

Social Impact Assessment

State Significant Development Application

47 – 97 Marlborough Street

Surry Hills

Prepared for M House Surry Pty Ltd

March 2026

Document Control

Project Reference

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Version and Date Draft 1 – WIP Approved
9 March 2026

Final 19 March 2026 Approved

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Executive Summary

This Social Impact Assessment (SIA) has been prepared by **Notting Hill Advisory Pty Ltd** (Notting Hill) on behalf of **M House Surry Pty Ltd** (the Applicant) to support a State Significant Development Application (SSDA) for the site located at 47-97 Marlborough Street, Surry Hills (the Proposal).

The application seeks development consent for the redevelopment of the site for an in-fill affordable housing residential development comprising 172 market and affordable housing dwellings. The works will involve the adaptive reuse of the heritage listed warehouse building known as the 'Former David Jones Factory'.

This SIA has been prepared in accordance with Social Impact Assessment Guidelines (NSW DPHI, July 2025) and has been informed by robust community and stakeholder engagement as well as a detailed literature review of relevant policies and planning frameworks at both a state and local level.

A key input informing this SIA includes the results of the randomised telephone survey prepared by Notting Hill (**Appendix 1**), to ascertain a detailed sample of public attitudes to the existing building, the Proposal and its perceived impacts and benefits. The Engagement Report prepared by Brilliant Logic has also informed an understanding community priorities relevant to the Proposal.

Technical reports prepared by relevant consultant which respond to the key issues arising from community and stakeholder engagement have informed the mitigation and enhancement measures included in this SIA.

Summary of Social Impacts

The Social Impact Assessment provides a comprehensive analysis of the projected social impacts of the SSDA across the eight categories of social impact set out in the *Social Impact Assessment Guideline*: Way of Life, Community, Accessibility, Culture, Health and Wellbeing, Surroundings, Livelihoods, and Decision-Making Systems.

This assessment sets out the potential positive and negative social impacts anticipated during the construction and operational phases, making clear recommendations for mitigating potential negative impacts and enhancement measures for positive social impacts. The range of impacts identified in this SIA include high, moderate, minor, and negligible impacts, both positive and negative, reflecting the complex nature of redevelopment and its influence on existing and future residents, as well as the local and broader community.

The following section summarises key issues and their associated impacts as assessed in the body of the Social Impact Assessment.

Way of Life

The SSDA proposes the redevelopment of the site for a multi storey residential flat building comprising 172 dwellings, including 15% affordable housing to be managed by a registered Community Housing Provider for a minimum period of 15 years. The proposal represents a substantial uplift in housing supply relative to the existing office building and introduces affordable housing into a high value residential market.

From a way of life perspective, the development is expected to generate moderate positive social outcomes for future residents. The site is located within walking distance of established retail, services, community facilities and public transport, supporting daily mobility, independence, and access to employment. The

provision of affordable housing enhances access to the suburb for moderate income household and key workers who may otherwise be excluded from the local housing market.

During construction, temporary disruption to residents' daily routines is likely due to noise, vibration, construction traffic and general activity. These impacts are short term and will be managed through approved construction management measures. While engagement identified concerns regarding height and scale, the Visual Impact Assessment concludes that the proposal will not result in significant visual impacts. Residual impacts on neighbouring residents' sense of place are therefore localised and primarily perceptual rather than materially adverse.

Community

Construction activity will result in short term amenity impacts for nearby residents, including noise, traffic movements and visual change. These impacts are highly likely during peak works but are limited to the construction period and are assessed as low to moderate in magnitude. At a suburb wide scale, they are not expected to materially alter community cohesion.

The inclusion of 15% affordable housing into the proposal introduces greater housing diversity within Surry Hills and the City of Sydney more broadly, supporting access for key workers and moderate-income households. Engagement undertaken for the SSDA indicates that community members recognised the value of additional housing supply and affordable housing provision. Overall, residual impacts on community cohesion and character are assessed as low to moderate positive, with the benefits of increased housing diversity outweighing temporary disruption.

Accessibility

The site benefits from strong public transport connectivity, including frequent bus services, Surry Hills Light Rail, and Central Station, as well as proximity to retail and community infrastructure. It is highly likely that future residents will experience positive accessibility outcomes, with convenient access to employment, services, and recreational assets.

Temporary disruption to pedestrian and vehicle movements may occur during construction; however, this will be managed through the Construction Traffic Management Plan and is limited in duration. The Transport Impact Assessment concludes that the impact of the development on public transport is low and acceptable. Thus, the development is unlikely to materially affect surrounding road or public transport capacity.

Culture

The majority of the site located at 47-97 Marlborough Street, Surry Hills is listed as a local heritage item "Former David Jones Factory" (Item No. I2268) under the Sydney Local Environmental Plan (LEP) 2012, excluding the contemporary carpark structure in the northern portion of the site. The site is also located adjacent to the High Holborn Street Heritage Conservation Area (HCA) to its east (C64) and the Goodlet Street HCA (C63), both listed under the Sydney LEP 2012. The Engagement for the SSDA highlighted the value of the building's heritage and character for the local community. The Heritage Impact Statement (Urbis) confirmed that the proposed development will have no detrimental impacts, achieving a balanced heritage outcome, consistent with the objectives of the Sydney LEP 2012, the intent of the Sydney DCP 2012 and Heritage NSW guidelines.

No Aboriginal objects have been identified within the subject site, and no direct impacts on Aboriginal cultural heritage are anticipated. Cultural considerations relate primarily to acknowledgement of Country and the broader contribution of development to local identity and place.

Health and Wellbeing

The Noise and Vibration Assessment and the Transport Impact Assessment highlight that construction may have a temporary negative impact on residents in surrounding properties during the construction phase. The noise, vibration, dust, and traffic implications of the development will be mitigated by implementing the recommended acoustic mitigation measures and the Traffic Management Plan.

The site's proximity to Sydney CBD, Central Station, open space, and community and social infrastructure supports positive physical and mental health outcomes for future residents. Access to walkable amenities and open space is strongly associated with wellbeing, and this benefit is assessed as high positive and highly likely to occur.

Surroundings

The redevelopment involves the demolition of non-heritage listed components of the site and will result in a perceptible visual change to the immediate streetscape. Engagement feedback identified concerns regarding scale and overshadowing. The Visual Impact Assessment concludes that the proposal will not result in significant visual impacts. Residual impacts on surrounding residents are therefore localised and primarily perceptual rather than materially adverse.

While some adjoining residents may experience altered outlook or a perceived change in neighbourhood character, these effects are limited in extent. In operation, the development is expected to provide moderate positive outcomes in terms of improved built form quality, landscaping, and passive surveillance, contributing to perceptions of safety and activation of the streetscape.

Livelihoods

Construction related noise and activity may temporarily affect productivity and business of residents undertaking work from home and or working nearby. These impacts are assessed as low in magnitude and time limited, with mitigation measures in place to reduce disturbance.

The demolition and construction phases will also generate short to medium term employment across a range of trades, subcontractors and professional services. This includes direct on-site construction roles and indirect employment within the building supply chain. While temporary in nature, this employment generation represents a local and regional livelihood benefit associated with the proposal.

In operation, the addition of 172 dwellings will expand the local residential catchment and is highly likely to contribute to increased spending within nearby retail and service areas. This represents a moderate positive impact for local businesses over the longer term. Further, the introduction of ground floor retail and commercial space will support ongoing employment and local economic activity following occupation, bringing a moderate positive impact.

Decision-Making Systems

Engagement undertaken for the SSDA, including targeted consultation and public information sessions, has provided opportunities for community members to understand the proposal and raise concerns. Issues relating to overshadowing, the heritage building, and traffic in Surry Hills have been considered through design development and supported by specialist technical studies.

Formal statutory exhibition will provide additional opportunity for submissions and review by the consent authority. Clear complaints and enquiry mechanisms will be maintained during construction, and governance arrangements will be established for future residents upon occupation.

While some perceptual concerns regarding development outcomes may remain among objectors, the availability of formal participation pathways and transparent documentation of assessment findings result in a low residual social impact on decision making systems.

Introduction

As outlined in the Executive Summary, this Social Impact Assessment (SIA) has been prepared by **Notting Hill Advisory Pty Ltd** (Notting Hill) on behalf of **M House Surry Hills Pty Ltd** (the Applicant) to support a State Significant Development Application (SSDA).

The application seeks development consent for the redevelopment of the site for an in-fill affordable housing residential development comprising 172 market and affordable housing dwellings. The works will involve the adaptive reuse of the heritage listed warehouse building known as the ‘Former David Jones Factory’.

Specifically, this application seeks approval for the following:

- Demolition of the existing car park on the northern portion of the site.
- Site preparation works including
 - Tree removal.
 - Excavation on the northern portion of the site.
- Alterations and additions to the existing warehouse building for the purposes of a residential flat building comprising:
 - Heritage conservation works to the warehouse building and alterations to the warehouse roof profile on level 8.
 - Four level addition to the warehouse building on the central portion of the site.
 - 134 residential apartments across 9 levels.
 - Indoor communal resident amenity and rooftop communal open space.
 - Service vehicle access from Goodlet Street to an at-grade loading dock.
 - Lower ground storage, plant and services area.
- Construction of a new residential flat building on the northern portion of the site comprising:
 - Basement car stacker and vehicular access from Landsdowne Street.
 - Retail tenancy on ground level on the corner of Marlborough Street and Landsdowne Street.
 - 38 residential apartments across 9 levels.
- Landscaping and associated public domain works including a private pedestrian link along the western site boundary.
- Provision of 15% affordable housing to be managed by a community housing provider for a period of 15 years from date of the Occupation Certificate.
- Extension and augmentation of physical infrastructure and utilities as required.

Refer to Architectural Plans prepared by Wardle appended to the Environmental Impact Statement

Response to Secretary's Environmental Assessment Requirements (SEARs)

This report has been prepared in response to the requirements contained within the Secretary's Environmental Assessment Requirements (SEARs) dated 19 December 2024 (SSD- 78545225). Specifically, this report has been prepared to respond to the following SEARs:

Item	Requirement	Response Location
18 – Social Impact	The EIS must consider social impacts and, should any significant social impacts be identified, a Social Impact Assessment must be prepared in accordance with the Social Impact Assessment Guideline for State Significant Projects.	Social Impact Assessment and Prediction

Site Description

The site is located at 47-97 Marlborough Street, Surry Hills and is legally described as Lot 1 in DP225393 and Lot 1 in DP251056. It is regular in shape and has an area of approximately 3,413m².

The site is located in the City of Sydney local government area (LGA) in Surry Hills, which is well-serviced by public amenities such as a supermarket, cafes, destination retail shops and a library.

Community facilities such as swimming pools, tennis courts, and active open space are easily accessible. The southern portion of the site comprises a locally listed heritage item (the former David Jones Warehouse building) and the northern portion of the site accommodates a car park. The area to the east and south of the site is a Heritage Conservation Area.

The site is in a highly accessible area with the nearest Light Rail Station (Surry Hills) 200m to the north of the site. The site is also close to regular bus services in the immediate vicinity.

The existing building is built to the site boundaries. There are existing street trees along Marlborough Street, as well as some planter boxes containing vegetation on the site's north-eastern frontage to Marlborough Street.

The location of the site is illustrated in **Figure 1**.



Figure 1 – Site Aerial (Source: Urbis)

Methodology

The assessment of social impacts has been conducted in accordance with the NSW DPHI *Social Impact Assessment Guideline* for State Significant Projects (July 2025). It is noted within the Guideline that for State significant housing projects, the EIS must consider social impacts and if any significant social impacts are identified, an SIA must be prepared in accordance with the Guideline.

This assessment draws on guidelines published by the International Association for Impact Assessment (IAIA), *International Principles for Social Impact Assessment* (Vanclay 2003), which defines Social Impact Assessment as:

‘The process of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment’. ([IAIA](#))

The impact assessment has taken into consideration the potential impacts of the proposal in relation to the following 8 categories of impact:

- **Way of life** (how people live, how they get around, how they work, play and interact each day)
- **Community** (composition, cohesion, character, how the community functions, resilience and people’s sense of place)
- **Accessibility** (how people access and use infrastructure, services and facilities, whether provided by a public, private or not-for-profit organisation)

- **Culture** (both aboriginal and non-aboriginal including shared beliefs, customs, practices, obligations, values and stories including connections to country, land, waterways, places and buildings)
- **Health and wellbeing** (physical and mental health, especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health)
- **Surroundings** (ecosystem services, shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, aesthetic value and amenity)
- **Livelihoods** (people's capacity to sustain themselves through employment or business)
- **Decision making systems** (the extent to which people can have a say in decisions that affect their lives and have access to complaint, remedy and grievance mechanisms).

In this SIA, Notting Hill Advisory assesses impacts in accordance with the eight key categories of social impact, ensuring emerging issues are examined using a consistent and robust methodological approach.

Key stages of impact assessment include:

- **Baseline Review:** Examination of the baseline analysis and project context to confirm the defined social locality.
- **Preliminary Research and Engagement Review:** Review of prior reporting and stakeholder engagement outcomes to validate and expand on the community's key values, concerns and aspirations for the Proposal.
- **SIA Survey Fieldwork:** Assessment of detailed stakeholder survey findings to strengthen understanding of current social conditions and community perspectives.
- **Technical Report Review:** Technical reports conducted across various disciplines in support of the SSDA are reviewed to provide conclusions and recommendations related to the immediate and ongoing management of the impacts arising from the Proposal.
- **Impact Scoping and Assessment:** Comprehensive analysis of potential social impacts during construction and operation phases, with particular attention to directly affected communities and key stakeholder groups. The assessment has taken into consideration the NSW DPHI SIA Guideline, Technical Supplement to assess each identified area of impact in relation to its likelihood and magnitude as well as the significance of each of the impacts.
- **Identification of Mitigation and Enhancement measures followed by a residual impact assessment:** The social impacts have been reassessed following the application of enhancement and mitigation measures to determine the resulting residual significance of social impact.

Author Declaration

This Social Impact Assessment has been prepared by Notting Hill Advisory in accordance with the *NSW Social Impact Assessment Guidelines* (NSW Department of Planning, Housing and Infrastructure, 2025) and in alignment with the best practice principles established by the *International Association for Impact Assessment (IALA)*.

