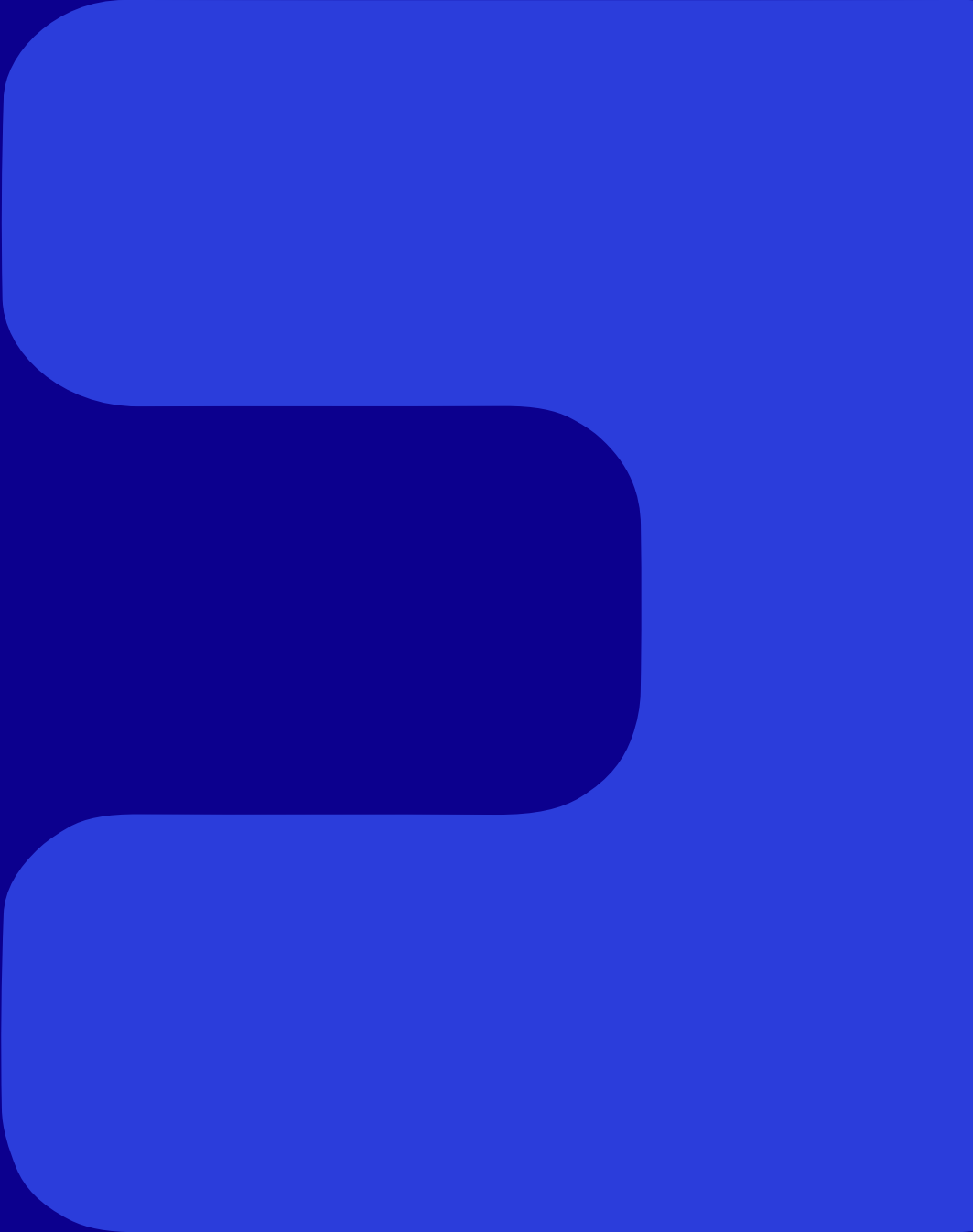


# Design Excellence Strategy

383 Kent Street, Sydney

Submitted to the City of Sydney  
on behalf of Charter Hall Holding Pty Ltd





**'Gura Bulga'**

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.



**'Dagura Buumarri'**

Liz Belanjee Cameron

'Dagura Buumarri' – translates to Cold Brown Country. Representing Victoria.



