

ETHOS URBAN

Consultation Outcomes Report

2-6 Hassall Street, Parramatta
WSU Innovation Hub

Submitted to Department of Planning and
Environment
On behalf of Western Sydney University

12 April 2019 | 218990



CONTACT

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12 April 2019

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12 April 2019

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- A Copy of Postcard
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- C Copy of Newspaper Advertisement
- D Copy of Display Boards
- E Letter Sent to Stakeholders

1.0 Executive Summary

This consultation summary report has been prepared by Ethos Urban on behalf of Western Sydney University (WSU) to outline the key issues raised by the local community and stakeholders during the preparation of the State Significant Development Application (SSDA) for the WSU Innovation Hub.

Three levels of engagement were identified and undertaken to reach a broad range of stakeholders comprising of relevant government agencies, surrounding landowners and the wider community. The feedback received has been considered during the preparation of the SSDA, which will be lodged with the NSW Department of Planning and Environment.

The purpose of the consultation process was to ensure that all stakeholders were informed about the proposed development and had an opportunity to provide feedback prior to the lodgement of the SSDA.

Activities included:

- Meeting with Parramatta City Council;
- Establishment of a project email;
- Establishment of a project telephone number;
- Postcard letterbox drop to 2,500 surrounding residents;
- Advertisement in the Parramatta Advertiser;
- One community information session; and
- Consultation with key stakeholders and government agencies.

2.0 Introduction

2.1 Background

As part of the SSDA, Western Sydney University are committed to maintaining ongoing consultation throughout the development of this project. This report identifies the feedback and issues that were raised during the consultation period.

2.2 Overview of Proposed Development

This SSDA will seek consent for the redevelopment of the site as a mixed-use development comprising a tertiary institution, commercial and retail uses. Specifically, the proposal will seek approval for:

- Construction and use of a 19 storey building comprising:
 - Basement / Lower Ground level including car parking, a loading dock, back-of-house storage and plant and tertiary institution floorspace;
 - Ground level including retail tenancies, end-of-trip (EOT) facilities, tertiary institution lobby floorspace, a commercial office lobby, plant equipment, driveway ramp and outdoor plaza;
 - Above ground levels comprising tertiary institution and commercial floorspace;
 - Podium terraces and plant equipment;
- Landscaping and public domain works including the provision of a ground level through-site link; and
- Extension and augmentation of services and infrastructure as required.

3.0 Consultation Overview

3.1 Consultation Approach

Ethos Urban's approach was based on extensive experience designing and delivering strategic communication and consultation processes for a variety of similar projects across Sydney.

The consultation program was designed to be practical and effective in capturing valuable feedback. In delivering this approach our transparent and comprehensive stakeholder engagement process was:

1. **Timely** – occurred throughout the planning process to provide the community and stakeholders with the opportunity to provide important feedback at key milestones;
2. **Genuine and constructive** – provided transparent and genuine opportunities for people to become involved in the project and participate in open conversations to help build trust in the project. This also provided additional benefits, such as maintaining a good organisational reputation;
3. **Broad in reach** – worked with a wide range of stakeholders including NSW Government agencies, Council, interested community groups, affected land owners, and the community; and
4. **Informative** – educated the community about the background to the project and benefits of the project, as clearly demonstrating when and how they can have a say on the proposal.
5. **Engaging** – motivated participation, particularly when people are time poor can be difficult.

3.2 Letterbox Drop

A postcard was delivered to surrounding residents and landowners within approximately a three block radius of the site on Friday, 8 March 2019 to provide local stakeholders with information about the proposed development. The postcard also invited those interested to attend a community information session where they would be able to meet the project team and ask questions about the proposed development. A copy of the postcard can be found in **Appendix A** and a map of the distribution range can be found in **Appendix B**.

3.3 Project Email and Telephone Number

A project email address and telephone number were set up to provide local residents and stakeholders with a point of contact to ask questions and provide feedback both before and after the information session.

