

City of Stonnington

Activity Areas Economic Analysis

PREPARED FOR

City of Stonnington

October 2013



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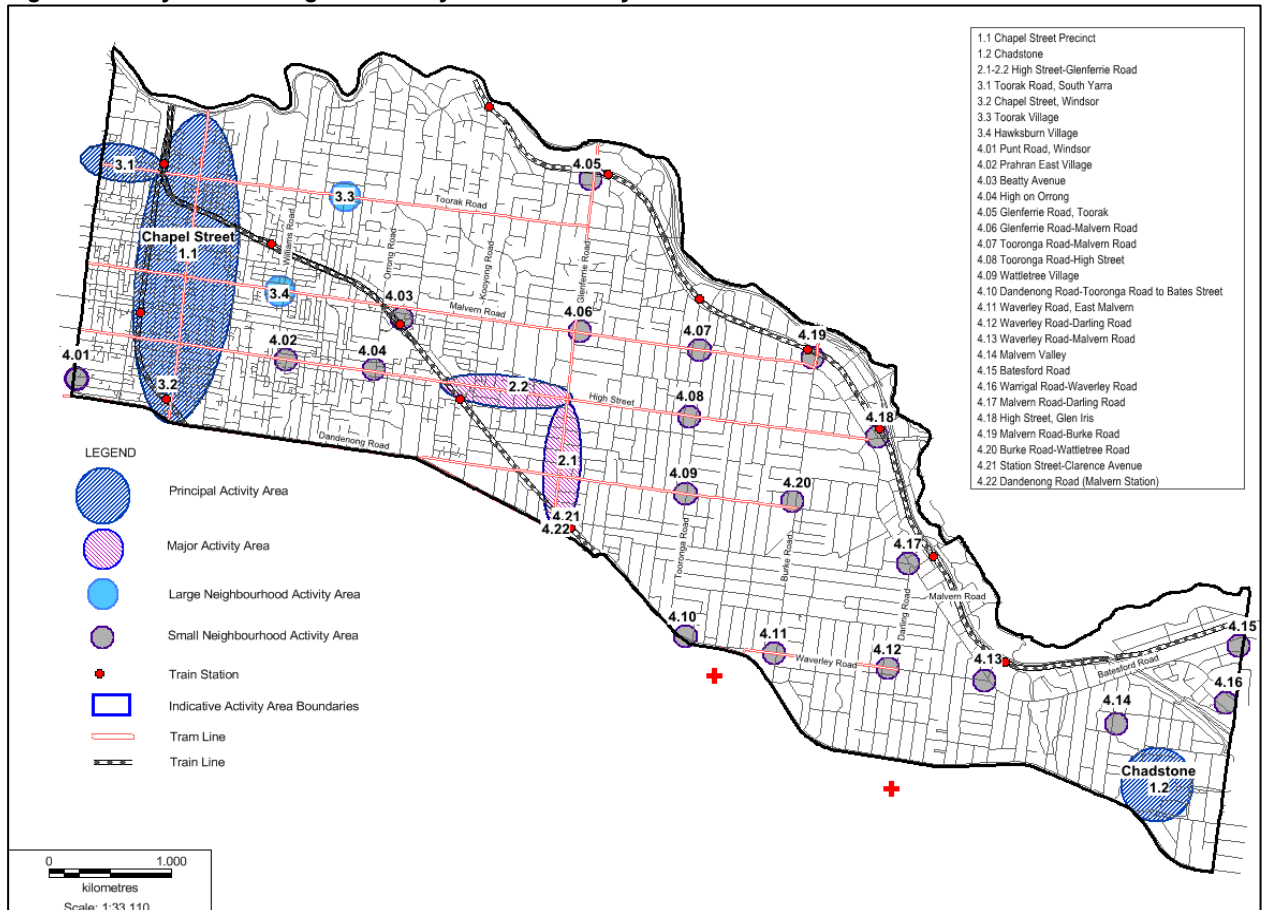
LIST OF ABBREVIATIONS

Australian Bureau of Statistics	ABS
Australian and New Zealand Standard Industrial Classification	ANZIC
Business Improvement District	BID
City of Stonnington	CoS
Department of Planning & Community Development	DPCD
Greater Metropolitan Area	GMA
Gross Domestic Product	GDP
Gross Floor Area	GFA
Gross Lettable Area	GLA
Heritage Overlays	HO
Local Government Area	LGA
Local Planning Policy Framework	LPPF
Main Trade Area	MTA
Metropolitan Planning Strategy	MPS
Moving Annual Turnover	MAT
Municipal Strategic Statement	MSS
National Broadband Network	NBN
Precinct Structure Plan	PSP
Primary Trade Area	PTA
Research and Development	R&D
Secondary Trade Area	STA
Small and medium enterprises	SMEs
State Planning Policy Framework	SPPF
Statistical Local Area	SLA
Tertiary Trade Area	TTA
Tourism Research Australia	TRA
Urban Design Framework	UDF
Urban Land Institute	ULI
Victoria in Future	VIF

EXECUTIVE SUMMARY

A well delivered strategic planning system that can encourage and accommodate further development across the City of Stonnington will be a crucial element in the City's ability to grow vibrantly. It is recognised that there are over 25 identified Activity Areas within the City of Stonnington (refer Figure 1).

Figure 1 - City of Stonnington Activity Area Hierarchy



Source: City of Stonnington and Hill PDA (2013)

These Activity Areas range from clusters of local shops to Australia's most famous shopping strip, Chapel Street, and the nation's largest shopping Area, Chadstone shopping centre. These Activity Areas currently provide support to a community of over 99,000 people across the City. They act as retail, commercial, entertainment, social and community hubs and are responsible for much of the economic activity and employment generated in the City of Stonnington. They also represent the primary economic strength of the City. It is therefore vital to ensure that planning takes place to encourage potential investment and development growth so that these Activity Areas can continue to adequately service the growing population of the City of Stonnington.

The City's competitive advantages of location, accessibility, retailing and entertainment attract high levels of development investment which has led to intensive redevelopment pressures, including large scale retail and office developments, and high rise apartments. Council has identified the key challenge for the City as being the need to accommodate an increasing population whilst maintaining its defining and iconic character and liveability.

The Activity Areas Economic Analysis identifies the existing role and function of all Areas within the City and the type of floorspace they provide. It should be noted:

- Council provided Hill PDA with 2011 and 2013 consultant studies which examined the trade areas, and retail turnover of the Chapel Street and Chadstone Activity Areas. The retail trade area and demand modelling in this Study considers this previous work and for these reasons, whilst this Activity Areas Study assesses the current performance of the Principal Activity Centres of Chapel Street and Chadstone, its particular focus is on the remaining centres including the Major Activity Areas, Large Neighbourhoods and Small Neighbourhoods.
- Activity Areas 3.1 Toorak Road South Yarra, 3.2 Chapel Street, Windsor, 4.21 Station Street-Clarence Avenue and 4.22 Dandenong Road (Malvern Station) are not included within this list due to their amalgamation with larger Areas (Chapel Street and Glenferrie Road-High Street respectively) for the purposes of this Study.

Table 1 indicates that Chapel Street and Chadstone Shopping Centre are Principal Activity Areas within the City of Stonnington Activity Area Hierarchy, accounting for around 60% of total floorspace. Chapel Street (including the Forrest Hill area) is also the most significant location for commercial floorspace including shop top and standalone office development.

Table 1 - City of Stonnington Activity Areas by Broad Land Use Category (sqm GLA)

Activity Area	Retail	Commercial	Other	Vacant	Total	Proportion
Principal Activity Areas:						
1.1 Chapel Street	150,550	143,495	73,753	12,993	380,791	41.8%
1.2 Chadstone Shopping Centre	131,766	19,318	17,956	1,145	170,185	18.7%
Major Activity Areas:						
2.1-2.2 High Street-Glenferrie Road	72,046	30,820	11,081	6,950	120,898	13.3%
Large Neighbourhood Activity Areas:						
3.3 Toorak Village	14,823	10,828	1,769	1,959	29,378	3.2%
3.4 Hawksburn Village	18,062	12,464	13,563	1,869	45,959	5.0%
Small Neighbourhood Activity Areas:						
4.01 Little Windsor on Punt	660	1,756	1,448	947	4,811	0.5%
4.02 Prahran East Village	9,794	2,468	2,017	80	14,359	1.6%
4.03 Beatty Avenue	1,476	103	60	90	1,729	0.2%
4.04 High on Orrong	4,706	1,584	1,771	386	8,447	0.9%
4.05 Glenferrie Road, Toorak	1,108	734	-	-	1,842	0.2%
4.06 Glenferrie Road-Malvern Road	650	3,458	771	-	4,879	0.5%
4.07 Tooronga Road-Malvern Road	10,024	9,489	8,702	2,842	31,057	3.4%
4.08 Tooronga Road-High Street	5,072	1,861	4,454	-	11,387	1.3%
4.09 Wattletree Village	1,298	2,304	2,033	1,907	7,541	0.8%
4.10 Dandenong Road-Tooronga Road to Bates Street	5,560	3,208	3,272	1,185	13,225	1.5%
4.11 Waverley Road, Malvern East	4,200	5,566	3,996	799	14,561	1.6%
4.12 Waverley Road-Darling Road	3,542	1,642	290	376	5,850	0.6%
4.13 Waverley Road-Malvern Road	2,272	1,895	826	86	5,079	0.6%
4.14 Malvern Valley	589	579	1,079	-	2,247	0.2%
4.15 Batesford Road	148	291	-	-	439	0.05%
4.16 Warrigal Road-Waverley Road	1,388	621	1,470	358	3,837	0.4%
4.17 Malvern Road-Darling Road	1,764	5,498	3,936	827	12,025	1.3%

Activity Area	Retail	Commercial	Other	Vacant	Total	Proportion
4.18 High Street, Glen Iris	1,051	5,336	121	44	6,552	0.7%
4.19 Malvern Road-Burke Road	1,130	4,083	65	254	5,532	0.6%
4.20 Burke Road-Wattletree Road	2,796	4,345	165	137	7,443	0.8%
Total Floorspace in the City	446,475	274,099	189,831	35,359	910,406	100.0%

Source: Hill PDA (2013)

The High Street-Glenferrie Road Major Activity Area also contains a large quantum of floorspace (over 120,000sqm) and accommodates a wide range of uses beyond retail. The Large Neighbourhood Activity Areas (Toorak and Hawksburn Villages) together comprise less than 10% of total floorspace, however are still considerable larger than all of the Small Neighbourhood Activity Areas apart from 4.07 Tooronga Road-Malvern Road (31,057sqm) which is slightly larger than Toorak Village (29,378sqm).

The majority of Activity Areas are focused upon the provision of retail floorspace, however a number of the Small Neighbourhoods contain only a small proportion of retail including 4.17 Malvern Road-Darling Road (1,764sqm of retail floorspace), 4.18 High Street, Glen Iris (1,051sqm) and 4.19 Malvern Road-Burke Road (1,130sqm) which are strategically located in very close proximity to train stations and have a high proportion of commercial floorspace rather than retail floorspace.

Other Activity Areas are also defined by their unique land use mix and heritage character including Chapel Street (entertainment, cafes and restaurants and clothing), Glenferrie Road-High Street (bridal wear, rugs and art galleries), Toorak Village (high end fashion), Hawksburn Village (designer fashion) and Malvern Valley (community and social).

The analysis of each Activity Area was complemented by retail expenditure modelling which formed the basis for the identification of total demand for retail floorspace in the City of Stonnington to 2031. Given that demand for retail floorspace has been completed for Principal Activity Areas, including Chapel Street as part of a separate structure planning process and for Chadstone Shopping Centre as part of recent economic impact studies, this Study only accounted for demand drawn to all other Areas in the City of Stonnington (that is, all Major, Large and Small Neighbourhood Areas).

Therefore, taking account of expenditure which is captured by Chapel Street, Chadstone Shopping Centre and other Areas beyond the City, the results of the modelling indicated that.

- There is currently an undersupply of supermarket floorspace equivalent to around 3 full-line supermarkets which will be exacerbated over the long-term to 2031;
- There is minimal demand for department or discount department store floorspace given the expected opening of David Jones in Malvern Central at High Street-Glenferrie Road in late 2013. That said, provision of a smaller discount department store may be warranted and supportable in the longer term;
- There is currently an oversupply of specialty store floorspace, which will only increase with the proposed Chadstone Shopping Centre expansion (approximately 50,000sqm);
- It is likely that some food and grocery expenditure in the City shifts from supermarkets to specialty food stores, cafes and restaurants. This may be a reflection of the affluence of the local demographic and is represented by an estimated undersupply of supermarket floorspace and oversupply of specialty floorspace (which includes food stores, cafes, take-away food stores and restaurants); and

- The smaller Activity Areas in the City have a relatively high proportion of clothing retailing. The residual specialty floorspace oversupply above that related to the shifting supermarket related expenditure is likely to reflect additional expenditure to clothing stores from outside the City.

