

175 – 177 Cleveland Street and 1 – 5 &  
6 – 8 Woodburn Street, Redfern  
Design Excellence Strategy

On behalf of  
EG Funds Management Pty Ltd  
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			Name	Signature
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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 Introduction

This Design Excellence Strategy has been prepared by Mecone on behalf of EG Funds Management. It supports a State Significant Development Application (SSDA) seeking consent for a mixed use co-living development at 175 – 177 Cleveland Street and 1 – 5 & 6 – 8 Woodburn Street, Redfern (the site).

## 2 Purpose

This Design Excellence Strategy outlines the principles and procedures that will be followed to facilitate the delivery of the proposal. It will ensure that the proposal's architectural and urban design response achieves design excellence.

The strategy outlines the proposed design excellence process and demonstrates how design excellence will be achieved throughout the various stages of the development.

This report accompanies the SSDA 32275057 prepared in response to the Secretary's Environmental Assessment Requirement's (SEARs).

The proposal is subject to the design excellence requirements established under Clause 22 of Appendix 3 of the *State Environmental Planning Policy (Precinct – Eastern Harbour City) 2021* (Eastern Harbour City SEPP). Clause 22(3) of the Eastern Harbour City SEPP specifies that a design competition is required for any development over 12 storeys in height. The proposal reaches a maximum of seven (7) storeys in height and accordingly does not meet the statutory requirement for a design excellence competition. Notwithstanding, this Design Excellence Strategy has been prepared in lieu of a full architectural design competition.

Consistent with the requirements of the SEARs, the proposal has been subject to the State Design Review (SDRP) Process. The Applicant is committed to continuing to work with the SDRP in the post lodgement phase to ensure the achievement of design excellence in the subsequent stages of the planning process prior to the project's construction.

## 3 Description of the Proposed Development

The proposal seeks approval for:

The proposal is for a privately-operated co-living development. The proposal has been designed to offer and support co-working activities for residents as well as the wider community to promote employment and social interaction throughout the development. Specifically, the proposal involves:

- Construction of a mixed use co-living housing development ranging in height from five (5) to seven (7) storeys, comprising:
  - Associated 7,006.4m<sup>2</sup> of GFA (FSR of 3.47:1) comprising 927.7m<sup>2</sup> of retail/commercial and 6,078.7m<sup>2</sup> of residential GFA;
  - Basement containing 19 car parking spaces; 25 motorcycle spaces and 116 bicycle spaces;

