

45 – 53 Macleay Street, Potts Point

Engagement Outcomes Report

Prepared for:

T&P Chimes Development Pty Ltd

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Brilliant Logic acknowledges both the Gadigal and the Darkinjung people, Traditional Custodians of the land on which our offices sit, and we pay our respects to their Elders past and present. We extend that respect to all Aboriginal and Torres Strait Islander people.

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1. INTRODUCTION

This Engagement Outcomes Report has been prepared by Brilliant Logic Pty. Ltd (Brilliant Logic) for Time and Place Ltd (the Applicant) to support a State Significant Development Application (SSDA) for a mixed-use development (including affordable housing) at 45-53 Macleay Street, Potts Point (the site).

The proposal seeks approval for the construction and operation of a 16-storey shop-top housing development comprising:

- 44 apartments, including: 23 affordable apartments on podium level 1 and 2 which will be managed by a community housing provider (CHP) for 15 years
 - 21 market apartments over 12 levels
- Ground floor retail
- Four levels of basement for parking, services and storage
- Vehicular and loading access from McDonald Street
- Landscaping and communal open space.

Application: SSD-83867719

SEARs issue date: 16 May 2025

1.1 The Site

The site is located within the City of Sydney Local Government Area (LGA). It has an area of 1,289sqm and is legally described as SP 934. The site currently accommodates a 12-storey residential flat building comprising 80 studio apartments and associated car parking (refer Figure 1).

The site is in Potts Point, which is well serviced by public amenities such as a supermarket, cafes, destination retail shops and a library. Further afield is 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 run every 10 minutes on average throughout the day and connect the site with Potts Point, Central Station and Barangaroo.

Figure 1: Aerial Photograph of Site



Source: Nearmap

1.2 Project Context

In 2024, the NSW Government set a target to deliver 377,000 well-located homes by 2029, including 15,800 social or affordable homes. To support this, the NSW Department of Planning, Housing and Infrastructure amended the State Environmental Planning Policy (Housing) 2021 (Housing SEPP) so applicants can seek a density uplift when at least 15% of dwellings are provided as affordable housing.

Under the amended Housing SEPP T&P Chimes Development Pty Ltd is seeking approval for a 16-storey mixed-use shop-top housing development comprising four levels of basement car parking, ground floor retail and residential above. from the NSW Department of Planning, Housing and Infrastructure (DPHI).

The development includes:

- 44 residential apartments, including 23 affordable apartments
- 121sqm of retail space
- 1,017sqm of communal open space
- 198sqm of landscaped area on deep soil
- 4 levels of basement car parking, including 61 parking spaces

The proposal will comply with the maximum height and Floor Space Ratio (FSR) controls for the site when utilising the bonuses available under the Housing SEPP for affordable housing provision and the Sydney LEP 2012 for design excellence.

1.2.1 Project History

The Detailed Design stage followed the lodgement of the Concept SSD Application lodged in March 2025 and provided a higher level of design detail. It offered the opportunity to respond to feedback

received during the Concept SSD engagement process and to gather further community and stakeholder input before the Detailed Design proposal is assessed.

Since the submission of the Concept SSD Application, the design has been refined through a NSW Government-led design competition. The winning scheme, by Kerry Hill Architects (KHA), responds directly to feedback received during the Concept SSD phase, including increased affordable housing provision, a more slender built form, improved deep soil landscaping and improved solar and view outcomes for neighbours.

1.3 Response to SEARs

This Engagement Outcomes Report has been prepared in response to the requirements contained within the Secretary’s Environmental Assessment Requirements (SEARs) for SSDA (SSD- 83867719).

Table 1 identifies the relevant SEARs requirement/s and corresponding reference/s within this report.

Table 1 Response to SEARs

SEARs Item	Project Response
<p>4. Engagement</p> <ul style="list-style-type: none"> • Demonstrate that engagement and consultation activities have been undertaken in accordance with the <i>Undertaking Engagement Guidelines for State Significant Projects</i> and identify how issues raised, and feedback received have been considered in the design of the project. <ul style="list-style-type: none"> ○ If the development would have required an approval or authorisation under another Act but for the application of s 4.41 of the EP&A Act or requires an approval or authorisation under another Act to be applied consistently by s 4.42 of the EP&A Act, the agency relevant to that approval or authorisation must be consulted. 	<p>Consistent with NSW Department of Planning, Housing and Infrastructure expectations for early and effective engagement on State Significant projects, T&P Chimes Development Pty Ltd planned and delivered an engagement program aligned with the <i>Undertaking Engagement Guidelines for State Significant Projects</i>. The program connected with relevant local and state government authorities, agencies and community stakeholders. See Section 2.2 for a detailed overview of the approach</p>

2. COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

This section summarises the engagement undertaken between June and August 2025 to inform the community and stakeholders about the SSDA scheme and invite their feedback. The approach and outcomes are consistent with the Department of Planning, Housing and Infrastructure’s *Undertaking Engagement Guide: Guidance for State Significant Projects*.

2.1 Engagement Objectives

The engagement strategy for this phase of the project aimed to build connections with the Potts Point community through the State Significant Development (SSD) process. By encouraging transparency and open communication while addressing community concerns, the approach was intended to support a more informed and inclusive planning process and to inform refinements to the proposal following the Concept SSD engagement phase.

The community engagement process aimed to:

- Provide plain-language, visually clear material that explains the project so stakeholders can stay informed.
- Create multiple ways to participate by offering a mix of online, in-person and print channels.
- Listen actively and capture all feedback
- Analyse emerging themes and brief the project team on community sentiment.
- Report back and close the loop, by sharing what was heard and explain how community input informed the proposal.
- Clearly outline key concerns raised and the actions taken in response to show a transparent, considered process.
- Align all engagement activities and reporting with the NSW DPHI 2022 *Community & Stakeholder Engagement Guideline*.

2.2 Stakeholders

Table 2 Stakeholder groups and engagement approach

Stakeholder Group	Sub-groups	Engagement Approach / Notes
Local residents and neighbours	<ul style="list-style-type: none"> • Immediate neighbours: Residents in buildings fronting Macleay St and McDonald Lane (incl. Macleay Regis, 4 Macleay St and terraces) • Broader community: Owners/tenants across Potts Point, Elizabeth Bay, Kings Cross • Existing site occupants: 80 studios in <i>The Chimes</i> 	<ul style="list-style-type: none"> • Most affected by impacts on views, sunlight, traffic, construction- Letterbox flyer drop within defined radius (incl. QR code to website/feedback)
Local Business and Retail	<ul style="list-style-type: none"> • Retail operators along Macleay Street and Challis Avenue (cafés, restaurants, boutiques, services) • Local business owners and staff (hospitality, convenience retail, professional services) 	<ul style="list-style-type: none"> • Letterbox flyer drop within defined radius (incl. QR code to website/feedback) • Invite to focus group, webinar, survey

	<ul style="list-style-type: none"> Nearby commercial tenants and landlords 	
Project delivery partners	<ul style="list-style-type: none"> Project partners: Kerry Hill Architects & consultants, Brilliant Logic, T&P Chimes Development Pty Ltd 	<ul style="list-style-type: none"> Liaison and agency feedback logged in Consultation Outcomes Report Architects attended forums for technical Q&A and design refinements Brilliant Logic: coordinate engagement, capture input, complete outcomes report T&P Chimes Development Pty Ltd: receive briefings, listen and respond to feedback approve strategic responses

The proposed development may impact various stakeholders, such as agencies, authorities, service providers and community organisations. These stakeholders are outlined in Table 3 below.

Table 3: External Stakeholders

Stakeholders	City of Sydney Meeting	Briefing/ Meeting	Community Newsletter	Project Website	Online Survey	Focus Group/ Webinar	Email Feedback
Department of Planning, Housing and Infrastructure (DPHI)		X					
Government Architect NSW (GANSW)		X					
City of Sydney	X	X					
Sydney Water							
Department of Climate Change, Energy, the Environment and Water (DCCEEW)							
Transport for NSW (TfNSW)							
NSW SES							

Ausgrid							
Community Housing Providers		X					X
Registered Aboriginal Parties		X					
General Community		X	X	X	X	X	X

3. ENGAGEMENT ACTIVITIES

This section describes the engagement activities carried out for the project. In line with the Department of Planning, Housing and Infrastructure’s *Undertaking Engagement Guide: Guidance for State Significant Projects*, the approach was scaled to reflect the project’s context, size and potential impacts. The following pages set out the activities undertaken with the community and other key stakeholders.

3.1 Engagement Types

Engagement activities for the Detailed Design phase included a focus group and an online webinar, supported by an online survey, email submissions and a project website. Invitations were distributed via letterbox drop to surrounding streets, electronic direct mail (EDM) to registered stakeholders, project website updates and direct outreach to individuals who had previously expressed interest. Each session began with a presentation from the project team and architect, followed by an open discussion and question time, with notes recorded by a facilitator. All community members were advised that their feedback would remain anonymous. Sessions were facilitated by an engagement specialist, with notes recorded in real time to ensure an accurate reflection of views in this report.

During this phase, seven community members attended the focus group on 8 July 2025. Despite invitations being extended to all seven individuals who had previously participated in the community engagement feedback form or survey, no community members attended the webinar held on 14 August 2025. Six people completed the online survey, and two email submissions were received. Feedback was captured through facilitator notes, direct email submissions and survey responses. All insights were categorised against key themes to ensure consistent analysis.

Post concept approval, T&P/Urbis/KHA met with the City of Sydney with senior strategic planners on 5 February 2026. Feedback was requested. CoS have agreed to provide a consolidated review and feedback once the Development Application has been submitted.

3.2 Previous Engagement

Several of the design refinements presented during the Detailed Design phase directly respond to feedback received during the Concept SSD stage, where engagement activities occurred from December 2024 till February 2025.

The outcomes below summarise how community feedback has reinforced or influenced refinements to the proposal.

