



UTS Thomas Street Building

Communication and Consultation Strategy

12 December 2011





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1. Project Overview

The University of Technology Sydney (UTS) has developed plans for a new building on Thomas Street at its City Campus. The project involves the construction of a four storey above ground building and three basement storeys that will service the UTS faculty of Science, and connect to the existing, adjacent UTS Science Building.

The Thomas Street Building is bounded by Thomas Street to the north and Jones Street to the west and is one of the new buildings proposed under UTS's City Campus Master Plan, a \$1billion transformation that will redefine UTS and Sydney's southern CBD.

The University anticipates commencing excavation of the site towards the end of 2011 with the construction starting around mid 2012. The new facility is expected to be open for the 2014 academic year.

The DOPI has issued Director General's Requirements (DGRs) for the preparation of an Environmental Assessment Report (EAR), which is expected to be lodged in mid December 2011.

The following Communication and Consultation Strategy aims to provide effective communications and consultation mechanisms to inform project stakeholders about the EAR and support the public exhibition period. The Strategy outlines the key messages and a range of activities to ensure consistent communication by the project team.

Communication will focus on informing the community and other stakeholders of the project, with the community encouraged to provide comment and feedback to the University and to the DOPI, during the formal exhibition period. Opportunities to make queries and learn more about the application will also be made available.



2. Strategic Approach and Objectives

The overarching approach of this strategy is based on developing a program of communications activities to outline the features and benefits of the new building, as well as to provide feedback mechanisms to assist the project team to understand any community concerns about the proposed development.

The aim of the strategy is to highlight how the Thomas Street Building relates to the UTS City Campus Master Plan 2020 and the benefits the building will bring to the overall university experience for staff, students and the surrounding community.

The key objectives of the Strategy are to:

- ♥ Highlight how UTS will deliver an innovative and vibrant new building, which will sit at the heart of the new City Campus.
- ♥ Outline the features and educational uses of the Thomas Street Building.
- ♥ Maintain and enhance the existing positive relationships between UTS, key stakeholders and the local community.
- ♥ Provide opportunities for the community to provide feedback on the project.
- ♥ Demonstrate how the contributions of stakeholders and the community will be considered in the context of the project.
- ♥ Analyse stakeholder issues relating to the project, and identify the best ways to manage these issues.
- ♥ Ensure consistent and timely communications by the project team to support the EAR and public exhibition period.



3. Key Messages

The following key messages will underpin all communications activities:

3.1 Overarching

- ♥ The Thomas Street Building sits within the envelope of the City Campus Masterplan.
- ♥ The new building is part of the University's broader renewal strategy to ensure it remains at the cutting edge of teaching, learning, research and sustainability.
- ♥ The building will provide a new facility for the Faculty of Science.
- ♥ The building will accommodate research offices and laboratories, teaching space, and faculty space, including a connection through to Alumni Green.

3.2 Design

- ♥ UTS is committed to excellence in architectural design. The design of the Thomas Street Building is the result of a design competition seeking to achieve outstanding and innovative architecture.
- ♥ The design incorporates an organic undulation of the façade overlooking the campus's Alumni Green and a subtle variation in the grid of windows on the face of the building. At ground level, colonnaded arcades will connect the building to both Thomas Street and Jones Street.
- ♥ The design of the Thomas Street Building maximises the amount of floor space by creating large, flexible floor plates that connect to the neighbouring, existing Science Building.
- ♥ The design has considered height and scale in relation to its surrounding environment.
- ♥ The Thomas Street Building will provide advanced performance in terms of environmentally sustainable design.
- ♥ The building has been deliberately scaled to ensure solar access to Alumni Green during winter months.
- ♥ A green roof will sit on top of the Alumni-Green-facing top floor, providing the university with additional open space that could also be used for Science teaching and research.

3.3 Project Messages

- ♥ The project involves the construction of a four storey above ground building, together with three basement storeys below ground that will service the UTS faculty of Science and connect to the existing, adjacent UTS Science Building.
- ♥ Site access for construction would be subject to a Construction Management Plan.
- ♥ Total site area is approximately 2,120 square metres.
- ♥ Excavation for both the Thomas Street Building and Library Retrieval System will commence in December 2011. Construction of the main works is expected to commence next year.

