

FINAL

Community Engagement Report

5 Blue Street, North Sydney

Prepared by Polymer Studios on behalf of Zurich Australian Insurance Properties Pty Ltd

PROJECT

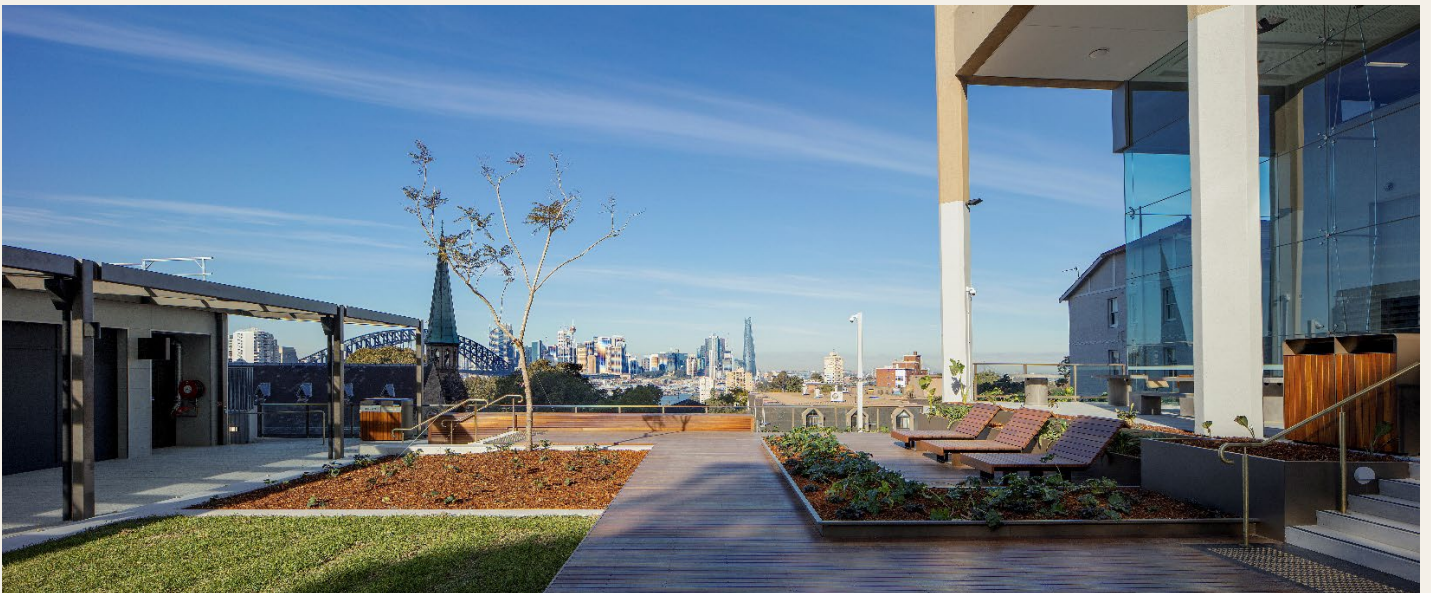
5 Blue Street, North Sydney

PHASE

SSDA

DATE

May 2026



Zurich Australian Insurance Properties Pty Ltd
118 Mount Street, North Sydney NSW 2060

Engagement by Polymer Studios
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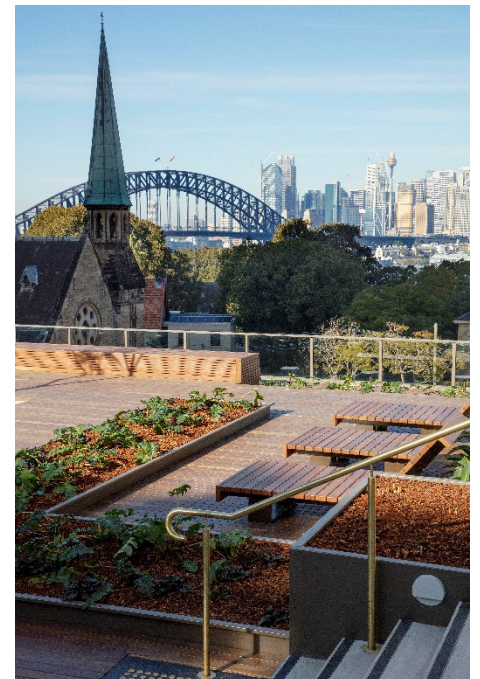
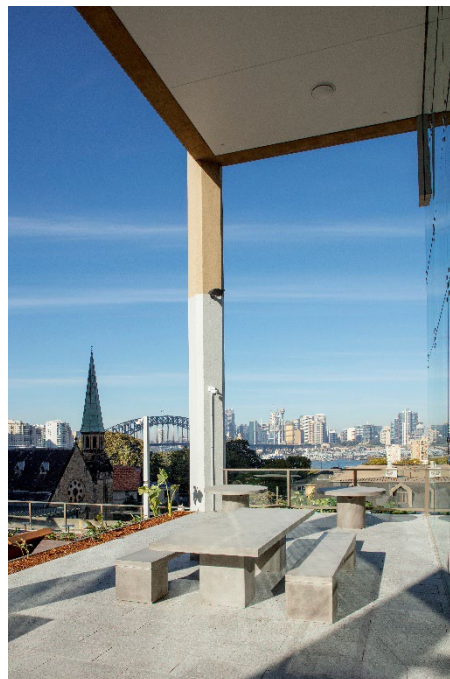


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1. Executive Summary

This Community Engagement Report supports the detailed State Significant Development Application (SSDA) (SSD-86270706) and concurrent rezoning being lodged with the Department of Planning, Housing and Infrastructure (DPHI) for the adaptive reuse of a mixed-use development at 5 Blue Street, North Sydney (the site). The proponent for the SSDA is Zurich Australian Insurance Properties Pty Ltd.

