

POTTS POINT ELIZABETH BAY RUSHCUTTERS BAY

A SOCIAL & HERITAGE PLACE STRATEGY FOR A COMMUNITY OF UNIQUE CHARACTER



**POTTS POINT
PRESERVATION GROUP**
pottspointpreservation.org

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INTRODUCTION

Some communities are special not because they are one type, but because they bring together many. The three suburbs of Potts Point, Elizabeth Bay and Rushcutters Bay are an integrated eclectic blended neighbourhood 200 years in the making. It is a diverse yet inclusive community – a melting pot of cultures, professions and lifestyles... wealthy and working-class, queer and straight, migrants, bohemians, intellectuals, activists, artists, entertainers, backpackers and tourists—so many of them singles and renters living in small apartments - and all creating a rich and dynamic social fabric.

This urban mosaic is underpinned by the predominantly 20th century architectural apartment building profile, but with significant markers of its 19th century history as one of the first suburbs of Sydney. The proportions of building typology are unique in Australia as are the demographics of the residents. As different eras interposed different architecture styles, each wave of residents stayed on to build this bastion of diversity, which is a hallmark of the area today. This tiny precinct is a national treasure that is more than just a wonderful place to live for the residents but should be celebrated and promoted as a heritage destination for Sydneysiders and tourists to visit.

This social and heritage place strategy articulates our approach to celebrating the extraordinary diversity and demographics of both the historical and contemporary communities contained within the boundary of these three suburbs. The current amenity of the neighbourhood is reinforced by the extraordinary 20th century apartment building profile, which is unique in Sydney and deserves much greater recognition and protection.

SURVEY & COMMUNITY FORUM 2024

The Potts Point Preservation Group (PPPG) have worked with and listened to feedback from all members of the community, local businesses, and key stakeholders to identify aspirations, concerns and opportunities for the precinct. Consultation included a first-ever survey and a community forum in late 2024)

The PPPG conducted a comprehensive survey in late 2024 to gauge community perspectives on current redevelopments and the loss of affordable housing as well as on preserving and enhancing the character, heritage, and vibrancy of the Potts Point, Elizabeth Bay, and Rushcutters Bay precinct.

The findings underscore a strong commitment to preserving the area's cultural and architectural identity while addressing contemporary challenges like redevelopment, housing affordability, and heritage conservation.

Key insights include overwhelming support for initiatives to protect the area's fundamental character, consolidate heritage efforts, and engage with government bodies. Respondents also voiced concerns about housing affordability and expressed enthusiasm for community-driven regeneration projects.

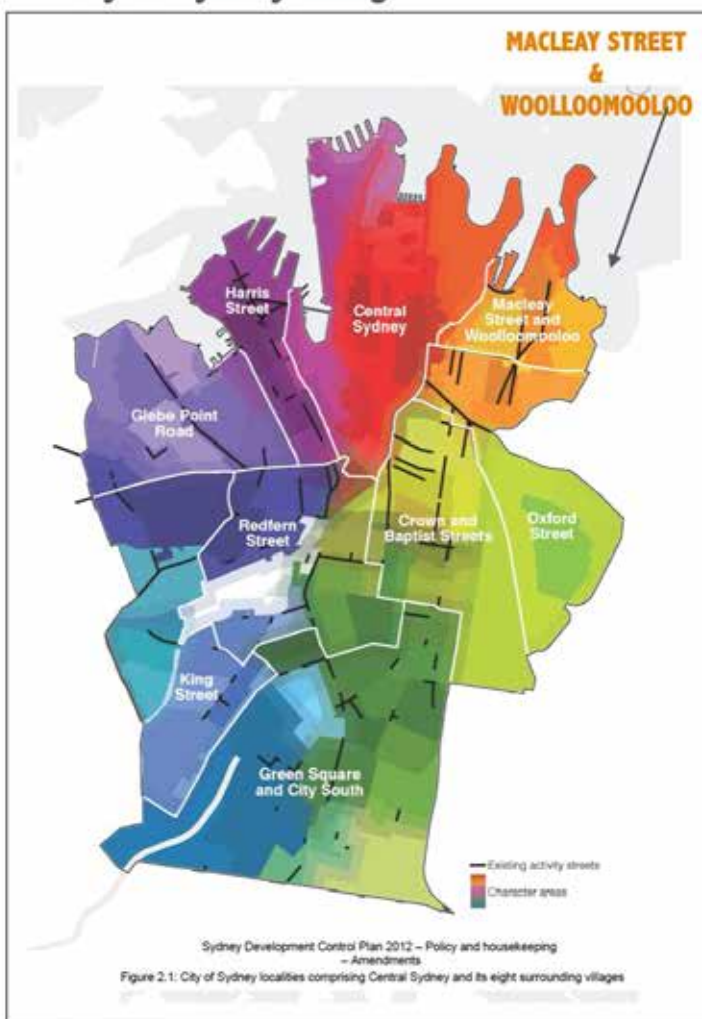
Over 200 people attended the Community Forum in November. Input from MP Alex Greenwich, MP Allegra Spender and David Burdon from the National Trust all strongly supported the rationale and objectives of the PPPG and the progress thus far. A number of City of Sydney Councillors also attended and were all sympathetic towards the community goals. Ben Peachey from the City's Planning Department attended. The attendees were all appreciative of the update on developments in the area and the progress towards recognition of and greater protection of the area's heritage. There was a general appreciation for this type of community consultation.

*The feedback from the survey (see Appendices for full report) and the community forum has informed the priorities and actions featured in this **Social and Heritage Pplace Sstrategy** which aims at preserving this particular locality's cultural capital for future generations. These objectives are also strongly supported by the National Trust (NSW), our local State member of Parliament, Alex Greenwich and our local Federal Member of Parliament, Allegra Spender.*

DEFINING THE PRECINCT

Currently the designation and boundaries of the current ‘villages’ and ‘heritage conservation areas’ in the area do not properly reflect the reality of the Potts Point, Elizabeth Bay and Rushcutters Bay locality both topographically and communally. This detracts from any proper consideration of contemporary and historical features which include the character, amenity, building typology, resident demographics and the cultural and social history of the area. There is no ‘Village’ of Macleay Street & Woolloomooloo (Fig 1) as this street and suburb are separated by a cliff and have no physical or societal relationship. Macleay Street is the spine of the three suburbs of Potts Point, Elizabeth Bay and Rushcutters Bay and together they constitute a functional village. Up till 2012 Potts Point, Elizabeth Bay and Rushcutters Bay were a unified Heritage Conservation Area, at which time they were inexplicably separated. (Fig 2). The locality statements for these two HCA’s impede any assessment of the real community that is the sum of these three suburbs.

City of Sydney Villages



City of Sydney Heritage Conservation Areas

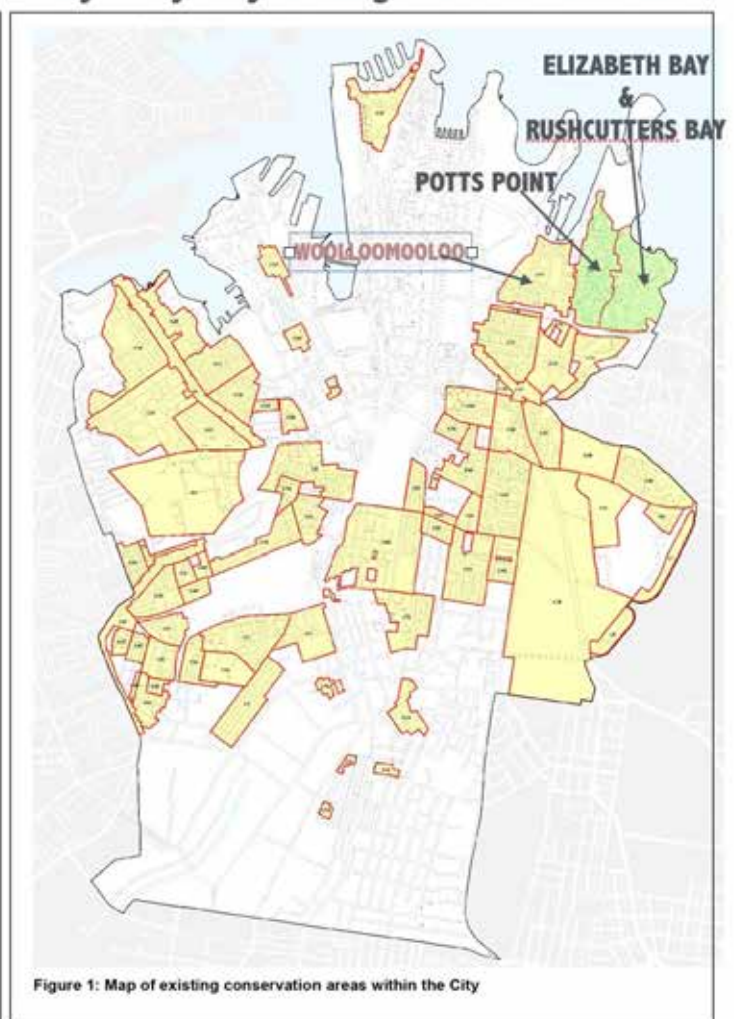


Figure 1. City of Sydney Villages

Figure 2. City of Sydney Heritage Conservation Areas-

Any proper assessment of the social and heritage values of this area can only be achieved if the three suburbs are combined into a single consolidated heritage area allowing a workable and authentic place strategy to be undertaken. (Fig 3). It is also proposed that as part of the place strategy a thematic review be conducted of the built environment in the Potts Point, Elizabeth Bay and Rushcutters Bay region that examines the aesthetic, social and cultural trends in the community from colonial to contemporary times. It would act as blueprint for conservation and celebration of the region.

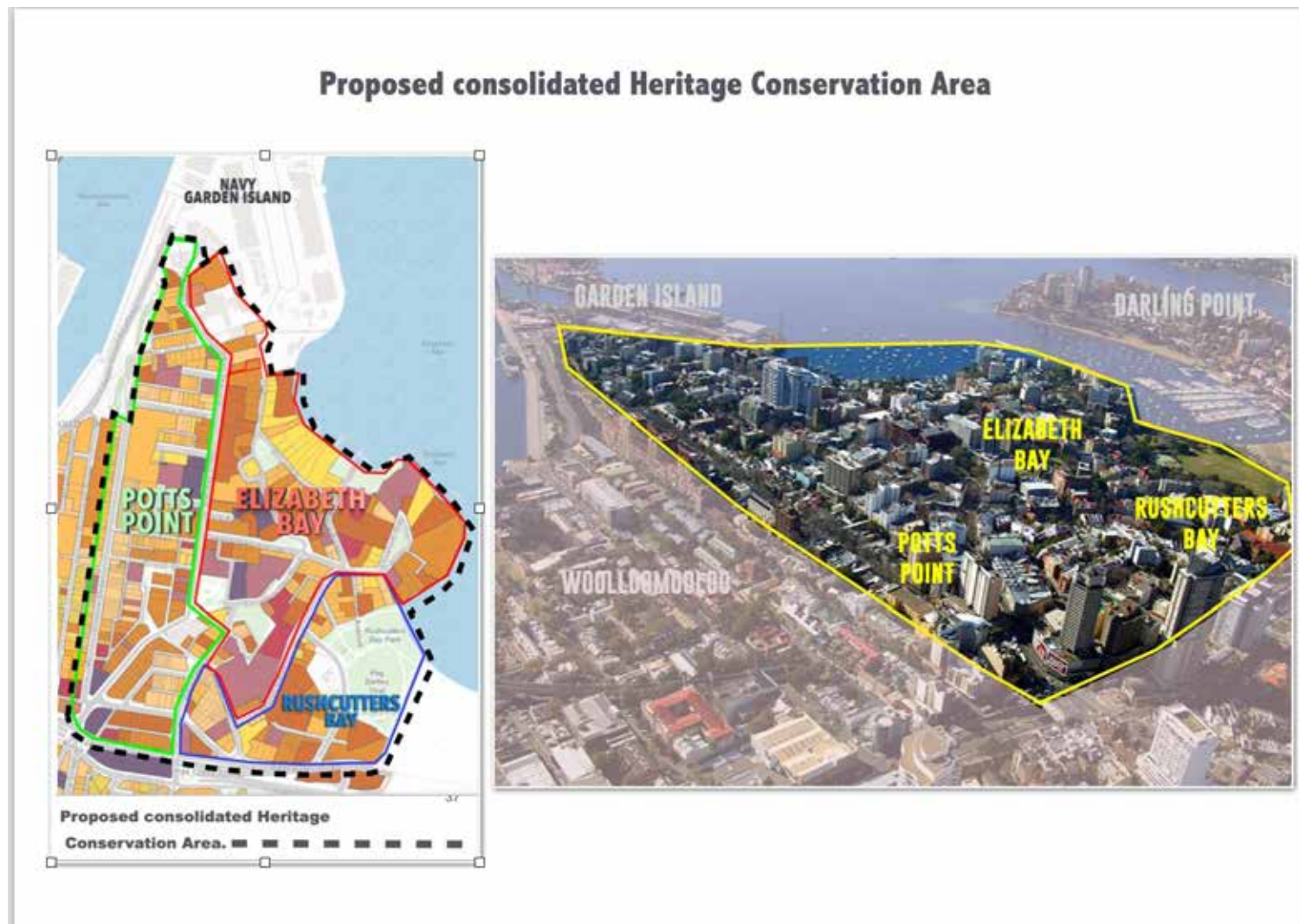


Figure 3. Proposed consolidated Heritage Conservation area incorporating Potts Point, Elizabeth Bay and Rushcutters Bay

TIMELINES AND BUILDING TYPOLOGY

The summary details of building typology, timelines and relative contributions to the city's HCAs in the City's reports and planning documents fail to identify the unique architectural composition in the Potts Point, Elizabeth Bay & Rushcutters Bay precinct.

