Reimagining The Piccadilly's next act

WALLIS ENTERTAINMENT

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Wallis Entertainment, in partnership with Baracon, is progressing a planning application for a carefully considered revitalisation of the iconic Piccadilly cinema site at 181–189 O'Connell Street, North Adelaide.

The proposal is centred on preserving and celebrating The Piccadilly's much-loved Art Deco heritage while securing its long-term future as a cinema and entertainment destination. This includes the introduction of a residential apartment building alongside the refurbishment of the existing cinema complex.

For generations, The Piccadilly has brought people together through film, culture and shared experiences. This next chapter is about ensuring it can continue doing so for generations to come.

We are pleased to share early information about the proposal and welcome the community's interest as the project progresses. Formal notification of the development will occur once a planning application is lodged.

This fact sheet provides an overview of the proposed development, opportunities to learn more and details on how to contact the project team with any questions.

What's being proposed?

The proposed development consists of a 16-level residential apartment building on the northern part of the site. The new building will contain approximately 32 luxury apartments with car parking and entry off O'Connell Street.

Alongside the residential component, The Piccadilly's three boutique cinemas, first-floor lounge and function space will undergo an internal refurbishment.

The proposal has been designed to retain and celebrate the cinema's important heritage features while supporting its continued role as a destination for film, entertainment and shared community experiences.

Why is this development required?

The proposal is centred on preserving and securing the long-term future of The Piccadilly while celebrating its unique Art Deco heritage and important place within the community.

The introduction of a residential component will support the revitalisation of the cinema, while bringing new residents and activity into the North Adelaide precinct.

At the heart of the vision is ensuring The Piccadilly can continue operating as a much-loved boutique cinema and entertainment destination, bringing people together through film, culture and shared experiences for generations to come.



Figure 1: Artist impression, view from O'Connell Street.

What are the heritage considerations?

The Piccadilly cinema is a North Adelaide institution that has been entertaining South Australians for over 80 years.

It is formally recognised as a State Heritage Place for its interwar Art Deco design, cultural importance in the history of film exhibition, and association with major South Australian cinema entrepreneurs.

The proposed development will retain The Piccadilly Art Deco façade on Childers St as well as the 'cigar building' on the corner of Childers and O'Connell Street. It will also honour a replica of the historical neon "Piccadilly" sign on the rooftop of the cinema facing O'Connell Street.

Whilst the proposed development seeks partial demolition of the northern part of The Piccadilly, significant reuse of heritage components such as ceiling roses, handrails and light fittings will be incorporated into the new apartment building.



Figure 2: Historical photograph showing original rooftop sign

What are the planning considerations?

The site is located within the City Main Street Zone with a City High Street Subzone. It is a Catalyst site. Planning policies seek increased residential populations and creating vibrancy.

What will the new buildings look like?

The residential apartment building will face O'Connell Street. It will include an entrance and foyer as well as resident and visitor car parking. This design approach helps to let in sunlight and mitigate any impacts of the building on neighbouring properties.

What are the impacts on neighbours?

Traffic and car parking

Car parking for apartment building residents and visitors will be contained on-site via 69 car spaces within the apartment building. Carpark entry will be from O'Connell Street, with the number of car spaces supplied exceeding Planning and Design Code car parking requirements.

Public Transport

The O'Connell Street bus stop adjacent the site will be moved approximately 15 metres south to facilitate the new apartment building entrance and foyer.

Trees

Two significant/regulated trees on O'Connell Street will require removal.

Overshadowing

The proposal satisfies the overshadowing requirements of the Planning and Design Code ensuring the neighbouring properties are not adversely impacted.

What's the next step?

For the proposal to proceed, development approval is required from the independent State Commission Assessment Panel (SCAP).

Lodgement of the development application is expected to occur in late November 2026. Statutory public notification will occur after the application is lodged.

As part of this approval process, a statutory notification process will occur with adjacent landowners and occupiers. SCAP will manage this process.

What is the Apartment Fast-Track Fund?

The South Australian Government's $500 million Apartment Fast-Track Fund helps eligible apartment projects secure finance by providing pre-sale guarantees. The Government does not build or fund developments but acts as a guarantor to reduce financing risk and support housing delivery.

The scheme applies to eligible developments in the Adelaide CBD, and as recently announced by the Government, North Adelaide and other approved strategic locations. All projects must still go through the normal planning approval process.

Government guarantees are only available for eligible apartments valued at up to $1.5 million each. The Fund can support up to 50% of apartments within an eligible development, subject to a maximum guarantee value of $50 million per project.

Based on the requirements of the fund, The Piccadilly development will not be eligible.

Why is this proposal needed if The Piccadilly was recently refurbished?

Wallis invested significantly in a major refurbishment of The Piccadilly in 2022, restoring heritage features and enhancing the cinema experience. While these works revitalised the venue, maintaining and operating a large heritage building requires ongoing investment.

The proposal retains all three cinemas and introduces new homes and activity that will help keep this iconic cinema vibrant for generations to come.

To stay up to date, visit:

https://wallis.com.au/piccadilly/reimagining-the-piccadillys-next-act/

URPS This fact sheet has been prepared by URPS on behalf of Wallis Entertainment and Baracon. November 2026.