34 Queen Street, Campbelltown

Assessment of retail floorspace demand

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GapAdvisory

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Executive summary

The site at 34 Queen Street, Campbelltown is 1.26 hectares in size and is located at the northern entry point to the Campbelltown City Centre, within 800 metres of Campbelltown train station. The site is zoned B4 Mixed.

A redevelopment of the site is currently under consideration having regard to the site's strategic location at the northern end of Queen Street and the potential for any development on the site to become a catalyst for a vibrant northern High Street. The mixed-use development being considered for the subject site comprises five residential buildings ranging in scale from 4 storeys to 15 storeys together with retail or other shopfront floorspace at ground level on the northern part of the site.

Retail/shopfront floorspace at ground level is proposed to total in the order of 2,000 square metres and to be limited to approximately the northern half of the site. Any retail or commercial uses provided on the southern half of the site at ground level would be situated more than 75 metres from Queen Street and likewise would not have any direct exposure to or visibility from Queen Street. Thus, were retail floorspace to be provided on that part of the site, such floorspace would have no presence to Queen Street and would also have no carparking available to directly support it, other than potentially in a basement level.

The subject site is ringed by substantial retail centres/precincts, including Campbelltown Mall and the adjoining strip shopping on Queen Street in the Campbelltown Town Centre, only some 800 metres to the south-west as well as Marketfair Shopping Centre and the large Macarthur Square regional shopping centre, about 1.5 km south-west. To the north-east is the Minto Marketplace sub-regional centre while Eagle Vale Marketplace is located to the north-west.

In addition, the former and currently unoccupied Brands on Sale outlet centre building, situated at 22-32 Queen Street, adjoins the site on its northern boundary. This site is now proposed to be redeveloped into a mixed-use facility focused on high density residential but with a significant component of retail/commercial floorspace, totalling in the order of 9,000 sq.m. GLA.

Taking all the above into account, the assessment shows that a convenience related retail offer at the subject site would realistically be able to support only in the order of 1,000 sq.m of retail floorspace at 2022. The estimated supportable floorspace should increase to 2,000 sq.m at 2031 as the population of the walkable catchment, which at present is a modest 2,995, increases in line with the anticipated higher density residential developments that will occur in the area.

The key uses which would occupy this retail/shopfront floorspace could include the following:

- A small convenience foodstore/mini supermarket with associated packaged liquor, totalling in the order of 600 – 700 sq.m.
- A few food catering outlets (café/take-away food) totalling in the order of 200 sq.m.
- General retail facilities, such as a pharmacy, totalling around 120 sq.m.
- Retail services, e.g. a hairdresser/nail & beauty salon.

Introduction

The site at 34 Queen Street, Campbelltown is 1.26 hectares in size and is located at the northern entry point to the Campbelltown City Centre, within 800 metres of Campbelltown train station. The site is zoned B4 Mixed Use and Clause 7.9 of the Campbelltown LEP states that mixed use development in B3 and B4 Zones must have an active street frontage and non-residential uses accommodated on the ground floor.

The site is located within the Campbelltown precinct of the Glenfield to Macarthur Urban Renewal Corridor. The Glenfield to Macarthur Urban Renewal Corridor Strategy (the Corridor Strategy) establishes a framework for the renewal of seven station precincts along the rail line and identifies potential for high density residential development on the subject site. The Corridor Strategy does not set a maximum height for future proposals but identifies a need for detailed planning investigations to identify appropriate height and built form outcomes.

A redevelopment of the site is currently under consideration having regard to the site's strategic location at the northern end of Queen Street, and the ability for any development on the site to become a catalyst for a vibrant northern High Street.

This report focuses on the ground floor non-residential uses for the subject site, in particular addressing the question of demand, and hence support for, retail and related uses which can both activate the street frontage and provide non-residential uses for the ground floor.

The report is set out in four sections as follows:

- **Section 1** reviews the locational context of the site as well as the proposed development.
- **Section 2** assesses the potential trade areas or catchments which retail/commercial or other appropriate uses at ground level of the subject site would be able to service.
- **Section 3** examines the existing and proposed commercial facilities within the areas surrounding the site, including Campbelltown City Centre, as background to the further assessment of supportable demand for non-residential uses at ground level on the site.
- Having regard to all the above, **Section 4** then provides an assessment of the supportable need and demand for retail and related commercial/services uses at ground level of the subject site.

Section 1: Site location and proposed development

1.1 Site location and context

Map 1.1 shows the location of the subject site and the surrounding context. Highlighted on the map are the locations of the following:

- Campbelltown City Centre is situated approximately 100 metres to the south-west of the site.
- Campbelltown train station is similarly situated approximately 800 metres to the south-west of the site.
- Campbelltown Performing Arts School adjoins the site to its rear (south-eastern frontage).
- The former Brands on Sale outlet centre, situated at 22-32 Queen Street, adjoins the site on its northern boundary. This site is now proposed to be redeveloped into a mixed-use facility focused on high density residential but with a significant component of retail/commercial floorspace at ground and first levels. Details of the proposed development of this site are discussed later in this report.
- The Campbelltown railway line runs virtually along the western side of Queen Street and is an effective barrier to east-west pedestrian movement in the vicinity of the site.
- On the western side of the railway line is the extensive Campbelltown large format retail/industrial precinct.

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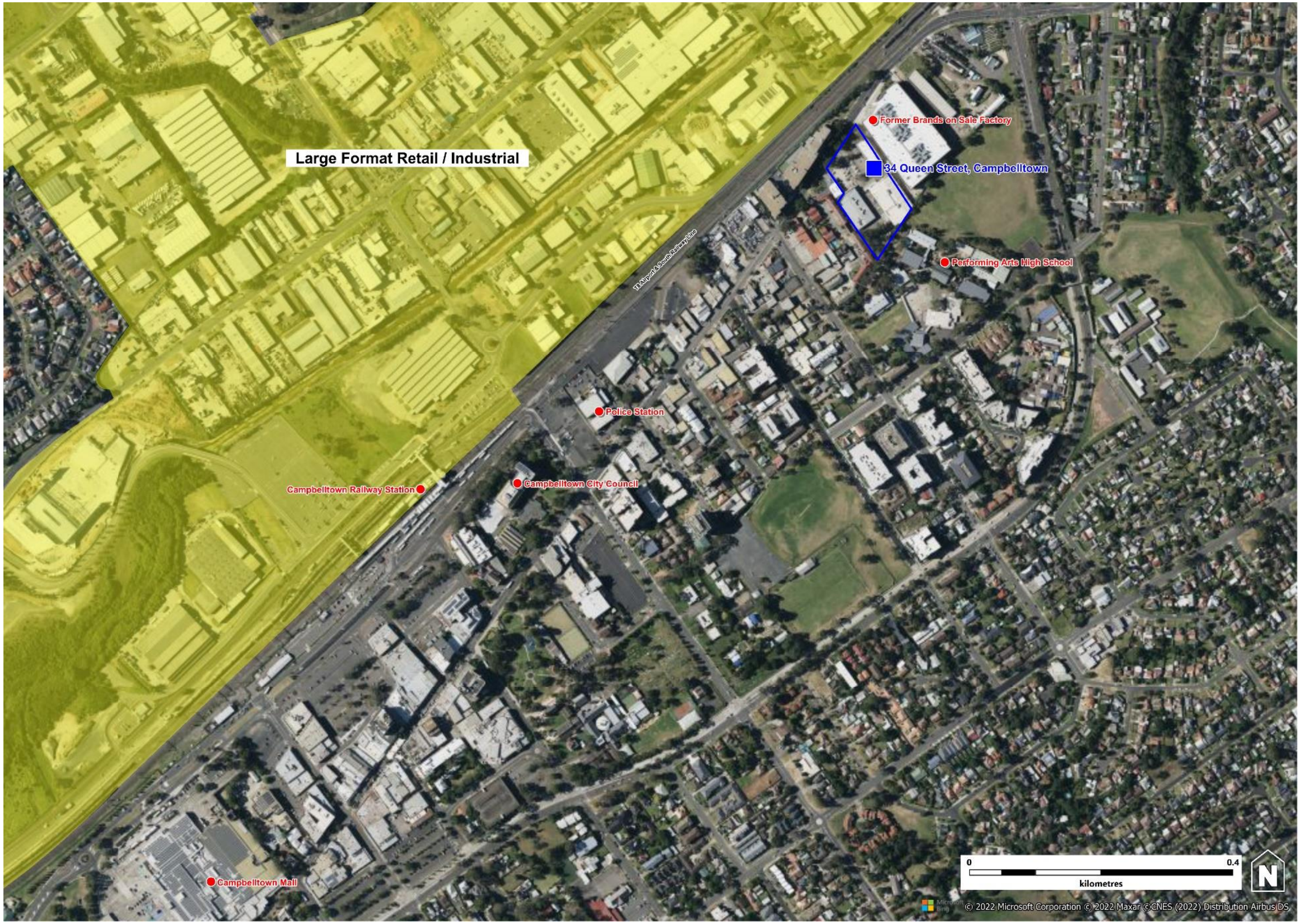