This assessment has been undertaken with professional independence, diligence and adherence to ethical practice standards. All reasonable steps have been taken to ensure the information, data and analysis contained in this report are accurate, evidence based and reflective of the social context and community values relevant to the proposal.

The author confirms that the methodology used is consistent with recognised SIA practice, including early scoping of potential impacts, stakeholder engagement, analysis of social baseline conditions, assessment of positive and negative impacts, and identification of mitigation and enhancement measures to support equitable and sustainable outcomes.

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Peer Review

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Literature Review

This section summarises the key policy and planning frameworks at the national, state, and local government levels relevant to the SSDA for 47-97 Marlborough Street, Surry Hills.

National Housing Accord 2022

Introduced in October 2022, the National Housing Accord sets out a coordinated national response to address Australia's housing supply and affordability challenges. The Accord commits to facilitating the construction of one million new well-located homes from 2024, supported by partnerships between all levels of government, investors and the construction industry.

The Accord places particular emphasis on delivering housing in locations with access to employment, services and public transport, and within established urban areas capable of accommodating growth. The proposal aligns with these objectives by contributing additional housing supply, including affordable housing, within Surry Hills – a well-connected centre with access to light rail services, employment precincts and established community and social infrastructure.

The NSW Government's Housing 2041 Strategy (2021)

A 2-year strategic framework to set long term goals for better housing security, comfort, independence, and choice. The framework highlights that new housing should be strategically located close to jobs and

public transport and identifies the need to consider diverse housing and tenure types to cater for the diverse housing needs and preferences of the population.

- **Priority 5** – providing housing supply, choice, and affordability, with access to jobs, services, and public transport.
- **Priority 10** – delivering integrated land use and transport planning and a 30-minute city of the District Plan.

Greater Sydney Region Plan

The Greater Sydney Region Plan sets the long-term vision for Sydney as a metropolis of three cities: the Western Parkland City, Central River City and Eastern Harbour City. Surry Hills is located within the Eastern Harbour City which is identified as a key area for increasing housing in close proximity to social, community, and transport infrastructure.

The Plan promotes the delivery of additional housing close to jobs, education, and transport, consistent with the “30-minute city” objective. The proposal supports these objectives by delivering housing in a location that is well serviced by public transport and integrated with existing and planned infrastructure.

Relevant objectives from the Plan include:

- **Liveability** – Providing housing choice close to jobs, transport, and services.
- **Productivity** – Supporting mixed-use centres that enhance access to employment and economic activity.
- **Sustainability** – Encouraging development that supports walkability and reduces emissions through efficient land use.

Eastern City District Plan (2018)

The Eastern City District Plan provides a district-level planning framework for the Eastern Harbour City. Within this context, Surry Hills and the broader Eastern Harbour City is identified as part of a broader precinct where increasing the residential capacity can provide homes close to open space, social infrastructure, and transport.

Surry Hills is identified as part of the Eastern Harbour City and acknowledged for its vibrant street life, accessible social infrastructure, abundant greenery, and high proportion of professional and knowledge-based workers.

Relevant planning priorities include:

- **Planning Priority C5** – Providing housing supply, choice and affordability in accessible locations.
- **Planning Priority C6** – Creating and renewing great places and local centres with high-quality design outcomes.
- **Planning Priority C9** – Delivering integrated land use and transport planning to support growth.
- **Planning Priority C10** – Enhancing social infrastructure and open space to support growing communities.

The proposal contributes to these priorities by delivering additional housing alongside the provision of services and social infrastructure.

State Environmental Planning Policy (Housing)

The Housing SEPP provides a consolidated framework for the delivery of diverse and affordable housing types across NSW and supports the inclusion of affordable housing within private developments.

The proposal aligns with this policy through its inclusion of dedicated affordable housing to be managed by a registered Community Housing Provider (CHP). The site benefits from provisions under the SEPP that encourage well-located affordable housing near transport, jobs, and services.

Future Transport Strategy 2061

The NSW Future Transport Strategy sets out a long-term vision for an integrated, efficient and sustainable transport system. Surry Hills is identified as a highly accessible location, serviced by the Surry Hills Light Rail, bus routes, and active transport connections, including walking and cycling paths.

By accommodating additional residential development in close proximity to public transport and services, the proposal supports the Strategy's objectives to optimise existing infrastructure, reduce car dependency and encourage sustainable travel behaviours.

NSW Government Architect – Better Placed

The Better Placed policy outlines the NSW Government's design principles for the built environment, emphasising health, responsiveness, integration, equity and resilience. These principles are particularly relevant in areas undergoing urban renewal, where increased density must be balanced with amenity and liveability.

The proposal has been informed by these principles through a design-led approach that seeks to integrate additional height and density while maintaining appropriate building separation, public domain outcomes and pedestrian amenity.

NSW Government Architect – Connecting with Country Framework

The Connecting with Country Framework guides proponents in embedding Aboriginal perspectives and values in the planning, design, and delivery of projects. While the site is in an established urban context, the principles of respect for Country, co-design, and acknowledgement of Aboriginal connection to place remain relevant. These will be reflected through engagement with local Aboriginal stakeholders and in the design response where feasible.

Social Impact Assessment Guideline and Technical Supplement

The NSW Social Impact Assessment Guideline and accompanying Technical Supplement establish the framework for identifying, assessing and managing the social impacts of State Significant Development. The guidelines emphasise understanding how people experience change, consideration of cumulative impacts and the role of engagement in informing decision-making.

This Social Impact Assessment for 47-97 Marlborough Street has been prepared in accordance with these requirements.

City of Sydney Council, Local Strategic Planning Strategy: City Plan 2036 (LSPS)

The Local Strategic Planning Statement sets out a 20-year vision for future land use within the City of Sydney LGA, to guide growth, housing, and infrastructure to meet community. The Statement also

reinforces the City's role as Australia's global city and its emphasis on liveability, sustainability, and social inclusion.

Planning priorities relevant to this assessment of social impact include:

- **Planning Priority I2** – Align development and growth with supporting infrastructure – use the necessary planning, funding and delivery mechanisms to provide local infrastructure and collaborate with NSW Government on state infrastructure.
- **Planning Priority L1** – A creative and socially connected city – take a people focused approach to planning and place making to create inclusive and accessible places.
- **Planning Priority L2** – To create great places and protect distinctive heritage neighbourhoods by planning local centres and high streets to be the heart of local communities.

City of Sydney Council, Community Strategic Plan: Delivering Sustainable Sydney 2030-2050

The City of Sydney Community Strategic Plan establishes a 2030 vision for Sydney to be 'green, global and connected'. The Council aims to be a leading environmental performer by reducing greenhouse gas emissions and creating more sustainable places. The Plan prioritises building a city that provides services and social infrastructure to foster culturally rich and socially connected communities, aligned with population growth.

City of Sydney Council, Social Sustainability Policy and Action Plan – A City for All 2018-2028

The Social Sustainability Policy and Action Plan establishes the LGA's target of 15% social and affordable housing (7.5%). The Plan notes that renewing social infrastructure that meets the changing community needs and aspirations is a priority. The strategy focuses on providing centrally located multipurpose facilities for a range of programs.

City of Sydney Council, City for All – City of Sydney Local Housing Strategy (2021)

The City for All Strategy outlines that supporting social and cultural diversity through increasing housing diversity and choice remains a key challenge for the LGA. This includes retaining and attracting low-income residents, those who identify as part of the Aboriginal and Torres Strait Islander community, families with children, people with disability, older people, long-term renters, students, people living alone, shared households and more.

City of Sydney Council, Greening Sydney Strategy (2021)

The Greening Sydney Strategy establishes the LGA's target for a minimum of 27% canopy cover by 2050. This aims to reduce urban heat and ensure environmentally responsive living for residents. The Strategy also outlines opportunities to provide further open space, such as rooftops, communal open spaces, and podium gardens in higher density residential, mixed use, and commercial buildings.

City of Sydney Council, 'A City for Walking' Strategy and Action Plan – Continuing the Vision (2024)

The City for Walking Strategy outlines how to increase the walkability of local areas to support the 10-minute neighbourhood strategy, whereby residents can access essential amenities, such as grocery stores, parks, schools, and cafes, within a 10-minute walk or cycle from their home. It identifies that green and cool street, particularly where cover is over 30%, is essential to improve walkability and manage thermal comfort.

Stakeholder Engagement

Stakeholder engagement is central to the assessment of social impacts, providing the primary evidence base for understanding how people experience change and the issues they consider most important. For this project, engagement has been undertaken to ensure that community views are captured in a structured, transparent and proportionate manner, consistent with the **Undertaking Engagement Guidelines for State Significant Projects**.

The engagement program for the SSDA combined **quantitative and qualitative methods** to capture both statistically representative public sentiment and more detailed qualitative feedback. Engagement activities were designed to ensure that perspectives were obtained not only from those who typically participate in consultation processes, but also from residents who may otherwise be under-represented, including renters and younger cohorts.

Engagement was undertaken by **Brilliant Logic** and **Notting Hill Advisory** on behalf of the Applicant and included two in-person focus groups, an online survey, online feedback form, dedicated project email and a project website. A postcard was distributed via letterbox drop to a defined radius and invites for the focus groups were sent to community members who had registered to be involved in any engagement opportunities via direct emails. **Notting Hill Advisory** utilised Computer Assisted Telephone Interviewing (CATI) to conduct phone interviews with 84 residents of the Surry Hills suburb. Together, these activities provided a robust understanding of community awareness, perceptions, and priorities in relation to the proposed amendments.

SIA Survey

A community survey was conducted in support of the SIA using **Computer-Assisted Telephone Interviewing (CATI)**. Live, person-to-person telephone interviews, lasting approximately 10 minutes, were completed with **approximately n=84 residents** living within postcodes proximate to the site. Fieldwork was undertaken between **9 September 2025 and 8 October 2025**.

The survey tested community sentiment across a range of issues relevant to social impact, including housing affordability and supply, attitudes towards the proposal, perceptions of the local neighbourhood, traffic and parking, and perceived project benefits. The survey catchment was selected to represent residents with a direct personal, economic or civic interest in the proposal.

Survey findings indicate that housing affordability and availability are key considerations for residents in Surry Hills and surrounding suburbs. There was strong recognition of the importance of affordable housing, with a clear majority of respondents agreeing that affordable rental housing is important for households unable to purchase in the local market. Access to public transport and proximity to parks and open space were consistently identified as strengths of the local area. A strong majority of respondents considered the site suitable for new housing given its proximity to Surry Hills Light Rail and an array of local amenities.

Community attitudes towards the proposal were mixed but generally balanced, with themes of interest most commonly relating to maintaining the building's heritage and mitigating the impacts on traffic. These issues are considered in detail within the impact assessment section of this SIA and informed the refinement and assessment of the proposed mitigation and enhancement measures.

Below is a sample of verbatim quotes from survey respondents.

- ▶ **"I think it's a great addition to Surry hills."** *Female 45-54, Homeowner without a mortgage*
- ▶ **"I think this is good proposal and I'm favourable towards it."** *Male 18-24, Renting*
- ▶ **"I'm looking forward to that beautiful development."** *Male 45-54, Homeowner with a mortgage*
- ▶ **"My view is Surry Hills is that its already very populated. Marlborough Street is a narrow street and adding buildings like this or people would make it more congested."** *Male 65-74, Homeowner without a mortgage*
- ▶ **"As a nearby resident, I have major concerns about the increased traffic and garbage that will be generated. The traffic situation, in particular, is likely to become problematic."** *Female 65-74, Homeowner without a mortgage*
- ▶ **"I will be in favour of the development given that there are parking availability as well to accommodate more residents."** *Male 65-74, Homeowner without a mortgage*
- ▶ **"Just keep the originality of the building, keep the facade, and the character."** *Female 45-54, Homeowner without a mortgage*
- ▶ **"Surry Hills has been known to be the most creative capital area in Australia. There is already enough housing. It's a creative area, and needs a balance of work and creatives."** *Female 55-64, Homeowner with a mortgage*

Figure 3: Verbatim Responses - Notting Hill Advisory, Marlborough House Community Survey 2025)

Community Engagement

Letterbox Distribution

To support awareness of the proposal and engagement opportunities, two A6 **postcards** were distributed to **1,900 nearby residences and businesses** between **23 June 2025 and 27 June 2025**. The postcard clearly directed community members to the project website where they could read more about the proposal and provide feedback.

This approach ensured that engagement opportunities were accessible to residents regardless of digital participation and supported broader awareness of the proposal within the local area. The engagement provided valuable qualitative insights into community priorities and concerns.

The following map indicates the area that the postcard was delivered to within Surry Hills.

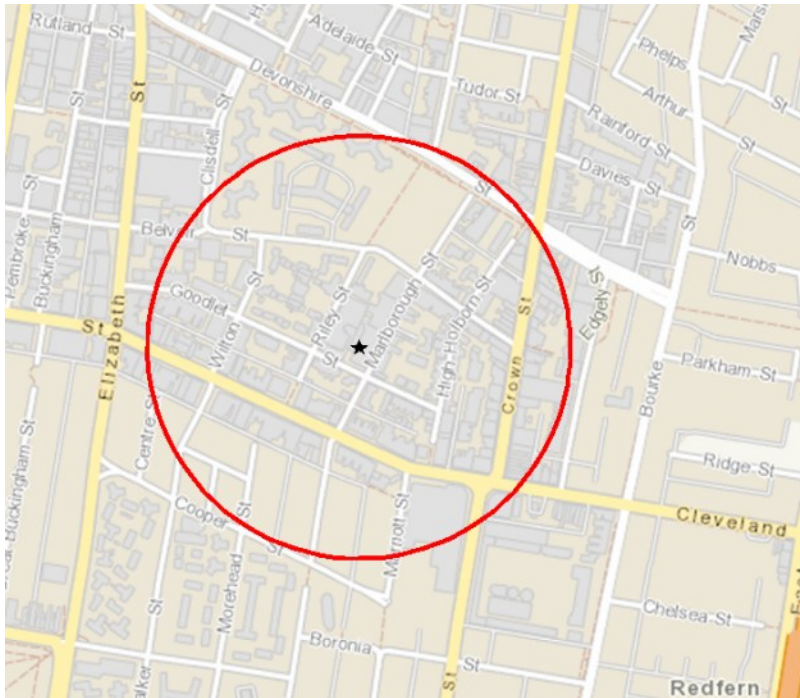


Figure 3: Letterbox Drop Area

Project Website

A **dedicated project website** (<https://marlboroughsurryhills.com.au/>) went live on **15 July 2025** to present the proposal and to provide community members with an avenue to provide feedback. The site provides a plain-language overview of the proposal, survey, and online feedback form.