3.4 Newspaper Advert

An advertisement was placed in the Parramatta Advertiser on Wednesday, 5 March 2019 advertising the community information session. A copy of the advertisement can be found in **Appendix C**. The Parramatta Advertiser has a print reach of 130,000 each month.

3.5 Community Information Session

The community information session was held on Wednesday, 13 March 2019 at Western Sydney University Parramatta City Campus from 4pm-7pm. The project team including representatives from Ethos Urban (Planning and Engagement) and Western Sydney University spoke with 15 interested stakeholders. A copy of the display boards can be found in **Appendix D**. The invitation to the community information session was circulated to:

- Surrounding landowners; and
- The broader local community through the Parramatta Advertiser.

3.6 Stakeholder Meetings

The following stakeholders were invited to attend a meeting with the project team about the proposed development. An example of this letter can be found in **Appendix E**.

- Heritage Division of the Office of Environment and Heritage;
- Transport for NSW;
- Roads and Maritime Services;

- Department of Education;
- Parramatta City Council;
- Commercial Hotel;
- Lancer Barracks;
- Curtis Cheng Police HQ.

4.0 Summary of feedback received

The section below provides a summary of the feedback received to date as a result of community and stakeholder consultation activity.

4.1 Stakeholder Feedback

Stakeholder	Consultation	Feedback	Project Team Response
Parramatta City Council	Meeting with project team on 13 February 2019 at WSU Parramatta Square Campus and invited to Community Information Session.	<ul style="list-style-type: none"> • Council was supportive of the proposal. • No explicit feedback received. 	No action.
Government Architect NSW	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • Meeting declined by Government Architect Office due to ongoing involvement in the design excellence competition. 	No action.
Heritage Division of Office of Environment and Heritage	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • Meeting declined, as it was considered unnecessary due to there being no concerns with the plans unless significant amendments were planned. • A copy of the design package was sent to OEH on 26 March 2019. Feedback was received on 11 April 2019 and was supportive of the proposal. In particular, OEH noted that: <i>"It is recognised that the building form has evolved and responded to the Design Jury and consultant team.</i> <i>The proposal includes a number of positive aspects that respond to its immediate heritage context, including the alignment of the tower soffit datum with the rooftop of the Commercial Hotel and the potential connection with the Lancer Barracks."</i> • OEH noted that the SSD application should include: <ul style="list-style-type: none"> – Heritage Impact Statement to address the SEARs input; – Historical Archaeological Assessment to address the SEARs input; – design details of the junctions with the adjoining heritage 	<p>The requirements identified by OEH are addressed in the EIS submission. Specifically:</p> <ul style="list-style-type: none"> – Heritage Impact Statement to address the SEARs input. <p>Proponent's Response: Appendix H.</p> <ul style="list-style-type: none"> – Historical Archaeological Assessment to address the SEARs input; <p>Proponent's Response: Appendix I and J.</p> <ul style="list-style-type: none"> – design details of the junctions with the adjoining heritage fabric, including materials and physical impacts; <p>Proponent's Response: Appendix B.</p>

