

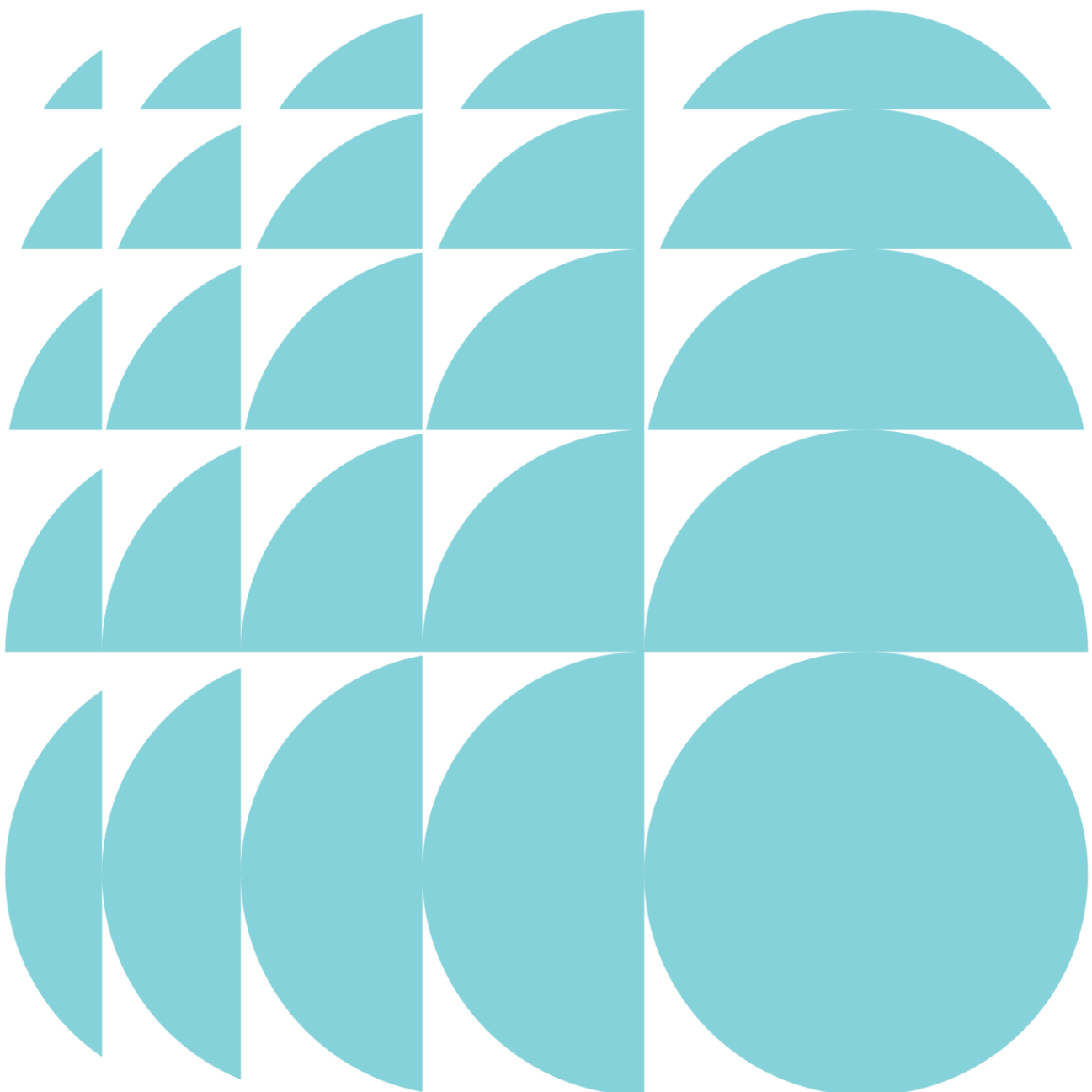
# ETHOS URBAN

## Social and Economic Impact Assessment and Strategy

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

Submitted to Woollahra Council  
On behalf of Fabcot Pty Ltd

4 March 2022 | 2200227



*COVID-19 is an unprecedented global health crisis and economic event that is rapidly evolving. In these circumstances the short-term economic environment is extremely uncertain, especially where the forecasting of social and economic trends is involved. At the current time, the research and analysis of economic data – such as forecasts of economic activity, population and employment growth, and so on – reflects a return to “business as usual” scenario, while also noting the potential impacts that may be associated with the COVID-19 virus and the anticipated return to growth in economic indicators. Where required, we will be clear where a specific consideration of the implications of COVID-19 is being provided outside a business as usual scenario.*

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# Contents

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Executive Summary	1
Introduction	5
1.0 Site context	6
1.1 Rose Bay local context	6
1.2 Site location and context	6
1.3 Site description	7

---

2.0 Planning Proposal	9
2.1 Proposed planning controls	9
2.2 Indicative reference scheme	9

---

3.0 Strategic context and trends	13
3.1 Policy drivers	13
3.2 Social and economic issues and trends	14

---

4.0 Local social and economic context	20
4.1 Local social infrastructure context	20
4.2 Trade area definition – Proposed development	21
4.3 Population profile	24
4.4 Competitive environment	30
4.5 Supermarket customer visitation and expenditure analysis	36

---

5.0 Community and stakeholder perspectives	40
5.1 Overview of consultation process	40
5.2 Engagement outcomes	40

---

6.0 Social Impact Assessment	45
6.1 Assessment framework and scope	45
6.2 Key affected communities	45
6.3 Impact assessment factors and responses	46
6.4 Impact assessment and responses by social factor	48

---

7.0 Economic Impact Assessment	58
7.1 Introduction	58
7.2 Market demand	58
7.3 Economic Impact Assessment	61

---

8.0 Social and Economic Strategy	69
----------------------------------	----

# Contents

## Figures

Figure 1	Locational context map	7
Figure 2	Site aerial	8
Figure 3	Street View from Corner Old South Head Road & Albemarle Avenue	10
Figure 4	Street View from Albemarle Avenue	10
Figure 5	Albemarle Avenue frontage	11
Figure 6	Site Plan – Ground Level	11
Figure 7	Site Plan – Level 1	12
Figure 8	Local social infrastructure and public transport context	21
Figure 9	Rose Bay Trade Area and Competitive Environment	23
Figure 10	Rose Bay TTA – Shopfront Locations	34
Figure 11	Rose Bay South (Old South Head Road) Precinct – Shopfront Summary	35
Figure 12	Customer place of residence – Near mobile location data, Woolworths Double Bay and Coles Rose Bay	38

## Tables

Table 1	Strategic Policy Overview	13
Table 2	Schools and student numbers within the Rose Bay region	21
Table 3	Trade Area Resident Profile, 2016 Census	25
Table 4	Existing and projected trade area population	27
Table 5	Trade Area Retail Spending Per Capita (\$2021)	28
Table 6	Trade Area Total Retail Expenditure, 2021 to 2016 (\$2021)	29
Table 7	Surrounding supermarket context	32
Table 8	Rose Bay summary of shopfronts (based on January 2022 audit)	36
Table 9	Customer visitation by suburb (top 10)	39
Table 10	Summary of feedback	40
Table 11	Defining magnitude levels for social impacts	47
Table 12	Defining likelihood levels of social impacts	47
Table 13	Social impact significance matrix	47
Table 14	Rose Bay Woolworths – Distribution of Impacts	65
Table 15	Construction Employment	66
Table 16	Rose Bay Development – Estimated Economic Output at Full Occupancy	67
Table 17	Estimated Additional Retail Expenditure at Full Occupancy	67

## Executive Summary

The purpose of this report is to assess the social and economic impacts of the Woolworths Rose Bay development, and recommend strategic directions to optimise social and economic outcomes.

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### Site and proposed development

This Social and Economic Assessment has been prepared for the redevelopment of the former Caltex service station site at 488-492 Old South Head Road & 30 Albemarle Avenue, Rose Bay. In combination, this land is known as the 'subject site' with the proposed Woolworths Rose Bay scheme called the 'proposed development'.

Redevelopment of the subject site is planned to include a new Woolworths supermarket on the lower levels of the development, with 17 residential apartments on three upper levels. The Woolworths Rose Bay development will deliver a mixed-use project that benefits the local community, and the economic sustainability and success of the Rose Bay centre.

It is understood that the objectives of the development include:

- A built-form compatible with the desired character of the local area.
- Enhanced vibrancy and activation of a key intersection in the Rose Bay retail strip.
- Provision of new retail facilities and services not currently provided in the region, including a small to mid-size supermarket offer and provision of initiatives such as 'direct to boot' pick up services.
- Improved pedestrian and vehicular access across the site, with undercroft parking facilities as well as circular movements from Albemarle Avenue through to Old South Head Road.
- Provision of an activated ground plane designed to integrate with the broader Rose Bay South retail strip.

The proposal is intended to catalyse a strengthened local economy, providing new employment opportunities and enhanced activation of the retail precinct in Rose Bay South.

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### Alignment of the development with community needs and government policy drivers

The development will also align with local community needs, as well as with government strategies for the site and suburb of Rose Bay, as outlined by the following:

- Consistency with state and local priorities to deliver a "30-minute city" emphasising high levels of services and infrastructure accessible to residential development.
- Provision of commercial and civic uses that deliver social benefits to communities, including:
  - Supporting community identity, cohesion and culture
  - Improving local access to community services, and
  - Increasing opportunities for active transport (walking to local retail and amenities) and reduced car dependency.
- Alignment with the retail needs of a local community that is relatively affluent and comprises a mix of ages and household types, including young couples and families through to older single person households.
- Support for increased community facilities and housing that will meet contemporary resident and worker requirements.

The Woolworths Rose Bay development will result in the addition of retail facilities and residential floorspace for the local area. It will generate a modest increase in floorspace for retail uses (predominately including the supermarket). Overall, the project primarily updates and replaces the vacant and underutilised former Caltex service station site in order to meet the needs of Rose Bay and the surrounding community.

An analysis of the Woolworths Rose Bay development indicates that the project is planned to result in a range of social and economic benefits.

## What does this redevelopment mean for Rose Bay?



Increasing activation in Rose Bay South, benefitting local businesses



New convenience based supermarket offer

**BASIX** +  **greenstar**

Best in class sustainability initiatives including Green Star and BASIX targets



**Community Pick up**

Respond to evolving customer requirements including 'Direct to Boot' services

Improved walkability and reduced car dependency



Generating +75 local employment opportunities



\$30m of investment into the local area, generating +153 jobs during construction

**\$5.3m**

Contributing \$5.3 million in value added to the economy each year

True live/work/play environment in an integrated community



## Social impacts of the development

This section of the report summarises the operational impacts of the development, as is appropriate to the Planning Proposal stage. Construction impacts would be assessed in greater detail at Development Application stage, at which point additional information can be provided. A summary of the likely construction social impacts is included as part of the social impact assessment in Chapter 6.0.

Identified positive social impacts and benefits of the development are as follows:

- Increased convenience and amenity for the local community, including integrated shopping services in addition to residential activity on site.
- Increased local employment opportunities through the creation of enhanced and expanded retail floorspace.
- Increased convenience for local workers as well as residents, with the subject site in close proximity to public transport.
- Longer term benefits to community cohesion associated with the provision of a well-connected, integrated project in an established activity centre.
- Health and wellbeing benefits for the local community with the co-location of uses, including a supermarket together with additional residential dwellings, encouraging active travel (walking and cycling) and lifestyles, providing easy access to fresh fruit and vegetables.
- Improvements to local amenity and streetscape through the project design and ground plane provisions, opportunities for public art, and increased access to public open space via the proposed deep soil zone with seating and vegetation.

Potentially negative social impacts that have been identified are as follows:

- Changes to sense of place for community members arising from the development.

This report sets out recommended mitigation measures for potentially negative impacts, and suggests strategic directions for optimising community benefits.

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## Economic impacts of the development

Economic impacts and benefits expected to result from the Woolworths Rose Bay development include:

- The redevelopment includes the replacement of the former Caltex service station site and redevelopment of an underutilised site in Rose Bay South.
- The delivery of a contemporary small to mid-sized sized supermarket to a large trade area population of over 30,000 residents. The project will deliver a critical component of a successful retail network including a supermarket offer with an expanded range that will provide approximately twice as many product lines or Stock Keeping Units (SKUs) than any existing supermarket within the local area.
- Provision of new services that better align to the existing and future needs of the community, including 'direct to boot' and pick-up services that respond to contemporary consumer supermarket requirements. These needs have been further highlighted during the COVID-19 pandemic where reduced contact, and a focus on convenience has been highlighted.
- The proposed store will be the largest in the local area, however, will remain a small to mid-sized supermarket, and therefore will be of an appropriate size and scale in keeping with the village feel of Rose Bay South. The proposed store will be less than half of the size of the existing major full-line supermarket at Double Bay.
- Due to the fact that the project will provide a new supermarket that will provide the largest food and grocery offer within the catchment, it is anticipated that the majority of any sales impacts will predominately fall on other existing full-line supermarkets located in the broader area – including major full-line stores at Bondi Junction and Double Bay. As such, any negative trading impacts on existing businesses will not detrimentally impact the viability or continued operation of any existing facility, or use, within the local area. Any trading impact will be short-term only, and existing and future businesses will benefit from continued population and retail expenditure growth.
- The proposed development is estimated to result in direct investment of approximately \$30 million in the local area during the construction stage.

- Approximately **59 direct and 94 indirect FTE job years** are planned to be generated during the construction stage.
- Taking into account the future composition, the proposed development has the potential to support an additional **75 jobs** (including full-time, part-time and casual) when fully occupied and operational.
- Increased economic output with the activities and employment supported by the development. The ongoing jobs resulting from the proposed development are estimated to generate some **\$5.3 million in value added to the economy each year** (2021 dollars).
- The proposed development will provide new homes for an estimated 44 residents. New residents at the development will generate additional retail expenditure estimated at \$0.9 million each year.
- Increased activation along Old South Head Road and the Rose Bay South centre is likely to result from the project, including the reactivation of the underutilised site. This activation will extend after normal business hours and on weekends, and will support additional pedestrian traffic in the Rose Bay South retail strip, directly benefiting local businesses.
- Enhance access for residents to key community facilities and convenience-based retail uses (including supermarkets food and groceries).
- Improve the retail offer, with an expanded range of supermarket items resulting from a store that is ~50% larger than any existing store in the locality and the delivery of a store that will deliver approximately double the number of product lines than existing smaller supermarkets in the local area. The improved offer will enhance customer choice and price competition within easy walking distance to a large number of local residents.
- Alignment with government strategies to increase amenity and employment within this part of Sydney.

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### **Social and Economic Strategy**

The social and economic strategy for the development sets out the following directions for enhancing social and economic value to the local community:

- |   |
|---|
| <ul style="list-style-type: none"><li>• Enhance the vibrancy and activation of Rose Bay to revitalise shopping areas and stimulate economy activity in order to drive local prosperity</li><li>• Enhance amenity and the “village atmosphere” of Rose Bay to deliver on community desire to retain and deliver quality places and spaces</li><li>• Support community health and wellbeing through enhanced access to health food and improving social connectivity</li><li>• Support a healthy environment and sustainability, including a mixture of Green Star and BASIX ratings targets for the development.</li></ul> |
|---|



## Introduction

This report provides a Social and Economic Assessment and Strategy of the Planning Proposal submitted to Woollahra Council for the redevelopment of the site at 488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay. This land is known as the ‘subject site’ with the proposed indicative reference scheme referred to as the ‘proposed development’.

The purpose of this report is to assess the social and economic impacts of the proposed development on the Rose Bay South local centre, and the immediate surrounding areas. In addition, a social and economic strategy is provided, which sets out directions for optimising the social and economic benefits of the project for the local community and economy.

### Overview of this report

This report is structured as follows:

**Section 1:** Describes the site context and surrounding development.

**Section 2:** Summarises the Planning Proposal.

**Section 3:** Sets out the strategic policy context and state and local government guidance for desired land use outcomes. This section also discusses local social and economic trends of relevance to the development, including the importance of supermarkets and changing consumer tastes and trends

**Section 4:** Describes the social and economic context for the proposed development, including current and forecast population profile, retail spending estimates and forecasts, retail competition context, and accessibility to social infrastructure.

**Section 5:** Outlines key community and stakeholder perspectives.

**Section 6:** Provides a social impact assessment of the operational phase of the proposed development, including in relation to the delivery of government and community priorities for the precinct.

**Section 7:** Provides an economic impact assessment of the development, including market demand and economic impacts.

**Section 8:** Sets out a social and economic strategy for the development to optimise social and economic benefits.

**A note on COVID-19:** *COVID-19 is an unprecedented global health crisis and economic event that is rapidly evolving. At the current time, the research and analysis of economic and population data – such as forecasts of population or employment growth and so on – reflects a return to “business as usual” scenario, while also noting the potential impacts that may be associated with the COVID-19 virus, travel and border restrictions impacting on migration numbers, and the anticipated return to growth in economic or population indicators.*

## 1.0 Site context

### 1.1 Rose Bay local context

The suburb of Rose Bay has multiple ‘town centres’ or local centres that have evolved over time around key intersections and business uses. This includes:

- **Rose Bay South:** focused around Old South Head Road and incorporating the subject site.
- **Rose Bay North:** focused around Old South Head Road, around Oceanview Avenue where a Coles Local supermarket is provided.
- **Rose Bay:** surrounding New South Head Road, close to the Royal Sydney Golf Club and adjacent to Rose Bay itself and the Sydney Harbour waterfront. This centre includes an IGA and Woolworths Metro supermarket as key operators.

These centres each accommodate a mix of uses, including retail goods and services, health services, food operators including cafes, restaurants and takeaway food stores, and some commercial operators.

Both Old South Head Road and New South Head Road are major arterial roads running north-south and connecting the suburbs at the north-eastern extent of the eastern suburb’s peninsula (including Rose Bay, Dover Heights, Vaucluse and Watsons Bay). In general, New South Head Road connects the peninsular to Double Bay, Edgecliff and the Sydney CBD and Old South Head Road connects the peninsular to Bondi Junction, Moore Park and Randwick. As such, these major roads account for significant vehicular traffic flows each day, generated by the large number of local residents and visitors in this part of Sydney.

### 1.2 Site location and context

The Site for the purposes of the proposed development is located at 488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay, and within Woollahra Local Government Area (LGA). The Site is located within the Rose Bay South local centre. This local centre is divided by Old South Head Road and the eastern section is located within the Waverley LGA.

The Site is situated at the southern extent of the Rose Bay South retail strip along Old South Head Road, and is located around 7km west of the Sydney CBD, and 3km north-east of Bondi Junction. The locational context of the Site is shown below in **Figure 1**.

Surrounding the site are a number of business and community uses to the north and south. Specifically, to the north of the subject site, along Old South Head Road, are mixed use developments that include residential, retail and commercial uses that form part of the broader Rose Bay South centre and main street. There is also a number of resident flat buildings and separate dwellings within the immediate area, including the east, south and west of the subject site.

The Rose Bay South centre generally extends along Old South Head Road, from Onslow Street in the south to Hamilton Street in the north. The centre includes a range of retail facilities, shop-top housing and other goods and service providers that cater for the local residential community. A number of major national retail tenants are currently provided including Bunnings and Harris Farm as well as food catering operators such as Oporto and Dominos.

Further west of the subject site is lower density residential housing that extends to a number of community and recreational facilities including the Royal Sydney Golf Club, Woollahra Golf Club, Rose Bay Community Garden, Woollahra Oval and Rose Bay Wharf.

**Figure 1** Locational context map



Source: Google Maps / Ethos Urban

### 1.3 Site description

Currently, a large portion of the subject site is underutilised, being a former Caltex service station, on the corner of Old South Head Road and Albemarle Avenue. The remainder of the site is a single separate residential dwelling on Albemarle Avenue. Adjoining the site is predominately residential housing along Albemarle Avenue, and shop top housing along Old South Head Road.

The subject site has an area of 2,257m<sup>2</sup> and has a frontage of approximately 40 metres to Old South Head Road and 70 metres to Albemarle Avenue (refer to **Figure 2**).

**Figure 2**    **Site aerial**



 The Site

 NOT TO SCALE

Source: Nearmap, Ethos Urban

## 2.0 Planning Proposal

### 2.1 Proposed planning controls

The broad intent of the Planning Proposal is to achieve a mixed-use development outcome including a supermarket of a suitable size to match locally identified retail demand with supporting residential land uses, which facilitates a suitable urban form to support the strengthening of the Rose Bay South local centre.

The Planning Proposal at 488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay seeks the following amendments to the Woollahra LEP 2014:

- Insert a new Schedule 1 additional permitted use provision allowing development consent to be granted to a building with a maximum gross floor area of 4,514sqm on land at 488-492 Old South Head Road and 30 Albemarle Avenue, Rose Bay, being Lot 1, DP 1009799 and Lot 30, Section B, DP4567, if the consent authority is satisfied that:
  - (a) the development comprises both allotments as the total site area; and
  - (b) the development is for either or both of the following purposes only:
    - (i) retail premises;
    - (ii) shop top housing
- In relation to building height, provide new mapping to reflect an adjustment on 30 Albemarle Avenue, Rose Bay from 9.5m to 14.5m for the eastern section and from 9.5m to 5m for the western section (approximately 9m) to result in building massing to achieve the indicative mixed-use development.

Amendments to the Woollahra DCP 2015 are also proposed to support the Planning Proposal and proposed redevelopment. These amendments will address key design and development outcomes, including bulk and scale, design excellence, activation and access, landscaping, residential amenity, rooftop plant and sustainability.

### 2.2 Indicative reference scheme

The proposed development at 488-492 Old South Head Road and 30 Albemarle Avenue involves the demolition of existing structures on the site and the construction of a four (4) storey mixed use building.

Specifically, the proposed development is planned to comprise:

- A total Gross Floor Area of 4,514m<sup>2</sup> including 2,278m<sup>2</sup> as supermarket floorspace comprising Ground and Level 1 area;
- A total of 17 apartments provided across 1, 2 and 3 bedroom dwelling configurations from Levels 1 to 3;
- Basement parking for up to 70 supermarket parking spaces, 21 residential vehicles spaces, 2 residential visitor parking spaces (including a car wash bay), as well as motorcycle and bicycle spaces.
- Ground floor community zone – provided as a buffer to the residential precinct and provides opportunity for public seating, e-bike charging and public art.

Perspectives of the building facades are shown in **Figures 3 to 5**. A site plan of the proposed development specifically relating to the Woolworths store is shown in **Figures 6 and 7**.

