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Dominic Perrottet MP

Minister for Finance, Services and Property

Pancakes on the Move in Rocks Retail Refresh

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More than 40 years after first opening its doors, Pancakes on The Rocks will move to a new and improved home at the top of The Rocks Centre on Argyle Street later this year.

The move is part of a \$15 million NSW Government initiative to renew and revitalise heritage retail tenancies in The Rocks, inspired by successful strategies in heritage retail precincts around the world, including SoHo in New York City and Le Marais in Paris

Minister for Finance, Services and Property, Dominic Perrottet said the Government's focus is on preserving and highlighting the heritage values of the precinct, while also making sure the retail mix offers the kind of memorable experience locals and visitors expect.

"We want The Rocks to be on that world-class level – a heritage precinct with great food experiences, contemporary shopping, and an atmosphere that keeps you coming back, whether you live around the corner, or on the other side of the globe," Mr Perrottet said.

"Looking around the world, there are some fantastic, creative ways that heritage buildings are used as contemporary retail spaces, and this refurbishment program will help our retailers take The Rocks to that world-class level."

Following completion of refurbishment works on flooring, ceilings, lighting and shop fronts at The Rocks Centre, the upper level will become the new home for Pancakes on The Rocks, bringing the iconic restaurant into the heart of The Rocks.

A number of stand-alone shop fronts throughout the precinct will also be refurbished, including George Street retail spaces, as well as the Metcalfe Bond Stores. All work will be required to comply with Conservation Management Plans and strict planning and heritage guidelines, ensuring the heritage fabric of the buildings is protected.

The retail refurbishment program will coincide with a rolling influx of exciting new tenants over the next 18 months, with Deciem, 7 Rocks Deli, Cosmopolitan

Jewelers, ATTY Design and Endeavour Beer all set to move in, adding to a slew of recent arrivals over the last year, including Aesop, Uashmama, Ribs and Burgers, El Camino, Cosette and Gelatissimo.

“There is a real buzz around some of the tenants moving into The Rocks, so if you haven’t been down in a while, the next six months is going to be an exciting time to visit,” Mr Perrottet said.

The refurbishment program will commence in the coming weeks, the latest in a string of initiatives to breathe new life into The Rocks, with more greenery, new wayfinding signs, pop-up seating, and extended hours for the Friday Foodies and weekend markets.

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