

Alternative Design Excellence Strategy

*849, 853, and 859 Pacific
Highway and 2-8 Wilson Street,
Chatswood*

October 2025

Prepared for: BB Wilson Property Pty Ltd

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Acknowledgment of Country

Urbis acknowledges the Traditional Custodians of the lands we operate on. We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years. We pay our respects to First Nations Elders, past and present.

Urbis is committed to incorporating our respect for First Nations cultures, peoples and storytelling in our work across the Country. We are proud to have partnered with Darug Nation artist, **Hayley Pigram**, and to profile her artwork – **Sacred River Dreaming**.



The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

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Disclaimer

Endorsement of this Alternative Design Excellence Strategy does not approve any deviations from the relevant planning controls or fetter the discretion of the consent authority in assessing any future planning applications.

The outcome of an endorsed alternative design excellence process does not limit the consent authority's discretion in assessing any future State Significant Development Applications (SSDA) or State-assessed rezoning applications for the proposed development.

When determining any future SSDA or State-assessed rezoning applications, the consent authority will consider the advice of the nominated Design Review Panel to ensure the proposed development exhibits design excellence in accordance relevant legislation.

As part of the planning assessment process, the consent authority will also confirm endorsement of the competition exemption request.

1 Introduction

1.1 Overview

This Alternative Design Excellence Strategy (**the Strategy**) has been prepared by Urbis Ltd on behalf of BB Wilson Property Pty Ltd (**the proponent**) to guide a State Significant Development Application (**SSDA**) for a mixed use housing project at 849, 853, and 859 Pacific Highway and 2-8 Wilson Street, Chatswood (**the site**).

The project is declared State Significant Development (**SSD**) in accordance with the Environmental Planning and Assessment (Housing Delivery Authority) Order 2024 (**HDA Order**), following a positive evaluation by the Housing Delivery Authority (**HDA**) of the Applicant's Expression of Interest (**EOI**) submitted on 3 April 2025 (EOI 253120) (as amended by additional information provided on 9 July 2025). Pursuant to Section 4.36(3) of the Environmental Planning and Assessment Act 1979 (**EP&A Act**), the Minister's State Significant Development Declaration Order 2025 (No 11) (dated 23 July 2025) (**the Order**) declared the project as SSD (in Schedule 1).

The proponent is committed to achieving design excellence as part of the project, and to deliver the highest standard of architectural, urban, and landscape design outcomes. The project seeks to deliver an exemplary design outcome as a benchmark for future redevelopment projects in the Chatswood CBD.

This Strategy has been prepared in accordance with the NSW Government Architect's (**GANSW**) *Housing Delivery Authority: Alternative Design Excellence Strategy Guidelines* (**the Guidelines**).

This Strategy has been developed in consultation with GANSW and Department of Planning, Housing and Infrastructure (**DPHI**). Willoughby City Council (**Council**) has provided reviewed and provide comment on the draft Strategy. The Alternative Design Excellence Strategy was endorsed by GANSW on 15 October 2025.

This Strategy outlines the pathway for the HDA-declared project to achieve 'design excellence' in accordance with Clause 6.23 of the Willoughby Local Environmental Plan 2012 (**LEP**). DPHI has acknowledged the role of the site to deliver substantial new housing (including affordable housing). The GANSW has provided an opportunity to ensure that design excellence provisions do not undermine the intent and purpose of the HDA.

The alternative pathway to achieve 'design excellence' is considered suitable for this project as:

- A previous Regional DA was subject to an architectural design competition. It is proposed to retain the design architects, design integrity, and the design review panel. The HDA SSDA will be delivered in accordance with this Alternative Design Excellence Strategy, prepared in coordination with DPHI and GANSW. It is anticipated that the SSDA will be subject to review by the Design Review Panel (**DRP**).
- Clause 6.23(8)((a)-(c)) of the LEP provides that the requirement to undertake a competitive design process (design competition) does not apply if the consent authority certifies in writing that a competitive design process is not required, a design review panel reviews the development, and the consent authority takes into account the advice of the design review panel. It is anticipated that the provisions of Clause 6.23(8)((a)-(c)) can be satisfied via this Alternative Design Excellence Strategy.

The purpose of this Alternative Design Excellence Strategy is to:

- Identify the location, context, and extent of the site;
- Describe how the proposal will achieve design excellence as required by the relevant environmental planning instruments; and
- Detail the alternative design excellence process, in lieu of undertaking a competitive design process.

[**Note.** The endorsement of this Strategy does not approve any deviations from the relevant planning controls or fetter the discretion of the consent authority in assessing any development application. The outcome of an endorsed alternative design excellence process does not limit the consent authority's discretion in assessing any State Significant Development Application or State-assessed rezoning for the proposed development.]

2 Site Overview

2.1 Site Location

The site is 849, 853, and 859 Pacific Highway and 2-8 Wilson Street, Chatswood. **Figure 1** identifies the site.

Figure 1 Site Location



Source: Urbis

2.2 Site Details

The relevant site details are provided below.

Table 1 Site Details

Descriptor	Site Details
Site address	849, 853, and 859 Pacific Highway and 2-8 Wilson Street, Chatswood
Country	Cammeraygal Country
Legal description	The legal property description is Lots 1, 2, 3, 4, and 5 in Deposited Plan (DP) 1310282.
Existing development	849 Pacific Highway – three storey brick residential flat building (9 x units) 853 Pacific Highway – three storey brick residential flat building (6 x units) 859 Pacific Highway – four storey brick residential flat building (8 x units) - Wilson Street – four storey brick residential flat building (14 x units) 8 Wilson Street – two storey industrial building.

Descriptor	Site Details
	These site features are currently being demolished and removed.
Site area and configuration	The site has an irregular configuration and an area of 4,294 sqm (excluding a parcel of land zoned SP2 Infrastructure). It is bound by Wilson Street (to north), O'Brien Street (to south), Pacific Highway (to west), and the train line (to east).
Context	The site is located within the suburb of Chatswood in the Willoughby Local Government Area (LGA). Chatswood is located 6km north of the Sydney CBD within Sydney's Lower North Shore. The site is in proximity and highly accessible to the commercial centres of North Sydney and Macquarie Park. The site is located at the north-western extent of the Chatswood CBD within convenient walking distance of local amenities, facilities, and services. The area is well advanced in its transition from an older style commercial precinct into a thriving mixed-use area characterised by commercial and residential land uses.
Surrounding context	The surrounding development context is summarised as follows: ▪ North: Directly north of the site is Wilson Street, that connects to Pacific Highway and extends over the railway line. Opposite the site is 871- 877 Pacific Highway, which has received development consent for a new 27-storey mixed use building with a commercial podium and residential tower above (DA-2022/161). ▪ South: Directly south of the site is O'Brien Street, a cul-de-sac road. Further south is 11 Railway Street – a 24 storey mixed use residential development. ▪ East: The site has an eastern boundary to the T1 North Shore and Western Line, T9 Northern Line, and Metro North-West Line. Further east is medium density housing extending through the CBD. ▪ West: Directly west lies is Pacific Highway. Further west is medium density housing.
Transport	The site is 550m from Chatswood train and Metro station. The train station is on the T1 North Shore, Northern, and West Line and connects to North Sydney, Parramatta, and Sydney CBD. The Metro provides services to Macquarie Park and Epping.
Site access	The site is located along Pacific Highway which is a State classified road, and a major traffic corridor. The Pacific Highway is a six-lane, two-way road. In both directions the kerbside lanes are dedicated transit lanes during peak hours. Multiple high frequency bus routes run along the Pacific Highway resulting in a high level of accessibility for the site. Wilson Street is a local two-way road, with parking in both directions permitted. Bus stops along Anderson Street connect to Wilson Street to its west. Bus stops are provided along Pacific Highway and Ashley Street. The site connects to gentle gradient footpaths on the surrounding street network.
Topography	The site has a downward gradient from north to south which is steep in some areas. This translates to an elevation of 108m Australian Height Datum (AHD) on the northern portion of the site to 105 m AHD on the southern portion. The existing building on the southern portion of the site (849 Pacific Highway) is noticeably elevated above the natural ground level due to this topography.
Contamination	The applicant has obtained development consent for demolition and excavation works at the site. These works have been informed by a Detailed Site Investigation (DSI), a Hazardous Buildings Material Survey, and a Salinity Investigation.
Acid sulfate soils	The site is identified as containing Class 5 acid sulfate soils. The site is not within 500 meters of adjacent Class 1, 2, 3 or 4 land.
Flooding	The site is not affected by overland flow.

