

# Design Excellence Framework



## Harbourside

Submitted to Department of Planning and Environment  
On Behalf of Mirvac Projects Pty Ltd

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This report has been prepared by:



Alexis Cella

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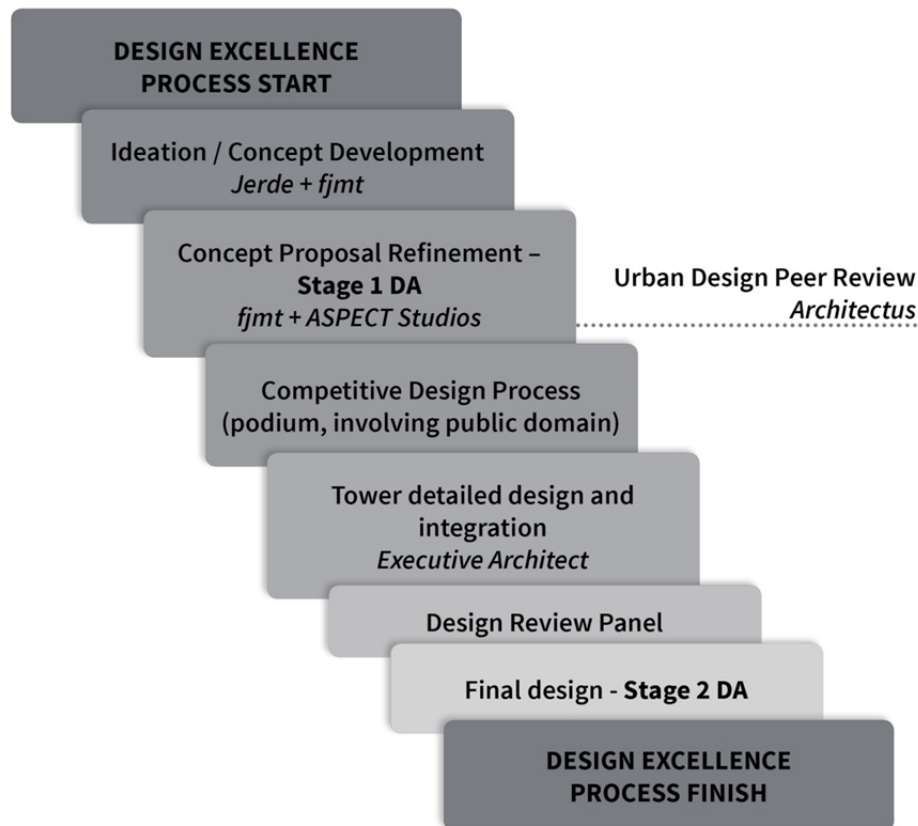
## 1.0 Overview

This Design Excellence Framework (Framework) has been prepared by the proponents Mirvac Projects Pty Ltd to support the redevelopment of the Harbourside Shopping Centre at Darling Harbour, Sydney.

The Framework has been prepared to respond to the Secretary's Environmental Assessment Requirement for the State Significant Development 7874:

*'Demonstrate the process for achieving design excellence at each stage of the planning process.'*

**Figure 1** graphically illustrates the overall design excellence framework/strategy proposed.



**Figure 1** – Harbourside Design Excellence Process

## 2.0 Design Excellence Approach

Mirvac is committed to achieving design excellence for the redevelopment of this landmark harbour foreshore site at Darling Harbour. A mix of proven techniques are being utilised to achieve design excellence in this unique development.

### 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 future success of ICC Sydney.

In this respect Mirvac early on engaged 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 /PNSW) and the local community.

To ensure the final concept is appropriately tested and represents an urban design outcome that can support design excellence, Mirvac has engaged the services of leading design studio - **Architectus** in order to undertake a peer review of the Concept Proposal.

*Architectus is a leading design studio that brings together the experience of more than 250 architects, interior architects, urban designers and urban planners. With a strong history across architecture, interior and urban disciplines, Architectus teams have specialist expertise across all industry sectors, on projects from the smallest to largest scale.*

*Architectus projects have been honoured with over 100 national and international awards, from the Australian Institute of Architects, the New Zealand Institute of Architects and the Planning Institute of Australia, as well as awards from various specialist industry sectors.*

## 2.3 Stage 2 DA

### Competitive Design Process – Podium/ Public Domain

The podium and public domain are seen as the most vital elements in which the overall success of the project relies upon – especially in terms of design excellence.

Accordingly, following approval of the Stage 1/Concept Proposal, Mirvac propose to undertake an invited design competition process for the retail podium/public domain. A minimum of three (3) invited competitors will participate in the competition. The approved Stage 1 urban design and public domain guidelines will form an integral part of the competition brief.

The selection of the invitees and documentation of the brief to the competition will be undertaken by Mirvac, in consultation with the Department of Planning and Environment.

It is intended that the architect of the winning entry will be selected by Mirvac, with external professional representatives experienced in the delivery of mixed use retail and high quality public domain providing input into the process.

### Tower and Integration Architect

Mirvac propose to directly appoint an Executive Architect to:

- Develop a detailed design for the proposed tower element; and
- Ensure integration between the winning podium/public domain design.

The approved Stage 1 urban design and public domain guidelines will inform the design developed by the Executive Architect for the tower. The Executive Architect will be accomplished and suitably qualified in delivering buildings that achieve design excellence and that have experience in integrating 2 ideas into one cohesive built form and urban outcome.

### Design Review Process

As a further added step in the process to ensure design excellence is achieved, Mirvac propose to institute a Design Review Panel (DRP). The DRP is expected to include a panel of suitably qualified and experienced designers and experts in mixed use retail, residential and public spaces.

Their key role will be to comment and provide advice prior to the submission of the Stage 2 DA, especially with respect to how the podium/public domain architect and Executive Architect have worked collaboratively to achieve a seamless and integrated built form and public domain outcome.