The proposal aims to:

- Respond to the housing challenges facing Sydney through the delivery of diverse housing types in a highly accessible location.
- Deliver a diverse mix of residential apartments, including market housing and co-living dwellings that will enjoy excellent amenity, taking advantage of the site’s strategic location, proximity to services and employment opportunities.
- Achieve a planning envelope with setbacks to respect the local context and capable of achieving acceptable levels of solar access, wind comfort and daylight in adjoining public places.
- Enhance the Blue Street Plaza, contributing to the improved pedestrian amenity, site permeability and access to and around North Sydney Station.
- Enable the development of high-performance buildings in terms of amenity and sustainability.

Community engagement was conducted from 4 - 29 May 2026 with activities designed to ensure the community and key stakeholders had early access to project information and an opportunity to provide feedback ahead of the SSDA lodgement, anticipated in July 2026.

Community engagement was designed to:

- Inform the surrounding community and key stakeholders about the proposed development
- Provide accessible, balanced information about the project's purpose, design and process
- Create meaningful opportunities for the community to ask questions and provide feedback
- Ensure all feedback is captured and considered in the development of the SSDA

Engagement was delivered in accordance with the IAP2 Public Participation framework (below) at the Inform and Consult levels, consistent with the project's Communications and Engagement Strategy and NSW State Government guidelines for engagement.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	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 TO THE PUBLIC	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 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 look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Engagement activities covered the following channels and touchpoints:

- Project engagement website - 5bluestreet.com.au
- Community information flyer - letterbox drop
- Two online community engagement sessions via Zoom
- In-person briefing session with Residents Opposing Lavender Bay Overdevelopment (ROLBO)
- Formal letter to building tenants
- Project email address – community@5bluestreet.com.au

6

Community Groups Engaged

1

Enquiry Received

600

Flyers Distributed

225

Visitors to 5bluestreet.com.au

1.1 Community Groups Engaged

A total of six community groups and stakeholder categories were engaged during the preliminary engagement phase:

- Neighbouring residents and businesses in Lavender Bay (via letterbox drop and online sessions)
- Neighbouring residents and businesses in North Sydney (via letterbox drop and online sessions)
- ROLBO (Residents Opposed to Lavender Bay Overdevelopment) (dedicated in-person briefing)
- Lavender Bay Precinct committee (via email)
- General public (project website 5bluestreet.com.au)
- Building tenants (letter notification)

1.2 Top Issues and Concerns

The following key themes and concerns were raised by community members across all engagement activities:

KEY ISSUE	SUMMARY
Overshadowing and Solar Access	Particularly for residents south of the site on Wilona Avenue and Mackenzie Street, and concerns about cumulative shadowing from multiple precinct developments.
Traffic and Car Parking	Questions about the number of parking spaces to be retained, traffic modelling methodology, and whether impacts are assessed individually or holistically across the precinct.
Building Height, Scale and Design	Concern regarding the scale of the development and its relationship with neighbouring low-rise residential properties.
Cumulative Precinct Impacts	Concern that 5 Blue Street's impacts are assessed alongside those of 15 Blue Street (Aqualand) and the St Francis Xavier Church site.
View Impacts	Requests for view impact analysis from 61 Lavender Street.
Operational Noise	Questions around day-to-day noise from residents versus the existing commercial building.
Access to Design Information	Request from community members for access to detailed design materials prior to formal SSDA submission.

2. Project Background

Zurich Australia has owned and occupied the freehold commercial premises at 5 Blue Street, North Sydney since 1984. The building - a 12-storey commercial office tower sitting directly above North Sydney Station - served as Zurich's Australian headquarters until the company relocated to 118 Mount Street in 2020.

With the building nearing the end of its practical operating life and the commercial core of North Sydney having shifted north, Zurich began actively exploring options for the site's future. In January 2025, Zurich submitted a formal Expression of Interest (EOI) to the NSW Government's Housing Delivery Authority (HDA) seeking fast-track approval for the site's redevelopment as a State Significant Development.

At its meeting on 7 March 2025, the HDA deferred consideration of the proposal to seek further information on strategic alignment and wider policy context from the Department of Planning, Housing and Infrastructure. In April 2025, the site was formally declared State Significant.

2.1 The Proposed Development

The proposed development involves the adaptive re-use of the existing building structure - retaining the basement, slabs and columns - and converting the building from commercial offices to a mixed-use residential development. The proposal includes:

- 15 storeys total, including ground floor (two additional floors above the existing structure, but within the current LEP height limit)
- Approximately 60–65 new apartments (one, two and three bedroom) for sale
- Three floors of affordable co-living accommodation, comprising approximately 20% of total residential floor space - four times the planning requirement - permanently available at no cost to government
- Ground floor retail tenancies on either side of a redesigned, fully accessible Blue Street Plaza (approximately 540sqm of public open space)
- Retention of existing basement carparking (approximately 85 spaces)

The project is designed and managed by an experienced team including fjcstudio (Architecture), Lighthouse Project Group (Development Management), Colliers Urban Planning, Arcadis, MBM, Polymer Studios (Community Engagement), and many other consultants.

The project will be assessed as an independent application by Zurich, however the site is part of the broader North Sydney Station Precinct that includes 15 Blue Street (Aqualand) and the St Francis Xavier Catholic Church site at 1–19 Mackenzie Street. Zurich's SSDA lodgement is anticipated for July 2026, with public exhibition expected in August/September 2026.

