

Consultation Outcomes Report

Proposed Woolworths Rose Bay

488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay

Submitted for Public Exhibition
on behalf of Fabcot Pty Ltd ("Woolworths")



'Gura Bulga'

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.



'Dagura Buumarri'

Liz Belanjee Cameron

'Dagura Buumarri' – translates to Cold Brown Country. Representing Victoria.



'Gadalung Djarri'

Liz Belanjee Cameron

'Gadalung Djarri' – translates to Hot Red Country. Representing Queensland.

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We pay our respects to their Elders past, present and emerging.

In supporting the Uluru Statement from the Heart, we walk with Aboriginal and Torres Strait Islander people in a movement of the Australian people for a better future.

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3 March 2022

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1.0 Introduction

Fabcot Pty Ltd ('Woolworths') requests amendments to the Woollahra Local Environmental Plan 2014 relating to 488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay.

The broad intent of the Planning Proposal is to achieve a mixed-use redevelopment outcome, including a medium-sized Woolworths supermarket, together with supporting residential land use in a suitable urban form. The purpose of the development will serve an identified undersupply of supermarket floorspace in the area, whilst anchoring the intent for Rose Bay South as a 'key' local centre in the strategic planning framework.

Woolworths' recognises the importance of community engagement with adjacent neighbours, as well as the broader Rose Bay community in order to understand local views and potential concerns. Community feedback has been integral in contributing to the initial planning process as well as ensuring that if approved, the proposed mixed-use development provides a positive contribution to the existing civic, retail, and residential community of the Rose Bay South Local Centre.

The purpose of the engagement process undertaken to date has focused on:

- Providing the local community, with an understanding for the project's overall vision for the Rose Bay South Local Centre.
- Providing the local community with the accurate and up to date information about the proposed development as it moves through the planning process.
- Seeking input on the Planning Proposal documentation and concept design to inform changes that have been made in response through the process.

This Consultation Outcomes Report has been prepared by Ethos Urban, on behalf of Woolworths, to outline the engagement undertaken during the preparation of the Planning Proposal, the feedback received, and how the proposal has considered and been amended in response to the feedback received.

Throughout this engagement process, Woolworths has worked to ensure stakeholders and the local community have been provided with an opportunity to participate and provide feedback prior to lodgement and during assessment of the Planning Proposal. As detailed in this report, key consultation activities included:

- Targeted outreach and briefings (online and in-person) with neighbouring residents and the Rose Bay Public School community;
- Multiple briefings (online and in-person) and correspondence with immediate neighbours (Albemarle Ave, Old South Head Road);
- A letterbox drops to over 2,600 residents and businesses to inform them about the proposal and invite them to an online Community Information Workshop
- Establishment of an 1800 number and project email for community enquiries and feedback; and
- Two online Community Information Workshops.

Woolworths will continue to engage with the Rose Bay community during the formal public exhibition period and will continue to build on the relationships established as the project progresses through the next phases of the planning process. During this time, Woolworths intends to conduct follow up briefings with local stakeholders, whilst consulting and updating more broadly and update the project website to reflect the changes in the project and current status.

2.0 The Site

2.1 Project Location



Figure 1 Aerial view of the site

Source: Nearmaps, edits by Ethos Urban

The site is located at 488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay, in the Woollahra Local Government Area, in Rose Bay South, identified as a local centre in the Woollahra Local Strategic Planning Statement ('WLSPS') 2020.

The site sits within a mixed retail and commercial, and low to medium density residential area. This site has been identified by Woollahra Council (Council) as a key gateway site to the Rose Bay South Mixed-Use Centre.

Council's development control plan for this area includes a strong desire for a future character statement for this locality and controls that deliver on this aspiration. This desired future character includes four storey mixed-use retail/residential development built to the Old South Head Road alignment.

30 Albemarle Ave is zoned R2 Low Density Residential and 488-492 Old South Head Road is currently zoned MU1 Mixed Use and is currently occupied by Woolworths Direct to Boot service that has been operational since December 2023 and replaced the former Caltex Service Station that was decommissioned in 2020.

2.2 Planning Proposal

The Planning Proposal seeks approval to amend the Woollahra LEP 2014, with the following:

- Insert a new Schedule 1 Additional Permitted Use provision applicable to 30 Albemarle Avenue which permits retail premises with development consent, but only as part of shop top housing and in conjunction with the development of 488-492 Old South Head Road.
- Insert a new Part 6 Additional Local Provision setting out:
 - a maximum GFA of 3,720m² on 488-492 Old South Head Road and 480m² on 30 Albemarle Avenue.
 - a maximum height of building of 14.5m on 30 Albemarle Avenue.
- No changes are sought to the site's underlying land zoning and floor space ratio controls.

2.3 Proposed Woolworths Rose Bay

The proposed Woolworths Rose Bay aims to create an inviting, local supermarket that provides a great customer experience, in a high quality, architecturally design development that responds to the needs of the Rose Bay community.

The revised indicative development concept to accompany the Planning Proposal involves the demolition of existing structures on the site and the construction of a four (4) storey mixed use building. Specifically, the proposed concept scheme in the planning proposal provides for:

- A total Gross Floor Area (GFA) of 4,145m² comprising:
 - 2,168m² of supermarket floorspace located within the Ground Floor and part of the Level 1 area.
 - 1,978m² of residential floorspace, comprising a total of 14 apartments provided in 1, 2 and 3 bedroom dwelling configurations located at Levels 1 to 3.
- A 3 level basement comprising up to 70 supermarket parking spaces, 19 residential vehicles spaces, 3 residential visitor parking spaces (including a car wash bay), as well as motorcycle and bicycle spaces.
- A ground level building separation and buffer zone adjacent the western boundary of 30 Albemarle Avenue which includes the provision of a minimum 9m wide separation zone to provide visual and acoustic buffer to the adjoining residential precinct comprising:
 - Deep soil canopy tree and screening planting; and
 - The ability, subject to detailed design in collaboration with Council, to incorporate potential elements such as community seating, e-bike charging, a water feature and public art within this zone.
- Upper level building separation from the outer face of the proposed building to the western boundary of 30 Albemarle Avenue which will:
 - Provide a generous staggered separation zone through built form modulation;
 - Achieve a high quality design which protects the privacy of the surrounding low density residential area; and
 - Utilise external planter beds to facilitate a green façade, which will enhance visual amenity and will contribute to enhancing people's health and wellbeing.

3.0 Engagement Objectives

The purpose of engagement on Woolworths' proposal was to:

- Seek feedback from immediate neighbours and key stakeholders to understand local views and potential concerns.
- Provide clear, timely and accessible information, as well as opportunities for key stakeholders and the community to provide feedback during the planning phases.
- Consider and respond to the feedback.

3.1 Approach

Woolworths approach to community engagement was to develop and deliver a consultation program that constructively engaged with key stakeholders, including immediate neighbours, and the wider Rose Bay community, to ensure the project team understood local issues and feedback was considered during the development of the Planning Proposal.

Stage 1: Understanding site-specific issues for near neighbours and wider Rose Bay community

- Initial and follow up briefings with immediate residents adjacent to the site to understand site-specific concerns and questions.
- Letterbox drop to broader Rose Bay community to ensure awareness about Woolworths' initial proposal, provide project 1800 number and email address for enquiries as well as an invitation to an online Community Workshop.
- Online Community Workshops over several weeks sought feedback from the Rose Bay community on Woolworths' guiding principles, vision, and key considerations for the site.

