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DESIGN EXCELLENCE STRATEGY

Teloepa 'Concept Plan Area'

Prepared for
**FRASERS PROPERTY TELOPEA DEVELOPER PTY
LTD**
14 July 2021

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CONTENTS

1.	introduction	1
1.1.	Background	1
1.2.	Site Description	2
1.3.	Proposed Development	2
2.	Requirement for Design Excellence	5
2.1.	Legislative Framework	5
2.2.	Compliance with SEARS	6
3.	Design Excellence Approach	8
3.1.	Overview	8
3.2.	Design Guidelines	9
3.3.	Connecting with Country	9
3.4.	Design Team	10
3.4.1.	Core Design Team	10
3.4.2.	Stage 1A Design Team	10
3.4.3.	Design Teams for Future Development Stages	11
3.5.	Design Excellence Competitions	11
3.6.	Design Review	13
3.7.	Design Integrity	13
4.	Conclusion	14
	Disclaimer	15

FIGURES

Figure 1 – Telopea Estate Concept Plan	3
Figure 2 – Design Excellence Competition Sites	12

TABLES

Table 1 Compliance with SEARs Design Excellence requirements	6
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1. INTRODUCTION

This Design Excellence Strategy has been prepared by Urbis on behalf of *Frasers Property Telopea Developer Pty Ltd* (Frasers) and accompanies a State Significant Development application (SSDA) submitted to the NSW Department of Planning, Industry and Environment (DPIE). The SSDA seeks Concept approval, in accordance with Division 4.4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act), for the staged redevelopment of the **Telopea 'Concept Plan Area'** (CPA), as well as a detailed proposal for the first stage of development, known as '**Stage 1A**'.

This Design Excellence Strategy outlines the principles and procedures that will be followed during each stage of the Concept Masterplan delivery program. This will ensure that the architectural and urban design of future development stages achieves design excellence and positively contributes to the broader Telopea Precinct and Parramatta Local Government Area.

The Strategy more specifically articulates the proposed design excellence process and demonstrates how design excellence will be achieved during this stage of the development. The Strategy is based on the following six principles:

1. Establishment of site-specific **Design Guidelines**, to guide the future development of the precinct and ensure a high quality architectural and amenity outcome is achieved.
2. Incorporation of **Connecting with Country** requirements (as recommended by The Fulcrum Agency), including ongoing engagement with appropriate Aboriginal stakeholders throughout the project.
3. Establishment of a robust process to select the **Design Team** for each site, ensuring appropriate experience in designing and delivering design excellence, and encouraging design diversity and visual interest across the precinct.
4. Undertake **Design Excellence Competitions** for four strategically important sites, including:
 - Buildings C1 and C2 and Telopea Square (Core site)
 - Building C3 (future Council Library site)
 - One stage within the North Precinct (location to be determined)
 - One stage within the South Precinct (location to be determined)
5. Undertake a process of **Design Review** with the NSW Government Architect, Parramatta City Council, and other relevant stakeholders during the preparation of detailed development applications.
6. Ensure **Design Integrity** is maintained throughout the design process.

1.1. BACKGROUND

The Telopea CPA forms part of the **Telopea Precinct Master Plan** (February 2017), which was prepared by NSW Land and Housing Corporation (LAHC) and Parramatta City Council to facilitate the rezoning of the precinct in August 2018. The Master Plan seeks to revitalise the Telopea Precinct through the redevelopment of LAHC's social housing assets, as well as sites under private ownership, to deliver an integrated community with upgraded public domain and community facilities – and to capitalise on access to the new Parramatta Light Rail network.

The Telopea CPA is the land identified in Figure 1 and is currently owned by LAHC. The proposed redevelopment of the CPA is part of the NSW Government *Communities Plus* program, which seeks to deliver new communities where social housing blends with private and affordable housing with good access to transport, employment, improved community facilities and open space. The program seeks to leverage the expertise and capacity of the private and non-government sectors.

