



BAY CENTRAL  
*Your place on the Bay.*

**YOUR  
EXCLUSIVE  
RETAIL LEASING  
OPPORTUNITY.**







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*Welcome to Bay Central.  
A thriving new retail and  
dining precinct on the shores  
of Woollooware Bay.*



# 1. Woollooware Bay

Woollooware Bay, a visionary new waterfront community is the Sutherland Shire's new home of premium convenience.

Adjoining a sweeping, idyllic foreshore of parklands offering cycle paths along Botany Bay, encompasses Bay Central, a destination retail centre integrating both a large format supermarket, convenience supermarket, a fresh food emporium, dedicated dining and wellness precincts and first-class lifestyle retailers.

The golden arc of Cronulla Beach and the unspoiled national park that hugs the peninsula headland are just five minutes away, offering a lifestyle that marries laid-back coastal sophistication with urban vibrancy. A 40-minute drive from the CBD, Woollooware Bay offers both a sense of connection and escape.

*A new destination  
town centre.*



*A new destination  
town centre.*

Home to  
**OVER 2,000**  
on-site residents at completion

Main trade area  
catchment of  
**110,000**

Home to the Cronulla-Sutherland  
**SHARKS**  
Rugby League team

**5 MINUTES**  
to Cronulla's  
iconic beaches

Access to both  
bus and rail public  
**TRANSPORT**

**25KM**  
from the Sydney CBD

**DIRECT LINK**  
to walking and bike paths  
and the foreshore parklands

**EXPLORE**  
the nearby Royal National Park, with boutique  
bays, bushwalking tracks and rockpools





*The Sutherland Shire's  
thriving community on the  
shores of Woolooware Bay.*



## 2. Welcome To Bay Central



Designed by internationally renowned architects, Bay Central is Woollooware Bay's hub of life and activity – a vibrant 18,000sqm centre integrating supermarkets, a fresh food marketplace, over 50 speciality stores, and dedicated dining and wellness precincts.

The interconnected community of Woollooware Bay will be the new destination town centre for the Sutherland Shire. The adjoining Cronulla-Sutherland Sharks Leagues Club and Ground, together with the new retail precinct, make Bay Central the new home of retail and lifestyle convenience.

**50**  
specialty  
stores

**TWO**  
waterfront  
dining precincts

**TWO**  
full line  
supermarkets

**NEW**  
medical &  
wellness centre

**770+**  
parking  
spaces

Cronulla-Sutherland Sharks  
are proud custodians of  
community engagement with  
their philanthropic ventures.



**182,793**  
club visits

**152,397**  
home game  
crowd in 2018



*Bay Central is a 18,000sqm convenience centre that includes a full line Woolworths supermarket, Aldi, Dan Murphy's and up to 50 speciality stores.*



## TENANCIES

Flexibility in tenancies ranging from 70sqm to 1,000sqm

## BAYSIDE DINING

A north facing deck that allows for indoor and outdoor seating, allowing diners to take advantage of spectacular bay views

## DINING OPTIONS

A combination of casual and licensed dining, open seven days a week and serving breakfast, lunch and dinner

## FRESH FOOD

A dedicated fresh food emporium, with green grocer, butcher and additional artisan food providores

## PARKING

Secure and fully covered parking for 770 spaces, with travelator access into the centre from all parking areas

## EAT STREET

A variety of cafés and dining options, along with a casual 'Eat Street' dining concept