3. Stakeholder Summary & Engagement Overview

3.1 Stakeholder List

The project's stakeholders were outlined at a high level as follows, as identified by the project team and the incumbent government relations consultant - Astrolabe. **Engagement with the majority of these stakeholders is reported independently throughout the Environmental Impact Statement.**

Zurich Insurance

- Zurich Australia (Zurich Financial Services Australia Pty Ltd) employees
- Zurich Group Real Estate (GRE) Global
- Front of house
- Zurich IM Regional – Asia Pacific
- Zurich GRE Global – Switzerland
- Zurich Investment Management local

5 Blue Street stakeholders

- Existing retail tenants
- Existing commercial tenants
- JLL – Head of Asset Management
- JLL Facility Manager (onsite)

Neighbouring landowners

- Aqualand – 15 Blue Street leasehold owner
- CAS – St Francis Xavier Catholic Church
- View Hotel – leasehold owner
- Mirvac and Greenwood Plaza

Neighbouring community and local business

- Neighbouring residents – particularly south of site on Mackenzie Street, Wilona Avenue and Blues Point Road
- All businesses located in 73, 40 and 32 Miller Street
- Neighbouring businesses in adjacent commercial office towers, station precinct and Greenwood Plaza
- St Francis Xavier Parishioners
- St Peter's Presbyterian Church, immediately west of the site

Government stakeholders

- North Sydney Council – local government
 - Department of Premier and Cabinet

- State and Federal local MPs
- Housing, transport and property ministers
- HDA – approval authority
- Department of Planning, Housing and Infrastructure (DPHI)
- Transport NSW and Sydney Trains
- Note - incumbent government relations consultant managing government stakeholders, and Zurich's TAO representative (Arcadis) has led Sydney Trains and TAM engagement

Advocacy groups specifically related to housing – possible project advocates

- Sydney YIMBY
- Faith Housing Alliance
- Sydney Alliance
- National Affordable Housing Alliance
- Housing Now!

Local area bodies and advocacy groups

- North Sydney Business Chamber
- North Sydney Innovation Network
- Committee for North Sydney
- North Sydney's Upside (local retailers' group)

Resident action groups

- Precinct committees – Central Business District + Lavendar Bay Precinct committee
- Residents Opposing Lavender Bay Overdevelopment (ROLBO)
- North Sydney Action Group

Key worker + affordable housing stakeholders

- Health Services Union NSW
- NSW Nurses and Midwives Association
- Community Housing Provider(s) – initial discussions occurring

3.2 Alignment with Undertaking Engagement Guidelines for State Significant Projects

The engagement program for 5 Blue Street, North Sydney was developed in accordance with the Department of Planning, Housing and Infrastructure's Undertaking Engagement Guidelines for State Significant Projects (March 2026). The Guidelines provide a series of community participation objectives for effective proponent-led engagement on State significant projects. Below sets out each objective and identifies where it has been addressed in this report.

Alignment with Community Participation Objectives

#	Objective	Where addressed in this report
1	Identify the people or groups who are interested in or are likely to be affected by the project.	The community and key stakeholders engaged during the preliminary phase are identified in Section 3 and detailed in Section 6, including residents of the Lavender Bay precinct, ROLBO, building tenants and the general public.
2	Use appropriate engagement techniques, including: considering the accessibility of how information is delivered; the avoidance of technical language and jargon; and the adoption of non-written forms of engagement where needed.	A range of accessible engagement channels was used, including a plain-language project website (5bluestreet.com.au), a DL flyer distributed to 600 properties, online Zoom sessions and an in-person briefing. All materials were prepared in plain English. See Section 4 for a full overview of engagement activities.
3	Ensure the community are provided with safe, respectful and inclusive opportunities to express their views.	Online Zoom sessions provided a structured, facilitated environment for community members to ask questions and provide feedback. The in-person ROLBO briefing was facilitated as a small-group session to support open dialogue. A dedicated project email address was available throughout the engagement period.
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.	Engagement commenced prior to lodgement of the planning application, consistent with the Guidelines' emphasis on early engagement. Community engagement was conducted in May 2026, ahead of the anticipated mid-2026 SSDA lodgement. See Sections 3 and 4.
5	Be innovative in the engagement approach and tailor engagement activities to suit the context, scale and nature of the project, and the level of community interest.	The engagement approach used a combination of digital and in-person channels, including online sessions, a dedicated project website, targeted letterbox drop and a tailored in-person session for the most directly affected resident group (ROLBO). The two online sessions were held at different times (5pm and 7pm) to maximise accessibility. See Section 4.
6	Provide clear and concise information about what is proposed and the likely impacts for the relevant people or groups being engaged.	The project website, DL flyer and community sessions all provided accessible, plain-language information about the proposed adaptive re-use, including building height, housing mix, affordable co-living, plaza improvements and the planning process. See Sections 2 and 4.

#	Objective	Where addressed in this report
7	Clearly outline how and when the community can be involved in the process.	The project website included a clear explanation of the planning process and timeline, including how and when community members could register for sessions and submit feedback. The planning timeline was presented visually on the website and in community sessions. See Sections 3 and 4.
8	Make it easy for the community to access information and provide feedback.	Multiple accessible feedback channels were provided: the project website (5bluestreet.com.au), a dedicated email address (community@5bluestreet.com.au), online Zoom session registration, and direct engagement at the ROLBO in-person session.
9	Seek to understand issues of concern for all affected people and groups and respond appropriately to those concerns.	Questions and concerns raised across all engagement activities were recorded, responded to by the project team in real time, and are documented in full in Section 5 (Engagement Findings) and the Stakeholder Interaction Record at Section 6. Actions arising from concerns raised are captured in the Community Engagement Action Register (Appendix E).
10	Provide feedback about how community and stakeholder views were used to shape the project or considered in making decisions.	All feedback received during the engagement phase has been compiled and documented in this report. Community and stakeholder views will be summarised and submitted to the Department of Planning, Housing and Infrastructure as part of the SSDA lodgement, anticipated mid-2026. The engagement findings at Section 5 document how issues raised have been considered and actioned by the project team.
11	Be able to demonstrate how the demography of the area affected has been considered in how and what engagement activities have been undertaken.	The engagement approach was tailored to the demographic profile of the Lavender Bay and North Sydney precinct - a predominantly residential area with a high proportion of owner-occupiers and established community groups with specific concerns about overshadowing, built form and neighbourhood character. Engagement activities were designed to reach these groups directly through targeted letterbox drops, community-facing online sessions and a dedicated in-person briefing for the most affected resident group. See Sections 3 and 4.