Stage 2: Providing project information and a direct line of communication

- Follow up briefings with immediate residents and key stakeholders to talk through how initial feedback has shaped the current draft proposal and advise on next project stages and exhibition windows.
- Establishment of a dedicated project website, to provide the community with project information, an avenue to ask questions, review the consultation to date, and contact the project team.

Stage 3: Public Exhibition

- Additional engagement as required, including updating near neighbours to ensure awareness of the opportunity to provide comments during the Public Exhibition period.

3.2 Managing consultation under COVID-19 restrictions

Community engagement plays a fundamental role in the civic empowerment of communities, being an important mechanism for environmental management, liveability, and social cohesion. In the current environment of COVID-19 traditional engagement tactics and techniques are having to adapt to continue supporting project outcomes whilst complying with government direction on physical distancing and health protection.

In the absence of traditional engagement techniques such as doorknocking, engagement centred on facilitating targeted consultation sessions for stakeholder groups in ways that could still be delivered under any physical distancing restrictions in place to ensure the issues raised by each group were addressed in an appropriate environment where they have best access to the project team.

Community briefings were held online to provide the opportunity to hold community conversations with neighbouring residents and local businesses. Similarly, targeted briefing sessions with key stakeholder groups were also held online, with in person meetings with near neighbours once Covid restrictions eased in late October / early November 2021.

4.0 Engagement Activities

To ensure a range of views were heard during consultation on Woolworths' proposed plans, a multi-channelled approach was undertaken. A detailed breakdown of the engagement activities undertaken are outlined below.

4.1 Stage 1: Understanding site-specific issues for near neighbours and wide Rose Bay community

The following table provides a high-level summary of the key engagement tools and activities implemented as part of the first stage of consultation.

Table 1 Stage 1 Consultation Advice (2021)

Date	Activity	Purpose	Targeted Stakeholders
2nd September	Letter	To inform of Woolworths' proposal, invite to an online community workshop with the project team and to seek feedback via an online survey.	<ul style="list-style-type: none"> Residents and businesses within 500m radius of the site
3rd September	Email	To inform of Woolworths' proposal and offer an online briefing with the project team to better understand stakeholder views and concerns.	<ul style="list-style-type: none"> Rose Bay Public School Rose Bay Residents Association Australia Israel Chamber of Commerce NSW
3rd September	Email	To inform about second Community Workshop to be held and encourage promotion on community Facebook group.	<ul style="list-style-type: none"> Rose Bay Facebook Community Group
16th September	Online workshop	To understand local views and concerns and seek feedback on proposed vision and guiding principles for the proposal.	<ul style="list-style-type: none"> Immediate neighbours Wider Rose Bay community
23rd September	Email	To inform of Woolworths' proposal and offer an online briefing with the project team to better understand stakeholder views and concerns.	<ul style="list-style-type: none"> Rose Bay Primary School Parents and Citizens' Association
29th September	Email	To arrange a follow-up briefing with immediate residents to understand key issues of concern for Albemarle Ave residents.	<ul style="list-style-type: none"> Immediate neighbours (Albemarle Ave)
30th September	Online workshop	To understand local views and concerns and seek feedback on proposed vision and guiding principles for the proposal.	<ul style="list-style-type: none"> Immediate neighbours Wider Rose Bay community
30th September	Phone / Email	To inform of Woolworths' proposal and offer an online briefing with the project team to better understand stakeholder views and concerns.	<ul style="list-style-type: none"> Strata Committee for 494 – 496 Old South Head Road, Rose Bay
8th October	Email	To provide a high-level summary of key feedback received during the first stage of consultation.	<ul style="list-style-type: none"> Stage 1 consultation participants (i.e., workshops, survey, emails)
29th October	Online briefing	To inform of Woolworths' proposal and to understand views and concerns from the neighbouring school community.	<ul style="list-style-type: none"> Rose Bay Primary School Parents and Citizens' Association
29th October	In-person meeting	To meet with Albemarle Ave residents and understand key issues and concerns for these residents.	<ul style="list-style-type: none"> Albemarle Avenue residents
5th November	In-person meeting	To meet with adjacent residents and understand key issues and concerns for these residents.	<ul style="list-style-type: none"> Strata Committee for 494 – 496 Old South Head Road, Rose Bay

4.1.1 Project Email and Phone

A project email address (community@ethosurban.com) and telephone number **1800 870 549** for the Community Information Line were included on communications to provide the local community with a direct line to the Project Team to ask questions and provide feedback.

Throughout the first stage of consultation, approximately 45 separate enquiries were received and these enquiries centred on the consultation process, traffic impacts and local congestion, environmental factors, proposed store operations, and planning process.

4.1.2 Online Survey

As part of Stage 1 consultation activities, an online survey was promoted to local residents, businesses, and the wider Rose Bay community inviting feedback on initial design considerations, guiding principles, and areas for consideration.

The survey was open between 2nd September and 24th September 2021 and a total of 155 responses were received during this time. The key findings from this survey have been incorporated into Section 5.0 of this report, and a full list of questions has been included in Appendix A.

To ensure broad community awareness of the survey, the survey was promoted via:

- A letterbox drop to over 2,600 neighbouring businesses and residents on 2nd September 2021 (see Figure 2 for distribution map); and
- Targeted outreach through local stakeholder groups and social media groups.

4.1.3 Community Workshops

Building upon the feedback received during the online survey, two online Community Workshops were held with immediate residents and the broader Rose Bay Community on Thursday 16th September and Thursday 30th September from 7:00pm – 8:30pm.

The purpose of these workshops was to inform the Rose Bay community about the proposal, including initial design and planning considerations existing retail context, and to provide a forum in which questions and feedback could be provided to the project team. It was also an opportunity for Woolworths to seek input on the following guiding principles:

1. Considerate
2. Convenient
3. Consultative
4. Responsive

To ensure broad community awareness of the Community Workshops, the sessions were promoted via:

- A letterbox drop to over 2,600 neighbouring businesses and residents on 2nd September 2021 (see **Figure 2** for distribution map); and
- Targeted outreach through local stakeholder groups and social media groups.

A total of 25 community members participated in the first session and 30 in the second session (note multiple community members of the same household were represented via one login).

A copy of the letter and presentations have been included in **Appendix B** and **C**.

