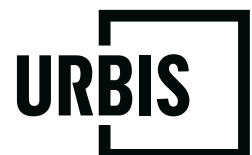


# SOCIAL IMPACT ASSESSMENT

CONCEPT SSDA  
45-53 Macleay Street, Potts  
Point

Prepared for  
**TIME & PLACE LTD**  
28 February 2025



## URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

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Assistant Planners	Lara Ball
Project Code	P0035022
Report Number	FINAL



## Acknowledgement of Country

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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.

Title: Sacred River Dreaming  
Artist Hayley Pigram  
Darug Nation  
Sydney, NSW

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# EXECUTIVE SUMMARY

Urbis Ltd (Urbis) was engaged by Time & Place (the proponent) to prepare a Social Impact Assessment (SIA) to inform a Concept State Significant Development Application (SSDA) for a mixed-use development at 45-53 Macleay Street, Potts Point (the site).

The Concept SSDA seeks approval only for concept building envelopes and land use mix (the proposal), with approval for the specific number and mix of apartments subject to a detailed SSDA approval. The detailed SSDA will seek approval for a 13-storey mixed-use shop-top housing development comprising three levels of basement car parking, ground-floor retail, and residential above.

The proposal's intended outcome is to provide a concept envelope that will enable a high-quality mixed-use residential development that offers both market housing and purpose-built affordable housing that responds positively to the surrounding character and context. This will provide a highly sustainable built-form outcome with high residential amenities for future occupants and carefully manage impacts on surrounding properties.

## REPORT PURPOSE AND SCOPE

A SIA is an independent and objective study that identifies and analyses a proposed development's potential positive and negative social impacts. It involves a detailed study to scope potential positive and negative social impacts, identify appropriate mitigation and enhancement measures and provide recommendations aligned with professional standards and statutory obligations. It is the intention that the SIA process will inform the proposal, not just reflect and report on impacts.

Social impacts can be understood as the consequences people (individuals, households, groups, communities, or organisations) experience when a new project brings change. A SIA considers physical and intangible impacts, direct and indirect impacts, short-term (construction) and long-term (operational) impacts.

The NSW Department of Planning, Housing and Infrastructure's (DPHI) Social Impact Assessment Guideline (2023) states that a SIA should consider the likely changes to the following social elements of value to people: way of life, community, accessibility, culture, health and wellbeing, surroundings, livelihoods and decision-making systems.

The Concept SSDA would facilitate the development of higher-quality and more diverse housing stock with the provision of formal affordable housing, contributing to the Council's target to deliver 11,000 affordable dwellings by 2036.

Whilst it is acknowledged that this proposal is for concept approval only and does not involve any physical works, this SIA aims to provide a preliminary assessment of potential social impacts arising from the Concept SSDA. Where relevant, this SIA identifies potential impacts that could arise during the construction and operational phase of the project and highlights social impact matters that should be considered during the detailed SSDA stage.

## METHODOLOGY

A SIA social baseline, field study, impact scoping and assessment were undertaken to complete this SIA report. A detailed methodology is included in Section 2. The methodology was informed by the guidance in the SIA Guideline and Technical Supplement (DPHI 2023).

The potential social impacts of the proposal are assessed by comparing the magnitude of impact (minimal to transformational) against the likelihood of the impact occurring (very unlikely to almost certain). This risk assessment methodology has been applied from the DPHI SIA Guideline: Technical Supplement (2023) and is outlined in Section 6 of this report.

## EXISTING ENVIRONMENT

The site is at 45-53 Macleay Street, Potts Point, in the City of Sydney Local Government Area (LGA). It accommodates a 12-storey residential flat with 80 studio apartments and car parking. The existing housing is a uniform type of lower cost housing.

The site is well-serviced by public amenities such as supermarkets, cafes, destination retail shops, and a library. The site is also within convenient walking distance of Kings Cross Train Station and several bus routes.

A social locality was identified for this proposal to help identify the scale and nature of likely social impacts and the likely impacted groups. This was determined based on a review of the proposal, surrounding context and consultation outcomes. The social locality considers two key areas and likely impacted groups, including the immediate and surrounding social localities. The immediate social locality includes nearby residents and businesses within the Potts Point suburb that may be affected by localised impacts (i.e., overshadowing, noise, parking). The surrounding social locality includes residents, businesses and services within the broader Potts Point suburb who may be directly or indirectly impacted by the proposal (i.e., increased congestion, housing availability).

## POTENTIAL POSITIVE AND NEGATIVE SOCIAL IMPACTS

A summary of the potential positive and negative social impacts identified are provided in the table below, presented by impact significance. The full assessment is provided in Section 6.

Impact category	Impact description	Mitigated assessment	Recommendations provided
Way of life	Change in housing diversity and affordability	<b>High positive</b> for people across Greater Sydney seeking housing in Potts Point.	Yes. Refer to Section 6.2.1.
Way of life	Potential community concerns about the forced relocation of existing residents	<b>Neutral</b> for existing residents	Yes. Refer to Section 6.2.1.
Community	Perceived impact on local community cohesion	<b>Medium positive</b> for future residents and immediate neighbours with varying socio-economic levels	Yes. Refer to Section 6.2.2.
Community	Changes to local amenity	<b>Neutral</b> for residents (past and future), immediate neighbours and the surrounding community	Yes. Refer to Section 6.2.2.
Community	Changed sense of place related to changes to local character	<b>Neutral</b> for immediate neighbours and the surrounding community	Yes. Refer to Section 6.2.2.
Accessibility	Potential changes in local parking availability	<b>Neutral</b> for immediate neighbours and the surrounding community	Yes. Refer to Section 6.2.3.
Culture	Potential impacts on nearby European heritage items and the Potts Point Heritage Conservation Area	<b>Low positive</b> for surrounding residents and visitors.	Yes. Refer to Section 6.2.4.

Impact category	Impact description	Mitigated assessment	Recommendations provided
Culture	Potential disruption to sites of Aboriginal significance	<b>Neutral</b> for immediate neighbours and the surrounding community, including local Aboriginal community members.	Yes. Refer to Section 6.2.4.
Health and wellbeing	Improved access to amenities for future residents	<b>Medium positive</b> for future residents	Yes. Refer to Section 6.2.5.
Surroundings	Overshadowing and/or loss of privacy impacts	<b>Medium positive</b> for neighbouring residents and visitors	Yes. Refer to Section 6.2.6.
Livelihoods	Potential for increased employment opportunities through retail offerings	<b>Low positive</b> for the local and surrounding workforce	Yes. Refer to Section 6.2.7.
Decision-making systems	Increased community and stakeholder participation	<b>Medium positive</b> for all community members and stakeholder given the opportunity to provide feedback on the proposal.	Yes. Refer to Section 6.2.8.
Cumulative social impacts	A discussion on cumulative social impacts is outlined in Section 6.2.9. This includes the following cumulative social impacts: <ul style="list-style-type: none"> <li>▪ Cumulative changes to local character</li> <li>▪ Cumulative construction impacts</li> </ul>		Yes. Refer to Section 6.2.9.

## PROPOSED MITIGATION, ENHANCEMENT AND MANAGEMENT MEASURES

A consolidated list of measures to enhance positive social impacts and mitigate negative social impacts identified throughout this report and summarised in the table above is provided in Section 7 of this report. Additional SIA recommendations to further enhance positive impacts and mitigate negative impacts are also provided in Section 7 of the report.

# 1. INTRODUCTION

Urbis Ltd (Urbis) was engaged by Time & Place (the proponent) to prepare a Social Impact Assessment (SIA) for 45-53 Macleay Street, Potts Point (the site). The SIA is to accompany a Concept State Significant Development Application (Concept SSDA) for a mixed-use development at 45-53 Macleay Street, Potts Point (the site).

The Concept SSDA seeks approval only for concept building envelopes and land use mix, with approval for the specific number and mix of apartments subject to a detailed SSDA approval. The detailed SSDA will seek approval for a 13-storey mixed-use shop-top housing development comprising three levels of basement car parking, ground-floor retail, and residential above.

The detailed SSDA proposal will include 15% affordable housing for a 15-year period to use the height and floor space bonuses in the Housing State Environmental Planning Policy (SEPP). The proposal will comply with the maximum height and floor space ratio (FSR) controls for the site when using the bonuses provided under the Housing SEPP for affordable housing and the Sydney LEP 2012 for design excellence.

## 1.1. REPORT PURPOSE AND SCOPE

A SIA is an independent and objective study that identifies and analyses a proposed development's potential positive and negative social impacts. It involves a detailed study to scope potential positive and negative social impacts, identify appropriate mitigation and enhancement measures, and provide recommendations aligned with professional standards and statutory obligations. The SIA process intends to inform the Concept SSDA, not just reflect and report on impacts.

Social impacts can be understood as the consequences people (individuals, households, groups, communities, or organisations) experience when a new project brings change. An SIA considers physical and intangible impacts, direct and indirect impacts, and short-term (construction) and long-term (operational) impacts.

The Concept SSDA seeks approval for concept building envelopes and land use mix. It should be noted that approval is not sought for a number of apartments or unit mix which will be developed further through detailed design and the design excellence process to ensure the mix meets the requirements of the community.

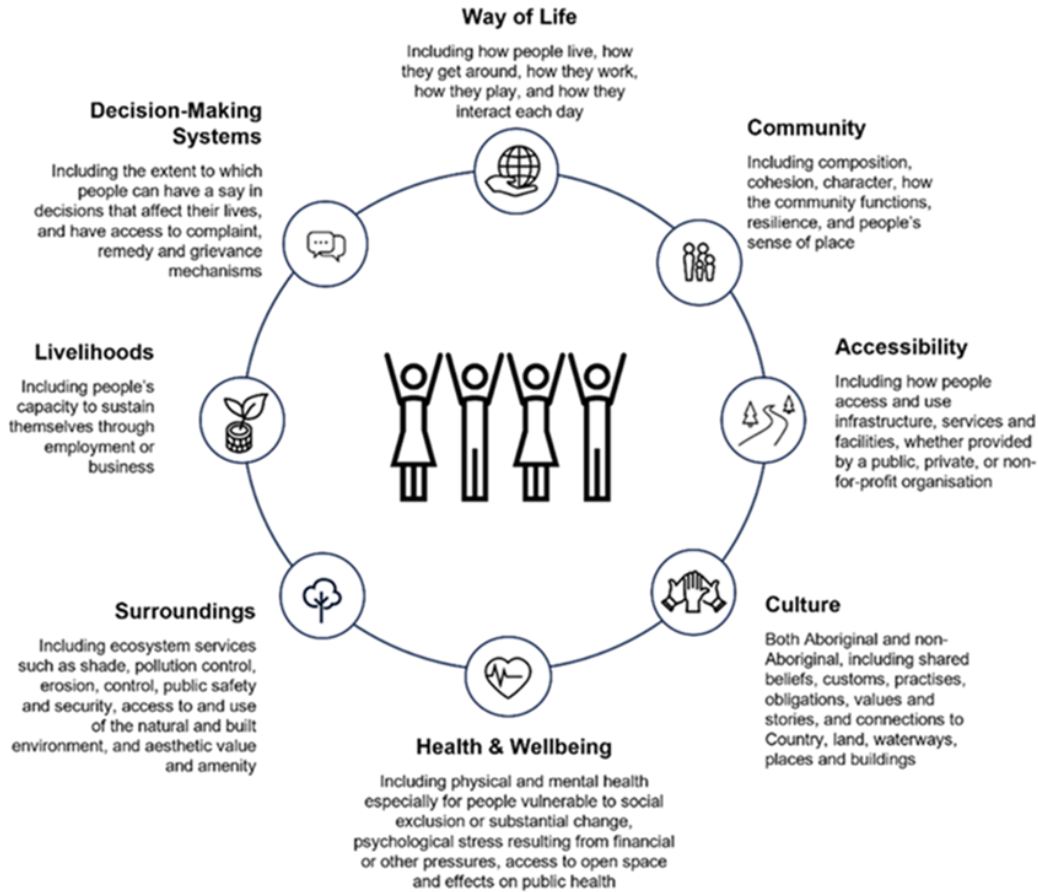
Regardless of the proposed unit numbers and mix, 15% of the total gross floor area (GFA) will be dedicated affordable housing which is required to be managed by a registered community housing provider (CHP). The Concept SSDA is supported by a reference scheme which provides an example of the number and mix of apartments that could be accommodated on the site.

The Concept SSDA would enable the development of higher-quality and more diverse housing stock with the provision of formal affordable housing, contributing to the Council's target to deliver 11,000 affordable dwellings by 2036.

Whilst it is acknowledged that this proposal is for concept approval only and does not involve any physical works, this SIA aims to provide a preliminary assessment of potential social impacts arising from the Concept SSDA. Where relevant, this SIA identifies potential impacts that could arise during the construction and operational phase of the project and highlights social impact matters that should be considered during the detailed SSDA stage.

The NSW Department of Planning, Housing and Infrastructure's (DPHI) Social Impact Assessment Guideline (2023) states that a SIA should consider the likely changes to the following social elements of value to people.

Figure 1 SIA categories



Source: SIA Guidelines (DPHI, 2023 p. 19)

## 1.2. SIA GUIDELINES AND REQUIREMENTS

This SIA aligns with the best practice methods contained within the DPHI's SIA Guideline (2023). The DPHI SIA Guideline (2023) provides a framework to identify, predict and evaluate likely social impacts and helps to provide greater clarity and certainty for proponents and the community.

This SIA has been prepared to satisfy the Secretary's Environmental Assessment Requirements (SEARs) for SSD-79316759 issued on 7 February 2025. The individual SEARs item relevant to this SIA is outlined in Table 1 below.

Table 1 SEARs item

Item	SEARs requirement	Relevant section of report
16	<p><b>Social Impact</b></p> <p>The EIS must consider social impacts and, should any significant social impacts be identified, a Social Impact Assessment must be prepared in accordance with the <i>Social Impact Assessment Guidelines for State Significant Projects</i>.</p>	This report (Sections 6-7)

Source: SEARs issued for the proposal, issued 7 February 2025 (DPHI, 2025)

## 1.3. PROPOSAL OVERVIEW

The Concept SSDA seeks concept approval pursuant to Section 4.22 of the EP&A Act for a 13-storey mixed-use shop-top housing development comprising three levels of basement car parking, ground-floor retail, and residential above.

The detailed SSDA proposal will include 15% affordable housing for a 15-year period to use the height and floor space bonuses in the Housing SEPP. The proposal will comply with the maximum height and floor space ratio (FSR) controls for the site when using the bonuses provided under the Housing SEPP for affordable housing and the Sydney LEP 2012 for design excellence.

Specifically, the SSDA seeks concept approval for a 13-storey mixed-use development comprising:

- Maximum GFA of 5,529.8 sqm
- Maximum building height of 50.05m
- Maximum FSR of 4.29:1
- Ground floor retail and commercial uses with 12 storeys of residential tower above
- Three basement levels for parking, services and storage
- Vehicular and loading access from McDonald Street.

### Reference Scheme

SJB has also prepared a reference scheme, which is detailed in the Architectural Drawings (SJB, 2025). The intent of this design is to demonstrate how a building can be established within the Concept SSDA proposed envelope while maintaining reasonable view-sharing and overshadowing outcomes, achieving a practical floor plate that achieves good residential amenity and enabling a positive streetscape presentation.

**At this stage, no approval is sought for the reference scheme as part of the Concept SSDA, and the building's eventual layout and detailed design will be determined through a competitive design process and detailed SSDA.**

The proponent intends to utilise bonus FSR available under SLEP 2012, which will be explored through the design excellence process following the determination of the Concept DA.

Key features of the reference scheme include:

- A total of 34 residential apartments (across Levels 1 to 12) comprising:
  - 1-bedroom: 4 apartments (11.8%)
  - 2-bedroom: 3 apartments (8.8%)
  - 3-bedroom: 27 apartments (79.4%)
- A retail tenancy (250sqm) is located along the Macleay Street frontage to activate this elevation.
- An area of communal open space, comprising 26% of the site area (337sqm), is located on the ground floor and includes landscape planting and a pool.

A deep soil zone is accommodated, comprising 10.3% of the site area (119sqm).

- Car parking, servicing and loading is accommodated within the ground and basement levels.
- Services, waste and loading are located on ground level adjacent to the vehicular frontage, ensuring convenient access.

The Landscape Concept Report prepared by Black Beetle (2025) includes two main components – the ground floor and rooftop.

- The ground floor landscape scheme seeks to create a definition between the public and private domains through a strip of deep soil planting on the western edge of the site, while also accommodating raised garden beds to obscure views of the private open space from the surrounding public areas. The communal open space also includes pots, seating areas and a 3x15m pool.

- The rooftop area includes landscaping for two private terrace areas with pergolas. Planting provides visual relief between the two terraces and the area for rooftop mechanical plant equipment.

Figure 2 The site



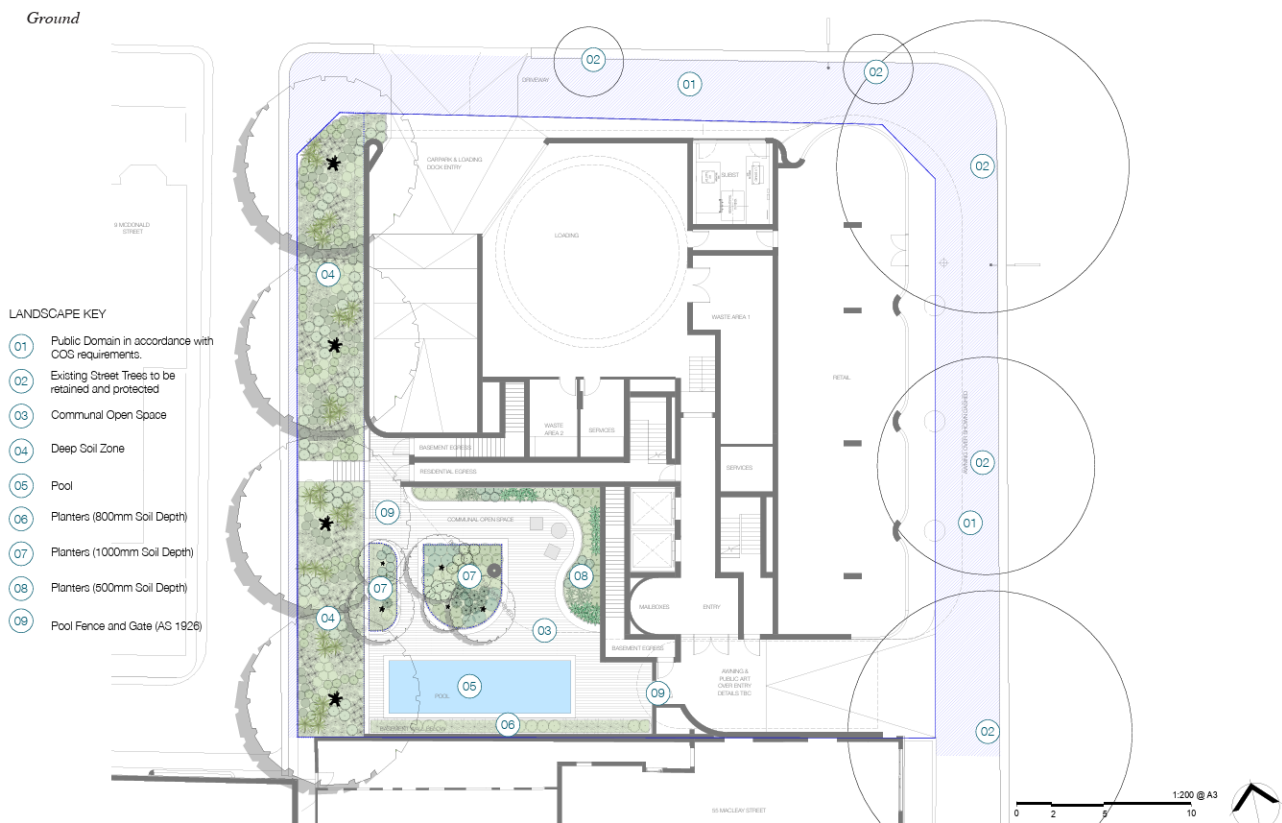
Source: Urbis 2025

Figure 3 Architectural Plans – Levels 4-10 (typical residential floor plate)



Source: Landscape Architecture Report (SJB, 2025)

Figure 4 Landscape Concept Plan – Ground Floor



Source: Landscape Architecture Report (Black Beetle, 2025)

## 1.4. PROPOSAL BACKGROUND

Prior to the recent amendments to the Housing SEPP, which provide incentives for in-fill affordable housing and different planning approval pathways, the site was previously subject to a 'local' Concept Development Application (D/2022/960) for market housing. The application was submitted to the City of Sydney Council on 15 September 2022 and included:

- Concept building envelope up to a maximum height of 35 metres for a future mixed-use development including:
  - Demolition of existing building and excavation for two basement parking levels;
  - Indicative construction of a 9-storey building; and
  - Indicative land uses, including basement car parking, ground floor retail, and commercial and residential uses on upper floors.

