

Social Impact Assessment Scoping Study

251-257 Maroubra Road and 133-135 Garden Street, Maroubra

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1.0 Introduction

This memo has been prepared to provide a Social Impact Assessment (SIA) scoping study for a new residential flat building and childcare development located at 251-257 Maroubra Road, and 133-135 Garden Street, Maroubra being proposed by Bridgewell Capital ('the Proponent'). The proposal is a Housing Delivery Authority (HDA) nominated State Significant Development Application and concurrent rezoning.

The Planning Secretary's Environmental Assessment Requirements (SEARs) note that the Environmental Impact Statement (EIS) must consider social impacts and, should any significant impacts be identified, a Social Impact Assessment must be prepared in accordance with the NSW Social Impact Assessment Guideline.

Early research, identification of potential social impacts and project responses have been undertaken to determine if a comprehensive SIA is required.

1.1 Scoping Study Methodology

The below methodology was undertaken to inform this study:

- Site analysis to understand any sensitive receivers and the local context.
- High level demographic analysis
- High level policy review summary
- Identification of impacted communities
- Assessment of likely social impacts, potential project responses, and overall residual impact.

2.0 Project Understanding

2.1 Project Background

This Social impact Assessment Scoping Study prepared by Colliers Urban Planning on behalf of BWSLD Maroubra Pty Ltd is submitted to the Department of Planning, Housing and Infrastructure (DPHI) in support of a concurrent Rezoning Proposal and State Significant Development Application (Rezoning and SSDA) for a residential flat building and ground floor childcare facility at 251-257 Maroubra Road and 133-135 Garden Street, Maroubra.

The site was declared State Significant Development (SSD) pursuant to *State Significant Declaration Order (No 10) 2025* (Order) issued on 1 July 2025 which specifies development in EOI application 254472 dated 7 April 2025 140 apartments including 15% affordable housing for 15 years and commercial GFA at 251-257 Maroubra Road, Maroubra Road, as identified in Schedule 3, is declared to be SSD.

The Order enables SSD-87865706 to be undertaken through the Housing Delivery Authority (HDA) pathway with a concurrent rezoning to the *Randwick Local Environmental Plan 2012* (LEP 2012).

2.2 Proposal

Specifically, the SSDA seeks approval for:

- Site preparation works including demolition, bulk excavation and tree removal.
- Construction for a nine (9) storey building comprising:
 - 120 residential apartments accumulating to 12,143.36 sqm, including 27 Units (equating to 15% of the total gross residential floor area) to be managed by an affordable housing manager for 15 years.
 - Loading area, ancillary storage and building plant.
 - Construction of a four (4) levels basement providing 203 car parking spaces, incorporating:
 - 175 car spaces for the residential component.
 - 28 for the childcare component.
 - 92 bicycle spaces.
- A future centre-based childcare centre at the ground level (cold shell only) equating to 891.21sqm of floor space.
 - Capable of accommodating 120 students children and 22 staff.
- Landscaping works, including public open space at ground level and communal open space at level 1.
- Extension and augmentation of services and infrastructure as required.

The concurrent Rezoning seeks the following amendments to the Randwick LEP 2012 to facilitate the proposed development:

- Height of buildings to be increased to 36m.
- FSR to be increased to 4.02:1

A detailed description of the proposed development is included in the Environmental Impact Statement and Rezoning Report prepared by Colliers Urban Planning, the Architectural Plans prepared by BKA Architecture, and the other accompanying technical documents that form part of the State Significant Development Application.

3.0 Subject Site

3.1 Site Location and Context

The Site is located at 255–257 Maroubra Road and 133–135 Garden Street, Maroubra, within the Randwick Local Government Area (LGA). It is situated approximately 210m east of the intersection of Maroubra Road and Anzac Parade, which forms the core of the Maroubra Junction commercial centre (**Figure 1**).

It is bounded to the north by Maroubra Road, Garden Street to the west, Garden lane to the south and a residential flat building development to the east. It is legally described as Lots A, B, C, D and E in DP 14198 and Lot D in DP 320521, is irregular in shape and is approximately 3270m² in area.

