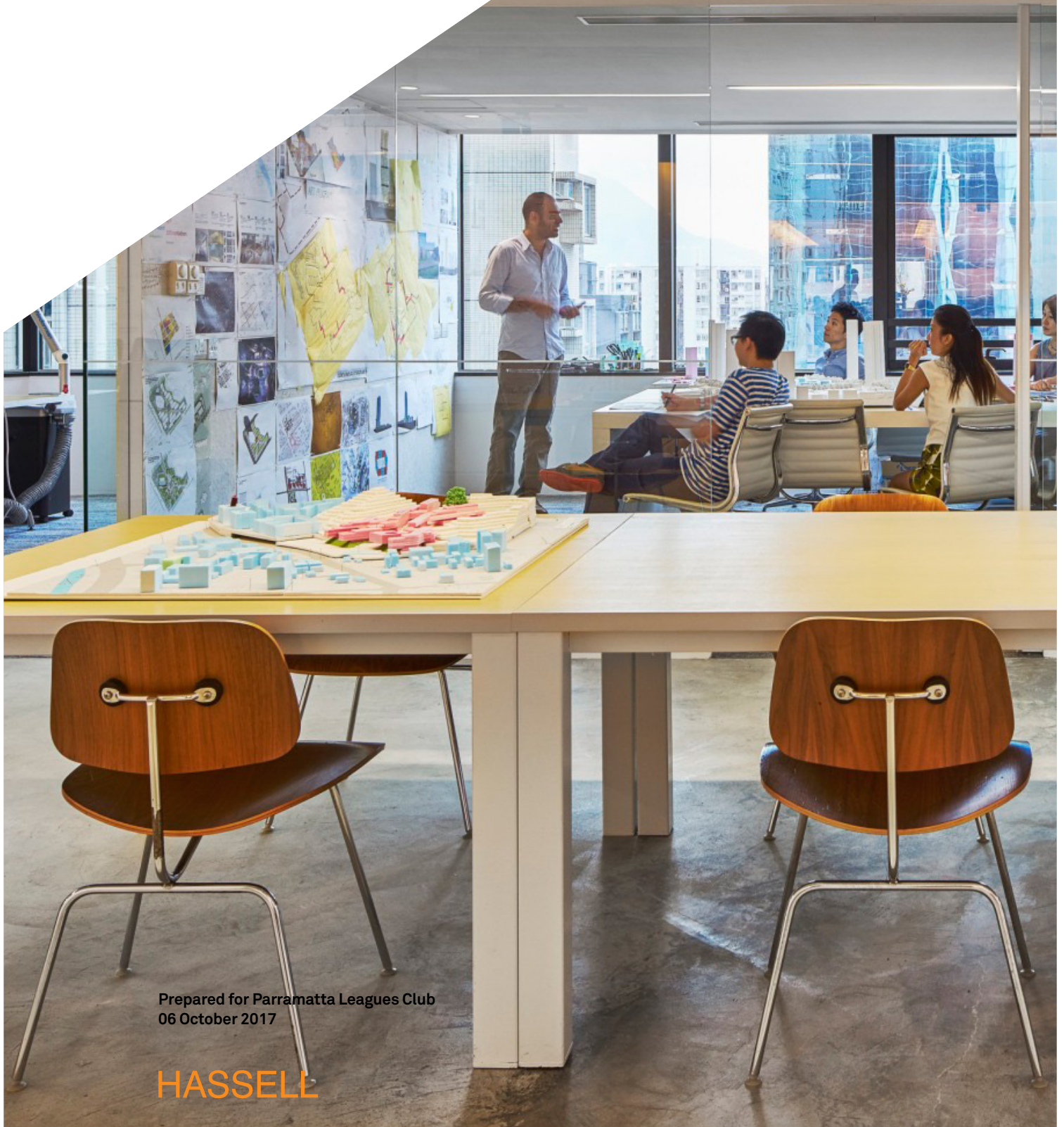


Architecture
Interior Design
Landscape Architecture
Planning
Urban Design

Australia
China
Hong Kong
Singapore
United Kingdom
United States of America

DESIGN EXCELLENCE PROCESS

Parramatta Leagues Club - Proposed Hotel Development



Prepared for Parramatta Leagues Club
06 October 2017

HASSELL

Front cover image: HASSELL Studio,
design workshop in progress

Contact

Glenn Scott Principal
gscott@hassellstudio.com
Melissa Doherty Senior Associate
mdoherty@hassellstudio.com

