



BRADFIELD CITY CENTRE DESIGN EXCELLENCE STRATEGY

SEPTEMBER 2023



Western Parkland City
Authority

ACKNOWLEDGMENT OF COUNTRY

THE WESTERN PARKLAND CITY AUTHORITY ACKNOWLEDGES MORE THAN 60,000 YEARS OF CONTINUOUS ABORIGINAL CONNECTION TO THE LAND THAT MAKES UP NEW SOUTH WALES.

SINCE TIME IMMEMORIAL, ABORIGINAL PEOPLE HAVE MANAGED, CULTIVATED, AND CARED FOR THE LANDSCAPE WHERE SYDNEY WAS ESTABLISHED AND CONTINUES TO GROW. ABORIGINAL PEOPLE HOLD PROFOUND KNOWLEDGE, UNDERSTANDING, OBLIGATION AND CUSTODIANSHIP OF THE LANDSCAPE.

THE WESTERN PARKLAND CITY AUTHORITY ACKNOWLEDGES THE TRADITIONAL OWNERS OF THE LANDS THAT INCLUDE THE WESTERN PARKLAND CITY AND THE LIVING CULTURE OF THE TRADITIONAL CUSTODIANS OF THESE LANDS.

CONTENTS

INTRODUCTION	4
PURPOSE OF THE STRATEGY	4
PLANNING FRAMEWORK	5
BRADFIELD VISION AND VALUES	6
BRADFIELD MASTER PLAN	7
MASTER PLAN PRINCIPLES	8
DESIGN EXCELLENCE OBJECTIVES AND CONTROLS	12
DESIGN GUIDANCE	13
DESIGN EXCELLENCE DELIVERY STRATEGY	14
DESIGN COMPETITION LOCATIONS	15

INTRODUCTION

BACKGROUND

Since the Federal Government's announcement of the Western Sydney Airport in 2014, the Government's vision of the land surrounding the airport has been detailed in several plans, policies, and environmental planning instruments (EPIs).

The Western Sydney Aerotropolis Precinct Plan (Aerotropolis Precinct Plan) for the initial precincts was finalised in March 2022, followed by the Western Sydney Aerotropolis Development Control Plan – Phase 2 (Aerotropolis DCP) which was finalised in November 2022.

In parallel the Western Parkland City Authority and its design team have developed the Bradfield City Centre Master Plan which includes more detailed analysis, testing, objectives, controls and design guidance for the city centre.

Design excellence has been a priority throughout the development of the Aerotropolis Precinct Plan, the Aerotropolis DCP and the Bradfield Master Plan and is embedded into the planning framework that will guide the development of the city centre.

STATUTORY REQUIREMENTS

The Western Parkland City SEPP, Part 4.5 Design Excellence applies to the site and sets out the design excellence requirements for future development in the Aerotropolis.

The objectives of Part 4.5 are to:

- Ensure development in the Western Sydney Aerotropolis is consistent with the policy entitled Better Placed, published by the Government Architect NSW in May 2017, and
- Delivers the highest standard of architectural, urban and landscape design.

Clause 4.30 (2) of the Western Parkland City SEPP states that Part 4.5 of the SEPP does not apply to development on land to which a master plan applies if the consent authority is satisfied that the master plan adequately provides for assessment of the design quality of the development.

As part of the master plan application, this Design Excellence Strategy has been prepared and provides for the assessment of design quality for future development on the site.

PURPOSE OF THIS STRATEGY

The purpose of this Design Excellence Strategy is to outline how design excellence will be achieved at Bradfield.

It satisfies Clause 4.30 (2) as it sets out a site specific Design Excellence Strategy that provides for the assessment of design quality for future development on the site. Accordingly Part 4.5 of the Western Parkland City SEPP would not apply.

It does this by:

- Identifying the vision, values, principles and design controls for Bradfield City Centre as set out in the Master Plan;
- Identifying the objectives and controls for design excellence at Bradfield;
- Establishing a clear strategy and processes for achieving design excellence in buildings and the public domain;
- Communicating the planning, design and environmental objectives and controls against which the relevant consent authority will assess development applications;
- Promoting high-quality urban design outcomes.

