

22 June 2026

Submission Objecting to Amended SSD-80211463

Mixed-use Development with In-fill Affordable Housing 164–194 William Street, Woolloomooloo

We are residents of Apartment 1306, The Elan, 1 Kings Cross Road, Darlinghurst.

We object to the amended proposal in its current form and request that the height and scale of the development be reduced.

While we support the provision of affordable housing and sensible redevelopment of underutilised sites, we believe the current proposal represents an overdevelopment of this location and will have an unreasonable impact on surrounding residents and the broader character of the area.

Our primary concerns are:

1. Significant Increase in Height and Scale

The amended proposal now includes buildings ranging from 7 to 22 storeys. This represents a substantial increase in scale compared with the earlier concept proposal that was publicly exhibited and assessed.

Residents who reviewed the earlier proposal could not reasonably have anticipated a development of this magnitude. The current scheme appears to seek a significant uplift in building height and bulk beyond what was originally presented to the community.

2. Loss of Views and Visual Amenity

Apartment owners and residents in The Elan currently enjoy important views across Woolloomooloo, Sydney Harbour and the surrounding cityscape.

The proposed 22-storey building will intrude into these views and materially alter the visual outlook currently enjoyed by many residents.

While some view sharing is expected in a growing city, the scale of view loss resulting from a 22-storey building is considerably greater than would occur under the previously assessed concept proposal.

3. Existing Visual Impact Assessment is Outdated

The Visual Impact Assessment prepared in 2023 included assessment viewpoints from surrounding buildings and concluded its analysis based on an earlier, lower-rise concept.

The current proposal is materially different and substantially larger than the scheme originally assessed.

As a result, it is unclear whether the previous visual impact conclusions remain valid. We believe a revised visual impact assessment should be undertaken that accurately models the current 22-storey proposal and includes additional viewpoints from affected residential buildings, including The Elan.

4. Overdevelopment of the Site

The proposal appears to maximise development yield at the expense of surrounding residential amenity.

A development of this scale will create a larger visual presence, increase building bulk and contribute to a more enclosed urban environment within an area that is already undergoing significant intensification.

The proposed height is out of proportion with much of the surrounding built form and risks setting an undesirable precedent for further increases in building height within the locality.

5. Impact on Local Character

William Street and the Kings Cross gateway area have a distinctive character created by a mix of historic buildings, established residential towers and important harbour outlooks.

The proposed 22-storey building would become a dominant visual element within this setting and would alter the character of the area in a way that is inconsistent with the scale originally presented to the community.

Conclusion

We respectfully request that the Department require the proposal to be scaled back, particularly the height of the tallest building.

At a minimum, a revised and independent visual impact assessment should be undertaken using the current design and height envelope, including assessment from The Elan and other affected residential buildings that were not adequately considered in earlier studies.

The Elan sits on elevated land above William Street and functions as a landmark building at the Kings Cross gateway. Because of this elevated position, residents have historically enjoyed long-established harbour and district views.

The Department should carefully consider whether the proposed 22-storey tower results in an unreasonable transfer of amenity from existing residents to a private developer seeking additional development yield.

We support appropriate redevelopment and affordable housing; however, the current proposal goes beyond what is reasonable for this site and imposes unnecessary impacts on surrounding residents.

Yours faithfully,

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