Descriptor	Site Details
Biodiversity	There are no items of biodiverse significance on site such as threatened species or endangered flora or fauna.
Bushfire prone land	The site is not bushfire prone.
Aboriginal archaeology	No known Aboriginal objects or declared Aboriginal places are identified on the site.
European heritage	The site is not listed as a local or State heritage item, nor is it within a heritage conservation area. It is noted that the north Chatswood Heritage Conservation Area lies some 250m to the east of the site on the opposite side of the railway line.

3 Project Background

3.1 Competitive Design Process

In June 2023 the applicant held an architectural design competition, endorsed by Willoughby City Council and GANSW, to inform a local DA for a new 28-storey mixed use shop top housing development on the site.

In August 2023, the invited competitors to the competition presented their schemes to the Jury to showcase their architectural approach to the site, describe the design concept, and demonstrate compliance with the planning and design controls and commercial objectives of the endorsed Competition Brief.

The Jury determined that the PBD Architects scheme was capable of achieving design excellence and selected as the winner of the competition. The Jury identified elements that contributed to its success and must be retained in order to achieve design excellence, in relation to podium planning, landscape and open space, town planning and massing, and architectural expression, materiality, and character.

Following the conclusion of the design competition, the applicant lodged the development application (DA-2024/47) to Council. The DA was approved by the NSW Land and Environment Court (**LEC**) on 29 July 2025.

Figure 2 provides a render of the Regional DA scheme (as approved by the LEC).

Figure 2 Regional DA Scheme



Source: PBD Architects

3.2 Infill Affordable Housing SSDA

In March 2025, the applicant submitted a State Significant Development Application to DPHI for a 36 storey mixed-use development (SSD-74319707) (**the infill affordable housing SSDA**). The SSDA utilised the 30% floor space ratio and height of building uplift provisions of State Environmental Planning Policy (Housing) 2021 (**Housing SEPP**) to deliver at least 10% of the floor space as affordable housing for a period of at least 15 years.

The purpose of the SSDA was to facilitate high-quality housing, including affordable housing, in a well-placed strategic site and deliver a built form outcome consistent with the emerging character of Chatswood CBD.

PBD Architects designed the SSDA proposal to align with the design excellence principles established in the original architectural design competition and maintain the integrity of the winning scheme. The SSDA was subject to a GANSW endorsed “Bridging Design Excellence Strategy” and Design Integrity Panel (**DIP**) process to ensure the design was capable of achieving design excellence. Following clarifications and requests for further details, the DIP prepared a letter to PBD Architects requesting minor refinements prior to lodgement in order to achieve design excellence. These minor refinements were addressed in the final SSDA lodgement.

The applicant reconvened the DIP to review the refined scheme, following the public exhibition of the SSDA (from 4 April 2025 to 1 May 2025). The DIP confirmed that the scheme was capable of achieving design excellence. The infill affordable housing SSDA is under assessment and anticipated for determination.

Figure 3 provides a render of the infill affordable housing SSDA (as approved by DPHI).

Figure 3 Infill Affordable Housing SSDA Scheme



Source: PBD Architects

3.3 HDA Declaration

Since the lodgement of the infill affordable housing SSDA, the NSW Government has created the Housing Delivery Authority to accelerate the delivery of new homes and meet housing targets of the National Housing Accord. Following the creation of the HDA, expressions of interest opened on 8 January 2025.

On 3 April 2025, the applicant submitted an EOI for an SSDA and concurrent rezoning proposal (253120).

“The project seeks to deliver two x 46-storey mixed-use residential towers including shop top housing.

The project seeks approval for the following development:

- – Bulk excavation to accommodate 6 levels of basement.
- – Construction of two x 46-storey mixed-use towers comprising:
 - Retail uses at ground level
 - Child care centre
 - 450 apartments, including 60 affordable housing dwellings managed by a CHP
 - Storage areas and services
 - Communal open spaces”

At its Briefing on 23 June 2025, the HDA recommended to the Minister that the project be declared SSDA in accordance with the Environmental Planning and Assessment (Housing Delivery Authority) Order 2024, following a positive evaluation of the applicant’s EOI (as amended by additional information provided on 9 July 2025). The declaration was made for the reason that the project sufficiently satisfied the HDA objectives and criteria. The declaration recommended the applicant to engage with Council on infrastructure augmentation and development contributions / public benefit coming out of the significant uplift.

Pursuant to Section 4.36(3) of the EP&A Act, the Minister’s State Significant Development Declaration Order 2025 (No 11) (dated 23 July 2025) declared the project (EOI 253120) as SSD (Schedule 1 of the Order).

The HDA SSDA seeks development consent for a mixed use residential aligned with the HDA declaration.

The HDA SSDA is supported by concurrent amendments to development standards in the LEP.

4 HDA SSDA Project

4.1 SSDA Project

The HDA SSDA project seeks development consent for a new mixed-use building comprising:

- Eight level (+ mezzanine) basement, containing car parking spaces, bicycle parking spaces, motorcycle parking spaces, loading docks, OSD tank, and other back-of-house areas;
- Two-storey podium (Ground Level to Level 01) comprising:
 - Ground Level: Live / work apartments (21 x units in total), residential, commercial, and childcare centre lobby entries, basement vehicle entry, vertical circulation, plant, and back-of-house areas.
 - Level 01: Live / work apartments (21 x units in total), outdoor communal areas, commercial premises, vertical circulation, plant, and back-of-house areas.
- One level above podium comprising:
 - Level 02: Childcare centre (including outdoor play areas), communal open space for residents, vertical circulation, and back-of-house areas.
- Two modulated residential buildings (Levels 03 – 46) containing 429 x apartments (comprising 27 x studio apartments, 68 x one-bedroom units, 139 x two-bedroom units, 189 x three-bedroom units, and 6 x four-bedroom units (indicatively)), vertical circulation, plant, and back-of-house areas;
- Public domain works, including landscaping, street trees, and publicly accessible open spaces; and
- Reticulation of site services and infrastructure (electricity, telecommunication, gas, water, and sewer).

Table 3 provides an overview of the project and identifies indicative development metrics.

Table 2 Project Description

Descriptor	Project
Maximum building height	165 metres (46 storeys, excluding roof level)
Gross floor area	Non-residential: 3,449 sqm (indicative) Residential (including affordable): 53,051 sqm (indicative) Total: 56,500 sqm (indicative)
Dwelling mix (indicative)	21 x live / work apartments (one-bedroom) 27 x studio apartments 68 x one-bedroom units 139 x two-bedroom units 189 x three-bedroom units 6 x four-bedroom units
Affordable housing contribution	60 x affordable housing units (managed by registered CHP for a period of 15 years) (27 x studio, 24 x one-bedroom, and 9 x two-bedroom units).

[Note. The indicative project as described above is aligned with the applicant's EOI which was positively evaluated by the HDA, for the reason that it sufficiently satisfied the objectives and criteria of the HDA. The applicant intends to explore with DPHI the potential for additional building height uplift, with a maximum 57 storeys for each tower and an additional 80 residential dwellings (including a proportionate increase in affordable housing units). This building height increase does not penetrate the PANS-OPS aviation limits].

4.2 Concurrent Rezoning

In accordance with the declaration, the SSDA will be supported by a concurrent planning proposal to amend the following development standards that apply under the Willoughby Local Environmental Plan 2012:

- Amendment to Clause 4.4 to increase the maximum FSR from 6:1 to 13.2:1.
- Amendment to Clause 4.3 to increase the maximum building height from 90 metres to 165 metres.
- Amendment to Clause 6.25 and Schedule 1 Additional Permitted Uses (Clause 27 Use of certain land in Chatswood CBD) to reduce the minimum non-residential GFA control from 17% to 6.1%.

