

13–15 and 17 Oxford Street and 2 Verona Street

Engagement Outcomes Report

Urbis staff responsible for this report were:

Director	Dianne Knott
Senior Consultant	Mackenzie Baird
Consultant	Caidee Heriot
Project Code	P0036438
Report Number	Final

Acknowledgment 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.

Urbis is committed to incorporating our respect for First Nations cultures, peoples and storytelling in our work across the Country. We are proud to have partnered with Darug Nation artist, **Hayley Pigram**, and to profile her



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.

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.

© Urbis Ltd
50 105 256 228

All Rights Reserved. No material may be reproduced without prior permission. You must read the important disclaimer appearing within the body of this report.

urbis.com.au

Contents

Abbreviations	4
Executive Summary	5
1 Legislative context	7
1.1 Response to Secretary's Environmental Assessment Requirements (Sears)	7
1.2 Alignment with Undertaking Engagement Guidelines for State Significant Projects	7
2 Project details	11
2.1 Project site	11
2.2 Project description	13
2.3 Strategic alignment and policy context	13
3 Community and stakeholder engagement approach	16
3.1 Purpose of engagement	16
3.2 Engagement objectives	17
3.3 Community and Stakeholder	18
4 Engagement activities	23
5 What we heard	26
5.1 Feedback summary	26
5.2 Detailed Feedback Summary	28
6 Future engagement	63
Disclaimer	64
Appendix A Community Newsletter	65
Appendix B Community drop-in session	67
Appendix C Information boards	68
Appendix D Darlinghurst Group/Parking Area 15	73
Appendix E Paddington Society	74
Appendix F Office of the 24-Hour Economy Commissioner Briefing	747

Figures

Figure 1 Site Aerial.....	11
Figure 2 Oxford Street Cultural and Creative Precinct Boundary (note: 2 Verona Street outside boundary)	12
Figure 3 DPHI Community Participation Plan Objectives.....	17
Figure 4 The site and surrounding community	20
Figure 5 Community Profile	21
Figure 6 Engagement activity summary	23

Tables

Table 1 Abbreviations	4
Table 2 Response to SEARs – SSD – 87245208.....	7
Table 3 Community Participation Objectives.....	7
Table 4 Engagement Institute Public Participation spectrum.....	16
Table 5 Engagement approach and alignment with objectives	17
Table 6 Stakeholder categories.....	18
Table 7 Key Stakeholder: Issues raised and Project Response.....	28

Abbreviations

Table 1 Abbreviations

Abbreviation	Definition
ACHA	Aboriginal Cultural Heritage Assessment
DPHI	Department of Planning, Housing and Infrastructure
SEARs	Secretary's Environmental Assessment Requirements
EIS	Environmental Impact Statement
SSDA	State Significant Development Application
SSD	State Significant Development
EP&A Act	Environmental Planning and Assessment Act 1979
IAP2	International Association of Public Participation (now Engagement Institute)
LGA	Local Government Area
DP	Deposited Land

Executive Summary

This Engagement Report has been prepared by Urbis Ltd on behalf of 17 Oxford Pty Ltd (the Applicant) to accompany a State Significant Development Application (SSDA) for a mixed-use development with infill affordable housing. The site is located at 13–15, 17 Oxford Street, and 2 Verona Street, Paddington, within the City of Sydney local government area (LGA).

- The legal description of the site is:
 - 2 Verona Street, Paddington, legally described as Lot 1 in DP 75105
 - 17 Oxford Street, Paddington, legally described as Lot 1 in DP 137013
- 13–15 Oxford Street, Paddington, legally described under Strata Plan 22113.

This report has been prepared to address the Secretary's Environmental Assessment Requirements (SEARs) issued for the project (SSD-87245208).

Engagement was undertaken with the community in Paddington, and other key stakeholders for the project. Consistent with the NSW Department of Planning, Housing and Infrastructure's (DPHI) *Undertaking Engagement Guidelines for State Significant Projects*, the approach to engagement was proportionate to the context, scale and impact of the project.

This report provides an overview of the engagement activities undertaken, the outcomes of those activities, and summarises key themes of feedback from stakeholders.

01

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 outcomes report has been prepared in line with the following guidelines and requirements:

- The industry specific Secretary's Environmental Assessment Requirements (SEARs) issued for this project
- Department of Planning, Housing and Infrastructure's (DPHI)'s Undertaking Engagement Guidelines for State Significant Projects (March 2024) (Undertaking Engagement Guidelines)
- DPHI's Community Participation Plan (April 2024)
- The Engagement Institute's Public Participation Spectrum.

1 Legislative context

1.1 Response to Secretary's Environmental Assessment Requirements (Sears)

This outcome report has been prepared to address the SEARs, as issued by the DPHI. The SEARs require demonstration of how engagement is to be undertaken for this project, consistent with DPHI's *Undertaking Engagement Guidelines for State Significant Projects*.

Table 2 provides the SEARs that are relevant to the delivery of community and stakeholder engagement for this project.

Table 2 Response to SEARs – SSD – 87245208

SEARs item	Project response
4. Engagement	
- Demonstrate that engagement and consultation activities have been undertaken in accordance with the Undertaking Engagement Guidelines for State Significant Projects and identify how issues raised, and feedback received have been considered in the design of the project. - If the development would have required an approval or authorisation under another Act but for application of s 4.41 of the EP&A Act or required 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.	This document outlines an approach to engagement that is consistent with the <i>Undertaking Engagement Guidelines for State Significant Projects</i>. The outcomes of the consultation approach, including how feedback has been considered and responded to in the project, will be captured in the: Engagement and Communications Outcomes Report (this document)

1.2 Alignment with Undertaking Engagement Guidelines for State Significant Projects

This Engagement and Communications Outcomes Report has been prepared in line with DPHI's Undertaking Engagement Guidelines, which provide guidance for the effective delivery of 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 **Error! Reference source not found.** This table also outlines where each objective has been addressed within this report.

Table 3 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.	For details on Community and Key Stakeholders see Section 3.3: Community and Stakeholders.

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 4: Forms of Engagement .
3	Ensure the community are provided with safe, respectful and inclusive opportunities to express their views	For an overview of engagement activities, see Section 4: Forms of Engagement .
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 4: Forms of Engagement .
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 2.3: Project Context. See Section 2.2: Project Description for an overview of the project.
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 Appendix A for a copy of the community newsletter, which was used to provide the community with clear and concise information about the proposal, and details of how the community and stakeholders may provide feedback on the proposal. Details of the engagement activities are provided in Section 4: Forms of Engagement.
7	Clearly outline how and when the community can be involved in the 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 4: Forms of Engagement .
10	Provide feedback about how community and stakeholder views were used to shape the project or considered in making decisions.	For community and stakeholder views on the project, see Section 5: Feedback Received .
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 3.3.4: Community Profile .

02 Project Details

This section provides an overview of the project details, including the project site, context, a detailed description of the proposed development, an exploration of the local community, and the policy context.

2 Project details

2.1 Project site

The site is located at 13-15 and 17 Oxford Street, and 2 Verona Street, Paddington. It occupies a corner position at the intersection of Oxford Street and Verona Street and comprises a total area of 2,533 square metres. The site consists of three allotments:

- 2 Verona Street, Paddington, legally described as Lot 1 in DP 75105
- 17 Oxford Street, Paddington, legally described as Lot 1 in DP 137013
- 13-15 Oxford Street, Paddington, legally described under Strata Plan 22113.

The site currently accommodates a mix of uses across the three properties.

- 2 Verona Street contains a two-storey commercial office building with vehicular access from Verona Street.
- 17 Oxford Street is occupied by a three-storey building that formerly housed the Verona Cinema complex. The ground level includes retail tenancies fronting Oxford Street, with loading areas accessed from Verona Street.
- 13-15 Oxford Street is currently occupied by a three-storey residential apartment building comprising 27 dwellings. Vehicular access to a two-level basement is currently obtained from Oxford Street

Vehicular access to the site is provided from Oxford Street for 13-15 Oxford Street, and from Verona Street for both 17 Oxford Street and 2 Verona Street. It is noted that Oxford Street is a 'classified road'.

An aerial image of the site is provided in Figure 1 below.

Figure 1 Site Aerial



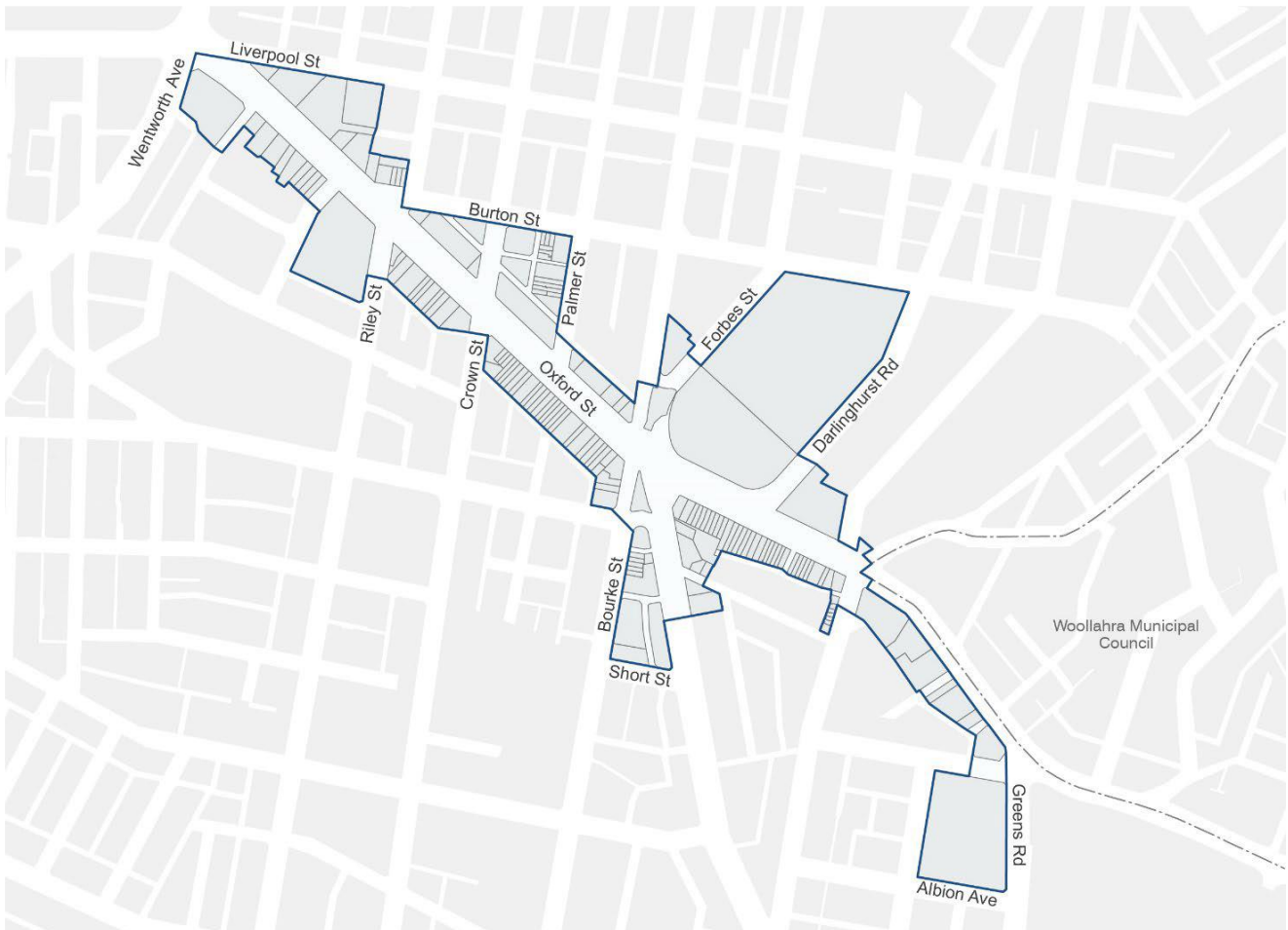
Source: TZG

2.1.1 Oxford Street Cultural and Creative Precinct

The site is located on Oxford Street in a lively retail precinct hub to the LGBTQ+ community and festivals, which also includes a range of boutique and local businesses alongside the iconic Paddington markets. It is also a renowned hub for creatives, anchored by the National Art School, the UNSW School of Art and Design and an orbit of creative local businesses.

The properties at 13–15 and 17 Oxford Street sit within the Oxford Street Cultural and Creative Precinct (OSCCP), an area which the City of Sydney has identified as one of Sydney’s key centres for culture and creativity (shown in **Error! Reference source not found.** below).