PLANNING FRAMEWORK



BRADFIELD VISION AND VALUES

VISION: A CITY OF EXTRAORDINARY FUTURES

Bradfield City Centre is a 24/7 ecosystem of culture, creativity and innovation in a living landscape of inspiration and experience.

Here, ambition and opportunity come together in new ways to dream and deliver an extraordinary future for the people of Western Sydney and beyond.

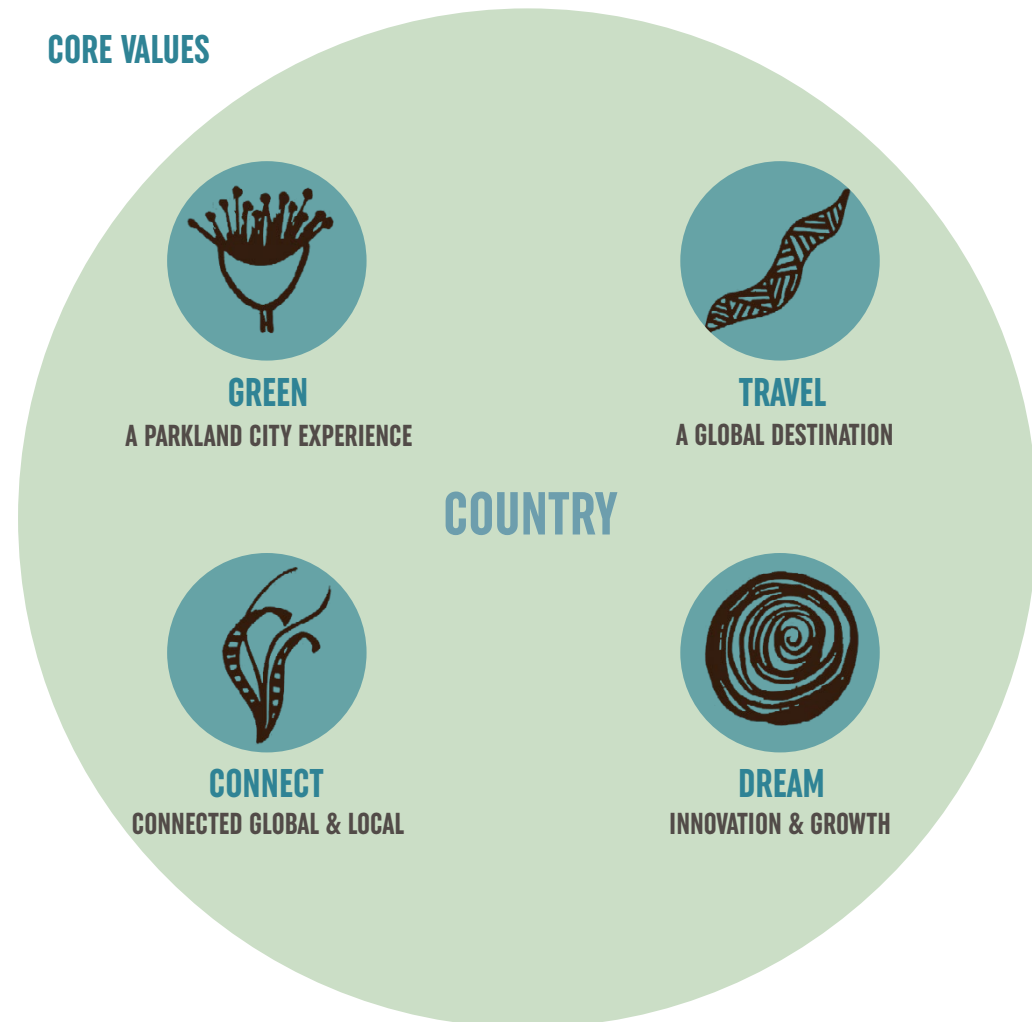
A future defined by our rich Indigenous culture and shared Australian identity; by proud storytelling, respected heritage and Connection to Country.

