and objectives, green infrastructure, movement and place, heritage, sustainability and other design considerations.

State Design Review Panel (SDRP)

At the time of concept SSDA lodgement, the SDRP were not in place. To ensure design excellence, the concept scheme was presented to Landcom DAP and GANSW. Any future Detailed DAs will be assessed as outlined in this Design Excellence Strategy.

For SSDAs (CIV greater than \$30m), the SDRP is responsible for the design review. The SDRP is convened by GANSW and its role is to provide

independent, expert and impartial design advice on significant development proposals across the State. The SDRP evaluates the design quality of a proposal by reviewing it against the objectives of *Better Placed* and the requirements of any relevant planning instruments.

Design review sessions will be attended to by up to four panel members and a Chair (either GANSW or their representative). The panel will also include an independent member nominated by the City of Parramatta Council who will attend as their representative.

The developer will be required to consult with the SDRP at key stages throughout the design process in accordance with their Terms of Reference and the project SEARs. Feedback will be provided by the SDRP both verbally and through written advice, this should be considered by the developer's design team and applied to the project where applicable.

City of Parramatta Council (CoP)

For any future Detailed DAs with a CIV less than \$30 million, the DA will be determined by The City of Parramatta Council (CoP) pursuant to s.4.37 of the *Environment and Planning & Assessment Act, 1979*, unless the development is classified as local or regional development.

The development will require determination by the City of Parramatta Council Local Planning Panel if it meets any of the criteria set out in Schedule 2 of the 'Local Planning Panels Direction – Development Applications' endorsed by the Minister for Planning on 1 March 2018. The criteria includes conflicts of interest, contentious development (e.g. 10 or more objections), departure from development standards (by more than 10%), and sensitive development (e.g. development to which SEPP 65 applies and is 4 or more storeys in height).

The development will require determination by the Sydney Central Planning Panel if it meets any of the criteria set out in Schedule 7 of SEPP (State and Regional Development) 2011. The criteria includes, for example, Crown development over \$5 million, and private infrastructure and community facilities over \$5 million (e.g. affordable housing). The criteria also includes general development over \$30 million, however in this instance that would be considered State Significant Development in accordance with Schedule 1, Section 19(2) of SEPP (State and Regional Development) 2011.

Local Design Excellence Advisory Panel (DEAP)

Prior to the lodgement of the Detailed DA to CoP, the successful tenderer will undertake pre-development and/or pre-lodgement through a CoP – Design Excellence Advisory Panel (DEAP) meeting to present the application to Council and others. This provides an opportunity for the developer and Council officers to workshop matters such as engineering, public domain and transport design. Prior to the DEAP meeting, review is encouraged. Currently, clause 6.8 'Design Excellence' of HLEP 2013 applies to the site.

Design Criteria for Detailed DAs

The following design criteria should be achieved at the Detailed DA stage:

- Architects and landscape architects are to be selected from the Government Architect's 'Prequalification Scheme for Strategy and Design Excellence' or collaborate with a pre-qualified architect.
- All residential design buildings are to comply with SEPP 65 requirements, or the building design standards current at the time of DA submission.
- All development is to be planned and designed on sound Crime Prevention Through Environmental Design (CPTED) principles.
- Development is to achieve a minimum 5 star Green Star 'Design and As-Built' for medium to high density residential development.
- 20% of apartments within the precinct are to achieve a minimum 'Design and As-Built' Liveable Housing Australia silver level accreditation.

Design Excellence Process

Design Excellence Process Map

Design excellence strategies and outcomes have been a significant component of Landcom's design, development and delivery philosophy. 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. Landcom has prepared the process map below to capture the reviews that occur at key stages of the project.