In December 2019, the NSW Government announced that the Affinity consortium, comprising Frasers and Hume Community Housing, were awarded the contract to redevelop the Telopea CPA. The SSDA represents the first step in the delivery of the planned redevelopment of the Telopea CPA and the Stage 1A works will provide the first integrated social and market housing development on the site, as well as a new arrival plaza for the Parramatta Light Rail.

1.2. SITE DESCRIPTION

Telopea is located in the Parramatta Local Government Area (LGA). It is approximately 4km north-east of the Parramatta Central Business District (CBD), 6km south-west of Macquarie Park Strategic Centre, and 17km from Sydney CBD.

The Telopea CPA site is approximately 13.4 hectares (ha) and comprises 99 individual allotments (refer Figure 1). It currently accommodates 486 social housing dwellings, across a mix of single dwelling, townhouse, and 3-9 storey residential flat buildings. The Estate also currently accommodates a range of existing community facilities including the Dundas Community Centre, Dundas Branch Library, Community Health Centre, Hope Connect church, and Telopea Christian Centre.

The immediate surrounds comprise predominantly residential properties within an established landscape setting. The broader Precinct contains the Telopea Public School, a neighbourhood centre known as the Waratah Shops, and two large Council parks known as Sturt Park and Acacia Park.

1.3. PROPOSED DEVELOPMENT

The SSDA seeks Concept approval for the staged redevelopment of the Telopea CPA, as well as a detailed proposal for the first stage of development. The Concept proposal sets out the maximum building envelopes and GFA that can be accommodated across the CPA, and identifies the land uses and public infrastructure upgrades to be provided. The Concept proposal will establish the planning and development framework from which any future development application will be assessed against.

The Telopea CPA proposal comprises:

- A mixed-use development including:
 - Approximately 4700 dwellings, including a mix of social, affordable and market dwellings
 - Inclusion of a new retail precinct with a new supermarket, food and beverage, and speciality retail
 - Proposed childcare facility
 - Proposed combined library and community centre
 - Proposed combined Church, Residential Aged Care Facility and Independent living unit's facility
- Delivery of new public open space, including:
 - A new light rail plaza
 - Hill top park
 - Elyes pedestrian link
 - Open space associated with the proposed library
- Retention of existing significant trees
- Road and intersection upgrades
- Cycle way upgrades
- Upgrade of utility services

The Telopea CPA is divided into four precincts known as Core, North, South, and East incorporating a total of 29 lots. The Concept proposal is further detailed in the Urban Design Report prepared by Bates Smart and Hassell.

Figure 1 – Telopea Estate Concept Plan



Source: Bates Smart and Hassell

The first stage of works to be delivered (known as 'Stage 1A') is located within the Core precinct adjacent to the Parramatta Light Rail station and will include:

- Site establishment works, including demolition of all existing buildings and structures, tree removal, site preparation, excavation, and services augmentation.
- Construction of a new arrival plaza for the Parramatta Light Rail, incorporating a Community Pavilion.
- Construction of the Sturt Street extension, Light Rail crossing including Adderton Road intersection works and cycleway connection.
- Part demolition and upgrade of Sturt and Shortland Streets including new kerb-realignment, new footpaths and landscaping, new parking bays, bus zones, line marking and crossing to the extent identified in Figure 1.
- Construction of a new public park surrounding the existing significant trees.
- Construction of residential flat buildings, up to 14-storeys in height, including studio, one-, two- and three-bedroom apartments.
- Construction of two basement levels, with access / egress via Sturt Street and Winter Street, including waste and loading facilities.
- Associated open space and landscaping works, including retention of existing significant trees, ground, and rooftop communal open space, and a publicly accessible through site link.

The Stage 1A proposal is further detailed in the Urban Design Report prepared by Plus Architecture and Landscape Report prepared by Hassell.