**'Gadalung Djarri'**

Liz Belanjee Cameron

'Gadalung Djarri' – translates to Hot Red Country. Representing Queensland.

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We pay our respects to their Elders past, present and emerging.

In supporting the Uluru Statement from the Heart, we walk with Aboriginal and Torres Strait Islander people in a movement of the Australian people for a better future.

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**This document has been prepared by:**

Julia Moiso 21 February 2024

**This document has been reviewed by:**

Andrew Duggan 21 February 2024

Version No.	Date of issue	Prepared by	Approved by
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# 1.0 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of Charter Hall Holdings (the Proponent) and relates to land at 383 Kent Street, Sydney (the site). The Design Excellence Strategy supports a Planning Proposal and Development Control Plan amendments which will introduce new maximum building height and maximum floor space (FSR) controls for the site.

This Strategy has been prepared to address the requirements of the Guideline for Site Specific Planning Proposals in Sydney. In accordance with clause 1.2 of the *City of Sydney Competitive Design Policy 2012* (the Policy) and clause 3.3.2 of the *Sydney Development Control Plan 2012* (SDCP 2012) this Strategy defines:

- The location and extent of the competitive design process;
- The type of competitive design process to be undertaken;
  - An architectural design competition, open or invited; or
  - The preparation of design alternatives on a competitive basis.
- The number of designers involved in the process;
- Whether the competitive design process is pursuing additional height or floor space;
- Options for distributing any additional floor space ratio or height which may be granted by the consent authority for demonstrating design excellence through a competitive design process; and
- Target benchmarks for ecologically sustainable development.

The proponent has elected to carry out an invited architectural design competition as the competitive design process associated with the development, with a minimum of six (6) invited competitors.

It is envisaged that the competitive process will begin as soon as practical after the public exhibition of the Planning Proposal and the endorsement of the competition brief by the City of Sydney<sup>1</sup>.

## 1.1 Objectives of the Design Excellence Strategy

The objectives of this strategy are to:

- Establish a methodology for the proponent to implement a competitive design process for the redevelopment of the subject site, in accordance with the Policy;
- Ensure that the competitive design process works within the framework of this approved Design Excellence Strategy;
- Confirm the number of architectural practices to participate in the competitive process and how these will be selected;
- Establish the process for the selection of a competition Jury;
- Set out the approach for establishing a competition brief that ensures:
  - The Consent Authority's design excellence requirements are balanced with the Proponent's objectives;
  - The achievement of design and architectural diversity;
  - Procedural fairness for competitors.
- Ensure the project vision is imbedded in the competitive design process;
- Ensure sustainability initiatives and ecologically sustainable development targets are defined and developed through the Competition, detailed design development and construction phases through to completion of the project; and
- Ensure that design excellence integrity is continued in the subsequent detailed development proposal through construction phase to completion of the project.

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<sup>1</sup> Note: It is not expected that this Design Excellence Strategy represents an approval from the consent authority for a departure from the relevant SEPPs, Sydney Local Environmental Plan 2012 (Sydney LEP 2012) or Sydney Development Control Plan 2012 (Sydney DCP 2012) controls (as amended by the Planning Proposal for 383 Kent Street). Where there is any inconsistency between this Strategy and the relevant SEPPs, LEP or DCP (as amended by the 383 Kent Street Planning Proposal), the relevant SEPPs, LEP or DCP (as amended) prevail.

## 2.0 Design Excellence Strategy

### 2.1 The location and extent of the competitive design process

The site of the proposal is located at 383 Kent Street, Sydney. It has a legal description of Lot 1 in DP778342 and a total site area comprising approximately 3,606m<sup>2</sup>.