Stakeholder	Consultation	Feedback	Project Team Response
		<p>fabric, including materials and physical impacts;</p> <ul style="list-style-type: none"> - consideration of any future/potential uses or works at the Lancer Barracks, immediately adjoining the site; - detailed assessment of the variations to the building setback, especially where they do not comply with the draft DCP, or have adverse heritage impacts. 	<ul style="list-style-type: none"> - consideration of any future/potential uses or works at the Lancer Barracks, immediately adjoining the site; <p>Proponent's Response: EIS Section 3.4.2 and Appendix B</p> <ul style="list-style-type: none"> - detailed assessment of the variations to the building setback, especially where they do not comply with the draft DCP, or have adverse heritage impacts. <p>Proponent's Response: EIS Section 5.3 and Appendix B</p>
Transport for NSW	Meeting requested by project team and invited to Community Information Session. A copy of the preliminary basement design was sent to TfNSW on 15 March 2019.	<ul style="list-style-type: none"> • TfNSW confirmed via email on 27 March 2019 that there was no comment on the plans. 	No action.
Roads and Maritime Services	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • RMS confirmed via email on 3 April 2019 that there was no comment on the plans. 	No action.
Department of Education	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • No response received. 	Project team followed up within a week and no response received.
Commercial Hotel	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • No response received. 	Project team followed up within a week and no response received.
Lancer Barracks	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • Base Manager requested a copy of brief project summary. 	Copy of display boards sent and no further feedback received.
Curtis Cheng Police HQ	Meeting requested by project team and invited to Community Information Session.	<ul style="list-style-type: none"> • Response indicated no meeting required. 	No action.
Staff and Students	WSU internal communications has consulted with staff and students.	<ul style="list-style-type: none"> • Positive feedback received during Community Information Session 	No action.
Local Community	Invited to Community Information Session	<ul style="list-style-type: none"> • Strong positive resolve from the community towards the project. • Feedback included "it looks fabulous and very exciting", and "Looks great. Can't wait". • No planning or design issues were flagged with the project team. 	No action.

5.0 Conclusion and next steps

This consultation outcomes report provides a succinct overview of the communications and stakeholder engagement activities Ethos Urban undertook prior to lodgement of the SSDA for the WSU Innovation Hub.

Extensive consultation was undertaken including the establishment of a project specific telephone number and email address, one drop-in information session for the wider community, requested meetings with relevant landowners and key government authorities, and one individual meeting with the City of Parramatta. This has ensured that the community have a clear understanding of the proposal and has provided an important mechanism to gather feedback prior to lodgement.

Postcard



ENGINEERING INNOVATION HUB

WESTERN SYDNEY
UNIVERSITY



HAVE YOUR SAY

on the plans for the Engineering Innovation Hub

Western Sydney University (WSU) is proposing to develop a new Engineering Innovation Hub on Hassall Street, Parramatta. The project will expand the University's presence in Parramatta and will be home to engineering and built environment programs, as well as commercial spaces and a new public plaza. The world-class Engineering Innovation Hub will be an Australian-first, delivered through a joint venture between WSU and UNSW Sydney.

A design excellence competition coordinated with the Office of the Government Architect NSW and Parramatta City Council selected Tzannes + Blight Rayner to design the building. The project team is currently preparing a State Significant Development Application, to be assessed by the Department of Planning and Environment.

We invite you to have your say and learn more about the plans at the community information session.

COMMUNITY INFORMATION SESSION

Date



Wednesday, 13 March 2019

Time

Drop in any time from 4pm - 7pm

Location

Western Sydney University Parramatta
City Campus, Ground Floor
169 Macquarie Street, Parramatta

General enquiries:  1800 743 436  consultation@ethosurban.com

WESTERN SYDNEY
UNIVERSITY



Map of distribution





Advert

Have your say on the plans for the Engineering Innovation Hub

Western Sydney University (WSU) is proposing to develop a new Engineering Innovation Hub on Hassall Street, Parramatta. The project will expand the University's presence in Parramatta and will be home to engineering and built environment programs, as well as commercial spaces and a new public plaza. The world-class Engineering Innovation Hub will be an Australian-first, delivered through a joint venture between WSU and UNSW Sydney.

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We invite you to have your say and learn more about the plans at the community information session.

COMMUNITY INFORMATION SESSION

Date	Wednesday, 13 March 2019
Time	Drop in any time from 4pm – 7pm
Location	Western Sydney University Parramatta City Campus Ground Floor, 169 Macquarie Street, Parramatta

General enquiries: ☎ 1800 743 436 ✉ consultation@ethosurban.com

WESTERN SYDNEY
UNIVERSITY



Display Boards

WELCOME

Western Sydney University is excited to share the design for the new Engineering Innovation Hub in the heart of the Parramatta CBD.

During this session, you will have a chance to:

- Understand our vision for the Engineering Innovation Hub;
- Understand the State Significant Development Application (SSDA) process and timelines;
- Meet the project team; and
- Provide feedback prior to lodgement of the SSDA.