3.4 Community Messages

- ♥ UTS would like to hear community, staff and faculty views about the UTS Thomas Street Building.
- ♥ Key stakeholders, including the local community and surrounding businesses will have the opportunity to make submissions during public exhibition period.



4. Stakeholders Analysis

Stakeholder management will be important in terms of identifying issues and building support for the UTS Thomas Street Building project. Consultation will involve a diverse range of stakeholders including, various Government Agencies, Departments etc. special interest groups, local businesses, neighbours and residents.

The following stakeholder analysis has been developed to identify a range of different stakeholder's and the consultation strategy proposed.

Stakeholder	Communications activities and tools
Internal Stakeholders	
UTS students and staff (Key user groups)	Invitation to an informal information session where the students and staff can ask questions and provide feedback Feedback form 1800 community line Provision of FAQ and project fact sheet via intranet and UTS Masterplan website
Government: Departments, Local, Agencies and Authorities	
City of Sydney	Formal consultation throughout the project by planners/architects and technical specialists.
TransGrid	
NSW Roads and Maritime Services	
All relevant utility and service providers	
Community and other Stakeholders	
Surrounding businesses and residents	Provision of notification Invitation to an informal information session where the community can ask questions and can provide feedback
Frasers Property Australia	
Chippendale Residents Interest Group (CRIG)	Feedback form 1800 community line



Sydney Institute of TAFE	Provision of FAQ and project fact sheet via the UTS Masterplan website Project notice (To be confirmed by UTS)
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5. Issues Analysis

Many of these issues are being addressed in various reports and assessments to be submitted in the EAR.

Key issue	Proposed response
Traffic and Transport	
Expected impacts on local and regional roads and any upgrade requirements	<p>This will be addressed in the Construction Traffic Management Plan.</p> <p>The University is well situated for visitors to take advantage of significant public transport options and is providing increased facilities for cyclists.</p>
Jones Street Closure	The proposed closure is not part of the Thomas Street project
Amenity	
Overall visual look and feel	<p>Design excellence will be a key principle of the development.</p> <p>Building plans have been unveiled for a gently undulating building inspired by the organic forms of a tree grove.</p>
Height, bulk, scale.	The maximum height of 28.43 metres is comparable to that of the adjacent Building 4 and the proposed extensions to Buildings 1 and 2 on the southern side of Alumni Green.
Noise – during construction and longer term	<p>This will be addressed in the Noise Impact Assessment.</p> <p>Measures will be implemented to minimise construction noise.</p> <p>Noise mitigation measures will be in place, especially for Building 2</p>
Disruption to students and staff during the building stage	This will be addressed in the Excavation and Construction Management Plan to be developed for the site.
Accessibility	New developments and refurbishments will meet requirements of the UTS Accessible Environments Policy, the Building Code of Australia and the Disability Discrimination Act.
Quality of design	<p>UTS is committed to ecologically sustainable development and design excellence.</p> <p>This will be addressed in the Design Report.</p>



Loss of views and vistas	The development of the Thomas Street Building will result in upper level views to Alumni Green from the Sydney Institute of TAFE and from the street near the intersection of Jones and Thomas Streets being replaced by built form. However, the northern boundary to the Precinct will be improved through the introduction of active uses on Thomas Street.
Potential overlooking impacts	UTS will undertake a visual assessment of the development for the project application.
Shadowing	The envelope of the proposed development has been scaled to minimise overshadowing of Alumni Green during winter. A full shadow impact study of the development will be undertaken for the project application.
Other	
Construction issues such as noise, dust and construction traffic	This will be addressed in the Construction Management Plan.
Adequacy of utilities and infrastructure to support expected population increase	The university will be liaising with utilities, service providers and other important partners on these issues.
Impact on local parking while building works is underway	<p>This will be addressed in the Construction Management Plan for the site.</p> <p>During construction it is expected that car spaces may be temporarily lost. This will be addressed closer to construction.</p> <p>While the current number of parking spaces will be maintained, UTS will encourage more sustainable forms of transport through better pedestrian access and additional facilities for cyclists.</p>



6. Communication and Consultation Activities and Tools

Communication and consultation will play an important role in providing the community with information and assist in identifying and addressing community issues or concerns that may arise. Communications tools and activities will support the statutory exhibition and include:

6.1 Project Display

A project display including information boards (and model of the building if available) will be set up to support the public exhibition period. The boards will include an overview of the project, as well as information on how to provide feedback or make a submission.