A reference scheme was submitted as part of the Concept DA which provided:

- A total of 28 residential apartments
- A retail tenancy (250sqm) is located along the Macleay Street frontage
- Communal open space on the ground floor including landscaping planting and a swimming pool comprising 26% of the site area (337 sqm)

There were 52 public submissions submitted during the public exhibition of the previous proposal. Refer to Section 4.4. for the key issues raised by stakeholders. The local application is still currently under assessment, and yet to be determined (with an NSW Land and Environment Court Hearing set down for May 2025).

However, the proponent has sought to pivot to a scheme which is aligned with the recent amendments and seeks to include 15% affordable housing as part of the proposed development. This would ensure that a Registered CHP will manage that affordable housing component of the development for a minimum period of 15 years.

## 1.5. AUTHORSHIP AND SIA DECLARATION

The authorship SIA Declarations for this report are provided in the following sections.

### 1.5.1. Authors

This report has been prepared by a suitably qualified and experienced lead author and reviewed and approved by a suitably qualified and experienced co-author, who hold appropriate qualifications and have relevant experience to carry out the SIA for this proposal. The following introduces each author:

<b>Allison Heller</b>	Review and quality assurance
Position	Director
Qualifications	Bachelor of Town Planning, University of NSW Post Grad Diploma History of Architecture & Art, University of London
Affiliations	Member of Planning Institute of Australia Member of Property Council of Australia – Social Sustainability Roundtable
Experience	Allison has deep expertise in impact assessment. She has delivered social impact assessments and health equity impacts for state-significant projects and precincts for government and private sector clients.
<b>Liliana Peña</b>	Project manager and lead author
Position	Associate Director
Qualifications	Master of Urban Planning, National University of Colombia Bachelor of Social Work, National University of Colombia
Experience	Liliana is a specialist in social impact assessment and stakeholder engagement, with experience in local and large-scale infrastructure projects in the built environment and renewable energy sectors, following authority standards and best practice guidelines, including the NSW SIA Guideline (DPHI 2023).
<b>Rebekka McWhirter</b>	Co-author
Position	Consultant
Qualifications	Bachelor of Arts (Archaeology), University of Sydney Master of Planning, Macquarie University
Experience	Rebekka has experience writing social impact assessment reports for mixed-use and residential projects in the context of the NSW SIA Guideline (DPHI 2023) and best practice in social research, evaluation, and impact assessment.
<b>Sarah Kerridge-Creedy</b>	Co-author
Position	Consultant
Qualifications	Bachelor of City Planning (Honours), University of New South Wales

Affiliations	Member of Planning Institute of Australia
Experience	Sarah has experience writing social impact assessment reports for mixed-use and residential projects, including affordable, social, student and senior housing projects in the context of the SIA Guideline (DPHI 2023) and best practice social research, evaluation and impact assessment.
<b>Lara Ball</b>	Co-author
Position	Assistant Social Planner
Qualifications	Bachelor of City Planning/ Bachelor of Laws (LLB), University of New South Wales (ongoing)
Experience	Lara has experience writing social impact assessment reports for mixed-use and residential projects in the context of the SIA Guideline (DPHI 2023) and best practices in social research, evaluation, and impact assessment.

### 1.5.2. Declaration

The authors declare that this SIA report:

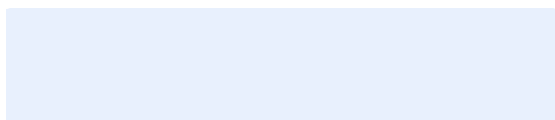
Was completed on 28 February 2025.

Has been prepared in accordance with the EIA process under the EP&A Act

Has been prepared in alignment with the DPHI's (2023) SIA Guideline

Contains all reasonably available Proposal information relevant to the SIA

As far as Urbis is aware, contains information that is neither false nor misleading.



Liliana Peña  
Associate Director – Lead Author  
28 February 2025

Allison Heller  
Director - Review and quality assurance  
28 February 2025

## 1.6. SIA GUIDELINES REVIEW QUESTIONS AND RESPONSES

The review questions outlined by the SIA Guideline (2023) are designed to confirm that the requirements of the SIA Guideline have been fulfilled when considering the scale of social impacts associated with the proposed development. Table 2 below outlines these review questions and indicates how they have been addressed in this SIA.

Table 2 Guideline review questions and responses

SIA Review questions	Addressed by report (yes/no), relevant section
Does the lead author meet the qualification and experience requirements?	Yes, Section 1.5
Has the lead author provided a signed declaration?	Yes, Section 1.5
Would a reasonable person judge the SIA report to be impartial, transparent and suitably rigorous given the nature of the project?	Yes

<b>SIA Review questions</b>	<b>Addressed by report (yes/no), relevant section</b>
<b>Project's social locality and social baseline</b>	
Does the SIA report identify and describe all the different social groups that may be affected by the project?	Yes, Section 3
Does the SIA report identify and describe all the built or natural features that have value or importance for people, and explain why people value those features?	Yes, Sections 3 and 4
Does the SIA report identify and describe historical, current, and expected social trends or social changes for people in the locality, including their experiences with this project and other major development projects?	Yes, Sections 3 and 4
Does the social baseline study include appropriate justification for each element, and provide evidence that the elements reflect both relevant literature and the diversity of view and likely experiences?	Yes, Section 3
Does the social baseline study demonstrate social-science research methods and explain any significant methodological data or limitations?	Yes, Sections 3 and 6
<b>Identification and description of social impacts</b>	
Does the SIA report adequately describe likely social impacts from the perspectives of how people may experience them, and explain the research used to identify them? When undertaken as a part of SIA scoping and initial assessment, has the plan for the SIA report been detailed?	Yes, Section 6
Does the SIA report apply the precautionary principle to identifying social impacts, and consider how they may be experienced differently by different people and groups?	Yes, Section 6
Does the SIA report describe how the preliminary analysis influenced project design and EIS engagement strategy?	Yes, Sections 4 and 6
<b>Community Engagement</b>	
Were the extent and nature of engagement activities appropriate and sufficient or canvass all relevant views, including those of vulnerable or marginalised groups?	Yes, Section 4
How have the views, concerns and insights of affected and interested people influenced both the project design and each element of the SIA report?	Yes, Section 6
<b>Predicting and analysing social impacts</b>	

<b>SIA Review questions</b>	<b>Addressed by report (yes/no), relevant section</b>
Does the SIA report impartially focus on the most important social impacts to people at all stages of the project, without any omissions or misrepresentations?	Yes, Section 6
Does the SIA report analyse the distribution of both positive and negative social impacts, and identify who will benefit and who will lose from the project?	Yes, Section 6
Does the SIA report identify its assumptions, and include sensitivity analysis and alternate scenarios? including 'worst-case' and 'no project' scenarios where relevant?	<p>Yes. Section 2 sets out the key assumptions underpinning the assessment. This includes the assumption that information provided through other technical reports (e.g., traffic and noise) are accurate.</p> <p>The SIA considers alternative site scenarios from the perspective of the 'worst case' scenario (i.e., no technical mitigations), in alignment with the EIS.</p> <p>It is the role of the SIA, to assess the chosen development scenario at hand – no other alternative scenarios have been considered.</p> <p>Therefore, the sensitivity analysis and assessment of 'worst case' scenarios relate to a 'no mitigations' scenario for the chosen development option.</p> <p>This evidence is clearly assessed as part of the SIA tables in Section 6.</p>
<b>Evaluation significance</b>	
Do the evaluations of significance of social impacts impartially represent how people in each identified social group can expect to experience the project, including any cumulative effects?	Yes, Section 6
Are the evaluations of significance disaggregated to consider the likely different experiences for different people or groups, especially vulnerable groups?	Yes, Section 6

<b>SIA Review questions</b>	<b>Addressed by report (yes/no), relevant section</b>
<b>Responses, monitoring and management</b>	
Does the SIA report propose responses that are tangible, deliverable, likely to be durably effective, directly related to the respective impact(s) and adequately delegated and resourced?	Yes, Section 7
Does the SIA report demonstrate how people can be confident that social impacts will be monitored and reported in ways that are reliable, effective and trustworthy?	Yes, Section 7
Does the SIA report demonstrated how the proponent will adaptively manage social impacts and respond to unanticipated events, breaches, grievances and non-compliance?	Yes, Section 7

## 1.7. STRUCTURE OF THIS REPORT

This SIA has seven sections as summarised below:

- **Section 1** (this section) introduces the proposal, purpose and scope of this report.
- **Section 2** outlines the legislative requirements and methodology applied to complete this SIA.
- **Section 3** provides a social baseline of the study area including the site's context, social and demographic characteristics, and policy context.
- **Section 4** provides an overview of the field study undertaken to inform the SIA, including an overview of the key findings.
- **Section 5** identifies and provides details on the proposal's social locality.
- **Section 6** assesses the positive and negative social impacts of the proposal, including with and without mitigation and enhancement measures.
- **Section 7** outlines the mitigation, enhancement, and management measures of the assessed impacts.

## 2. METHODOLOGY

The methodology undertaken to prepare this SIA is outlined in Table 3. The methodology was informed by the guidance contained within the SIA Guideline and Technical Supplement (DPHI 2023).

Table 3 Methodology overview

Stage	Activities
Social baseline	<ul style="list-style-type: none"> <li>▪ Site visit of surrounding land uses and site.</li> <li>▪ Review of relevant state and local policies and strategies to understand potential social implications.</li> <li>▪ Analysis of relevant data sets to understand the existing community profile and community values, strengths and vulnerabilities.</li> <li>▪ Identification of likely impacted groups and communities.</li> <li>▪ Early identification of potential social impacts (positive and negative) based on research tasks undertaken.</li> </ul>
<b>SIA field study</b>	<ul style="list-style-type: none"> <li>▪ Engagement with the local community through an online community survey distributed by a community newsletter.</li> <li>▪ Analysis of field study data and identification of key themes.</li> </ul>
<b>Impact scoping</b>	<ul style="list-style-type: none"> <li>▪ Review of social baseline and SIA field study outcomes.</li> <li>▪ Review of proposal plans, proposal documentation and relevant technical assessments.</li> <li>▪ Identification of the proposal's social locality and likely impacted groups.</li> <li>▪ Identification and scoping of potential social impacts (positive and negative), mitigation and enhancement measures.</li> <li>▪ Identify potential opportunities for additional measures to be incorporated into the proposal.</li> </ul>
<b>Assessment and reporting</b>	<ul style="list-style-type: none"> <li>▪ Assessment of social impacts (positive and negative) with and without mitigation and enhancement measures.</li> <li>▪ Provision of recommendations to further reduce negative social impacts and enhance positive social impacts.</li> <li>▪ Preparation of draft and final SIA reports.</li> </ul>

### Approach to assessing social impacts

The assessment of social impacts can be approached in several ways. The Technical Supplement of DPHI's SIA Guideline highlights a risk assessment methodology whereby the significance of potential impacts is assessed by comparing the magnitude of an impact against the likelihood of the impact occurring.

The DPHI's risk assessment methodology has been applied in this SIA and is outlined in Section 6.

## Assumptions

This report is dated 28 February 2025 and incorporates information and events up to that date only and excludes any information arising or occurring after that date.

In preparing this report, Urbis was required to make judgements that 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 based on information supplied to Urbis at the date of this report and upon which Urbis relied. Achievement of the projections and forecasts set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

Information provided through other technical reports that have informed the identification and assessment of impacts is assumed to be accurate.

This report has been prepared with due care and diligence by Urbis. The statements and opinions given by Urbis in this report are provided in good faith and in the reasonable belief that they are correct and not misleading, subject to the abovementioned limitations.

# 3. SOCIAL BASELINE

This section provides a social baseline of the site and surrounding area. This includes reviewing the site location, policy context and demographic profile. The findings from the social baseline have been used to inform the approach to consultation, scoping of initial impacts and the formation of the site’s social locality (as described in Section 5).

## 3.1. SITE LOCATION

### Local context

The site is within the City of Sydney Local Government Area (LGA). It has an area of 1,289 sqm and is legally described as SP 934. The site accommodates a 12-storey residential flat with 80 studio apartments and car parking. The existing housing is a uniform type of “lower-cost” housing.

The site is in Potts Point, which is well-served by public amenities such as a supermarket, cafes, destination retail shops, and a library. Further afield are the Sydney CBD and the Royal Botanic Gardens to the west and Elizabeth Bay and Rushcutters Bay to the east.

The site is within convenient walking distance (750m) of Kings Cross Train Station, which provides rail connections to Bondi Junction and South Sydney. It also benefits from access to local bus services along Macleay Street, which runs every 10 minutes on average throughout the day and connects the site with Potts Point, Central Station, and Barangaroo.

Several sensitive receivers near the site, including four local heritage items, are listed in

Table 4, and four nearby development applications listed in Table 5. The site context and sensitive receivers are shown in Figure 5 below.

Figure 5 Site context map



Source: Urbis 2024

Table 4 List of nearby heritage items

No.	Heritage ID	Name
1	1141	Flat building “Wirrawa” including interior
2	1140	Former artists’ studio “The Yellow House”, including interior
3	1139	Terrace house “Santa Fe” including interior
4	591	Flat building “Macleay Regis” including interior
5	1198	Flat building, including interior

Source: Urbis 2025

Table 5 List of nearby development applications

No.	Development application no.	Development location and description	Status
1	D/2024/493	2 Macleay St, Potts Point NSW 2011  Alterations and additions to the existing dwelling known as Jenner House, including conservation and restoration works, landscaping, extension of the existing basement, new glass house and reinterpretation of the stables.	Approved January 2025
2	SSD-78363487	134 William St, Woolloomooloo NSW 2011  Mixed-use development with affordable housing	SEARs issued 20 December 2024
3	D/2022/1363	61-63 Macleay St, Potts Point NSW 2011  Alterations and additions to the existing building, including excavation and construction of a new basement level, new ground floor extension, two-storey addition, ground floor restaurant and hotel accommodation at levels 1-4.	Approved May 2024
4	D/2022/1251	95 Macleay St, Potts Point NSW 2011  Demolition of existing building and construction of six (6) storey shop top housing development including basement, ground floor commercial, and residential uses above.	Approved February 2024

Source: Urbis 2025

Figure 6 Site photos



Picture 1 Existing carpark



Picture 2 View of site from Mc Donald Street, facing south east



Picture 3 View of Macleay Street from the site frontage, facing southeast



Picture 4 Neighbours along McDonald Street, facing southeast



Picture 5 Dead end on McDonald Street, facing north

Source: Urbis Social Planning team site visit, Sept 2024

## Regional context

Potts Point, situated just 2 kilometres east of Sydney's CBD, is a densely populated suburb known for its mix of heritage buildings and modern apartments. The area is popular for its proximity to the city and its vibrant commercial strip along Macleay Street, which features a variety of cafes, restaurants, and shops. This blend of residential and commercial spaces makes Potts Point a desirable location for living and business.

The Eastern City District Plan recognises Potts Point as an essential housing diversity and urban renewal area. The plan stresses balancing growth with preserving the suburb's unique character. It also highlights the importance of sustainable development, improved public transport, and better pedestrian infrastructure to keep Potts Point accessible and well-connected to the rest of Sydney.

## 3.2. SURROUNDING SOCIAL INFRASTRUCTURE AND OPEN SPACE

Social infrastructure is critical to supporting a community's needs and resilience. It includes 'hard' infrastructure (facilities, venues, and spaces) and 'soft' infrastructure (activities, events, and programs). Open space comes in various forms, from structured sports fields to parks and natural ecosystems.

This section contains an overview of social infrastructure within 800ms of the site. This includes health facilities, community facilities, education institutions, childcare centres, community service providers, sport and recreation facilities, open spaces and short-term accommodation. This review, along with the consultation outcomes (see Section 4), will help to understand strengths and weaknesses within the existing social infrastructure and open space network and identify potential impacts the proposal may have on these facilities and spaces.

As shown in Figure 7 and listed in Table 6, the site is currently serviced by seven community facilities, including district and local infrastructure, nine open spaces, five childcare and outside-of-school-hours care facilities (OSHC), three schools, including one public primary school and two private high schools, five recreation facilities, three health facilities, including one specialised childhood health centre, and two hospitals, including one private and one public facility.

Figure 7 Existing social infrastructure and open space



Source: Urbis 2025

Table 6 List of surrounding social infrastructure and open space

<b>No.</b>	<b>Facility type</b>	<b>Facility name</b>
1	Community facility	State Library of NSW
2	Community facility	Sydney Conservatorium of Music
3	Community facility	Art Gallery of NSW
4	Community facility	The Old Fitz Theatre
5	Community facility	Juanita Nielsen Community Centre
6	Community facility	Weave Community Hub
7	Community facility	Kings Cross Library
8	Community facility	Hayes Theatre Co
9	Open spaces	Bourke Street Park
10	Open spaces	Denis Winston Place
11	Open spaces	Daffodil Park
12	Open spaces	Embarkation Park
13	Open spaces	Fitzroy Gardens
14	Open spaces	Lawrence Hargrave Reserve
15	Open spaces	Arthur McElhone Reserve
16	Open spaces	Rushcutters Bay Park
17	Open spaces	Beare Park
18	Childcare & OSHC	Plunket Street Public School Preschool
19	Childcare & OSHC	Woolloomooloo OSHC
20	Childcare & OSHC	SDN Woolloomooloo Children's Education and Care Centre
21	Childcare & OSHC	Wallamulla Children's Service
22	Childcare & OSHC	KU Rushcutters Bay Preschool
23	Schools	Plunkett Street Public School
24	Schools	Sydney Distance Education High School
25	Schools	St Vincent's College

No.	Facility type	Facility name
26	Recreation facilities	Woolloomooloo Basketball Court
27	Recreation facilities	Woolloomooloo Public Tennis Court
28	Recreation facilities	Andrew Boy Charlton Pool
29	Recreation facilities	Rushcutters Bay Tennis Centre
30	Recreation facilities	Reg Bartley Oval at Rushcutters Bay Park
31	Health facilities	Myhealth Potts Point
32	Health facilities	Macleay Street Medical Practice
33	Health facilities	Kings Cross Early Childhood Health Centre
34	Hospitals	St Luke's Care General Hospital
35	Hospitals	St Luke's Private Hospital

Source: Google Maps (Urbis, 2025)

### 3.3. POLICY CONTEXT

A review of relevant state and local policies was undertaken to understand the strategic context of the proposed development and any potential impacts (positive and negative). This included:

#### State

NSW Government, NSW Housing Strategy: Housing 2041 (2021)

NSW Government, State Environmental Planning Policy (Housing) (2021)

Greater Sydney Commission, Greater Sydney Region Plan: A Metropolis of Three Cities (2018)

Greater Sydney Commission, Eastern City District Plan (2018)

#### Local

City of Sydney Council, Community Strategic Plan: Delivering Sustainable Sydney 2030-2050 (2022)

City of Sydney Council, Local Strategic Planning Strategy: City Plan 2036 (2020)

City of Sydney Council, Social Sustainability Policy and Action Plan – A City for All 2018-2028 (2018)

City of Sydney Council, City for All – City of Sydney Local Housing Strategy (2021)


City of Sydney Council, Public Art Strategy (2013)



City of Sydney Council, Sydney Local Environmental Plan (2012)

City of Sydney Council, Development Control Plan (2012)

The key social themes from the policy review are summarised in Table 7 below.

