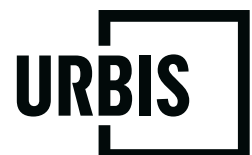




164-172 AND 174-194 WILLIAM STREET, WOOLLOOMOOLOO

Engagement Outcomes Report (SSD – 80211463)

Prepared for
WILLIAM STREET RESIDENTIAL PTY LTD
21 August 2025



URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

Associate Director	Elizabeth Moorhead
Senior Consultant	Aleena Castanos
Consultant	Leah Boyle
Assistant	Anna Harris
Project Code	P0036191
Report Number	Final



The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

Title: Sacred River Dreaming
Artist Hayley Pigram
Darug Nation
Sydney, NSW

Acknowledgement of Country

Urbis acknowledges the Traditional Custodians of the lands we operate on.

We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

We pay our respects to First Nations Elders, past and present.

All information supplied to Urbis in order to conduct this research has been treated in the strictest confidence. It shall only be used in this context and shall not be made available to third parties without client authorisation. Confidential information has been stored securely and data provided by respondents, as well as their identity, has been treated in the strictest confidence and all assurance given to respondents have been and shall be fulfilled.

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ABBREVIATIONS

Table 1 Abbreviations

Abbreviation	Definition
DP	Deposited Plan
DPHI	Department of Planning, Housing and Infrastructure
EIS	Environmental Impact Statement
EP&A Act	Environmental Planning and Assessment Act 1979
IAP2	International Association of Public Participation
LGA	Local Government Area
SEARs	Secretary's Environmental Assessment Requirements
SEPP	State Environmental Planning Policy
SSD	State Significant Development
SSDA	State Significant Development Application
TOD	Transport Oriented Development

EXECUTIVE SUMMARY

This Engagement Outcomes Report has been prepared by Urbis Ltd to accompany the proposed State Significant Development Application (**SSDA**) for a mixed-use infill affordable housing development at 164-172 and 174-194 William Street Woolloomooloo. The site is made up of two (2) lots. The legal description of the site is outlined in Table 1.

Table 2 Legal Description

Property Address	Title Description
164-172 William Street, Woolloomooloo	Lot 52 in DP1049805
174-194 William Street, Woolloomooloo	Lot 1 in DP816050

This report has been prepared to address the Secretary's Environmental Assessment Requirements (**SEARs**) issued for the project (SSD-80211463).

1. INTRODUCTION AND BACKGROUND

Urbis Ltd has been commissioned by William Street Residential Pty Ltd to prepare this report in accordance with the technical requirements of the Secretary's Environmental Assessment Requirements (SEARs), and in support of the State Significant Development Application (SSD-80211463) for the proposed mixed-use infill affordable housing development at 164-172 and 174-194 William Street Woolloomooloo.

Following the Design Excellence Competition, the scheme has been revised to include In-fill Affordable Housing (IAH) in line with the NSW Government's policy under the *State Environmental Planning Policy (Housing) 2021 (Housing SEPP)*. This policy allows for a 30% increase in Floor Space Ratio (FSR) and building height when 15% of the total FSR is provided as affordable housing for 15 years. The proposed development meets these criteria and is eligible for the bonus uplift.

Given the residential component's Capital Investment Value (CIV) exceeds \$75 million, an SSDA pathway can be taken. The proposal retains key design principles recommended by the Design Excellence Panel and aims to provide additional residential dwellings with a 30% increase in GFA and building height, in accordance with the Housing SEPP.

The purpose of the project is to facilitate the delivery of a high-quality mixed-use development containing residential and retail uses as well as a centrally located park, public domain improvements and improved through-site connectivity at a strategically located site. The proposal seeks to deliver a built form outcome that responds appropriately to its location on William Street in Woolloomooloo and in close proximity to Kings Cross Station and the Sydney CBD. Furthermore, the proposed scheme seeks to deliver an outcome that is consistent with the desired and evolving character of the Woolloomooloo and Potts Point area.

Specifically, this SSDA seeks consent for:

- 227 apartments (167 market housing, 60 affordable housing units)
- Ground floor retail and commercial uses with 7 – 18 storeys of residential tower across four buildings being:
 - FJC - William Street (West)
 - FJC - William Street (East)
 - Studio Bright – Forbes Street
 - Tribe Studio – Dowling Street
- A publicly accessible central park
- Public domain works and improved through-site links
- Four basement levels for parking, services and storage
- Vehicular and loading access from Forbes Street

This report has been prepared in response to the requirements contained within SEARs dated 21 February 2025 and issued for SSD-80211463. Specifically, this report has been prepared to respond to the SEARs requirement issued below.

Table 3 provides the industry specific SEARs that are relevant to the delivery of community and stakeholder engagement for this project.

Table 3 Response to SEARs – SSD 80211463

SEARs item	Project response
4. Engagement	
Demonstrate that engagement and consultation activities have been undertaken in accordance with the <i>Undertaking Engagement Guidelines for State Significant Projects</i> and identify how issues raised,	This document outlines an approach to engagement that is consistent with the <i>Undertaking Engagement Guidelines</i> .

SEARs item	Project response
and feedback received have been considered in the design of the project. <i>If the development would have required an approval or authorisation under another Act but for the application of s 4.41 of the EP&A Act or requires an approval or authorisation under another Act to be applied consistently by s 4.42 of the EP&A Act, the agency relevant to that approval or authorisation must be consulted.</i>	The outcomes of the consultation approach, including how issues raised and feedback provided have been considered and responded to in the project will be captured in the: ▪ Engagement Outcomes Report (this document, specifically Section 4) ▪ Environmental Impact Statement

1.1.1. Alignment with *Undertaking Engagement Guidelines for State Significant Projects*

Our approach to engagement was developed in line with DPHI's *Undertaking Engagement Guidelines*, which provide guidance for the effective delivery of community and stakeholder engagement to support the development of state significant projects in NSW. The *Undertaking Engagement Guidelines* provides a series of objectives for effective engagement. These community participation objectives are detailed in Table 4. This table also outlines where each objective has been addressed.

Table 4 Community Participation objectives

	Objective	Where has this been addressed
1	Identify the people or groups who are interested in or are likely to be affected by the project.	The community and key stakeholders are detailed in Section 2.
2	Use appropriate engagement techniques. This includes: ▪ considering the accessibility of how information is delivered ▪ the avoidance of technical language and jargon so information can be easily interpreted by the audience ▪ the adoption of non-written forms of engagement, where needed. <i>Appropriate engagement techniques are particularly important when engaging with specific groups, such as Aboriginal and Torres Strait Islander groups, where engagement should be a discrete, planned activity undertaken by and with experienced Indigenous engagement specialists.</i>	For an overview of engagement activities, see Section 3.
3	Ensure the community are provided with safe, respectful and inclusive opportunities to express their views	For an overview of engagement activities, see Section 3.
4	Involve the community, councils and government agencies early in the development of the proposal, to enable their views to be considered in project planning and design	For details of the approach to engagement with key stakeholders, such as community, council and government agencies, see Section 2.

	Objective	Where has this been addressed
5	Be innovative in their engagement approach and tailor engagement activities to suit the: - context (e.g. sensitivity of the site and surrounds) - scale and nature of the project and its impacts - level of interest in the project.	For an overview of the project context, see Section 2.
6	Provide clear and concise information about what is proposed and the likely impacts for the relevant people or group they are engaging with.	See Section 2 for a clear description of the project specifics.
7	Clearly outline how and when the community can be involved in the process.	See Section 3 for details of how community members will be invited to participate in the planning process.
8	Make it easy for the community to access information and provide feedback.	
9	Seek to understand issues of concern for all affected people and groups and respond appropriately to those concerns.	For an overview of engagement activities, see Section 3.
10	Provide feedback about how community and stakeholder views were used to shape the project or considered in making decisions.	Community and stakeholder views will be summarised and provided in the Engagement Outcomes Report to be prepared for this project.
11	Be able to demonstrate how the demography of the area affected has been considered in how and what engagement activities have been undertaken.	For the demographic profile of the local area, see Section 2.

Source: DPHI's Undertaking Engagement Guidelines for State Significant Projects – March 2024

1.2. LEGISLATIVE CONTEXT

In NSW, the preparation and evaluation of environmental assessments for State Significant Developments is legislated through the Environmental Planning and Assessment Act 1979 (EP&A Act). The EP&A Act outlines a series of statutory requirements for proponents seeking development approval. The EP&A Act includes specific requirements to provide community members and stakeholders with opportunities to participate in the planning process.

As such, this strategy has been prepared in line with the following guidelines and requirements:

- The industry-specific SEARs issued for this project
- DPHI's Undertaking Engagement Guidelines for State Significant Projects (March 2024) (Undertaking Engagement Guidelines)
- DPHI's Community Participation Plan (April 2024)
- The International Association of Public Participation's (IAP2) Public Participation Spectrum.

