



Artist impression of proposed development

Woolworths Rose Bay

OCTOBER 2024

The project vision is one that will deliver the Rose Bay community a high quality mixed-use retail and residential project that creates local jobs, convenient retail and housing.

The proposal is underpinned by the pillars of convenience, quality and sustainability and delivers a supermarket designed for the needs of the community, a Direct to Boot service so you can buy online, and pick up groceries when convenient, and 13 boutique, sustainable apartments.

Woolworths has a proud history in the Woollahra Council Area and when we invest in a community, we do so for the long term, knowing that we will be a part of the community for decades to come. We are excited about the opportunity to continue and build on this history in Rose Bay and thank the community for their ongoing engagement throughout planning for the development.

Planning status

The Planning Proposal has progressed through Gateway Determination and we are now lodging a Development Application with Woollahra Council. The Development Application will shortly be on public exhibition.

Should you wish to discuss the application please don't hesitate to contact us, with contact details over the page.

Why is a supermarket needed?

There is a significant need for this supermarket in the local catchment, as the catchment has less than half the typical Sydney metropolitan provision of supermarkets.

This means that over half of all Rose Bay residents leave the local area for their food and grocery shopping. This is not only inconvenient for the Rose Bay community, but also contributes to traffic congestion.

Our proposal includes:



Woolworths Supermarket, stocked with Rose Bay's favourite items.



13 Architecturally designed quality boutique apartments.



Underground basement car parking.



Direct to Boot pick up bays.

All designed by multi award winning PBD architects.



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Preliminary architectural concept



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Revised design for Detailed DA

Community Consultation and Design Changes

Community consultation undertaken from the earlier phases of the project in 2022, through to our most recent engagement in 2024, has informed the design. Key design changes include:

- ✓ Removing 3 units on level 3 to increase setbacks to the northern boundary;
- ✓ Increasing the setbacks on level 1, level 2 and level 3 to the western boundary;
- ✓ Substantially increasing the landscape buffer to the western boundary;
- ✓ Reducing the building height;
- ✓ Increasing the balcony setbacks to the east on level 2 and 3 to minimise impact on Old South Head Road and the corner of Albemarle Avenue;
- ✓ Reducing the overall internal building area;
- ✓ Making traffic changes in response to resident feedback;
- ✓ A revised facade design to reflect design and materiality feedback;
- ✓ Increased retail activation on Old South Head road as the primary retail street;
- ✓ In response to concerns around public access to the proposed pocket park, we have amended the design to exclude public access; and
- ✓ We have increased screen planting and green landscaping within the separation zone on Albemarle Avenue, to further improve the street and residential interface.

What will change from the current Direct to Boot located on site?

We have received great feedback from the community and customers that the Direct to Boot is providing a convenient way to pick up their groceries. In the long term plans for the site, we have included Direct to Boot pick up bays in the design.

Contact us



For more information on the project, visit our website [here](#), or by scanning the QR code.

If you have any questions, please don't hesitate to get in touch with the project team via email, or call the team Monday to Friday during business hours.



Email: community@ethosurban.com



Phone: 1800 870 549