An additional 42,100sqm of total shopfront floorspace will be required over the period to 2031 for Major, Large and Small Neighbourhood Activity Areas in the City based on the modelling in this report. As such:

- There does not appear to be any need to provide for additional department store, discount department store or additional bulky goods retailing over the next ten years; and
- There could potentially be enough demand for another one or two full-line supermarkets over the forecast period. The potential location/s and timing would need to further investigated and considered through supportive structure planning processes.

With recent State Government planning initiatives (including the new commercial and residential zones and a new draft metropolitan planning strategy – Plan Melbourne), the objectives and scope of this report have changed from its original Activity Areas Study to an Activity Areas Economic Analysis Report.

Until the State Government planning initiatives are finalised, a full analysis of their potential Activity Area impacts cannot be finalised at this stage. However, this Report and its Activity Area analysis is designed to support Council's future framing of its Activity Areas Strategy. Its findings will be further considered as part of subsequent strategies and plans.



Introduction



1. INTRODUCTION

1.1 BACKGROUND TO THE ACTIVITY AREAS ECONOMIC ANALYSIS

A well delivered strategic planning system that can encourage and accommodate further development across the City of Stonnington will be a crucial element in the City's ability to grow vibrantly. It is recognised in order to deliver that system, detailed qualitative analysis is required in order to provide a contextual economic basis for strategic planning.

In order to inform any future Activity Areas Strategy, Hill PDA has undertaken background economic analysis on Activity Areas within the City of Stonnington including profiles that identify the role and function of each Area including location with respect to other Areas, current zoning, land uses by type, accessibility, pedestrian movement, trade area catchments and surrounding uses.

There are over 25 identified Activity Areas within the City of Stonnington. These Activity Areas ('Areas') range from clusters of local shops to Australia's most famous shopping strip, Chapel Street, and the nation's largest shopping Area, Chadstone.

These Areas currently provide support to a community of over 99,000 people across the City. They act as retail, commercial, entertainment, social and community hubs and are responsible for much of the economic activity and employment generated in the City of Stonnington. They also represent the primary economic strength of the City. It is therefore vital to ensure that planning takes place to encourage potential investment and development growth so that these Activity Areas can continue to adequately service the growing population of the City of Stonnington.

1.2 STUDY BRIEF AND SCOPE

The simple terms, the principal objectives of the City of Stonnington Activity Areas Economic Analysis are as follows:

- Assess the viability, role and function of each of the Activity Areas, including understanding the potential for future growth (retail demand, commercial, social infrastructure etc.);
- Identify the current status of each of the City of Stonnington's Activity Areas and in doing so, determine a hierarchy of these Areas.

There are also various structure plans and Urban Design Frameworks (UDFs) which have recently been adopted by Council or are currently being undertaken, these include:

- Forrest Hill Structure Plan;
- Chapel Vision Structure Plan, which is currently under review (Draft Chapel reVision Structure Plan);
- Toorak Village Structure Plan;
- Urban Design Framework for Waverley Road; and
- Urban Design Guidelines for Dandenong Road (Tooronga Road to Bates Street)

Where appropriate, this Study has been informed by the analysis or key outcomes of these projects. It is recognised that Chapel Street is currently being examined in detail, and therefore analysis relating to Chapel Street will refer back to existing and current work being undertaken by Council and other consultants on the structure plan where appropriate.

Furthermore, Council provided Hill PDA with 2011 and 2013 consultant studies which examined the trade areas, and retail turnover of the Chapel Street and Chadstone Activity Areas. As a result, the retail trade area and demand modelling in Chapters 8 and 9 considers this previous work.

For the reasons above, this Activity Areas Study assesses the current performance of the Principal Activity Centres of Chapel Street and Chadstone, however its particular focus is on the remaining centres including the Major Activity Areas, Large Neighbourhoods and Small Neighbourhoods.

There are 5 larger Activity Areas in the City including Chapel Street, Chadstone, High Street- Glenferrie Road, Toorak Village and Hawksburn Village along with 20 Small Neighbourhood Activity Areas. For the purpose of this Study several of the Areas have been studied together, for instance Chapel Street includes the Windsor and Toorak Road (South Yarra) Large Neighbourhood Activity Areas (as per the Chapel Vision Structure Plan).

1.3 BACKGROUND DOCUMENTATION

The following documents were reviewed as background to the Study:

- Draft Chapel reVision Population Profiling, SGS Economics and Planning (2013)
- Draft Chapel reVision Development Projections, SGS Economics and Planning (2013)
- Chadstone Shopping Centre Proposed Expansion Amendment C154 – Review of Economic Report (2011)
- Stonnington Planning Scheme Amendment C154 Chadstone Shopping Centre Panel Report (2012)
- Chapel Street Shopper Research for Streets Ahead Promotions and the City of Stonnington, Crawford Kaye Pty Ltd (April 2012)
- Economic Development Strategy, City of Stonnington (2012)
- Forrest Hill Structure Plan, Beca and David Lock & Associates (2005)
- High Street, Armadale Consumer Behaviour Report, University of Melbourne (undated)
- Impact of Clearways on High Street, Armadale, SGS Economics & Planning (2011)
- Glenferrie Road, Malvern Consumer Behaviour Report, University of Melbourne (undated)
- Toorak Village Consumer Behaviour Report (undated)
- Toorak Village Structure Plan 2007-2030, MGS Architects (2008, updated 2010)
- Waverley Road Urban Design Framework Plan, City of Stonnington (2008)
- Dandenong Road Urban Design Framework (Tooronga Road to Bates Street), David Lock & Associates (2012)



The City Today



2. LOCAL AND REGIONAL CONTEXT

The City of Stonnington is located in inner south-eastern Melbourne and is recognised as one of the most prestigious living and shopping centres in the metropolitan area. The City benefits from extensive road and rail access (both light and heavy) and is strategically located in close proximity to Melbourne CBD. The City is bounded to the west by the local government areas (LGAs) of Melbourne and Port Philip, to the north by Yarra and Boroondara, to the east by Whitehorse and Monash and Glen Eira to the south.

The City of Stonnington accommodates a large number of non-residents who travel into the CBD for work, in addition to being a significant tourist destination with many domestic and overseas visitors sampling the range of fashion retailers, café and entertainment options. The City contains two of Australia's most recognisable and prominent retail destinations (Chapel Street and Chadstone Shopping Centre) along with a number of other niche shopping destinations including High Street, Armadale, Glenferrie Road, Malvern and Toorak and Hawksburn Villages.

2.1 ECONOMIC CONTEXT

Key economic characteristics of the City are as follows¹:

- Approximately 16,570 businesses were located in the City of Stonnington with over \$2 billion per annum in sales. This was an increase of around 920 businesses from 2009.
- Some of Melbourne's premier shopping locations are located in Stonnington. Council's commitment to economic and cultural development has seen Stonnington become renowned as the 'Style Capital'. A strong working partnership with the local business community has seen strong growth in the retail sector.
- Retail is the most visible sector in Stonnington and remains pivotal to the City's prosperity and local amenity. 83% of Stonnington residents shop locally at least once per week.
- Retail trade provides approximately 20% of all jobs in the City. The prominence of the retail sector has flow-on benefits for the accommodation and hospitality sectors in particular.
- Service-based sectors, including knowledge-based industry, continue to emerge within Stonnington due to its proximity to the CBD.
- Retail and hospitality have long been important economic drivers in Stonnington and are integral to the City's identity and character. They are also vital to the economic viability of the City's other industries.
- New projects such as Forrest Hill near the junction of Chapel Street and Toorak Road will add 184,000sqm of office space capacity to Stonnington over the long-term.
- As part of the inner Melbourne region, which collectively draws more than 11 million visitors annually, Stonnington is one of Australia's premier tourist destinations.
- The City has extensive road and rail access, together with the necessary infrastructure services to cater to the needs of business and the community.

¹ Building Prosperity: Economic Snapshot, City of Stonnington (2010)

There are a number of emerging industries in the City which also play an important and complementary economic role, to the retail and hospitality sectors. This includes emerging service based industries. Over and above retail, other key industry sectors which drive the City of Stonnington economy include:

- **Professional, scientific and technical services** - includes a broad range of small and medium sized businesses associated with architecture, engineering, law, accounting, advertising and marketing. This sector feeds off Stonnington's proximity to the CBD and the accessibility advantages that these businesses/organisations within this sector are afforded by locating in Stonnington.²
- **Rental, hiring and real estate services** – the City of Stonnington is a prime location for real estate in the wider Melbourne metropolitan context. The market for rental, hiring and sales services is highly competitive with some of Melbourne's highest residential dwelling prices found in the City.
- **Information media and telecommunications** - as identified in the City of Stonnington Economic Development Strategy (2012), film and video production, media services and creative and performing arts are highly concentrated in inner Melbourne with a number of these types of businesses/organisations located within Stonnington. They also represent an important opportunity for future economic growth in the City.
- **Health care and social assistance** - there are a number of large scale health care facilities within the City including Cabrini Hospital and Malvern Private Hospital. The City is also in very close proximity to the Alfred Hospital, a major district health service provider for Melbourne's south east.

Table 2 outlines the City of Stonnington's key economic indicators along with the top contributing industries to output, employment, sales and exports within the City.

Table 2 - City of Stonnington Key Economic Drivers and Significant Local Industries (2012)

Economic Driver	Definition	Total Impact	Top 5 Highest Contributing Industries
Output	Total revenue generated by businesses/organisations in the City of Stonnington. Can also be referred to as total sales or total income.	\$9.85b	<ul style="list-style-type: none"> Professional, Scientific & Technical Services (14.6% of total) Rental, Hiring & Real Estate Services (12.1%) Retail Trade (8.8%) Construction (8.5%) Health Care & Social Assistance (8.1%).
Employment	Number of people employed by businesses/organisations in each industry sector in the City of Stonnington.	44,896 jobs	<ul style="list-style-type: none"> Retail Trade (20.5%) Health Care & Social Assistance (16.0%) Professional, Scientific & Technical Services (12.3%) Accommodation & Food Services (10.0%) Education & Training (7.7%)
Local Sales	The value of goods and services produced in the region, which are sold to local industries as intermediate inputs into production & for further value-adding.	\$2.92b	<ul style="list-style-type: none"> Professional, Scientific & Technical Services (24.7%) Financial & Insurance Services (13.8%) Manufacturing (9.6%) Information Media & Telecommunications (9.0%) Administrative & Support Services (8.6%)
Regional Exports	Goods and services produced by industry sectors and then sold to consumers, businesses and government based beyond the City of Stonnington.	\$3.096b	<ul style="list-style-type: none"> Professional, Scientific & Technical Services (19.3%) Retail Trade (14.6%) Rental, Hiring & Real Estate Services (11.1%) Information Media & Telecommunications (10.4%) Health Care & Social Assistance (8.6%)

² Building Prosperity: Economic Development Strategy 2012-2016, City of Stonnington (2012)

Economic Driver	Definition	Total Impact	Top 5 Highest Contributing Industries
Local Expenditure	Value of intermediate goods and services purchased by industry sectors within the City of Stonnington.	\$2.92b	<ul style="list-style-type: none"> Professional, Scientific & Technical Services (20.3%) Rental, Hiring & Real Estate Services (12.1%) Construction (10.4%) Information Media & Telecommunications (7.9%) Retail Trade (7.6%)
Regional Imports	Intermediate goods & services which are imported into the City of Stonnington by local industry sectors.	\$2.09b	<ul style="list-style-type: none"> Manufacturing (23.7%) Construction (14.4%) Professional, Scientific & Technical Services (10.1%) Information Media & Telecommunications (8.9%) Accommodation & Food Services (7.7%)
Value Added	The marginal economic value that is added by each industry sector in a defined region. Calculated by subtracting local expenditure and expenditure on regional imports from the output generated by industries.	\$4.85b	<ul style="list-style-type: none"> Rental, Hiring & Real Estate Services (14.7%) Professional, Scientific & Technical Services (13.2%) Financial & Insurance Services (11.6%) Health Care & Social Assistance (10.9%) Retail Trade (10.7%)

Source: City of Stonnington Remplan Economic Profile, Compelling Economics (2013)

2.2 PROPERTY MARKET CONTEXT

2.2.1 RETAIL AND COMMERCIAL TRENDS

Over the past three decades significant changes have occurred in the retail industry such as the introduction of new technologies, the ageing of the population, increased female participation in the workplace and changing consumer preferences. These changes are placing greater pressure on many of the existing Activity Areas in the City of Stonnington to either adapt or lose market share.