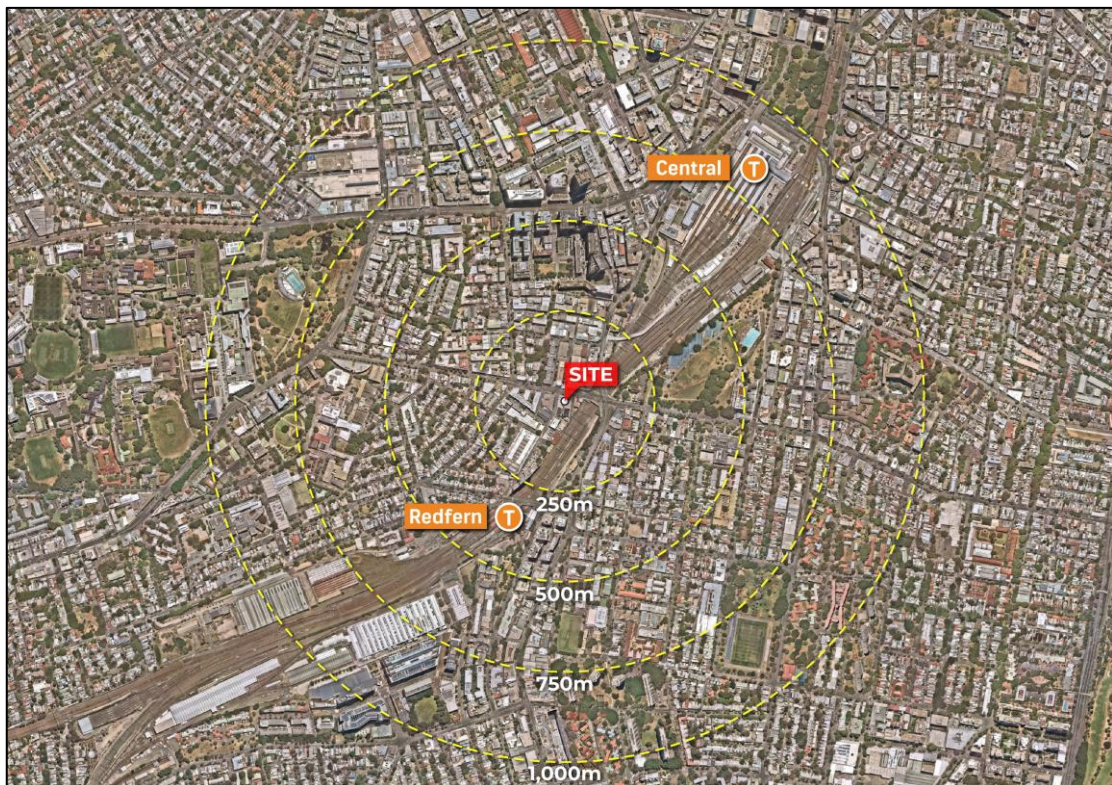
- 216 co-living rooms (67 single and 149 double rooms) for lodgers and a building manager;
- Ground and first floor co-working and commercial/retail uses fronting Cleveland, Woodburn and Eveleigh Streets;
- Communal open space areas (1,458.8m<sup>2</sup>) including an open to the sky internal courtyard and rooftop garden;
- Communal living areas (549.4m<sup>2</sup>) comprising resident amenities; and
- Associated landscape works (697.5m<sup>2</sup> landscaped area) and provision of a through-site link.
- Extension and augmentation of services and infrastructure as required.

## 4 Site Description

The subject site is known as 1 – 5 & 6 – 8 Woodburn Street and 175 – 177 Cleveland Street, Redfern and is located within the City of Sydney LGA.

The site is located 1.7km south of the Sydney CBD, approximately 300m to the north west of Redfern Railway Station, 750m south west of Central Railway Station and 900m north west of the future Waterloo Metro Station (900m) which is scheduled to become operational in 2024.

The site's locational context is shown in **Figure 1** below.



**Figure 1** Context Map  
Source: Mecone / Mosaic



The site is situated on the southern side of Cleveland Street and has an area of 2,016.9m<sup>2</sup>.

The site has a northern primary frontage to Cleveland Street of 30m, an eastern frontage of ~56m to Woodburn Street, a western frontage of ~56m to Eveleigh Street and splayed corners.

The location of the site and surrounding context is illustrated in the figure below.



**Figure 2** Aerial Map  
Source: Mecone / Mosaic

## 5 Existing Development

The north western portion of the site contains a part one and part two storey industrial building that occupies the full width of the Eveleigh Street frontage.

The north eastern portion of the site fronting Cleveland Street contains an open car park that is adjoined by a two storey brick warehouse that extends southward along Woodburn Street.

Two murals are located northern and western facing façades of the existing development located at 175 – 177 Cleveland Street.

The first mural was established in 2015 and is a reproduction of a photograph sourced from the Archives of the Aboriginal Land Legal Service. The second mural was produced in February 2018 and is positioned to the immediate west of the first mural and depicts the Rabbitoh's star Greg Inglis. These murals are designated for removal under SSD 7064 which was approved on the 22 March 2017 and later modified on 21 December 2018.

## 6 Design Excellence

EG Funds Management is committed to implementing a Design Excellence Strategy and process to ensure that a high quality design consistent with the expectations of the SDRP is achieved in the subsequent phases of the planning process.

