



**URBIS**

# **DESIGN EXCELLENCE STRATEGY**

Teloepa 'Concept Plan Area'

Prepared for

**FRASERS PROPERTY TELOPEA DEVELOPER PTY LTD**

12 October 2022

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# 1. INTRODUCTION

This Design Excellence Strategy has been prepared by Urbis on behalf of *Fraser's Property Telopea Developer Pty Ltd* (Fraser's) and accompanies a State Significant Development application (SSDA) submitted to the NSW Department of Planning and Environment (DPE). The SSDA seeks Concept approval, in accordance with Division 4.4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act), for the staged redevelopment of the **Telopea 'Concept Plan Area'** (CPA), as well as a detailed proposal for the first stage of development, known as '**Stage 1A**'.

This Design Excellence Strategy outlines the principles and procedures that will be followed during each stage of the Concept Masterplan delivery program. This will ensure that the architectural and urban design of future development stages achieves design excellence and positively contributes to the broader Telopea Precinct and Parramatta Local Government Area.

The Strategy more specifically articulates the proposed design excellence process and demonstrates how design excellence will be achieved during each stage of the development. The Strategy is based on the following five principles:

1. Establishment of site-specific **Design Guidelines**, to guide the future development of the precinct and ensure a high quality architectural and amenity outcome is achieved.
2. Incorporation of **Connecting with Country** requirements (as recommended by The Fulcrum Agency), including ongoing engagement with appropriate Aboriginal stakeholders throughout the project.
3. Establishment of a robust process to select the **Design Team** for each site, ensuring appropriate experience in designing and delivering design excellence, and encouraging design diversity and visual interest across the precinct.
4. Undertake **Design Excellence Competitions** in accordance with Clause 6.12 of the *Parramatta Local Environmental Plan 2011*, for:
  - a) Development in respect of a building that is, or will be, higher than 55 metres above ground level (existing),
  - b) Development having a capital value of more than \$100,000,000,
  - c) Development for which the applicant has chosen to have such a competition.
5. Commitment to ensure **Design Integrity** through the retention of winning design teams and the implementation of a Design Integrity Panel process.

The Strategy has been updated to address comments provided by DPE and City of Parramatta Council officers in response to the exhibited Environmental Impact Statement in October 2021 and the subsequent Submissions Report in May 2022. The Strategy has been informed by the *Draft Government Architect's Design Excellence Competition Guidelines, 2018* and the *Director General's Design Excellence Guidelines, 2011*.

## 1.1. BACKGROUND

The Telopea CPA forms part of the **Telopea Precinct Master Plan** (February 2017), which was prepared by NSW Land and Housing Corporation (LAHC) and Parramatta City Council to facilitate the rezoning of the precinct in August 2018. The Master Plan seeks to revitalise the Telopea Precinct through the redevelopment of LAHC's social housing assets, as well as sites under private ownership, to deliver an integrated community with upgraded public domain and community facilities – and to capitalise on access to the new Parramatta Light Rail network.

The proposed redevelopment of the CPA is part of the NSW Government *Communities Plus* program, which seeks to deliver new communities where social housing blends with private and affordable housing with good access to transport, employment, improved community facilities and open space. The program seeks to leverage the expertise and capacity of the private and non-government sectors.

In December 2019, the NSW Government announced Frasers (as lead partner in the Affinity Consortium) were awarded the contract to redevelop the Telopea CPA. The SSDA represents the first step in the delivery of the planned redevelopment of the Telopea CPA and the Stage 1A works will provide the first integrated social and market housing development on the site, as well as a new arrival plaza for the Parramatta Light Rail.

## 1.2. SITE DESCRIPTION

Telopea is located in the Parramatta Local Government Area (LGA). It is approximately 4km north-east of the Parramatta Central Business District (CBD), 6km south-west of Macquarie Park Strategic Centre, and 17km from Sydney CBD.

The Telopea CPA site is approximately 13.4 hectares (ha) and comprises 99 individual allotments (refer Figure 1). It currently accommodates 486 social housing dwellings, across a mix of single dwellings, townhouses, and 3-9 storey residential flat buildings. The Estate also currently accommodates a range of existing community facilities including the Dundas Community Centre, Dundas Branch Library, Community Health Centre, Hope Connect church, and Telopea Christian Centre.

The immediate surrounds comprise predominantly residential properties within an established landscape setting. The broader Precinct contains the Telopea Public School, a neighbourhood centre known as the Waratah Shops, and two large Council parks known as Sturt Park and Acacia Park.

