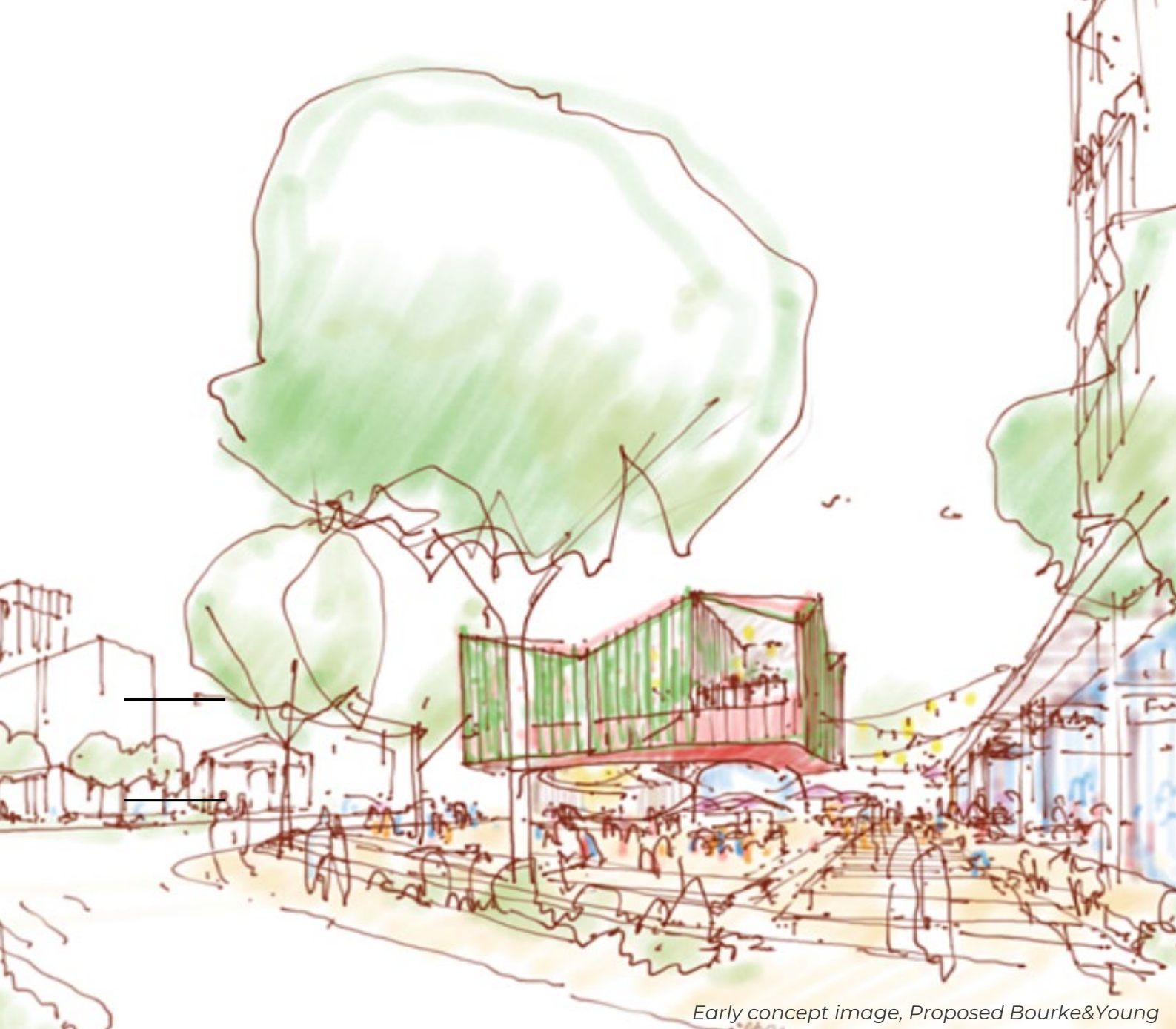


Attachment A10

Engagement Outcomes Report



Early concept image, Proposed Bourke&Young

Proposed Woolworths Bourke&Young mixed-use project

923-925 Bourke Street, Waterloo
Engagement Outcomes Report

15 November 2021

Acknowledgement of Country

We acknowledge the Gadigal people of the Eora Nation as the traditional custodians of this place we now call Sydney.



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creative urban planners

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All care has been taken to prepare this
report for Woolworths Group
If you have any queries regarding this
report please get in touch:

John O'Callaghan, Director
+61 0400 471 469
john@jocconsulting.com.au

jocconsulting.com.au

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1. Introduction

Woolworths Group is proposing a mixed-use development at 923-935 Bourke Street, Waterloo, with innovation, sustainability, and community at its heart.

This report provides a summary of the communications and engagement undertaken by JOC Consulting.

1.1 About the proposed Bourke&Young

Woolworths Group is preparing to lodge a Planning Proposal with the City of Sydney for the mixed-use development 'Bourke&Young', at 923 - 935 Bourke Street, Waterloo. JOC Consulting was commissioned to support engagement with the local community during the early planning stage, including seeking community feedback on two different concept schemes, the proposed project priorities, to understand local views, and to ensure community feedback is considered in future concept plans.



Above: Context map of the site

The planning proposal is to achieve a mixed-use development outcome with a supporting indicative scheme. The purpose is to amend the planning controls applicable to the site under the Sydney LEP 2012 in relation to – retail floorspace, building height and floorspace ratio.

The indicative reference scheme accommodates a mixed-use development of between 4 and 7 storeys, including a full-line Woolworths supermarket in a subterranean level, specialty retail and commercial floorspace, community use infrastructure, market, and affordable residential dwellings. Basement parking for supermarket, retail, residential, commercial, and visitors is accommodated together with a ground level public plaza and through-site link and podium communal residential facilities.

Woolworths has identified the following key priorities for the project:

- **A premium food and retail destination** for shopping close to home
- **A mixed-use project** with space for retail, residential, commercial and community use
- **High quality public plaza** for community gatherings
- **Opportunities to partner** with local social enterprises to deliver community space that meets current and future needs
- **Targeting a 5 Star Green Star sustainability rating**, Green Building Council of Australia
- **Affordable Housing** to meet the needs of local key workers
- **Easy access** by bike or on foot and convenient parking for customers including rideshare parking and EV charging stations
- **Recognising the history of the site** and bringing the past to the present and celebrated through public art.

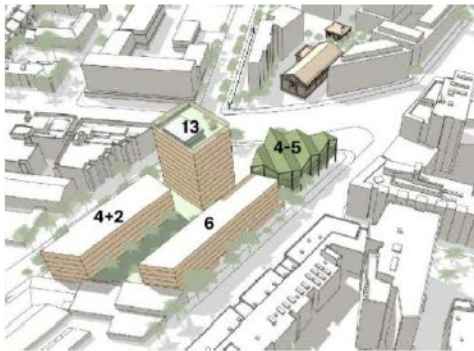
As outlined in this report, community feedback was invited on the above priorities to understand what was important to the local community, and to shape the indicative plan ahead of the finalisation of the planning proposal.

1.2 The Two Concept Designs

Community feedback was sought on two initial concept designs, which both responded to the site opportunities, developed by Bates Smart Architects. Both Concept Designs included elements of ground floor retail, residential, commercial use, community use, and a subterranean supermarket recessed below ground level. The proposed built forms also feature landscaping that maximises available natural light and are separated to maintain privacy and maximise solar access for residents and neighbours.

Concept 1

Concept 1 includes a total of four buildings, comprising one landmark, taller tower at thirteen storeys with a smaller ground floor footprint, allowing for a public plaza north of the site, towards McEvoy Street. It also includes a four-storey building with specialty retail at the ground floor, and space for community use. A further two residential buildings of six storeys are proposed, in keeping with nearby building heights and form.



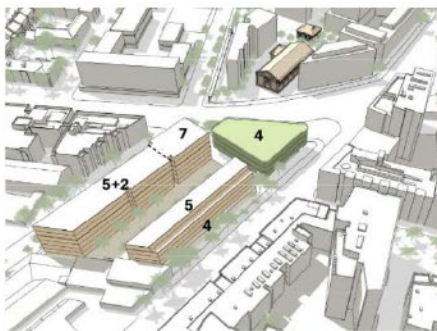
Aerial view of Concept 1



View from the intersection of Young and McEvoy Streets

Concept 2

Concept 2 includes three rather than four buildings, comprising a lower, more slender built form overall, two residential buildings of five and seven storeys, an open plaza, specialty retail and cafes. A third building of four storeys includes specialty retail at the ground floor and space for community use.



Aerial view of Concept 2



View from the intersection of Bourke and McEvoy Streets

2. Engagement overview

Across 10 engagement channels, the project team with support from JOC Consulting sought to inform and consult the community and other stakeholders on the proposed plans for Bourke&Young, including seeking feedback on two different design concepts, and engaging online during COVID-19 restrictions in late 2021.

2.1 Engagement Objectives

Engagement was undertaken in accordance with the International Association for Public Participation (IAP2) framework and City of Sydney Community Engagement Strategy & Community Participation Plan.

The purpose of engagement was to **'inform'** and **'consult'** the community and stakeholders during the early planning stage.

The objectives of pre-lodgement community engagement were to:

- Inform the community about the proposed Bourke&Young project
- Invite feedback on two different concept designs Invite feedback on the proposed project priorities
- Provide multiple communications and engagement channels.

Although engagement such as door-knocking of surrounding residents and businesses, and in-person community information sessions could not take place due to Covid-19 restrictions (including public health orders and city-wide lockdown), meaningful and genuine feedback was received through a range of engagement channels, across different community and stakeholder groups.