1. Whereas in all the 75 HCAs in Sydney 80% of the buildings are from the Victorian and Federation periods (1840-1915), in PP-EB-RB 60% of the buildings are post 1915 and only 38% from Victorian and Federation periods (Figs 4 & 5)
2. Apartment buildings only represent 5% of the 22000 buildings in all the 75 HCAs, but in PP-EB-RB apartment buildings represent 52% of all the buildings in the area and 86% are in the Art Deco or Modernist styles (post 1915).(Fig 6 & 7)

 CITY OF SYDNEY	75 HERITAGE CONSERVATION AREAS	POTTS POINT ELIZABETH BAY RUSHCUTTERS	POTTS POINT ELIZABETH BAY RUSHCUTTERS BAY
PERIOD	BUILDINGS	BUILDINGS	APARTMENT BUILDINGS
COLONIAL (1788-1840)	100	7	0
VICTORIAN (1840-1890)	13000	185	31
FEDERATION (1890-1915)	5000	88	20
INTER-WAR (1915-1940)	3900	251	189
POST-WAR (1940-1960)		20	10
POST-1960		152	120
TOTAL	22000	714	370

Figure 4. Building Timeline Table comparing City 75 HCA's and PP-EB-RB CONSERVATION AREAS REVIEW PLANNING PROPOSAL 2023

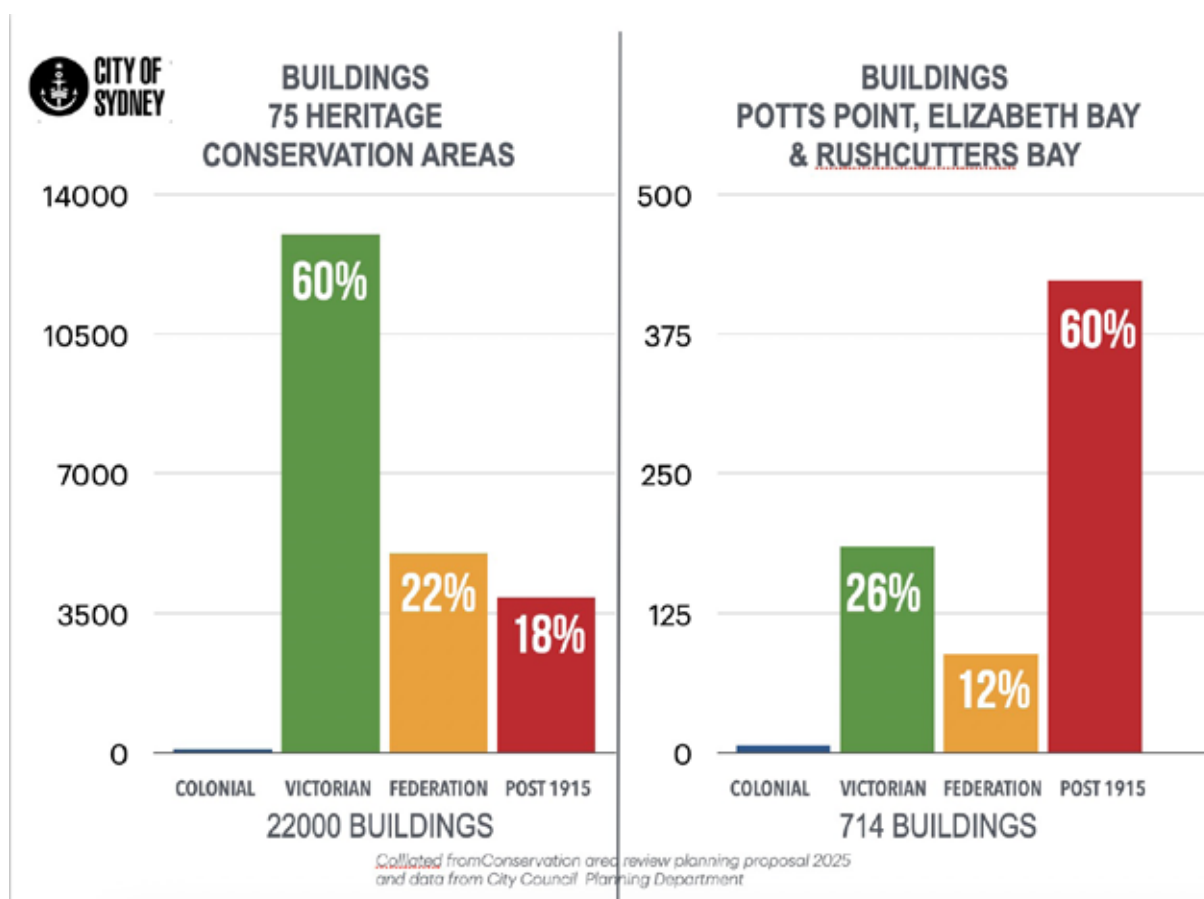
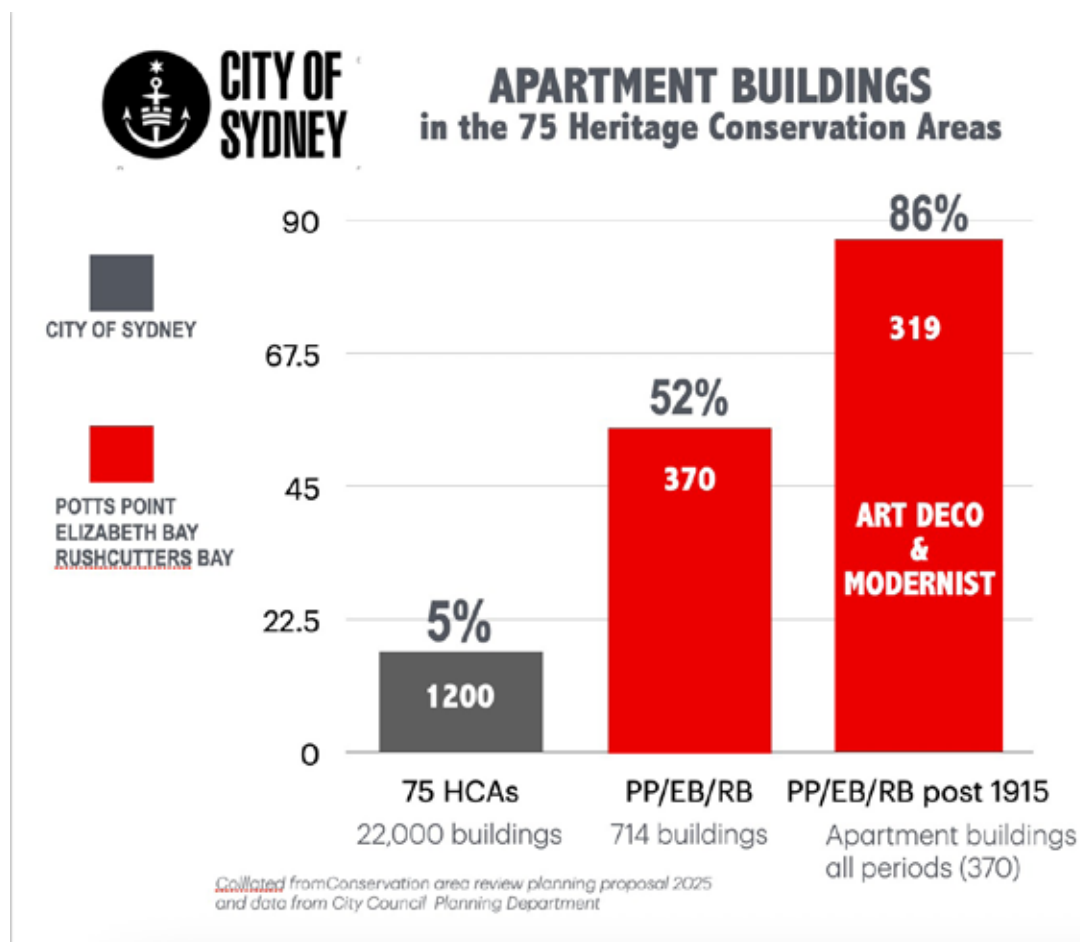


Figure 5. Bar Chart version of Fig 4 Table.

 CITY OF SYDNEY	ALL 75 HCAs	POTTS POINT ELIZABETH BAY RUSHCUTTERS BAY
TYPE	BUILDINGS	BUILDINGS
TERRACE HOUSES	15000	
FREESTANDING HOUSES	1500	
APARTMENT BUILDINGS	5% 1200	52% 370
SHOPS	1200	
WAREHOUSES	700	
CHURCH, COMMUNITY PUBLIC BUILDINGS	200	
TOTAL	22000	714

Figure 6. Apartment buildings 75 HCAs compared to PP-EB-RB .



10

**COLONIAL/VICTORIAN
HOUSES**
1840-1900



75

**INTER-WAR
ART DECO
APARTMENT
BUILDINGS**
1928-1942



30

**POST-WAR
MODERNIST
APARTMENT
BUILDINGS**
1960-1970



Figure 8. Major architectural styles in the precinct

ARCHITECTURAL PROFILE

As shown by the data in Figs 4,5,6 & 7 the architectural profile of the PP-EB-RB locality is very different from all the other heritage conservation areas in the City of Sydney. The major contributors are 20th century inter-war Art Deco apartment buildings and post-war Modernist apartment buildings as seen in Fig 8.

Highlights

- 10 colonial/victorian houses which inform of the original intent to create a wealthy suburb for the elite of the colony...
- 75 of these Art Deco apartment buildings in one sq km ... not just architecturally important but inform us of the huge construction boom of the 1930s and the influx of both wealthy resident owners via grander Company title buildings with lifts (of which there are still 20) and less affluent renters in the smaller 3 storey walk-ups moving to flats from boarding houses.
- Some of these apartment buildings are the most important examples of the style in the country with 5 by EMil Sodersten and 2 by Aron Bolot.
- Two apartment complexes (Wyldefel (1936) and 17 Wylde Street (1950) have been been nominated by the Australian Institute of Architects to the International Union of Architects' (UIA) World Register of Significant 20th Century Australian Architecture and to the Australian Government National Heritage List.
- There are at least 30 Post-War Modernist buildings which also reflect another wave of apartment building in the 1960's ..highlighting the work of emigre architects with new designs and construction materials and the introduction of strata title and a new wave of singles and renters to the area Five of are by the most famous architect of the time... Harry Seidler