Table 7 Key social themes from policy review

Theme	Summary of findings
<p data-bbox="165 280 419 383">Increased the supply of diverse and affordable housing</p> 	<p data-bbox="451 280 1426 645">The NSW Government's <i>Housing 2041 Strategy</i> (2021) identifies several pillars to drive housing provision to be achieved in NSW by 2041. These pillars include strategically locating new housing supply and considering diverse housing and tenure types to recognise diverse households' unique needs and preferences. The strategy also includes actions related to supporting new and diverse housing typologies, such as size, number of bedrooms, layout and accessibility capabilities, to meet the needs of individuals and communities. Further, the <i>Housing SEPP</i> (2021) reinforces the need for more tenure types by establishing a bonus height and floor space ratio of up to 30% for eligible residential developments that elect to include designated affordable housing.</p> <p data-bbox="451 674 1426 1003">The <i>Metropolis of Three Cities</i> (2018) report sets out objectives to deliver housing supply and affordability. The <i>Eastern City District Plan's</i> (District Plan 2018) Priority #5: <i>Providing housing supply, choice and affordability, with access to jobs, services, and public transport</i>, outlines the importance of meeting the demand for different housing types, tenure and price points. The plan states that the number of single-person households is projected to increase by 61,100 and comprise 35% of all household types across the district. Couple-only households are expected to experience substantial growth, rising by 31,750 households by 2036 (District Plan 2018).</p> <p data-bbox="451 1032 1426 1249">As outlined in the Council's <i>Local Housing Strategy</i> (2021), a key challenge for the LGA is to support social and cultural diversity through increasing housing diversity and choice. This includes retaining and attracting low-income residents, those who identify as part of the Aboriginal and Torres Strait Islander community, families with children, people with disability, older people, long-term renters, students, people living alone, shared households, and more.</p> <p data-bbox="451 1279 1426 1720">To address these issues and objectives, the <i>City of Sydney Council Local Strategic Planning Statement, City Plan 2036</i> (LSPS) (2020) identifies a 20-year vision for managing growth and change in land use in the local area and is intended to shape and inform how the Sydney Local Environmental Plan (LEP) (2012) and Sydney Development Control Plan (DCP) (2012) will evolve over time to facilitate strategic planning objectives. According to the LSPS, the Council's vision for Macleay Street and Woolloomooloo Village is to develop 1,000 dwellings and deliver 600 jobs by 2036. This vision seeks to support the Council's broader housing objective, which aims to provide 56,000 dwellings by 2036, including 11,000 affordable dwellings. Furthermore, these objectives align with the Council's <i>Social Sustainability Policy</i> (2018), establishing the LGA's target of 15% social and affordable housing (7.5% each).</p>
<p data-bbox="165 1749 379 1816">An integrated and connected city</p> 	<p data-bbox="451 1749 1426 2007">New jobs must be integrated with local services and public transport as the population grows to create more liveable and walkable cities. The District Plan (2018) recognises the importance of increasing housing supply sustainably and in the right places through Priority #5: <i>Providing housing supply, choice and affordability, with access to jobs, services and public transport</i>, and Priority #10: <i>Delivering integrated land use and transport planning and a 30-minute city of the District Plan</i> (2018).</p>

Theme	Summary of findings
	<p>As outlined in the LSPS, residents of Macleay Street and Woollahooloo Village value the ability to live and work nearby and access public transport. This is also reflected in the Housing Strategy's Priority #1: Facilitating more homes in the right locations. This priority highlights the Council's commitment to ensuring future homes are located close to infrastructure, jobs, services, and reliable public transport.</p> <p>Ensuring the LGA is well connected by public and active transport networks that support healthy lifestyles and provide people with easy access to their jobs is a key focus of the Council's Social Sustainability Policy and Action Plan (2018).</p>
<p>Creating lively places and protecting distinctive heritage neighbourhoods</p> 	<p>Sydney has a rich history and cultural heritage. It is home to many diverse neighbourhoods and iconic places, attracting thousands of visitors annually. As the city grows, it needs to protect and enhance its character in line with community values and strategic directions.</p> <p>To support this, the Council's LSPS (2020) and Community Strategic Plan (CSP) (2022) contain actions to help guide the continual development of lively, engaging, and great places within the city. These actions include enhancing the number of quality open spaces available and planning for public art and cultural infrastructure to support social connectedness and sustain the quality of life in an increasingly dense urban environment.</p> <p>The Sydney Local Environment Plan 2012 (LEP) establishes heritage conservation, identifying the site as located within the Potts Point Heritage Conservation Area (reference number C51). The LEP outlines an objective to conserve the heritage significance of heritage conservation areas, including associated fabric, settings, and views.</p>
<p>Supporting environmentally sustainable development</p> 	<p>Sustainability is a key theme throughout the Council's strategies and policies. The LSPS (2020) and CSP (2022) highlight the LGA residents' commitment to ensuring the area is environmentally responsive.</p> <p>The CSP (2022) establishes a 2030 vision for Sydney to be 'green, global and connected'. The Council aims to be a leading environmental performer, reducing greenhouse gas emissions and creating more sustainable places.</p> <p>The city's design of buildings and places will be critical to the success of this goal. Council's LSPS (2020) aims to develop buildings and places to ensure net zero energy, efficient water usage, and help reduce waste. Therefore, new and redeveloped buildings must operate with high environmental performance.</p>

## 3.4. DEMOGRAPHIC PROFILE

A demographic profile identifies the demographic and social characteristics of a proposal's likely social locality. This is an essential tool in understanding how a community currently lives and that community's potential capacity to adapt to changes arising from a proposal.

A demographic profile has been developed for Potts Point (SAL) and the City of Sydney LGA based on demographic data from the Australian Bureau of Statistics (2021) Census of Population and Housing and DPPI (2022). The demographic characteristics of Greater Sydney have been used, where relevant, to provide a comparison.

To understand housing availability and affordability, data from Domain, the Rental Affordability Index (SGS Economics and Planning 2024), the Rental Affordability Snapshot 2024 (Anglicare 2024), and residential vacancy rates (SQM Research 2025) have been used.

The tables below detail the datasets used in analysing Potts Point, the City of Sydney LGA and the Greater Sydney area:

### Population and age

In 2021, 7,183 people lived in Potts Point, representing 3% of the City of Sydney LGA residents.
The <b>largest age group was people aged 30-34, representing 16.5% of Potts Point's population. This is slightly higher than the City of Sydney LGA (15.9%), though considerably higher than Greater Sydney (8.0%).</b>
The <b>median age of Potts Point was 37</b> , which is higher than the City of Sydney LGA (34) but similar to Greater Sydney (37).
NSW population projection data is only available for LGA and SA2 level areas. In Potts Point—Woolloomooloo Village (SA2), the total population was 18,445. By 2041, this number is expected to rise to 22,611, an increase of 4,166 people. This represents an annual growth rate of 1.0%, slightly lower than the City of Sydney LGA's rate of 1.2% and Greater Sydney's rate of 1.1%.

### Culture and diversity

Approximately <b>0.9% of Potts Point residents were Aboriginal and/or Torres Strait Islander people, compared to 1.4% in the City of Sydney LGA and 1.7% in Greater Sydney.</b>
Potts Point had a <b>lower proportion of households where a non-English language is used (21.5%)</b> compared to the City of Sydney LGA and Greater Sydney (39.2% and 42.0%, respectively).
Of these, the <b>most common non-English languages spoken in homes were Spanish (2.1%), French (1.8%), and Mandarin (1.2%).</b>
The proportion of residents who were born outside of Australia (50.0%) was lower than in Greater Sydney (56.8%), though higher than in the City of Sydney LGA (44.6%).

### Education and employment

There were <b>high levels of educational attainment</b> , with a higher percentage of persons holding a Bachelor's or higher degree qualification in Potts Point and City of Sydney LGA (51.8% and 52.6%) compared to Greater Sydney (33.3%).
Of those <b>attending an educational institution</b> in Potts Point, 36.9% were attending a tertiary education institution, such as vocational education, university, or other high

education. This represents a lower proportion than the City of Sydney LGA (48.9%) but higher than Greater Sydney (26.2%).

The **most common occupations** in Potts Point were:

- Professionals (41.6%)
- Managers (18.7%)
- Clerical and Administrative Workers (10.6%)

Potts Point had a **slightly higher proportion of residents in the labour force** (69.2%) compared to the City of Sydney LGA (68.7%) and Greater Sydney (60%). Of those in the labour force, 28.8% of Potts Point residents stated they worked 45 hours or more weekly, which is proportionally higher than the City of Sydney LGA (21.3%) and Greater Sydney (15.9%).

Potts Point had a **significant proportion of residents that work full time** (68%), which is similar to the City of Sydney LGA (61.7%) but higher than the Greater Sydney average (55.5%)

In Potts Point, the **most common industries** of employment were:

- Defence (5.6%)
- Legal Services (5%)
- Computer Systems Design and Related Services (3.8%)

## Income



The **weekly personal median income** in Potts Point was \$1,534, and the weekly household income was \$2,054. This is higher than the City of Sydney LGA, which had a weekly personal median income of \$908 and a **weekly household median income** of \$2,051. In comparison, the weekly personal median income in Greater Sydney was \$1,241, and the weekly household median income was \$2,212. As such, **median income tends to be higher** in Potts Point than in the City of Sydney LGA.

## Housing and homelessness



Potts Point is **predominantly high-density housing**, with flats or apartments representing 86.9% of all dwellings, which is significantly higher than the City of Sydney LGA (78.5%) and Greater Sydney (30.7%).

There were **fewer couple families with children (11%) and one-parent families (6.3%) living in Potts Point compared to the City of Sydney LGA (23.3% and 9.9%, respectively) and Greater Sydney (48.4% and 15.1%, respectively).**

There was a **higher proportion of single (or lone) personal households** in Potts Point (63.7%) compared to the City of Sydney LGA (41.1%) and Greater Sydney (23.2%).

A similar proportion of households were rentals in Potts Point (65.1%) and the City of Sydney LGA (64.1%) but higher compared to Greater Sydney (35.9%).

**The median weekly rent was lower in Potts Point (\$490) than in the City of Sydney LGA (\$550) but higher than in Greater Sydney (\$450).** The proportion of renters spending more than 30% of their household income on rent payments was lower in Potts Point (33.6%) than in the City of Sydney LGA (60.1%) and Greater Sydney (35.3%).

Only **17.4% of dwellings in Potts Point were owned** (outright or with a mortgage). This was similar to the City of Sydney LGA (14.1%) but significantly lower than Greater Sydney (61.1%). There was a higher proportion of owners with mortgage repayments less than

30% of household income in Potts Point (69.7%) compared to the City of Sydney LGA (71.1%) and Greater Sydney (69.8%).

Using Atlas.ID, social housing data is not available at the suburb level. Therefore, SA1, City of Sydney LGA, and Greater Sydney GCCSA data have been considered.

A more significant proportion of households in the City of Sydney LGA lived in social housing (7,112 or 6.8% of all households) compared to Greater Sydney (4.1% of all households). There was no social housing in the SA1 where the site is located (SA1 11703133339). However, three households in the SA1 bordering the site to the north (SA1 11703133338).

ABS Homelessness data for the Potts Point—Woolloomooloo SA2 and City of Sydney LGA have been analysed alongside the City of Sydney Homelessness Street Count data to provide a detailed consideration of homelessness in the City of Sydney LGA.

ABS Estimating Homelessness **estimated 249 homeless persons in the Potts Point—Woolloomooloo area**, at a rate of 136.9 per 10,000 people. This is lower than the rate of 169.6 per 10,000 people in Greater Sydney (3,589 people).

Of those experiencing homelessness in Greater Sydney, the **ABS estimated 64 rough sleepers in 2021**, while street counts conducted by the City of Sydney LGA in February 2024 counted 280 rough sleepers.

According to the Rental Affordability Index (SGS Economics and Planning 2024), Potts Point's **rental market was 'unaffordable'** as of 2024 Q1.

According to residential vacancy rates (SQM Research 2025), the 2011 postcode area, including Potts Point, Elizabeth Bay, Sydney, Woolloomooloo, and Rushcutters Bay, had a **vacancy rate of 2.2%** as of December 2024.

According to the Rental Affordability Snapshot 2024 (Anglicare), 'Sydney—CBD & Surroundings' (where Potts Point is located) had **one property for income support households and 17 properties for minimum wage households** out of 2,951 rentals advertised at the time of writing the report.

According to the Domain, the **median price for one- to three-bedroom apartments in Potts Point ranges between \$798k and \$3.4m**.

## Advantage and disadvantage



The four SEIFA indices comprise the Index of Relative Socio-Economic Disadvantage (IRSD), which focuses on socio-economic disadvantage; the Index of Relative Advantage and Disadvantage (IRSAD), which focuses on both socio-economic advantage and disadvantage; the Index of Education and Occupation (IEO), which focuses on relative education and occupation advantage and disadvantage; the Index of Economic Resources (IER) which focuses on economic advantage and disadvantage by summarising variables related to income and housing.

**Potts Point is within decile 10 in the SEIFA index of relative socio-economic advantage and disadvantage.** This indicates that Potts Point is in the top 10% of suburbs and localities experiencing levels of advantage and disadvantage. This means that residents in Potts Point tend to experience higher levels of advantage and lower levels of disadvantage compared to other suburbs and localities. For instance, residents may experience higher levels of household income and education attainment.

**The City of Sydney LGA is within decile 9 in the SEIFA index of relative socio-economic advantage and disadvantage.** This indicates that the City of Sydney LGA is in the top 20% of LGAs in terms of advantage and disadvantage. This means that residents

experience higher levels of advantage and lower levels of disadvantage compared to other LGAs.

**Potts Point is within decile 8 in the SEIFA index of relative socio-economic disadvantage.** This indicates that Potts Point is in the top 30% of suburbs and localities in terms of disadvantage. This means that residents in Potts Point tend to experience lower levels of disadvantage compared to other suburbs and localities. For instance, this means fewer householders with lower incomes, fewer people with no qualifications and fewer people in low-skilled occupations.

## Health, wellbeing and disability



There was a **lower proportion of people with no long-term health conditions in Potts Point (59.1%)** compared to the City of Sydney LGA (67.2%) and Greater Sydney (65.1%).

The most common long-term health conditions in Potts Point were:

- **Mental health condition (including depression or anxiety):** 9.4% in Potts Point, compared to 8.5% in the City of Sydney LGA and 6.6% in Greater Sydney.
- **Asthma:** 6.4% in Potts Point, compared to 6.5% in the City of Sydney LGA and 6.8% in Greater Sydney.
- **Arthritis:** 4.7% in Potts Point, compared to 3.9% in the City of Sydney LGA and 6.7% in Greater Sydney.

**Fewer people provided unpaid assistance to a person with a disability, health condition or due to old age** (during two weeks before census night) in Potts Point (6.2%), compared to the City of Sydney LGA (6.5%) and Greater Sydney (10.6%).

## Crime and safety



Crime data (October 2022 – September 2024) from the NSW Bureau of Crime Statistics and Research (BOCSAR) indicates that **Potts Point has higher rates of crime** (per 100,000 population) **for assault (non-domestic), liquor offences, and trespassing** compared to the City of Sydney LGA and NSW averages.

**Two-year crime trends from October 2022 to September 2024 indicate that crime is generally increasing in stable** or not calculated by BOCSAR, though **liquor offences were down 20.0%**.

Potts Point is a **hotspot for assault (non-domestic), break and enter non-dwelling, motor vehicle theft, stealing from motor vehicles, stealing from dwelling, and malicious damage to property crimes.**

## Transport



Due to changed travel patterns caused by the COVID-19 pandemic, the 2021 Census data regarding travel to work does not accurately reflect travel patterns in 2025. To mitigate these shortcomings, data from the 2016 Census has been considered in addition to the 2021 Census to provide a more accurate reflection of transport use within the study area.

**A high proportion of people in Potts Point (12.2% in 2021 and 25.8% in 2016) and the City of Sydney LGA (9.2% in 2021 and 24.0% in 2016) commuted to work by walking. These are significantly higher proportions than in Greater Sydney (2.3% in 2021 and 4.0% in 2016).**

In 2021, a similar proportion of people worked from home in Potts Point (53.5%) and City of Sydney LGA (52.3%)

In 2021, a higher proportion of people worked at home in Potts Point (53.5%) than in the City of Sydney (52.3%) and Greater Sydney (38.9%).

**A significantly higher proportion of Potts Point households had no registered motor vehicles** (55.9%) compared to the City of Sydney LGA (55.9%) and Greater Sydney (11.1%).

### 3.5. KEY SOCIAL ISSUES AND TRENDS: HERITAGE OF THE AREA

The Potts Point area has a unique cultural and built history, reflected in its distinctive architecture, which is of great significance to the local community and broader Sydney. While the area displays various architectural styles, its distinct heritage character is typified by Art Deco and Modernist apartment buildings.

The existing building on the site, constructed in the 1960s, is currently considered a detracting item from the Potts Point Heritage Conservation Area (HCA) and requires significant design intervention to meet the Council's 'design excellence' objectives.

The Environmental Impact Statement (EIS) for the proposal notes that City of Sydney have recently prepared a Planning Proposal which seeks to heritage list a number of post-modern residential flat buildings in the Potts Point area. The current building is not one that has been identified for heritage listing. The current classification in Sydney DCP 2012 is that the building is 'detracting'.

While the site is not a heritage item, it is located within the Potts Point Heritage Conservation Area per the Sydney Local Environment Plan 2012.

The site adjoins several heritage items of an Inter-War architectural style, which are listed below:

- Item 1139 – Terrace House “Santa Fe” including interior
- Item 1140 – Former artists’ studio “The Yellow House” including interior
- Item 1141 – Flat Building “Wirrawa” including interior
- Item 591 – Flat building “Macleay Regis” including interior
- Item 1198 – Flat building interior

## 4. SIA FIELD STUDY

This section provides an overview of the community and stakeholder consultation undertaken as part of this SIA. Consultation is critical to understanding what is important to people and how they feel the proposal may impact them.

In some cases, what people may expect to feel may not be what eventuates as part of the proposal. The consultation summary below does not distinguish between this and summarises the consultation, as it was heard, to provide an accurate sentiment of people's thoughts, feelings and feedback. The assessment of social impacts (Section 6) considers the outcomes from consultation against the proposal's details and other technical report findings.

### Approach and summary of SIA field study and engagement activities

The proponent engaged consultancy Brilliant Logic to deliver stakeholder engagement. The extent of their engagement activities and outcomes can be seen in the Community Engagement Report (2025, Brilliant Logic).

Urbis' Social Planning Team also developed and undertook targeted consultation to inform this SIA. In addition to the community consultation being undertaken for the proposal, the SSDA application will be placed on public exhibition, and interested residents and stakeholders will be notified and be able to make a public submission directly to the NSW DPPI at this time.

The methods of engagement and consultation with the community and key stakeholders are provided in Table 8.

A copy of relevant engagement material is provided in Appendices B and C.