## 1.3. PROPOSED DEVELOPMENT

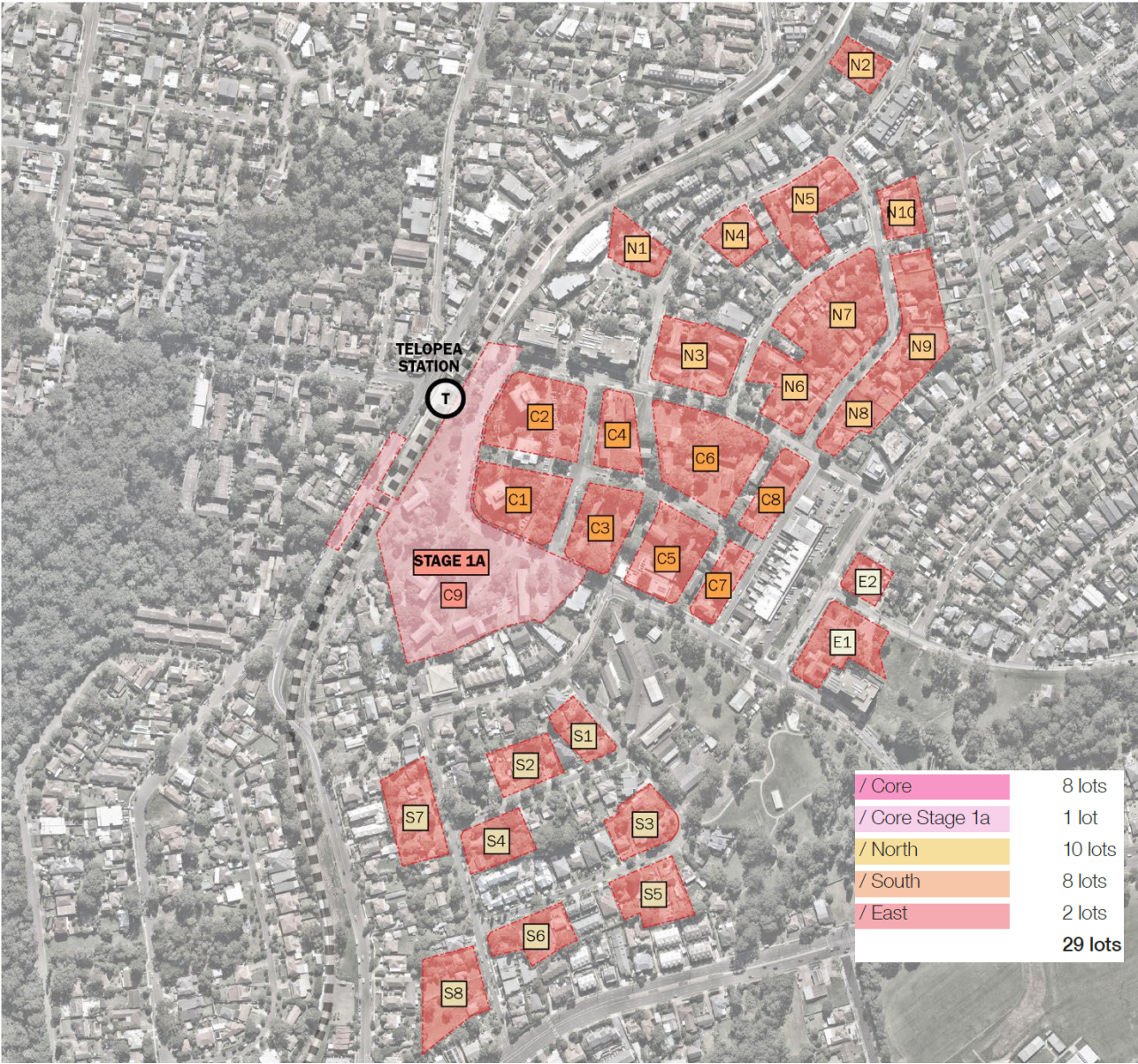
The SSDA seeks Concept approval for the staged redevelopment of the Telopea CPA, as well as a detailed proposal for the first stage of development. The Concept proposal sets out the maximum building envelopes and GFA that can be accommodated across the CPA and identifies the land uses and public infrastructure upgrades to be provided. The Concept proposal will establish the planning and development framework from which any future development application will be assessed against.

