
Block 8 Design Competition

Design Excellence
Competition Report

Frasers Property Management
Australia

1.0 Executive Summary

In accordance with the approved Concept Plan Modification (MP06_0171) for the former CUB site, now known as Central Park, the proponent was required to run a design excellence competition for Block 8.

Accordingly, 3 local architectural companies were asked to make submissions within a competition framework.

The outcome of the competition, as outlined further in this report, produced three (3) innovative designs, which were quite different in their approach to the brief and their responses to the immediate surrounds. The preferred design proposal was that submitted by *Smart Design Studios*, which was selected for its considered design approach and restrained architectural elegance which was seen as complementary to both the new buildings at Central Park and the adjacent heritage Brewery Yard building.

The *Smart Design Studio* proposal was viewed unanimously amongst the panel as being the clearly preferred proposal. It was assessed as being the stand out proposal when measured across a broad range of criteria, ranging from its sensitive contextual design to well considered planning, resident amenity and overall contribution to the Central Park development.

The selection of the Smart Design Studio, together with the findings of the attached report are endorsed by the design excellence review panel;

Hon. Lucy Turnbull

Mr. Chris Johnson

Mr. Guy Pahor

2.0 Background

The current approved Concept Plan (MP06_0171MOD 7) required:

Schedule 4 – Modified Statement of Commitments

Item 5 (in part) – For these blocks three (3) Australian architectural firms will be appointed to each prepare a scheme in accordance with a design brief prepared by the Land Owner. The Land Owner will review the schemes presented and will select the most suitable to be developed as a Project Application for the site.

From the above, a Project Application would be prepared and submitted for approval and the submission would include a report outlining the competition process and submissions. By preparing this report, we seek endorsement of the preferred design submission prior to producing a State Significant Development Application.

3.0 Competition Process

Frasers on behalf of the Land Owner, Central Park JV No. 2, prepared a design brief for this building, Block 8, which included the Concept Plan requirements. This brief was submitted to the Department of Planning and Infrastructure for their information and comment. No comments were received.

For this Block, Frasers approached the following 3 Australian architectural firms being;

Nettleton Tribe (current collaborating architect for the adjoining building on Block 4S)

Smart Design Studios (interior design architect for One Central Park West)

Tony Caro Architecture – highly regarded practice

Upon acceptance of the invitation, each architect was given documents on May 3, 2013 and the competition closed on June 7th, in a similar format / procedure to a tender.

Frasers approached the Hon. Lucy Turnbull and Mr. Chris Johnson to form part of the judging panel for this competition. Both graciously accepted. It should be noted that both were originally appointed by the Department for the Design Integrity Panel for the original Concept Plan Modification proposed by Frasers. The 3rd judge was Mr. Guy Pahor, CEO of Frasers Property Australia who is also a qualified architect. It should be noted that the original 3rd judge on the previous DIP, Mr. Richard Francis –Jones was involved as a competitor in the design completion for Block 11.

Copies of the 3 submissions were also issued to the Department and City of Sydney for their respective information.

The design competition process had each architectural team present their submissions to the judges on June 25th with both the Department and Council asked to attend as observers.

In addition, Frasers sought advice from Meinhardts on the structural compatibility and capability of each design submission, DECA reviewed the respective designs with regards to services integration and Altus Page Kirkland reviewed each design to produce a cost planning advice to the judging panel.

A qualitative spread sheet was produced, although the design excellence of the preferred design demonstrated that such was not required to select the best design on which to proceed through to planning approval.

The presentation process and the judge's comments are described below although it should be noted that neither the Department nor Council had observers at the presentations.

4.0 Report / Outcome

During the competition, the architects queried the basis of the slot on the southern face of the Concept Plan massing model (see below). It was noted that the slot was to enable the GFA (14500m²) to be achieved without inefficient floor plates and to enhance cross ventilation. As the slot has no impact upon shadow etc, the designers were advised that it could be deleted / infilled.



(a) Nettleton Tribe

Their design basically adopted the Concept Plan massing and to over-come deeper floorplates they adopted a concept of a central atrium and is reliant upon an internal corridor servicing the rear of each apartment and in some places was intended to be used as a means of cross ventilation and natural light to living spaces set at the internal face of the atrium.