As a result of changing lifestyle trends and retail formats, shoppers are increasingly spending more on entertainment, technology and leisure related goods rather than traditional grocery and clothing offers. Shoppers are also seeking a broader range of activities, with Centres that provide retail, entertainment and leisure options including eating out, wine bars, cinemas and gyms increasingly popular.

Accordingly some of the key retail trends influencing the City of Stonnington include:

- The continued importance and popularity of Chapel Street and Chadstone Shopping Centre in a local and wider regional context. These centres cater to an extensive regional catchment and are key destinations for tourism expenditure in inner Melbourne.
- Numerous international brand retailers have been investigating Melbourne and other capital cities in Australia as locations for their expansions. Recent entries into Melbourne have been Zara and TopShop, and a host of others are due to open new stores soon including H&M, Hollister, River Island, Apple and Abercrombie & Fitch.
- The growing importance of convenience retailing including not only geographic proximity to home but the convenience of one stop shopping at convenient hours resulting in the extension of operating hours.
- The success of smaller suburban Areas, which are strengthening their role and function against the larger regional Areas through active Chambers of Commerce (e.g. Prahran District Chamber of Commerce), business associations and local community and retailer groups. This has led to not only strong retail trade, but the retention of local commercial office occupiers.

- The development of larger (i.e. 4,000sqm+) national and discount supermarkets to include a wider range of food and non-food items (e.g. Costco); the development of smaller metro supermarkets which limit trolleys and car parking (or provide none at all); and the emergence of smaller discount supermarkets (800sqm to 1,500sqm) such as ALDI. At the other end of the spectrum, high end niche supermarkets catering to shoppers seeking specialty, organic and specialised goods have emerged including Macrofoods, Thomas Dux and Leo's Fine Foods.
- The development of out-of-town Areas which are often characterised by bulky goods retailing and other activities that require larger floor areas and lower rent structures than those found in traditional Areas.
- The growing number of specialty store chains and franchises and the importance of their location close to major anchors in Areas.
- Expansion of the enclosed shopping Area experience to not only include entertainment but also accommodation (hotel/serviced apartments as currently proposed at Chadstone) and a lifestyle focus including eat streets and street theatre (public performances). These larger Areas, often in private ownership and single management, are frequently refurbished to provide a high amenity shopping experience that adapts to the need of retailers and visitors alike. Accordingly their coordinated and fresh environments often have a competitive edge on more traditional street based Areas that lack the coordinated management approach.
- The growing popularity of internet shopping. In 2010 some \$9.5bn of retail sales in Australia were made online which equates to 3.9% of total ABS retail sales³. It has been projected that online sales in Australia will increase to 7.2% of household retail sales by 2015 and to 11.8% by 2020. Since its evolution new ways to shop online are evolving not only through the use of social media but through alternative channels such as virtual supermarkets and instant/express delivery functions.

A 2012 survey⁴ of 2,369 shops along Melbourne's prime retail strips found a vacancy rate of 5.3%, which is considerably higher than the historical average of 3.5%. The survey study indicated that all prime retail strips monitored reported an increase in vacancy rates, with the exception of Toorak Road in South Yarra, which experienced a drop in its vacancy rate to 6.9%, over its 5 year average vacancy rate of 8.5%.

Australia is currently operating in a two speed economy with mining states experiencing retail volume growth at 6.1% per annum, compared with 1.9% for non-mining states. Victoria in particular experienced 1.1% year on year growth between 2011 and 2012. Comparably, the expansion rate for online retail sales continues to outperform that of traditional bricks and mortar sector, with a 23% year to year (September 2012) growth. This figure represents approximately 5.5% of traditional bricks and mortar retail turnover.⁵

Discussions with local agents in the City of Stonnington have indicated that retail rents have dropped by around 20% on previous years, more so in the South Yarra area. Notwithstanding the drop in rents, shop owners aren't necessarily feeling the rental relief. This is the result of substantial rental increases when the market was strong (rental rates were up 50%), and whilst they are now returning to normal levels, many retailers are locked into

³ Retail in the Spotlight Forum, Property Council of Australia (November 2011)

⁴ Knight Frank, Melbourne Prime Strip Retail Market Overview (September 2012)

⁵ Colliers International Research and Forecast Report, Australian Retail (2nd Half 2012)

longer lease terms with higher rents. Some rental levels remain too high for some tenants in the current depressed economy.

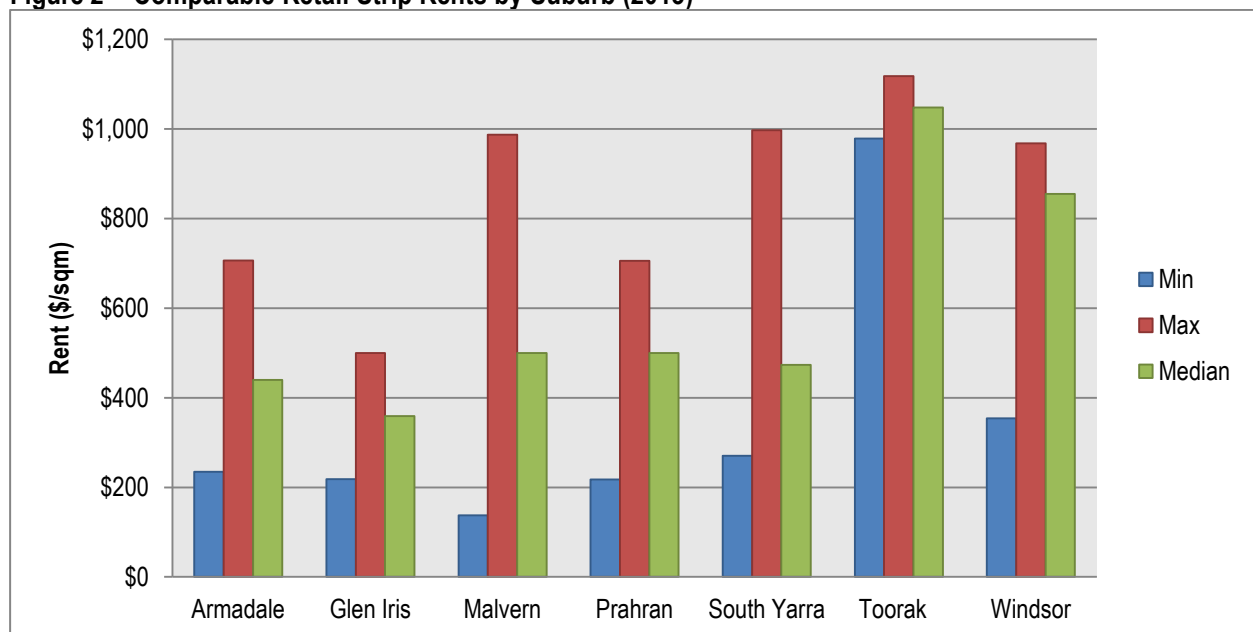
Agents also indicated that the performance of retail stores in the City of Stonnington is highly variable by location. It was indicated that Toorak Village is experiencing some difficulty whilst smaller retail precincts such as Kooyong Road are performing well. It was also indicated that the retail market in Toorak Road (South Yarra) and Malvern Road (Toorak, Hawksburn Village) are operating well with vacancies also dropping. Comparably, agents indicated that the likes of High Street, Armadale and Dandenong Road are not performing as well.

During site inspections and floorspace surveys, Hill PDA discussed the current market with two separate store owners who both agreed the current market for retail is poor with rents out of proportion to store turnover. One particular shop owner indicated that there were 7 vacancies within 100m of his shop near the corner of Kooyong Road and High Street, Armadale.

The poor retail market has also affected standalone shopping Areas, with Westfield Group recently admitting to a reduction in rents due to weaker retail trading conditions. It was indicated that Westfield Group are offering new tenants rents 5% lower than the previous year and providing current tenants in lease negotiations increases below the rate of inflation.⁶

Local agents in Stonnington indicated that the majority of retail tenancy demand is for 80-110sqm specialty stores. Floorspace over 110sqm is predominantly used by retailers with specific needs and fit outs. Retail rents vary between \$300/sqm to \$2,000/sqm depending heavily on location and fit out. Lower rents were not unheard of for side street retailing (i.e. off main road) with poor or negligible fit out.

Figure 2 - Comparable Retail Strip Rents by Suburb (2013)



Source: Hill PDA Research (2013)

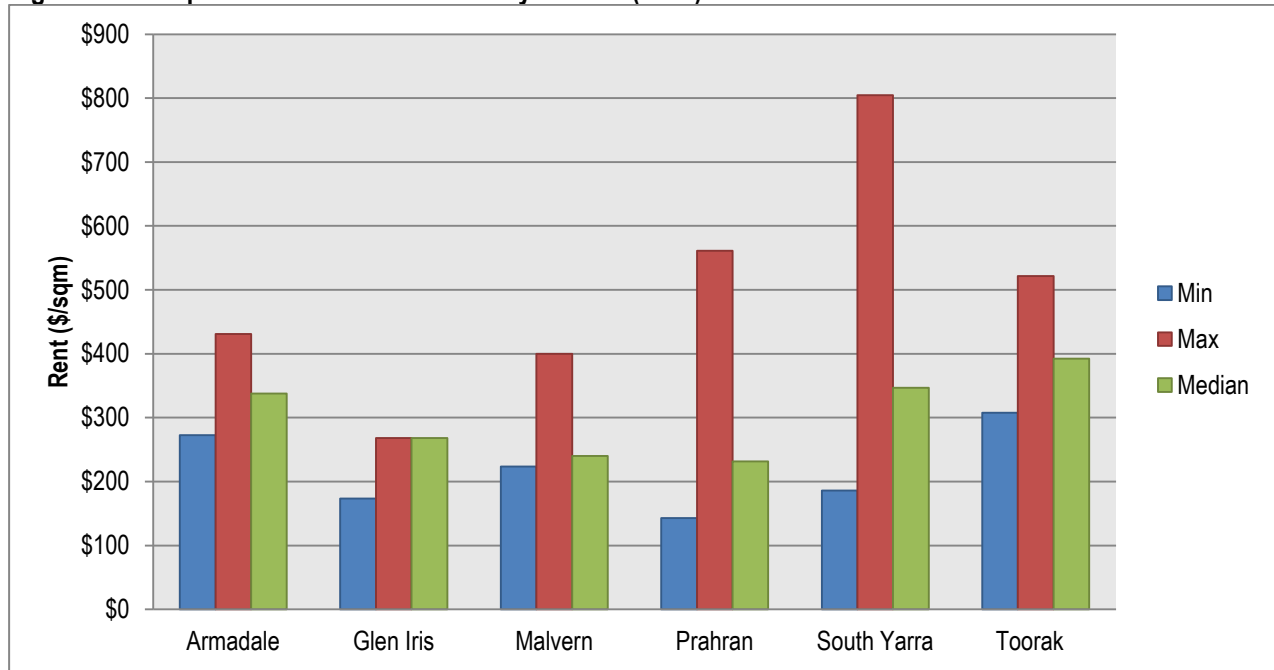
Higher rents are generally found in prime retail strips on Chapel Street and Toorak Road in South Yarra. Retail tenancies around the South Yarra end of Chapel Street achieve the highest rents, with the Windsor end of Chapel

⁶ Westfield Hit by Falling Rents as Retail Stays Flat, SMH (February 2013)

Street experiencing higher levels of rental growth, mainly due to the 'grungy' vibe of the area which has attracted a number of new cafes, bars and start-up businesses. It was indicated that demand for retail space in the Windsor centre is typically between 200-240sqm for cafes and restaurants, with demand being no smaller than 80sqm.