4.3 Project Objectives

The key objectives for the SSDA and concurrent rezoning are summarised below:

- Facilitate high-quality development (including affordable housing) at a well-located site;
- Deliver a built form outcome that is consistent with the desired future character of the Chatswood CBD;
- Capitalise on the site's close proximity to Chatswood CBD and public transport accessibility;
- Provide high quality employment-generating uses, including live / work units and a child care centre;
- Deliver active public domain spaces to support a vibrant and lively community; and
- Deliver affordable housing to help meet the State Government's housing targets.

5 Planning Framework

5.1 Planning Pathway

The NSW Government has recognised the need to build more homes for the State's growing population, boosting housing supply and improving affordability. Under the National Housing Accord, NSW is tasked with delivering approximately 376,000 new well-located dwellings, including approximately 15,800 social and affordable dwellings by 2029. The Housing Delivery Authority (HDA) was announced on 15 November 2024.

As detailed in **Section 3.3**, the HDA has recommended to the Minister that the project be declared SSD in accordance with the Environmental Planning and Assessment (Housing Delivery Authority) Order 2024, following a positive evaluation of the applicant's EOI (as amended by additional information provided on 9 July 2025). **The declaration was made for the reason that the project sufficiently satisfied the HDA objectives and criteria.** The declaration recommended the applicant to engage with Council on infrastructure augmentation and development contributions / public benefit arising from the uplift.

Pursuant to Section 4.36(3) of the EP&A Act, the Minister's State Significant Development Declaration Order 2025 (No 11) (dated 23 July 2025) declared the project (EOI 253120) as SSD (Schedule 1 of the Order).

As per section 4.36(3) of the Environmental Planning and Assessment Act 1979 (EP&A Act), the Minister may, by a Ministerial planning order, declare specified development on specified land to be SSD.

The application for shop top housing with affordable housing at the site is therefore SSD for the purposes of section 4.36 of the EP&A Act and an SSDA will be prepared and submitted to DPHI for assessment.

5.2 Local Legislation

The Willoughby LEP 2012 is the principal planning instrument applicable to the site. Key numerical provisions are outlined in the following table.

Table 3 Key LEP Provisions

Willoughby LEP 2012 Provision	Project
Clause 2.2 Zoning	MUI Mixed Use zone
Clause 2.3 Permissibility	Development for the purposes of <i>shop top housing</i> and <i>child care centre</i> is permissible with consent in the MUI Mixed Use zone.
Clause 4.3 Height of buildings	The concurrent rezoning seeks to amend Clause 4.3 to increase the maximum building height from 90 metres to 165 metres. This amendment will allow the project to deliver two 46-storey mixed-use towers with a maximum building height of 165 metres.
Clause 4.4 Floor space ratio	The concurrent rezoning seeks to amend Clause 4.4 to increase the maximum FSR from 6:1 to 13.2:1. This amendment will allow the project to deliver 56,500 sqm gross floor area (GFA) (as calculated against the site area of 4,294 sqm).
Clause 5.10 Heritage Conservation	The objectives of the Clause are to conserve the environmental heritage of Willoughby and to conserve heritage significance of heritage items and heritage conservation areas. The site is not listed as a local or State heritage item nor is it located within a heritage conservation area. A Heritage Impact Statement will be prepared to support the SSDA and to assess the impacts of the proposed development on the heritage significance of the area and surrounding heritage items, including the North Chatswood Heritage Conservation Area.

Clause 5.21 Flood planning	The objectives of the Clause are to allow development on land that is compatible with the flood function and behaviour on the land (taking into account projected changes as a result of climate change) and to avoid adverse or cumulative impacts on flood behaviour and the environment. Development consent cannot be granted unless the consent authority considers flood matters.
Clause 6.2 Earthworks	The SSDA will be supported by a Geotechnical Report and Surface Water and Groundwater Impact Assessment to assess the impacts of the proposed development on the existing ground conditions and inform methods of excavation and precautionary actions to mitigate impacts.
Clause 6.3 Urban heat	The objective of the Clause is to ensure that development incorporates effective design, and ongoing operations reduce and remove urban heating from the environment to protect community health and wellbeing. The project will incorporate effective design and ongoing operation measures such as light-colour roofs, generous vegetation, and passive cooling.
Clause 6.21 Acid sulfate soils	Class 5 – Works within 500 metres of adjacent Class 1, 2, 3 or 4 land that is below 5 metres Australian Height Datum and by which the watertable is likely to be lowered below 1 metre Australian Height Datum on adjacent Class 1, 2, 3 or 4 land. The site is identified as containing Class 5 acid sulfate soils. The site is however not within 500 metres of adjacent Class 1, 2, 3 or 4 land.
Clause 6.7 Active street frontages	The northern boundary (Wilson Street), southern boundary (O'Brien Street), and western boundary (Pacific Highway) are identified as active street frontages on the LEP Map. The project proposes commercial premises and retail premises along the three identified street frontages (O'Brien Street, the Pacific Highway, and Wilson Street). These uses will promote activation and attract pedestrian traffic along the ground floor street frontages.
Clause 6.8 Affordable housing	This clause applies to development for residential accommodation identified on the LEP Affordable Housing Map. Development consent must not be granted unless the consent authority has considered the Willoughby Affordable Housing Principles and impact of development on the existing mix and likely future mix of residential accommodation. The contribution for development on land is the amount of permissible (base) gross floor area equivalent to the mapped percentage of the gross floor area of the residential component of the development (being 4%). Pursuant to Clause 6.8(6)(a), the applicant proposes a monetary contribution paid to Council that is the value, calculated in accordance with subclause (4), of 4% of the base GFA (6:1 FSR).
Clause 6.23 Design excellence	Refer Section 5.2.1 below.
Clause 6.25 Shop top housing in Zone MUI	The applicant seeks to amend Clause 6.25 and Schedule 1 Additional Permitted Uses (Clause 27 Use of certain land in Chatswood CBD) to reduce the minimum non-residential GFA control from 17% to 6.1%.
Schedule 1 Additional permitted uses 27 Use of certain land in Chatswood CBD	This amendment will allow the project to deliver up to 3,449 sqm of non-residential GFA.

5.3 Clause 6.23 – Design Excellence

Clause 6.23 of the LEP seeks to deliver the highest standard of architectural, urban, and landscape design.

Clause 6.23(2) provides that the Clause applies to development involving the erection of a new building on land identified as “Area 5” on the Special Provisions Area Map. This includes the subject site.

Clause 6.23(3) provides that consent must not be granted to development to which this clause applies unless the consent authority (in this case DPHI) considers that the development exhibits design excellence.

Clause 6.23 (4) provides that in considering whether the development exhibits design excellence, the consent authority must have regard to the following matters:

- *whether a high standard of architectural design, materials and detailing appropriate to the building type and location will be achieved,*
- *whether the form, arrangement and external appearance of the development will improve the quality and amenity of the public domain,*
- *whether the development detrimentally impacts on view corridors.*

Clause 6.23(5) provides that the consent authority must have regard to how the development addresses specific design excellence considerations. The below outlines how the proposal will address the design excellence provisions to deliver the highest standard of architectural, urban, and landscape design.