Table 4: Key Outcomes from Engagement

Outcome	Engagement Avenue
23 affordable apartments on podium levels 1–2 (managed by a CHP for 15 years), targeted at essential workers	Focus group, survey
Larger studio apartments (approx. 35sqm), improving liveability compared to existing units	Focus group
Adoption of a slender building form and increased setbacks to reduce impacts on neighbours	Focus group
Active ground-floor retail, with community preference for independent operators	Focus group, email
Increased deep soil landscaping and landscaped setbacks	Focus group
Integration of passive sustainability measures and durable materials	Focus group
Provision for EV charging infrastructure in basement car spaces	Focus group
Secure resident bike parking within the basement	Focus group
Apartments designed to be pet-allowable (subject to strata by-laws)	Focus group
Architectural detailing and podium brickwork referencing Potts Point character	Focus group
Consolidation of all parking underground to improve the streetscape	Focus group

This Concept SSD summary is provided for context. It is not included in the participation totals reported for the Detailed Design Application.

Detailed records from the Concept SSD phase, including attendance notes and submissions, are held in the engagement register and can be appended if required.

4. KEY THEMES OF FEEDBACK

This section provides an overview of the key feedback themes that were heard through the consultation period. For a detailed summary of all feedback, refer to Section 5 below.

4.1 Key themes raised

- Affordable housing: strong interest and support, with questions about who would be eligible and how it would be managed.
- Apartment quality: preference for larger studio sizes and good amenity.
- Built form and amenity: requests to reduce bulk, improve solar access and protect views to neighbours.
- Landscape and open space: desire for deeper planting and separation to surrounding buildings.
- Materials and character: support for a brick podium and a palette that reflects Macleay Street.

- Traffic, servicing and construction: queries about driveway location, on-site waste management and construction impacts.
- Ground-floor uses, preference for small, independent operators. Quick-service chains were viewed negatively by several community members.

4.1.1 Affordable Housing

Clear support for including 23 affordable apartments targeted to essential workers, with recurring questions about governance, eligibility, integration, and what happens after the 15-year period. Studio sizes around 35sqm were viewed positively compared with existing smaller studios on site.

Questions:

- Who manages the affordable apartments and how will allocation work?
- What happens after 15 years of affordability?
- How will affordable apartments integrate with the rest of the building (entries, amenities, security, maintenance)?

Feedback:

- Support for a defined proportion targeted to essential workers.
- Positive response to larger studio sizes improving liveability.
- Desire for clarity on CHP governance and long-term affordability.

4.1.2 Height and Bulk

Mixed views. Many acknowledged the slimmer built form, increased landscaping and character references, but height and bulk remained key concerns for some.

Questions:

- Can height/scale be reduced or better demonstrated?
- Can verified views/overshadowing diagrams be provided for typical vantage points and key dates?

Feedback:

- Support for a slender form perceived to lessen view and solar impacts.
- Ongoing concern about overall height and potential fit within Potts Point character.
- Descriptions included ‘beautiful’ and ‘a big improvement’ over the Concept SSD.

“It is too bulky. 50m is too high... Macleay St doesn’t need another one.”

4.1.3 Ground-floor retail and activation

Strong support for active ground floor uses that feel neighbourly. Preference for independent food and beverage with all-day trade and potential outdoor seating within landscaped areas; strong resistance to quick-service chains.

Questions:

- What type of tenants will be sought and how will servicing and delivery times be managed?

Feedback:

- Support for F&B to activate the quieter end of Macleay Street.
- Preference for independents over chains; interest in well-managed outdoor seating.

“Do not allow retail chains or vape shops on the street level retail.”

“Food and beverage rather than fashion retail would work here.”

4.1.3 Construction period impacts and communications

High interest in construction management: truck movements, safety, hours, noise and dust. Community members asked for clear protocols and ongoing updates.

Questions:

- How will trucks, noise, dust and safety be managed and communicated?
- Will there be advance-notice protocols and a dedicated contact?

Feedback:

- Desire for practical mitigation and transparent updates across multiple channels.

“We have had a lot of construction locally; please manage trucks, hours and safety.”

4.1.4 Sustainability, greenery and amenities

Positive response to passive design, landscaped setbacks and deep soil planting. Visible greening, visitor bike parking, a discrete bike-share location, pet-friendly provisions and EV-ready parking were all supported.

Questions:

- How much deep soil planting and landscaping will be delivered and maintained?
- Where will visitor bike parking and any bike-share be located?

Feedback:

- Support for greener setbacks and durable sustainability measures.
- Interest in EV-ready parking and clear pet-friendly building rules.

“The green space separates it nicely and should deter negative activity.”

4.1.5 Parking, access and servicing

Parking demand and traffic management were common concerns, alongside servicing and waste timing for retail and confirmation that vehicle access is from McDonald Street.

Questions:

Will on-site access, servicing and waste be managed to minimise impacts?

How will parking demand and congestion be addressed?

Feedback:

Support for managing servicing on site and minimising delivery/waste impacts.

Persistent concern about overall parking supply and congestion in Potts Point.

“Confirmation that vehicular access and servicing will be managed on site and that delivery and waste times for retail will minimise impacts.”

4.2 Ethics and privacy

Participation was voluntary. Session attendees were advised that feedback would remain anonymous. Survey and email submissions were collected and stored securely, with personal details used only for project updates where consent was provided. No incentives were offered. A summary register of interactions is maintained and available on request.

5. COMMUNITY ENGAGEMENT ACTIVITY

5.1 Engagement Materials

Appendix A showcases the presentation materials that were produced to inform and promote the opportunity for feedback during the community engagement process for this project.

This included:

- EDM (e-newsletter)
- Postcard delivered by letterbox distribution
- Focus Group with Presentation by Architect
- Online Focus Group Presentation
- Online survey
- Feedback Form
- Project Website

5.2 Letterbox Distribution

In order to encourage community engagement, Brilliant Logic facilitated a local letterbox distribution in June 2025 to all residential and commercial properties in the project area.

The postcard content was prepared to clearly outline the key changes made since the Concept SSD application stage and to highlight the specific opportunities for community members to provide feedback during the Detailed Design Application.

Brilliant Logic organised a letterbox distribution of the A6 postcard during the week of Tuesday 10 June to Friday 13 June 2025. A total of 2000 letterboxes made up of 1700 residential and 300 commercial letterboxes received the postcard.

The following map indicates the area that the postcard was delivered to within Potts Point.

Figure 2: Letterbox Drop Area



5.3 Online Survey

An 18-question online survey, hosted on SurveyMonkey, was promoted through a letterbox drop, electronic direct mail (EDM), direct email to registered stakeholders, updates on the project website, and targeted outreach to individuals who had previously expressed interest. Six people completed the survey.

While the survey provided valuable insights, the total of six responses limits the ability to generalise results to the broader community. Findings should be interpreted as indicative rather than representative.

A detailed question by question breakdown of survey responses, including all open text comments, is provided in Appendix A, 8.4 Survey Responses. This section summarises the key themes and findings from the survey to support the analysis of engagement outcomes.

The survey accepted partial completions. The number of responses therefore varies by question and is shown as n for each result.

Q1 Which of the following best describes you?

Most respondents (83%) were residents or landlords in Potts Point, with the remaining 17% from neighbouring suburbs such as Elizabeth Bay, Woollahroomooloo or Rushcutters Bay. No community members identified as local workers, regular visitors, or “other”.

Q2 Are you familiar with the site at 45-53 Macleay Street?

All community members (100%) reported being familiar with the site.

Q3 How did you first hear about the proposal?

Half of respondents (50%) first heard about the proposal through word of mouth, with others citing letterbox drop (17%), local news (17%), or “other” (17%). No respondents reported hearing about it via social media.

Q4 To what extent do you support the current direction of the proposal?

One-third of community members (33%) strongly supported the current direction, while two-thirds (67%) strongly opposed it. No respondents selected neutral, somewhat support, or somewhat oppose.

Q5 How supportive are you of including affordable housing (e.g. for key workers such as teachers and nurses) in the proposal?

Two-thirds of respondents (67%) strongly supported the inclusion of affordable housing, while one-third (33%) strongly opposed it. No community members were neutral or somewhat supportive/opposed.

Q6 Do you have any comments or questions about the proposal?

Six community members provided written comments. Feedback was polarised: some expressed strong opposition due to the proposed building height, bulk and potential overshadowing of the street; concerns about replacing existing smaller, more affordable apartments with fewer, larger units; and the limited period of affordable housing provision. Retail tenancy mix was also raised, with opposition to fast food outlets, vape shops and convenience stores and a preference for independent cafés, high-end restaurants and distinctive retail to maintain Macleay Street's character. Other community members expressed strong support for the proposal overall, including interest in purchasing an apartment.

Q7 What benefits can the proposal help deliver for the local community?

Five community members responded. Views were mixed: some felt the proposal would provide no benefits, describing it as catering to wealthy buyers who may not live in the apartments. Others saw potential positives including replacing an underused building, improving the streetscape, creating a calm and elegant design that complements the area's character, adding high-quality ground-floor retail, offering suitable housing options for older residents to downsize and providing some affordable housing. Maintaining Macleay Street's unique aesthetic and ensuring retail tenancies are high-end and credible were recurring themes.

Q8 What would you most like to see prioritised in the proposal? Select up to 3 options.

Six community members responded, selecting a total of 14 priorities. The most common selections were "High-quality, sustainable design" (66.67%) and "Protection of local heritage" (66.67%). "Affordable housing options" (33.33%) and "Retail or street level activation" (33.33%) were also identified. Less common selections included "Landscaping and greenery" (16.67%) and "Other (please specify)" (16.67%).

Q9 At this stage of the proposal, what aspects are you most concerned about and how could they be improved?

Six community members responded. Common concerns included the proposed building height and bulk, with calls to reduce it to match the current building and maintain the suburb's historic character. Several comments opposed the potential for "glass box" retail tenancies and low-quality operators such as fast food, vape, or convenience stores, preferring high-quality, distinctive retail. Other feedback referenced the number of existing objections, potential view impacts for neighbouring properties and the risk of setting a precedent for further large-scale development in the area. One community member expressed no concerns at this stage.

Q10 Have you participated in any previous engagement activities for this proposal?

66.67% of respondents indicated they had participated in previous engagement activities, while 33.33% had not.

Q11 If yes, which of the following?