Figure 2 Oxford Street Cultural and Creative Precinct Boundary (note: 2 Verona Street outside boundary)



Source: City of Sydney Council

2.1.2 Local Heritage

The site sits with the Paddington Urban Heritage Conservation Area (HCA), however none of the buildings on the site are listed as local heritage items. Under the Sydney Development Control Plan 2012, the existing building at 17 Oxford Street is identified as making a ‘neutral’ contribution to the heritage conservation area, while the buildings at 2 Verona Street and 13–15 Oxford Street are identified as making a ‘detracting’ contribution. The rear of the site however adjoins a heritage listed terrace, known as Rose Terrace.

2.1.3 The Palace Verona Cinema

The project context also follows the Palace Verona Cinema, an arthouse which was operational for 27 years which was formerly located on the site. Built in 1846 and repurposed from its industrial roots, it was known for its iconic brick façade before it ceased operations in 2024.

2.1.4 Surrounding Context

The surrounding context includes:

- **North:** the 25 hours Hotel at 1-11 Oxford Street is set to open in mid-September. Further north is St Vincent's Hospital.
- **South:** The Berkelouw Bookshop and Berkelouw café, along with the Oxford House Hotel, which includes a restaurant and bar.
- **East:** Local retail shops along Oxford Street and medium-density residential development.
- **West:** Predominantly medium and low-density residential housing.

2.2 Project description

17 Oxford St Pty Ltd is currently preparing an SSDA, seeking approval for a mixed-use development with infill affordable housing. The SSDA seeks approval for:

- The demolition of existing structures on site, with retention of the two-storey masonry façade at 17 Oxford Street.
- Construction of a seven-storey, mixed use infill affordable housing development comprising:
 - Apartments located along the Oxford and Verona Street frontages including:
 - 30 market dwellings; and
 - 14 affordable housing dwellings, to be managed by a registered Community Housing Provider for a minimum of 15 years.
 - Four townhouses on the existing 2 Verona Street lot.
 - Cultural and creative uses (including cinema/bar) at basement and ground levels.
 - Ground level retail.
 - Two levels of basement car parking.
 - Associated landscaping including a central landscaped courtyard and rooftop communal open space.

2.3 Strategic alignment and policy context

2.3.1 Sydney Local Environmental Plan 2012

The SSDA supports the revitalisation of Oxford Street as a vibrant cultural and creative precinct, aligning with the 2022 changes to the Sydney Local Environmental Plan (LEP). Under Clause 6.60D of the LEP, the project qualifies for bonus building height and Floor Space Ratio (FSR) of up to 10%, as it includes cultural and creative uses, such as an entertainment facility at the basement and ground floor levels.

This incentive aims to enhance Oxford Street with more art, culture, creative activities, retail, outdoor dining, open spaces, nightlife, and basement live entertainment.

The SSDA proposes a mix of on-site uses, including cultural, creative, and residential spaces, complemented by publicly accessible, landscaped through-site links and public open space.

2.3.2 24-Hour Economy Strategy

The NSW 24-Hour Economy Strategy outlines a vision for the state's night-time landscape, emphasising the cultural, economic, and social benefits of a thriving, connected 24-hour economy.

Pillar 2 – *Vibrant Coordinated Precincts and Places* underscore the importance of creating precincts that reflect communities across the state.

This project will contribute to the growth and evolution of Oxford Street, aiming to integrate with the area's existing character while enhancing the public domain and combining a mix of uses to establish a true 24-hour precinct.

2.3.3 State Environmental Planning Policy (Housing) 2021

As Sydney has grown, so has the need for more housing and services close to our urban centres.

Highly sought after inner-city locations such as Paddington have become increasingly unaffordable, often displacing lower income residents.

The State Environmental Planning Policy (Housing) 2021 (Housing SEPP) aims to streamline the NSW planning system, making it more efficient and responsive to the growing demand for various housing types, particularly affordable housing.

The Housing SEPP allows developers to seek a height uplift of 30%, if affordable housing comprises at least 15% of the dwelling yield in a new residential development. These projects are known as in-fill affordable housing projects.

As the SSDA includes 12.5% affordable housing, it is eligible for uplift and assessment by DPHI. It aims to provide affordable housing close to jobs and services, in a location that is generally unaffordable when compared with other suburbs in Sydney.

03

Community and Stakeholder

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.

This section outlines the community and stakeholders we have engaged for this project.

3 Community and stakeholder engagement approach

The approach to engagement for the 13–15 and 17 Oxford Street and 2 Verona Street, Paddington SSDA has been informed by and is consistent with the Engagement Institute’s (formerly IAP2’s) Public Participation spectrum, and DPHI’s Community Participation Plan.

3.1 Purpose of engagement

The Engagement Institute’s Public Participation Spectrum describes goals for public participation, and the corresponding promise to the public (see Table 4).

This engagement approach for this project has been determined based on the anticipated level of impact of the project on the surrounding community and stakeholders. As the level of impact is likely to be low to moderate, the objective of engagement is to inform and consult stakeholders and the community.

Table 4 Engagement Institute Public Participation spectrum

	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: Engagement Institute

3.2 Engagement objectives

In line with the Engagement Institute's Public Participation Spectrum and DPHI's Community Participation Plan, engagement for this SSDA aimed to:

- Provide consistent, relevant, jargon-free and up-to-date information on the project potential impacts and benefits, and the planning process through accessible, tailored open lines of communication
- Provide methods and opportunities for the community to give feedback to help inform the planning process
- Respond appropriately and in a timely manner to concerns or questions raised by the community and stakeholders throughout the lifecycle of the project
- Manage expectations by closing the feedback loop and sharing how stakeholder and community views influenced the project.

Figure 3 shows the objectives of DPHI's Community Participation Plan, and Table 4 shows the alignment of the engagement approach with these objectives.

Figure 3 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. Add Open and inclusive, easy to access, relevant	   

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. Add Open and inclusive.



Managing expectations by closing the feedback loop and sharing how stakeholder and community views influenced the proposal. Add Open and inclusive, easy to access,



3.3 Community and Stakeholder

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.

Based on a thorough analysis of the surrounding community and potential project impacts, stakeholders to be consulted included government agencies, elected officials and members of parliament, and the surrounding community.

3.3.1 Stakeholder categories

Within this context, the stakeholders for this project were categorised by group as shown in Figure 4.

The community stakeholders identified due their proximity to the site, potential concerns about the project impacts, and general interest in the project.

Table 6 Stakeholder categories

Government authorities and elected officials	Relevant agencies	Surrounding community	Community groups
Department of Planning, Housing & Infrastructure City of Sydney Council - Planning team - Social Planner Bushcare Lord Mayor of Sydney Councillor Clover Moore AO Deputy Lord Mayor of Sydney Councillor Jess Miller Councillors of Sydney	Transport for NSW (TfNSW) Sydney Water Heritage NSW Ausgrid	Rose Terrace Residents Residents within the boundary of: - Crown street - Liverpool street - Glenview street - Brown street - Glenmore Road - Ormond street - Oatley Road - Moore Park Road - Fitzroy street - Foveaux street St Vincents Private Hospital Universities of Notre Dame	Paddington Society Paddington Heritage Conservation Area Working Party Three Saints Square Project BIKEast

NSW Member of Parliament Alex Greenwich MP (Sydney) Minister for Planning The Hon. Paul Scully MP Special Minister of State, Minister for Transport, Minister for the Arts, Minister for Music and the Night-time Economy The Hon. John Graham MLC Office of the 24-Hour Economy Commissioner (O24HEC) Michael Rodrigues Minister for Housing The Hon. Rose Jackson MLC Premier The Hon. Chris Minns, MP Federal Member of Parliament Allegra Spender MP (Wentworth)	The University of New South Wales Local businesses ▪ Berkelouw books ▪ Berkelouw café ▪ Busby's ▪ Oxford House ▪ 25 Hour Hotel ▪ The London Hotel ▪ Paddington Inn ▪ Paddington Markets
---	--

3.3.2 Government Agencies

17 Oxford St Pty Ltd, Urbis Planning and its appointed technical consultants were responsible for consulting with Government agencies

Included in this category is DPHI as the assessment authority for the SSDA, City of Sydney Council as a key stakeholder for the project and relevant agencies.

3.3.3 Elected officials and parliament

Urbis Engagement was responsible for engagement with elected officials and members of parliament.

Included in the category are the Mayor and Deputy Lord Mayor of Sydney and state and federal members of parliament:

- Councillor Clover Moore AO

- Councillor Jess Miller
- Councillor Zann Maxwell
- Alex Greenwich MP
- The Hon. Paul Scully, MP
- The Hon. John Graham MLC
- Michael Rodrigues
- The Hon. Rose Jackson MLC
- Allegra Spender MP (Wentworth)
- The Hon. Christopher Minns, MP

3.3.4 Surrounding community

Figure 4 highlights in red the site and the surrounding community in blue, identified based on their proximity to the site (500m).

Figure 4 The site and surrounding community



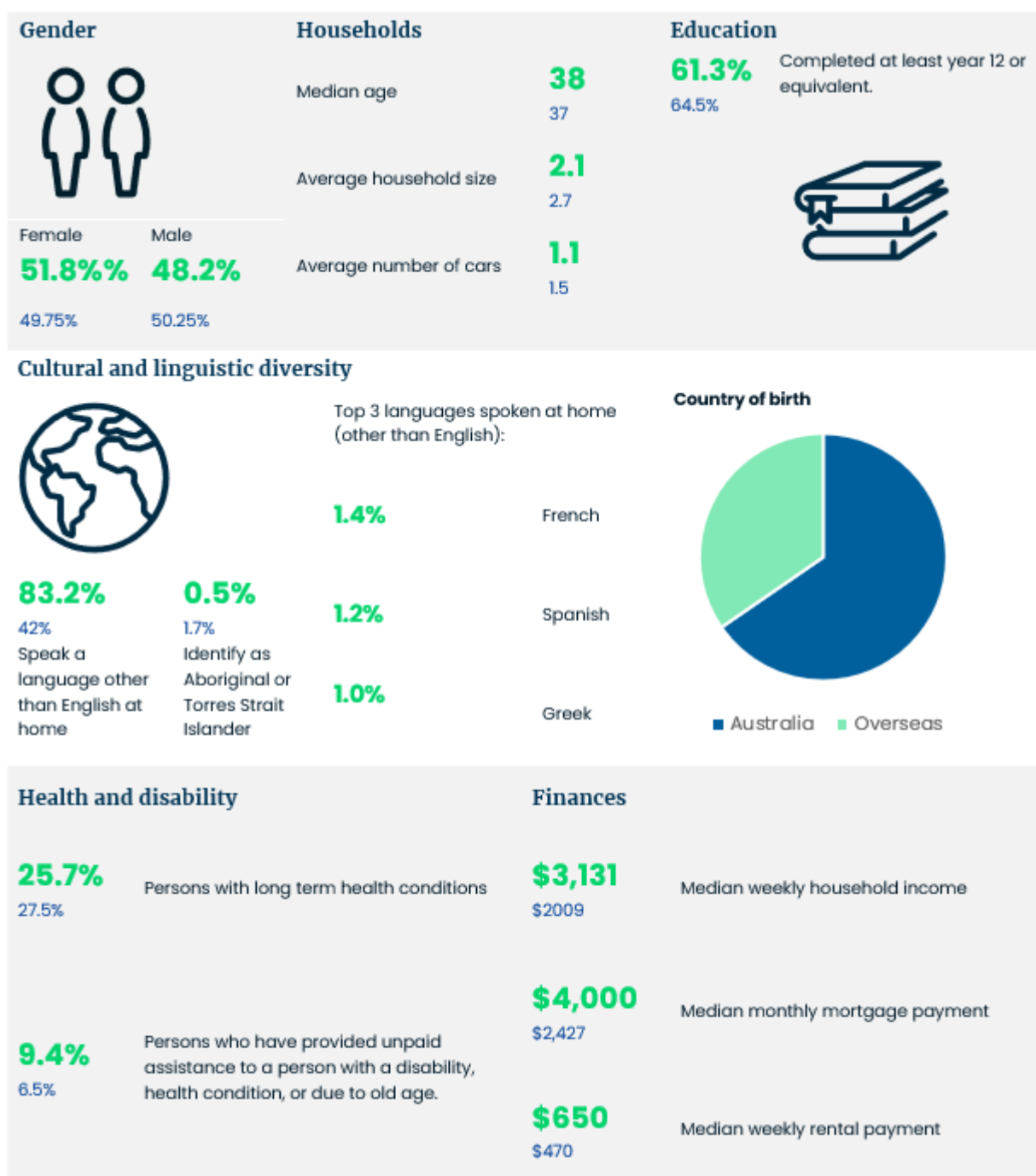
Figure 5 shows a demographic snapshot of the community in Paddington, compared with the demographic profile in Greater Sydney.

