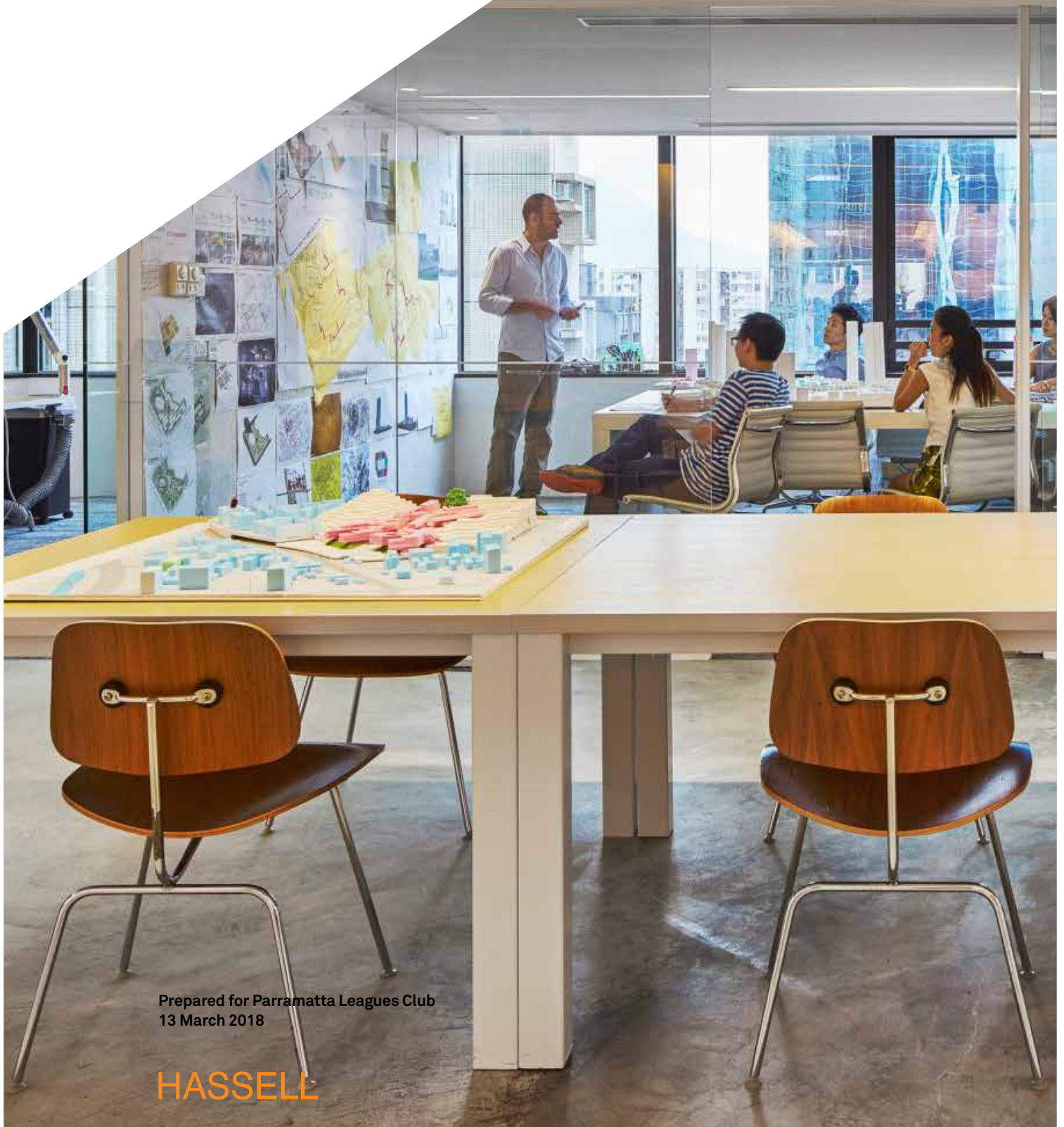


Architecture  
Interior Design  
Landscape Architecture  
Planning  
Urban Design

Australia  
China  
Hong Kong  
Singapore  
United Kingdom  
United States of America

# DESIGN EXCELLENCE STRATEGY

Parramatta Leagues Club - Proposed Hotel Development (SSD)



Prepared for Parramatta Leagues Club  
13 March 2018

HASSELL

Front cover image: HASSELL Studio,  
design workshop in progress

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# Design Excellence Strategy

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## 01\_Vision

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

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### 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, across Architecture, Landscape Architecture, Urban Design and Interior Design, to 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.

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### 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

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# Design Excellence Strategy

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## 02\_Background

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### Statutory Planning Design Excellence

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#### Introduction

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

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#### SEARS

As outlined in the preceding SEARS Request, the site is beyond the design excellence and competitive processes within PLEP 2011.

The PLC is, however, supportive of engaging in a design excellence process for the benefit of the project and in accordance with the intent of the PLEP 2011.

The PLEP 2011 states;

*“A design excellence strategy, prepared in consultation with the Government Architect NSW, demonstrating how the proposal will achieve design excellence consistently at each stage of the planning process. This strategy shall identify:*

*\_The process to ensure design excellence is achieved,*

*\_How comments from the Government Architect NSW and Design Review Panel will be Addressed.”*

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#### OGA Draft Policy

This Design Excellence Strategy has been framed to reflect the draft NSW Design Review Panel Terms of Reference document.

