

Melrose Park South – West

Design Excellence Strategy

On behalf of Wharf and Hughes Developments Pty Ltd

10 October 2024

The Planning Studio acknowledges the traditional custodians of the lands + waters of Australia, particularly the Gadigal People on whose traditional lands our office is located, and pay our respects to Elders past, present + emerging. We deeply respect the enduring Connection to Country + culture of Aboriginal and Torres Strait Islander peoples and are committed to walk alongside, listen + learn with community as we plan for equitable, sustainable, generous, and connected places. Always was, Always will be.

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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

1.1 Overview

This Design Excellence Strategy has been prepared by The Planning Studio on behalf of Wharf and Hughes Developments Pty Ltd (the Applicant) to support a State Significant Development Application (SSDA) for a mixed-use development at 82 Hughes Avenue Ermington NSW 2115. Under Clause 9.3 Design Excellence, of the Parramatta Local Environmental Plan 2023 (PLEP 2023), limited parts of the site are identified as needing to undergo a competitive design process.

The site forms part of the broader Melrose Park South precinct, which is divided into Melrose Park South - East and Melrose Park South - West (see Figure below). This Design Excellence Strategy establishes the framework ensuring design excellence is achieved across Melrose Park South - West, including the establishment of a Design Review Panel and a single Design Competition process including Block B2 and Block B3.

A concurrent design competition will be held for Block B4, located in Melrose Park South - East. A separate Design Excellence Strategy is being developed for Melrose Park South - East. This ensures a consistent design excellence approach across the entire site.

This Strategy has been developed in consultation with GANSW, DPHI and City of Parramatta Council. This Strategy was endorsed by GANSW on 11 October 2024.



Figure 1: Melrose Park South - West and Melrose Park South - East (SIX Maps)

The Detailed Design SSDA seeks approval for development of several buildings across multiple street blocks which will be predominantly residential with a small portion of non-residential uses. The non-residential uses are yet to be defined but could include food and beverage, retail premises, business premises or commercial premises. At this stage, consent will be sought for:



- Construction of a several mixed use buildings;
- Supporting landscaping; and
- Construction of public open spaces.

City of Parramatta Council are currently assessing a Development Application (DA/75/2024) for delivery of infrastructure within the broader precinct which seeks consent for:

- Demolition of existing structures and tree removal on site;
- Earthworks to form design levels of the proposed roads and basins and future development lots;
- Infrastructure and servicing to enable the future development sites including trunk stormwater and utilities; and
- Construction of footpaths and roads.

This Design Excellence Strategy has been prepared to ensure that Design Excellence is achieved across the Melrose Park South - West SSDA. To this end, it identifies the Design Competition process for the sites identified as needing to be subject to competitive design and a site-wide Design Review process including all buildings and landscaped open spaces.

The Design Competition process has been drafted in accordance with Clause 3.1 Step 1 of the Design Competition Guidelines, prepared by Government Architect NSW (GANSW). In line with these documents, this Strategy is to facilitate a competitive design process which will occur prior to lodgement of the SSDA. This Strategy defines:

- the aims of the competition
- a short description of the site and program
- the capital investment value of the development
- the planning framework
- an outline of the competition process including key dates
- how the process will meet the relevant planning controls and align with these guidelines
- the number of design teams required to participate
- the disciplines to be included within design teams
- how design teams will be selected
- the number of jurors
- an outline of the design integrity process
- Design review process for the non-competition sites.

Noting that the Lots not subject to a competitive design process would be required to undergo review by the State Design Review Panel (SDRP) and that clause 9.3 of the PLEP 2023 identifies a requirement for advice by a Design Review Panel, at the advice of GANSW and DPHI a precinct specific Design Review Panel (DRP) is proposed which will include members of a range of built form and landscape disciplines representing GANSW, Council and the proponent.



A Secretary's Environmental Assessment Requirements has been issued by the Department of Planning, Housing and Infrastructure (DPHI) under the housing uplift under Chapter 2, Part 2, Division 1 of the *State Environmental Planning Policy (Housing) 2021* (Housing SEPP).

The resulting SSDA application will seek the maximum uplift of 30% to both maximum building height and maximum Floor Space Ratio in return for the inclusion of 15% of the GFA as Affordable Housing.

The Plan below identifies the sites to be subject to a competitive design process (Block B2 and B3).