2. REQUIREMENT FOR DESIGN EXCELLENCE

2.1. LEGISLATIVE FRAMEWORK

The *Parramatta Local Environmental Plan 2011* (PLEP 2011) is the principal environmental planning instrument (EPI) for the Telopea Concept Plan and Stage 1A development. PLEP 2011 Clause 6.12 Design Excellence applies to development within the Telopea Precinct. Clause 6.12 sets out the following in relation to design excellence requirements for the site:

- The objective of the clause is to ensure that development exhibits design excellence that contributes to the natural, cultural, visual, and built character values of Parramatta.
- In considering whether the development exhibits design excellence, the consent authority must have regard to the following matters —
 - (a) whether a high standard of architectural design, materials and detailing appropriate to the building type and location will be achieved,
 - (b) whether the form and external appearance of the development will improve the quality and amenity of the public domain,
 - (c) whether the development detrimentally impacts on view corridors,
 - (d) whether the development detrimentally impacts on any land protected by solar access controls established in the *Parramatta Development Control Plan*,
 - (e) the requirements of the *Parramatta Development Control Plan*,
 - (f) how the development addresses the following matters —
 - (i) the suitability of the land for development,
 - (ii) existing and proposed uses and use mix,
 - (iii) heritage issues and streetscape constraints,
 - (iv) the relationship of the development with other development (existing or proposed) on the same site or on neighbouring sites in terms of separation, setbacks, amenity, and urban form,
 - (v) bulk, massing, and modulation of buildings,
 - (vi) street frontage heights,
 - (vii) environmental impacts such as sustainable design, overshadowing, wind and reflectivity,
 - (viii) the achievement of the principles of ecologically sustainable development,
 - (ix) pedestrian, cycle, vehicular and service access, circulation, and requirements,
 - (x) the impact on, and any proposed improvements to, the public domain.

Clause 6.12 (5) outlines a requirement for an architectural design competition to be held for certain development within the Telopea Precinct, including development in respect of a building that is, or will be, higher than 55 metres above ground level (existing), and development having a capital value of more than \$100,000,000. Clause 6.12 (6) allows Council discretion in the application of architectural design competitions.

The provisions of the PLEP 2011 have been taken into account in preparation of this Design Excellence Strategy and the proposed process for delivery of design excellence across the Telopea CPA.

2.2. COMPLIANCE WITH SEARS

A request was made to the Minister for the Secretary's Environmental Assessment Requirements (SEARs), pursuant to *Clause 3, Schedule 2 of the Environmental Planning and Assessment Regulation 2000* and the SEARs was received on 1 April 2021. A copy of the SEARs is included at **Appendix A** of the Environmental Impact Statement (EIS).

The SEARs set out design excellence requirements for the proposal; compliance with which is demonstrated in Table 1 below.

Table 1 Compliance with SEARs Design Excellence requirements

SEARs Requirement	Proposal Response
<i>How the development will achieve design excellence in accordance with the relevant EPI provision and the objectives for good design (of the built environment) in Better Placed [GANSW, 2017].</i>	This Design Excellence Strategy sets out how the development will achieve design excellence in accordance with SLEP 2011 Clause 6.12 and <i>Better Placed</i> through the six key design excellence principles set out in section 3 of this report. The provisions of the SLEP 2011 and <i>Better Placed</i> have been taken into consideration on the preparation of this Strategy.
<i>The concept proposal (layout and building envelopes), design guidelines and future design excellence process have been reviewed by the State Design Review Panel (SDRP), and advice addressed, prior to lodgement.</i>	<p>The SDRP reviewed the concept proposal on 1 April 2021 and advice was provided on 23 April 2021. The concept proposal was amended to address feedback received. A further session was held on 17 June 2021 and advice was provided on 30 June 2021. The advice received from the SDRP has been addressed and incorporated into the proposal as relevant.</p> <p>The SDRP has also reviewed the proposed design excellence process including design guidelines. The SDRP's advice has been addressed in this Design Excellence Strategy as required.</p>
<i>The Stage 1A proposal has been reviewed by the SDRP, and advice addressed, prior to lodgement.</i>	The SDRP reviewed the Stage 1A proposal on 1 April 2021 and advice was provided on 23 April 2021. The Stage 1A proposal was amended to address feedback received. A further session was held on 17 June 2021 and advice was provided on 30 June 2021. The advice received from the SDRP has been addressed and incorporated into the proposal as relevant.
<i>A design workshop with Council has been held to consider both the concept and Stage 1 proposals and advice addressed prior to lodgement.</i>	<p>A design workshop was held with Parramatta City Council on 24 June 2021 and advice was provided on 1 July 2021. The advice received from Council has been addressed and incorporated into the proposal as relevant.</p> <p>Note: several other meetings have been held with Council officers between March 2020 and July 2021, including several urban design and sustainability workshops, as well as discussions regarding the Voluntary Planning Agreement and draft Telopea Development Control Plan.</p>

