


DOCUMENT CONTROL			
Revision	Date issued	Author	Notes
Rev01	12 June 2019	City of Sydney (SC)	Comments and markups to Strategy submitted with SSD 9694

301 and 305 Kent Street and 35–39 Erskine Street, Sydney

Design Excellence Strategy

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Project and report	Design Excellence Strategy
Date	18 January 2019
Client	Romanous Developments Pty Ltd
Document no.	\\architectus.local\DFS\Projects\180310.00\Docs\C_Client\Design Excellence Strategy
Version and date issued	Issue A (Draft) - 17/01/2019
	Issue B (Final) - 18/01/2019
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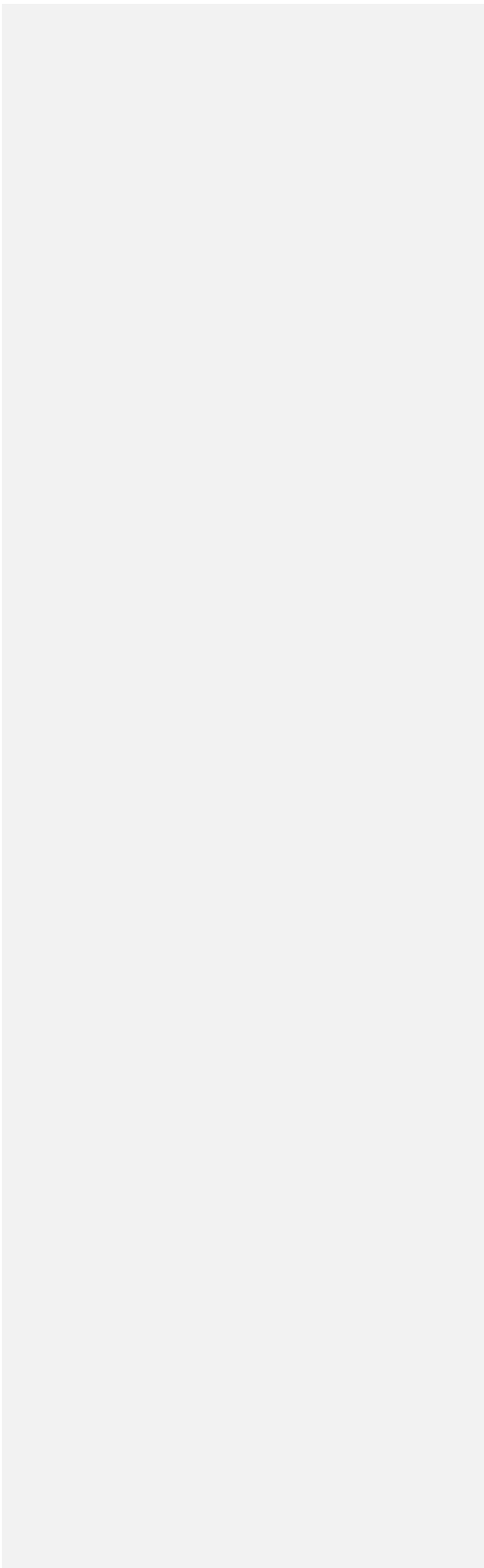
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1 Overview

Overview

1.1 Design Excellence Strategy

This Design Excellence Strategy (Strategy) has been prepared by Architectus on behalf of Romanous Developments Pty Ltd (the proponent) to support a Concept Design for a proposed State Significant Development Application (SSDA) at 301 and 305 Kent Street and 35–39 Erskine Street, Sydney (the site). This Strategy is submitted to the NSW Government Architects Office (GANSW) in relation to the proposed architectural design competition for the site.

The Concept SSDA for a 29-storey building envelope for use as a hotel comprising indicatively:

- Hotel entrance lobby from Kent Street at Upper Ground Level;
- Hotel facilities and outdoor terraces at Level 2;
- Twenty four (24) storeys of hotel (comprising indicatively 360 rooms);
- Rooftop bar and outdoor landscaped terrace;
- One level of plant services, hotel back of house and loading dock at Lower Ground Level; and
- Five (5) basement levels of car parking accessed from Erskine Street.