Map 1.1: 34 Queen St, Campbelltown – Site location and context

1.2 Proposed development

At present, the site contains three low-scale buildings used primarily for retail purposes, accommodating Officeworks, MCAS Superstore and a medical centre. Between them these three uses occupy some 5,100 square metres of leasable floorspace.

The mixed-use development being considered for the subject site comprises five residential buildings ranging in scale up to 15 storeys together with retail or other shopfront floorspace at ground level on part of the site. The key features of the reference design scheme are set out below.

- Total 37,380sqm of GFA.
- Approximately 395 apartments in buildings ranging from 4 storeys to 15 storeys.
- Approximately 2,000sqm of ground floor non-residential floor space along Queen Street and the internal linear open space to activate Queen Street and the front portion of the site.
- A residential focus at the rear of the site to prioritise Queen Street activation and ensure an appropriate distribution of uses on site, respond to adjoining uses and ensure a high level of amenity for residents and neighbours.
- Generous linear publicly accessible open space and a shared laneway to provide access into the site and allow a new north-south connection to the adjacent development site and to allow for future connections to the south.
- Enhanced landscaping and increased tree canopy, providing for significant greening of the site.

Retail/shopfront floorspace at ground level is proposed to total 2,000 square metres and to be limited to approximately the northern half of the site. The reasons why retail uses are not considered appropriate, or supportable, for the balance of the site are detailed throughout this report.

The site has considerable depth (approximately 150 metres) with a frontage to Queen Street of approximately 80 metres. At present, the retail and services floorspace accommodated on site, which occupies approximately half of the site area, is serviced by grade carparking provided across the balance of the site. That grade parking has direct frontage to and visibility from Queen Street.

A redevelopment of the site to optimise its use, primarily focused on high-density residential, will dramatically change these key fundamentals from a retail perspective. Thus, it will no longer be appropriate or feasible to utilise a large part of the ground floor for carparking, and certainly any carparking to be provided for the redevelopment will not have exposure to or visibility from Queen Street.

Any retail or commercial uses provided on the southern half of the site at ground level would be situated more than 75 metres from Queen Street and likewise would not have any direct exposure to or visibility from Queen Street. Thus, were retail floorspace to be provided on that part of the site, such floorspace would have no presence to Queen Street and would also have no carparking available to directly support it, other than potentially in a basement level.

Section 2: Trade area analysis

In addition to the site's constraints and opportunities, as discussed in Section 1 above, the other key factors which go to the question of supportable retail floorspace at the subject site are:

i. The trade area or catchment which any such uses could reasonably be expected to serve; and

ii. The existing and any likely future competition which such uses would face.

This section examines the potential trade areas, while the following section addresses the competition.

2.1 Trade area sectors and population

As is detailed further in the following section, the subject site is ringed by a number of substantial retail centres/precincts, including Campbelltown Mall and the adjoining strip shopping on Queen Street in the Campbelltown Town Centre, only some 800 metres to the south-west as well as Marketfair Shopping Centre and the large Macarthur Square regional shopping centre, about 1.5 km south-west. To the north-east is the Minto Marketplace sub-regional centre while Eagle Vale Marketplace is located to the north-west.

Given the nature of the development proposed at the subject site, and given the site's size and location, any retail or services offer provided on site would need to offer either greater convenience or some other significant point(s) of difference from the well-established existing facilities. Even if all of the ground level were to be used to accommodate retail and related use – an outcome which in any case would be dependent on attracting one or more anchor stores if it were to have any chance of successful trading – the resultant offer would still be much smaller than what is available at any of Campbelltown Mall, Macarthur Square or Minto Marketplace.

The first trade area which is assessed is the walkable catchment, also defined as the primary trade area for potential retail uses at the site. The walkable catchment is particularly important to the assessment of potential for retail floorspace at the subject site because any retail facilities provided at the site would be particularly convenient for those residing within the walkable catchment and the surrounding competition from the much larger retail offers is less important for such walkable shopping, e.g. convenience top-up food shopping, cafes/take-away food options, and some personal services. Map 2.1 attached shows the extent of the walkable catchment (defined as being the area being approximately a 9-10 minutes' walk of the site), while Table 2.1 following details the current and expected future population levels within that catchment.

In order to assess the broader potential for retail floorspace at the subject site which could be supported as destinational retailing (i.e. from beyond the walkable catchment), a secondary trade area has been defined having regard to the surrounding network of retail facilities as outlined above as well as the surrounding pattern of urban development. Map 2.2 attached shows the extent of the defined secondary trade area, the population details for which are also shown in Table 2.1.