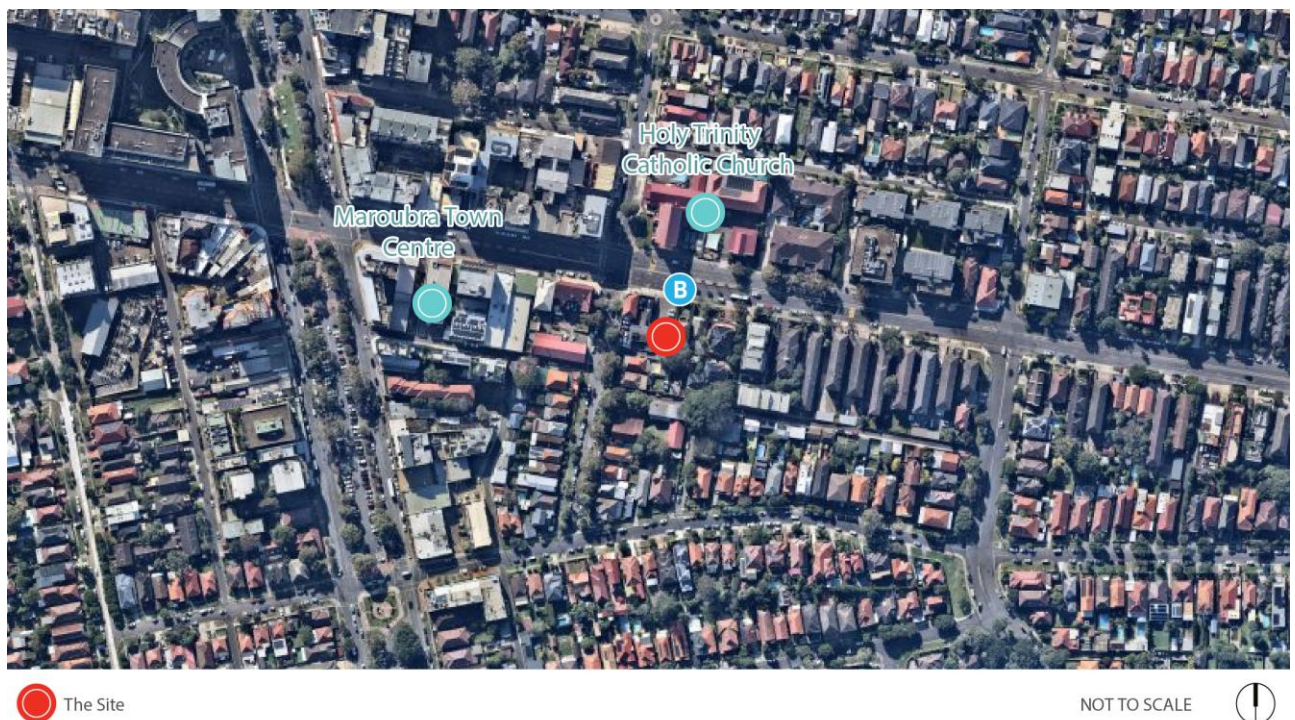


Figure 1 Site Context Map

Source: Google Maps; edited by Colliers Urban Planning

3.2 Site Description

The site is irregular in shape and occupies an area of approximately 3,270.1 sqm. It comprises five (5) allotments (**Figure 2**). Existing development on the site includes a mechanic's workshop, a skincare clinic, and residential dwellings. The site is positioned at the intersection of Garden Street and Maroubra Road, with frontages to both streets. A bus stop is located along the Maroubra Road frontage, before Garden Street.

Existing development on the site includes a mechanic's workshop and four (4) residential dwellings.



Figure 2 Site Aerial Map

Source: NearMap, edited by Colliers Urban Planning

3.3 Site visit observations

A site visit was undertaken to understand the local context and any potential sensitive receivers. Observations from the site visit are noted below.

- The site is prominent, fronting Maroubra Road and Garden Street with Garden Lane at the rear; current uses include older dwellings and a mechanical workshop, giving a transitional feel between commercial and residential areas.
- Surrounding built form on Maroubra Road ranges from shop-top housing to newer apartment blocks; the site appears underutilised compared to the consolidated commercial strip toward Anzac Parade. While Garden Street includes free standing one and two storey dwellings.
- Traffic along Maroubra Road can be heavy and noisy, with strong car dominance; footpaths are narrow and uneven, offering little shade or seating for pedestrians.
- Bus stops nearby are well-used by a mix of older adults, families, and students, indicating good public transport access but limited comfort for waiting passengers.
- Garden Lane functions as a service and parking area with tight manoeuvring space and low passive surveillance, which may feel unsafe after dark.
- Pacific Square shopping centre is within easy walking distance and attracts steady pedestrian flow, but the immediate frontage lacks greenery or public gathering spaces.
- Informal mid-block crossings on Maroubra Road suggest insufficient safe crossing points; accessibility for prams and mobility aids is constrained by kerb ramps and gradients.
- The area contains a culturally diverse population and varied age groups, reinforcing the need for inclusive design and safe, comfortable public domain.

