

**URBIS**

# **ARCHITECTURAL DESIGN COMPETITIONS**

**PROPOSED FOR  
BLACKTOWN &  
WILLOUGHBY**





**The practice of design competitions in both public and private development projects to engage architectural design services has increased in recent years. Design competitions offer a way of generating ideas from a range of different perspectives and assist in finding the best design solution for a site.**

These competitions are mandated by planning instruments in parts of Sydney where the scale of development warrants consideration of design alternatives before the selection of an architectural concept and a development approval process.

Willoughby City Council and Blacktown City Council are the latest local Councils in New South Wales seeking to incentivise development to promote the use of architectural design competitions to improve design quality.

Willoughby City Council recently exhibited the Willoughby Design Excellence Policy and Draft Design Excellence Guidelines outlining the processes to achieve design excellence for private developments in Chatswood CBD. The introduction of design excellence processes were included as one of the recommendations of the Chatswood CBD Planning and Urban Design Strategy to 2036.

Blacktown City Council has prepared a Planning Proposal to rezone land in the Blacktown and Mount Druitt CBDs, increase building heights, remove floor space ratio controls and introduce incentive building heights for certain Key and Gateway sites where additional building height can be considered if design excellence is achieved through an architectural design competition.

As city shapers, we support the introduction of planning measures to improve the architectural and urban design quality and amenity of private sector developments. That said, the introduction of competitive design processes prompts a careful consideration of the implications for development so as not to inadvertently discourage investment to renew and revitalise these important centres.

Urbis have reviewed these documents and provided the Councils with our comments and recommendations based on our experience in a range of design excellence processes, including competitions and design review panels. Overall, we promoted a more pragmatic approach to bring landowners and developers along with Council and garner industry support towards achieving the aim of design excellence.



# WILLOUGHBY CITY COUNCIL DESIGN EXCELLENCE POLICY & DRAFT DESIGN EXCELLENCE GUIDELINES

Willoughby City Council have prepared a Draft Design Excellence Policy (the Policy) and Draft Design Excellence Guidelines (the Guidelines) in association with the *Chatswood CBD Planning and Urban Design Strategy to 2036* and future amendments to the Willoughby Local Environmental Plan 2011. The Chatswood CBD is identified as a Strategic Centre in the North District Plan.

Council propose to introduce design excellence requirements for all developments in Chatswood CBD exceeding the base Floor Space Ratio (FSR), based on the following processes:

- a. A Design Excellence Review Panel for developments up to 35m in height; and
- b. Design Excellence Competitions for developments over 35m in height.



Figure 1 – Chatswood CBD



## **STATUTORY MECHANISM TO MANDATE DESIGN EXCELLENCE**

Both the Policy and the Guidelines refer to statutory requirements for design excellence. However, neither document gives any indication as to what this mechanism may be, nor do the documents provide any proposed draft wording for a design excellence clause within the Willoughby Local Environmental Plan (LEP).

We recommended that the Policy and Guidelines provide details of the wording of the proposed statutory mechanism to mandate design excellence. The wording should clearly articulate the objective of the clause including, when the requirement for the design excellence process would take place (e.g. prior to lodgement of a development application) and, what is it that constitutes design excellence in terms of the considerations that a proponent must satisfy. For example, Clause 6.21(4) of the Sydney LEP 2012, Clause 7.10(4) of the Parramatta LEP 2011.

The absence of any such a provision means that a specific design excellence provision would be required for each site-specific planning proposal that proposes to exceed the base Floor Space Ratio (FSR), which we consider to be inefficient.

## **DESIGN EXCELLENCE PROCESS PRIOR TO AMENDMENT OF LEP**

The recent endorsement of the CBD Strategy means that it now is a relevant matter for consideration for planning proposals within the B3 Commercial Core zone in Chatswood.

This means that proposals are likely to be advanced in accordance with the CBD Strategy with no statutory mechanism in place within the LEP to enforce design excellence. In this regard, the Guidelines should also include intended wording for a Design Excellence clause within the Willoughby LEP to be included in future planning proposals.

## **DRAFT GUIDELINES FOR DESIGN EXCELLENCE COMPETITIONS**

We provided Council with the following comments on the draft Guidelines for Design Excellence Competitions:

- The Guidelines should reiterate that they apply to the Chatswood CBD only;
- The Guidelines should clearly state the trigger for a Design Excellence Competition is where a building exceeds the base FSR and greater than 35m in height;
- We supported the independent role of the NSW Government Architect in endorsing the competition strategy, brief, entrants and jury including jury chair. However, it is important that the Government Architect's role remains independent and not unduly influenced by either Council or the Proponent.
- We recommend that the competition guidelines set clear and realistic timeframes to each stage of the competition to ensure that process is undertaken in an efficient and timely manner.
- We support the balance of the Jury selection which includes equal representation between Council and the Proponent.
- We support the requirement for a competition advisor to manage the design excellence competition, it is important that this role be independent and impartial in the process.
- We question the practicality, efficiency and costs of the design integrity phase which requires review of the design by a design integrity panel, which includes members of the panel jury at various stages including pre-lodgement, during the DA process, before issue of construction certificate and before issue of occupation certificate.