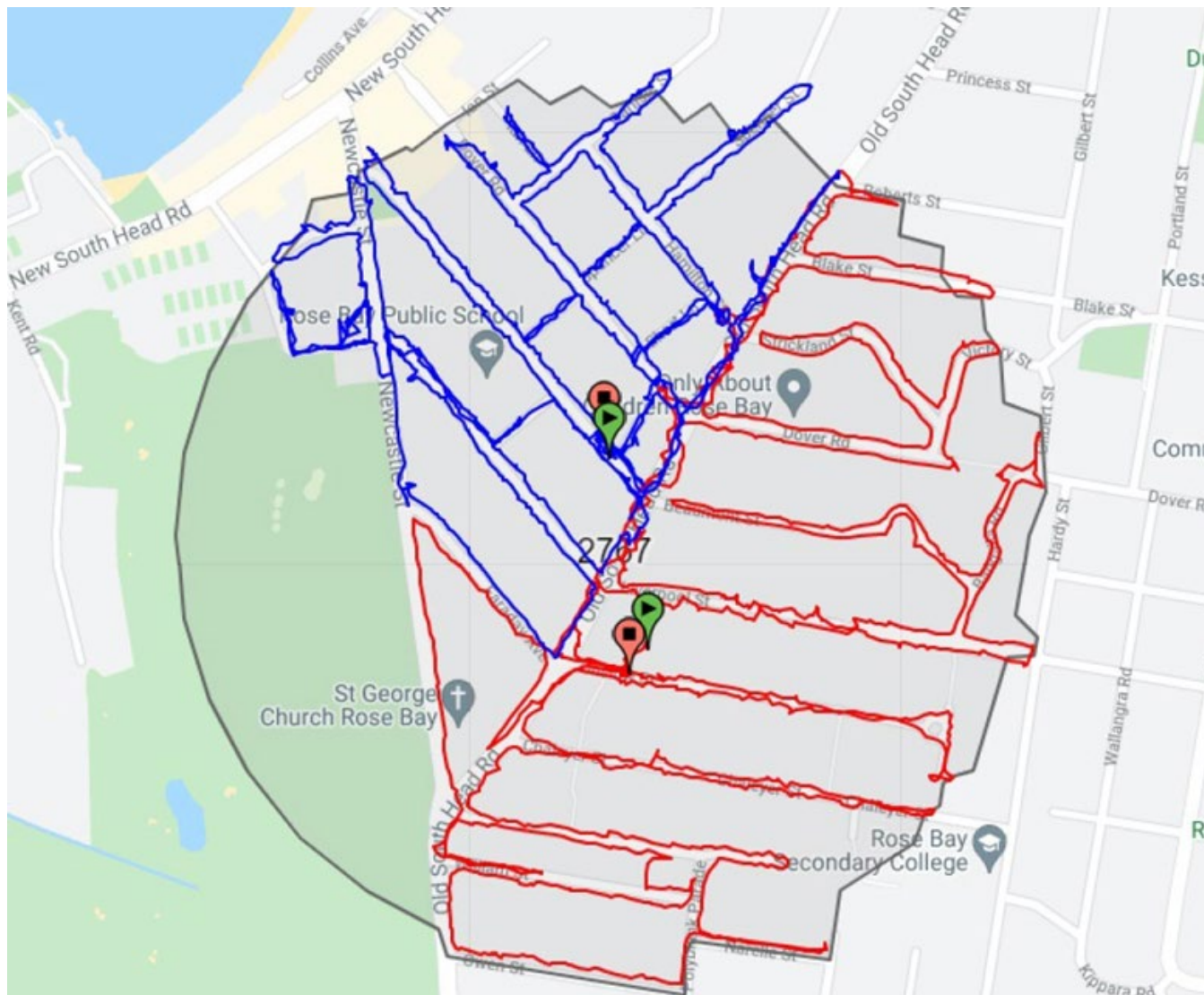


Figure 2 Distribution zone to promote stage 1 consultation activities (showing the properties where the letterbox drop occurred)

Source: Google maps, edits by Ethos Urban

4.2 Stage 2: Providing project information and a direct line of communication

A project website was launched in 2022 to provide the community with project information, an avenue to ask questions, contact the project team and to outline how community feedback received during the first stage of consultation was considered in the development and refinement of the proposal.

The following table provides a high-level summary of the key engagement tools and activities implemented as part of the second consultation stage.

Table 2 Stage 2 Consultation Activities (2022)

Date	Activity	Purpose	Targeted Stakeholders
Just after lodgement with Council.	Project Website	<ul style="list-style-type: none"> Provide accurate and up to date project information for all residents, and the wider Rose Bay community. Provide a platform for direct communication with the project team to ask questions and raise concerns in the lead-up to and during the public exhibition period. 	<ul style="list-style-type: none"> Neighbouring Residents Key Stakeholders Wider Rose Bay community Woollahra LGA
Post Lodgement	Online briefings	<ul style="list-style-type: none"> Follow up briefings with immediate residents and key stakeholders to talk through how initial feedback has shaped the current draft proposal 	<ul style="list-style-type: none"> Neighbouring Residents Key Stakeholders

Date	Activity	Purpose	Targeted Stakeholders
		and advise on next project stages and exhibition windows.	

5.0 Engagement Feedback and Project Response

5.1 Community and Stakeholder Feedback

The following section outlines feedback received during community engagement and how Woolworths' proposed plans have considered this feedback.

Table 3 *Summary of Community Consultation*

Issues	Detail	Project Response
Traffic and Access Arrangements	<ul style="list-style-type: none"> Impacts to existing over capacity on local road network (i.e., congestion and parking). Traffic assessments to be undertaken outside of lockdown periods and during school pick-up / drop-off times to understand extent of congestion issues. 	<ul style="list-style-type: none"> Woolworths conducted a preliminary traffic assessment to identify potential traffic impacts, access arrangements, car parking requirements, and other traffic and pedestrian considerations. Design changes were incorporated to respond to the community input and traffic assessment Woolworths engaged with the Authorities to seek to improve the traffic outcome for the community A comprehensive traffic study will be undertaken as part of future detailed planning for the site in consultation with Council and Transport for NSW, to identify traffic and traffic infrastructure requirements in and around the site, including measures to ensure pedestrian safety. Traffic counts were undertaken in November and December 2021, to ensure road volumes were measured after stay at home measures were no longer in place.
	<ul style="list-style-type: none"> Adequate onsite parking provisions for not only customers and residents but Woolworths staff. Ongoing issues with other OSH customers parking across driveways in surrounding streets. Encouragement of walk-in customers rather than car usage. Impacts of car park entry and exits on traffic flow. 	<ul style="list-style-type: none"> Woolworths intends to provide adequate parking to ensure compliance with local planning controls. The plans are compliant with indicative reference schemes. Furthermore, in response to the growing demand for the online offering, Woolworths is proposing dedicated parking spaces as part of the proposal for Direct to Boot Spaces included in the basement. Proposed inclusion of publicly accessible e-bike charging to be incorporated in the indicative reference scheme. reducing reliance on private vehicle as a mode of access to the site.
	<ul style="list-style-type: none"> Coordination of online order pick-ups and existing congestion at proposed access locations. Store delivery times should minimise traffic on local roads and interface with school pick- up/drop-offs. Access for deliveries and waste collection should not be in Albemarle Ave but in Old South Head Road. 	<ul style="list-style-type: none"> Store delivery and operational hours have not been finalised, however this will be a consideration in the more detailed planning stages The Loading dock truck size has been reduced, in response to community concerns. Woolworths understands the constraints of the existing road network and is looking to work through these issues as