The demographic snapshot reveals that:

- Paddington residents are highly educated, with 61.3% holding a Bachelor's degree or higher, significantly exceeding both the state (27.8%) and national (26.3%) averages.
- The median weekly household income in Paddington stands at \$3,131, well above the NSW state average of \$1,829. Additionally, 89.3% of residents are employed either part-time or full-time, surpassing the state average of 84.9%.
- The community is predominantly Australian-born (65.4%) and primarily identifies as English (40.5%) or Australian (26.7%) in ancestry.

The nature of this proposal and its high-profile location informed the engagement approach, which focused on providing detailed, transparent information about the project supported by opportunities for open dialogue with the project team.

Figure 5 Community Profile



*Greater Sydney Average

04 Engagement activities

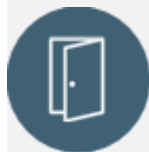
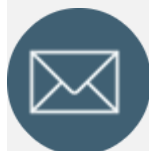
This section provides an outline of the engagement activities carried out during preparation and delivery of community and stakeholder engagement for this project. The engagement activities have been determined with consideration for the demography of the local area and the level of impact of the project.

4 Engagement activities

Consistent with DPHI's *Undertaking Engagement Guidelines for State Significant Projects*, the approach to engagement was proportionate to the context, scale and impact of the project.

Engagement activities undertaken for the project included distribution of a community newsletter to surrounding residents, emailing elected officials and members of parliament, maintaining dedicated project phone and email lines, stakeholder and near neighbour briefings, and collecting feedback through the Social Impact Assessment (SIA) survey.

Figure 6 Engagement activity summary

Engagement activity	Target stakeholder(s)	Details
 Project newsletter	Surrounding community Community groups	On the Wednesday 24 September, a community newsletter (see Appendix A) was distributed to 6,041 properties surrounding the site. The newsletter provided an overview of the SSDA, outlined how residents could make enquiries or provide feedback via the 1800 number and project email address, and included details of a community drop-in session as well as information on completing a Social Impact Assessment (SIA) survey.
 Business street walk	Immediate businesses	On Thursday 25 September and Monday 29 September, the project team conducted business street walks to engage with businesses located in the streets immediately surrounding the proposal site.
 Near neighbour consultation	Rose Terrace and South Dowling Street	On Tuesday 23 September a consultation session was held with the site's immediate neighbours to share information about the proposal and provide a direct opportunity for them to raise any concerns.
 Stakeholder briefings	Key stakeholders	Between 30 September and 6 November, five briefings were held with key stakeholders to present detailed information on the proposal and discuss key project areas. Briefings were held with: ▪ Lord Mayor of Sydney, Councillor Clover Moore AO ▪ State Member of Parliament, Alex Greenwich MP (Sydney) ▪ Office of the 24-Hour Economy Commissioner ▪ Paddington-Darlinghurst Community Group/Area 15 Parking ▪ Paddington Society



Enquiry lines

All stakeholders

An 1800 number and email address were made available throughout the consultation period, enabling the surrounding community and key stakeholders to ask questions and provide feedback. To date one phone call and three emails have been received.



Community
drop-in session

Key stakeholders

On Wednesday 15 October 2025 a 2-hour community drop-in session was held at 17 Oxford Street, providing face-to-face engagement between the project team and the wider community. Poster boards, shown in Appendix B, were used to support the session.



SIA Survey

Wider community

Between the dates of Wednesday 24 September and Friday 17 October Urbis' Social Planning team collected community feedback through a survey to inform the Social Impact Assessment (SIA).

There were 13 responses to this survey, the findings of which are summarised in the SIA.

05 What we heard

This section details issues raised by key stakeholders and community members throughout the engagement process, and the projects' response to this feedback.

5 What we heard

5.1 Feedback summary

Overall, community and stakeholder feedback reflected broad support for the project's vision, particularly the inclusion of a cinema and cultural activation, improved retail frontage, and the delivery of affordable housing as positive contributions to the precinct's revitalisation. Some residents welcomed the demolition of existing buildings and expressed optimism about the project's potential to reinvigorate the area and attract diverse activity.

At the same time, constructive feedback focused on the practical implementation, including noise and acoustic management, traffic and parking impacts, construction disruption, and the need for clarity around affordable housing delivery and management. Requests for further detail on building height, public access, and environmental protection highlighted a strong community interest in ensuring the precinct's growth remains compatible with local character and residential amenity.

5.1.1 Acoustic and Noise Management

Stakeholder feedback focused on the potential for noise impacts from the cinema and ground-floor uses, particularly in relation to trading hours.

Additional feedback related to potential cumulative noise impacts within the broader Special Entertainment Precinct (SEP). Clarification was sought on the proposed acoustic mitigation measures and how late-night activity will be managed under the Precinct Management Plan (PMP).

5.1.2 Affordable Housing

Details were requested about the delivery, eligibility criteria, and management of affordable housing. Questions were raised about the 15-year affordability period and the role of Community Housing Providers (CHPs) in selecting and managing tenancies. Positive feedback was expressed regarding the inclusion of affordable housing, alongside concerns about the limited timeframe.

City of Sydney stakeholders noted their policy position on the NSW Government's infill affordable housing controls and their preference for the City's affordable housing controls to apply in the local government area (LGA).

5.1.3 Building Design and Visual Impact

Residents sought information on the maximum building height, overshadowing, visual impacts, and the design of retail frontage. Feedback received that the building design fits in with the surrounding area and reflects the site's history.

5.1.4 Cinema and Cultural Activation

There was broad community support for the inclusion of a cinema as part of the cultural revitalisation of the precinct. Residents requested details on cinema capacity, number of screens, and operational aspects. Stakeholders noted that future operations would need to balance residential amenity with precinct activation.

5.1.5 Public Access and Amenities

Clarification was sought regarding public access to rooftop and common areas. Residents also requested information on food and beverage availability linked to the cinema and ground-floor uses. Following feedback from residents, a through-site link has been removed from the plans, and gated access will be implemented from Verona Street to preserve privacy and security.

5.1.6 Construction and Development Process

Stakeholders expressed concerns about demolition and construction timing, potential noise, dust, structural impacts, and disruption during building works. Requests were made for clear communication on construction management and support for residents during this phase.

5.1.7 Traffic, Parking, and Access

Residents were concerned about increased traffic, parking availability, and access routes, including the impact on Marshall Street and Verona Street. Questions were raised about parking provisions for residents and visitors and the management of rubbish trucks and delivery vehicles.

5.1.8 Heritage and Environmental Protection

Feedback was received regarding the protection of the historic Busby Bore during excavation and the retention of existing trees. Stakeholders sought assurances that environmental safeguards and measures to maintain site stability will be implemented.

5.1.9 Community Engagement and Consultation

Members of the community stated that they valued the opportunity to speak directly with the proponent and project team before lodgement of the SSDA. They requested ongoing communication throughout planning and construction (subject to approval).

Questions were raised about the planning pathway, including the role of the City of Sydney in the assessment and determination of the State Significant Development (SSD). Requests were also made regarding timing for public exhibition and access to technical documents.

The previous Development Application (DA) documents were provided upon request, and links were shared to the Major Projects Portal. The project team also made themselves available for one-on-one discussions with community members to address specific feedback and questions.

5.2 Detailed Feedback Summary

Table 7 outlines the stakeholders consulted for the project, how these stakeholders were consulted and any feedback received and the projects response to this feedback.

Between June 2025 and November 2025, 17 Oxford St Pty Ltd met independently with 20 neighbouring landowners and local business owners to outline the project, hear any concerns, and offer support. 17 Oxford St Pty Ltd will maintain open dialogue with these businesses throughout the planning stage and, if the SSDA is approved, into the subsequent stages of the project.

Table 7 Key Stakeholder: Issues raised and Project Response

Stakeholder	How was this group consulted	Feedback	Project Response
Government authorities			
Department of Planning, Housing and Infrastructure	The project team met with DPHI to discuss the proposal throughout the pre scoping and design development phase. Prior to the lodgement of the Scoping Report, the team met with DPHI's Assessment Team on 29 April 2025 to discuss the proposed development under the infill affordable housing pathway. On the 15 October 2025, the project team met with DPHI's Assessment Team to provide a project update and proposed submission timing. On the 21 October 2025, the team met with DPHI's Strategic Planning Team to discuss the timing and impact of a Section 3.22 Housekeeping Amendment to the SLEP 2012 in relation to Clause 6.60D put forward by the City of Sydney Council.	DPHI provided high level feedback on the proposal including confirmation of the proposed planning pathway as 'SSD', the permissibility of the development and raised and no objection to the utilisation of the bonus provisions under Clause 6.60D of the Sydney Local Environmental Plan (SLEP 2012). Further feedback was received in relation to the timing of the submission and when the application would be exhibited in relation to the Christmas shutdown period. DPHI provided an overview of the Section 3.22 Amendment to the SLEP 2012 and noted how this should be	The proposal has demonstrated the validity of the proposed planning pathway (SSD) as it proposes to provide at least 10% affordable housing with an estimated development cost greater than \$75million worth of residential development. A full assessment against the requirements of the Planning Systems SEPP 2021 and Housing SEPP 2021 has been provided within the EIS. Consistent with legal advice received by the proponent, the proposal has sought to utilise the bonus provisions afforded under Clause 6.60D of the SLEP 2012 for assessment by DPHI during the assessment process.

		considered in relation to the proposed development.	
City of Sydney Council	Since December 2024, 17 Oxford St Pty Ltd has maintained ongoing engagement with the City of Sydney Council to ensure the projects alignment to Council policies and planning permissibility. The project team met with City of Sydney Council on the 13 August to discuss the project, its progress and preliminary architectural plans.	The Council provided feedback on the project including the design and planning pathway. Matters of discussion included the allocation of floorspace ratio across the project, cross ventilation provision, location within the site for service vehicles. Other matters raised included solar and noise impacts of the development and how these have been developed. The Council outlined that they would review the legal advice received on the ability to utilise Clause 6.60D of the Sydney LEP 2012 including the bonus provisions for the application.	The architectural design has responded to the matters raised by Council which includes exploring access and parking solutions as well as the impact of the development on surrounding development in relation to solar access and other amenity issues such as noise. The Architectural Design Report and Architectural Plans demonstrate the proposed design of the site which utilises the bonuses afforded under the Clause 6.60D provisions in accordance with the legal advice received.
Office of the 24-Hour Economy Commissioner – Michael Rodrigues - Julie Prentice, Associate Director - Amy-Grace Douglas, Senior Policy and Projects Officer - Grace Berg, Policy & Project Officer	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd issued an email providing an overview of the proposal, a copy of the community newsletter and an invitation to attend a project briefing. On Friday 10 October 2025, Urbis Engagement and the 17 Oxford St Pty Ltd project team met with representatives of the Office of the 24-hour Economy Commissioner for a project briefing	Acoustic Mitigation Concerns were raised about potential noise impacts due to the site's location within a future Special Entertainment Precinct (SEP). They sought assurances about acoustic mitigation measures. Cinema and Ground Floor Noise Questions were raised regarding noise levels from the cinema and ground-floor uses, particularly in relation to	Acoustic Mitigation The project team confirmed acoustic specialists are engaged and multiple airlocks are being designed at fire exits to ensure minimal disturbance to residents above. Ongoing acoustic testing is being undertaken, with entertainment noise specifically addressed. Cinema and Ground Floor Noise The team acknowledged the City of Sydney's planning controls and confirmed that cultural and creative activities will be primarily located in the basement to

		trading hours and the surrounding residential environment.	reduce residential impacts. A detailed acoustic report will accompany the SSD submission.
		Precinct Management Plan Clarity was sought on future trading hours and noise controls under the Precinct Management Plan (PMP).	Precinct Management Plan The project team confirmed they are engaging with the City of Sydney regarding allowable decibel levels and trading hours. The PMP, which will include guidance on noise and operations, is expected to be publicly exhibited next year, with input from acoustic consultants.
		Residential and Activation Balance Concerns were expressed about balancing residential amenity with the activation goals of the cultural precinct.	Residential and Activation Balance The team noted that City policy aims to reduce land-use conflict, though similar residential developments exist in nearby areas such as Paddington. The proposed design separates residential, and entertainment uses through basement levels and buffers. A Plan of Management will address antisocial behaviour. This development will not operate under 24-hour licenses.
		SEP Framework and Certification Clarification was sought on how SEP designation will affect the development and future residences, particularly regarding late-night activity.	SEP Framework and Certification The project team confirmed that buyers will be notified their property is located within a SEP, which may include extended trading hours. These extended hours align with City of Sydney guidelines for cultural precincts.
		Resident Expectations	Resident Expectations