## **DRAFT GUIDELINES FOR DESIGN REVIEW PANELS**

We provided Council with the following comments on the draft Guidelines for Design Review Panels:

- The Guidelines should reiterate that they apply to the Chatswood CBD only, we note that this is only outlined in the accompanying Policy Document and Appendix 2 of the Guidelines.
- In the absence of a relevant statutory mechanism the Guidelines should clearly state the trigger for a Design Excellence Review i.e. developments which exceed the base FSR and are less than 35m in height.
- The Guidelines should be clear that the Design Excellence Review is undertaken in the 'pre-DA lodgement phase' of an application.
- We do not support the requirement for the proponent's design team requiring endorsement by Council and the NSW Government Architect. The Guidelines provide no criteria around why a certain design team may or may not be endorsed.
- We do not support the preparation of a design excellence review brief prepared by the proponent and endorsed by Council and the NSW Government Architect for a design excellence review panel. This step is unreasonable and adds significant additional complexity to the pre-DA lodgement design excellence process. A set of plans, design report and summary SEE should be enough in identifying the key opportunities and constraints of a site.
- The Guidelines should be clear on its target benchmarks for ESD. This requirement is vague given that the CBD Strategy clearly states that 'achievement of design excellence will include achievement of higher building sustainability standards.'
- Step 3 of the Design Excellence Review Guidelines are not clear on whether the proponent's design team is present in the design excellence review. In our experience these panels work best in a conference style where the panel and the proponent can discuss the design face to face.
- We recommended that the Guidelines set clear and realistic timeframes to each stage of the competition to ensure the process is undertaken in an efficient and timely manner. This includes timeframes for the various endorsements required by the NSW Government Architect.



# BLACKTOWN CITY COUNCIL DRAFT GUIDELINES FOR ARCHITECTURAL DESIGN COMPETITIONS



## PRELIMINARY

Blacktown City Council have prepared a Draft Guideline for Architectural Design Competitions (the Guideline) that accompanies a Planning Proposal for Blacktown and Mount Druitt CBDs. The Planning Proposal will rezone land in the Blacktown and Mount Druitt CBDs, increase building heights, remove floor space ratio controls and introduce incentive building heights for certain Key sites and Gateway sites where additional building height can be considered if design excellence is achieved through an architectural design competition.

Key Sites and Gateway Sites are shown in the maps at Figures 1 and 2, where an additional 20 metres will apply in Blacktown CBD and an additional 16 metres in Mount Druitt CBD for achieving design excellence.

The original Planning Proposal for Blacktown and Mount Druitt CBDs is delayed due to an outstanding issue with traffic modelling for the Blacktown CBD. Council are now pursuing the Mount Druitt component in a new Planning Proposal.



## SELECTION OF ARCHITECTS

Council propose to include the following criteria for the invited design competitions:

1. The proponent submits EOI's from 5 firms to BCC for the City Architect to select a minimum of 3 firms that will participate in the competition; and
2. The submissions are to be prepared by bona fide independent architects or firms that can demonstrate experience in the design of high-quality buildings.

We raised concerns with the Council proposal for the City Architect to select the competitors in the design competition. In our opinion the Council proposal takes control of the selection of an architectural firm away from the proponent. A preferred approach, which is undertaken in other localities is for the proponent to select the competitors and present this to Council for endorsement.



## SUBMISSION REQUIREMENTS

Council proposes that each submission, whether in open or invited competition, will document:

- The contextual analysis and rationale for the design;
- Compliance with the competition brief and the statutory planning requirements;
- How the design is an economically feasible development option; and
- The way design excellence is achieved.

Urbis supports the consideration of how the proposed architectural schemes are economically feasible development options, however we recommended that further details be provided in the guidelines, on who is responsible for this. Architects often may not have the resources to provide this feasibility advice inhouse, and therefore the Council proposal could be seen as an onerous requirement.

We recommended the brief to include a development budget and preferred yield and land use and apartment mix, and for the Proponent to supply a qualified Quantity Surveyor (QS) to evaluate the costs of the architectural scheme against the development budget and Brief.

We advised Council that the QS should be available to competitors during the competition to clarify aspects of the brief related to feasibility. We also support architectural firms having access to the Proponent during the competition process in order to clarify clarifications on the brief.