4.0 Social context

4.1 Strategic policy review

The following section identifies high-level social drivers for the site, based on a review of federal, state and local policies and strategies.

Table 1 Strategic policy drivers

Policy theme	Key implications for the site and assessment	Source
Increased access to diverse housing in a convenient location	- There is a need for an additional 157,500 dwellings over a 20-year period for the Greater Sydney Region Plan's Eastern City District. - New housing should meet the needs of diverse household types, support community wellbeing and inclusivity, and create vibrant, well-designed places. - Medium to high density housing types will be the primary form of new housing supply in Randwick LGA and should prioritise accessibility, including walking and cycling. - Increasing provision of affordable rental housing is a key priority of Randwick City Council's Local Housing Strategy, with a target to dedicate at least 10% of total dwellings to very low to moderate income households.	- National Housing Accord (Australian Government, 2022) - Eastern City District Plan (NSW Government, 2018) - Local Strategic Planning Statement (LSPS) (Randwick City Council, 2020) - Housing Strategy Vision 2040 (Randwick City Council, 2019)
Community vibrancy and accessibility	- Growth should be focused within walking distance of shops, public transport, facilities and services and enhance housing choice and diversity in lower density areas. - The Inclusive Randwick Strategy aims for a resilient city where: - People are engaged, informed, and connected. - Residents can access social support and amenities, regardless of their ability or where they live. - The health, wellbeing, and safety of the community are both individually and collectively prioritised.	- Housing Strategy Vision 2040 (Randwick City Council, 2019) - Community Strategic Plan (Randwick City Council, 2025) - Inclusive Randwick Strategy (Randwick City Council, 2022)
Population growth and change	- Randwick LGA is anticipated to grow to approximately 180,150 people, mostly comprising lone-person households, couple households, and couple or single-parent households with children. - The LSPS seeks diverse housing options in well-connected locations to meet the needs of these evolving, smaller household types. - While Randwick LGA's population overall is ageing, the number of children aged 0-4 is projected to increase by around 10,750 persons by 2036.	- Local Strategic Planning Statement (LSPS) (Randwick City Council, 2020) - Randwick City Council Housing Strategy (Vision 2040)

4.2 Community Profile

Based on 2021 ABS Census of Population and Housing data, an overview of the demographic profile of Maroubra suburb is provided below, benchmarked to Randwick City LGA (SSL) and Greater Sydney.

Table 2 Community demographics

Category	Key findings
 Population and age structure	Maroubra has a younger population and is growing at a higher rate to Randwick LGA and Greater Sydney. - The PSL has a lower median age of 36.5 years compared to 37.5 years in the SSL and 37.3 years in Greater Sydney. Reflective of the lower median age, 23.0% residents are aged between 25 and 34 years and 22.8% of residents are ages between 35-49 years in the PSL. - Also reflective of this age structure is a higher proportion of couple families without children (27.5%) in the PSL compared to 23.6% in the SSL and 24.5% in Greater Sydney. - As at the 2021 Census, 6,340 residents were estimated to be residing in the PSL, estimated to have risen to 6,810 residents as at 2024 (ABS ERP 2024); at an average annual growth of 2.4% between 2021 and 2024 compared to 2.3% average annual growth rate in the SSL and 1.8% across Greater Sydney between 2021 and 2024
 Housing	Maroubra has more medium and higher density dwelling types, more rented dwellings, and a smaller average household size than Randwick LGA and Greater Sydney. - Flats, units and apartments are the most common dwelling type in the PSL, making up 69.6% of dwellings compared to the SSL (55.5%) and Greater Sydney (30.7%). - A lower proportion of people living in the PSL own their house either outright or with a mortgage (45.2%), compared to 51.4% in the SSL and 62.3% in Greater Sydney. Correspondingly, more people in the PSL rent (51.6%) compared to the SSL (46.9%) and Greater Sydney (36.1%). - The PSL had an average household size of 2.3 persons per household compared to 2.4 in the SSL and 2.7 in Greater Sydney.
 Cultural and linguistic diversity	Maroubra is more culturally diverse but has a smaller proportion of residents who identify as Aboriginal or Torres Strait Islander than Randwick LGA and Greater Sydney. - The PSL has a lower Aboriginal and/or Torres Strait Islander population (0.9%) compared to the SSL Greater Sydney at 1.8% each. - The PSL also has a larger share of residents born overseas (around 50.8%), compared to born 41.0% of the SSL and 38.9% of Greater Sydney, and there is a higher proportion who speak a non-English language at home (45.5%) compared to the SSL (29.6%) and Greater Sydney (39%). The top three non-English languages are Portuguese, Mandarin and Cantonese.
 Income and employment	Maroubra's median household income was lower than Randwick LGA and Greater Sydney. - The PSL had a median household income of \$107,850 compared to \$118,620 in Randwick LGA and \$108,750 in Greater Sydney, and an unemployment rate of 4.8% compared to 4.3% in Randwick LGA and 5.0% in Greater Sydney - Top industries of employment in the PSL included healthcare and social assistance, professional, scientific and technical services and construction.