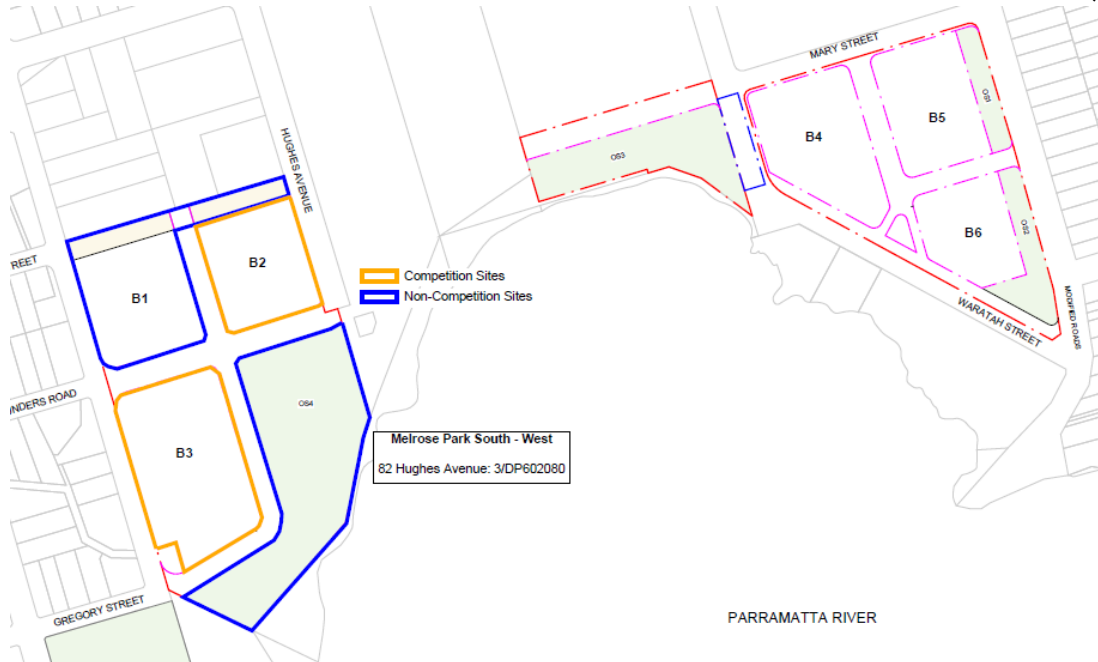


Figure 2: Sites subject to Design Competition (shown in yellow) and sites subject to Design Review (shown in blue) (Wharf and Hughes Developments Pty Ltd)

Consultation has taken place between the DPHI, GANSW and City of Paramatta Council regarding the proposed building massing. In response to a workshop held between the above parties and the applicant, a refined building massing study was prepared and further comments were sought from the above stakeholders which will inform the principles to be contained within the Design Brief of the competition. In response to the additional comments received, the building massing for Block B1, B5 and B6 has been revised. The building mass will be further tested and refined accordingly during the design process.

The alternate layout will need to demonstrate appropriate consideration of the Apartment Design Guide under Chapter 4 of Housing SEPP and sections of the Parramatta Development Control Plan (PDCP) 2023, where relevant. It is noted that PDCP is not a matter of consideration for the SSDA under the Environmental Planning and Assessment Act 1979. However, to ensure consistency in the delivery of the broader Melrose Park Precinct and a positive design outcome is achieved on the site, the design will be informed by PDCP. However, subject to merit base outcomes building design and development may depart from the requirements of the PDCP.

At this stage it is proposed that two individual SSDAs (one for Melrose Park South - West and one for Melrose Park South - East) will be submitted to the DPHI.



1.2 Aim of Competition

The aim of the competition is to select a development scheme for Block B2 and Block B3 that exhibits design excellence. Cl9.3 of the PLEP 2023 requires that a competitive design process be held for Block B2 and Block B3 and that the development has been reviewed by a design review panel. The PLEP 2023 cl6.13 identifies that in considering whether a development exhibits design excellence the following must be considered:

- 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 view corridors,
- d) how the development addresses the following—
 - i. the suitability of the land for development,
 - ii. existing and proposed uses and use mix,
 - iii. heritage and archaeological issues and the constraints and opportunities of the streetscape,
 - iv. the location of proposed towers and other buildings, having regard to the need to achieve an acceptable relationship with existing and proposed towers and other buildings on the same site and neighbouring sites, in terms of separation, setbacks, amenity and urban form,
 - v. the bulk, massing and modulation of buildings,
 - vi. street frontage heights,
 - vii. environmental impacts, including sustainable design, overshadowing and solar access, visual and acoustic privacy, noise, wind and reflectivity,
 - viii. the achievement of the principles of ecologically sustainable development,
 - ix. pedestrian, cycle, vehicular and service access and circulation requirements, including the permeability of pedestrian networks,
 - x. the impact on, and proposed improvements to, the public domain,
 - xi. the impact on special character areas,
 - xii. achieving appropriate interface at ground level between buildings and the public domain,
 - xiii. excellence and integration of landscape design,
- e) how the development addresses the protection and enhancement of green infrastructure.

1.3 Engagement with Council

The Applicant met with City of Parramatta Council on 20 March 2024 to discuss the proposed design competition process for Melrose Park South. Following the meeting Council recommended that:



- The Applicant is to prepare a detail set of massing drawings including a 3D sketch up model showing where the additional floorspace is to be accommodated.
- The location of towers and perimeter block buildings are to be similar to the existing DCP however given the increased floor space the principles of a built form with open sided courtyards should be explored.
- The perimeter block buildings are not to exceed 8 storeys at their highest point.
- The current street setbacks are to be retained.
- The objective for the distribution of the additional space is to achieve the best possible outcome in terms of a coherent urban form with optimum amenity for the residents and the neighbourhood. In allocating the 30% floorspace on each lot the optimum outcome may result in an increase in the height of one or more buildings so that the 55m threshold for a Design Excellence Competition is exceeded. If that is the case The Applicant should seek a waiver of a Design Excellence Competition. The optimum outcome is not to be compromised by distributing the floor space so that a Design Excellence Competition is avoided.
- The arrangement of the 30% additional floor space across the Applicant lots is to be agreed with Council prior to the Design Excellence Competitions. This three-dimensional massing envelopes will then form the basis for the competitions.
- The Design Excellence Competitions are to have one competition for lots B3 and B4 and a separate competition for lot B2.