In accordance with traditional models, Chapel Street is the main location within the City for commercial and professional businesses. This floorspace supports the function of the City as a whole in addition to broader inner Melbourne. The following trends have been identified as having potential to influence the future demand for, and location of, commercial office space across all of the City's Activity Areas:

- The growth of the new economy and ongoing deindustrialisation is expected to strengthen demand for commercial floorspace especially in key locations, close to tertiary education and transport links;
- The slower than predicted rate of conversion to working from home, resulting in over 80% of Australians still working in business premises rather than home offices. It should be noted however that the number of people working from home in the City of Stonnington is likely to increase once the National Broadband Network (NBN) is delivered.
- The emergence of business parks and changes in business composition and technology. Business parks are agglomerations of office based businesses located beyond traditional Activity Areas which are generally well serviced by road and/or public transport. In the last decade and a half there has been a shift towards locating office based activities outside of Activity Areas, including in business parks, thereby creating potential competition with existing Areas for office tenants;
- Predicted strong growth in creative industries which currently typically locate in various city-fringe and inner suburban areas. Whilst these sectors are not explicitly quantified they are identified as a key driver affecting the office market going forward. There are already a number of creative industries located in the likes of Prahran and South Yarra, where smaller suites, complexes and/or warehouse conversions offer more affordable occupancy costs than within the CBD and other central city locations. The benefits of further creative industry development in the City, including increased vibrancy and diversity.
- Rising fuel prices and the introduction of mandatory energy efficiency disclosure for large commercial buildings (>2,000sqm) by the Federal Government in the second half of 2010 has led to sustainability becoming an increasingly important driver of price and demand; and
- An increase in the number of working hours per household and a greater proportion of dual earning households is a trend that results in less time for family responsibilities. Accordingly work places that enable workers to conveniently combine paid work, leisure and family responsibilities are becoming increasingly attractive (i.e. locations that offer improved access to high quality retail shops and services, a wide range of health, legal, child care, banking and government related outlets, as well as consumer outlets).

Figure 3 - Comparable Commercial Rents by Suburb (2013)

Source: Hill PDA Research (2013)

2.2.2 RESIDENTIAL TRENDS

A growing resident population will in turn enhance demand for retail and business services over the next 15 years within Activity Areas of the City. Furthermore, an ageing resident population will drive demand for smaller dwellings and give potential to higher density residential development, townhouse dwellings and seniors living in proximity to services and facilities.

The City of Stonnington Draft Neighbourhood Character Study Review (2012) identified four distinct neighbourhood character types and precincts including:

- Inner Urban: *“a highly urban character where buildings dominate the streetscape. Subdivision layouts are formal, and comprise rear laneways with permeable street blocks...Properties are built up to the footpath, or have small front setbacks, and often no side separation.”*
- Garden River: *“defined by strong landscape settings, with an undulating topography that provides views of canopy trees in the public and private domain, against a backdrop of the Yarra River...Consistent front and side setbacks ensure there is space provided for substantial planting and reinforces existing siting patterns.”*
- Garden Estate: *“defined by a green and leafy appearance due to prominent avenue trees and formal garden settings on large lots. Streets are spacious, with a curvilinear subdivision pattern, and space around and between dwellings...Dwellings are high in quality and often large in scale.”*
- Garden Suburban: *“defined by spacious residential areas with established garden settings and green, leafy streetscapes. Streets have a formal subdivision pattern, with modified grid layouts, footpaths and nature strips. Regular front and side setbacks with views between buildings contribute to the spacious*

nature of the precinct, while low front fences and well-planted gardens further emphasise this characteristic.”⁷

The City of Stonnington Planning Scheme requires that any residential “*proposed development reflects, maintains and enhances the predominant scale and built form character of the surrounding area.*”⁸ As a result, the Inner Urban neighbourhood, which incorporates the area around Chapel Street in the west of the City contains the greatest concentration of multi-unit developments. There are also more recent approvals for multi-unit developments in this area compared to any of the other neighbourhoods in the City.

The Garden Suburb and Garden Estate residential neighbourhoods, which make up the vast majority of the eastern half of the City, have a far lower concentration of multi-unit developments compared to the neighbourhoods around Chapel Street.

Discussions with agents also indicated that there has been a considerable amount of mixed use development comprising ground floor retailing in the City. That said, this retail type is proving harder to sell due to strata title, or harder to lease due to developments often being located off the main road and on the Area fringe. The retail component of the Coco Apartments in Prahran took a year to lease the two ground floor retail tenancies⁹.

According to agents, the residential component in mixed use developments is performing notable slower than the market 2-3 years ago. One particular agent indicated¹⁰ that 2-3 years ago one in every 15 enquiries resulted in a sale, whilst now it is one sale for every 30-40 enquiries. It was indicated that this was attributable not only to the current economic climate, but also the addition of approximately 14 new residential projects which are all releasing apartments at the same time - creating an initial oversupply of units which increases the buyers ability to negotiate and shop around for a dwelling which meets their exact requirements.

There are a number of existing and proposed multi-storey residential dwellings in the City of Stonnington, particularly around Chapel Street, as indicated in the following map.

2.3 PLANNING REFORM

As part of planning reform in Victoria there have been significant changes to zoning controls, including the application of new commercial and residential zones, along with amendments to 12 other existing zones (including mixed use and industrial).

Essentially the reforms seek to:

- Simplify requirements;
- Allow a broader range of activities to be considered; and
- Improve the range of zones to better manage growth.¹¹

⁷ City of Stonnington Draft Neighbourhood Character Review, Planisphere (2012)

⁸ City of Stonnington Planning Scheme: Clause 22.06 Residential Character, Amenity and Interface Policy, City of Stonnington (2007)

⁹ David Tripoussis, Fitzroys Melbourne Real Estate (March 2013)

¹⁰ David Tripoussis, Fitzroys Melbourne Real Estate (March 2013)

¹¹ <http://www.dpcd.vic.gov.au/planning/theplanningsystem/improving-the-system/new-zones-for-victoria>. Accessed 06.08.2013

The most significant impact on Activity Areas in the City of Stonnington will come from the deletion of the Business 1, 2, 3, 4 and 5 zones and their replacement with the Commercial 1 and 2 zones. New and amended zones came into effect on July 1, 2013 and were adopted by the City of Stonnington shortly afterwards.

2.3.1 COMMERCIAL 1 ZONE

The Commercial 1 Zone (C1Z) replaces the former Business 1, 2 and 5 zones. The zone is intended to create *“vibrant mixed use commercial centres for retail, office, business, entertainment and community uses, as well residential uses at densities complementary to the role and scale of the commercial centre.”*¹²

The major changes to the new C1Z from the former Business 1, 2 and 5 zones includes:

- Removing permit requirements for all accommodation uses (excluding a corrective institution) subject to satisfying a 2 metre frontage condition;
- Removing permit requirements for all retail uses (except for adult bookshop);
- Removing the conditions for education and exhibition centre;
- Allowing limitations on leasable floor area for office and shop in regional municipalities.¹³

2.3.2 COMMERCIAL 2 ZONE

The Commercial 2 Zone (C2Z) replaces the former Business 3 and 4 zones. The zone is intended to develop *“commercial areas for offices and appropriate manufacturing and industrial and limited retail uses that do not affect the safety and amenity of adjacent, more sensitive uses.”*¹⁴

The major changes to the new C2Z from the former B3Z and B4Z includes:

- Removing the permit requirement for cinema, cinema-based entertainment facility, food and drink premises, restricted retail premises, office and warehouse;
- Removing the maximum floor area restriction for an office;
- Making accommodation a prohibited use, except for caretaker's house, motel and residential hotel;
- Protecting sensitive uses by including a 30 metre buffer from industry and warehouse uses that do not require a permit;
- Allowing small scale supermarkets (up to 1,800sqm) and associated shops up to 500sqm without a permit in all metropolitan planning schemes. Supermarkets beyond 1,800sqm will require a permit.¹⁵

The C2Z will not apply to any land within the City of Stonnington given there was no B3Z OR B4Z land prior to the new and amended zones being implemented.

¹² <http://www.dpcd.vic.gov.au/planning/theplanningsystem/improving-the-system/new-zones-for-victoria/new-commercial-zones/commercial-1-zone>. Accessed 06.08.2013

¹³ Ibid

¹⁴ <http://www.dpcd.vic.gov.au/planning/theplanningsystem/improving-the-system/new-zones-for-victoria/new-commercial-zones/commercial-2-zone>. Accessed 06.08.2013

¹⁵ Ibid

2.3.3 INDUSTRIAL 3 ZONE

Following amendments to the Industrial 3 Zone (IN3Z), convenience store and small supermarket developments (<1,800sqm) with associated shop retailing (<500sqm) is permissible without the need for a permit.

Floorspace restrictions on office space in the IN3Z have also been removed, however Council has the ability to include a floorspace requirement through schedules to the zone.

2.3.4 POTENTIAL IMPACTS ON ACTIVITY AREAS IN THE CITY OF STONNINGTON

The greatest impact to Activity Areas in the City of Stonnington will come through the changing of the B2Z to C1Z. This change will have implications for all the Small Neighbourhood Activity Areas and 3.4 Hawksburn Village which were formerly under a B2Z. There are a number of implications of these Areas being rezoned to C1Z, including:

- Retail and commercial activity occurring beyond designated Activity Areas, threatening the established hierarchy of Activity Areas. The City of Stonnington formerly had no B3Z and B4Z, and only small amounts of B5Z and IN3Z land, where out-of-centre retail and commercial development could potentially occur given the implementation of new and amended zones. However, there are still some instances where out-of-centre development can threaten the role, function and viability of existing and established Activity Areas. There are some clear examples in the City of Stonnington where new retail and commercial development could easily occur beyond the established Activity Area Hierarchy, including on:
 - Former B5Z land located across the train line opposite 4.03 Beatty Avenue Small Neighbourhood Activity Area;
 - Former B5Z land located on the corner of Toorak Road and Milton Parade in Glen Iris;
 - IN3Z land located on the corner of the Monash Freeway and Tooronga Road; and
 - IN3Z land located adjacent to 4.18 High Street, Glen Iris.
- The removal of floorspace restrictions and broadening of permissible uses. In contrast to the former B2Z, permit requirements for retail and residential uses have been waived (including for supermarket development) and there are no longer any caps on office floorspace development. This change will lead to a greater scale and diversity of uses locating in Activity Areas and could potentially lead to uncontrolled development that does not suit the role, scale, function and character of Small Neighbourhood Activity Areas in the City of Stonnington.
- The ability of Council to control development in all Activity Areas in the City but particularly in Small Neighbourhood Activity Areas has been reduced. This will place a greater emphasis on structure planning processes.
- The potential for high density residential development to occur within Activity Areas. Whilst a mix of uses including retail, commercial and residential is always encouraged to create vibrant, strong Activity Areas, large scale, higher density residential development has the potential to locate in any and all Small Neighbourhood Activity Areas, potentially harming their individual character. There is also some risk that retail and commercial activity could be converted to residential uses in Activity Areas. This could potentially harm traditional strip shopping Areas by causing fragmentation between retail and commercial uses on the ground level.

The potential for greater land use conflicts and residential amenity impacts. Some Principal and Major Activity Areas in the City of Stonnington, including Chapel Street and High Street-Glenferrie Road, formerly had B2Z land acting as a buffer between more intensive and higher scale retail and commercial development and adjacent residential land. The new C1Z has the potential to reduce this buffer and create land use conflicts and residential amenity issues from larger scale retail and commercial uses.

2.3.5 DRAFT METROPOLITAN STRATEGY (PLAN MELBOURNE)

At the time that this Report was being finalised (in October 2013), the State Government released for public comment the draft Metropolitan Planning Strategy (2013-2050) – Plan Melbourne.

