

# ETHOS URBAN

## Design Excellence Strategy

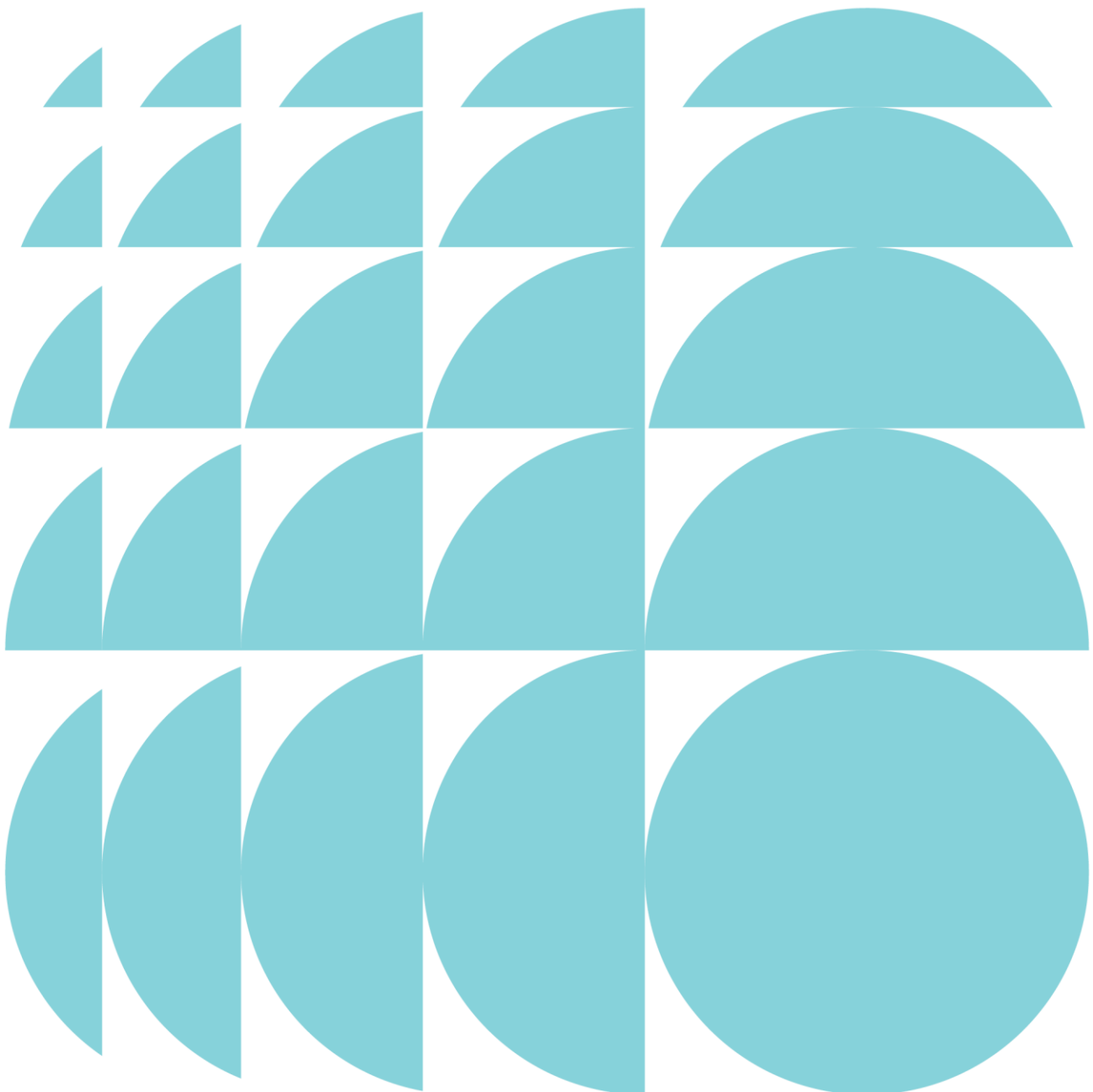
Stage 1 Development Application

Harbourside Redevelopment

Submitted to Department of Planning, Industry and  
Environment

On behalf of Mirvac Projects Pty Ltd

11 February 2020 | **14657**





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|------------|---|----------|
| <b>1.0</b> | <b>Introduction</b>                                   | <b>2</b> |
| 1.1        | Overview  | 2        |
| <b>2.0</b> | <b>Design Excellence Context</b>                      | <b>2</b> |
| 2.1        | Concept Development                                   | 2        |
| 2.2        | Stage 1 DA  | 3        |
| <b>3.0</b> | <b>Design Excellence Strategy</b>                     | <b>3</b> |
| 3.1        | Objectives of the Competitive Design Process          | 3        |
| 3.2        | Extent and location of the competitive design process | 4        |
| 3.3        | Type of competitive process                           | 7        |
| 3.4        | Competitive process brief                             | 7        |
| 3.5        | Selection of Competitors                              | 7        |
| 3.6        | Selection of Jury                                     | 8        |
| 3.7        | Technical advisors                                    | 8        |
| 3.8        | Assessment and decision                               | 8        |
| 3.9        | Indicative Program                                    | 8        |

## 1.0 Introduction

### 1.1 Overview

This Design Excellence Strategy has been prepared by the proponents Mirvac Projects Pty Ltd to support the Concept Proposal for the redevelopment of the Harbourside Shopping Centre at Darling Harbour, Sydney.

This Strategy has been prepared having regard to both the Government Architect NSW (GANSW) Design Excellence Guidelines (Draft, May 2018) and City of Sydney Competitive Design Policy 2012. The Strategy has also been prepared acknowledging that the achievement of Design Excellence is not a statutory requirement under the planning controls applying to the site.

This strategy defines:

- The background and context to developing the Concept Proposal;
- The location and extent of the proposed design excellence process;
- The type of design excellence process to be undertaken;
- The objectives of the competitive design process; and
- The number of designers/teams involved in the process.