This additional information was presented to Council on 17 July 2024. Following this meeting, Council provided updated advice which provided a range of suggested amendments to the building massing and layout. This feedback has been considered by the applicant and will inform the principles to be contained within the Design Brief of the competition. In response to the additional comments provided by Council, the building massing for Block B1, B5 and B6 has been revised to address Council's concerns. The building mass will be further tested and refined accordingly during the design process. The massing for Blocks B2 and B4 will be tested and refined through the design competition process outlined below.

1.4 Engagement with GANSW/DPHI

Following early engagement with Council, the applicant met with GANSW, DPHI and Council to present an alternative layout for the Melrose Park South - East on 17 July 2024. A further revised building massing was provided to all attendees which took on initial advice provided at the meeting. Following a review of this advice, GANSW/DPHI advised their preference for a scheme which provided tower forms throughout the precinct but did not result in breaches of the maximum building height permitted under the PLEP 2023.

This feedback has been considered by the applicant and will inform the principles to be contained within the Design Brief of the competition. In response to the additional comments received, the building massing for Block B1, B5 and B6 has been revised.

Additionally, GANSW advised that their preference was for a Design Competition to be held for B4 and a separate Design Competition be held for B2 and B3, located in Melrose Park



South - West. GANSW also recommended the implementation of a site specific Design Review Panel to guide the future renewal of the precinct in lieu of a SDRP.

This advice has been reflected in the final Design Excellence Strategy.



2 The Site and Program

2.1 Site Location

The subject site of 82 Hughes Avenue Ermington NSW 2115 is shown in Figure 3. Block B2 and Block B4 is illustrated in **Figure 2**.

The site is located within the City of Parramatta LGA and is bounded by Atkins Road to the west, Hughes Avenue to the East and Parramatta River to the South.

The site is predominantly characterised by industrial development with warehouse like buildings proposed to be demolished under this application. The surrounding area is a mix of industrial, recreational, educational infrastructure and low-density residential. There are a number of green spaces within a 1km radius of the site, including Archer Park, George Kendall Riverside Park which is currently undergoing a comprehensive upgrade, and Meadowbank Park, which has several sporting facilities.

The closest train station is Meadowbank, which lies approximately 2km to the east. Buses operate along Hope Street and provide connections to Parramatta, and West Ryde. Victoria Road is less than 1km to the north of the site, where several bus services operate. Current plans for the Parramatta Light Rail Stage 2 include a station at Atkins Road and Waratah Street which would substantially increase transport connectivity and capacity for the area.



Figure 3: Subject site (SIX Maps)



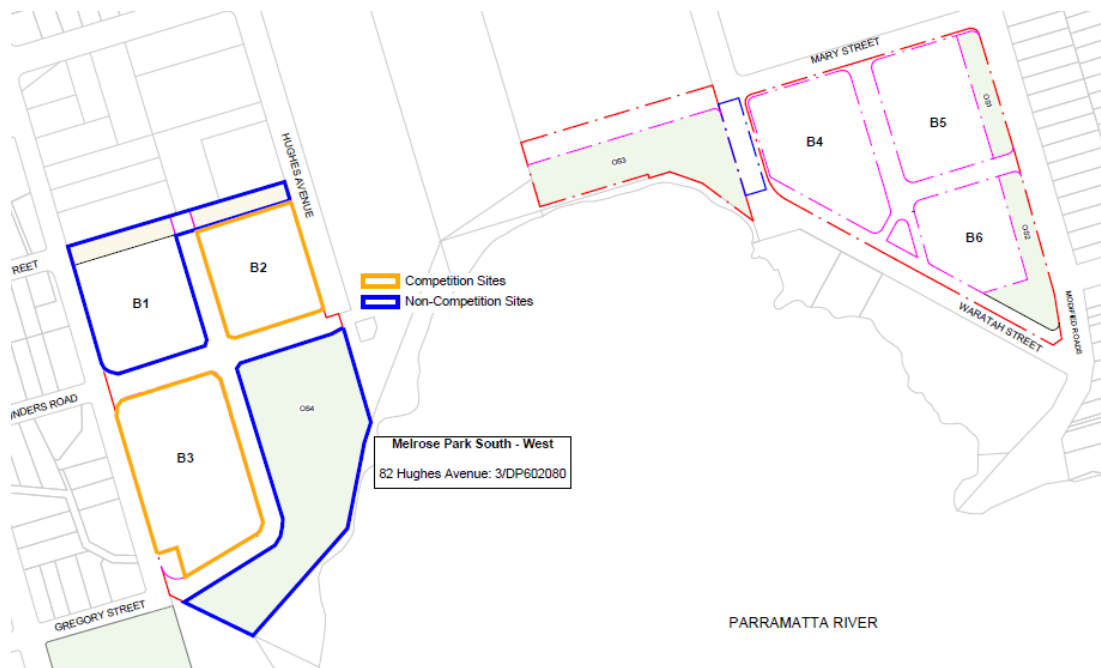


Figure 4: Site plan. Sites subject to Design Competition (shown in yellow) and sites subject to Design Review (shown in blue) (Wharf and Hughes Developments Pty Ltd) (Fender Katsalidis)

2.2 Program and Estimated Development Cost

2.2.1 Site wide Program

The indicative timeframes for the site program is as follows:

- Design Excellence Strategy submitted to GANSW for consideration 08 August 2024;
- Design Excellence Strategy endorsed by GANSW first week of October 2024;
- Competition Brief submitted to GANSW for consideration late August 2024;
- Competition Brief endorsed by GANSW end of first week of October 2024;
- Design Teams selected and agreed first week of October 2024;
- Design Competition commences mid October 2024;
- Jury Presentations occur early mid November 2024;
- Winning scheme selected mid November 2024;
- Preparation of State Significant Development Application (SSDA) documents by the Applicant mid August 2024 to end of March 2024;
- Review of the SSDA prior to lodgement by Design Review Panel (DRP) mid December 2024;
- Lodgement of SSDA by the Applicant mid April 2024;



2.2.2 Estimated Development Cost

The Estimated Development Cost of Melrose Park South - West (which includes Block B2 and B3) is expected to be approximately \$750,757,273.



