

ETHOS URBAN

Design Excellence Strategy

Westfield Parramatta Shopping Centre
Major Project MP10_0068 Modification 1

Submitted to the Department of Planning, Industry
and Environment

On behalf of Scentre Group

31 March 2021 | 2210186



CONTACT

Andrew Duggan	Director	aduggan@ethosurban.com	+61 2 9956 6962
---------------	----------	------------------------	-----------------

Reproduction of this document or any part thereof is not permitted without prior written permission of Ethos Urban Pty Ltd.

This document has been prepared by:

Chris Ferreira	31 March 2021	Andrew Duggan	31 March 2021
----------------	---------------	---------------	---------------

Reproduction of this document or any part thereof is not permitted without written permission of Ethos Urban Pty Ltd. Ethos Urban operates under a Quality Management System. This report has been prepared and reviewed in accordance with that system. If the report is not signed, it is a preliminary draft.

VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
01	31 March 2021	CFe	AD

Ethos Urban Pty Ltd
ABN 13 615 087 931.
www.ethosurban.com
173 Sussex Street, Sydney
NSW 2000 t 61 2 9956 6952

Contents

1.0	Overview	2
1.1	Overview	2
1.2	Objectives of the Design Excellence Strategy	2
2.0	Design Excellence Strategy	3
2.1	The location and extent of the competitive design process	3
2.2	The type of competitive design process to be undertaken	4
2.3	Selection of competitors	4
2.4	Establishment of the competition jury	5
2.5	Competition brief	6
2.6	Options for distributing floor space within the building envelope	6
3.0	Design integrity	7

Figures

Figure 1 Site location (subject site in dark grey, location of competition in light blue)	3
Figure 2 Extent of competitive design process in red outline (top) and blue (bottom)	4

1.0 Overview

1.1 Overview

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of Scentre Group (the proponent). It supports a Concept Plan Modification Application to Major Project MP_0068 for a building envelope to support a new commercial tower in the Parramatta CBD on land at the southeast corner of Argyle and Marsden Streets, above the existing retail podium of the Westfield Parramatta Shopping Centre. The building envelope will facilitate a new commercial building with a height up to approximately 210 metres (RL 220) and a gross floor area (GFA) of up to 105,000m².

This Design Excellence Strategy has been prepared having regard to the City of Parramatta's *Design Excellence Competition Template Brief* (February 2021), in particular Sections 4.1 and 4.2, and defines:

- The site parameters and extent of the competitive design process;
- The type of competitive design process to be undertaken (being an invited architectural design competition);
- The number of designers involved in the process; and
- Options for distributing floor space within the tower envelope to meet the needs of major corporate and government tenants in the contemporary office market.

The proponent has elected to carry out an **invited architectural design competition** with a **minimum of three (3) invited competitors**.

To ensure that the development of the site proceeds in a timely manner, it is envisaged that the competitive process will begin as soon as practical after determination of the Concept Plan Modification Application and the endorsement of the Design Competition Brief by the NSW Government Architect.

1.2 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, incorporating the principles of the City of Parramatta Design Excellence Brief Template (February 2021).
- Ensure that the competitive design process works within the framework of the 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 sustainability initiatives and ecologically sustainable development targets are defined and developed through the Design Competition, detailed design development and construction phases through to completion of the project.
- Ensure that design integrity is continued in the subsequent detailed development proposal through construction phase to completion of the project.

2.0 Design Excellence Strategy

2.1 The location and extent of the competitive design process

The proposed commercial tower is to be located above the Westfield Parramatta Shopping Centre, at the corner of Argyle and Marsden Streets. The site is legally described as Lot 2 DP 851525 which comprises an area of 61,080m². As illustrated in **Figure 1**, the existing site forms part of the Westfield Shopping Centre. The proposed development is confined to the main portion of the Westfield site, located west of Church Street, which contains the centre's car parking and most of the retail floor space and extends west from Church Street across two blocks to O'Connell Street. The proposed new tower is to be sited towards the north-western corner of the site at the corner of Marsden and Argyle Streets.

A single Invited Design Competition is proposed to be undertaken and is intended to apply to the area of the site highlighted in **Figure 1** for the proposed tower within the planning envelope set out in **Figure 2**, and to the podium directly below the office tower.