The site falls within the Redfern-Waterloo Authority Site as defined by the Eastern Harbour SEPP. It is subject to the design excellence requirements established by Clause 22(2) of the Eastern Harbour SEPP, which include:

- *Whether a high standard of architectural design, materials and detailing appropriate to the building type and location will be achieved.*
- *Whether the form and external appearance of the building will improve the quality and amenity of the public domain.*
- *Whether the building meets sustainable design principals in terms of sunlight, natural ventilation, wind, reflectivity, visual and acoustic privacy, safety and security and resource, energy, and water efficiency.*

This Design Excellence Strategy sets out the process and design development process that will be implemented to achieve consistency with the aforementioned requirements established by the Eastern Harbour SEPP.

The design development process, as set out in this document, comprises the following:

- Further engagement with the SDRP Panel;
- Ongoing engagement with relevant stakeholders;
- The adoption of Design Guidelines that will guide the ongoing design development; and
- The implementation of a reporting and review process to ensure design excellence is upheld.

In considering the requirements under the Eastern Harbour SEPP to achieve design excellence, it is important to establish what design excellence encompasses and the relevant heads of consideration. In this respect, as provided in Clause 22(2) above, design excellence requires consideration of materials; building type; form; external appearance; amenity of public domain and sustainable design principles.

In summary, Clause 22(2) provides that the external elements of the building and its relationship with the public domain must be considered (as well as sustainable design principles), but does not prescribe any requirements for the consideration of internal building configurations or internal amenity. The internal amenity of the co-living development is governed by other design standards within the Housing SEPP.

Such interpretation of design excellence is established in *Emag Apartments Pty Ltd v The Council of the City of Sydney [2022] NSWLEC 1110* (Emag Apartments) where commissioner Dickson C found that the proposed development exhibited design excellence, stating that:

*I accept the submission of Mr Pickles that the intent of cl 6.21C of LEP 2012 is directed to external urban design of the proposed development, its interaction with and contribution to the public domain, rather than the internal amenity of the building*

*which is addressed by other controls in both LEP 2012 and Sydney Development Control Plan (DCP 2012).*

The ensuing sections of this strategy identify the steps taken and design principles adopted to ensure design excellence is achieved in accordance with Clause 22(2) of the Eastern Harbour SEPP.

## 6.1 Design Excellence Process Undertaken to Date

The State Design Review Panel (SDRP) is managed by the Government Architect NSW and is responsible for providing independent, consistent design quality advice on projects of State significance. The SDRP comprises a number of panel members with cross disciplinary expertise in the areas of architecture, landscape architecture, urban design, Aboriginal and European culture, heritage and sustainability.

The proposal has been subject to ongoing consultation with the NSW Government Architect's Office and has been reviewed by the SDRP.

The applicant attended a Design Review Panel meeting on the 28 October 2021. Written feedback was provided on the 8 November 2021. Following the receipt of this feedback, the proposal was the subject of ongoing design development and reviewed at a second SDRP meeting.

The second SDRP meeting was held on the 13 April 2022 prior to the lodgement of the SSDA. Written feedback was provided on the 27 April 2022 and a number of design changes were made in response to this feedback.

The SDRP has identified that the proposal is required to be subject to further review by the Panel in the post lodgement phase. Feedback provided by the SDRP during the post lodgement phase will be considered by the design team and applied to the project where practicable.

## 6.2 Stakeholder Engagement

The Applicant is committed to engaging with stakeholders to facilitate the ongoing design development of the proposal during the post-lodgement phase. Stakeholder consultation will be undertaken in accordance with a consultation strategy prepared by WSP which accompanies the EIS.

This strategy requires that consultation in the post lodgement phase be undertaken with local community members and local aboriginal artists / designers. The feedback received will inform the public art, materials, and colours.

## 6.3 Design Guidelines

In response to the feedback received by the SDRP and stakeholder engagement process, project specific design principles and objectives have been developed and are identified in the table below.

It is intended that these design principles and objectives will be refined in the post lodgement phase following further input from the SDRP and the undertaking of stakeholder engagement.