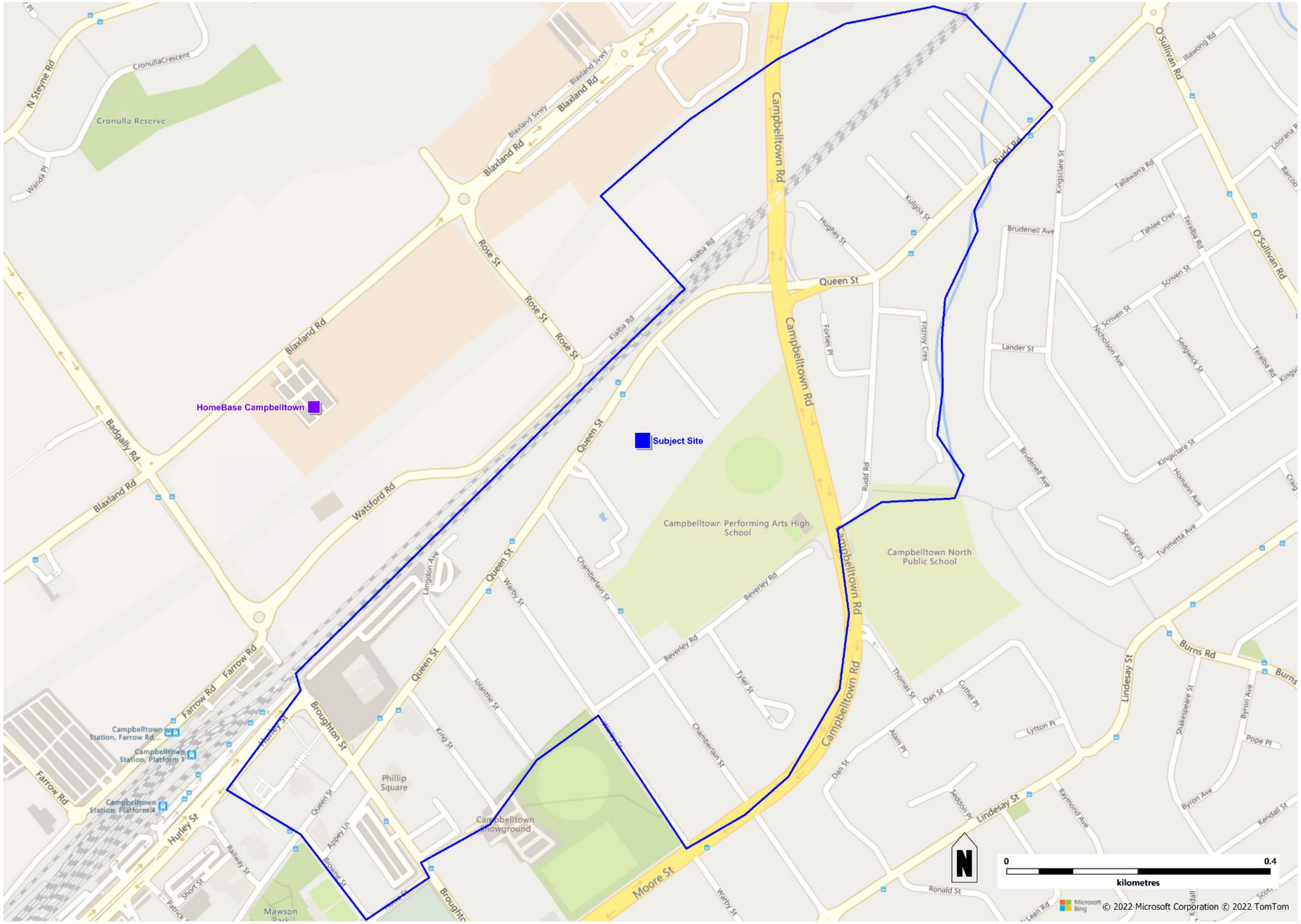
Table 2.1
34 Queen Street - trade area population, 2016-2032

	Actual Population		**Estimated population**		
Trade area sector	2016	2021	2022	2027	2032
Primary	1,759	2,947	2,995	3,990	6,090
Secondary	14,387	14,845	14,907	15,531	16,127
Main trade area	**16,146**	**17,792**	**17,903**	**19,521**	**22,217**

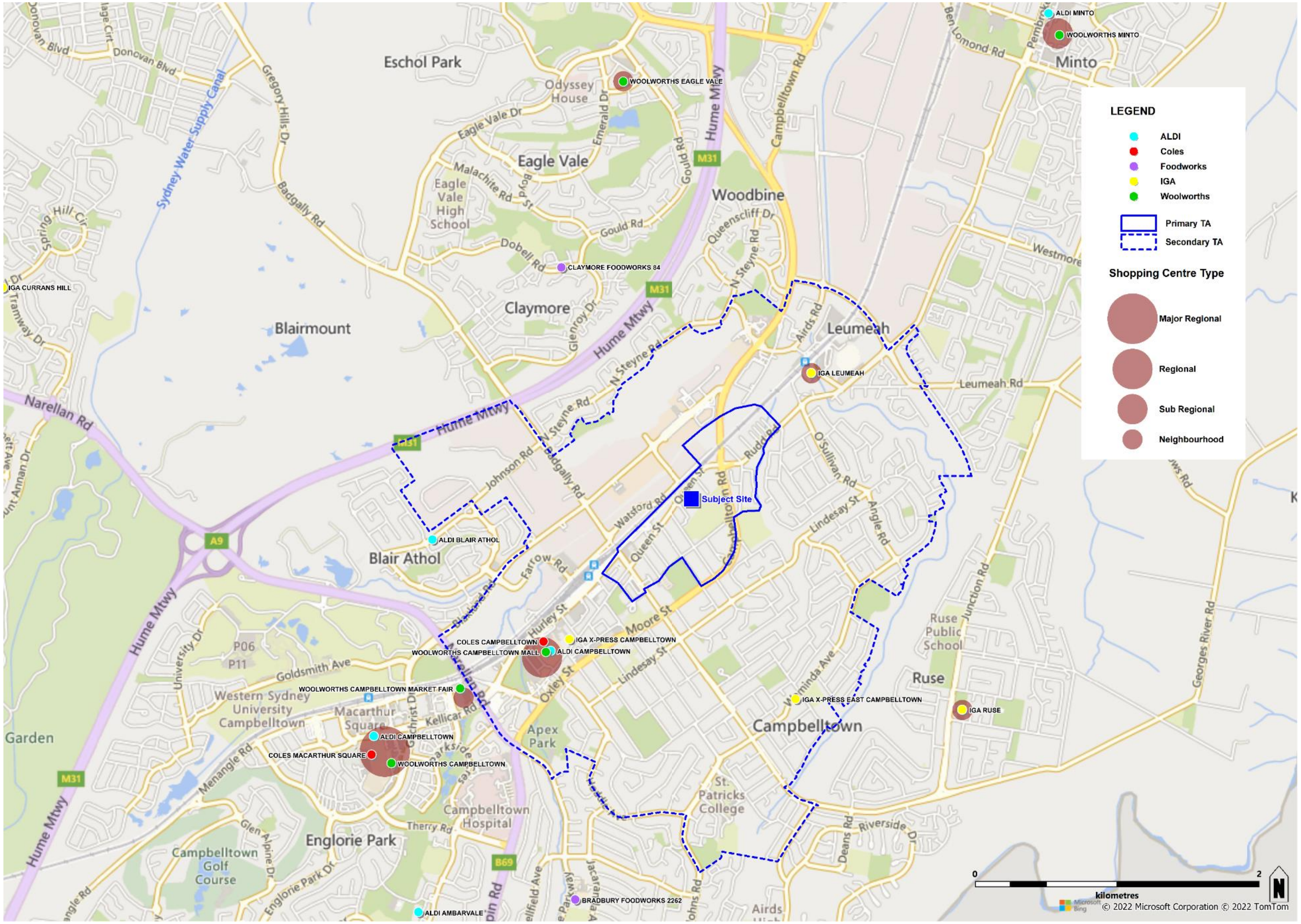
	Average annual growth (%)			
	2016-21	2021-22	2022-27	2027-32
Primary	10.9%	1.6%	5.9%	8.8%
Secondary	0.6%	0.4%	0.8%	0.8%
Main trade area	**2.0%**	**0.6%**	**1.7%**	**2.6%**

**As at June*
Source: ABS, GapMaps

At present the walkable catchment contains a modest population of just 2,947 while the broader secondary catchment accommodates a further 14,845 residents. Limited growth is expected in the broader catchment population however the population of the walkable catchment is expected to increase significantly as and when higher density residential development, such as is currently proposed at both the subject site and the adjoining BOS site, is delivered.