SEARs Requirement	Proposal Response
<i>How design excellence issues will be addressed following exhibition, including a minimum of one further meeting with the SDRP and Council for the concept and Stage 1A proposals.</i>	As set out in section 3 of this report, the Design Excellence Strategy comprises six key elements to offer a combination of techniques to ensure design excellence issues are addressed throughout the development process. As part of the Design Review process, engagement will be undertaken with the SDRP and Paramatta City Council, as well as other relevant stakeholders. .
<i>How design integrity will be maintained in subsequent stages of the planning process.</i>	As set out in section 3 below, design integrity is a key principle of the design excellence strategy. To ensure that design integrity is maintained, the nominated Core Design Team will be retained throughout the design and construction phases to the completion of the project.

3. DESIGN EXCELLENCE APPROACH

3.1. OVERVIEW

On behalf of NSW Land and Housing Corporation, the Affinity Consortium is committed to a Design Excellence Strategy and process to ensure that the Telopea CPA positively contributes to the Telopea Precinct and Parramatta Local Government Area. The vision is for Telopea to become a place of enhanced wellbeing; where natural systems are rehabilitated, where communities connect and where people have access to a range of opportunities.

This Design Excellence Strategy has been developed in consultation with the SDRP and GANSW, including having regard to the seven objectives for good design of the built environment identified in *Better Placed* (GANSW, 2017):

1. Better fit: contextual, local and of its place;
2. Better performance: sustainable, adaptable and durable;
3. Better for community: inclusive, connected and diverse;
4. Better for people: safe, comfortable and liveable;
5. Better working: functional, efficient and fit for purpose;
6. Better value: creating and adding value; and
7. Better look and feel: engaging, inviting and attractive.

To deliver on these design excellence objectives, a combination of proven techniques is proposed. This Strategy sets out techniques that follow a clear and iterative process and enable the exchange of ideas between the Affinity Consortium team and independent design experts external to the Consortium.

The approach is consistent with what has been adopted in other areas of Sydney, and other major State Significant Development projects within Greater Sydney and beyond. By following this Strategy and its design development process, the community and the consent authority can have confidence that an superior design outcome will be achieved.

The Strategy to deliver design excellence for the proposal is based on the following six principles and as detailed further below:

1. Establishment of site-specific **Design Guidelines**, to guide the future development of the precinct and ensure a high quality architectural and amenity outcome is achieved.
2. Incorporation of **Connecting with Country** requirements (as recommended by The Fulcrum Agency), including ongoing engagement with appropriate Aboriginal stakeholders throughout the project.
3. Establishment of a robust process to select the **Design Team** for each site, ensuring appropriate experience in designing and delivering design excellence, and encouraging design diversity and visual interest across the precinct.
4. Undertake **Design Excellence Competitions** for three strategically important sites, including:
 - Buildings C1 and C2 and Telopea Square (Core site)
 - Building C3 (future Council Library site)
 - Other within North or South Precinct (location to be determined)
5. Undertake a process of **Design Review** with the NSW Government Architect, Parramatta City Council, and other relevant stakeholders during the preparation of detailed development applications.
6. Ensure **Design Integrity** is maintained throughout the design process.