**Figure 3** Street View from Corner Old South Head Road & Albemarle Avenue



Source: PDB Architects

**Figure 4** Street View from Albemarle Avenue



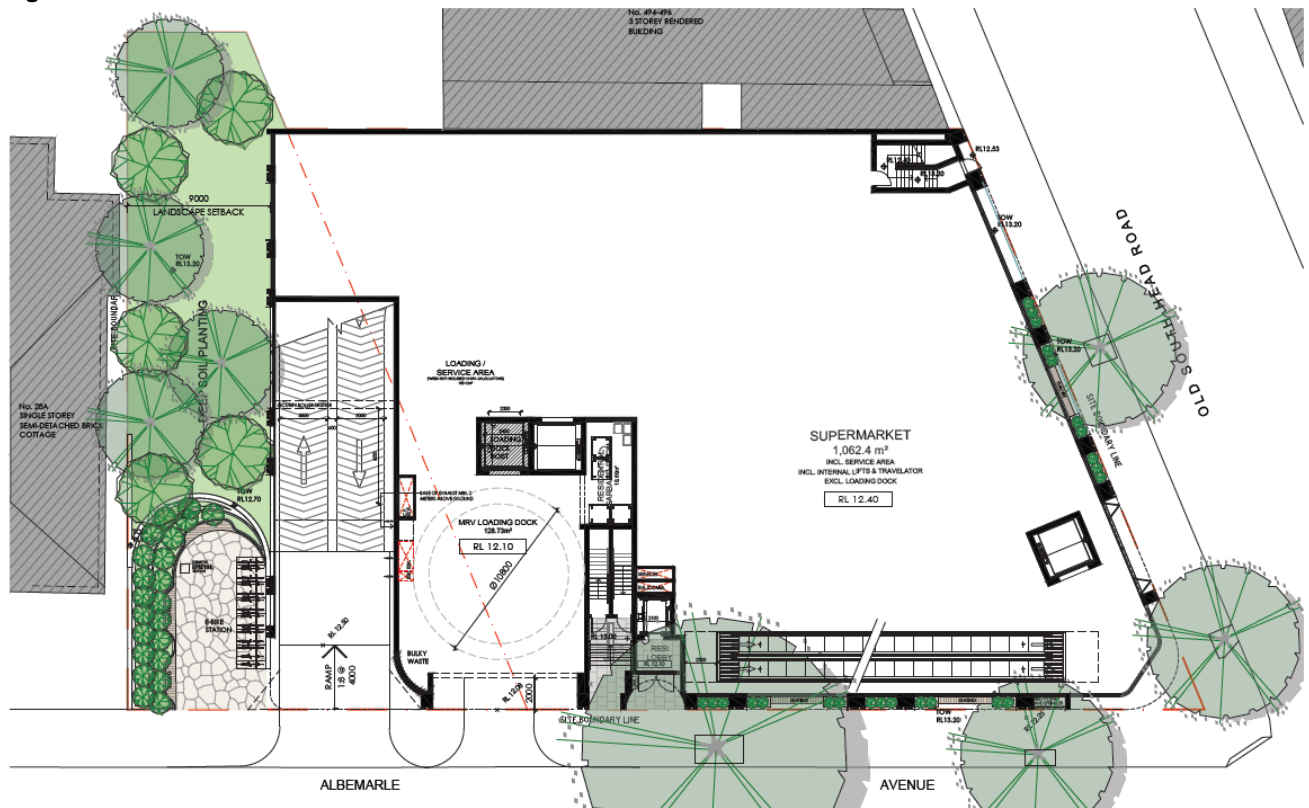
Source: PDB Architects

Figure 5 Albemarle Avenue frontage



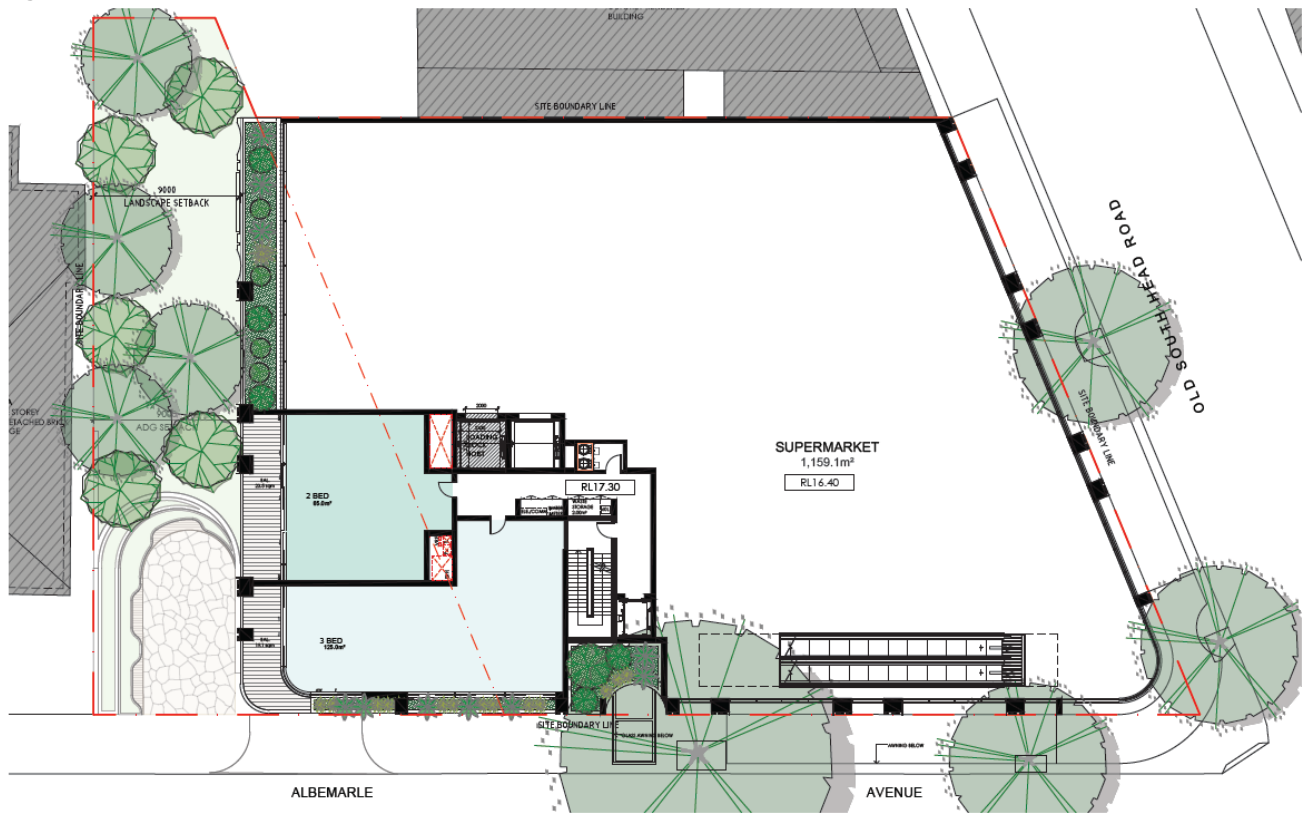
Source: PDB Architects

Figure 6 Site Plan – Ground Level



Source: PDB Architects

Figure 7 Site Plan – Level 1



Source: PDB Architects



### 3.0 Strategic context and trends

#### 3.1 Policy drivers

The following section identifies the key social drivers for the site, based on a review of the key state and local government policies and strategies. The following documents have been reviewed:

- *Planning for the Future of Retail: Discussion Paper* (Planning & Environment NSW, 2018)
- *Better Placed* (NSW Government Architect, 2017)
- *Greater Sydney Region Plan* (Greater Sydney Commission, 2018)
- *Eastern City District Plan* (Greater Sydney Commission, 2018)
- *Woollahra Local Strategic Planning Statement* (Woollahra Municipal Council, 2020)
- *Woollahra Community Strategic Plan – Woollahra – 2030* (Woollahra Municipal Council, 2018).

A summary of the key themes of this review is provided in **Table 1** below.

**Table 1 Strategic Policy Overview**

Policy theme	Key implications for social impact assessment	Relevant documents
<b>Population growth and change</b>	<ul style="list-style-type: none"> <li>• Woollahra LGA's population is growing and ageing, with an expected population of 59,850 by 2036 (+2,050 from 2016). This growth includes an increase in the share of people aged between 65 and 84 by 22%, and an increase in those aged over 85 by 68% over the 2016-2036 period. It is a goal of Council's Community Strategic Plan to "[work] with an aging population to foster a strong, happy and supported community" (pg. 16).</li> <li>• As the population of the Eastern City District continues to grow, it is a priority of the Greater Sydney Commission (GSC) to ensure that the delivery of infrastructure aligns with forecast growth and guarantee that infrastructure can adapt in order to meet future need.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Woollahra Local Strategic Planning Statement</i> (Woollahra Municipal Council, 2020)</li> <li>• <i>Woollahra Community Strategic Plan</i> (Woollahra Municipal Council, 2018)</li> <li>• <i>Eastern City District Plan</i> (Greater Sydney Commission, 2018)</li> </ul>
<b>Shopping centres, co-location, and social spaces</b>	<ul style="list-style-type: none"> <li>• Woollahra Community Vision states that "Our community will offer a unique mix of urban villages with a good range of shops, services and facilities". "Enhancement and revitalisation of our shopping areas" is a priority in order to achieve local prosperity valued by local residents.</li> <li>• Commercial centres double as social meeting spaces in communities. Well-designed spaces can attract a higher volume of visitors and support local place-making and community cohesion.</li> <li>• The clustering of mixed land uses in local centres contributes to the success of the centres, and decreases the need for multiple trips in the community.</li> <li>• Shopping centres that are co-located with social infrastructure, including schools, childcare, and public transport, can improve the vibrancy and liveability of the community by encouraging social interaction.</li> <li>• Shopping centres that are accessible via active and public transport contribute to positive community health outcomes and are more inclusive of aged community members and those with disabilities, while also contributing towards achieving a vision for "30-minute cities".</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Woollahra Community Strategic Plan</i> (Woollahra Municipal Council, 2018)</li> <li>• <i>Planning for the Future of Retail: Discussion Paper</i> (Planning &amp; Environment NSW, 2018)</li> </ul>

Policy theme	Key implications for social impact assessment	Relevant documents
<b>Placemaking and improving the amenity, activation, and vibrancy of Rose Bay</b>	<ul style="list-style-type: none"> <li>• Woollahra residents value quality places and spaces. The associated priorities highlighted in the Woollahra CSP include:               <ul style="list-style-type: none"> <li>– <i>Quality design of new developments.</i></li> <li>– <i>Retention of local urban character.</i></li> <li>– <i>Sustainable development.</i></li> <li>– <i>Retention and enhancement of the village atmosphere throughout the area, offering a good range of shops and services.</i></li> <li>– <i>Protection of local history, heritage values and buildings.</i></li> <li>– <i>No inappropriate high rise and oversize development.</i></li> <li>– <i>Renewed and upgraded infrastructure, especially footpaths, pedestrian ramps, kerb, guttering, stormwater drainage and local roads.</i></li> <li>– <i>Good pedestrian and bicycling access</i></li> <li>– <i>A clean and well maintained environment.</i></li> <li>– <i>Reduced traffic congestion</i></li> </ul> </li> <li>• It is a planning priority of the Woollahra LSPS to “achieve great placemaking outcomes in our local centres which are hubs for jobs, shopping, dining, entertainment and community activities” (pg. 50). As such, development should enhance pedestrian experiences, retain the unique character of villages, and provide lifestyle benefits to the community.</li> <li>• It is an action of the Woollahra LSPS to “sustainably manage a vibrant and diverse local economy that preserves reasonable amenity levels for our community with regard to outdoor dining, the night time economy, retail, destinations and visitation” (pg. 51) Development should enable the activation of local centres and the diversification of night time economies.</li> <li>• It is a state government priority to ensure new development provides high standard of design quality and does not adversely impact upon the amenity of neighbours or the wider community.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Woollahra Community Strategic Plan</i> (Woollahra Municipal Council, 2018)</li> <li>• <i>Woollahra Local Strategic Planning Statement</i> (Woollahra Municipal Council, 2020)</li> <li>• <i>Better Placed</i> (NSW Government Architect, 2017)</li> </ul>
<b>Liveability, social sustainability and the “30-minute city”</b>	<ul style="list-style-type: none"> <li>• Providing retail and social infrastructure which is close to homes and walkable, supports the GSC’s vision of a 30-minute city in which residents live within 30 minutes of their jobs, education and health facilities, recreational facilities, and other daily living needs.</li> <li>• It is a local and state government priority to deliver well-designed, accessible, and sustainable buildings and public places that improve the liveability of existing neighbourhoods. Ensuring new development maintains or improves liveability and amenity of existing neighbourhoods, including through delivering community benefits, is a local priority.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Eastern City District Plan</i> (Greater Sydney Commission, 2018)</li> <li>• <i>Greater Sydney Region Plan</i> (Greater Sydney Commission, 2018)</li> <li>• <i>Woollahra Local Strategic Planning Statement</i> (Woollahra Municipal Council, 2020)</li> </ul>

## 3.2 Social and economic issues and trends

### 3.2.1 Community trends in Woollahra and Rose Bay

The local population is considered to be relatively advantaged, with households earning high incomes, likely to be of working age, and primarily a mix of families with children, couple-families, and a fair proportion of lone person households. The population is expected to have some slight growth over the medium to long term (20 years).

The local population is older than the Greater Sydney average and has a higher proportion of residents aged 60 years or over. There is also a higher proportion of individuals needing assistance in their everyday lives, in the primary study area, and all secondary study areas, when compared to the rate in Greater Sydney.

Woollahra LGA is considerably community-oriented, with the 2017 Community Capacity Survey highlighting that most people feel connected to their neighbours and local community. Residents rate their quality of life as very high, the main drivers of which being social activities, cultural activities, chat and social networking sites; and catching up in person. Compared to results from a 2012 survey, residents in 2017 were more likely to encounter friends/acquaintances while shopping, catch up with neighbours or local friends, and assist neighbours or local friends with advice, transport, shopping, and/or care<sup>1</sup>.

Demographic trends also indicate that over the next 20 years, the average household size in Woollahra will decline while the number of lone person households will increase<sup>2</sup>. Although Woollahra has a higher than average level of affluence and advantage when compared to other LGAs in Greater Sydney, issues of social isolation, loneliness and depression remain relevant issues that the council is seeking to reduce in the community.<sup>34</sup>

### 3.2.2 Values and priorities of the local communities in the study area

Woollahra 2030 Community Strategic Plan highlights the values and priorities of the local community, gauged through a broad range of engagement opportunities in order to inform the strategy. The key themes include community wellbeing, quality places and spaces, a healthy environment, local prosperity, and community leadership and participation. Relevant to highlight in the context of this study, 'urban villages with a good range of shops, services and facilities' is a key part of the community vision statement, with 'enhancement and revitalisation of our shopping areas' a priority in order to achieve the valued 'local prosperity'.

'Quality places and spaces' is a core value for the local Woollahra community. It is a priority for the residents that the local urban character and village atmosphere is retained and enhanced, and offer a good range of shops and services. This includes protection of local heritage, and appropriateness and quality design of new development. While traffic congestion and parking are among concerns of residents, desire for quality of places and healthy environment is also expressed through importance of sustainable development, good pedestrian and bicycling access, well maintained leafy streetscapes, general cleanliness and safety, and environmentally sustainable initiatives and waste management.<sup>5</sup>

Whilst Woollahra Council is the responsible authority determining this proposal, aspirations of Waverley community have also been reviewed, in order to understand the values of the residents across the whole study area. Waverley council sought community feedback on eleven key themes in order to update their Community Strategic Plan 2018-2029. The resulting vision describes Waverley as 'A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places, and rich cultural heritage.' Among other themes, the plan has highlighted an aspiration of the local community for Waverley to be a diverse and prosperous local economy - the community sees it is important to 'support the viability of village shopping strips and local shopping centres' in order to achieve this goal.

Waverley residents also desire diverse, liveable and sustainable places. Similar to their Woollahra counterparts, local residents support sustainable growth, want to protect heritage, and avoid high rise development. It is a goal of Waverley Council to therefore facilitate and deliver well-designed, accessible and sustainable buildings and places that improve liveability of neighbourhoods, embrace heritage, and encourage design excellence. It is also important for residents that streetscapes are welcoming, and people can move around easily and safely. Inadequate parking and congestion are concerns, and people want active transport, access to beaches, shopping and other amenities. Sustainability goals are also on the agenda, with goals to reduce waste, and increase recycling.<sup>6</sup>

### 3.2.3 Benefits of walkable, mixed-use neighbourhoods

Co-locating housing, employment, social infrastructure, retail, public transport and daily living needs within dense, mixed-use precincts supports urban activation and amenity. Clustering destinations, such as housing, shops, schools, libraries, cafes, medical centres and so on, makes it more convenient for residents to access a variety of

<sup>1</sup> Woollahra Municipal Council 2018, 'Social & Cultural Plan 2018-2030',

[https://www.woollahra.nsw.gov.au/\\_data/assets/pdf\\_file/0009/197361/Woollahra\\_Social\\_and\\_Cultural\\_Plan\\_2018\\_to\\_2030.pdf](https://www.woollahra.nsw.gov.au/_data/assets/pdf_file/0009/197361/Woollahra_Social_and_Cultural_Plan_2018_to_2030.pdf)

<sup>2</sup> NSW DPIE 2019, 'Woollahra Municipal Council 2019 NSW Population Projections', <https://www.planning.nsw.gov.au/-/media/Files/DPE/Factsheets-and-faqs/Research-and-demography/Population-projections/2019-Woollahra-Municipal.pdf>

<sup>3</sup> Woollahra Municipal Council 2018, 'Social & Cultural Plan 2018-2030',

[https://www.woollahra.nsw.gov.au/\\_data/assets/pdf\\_file/0009/197361/Woollahra\\_Social\\_and\\_Cultural\\_Plan\\_2018\\_to\\_2030.pdf](https://www.woollahra.nsw.gov.au/_data/assets/pdf_file/0009/197361/Woollahra_Social_and_Cultural_Plan_2018_to_2030.pdf)

<sup>4</sup> Woollahra Municipal Council "Woollahra – 2030, Our community, our place, our plan"

<sup>5</sup> Woollahra Municipal Council "Woollahra – 2030, Our community, our place, our plan"

<sup>6</sup> Waverley Council "Waverley Community Strategic Plan 2018-2029"

needs within one location. Mixed-use precincts encourage walking and active transport, supports the viability of local retail and social infrastructure, as well as increased activity on the street and improved perceptions of safety.

The co-location of housing, social infrastructure, and essential services has the potential to significantly decrease car dependency and encourage walkability. Walkability can have substantial effects on the health and wellbeing of populations:

*'People who live in a pedestrian-friendly designed environment participate much more in social life and have greater confidence in their environment. That proved a significant gain in 'social capital' and thus a better quality of life... Against this backdrop walkability is understood as a comprehensive approach for a liveable sustainable city and does not only mean walk-friendliness.'*<sup>7</sup>

### 3.2.4 Importance of “third spaces” in community building

Third places is a term coined by sociologist Ray Oldenburg and refers to places where people spend time between home (“first” place) and work (“second” place). They are locations where we exchange ideas, have a good time, and build relationships. The most effective ones for building real community seem to be physical places where people can easily and routinely connect with each other: churches, shopping malls, plazas, parks, recreation centres, hairdressers, gyms and even fast-food restaurants.

Third places have a number of important community-building attributes. Depending on their location, social classes and backgrounds can be “levelled-out” and people are able to feel being treated as social equals. Informal conversation is the main activity and most important linking function.<sup>8</sup>

Social infrastructure and public space plays an integral role in the ongoing social sustainability of the LGA and can strengthen communities as they grow. Cred Consulting has identified following physical elements or “social connectors” which can facilitate the creation of social capital: Social infrastructure, Street life and meeting places, Sharing spaces and places, Education and learning, and Transport.

Many city planning efforts now include specific steps to create third places. Oldenburg has blamed “unfunctional zoning” that bans commercial establishments in residential areas, leading to suburban Americans having to use their cars for everything they need, and malls and box stores crowding out small businesses and hang-out places. One important step is to make sure zoning accommodates mixed-use functions in otherwise residential areas. Bus routes and convenient stopping points can also be critical to the survivability of a third-place. Whilst physical accessibility is key, provision of seating, free Wi-Fi, café-style facilities targeted for seniors (but attractive to broader public), retrofitting public places and exploring new architecture can activate spaces and turn many places into meeting points and draw people together from a range of ages and backgrounds.

Due to the increased instance of social connection and interaction associated with shopping venues, planned infrastructure in the Woollahra LGA should consider the social impacts of development and support the use of space for social connection.

### 3.2.5 Rapidly evolving retail landscape

The context and drivers for retail development of all kinds has changed significantly over the past decade.

The suburban indoor shopping centres that have proliferated since the 1950s – characterised by enclosed, climate controlled designs, large amounts of carparking and chain stores – are increasingly in competition with new forms of retail development that respond to fast-changing customer preferences and new technologies.

The rise of online shopping has led to shop vacancies on high streets and declining department store sales, while shopping centres are placing increasing emphasis on the shopper experience, including improved food and beverage offerings, provision of entertainment and, lately, faux main streets with integrated residential development”.<sup>9</sup>

<sup>7</sup> Tran, M. 2021, 'Healthy cities – walkability as a component of health-promoting urban planning and design', *Journal of Sustainable Urbanization Planning and Process*, vol. 1, no. 1.

<sup>8</sup> Butler, Dias (Brookings, 2016) “Third places” as community builders

<sup>9</sup> Drescher, P 2018, “Amazon drives a fifth city-shaping retail revolution,” *The Conversation*, 11 January 2018, <<https://theconversation.com/amazon-drives-a-fifth-city-shaping-retail-revolution-88068>>

Research on the future of retail undertaken in 2017<sup>10</sup> identified four key mega trends impacting the sector:

- *New technologies create a seamless experience: While omnichannel has become a required retail strategy, the next step for retailers is a focus on Total Retail. Retailers are harnessing nascent technologies such as artificial intelligence, virtual reality and connected devices to create a seamless experience. While traditional retail spaces look to technology to entice shoppers to the store, online companies are incorporating bricks and mortar stores to offer more diverse services.*
- *Physical stores still key to Total Retail strategy: As physical stores are still an important aspect of the retail environment; retailers will need to assess whether digital infrastructure in stores will be sufficient to meet future demand. Flexibility to provide for changing layouts and uses is an increasingly important factor, as retailers are integrating different activities and offerings within the traditional store, with an increased focus on experience.*
- *Mobile will be at the centre of e-commerce: Customers increasingly use their mobile devices to browse, compare and pay for goods and services. Retailers will continue to invest in mobile-commerce platforms as well as in apps and third-party solutions. The growth of mobile payments will continue, driven by consumer demand for speed and convenience. Contactless and automatic payment options could do away with traditional tills, enabling new configurations in retail spaces.*
- *Increasing demand for transparency and sustainability: Many consumers are becoming increasingly aware of the whole product journey, and are demanding details on how products are sourced, manufactured, distributed and managed at the end of their useful lives. This means that forward-thinking retailers should place transparency and sustainability high on the agenda. Sustainability programmes can make business sense too.*

These trends are expected to have a significant impact on how centres and retailers continue to change and adapt to market forces and customer preferences.

### 3.2.6 Changing consumer trends

Whilst approximately 75% of fresh food and groceries purchased Australia-wide are from supermarkets, today's fast paced lifestyle and flexible work and life arrangements means that modern consumers have more diverse preferences when it comes to supermarket shopping. Consumers increasingly prefer supermarkets that enable or promote:

- **24/7 shopping** - Consumers want the ability to be able to shop at times that are suitable and convenient for them. Working conditions and lifestyles have changed - consumers want to be able to shop early morning, during the day and late at night.
- **Walkability and accessibility** - Consumers, particularly those living in urban environments, prefer to shop locally at facilities that are easily accessible by walking, cycling or by private car or public transport.
- **Range of products** - Consumers seek a broad range of products, at various levels of price and quality from a range of sources that can cater to a variety of tastes, cultural and ethnic preferences.
- **Shopping as an experience** - Supermarkets are increasingly responding to consumer demand for a greater retail experience through an increased range of products, foreign brands and high-quality foods including ready-made meals. Supermarkets are also looking to differentiate themselves by providing better experiences and offers that can attract consumers in highly competitive retail markets.
- **Shopping online** - Consumers have continued to embrace online shopping for both supermarket and retail goods. This is also seen in trends such as "click and collect", where a consumer can order online and pick up at the store, or expect delivery of their goods within a short time after the order has been placed. While still a relatively small share of supermarket sales, online shopping is growing rapidly, and its importance has been emphasised during the COVID-19 pandemic.

To meet these customer trends, 'best in class' supermarkets offer a greater range of products and demonstrate features such as "click and collect" - instore pick up shopping; express delivery; are technology driven; and are innovative and forward looking. 'Best in class' supermarkets promote sustainable design and encourage sustainable practices - new supermarkets have higher levels of energy efficiency, and lower levels of wastage including reduced packaging and plastics. Many new supermarkets also include a number of sustainability and recycling initiatives aimed at assisting households in becoming more sustainable, providing households with instore recycling and

<sup>10</sup> ARUP 2017, *Future of Retail*, August 2017, <<https://foresight.arup.com/publications/future-of-retail/>>

wastage programs (e.g. composter, food wastage programs). Where possible, the building should be built with recycled materials and sustainable products and cater for developments in clean technologies, for example include electric car charging points on site. Supermarkets can encourage walkability and active modes of transport by providing optimal convenience, limiting the need for shoppers to take multiple trips to satisfy their shopping needs.

### 3.2.7 The importance of supermarkets

Supermarkets play a key role in the retail hierarchy, providing essential food and grocery services for the local community. Supermarkets generate investment and business activity, as well as provide jobs close to local residents. Supermarkets typically account for approximately 75% of all food and grocery spending (compared to other fresh food and specialist operators such as butchers and bakers etc). The significant take up of retail expenditure is due to supermarkets' ability to cater to the increasingly complex food and grocery needs of the community.

Supermarkets are typically provided across a range of sizes and formats, depending on the local market needs as well as surrounding retail environment. Across the retail industry supermarkets are typically defined as food and grocery stores of 500m<sup>2</sup> or larger. This is because stores of this scale will typically have the product range and facilities consistent with the requirements of a typical food and grocery shopping trip. A full-line supermarket is typically considered 2,500m<sup>2</sup> or larger, with major full-line stores considered above 3,200m<sup>2</sup>. Stores between 500m<sup>2</sup> to 2,500m<sup>2</sup> are generally considered small to mid-size supermarkets. Small food and grocery stores of less than 500m<sup>2</sup> often lack the range and scale of facilities to accommodate a comprehensive grocery shopping trip, although can support a basic convenience shopping trip to meet immediate needs. Grocery stores of this scale are often referred to as convenience stores or foodstores.

#### Supermarkets versus convenience stores

Supermarkets are critical for providing households with a wide range of products and services. These stores provide a range of convenience-based food and grocery items, with over 20,000 stock units typically available at a full-line store. Fresh food is a key offer of supermarkets, including a range of baked goods, seafood, meat, deli sections and cheeses in a single location. The range of products allow for greater consumer choice in terms of quality, type and price. These facts make supermarkets a critical component of the retail hierarchy and environment.

By contrast, small supermarkets or convenience stores, are effective at serving a community's basic convenience needs. They do not substitute the need for a larger supermarket given their limited stock. While smaller supermarkets provide a mix of products including canned goods, perishables, fruit and vegetables, and ready-to-go meals, they have a much narrower selection of products and far less price point variation. As a result, smaller supermarket customers will often also regularly seek out other supermarkets, including larger stores, in order to access a greater selection of brands, price-points, private labels and specialty products.

Customers visit larger supermarkets for their larger weekly or fortnightly shop in order to purchase products not available at smaller supermarkets or metro stores (i.e. customers would frequent both store types). Supermarkets are also utilised by all age groups and demographics due to the product range.

In considering the concept of community need for supermarkets, it is relevant to note:

- Approximately 75% of fresh food and groceries purchased Australia-wide are from supermarkets
- No other retail format is visited more often by a higher share of the population than supermarkets
- Supermarkets are fundamental to supporting basic household and lifestyle needs for the overwhelming majority of the Australian population.

As a result, the relative accessibility of the community to major supermarket shopping facilities is a fundamental consideration for economic and community need.

Any under provision of supermarkets in an area is detrimental to households in that region given the lack of convenience. It forces escape expenditure from a local area, as residents have to travel greater distances to their nearest supermarket, placing a strain on local traffic networks and adding to work/life balance pressures. In addition, in areas with limited supermarket competition, households can potentially be impacted due to the lack of range and limited price competition.

### **3.2.8 COVID-19 impact on retail**

During the COVID-19 pandemic, the operation of retail businesses has changed significantly. There has been an increased emphasis on home delivery and takeaway of groceries and other items, as well as expanded push for online shopping options. This is across all retailers, from major retailers to small restaurants, cafes and bars that adapted to provide takeaway options for customers to support local businesses. Major retailers such as Woolworths have established new initiatives including “direct to boot” services where customers can pre-purchase items online, and have them loaded directly into their cars. Woolworths is currently exploring both, drive through and “direct to boot” service options for shoppers to improve choice and range of shopping methods.

One of the primary impacts of the COVID-19 pandemic has been the increased shift for workers to work-from-home (WFH). Analysis of COVID-19 working patterns has highlighted the importance of the need for the “revitalisation of suburbia”, in which local and suburban business can capture the “redistributive effect” of increased WFH arrangements. While the long term implications of COVID-19 remain uncertain, the pandemic has reinforced the importance of local community centres and retail precincts, highlighting the benefit of co-locating retail with other services and facilities in local centres, to improve convenience for local residents and reduce the number of trips that need to be taken outside of their immediate region, either by public or private transport.

## 4.0 Local social and economic context

The following section analyses the social and economic context for the Planning Proposal and proposed development. This includes a summary of local social infrastructure, the definition of a trade area for the proposal, an analysis of demographic characteristics, population projections, retail expenditure estimates and a review of the competitive environment.

