

Attachment F

Design Excellence Strategy



Design Excellence Strategy for a Proposed Mixed-Use Development Comprising retail and Co-living Units - No. 290-294 Botany Road, Alexandria

Date	Our Reference
26 August 2026	22249

1.0 Introduction

This Design Excellence Strategy (Strategy) has been prepared for Antoniades Architects by George Karavanas Planning Pty Ltd – (hereafter referred to as GSA Planning). This strategy accompanies a Concept Development Application (DA) for a new mixed-use development at Nos. 290-294 Botany Road, Alexandria.

The purpose of this Strategy is to establish the framework for the competitive design process to deliver the highest standard of architectural, urban and landscape design.

This Strategy has been prepared in accordance with the Sydney Local Environmental Plan 2012 (SLEP), Section 3.3.2 of the Sydney Development Control Plan 2012 (SDCP) and the City of Sydney Competitive Design Policy (the Policy).

The proposed development at Nos. 290-294 Botany Road, Alexandria, is guided by *Sydney Local Environmental Plan* (SLEP) and Sydney Development Control Plan (DCP) 2012, aiming to achieve an enhanced urban outcome characterised by high-quality building design and public spaces. Cause 6.21D of SLEP demonstrates that a building demonstrating design excellence in design competitions is eligible for an amount of additional floor space (up to 10%).

In accordance with Section 1.2 of the Policy and Section 3.3.2 of the SDCP, this Design Excellence Strategy defines:

- The location and extent of the competitive design process where each competitive design process is to be limited to a single development site or street block;
- 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);
- How fine grain and architectural design variety is to be achieved across large sites;
- Options for distributing any additional floor space area or building height which may be granted by the consent authority for demonstrating design excellence through a competitive design process;

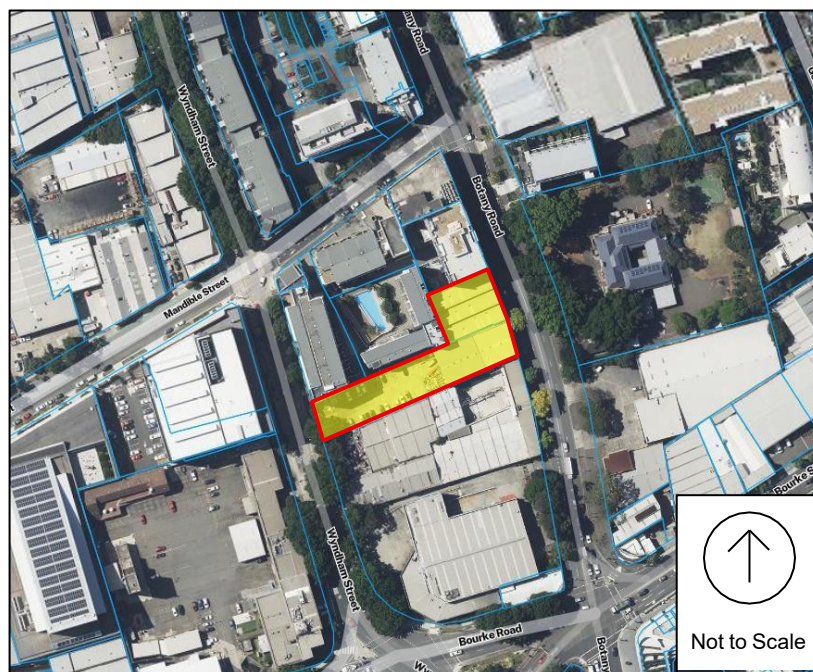
- Whether the competitive design process is pursuing additional floor space or height; and
- The target benchmarks for ecologically sustainable development.

Note: Nothing in this Strategy represents an approval from the Consent Authority for a departure from the relevant SEPPs, SLEP 2012, SDCP 2012 or Stage 1 (concept) consent. Where there is any inconsistency, the SEPPs, LEP, DCP and Stage 1 (concept) consent will prevail.