Issues	Detail	Project Response
	<ul style="list-style-type: none"> Consideration of neighbouring of the location of the loading dock to reduce odour, noise and visual impacts. 	<ul style="list-style-type: none"> part of the Development Application stage.
	<ul style="list-style-type: none"> Proximity to Rose Bay Public School and consideration of peak hour congestion and safety of pedestrians and vehicles. 	<ul style="list-style-type: none"> Woolworths has noted the P&C concerns, and informed them that this is managed in different locations with similar walking access via the logistics network.
Proposed Rezoning of 30 Albemarle Ave	<ul style="list-style-type: none"> Rezoning of residential land and precedence for subsequent future overdevelopment within Albemarle Avenue. Loss of property value. Encroachment into a low-density area is out of context for the Rose Bay Village. 	<ul style="list-style-type: none"> The current proposal aims to help enable better design and planning outcomes, including: <ul style="list-style-type: none"> Sufficient landscape buffer between proposed building and adjacent residents Support traffic flow, parking and access/exit arrangements on site.
	<ul style="list-style-type: none"> Building envelope for the 30 Albemarle Avenue site should be no greater than what is already permissible under current zoning. 	<ul style="list-style-type: none"> A site transition and setback with a deep soil zone, superior to the outcome that would be achieved if redevelopment was to occur without the rezoning of 30 Albemarle Avenue.
	<ul style="list-style-type: none"> Questions raised around proposed setbacks between proposed development and adjacent residents on Albemarle Avenue. Overshadowing. Landscape buffer. 	<ul style="list-style-type: none"> Woolworths has noted the concerns expressed by the Albemarle Ave residents, and have considered the need for setbacks, greenery and pedestrian resting zones in the design and amended the indicative concept design to reflect this feedback Indicative concept designs now include public seating, incorporated within the ground level western setback zone, provided with the option for e-bike charging station. Current planning controls will ensure there is adequate setback between the ground plane and upper floor balconies. Design considerations are to ensure balcony design is activated so there is no impact to lines of sight / privacy. Screening is to be incorporated in detailed design. In response to Community feedback, the current indicative concept design exceeds the requirements of Australian Design Guidelines for setbacks. Key design considerations include the set-back and landscape of the site. Initial design concepts had a 3m landscape buffer between site and 28A Albemarle Ave. In response to community feedback, this has been increased to a 9m deep soil setback zone including a public pocket plaza within the indicative concept design.
	<ul style="list-style-type: none"> Concern with other unsuccessful Woolworths rezonings projects. Future intentions for the site if the Planning Proposal is unsuccessful. 	<ul style="list-style-type: none"> Woolworths believes the current proposals offers a better outcome for the local area: <ul style="list-style-type: none"> Community feedback has been incorporated into the designs in a way that allows for a greater transition and

Issues	Detail	Project Response
		<p>zone for landscaping as a buffer to the residential area</p> <ul style="list-style-type: none"> - This outcome is better for the local area, as it provides more of a buffer to neighbouring residents than would otherwise be provided in a typical MUI redevelopment of the service station site
Mixed-use precinct and addition of apartments	<ul style="list-style-type: none"> • Concern over the community benefit of apartments. • Local roads and services are at capacity and not equipped for additional apartments. • Height impacts. Anything above two storeys is outside of the Rose Bay village feel. 	<ul style="list-style-type: none"> • The site sits within a mixed retail and commercial centre with surrounding low to medium density residential. This site has been identified by Council as a gateway site. • Woolworths are looking at incorporating quality and choice for long term residents who are looking to downsize, in an offering in line with the local village character.
Consultation	<ul style="list-style-type: none"> • Woolworth considers the needs, opinions, and requirements of those who live and work around the proposed site. 	<ul style="list-style-type: none"> • Woolworths recognises the importance of enabling community feedback and input into any future Woolworths site and this principle has been adopted in this proposal with the scheme adapted to reflect feedback.. • Woolworths is committed to engaging with stakeholders in the future and will continue to keep stakeholders and the community informed during the phases of the project, including the statutory public exhibition process.
	<ul style="list-style-type: none"> • Request for detailed plans and studies submitted to Council as part of the consultation process. • Ongoing consultation with immediate neighbours (i.e., Albemarle residents and Rose Bay Public School) and ability to demonstrate how feedback has been considered and addressed. 	<ul style="list-style-type: none"> • Detailed plans and studies will be made available through the statutory Public Exhibition process. At the time of the community workshops, no formal proposal had been submitted to Council.
Design considerations	<ul style="list-style-type: none"> • Flooding impacts. Residents noted issues with nearby Harris Farm development and flooding during site excavations. 	<ul style="list-style-type: none"> • Note the site is located in the 'Flood planning area' under the <i>Woollahra Local Environmental Plan 2014</i> and this will be a key consideration to the proposed design and layout. • Consultation with Council's engineers has been integrated into the design and flood mitigation measures.
	<ul style="list-style-type: none"> • Accessibility and mobility issues for future customers (i.e., ramps for walkers). 	<ul style="list-style-type: none"> • Levels adjusted in consultation with engineers to provide an at-grade primary access point adjacent to the main intersection. • Travelators and lifts provided for ease of accessibility.
	<ul style="list-style-type: none"> • Solar access, privacy and view lines are maintained for neighbours on Albemarle Ave. • Ensure lighting, noise, and other potential impacts to those who live and work around the site are minimised. 	<ul style="list-style-type: none"> • As part of planning for the site, we have identified the following design considerations that our plans will address through the next stages of the project: <ul style="list-style-type: none"> - Maintain good access to natural light for surrounding neighbours

Issues	Detail	Project Response
		<ul style="list-style-type: none"> - Minimise potential noise impacts through effective acoustic treatments. - Provide safe, accessible access around and through the site for customers and residents. - Ensure lighting and signage is in keeping with the village atmosphere.
	<ul style="list-style-type: none"> • Includes open space and landscape that is accessible to the community. • Keep open spaces and parks to reduce number of people and overall congestion. • Open space and landscaping at ground level to provide relief from the built up density on Old South Head Road - similar to the openness that the site currently provides. 	<ul style="list-style-type: none"> • This feedback has been incorporated into the indicative concept design, including the open space and landscaping, pedestrian resting zones, e-bike charging stations, and 9m deep soil setback.
	<ul style="list-style-type: none"> • Need to ensure proposed design sympathetically integrates into the Rose Bay Village local character. • Development presents an opportunity to improve (not just reflect) the village environment. 	<ul style="list-style-type: none"> • Indicative concept design strategies include proposed massing, articulation, awning, programs, accessibility and corner activations, deep soil and greenery, solar access and landscaping.
	<ul style="list-style-type: none"> • Design of the development to be inspiring, world class and contemporary focusing on benchmark sustainability credentials. • Incorporates sustainable building and design practices. • Design to reflect the local character and ensure a high-quality streetscape / ground plane. 	<ul style="list-style-type: none"> • Woolworths has partnered with Sydney based PBD Architects to deliver a project that reflects the character of the Rose Bay South Local Centre high street. • With extensive experience, a commitment to excellence and an in-depth knowledge of the local character and values, we believe PBD Architects are well placed to deliver on our vision. Recent residential projects include The Aristocrat, Rose Bay, O'Sullivan Road, Bellevue Hill and Wellington St, Bondi.
Planning process	<ul style="list-style-type: none"> • Duration of the planning process and future construction phases. 	<ul style="list-style-type: none"> • Prior to lodging a Development Application, Woolworths has prepared a planning proposal. If approved, Woolworths anticipates a further 12-18 months for a Development Application documentation and assessment process. • Following PP and DA approvals, Detailed Design and Contractor Appointment will follow and it is anticipated construction could commence in 2026.
	<ul style="list-style-type: none"> • Development Application lodgement. 	<ul style="list-style-type: none"> • Prior to lodging a Development Application, Woolworths have prepared a planning proposal that seeks to retain R2 on 30 Albemarle, but add "retail premises" and "shop top housing" as permissible land uses when redeveloped in conjunction with the former service station site. • If supported, Woolworths will then prepare and lodge a Development Application for the site.
Proposed store operations and offering	<ul style="list-style-type: none"> • Mixed responses to the proposed scale. Some feedback suggested a Metro is a more appropriate size for the site, while 	<ul style="list-style-type: none"> • This proposal provides the opportunity for fresh food and daily needs, closer to