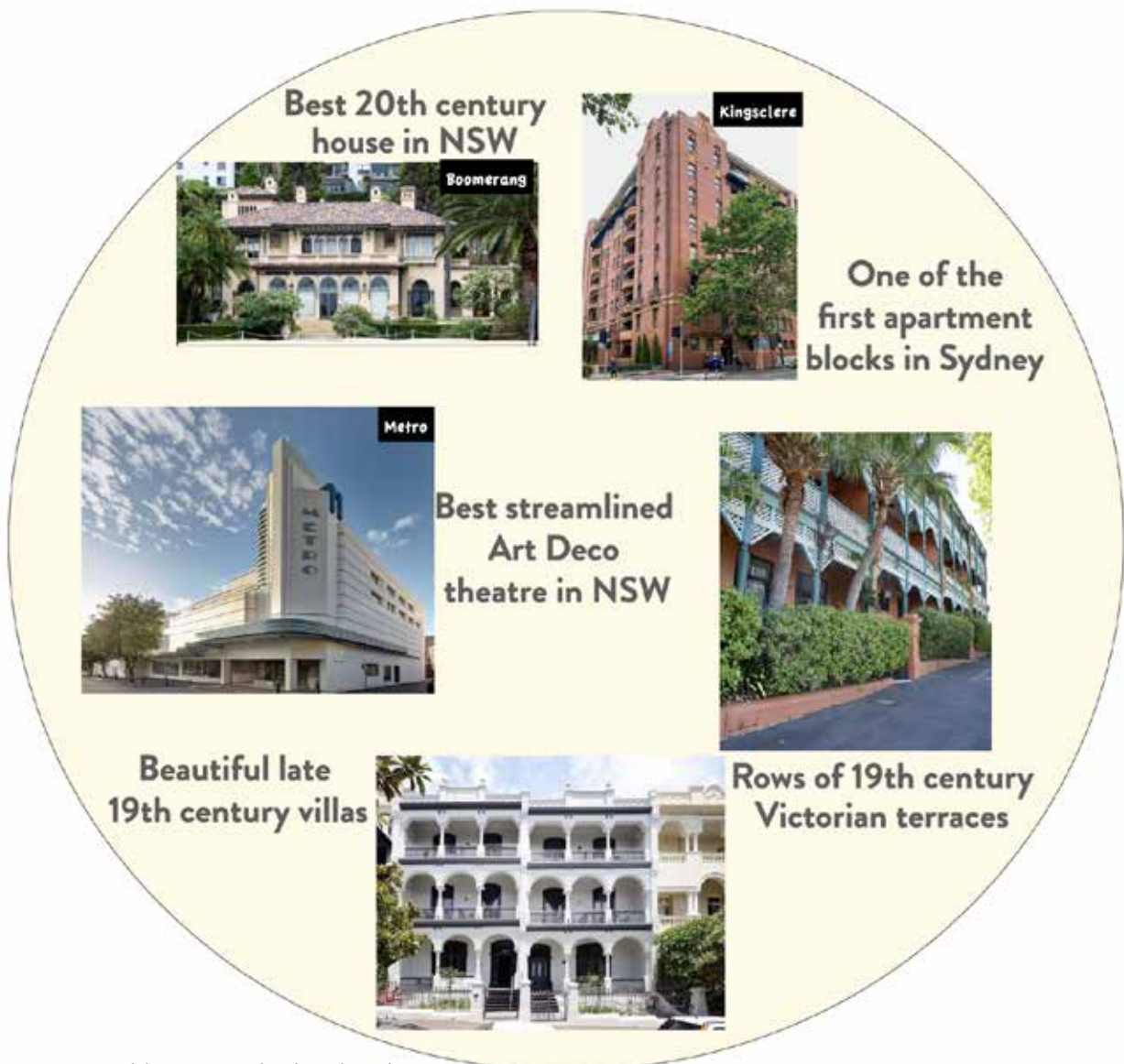


Figure 9. Important additions to the local architecture

Added to this extraordinary mix of 19th century houses and 20th century apartment blocks are other important examples of 19th and 20th century buildings (see Fig 9)

- Boomerang the best early 20th century house in Sydney
- Kingsclere the first apartment block in Sydney in 1912....
- The Minerva/ Metro Theatre which will be restored to a live theatre and do much to stimulate night time entertainment in the area
- About 100 Victorian terraces... and some beautiful 19th century villas

It is hard not to be impressed by the architecture in this tiny 1sq km and all the social history that goes with it... In fact just for the Art Deco alone it is comparable to Napier in NZ and Miami South Beach in Florida..... this also makes the area a world class heritage destination and tourist attraction.

Collectively this tiny precinct can be seen as a blended community over 200 years in the making..... We do not forget the aboriginal foundation of this area and its presence at and beyond the time of settlement and during the early days of the colony ... buwt today it is arguably the most diverse community in Sydney ...underpinned by the predominantly 20th century architectural profile, but with significant markers of its 19th century history. As different eras interposed different architecture styles, and apartments replaced many of the houses, each wave of resident stayed on to build this bastion of diversity. The area has always been home to the wealthy as well as low-income blue collar workers, the LGBTQIA+ community, migrants, bohemians, intellectuals, painters, entertainers, backpackers and so many of them singles and renters. This precinct is a national treasure that is more than just a wonderful place to live for the residents but as a place for Sydneysiders and tourists to visit - a part of Sydney's cultural and architectural heritage that should be properly recognised, protected and celebrated.

DEMOGRAPHICS

The unique hub of apartment buildings is reflected in the special demographics of the area, with 98% of residents living in low to medium-rise apartment buildings in which 60% of apartments are studios or one bedroom. Over 60% of residents are single and renters. (see Fig 10)

DWELLINGS & LIFESTYLE		
	POTTS POINT ELIZABETH BAY RUSHCUTTERS BAY	NSW
APARTMENTS	>90%	22%
LIVE IN APARTMENTS	98%	22%
STUDIOS 1 BEDROOM	60%	7%
RENTED	>64%	32%
SINGLE	60%	24%
NO VEHICLES	44%	9%

Collated from Australian Bureau of Statistics - Census 2021

Figure10. Demographics of the precinct compared to NSW

AREA	% APARTMENTS	% STUDIOS 1- BEDDERS
★ POTTS POINT ELIZABETH BAY RUSHCUTTERS BAY	98%	60%
BONDI	80%	18%
DARLING POINT	78%	49%
POINT PIPER	70%	7%
SURRY HILLS	68%	43%
GLEBE	46%	28%
PADDINGTON	31%	21%
GREATER SYDNEY	31%	9%

ABS

Australian Bureau of Statistics
<https://abs.gov.au/census/quickstats/SAL13714>

Figure 11. Percentage of apartments and percentage of studios and 1 bedders -Comparison with other suburbs

The precinct contains a greater percentage of apartments than anywhere in Sydney (excluding recent super-high rise developments). The percentage of studios and one bedroom apartments is far greater than anywhere in Sydney (see Fig 11). The area is a template for successful high-density low-rise living and the small apartments are 'affordable' for many long-term residents who want to live in this area where nearly 50% have no vehicles (see Fig 10) This is a living inner-city village which is small and totally accessible by foot. This is highlighted by the fact that a higher percentage of residents travel to work by walking, train or bus rather than using cars (see Fig 12).

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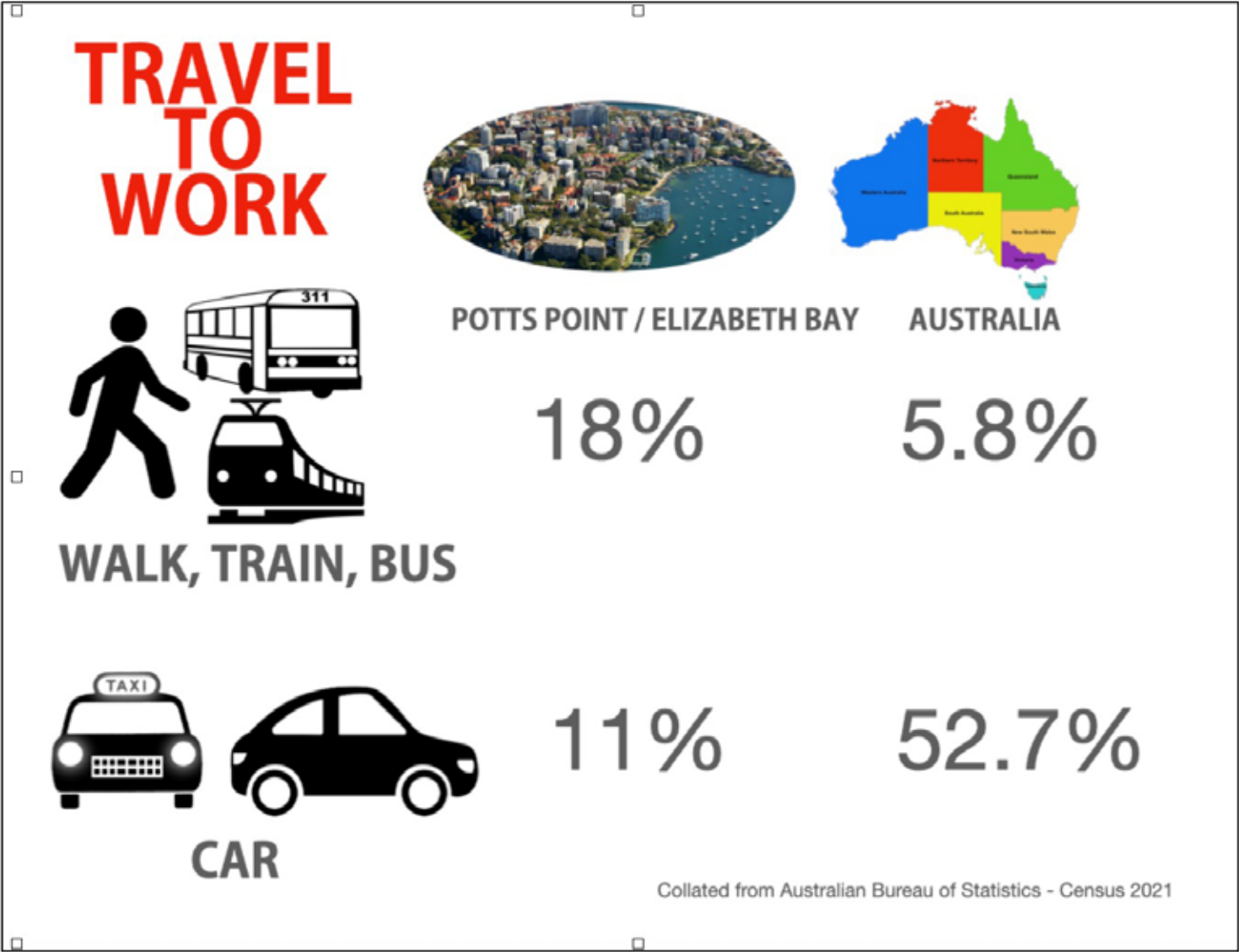


Figure 12. Travel to work -comparison with rest of Australia

AFFORDABLE HOUSING & REDEVELOPMENT

For a hundred years it has held the mantle of the densest population in Australia with 98% of residents living in apartments, yet without modern high-rise buildings. The low-rise historic profile of the neighbourhood is a template for high density living. The large number of studio and one bedroom apartments provides a unique source of affordable accommodation close to the city and underpins the extraordinary diversity of the residents and the fascinating social and cultural record that is an integral part of the community's charm and appeal.

Potts Point/Elizabeth Bay is a template for high-density low-rise living in Sydney but is losing affordable housing. Currently 9 redevelopments we will have a net loss of 156 apartments to the community. More importantly, from 281 original apartments every one of the 234 one-bedroom and studio apartments will be lost and replaced with 125 3-4 bedroom apartments. (see table below) This is a tragic and unnecessary loss of affordable housing for long-term tenants and owners who will be forced out of the area. This is in stark contrast to the Government's aim of providing more affordable housing yet is not protecting existing stock of affordable apartments. The proposed 16 affordable apartments in two of the current developments will not be studios or one bedders, and most probably the developers will elect to pay a levy to the city in lieu of building the apartments.

The loss of housing stock, loss of affordable housing and loss of these long-term residents is damaging our special and broad diversity which has been a hallmark of the community for a century and more. Whether the buildings are all heritage worthy is one question, as is whether remediation would be better than demolition, but the loss of local cultural diversity is a true diminishing of Sydney's heritage.

 as of 1st SEP 2026 POTTS POINT / ELIZABETH BAY DA PROPOSALS						
ADDRESS	ORIGINAL NUMBER OF APARTMENTS	ORIGINAL NUMBER OF 1 BED/ STUDIOS	PROJECTED NUMBER OF APARTMENTS	FINAL NUMBER OF STUDIOS & 1 BEDROOM APARTMENTS	AFFORDABLE HOUSING (APARTMENTS) projected	REDUCTION IN APARTMENTS
CHIMES 46-53 Macleay St Potts Point	80	80	44	23	23	45%
11A & 13A Wylde St Potts Point	20	20	5	0		75%
29 Billyard Ave Elizabeth Bay	32	0	9	0		71%
1 Onslow Place Elizabeth Bay	12	12	6	0		50%
10 Onslow Ave & 21C Billyard Ave Elizabeth Bay	30	16	22	0		26%
51-57 Bayswater Rd Rushcutters Bay	35	35	13	0		63%
4-4A Barncleuth Square Elizabeth Bay	20	20	10	0		50%
117 Victoria St Potts Point	45	44	25	0	7	45%
8 St Neots Ave Potts Point	7	7	1 (house)	0		86%
TOTALS	281	234	135 (80% 3-4 bedrooms)	23	30	AVERAGE LOSS 57%
NET LOSS OF 146 APARTMENTS						

Figure 13 DA proposals and loss of apartments

**281 apartments reduced to 135
(80% 3-4 bedrooms)**

NET LOSS of 146 apartments

57% average dwelling loss

LOSS of all original 234 studios/one-bedders

Only 30 projected affordable studios/one-bedders

LOSS OF

- long term residents
- affordable accommodation
- community diversity

Figure 14. Summary from Figure 13.

SPECIAL LOCAL FEATURES WITH SOCIAL & CULTURAL SIGNIFICANCE

The social and cultural history of this compact 1sq km high-density urban area is linked to the topography adjacent to the harbour, to the unique mix of architectural styles and through historic associations between people and place. The precinct tells a unique story of Sydney from the period before settlement to modern times. Individually and collectively there are special attributes and relevances made even more significant as they are mirrored in the contemporary life of the community with its diverse population continuing to live in the buildings and walk the streets that form so much of the history of the area.