2.0 Location and Extent of the Competitive Design Process

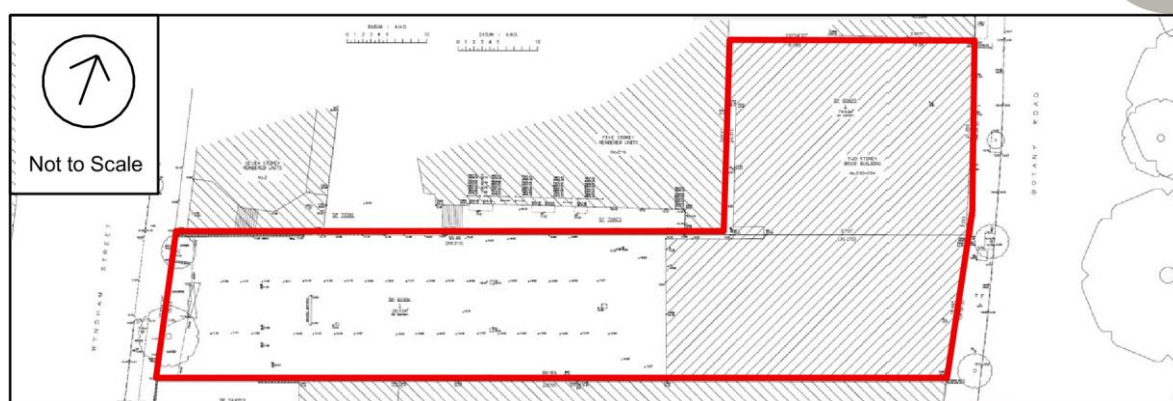
The site is located between the western side of Botany Road and the eastern side of Wyndham Street, and is known as Nos. 290- 294 Botany Road, Alexandria and described as Lot 1 in DP82006 and Lot 1 in DP85829.

The competitive design process will apply to the whole of the site, as shown in **Figure 1 & 2** below.



Source: SDT Explorer

Figure 1: Location and extent of the competitive design process



Source: Hill & Flume

 Subject Site

Figure 2: Survey Plan

3.0 Design Excellence Strategy

3.1 Type of competitive design process

The proponent has elected to undertake an invited competitive design alternatives process (competitive process).

3.2 Competitors

The proponent will appoint a minimum of three (3) competitors. The selection of competitors will be undertaken in consultation with the City of Sydney (City) and will:

- Include a range of emerging and established architectural practices;
- A minimum of 50% of competitors to be Australian based architects. For the purposes of being considered an 'Australian based architect', where a competitor is a consortium, partnership or other joint authorship, the Australian local firm must be the principle/lead design architect.
- The selection of the architects in the competitive processes will be undertaken in consultation with the City. Each competitor will 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.
- Require each competitor to have demonstrated capabilities in design excellence by being the recipient of an Australian Institute of Architects (AIA) award or commendation, or in the case of overseas competitors the same with their equivalent professional association.

3.3 Competitive Design Alternative Brief

In preparing the Competitive Design Alternative Brief (brief), the Proponent will ensure that:

- All details about the conduct of the competitive process brief are contained within the brief and no other document.
- The brief and appendices have been reviewed and endorsed by the city prior to the commencement of the competitive process and its distribution to competitors.
- The brief is in accordance with the City's Model Competitive Design Process Brief and the Policy.



3.4 Selection Panel and Observer

- a) The selection panel will comprise a total of four (4) members constituting;
 - a. Two (2) City nominated members; and
 - b. Two (2) Proponent Representatives
- b) Selection Panel members are to:
 - a. Represent the public interest;
 - b. Be appropriate to the type of development proposed;
 - c. Include only persons who have expertise and experience in the design and construction profession and industry; and
 - d. Include a majority of registered architects with urban design expertise.
- c) The Chair of the Selection Panel will have expertise in architecture and urban design and be a recognised advocate of design excellence.

The city will nominate an observer(s) of the competitive design alternatives selection process. The observer must be provided with reasonable notice to attend all meetings involved with the competitive design alternatives selection process. The role of the observer is to verify that the competitive process has been followed appropriately and fairly.

The selection panel's decision will be via a majority vote and will not fetter the discretion of the consent authority in its determination of any subsequent DA associated with the site that is the subject of this competitive process.

3.5 Design Integrity

The architect of the winning scheme as selected by the Selection Panel will be appointed by the proponent as Design Architect. Where the winning architect is a consortium, partnership, or other joint authorship, each must retain representation and a leadership role in all processes following.

To ensure design continuity and excellence of the winning scheme is maintained throughout the development process, as a minimum the Design Architect is to:

- 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;
- Maintain continuity during the construction phases through to the completion of the project;
- Provide any documentation required by the consent authority verifying the design intent has been achieved at completion; and
- Attend all marketing meetings and meetings that pertain to design issues with the community, authorities, and other stakeholders, as required.

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

3.6 Proposed Allocation of up to 10% Additional Floor Space

The proponent will pursue up to 10% additional floor space under clause 6.21D(3)(b)(i) of the SLEP, the distribution of which will be explored through the competitive process and is to be consistent with the Concept DA consent and relevant provisions of the SLEP and SDGP.



Any additional floor space pursued under clause 6.21(3)(b)(i) of the SLEP must not result in a breach of the maximum height approved under the concept DA.

Nothing in this document is to be taken as an approval or endorsement of the potential additional floor space available under clause 6.21(3)(b)(i) of the SLEP.

3.7 Ecologically Sustainable Development (ESD) Targets

The Environmental Performance Targets for the proposed development are outlined as follows:

- An all-electric building, with no on-site fossil-fuel use; and
- Minimum operational performance targets of 4 Star NABERS Energy and 3 Star NABERS Water for the co-living portion of the development.