HAVE YOUR SAY

We'd love to hear from you. Our friendly team members are here to listen and answer any questions you may have.

Before you leave, please ensure to fill out a feedback form and hand it back to one of our team members.



Preliminary design only

GENERAL ENQUIRIES:  1800 743 436  consultation@ethosurban.com



PROJECT OVERVIEW

Overview

Western Sydney University is proposing to develop a state-of-the-art educational facility for teaching, research and industry collaboration.

The project aligns with the University's long-term Western Growth strategy – an ambitious program of works that intends to reshape the University's network, including the introduction of vertical campuses such as the Engineering Innovation Hub. The world-class Engineering Innovation Hub will be an Australian-first, delivered through a joint venture between Western Sydney University (WSU) and Charter Hall, and in collaboration with UNSW Sydney.

Following a design excellence competition that was held in 2018, the building is being designed by architects Tzannes + Blight Rayner.

Consultation Process

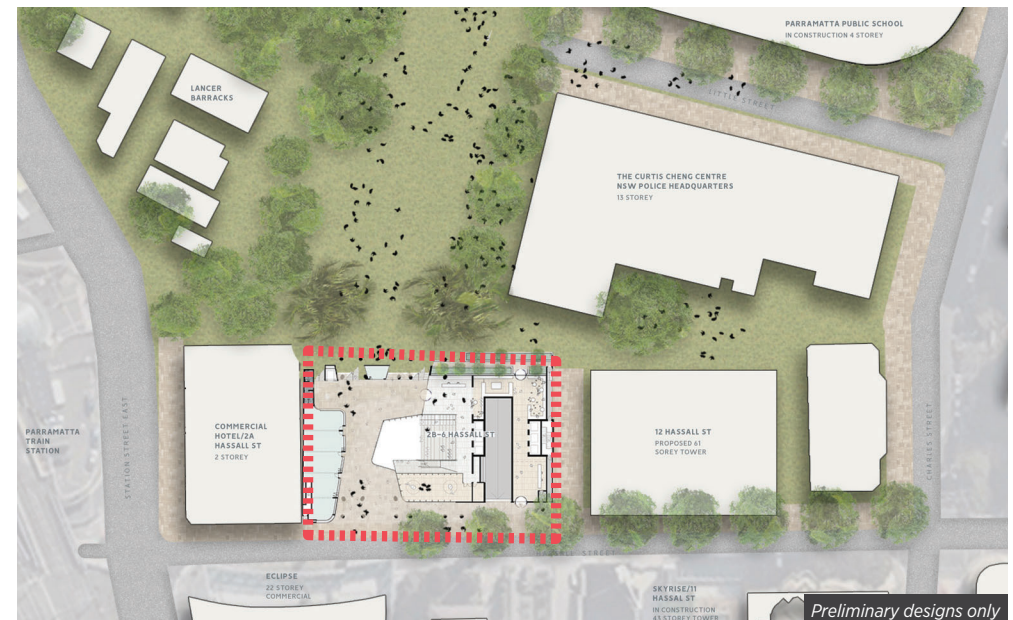
Engagement to date has included consultation with staff and students of WSU, consultation with Indigenous stakeholder groups, and preliminary discussions with surrounding landowners. Further consultation is in progress with various government agencies such as Paramatta City Council, Government Architect NSW, Office of Environment and Heritage, the Department of Education, Transport for NSW, and Roads and Maritime Services. All issues raised across the consultation process will be considered and responded to in accordance with the legislative requirements.

Planning Process

A State Significant Development Application will be lodged by WSU in accordance with the State Environmental Planning Policy (State and Regional Development) 2011. The Department of Planning and Environment has issued the Secretary's Environmental Assessment Requirements (SEARs), which outline the environmental planning issues to be addressed in the application.