### 4.1 Local social infrastructure context

The following sub-section outlines the local social infrastructure context for the site. Social infrastructure types within an easy walking distance (800 meters, or approximately 10 minute walk) from the site that have been reviewed include:

- Community facilities
- Health/aged care facilities
- Open space
- Schools
- Places of worship

#### Community facilities

There is one community facility located within walking distance of the site: the Woollahra Sailing Club. The Sydney Croquet Club is located approximately 900m from the site.

#### Health/aged care facilities

There are no health or aged care facilities located within an easy walking distance of the Site. The St. Therese Community Pre-school is located approximately 900m from the site.

#### Open space

There are eleven open spaces located within walking distance of the site, including Woollahra Playing Fields, Onslow Street Reserve, Caffyn Park, Pannerong Reserve, and Percival Park.

#### Schools

There are four schools located within walking distance of the site: Cranbrook Junior School, McAuley Primary School, Rose Bay Public School, and Rose Bay Secondary School.

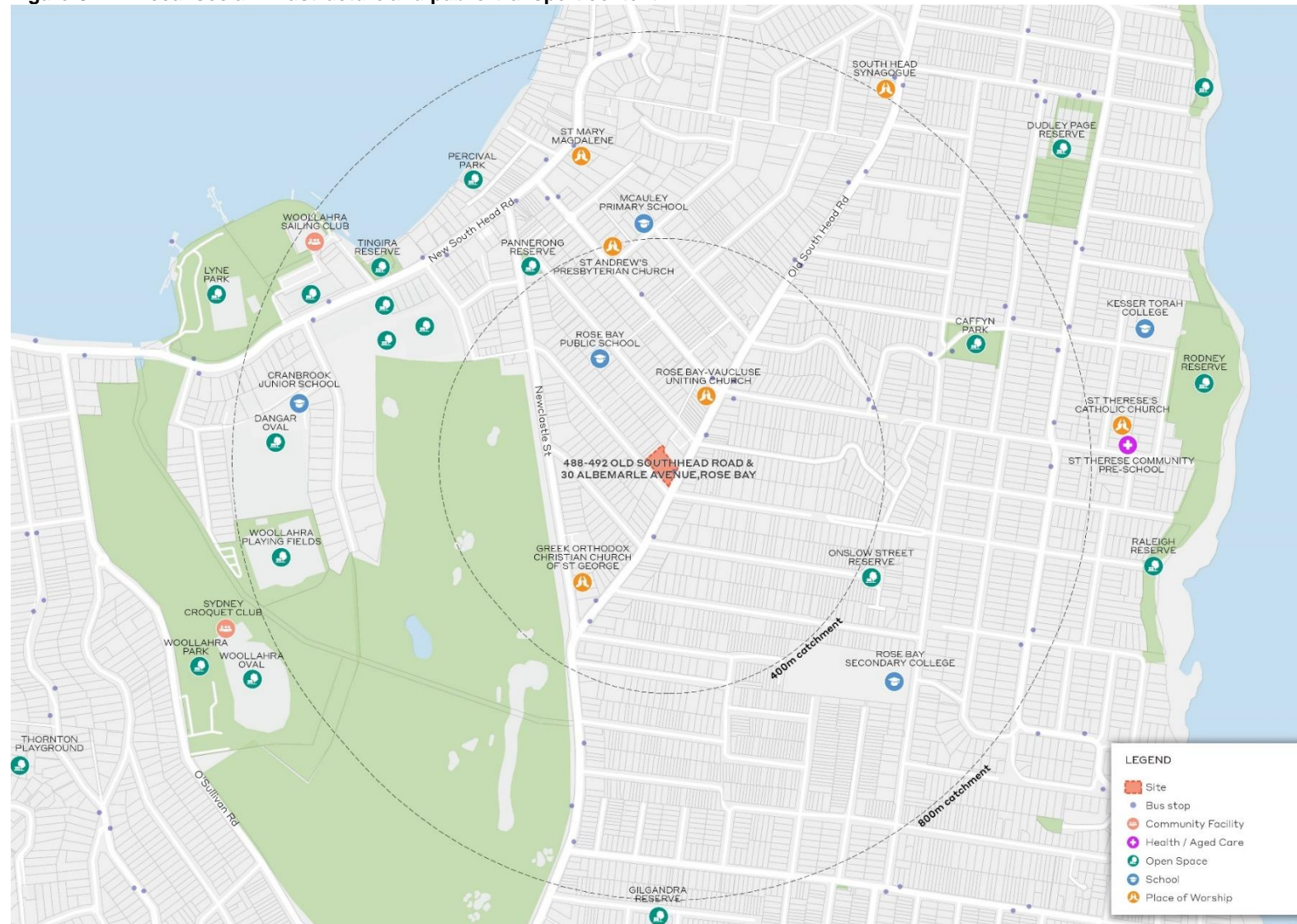
#### Places of worship

There are five places of worship located within walking distance of the Site: Rose Bay-Vaucluse Uniting Church, Greek Orthodox Christian Church of St. George, St. Andrew's Presbyterian Church, St. Mary Magdalene, and South Head Synagogue.

Map of these local social infrastructure facilities is provided over the page (see **Figure 8**).



**Figure 8** Local social infrastructure and public transport context



Source: Ethos Urban

#### 4.1.1 Student population

There is a strong provision of schools within the Rose Bay region. In particular, there are eight (8) schools located within 2km of the subject site, of which most are predominately catering for primary school students only, or a mix of primary and secondary students. In total, there is an estimated 4,945 students attending school in the region. Approximately 30 per cent of these students are attending schools within 1km of the subject site.

School students (particularly primary school students), often rely on private transport to drop them off and pick them up, to and from school. The provision of a supermarket nearby to schools can improve convenience for families to undertake a food and grocery shop as part of a single car trip.

**Table 2 Schools and student numbers within the Rose Bay region**

School	Year Range	Distance to Site	Number of Students
Rose Bay High School	7-12	0.3km	295
McAuley Catholic Primary School	K-6	0.6km	68
Rose Bay Public School	K-6	0.95km	314
Cranbrook Junior School	K-6	1.2km	477
Kesser Torah College	K-12	1.2km	316
Kambala – Rose Bay	K-12	1.5km	957
Kincoppal - Rose Bay School of the Sacred Heart	K-12	1.6km	836
Reddam House	K-12	1.7km	1,200
Galilea Catholic Primary School	K-6	1.7km	105
Vaucluse Public School	K-6	3.5km	377
<b>Total Number of Students</b>			<b>4,945</b>

Source: ACARA, Ethos Urban

#### 4.1.2 Transport and access

The site is accessible via a number of local and regional bus routes, including:

- 323 North Bondi to Edgecliff via New South Head Rd
- 387 South Head Cemetery to Bondi Junction
- 606E Rose Bay SC to Oxford St near Queen St
- 710E Rose Bay Secondary College to Bondi Junction

The Rose Bay Wharf Ferry Terminal is located approximately 1km from the subject site, and is serviced by the F9 Route, travelling from Circular Quay to Watson Bay.

#### 4.2 Trade area definition – Proposed development

A retail trade area is an analytical tool that represents the spatial influence of a centre, or retail destination, and the region from which it is expected to draw consistent and significant levels of patronage. The extent of the trade area is defined by a number of factors which include the location of existing and proposed retail competition, the surrounding arterial road network, and physical barriers to movement (such as water courses, railway lines, etc).

The trade area defined in this analysis also represents the area of likely social and economic influence of the proposed development and is used for the purposes of assessing social impacts, as well as social issues and trends.

The trade area defined for the purposes of this assessment reflects the likely trading influence of the proposed Woolworths supermarket that is planned at the subject site. Typically a supermarket in a metropolitan area would attract the majority of business from residents with 2-3km of the store. However, for Rose Bay the trade area takes into consideration the built up nature of the area, geographical barriers, along with the provision of existing stores.

The trade area defined for the proposed development is shown in **Figure 9** and includes the following:

- **Primary sector:** represents the immediate local catchment and area most likely to associate with the proposed development. The population within the primary sector would have direct access to the proposed supermarket and the Rose Bay South centre, and would be regular customers.
- **Secondary sectors:** defined to include four sectors and represents the broader area that would have good access to the subject site and would likely visit the proposed Woolworths Rose Bay store periodically, in conjunction with other surrounding supermarket stores.
- **Tertiary sector:** extends to include the broader north eastern suburbs. The tertiary sector represents the population that may still shop at the proposed store from time to time, however on a less regular basis. Residents of the tertiary sector have been included in the analysis due to the limited provision of existing stores in the area and strong accessibility to the subject site through the existing road network.

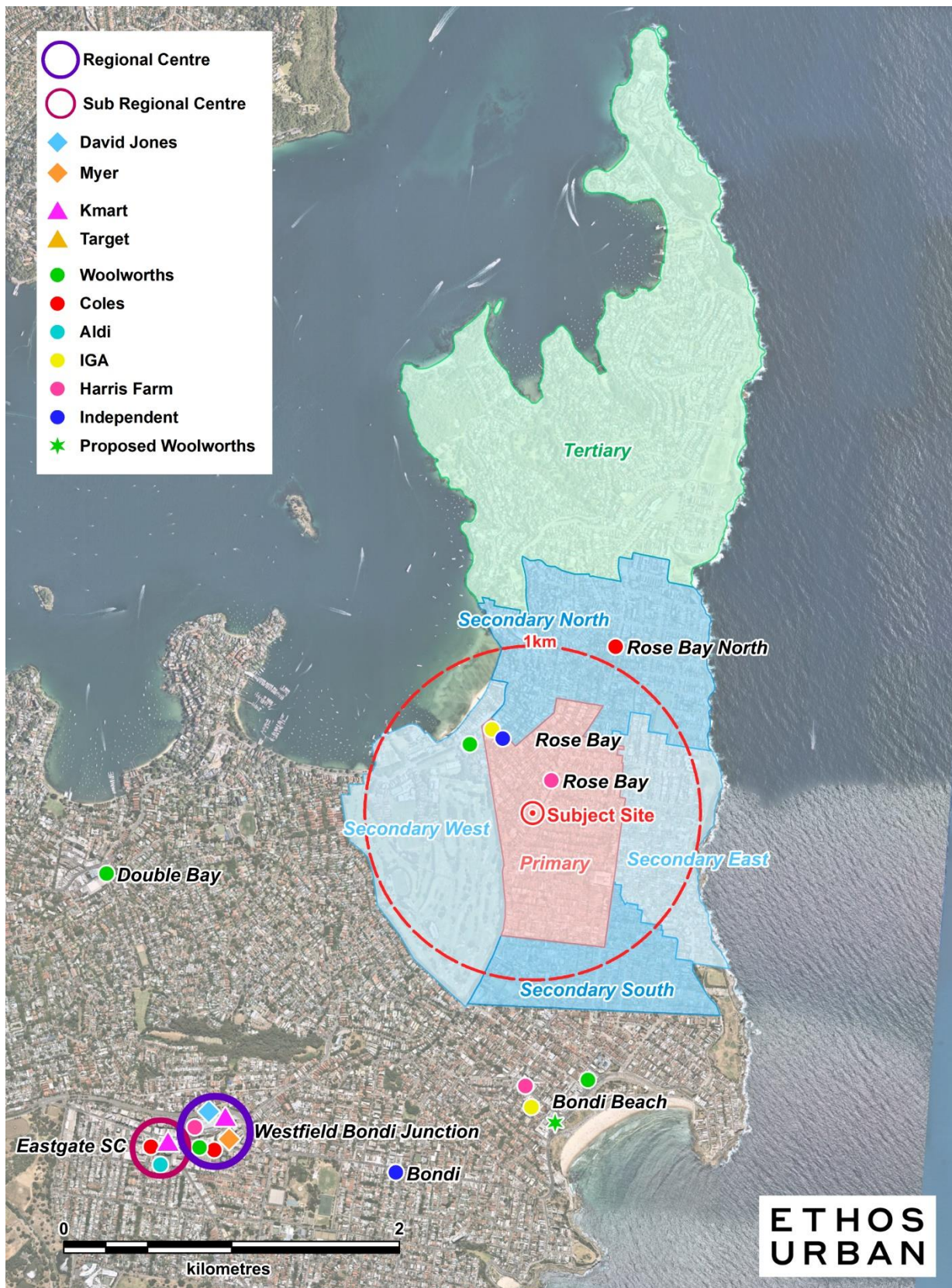
A description of the various sectors is outlined below:

- The **Primary** sector, encompasses the subject site and the Rose Bay South centre focused along Old South Head Road. The sector is bounded by Hardy Street to the east, Murriverie Street to the south and Newcastle Street to the west.
- The **Secondary North** sector, includes the Rose Bay North precinct, and the southern extent of the suburb of Vaucluse as well as parts of Dover Heights. This sector is bounded by the harbour and coastline to the east and west, and extends as far north as Diamond Bay Road.
- The **Secondary East** sector, includes parts of Dover Heights to the east of Hardy Street, and generally extends south of Princess Street. The area extends south to capture residents that have relatively easy access to Old South Head Road with the sector ending at Hugh Bamford Reserve.
- The **Secondary South** sector, captures parts of the suburb of North Bondi, extending as far south as Blair Street.
- The **Secondary West** sector, encompasses the Royal Sydney Golf Club and the Woollahra Golf Club area, including residents living within the region adjacent to New South Head Road in Rose Bay.
- A **Tertiary** sector, covers the remaining parts of the suburb of Vaucluse as well as extending to Watsons Bay in the north.

The combination of the primary sector and the four secondary sectors form the **Main Trade Area (MTA)**. The MTA generally reflects the area with 1-2km from the subject site.

The combination of the MTA and the Tertiary sector comprise the **Total Trade Area (TTA)**.

Figure 9 Rose Bay Trade Area and Competitive Environment



Source: Mapinfo, Nearmap, Ethos Urban

## 4.3 Population profile

### 4.3.1 Resident demographic profile

Demographic data has been drawn from the Australian Bureau of Statistics (ABS) 2016 Census of Population and Housing. The data analysis provides a general overview of the demographic characteristics of residents within the Total Trade Area (TTA) and compares this with the Greater Sydney benchmark (refer to **Table 3**).

Within the TTA, the key demographic characteristics include:

- **Steady population growth**, where the Estimated Resident Population (ERP) of the TTA was 31,250 in 2016, up from 30,250 residents recorded at the previous 2011 Census.
- **High annual household income of \$134,890**, some 46.3% higher than the Greater Sydney median of \$92,200. The Secondary East and Tertiary sectors are key drivers of this high annual household income, with a median income of \$179,490, and \$163,590, respectively.
- **More than half (51.2%) of TTA households earn more than \$2,500 per week in household income**, which is higher than the Greater Sydney benchmark of 31.8%.
- **TTA residents work in high skilled jobs**, where 88.9% of the population are employed in white collar occupations, including a large share of professionals (36.0%), and managers (20.4%).
- **The TTA has a median age of 38.0**, higher than the Greater Sydney median of 36.0 years. The largest age cohort within the TTA is persons aged 35-49, accounting for 23.0% of the resident population. This is generally consistent across all trade area sectors. Notably, the TTA has a prominent share of dependents, where persons aged below 16 years represent 22.2% of the population, highlighting the number of families with children.
- **Family households represent 72.7% of total households**, with 38.8% of all households being couple families with children.
- **A diverse mix of dwelling types**, with flats, units and apartments accounting for 45.9% of households, separate houses at 37.1%, and semi-detached, row or terrace houses at (16.3%).
- The average household size across the TTA is **2.6 persons per household**, lower than the Greater Sydney average of 2.8.
- **A prominent student population**, where 26.8% of residents are currently attending formal education. Of the residents attending education, 35.3% are at infant/primary school, 28.5% are at secondary school, and 20.8% are attending university or another tertiary institution.
- **Around 38% of residents are overseas born**, with 9.7% of residents identifying as being from South Africa, and 5.9% from England. 61.3 % of residents were born in Australia. Accordingly, there is a higher proportion of individuals speaking English at home (80%), compared to the Greater Sydney average (63%).

Overall, a review of the demographic profile of the TTA population indicates a local population that includes a high proportion of affluent, professional, family orientated households. There is also a strong presence of students in the TTA that are attending primary or secondary school.

The family orientated population would associate strongly with supermarkets, where the availability of these facilities in close proximity to resident homes will be critical. Supermarkets provide an extensive grocery offer and cater to the broad range of goods required to provide for the needs of a family home, specifically those with children.

Overall, residents within the TTA are well educated, affluent and work in highly skilled jobs. Residents will be quick to adopt new technologies and respond positively to an industry leading supermarket experience. The preference of residents for time of day shopping is going to vary, so they will want the flexibility to shop both within and outside of normal business hours. This will be similar for their method of shopping which will also vary, with online services and pick-up groceries facilities likely to associate strongly with this population.

**Table 3 Trade Area Resident Profile, 2016 Census**

Category	Primary	Secondary North	Secondary East	Secondary South	Secondary West	Main Trade Area	Tertiary	Total Trade Area	Greater Sydney
<b>Income</b>									
Median household income (annual)	\$115,410	\$132,660	\$179,490	\$133,920	\$119,030	\$125,410	\$163,590	\$134,890	\$92,200
Variation from Greater Sydney median	25.2%	43.9%	94.7%	45.2%	29.1%	36.0%	77.4%	46.3%	na
% of Households earning \$2,500pw or more	44.2%	50.6%	59.6%	51.1%	44.9%	48.9%	58.0%	51.2%	31.8%
<b>Age Structure</b>									
0 years	1.4%	1.4%	0.6%	1.4%	1.4%	1.3%	0.9%	1.2%	1.2%
1-2 years	2.7%	2.5%	2.0%	3.2%	2.6%	2.7%	2.1%	2.5%	2.6%
3-4 years	3.0%	2.9%	2.2%	3.1%	2.8%	2.9%	2.2%	2.7%	2.6%
5-6 years	3.3%	2.6%	2.7%	3.2%	2.2%	3.0%	2.9%	3.0%	2.6%
7-11 years	7.5%	7.6%	8.3%	7.2%	3.4%	7.3%	7.6%	7.4%	6.2%
12-17 years	6.3%	9.3%	9.3%	6.2%	3.9%	7.2%	10.3%	8.1%	6.9%
18-24 years	6.4%	7.3%	8.2%	6.1%	7.3%	6.8%	9.3%	7.5%	9.6%
25-34 years	13.9%	10.5%	6.8%	21.1%	20.3%	14.3%	8.0%	12.5%	16.2%
35-49 years	24.4%	22.5%	20.8%	27.2%	25.4%	24.2%	19.9%	23.0%	21.3%
50-59 years	11.2%	12.9%	15.2%	9.4%	8.4%	11.5%	14.4%	12.3%	12.3%
60-69 years	9.8%	9.5%	12.9%	7.3%	9.1%	9.4%	10.6%	9.8%	9.4%
70-84 years	7.8%	8.6%	7.6%	3.4%	10.0%	7.2%	8.9%	7.6%	7.1%
85 years and over	2.2%	2.4%	3.2%	1.2%	3.3%	2.2%	2.9%	2.4%	1.9%
Median Age (years)	37.0	39.0	43.0	34.0	37.0	37.0	41.0	38.0	36.0
<b>Country of Birth</b>									
Australia	58.3%	56.3%	59.6%	64.7%	65.7%	59.8%	65.2%	61.3%	61.9%
<i>Aboriginal and Torres Strait Islanders</i>	0.3%	0.2%	0.3%	0.2%	0.0%	0.2%	0.3%	0.2%	1.4%
Other Major English Speaking Countries	22.4%	23.0%	18.9%	19.5%	20.0%	21.4%	17.8%	20.4%	7.6%
Other Overseas Born	19.3%	20.7%	21.5%	15.8%	14.3%	18.8%	17.0%	18.3%	30.5%
% speak English only at home	79.5%	77.7%	76.9%	81.3%	84.4%	79.2%	81.0%	79.7%	62.5%
<b>Household Composition</b>									
<i>Couple family with no children</i>	25.0%	25.2%	25.6%	22.9%	26.9%	24.8%	24.0%	24.6%	23.8%
<i>Couple family with children</i>	37.3%	39.2%	47.5%	36.3%	20.8%	37.2%	43.6%	38.8%	37.5%
Couple family - Total	62.3%	64.5%	73.1%	59.2%	47.7%	62.0%	67.6%	63.4%	61.3%
One parent family	8.5%	7.7%	7.2%	8.0%	8.7%	8.1%	8.9%	8.3%	11.1%
Other families	1.1%	1.3%	0.6%	0.8%	1.7%	1.1%	0.8%	1.0%	1.3%
Family Households - Total	71.9%	73.4%	80.9%	68.0%	58.1%	71.1%	77.3%	72.7%	73.7%
Lone person household	24.3%	22.9%	17.1%	20.6%	32.4%	23.1%	19.8%	22.3%	21.7%
Group Household	3.8%	3.6%	2.0%	11.4%	9.4%	5.8%	2.9%	5.0%	4.6%
<b>Dwelling Structure (Occupied Private Dwellings)</b>									
Separate house	22.9%	42.0%	78.5%	18.9%	6.3%	31.1%	54.7%	37.1%	57.2%
Semi-detached, row or terrace house, townhouse etc.	21.5%	12.6%	4.5%	34.2%	1.9%	18.7%	8.9%	16.3%	14.0%
Flat, unit or apartment	55.3%	44.0%	17.0%	46.9%	91.3%	49.7%	34.5%	45.9%	28.2%
Other dwelling	0.2%	1.4%	0.0%	0.0%	0.5%	0.5%	1.8%	0.8%	0.5%
Occupancy rate	91.6%	90.4%	92.6%	90.7%	87.9%	90.8%	87.7%	90.0%	92.3%
Average household size	2.6	2.6	3.0	2.6	2.0	2.6	2.8	2.6	2.8

Category	Primary	Secondary North	Secondary East	Secondary South	Secondary West	Main Trade Area	Tertiary	Total Trade Area	Greater Sydney
<b><u>Tenure Type (Occupied Private Dwellings)</u></b>									
Owned outright	31.1%	36.7%	51.5%	26.3%	27.3%	33.1%	42.6%	35.6%	30.0%
Owned with a mortgage	29.2%	30.9%	32.6%	30.1%	17.2%	29.2%	31.9%	29.9%	34.2%
Rented	39.5%	30.7%	15.9%	43.2%	53.0%	36.9%	24.1%	33.6%	35.1%
Other tenure type	0.1%	1.6%	0.0%	0.4%	2.4%	0.8%	1.4%	0.9%	0.7%
<b><u>Attending Education (% of those attending)</u></b>									
Pre-school	10.6%	9.0%	6.4%	11.7%	10.5%	9.9%	6.5%	8.9%	6.9%
Infants/Primary Total	36.8%	34.5%	40.3%	37.5%	29.1%	36.4%	32.9%	35.3%	32.2%
Secondary Total	24.7%	31.2%	30.1%	21.5%	16.7%	26.1%	34.2%	28.5%	25.0%
Technical or Further Educational Institution	5.0%	3.1%	2.3%	4.9%	6.6%	4.2%	2.4%	3.7%	7.6%
University or other Tertiary Institution	19.7%	19.2%	19.0%	19.9%	31.0%	20.1%	22.6%	20.8%	24.2%
Other type of educational institution	3.2%	2.9%	1.9%	4.6%	6.2%	3.4%	1.4%	2.8%	4.0%
% of total population attending education	25.4%	27.0%	28.6%	25.8%	18.3%	25.8%	29.5%	26.8%	25.2%
<b><u>Highest Level of Education Completed (% of population aged 15 years and over)</u></b>									
Year 12 or equivalent	86.0%	87.0%	89.5%	85.4%	84.9%	86.4%	87.4%	86.7%	67.5%
Year 9-11 or equivalent	12.4%	11.9%	9.2%	13.5%	14.6%	12.3%	11.7%	12.2%	26.7%
Year 8 or below	1.6%	1.0%	1.3%	1.0%	0.6%	1.2%	0.8%	1.1%	4.4%
Did not go to school	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	1.5%
<b><u>Highest Level of Non-School Qualification</u></b>									
Postgraduate degree	15.4%	16.5%	18.0%	14.9%	16.2%	15.9%	18.1%	16.5%	13.9%
Graduate diploma or certificate	4.2%	3.3%	3.2%	3.8%	3.7%	3.7%	4.2%	3.8%	3.4%
Bachelor degree	46.8%	50.0%	52.6%	51.6%	53.1%	49.8%	50.5%	50.0%	36.4%
Advanced diploma or diploma	16.5%	15.6%	15.2%	14.6%	16.8%	15.7%	15.0%	15.5%	17.7%
Certificate	17.1%	14.7%	11.0%	15.1%	10.2%	14.9%	12.2%	14.2%	28.6%
% of persons with non-school qualifications (persons 15 years and above) - excludes not-stated and inadequately described	63.1%	63.8%	64.6%	65.5%	62.7%	63.9%	58.4%	62.4%	52.7%
<b><u>Employment Status</u></b>									
Unemployed/ looking for work	4.1%	4.2%	2.7%	3.3%	4.9%	3.8%	3.9%	3.9%	6.0%
Labour force participation rate	72.2%	67.8%	64.2%	78.2%	71.9%	71.5%	63.6%	69.3%	65.6%
<b><u>Need for Assistance</u></b>									
With Need for Assistance	6.6%	8.5%	6.0%	5.3%	6.8%	6.8%	3.9%	5.9%	4.9%
No Need for Assistance	87.6%	85.7%	85.9%	88.6%	87.9%	87.1%	90.7%	88.3%	88.7%
Need not stated	5.8%	5.8%	8.0%	6.1%	5.3%	6.0%	5.5%	5.9%	6.4%

Source: ABS Census of Population and Housing 2016, Ethos Urban

### 4.3.2 Resident population projections

For the purposes of this assessment, population projections have been prepared with reference to the latest official ABS population estimates and rebased to 2021. Reference has also been made to forecast growth estimates outlined within both the Woollahra and Waverley Local Strategic Planning Statement (LSPS) documents.

The current Estimated Resident Population (ERP) of the TTA is 31,890, as outlined in **Table 4**.

Population projections outline that the TTA population is forecast to maintain steady population growth in the future, consistent with historical trends. The TTA population is projected to increase by +540 residents between 2021 and 2036, reflecting the largely built up nature of the area. This is consistent across trade area sectors, and can be attributed to limited land availability.