Table 8 Methods of engagement and consultation

Method	Administered	Timeframes	Invited	Participated
Community focus group and webinar	In person and online	20 February 2025 (in person) and 24 February 2025 (online)	Neighbouring residents/ Potts point residents	Ten people in person, nine people online
Project website	Online	December 2024 to February 2025	Online and distributed via community newsletter	355 views from 210 active users
Electronic Direct Mail (EDM)	Online	Distributed 13 February 2025	Community member who had been involved in project feedback	26 recipients
Letterbox distribution	Distributed via letterbox drop	5 February 2025	1,350 properties	1,350 properties, including 1,150 residential and 200 commercial letterboxes

Method	Administered	Timeframes	Invited	Participated
Social Impact Assessment survey	Online	5 February 2025 to 27 February 2025	Distributed via community newsletter and project website	Nine total responses
Dedicated Project inbox	Monitored online	Available since 28 <sup>th</sup> January 2025	Open to all community members. Available at <a href="mailto:pottspointproject@timeplace.com.au">pottspointproject@timeplace.com.au</a>	Four responses to date
Stakeholder briefings	The proponent	Between May and December 2024	<p>The engagement carried out for the project with key agencies is summarised below:</p> <p>17th May - Early Scoping Meeting DPHI to discuss the proposal and assessment pathway and gauge preliminary feedback</p> <p>4th July - Design Excellence Discussion GANSW</p> <p>30 Sept - Design Excellence Discussion GANSW/DPHI</p> <p>8 October - Meeting with City of Sydney to discuss Design Excellence Strategy</p> <p>1 Nov - Meeting with GANSW to discuss competition brief</p> <p>9 Dec - Meeting with GANSW/DPHI to discuss Design Competition.</p>	Agencies

## 4.1. SIA SURVEY SUMMARY OF FINDINGS

A community SIA survey was created and distributed to understand the potential social impacts of the proposal and how these impacts might be enhanced or mitigated. The SIA survey was promoted via a community newsletter distributed to nearby residents and businesses on 5 February 2025. The targeted audience was approximately 1,350 recipients for this newsletter distribution. The newsletter included a link to the UrbanTalk site, which linked to the SIA survey.

Throughout the engagement period, nine responses were recorded. The responses were read to identify themes for each survey question, and the total number of responses corresponding to these themes was recorded to analyse the responses. As some survey questions were open-ended and did not limit respondents to a choice of one theme per response, respondents often identified multiple themes per question.

**Question One: Which of the following best describes you? Please select all that apply.**

- Eight respondents (or 88.9%) selected that they were a 'resident or landlord of the suburb of Potts Point.'
- One respondent (or 11.1%) stated they were a 'resident or landlord of Elizabeth Bay, Woolloomooloo, or Rushcutters Bay suburbs.'

**Question Two: In a few words, what do you value most about your local community, environment, and way of life?**

- Five respondents noted they valued the vibrant, pedestrian-friendly streets and amenity of the area. One pointed out that this was mainly due to the provision of small-scale shopping cafes and restaurants.
- Four respondents described an appreciation for the diverse community. One described the diverse housing options as beneficial to a community of this nature.
- One respondent valued the local architecture, referencing The Chimes (the site) as an exemplar of Modernist architecture.
- Two respondents appreciated that gentrification has allowed families to move into the area.

**Question Three: What do you feel are the most significant challenges for the area?**

- All respondents expressed a negative sentiment toward development in the area, stating that overdevelopment was changing the area's feel, resulting in the loss of heritage character, exacerbating parking concerns, increasing population density, exacerbating rubbish collection problems, and reducing affordability, thereby pushing lower-income community members out of the area.

**Question Four: In what way do you anticipate the mixed-use proposal at 45-53 Macleay Street, Potts Point, would impact the community?**

- One respondent (11.1%) selected 'Positively'
- Four respondents (or 44.4%) selected 'Negatively'
- Three respondents (33.3%) selected 'Both positively and negatively'
- One respondent (11.1%) selected 'Unsure'
- No respondents selected 'Neither'

**Question Five: Are there any specific groups or community members that would be particularly impacted (positively or negatively) by the mixed-use proposal?**

- Four respondents suggested the proposal would negatively impact low-income community members, including key workers, due to a loss of affordable/lower-cost housing.
- One respondent noted that people who admire Modernist architecture would be negatively impacted. Another mentioned that the proposal would overshadow the heritage building Macleay Regis.

- One respondent noted that local residents would be impacted by traffic and noise generated by ground-floor restaurants and shops due to delivery trucks and patrons.
- One respondent stated that the proposal would positively impact investors.
- One respondents stated that residents would be affected.
- Two respondents expressed concern about the possibility of public housing being included in the development.

**Question Six: Please describe any positive impacts you anticipate will be generated by the mixed-use proposal at 45-53 Macleay Street and how these might be further enhanced.**

- Four respondents stated that the proposal would create no positive impacts.
- Three respondents suggested that the removal of car parking at the ground floor would have a positive visual impact.
- One respondent generally stated the proposal would result in 'aesthetic improvement'.
- Four respondents stated that adding retail on the ground floor would be a positive impact.

**Question Seven: please describe any negative impacts you anticipate will be generated by the mixed-use proposal at 45-53 Macleay Street and how these could be mitigated (reduced).**

- Three respondents noted the proposal's impact in diminishing the local heritage character. One respondent stated that the development would result in 'the devastating loss of an important piece of Potts Point modernist history'.
- Two respondents stated that the loss of affordable homes would negatively impact lower-income families in the local community.
- Three respondents stated that the scale of the building would result in overshadowing and visual impacts
- One respondent suggested that having no ground floor retail or food and beverage space would mitigate the exacerbation of parking and traffic concerns.
- Two respondents expressed concern about the possibility of public housing being included in the development.

## 4.2. COMMUNITY FOCUS GROUP SUMMARY OF FINDINGS

Brilliant Logic invited the community to attend one of two focus groups, as well as to participate in an online webinar. The invitation was promoted through the project website, email newsletter and letterbox drop. A further invitation was extended to respondents who contacted the proponent or Brilliant Logic via phone or email. A more detailed record of the responses collected can be found in the Community Engagement Report (2025, Brilliant Logic).

A summary of the discussion provided that there was strong support for affordable housing among community members. Attendees also emphasised the importance of green space and common areas, along with aesthetic considerations, particularly a desire for the building to align with the area's architectural history. The retail mix was seen as essential, given the site's location.

## 4.3. PHONE AND EMAIL ENGAGEMENT SUMMARY OF FINDINGS

During consultation undertaken for the proposal, four direct emails were received:

- One of these emails, from a resident of a neighbouring property, stated that the resident could see the existing building from their building and that they and many of their neighbours admire and greatly value the existing structure. They expressly stated, "*We feel that the demolition of The Chimes would be a devastating loss. The modernist history of Potts Point would be further erased. Please find a less historically significant site to develop*".
- One email enquired as to how the construction of the basement car park would impact neighbouring buildings, in regard to the building foundations, existing trees, and power lines.
- One email expressed support for the redevelopment, noting that they did not believe the current building complemented the character of the surrounding area. They expressed a wish for the

development to implement principles they had observed in Surry Hills, specifically, an emphasis on ‘greenery, open spaces, and a strong community feel’.

Three phone calls were received concerning the proposal:

- One call expressed interest in purchasing an apartment in the development.
- One call enquired whether the proponent would be interested in purchasing neighbouring apartments.
- One call noted that the residents of 12 Macleay Street ‘very strongly’ opposed the Concept SSD and were interested in being compensated due to their view and solar access loss.

## 4.4. PREVIOUS CONCEPT DA SUMMARY OF FINDINGS

As discussed in Section 1.4 the site was previously subject to a ‘local’ Concept DA (D/2022/960) submitted to the City of Sydney Council for a 9-storey mixed-use development. The local concept development application has not obtained approval and is the subject of an ongoing Land and Environmental Court appeal.

During the public exhibition of the local Concept DA proposal, 52 public submissions were made. The key issues raised included:

- 15 submitters identified that they had not provided the owner’s consent to the DA.
- Overshadowing and loss of sunlight to nearby residential properties were the primary issues raised by submitters, with 30 submissions noting this concern.
- 24 submissions raised concern regarding the bulk and scale of the proposed building impacting the heritage significance of the locality or the demolition of a heritage building.
- View loss was an issue raised by 22 submitters relating to the loss of view to the Sydney skyline and Macleay Regis.
- A reduction in affordable housing was another key concern raised by 17 submitters.
- 17 submitters raised traffic concerns about the loss of existing private parking at The Chimes building, increased traffic generation and construction traffic.
- Other concerns raised related to increased noise, including ambient and traffic-related noise, visual and privacy impacts on adjoining apartments and wind tunnelling at Macleay Street and McDonald Streets as experienced on Upper Macleay Street.

## 4.5. KEY IMPLICATIONS OF SIA FIELD STUDY FINDINGS

This section outlines the key social impacts identified by participants throughout the SIA survey and engagement activities undertaken by the proponent.

All consultation activities sought to understand how participants viewed their community and determine how the proposal may impact them. Participants identified both positive and negative impacts, as well as opportunities to mitigate or enhance these potential impacts, as shown in Table 9.

Table 9 Community identified potential positive impacts, negative impacts, and opportunities

<b>Perceived positive impacts</b>	<b>Perceived negative impacts</b>	<b>Opportunities as identified by community stakeholders</b>
<ul style="list-style-type: none"> <li>▪ Economic benefits to local investors</li> <li>▪ Removal of a visually inconsistent building</li> </ul>	<ul style="list-style-type: none"> <li>▪ Perceived reduction of heritage character in the area</li> <li>▪ Perceived loss of historically and architecturally significant building</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve the site’s aesthetic</li> <li>▪ Enhance the public domain by delivering active street frontages</li> <li>▪ Increase access to affordable housing</li> </ul>

Perceived positive impacts	Perceived negative impacts	Opportunities as identified by community stakeholders
<ul style="list-style-type: none"> <li>▪ Ground floor retail will improve visual impact at the pedestrian level</li> </ul>	<ul style="list-style-type: none"> <li>▪ Concerns over removal of diverse and affordable housing in the area</li> <li>▪ View and solar access impacts for surrounding properties</li> <li>▪ Traffic, parking, and noise concerns generated by new retail</li> </ul>	

# 5. SOCIAL LOCALITY

A social locality helps identify the scale and nature of the proposal’s likely social impacts and the likely impacted groups.

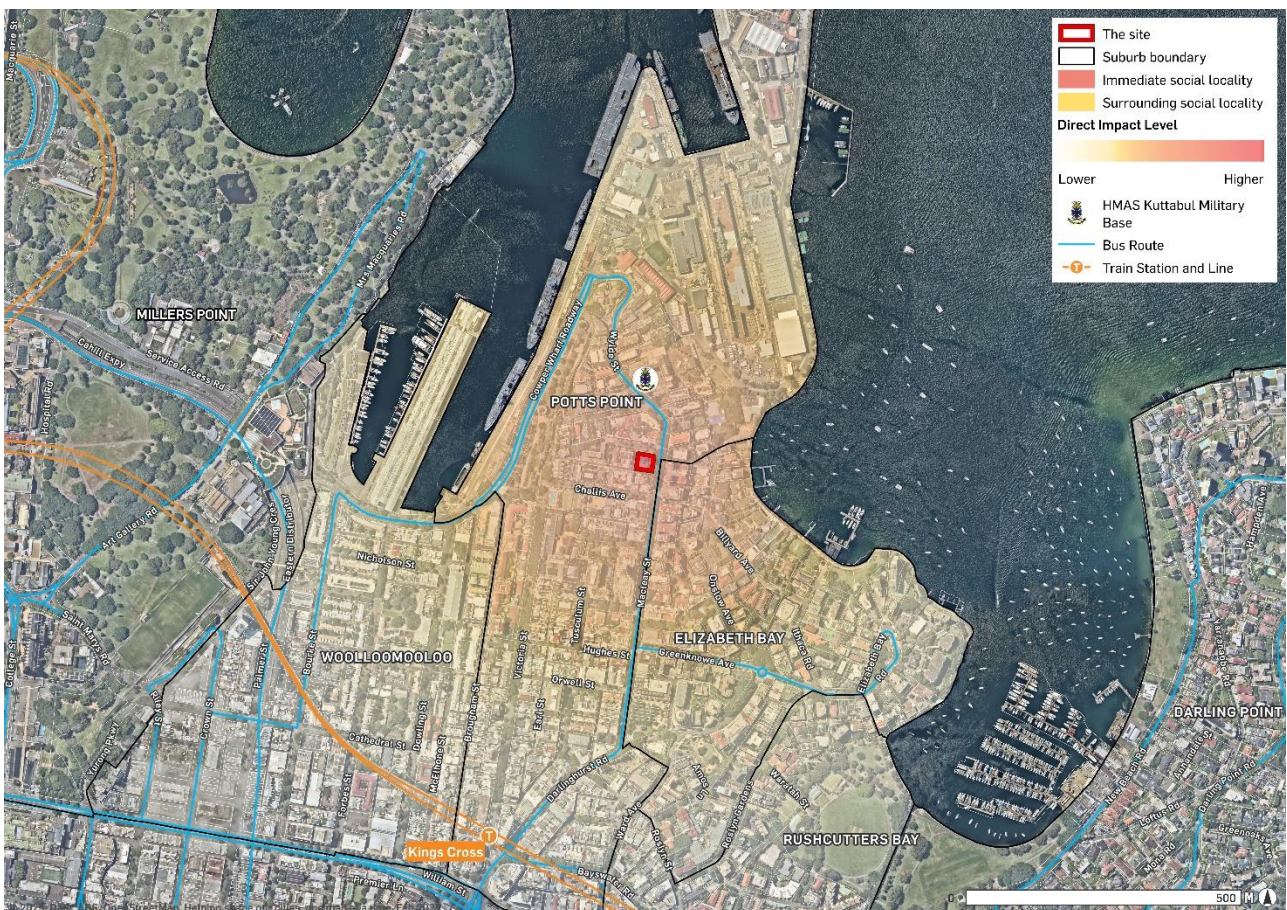
This proposal’s likely social locality (shown in **These potential impacts must be further assessed during the detailed SSDA approval stage.**

Figure 8) was determined based on a review of the proposal, surrounding context and consultation outcomes. The social locality considers two key areas and likely impacted groups. These include:

**Immediate social locality:** This area includes sensitive receivers that may be directly impacted by the proposal, including nearby residents, services, and businesses surrounding the site. These communities may experience localised impacts such as visual noise, dust, traffic and pedestrian network changes, including loss of local parking, and cumulative impacts from several other construction projects in the local area. **These potential impacts will need to be further assessed during the detailed SSDA approval stage.**

**Surrounding social locality:** This area includes communities the proposal may directly or indirectly impact. The broader suburbs and surrounding areas are anticipated to benefit from increased access to high-quality housing, including affordable housing. Cumulative impacts on the broader road network and access to local social infrastructure and open spaces may also impact these communities. **These potential impacts must be further assessed during the detailed SSDA approval stage.**

Figure 8 Social locality



Source: Urbis 2025

## 6. SOCIAL IMPACT ASSESSMENT

This section provides a ranking of the identified social impacts of the proposal. It is structured by the social impact categories outlined in the SIA Guideline (DPHI 2023) – as shown in Table 10 below.

### 6.1. ASSESSMENT APPROACH

Each impact is assessed in accordance with the risk assessment methodology applied in the SIA Guideline Technical Supplement, which assesses the significance of each potential social impact by comparing its magnitude against the likelihood of occurring.

This methodology and associated assessment parameters are outlined in the tables below.

Table 10 Social impact category definitions

<b>Social impact category</b>	<b>Definition</b>
Way of life	Including how people live, how they get around, how they work, how they play, and how they interact each day
Community	Including composition, cohesion, character, how the community functions and people's sense of place
Accessibility	Including how people access and use infrastructure, services and facilities, whether provided by a public, private or not-for-profit organisation
Culture	Both Aboriginal and non-Aboriginal, including shared beliefs, customs, values and stories, and connections to Country, land, waterways, places and buildings
Health and wellbeing	Including physical and mental health, especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, and changes to public health overall.
Surroundings	Including ecosystem services such as shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity
Livelihoods	Including people's capacity to sustain themselves through employment or business, whether they experience personal breach or disadvantage, and the distributive equity of impacts and benefits
Decision-making systems	Particularly whether people experience procedural fairness, can make informed decisions, can meaningfully influence decisions, and can access complaint, remedy and grievance mechanisms.

Source: SIA Guideline (DPHI 2023, p.19)

Table 11 Significance matrix

		Magnitude level				
		1	2	3	4	5
Likelihood level		Minimal	Minor	Moderate	Major	Transformational
A	Almost certain	Low	Medium	High	Very high	Very high
B	Likely	Low	Medium	High	High	Very high
C	Possible	Low	Medium	Medium	High	High
D	Unlikely	Low	Low	Medium	Medium	High
E	Very unlikely	Low	Low	Low	Medium	Medium

Source: DPHI, 2023, SIA Guideline: Technical Supplement, p. 13

Table 12 Likelihood levels

Level	Definition
Almost certain	Definite or almost definitely expected (e.g. has happened on similar projects)
Likely	High probability
Possible	Medium probability
Unlikely	Low probability
Very unlikely	Improbable or remote probability

Source: SIA Guideline: Technical Supplement (DPHI 2023, p. 12)

Table 13 Magnitude levels

Magnitude level	Meaning
Transformational	Substantial change experienced in community wellbeing, livelihood, infrastructure, services, health, and/or heritage values; permanent displacement or addition of at least 20% of a community.
Major	Substantial deterioration/improvement to something that people value highly, either lasting for an indefinite time, or affecting many people in a widespread area.
Moderate	Noticeable deterioration/improvement to something that people value highly, either lasting for an extensive time, or affecting a group of people.
Minor	Mild deterioration/improvement, for a reasonably short time, for a small number of people who are generally adaptable and not vulnerable.
Minimal	Little noticeable change was experienced by people in the locality.

Source: SIA Guideline: Technical Supplement (DPHI 2023, p. 13)

Table 14 Dimensions of social impact magnitude

<b>Dimension</b>	<b>Explanation</b>
Extent	Who specifically is expected to be affected (directly, indirectly, and/or cumulatively), including any vulnerable people? Which location(s) and people are affected? (e.g., near neighbours, local, regional, future generations).
Duration	When is the social impact expected to occur? Will it be time-limited (e.g., over particular project phases) or permanent?
Intensity or scale	What is the likely scale or degree of change? (e.g., mild, moderate, severe)
Sensitivity or importance	How sensitive/vulnerable (or how adaptable/resilient) are affected people to the impact, or (for positive impacts) how important is it to them? This might depend on the value they attach to the matter; whether it is rare/unique or replaceable; the extent to which it is tied to their identity; and their capacity to cope with or adapt to change.
Level of concern / interest	How concerned/interested are people? Sometimes, concerns may be disproportionate to findings from technical assessments of likelihood, duration and/or intensity.

Source: SIA Guideline: Technical Supplement (DPHI 2023, p. 12)

## Mitigation and enhancement measures

Social impacts are assessed before and after implementing mitigation measures (for negative social impacts) and enhancement measures (for positive social impacts). These measures can take different forms and may be incorporated in a proposed development's design, planning, construction, or operational stage. Mitigation measures, enhancement measures, and SIA recommendations are summarised in Section 7.1.

## SIA recommendations

SIA recommendations are proposed throughout the impact assessment to enhance positive social impacts further and mitigate negative ones. These measures have not been included in the assessment of mitigated or enhanced impacts but have been recommended as additional measures for consideration by the proponent to enhance the social outcomes of the proposal. Mitigation and enhancement measures that are committed to and have informed the assessment of mitigated and enhanced social impacts are detailed in the 'mitigated' and 'enhanced' sections of each social impact throughout this section and summarised in Section 7.1. SIA recommendations are identified separately from the mitigated and enhanced assessment for each impact and are summarised in Section 7.2.

## Potential social impacts to be further addressed during the detailed SSDA

A SIA should assess the expected and perceived impacts that are considered to have the most significant impacts on the community from the perspectives of likely affected people and the outcomes from technical assessments. Per the DPHI SIA Guideline, the assessment should be scalable to a proposed development's expected impact.

Section 6 discusses and assesses the proposal's potential impacts in detail. The Concept SSDA seeks approval only for concept building envelopes and land use mix, with approval for the specific number and mix of apartments subject to a detailed SSDA approval. Consequently, this assessment has preliminarily identified the proposal's impacts potentially arising from the construction and operational phases.

Table 15 lists the impacts from the proposal that are likely to have a perceived or actual impact. These impacts have not been included for further detailed assessment as part of this SIA and should, consequently, be assessed during the detailed SSDA stage.