- 1. Aboriginal life at time of colonial settlement (c1800)**
- 2. Two of Sydney's earliest suburbs (1830)**
- 3. An exclusive enclave of colonial villas for merchants and bureaucrats (1835-1875)**
- 4. First hub of Art Deco apartment buildings in Sydney (1927-1950)**
- 5. Five Art Deco buildings by architect Emil Sodersten (1929-1938)**
- 6. First hub of Modernist apartment buildings in Sydney (1960-1970)**
- 7. Five Modernist buildings by architect Harry Seidler (1960-1970)**
- 8. Cosmopolitan & bohemian centre (1930-1970)**
- 9. Victoria Street Green Ban (1973) and the death of Juanita Neilson**
- 10. Metro / Minerva theatre (1938) the best of Art Deco styling under threat**
- 11. Kings Cross - Sydney's entertainment and red-light district**
- 12. Sydney's recognisable icons El Alamein Fountain (1960) & Coke Sign (1974)**
- 13. Kingsclere, one of the first apartment blocks in Sydney (1912)**
- 14. The Beatles stay at the Sheraton Marquee Hotel in Macleay St (1964)**
- 15. Garden Island Naval Base since 1858 with Captain Cook Graving Dock**
- 16. Lankelly Place - one of the few Melbourne style laneways in Sydney**
- 17. Kings Cross Market - food and produce in Fitzroy Gardens every Saturday**
- 18. McElhone Stairs**

At the time of European settlement, the area encompassing Woolloomooloo was inhabited by the Gadigal people, a clan of the Aboriginal Eora Nation. Woolloomooloo Bay was a significant site for them, serving as a hunting ground, residential space, and sacred ceremonial ground. While the area became a center for European residents, Aboriginal people continued to gather there, sometimes even swimming in the bay at night.

Social & Cultural Impact: The impact of settlement was devastating for the aboriginal communities who had lived in this place for thousands of years.



From the collections of the State Library of New South Wales [S475/7/9/20]
(in Vases in New South Wales, Sydney : A. West, 1812-1814, Mitchell Library)

Native burial of Baggara Woolloomooloo 1813



By Charles Rodius From the collections of the State Library of New South Wales [PXA 997.2]
(Mitchell Library)

Woolloomooloo 1833

Potts Point & Elizabeth Bay were among the first suburbs in Sydney, being an elite area for merchants and senior bureaucrats in the early and mid-1800s. Nine colonial villas from the 19th century still remain, including Elizabeth Bay House, considered at the time the finest residence in the colony.

Social & Cultural Impact: The 19th century villas are a substantial visual presence and inform today of the wealthy living style of Sydney's colonial past. These buildings anchor the built heritage importance of the area.



Elizabeth Bay House with Art Deco apartment blocks in background



Grotto & steps from Elizabeth Bay House gardens

- 1st significant hub of Art Deco apartment buildings in Australia (1927-1950) with some 75 still remaining.



Social Impact at the time 1:

- allowed single people, workers and new immigrants from Europe to rent accommodation close to the city.

Social impact at the time 2:

- company title allowed middle-class Sydneysiders to own and live in larger apartment blocks with modern facilities (some 20 examples still remaining)

Current Social impact:

- large proportion of apartments are rented bedsits and studios which offer an unusual supply of affordable living close to the centre of Sydney.

Art Deco apartment blocks in Elizabeth Bay

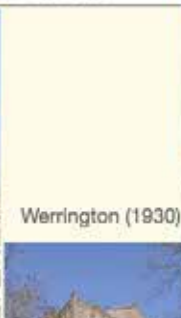
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Potts Point and Elizabeth Bay contain 5 buildings designed by Emil Sodersten, Australia's foremost Art Deco architect. Fine brickwork was a signatory feature of his work. Kingsley Hall (1929); Werrington (1930); Birtley Towers (1934); Wychbury (1934); Malborough Hall (1938)

Social & Cultural Impact: These buildings are iconic examples of the work of this important Australian architect and highlights of Art Deco and Functionalist architecture in the 1930s and 1940s.



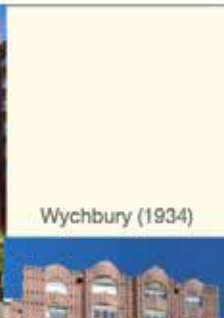
Kingsley Hall (1929)



Werrington (1930)



Birtley Towers (1934)



Wychbury (1934)



Malborough Hall (1938)

Potts Point and Elizabeth Bay contain 2 buildings designed by Aaron Bolot, regarded as an important architect in the history of high-rise design in Australia. Ashdown (1938) and 17 Wylde St (1950)

Social & Cultural Impact: Ashdown (1938) is one of the finest examples in Sydney of functionalist curvilinear Art Deco style. 17 Wylde St (1950) was the first transitional example of Modernist architecture in Australia; the first curved building in Sydney and utilised a Community Cooperative title for apartment ownership (an early form of strata title).



Ashdown (1938)



55 17 Wylde St (1950)

1st significant hub of Modernist apartment buildings in Australia (1960-1970) with some 30 still remaining, including 5 designed by Harry Seidler.

Social impact at the time: offered the first opportunity for average Australians to own an apartment through the introduction of strata title in the early 1960s.



Potts Point and Elizabeth Bay contain 5 buildings designed by Harry Seidler, Australia's father of Modernism and a master of reinforced concrete
Ithaca Gardens (1960), Ercildoune (1965), Aquarius (1965), Gemini (1962/1969) and International Lodge (1970)

Social & Cultural Impact: These buildings represent the work of this famous and innovative Australian architect and reflect the influence of European immigrant architects on the development of style and culture in Australia.

Ercildoune (1965)



Aquarius (1965)



Ithaca Gardens (1960)



Gemini (1962/1969)



International Lodge (1970)

Potts Point (including Kings Cross) was a cosmopolitan focal point for new Australians and a bohemian centre for art and culture from 1930 to 1970.

Social & Cultural Impact: European migrants gravitated to the area in the 1930s because it resembled the style of living they were used to and was close to the city. Sydneysiders enjoyed the cosmopolitan environment of shops and cafes. The area also became a focus for intellectuals and artists as evidenced by the Yellow House in Macleay Street.



Yellow House, Macleay Street, Potts Point

Victoria Street in Potts Point was the location of a famous Union Green Ban in 1973, an attempt to preserve the streetscape and retain a larger proportion of low-income housing stock in what was then an inner-city, working-class residential area. The ban was punctuated by the death of activist, Juanita Neilson.

Social Impact: This example of environmental activism helped to transform the culture of urban planning, instilling an appreciation of heritage buildings and leading to better recognition of the need to be transparent about proposed developments and to include community consultation.



Juanita Neilson

Victoria St., Potts Point



59

The Minerva/Metro Theatre is one of only 13 Art Deco cinemas remaining in Sydney and is regarded as perhaps the best example of Streamlined Functionalist Art Deco architecture in Australia. Although State Heritage listed it was under threat of being turned into a hotel. Fortunately it has been purchased by philanthropist Gretel Packer who intends to restore the building to its original function as a live theatre.

Social & Cultural Impact: The Minerva/Metro Theatre has had a long association with the nightlife of Kings Cross and Sydney's stage and screen world. The theatre's vertical and horizontal lines and curves symbolised the importance of progress and modernity and its relationship with the exciting medium of theatre and cinema. It is one of only two Art Deco commercial buildings remaining in the Potts Point / Elizabeth Bay area.

Metro Theatre (1939)
Architects: Bruce Dellit / Crick & Furse



The Kings Cross district was Sydney's bohemian heartland from the early decades of the 20th century. For most of the 1900s, the "Cross" was an entertainment centre which hosted numerous clubs and cafes. The area was home to a large number of artists and intellectuals, writers, and actors. From the 1960s onwards Kings Cross also came to serve as both the city's main tourist accommodation and entertainment mecca, as well as its red-light district.

Social & Cultural Impact: Few places in Australia have as rich a history as King Cross, hosting a multicultural community and being a favoured destination for Sydneysiders and tourists. The Coca Cola sign at the top of William Street ranks as one of Sydney's most recognised locations and the gateway to Kings Cross

Coca Cola Sign
cnr William St, Darlinghurst Rd
Victoriria St



The El Alamein Memorial Fountain is of special significance as a spectacular fountain and outstanding work of modernist design

Social & Cultural Impact: Since 1960 the Fountain has been a major icon and tourist attraction in the heart of Potts Point, commemorating the battles at El Alamein in World War 2. It is also unusual because its beauty as a fountain has, over the years, tended to overshadow its solemn function a war memorial.

El Alamein Memorial Fountain (1960)
Designer: Bob Woodward



Boomerang is arguably Sydney's most important house from the first half of the 20th century

Social & Cultural Impact: Boomerang is a wonderful example of Spanish Mission architecture sited on the harbour in Elizabeth Bay. It represents the evolution of architecture in Australia in the early 20th century as Victorian styling was replaced by new styles from overseas.



Boomerang (1927)
Architect: Neville Hampson

63

Kingsclere was the first apartment block to be built in Potts Point and one of the first in Sydney

Social & Cultural Impact: One of Sydney's first multilevel residential buildings, it is the only gracious apartment block remaining in Sydney from the early years of the 20th century. Kingsclere heralded the beginnings of Potts Point being the great apartment district of Sydney.



Kingsclere (1912)
Architects: Halligan and Wilton

64

40 Macleay St was the Sheraton Marquee Hotel when the Beatles were guests there in 1964

Social & Cultural Impact: A memorable moment in Sydney's modern entertainment history when the visit of the Beatles drew thousands of people to Macleay Street waiting for a glimpse of the Fabulous Four.



The Beatles at the Sheraton Marquee Hotel
June 1964

40 Macleay St (1961)
Architects: Miller & Farley



65

Garden Island Naval Base is sited at the northern end of Potts Point and Elizabeth Bay. A naval base since 1858, it was significantly expanded in 1942. HMAS Kuttabul Base is a significant Modernist building in Wylde St., Potts Point.

Social & Cultural Impact: The Navy is a major presence in Potts Point and Elizabeth Bay. It is Australia's main base for the Navy Fleet and for its regional defence activities. The Captain Cook Graving Dock is the largest in the southern hemisphere.



Kuttabul (c1963)



Garden Island Naval Base

66

25

Llankelly Place in Kings Cross is one of the few Melbourne style laneways in Sydney with multiple restaurants, coffee shops, wine bars and an art gallery

Social & Cultural Impact: Llankelly Place has been revitalised to become a favoured destination both during the day and in the evenings. It is unique to this area and to Sydney. It shows the future of the Cross in bringing it back to the desirable cosmopolitan destination it was in the first half of the 20th century



Llankelly Place, Potts Point

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Kings Cross Market held on Saturdays

Social & Cultural Impact: Every Saturday Kings Cross Market in Fitzroy Gardens offers the freshest food and gourmet produce. The community's market place is a place for locals and visitors to meet, purchase the best produce and enjoy wonderful and varied food from the array of excellent food stalls. As well there are stalls with designers offering antiques and art by local artists and artisans.



Kings Cross Market, Fitzroy Gardens

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Local Icons: Coca Cola Sign and El Alamein Fountain

Social & Cultural Impact: Two of Sydney's most iconic and recognisable landmarks, where people meet to enjoy the Cross and Potts Point



El Alamein Fountain, Potts Point (1961)



Coca Cola Sign, Kings Cross (1974)

69

McElhone Stairs

Social & Cultural Impact: Before these stairs were built the only way direct to get between Potts Point and the slums below in Woolloomooloo was by using wooden ladders that ran down the rock face.



70

AMENITIES

The three intertwined suburbs of Potts Point, Elizabeth Bay and Rushcutters Bay are all contained in less than 1 sq km and provide an accessible walkable streetscape. Five small parks offer convenient peace and greenery for locals and their pets. A few minutes walk and one is on the harbour enjoying the tranquility of Elizabeth Bay. Tree-lined Macleay Street is the geographical spine as well as the beating heart of the Potts Point / Elizabeth Bay community with its splendid early and mid-20th century architecture and vibrant cafe / restaurant culture. The diversity of the area is reflected in the assistance offered to the community with facilities like The Wayside Chapel, St Canice's Kitchen and the Kings Cross Community Centre. For those who enjoy food and beverage there are a plethora of coffee shops, restaurants and wine bars to suit every palate. Much can be done to establish the area as a tourist destination as it has charm, accessibility and many interesting places to visit. Safety is an important feature and hallmark of the diverse community, attracting singles and all gender identities to a place where everyone is welcome and accepted.



Amenities PARKS

POTTS POINT
ELIZABETH BAY
RUSHCUTTERS BAY



Embarkation Park



Fitzroy Gardens



Beare Park



Lawrence Hargrave Reserve



McElhone Reserve

Amenities

ELIZABETH BAY



73

Amenities

MACLEAY STREET



ASSISTANCE



ST CANICE'S KITCHEN

For 35 years, our kitchen has provided daily food and support to those experiencing homelessness and social exclusion. Powered by over 400 volunteers, we serve nutritious, cooked meals for upwards of 150 guests each day.



WAYSIDE CHAPEL

Wayside Chapel has provided unconditional love, care and support for people on and around the streets of Kings Cross since 1964. Our mission is creating community with no 'us and them'. We do this by breaking down the barriers of judgement and providing a safe place where people from all walks of life are welcome.