Following the issue of a Concept SSDA consent, [this Strategy and written endorsement of the competitive design process brief](#), an architectural design competition will be undertaken by the proponent. [Following the competition](#), ~~Following the competition~~ a detailed Stage 2 SSDA will be submitted seeking consent for construction of the proposed hotel development and associated works.

This Design Excellence Strategy has been drafted in accordance with the *Draft Government Architect's Design Excellence Competition Guidelines 2018*, Clause 1.2 of the City of Sydney's *Competitive Design Policy 2013*, and Clause 3.3.2 of the *Sydney Development Control Plan (DCP) 2012*; and in consultation with the GANSW. In line with these documents and the feedback received from the GANSW, this Strategy is to facilitate a competitive design process prior to a future Stage 2 detailed SSDA.

This Strategy defines:

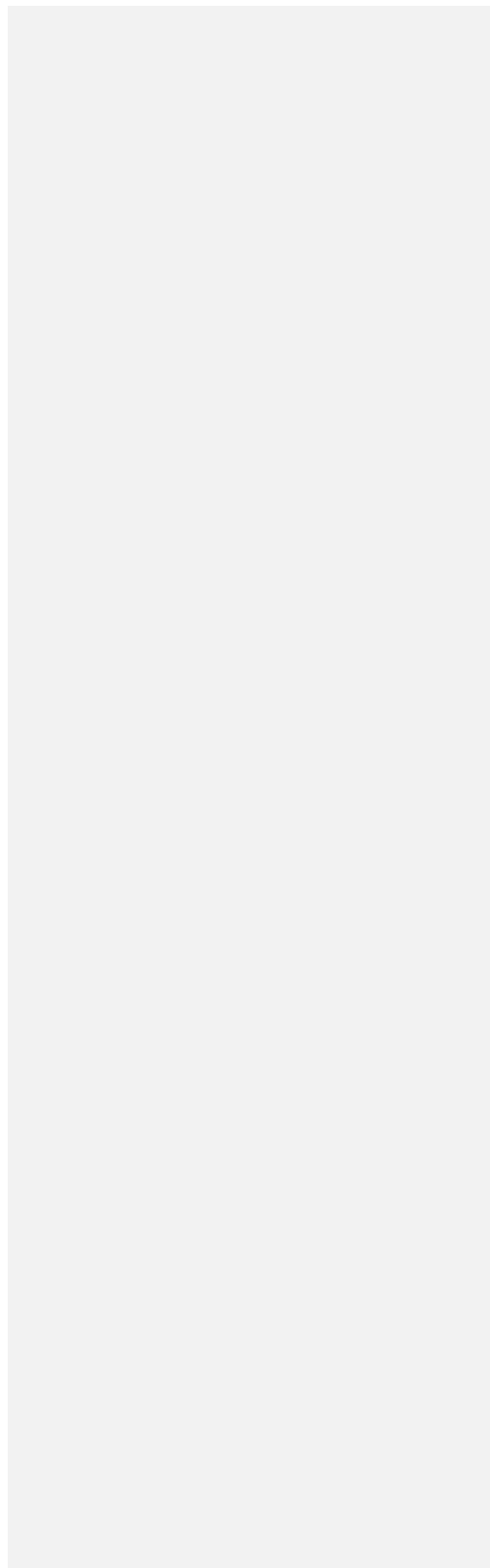
- The location and extent of each competitive design process;
- The type of competitive design process to be undertaken;
- The number of designers involved in the process;
- Whether the competitive design process is pursuing additional floor space or height;
- Options for distributing any additional floor space area or building height which may be granted by the consent authority for demonstrating design excellence through a competitive design process; and
- The target benchmarks for ecologically sustainable development.

Commented [SC1]: The Strategy has been drafted in accordance with the draft Government Architect's Design Excellence Competition Guidelines (GANSW Guidelines) and the City of Sydney Competitive Design Policy (Policy).

Part 2.4 of the GANSW Guidelines state that the Guidelines should be used where the local design excellence competition policy or guideline does not exist or apply.

In this case, the City's Policy applies and the Proponent is seeking additional height under 6.21 of the Sydney LEP for having undertaken a competitive process. In order to be eligible for up to 10% of additional height, the competitive process must be undertaken in accordance with the City's Policy.

Amendments required to ensure that the Strategy satisfies the requirements of the City's Policy are outlined above throughout the Strategy.



