



# UTS City Broadway Building

Consultation Report

18 April 2011





## Table of Contents

<b>1.</b>	<b>Background and Introduction .....</b>	<b>3</b>
<b>2.</b>	<b>Key Stakeholders .....</b>	<b>4</b>
<b>3.</b>	<b>Communication and Consultation Activities and Tools.....</b>	<b>5</b>
<b>3.1</b>	<b>Phase One – pre-lodgement communication .....</b>	<b>5</b>
3.1.2	Website and intranet information.....	5
3.1.3	Project fact sheet and FAQ Sheet.....	5
3.1.4	Community Notification .....	5
<b>3.2</b>	<b>Phase Two – post-lodgement consultation.....</b>	<b>6</b>
3.2.1	Exhibition of Display Boards.....	6
3.2.2	Community information sessions .....	6
3.2.3	Phone and Email Consultation .....	6
<b>4.</b>	<b>Results and Analysis .....</b>	<b>7</b>
<b>4.1</b>	<b>Issues Raised .....</b>	<b>7</b>
4.1.1	Community information sessions .....	7
4.1.2	Phone and Email Consultation .....	7
<b>4.2</b>	<b>Overview of Consultation Outcomes.....</b>	<b>7</b>
<b>5.</b>	<b>Appendices.....</b>	<b>9</b>
	<b>Notification .....</b>	<b>9</b>
	<b>Feedback Form .....</b>	<b>11</b>



## 1. Background and Introduction

In late 2009 the University of Technology Sydney (UTS) submitted a Preliminary Environmental Assessment Report (PEAR) to the Department of Planning (DoP) for the development of the Broadway Building at its City Campus. Designed by Architects Denton Corker Marshall the project involves the construction of a new 11-to 12-storey building that will house the Faculty of Engineering and Information Technology, as well as provide basement parking for approximately 160 vehicles.

DoP issued Director General's Requirements (DGRs) for the preparation of an Environmental Assessment Report (EAR) on the 15 March 2011. The formal exhibition period opened on the Wednesday 16 March 2011 and closed on Friday 15 April 2011.

The Communication and Consultation Strategy divided the communications activities into two primary phases. Phase one of the Strategy supported the provision of information prior to lodgement of the EAR. Phase 2 involved a range of activities delivered post-lodgement up to and including the formal exhibition period by DoP.

The communication activities primarily focused on informing the community and key stakeholders of the project, with the community and key stakeholders encouraged to provide feedback via the UTS Masterplan website and public submission during formal exhibition period.

The following Consultation Report outlines the consultation activities undertaken to seek feedback to the project and records the feedback received from the community and stakeholders.



## 2. Key Stakeholders

As part of the development of its Communications and Consultation Plan, KJA undertook a stakeholder analysis. This resulted in the compilation of a stakeholder list including

- ♥ neighbouring and local residents
- ♥ Neighbouring and local businesses
- ♥ Frasers Property Australia (purchasers of the 'Old Kent Brewery' site)
- ♥ The University of Notre Dame (private Catholic University)
- ♥ St Benedict's Church
- ♥ ABC television and radio studios
- ♥ Chippendale Residents Interest Group (CRIG)
- ♥ Sydney Institute of TAFE
- ♥ The Ultimo Society
- ♥ NSW Heritage Council

The stakeholder analysis determined the most effective methods for communicating with each stakeholder, and ensured information was appropriately disseminated.



## 3. Communication and Consultation Activities and Tools

Communication and consultation has played an important role in providing the community with information, to promote stakeholder awareness and understanding of the project and identifying and addressing community issues. Communication was delivered in two stages.

The initial roll-out of communication focused on informing the community about the project and explained the process for assessment. This included a project notification letter to neighbouring residents and local businesses, development of a 1800 community information line and project information on the UTS Masterplan website.

The second phase of communication supported the period up to and including the statutory exhibition period and supplied information on how to provide feedback. This included two community information sessions and a display in the walkway between the Tower Building and Building 2 at 15 Broadway, Ultimo.

A phone consultation was also undertaken with key stakeholders identified in the Communications and Consultation Strategy, to inform them about the opening of public exhibition and opportunity to provide formal submission to the DoP.