The relevant technical reports accompanying this Concept SSDA should be referred to for the full assessment and identification of mitigation and management measures. Where appropriate, additional recommendations have been made in this SIA to either reduce potential negative impacts or enhance potential positive impacts.

Table 15 Scoping and assessment of other social impacts

Impact description	Supporting evidence	Additional recommendations
<b>Accessibility</b>		
<p>Potential impact on public transport and site access during construction</p>	<p>The Concept SSDA is not seeking approval for construction works. However, this SIA identifies potential future accessibility impacts related to access during construction.</p> <p>Given the site's location on the corner of a main street and a cul-de-sac street, the construction period is likely to impact on-site access for residents on McDonald Street and Macleay Street. The temporary construction workforce would also likely have a temporary impact on the local road and public transport network due to the increase in people commuting to and from the site.</p> <p>The number of construction workers, preparation of a construction management plan and Construction Traffic Management Plan will be completed at the detailed design stage. As such, the magnitude and extent of this impact cannot be assessed in this SIA.</p> <p>As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), focus group respondents and SIA survey respondents did not provide specific feedback relating to potential impacts on public transport and site access during construction. However, focus group participants stated that existing street parking is highly competitive and that without adequate on-site parking, they are concerned this could become even more strained. While there was support for prioritising sustainable transport, most agreed that sufficient ff street parking should be included in the development.</p> <p>Further assessment of site access requirements is recommended during the detailed design stage, particularly parking arrangements for construction workers, and potential impacts on local public transport networks.</p>	<p>Further assessment during the detailed design stage is recommended</p>
<p>Potential access impacts to local businesses during construction</p>	<p>The Concept SSDA is not seeking approval for construction works. However, this SIA identifies potential future accessibility impacts for local businesses during construction.</p> <p>As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), no specific concerns were raised by community members in relation to access impacts to local businesses, however, focus group participants emphasised the importance of providing a platform where local businesses can voice their concerns and</p>	<p>Further assessment during the detailed design stage is recommended</p>

Impact description	Supporting evidence	Additional recommendations
	<p>provide feedback. Specifically noting this is essential for fostering a sense of inclusion and support towards the development.</p> <p>The above feedback is recognised in the EIS (Urbis, 2025), as it notes the proponent welcomes feedback on the current and future proposal and will continue to keep stakeholders and the community informed at key project milestones.</p>	
<b>Community / Health and wellbeing</b>		
<p>Potential impacts to wellbeing from noise, vibration and dust during construction</p>	<p>The Concept SSDA is not seeking approval for construction works; however, this SIA identifies potential future health and wellbeing impacts related to noise, vibration, and dust during construction.</p> <p>As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), focus group participants expressed concern that the proposed development may negatively affect the community's wellbeing due to an increase in traffic, noise and construction disruption. Participants noted a desire for the development to consider wellbeing impact through the inclusion of noise reduction measures to minimise any negative impacts on residents' daily lives.</p> <p>Considering the community concerns, as expressed during the engagement and relating to construction works impacting on the daily lives of local residents, it is important for the proposal to consider appropriate noise, vibration and dust mitigation measures during the detailed design stage.</p>	<p>Further assessment during the detailed design stage is recommended</p>

## 6.2. ASSESSMENT OF IMPACTS ACROSS CATEGORIES

This section provides an assessment of the proposal's key impacts of the projects, as per the social categories set out in the SIA Guideline.

### 6.2.1. Way of life

Guideline definition: *Way of life, including how people live, how they get around, how they work, how they play, and how they interact each day.*

#### Change in housing diversity and affordability

Affected stakeholders	Duration of impact
Surrounding social locality, including people across Greater Sydney seeking housing in Potts Point.	Operation
<b>Assessment – without mitigation:</b> Low positive	
<p>There is significant demand for diverse and affordable housing across Greater Sydney to meet forecasted population growth. Housing diversity and choice is critical in supporting socially and culturally diverse communities, including those currently living in and around Potts Point (refer to Section 3).</p> <p>The City of Sydney Council's Housing Strategy (2021) identifies housing delivery as a key challenge for their LGA with aspirations for more housing options that retain and attract low-income residents, those who identify as part of Aboriginal and Torres Strait Islander communities, families with children, people with disability, older people, long-term renters, students, people living alone, shared households, and more (refer to Section 3.3).</p> <p>As outlined in the social baseline, Potts Point is categorised as 'unaffordable' according to the SGS Rental Affordability Index (2024). With low vacancy rates and median weekly rental payments higher than the Greater Sydney average, it is currently challenging for low-income residents to live in Potts Point.</p> <p>The SIA survey revealed local community values, with three respondents describing an appreciation for living within a diverse community and one respondent specifically describing how the development of diverse housing options would benefit a community of this nature. However, four respondents suggested the proposal would negatively impact low-income community members, including key workers and low-income families. This indicates that some community members perceive that the existing market apartments provide low-cost market housing.</p> <p>Focus group participants also expressed support for affordable housing and view it as a non-negotiable aspect of the redevelopment. Some respondents expressed concerns about potential stigma or segregation within the development, highlighting the importance of integrated housing delivery and equitable access throughout the entire development.</p> <p>The site accommodates a 12-storey residential flat with 80 studio apartments constructed in the 1960s and does not meet the current minimum apartment standards regarding volume or floor area, as noted in the Design Report prepared by SJB (2025). As indicated by the proponent, these apartments are being rented at an average of \$600 per week. This rent is higher than the median rent in Potts Point (\$490 per week) and City of Sydney LGA (\$550 per week), according to 2021 ABS census data (refer to Section 3). However, more recent data captured by <a href="https://www.realestate.com.au">realestate.com</a> between February 2024 and January 2025 indicates the median rent for Potts Point is between \$650 - \$850 per week.</p> <p>The above suggests that the existing market housing is relatively consistent with the local area and is likely occupied by relatively high-income single or couple households who work in the Sydney CBD.</p>	

Therefore, it is unlikely the proposal would impact low-income families and would result in a loss of lower-cost, quality, or diverse market housing. Feedback provided by SIA survey respondents demonstrates a misalignment between the actual and perceived quality and affordability of the existing market housing.

The proposed building envelope would facilitate the development of a 13-storey mixed-use building with ground-floor retail, 12 storeys of residential uses, and three levels of basement car parking. This building intends to replace the existing apartment stock with a combination of high-end market and affordable apartments that meet current minimum apartment standards.

The proposal's affordable housing component will comprise 15% of the total GFA for at least 15 years to receive a 30% increase in height and floor space provisions currently permissible under the Sydney Local Environmental Plan (LEP) (2012).

While the final apartment numbers and unit mix will be determined at the detailed design stage, the Concept SSDA is supported by a reference scheme that provides an example of the number and mix of apartments that could be accommodated on the site. It should be noted that approval is not sought for a number of apartments or unit mix which will be developed further through detailed design and the design excellence process to ensure the mix meets the community's requirements. Regardless of the proposed unit numbers and mix, 15% of the total GFA will be dedicated to affordable housing, which is required to be managed by a registered CHP.

Therefore, the Concept SSDA would facilitate the development of higher-quality and more diverse housing stock with the provision of formal affordable housing, contributing to the Council's target to deliver 11,000 affordable dwellings by 2036. It is recommended to further assess the magnitude of this impact during the detailed design stage and consider the possible overall reduction in apartments and residents onsite, according to the reference scheme.

Given this, the change in housing diversity and affordability is assessed as **low positive**, given the possible likelihood and minimal magnitude.

#### **Assessment – with mitigation/ enhancement: High positive**

The affordable housing component of the proposal is required to be under ownership or management of a registered community housing provider (CHP), in accordance with the Sydney LEP (2012). The proponent has been in discussion with Bridge Housing, a Tier 1 CHP, regarding their interest in managing the affordable housing component of the proposal. Bridge Housing has expressed support for the proposal and interest in supporting the proponent in the management of the affordable housing component. The proponent has advised these conversations will continue through the detailed design stage to determine the details of a commercial agreement and management plan.

A range of consultation activities have also been undertaken as part of this proposal to help provide further clarity on the existing environment and the proposed development. This includes providing more information on the quality and affordability of the existing market housing and educating the community on the affordable housing component to address potential concerns in the community and perceived negative impacts. These activities are outlined in Section 4 of this report.

Considering that the proposal will facilitate the development of new affordable housing stock, which will be managed by a Tier 1 CHP and increase housing diversity, the mitigated impact is assessed as **high positive**, given the likely likelihood and moderate magnitude.

#### **SIA recommendations – additional social mitigations**

There are opportunities to enhance the potential impact of delivering affordable housing stock at the detailed design or post-construction stage. These include:

- At the detailed design stage, consider opportunities for the affordable housing apartments to comprise a diversity of sizes to accommodate the needs of different vulnerable groups seeking affordable housing, particularly families and multigenerational households.
- Following construction but before occupancy, it is recommended to develop an affordable housing tenant allocation strategy in collaboration with the selected CHP, outlining the equitable distribution of affordable housing stock to vulnerable groups. These could include key workers, Aboriginal and Torres Strait Islander households, older women at risk of homelessness, and women and children impacted by domestic violence, amongst other vulnerable groups.

## Potential community concerns about the forced relocation of existing residents

Affected stakeholders	Duration of impact
Local and surrounding locality, including existing residents	Pre-construction
<b>Assessment – without mitigation:</b> Low negative	
<p>Potts Point's strategic positioning near the Sydney CBD significantly enhances opportunities for work, business, and cultural engagement, making it an attractive location for residents and visitors alike. The area is popular with young workers renting close to the Sydney CBD. Growing concerns are emerging about the diminishing availability of reasonably priced market housing for young professionals near the CBD. This trend is raising alarms about the potential out of these residents, who are crucial to the vibrancy and economic health of our urban centres.</p> <p>As outlined in the social baseline (Section 4), the median weekly rent is lower in Potts Point (\$490) compared to the City of Sydney LGA (\$550) but higher than Greater Sydney (\$450). The proportion of renters spending more than 30% of their household income on rent payments is lower in Potts Point (33.6%) compared to the City of Sydney LGA (60.1%) and Greater Sydney (35.3%). The median weekly rent in Potts Point (\$590) is higher than the City of Sydney LGA (\$571) and Greater Sydney (\$470) averages. The SGS Rental Affordable Index rates Potts Point as 'unaffordable', particularly for households with essential workers or those on government support.</p> <p>A desktop analysis was undertaken of current rental trends in Potts Point. As per data from realestate.com, the median average rent for Potts Point as captured between February 2024 – January 2025 is between \$650 - \$850 per week. The existing building provides a slightly more affordable offering of market housing within the area, with the proponent confirming the current weekly rent is \$600 weekly.</p> <p>Section 1.3 discusses that the site accommodates a 12-storey residential flat with 80 studio apartments constructed in the 1960s. These apartments are primarily occupied by people renting and working in the Sydney CBD. The Concept SSSA proposes a smaller number of apartments with larger floor space ratios. The overall development will reduce housing stock on the site from 80 dwellings to 34 dwellings – a reduction in 46 apartments overall. The development has considered provision for multigenerational living with the inclusion of 2,3- and 4-bedroom units. The ration will be primarily 3-bedroom units (27)</p> <p>In Section 4.3, survey respondents noted that the redevelopment of the site would negatively impact lower-income families in the local community as these apartments are perceived by the community to be more reasonably priced compared to other homes in the area. Some survey respondents also noted that the development would pose significant challenge due to overdevelopment in the area and the reduction of contextually affordable rental properties In Potts Point. One respondent specifically stated, "affordability for key workers who are completely priced out".</p>	

Affected stakeholders	Duration of impact
<p>The existing proposal site is occupied by private residents, who would be advised of relocation before construction. Albeit it is noted that most current residents are renters (79 tenants in the building), most of the housing on the site is currently private investor owned. The development includes a mix of long -term and shorter-term residents. Residents typically hold 6- and 12-month leases.</p> <p>This prime location is reflected in the commuting patterns of its residents; on the day of the Census, 12.2% of employed people aged 15 and over in Potts Point commuted to work by walking, which is notably higher than the 9.2% in the City of Sydney LGA and 2.3% in Greater Sydney. Additionally, a higher proportion of Potts Point residents worked from home (51%) compared to the City of Sydney LGA (52.3%) and Greater Sydney (38.4%). This accessibility and convenience underscore the area's appeal and role in fostering a vibrant, connected community.</p> <p>The perceived displacement and out pricing of existing residents (specifically young professionals) is a concern held by community members. Although the existing building is still not classified as affordable, within the context of the rental and housing market of Potts Point, the existing building provides a slightly more affordable housing option within the context of the area. Therefore, this impact is rated <b>low negative</b> given the possible likelihood and minimal magnitude.</p>	
<p><b>Assessment – with mitigation/ enhancement: Neutral</b></p>	
<p>The proponent has indicated that the relocation of the renters will be arranged by the respective individuals as their tenancies end. According to the proponent, current residents have received notice for the Concept SSDA phase to provide ample relocation time. With consideration to this, the mitigated impact is assessed as <b>neutral</b>.</p>	
<p><b>SIA recommendations – additional social mitigations</b></p>	
<p>There are opportunities to further mitigate community concerns relating to the forced relocation of existing residents during the detailed design stage. This includes:</p> <ul style="list-style-type: none"> <li>At the detailed design stage, provide ongoing communication with existing residents. Communication should include messaging around development updates, construction timelines, further changes relating to the SSDA.</li> </ul>	

## 6.2.2. Community

Guideline definition: *Community, including composition, cohesion, character, how the community functions, resilience, and people's sense of place.*

### Perceived impact on local community cohesion

Affected stakeholders	Duration of impact
<p>Immediate social locality, including future residents and immediate neighbours with varying socio-economic levels</p>	<p>Operation</p>
<p><b>Assessment – without mitigation: Neutral</b></p>	
<p>Research undertaken by the Australian Housing and Urban Research Institute (AHURI), 'From mixed tenure developments to mixed tenure neighbourhoods' (2020), indicates no optimal dwelling and tenure mix for mixed tenure developments. The research emphasises that different developments have a variety</p>	

of successful social outcomes, regardless of tenure mix. The approach often drove success to long-term operational management, rates of community amenity and essential design quality. Quality housing in safe, connected locations was also found to significantly improve community attachment and cohesion, regardless of tenure mix.

Private rentals are the dominant tenure type within the Potts Point suburb (65.1% of total housing supply), with a greater tenure mix of social housing and private market rentals within the Woolloomooloo suburb. A diversity of socio-economic levels contributes to the area's character and how the community functions, and this is likely linked to being in proximity to an established mixed-tenure neighbourhood.

As noted in Section 4, the SIA survey had four respondents describe their appreciation for living within a diverse community, and two respondents stated that the addition of ground-floor retail would have a positive impact. All focus group participants also appreciated the potential for improved spaces within the development, including indoor and outdoor recreation spaces. This was seen as an opportunity to create more communal areas that could serve both residents and visitors, as noted in the Community Engagement Report (Brilliant Logic, 2025).

The Concept SSDA proposes a mixed-tenure residential building comprising 85% market and 15% affordable housing, thereby sustaining a diversity of socio-economic levels in Potts Point. This is in the context of the development changing from the current provision of studio apartment market housing (100% of dwellings) to a combination of higher-priced larger dwellings (75% of dwellings) and affordable rental housing (15% of dwellings).

While the proposal's inclusion of ground-floor retail has the potential to facilitate social interactions and a diversity of socio-economic levels, the detailed design of internal areas, levels of shared access to communal amenities and operational management plans would have the most significant impact on community cohesion between affordable and market-housing residents, as indicated by AHURI research (AHURI 2020).

The magnitude of this impact would vary as community perceptions indicate that the community values diversity and supports the proposed provision of affordable housing apartments. Without proper mitigation, a mixed-tenure residential building may adversely affect social connections and cohesion between residents of affordable housing and those in market housing, particularly given the price disparity (therefore, socio-economic disparity) between these two household types. Mitigation should involve careful project design and delivery to ensure the development is 'tenure blind' from an overall visual/design perspective and provides spaces for potential social interaction among all residents.

Based on this, the unmitigated impact is assessed as **neutral**.

#### **Assessment – with mitigation/ enhancement: Low positive**

The Landscape Report prepared by Black Beetle (2025) provides concept landscape plans demonstrating the type of development the Concept SSDA could facilitate. The plans detail the indicative provision of communal open spaces and amenities for residents, including a ground-floor communal open space, pool and seating areas, a commercial terrace, BBQ facilities and a pool on level three, and rooftop terrace and BBQ facilities area.

The above-mentioned research (AHURI 2020) also indicates that new mixed tenure developments and communities should be designed for social interaction, regardless of their tenure mix, as well as offering privacy with design guidelines that make people run into each other at shared entrances, seating, shelter, paths, recreation, communal, open and parking spaces to minimise feelings of tenure segregation based on socio-economic disparities. Challenges related to feasibility and ongoing management costs for community housing providers is also acknowledged in this research (AHURI 2020) and provides long term

strategies to minimise ongoing maintenance and management liabilities. An example includes using robust, durable materials to reduce maintenance costs, ensure durability and functional resilience.

Given the above, it is recommended that the proponent consider design and management strategies that enable equitable access to internal communal areas for both affordable and market housing residents. However, it is acknowledged that maintenance of communal areas can be costly, particularly for community housing providers. Therefore, it is recommended for the proponent to test various management approaches and cost-sharing agreements with the selected community housing provider during the detailed design stage to ensure opportunities to actively support community cohesion amongst future residents are maximised.

Considering the research undertaken by AHURI (2020) and the Landscape Report, the mitigated impact is assessed as **low positive**, given the possible likelihood and minimal magnitude. The detailed design of internal communal areas and long-term operational management strategies are required to enhance community cohesion amongst affordable and market housing residents and the local community.

### SIA recommendations – additional social mitigations

There are opportunities to mitigate and enhance potential impacts on community cohesion at the detailed design or post-construction stage. These include:

- Once completed, the proponent has expressed intent to stratum subdivide the building for ease of management to assist the selected community housing provider. However, as the informed party, the selected community housing provider will be able to provide insights into potential funding and management models that minimise segregation between market and affordable housing residents and potential cost burdens of maintaining communal areas. Therefore, it is recommended the proponent consider involving the selected community housing provider during the detailed design stage to inform the design of internal areas and enhance opportunities for community cohesion that are feasible for them to manage.
- At the detailed design stage, prepare an Operational Management Plan in collaboration the selected community housing provider to manage the long-term operation, maintenance and programming of communal areas.
- At the detailed design stage, consider implementing signage, language, art and landscaping that reflects the diverse population of Potts Point and the City of Sydney LGA.

## Changes to local amenity

Affected stakeholders	Duration of impact
Immediate social locality, including residents (past and future) and immediate neighbours will be most impacted, with the surrounding community experiencing broader changes to the local amenity	Operation
<b>Assessment – without mitigation:</b> Neutral	
<p>Improved local amenities in new developments significantly increase an area's liveability by providing residents with enhanced recreational, social, and cultural opportunities, fostering a more vibrant and connected community.</p> <p>The existing residential apartment building in the northeastern part of the site contains 80 one-bedroom and studio apartments with no balconies, with car parking occupying the ground floor and level 1. The site</p>	

has limited landscaping and no communal or private open space, with planter boxes along the Macleay Street and McDonald Street frontages. The Architectural Design Report by SJB (2025) notes that the current building envelope disregards its neighbours, failing to transition to the Victorian terraces to the south and west. The ground level is dominated by private vehicle parking and service areas and the internal spaces do not meet current minimum apartment standards for volume or floor area.

As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), all focus group participants believed that the mixed-use nature of the development would potentially boost the local economy and inclusion of retail space was reviewed as an opportunity to attract more foot traffic and enhance the area's vibrancy. However, others raised concerns

The proposal is expected to enhance local amenities, foster community engagement, and improve residents' overall quality of life. However, as discussed in Section 6.2, the proposal would result in a loss of parking provision, which would ultimately reduce local amenities, given the current lack of parking in the area. The loss of parking is, however, aligned with the reduced number of units and meets the car parking rates required in the Housing SEPP.