3 Planning Framework

This section provides an overview of the key controls relevant for the design competition. It does not summarise all controls, just those most relevant for the design competition.

3.1 State Environmental Planning Policy (Housing) 2021

Any future redevelopment of the site will require compliance with the Nine Design Principles stated in SEPP Housing, outlined below, as well as the Apartment Design Guide..

Nine Design Principles

- Principle 01: Context and Neighbourhood Character
- Principle 02: Built Form and Scale
- Principle 03: Density
- Principle 04: Sustainability
- Principle 05: Landscape
- Principle 06: Amenity
- Principle 07: Safety
- Principle 08: Housing Diversity and Social Interaction
- Principle 09: Aesthetics

Under the Division 1 In-fill affordable housing of the *State Environmental Planning Policy (Housing) 2021*, proposals which provide a total of 15% affordable housing GFA are able to access a 30% uplift to FSR and Building Height.

The proposal will also need to demonstrate compliance with the requirements of Chapter 4 Design of residential apartment development of the State Environmental Planning Policy (Housing) 2021, including appropriate consideration of the Apartment Design Guide and the Design Principles for Residential Apartment Development.

Under *State Environmental Planning Policy (Housing) 2021*, future development would be to achieve the following key planning controls:

- Building Height:
 - B2 – 77m + 30% uplift equivalent to 100.1m.
 - B3 – 68m + 30% uplift equivalent to 88.4m.
- Floor Space Ratio: 2.46:1 + 30% uplift proposed under Housing SEPP equivalent to 3.198:1 (this would be based on the broader precinct in total).

3.2 Parramatta Local Environmental Plan 2023 (PLEP2023)

Table 1 provides the key local planning controls under the Parramatta Local Environmental Plan 2023 (PLEP2023).



Table 1 – Parramatta LEP 2023

Item	Description	Compliance
2.3 Land use zone	<p>R4 High Density Residential & RE1 Public Recreation</p>  <p>Figure 5: Land Zoning Map extract (Planning Portal eSpatial Viewer)</p>	
4.3 Height of buildings	<p>B1 – 31m + 30% uplift proposed under Housing SEPP equivalent to 40.3m.</p> <p>B2 – 77m + 30% uplift proposed under Housing SEPP equivalent to 100.1m.</p> <p>B3 – 68m + 30% uplift proposed under Housing SEPP equivalent to 88.4m.</p>	



Table 1 – Parramatta LEP 2023

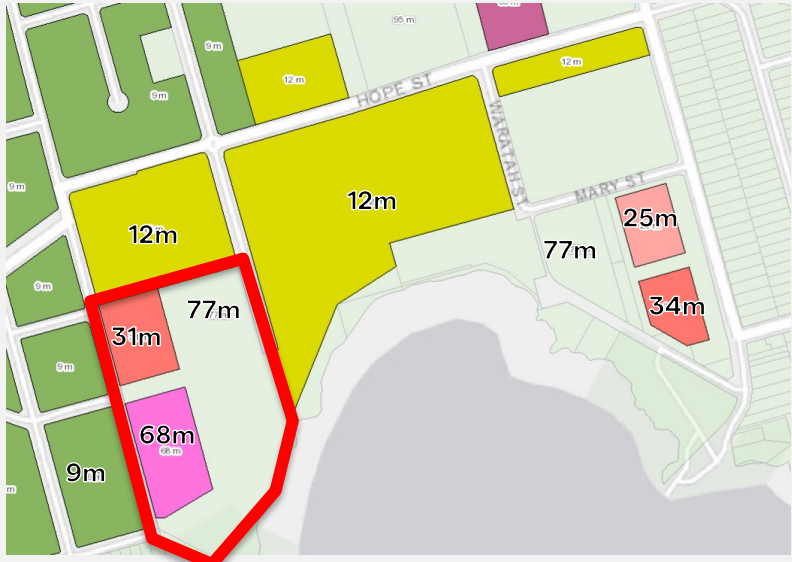
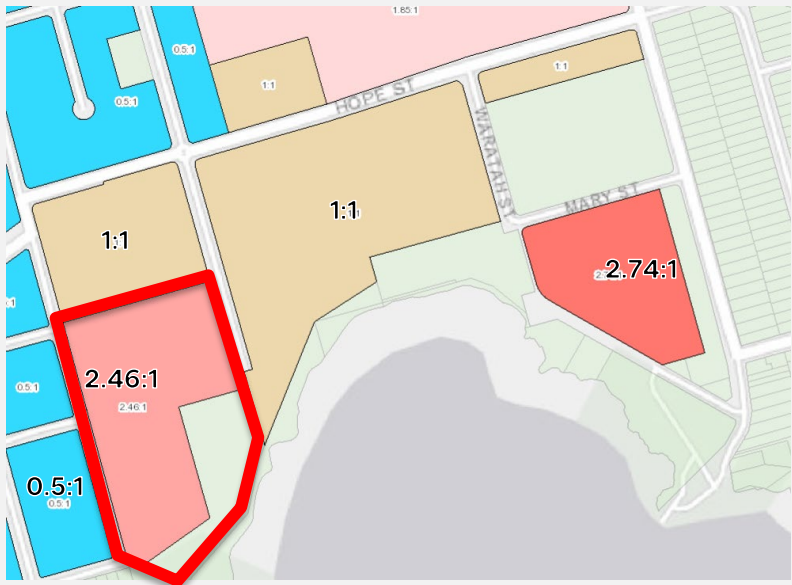
Item	Description	Compliance
	 <p>Figure 6: Building Height Map extract (Planning Portal eSpatial Viewer)</p>	
4.4 FSR	<p>2.46:1 + 30% uplift proposed under Housing SEPP equivalent to 3.198:1.</p>  <p>Figure 7: Floor Space Ratio Map extract (Planning Portal eSpatial Viewer)</p>	
5.10 Heritage	Item - General (Local) - Wetlands	