Issues	Detail	Project Response
	<p>others noted a full line supermarket is required to service the immediate area.</p> <ul style="list-style-type: none"> Further information requested around economic need and analysis for full line supermarket and proposed two-level offering. 	<p>home, rather than driving outside of the area to other full-line supermarkets.</p> <ul style="list-style-type: none"> The size of the Woolworths store is more aligned with a small to medium sized supermarket offering, with a high range of stock items. Product selection will be tailored to the local community preferences will form part of the operational plans, later in the process. The proposed supermarket is a small to medium scale that is larger than the current 'Metro offerings' within the Rose Bay trading area, but less than half the size of Woolworths Double Bay's full line supermarket.
	<ul style="list-style-type: none"> The area is well-serviced already by existing smaller scale and full line supermarkets, and other smaller food grocery stores. 	<ul style="list-style-type: none"> A new store will be an important component of the Rose Bay retail network and would encourage convenience-based supermarket facilities near resident homes, reducing congestion at other stores in Bondi Junction and Double Bay and on the local road network. The proposed development will serve a unique role in the retail network, providing a next generation store that caters to new and emerging food and grocery trends and shopping patterns, including online and 'direct to boot' services.
	<ul style="list-style-type: none"> Proposed product offering, including diversity of product range, as well as concerns over hot foods and smells produced. Organic and bulk foods with a focus on reducing plastic. Consideration of quality of services and offering rather than quantity. Diversity of choice and a high quality product range beyond everyday needs. 	<ul style="list-style-type: none"> Woolworths will implement controls and management plans to ensure operational impacts on neighbouring residents are limited.
	<ul style="list-style-type: none"> Liquor retail 	<ul style="list-style-type: none"> Liquor in a small format is being considered by Woolworths. If confirmed, this will be proposed at the DA stage.
Short-term activation	<ul style="list-style-type: none"> Will the site be activated during the planning process? Suggestions provided for a community garden sponsored by Woolworths in the site for the short- and/or long-term. 	<ul style="list-style-type: none"> The site has been repurposed as a temporary Woolworths Direct to Boot pick up store, which was approved under DA/502/2019. This operation commenced in December 2023.
Noise / store impacts to adjacent residents	<ul style="list-style-type: none"> Shopping trolleys and other store items should not end up on the surrounding streets. 	<ul style="list-style-type: none"> Noted
	<ul style="list-style-type: none"> Noise impacts from truck deliveries to/from the site (i.e., reverse beepers). 	<ul style="list-style-type: none"> As the project is still in the early stages of planning, the proposed operating and delivery hours are not yet finalised. Similar sized-supermarkets have 7:00am – 9:00pm for delivery hours; however, feedback through consultation will be considered.

Issues	Detail	Project Response
	<ul style="list-style-type: none"> Concerns around noise during construction phase particularly when working from home and home schooling. Future construction phase is in line with local Council requirements. 	<ul style="list-style-type: none"> Upon approval of a Development Application, Woolworths will prepare a Construction Management Plan which will outline how the contractor will mitigate impacts such as noise, dust, and vibration. Further consultation prior to any works taking place will be undertaken with neighbouring residents.
Community Development and Growth	<ul style="list-style-type: none"> Questions were raised regarding how the proposal would contribute to community development, growth and activation of the public space. The suggestion of Rose Bay Public School involvement was made. 	<ul style="list-style-type: none"> All Woolworths stores have a dedicated community budget, for things like partnerships with schools or early learning centres. Part of the role of the store manager is to identify opportunities with local community. Woolworths is engaging Rose Bay Public School as part of the consultation process.

6.0 Next Steps

Woolworths recognises the importance of enabling community feedback and input into any future Woolworths site.

As outlined in this report, the feedback received during the pre-Planning Proposal consultation provided the project team with a better understanding of the local context and the concerns from neighbouring residents and businesses. As such, this early consultation allowed for the project team to respond to this feedback and refine the design and elements of the store's future operations.

6.1 Stage 2: Providing project information and a direct line of communication

Woolworths will continue to meet with key local neighbours and wider community as the project progresses. A website has been launched to provide neighbouring residents and the wider community a platform to find project information, an avenue to ask questions, review the consultation to date, and contact the project team

Woolworths is committed to engaging with stakeholders in the future and will continue to meet with stakeholders and the community, gather feedback and keep them informed during the next phases of the project including the statutory public exhibition process. This will include but is not limited to:

- Follow up meetings with key stakeholder, including Council Representatives and neighbouring residents.
- Website updates to reflect the current Planning Proposal, including the changes sought to the existing planning controls and the indicative concept design.
- Geotargeted advertisements on social media and within newspapers.
- Contact details of the project team to ask questions and provide feedback

6.2 Stage 3: Public Exhibition

Woolworth will undertake additional engagement as required, including updating near neighbours to ensure awareness of the opportunity to provide comments during the Public Exhibition period.

6.3 Ongoing

Should the Planning Proposal receive approval, Woolworths recognises the importance of continued engagement with near neighbours, businesses and the wider Rose Bay community and will continue to meet with and engage on developed schemes prior to and during the Development Application stage.

Appendix A Community Survey Questions

Number	Question	Detail
Demographics & Connection to the Area		
1	What is your connection to the Rose Bay community? (select all that apply)	<ul style="list-style-type: none"> • Business owner • Local Resident • Have family and/or friends that live in the area • Education purposes (i.e. attend school, or teach in the area) • Work within Rose Bay • Other (please specify)
2	If a resident, how long have you lived in Rose Bay?	<ul style="list-style-type: none"> • Less than 12 months • More than 12 months but less than 5 years • More than 5 years but less than 10 years • More than 10 years but less than 20 years • More than 20 years
3	What is your age bracket?	<ul style="list-style-type: none"> • Under 18 • 18 – 24 • 25 – 34 • 35 – 44 • 45 – 54 • 55 – 64 • 65+
Proposed Development		
4	Does this vision align with your aspirations for the community?	<ul style="list-style-type: none"> • Yes • No
5	For Woolworths to deliver a retail and residential project with convenience for Rose Bay Village, what are the top three priorities our future detailed plans need to address? (Select up to three)	<ul style="list-style-type: none"> • Provide adequate off-street parking for customers • Provide products and ranges that meets local needs • Ensure store opening hours meets local needs • Provide options for click and collect service for customers • Other (please specify)
6	For Woolworths to deliver a retail and residential project for Rose Bay Village with quality in mind, what are the top three priorities our future detailed plans need to address? (Select up to three)	<ul style="list-style-type: none"> • Reflect the local context of the area in the architectural design or other design elements • Ensure store signage is integrated into the design • Ensure solar access and view lines are maintained for neighbours • Deliver a project which references and responds to the village setting • Other (please specify)
7	For Woolworths to deliver a retail and residential project for Rose Bay Village with community in mind, what are the top three priorities our future detailed plans need to address? (Select up to three)	<ul style="list-style-type: none"> • Ensure safety for pedestrians and customers • Ensure lighting, noise, and other potential impacts are minimised • Ensure privacy is maintained for neighbours • Support community partnerships or programs • Other (please specify)
8	As part of early planning for the site, we have identified the following design considerations. Please rank in the following design considerations, in order of importance to you.	<ul style="list-style-type: none"> • Maintain good access to natural light for surrounding neighbours • Minimise potential noise impacts through effective acoustic treatments