## ENDORSEMENT OF COMPETITION BRIEF

The Draft Guideline requires Proponents to supply competitors with the competition brief, which has been previously endorsed by Blacktown City Council. It is proposed that Council assess the brief and may require the brief to be amended prior to its endorsement and issue to the competitors. If the brief is not endorsed, Blacktown City Council must give its reasons to the proponent within 14 days of the lodgement of the brief.

We support the requirement for the Council to provide comments within 14 days of the lodgement of the brief. In some jurisdictions, briefs have taken up to 4-5 months to be endorsed by the planning authority, with multiple iterations and reviews. Elongating this process can undermine the objectives of the Council in establishing sustainable design excellence processes.

Urbis recommended Council include a requirement for the Council to provide all comments in the brief within 14 days, to prevent situations where new comments are introduced following the initial review. When the Council accepts the brief, the competition can then commence in earnest.



## THE COMPETITION JURY

When deciding the make up of the Jury it is important to have a balance of Council and proponent representation. The draft guideline proposed the make up of the Jury to have at least one member nominee of each of the following:

- The proponent; and
- Blacktown City Council; and
- Independent Juror (BCC should select this person from the BCC design and development services panel)

The draft Guideline suggests that: "there will be equal proportionate representation from the proponent and Blacktown City Council".

Competitive design processes come under scrutiny when the Proponent is unable to meaningfully participate in the process. Successful design competitions occur when there is mutual support for progressing with the selected architect.

The selection of a Juror from a pre-qualified panel of the Council is not considered to be sufficiently independent. A preferred approach as previously recommended, is for the independent Juror to chair the Jury and that person should be nominated by the proponent and endorsed by Council. From our experience the mutual agreement of the independent juror is considered a fair approach.



## COMPETITION MANAGEMENT

The draft Guideline proposes that Council convene the competition Jury, including the provision of administrative and secretarial services for the recording of the jury proceedings and preparation of the Design Competition Report. From our experience it is preferred that a competition registrar/coordinator be appointed to convene the competition process. This role is responsible for managing the competition process and be independent and impartial in the process.



Figure 2 – Blacktown CBD Proposed Incentive Height of Buildings Map, AA3 = 100 metres maximum height of buildings

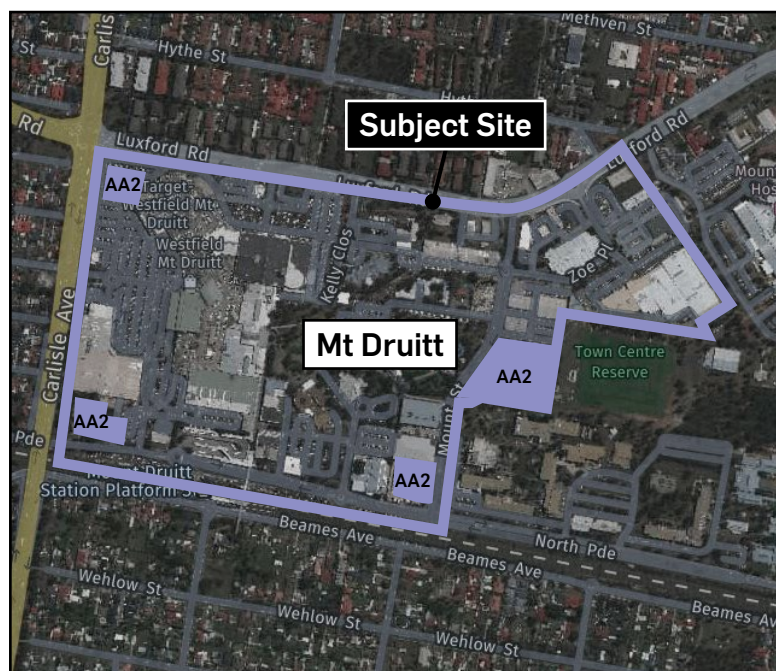


Figure 3 – Mount Druitt CBD Proposed Incentive Height of Buildings Map, AA2 = 80 metres maximum height of buildings





# ARCHITECTURAL DESIGN COMPETITIONS IN THE NSW PLANNING SYSTEM

In parts of the Sydney, design competitions have been introduced where the scale of development requires consideration of design alternatives before the selection of an architectural concept and development approval.

Competitive design processes, as a design control tool, have the potential to offer the following benefits, where they are administered successfully:

- Help to raise the profile and marketability of a project;
- Drive creativity and innovation;
- Uncover emerging architectural design talent;
- Expand the opportunity of both planning officers and designers to explore alternatives to strict compliance with planning controls to allow for new or unexpected solutions;
- Enable consideration of multiple options that provides insurance against mediocrity and sameness;
- Harness a range of expertise, from setting of a brief through to the selection of a Jury with focused attention on getting the right design solution for key sites;
- Enable detailed early engagement with the planning authority;
- Make available additional height and floor space; and
- Enable flexibility and co-operation between the planning authority and the proponent.