Table 4 LEP Clause 6.23(5)

LEP Clause 6.23(5)	Design Response
(a) <i>the suitability of the land for development,</i>	The site is zoned as MUI – Mixed Use. The development provides a suitable mix of residential and non-residential land uses.
(b) <i>existing and proposed uses and use mix,</i>	The proposed land uses for the development comprise residential, commercial, live/work studios, and a childcare centre.
(c) <i>heritage and streetscape constraints,</i>	The site is not listed as a local or state heritage item, nor is it located within a heritage conservation area. The streetscape has been designed to achieve activation along Wilson Street, O'Brien Street, and the Pacific Highway.
(d) <i>the relationship of the development with other existing or proposed development on the same site or on neighbouring sites in terms of separation, setbacks, amenity and urban form,</i>	The proposed building design substantially complies with the site setbacks.
(e) <i>bulk, massing and modulation of buildings,</i>	The building design has taken into consideration the form and articulation of the towers to reduce the impacts of bulk and massing.
(f) <i>street frontage heights,</i>	The design of the street frontages has been carefully considered to break down the mass and bulk of the building through varied architectural features and articulation.
(g) <i>environmental impacts such as sustainable design, overshadowing, wind and reflectivity,</i>	The building scale, bulk, and orientation have been designed to reduce environmental impacts for the residents and neighbouring sites.
(h) <i>achieving the principles of ecologically sustainable development,</i>	The building design and orientation has been carefully considered to respond to the environmental conditions.

Additional supplementary measures, such as PV panels, insulation, glazing system, and thermal mass have also been considered and incorporated to the overall development.

(i)	<i>pedestrian, cycle, vehicular and service access, circulation and requirements,</i>	Pedestrian access has been provided from all street frontages, whereas vehicle access has been contained to one basement entry point via O'Brien Street.
(j)	<i>the impact on, and proposed improvements to, the public domain,</i>	Public domain improvements include a 3m wide shareway and planting. The proposal also includes public domain works to all site frontages and a through site link.
(k)	<i>the impact on special character areas,</i>	N/A
(l)	<i>achieving appropriate interfaces at ground level between the building and the public domain,</i>	There are publicly accessible open spaces along Wilson Street, O'Brien Street and the Pacific Highway with extensive landscaping, along with the through site link connecting Wilson Street and O'Brien Street.
(m)	<i>excellence and integration of landscape design.</i>	The landscape design has been integrated holistically into the ground floor proposal, along with the level 2 communal space.

Clause 6.23(6) provides that development consent must not be granted to development to which this clause applies unless—

“(b) for a building with a height of 35m or more above ground level (existing)—the design of the development is the winner of a competitive design process held in relation to the development.

Clause 6.23(8) provides that subclause (6)(b) (above) does not apply if—

*“(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.”*

In relation to Clause 6.23(8)(a), the applicant has submitted a formal Design Competition Exemption Request which seeks the consent authority's agreement that a competitive design process is not required.

In relation to Clause 6.23(8)(b), the applicant proposes that a design review panel reviews the development.

In relation to Clause 6.23(8)(c), it is anticipated that the consent authority (DPHI) will take into account the advice of the design review panel in the assessment of the SSDA.

6 Alternative Design Excellence Strategy

6.1 Proposed Design Team

The proponent has appointed PBD Architects to lead the design of the HDA SSDA project. As detailed in **Section 3.1**, the original design competition Jury determined that the PBD Architects scheme was the most capable of achieving design excellence (subject to design development) and they were selected as the winner of the competition. PBD Architects has extensive experience in the mixed use and residential sectors and were selected by the original design competition Jury as the best practice to deliver a high design standard for the redevelopment of the site. PBD's ability to achieve design excellence is demonstrated in the high calibre of project portfolios, which includes design excellence and award-winning schemes.

The relevant qualifications for the architects are outlined below.

Table 5 Architects Qualifications

Scope	Architect	Qualification
HDA SSDA Project	PBD Architect	Paul Buljevic NSW ARB #7768 Susan Farrell NSW ARB #10979

A capability statement for the design team is provided at **Appendix A**. This demonstrates that the appointed design team, PBD Architects, has experience and recognition in delivering quality multi-residential housing.

PBD Architects has extensive experience in the design and delivery of high-quality multi-residential housing. The team has led the architectural design for a range of notable developments including Coast, Surfers Paradise; Emerald City, Green Square; Brookhollow Avenue, Norwest; 37 Archer Street, Chatswood; 629–637 Pacific Highway, Chatswood; and Escape, Surfers Paradise. Each of these projects demonstrates their capability to manage complex, high-density residential typologies with a focus on design excellence, constructability, and enduring value. Their work is recognised for balancing commercial realities with architectural integrity – delivering homes that are both highly liveable and contextually responsive.

PBD Architects is responsible for the complete built form design of the development, encompassing the architectural composition, façade articulation, material selection, and internal planning across apartments, commercial spaces, and live/work typologies. The team also leads the coordination of basement and service areas to ensure technical efficiency and spatial cohesion. Working in collaboration with the appointed landscape architects, they have designed an integrated environment that connects architecture and landscape through carefully planned public domain areas, including the rear site link, pocket park, and Level 2 communal open space, fostering community interaction and enhancing the overall urban experience.

6.2 Design Review Panel

The proposed Design Review Panel (**DRP**) process will involve a review of the HDA SSDA scheme by an appointed design review panel. The **DRP** will comprise the following members:

DRP Representative	Nominating Body	Confirmed Participation
Matthew Bennett (Chair)	GANSW representative	Yes
Robert Nation	Proponent representative	Yes
Digby Hall	Willoughby City Council representative	Yes

The **DRP** composition is consistent with the original competition Jury and the infill affordable housing SSDA.

The proponent commits to undertaking design reviews and addressing the recommendations and design advice provided. Any departures from **DRP** recommendations will be justified by the project team in the SSDA.

6.3 Design Review Sessions

To ensure design continuity and excellence of the design is maintained throughout the development process, the Panel will be required to review the project at the following times:

- Prior to lodgement of the SSDA;
- Post lodgement during the SSDA assessment phase if design amendments are required in response to submissions;
- As needed by any conditions of consent; and
- Prior to lodgement of any section 4.55 modification application that significantly modifies the design.

This will ensure the design excellence is retained or improved upon through the development process.

The schedule of the DRP sessions prior to lodgement is outlined below. It is anticipated that a minimum of two (2) DRP sessions will be undertaken prior to the lodgement of the SSDA.

Table 6 DRP Schedule

DRP Session	Agenda
Prior to commencement	▪ GANSW to endorse the Strategy. ▪ DRP to be briefed on the proposed HDA SSDA design and key design pillars, principles, and approach to the redevelopment of the site .
DRP Session 1	▪ PBD Architects to present the SSDA project to the DRP. ▪ DRP to provide initial feedback on the HDA SSDA project and outline recommendations and directions for detailed design refinement.
Working period	▪ Compiled feedback from the DRP to be shared amongst the design team. ▪ Design team to incorporate DRP feedback into SSDA documentation.
DRP Session 2	▪ PBD Architects to present amended SSDA scheme to the DRP. ▪ DRP to provide feedback on the amended SSDA project and provide endorsement for the proponent to lodge the SSDA.

6.4 Operational Aspects

In accordance with the 'Design Review Panel for a State Significant Development Design Competition Exemption Terms of Reference', the following operational parameters will apply to the proposed DRP:

- The Panel is reconvened by the Applicant with assistance from the design excellence manager (Urbis).
- Prior to the first meeting, the Panel is to review and sign a 'terms of reference'.
- Presentation material should provide a clear 'compare and contrast' between the previous infill affordable SSDA scheme and the HDA SSDA scheme. Additional height and floorspace and changes to building setbacks etc should be clearly annotated on all drawings.
- Each DRP meeting will be documented in a DRP report.
- The DRP report will make specific reference to advice and recommendations from earlier DRP sessions.
- The DRP report will specify if further DRP sessions are recommended.
- The DRP report will be prepared by the competition manager and reviewed and endorsed by the Panel.
- Each DRP report will be submitted to the consent authority as part of the SSDA.
- Invited observers to all DRP sessions must include DPHI (Assessments Staff), Council, and GANSW.
- Post-lodgement DRP presentations to be held as needed and likely at the following stages:
 - Response to Submissions stage should the design need to be amended (at the request of DPHI).
 - As needed by conditions of consent.
 - Prior to lodgement of any Section 4.55 modification that significantly modifies the design.