COMMERCIAL ENTRY



GROUND FLOOR MASTER PLAN

ENGINEERING INNOVATION HUB

Vision for the site

WSU is developing a custom-designed, 15-storey, 28,500 sqm vertical Hub to house a joint engineering program with UNSW Sydney alongside Western Sydney University's course offerings in architecture and entrepreneurship. The collaboration between the two universities will fast-track the development of much-needed world-class engineering graduates in western Sydney.

The joint engineering degree program Hub will bring world-leading research and innovation to the region, providing critical support to the NSW Government's goal of creating 200,000 knowledge jobs in the West.

Collaboration with UNSW Sydney also demonstrates WSU's larger strategy of transformative educational infrastructure partnering with industry. WSU is actively linking with partners, such as Charter Hall, to create immersive university precincts, including the large-scale redevelopment of the Westmead campus and the recently completed Parramatta City campus.



VIEW FROM HASSALL STREET

GENERAL ENQUIRIES:



1800 743 436



consultation@ethosurban.com



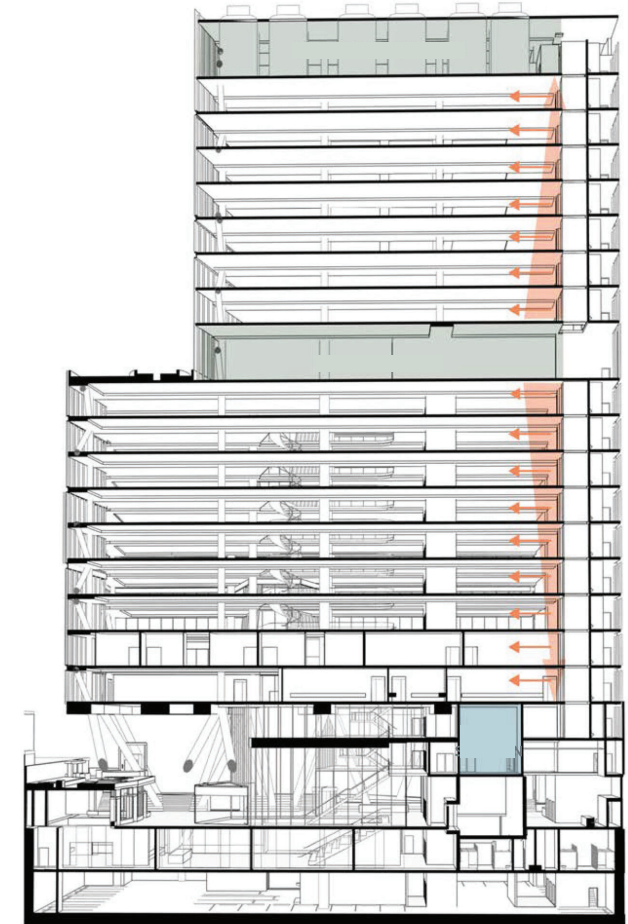
ENGINEERING INNOVATION HUB

Design principles

- Provide a state-of-the-art, technology enriched, flexible, and sustainable development.
- Maximise and activate the ground floor, and include a connection from Hassall Street to the Lancer Barracks.
- Provide a development that is responsive to the scale and character of the surrounding heritage context.
- Promote and advocate the value of the contribution of the University's teaching and research.
- Provide A-grade commercial space that will attract high quality tenants to the Parramatta CBD.