2.2 How we engaged

The following table summarises the various forms of engagement and their respective reach.

Engagement channel	Description	Engagement reach
Project website www.bourkeandyoung.com.au/	<p>A dedicated project website was developed and published on Thursday 9 September 2021.</p> <p>The website provides information about the project vision, project priorities, overview of the Planning Proposal, and linked to the online feedback survey, and project contact points.</p> <p>The website will be updated at key project milestones, to ensure the community and stakeholders have access to the most up-to-date information throughout the planning and approval stages, including updated FAQs as plans are refined.</p>	<p>789 visitors (as of 18 October 2021) 1 minute 48 seconds average session duration Most popular pages: 1. Home page (955) 2. Feedback (422) 3. Concept plans (344)</p>
Flyer	<p>A project flyer was distributed within an 800m radius from the site on Monday 13 September 2021, informing the community of the proposed Bourke&Young project, project website and online survey, the two webinars and project contact points.</p>	<p>15,000 flyers posted in a 800m radius</p>
Letterbox drop	<p>A letter from the Woolworths project team was distributed on Monday 13 September 2021 to adjoining residents and businesses, informing of the proposed plans, sharing the two concept designs, providing the project website, and project contact points for further information or feedback.</p>	<p>1,000 letters to adjoining residents and businesses</p>
Introductory project email to community and cultural representatives community@bourkeandyoung.com.au	<p>An introductory project email was sent to several community and cultural representatives, to ensure awareness of proposed plans.</p> <p>The week prior to the webinar, emails were sent out to the wider Waterloo community with details about the project, the webinar and where to register, along with links to the survey, and website. These were sent to adjoining properties, businesses, and key stakeholders in the community. Additionally, a community email was created for correspondence with the community and was made public so that community members could submit their feedback.</p>	<p>Over 48 Emails 23 Emails from the community</p>
Online Feedback Survey	<p>An online feedback survey was created, inviting feedback on the two different concept plans, the proposed project priorities, and inviting general feedback on the proposed Bourke&Young project.</p> <p>This survey was published on SurveyMonkey on Thursday 9 September 2021 and closed Friday 24 September 2021, providing two weeks for the community to provide their feedback via the survey.</p> <p>The survey link was published on the website, flyer, WeChat, and in emails to stakeholders, and translated into Mandarin.</p>	<p>192 Respondents - 180 English Respondents - 12 Mandarin Respondents</p>
Webinar	<p>Two 60-minute Zoom webinars were held:</p> <ul style="list-style-type: none"> • 12pm, 22 September 2021 • 6pm, 23 September 2021. <p>The webinar was open to the community and local stakeholders, advertised on the website, event flyer, and via emails and phone calls. The project team outlined the project vision, the site and local context, the two proposed concept designs, design considerations, and responded to questions submitted by attendees prior to the webinar and questions raised during the webinar. The project team who presented during the webinar were:</p> <ul style="list-style-type: none"> • Guy Lake - Architect, Bates Smart • Pierre Abrahamse - Head of Mixed Use - Property Development, Woolworths Group • Jesse Cheung - Regional Development Manager - Mixed Use, Woolworth Group. 	<p>47 Attendees (over two webinars) 77 Questions asked</p>

Engagement channel	Description	Engagement reach
Online briefings with community, cultural and social enterprise representatives	<p>The project team reached out via phone calls and emails to local cultural and social enterprise representatives to seek a briefing to outline the proposed project and understand their views on the proposed plans to identify potential future partnership for dedicated community floorspace use or understand local perspectives on the provision of Affordable Housing as part of the proposal.</p> <p>The project team reached out to:</p> <ul style="list-style-type: none"> • OzHarvest - email, phone call and 3 briefing sessions • 107 Projects - email, phone call and 3 briefing sessions • REDWatch - email, phone call and 1 briefing sessions • Waterloo Public Housing Action Group - email, phone call, and 2 briefing sessions. • And other local community and creative groups 	<p>Over 20 Emails 12 calls 8 briefing sessions</p>
Stakeholder Calls to Local First Nations Australian Organisations and Representatives	<p>The project team reached out via phone calls to introduce the project and project team, seek an opportunity to meet online if of interest, to:</p> <ul style="list-style-type: none"> • Provide an overview of proposed plans • Understand local views • Seek advice on additional local representatives to further engage with • Understand existing community programs within the local area. 	15 calls to stakeholders
WeChat	A WeChat group was created to engage with the local Chinese community within Waterloo, to ensure awareness of the project, share the link to the online feedback survey, and enable users to ask questions and provide comments for discussion	51 users
Hotline 1800 848 868	The hotline was launched on Thursday 9 September 2021 and operated between 9am to 5pm, providing a means for the community to ask questions and provide feedback. The hotline was promoted on the website, email correspondence, letter, and flyer.	6 calls from the community
Project email address community@bourke@young.com.au	The project email address was live from Thursday 9 September 2021 and provided a means for the community to ask questions, provide feedback, and was promoted on the website, letter, and flyer.	23 Emails from the community
Google advertisement	Google ads were used to promote the project to a wider audience and invite community feedback on the proposed plans. The ad was targeted to residents within 5 kilometres of the site and keywords that triggered the ad included "Woolworths" and "Waterloo".	8,200 impressions (as of 18 October 2021) 178 clicks
Total direct engagement		408 community members

2.3 Stakeholders

Stakeholder	Level of Engagement	Engagement type
Government		
City of Sydney Council - Councillors and Council Planning Department	Consultation with Council Officers to provide feedback on the proposal and information on Council's vision.	<ul style="list-style-type: none"> • Email Correspondence • Online Briefing • Phone calls
Local First Nations Australians Organisations and Representatives		
Metropolitan Local Aboriginal Land Council	<p>Consultation to introduce the proposed plans, ensure early project awareness, understand local views, and gain insight into existing community and cultural programs being run locally.</p> <p>Informing with objective information on the proposal, inviting feedback, and ensuring awareness of ongoing opportunities for feedback during future detailed planning stages.</p>	<ul style="list-style-type: none"> • Email Correspondence with project information • Focus Group Sessions • Phone call briefings • Online Briefing • Flyer with project information
National Centre of Indigenous Excellence		
YARN Australia		
Yerrabingin		
Jawun		
Kinchela Boys Home Aboriginal Corporation		
Wyanga Elders		
Redfern Waterloo Aboriginal Affordable Housing Campaign		
Redfern Community Centre		
Local Community Groups, Creative/Social Enterprise Groups		
107 Projects	<p>Consultation to provide information on proposal and invitation for feedback.</p>	<ul style="list-style-type: none"> • Email Correspondence with project information • Focus Group Sessions • Phone call briefings • Virtual Briefing Sessions • Flyer with project information
OzHarvest		
Friends of Victoria Park	<p>Informing organisations through phone calls and emails with objective information on the proposal and inviting feedback.</p>	
Friends of Bourke Street		
The Nest Creative Group		
RedWatch	<p>Consultation to provide information on proposal and invitation for feedback</p>	
Waterloo Public Housing Action Group		

Stakeholder	Level of Engagement	Engagement type
Surrounding Community (Residents and Local Businesses)		
Residents (within a 800m radius)	Informing with objective information on the proposal and inviting feedback via the project website, email, or phone call..	<ul style="list-style-type: none"> • Email Correspondence with feedback responses • Phone call briefings • Online Feedback Survey • Community Information Session (Webinar) • Telephone Survey • Flyer with project information
Businesses (within a 800m radius)	Informing organisations with objective information on the proposal and invitation for feedback and briefing sessions	

3. What we heard

This section of the report provides a summary of feedback received from the community during the initial engagement phase.

3.1 Key findings

Overall views

The majority of survey participants recognise the opportunity in this project and want to stay informed as the project progresses, and concepts are refined.

Around two thirds of participants (68%) agreed that this kind of Woolworths would benefit the current and future community (with 15% disagreeing and 12% unsure).

Those who disagreed did so because:

- They felt that there were enough supermarkets in the area within a walkable distance

Those who were unsure did so because they:

- Believed a full-line supermarket is needed, but expressed concern regarding potential impacts on existing traffic
- Identified a need for the supermarket, but not the residential apartments.

Creating a community focused space was a priority for most participants, over the provision for affordable housing or dedicated community use floorspace.

The three most important community benefits were:

- A premium food and retail destination for shopping close to home (around half)
- A high-quality plaza for community gatherings (just under half)
- Targeting a 5 Star Green Star sustainability rating (just under half).

There is a strong desire for a "one-stop shop" destination with support for a full-line Woolworths supermarket at this site.

***“YOU HAVE THE OPPORTUNITY TO
CREATE SOMETHING REALLY
BLAND, OR REALLY SPECIAL. IT IS A
HUGE RESPONSIBILITY SO PLEASE
MAKE IT SPECIAL”***

3.2 Feedback across engagement channels

Survey feedback

The survey was the most popular channel for engagement, with a total of 192 respondents across the English and Mandarin surveys. Findings from the survey included:

- Having a premium food and retail destination for convenient shopping as a priority
- The importance of a community use floorspace
- Support for the development and a full-line supermarket
- Consider diverse dining options, green spaces, and amenities
- Importance of adequate on-site car parking and minimising impact on local traffic
- Preference for design Concept 2
- Consideration of building height in relation to surrounding buildings

Webinar feedback

The two webinars were attended by 47 people. A total of 77 questions or comments were submitted across both webinars, raising:

- Concern regarding potential loss of city views from the building heights proposed in Concept 1
- Concern with potential increased traffic noise along Bourke Street
- The need for on-site parking to minimise parking on adjoining streets
- The need for diversity in retail mix and to support local businesses
- The need for green spaces and parks.