KINGS CROSS
COMMUNITY CENTRE

The Kings Cross Community Centre is a non-profit, community-based organization which aims to meet the needs of local residents. The Centre caters to residents in the Kings Cross, Elizabeth Bay, Potts Point, Rushcutters Bay, Woollahroomooloo, Darlinghurst, East Sydney, Paddington and Surry Hills.

RESTAURANTS



Fratelli Paradiso
Bistro 916
Parla
Fei Jai
Apollo
Franca
Cho Cho San
Bistro Rex
Macleay Street Bistro
Bushari
Chaco Bar
Yellow
Et Al
Chester White
Lot One
Dumplings and Beer
Ezra
Dumpling and Noodle House
Kisuke
La Bomba
Rustic French Bistro



COFFEE LUNCH



Zinc
Café de la Fontaine
Gypsy
Coffee Tea and Me
Tuyo
Glider Cafe
Primary Coffee Roasters
Orwells
Room 10
Uliveto
Petroli

Elizabeth Bay Café
Poppi's Place
Tucker Box
The Lookout
Shuk
Rain Drop Café
Greenknowe Café
Santino's
Café Two Ants
Café Yucca

WINE BARS



Dear St Eloise
Bar Lucia
Chaco Bar
Piccolo Bar
Kings Cross Hotel
Dulcies
Bar Sopra
Kings Cross Distillery
The Roosevelt
The Butler

APPENDICES

COMMUNITY SURVEY

Potts Point, Elizabeth Bay & Rushcutters Bay Precinct

PPPG COMMUNITY SURVEY REPORT: 2024

Survey designed and evaluated by Mark Day

Committee Member PPPG

On behalf of the Potts Point Preservation Group

1. Executive Summary

The Potts Point Preservation Group (PPPG) conducted a comprehensive survey in October/November 2024 to gauge community perspectives on preserving and enhancing the character, heritage, and vibrancy of the Potts Point, Elizabeth Bay, and Rushcutters Bay precincts.

The findings underscore a strong commitment to preserving the area's cultural and architectural identity while addressing contemporary challenges like redevelopment, housing affordability, and heritage conservation.

Key insights include overwhelming support for initiatives to protect the area's fundamental character, consolidate heritage efforts, and engage with government bodies. Respondents also voiced concerns about housing affordability and expressed enthusiasm for community-driven regeneration projects.

The results indicate clear and unambiguous support for the PPPG and extends to the political representatives who also support the initiatives of the PPPG.

2. Introduction

Background.

The Potts Point Preservation Group (PPPG) aims to protect and enhance the unique character and heritage of the Potts Point, Elizabeth Bay & Rushcutters Bay. This survey was conducted to understand community perspectives and levels of support on various issues related to preservation, redevelopment, and community engagement.

Objectives of the Survey

- To gauge the importance of preserving the neighbourhood's character.
- To assess support for PPPG's advocacy efforts.
- To understand community views on inclusivity, housing, and heritage conservation.
- To gather feedback on potential regeneration projects and community engagement.

Methodology

The survey was conducted during a four-week period from October 16th 2024 to November 16th 2024. The suite of questions were designed to be simple and easy to follow, with the SurveyMonkey software providing the platform for construction and analysis of the survey.

It was presented online using the Potts Pointers Facebook group which represents a very large and widespread source of our target audience living in the area. The combined population of Elizabeth Bay, Potts Point, and Rushcutters Bay is approximately 15,000 people. A total of 244 respondents participated in the survey.

The survey included multiple-choice questions, allowing respondents to select one or more options where applicable and also some open-ended style questions for freestyle responses.

The results were analysed to identify key trends and insights.

Demographics

- **Age Group:** The survey results show a higher percentage of older respondents (65+) compared to the ABS data, which indicates a younger median age in Potts Point. **(See appendix - Question 20)**
- **Rent/Own:** The survey results show a higher percentage of homeowners compared to the ABS data, which indicates a higher percentage of renters in Potts Point. **(See appendix - Question 19)**
- **Employment Status:** The survey results show a higher percentage of retired respondents compared to the ABS data, which indicates a higher percentage of full-time employed individuals in Potts Point. **(See appendix - Question 21)**

These comparisons highlight some differences between the survey respondents and the overall demographics of the general population of Potts Point, Rushcutters Bay and Elizabeth Bay. However, given the overwhelmingly clear and unambiguous responses to questions, this does not affect the outcome of the survey results in any meaningful or statistically significant way

Sample

With a 95% confidence level, the margin of error for the survey results is approximately 6.3%. This means that if the survey were conducted multiple times, the true population parameter would fall within $\pm 6.3\%$ of the survey results 95% of the time.

Reliability

The data collected from the survey is reasonably reliable given the sample size of 244 respondents. However, the margin of error of 6.3% should be taken into account when interpreting the results. Again though, given the overwhelmingly clear and unambiguous responses, the margin of error does not affect the outcome of the results in

any meaningful or significant way

3. Survey Results

Sample Size

- **Total Respondents:** 244

Key Findings

Question 1: Preservation of Neighbourhood Character

The Big Picture: How important is it to you that the fundamental character of our neighbourhood is preserved while changes are made?

- **Very important:** 86.48%
- **Somewhat important:** 9.84%
- **Neutral:** 2.46%
- **Not very important:** 0.82%
- **Not important at all:** 0.41%

Findings: The overwhelming majority of respondents (86.48%) consider it very important to preserve the fundamental character of the neighbourhood while making changes. In fact over 95% of respondents considered preservation of the neighbourhood character 'important'. This indicates a strong commitment to maintaining the area's cultural and architectural identity.

Question 2: Advocacy for Preservation Efforts

How strongly do you support the Potts Point Preservation Group engaging with City Council, the State Government and the National Trust to protect and recognise our precinct?

- **Strongly support:** 80.74%
- **Support:** 11.48%
- **Neutral:** 4.51%
- **Oppose:** 1.64%
- **Strongly oppose:** 1.64%

Findings: A significant majority (over 92%) support or strongly support the PPPG engaging with City Council, the State Government, and the National Trust to protect and recognize the precinct. This reflects strong community backing for advocacy efforts.

Question 3: Inclusivity and Representation

Do you think the PPPG rationale and objectives represent the diverse viewpoints within our area?

- **Very well:** 39.83%
- **Well:** 39.83%
- **Neutral:** 14.94%
- **Poorly:** 3.32%
- **Very Poorly:** 2.07%

Findings: The overwhelming majority of respondents (79.66%) believe that the PPPG's rationale and objectives represent the diverse viewpoints within the area either very well or well. This suggests that the group is seen as inclusive and representative of the community.

Question 4: Effectiveness of Community Engagement

Power: How effective do you believe a connected and organised community can be in enacting positive changes for our precinct?

- ☐ **Very effective:** 53.69%
- ☐ **Effective:** 37.30%
- ☐ **Neutral:** 7.38%
- ☐ **Ineffective:** 1.64%
- ☐ **Very ineffective:** 0.00%

Findings: A majority of respondents (91%) believe that a connected and organized community can be very effective in enacting positive changes for the precinct. This highlights the importance of community engagement and collaboration.

Question 5: Support for Heritage Conservation Area

One Heritage Conservation Area: Do you support the consolidation of Potts Point, Elizabeth Bay, and Rushcutters Bay into a single heritage conservation area

- ☐ **Strongly support:** 60.08%
- ☐ **Support:** 18.52%
- ☐ **Neutral:** 16.87%
- ☐ **Oppose:** 3.29%
- ☐ **Strongly oppose:** 1.23%

Findings: A significant portion of respondents (78%) support the consolidation of Potts Point, Elizabeth Bay, and Rushcutters Bay into a single heritage conservation area. This indicates strong support for heritage conservation efforts.

Question 6: Concerns About Housing Loss

Address Housing Loss: What concerns you most about the impact of redevelopment on housing stock and affordability in our area? (you can choose more than one answer)

- ☐ **Loss of affordable housing:** 77.69%
- ☐ **Loss of long-term residents:** 72.31%
- ☐ **Loss of community diversity:** 79.75%
- ☐ **Other:** 26.03%

Findings: This multiple response type question indicates a majority of respondents are concerned about the loss of affordable housing (77.69%), long-term residents (72.31%), and community diversity (79.75%) due to redevelopment. This highlights the need to address housing affordability and community diversity in future planning efforts.

Question 7: Support for Objections to Development Applications

How supportive are you of PPPG efforts to help individuals and buildings object to Development Applications (DAs) that may negatively impact our precinct and our goals to protect the fundamental character of the area?

- ☐ **Very supportive:** 71.72%
- ☐ **Supportive:** 18.03%

- ☐ **Neutral:** 5.74%
- ☐ **Unsupportive:** 2.46%
- ☐ **Very unsupportive:** 2.05%

Findings: A majority of respondents (71.72%) are very supportive of PPPG efforts to help individuals and buildings object to Development Applications (DAs) that may negatively impact the precinct. With some 90% support this indicates strong community endorsement for protecting the area's character.

Question 8: Changes to Local Environmental Plan (LEP)

Changes to LEP: Should changes to the Local Environmental Plan (LEP) focus on minimising the net loss of dwellings (particularly 1 bedroom & studios) and promote remediation of existing buildings rather than demolition?

- ☐ **Yes:** 87.70%
- ☐ **No:** 5.33%
- ☐ **Unsure:** 6.97%

Findings: The majority of respondents (87.70%) believe that changes to the Local Environmental Plan (LEP) should focus on minimizing the net loss of dwellings and promoting remediation of existing buildings rather than demolition. This reflects a preference for preservation over redevelopment.

Question 9: Impact of Decreased Affordability

Will the decrease in affordable living in the area negatively affect you or someone you know?

- ☐ **Yes:** 67.08%
- ☐ **No:** 18.93%
- ☐ **Unsure:** 13.99%

Findings: A significant portion of respondents (67.08%) believe that the decrease in affordable living in the area will negatively affect them or someone they know. This underscores the importance of addressing housing affordability in future planning efforts.

This highlights a very telling and human aspect to the issue of housing affordability as it effects two out of three people in the neighbourhood.

Question 10: Enhanced Recognition of 20th-Century Architecture

Enhanced Recognition: How important is it that the City Council and State Government provide better protection for significant 20th-century architecture in our precinct, given that we have the only hub of inter-war Art Deco (75) & post-war Modernist (30) apartment buildings in the country?

- ☐ **Very important:** 87.65%
- ☐ **Somewhat important:** 9.05%
- ☐ **Neutral:** 1.65%
- ☐ **Not very important:** 0.00%
- ☐ **Not important at all:** 1.65%

Findings: The overwhelming majority of respondents (87.65%) consider it very important that the City Council and State Government provide better protection for significant 20th-century architecture in the precinct. This indicates strong support for heritage conservation efforts.

Question 11: Modern Heritage Approach

Should the approach to heritage by State Govt and the City of Sydney be expanded and updated to include 20th-century architecture and the associated social history of the area?

- ☐ **Yes:** 86.36%
- ☐ **No:** 4.96%
- ☐ **Unsure:** 8.68%

Findings: A significant portion of respondents (86.36%) believe that the approach to heritage by the State Government and the City of Sydney should be expanded and updated to include 20th-century architecture and the associated social history of the area. This reflects a preference for a more inclusive approach to heritage conservation.

Question 12: Revised Categorisation of Post-War Buildings

Revised Categorisation: How would you feel about changing the City Council's existing categorisation of post-war buildings from "detracting" to "contributory or neutral"?

- ☐ **Strongly support:** 48.75%
- ☐ **Support:** 26.25%
- ☐ **Neutral:** 20.42%
- ☐ **Oppose:** 2.92%
- ☐ **Strongly oppose:** 1.67%

Findings: An overwhelming majority of respondents (75%) either support or strongly support changing the City Council's existing categorisation of post-war buildings from "detracting" to "contributory or neutral." This indicates a preference for recognizing the value of post-war architecture.

Question 13: Collective View of Local Architecture

Do you think it's important to consider the local architecture collectively rather than only on a one-building-at-a-time basis?

- ☐ **Yes:** 82.72%
- ☐ **No:** 6.17%
- ☐ **Unsure:** 11.11%

Findings: The overwhelming majority of respondents (82.72%) believe it's important to consider the local architecture collectively rather than only on a one-building-at-a-time basis. This reflects a preference for a holistic approach to heritage conservation.

Question 14: Promotion of Heritage Value

How strongly do you agree that our precinct should be promoted as an important living heritage community and tourist destination due to its unique architecture and social history?

- ☐ **Strongly agree:** 71.49%
- ☐ **Agree:** 17.77%
- ☐ **Neutral:** 7.44%
- ☐ **Disagree:** 2.48%
- ☐ **Strongly disagree:** 0.83%

Findings: The majority of respondents (71.49%) strongly agree that the precinct should be promoted as an important living heritage community and tourist destination due to its unique architecture and social history. This indicates strong support for promoting the area's heritage value.

Question 15: Support for Regeneration of Kings Cross

How supportive are you of PPPG efforts to assist in the regeneration of Kings Cross in collaboration with the State, City Council, and property owners?