Category	Key findings
 Socio-economic advantage/disadvantage	Maroubra is a relatively socio-economically advantaged area, but there are 1,479 people currently on the social housing wait list for the Eastern Suburbs region. - The PSL and SSL are relatively socio-economically advantaged. The PSL is ranked in the 91st percentile on the SEIFA Index of Relative Socio-economic Advantage and Disadvantage (2021), indicating a relatively high level of socio-economic advantage compared to other suburbs in NSW1. - Although the PSL and SSL have high socio-economic status, there are 1,479 social housing applicant households on the NSW Housing Register as of August 2025 for the eastern suburbs, which includes Maroubra and Randwick LGA2.

4.3 Engagement outcomes

In accordance with the SEARs for engagement, BWSLD implemented a strategy to inform local residents and businesses, Council, local stakeholders and key government agencies and authorities about the proposal. This not only ensured that the community has a clear understanding of the proposal but has also provided an important mechanism to gather feedback before lodgement of the SSDA.

Surrounding community and stakeholders were notified about the proposal via a notification letter and direct email outreach. On 6/11/25, a notification letter was distributed to residents and businesses within approximately 200m of the site, pictured below.



Figure 3 Engagement catchment area

Source: Scopomap, Colliers Urban Planning

¹ Parliament of NSW (2024) Electorate data: Socio-economic disadvantage, parliament.nsw.gov.au

² NSW Communities and Justice (2025) Social housing wait list, dcj.nsw.gov.au

Engagement activities focused on the following groups:

- **Surrounding residents and businesses** – to ensure local community and businesses concerns were understood, feedback was able to be gathered, and insights were able to be shared with the wider project team undertaking technical studies and investigations.
- **Government Agencies and Randwick Council** – to consult with DPHI, government agencies and Council as part of design development, and to work through technical considerations, issues and studies.

All engagement activities aligned with Engagement Institute (IAP2 Public Participation Spectrum) methodologies at the “consult” level of engagement. The table below outlines the engagement activities and number of participants.

Table 3 *Engagement Activities*

Activity / tool	Description	How engagement informed the project	Reach
Webinar	On 19/11/2025, we hosted a 1-hour online webinar via Zoom where the project team presented the proposal to community with an opportunity for questions and feedback at the end of the session.	Provided an opportunity for community to hear directly from the project team about the proposal, ask questions and provide feedback.	4 attendees
Community Survey	An online survey hosted via the project website with a combination of qualitative and quantitative questions related to the proposal.	Ensured the community had an opportunity to provide structured feedback in their own time via an accessible platform.	15 responses
Stakeholder email outreach	On 11 July 2025 and 25 November 2025, emails were sent to the strata managers of 205 Maroubra Road and 128A Garden Street, Maroubra, as well as to Randwick City Council, providing a copy of the community notification letter.	These emails ensured that strata managers who could not be contacted via letterbox drop, and Council, were aware of the proposal and prepared to respond to any questions from residents or constituents.	3 emails
Frontline Engagement (1800 Number and email address)	A 1800 number and email address for community to contact the project team regarding the proposal and provide feedback.	Provided community with a direct point of contact for any enquiries about the proposal.	1 email
Government Stakeholder Meetings	BWSLD and Colliers Urban Planning conducted meetings with key government stakeholders including Council and DPHI to share the proposal and invite feedback.	Create an open dialogue between key government stakeholders to ask questions and provide feedback to inform the EIS.	2 meetings

Key themes that emerged from community feedback include:



Traffic and Parking – Residents expressed a strong desire for more local parking options, noting the proposal includes basement parking to address existing parking shortages and manage congestion on Maroubra Road and Garden Street.