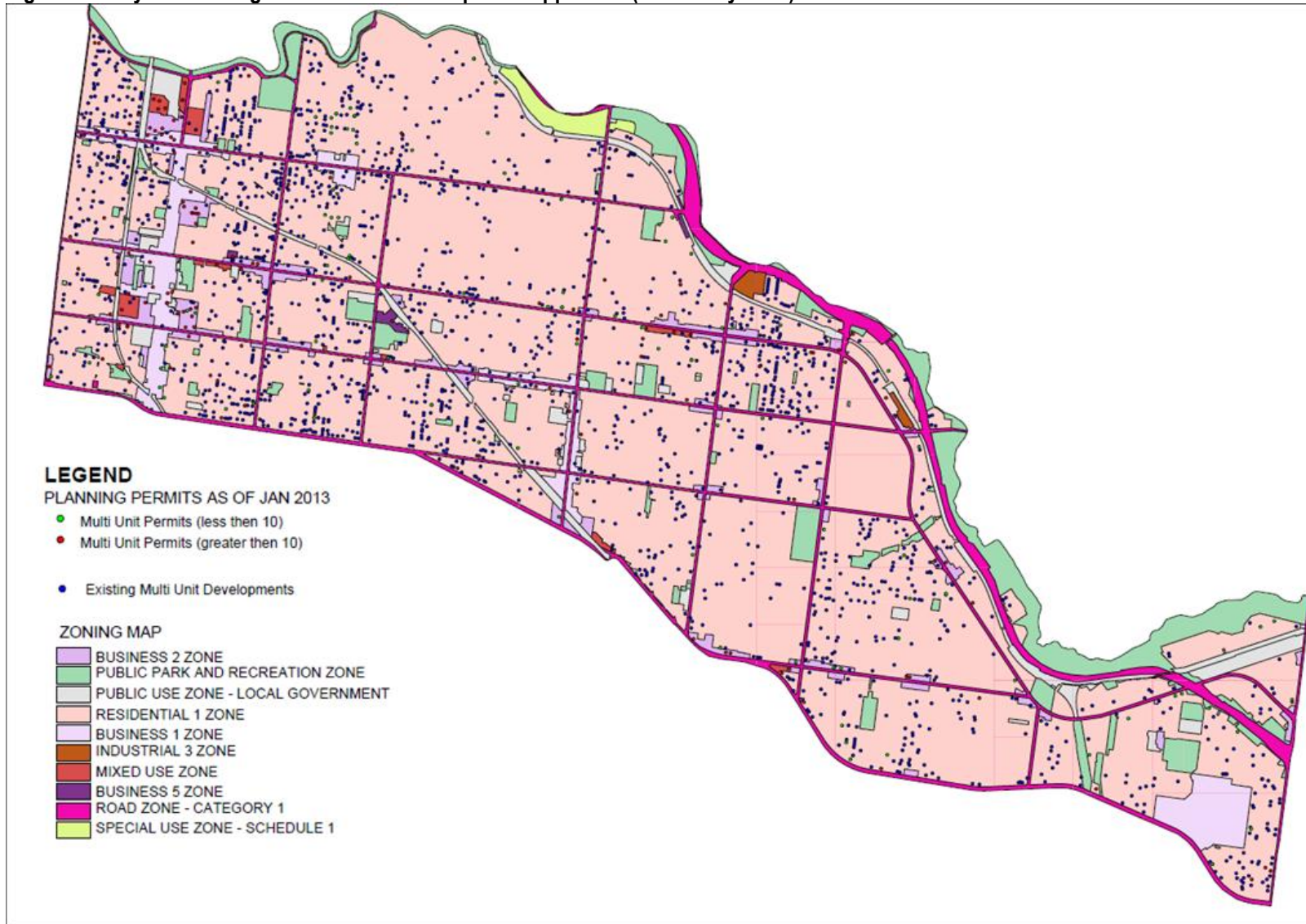
Plan Melbourne includes discussion about the role and designation of Activity Areas across Melbourne, including those in the City of Stonnington. Plan Melbourne identifies former Principal and Major Activity Areas as “Activity Centres”. Activity Centres in the City of Stonnington include Chadstone, Glenferrie Rd-High Street, and Chapel Street.

The policy directions included in Plan Melbourne are likely to impact on the role and function of Activity Areas and potentially impact how the Areas are planned and managed. For example, Plan Melbourne identifies that “Activity Centres”, including land within 400m of the boundary of a Centre’s commercial zone, are key growth areas to accommodate higher density housing.

This Activity Areas Economic Analysis Report highlights key characteristics and findings for each of Stonnington’s Activity Areas. These characteristics and findings will be further developed as a part of an Activity Areas Strategy (including specific Area structure plans), to direct the desired form, land use and function of these Areas.

When Plan Melbourne is finalised by the State Government, the City of Stonnington is likely to have a clearer understanding of any additional or specific information that will be required for consideration as part its Activity Areas Strategy.

Figure 4 - City of Stonnington Multi-Unit Development Approvals (at January 2013)



Source: City of Stonnington (2013)

3. DEMOGRAPHIC TRENDS

This Chapter reviews demographic trends in the City of Stonnington from 2001 to 2011 to understand how the City has changed over time (e.g. sectoral change, occupational change, dwelling change, household change, employment skills and trends, etc.). This Chapter also reviews forecast population and dwellings within the City compared to surrounding LGAs.

3.1 POPULATION AND AGE DISTRIBUTION

The Estimated Resident Population (ERP) of the City of Stonnington in 2011 was approximately 99,120 persons. This represents annual average growth of 9,140 persons (+0.97% per annum) over the period from 2001. This was below that experienced by surrounding LGAs such as Port Phillip (1.96%), Glen Eira (1.12%) and Yarra (1.37%), and was above that experienced by Boroondara (0.59%) and Monash (0.87%).

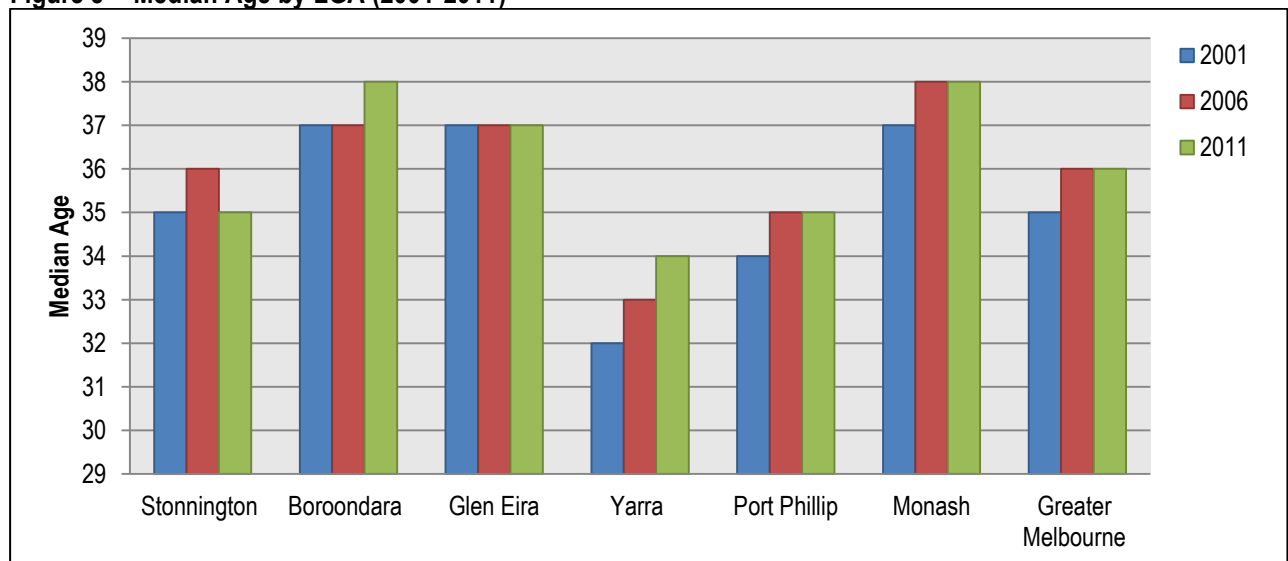
Table 3 - Estimated Resident Population Growth by LGA (2001-2011)

LGA	2001	2006	2011	Change 2001-2011	Average Annual Growth 2001-2011
Stonnington	89,978	95,011	99,118	9,140	0.97%
Boroondara	157,214	161,229	166,818	9,604	0.59%
Glen Eira	123,105	129,779	137,566	14,461	1.12%
Yarra	68,947	73,548	79,015	10,068	1.37%
Port Phillip	80,552	90,553	97,854	17,302	1.96%
Monash	163,141	168,708	177,970	14,829	0.87%
Greater Melbourne	3,471,625	3,743,015	4,107,945	636,320	1.70%

Source: ABS Estimated Resident Population Publication 3218.0

As can be seen in the graph below, there has been no change in the median age of residents in the City of Stonnington over the period 2001 to 2011. In all other municipalities apart from Glen Eira, the median age of residents has increased from 2001 to 2011.

Figure 5 - Median Age by LGA (2001-2011)



Source: ABS Census Time Series Data (2011)

Currently the most highly represented age group in the City of Stonnington is the 15 to 29 years cohort, closely followed by the 30 to 44 year age group. Over 60% of the population is 44 years and younger.

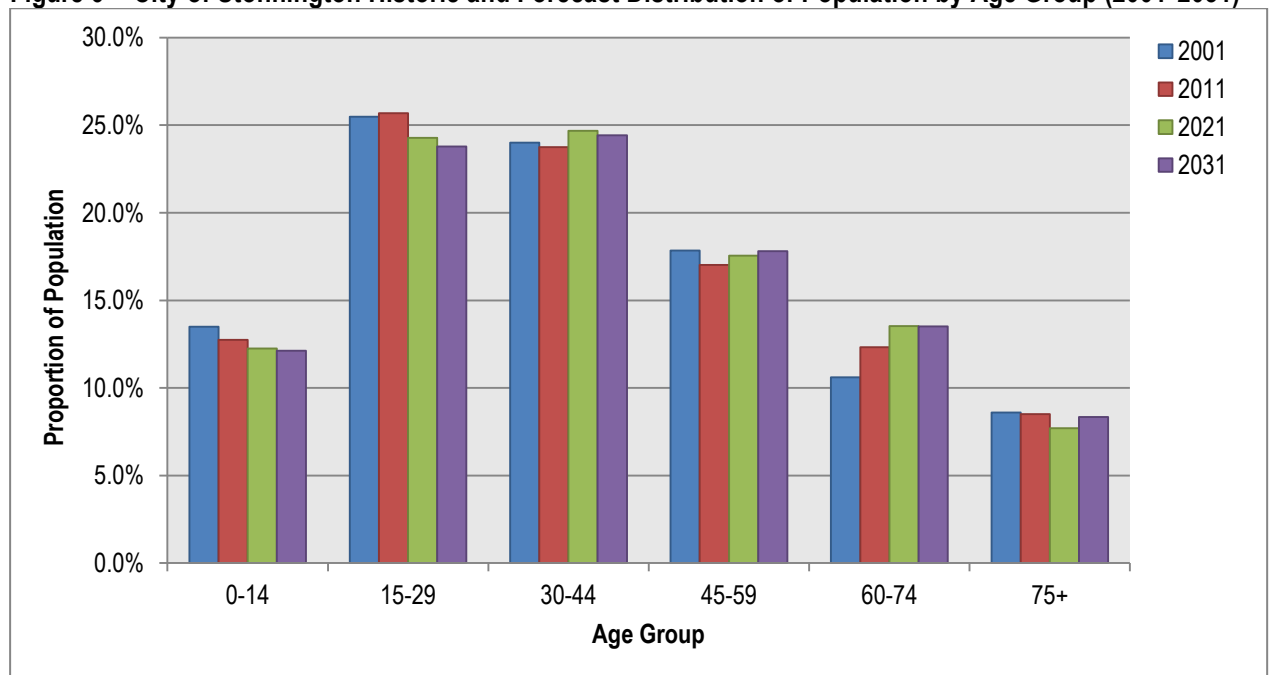
Forecast.id Consulting prepared population projections for the City of Stonnington to 2031, which show the City is expected to accommodate an additional 18,663 persons by 2031, equivalent to average annual growth of 0.87% per annum. Table 4 indicates that the population is anticipated to age with higher growth rates in the 45-74 year age groups.

Table 4 - City of Stonnington Historic and Forecast Estimated Resident Population (2001-2031)

Age Cohort	Historic*			Forecast**				Net Change 2011-2031	Av. Annual Growth 2011-2031
	2001	2006	2011	2016	2021	2026	2031		
0-14	12,138	12,427	12,629	13,188	13,447	13,835	14,278	1,649	0.62%
15-29	22,930	23,710	25,449	25,888	26,637	27,288	28,020	2,571	0.48%
30-44	21,590	22,913	23,531	26,292	27,078	27,992	28,772	5,241	1.01%
45-59	16,046	17,153	16,860	18,309	19,255	20,195	20,972	4,112	1.10%
60-74	9,545	10,736	12,218	14,062	14,844	15,264	15,917	3,699	1.33%
75+	7,729	8,073	8,431	7,729	8,447	9,318	9,822	1,391	0.77%
Total	89,978	95,011	99,118	105,468	109,708	113,892	117,781	18,663	0.87%

Source: *ABS Time Series Data (2011) and Estimated Resident Population Data (publication 3218.0). **Forecast .id Population Projections (2010)

Figure 6 - City of Stonnington Historic and Forecast Distribution of Population by Age Group (2001-2031)



Source: ABS Time Series Data (2011) and Forecasts ID Population Projections (2010)

In comparison to the Forecast.id Consulting projections, the Victoria in Future (VIF) Population Projections (2012) indicate that the City of Stonnington is expected to accommodate an additional 25,222 persons by 2031, equivalent to average annual growth of 1.14% per annum. VIF projections for surrounding LGAs indicate:

- Yarra and Port Phillip have higher average annual growth rates of 1.65% and 1.26% respectively; and
- Boroondara, Monash and Glen Eira are anticipated to have slower growth at 0.86%, 0.80% and 0.90% per annum respectively.