Considering the current lack of amenity in the existing site (i.e., communal areas, open space, balconies), the inclusions of potential amenities within the Concept SSDA (discussed further below) and existing access to amenities within Potts Point, the overall unmitigated impact is assessed as **neutral**.

#### **Assessment – with mitigation/ enhancement: Medium positive**

The proposed design aims to enhance the site's relationship with the public domain by creating an active frontage on Macleay Street and concealing above-ground parking.

The Landscape Report by Black Beetle (2025) for the Concept SSDA outlines development features designed to enhance the amenity for residents, neighbours, and the local community. It aims to address the shortcomings of the existing building by improving circulation and connections, with enhanced links to local footpaths, cycleways, and through-site pathways to activate the site and improve Macleay Street's connectivity to Potts Point.

The landscape and urban design principles promote environmentally sustainable outcomes by increasing green canopy, retaining street trees, and incorporating green infrastructure like rooftop rainwater collection. Additionally, planting strategies will maximise green amenity, use locally indigenous species, and ensure drainage systems support natural ecological processes and community recreation.

The concept proposal includes ground floor retail, communal open spaces and landscaping. These amenities can enhance the services and offerings in Potts Point and along Macleay Street and foster increased community wellbeing by enabling spaces for relaxation and social interaction. Enhanced services and offerings along Macleay Street can strengthen Potts Point's position as a popular tourist destination.

As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), focus group participants expressed a strong preference for publicly accessible green areas such as rooftop gardens, or courtyards to soften the urban feel and provide residents with recreational space. There was also an interest in a mix of small, locally owned businesses rather than large commercial chains to maintain the area's unique charm. Cafes, bakeries, grocery stores, and speciality boutiques were frequently mentioned. This feedback aligns with the mitigation measures already included in the proposal and provides the proponent with further considerations at the detailed design stage, specifically relating to selecting retail tenants, to maintain and enhance low amenity.

Considering the design principles outlined in the design report and the inclusion of the entire Concept SSDA, the overall mitigated impact is assessed as **medium positive**, given the possible likelihood and minor magnitude.

### SIA recommendations – additional social mitigations

There are opportunities to further enhance local amenity during the detailed design or post construction stage of the proposal. These include:

- At the detailed design stage, provide the community with a forum to provide feedback around opportunities to further enhance expected positive impacts, such as enhanced community wellbeing.
- At the detailed design stage, consider incorporating a commercial terrace, as outlined in the concept landscape plans, that can provide flexible spaces for businesses and social events, further enriching the community atmosphere and making the development a vibrant hub of activity and convenience.
- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site.
- At the detailed design stage, ensure the detailed Traffic Impact Assessment outlines measures to mitigate a possible increase in demand for on-street parking resulting from the proposed retail space.

## Changed sense of place related to changes to local character

Affected stakeholders	Duration of impact
Local and surrounding locality, including immediate neighbours (most impacted), with the surrounding community experiencing broader cumulative impacts associated with changes to the local character across the suburb.	Construction and operation
<b>Assessment – without mitigation:</b> Neutral	
<p>An area’s local character is defined by its built and natural environment. Individuals' experiences and feelings within an area contribute to their unique sense of place. However, when the local character changes (e.g., new developments), this can impact an individual or community’s sense of place.</p> <p>The existing residential building was constructed in the 1960s and is representative of Modernist architecture and Sydney’s post-World War II development boom. However, the Design Report (SJB, 2025) states that “with an above-ground parking structure and a lack of active edge retail interface, the building detracts from the active street environment for which Potts Point is renowned” (SJB, 2025 p.10). Further, the City of Sydney regards the existing building as a ‘detracting element’ within the Potts Point Heritage Conservation Area per the Sydney LEP 2021 (Reference number C51). Therefore, it is possible that the development of the existing residential building may not significantly impact the local community’s sense of place as it is not aligned with the local character.</p> <p>However, as discussed in Section 4, the SIA survey received several responses relating to potential impacts to local character. One respondent noted they valued the local architecture in Potts Point, specifically noting the site as an exemplar of modernist architecture. One respondent also stated that the site’s redevelopment would negatively impact people who admire Modernist architecture. However, six respondents noted the proposal would positively impact either the removal of ground floor car parking, the inclusion of ground floor retail or the overall aesthetic improvement of the site. Similarly, community participants within the focus group and webinar as many participants were concerned about the proposed</p>	

scale not aligning with the existing character of Potts Point, which is known for its heritage buildings and village like atmosphere. However, once briefed by the architect, participants highlighted the consideration of maintaining open space, tree-lined streets and the general scale of the neighbourhood would ensure that the future development enhances, rather than detracts from, the area's charm and sense of community.

The Concept SSDA aims to improve the local character of Potts Point, in line with the Council's aspirations to protect and enhance the City's character in line with community values and strategic directions (refer Section 3.3). At this stage, the proposal intends to achieve this through the removal of above-ground car parking and provision of public art and retail frontages along Macleay Street. This aligns with the Council's Development Control Plan (2012), as the site's Macleay Street frontage is mapped as an 'active frontage'.

Assessing potential impacts on a community's sense of place is complex, as a sense of place is unique to an individual's personal experiences and interests, as demonstrated by the SIA survey and focus group findings. Given this, the magnitude of the impact has been reduced as the extent of affected stakeholders cannot be accurately identified at this stage. Therefore, the unmitigated assessment of impacts from a changed sense of place related to changes to local character is assessed as **neutral**.

#### **Assessment – with mitigation/ enhancement: Low positive**

The Design Report (SJB, 2025) highlights several considerations for the detailed design of the built form to minimise potential impacts on the site's character and local area. Specifically, the Design Report (SJB, 2025) notes considerations for the detailed design of the building mass, street edge definition, transition edges and dwelling orientation, as well as mitigating view impacts to ensure the proposal is consistent with the local character and does not negatively impact on local heritage items or viewpoints.

The City of Sydney Council requires most SSDAs to undertake a competitive design process in accordance with the Council's LEP (2012). This process is known as Design Excellence. As such, a Design Excellence Strategy (2024) and Competitive Design Competition Brief were prepared by Urbis (2025) and endorsed by the Government Architect NSW on 29 January 2025. The vision outlined in the Competitive Design Competition Brief (Urbis, 2025) states that the project aims to integrate into the historic fabric and enhance the architectural legacy of the area while setting new standards for high-quality living. The design objectives also specify that the design must "sympathetically respond to the character of the Potts Point Heritage Conservation Area and the surrounding area and the site history". These objectives, amongst others, have the potential to mitigate potential negative impacts on the community's sense of place by delivering a building that better aligns with the local character.

Assuming the above considerations and design objectives are implemented at the detailed design stage, the mitigated impact is assessed as **low positive**, given the possible likelihood and minimal magnitude. Although some stakeholders may perceive the design as impactful as it would cause the loss of modernist architecture, which they value and associate with the Potts Point area, the proposal may positively impact the local community by providing design features that increase the site's adherence to the local character.

#### **SIA recommendations – additional social mitigations**

There are opportunities to mitigate potential impacts to changed sense of place relating to changes to local character at the Design Excellence and detailed design stages. It is recommended that these opportunities be assessed during the detailed design stage. These include:

- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Design Excellence Strategy (Urbis, 2024).

- Explore opportunities for public art to highlight the site’s architectural history and create places where the community can reflect and celebrate the site’s history. This will support members of the local community who feel the redevelopment of the site will impact their sense of place and personal connection to Potts Point’s history. This would also provide visitors or new residents with opportunities to educate themselves on the sites and Potts Point architectural history.

### 6.2.3. Accessibility

Guideline definition: *Accessibility, including how people access and use infrastructure, services and facilities, whether provided by a public, private, or not-for-profit organisation*

#### Potential changes in local parking availability

Affected stakeholders	Duration of impact
Immediate social locality, including existing surrounding residents	Construction and operation
<b>Assessment – without mitigation:</b> Neutral	
<p>Transportation and ease of access in general are important factors in the perceived liveability of a city, and for those using cars, accessible parking is essential.</p> <p>The demographic profile (Section 3) demonstrates that a high proportion of people in Potts Point commute to work by walking compared to Greater Sydney, which may indicate a minimised reliance on car travel. Further, the Site Location (Section 3.1) establishes that the site is within walking distance (750m) from Kings Cross Train Station and benefits from local bus services on Macleay Street. These services run every 10 minutes on average and connect the site to Central Station and Barangaroo. This indicates diminished reliance on private transport for residents at the site.</p> <p>Due to the compact, heritage nature of the area, there is limited space to park on surrounding streets. Car parking spaces on the lower levels of the existing building were rented and used to park vehicles by residents in surrounding buildings, in addition to residents of the building itself.</p> <p>Removing 27 parking spaces from the lower levels of the building would result in diminished off-street parking for on-site and surrounding residents – with some spaces on the site rented by residents in surrounding older-style buildings that do not incorporate car parking. Changes to parking availability can interrupt communities by disrupting access in and around a local area, including to work, schools, shops, services and facilities.</p> <p>As this proposal is a Concept SSDA, the parking provision is subject to change. It is assumed that parking will be addressed as part of the Detailed SSDA. Therefore, further assessment is recommended to assess the impact significance. Consequently, the unmitigated assessment of impacts from a changed parking availability is assessed as <b>neutral</b>.</p>	
<b>Assessment – with mitigation/ enhancement:</b> Neutral	
<p>The proposed building envelope will allow for a 13-storey building with three levels of basement car parking that can accommodate resident and visitor cars, a loading dock, building services and storage space. The basement will be accessible from McDonald Street using the existing driveway.</p> <p>Including 34 bicycle parking spaces for residents within individual storage areas should mitigate some parking needs. The site is well integrated into Sydney’s bike path network.</p>	

The proposal includes an indicative 58 spaces, including 45 residential spaces, four accessible spaces (including one visitor), five residential visitor spaces, and four retail spaces.

As per the EIS, the design demonstrates the site's capability to provide appropriate parking spaces, with regard to the relationship between the basement levels and the surrounding road network. Furthermore, the loss of parking is aligned with the reduced number of units and meets the car parking rates required in the Housing SEPP.

Considering the final number of parking spaces and apartments will be confirmed as part of the detailed DA the mitigated impact is assessed as **neutral**.

#### SIA recommendations – additional social mitigations

There are opportunities to mitigate potential changes in local parking availability for surrounding residents during the detailed design or preconstruction stage. These include:

- At the detailed design stage, prepare a Green Travel Plan to encourage and implement public transport use during the proposal's construction and operation.
- At the pre-construction stage, ensure the selected construction company implements the above Green Travel Plan.
- At the detailed design stage, ensure the Traffic Impact Assessment outlines measures to mitigate a possible increase in demand for on-street parking resulting from the proposed retail space.

## 6.2.4. Culture

Guideline definition: *Culture, both Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings*

### Potential impacts on nearby European heritage items and the Potts Point Heritage Conservation Area

Affected stakeholders	Duration of impact
Surrounding social locality, including residents and visitors	Construction and operation

#### Assessment – without mitigation: Low negative

As established in the policy context (Section 3.3), Sydney has a rich history and cultural heritage, which is enshrined in the local built form and consequently protected through heritage conservation laws. Potts Point is a particularly important host to this built history, with its distinct heritage character typified by Art Deco and Modernist apartment buildings, which is of great significance to the local community (refer to Section 4).

While the existing building at the site is located within the Potts Point Heritage Conservation Area per the Sydney LEP 2021 (Reference number C51), the building itself is not heritage-listed. The City of Sydney regards it as a '**detracting element**' in the conservation area. Macleay Street hosts many significant heritage apartments, including 4 Macleay Street, Macleay Regis at 10-2 Macleay Street, and Seldson at 16 and 20 Macleay Street. The site also adjoins several heritage items, which typify an Inter-War style of architecture, as listed in Section 3.3.

The Heritage Impact Statement (HIS) completed by John Oultram Heritage & Design (2025) addresses the European heritage significance at the site. It describes the building as a 'late Twentieth Century

apartment building in a hybrid of the Internationalist/Brutalist styles' that is 'relatively intact to its original design'. However, it also concurs with the Urbis HIS (2024) prepared for a previous application at the site. It describes the building as a 'pedestrian' example of the Modernist aesthetic that showcases typical elements without 'flair or innovation'.

Although the building is not registered as an item of heritage significance, there has been value assigned to it by some members of the local community, where there is a strong sentiment of support for heritage conservation in the area. The Burra Charter Practice Note on Understanding and Assessing Cultural Significance (2013) suggests that social value can refer to the associations a place has for a particular community or cultural group and the social or cultural meanings it holds for them. Attaching meanings and identities to specific localities is integral to producing a sense of place comprising locally constituted meanings and values. Social value at heritage sites can be established through practices including photography, drawing, and historical investigation.

Due to its heritage character, Potts Point is a popular tourist destination. It showcases this engagement through history tours and walks organised by entities such as the City of Sydney and the Australian Architecture Association. This engagement with the area's heritage demonstrates its significance not only to the local community but also to the identity of broader Sydney.

A survey by the Potts Point Preservation Group (2024) found that 87.7% of respondents believed it was very important that the City Council and State Government provide enhanced recognition of the protection of 20th-century architecture in the area, explicitly including Modernist apartment buildings. A further 86.5% of respondents felt that it was 'very important' that the fundamental character of the neighbourhood is preserved while changes are made, indicating strong support for heritage conservation.

Further, the field study (Section 4) highlighted a sentiment among survey respondents that overdevelopment in the area has resulted in a loss of heritage character, with a survey respondent stating that they admired the existing building as an exemplar of Modernist architecture and that the proposal would negatively impact those who appreciated Modernist architecture. One respondent stated that demolishing the existing structure would result in 'the devastating loss of an important piece of Potts Point's modernist history'. This sentiment was supported by a direct email from a neighbour, who stated that the demolition of the building would be a 'devastating loss' and that the 'modernist history of Potts Point would be further erased'. An appreciation for the current building was not absolute among survey respondents, with one stating that the redevelopment would result in general 'aesthetic improvement'.

Similar sentiments were shared by focus group participants (Section 4), as many expressed concerns relating to the potential loss or alteration of Potts Point's heritage elements due to the proposed development. Specifically, some expressed fear that the proposed development's height and scale might overshadow or disrupt the historic streetscape, leading to a loss of the area's unique charm.

While there are conflicting sentiments towards the significance of the existing building and its contribution to the Potts Point Heritage Conservation Area, there are strong community sentiments towards the potential for the proposed development to negatively impact nearby heritage items. Considering this, the unmitigated impact is as assessed as **low negative**, given the possible likelihood and minimal magnitude.

#### **Assessment – with mitigation/ enhancement: Low positive**

While the proposed development does not have a detailed design, the Competitive Design Competition Brief prepared by Urbis (2024) states that the proponent is committed to achieving design excellence as part of the site's redevelopment and delivering the highest standard of architectural, urban, and landscape design outcomes.

The HIS (2025) states that the proposed development aligns with the current planning controls and development trends to increase height and residential density in inner city areas. It further states that the

proposal aligns with the scale and detail of the many high-rise developments close by and in surrounding suburbs and that the design will read as ‘very much in character’ of this later development. It concludes that the new development will impact the setting of the conservation area, which is a large-scale and contemporary style. However, it is ultimately a limited and acceptable impact on the settings and significance of the items.

Focus group participants (Section 4) provided additional suggestions to further mitigate potential impacts on the area’s European history. Some suggested that architectural features could be incorporated into the design to reflect the area’s history and maintain continuity.

Considering the proposal will undertake a competitive design competition to achieve Design Excellence, there is an increased likelihood the proposal will enhance the Potts Point Heritage Conservation Area and minimise impacts on nearby heritage items. Considering this, the mitigated impact is assessed as **low positive**, given the likelihood and minimal magnitude.

#### SIA recommendations – additional social mitigations

There are opportunities to mitigate potential impacts on the local area’s European history in the detailed design stage. These include:

- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Competitive Design Competition Brief (Urbis, 2025)
- Provide the community with opportunities to provide feedback on what they value about the character of the existing residential building and aspects they would like to see referenced within the proposal's design or through the provision of public art that references the architectural history of the site.

### Potential disruption to sites of Aboriginal significance

Affected stakeholders	Duration of impact
Immediate and surrounding social locality, including local Aboriginal community members	Construction and operation
<b>Assessment – without mitigation:</b> Neutral	
<p>Any new development or redevelopment should consider impacts on Aboriginal culture. Urban developments may impact Aboriginal objects, the landscape or landform, or the spiritual connection Aboriginal people have with Country.</p> <p>As per Section 3.3, approximately 0.9% of Pott Point residents were Aboriginal and/or Torres Strait Islander people, which is proportionally low compared to the surrounding context of 1.4% in the City of Sydney LGA and 1.7% in Greater Sydney.</p> <p>Development of the Aboriginal Cultural Heritage Assessment Report (ACHAR), prepared by Urbis (2025), involved consultation with relevant Aboriginal people and organisations pertinent to the study area. The ACHAR found that no known Aboriginal places have been identified within the subject area or within 500m of the proposed site.</p> <p>As no known Aboriginal objects are within the subject area and it is unlikely to retain any unknown Aboriginal objects, the ACHAR states that the physical works associated with the proposal are unlikely to cause direct or indirect harm to Aboriginal objects or negatively impact inter-generational equity.</p>	

With consideration of the ACHAR findings and assuming proposed procedures for unexpected finds will be developed and implemented, the unmitigated impact is assessed as **neutral**.

**Assessment – with mitigation/ enhancement:** Neutral

**No further enhancement measures have been incorporated. The impact rating remains unchanged**

**SIA recommendations – additional social mitigations**

- Continue engagement with Aboriginal and local stakeholders during the Detailed SSDA stages to inform opportunities for design elements to enhance the proposal’s celebration of local culture and connection to Country.
- Consider opportunities to engage local artists are engaged if public art is incorporated into the proposal detailed design.

## 6.2.5. Health and wellbeing

Guideline definition: *Health and wellbeing, including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health.*

### Improved access to amenities for future residents

Affected stakeholders	Duration of impact
Immediate social locality, including future residents	Operation

**Assessment – without mitigation:** Medium positive

Potts Point residents currently have access to a significant number of amenities that can support their health and wellbeing. The site is in a highly connected location, both locally and regionally, given its proximity to the Sydney CBD and Central train station, which provide connections across Greater Sydney and beyond.

As discussed in Section 3.1 and Section 3.2, there is a range of existing social infrastructure and open spaces within 800m walking distance of the proposed site, including educational, health, community, and recreation facilities. Potts Point and surrounding suburbs have highly activated high streets with a variety of retail stores and services to support the local community. Living within proximity to these amenities removes potential barriers to individuals accessing the support services they need.

Future residents within the proposed building envelope would experience positive impacts associated with the site’s location. Most notably, residents would also have convenient access to several employment hubs across Sydney and facilities and services to meet most everyday needs within walking distance, including supermarkets, education and childcare facilities, sports and recreation spaces, health facilities, etc. This is a key priority across state and local housing policies to support the ‘30-minute city’ vision (refer to Section 3.3). Living close to where you work increases opportunities for people to walk to work or spend less time commuting which enables them to spend more time participating in activities that may benefit their health and wellbeing, such as exercising or spending quality time with friends and family.

As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), all focus group respondents appreciated the potential for the proposed development to provide improved internal spaces, indoor and outdoor. Some also expressed a strong prepared for publicly accessible areas such as rooftop gardens to provide residents with recreational space.

As outlined in the Design Report prepared by SJB (2025), the existing site's internal spaces do not meet current minimum apartment standards regarding volume or floor area and lack balconies and active street frontage. The Design Report (SJB, 2025), therefore, concludes that the existing design is atypical of the local environment and fails to align with modern expectations for residential comfort.

The Concept SSDA will facilitate the redevelopment of existing housing stock to accommodate a mix of high-quality affordable and market housing. This will very likely result in improved residential amenity and comfort associated with renewed housing stock. The magnitude of this impact will likely be reduced as the quantity of housing stock is planned to be reduced from 80 studio apartments to approximately 34 apartments comprising a mix of one to three bedrooms (according to the reference scheme, refer to Section 1.3). However, it is possible the number of residents living on site won't decrease as significantly due to the potential increase in the average household size.