Despite the relatively stable population growth that is planned to occur within the TTA, it is clear that there is already a large, established population that would require access to convenient supermarket facilities.

**Table 4 Existing and projected trade area population**

Population	2016	2021	2026	2031	2036	Change (2021-36)
Primary	7,440	7,640	7,700	7,750	7,810	170
Secondary North	6,190	6,230	6,260	6,280	6,300	70
Secondary East	2,310	2,400	2,420	2,440	2,450	50
Secondary South	5,280	5,570	5,640	5,720	5,800	230
<u>Secondary West</u>	<u>1,500</u>	<u>1,500</u>	<u>1,510</u>	<u>1,510</u>	<u>1,510</u>	<u>10</u>
<b>Main Trade Area</b>	<b>22,720</b>	<b>23,340</b>	<b>23,530</b>	<b>23,700</b>	<b>23,870</b>	<b>530</b>
<u>Tertiary</u>	<u>8,530</u>	<u>8,550</u>	<u>8,560</u>	<u>8,560</u>	<u>8,560</u>	<u>10</u>
<b>Total Trade Area</b>	<b>31,250</b>	<b>31,890</b>	<b>32,090</b>	<b>32,260</b>	<b>32,430</b>	<b>540</b>
<b>Average Annual Change</b>		<b>2016-21</b>	<b>2021-26</b>	<b>2026-31</b>	<b>2031-36</b>	<b>2021-36</b>
Primary		+40	+12	+10	+12	+11
Secondary North		+8	+6	+4	+4	+5
Secondary East		+18	+4	+4	+2	+3
Secondary South		+58	+14	+16	+16	+15
<u>Secondary West</u>		<u>+0</u>	<u>+2</u>	<u>+0</u>	<u>+0</u>	<u>+1</u>
<b>Main Trade Area</b>		<b>+124</b>	<b>+38</b>	<b>+34</b>	<b>+34</b>	<b>+35</b>
<u>Tertiary</u>		<u>+4</u>	<u>+2</u>	<u>+0</u>	<u>+0</u>	<u>+1</u>
<b>Total Trade Area</b>		<b>+128</b>	<b>+40</b>	<b>+34</b>	<b>+34</b>	<b>+36</b>
<b>Average Annual Growth %</b>		<b>2016-21</b>	<b>2021-26</b>	<b>2026-31</b>	<b>2031-36</b>	<b>2021-36</b>
Primary		0.5%	0.2%	0.1%	0.2%	0.1%
Secondary North		0.1%	0.1%	0.1%	0.1%	0.1%
Secondary East		0.8%	0.2%	0.2%	0.1%	0.1%
Secondary South		1.1%	0.3%	0.3%	0.3%	0.3%
<u>Secondary West</u>		<u>0.0%</u>	<u>0.1%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>
<b>Main Trade Area</b>		<b>0.5%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.1%</b>
<u>Tertiary</u>		<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>
<b>Total Trade Area</b>		<b>0.4%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.1%</b>

Source: ABS, Woollahra LSPS, Waverley LSPS, Ethos Urban



### 4.3.3 Resident retail spending estimates

Estimates of retail spending by residents within the defined TTA have been prepared with reference to the *MarketInfo* retail spending model. *MarketInfo* is a micro-simulation model which uses a variety of data sources including ABS Household Expenditure Survey, ABS Census of Population and Housing data, ABS Australian National Accounts, and other relevant sources. Estimates of retail spending by residents in the study area are provided for the following broad product categories:

- **Food, Liquor and Groceries (FLG)** – includes spending on fresh food, groceries and take-home liquor. This is the main category relevant to supermarket-based shopping.
- **Food catering** – includes cafes, restaurants and take-away food.
- **Non-Food** – includes apparel, homewares, bulky merchandise and other general merchandise.
- **Services** – includes retail services (e.g. hairdressers, beauty salons etc).

With regard to the proposed development, which will include a supermarket, the store will attract spending primarily from the FLG category.

Estimates of the current per capita retail expenditure are shown in **Table 5** and highlight that TTA residents spend on average \$19,590 per capita on retail items (2021 dollars). The TTA per capita retail expenditure is 30.0% higher than the comparable Greater Sydney average, with this trend evident across all sectors.

*All retail spending forecasts are presented in constant 2021 dollars.*

**Table 5 Trade Area Retail Spending Per Capita (\$2021)**

Trade Area	Food, Liquor and Groceries	Food Catering	Non Food	Services	Total Retail
<u>Per Capita Spending (\$2021)</u>					
<b>Primary</b>	<b>\$6,340</b>	<b>\$3,160</b>	<b>\$7,920</b>	<b>\$910</b>	<b>\$18,330</b>
Secondary North	\$6,750	\$3,250	\$8,800	\$950	\$19,750
Secondary East	\$6,910	\$3,220	\$9,580	\$950	\$20,660
Secondary South	\$6,370	\$3,200	\$8,190	\$840	\$18,600
Secondary West	\$6,970	\$3,820	\$9,490	\$1,130	\$21,410
<b>Main Trade Area</b>	<b>\$6,560</b>	<b>\$3,240</b>	<b>\$8,490</b>	<b>\$920</b>	<b>\$19,210</b>
Tertiary	\$6,900	\$3,250	\$9,480	\$970	\$20,610
<b>Total Trade Area</b>	<b>\$6,650</b>	<b>\$3,240</b>	<b>\$8,760</b>	<b>\$940</b>	<b>\$19,590</b>
<i>Greater Sydney</i>	<i>\$5,870</i>	<i>\$2,280</i>	<i>\$6,350</i>	<i>\$570</i>	<i>\$15,070</i>
<u>Variation from Greater Sydney average</u>					
<b>Primary</b>	<b>8.0%</b>	<b>38.6%</b>	<b>24.7%</b>	<b>59.6%</b>	<b>21.6%</b>
Secondary North	15.0%	42.5%	38.6%	66.7%	31.1%
Secondary East	17.7%	41.2%	50.9%	66.7%	37.1%
Secondary South	8.5%	40.4%	29.0%	47.4%	23.4%
Secondary West	18.7%	67.5%	49.4%	98.2%	42.1%
<b>Main Trade Area</b>	<b>11.8%</b>	<b>42.1%</b>	<b>33.7%</b>	<b>61.4%</b>	<b>27.5%</b>
Tertiary	17.5%	42.5%	49.3%	70.2%	36.8%
<b>Total Trade Area</b>	<b>13.3%</b>	<b>42.1%</b>	<b>38.0%</b>	<b>64.9%</b>	<b>30.0%</b>

Source: *MarketInfo, Ethos Urban*

Total retail spending by residents within the TTA is outlined in **Table 6**. Total retail expenditure is estimated at \$624.6 million, and is projected to increase to \$733.2 million by 2036, representing an increase of +\$108.7 million over the forecast period. This includes an increase in FLG expenditure of \$13 million, from \$212 million to \$225 million over the period to 2036. This increase in retail spending capacity will support demand for new supermarket facilities.

As outlined, each of these spending categories is projected to experience substantial growth over the period to 2036. As such, the addition of retail floorspace at the subject site means any impact from the proposed development will be limited and short-term only, with all surrounding stores to benefit from future growth.

**Table 6 Trade Area Total Retail Expenditure, 2021 to 2036 (\$2021)**

Retail Category	2021	2026	2031	2036	Change (2021-2036)
<b>Primary</b>					
FLG	\$48.4m	\$49.5m	\$50.5m	\$51.7m	+\$3.2m
Food Catering	\$24.2m	\$25.0m	\$25.8m	\$26.6m	+\$2.5m
Non-Food	\$60.5m	\$66.0m	\$71.8m	\$78.3m	+\$17.8m
Services	\$6.9m	\$7.4m	\$7.9m	\$8.4m	+\$1.4m
<b>Total Retail</b>	<b>\$140.1m</b>	<b>\$147.9m</b>	<b>\$156.0m</b>	<b>\$165.0m</b>	<b>+\$24.9m</b>
<b>Secondary North</b>					
FLG	\$42.1m	\$42.9m	\$43.6m	\$44.4m	+\$2.3m
Food Catering	\$20.2m	\$20.8m	\$21.4m	\$22.0m	+\$1.8m
Non-Food	\$54.8m	\$59.6m	\$64.6m	\$70.1m	+\$15.3m
Services	\$5.9m	\$6.3m	\$6.7m	\$7.1m	+\$1.1m
<b>Total Retail</b>	<b>\$123.0m</b>	<b>\$129.6m</b>	<b>\$136.4m</b>	<b>\$143.6m</b>	<b>+\$20.6m</b>
<b>Secondary East</b>					
FLG	\$16.6m	\$17.0m	\$17.4m	\$17.7m	+\$1.1m
Food Catering	\$7.7m	\$8.0m	\$8.2m	\$8.5m	+\$0.8m
Non-Food	\$23.0m	\$25.1m	\$27.3m	\$29.7m	+\$6.7m
Services	\$2.3m	\$2.4m	\$2.6m	\$2.7m	+\$0.5m
<b>Total Retail</b>	<b>\$49.6m</b>	<b>\$52.4m</b>	<b>\$55.5m</b>	<b>\$58.6m</b>	<b>+\$9.0m</b>
<b>Secondary South</b>					
FLG	\$35.5m	\$36.4m	\$37.5m	\$38.6m	+\$3.1m
Food Catering	\$17.8m	\$18.5m	\$19.2m	\$20.0m	+\$2.2m
Non-Food	\$45.6m	\$50.0m	\$54.9m	\$60.2m	+\$14.6m
Services	\$4.7m	\$5.0m	\$5.4m	\$5.7m	+\$1.1m
<b>Total Retail</b>	<b>\$103.6m</b>	<b>\$109.9m</b>	<b>\$116.9m</b>	<b>\$124.5m</b>	<b>+\$20.9m</b>
<b>Secondary West</b>					
FLG	\$10.5m	\$10.7m	\$10.8m	\$11.0m	+\$0.5m
Food Catering	\$5.7m	\$5.9m	\$6.1m	\$6.2m	+\$0.5m
Non-Food	\$14.2m	\$15.5m	\$16.8m	\$18.2m	+\$4.0m
Services	\$1.7m	\$1.8m	\$1.9m	\$2.0m	+\$0.3m
<b>Total Retail</b>	<b>\$32.1m</b>	<b>\$33.9m</b>	<b>\$35.6m</b>	<b>\$37.4m</b>	<b>+\$5.3m</b>
<b>Main Trade Area</b>					
FLG	\$153.0m	\$156.5m	\$159.8m	\$163.3m	+\$10.3m
Food Catering	\$75.6m	\$78.2m	\$80.7m	\$83.4m	+\$7.7m
Non-Food	\$198.2m	\$216.1m	\$235.5m	\$256.5m	+\$58.3m
Services	\$21.5m	\$22.9m	\$24.4m	\$25.9m	+\$4.4m
<b>Total Retail</b>	<b>\$448.4m</b>	<b>\$473.7m</b>	<b>\$500.4m</b>	<b>\$529.1m</b>	<b>+\$80.7m</b>
<b>Tertiary</b>					
FLG	\$59.0m	\$60.0m	\$60.8m	\$61.7m	+\$2.7m
Food Catering	\$27.7m	\$28.5m	\$29.2m	\$29.9m	+\$2.2m
Non-Food	\$81.1m	\$87.8m	\$94.9m	\$102.7m	+\$21.6m
Services	\$8.3m	\$8.8m	\$9.3m	\$9.8m	+\$1.5m
<b>Total Retail</b>	<b>\$176.2m</b>	<b>\$185.0m</b>	<b>\$194.2m</b>	<b>\$204.1m</b>	<b>+\$27.9m</b>
<b>Total Trade Area</b>					
FLG	\$212.0m	\$216.4m	\$220.7m	\$225.0m	+\$13.0m
Food Catering	\$103.4m	\$106.7m	\$109.9m	\$113.3m	+\$9.9m
Non-Food	\$279.3m	\$303.9m	\$330.4m	\$359.2m	+\$79.9m
Services	\$29.8m	\$31.7m	\$33.7m	\$35.7m	+\$5.9m
<b>Total Retail</b>	<b>\$624.6m</b>	<b>\$658.7m</b>	<b>\$694.7m</b>	<b>\$733.2m</b>	<b>+\$108.7m</b>

Source: MarketInfo, Ethos Urban

## 4.4 Competitive environment

This sub-section outlines the competitive supermarket context within which the proposed Woolworths Rose Bay development would operate. The competitive context has been summarised taking into account typical retail industry classifications and reviewed in order to inform the likely retail trading impacts as outlined in the Economic Impact Assessment (EIA).

### Supermarket competition

Across the retail industry supermarkets are typically defined as food and grocery stores of 500m<sup>2</sup> or larger. Stores between 500m<sup>2</sup> to 2,500m<sup>2</sup> are generally considered small to medium sized supermarkets. A full-line supermarket is often considered 2,500m<sup>2</sup> or larger, and a major full-line considered a store of 3,200m<sup>2</sup> or larger. Small food and grocery stores of less than 500m<sup>2</sup> lack the range and scale of facilities to accommodate a comprehensive grocery shopping trip, although can support a basic convenience shopping trip to meet immediate needs. Grocery stores of this scale are often referred to as convenience stores or foodstores.

Reflecting the need to respond to evolving consumer tastes and expectations, Woolworths now offer major supermarket stores (typically, although not always full-line), as well as the more compact 'Metro' stores. Woolworths have recently categorised key attributes of full-line supermarkets and Woolworths Metro stores including:

- Full-line - Large format stores (main trading area of more than 2,700m<sup>2</sup>) offering a full range of products (more than 20,000 SKUs), focused on servicing a large or broad weekly shop.
- Compact Metro - Convenience format stores (smaller than full-line with main trading area size varied based on local need) primarily located in CBDs and commuter hubs servicing high density areas or small local neighbourhoods. Focused on a convenience based and top-up shopping needs (generally less than 15,000 SKUs).

*Source: Woolworths*

Within the Rose Bay local area, stores across the retail network can be generally classified as full-line or metro supermarkets.

In addition, specialised fresh produce and grocery operators such as Harris Farm and Parisi's also exist in Rose Bay. These stores, which both occupy around 1,000m<sup>2</sup>, provide an extensive fresh food offer, and in the case of Harris Farm, a limited range of traditional grocery products. As such, while these specialised fresh food operators compete with traditional supermarket operators to some extent, these stores are not considered direct competitors given that customers will often shop at both traditional supermarkets and specialised fresh food operators in order to satisfy for their food and grocery requirements. For the purposes of this assessment, Harris Farm and Parisi's have been considered in the competitive context for the proposed Rose Bay development.

A review of the existing and future supermarket environment within the Rose Bay region indicates that only a few small and metro supermarkets current serve this part of Sydney, with all larger and full-line supermarkets located some distance away, including at larger retail centres. Several specialised fresh food operators are also located within the region and provide a limited range of specialised food and grocery items.

A summary of the existing supermarket provision is shown in **Table 7** and represented on in the previous **Figure 9**.

Key points to note in relation to the supermarket context within the Rose Bay region include:

- Total supermarket floorspace within the TTA is currently estimated at 3,950m<sup>2</sup> of supermarket floorspace. This includes a Coles Local of 1,500m<sup>2</sup>, IGA of 1,250m<sup>2</sup> and a Woolworths Metro of 1,200m<sup>2</sup>. In addition, fresh produce specialists of Harris Farm and Parisi's, both occupying around 1,000m<sup>2</sup> each are also provided. These fresh food operators have been included due to the size and the fact that while they specialise in fresh food, a small provision of typical grocery items are also provided.
- Based on the 2021 population of 31,890 in the TTA, the provision of supermarket floorspace per 1,000 persons equates to around 124m<sup>2</sup> of supermarket floorspace per 1,000 persons, which is around 50% below the typical supermarket provision provided across metropolitan Sydney of around 260m<sup>2</sup> per 1,000 persons. If the specialised fresh food operators are included this would still indicate a provision of around 187m<sup>2</sup> per 1,000

persons, implying a supermarket provision that remains almost one third lower than the typical Sydney average provision of supermarket floorspace.

- Notably, no medium sized or full-line supermarkets are provided within the Rose Bay TTA. This means that while residents will shop at smaller stores for quick, top-up shopping trips, they will regularly seek out a larger supermarket offer beyond the TTA in order to undertake a larger shopping trip with access to a broad product range of products, including the greater selection of brands.

#### Rose Bay South

- No supermarket is currently provided within Rose Bay South, however, Harris Farm recently opened in 2020 within the centre, and is situated some 300m north of the subject site along Old South Head Road. Harris Farm is a specialist fresh food and grocery provider and while this operator provides some similar product lines to a supermarket, this provision is considered minimal. The Harris Farm Rose Bay store is around 1,000m<sup>2</sup> and as a result, is smaller than a typical Harris Farm offer across metropolitan Sydney of 1,500m<sup>2</sup> to 2,000m<sup>2</sup>, this limits the product range available at the Rose Bay site. As outlined earlier, while Harris Farm will provide some product lines that compete with traditional supermarkets, it should be noted that due to the specialised nature of these type of stores, customers will often regularly shop at both specialised fresh food retailers (such as Harris Farm and Parisi's) and traditional supermarkets.

#### Rose Bay

- Several supermarkets are located on the border of the defined primary and secondary west sectors, approximately 700-800 metres from the subject site. These stores include Woolworths Metro and IGA supermarkets as well as Parisi's (fresh food operator) and are located within the neighbouring Rose Bay centre which is focused along New South Head Road and Dover Street. These stores all occupy around 1,250m<sup>2</sup> or less, and cater to the convenience needs of the immediate local population, providing a narrower selection of products compared to the proposed Woolworths Rose Bay supermarket.

#### Rose Bay North

- The largest supermarket offer within the Rose Bay TTA currently is a Coles supermarket situated 1.2km north of the site (within the secondary north sector). This supermarket was refurbished and opened under the 'Coles Local' banner in 2020. The store provides around 1,500m<sup>2</sup> and includes a focus on convenience-based products. The store provides an offer targeted at time poor professionals living in the area who seek a healthy food and grocery offer, including a number of ready-made meals. In addition, the store offers premium services and products including self-serve coffee and juicing stations, and over 400 Kosher products to cater for the local Jewish community. As such, the Rose Bay Coles Local store is a small supermarket serving the convenience needs of the immediate population.

#### Beyond the Trade Area

- Beyond the TTA, the main retail and supermarket centres include:
  - **Bondi Beach:** Multiple stores are provided at Bondi Beach, 2.1km from the subject site, including a Woolworths Metro (1,400m<sup>2</sup>), Harris Farm (1,000m<sup>2</sup>) and IGA (500m<sup>2</sup>). These stores serve local residents as well as the tourist and visitor population during typical trading conditions. A specialist supermarket, Kemenys of around 1,300m<sup>2</sup> is also provided along Bondi Road, some 2.6km from the subject site.
  - **Bondi Junction:** A major shopping centre destination, situated around 3km south-west of the subject site. Bondi Junction includes a number of supermarkets, provided across Westfield Bondi Junction (defined as a super-regional shopping centre under the typical retail industry classification), and Eastgate Shopping Centre (defined as a sub-regional centre). Between the two centres five (5) supermarkets are provided, totalling around 15,000m<sup>2</sup> of supermarket floorspace, including three (3) major full-line supermarkets; namely two Coles and one Woolworths store.
  - **Woolworths Double Bay:** Provided within the Double Bay Town Centre, around 3.9km west of the subject site, is a major full-line supermarket occupying around 5,000m<sup>2</sup>. It is understood that this modern supermarket, which was redeveloped in 2014, is a key supermarket and shopping destination for a wide population within this part of Sydney.
- The limited provision of supermarket floorspace within the TTA, including no existing medium size or full-line supermarkets, indicates that a substantial number of TTA residents would frequently travel beyond their immediate area in order to access a more extensive supermarket offer. These stores are currently located 3km

or more from the subject site, at larger retail centres, and as such impact on the level of convenience for Rose Bay residents and increasing traffic and congestion at these fewer larger supermarkets.

- In addition, reflecting the geography of the area, the Rose Bay TTA extends much further north up the peninsula to Watsons Bay. Some residents in this part of the trade area currently have to travel up to 8km from their homes (16km round-trip) in order to access a medium size or full-line supermarket.

**Table 7 Surrounding supermarket context**

Supermarket/Fresh Food Anchor	Address	Approximate GLA (m <sup>2</sup> )	Dist. From Subject Site (km - by road)
<b>Within Main Trade Area</b>			
<b><u>Rose Bay</u></b>			
Harris Farm*	520-536 Old S Head Road, Rose Bay	1,000	0.3
Parisi's*	19-21 Dover Road, Rose Bay	1,000	0.7
Woolworths	757 New S Head Rd, Rose Bay	1,200	0.8
IGA	1-5 Dover Road, Rose Bay	1,250	0.8
Coles	694 Old S Head Road, Rose Bay	1,500	1.2
<b>Outside Trade Area</b>			
<b><u>Bondi Beach</u></b>			<b><u>2.1</u></b>
Woolworths	184 Campbell Pde, Bondi Beach	1,400	
Harris Farm*	61 Hall Street, Bondi Beach	650	
IGA	48 Hall Street, Bondi Beach	500	
<b><u>Bondi</u></b>			<b><u>2.6</u></b>
Kemenys	137 Bondi Rd, Bondi NSW	1,300	
<b><u>Bondi Junction</u></b>			<b><u>3.0</u></b>
Woolworths	Westfield Bondi Junction SC	3,800	
Coles	Westfield Bondi Junction SC	4,580	
Harris Farm*	Westfield Bondi Junction SC	2,000	
ALDI	Eastgate SC	1,300	
Coles	Eastgate SC	3,300	
<b><u>Double Bay</u></b>			<b><u>3.9</u></b>
Woolworths	Kiaora Ln, Kiaora Rd, Double Bay	5,000	
<b><u>Edgecliff</u></b>			<b><u>4.5</u></b>
Coles	Eastpoint Centre	3,200	
ALDI	Edgecliff Centre	1,400	

Source: Ethos Urban

\*Fresh Food anchor

### Key Retail Precincts

The Rose Bay TTA incorporates a number of retail precincts that are centrally located along the main roads and focus on serving the needs of the immediate local population. A summary of the composition of shopfronts within these key retail strips is outlined in **Figures 10 to 11** and **Table 8**.

*The composition of the key retail strips (defined as main road retail clusters with more than 10 shopfronts) was identified during a site audit undertaken by this office in January 2022. It is important to note that in addition to these key retail strips there are a range of free-standing and smaller local shopfronts and facilities provided throughout the TTA; this includes destination facilities such as Watsons Bay Hotel and surrounding destinations, Catalina as well as several golf and leisure clubs. Retail shopfronts along the border of the TTA, including those along Blair Street,*

*have been excluded to reflect the distance from the subject site and proximity to the Bondi retail precinct and population.*

Key points to note in relation to the shopfronts provided within the key retail precincts throughout the TTA and the proposed Woolworths Rose Bay include:

- **Significant number of shopfronts:** Around 240 shopfronts are provided within the TTA, this includes 90 shopfronts in Rose Bay (New South Head Road), 37 shopfronts in Rose Bay North (Old South Head Road), 61 shopfronts in Rose Bay South (Old South Head Road), 40 shopfronts in Vaucluse and 12 shopfronts in the main Watsons Bay retail strip).
- **Low vacancy:** Vacancy rate is low at 9 shopfronts (3.8% of total) across the TTA. The minimal number of vacancies highlights the strong performing nature of these precincts. A range of mixed use developments (including ground floor specialty shopfronts and shop-top housing) are also underway within these retail precincts, further highlighting the appeal of these areas; while on site observations also indicate active, vibrant retail strips during typical trading hours.
- **Limited major food anchor tenants:** As outlined above, there are few supermarkets provided within the TTA including:
  - Only three (3) smaller supermarkets are provided, with the largest at around 1,500m<sup>2</sup>. None of these supermarkets are provided within the Rose Bay South centre, and their smaller size mean that existing supermarkets predominately serve their immediate population only.
  - Two (2) large fresh produce operators (Harris Farm and Parisi's) are provided, and have recently opened or expanded, highlighting demand in the market for additional fresh produce operators. These operators are specialised retailers providing a tailored fresh food offer and a minimal range of grocery items, and therefore, do not compete directly with traditional supermarket operators.
- **Limited direct fresh food and liquor competition:** The amount of traditional fresh food & liquor shopfronts is low overall at 5% of the total (12 shopfronts), with four (4) of these being liquor stores. Stores are also dispersed across the various strips, indicating that these stores serve their immediate population.
- **Limited direct supermarket competition overall:** 93% of all shopfronts will not compete with the proposed Woolworths at Rose Bay, with the three largest shopfront categories being food catering (58 shopfronts at 24.2% of total shopfronts), retail services (57 shopfronts at 23.8% of total), and non-retail tenants (54 shopfronts at 22.5% of total).
- **Large provision of discretionary shopfronts:** While the key retail strips include convenience based retailers, there is a higher proportion of non-discretionary retailers (including apparel, household goods, food catering and services) than would be expected in a typical retail main street. This is a reflection of the demand and highly affluent population in this part of Sydney.

Results of the above indicate that the proposed supermarket at Rose Bay will not impact on existing retail shopfronts, rather will be complementary to existing facilities, and will strengthen the Rose Bay South precinct by enhancing activation and performing the role as a key destination for the community. This would ultimately improve visitation and customer flows throughout Rose Bay South to the benefit of local businesses.