A future of bolder ideas and innovation fueled by free-flowing knowledge and collaboration.

A future of net zero footprints and smarter ways for people, the environment, and business to thrive together.

Underpinned by ideals of diversity and inclusivity, progress and reflection, prosperity and sustainability, Bradfield City Centre is a million futures waiting to be written.

CORE VALUES



BRADFIELD MASTER PLAN

- 1 Ridge Park
- 2 Advanced manufacturing precinct
- 3 Central Park
- 4 Transport Infrastructure Corridor
- 5 Metro/ Rail Stations (existing/ future)
- 6 City Walks
- 7 Green Loop
- 8 Moore Gully Swimming Pool
- 9 Major Events Space
- 10 Thompsons Creek Regional Parkland
- 11 Local Parks

The Master Plan does not propose permanent development in the existing 60m wide Special Purposes 2 (SP2) Infrastructure Zone corridor. A decision regarding future rail infrastructure in the corridor is the subject of review by Government.



MASTER PLAN PRINCIPLES: PUBLIC DOMAIN

DESIGN WITH COUNTRY

- Provide gathering spaces throughout Bradfield City Centre for meaningful connection and cultural learning;
- Opportunities for First Nations art;
- Design places that acknowledge Country and cultural practice;
- Learn and care for Country;
- Recognise and protect the value of culturally sensitive sites;
- Country as a meeting place and people as a part of Country;
- Inclusive and safe for women.

RE-IMAGINING AND ENHANCING WATER

- Connected ecosystems through blue-green infrastructure;
- Promote water interaction sensitively as an opportunity to learn about this limited resource through experience;
- Water as art, wayfinding and storytelling;
- Make water visible and interactive;
- Protect and maintain existing, and create new, detention basins and wetlands to protect dry Country;
- Revitalise and foster freshwater ecologies of Thompson Creek;
- Maintain the existing wetlands and Moore Gully;
- Integrate water sensitive urban design in public domain;
- Use the cooling properties of water to increase amenity and liveability.

A COOL, GREEN AND LIVABLE CITY

- Create a parkland city experience;
- Link ridge to creek and everything between through City Walks;
- Create an integrated experience through a pedestrianised Green Loop;
- Provide flexible green spaces and events and activation;
- Maintain connections to Sky Country in parks and large open public spaces;
- Promote social connection by curating a diverse ground plane mix;
- Design a playful city by including play elements in public spaces;
- Public domain and civic places are designed in accordance with CPTED principles.

AN INTERCONNECTED, INNOVATIVE AND SUSTAINABLE CITY

- Prioritise pedestrian and cycling, and minimise vehicular traffic by creating green links and shared streets through the city;
- A legible connected city by all modes, and all speeds of movement are designed through Country;
- Design public domain spaces that promote collaboration and build networks;
- Integrate smart city technology and responsive smart furniture for safety, equity and connectivity;
- Create a 24/7 city which supports economy and social life;
- Support food production, vertical farming and rooftop gardens;
- Ridge to creek connection.

MASTER PLAN PRINCIPLES: BUILT FORM

URBAN, GREEN AND BLUE

Integrate green and blue within built form to extend the landscape into urban form and make landscape visible

HUMAN SCALED

Create human-scaled spaces and interfaces throughout the city

HEALTHY FOR ALL

Create a healthy environment for people and the natural ecology

START WITH COUNTRY FIRST

Adaptive and flexible forms that responds to the location, climate and environment. Designed for a global city but balances local needs and traditions.

PERMEABLE AND POROUS

Prioritising pedestrian connections for an attractive, safe, active, highly walkable and permeable pedestrian network

CONNECTED

Protect and respond to key views and vistas to reinforce the connection to country

VIBRANT AND DIVERSE

Building interfaces that promote social interaction to provide the life, activation and intensity critical to a high amenity and liveable city

ALWAYS ACTIVE

A fine grained pedestrian scaled ground plane that enriches the public domain by providing a visually interesting street level experience

IDENTIFIABLE

Variety and a mix of scale, architectural design and character in the built form for a diverse and enriching urban environment.