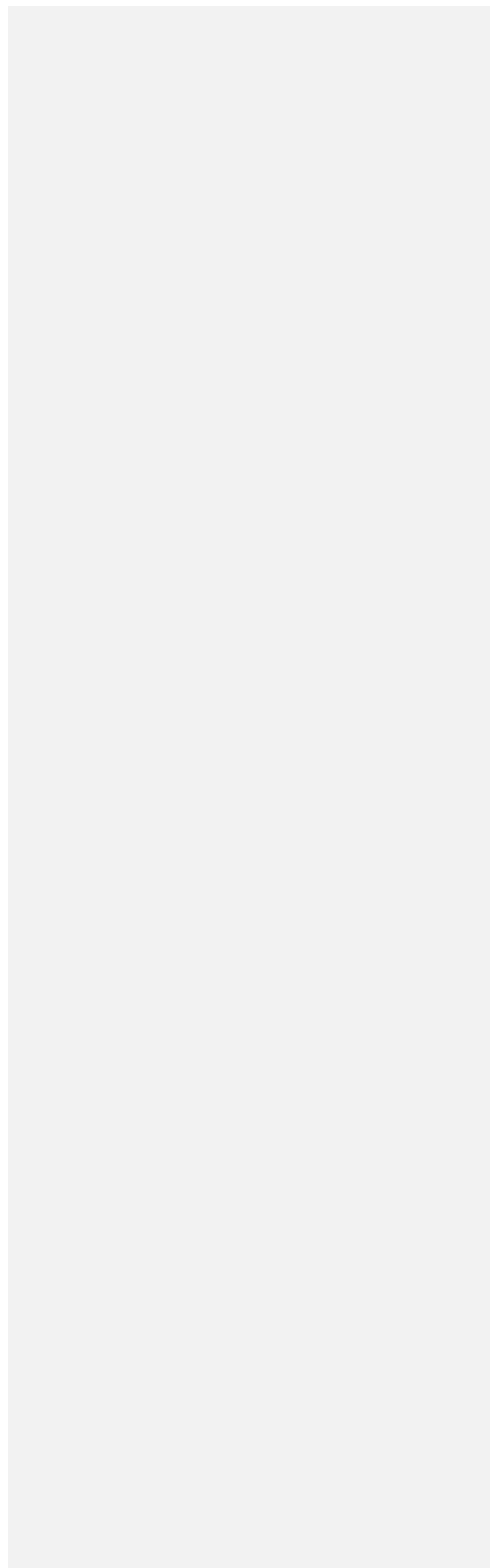
Overview

1.2 Objectives

The objectives of this Design Excellence Strategy are as follows:

- A. Establish a methodology for the proponent to implement competitive design processes for the redevelopment of the subject site, in accordance with the City of Sydney's *Competitive Design Policy*;
- B. Clarify the sequence of the competitive design process to inform subsequent Development Application(s);
- C. Confirm the selection of architectural practices to participate in the competitive design process;
- D. Establish a competitive design process brief that ensures the Consent Authority's design excellence requirements are balanced with the developer's objectives, and procedural fairness for competitors;
- E. Set out the requirements for the proposed Architectural Design Competition;
- F. Detail the approach for assessment, decision-making and dispute resolution within the competitive design process;
- G. Ensure that design excellence integrity is continued into the subsequent detailed Development Application(s) ~~and~~ construction phase ~~and to completion~~ of the project; and
- H. Clarify the rationale for granting ~~up to 10%~~ additional building height for the achievement of design excellence under the Sydney LEP 2012, having regard to the planning objectives, the Concept SSDA and relevant controls in the ~~Sydney LEP 2012 and~~ Sydney DCP 2012.

Note: Nothing in this Design Excellence Strategy represents an approval from the consent authority for a departure from the relevant State Environmental Planning Policies (SEPPs), Sydney Local Environmental Plan (SLEP) 2012, Sydney Development Control Plan (SDCP) 2012 controls or the Concept SSDA consent. Where there is any inconsistency the SEPPs, LEP, DCP and Concept SSDA consent prevail.





Overview

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2 The site

The site

2.1 The site

The subject site is located at 301 and 305 Kent Street, and 35–39 Erskine Street, Sydney. The site is legally described as Lots 1–3 DP443974, Lot 1 DP76374, Lot 1 DP 980369 and Lot 305 DP669166.