1.3. THE SITE

The site is located at 164-172 and 174-194 William Street Woolloomooloo within the City of Sydney LGA. The site is comprised of multiple allotments and is legally described as:

- 164-172 William Street, Woolloomooloo

- Lot 52 in DP1049805
- 174-194 William Street, Woolloomooloo
 - Lot 1 in DP816050

The land size totals 6,398m² and consists of a southern frontage to William Street, an eastern frontage to Dowling Street, a western frontage to Forbes Street and northern frontage to Judge Lane.

1.4. SURROUNDING CONTEXT

The immediate urban context surrounding the site is characterised by a mix of medium density residential, commercial, and retail uses. The site is in close proximity to Hyde Park, The Domain, and Rushcutters Bay Reserve. There are a number of educational and health services in proximity to the site, providing ample infrastructure support for the community.

William Street, to which the site fronts, is a classified road providing connection between the Eastern Suburbs of Sydney and the CBD. Vehicle access is currently provided from six points on the site from Judge Lane, Forbes Street, and Dowling Street. Pedestrian access to the site is currently available from all frontages.

The site is highly accessible to both bus and rail services, being approximately 300m away from Kings Cross Railway Station and having direct access to bus services on William Street that provide connections through the Metropolitan Transport Network.

At the time of lodgement, the site is improved by a warehouse style structure and glass office building to the site's frontage and an at-grade private carpark to the northwestern portion of the site.

Figure 1 Local Context

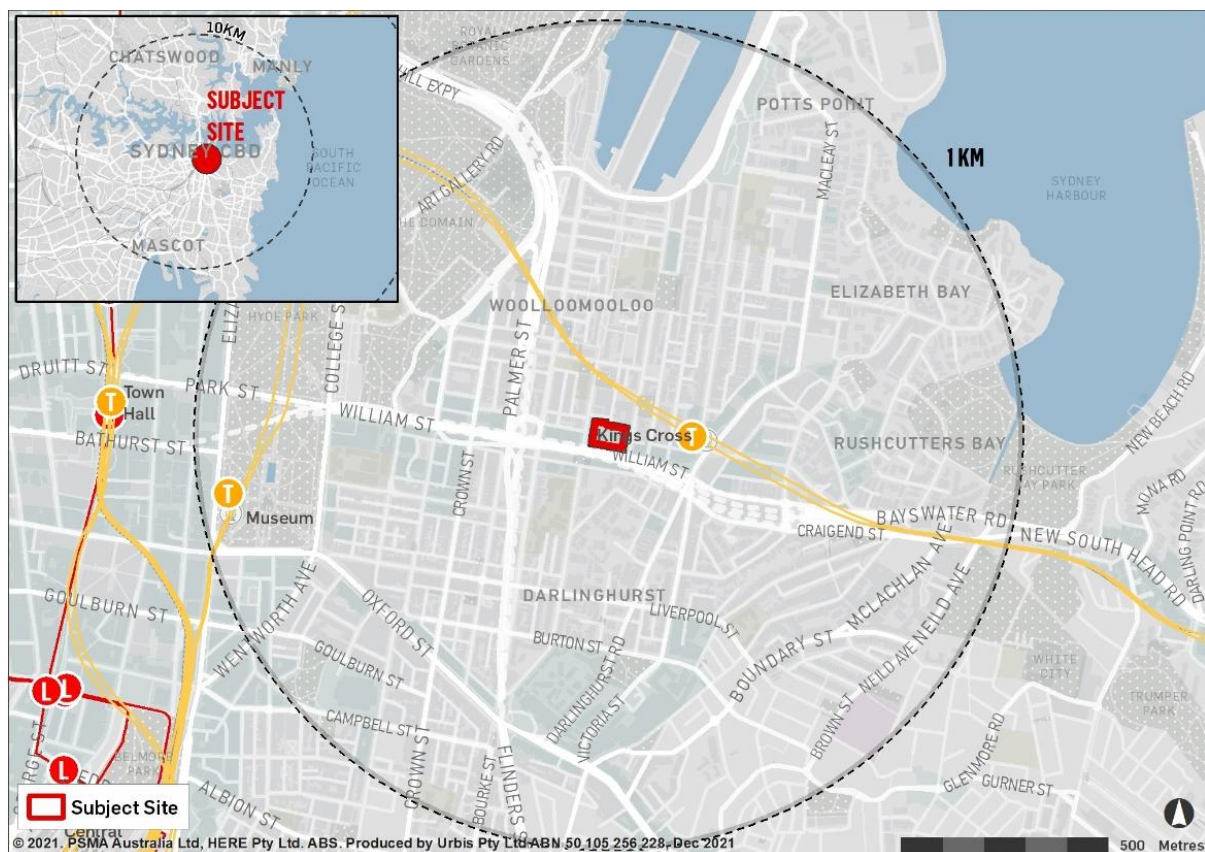


Figure 2 The Site



Source: Urbis

1.4.1. Community supporting infrastructure

The site is located near several community services, open spaces and social infrastructure.

The site is within walking distance to open spaces including Hyde Park (600m), The Domain (900m), and Rushcutters Bay Reserve (1km). The site is also located within 700m of the City of Sydney's Cook and Phillip Park Pool, which provides sports, health and recreation facilities at discounted prices for City of Sydney residents.

The area has access to nearby health services, primary and secondary schools, and early learning facilities. The site is in the catchment area for Inner Sydney High School (years 7 to 12) and Plunkett Street Public School. Darlinghurst Public School is also located within close proximity to the site. Independent high schools close to the site include:

- SCEGGS Darlinghurst
- Sydney Grammar School
- St Vincent's College
- There are a number of early learning centres close to the site including Goodstart Learning at Darlinghurst, SDN Woolloomooloo and KU Phillip Park Children's Centre.

Nearby health services include:

- St Vincents Hospital, both public and private, and associated specialist facilities
- St Luke's Private Hospital

Figure 3 Strategic context



Source: fjcstudio

The 2021 Census uncovers that in the City of Sydney, 25.9% of low-income households were purchasing or fully owned their home, 35.1% were renting privately and 33.7% were in social housing. Specifically in Woolloomooloo, renters made up a significant portion of the community, with over 65% of residents living in rental accommodation.

However, the affordability of these rentals is increasingly uncertain, as many residents face challenges in meeting housing costs within a market that offers limited affordable options. According to the City of Sydney's *Housing Audit June 2024*, since 2012, the number of residents living in affordable housing has almost doubled. However, affordable housing makes up only 1% of the City's housing stock, sitting well below a target of 7.5%. These dynamics underline the urgent need for more affordable housing solutions in the Woolloomooloo area.

Affordable housing is necessary for ensuring that individuals and families, particularly key workers such as teachers, healthcare professionals and emergency responders can live close to their workplaces. The sites proximity to nearby schools and hospitals makes it an ideal location for these essential workers, who often face long hours and demanding schedules. Living in the community where they work, not only reduces community times but also enhances the overall quality of life and ability to service the community effectively.

2. COMMUNITY AND STAKEHOLDER ENGAGEMENT APPROACH

This section outlines the engagement activities delivered in July 2025 to raise community and stakeholder awareness of, and invite feedback on, the proposal. This engagement methodology and its outcomes have been informed and are consistent with DPHI's *Undertaking Engagement Guidelines for State Significant Projects*.

2.1. ENGAGEMENT OBJECTIVE AND APPROACH

The engagement objectives and approach have been informed by The Engagement Institute (formerly known as the IPA2), *Public Participation spectrum*, (Figure 3). and DPHI's *Community Participation Plan*.

Based on experience with similar projects, the anticipated level of impact on the surrounding community and stakeholders was determined to be moderate, resulting in the overall objective of engagement to be to inform and consult stakeholders and the community.

Figure 4 The Engagement Institute

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2

In line with DPHI's *Community Participation Plan*, the approach to engagement was informed by the objectives shown in Figure 4.

Figure 5 DPHI *Community Participation Plan* Objectives

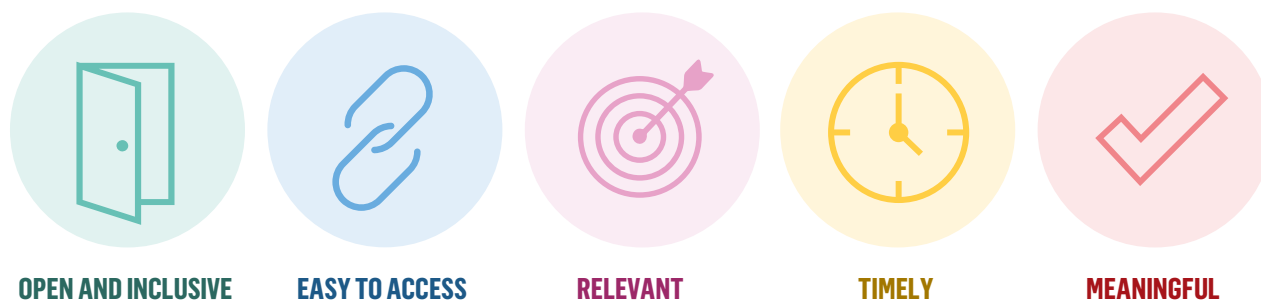


Table 5 Engagement approach and alignment with objectives

Approach	Alignment with objectives
Providing consistent, relevant, jargon-free and up-to-date information on the proposal, impacts, benefits, and the planning report process through accessible, tailored open lines of communication.	  
Identify potential impacts on stakeholders and the community, as well as measures to enhance potential positive impacts and minimise potential negative impacts, through genuine and consistent consultation.	  
Providing methods for monitoring and opportunities for the community to give feedback to help inform the planning process.	 
Responding appropriately and in a timely manner to concerns or questions raised by the community and stakeholders throughout the lifecycle of the project.	   
Facilitating information flow to the project team by establishing working relationships to ensure stakeholder and community views and local knowledge are appropriately incorporated into the design of the project.	 
Managing expectations by closing the feedback loop and sharing how stakeholder and community views influenced the proposal.	  