		Comments were made highlighting the need for clear communication around noise, activation, and operational hours within the precinct.	The team acknowledged this and emphasised the importance of setting realistic expectations, noting the residential component contributes to precinct vitality while being designed to manage impacts.
		Affordable Housing Details were sought on the delivery and operation of the affordable housing component. Specifically, if a CHP had been confirmed	Affordable Housing The team confirmed that engagement is underway with Bridge Housing as the proposed operator. The affordable housing will be managed by the CHP for 15 years, in line with the NSW Government’s Infill Affordable Housing policy, which applies to the SSDA assessment process. While developments approved through the City of Sydney may have permanent affordable housing obligations, the 15-year duration under the SSDA pathway reflects a policy balance that encourages delivery of more affordable housing over time while maintaining commercial viability.
		Late Night Trading and Activation Questions were raised about how late-night trading and activation will be managed in the precinct.	Late Night Trading and Activation The project team noted The City of Sydney’s intent to formalise extended trading hours through DCP guidelines. Ground floor and basement tenancies will be subject to strict noise and sound control measures to ensure compliance.
Elected officials			

Lord Mayor of Sydney Councillor Clover Moore AO	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd issued an email providing an overview of the proposal, a copy of the community newsletter and an invitation to attend a project briefing. On Thursday 6 November 2025, Urbis Engagement, Urbis Planning, and the 17 Oxford St Pty Ltd project team met with Councillor Clover Moore AO, Lord Mayor of Sydney, for a briefing.	Community Consultation The Lord Mayor enquired which side of Oxford Street businesses had been approached during the consultation process and was interested in the overall level of community support for the proposal.	Community Consultation Both sides of Oxford Street were visited by the project team as part of an extensive community consultation process. In line with Department of Planning and Environment (DPE) guidelines, engagement for the SSDA begun in September 2025 and included: – Consultation with near neighbours – Distribution of a newsletter to the surrounding community – A business doorknock – Letters to key stakeholders offering briefings – A community “swing-by” session The consultation confirmed support for the proposal, with excitement expressed about the return of the cinema and the inclusion of affordable housing within the development.
		Cultural and Creative Questions were raised about how the cultural and creative uses would be delivered and what form they would take. Interest was expressed in whether the space would accommodate live music and performances, and whether the proposed cinema would be located at ground level.	Cultural and Creative 17 Oxford St Pty Ltd is in exclusive discussions with the operator of Golden Age Cinema to bring a similar experience to Paddington. The cinema will feature film screenings, a bar, snacks, and live music, creating a vibrant cultural offering that recognises the precinct’s cultural and historical significance.

		Overall, the Lord Mayor noted that the proposal contributes positively to the City's broader vision to revitalise Oxford Street and expressed support for the proposed scheme presented and its mix of uses.	The space is designed to be more than a conventional theatre, combining food, beverage, and performance offerings. While the cinema and cultural space will sit below street level, it will maintain an active street frontage to enhance vibrancy and engage the surrounding community.
		Design Questions were asked about how the design with residential areas, specifically along Rose Terrace would be managed.	Design The project team confirmed that the existing façade will be retained to preserve the heritage character of the site, specifically maintaining the brick façade of the original Verona building. The development is intended to provide a mix of active uses, residential spaces, and cultural amenities, reinforcing Oxford Street's vibrancy while respecting its heritage context. In response to feedback from Rose Terrace residents, a through-site link has been removed from the plans, and gated access will be implemented from Verona Street to preserve privacy and security.
		Street Activation The Lord Mayor commented that the City has been working hard to restore street activation along Oxford Street and expressed support for the project's potential to contribute to this goal.	Street Activation The project team confirmed that the development has been designed to contribute to the revitalisation of Oxford Street. Ground-floor retail and cultural/creative spaces have been

			positioned to engage pedestrians and generate street-level activity. Publicly-accessible green space will also be provided, incorporating outdoor seating to enhance street activation and create a welcoming environment for residents, visitors, and local businesses.
		Amenity Questions were raised about solar access within the proposal and to surrounding residents, as well as how the design maintains neighbouring amenity. The Lord Mayor also sought more detail on the amenity of the affordable housing dwellings, including window placement and natural light access.	Amenity The development has a maximum height of 24.95 metres, staying below the 25-metre limit. Setbacks have been incorporated on the upper levels to manage bulk and shadow impacts, particularly for neighbouring properties. The design is fully compliant with the Apartment Design Guide (ADG) and uses only 25% of the SEPP bonus, with the current Floor Space Ratio (FSR) at 4.2:1—well under the allowable FSR of 5.2. This approach ensures solar amenity is maintained for surrounding properties. The project team emphasised that the design prioritises preserving surrounding amenity, reducing overshadowing, and delivering high-quality outcomes, rather than maximising density. Window placement and natural light access for the affordable housing dwellings have been carefully considered to provide high amenity for all residents.

		Affordable Housing The Lord Mayor stated the City's position on the state government's Infill Affordable Housing Policy, specifically the 15-year period attached to operations. The Lord Mayor noted the City's policy is for affordable housing to be delivered in perpetuity and linked to resident income, rather than benchmarked to a proportion of market rent.	Affordable Housing Consistent with its planning approval pathway, the proposal aligns with the NSW Infill Affordable Housing Policy. proposal aligns 17 Oxford St Pty Ltd has partnered with tier 1 community housing provider (CHP), Bridge Housing, to manage this aspect of the proposal. The proponent has worked with the CHP to design the affordable components of the residential scheme so that they meet future tenant and operational requirements.
		Open Space The Lord Mayor asked where the proposed open space would be located and who would have access to it.	Open Space The project team advised that the development would include publicly accessible open space, designed to provide a welcoming environment for residents, visitors, and local businesses. The open space will be accessible to the public during retail hours. Outside of retail trading hours, access will be limited to residents to maintain privacy and security. The open space will incorporate outdoor seating and landscaping to support street activation, create opportunities for social interaction, and enhance the overall vibrancy of Oxford Street.
		Planning Pathway	Planning Pathway

		The Lord Mayor enquired about the project's status.	Due to its capital investment value (CIV), the project will be assessed and determined via the State Significant Development Application (SSDA) pathway. The proponent intends to lodge the SSDA in late November 2025.
		Busby Bore Questions were raised regarding the management of potential impacts on Busby's Bore.	Busby Bore The project avoids further excavation in the area around the Bore, and a deep soil zone is proposed above its location to ensure no disturbance. At 2 Verona, terrace houses are proposed eliminating the need for excavation. Comprehensive sonar, seismic, and drone surveys have been completed, and findings will be submitted as part of the SSDA.
NSW Member of Parliament Alex Greenwich MP (Sydney)	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd issued an email providing an overview of the proposal, a copy of the community newsletter and an invitation to attend a project briefing. On Tuesday 28 October 2025, Urbis Engagement and the 17 Oxford St Pty Ltd project team attended a briefing with Alex Greenwich MP, NSW Member of Parliament.	Cinema and community connection Clarity was sought on how the project would retain community connection to the former Verona Cinema while creating economically viable businesses.	Cinema and community connection The project team explained that while independent cinemas are challenging to sustain financially, the partnership with Golden Age presents a strong renewal opportunity. The mixed-use scheme, including ground-level activation, provides a more viable model and retains the Verona name and façade to honour community sentiment.
		Existing apartments and acquisition	Existing apartments and acquisition

		Questions were raised about whether existing apartments will be demolished and if this would decrease the amount of housing provided.	The project team confirmed that all existing residential apartments at 13–15 Oxford Street have been formally secured and form part of the proposal, so will be demolished. The proposal increases overall dwelling numbers and introduces affordable housing.
		Affordable housing and CHP engagement Clarification was sought on how affordable housing will be delivered and integrated into the development. Interest was expressed in how affordable housing will be managed and whether it will involve a Community Housing Provider (CHP).	Affordable housing and CHP engagement Consistent with its planning approval pathway, the proposal aligns with the NSW Infill Affordable Housing Policy. 17 Oxford St Pty Ltd has partnered with tier 1 community housing provider (CHP), Bridge Housing, to manage this aspect of the proposal. The proponent has worked with the CHP to design the affordable components of the residential scheme so that they meet future tenant and operational requirements.
		Building height and design Clarity was sought on the height of the new development.	Building height and design The proposed building will be approximately one and a half storeys higher than the 25hours Hotel. The design steps down towards Oxford Street to reduce visual impact and overshadowing on the surrounding near neighbours. The original façade and awning will be retained, preserving the site's character and heritage.

		Community engagement and local Sentiment Feedback was requested on how nearby residents and community groups have responded to the proposal.	Community engagement and local Sentiment Engagement with Rose Terrace residents and community groups has been overall positive. The project team has actively engaged with the Area 15 parking group, the Paddington Society and local business. The inclusion of affordable housing has addressed previous community concerns.
		Land use mix Details were sought on the proposed commercial and residential uses across the site.	Land use mix The proposal includes 1707sqm for cultural and creative use, specifically for the Golden Age Cinema, ticketing and food and beverage. Two levels of basement car parking, and up to three retail tenancies (approx. 750sqm total, subdividable). Level 1 will provide affordable housing, Levels 2–6 will contain market housing with shared rooftop space. One grease trap is planned and space for traditional retail use. The mix supports activation of the Oxford Street frontage and aligns with the City’s night-time economy objectives.
		Connectivity and access Questions were raised about pedestrian connectivity through to	Connectivity and access In response to feedback from Rose Terrace residents, a through-site link has

		Rose Terrace.	been removed from the plans, and gated access will be implemented from Verona Street to preserve privacy and security.
		Construction coordination and cycleway Clarity was sought on how the proposed Oxford Street cycleway may impact construction timelines and access	Construction coordination and cycleway The team acknowledged potential overlap and confirmed a work zone would be proposed if construction coincides with cycleway delivery. Access will be managed through multiple site entry and exit points (entry via Oxford Street, exit via Verona). Coordination with the City of Sydney will aim to minimise disruption.
		Planning pathway Questions were raised about the planning pathway.	Planning pathway Due to its capital investment value (CIV), the project will be assessed and determined via the State Significant Development Application (SSDA) pathway. This pathway allows the project to be considered in the context of state priorities, while still engaging with the City of Sydney and other stakeholders throughout the process. The proponent intends to lodge the SSDA in late November 2025.
		City of Sydney feedback	City of Sydney feedback

		Questions on the position of the City of Sydney	The project team advised that The City of Sydney has expressed reservations about applying cultural and creative bonuses to mixed residential schemes, but the proposal remains consistent with the City's Oxford Street Cultural and Creative Precinct Policy (OSCCP).
Special Minister of State, Minister for Transport, Minister for the Arts, and Minister for Music and the 24-Hour Economy, The Hon. John Graham MLC NSW	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd issued an email providing an overview of the proposal, a copy of the community newsletter and an invitation to attend a project briefing.	At the time of writing this report, no response has been received.	17 Oxford St Pty Ltd will continue to engage with the Elected Officials as required by the project.
Deputy Lord Mayor of Sydney Councillor Jess Miller			
Minister for Housing NSW The Hon. Rose Jackson MLC			
Minister for Planning NSW The Hon. Paul Scully, MP			
Federal Member of Parliament Allegra Spender MP (Wentworth)			

Mayor of Woollahra Sarah Dixon			
NSW Premier The Hon. Christopher Minns, MP			
Other relevant state agencies			
Transport for NSW (TfNSW)	Traffic consultants, JMT consulting did not deem it necessary to make contact with TfNSW in preparing the EIS as TfNSW usually only provides detailed commentary during formal exhibition	Traffic consultants, JMT consulting did not deem it necessary to make contact with TfNSW in preparing the EIS as TfNSW usually only provides detailed commentary during formal exhibition	Traffic consultants, JMT consulting did not deem it necessary to make contact with TfNSW in preparing the EIS as TfNSW usually only provides detailed commentary during formal exhibition
Sydney Water	Civil engineering consultants, Telford Civil did not deem it necessary to make contact with Sydney Water in preparing the EIS as Sydney Water usually only provides detailed commentary during formal exhibition.	Civil engineering consultants, Telford Civil did not deem it necessary to make contact with Sydney Water in preparing the EIS as Sydney Water usually only provides detailed commentary during formal exhibition.	Civil engineering consultants, Telford Civil did not deem it necessary to make contact with Sydney Water in preparing the EIS as Sydney Water usually only provides detailed commentary during formal exhibition.
Heritage NSW	Heritage consultants, Urbis Heritage did not deem it necessary to make contact with Heritage NSW in preparing the EIS as Heritage NSW usually only provides detailed commentary during formal exhibition	Heritage consultants, Urbis Heritage did not deem it necessary to make contact with Heritage NSW in preparing the EIS as Heritage NSW usually only provides detailed commentary during formal exhibition	Heritage consultants, Urbis Heritage did not deem it necessary to make contact with Heritage NSW in preparing the EIS as Heritage NSW usually only provides detailed commentary during formal exhibition
Ausgrid	No contact has occurred with Ausgrid in preparing the EIS as Ausgrid usually only provides detailed commentary during formal exhibition.	No contact has occurred with Ausgrid in preparing the EIS as Ausgrid usually only provides detailed commentary during formal exhibition.	No contact has occurred with Ausgrid in preparing the EIS as Ausgrid usually only provides detailed commentary during formal exhibition.