- ☐ **Very supportive:** 78.42%
- ☐ **Supportive:** 12.86%
- ☐ **Neutral:** 6.64%
- ☐ **Unsupportive:** 1.24%
- ☐ **Very unsupportive:** 0.83%

Findings: The majority of respondents (91.28%) are supportive of PPPG efforts to assist in the regeneration of Kings Cross in collaboration with the State, City Council, and property owners. This reflects strong community support for regeneration projects.

Question 16: Future of Darlinghurst Road

Darlinghurst Road: The section of Darlinghurst Road between the train station and El-Alamein fountain has a long history as a main artery for the suburb and a commercial hub. However, it is currently in a transitional stage with a loss of character because of its poor retail mix. How would you like to see the future of this street evolve? (you can chose more than one option)

- ☐ **As a revitalised high street:** 72.92%
- ☐ **As a nightclub area:** 24.58%
- ☐ **Residential only:** 4.17%
- ☐ **Commercial street-front with medium-rise residential above:** 64.58%
- ☐ **Commercial street-front with super high-rise residential above:** 12.08%
- ☐ **It's okay as it is:** 4.17%

Findings: The majority of respondents (72.92%) would like to see Darlinghurst Road evolve as a revitalised high street. This indicates a preference for enhancing the street's commercial and social vibrancy. Additionally, 64.58% of respondents support the idea of having a commercial street-front with medium-rise residential above, reflecting a desire for a mixed-use development that combines commercial and residential spaces. The relatively lower support for other options, such as a nightclub area (24.58%) and super high-rise residential (12.08%), suggests that the community favours a balanced approach to development that maintains the area's character while promoting economic activity.

Question 17: Fitzroy Gardens Upgrade

Fitzroy Gardens: (next to the El Alamein Fountain) The last major work on the gardens was in 1971 when it was paved, and, in 2014, a children's play area was added. Would you support a plan to upgrade Fitzroy Gardens as part of the regeneration of the Darlinghurst Road area?

- ☐ **New design (incorporating mature trees):** 40.83%
- ☐ **Partial refurbishment:** 49.17%
- ☐ **No action:** 10.00%

Findings: A significant portion of respondents (49.17%) support a partial refurbishment of Fitzroy Gardens as part of the regeneration of the Darlinghurst Road area. This suggests that the community favours improvements to the gardens while maintaining some of its existing features. Additionally, 40.83% of respondents support a new design that incorporates mature trees, reflecting a desire for a more comprehensive upgrade that enhances the garden's³⁷

aesthetic and environmental value. Only a small percentage of respondents (10.00%) prefer no action, indicating that the majority of the community is in favour of some form of upgrade to Fitzroy Gardens.

These findings further highlight the community's passionate interest in enhancing public spaces and contributing to the overall regeneration of the area.

Question 18: Your Local Vote

Your Local Vote: How much influence on your vote would candidates for the city council and state parliament have if they supported and assisted with the PPPG initiatives for our area?

- ☐ **A lot more likely to vote for the candidate:** 71.78%
- ☐ **Somewhat more likely to vote for the candidate:** 18.26%
- ☐ **Neutral:** 9.96%

Findings: The majority of respondents (71.78%) indicated that they would be a lot more likely to vote for candidates who support and assist with the PPPG initiatives. This suggests that the community places significant value on candidates who prioritize preservation and enhancement efforts in the Potts Point, Elizabeth Bay, and Rushcutters Bay precincts. Additionally, 18.26% of respondents would be somewhat more likely to vote for such candidates, further emphasizing the importance of these initiatives in influencing local voting behaviour. The relatively small percentage of neutral responses (9.96%) indicates that most respondents have a clear stance on this issue.

FREESTYLE QUESTIONS

Question 22: Reason for Choosing the Area:

Why do you choose to live in or visit this area?

92% of respondents responded to this question affirming a positive view of the community and with common reasons for choosing the area such as diversity, density, walkability, safety, history, architecture, inclusivity, amenity, proximity to city, attractiveness and character.

Examples include

- ☐ Diverse community, architecture (character buildings), natural environment
- ☐ I've lived there and have friends living there, for its character and diversity of people and lifestyles, a history of creative energy and good food and cafes.
- ☐ Community and connections. Work is close. Safety in area.
- ☐ The diversity
- ☐ Because it is densely urban and thus lively with all needed amenities nearby
- ☐ High walkability, good shopping and transport links, diverse population, access to parks and greenery, proximity to CBD.
- ☐ It's charm, parks, harbour, air and access to city, & public transport. The cosmopolitan non suburban quality it retains.
- ☐ Have always lived here
- ☐ I like the friendliness and inclusiveness of the area. If it became an enclave for the rich these positive features would be lost.
- ☐ High density, walkable, attractive, close to city, harbour..... the usual....
- ☐ Close to the city and harbour, beautiful old buildings, densely populated demographic mix.
- ☐ The community and diversity
- ☐ Central and I love the village vibe
- ☐ Vitality, no need for a car.

Question 23: Other comments:

Do you have any additional comments or suggestions on how we can achieve our goals for preserving and enhancing the Potts Point, Elizabeth Bay, and Rushcutters Bay precinct?

Examples of some open-ended answers which reflect the sentiment of a most of the responses are:

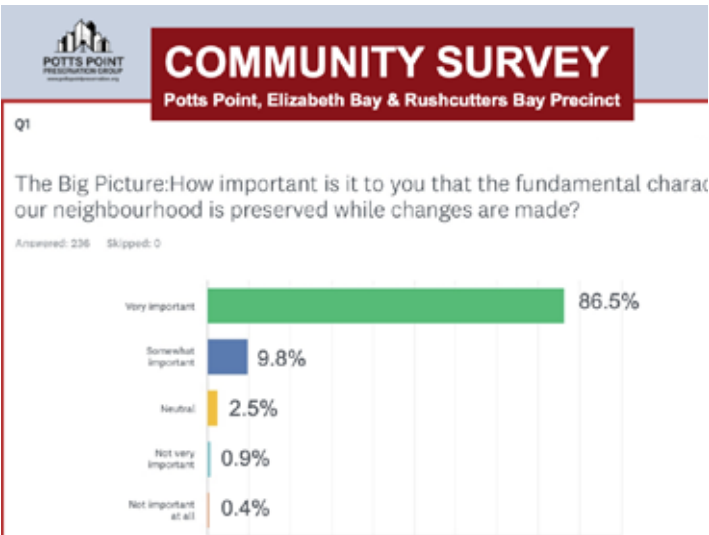
- ☐ We have three hospitals nearby and several aged care facilities, a fire station and police. Where will essential workers with short shift turnarounds live if we keep having studios and one bedders replaced with luxury accommodation?
- ☐ Future unaffordability for our kids
- ☐ They are killing the vibe
- ☐ I don't like the increase in often unoccupied trophy apartments
- ☐ Loss of mix of residents from all socio-economic levels
- ☐ Thank you for this desperately needed group which is similar to why much of Paddington where I lived previously, was preserved. Now the same needs to be done for nearby historic Darlinghurst.

Not to leave out some different views:

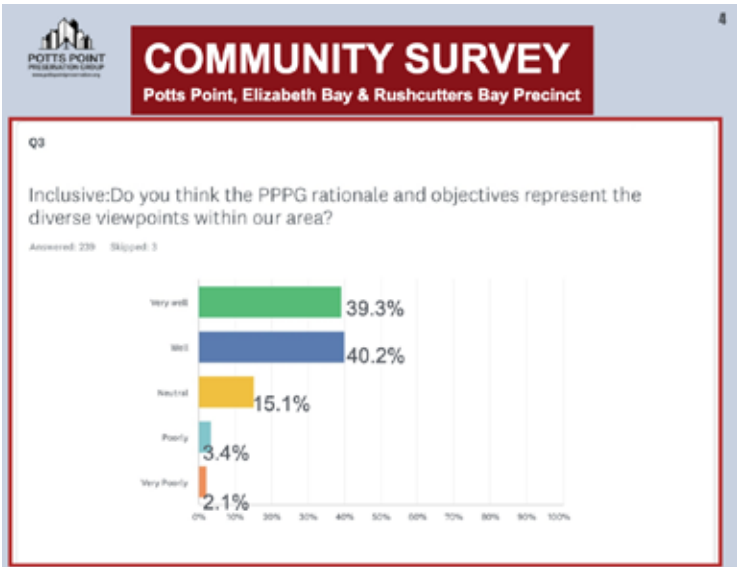
- ☐ I have no issue with redevelopment. The world moves on. We can't live in a time capsule.
- ☐ We need larger apartments for families.

APPENDIX: SURVEY RESULTS TAKEN FROM SURVEY MONKEY ANALYSIS

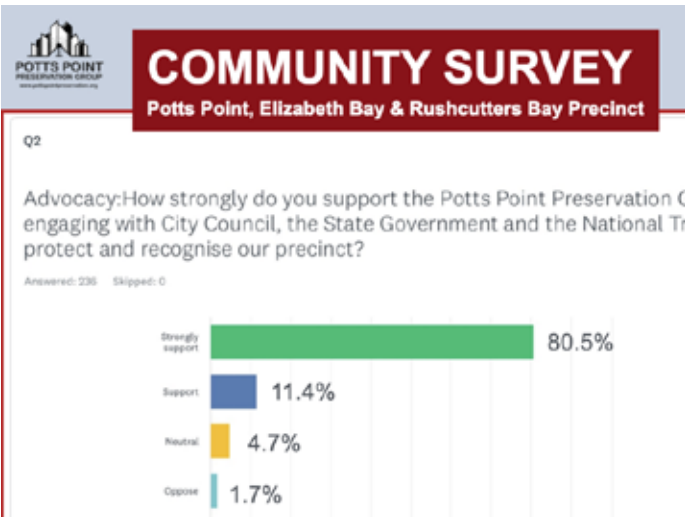
(Note: for easier viewing percentages have been placed next to coloured bars and rounded to one decimal point)



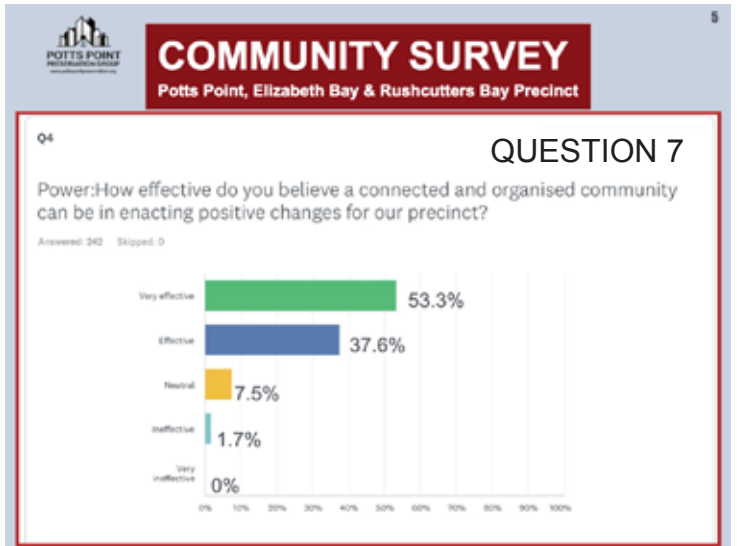
QUESTION 1



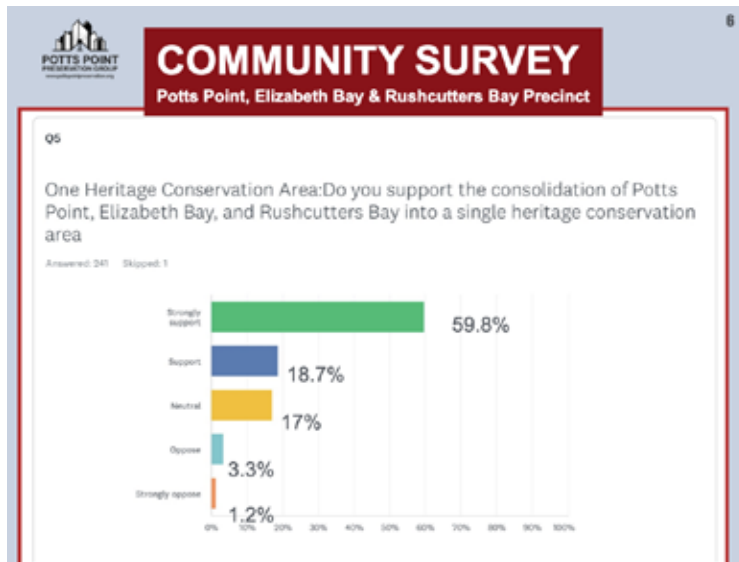
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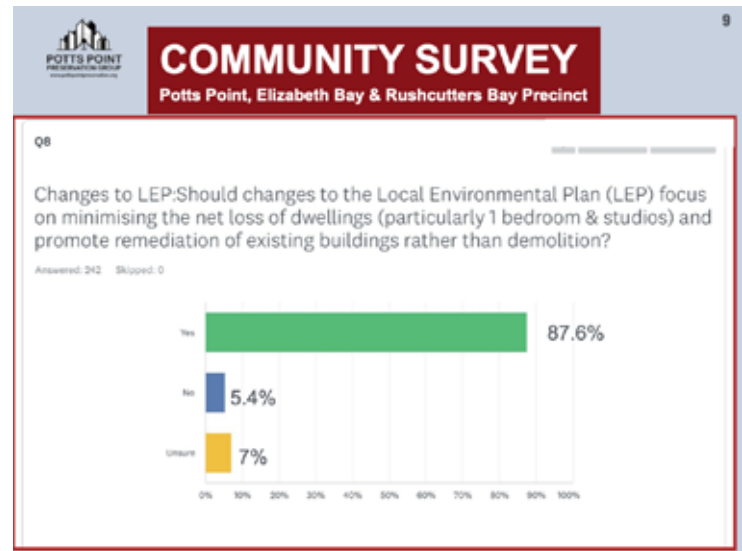
QUESTION 2