6.5 Engagement of Competition Winning Design Team

To ensure continuity and excellence, PBD Architects and the nominated team will be the lead design consultant and will:

- Prepare the architectural documentation for the SSDA;
- Prepare the design drawings for a Construction Certificate;
- Prepare the design drawings for the tender documentation;
- Maintain continuity during the construction phases through to the completion of the project;
- Provide any documentation required by the Consent Authority for verifying the design intent has been achieved at completion; and
- Attend all meetings that pertain to design issues with the community, authorities, and other stakeholders, as required.

6.6 Connecting with Country

The design team will have regard to the Connecting with Country Framework, prepared by the Government Architect NSW through the formulation of the architectural design and landscaping response to the site.

The applicant has appointed an Indigenous cultural heritage advisor to the project (Yerrabingin).

The designers will:

- Consider opportunities for on-site interpretation of storytelling and continuity of the site history; and
- Demonstrate in the final submission how Connecting with Country considerations have informed the design process and the proposed development.

7 Response to Design Excellence Strategy Criteria

This section addresses the criteria outlined in the Alternative Design Excellence Strategy Guidelines.

Table 7 Response to Alternative Design Excellence Strategy Guidelines

Criteria	Response
1. Outline how the development will address the design excellence considerations of relevant Environmental Planning Instruments. The Strategy should include the following: • Details of design excellence clause in the relevant Environmental Planning Instrument. • A list of the design excellence matters for consideration in the consent authority's assessment of design excellence, along with the intended approach to address each matter. • Details of how each matter for consideration are intended to be addressed through the alternative design excellence process.	As detailed in Section 5.3, this Strategy: ▪ Provides details of the design excellence provisions in the Willoughby LEP 2012 (the relevant Environmental Planning Instrument); ▪ Identifies relevant matters for consideration in the consent authority's assessment of design excellence; and ▪ Details how each matter for consideration is addressed through the alternative design excellence process.
2. Provide evidence that the proposed design team has experience and recognition in delivering quality multi-residential housing The Strategy should include the following: • Documentation certifying that the proposed design team has experience, and peer and industry recognition, in the design and delivery of multi-residential housing. This could include attachments or links to project fact sheets, architectural media, industry awards and/or commendations. • Ensure each document clearly shows the involvement of the relevant discipline.	The PBD Architects capability statement is provided at Appendix A.
3. Provide details of the full design team and note how specific areas of design expertise will be applied across the project The Strategy should include the following: • Outline the names and intended project scope of the proposed design team, (e.g. this could include architecture, urban design, landscape architecture, public domain, connecting with Country) • For large proposals with multiple buildings, or projects undertaking a concurrent rezoning, this should include urban designers and public domain experts. • It is recommended that annotated plans and/or massing views are submitted to clearly outline the specific role and scope of the proposed design team. • Outline the applicant's approach to Connecting with Country in response to the GANSW Connecting with Country Framework.	Refer to Section 6.1. The design team comprises PBD Architects (lead architect) and LandFX (landscape architect). The original architectural design competition Jury determined that the PBD Architects scheme was capable of achieving design excellence and was selected as the winner of the competition. Evolving the competition winning scheme, PBD Architects will present a unique architectural design with the built form tied to the landscape elements developed by LandFX to ensure an integrated high quality development outcome across the site.
4. Provide confirmation that each nominated architect is a person, corporation or firm registered as an architect in accordance with the Architects Act 2003 (NSW) or, in the case of interstate architects, eligible for registration with their equivalent association	Refer to Section 5.1.

The Strategy should include the following:

- The name and professional registration details of each nominated architect(s), landscape architect(s) and urban designer(s) for the project.
- For large proposals that contain multiple buildings, confirm the appointment of any executive architectural roles and the project scope of collaborating architects.

5. Demonstrate how the proposed design team will deliver diversity and variety of design to suit the character of the location

The Strategy should include the following:

- Provide documentation to confirm that no more than 2 buildings are to be designed by each nominated architectural firm. Noting that if 2 or more buildings share a common basement, or are above a shared podium, each building will be considered as a separate building.
- It is recommended to submit annotated plans and/or massing views to clearly outline the total number of buildings across the site, and the appointment of nominated architects to meet the criteria.

The proposed design will deliver a landmark mixed use building at an accessible, strategically located site to address the increasing demand for housing, including affordable housing, in NSW. It will achieve a high standard of architectural, urban, and landscape design, making a significant and high-quality contribution to the emerging built form of the Chatswood CBD.

The project will deliver high-amenity residential accommodation, including 60 affordable housing units, and support modern apartment living in the Chatswood CBD. The affordable housing units will be managed by registered Community Housing Provider (CHP) for a period of 15 years).

The project includes a diversity of typologies that responds to consumer demand for household types, tenures, price points, and demographics.

[No more than two buildings are to be designed by the nominated architectural firm (PBD Architects)].

Figure 4 provides a plan identifying the total number of buildings across the site.

6. Confirm that the full design team are appointed for all stages of the project, through to completion

The Strategy should include the following:

- Include a statement confirming that the applicant commits to appointing the full design team for the duration of the project, through to completion.
- The scope of design services provided by the design team should be agreed and include as a minimum:
 - preparation of drawings for a development application
 - preparation of drawings for a construction certificate
 - preparation of drawings/material for contract documentation
 - continuity of design leadership through construction to occupation certificate.

To ensure continuity and excellence, PBD Architects will be the lead architectural design consultant throughout the development process which will include the following stages:

- Preparation of an SSDA.
- Preparation of the design drawings for a Construction Certificate.
- Preparation of the design drawings for the tender documentation.
- Maintaining continuity during the construction phases through to the completion of the project.
- Providing any documentation required by the consent authority for verifying the design intent has been achieved at completion.

7. Commit to undertaking design review

The Strategy should include the following:

- A statement confirming the applicant commits to undertaking design review and addressing the recommendations and design advice provided.
- Confirm the nominated design review process, either:
 - NSW State Design Review Panel (**SDRP**), in accordance with the NSW SDRP Guidelines for Project Teams, **OR**,
 - A Design Review Panel (**DRP**), administered by a consultant to the applicant that meets the Design Review Panel for a State Significant Development Design Competition Exemption Terms of Reference.
- For large projects with multiple buildings, or projects undertaking a concurrent rezoning, outline the number of design review meetings anticipated, and a high-level outline of the matters to be considered at each meeting.
- For projects pursuing a Design Review Panel, include details regarding panel composition and membership, including the name and qualifications of the applicant panel nominee.

Refer to **Section 5.2**.

The proposed DRP meets the Design Review Panel for a State Significant Development Design Competition Exemption Terms of Reference.

The DRP is consistent with the original competition Jury and infill affordable housing SSDA so has knowledge and experience of the site.

It is proposed that a minimum of two (2) DRP sessions will be undertaken prior to the lodgement of the SSDA.

8. Consult with the local council to undertaking design review

The Strategy should include the following:

- List the outcomes of consultation with the local council regarding the alternative design excellence process, in accordance with Undertaking Engagement Guidelines for State Significant Projects as identified in projects Secretary's Environmental Assessment Requirements.

The applicant has provided a copy of the draft Alternative Design Excellence Strategy to Willoughby City Council for review and feedback, prior to the final endorsement by the GANSW.

Figure 4 Site Plan



Source: PBD Architects

Disclaimer

This report is dated 14 October 2025 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Ltd **(Urbis)** opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of BB Wilson Property Pty Ltd **(Instructing Party)** for the purpose of Draft **(Purpose)** and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

Appendix Capability Statement



**Shaping cities
and communities
for a better future.**

urbis.com.au



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01. ABOUT

OUR PRACTICE

PBD Architects is a design-focused architecture and interiors firm based in Sydney. Established by Paul Buljevic in 2011, the company has rapidly grown to be recognised as a marketplace leader in the creation of practical and beautiful residential, commercial and hospitality buildings for clients across a wide range of sectors.

We're fortunate that our thoughtful, conscientious, and collaborative approach to projects has resonated with innovative development companies.

We work with clients to explore their vision and the project's purpose, so we can fully understand and respect the relationships people will build with the spaces we create. This results in tailored, beautiful buildings that embrace form and function – all while meeting the requirements of the brief.