2.2. COMMUNITY AND STAKEHOLDERS

Stakeholders are individuals, groups of individuals or organisations that could influence or affect a project. Described in DPHI's *Undertaking Engagement Guidelines*, the community is anyone (including individuals, community groups, Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities, peak bodies or businesses) interested in or likely to be affected by the project.

2.2.1. Stakeholder categories

Within this context, the stakeholders for this project were categorised by group, as shown in Figure 7 The community stakeholders were identified due to their proximity to the site, potential concerns about the project impacts, and general interest in the project, particularly those who make submissions on the Concept Development Application.

Figure 6 Stakeholder categories

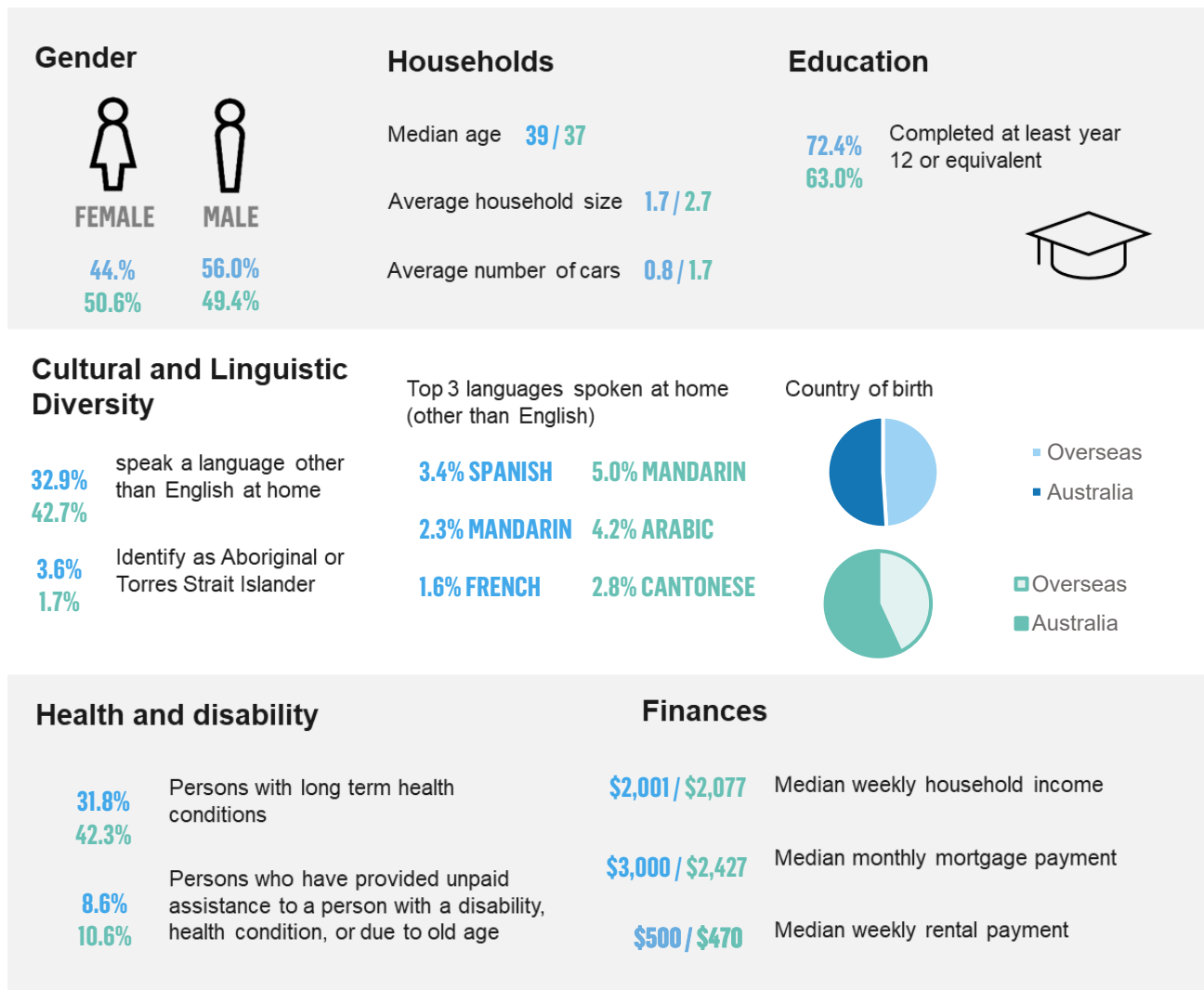
GOVERNMENT STAKEHOLDERS	COMMUNITY STAKEHOLDERS
Department of Planning, Housing and Infrastructure - Planning and assessment team Design Integrity Panel - City of Sydney Representative - Government Architect of NSW Representative City of Sydney Council - Planning and assessment team - Central Sydney Planning Committee - Mayor and Councillors Parliamentary representatives - Mr Alexander Greenwich MP (Independent) – State Member for Sydney - Ms Allegra Spender MP (Independent) – Member for Wentworth Transport for NSW - Development Sydney team	Near neighbours: - Neighbours immediately adjoining the site on William, Forbes and Dowling Street Further near neighbours with anticipated view impacts 5-15 Farrell Avenue 1B Darley Street 184 Forbes Street 1A William Street Wider community - Residents and businesses as identified in Figure 8 Local community groups and organisations - Darlinghurst Residents Action Group 2011 Residents' Association - Potts Point and Kings Cross Heritage and Residents Society - Paddington-Darlinghurst Community Group - Kings Cross Community Centre - Kings Cross neighbourhood service centre - St Canice's Kitchen Surrounding schools - St Vincent's College - SCEGGS Darlinghurst - Sydney Grammar School - Goodstart Learning - KU Phillip Park Children's Centre - Darlinghurst Public School - Plunkett Street Public School - SDN Woollloomooloo - Children's Education & Care Centre - Sydney Distance Education High School

2.3. COMMUNITY PROFILE

This section provides a demographic profile of the local community. This profile has been developed using data from the 2021 Census for the suburb of Woolloomooloo. The analysis encompasses a range of key indicators including age distribution, gender ratio, cultural diversity, income levels, educational attainment, employment statistics, household composition, mobility, and health statistics.

By understanding these demographic nuances, we can better identify the needs, challenges, and opportunities within the local community. This information will help us to shape an informed, inclusive, and forward-thinking engagement strategy.