Map 2.1: 34 Queen St, Campbelltown – Walkable catchment (primary trade area) & competition



Map 2.2: 34 Queen St, Campbelltown – Secondary trade area & competition

2.2 Trade area profiles and retail expenditure capacity

The Australian Bureau of Statistics (ABS) has recently released the results of the 2021 Census of Population and Housing. These data enable the socio-demographic profile of the trade area population to be examined, and to be compared with respective benchmarks for the Sydney metropolitan area and national averages. Table 2.2 below shows the key highlights, providing details of age distribution and household size; income levels; home ownership levels; ethnic background; and employment patterns.

Table 2.2
34 Queen Street - trade area population socio-demographic profile

Metrics	Primary	Secondary	**Main Trade Area**	Sydney Avg.	Aust. Avg.
Age and Household Size					
0-4	8.4%	7.1%	7.3%	5.9%	5.7%
5-17	12.5%	16.6%	16.0%	15.8%	15.8%
18-24	11.2%	9.1%	9.4%	8.7%	8.4%
25-64	61.2%	51.7%	53.3%	54.5%	52.9%
65-84	6.2%	14.3%	12.9%	13.2%	15.2%
85+	0.5%	1.2%	1.1%	1.9%	2.0%
Avg. age (years)	31.5	36.8	35.9	37.8	38.9
Avg. H'hold Size	2.1	2.5	2.4	2.7	2.5
Income					
Per Capita Income	$51,012	$41,984	$43,518	$60,486	$55,505
Avg. H'hold Income	$85,899	$81,163	$82,085	$119,667	$105,794
Home Ownership					
Owned	8.7%	21.8%	19.2%	28.2%	31.5%
Mortgage	26.8%	28.5%	28.2%	33.8%	35.5%
Renting	64.5%	49.8%	52.6%	36.5%	31.2%
Birthplace					
Australia	60.0%	69.1%	67.6%	60.6%	72.0%
United Kingdom	2.0%	2.9%	2.8%	3.9%	4.7%
South & Central Asia	15.1%	6.7%	8.1%	7.0%	4.7%
South East Asia	5.7%	5.5%	5.6%	6.1%	4.0%
North East Asia	1.8%	1.1%	1.2%	7.2%	3.4%
New Zealand and Oceania	5.9%	6.0%	6.0%	2.5%	2.6%
Other	9.5%	8.6%	8.8%	12.7%	8.6%
Employment (2016 Census)					
White Collar	65.5%	57.3%	58.4%	74.7%	70.2%
Blue Collar	34.5%	42.7%	41.6%	25.3%	29.8%

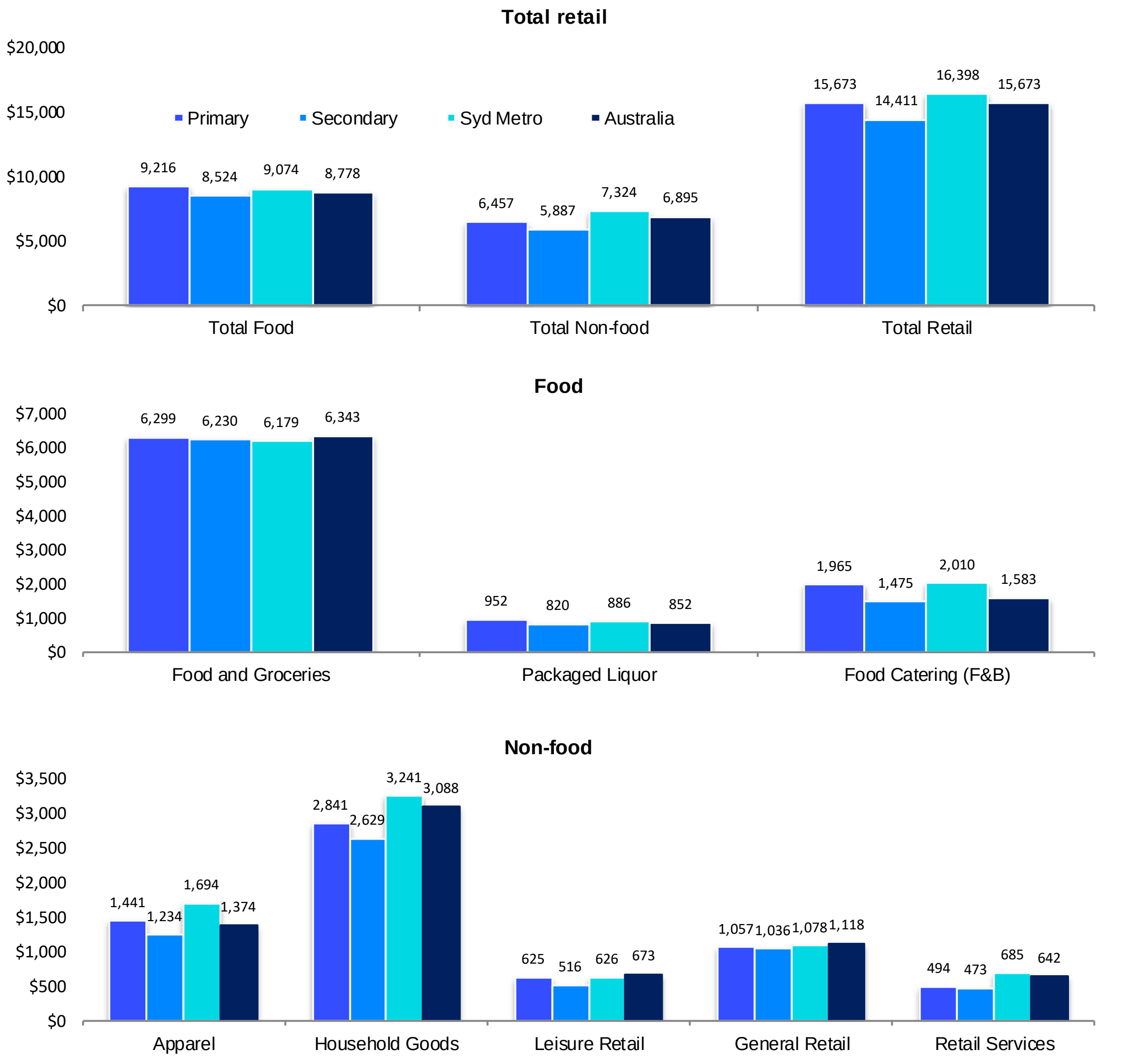
Source: ABS Census 2021

The population of the walkable (primary) catchment is noticeably different, in terms of its socio-demographic profile, to the secondary trade area population. The average household size is much smaller in the walkable catchment, while the population is also very young. Income levels, though not high by Sydney metropolitan standards, are nonetheless much higher in the walkable catchment than in the broader secondary catchment. A particularly evident feature of the primary trade area population is the very high proportion of residents who were born outside Australia – 40%. More than half of these overseas residents were born in Asia.