The ventilation was enhanced by a number of openings within the eastern façade creating garden areas to provide additional amenity to the residents.

The façade proposed a very open and glazed appearance and whilst complementary to Central Park it did not provide the variance being sought nor the level of design excellence. The building design did not complement the adjacent heritage building (Brewery Yard).

The building was not efficient in design and had poor residential amenity for the future residents.



(b) Tony Caro

The submitted design was very innovative in its approach however the concept of an east-west through link at street level was considered unnecessary considering the existing streets on either side. The ground plan was organic in its design and it was felt that it didn't provide the necessary base for Chippendale. Furthermore, it was considered that the design did not deliver the safety in design at ground floor. The introduction of the slot would cause westerly wind issues. The architect advised that it could be resolved by some infill on the western end with additional apartments.

The design, whilst innovative, was felt that it was not complementary to the adjacent heritage building nor the other buildings within Central Park or surrounding Chippendale.



(c) Smart Design Studio

This design was extremely well resolved and considered from both the amenity of the future residents as well as the public domain.

The massing has been broken up with a number of slots and building setbacks yet respecting the southern elevation of the heritage Brewery Yard building. These slots also serve to bring light and ventilation into the internal circulation. Whilst the façade is substantially glazed to provide both solar access and views for the occupants, the clever use of extended fins to the window mullions creates a lenticular screen that filters summer sun yet amplifying and reflecting the limited winter sun.

The introduction of SOHO units to both O'Connor Street and Central Park Avenue together with retail usage along Abercrombie Street provides the necessary active street frontages yet privacy for living spaces.

The proposed colouring of the building also is complementing the adjacent heritage building.

This design was a clearly preferred design for its simple elegance yet complementing the surrounding Central Park and Chippendale precinct.



(d) Outcome

Apart from the aesthetically better design, the Smart Design Studio solution produced the highest use of the available GFA achieving 14,172m² compared to the allowable 14,500m². Their design demonstrated highly efficient floor plates together with a high quality of residential amenity. Further, this design achieved the highest number of apartments in a well-considered blend as proposed by the Land Owner.

Whilst the remaining two submissions were architecturally innovative in approach they failed to deliver the necessary qualities required in design excellence.

5.0 Appendices

5.1 Nettleton Tribe images and typical floor plan

5.2 Tony Caro Architects images and typical floor plan

5.3 Smart Design Studios images and typical floor plan

5.4 Quantitative Assessment Summary

Appendix 5.1: Nettleton Tribe images and typical floor plan







- studio
- 1 bed
- 2 bed & study
- 2 bed
- 2 dual key
- concept plan
- building outline

Appendix 5.2: Tony Caro Architects images and typical floor plan



Context

Local envelope

Site volume

Local average

TONY CARO ARCHITECTURE

PROJECT VISION AND OBJECTIVES

The Design Statement describes the Design Excellence Competition Concept Design proposed by TCA for Block 8 Central Park of the Eastern Precinct housing development. This exciting new precinct is being created on the former QJB site at the western threshold to the Sydney CBD.

The proposed Concept Design responds to the key planning, commercial and design objectives applying to the development, as established in the Design Competition Brief.

Key project objectives that TCA have considered in the Concept Design are:

- To contribute and contribute to the transformation of the industrial site into a dynamic, sustainable, mixed-use community on the edge of the City;
- To integrate the site with its existing and proposed public domain structure and provide a well-staked, active street interface;
- To complement and integrate new built form with existing and proposed development;
- To consider broader scale potential and benefits of public connectivity through the site;
- To create an architecturally distinctive, well-scaled and high quality built form proposal for this residential typology;
- To provide a mix of apartment types and sizes that will encourage a wide demographic band of residents;
- To ensure that apartment design achieves design excellence in terms of urban design, efficient planning, residential amenity and environmental sustainability;
- To ensure that the key brief targets for GFA/MIA and apartment yield, type and mix, are achieved within an overarching framework of high-quality, sustainable design;
- To use a variety of high-quality sustainable, low-maintenance and cost-effective materials, particularly where visible from the public domain;
- To integrate car-parking and vehicle access in an unobtrusive manner;
- To provide a design concept that will deliver cost-effectiveness through efficient floor planning, continuity of building structure and a rational approach to construction systems, cladding and material selections.

