

Design Excellence Strategy

SYDNEY ONE – 1 ALFRED STREET, SYDNEY

Prepared on behalf of Wanda One Sydney Pty Ltd

Written in accordance with the *City of Sydney Competitive Design Policy 2012*

June 2015

Competitive Design Excellence Strategy

This Design Excellence Strategy aims to guide the realisation of the redevelopment of the former Goldfields House, Fairfax House and Rugby Club sites at 1 Alfred Street and 19-31A Pitt Street (Sydney One) to achieve the highest quality architectural, urban design and landscape outcomes for the site.

The redevelopment of the site is guided by building envelopes proposed within the Stage 1 State Significant Development (SSD) Application, and the provisions of the *Sydney Local Environmental Plan 2012* (SLEP 2012) in order to achieve an enhanced urban outcome with buildings and public realm of high design quality.

Section 3.3.2 of the Sydney Development Control Plan 2012 (SDCP 2012) outlines the following requirements for design excellence strategies:

The Design Excellence Strategy is to define:

(a) the location and extent of each competitive design process, where each competitive design process is to be limited to a single development site or street block;

(b) the type of competitive design process(es) to be undertaken: an open or invited architectural design competition or competitive design alternatives;

(c) the number of designers involved in the process(es);

(d) how fine grain and contextually varied architectural design is to be achieved across large sites;

(e) whether the competitive design process is pursuing additional floor space or height;

(f) options for distributing any additional floor space or height which may be granted by the consent authority for demonstrating design excellence through a competitive design process;

(g) the target benchmarks for ecologically sustainable development.

These requirements are outlined in this Design Excellence Strategy document in order to facilitate optimal design outcomes for the Sydney One development

1 Objectives

This Design Excellence Strategy is guided by the following objectives:

- a) Confirm the outcome of the design excellence process that was undertaken in November 2009, and clarify that the winning design scheme for 'Tower A' is to be maintained.
- b) Establish a methodology for Wanda One Sydney Pty Ltd to implement a Competitive Design Alternative Process for the redevelopment of the eastern portion of the site, in accordance with the City of Sydney's competitive design policy;
- c) Ensure that the future competitive design process works within the framework of an approved Design Excellence Strategy;
- d) Initiate the selection of international and local established architectural practices to participate in the competitive design alternatives process;

- e) Set out the approach for establishing a competitive design process brief that ensures:
 - The Consent Authority's design excellence requirements are balanced with the developer's commercial objectives; and
 - Procedural fairness for Competitors participating in each of the competitive design processes.
- f) Consider the approach for the assessment, decision making and dispute resolution within the competitive design alternatives process;
- g) Ensure that design excellence integrity is continued in the subsequent detailed development proposals and construction phase of the respective projects; and
- h) Clarify the rationale for granting additional floor space for the achievement of design excellence under the SLEP 2012 and the allocation of additional floor space to buildings having regard to the planning objectives and building envelope controls outlined in the Stage 1 SSD Application.