Chart 2.1 details the per capita retail expenditure levels of the trade area populations and again compares them with benchmarks for the Sydney metropolitan area and national averages, highlighting the following:

- Overall, per capita retail expenditure is noticeably higher for the primary trade area residents than the broader catchment – unsurprising as retail spending is driven by available income levels.
- Across both trade area sectors however per capita retail expenditure levels are well below the Sydney metropolitan benchmark.
- Food and groceries expenditure per capita is quite consistent across both trade area sectors and is in line with the Sydney metropolitan benchmark. Importantly, food and groceries spending accounts for approximately 40% of total retail expenditure by the trade area population.
- Expenditure levels across the more discretionary categories, in particular apparel, household goods and food catering, are noticeably lower, especially for secondary trade area residents, as compared with respective Sydney metropolitan benchmarks.

Chart 2.1
34 Queen Street main trade area - retail expenditure per person, FY2022*



**Including GST*
Source: MarketInfo; GapMaps

Tables 2.3 – 2.5 following detail the total volumes of retail expenditure generated by the trade area population at 2022 as well as estimates of future growth in such expenditures (expressed in constant dollar terms). Table 2.3 presents a summary of total retail expenditure for each trade area sector, while Tables 2.4 and 2.5 provide a greater detail on retail expenditure volumes by category.

Table 2.3
34 Queen Street - Retail Expenditure ($M)*, 2022-2032

Year ending June	Primary	Secondary	Main Trade Area
2022	45.3	208.4	**253.6**
2023	46.8	213.4	**260.2**
2024	48.8	218.8	**267.5**
2025	50.9	224.4	**275.3**
2026	55.1	230.1	**285.2**
2027	62.3	235.8	**298.1**
2028	72.0	241.5	**313.5**
2029	84.2	247.3	**331.4**
2030	96.1	253.2	**349.3**
2031	103.6	259.2	**362.8**
2032	107.7	265.1	**372.8**
Average annual growth (2022-2032)			
$m.	6.2	5.7	**11.9**
%	9.1%	2.4%	**3.9%**

**Constant Dollars*
Source: MarketInfo; GapMaps

Retail expenditure category definitions:

- FLG: take-home food and groceries, as well as packaged liquor.
- Food catering: expenditure at cafes, take-away food outlets and restaurants.
- Apparel: clothing, footwear, fashion accessories and jewellery.
- Household goods: giftware, electrical, computers, furniture, homewares and hardware goods.
- Leisure: sporting goods, music, computer games, books, newspapers & magazines, stationery and photography equipment.
- General retail: pharmaceutical goods, cosmetics, toys, florists, mobile phones and pets.
- Retail services: hair & beauty, optical goods, dry cleaning, key cutting and shoe repairs.

Table 2.4
34 Queen Street primary trade area - retail expenditure by category ($M), 2022-2031*

Year endin June	F&G	Pack. Liquor	Food catering	Apparel	H'hold goods	Leisure	General Retail	Retail services	**Total retail**
2022	18.2	2.7	5.7	4.2	8.2	1.8	3.1	1.4	**45.3**
2023	19.1	2.9	5.5	4.1	8.8	1.9	3.2	1.4	**46.8**
2024	20.1	3.0	5.6	4.2	9.2	1.9	3.3	1.4	**48.8**
2025	21.0	3.2	5.9	4.4	9.6	2.0	3.3	1.5	**50.9**
2026	22.7	3.4	6.3	4.7	10.4	2.1	3.6	1.7	**55.1**
2027	25.7	3.9	7.2	5.4	11.8	2.4	4.0	1.9	**62.3**
2028	29.7	4.5	8.3	6.2	13.7	2.7	4.6	2.2	**72.0**
2029	34.7	5.2	9.7	7.3	16.1	3.2	5.4	2.6	**84.2**
2030	39.5	6.0	11.0	8.4	18.5	3.6	6.1	3.0	**96.1**
2031	42.5	6.4	11.9	9.1	20.0	3.9	6.6	3.3	**103.6**
2032	44.2	6.7	12.3	9.5	20.9	4.0	6.8	3.4	**107.7**
Average annual growth: 2022-2031									
$ mill.	2.6	0.4	0.7	0.5	1.3	0.2	0.4	0.2	**6.2**
%	9.3%	9.3%	8.0%	8.5%	9.8%	8.2%	8.2%	9.3%	**9.1%**

**Constant Dollars*
Source: MarketInfo; GapMaps

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Table 2.5
34 Queen Street secondary trade area - retail expenditure by category ($M), 2022-2031*

Year enc June	F&G	Pack. Liquor	Food catering	Apparel	H'hold goods	Leisure	General Retail	Retail services	**Total retail**
2022	90.0	11.8	21.3	18.0	38.0	7.5	15.1	6.7	**208.4**
2023	93.1	12.3	20.5	17.6	40.3	7.6	15.3	6.6	**213.4**
2024	96.7	12.7	20.6	17.6	41.2	7.7	15.5	6.7	**218.8**
2025	99.5	13.1	21.1	17.9	42.4	7.8	15.7	7.0	**224.4**
2026	101.9	13.4	21.6	18.4	43.7	8.0	16.0	7.2	**230.1**
2027	104.3	13.7	22.1	18.9	44.9	8.1	16.3	7.4	**235.8**
2028	106.7	14.0	22.6	19.4	46.2	8.2	16.6	7.7	**241.5**
2029	109.1	14.4	23.1	20.0	47.5	8.4	16.9	7.9	**247.3**
2030	111.6	14.7	23.6	20.5	48.8	8.5	17.2	8.2	**253.2**
2031	114.2	15.0	24.2	21.1	50.1	8.7	17.5	8.5	**259.2**
Average annual growth: 2022-2031									
$ mill.	2.7	0.4	0.3	0.3	1.4	0.1	0.3	0.2	**5.7**
%	2.7%	2.7%	1.4%	1.8%	3.1%	1.6%	1.6%	2.6%	**2.5%**

**Constant Dollars*
Source: MarketInfo; GapMaps

Section 3: Competitive provisions – retail and related services

3.1 Retail facilities provision

As outlined previously and shown on Map 2.2, the subject site is ringed by a number of substantial retail centres/precincts located in adjoining suburbs. The list includes:

i. Campbelltown Mall and the adjoining strip shopping on Queen Street in the Campbelltown Town Centre, only some 800 metres to the south-west;

ii. Marketfair Shopping Centre, anchored by a Woolworths supermarket, just a further 200 metres to the south;

iii. the large Macarthur Square regional shopping centre, about 1.5 km south-west; the IGA supermarket anchored neighbourhood shopping centre at Leumeah, just 2.3 km to the north-east;

iv. Minto Marketplace sub-regional mall, approximately 4 km to the north-east; the Woolworths supermarket anchored Eagle Vale Marketplace some 3 km to the north-west;

v. the Claymore neighbourhood centre some 2 km to the north-west;

vi. the Ruse neighbourhood centre some 2 km to the north-west; and

vii. an Aldi supermarket at Blair Athol, less than 1 km. to the south-west.