The Telopea CPA proposal comprises:

- A mixed-use development including:
  - Approximately 4700 dwellings, including a mix of social, affordable and market dwellings
  - Inclusion of a new retail precinct with a new supermarket, food and beverage, and speciality retail
  - Proposed childcare facility
  - Proposed combined library and community centre
  - Proposed combined Church, Residential Aged Care Facility and Independent living unit's facility
- Delivery of new public open space, including:
  - A new light rail plaza
  - Hill top park
  - Elyes pedestrian link
  - Open space associated with the proposed library
- Retention of existing significant trees
- Road and intersection upgrades
- Cycle way upgrades
- Upgrade of utility services

The Telopea CPA is divided into four precincts known as Core, North, South, and East incorporating a total of 29 development parcels (refer Figure 1). The Concept proposal is further detailed in the Urban Design Report prepared by Bates Smart and Hassell.

Figure 1 Telopea Estate Concept Plan



Source: Bates Smart and Hassell

The first stage of works to be delivered (known as 'Stage 1A') is located within the Core precinct adjacent to the Parramatta Light Rail station and will include:

- Site establishment works, including demolition of all existing buildings and structures, tree removal, site preparation, excavation, and services augmentation.
- Construction of a new arrival plaza for the Parramatta Light Rail, incorporating a Community Pavilion.
- Construction of the Sturt Street extension, Light Rail crossing including Adderton Road intersection works and cycleway connection.
- Part demolition and upgrade of Sturt and Shortland Streets including new kerb-realignment, new footpaths and landscaping, new parking bays, bus zones, line marking and crossing to the extent identified in Figure 1.
- Construction of a new public park surrounding the existing significant trees.
- Construction of residential flat buildings, up to 14-storeys in height, including studio, one-, two- and three-bedroom apartments.
- Construction of two basement levels, with access / egress via Sturt Street and Winter Street, including waste and loading facilities.
- Associated open space and landscaping works, including retention of existing significant trees, ground, and rooftop communal open space, and a publicly accessible through site link.

The Stage 1A proposal is further detailed in the Urban Design Report prepared by Plus Architecture and Landscape Report prepared by Hassell.



## 2. REQUIREMENT FOR DESIGN EXCELLENCE

### 2.1. LEGISLATIVE FRAMEWORK

The *Parramatta Local Environmental Plan 2011* (PLEP 2011) is the principal environmental planning instrument (EPI) for the Telopea Concept Plan and Stage 1A development. PLEP 2011 Clause 6.12 Design Excellence applies to development within the Telopea Precinct. Clause 6.12 sets out the following in relation to design excellence requirements for the site:

- *The objective of the clause is to ensure that development exhibits design excellence that contributes to the natural, cultural, visual, and built character values of Parramatta.*
- *In considering whether the development exhibits design excellence, the consent authority must have regard 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 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,*
  - (d) whether the development detrimentally impacts on any land protected by solar access controls established in the Parramatta Development Control Plan,*
  - (e) the requirements of the Parramatta Development Control Plan,*
  - (f) how the development addresses the following matters —*
    - (i) the suitability of the land for development,*
    - (ii) existing and proposed uses and use mix,*
    - (iii) heritage issues and streetscape constraints,*
    - (iv) 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,*
    - (v) bulk, massing, and modulation of buildings,*
    - (vi) street frontage heights,*
    - (vii) environmental impacts such as sustainable design, overshadowing, wind and reflectivity,*
    - (viii) the achievement of the principles of ecologically sustainable development,*
    - (ix) pedestrian, cycle, vehicular and service access, circulation, and requirements,*
    - (x) the impact on, and any proposed improvements to, the public domain.*

Clause 6.12 (5) outlines a requirement for an **architectural design competition** to be held for certain development within the Telopea Precinct. Specifically, Clause 6.12 (5) states:

*Development consent must not be granted to the following development to which this clause applies unless an architectural design competition that is consistent with the Design Excellence Guidelines has been held in relation to the proposed development—*

- (a) development in respect of a building that is, or will be, higher than 55 metres above ground level (existing),*
- (b) development having a capital value of more than \$100,000,000,*
- (c) development for which the applicant has chosen to have such a competition.*

Note: Subclause (5) does not apply if the Council certifies in writing that the development is one for which an architectural design competition is not required.

The provisions of the PLEP 2011 have been taken into account in preparation of this Design Excellence Strategy and the proposed process for delivery of design excellence across the Telopea CPA.