Figure 7 Community profile



Source: ABS Census 2021

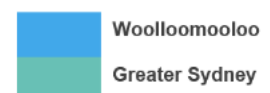
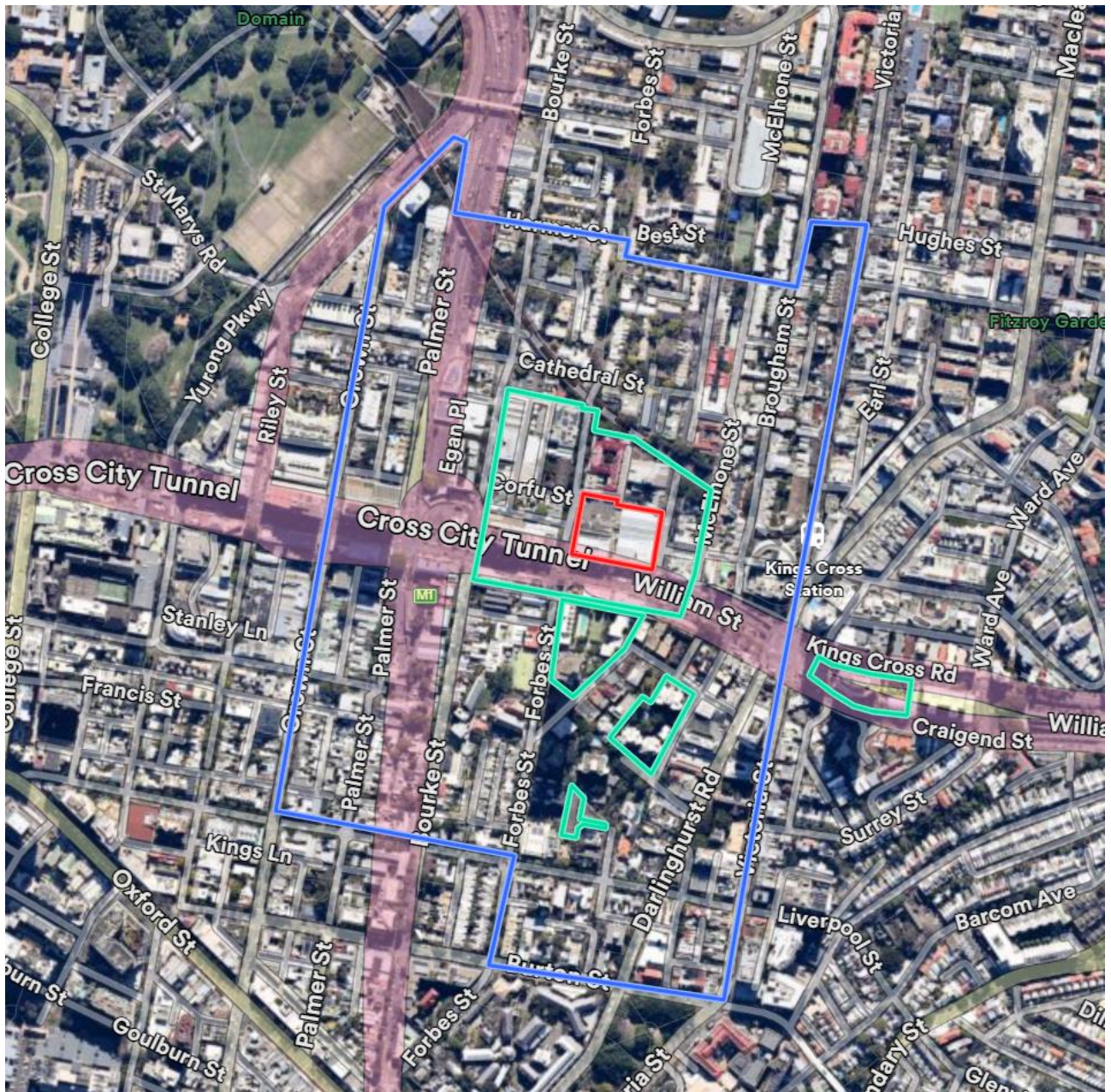


Figure 8 The site and surrounding community



Source: Nearmaps



3. ENGAGEMENT ACTIVITIES

This section outlines the engagement activities that were implemented during the consultation process. These activities were hosted by representatives of the project team including Urbis' Engagement, Urban Planning and Social Planning teams, WSR and lead architect FJC Studio.

Figure 9 Engagement activities



**COMMUNITY NEWSLETTER DELIVERED TO
4,329 PROPERTIES**



**INVITATION TO BRIEFINGS DELIVERED TO
827 INCLUDING BODY CORPORATES AND
STRATA MANAGERS**



**4 BRIEFINGS HELD WITH
24 NEAR NEIGHBOURS AND 1 KEY
STAKEHOLDER**



**COMMUNITY WEBINAR
ATTENDED BY
26 PEOPLE**



**26 EMAILS AND 1 PHONE CALL*
RECEIVED FROM THE COMMUNITY**



**SOCIAL IMPACT ASSESSMENT ONLINE SURVEY
WITH 51 COMPLETE RESPONSES**

*these figures do not include registration only
correspondence

Engagement activity		Target stakeholder(s)	Details
	Community newsletter	- City of Sydney Lord Mayor and Councillors - Parliamentary representatives - All community stakeholders	On 12 July 2025, a community newsletter was distributed to the surrounding community (identified in Figure 10) via letterbox drop. This newsletter provided information on the proposal, the associated benefits and potential impacts, and outlined how the community can ask questions or provide feedback. The newsletter invited community members to attend the community webinar and complete the Social Impact Assessment online survey. Distributors were unable to gain access to the following buildings due to them being locked or unattended: 201 Darlinghurst Road 167-173 Brougham Street 137-146 Forbes Street

Engagement activity		Target stakeholder(s)	Details
		- City of Sydney Mayor and Councillors - Parliamentary representatives	On 11 July 2025, Urbis contacted the elected officials via email to provide an overview of the proposal and invite them to meet with the project team. A copy of the community newsletter was attached to this email. To date, only one request to attend a briefing has been received. Details are included in Section 4.1 below.
		- Near neighbours: Local businesses (whose emails were publicly available) - Local community groups and organisations - Surrounding schools	On 11 July 2025, the community newsletter was distributed via email to key neighbouring businesses (whose emails were publicly available), local community groups and organisations and local schools.
	Invitation to briefing	- Near neighbours - Neighbours with anticipated view impacts	On 11 July 2025, Urbis hand delivered a letter to key neighbours, including businesses and identified body corporate / strata managers, inviting them to attend an online briefing with the project team.
	Online stakeholder briefings	- Near neighbours - Neighbours with anticipated view impacts	Urbis hosted three online stakeholder briefings to provide detailed information on the proposal and an opportunity to discuss matters of interest to these stakeholders. The project team in attendance included representatives from William Street Residential, Urbis (including its Urban Planning, Social Planning and Engagement teams) and FJC Studio. Near neighbour briefings were held with: - The Horizon (184 Forbes Street) – Strata Committee (21 July 2025) attended by 15 people. 5-15 Farrell Avenue – Strata Committee and appointed Town Planning Representative (23 July 2025) attended by 3 people.

Engagement activity		Target stakeholder(s)	Details
			▪ Neighbours on streets bordering the site the site (28 July 2025) attended by 5 people. A fourth briefing was offered to the strata committee of 1B Darley Street. At the time of writing this report, Urbis has not received a response. Feedback from these sessions is included in the thematic analysis provided under Section 4.3.
	Community webinar	▪ City of Sydney Lord Mayor and Councillors ▪ Parliamentary representatives ▪ All community stakeholders	On 30 July 2025, Urbis hosted an online community webinar via Microsoft Teams to provide the community with project information and an opportunity to participate in a facilitated Q&A session. 26 community members attended the session, including one Council staff member and one City of Sydney Councillor, 36 questions were received by the project team. Feedback from these sessions is included in the thematic analysis provided under Section 4.3.
	Enquiry lines	▪ All stakeholders	A 1800 toll free phone number and email address was made available for the surrounding community and key stakeholders to ask questions and provide feedback through the planning process. At the time of writing this report, 1 phone call and 19 emails have been received. Feedback from these sessions is included in the thematic analysis provided under Section 4.3.

4. WHAT WE HEARD

This section provides a detailed summary of issues raised by key stakeholders and community members during the engagement process and outlines how the project responds to this feedback.

4.1. KEY STAKEHOLDER FEEDBACK

This section provides a detailed summary of issues raised by key stakeholders including the NSW Department of Planning, Housing and Infrastructure, the City of Sydney and other state government agencies throughout the engagement process, and the project response to this feedback.

Table 6 Key stakeholder feedback

Stakeholder	How this group was consulted	Feedback received	Project response
Government authorities			
NSW Department of Planning, Housing and Infrastructure Planning and assessment team Government Architect NSW	Urban Planners from Urbis have been in ongoing consultation with the NSW Department of Planning, Housing and Infrastructure (DPHI) throughout preparation of the proposal. This included informal Scoping Meetings in December 2024 and January 2025 to present the proposed uplift scheme and seek feedback.	DPHI and the Government Architect NSW provided feedback on the built form options that were presented and supported the progression of an 'alternative built form option' as a comparison to a straight 30% uplift scheme. DPHI provided feedback and direction on the process to convert the design competition scheme to the Bridging Design Excellence Strategy, which supported the 'continuation of the design competition.'	Urbis will remain available to meet and discuss the proposal with DPHI as the application progresses.
Design Integrity Panel City of Sydney Representative	The Design Integrity Panel (DIP) has been consulted on various occasions throughout the development of the proposal. This includes:	At the conclusion of the DIP engagement the panel was confident that the site is well positioned to accommodate the proposed additional density whilst remaining in alignment	The design team has provided the DIP with a number of materials to satisfy the comments raised during the panel meetings. This includes:

Stakeholder	How this group was consulted	Feedback received	Project response
Government Architect of NSW Representative	DIP meeting #1: 30 April 2025 Email correspondence: 2 June 2025 Informal meeting: 11 June 2025 DIP meeting #2: 23 July 2025	with the design intent established during the Design Competition. Overall, the DIP agreed that the design provided design excellence in accordance with the winning scheme. During the DIP process the panel requested further consideration on the amenity impacts to surrounding areas as a result of the built form. The DIP wanted to understand the other massing options considered and how these amenity impacts compared. Further, the DIP made comment on the public domain and ground plane including equitable access opportunities and how safe movement across the site can occur at both day and night. Additional comments included materiality and architectural outcome, affordable housing distribution, architectural plan sets, affordable housing solar access and thermal performance.	Massing and design options analysis Detailed architectural plans Written letter from community housing provider Further presentation on revised design such as explanation on equitable access and CPTED design. Following the DIP process, the panel provided written confirmation that the design could progress to EIS stage, this demonstrates that several of the matters raised by the DIP have been satisfied.
City of Sydney Council Planning and assessment team	On 1 August 2024 and 2 September 2024, the Applicant and the project team met with Council's planning team and technical experts to discuss the sites forthcoming detailed design	The project team presented the Design Competition Winning Scheme to Council, outlining how the architect intends to address the Panel's recommendations for design	The project team has refined the design since the pre-DA including uplifting the site to accommodate the 30% uplift in accordance with the housing SEPP infill affordable housing