The site has a frontage of approximately 24.7m to Kent Street (east) and 13.3m to Erskine Street (north) and a total site area of 1,028m².

The site is currently used as visitor accommodation and retail premises.

The site is located within Central Sydney and is immediately surrounded by:

- Kent Street to the east, with a commercial office building and heritage listed warehouse beyond;
- Erskine Street to the north, with heritage listed terrace buildings beyond;
- A commercial office tower adjacent to the site to the south (307–329 Kent Street); and
- A commercial office building adjacent to the site to the west (25–33 Erskine Street, Street).

Refer to the Local Context Plan at Figure 1 below.

It is noted that the subject site is not identified as a heritage item or located adjacent to any heritage items, and is not located in a conservation area.

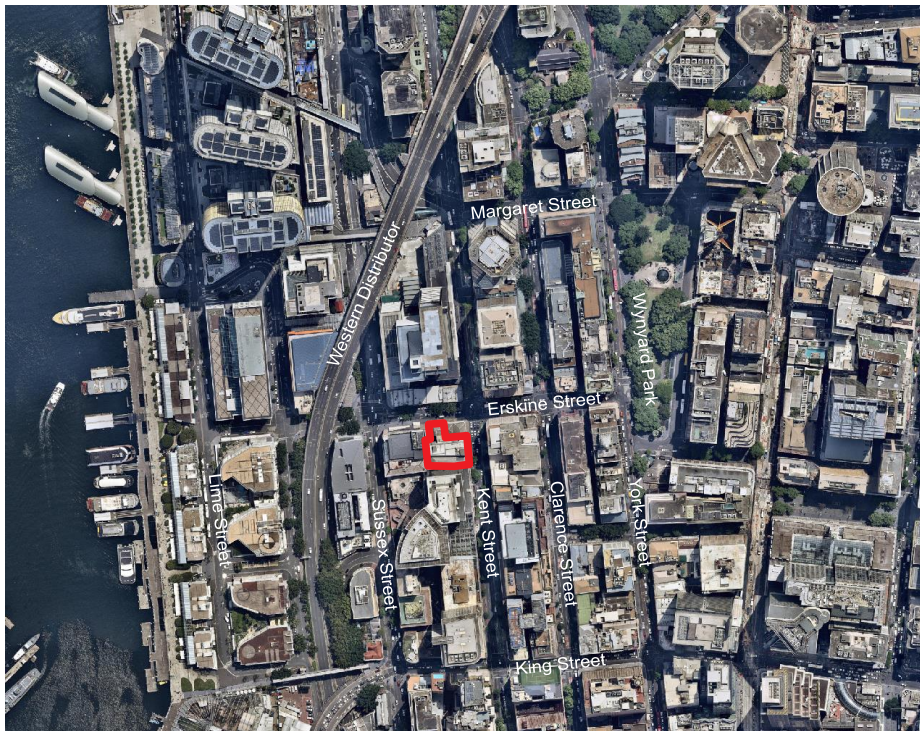


Figure 1: Local context plan
Site outlined in red
Source: NearMaps October 2018

The site

2.2 Location and extent of the competitive design process

The design competition will apply to the entire site (301 and 305 Kent Street, and 35–39 Erskine Street, Sydney), as defined in Figures 1 and 2 and as proposed in the Concept SSDA.