The page received a total of **255-page reviews, 97 active users** and **12 survey completions**.

Online Survey

A 10-question community survey was conducted using SurveyMonkey. The survey was promoted via the project website and letterbox distribution. 12 people who identified as residents, workers, business owners, or visitors in Surry Hills completed the online survey.

The survey tested community sentiment across a range of issues relevant to housing affordability and supply, attitudes towards the proposal, perceptions of the local neighbourhood and amenity, traffic and parking, and perceived project benefits. The survey catchment was selected to represent residents with a direct personal, economic, or civic interest in the proposal. However, the small sample size limits the ability to generalise findings to the broader community. Results should therefore be interpreted as indicative rather than representative.

Survey findings indicate respondent's support for the inclusion of affordable housing within the project, with two-thirds of respondents supporting its inclusion in the project. Respondent's feedback expressed potential benefits for the area for the additional housing the development will provide, particularly for mid-income or key worker households. Feedback also highlighted support for the project's central location and strong public transport connections.

While views on the affordable housing component were predominantly favourable, respondent's expressed concern around the building's height, impacts of overshadowing, traffic consequences, and the loss of affordable workspace for small businesses in the area. Respondents rated a high-quality design, landscaping, and greenery as key priorities for the development. These issues are considered in detail

within the impact assessment section of this SIA and informed the refinement and assessment of the proposed mitigation and enhancement measures.

Feedback Form

The dedicated project website enabled community members to provide feedback directly to the project team. Submissions were primarily from people who identified as living in a neighbouring property, notably within Riley Street and Marlborough Street. One respondent identified as living elsewhere in Surry Hills.

As with the online survey, respondents raised concerns around the height and scale of the development and how this would impact the daylight, solar access, views, and character of neighbouring properties.

Traffic and parking were also identified, with respondents seeking clarity on parking provision for the development and expressing concerns that the local street network is already constrained.

In summary, feedback form responses were mixed but balanced, with respondents expressing concern around the building height, traffic, neighbourhood character, and seeking clarification on how these impacts would be managed.

Focus Group

Two focus groups were held with residents living in close proximity to the site. The focus group was promoted through the project website and direct invitations were distributed to community members who had previously provided feedback or registered interest. **Seven** community members attended the focus group.

The focus group began with a short presentation by the project team and architect (Wardle) before taking questions for the architect. Once the architect had departed, an open discussion was held and facilitated by Brilliant Logic. Community members were advised feedback would be anonymous.

The focus group discussions indicated strong support for repurposing the building, provided that any redevelopment is undertaken in a manner that meaningfully acknowledges and respects the site's heritage significance. Feedback also demonstrated support for the landscaping, greening, sustainability initiatives, affordable housing principle. Support for activating the ground floor with street-level retail and similar uses was conditional on ensuring these activities do not generate late-night trading or excessive noise.

Consistent with the online survey and feedback form, focus group participants demonstrated concern for the building height and scale, with participants seeking clarity on how the proposal would impact surrounding properties. Participants also expressed concern around construction traffic, on-street parking and the management of waste collection. Further, concern was raised to the wider impacts of construction, particularly of noise, vibration, and dust.

The focus groups highlighted participants supported the inclusion of affordable housing thereby enabling key workers to live closer to their workplaces.

Engagement Summary

Overall, the engagement program undertaken for the SSDA provided a **balanced and proportionate understanding of community views**, combining statistically representative public sentiment research with targeted qualitative engagement. Feedback indicates that while concerns remain regarding height, density and cumulative development within Surry Hills, there is broad recognition of the site's suitability for

housing, strong support for affordable housing provision, and acknowledgment of the benefits associated with the site's accessibility and integration with existing infrastructure.

The findings of the engagement program have directly informed the assessment of social impacts presented in this SIA and provide sound evidence for understanding how the proposed amendments may be experienced by the community.

Social Baseline

The social baseline for 47-97 Marlborough Street, Surry Hills State Significant Development Application comprises a review of the natural and physical features of the locality as well as the cumulative demographic trends. Findings have informed the approach to consultation, scoping of initial impacts, and formation of the site's social locality.

Social Locality

The site is located at 47-97 Marlborough Street, Surry Hills and is within the City of Sydney local government area (LGA). The site is characterised by predominantly mid-rise apartment buildings and historic terrace housing on small lot patterns. Crown Street is a two minute walk and provides an array of public amenities, such as a supermarket, cafes, destination retail shops and a library. Community facilities such as swimming pools, tennis courts, and active open space are also easily accessible.

The site is in a highly accessible area with the nearest Light Rail Station (Surry Hills) 200m to the north of the site via Marlborough Street or through Ward Park. The light rail runs every four to eight minutes throughout the day and provides high quality connectivity to Randwick, the Sydney CBD and Circular Quay. The site also benefits from being located within close walking distance of various bus routes (304, 352, 355, 374) connecting the site with Circular Quay, Green Square, Bondi Junction, Coogee, and Central.

Surry Hills is well service by existing community infrastructure within and surrounding Surry Hills. These include:

Education and childcare

- Inner Sydney High School
- Crown Street Public School
- Bourke Street Public School
- Sydney Girls High School
- Australian Harbour International College
- A range of childcare facilities, such as Surry Hills Neighbourhood Centre and Surry Hills Early Learning Centre.

Community and civic facilities

- Surry Hills Library – study spaces, recycling station, self-service computers.
- Northcott Community Centre and nearby multipurpose community spaces.
- Local places of worship and community meeting facilities within Surry Hills and neighbouring suburbs

Health and wellbeing services

- Local GP practices, allied health services and medical centres within Surry Hills suburb.
- Community health services and pharmacies servicing the Surry Hills suburb.
- St Vincent's Hospital Sydney (11-minute drive).
- Royal Prince Alfred hospital (9-minute drive).

Open space, recreation, and sporting facilities

- Skate Park and Table Tennis at Eddie Ward Park.

- Prince Alfred Park – large urban park with open space.
- AFL, Cricket, Rugby/Oztag, Soccer at Moore Park
- Outdoor Fitness equipment at Moore Park
- Ron Williams Community Centre,
- Basketball at Redfern Park.

Retail and everyday services

- Crown Street Retail Strip is a long, vibrant stretch with a mix of retail, food, beverage, and everyday services.
- Small clusters of everyday services on adjoining streets, such as Elizabeth Street and Bourke street that include convenience shops, cafes, grocery shops, service oriented villages.
- Surry Hills Shopping Village on Cleveland Street serves the broader suburb with convenience goods, supermarkets, and specialty stores.

Population Profile

This section provides an overview of the existing social environment in and around Surry Hills, drawing on publicly available data sources including the Australian Bureau of Statistics (ABS) 2021 Census, City of Sydney strategic documents and relevant State planning policies. It establishes the demographic and socio-economic context against which potential social impacts of the proposal are assessed and informs consideration of appropriate mitigation or enhancement measures.

Surry Hills is a high-density inner-city neighbourhood characterised by predominantly mid-rise apartment buildings and historic terrace housing on small lot patterns. According to the 2021 ABS Census, the suburb has a comparatively high proportion of residents born overseas. Common countries of birth include England, New Zealand, China, Thailand, and the United States of America. This diversity is a defining feature of the local social environment.

Socio-economically, Surry Hills displays a mix of household types and income levels. The number of single person and group households is substantially higher than the NSW average (46.8% and 12.2% compared to 25.0% and 3.9% respectively). Further, Surry Hills has double the NSW average of people who rent and half the NSW average of people who own outright. This reflects the suburb's high concentration of professionals, students, creatives, and share-house residents, and indicates a housing market largely characterised by rental and investor-owned properties rather than owner-occupied dwellings. The prevalence of apartment living and rental tenure contributes to a relatively mobile population, with many residents moving into the area for access to transport, employment, education, and amenities, as opposed to long-term tenure in the area.

The age profile of Surry Hills is also weighted towards working-age adults, particularly those between 25 and 44, reflecting the dominance of apartment housing and proximity to employment centres. Compared with NSW averages, there is a very low proportion of children and older residents. Together, these characteristics reflect a population that is diverse, economically active, and relatively transient.

Key demographic indicators for the social locality, based on the 2021 ABS Census, include:

- Approximately 16,000 people residing within the suburb of Surry Hills.
- Median age of 35, slightly lower than the Greater Sydney average of 39.
- A majority of residents of working age (20–64 years).

The future resident profile of the proposed development is expected to closely reflect the characteristics of the existing local population.

Social Baseline Findings

- The site is well serviced by local amenities and is located within walking distance of Surry Hills Light Rail, which provides frequent services to Circular Quay and Randwick. The site also benefits from a strong bus network that provides access to Central Station and the broader metropolitan rail network.
- Surry Hills benefits from proximity to local retail and services. Crown Street provides access to a range of retail stores as well as a variety of cafés and pubs. Surry Hills Shopping Centre also provides larger supermarkets for everyday goods.
- Surry Hills is a high-density residential suburb that has undergone a process of gentrification throughout the late 20th and early 21st century. As young professionals and the new middle class have moved into the area, property values have risen, displacing some long-term residents.
- The proposal aligns with State and Local Planning objectives for Surry Hills by supporting higher-density residential development in a highly accessible location, enabling residents to live close to public transport, employment centres, community infrastructure and recreational facilities.
- The subject site comprises a heritage-listed former factory building constructed in two principal phases in 1914 and 1935, together with a detached car park constructed in the 1970s at the northern end of the site. The later car park and associated structures are excluded from the heritage listing.
- In 2021, the population residing within the suburb of Surry Hills:
 - Had a median age of 35 years, younger than the New South Wales median of 39 years, reflecting a relatively youthful, working-age population.
 - Exhibits a high level of cultural and linguistic diversity, with a large share of residents born overseas and a mix of ancestries including English, Chinese, Thai, American and others.
 - Occupational profile of Surry Hills residents is skewed towards professional and white-collar roles, with 45.9% employed as Professionals, almost double the NSW average.
 - Housing is a combination of apartment based (68.5%) and semi-detached or terrace housing (29.1%). Tenure patterns show that 65.4% of dwellings are rented, substantially higher than the NSW average, consistent with the area's high-density and highly mobile population.
 - Surry Hills, along with the broader City of Sydney LGA, performs above the national average across key socio-economic indicators. According to the 2021 ABS Census SEIFA Index of Relative Socio-Economic Advantage and Disadvantage, Surry Hills recorded a score of 1034, placing it in the 7th decile nationally. This ranking indicates comparatively low levels of disadvantage and a higher concentration of socio-economic resources relative to the Australian average.

Social Impact Assessment

This summary presents the residual social impact ratings for the SSDA at 47-97 Marlborough Street, during both construction and operation, following the implementation of mitigation and enhancement measures identified through this Social Impact Assessment and the project's supporting technical reports.

The impact assessment considers the potential positive and negative social impacts associated with the proposal, including impacts that may be physically observable as well as those arising from perceived change, community concern, or aspirations for the future. These impacts encompass both tangible and intangible social effects, and may be experienced directly or indirectly by different groups within the community. It is recognised that social impacts are not experienced uniformly and may vary across the life of the project. Accordingly, the assessment distinguishes between impacts arising during the construction phase and those occurring during operation, and acknowledges that the nature and significance of impacts may change over time.

Throughout the Social Impact Assessment, findings from the community survey and engagement undertaken by Brilliant Logic and Notting Hill Advisory have been integrated across relevant impact categories to substantiate the analysis.

Way of Life

How people live, access to housing, how they get around, how people work, how they play and interact

Social Impact Assessment Table: Way of Life

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Housing Supply and Affordability	The proposal delivers 172 dwellings, including 15% affordable housing dwellings managed by a registered Community Housing Provider for 15 years. This represents a substantial uplift in housing supply relative to the existing building. The impact is highly likely to occur and is assessed as major positive	Affordable housing to be managed in accordance with Housing SEPP requirements and CHP best practice tenancy management. Coordination with local services where appropriate to support stable tenancy outcomes.	High positive impact for new residents. High likelihood.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	for future residents, particularly moderate-income households and key workers seeking housing in proximity to employment and services.		
Community Perceptions and Sense of Place	Engagement identified concern regarding the height and scale of the development, particularly regarding the impact on surrounding properties sunlight and traffic and congestion. The VIA and the Transport Impact Assessment indicates that the additional yield is compatible with the surrounding infrastructure and that impacts are primarily perceptual as opposed to measurable visual or amenity degradation. Likely to occur for a subset of neighbouring residents. Magnitude assessed as low to moderate.	Continued documentation of design rationale within SSDA material. Clear communication of built form response and heritage context. Ongoing information provision during construction.	Low to moderate negative impact , localised and primarily perceptual. Likely but limited in extent.

Community

Composition, cohesion, character, function, resilience and sense of place

Social Impact Assessment Table: Community

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Temporary construction disruption	Construction will generate short term noise, vibration, traffic and visual disturbance. Likely to occur.	Implementation of approved Construction Management Plan including	Low negative during construction. Negligible in operation.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	Magnitude low to moderate and time limited. Sensitive receivers include older residents and those working from home.	noise, traffic and community communication protocols.	
Integration of affordable housing residents	Introduction of affordable dwellings support housing diversity in a high value market. Likely to occur. Magnitude moderate positive through increased social diversity and access to affordable housing for key workers within the build to sell component of the development.	Affordable housing managed by CHP in accordance with Housing SEPP. Building management to support integration and shared amenity access.	Medium positive and certain likelihood.