INNOVATIVE, FLEXIBLE, ADAPTABLE

Design for resilience and longevity to anticipate future change through flexible/adaptable spaces that can accommodate active uses into the future, requiring minimal internal redesign and structural change

COLLABORATIVE AND ENGAGED

Hybrid uses in dense urban forms that accommodate diverse and complementary uses

SUSTAINABLE

Provide a world-leading response to the challenges of climate change through the living building challenge and green star communities 6 stars target

MASTER PLAN PRINCIPLES: MOVEMENT

PRIORITISE WALKING AND CYCLING

- Design the city spaces and connections firstly for pedestrians, wheelchairs and prams, followed by cyclists and micro mobility. This includes considerations for the safety, convenience and quality of paths, traffic calming, speed limits, crossings, intersections, path interruptions, shade, landscape, building frontages and amenity;
- The second priority is users of trains and buses - convenience, safety and quality of access to and from transit;
- The third priority is commercial/ service vehicles to ensure that businesses and residents are serviced efficiently;
- The next in priority is taxis and car share;
- The last priority for transport planning is private cars, which are the least efficient and most impactful on the place quality. This includes strategies to reduce through-traffic in the city centre and reduce parking.

A LEGIBLE, PERMEABLE STREET NETWORK

- Design the layout of streets to create a legible and permeable movement network for the modal priority listed in Principle 1;
- Use view corridors and direct connections between key destinations to improve legibility and convenience of movement;
- Use landmarks such as key public spaces and landmark buildings to frame or terminate connections to create a legible network;
- Use open air pedestrian/cycle-only connections throughout the city to maximise permeability for active transport.

STREET AS PLACES

- Consider all streets within the city centre as public spaces with high place value;
- Consider all movement and place elements of the street together, not independently. This includes the traffic and bus lanes, parking, medians, tree and landscape zones, shade and permeability, deep soil zones, footpaths, bikeways, furniture zones, outdoor dining, paving, lighting, intersections, weather protection, ground floor frontages, setbacks, street wall, signage and public art;
- Utilise appropriate street typologies to respond to the movement and place functions and character areas of the city, from larger transit boulevards, to collectors, local shared zones, pedestrian lanes and green links.

TRANSPORT INTERCHANGES AS PLACES

- Interchange between public transport modes and to/from destinations to be safe, convenient, equitable and intuitive;
- Interchange precincts to be welcoming, human scale, designed with high quality and ample public space and highly legible;
- Interchange precincts to be seamlessly integrated into the city fabric - the streets, public spaces and buildings - and are to service the city, not dominate it. In this regard the design should prioritise the broader city place outcomes and balance transport place requirements.



Artists impression of Bradfield City Centre, subject to detailed design. The Master Plan does not propose permanent development in the existing 60m wide Special Purposes 2 (SP2) Infrastructure Zone corridor. A decision regarding future rail infrastructure in the corridor is the subject of review by Government.

DESIGN EXCELLENCE OBJECTIVES AND CONTROLS

THE MASTER PLAN SETS OUT SPECIFIC OBJECTIVES AND CONTROLS TO GUIDE THE DELIVERY OF DESIGN EXCELLENCE IN BRADFIELD CITY CENTRE.

Objectives

- Ensure a range of building heights, types and architectural styles to create architectural diversity and visual interest, whilst also achieving a cohesive character in the precinct.
- Achieve variety in architectural design and character across blocks to enrich and enliven the public realm.
- Ensure the use of high quality façade design and finishes throughout the precinct, with particular attention to tall buildings and buildings located on corners or fronting parks.
- Ensure equally excellent design of each building, irrespective of building tenure.
- Ensure an integrated approach to landscape and building design to achieve a diversity of spaces and experiences.
- Ensure excellent outcomes with regard to solar access, comfort and protection from wind, tree retention, noise and internal acoustic amenity.