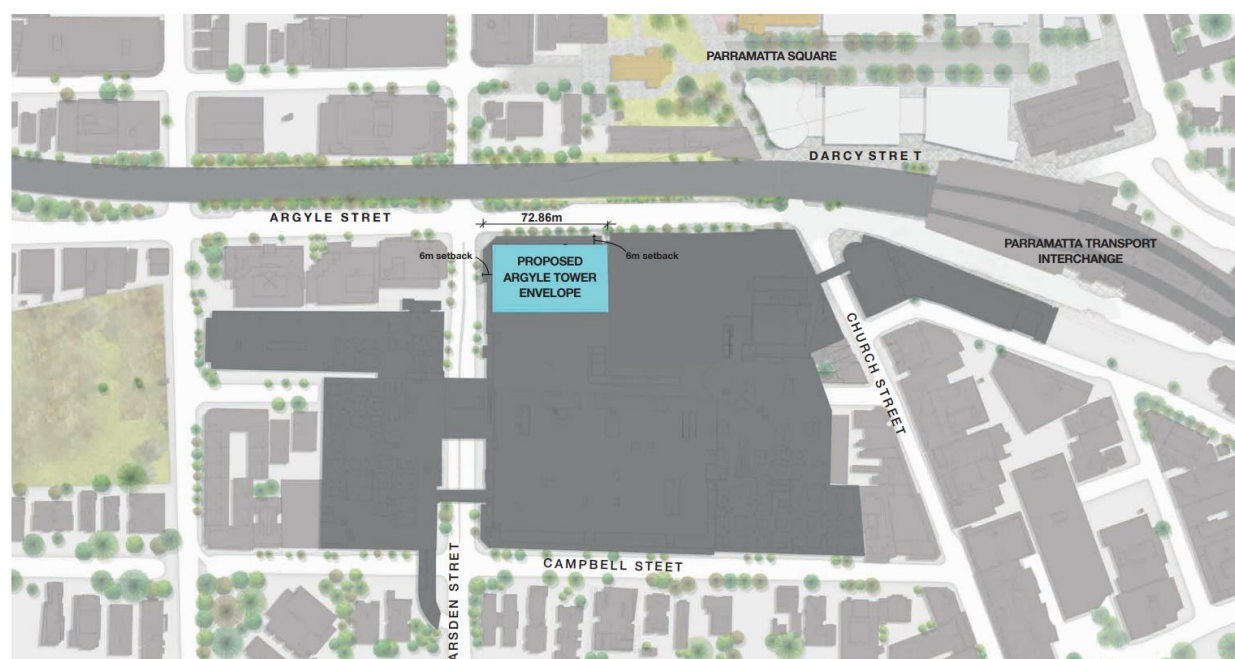


Figure 1 Site location (subject site in dark grey, location of competition in light blue)

