



Design Excellence Strategy

39-43 HASSALL ST PARRAMATTA

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EXECUTIVE SUMMARY

This paper contains the Design Excellence Strategy framework and process for achieving design excellence for the development of a mixed use tower at 39-43 Hassall Street Parramatta.


The Design Excellence Strategy outlines the roles and responsibilities for each stakeholder at each stage of the project lifecycle, to ensure that Design Excellence is achieved early in the project and then retained through assessment, construction and occupation.

The intent of the Design Excellence Strategy is to:

1. Provide a description of the responsibilities and actions for each relevant stakeholder across the project; and
2. Articulate how design excellence is addressed and achieved at each stage of the project from inception to occupation.

THE SITE

The land considered in this report is described as:

Property Address	Google Maps
<p>39-43 Hassall Street Parramatta</p>	

The site has been vacant for many years and is located at the eastern edge of the Parramatta CBD.

LOCALITY

The subject site is located in the LGA of the City of Parramatta. It is located in the Parramatta CBD, situated approximately 500m east of the Parramatta Railway Station and 280m south of the Parramatta River. The subject site is zoned and is adjoined by land also zoned B4 Mixed Use zone; containing an assortment of commercial, educational and residential built forms.

THE CLIENT

Novus is a dedicated, local developer, owner and operator of BTR (also known as multifamily) homes that are design and built entirely for renters.

The common characteristics of Novus BTR projects comprise:

- **Secure lease terms** – Renters have a choice of duration, can add parking or storage and even agree to pet-friendly terms.
- **Rent assurance** – Annual rental increase will be capped and bond free renting.
- **Services** – dedicated on-site service and maintenance staff and 7 day per week, additional add on services including cleaning, dog-walking/sitting, renters insurance, painting and picture hanging.
- **Shared amenities** – Residents have access to free fitness facilities, co- working spaces, gardens and there are a curated resident activities and events program to suit everyone.
- **Sustainable living** – Novus communities have a host of features to reduce emissions – from zero carbon during operation period to LED lighting and energy efficient appliances, to solar PV systems, water-efficient fixtures and smart waste management.
- **Handy inclusions** – Maintenance services and whitegoods come as part and parcel of each lease, and residents can even opt to have internet and utility connections taken care of prior to moving in.

PROJECT CONCEPT

The concept for the development of the subject site is a mixed use tower comprising retail and commercial on the ground floor and podium, and Build-to-Rent apartments in the tower and parts of the podium.

Build to Rent (BTR) is an alternative model of residential development that is purpose designed and built apartment buildings operating exclusively as rental accommodation to maximise long-term tenancies.

This emerging model responds to macroeconomic factors such as ageing population, population growth, housing affordability and constrained housing supply. For the community, BTR offers the prospect of delivering much needed supply of resident-focused housing direct to a growing rental market, sidestepping a more challenging development finance and presales market.

As the model is focused on securing longer-term tenancies, the potential benefits for residents include:

- Value-added customer amenities that are managed;
- Services delivered by dedicated onsite staff and integrated technology;
- The ability to move within the building as their housing needs change.

BTR developments are typically owned by institutional investors with the objective of securing long-term rental income rather than up-front sales or capital growth, driving an increased focus on residential tenant experience and operational efficiencies.

DESIGN EXCELLENCE STRATEGY

STAKEHOLDERS AND ROLES

The key stakeholders and their relevant roles and responsibilities are discussed in turn below.

Novus - Proponent

Novus is the developer for the site and is responsible for the development of the concept design and identifying the project vision.

Novus will be responsible for the lifecycle of the project from design excellence commencement; through to DA preparation, assessment and determination; authorising the preparation of Construction drawings; appointing builders; ensuring completion of the project through leasing of space; and subsequent on-going management of the building under the terms of a Build to Rent project.

Government Architect NSW (GANSW)

GANSW will be responsible for endorsing of the Design Excellence Competition Brief and providing oversight in the administration and operation of the Design Excellence Competition.

This will include the endorsement of a Design Excellence Competition Report that will provide an analysis of the competition process, the entries received, and a declaration of a winning design team and proposal that will proceed through the design development of the project.

GANSW will remain engaged with the project through their Jury participating in the Design Integrity Panel (DIP) ensuring the continuity of design quality from inception to occupation.

Design Competition Jury

The Design Competition Jury is to be made up of representatives from the following:

- Government Architect NSW (or their nominee)
- City of Parramatta Council
- The Proponent

Endorsement of the Jury members is the responsibility of GA NSW.