The table opposite provides a list of the locations and types of development where architectural design competitions are required as a part of the planning process. The incentives and statutory triggers are included for comparison to those proposed for Willoughby, Blacktown and Mt Druitt.

Incentives are generally available to access additional height and floor space. In some instances, such as the City of Sydney only additional height or FSR is permitted to be utilised, which can make competitive processes less flexible in how to utilise the incentive. The Blacktown City Council proposal for 20 per cent additional height, and the removal of FSR standards appears to offer the greatest incentive available and allows flexibility in using the incentive, when compared to other locations where similar design excellence processes occur.

Figure 3 – 1 Parramatta Square, Parramatta; Architect: Architectus; Photography: Brett Boardman



Table 1 – Comparison of architectural design competition incentives and triggers

LGA	INCENTIVE	STATUTORY TRIGGERS
<b>City of Sydney</b>	10% height or FSR	<p>(a) Development in respect of a building that has, or will have, a height above ground level (existing) greater than:</p> <ul style="list-style-type: none"> <li>• 55 metres on land in Central Sydney, or</li> <li>• 25 metres on any other land,</li> </ul> <p>(b) development having a capital investment value of more than \$100,000,000,</p> <p>(c) development in respect of which a development control plan is required to be prepared under clause 7.20,</p> <p>(d) development for which the applicant has chosen such a process.</p> <p>(Clause 6.21, Sydney LEP 2012)</p>
<b>Parramatta City Council</b>	15% height and FSR	<p>(a) development in respect of a building that is, or will be, higher than 55 metres above ground level (existing),</p> <p>(b) development having a capital value of more than \$100,000,000,</p> <p>(c) development for which the applicant has chosen to have such a competition.</p> <p>(Clause 6.12 of the Parramatta LEP 2011)</p>
<b>Penrith City Council</b>	10% FSR or height	<p>(a) development in respect of a building that is, or will be, greater than 24 metres or 6 storeys (or both) in height,</p> <p>(b) development that has a capital value of more than \$1,000,000 on a key site identified on the Key Sites Map,</p> <p>(c) development for which the applicant has chosen to have an architectural design competition.</p> <p>(Clause 8.4, Penrith LEP 2010)</p>
<b>Sydney Olympic Park</b>	10% FSR	<p>Consent must not be granted to a new building on key sites nominated in the Sydney Olympic Park Master Plan 2030 unless an architectural design competition has occurred.</p> <p>(Sydney Olympic Park Master Plan 2030)</p>
<b>Chatswood CBD (Draft)</b>	None specified	<p>a) A Design Excellence Review Panel for developments up to 35m in height; and</p> <p>b) Design Excellence Competitions for developments over 35m in height.</p>
<b>Blacktown and Mt Druit CBD (Draft)</b>	20% height	<p>Key Sites and Gateway Sites.</p> <p>(Planning Proposal Draft Clause 7.15, Blacktown LEP 2015)</p>



Figure 4 – The Pavilions, Sydney Olympic Park (Architect: BVN)



# COMPETITIVE DESIGN PROCESSES – FACTORS FOR SUCCESS

**Drawing on our expertise in the coordination of competitive design processes, there are several critical factors we consider contribute to successful competitive design processes: (See Appendix P13).**

## **SUFFICIENT INCENTIVE**

It is important there is incentive for developers to accommodate the additional time and cost in a development feasibility. Providing an adequate incentive needs to be carefully considered, having regard to development feasibilities. The Council proposal to allow 20 per cent additional height in the Blacktown and Mount Druitt when compared to other locations appears to be provide adequate incentive, having regard to the additional time and costs of architectural competition processes.

## **EFFECTIVE PRE-DA LODGEMENT PROCESSES**

Often competitive design processes are criticised for being inefficient, adding time to the development approval process. Design competitions occur prior to the lodgement of a DA, which adds additional time to the overall assessment process.

Our team have been involved in successful design competition processes whereby Proponents are able to use the design competition process as a detailed and comprehensive pre-lodgement discussion with Council. We found that architectural design competitions can elicit detailed responses from Council officers and the Jury in relation to a preferred design approach for a site. Successful design competition processes can garner the 'in-principal' support of Council and other stakeholders around a specific design solution, prior to formally lodging the development application. Such an outcome can help to increase the degree of certainty of the development application process.