Controls

- An Architectural Design Competition is to be undertaken for future development specified in Table 1 on page 14 of this Design Excellence Strategy.
- To achieve architectural diversity within a street block, an architectural practice which is selected the winner of a competitive design process may not be invited to participate in any other competitive design process on that same street block.
- Buildings that are located adjacent to or on the opposite side of the street from one another are not to be of the same or similar design.
- Large development sites which have multiple buildings or building cores are to be designed to provide individual

character so that each building is defined by its separate core and is recognisably different from the street (including variations in materials and different architectural design for elements such as building entrances, balconies and balustrades, planters, pergolas, boundary walls and fences).

- Notwithstanding the provisions above, building design is to give regard to any patterns of scale, rhythm, materiality and fenestration which emerge as the precinct redevelops to ensure a coherent sense of place within Bradfield City Centre.
- Landscape design is to be undertaken concurrently with building design and a preliminary landscaping strategy is to be submitted as part of each competitive process.
- Architectural design competitions are to be carried out in accordance with the Draft Government Architect's Design Excellence Competition Guidelines, 2018 or an alternative format endorsed by the NSW Government Architect.

DESIGN GUIDANCE

THE MASTER PLAN ALSO PROVIDES CONTROLS AND GUIDANCE FOR DEVELOPMENT WITHIN BRADFIELD CITY CENTRE TO ASSIST IN ACHIEVING DESIGN EXCELLENCE.

Topics addressed in the master plan include:

- Designing with Country
- Land use and character areas
- Street setbacks and street wall height
- Built form interface with public domain
- Activation of the streetscape
- Height of buildings
- Solar access to open space
- Building footprints
- Floorspace distribution
- Greenery
- Sustainability & circular economy
- Building innovation
- Building materiality
- Public art
- Social and cultural infrastructure
- Public open space types and concepts
- Water sensitive urban design
- Tree canopy cover and perviousness
- Street types and design
- Parking and access

Development will also need to consider:

- Bradfield City Centre Recognise Country Strategy;
- Aerotropolis Development Control Plan;
- Aviation safeguarding guidelines;
- Developments in close proximity to the Transport Infrastructure Corridor and the Sydney Metro Western Sydney Airport rail corridor to consider rail requirements, corridor protection guidelines and consultation with TfNSW and Sydney Metro;
- Any other relevant strategy, plan or guideline.

DESIGN EXCELLENCE DELIVERY STRATEGY

Design Excellence at Bradfield is to be delivered as outlined in the table below.