Stakeholder	How this group was consulted	Feedback received	Project response
	application following the concept DA approval. As the development transitioned from a Council DA to State Significant DA the City of Sydney have remained a key stakeholder. As such, the City of Sydney attended a session with the Government Architect, at which the GA briefed the City on the Bridging DES process, with the City attending the first Design Integrity Panel session as an observer. The DIP is made up of Design Competition Panel members.	refinement. Council provided initial feedback on level transitions, public domain accessibility, and alignment with the approved concept envelope. Council outlined considerations for a future application, including the technical reporting required, further assessment of view impacts, vehicle access, rooftop design, and clarification around proposed building heights that deviate from the concept envelope. In addition to the above, during the DIP process no verbal or formal written feedback was provided by Council.	pathway. This uplift has considered potential impacts to the site and surrounding neighbours including view sharing and overshadowing. The design, whilst increasing in density, continues to provide a design that aligns with the final competition scheme and is considered to achieve design excellence.
Lord Mayor and Councillors Clover Moore AO (Lord Mayor) Cr Olly Arkins Cr Sylvie Ellsmore Cr Lyndon Gannon Cr Robert Kok Cr Zann Maxwell Cr Jess Miller	On 10 July 2025, Urbis Engagement contacted the City of Sydney's Mayor and Councillors to introduce them to the proposal and invite them to a briefing to discuss the proposal further. A copy of the community newsletter was attached to this email.	On 17 July 2025, Lord Mayor Clover Moore's office responded advising that the email had been forwarded on to the City's Chief Executive Officer's office and City staff for response. No response was received from other Councillors, the CEO's office or Council staff.	Urbis will remain available to provide further information on the proposal should a response be received.

Stakeholder	How this group was consulted	Feedback received	Project response
Cr Matthew Thompson Cr Yvonne Weldon AM Cr Adam Worling			
Elected officials			
Alexander Greenwich MP (Independent) – State Member for Sydney	On 11 July 2025, Urbis Engagement contacted Alexander Greenwich to inform him about the SSDA and provide a copy of the community newsletter.	On 16 July 2025, an Electorate Officer from Mr Greenwich's office responded advising Mr Greenwich was on leave and requested his registration for the community webinar which he or a member of his office may join. No representatives from Mr Greenwich's office attended the webinar.	Urbis will remain available to provide further information on the proposal should Mr Greenwich or his office request further information about the proposal.

Stakeholder	How this group was consulted	Feedback received	Project response
		On 19 August 2025, representatives from the project team met with Mr Greenwich and a member of his team to provide an overview of the proposal and led a question and answer session. During the meeting, Mr Greenwich and his team provided the following feedback: Affordable housing: Affordable housing was a key focus. Mr Greenwich recognised ongoing challenges with the loss of affordable housing in infill developments and raised the issue of key workers often being ineligible for affordable housing despite affordability pressures. He encouraged William Street Residential to consider incentives to support essential worker housing on the site. Mr Greenwich requested clarification about the allocation and typology of apartments for affordable homes and market homes. He also urged WSR to monitor any amendments and recommendations to the Affordable Housing requirements.	Affordable housing: William Street Nominee has been in discussions with a certified Community Housing Provider to understand best practice ongoing management measures. This will be conducted in line with current legislation and requirements for affordable housing. In line with these discussions, the affordable homes include 1-to-2-bedroom apartments. Market homes range from 1 to 3-bedroom apartments.

Stakeholder	How this group was consulted	Feedback received	Project response
		Precinct activation & open space: Mr Greenwich and his office showed support for the inclusion of new public open space, noting the importance of its management, activation, and sunlight access. Mr Greenwich emphasised that any green space is welcomed, provided it remains well-maintained and active. Mr Greenwich queried who would manage the open space and recommended that William Street Residential contact the Kirketon Road Centre to support ongoing safety measures. Support was also shown for the ground floor retail as a driver to help activate the precinct. He also highlighted the need to design the park in ways that encourage positive activity, such as fitness and recreation, while acknowledging potential challenges around anti-social behaviour.	Precinct activation & open space: William Street Residential will retain ownership and ongoing management of the ground floor retail and public open space to ensure it is a contributory factor to precinct activation. A Plan of Management will be prepared to ensure the open space is secure and safe for all members of the community.

Stakeholder	How this group was consulted	Feedback received	Project response
		Height distribution: Mr Greenwich and his team queried whether the option of reducing the open space to accommodate built form at lower heights was considered.	Height distribution: The inclusion of public open space was considered a welcome addition to the design scheme during the Design Integrity process. Therefore, preservation of this space alongside the proposed height was the preferred option.
		View impacts: Mr Greenwich sought to understand how views and solar access would be considered.	View impacts: A key component of William Street Residential's SSDA is to ensure additional impacts, beyond the approved concept scheme, are minimised. As part of the proposal, William Street Residential has commissioned studies to determine whether this has been achieved in the proposed design scheme. The consultation approach included a several briefings with strata committees of surrounding buildings who were likely to be impacted or interested in views and solar access. Attendance at these briefings is captured in Section 3.

Stakeholder	How this group was consulted	Feedback received	Project response
		Traffic, parking and access: The parking provision was also queried, noting 331 spaces was high in comparison to the number of apartments being provided. The importance of EV charging capacity was also discussed, Questions were also asked about vehicle access points and traffic impacts in comparison to the site's current use.	Traffic, parking and access: The proposed parking is in line with local and State Government requirements for in-fill affordable housing proposals. EV charging will be included in the development. Access points, for both residents, visitors and servicing is via Forbes Street. This is consistent with the approved concept scheme.
Allegra Spender MP (Independent) – Federal Member for Wentworth.	On 18 July 2025, Urbis Engagement contacted Allegra Spender MP to inform her about the SSDA and provide a copy of the community newsletter.	To date no feedback has been received from Ms Spender.	Urbis will remain available to provide further information on the proposal should Ms Spender or her office request further information about the proposal.
Transport for NSW	On 30 July 2025, the appointed traffic consultants contacted Transport for NSW's (TfNSW) Development Sydney team to provide an overview of the proposal relevant to traffic. The consultants explained that car parking would comply with relevant planning controls and that traffic generation is expected to decrease during weekday peak periods, though a modest increase is anticipated on weekends.	On 19 August 2025, TfNSW responded advising it has reviewed the submitted information and confirmed no traffic modelling is required for TfNSW assessment purposes as the development is unlikely to significantly impact the classified road network. TfNSW will provide further comments during the EIS exhibition stage when	The appointed traffic consultants will proceed with the methodology outlined in its correspondence with TfNSW to inform its Traffic Impact Assessment

Stakeholder	How this group was consulted	Feedback received	Project response
	They noted that, due to the limited overall traffic impact (in comparison to the site's current use as a car hire company), no new traffic surveys or modelling are proposed. Instead, their assessment will focus on the net change in traffic and include a Green Travel Plan to highlight opportunities for alternative transport modes. Feedback from Transport for NSW was invited ahead of finalising the application documentation.	the Transport Impact Assessment (TIA) is available for review.	

4.2. COMMUNITY FEEDBACK

This section outlines feedback received from members of the community during the consultation process delivered throughout July 2025. During the consultation period, Urbis and WSR received approximately-80 pieces of unique feedback. This number excludes the online Social Impact Assessment survey, which is outlined in Section 4 of the Social Impact Assessment submitted with the SSDA.

4.3. SUMMARY OF KEY ISSUES

This section provides a thematic analysis of feedback received from members of the community during the engagement process – key themes are shown in Figure 10.

Figure 10 Summary of key issues



4.3.1. Loss of views and amenity

Most residents who attended the online briefings and community webinar were concerned about the loss of their properties' harbour views due to the increased building height. During the webinar, some neighbours sought clarity on the Visual Impact Assessment (VIA) process and whether their specific property was included in the VIA. A number of community members expressed concerns about the VIA methodology and raised doubts about the accuracy and completeness of the original view studies prepared for the Concept DA. This contributed to a broader lack of confidence in the initial findings, which was a recurring theme throughout the session. This concern is most prevalent among residents in high-rise buildings such as the Horizon, 5-15 Farrell Avenue and neighbours to the south-west of the site including Tewkesbury Apartments.