4. Engagement Strategy and Activities

4.1 Engagement Strategy

Engagement was guided by the internationally recognised IAP2 (International Association for Public Participation) Public Participation Spectrum and aligned with NSW State Government Guidelines for Community Engagement. The preliminary phase operated at the Inform and Consult levels, consistent with the project's current pre-lodgement status.

The engagement approach was designed to

- Provide balanced, accurate and accessible information about the proposed development
- Create early and meaningful opportunities for the community to engage with and respond to the project
- Ensure all feedback received is documented and submitted as part of the formal planning process
- Build awareness of the project website, email address and upcoming formal exhibition period

4.2 Engagement Activities Summary

225	600	2	6	21
Project website visitors to 5bluestreet.com.au	Letterbox flyers distributed	Online sessions held 14 May 2026	ROLBO members engaged at in-person session	Attendees attended engagement sessions

4.3 Project Engagement Website

Website: 5bluestreet.com.au | **Live from:** 4 May 2026

A dedicated project engagement website was launched at 5bluestreet.com.au on 4 May 2026. The website provided community members with accessible information about the project, the engagement process and how to participate in the online sessions. Website content included:

- Project overview - description of the proposed adaptive re-use, including building background and rationale
- What is being proposed - key facts including number of storeys, apartment mix, affordable co-living provision, plaza redesign and cost to government
- Q&A covering a comprehensive background on the proposal and likely impacts on the community
- Where are we in the process – a visual timeline showing key project milestones from EOI to construction commencement
- Community session registration - links to register for both Zoom information sessions
- Contact details - project email address

225	23	347	322	160	8
Visitors	Unique visitors	Page views	Sessions	Impressions	Clicks

4.4 Community Email

A dedicated project email address - community@5bluestreet.com.au - was made available throughout the engagement period for community members and stakeholders to submit questions or feedback directly to the project team. During the engagement period, 1 enquiry was received via this channel. The enquiry was recorded in the Stakeholder Interaction Database and a response was coordinated by Polymer Studios in accordance with the project's enquiry management protocols.

4.5 Letterbox Drop – Project Flyer

A project flyer was produced as an A4 tri-fold (DL panel) leaflet and distributed to residents and commercial properties within the identified letterbox drop zone surrounding the site on Wednesday 6 May 2026. The flyer provided an overview of the proposed development and invited community members to register for the online engagement sessions.

600 DL flyers distributed to residents and commercial properties within the zone

The drop zone encompassed the residential and commercial properties immediately surrounding 5 Blue Street, with a particular focus on those to the south of the site, including Mackenzie Street, Miller Street, Wilona Avenue, Blues Point Road and Lavender Street, consistent with those stakeholders identified in the Communications and Engagement Strategy as most likely to be directly affected by the development. Refer to Appendix for drop zone.

4.6 In-Person Engagement – Residents Opposing Lavender Bay Overdevelopment (ROLBO)

An in-person engagement session was held with members of ROLBO, prior to the online community sessions, on Friday 8 May 2026 at 10am. This session provided ROLBO members with a dedicated briefing on the project, including the adaptive re-use approach, proposed design, plaza improvements and planning process.

The session allowed project team members - including Juerg Erismann (Zurich), Chris Bridge (fjstudio) and Nicholas Gassmann and James Hallows (Lighthouse Project Management) - to present the project and receive questions and feedback in a focused setting.

4.7 Online Community Engagement Sessions

Two online community engagement sessions were held via Zoom on Thursday 14 May 2026, providing community members with an opportunity to hear from the project team and ask questions.

	Session 1	Session 2
Date	Thursday 14 May 2026	Thursday 14 May 2026
Time	5.00pm – 6.00pm	7.00pm – 8.00pm
Platform	Zoom	Zoom
Community Attendees	8 members: Ian Curdie, Neil Grummitt, Selvy Tjhia, Jennifer Watson, Jesse Rowlings, Joan Miller, David Rothery, Mike Black	7 members: Adrienne Kyme, Jonathan Alford, Kitty Ngie, Olivia Ladd-Hudson, Rose Li, Scott Kenny, Stephanie Stamatellis

Each session followed the same agenda, facilitated by Andrew Coward (Polymer Studios), and included a Welcome and Acknowledgement of Country, project context from Juerg Erismann (Zurich Australia), detailed design presentation from Chris Bridge (fjcstudio), overview of the HDA process and next steps from Nicholas Gassmann (Lighthouse Project Group), open Q&A, and information on how to stay informed and provide further feedback.

4.8 Letter to Building Tenants (5 Blue Street)

A formal letter was issued to all commercial tenants of 5 Blue Street, North Sydney, on behalf of Zurich Financial Services Australia. The letter was prepared by Polymer Studios and coordinated through JLL (building manager). The letter notified tenants of Zurich's intention to explore redevelopment options for the site, outlined that any redevelopment was several years away, and advised that tenants would be kept informed as the planning process progressed.

5. Engagement Findings

The following key themes and issues were raised by community members across the engagement activities.

5.1 Overshadowing and Solar Access

Overshadowing was the most significant concern raised by community members, particularly by residents located south of the site on Wilona Avenue and Mackenzie Street. Community members expressed concern about the loss of direct sunlight to living rooms, gardens and outdoor spaces.

Questions raised:

- What are the specific solar access impacts for properties south of the site?
- Will the building additions extend the existing building footprint southward and eastward, increasing impacts?
- How are the cumulative overshadowing impacts of all three precinct projects being assessed?

Project team response:

ffjstudio confirmed that extensive solar modelling has been undertaken in accordance with the North Sydney LEP standards. The 'solar honed tower' design was specifically developed to minimise overshadowing impacts where possible, including a lowered southwestern parapet, and associated concentration of penthouse and plant volume height northwards within the site, reducing shadows cast to neighbouring properties. A further analysis will include overshadowing from the proposed development on impacted properties at hourly intervals between 9am and 3pm on the winter solstice, per the legislative requirements. The Environmental Impact Statement (EIS) will provide greater detail on this further assessment of overshadowing and solar access. Cumulative precinct-wide impacts may be assessed holistically by DPHI during the assessment period, however at the time of Zurich's submission cannot be known.