Surrounding Community			
Residents of Rose Terrace and 260 – 282 South Dowling Street	On 11 and 12 September 2025, Urbis Engagement contacted nearby residents to invite them to a consultation. As immediate neighbours to the site, they were encouraged to attend a project briefing scheduled for 23 September from 5:00 to 6:00 pm. On Thursday 18 September 2025, a letterbox drop was carried out at residences on Rose Terrace and South Dowling Street, inviting both owners and tenants to the briefing. In total, four nearby residents attended the consultation.	Documentation The residents sought information on the timeframe for the release of documentation, specifically wanting to know when the technical documents would become public knowledge.	Documentation The technical documents will be made available to the public during the formal public exhibition period, which will commence once the SSDA has been submitted. This process ensures that all information is accessible in accordance with statutory requirements.
		Demolition and Construction Residents sought information on the timing and process for building demolition, including whether all buildings would be removed and if they could remain in their homes during this period. They wanted to understand how residents would be supported and protected, particularly in relation to construction impacts such as noise, potential structural damage to homes, and disruptions for those working from home. Questions were raised about lessons learnt from previous developments, including issues with the Busby Bore and tenant loss during hotel construction. Residents also sought clarity on when construction would commence, how it would be managed,	Demolition and Construction All existing buildings on the site will be removed as part of the approved development, with the brick façade along the streetscape retained to preserve the area's character and maintain a visual link to its history. Residents living in homes surrounding the development will be able to remain in their properties during demolition and construction. A detailed Construction Management Plan (CMP) will be prepared to ensure minimal disruption to near neighbours. This plan will address potential impacts such as noise, vibration, dust, and access, and will include measures such as environmental monitoring, scheduling of works, and clear communication channels. If the project is approved, demolition and construction are expected to commence

		and the measures in place to minimise negative impacts.	in 2026. Works will only begin once all necessary approvals are in place and planning is complete. We will provide advance notice of key dates, outline the support available to residents, and ensure that lessons from previous developments, including issues raised in relation to the Busby Bore inform our approach.
		Access and Traffic Residents raised concerns about access via Marshall Street and the likelihood of increased foot traffic in the area. They wanted to know how traffic, including rubbish trucks, would get to the site and where car parking would be located.	Access and Traffic The development will provide 50 basement parking spaces for residents only, in line with State Environmental Planning Policy (SEPP) parking ratios, approximately one space per apartment. There will be no public parking. All vehicle movements, including service vehicles such as rubbish trucks, will occur via Oxford Street, with a left-in, left-out arrangement to reduce congestion and prevent right turns. Marshall Street will not be used for vehicle access. A loading dock and private trade bays will manage servicing internally, ensuring minimal impact on surrounding streets. A Construction Traffic Management Plan (CTMP) will be implemented to coordinate deliveries, worker access, and construction vehicle movements, with scheduling to avoid peak traffic periods. We recognise the potential for increased foot traffic in the area and will incorporate

			measures to maintain pedestrian safety and amenity.
		Through Site Link and Community Impact Residents expressed concerns that the proposed through-site link could change the character of Rose Terrace and lead to increased foot traffic that may be unwanted. They also raised the potential impact on the area's historical environment and the privacy of those living along Rose Terrace. At the same time, there was positive feedback about the developers taking the time to engage in conversations with the community about the through-site link.	Through Site Link and Community Impact The project team advised that the design of the proposed through-site link is flexible and can be amended in response to community feedback. This consultation was undertaken to ensure the views of near neighbours were heard and considered before finalising the design.
		Visual and Environmental Impact Residents wanted to know what visual impact the development would have on their views. They also asked how the 5-metre drop, and the retaining wall would be managed as part of the project.	Visual and Environmental Impact The project team advised that a comprehensive visual impact assessment will be included with the SSDA. This assessment will detail the development's impact on residents' views as well as solar amenity considerations. Regarding the 5-metre drop and retaining wall, these will be carefully managed through appropriate engineering and landscaping solutions to ensure site stability and minimise visual

			disruption. Further technical details will be provided as part of the application documentation.
		Development Features Residents asked about the building height, specifically whether it would reach 25 metres above ground. They sought details on the number and size of apartments, as well as whether the public would have access to common areas and the roof. Questions were also raised regarding the design and extent of retail frontage and the amount of open space included in the development.	Development Features The project team confirmed that the building will have a maximum height of 25 metres. A total of 48 dwellings are proposed, including 14 affordable housing units, in line with relevant planning requirements. Further detail on apartment sizes and layouts will be provided during the public exhibition phase. The rooftop will be for resident use only and will not be accessible to the public. Retail and cultural/creative uses are planned along the ground level of 13–15 and 17 Oxford Street, creating an active frontage. In addition, publicly accessible green open space is proposed at the rear of the site.
		Amenities Residents requested more information about the proposed cinema, including the number of screens, and expressed positive feedback about its inclusion. There were also inquiries about the availability of food and beverage options on the roof.	Amenities The cinema will be part of a culturally led offer operated by a committed provider. It will include a bar, restaurant, and café, creating a more social experience than a traditional cinema. The design allows for up to four screens (approx. 150 seats each), with at least two in regular use. This will match or exceed the previous Palace cinema's 370-seat capacity. The rooftop will be for residents only, with no food or beverage service. However, the

			wider development will include a range of food, drink, and cultural amenities.
		Affordable Housing Residents were interested in the criteria that would be used to determine eligibility for affordable housing. While there was positive feedback about including affordable housing in the development, some concerns were raised about the proposed 15-year limit on its availability.	Affordable Housing The project team advised that affordable housing in the development will cater to households on low to moderate incomes. These dwellings will be rented at 25% below market value and managed by an accredited Community Housing Provider (CHP). The affordable housing will be managed by a CHP for 15 years, in line with the NSW Government's Infill Affordable Housing policy, which applies to the SSDA assessment process. While developments approved through the City of Sydney may have permanent affordable housing obligations, the 15-year duration under the SSDA pathway reflects a policy balance that encourages delivery of more affordable housing over time while maintaining commercial viability.
		Positive Feedback Residents appreciated that developers were engaging with them about the through-site link and listening to their concerns. There was strong positive feedback about the cinema, with many saying it sounded like a good addition. Some were pleased that the existing residential properties would be demolished, as they did not like those buildings, and there was support for including retail frontage in the design.	Positive Feedback The project team welcomes the support received from those members of the community who participated in the consultation process. This related to several elements of the proposal, including the cinema, retail frontage, and affordable housing. We value the positive response to our engagement on the through-site link and will continue to work closely with residents to address concerns and refine the design. In

		While there was anxiety about losing the lower strata, the inclusion of affordable housing was seen as a positive.	response to feedback the through-site link has been removed from the plans, and gated access will be implemented from Verona Street to preserve privacy and security. Ongoing updates will be provided throughout the planning process and, if approved, during construction.
Residents within the boundary of: ▪ Crown Street ▪ Liverpool Street ▪ Glenview Street ▪ Brown Street ▪ Glenmore Road ▪ Ormond Street ▪ Oatley Road ▪ Moore Park Road ▪ Fitzroy Street ▪ Foveaux Street <i>(6041 residences)</i>	On the Wednesday 24 September a community newsletter (shown in Appendix A) was distributed to the surrounding area. The newsletter included an overview of the proposal, an invitation to participate in a Social Impact Assessment survey, and details of a community drop-in session scheduled for Wednesday 15 October 2025 from 5.30 to 7.30 pm. Following the newsletter distribution, Urbis Engagement received one phone call from a member of the public expressing support for the addition of a cinema, along with three emails from community members supporting the development and the inclusion of the cinema space.	Height and Overshadowing Several enquiries were raised regarding the height of the building and how it relates to the surrounding area. Questions were raised regarding potential overshadowing impacts on Rose Terrace from the proposed development.	Height and Overshadowing The development has a maximum height of 24.95 metres, staying below the 25-metre limit. Setbacks have been incorporated on upper levels to manage bulk and shadow impacts, particularly to neighbouring properties. The design is fully compliant with Apartment Design Guide (ADG) guidelines, and uses only 25% of the SEPP bonus, remaining under the allowable FSR of 5.2 (current FSR is 4.2:1). This approach ensures solar amenity is retained for nearby properties.
		Construction and Timeframes A number of residents sought clarification on the development timeline, including the expected start of construction, overall duration, and approval process.	Construction and Timeframes The project team expects six to nine months for SSDA approval, followed by a two-year construction period, targeting completion in 2028. The SSDA will be submitted in late November 2025, and the team will maintain communication with residents during construction to minimise disruption.
		Planning Pathway	Planning Pathway

		Questions were raised about why the development is being assessed as a State Significant Development Application (SSDA), and whether the City of Sydney is still involved.	The development qualifies as an SSDA because it exceeds the cost threshold set by State legislation. The NSW Department of Planning and Environment is the determining authority. However, the City of Sydney Council remains a key referral agency, and consultation with Council is ongoing.
		Cinema Inclusion and Operation There was strong community support for the return of the cinema. Attendees asked who would operate the cinema and what facilities would be included.	Cinema Inclusion and Operation 17 Oxford St Pty Ltd is in exclusive discussions with the operator of Golden Age Cinema to bring a similar experience to Paddington. The cinema will include film screenings, a bar, snacks, and live music, creating a vibrant cultural offering. No public parking will be provided for the cinema, consistent with local planning policies.
		Affordable Housing Numerous questions were raised regarding the affordable housing component: who it is for, how affordability is defined, and how long it will be in place.	Affordable Housing Approximately 1,400sqm (12.5% of GFA) is allocated to affordable housing in line with State Government requirements. Rents will be set at around 25% below market rates, and housing will be managed by a Community Housing Provider (currently in discussions with Bridge Housing). Tenants will be means-tested, and the 15-year affordability period is mandated by NSW Government policy.
		Infrastructure and Cycleway	Infrastructure and Cycleway

		Community members asked how the proposed cycleway development would interact with the project and what implications it might have on nearby businesses.	The cycleway is a separate initiative led by relevant authorities. The project team has liaised with these agencies to ensure the developments align where possible and minimise impacts on nearby retail and public access.
		Traffic and Parking Questions were raised regarding the number of car spaces, access points, and how parking will be managed for residents and visitors.	Traffic and Parking The project will provide 50 basement car spaces, equating to one space per unit, in line with State Environmental Planning Policy (SEPP) ratios. No public parking is included. Vehicle access will be via Oxford Street, with a left-in, left-out arrangement to improve traffic flow. A loading dock and private trade bays will accommodate servicing needs, and a Construction Traffic Management Plan (CTMP) will be implemented to manage construction-related impacts.
		Excavation Community members asked how many basement levels would be excavated and how this compares to previous approvals.	Excavation The development will include three levels of excavation, with two levels of car parking. Excavation will not exceed the depth previously approved under the previously approved DA (10.5m max).
		Retail Offering Clarification was sought around the types of retail spaces and businesses planned for the ground floor.	Retail Offering The project includes 280m ² of street-facing retail, which can be divided into 1–4 tenancies, with grease traps to support food and beverage operators.