## LIFESTYLE

Flagship lifestyle and retail stores

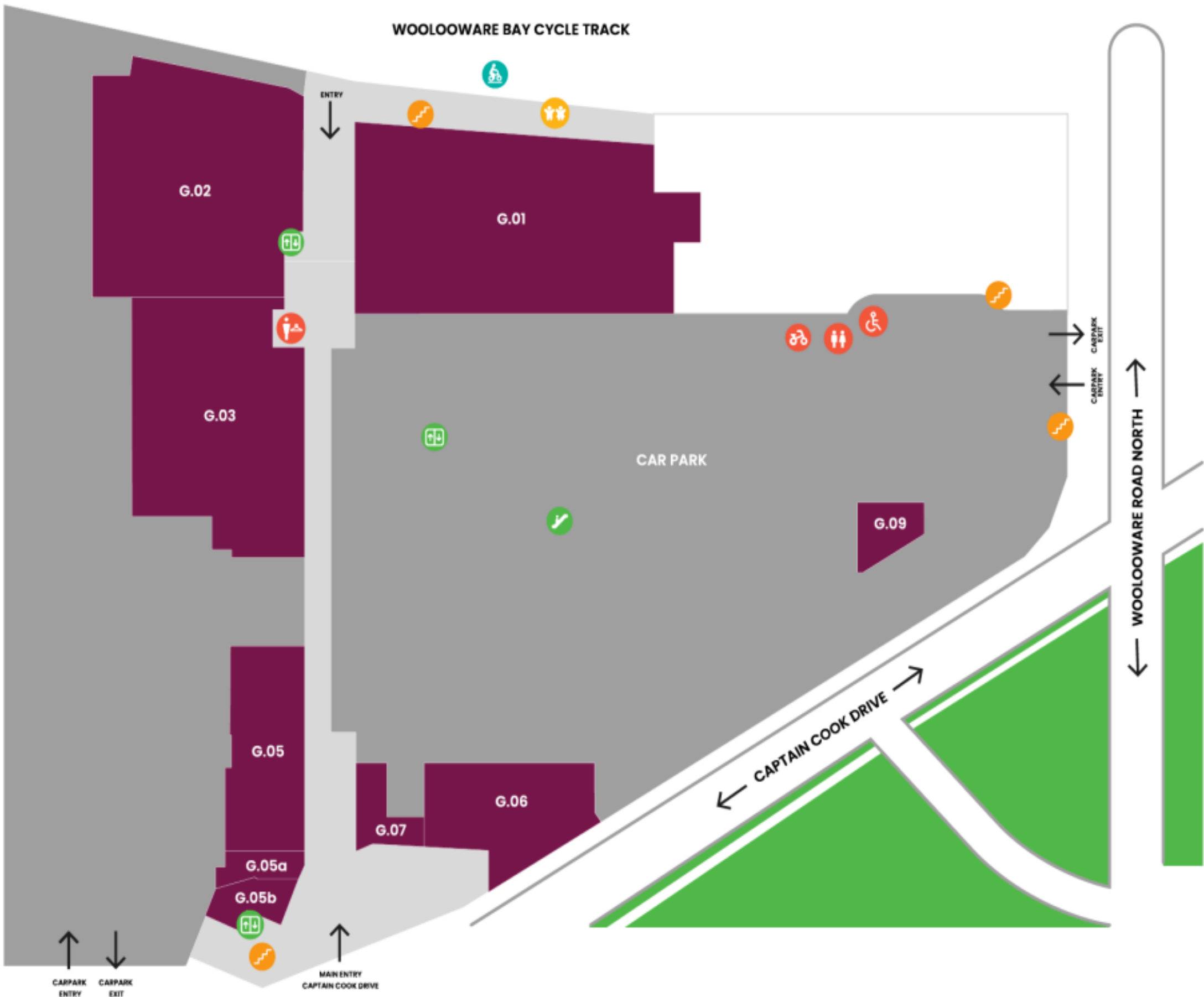
## SUPERMARKETS

Two major supermarket retailers, Woolworths and Aldi anchor the centre



# 3. Floor Plans

GROUND LEVEL



LEVEL 1





# 4. Retail Mix

Bay Central comprises more than 50 retail shops, including supermarkets, fresh food precinct, dining precinct and health and wellness providers as well as lifestyle and health facilities.

The retail area links to indoor and outdoor spaces for visitors to relax and enjoy, inviting customers to spend time in this new Sutherland Shire community.



*Where premium retail  
and dining convenience  
meet beside the bay.*





# 5. Dining Precincts

Woollooware Bay will create the ultimate waterfront dining precinct in the Sutherland Shire, a destination that has something for everyone to enjoy.

Bustling restaurants and cafés with al fresco seating take advantage of the bayside setting and northerly aspect. Opening to relaxed landscaping connecting to the Foreshore Park and majestic views from the north facing deck, this bustling dining precinct is the perfect place to enjoy a long lunch, a leisurely dinner with the family or an after-work drink with friends. Woollooware Bay is a convenient place to drop by and pick up all of your weekly groceries, have a morning coffee, grab a tasty takeaway and discover all of the organic goodness a customer could want.

Beautiful family breakfasts can be enjoyed in the sun after a jog or bike-ride through the surrounding parklands. Long lunches with friends will be enjoyed gazing over a glass of wine and the waters of Botany Bay. Evenings will hum as residents enjoy the best food in Sydney right on their doorsteps. Here you will find buzzy new format dining alongside casual, vibrant but affordable eating options all of which spill out onto a huge outdoor north facing waterfront deck.







**Casual Dining**

Relaxed eating options abound, offering a variety of cafés, 'grab and go' food, as well as flavours from around the world in a modern 'Eat Street' dining concept. The perfect space for informal family breakfasts, quick dining options for passing customers, or a place to stay longer and enjoy the surrounds.