Of the five respondents who had previously participated, 60% had made a written submission, 40% selected “Other” (including comments such as “Can’t remember, I am very supportive of the development though”) and 20% had completed an online survey. None reported attending a focus group or webinar.

Q12 Would you like to receive future updates on the proposal? Your contact details will only be used to share updates about the proposal. You can unsubscribe at any time.

Half of respondents (50%) indicated they would like to receive future updates on the proposal and 50% said they would not. Three community members provided their email addresses for ongoing communication.

Q13 How would you rate the following aspects of your local neighbourhood

One community member rated “Streetscape and overall appearance” and “Walkability” as excellent, “Range of housing options” as fair and “Access to shops and everyday services” as good.

Q14 Based on what you currently know, which statement best describes your attitude towards the proposal?

One community member selected “Strongly opposed.”

Q15 How would you rate the following aspects of your local neighbourhood

One community member rated the affordable housing component as positive, the ground-floor retail space, sustainability measures and public-realm improvements as neutral/unsure and the building height and design as very negative.

Q16 To what extent do you agree or disagree that each of the following is a benefit of the proposal

One community member strongly agreed that additional affordable housing is a benefit of the proposal. They agreed that improved public spaces are a benefit, were neutral on new shops and services and strongly disagreed that job creation during construction is a benefit.

Q17 Please indicate how much you agree or disagree with each statement about housing.

One community member strongly agreed that they support well-designed developments that fit the character of the area. They agreed that new housing should be located close to public transport, there should be more housing options that are affordable for key workers and that adding more homes to the area is necessary to meet future demand.

Q18 Which of the following best describes your current housing situation?

One community member reported that they rent privately.

5.4 Project Website

A dedicated project website (45to53macleay.com.au) went live on 4 June 2025 to present the Detailed Design proposal. The site provides a plain-language overview of the proposal, engagement activities and an online feedback form. Content is prepared and maintained by Brilliant Logic to reflect current design updates and opportunities for engagement.

- Page views: 255
- Active users: 150
- Views per user: 1.69

- Average engagement time: 1.85s
- Users attributable to letterbox: 75
 - Visit rate from letterbox: 3.75% of 2,000 delivered
- Feedback outcomes this period: 6 survey completions and 2 email submissions

The website remains live at the date of this report and will stay online for the duration of the project. Basic performance and accessibility checks are carried out to ensure it functions as intended.

5.5 Email Feedback

For this community engagement, a dedicated email address was set up to receive feedback about the project. This was pottspointproject@timeplace.com.au

During this community engagement period, a total of two emails of feedback were received. They are summarised as follows.

Table 5: Summary of Email Feedback

Date	Interest in Project	Feedback
30 July 2025	I live elsewhere in Potts Point	Going from 12 to 15 storeys and reducing apartments from 80 to 45 is a large net loss of housing. Eighty smaller and lower-priced units to 45 large expensive units is not a net benefit to Potts Point. 15% low-cost apartments = 6.75, not enough and doubtless small, so perhaps 7–10% of the actual residential space. Make that at least 20% of the residential floor area to be affordable housing.
17 June 2025	I live in a neighbouring property	Would like to see sustainable materials and long-lasting innovations incorporated into the development.

Once each email was received, Brilliant Logic made direct contact to invite the sender to the focus group or webinar. Invitations were sent to all seven past community members who had consented to further engagement. None of these individuals registered to attend the webinar.

5.6 Focus Group and Webinar

A focus group was held on 8 July 2025 with seven community members. An online webinar was scheduled for 14 August 2025; no community members attended.

The focus group and webinar were promoted via the project website, electronic direct mail (EDM) and a letterbox drop to surrounding streets. We also invited previous stakeholders and people who had provided feedback through the survey or by email.

The focus group began with a short presentation by the project team and architect, followed by questions for the architects. After the architects departed, an open discussion was held. Community members were advised that feedback would remain anonymous. A facilitator from Brilliant Logic managed the session and captured detailed notes. The webinar proceeded as scheduled but had no attendees, so no additional qualitative feedback was collected from that avenue.

5.6.1 What community members supported

Feedback from the focus group showed support for several refinements since the Concept stage:

- 23 affordable apartments on podium levels 1–2 (managed by a CHP for 15 years), targeted at essential workers and 21 market apartments over 12 levels.
- Enlarged studio sizes to approximately 35sqm (previously 17–28sqm).
- A slender building form to reduce view and solar impacts on neighbours.
- Increased deep soil planting and landscaped setbacks to improve separation and outlook.
- Darker brick at street level to reflect local character.
- Integration of passive sustainability measures.

Community members also supported active ground-floor retail, with a preference for independent food and beverage operators, all-day trade and potential outdoor seating to activate the street. Further suggestions included bike parking and a possible bike-share station near the heritage offset, pet-friendly facilities with well-located amenities and EV charging in all car spaces.

5.6.2 Issues raised

While community members felt the design responded to earlier concerns, they asked for more detail on the following:

- Building height and scale.
- The construction period and potential construction impacts.
- The retail space use on the ground floor.
- The long-term management of affordable housing.

The next section summarises the focus group questions and responses and outlines the key themes from the discussion. A detailed account of the discussion, themes and verbatim excerpts is provided in Appendix A: 8.6 Focus Group Feedback.

5.6.3 Questions and Summarised Responses

Q1. How are you connected to the Potts Point area?

- Most community members were local residents, some in neighbouring streets or suburbs.
- Several had long-term familiarity with the site and its role in the Macleay Street streetscape.
- Many had engaged with the project during the Concept SSD phase.

Q2. What is your initial impression of the updated design?

- General agreement that the Kerry Hill Architects scheme responded well to earlier community feedback.
- Positive comments about the slender building form, increased southern setbacks and deep soil landscaping.
- Support for consolidating parking underground.
- Descriptions included “beautiful” and “a big improvement” over the Concept SSD envelope.

Q3. Are there any aspects of the proposal you think could be positive for the local community?

- 23 affordable apartments on podium levels 1–2 (managed by a CHP for 15 years), targeted at essential workers.
- Larger studio sizes offering improved liveability.

- Ground-floor retail activating the quieter end of Macleay Street.
- Passive sustainability measures and darker brick podium treatment welcomed.

Q4. Are there any concerns or challenges that stand out to you?

- Height still a concern for some.
- Questions around long-term management and allocation of affordable housing.
- Potential construction impacts, particularly noise, safety and obstruction.
- Desire to avoid quick-service restaurant chains in retail spaces.

Q5. How important is it to you that the design reflects Potts Point's existing character?

- Strong agreement on the need to retain greenery and landscaped setbacks.
- Desire to maintain a "village" feel and pedestrian-friendly streetscape.
- Preference for materials and detailing that reference surrounding heritage buildings.

Q6. Affordable housing, what are your thoughts?

- Support for the proportion of affordable housing in the proposal.
- Recognition of its importance for essential workers.
- Some concern that reducing total dwellings from 80 smaller units to fewer, larger apartments lessens overall housing supply.

Q7. Do you have any other suggestions or ideas?

- Active ground-floor uses with all-day trade (cafés, wine bars, small boutique grocery).
- Bike parking or bike-share facilities near the heritage offset.
- Pet-friendly amenities.
- EV charging in all car spaces.

6. FEEDBACK SUMMARY

Feedback received during the Detailed Design engagement phase showed a more positive response to the proposal compared to the Concept SSD stage, although some concerns remained. Community members recognised that the design had been refined in direct response to earlier feedback, noting improvements in building form, setbacks, amenity and affordable housing provision.

Table 6 Community Feedback and Design Response Summary

Feedback Theme	Community Input	Design Response
Building height & bulk	Concerns regarding proposed building height and relationship with the surrounding area.	Adopted a slender building form with increased setbacks to reduce visual impact and improve solar access
Setbacks & overshadowing	Desire for greater separation from neighbouring properties and minimised overshadowing of street	Increased setbacks on upper levels; stepped built form to reduce overshadowing to street and neighbours
Affordable housing	Support for inclusion but concern that 15% for 15 years is insufficient	The provision of 15% affordable housing for a 15-year period is consistent with State policy
Apartment size & liveability	Concern that new apartments may be too small; desire for larger, more functional units	Larger studio apartments (35sqm) compared to existing units, with improved layouts and amenity
Retail tenancy preferences	Strong preference for independent cafés, restaurants and high-end retail; opposition to fast food outlets, vape shops, convenience stores	Ground-floor retail designed for flexible tenancies; marketing plan to target independent operators and will prioritise desired tenant
Public realm / landscaping	Desire for more greenery, deep soil planting and high-quality streetscape design	Increased deep soil landscaping and landscaped setbacks; upgraded public realm finishes
Sustainability measures	Requests for passive design, sustainable materials and long-term environmental performance	Integration of passive solar design, natural ventilation, energy-efficient systems and durable materials
Parking (underground, EV charging)	Support for all parking to be located underground; requests for EV charging in all car spaces	All parking relocated underground; 21 EV charging stations included, one per BTS unit
Bike parking & bike-share	Requests for bike parking or public bike-share station	Secure resident bike parking provided within basement
Pet-friendly facilities	Requests for pet-friendly design and facilities	Design will include convenient outdoor areas for pets, helping maintain cleanliness and minimise disruption to neighbours.
Construction impacts	Concerns about noise, dust and disruption during build	Construction Environmental Management Plan to include mitigation measures; compliance with permitted hours and noise standards

Neighbourhood character & heritage alignment	Desire for design to respect Potts Point's historic and aesthetic character	Architectural details reference local materials and proportions; podium uses darker brickwork in keeping with area
Dwelling number reduction from existing building	Concern that proposal reduces total dwelling numbers from 80 to 45, reducing affordable options overall	Fewer but larger, higher-quality apartments designed to meet current standards and improve liveability Change driven by compliance with apartment design guidelines and increased amenity provisions

Many community members supported the increased affordable housing component, targeted at essential workers and welcomed the larger studio sizes of approximately 35sqm, which were considered more liveable than the existing 28sqm units. The active ground-floor retail was seen as a valuable addition that could enliven the southern end of Macleay Street, with a preference for independent food and beverage operators over quick-service restaurant chains.