Email feedback

Over 15 direct emails to the project team were received and responded to, with most of the questions raised relating to:

- Preference for Concept 2 over Concept 1
- Concern regarding potential loss of city views
- Concern regarding potential impacts on existing local businesses
- The importance of retaining existing mature trees on site
- Support for an interesting mix of retail
- Consideration of social housing in lieu of affordable housing
- The need for good quality public amenities.

Phone feedback

A total of 17 local community, cultural and social enterprise representatives participated in the initial engagement. Representatives provided support for being approached during the early planning stage, were generally supportive of the proposed development and proposed community benefits. Key feedback received included:

- Consider pop-up spaces and spaces for cultural interaction and education.
- Consider opportunities for indigenous planting to revive and protect critically endangered plants and provide opportunities for community awareness on bush foods.
- Consider appropriate affordable housing providers to ensure the units are properly managed and tenants are treated with care.
- Open space for community events and gatherings is needed.
- There is a strong preference for flexible multi-purpose community rooms that would suit multiple uses and will future proof the use of the spaces.

3.3 Preferred concepts

There was a strong preference for Concept 2, and overall opposition to Concept 1.

Regardless of the preferred concept design, participants wanted to see a development to be one that was creative, lively, and had its own unique character that contributed to the atmosphere of Waterloo.

There was strong support to retain the existing trees and vegetation on the site, as part of the overall landscape plans for the site. Key local priorities were for a development that serves the community and its needs, whilst minimising any impact the development may have on Waterloo and its surrounds through a sustainable and innovative design.

Concept 1

Key elements of the design that participants supported included:

- A smaller building 'footprint', allowing room for a community plaza and more open space
- Creating a landmark with the high-rise building, the differing heights being more architecturally interesting than the uniform height of buildings currently in the area.

Issues raised included:

- Concern for potential overshadowing and 'overpowering' other buildings in the area
- Concern for potential wind-tunnels
- Increased density.

Concept 2

There was a much stronger preference from survey participants for Concept 2, with over 80% of survey participants supporting Concept 2 over Concept 1.

Key feedback that was received included:

- The low-rise design was 'more in keeping with the area'.
- It was less imposing in comparison to Concept 1.

Issues raised with the lower-rise building included:

- Generic and flat in its design
- That it would create a wall of apartment buildings along the street.

Other design considerations

- Improvements to existing local traffic arrangements were identified as the most important considerations for overall design
- Building heights need to respond to surrounding building heights, and have visual permeability through the site for surrounding residents
- Future building envelopes
- Green canopy, opportunities for shade, and link to existing green spaces.
- Consistency with the proposed design and the surrounding streetscape

3.4 Ideas and feedback on community benefits

Alongside the full-line supermarket, Woolworths envisions this mixed-use development to have community at its heart, serving the needs of current and future residents and visitors, local businesses, and community organisations.

During this early planning stage, Woolworths have sought to understand community priorities and preferences on key community benefits and project priorities:



A premium food and retail destination for shopping close to home



A mixed-use project with space for retail, residential, commercial and community use



High quality public plaza for community gatherings



Opportunities to partner with local social enterprises to deliver community space that meets current and future needs



Targeting a 5 Star Green Star sustainability rating, Green Building Council of Australia



Affordable Housing to meet the needs of local key workers



Easy access by bike or on foot and convenient parking for customers including rideshare parking and EV charging stations



Recognising the history of the site and bringing the past to the present and celebrated through public art



Above: Proposed project benefits, proposed Bourke&Young Project Communicated via www.bourkeandyoung.com.au and the online feedback survey

Overall views

There was support for the convenience of a local full-line supermarket, and interest in it being reflective of local character and meeting community needs. Participants were interested to see how Woolworths would deliver an innovative shopping experience.

Key additional features in the overall development that were supported include:

- Open spaces for the community to socialise, as well as pockets of green spaces to relax in.
- Community spaces that could include community gardens, markets, and play areas.

What is an important priority to consider in future plans?

Feedback from the online survey indicated support for:

- A premium food and retail destination for shopping close to home - supported by just over half
- A high-quality public area for community gatherings - supported by just under half
- Targeting a 5 Star Green Star sustainability rating, Green Building Council of Australia - supported by just under half.

What are less important priorities to consider in future plans?

- Affordable housing to meet the needs of local key workers was a lower priority.
- Opportunities to partner with local social enterprises to deliver community space that meets current and future needs was less important.

Additional ideas

When looking at the current draft concept plans, suggestions for further consideration in future plans included:

Open and green spaces	Community garden (rooftop), community markets, tree plantings, garden beds, water feature, play space, and pet-friendly spaces and access
Art and entertainment facilities	Art galleries, a cinema, wellness spaces
Cultural facilities	Bar, pub, cafe, diverse cuisine, and restaurant options
Specialty stores	Health food stores, local boutiques, and food companies and products
Education facilities	Preschool, job training hub
Reflecting First Nations history	Promoting culture of Gadigal community and First Nations history
Facilities	Post office, gyms, toilets, recycling, bike storage, community space Accessibility for people with disability (DDA Requirements), and the elderly, including wide paths

3.5 Summary of key feedback received

A summary of this key feedback from all channels of engagement is provided below.

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
<p>Preferred Concept Design</p>	<p>Community survey</p>	<p>Over 80%of participants support Concept 2:</p> <ul style="list-style-type: none"> Participants preferred Concept 2 for the lower-rise building envelope, open space, consistency with surrounding building heights being a less imposing contribution to the surrounding local context However, some raised the issue that the design was generic looking, and too similar to other buildings in the area. <p>Concept 1 received 19% support:</p> <ul style="list-style-type: none"> Participants saw the taller design as a feature of a landmark building, offering more ground space for an open plaza. However, participants were opposed to the height of the buildings, due to potential overshadowing, potential view loss for surrounding apartments, and the creation of wind-tunnels. <p><i>"Design excellence. The concept with the tower is better as it frees up more open space. (prefer) faster moving shadowing of a tower, rather than the more sustained shadowing of lower but bulkier buildings."</i></p> <p><i>"Should not build tall, Waterloo is a modern area not a city. Let's stand out with art and character rather than tall buildings."</i></p> <p><i>"In keeping with the warehouse / industrial feel of this section of Bourke Street [concept two] is more in keeping with the area. the high-rise design is intrusive and unnecessary."</i></p>	<p>The project team has considered the community support for Concept 2 over Concept 1, and this concept is included as the indicative concept as part of the Planning Proposal submission to Council.</p>

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
Height	Community survey, phone line, emails, and webinar	<p>Participants generally preferred a lower height, expressing the following concerns in relation to building height:</p> <ul style="list-style-type: none"> • Potential overshadowing for both concepts, particularly potential loss of sunlight into neighbouring apartments • Potential wind tunnels and potential view loss impacting surrounding buildings and apartments • Consistency with surrounding building heights in the local area • Visual amenity and design quality of a taller design. <p>Other participants recognised that additional open space could be provided by buildings with a smaller footprint.</p> <p>Other feedback queried why the existing FSR and height controls needed to change at all.</p> <p><i>“Waterloo does not need more towers - reducing footprint, shadowing... it needs open, inviting, human scale, street level destinations... maybe a street food strip would be suitable”</i></p> <p><i>“The buildings should be low-level in keeping with other buildings on the western side of Bourke Street.”</i></p>	<p>The proposed design concept submitted as part of the Planning Proposal includes buildings that step down from five to four storeys to minimise potential overshadowing.</p> <p>On Young Street, the building height is proposed to step down from seven to five storeys, in keeping with existing and future surrounding building heights in the area.</p> <p>The proposed building envelopes are set back from the boundaries to maintain quality natural light to the streetscape, and near neighbours, and to maintain existing tree canopies.</p> <p>Wind study reports will be prepared and submitted as part of the Planning Proposal. Further wind tunnel modelling will be carried out during the detailed design stage.</p>
Traffic and access	Community survey, emails, and webinar	<p>Participants expressed the following concerns related traffic and access to the site:</p> <ul style="list-style-type: none"> • Increased traffic on the existing networks and potential increased pressure on public transport • Visitors and customers using on-street parking used by residents • Potential risk of pedestrian and vehicle accidents construction traffic and timing of construction with the development of nearby Dank St South Precinct. <p>Participants also desired information on how traffic will be managed around the site, and how the proposed development would impact the existing street widening plans for Lachlan Street.</p> <p><i>“This is an already densely populated area bringing more traffic and people needs to carefully be considered for those already in the area feeling the pressure”</i></p> <p><i>“Parking and traffic management - it is a busy intersection as it is. Current Young Street is very quiet - it should not become gridlocked (like around Marrickville Metro)”</i></p>	<p>The project team is still in the early stages of planning, and it is proposed to consolidate the pedestrian and vehicle entries to the south end of the site on Young Street, with a dedicated separate loading dock entry on Bourke Street to minimise traffic noise and congestion.</p> <p>Woolworths will seek a higher number of retail car parking spaces, above Council's requirements.</p> <p>Residential parking will be provided in accordance with the Sydney Local Environment Plan (LEP) 2012.</p>