## 2.2. ARCHITECTURAL DESIGN COMPETITION SITES

Based on the proposed building envelopes, staging and indicative Capital Investment Value (CIV) the following sites are expected to be subject to an Architectural Design Competition in accordance with Clause 6.12 (5) of the PLEP 2011:

- The Core:
  - **C1, C2, C3, and C4** contain buildings higher than 55 metres and each development has a CIV greater than \$100M.
  - **C6** has a CIV greater than \$100M.
  - *C5, C7, and C8 do not meet the thresholds.*
- North Precinct:
  - **N6 and N7** has a CIV greater than \$100M.
  - **N8 and N9** has a CIV greater than \$100M.
  - *N1, N2, N3, N4, N5, and N10 do not meet the thresholds.*
- South and East Precincts:
  - *E1, E2, and S1-S8 do not meet the thresholds.*

Note: the above list is provided for information purposes only. It is based on the current proposed staging and indicative CIV and is therefore subject to change.

## 2.3. COMPLIANCE WITH SEARS

A request was made to the Minister for the Secretary's Environmental Assessment Requirements (SEARs), pursuant to *Clause 3, Schedule 2 of the Environmental Planning and Assessment Regulation 2000* and the SEARs was received on 1 April 2021. A copy of the SEARs is included at **Appendix A** of the Environmental Impact Statement (EIS).

The SEARs set out the design excellence requirements for the proposal; compliance with which is demonstrated in Table 1 below.

Table 1 Compliance with SEARs Design Excellence requirements

SEARs Requirement	Proposal Response
<i>How the development will achieve design excellence in accordance with the relevant EPI provision and the objectives for good design (of the built environment) in Better Placed [GANSW, 2017].</i>	<p>This Design Excellence Strategy sets out how the development will achieve design excellence in accordance with PLEP 2011 Clause 6.12 through the five key design excellence principles set out in section 3.</p> <p>The Government Architect's 'Better Placed' design policy provides seven distinct objectives which define the key considerations for designing the built environment. Each of these have influenced the design approach for the Telopea Urban Renewal Project. A response to each objective is provided at Appendix G of the Design Report, prepared by Bates Smart and Hassell, dated July 2021.</p>

SEARs Requirement	Proposal Response
<p><i>The concept proposal (layout and building envelopes), design guidelines and future design excellence process have been reviewed by the State Design Review Panel (SDRP), and advice addressed, prior to lodgement.</i></p>	<p>The Concept proposal, Design Guidelines, and Design Excellence Strategy has been reviewed by the State Design Review Panel (SDRP) at three formal sessions:</p> <ul style="list-style-type: none"> <li>– SDRP session #1 -1 April 2021</li> <li>– SDRP session #2 -16 June 2021</li> <li>– SDRP session #3 -12 August 2021</li> </ul> <p>The Concept proposal (including the Design Guidelines) has been refined to address comments provided by the SDRP.</p> <p>The preliminary Design Excellence Strategy was presented to the SDRP at session #2. The Strategy was refined to address comments provided by the SDRP. Specifically, the SDRP recommended that in developing the Design Excellence Strategy Frasers “...consider a strong inter-relationship between; design guidelines, the illustrated masterplan, selection and appointment of architects and landscape architects, the State Design Review Panel process and the role of design competitions for key elements”. The Design Guidelines are referenced at Section 3.2. The selection and appointment of architects and landscape architects is discussed at Section 3.4. The Design Competition process is discussed at 3.5.</p>
<p><i>The Stage 1A proposal has been reviewed by the SDRP, and advice addressed, prior to lodgement.</i></p>	<p>The Stage 1A proposal has been reviewed by the SDRP at three formal sessions:</p> <ul style="list-style-type: none"> <li>– SDRP session #1 -1 April 2021</li> <li>– SDRP session #2 -16 June 2021</li> <li>– SDRP session #3 -12 August 2021</li> </ul> <p>The Stage 1A proposal has been refined to address comments provided by the SDRP. The SDRP have indicated their support for the Stage 1A proposal including “...the revised urban structure and general arrangement of building envelopes, streets and public open space” and the “Station Plaza –the revised spatial arrangement, including pedestrian connections and the increased range of uses” (session #2 advice letter, dated 30 June 2021).</p>

