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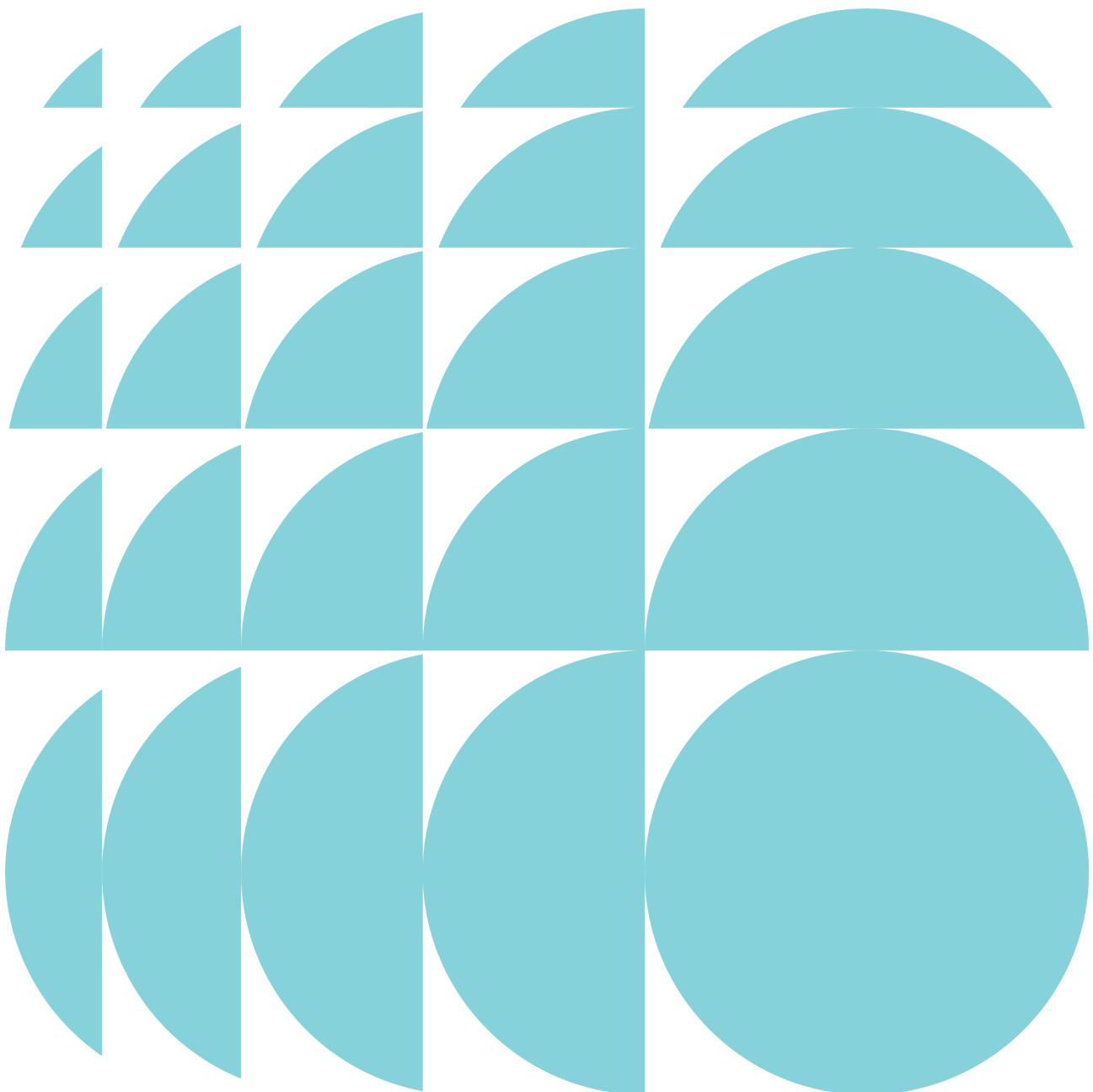
Design Excellence Strategy The Star Key Site Master Plan

20-80 Pymont Street & 37-69 Union Street,
Pymont

Submitted to the Department of Planning, Industry
and Environment

On behalf of The Star Entertainment Group

13 September 2021 | 2200827



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1.0 Introduction

This Design Excellence Strategy has been prepared by Ethos Urban on behalf of The Star Entertainment Group (The Star) to support the future development on 20-80 Pyrmont Street and 37-69 Union Street, Pyrmont.

This strategy has been prepared in accordance with *Sydney Local Environmental Plan 2012* (SLEP 2012), 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), and defines:

- The location and extent of each 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(es);
- Options for distributing any additional height which may be granted by the consent authority for demonstrating design excellence through a competitive design process;
- How architectural design excellence is to be achieved across large sites; and
- Target benchmarks for ecologically sustainable development.

Importantly, the Design Excellence Strategy and accompanying Design Guide is to supplement the provisions of the Sydney Local Environmental Plan 2012 (SLEP 2012) by providing more detailed provisions to guide development on land at the Star sites.

Development applications (DA) for new development will be assessed on their individual merit having regard to the SLEP 2012, the Design Guide and this Design Excellence Strategy, other matters listed in Section 4.15 of the Act, and any other adopted relevant policies that relate to development within the Site.

It is to be noted this Design Excellence Strategy only applies to the development of the northern and southern towers as identified in the Master Plan.

1.1 State Design Review Panel

To inform the Master Plan and ensure the future attainment of design excellence, The Star have participated in the State Design Review Panel process – with two separate panel attendances.