*Figure 5 – 32 Smith Street, Parramatta  
(Architect: FKM Architects)*



## **CONSIDERATION OF DESIGN ALTERNATIVES**

Successful design competitions enable a comprehensive review of design alternatives, which offer different solutions to complex site planning issues. Consideration of different alternative design options are often used to justify variations to building envelope controls.

## **CERTAINTY**

Effective design competitions can establish a greater degree of certainty earlier in the development assessment process. Competitions that fail are those that lose the certainty of the outcome. Competitions can take the certainty away from Proponents, where the decision on the selection of an architect or scheme does not involve them.

There is a certain degree of probity required to ensure a fair and robust evaluation process for competitors. In this regard, we have formed the role of the competition coordinator and established necessary processes around the involvement of proponents in the selection process.

In addition, the selection of the Jury that fairly represents the interests of the Proponent, as well as the Council is important to ensure that the selection of the winning scheme and architectural firm fairly balances design, planning and commercial objectives.

## **ESTABLISHING DESIGN COMPETITION AWARENESS**

Creating excitement and enthusiasm for the competition process can assist to ensure stakeholder ownership and buy-in throughout the project's planning and development. Additionally, design competition processes can help to position development proposal to be ahead of the pack and a higher quality project in the market.

## **GETTING THE DESIGN BRIEF RIGHT**

The design brief is the critical first step and the endorsement of the brief typically marks the formal commencement of the competitive design process. The Proponent must be permitted to prepare the brief to reflect the commercial, design and planning objectives for the competitive process. As part of the brief, it will be important to establish the extent to which there is potential flexibility afforded in the planning instruments for the site, in the context of suitable design responses. Matters that are generally non-negotiable should be established early in the process.

Briefs need to be clear, concise and clearly enunciate the purpose and objectives for the competition.

## **PROVIDE A BRIEFING TO ARCHITECTS**

A comprehensive competition briefing is an efficient and productive means by which to impart detailed knowledge regarding the project, its history and key objectives of the Proponent. We recommend this occur at the start of competition and include the Competition Jury to directly provide their thoughts on the brief to the competitors. This is important so each competitor is on a level playing field from the outset.

## **ESTABLISHING A SYSTEM TO MANAGE QUESTIONS AND SUBMISSIONS**

A critical aspect of a successful competition is confidentiality and integrity to ensure that all competitors are treated fairly and efficiently. Urbis has been successful in using a confidential file share system to manage communication with competitors throughout the process as well as manage the large amount of electronic information that is issued. Having a refined system is an important aspect of ensuring that competition information is communicated quickly, and there is a record of access to information for probity purposes.

## **ENSURING ALL COMMUNICATION WITH ARCHITECTS IS MANAGED BY A COMPETITION REGISTRAR/COORDINATOR**

This brings credibility and independence to the process to ensure integrity in the process. Transparency of the process will be important to establish and maintain trust in the process from this formative stage on the planning and development of the site.

## **APPOINTING AN INDEPENDENT DESIGN EXPERT TO CHAIR THE JURY AND HAVE A RANGE OF EXPERTISE ON THE JURY**

An independent recognised design expert and leader in the field brings credibility and independence to the process. The Chair of the Jury should be well regarded in the design industry, with the presence, respect and capabilities to bringing about decisions from the Jury. Jury members needs to be able to establish a line of questioning during architect's presentations that elicits strong responses to the brief.

A range of expertise should be represented on the Jury from architecture, urban design, landscape architecture, development and public domain design. The expertise of the Jury should be supplemented with technical expertise in planning, buildability and quantity surveying and other disciplines where relevant (i.e. heritage), to be called upon to advise the Jury.



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# APPENDIX



**Here at Urbis, we have one simple goal – to shape the cities and communities of Australia for a better future.**

Competitive design processes foster creativity and innovation that can add value to a high profile or significant new development. Government authorities are increasingly mandating competitive processes (such as a 'design competition') for such projects, and Urbis can assist you in meeting these requirements and delivering better design outcomes in our cities.

We prepare design competition strategies and coordinate competitive design processes for our clients. We understand the challenges facing a successful design competition and we identify opportunities to achieve better outcomes for our clients and the community.

# DESIGN COMPETITION SERVICES

Planning

## OUR EXPERTISE

- Experience working on some of the most high-profile development projects involving competitive design processes in NSW;
- Coordination of competitive design processes with international and inter-state participants;
- Extensive knowledge of competitive design processes established by the NSW Department of Planning and Environment, City of Sydney, Parramatta City Council and Sydney Olympic Park Authority;
- Experts in coordinating and managing competitive design processes for developers and landowners in accordance with the relevant design competition policy;
- Experts in providing Town Planning technical advice throughout the competitive design process;
- Strong working relationships with senior officers in government responsible for implementing the relevant competitive design policy.