SEARs Requirement	Proposal Response
<p><i>A design workshop with Council has been held to consider both the concept and Stage 1 proposals and advice addressed prior to lodgement.</i></p>	<p>A design workshop was held with City of Parramatta Council officers on 24 June 2021 and advice was provided on 1 July 2021. The advice received from Council has been addressed and incorporated into the proposal where relevant.</p> <p>Note: several other meetings have been held with Council officers between March 2020 and October 2022, including several urban design and sustainability workshops, as well as discussions regarding the Voluntary Planning Agreement and draft Telopea Development Control Plan.</p> <p>Most recently, Frasers met with Council officers on 29 September 2022 to present the proposed changes to this Design Excellence Strategy in response to comments received on the exhibited Environmental Impact Statement and the subsequent Submissions Report. Council indicated that it would provide feedback on the revised Design Excellence Strategy once submitted as part of the 2<sup>nd</sup> Response to Submissions Report.</p>
<p><i>How design excellence issues will be addressed following exhibition, including a minimum of one further meeting with the SDRP and Council for the concept and Stage 1A proposals.</i></p>	<p>As set out in section 3 of this Design Excellence Strategy five key elements offer a combination of techniques to ensure design excellence is achieved. As part of the Design Review process, engagement will be undertaken with the SDRP and City of Paramatta Council officers, as well as other relevant stakeholders.</p>
<p><i>How design integrity will be maintained in subsequent stages of the planning process.</i></p>	<p>To ensure that design integrity is maintained, the nominated Design Team will be retained throughout the design and construction phases to the completion of the project. Further, a Design Integrity Panel (DIP) is to be established and will review the design during the pre-lodgement and Development Application stage, as well as prior to the lodgement of any subsequent modification application.</p>

## 3. DESIGN EXCELLENCE APPROACH

### 3.1. OVERVIEW

On behalf of NSW Land and Housing Corporation, Frasers is committed to a Design Excellence Strategy and process to ensure that the Telopea CPA positively contributes to the Telopea Precinct and Parramatta Local Government Area. The vision is for Telopea to become a place of enhanced wellbeing; where natural systems are rehabilitated, where communities connect and where people have access to a range of opportunities.

This Design Excellence Strategy has been updated to address comments provided by DPE, City of Parramatta Council officers, the SDRP and GANSW during the pre-lodgement stage and in response to the exhibited Environmental Impact Statement and subsequent Submissions Report. The Strategy has been informed by the *Draft Government Architect's Design Excellence Competition Guidelines, 2018* and the *Director General's Design Excellence Guidelines, 2011*.

The Strategy and Concept Masterplan has been prepared with regard to the seven objectives for good design of the built environment identified in *Better Placed* (GANSW, 2017):

1. *Better fit: contextual, local and of its place;*
2. *Better performance: sustainable, adaptable and durable;*
3. *Better for community: inclusive, connected and diverse;*
4. *Better for people: safe, comfortable and liveable;*
5. *Better working: functional, efficient and fit for purpose;*
6. *Better value: creating and adding value; and*
7. *Better look and feel: engaging, inviting and attractive.*

To deliver on these design excellence objectives, a combination of proven techniques is proposed. This Strategy sets out techniques that follow a clear and iterative process and enable the exchange of ideas between Frasers and independent design experts.

The approach is consistent with what has been adopted in other areas of Sydney, and other major State Significant Development projects within Greater Sydney and beyond. By following this Strategy and its design development process, the community, the consent authority, and City of Parramatta Council can have confidence that a superior design outcome will be achieved.

The Strategy to deliver design excellence for the proposal is based on the following five principles and as detailed further below:

1. Establishment of site-specific **Design Guidelines**, to guide the future development of the precinct and ensure a high quality architectural and amenity outcome is achieved.
2. Incorporation of **Connecting with Country** requirements (as recommended by The Fulcrum Agency), including ongoing engagement with appropriate Aboriginal stakeholders throughout the project.
3. Establishment of a robust process to select the **Design Team** for each site, ensuring appropriate experience in designing and delivering design excellence, and encouraging design diversity and visual interest across the precinct.
4. Undertake **Design Excellence Competitions** in accordance with Clause 6.12 of the *Parramatta Local Environmental Plan 2011*, including:
  - a) Development in respect of a building that is, or will be, higher than 55 metres above ground level (existing),
  - b) Development having a capital value of more than \$100,000,000,
  - c) Development for which the applicant has chosen to have such a competition.
5. Ensure **Design Integrity** is maintained through the retention of winning design teams and the implementation of a Design Integrity Panel process.

## 3.2. DESIGN GUIDELINES

Bates Smart and Hassell have developed site-specific **Design Guidelines** to guide the architectural and urban design of the Telopea CPA (see **Appendix H** of the Environmental Impact Assessment). The Design Guidelines have been established to ensure a high quality architectural and amenity outcome is achieved across the Telopea CPA. Specific design principles and objectives have been developed for the site including those relevant to Stage 1A. The Design Guidelines set out the vision for the future development as below, as well as objectives and provisions in relation to built form, public domain, open space and trees, transport and parking and sustainability.