6.2 Community Notification

A community notification/letter will be developed and distributed to neighbouring businesses and residents. The notification/letter will provide an overview of the project, highlight the benefits of the building and inform the community about the public exhibition period and how to make a submission. The notification/letter will also invite the community to view the project display and attend an informal drop in session.

6.3 1800 Community Line and Project Email

A free call 1800 telephone information line and project email address will be established to provide a central point of contact for project enquiries. Both the information line and email will be promoted via the project website and in all printed communications collateral.

6.4 Website and Intranet Information

Information about the UTS Thomas Street Building will be included on the UTS Masterplan website (<http://utsmasterplan.com.au/home>). The website will be the primary source of presenting details of the project and will also have the capacity for feedback and comments. The web address will be included on all communications collateral, including notifications and project displays.

6.5 Project Fact Sheet and FAQ Sheet

A project fact sheet and Frequently Asked Questions (FAQs) sheet will be developed and posted on the website to provide answers to general questions about the project and also be available at the community information session as required.

6.6 Community Information Session

An informal community information session will be held during the public exhibition of the EAR. The session will be attended by relevant project staff and will be held to provide students, staff, local residents and businesses with an opportunity to find out more about the project and speak with members of the project team.

6.7 A Project Notice

An advertisement in local media (to be confirmed by UTS) will provide an opportunity to create broad awareness about the project and the information session.



7. Consultation Report

At the conclusion of the exhibition period a report will be prepared summarising all community consultation undertaken and issues raised. The report will also include all feedback submitted to the DoPI and UTS and any contingencies for addressing issues raised.

7.1 Communication and Consultation Outcomes

Key outcomes of the communication consultation will:

- ♥ Provide opportunities for the community to provide feedback on the project.
- ♥ Maintain and enhance the existing positive relationships between UTS, key stakeholders and the local community.
- ♥ Deliver a two-way consultation process to capture and manage community and stakeholder issues and resolve concerns.
- ♥ Deliver a consultation report to ensure the development is responsive to the issues addressed and considers the contributions of stakeholders and the community.



8. Controls and Procedures

8.1 Project Management

JBA Planning is responsible for overall project management of the Project Application to the DoPI for the UTS Thomas Street building. JBA is also responsible for lodgement of the EAR.

8.2 Government Liaison

The relevant planning design consultants, in coordination with UTS will undertake formal consultation with Government agencies and departments as required in the DGRs.

8.3 Media Protocols

Media enquiries will be directed to a nominated UTS spokesperson.

8.4 Community and Stakeholder Relations

Public communication, general stakeholder relations and community consultation will be undertaken by KJA on behalf of UTS/ Durbach Block Jagers and BVN Architecture using the tools identified in this Strategy.

8.5 1800 Community Line and Project Email

The information line will be managed by KJA with regular reports to the project team.

8.6 Communications Material Sign-off

To ensure consistent communications, all collateral developed by KJA will be submitted to UTS (through JBA Planning) for approval prior to distribution or publication.



9. Appendices

9.1 Communications and Consultation Timeline

Communication and Consultation for the UTS Thomas Street Building will occur in parallel with the statutory exhibition period. Below is an indicative timeframe for consultation.

- 16 January 2012** – 1800 information number and project email established
- 23 January 2012** – Project web content uploaded and community notification distributed
- 30 January 2012** – Project Display Boards exhibited
- 1 February 2012** – UTS Thomas Street Building Public Statutory Exhibition Period opens
- 8 February 2012** – Community Information Session (Time TBC)
- 22 February 2012** – UTS Thomas Street Building Public Statutory Exhibition Period closes
- 27 February 2012** – Submit UTS Thomas Street Building Consultation Report

9.2 Notification map