Figure 10 Rose Bay TTA – Shopfront Locations

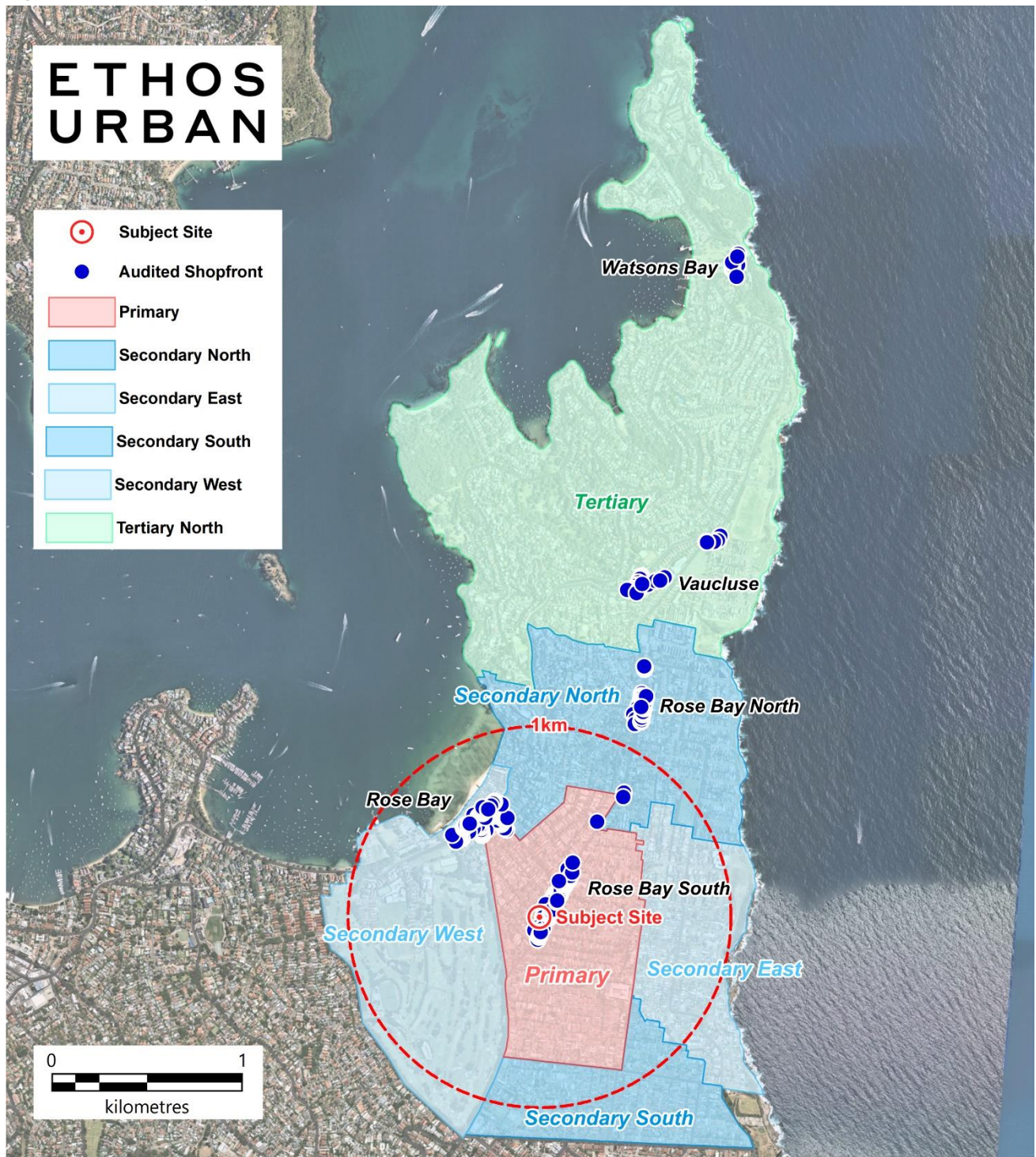


Figure 11 Rose Bay South (Old South Head Road) Precinct – Shopfront Summary





**Table 8** Rose Bay summary of shopfronts (based on January 2022 audit)

Category	Rose Bay	Rose Bay North	Rose Bay South	Vaucluse	Watsons Bay	Total (no.)	Total (%)
<b>Major tenants</b>							
Bunnings			1			1	0.4%
Supermarket / Fresh Food Anchor	3	1	1			5	2.1%
<b>Specialty shopfronts</b>							
Food & Liquor	4	2	2	4		12	5.0%
Food Catering	20	10	14	8	6	58	24.2%
Apparel	8		2	2	2	14	5.8%
General Retail	5	2	2	2	1	12	5.0%
Leisure	4	1	1	1		7	2.9%
Household Goods	2	1	3	5		11	4.6%
Retail Services	24	8	16	8	1	57	23.8%
Non-Retail	16	11	15	10	2	54	22.5%
Vacant	4	1	4			9	3.8%
<b>Grand Total</b>	<b>90</b>	<b>37</b>	<b>61</b>	<b>40</b>	<b>12</b>	<b>240</b>	<b>100%</b>

\*Based on site audit in January 2022 of key retail precincts of 10+ shopfronts within the defined MTA.

#### 4.5 Supermarket customer visitation and expenditure analysis

A high level review of supermarket customer visitation can be observed through use of mobile location data, such as that sourced from Near (formerly UberMedia). Near sources, combines and filters mobile location information from a variety of sources (such as mobile applications) into a single data file that can be used to determine customer patterns and movements for a specified location. While the data represents a 'sample' of customers only, this real world data is useful in complementing traditional retail analysis. In this instance, we have reviewed a sample of customers who visited Woolworths at Double Bay, and Coles Local at Rose Bay over the period from January 2018 to December 2020, in order to determine the typical distance customers travelled to these stores from their place of residence. Results of the data are presented in **Figure 12** (Woolworths Double Bay and Coles Rose Bay).

A summary of the results suggest the following implications for customer supermarket shopping behaviours:

- Smaller supermarkets serve a smaller trade area, while major full-line supermarkets attract business from a broader area. The major full-line supermarket of Woolworths Double Bay attracts customers from a much broader region than the smaller Coles Local at Rose Bay. The smaller supermarket at Rose Bay generally attracts the majority of business from residents within 2-3km of the store, while for the larger Double Bay store, a high proportion of visits are still recorded for residents up to 5km away.

This is supported by the Near data which can be aggregated to show the proportion of customers by their suburb of residence (refer **Table 9**). The suburbs that represent the top 10 highest proportion of customers indicate that for Coles Rose Bay the top 10 suburbs account for 66.3% of all customers, however, for Double Bay, the top 10 suburbs of visitation only account for 40.9% of all customer suburbs. This demonstrates that smaller stores are more likely to serve the area within close proximity of the store, while full-line supermarkets will continue to attract visitors broadly due to their critical offer in providing a full-range of food and grocery products and supporting a successful retail network.

- Residents of Rose Bay and Vaucluse shop at multiple supermarkets, with these residents regularly travelling to shop at major full-line supermarkets such as Woolworths Double Bay as well as at their more local stores. This is reflected in the fact that the highest number of customers to both Woolworths Double Bay and Coles Rose Bay reside in the same suburbs of Rose Bay and Vaucluse; indicating that consumers will regularly travel past other smaller stores in their area in order to access a larger supermarket that includes a more extensive product range and food and grocery offer.

- Data suggests that approximately 20% of customers to Woolworths Double Bay are residents of suburbs within the defined Rose Bay TTA. Suggesting a high level of escape expenditure.

Evidence of consumer shopping patterns can also be outlined using transaction data from Quantum. Quantum is a data analytics firm with access to a range of transactional data that can be used to identify customer trends and spending patterns. Woolworths engaged Quantum to investigate supermarket spending patterns in the Rose Bay region. Data was analysed at a postcode level and considered where people within each postcode shopped (at supermarkets and other fresh food tenants).

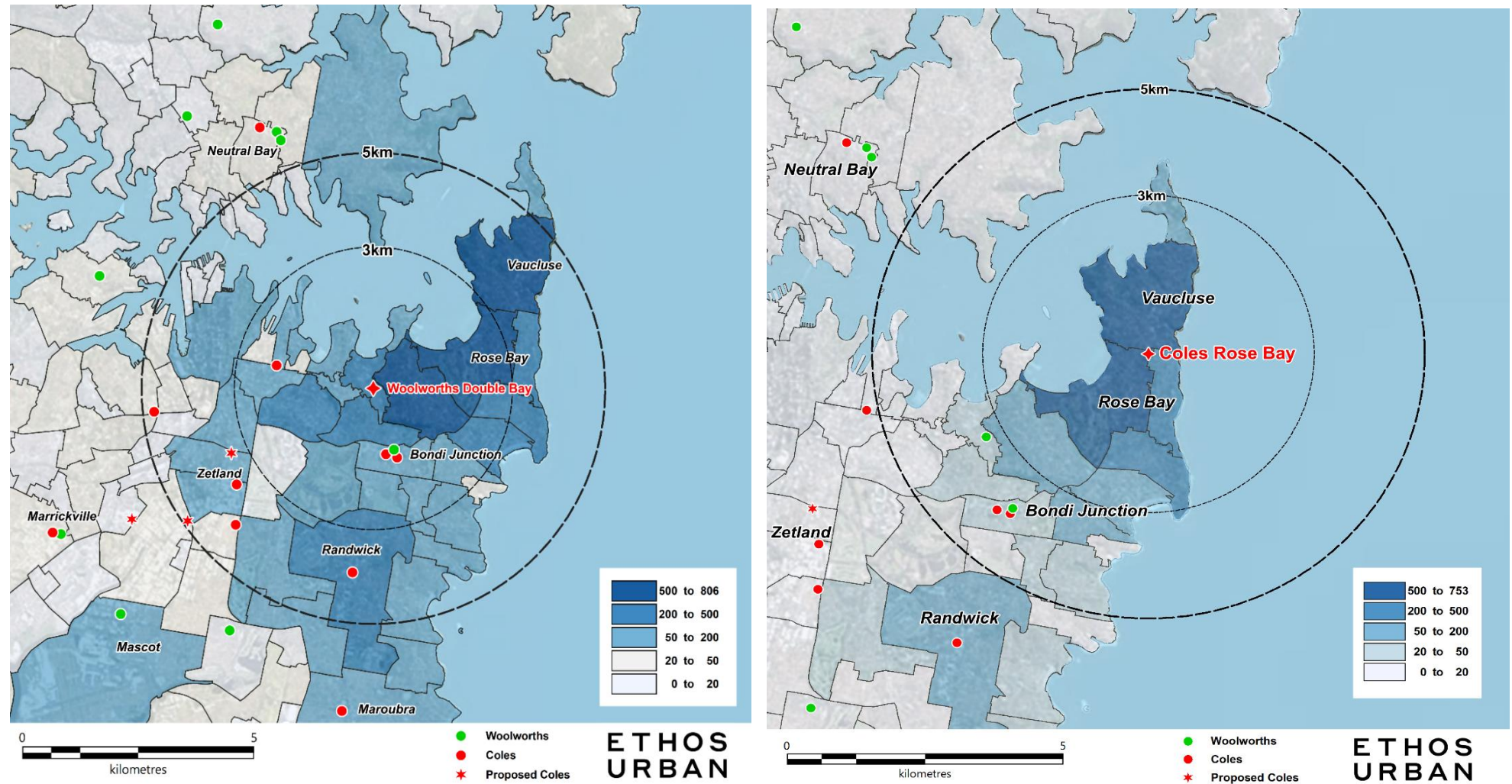
A review of the food and grocery shopping habits of consumers within the postcode of Rose Bay (postcode 2029) using Quantum data reveals that over half of all residents (51.4%) within the Rose Bay postcode travel outside of the defined TTA in order to undertake their food and grocery shopping during the 2021 calendar year. This includes a significant proportion of food and grocery expenditure directed to Bondi Junction, Double Bay and Edgedcliff (all centres that include a larger supermarket offer than is currently provided in Rose Bay). This represents a significant provision of escaped retail expenditure from the Rose Bay TTA that is being directed outside of the local area, adding to congestion and impacting on resident amenity.

Results of both the visitation and transaction data highlight the fact that smaller supermarkets and food and grocery stores serve a key role in their local community, however, larger supermarkets are still visited frequently by residents as part of their typical shopping patterns. These larger supermarkets also serve a critical role in a holistic retail network, attracting visitation from a wider area, attributed to the expanded food and grocery offer that they provide. Currently, the undersupply of supermarket floorspace and the distance being travelled across a broader region for food and grocery shopping, highlights the opportunity that exists for a new supermarket in Rose Bay South.

**The proposed Woolworths Rose Bay South supermarket will be only half the size of the existing major full-line supermarket at Double Bay, however, will be 50% larger than any existing supermarket in the local area currently and provide local residents with a product range that will be approximately double the existing range at any individual store (at c14,000 – 16,000 SKUs compared to around 6,000-10,000 SKUs currently provided).**

**The proposal will provide improved choice, range and price competition for local residents within the local catchment. The proposed development would result in improved travel times and convenience for residents, and ease congestion at existing stores as well as on the local road network – as the need to travel to larger supermarkets for grocery needs will be diminished by the proposal.**

**Figure 12 Customer place of residence – Near mobile location data, Woolworths Double Bay and Coles Rose Bay**



Source: Near, Ethos Urban

**Table 9 Customer visitation by suburb (top 10)****Woolworths Double Bay**

<b>Rank</b>	<b>Suburb</b>	<b>% of total Customers</b>
1	Bellevue Hill	7.2%
2	Vaucluse	6.7%
3	Rose Bay	5.9%
4	Double Bay	4.1%
5	North Bondi	3.7%
6	Dover Heights	3.1%
7	Paddington	2.9%
8	Woollahra	2.7%
9	Randwick	2.6%
10	Bondi Beach	2.1%
	<i>Remainder</i>	<i>59.1%</i>
<b>Total</b>		<b>100%</b>

**Coles Rose Bay**

<b>Rank</b>	<b>Suburb</b>	<b>% of total Customers</b>
1	Vaucluse	20.3%
2	Rose Bay	13.9%
3	Dover Heights	10.3%
4	North Bondi	8.2%
5	Bellevue Hill	4.5%
6	Bondi Beach	2.4%
7	Randwick	1.8%
8	Maroubra	1.7%
9	Bondi	1.6%
10	Watsons Bay	1.6%
<i>Other</i>	<i>Remainder</i>	<i>33.7%</i>
<b>Total</b>		<b>100%</b>

## 5.0 Community and stakeholder perspectives

### 5.1 Overview of consultation process

Ethos Urban were contracted to undertake consultation on behalf of Woolworths Property Group as part of the development process over 2021. 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 (on Albemarle Ave and 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.

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 early planning phases.

### 5.2 Engagement outcomes

**Table 10** summarises the feedback received over the consultation process, and how the project team responded to address the feedback.

**Table 10 Summary of feedback**

Topic	Summary	Project team response
<i>Traffic and Access Arrangements</i>	<ul style="list-style-type: none"> <li>• Concern over potential for impact to existing over-capacity local road network (i.e., congestion and parking).</li> <li>• Any traffic assessments need to take place again outside of lockdown periods and during school pick-up / drop-off times to understand extent of congestion issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Woolworths has conducted a preliminary traffic assessment to identify potential traffic impacts, access arrangements, car parking requirements, and other traffic and pedestrian considerations.</li> <li>• A more comprehensive traffic study was undertaken in late 2021 in consultation with 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 the late November and early December, which saw more regular traffic volumes return to the road compared to during the midst of lockdowns in months prior.</li> </ul>
	<ul style="list-style-type: none"> <li>• Need ensure there are adequate onsite parking provisions for not only customers and residents but Woolworths staff.</li> <li>• Ongoing issue with other OSH customers parking across driveways in surrounding streets.</li> <li>• Consider encouraging walk-in customers rather than car usage.</li> <li>• Entry and entrance to car parks not interfering with traffic flow nor increasing traffic on neighbouring roads.</li> </ul>	<ul style="list-style-type: none"> <li>• Woolworths intends to provide adequate parking to ensure compliance with local planning controls.</li> <li>• Furthermore, in response to the growing demand online shopping and click and collect, Woolworths will provide dedicated 'Direct to Boot' parking spaces in the basement.</li> <li>• Public e-bike charging stations have been incorporated into the reference design.</li> <li>• Bicycle parking is also being considered as part of the proposal which will assist in reducing reliance on private vehicle as a mode of access to the site.</li> </ul>

Topic	Summary	Project team response
	<ul style="list-style-type: none"> <li>Concerns raised around coordination of online order pick-ups and existing congestion at proposed access arrangements.</li> <li>Store deliveries should be limited to specific time periods (i.e., 9am – 5:00pm) to minimise traffic import to local roads and interface with school pick-up/drop-offs.</li> <li>Access for deliveries and waste collection should not be in Albemarle Ave but in Old South Head Road.</li> <li>Consideration of neighbouring residents re proposed location of the loading dock. It needs to be designed so odour and associated impacts are minimised.</li> </ul>	<ul style="list-style-type: none"> <li>The Direct to Boot service for online order pick ups will be located in the basement.</li> <li>Loading dock truck size has been reduced in response to community concerns and to enhance manoeuvring.</li> <li>In consultation with Council, guiding principles are to be established in the site specific DCP. These principles will be applicable to the future DA on the site in relation to traffic movements and safety</li> </ul>
<i>Proposed Rezoning of 30 Albemarle Ave</i>	<ul style="list-style-type: none"> <li>Request that plans would be put in place to ensure the safety of children walking in the local area.</li> <li>Proximity to Rose Bay Public School and consideration of peak hour congestion and safety of pedestrians and vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>Woolworths has noted these concerns, and that these matters are successfully managed in different locations with similar walking access. This includes supporting pedestrianisation, and signalling at car and truck entry and exit points to improve safety along Albemarle Avenue.</li> </ul>
	<ul style="list-style-type: none"> <li>Concerns raised around rezoning of residential land and precedence for rezoning and subsequent future overdevelopment within Albemarle Ave.</li> <li>Other concerns raised about the devaluing of property on Albemarle Ave.</li> <li>Encroachment into a low-density area and out of context for the Rose Bay Village.</li> <li>Building envelope for the 30 Albemarle Ave site should be no greater than what is already permissible under current zoning.</li> </ul>	<ul style="list-style-type: none"> <li>The proposed rezoning of 30 Albemarle Ave to is to help enable better design and planning outcomes, including:                             <ul style="list-style-type: none"> <li>Sufficient landscape buffer between proposed building and adjacent residents, with a deep soil zone, which is a superior outcome to that which would otherwise be able to be achieved if redeveloping the service station in isolation.</li> <li>Support traffic flow, parking and access/exit arrangements on site.</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>Questions raised around proposed setbacks between proposed development and adjacent residents on Albemarle Ave.</li> <li>Ensure no overshadowing and manage the building bulk for neighbours to the northwest of the site.</li> <li>Will there be landscaping on the ground plane between site and neighbouring residents</li> </ul>	<ul style="list-style-type: none"> <li>Woolworths has noted the concerns expressed by the Albemarle Ave residents and have considered the need for setbacks. Greenery and seating have been incorporated in the design.</li> <li>Current planning controls will ensure there is adequate setback between the ground plane and upper floor balconies.</li> <li>Design considerations have ensured balcony design does not impact to lines of sight/privacy.</li> <li>Key design considerations include the set-back via a deep soil zone of 9m and landscaping of the site.</li> </ul>
<i>Mixed-use precinct and addition of apartments</i>	<ul style="list-style-type: none"> <li>Community members were interested to see examples of other Woolworths developments where residential has needed to be rezoned to commercial use.</li> <li>Query about what happens if the rezoning is unsuccessful - will Woolworths redesign the proposal to sit within the existing B4 site?</li> </ul>	<ul style="list-style-type: none"> <li>If the Planning Proposal is not supported, there will still be a retail/commercial offering, but Woolworths believes the current proposal offers a better outcome for the local area – particularly in terms of parking and a buffer zone between the development and existing residences.</li> </ul>
	<ul style="list-style-type: none"> <li>Mixed feedback for the proposed mixed-uses for the site, with concerns raised over number of apartments and the community benefit of the apartments.</li> <li>Concerns that the area, roads and services are at capacity and not equipped for additional apartments.</li> <li>Concerns over the proposed height and noted that anything above two storeys is outside of the Rose Bay village feel. Alternate suggestions included limiting the overall height of the development, as</li> </ul>	<ul style="list-style-type: none"> <li>The site sits within a mixed retail and commercial area and has surrounding low to medium density residential development. This site has been identified by Council as a gateway site.</li> <li>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.</li> </ul>

Topic	Summary	Project team response
	<p>well as limiting the retail offering to one floor (with remaining floors to be residential).</p>	
<i>Consultation</i>	<ul style="list-style-type: none"> <li>• Need to ensure that Woolworths listens and responds to the feedback received and adjusts the proposal accordingly.</li> <li>• Ensure that the needs, opinions, and requirements of those who live and work around the proposed site are considered.</li> <li>• Local residents have requested detailed plans and studies submitted to Council as part of the consultation process.</li> <li>• Ongoing consultation needed with immediate neighbours (i.e., residents and local school) and ability to demonstrate how feedback has been considered and addressed.</li> </ul>	<ul style="list-style-type: none"> <li>• Woolworths recognises the importance of enabling community feedback and input into any future Woolworths site.</li> <li>• 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.</li> </ul>
<i>Design considerations</i>	<ul style="list-style-type: none"> <li>• Concern expressed that the design should consider the local flood zone. Residents noted issues with nearby Harris Farm development and flooding during site excavations.</li> </ul>	<ul style="list-style-type: none"> <li>• Project team notes 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. Council's engineers have been consulted, which has influenced the projects design and flood mitigation measures.</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensure design considers accessibility and mobility issues for future customers (i.e., not stairs but ramps for walkers).</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensure solar access, privacy and view lines are maintained for neighbours on Albemarle Ave.</li> <li>• Ensure lighting, noise, and other potential impacts to those who live and work around the site are minimised.</li> </ul>	<ul style="list-style-type: none"> <li>• As part of early planning for the site, we have identified the following design considerations that our plans will address:                         <ul style="list-style-type: none"> <li>- Maintain good access to natural light for surrounding neighbours</li> <li>- Minimise potential noise impacts through effective acoustic treatments.</li> <li>- Provide safe, accessible access around and through the site for customers and residents.</li> <li>- Ensure lighting and signage is in keeping with the village atmosphere.</li> </ul> </li> <li>• These points will form the basis for guiding principles in a site specific DCP that has been agreed in-principle with Council.</li> </ul>
	<ul style="list-style-type: none"> <li>• Includes open space and landscape that is accessible to the community.</li> <li>• Keep open spaces and parks to reduce number of people and overall congestion.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• A publicly accessible community zone with deep soil open space is proposed for the north-western side of the site.</li> </ul>
	<ul style="list-style-type: none"> <li>• Need to ensure proposed design sympathetically integrates into the Rose Bay Village local character.</li> <li>• Development presents an opportunity to improve (not just reflect) the village environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Design strategies include proposed massing, articulation, awning, programs, accessibility and corner activations, deep soil and greenery, solar access and landscaping. These points will form the basis for guiding principles in a site specific DCP which has been agreed in-principle with Council.</li> </ul>

Topic	Summary	Project team response
	<ul style="list-style-type: none"> <li>Design of the development needs to be inspiring, world class and contemporary focusing on benchmark sustainability credentials.</li> <li>Incorporate sustainable building and design practices, solar panels, rooftop gardens, reduce reliance on air conditioning for cooling/heating.</li> <li>Be quality architectural design to reflect the local character and ensure a high-quality streetscape / ground plane.</li> </ul>	<ul style="list-style-type: none"> <li>Woolworths has partnered with Sydney based PBD Architects to deliver a project that reflects the character of the Rose Bay Village high street.</li> <li>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.</li> </ul>
<i>Planning process</i>	<ul style="list-style-type: none"> <li>Anticipated duration of the planning process and future construction phases.</li> </ul>	<ul style="list-style-type: none"> <li>Prior to lodging a Development Application, Woolworths will prepare a planning proposal that could take 12-15 months to assess. If approved, Woolworths anticipates a further 12 months for a Development Application process.</li> <li>Following PP and DA approvals, it is anticipated construction could commence in 2024.</li> </ul>
	<ul style="list-style-type: none"> <li>Has a Development Application been lodged?</li> </ul>	<ul style="list-style-type: none"> <li>Prior to lodging a DA, Woolworths will prepare a planning proposal that seeks approval to add "retail premises" and "shop top housing" as permissible land uses when redeveloped in conjunction with the former service station site</li> <li>If supported, Woolworths will then prepare and lodge a Development Application for the site.</li> </ul>
<i>Proposed store operations and offering</i>	<ul style="list-style-type: none"> <li>Mixed responses to the proposed scale of the Woolworths with some feedback suggesting a Metro is an appropriate size for the site, while others noted a full line supermarket is required to service immediate area.</li> <li>Further information requested around economic need and analysis for full line supermarket and proposed two-level offering. Including information around anticipated foot and vehicle traffic, as well as staff head count.</li> </ul>	<ul style="list-style-type: none"> <li>This proposal provides a medium sized supermarket with a high range of stock items - the opportunity for fresh food to meet daily needs, closer to home, rather than driving outside of the area to other major supermarkets.</li> <li>It is noted that it is larger than a typical Metro but less than half the size of Double Bay Woolworths.</li> </ul>
	<ul style="list-style-type: none"> <li>The area is well-served already by existing smaller scale and full line supermarkets, and other smaller food grocery stores.</li> <li>Questions and concerns centred around impact to existing Rose Bay Village retail network.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
	<ul style="list-style-type: none"> <li>Questions raised around proposed product offering, including diversity of product range, as well as concerns over hot foods and smells produced.</li> <li>Provide organic and bulk foods with a focus on reducing plastic.</li> <li>Future store should consider quality of services and offering rather than quantity.</li> <li>Diversity of choice and a high-quality product range beyond everyday needs.</li> </ul>	<ul style="list-style-type: none"> <li>Woolworths will implement controls and management plans to ensure operations do not impact neighbouring residents.</li> </ul>
	<ul style="list-style-type: none"> <li>Queried whether there will there be a Dan Murphy's or BWS on site.</li> </ul>	<ul style="list-style-type: none"> <li>Liquor in a small format is being considered by Woolworths and if confirmed will be proposed at the DA stage.</li> </ul>



Topic	Summary	Project team response
<i>Short-term activation</i>	<ul style="list-style-type: none"> <li>• How will the site be activated during the planning process?</li> <li>• Concerns raised around the current state of the service station (i.e., graffiti, unsafe).</li> <li>• Suggestions provided for a community garden sponsored by Woolworths in the site for the short- and/or long-term.</li> </ul>	<ul style="list-style-type: none"> <li>• Woolworths is currently investigating opportunities for short term activation.</li> </ul>
<i>Noise / store impacts to adjacent residents</i>	<ul style="list-style-type: none"> <li>• Ensure shopping trolleys and other store items do not end up on the surrounding streets.</li> <li>• Concerns raised around noise impacts from truck deliveries to/from the site (i.e., reverse beepers).</li> <li>• Concerns around noise during construction phase particularly when working from home and home schooling.</li> <li>• Ensure future construction phase is in line with local Council requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• As the project is still in the early stages of planning, the proposed operating and delivery hours are not yet finalised.</li> <li>• Similar sized-supermarkets have 7:00am – 9:00pm for delivery hours; however, feedback through consultation will be considered.</li> <li>• Upon approval of a DA, Woolworths will prepare a Construction Management Plan which will outline how the contractor will mitigate impacts such as noise, dust, and vibration.</li> <li>• Further consultation prior to any works taking place will be undertaken with neighbouring residents.</li> </ul>
<i>Community Development and Growth</i>	<ul style="list-style-type: none"> <li>• Query about how the project will contribute to community development and growth. Is there any intention to activate the space for the public and intend to involve institutions such as Rose Bay Public School?</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Woolworths is engaging Rose Bay Public School as part of the consultation process.</li> <li>• Woolworths will be providing new community public space along Albemarle Avenue that will also have opportunities for public art.</li> </ul>

## 6.0 Social Impact Assessment

### 6.1 Assessment framework and scope

This SIA has been prepared based on the *Social Impact Assessment Guideline for State Significant Projects* (NSW DPIE 2021) to address the SEARs. This assessment considers the potential impact on the community and social environment should the social impacts envisaged occur, compared to the baseline scenario of the existing use of the site and social context.