The proponent has elected to carry out an invited single stage competitive design process as the design excellence process associated with the development, with a minimum of three (3) invited competitors/design teams.

## 2.0 Design Excellence Context

### 2.1 Concept Development

#### Podium and Public Domain

One of the primary aims of Mirvac in undertaking the planned redevelopment of the existing Harbourside shopping centre is to deliver Sydney with a revitalised offering and one that integrates with and builds upon the success of ICC Sydney.

In this respect Mirvac engaged early the services of world renowned retail and place making specialists **Jerde** to lead the visioning and develop a concept for the replacement of the shopping centre. This work involved **Jerde** drawing upon the in-depth experience it has in delivering successful worldwide destinations that attract millions of people every year; analysing case studies from around the world; and a contextual understanding and ground-truthing of the site's key attributes and full potential.

The work and concepts developed by Jerde have been adopted by Mirvac and its appointed Concept Architect (fjmt) in developing the Stage 1 Concept Proposal and are enshrined within the supporting Urban Design and Public Domain Guidelines.

*The Jerde Partnership is a visionary architecture and urban planning firm that designs unique places that people love to visit and go back to time and again. Nearly one billion people visit Jerde Places every year.*

*Located around the globe, Jerde Places are iconic, go to destinations that pulse with life through a carefully orchestrated procession of public spaces, shops, parks, restaurants, entertainment, housing and nature. They transform the economic and social landscape of neighborhoods, cities and regions and deliver astounding results across the board – economic success and recognition for developers, businesses and cities and amazing experiences for the people who work, eat, stay, shop, play, wander and live there.*

## Tower and Integration

With its intimate knowledge of Darling Harbour and its credentials as one of Australia's most successful and decorated architectural practices, Mirvac secured the services of **fjmt** as Concept Architect to bring the work and ideas developed by Jerde into reality along with testing and developing options that respond to the site's development potential.