5.2 Traffic and Car Parking

Multiple attendees raised questions about traffic management and parking. Key concerns included the number of car parking spaces to be retained, traffic modelling methodology, and how increased resident numbers would affect local streets.

Questions raised:

- How many car parking spaces will be retained in the redeveloped building?
- Is traffic modelling being conducted on a marginal basis or holistically across all precinct developments?
- How will increased resident numbers affect traffic on local streets?

Project team response:

The existing 2.5 levels of basement car parking will be retained and the car parking spaces for the future development will be guided by the traffic consultant's parking assessment. No additional parking will be created due to the building's restraints being over railway lines. The project team is committed to providing confirmed parking numbers once resolved. Traffic modelling, including both during the construction period

and post completion is being assessed by the traffic consultant, and this will be submitted as part of Zurich's EIS.

5.3 Building Height, Scale and Design

Community members questioned the scale of the development and the visual impact of the proposed additional floors. Specific questions included the width of the building's south-east facade and the relationship of the development to surrounding low-rise residential properties.

Questions raised:

- What is the width of the building's south-east facade?
- How does the development relate to surrounding low-rise residential properties?

Project team response:

The two additional floors will bring the building to 15 storeys, remaining within the current LEP height limit. The south-east facade varies in width, however on average is approximately two metres from the existing column line. The design has been significantly reduced in scale from the original SEARS submission in response to feedback received from the HDA and North Sydney Council.

5.4 Cumulative Precinct Impacts

Several attendees expressed concern that 5 Blue Street's impacts could not be fairly assessed in isolation from the other two precinct sites.

Questions raised:

- How can 5 Blue Street's impacts be fairly assessed in isolation from the other precinct sites?

Project team response:

The HDA process requires holistic assessment of precinct-wide impacts. DPHI may consider all three proponents' applications together for impacts including overshadowing and traffic.

5.5 View Impacts

A community member at 61 Lavender Street asked whether the development would affect views from that property looking toward the CBD. The project team acknowledged this had not been specifically assessed yet and committed to providing a Visual and View Impact Assessment for the project that will support this assessment as part of Zurich's EIS.

5.6 Operational Noise

A question was raised about noise - both during construction and from future residents. The project team noted that a detailed Noise and Vibration Impact Assessment is being prepared to identify potential impacts and outline mitigation measures. This report will be publicly available during exhibition and reviewed as part of the formal planning process. Mechanical systems would be concealed within the building envelope, and winter gardens are enclosed, rather than open balconies, reducing noise emanating from residents.

5.7 Access to Design Information

Community members requested access to detailed design drawings and presentation slides following the sessions. The project team advised it preferred to release complete design information as part of the formal SSDA public exhibition, to ensure the community had access to the most accurate and finalised material. One community member accepted this approach and requested to be notified when materials were available.

6. Stakeholder Interaction Record

The following table provides a record of stakeholder interactions undertaken during the engagement phase.

CATEGORY	GROUP / ORGANISATION	DATE	NOTES
Tenant	Commercial tenants – 5 Blue Street	July 2025	Formal letter issued advising of proposed redevelopment and next steps. Directed to JLL Facility Manager for queries.
Resident Group	ROLBO (Residents Opposing Lavender Bay Overdevelopment)	8 May 2026	In-person briefing session held. Project overview and design presented. Feedback received.
Community	Ian Curdie, Neil Grummitt, Selvy Tjhia, Jennifer Watson, Jesse Rowlings, Joan Miller, David Rothery, Mike Black	14 May 2026 5pm	Online Zoom – Session 1. Project overview and design presented. Q&A held. Traffic modelling methodology queried.
Community	Adrienne Kyme, Jonathan Alford, Kitty Ngie, Olivia Ladd-Hudson, Rose Li, Scott Kenny, Stephanie Stamatellis	14 May 2026 7pm	Online Zoom – Session 2. Questions raised on parking, overshadowing, views, construction noise and design access. Actions logged.
Community	General public – online	From 4 May 2026	Project website 5bluestreet.com.au live from 4 May 2026. 215 visitors, 19 unique visitors, 333 page views, 301 sessions recorded.
Community	General public – email	From May 2026	1 enquiry received via community@5bluestreet.com.au. Logged in Stakeholder Interaction Database. Response coordinated by Polymer Studios.

7. Conclusion and Commitment to Ongoing Engagement

7.1 Summary of Engagement Strategy

The community engagement program for 5 Blue Street, North Sydney was developed and delivered by Polymer Studios in accordance with the project's Communications and Engagement Strategy V5, the internationally recognised IAP2 Public Participation framework, and NSW State Government guidelines for engagement. Engagement operated at the Inform and Consult levels, appropriate to the lodgement stage of the planning process.

The strategy was designed to ensure that community members and key stakeholders were provided with timely, accurate and accessible information about the proposed adaptive re-use of 5 Blue Street, and that genuine opportunities were created for feedback to be heard, recorded and considered. A multi-channel approach was adopted - combining a dedicated project website, letterbox drop, online community sessions, a targeted briefing with the Residents of Lavender Bay Organisation (ROLBO), a formal tenant letter and a project email address - to maximise reach and accessibility across a diverse stakeholder group.

All engagement activities were delivered prior to lodgement of the SSDA, ensuring that community input could inform the preparation of the application and its supporting documentation.