The purpose of this social impact assessment is to:

- Identify, analyse and assess any likely social impacts, whether positive or negative, that people may experience at any stage of the project lifecycle, as a result of the project
- Investigate whether any group in the community may disproportionately benefit or experience negative impacts and proposes commensurate responses consistent with socially equitable outcomes
- Develop social impact mitigation and enhancement options for any identified significant social impacts.

Ultimately, there can be two main types of social impacts that may arise as a result of the proposed development. First, direct impacts can be caused by the project which may cause changes to the existing community, as measured using social indicators, such as population, health and employment.

Secondly, indirect impacts that are generally less tangible and more commonly related to matters such as community values, identity and sense of place. Both physically observable as well as psychological impacts need to be considered.

This study identifies the following key social factors relevant to the assessment of social impacts of the project:

- Way of life
- Health and wellbeing
- Accessibility
- Community
- Culture
- Surroundings
- Livelihoods

Impacts on decision-making systems were identified as negligible as part of the SIA Scoping stage and have therefore not been assessed in detail in this report.

### 6.2 Key affected communities

This assessment covers both the immediate locality, which is expected to experience social impacts associated with the temporary construction activities and some of the future operational impacts, as well as the broader study area as defined in Chapter 4.0 and any further areas that may experience the resulting benefits from the operational phase of the project. Based on the social baseline analysis undertaken, the key communities to experience social impacts and/ or benefits of the project can be grouped as follows:

- Local residents and landowners
- Local businesses and workers
- Broader local community, including local schools
- Visitors to the area
- Users of Old South Head Road
- Temporary construction workers in the area.

### 6.3 Impact assessment factors and responses

The following section sets out the assessment of social impacts arising from the proposed development and recommended responses, including measures to enhance social benefits and mitigate potentially negative impacts, across the suite of factors set out in the *NSW DPIE SIA Guideline*. The assessment has been based on the information available to date, and is primarily a desktop study, informed by a review and analysis of publicly available documents relevant to the project.

#### 6.3.1 Evaluation principles

The SIA Guideline classifies social impacts in the following way, which forms the core basis of this assessment:

- **Way of life:** *how people live, get around, work, play and interact with one another each day*
- **Community:** *its composition, cohesion, character, how it functions, resilience, and people's sense of place*
- **Accessibility:** *how people access and use infrastructure, services and facilities (private, public, or not-for-profit)*
- **Culture:** *both Aboriginal and non-Aboriginal - people's shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings*
- **Health and wellbeing:** *people's physical, mental, social and spiritual wellbeing – especially for people vulnerable to social exclusion or substantial change, psychological stress (from financial or other pressures), access to open space and effects on public health*
- **Surroundings:** *access to and use of natural and built environment, including ecosystem services (shade, pollution control, erosion control), public safety and security, as well as aesthetic value and amenity*
- **Livelihoods:** *including people's capacity to sustain themselves through employment or business*
- **Decision-making systems:** *the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.*

The evaluation includes a risk assessment of the degree of significance of risk, including the envisaged magnitude (duration, extent, severity, sensitivity), likelihood, and potential to mitigate/enhance and likelihood of each identified impact. The social impact significance matrix provided within the SIA Guidelines Technical Supplement (see **Table 11**) has been adapted for the purposes of undertaking this social and impact assessment.

Each impact has been assessed and assigned an overall risk that considers both the likelihood of the impact occurring and the consequences should the impact occur. The assessment also sets out recommended mitigation, management and monitoring measures for each identified matter.

Magnitude of impact generally considers the following dimensions:

- **Extent** - Who specifically is expected to be affected (directly, indirectly, and/or cumulatively), including any vulnerable people? Which location(s) and people are affected? (e.g. near neighbours, local, regional, future generations).
- **Duration** - When is the social impact expected to occur? Will it be time-limited (e.g. over particular project phases) or permanent?
- **Severity or scale** - What is the likely scale or degree of change? (e.g. mild, moderate, severe)
- **Intensity or importance** - How sensitive/vulnerable (or how adaptable/resilient) are affected people to the impact, or (for positive impacts) how important is it to them? This might depend on the value they attach to the matter; whether it is rare/unique or replaceable; the extent to which it is tied to their identity; and their capacity to cope with or adapt to change.
- **Level of concern/interest** - How concerned/interested are people? Sometimes, concerns may be disproportionate to findings from technical assessments of likelihood, duration and/or intensity.

**Table 11 Defining magnitude levels for social impacts**

Magnitude level	Meaning
Transformational	<ul style="list-style-type: none"> <li>Substantial change experienced in community wellbeing, livelihood, infrastructure, services, health, and/or heritage values;</li> <li>permanent displacement or addition of at least 20% of a community.</li> </ul>
Major	<ul style="list-style-type: none"> <li>Substantial deterioration/improvement to something that people value highly, either lasting for an indefinite time, or affecting many people in a widespread area.</li> </ul>
Moderate	<ul style="list-style-type: none"> <li>Noticeable deterioration/ improvement to something that people value highly, either lasting for an extensive time, or affecting a group of people.</li> </ul>
Minor	<ul style="list-style-type: none"> <li>Mild deterioration/ improvement,</li> <li>for a reasonably short time, for a small number of people who are generally adaptable and not vulnerable.</li> </ul>
Minimal	<ul style="list-style-type: none"> <li>Little noticeable change experienced by people in the locality.</li> </ul>

Source: NSW DPIE, 2021, Technical Supplement - Social Impact Assessment Guideline for State Significant Projects.

**Table 12 Defining likelihood levels of social impacts**

Likelihood level	Meaning
Almost certain	Definite or almost definitely expected (e.g. has happened on similar projects)
Likely	High probability
Possible	Medium probability
Unlikely	Low probability
Very unlikely	Improbable or remote probability

Source: NSW DPIE, 2021, Technical Supplement - Social Impact Assessment Guideline for State Significant Projects.

**Table 13 Social impact significance matrix**

Likelihood	Magnitude				
	Minimal	Minor	Moderate	Major	Transformational
Very unlikely	Low	Low	Low	Medium	Medium
Unlikely	Low	Low	Medium	Medium	High
Possible	Low	Medium	Medium	High	High
Likely	Low	Medium	High	High	Very high
Almost certain	Low	Medium	High	Very high	Very high

Source: NSW DPIE, 2021, Technical Supplement - Social Impact Assessment Guideline for State Significant Projects.

The assessment also sets out recommended mitigation, management and monitoring measures for each identified matter.

## 6.4 Impact assessment and responses by social factor

### 6.4.1 Way of life - how people live, get around, work, play and interact with one another each day

#### Potential impacts

##### During construction:

- It is likely there will be negative impacts to way of life during construction of the building. This will include disruptions to everyday life in the form of noise, dust, changed traffic and pedestrian conditions and the presence of increased construction personnel in the vicinity (estimated to be 49 FTE construction jobs created). These impacts will be temporary, during the estimated construction period of one year. These impacts can be managed through a Construction Management Plan, and appropriate communications with residents.

##### During operation:

- Increased convenience for shoppers, residents and visitors to Rose Bay associated with delivery of a new supermarket adjacent a key transport artery and close to the homes of a large number of local residents (with 23,340 persons living within the MTA), in an area with limited access to supermarket offering. The development will increase opportunities for residents to access daily living needs in a location close to their home, schools or places of worship. It is noted that post-COVID there may be increased demand for services and amenities within local neighbourhoods with an enhanced role for local centres to support the social and economic needs of communities, due to increased likelihood of people working from home.
- Increased convenience for shoppers from the Tertiary Trade Area, north of the Main Trade Area, where there are currently no supermarkets. As the Tertiary area is essentially a peninsula, and hence has physical barriers of water, those customers are likely to commute along the South Head Road on a daily basis. It is noted that the population is under served in terms of supermarkets, and must currently travel to Bondi Junction to meet this need.
- For disadvantaged community members - including those without a private vehicle, with mobility or health issues, or aged community members – the current lack of a supermarket represents a considerable barrier to meeting their basic needs. The provision of this facility would make a considerable positive impact to way of life particularly for disadvantaged members of this community. This community has higher levels of people aged over 60 and people requiring assistance in their everyday life.
- The proposed store would utilise a smaller size floorspace compared to a typical large-scale supermarket, and will hence be able to meet the community desire for 'village atmosphere' without compromising the offer with oversized development that the local community may object to. The smaller store aims to appeal to the lifestyle of the local community demanding quality products, and personalisation. The benefits of smaller grocery stores have been documented to help in the reduction of decision-making fatigue as the reduced product offering in smaller spaces, allows consumers to make decisions more easily, appealing to those who are looking for convenience.
- The proposed 'Direct to Boot' click-and-collect type offering would further enhance convenience for local shoppers that prefer online ordering, to accommodate their busy lifestyle, or currently increasingly relevant in the context of Covid-19 related restrictions and lockdowns. This offering would create a positive way of life impact for those immunocompromised members of the community who remain concerned about contracting COVID-19 in public spaces. The Direct to Boot service has been located in the basement based on community feedback, to minimise impacts to the streetscape.
- The delivery of the development on the corner of Old South Head Road and Albemarle Avenue would help activate the Old South Head Road shopping strip as a vibrant local retail hub, that would deliver local benefits associated with increased social interaction between residents, visitors, workers and students within Rose Bay. A concentration of shopping, dining, transport, and other services in an area encourages people to be more socially active, enhancing the liveability and viability of place.
- Improvements to way of life for future residents and workers in the locality, as their dwellings and places of work will be located close to an upgraded major supermarket and activated ground level uses in the form of a public outdoor space.
- Positive way of life benefits associated with delivery of housing (a total of 17 apartments across 1-, 2- and 3-bedroom dwelling mixes) co-located with public transport, and a supermarket and public outdoor space, close to local schools and places of worship, which will contribute towards delivery of a "30-minute city" where people can access housing, employment, education and other services, including retail, within a short distance of their home. It is also noted that the Main Trade Area (with the exclusion of Secondary South) has somewhat older age profile compared with Greater Sydney, and delivery of housing, close to daily living needs and public transport, will support older residents to downsize and support ageing in place within their established community.
- Potential negative way of life impacts associated with delivery of housing along the Old South Head Road, where traffic is likely to generate pollution and noise that could impact on residents' peaceful enjoyment of their homes. This impact can be mitigated by building design features and elements that would reduce potential noise and pollution impacts, e.g., residential levels on upper floors will be set back from the street; use of double glazing and quality materials. However, development in existing activity centres near public transport links should support some new residents to rely on walking, cycling and public transport.

## Potential impacts

- Potential positive benefits to way of life associated with increased employment opportunities within a contemporary high-quality retail working environment due to the delivery of a new supermarket at this location. It is estimated 68 FTE jobs would be generated through the new supermarket.
- There may be potential traffic impacts due to some shoppers accessing the proposed supermarket by private vehicle, that could generate congestion and extended travel times along the Old South Head Road. On the other hand, delivery of a supermarket closer to homes may reduce the need for car travel to existing supermarkets further away. Noting that the intention of the development is to serve the local community, there is potential to serve customers who may access the store by foot. There is hence potential to mitigate traffic congestion impacts by ensuring easy access and linkages with existing active transport networks and public transport stops. It is noted that the proposed development includes underground parking spaces to accommodate residents, visitors and staff, reducing impacts associated with shoppers taking up on street parking along adjacent streets.
- There is opportunity for the new store to contribute to the maintenance and longevity of the local neighbourhood, supporting the needs of the current and future demographic profile, reflecting shifting patterns in grocery shopping patterns as well as linking with the local schools or community groups (TBC) and encouraging sustainable initiatives for the local community. Consultation indicated that community supported Woolworths engaging further with local schools, which may be an avenue for the store manager to explore once the facility is operational.

## Responses/ mitigation and enhancement measures

- Explore opportunities to connect the proposed development with surrounding active transport links to encourage walking and cycling to this site. It is proposed the site explore the potential to support emerging active transport modes (pending approval) such as electric scooter docking stations, which could be accommodated into the publicly accessible spaces.
- Provide clear access to public transportation services, specifically the bus stops along Old South Head Road, to enhance convenience for visitors, workers and residents of Rose Bay and further in the Total Trade Area who may seek to access the supermarket on their way to and from their homes, as well as to enhance accessibility for residents and workers in this development.
- Explore innovative packaging solutions to allow for easy carriage of groceries if walking.
- Consider opportunities to enhance vibrancy of the area and social interactions in the proposed development by active frontages towards Old South Head Road and Albemarle Avenue and activation of the ground floor by programming or uses that support social connections, e.g. café, seating, space for programmed activities. Public open space is proposed along the north-western side of the site, which could feature seating or a playground as well as opportunities for public art.
- Consider the impact of the COVID-19 crisis on the management and operation of retail. While the long-term impact is unknown, it may be necessary that the management and operation of the new supermarket is innovative and adaptable to a changing health and retail landscape.

## Summary

<b>Overall Social Impact Significance Rating</b>	Overall improved access to a supermarket and high-quality housing at this site close to the existing public transport infrastructure would have a significant positive social benefit. The redevelopment of the site will contribute towards positive social outcomes for the community. <ul style="list-style-type: none"> <li>• <b>Construction – Low (unlikely minor) impact – negative</b></li> <li>• <b>Operation – High (likely major) impact – positive</b></li> </ul>
<b>Duration</b>	Benefits to way of life associated with the delivery and operation of the supermarket that would revitalise this local centre and offer convenient access to daily living needs are likely to be long term.
<b>Extent</b>	The impact will be experienced by local residents and workers in Rose Bay and elsewhere in the study area (Total Trade Area)
<b>Severity/ sensitivity</b>	The impact on the key stakeholders is not considered to be severe or significant, given this represents an enhanced supermarket offering along an existing retail strip and delivery of high-quality housing
<b>Potential to mitigate/ enhance</b>	Benefits are planned to be enhanced as far as possible through the project, including through the building and site design, future programming, its potential to revitalise the Old South Head Road shopping strip, and location of retail close to homes and education

## 6.4.2 Access to and use of infrastructure, services and facilities

### Potential impacts

#### During construction:

- There is likely be very minor negative impacts to access and use of infrastructure, services and facilities during construction, due to impacts to traffic.

#### During operation:

- Positive social benefits associated with a smaller size (2,278m<sup>2</sup>) Woolworths supermarket store in an urban setting, within walking distance to public transport and other retail opportunities. The location of the site will enable local residents to access fresh produce, within a short walking distance from their homes. This will help achieve the Greater Sydney Commission's goal of a 30-minute city – reducing travel times and increasing opportunities for people to spend time with their family and friends.
- Benefits associated with delivery of housing in a location well-connected to retail, schools, public transport and open space. The accessibility of these facilities for residents of this site will support residents' wellbeing and quality of life .
- Positive social benefits associated with the proposal contributing to revitalisation of the Old South Head Road shopping strip, adjacent a key transport artery and in a location well-connected to public transport.
- There may be potential traffic impacts due to some shoppers accessing the proposed supermarket by private vehicle, that could generate congestion and extended travel times along the South Head Road. On the other hand, delivery of a supermarket closer to homes may reduce the need for car travel to existing supermarkets further away. Noting that the intention of the development is to firsthand serve a local catchment, catering for the resident community and visitors who would be able to access the premises on foot. There is hence potential to mitigate traffic congestion impacts by ensuring easy access and linkages with existing active transport networks and public transport stops. It is noted that the proposed development includes underground parking spaces to accommodate residents, visitors and staff, reducing impacts associated with shoppers taking up on street parking along adjacent streets.

It should be noted that aspects of improved accessibility are key priorities of the local Woollahra community, who seek reduced traffic congestion, improved parking, good public transport and good pedestrian and bicycling access as part of their aspiration for quality places and spaces. It is there for important to avoid or mitigate any traffic related impacts that the site may generate.

### Responses/ mitigation and enhancement measures

- Explore opportunities to connect the proposed development with surrounding active transport links to encourage walking and cycling to this site. Bicycle loops in well-lit areas should be included as part of the design. The inclusion of the e-bike docking station within the proposed public open space is also encouraged, to provide car alternatives for the local community.
- Provide clear access to public transportation services, specifically the bus stops along Old South Head Road, to enhance convenience for visitors, workers and residents of Rose Bay and further in the Total Trade Area who may seek to access the supermarket on their way to and from their homes, as well as to enhance accessibility for residents and workers in this development.
- Ensure that the design of the proposed development enables convenient wayfinding , and follows principles of universal design to improve accessibility to residents, staff and visitors from various backgrounds or with limited mobility.
- Consider inclusion of digital infrastructure to enhance accessibility and use of the proposed development as social infrastructure. This may include:
  - Providing free Wi-Fi
  - Exploring opportunities for stores to provide digital experiences
  - Ensuring flexibility of the design to support contemporary retail trends, including pre-ordering, effective takeaway experiences through click and collect distribution areas. This will be particularly relevant in the post-COVID19 environment, as physical distancing measures may continue to be required.

### Summary

<b>Overall Social Impact Significance</b>	<p>Overall improved access to a supermarket and high-quality housing at this site close to the existing public transport infrastructure would have a significant positive social benefit.</p> <ul style="list-style-type: none"> <li>• <b>Construction – Low (unlikely minor) impact – negative</b></li> <li>• <b>Operation - Medium (possible moderate) impact – positive</b></li> </ul>
<b>Duration</b>	<p>Benefits associated with the delivery and operation of the supermarket that would revitalise this local centre and offer convenient access to daily living needs, and delivery of housing with convenient access to daily living needs and adjacent public transport would be long term.</p>

Potential impacts	
<b>Severity/ sensitivity</b>	The impact on the key stakeholders is not considered to be severe or significant, given this represents an enhanced supermarket offering along an existing retail strip and delivery of high-quality housing
<b>Extent</b>	The impact will be experienced by local residents and workers in Rose Bay and elsewhere in the study area (Total Trade Area)
<b>Potential to mitigate/ enhance</b>	Upon completion, the Woolworths supermarket development will provide significant social benefit by providing improved access to fresh food in an area with limited supermarket offering. Traffic impacts could be reduced by encouraging visitors to access the store by modes of active transport. General experience of the site can be enhanced by accessible design and inclusion of digital infrastructure.

### 6.4.3 Community - composition, cohesion, character, how it functions, resilience, people's sense of place

Potential impacts
<p><b>During construction:</b></p> <ul style="list-style-type: none"> <li>There is potential for construction to negatively impact community character and cohesion. The construction workforce of 49 FTE may slightly change the character of this area of the town centre due to the perceived presence of 'strangers'. However, this workforce is expected to support a further 78 FTE jobs through flow on benefits – many of these beneficiaries will be existing businesses in the community.</li> <li>It's possible conflict within the community between those who support the development and those who oppose it may impact on community cohesion.</li> <li>Sense of place may also be impacted by construction, due to the change in the appearance of the town centre. For some people, this will be a negative impact. For others, it may be positive, due to their positive associations with having a new supermarket near their home.</li> </ul> <p><b>During operation:</b></p> <ul style="list-style-type: none"> <li>The local community has highlighted through consultation to inform the planning strategies for Woollahra Council that their key values relate to community wellbeing, quality places and spaces, a healthy environment, local prosperity, and community leadership and participation. 'Urban villages with a good range of shops, services and facilities' is a key part of the community vision statement, with 'enhancement and revitalisation of our shopping areas' a priority in order to achieve the valued 'local prosperity'. As the proposed development design seeks to blend in with and enhance the local neighbourhood character through considerate and high-quality design, and would replace a dilapidated vacant site, this development is unlikely to cause disruption to sense of place for local residents. Potential improvements to sense of place are therefore associated with provision of this high-quality and architecturally designed development at this site as it will deliver on the community aspiration for 'quality places and spaces'. The proposed development will enhance the amenity of the area and improves the views of the site from Old South Head Road. This may catalyse a new connection to place for residents, workers and visitors to the area.</li> <li>Many positive benefits are associated with delivering the retail offering at the Site. As identified in the strategic policy and social research review, shopping streets can double as social meeting spaces for communities, and well-designed spaces can attract a higher volume of visitors and support community cohesion. The co-location of the supermarket with other retail and residential uses will provide a space for the users of the site to meet each other can provide a successful mix that enhances the liveability for the local community.</li> <li>Potential improvements to community cohesion associated with contribution of the proposed development towards revitalising the shopping strip for the local community, and supporting social interaction by encouraging pedestrian amenity and accessibility to the site. Concentration of daily living needs on an existing retail strip, adjacent education and other services will encourage residents and visitors to come together and socialise.</li> <li>Composition and character of the local community is not expected to significantly change based on this development, considering it would primarily serve and attract patronage based on existing local community, and the workforce (68 FTE jobs) associated with the operation of the supermarket, or the 17 dwellings proposed to be delivered on this site is not significant compared to the overall size of the local community, and considering the location adjacent other retail and residential uses.</li> <li>Delivery of housing on this site would however contribute to the ability for older residents to downsize and support ageing in place within their established community.</li> <li>There will be positive impacts to community connections and cohesion associated with the activated ground level uses. In particular, the provision of public open space, which will enable community to meet and talk.</li> </ul>



### Potential impacts

- The development has a high potential to deliver on a planning priority of the Woollahra LSPS to “achieve great placemaking outcomes in our local centres which are hubs for jobs, shopping, dining, entertainment and community activities”.
- Consultation showed that community members wanted a proposed supermarket to make a contribution to the local community in terms of community development and positive growth. Woolworths acknowledges that supermarkets have a role to play in this space. All Woolworths stores have a dedicated community budget (e.g. to support partnerships with schools or early learning centres). The store manager will identify opportunities with local community.

### Responses/ mitigation and enhancement measures

- Consider developing a venue management plan to identify opportunities to activate the site and engage with the surrounding community. Consider in store initiatives within the supermarket and rest of the site to connect with the local community. It is recommended that the programming of the development is responsive to the local demographic need. Draw on community consultation to inform and co-design programming for this site.
- Provide education and communication of the construction phase to allow local residents and visitors to the area to effectively see and understand progress of development on the site.
- Ensure all outdoor and indoor commercial and public spaces are welcoming to all community members. Provide a transition from interior to exterior use of public space, this can facilitate social gatherings and casual social interaction.

### Summary

<b>Overall Social Impact Significance Rating</b>	Overall, contribution towards the revitalisation of the area by provision of the supermarket offering and delivery of high quality housing at this site would have a significant positive social benefit. <ul style="list-style-type: none"> <li>• <b>Construction – Low (unlikely minimal) impact – negative</b></li> <li>• <b>Operation – high (likely moderate) impact – positive</b></li> </ul>
<b>Duration</b>	Operational benefits are long term.
<b>Severity/ sensitivity</b>	Impacts may be experienced differently by different groups and individuals, but unlikely to be severe.
<b>Extent</b>	The impact will be experienced by local residents, workers in the Main Trade Area, and other visitors to shopping strip along Old South Head Road Rose Bay.
<b>Potential to mitigate/ enhance</b>	A high potential to enhance the positive social benefits of the proposed development through taking account of social issues during the delivery phase and ongoing operational management.

#### 6.4.4 Culture: shared beliefs, customs, values and stories, and connections to land, places, buildings

### Potential impacts

#### During construction:

- Construction may change some community members connections to place and the culture of their neighbourhood, and give some people feelings of loss. Community consultation did not uncover any particular cultural or place-based connections to the site as it stands. However, consultation demonstrated that the ‘village feel’ was very important to residents and any developments should add to this shared culture.

#### During operation:

- The local community has highlighted through consultation to inform the planning strategies for Woollahra Council that their key values relate to community wellbeing, quality places and spaces, a healthy environment, local prosperity, and community leadership and participation. ‘Quality places and spaces’ is a core value for the local Woollahra community. Community priorities associated with ‘quality places and spaces’ highlight desire for retention of local urban character and village atmosphere throughout the area, and quality design of new developments that are of appropriate scale, and general well-maintained streetscapes and amenity. Similar views were also expressed by Waverley residents (who also fall in the catchment of the proposed store) through consultation for the Waverley

## Potential impacts

Councils CSP. It is a priority for the residents that the local urban character and village atmosphere is retained and enhanced, and offer a good range of shops and services. This includes protection of local heritage, and appropriateness and quality design of new development.

- The development, whilst intended to meet the needs of this local community, has the potential to negatively impact if there is poor sensitivity to and consideration of the local culture or values of the community. The existing sense of identity is a valued feature of the local area, considered important to retain. This could be mitigated by drawing on community consultation to inform and co-design programming for this site.
- Negative changes to 'connection to place' associated with the proposed development are however unlikely, or would be minimal, as the site is currently vacant and secured by hoardings offering no amenity, and was previously functioning as a petrol station. Improvements to connection to place are therefore likely, associated with provision of this high-quality and architecturally designed development at this site as it will deliver on the community aspiration for 'quality places and spaces'. The proposed development seeks to align with and enhance the local neighbourhood character through considerate and high-quality design, and would replace a dilapidated vacant site, and would as such enhance the amenity of the area.