*Francis-Jones Morehen Thorp is a multi-award-winning Australian architectural practice dedicated to design excellence and the enhancement of the public domain. Through studios in Sydney and Melbourne, and project offices interstate and overseas, fjmt undertake public, institutional, commercial and residential commissions throughout Australasia and recently in Europe.*

## 2.2 Stage 1 DA

The lead designers that have developed the Concept Proposal for Harbourside and the public domain are fjmt (built form/architecture) + **ASPECT Studios** (landscape architecture).

*ASPECT Studios has grown on the strength of its reputation for design-led solutions. They are recognised as a company with the capability to deliver creative and sustainable urban and regional projects.*

*ASPECT Studios has seen its landscape and public realm projects realised with multi award winning results throughout Australia and internationally.*

*Our designs are based on ethical responsibility, responsiveness to the client and an approach that embraces the 'total landscape' - one comprising social, economic, and ecological considerations.*

*Design quality is the ultimate achievement of these pursuits.*

Together, and drawing upon their skill and experience and the work undertaken in the concept development phase, the team have prepared a set of guiding urban design and public domain principles. These principles will set the future framework and be instrumental in delivering design quality and excellence as part of the future detailed design phase (Stage 2 DA).

The final concept has been developed following an extensive, collaborative, and iterative design process with key stakeholders (SHFA /NSW), DPIE (with specific input from Professor Peter Webber) and the local community.

## 3.0 Design Excellence Strategy

Following any approval of the Stage 1 Concept Proposal, a single stage invited competitive design process is proposed to be undertaken.

### 3.1 Objectives of the Competitive Design Process

Below is an outline of the objectives that will be described in more detail in the design excellence process brief (the brief):

- Create a world class mixed use development;
- Create a development that achieves good design and amenity of the built environment;
- Respond to the site's unique context having regard to the constraints and opportunities of the site and its surrounds;
- Maximise opportunities afforded by the approved building envelope;
- Create a high-quality internal planning outcome;

- Maximise orientation of apartments to the iconic views including Sydney CBD and Darling Harbour;
- Maintain a positive relationship with the adjoining and surrounding buildings;
- Respond to the public amenity of the building's surrounds;
- Significantly improve the quality and amenity of the public domain;
- Provide an appropriate addition to the Darling Harbour skyline including façade composition, building materials, colours and textures, and by appropriate building articulation; and
- Provide an Ecologically Sustainable Design which is achievable within the construction budget and is measurable and manageable by future owners.

Competitors are to prepare schemes for the detailed design of the project, in accordance with the approved Concept Proposal (SSD 16\_7874) consent, for a building envelope for a mixed-use development. The key reference documents that will inform the submissions and evaluation of proposals are:

- Concept Proposal development consent SSD 16\_7874;
- Darling Harbour Development Plan No.1;
- Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 (SREP);
- State Environmental Planning Policy No 65 – Design Quality of Residential Apartment Development; and
- Darling Harbour Framework for Landowners Consideration of State Significant Development.