3.2. DESIGN GUIDELINES

Bates Smart and Hassell have developed site-specific **Design Guidelines** to guide the architectural and urban design of the Telopea CPA (see **Appendix H** of the Environmental Impact Assessment). The Design Guidelines have been established to ensure a high quality architectural and amenity outcome is achieved across the Telopea CPA. Specific design principles and objectives have been developed for the site including those relevant to Stage 1A. The Design Guidelines set out the vision for the future development as below, as well as objectives and provisions in relation to built form, public domain, open space and trees, transport and parking and sustainability.

Through its renewal and revitalisation, Telopea will become a place of enhanced wellbeing: where natural systems are relinked and rehabilitated, where communities connect, and where people have access to a range of activities, opportunities, and pathways. Like its floral namesake, Telopea will become a place of beauty and balance.

The Design Guidelines will be used as part of the evaluation and assessment process to determine whether future development of the precinct achieves design excellence. The Design Guidelines have been developed to shape development and deliver design excellence with the following key objectives:

- (a) To ensure architectural diversity is achieved.
- (b) To achieve a high standard of architectural and urban design, materials and detailing appropriate to the building type and location.
- (c) To ensure the form and external appearance of the buildings improve the quality and amenity of the public domain.
- (d) To deliver excellence and integration of landscape design.

The Design Guidelines are specific to the Telopea CPA and ensure a high-quality design and amenity outcome is achieved for the future residents and adjoining development. Their application during design development and assessment of future development stages will safeguard the delivery of an excellent and coherent vision for the precinct.

3.3. CONNECTING WITH COUNTRY

The Fulcrum Agency has prepared a **Connecting with Country Strategy** for the Telopea CPA. This Strategy responds to GANSW's *Connecting with Country DRAFT Framework 2020* and the Telopea Precinct Master Plan. The Strategy includes an Opportunity Plan that identifies areas of the project that would benefit from immediate and long-term opportunities for Connecting with Country, as well as key design considerations and recommendations in relation to:

- Landscape narratives
- Caring for Country
- Foreground contemporary Aboriginal culture in public spaces
- Aboriginal art
- Wayfinding and place names
- Economic opportunities.

The recommendations of the Strategy will be responded to in each of the future development phases for the Telopea CPA alongside ongoing engagement with appropriate Aboriginal stakeholders throughout the project.

3.4. DESIGN TEAM

To ensure appropriate experience in designing and delivering design excellence and encouraging design diversity and visual interest across the precinct, a robust process to select the **Design Team** for each future development site with the precinct will be undertaken.

3.4.1. Core Design Team

The Affinity Consortium Core Design Team for the Telopea CPA comprises leaders in the field of architecture and urban design, being Bates Smart and Hassell. These high-calibre firms bring together a wealth of skills and experience in both local and international contexts to ensure that design diversity, innovation, and the best possible design solution is achieved for the proposal.

Bates Smart are engaged to develop the Concept Masterplan for the precinct as well as Design Guidelines. The Concept Masterplan and Design Guidelines will ensure the vision for the precinct is delivered, with a cohesive and integrated high-quality design delivered across the precinct over the project timeline. Hassell are engaged for the delivery of the public domain and urban design components. This ensures a high-quality and consistent design standard and public domain treatment is delivered across the site. It will enable the Telopea CPA to read as one integrated community.

Bates Smart

For 165 years, Bates Smart has been consistently recognised as one of Australia's top design firms. They take an integrated approach to design, combining master planning, architecture, and interior design expertise with strategic wellness and liveability research.