Table 1 – Parramatta LEP 2023


Item	Description	Compliance
	 <p>Figure 8: Heritage Items Map extract (Planning Portal eSpatial Viewer)</p> <p>There are heritage items in close proximity to the subject site, however the Heritage Impact Assessment prepared as part of the planning proposal which has been approved identified that redevelopment of the precinct was appropriate, subject to appropriate design and response to heritage items.</p> <p>These items will be considered as part of the design development for future SSDAs.</p> <p>The supporting reports also identified a need for consideration of archaeological significance within the East and West sites at later stages. This will also be further considered as part of further design development.</p>	
<p>5.21 Flood Planning</p>	<p>This clause requires the consent authority to be satisfied the development:</p> <p><i>(a) is compatible with the flood function and behaviour on the land, and</i></p> <p><i>(b) will not adversely affect flood behaviour in a way that results in detrimental increases in the potential flood affectation of other development or properties, and</i></p> <p><i>(c) will not adversely affect the safe occupation and efficient evacuation of people or exceed the capacity of existing evacuation routes for the surrounding area in the event of a flood, and</i></p>	



Table 1 – Parramatta LEP 2023


Item	Description	Compliance
	<p>(d) incorporates appropriate measures to manage risk to life in the event of a flood, and</p> <p>(e) will not adversely affect the environment or cause avoidable erosion, siltation, destruction of riparian vegetation or a reduction in the stability of river banks or watercourses.</p> <p>The current Infrastructure DA lodged with Council is accompanied by a Flood Study which details the likely impact of flooding on the site and identifies that the redevelopment of the site would be able to appropriately manage flood impacts and manage risk suitably.</p>	
6.1 Acid Sulfate Soils	<p>Class 5</p>  <p>Figure 9: Acid Sulfate Soils Map extract (Planning Portal eSpatial Viewer)</p>	
6.2 Earthworks	<p>This clause requires the consent authority to consider the following matters:</p> <p>(a) the likely disruption of, or detrimental effect on, drainage patterns, soil stability and flooding in the locality of the development,</p> <p>(b) the effect of the development on the likely future use or redevelopment of the land,</p> <p>(c) the quality of the fill or the soil to be excavated, or both,</p>	



Table 1 – Parramatta LEP 2023

Item	Description	Compliance
	<p>(d) the effect of the development on the existing and likely amenity of adjoining properties,</p> <p>(e) the source of fill material and the destination of excavated material,</p> <p>(f) the likelihood of disturbing relics,</p> <p>(g) the proximity to, and potential for adverse impacts on, a waterway, drinking water catchment or environmentally sensitive area,</p> <p>(h) appropriate measures proposed to avoid, minimise or mitigate the impacts of the development.</p>	
6.5 Stormwater Management	<p>Development consent must not be granted to development unless the consent authority is satisfied the development—</p> <p>(a) is designed to maximise the use of water permeable surfaces, having regard to the soil characteristics affecting on-site infiltration of water, and</p> <p>(b) includes, if practicable, on-site stormwater retention for use as an alternative supply to mains water, groundwater or river water, and</p> <p>(c) avoids significant adverse impacts of stormwater runoff on adjoining properties, native bushland, receiving waters and land used for water-based recreation or, if the impacts cannot be reasonably avoided, minimises and mitigates the impacts.</p>	
6.7 Essential Services	<p>Development consent must not be granted to development unless the consent authority is satisfied the following essential services are available, or that adequate arrangements have been made to make them available when required—</p> <p>(a) the supply of water,</p> <p>(b) the supply of electricity,</p> <p>(c) the disposal and management of sewage,</p> <p>(d) stormwater drainage or on-site conservation,</p> <p>(e) suitable road access.</p>	
6.13 Design Excellence	<p>(1) The objective of this clause is to ensure development exhibits design excellence that contributes to the natural, cultural, visual and built character values of the City of Parramatta.</p>	