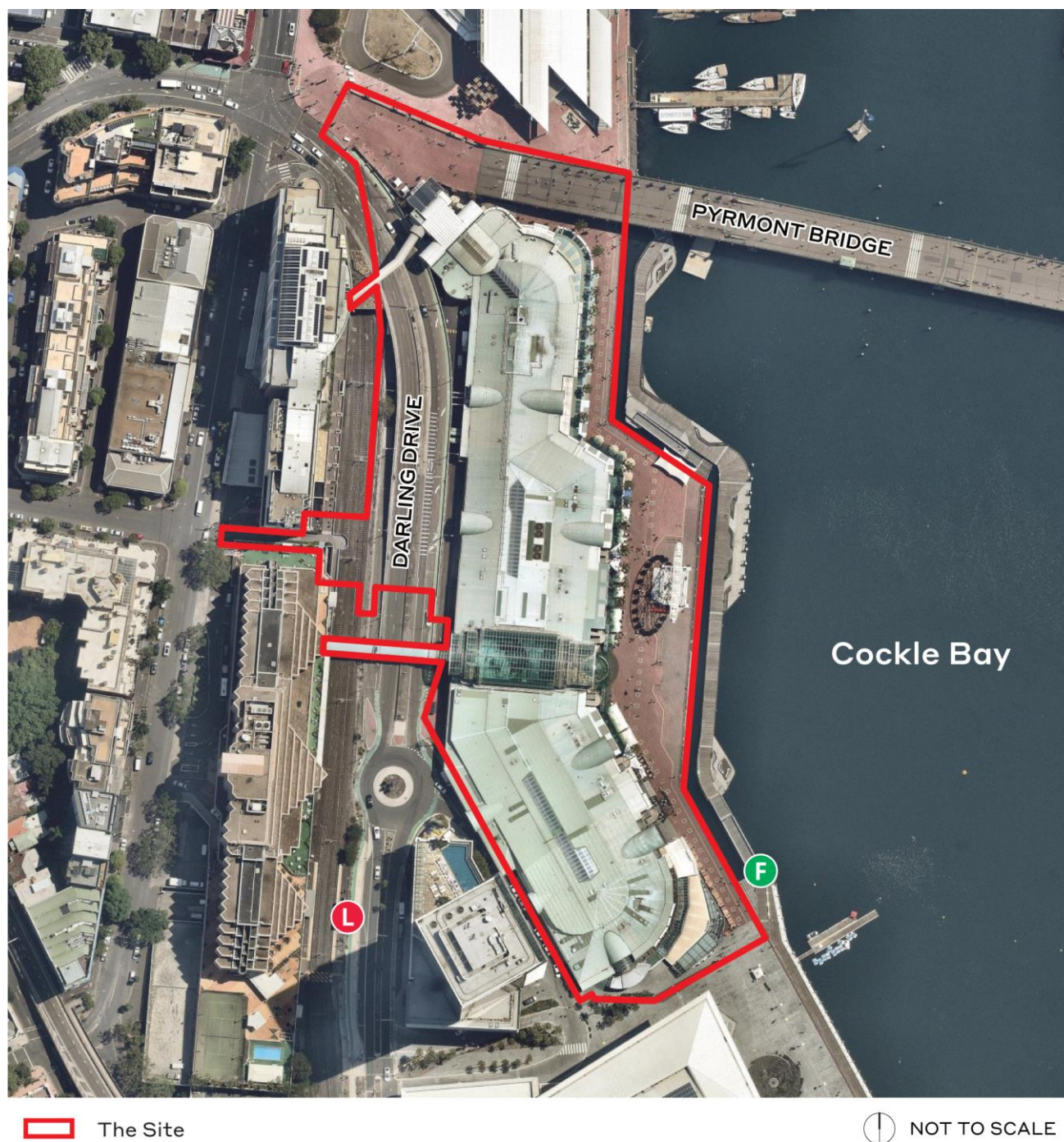
### **3.2 Extent and location of the competitive design process**

The Harbourside Site occupies an area of approximately 2.05 hectares within the north western portion of the Darling Harbour precinct. The Site is generally bound by Pyrmont Bridge to the north, the SICEEP site to the south, Darling Drive and the alignment of the light rail to the west and Cockle Bay to the east. The location of the Harbourside Site is shown indicatively **Figure 1** below and an aerial photograph illustrating the Harbourside boundary is provided at **Figure 2**.



**Figure 1 – Location Map**  
 Source: Google Maps and Ethos Urban





**Figure 2** – Aerial view of the subject site  
Source: Nearmap and Ethos Urban

The legal description of the Harbourside Site is identified in **Table 1** below. The site is in the single ownership of the NSW Government (Sydney Harbour Foreshore Authority). Mirvac holds a long-term lease to operate the Harbourside Shopping Centre.