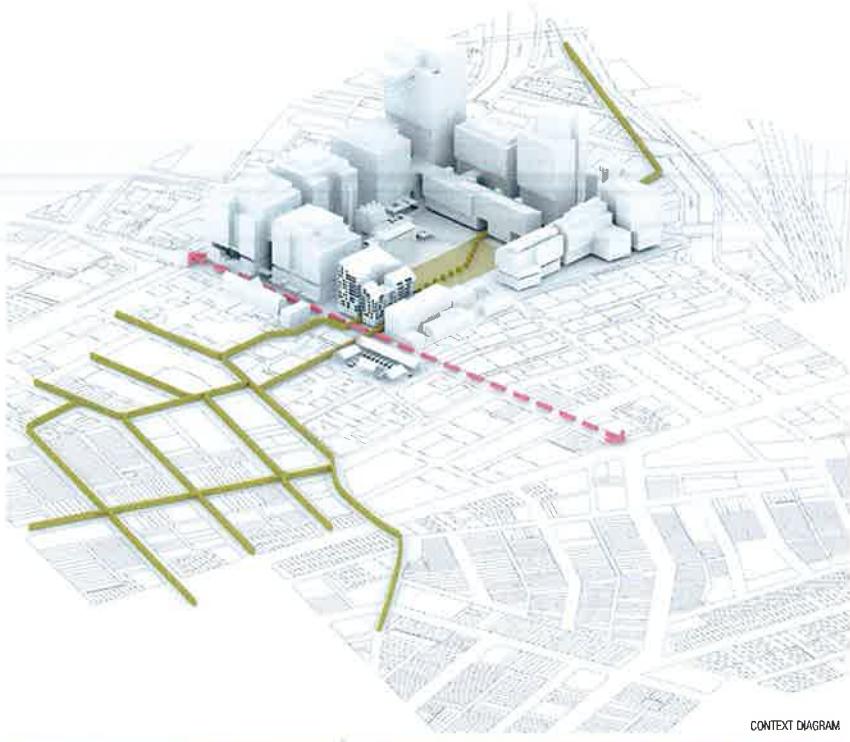
SITE CONTEXT

The site is located on the south-west corner of the QJB site, on the corner of Abercrombie and O'Connell Streets. The public domain plan for the QJB redevelopment creates new streets to the north and east, resulting in the Block 8 development being a new, free-standing building with frontages to markedly diverse orientations and urban contexts.

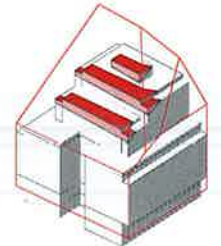
Of particular note is its eastern address across Carlton Street to the new Central Park and its linkage to Abercrombie Street, with exposure to afternoon sun and an intense traffic environment.

The QJB site is in the midst of a changing rapidly emerging new precinct and place. To the north, a dense commercial mix is now being transformed by UTS into an exciting, mixed-use education-based campus. To the immediate west are, so far, the historic Chippendale buildings, mixed-use suburbs with a mix of traditional residential and light industry all buildings being adapted to new uses. It is presently situated from the QJB site by the high A14 Chippendale Street traffic volumes.

Transition and integration with the amenity free green to the south and west, as well as with the much easier and taller development to the immediate north is a key urban design consideration for the Central Park Block 8 site.