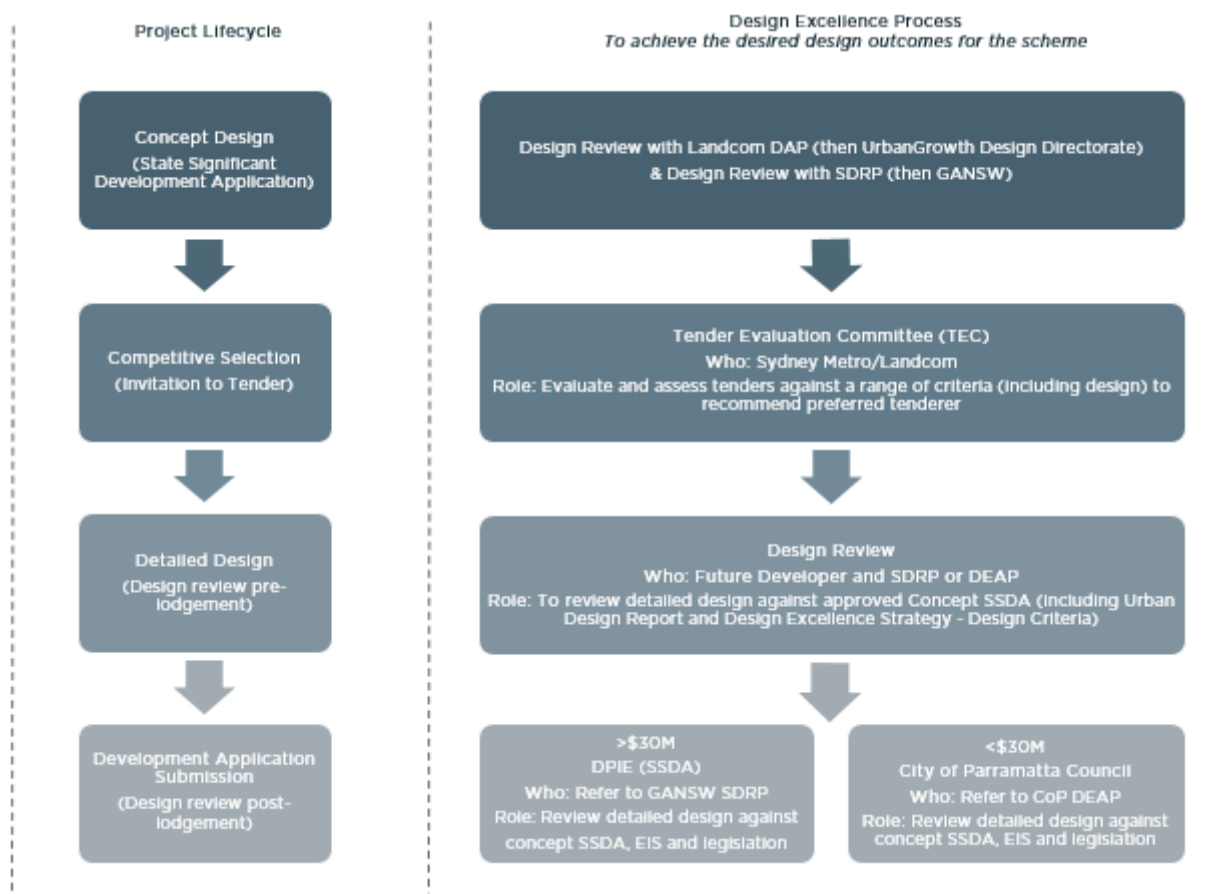


Figure 2: Design Excellence Process Map (Landcom, 2019)

Project Lifecycle Stages

The table below provides a detailed explanation of the Design Excellence review process during each phase of the project lifecycle.

Project Lifecycle Stage	Phase	Design Excellence Review Process
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 the GANSW Strategy and Design Excellence Prequalification Scheme.</p> <p>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 by DPIE. The SEARs, in collaboration with agencies, provided initial feedback on the option. Landcom then wrote briefs for reputable and</p>

suitably experienced technical experts in accordance with the SEARs.

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 clause 6.8 'Design Excellence' of HLEP 2013.

Initial Design Options

Options were first presented to the Landcom Design Advisory Panel (DAP) to align with Landcom's Strategic Directions, architectural design excellence and quality urban design excellence.

Developed Design Option

The preferred design option was then further consulted with local and State government stakeholders, including Design Review Panels such as the Landcom DAP and GANSW (prior to the now established State Design Review Panel (SDRP)).

A schedule of design reviews were completed throughout the development of the concept scheme in accordance with relevant phases outlined in the Design Excellence process map.

Engagement with the Landcom DAP occurred on October 2017 and engagement with GANSW occurred on 13 March 2018 and 8 May 2018.

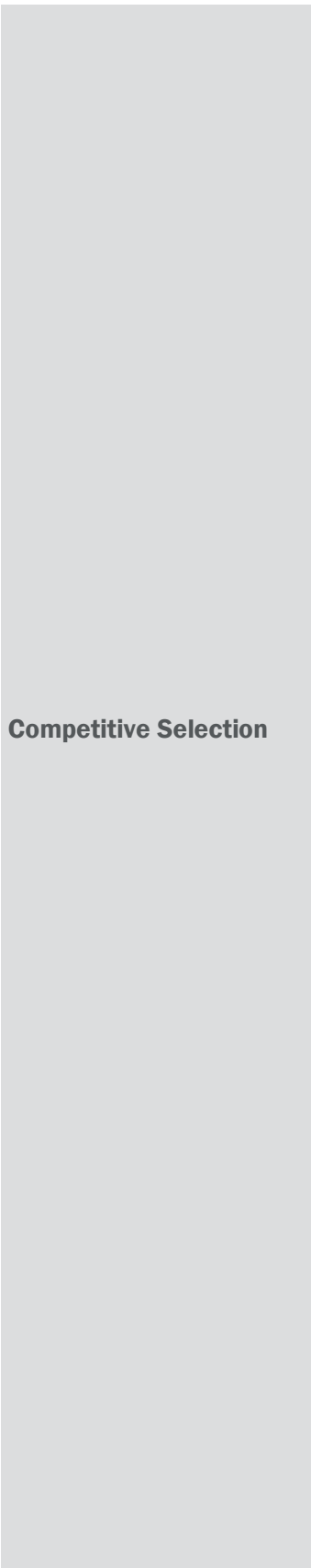
Resolved Design Option and Lodgement of SSDA