Our ethos is one of love and respect for design. We take responsibility for the impact our buildings have on the environment, and we embed sustainability into every project – from concept to creation. We're passionate about what we do, striving to create buildings that exemplify design excellence, while balancing the practicalities of how people live, work and play each day.

Our work ethos has led to strong client relationships and we enjoy the benefit of repeated work with all of our partners, allowing us to explore and expand the boundaries of design in an ongoing journey.

PBD Architects acknowledges the First Nations of the Countries on which we work. Paying respect to Elders both past, present and emerging



02. THE TEAM

Today, PBD is led by Principals Paul Buljevic and Tomy Chan supported by our Associate Director Bill Clements, Project Director Leo Chandiok, Design Director Harlan Redgen, Senior Associates Karen Siu, Felicia Huang, Kimberly Antonio and Associates Hector Valderrama, Susan Farrell and Milan Bogovac.

Our diverse team of architects and interior designers approach every project with care, dedication and understanding. Drawing on our combined expertise we collaborate to understand and interpret our clients' vision, then bring it to life.

Our office works as a series of teams that work with and learn from Associates. Project leadership is held by experienced architects and our overall team of architects and interiors designs has grown to 45 people.

While we differ widely in experiences, perspectives and backgrounds, we're united in our respect for buildings, communities and places. Together, we aim to enhance the overall quality of architecture and design across all levels of accommodation. To create places for people and communities to truly live. It's all made possible by our people who explore, push boundaries and overcome internal and external limitations to conceptualise, design and create.



Paul Buljevic

MANAGING DIRECTOR

RAIA NO. 27731 | REGISTRATION NO. 7768
BSCI (ARCH) | BAArch (USYD)

Paul Buljevic is a Registered Architect in New South Wales and a member of the Australian Institute of Architects. He has extensive experience in the design of residential housing and mixed-use developments of varying scale.

Paul's knowledge of the processes involved in bringing a project to fruition stem from a history of working closely with Property Developers from early stages of site acquisition through to building procurement and Project Marketing.

With strong skills in the delivery of a building from conceptual/ schematic design to Architectural detailing, all project are undertaken with thoughtful and overarching design intent ensuring the end product responds to market and brief.



Tomy Chan

GENERAL MANAGER

BArch HONS (UNSW) | MSCI REALEST. FN (HKU)

Tomy has a long history in development and project management, and a background in architecture. It's this experience that developed his knowledge of design and planning processes as well as a passion for numbers.

Each day, he brings these skills and his experience to his role as our General Manager, using them to prepare detailed feasibility studies on raw sites. He also works with the rest of the team to create master planning and concept development strategies.



Bill Clements

ASSOCIATE DIRECTOR

Bill's experience over nearly three decades covers all aspects of architectural design and management. His experience includes single homes, medium and high density residential, retail and industrial, affordable housing, retirement and aged care, cultural education and public buildings, and urban renewal.

Many projects included the investigation, analysis and resolution of complex site constraints ranging from augmentation of and relocation of existing services, new infrastructure, heritage and landscape conservation as well as the need to undertake the development in and around occupied buildings. Strong communication skills and relationships building in leading multi-disciplinary project teams, effective coordination and integration of consultant work, liaison and negotiation with Councils and other planning and authority groups.



Leo Chandiok

PROJECT DIRECTOR

NSW ArB #7056 | B.Arch

With over 20 years' experience as a registered architect across Australia, Leo thrives when working with clients to help formulate their project goals and future aspirations. Leo operates with integrity and professionalism and seeks to provide a balanced approach to any challenge that may present itself. Recent design experience covers a wide range of sectors including multi-residential, commercial, community and infrastructure.

A natural leader and creative thinker, Leo excels in guiding teams and managing projects while fostering a supportive and inspiring environment. His enthusiasm for continuous learning and exploring the future of architecture drives his ongoing interest in innovative design and urban development.



Harlan Redgen

DESIGN DIRECTOR

B.Arch (USYD) | B.E NVIRONMENTAL DESIGN (Uc)

Harlan has over 20 years experience across a wide variety of project typologies and scales across retail, hospitality, multifamily, and private residential sectors. He has led the design of several notable projects in Australia and internationally.

Harlan's approach is grounded in a commitment to contemporary architecture that is narrative-driven and contextually responsive, with a focus on integrating architecture, interiors, and landscape into a cohesive whole. He is passionate about working across all scales—from high-rise towers and adaptive reuse to interiors and urban placemaking.



Karen Siu
SENIOR ASSOCIATE
B.Arch (UNSW)

With a Bachelor of Architecture from UNSW, Karen has 15 years’ experience in the industry. She is responsible, a good listener and always willing to go the extra mile to get a successful outcome.

Approachable, attentive and always willing to help out, Karen enjoys working with a wide range of different people and on a diverse range of different projects.



Felicia Huang
SENIOR ASSOCIATE
B.Arch, M.Arch (UNSW)

With 14 years in the industry, and a Bachelor in Architectural Studies and a Masters in Architecture from UNSW, Felicia is highly skilled at bringing planning, design and construction together into a project.

As an Associate, she combines these skills with her warmth and genuine personality to help her clients and colleagues.



Kimberly Antonio
SENIOR ASSOCIATE
B. DESIGN & SPATIAL DESIGN (UTS)

As an Associate at PBD Architects Kimberly uses her knowledge to apply a holistic approach to design, with careful attention to detail and excellent design documentation and development skills.

Since joining PBD Architects, Kimberly has impressed the team with her reliability, integrity and strong drive to solve challenges, along with a strong commitment to design excellence.



Milan Bogovac
DESIGN ASSOCIATE
NSW ArB #11808 | M.Arch (UTS)

With over 15 years of professional experience spanning multiple sectors, Milan has successfully delivered projects both nationally and internationally, bringing a thoughtful, innovative, and multidisciplinary approach to architectural design.

His project portfolio encompasses government infrastructure, hospitality, commercial, and residential developments, ranging from boutique-scale interventions to large, complex, multi-stakeholder projects.

As a Registered Architect, Milan combines technical precision with creative insight—balancing design excellence, project feasibility, and strategic stakeholder engagement. His approach is informed by a strong interest in sustainable, scientific, and technological narratives in architecture, exploring how innovation can drive meaningful environmental and social outcomes.



Hector Valderamma
ASSOCIATE
BArch (C.U.C)

Hector brings strong leadership, resourcefulness, and innovation through significantly contributing to our team’s success and upholding our core values. With extensive experience in residential and mixed-use developments throughout his involvement from the conception stage to lodgement.

Always looking forward to new challenges, Hector is dedicated, resourceful and innovative. With his strong attention to detail and diverse skillset, Hector ensures all projects are delivered to the highest standards.



Susan Farrell
ASSOCIATE
NSW ArB #10979 | M.Arch |B.Des. Arch (USYD)

Susan is a registered architect with over ten years’ experience who brings her passion for spaces that serve their communities to all projects she works on. She has led projects in multi-residential, seniors living, aged care and community sectors from sketch design to completion with a focus on comprehensive construction documentation ensuring design integrity is achieved on site.

Susan enjoys complex projects and problem solving to find creative outcomes for clients and their end-users. She is committed to a collaborative approach to design to ensure strong and effective partnerships between design team, clients, contractors, and stakeholders.



03. EXPERTISE

ARCHITECTURE

Our clients often come to PBD before they purchase a site as they value our advice and expertise in seeing the potential of projects.

Our approach is thoughtful, conscientious, and collaborative. We work with clients to explore their vision and the project’s purpose, so we can fully understand and respect the relationships people will build with the spaces we create. This results in tailored, beautiful buildings that embrace form and function – all while meeting the requirements of the brief.

Our ethos is one of love and respect. We take responsibility for the impact our buildings have on the environment, and we embed sustainability into every project – from concept to creation.

We’re passionate about what we do, striving to create buildings that exemplify design excellence, while balancing the practicalities of how people live, work and play each day.