Table 1 – Parramatta LEP 2023

Item	Description	Compliance
	<p>(2) This clause applies to development involving the erection of a new building or external alterations to an existing building on land identified as “Design Excellence Precinct” on the Design Excellence Map.</p> <p>(3) Development consent must not be granted to development to which this clause applies unless the consent authority is satisfied the development exhibits design excellence.</p> <p>(4) In considering whether the development exhibits design excellence, the consent authority must consider the following matters—</p> <ul style="list-style-type: none"> (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 view corridors, (d) how the development addresses the following— <ul style="list-style-type: none"> (i) the suitability of the land for development, (ii) existing and proposed uses and use mix, (iii) heritage and archaeological issues and the constraints and opportunities of the streetscape, (iv) the location of proposed towers and other buildings, having regard to the need to achieve an acceptable relationship with existing and proposed towers and other buildings on the same site and neighbouring sites, in terms of separation, setbacks, amenity and urban form, (v) the bulk, massing and modulation of buildings, (vi) street frontage heights, (vii) environmental impacts, including sustainable design, overshadowing and solar access, visual and acoustic privacy, noise, wind and reflectivity, (viii) the achievement of the principles of ecologically sustainable development, (ix) pedestrian, cycle, vehicular and service access and circulation requirements, including the permeability of pedestrian networks, (x) the impact on, and proposed improvements to, the public domain, 	



Table 1 – Parramatta LEP 2023

Item	Description	Compliance
	<p>(xi) the impact on special character areas,</p> <p>(xii) achieving appropriate interface at ground level between buildings and the public domain,</p> <p>(xiii) excellence and integration of landscape design,</p> <p>(e) how the development addresses the protection and enhancement of green infrastructure.</p> <p>(5) Development consent must not be granted to the following development to which this clause applies unless a competitive design process has been held—</p> <p>(a) development relating to a building that is, or will be, higher than 55m above ground level (existing),</p> <p>(b) development with an estimated development cost of more than \$100 million,</p> <p>(c) development for which the applicant has chosen to participate in a competitive design process.</p> <p>(6) Subclause (5) does not apply if—</p> <p>(a) the consent authority certifies in writing that a competitive design process is not required, and</p> <p>(b) a design review panel reviews the development, and</p> <p>(c) the consent authority takes into account the advice of the design review panel.</p> <p>(7) In deciding whether to grant development consent to development referred to in subclause (5), the consent authority must take into account the results of the competitive design process.</p> <p>(8) In this clause—</p> <p>green infrastructure means the network of green spaces, natural systems and semi-natural systems that support sustainable communities and includes waterways, bushland, tree canopy and green ground cover, parks and open spaces.</p>	
9.2 Gross floor area for residential and other purposes	<p>(4) Development consent must not be granted to development on land in Zone R4 High Density Residential in Melrose Park South unless the consent authority is satisfied at least 1,000m² of the gross floor area of all buildings on the land will not be used for residential accommodation.</p>	



Table 1 – Parramatta LEP 2023

Item	Description	Compliance
9.3 Design Excellence	<p>Development consent must not be granted to development to which this clause applies unless—</p> <ul style="list-style-type: none"> (a) a design review panel has reviewed the development, and (b) if the development is on the following land—a competitive design process has been held— <ul style="list-style-type: none"> (i) land identified as “MPD” on the Design Excellence Map, (ii) if a building resulting from the development has a height of at least 55m—land identified as “MPS” on the Design Excellence Map, and (c) the consent authority is satisfied the development exhibits design excellence, considering the matters specified in clause 6.13(4)(a)–(d). <p>(3) In deciding whether to grant development consent, the consent authority must consider—</p> <ul style="list-style-type: none"> (a) the findings of the design review panel, and (b) if the development is on land referred to in subclause (2)(b)—the results of the competitive design process. <p>(4) Subclauses (2)(b) and (3)(b) do not apply if—</p> <ul style="list-style-type: none"> (a) the consent authority certifies in writing that a competitive design process is not required, and (b) a design review panel reviews the development, and (c) the consent authority takes into account the advice of the design review panel. 	



Table 1 – Parramatta LEP 2023

Item	Description	Compliance
	 <p>Figure 10: Subject site showing sites identified as MPD and lots B2, B3 and B4. Lot B4 subject to separate competitive design process and Design Excellence Strategy under Melrose Park South - East (Planning Portal eSpatial Viewer)</p>	
9.4 Consideration of design excellence	<p>In considering whether development exhibits design excellence for the purposes of clause 9.3, the consent authority must consider—</p> <ul style="list-style-type: none"> (a) the matters specified in clause 6.13(4)(a)–(d), and (b) how the development addresses the integration of basement car parking into the landscape without detrimental impacts on the streetscape. 	

3.3 Parramatta Development Control Plan 2023 (PDCP2023)

It is noted that as state significant development, consideration of a DCP is not required. However this document provides guidance on future built form which should be considered as part of design responses across the precinct.

The Applicant has prepared an alternate layout for the building blocks and massing at the request of Parramatta Council to test alternate block layouts. This alternate layout has been informed by consultation with Council, GANSW, and DPHI and will inform the Design Competition Process and will be included in the Design Competition Brief.

Detailed design of the buildings will need to demonstrate appropriate consideration of the Apartment Design Guide under Chapter 4 of Housing SEPP and consideration of the relevant sections of the Parramatta Development Control Plan 2023, subject to merit.