It is the role of the Design Jury to ensure that the winning scheme is capable of achieving design excellence and that the standard of design recorded in the Jury report is maintained or enhanced through the assessment phase, through design development, documentation and construction, then through to completion.

State Design Review Panel (SDRP)

The SDRP may be nominated by the Design Jury as their alternative in ensuring that design integrity is maintained through the process. It is noted that the strategy identified for this project intends that continuity occur through the continued involvement of members of the Design Competition Jury. Accordingly, the SDRP would provide advice only if circumstances required an alternative to the Design Competition Jury.

Think Planners

Think Planners will administer the Design Excellence Competition process and work to serve the GA NSW and the Design Competition Jury throughout the competition and remain engaged through to the final design integrity sign off at occupation. Think Planners also plays a role in representing Novus to relevant authorities and the Design Competition Jury.

DESIGN EXCELLENCE PROCESS

The process of seeking and achieving “design excellence” commences at the earliest stages of a development and remains a continual reference from inception through to final occupation of the building. The phases of the process are set out below, including the requirements and roles for the stakeholders.

1. Design Excellence Competition Brief

Think Planners are to draft and to provide to GANSW draft Design Excellence Competition Brief, and relevant Appendices to inform competitors in relation to the Reference Design and various technical advice.

The Brief will also include recommendations for Jurors.

Any clarifications, meetings, or amendments to the draft Brief, as required by GA NSW, are to be undertaken to the satisfaction of GA NSW.

GA NSW shall endorse the Design Competition Brief and Jury composition prior to the commencement of the competition process.

2. Invited Competition

The design excellence competition process for 39-43 Hassall Street Paramatta is to be a single stage competition; inviting three architectural practices participation.

Think Planners will be responsible for managing the competition and engaging with competitors throughout the competition period. This will include administering any clarifications required through formal addenda; ensuring that the Jury receives necessary competition submissions and supporting technical reports; and drafting of the Jury Report.

3. Competition Review and Judging

Within 3 weeks of the receipt of the Competition entries, the Design Competition Jury session will be convened.

All Jury members will receive copies of the three competition submissions at least 1 week prior to the Jury session.

The Jury Session may be attended by the Jury, the Competition Managers, a representative of the DPE major projects team who will be assessing the SSD, the client/proponent, and any relevant technical expert that will provide assistance to the Jury. Jury deliberations will be attended by the Jury only (unless a scribe is requested by the Jury).

4. Jury Report

The competition managers are to prepare and compile a draft Competition Report, that accurately captures the commentary and decisions of the Jury.

The Report will:

- summarise the competition process
- provide a succinct overview of each entry submitted

- present the Jury's decision, including the rationale for the choice the winning design, how it is deemed capable of achieving design excellence and the qualities that underpin the Jury's evaluation.
- outline any recommended design amendments required through subsequent design development (if necessary)
- describe the design excellence qualities exhibited in the competition winning submission
- confirm that the 15% bonus of FSR and HoB is applicable, pursuant to the City of Parramatta Council planning controls

5. Design Integrity

The designer of the winning architectural scheme, as determined by the Jury, will be appointed as the Lead Design Architect for the redevelopment of the site.

The role of the appointed Lead Design Architect will include at a minimum the following:

- Preparation of the architectural documentation for a detailed SSDA for the preferred design;
- Preparation of the architectural documentation for a construction certificate;
- Preparation of the architectural documentation for contract documentation;
- Providing a lead role in ensuring design integrity is maintained throughout the development process;
- Maintaining design continuity towards and during the construction phases through to completion of the project; and
- Representing the project in meetings with DPE, stakeholders and the community, as required.

The Lead Design Architect may work in association with other architectural and landscape architecture practices but is to lead design decisions affecting the project. Following the conclusion of the architectural design competition, a quorum of the Jury will be reconvened periodically to review the project to ensure the standards of design excellence identified in the Jury Report are upheld through the design development

phase to SSDA lodgement, and post-approval through to completion as determined by the Jury. The Jury is known as the Design Integrity Panel (DIP) during this phase.

DIP presentations will normally occur at the following stages along the project's development timeline

- Prior to lodging an EIS (allow sufficient time for panel recommendations to be addressed before lodgement)
- At RTS stage
- Prior to any Construction Certificate application
- At review of any key exterior components/samples/mock ups considered integral to Design Excellence, as nominated by the Jury/DIP.
- At any time on request by the proponent
- Prior to the issue of an Occupation Certificate

It is noted that for State Significant proposals, GANSW may recommend that the State Design Review Panel (SDRP) act as the DIP. To ensure design continuity, a minimum of two of the originally nominated Jury members must participate as panellists in these SDRP meetings.