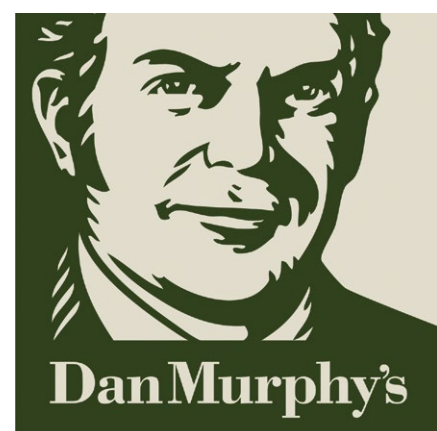


## Waterfront Dining

The waterfront restaurant precinct will burst with food options – including new to market brands and formats. The combination of waterfront location, variety on offer, north facing aspect and incredible views will make the destination one of the most popular in the area.



## 6. Major Retailers





# 7. Your Customers

The Sutherland Shire is home to an affluent population base, who spend 10% more than the Sydney benchmark on retail goods and services per year.

The Sutherland Shire is a major residential area in Sydney, boasting a population of 220,000 which is projected to grow to 250,000 by 2031. Bay Central will provide a strong community focal point for the residents of the Sutherland Shire.

The independent research consultancy firm Location IQ has estimated the Town Centre will trade strongly due to the critical undersupply of supermarket and convenient retail in the Centre's trade area. Bay Central will offer visitors a well-designed centre with high-quality fit out, along with major supermarket options, flagship retail and lifestyle tenants and a range of speciality retail stores. The Sutherland Shire, and Woolooware Bay, offers an unmatched investment opportunity for retail and dining operators.

The trade area comprises a population of people who have traditionally been motivated, proud and dedicated to an active, healthy lifestyle and participating in sport. Woolooware Bay offers ultimate convenience for residents, and the abundance of schools, sporting groups, churches and families who call the Sutherland Shire home will all take advantage of this convenient new community.

*The Sutherland Shire is one of Sydney's most popular and fastest growing communities.*



## Key demographic facts:

An exceptional  
**HIGH EXPOSURE**  
location, close to main roads  
and Cronulla attractions

Located within one of the  
**HIGHEST INCOME**  
areas in Australia

Average per capita income (money earned) is  
**10.1% HIGHER**  
than the Sydney average

Cronulla Sutherland's  
**PREMIUM**  
integrated mixed-use development

Total trade area population  
of approximately 110,000 as at 16/17,  
projected to increase to  
**250,000 IN 2031**

Total trade area  
2016/17 spending  
**\$1.63 BILLION**  
growing at +3.3% p.a.

Average household income  
**6.2% ABOVE**  
the Sydney average

**HIGH VISIBILITY**  
to over 225,000 vehicles.  
675,000 people passing the centre weekly

Retail spend by the population  
**10% MORE**  
per capita compared to the Sydney average



# 8. Connectivity

Bay Central offers true connectivity within the Sutherland Shire.

