

Woolies focuses on West End

ONCE starved for major supermarket choices, by the end of 2020 West End residents will have an abundance of options to do their weekly shopping.

ASX-listed Woolworths has announced it will be the anchor tenant in a 3400sq m space at Pradella Group's \$175 million Montague Markets and Residences project.

It is less than 2km from Woolworths other scheduled full-line supermarket at Sekisui House \$1 billion West Village development in the former Peters Ice Cream factory site on Boundary Rd.

Woolworths' regional property manager Phillip Peel said the company was delighted to secure a key retail tenancy in the Montague Markets development as West End's growing population indicated a clear demand for a full-line supermarket.

According to the ABS, between 2001 and 2016 the population of West End has increased by 170 per cent, while those living there are 25 per cent younger and income is 130 per cent higher.

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Woolworths anchors new West End foodies' haven

CHRIS HERDE

WORK is expected to start late this year on a development that promises to bring West End's foodie culture closer to the river.

Pradella Group's \$175 million Montague Markets and Residences shopping, dining, office and residential precinct will feature a full-line Woolworths, as well as 15 specialty retail tenancies.

Director Kim Pradella said the project was an integral piece of the family company's vision for its \$1 billion Riverside West End community.

"Montague Markets will be an excellent fit for West End with a market-style ambience that extends the suburb's thriving foodie culture closer to the river," he said.

The development's Woolworths supermarket will occupy 3400sq m, while there will be 1590sq m of specialty retail. They will be alongside a 1200sq m landscaped public plaza, central arcade and alfresco dining zone.

The development will have 292 underground carpark bays, pedestrian and cycling paths, and bike-storage facilities.

A commercial hub will offer 1311sq m of office space, with a 75sq m community space included for flexible work arrangements and study.

The residential component of the development consists of two residential towers of 181 apartments with 1300sq m of resort-style amenities.

Mr Pradella said the development would introduce the region's laneway culture to the precinct by extending Tondara Lane for community pop-up spaces and a 200sq m public art piece that would showcase the personality of West End.

The Markets' retail and dining component is anticipated to open in mid to late 2020.

Woolworths' regional property manager Phillip Peel said West End's growing population indicated a clear demand for a full-line supermarket.

"At Woolworths, we pride ourselves on delivering high-quality produce at great value for local residents," he said.

"We are delighted to be part of the Montague Markets development and are excited that local residents will soon have access to one of Australia's most modern supermarkets."



EXCELLENT FIT: An artist's impression of Pradella's \$175 million mixed use West End precinct, Montague Markets and Residences.