## FACTORS OF SUCCESS

- 1** Getting the Design Brief right  
Defining expectations
- 2** Coordinating a Project Team  
Creating partnerships between stakeholders
- 3** Maintaining integrity of the process  
Providing the right and timely advice to competitors  
Technical review of submissions
- 4** Defining key elements of achieving design excellence  
Clear reporting of outcomes to inform the detailed Development Application and pathway to development approval

**URBIS**

# HOW WE CAN ASSIST YOU NAVIGATE A TYPICAL DESIGN COMPETITION

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1

## GETTING THE BRIEF RIGHT

- Working with the client and technical consultants, Urbis will prepare a draft competitive design brief (the Brief) in accordance with the government requirements. Where required Urbis will also prepare a Design Excellence Strategy to outline the framework for the competitive design process.
- The Brief will set clear expectations on deliverables and objectives for the project.
- To start the competitive design process, the Brief needs to be endorsed by the government authority. To enable this signoff Urbis will liaise with all stakeholders to align the requirements and vision of both the client and government.

2

## MANAGING THE COMPETITION

- Urbis will liaise with all stakeholders regarding the logistics of the Competition and issue the Brief and attachments. Urbis will run a briefing session with all competitors, again setting out clear expectations of the process. A site visit may also be undertaken.
- Over a four to eight week period, Urbis will provide guidance to the competitors and coordinate technical queries to advisors (including workshops where required).
- Urbis will provide technical urban planning advice to competitors and the client to manage planning risks through the competitive process.
- Urbis will maintain the integrity of the process through secure documentation management.

3

## REVIEWING THE SUBMISSIONS

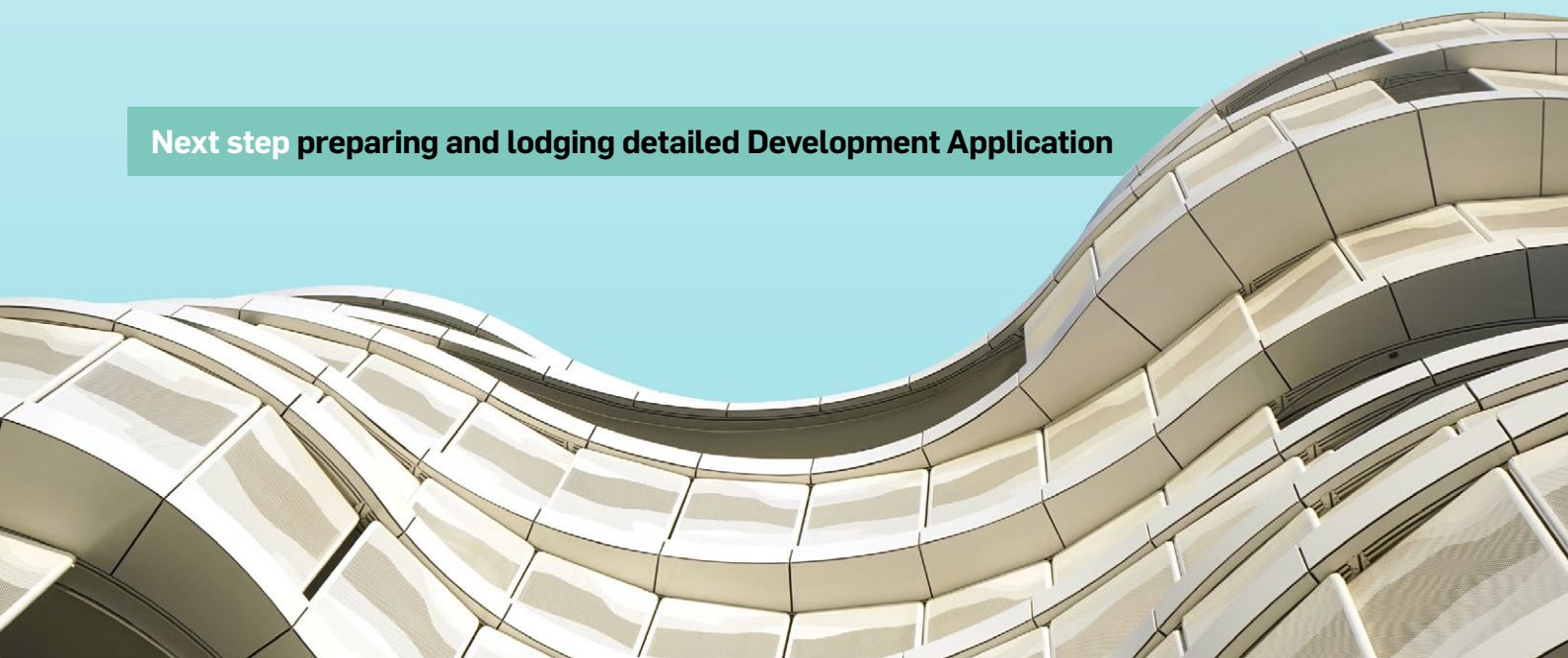
- As urban planning advisors, Urbis will review the final schemes for planning compliance and DA approval risk. Urbis will also review schemes for general compliance with the key deliverables required by the Brief.
- Urbis will coordinate and attend final presentation sessions.

