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Once-In-A-Lifetime DA-Approved Dream Beachfront Property In Elite North Bondi Beach Location

252 Campbell Parade, Bondi Beach

Auction Guide $17,500,000

The coming-to-market of 252 Campbell Parade marks a truly rare and significant occasion, a once-in-a-generation opportunity to secure one of Bondi Beach's most iconic beachfront properties. Positioned directly opposite the sand and surf, this landmark holding sits in a dress-circle location with never-to-be-built-out views and DA approval to transform into something truly extraordinary.

Currently configured as a beachfront guesthouse with ground-floor commercial space, this offering comes with two separate Development Approvals (DAs) unlocking flexible and remarkable potential:

DA Approval 1 – For two luxurious residences + street-level commercial space. This scheme features a two-storey penthouse and a two-storey apartment, both designed to capture the essence of Bondi living, offering expansive interiors and private outdoor spaces.

DA Approval 2 – For a world-class, single residence dream home spanning 6 exquisite levels. With 4 expansive bedrooms, stunning living zones, and panoramic rooftop entertaining terraces, this vision is for the creation of one of Bondi's most prestigious beachfront homes. Complete with a sun-drenched rooftop, basement parking, lift access, and sweeping ocean views from every level, this option sets a new benchmark in coastal luxury.

Property ID:	L16428859
Property Type:	House
Garages:	2

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With 586sqm of internal space, 147sqm of outdoor terraces, and 94sqm of retail, the scale and flexibility here are simply unparalleled. The heritage building on one side and an approved luxury development on the other mean your views and position are forever protected.

This is a site rich in history, now reimagined for the future – a dream opportunity for developers, prestige homeowners, or long-term investors. Just moments from celebrated local favourites such as Porch and Parlour, Bru, and North Bondi RSL, this is Bondi Beach at its absolute best.

NOTE: All images are artist impressions (CGIs).

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