7.2 Summary of Community Feedback

Community feedback received during the preliminary engagement period was constructive and reflective of the concerns that might be expected from a community adjacent to a significant urban renewal precinct. The primary issues raised across all engagement activities were:

- Overshadowing and solar access - the most consistently raised concern, particularly from residents south of the site on Wilona Avenue and Mackenzie Street, with specific focus on the cumulative impact of all three precinct projects
- Traffic and car parking - including the number of retained spaces, traffic modelling methodology and precinct-wide traffic impacts
- Building height and massing - the scale of the development relative to surrounding residential properties and the extent of the proposed south-east facade
- Cumulative precinct impacts - a strong theme across both sessions, with community members seeking assurance that all three precinct sites would be assessed holistically
- View impacts - a community request for view impact analysis
- Operational noise - questions about day-to-day noise from future residents
- Access to design information - requests for detailed design drawings

All actions arising from community sessions have been logged in the Community Engagement Action Register. Relevant technical matters raised during the sessions - including overshadowing, traffic and parking - will be addressed through the technical studies accompanying the SSDA.

7.3 Commitment to Inform and Consult

Zurich is committed to keeping those impacted by the proposed development informed and engaged throughout the planning process and beyond. This commitment reflects both Zurich's long-standing relationship with the North Sydney community and its genuine desire to deliver a project that makes a positive contribution to the precinct.

In keeping with this commitment, Zurich will continue to inform and consult with affected community members, neighbouring residents and key stakeholders at each meaningful stage of the project's development. This includes providing timely, plain-language updates on project milestones, responding to enquiries in a transparent and respectful manner, and ensuring that all feedback received through formal and informal channels is acknowledged and considered.

7.4 Public Exhibition

Following lodgement of the SSDA, the application will be placed on public exhibition by DPHI. This formal exhibition period will provide community members with a further opportunity to review the complete application and provide written submissions directly to DPHI.

7.5 Ongoing Engagement Through Project Delivery

Zurich's commitment to community engagement does not end with the planning process. As the project progresses through detailed design, procurement and construction, Zurich will continue to engage with the community to support the delivery of a successful precinct outcome for North Sydney.

Planned ongoing engagement activities will include, but are not limited to:

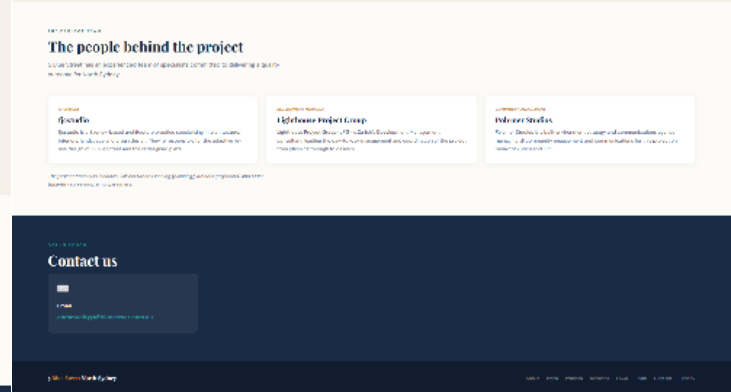
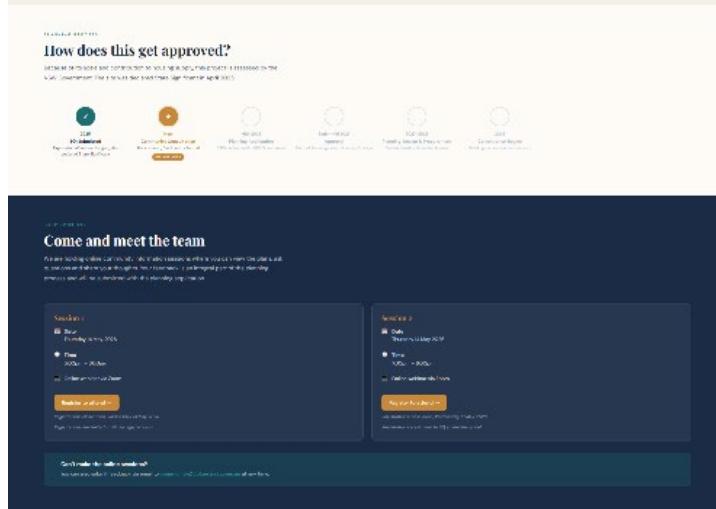
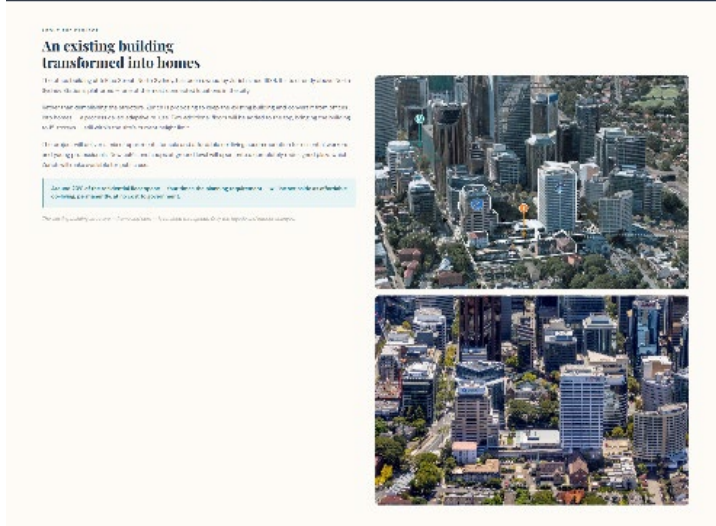
- Proactive notification to neighbouring residents and businesses ahead of key construction milestones and activities likely to cause disruption
- Maintenance of accessible feedback channels - including the project email address and website - for the duration of the project
- Regular community updates at significant project milestones, including SSDA approval, contractor appointment, construction commencement and building completion
- One-on-one engagement with directly affected neighbouring residents as required, particularly in relation to construction impacts
- Coordination with precinct neighbours - including Aqualand at 15 Blue Street and the Catholic Archdiocese of Sydney at 1–19 Mackenzie Street - to ensure a consistent and collaborative approach to community communication across the precinct

Zurich recognises that a project of this significance requires an ongoing relationship with the North Sydney community, not simply a process of notification. The engagement program documented in this report is the first step in that relationship, and Zurich is committed to ensuring that the community's voice continues to be heard, and responded to, as the project evolves.