Design elements such as the slender built form, darker brick podium and increased deep soil landscaping were viewed favourably for their role in maintaining visual separation from neighbouring properties and contributing to the area's character. Sustainability features, including passive design measures, were also supported.

Concerns focused on the building's height, the long-term management and allocation of affordable housing and potential construction impacts such as noise, safety and street obstruction. Some community members felt that reducing the total number of dwellings from 80 smaller units to fewer, larger apartments reduced overall housing supply.

Additional suggestions included providing bike parking or a bike-share station, incorporating pet-friendly facilities and incorporating EV charging .

In summary, feedback received during this stage directly influenced key refinements to the proposal, including increased affordable housing, larger studio apartment sizes, greater setbacks, consolidation of parking underground and enhanced landscaping and architectural detailing.

Ongoing engagement will be maintained via the project website and email updates to interested stakeholders. Any new feedback received will continue to be reviewed and, where appropriate, integrated into the project as it progresses toward determination.

6.1 Mitigation Measures

- Construction communications
 - Publish a 24/7 project inbox a feedback form on the website.
 - Acknowledge emails within 1 business day and provide a substantive response within 5 business days.
 - Maintain complaints register and report monthly summaries to the project team.
- Servicing, loading and traffic (McDonald Street)
 - Schedule deliveries outside peak periods wherever practicable.

- Enforce a no-idling rule and on-site marshalling so vehicles do not queue on the street.
- Brief all drivers on a code of conduct and haulage routes; breaches are escalated to the builder.
- EV and bicycle parking
 - Deliver EV-charging to 21 apartments, one per BTS unit.
 - Provide secure resident bicycle parking.
- Building management policies
 - Adopt clear policies for pets, moves and deliveries, aligned with CHP management for affordable apartments.
 - Provide these policies to all residents at onboarding and on the building portal.
- Ground-floor retail
 - Prioritise tenants consistent with local character.
- Waste and housekeeping
 - Manage waste internally via the loading dock with no kerbside bins.
 - Supply resident information on sorting, collection times and bulk waste bookings.
- Ongoing engagement
 - Publish quarterly updates on the project website during assessment and monthly updates during early works.
 - Provide a single point of contact for enquiries throughout delivery.

Residual impacts are expected to be manageable with these measures in place and monitored through contractor and building management procedures.

7. APPENDIX A

7.1 EDM

[View this email in your browser](#)

TIME & PLACE

45-53 MACLEAY STREET



45-53 Macleay Street, Potts Point

We value your feedback

A new Detailed Design State Significant Development Application is being prepared for 45-53 Macleay Street, Potts Point.

The proposal includes residential apartments, affordable housing, and a ground-floor retail space suitable for a café or restaurant.

We want to hear your thoughts on this proposal 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](#)

Project Update

A Concept Development Application (DA) has been lodged with the NSW Department of Planning, Housing and Infrastructure by Time & Place for the staged redevelopment of 45-53 Macleay Street, Potts Point.

This first stage sought development consent for a Concept DA that set the approved land uses for the site, outlined the permissible scale and form, and established key strategic objectives for the future development.

We are now preparing a Detailed Design State Significant Development Application (SSDA), which will provide the final design for the building, including residential apartments, affordable housing, and a ground-floor retail space.

[FIND OUT MORE](#)

We value your
feedback

[LEAVE FEEDBACK](#)

45to53macleay.com.au



**TIME &
PLACE**

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7.2 Postcard for Letterbox Drop

45-53



MACLEAY

STREET

**TIME&
PLACE**



**TIME&
PLACE**

45 - 53 MACLEAY STREET POTTS POINT

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

The proposal is for a mixed use building comprising 46 apartments (15% affordable housing) and ground level retail.

We want your feedback as a valued member of the Potts Point community.

pottspointproject@timeplace.com.au
45to53Macleay.com.au



TO COMPLETE OUR SURVEY
OR LEAVE FEEDBACK, HEAD
TO OUR PROJECT WEBSITE.

7.3 Online Survey

45-53 Macleay Street, Potts Point

We're inviting local community members to help shape the detailed design proposal for 45-53 Macleay Street, Potts Point.

This short survey asks about your awareness of the proposal and invites your thoughts on key design considerations. Your feedback will help ensure local insights are reflected as planning progresses.

Thank you for taking the time to contribute.

* 1. Which of the following best describes you?

- Please select all that apply.
- Resident or landlord of the suburb of Potts Point
- Resident or landlord of Elizabeth Bay, Woolloomooloo or Rushcutters Bay suburbs
- Worker or business owner in the local area
- Regular visitor to the local area
- Other (please specify)

* 2. Are you familiar with the site at 45-53 Macleay Street?

- Yes
- No

* 3. How did you first hear about the proposal?

- Letterbox drop
- Local news
- Word of mouth
- Social media
- Don't recall
- Other (please specify)

* 4. To what extent do you support the current direction of the proposal?

- Strongly support
- Somewhat support
- Neutral/unsure
- Somewhat oppose
- Strongly oppose

* 5. How supportive are you of including affordable housing (e.g. for key workers such as teachers and nurses) in the proposal?

- Strongly support
- Somewhat support
- Neutral/unsure
- Somewhat oppose
- Strongly oppose

6. Do you have any comments or questions about the proposal?

7. What benefits can the proposal help deliver for the local community?

* 8. What would you most like to see prioritised in the proposal?
Select up to 3 options.

- Affordable housing options
- High-quality, sustainable design
- Protection of local heritage
- Retail or street level activation
- Landscaping and greenery
- Other (please specify)

9. At this stage of the proposal, what aspects are you most concerned about and how could they be improved?

* 10. Have you participated in any previous engagement activities for this proposal?

- Yes
- No
- Unsure

* 11. If yes, which of the following?

- Focus group
- Online Survey
- Written Submission
- Webinar
- Other (please specify)

* 12. Would you like to receive future updates on the proposal?
Your contact details will only be used to share updates about the proposal. You can unsubscribe at any time.

- Yes
- No

If yes, please provide your email

13. How would you rate the following aspects of your local neighbourhood?

	Excellent	Good	Fair	Poor	Very poor
Streetscape and overall appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of housing options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walkability (ease of getting around on foot)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to shops and everyday services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Based on what you currently know, which statement best describes your attitude towards the proposal?

- Very supportive
- Supportive
- Neutral / Unsure
- Opposed
- Strongly opposed

15. How do you feel about each of the following elements of the proposal?

	Very positive	Positive	Neutral/ Unsure	Negative	Very negative
Affordable-housing component	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ground-floor retail space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability measures (e.g. energy efficiency)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building height and design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public-realm improvements (landscaping, seating, lighting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. To what extent do you agree or disagree that each of the following is a benefit of the proposal

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Additional affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New shops and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job creation during construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Please indicate how much you agree or disagree with each statement about housing.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
New housing should be located close to public transport.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be more housing options that are affordable for key workers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support well-designed developments that fit the character of the area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding more homes to our area is necessary to meet future demand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Which of the following best describes your current housing situation?

- I own and live in my home.
- I rent privately.
- I rent through social or community housing.
- I live with family or friends without paying rent.
- Other (please specify)

Done

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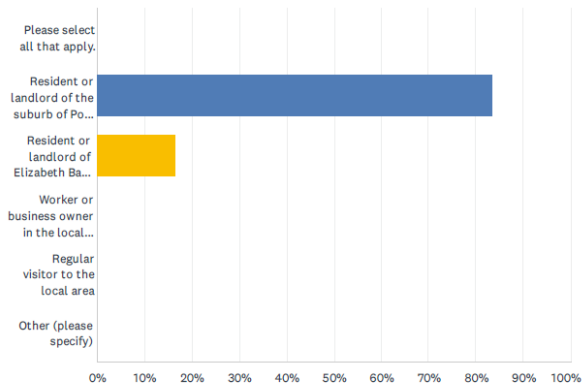
 See how easy it is to [create surveys and forms](#).

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7.4 Survey Responses

Q1 Which of the following best describes you?

Answered: 6 Skipped: 0

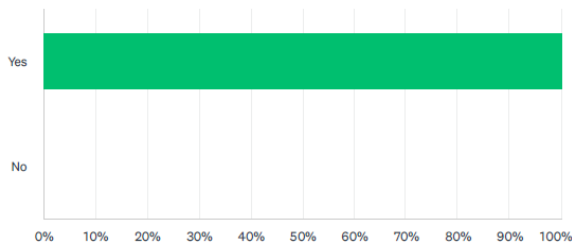


ANSWER CHOICES	RESPONSES
Please select all that apply.	0.00% 0
Resident or landlord of the suburb of Potts Point	83.33% 5
Resident or landlord of Elizabeth Bay, Woolloomooloo or Rushcutters Bay suburbs	16.67% 1
Worker or business owner in the local area	0.00% 0
Regular visitor to the local area	0.00% 0
Other (please specify)	0.00% 0
TOTAL	6

#	OTHER (PLEASE SPECIFY)	DATE
There are no responses.		

Q2 Are you familiar with the site at 45–53 Macleay Street?

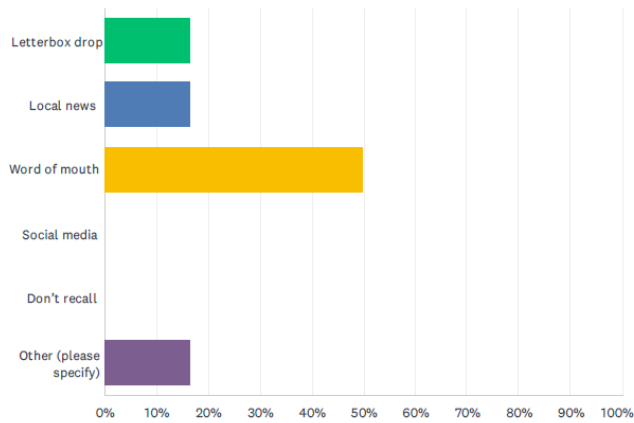
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	100.00% 6
No	0.00% 0
TOTAL	6

Q3 How did you first hear about the proposal?