Source: Woods Bagot

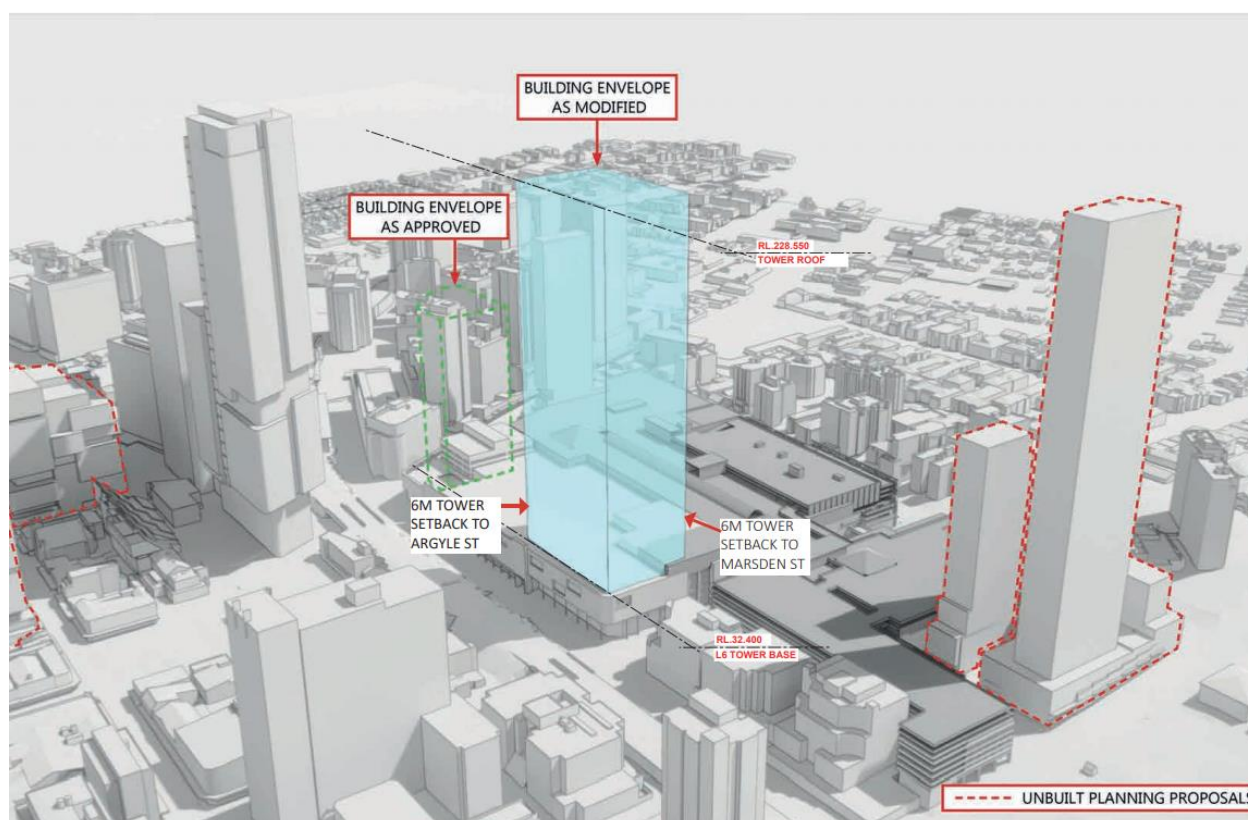


Figure 2 Extent of competitive design process for the tower in light blue

Source: Woods Bagot

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 as required by the City of Parramatta's *Design Excellence Competition Template Brief*. The process is to be undertaken prior to the lodgement of a detailed Development Application for the redevelopment of the site.

The Invited Architectural Design Competition will be conducted primarily in accordance with the City of Parramatta's *Design Excellence Competition Template Brief*. Endorsement of the Competition Brief is required by the NSW Government Architect following a review of the brief by the City of Parramatta, prior to commencement of the Design Competition.

2.3 Selection of competitors

The Proponent will undertake an Invited Design Competition with a **minimum of three (3) invited competitors**, consistent with the Policy. The selection of the invited competitors will be determined by the Proponent in consultation with the City of Parramatta, 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); and
- Each Competitor is required to be led by a registered architect with demonstrated relevant expertise in high quality architecture, urban design and landscape architecture.

2.4 Establishment of the competition jury

The Competition Jury will comprise a minimum of four (4) and a maximum of six (6) jury members. The Jury will be appointed by the Proponent and is comprised of:

- Half the members nominated by the City of Parramatta, who have no pecuniary interests in the development proposal or involvement in approval processes.
- Half the 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.
- Include two (2) registered architects with urban design and commercial office tower design experience.
- The Chairperson of the Jury will have expertise in architecture and urban design and be a recognised proponent of design excellence in NSW.
- The Jury's decision will be via a majority vote.
- The decision of the Jury will not fetter the discretion of the Consent Authority in its determination of any subsequent development application associated with the development site that is the subject of the competitive design process.
- The Jury is expected to reach a decision within 14 days and will submit a Jury report (referred to as the Architectural Design Competition Report) to the Proponent.

In the event a majority vote is not reached or for any situation outlined above, either the developer or the Consent Authority may request that the Jury reconvene and make a recommendation (within a timeframe to be determined by the proponent) as to what further competitive processes or requirements would be necessary to permit an alternative or revised design to satisfy the design excellence provisions.

2.5 Competition brief

The Competition Brief will be prepared on behalf of the Proponent who will liaise with the City of Parramatta in relation to its preparation, with final endorsement obtained from the NSW Government Architect prior to commencement of the Design Competition. In establishing the Competition Brief, the proponent will ensure that:

- All details regarding the conduct of the Design Competition are contained within the Competition Brief.
- The Competition Brief and appended documents are reviewed by the City of Parramatta and endorsed by the NSW Government Architect prior to its distribution to Competitors, Competition Jury and technical advisors.
- The Competition Brief is to be generally in accordance with the City of Parramatta's *Design Excellence Competition Template Brief* (February 2021).

The Competition Brief will ensure that the consent authority's design excellence requirements are balanced with the Proponent's objectives, the process will promote design excellence and architectural diversity, and that procedural fairness for Competitors is achieved.

The Competition Brief will set out specific timelines for each milestone for the Design Competition as nominated by the proponent, and will confirm the project budget and need for the competition entries to adhere to the prescribed budget, including a check-ins involving a quantity surveyor review at the 50% stage, 75% stage and upon completion of the competition.

2.6 Options for distributing floor space within the building envelope

The distribution of the floor space is to be considered by the Competitors in the Design Competition and must be consistent with provisions contained in the Concept Approval, including allowing for a 30% articulation zone within the approved envelope.

3.0 Design integrity

The designer of the winning scheme of the competitive design process, as determined by the Jury, will be appointed as Lead Design Architect for the subsequent Development Application and will perform this role until completion of the project. It is the Applicant's intention for the Lead Architect to work in association with other architectural practices including Scentre Group Design and Construction in the development of the proposal, notwithstanding, the Lead Architect will retain a leadership role over design decisions.

The role of the Lead Architect will include the following:

- Prepare Development Application documentation for the winning design, including all required information to lodge a DA;
- Represent the development (with respect to architecture only) in meetings with the community, authorities and stakeholders as required;
- Provide a lead role in ensuring design integrity is maintained;
- Maintain continuity during the construction phase, through to the completion of the project;
- Providing any documentation required by the Applicant and the Consent Authority verifying the design intent has been achieved at completion.