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
Traffic and access (cont.)		<p><i>"Will construction activity overlap with works on the Sydney Water site including major road widening and how would that affect the construction/end state traffic management?"</i></p>	<p>Around 200 car parking spaces for visitors is proposed within a basement car park, to ensure on-street parking is not minimised.</p> <p>The traffic report submitted as part of the Planning Proposal identifies that the additional traffic proposed by the development will ensure they continue to operate at an acceptable level of service.</p> <p>A construction traffic management plan will form part of the future Development Application which outlines traffic routes and site access for construction vehicles to minimise potential impacts to the road network during the construction stage.</p>
Proposed full-line Woolworths supermarket	Community survey and webinar	<p>Around 68% of feedback was in support for a full-line Woolworths supermarket, with participants looking for a high quality and variety of retail, which they saw as necessary to truly provide "a better shopping experience".</p> <p>For those that did not support a full-line supermarket, the feedback received was that:</p> <ul style="list-style-type: none"> Existing supermarkets already serviced the area, and so an additional supermarket was not required An additional supermarket would also create extra food waste and pollution <p><i>"If it is world class, like some of new Woolworths' fit outs it will be a welcome upgrade to the current supermarket and food offerings in the area"</i></p>	<p>Economic analysis undertaken as part of this Planning Proposal identifies that close to half of Waterloo resident's retail expenditure is spent outside of the area, with only one full-line supermarket within the neighbourhood - and there is demand for around eight additional full-line supermarkets within the area, above existing, planned supermarket developments within this catchment and beyond existing planned supermarket developments.</p> <p>As East Village is the only full-line supermarket locally, there is only one other full-line supermarket in the area (East Village), our proposal seeks approval for a below ground full-line Woolworths supermarket to provide a high quality, convenient shopping experience.</p> <p>While local, smaller supermarkets provide for a top-up shop, many residents need to leave the area to complete all their weekly shopping needs.</p>

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
Design	Community survey, emails, and webinar	<p>Key design priorities included:</p> <ul style="list-style-type: none"> • The need for unique, quality design that is visually appealing and innovative • The need for improvements to the surrounding streetscape to align with the design themes of the development • A layout that is open and green, including within the proposed plaza and on the rooftops of buildings • The use of natural lighting to create an open-air shopping experience designed for people, pedestrian access, eating, accessibility, shading and public amenities. <p>Mixed views were provided on the future design of the buildings, with some supporting a more modern look and others preferring heritage elements:</p> <p><i>"If the design can be iconic, modern and not just another supermarket building with a green park and is easy to get to with excellent retail choice you are onto a winner."</i></p> <p><i>"Should not build tall, Waterloo is a modern area not a city. Let's stand out with art and character rather than tall buildings."</i></p> <p><i>"Design excellence. Best design solution rather than ignorant fear of tall buildings. The concept with the tower is better as it frees up more open space. Make preference for faster moving shadowing of a tower rather than the more sustained shadowing of lower but bulkier buildings."</i></p> <p><i>"Really well designed and thought-out space, including outdoor dining; cafe's, bars (small business) and community space for hangouts and community activities or live cultural activities; music etc."</i></p>	<p>The project team is at an early stage in the design process and appreciates community feedback received relating to future design considerations. Woolworths have partnered with Bates Smart to shape the design concepts, to inform the overall building envelopes, design intent and uses for the future architectural design competition, as part of the Design Excellence stage.</p> <p>The design competition brief will be developed in consultation with Council to ensure that the best possible design outcome is achieved at this site. Elements that will be considered in the design competition will include:</p> <ul style="list-style-type: none"> • A retail open laneway for a unique streetscape • An open public plaza • Retention of tree canopies for natural shading • Community uses • Natural light to the laneway
Proposed community benefits and uses	Community survey, and webinar	<p>Support for additional community benefits was provided:</p> <ul style="list-style-type: none"> • A multi-functional place with essentials, such as a gym, post office, café, recycling centre • Spaces to celebrate art and culture, particularly First Nations Australians History • Spaces should be given back to the community, and priority needs to be given to public use of the space • Pet-friendly spaces • Community gardens were also encouraged as part of our proposal. <p>Some participants noted an existing shortage of affordable housing locally and appreciated its consideration in the concept plan.</p>	<p>The project team is in the early stages of planning and these potential community uses will be investigated further during the design competition and development application phase.</p> <p>At this stage, the proposal includes:</p> <ul style="list-style-type: none"> • dedicated community-floorspace • integrated public art • the retention of most of the existing street trees • open spaces affordable housing in the residential component, which is approximately 900sqm or 10-14 apartments.

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
Proposed community benefits and uses (cont.)		<p><i>"Provide outdoor space for the residents and their dogs. All the local parks are overused and cannot manage 100 plus people and their pets."</i></p> <p><i>"Rooftop vegetation plantation - this is a new innovative and sustainable method we should be looking into for the future"</i></p>	<p>The proposed development will seek to identify potential project partnerships with community groups or other local social enterprises for use of the dedicated community-use floorspace.</p>
Potential impacts on local business	Community survey, and webinar	<p>Some participants expression concern that existing local businesses would be impacted by new specialty retail, including:</p> <ul style="list-style-type: none"> • The need for future retail to complement, not compete, with the small local businesses in the area. • A potential lack of retail variety would hinder an enjoyable shopping experience. • Existing amenity issues of empty shop fronts locally, a result of the Covid-19 impact on local businesses. <p><i>"What kind of specialty retail is being proposed? Do you envisage these causing issues with the viability of existing retailers in the area?"</i></p> <p><i>"Ensuring local existing local retailers aren't run out of business - I.e., bottle shops and independent supermarket operators."</i></p>	<p>A variety of specialty retail tenancies will be considered as part of the future Development Application stage, ensuring a complement to the full-line Woolworths, and the existing speciality retail provided locally.</p>
Green space	Community survey, email, and webinar	<p>Participants noted the following considerations for green space:</p> <ul style="list-style-type: none"> • The importance of retaining existing trees, to enable shade, breeze, and support for local wildlife. <p>Some participants felt the concept designs provided insufficient green space, while others opposed the development entirely, noting that creating a green space on the land would be more beneficial to the community.</p> <p><i>"I like the openness of the public space of [Concept 1]."</i></p> <p><i>"Don't believe a Woolworths/ large retail chain would benefit the area. The space would be better used as an open (sic) park / green space."</i></p>	<p>Our proposed plans include an open public plaza and new pedestrian connections from Bourke Street through to Young Street.</p>

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
Proposed apartments, design	Community survey, phone line, and webinar	<p>Participants raised concerns related to:</p> <ul style="list-style-type: none"> ● Layout of the residential living spaces and whether they would be healthy for the occupants (with enough sunlight, ventilation). ● ● Number of units proposed, and their availability on the market. <p>Participants also questioned the extent of the site that would be private and accessible to residents only.</p> <p><i>"What will be the parking arrangements for the planned residential apartments?"</i></p> <p><i>"It would be good to understand the proposed quantum of affordable housing as part of the residential development - does Woolworths wish to meet more than minimum requirements and if so to what extent?"</i></p> <p><i>"A design that is inviting to the local community but still provides security of the residential and commercial tenants."</i></p>	<p>Our plans propose 100 to 120 apartments, which is likely to include a mix of 1-, 2-, and 3-bedroom apartments. The number of units will be developed in accordance with the Council Development Control Plans (DCP) 2012.</p> <p>Studios: 5-10% 1 bedroom: 10-30% 2 bedroom: 40 - 75% 3+ bedroom: minimum 10%</p> <p>The apartments will also be designed in accordance with the apartment design guidelines (ADG), which will include criteria for 70% minimum apartments to receive direct sunlight and 60% minimum apartments to receive cross ventilation.</p>
Noise	Community survey, and webinar	<p>Some participants expressed concern regarding potential noise created:</p> <ul style="list-style-type: none"> ● During the future construction stage. ● Through increased traffic ● By delivery trucks servicing the loading dock <p>Some participants wanted to see design features that address this issue, such as traffic control and adjusting delivery hours to suit the needs of the community.</p> <p><i>"Consideration has to be given to residents in relation to truck delivery times, rubbish collection noise, general noise from those within and outside the complex. Trading hours and use of community areas after hours and security for local existing residents."</i></p> <p><i>"We have existing traffic noise issues along Bourke St, so anything that will suppress vehicles (sic) from speeding along Bourke St would be welcomed, e.g. speed humps, proper pedestrian crossings with speed cameras etc."</i></p>	<p>A Construction Management Plan will be prepared as part of future planning stages, to ensure construction impacts such as noise, and traffic are effectively mitigated.</p> <p>As part of the future detailed design stage, the design of the loading dock and waste and recycling removal area will include acoustic measures to reduce potential noise impacts on nearby neighbours and businesses.</p>

Theme	Source	Description What we heard	Project response Prepared by Woolworths Group
Sustainability initiatives, trolley management	Community survey, email, and webinar	<p>Participants supported the proposed target of a 5 Star Green Star sustainability rating, including:</p> <ul style="list-style-type: none"> • Seeking specific detail regarding potential sustainability initiatives and their initiative within the future development. • Providing Ideas on how the site can be sustainable, including the use of green energy, water recycling, composting, and community gardens. • Promoting walkability to the supermarket, to reduce emissions associated with car use. <p>Concerns were raised regarding:</p> <ul style="list-style-type: none"> • The details of trolley management plans to ensure trolleys would not be abandoned on surrounding streets. • Potential food waste generated from <p><i>“Show the community how the Woolworths has connected with the community i.e. sustainability measures - partner with OzHarvest located in Green Square with food waste, harvest energy from renewable energy projects, recycle on-site water usage, create, encourage restaurants and cafes in the precinct to compost their green waste. explain to the community what this achieves in measurable ways to reduce its overall carbon footprint. Use recycled content to create Woolworths shelves, trollies, baskets etc.”</i></p>	<p>Woolworths appreciates the positive feedback and support for sustainability. It will be considered throughout future detailed planning.</p> <p>As part of Woolworths sustainability commitments, 100% of Woolworths supermarkets have a food diversion program in place which includes partnerships with organisations such as Foodbank or OzHarvest - if the proposed Woolworths Waterloo is approved, such partnerships will be in place.</p> <p>The proposed step-escalators connecting to ground level will deter trolleys exiting the site.</p>

4. Conclusion

There is local support for a full-line supermarket at this site, in proximity to existing homes and future residential growth, and for a local shopping destination that is innovative in its design. Community support for a project that is community-focussed and provides a range of uses, including dedicated community floorspace for social enterprises or creative or cultural programming was also supported.