			Retail will be curated to complement the local area, with further details to be shared as planning and leasing progress.
		Design and Rooftop Use Questions were raised about the building design, particularly rooftop use, and whether features like a rooftop bar would be included.	Design and Rooftop Use There will be no rooftop bar. The rooftop will provide communal open space (350m ²) for residents and include two private gardens. A separate private rooftop area will be available for the penthouse apartment only.
		Pedestrian Access and Through-site Link Questions were raised about whether a through-site pedestrian link would be provided from Rose Terrace.	Pedestrian Access and Through-site Link In response to feedback from Rose Terrace residents, a through-site link has been removed from the plans, and gated access will be implemented from Verona Street to preserve privacy and security.
		Community Consultation Attendees asked how community feedback was being gathered and how it would be used in shaping the project. One resident commended the process, noting it was the first time they had been actively engaged.	Community Consultation As part of the SSDA process, community engagement was conducted in September 2025 in line with Department of Planning and Environment guidelines. This included: ▪ A consultation with near neighbours ▪ A newsletter distributed to the surrounding community ▪ A business doorknock ▪ Letters to key stakeholders offering briefings

			A community “swing-by” session All feedback has been logged and is being considered as the proposal is refined.
		Busby’s Bore Multiple attendees expressed interest in the Busby Bore, including its location and whether the project could impact it.	Busby’s Bore The project avoids further excavation in the area around the Bore, and a deep soil zone is proposed above its location to ensure no disturbance. At 2 Verona, terrace houses are proposed eliminating the need for excavation. Comprehensive sonar, seismic, and drone surveys have been completed, and findings will be submitted as part of the SSDA.
		Floor Space Ratio (FSR) Questions were asked about whether the development would use its full allowable FSR.	Floor Space Ratio (FSR) The project remains under the allowable FSR of 5.2, currently at 4.2:1 The design aims to preserve surrounding amenity, reduce overshadowing, and deliver high-quality outcomes rather than maximise density.
		Heritage Attendees asked whether any heritage elements of the original cinema would be retained.	Heritage The project team appreciates the community’s strong attachment to the original Verona cinema and acknowledges its cultural significance to Paddington. While the cinema is not listed as a heritage item, the new design will celebrate the cinema’s legacy through subtle references, with the Golden Age cinema operator delivering a venue that

			continues its cultural and social contribution to the local community, and the retention of the masonry façade at 17 Oxford Street
Businesses and local traders on Oxford Street	17 Oxford St Pty Ltd and Urbis Engagement conducted two local business street walks to proactively engage neighbouring businesses, provide an overview of the proposal, and outline opportunities for future involvement. These took place on Thursday 25 September 2025 and Monday 29 September 2025, both between 10.00 am and 12.00 pm.	Cinema and Cultural Revitalisation Local businesses were enthusiastic about the return of a cinema, noting its importance in restoring the precinct's cultural identity. They viewed the cinema as a positive step in recapturing the area's lost character and creating a stronger community hub.	Cinema and Cultural Revitalisation The project team acknowledges the strong support for the return of a cinema and recognises its cultural and historical importance to the precinct. Reintroducing a cinema is a key part of the vision to help re-establish Oxford Street as a vibrant cultural and community hub.
		Design, Streetscape, and Public Realm Feedback centred on enhancing public spaces and activating the street. Businesses identified opportunities for more outdoor seating, improved façades, and residential uses that create a lively, lived-in streetscape. There was broad support for affordable housing and upgrades to Oxford Street.	Design, Streetscape, and Public Realm The project team advised that the mixed-use development will include residential, retail, and cultural/creative spaces, with the vision of bringing back the vibrancy of Oxford Street. The design will retain the brick façade of the original Verona building, preserving its character while integrating new uses. Communal public green space will be provided, incorporating outdoor seating to support street activation and create a welcoming environment for residents, visitors, and local businesses.
		Transport, Parking, and Access Questions were raised around parking, cycle lanes, and pedestrian links. Questions focused on whether car parking would be provided for	Transport, Parking, and Access The project team advised that the development would provide 50 basement car spaces for residents only, in accordance with State Environmental

		residents, and if additional publicly available parking would be included.	Planning Policy (SEPP) parking ratios of approximately one space per apartment. No public parking would be included.
		Construction and Development Process Several businesses sought details on project timelines, lodgement, retail mix, and construction duration. They also emphasised the need for clear community engagement following the SSDA submission to ensure transparency throughout the development.	Construction and Development Process The project team advised that approval is expected to take approximately nine to twelve months, followed by a two-year construction program. Communication with local residents will be maintained throughout construction to ensure transparency and minimise disruption. In response to questions about the retail mix, the team confirmed there will be 280 metres of retail frontage along the streetscape, which can be configured as four separate tenancies or one large space. An additional retail space will also be provided. At least one tenancy will include a grease trap to support food and beverage uses, and some spaces are intended for fashion retail.
		Concerns and Local Impact Businesses raised concerns about noise, dust, and disruption during construction. Long-term locals emphasised the need for the site to be reactivated and maintained with respect, noting that its current emptiness diminishes the area's appeal and vitality.	Concerns and Local Impact The project team advised that measures will be implemented during construction to minimise noise, dust, and disruption to surrounding businesses. In the longer term, the development aims to reactivate the site and contribute positively to the area's appeal and vitality.
		Overall Sentiment and Support	Overall Sentiment and Support

		Local businesses expressed strong support for the project and are pleased with its design and ambition. Many feel it will bring renewed activity to the area and help revitalise Oxford Street's commercial environment.	The project team welcomes the support received from local businesses and shares the ambition to revitalise Oxford Street. Ongoing updates will be provided to local businesses throughout the SSDA process and, if approved, during construction.
Educational Institutes and Hospitals - Universities of Notre Dame - The University of New South Wales - St Vincent's Private Hospital	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd issued an email providing an overview of the proposal, a copy of the community newsletter and an invitation to attend a community drop-in session	At the time of writing this report, no response has been received	17 Oxford St Pty Ltd will continue to engage with the stakeholders as required by the project.
Community Groups			
Paddington Society	On Friday 12 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd, emailed stakeholders with an overview of the proposal, a copy of the community newsletter, and an invitation to a project briefing. On Wednesday 1 October 2025, Urbis Engagement and the 17 Oxford St Pty Ltd project team met with seven members of the Paddington Society for a briefing held from 5.30 pm to 6.30 pm. On Thursday 30 October 2025, 17 Oxford St Pty Ltd project team met with 3 members	Site and Building Details Community members sought confirmation about buildings purchased at the rear of the site and asked whether the proposed building height and setbacks would affect sunlight for Rose Terrace residents. Questions were raised about excavation depth, the presence of three basement levels, and potential impacts on the historic Busby Bore. Attendees wanted reassurance that geotechnical monitoring would occur and that water from the basements	Site and building details The buildings at the rear of the site have been purchased, with no excavation planned near the heritage-listed Busby Bore to protect its integrity. Basements will not be tanked, preventing groundwater from spreading to adjacent properties. In response to feedback from Rose Terrace residents, a through-site link has been removed from the plans, and gated access will be implemented from Verona Street to preserve privacy and security. To minimise impacts on neighbours, the company has commissioned a view

	of the Paddington Society to respond to any remaining questions about the project.	would not affect neighbouring properties. Clarification was also requested about ground-level dispersals and confirmation that there would be no public through-link to Rose Terrace.	analysis to assess how the building's height may affect sunlight and solar access and has intentionally set the height below the maximum allowed to reduce overshadowing.
		Planning and Consultation Process Participants asked about the consultation with DPHI, including whether a meeting took place in person and at what level it was held. There was also interest in the anticipated exhibition period, with questions about whether it would last 14 or 28 days and concerns that it might overlap with the Christmas period depending on the submission date.	Planning and Consultation Process 17 Oxford St Pty Ltd and the relevant project team have consulted with DPHI. This included relevant officers at the appropriate level to ensure the proposal was understood and key matters were addressed early. The statutory timeframe for the exhibition period is 14 days. With submission aimed for late November.
		Cinema Concept and Design Residents expressed strong interest in the cinema proposal, wanting to know its capacity, the number of screens, and how it would differ from a traditional cinema. Many supported the inclusion of this cultural venue, describing the design as attractive and well-considered. Questions were raised about the location of the cinema in the basement, the visibility of the foyer, and how the new proposal would create a genuine street presence with seating and ticketing at ground level.	Cinema Concept and Design It was explained that the space would include a bar, restaurant, and café and may also host live music. Cinema will not be a conventional theatre; it will include a bar, restaurant, and café. Golden Age Cinema is committed to the site. Cinema capacity will be designed for up to four screens, approximately 150 seats per screen (max capacity 650, though unlikely). At least two screens required by operator. Previous Palace setup had 370 seats, and the new project will exceed this.
		Affordable Housing	Affordable Housing

		The community sought clarity on how the affordable housing component would operate, including its location in Paddington and engagement of a Community Housing Provider. Concerns were raised about past examples of affordable units being used for short-term rentals and how compliance and oversight would be ensured. Participants asked about rent levels, affordability benchmarks, and whether units would be sold under strata title. Some expressed frustration with the 15-year affordable housing requirement, noting this was a State Government policy issue rather than a developer decision. Others welcomed the inclusion of affordable housing, highlighting benefits for local hospital workers.	The project team advised that the affordable housing will be located within the Paddington development and managed by an accredited Community Housing Provider (CHP). These dwellings will be rented at 25% below market value, in line with affordability benchmarks, to support households on low to moderate incomes and ensure they can live without financial stress. The CHP will oversee compliance and prevent use of the units for short-term rentals. Affordable housing will not be sold under strata title during the 15-year period it is managed by the CHP. This timeframe is consistent with the NSW Government's Infill Affordable Housing policy, which applies to the SSDA assessment process. While some participants expressed concern about the 15-year limit, the project team noted this is a State Government policy requirement rather than a developer decision. The new development responds to the Paddington Society's previous DA submissions supporting the inclusion of housing.
		Design Impact and Visual Appeal Attendees responded positively to the design improvements proposed for 13–15 Oxford Street. The proposal was regarded as visually cohesive, with many describing it as an enhancement to the existing streetscape.	Design Impact and Visual Appeal The project team welcomes the positive feedback on the proposed design for 13–15 Oxford Street. Creating a visually cohesive development that contributes positively to the character of the

			streetscape has been a key objective throughout the design process.
		Community Engagement and Feedback Attendees largely valued the opportunity to engage directly with the project team, highlighting the importance of such sessions. Several participants noted that these types of interactions are rare and highly appreciated.	Community Engagement and Feedback The project team appreciates the positive response to the engagement session and recognises the value of open, two-way dialogue with the community. Providing accessible opportunities for feedback is an important part of the design and planning process, and the team remains committed to continued engagement as the project progresses.
Paddington-Darlinghurst Community Group/Area 15 Parking	On Wednesday 17 September, Urbis Engagement was contacted by the Paddington-Darlinghurst Community Group/Area 15 Parking with a request for a briefing, following their awareness of the project through an invitation sent to the Paddington Society. On Tuesday 30 September 2025, Urbis Engagement and the 17 Oxford St Pty Ltd project team held a briefing at the project site, 17 Oxford Street, attended by 18 members of the Paddington-Darlinghurst Community Group/Area 15 Parking.	Affordable Housing Community members questioned how the affordable housing allocation was determined, noting that 16 apartments did not appear to equal 12.5% of the total 53 dwellings. There was confusion about how affordability is defined and concerns about the 15-year timeframe. Some were surprised by what they described as a “sunset” period limiting affordability.	Affordable Housing The project team clarified that 12.5% of the gross floor area – approximately 1,400 sqm – is dedicated to affordable housing, aligning with State Government requirements. Under NSW Government definitions, affordable housing is rented at around 25% below market rates for the area, with rents and tenant eligibility managed by a Community Housing Provider using means-tested income levels. The 15-year timeframe is set by state policy and cannot be altered at the development level.
		Planning and Assessment Process The community members asked for clarification on the State Significant Development (SSD) process and	Planning and Assessment Process It was explained that SSD proposals are assessed by the NSW Department of Planning, Housing and Infrastructure

		the City of Sydney's involvement. Some expressed uncertainty about accountability and how local feedback would be integrated given State-level assessment.	(DPHI). The City of Sydney participates through consultation and feedback on design, urban outcomes, and local impacts as part of the preparation of the application.
		Parking and Traffic Management Parking emerged as a major concern, particularly due to existing congestion and proximity to the SCG, Verona Cinema, and Oxford Street. The group questioned the adequacy of the two basement parking levels and whether new residents would be excluded from Council parking permits. There were also concerns about access via Verona Street, potential traffic increases, drop-offs for the hotel, and the behaviour of visitors parking on local streets.	Parking and Traffic Management The development will provide 50 basement spaces for residents only, in line with State Environmental Planning Policy (SEPP) parking ratios—approximately one space per apartment. There will be no public parking. All vehicle movements will occur via Oxford Street, with a left-in, left-out arrangement to reduce congestion and prevent right turns. A loading dock and private trade bays will manage servicing internally. A Construction Traffic Management Plan (CTMP) will also be implemented to coordinate deliveries and worker access. On Wednesday, 8 October the project team responded via email to questions on Council parking permit eligibility questions taken on notice - Under the City of Sydney's Neighbourhood Car Parking Policy , residents of new multi-unit residential developments are often restricted from gaining residential parking permits. In line with this policy and the assessment requirements for the SSDA, the project will provide appropriate car parking for new residents.
		Cultural and Creative Space	Cultural and Creative Space