Number	Question	Detail
		<ul style="list-style-type: none"> • Provide safe, accessible access around and through the site for customers and residents • Ensure lighting and signage is in keeping with the village atmosphere
9	Are there any other design considerations that are important to you?	<ul style="list-style-type: none"> • Open response option
10	What are your thoughts on the guiding principles? What do they mean to you?	<ul style="list-style-type: none"> • Open response option
11	Do you have any other comments you would like to provide?	<ul style="list-style-type: none"> • Open response option
12	If you would like to receive project updates as we progress further detailed planning for the site, as well as further opportunities to have your say, please enter your email below:	<ul style="list-style-type: none"> • Option to provide contact details

Source: [\[Click to add text\]](#)

Appendix B Letter to Residents



2 September 2021

Dear Neighbour,

Planning for the former Caltex Service Station for high quality retail and apartments

Woolworths is in the early stage of preparing plans for an architecturally designed project including a smaller scale Woolworths and around 20 residential apartments at the former Caltex site at 488 Old South Head Road and 30 Albemarle Avenue, Rose Bay, after acquiring the site in 2019.

Our vision is to create a high quality, architecturally designed development that responds to the needs of the Rose Bay community. The plans would incorporate a smaller scale Woolworths store and a small number of apartments - around 20 apartments up to four storeys - and will be designed with convenience, quality, and sustainability in mind.

A proposed smaller scale Woolworths store would provide locals with a convenient shopping experience and fresh offer, supported by dedicated parking for contactless pick up via our direct to boot service.

Our proposal will be designed to comply with site height limits of up to four storeys, and a small section of the site will require a rezoning from residential to retail use.

Community consultation to understand local views

We are engaging with the community during this early planning stage, to understand local views and what needs to be considered in our future plans.

We have appointed independent community engagement consultants, Ethos Urban, to support our community engagement on this project.

Throughout September we will be consulting with residents and the community to ensure our future plans reflect the needs and character of Rose Bay Village. We will be holding an online community workshop where you can meet the project team, learn more about our vision for the site, and share your views.

Online community workshop, Thursday 16 September from 7:00pm – 8:30pm.

Register to attend by Wednesday 15 September via the QR code below:



If you are unable to attend the community workshop but would like to have your say, you can provide your views via the online survey.

If you have any questions, please contact us via Ethos Urban on 1800 531 535 or email to community@ethosurban.com.

Yours sincerely,

Pierre Abrahamse
Head of Mixed Use Property Development
Woolworths Group

Online survey

Scan the QR code below to complete the survey.



This survey will be open until 24 September 2021.

Appendix C Online Community Workshop Presentation

30 September 2021



September 2021



Acknowledgment of Country

We acknowledge this site is on the land of the Gadigal and Birrabirragal people, the traditional custodians of the land.

We pay our respects to Elders past, present and emerging.



Project team



Pierre Abrahamse
Head of Mixed-Use Property
Development
Woolworths Group



James Colling
Development Manager
Woolworths Group



Nina Macken
Director –
Communications and
Engagement
Ethos Urban



Lizzie Matkovich
Associate Director –
Communications and
Engagement
Ethos Urban



Workshop agenda

We're engaging with the community to understand local views to ensure our future plans are considerate of the needs and concerns of the Rose Bay community.

- Meeting overview and introductions
- Where are we now?
- Project context
- Audience Q & A
- Vision statement and guiding principles
- Audience Q & A
- Next steps



Former Caltex site at 488 Old South Head Road

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Video Conferencing Tips



Please ensure your microphone is on mute unless you are speaking



Use the Raise Your Hand function if you would like speak/ask a question



Use the Chat function to provide your feedback or submit a question



We encourage you to leave your camera on



Where are we now?

Woolworths is committed to providing early and meaningful engagement with Council, key stakeholders and the community in relation to the future redevelopment of the site.



[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Understanding local issues

As we prepare our plans, we have commenced early consultation with the Rose Bay community to help understand local views.

Key themes heard so far:

- Impact to local road network (i.e., congestion and parking capacity)
- Access to / from site and onsite parking provisions
- Rezoning the residential house and proposed interface between the building and our neighbours
- Mixed responses to the proposal, including apartments, size of store, and product offering
- Consideration of community demand within context of existing shopping village
- Anticipated planning and construction timeframes and proposed operational hours
- Proximity to school and maintaining safe movement of pedestrians and vehicles
- Contribution to the community (i.e., partnerships with local schools)
- Quality of design including landscaping, and sustainability principles

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]

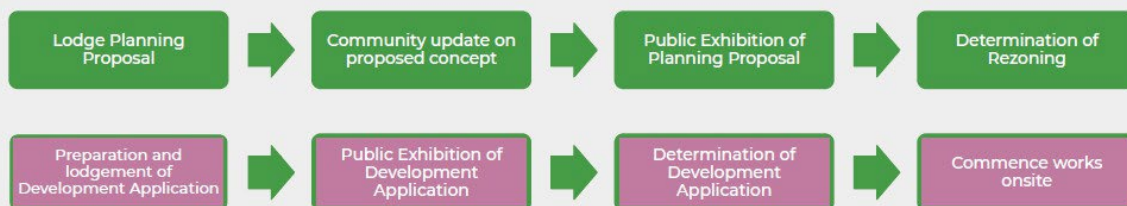


Planning Pathway

We will report back to the community on what we heard in the coming weeks as we further refine our concept plans.

Steps:

- Consider feedback gathered during consultation and refine the proposed scheme.
- Share how the feedback has informed the principles and vision for the project.
- Share the proposed concept prior to Public Exhibition.



[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Local retail context

No full-line supermarkets within the village or surrounding suburbs, several smaller, metro-based supermarkets for local top-up shopping and basic convenience needs.