8. Appendices

The following appendices are attached to or referenced in this report:

Appendix A	Community Engagement website snapshot	Website features project description and extensive list of Q&A.
Appendix B	Project Information Flyer	The A4 tri-fold DL leaflet distributed to approximately 600 properties.
Appendix C	Letterbox Drop Zone Map	Map showing the letterbox drop distribution area surrounding 5 Blue Street, North Sydney.
Appendix D	Letterbox Drop Proof of Drop	Map showing the dropper's route.
Appendix E	Minutes: Community Engagement Session 1 (14 May 2026, 5pm)	Full minutes for Session 1 via Zoom. Refer link to Word document.
Appendix F	Minutes: Community Engagement Session 2 (14 May 2026, 7pm)	Full minutes for Session 2 via Zoom. Refer link to Word document.
Appendix G	Community Engagement Action Register	Live action register capturing all actions arising from engagement activities. Refer link to Excel file.



Appendix B - Project Information Flyer



Have your say

We are holding online community information sessions where you can hear from the project team, discuss the plan and share your thoughts. All feedback will be submitted as part of the formal planning process.

SESSION 1

Date: Thursday 14 May 2026

Time: 5.00pm – 6.00pm

Register your webinar attendance at 5bluestreet.com.au

SESSION 2

Date: Thursday 14 May 2026

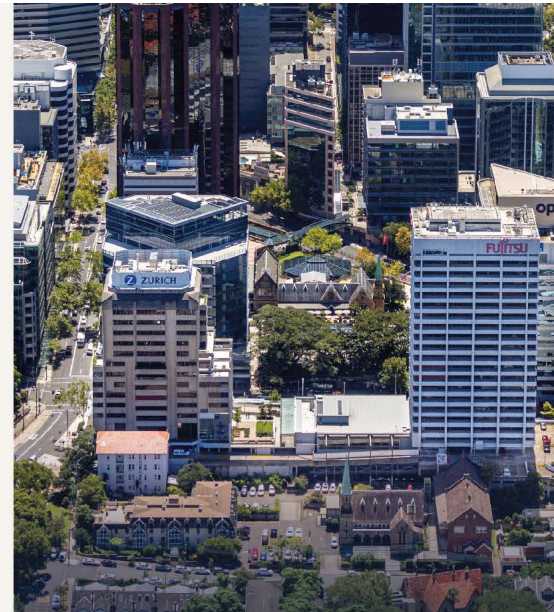
Time: 7.00pm – 8.00pm

Register your webinar attendance at 5bluestreet.com.au



WHO APPROVES THIS PROJECT?

The NSW Government's Housing Delivery Authority. The site was declared State Significant in April 2025.



• COMMUNITY INFORMATION NOTICE • NORTH SYDNEY

A *bright* new future for 5 Blue Street

Zurich Australia is proposing to transform its office building above North Sydney Station into new homes - and wants to hear from you.

5bluestreet.com.au

REGISTER & LEARN
MORE

5bluestreet.com.au



WEB

5bluestreet.com.au



EMAIL

community@5bluestreet.com.au

A *bright* new future for 5 Blue Street

Zurich Australia has owned the commercial premises at 5 Blue Street, North Sydney since 1984. Rather than demolishing it, Zurich plans to **keep the existing structure and adapt it into new homes** - delivering apartments, affordable co-living and an improved plaza for the whole community.

15	~11	~3
Storeys total (including ground floor)	Floors of apartments for sale	Floors of affordable co-living housing
20%	\$0	540
Affordable co-living - permanently	Cost to government	Sqm plaza to be made public

What is being proposed?

Zurich will keep the existing building's structure and convert it from offices into homes - a process called adaptive re-use. Two additional floors will be added, bringing the total height to 15 storeys - still within the site's current height limit.

The building will include apartments for sale, affordable co-living rooms for essential workers and young professionals, and new cafés and shops at ground level opening onto an improved plaza.

Why keep the existing building?

- No large-scale demolition means far less noise, dust and disruption for neighbours and commuters using the station below
- Keeping the structure avoids the carbon emissions and waste of a knock-down rebuild
- Converting an existing building is much faster - new homes are delivered sooner
- Adaptive re-use minimises risk to North Sydney Station, which will remain fully operational throughout

Affordable co-living

Around 20% of the residential floor space - four times the planning requirement - will be set aside as affordable co-living accommodation, managed by a registered Community Housing Provider. The targeted cohort is essential workers such as nurses, teachers and emergency services staff working nearby, including at Royal North Shore Hospital. This affordable housing will remain in place permanently, at no cost to government.