To deliver projects we’re proud of we know the work is broader than just us. Collaboration forms the basis of our engagement with the client group and wider team of consultants. All members bring expertise and through using a collaborative team structure we strive for excellence and innovation that supports beautiful design outcomes that resonate with place, community and people.





INTERIOR DESIGN

Key to a project's success is the involvement of an Interior Designer through all phases of design. PBD's sweet spot is the provision of integrated architecture and interior design with our teams working on projects from concept inception to understand the specific design language and client needs for each project.

With so many multi residential projects underway at PBD our teams have extensive understanding of the needs and desires of the market, with direct relationships to sales agent feedback and client targeted marketing.

Our interior design staff couple their passion for creating supportive, sophisticated interiors with the skills to manage the marketing and sales process to enable the best possible delivery of a project to market.

Our delivery teams combine relevant staff, with architects and interiors personnel working as integrated teams during documentation, construction and finalisation. We know it's a hands on process to ensure the design is protected and delivered to its best level.



OUR CLIENTS



04. PROJECTS

MIXED-USE



PROJECT
AVRA,
Curlewis St, Bondi

CLIENT
Clutch Capital

STATUS
In Construction

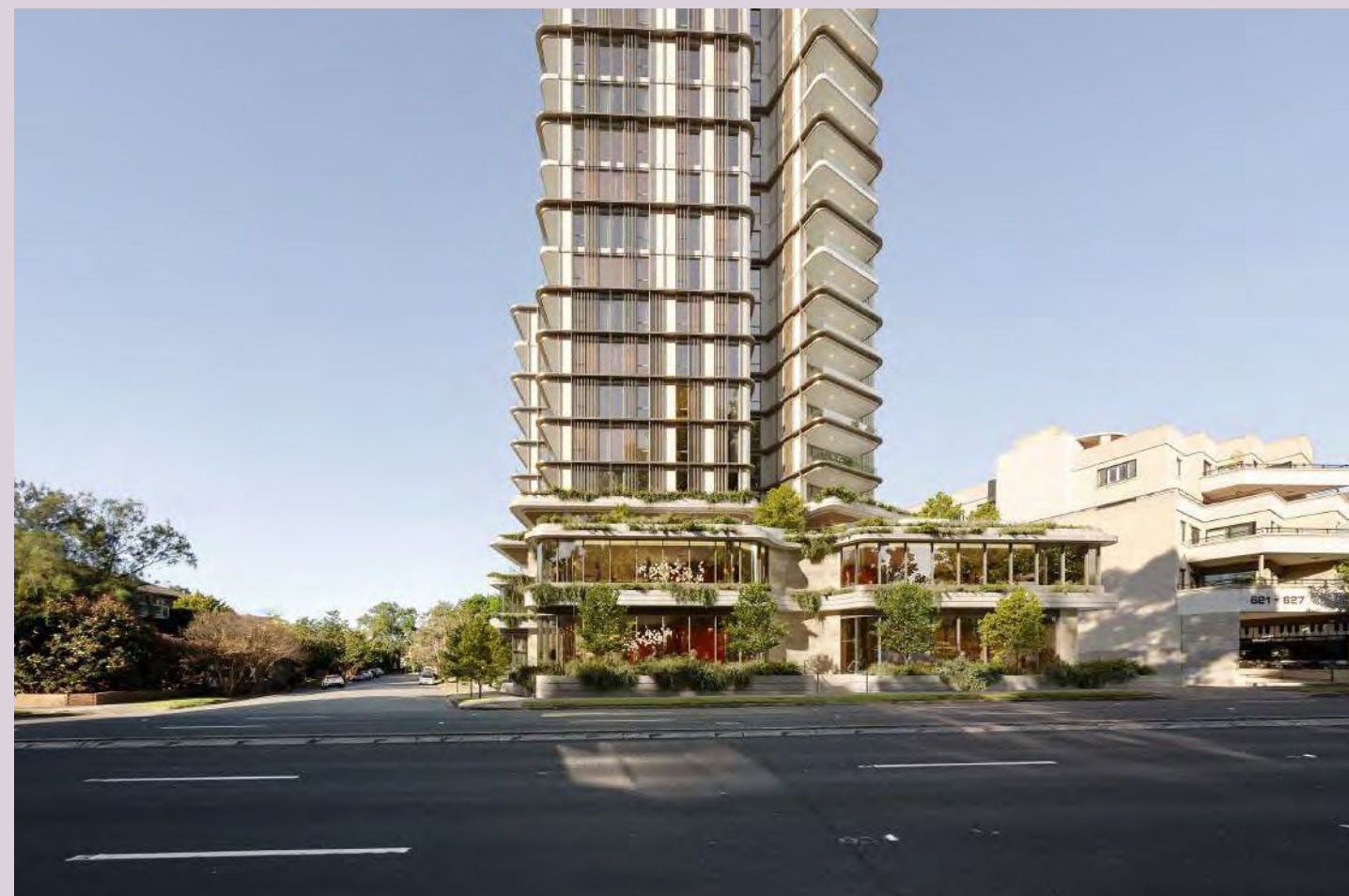




PROJECT
Pacific Highway, Chatswood

CLIENT
Polytec Group

STATUS
Design Competition Win /
Development Application







PROJECT
Sanctuary Phase 5,
Wentworth Point

CLIENT
Sekisui

STATUS
Design Competition/
Development Application





PROJECT

Woolworths, Rose Bay

CLIENT

Woolworths

STATUS

Development Application



PROJECT
Emerald City, Green Square

CLIENT
Gazcorp

STATUS
Competition







PROJECT
Lexington Drive, Belle Vista

CLIENT
Momento Hospitality

STATUS
Development Application







PROJECT
Archer St, Chatswood

CLIENT
Confidential

STATUS
Design Competition Winner



PROJECT
Archer St, Chatswood

CLIENT
Confidential

STATUS
Design Competition





PROJECT
Bankstown Compass Centre

CLIENT
Fioson Management

STATUS
Competition Win





PROJECT

Vue, Cronulla

CLIENT

Sammut Group

STATUS

Marketing 2023 /
In Construction





LOCATION

Spit Road, Mosman

CLIENT

Abadeen Property

STATUS

Tender Documentation







LOCATION
Archer St, Chatswood

CLIENT
Coronation Property

STATUS
Design competition





PROJECT

Central Plaza Norwest

CLIENT

Merc Capital

STATUS

Competition Win/
Planning Proposal





MULTI-RESIDENTIAL



PROJECT

Iluka

CLIENT

IPM

STATUS

In Construction







PROJECT
Coast, Surfers Paradise

TYPOLOGY
Multi-Residential

CLIENT
Sammut Group

STATUS
In Construction







PROJECT
Ramsgate Ave, Bondi Beach

CLIENT
HSN Property

STATUS
Development Application



PROJECT
Wellington Street, Bondi

CLIENT
Stargate Property

STATUS
In Construction







PROJECT
Ormond Gardens, Coogee

CLIENT
Confidential

STATUS
Development Application



PROJECT
Morton Street, Wollstonecraft

CLIENT
Megland Group

STATUS
Development Application





PROJECT

Edgecliff Rd, Woollahra

CLIENT

HSN Property

STATUS

Development Application

PROJECT

Merrinda, Kurraba Point

CLIENT

Avance Property

STATUS

Completed



PROJECT
The Villas, Neutral Bay

CLIENT
Abadeen Group

STATUS
Tender Documentation







PROJECT
Murdoch Street, Cremorne

CLIENT
DA Property

STATUS
Development Application





PROJECT
Mira, Bellvue Hill

CLIENT
Clutch

STATUS
Completed







PROJECT
Munro House, Elizabeth Bay

CLIENT
Top Spring

STATUS
In Construction 2023



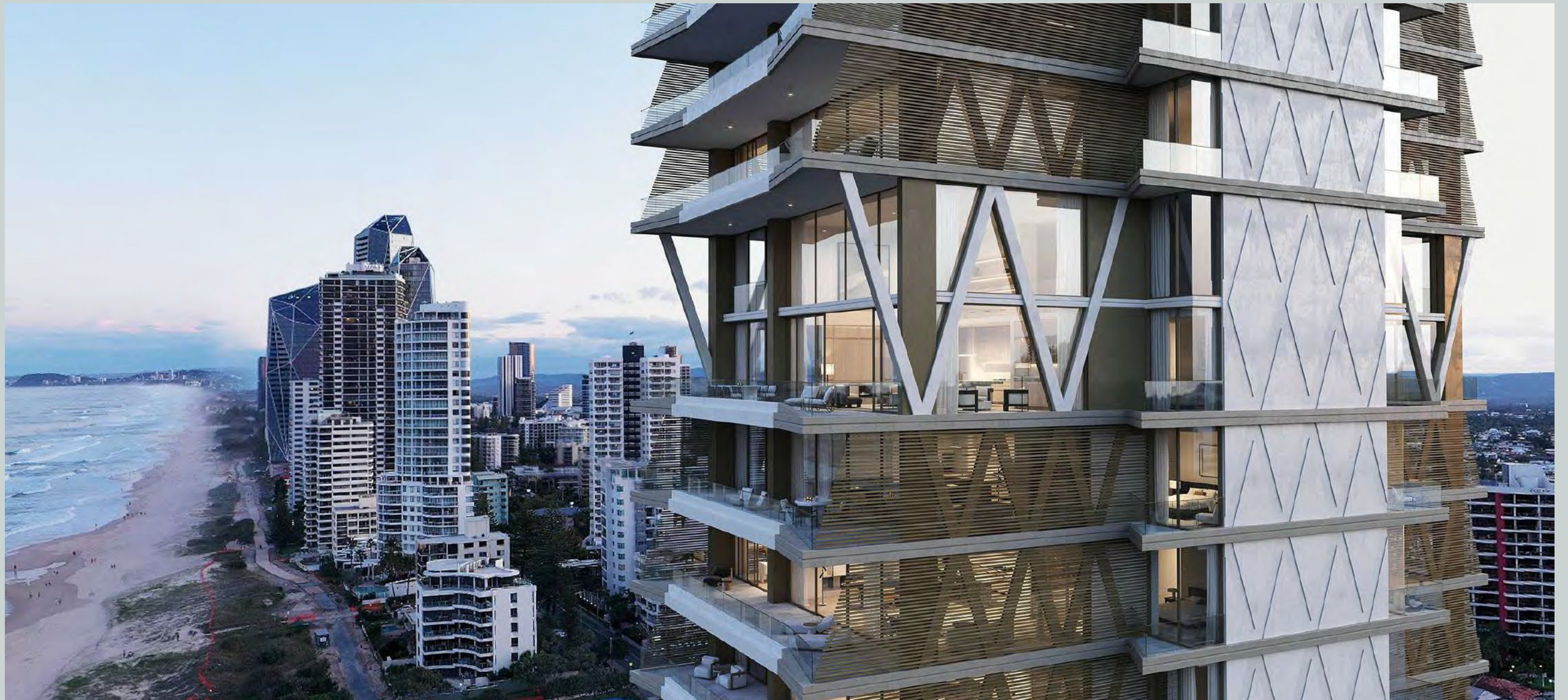




PROJECT
Escape, Garfield Terrace

CLIENT
Luxcon

STATUS
Development Application





PROJECT
Hall Street, Bondi

CLIENT
HSN Property

STATUS
Development Application





PROJECT