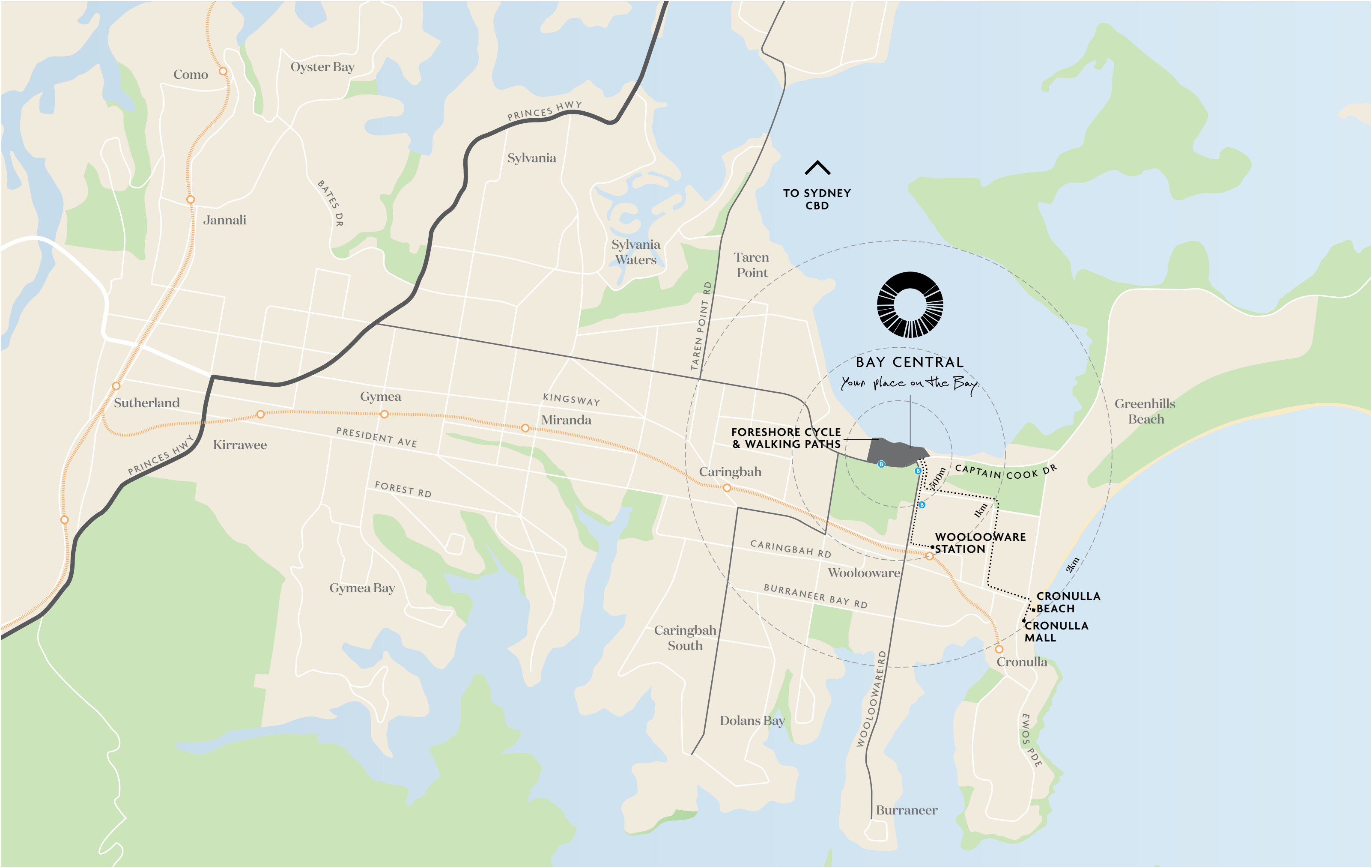
Its high-profile location allows for awareness via passing traffic, and the easy linking to major arterial roads South, North and West allow for convenient travel paths. Public transport links are easily available, and the precinct is linked to adjacent parklands and foreshore walking and bike paths that border the Woollooware Bay community.

770+  
Parking  
Spaces

2KM  
From  
Cronulla Mall

1KM  
From  
Woollooware  
Station

5MIN  
To Cronulla's  
beaches



## TRAFFIC

Over 225,000 vehicles - 675,000 people passing the centre weekly

## ACCESS

Easy access to major arterial roads to the South, North and West

## CYCLE PATHS

Linked cycle pathways and cycle parking will be available

## GAME DAY

Game days at Sharks Stadium, home of Cronulla-Sutherland Sharks Rugby League team, brings up to 15,000 visitors to the precinct

## LOCATION

High profile location at the intersection of Woollooware Road and Captain Cook Drive

## PUBLIC TRANSPORT

Public transport access from Woollooware Bay via a number of bus routes

## SHUTTLE BUS

Shuttle bus connecting Bay Central with both Woollooware and Cronulla stations, running regularly from the date of opening of Bay Central



# 9. The Team

*Sutherland Shire's most trusted  
developer meets national  
award-winning architects.*

## NOVM



### Novm - Developer

Novm is an established Australian property group building on years of experience, industry-leading insights and a reputation for integrity to deliver a new vision for people and communities.

At Novm, we aim to deliver an extensive range of diversified property projects. We're inspired by the opportunity to create places that can make a positive difference. Places where tomorrow's communities can live, work and play. We also take pride in meeting the highest standards we set for ourselves: on time, with superior workmanship, and always creating value for our stakeholders. We collaborate with industry-leading partners who share our attention to detail, and our commitment to always delivering on our promises.

## TURNER



### Turner Architects

Turner sees design as a collaborative process, generating environments that both serve their purpose well and bring delight to their occupants. The award-winning firm believes it is important that the buildings they create have lasting qualities that will remain relevant over time.

Turner designs holistic environments, from the urban scale to the tactility and immediacy of their interior architecture. They uncover and develop the design story specific to each project, integrating this from the large-scale down to the smallest interior detail. They always remain aware that a project's context includes the social, cultural, economic and environmental as well as the physical.







# YOUR PLACE ON THE BAY.



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