3.2 HOUSEHOLD AND DWELLING CHARACTERISTICS

At the 2011 ABS Census, the City of Stonnington had an estimated 47,022 dwellings, an increase of 3,053 dwellings since 2001 (equivalent to average annual growth of 305 dwellings per annum). In many cases, this was slower growth than that experienced by surrounding municipalities.

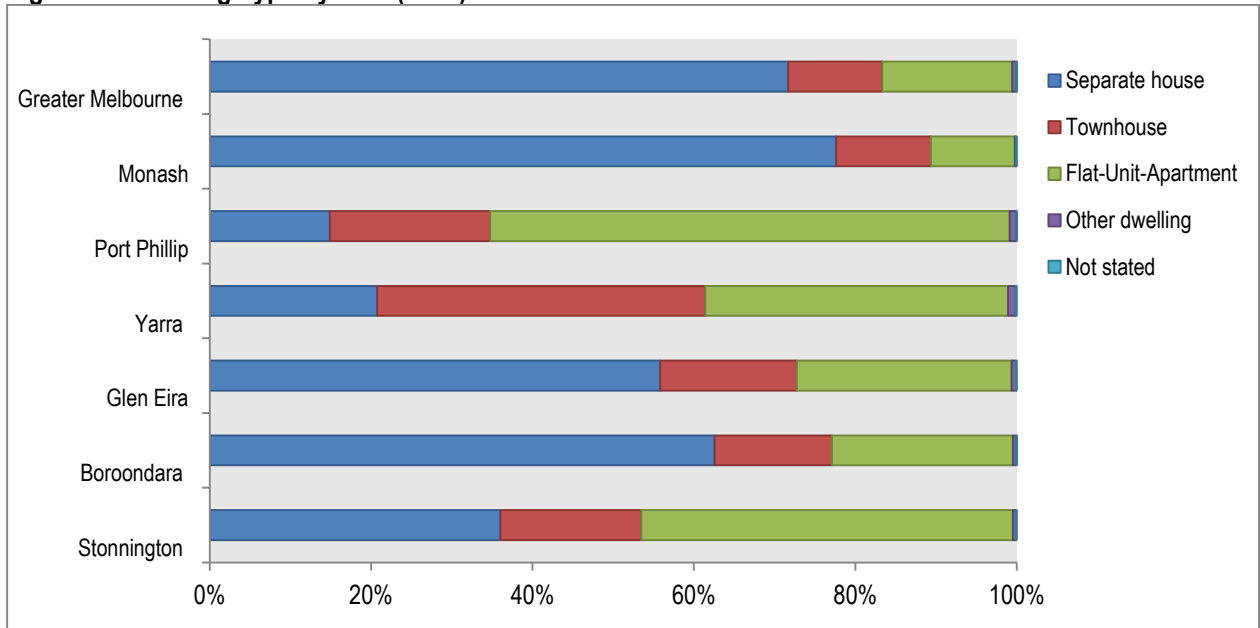
Table 5 - Dwelling Growth by LGA (2001-2011)

LGA	2001	2006	2011	Change 2001-2011	Average Annual Growth 2001-2011
Stonnington	43,969	44,960	47,022	3,053	0.67%
Boroondara	61,716	62,972	65,010	3,294	0.52%
Glen Eira	52,585	54,370	56,207	3,622	0.67%
Yarra	32,785	34,666	36,818	4,033	1.17%
Port Phillip	44,468	49,069	52,273	7,805	1.63%
Monash	60,137	62,907	65,498	5,361	0.86%
Greater Melbourne	1,344,624	1,471,155	1,636,167	291,543	1.98%

Source: ABS Census Time Series Data (2011)

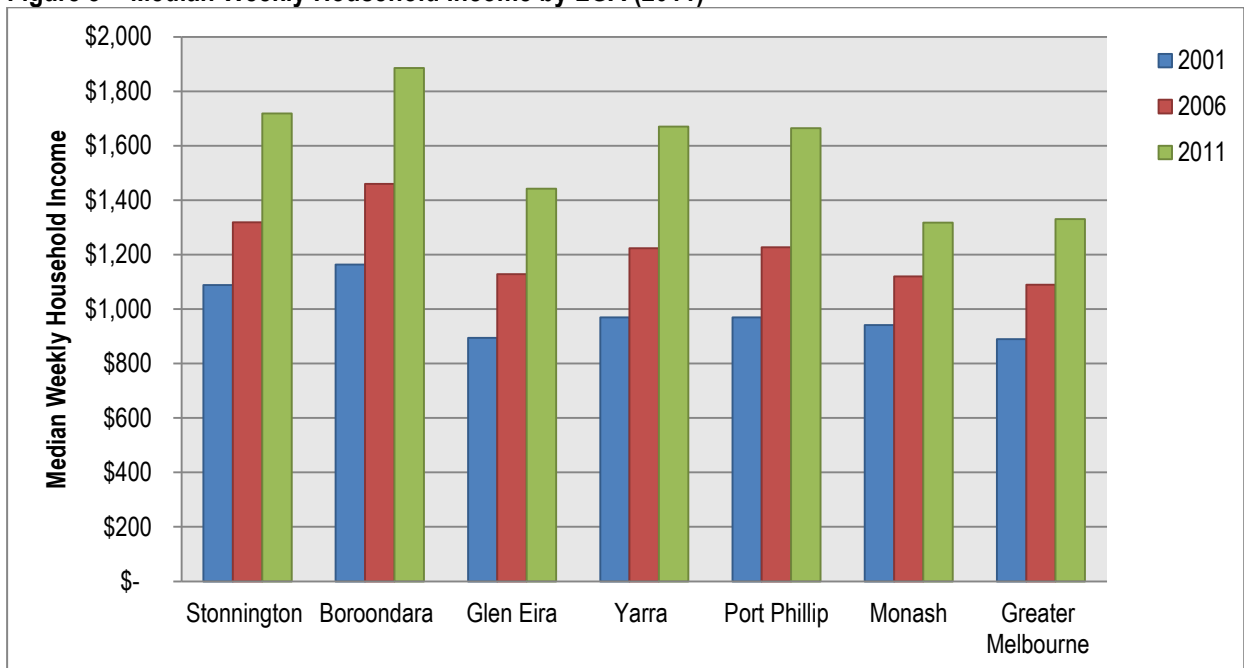
Key household and dwelling characteristics of the City of Stonnington are identified below:

- Over half of all households in the City were family households in 2011. Whilst Stonnington and surrounding areas have experienced growth in family households, Monash (and Greater Melbourne as a whole) has witnessed a decrease in family households between 2001 and 2011.
- Of all family households, there was a lower proportion of families with children within Stonnington (39% of all families), compared to couple families without children (46%).
- Since 2001 both Stonnington and Yarra have experienced an increase in couples without children (+2.8% and +3.7% per annum respectively).
- Stonnington has experienced declines in couples with children (-0.65% per annum) and one parent families (-1%) since 2001. Glen Eira experienced the greatest growth in couples with children over the same period (+2.5%).
- In 2011 the most common dwelling type in Stonnington was flats and units (46%) followed by separate detached dwellings (36%). Since 2001 Stonnington and surrounding LGAs have experienced growth in townhouses, flats and units. This trend is reflective of strong demand for inner city living and increased densities in transport accessible locations.
- In comparison to surrounding LGAs, Stonnington contained the third lowest proportion of separate dwellings (behind Yarra and Port Phillip) and the second highest proportion of flats and units (behind Port Phillip).
- Home ownership levels in the City of Stonnington have not changed significantly since 2001 (50%), whilst surrounding areas have experienced decreasing ownership and an increase in rental dwellings (and therefore an increase in residential investment activity).

Figure 7 - Dwelling Type by LGA (2011)

Source: ABS Census Time Series Data 2011

The median weekly household income of Stonnington increased by \$630/week to \$1,718/week between 2001 and 2011, representing a 58% increase over the period. By comparison, median weekly incomes in Stonnington were higher than surrounding LGAs with the exception of Boroondara (\$1,886).

Figure 8 - Median Weekly Household Income by LGA (2011)

Source: ABS Census Time Series Data (2011)

4. EMPLOYMENT & WORKFORCE TRENDS

The characteristics of a resident workforce are an important factor in defining a region's employment strengths and weaknesses. It is important to note that the resident workforce (or labour force) in many cases will travel outside of their resident LGA for work.

4.1 RESIDENT WORKFORCE BY OCCUPATION AND INDUSTRY

In 2011 there were 50,930 working residents in the City of Stonnington. The most common occupations were professionals (39%), managers (18%) and clerical and administrative workers (14%). Those occupations were also consistently the top three occupations of surrounding LGAs.

The industry that employed the largest number of working residents in Stonnington in 2011 was professional, scientific and technical services (17% of all resident workers). This was followed by the health care and social assistance (12%) and retail trade (9%) sectors. Between 2001 and 2011 the number of Stonnington workers employed in electricity, gas, water and waste services, construction, and public administration and safety increased at the greatest rate (+102%, +62% and +50% respectively).

Table 6 - City of Stonnington Industry of Employment (2001-2011)

Industry	2001	2006	2011	Change 2001 - 2011	Proportion Change 2001-2011 (%)
Agriculture, forestry and fishing	201	164	190	-11	-5%
Mining	138	114	181	43	31%
Manufacturing	3,321	2,791	2,527	-794	-24%
Electricity, gas, water and waste services	221	280	447	226	102%
Construction	1,344	1,645	2,182	838	62%
Wholesale trade	2,306	2,483	2,336	30	1%
Retail trade	4,599	4,820	4,783	184	4%
Accommodation and food services	3,002	3,118	3,358	356	12%
Transport, postal and warehousing	1,017	949	1,062	45	4%
Information media and telecommunications	2,114	1,787	1,731	-383	-18%
Financial and insurance services	3,514	3,952	4,184	670	19%
Rental, hiring and real estate services	1,154	1,119	1,333	179	16%
Professional, scientific and technical services	7,474	7,656	8,610	1,136	15%
Administrative and support services	2,033	1,922	1,954	-79	-4%
Public administration and safety	1,367	1,786	2,049	682	50%
Education and training	3,555	3,576	3,917	362	10%
Health care and social assistance	4,904	5,182	6,057	1,153	24%
Arts and recreation services	982	1,071	1,275	293	30%
Other services	1,222	1,273	1,361	139	11%
Inadequately described/Not stated	978	1,108	1,160	182	19%
Total	45,446	46,796	50,697	5,251	

Source: ABS Census Time Series Data (2011)

By contrast, the proportion of working residents in manufacturing decreased the most significantly since 2001 (-24%). A significant decrease was also experienced in information media and telecommunications (-18%), agriculture, forestry and fishing (-5%) and administrative and support services (-4%).

4.2 JOB CONTAINMENT

Journey to work data as compiled by the ABS uses employment counts for specific locations to analyse industry trends and methods of travel to work. Table 7 - indicates where the City of Stonnington's 47,135 working residents travelled to for employment at 2006.¹⁶

Table 7 - Where Residents in City of Stonnington Travel for Employment (2006)

Local Government Area	No. Working Residents	Proportion of Total
Melbourne	14,324	30%
Stonnington	10,454	22%
Port Phillip	3,862	8%
Yarra	2,640	6%
Boroondara	2,316	5%
Monash	2,194	5%
Other	11,345	24%
Total Employed Residents in Stonnington	47,135	100%

*Count of employed persons aged 15 years and over (excludes overseas visitors).

Source: ABS, Journey to work, unpublished data (2006).

The results indicate that less than a quarter of all working residents live and work within the City of Stonnington. Almost 78% of all working Stonnington residents leave their home LGA for employment, with 30% travelling to the City of Melbourne and 23% working in Monash, Port Phillip, Yarra and Boroondara.

Table 8 shows where those working in the City of Stonnington reside. The results show the City of Stonnington accommodated 44,382 jobs in 2006, of which 24% were filled by local working residents. 32% of jobs were filled by workers who travelled from adjoining LGAs such as Glen Eira, Monash, Boroondara and Port Phillip.

Table 8 - Where Workers in the City of Stonnington Reside (2006)

Local Government Area	No. Workers	Proportion of Total
Stonnington	10,454	24%
Glen Eira	4,102	9%
Monash	3,799	9%
Boroondara	3,767	8%
Port Phillip	2,550	6%
Whitehorse	1,804	4%
Bayside	1,675	4%
Other	16,231	37%
Total Workers in Stonnington	44,382	100%

Source: ABS Census of Population and Housing Customised Data Report (2006)

4.3 UNEMPLOYMENT

Unemployment within the City of Stonnington has declined from 5.1% in 2001 to 4.4% in 2011. The City of Stonnington had the second lowest unemployment rate in the inner Melbourne region at 2011, second only to Port Phillip (4.3%) with Monash having the highest rate of unemployment at 6.2%.