Details of tools and activities used to inform stakeholders and provide opportunities for feedback are listed below.

### 3.1 Phase One – pre-lodgement communication

#### 3.1.1 1800 Community line and Project Email

A 1800 information line and project email address was established on 15 February 2011 to answer questions, receive feedback and provide a central point of contact for project enquiries.

The information line and project email was publicly promoted via the project website and in all printed communications collateral including the community notification, email notification and project displays.

An initial email notification was distributed on the 22 February 2011 to all key stakeholders informing them of the project and included the community notification. There were zero calls to the community information line and no feedback was received via the project email.

#### 3.1.2 Website and intranet information

The website was used as the primary communication source to present project information; update information on the planning process; and also provide key stakeholders and community members with a mechanism for feedback and comments.

Information about the UTS Broadway Building was published to the UTS Masterplan website on 22 February 2011. This included detailed information about the design, education facility planning, sustainability, latest news and comments, project team members, project documentation and feedback facility.

The website address was included in all communications collateral, including the community notification, project emails and project displays. There was zero feedback to the UTS website.

#### 3.1.3 Project fact sheet and FAQ Sheet

A project fact sheet and Frequently Asked Questions (FAQs) sheet were posted on the UTS Masterplan website to provide responses to general questions about the project. The FAQ sheet addressed general questions about the development, design, construction and impact on traffic.

#### 3.1.4 Community Notification

A community notification was developed and distributed to over 1800 neighbouring businesses and residents and key stakeholders in the area surrounding the proposed Broadway Building development. The notification



was distributed on the 25 February 2011 prior to the exhibition of the Display Boards on the 28 February 2011.

The notification (see appendix 5) included an overview of the project, highlighted the benefits of the building and informed the community and key stakeholders about the project. The notification also invited the community to view project Display Boards exhibited from the 28 February 2011.

The community notification was also distributed to the key stakeholders via email and uploaded on the UTS Masterplan website.

## 3.2 Phase Two – post-lodgement consultation

### 3.2.1 Exhibition of Display Boards

Display Boards were developed to provide project information to community, staff, students and other key stakeholders. The boards were on exhibition opposite a UTS Masterplan model, which illustrated a scale version of the Broadway Building within the precinct.

Information about the date of exhibition of the Display Boards was included in the initial community notification distributed to key stakeholders and nearby residents and businesses on 25 February 2011.

The Display Boards provided the local community with information about the proposed project, including:

- ♥ A project overview
- ♥ Key design features
- ♥ Sustainable development
- ♥ Ways to provide feedback

### 3.2.2 Community information sessions

Two informal information sessions provided members of the community and key stakeholders with an opportunity to gain information about the project and provide feedback to the project team.

Advertisements for the Information Sessions was included on the Display Boards exhibited from the 28 February 2011, in an email distribution to key stakeholders and on the UTS Masterplan website.

The sessions were staffed by senior project team members who were available to talk with community members, staff and students. Information about the project was displayed on Display Boards and provided the project team with a visual reference to discuss the project. Feedback forms were also made available to people to take away or to fill in at the Information Sessions.

The two Information Sessions were held in the walkway between the Tower Building and Building 2. The first Information Session was held on Tuesday 8 March 2011. The second information session was held on Saturday 12 March 2011.

### 3.2.3 Phone and Email Consultation

Phone and email consultation was included as an additional consultation tool not covered in the Communications and Consultation Strategy. This activity was identified to support the DoP's formal exhibition period and sought to encourage feedback via the UTS Masterplan website and inform key stakeholders that public submission was invited.



## 4. Results and Analysis

### 4.1 Issues Raised

Important issues in community discussion included the following:

#### 4.1.1 Community information sessions

The two Information Sessions yielded only a small amount of interest from students and staff about the development of the proposed building.

General enquiries from students focused on the sustainable development and key design features of the proposed Building. Students who approached the team members on both days were given an overview about the function of the Building and were encouraged to provide their feedback and comments via the UTS Masterplan website. Generally students did not express any concerns relating proposed development of the Broadway Building.