## Responses/ mitigation and enhancement measures

- Draw on community consultation to inform and co-design programming for this site.
- The general improvements to the site associated with delivery of high-quality architectural building and activating street frontages has potential to enhance social connection to the Site, and ensuring high amenity pedestrian access will enhance community experiences.
- Incorporate existing community values and narratives during operation, for example, by establishing ongoing engagement with local organisations and the Rose Bay community.
- Woollahra Community Facilities Study (Ethos Urban 2019) has identified that there is generally a need for more cultural and creative facilities across Woollahra. Consider inclusion of public art or showcasing art within the proposed development to further enhance social benefits in this regard. For example, the ground level space (pending uses TBC) or windows towards both Old South Head Road and Albemarle Avenue could be utilised to exhibit art or for creative displays, and further improve the streetscape to support vibrancy and liveability of the area.
- Ensure outdoor and indoor gathering spaces are welcoming to all community members. Consider opportunities to improve connection to place through programming spaces to include the broader community, including for cultural celebrations, local festivals and events. Such as through the provision of pop-up stalls/ stands that may reflect monthly cultural events or align with local values.

## Summary

<b>Overall Social Impact Significance Rating</b>	Overall, redevelopment of the vacant site into a high-quality architectural development would have a significant positive social benefit. <ul style="list-style-type: none"> <li>• <b>Construction – Low (unlikely minimal) impact – negative</b></li> <li>• <b>Operation – Medium (possible moderate) impact - positive</b></li> </ul>
<b>Duration</b>	Operational benefits of the development are long term.
<b>Severity/ sensitivity</b>	Impacts are likely to be experienced differently by different groups and individuals. Although the proposed development may result in changes to connection to place, improved connections to place will be enabled through high quality design and amenity and engaging the community through programming.
<b>Extent</b>	These benefits are most likely to be experienced by local residents, workers, visitors to the area, and users of Old South Head Road.
<b>Potential to mitigate/ enhance</b>	Benefits of the development may be enhanced by ensuring by ongoing engagement with the local community.

### 6.4.5 Health and wellbeing - including physical, mental, social and spiritual – and especially for vulnerable people; access to open space and effects on public health

#### Potential impacts

##### During construction:

- Some community members living within the primary study area may experience minor negative health and wellbeing impacts due the presence of a construction site near their home, with noise, dust and vibrations possible, which may impact on community members with higher health sensitivities.
- Community members who strongly oppose the development may experience negative impacts to wellbeing in the form of anxiety or stress, commencing during the development phase. Equally, those community members who welcome the addition of a supermarket in their neighbourhood may experience positive impacts to wellbeing in the form relief or reduced stress, through anticipation of an easier way of life once the supermarket is operational.

##### During operation:

- Health benefits and wellbeing benefits can be associated with improved access to fresh food in the area, with limited number of supermarkets available within walking distance of this site. The proposed development will deliver a 2,278m<sup>2</sup> Woolworths supermarket on the ground floor and level one of the development, providing fresh food, and customised product line as appropriate to the local area. Increased need for walk-up convenience (partially in response to COVID-19) will be supported by a modern retail facility and thereby contribute to the wellbeing of the community.
- Wellbeing benefits associated with improved activation and enhanced amenity of the Rose Bay shopping strip along the Old South Head Road, which may increase perceptions of safety and opportunities to connect with other members of the community.
- Networks and social capital can be built through the creation of public spaces and places that allow individuals, particularly those from a lone person household, to connect to others in their neighbourhood. A built environment that supports connectivity and builds relationships can have positive contributions to overall health and wellbeing outcomes.
- There may be potential traffic impacts on pedestrian safety associated with increased number of shoppers accessing the site by car. However, the intention of the development is to firsthand serve a local walkable catchment, and there is a potential to mitigate this impact by ensuring easy access and linkages with existing active transport networks and public transport stops and pedestrian safety principles.

#### Responses/ mitigation and enhancement measures

- Explore opportunities to connect the site with active transport links across Rose Bay and rest of the Main Trade Area, to encourage physical activity and the health and wellbeing benefits of active transport.
- Implement design principles to ensure that vehicle traffic generated by the operation and visitation of the site will not exacerbate pedestrian or cyclist safety concerns in the area.
- Programming of the site could explore programs related to fresh food – e.g., healthy eating, cooking classes.
- Opportunities to explore activation and enhancement of amenity during both day and night should be encouraged through use and operation of public space in accordance with principles of Crime Prevention Through Environmental Design (outlined within the CPTED assessment).

#### Summary

<b>Overall Social Impact Significance Rating</b>	<p>Overall improved access to a supermarket offering fresh and healthy food and high quality housing at this site close to the existing active and public transport infrastructure would have a significant positive social benefit. The redevelopment of the site will contribute towards positive wellbeing outcomes for the community.</p> <ul style="list-style-type: none"> <li>• <b>Construction - Low (unlikely minor) impact - negative</b></li> <li>• <b>Operation – High (likely major) impact – positive</b></li> </ul>
<b>Duration</b>	<p>The operational benefits are long term, with improved access to fresh food options and flow on benefits of this walkable site in terms of opportunities for increased physical activity and social connections.</p>
<b>Severity/ sensitivity</b>	<p>Not considered to be of significant consequence or severity.</p>
<b>Extent</b>	<p>The proposal is likely to have significant positive contributions to health and wellbeing for the community living in the Main Trade Area.</p>

## Potential impacts

<b>Potential to mitigate/enhance</b>	Ability to enhance positive benefit is high, through an effective engagement and participation strategy that realises the needs of existing and future community.
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### 6.4.6 Surroundings - access to and use of natural and built environment, including ecosystem services, public safety and security, as well as aesthetic value and amenity

## Potential impacts

#### During construction:

- Residents and workers located within the primary study area are likely to experience temporary negative impacts to amenity during construction, in the form of scaffolding, construction hoardings, and work crews accessing and working at the site. The community currently has concerns about the dilapidated appearance of the service station site (graffiti, general disrepair), which is impacting amenity as it stands. Woolworths have indicated their Construction Management Plan will address temporary amenity concerns and ensure the site is properly managed over the construction process.

#### During operation:

- 'Quality places and spaces' is a core value for the local Woollahra community. It is a priority for the residents that the local urban character and village atmosphere is retained and enhanced. A good range of shops and services that align with the village feel is also desired. This includes protection of local heritage, and appropriateness and quality design of new development. Residents desire for quality of places and healthy environment is also expressed through placing importance on sustainable development, good pedestrian and bicycling access, well maintained leafy streetscapes, general cleanliness and safety, and environmentally sustainable initiatives and waste management. Similarly, it is a goal of Waverly council (where many of the customers of the proposed development would live) to facilitate and deliver well-designed, accessible and sustainable buildings and places that improve liveability of neighbourhoods, embrace heritage, and encourage design excellence.
- The proposed development is well placed to deliver on those community aspirations for 'quality places and spaces', 'retaining village atmosphere' by enhancing the local neighbourhood with the proposed attractive, high-quality architecturally designed development that carefully considers and blends in with the local Rose Bay neighbourhood character.
- The proposed development will replace a dilapidated vacant site and significantly enhance the aesthetic value and amenity of the area by improving the views from Old South Head Road and other vantage points. Active frontages will enliven and improve the streetscape along Old South Head Road and Albemarle Avenue and surrounds. A new public open space on the north-west side of the site will also improve the amenity and provide space for community to meet and enjoy nature. This would also meet the state government priority to ensure new development provides high standard of design quality and does not adversely impact upon the amenity of neighbours or the wider community.
- It should also be noted that the proposed store would utilise a smaller size floorspace compared to a typical large-scale supermarket, and will hence be able to meet the community desire for 'village atmosphere' without compromising the offer with oversize development that the local community may object.
- The redevelopment of the site is also likely to improve perceptions of safety associated with amenity and streetscape, via active frontages. The presence of workers and residents will also contribute towards improved perceptions of safety.
- There is potential for increased traffic movements associated with the operation of the supermarket at this site. This may have a negative impact through a slight increase in local congestion. However, it is noted that the proposed development includes underground parking spaces to accommodate residents, visitors and staff, and is located adjacent to a bus stop on Old South Head Road. Conversely, delivery of a supermarket closer to homes may reduce the need for car travel to currently existing supermarkets further away (such as to Bondi Junction). A primary intention of the development is to firsthand serve a local walkable catchment.
- Major deliveries have been addressed through the provision of a loading zone, behind the premises with access from Albemarle Avenue to reduce impacts to users of Old South Head Road.
- The activation of Old South Head Road on this site during evening hours (due to residents, workers and visitors to retail shops) provides a positive social benefit in the support for the local village feel and the local night time economy.
- We note that the streets surrounding the site (Albemarle Avenue and Old South Head Road) currently feature mature and leafy trees. These should be retained in order to meet the community priority regarding 'Trees and leafy green streetscapes that are well maintained'.
- Signage is to be well designed so as not to contribute to any adverse visual impacts. Signage will be typical of that of a Woolworths Metro store and will not be visually dominant in the local area.

## Responses/ mitigation and enhancement measures

## Potential impacts

- Encouragement of effective lighting/landscaping and design to provide safe spaces into the evening for late shoppers. Safety is a community priority, so it is important that development operates in accordance with CPTED principles.
- Encourage active and public transport to and from the proposed development, to minimise car travel.
- As trees and greenery have many well evidenced health and wellbeing benefits (both physical and mental health), as well as are known to encourage active transport, increase patronage of businesses adjacent greenery, and improve property value, it is recommended the design of the development explores further opportunities to improve the amenity and 'greenify' the site – e.g. plants, planter boxes, green walls, flowers and florist displays fronting the surrounding streets.
- Active and attractive frontages would further improve the amenity and encourage choosing active transport modes to access the site (in turn reducing the potential traffic and parking issues that may otherwise be generated by visitors to the site).

## Summary

<b>Overall Social Impact Significance</b>	Overall, redevelopment of the vacant site into a high-quality and high-amenity development would have a significant positive benefit on the surroundings of this local neighbourhood. <ul style="list-style-type: none"> <li>• <b>Construction - Low (unlikely minimal) impact – negative</b></li> <li>• <b>Operation – High (likely moderate) impact – positive</b></li> </ul>
<b>Duration</b>	Operational benefits of the development are long term.
<b>Severity/ sensitivity</b>	Low sensitivity to changes to amenity has been identified at this location as the site is currently vacant.
<b>Extent</b>	Impacts will predominantly be experienced within the immediate locality, and visitors to the site (including customers from the Main Trade Area, and user of Old South Head Road).
<b>Potential to mitigate/enhance</b>	High potential to enhance the surroundings through development design, delivery and operations. Flow-on effects of improving overall amenity for the local area are likely through improvements to and enhanced activation and revitalisation of the Old South Head Road shopping strip.

### 6.4.7 Livelihoods: people's capacity to sustain themselves, whether they experience personal disadvantage, and the distributive equity of impacts and benefits

## Potential impacts

### During construction:

- Construction is expected to contribute 59 FTE construction jobs over a 1-year period. These workers may be drawn from within the primary, secondary study areas or further afield. These workers are also likely to contribute to the surrounding economy in Rose Bay through purchasing food and other goods within the area. The economic assessment states that for every FTE job in the construction industry, a further 1.6 FTE jobs are supported elsewhere in the economy (94 FTE in this case).

### During operation:

- Potential positive impacts associated with increased employment opportunities associated with the operation of the Woolworths store proposed to be delivered on this site, estimated to be support 75 FTE jobs, close to public transport infrastructure and in walking distance from the Main Trade Area homes. The proposal will contribute to ongoing employment opportunities in the area, which will have broader social and economic benefits to the workers and their dependants, who may live in the study area or beyond.
- The proposed development will support increased patronage for local businesses, including at night, based on the increased activation (additional residents, workers and visitors) in the area. This can improve viability of businesses in the Old South Head Road shopping strip, associated with concentration of employment uses and activation at this site, and have flow on impacts for the broader Woollahra and Waverley areas. This would deliver on the Woollahra Municipal Councils vision for 'urban villages with a good range of shops, services and facilities', and Woollahra community priority of 'enhancement and revitalisation of our shopping areas' driving 'local prosperity'.
- Permanent changes to the streetscape, improved access to daily needs, and provision of amenity on this site may have positive impacts on the value of property surrounding the site.

## Responses/ mitigation and enhancement measures

**Potential impacts**

- In order to ensure that some of this livelihood impact benefits the local community, efforts should be made to try and procure local employees for both the construction and operational phases of the development.
- Further social procurement principles could be considered to amplify social impact (e.g., include and employ trainees, vulnerable backgrounds, underrepresented groups)

**Summary**

<b>Overall Social Impact Significance Rating</b>	Overall improved amenity and access to retail jobs at this site close to the existing public transport infrastructure would have a significant positive social benefit. <ul style="list-style-type: none"> <li>• <b>Construction – Medium (possible moderate) impact – positive</b></li> <li>• <b>Operation - High (almost certain moderate) impact – positive</b></li> </ul>
<b>Duration</b>	Operational livelihood benefits of the development are long term.
<b>Severity/ sensitivity</b>	The sensitivity will depend on the profile of the employees contracted to work at this site, and profile of local business and property owners.
<b>Extent</b>	These benefits are most likely to be experienced by local workers, their dependants who may live in the study area or beyond, and other local businesses and property owners.
<b>Potential to mitigate/ enhance</b>	Benefits of the development may be enhanced by supporting local and social procurement practices.

## 7.0 Economic Impact Assessment

### 7.1 Introduction

This section provides an assessment of the market potential and economic impacts associated with the proposed Rose Bay development.

In order to address the economic impacts, this assessment considers:

- Demand for the proposed development, including:
  - Local economic context
  - Market demand considerations, and
  - Evolving physical environment and modern tenant requirements including the rise in online retailing.
- Any local economic impacts from the proposed development including:
  - Impact on nearby retail facilities
  - Construction and ongoing employment generation (direct and multiplier)
  - Increased Value-Added Output
  - Additional expenditure generated by the project, and
  - Improved benefits to Rose Bay and surrounds.

### 7.2 Market demand

The Rose Bay development is located in a high-profile and easily accessible location for the Rose Bay population. Old South Head Road forms a major north-south road in the locality and includes a range of commercial, retail and community facilities.

Taking into account a review of the population, retail spending levels and the competitive environment a substantial opportunity exists for the proposed supermarket at the subject site.

Development of the subject site as proposed will provide a significantly enhanced retail and residential offer in the Rose Bay South precinct, and will align with existing development in the precinct to deliver an integrated live/work/play community outcome.

#### 7.2.1 Local economic context

Old South Head Road is a major road within Sydney's eastern suburbs, and more specifically within Rose Bay. The road links residents from Watsons Bay to major centres like Bondi Junction and Oxford Street. Importantly, the road provides a range of community facilities that serve the needs of the local population. This includes retail precincts with convenience based retail facilities throughout Rose Bay.

However, with a large established population in this part of Sydney, a number of major roads, including Old South Head Road have become increasingly congested. This has detracted from the amenity and convenience of facilities. Reflecting the limited land availability within the local area, a focus on smaller scale, mixed-use developments has occurred in the region, revitalising previously underutilised sites and supporting the evolution of retail precincts within this part of Sydney. This is most notable through projects including 520-536 Old South Head Road and 538-544 Old South Head Road, which have delivered retail anchor tenants on the lower levels (Harris Farm and Bunnings), with a modest provision of residential units above.

The subject site represents a unique opportunity to unlock a well-located land parcel in the heart of the Rose Bay South centre, in order to redevelop an underutilised former service station to provide a small-medium sized supermarket along with boutique residential apartments above. The proposal supports the strategic objectives of the Woollahra LSPS and Community Strategic Plan, by providing a development that will retain and complement the local 'village feel' of the Old South Head Road precinct, while also improving activation and amenity.

## 7.2.2 Demand considerations

Taking into account the significant existing population and limited land availability, along with moderate projected population growth within the TTA, substantial demand exists to support the proposed development at the subject site.

### Residential apartments

Projections outlined in Section 4 indicate that the TTA will increase by some +540 persons over the period to 2036. Reflecting the average household size in the TTA of 2.6, this additional population would require some 207 new dwellings.

The proposed development plans to include 17 apartments over levels 1-3 of the development. As such, the proposed development would account for around 8% of the required new dwelling supply.

The median house price in Rose Bay is around \$4.2 million, while the median unit price of around \$1.5 million (based on sales data, Pricerfinder 2021). As such, additional residential stock will assist in ensuring additional housing is available and support housing diversity in the local community.

For local residents, the proposed apartments will add to housing choice and diversity in this part of Sydney through the provision of a mix of 1, 2 and 3 bedroom options integrated within a mixed used development. This additional housing choice will appeal to a range of residents, including elderly persons seeking to downsize, young couples or singles seeking to buy their first home, as well as investors.

The proposed apartments will provide high quality housing within a contemporary mixed use development along a central and high-profile site in Rose Bay South. Importantly, the design of the project and dwellings will be in keeping with existing built form outcomes along Old South Head Road, and will help to increase activation in this part of Rose Bay South and the Old South Head Road retail strip.

### Retail floorspace

With regard to the additional retail floorspace planned to be provided at the subject site, it is understood that this will form a supermarket of 2,278m<sup>2</sup> (including a liquor component).

Typically, one full-line supermarket is supportable for every 8,000-10,000 residents across Australia. This represents a typical provision of around 0.35m<sup>2</sup> of supermarket floorspace per person. Within the defined TTA, there is currently an estimated 31,890 residents, and while a number of smaller supermarkets are provided, no medium size or full-line supermarkets are situated within the catchment. Based on the typical average (of 0.35m<sup>2</sup> per person) and the size of the population (31,890), some 11,160m<sup>2</sup> of supermarket floorspace could currently be supportable within the Rose Bay TTA.

The supermarket provision in the TTA is estimated at only 124m<sup>2</sup> per 1,000 persons, this is less than half the typical provision found in metropolitan Sydney, of 260m<sup>2</sup> per 1,000 persons. Even assuming the specialised fresh produce traders of Harris Farm and Parisi's are included, this would still only represent a provision of 187m<sup>2</sup> per 1,000 persons. With an affluent, family orientated population that would require access to supermarkets, it is clear that there is a substantial under provision of supermarket floorspace.

Larger supermarkets in metropolitan areas would typically serve residents within 2-3km of the store. Currently no medium or full-line stores are provided less than 3km from the subject site. This distance is substantially higher for residents at the northern extent of the TTA with no full-line stores within around 8km.

**As no larger supermarkets are currently provided, TTA residents rely heavily on stores located outside of the Rose Bay area, including at major full-line stores more than 3km away including at Double Bay, Bondi Junction and Edgecliff. This is supported by a review of mobile location data which indicates that based on a sample of customers over the last three years, almost 20% of customers to Woolworths Double Bay reside in suburbs within the defined Rose Bay TTA. An analysis of Quantum customer transactional data further highlights this large level of escaped expenditure, with over half of all Rose Bay TTA residents (51.4%) currently leaving the local area for their food and grocery shopping needs.**



**The implications of these shopping patterns is that a high level of supermarket expenditure is currently escaping from the Rose Bay TTA, resulting in increased traffic congestion, and amenity impacts for local residents due to increased congestion and a lack of range and price competition.**

The demand for additional retail, specifically supermarket floorspace, at Rose Bay is supported by the fact that the existing supermarkets in the broader region are all understood to be trading strongly, well above typical average supermarket trading levels of around \$10,000 per m<sup>2</sup>, and in some cases closer to \$15,000-\$20,000 per m<sup>2</sup>. The strong trading level reflects the high level of demand and limited supply of supermarkets within this part of Sydney.

The large existing population of more than 30,000 residents, combined with limited development opportunities and land availability, emphasise the strong opportunity for the proposed development in Rose Bay. The proposed development is planned to deliver a new offer to the local community, in the form of a contemporary supermarket that will cater to modern customer requirements, including 'direct to boot' and online services. This offer will align strongly with the requirements of the Rose Bay community.

### 7.2.3 Evolving physical environments and modern tenant requirements

Customer and tenant preferences and requirements are continually evolving. This change is common across all property sectors, although the pace of change is gaining speed - as property development seeks to adapt to modern technologies and the changing needs of customers and occupiers now and into the future. In the current environment the importance of providing contemporary spaces that cater to flexibility and convenience becomes increasingly important for the built environment.

The COVID-19 pandemic has had a significant impact and transformation on all sectors, including residential, retail and commercial uses. While the longer term implications of COVID-19 are yet to be fully understood, the rise of localism and the focus on true live/work/play precincts has become more important than ever and a structural shift that is likely to remain evident. Other results include the importance of technology and connectivity, health and wellness and the creation of a safe physical environment with an appropriate degree of amenity.

#### Retail

The retail sector continues to adapt to the changing economic environment and rapidly evolving customer tastes. The COVID-19 pandemic has only increased the degree of change and upheaval in the retail sector.

For supermarkets, this has resulted in increased demand from consumers after hours and on weekends, as well as leveraging technology including self-service check-outs and ecommerce fulfilment (i.e. 'direct to boot', click and collect and home delivery services). For specialty retailers, the focus on health and safety through hygiene practices and social-distancing measures has had a big impact, along with the need to quickly establish online and omni-channel services in order to adapt to customer requirements. Further, the importance of local convenience-based retail facilities embedded within a community has been highlighted and a focus on local service delivery is likely to remain relevant in the future.

#### Online shopping

One of the key driving trends in the retail environment is the shift to online shopping. This trend has been further emphasised during the COVID-19 pandemic and is expected to remain. In particular, demand for online services in the supermarket sector has increased significantly, driven by a number of factors beyond COVID-19 including:

- Increased working hours, which has reduced the amount of time available to consumers to spend shopping for groceries during normal hours of operation.
- Technology connectivity, with an increasing number of devices and services providing new ways to shop anywhere and anytime.

Rose Bay TTA residents are generally employed in highly skilled white collar jobs that would typically require a commitment to longer working hours. Many of these workers would be considered 'time poor' and would benefit from online shopping or direct to boot services near their homes. Further, the affluent population would also associate strongly with technology and new methods of shopping.

The prevalence and growing popularity of online shopping for food and groceries has been increasing in recent years. This is evident from a review of Woolworths sales reports which show that ecommerce sales increased from

\$1.1 billion in FY18 to \$3.5 billion in FY21 (from 3% of total food sales to 7.9% of total food sales). The impact of COVID-19 on shopping patterns has further increased this shift, with online food and grocery sales at Woolworths increasing almost 75% in the last 12 months (FY20 to FY21) from around \$2 billion to now account for \$3.5 billion a year. This is primarily due to safety considerations along with increased convenience which also plays a central role in this transition. While physical stores will remain a critical component of the retail network, it is increasingly important for modern supermarkets to cater to a broader range of shopping patterns and behaviours, including online shopping. **For the proposed Rose Bay development, this store will deliver a supermarket offer but also support dedicated ‘Direct to Boot’ food and grocery services and layout that cater to the evolving needs of local residents.**

#### **Summary: Suitability of the proposed development**

The proposed Rose Bay development would better serve contemporary needs of customers; providing a new supermarket offer that will provide additional product lines compared to existing stores in the TTA and new services and facilities, including ‘Direct to Boot’ pick-up services and dedicated pick-up bays on-site. This would align with customer requirements and behaviours including increased online grocery requirements.

Existing supermarkets in Rose Bay serve a local role and function being smaller convenience based supermarkets such as Coles Local, IGA or Woolworths Metro. Other large fresh produce stores are provided, such as Harris Farm and Parisi’s, which serve a unique role in the retail network providing specialised fresh food and a limited grocery offer. Due to the specialised offer and smaller size (at around 1,000m<sup>2</sup>) these stores will compete indirectly with traditional supermarkets, with customers utilising both store types in order to satisfy their food and grocery needs. As such, the proposed development would provide a new offer to this large, established community and would be complementary to existing facilities and drive visitation across the broader Rose Bay South centre.

The new store will be an important component of the retail network and would provide additional supermarket facilities in close proximity to resident homes, reducing congestion at other stores in the broader area and on the local road network. Importantly, the store will remain less than half the size of a major full-line supermarket (such as Woolworths Double Bay). As such, the project will be in keeping with the existing built form and localised nature of the catchment.

The proposed 17 apartments planned as part of the development will offer contemporary, quality dwellings that will appeal to local residents in Rose Bay, whilst retaining the low to medium density built form of the area. The apartments will offer additional housing choice through the provision of a mix of 1, 2 and 3 bedroom apartments that will appeal to families, elderly people seeking to downsize, and lone persons living in the local area.

### **7.3 Economic Impact Assessment**

The following provides an assessment of the economic impacts likely to result from the proposed development. A range of factors are considered including flow-on benefits to the local community and the precinct overall.

#### **7.3.1 Approach**

An assessment has been undertaken of the economic impacts associated with the construction and operational phases of the proposed Rose Bay development. The assessment has been undertaken through an analysis of the local market demand, competitive environment and market trends, as discussed in the following sub-sections.

#### **7.3.2 Impact on Rose Bay South and surrounding facilities**

Reflecting the projected market growth and demand for the uses at the proposed development, any negative trading impacts on businesses in the surrounding Rose Bay South centre are expected to be minimal and within the normal bounds of a competitive market.

In broad terms, any impacts arising from the proposed development will be due to the potential for commercial tenants, future residents and the retail spending of consumers to be diverted from alternative destinations and locations.

When assessing the potential competitive impacts of a development proposal, it is important to appreciate that the actual impacts will depend to a large degree on the circumstances of individual projects and businesses, and their response to the introduction of competition. For example, in the retail industry a common response of competing centres and retailers to new competition includes:

- Refurbishment and other improvements to facilities and presentation
- Re-investment and expansion of centres and stores
- Re-positioning a store/centre through changes in tenant/product mix and type (e.g. focusing on a key target market)
- Marketing and promotions activity, including enhanced price competition and use of customer loyalty programs to reach consumers.

The same initiatives can apply to existing or future owners and developers in other sectors including commercial and residential.

Reflecting the potential actions that can be implemented in response to market competition, impacts presented in this report should be treated as indicative and used as a broad indication of potential impact.

The proposed Woolworths Rose Bay development will help to address a substantial undersupply of supermarket floorspace within the local area and furthermore, will assist in satisfying the retail needs of the population within Rose Bay and the local area. As such, the proposed development would help to alleviate pressure on the existing supermarket network, supporting market demand and customer need, rather than the development relying purely on the redirection of sales from other vulnerable retailers and businesses.

As such, the trading impact of the proposed development on any existing facility within the surrounding area is expected to be minimal.