The Stakeholder Engagement Outcomes and previous version of this Design Excellence Strategy report addresses issues raised by Landcom DAP and GANSW 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, reasons are then provided.

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

Post Lodgement of SSDA

The SSDA was placed on public exhibition for 28 days (8 August to 4 September 2019). During this period, local and State government agencies including the public and GANSW provided feedback on the reports (including the previous version of this Design Excellence Strategy report).



Competitive Selection

Divestment

DPIE collated the agency feedback and requested Landcom to respond to submissions received during the public exhibition through the Response to Submissions (RtS) report and to provide supporting reports accordingly.

The concept masterplan has been refined through consultation with the public, government agencies and other relevant stakeholders. For example, engagement with GANSW post lodgement of the SSDA occurred on 27 September 2019. A detailed feedback summary of the consultations undertaken can be found within the RtS report and previous version of this Design Excellence Strategy report, included as part of the SSDA. The Response to Submission was lodged in November 2019.

After Landcom lodges the response to DPIE's Request for Further Information and supporting reports (including this revision to the Design Excellence Strategy) in April 2020, DPIE will undertake their assessment and determine the concept SSDA.

Landcom and Sydney Metro will undertake an Invitation to Tender (ITT) divestment process to short-list and select a preferred developer.

A Tender Evaluation Committee (TEC) will be 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 an evaluation plan. The TEC will consider the tender submissions on a range of evaluation criteria (i.e. returnable schedules) and may call on various technical advisors during this phase.

If called upon, a Technical Design Advisor will be a Landcom, Sydney Metro or GANSW nominated design expert. When required, this expert would have preferably been involved in the development of the Concept Master Plan and will advise the Tender Evaluation Committee (TEC) on the extent to which the design responses achieve the Design Principles set out in the concept SSDA and Design Guidelines.

Award

Landcom and Sydney Metro will award the contract to the preferred developer based on TEC's recommendation. The preferred developer is required to comply with the approved concept EIS & SSDA package.

<p>Detailed Design (Detailed Development Application)</p>	<p>Design Options (Prior to Lodgement)</p>	<p>It is recommended that the proponent of the Detailed DA consult with the relevant Design Review Panel during preparation of the Detailed DA. In the case of development with a CIV of more than \$30 million, consultation with the GANSW State Design Review Panel; and with a CIV of less than \$30 million, consultation with the CoP Design Excellence Advisory Panel will be required.</p> <p>This process will allow for review of the DA design against the approved SSDA package and will ensure the principles and objectives of the project are retained throughout the development.</p>
	<p>Lodgement and post lodgement of Detailed DA</p>	<p>In the case where the development CIV is more than \$30 million, the SSD Application will be determined by the Minister or the PAC.</p> <p>In the case where the development CIV is less than \$30 million, the determining authority will be City of Parramatta Council, pursuant to s.4.37 of the <i>Environmental Planning and Assessment Act 1979</i>.</p> <p>If CoP is nominated as the consent authority for future Detailed DAs, CoP 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.</p> <p>In accordance with clause 6.8 'Design Excellence' of HLEP 2013, development must exhibit Design Excellence before consent can be granted.</p>
<p>Modifications to Approved SSDA</p>		<p>Any modification application to the approved SSD will need to demonstrate compliance with the Design Excellence Strategy and any relevant Design Guidelines of the Detailed Design SSD.</p> <p>Prior to lodgement of any modification application, the relevant design review panel may be reconvened for the review of changes which, in the opinion of the consent authority, requires review by the panel. The panel review process should be documented in a Design Integrity Report lodged with the modification application, which provides a summary of feedback by the panel and the responses by the Application to this advice.</p>

The City of Parramatta Council Design Excellence Process

While the subject site is now located within the City of Parramatta Council LGA, the Hornsby Local Environmental Plan (HLEP) 2013 still applies. Clause 6.8 'Design Excellence' of HLEP 2013:

- Applies to all land to which the LEP applies and is for the purpose of development that will result in a building with a height of more than 29.6 metres.
- Requires development to exhibit design excellence by assessment against a set of principles outlined in the clause (summarised previously in this report).
- Does not require a design competition.