Accessibility

How people access and use infrastructure, services and facilities, whether provided by a public, private or not-for-profit organisation

Social Impact Assessment Table: Accessibility

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Short-term Access Disruption During Construction	Temporary disruption to pedestrian and vehicle movement is likely during demolition and construction works, particularly during peak excavation and material delivery	Implementation of the Construction Traffic Management Plan, maintaining safe pedestrian pathways and managing construction vehicle movements to	Low negative during construction; negligible during operation.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	periods. The magnitude of disruption is expected to be low to moderate and confined to the construction period. Sensitive receivers include residents relying on consistent pedestrian access and those with reduced mobility.	minimise disruption. Advance notice of any temporary access changes.	
Access to Public Transport, Local Services and Amenities	It is highly likely that future residents will benefit from access to public transport, services, and facilities given the site's proximity to Surry Hills light rail services and frequent bus services. Further, future residents will benefit from the strong network of footpaths and cycleways that service the site and facilitate active modes of transport. The magnitude of this impact is expected to be high and positive for future residents, as accessibility is a key determinant of daily mobility and social inclusion.	Ensure pedestrian access points and building entries are clearly legible and aligned with surrounding streets and transport routes, supporting intuitive access to nearby services and public transport.	High positive for new residents of the development with a high likelihood of occurring.
Demand on transport networks	While the Transport Impact Assessment concludes that the public transport impacts of the development are low and acceptable. While additional residents will increase local trip generation, this is projected to be commensurate with the existing level of demand	Management of vehicle access and servicing consistent with TIA recommendations.	Negligible on low negative impact on existing residents in Surry Hills with low likelihood of negative impact occurring.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	generated by the current commercial uses on the site. Thus, the development unlikely to materially affect surrounding road or public transport capacity.		

Culture

Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings.

Social Impact Assessment Table: Health and Wellbeing

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Impact on Aboriginal Cultural Values and Connection to Country	No Aboriginal objects have been identified within the site. The likelihood of direct physical impact on Aboriginal cultural heritage is therefore low. Cultural considerations primarily relate to respectful acknowledgment of Country and the broader contributions of development to place making. Magnitude of impact is negligible in physical terms.	Continued acknowledgment of Traditional Custodians and consideration of culturally respectful elements within the public facing design where appropriate.	Low to negligible impact.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Heritage context and historical continuity	The majority of the site located at 47-97 Marlborough Street, Surry Hills is a local heritage item 'Former David Jones Factory' (Item No. I2268) under the Sydney Local Environment Plan (LEP) 2012. Engagement highlighted the value of the building's heritage character to the local community and a strong sentiment to adaptively reuse the existing structure and conserve the heritage elements. The Heritage Impact Assessment concluded that the proposed development would have no detrimental heritage impacts and would achieve a heritage outcome consistent with the objectives set out in the Sydney LEP 2012 and DCP 2012 as well as Heritage NSW guidelines.	Adhere to the recommendations in the Heritage Impact Assessment, consulting with a qualified heritage consultant and preparing a Schedule of Conservation works. Prepare a Heritage Interpretation Strategy to identified potential locations, media, and indicative content for interpretation.	Low positive impact, likely to occur.
Contributions to Everyday Life and Place-making	Increased residential population and ground floor retail space may contribute to informal activation of the public domain and support local interaction. The outcome is likely and of moderate positive magnitude at a local scale.	Active ground level interface and high-quality communal spaces to support opportunities for passive social interaction.	Moderate positive, likely to occur.

Health and Wellbeing

Including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health.

Social Impact Assessment Table: Health and Wellbeing

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Construction related disruption	Construction activity may contribute to short term stress or disruption for nearby residents. The Noise and Vibration Assessment (Pulse White Noise Acoustics) conclude compliance with applicable standards where recommended measures are implemented. Impacts are likely during peak works but temporary and limited in duration. Magnitude assessed as low to moderate during construction.	Implementation of recommended acoustic mitigation measures, including hoarding, equipment selection, monitoring and advance notification of high noise activities.	Medium negative impact during construction , negligible during operation .
Pedestrian safety	Construction traffic and increased vehicle movements have potential to affect pedestrian safety. However, the Transport Impact Assessment concludes that with the appropriate management, likelihood of adverse outcomes is low and magnitude minor.	For the purposes of the SSDA, a preliminary Construction Pedestrian Traffic Management Plan (CTPMP) has been prepared. The CTPMP outlines the key principles for how construction may be carried out on the site, subject to further planning to be undertaken during subsequent stages of the project. This incorporates safety measures to minimise the impacts on pedestrians and cyclists, such as installing temporary fencing and	Low impact during construction; negligible during operation.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
		hoardings along site frontages to allow pedestrians to walk safely adjacent to the construction site and positioning traffic controllers at vehicle access points.	
Improved access to amenities for future residents	The site location provides walkable and proximate access to a range of services, facilities, and green space. The site is well connected locally and regionally, with proximity to Sydney CBD and Central Station providing connections across Greater Sydney. There is a range of social infrastructure and open space within walking distance of the proposed space, including educational, health, and recreational facilities. Future residents will experience positive impacts associated with the site's location, notably overlooking Ward Park that provides space to exercise and spend quality time with friends and family, important factors for good physical and mental health. This will have a high positive impact on new residents that is very likely to occur.	Utilise the roof space for a communal roof space that increases future resident's access to residential amenity. Incorporate Greening Sydney Strategy and consider how to further open space to support both the climate and resident's mental health. Consideration into how communal areas and other spaces can foster community cohesion and connection, factors that further support resident's physical and mental health.	High positive impact on new residents that is very likely to occur.

Surroundings

Ecosystem services, public safety and security and access to and use of the natural and built environment, aesthetic value and amenity.

Social Impact Assessment Table: Surroundings

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Built Environment and Public Domain	The proposal will result in a perceptible visual change to the immediate streetscape and broader local views from demolition on the non-heritage listed components of the site. The Visual Impact Assessment identifies that while the development will be visible from surrounding streets and nearby residential buildings, the magnitude of visual impact is generally low to moderate . This is due to the proposal's focus on adaptive re-use and internal alterations of the existing site. The proposal is consistent with the planned urban character of Surry Hills and does not introduce a scale or form that is visually incongruous within the wider precinct.	Architectural articulation, landscaping and façade treatment consistent with urban design recommendations.	Low to moderate negative.
Changes to Views and Outlook for Nearby Receivers	It is likely that some nearby residential receivers will experience changes to views and outlook,	Maintain building separation distances and façade treatments as assessed, ensuring the proposal is delivered	Low negative.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	particularly where existing views are oriented toward the site. The Visual Impact Assessment confirms that these impacts are localised and occur within a context where views are already influenced by existing development and infrastructure. The magnitude of impact is expected to be low , as view changes are partial, occur at oblique angles and do not materially alter access to key vistas or public views.	consistent with the design envelope and visual impact parameters.	
Public Safety and Passive Surveillance Outcomes	It is highly likely that the completed development will contribute to improved perceptions of safety through increased activity, lighting and passive surveillance at street level.	Provide active ground-level interfaces, lighting and clear sightlines consistent with the approved design to support passive surveillance of surrounding public areas, in accordance with CPTED principles.	Moderate positive impact for existing and new residents.

Livelihoods

Including people's capacity to sustain themselves through employment or business

Social Impact Assessment Table: Livelihoods

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Temporary Construction Impacts on Nearby Businesses and Workers	It is likely that construction activities will result in short-term, localised impacts on nearby businesses and workers, including changes to pedestrian movement, noise and visual disruption. The magnitude of impact is expected to be low, as impacts are temporary, spatially confined to the immediate vicinity of the site and consistent with construction activity in a metropolitan centre.	Maintain clear access to nearby businesses where practicable, provide advance notice of construction stages likely to affect access or amenity, and nominate a clear contact point for business enquiries during construction.	Low negative during construction, limited in duration and extent, with no ongoing effects anticipated.
Ongoing Employment and Economic Activity Associated with Ground Floor Uses	The introduction of ground-level retail and commercial space will support ongoing employment and local economic activity following occupation. The magnitude of impact is expected to be moderate, as the scale of commercial use is modest but well-located within a high-footfall area.	Support the operation of ground-floor uses that are compatible with surrounding residential activity and contribute to day-to-day local needs, consistent with approved use parameters. Engagement highlighted consistent emphasis on avoiding late-night trading.	Moderate positive , providing sustained local employment and economic contribution.
Increased Local Economic Activity	It is highly likely that the addition of new residents will contribute to increased local spending in nearby	Facilitate pedestrian connectivity between the site and surrounding retail and service areas through site access and public	Moderate positive , supporting local businesses and service providers over the long term.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	shops, services and hospitality venues.	domain interfaces.	

Decision Making Systems

Including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.

Social Impact Assessment Table: Decision Making Systems

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Increased community and stakeholder participation	The proponent has undertaken targeted community and stakeholder engagement to inform the SSDA (Brilliant Logic, 2026). This includes a series of engagement activities to inform the preparation of the SSDA. These communication channels provide the community and relevant stakeholders an opportunity to participate in decision making by expressing grievances and raising questions.	Continued transparent documentation of responses to submissions and design evolution.	Medium positive.
Community Confidence in Planning and Approval Processes	Engagement outcomes indicate that while statutory consultation pathways are recognised, some community members hold concerns regarding the impact of the proposal on traffic and the solar access of surrounding properties, and whether the affordable housing component will achieve its stated objectives. These concerns relate to perceptions of fairness, transparency, and trust in	Provide a comprehensive Response to Submissions during exhibition that addresses key themes raised. Transparently outline the affordable housing eligibility and management arrangements to reinforce clarity regarding intended beneficiaries.	Low negative residual perceptual impact. While disagreement may remain for some residents, the integrity of the statutory process and transparent documentation mitigate broader confidence risks.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
	planning decision making rather than deficiencies in procedural access. This risks fuelling scepticism about planning outcomes in Surry Hills and Sydney more broadly. The likelihood of this perceptual impact occurring is moderate, particularly among those who object to the proposal. The magnitude is assessed as low to moderate, as statutory processes provide clear avenues for participation, submissions and review and the Department retains independent assessment functions.		
Complaints and Enquiry Mechanisms During Construction	It is highly likely that nearby residents and businesses will seek timely information or raise concerns during construction. Where communication channels are unclear or responses are delayed, frustration and stress can increase, amplifying perceived impacts. Conversely, timely and transparent responses can significantly reduce the social magnitude of construction impacts. The magnitude of impact is therefore contingent on the management approach but is assessed as low where established protocols are implemented.	Maintain a clearly advertised and easily accessible contact point for construction related enquiries, including phone and email channels. Establish documented response timeframes and complaints register to ensure accountability. Provide advance notification of high impact works and regular project updates throughout construction.	Low, with impacts limited and manageable through standard communication practices.

Identified detailed impacts	Characteristic of impact including likelihood and magnitude	Mitigation and enhancement measures	Residual impact significance
Decision Making Systems for New Residents	It is highly likely that new residents will need clarity on how decisions relating to building management, shared facilities and operations are made. The magnitude of impact is expected to be low to moderate , depending on the clarity of information provided at occupation.	Provide clear induction information outlining resident rights, responsibilities and avenues for participation in building governance and issue resolution.	Low positive through improved resident understanding and engagement.

Residual Social Impacts

It is noted that the following summary of residual social impacts are predicated on the basis that the Applicant adopts the enhancement and mitigation measures relevant to assessment findings contained throughout this SIA.

Category	Residual Social Impacts
Way of Life	Overall high positive residual social impact. The SSDA delivers a substantial uplift in housing supply and affordable housing, including 15% affordable housing, within a well serviced and accessible location. Future residents will benefit from proximity to public transport, retail, and community services and established recreational assets. Residual negative impacts relate primarily to perceived change to a heritage listed building and impacts on surrounding residences. These impacts are localised and largely perceptual, with no significant impacts identified in the VIA.
Community	Overall low to moderate positive residual impact. The introduction of additional residents and affordable housing supports housing diversity and social resilience in a high value housing market. Temporary construction related disruption results in a low residual negative impact that is time limited and manageable through standard construction practices. Community cohesion at the suburb scale is not expected to be materially altered.

Accessibility	High positive residual social impact in operation , reflecting strong access to public transport, services and amenities. The Transport Impact Assessment identified negligible negative impact on existing congestion and traffic because of the development. Low residual negative impacts may occur during construction due to temporary access disruption, which is short-term and manageable.
Culture	Low negative residual social impact . While no Aboriginal objects are impacted by the proposal, the majority of the site is listed as a local heritage. Low positive residual impact on the heritage listed parts of the site identified in the Heritage Impact Assessment. High positive residual impact on everyday life and placemaking with the ground-floor retail spaces and communal areas supporting cultural activity with active street edges and spaces for informal social interaction.
Health and Wellbeing	Moderate to high positive residual social impact . Long-term benefits arise from improved housing quality, walkability, access to services and social infrastructure. The provision of affordable housing supports housing stability and reduced financial stress for future residents. Low residual negative impacts may occur during construction due to temporary noise and activity, with no ongoing operational health risks identified.
Surroundings	Low negative to moderate positive residual social impact . Positive outcomes associated with improved public domain quality, increased activity, and enhanced perceptions of safety through passive surveillance. Low negative impacts for some existing residents due to perceived change in neighbourhood character.
Livelihoods	Low residual negative impact during construction , limited to short-term, localised disruption for nearby businesses and workers. Moderate positive residual social impact in operation, driven by increased local spending, employment associated with ground-floor uses and an expanded residential catchment supporting surrounding businesses.
Decision Making Systems	Low residual social impact overall. While some perceptual concern regarding development decision-making remains, statutory exhibition, documented design evolution and clear responses to submissions mitigate these effects. Low positive residual impact is anticipated for future residents through clear governance, complaints handling and participation mechanisms during occupation.

It is recognised that not all social impacts can be avoided in a redevelopment of this nature, and some level of change and disruption is an inherent part of urban renewal. However, the key consideration is the impacts are identified early, transparently managed and appropriately mitigated and when managed effectively these impacts are minimised to acceptable levels, ensuring the process remains fair, predictable and respectful of those affected.

The impacts identified in this assessment are expected to be manageable through adherence to best practice development delivery and operation. The redevelopment is anticipated to deliver net social benefits with improved housing quality, enhanced safety and better access and activation of the street and local surrounds contributing to positive social outcomes for future residents and the surrounding community.