### **Supermarket impacts**

Three existing supermarkets are provided within the defined Rose Bay TTA, however, all are smaller stores of 1,500m<sup>2</sup> or less. Several larger specialised fresh food retailers (including Harris Farm and Parisi's) are also around provided within the TTA and each occupy around 1,000m<sup>2</sup>. No traditional supermarket offer exists within Rose Bay South. The proposed development is planned to deliver a supermarket of 2,278m<sup>2</sup> (including liquor) and will be less than half the size of the existing major full-line supermarket at Double Bay.

While the existing smaller supermarkets currently provided within the TTA serve as effective top-up and convenience based supermarkets for the local resident population, they do not provide a broader range of products and choice offered at a larger supermarket. While the proposed Rose Bay store will not provide a full-line supermarket, it is planned to deliver an expanded range of products compared to existing stores (including providing c14,000 – 16,000 SKUs compared to the average existing smaller supermarkets in the TTA of c6,000 - 10,000 SKUs). As larger supermarkets are a critical component of a strong retail network, Rose Bay residents are frequently travelling beyond the local area to access larger supermarkets including at Bondi Junction and Double Bay – more than 3km from the subject site (6km round-trip).

The localised nature of the existing smaller stores within the Rose Bay TTA, combined with the high level of expenditure being directed to larger stores outside of the immediate region and the proposed larger product range at the subject site; indicates that the proposed Woolworths supermarket at the subject site will more directly impact on other larger supermarkets in the broader catchment, with these stores provided in the broader region including at Double Bay and Bondi Junction.

Existing supermarkets in Rose Bay serve a local role and function, being smaller, convenience based supermarkets such as Coles Local, IGA or Woolworths Metro. Other stores such as Harris Farm and Parisi's also serve a unique role in the retail network, providing a smaller, specialised food and grocery offer that is often used by customers in conjunction with a traditional supermarket offer. As such, the proposed development would provide a new retail offer to this large, established community and would be complementary to existing facilities. Furthermore, the proposal will strengthen the surrounding Rose Bay South centre by acting as a retail destination for the local community, driving visitation to the area, to the benefit of surrounding businesses.

It is understood that existing supermarkets in the eastern suburbs region trade strongly with sales well above a typical average trading level for full-line supermarkets of around \$10,000 per m<sup>2</sup>. In some cases, sales estimates for nearby stores indicate that supermarkets are achieving sales of close the double the typical average. These trading levels highlight the successful performance of existing stores but also reflect the under provision of supermarket floorspace within the Eastern suburbs of Sydney. These high trading levels can result in negative impacts for the local community, including impacts associated with the stores themselves such as overcrowding, stock levels and customer experience, through to community impacts associated with increased travel times and distance required to reach these stores influencing traffic conditions and congestion.

Reflecting the existing competition as well as the size and growth in retail expenditure across the TTA, any impact from the proposed Woolworths Rose Bay development would be limited, as outlined below:

- Based on the indicative concept plan (given the project remains in the Planning Proposal stage), projected sales for the proposed Woolworths Rose Bay store would be in the order of \$10,000-\$15,000 per m<sup>2</sup>, representing a likely sales range of around \$25-\$30 million. For the purposes of this assessment the proposed Woolworths at Rose Bay is assumed to be trading by 2025/26.
- Total retail expenditure across the TTA is projected to increase by +\$109 million over the period from 2021 to 2036, this includes +\$13 million in food, liquor and grocery expenditure. This increase demonstrates the substantial amount of retail expenditure growth projected to occur within the TTA that will support growth in both existing and future retail facilities (including supermarkets) in the community.
- Projected food and grocery (F&G) sales for the proposed Woolworths Rose Bay would represent only a small proportion of total F&G sales in the TTA, accounting for around 10-15% of TTA F&G sales in 2025/26.
- Total sales for supermarkets (including large fresh produce anchor tenants for the purposes of this analysis) within the defined Rose Bay TTA are currently estimated at around \$65 million. Assuming that almost two-thirds (66.5%) of resident F&G expenditure is directed to these stores (excluding liquor), this would represent total resident expenditure to supermarkets of around \$120 million. On these estimates this would indicate that around \$55 million of resident supermarket expenditure is currently directed to stores outside of the TTA (\$120 million minus existing store sales of \$65 million). This appears consistent with a review of mobile phone location data and electronic transaction data in the area, which also highlight that larger supermarket destinations outside of the TTA (such as Double Bay and Bondi Junction) attract a large share of grocery expenditure from customers who live within the Rose Bay TTA. **The proposed development would help to retain a proportion of this \$55 million in escape expenditure, by providing residents with a new supermarket offer in close proximity to their homes.**
- Business generated from local workers and students within an easy walking distance would further add to demand and potential for the redevelopment, as well as benefit existing operators in the Rose Bay South centre.

As noted above, any impact assessment should be considered a general indication of likely outcomes only.

An indicative breakdown of the projected source of future sales is outlined in **Table 14**. An analysis of the anticipated distribution of impacts from the proposed development (based on the concept plan informing the Planning Proposal) suggests the following:

- The proposed Woolworths Rose Bay development is projected to record sales of around \$25-\$30 million in 2025/26. Of this total an estimated breakdown suggests:
  - \$3-\$4 million is projected to come as a result of an increase of expenditure directed to supermarkets compared to other retailers (impact on non-supermarket facilities in broader region);
  - \$18-\$22 million is projected to come as a result from a reduction in expenditure to supermarket facilities situated beyond the defined TTA (i.e. expenditure retained within the Rose Bay TTA as a result of the proposed development);
  - \$3-\$4 million is projected as a result of redirected spending from competitive supermarkets (and specialised fresh food anchor tenants) within the TTA;
  - Minimal (less than \$1 million) is likely to result from impacts on a range of smaller retail facilities within and beyond the MTA including those not currently represented in the analysis (including bulky goods and other strip retail facilities).

It is important to note that these impacts will be in the short term only, with local businesses in particular positioned to benefit from improved activation and customer movements in Rose Bay South.

- The majority of projected sales (at an estimated \$18-\$22 million) would be derived from retained food and grocery expenditure that is currently being directed to supermarkets beyond the TTA, including major full-line supermarkets that trade strongly at Double Bay and Bondi Junction. Each of these stores are located more than 2km from the subject site, serving a larger catchment area, and are well placed to absorb any short term impacts from a new Woolworths supermarket at Rose Bay.
- Impacts on the local supermarkets and large fresh produce traders within the immediate Rose Bay TTA (including Coles Local, Woolworths Metro, IGA, Harris Farm and Parisi's) is estimated to total some \$3-\$4 million, representing an impact of around 5% on combined sales for these stores in 2025/26.

#### Rose Bay South

- The large specialised fresh food operator of Harris Farm is assumed to record an impact of around 5% in 2025/26. This impact reflects the proximity to the subject site also within the Rose Bay South centre, but is also offset by the fact that the specialised offer of this operator does not compete as directly with traditional supermarket operators, particularly reflecting the size of around 1,000m<sup>2</sup>.

#### Rose Bay North

- Coles Local at Rose Bay North is assumed to record a sales impact of around 6%, reflecting the fact that this store includes a 1,500m<sup>2</sup> offer, yet is located just over 1km from the subject site and primarily serves a different immediate local population.

#### Rose Bay

- The largest impact in percentage terms is likely to fall on the existing Woolworths Metro in Rose Bay (assumed at around 7% of sales), reflecting the size, location and similar Woolworths brand to the proposed development. The projected impact on the IGA at Rose Bay is assumed to be 5% of sales. The impact on Parisi's, as another large specialised fresh food operator, is assumed to be minimal (around 1%) reflecting the size, distance and specialised offer that does not compete as directly with traditional supermarket operators.

Each of these stores currently perform well, serving the local community, and would be well placed to absorb any short term impact. Further these stores will benefit from future growth in retail expenditure in the longer term. Impact on smaller, individual shopfronts would be limited, with the overall centres well placed to benefit from growth and an enhanced retail offer.

- The impact from the proposed development on other retailers in the local retail precincts will be minimal and short term only. As outlined in the audit of shopfronts, there is limited direct food and liquor competitors across existing shopfronts in the main retail precincts within the Rose Bay TTA. Each of these retail precincts and individual businesses, and particularly those in Rose Bay South, stand to benefit from the provision of a new retail anchor tenant at an underutilised site, which will act as a community destination, driving additional visitation to the precinct and supporting increased customer movements locally.
- The result from the individual supermarket sales impact assessment indicates that all potential impacts likely to result from the proposed Woolworths Rose Bay development will be well within the normal competitive range of less than 10%.
- As such, the proposed Woolworths Rose Bay development would not impact on the viability or continued operation of any existing or proposed facility with the local area. Rather, all existing and proposed developments would benefit from future growth in the market.

The substantial level of current escaped expenditure from the Rose Bay TTA highlights the under provision of supermarket facilities in the area currently. **The provision of a new supermarket at Rose Bay as proposed, would provide an essential supermarket offer close to residents' homes, and help reduce the need for residents to travel greater distances across the eastern suburbs of Sydney.**

**Table 14 Rose Bay Woolworths – Distribution of Impacts**

	(\$M)
Rose Bay Woolworths Net Sales Increase (2025/26)	25 - 30
<b>Components of Projected Sales Increase</b>	
Increased spend to supermarkets (impact on non-supermarkets in broader region)	3 - 4
Escape spending retained (impact on supermarkets beyond TTA)	18 - 22
<b>Impacts on Competitive Centres within TTA</b>	
Supermarkets (and large fresh food anchors)	3 - 4
Other retail floorspace <sup>1</sup>	0-1
<sup>1</sup> Includes bulky goods floorspace and other retail/strip facilities.	
*Constant dollars and including GST	

Source: Ethos Urban

The proposed Rose Bay store will be the largest supermarket offer in the catchment at 2,278m<sup>2</sup> (including liquor), around 50% larger than any existing store, however, will still be only half the size of major full-line supermarkets such as Woolworths Double Bay. 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.

Overall, the Rose Bay community stands to benefit from the proposed development that will deliver improved amenity and a new retail offer within the Rose Bay South precinct. The project will support a more holistic retail network aligned to objectives for walkability and a 'best in class' retail environment in close proximity to residents' homes. The project would support continued growth and a successful, evolving Rose Bay South precinct that will benefit the local community in the future.

### 7.3.3 Employment generation

The proposed development will result in additional benefits to the local community through employment generation. Jobs supported by the development will accrue through direct and indirect employment generated during both the construction phase, and ongoing employment as part of the operational phase.

#### Construction employment

In order to investigate the likely overall economic benefits, consideration has been given to the employment benefits likely to result during construction should the project progress through the approvals process.

Direct employment in the *construction industry* is expressed as FTE job years. A 'job year' is a full-time job for one year.

Indirect or flow on employment will also be supported in other industries, for example, suppliers of materials and financial and legal services. Employment estimates in the wider economy are derived from ABS national accounts input-output analysis, specifically, employment multipliers.

Direct employment in the construction industry depends on the nature of the building, in particular, the capital intensity of the project. It is estimated 1.96 FTE direct construction industry job years per \$1 million of expenditure (or 1.0 FTE job year per \$510,000) will be generated by the construction activity, based on internal research and the type of work expected to be undertaken in the construction phase of the development.

In addition, these direct construction industry jobs lead to demand for employment in supplier industries in the wider economy. The ABS construction multiplier is 2.6 - that is, for every single FTE job in the construction industry a further 1.6 FTE jobs are supported elsewhere in the economy.

Direct construction costs for the Rose Bay development are estimated at approximately \$30 million.

Total construction costs of \$30 million would support 59 job years *in the construction industry* and support a further 94 job years *in related (supplier) industries* over the development period. Assuming a one year development timeframe, in total the project will support up to **153 construction jobs** as highlighted in **Table 15**.

Local businesses, workers and jobseekers in Rose Bay are likely to benefit from increased employment and contracts afforded by the construction phase of the project.

**Table 15 Construction Employment**

Metric	Value
<b>Direct Jobs</b>	
Construction estimate	\$30 million
Estimated direct jobs	59 FTE Jobs over 1 year
<b>Indirect Jobs</b>	
Indirect jobs per construction job	Approximately 1.6
Estimated indirect jobs	94 FTE jobs over 1 year
<b>Total FTE Construction Jobs</b>	<b>153 FTE jobs over 1 year</b>

Source: ABS, Ethos Urban

### Ongoing employment

Once complete and fully operational, it is estimated that the proposed Rose Bay development will support up to 75 full-time equivalent (FTE) positions across the 2,278m<sup>2</sup> of supermarket floorspace. This estimate has taken into account workspace ratios sourced from the City of Sydney Floor Space and Employment Survey 2017, which outlines that 1 worker is supported for every 30.2m<sup>2</sup> of retail floorspace.

For the retail uses, employment will generally be sourced from residents within the immediate area. This new source of employment is important for young people (for whom retailing is a typical entry-point into the workforce) and others seeking to establish rewarding careers in the retail sector. Retail stores are also an important source of employment for older people seeking to re-enter the workforce, or those seeking casual work.

### 7.3.4 Increased economic output

In addition to employment benefits, the ongoing workforce at the proposed development will also generate additional economic activity on an ongoing basis, that will further support the local and regional economy.

Value added by industry is an indicator of business productivity. It shows the net economic uplift by excluding the value of production inputs. Value added from the 75 FTE workers is estimated at around **\$5.3 million pa** (2021 dollars) at completion (refer to **Table 16**).

This analysis has been sourced from economy.id (based on modelling by the National Institute of Economic and Industry Research) for Woollahra LGA with 'best fit' industry sectors applied to likely economic activities at the new development. The result of the analysis assumes no substitution effects from outside the regional economy, rather, the activities undertaken at the new asset represent increased net demand associated with population, labour force, and industry growth.

**Table 16 Rose Bay Development – Estimated Economic Output at Full Occupancy**

Activity	Supermarket
<i>Economy.id</i> Category	Food Retailing
Employment (jobs)	75
Value added per job	\$70,000
<b>Value added total</b>	<b>\$5,250,000</b>

Source: *Economy.id*; Ethos Urban  
Figures rounded

*Economy.id* is produced by demographic specialists .id and uses data derived from official sources of information (including the Australian Bureau of Statistics), with the industry sector profiles using a National Accounts regional econometric model developed by the National Institute of Economic and Industry Research.

### 7.3.5 Additional expenditure generated by the project

The proposed development will support additional residents on site. This resident population would generate an increase in expenditure on retail goods and services in the local and regional area.

Spending per capita on retail by residents within the TTA is estimated at \$19,590 each year on average. This includes spending on food, liquor and groceries, food catering, non-food items and services.

Based on the development plan, a total of 17 apartments are proposed to be accommodated on the site. The proposed development will support up to an additional 44 residents taking into account the current average household size of 2.6 persons across the TTA.

Considering the number of estimated new residents on the site, and the current average retail spending per year, these residents may spend around \$860,000 each year on retail goods and services (refer to **Table 17**).

Overall, the increase in expenditure from new residents will benefit the local and regional community, providing additional activity and directing a substantial amount of retail expenditure towards local operators. Importantly, these residents will support demand for a new supermarket store in the area, where 34% of the average retail spending per capita is directed towards food, liquor and groceries.

**Table 17 Estimated Additional Retail Expenditure at Full Occupancy**

Metric	Value
Estimated number of new residents	44
Per capita expenditure on local retail per year	\$19,590
<b>Increase in retail expenditure on local retail per year</b>	<b>\$860,000</b>

Source: Ethos Urban  
Figures rounded

### 7.3.6 Other economic benefits

The proposed development will also result in a range of other economic benefits that align with the strategic vision for the Rose Bay community including:

- Provision of new and additional retail offerings not currently provided within the catchment, including 'direct to boot' and online services that will improve customer choice and amenity, and price competition in the local area, to the overall benefit of the community.
- Activation of an underutilised site into a key community destination that will benefit and support the retail needs of the local community.
- Enhancing connectivity and walkability along Old South Head Road by establishing an active ground floor use along a major road and aligning with the surrounding retail and service offer.



- Increase connectivity and activation in Rose Bay South, including after hours and on weekends through the provision of a new retail destination anchor tenant. An enhanced retail and residential outcome will generate additional pedestrian traffic and dwell times in the precinct to the direct benefit of local businesses.
- Support walkable neighbourhoods through the provision of increased amenities in Rose Bay including local employment opportunities and community facilities.
- Enhance the access of residents to convenience-based facilities including the introduction of a new supermarket.
- Improve convenience and reduced travel time for Rose Bay TTA residents by providing a new supermarket in close proximity to their homes, and an offer that is not currently provided in the immediate area.
- Improve amenity, by reducing travel time and traffic congestion by enabling local residents to visit a supermarket locally that will provide a larger produce range than existing stores, alleviating some of the need to travel to other stores and centres outside of the TTA.
- An improved built form outcome along Old South Head Road, as a result of a contemporary, high quality design that aligns with the existing density and 'village feel' of the area.
- Provision of new housing stock that provides additional housing choice and diversity in the local area within a contemporary and modern development.
- Support the aspiration for a 30-minute city by providing essential retail goods and services close to residential areas and along an accessible corridor.

## 8.0 Social and Economic Strategy

The following section draws on the analysis in this report to identify opportunities to deliver social and economic value through the proposed development.

Based on an analysis of the social and economic indicators and strategic context, the key drivers for the proposal that support the Woollahra community vision to be a great place to live, and to offer urban villages with a good range of shops, services and facilities include:

- Enhancing vibrancy and activation of Rose Bay to revitalise shopping areas and stimulate economic activity in order to drive local prosperity.
- Enhancing amenity and the “village atmosphere” of Rose Bay to deliver on community desire to retain and deliver quality places and spaces.
- Supporting community health and wellbeing through enhanced access to health food and improving social connectivity.
- Supporting a healthy environment and sustainability.

This strategy responds to these drivers and draws on the perspectives and aspirations expressed through government policy and community and stakeholder engagement.

It is intended to be read as guidance to ensure the development optimises social and economic opportunities and benefits for the existing, emerging and future community of Rose Bay.

Key strategic directions are as follows:

- |   |
|---|
| <ul style="list-style-type: none"> <li>• Enhance the vibrancy and activation of Rose Bay to revitalise shopping areas and stimulate economic activity in order to drive local prosperity</li> <li>• Enhance amenity and the “village atmosphere” of Rose Bay to deliver on community desire to retain and deliver quality places and spaces</li> <li>• Support community health and wellbeing through enhanced access to health food and improving social connectivity</li> <li>• Support a healthy environment and sustainability</li> </ul> |
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### **Enhance the vibrancy and activation of Rose Bay to revitalise Woollahra shopping areas and stimulate economy activity in order to drive local prosperity**

It is a Woollahra community vision to be a great place to live, offering urban villages with a good range of shops, services and facilities.

The proposed development will invest an estimated \$30 million into the local area. This is particularly important in the current economic climate and will help to support local industry during the construction phase of the project. This investment in the construction stage will support some 59 job years *in the construction industry* and a further 94 job years *in related (supplier) industries*.

Ultimately, on completion and at full occupancy, the proposed development will provide 17 homes for an estimated 44 residents and employment for some 75 workers on an ongoing basis.

Local retail availability and quality is essential to local amenity, which is largely defined by the range and quality of facilities, services and other amenities available within a reasonable walking distance.

Sustaining the viability of the Rose Bay South precinct along Old South Head Road makes a significant contribution to the convenience of the daily routines of local community members, who can benefit from easy access to their

daily living needs. In providing for local residents to readily access a range of goods and services in the local neighbourhood, local community life is enabled to flourish, and local community members' wellbeing and connectivity is also strengthened.

A combination of a standard range and customised product line of organic and wholefoods, delicatessen and specialty offering at the proposed development would appeal to the local demographic and complement the existing retail provision in the area by providing a diverse retail offer to the local community.

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### **Enhance amenity and the village atmosphere of Rose Bay to deliver on community desire to retain and deliver quality places and spaces.**

Quality places and spaces is a core value for the local Woollahra community. Redevelopment of the subject site is an excellent opportunity to deliver a mixed use project that supports a prosperous and healthy Rose Bay neighbourhood, while retaining and enhancing the local urban character and village atmosphere. This will be achieved by delivering a development with high standards of design quality, is of appropriate scale and carefully considers and blends in with the local Rose Bay neighbourhood character.

Well-designed spaces can attract a higher volume of visitors and support local place-making and community cohesion, while further improving the vibrancy and viability of the local Rose Bay South centre.

Active and attractive frontages will improve the local amenity and streetscape and encourage choosing active transport modes to access the site. It is recommended that the mature and leafy trees along Albemarle Avenue and Old South Head Road surrounding the site be retained where possible, in order to meet the community priority regarding 'Trees and leafy green streetscapes that are well maintained'. As trees and greenery have many well evidenced health and wellbeing benefits, and are known to increase patronage of businesses. The adjacent greenery may assist to drive up property value via landscaping which considers plants, planter boxes, green walls around the site.

The development can help reduce congestion by delivering a supermarket offer in an area with few supermarkets currently provided, decreasing the need to travel greater distances to access daily living needs, and can encourage visiting the shops by walking or by bicycle. Centres that are accessible via active and public transport contribute to positive community health outcomes and are more inclusive of aged community members and those with disabilities, while also contributing towards achieving a "30-minute city" aspiration by providing easy access to housing, employment and retail facilities within a walkable neighbourhood.

The redevelopment of the site will improve perceptions of safety associated with improved amenity and streetscape and effective lighting, landscaping and design. The presence of workers and residents will also contribute towards improved perceptions of safety for late shoppers and in areas surrounding the site in general. The activation of Old South Head Road on this site during evening hours (due to residents, workers and visitors to retail shops) provides a positive social benefit in the support for the local village feel and the local night time economy.

In this regard, the design of the proposal prioritises accessibility and activation, quality and amenity. The site is walkable for majority of local residents, and well positioned close to Old South Head Road and the local public transport networks. The proposed development will retain and strengthen the unique character of the Rose Bay village, enhance pedestrian experience, and provide lifestyle benefits to the community, and as such will deliver on the planning priority of the Woollahra LSPS to "achieve great placemaking outcomes in our local centres which are hubs for jobs, shopping, dining, entertainment and community activities".

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### **Support community health and wellbeing through enhanced access to healthy food and improving social connectivity.**

Community health and wellbeing are fundamentally supported through three key areas, to which the proposed Woolworths supermarket will directly contribute to: walkable neighbourhoods; access to healthy food, including fresh fruit and vegetables; and social connectivity.

Woolworths aims to make a strong contribution to the local availability of high-quality fresh fruit and vegetables – an essential retail offer for healthy communities. As discussed above, a combination of standard range and customised product line of organic and wholefoods, delicatessen and specialty offering would appeal to local demographic and complement the existing retail provision in the area by providing a diverse retail offer for the local community

With the delivery of a supermarket, this will act as a local community-focused offering and will attract business from the population within an easy walking distance to the site. Thus, through its retail strategy, Woolworths is focused on supporting and sustaining the walkable amenity of local communities – which is well-evidenced to contribute to community health and wellbeing, including through reduction of diseases such as heart disease and diabetes. Walkable neighbourhoods are by nature healthier neighbourhoods, and Woolworths can make a strong contribution to this goal in the Rose Bay and neighbouring localities. Strategies to enhance connections to local transport networks and encourage walking and cycling to the site are encouraged.

The co-location of housing with public transport networks and retail offerings will also contribute towards the delivery of a state-wide vision for a “30-minute city” where people can access housing, employment, education and other services within a short distance from home. The provision of additional housing in the locality will contribute to the ability for older residents to downsize and support ageing in place within their established community.

Health and wellbeing benefits will also be attained through increased activation and opportunities for social interaction in the Rose Bay neighbourhood. The proposed development will act as a “third space” that would function as a social meeting space for the community, facilitating incidental bump-ins and social connections between residents, workers and visitors to the site. With limited range of conventional social infrastructure and community facilities within walking distance of this site, and social isolation more prevalent than ever, “third spaces” become increasingly important in supporting community wellbeing and cohesion. It is important that networks can be built through the creation of places that allow individuals, particularly those from a lone person household, to connect to others in their neighbourhood and should be encouraged. Placemaking strategies are encouraged to enhance the accessibility and use of the site by residents, workers and customers at the development. A flow-on effect is increased perceptions of safety.

The importance of strong local social networks for general community well-being cannot be underestimated, and Woolworths should seek to further explore and capitalise (i.e., in terms of social capital) on its potential role in supporting the communities surrounding the site. Activation and programming of the ground floor space should therefore be explored, allowing a diverse range of individuals and groups to interact in a welcoming and safe environment. Amenity could include seating, shade, a playground, or in-built exercise equipment. Opportunities for public art programs and local events are supported, to nurture strong social connections for the community.

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### **Support a healthy environment and sustainability**

Woollahra residents’ priorities for quality of places and healthy environment also include importance of sustainable development, good pedestrian and bicycling access, and environmentally sustainable initiatives and waste management.

Under Woolworths’ Sustainability Plan, the mixture of Green Star and BASIX ratings approaches taken to this development – as an innovative approach to addressing sustainability within a mixed-use scheme – is key to the approach to the development and systems therein.

The project will have an ESD Strategy as part of the detailed design phase – which will enable the project to use the design of the building to promote sustainability. The deep soil community zone will host seats and e-bike charging.

Convenience based retail facilities, including supermarkets, have an important contribution to make to local and global sustainability goals, including through their potential to further initiatives such as reducing plastic waste and encouraging recycling, in a very direct and achievable manner. They offer opportunities for local business and the community members to make tangible contributions to improving sustainability and delivering effective waste reduction strategies both locally and globally.

There is potential to explore creative sustainability initiatives with the local community, including local schools and community groups, once the new retail offer is delivered. Initiatives which may be explored include information and exhibits on: family meal planning to reduce food waste; composting and worm farming, and other practical household waste reduction and recycling approaches. Other initiatives include ‘return and earn’ recycling depot facility or repository unit; where a community charity of choice could be voted/nominated for donations returned back into the local community e.g., Scouts or Landcare for local green spaces/national park to purchase tree (Voluntary Landcare groups are quite active, looking after parks and the shoreline around Vacluse House, Nelson Park, Milk Beach etc.)

Retail facilities and supermarkets are a key touchpoint with local communities, and therefore offer excellent potential for such initiatives, such as community information brochures or BBQs and partnerships with local sustainability groups, which could be further explored in due course.