Overall, the improved access to onsite amenities, in addition to the existing amenities in the local area, could positively impact the health and wellbeing of future residents. Therefore, this impact is assessed as **medium positive**, given its possible likelihood and minor magnitude.

#### **Assessment – with mitigation/ enhancement: Medium positive**

By introducing higher quality housing and a greater variety of apartment sizes and affordability (a mix of higher priced dwellings and affordable rental dwellings), a different mix of household types – including higher income households and families, coupled with lower income households including key workers (in the affordable rental housing component) will benefit from new housing on the site. They will benefit from a high level of access to a range of public transport options, social infrastructure and open spaces. The proposed building envelope also provides an opportunity to further enhance the local environment and experiences of surrounding residents through the inclusion of ground floor retail, contributing to increased access to local shops or services and ground floor activation.

The Landscape Report (Black Beetle, 2025) details the provision of communal open spaces and amenities for residents, including a ground floor communal open space, pool and seating areas, as well as a commercial terrace, BBQ facilities and pool on level three. Most apartments also have access to a private balcony. These inclusions would result in improved access to onsite amenities that will support the liveability and subsequent health and wellbeing of future residents. However, the likelihood of this impact is reduced given these plans are subject to change in the detailed design stage.

Assuming the detailed design of the proposal broadly aligns with the provision of housing diversity and onsite amenities, as detailed in the reference scheme and Landscape Report (Black Beetle, 2025), the enhanced impact is assessed as **medium positive**, given the possible likelihood and moderate magnitude.

#### **SIA recommendations – additional social mitigations**

There are opportunities to enhance positive impacts and improve onsite amenity for future residents at the detailed design stage. These include:

- At the detailed design stage, provide onsite amenities in accordance with the concept landscape plans provided in the Landscape Report (Black Beetle, 2025) and ensure residents have equitable access to all amenities.
- At the detailed design stage, provide a mix of apartment sizes for affordable and market housing residents to support a variety of household sizes.

## 6.2.6. Surroundings

Guideline definition: *Surroundings, including ecosystem services such as shade, pollution control, and erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity.*

### Overshadowing and/or loss of privacy impacts

Affected stakeholders	Duration of impact
Immediate social locality, including neighbouring residents and visitors	Operation
<b>Assessment – without mitigation:</b> Medium positive	
<p>The proposal for a 13-story mixed-use development in Potts Point represents a non-significant height change to the site as the existing building accommodates a 12-storey residential flat building comprising 80 studio apartments. The building height is proposed to be a maximum of 50m (inclusive of 30% affordable housing and a 10% design excellence bonus), which is comparable to surrounding buildings.</p> <p>The Engagement Outcomes Report (Brilliant Logic, 2025) identified community concerns related the building's height and scale. Some focus group respondents felt the scale and design of the proposed development could disrupt the area's charm and aesthetic appeal. Some also raised concerns of potential overshadowing of historic landmarks, where are seen as an essential part of the area's identity.</p> <p>Community concern was also raised during the public exhibition period of the previous Concept DA (refer to Section 4.4). This proposal received 30 submissions noting that overshadowing and loss of sunlight to nearby residential properties. This was the primary issues raised by submitters.</p> <p>As outlined in Section 3.4, Potts Point boasts a unique cultural and architectural history, significant to both the local community and broader Sydney and should be considered in relation to overshadowing. The exiting building adjoins several Inter-War architectural heritage items, including the terrace house "Santa Fe," the former artists' studio "The Yellow House," and the flat buildings "Wirrawa," "Macleay Regis," and another listed flat building interior.</p> <p>The Design Report by SJB (2025) analyses the visual impact of the building to highlight the requirements that will align the proposal to the statutory framework, thus mitigating extreme overshadowing or loss of privacy. The design report outlines that design consideration must be undertaken for smaller surrounding buildings such as Yellow House (which is identified as historically significant) and Challis Avenue. Furthermore, the report concludes that due to the potential for urban massing transition, if it were to be demolished, would be the natural location for a taller building form.</p> <p>Additionally, the Design Report provides a solar analysis of the building composition in relation to shadowing. Due to their proximity to the development, buildings along Mackey Street (10-12, 14 and 57-59) and Challis Avenue (12-16, 10C) are to be most impacted. Further solar analysis has not been undertaken in the Concept SSDA phase or in the preliminary assessment of solar access.</p> <p>Considering the above, this impact is assessed as <b>medium positive</b>, given its possible likelihood and minor magnitude.</p>	
<b>Assessment – with mitigation/ enhancement:</b> Medium positive	
<p>Assuming the detailed design of the proposal broadly aligns with the statutory requirements for overshadowing and solar access, the enhanced impact remains <b>medium positive</b>, given the possible likelihood and moderate magnitude.</p>	

## SIA recommendations – additional social mitigations

There are opportunities to further mitigate potential overshadowing and loss of privacy impacts during the proposal's detailed design stage. This includes:

- At the detailed design stage, undertake a comprehensive Visual Impact Assessment (VIA) and Solar Access Analysis, particularly within the heritage zone, to preserve its significant historical, cultural, and architectural value. The VIA should address measures to ensure that new developments respect and maintain the area's unique character, addressing potential visual conflicts and mitigating adverse impacts on the heritage streetscape and skyline.
- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Competitive Design Competition Brief (Urbis, 2025)
- At the detailed design stage, provide the community with opportunities to provide feedback and share their concerns on perceived visual impacts.

## 6.2.7. Livelihoods

*Guideline definition: Livelihoods, including people's capacity to sustain themselves through employment or business, whether they experience personal breach or disadvantage, and the distributive equity of impacts and benefits.*

### Potential for increased employment opportunities through retail offerings

Affected stakeholders	Duration of impact
Local and surrounding locality, including the local and surrounding workforce	Operation
<b>Assessment – without mitigation:</b> Low positive	
<p>The existing residential building accommodates no employment opportunities through retail offerings. The Concept SSDA is seeking approval for a maximum of 250sqm of retail GFA. While the approximate number of employment opportunities will be determined at the detailed design stage, it can be assumed there will be a net increase in the number of employment opportunities through retail offerings onsite.</p> <p>As discussed in Section 3.4, Potts Point is home to a relatively high proportion of tertiary education students who typically require casual or part-time work to balance their education and work commitments. Other households, including households with 'single parents' or 'couples with children' families, no registered motor vehicles, low-skilled workers and people with unpaid career commitments, also typically require local and flexible working arrangements. As the population grows, new jobs must be integrated with local services, housing and public transport to create more liveable communities (refer Section 3.3). Diverse communities require access to jobs that offer a variety of flexible working arrangements and skill levels.</p> <p>As noted in the Engagement Outcomes Report (Brilliant Logic, 2025), focus group participants are optimistic towards the influx of new retail outlets stimulating the local economy and providing more opportunities for small businesses to thrive. While positive sentiment was expressed towards the potential for broader economic impacts, no specific feedback was received in relation to the increase in employment opportunities through retail offerings.</p> <p>Overall, the Concept SSDA will likely result in a slight increase in employment opportunities through retail offerings on the site. This will likely include a mix of casual, part-time, and full-time employment</p>	

opportunities supporting individuals who require flexible and low-skilled employment opportunities in the local area.

Considering the above, the potential for increased employment opportunities through retail offerings is assessed as **low positive**, given its possible likelihood and minimal magnitude (due to the slight increase of on site employment opportunities).

**Assessment – with mitigation/ enhancement:** Low positive

At this stage, no enhancement measures have been identified; therefore, the impact assessment remains **low positive**, given the possible likelihood and minimal magnitude.

As outlined in the Engagement Outcomes Report (Brilliant Logic, 2025), some focus groups participants suggested that during the leasing of the proposed retail space, the proponent should prioritise local businesses and consider offering incentives or subsidies to small, locally owned shops to help them compete with larger chains. Some participants also called for the development to ensure the retail options cater to both new and existing residents, creating an opportunity for the development to become a hub that benefits all types of businesses and supports the local economy in a sustainable way.

Considering the above, there are opportunities to enhance the potential impact of these employment opportunities at the post construction stage. The retail tenancy selection process should prioritise local businesses and retail tenants with hiring initiatives that support low-skilled individuals through upskilling programs and those that operate under a cooperative or charity business model to support low-income groups within the community.

**SIA recommendations – additional social mitigations**

There are opportunities to enhance the potential for increased employment opportunities through retail offerings during the post-construction stage. This includes:

- During the post-construction and pre operation stage, consider opportunities to prepare a tenancy selection plan to prioritise retail tenants with hiring initiatives that support low-skilled individuals through upskilling programs and those that operate under a cooperative or charity business model to support low-income groups within the community.

### 6.2.8. Decision-making systems

Guideline definition: *Decision-making systems, including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.*

**Increased community and stakeholder participation**

Affected stakeholders	Duration of impact
Immediate and surrounding social locality, including all community members and stakeholders given the opportunity to provide feedback on the proposal.	Construction and operation
<b>Assessment – without mitigation:</b> Low positive	
Community and stakeholder participation in decision making systems is critical, particularly concerning the preparation of any development application. It is crucial to ensure the local community and stakeholders are adequately informed and have access to the appropriate communication challenges to have a say in decisions that affect their lives, both in the short and long term.	

As discussed in Section 4, the proponent has undertaken targeted community and stakeholder engagement to inform the Concept SSDA. The proponent's engagement approach includes a series of engagement activities and targeted consultation to inform the preparation of the Concept SSDA (refer Section 4). These activities and communication channels provide interested community members and stakeholders access to complaints, remedy and grievance mechanisms and increase their ability to participate in decision-making.

Urbis Social Planning prepared a SIA survey that is available on the project's website, a copy of the SIA survey questions is provided in Appendix B. This communication tool specifically sought feedback on potential social impacts, as well as potential enhancement and mitigation measures. All feedback collected to date, is summarised in Section 4.1.

Considering the above, the proposal has provided an extensive number of communication channels to increase community and stakeholder participation in decision-making systems that affect them. The impact is assessed as **low positive**, given the likely likelihood and minimal magnitude.

#### **Assessment – with mitigation/ enhancement:** Medium positive

The proponent engaged Brilliant Logic to develop a Community Engagement Strategy for the proposal. This strategy establishes that the purposes of stakeholder engagement are to provide clear and accurate information about the proposal, facilitate a transparent and accountable consultation process with multiple opportunities for community input, capture feedback to shape the ongoing design and planning phases, guide the proposal's development based on documented community input, and address significant community issues and concerns through proactive engagement.

The Community Engagement Strategy expresses the proponent commitment to ongoing community consultation post-approval, during construction, and post-construction. This includes holding information sessions to present the approved design, construction timelines and how community concerns will be addressed. The strategy also expresses an intention to provide regular updates on the construction schedule, provide local employment opportunities, host a public event once the development is completed, and set up a process for residents to share any ongoing concerns or suggestions for improvement after project is completed to ensure long-term integration of the development into the community.

Considering the above, the Community Engagement Strategy proposes to establish extensive and ongoing communication channels to increase community and stakeholder participation in decision-making systems that affect them. The impact is assessed as **medium positive**, due to the possible likelihood and moderate magnitude.

#### **SIA recommendations – additional social mitigations**

There are opportunities to enhance community and stakeholder participation throughout the entire development process. This includes:

- At the detailed design stage, prepare an updated community engagement strategy outlining the appropriate communication channels for residents to provide feedback throughout the construction period.
- Continued presence and consultation in the community during planning stages to increase perception of influence.

## 6.2.9. Cumulative impacts

Cumulative impacts are the result of incremental, sustained and combined effects of human action and natural variations over time and can be both positive and negative (DPHI 2022, p.4). They can be caused by compounding effects of a single project or multiple projects in an area, and by the accumulation of effects from past, current, and future activities as they arise (ibid, p.4).

Several state-significant and local projects are operating or intended to operate in and around the social locality, which may contribute to cumulative impacts on the proposal. These are summarised in Table 16 below.

Table 16 Concurrent development projects

DA Reference	Development Description	Current Status
<b>SSD Applications</b>		
SSD-78363487	134 William St, Woolloomooloo NSW 2011  Mixed-use development with affordable housing	SEARs issued 20 December 2024
<b>Local DAs (City of Sydney LGA)</b>		
D/2024/493	2 Macleay St, Potts Point NSW 2011  Alterations and additions to the existing dwelling known as Jenner House, including conservation and restoration works, landscaping, extension of the existing basement, new glass house and reinterpretation of the stables.	Approved January 2025
D/2022/1363	61-63 Macleay St, Potts Point NSW 2011  Alterations and additions to the existing building, including excavation and construction of a new basement level, new ground floor extension, two storey addition, ground floor restaurant and hotel accommodation at levels 1-4.	Approved May 2024
D/2022/1251	95 Macleay St, Potts Point NSW 2011  Demolition of existing building and construction of six (6) storey shop top housing development including basement, ground floor	Approved February 2024

DA Reference	Development Description	Current Status
	commercial, and residential uses above.	

Source: Major Projects (DPHI, 2025)

### Cumulative changes to local character

In line with the combined impacts of increased density, altered visual landscape, and evolving community composition, the proposal and surrounding development will likely contribute to a cumulative change in Potts Point's local character. This change will likely be most pronounced for long-term residents.

This proposal may contribute to the overall change in the socio-economic make-up of the local area's population, as outlined through the survey outcomes undertaken during the consultation period (Section 4.4). This includes the growth in higher-end, higher-priced dwellings and ongoing reduction in lower-priced market housing options and associated changes to the community's socio-economic profile and diversity.

The community survey undertaken about the proposal included responses from three community members who highlighted that they valued the vibrant, pedestrian-friendly streets with small-scale shopping, cafes, and restaurants; three appreciated the diverse community and housing options; and one valued the local architecture, citing The Chimes as an exemplar of Modernist design.

Potts Point is part of the broader City of Sydney LGA. As the Policy Context (Section 4.2) outlines, the Council has articulated a vision of creating vibrant, sustainable, and well-connected communities. This vision is reflected in several key strategic documents, such as the City for All – the City of Sydney Local Housing Strategy (2021), the Public Art Strategy (2013), the Sydney Local Environmental Plan (2012), and the Development Control Plan (2012). To ensure that future growth within Potts Point aligns with this vision, planned and proposed development should adhere to these standards to ensure that the built form aligns with the future character of the area.

The existing building is a detracting element as per the City of Sydney Heritage Zone. Several developments surround 45-53 Macleay Street, most prominently, 134 William St, Woolloomooloo, is a mixed-use residential SSDA preparing to develop an inter-war/brutalist-style building.

The Heritage Impact Statement (HIS) by John Outram Heritage and Design (2025) notes that existing building facades do not fit the character of Potts Point and the immediate surroundings of Macleay Street, which is further extended to the interiors of the building which also do not possess features of note. The interwar design of the building provides the surrounding area no amenity, nor does the existing building offer extensive landscaping (other than small planter boxes). As per the conclusion of the HIS, "45-53 Macleay Street is an undisguisable example of a twelve-story, inter-war international/brutalist style apartment building".

The Concept SSDA has the potential to contribute to altering the long-standing post-modern character of the area, and given the large-scale program of public domain and amenities that form part of the proposal it is expected it would make a better contribution to the setting of nearby heritage items than the existing buildings on the site. However, there is still a possibility that cumulative impacts on local character will be experienced by the local community, particularly long-term residents. This impact would need to be mitigated due to long-term residents existing connections to the previous suburb character.

It is expected, that in the longer term, existing and incoming residents can form new connections to the site and, in turn, to the emerging local character. Opportunities such as undertaking open days for new developments and incorporating a range of public art that reflects local values into the building design and public realm areas have been recommended as part of the impact assessment above.

### Cumulative construction impacts

Cumulative social impacts during construction may occur. These could include impacts on people's surroundings, health and wellbeing, and accessibility due to increased noise, traffic, and changes to the pedestrian network. It is recommended that these potential impacts are assessed during the detailed design phase.

Given the scale of development planned for this area, the communities most impacted by the cumulative social impacts associated with construction would be residents and visitors to the immediate and surrounding social locality.

To minimise potential cumulative social impacts during construction, air quality, noise and vibration, and solar reports should be developed during the detailed design phase. A Construction Noise and Vibration Management Plan should also be prepared at the detailed design stage, considering the potential cumulative impacts of surrounding developments. Coordinating construction activities and management measures within this plan should be considered across associated adjoining developments to help minimise impacts on surrounding residents. This would include considering pedestrian access, ensuring continuous pathways are still available during construction, and coordinating construction 'relief' days and consultation mechanisms (i.e. complaints handling procedures) as appropriate.

# 7. MITIGATION, ENHANCEMENT AND MANAGEMENT

This section provides a summary of:

Identified positive and negative social impacts,

Corresponding unmitigated and mitigated risk rankings and

Proposed mitigation, enhancement and management measures.

Key potential stakeholders and/or partners have been identified to inform the implementation of the proposed mitigation and enhancement strategies. Their involvement and participation in monitoring and managing social impacts and social benefits will improve the outcomes of the proposed mitigation and management strategies.

Not all potential impacts will be the responsibility of the proponent to mitigate or manage. In some cases, they may cooperate or inform the mitigation and provide data and information to future tenants. In other cases, they may be directly responsible for mitigating and managing the identified potential social impacts and the opportunity for partnerships.

## 7.1. SUMMARY OF PROPOSED MITIGATION, ENHANCEMENT AND MANAGEMENT OF SOCIAL IMPACTS

A summary of the identified social impacts and benefits, risk ratings and proposed mitigation, enhancement, and management strategies is provided in Table 17 below.