3.4 Connecting with Country

In recognition of the importance of Country to a site of this significance, an Indigenous Cultural Advisor has been appointed to ensure that all opportunities to demonstrate Connecting with Country is achieved in the project. This will include:

- A precinct-wide Connecting with Country Framework document which identifies local peoples, history and points of interest. This Framework will identify opportunities to consider Country throughout the lifecycle of the project including but not limited to:
 - Opportunities for the integration of Country into the project through landscape, architectural design, public art to create a look and feel, reflecting Wangal Country
 - Early engagement and input from Wangal/Darug peoples and community knowledge holders into the project is fundamental to the project.
 - Creating opportunities for learning about Country by the project teams
- Community Engagement by the Indigenous Cultural Advisor to ensure that local communities are engaged effectively by the precinct's delivery.
- Exploration of identified opportunities through the design life cycle including consideration of opportunities during the competition process and overall precinct design
- Presentation of Country by the Indigenous Cultural Advisor to Design Competition participants and direct appointment architects. This will include a walk on Country
- Access to the Indigenous Cultural Advisor by the Design Competition entrants and direct appointed architects.
- Overview of Country first principles and direct input into the design process for both competition and non-competition sites by the engaged Indigenous Cultural Advisor.
- Reviewing design submissions and providing cultural advice to the competition jury.



4 Design Excellence Process

Design excellence will be achieved throughout the precinct by the implementation of a range of mechanisms including:

- Recognising, defining and establishing a strong connection to country through engagement of first nations people;
- Appointment of highly competent and qualified design professionals;
- Undertaking competitive design processes for select sites; and
- Implementation of a project specific Design Review Panel (DRP) which will be involved in design development and approval of proposals within the precinct and design integrity.

The representatives of the DRP, Design Competition Jury will be consistent across the two to ensure consistency of approach and outcome across the precinct. The role of the DRP is to confirm if the development that is the subject of the future SSDA has the potential to achieve design excellence in accordance with the Parramatta LEP.

The respective processes are outlined below.



5 Design Review Process

For sites not subject to a competitive design process, a Melrose Park South - West Design Review Panel (DRP) will be established. This panel will be responsible for a design review of the competitive and non-competitive sites, including all landscape and public domain.

The role of the DRP is to provide independent, expert and consistent design advice on the design quality of the identified sites within Melrose Park South. The panel supports the proponent in the development of proposals which exhibit Design Excellence and provide a level of certainty to DPHI that the submitted proposals are capable of achieving Design Excellence.

The role of the panel is advisory only. The advice provided does not fetter the independence of the consent authority.

The focus of design review is on design quality, amenity and public benefit impacts and outcomes. The panel typically provides qualitative not quantitative advice, and the advice is appropriate to the project scale and stage.

The DRP is to comprise 5 members and these will be nominated as follows:

- Two representatives from the proponent;
- One representative selected by City of Parramatta Council;
- One representative of GANSW (Chair)
- One representative from DPHI as the consent authority (State Design Review Panel Expert)

Representatives on the DRP must:

- Represent the public interest;
- Be appropriate to the type of development proposed;
- Include only persons who have expertise and experience in the design and construction professions and industry; and
- Include a majority of registered architects with urban design expertise.

Each Panel session will include the preparation of a Design Review Panel Advice which will be prepared by the competition manager. This advice will be approved by the DRP members.



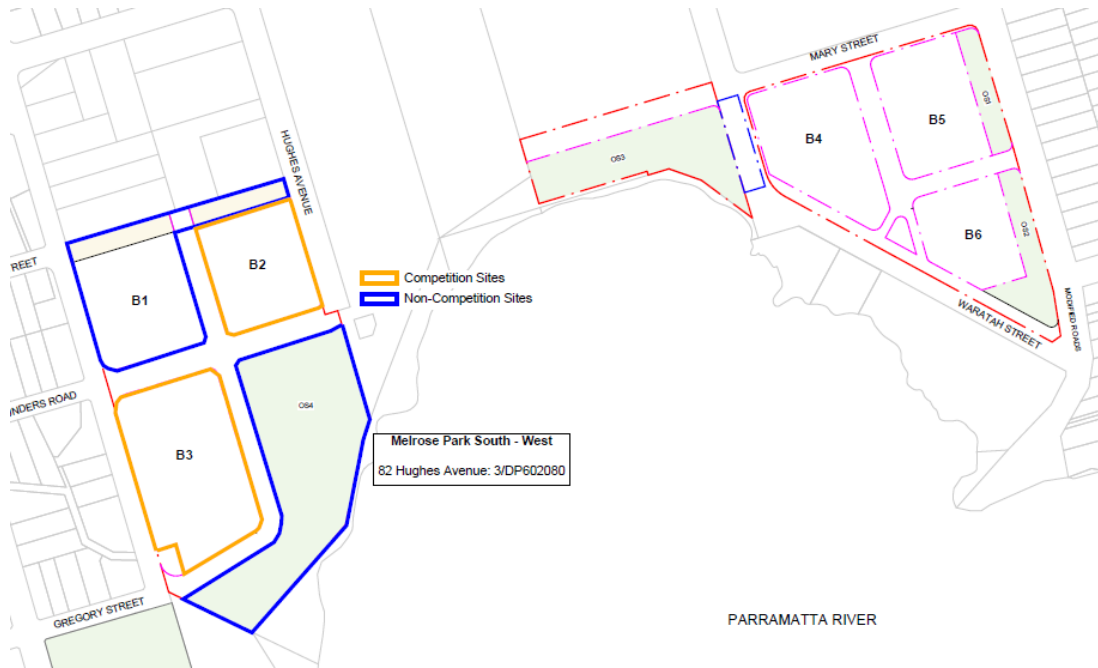


Figure 5: Sites subject to Design Competition (shown in yellow) and sites subject to Design Review (shown in blue) (Wharf and Hughes Developments Pty Ltd)

The DRP will also ensure that the project retains design integrity. The DRP will also will be responsible for reviewing the design to ensure the key design excellence attributes noted in the competition report are retained or improved upon through the development of the design, and that areas noted as requiring further design refinement are appropriately addressed.