Built form and local character – Community members expressed a desire to retain the existing suburban character of Maroubra, with a preference for new development that complements the existing streetscape and maintains a sense of neighbourhood identity and heritage.



Neighbourhood Amenity – Community members raised concerns about protecting privacy and sunlight access, avoiding overshadowing and excessive visual bulk, and managing noise and disruption during construction and beyond.



Landscaping and Public Realm – Residents expressed a desire for green, accessible spaces with more trees and native planting, improved pedestrian connectivity, and environmentally sustainable design that delivers high thermal and energy efficiency.



Childcare Design – Residents supported the inclusion of a childcare centre, highlighting the importance of natural light and ventilation, covered outdoor play areas for year-round use, and secure drop-off and pick-up zones for families.

5.0 Preliminary Social Impact Assessment

A SIA is required to consider impacts under the following 'social factors' as defined by the DPHI SIA Guideline:

- **Way of life** – including how people live, how they get around, how they work, how they play, how they interact.
- **Community** – including social cohesion, community composition, and people's sense of place.
- **Surroundings** – including access to and use of the natural and built environment.
- **Culture** – including both Aboriginal and non-Aboriginal.
- **Accessibility** – including how people access and use infrastructure, services and facilities.
- **Health and wellbeing** – including physical and mental health and social determinants of health.
- **Decision making systems** – including distributive equity and the impact on future generations.
- **Livelihoods** – including people's capacity to sustain themselves through employment or business.

The social impact significance matrix specified in the SIA Guideline has been adopted for the purposes of undertaking this SIA (see **Table 4**).

Table 4 Social Impact Significance Matrix

	Magnitude				
	Minimal	Minor	Moderate	Major	Transformational
Likelihood level	Almost certain	Low	Medium	High	Very high
	Likely	Low	Medium	High	Very high
	Possible	Low	Low	Medium	High
	Unlikely	Negligible	Low	Low	Medium
	Very unlikely	Negligible	Negligible	Low	Medium

Source: NSW DPE, 2023, Technical Supplement - Social Impact Assessment Guideline for State Significant Projects.

5.1 Key impacted communities

Considering the project and site context and background, community profile and strategic drivers, the following individuals and communities are likely to be impacted by the proposal.

People more likely to be highly impacted (PSL)

- Nearby residents and businesses, particularly those directly adjacent to the site (refer to **Figure 3**)
- Holy Family Catholic Church (241 Maroubra Road, Maroubra).

Other local stakeholders (PSL)

- Businesses in the Maroubra Town Centre
- Randwick City Council.

Future stakeholders (PSL and SSL)

- People looking for a new residential flat in the Randwick LGA

- People seeking social or affordable housing opportunities in the Randwick LGA
- Construction workers and businesses in the construction industry
- Childcare operators looking for a new location in Maroubra suburb or Randwick LGA
- Childcare workers looking for a new role in Maroubra suburb or Randwick LGA.



5.2 Social impact scoping study

The likely social impacts are scoped in **Table 5**.