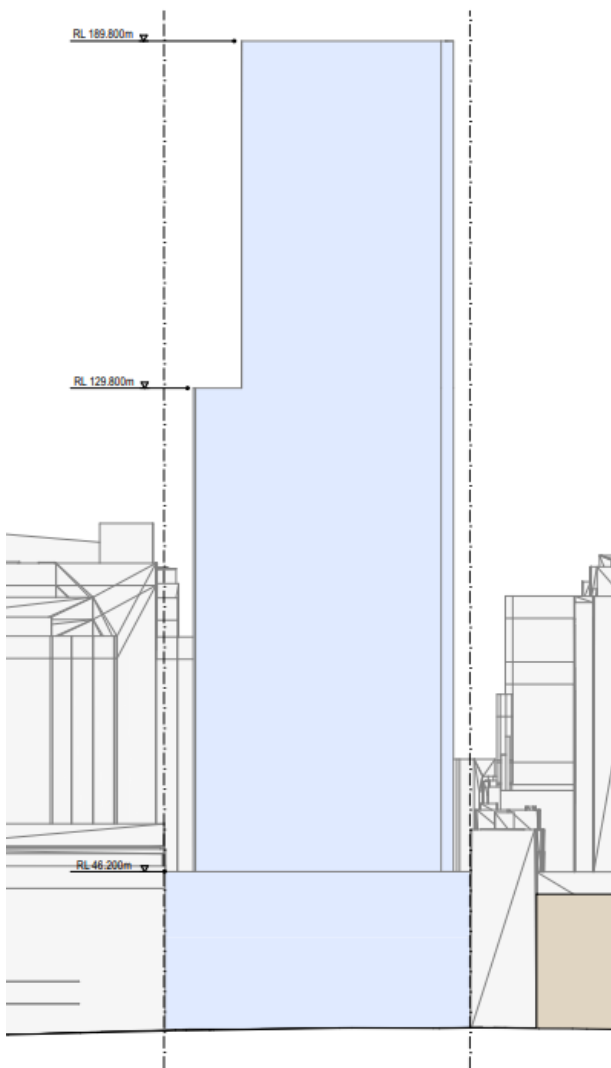
The site includes a building constructed in the 1970's comprising a 10 storey public car and a 14 storey commercial tower addition constructed above the existing 10 storey car park in 2014. The renewal of the site seeks to demolish both the 10 storey car park and 14 storey commercial office tower.

The Competition is intended to apply to the whole site as shown in **Figure 1** and is to be guided by the envelope as illustrated at **Figure 2** and **Figure 3**.

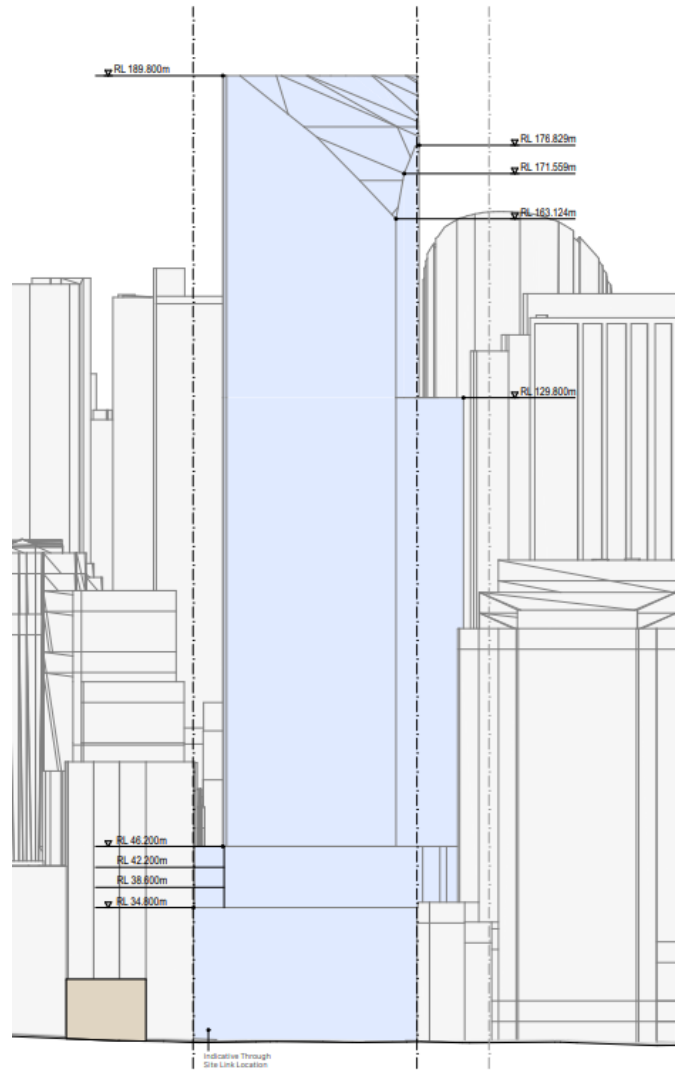


**Figure 1** Site Location and Extent of Competitive Design Process

Source: Nearmap, Ethos Urban



**Figure 2** Kent Street Elevation Indicative Envelope



**Figure 3** Sussex Street elevation Indicative Envelope

## 2.2 The type of competitive design process to be undertaken

The Proponent has elected to conduct a single invited architectural design competition for the project. The process is to be undertaken prior to the lodgement of a detailed Development Application (DA) for the redevelopment of the site as planned in the site-specific Planning Proposal.