Answered: 6 Skipped: 0

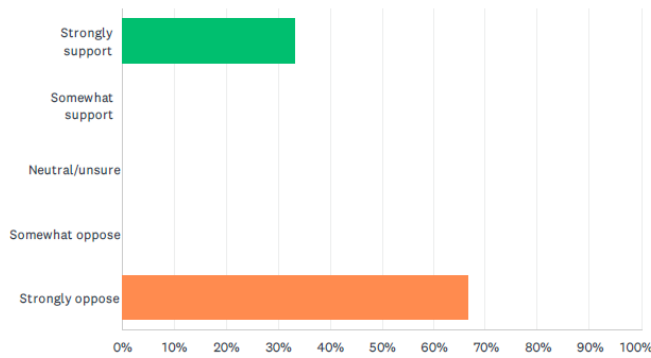


ANSWER CHOICES	RESPONSES	
Letterbox drop	16.67%	1
Local news	16.67%	1
Word of mouth	50.00%	3
Social media	0.00%	0
Don't recall	0.00%	0
Other (please specify)	16.67%	1
TOTAL		6

#	OTHER (PLEASE SPECIFY)	DATE
1	I live in the building	6/12/2025 11:17 PM

Q4 To what extent do you support the current direction of the proposal?

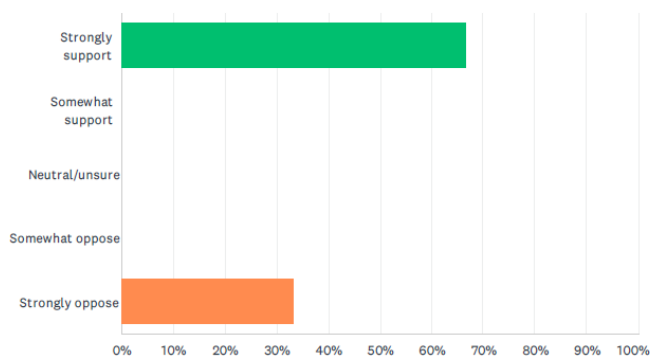
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly support	33.33%	2
Somewhat support	0.00%	0
Neutral/unsure	0.00%	0
Somewhat oppose	0.00%	0
Strongly oppose	66.67%	4
TOTAL		6

Q5 How supportive are you of including affordable housing (e.g. for key workers such as teachers and nurses) in the proposal?

Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly support	66.67%	4
Somewhat support	0.00%	0
Neutral/unsure	0.00%	0
Somewhat oppose	0.00%	0
Strongly oppose	33.33%	2
TOTAL		6

Q6

Do you have any comments or questions about the proposal?

- Answered: 6
- Skipped: 0

Disagree with the proposal as it rises the height of the street blocking natural light coming through to street. Literally darkening the area. 6/26/2025 6:34 PM

the proposal is a joke. you are using affordable housing as a way to increase the size of the development which is getting rid of 80 existing affordable apartments. 6/18/2025 1:14 PM

Fully supportive of it. Would love to be a buyer of an apartment in there. 6/18/2025 8:22 AM

It is too bulky. 50m is too high. There are already horrendous gigantic buildings with Ikon and Rockwell. Macleay St doesn't need another one. Keep it to the original height of the current building. Do not allow retail chains or vape shops on the street level retail: no MacDonald, no KFC, no fast food, no cigarette vape shops. No convenience stores. Only allow independent and high end retail, independent cafes and high end restaurants . Otherwise all you will do is create yet another bland ugly same same retail strip which are already over supplied all across sydney. Be creative, aim high and create something with class and uniqueness which Sydney desperately needs. Build on Macleay street's uniqueness and strengths. Make Macleay street even more of an exclusive destination and help build something and somewhere different interesting and special in Sydney. Please don't destroy Macleay Street by creating ugly glass retail shop boxes and fill them with mediocre tenants. 6/14/2025 2:07 PM

I love the proposal. 6/13/2025 10:47 AM

The affordable housing is only for a limited period of time. Then reverts back. 6/12/2025 11:17 PM

Q7

What benefits can the proposal help deliver for the local community?

- Answered: 5
- Skipped: 1

zero benefit. the proposal is for rich empty nesters which will probably not even live in the apartments. 6/18/2025 1:14 PM

Primarily replacing an underused block with one that better utilizes the space along with improving the streetscape in the area. 6/18/2025 8:22 AM

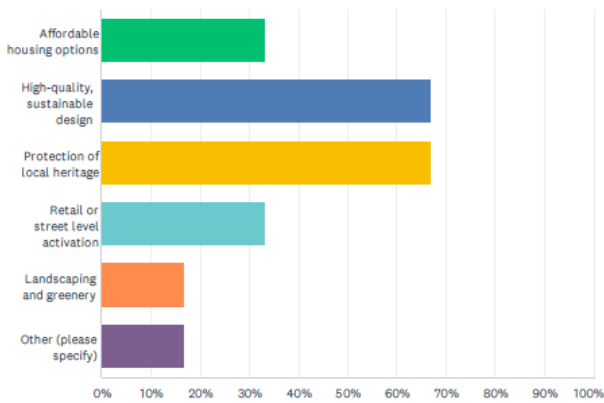
Just to retain the areas unique vibe and aesthetic, build on its strengths and not be detrimental to it. Create a calm, elegance understated sophisticated building. Classic. Not something that will date fast and look out of place. Respect that this is the quiet residential end of Macleay st. Be very strict with the ground floor retail, as said above, only lease to high end quality credible retail tenants. 6/14/2025 2:07 PM

Shops at ground level, also the current site it underutilized. Also great to give options like apartments with good local amenities to older high net worth individuals / couples so that it is attractive for them to move out of family homes to free up houses for families. Affordable housing as well is good. 6/13/2025 10:47 AM

For the area, none. 6/12/2025 11:17 PM

Q8 What would you most like to see prioritised in the proposal? Select up to 3 options.

Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES
Affordable housing options	33.33% 2
High-quality, sustainable design	66.67% 4
Protection of local heritage	66.67% 4
Retail or street level activation	33.33% 2
Landscaping and greenery	16.67% 1
Other (please specify)	16.67% 1
Total Respondents: 6	

#	OTHER (PLEASE SPECIFY)	DATE
1	appropriate scale and consideration of other buildings beyond the macleay regis and pommery.	6/18/2025 1:14 PM

Q9

At this stage of the proposal, what aspects are you most concerned about and how could they be improved?

- Answered: 6
- Skipped: 0

Lower the level. Ensure it fits within the style and ethos of the historic suburb .6/26/2025 6:34 PM

Go and read the 150 objections. 6/18/2025 1:14 PM

None. 6/18/2025 8:22 AM

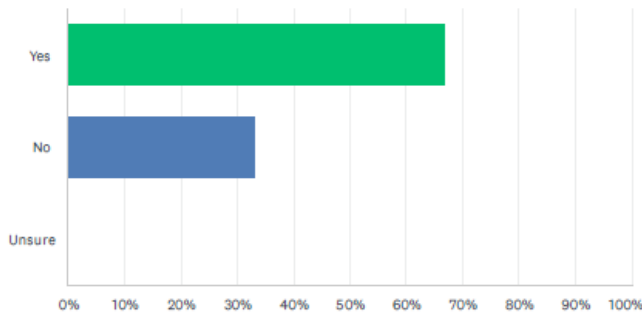
1. The overwhelming size needs to be scaled back and reduce height back to current building .2. The risk of ugly glass box retail shops and mediocre tenants, convenience vape and fast food outlets. 6/14/2025 2:07 PM

I live in Macleay Regis, across the road from the development. The development will block some views to the city for some residents in our building however while a shame, that is life. I believe the neighbours in my building will still get adequate sunlight which is important. 6/13/2025 10:47 AM

Concerned that this becomes a precedent for the area. 6/12/2025 11:17 PM

Q10 Have you participated in any previous engagement activities for this proposal?

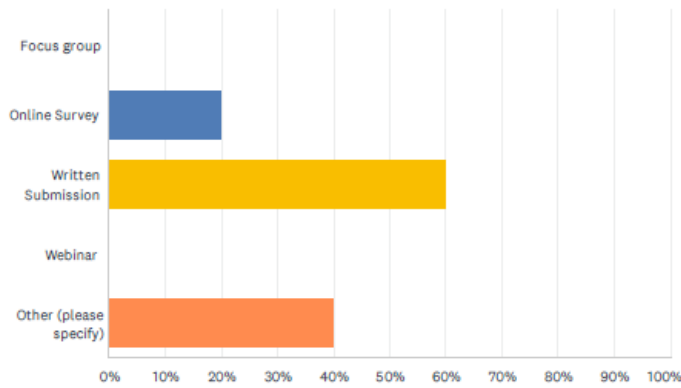
Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	66.67% 4
No	33.33% 2
Unsure	0.00% 0
TOTAL	6

Q11 If yes, which of the following?

Answered: 5 Skipped: 1

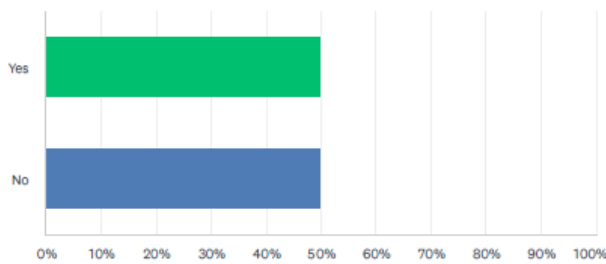


ANSWER CHOICES	RESPONSES
Focus group	0.00% 0
Online Survey	20.00% 1
Written Submission	60.00% 3
Webinar	0.00% 0
Other (please specify)	40.00% 2
Total Respondents: 5	

#	OTHER (PLEASE SPECIFY)	DATE
1	Na	6/26/2025 6:34 PM
2	Can't remember, I am very supportive of the development though	6/13/2025 10:47 AM

Q12 Would you like to receive future updates on the proposal?Your contact details will only be used to share updates about the proposal. You can unsubscribe at any time.