Between them, the abovementioned centres contain:

- Five Woolworths supermarkets (at The Mall Campbelltown, Marketfair, Macarthur Square, Minto Marketplace and Eagle Vale).
- Two Coles supermarkets (at The Mall Campbelltown and Macarthur Square).
- Four Aldi supermarkets (at The Mall Campbelltown, Macarthur Square, Blair Athol and Minto Marketplace).
- An IGA supermarket at Leumeah.
- A FoodWorks supermarket at Claymore.
- An IGA supermarket Ruse.

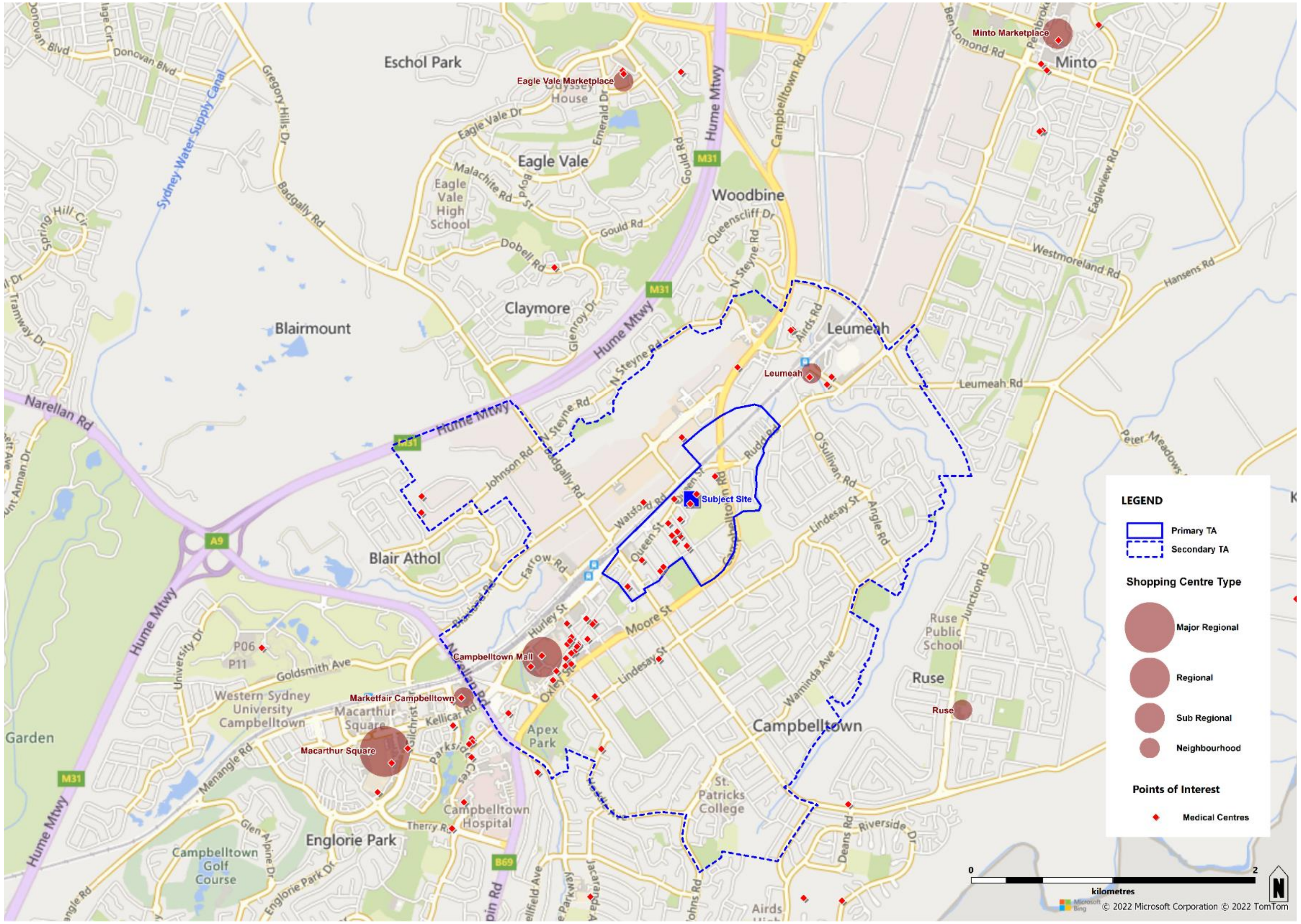
The very extensive provision of supermarkets within the defined trade area and at other locations surrounding the area is of particular importance (as a significant constraint) when considering the question of supportable retail floorspace at the subject site, as discussed further in the following section.

3.2 Related services provisions

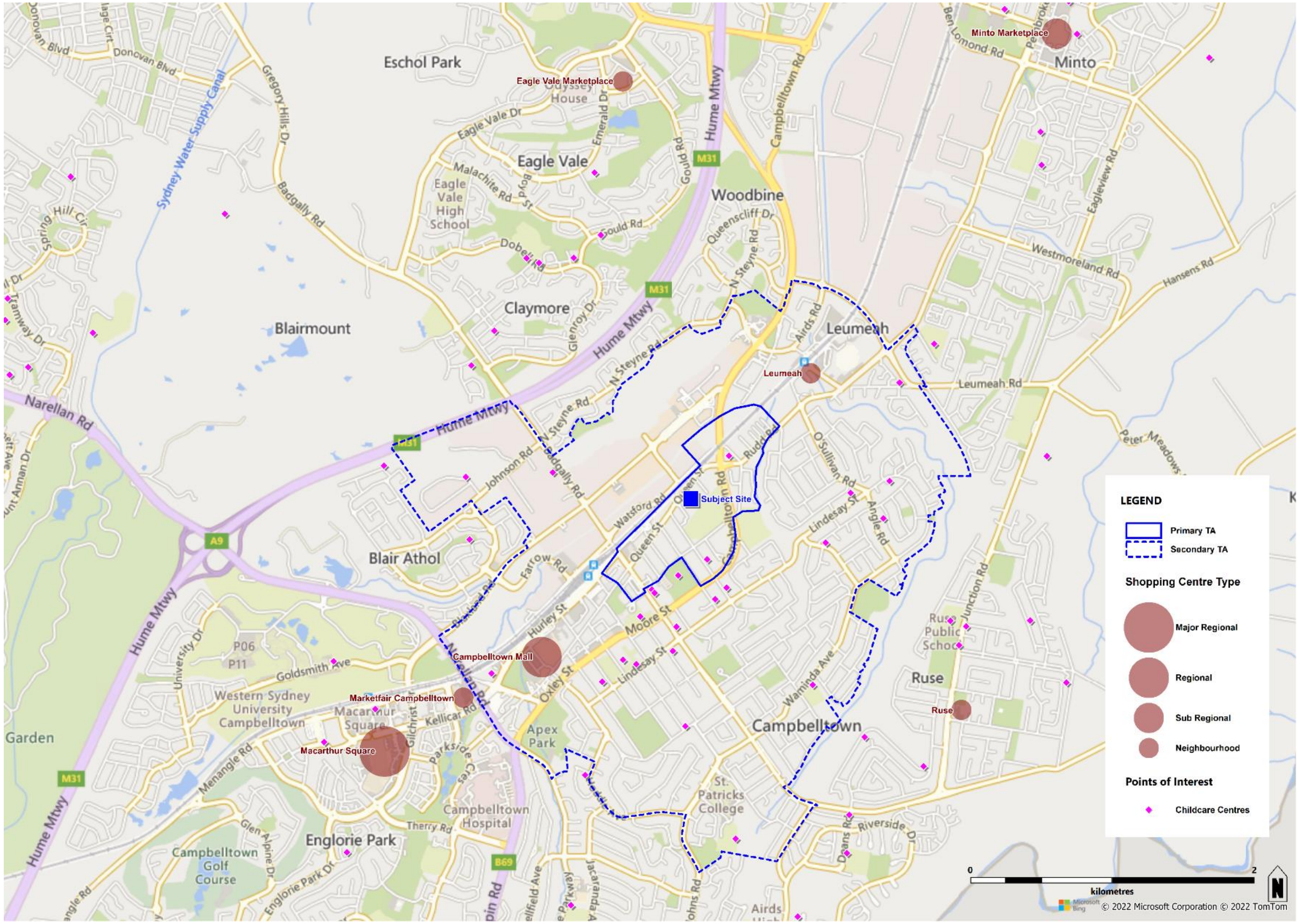
The following Maps 3.1 – 3.3 show respectively the provisions of various non-retail services which are typically provided in lower order shopping centres/precincts, and which would form ideal non-retail elements – if there is sufficient market support for them – for the ground level floorspace at the subject site: The networks of facilities shown are:

- Medical/Allied Health centres
- Gyms/Health centres
- Childcare centres.

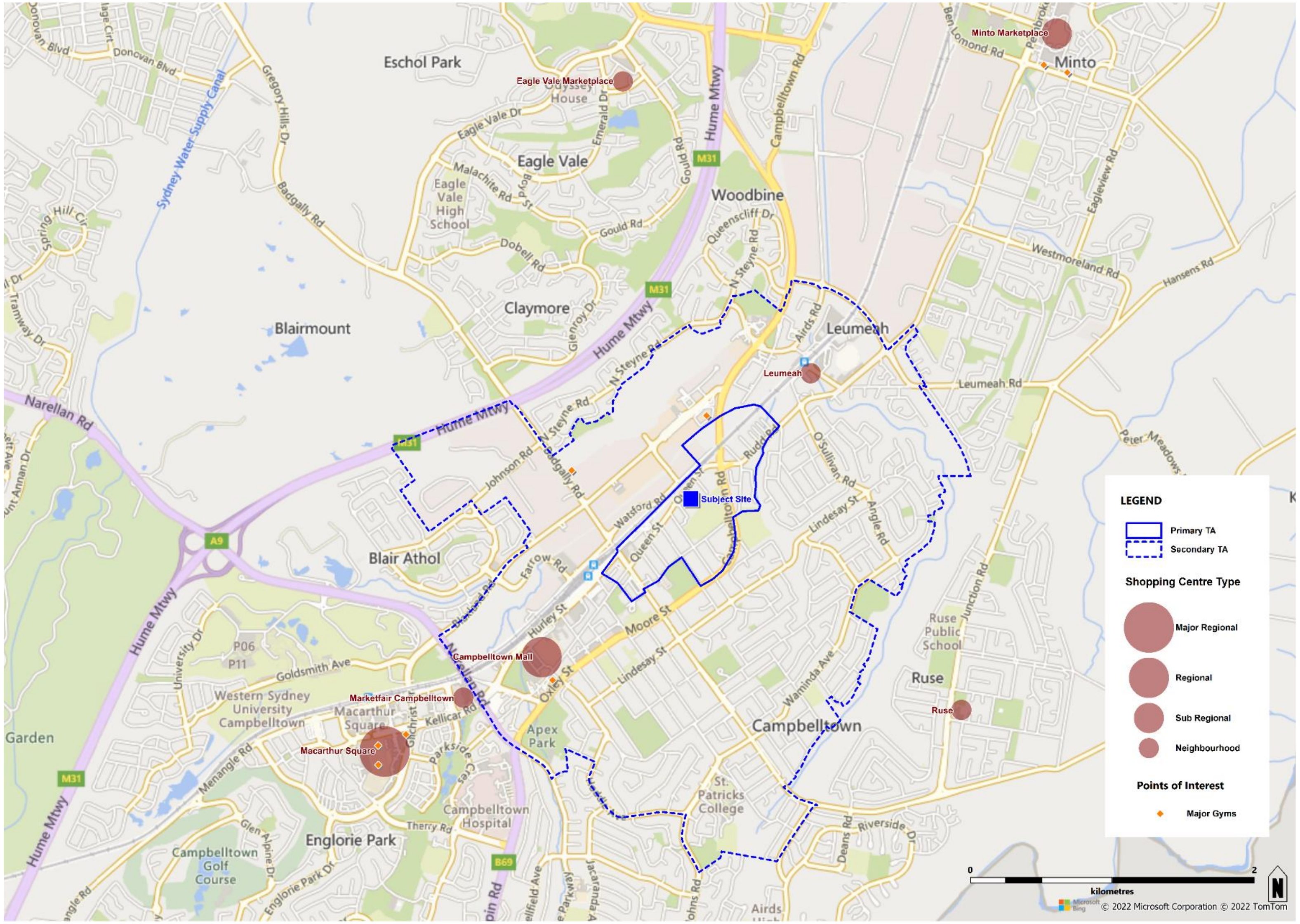
As is evident from the following maps, the provisions of each of the above category of facilities within and surrounding the trade area are quite extensive, particularly medical/allied health centres (15 within the primary sector and 29 within the secondary sector) and childcare centres (2 within the primary sector and 21 within the secondary sector).



Map 3.1: 34 Queen St, Campbelltown – Medical/Allied Health centres network



Map 3.2: 34 Queen St, Campbelltown – Childcare centres network



Map 3.3: 34 Queen St, Campbelltown – Gyms/Health centres network

Section 4: Supportable retail and related services uses

4.1 Supportable retail uses and floorspace

With a total site area of 1.26 hectares, further constrained by the fact that the site has a depth of 150 metres, any retail/service facilities provided at Ground level at the subject site will be limited to the lower levels of the retail hierarchy (i.e. neighbourhood level facilities) unless the site were to prove attractive, post-redevelopment, to a substantial destination retailer (despite its inability to provide grade level parking).

As detailed in Section 2, food & groceries expenditure is by far the largest and most important category of retail spending, accounting for some 40% of total retail expenditure. For all lower order shopping centres (neighbourhood centres, district centres, and even sub-regional centres) the supermarket is the key anchor store, i.e. the main reason to visit. The supporting specialty retail stores and services are then able to operate successfully because of the visitation to the locality that is generated by the supermarket.

In this instance, given the extensive provision of supermarket facilities and in particular the multiple representation within the nearby suburbs for each of the three national chains (Woolworths, Coles and Aldi) there is no likelihood that a full-scale supermarket to be successfully accommodated at the subject site. Thus, if a supermarket were to be able to be attracted to the site it would most likely be a smaller store such as an IGA or Foodworks operated foodstore.