The practice has studios in Melbourne and Sydney employ over 300 staff. In New South Wales, Bates Smart sit on the Government Architect's Prequalified Architects Panel and have collaborated with the City of Sydney on more than 40 Design Excellence projects. In Victoria, they are also consistently invited to participate in some of the region's largest design competitions and projects.

Hassell

HASSELL is a leading international design practice with studios in Australia, China, South East Asia, the United Kingdom and the United States of America. Their 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. Good design is about how a building or place works, as well as how it looks. For over 75 years, they have developed a deep understanding of thousands of clients and the sectors they work in and are proud to have been recognised with more than 1,000 awards from leading industry bodies around the world.

3.4.2. Stage 1A Design Team

Plus Architecture have been appointed for the detailed design of Stage 1A, which includes five residential flat buildings (approx. 445 apartments) with a combined basement, a new loop road and public park, new arrival plaza for the Parramatta Light Rail, Sturt Street West extension, and upgrade of Sturt and Shortland Streets.

Plus Architecture is a dynamic master planning, architecture, interior design and visualisation practice dedicated to delivering inspiring, impactful projects across Australia and New Zealand. We offer clients our global design expertise from eight studio locations

A testament to our commitment to good design, since opening our doors in 1997, we have won and been shortlisted for multiple design awards including the AIA Awards, Property Council Awards, and Australian Interior Design Awards.

3.4.3. Design Teams for Future Development Stages

For the design and delivery of future phases of development, a competitive tender process will be undertaken for the appointment of the design team, including architect and landscape architect. This will encourage design diversity and create visual interest.

To ensure architectural diversity and encourage the use of multiple design firms, it is encouraged to limit individual firms to no more than two stages across the masterplan. Architects will be selected from the Government Architect's 'Pre-qualification Scheme for Strategy and Design Excellence' or collaborate with a pre-qualified Architect.

To provide additional technical advice and design rigour, the Consortium have also engaged a number of specialist consultants to act as expert advisors to the Design Team. These advisors have been tasked with providing on-going advice on technical matters and specialised operational matters as the design progresses, including critically evaluating the design and providing feedback to the Design Team at key milestones. This ensures that the final design achieves the relevant engineering, social, cultural and functional standards for specific uses/users occupying the Telopea CPA.

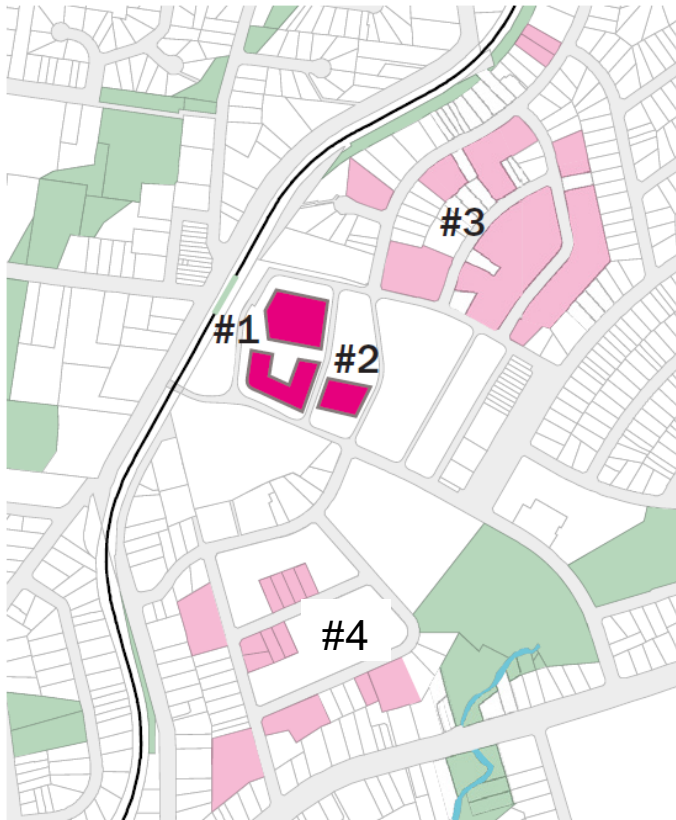
3.5. DESIGN EXCELLENCE COMPETITIONS

As identified in *The Draft Government Architect's Design Excellence Competition Guidelines 2018*, design competitions are a well-tested and highly successful procurement model that help prioritise good design and can bring the highest quality of thinking and originality to a project.

