

CONCEPT PROPOSAL FOR MIXED USE WITH AFFORDABLE HOUSING,
45-53 MACLEAY STREET, POTTS POINT

Re: Application number SSD-79316759

I wish to register my strong concerns to the above proposal, namely in regard to:

- 1). Affordable housing shortfall
- 2). Demographics of the area
- 3). Size of the development and its impact on the urban area
- 4). Traffic and environmental impact.

1). AFFORDABLE HOUSING SHORTFALL

The stated aim of the City of Sydney is to provide 11,000 affordable dwellings by 2036.

The current site provides 80 affordable dwellings.

The new proposal will remove the existing 80 and provide only 5 affordable dwellings - which will only be available for 15 YEARS. This is a short term fix, not a sustainable solution to the housing crisis.

That is, this proposal exacerbates the affordable housing issue. It does not address it.

2). TARGET MARKET AND DEMOGRAPHICS OF THE AREA

This proposal targets empty-nesters and wealthy residents...

(85% of the building is dedicated to 2-3 bedroom apartments, average value \$3.4 million, based on Domain data)...a demographic with no connection to affordable housing and one that is unlikely to foster a diverse ownership base.

Currently Potts Point has a significant proportion (63.7%) of single person households. This development offers little or no options for this demographic, essentially locking them out.

The fact that the largest age group in the area is 30-34 (16.5% of the population) further highlights that this age group would have limited housing opportunities in the proposed development.

3). IMPACT ON THE URBAN LANDSCAPE

*Increased Building Height and Scale

This proposed development will increase building height by 42%

Number of apartments by 17%

This is driven by the developers interests and does not align with community needs. The increase in size appears excessive, especially considering the addition of recreational spaces and apartments that exceed 200 sq metres, indicating a focus on luxury not on affordable living.

*Mass and Scale Concerns

The mass and scale of the building to the boundary of McDonald Street significantly alters the aesthetic and urban fabric of the area. McDonald Street with its established set-back line, would be visually disrupted and this lack of thoughtful integration into the existing streetscape could lead to long-term negative effects of the area's character and livability.

4). TRAFFIC AND ENVIRONMENTAL IMPACT

*Traffic concerns:

The traffic impact report is vague and fails to compare existing car park numbers to the proposed increase in the number of cars per resident in an already congested area, further straining the local infrastructure and causing inconvenience to residents.

*Overshadowing, Light Access and Air Flow

The size and position of the building will overshadow neighbouring apartments, resulting in loss of natural light and views, reducing the quality of life for current residents. Also, as evidenced by the Ikon development, 81 Macleay Street, Potts Point, the height of the proposed building will produce a powerful wind tunnel when windy, making it unsafe for elderly pedestrians in such conditions.

*Noise and Disturbance

The inclusion of a pool/recreation area on level 3 could produce disturbance for residents in surrounding areas, further detracting from their residential experience.

CONCLUSION

This proposed development in Potts Point raises numerous social issues, namely lack of affordable housing, the disproportionate targeting of high-income residents, the negative effects on the local streetscape and existing residents, and increased traffic and air-flow problems.

The environment would change from a peaceful village-type residential enclave to one which resembles a mini-city.

The concept in good town planning of preserving and developing what is good and defines the character of the area, we hope will be the major consideration in the redevelopment of this important site.

Yours. Sincerely,

Jan Hodge
4/6 McDonald Street,
Potts Point. 2011