2 Proposed Implementation of the Strategy Objectives

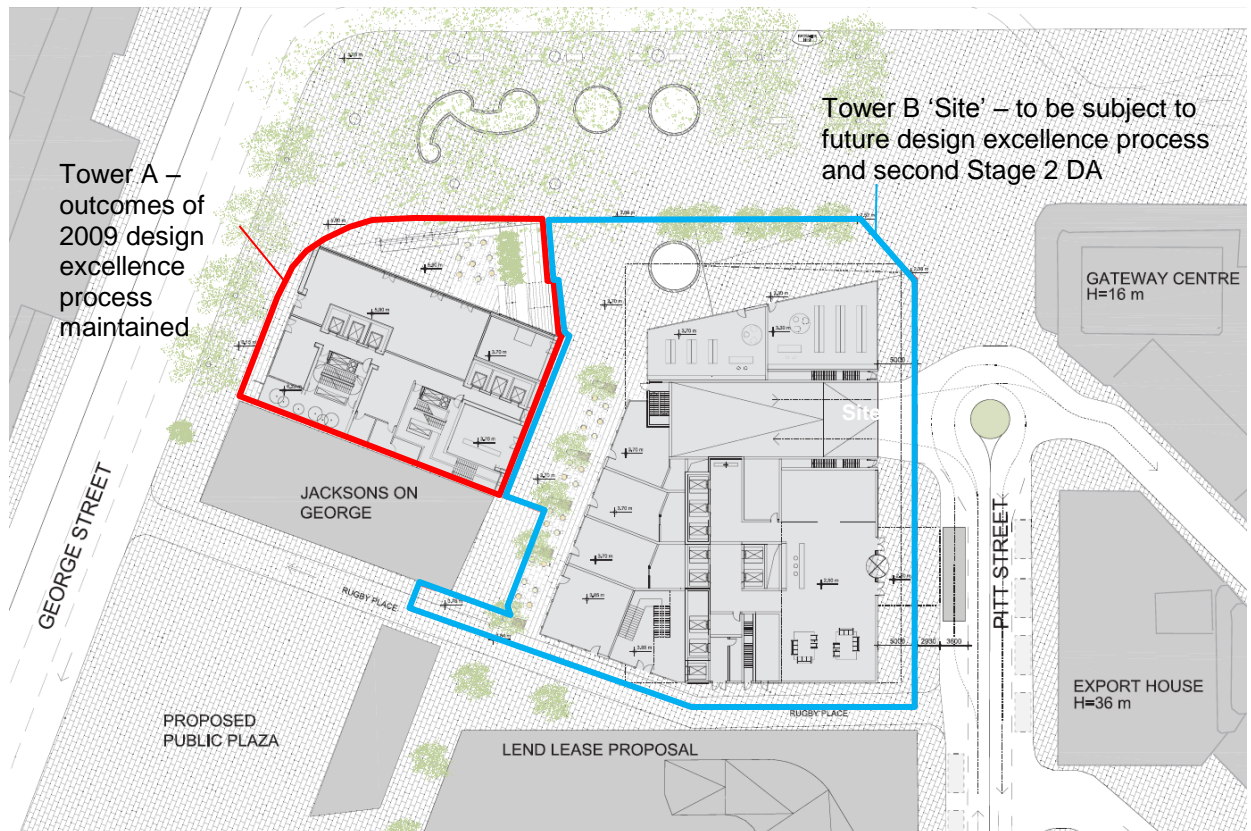
2.1 COMPETITIVE DESIGN APPROACH

Wanda One Sydney Pty Ltd proposes the following Design Excellence Strategy for the redevelopment of the site:

- The first design excellence process for the site was undertaken in November 2009. This design excellence process involved the following short-listed firms:
 - Miralles Tagliabue EMBT (Barcelona)
 - Johnson Pilton Walker (Sydney)
 - Bligh Voller Nield (Sydney)
 - KHA (Singapore)
 - Make Architects (London)
- The selection panel unanimously selected KHA as the winner of the design excellence process, and recommended the scheme be developed for lodgement as a Stage 2 DA. A Stage 2 DA was prepared by KHA at the time and the development was deemed to have achieved design excellence via the issue of Stage 2 DA consent. Wanda One Sydney Pty Ltd has retained KHA Architects to further develop the winning scheme of the 2009 competitive design excellence process for Tower A in an amended Stage 2 Development Application. While ensuring that the design integrity of this competition entry is maintained.
- Undertake a separate **competitive design alternatives process** for the Tower B site. Refer to **Figure 1**.
- The selection of architectural practices for the Tower B competitive design alternatives process will be undertaken with consideration of the following principles:
 - The competitive design alternatives process will not commence until the determination of the Stage 1 SSD Application for the site;

- Wanda One Sydney Pty Ltd will invite six (6) Competitors to participate in the proposed competitive design alternatives process;
- Include a range of international and local established architects, to participate in the competitive design alternatives process;
- The selection of the architectural firms invited to participate in the various Competitive Design Alternatives Processes will be undertaken in consultation with the City of Sydney;
- Each Competitor will be a person, corporation or firm registered as an architect in accordance with the NSW *Architects Act 2003* or, in the case of interstate or overseas competitors, eligible for registration; and
- The competitive design alternatives process will commence upon the City of Sydney approval of this Competitive Design Strategy and the Competitive Design Brief for the site.

FIGURE 1 – COMPETITIVE DESIGN ALTERNATIVES PROCESSES



2.2 CONSTRUCTION COSTS AND BUILDABILITY

The project, including all demolition, excavation, construction and finishes, has an approximate budget of \$217 million for the Tower B site, including landscaping and public domain costs.