For community members who expressed hesitancy regarding the proposed project, they did so due to concerns relating to proposed increased building heights, potential loss of views as a near neighbour, potential traffic impacts, and increased population density from the proposed residential properties. In contrast, other participants perceived the development as a much-needed community asset and much needed convenience.

As the project progresses, it will be important that there is ongoing engagement with the local community, to report back on how community feedback has been considered in future detailed plans, to ensure Woolworths delivers a project that provides long-term community benefit.

4.1 Next steps

The findings in this report detail feedback from initial community consultation and will be used by Woolworths Group to refine the concept designs and finalise the Planning Proposal.

The Planning Proposal will be lodged with the City of Sydney for assessment, and subject to Council's endorsement, there will be a recommendation for the proposal to proceed to Gateway determination by the Department of Planning, Industry and Environment (DPIE), which will be followed by a public exhibition period of 30 days.

A design competition will be conducted to ensure the proposed built form is one that achieves Design Excellence. There will be further opportunities during the authority approval process for community engagement.

The community will have further opportunities to provide feedback on the project throughout this period.

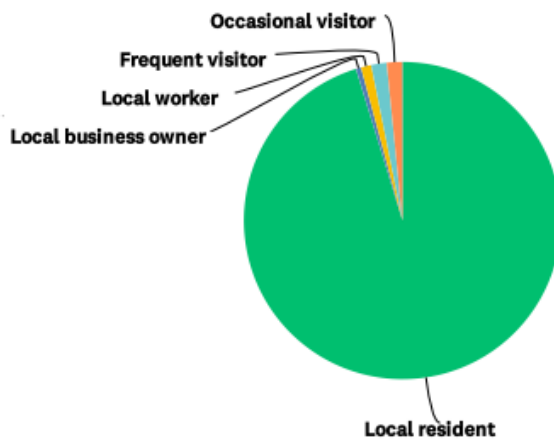
Should the proposal be approved, construction is estimated to begin in late 2024 to early 2025.

"I THANK YOU FOR REALLY TRYING TO INVOLVE THE LOCAL COMMUNITY AND FOR CANVASING OUR THOUGHTS. IT'S MUCH APPRECIATED"

Appendix A – Online Feedback Survey data

Q1 How would you describe yourself?

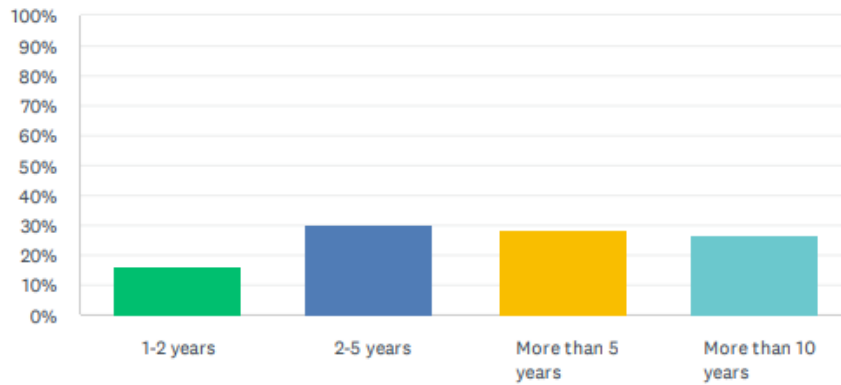
Answered: 190 Skipped: 2



ANSWER CHOICES	RESPONSES	
Local resident	95.26%	181
Local business owner	0.53%	1
Local worker	1.05%	2
Frequent visitor	1.58%	3
Occasional visitor	1.58%	3
Other (please specify)	0.00%	0
TOTAL		190

Q2 If you are a local resident, how long have you lived in the local area?

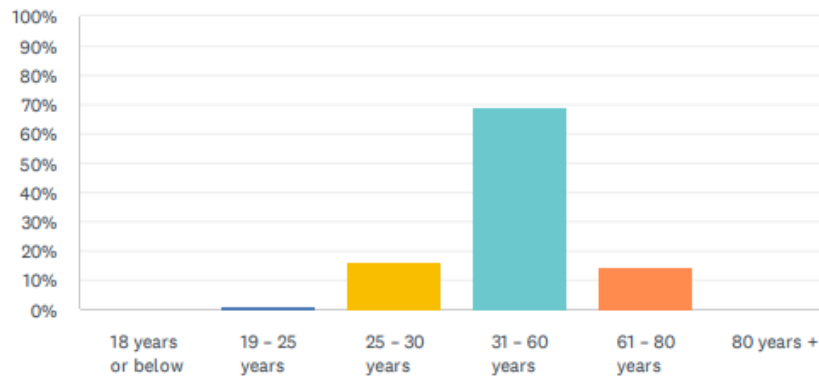
Answered: 183 Skipped: 9



ANSWER CHOICES	RESPONSES	
1-2 years	15.85%	29
2-5 years	30.05%	55
More than 5 years	27.87%	51
More than 10 years	26.23%	48
TOTAL		183

Q3 Which age group do you belong to?

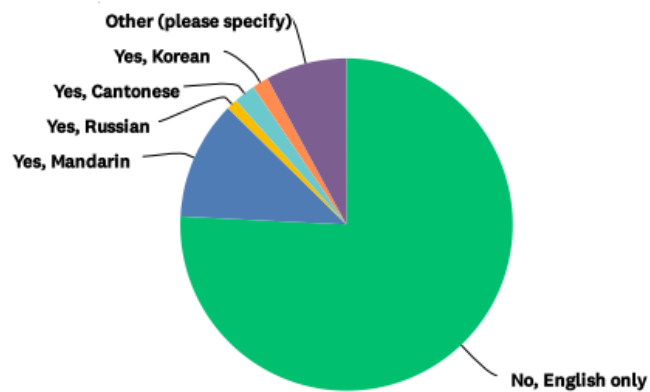
Answered: 190 Skipped: 2



ANSWER CHOICES	RESPONSES	
18 years or below	0.00%	0
19 - 25 years	1.05%	2
25 - 30 years	15.79%	30
31 - 60 years	68.95%	131
61 - 80 years	14.21%	27
80 years +	0.00%	0
TOTAL		190

Q4 Do you speak a language other than English at home?

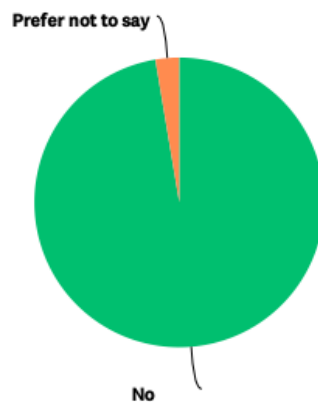
Answered: 190 Skipped: 2



ANSWER CHOICES	RESPONSES	
No, English only	75.79%	144
Yes, Mandarin	11.58%	22
Yes, Russian	1.05%	2
Yes, Cantonese	2.11%	4
Yes, Korean	1.58%	3
Other (please specify)	7.89%	15
TOTAL		190

Q5 Do you identify as Aboriginal and/or Torres Strait Islander?

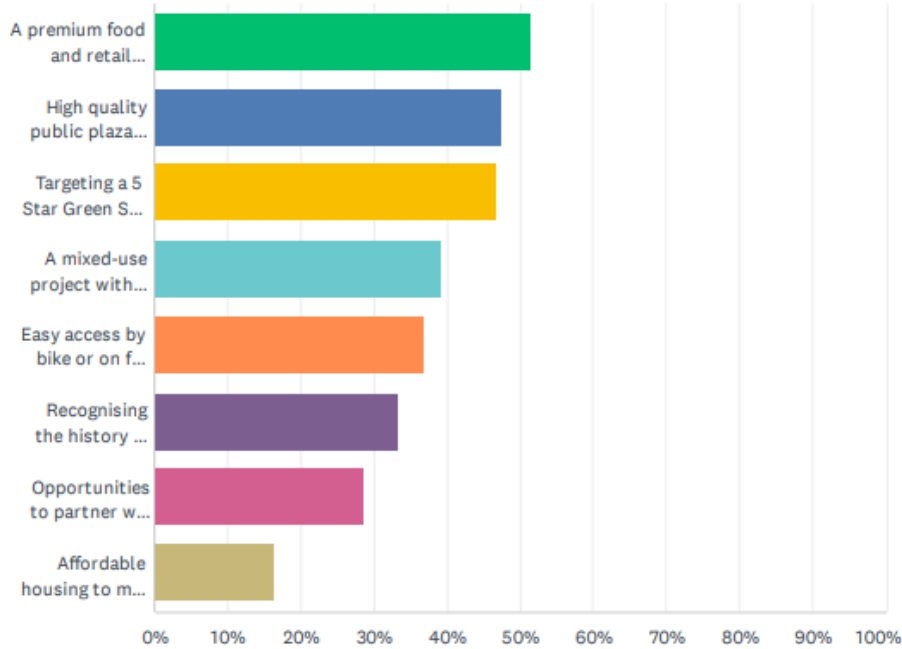
Answered: 190 Skipped: 2



ANSWER CHOICES	RESPONSES	
No	97.37%	185
Aboriginal	0.00%	0
Torres Strait Islander	0.00%	0
Aboriginal and Torres Strait Islander	0.00%	0
Prefer not to say	2.63%	5
TOTAL		190

Q6 Thinking about these key community benefits, which three are the most important to you?