Table 17 Summary of proposed mitigation, enhancement and management strategies of social impacts

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
Way of life	Change in housing diversity and affordability	Low positive	High positive	<ul style="list-style-type: none"> <li>At the detailed design stage, consider increasing the diversity of affordable housing apartment sizes to accommodate the needs of different vulnerable groups seeking affordable housing.</li> <li>Following construction but before occupancy, develop an affordable housing tenant allocation strategy in collaboration with the selected community housing provider outlining the equitable distribution of affordable housing stock to vulnerable groups.</li> </ul>	Time & Place	Community Housing Provider
	Potential community concerns about the forced relocation of existing residents	Low negative	Neutral	<ul style="list-style-type: none"> <li>At the detailed design stage, provide ongoing communication with existing residents. Communication should include messaging around development updates, construction timelines, further changes relating to the SSDA.</li> </ul>	Time & Place Engagement consultants	

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
<b>Community</b>	Perceived impact on local community cohesion	Neutral	Low positive	<ul style="list-style-type: none"> <li data-bbox="1088 312 1581 1126">▪ Once completed, the proponent has expressed intent to stratum subdivide the building for ease of management to assist the selected community housing provider. However, as the informed party, the selected community housing provider will be able to provide insights into potential funding and management models that minimise segregation between market and affordable housing residents and potential cost burdens of maintaining communal areas. Therefore, it is recommended the proponent consider involving the selected community housing provider during the detailed design stage to inform the design of internal areas and enhance opportunities for community cohesion that are feasible for them to manage.</li> <li data-bbox="1088 1158 1581 1335">▪ At the detailed design stage, prepare an Operational Management Plan in collaboration the selected community housing provider to manage the long-term operation, maintenance</li> </ul>	Time & Place Project architect	Local artists

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
				<p>and programming of communal areas.</p> <ul style="list-style-type: none"> <li>▪ At the detailed design stage, consider implementing signage, language, art and landscaping that reflects the diverse population of Potts Point and the City of Sydney LGA.</li> </ul>		
	Changes to local amenity	Neutral	Medium positive	<ul style="list-style-type: none"> <li>▪ At the detailed design stage, provide the community with a forum to provide feedback around opportunities to further enhance expected positive impacts, such as enhanced community wellbeing.</li> <li>▪ At the detailed design stage, consider incorporating a commercial terrace, as outlined in the concept landscape plans, that can provide flexible spaces for businesses and social events, further enriching the community atmosphere and making the development a vibrant hub of activity and convenience.</li> <li>▪ During the Design Excellence process, ensure the successful architecture firm adequately</li> </ul>	Time & Place Project architect	

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
				<p>addresses the design objectives relating to protecting and enhancing the local character of the site.</p> <ul style="list-style-type: none"> <li>At the detailed design stage, ensure the detailed Traffic Impact Assessment outlines measures to mitigate a possible increase in demand for on-street parking resulting from the proposed retail space.</li> </ul>		
	<p>Changed sense of place related to changes to local character</p>	<p>Neutral</p>	<p>Low positive</p>	<ul style="list-style-type: none"> <li>During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Design Excellence Strategy (Urbis, 2024).</li> <li>Explore opportunities for public art to highlight the site’s architectural history and create places where the community can reflect and celebrate the site’s history. This will support members of the local community who feel the redevelopment of the site will impact their sense of place and personal connection to Potts</li> </ul>	<p>Time &amp; Place Project architect</p>	<p>Local artists Engagement consultants</p>

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
				Point's history. This would also provide visitors or new residents with opportunities to educate themselves on the sites and Potts Point architectural history.		
<b>Accessibility</b>	Potential changes in local parking availability	Neutral	Neutral	<ul style="list-style-type: none"> <li>▪ At the detailed design stage, prepare a Green Travel Plan to encourage and implement public transport use during the proposal's construction and operation.</li> <li>▪ At the pre-construction stage, ensure the selected construction company implements the above Green Travel Plan.</li> <li>▪ At the detailed design stage, ensure the Traffic Impact Assessment outlines measures to mitigate a possible increase in demand for on-street parking resulting from the proposed retail space.</li> </ul>	Time & Place Traffic consultants	
<b>Culture</b>	Potential impacts on nearby European heritage items at the Potts Point	Low negative	Low positive	<ul style="list-style-type: none"> <li>▪ During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the site's local character, as outlined</li> </ul>	Time & Place Project architects	Engagement consultants

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
	Heritage Conservation Area			<p>in the Competitive Design Competition Brief.</p> <ul style="list-style-type: none"> <li>Provide the community with opportunities to provide feedback on what they value about the character of the existing residential building and aspects they would like to see referenced within the proposal's design or through the provision of public art that references the architectural history of the site.</li> </ul>		
	Potential disruption to sites of Aboriginal significance	Neutral	Neutral	<ul style="list-style-type: none"> <li>Undertake engagement with Aboriginal and local stakeholders during the Detailed SSDA stages to inform opportunities for design elements to enhance the proposal's celebration of local culture.</li> </ul>	<p>Time &amp; Place</p> <p>Heritage consultants</p> <p>Construction contractors</p>	
<b>Health and wellbeing</b>	Improved access to amenities for future residents	Medium positive	Medium positive	<ul style="list-style-type: none"> <li>At the detailed design stage, provide onsite amenities in accordance with the concept landscape plans provided in the Landscape Report (Black Beetle, 2025) and ensure residents have equitable access to all amenities.</li> <li>At the detailed design stage, provide a mix of apartment sizes for</li> </ul>	<p>Time &amp; Place</p> <p>Project architects and landscape architects</p>	<p>Community Housing Provider</p>

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
				affordable and market housing residents to support a variety of household sizes.		
<b>Surroundings</b>	Overshadowing and/or loss of privacy impacts	Medium positive	Medium positive	<ul style="list-style-type: none"> <li>▪ At the detailed design stage, undertake a comprehensive Visual Impact Assessment (VIA) and Solar Access Analysis, particularly within the heritage zone, to preserve its significant historical, cultural, and architectural value. The VIA should address measures to ensure that new developments respect and maintain the area's unique character, addressing potential visual conflicts and mitigating adverse impacts on the heritage streetscape and skyline.</li> <li>▪ During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Competitive Design Competition Brief (Urbis, 2025)</li> <li>▪ At the detailed design stage, provide the community with opportunities to provide feedback and share their</li> </ul>	Time & Place Visual Impacts consultants Project architects	Engagement consultants

Theme	Matter	Unmitigated /Unenhanced	Mitigated /Enhanced	Proposed mitigation, enhancement and management	Responsibility	Potential partners
				concerns on perceived visual impacts.		
<b>Livelihood</b>	Potential for increased employment opportunities through retail offerings	Low positive	Low positive	<ul style="list-style-type: none"> <li>During the post-construction and pre operation stage, consider opportunities to prepare a tenancy selection plan to prioritise retail tenants with hiring initiatives that support low-skilled individuals through upskilling programs and those that operate under a cooperative or charity business model to support low-income groups within the community.</li> </ul>	Time & Place Community Housing Provider	
<b>Decision-making systems</b>	Increased community and stakeholder participation	Low positive	Medium positive	<ul style="list-style-type: none"> <li>At the detailed design stage, prepare an updated community engagement strategy outlining the appropriate communication channels for residents to provide feedback throughout the construction period.</li> <li>Continued presence and consultation in the community during planning stages to increase perception of influence.</li> </ul>	Time & Place Engagement consultants	
<b>Cumulative impacts</b>	Cumulative changes to local character and construction impacts. <ul style="list-style-type: none"> <li>Prepare Air Quality, Noise and Vibration, and Solar Reports during the detailed design phase.</li> </ul>					

## 7.2. FURTHER SIA RECOMMENDATIONS

The following provides a summary of the recommendations are proposed to enhance positive impacts further and mitigate negative impacts as previously identified in Section 6. These measures have not been included in the assessment of mitigated or enhanced impacts but have been identified as additional measures for consideration by the proponent to enhance the social outcomes of the proposal. Mitigation and enhancement measures which are committed to and have informed the assessment of mitigated and enhanced social impacts are summarised in Section 7.1 above.

### Communication

- There are opportunities to provide ongoing communication with existing residents during the detailed design stage. Communication should include messaging around development updates, construction timelines, further changes relating to the SSDA application
- At the detailed design stage, provide the community with a forum to provide feedback around opportunities to further enhance expected positive impacts, such as enhanced community wellbeing
- Provide the community with opportunities to provide feedback on what they value about the character of the existing residential building and aspects they would like to see referenced within the proposal's design or through the provision of public art that references the architectural history of the site.
- Undertake engagement with Aboriginal and local stakeholders during the Detailed SSDA stages to inform opportunities for design elements to enhance the proposal's celebration of local culture. It is also recommended that local artists are engaged if public art is incorporated into the proposal
- During the detailed design stage, provide the community with opportunities to provide feedback and share their concerns on perceived visual impacts.
- At the detailed design stage, prepare an updated community engagement strategy outlining the appropriate communication channels for residents to provide feedback throughout the construction period.
- Continued presence and consultation in the community during planning stages to increase perception of influence.

### Construction management

- At the pre-construction stage, ensure the selected construction company implements the Green Travel Plan.

### Operation management

- Following construction but before occupancy, develop an affordable housing tenant allocation strategy in collaboration with the selected community housing provider, outlining the equitable distribution of affordable housing stock to vulnerable groups. These could include key workers, Aboriginal and Torres Strait Islander households, older women at risk of homelessness, and women and children impacted by domestic violence, amongst other vulnerable groups.
- Once completed, the proponent has expressed intent to stratum subdivide the building for ease of management to assist the selected community housing provider. However, as the informed party, the selected community housing provider will be able to provide insights into potential funding and management models that minimise segregation between market and affordable housing residents and potential cost burdens of maintaining communal areas. Therefore, it is recommended the proponent consider involving the selected community housing provider during the detailed design stage to inform the design of internal areas and enhance opportunities for community cohesion that are feasible for them to manage.
- At the detailed design stage, prepare an Operational Management Plan in collaboration the selected community housing provider to manage the long-term operation, maintenance and programming of communal areas.
- At the detailed design stage, ensure the detailed Traffic Impact Assessment outlines measures to mitigate a possible increase in demand for on-street parking resulting from the proposed retail space.
- At the detailed design stage, ensure the Traffic Impact Assessment outlines measures to mitigate a possible increase in demand for on-street parking resulting from the proposed retail space.

- During the post-construction and pre operation stage, consider opportunities to prepare a tenancy selection plan to prioritise retail tenants with hiring initiatives that support low-skilled individuals through upskilling programs and those that operate under a cooperative or charity business model to support low-income groups within the community.

## Design

- At the detailed design stage, ensure the affordable housing apartments comprise a diversity of sizes to accommodate the needs of different vulnerable groups seeking affordable housing, particularly families and multigenerational households.
- At the detailed design stage, prepare an Operational Management Plan in collaboration the selected community housing provider to manage the long-term operation, maintenance and programming of communal areas.
- At the detailed design stage, consider incorporating a commercial terrace, as outlined in the concept landscape plans, that can provide flexible spaces for businesses and social events, further enriching the community atmosphere and making the development a vibrant hub of activity and convenience.
- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site.
- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Design Excellence Strategy (Urbis, 2024).
- Explore opportunities for public art to highlight the site's architectural history and create places where the community can reflect and celebrate the site's history. This will support members of the local community who feel the redevelopment of the site will impact their sense of place and personal connection to Potts Point's history. This would also provide visitors or new residents with opportunities to educate themselves on the sites and Potts Point architectural history.
- At the detailed design stage, prepare a Green Travel Plan to encourage and implement public transport use during the proposal's construction and operation.
- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Competitive Design Competition Brief (Urbis, 2025)
- Provide onsite amenities in accordance with the concept landscape plans provided in the Landscape Report (Black Beetle, 2025) and ensure residents have equitable access to all amenities.
- Provide a mix of apartment sizes for affordable and market housing residents to support a variety of household sizes.
- At the detailed design stage, undertake a comprehensive Visual Impact Assessment (VIA) and Solar Access Analysis, particularly within the heritage zone, to preserve its significant historical, cultural, and architectural value. The VIA should address measures to ensure that new developments respect and maintain the area's unique character, addressing potential visual conflicts and mitigating adverse impacts on the heritage streetscape and skyline.
- During the Design Excellence process, ensure the successful architecture firm adequately addresses the design objectives relating to protecting and enhancing the local character of the site as outlined in the Competitive Design Competition Brief (Urbis, 2025)

# ACRONYMS/DEFINITIONS

Acronyms	Term
ABS	Australian Bureau of Statistics
ACHAR	Aboriginal Cultural Heritage Assessment Report
AHURI	Australian Housing and Urban Research Institute
BOCSAR	NSW Bureau of Crime Statistics and Research
CBD	Central Business District
CHP	Community housing provider
CMP	Construction Management Plan
CSP	Community Strategic Plan
CTPMP	Construction Traffic and Pedestrian Management Plan
DA	Development Application
DCP	Development Control Plan
DPHI	NSW Department of Planning, Housing and Infrastructure
EIS	Environmental Impact Assessment
EP&A	Environmental Planning & Assessment Act 1979
FSR	Floor Space Ratio
GCCSA	Greater Capital City Statistical Area
GFA	Gross Floor Area
GTP	Green Travel Plan
HANML	Highly Affected Noise Management Levels
HIS	Heritage Impact Statement
IEO	Index of Education and Occupation
IER	Index of Economic Resources
IRSAD	Index of Relative Advantage and Disadvantage
IRSD	Index of Socio-Economic Disadvantage
LALC	Local Aboriginal Land Council

LGA	Local Government Area
LEP	Local Environment Plan
LSPS	Local Strategic Planning Statement
NCA	Noise Catchment Area
NML	Noise Management Levels
NVIA	Noise and Vibration Impact Assessment
OSHC	Out of School Hours Care
RAP	Registered Aboriginal Parties
SEARs	Secretary's Environmental Assessment Requirements
SEIFA	Socio-Economic Indexes for Areas
Sensitive receiver/receptor	A sensitive receiver/receptor is a place or area susceptible to adverse environmental impacts, such as noise, air pollution, or other pollutants. In NSW, sensitive receivers/receptors include, for example, places impacted by road traffic noise. The Approved Methods for the Modelling and Assessment of Air Pollutants in NSW document defines a sensitive receiver as a location where people are likely to work or reside. Includes residences, educational institutions (including preschools, schools, universities, and TAFE colleges), healthcare providers (including nursing homes and hospitals), religious facilities (including churches), child care centres, passive recreation areas (including outdoor grounds used for teaching), active recreation areas (including parks and sports grounds), commercial premises (including film and television studios, research facilities, entertainment spaces, temporary accommodation such as caravan parks and camping grounds, restaurants, office premises, retail spaces and industrial premises).
SEPP	State Environmental Planning Policy
SIA	Social Impact Assessment
SAL	Suburbs and Localities
SSDA	State Significant Development Application
TAIA	Traffic and Accessibility Impact Assessment
VIA	Visual Impact Assessment

# REFERENCES

This SIA has been informed by a range of data sources, information and technical studies. The following data sources have been used:

## **Demographic, crime and health data**

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SQM Research, 2025, Residential Vacancy Rates.

## **Policy documents**

NSW Government, NSW Housing Strategy: Housing 2041 (2021)

NSW Government, State Environmental Planning Policy (Housing) (2021)

Greater Sydney Commission, Greater Sydney Region Plan: A Metropolis of Three Cities (2018)

Greater Sydney Commission, Eastern City District Plan (2018)

City of Sydney Council, Community Strategic Plan: Delivering Sustainable Sydney 2030-2050 (2022)

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## **Technical studies prepared for this proposal**

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## Academic sources

Australia International Council on Monuments and Sites, 2013, Practice Note: Understanding and assessing cultural significance. Available at: [https://australia.icomos.org/wp-content/uploads/Practice-Note\\_Understanding-and-assessing-cultural-significance.pdf](https://australia.icomos.org/wp-content/uploads/Practice-Note_Understanding-and-assessing-cultural-significance.pdf)

## Other

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NSW Department of Planning, Housing and Infrastructure, 2022, Cumulative Impact Assessment Guidelines for State Significant Projects.

Potts Point Preservation Group, 2024, PPG Community Survey Report. Available at: <https://pottspointpreservation.org/wp-content/uploads/2024/12/PPPG-community-survey-report-2024-M.pdf>

Real Estate, 2024. Potts Point Rent Guide. Available at: <https://www.realestate.com.au/nsw/potts-point-2011/>

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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

# CRIME PROFILE

Crime rates per 100,000 people, September 2023 – September 2024

Crime type	Potts Point	City of Sydney LGA	NSW
Assault (non-domestic)	1983.4	1332.9	426.8
Assault (domestic)	471.6	566.7	463.5
Break and enter dwelling	27.2	237.1	239.4
Break and enter non-dwelling	124.8	130.7	101.8
Liquor offences	2330.1	565.3	71.4
Malicious damage to property	957.0	990.8	606.5
Motor vehicle theft	69.3	174.7	178.6
Steal from dwelling	305.1	529.1	198.9
Steal from motor vehicle	291.3	373.7	335.0
Steal from person	166.4	200.8	25.5
Steal from retail store	1248.3	1257.2	339.9
Trespass	471.6	356.3	153.3

Source: BOCSAR

Two-year crime trend, October 2022 - September 2024

Crime type	Potts Point	City of Sydney LGA	NSW
Assault (non-domestic)	Stable	Stable	Stable
Assault (domestic)	Stable	Stable	Stable
Break and enter dwelling	n.c	Stable	Stable
Break and enter non-dwelling	n.c	Down 20.2% per year	Stable
Liquor offences	Down 20.0% per year	Down 23.0% per year	Down 28.6% per year
Malicious damage to property	Stable	Stable	Stable
Motor vehicle theft	n.c	Stable	Stable
Steal from dwelling	Stable	Stable	Stable
Steal from motor vehicle	n.c	Stable	Stable

<b>Crime type</b>	<b>Potts Point</b>	<b>City of Sydney LGA</b>	<b>NSW</b>
Steal from person	n.c	Stable	Stable
Steal from retail store	Stable	Stable	Stable
Trespass	Stable	Stable	Stable

Source: BOCSAR

# APPENDIX B

# SIA SURVEY QUESTIONS

# 45-53 Macleay Street, Potts Point– Social Impact Assessment Survey

Available at <https://www.surveymonkey.com/r/2FKRLT9>

## What is a Social Impact Assessment (SIA)?

An SIA is an objective, independent study undertaken to identify and analyse a proposed development's potential positive and negative social impacts. Social impacts can be understood as the consequences people experience when a new project brings change. An SIA considers social impacts concerning *Way of Life, Community, Accessibility, Culture, Health and Wellbeing, Surroundings, Livelihoods, and Decision-making Systems*.

The SIA process is being guided by the NSW Department of Planning, Housing and Infrastructure's [Social Impact Assessment Guideline](#) (2023).

The SIA will be available for public viewing during the SSDA exhibition period, during which it will be open to receive public submissions via the NSW Planning Portal Major Projects website: <https://www.planningportal.nsw.gov.au/major-projects>.

## About this survey

This survey aims to gather your insights about how the mixed-use proposal at 45-53 Macleay Street, Potts Point, may impact you and your community positively or negatively. Survey responses will help identify mitigation or enhancement measures that could be implemented to reduce negative and enhance positive impacts and inform the SIA report to support the development application.

Positive or negative impacts may be concerning:

- How you live, work, play and interact with others
- How your community looks and functions
- How you access services and facilities
- How you express your beliefs and customs (including First Nations Connection to Country)
- Your health and wellbeing (physical and mental)
- Your access, use and impact on the natural and built environment
- Your work or your capacity to sustain yourself through employment or business
- Your ability to have a say in decisions that affect your life

## Questions

1. Which of the following best describes you? *Please select all that apply.*
  - (i) Resident or landlord of the suburb of Potts Point
  - (ii) Resident or landlord of Lavender Bay, Woolloomooloo or Rushcutters Bay suburbs
  - (iii) Resident and worker in Potts Point, Lavender Bay, Woolloomooloo or Rushcutters Bay suburbs
  - (iv) Worker or business owner in the local area
  - (v) Regular visitor to the local area
  - (vi) Other. Please specify: \_\_\_\_\_
2. In a few words, what do you value most about your local community, environment and way of life?

[Comment box](#)

3. What do you feel are the most significant challenges for the area?

[Comment box](#)

## Impact of the proposal

3. In what way do you anticipate that the mixed-use proposal at 45-53 Macleay Street, Potts Point, would impact the community?

- Positively
- Negatively
- Both positively and negatively
- Neither positively nor negatively
- Unsure

Tick box – select one

1. Are there any specific groups or community members that would be particularly impacted (positively or negatively) by the mixed-use proposal?

Comment box

2. Please describe any **positive** impacts you anticipate will be generated by the mixed-use proposal at 45-53 Macleay Street and how these might be further enhanced:

Comment box

3. Please describe any **negative** impacts you anticipate will be generated by the mixed-use proposal at 45-53 Macleay Street and how these could be mitigated (reduced).

Comment box

4. Please rank how significant these negative impacts are on a scale of 1 – 10 (1 being not very impactful, 10 being very impactful).

Rank

5. Why do you feel this way?

Comment box

[View this email in your browser](#)

**TIME & PLACE**

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# 45-53 MACLEAY STREET



45-53 Macleay Street, Potts Point

## We value your feedback

A new Concept Development Application is being developed to establish the building envelope for this landmark site in our Potts Point community.

The new proposal is for residential, affordable housing and a lower level 260m<sup>2</sup> retail space for café or restaurant.

We want to hear your thoughts on this development as a valued member of the Potts Point community. Click the link below to complete our survey or fill out a feedback form.

[LEAVE FEEDBACK](#)

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## Project Update

A Concept Development Application (DA) has been lodged with the NSW Department of Planning, Housing and Infrastructure by Time & Place.

This project involves the staged redevelopment of the site at 45-53 Macleay Street, Potts Point. The first stage in the project involves obtaining development consent for Concept DA that establishes the land uses that can be built on the site, the development scale and form and other strategic objectives of the development.

[FIND OUT MORE](#)

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We value your feedback

[LEAVE FEEDBACK](#)

[URBANTALK.COM.AU/MACLEAY-ST](http://URBANTALK.COM.AU/MACLEAY-ST)