*Through its renewal and revitalisation, Telopea will become a place of enhanced wellbeing: where natural systems are relinked and rehabilitated, where communities connect, and where people have access to a range of activities, opportunities, and pathways. Like its floral namesake, Telopea will become a place of beauty and balance.* [Telopea CPA Design Guidelines, Bates Smart & Hassell, 2022]

The Design Guidelines will be used as part of the evaluation and assessment process to determine whether future development of the Precinct achieves design excellence. The Design Guidelines have been developed to shape development and deliver design excellence with the following key objectives:

- (a) To ensure architectural diversity is achieved.
- (b) To achieve a high standard of architectural and urban design, materials and detailing appropriate to the building type and location.
- (c) To ensure the form and external appearance of the buildings improve the quality and amenity of the public domain.
- (d) To deliver excellence and integration of landscape design.

The Design Guidelines are specific to the Telopea CPA and ensure a high-quality design and amenity outcome is achieved for the future residents and adjoining development. Their application during design development and assessment of future development stages will safeguard the delivery of an excellent and coherent vision for the Precinct.

The Design Guidelines have been updated to address comments provided by DPE and City of Parramatta Council officers in response to the exhibited Environmental Impact Statement in October 2021 and the subsequent Submissions Report in May 2022.

## 3.3. CONNECTING WITH COUNTRY

The Fulcrum Agency has prepared a **Connecting with Country Strategy** for the Telopea CPA. This Strategy responds to GANSW's *Connecting with Country DRAFT Framework 2020* and the Telopea Precinct Master Plan. The Strategy includes an Opportunity Plan that identifies areas of the project that would benefit from immediate and long-term opportunities for Connecting with Country, as well as key design considerations and recommendations in relation to:

- Landscape narratives
- Caring for Country
- Foreground contemporary Aboriginal culture in public spaces
- Aboriginal art
- Wayfinding and place names
- Economic opportunities.

The recommendations of the Strategy will be responded to in each of the future development phases for the Telopea CPA alongside ongoing engagement with appropriate Aboriginal stakeholders throughout the project.

## 3.4. DESIGN TEAM

To ensure appropriate experience in designing and delivering design excellence and encouraging design diversity and visual interest across the Precinct, a robust process to select the **Design Team** for each future development site with the Precinct will be undertaken.

### 3.4.1. Core Design Team

The Frasers Core Design Team for the Telopea CPA comprises leaders in the field of architecture and urban design, being Bates Smart and Hassell. These high-calibre firms bring together a wealth of skills and experience in both local and international contexts to ensure that design diversity, innovation, and the best possible design solution is achieved.

Bates Smart is engaged to develop the Concept Masterplan for the Precinct as well as the Design Guidelines. The Concept Masterplan and Design Guidelines will ensure the vision for the Precinct is delivered, with a cohesive and integrated high-quality design delivered across the Precinct over the project timeline. Hassell is engaged for the delivery of the public domain and urban design components. This ensures a high-quality and consistent design standard and public domain treatment is delivered across the site. It will enable the Telopea CPA to read as one integrated community.

#### **Bates Smart**

With over 165 years' experience transforming Australian cities and regions, Bates Smart has been consistently recognised as one of Australia's top design firms. Their approach integrates master planning, architecture and interior design expertise with a deep understanding of the social, cultural, sustainability and economic forces that shape communities. The result is a built environment that positively impacts the ways we live, learn, work and heal.

Bates Smart employs over 300 staff across studios in Melbourne, Sydney and Brisbane. In Victoria and New South Wales, they are consistently invited to participate in some of the states' largest design competitions for major city-shaping projects. Bates Smart also sits on the Government Architect's Prequalified Architects Panel for NSW and ACT, and has collaborated with the City of Sydney on more than 40 Design Excellence projects. The firm's recent award-winning projects include 21 Harris Street in Pyrmont, the Constitution Place precinct in Canberra and the Newmarket neighbourhood in Randwick, illustrating Bates Smart's depth in enduring architecture, interiors and placemaking.

#### **Hassell**

Hassell is a leading international design practice with studios in Australia, China, South East Asia, the United Kingdom and the United States of America. They bring a talented and experienced design team for Telopea – specifically, urban design, architecture, and landscape architecture. For over 75 years, Hassell has worked extensively on a range of projects, from whole-of-city renewal strategies to the design and delivery of buildings and public spaces. They have worked for many local and state governments across Australia on urban regeneration master plans. Hassell has won the most prestigious design awards in Australia and internationally including four Sulman Medals, two Sir Zelman Cowan Medals, four Lloyd Rees Awards, three Walter Burley Griffin Awards and two Premiers Awards.