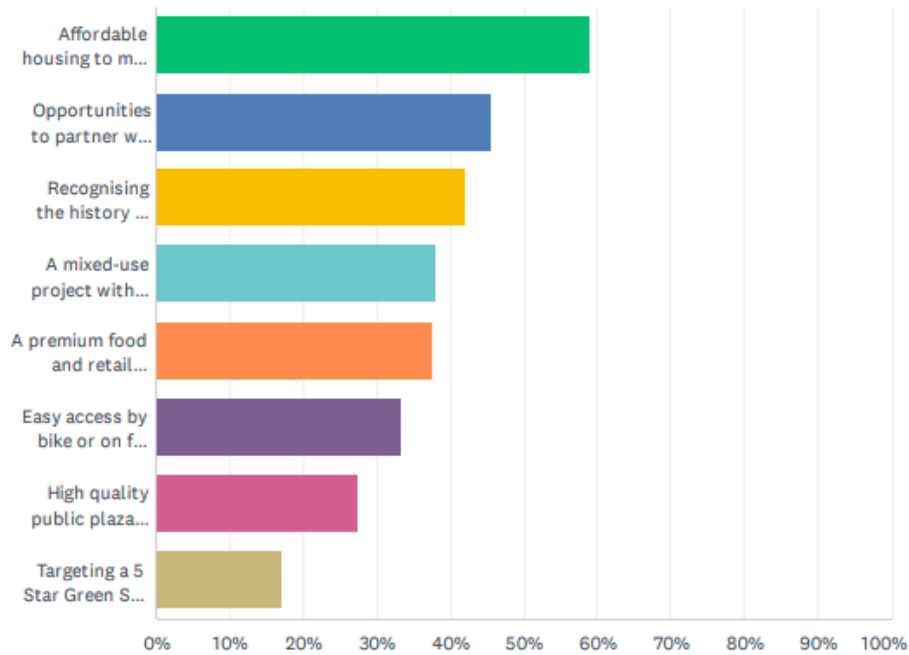
Answered: 171 Skipped: 21



ANSWER CHOICES	RESPONSES
A premium food and retail destination for shopping close to home	51.46% 88
High quality public plaza for community gatherings	47.37% 81
Targeting a 5 Star Green Star sustainability rating, Green Building Council of Australia	46.78% 80
A mixed-use project with space for retail, residential, commercial, and community use	39.18% 67
Easy access by bike or on foot and convenient parking for customers including rideshare parking and EV charging stations	36.84% 63
Recognising the history of the site and bringing the past to the present and celebrated through public art	33.33% 57
Opportunities to partner with local social enterprises to deliver community space that meets current and future needs	28.65% 49
Affordable housing to meet the needs of local key workers	16.37% 28
Total Respondents: 171	

Q7 Which three are less important to you?

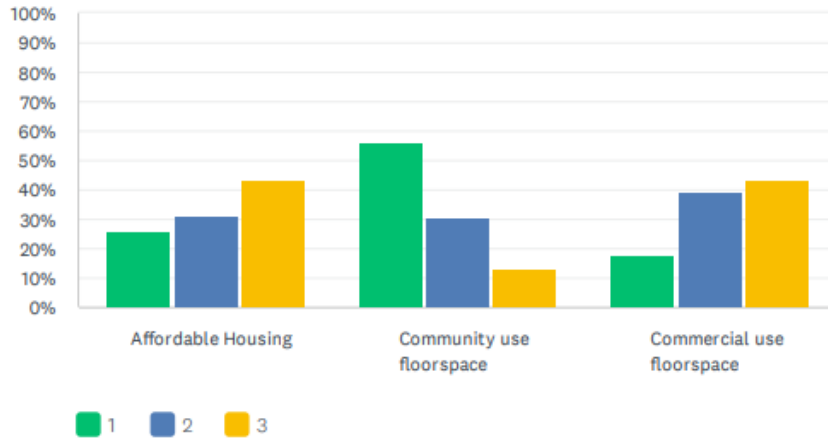
Answered: 171 Skipped: 21



ANSWER CHOICES	RESPONSES
Affordable housing to meet the needs of local key workers	59.06% 101
Opportunities to partner with local social enterprises to deliver community space that meets current and future needs	45.61% 78
Recognising the history of the site and bringing the past to the present and celebrated through public art	42.11% 72
A mixed-use project with space for retail, residential, commercial, and community use	38.01% 65
A premium food and retail destination for shopping close to home	37.43% 64
Easy access by bike or on foot and convenient parking for customers including rideshare parking and EV charging stations	33.33% 57
High quality public plaza for community gathering	27.49% 47
Targeting a 5 Star Green Star sustainability rating, Green Building Council of Australia	16.96% 29
Total Respondents: 171	

**Q8 Thinking about the above options, which benefits are important to you, to contribute to a diverse, innovative and sustainable community?
Please list from 1-3 in order of importance to you.**

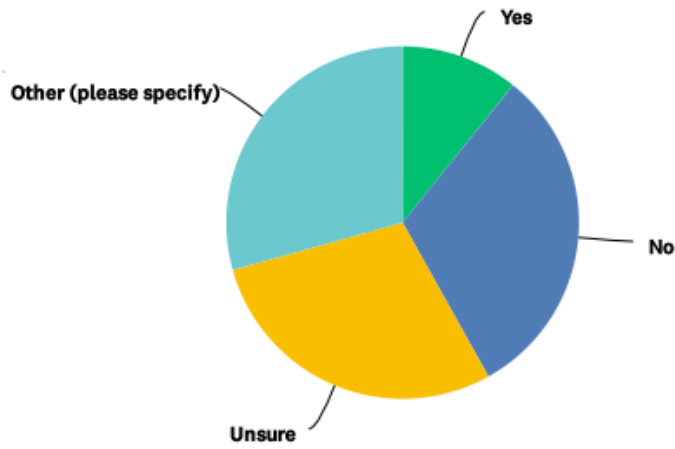
Answered: 164 Skipped: 28



	1	2	3	TOTAL	SCORE
Affordable Housing	25.61% 42	31.10% 51	43.29% 71	164	1.82
Community use floorspace	56.10% 92	30.49% 50	13.41% 22	164	2.43
Commercial use floorspace	17.90% 29	38.89% 63	43.21% 70	162	1.75

Q9 Are there other uses that you think should be considered?

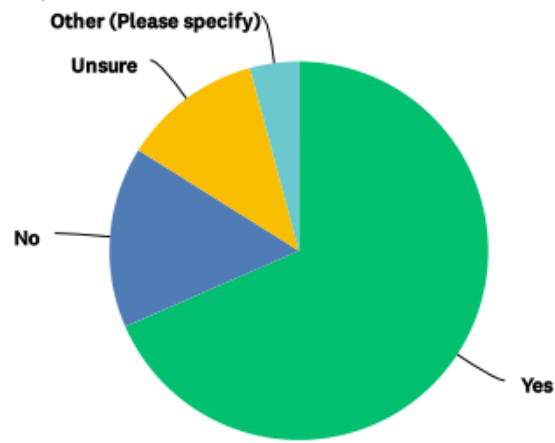
Answered: 167 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	10.78%	18
No	31.14%	52
Unsure	28.74%	48
Other (please specify)	29.34%	49
TOTAL		167

Q10 Do you think this kind of Woolworths would benefit the current and future community?

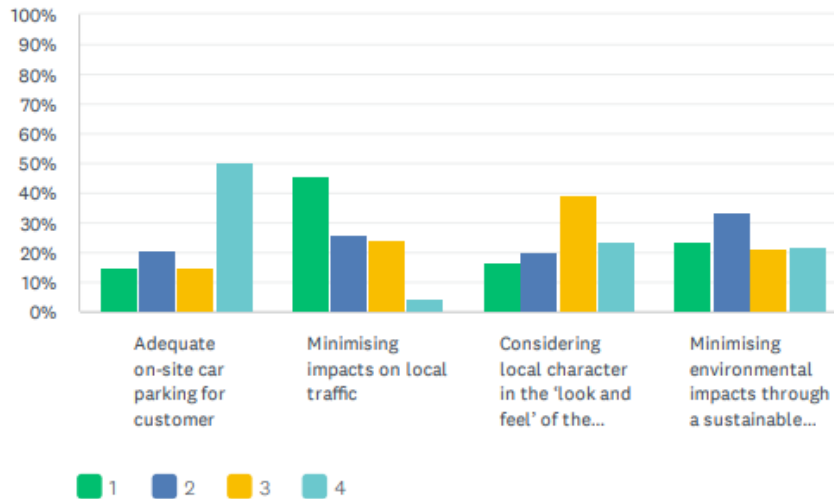
Answered: 168 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	68.45%	115
No	15.48%	26
Unsure	11.90%	20
Other (Please specify)	4.17%	7
TOTAL		168

Q11 What are the most important opportunities we need to consider in planning for a new full-line Woolworths supermarket at this location? [Rank in order of important to you]

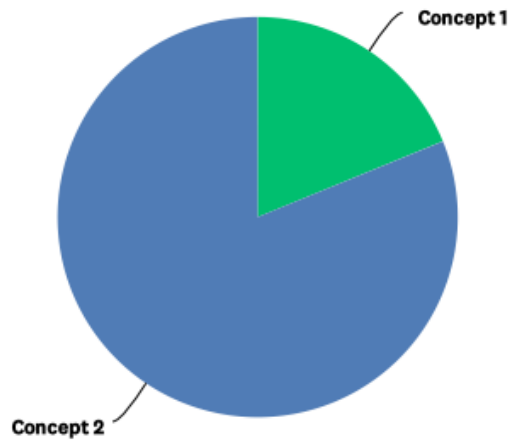
Answered: 165 Skipped: 27



	1	2	3	4	TOTAL	SCORE
Adequate on-site car parking for customer	14.63% 24	20.73% 34	14.63% 24	50.00% 82	164	2.00
Minimising impacts on local traffic	45.73% 75	25.61% 42	24.39% 40	4.27% 7	164	3.13
Considering local character in the 'look and feel' of the supermarket	16.46% 27	20.12% 33	39.63% 65	23.78% 39	164	2.29
Minimising environmental impacts through a sustainable design and through ongoing operations.	23.64% 39	33.33% 55	21.21% 35	21.82% 36	165	2.59

Q13 Looking at the two different design options above, which is your preferred design?