INTERNAL VIEW OF AMPITHEATRE



LONG SECTION

Preliminary designs only

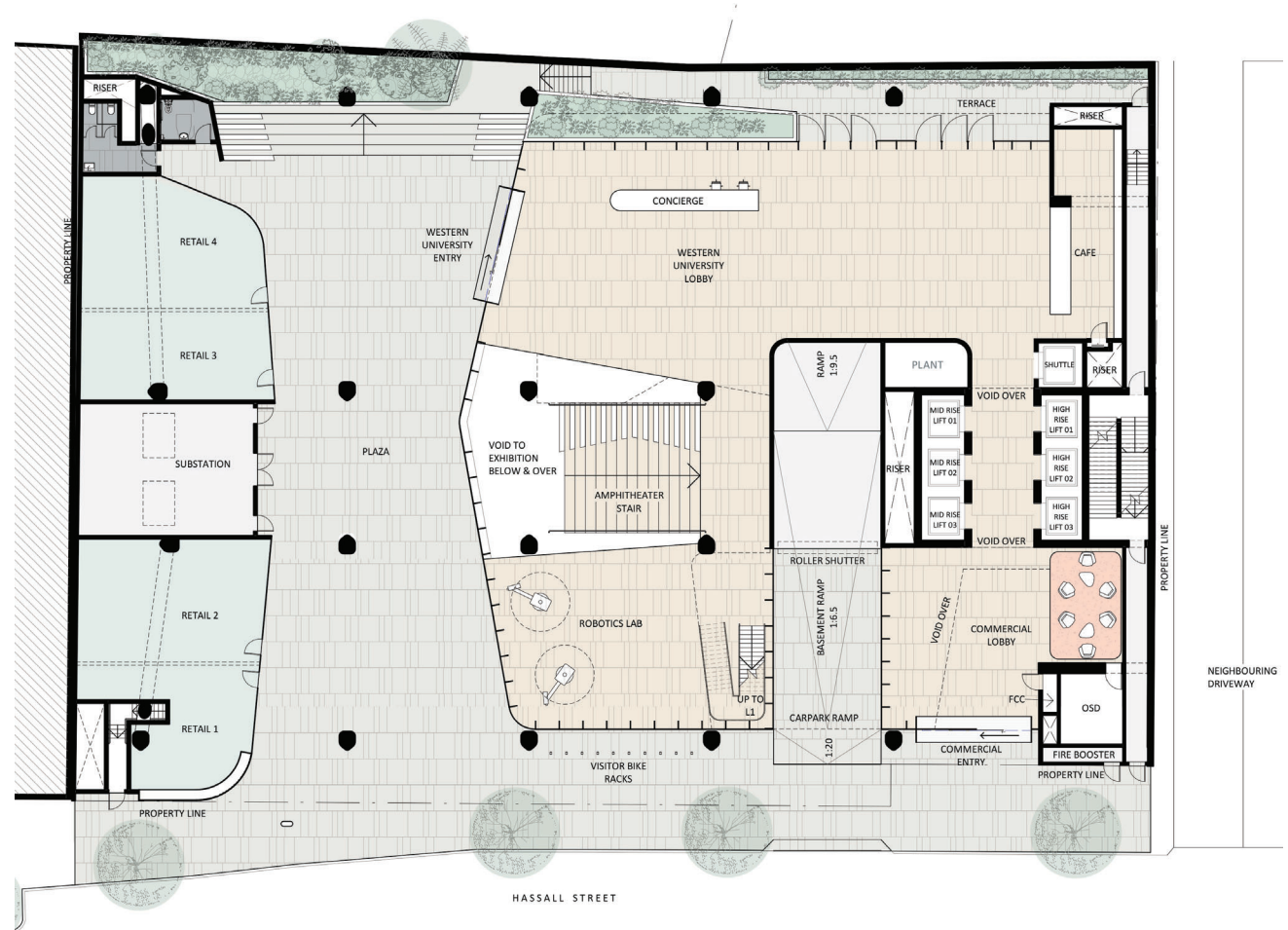
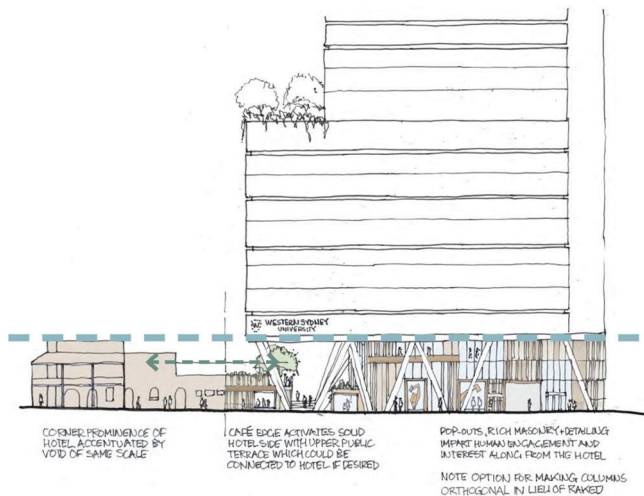
KEY DESIGN FEATURES

Functions

- The university floors will be within the lower section of the building and will connect vertically with the amphitheatre space.