		Community members wanted more detail on the proposed cinema and creative components, including the number of seats, type of operation, and how the frontage would appear from the street. There was interest in what kind of retail and food offerings would be included.	The cultural and creative space will include a cinema and food and beverage venue inspired by the Golden Age model. The cinema will sit slightly below street level but retain an active street frontage to enhance vibrancy. Capacity is expected to be around 350 seats, increasing current offerings, and leasing will prioritise high-quality food and beverage tenants. Space has been designed to include a grease trap.
		Heritage and Environmental Protection The community members were concerned about the historic Busby's Bore, its alignment under the site, and whether excavation would damage heritage structures. Questions were also raised about tree retention and general environmental protection.	Heritage and Environmental Protection Comprehensive sonar, seismic, and drone surveying has been completed, and reports will accompany the State Significant Development Application. The design avoids disturbance of Busby's Bore, with no excavation proposed beyond the existing basement footprint. At 2 Verona Street, only four terrace-style dwellings are proposed, designed to respect heritage and context. Existing mature trees outside the site will be retained and pruned, and overall works align with City of Sydney's tree replacement program.
		Building Features and Landscaping The members asked if the garden area would be accessible to the public and sought details about rooftop use, utility upgrades, and the general landscape plan.	Building Features and Landscaping The central garden will be open to the public during the day but secured at night. A resident-only rooftop space will provide additional communal amenity. Electrical servicing will involve replacement of the existing substation with a single new unit, and sewer

			works will be confirmed at later design stages. Landscaping has been planned to blend with existing street trees and enhance local visual character.
		Construction and Timeframes Community members were interested in the overall project timeline and expressed appreciation for the improved design compared to nearby developments. Some described it as “well-resolved” and even “conservative,” suggesting it could potentially go higher.	Construction and Timeframes The team indicated an estimated 9 to 12 months for approval, followed by a two-year construction program. Efforts will be made to maintain communication with local residents throughout construction to minimise disruption and keep the community informed.
Local community groups: - Paddington Heritage Conservation Area Working Party - Three Saints Square Project - BIKEast	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd, emailed stakeholders with an overview of the proposal, a copy of the community newsletter, and an invitation to a community drop-in session scheduled for 15 October 2025 from 5.30 pm to 7.30 pm.	At the time of writing this report, no response has been received	17 Oxford St Pty Ltd will continue to engage with the stakeholders as required by the project.
Paddington Chamber of Commerce	On Thursday 25 September 2025, Urbis Engagement, on behalf of 17 Oxford St Pty Ltd, emailed stakeholders with an overview of the proposal, a copy of the community newsletter, and an invitation to a community drop-in session scheduled for 15 October 2025 from 5.30 pm to 7.30 pm.	On Monday 20 October, Urbis Engagement received an email from the Paddington Chamber of Commerce thanking the project team for their time and expressing enthusiasm for the opportunities the project would bring to Oxford Street.	The project team appreciate the support received from local community groups. Ongoing updates will be provided throughout the SSDA process and, if approved, during construction.

	On Wednesday 15 October 2025, two members of the Paddington Chamber of Commerce attended the drop-in session.		
--	---	--	--

06

Future engagement

6 Future engagement

17 Oxford St Pty Ltd will continue to keep stakeholders, and the community updated during the exhibition and determination phases by:

- Providing an update to the community once lodgement of the SSDA has occurred, enabling ongoing communication about its potential impacts, and next steps in the planning pathway.
- Ongoing engagement with agencies to address feedback received during public exhibition of the project.
- Enabling the community to seek clarification about the project through ongoing management two-way communication channels, including an email address (engagement@urbis.com.au) and phone number (1800 244 863).

Disclaimer

This report is dated 18 November 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 17 Oxford St Pty Ltd (**Instructing Party**) for the purpose of Engagement 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.

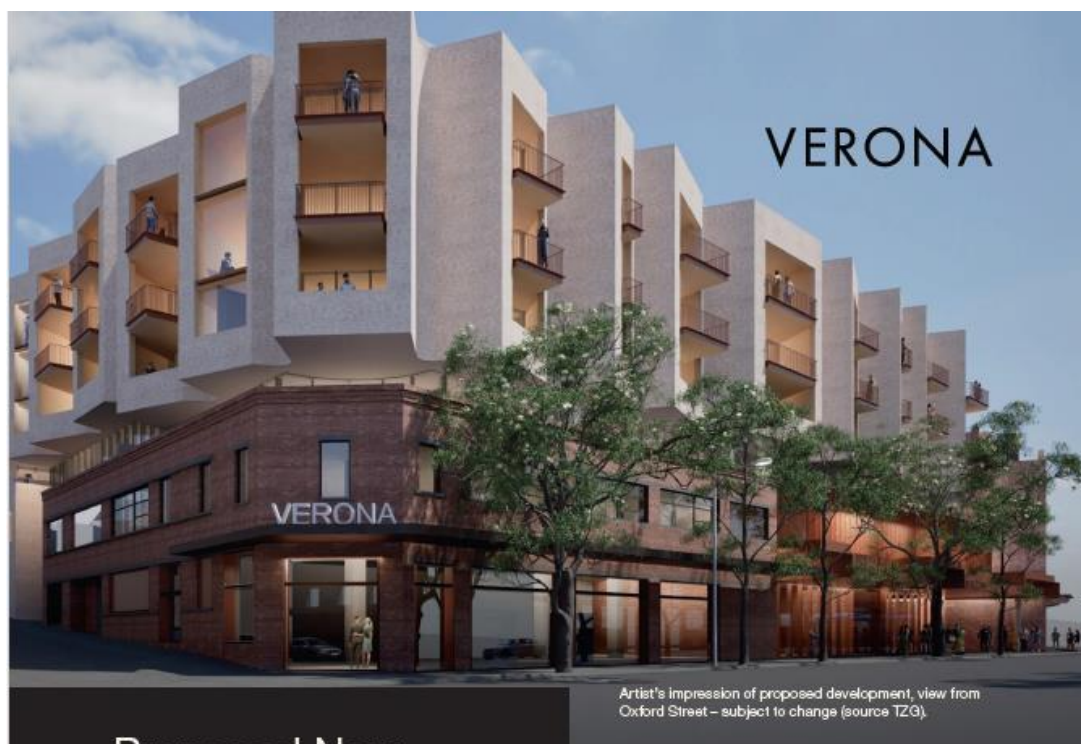
All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will 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



Proposed New Mixed-Use, Cultural and Creative Precinct for Oxford Street

September 2025

Plans for a mixed-use renewal of the former Verona Cinema site will reinstate the much-loved theatre and deliver a safe, accessible and inclusive public space for residents and visitors at 13 - 15 and 17 Oxford Street and 2 Verona Street, Paddington.

The proposal incorporates more cultural and creative space than a previous scheme and includes much-needed housing.

This newsletter provides a summary of the proposal, which will be lodged later this year as a State Significant Development Application (SSDA) and information on how the community can provide feedback to inform the plans.

What is proposed?

The proposal involves the revitalisation of this iconic Oxford Street site to incorporate a mixed-use development with infill affordable housing.

The SSDA will seek approval from the NSW Department of Planning, Housing and Infrastructure (DPHI) for:

- Demolition of existing structures on the site.
- Retention of the masonry façade at 17 Oxford Street.
- A mix of uses on the site including:
 - Approximately 53 apartments along the Oxford Street and Verona Street frontages.
 - Ground level retail, as well as cultural and creative uses fronting Oxford Street.
 - Four terrace houses on the 2 Verona Street lot.
 - Additional cultural and creative uses at the ground and basement levels.
- Two levels of basement car parking.
- A through site link along the site's western boundary, linking Verona and Marshall Street.
- Inclusion of 12.5% affordable housing or approximately 16-20 apartments.

The plans involve reinstating a cinema at the basement level, paying homage to the Palace Verona cinema.

Revitalising Oxford Street

Oxford Street is one of Sydney's most important cultural and creative hubs. The City of Sydney has a vision to revitalise Oxford Street as a destination for art, culture, nightlife, retail and creative enterprise.

The reimagining of the Verona site aims to enhance Oxford Street's contribution to Sydney's cultural and creative scene by paying homage to the site's former uses and reinstating a cinema at the gateway to Paddington. It will activate the site day and night, and incorporate small-scale food, beverage, and retail outlets, and incorporate much-needed housing.

Providing affordable housing close to Sydney CBD

Highly sought after inner-city locations such as Paddington have become increasingly unaffordable, often displacing lower income residents.

Plans for Verona include 12.5% affordable housing (approximately 16-20 apartments) – which will support access to transport, services and employment for low to middle income earners in Sydney.



About the proponent

WT Malouf is the proponent of this SSDA. WT Malouf is a family-owned, Eastern Suburbs-based property developer, with strong experience and a 70+ year history of delivering quality projects.

This newsletter has been produced by the Urbis engagement team; a team of community engagement experts who aim to provide clear and succinct information on behalf of their client, WT Malouf.

The planning pathway

Planning approval for the Verona site is being sought from the NSW Department of Planning, Housing and Infrastructure (DPHI).

- JULY 2025**
DPHI issued the Secretary's Environmental Assessment Requirements (SEARs) for the SSDA.
- WE ARE HERE**
An Environmental Impact Statement (EIS) is currently being prepared. This will assess potential impacts associated with construction and operation of the Verona development and suggested mitigation measures.
- NOVEMBER 2025**
The SSDA (including the Engagement Report) will be lodged with DPHI for assessment.
- LATE 2025 - EARLY 2026**
DPHI will publicly exhibit the proposal. At this point the community can make formal submissions to inform DPHI's assessment of the SSDA.

Provide feedback

Community drop-in session

Join us for a community drop-in session to learn more about the project and meet team.

Date: Wednesday 15 October

Time: 5.30pm - 7.30pm

Location: 17 Oxford Street, Paddington - Level 2

Social Impact Assessment online survey

Urbis is preparing a Social Impact Assessment (SIA) to inform the SSDA. An SIA is an independent, objective study undertaken to identify and analyse potential social impacts (positive and negative) associated with the proposed development. Community feedback is an important component of the SIA and will inform the assessment.

You can share your thoughts by completing a short online survey. To access the survey, scan the QR code shown here:



The survey will close on **Friday 17 October**.

Contact the team

To ask questions about the SSDA or provide your feedback on the proposal you can contact the Urbis team directly via:

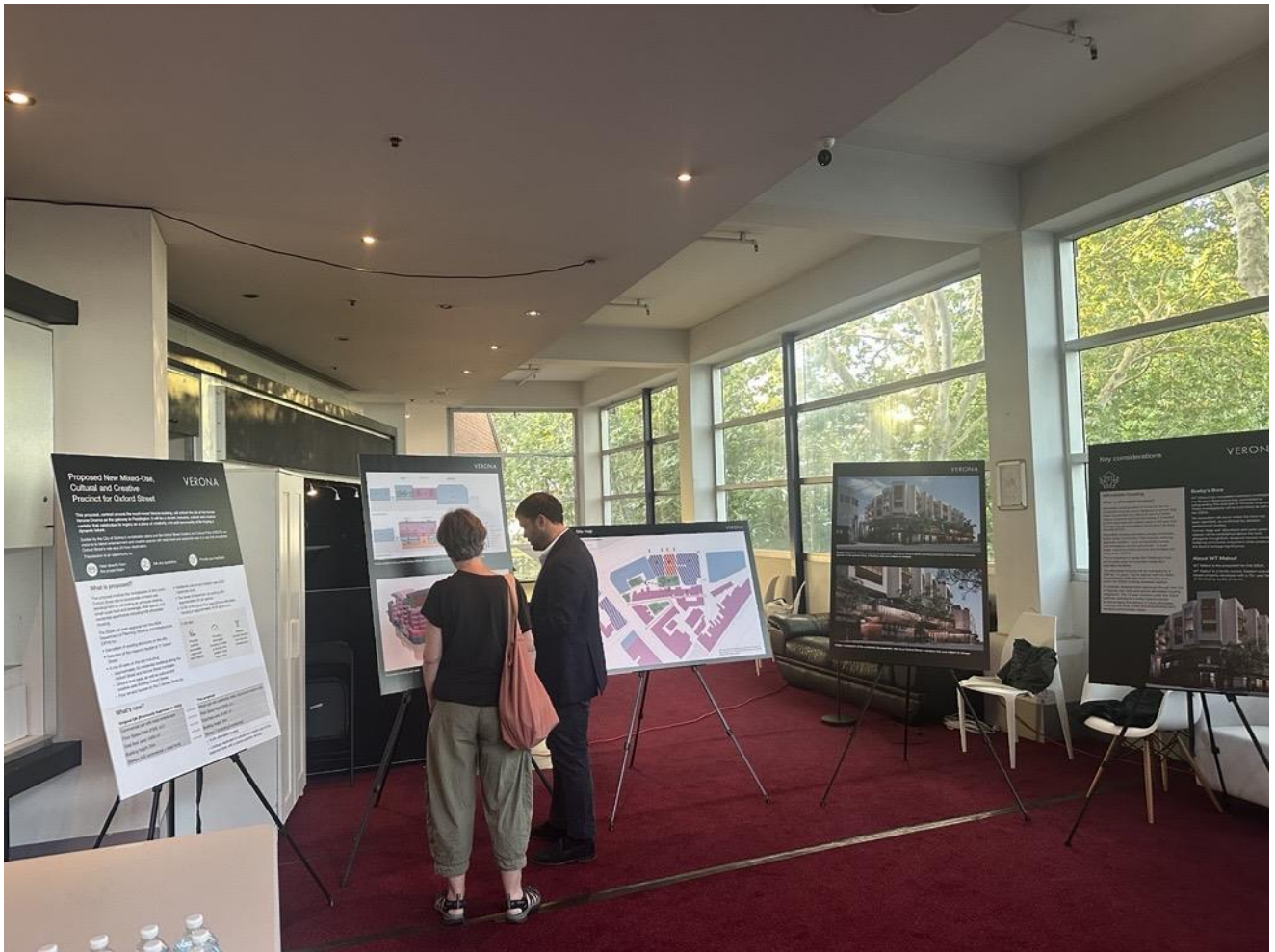
 **1800 244 863**

 **engagement@urbis.com.au**

Further opportunities to provide feedback will occur when the SSDA is placed on public exhibition.