4

## FINALISING THE OUTCOME

- Following the Jury / Selection Panel deliberation on each scheme, Urbis will record the decision and Jury / Selection Panel rationalisation.
- With the guidance of the Jury / Selection Panel, Urbis will prepare Competitive Design Report to summarise the full process, which will be endorsed by the relevant government authority.
- This Competitive Design Report is critical to the ongoing evolution of the scheme, maintaining the design integrity of the winning scheme, and informing the assessment of the future Development Application.

**Next step** preparing and lodging detailed Development Application





# PROJECT EXPERIENCE

## CITY OF SYDNEY

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### QUAY QUARTER SYDNEY

Client: AMP Capital Investors Limited



Following the delivery of a Planning Proposal and Concept (Stage 1) DA, Urbis managed an international design competition with six competitors for the redevelopment of the site. The competitive design process sought designs that would enable the delivery of a diverse and nuanced approach to the redevelopment of two CBD city blocks. Urbis' role in the competition involved preparing the design excellence strategy, managing the competition, and acting as the town planning advisor for the project. Urbis has since prepared multiple Stage 2 DAs for the site which have been approved by the Central Sydney Planning Committee.

### ONE SYDNEY – 1 ALFRED STREET SYDNEY

Client: Wanda One Sydney



In addition to managing the development approval process for Dalian Wanda, and now Yuhu Group, Urbis managed an international design competition with six competitors for the redevelopment of the site for a world class hotel in Circular Quay. Urbis' role in the competition involved preparing the design excellence strategy, managing the competition, and acting as the town planning advisor for the project. Urbis has since prepared a Stage 2 DA for the site which was approved by the Central Sydney Planning Committee.

### 210–220 GEORGE STREET SYDNEY

Client: Poly Australia



Following approval of a Concept (Stage 1) DA, Urbis managed an international design competition with six competitors for the redevelopment of the site for new commercial office building within APDG Precinct of Sydney CBD. Urbis' role in the competition involved preparing the design excellence strategy, managing the competition, and acting as the town planning advisor for the project. Urbis has since prepared a Stage 2 DA for the site which was approved by the Central Sydney Planning Committee.

### 148–160 KING STREET SYDNEY

Client: Galileo Group Pty Ltd

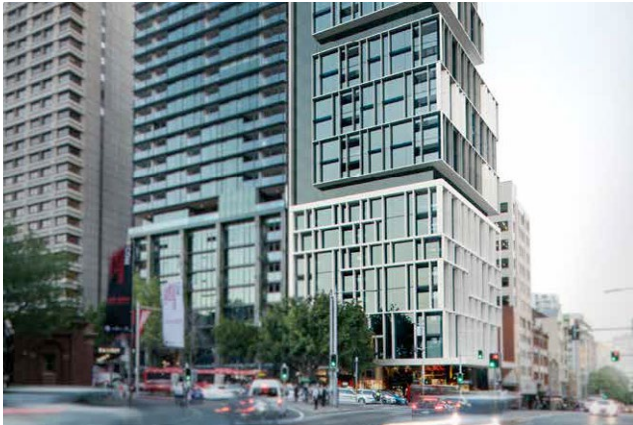


Following the delivery of a Concept (Stage 1) DA, Urbis managed a design competition with six competitors for the redevelopment of the site for mixed use tower within the CBD. Urbis' role in the competition involved preparing the design excellence strategy, managing the competition, and acting as the town planning advisor for the project. Urbis has since prepared a Stage 2 DA for the site which was approved by the Central Sydney Planning Committee.

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## 130 ELIZABETH STREET SYDNEY

Client: Cbus property



Following approval of a Concept (Stage 1) DA, Urbis managed a design competition with five competitors for the redevelopment of an iconic location adjacent to Hyde Park, including a very innovative railway station entry and public art feature on the corner of Elizabeth and Liverpool Street. Urbis' role in the competition involved preparing the design excellence strategy, managing the competition, and acting as the town planning advisor for the project. Urbis has since prepared a Stage 2 DA for the site which was approved by the Central Sydney Planning Committee.