Answered: 6 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	50.00% 3
No	50.00% 3
TOTAL	6

#	IF YES, PLEASE PROVIDE YOUR EMAIL	DATE
1	richardriboni@hotmail.com	6/18/2025 1:14 PM
2	scott.hogan-smith@ecovis.com.au	6/18/2025 8:22 AM
3	Neil.owen.macleayregis@gmail.com	6/13/2025 10:47 AM

Q13

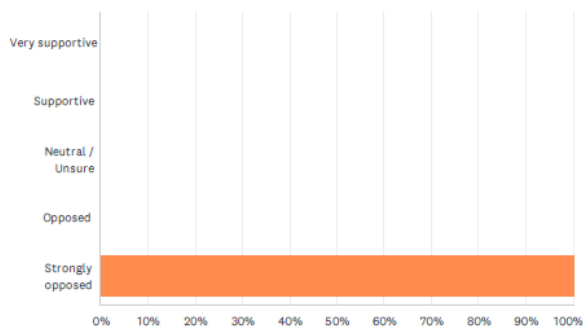
How would you rate the following aspects of your local neighbourhood

- Answered: 1
- Skipped: 5

	Excellent	Good	Fair	Poor	Very Poor	Total Responses
Streetscape and overall appearance	1					1
Range of housing options			1			1
Walkability (ease of getting around on foot)	1					1
Access to shops and everyday services		1				1

Q14 Based on what you currently know, which statement best describes your attitude towards the proposal?

Answered: 1 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very supportive	0.00%	0
Supportive	0.00%	0
Neutral / Unsure	0.00%	0
Opposed	0.00%	0
Strongly opposed	100.00%	1
TOTAL		1

Q15

How would you rate the following aspects of your local neighbourhood

- Answered: 1
- Skipped: 5

	Very positive	Positive	Neutral /Unsure	Negative	Very negative	Total Responses
Affordable-housing component		1				1
Ground-floor retail space			1			1

Sustainability measures (e.g. energy efficiency)			1			1
Building height and design					1	1
Public-realm improvements (landscaping, seating, lighting)			1			1

Q16

To what extent do you agree or disagree that each of the following is a benefit of the proposal

- Answered: 1
- Skipped: 5

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Total Responses
Additional affordable housing	1					1
New shops and services			1			1
Improved public spaces		1				1
Job creation during construction					1	1

Q17

Please indicate how much you agree or disagree with each statement about housing.

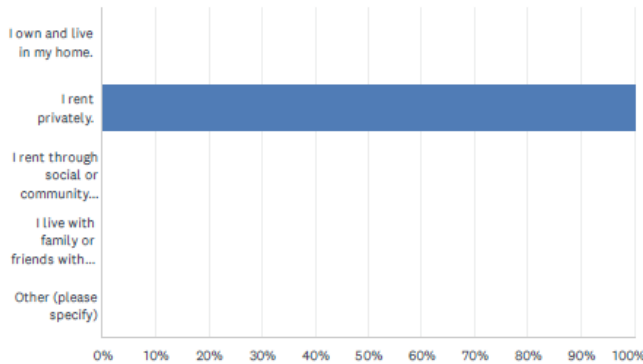
- Answered: 1
- Skipped: 5

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Total Responses
New housing should be located close to public transport		1				1
There should be more housing options that are affordable for key workers		1				1

I support well-designed developments that fit the character of the area	1					1
Adding more homes to our area is necessary to meet future demand		1				1

Q18 Which of the following best describes your current housing situation?

Answered: 1 Skipped: 5



ANSWER CHOICES	RESPONSES
I own and live in my home.	0.00% 0
I rent privately.	100.00% 1
I rent through social or community housing.	0.00% 0
I live with family or friends without paying rent.	0.00% 0
Other (please specify)	0.00% 0
TOTAL	1

#	OTHER (PLEASE SPECIFY)	DATE
There are no responses.		

7.5 Focus Group/Webinar Presentation

Copies of the presentation materials are available upon request.

7.6 Focus Group Feedback

This appendix summarises qualitative feedback from the community focus group held on 8 July 2025. The session was facilitated by Brilliant Logic. It began with a short presentation from the architect, followed by moderated discussion. Community members were advised that their feedback would remain anonymous. Notes were taken and the session was recorded to ensure comments were captured accurately for analysis.

The architecture team outlined the design approach: a slender upper form above a brick podium, deep-soil planting and landscaped separation to the south, passive sustainability measures and active ground floor retail. The team explained how earlier community input had informed the current scheme.

7.6.1 Key points

- Slender upper form to improve view sharing and solar outcomes for neighbours.
- Deep-soil planting and landscaped setbacks to improve separation and outlook.
- Darker brick at street level to reference Macleay Street character.
- Passive design initiatives and cross-ventilation where practicable.
- Ground-floor retail with residential entries clearly separated.

7.6.2 Headline themes we heard

1. Overall response to the design

Community members described the design as visually strong and context-aware. Positive references included the darker brick at street level, generous glazing above, and the landscaped offset to the south. Several community members linked the slender form to better view and solar outcomes for neighbours.

2. Affordable housing and apartment mix

Community members supported an increased share of affordable housing targeted to essential workers, and supported larger studios around 35sqm given existing studios on site are typically smaller.

3. Ground-floor activation and local character

There was clear support for active ground-floor uses, with a preference for independent food and beverage operators over quick-service chains. Community members encouraged all-day trade and potential outdoor seating within the landscaped offset so long as it remains neighbourly in feel.

4. Street life, access and amenities

Community members supported visible greening, convenient visitor bike parking, consideration of a discrete bike-share location off the main footpath, pet-friendly provisions with clear rules and EV-ready parking.

7.6.3 Issues and requests for more detail

- Interest in verified views and overshadowing diagrams for key dates and vantage points. Desire for privacy treatments on upper levels and a clear explanation of planning controls and bonuses.
- Concerns about noise and vibration, hours of work, traffic and pedestrian safety on Macleay Street, dust and waste handling, and a request for advance notice protocols and a single point of contact.
- Questions about governance with a community housing provider, eligibility and selection, integration within the building, security and maintenance standards, and what happens after 15 years.
- Confirmation that vehicular access and servicing will be managed on site and that delivery and waste times for retail will minimise impacts.

“It is beautiful from the street.”

“The green space separates it nicely and should deter negative activity.”

“Food and beverage rather than fashion retail would work here.”

“We have had a lot of construction locally; please manage trucks, hours and safety.”

7.6.5 Requests and suggestions captured

- Provide view and overshadowing visuals from typical neighbour vantage points.
- Consider outdoor seating in the southern landscaped offset with appropriate management.
- Provide visible, convenient visitor bike parking and explore a neat location for bike-share.
- Confirm EV-ready parking and outline pet-friendly amenities and building rules.
- Clarify affordable housing management details with the community housing provider.

8. APPENDIX B

8.1 Community Engagement Strategy

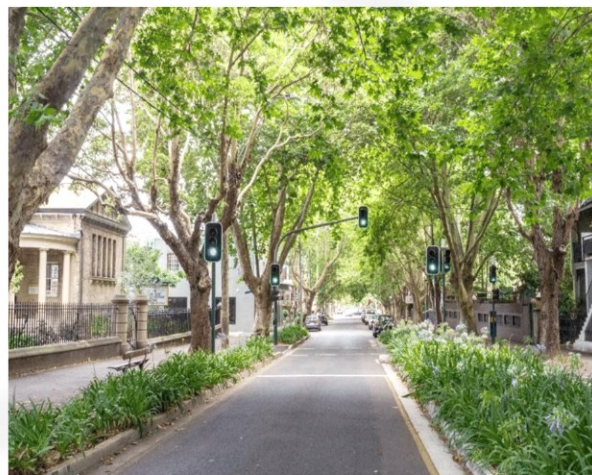


COMMUNITY ENGAGEMENT PLAN

10/1/2026

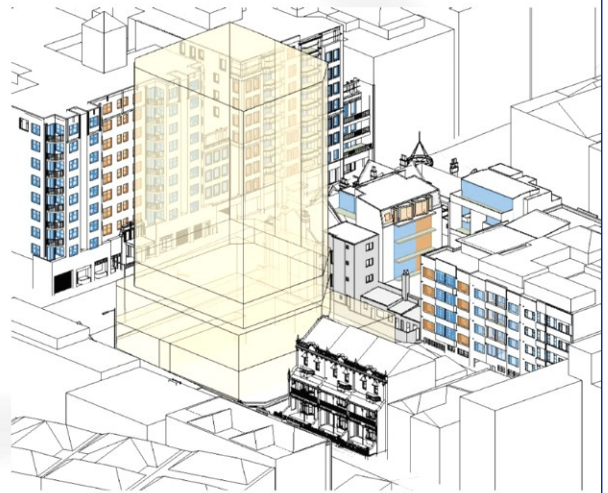
Introduction

Time & Place proposes to replace the 12-storey building at 45–53 Macleay Street with a 13-storey, mixed-use development that secures 15% affordable housing for a minimum of 15 years. The architectural design by Kerry Hill Architects (unanimously chosen through the Government Architect-led competition) meets NSW design excellence criteria and therefore qualifies for additional height and floor space bonuses. Although the site lies within the Potts Point Heritage Conservation Area, the existing building is formally classified as “detracting.” The project will be assessed as a State Significant Development (SSD) by the Department of Planning, Housing and Infrastructure (DPHI), with the NSW Minister for Planning as consent authority.



Overview

Early community objections centred on building height, heritage character and the perceived loss of 80 small studios. In response, Time & Place has increased its affordable housing commitment and engaged Brilliant Logic to lead a proactive, front-loaded consultation program ahead of the September 2025 SSD lodgement. This Community Engagement Plan, prepared in line with the NSW DPIE 2022 *Community & Stakeholder Engagement Guideline*, sets out how we will inform, consult and collaborate with stakeholders to address concerns, inform key stakeholders and build trust throughout the planning process.



Engagement Objectives

The stakeholder and community engagement process was designed to:

Make information easy to understand

Provide plain-language, visually clear material that explains the project, so that stakeholders can be informed of the process.

Create multiple ways to participate

Offer a blend of online, in-person and print channels so everyone interested has an accessible avenue to contribute.

Listen actively and capture all feedback

Log every question, comment and concern in a single register; analyse emerging themes and brief the project team on community sentiment.

Report back and close the loop

Share what we heard and explain how community input has informed the proposal. Clearly outline key concerns raised and the actions taken in response, to demonstrate a transparent and considered planning process.