Heritage

- The heritage listed Lancer Barracks and Commercial Hotel are located adjacent to the site.
- The proposed building is deliberately designed to be complementary to the height and setting of the existing heritage items.



GROUND LEVEL CONCEPT PLAN

Preliminary designs only

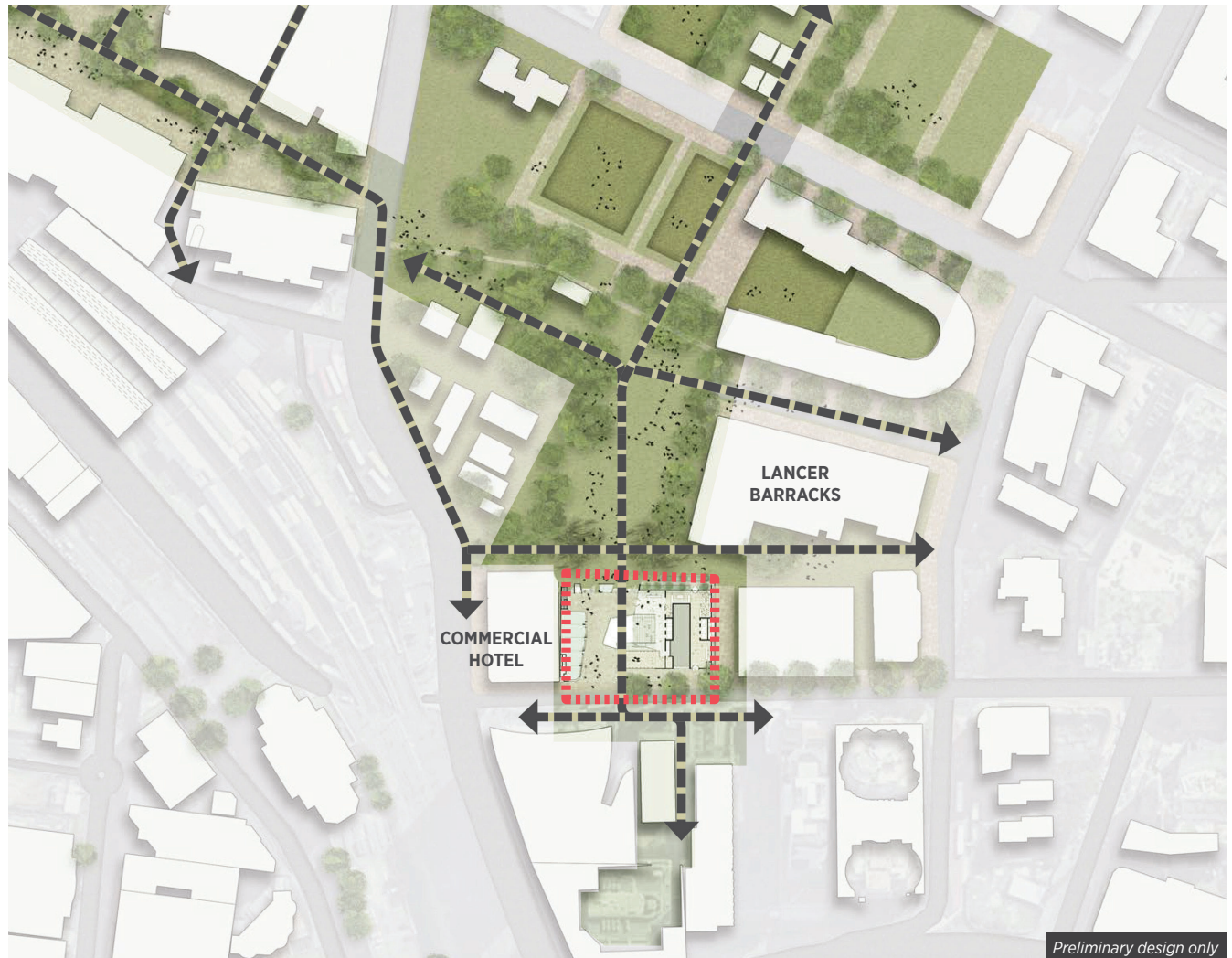
ENGINEERING INNOVATION HUB

Environmental Sustainability

- The Engineering Innovation Hub will be an environmentally sustainable vertical campus and is targeting the following sustainability ratings:
 - Green Star
5 Star Green Star
 - Base building shell and core
WELL Silver standard
 - Base building office component
NABERS: Energy 5 star, Water 4 star

Construction

- Following planning approval, construction will commence and the building will be completed for Semester 1 2021.
- Construction on the site will be managed in accordance with a Construction Management Plan and will minimise impacts on neighbouring properties and the surrounding road network.



Preliminary design only

PRECINCT CONNECTIVITY IN THE FUTURE

PLANNING TIMELINE AND YOUR FEEDBACK



HAVE YOUR SAY

The SSDA has not been submitted. We welcome your feedback on the proposal. Before you leave, please fill out a feedback form and hand it back to one of our team members. Alternately you can email us at consultation@ethosurban.com

GENERAL ENQUIRIES:



1800 743 436



consultation@ethosurban.com



Stakeholder Letter

5 February 2019

To whom it may concern at Transport for NSW,

**RE: WESTERN SYDNEY UNIVERSITY ENGINEERING INNOVATION HUB
2 – 6 HASSALL STREET, PARRAMATTA**

I am writing to you on behalf of Western Sydney University (WSU) about the State Significant Development Application (SSDA) for WSU's Engineering Innovation Hub in Parramatta. The Engineering Innovation Hub is a partnership between WSU and the University of New South Wales (UNSW) and will be a state-of-the-art facility for engineering innovation offering programs across engineering, architecture and entrepreneurship at Hassall Street in the Parramatta Central Business District (CBD). The project is being delivered in partnership with Charter Hall.