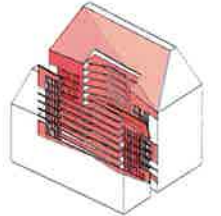
CONTEXT DIAGRAM



COMPARISON • SUN PLANE - APPROVED ENVELOPE



COMPARISON • SUN PLANE - PROPOSED ENVELOPE



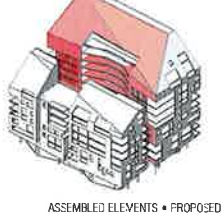
COMMUNAL • PROPOSED



OUTER SKIN / CLADDING • PROPOSED



SUBTRACTED FORM / FLOOR-PLATES • PROPOSED



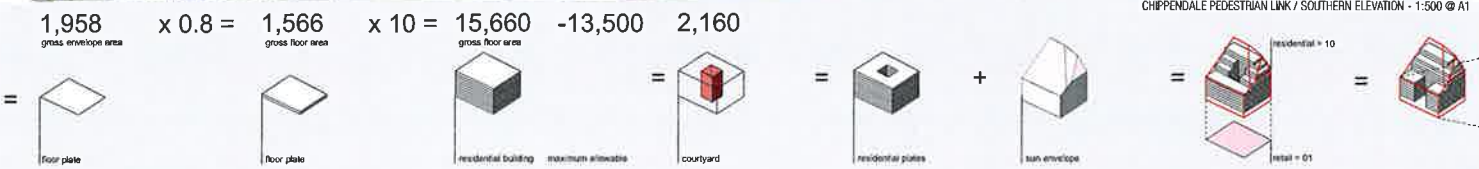
ASSEMBLED ELEMENTS • PROPOSED



VIEW FROM PARK



CHIPPENDALE PEDESTRIAN LINK / SOUTHERN ELEVATION - 1:500 @ A1





CARLTON ST

Block 8 Frasers Broadway
Broadway Sydney, NSW

PLAN - Levels 3-8



SCALE - 1:200 @ A3 0 1 2 4 6 8 10

DWG NO.	A_03
PROJECT No.	1304
PLOT DATE	7/6/13
REVISION	A

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Appendix 5.3: Smart Design Studios images and typical floor plan







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DO NOT SCALE DRAWINGS

0 2000 4000 8000 SCALE 1:200 @ A3

PROJECT
1260 CENTRAL PARK BLOCK 8
 DRAWN LB APP D WS

DWG TITLE
LEVEL 2-7
 DWG NO SK:104 REV A

smart design studio

Appendix 5.4:

Quantitative Assessment Summary

CENTRAL PARK BLOCK 8
DESIGN EXCELLENCE COMPETITION (JUNE '13)

A	DESIGN COMPETITION - COMPLIANCE SCHEDULE	Base		Nettleton Tribe				Smart Design Studio				Tony Cano Architecture				
				Compliant		Non Compliant		Compliant		Non Compliant		Compliant		Non Compliant		
	2.2 Architectural Objectives	10.0%														
	Quality Design / Design Excellence		6%		3%	Not Applicable			4.50%	Not Applicable			4%	Not Applicable		
	Efficient design Strata Area / GFA		1%	9797+838/12584 84.50%	0.8%			11639+1480/14634 89.60%	1.00%			11,144/12627 88%	1%			
	Maximum Residential Amenity		1%		0.5%				0.5%				1%			
	Quality Public Domain		1%		1%				1%				1%			
	Relationship to Brewery yard building		1%		0.5%				1%				0.50%			
	2.3 Commercial Objectives	5.0%														
	Maximum GFA of 14,500m2 achieved 13,500m2 residential 1,000m2 commercial / child care		1%	12584 / 14500 86.80%	0.5%			14172/14500 98%	1%			13792/14500 95%	1%			
	Maximise NSA / strata area		1%	10,635m2	0.5%			13,119m2	1%			11,584m2	0.50%			
	Non GFA / loggia area		1%	838 / 11592 7.20%	0.75%			1480/13634 10.90%	1%				0.50%			
	Target budget cost \$3,500/m2		1%		1%				1%				1%			
	Preferred mix (refer separate section)		1%	too many 3beds	0.5%				1%				1%			
	2.4 Environmental Objectives	5.0%														
	Compliance with min. 5 Star MURT		1%		0.5%				1%				0.50%			
	integration of sustainable design		1%		0.5%				1%				0.50%			
	sensitivity to public domain		2%		1.5%				1%				1%			
	incorporation of site wide infrastructure		1%		1%				1%				1%			
B	Planning Controls	20.0%														
1	City of Sydney LEP basically over-riden by Concept Plan															
	Parking - compliant - Frasers comment re studios and 1 bed															
2	City of Sydney DCP 2012															
	3.1.4 Public open space															
	3.1.6 Sites greater than 5000m2															
	3.2.3 Active frontages		2%		2%				2%				1.50%			
	3.2.6 Wind effects															
	3.2.7 Reflectivity															
	3.2.8 External lighting															
	3.11.2 car share															
	3.11.3 - 3.11.12 vehicle parking compliance															
	3.11.13 waste collection															
	3.12.1 Access		2%		2%				2%				1.50%			
	3.12.2 adaptable dwelling mix (15%)		2%		2%				2%				2.00%			
	3.13.1 safety through design of buildings		2%		2%				2%				1.50%			
	4.2.3.1 Solar Access		2%	claims 89% - MG question	1%											
	4.2.3.3 Internal common Areas		2%		1%				1.50%				1.50%			
	4.2.3.7 - private open space to 75% and min. 10m2															
	4.2.3.11 Acoustics - 38dB bedrooms 48dB living															
	4.2.3.12 Unit Mix		5%		2%				4.50%				4.50%			
	S 5-10% Frasers 15%			18%				20%				15.30%				
	1B 10-30%			35%				33%				36%				
	2B 40-75%			45%				39%				43.10%				
	3B 10-100%			5%				5%				5.60%				