The Invited Architectural Design Competition will be conducted primarily in accordance with the Policy and Competitive Design Model Brief however it will also draw on efficiencies supported within the City of Sydney Competition Protocols COVID 19, dated 5 May 2020. Endorsement of the Competition Brief is required by the City of Sydney prior to commencement of the Design Competition.

## 2.3 Selection of competitors

The proponent will undertake an Invited Design Competition with a minimum of six (6) invited competitors. The selection of the invited competitors will be determined by the proponent, undertaken in consultation with the City of Sydney, as follows:

- A Competitor may be a single person or firm, or a number of firms working in partnership, constituted of a principal/lead architect supported by an executive architect(s).
- A Competitors must demonstrate capabilities in design excellence by being the recipient of an Australian Institute of Architects (AIA) commendation or award in the past 5 years, or equivalent overseas professional association;
- Competitors must be a majority of local or national Australian firms, including at least one emerging architectural firm, or have all competitors be in partnership with an emerging architectural firm.

- Competitors must demonstrate that they meet a gender representation ratio of at least 40% non-male members in their design team.
- 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.
- Competitors with demonstrated experience on projects that have either received an environmental sustainability award or achieved high Green Star Design & As Built or NABERS Energy/Water ratings will be preferred.

## 2.4 Establishment of the competition Jury

The competition jury will comprise six (6) jury members. The jury will be appointed by the proponent and is comprised of:

- Three (3) members nominated by the City of Sydney, who have no pecuniary interests in the development proposal or involvement in approval processes; and
- Three (3) members nominated by the proponent.

Jury members are to:

- Represent the public interest;
- Be appropriate to the type of development proposed;
- Include only persons who have expertise and experience in the design and construction professions and related industries; and
- Include a majority of registered architects with urban design expertise.
- At least one juror is required to have sustainability expertise.

## 2.5 Competition brief

The competition brief (the brief) will be prepared by the proponent who will liaise with the City of Sydney for endorsement prior to commencement of the competitive process, as per clause 2.3 of the Policy.

In establishing the brief, the proponent will ensure that:

- All details regarding the conduct of the competitive process are contained within the brief;
- The brief and appended documents are reviewed and endorsed in writing by the City of Sydney prior to its distribution to competitors, competition jury and technical advisors; and
- The brief is to be generally in accordance with the Competitive Design Model Brief and the City of Sydney Competitive Design Policy and is to be approximately 30 pages (excluding competition procedures) with compliance schedules and appendices reduced where possible.

## 2.6 Proposed allocation of up to 10% additional floor space

The design competition will be pursuing up to 10% additional floor space under a site-specific clause resulting from the Planning Proposal.

The Planning Proposal and Draft DCP amendments support a tower envelope that can accommodate the maximum site specific permissible Floor Space Ratio (inclusive of the 10% additional floor space available under the proposed site specific clause).

## 2.7 Options for distributing floor space within the planning envelope

The distribution of the additional floor space is to be considered by the Competitors in the Design Competition and must be consistent with provisions contained in the Planning Proposal (including Draft Sydney DCP 2012 amendments) for the site.

## 3.0 Design Integrity

The architectural firm(s) of the winning scheme chosen through the Invited Architectural Design Competition, is to be appointed as the Design Architect for the project, and will perform this role until the completion of the project. The role of the Lead Design Architect will include at a minimum the following:

- Prepare a Development Application;
- Prepare the design drawings for a construction certificate;
- Prepare the design drawings for the contract documentation; and
- Maintain continuity during the construction phases through to the completion of the project.

The winning architect may work in association with other architectural practices but is to retain a leadership role over design decisions.