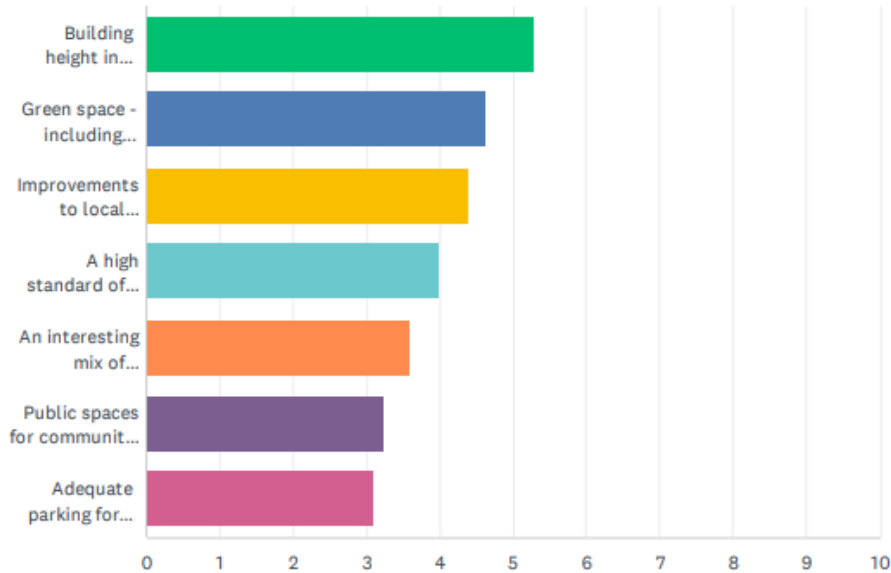
Answered: 154 Skipped: 38



ANSWER CHOICES	RESPONSES	
Concept 1	18.83%	29
Concept 2	81.17%	125
TOTAL		154

Q15 What are the most important opportunities for us to consider as part of future design for Bourke&Young? Please rank in order of importance 1 – 6, with 1 being the most important and 6 being the least important.

Answered: 160 Skipped: 32



	1	2	3	4	5	6	7	TOTAL	SCORE
Building height in relation to surrounding buildings	50.63% 80	10.13% 16	8.86% 14	5.70% 9	8.23% 13	5.70% 9	10.76% 17	158	5.29
Green space - including landscaping and opportunities for shade.	12.66% 20	25.32% 40	20.25% 32	17.09% 27	10.76% 17	6.33% 10	7.59% 12	158	4.63
Improvements to local traffic arrangements	13.38% 21	28.66% 45	7.64% 12	14.65% 23	12.10% 19	17.83% 28	5.73% 9	157	4.40
A high standard of design that responds to local character	10.76% 17	8.86% 14	18.99% 30	19.62% 31	21.52% 34	11.39% 18	8.86% 14	158	3.98
An interesting mix of specialty shops or services, different from other local centres	6.96% 11	8.86% 14	18.35% 29	14.56% 23	17.72% 28	19.62% 31	13.92% 22	158	3.58
Public spaces for community activity	2.53% 4	8.86% 14	14.56% 23	17.09% 27	17.72% 28	20.89% 33	18.35% 29	158	3.25
Adequate parking for customers, residents and businesses	4.49% 7	10.90% 17	12.18% 19	11.54% 18	12.82% 20	18.59% 29	29.49% 46	156	3.09

Appendix C – Flyer, letter and distribution map

Flyer

Bourke&Young



Woolworths is planning for a high quality retail, commercial, and residential development with innovation, sustainability, and community at its heart - Bourke&Young at 923 - 935 Bourke Street, Waterloo.

Have your say

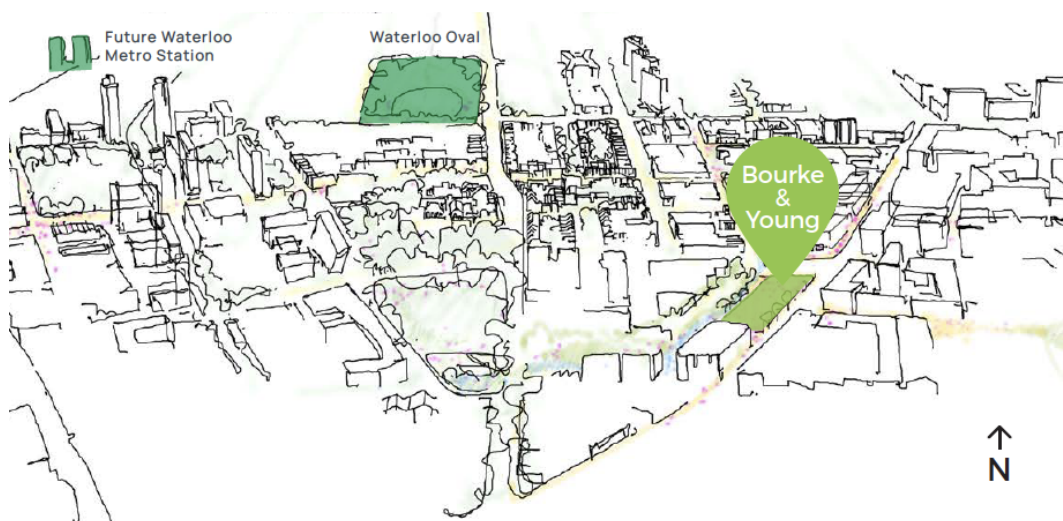
We have partnered with award winning Sydney architects, Bates Smart, to prepare two different concept plans for the proposed Bourke&Young development and we're seeking community feedback on these plans throughout September.

We're proposing a new best in class Woolworths supermarket, supported by a mix of specialty retail shops to provide greater choice, close to home.

Quality open space, enhanced by landscaping, to provide a welcoming local space for residents, workers, and visitors.

A diverse range of housing options, including a mix of 1, 2 and 3 bedroom apartments, to meet the needs of single person households, couples, and young families.

An iconic commercial building including new community space, which could include a dedicated workspace for start-ups or not-for-profit organisations.



Bourke&Young

We welcome your feedback about the concept plans, proposed community benefits, and the local issues and opportunities that are important to you, to help inform future concept plans for Bourke&Young.

Visit www.bourkeandyoung.com.au to view the two concept plans and provide your feedback, or join our online community webinar to find out more about the proposed Bourke&Young.

Join our online community webinar on either:

Wednesday 22 September, 12 midday – 1.00pm

or

Thursday 23 September, 6.00pm – 7.00pm

Register now

<https://bit.ly/3DsoyJQ> or phone 1800 848 868

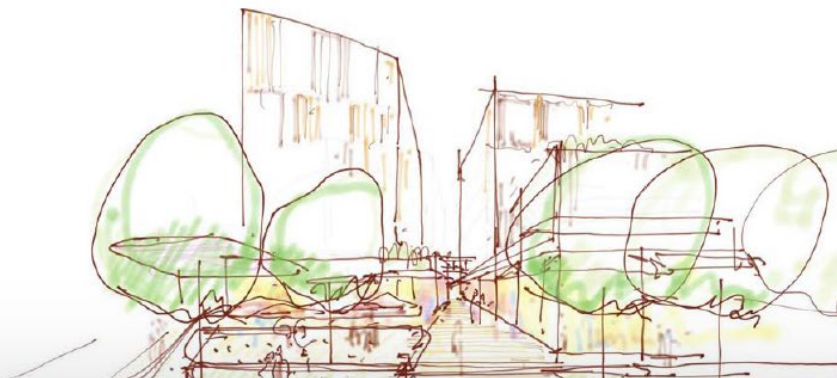
Contact us

We have appointed JOC Consulting to support us as we engage with the community on the proposed Bourke&Young. Contact us to find out more or provide your views.

Phone 1800 848 868

Email community@bourkeandyoung.com.au

Visit www.bourkeandyoung.com.au



Letter

Bourke&Young



13 September 2021

Dear Neighbour,

Proposed plans for a Woolworths supermarket, specialty retail, commercial, and residential at 923 - 935 Bourke Street, Waterloo

Woolworths Property is planning for a high quality retail, commercial, and residential development with innovation, sustainability, and community at its heart, and seeking community feedback on concept plans for the site.

The proposed Bourke&Young development will provide key priorities for the local area including Affordable Housing for key workers, space for community use, and a design that responds to the local character and demonstrates design excellence, in line with City of Sydney Council's priorities.