The panel members selected for the project were:

- Rod Simpson (SDRP#1 only),
- Digby Hall,
- Sophie Dyring,
- Penny Collins,
- Graham Jahn (City of Sydney nominee), and
- Abby Galvin (Chair, SDRP).

A nominated Community Representative was also in attendance.

The Star Key Site Master Plan concept was presented to the Panel on 4 June 2021 and 12 August 2021. The panel provided valuable feedback which has been considered and will inform the preparation of the Competitive Design Process Brief.

2.0 Design Excellence Strategy

2.1 The Site

The site is located at 20-80 Pyrmont Street, Sydney and 37-69 Union Street within the Pyrmont Peninsula and the City of Sydney Local Government Area.

The Pyrmont Street site's area (excluding Lot 1 in DP867854 and Lot 201 in DP867855 to the north) is 39,206m². It is bounded by Pirrama Road to the north-east, Jones Bay Road, to the north-west, Pyrmont Road to the south-west, Union Street to the south and Edward Street to the south-east. The site is one of the largest consolidated landholdings within the Western Harbour Precinct and the Pyrmont Peninsula. The locational context of the site is shown at **Figure 1**.

The Union Street site is located at 37-69 Union Street, Pyrmont (also shown at **Figure 1**). The Union Street site is bound by Union Street to the north, Edward Street to the east and Pyrmont Bridge Road to the south-east. It has an area of 2,573m² and is currently leased to separate tenants, comprising a mix of retail and commercial uses.

The site comprises of seven (7) lots. Each lot and its current use are provided in **Table 1**.

Table 1 The Site's Legal Description

Details	Uses
The Star Sydney site	
Lot 211 in DP 870336	The Light Rail Corridor
Lot 500 in DP 1161507	The Star site
Lot 301 in DP 873212	Astral Hotel
Lot 302 in DP 873212	Astral Residences divided into strata (StrataPlan – SP 56913)
Union Street site	
Lot 1 in DP 620352	Retail/Commercial



 Site Boundaries

Figure 1 Site Aerial
Source: Nearmap/Ethos Urban

2.2 Type of Competitive Process

The proponent has elected to conduct an **invited architectural design competition** for the project. The process is to be undertaken prior to the lodgement of any subsequent development application, in accordance with clause 1.1(2) of the policy.

2.3 Selection of Competitors

The proponent will appoint a **minimum of five (5) competitors**. The proponent has elected to undertake an Expressions of Interest process to select eligible architectural firms. The selection of competitors will be determined by the proponent, undertaken in consultation with the City of Sydney (City).

The eligibility criteria are as follows:

- Each Competitor will either be a person, corporation or firm registered as an architect in accordance with the *NSW Architects Act 2003* or equivalent in the case of interstate competitors.
- A Competitor shall have demonstrated experience in the design and delivery of major projects.

2.4 Establishment of the Competition Jury

The jury is to comprise a maximum of six (6) members. Half the jury will be nominated by the proponent and half nominated by the City of Sydney. 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 industry; and
- include a majority of registered architects with urban design expertise.

The jury will be appointed by the proponent in consultation with the City of Sydney. One of the jurors will act as the chairperson. The chairperson of the jury will have expertise in architectural design and be a recognised advocate of design excellence.

2.5 Competition Design Process 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 and no other document;
- The brief and appended documents are reviewed and endorsed in writing by the City prior to commencement of any associated competitive process and its distribution to competitors; and
- The brief is to be generally in accordance with the Competitive Design Model Brief and the Policy.

2.6 No Allocation of Additional Floor Space or Building Height

No additional building height is to be pursued under Clause 6.21(7)(a) of the SLEP 2012, and no additional floor space is to be pursued under Clause 6.21 (7)(b)(i) of the SLEP 2012.

2.7 Sustainable design targets

The competition process is to address the following minimum ecologically sustainable development (ESD) standards:

- Embed optimum energy efficiency into building design according to use and typology, in accordance with the performance standards set out in City of Sydney's Planning for net zero energy buildings report;
- Target a minimum 5 Star Green Star Buildings rating (or equivalent Green Star tool in effect at time of registration);
- Apply the principles of biophilia in design and consider the AdaptNSW Green Cover guidance;
- Consider Urban Green Cover in NSW Technical Guidelines (OEH, 2015), Greener Places (GANSW), and the draft Greener Places Design Guide (GANSW); and
- Consider the application of Circular Economy Principles in design.

ESD targets and sustainability initiatives will be carried through the competition phase, design development, construction, and through to completion of the project to deliver an exemplar of environmentally sustainable development.

3.0 Design integrity

The Architectural firm of the winning scheme, as selected by the Selection Panel, will be appointed by the Proponent as the Design Architect for the project and will perform this role until the completion of the project.

The role of the Design Architect will include at a minimum the following:

- Prepare a Development Application for the preferred design;
- Prepare the design drawings for a construction certificate for the preferred design;
- 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.

4.0 No Need for Site-Specific DCP under SLEP 2012

The purpose of this Design Excellence Strategy and accompanying Design Guide is to supplement the provisions of the Sydney Local Environmental Plan 2012 (SLEP 2012) by providing more detailed provisions to guide development on land at the Star's site at Pyrmont Street and Union Street. As such, the preparation of a Development Control Plan under cl7.20 of the Sydney LEP 2012 will not apply.

Development applications (DAs) for new development will be assessed on their individual merit having regard to the SLEP 2012, the Design Guide and this Design Excellence Strategy, other matters listed in Section 4.15 of the Act, and any other adopted relevant policies that relate to development within the Site.