Farr Street, Marrickville

CLIENT

Rebel Property Group /
Baxton Capital

STATUS

Development Application



PROJECT
Edgecliff

CLIENT
Clutch

STATUS
In Construction



HOTEL



PROJECT
George Street, Haymarket

CLIENT
Private Clients

STATUS
Construction Documentation







PROJECT
Baxter Road, Mascot

CLIENT
Private Clients

STATUS
Development Application





05. AWARDS

2025 UDIA AWARDS FOR EXCELLENCE

Mosman Bay Collection
Shortlisted - Finalist - Boutique Development

Oceans, Newport
Shortlisted - Finalist - Boutique Development

Munro House, Elizabeth Bay
Shortlisted - Finalist - Excellence in Design

Dwell, Bondi
Shortlisted - Finalist - Excellence in Design

Mira, Bellevue Hill
Shortlisted - Finalist - Excellence in Design

Avra, Bondi Beach
Shortlisted - Finalist - Marketing

2025 THE URBAN DEVELOPER AWARDS

Dwell, Bondi
Shortlisted - Finalist - Development of the Year

Palm, Cronulla
Shortlisted - Finalist - Development of the Year

Avra, Bondi Beach
Shortlisted - Finalist - Marketing

2025 MOSMAN DESIGN AWARDS

Mosman Bay Collection
Shortlisted - Finalist

2024 UDIA AWARDS FOR EXCELLENCE

Iluka, Mona Vale
Shortlisted - Finalist - Excellence in Design

2023 UDIA AWARDS FOR EXCELLENCE

Contour, Cronulla
Shortlisted - Finalist - Excellence in Design

2022 UDIA AWARDS FOR EXCELLENCE

The Harriette, Neutral Bay
Shortlisted - Small-Scale Infill Development

2022 THE URBAN DEVELOPER AWARDS

The Aristocrat, Rose Bay
Winner - Development of the Year: Mixed-Use

2020 THE URBAN DEVELOPER AWARDS

The Malton, Beecroft
Shortlisted - Retirement, Aged-Care and Seniors Living

Mera, Cammeray
Shortlisted - Small-Scale Residential (4-20)

2020 UDIA NSW AWARDS FOR EXCELLENCE

The Malton, Beecroft
Shortlisted - Small-Scale Infill Devepment

Mera, Cammeray
Shortlisted - Small-Scale Infill Development

Cremorne Point Estate
Shortlisted - Urbam Renewal/Adaptive Reuse

2019 UDIA NSW AWARDS FOR EXCELLENCE

Coterie, Crows Nest
Shortlisted - Medium Density Development

2018 UDIA NSW AWARDS FOR EXCELLENCE

Elora, Gordon
Shortlisted - Medium Density Development

Battique, Lane Cove
Shortlisted - Medium Density Development

2017 GREATER SYDNEY PLANNING AWARDS

Telopea Master Planning
Project Team of the Year

2017 UDIA NSW AWARDS FOR EXCELLENCE

Chapman Green, Beecroft
Shortlisted - Medium Density Development

Aston, Lane Cove
Shortlisted - Multi-Residential Exterior

2017 DULUX COLOUR AWARDS

Aston, Lane Cove
Shortlisted - Multi-Residential Exterior

2016 UDIA NSW AWARDS FOR EXCELLENCE

Element, Crows Nest
Shortlisted - Medium Density Development

2016 WAN AWARDS

George St Hotel
Longlisted - Future Project 2016

2015 RAI A NSW ARCHITECTURE AWARDS

Cargo Lane, Alexandria
Shortlisted - Residential Architecture / Multiple Housing

06. PUBLICATIONS

The Urban Developer - 1st May 2024
'Clutch Strikes Gold with Luxury Edgecliff Project'

urban.com.au - 24th October 2022
'Luxcon launch new coastal collection apartments in surfers paradise and Byron Bay'

The Daily Telegraph - 11th October 2022
'Bold \$2 billion development receives key tick of approval'

The Urban Developer - 11th October 2022
'Rich-listers behind boutique Bondi shoptop play'

Business News Australia - 10th October 2022
'Sekisui house gets go-ahead for next stage of \$2 billion sanctuary project in city of parramatta'

St George/Sutherland Leader - 5th October 2022
'Sammut group says other cronulla businesses will be boosted by Northern Gateway development'

The Financial Review - 29th September 2022
'\$350m cronulla project gets tick of approval'

The Urban Developer - 29th September 2022
'Sammut secures approval for cronulla mixed-use project'

The Daily Telegraph - 11th July 2022
'Rose Bay: Woolworths' grand residential plans'

The Urban Developer - 30th May 2022
'Abadeen Group set for second Neutral Bay apartment development'

The Urban Developer - 11th April 2022
'Kensington Project – PBD Architects design new \$16million Kensington project'

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