Note: Following the community webinar, two neighbours of the Tewkesbury Apartments requested the VIA to consider views from its apartment. In response to this feedback, the VIA assesses viewpoints for this building.

"The proposed increase in building height will result in the loss of my harbor view, which significantly contributes to the value and appeal of my property. I expect this to lead to a material devaluation of my home." – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"I am deeply concerned about the loss of my harbor view, the increase in building height, and the broader changes to my neighborhood. These developments threaten to significantly alter the character, livability, and value of the area." – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"That 18 story build will entirely block the views of several buildings (I'm in one of them.) I know the original concept DA did a view impact analysis from several surrounding apartments. Does the same need to take place here? When I say block - I literally mean 100% block" – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"The existing approved design provided limited but some remaining view corridor for 1-5 Rosebank St. The proposed uplift particularly the rear building obliterates the view corridor" – [Comment captured during community webinar](#)

"One of the most important factors will be the loss of sunlight and views for the surrounding apartments." – [Comment captured during community webinar](#)

"Just noting that the Southeast part of the Darlinghurst rise appeared to be intentionally left out of the view impact during prior view impact assessments." – [Comment captured during community webinar](#)

"We will have views of the opera house and bridge impacted by the development; however no visual impact assessment was conducted for our apartment" – [Comment captured during community webinar](#)

Project response:

William Street Residential is aware that the surrounding community value their views across Sydney Harbour. With the affordable housing uplift, visual impact has been a key consideration in the design development for the SSDA and the project team has tested several options for uplift with the Design Integrity Panel.

The proposed distribution of height aims to minimise additional view impacts and solar access impacts beyond the approved Concept Scheme. This distribution has been determined to generate less impacts than a blanket 30% uplift across the whole site. During community information sessions, some residents expressed concern that the uplift would create new view impacts beyond what was already approved in the Concept Scheme. The project team has clarified that this is not the case, and the design approach seeks to limit impacts to below those originally anticipated under a uniform uplift.

This is being assessed in a Visual Impact Assessment (VIA), which has considered several viewpoints surrounding the site. The VIA will be available for the community to view during public exhibition.

4.3.2. Traffic and parking

The community was apprehensive about the potential increase in traffic, particularly on Forbes Street and William Street. Some suggested that vehicle access points should be distributed across multiple street frontages to mitigate congestion. There was also concern that the additional commercial spaces will add further strain to local traffic infrastructure. Some community members expressed concern about the perceived lack of parking spaces proposed despite the increase in apartments, noting exacerbation of existing parking issues in the area.

This concern was particularly evident for the sites neighbours on Forbes Street, Judge Lane and Dowling Street.

"The currently very peaceful enclave of Dowling Street & Judge Street (south of the train line) will have a massive increase in traffic to the currently very small streets with minimal parking" – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"It is a significant increase in the number of units but does not increase the number of parking spots within the building from what I can see." – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"Traffic congestion is already bad with Town Hall traffic changes and broken Pavements sadly are trip hazards with countless dumped Lime and Hello bikes everywhere for hire with lack of Council rules." – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"What plans are there to mitigate the vast increase in traffic as this will be unpleasant for current and future residents and plans detail the Judge lane/Street as the only car park entrance?" – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"Also traffic impacts with Lime and Hello hire bikes dumped (without penalty or question here) is out of control" – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

"Bourke street is so congested most of the day and the entry to the Eastern distributor from William Street, Bourke street and Corfu St is overwhelming" – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

Project response:

In response to community questions regarding traffic and parking, the project team confirmed that vehicle access to the site will be streamlined via a single entrance for residents and retail users, with a separate access point for the loading dock. This design removes six existing crossovers, improving safety and reducing traffic conflict points along the street.

A traffic consultant has reviewed the proposed arrangements, and no major concerns were raised regarding vehicle movements, particularly given the site's direct connection to William Street and existing use of a car rental facility with a high level of vehicle movements per day. Broader traffic and vehicle movement concerns, including safety and site integration, will be further addressed in the forthcoming Environmental Impact Statement (EIS), which will provide a more detailed overview of traffic and parking outcomes.

4.3.3. Suitability for affordable housing

There were mixed responses to the inclusion of affordable housing in the proposal. During the online briefings, some neighbours showed support for affordable housing but noted general impacts of development required mitigation to facilitate any increase in housing.

Some residents questioned the suitability of including affordable housing in a high-value harbour-view location noting it would be more equitable and efficient to locate affordable housing in areas with lower land acquisition and construction costs.

Concerns also included how these units will remain affordable over time and whether they will be converted to market-rate units, and at what point in time. There was also a high level of interest in who the specific community housing provider would be.

At two of the online briefings, clarification about what affordable housing is, and is not, was required, as several community members misunderstood affordable housing to mean studios and one-bedroom apartments i.e. smaller and therefore less expensive properties.

"I question the suitability of including affordable housing in this high-value harbor-view location" – [Comment submitted via engagement@urbis.com.au](#)

"Why is the affordable housing only for 15 years when the extra height is forever? who decided on that period?" – [Comment captured during community webinar](#)

"Would it not be a more equitable and efficient use of resources to locate affordable housing in areas with lower land acquisition and construction costs?" – [Comment submitted via engagement@urbis.com.au](#)

"How will these units remain affordable over time? Is there a guarantee they will not be converted to market-rate units?" – [Comment submitted via engagement@urbis.com.au](#)

"While I support the idea of affordable housing, I believe this site is inappropriate for such a development, given the high land values and the better opportunities for affordable housing elsewhere." – [Comment submitted via engagement@urbis.com.au](#)

Project response

In response to community questions about the provision and suitability of affordable housing, the project team confirmed that the development aligns with the NSW Government's Affordable Housing Scheme introduced in late 2023. The proposal includes the delivery of affordable rental dwellings equivalent to 15% of the gross floor area, in line with policy requirements. These homes will be managed by Bridge Housing, a registered Tier 1 Community Housing Provider, and offered at 30% below market rent for a period of 15 years. Affordable housing delivered through this scheme supports a mix of household types, including moderate-income earners such as key workers, not just low-income groups. The dwellings regulated under a distinct planning and management framework. Any changes to the affordable housing provision during the planning process would require reassessment by the Department. Additional detail will be provided in the Environmental Impact Statement (EIS) when it is placed on public exhibition.

4.3.4. Construction Impacts

Community members and neighbouring businesses showed concern about noise impacts during construction. One near neighbour expressed concern about the potential increase in noise, dust and vibration.

"What will the noise impacts of these two phases be during this time? [Deidentified] is a music studio. Percussive noise (e.g. jackhammering) is extremely disruptive to our business." – [Comment submitted via engagement@urbis.com.au](#)

"Our apartment faces the site from the north side of Judge Lane (very narrow). All of our windows face south towards the site. We are very concerned about prolonged impacts from dust, noise, vibration and limited access to natural ventilation as a result." – [Comment captured during community webinar](#)

"What asbestos removal plans are included?" – [Question asked during near neighbour briefing for residents on adjoining streets](#)

Project response:

A Construction Management Plan (CMP) is being prepared as part of the upcoming State Significant Development Application (SSDA), which will be submitted to the NSW Department of Planning, Housing and Infrastructure (DPHI) in August 2025. The CMP will address construction vehicle movement, site access, noise, dust, and vibration impacts, supported by an acoustic report and geotechnical analysis. A Hazard Analysis has been prepared as part of the SSDA to inform future demolition requirements. Community feedback will be invited during DPHI's public exhibition period.

If approved, construction would begin in mid to late 2026, and the community will be notified before any works commence. Access will be via Forbes Street, and noise and dust barriers will be implemented. Structural risks to surrounding buildings will be managed through a Demolition Management Plan.

We encourage residents to subscribe to DPHI's Major Projects Portal to stay informed throughout the process.

4.3.5. Green space

Many residents welcomed the inclusion of the public park, noting this was not included in the Concept Design. Some residents noted concerns about the ongoing management and maintenance of this space, and the potential public safety implications, with specific mention of anti-social behaviour and safe passage at night. Some community members expressed worry about the environmental impact of the development, including waste management and the potential for increased pollution. The community sought information on how the space would be designed to be, and operated in a way that is safe, well-maintained, and secure for local residents.

“While the proposed green space could have positive community outcomes, there are concerns regarding its management and the local homeless population. What planning has been done to ensure the green space will be safe, well-maintained, and secure for local residents? Who will be responsible for its long-term upkeep and security?” – [Comment submitted via engagement@urbis.com.au](mailto:engagement@urbis.com.au)

“Yes, parks are wonderful but they are unkept without street policing” – [Comment captured during community webinar](#)

“Who will be responsible for maintaining the park” – [Comment captured during community webinar](#)

“Why do you believe we need more green space when we already have Sydney Harbour access, Lady Macquarie's Chair, Hyde Park, The Domain, Rushcutters Bay?” – [Comment captured during community webinar](#)

Project response

The green space has been a central feature of the design approach, intended to encourage community use, improve site permeability, and offer a welcoming and inclusive environment for all visitors. Management and maintenance of the park will be the responsibility of the strata body, as the space will remain in private ownership. A detailed Plan of Management will be prepared, outlining maintenance responsibilities, operational protocols, and long-term care strategies.

