

21 November 2025

Mr Will Nemesh  
Mayor  
Waverley Council  
55 Spring Street  
BONDI JUNCTION NSW 2022

Sent to: [engagement@waverley.nsw.gov.au](mailto:engagement@waverley.nsw.gov.au)

Dear Mayor Nemesh

## **Bondi Junction Vision and Master Plan**

In decades past, Bondi Junction was one of the key commercial centres for Sydney, but it has suffered over recent years from neglect and a lack of vision.

For many, it is a gateway to the east and south-east of Sydney, a pivotal transport, retail, and commercial hub that has significant potential.

Urban Taskforce Australia welcomes Council's new vision for the suburb, and its positive approach to greater density and renewal.

The proposal to encourage the delivery of more housing, better civic and open spaces, an increase in late-night dining and entertainment, the activation of the street frontage and ground plane, along with more transport connectivity, will all help to revitalise this important precinct.

Waverley has a modest housing target of 2,400 new homes to be delivered by 2029. This plan would accommodate 80% of the additional dwellings needed around Bondi Junction. But this is still too low. This target should be more than doubled to bring life and vitality back to the suburb while renewing its tired and delapidated town centre. In short, the Vision and Masterplan should aim to significantly over-perform in this area.

The Vision and Masterplan document shows the potential of an area that could readily embrace new and affordable housing but has so far resisted it.

Planning for growth around the Bondi Junction centre is a smart way of achieving National Housing Accord housing targets, and shows that Council is leaning in to transport-adjacent development as a tangible solution.

The Vision now needs to be turned into a practical plan, from which Urban Taskforce Australia would like to see:

- diverse options for residential development, including low-, medium-, and high-density, and mixed-use development, to encourage housing choice
- incentives to deliver affordable housing, similar to the infill affordable housing bonus scheme run by the NSW Government
- a focus on reducing fees, taxes, and charges, to help reduce the price of an individual dwelling
- sharing of the cost of community facilities and parklands with the broader residential base that will benefit, and not just charging developers for new social infrastructure.

Urban Taskforce Australia agrees that this Master Plan should be a partnership between the council and private sector and recommends that key stakeholders be brought in early to relevant discussions.

A precinct that embraces commercial, retail, and residential needs as a mix of uses, rather than focusing on single building types, will help to deliver the vibrancy and activity that are referred to as some the Vision's most important goals.

Bondi Junction needs to be both a late night and an early morning precinct.

It needs to be somewhere people want to go as a destination, rather than as a staging point for further travel or the place you go through to get to Westfield Bondi.

It needs to recapture its past to embrace its future.

Urban Taskforce welcomes the Vision and the proposed Master Plan. We look forward to the Council's ongoing consultation on its proposals and its willingness to engage with subject matter experts who can help it to shape the controls and principles that will help it to deliver.

Once the Master Plan is completed, Urban Taskforce urges Council to turn its attention to Bondi Road to fix up the main thoroughfare to Australia's most famous beach and to revitalise what used to be a very important part of Sydney.

Should you wish to discuss any aspect of this submission further, please call our Policy, Planning and Research Analyst, Paul Waterhouse, on 0411-875-366 or via email [paul@urbantaskforce.com.au](mailto:paul@urbantaskforce.com.au)

Yours sincerely



**Tom Forrest**  
Chief Executive Officer