Appendix

SIA Survey Findings

Marlborough House

Social Impact Survey

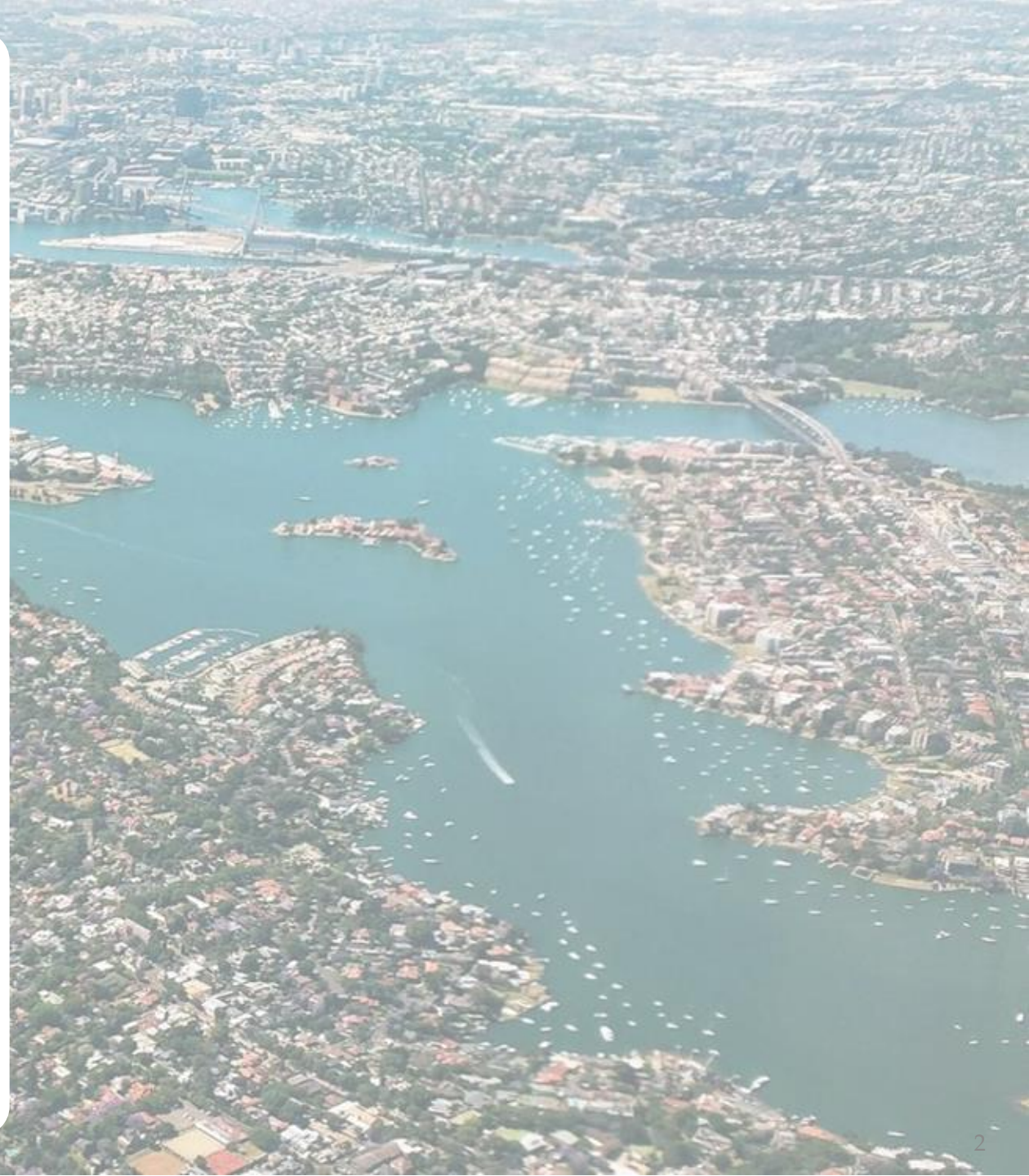
Prepared for Time & Place Ltd
October 2025



Contents

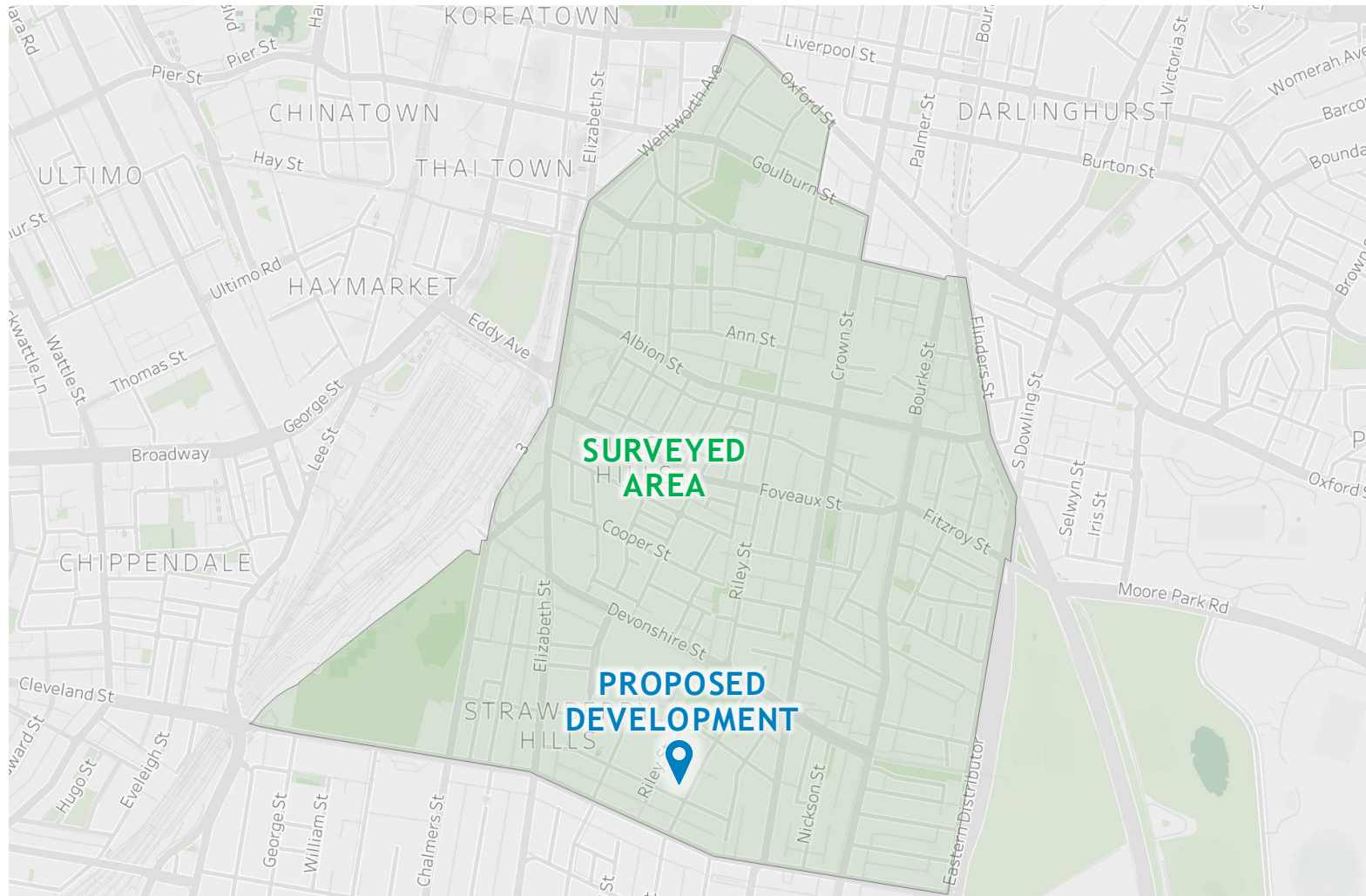
MARLBOROUGH HOUSE PROPOSAL

- ▶ Methodology
- ▶ Executive Summary
- ▶ Attitudes towards housing and local neighbourhood
- ▶ Attitudes towards Marlborough House proposal
- ▶ Open-ended responses



Survey targeted residents within the suburb of the proposed development

SURVEYED GEOGRAPHICAL AREA



The survey targeted the suburb of Surry Hills with a population of around 14,862 adult residents, according to the last Australian Bureau of Statistics Census from August 2021.

Around 44% of the adult population are aged under 35. Around 14% of households own their home outright, another 18% are mortgage-holders, and 68% are in renting or other housing arrangements.

This geographic area was selected as best representing the community with a significant personal, economic, and/or civic interest in the proposed development.

Source: ABS Census (August 2021)



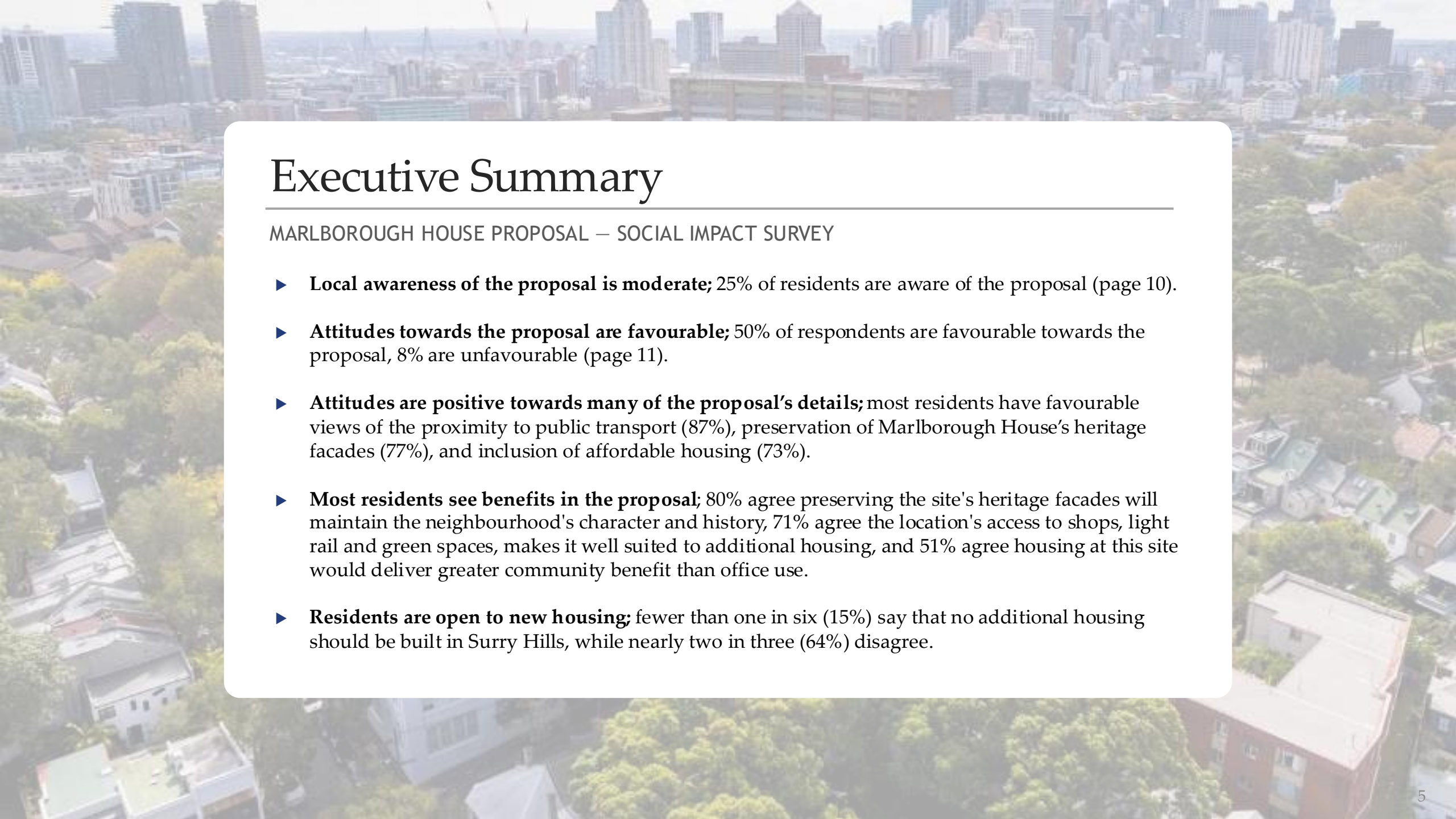
Methodology

MARLBOROUGH HOUSE PROPOSAL

- ▶ 8–10-minute interviews were conducted by Computer Assisted Telephone Interviewing (CATI); call-centre staff conducted live person-to-person phone interviews of target population.
- ▶ Fieldwork was undertaken from 9 September to 8 October 2025.
- ▶ The total sample includes n=84 completed interviews with adult residents.
- ▶ Margin of sampling error for this poll is approximately +/- 11% for topline results, according to a 95% confidence interval.
- ▶ Note margin of error increases for sub-samples (by gender, age, etc.). Caution should be taken in interpreting smaller sample sizes.



Research team are members of the International Association for Public Participation (IAP2 Australasia), and the Market Research Society (MRS).

An aerial photograph of a city, likely London, showing a dense urban landscape. In the foreground, there are residential buildings and green spaces. In the background, a prominent skyline of skyscrapers is visible under a clear sky.

Executive Summary

MARLBOROUGH HOUSE PROPOSAL — SOCIAL IMPACT SURVEY

- ▶ **Local awareness of the proposal is moderate;** 25% of residents are aware of the proposal (page 10).
- ▶ **Attitudes towards the proposal are favourable;** 50% of respondents are favourable towards the proposal, 8% are unfavourable (page 11).
- ▶ **Attitudes are positive towards many of the proposal's details;** most residents have favourable views of the proximity to public transport (87%), preservation of Marlborough House's heritage facades (77%), and inclusion of affordable housing (73%).
- ▶ **Most residents see benefits in the proposal;** 80% agree preserving the site's heritage facades will maintain the neighbourhood's character and history, 71% agree the location's access to shops, light rail and green spaces, makes it well suited to additional housing, and 51% agree housing at this site would deliver greater community benefit than office use.
- ▶ **Residents are open to new housing;** fewer than one in six (15%) say that no additional housing should be built in Surry Hills, while nearly two in three (64%) disagree.