### 3.4.2. Stage 1A Design Team

#### Plus Architecture

Plus Architecture has been appointed for the detailed design of Stage 1A, which includes five residential flat buildings (approx. 445 apartments) with a combined basement, a new loop road and public park, new arrival plaza for the Parramatta Light Rail, Sturt Street West extension, and upgrade of Sturt and Shortland Streets.

Plus Architecture is a dynamic master planning, architecture and interior design practice dedicated to delivering inspiring, impactful projects.

The diverse, passionate team of over 200 creatives are committed to delivering impactful designs through exploration and collaboration. With studios across Australia and New Zealand, Plus Architecture drives a global design style, drawing on inspiration from around the world to push design boundaries and create innovative interior concepts that bring architecture to life.

Plus Architecture is a trusted architectural partner building its reputation on delivering quality residential design across a broad range of multi-residential projects from high-density developments through to smaller scale townhouse developments. Underpinning each project is community-responsive and energy efficient designs that are beautifully crafted around the habits and lifestyles of real people.

Since opening its doors in 1997, Plus Architecture has won and been shortlisted for multiple awards including the AIA Awards, Property Council Awards, and Australian Interior Design Awards. New Zealand's tallest residential tower, the world-renowned The Pacifica designed by Plus Architecture was awarded winner for both Best Apartment / Condominium and Best Residential High-Rise Development at the 2021 International Property Awards - Asia Pacific Region. Recognising their commitment to setting new benchmarks for multi-residential living, Plus was recently named winner of the Innovation and Technology Category for The Beach Shack at the 2022 WAAA WINconnect Apartment Awards for Excellence.

### 3.4.3. Design Teams for Future Development Stages

For the design and delivery of future phases of development (that are not subject to an architectural design competition), a competitive tender process will be undertaken for the appointment of the design team, including architect and landscape architect. This will encourage design diversity and create visual interest.

To ensure architectural diversity and encourage the use of multiple design firms, Frasers is committed to limiting individual firms to no more than two stages across the CPA. Architects will be selected from the Government Architect's 'Pre-qualification Scheme for Strategy and Design Excellence' or will be required to collaborate with a pre-qualified Architect.

To provide additional technical advice and design rigour, Frasers has also engaged a number of specialist consultants to act as expert advisors to the Design Team. These advisors have been tasked with providing on-going advice on technical matters and specialised operational matters as the design progresses, including critically evaluating the design and providing feedback to the Design Team at key milestones. This ensures that the final design achieves the relevant engineering, social, cultural, and functional standards for specific uses/users occupying the Telopea CPA.



### 3.5. DESIGN EXCELLENCE COMPETITIONS

As identified in the *Draft Government Architect's Design Excellence Competition Guidelines 2018*, design competitions are a well-tested and highly successful procurement model that help prioritise good design and can bring the highest quality of thinking and originality to a project.

To achieve the delivery of design excellence, **Design Excellence Competitions** will be undertaken in accordance with Clause 6.12 of the *Parramatta Local Environmental Plan 2011*, for:

- Development in respect of a building that is, or will be, higher than 55 metres above ground level (existing),
- Development having a capital value of more than \$100,000,000,
- Development for which the applicant has chosen to have such a competition.

Buildings which feature a key integrated public space component and are subject to a competitive design process are to include the public space components in the competition scope to ensure an integrated design response is achieved.

The key elements of the competition process are as follows:

- The competition will be managed by Frasers.
- A template 'model brief' is to be developed by Frasers to the satisfaction of GANSW. The model brief is proposed to be supported by 'terms of reference' which will articulate the project objectives and identify the key metrics and development parameters Frasers is contractually obliged to deliver under the Project Delivery Agreement it has entered into with LAHC. The 'terms of reference' are intended to form the basis of all future design competition briefs and will include (but not be limited to) the following matters for each stage of the project:
  - Staging Plan
  - Number of Social Housing Dwellings
  - Number of Affordable Housing Dwellings
  - Indicative dwelling mix (including Social, Affordable and Private Housing)
  - Minimum Social Housing Dwelling sizes
  - Residential Aged Care Facility
  - Access to Public Areas and Facilities
- The competition brief will be prepared by Frasers and provided to City of Parramatta Council officers for comment prior to finalisation.
- The competition brief (including Jury selection) will be endorsed by the NSW Government Architect.
- The competition will have a minimum of three design teams competing.
- Each design team must comprise one architect from the Government Architect's 'Pre-qualification Scheme for Strategy and Design Excellence' or will be required to collaborate with pre-qualified Architect.
- For buildings which feature a key integrated public space component each design team must also include a landscape architect.