**Table 1** – Legal description and ownership of the site

|                     |                                    |
|---------------------|------------------------------------|
| Lot 1 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 2 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 3 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 4 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 5 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 6 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 7 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 8 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 9 DP776815      | Sydney Harbour Foreshore Authority |
| Lot 10 DP776815     | Sydney Harbour Foreshore Authority |
| Lot 12 DP776815     | Sydney Harbour Foreshore Authority |
| Lot 13 DP776815     | Sydney Harbour Foreshore Authority |
| Lot 14 DP776815     | Sydney Harbour Foreshore Authority |
| Lot 15 DP776815     | Sydney Harbour Foreshore Authority |
| Lot 17 DP776815     | Sydney Harbour Foreshore Authority |
| Lot 1010 DP 1147364 | Sydney Harbour Foreshore Authority |
| Lot 1002 DP 844561  | Sydney Harbour Foreshore Authority |

The Competitive Process is intended to apply to the **whole of the site and whole of the development** (public domain and built form) captured within the Concept Proposal.

### 3.3 Type of competitive process

The proponent has elected to conduct a single **invited competitive design process** (competitive process) for the site. This competitive process is to be undertaken prior to the lodgement of any subsequent detailed development application.

The competitive process will be conducted in accordance with this Strategy and the endorsed Competitive Design Brief.

### 3.4 Competitive process brief

The design excellence process brief (The Brief) will be prepared by the proponent who will liaise with the Department of Planning, Industry and Environment (including the GANSW) for endorsement of the brief prior to commencement of the competitive process.

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

### 3.5 Selection of Competitors

The Proponent will undertake an invited competitive process with a **minimum of three (3) invited Competitors/teams** to participate.

- Each competition entrant is to have relevant expertise in retail, commercial, high density residential and public domain/landscaping, which may or may not be a partnership between one or more architectural firms.
- The selection of the invited Competitors/teams will be undertaken in consultation with the Department of Planning, Industry and Environment (including the GANSW);
- Each Competitor will have the flexibility to be responsible for both concept and documentation. Concept architects can choose to partner with another firm to complete documentation; and

- A Competitor will either be a person, corporation or firm registered as an architect in accordance with the *NSW Architects Act 2003*, or, in the case of interstate or overseas Competitors, eligible for registration with their equivalent association.

### 3.6 Selection of Jury

In establishing a jury for the for the Competitive Process, the Proponent confirms the following:

- The jury will be appointed by the Proponent in consultation with the Department of Planning, Industry and Environment (including GANSW).
- The jury is to constitute a total **of six (6) members**:
  - Three (3) members nominated by the Proponent; and
  - Three (3) members nominated by the Department of Planning, Industry and Environment (these members could include nominees from the GANSW and City of Sydney Council).
- Jury members are to:
  - Represent the public interest;
  - Be appropriate to the type of development proposed;
  - Include a majority of registered architects with urban design or landscape design experience; and
  - Include only persons who have expertise and experience in the development, design and construction professions and related industries.
- The Chairperson of the jury (to be selected by the Department of Planning, Industry and Environment) will have expertise in architecture, urban design and landscape design and be a recognised advocate of design excellence.

### 3.7 Technical advisors

Technical advisors will be engaged by the Proponent to provide technical information and input into the Brief, provide advice to the Competitors, the Proponent and the jury during the competitive process, provide technical assessment of the final submissions and present to the jury on their relevant disciplines.

### 3.8 Assessment and decision

A minimum of three (3) competitive submissions must be considered as part of the competitive process. Each Competitor's submission will be graded by the jury according to a set of criteria laid out in The Brief. The jury will be responsible for recommending the preferred design via a majority vote. All designs shall be evaluated using the same criteria.

The decision of the jury will not fetter the discretion of the Consent Authority in its determination of any subsequent detailed development application associated with the site that is the subject of the competitive process, noting the achievement of design excellence is not a statutory planning prerequisite.

### 3.9 Indicative Program

The intended process for the invited competitive design process is:

- Shortlisted architects to be agreed;
- Jury to be selected;
- Brief prepared in consultation with the Department of Planning (including GANSW); and
- The competitive process will be run in a single stage with a Mid-Point review over a period of 8 weeks. Following the competitive process time, will be assessment by the Technical Advisors, presentations to the jury, deliberation and awarding winner.

The above process is expected to take in the order of 6 months.