HASSELL
Level 2, Pier 8/9, 23 Hickson Road
Sydney NSW
Australia 2000
T +61 2 9101 2000
hassellstudio.com
@HASSELL_Studio
HASSELL Limited
ABN 24 007 711 435

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Design Excellence Process

Our vision is to design the world's best places - places people love. Places that are meaningful and enrich peoples lives.

About HASSELL

HASSELL is an award winning and leading international design practice with studios in Australia, China, South East Asia, the United Kingdom and United States of America. We have won international design competitions, notably for the proposed new commercial office tower at 60 Martin Place, Sydney.

We judge the success of the buildings and places we design by the way people use and enjoy them - the clients who commission them, the people who inhabit them. Good design is about helping clients meet their needs and objectives. It's also about the way people feel when they experience it - a sense of meaning, connection and belonging.

Our design values are shared globally across all the HASSELL studios, by the talented people who work in them: architects, interior designers, landscape architects, urban designers, planners and specialist consultants.

We work together in integrated design

teams because they produce the best outcomes for our clients. The increasingly complex projects that clients bring to us demand a culture built on collaboration, creativity and innovation in design thinking and delivery.

Openness and empathy with our clients ensure their interests are at the heart of everything we design.

HASSELL design philosophy

Ultimately we want to create places people love. Places that are meaningful and enrich people's lives.

Meaningful design is the result of a clear and incisive design concept – a big idea that drives every small decision made throughout the design process.

Having conceptual clarity creates shared ownership and allows our clients to be actively involved in the design process



60 Martin Place, Sydney. HASSELL image

Statutory Planning Design Excellence

Achieving design excellence is at the forefront of our work and we regularly promote the importance and value of design excellence.

As outlined in the preceding SEARS Request, the site is beyond the design excellence and competitive processes within PLEP 2011, however we believe an iterative Design Review process encompassing a panel of representatives from the OGA, Parramatta Council's City Architect and a senior representative from the Parramatta Park Trust alongside our team will facilitate achieving the seven key principles outlined in the NSW Government Architect 'Better Placed' draft policy;

- _1 Contextual, local and of its place
- _2 Sustainable, efficient and durable
- _3 Equitable, inclusive and diverse
- _4 Enjoyable, safe and comfortable
- _5 Functional, responsive and fit for purpose
- _6 Value-creating and cost effective
- _7 Distinctive, visually interesting and appealing

The Parramatta Leagues Club (PLC) are committed to delivering design excellence throughout the life of the project in accordance with the seven distinct principles of the draft policy.

The design strategy adopted by the PLC will achieve these criteria having regard to the following considerations;

- _ The development will exhibit a high standard of architectural design, materials and detailing as demonstrated in the concept plans provided. The design concepts are innovative, contemporary and striking while being sensitive to context
- _ The proposed development form and external appearance will complement and engage the public domain through the address to the new stadium buildings (under constructions), the proposed pocket park between the hotel and O'Connell Street & exploration of pedestrian links through to the existing club and surrounding parklands.
- _ the building will meet sustainable design principles in terms of sunlight, natural ventilation, wind, reflectivity, visual and acoustic privacy, safety and security and resource, energy and water efficiency.



HASSELL Studio_Design Review

Design Excellence Process

Design Review Process

Whilst not required, design review process when required, can be waived provided that it can be demonstrated that:

- _The proposal exhibits design excellence;
- _The architect responsible has an outstanding reputation in architecture; and
- _Arrangements are put in place to ensure that the design intent is followed through to completion.

A waiver of the competitive design process will be sought for this project, on the basis that:

- _The proposed development will achieve design excellence and be of outstanding quality through collaboration and a thorough design review process.
- _The PLC will ensure that the design integrity and participation of the nominated architectural practice is maintained through the delivery of the project.