To achieve to the delivery of design excellence, **Design Excellence Competitions** will be undertaken for four strategically important sites across the Telopea CPA (refer Figure 2), including:

1. Buildings C1 and C2 and Telopea Square (Core site)
2. Building C3 (future Council Library site)
3. One stage within the North Precinct (location to be determined)
4. One stage within the South Precinct (location to be determined).

Figure 2 – Design Excellence Competition Sites



Source: Bates Smart

The key elements of the competition process are as follows:

- The competition will be managed by the Affinity Consortium.
- The competition brief will be prepared by the Affinity Consortium and provided to the SDRP and Parramatta City Council officers for comment prior to finalisation.
- The design competition will have a minimum of three design teams competing.
- Each design team must comprise one architect from the Government Architect's 'Pre-qualification Scheme for Strategy and Design Excellence'.
- To achieve a diversity of architecture within the Core Precinct, Competition #1 (Buildings C1 and C2 and Telopea Square) will have a minimum of two architects per competing design team.
- The selection panel will comprise the following:
 - Government Architect NSW nominated representative.
 - Affinity Consortium nominated Architect.
 - Affinity Consortium nominated development representative.
 - Affinity Consortium nominated Urban Planner.
- The selection panel for Competition #2 (Building C3 (future Council Library site)) will also include a Parramatta City Council nominated representative.
- The NSW Department of Planning and Environment and Parramatta City Council will be invited as observers for all competitions.

3.6. DESIGN REVIEW

During the preparation of detailed development applications for future phases of development, a process of **Design Review** will be undertaken with the NSW Government Architect / SDRP, Parramatta City Council, and other relevant stakeholders. The Design Review process forms a key component of the overall Design Excellence Strategy to ensure design excellence is achieved.

The purpose of the Design Review process is:

- To provide independent, high-level, design advice for the delivery of future stages of the Telopea CPA.
- To advise on the implementation of the Design Guidelines (as per section 3.2 above).
- To help ensure design excellence is achieved.

The Affinity Consortium is committed to meaningful engagement with the NSW Government Architect / SDRP, Parramatta City Council, and other relevant stakeholders for this significant project and endeavours to meet with these groups at key stages throughout the design process in accordance with this Design Excellence Strategy and the project SEARs for each stage.

Feedback provided by the NSW Government Architect / SDRP, Parramatta City Council, and other relevant stakeholders will be considered by the design team and applied to the project where practicable.

3.7. DESIGN INTEGRITY

To ensure that **Design Integrity** is maintained throughout the design and delivery process, the nominated Design Team will be retained throughout the design process for each respective stage.

In addition to preparing the relevant Development Application documentation, the nominated Design Team will be expected to:

- Retain lead roles over the relevant design decisions in the preparation of the design drawings for a construction certificate for the preferred design.
- Retain lead roles over design decisions in the preparation of the design drawings for the contract documentation.
- Maintain continuity during the construction phases to the completion of the project.

4. CONCLUSION

This Design Excellence Strategy uses tried and tested methods to ensure design excellence is achieved for the delivery of the Telopea Concept Proposal. It ensures the community and consent authority can have confidence in the Affinity Consortium team achieving a superior design outcome.

DISCLAIMER

This report is dated 14 July 2021 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 Pty Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Frasers Property Telopea Developer Pty Ltd (**Instructing Party**) for the purpose of Design Excellence Strategy (**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).

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