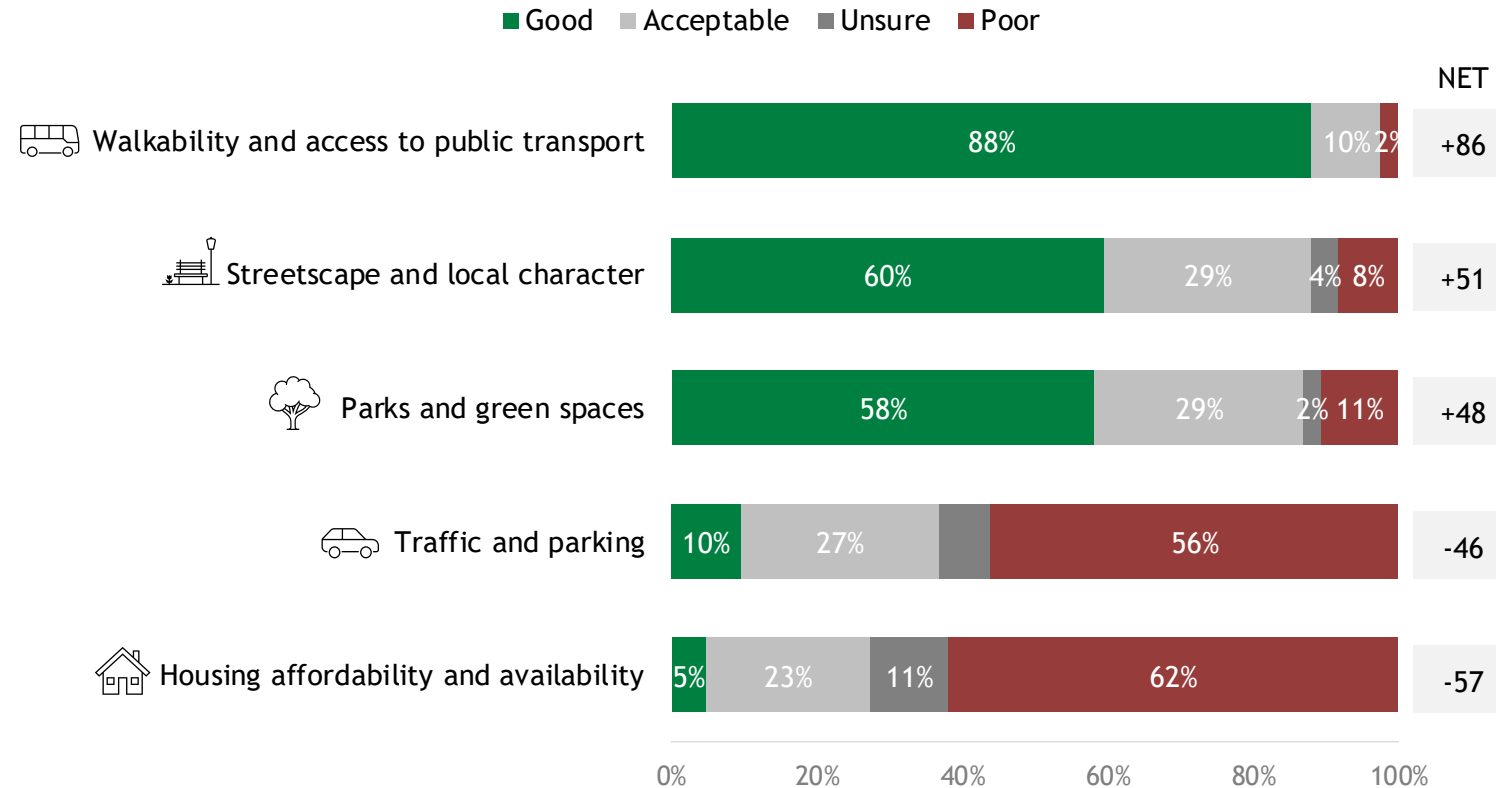
Attitudes towards
Housing & Local
Neighbourhood



A majority of residents rate Surry Hills as poor on housing affordability

PERCEPTIONS OF LOCAL NEIGHBOURHOOD

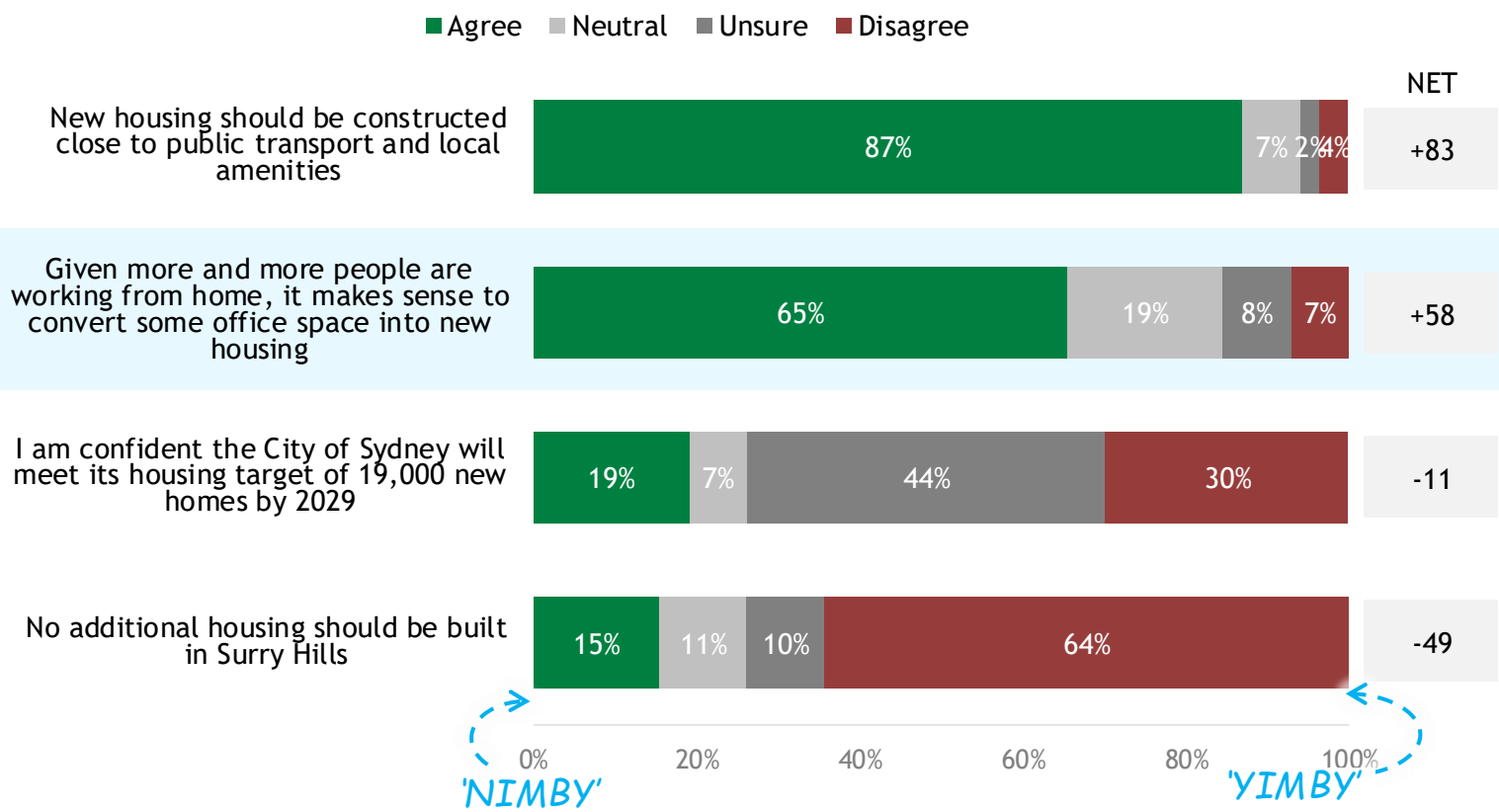
*Q. I'd like you to rate certain aspects of your local neighbourhood.
How would you rate your local neighbourhood for ... Is it Good, Acceptable or Poor?*



Two in three agree it makes sense to convert some office space into new housing given more people are working from home

GENERAL VIEWS ON HOUSING

Q. I am now going to read out some statements on housing. For each statement, could you tell me if you agree, disagree, or are neutral?



Nearly nine in ten (87%) agree that new housing should be constructed close to public transport and local amenities.

Around two in three (65%) agree that it makes sense to convert some office space into new housing given more people are working from home.

Nearly half (44%) of residents are unsure if the City of Sydney will meet its housing target.

Fewer than one in six (15%) say that no additional housing should be built in the council area, while nearly two in three (64%) disagree.

Attitudes towards
Marlborough House Proposal

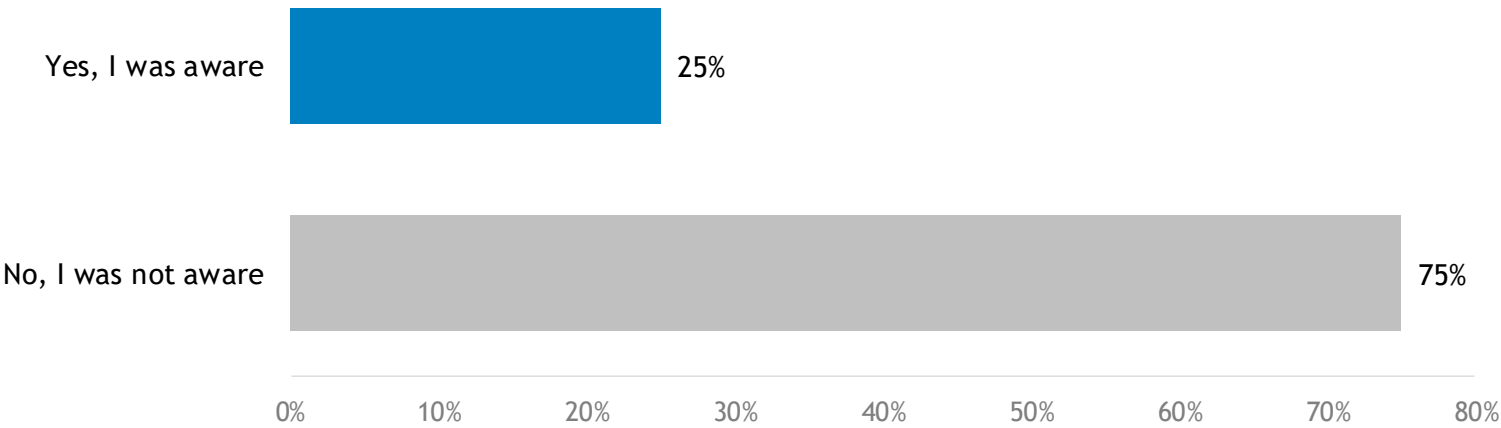


One in four residents are aware of the proposal for Marlborough House

AWARENESS OF MARLBOROUGH HOUSE PROPOSAL

- A new redevelopment is being proposed for the Marlborough House buildings.
- The two office buildings will be converted into residential housing of 154 apartments.
- The proposal will preserve the building’s heritage-listed façade and its 1930s Chicago-esque style.
- A new building will be added at the rear in a contemporary design.
- Overall building height will remain the same.
- Car parking will be included in alignment with state planning standards.
- A ground-floor retail space will be included for a café or other use.
- 15% of the apartments will be provided as affordable rental housing, to be managed by a community housing provider for at least 15 years.

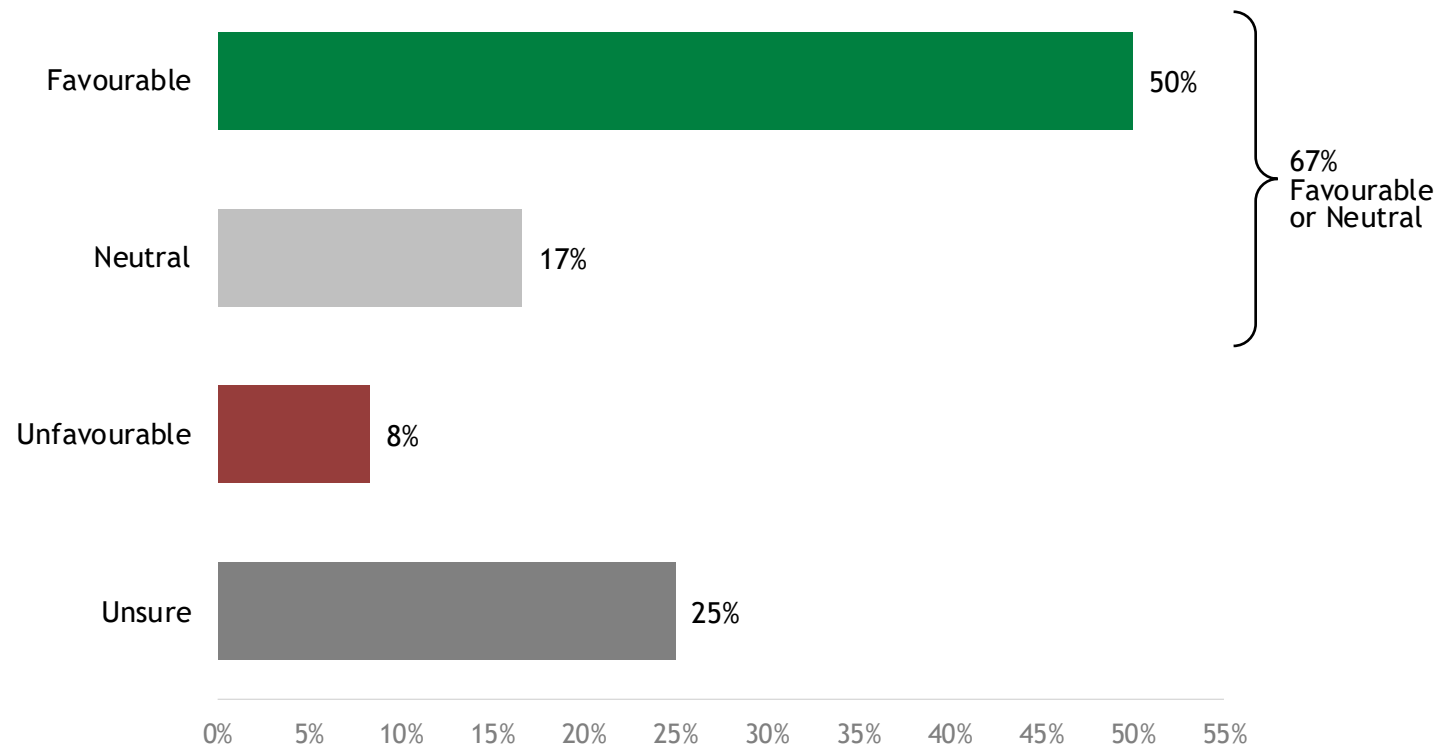
Q. Before today, were you aware of this proposal?