Delivering Design Excellence

The PLC is committed to develop design integrity throughout the design development, planning approval and delivery processes. This will be achieved through a number of approaches including:

- _ Internal design reviews throughout the project, initiated through engagement and collaboration.
- _Commitment to work constructively with the Authority through its internal design review processes prior to and during the DA assessment process.



HASSELL Studio_Design Review

HASSELL Design Process - the way we work

As designers, our focus is on people and how we create better, more meaningful experiences for them. We do that through creative, holistic thinking, a deep knowledge base and an integrated design process. At the start of each project, we think carefully about it from four different perspectives to create a clear design concept:

_The social and physical context of the project site, its current use, its possible use

_The function of the building or place we are designing – it has to work for the people who use it

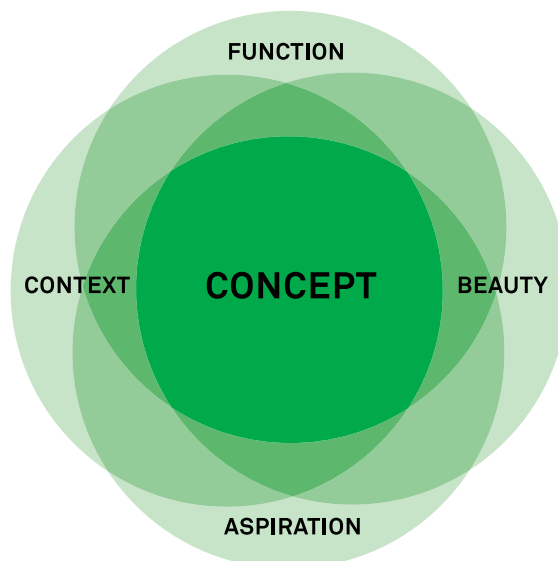
_The aspiration for the project – what is the client's ambition for the design?

_Beauty – we care about how the project looks and how people experience it.

On any particular project, one perspective may need to be more influential than the others. But the design concept always emerges from the intersection of those four perspectives. The concept is the basis for clear decision making throughout the design process. And for ensuring the place or building has

meaning and connection for the people who use it. Our work is driven by the client and end user of the places we design, along with the site we are working on. It is an approach that avoids imposing preconceived design ideas on any project.

This design concept carefully balances our four drivers: context, function, aspiration and beauty. Beyond that, all aspects of our design are specific to your workplace, or building, your people, your business goals. From the outset, we involve you as co-creators in the design process.



Design Excellence Process

Drawing on different perspectives

Our integrated, cross-disciplinary teams bring together the best thinking from across all sectors – whether that's hospitality, education or urban design. Combined with our user-centric briefing, engagement and design process, this helps us design buildings that are more connected, flexible and successful for the people who use them.

Our starting point is research

We want to make sure we really understand the potential of the project – to discover how people really use spaces. Where do they come together? What spaces are most loved? What do the best hotels look like?