Meet and exceed statutory requirements

Align all engagement activities and reporting with the NSW DPIE 2022 Community & Stakeholder Engagement Guideline.

Stakeholder Identification & Mapping

Local residents and neighbours

Immediate neighbours: Residents in buildings fronting Macleay Street and McDonald Lane (including the heritage-listed *Macleay Regis*, 4 Macleay Street and surrounding terraces) will experience the most direct impacts on views, sunlight, traffic and construction activity.

Broader community: Owners and tenants across Potts Point, Elizabeth Bay and Kings Cross who care about local character and heritage. We will deliver a letterbox flyer to all addresses within a [\[insert radius here\]](#), ensuring coverage beyond immediate neighbours to address previous concerns about limited notification reach. The flyer will include a QR code linking to the project website and inviting feedback.

Existing site occupants: The 80 studios in The Chimes are being acquired by Time & Place.



Community and interest groups

Heritage and preservation bodies: The Potts Point Preservation Group (PPPG) has expressed strong interest in the site, particularly in relation to post war character and affordable housing. In response, Time & Place has incorporated an affordable housing component to support broader community benefit. Representatives will be invited to the focus group, the webinar and asked to participate in the survey.

Resident associations and action groups: Potts Point has active resident associations. We will identify and reach out to any known resident action groups or community leaders who have engaged on this site previously and directing them to leave feedback through our channels.

Local business and precinct groups: The project includes ground floor retail and is in a mixed-use neighbourhood. The Potts Point Partnership and nearby retailers will be briefed on street-level activation, construction timing and loading arrangements.



Government Stakeholders & Project Delivery Partners

Government and regulatory stakeholders

Time & Place will liaise with DPHI, Heritage NSW, Transport for NSW and Infrastructure NSW. Brilliant Logic will prepare supporting material and log agency feedback for inclusion in the Consultation Outcomes Report.

Project partners and internal stakeholders

- Design and technical team: Kerry Hill Architects and specialist consultants will attend the forums to answer technical questions and inform on the design refinements that responded to previous feedback.
- Brilliant Logic: responsible for coordinating all engagement activities, capturing stakeholder input and completing the Consultation Outcomes Report.
- Time & Place: will receive regular briefings on stakeholder sentiment and approve strategic responses.



Engagement Methods and Deliverables

Engagement Methods and Deliverables

To reach stakeholders we will incorporate print, in-person and digital opportunities for engagement.

Project Information Website

A dedicated project website will host the project overview, key visuals, updated information, a feedback form and the online survey. A QR code printed on the postcard in the letterbox drop will direct the audience to this site. Content will be updated as new material becomes available.

Focus Group Workshops

Two invitation only focus groups (max 10 participants x 1 hour) will allow deeper discussion with targeted stakeholder segments. Brilliant Logic will facilitate each session with a structured agenda and record feedback for inclusion in the Consultation Outcomes Report.

Webinar

A webinar will provide an accessible project overview, including the design rationale, heritage considerations, and affordable housing commitment. The session will be followed by an open Q&A where participants can submit questions in real time via the chat function. The webinar will be recorded and made available online for those unable to attend.

Engagement Methods and Deliverables

Online Survey

The survey collects structured feedback. Responses will be analysed to identify common concerns, priorities and opportunities.

Letterbox Postcard

An A6 postcard, delivered to every residence and business within a [...] metre radius, introduces the project, displays the existing building and points recipients to the website via QR code for more details and feedback.

eDM Updates

The email list compiled through survey opt-ins and prior project correspondence will be used to issue three key eDMs at critical milestones:

1. Launch Announcement

Introduces the current stage of project, outlines the engagement timeline, and invites recipients to visit the website, complete the survey, and register for the webinar.

2. Midpoint Reminder

Encourages continued participation, highlights survey closing date, and promotes the upcoming webinar and focus groups. May include answers to frequently asked questions received so far.

3. Addressing Concerns and Conflict Resolution

Summarises community feedback and outlines the design responses or key actions that have been undertaken. Reinforces transparency and thanks participants for their input.

Each eDM will link directly to the project website for more detailed information.



Consultation Outcomes Report

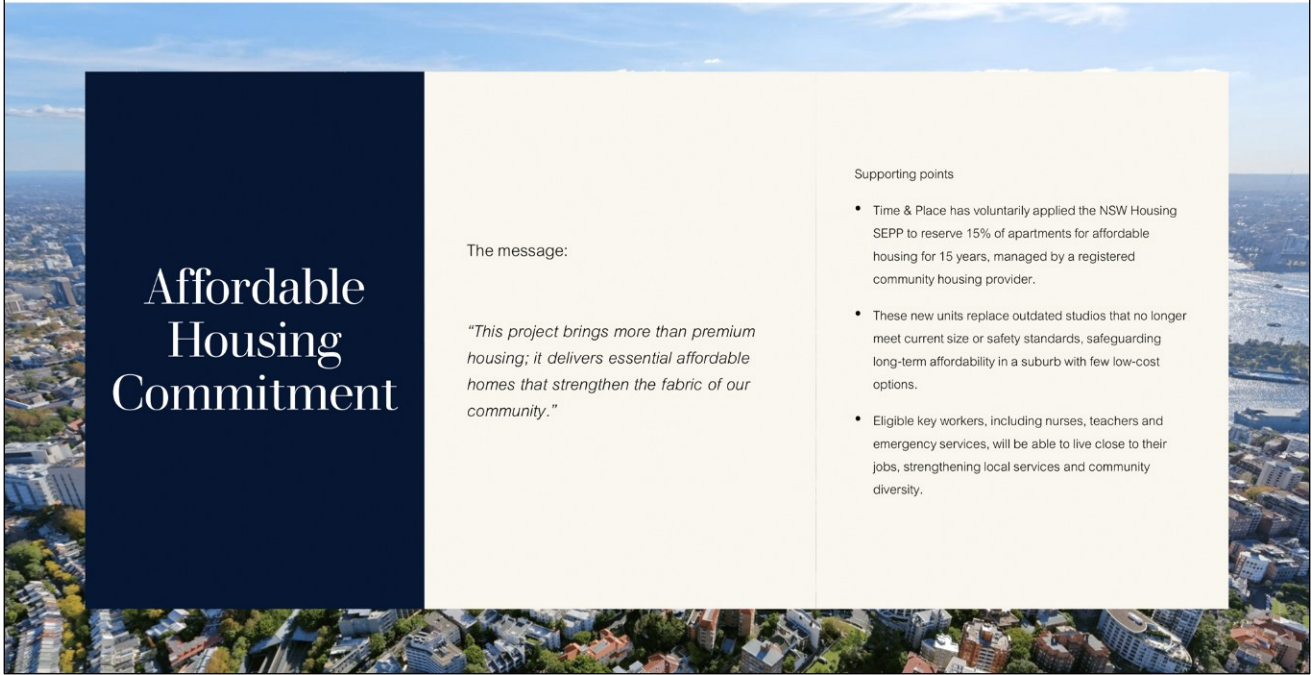
Brilliant Logic will prepare a comprehensive community engagement report.

This will include:

- Executive Summary
- Engagement Objectives
- Engagement Pathways
- Presentation Material
- Summary of Feedback
- Recommendations



Key Messaging Themes



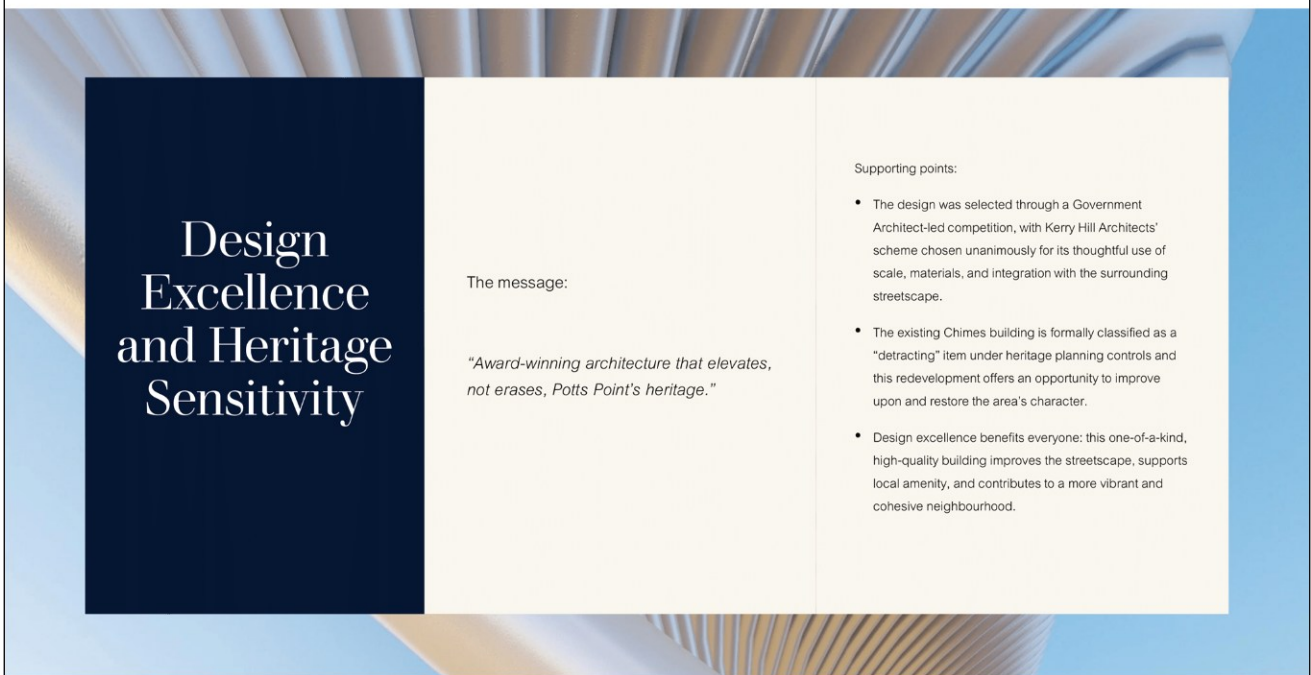
Affordable Housing Commitment

The message:

"This project brings more than premium housing; it delivers essential affordable homes that strengthen the fabric of our community."