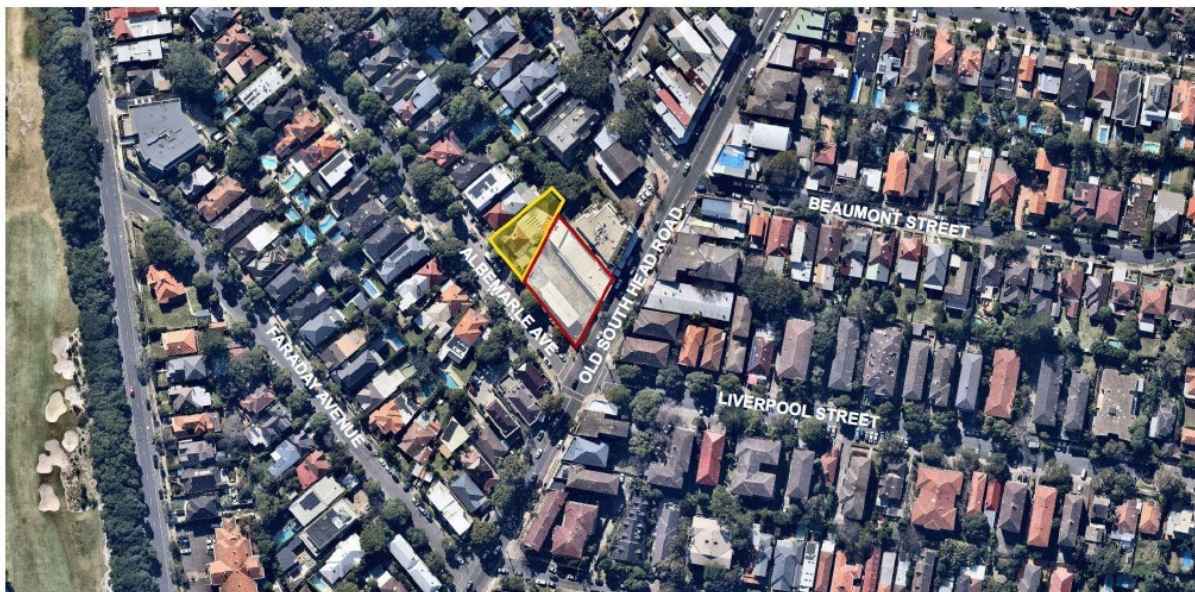
- Existing local supermarkets serve a local role, providing convenience-based retail.
- Opportunity for fresh food and daily needs, closer to home, rather than driving outside of the area to other full-line supermarkets.



[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Site context



Site opportunities and constraints

Access and road network

- Current entry and exits to the site from Old South Head Road and Albemarle Avenue.
- Recognise existing traffic and parking issues on local road network.

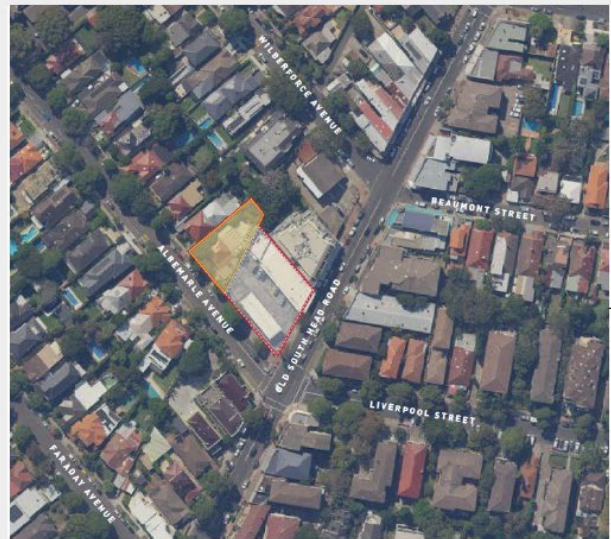
Surrounding development

- The site is in a mixed retail / commercial and residential area.
- Residential development to the north and north-west.

Flooding

- The site is located in the 'Flood planning area' under the Woollahra Local Environmental Plan 2014.

Aerial view of site



[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Partnering with PBD Architects

Commitment to excellence:

in design, architectural finishes, and quality contribution to local villages.

Extensive experience:

delivering high-quality residential and mixed-use projects in Sydney's east.

Local expertise:

Sydney-based team, knowledge of the local character and values.

Recent residential projects by PBD Architects:



Wellington Street, Bondi



The Aristocrat, Rose Bay



O'Sullivan Road, Bellevue Hill

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Planning controls for the site

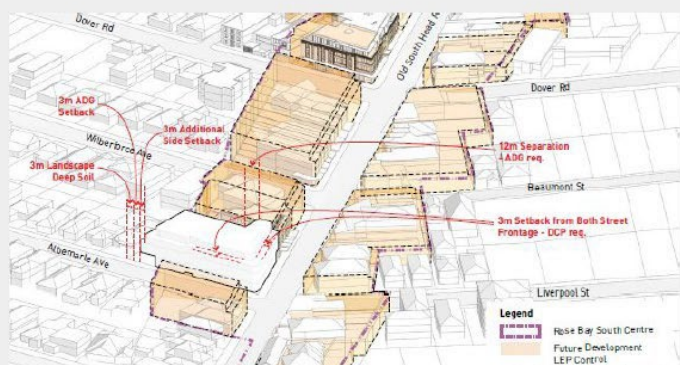
The site is subject to the Woollahra Local Environmental Plan 2014 and the Woollahra Development Control Plan 2015, including the following planning controls and considerations:

Site zoning		
B4 Mixed Use - 488-492 Old South Head Road	Residential and non-residential uses permitted.	No rezoning required
R2 Low Density Residential - 30 Albemarle Avenue	Commercial uses not permitted.	Rezoning required
'Key Corner Gateway site' to the Rose Bay South Mixed Use Centre		
<ul style="list-style-type: none"> • High quality urban design encouraged by Council • Retail and commercial uses on lower grounds, residential on upper storeys • Building heights of up to four storeys • Built to street to reflect the character of a village high street. 		

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Development Control Principles



Building setbacks

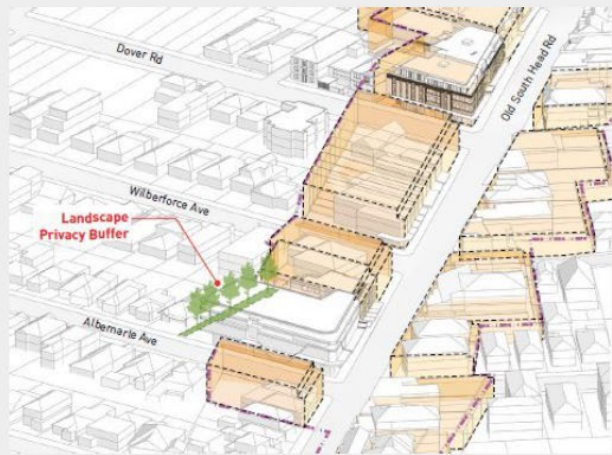
[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Development Control Principles continued



Proposed traffic movements

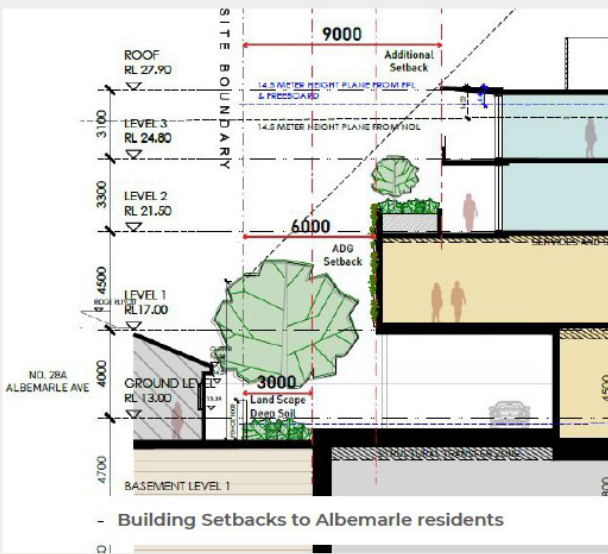


Proposed landscape buffer

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Development Control Principles continued



Recommended setback to neighbours (building separation)

- 3 metre landscape zone from boundary
- 6 metre separation to building on Level 1
- 9 metre separation from upper levels

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Proposed Woolworths Rose Bay project

Our vision is to create an inviting, local Woolworths that provides a great customer experience, in a high quality, architecturally designed development that responds to the needs of the Rose Bay community.