- The selection panel will comprise a minimum of five members, including:
  - Government Architect NSW nominated representative (as Chair).
  - Frasers nominated Architect.
  - Frasers nominated development representative.
  - Consent authority nominated representative.
  - City of Parramatta Council nominated representative.
- The NSW Department of Planning and Environment and City of Parramatta Council will be invited as observers for all competitions.

### **3.6. STAGE 1A – ALTERNATIVE DESIGN EXCELLENCE PROCESS**

The Stage 1A proposal has an estimated CIV of \$180,252,675. In accordance with Clause 6.12 (5) and (6) of the PLEP 2011, development consent must not be granted for Stage 1A unless an architectural design competition has been held OR the Council certifies in writing that the development is one for which an architectural design competition is not required.

Endorsement is sought for an alternative design excellence process for Stage 1A in place of an architectural design competition that is otherwise required to satisfy Clause 6.12 (5) of the PLEP 2011. Frasers has submitted a formal request to City of Parramatta Council to waive the requirement for an architectural design competition for Stage 1A. The waiver is sought on the basis that:

- The Stage 1A proposal involves an integrated public domain and built form outcome that must adhere to the operational and technical requirements of TfNSW, Parramatta Light Rail, the State Transit Authority, and Council for the light rail station plaza, light rail crossing, and road and intersection upgrades.
- An alternative design excellence process has been established to ensure that the final design outcome of Stage 1A is capable of exhibiting design excellence, including:
  - A selective process to appoint the design team.
  - Robust site analysis and interrogation including consideration of Connecting with Country.
  - Design review and refinement through engagement and collaboration with Council and the SDRP.
  - Design integrity through retention of the design team through the detailed design and delivery phases and establishment of a Design Integrity Panel.
- Undertaking an architectural design competition is not expected to achieve a significantly superior design outcome than currently proposed given the rigour and analysis invested to date.
- Council has indicated its support for the Stage 1A application, subject to resolution of outstanding details. The outstanding matters relate to detailed design items which are addressed in the 2<sup>nd</sup> Response to Submissions Report.
- An architectural design competition would significantly delay delivery of the public domain and compromise critical coordination with Parramatta Light Rail.

Under the provisions of Clause 6.12 (6) of the PLEP 2011, Council is open to grant a waiver if it determines that the development is one for which an architectural design competition is not required.

### 3.7. DESIGN INTEGRITY

To ensure that **Design Integrity** is maintained throughout the design and delivery process, the nominated Design Team will be retained throughout the design process for each respective stage.

In addition to preparing the relevant Development Application documentation, the nominated Design Team will be expected to:

- Retain lead roles over the relevant design decisions in the preparation of the design drawings for a construction certificate for the preferred design.
- Retain lead roles over design decisions in the preparation of the design drawings for the contract documentation.
- Maintain continuity during the construction phases to the completion of the project.

A **Design Integrity Panel (DIP)** is to be established, generally comprising members of the relevant competition selection panel. The DIP will review the project throughout the detailed design and development phases to ensure the standards of Design Excellence are upheld.

The Design Review process forms a key component of the overall Design Excellence Strategy to ensure design excellence is achieved. Specifically, the purpose of the Design Review process will be to:

- Provide independent, high-level, design advice for the delivery of the Telopea CPA.
- Advise on the implementation of the Design Guidelines (as per section 3.2 above).
- Ensure the design retains or is an improvement upon the design excellence qualities exhibited in the competition winning submission.
- Ensure design excellence is achieved in accordance with Clause 6.12 of the *Parramatta Local Environmental Plan 2011*.

The DIP is to review the design at the following stages (as relevant):

- During the pre-lodgement stage
- During the Development Application stage
- Prior to lodgement of any subsequent application which modifies the design

Each meeting of the DIP is to be documented within a report or minutes and will include certification that the design retains or is an improvement upon the design excellence qualities exhibited in the competition winning submission.

## 4. CONCLUSION

This Design Excellence Strategy uses tried and tested methods to ensure design excellence is achieved for the delivery of the Telopea Concept Proposal. It ensures the community and consent authority can have confidence in the Frasers team achieving a superior design outcome.

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