Supporting points

- Time & Place has voluntarily applied the NSW Housing SEPP to reserve 15% of apartments for affordable housing for 15 years, managed by a registered community housing provider.
- These new units replace outdated studios that no longer meet current size or safety standards, safeguarding long-term affordability in a suburb with few low-cost options.
- Eligible key workers, including nurses, teachers and emergency services, will be able to live close to their jobs, strengthening local services and community diversity.



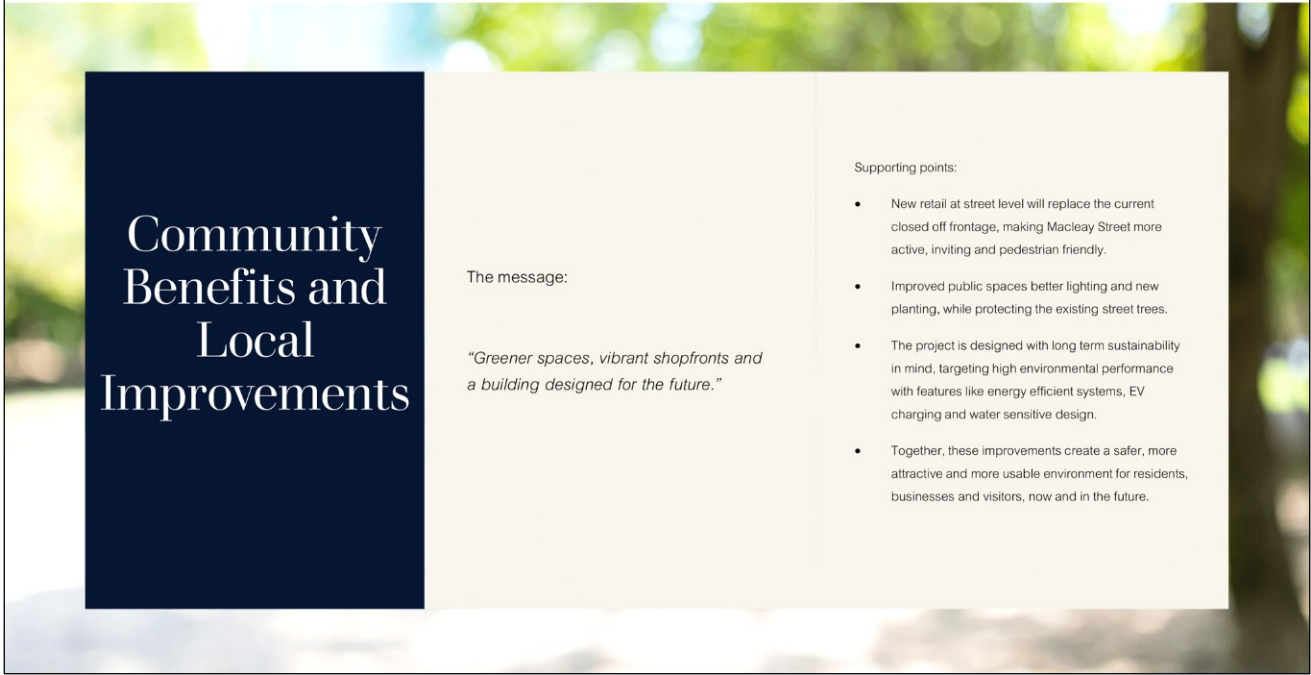
Design Excellence and Heritage Sensitivity

The message:

"Award-winning architecture that elevates, not erases, Potts Point's heritage."

Supporting points:

- The design was selected through a Government Architect-led competition, with Kerry Hill Architects' scheme chosen unanimously for its thoughtful use of scale, materials, and integration with the surrounding streetscape.
- The existing Chimes building is formally classified as a "detracting" item under heritage planning controls and this redevelopment offers an opportunity to improve upon and restore the area's character.
- Design excellence benefits everyone: this one-of-a-kind, high-quality building improves the streetscape, supports local amenity, and contributes to a more vibrant and cohesive neighbourhood.

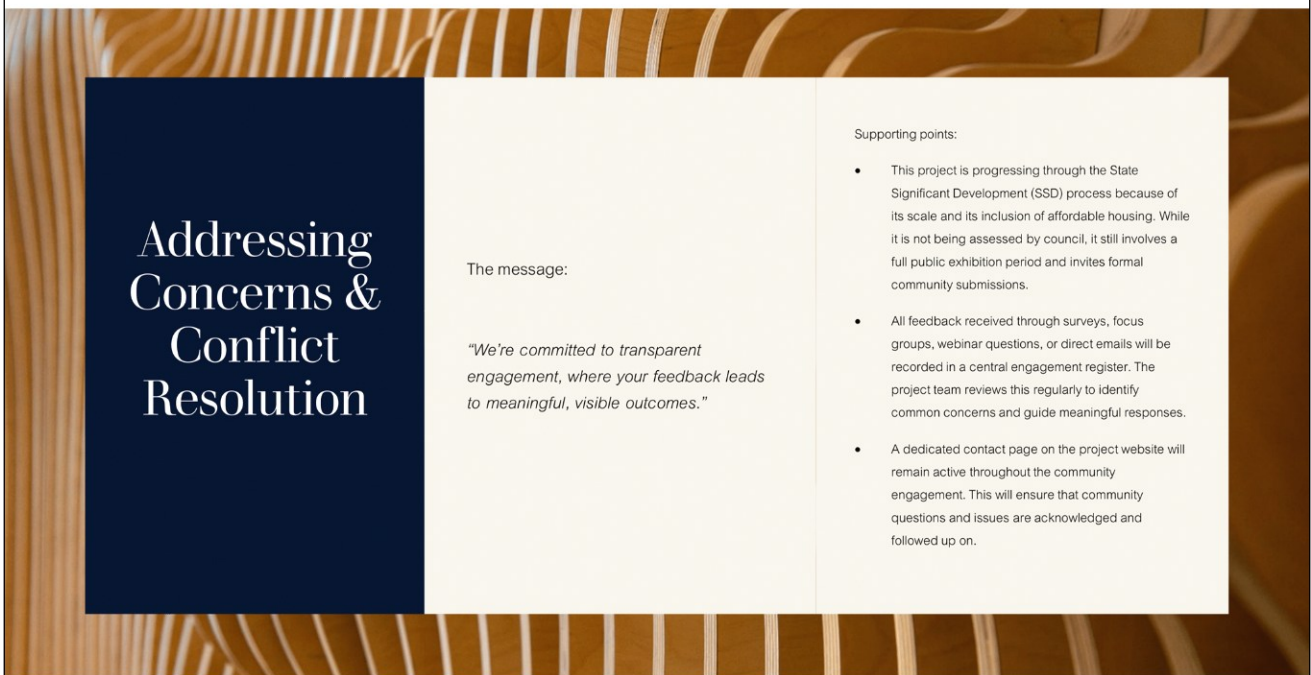


Community Benefits and Local Improvements

The message:

"Greener spaces, vibrant shopfronts and a building designed for the future."

- Supporting points:
- New retail at street level will replace the current closed off frontage, making Macleay Street more active, inviting and pedestrian friendly.
 - Improved public spaces better lighting and new planting, while protecting the existing street trees.
 - The project is designed with long term sustainability in mind, targeting high environmental performance with features like energy efficient systems, EV charging and water sensitive design.
 - Together, these improvements create a safer, more attractive and more usable environment for residents, businesses and visitors, now and in the future.



Addressing Concerns & Conflict Resolution

The message:

"We're committed to transparent engagement, where your feedback leads to meaningful, visible outcomes."

- Supporting points:
- This project is progressing through the State Significant Development (SSD) process because of its scale and its inclusion of affordable housing. While it is not being assessed by council, it still involves a full public exhibition period and invites formal community submissions.
 - All feedback received through surveys, focus groups, webinar questions, or direct emails will be recorded in a central engagement register. The project team reviews this regularly to identify common concerns and guide meaningful responses.
 - A dedicated contact page on the project website will remain active throughout the community engagement. This will ensure that community questions and issues are acknowledged and followed up on.

Timeline for *Implementation*

May: Planning and Preparation

- Finalise the Community Engagement Plan and stakeholder identification and mapping (in progress)
- Develop initial materials, including website content, survey questions, A6 postcard design and eDM draft (in progress)
- Begin drafting FAQs and invitations for the focus groups and webinar
- Conduct review of all collateral and confirm provisional dates for the webinar and focus sessions

June: Engagement Launch

- Launch the dedicated project website and online community survey
- Finalise and distribute the A6 postcard to all identified households and businesses
- Send launch eDM to database contacts
- Begin inviting key stakeholders to participate in the focus groups and webinar
- Continue survey promotion and finalise focus group and webinar attendee lists

July: Ongoing Engagement

- Hold two stakeholder focus groups and the live online webinar to present the approved design, construction timelines and how community concerns raised during consultations have been addressed.
- Monitor and close the survey by mid-July
- Analyse all feedback and engagement data
- Conduct an internal workshop with the project team to review findings and discuss refinements

August: Reporting and Finalisation

- Send a follow up eDM to participants with a summary of input and outcomes
- Draft the Consultation Outcomes Report
- Circulate the draft report to Time & Place for review
- Finalise the report based on feedback

During Construction

- Provide regular updates on the construction schedule, potential disruptions and changes to timelines.
- Appoint a dedicated liaison to address emerging community concerns, such as traffic, parking and noise.
- Promote local employment and subcontracting opportunities during construction.

Post Construction/ Community Formation

Community Open House:

- Host a public event once the development is completed, providing an opportunity for residents to explore the new affordable housing units and celebrate the positive integration of the project into the local community.

Ongoing Feedback Mechanisms:

- Set up a process for residents to share any ongoing concerns or suggestions for improvement after the project is completed, ensuring continued community engagement and promoting long-term integration.

Conclusion

This Community Engagement Plan is designed to ensure that the development is integrated thoughtfully into the local community. With defined objectives, accessible engagement methods and a strong focus on feedback and transparency, it aims to meet SSDA requirements while building community trust and supporting a more informed and responsive planning outcome.



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