¹⁶ 2011 Journey to Work data is available through agreement with Council and the ABS

5. EXISTING ACTIVITY AREAS HIERARCHY

The purpose of this Chapter is to understand the purpose of an Activity Areas hierarchy and review the existing hierarchy for the City of Stonnington as outlined in current Council planning policy.

5.1 PURPOSE OF AN ACTIVITY AREAS HIERARCHY

Providing a robust Activity Area hierarchy is an effective means of planning for growth. An Activity Area hierarchy can guide decisions around investment, land use and economic development in a rational and justifiable way in accordance with the role of Areas and their attributes. There are a range of benefits associated with providing a clear and delineated Activity Areas classification, including that it:

- Assists in distributing new development in a manner which supports sustainable development, access to services and a vital and viable network of Activity Areas;
- Provides certainty for businesses, investors and residents;
- Supports clustering of similar activities and in doing so promotes competition, economic efficiencies between businesses, economic activity and other benefits of agglomeration;
- Reduces the need for car journeys and reliance on the private car through a collocation of activities;
- Ensures efficient use of transport infrastructure and promoting transport orientated development leading to reduced movement and infrastructure cost savings;
- Promotes healthier lifestyle choices by encouraging walking, cycling and public transport options to access goods and services;
- Reduces competition for resources between different Areas;
- Focuses housing development on locations which are best suited and serviced to accommodate such development whilst minimising demand on public finances and precious natural resources; and
- Avoids ad-hoc development.

In essence, an Activity Area hierarchy allows growth to be planned in an economically effective manner by focusing resources and investments on locations commensurate with their role. In so doing, services can be located where they can provide the greatest benefit and access to the most people, reducing distances travelled by the community. Activity Areas are therefore an essential planning tool to achieving optimal social, economic and environmentally sustainable design outcomes.

In identifying the role of Activity Areas at different hierarchical levels a robust Activity Area classification provides certainty for stakeholders with an interest in planning for the future, ranging from government agencies through to businesses, developers and investors. Focusing investment in appropriate Areas also supports their liveability and attractiveness to workers in a '*virtuous cycle*' with investment attracting more jobs and residents which in turn supports further investment.

5.2 CITY OF STONNINGTON ACTIVITY AREA HIERARCHY

In the analysis of Activities Areas for the purpose of this Study, it is recognised that the higher order Activity Areas implicate both the current and future role and function of smaller Areas (and vice versa). The existing hierarchy of Activity Areas within the City of Stonnington is defined in the City of Stonnington Commercial Areas Strategy (1999), which formed the basis for changes made to the City of Stonnington Planning Scheme Clause 21.04 Activity Areas - Character.

Table 9 identifies Activity Areas within the City of Stonnington, their classification and role (also refer to Figure 9).

Table 9 - City of Stonnington Existing Activity Areas Hierarchy

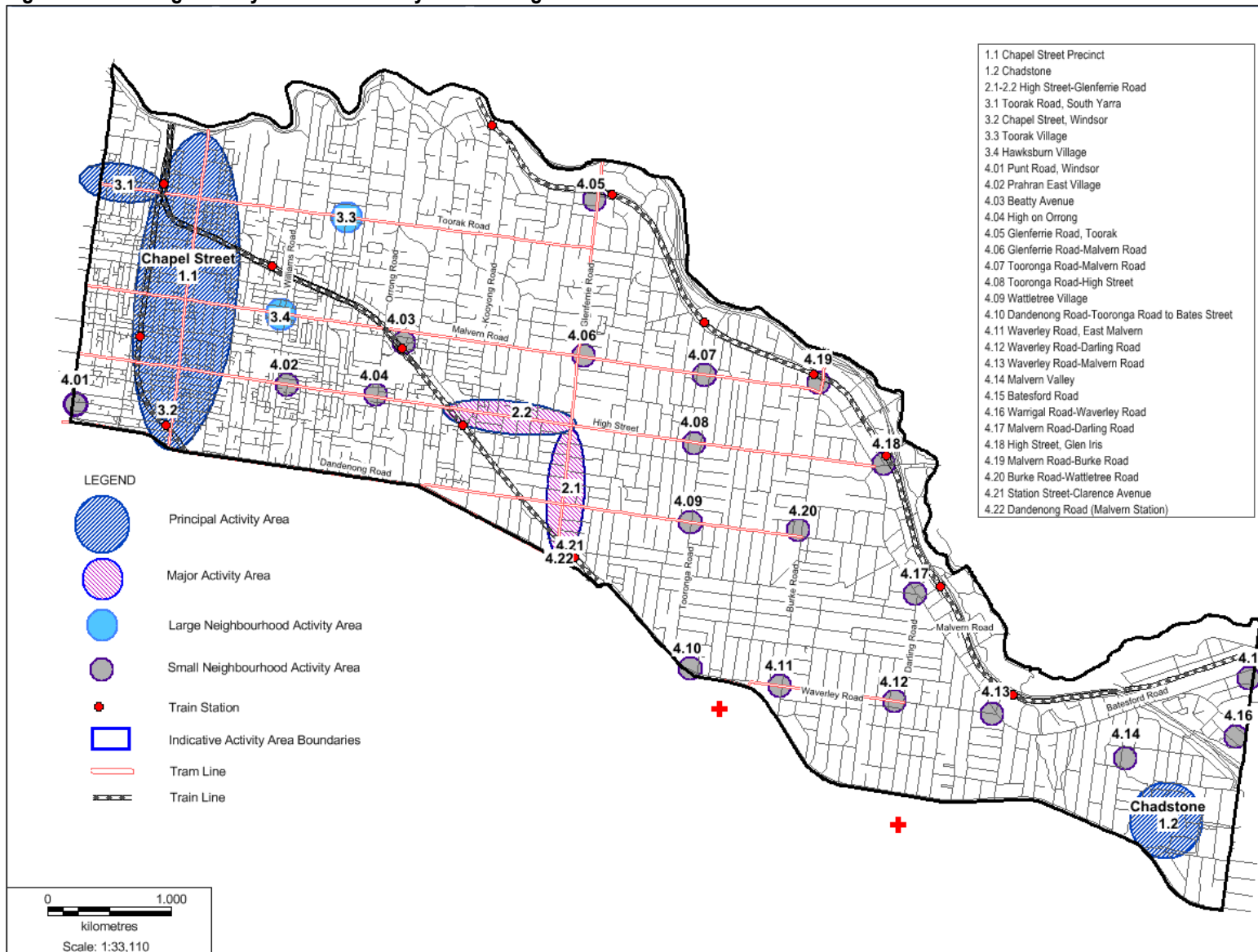
Designation	Area	Role
Principal	Chapel Street (Prahran/South Yarra) Chadstone	Regional Area with both local and regional roles accommodating larger scale retail uses, complementary entertainment uses and goods and services to meet every day and specialty needs.
Major	Glenferrie Road, Malvern High Street, Armadale	Sub-regional Area with both local and sub-regional roles accommodating a variety of goods and services to meet both every day and specialty needs.
Neighbourhood (Large)	Toorak Village Toorak Road, South Yarra Chapel Street, Windsor Hawksburn Village	Larger local Areas catering for everyday needs and wider specialty markets.
Neighbourhood (Small)	Waverley Road, Malvern East and other small Activity Areas	Small local Areas including traditional strip Areas and more extensive Areas with mixed retail and service uses. Seek to retain a 'hub' of retail uses for every day needs while encouraging other changes to improve effectiveness and appearance.
Mixed Use	Small Mixed Use Areas (Mixed Use & B5 Zones)	Areas scattered throughout Stonnington containing a mix of service and industrial uses but also some retail and residential uses.

Source: City of Stonnington Planning Scheme, Clause 21.04-2 Activity Areas - Character, City of Stonnington (2012)

For the purpose of this Study:

- Five larger retail Areas and 20 Small Neighbourhood Activity Areas have been examined;
- The five large Areas include Chapel Street, Chadstone Shopping Centre, Glenferrie Road-High Street, Toorak Village and Hawksburn Village;
- Four Activity Areas have been included as part of larger adjacent Activity Areas, including:
 - 3.1 Toorak Road, South Yarra as part of Chapel Street;
 - 3.2 Chapel Street, Windsor as part of Chapel Street;
 - 4.21 Station Street-Clarence Avenue, Malvern as part of High Street-Glenferrie Road; and
 - 4.22 Dandenong Road (Malvern Station), Malvern as part of High Street-Glenferrie Road.

Figure 9 - Existing Activity Areas in the City of Stonnington



Source: City of Stonnington and Hill PDA (2013)

6. CRITERIA OF ASSESSMENT FOR ACTIVITY AREAS

The purpose of this Chapter is to outline the methodology applied to assess Activity Areas. The assessment included:

- Understanding of floorspace supply by land use type;
- Key characteristics of each Area in terms of accessibility and public transport, urban design etc.;
- Identification of the trade area; and
- Strengths, weaknesses and opportunities of each Area.

The results of the individual assessments (Chapter 8) indicate how much each Activity Area is currently performing in addition to the role they play within the City's Activity Area hierarchy.

6.1 FLOORSPACE SUPPLY ASSESSMENT METHODOLOGY

Previous work undertaken on Activity Areas as part of City of Stonnington Commercial Areas Strategy (1999) failed to set out Activity Area boundaries. As such, for the purposes of this Study, Hill PDA has identified boundaries based on previous structure planning work undertaken and on existing Business and Mixed Use zonings where structure planning has not occurred. Where retail, commercial or social activity is located within close proximity of Business and Mixed Use zones but is under an alternate zone, the boundary has been extended to include these activities. This situation applies specifically for Activity Areas: 4.02 Prahran East Village; 4.06 Glenferrie Road-Malvern Road; and 4.14 Malvern Valley.

In February 2013 Hill PDA completed a floorspace survey of each of the Activity Areas which are the focus of this Study. The surveys measured the type of retail and commercial premises within the City based on those areas covered by Business 1, Business 2 and Mixed Use zonings, together with an approximation of floorspace by land use type. This was confirmed against Council's valuation database. As part of the floorspace surveys both shopfront (ground floor) and shop-top (upper floors) tenancies were noted. For the purpose of the surveys, retail premises were organised into the following categories.

Table 10 - Retail Floorspace Types

Land Use Type	Examples
Department Store	Myer, David Jones
Discount Department Stores	Big W, Kmart, Target
Mini Major	Top Shop, JB Hi-Fi, Priceline.
Supermarket	Safeway, Coles, IGA, ALDI, Foodworks
Specialty Food	Butcher, baker, deli, liquor store
Specialty Non Food	Newsagent, pharmacy, jewellers, book store, gift shops.
Cafes & Restaurants	McDonalds, TGI Fridays, coffee shops.
Take-away Food	Indian and Chinese take-away, fast food with little seating capacity (Subway, Pizza Hut).
Convenience Store	7Eleven, Coles Express (attached to a petrol station) and independent corner stores / 'milk bars'.
Clothing	Just Jeans, Payless Shoes, Sportsgirl, Rivers, independent retailers (hats, bags and sunglasses).
Bulky Goods	Harvey Norman, Dick Smith, Bunnings, Sleep City, Domayne, Lincraft, Anaconda, small electronics.
Personal Services	Hairdressers, repairs, DVD hire, dry cleaning, optical services, massage, photographic processing.

Other types of premises were organised into the following groups.

Table 11 - Other Floorspace Types

Land Use Type	Examples
Commercial – Finance	Banks, building societies, financial planners and accountants.
Commercial – Government	Arealink, Department of Human Services, Council, government employment services.
Commercial – Legal	Solicitors, other legal services.
Commercial – Medical	Medical practice, dentist, physiotherapist, remedial massage.
Commercial – Real Estate	Real estate agent.
Commercial – Travel Agent	Travel agent.
Commercial – General	Other commercial floorspace including architectural services, head office operation,
Community	Libraries, community Areas, churches.
Entertainment	Cinemas, video arcades.
Recreation and Fitness	Gymnasiums, yoga Areas.
Hotels	Licensed Venues (pubs and night clubs)
Automotive	Car sales, auto repair, petrol station, automotive repair yards
Other	Other land uses including education.
Vacant	Vacant shopfronts and offices

Residential and industrial uses such as warehousing and factory uses were not included in the total floorspace provision at each Area but were noted where appropriate.

In summary, based on Hill PDA's floorspace survey, Activity Areas within the City of Stonnington accommodate around 910,000sqm of retail, commercial and other floorspace.