We would like to offer you a briefing on the project to hear your feedback prior to the lodgement of the SSDA.

The preparation of the SSDA follows the Design Excellence Competition, which selected Tzannes and Blight Rayner as the architects. The Design Excellence Competition was conducted in accordance with the requirements of the Government Architect New South Wales and Parramatta City Council.

The SSDA will seek consent for the redevelopment of the site as a mixed-use development comprising a tertiary institution, commercial and retail uses. The building will include a basement car park, ground level retail and commercial space and tertiary and commercial space across 18 levels. The redevelopment will also include landscaping works in the public domain and a pedestrian link through the site.

The application is SSD in accordance with Clause 8 and Schedule 1 of *State Environmental Planning Policy (State and Regional Development) 2011* on the basis that the development is for the purpose of a tertiary institution and has a capital investment value of more than \$30 million.

Clause 226(1) of the *Environmental Planning and Assessment Regulation 2000* provides that a development carried out by an Australian University is Crown development.

Please advise your availability to meet with the project team between 6-8 & 11-15 February 2019 and preferably during the morning period from 9am-12pm. Please nominate whether you are able to host the meeting at your office or whether an alternative venue needs to be arranged at WSU Parramatta campus.

Frances Mehtens (Senior Urbanist, Ethos Urban) will organise diaries for this meeting, I would appreciate if you could inform her of your availability via email at fmehrtens@ethosurban.com or on 9956 6962.

Kind regards,

Caitlin Brookes
Principal – Engagement
Ethos Urban
02 9956 6962