QUESTION 4



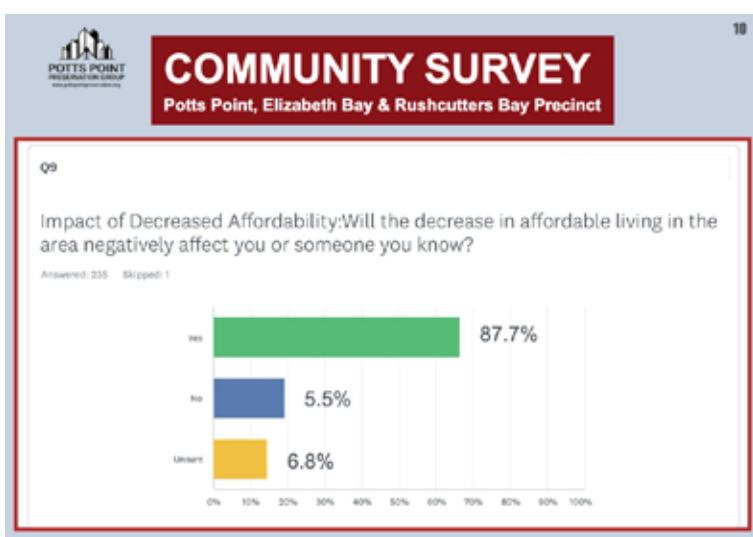
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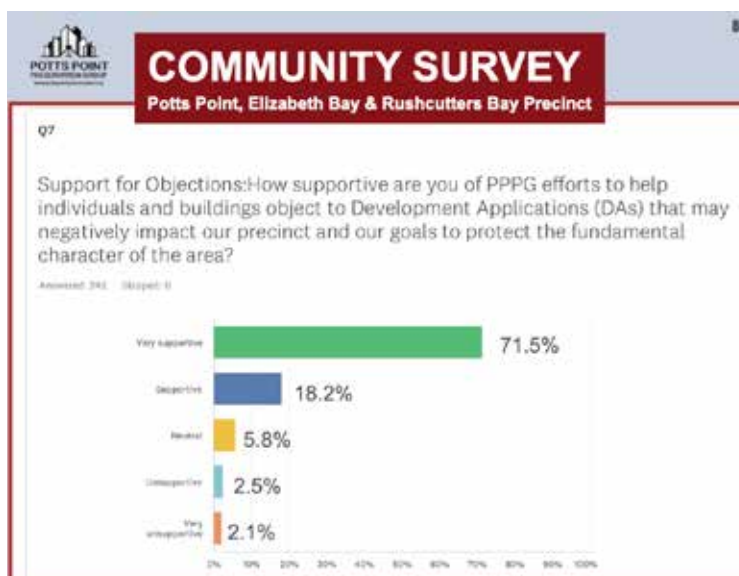
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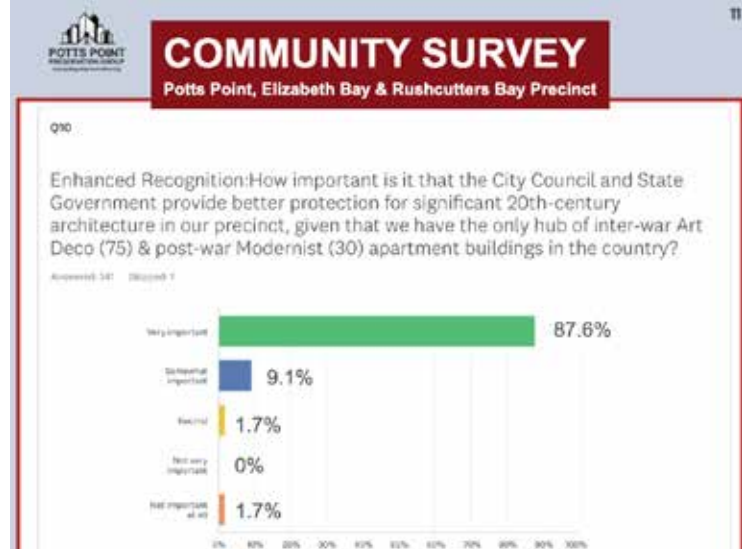
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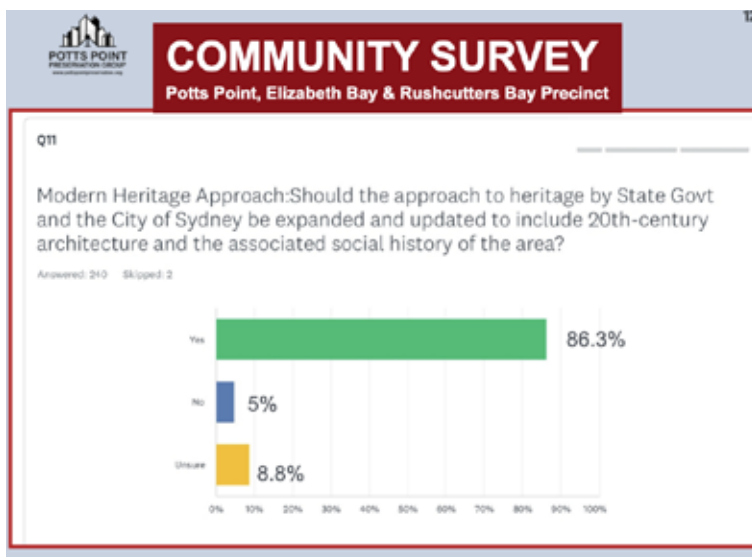
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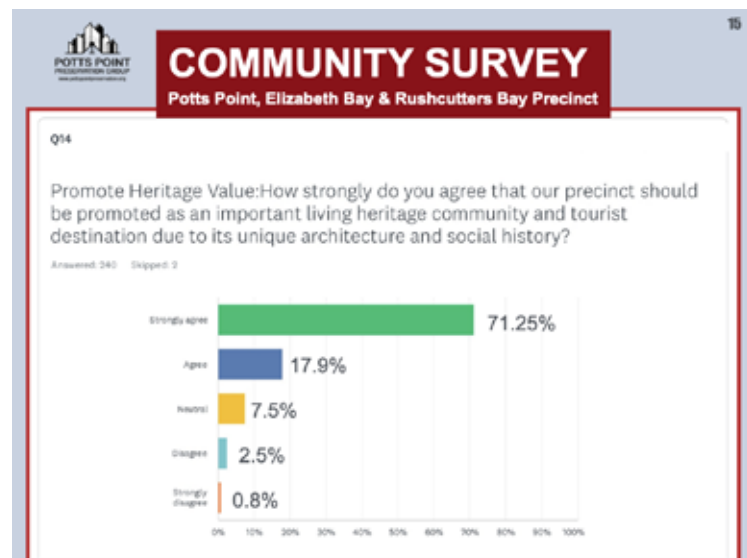
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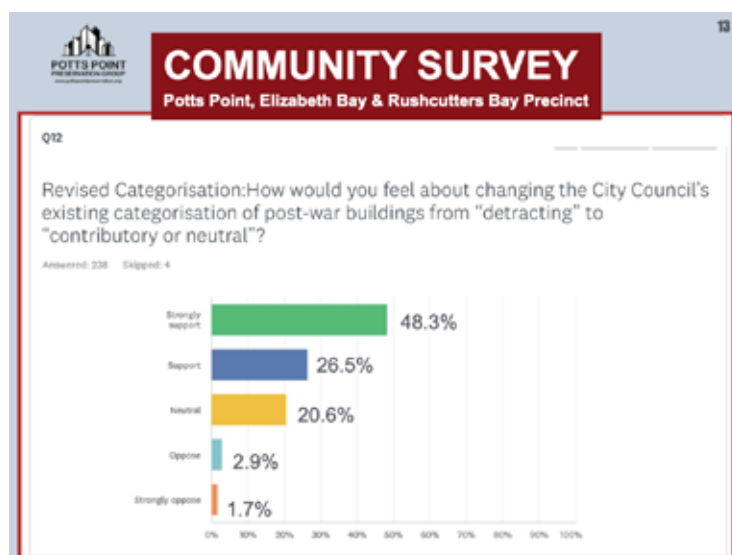
QUESTION 10



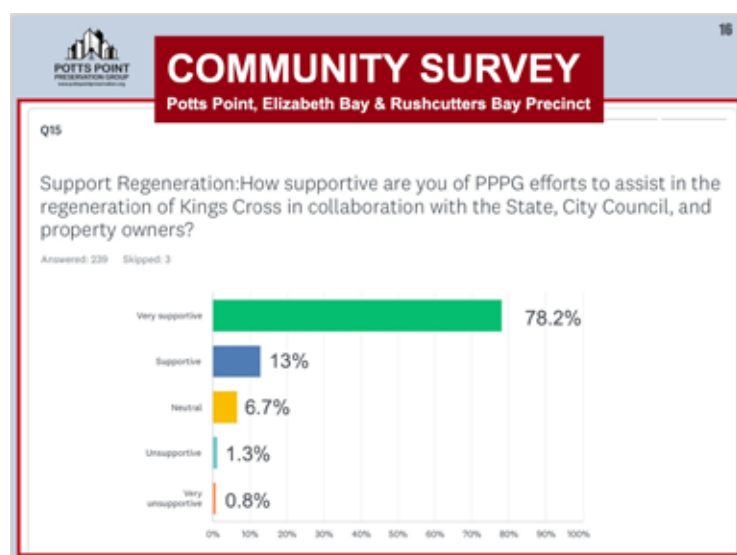
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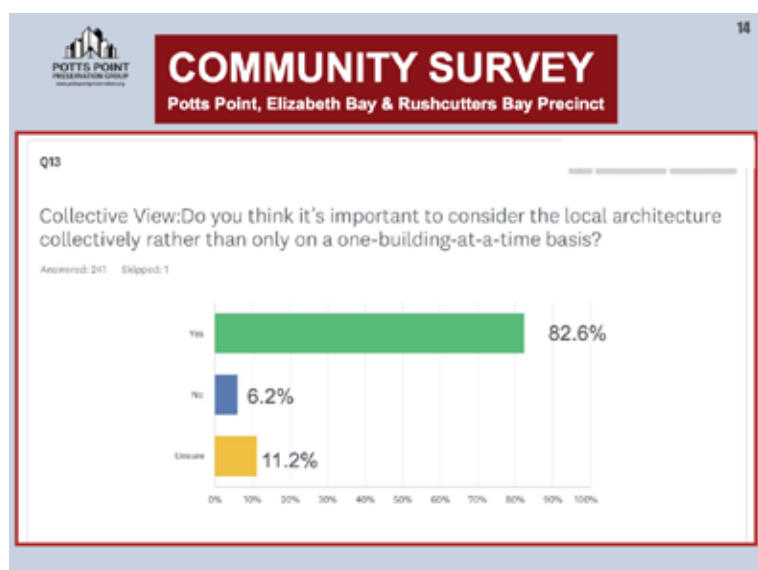
QUESTION 14