Table 1. Design Principles and Objectives

<b>Planning Principles</b>
<ul style="list-style-type: none"> <li>The envelope is to generally reflect the envelope approved for the site under SSD 7064.</li> </ul>
<ul style="list-style-type: none"> <li>Respond to place and heritage using public art and interpretive elements.</li> </ul>
<ul style="list-style-type: none"> <li>The ground level fronting Cleveland and Everleigh Streets is to be activated.</li> </ul>
<b>Building Heights</b>
<ul style="list-style-type: none"> <li>The building is to maintain a maximum six storey built form. A seventh storey may be incorporated to accommodate co-living amenities however be setback from Cleveland and Everleigh Streets.</li> </ul>
<ul style="list-style-type: none"> <li>The massing strategy for the site is to concentrate the greatest bulk within the southern and eastern portions of the site away from the residential building fronting Everleigh Street.</li> </ul>
<b>Setbacks</b>
<ul style="list-style-type: none"> <li>The envelope shall be built largely to the boundary at all frontages to reflect the established building alignments.</li> </ul>
<b>Public Domain</b>
<ul style="list-style-type: none"> <li>Street tree planting is to be provided in accordance with the landscape plans.</li> </ul>
<b>Environmental Sustainability</b>
<p>A future development on the site is to achieve a high level of sustainability.</p>
<p>A future development is to incorporate the following ESD measures nominated by the ESD Statement prepared by Waterman that accompanies the EIS:</p> <ul style="list-style-type: none"> <li>The maximisation of daylight performance through the inclusion of large windows and appropriate room depths;</li> <li>The use of external cladding with high durability and materials that have been reused and recycled;</li> <li>The use of paints, adhesives and sealants with low COV which comply with the Green Star COV requirements;</li> <li>The adoption of measures to reduce construction waste, including the use of prefabricated rooms and spaces with exposed services; and</li> <li>The use of certified timber, green certified products and low impact PVC.</li> </ul>
<b>Architectural Articulation</b>
<ul style="list-style-type: none"> <li>The development is to have a masonry materiality to respond to the character of the area.</li> </ul>
<ul style="list-style-type: none"> <li>The upper sixth and seventh storeys are to be constructed of a darker materiality to minimise its visual appearance.</li> </ul>
<b>Public Art</b>
<ul style="list-style-type: none"> <li>Public art is to be provided in accordance with the Public Art Strategy for the site and is to respond to the cultural context of the Redfern area and Country.</li> </ul>
<ul style="list-style-type: none"> <li>Public art is to be developed in consultation with relevant Stakeholders.</li> </ul>

Table 1. Design Principles and Objectives

Landscaping
<ul style="list-style-type: none"> <li>Landscaping is to incorporate native and endemic planting.</li> </ul>
<ul style="list-style-type: none"> <li>Planting is to be included at the upper levels to soften the appearance of the built form.</li> </ul>
<ul style="list-style-type: none"> <li>The landscaping responds to the Connecting with Country frameworks through adopting a rooftop indigenous garden and ground floor courtyard which incorporates design elements and species as informed by community engagement and Indigenous design input.</li> </ul>

## 6.4 Reporting and Review

Ongoing report and review will be undertaken to ensure that design excellence is carried through to the development's construction and completion phases. Any future design changes made during the proposed lodgement phase or in subsequent modification applications will be required to demonstrate how the design continues to accord with the Design Guidelines outlined above via the submission of a written architectural statement.

To ensure that design excellence is achieved in accordance with the approval, the nominated Project Architect will be retained throughout the entirety of the design process. The design team will be responsible for maintain a lead role over future design amendments made during the post lodgement phase and the preparation of construction drawings. The Project Architect will also be retained during the post-approval phase and will be responsible for the preparation of architectural documentation associated with any future modification applications.

## 7 Conclusion

This Design Excellence Strategy outlines the process that will be implemented to ensure design excellence is achieved for the delivery of the proposal at 175 – 177 Cleveland Street and 1 – 5 & 6 – 8 Woodburn Street, Redfern.

It aims to ensure that the community, stakeholders and the consent authority can have confidence that the proposal will achieve a high level of design excellence up until its operational phases.



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