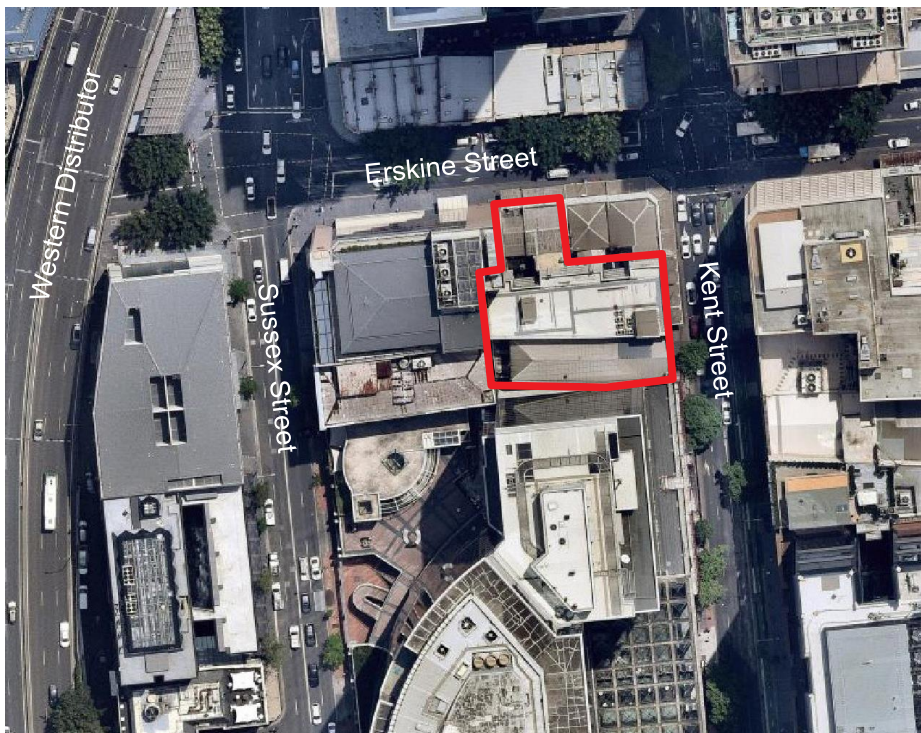


Figure 2: Site context plan
Site outlined in red
Source: NearMaps October 2018

The site



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3 Competitive design process

Competitive design process

3.1 Type of competitive design process

The proponent has elected to undertake an invited single-stage Architectural Design Excellence Competition (Competition) with a minimum of five (5) competitors. These may be a person, corporation or firm registered in accordance with the NSW Architects Act 2003. The selection of invitees to the competitive process will be undertaken in consultation with the GANSW.

Invited competitors will be a range of emerging, emerged and established local architects. Emerging practices may work in partnership with established firms. Firms will be invited to provide recommended collaborations if they wish. The selection of the invited architects will be determined by the proponent in consultation with the Department of Planning and Environment, and the GANSW. Variation will be a key factor in the selection of firms and the selection of firms will be undertaken so as to ensure the best possible design outcome for the site. All entrants will be paid an agreed fee.

It is anticipated that the design competition will commence following approval of the Concept SSDA and prior to the lodgement of a detailed Stage 2 SSDA for the construction of the building.

3.2 Jury establishment

The proposed composition of the Jury is in accordance with the GANSW Design Excellence Competition Guidelines (Section 3.4). The Jury is to comprise a total of five (5) members in the following composition:

- Two (2) representatives with architectural/design experience nominated by the proponent;
- ~~One~~ Two (2) members nominated by the City of Sydney (at least one of which will also be a member of the NSW State Design Review Panel); and

~~One~~ (1) member nominated by the GANSW.

If any of the above nominees has to withdraw

prior to the completion of the Competition or is

unavailable for the DIP referred to in Section

4.1, another nominee of equivalent credentials

will be appointed by whoever originally

nominated that juror.

Chosen Jury members are to:

- Represent the public interest;
- Not have a pecuniary interest in the

development proposal;

- Not be a staff member or councillor with an approval role in council's or the department's development assessment process;

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

Commented [SC2]: Terminology updated to align with City's Policy.

Commented [SC3]: It is noted that the jury composition has been adopted from the GANSW Guideline. While this is supported in principle, the guidelines should be adopted wholly rather than selectively. Amendments have been made to align with the jury requirements from the GANSW Guideline and to provide guidance in the event that a juror becomes unavailable.

The Chairperson of the Jury will be the GANSW nominee who will formally convene the Jury and ensure the competition is undertaken in accordance with the Competition Brief and the competition terms and conditions. The Jury's decision will be via a majority vote.

Clause 3.4 of the Policy will apply with regard to the decision making and resolution process and Clause 3.5 in relation to the preparation of an Architectural Design Competition Report.

It is noted that the proponent may choose to appoint a Probity Advisor to oversee the integrity of the process.