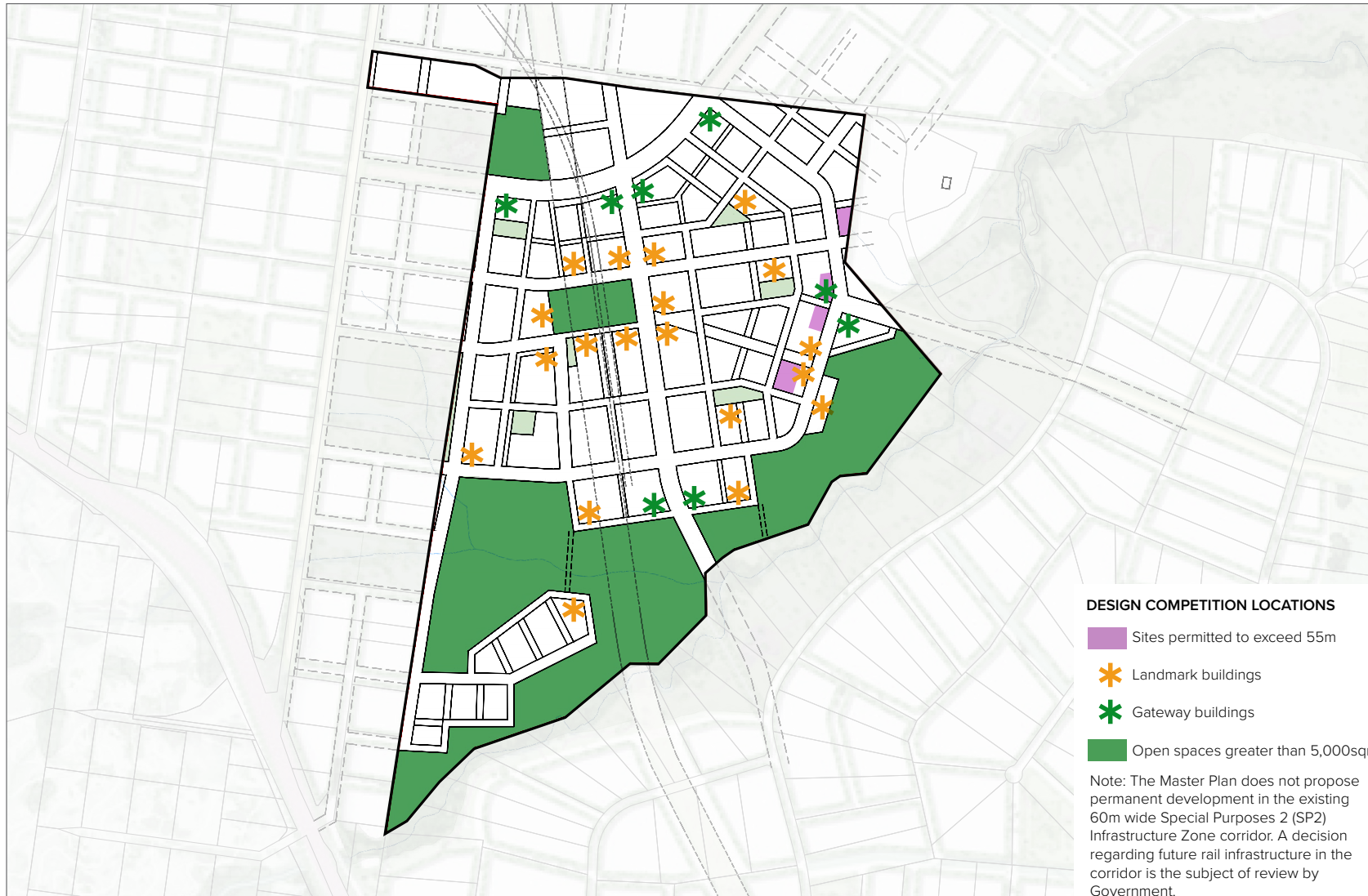
Table 1. Design Excellence Approach

DEVELOPMENT APPLICATION CATEGORY	DESIGN EXCELLENCE APPROACH
<p>Development Applications with buildings over 55 metres.</p> <p>Open spaces greater than 5,000sqm as defined on the Design Competition Locations Map.</p> <p>Landmark buildings as defined on the Design Competition Locations Map.</p> <p>Gateway buildings as defined on the Design Competition Locations Map over \$100 million capital investment value.</p> <p>Public buildings (eg. community and cultural facilities).</p> <p>Where a design competition is chosen by the applicant.</p>	<p>Architectural Design Competition in accordance with the Draft Government Architect's Design Excellence Competition Guidelines, 2018.</p>
<p>Development not exceeding 55 metres and over \$30 million in capital investment value.</p> <p>Gateway buildings as defined on the Design Competition Locations Map between \$30 - \$100 million capital investment value.</p>	<p>Consideration by State Design Review Panel</p>
<p>Development Applications below 55 metres and having:</p> <ul style="list-style-type: none"> a capital investment value \$30 million or less a site area of at least 10,000sqm a height of 3 or more storeys above ground level. 	<p>Consideration by Design Review Panel</p>

Landmark buildings: Buildings in important civic locations that have a significant role in shaping the identity of the area. The location of the building envelope can be flexible provided that the design of the building appropriately defines this highly visible site. The optimal building envelope is to be explored through the design excellence process.

Gateways buildings: Buildings situated in highly visible and prominent locations that mark key arrival points to the city. As part of the design excellence process additional height may be justified (subject to compliance with PANS OPS and being cognisant of impacts on solar access to public spaces). The location of the building envelope can be flexible provided that the design of the building appropriately defines this highly visible site. The optimal building envelope is to be explored through the design excellence process.

DESIGN COMPETITION LOCATIONS





Western Parkland City
Authority