The report will specify whether further DRP sessions are recommended. Specific reference to advice and recommendations from the competition report and earlier DRP meetings will be made in each subsequent design review report to ensure all matters are addressed.

At a minimum, the DRP will undertake reviews before:

- lodgement of the SSDA
- lodgement of Response to Submissions
- lodgement of any significant design modification application.

During the assessment of the proposal, the Consent Authority may request the proponent to convene a DRP session to provide advice to the Consent Authority.



6 Competitive design process

6.1 Type of competitive design competition

The Applicant has elected to undertake an invited design competition with three (3) Architects. These may be a person, corporation or firm registered in accordance with the NSW Architects Act 2003.

The competitive design process will allow 4 weeks to complete their designs.

It is anticipated that the design competition will be commenced as soon as practicable following endorsement of the competition brief by GANSW.

6.2 Competition Architect Selection

The Architects will be recommended by the Applicant and will be chosen on the basis that they represent architectural firms who have a proven track record in achieving design excellence. These will be endorsed by GANSW given that the resulting development will be State Significant under the Housing SEPP.

Three (3) Architects will be selected to participate in the Design Competition and will be included in the competition brief.

Architects may also choose to collaborate with other practices to deliver the project outcome.

The design teams will consist of nominated architects but during the design competition process, access will be provided to technical advisors including but not limited to:

- Quantity Surveyors;
- Indigenous Cultural Advisor
- Traffic Engineer
- ESD Consultant
- Flood Engineer
- Structural Engineers;
- Services Engineers; and

A direct appointed Landscape Architect will be responsible for the delivery of the landscaped open spaces both within the public and private domain. The direct appointed landscape architect will be available to collaborate with design competition entrants throughout the competition phase.

6.3 Jury establishment

The competition jury is to comprise 5 members and these will be nominated as follows:

- Two representatives from the Applicant ;
- One representative selected by City of Parramatta Council;
- One representative of GANSW (Jury Chair)
- One representative from DPHI as the consent authority (State Design Review Panel Expert)



Jury members are to:

- Represent the public interest;
- Be appropriate to the type of development proposed;
- Include only persons who have expertise and experience in the design and construction professions and industry; and
- Include a majority of registered architects with urban design expertise.

7 Design Integrity

7.1 Appointment of winning Architect

The Architect of the winning Competition scheme as determined by the Jury will be appointed for the duration of the project, through to completion. The scope of design services provided by the winning Architect will include the following;

- Prepare a State Significant Development Application (SSDA) for the preferred design including all required documentation and information required to support a SSDA;
- Work collaboratively with the broader project team, including project Architects of adjoining development blocks, to support the lodgement of a SSDA with DPHI
- Preparation of drawings for a construction certificate
- Preparation of drawings/material for contract documentation
- The role of the winning Architect will include the following:
 - Provide a lead role in ensuring design integrity is maintained;
 - Represent the project in meetings with the community, authorities and stakeholders as required;
 - Maintain continuity during the construction phases, through to the completion of the project; and
 - Provide any documentation required by the proponent and the Consent Authority verifying the design excellence and intent as established by the winning scheme has been achieved at completion.

The Architect of the winning architectural scheme will be appointed as the Design Architect for the redevelopment of Blocks B2 and B3.. The role of the appointed Architect will be to:

- Work collaboratively with the broader project team, including project architects of adjoining development blocks, to support the lodgement of a SSDA with DPHI;
- Prepare the design drawings for a construction certificate and contract documentation;
- Maintain design continuity toward and during the completion of the project; and



- Represent the project in meetings with Council, stakeholders and the community, as required.

The Design Architect may work in association with other architectural practices, but is to lead design decisions affecting the project.





GOVERNMENT ARCHITECT NEW SOUTH WALES

11 October 2024

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PROJECT: Melrose Park South - West
Mixed Use Development with In-fill Affordable Housing
(SSD-71558711)

RE: Design Excellence Strategy - GANSW endorsement

Dear Adrian,

I am writing regarding the Design Excellence Strategy submitted for the above project. We note that throughout the development of the Strategy, there has been a consultation process that has included the Competition Managers, GANSW, DPHI and City of Parramatta Council. We further confirm that comments from all stakeholders have been considered throughout the process.

Please accept this letter as confirmation of GANSW endorsement of the Design Excellence Strategy, version nominated below:

- 241010_Design Excellence Strategy_Melrose Park South_West_endorsed.pdf (V9 dated 10 October 2024)

Please note the endorsement of this Strategy does not fetter the consent authority in the assessment of any future development application, and that any substantial changes to scope and staging of SSD-71558711 may require future amendments to the Strategy.

We look forward to progressing the competitive design process with the project team in consultation with DPHI and Council. Feel free to contact me if you would like to discuss this further (guy.pinkerton@dpie.nsw.gov.au).

Sincerely,



Guy Pinkerton
A/Principal Design Advisor
GANSW

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