VERONA

Appendix B Community drop-in session



Appendix C Information boards

Proposed New Mixed-Use, Cultural and Creative Precinct for Oxford Street

This proposal, centred around the much-loved Verona building, will enliven the site of the former Verona Cinema as the gateway to Paddington. It will be a vibrant, inclusive, cultural and creative corridor that celebrates its legacy as a place of creativity, arts and community, while forging a dynamic future.

Guided by the City of Sydney's revitalisation plans and the Oxford Street Creative and Cultural Policy (OSCCP), our vision is to blend entertainment and creative spaces with retail, food and residential uses in a way that strengthens Oxford Street's role as a 24-hour destination.

This session is an opportunity to:

Hear directly from the project team

Ask any questions

Provide your feedback

VERONA

What is proposed?

The proposal involves the revitalisation of this iconic Oxford Street site to incorporate a mixed-use development by reinstating an arthouse cinema, small-scale food and beverage, retail spaces and residential apartments including infill affordable housing.

The SSDA will seek approval from the NSW Department of Planning, Housing and Infrastructure (DPHI) for:

- Demolition of existing structures on the site.
- Retention of the masonry façade at 17 Oxford Street.
- A mix of uses on the site including:
 - Approximately 53 residential dwellings along the Oxford Street and Verona Street frontages.
 - Ground level retail, as well as cultural and creative uses fronting Oxford Street.
 - Four terrace houses on the 2 Verona Street lot.

- Additional cultural and creative uses at the basement level.
- Two levels of basement car parking with approximately 53 car spaces.
- 12.5% of the gross floor area (GFA) as affordable housing or approximately 16-20 apartments.

It will also:



Provide publicly accessible parks and open spaces



Providing affordable housing to retain a diverse and resilient local community



Restore existing facades and improve streetscapes

What's new?

Original DA (Previously Approved in 2023)

Commercial use with retail streetscape
 Floor Space Ratio (FSR): 4:3:1
 Total floor area: 4,893 m²
 Building height: 20m
 Storeys: 6 (5 commercial + retail front)



This proposal

Mixed-use with residential, retail, cultural and creative uses
 Floor Space Ratio (FSR): 4:1:1
 Total floor area: 10,491 m²
 Building height: 25m
 Storeys: 7 (including 6 residential)
 + 12.5% affordable housing
 + 1,500sqm dedicated to cultural and creative uses at the basement level, with a cinema operator secured

VERONA

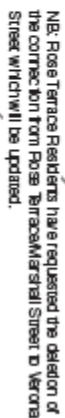


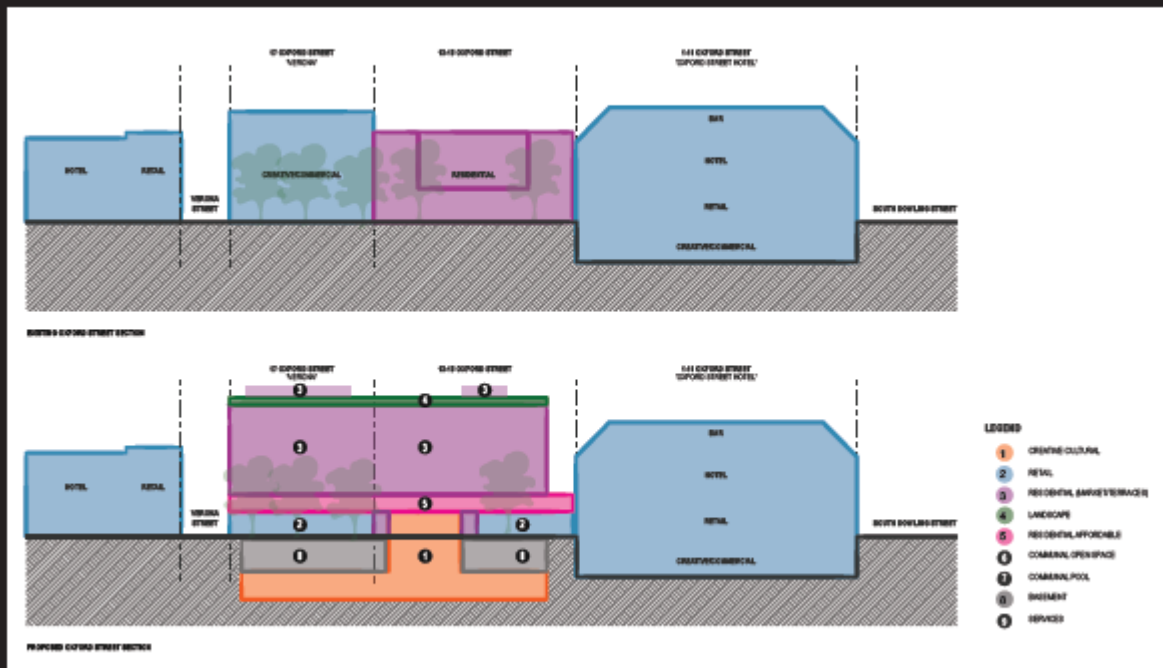
Artists' impression of the proposed development, view from Oxford Street showing proposed creative and commercial spaces on the ground floor. Indicative only and subject to change.



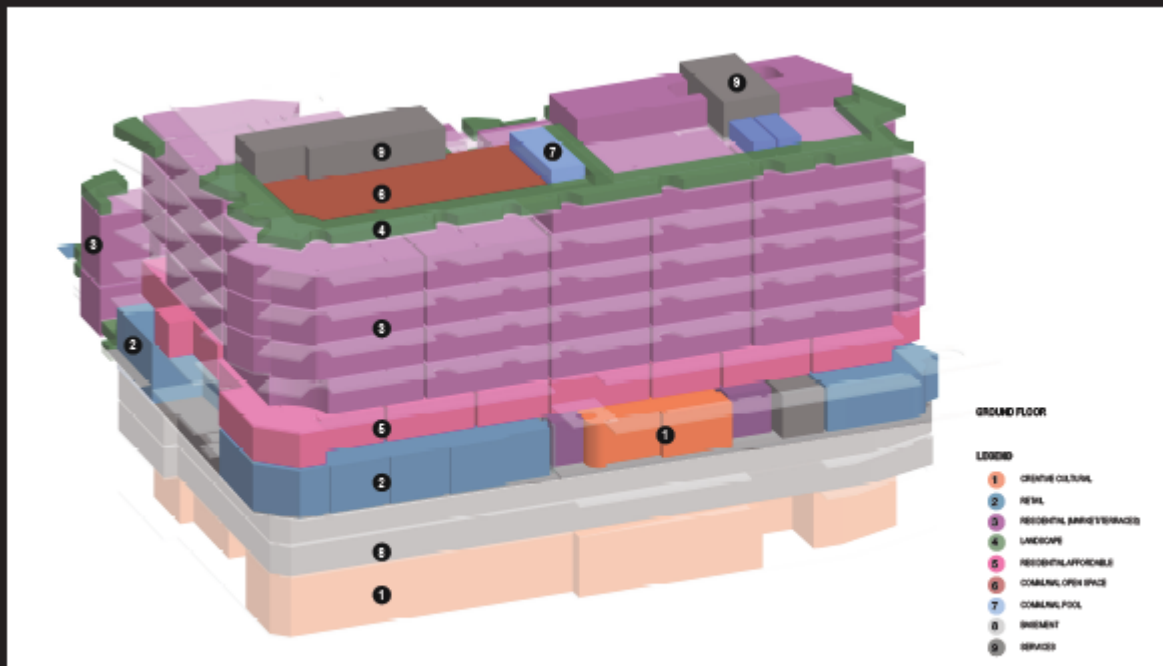
Artists' impression of the proposed development, view from Oxford Street. Indicative only and subject to change.

VERONA





Cross-section viewed from Oxford Street, showing current and proposed uses and building massing



Proposed massing and uses

Key considerations

VERONA



Affordable housing

What is affordable housing?

Affordable housing caters to those on low-to-moderate incomes and is designed to ensure that these households can afford to live in a home without experiencing financial stress. It is rented at 25% less than the market value in the area and managed by an accredited Community Housing Provider (CHP).

Affordable housing provides a range of benefits to the wider community. This includes retaining essential workers – such as teachers, nurses and emergency service personnel – in local areas, ensuring critical services and facilities are adequately staffed.

This is important in areas like Paddington that are located close to important health and education facilities.

The affordable housing will be managed by a CHP for 15 years. This is aligned with the NSW Government's Infill Affordable Housing policy, which the SSDA is being assessed against.

In contrast, developments approved through the City of Sydney may have permanent affordable housing obligations. The 15-year duration under the SSDA pathway represents a policy balance aimed at encouraging the delivery of more affordable housing over time, whilst ensuring development remains commercially viable.

Busby's Bore

WT Malouf has completed extensive investigations into Busby's Bore and is fully committed to safeguarding this example of Victorian engineering. These investigations will be submitted as part of the SSDA.

No excavation will occur where the bore has been identified, as confirmed by detailed geotechnical studies.

Formal 'deep soil' allocations and open green spaces will be established above the bore, alongside thoughtfully designed terrace houses, fostering community enjoyment while preserving the Bore's heritage significance.

About WT Malouf

WT Malouf is the proponent for this SSDA.

WT Malouf is a family-owned, Eastern-suburbs based property developer with a 70+ year history of developing quality projects.



Appendix D Darlinghurst Group/Parking Area 15



Appendix E Paddington Society



Appendix F Office of 24-Hour Economy Commissioner Briefing



URBIS

Verona

SSDA for 13 – 15 and 17 Oxford Street and 2 Verona Street

Acknowledgment 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.

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.

Urbis is committed to incorporating our respect for First Nations cultures, peoples and storytelling in our work across the Country. We are proud to have partnered with Darug nation artist, **Hayley Higram**, and to profile her artwork - **Sacred River Dreaming**.

Our agenda

URBIS

Introductions

About the project

Strategic alignment, vision and key benefits

Proposed new cinema

Next steps

What is proposed?

- Demolition of existing structures on the site.
- Retention of the masonry facade at 17 Oxford Street.
- A mix of uses on the site including:
 - Approximately 53 apartments along the Oxford Street and Verona Street frontages.
 - Ground level retail, as well as cultural and creative uses fronting Oxford Street.
 - Four terrace houses on the 2 Verona Street lot.
- Additional cultural and creative uses at the ground and basement levels.
- Two levels of basement car parking.
- 12.5% of the gross floor area (GFA) as affordable housing or approximately 16-20 apartments.



NSW 24-Hour Economy Strategy

Strategic alignment

NSW 24-Hour Economy Strategy vision:

To forge globally acclaimed 24-hour precincts, fostering an environment where businesses and workforces can thrive, communities flourish and individuals connect in a vibrant, inclusive after-dark experience

Our vision for the Verona precinct:

To enliven the site of the former Verona Cinema as the gateway to Paddington, guided by the City of Sydney's revitalisation plans. It will be a vibrant, cultural and creative corridor that celebrates its legacy as a place of creativity, arts and community.

Key benefits

Enlivening Oxford Street as Sydney's cultural and creative corridor



4 cinema theatres with capacity for up to 700 people



Additional 600sqm of creative and cultural space



530sqm of open space for current and future residents



53 apartments close to shops, services and cultural offering



Rent to be discounted by 25% for approx. 15 apartments

Original vs current DA

URBIS

Original DA	This SSDA
Commercial use with retail streetscape	Mixed-use with residential, retail, cultural and creative space
Building height: 20m	Building height: 25m
Storeys: 6 (5 commercial + retail front)	Storeys: 7 (6 residential, not including basement levels)
1024sqm cultural and creative space	Increase of 600sqm for cultural and creative uses (total 1664sqm) through City of Sydney bonus scheme
	16 - 20 affordable apartments



Verona Engagement and Communications Outcomes Report

Appendix 75



**Shaping cities
and communities
for a better future.**

urbis.com.au