## 115 BATHURST STREET SYDNEY

Client: Greenland Tower



Urbis managed an international design competition with six competitors for Sydney's tallest residential tower on the site of the historic Sydney Water building. Urbis' role in the competition involved managing the competition and acting as the town planning advisor for the project.

## ASHMORE PRECINCT – 57 ASHMORE STREET ERSKINEVILLE

Client: Greenland Golden Horse



Urbis has been engaged to manage five separate competitive design processes, each with five-six competitors for a large urban renewal site in the City of Sydney. Urbis' role in the competitions involve preparing the design excellence strategy, managing the competitions, and acting as the town planning advisor for the project. Urbis has and will continue to prepare subsequent Stage 2 DAs for the site.

## BRIDGEHILL AT GREEN SQUARE - SITES 9A, 9B, 12A AND 12B PORTMAN STREET ZETLAND

Client: Bridgehill



Urbis has been engaged to manage four separate competitive design processes for a large urban renewal site at Green Square. Urbis' role in the competitions involve preparing the design excellence strategy, managing the competitions, and acting as the town planning advisor for the project. Urbis has and will continue to prepare subsequent Stage 2 DAs for the site. Urbis has since prepared multiple Stage 2 DAs for the site which was approved by the Central Sydney Planning Committee.



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## 52 O'DEA AVENUE WATERLOO

Client: JQZ Pty Ltd



Urbis was engaged to manage three separate competitive design processes, each with three competitors for a large urban renewal site within the Lachlan Precinct at Green Square. Urbis' role in the competitions involve preparing the design excellence strategy, managing the competitions, and acting as the town planning advisor for the project. Urbis has since prepared a Stage 2 DA for the site which was approved by the Central Sydney Planning Committee.

The central tower on the site designed by BVN received an Award of Excellence for Best Tall Building (<100m) in the Council of Tall Buildings and Urban Habitat 2019 awards program.

## ADDITIONAL PROJECTS

### 77 Market Street Sydney

Scentre Group and Cbus Property  
**6 competitors**

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### 333 Kent Street Sydney

333 Kent Street Pty Ltd  
**6 competitors**

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### 4–6 Bligh Street Sydney

Recap IV Operations No. 4 Pty Ltd  
**6 competitors**

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### BMW Rushcutters Bay

BMW Australia  
**4 competitors**

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### Cambridge Hotel

Cienna Group  
**3 competitors**

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### 'Ovo' Site 5, Mirvac Green Square Town Centre

UrbanGrowth NSW and Mirvac  
**5 competitors**

No Stage 1 DA required. Urbis was the technical planning advisor for the competition only.

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### 906 Bourke Street Zetland

JQZ Pty Ltd  
**4 competitors**

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### 890–898 Bourke Street Zetland

Baozheng Development Pty Ltd  
**3 competitors**

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### 219 Botany Road Alexandria

Landmark Group Pty Ltd  
**4 competitors**

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# PROJECT EXPERIENCE

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## 32 SMITH STREET PARRAMATTA

Client: GPT Group



Urbis managed a competitive design process for this prominent site in Parramatta, that will deliver an iconic commercial office building realising Parramatta's aspiration to be a true alternative to the Sydney CBD. Urbis' prepared the brief, managed the competitive design process with four competitors, and prepared the subsequent detailed DA to achieve development consent for the winning scheme.

## 1 & 2 MURRAY ROSE AVENUE SYDNEY OLYMPIC PARK

Client: Austino



Urbis managed the first design competition to be run under the newly adopted Sydney Olympic Park Authority Design Excellence Policy. Urbis' prepared the brief, managed the competitive design process with three competitors, and prepared the subsequent detailed DA to achieve development consent for the winning scheme.

## PAVILIONS - SITE 53 SYDNEY OLYMPIC PARK

Client: Mirvac



Urbis' prepared the design excellence strategy, competition brief, managed the competitive design process with four competitors, and prepared multiple subsequent DAs to achieve development consent for the winning scheme.

## HARBORD DIGGERS

Client: Mounties Group



Urbis managed an 'open' architectural design competition for the high-profile headland coastal site. The competition included coordinating a two-stage process involving EOIs and shortlisting. Urbis subsequently prepared the detailed DA to achieve development consent for the winning scheme.



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## THORNTON NORTH LOT 3003, 3004, 3005 NORTH PENRITH

Client: First Point and St Hilliers



Urbis managed a design competition for a large mixed-use development in the Thornton North urban renewal area within Penrith LGA. Urbis' prepared the brief, managed the competitive design process with four competitors, and prepared the subsequent detailed DA to achieve development consent for the winning scheme.

## ADDITIONAL PROJECTS

### Student Administration and Academic Building (SAAB)

University of NSW, Kensington Campus

4 competitors

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