Smaller scale Woolworths	<ul style="list-style-type: none">• More than twice the size of our Rose Bay Metro store• Around two thirds the size of Woolworths Double Bay• Likely over two levels.
Local convenience	<ul style="list-style-type: none">• Convenient shopping experience and fresh offer• Around 3 levels of basement car parking• Dedicated online capacity for contactless pick up via our “direct to boot” service and increased local delivery windows.
High quality residential	<ul style="list-style-type: none">• Two levels of boutique apartments• Less than 20 apartments.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Early design thinking

Local Apartments...



Opportunities for greenery...



Reference imagery only

Opportunities to integrate signage...



Reference imagery only

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Community consultation

We're engaging with the community to understand local views to ensure our future plans are considerate of the needs and concerns of the Rose Bay community.

Community engagement activities:

- Two community workshops - 16 & 30 September
- Online survey (over 150 responses)
- Promotion and feedback through local Facebook community groups
- Meetings with local community groups and organisations (i.e., Rose Bay PS P & C)
- Street briefing with immediate residents
- Newsletter summarising key feedback received during workshops and survey.



There are additional opportunities to provide feedback on the proposed plans directly to Council, at two future Public Exhibition stages.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Questions



[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Our vision

Our vision is to deliver a retail and residential project that is considerate and responds to the needs of the Rose Bay community and is designed with convenience, quality, and community in mind.

To deliver a retail and residential project with convenience in mind, we heard the top 3 priorities are:

1. Provide adequate off-street parking for customers (77% of respondents)
2. Provide products and ranges that meet local needs (65% of respondents)
3. Ensure store opening hours meet local needs (56% of respondents)

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Our vision continued

To deliver a retail and residential project with quality in mind, we heard the top 3 priorities are:

1. Deliver a project which references and responds to the village setting (66% of respondents)
2. Reflect the local context of the area in the architectural design or other design elements (64% of respondents)
3. Ensure solar access and view lines are maintained for neighbours (44% of respondents)

Other feedback included:

- Adequate stock levels, diversity of product choice, green areas and public space, inspiring design that is a benchmark in sustainability, accessibility for prams and mobility

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Our vision continued

To deliver a retail and residential project with community in mind, we heard the top 3 priorities are:

1. Ensure lighting, noise, and other potential impacts are minimised (77% of respondents)
2. Ensure safety for pedestrians and customers (69% of respondents)
3. Ensure privacy is maintained for neighbours (60% of respondents)

Other feedback included:

- Design and proposal is considerate of those who live and work around the site
- Consideration to local retail context
- Genuine community consultation
- Consideration of existing traffic issues (i.e., access points, off-street parking)

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Design considerations

As part of early planning for the site, we have identified the following design considerations that our plans will address:

1. Minimise potential noise impacts through effective acoustic treatments
2. Maintain good access to natural light for surrounding neighbours
3. Provide safe, accessible access around the site for customers and residents
4. Ensure lighting and signage is in keeping with the village atmosphere
5. Reference to local history, buildings, or other local qualities.

Other feedback included:

- Alignment with context and local village atmosphere
- High quality architectural design and landscaping
- Customer accessibility
- Consideration of customer and vehicle access point in context of local traffic

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Guiding principles

Principles and priorities that will guide decisions that inform the design, delivery, and operations of any future development on the site.

Considerate



- High quality design.
- Sustainable building design and operations.

What We've Heard

- Consideration and consultative of community concerns (i.e., traffic management, residential environment, safety) and local context.
- Consideration of neighbours during construction and operations.
- Consideration of ground floor and interface with residential environment.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Guiding principles continued

Principles and priorities that will guide the decisions that inform the design, delivery, and operations of any future development on the site.

Convenient



- Local choice for fresh food and everyday needs.
- Adequate off-street parking, dedicated car parking and "direct to boot" service.

What We've Heard

- Diversity of choice and a high quality product range beyond everyday needs.
- Connection to existing community village atmosphere.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Guiding principles continued

Principles and priorities that will guide the decisions that inform the design, delivery, and operations of any future development on the site.

Consultative



- Invite community input into the project vision and design principles.
- Invite community feedback on potential design options.

What We've Heard

- Ongoing consultation with immediate neighbours (i.e., residents and local school).
- Ability to demonstrate how feedback has been considered.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Guiding principles continued

Principles and priorities that will guide the decisions that inform the design, delivery, and operations of any future development on the site.

Responsive



- Adheres to the height limit of four storeys, as permitted by Council's DCP.
- Provides mitigations to reduce potential impacts on adjoining residents and businesses, such as overshadowing and privacy.

What We've Heard

- Responsive to local character and design complements the existing Rose Bay village.
- Responsive to community feedback and concerns raised.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Guiding principles

Your feedback on these principles will help shape the design and delivery of the proposed smaller scale Woolworths and residential apartments.

Proposed guiding principles:

- Considerate
- Convenient
- Consultative
- Responsive

Workshop exercise:

- What's really important to you?
- What are your thoughts on the guiding principles?
- What are the most important things for us to consider?

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]

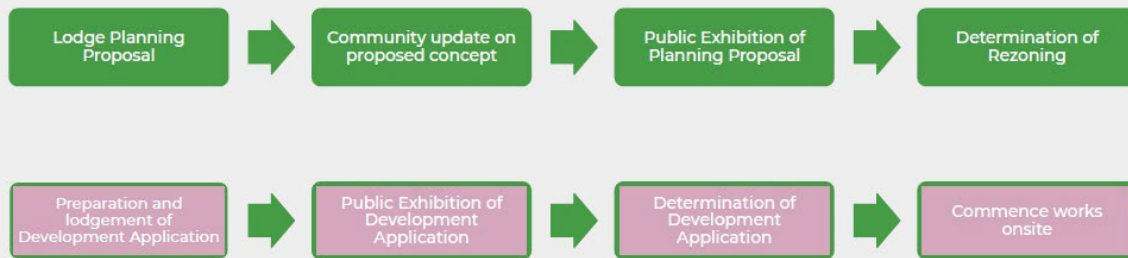


Workshop wrap-up

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



What next?



[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Workshop wrap-up continued

We will report back to the community on what we heard in the coming weeks as we further refine our planning proposal.

Next steps:

- Consider feedback gathered during the consultation process and refine the concepts.
- Share how community feedback has informed the principles and vision for the project.
- Share the proposed scheme prior to Public Exhibition.

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]



Thank you

Your feedback will help ensure our future plans are considerate of the needs and concerns of the Rose Bay community.

Want to be kept informed as the project progresses or provide further feedback?

- Email the project team via **community@ethosurban.com**

[Presentation for Community workshop on 30 September 2021 - Proposed Woolworths Rose Bay Project]