After the research comes the testing

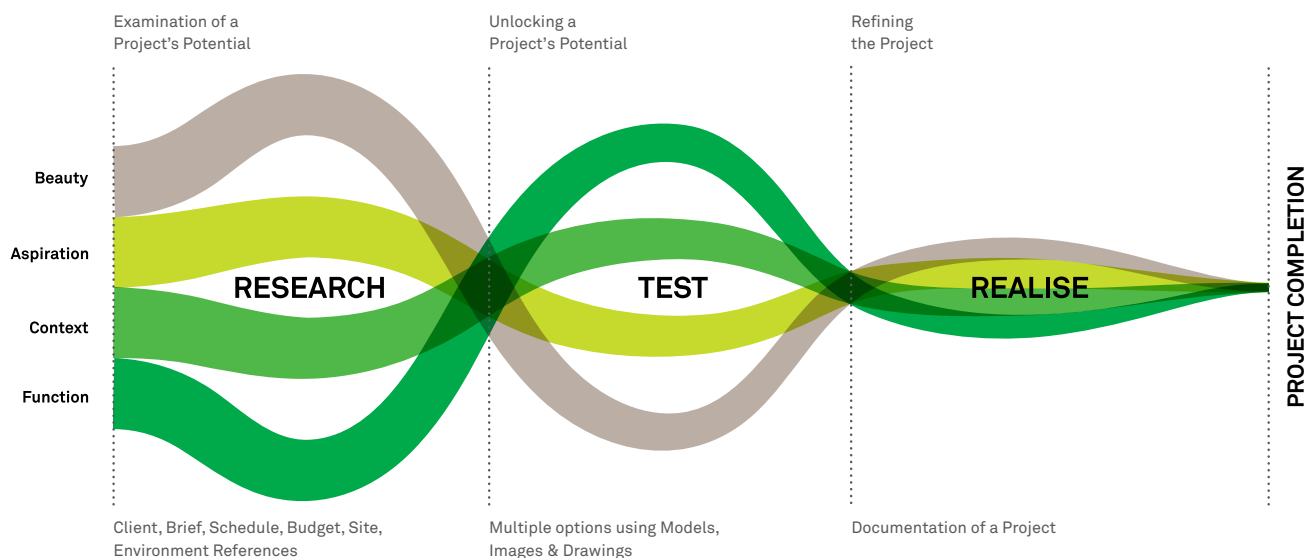
The testing phase is where we try all the different ways we can design a great hotel – to share & explore these ideas with you.

We use diagrams and drawings, data-driven digital models and images to explore and explain our work. Through internal & external workshops and design reviews. Most importantly, we use physical models to allow you to see our ideas and engage with them in a tactile and immediate way.

Engagement drives our process

Together, we design buildings that will enhance performance and culture & achieve design excellence by:

- _Aligning with your aspirations now and in the future
- _Attracting and retaining the best tenants or talent
- _Supporting collaboration and knowledge sharing
- _Allowing for diverse and flexible spaces
- _Promoting staff health, wellbeing and engagement
- _Engagement with external review - a collaborative approach, with specialist partners, testing design quality to produce the best outcomes.



HASSELL Design Process

Australia**Adelaide**

HASSELL
Level 1
82 Waymouth Street
Adelaide SA
Australia 5000
T +61 8 8220 5000
E adelaide@hassellstudio.com

Brisbane

HASSELL
36 Warry Street
Fortitude Valley QLD
Australia 4006
T +61 7 3914 4000
E brisbane@hassellstudio.com

Melbourne

HASSELL
61 Little Collins Street
Melbourne VIC
Australia 3000
T +61 3 8102 3000
E melbourne@hassellstudio.com

Perth

HASSELL
Level 1 Commonwealth Bank Building
242 Murray Street
Perth WA
Australia 6000
T +61 8 6477 6000
E perth@hassellstudio.com

Sydney

HASSELL
Level 2
Pier 8/9, 23 Hickson Road
Sydney NSW
Australia 2000
T +61 2 9101 2000
E sydney@hassellstudio.com

China**Beijing**

HASSELL
Suite 308-B011 Building A
Beijing Fortune Centre
7 Middle Dong San Huan Road
Chaoyang District
Beijing 100026 China
T +8610 5126 6908
E beijing@hassellstudio.com

Hong Kong

HASSELL
22F, 169 Electric Road
North Point Hong Kong
T +852 2552 9098
E hongkong@hassellstudio.com

Shanghai

HASSELL
12F base 45 Caoxi North Road
Xuhui District
Shanghai 200030 China
T +8621 5467 9333
E shanghai@hassellstudio.com

South East Asia**Singapore**

HASSELL
33 Tras Street #02-01
078973 Singapore
T +65 6224 4688
E singapore@hassellstudio.com

United Kingdom**Cardiff**

HASSELL
Level 2 Park House
Greyfriars Road
Cardiff CF10 3AF United Kingdom
T +44 29 2072 9071
E cardiff@hassellstudio.com

London

HASSELL
1 Curtain Place
London EC2A 3AN United Kingdom
T +44 20 7490 7669
E london@hassellstudio.com

United States of America**San Francisco**

HASSELL
Level 7
25 Taylor Street
San Francisco CA 94102
United States of America
T +1 415 860 7067
E sanfrancisco@hassellstudio.com