3 Design Excellence

The SDCP 2012 establishes objectives for development within the Circular Quay Special Area:

- (a) *Development must achieve and satisfy the outcomes expressed in the character statement and supporting principles.*

(b) Recognise Circular Quay as a Special Character Area with a unique character where Sydney Harbour meets the City, with a series of significant public spaces.

(c) Reinforce the urban character and scale of Circular Quay by requiring new buildings to be built to the street alignment, and to have a transition of building heights from Circular Quay to the maximum building height of the northern area of Central Sydney.

(d) Ensure that any development associated with the important transport interchange provided at Circular Quay is consistent with enhancement of the public domain of Circular Quay.

(e) Ensure that the important history, symbolic value and significance of the Quay and its maritime uses are interpreted in the design of new spaces and buildings.

(f) Maintain and enhance views to the water, the Harbour Bridge and the Opera House from various spaces of the Quay, and from the water to the Quay and the City beyond.

(g) Maintain and reinforce the image of the area as a major focal point and its function as a celebratory public space.

(h) Enhance interpretation of the historical development of the area including progressive changes to the natural shoreline and geography including the tank stream and cultural changes from a trading port to civic focus.

The principles above will be used to guide the development outcomes on the site.

4 Requirements for a Competitive Design Process

In establishing a Brief for the Tower B and the basements competitive design alternatives process, Wanda One Sydney Pty Ltd will ensure that:

- a) All details about the conduct of the competitive design alternatives process are contained within the Competitive Design Process Brief only;
- b) The Competitive Design Process Brief and appended documents have been reviewed and approved by the Consent Authority prior to its distribution to Competitors; and
- c) The Competitive Design Process Brief for each development site is to be generally in accordance with Council's Model Competitive Design Process Brief.

5 Assessment and Decision Making

In establishing a Selection Panel for the Tower B competitive design alternatives process for the site, the developer understands that:

- a) The Selection Panel is to comprise at least three (3) members;
- b) Selection Panel members are to:
 - i. Possess appropriate knowledge and experience relevant to the development proposed;
 - ii. Include only persons who have expertise and experience in the development, design and construction professions and related industries;
- c) The Chairperson of the Selection Panel will have expertise in architectural design and be a recognised advocate for design excellence in NSW;

- d) The City of Sydney will nominate an impartial observer(s) to verify that the competitive design alternatives process has been followed appropriately and fairly; and
- e) The Selection Panel decision will be via a majority vote of the panel. Unanimous agreement is not required. The decision of the Selection Panel will not fetter the discretion of the Consent Authority in its determination of any subsequent development application associated with the development site that is the subject of the competitive design process. Unless stated otherwise herein, Clause 4.2 of the *City of Sydney Competitive Design Policy* will apply with regard the decision making and resolution process and Clause 4.3 in relation to the preparation of a Competitive Design Alternatives Report.

6 Design Integrity

The designer of the winning scheme of the competitive design alternatives process, as determined by the Selection Panel, will be appointed as Lead Design Architect for the subsequent development application and performs this role until completion of the project. The role of the Lead Architect will include the following:

- Prepare a Development Application (DA) for the preferred design including all required information to lodge a DA;
- Represent the project in meetings with the community, authorities and stakeholders, as required; and
- Providing any documentation required by Wanda One Sydney Pty Ltd and the Consent Authority verifying the original design intent has been achieved at completion.

7 Planning Justification for Granting the Design Excellence Bonus Floor Space Area

As a result of undertaking a series of competitive design processes in accordance with the City of Sydney Competitive Design Policy, the development of the site becomes eligible for the granting of up to an additional 10% of floor space area, under SLEP 2012 and SDCP 2012.

The potential maximum design excellence bonus for the site is up to 10%, based on the developable site area that is subject to competitive design processes, as per clause Section 3.3.5 of the SDCP 2012. **Table 1** provides the allocation of floor space (including up to 10% bonus) for each Tower potentially available through competitive design processes.

This results in an effective total site area of 4,040 m² and a maximum GFA of 57,610 m², to be distributed across the site

TABLE 1 – FLOOR SPACE ALLOCATION BETWEEN BUILDINGS

SITE	INDICATIVE GFA ALLOCATION
Tower A	36,540 m ²
Tower B	21,070 m ²
Total	57,610 m²

Figure 2 outlines the Building Envelopes proposed within the Stage 1 SSD Application.

FIGURE 2 – BUILDING ENVELOPES PROPOSED IN STAGE 1 SSD APPLICATION