CENTRAL PARK BLOCK 8
DESIGN EXCELLENCE COMPETITION (JUNE '13)

4.2.4 Street frontage length 40m as street width less than 18m												
4.2.5.3 Dev. On busy roads / active street front												
4.2.5.4 Resi uses on Ground and First Floors												
4.4.4 Child care centres - refer separate reqmts												
5.1.1 street front height		1%		1%			1%				1%	
5.1.2 Building setbacks		1%		1%			1%				1%	
5.1.4 building bulk		1%		1%			1%				1%	
3 Frasers Property Australia	40.0%											
Maximise GFA Blk 8 14500 (13500/1000)		5%	12,584m2	2.5%			14,172m2	5%			13,792m2	4.50%
Public domain spaces to Abercrombie and Irving												
Basement parking etc off Irving												
Maximum height Blk 8 57.60 Blk 11 Compliant		5%	57.1m	4%			53.8m	3%			55m	4%
GFA Resi NSA Resi NSA/GFA No. of Apartments Av GFA / apartment Av NSA / apartment		10%	11,592m2 9797+838 91.7%	7.5%			13,634m2 11,639m2+1,480m2 96%	9%			12,627m2 11,144m2 88%	7%
		5%	12584/125=100.6m2	2%			13634/172=79m2	4%			12,627/144=87.7m2	3.50%
		2.5%	10,635 / 125=85m2	1.5%			13119/172=76.3m2	2.50%			11,144/144 = 77.4m2	2.50%
SEPP 65												
Unit sizes - 1B (50m2) 2B(70m2) 3B (95m2) Frasers - S(40-42) 1B(50-60) 2B (75-95) 3B (110-130)		5%	generally too large	2%				4%				4%
Building depth - max 18m												
Internal Circulation												
Apartment layout - depth 8m												
Solar Access 70% to have 2-3hrs		2.50%		2.00%			78%	2.00%			72%	2%
Cross ventilation 60%		2.50%	listed as 79% - MG query	2.00%			70%	2.00%			72%	2%
Min. 25% of kitchens access to natural ventilation												
Maximum of 10% south facing apartments		2.50%	7.00%	2.50%			18%	1.50%			14.60%	2.00%
Storage 6m3 1B; 8m3 2B; 10m3 3B												
4 Buildability	20.0%											
Feedback from Structural Engineer		4%		4%				4%				2.50%
Feedback from Services Engineer		2%		0.5%				2%				1.00%
Cost Planning \$/m2		10%	\$2,868/m2	4%			\$3,345.00	3.50%			\$3,275.00	3.50%
cost per apartment			\$328,509.00	3%			\$269,946.00	4%			\$294,721.00	3.50%
Wind comments		2%		2%				2%				1%
Traffic comments		2%		2%				2%				2%
TOTAL	100.0%	1		0.67				0.845				0.75