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Table 5 Scoping Study

Initial Assessment				Project Responses	
Potential impact	Social factors	Key impacted communities	Relevant context	Impact dimensions (likelihood, duration, experience)	Suggested project responses
Increased access to diverse housing in a well-connected location	• Accessibility • Health and wellbeing	• People seeking a residential flat in the PSL or SSL area • People seeking affordable housing in the SSL or eastern suburbs • Randwick City Council	• Proposal will deliver XX new residential flats, including 15% dedicated affordable housing for at least 15 years, with a mix of 1-, 2- and 3-bedroom dwellings, supporting a range of household types. • New residential flats will be located close to Maroubra Town Centre and existing public transport infrastructure, in alignment with local policies (Section 4.1). • Proposal contributes to the targets for National Housing Accord for Greater Sydney, and Randwick City Council affordable housing target (Section 4.1). • Household sizes in the SSL and PSL tend to be smaller than Greater Sydney, which aligns with the dwelling types proposed (Section 4.2). • There are 1,479 people currently on the NSW Housing Register waiting for Sydney's eastern suburbs (Section 4.2). • Community engagement conducted for the SSD found that residents value housing diversity but want development to complement the existing suburban character and streetscape. Feedback also highlighted the importance of sustainable design and improved connectivity, while noting concerns about potential impacts on neighbourhood identity.	Almost Certain + Moderate = High (ongoing, positive)	• N/A
Increased provision of childcare services	• Accessibility • Way of life	• PSL residents with children who may be seeking local childcare services • Childcare operators seeking a new location in the SSL	• Proposal will deliver space for a new childcare centre offering a long day care service for up to XX children aged 0-4. • The SSL population of young children aged 0-4 is projected to increase to 2036 (Section 4.1). Growth in this cohort will contribute to increased need for local childcare services. • Community engagement conducted for the SSD found strong support for the inclusion of a childcare centre. Residents emphasized the need for natural light and ventilation, covered outdoor play areas for year-round use, and secure drop-off and pick-up zones to ensure family-friendly design.	Likely + Moderate = High (ongoing, positive)	• N/A
Employment opportunities in construction and operation	• Livelihoods • Health and wellbeing	• SSL residents who work in childcare industry • Construction workforce and businesses	• Proposal will deliver space for a new childcare centre which will provide around XX FTE employment opportunities for workers in the childcare industry. • Proposal will directly support around XX jobs during construction. Indirect economic benefits will also extend to local PSL businesses patronised by construction workers. • Community engagement conducted for the SSD did not explicitly raise employment opportunities; however, feedback on delivering local benefits suggests that transparent communication about job creation and pathways for local employment would be valued.	Likely + Minor = Medium (ongoing, positive)	• Seek local procurement opportunities to enhance local economic benefit.
Increased height, bulk, and scale on the site, impacting sense of place	• Surroundings • Way of life	• PSL residents and businesses, particularly immediate neighbours • Holy Family Catholic Church	• Proposal will consolidate 6 lots and replace the existing 1-2 storey buildings with a new 9-storey building, increasing the bulk, height, and scale of built form at the site. • Proposal is consistent with existing built form on Maroubra Road to the west of Garden Street, extending this development type further along Maroubra Road (Section 3.1). • Proposal is consistent with the dominant dwelling type in the PSL, with flats, units, and apartments comprising almost 70% of existing dwelling stock (Section 4.2). • A high proportion of households rent in the PSL (Section 4.2). Households who rent may have less attachment to place and may be less vulnerable to this impact. • Community engagement conducted for the SSD found concerns about retaining the suburban character of Maroubra and avoiding excessive visual bulk. Residents requested protection of privacy and sunlight access, minimisation of overshadowing, and improvements to landscaping and the public realm to soften built form impacts. • <i>Solar access diagrams / overshadowing</i>	Possible + Minor = Low (ongoing, negative)	• Incorporate design strategies to minimise overlooking and maximise solar access to neighbouring residences.
Temporary disruption to daily routines during construction and amenity impacts related to construction	• Way of life • Health and wellbeing	• Immediate nearby residents and businesses • Holy Family Catholic Church	• Construction of the proposal is expected to take approximately XX months to complete. • During construction, nearby residents and businesses are likely to be impacted by noise, dust, vibration, footpath, and traffic impacts. • People who are home during the day, people with a long-term health condition or disability, and people with accessibility needs may be more affected by these impacts. • Community engagement conducted for the SSD found strong concerns about noise, dust, traffic congestion, and disruption during construction. Feedback emphasised the need for proactive communication on timelines, mitigation measures, and real-time updates to maintain amenity and manage impacts effectively.	Almost certain + Minor = Medium (temporary, negative)	• Implement Construction Management Plan with protocols for pedestrian and vehicle safety. • Implement a complaints management system during construction to ensure residents have a process to report issues. • Communications to keep nearby residents informed, particularly noisy activities or vehicle access impacts.

6.0 Conclusion

This social impact assessment scoping study has been undertaken to identify any potential social impacts of the proposed development of 251-257 Maroubra Road, Maroubra.

The scoping assessment has not found any significant negative impacts, and therefore social impacts identified above can be addressed within the Environmental Impact Statement, as required by the DPHI key guidance for social impact on HDA projects.