A better plaza for everyone

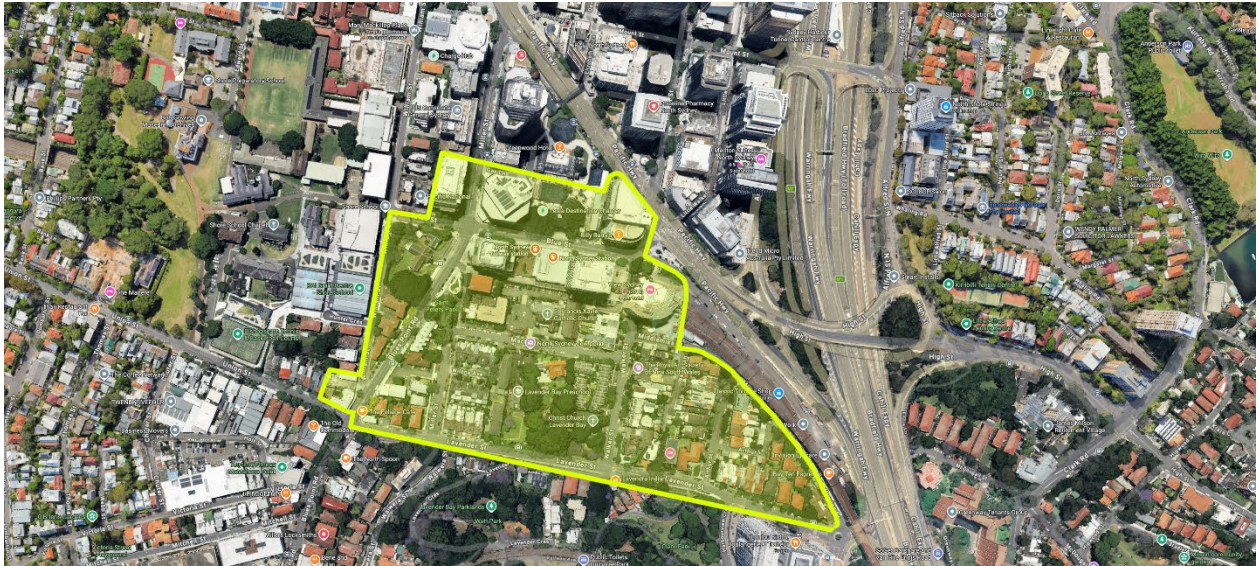
The existing Zurich Plaza will be completely redesigned. Today it is fragmented - stairs, ramps and raised planters across multiple levels make it hard to use and inaccessible for many. The new design creates a single, flat, fully accessible plaza of approximately 540sqm - nearly three times the current usable flat area - with new trees, seating, cafés and commanding views of the Sydney CBD. Zurich will make this space freely available for public use.



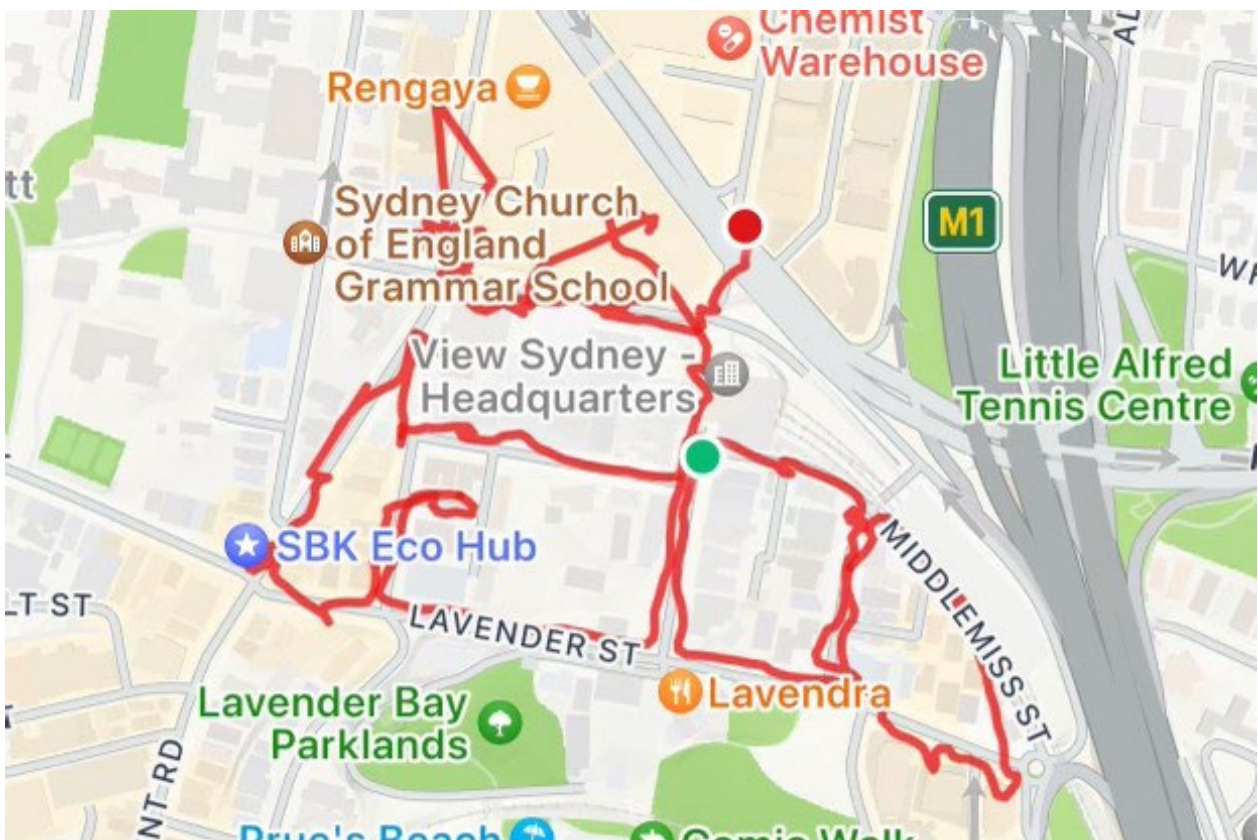
Where are we in the process?

- **2025**
EOI Submitted
Expression of Interest lodged; site declared State Significant
- **Now ★**
Community Consultation
Plans shared; feedback collected — WE ARE HERE
- **Mid-2026**
Planning Application
SSDA lodged with NSW Government
- **Early-mid 2027**
Approval
Dept of Planning determines application
- **2027-2028**
Planning, Detailed Design, Procurement, Financing & Sales
- **2029**
Construction Begins
Building conversion commences

Appendix C - Letterbox Drop Zone Map



Appendix D - Letterbox Drop Proof of Drop on Wednesday 6 May 2026



Appendix E - Minutes: Community Engagement Session 1 (14 May 2026, 5pm)

[5 Blue Street Community Engagement Session 1 Minutes.docx](#)

Appendix F - Minutes: Community Engagement Session 2 (14 May 2026, 7pm)

[5 Blue Street Community Engagement Session 2 Minutes.docx](#)

Appendix G - Community Engagement Action Register

[5 Blue Street Community Engagement Action Register.xlsx](#)