We support an iterative Design Review process encompassing a panel of independent, expert and impartial representatives providing advice on the design quality of this significant development.



HASSELL Studio\_Design Review



# Design Excellence Strategy

## 03\_Process

### Internal Review Process

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.

The goal of the design review process is to assist in 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

### Design Review Panel

#### The Panel Membership and Chair

The Panel may consist of the following;

- \_OGA senior representative (Chair)
- \_Parramatta City Council (City Architect)
- \_Nominee - Tony Caro
- \_Observed by Department of Planning & Environment (DPE) representatives
- \_Parramatta Park Trust (PPT) as land owner invited to meetings

The panel will review presentations from PLC reps (architect, heritage, planner as appropriate)

#### Meetings and Timeframe

- \_Prior to first meeting – agree on Panel composition and Strategy
- \_First meeting – April 2018
- \_Meetings: expect 3-5. Meeting schedule to be tentatively booked at first meeting
- PLC (applicant) reps to provide revised documents at least 4 days prior to meetings
- \_Final meeting prior to 30/6/2018

#### Costs

- \_OGA meet own costs
- \_Parramatta Council rep – meet own costs
- \_PLS representative (PLC pays)

#### Outcome

- \_Report from OGA within 7 days of final meeting
- \_Comments and reports considered and addressed in EIS



HASSELL Studio\_Design Review

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## 03\_Process

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### 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

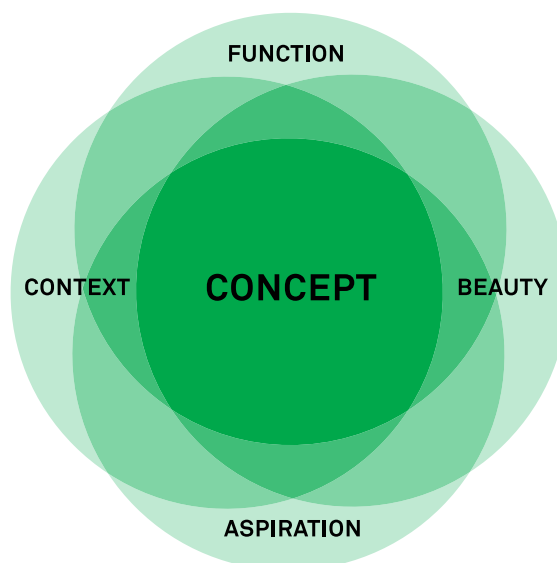
\_The aspiration for the project – what is the client's ambition for the design?

\_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.



## 03\_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

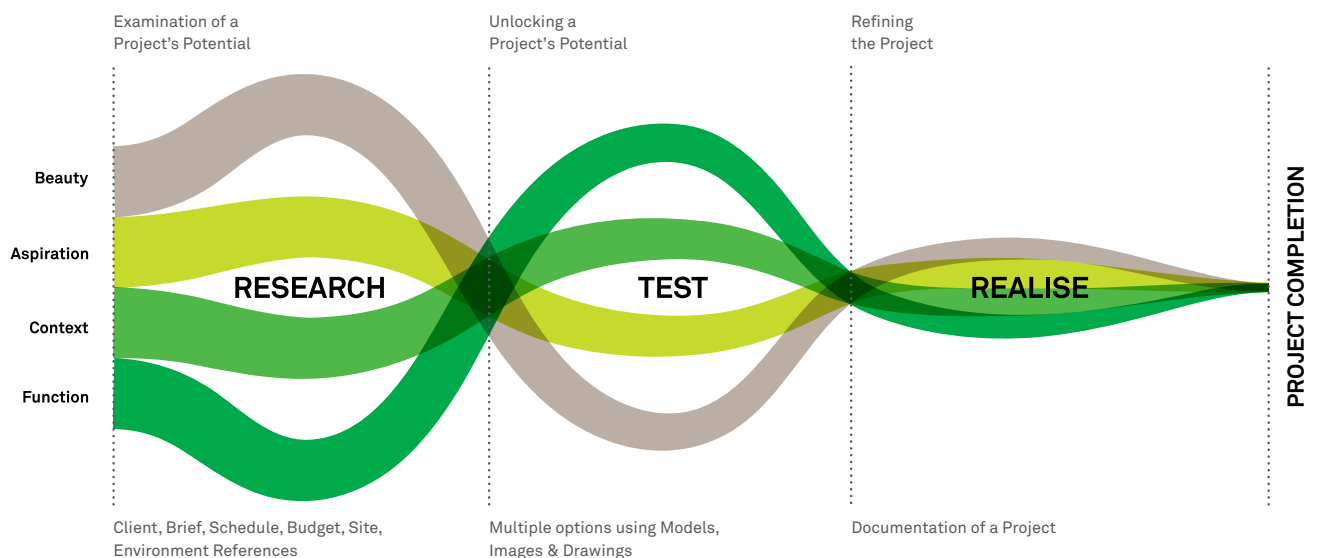
The testing phase is where we try all the different ways we can design a great hotel – to share & explore these ideas with you.

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

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