Having regard to all of the information and analysis set out in previous sections of this report, Table 4.1 below provides an indicative assessment of the likely supportable provision of convenience-related retail floorspace at the subject site. This assessment focuses on the amount of floorspace that is estimated to be supportable in the absence of a specific destination retailer (e.g. the existing Officeworks store) being able to be accommodated at the subject site following the proposed redevelopment. Whether or not such a destination retailer could be attracted, and whether it should be considered as part of a potential retail/services mix, is discussed in further detail later in this section.

Convenience oriented retailing at the subject site would be able to attract a reasonably high share of the primary trade area spending across most categories – in the order of 15% - in particular in food & groceries, packaged liquor, food catering, leisure retail, general retail and retail services. It would be highly unlikely to attract any retail expenditure in the apparel category or household goods (furniture, floor coverings, whitegoods, etc) and similarly it would be highly unlikely to attract any retailers in those two categories.

Given the nature of the surrounding network of competing retail centres and the large scale of a number of those centres, a convenience related retail offer at the subject site could reasonably be expected to attract only a very small share of the available retail expenditure from the secondary trade area residents across most categories, and again no retail expenditure in either the apparel or household goods categories.

Table 4.1
34 Queen Street MTA- supportable retail floorspace by category (sq.m), 2022-2031*

Year ending June	F&G	Pack. Liquor	Food catering	Apparel	H'hold goods	Leisure	General Retail	Retail services	**Total retail**
Est. market share									
Primary	15.0%	15.0%	15.0%	0.0%	0.0%	15.0%	15.0%	15.0%	8.7%
Secondary	2.5%	2.5%	2.5%	0.0%	0.0%	2.5%	2.5%	2.5%	1.5%
MTA	**4.6%**	**4.9%**	**5.1%**	**0.0%**	**0.0%**	**4.9%**	**4.6%**	**4.7%**	**2.8%**
2022	524	75	197	0	0	66	120	75	**1,057**
2023	543	77	191	0	0	67	122	74	**1,075**
2024	566	81	192	0	0	68	124	76	**1,107**
2025	585	83	198	0	0	69	126	79	**1,141**
2026	615	88	209	0	0	72	132	84	**1,200**
2027	664	95	227	0	0	78	141	92	**1,296**
2028	728	105	251	0	0	86	154	102	**1,424**
2029	806	116	280	0	0	95	170	114	**1,580**
2030	882	128	308	0	0	104	185	126	**1,732**
2031	929	135	326	0	0	109	194	134	**1,827**

Source: MarketInfo; GapMaps

Taking all of the above into account, the assessment shows that a convenience related retail offer at the subject site would realistically be able to support only in the order of 1,000 sq.m of retail floorspace at 2022, potentially increasing to 2,000 sq.m at 2031 as the population of the primary sector grows. The key uses which would make up this floorspace would be the following:

- A small convenience foodstore/mini supermarket with associated packaged liquor, totalling in the order of 400 – 500 sq.m. (though dependent on whether such a facility, or perhaps even larger foodstore, is provided at the adjoining Brands on Sale site).
- A few food catering outlets (café/take-away food) totalling in the order of 200 sq.m.
- General retail facilities, such as a pharmacy, totalling around 120 sq.m.

- Retail services, e.g. a hairdresser/nail & beauty salon.

As detailed previously, the provision of such facilities able to be supported at the subject site will also be constrained by the fact that a much greater provision of commercial/retail floorspace, most likely including broadly similar facilities, is also planned for the adjoining and larger Brands on Sale site (22-32 Queen Street). Plans submitted for development of the 2-hectares site show that retail/commercial floorspace proposed to be included, as part of a $400 million mixed-use development, will total in the order of 9,000 sq.m. gross leasable area and will include an "Eat Street" style dining precinct as well as a childcare centre.

Retail/commercial/service uses provided at the 22-32 Queen Street site will be competing for the same customers as any retail/commercial uses built at the subject site. Between them, based on current indicative plans, the two projects will deliver in the order of 11,000 sq.m of retail and commercial floorspace (approximately 2,000 sq.m at 34 Queen Street and 9,000 sq.m at the Brands on Sale site). This is a very substantial amount of floorspace given the limited available trade area population to be served and given the surrounding network of shopping centres/retail precincts as detailed in this report.

The analysis detailed in Table 4.1 above can be contrasted with the existing situation at the subject site, under which some 5,100 sq.m of floorspace is currently accommodated. However, there are significant differences between the existing situation and the resultant circumstances following the proposed redevelopment, in particular:

- At present, there is a significant destination retailer accommodated on the site (Officeworks, approx. 1,800 sq.m) which is both available and appropriate for the site because of the available provision of grade carparking and direct visibility/exposure from Queen Street.

- The remaining floorspace (approx. 3,300 sq.m) accommodated on site is largely **non-retail** in nature, being a medical centre/pharmacy (of which only the pharmacy is the retail use) as well as a destination "motorcycle accessories supermarket" (non-retail use). Again, this particular use is also able to benefit from the available grade carparking and direct exposure to Queen Street. It is debatable whether such a use would be interested in being accommodated at the subject site following redevelopment as currently proposed or indeed whether it would be appropriate to incorporate such a use as part of a mixed-use development with a predominantly high-rise residential focus.

It is likely, therefore, that in addition to the **convenience retail** floorspace which can be supported at the subject site as part of the planned development, limited to between 1,000 – 2,000 sq.m, any additional ground floor uses contemplated would need to be primarily non-retail in nature.

4.2 Supportable non-retail uses and floorspace

There is already a medical centre with associated pharmacy at the subject site, which occupies some 700 sq.m of gross leasable area. A new medical centre could possibly continue to be provided at the site as part of the redevelopment, effectively replacing the existing facility.

The existing network of gyms/health centres shows that at present there are just two located in relatively close proximity to the subject site. Given the relatively young age of the primary trade area population and given also the projected growth in that population – for whom a new gym/health centre at the subject site would be very convenient – we consider that there is also potential for the inclusion of such a facility.

With regard to childcare facilities, Map 3.3 shows that there are many existing childcare centres located in close proximity to the subject site, although almost all of these facilities are relatively small (60 places or fewer). Demand for childcare at any locality is driven by the number of children aged 0-5 available in the relevant catchment. Typically, a provision of at least one childcare place for every 2.5 children aged 0-5 is considered to reflect a position of more or less equilibrium, while lower levels of availability generally indicate unmet demand for childcare services.

The ratio of available childcare places to 0-5 years old within the defined main trade area is approximately 2.2, meaning that there is at present an adequate provision of childcare facilities to service the available population of children likely to require childcare. Again, the future population growth within the primary trade area will generate additional demand for childcare services and therefore some childcare facility could potentially be considered for addition at the subject site. There is, however, no evidence of significant unmet demand for such a facility at this stage. In any case, a new childcare is proposed to be included as part of the development at the adjoining Brands on Sale site.

Therefore, in addition to shopfront uses, other non-residential uses that could be considered for inclusion at the subject site are a medical centre and gymnasium.

However, in all cases the potential for inclusion of such facilities will also be dependent on the final mix of facilities that will be provided in the proposed 9,000 square metres of retail/commercial floorspace to be included as part of the mixed-use development at the adjoining 22-32 Queen Street, site which is almost twice the size of the subject site. With capacity, and plans, to accommodate 9,000 square metres of retail/commercial uses that development will offer much greater critical mass of such uses, within the context of the levels of demand for the uses being relatively modest.