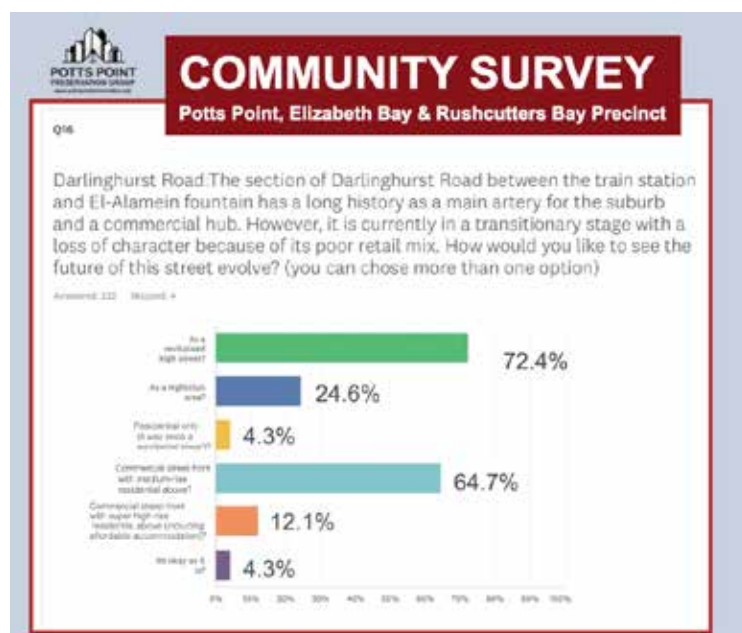
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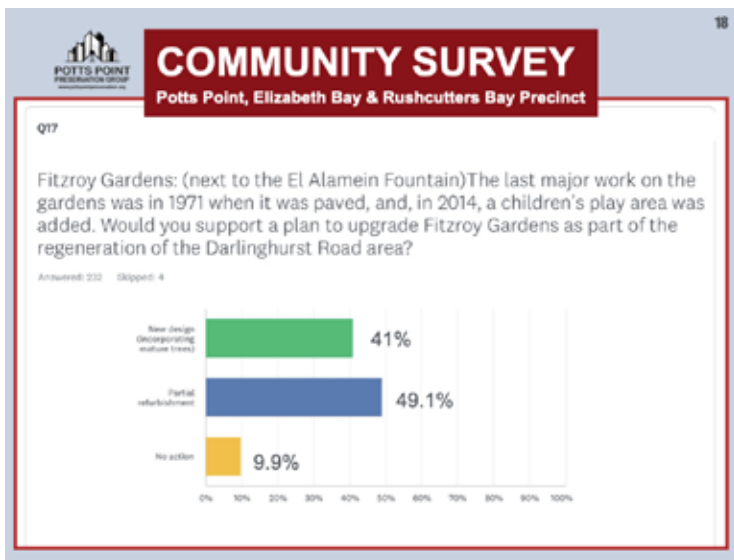
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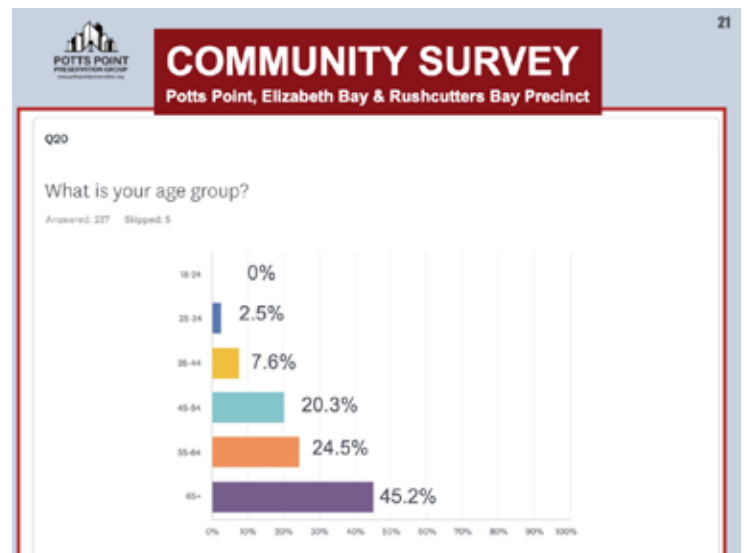
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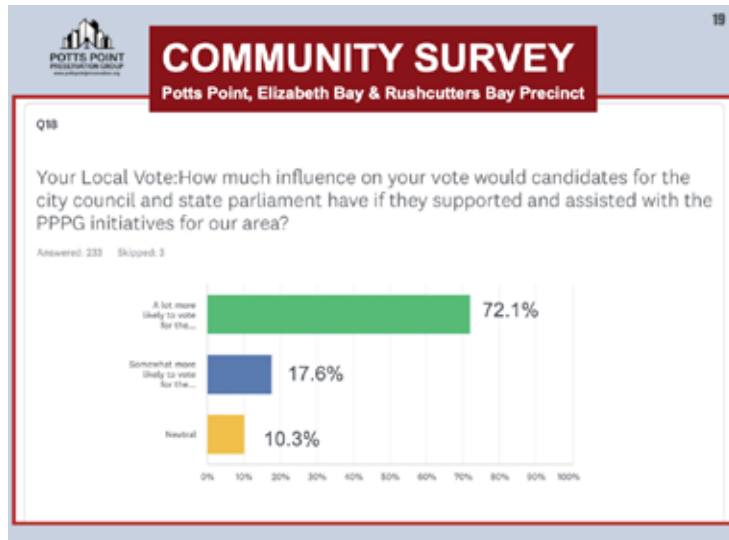
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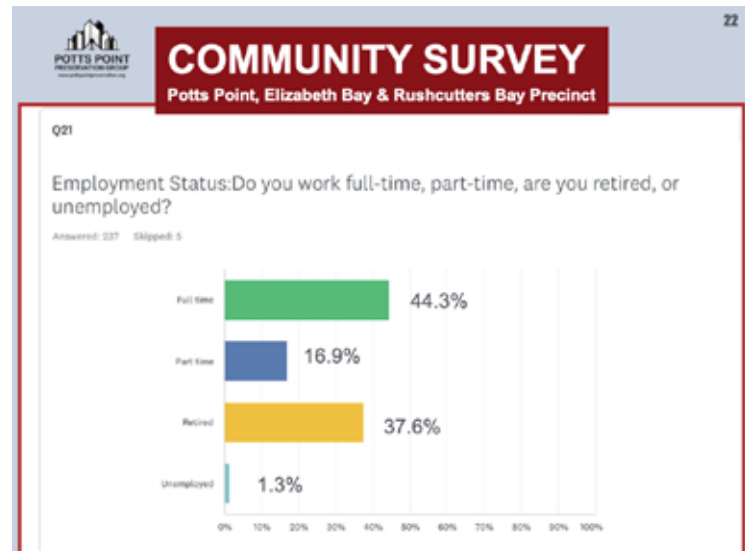
QUESTION 17



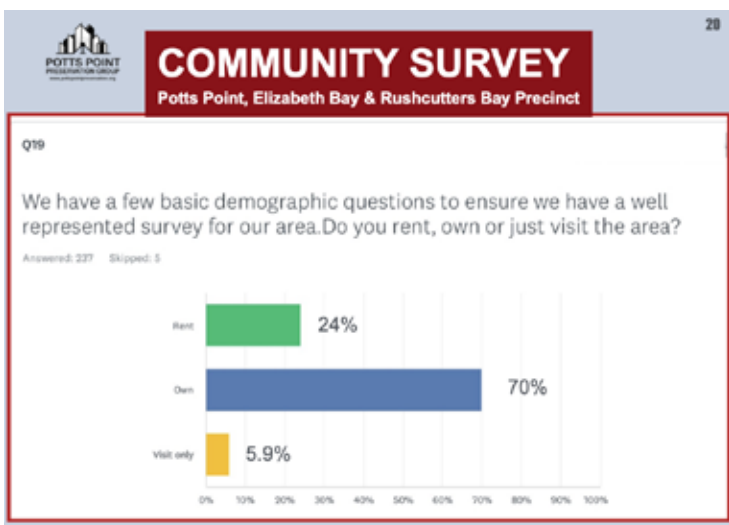
QUESTION 20



QUESTION 18



QUESTION 21



QUESTION 19



QUESTION 24

RATIONALE & OBJECTIVES



RATIONALE

The precinct of Potts Point, Elizabeth Bay and Rushcutters Bay (PP/EB/RB) is unique in Australia by virtue of its exceptional architectural heritage, its cultural and social history, as well as its demographics, location and amenities. The 1 sq km area with some 18,000 residents is the ideal template for low-rise high density living in Sydney with 98% of residents living in apartments and no super high-rise buildings. The consolidated three suburbs coherently display a unique representation of Sydney's architectural styles from colonial to mid-century. The area contains significant 19th century buildings, but, as well, more than 100 important inter-war Art Deco (1930-1940) and post-war Modernist (1960-1970) apartment buildings which provide the foundation for the diversity and liveability of this community.

Protection for 20th century buildings in NSW is either insubstantial or absent, as was exemplified by the near loss of the State Heritage Listed Minerva Theatre. An increasing number of apartment buildings are currently under unnecessary threat of demolition, with recent contemporary developments in the area proposing reducing the number of apartments by over 50% and having no studios or one-bedroom apartments available for rental or purchase. Nine current projects will see 281 apartments cut to 124 - a loss to the area of 156 apartments and 234 studios and one-bedroom apartments. This decrease in affordable housing is forcing less-affluent, long-term residents (particularly renters) out of the area and changing the broad demographic balance and diversity of the neighbourhood.

The precinct of Potts Point, Elizabeth Bay and Rushcutters Bay is a living kaleidoscope of the changing urban character of Sydney from colonial times to today. So many local features have important historic and continuing social and cultural significance for Sydney and are reflected in the architecture, amenities, topography, demographics and the extraordinary mix of residents.

Other places such as Napier in New Zealand and Miami South Beach have similar hubs of Art Deco buildings and these localities are considered world class heritage sites. The 75 Art Deco buildings in Potts Point and Elizabeth Bay alone are unique in Australia without considering, as well, the contribution of the nine Colonial houses and over 30 Modernist buildings. It is important to recognise that the collective importance of all these buildings in this tiny locality creates a totality far more significant than each building considered alone.

This intense and self-contained harbourside village has tree-lined streets and parks, is pedestrian friendly and with a vibrant café and restaurant scene that attracts locals, Sydneysiders and tourists. Recognising and embracing the historic fabric of this area will not only maintain the harmony and diversity of the community but as a favoured destination will add to the prosperity, equity and sustainability of the City of Sydney.

OBJECTIVES

1. A VOICE FOR THE RESIDENTS

The Potts Point Preservation Group aims to be a cohesive, balanced and effective voice for all those who live and work in Potts Point, Elizabeth Bay and Rushcutters Bay. We are all locals and have no political bias or agenda. We are not against progress or change, but want safeguards to ensure changes are appropriate and support the special attributes of the community.

2. CREATING A HERITAGE PRECINCT

The PPPG wants greater recognition of the consolidated areas of Potts Point, Elizabeth Bay and Rushcutters Bay as a special living and historical community requiring specific protection and preservation. PPPG is working with the National Trust in the preparation of a new heritage overlay for this area that identifies and endorses its collective and distinctive architectural heritage, historical features, social significance and contemporary amenities. This new heritage plan will hopefully be adopted by the State Government and the Sydney City Council to guide and support appropriate development, density and activities in the precinct.

3. MAINTAIN HOUSING STOCK, AFFORDABILITY AND DIVERSITY

Current redevelopments in the area are resulting in major loss of housing stock with attendant elimination of affordable accommodation. The loss of long-term, less-affluent residents is impacting on the diversity of the neighbourhood which is one of its most attractive and enduring features. All this is at complete odds with State Government policy to increase affordable housing in Sydney. With the highest percentage of studios and one-bedroom apartments in Sydney, this area is a template for high-density low-rise living. We want to maintain housing stock, preserve affordable housing (particularly studios and one-bedroom apartments) and retain the broad diversity of our residents.

4. A STRATEGY TO RAISE THE PROFILE OF THE AREA AS A SPECIAL PLACE TO LIVE & VISIT

The goal is to maintain the innate beauty and liveability of the precinct and to foster an understanding and appreciation of its unique built and social history which underpins its contemporary attributes. With its harbour setting close to the CBD, it has an exciting, bustling and eclectic vibe with the residential and commercial elements closely intertwined. The small footprint (just over 1 sq. km with 18000 residents) makes it the perfect place to walk and explore the tree-lined streets and family and pet-friendly parks. This is an eclectic blended community 200 years in the making. Everywhere one is surrounded by examples of Sydney's architectural history from 19th century colonial mansions and terraces to the extraordinary 20th century hub of 100 Art Deco and Modernist apartment blocks. At the same time one can choose from a smorgasbord of the best restaurants and coffee shops in Sydney. The area has always been a harmonious home to the widest range of residents - from wealthy to the less affluent, straight and gay, workers and bohemians - and the residents are proud of its broad diversity. We want to raise the profile of the area so that it can be seen as a landmark heritage and socially significant locality and promoted as an important destination for Sydneysiders and tourists.

5. HERITAGE PROTECTION FOR OUR SIGNIFICANT 20TH CENTURY ARCHITECTURE

There is inadequate protection for 20th century architecture in Sydney from both the State and the City. This has prompted a significant number of development applications in the area which are being fast-tracked through the planning process. The PPPG wants proper heritage protection for 20th century architecture in this area, particularly in inter-war Art Deco and post-war Modernist apartment buildings. In addition, the PPPG advocates remediation rather than demolition for apartment blocks as being a more sustainable approach and more likely to preserve smaller apartments.

6. DEVELOP A PLAN TO REVITALISE THE KINGS CROSS 'STRIP'

Kings Cross (Darlinghurst Rd area) is an integral part of the neighbourhood but clearly in need of significant revitalisation that should still retain its connection to Potts Point and Elizabeth Bay. It could be redeveloped for high-rise living in a way that still preserves its commercial street level activities, including many of the central services needed by Potts Point and Elizabeth Bay residents. We would like to assist State, City Council and property owners in effecting the regeneration of Kings Cross.