In addition, a Crime Prevention Through Environmental Design (CPTED) report has been prepared and will inform the security and safety measures for both park users and surrounding residents. Ensuring the park remains a safe, clean, and accessible space for the community is a core objective of the development.

4.3.6. Other feedback

This section outlines the feedback provided by less than five community members that does not correspond with the above-mentioned themes.

Design and aesthetics: Some residents expressed dissatisfaction with the new design, noting that it is significantly less aesthetically pleasing than the initial mostly brick construction. They are concerned that the design appears to be downgraded, potentially to reduce costs, and are opposed to more high-rise and modern designs that they find unattractive.

Project response: The design has undergone a rigorous design process as part of a Design Competition held in March 2024. The design competitions are a well-tested and proven model to assess design excellence. The design has also been subject to an ongoing Design Integrity Panel process throughout the refinement of the design to ensure design excellence is consistently achieved.

Historical and cultural preservation: One resident highlighted the need to preserve the historical and cultural character of the area, including Victorian Terrace Houses and important architectural and character elements. They are concerned that recent developments have led to the destruction of historical sites and the transformation of the area into an unattractive and neglected space.

Project response: The design of the development will consider and provide a sympathetic response to the heritage character of the surrounding areas. This is outlined in the Design Report submitted with the SSDA. A Statement of Heritage Impact has been prepared as part of the SSDA to inform DPHI's assessment.

Property devaluation: Three residents highlighted concerns about the devaluation of their properties resulting from the loss of views, residents are asking whether any consideration has been given to compensation or offset mechanisms for affected residents. One resident sought information on how William Street Residential or Council will take responsibility for diminished property value.

Project response: Property value fluctuations are based on multiple factors. As such, property value is not a planning consideration and is not a requirement for assessment for the SSDA.

Risk of overdevelopment: One resident highlighted concerns about how the approval of this proposal could set a precedent for further overdevelopment in the area, leading to future height increases and significant neighbourhood transformation. They were worried about the long-term implications of such a precedent on the character and liveability of their community. This concern is shared by residents who have experienced similar developments in other parts of the city.

Project response: The City of Sydney has a housing target of 18,900 newly completed homes by 2029. The site is currently underutilised and given the site's location to the Sydney CBD and several key health and education facilities makes the site a suitable location for more residential development, the project aims to support the delivery of more well-located homes.

Access to lodgement package: Following the online briefings and community webinar, several requests were received from the community requesting the link to the project on DPHI's Major Projects website to track its progress and access the lodgement package during Public Exhibition.

Project response: The lodgement package will be available during public exhibition. A link to the project page on DPHI's Major Project's portal was provided to all attendees of the stakeholder briefings and community webinar.

5. FUTURE COMMUNITY AND STAKEHOLDER ENGAGEMENT

William Street Residential will continue to keep stakeholders and the community informed of the project approval process through the exhibition and determination phases by enabling the community to seek clarification about the project through the two-way communication channels.

DISCLAIMER

This report is dated 21 August 2025 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of William Street Residential Pty Ltd (**Instructing Party**) for the purpose of Engagement Outcomes Report (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

APPENDIX A

COMMUNITY NEWSLETTER

COMMUNITY UPDATE



Proposal for 164-172 and 174-194 William Street, Woolloomooloo

July 2025

Following approval of a Concept Development Application, William Street Residential Pty Ltd (WSR) is preparing to lodge a State Significant Development Application (SSDA) for 164-172 and 174-194 William Street, Woolloomooloo to the NSW Department of Planning, Housing and Infrastructure (DPHI)

The proposal aims to transform an underutilised site into a new mixed-use precinct with more homes, supported by retail services and a high-quality open space and public domain for residents and the wider community to enjoy.

WHAT IS BEING PROPOSED?

Specifically, the SSDA seeks approval for the demolition of the existing buildings and construction of four buildings comprising of:

- 220 new homes across four buildings including 60 affordable rental apartments.
Turn over for an explanation of affordable housing.
- Podium-level retail space, rooftop communal areas, and public art, contributing to more community amenities and a vibrant, welcoming neighbourhood.
- Publicly accessible open spaces, including a landscaped park and a pocket park with community facilities, providing a central green space for neighbours and future residents that is also accessible to the wider community.
- Through-site links that connect surrounding streets, including a new seven-metre-wide pedestrian laneway being given to Council once complete.
- Basement car parking across three levels, with approximately 316 spaces (264 for residents, 18 for visitors, and 34 for retail use).

WHY MORE HEIGHT?

The NSW Government's new in-fill affordable housing provisions allow a 30% increase in height and floor space ratios for projects dedicating at least 10% of Gross Floor Area (GFA) to affordable housing for a minimum of 15 years. WSN proposes to allocate 65 apartments (15% of GFA) to affordable housing.

In consultation with local and state government stakeholders, WSN is proposing to distribute this additional height as follows:



This strategy achieves the eligible uplift while minimising additional visual and solar access impacts on surrounding properties.

Indicative massing diagram

WHAT IS AFFORDABLE HOUSING?

Affordable housing provides stable, secure, and reasonably priced homes for low to moderate-income households, including essential workers like teachers, nurses, and emergency service personnel.

Unlike social housing, where rent is fully subsidised by the Government, affordable housing is managed by accredited Community Housing Providers and offered below market rates.

This housing is crucial for maintaining local workforces and ensuring critical services are adequately staffed.

ASSESSING POTENTIAL IMPACTS

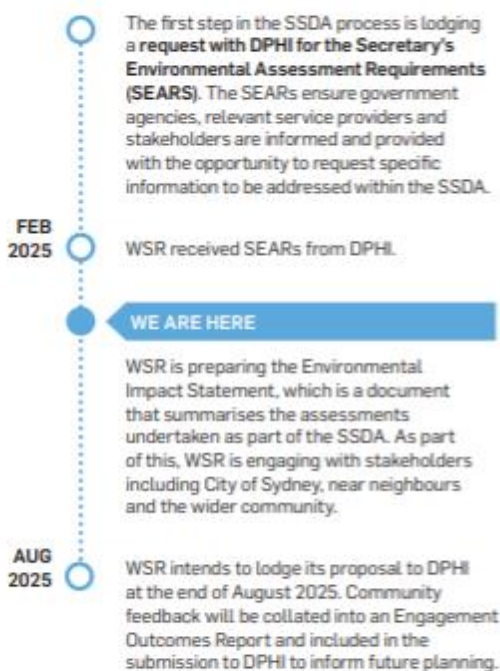
WSR is working with a range of technical experts to complete independent assessments to identify any potential impacts and recommend mitigation measures. These include traffic and transport, heritage, visual impact, and solar access assessments.

These assessments will be available for the community to view on the DPHI Major Projects website when the DPHI places the proposal on public exhibition for a period of 28 days.

The community will be able to view these assessments before providing formal feedback on the proposal.

NEXT STEPS AND THE PLANNING PATHWAY

WSR is seeking approval for its proposal from the NSW Department of Planning, Housing and Infrastructure (DPHI) through the State Development Application (SSDA) process.



Once the SSDA is lodged, **DPHI will notify the local community when public exhibition has commenced.** The community will be invited to provide formal feedback as part of this process.

WSR is expecting a determination from DPHI within nine months of lodging the SSDA.

PROVIDE YOUR FEEDBACK

WSR has engaged Urbis to lead the community engagement process. Prior to lodging the SSDA, Urbis will collate feedback from the community into an Engagement Outcomes Report to inform DPHI's assessment of the proposal. The community can provide feedback in the following ways:

Contact Urbis

 engagement@urbis.com.au

 1800 244 863

Attend our online community webinar

On Wednesday 30 July 2025 we will be hosting an online community webinar from **6pm – 7:30pm**.

The session will include a presentation from the project team and an opportunity to ask questions via a Q&A chat function.

To register your interest for the webinar, contact Urbis using the details above.

Social Impact Assessment online survey

WSR has also engaged Urbis to prepare a Social Impact Assessment (SIA) to accompany the proposal. You are invited to inform the SIA by completing a survey.