As Waterloo and the surrounding suburbs include some of the fastest growing neighbourhoods in Australia, we are proposing a best in class Woolworths supermarket supported by convenient basement car parking and Direct to Boot facilities, for shopping closer to home for current and future residents.

Our proposed concept scheme includes a mix of specialty retail shops, commercial and community space and a mix of 1, 2 and 3 bedroom apartments. We are planning for new pedestrian connections from Bourke Street through to Young Street, and an open public plaza enhanced by landscaping.

We have partnered with award winning Sydney architects, Bates Smart, to prepare two different concept plans for the proposed Bourke&Young development, for consultation with the community. As a near neighbour, we would like to meet with you to discuss the proposed concept schemes, and to understand your views. We have included the two concept plans on the following page and on our project website at www.bourkeandyoung.com.au where you can find out more about the proposed scheme.

Following engagement with the community on the two proposed plans, we will lodge a Planning Proposal with Sydney City Council in late 2021, seeking approval for a site masterplan to guide our future design.

In light of the current Covid-19 restrictions, we are happy to coordinate an online meeting or phone call at a time of your convenience.

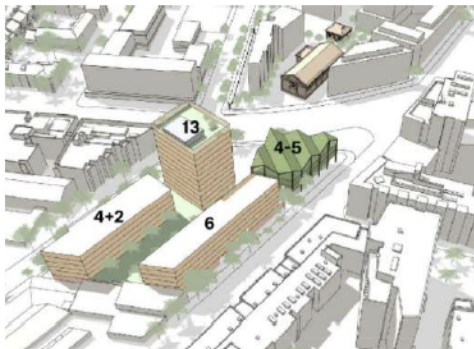
You can contact me by email: jcheung5@woolworths.com.au, or by phone: 0403 578 344, and I look forward to hearing from you.

Proposed concept schemes for Bourke&Young

Concept 1 below includes a total of four buildings, comprising one landmark, taller tower at thirteen storeys with a smaller ground floor footprint, allowing for a public plaza north of the site, towards McEvoy Street.

It also includes a four storey commercial building with specialty retail at the ground floor, and space for community use.

A further two residential buildings of six storeys are proposed, in keeping with nearby building heights and form.



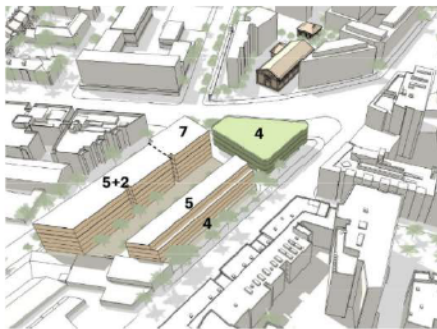
Aerial view of Concept 1



View from the intersection of Young and McEvoy Streets

Concept 2 below includes three rather than four buildings, comprising a lower, more slender built form overall, two residential buildings of five and seven storeys, an open plaza, specialty retail and cafes.

A third commercial building of four storeys includes specialty retail at the ground floor and space for community use.



Aerial view of Concept 2



View from the intersection of Bourke and McEvoy Streets

Distribution map

Adjoining residents received both the flyer and letter. Residents within an 800m catchment received the flyer only.



Adjoining properties to 923-935 Bourke Street Waterloo

Inline with the City of Sydney's Community Participation Plan, neighbouring properties with 28 days notice 75 metre buffer.



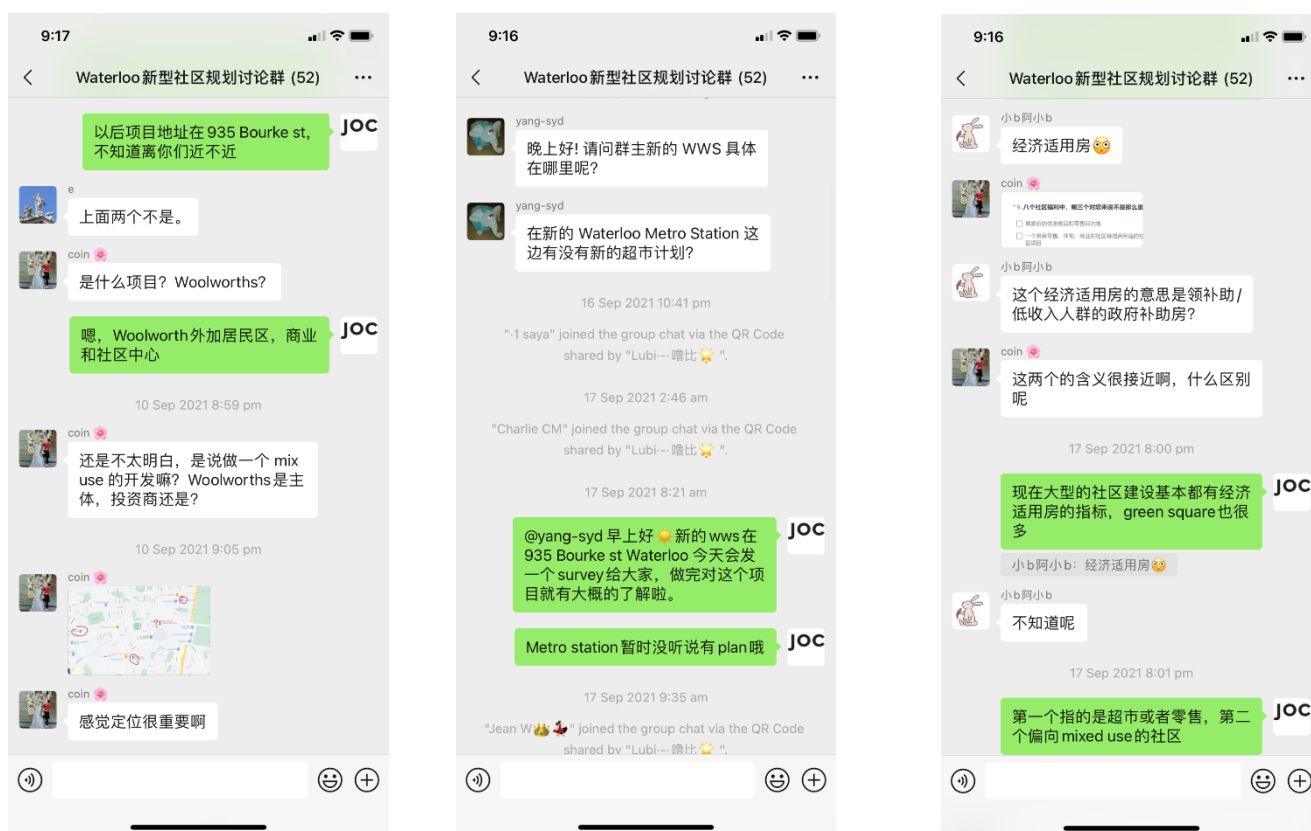
Appendix D – WeChat

WeChat Group

WeChat is popular social media platform especially within the Chinese community. A WeChat Group was created for the Bourke&Young project to keep people updated on the project, and to provide a channel for the Chinese community within Waterloo to provide feedback and discuss the project.

- 51 users joined the group as a member

Screenshots



The following are some questions and comments discussed in the group chat.

- There are a Coles Waterloo and a Green Square Woolworth on Bourke St already. Not sure if the location of the new Woolworth would work.
- Any plans for a new Woolworth close to the new Waterloo Metro Station?
- Is the affordable housing for low-income groups? (unhappy face emoji)

Appendix E – Website key pages

Extracts from the project website that was live during consultation <https://bourkeandyoung.com.au>

Community benefits

As part of the early planning stage for the project, we have identified key community benefits we believe Bourke&Young can deliver to meet the long-term needs of current and future residents, businesses and visitors. We are consulting with the community to understand their priorities and preferences.



A premium food and retail destination for shopping close to home



A mixed-use project with space for retail, residential, commercial and community use

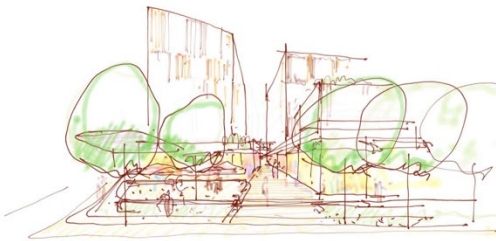


High quality public plaza for community gatherings



Opportunities to partner with local social enterprises to deliver community space that meets current and future needs

Concept plans



We have partnered with award winning Sydney architects, Bates Smart, to prepare two different concept plans for the proposed Bourke&Young development for consultation with the community.

The concepts include mixed use buildings for retail, residential and commercial use, featuring quality landscaping that maximises available natural light and are separated to maintain privacy for residents and neighbours and to maximise solar access.

About new retail



How will the proposed Woolworths supermarket be different from other Woolworths?

Bourke&Young provides a unique opportunity to create a new best in class Woolworths supermarket, with a focus on *sustainability, customer convenience, and innovation*. This will include opportunities to test and trial innovative new concepts that could be rolled-out across other new Woolworths supermarkets – which could include local food production or sustainability programs.

The proposed supermarket would be a best in class supermarket, with a significant focus on sustainability, customer convenience, and innovation. Our most sustainable Woolworths supermarket in [Burwood Brickworks](#), opened in 2019, and we'll look to implement a number of these sustainability initiatives for Woolworths at Bourke&Young Waterloo.

Is there a need for a full-line supermarket in the area?

Waterloo and Green Square include some of the fastest growing neighbourhoods in Australia, and although there has been significant population growth in recent years, yet there is only one full-line supermarket within these neighbourhoods.