[The City of Sydney will nominate at least one independent person as observer of the Architectural Design Competition and Design Integrity Process. The observer must be invited to attend all meetings involved with the Competition and Design Integrity Process, and be provided a minimum 2 weeks' notice.](#)

3.3 Competition brief

The competitive design process brief (the Brief) will be prepared by the proponent who will liaise with the Department of Planning and Environment and GANSW for endorsement prior to commencement of the competitive design process, as per Clause 2.3(2) of the Policy.

In establishing the Brief, the proponent will ensure that:

- All details regarding the conduct of the competitive process are contained within the Brief;
- The Brief is to be in accordance with Council's Model Competitive Design Process Brief;
- The decision of the Jury will not fetter the discretion of the Consent Authority in its determination since the Consent Authority will not form part of the judging process; and
- The brief clearly sets out the fees and/or prizes offered to participants in the competition.

The Competition Brief will ensure that the consent authority's design excellence requirements are balanced with the proponent's objectives, that the process will promote design excellence and architectural diversity, and that procedural fairness for competitors is achieved.

The Brief will additionally provide details of any technical advisors who will be appointed to assist competitors through the competition process and details of any observers who will be present on the day of the Jury presentations. Technical advisors and observers will not participate in the presentation process. The assessing officer(s) from the Department of Planning and Environment will be invited to observe the Jury presentations.

Competitive design process

3.4 Design excellence bonus building height

Clause 6.21 (7) (a) of the SLEP 2012 permits buildings demonstrating design excellence to be granted an additional amount of building height of up to 10% of the maximum amount permitted for the land on the SLEP 2012 Height of Buildings Map as a result of undertaking a competitive design process in accordance with the City of Sydney's *Competitive Design Policy 2013*.

The additional building height to be pursued through the competitive design process will be accommodated above the approved Concept SSDA envelope.

Nothing in this document is to be taken as an approval or endorsement of the potential additional building height available under Clause 6.21 (7) (a) of the SLEP 2012.

3.5 Ecologically sustainable development

An Ecologically Sustainable Development (ESD) Report has been prepared by Building & Energy Consultants Australia dated December 2018 for the proposed redevelopment of the site. The overall objective of the ESD Report is to identify potential strategies in the project design that will reduce consumption of energy and other valuable natural resources throughout the construction and operation of the site to ensure the long term sustainable performance of the site and impacts on the community and environment.

ESD targets and sustainability initiatives will be carried through the competition phase, design development, construction, and through to completion of the project to deliver an exemplar of environmentally sustainable development.

3.6 Timeline

Competitors will be provided six weeks to prepare their submissions. Presentations and Jury consideration will occur after this time.

Commented [SC4]: The concept envelopes include the additional height (shown dotted) that may be awarded under 6.21 (7) of the Sydney LEP. In order for there to be no ambiguity about the extent of the approved envelope, any approval should include consent conditions that reference the approved height in RLs, being no greater than the maximum LEP height.

Commented [SC5]: The City's Policy and DCP requires that a Design Excellence Strategy include "target benchmarks for ESD". For a development of this scale and value, these targets should reflect best practice for the proposed land use.



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4 Design integrity

Design integrity

4.1 Design integrity

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

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

- Prepare architectural documentation for a detailed Stage 2 SSDA for the preferred design;
- Prepare architectural documentation for a construction certificate;
- Prepare architectural documentation for contract documentation;
- Provide a lead role in ensuring design integrity is maintained throughout the development process;
- Maintain design continuity toward and during the construction phases through to 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.

Following the conclusion of the Architectural Design Competition, the Jury will be reconvened to review the project to ensure the standards of Design Excellence are upheld through the design development phase to SSDA lodgement. The Jury is known as the Design Integrity Panel (DIP) during this phase. It is noted that for State Significant proposals, GANSW may recommend that the State Design Review Panel (SDRP) act as the DIP. To ensure design continuity, a minimum of one of the [City of Sydney's](#) originally nominated Jury members must attend SDRP meetings.

Appendix A Concept Design

Commented [SC6]: Plans are not required to be appended to the Strategy. Suggest that the appendix is deleted. The Strategy operates in association with the approved envelope plans and should be read in conjunction with any consent conditions. It is further noted that any indicative plans, general arrangement plans, detailed layout plans or reference designs and the like (as opposed to approved envelope plans) are not included in the Strategy or Brief at all. This is so as not to fetter competitors or limit the exploration of alternative and creative design solutions.

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