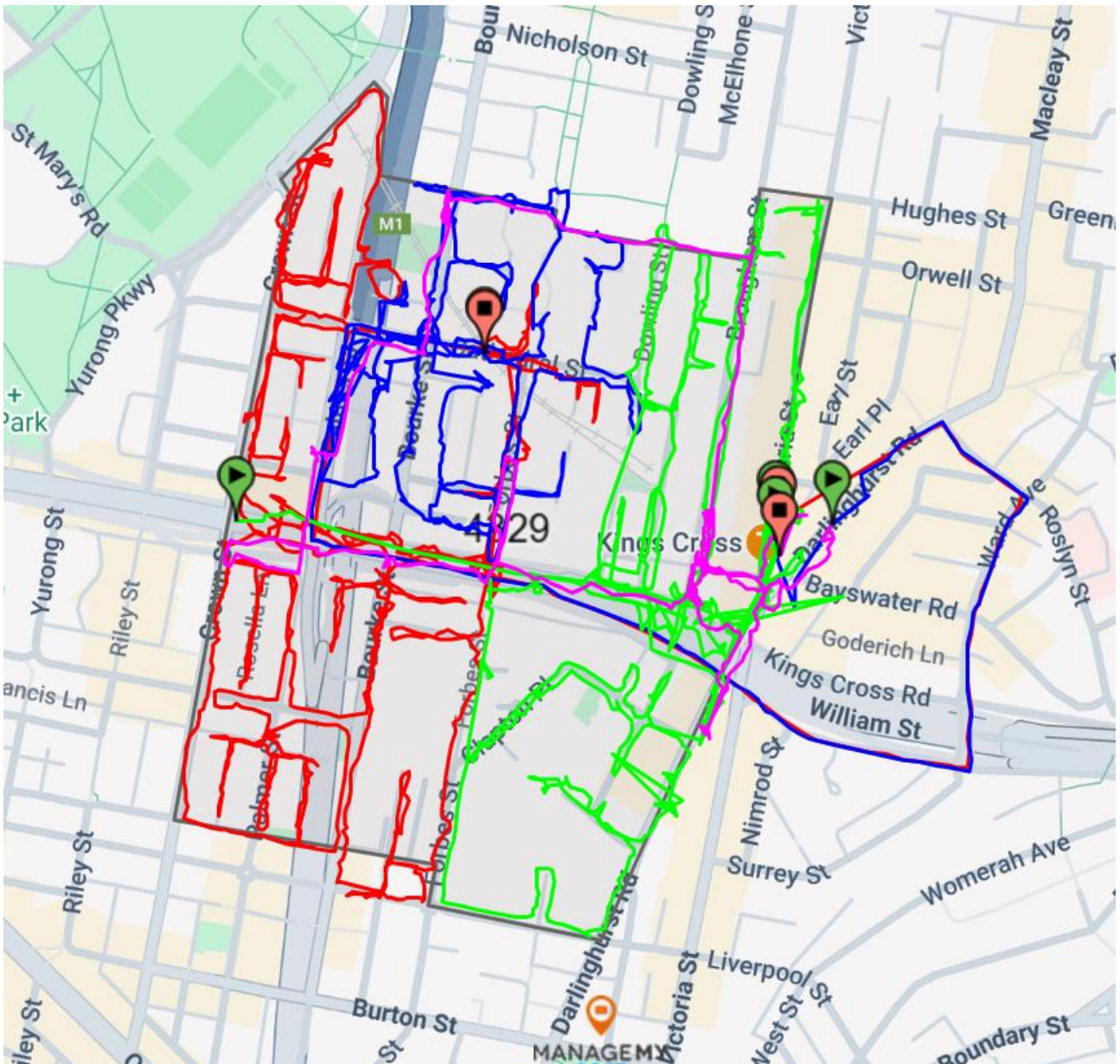
The survey results will ensure the project team understand the needs of the local area, identify potential positive or negative social impacts of the proposed development, and gather feedback on how these impacts can be managed. The survey will be open until Sunday 3 August 2025 at 5pm and can be accessed using the link below or the QR code here.

urbis.questionpro.com.au/WilliamStWoolloomooloo



APPENDIX B

COMMUNITY NEWSLETTER DISTRIBUTION RECORD



APPENDIX C

NEAR NEIGHBOUR LETTERS



**ANGEL PLACE
LEVEL 8, 123 PITT STREET
SYDNEY NSW 2000**

URBIS.COM.AU
Urbis Ltd
ABN 50 105 256 228

10 July 2025

Dear strata committee of 1B Darley Street, Darlinghurst

Urbis is writing to you on behalf of William Street Residential Pty Ltd, a joint venture between Rebel Property Group and HSN Property Group, to inform you of its proposal for a new mixed-use development at 164-172 and 174-194 William Street, Woolloomooloo.

The proposal will be lodged as a State Significant Development Application (SSDA) to the NSW Department of Planning, Housing and Infrastructure (DPHI) in early August 2025.

Attached is a community newsletter which provides you with more information about the proposal.

Invitation || Online briefing

Before lodging its proposal, William Street Residential is engaging with the community to provide more information about the proposal and seek feedback.

As part of this process, and in addition to the community webinar and Social Impact Assessment survey (see newsletter), Urbis is inviting strata committees to attend a briefing with the project team.

Hosted via Microsoft Teams, the session will provide an overview of the proposal, followed by an opportunity to ask questions.

Briefings are currently available at the following dates / times.

- Monday, 21 July 2025, 6:00pm to 7:00pm
- Tuesday, 22 July 2025, 6:00pm to 7:00pm
- Wednesday, 23 July 2025, 6:00pm to 7:00pm

To schedule a briefing or if these dates are not suitable for you, please contact Urbis using the details below.

Contact the Urbis team

Phone: 1800 244 863

Email: engagement@urbis.com.au

Kind regards,

Urbis Engagement

On behalf of William Street Residential (Rebel Property Group and HSN Property Group)



**ANGEL PLACE
LEVEL 8, 123 PITT STREET
SYDNEY NSW 2000**

URBIS.COM.AU
Urbis Ltd
ABN 50 105 256 228

10 July 2025

Dear strata committee of 5-15 Farell Avenue, Darlinghurst

Urbis is writing to you on behalf of William Street Residential Pty Ltd, a joint venture between Rebel Property Group and HSN Property Group, to inform you of its proposal for a new mixed-use development at 164-172 and 174-194 William Street, Woolloomooloo.

The proposal will be lodged as a State Significant Development Application (SSDA) to the NSW Department of Planning, Housing and Infrastructure (DPHI) in early August 2025.

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Contact the Urbis team

Phone: 1800 244 863

Email: engagement@urbis.com.au

Kind regards,

Urbis Engagement

On behalf of William Street Residential (Rebel Property Group and HSN Property Group)



**ANGEL PLACE
LEVEL 8, 123 PITT STREET
SYDNEY NSW 2000**

URBIS.COM.AU
Urbis Ltd
ABN 50 105 256 228

10 July 2025

Dear strata committee of 184 Forbes Street, Darlinghurst

Urbis is writing to you on behalf of William Street Residential Pty Ltd, a joint venture between Rebel Property Group and HSN Property Group, to inform you of its proposal for a new mixed-use development at 164-172 and 174-194 William Street, Woolloomooloo.

The proposal will be lodged as a State Significant Development Application (SSDA) to the NSW Department of Planning, Housing and Infrastructure (DPHI) in early August 2025.

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Briefings are currently available at the following dates / times.

- Monday, 21 July 2025, 6:00pm to 7:00pm
- Tuesday, 22 July 2025, 6:00pm to 7:00pm
- Wednesday, 23 July 2025, 6:00pm to 7:00pm

To schedule a briefing or if these dates are not suitable for you, please contact Urbis using the details below.

Contact the Urbis team

Phone: 1800 244 863

Email: engagement@urbis.com.au

Kind regards,

Urbis Engagement

On behalf of William Street Residential (Rebel Property Group and HSN Property Group)



**ANGEL PLACE
LEVEL 8, 123 PITT STREET
SYDNEY NSW 2000**

URBIS.COM.AU
Urbis Ltd
ABN 50 105 256 228

10 July 2025

Dear resident / strata committee,

Urbis is writing to you on behalf of William Street Residential Pty Ltd, a joint venture between Rebel Property Group and HSN Property Group, to inform you of its proposal for a new mixed-use development at 164-172 and 174-194 William Street, Woolloomooloo.

The proposal will be lodged as a State Significant Development Application (SSDA) to the NSW Department of Planning, Housing and Infrastructure (DPHI) in early August 2025.

Attached is a community newsletter which provides you with more information about the proposal.

Invitation || Online briefing

Before lodging its proposal, William Street Residential is engaging with the community to provide more information about the proposal and seek feedback.

As part of this process, and in addition to the community webinar and Social Impact Assessment survey (see newsletter), Urbis is inviting near neighbours to attend a briefing with the project team.

Hosted via Microsoft Teams, the session will provide an overview of the proposal, followed by an opportunity to ask questions.

Briefings are currently available at the following dates / times.

Option 1: Thursday, 24 July 2025, 6:00pm to 7:00pm

Option 2: Monday, 28 July 2025, 6:00pm to 7:00pm

**The briefing will be held on date with the greatest availability.*



To provide your availability for these briefings, please scan the QR code. If none of these dates are suitable for you, please contact Urbis using the details below.

Contact the Urbis team

Phone: 1800 244 863

Email: engagement@urbis.com.au

Kind regards,

Urbis Engagement

On behalf of William Street Residential (Rebel Property Group and HSN Property Group)

APPENDIX D

BRIEFING AND WEBINAR PRESENTATION

[To be inserted at PDF stage]