A majority of residents have a favourable view of the proposal, and only one in twelve have an unfavourable view

ATTITUDE TOWARDS THE PROPOSAL

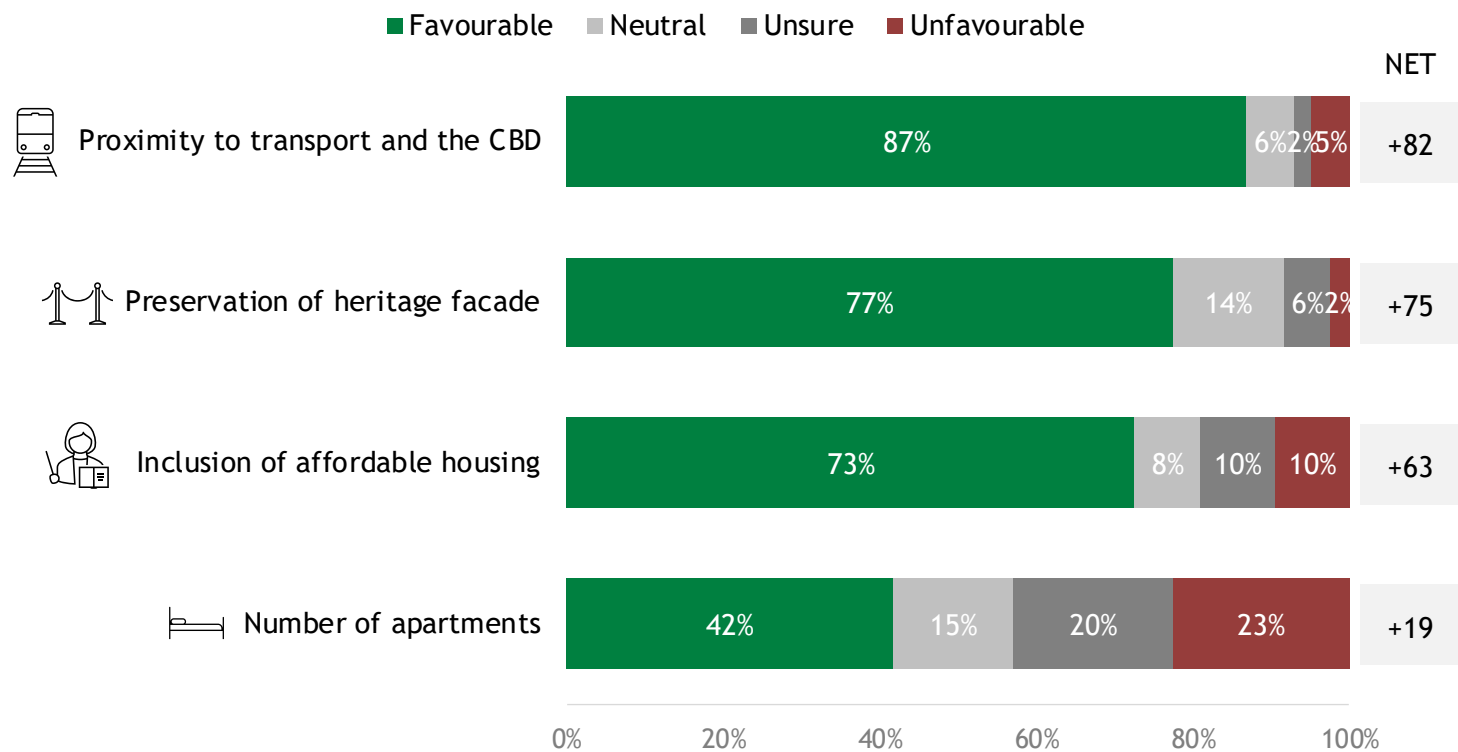
Q. Based on what you know of this proposal, what best describes your attitude towards it?



Majorities have favourable views of the proposal's proximity to transport, heritage preservation, and affordable housing

ATTITUDE TOWARDS ASPECTS OF THE PROPOSAL

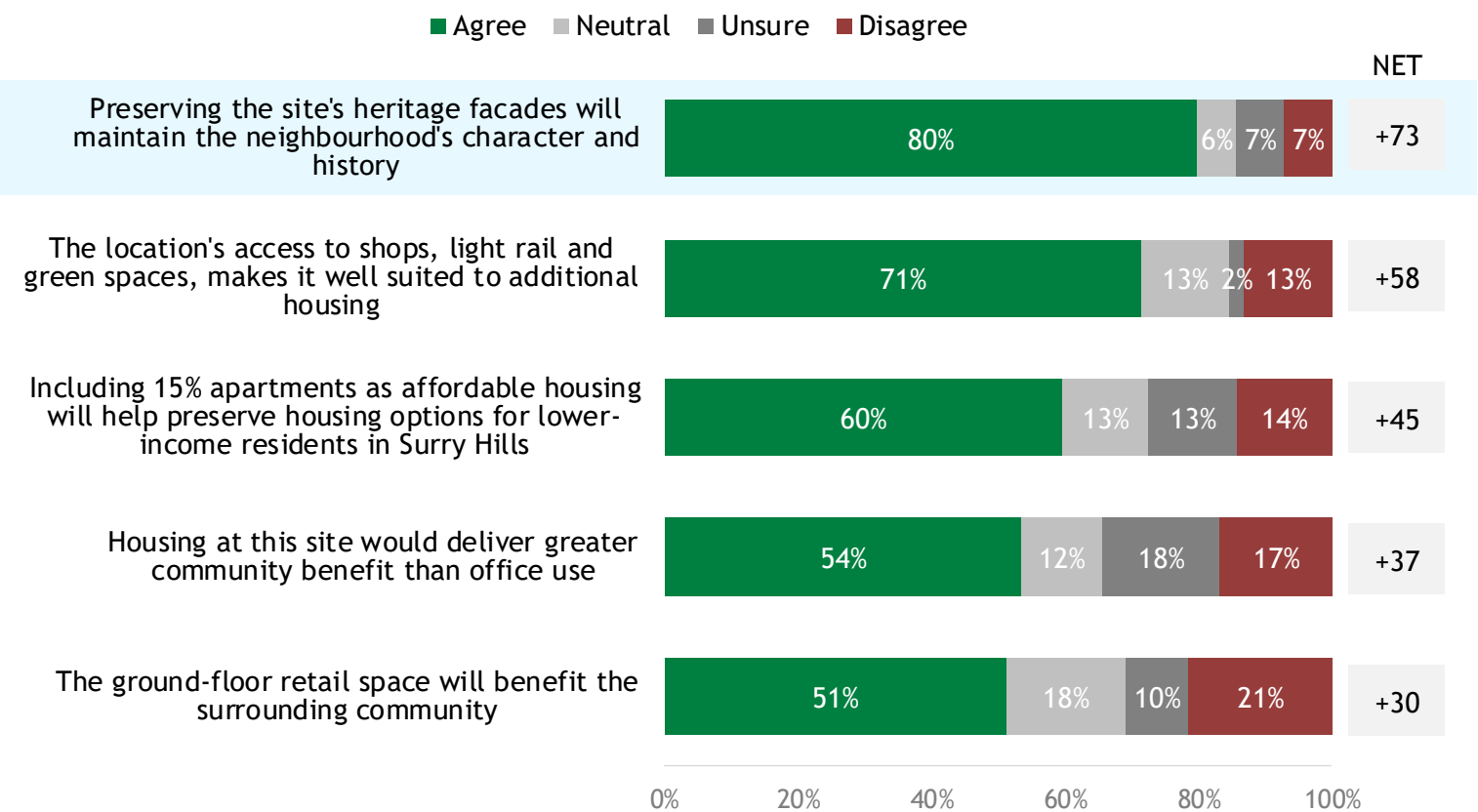
Q. I am now going to read out some specific aspects of the proposed development. For each, could you tell me whether your attitude towards it is favourable, unfavourable, or neutral?



Most residents agree the heritage preservation maintains the neighbourhood's character

PROJECT BENEFITS

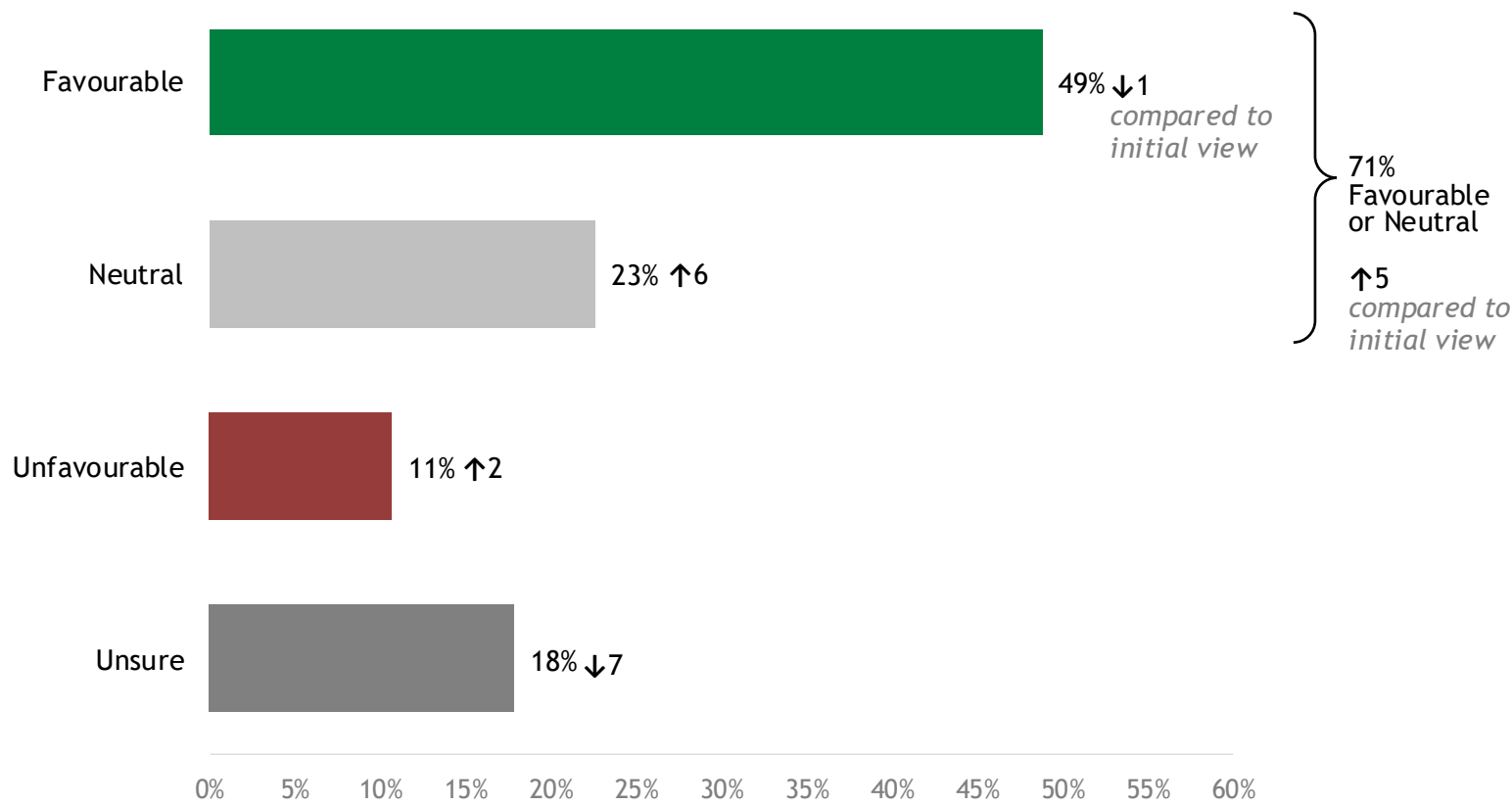
Q. I am now going to read out some statements relating to the proposed development. For each statement, could you tell me if you agree, disagree, or are neutral?



After considering the proposal's details and posited benefits, there was little change in attitudes towards it

POST-CONSIDERATION ATTITUDE TOWARDS THE PROPOSAL

Q. Thinking again about the proposal, what best describes your attitude towards it?



After considering individual aspects of the proposal, and a selection of presented benefits, combined favourable & neutral views increased by 5pts, from 67% to 71%. These changes were not large enough to be statistically significant.

N.B. Between the pre- and post-consideration questions, respondents were asked about their attitudes towards four individual aspects of the proposal, and five statements on its posited benefits.