A staff member voiced concern about the impact of construction noise on students studying and attending classes in close proximity to the development. The same staff member also suggested that further internal communication about the project was required to clarify which University Departments would be impacted by the proposed development.

#### 4.1.2 Phone and Email Consultation

Generally key stakeholders were already aware of the proposed development from previous consultation and requested an update on the planning process. Key Stakeholders who requested additional information included the Chippendale Resident Interest Group (CRIG) and the Ultimo Society.

Enquiries received from the co-convenor of CRIG, included questions about the size of the proposed development and construction timeframes. Specific questions were received from CRIG about the urban form and impacts of wind and overshadowing from the construction of the Building. CRIG was provided with a direct link to the Design Report and Wind Assessment on the DoP website. A subsequent request was made for information about the proposed increase in student numbers under the UTS Masterplan and a 3D model of the City Campus Masterplan. Figures were supplied to CRIG which detailed the estimated increase in student numbers and a web link for a 3D model of the City Campus Masterplan was supplied via an email response.

Enquiries from the online convener of the Ultimo Society included questions about the construction timeframes and size and height of the development. An additional request for information about the concept design was received from the Ultimo Society. The Ultimo Society was referred to the Design Report and architectural drawings available on the DoP website. The Ultimo Society posted the email notification on their website.

A subsequent email was distributed to all key stakeholders following the initial phone consultation, which included a summary description of the project; information on how to provide feedback; update on the planning process; information on the public exhibition period; web links to the DoP website; and information on how to make a formal submission.

### 4.2 Overview of Consultation Outcomes

Consultation activities were undertaken to seek input from the community and key stakeholders. The following table outlines the number of participants in the consultation activities.

Consultation Activity	Number of Participants
Information Session One	2
Information Session Two	3
Project Emails	4
Phone Calls	0



It is noted that the figures quoted for the information sessions were those who engaged with the project team members at the information sessions. A number of other community members chose not to discuss the project, instead viewing the display boards on exhibition.

It is noted that the figures for the project emails only include those received. The figures do not include the emails distributed.



## 5. Appendices

Notification

## IMPORTANT INFORMATION FOR THE RESIDENT REGARDING THE UTS BROADWAY BUILDING

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UTS CRICOS PROVIDER CODE 00099F

25 February 2011

Dear Resident,

On behalf of the University of Technology, Sydney (UTS), I would like to inform you about an exciting UTS City Campus Master Plan development – the new building which will house the Faculty of Engineering and Information Technology.

The building will be located on the north side of Broadway, between Wattle Street and Jones Street opposite the former Carlton United Brewery site.

Under the Master Plan UTS will be creating a cutting-edge campus by developing a series of new buildings, major upgrades and improved pedestrian connections, right in the heart of the Ultimo and Haymarket community. The UTS Broadway Building, as this building will be known, is a key Master Plan project.

Using sustainable design, the proposed building will help transform the southern approach to Sydney's CBD. Award-winning Australian architects, Denton Corker Marshall, designed the building to connect with the university's existing Building 10 (the former Fairfax building) on Jones Street. It features a substantial atrium at its centre and a unique undercover pedestrian thoroughfare between Jones Street and Wattle Street. When complete, the building will include basement parking for approximately 160 vehicles.

UTS is currently finalising the building's design and will be submitting a planning application to the NSW Department of Planning in early March 2011. We are delighted to be able to share the designs of this building with the surrounding community and we are interested in receiving your feedback.

Information on the project is available online at [www.utsmasterplan.com.au/broadway-building](http://www.utsmasterplan.com.au/broadway-building) where you can also ask questions about the proposal and make comments.

Architectural drawings will be on display at UTS from week commencing Monday 28 February to Sunday 20 March, between 8:00am and 6:00pm seven days a week (excluding public holidays) in the foyer space connecting the Tower building and Building 2.

For more information please visit the web site or call the UTS Community Information Line on **1800 252 040** Monday to Friday during business hours.

We look forward to your involvement in this exciting project.

Yours sincerely



Professor Ross Milbourne  
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University of Technology, Sydney



Feedback Form