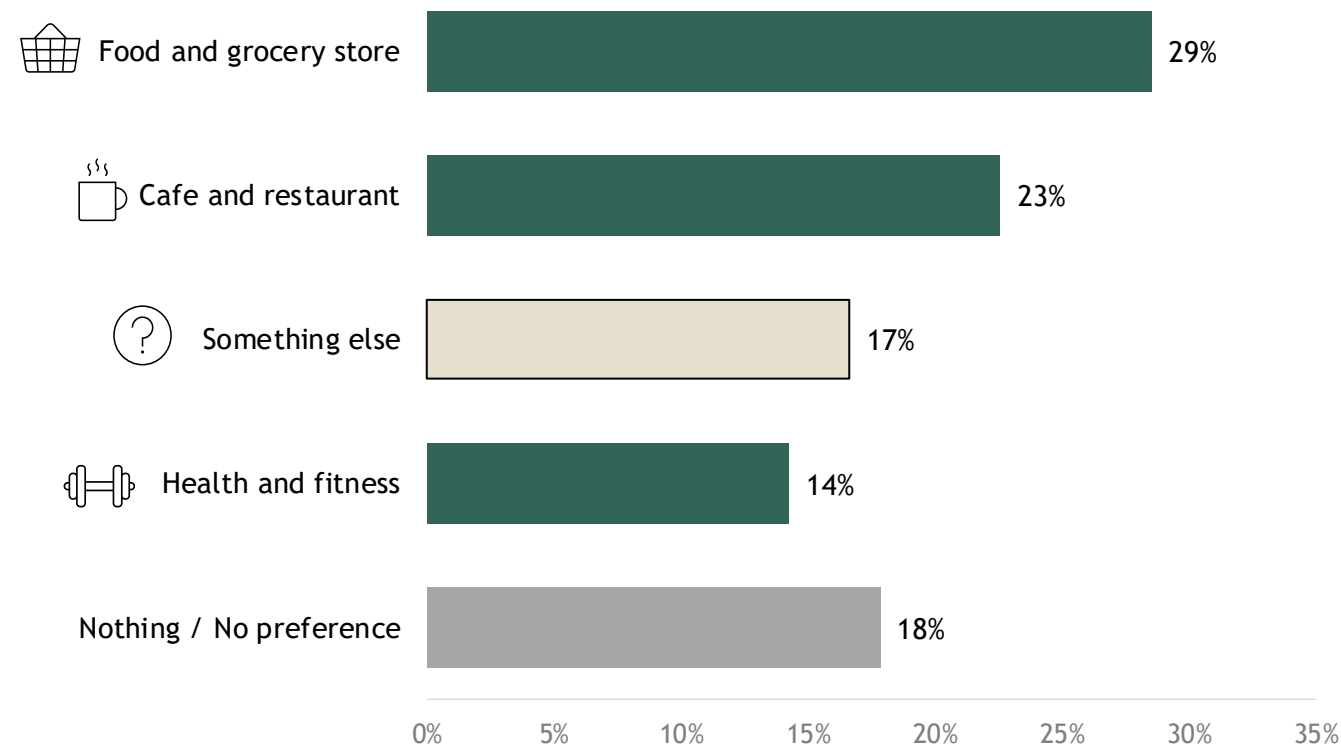
Figures rounded.



Cafes & restaurants are the top preference for the retail space, followed by food stores

TYPES OF RETAIL

Q. And for the ground-floor retail space in the proposed development, what types of retail would you like to see there? I have three options, if none fit, feel free to give your own answer.



Given a list of three options, food & grocery stores (29%) tops residents' preferences for the ground-floor retail space, ahead of cafes & restaurants (23%) and health & fitness (14%).

Nearly one in five (18%) expressed no preference or would prefer no stores.

Of the remaining respondents who selected "something else" (17%), preferences included:

- "All of the above"
- "A mix of these three"
- "Instead of retail space it should be converted to affordable housing"
- "Other retail (e.g., clothing, bookshops, shoe shops)"
- "More parking space"
- "Office space"
- "Not chain shops"





Open-ended responses

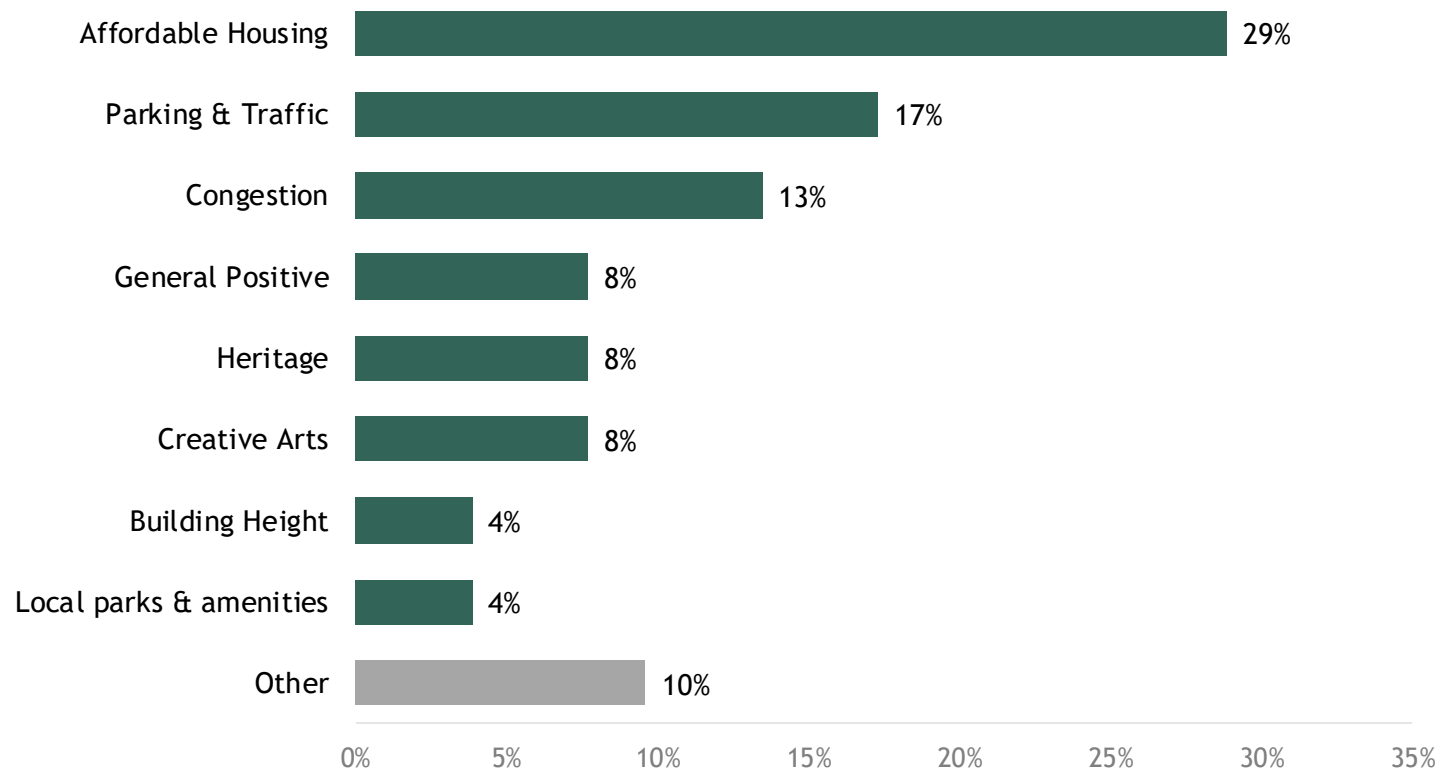
52 of 84 respondents provided comments

Affordable housing led the discussion, followed by congestion and parking & traffic

MAIN SUBJECT MATTER OF OPEN-ENDED RESPONSES (CODED)

Q. And very briefly, do you have any additional comments on the proposal?

N.B. 52 respondents took the opportunity to provide additional comments.
Coding based on leading subject of each comment.



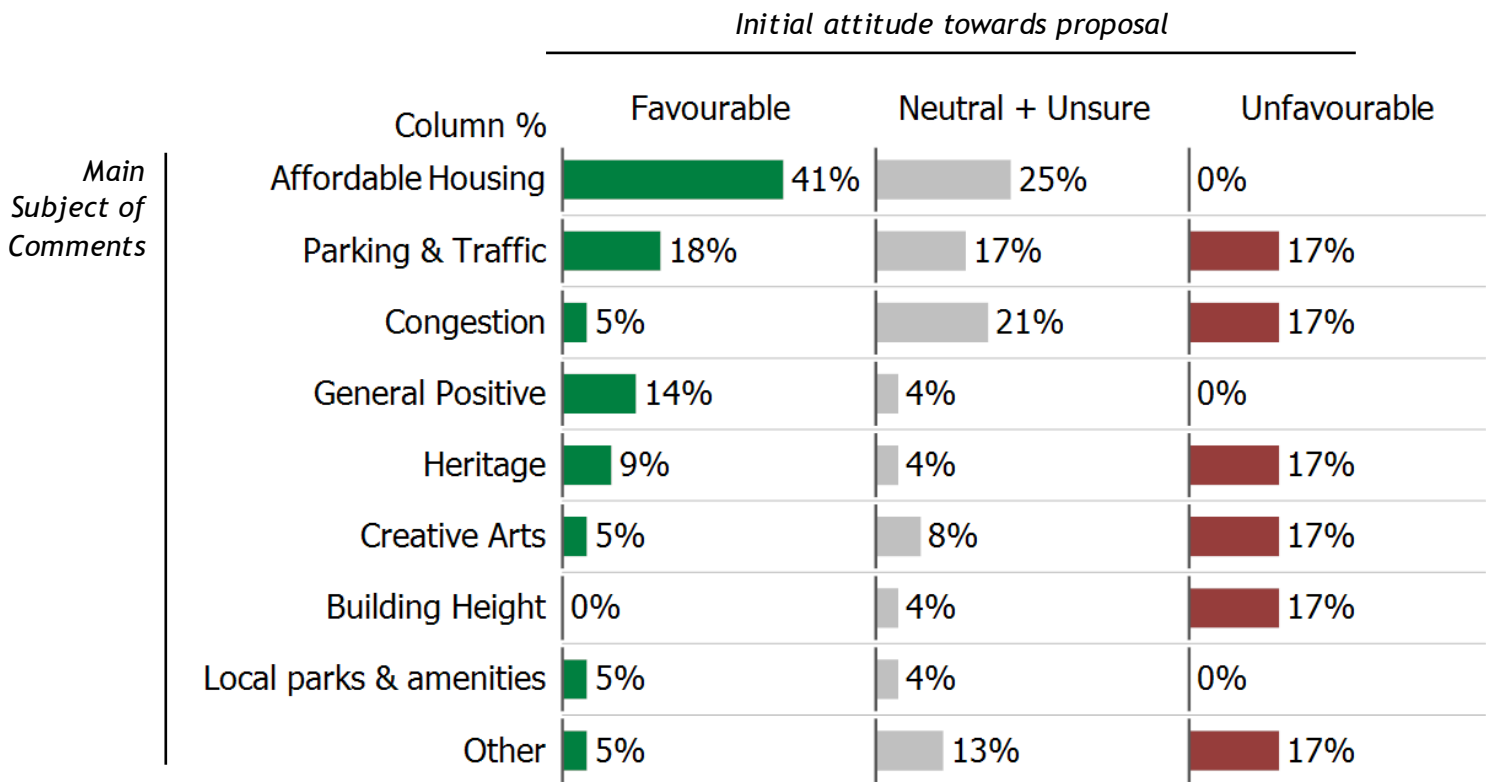
52 respondents (62%) took the opportunity to provide additional comments.

Of those who provided comments, the most common leading subjects were affordable housing (29%), followed by parking & traffic (17%) and congestion (13%).

Affordable housing was the leading subject among those favourable towards the proposal

MAIN SUBJECT MATTER OF OPEN-ENDED RESPONSES (CODED), BY INITIAL ATTITUDE

Q. And very briefly, do you have any additional comments on this proposal?



Those with favourable views were most likely to comment on affordable housing (41%), followed by parking & traffic (18%).

Those with unfavourable views of the project were more likely to comment on a range of topics.



Respondents had a range of opinions on the affordable housing component

SELECTED VERBATIM QUOTES: AFFORDABLE HOUSING

Q. And very briefly, do you have any additional comments on this proposal?

- ▶ *“It's good that they are creating new dwellings for the people as it is definitely needed in the area and would love to see Surry Hills evolve to modern housings.” Male 55-64, Renting*
- ▶ *“Great to hear that something is going to happen. There should be more affordable housing.” Female 45-54, Homeowner with a mortgage*
- ▶ *“Extra housing is needed in Surry Hills.” Male 45-54, Homeowner without a mortgage*
- ▶ *“Could it be agreed that the accessible, affordable housing be made permanent, rather than limited to a 15-year term.” Female 55-64, Homeowner with a mortgage*
- ▶ *“More affordable housing; 15% is good but there should be more.” Male 45-54, Homeowner with a mortgage*
- ▶ *“More affordable housing would be ideal.” Male 55-64, Homeowner with a mortgage*
- ▶ *“Affordable housing should be more than 15%.” Female 55-64, Homeowner without a mortgage*
- ▶ *“Increased housing density in inner-city Sydney is essential.” Male 45-54, Homeowner with a mortgage*

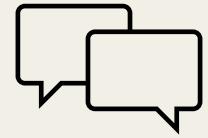


Respondents showed interest in parking arrangements, heritage, and creative spaces

SELECTED VERBATIM QUOTES: OTHER SUBJECTS

Q. And very briefly, do you have any additional comments on this proposal?

- ▶ *“I think it's a great addition to Surry hills.” Female 45-54, Homeowner without a mortgage*
- ▶ *“I think this is good proposal and I'm favourable towards it.” Male 18-24, Renting*
- ▶ *“I'm looking forward to that beautiful development.” Male 45-54, Homeowner with a mortgage*
- ▶ *“My view is Surry Hills is that its already very populated. Marlborough Street is a narrow street and adding buildings like this or people would make it more congested.” Male 65-74, Homeowner without a mortgage*
- ▶ *“As a nearby resident, I have major concerns about the increased traffic and garbage that will be generated. The traffic situation, in particular, is likely to become problematic.” Female 65-74, Homeowner without a mortgage*
- ▶ *“I will be in favour of the development given that there are parking availability as well to accommodate more residents.” Male 65-74, Homeowner without a mortgage*
- ▶ *“Just keep the originality of the building, keep the facade, and the character.” Female 45-54, Homeowner without a mortgage*
- ▶ *“Surry Hills has been known to be the most creative capital area in Australia. There is already enough housing. It's a creative area, and needs a balance of work and creatives.” Female 55-64, Homeowner with a mortgage*





NOTTING HILL
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**TIME&
PLACE**