Chapel Street is the largest node of activity in the City accounting for approximately 42% of all Activity Area floorspace (equivalent to 380,000sqm). Chadstone Shopping Centre is the next largest (approximately 170,000sqm), followed by High Street-Glenferrie Road (121,000sqm). The largest Neighbourhood Activity Area is Hawksburn Village (almost 46,000sqm).

The quantum of floorspace associated with each Activity Area (including retail, commercial, other and vacant) is provided in Table 12.

Table 12 - Activity Areas by Broad Land Use Category (sqm GLA)

Activity Area	Retail	Commercial	Other	Vacant	Total	Proportion
Principal Activity Areas:						
1.1 Chapel Street	150,550	143,495	73,753	12,993	380,791	41.8%
1.2 Chadstone Shopping Centre	131,766	19,318	17,956	1,145	170,185	18.7%
Major Activity Areas:						
2.1-2.2 High Street-Glenferrie Road	72,046	30,820	11,081	6,950	120,898	13.3%
Large Neighbourhood Activity Areas:						
3.3 Toorak Village	14,823	10,828	1,769	1,959	29,378	3.2%
3.4 Hawksburn Village	18,062	12,464	13,563	1,869	45,959	5.0%
Small Neighbourhood Activity Areas:						
4.01 Little Windsor on Punt	660	1,756	1,448	947	4,811	0.5%
4.02 Prahran East Village	9,794	2,468	2,017	80	14,359	1.6%
4.03 Beatty Avenue	1,476	103	60	90	1,729	0.2%
4.04 High on Orrong	4,706	1,584	1,771	386	8,447	0.9%
4.05 Glenferrie Road, Toorak	1,108	734	-	-	1,842	0.2%
4.06 Glenferrie Road-Malvern Road	650	3,458	771	-	4,879	0.5%
4.07 Tooronga Road-Malvern Road	10,024	9,489	8,702	2,842	31,057	3.4%
4.08 Tooronga Road-High Street	5,072	1,861	4,454	-	11,387	1.3%
4.09 Wattleree Village	1,298	2,304	2,033	1,907	7,541	0.8%
4.10 Dandenong Road-Tooronga Road to Bates Street	5,560	3,208	3,272	1,185	13,225	1.5%
4.11 Waverley Road, Malvern East	4,200	5,566	3,996	799	14,561	1.6%
4.12 Waverley Road-Darling Road	3,542	1,642	290	376	5,850	0.6%
4.13 Waverley Road-Malvern Road	2,272	1,895	826	86	5,079	0.6%
4.14 Malvern Valley	589	579	1,079	-	2,247	0.2%
4.15 Batesford Road	148	291	-	-	439	0.05%
4.16 Warrigal Road-Waverley Road	1,388	621	1,470	358	3,837	0.4%
4.17 Malvern Road-Darling Road	1,764	5,498	3,936	827	12,025	1.3%
4.18 High Street, Glen Iris	1,051	5,336	121	44	6,552	0.7%
4.19 Malvern Road-Burke Road	1,130	4,083	65	254	5,532	0.6%
4.20 Burke Road-Wattleree Road	2,796	4,345	165	137	7,443	0.8%
Total Floorspace in the City	446,475	274,099	189,831	35,359	910,406	100.0%

Source: Hill PDA (2013)

As expected, retail is the most prevalent land use in the Activity Areas providing 446,475sqm or 49% of all floorspace. Total floorspace vacancies at the time of survey accounted for a total of 35,359sqm, or 3.9% of floorspace.

Note that detailed floorspace tables relating to the Small Neighbourhood Activity Areas are provided in Appendix 1. Maps for each of the Areas investigated have also been provided. These outline the extent of land assessed as part of this Study as well as key retail anchors and other non-retail attractors.

6.2 SOCIAL, COMMUNITY AND RECREATIONAL INFRASTRUCTURE

An important component of the assessment of Activity Area's in the City of Stonnington involved the identification of social and community infrastructure. This includes the likes of libraries, childcare centres, community halls, civic centres and active recreation areas. The strength of any Activity Area depends on the strength of a number of different land uses including retail, commercial, social/community and entertainment. As is further identified throughout the individual precinct profiles in Chapters 9-12, social and/or community infrastructure is located within or in close proximity to many of the Activity Areas in the City of Stonnington. Table 13 highlights community and social infrastructure which is either located within or in the immediate vicinity of Activity Areas in the City of Stonnington.

Whilst retail and commercial uses are typically the key anchors and act as the main attractors for Activity Areas, this role can also be played by social, community and recreational facilities either within or in close proximity to Activity Areas, including (but not limited to):

- Community centres (such as the Phoenix Park Community Centre to the north-east of Malvern Valley Small Neighbourhood Activity Area) incorporating meeting and conference rooms, kitchens and a community hall;
- Large-scale recreational facilities such as swimming pools and indoor sports centres;
- Primary, secondary and tertiary education institutions.

These types of facilities attract different demographics including mothers, fathers and children, young adults and elderly residents in particular.

Table 13 - Social, Community and Recreation Infrastructure Audit

Activity Area	Social, Community and Recreation Infrastructure and Facilities									
	Community Centre ¹	Library	Place of Worship	Children's Centre / Childcare / Kindergarten	Education Facilities ²	Council Offices	Recreation Facilities ³	Parks, Gardens and Ovals ⁴	Public Safety, Health and Other Services ⁵	Other Infrastructure / Facilities ⁶
1.1 Chapel Street										
1.2 Chadstone Shopping Centre										
2.1-2.2 High Street-Glenferrie Road										
3.3 Toorak Village										
3.4 Hawksburn Village										
4.01 Little Windsor on Punt										
4.02 Prahran East Village										
4.03 Beatty Avenue										
4.04 High on Orrong										
4.05 Glenferrie Road, Toorak										
4.06 Glenferrie Road-Malvern Road										
4.07 Tooronga Road-Malvern Road										
4.08 Tooronga Road-High Street										
4.09 Wattleree Village										
4.10 Dandenong Road-Tooronga Road to Bates Street										
4.11 Waverley Road, Malvern East										
4.12 Waverley Road-Darling Road										
4.13 Waverley Road-Malvern Road										
4.14 Malvern Valley										
4.15 Batesford Road										
4.16 Warrigal Road-Waverley Road										
4.17 Malvern Road-Darling Road										
4.18 High Street, Glen Iris										
4.19 Malvern Road-Burke Road										
4.20 Burke Road-Wattleree Road										
Legend: <div> <div>No Facilities</div> <div>One Facility</div> <div>Two or More Facilities</div> </div>										
Notes: ¹ Includes maternal and child health, meeting space, general counselling. ² Includes primary, secondary and tertiary education facilities ³ Includes active recreation such as pools, basketball courts. ⁴ Includes sporting fields, public reserves etc. ⁵ Includes hospital, police station, fire station. ⁶ Includes men's sheds, U3A and scout groups										

6.3 SOURCES OF RETAIL SPEND

As part of the individual Activity Area assessments, retail trade areas were identified and sources of retail spend captured by each Area are noted. These included the following sources of spend:

- Residents in the trade area;
- Workers within the Activity Area or in adjacent employment precincts;
- Passing trade; and
- Tourists or visitors from beyond the City of Stonnington.

Identification of the resident trade area takes account of a number of factors and characteristics of each Area including the retail composition, layout and general ambience, competing Areas, location and accessibility, and physical barriers such as rivers and railways.

The identification of sources of retail spend (including further detail on trade area identification) is outlined in Chapter 9. The quantum of retail expenditure captured by the City of Stonnington is further discussed in Chapter 10 which also outlines the methodology used to assess retail turnover available to Activity Areas from the likes of residents, workers and visitors.

7. INDIVIDUAL ACTIVITY AREA ASSESSMENTS

The following sections outline the key characteristics of each Activity Area, together with its floorspace supply, resident trade area, strengths, weaknesses and opportunities.

7.1 CHAPEL STREET PRINCIPAL ACTIVITY AREA (1.1)

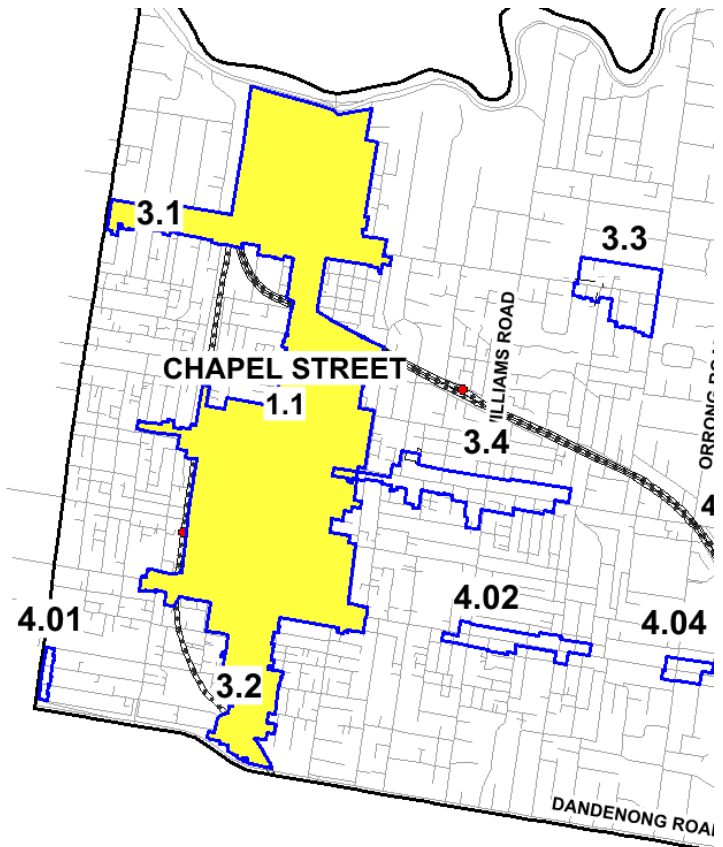
Table 14 outlines the key characteristics of Chapel Street Principal Activity Area. Analysis was informed by Hill PDA's own research together with the Chapel Vision Structure Plan (2007) and the Draft Chapel reVision Structure Plan (2013-2031). Note that the Toorak Road, South Yarra (3.1) and Chapel Street, Windsor (3.2) Large Neighbourhood Activity Areas have been assessed as part of Chapel Street Principal Activity Area as a whole.

Table 14 - Chapel Street Principal Activity Area Assessment

General Character Statement
<p>Chapel Street is one of Melbourne's most prominent and iconic strip retailing Areas. Located at the western fringe of the City of Stonnington, the Principal Activity Area comprises a range of standalone shopping centres and distinct precincts including Greville Street, Prahran, Toorak Road, South Yarra and Forrest Hill, South Yarra.</p> <p>One of the key attractions and strengths of the Area is its broad and diverse mix of shopping and eating and drinking options. The Area comprises around 150,000sqm of retail floorspace but is particularly renowned for its provision of cafés and restaurants, entertainment activities (including pubs, clubs and bars) and designer fashion stores. Key retail anchors within the Area include Big W at Vogue, Prahran Market, Top Shop, Coles, Prahran, Woolworths, Prahran and ALDI.</p> <p>The Chapel Street Activity Area can broadly be divided into three separate sections: South Yarra, Prahran and Windsor.</p> <p>South Yarra includes Toorak Road which has a higher concentration of clothing store floorspace and Forrest Hill which represents the largest concentration of commercial office floorspace in the City of Stonnington. In addition to these distinct precincts, the South Yarra section of the Area contains the recently developed Vogue shopping centre (anchored by a Big W DDS and Woolworths supermarket) and Como Centre. The South Yarra precinct is also an important transport entry point and includes the South Yarra Station on Toorak Road, a key public transport node. At the very northern edge of the Area is Melbourne High School which contributes to pedestrian activity through this section of the Area.</p> <p>The Prahran component of the Chapel Street Area includes the greatest concentration of retailing and pedestrian activity in the Area. It includes the Jam Factory shopping centre (anchored by a Top Shop, Target Urban and Village Cinemas complex), Chapel Plaza and Prahran Market. South of Commercial Road is Pran Central, two full-line supermarkets, Council offices and the Prahran Town Hall. The section between Commercial Road and High Street also includes the Greville Street precinct which is focused on the provision of designer clothing, bars, cafes and restaurants and has strong heritage values.</p> <p>The Windsor end of Chapel Street has traditionally commanded less pedestrian visitation than South Yarra and Prahran however in recent years a number of contemporary bars, cafes and restaurants have opened which has given this section of the Area a more vibrant and cutting edge appeal. These activities have fed off the presence of Swinburne University and the National Institute of Circus Arts (NICA) which are both located just south of High Street. It is understood that Swinburne University have plans to move their Prahran campus to their main campus in Hawthorn however which could reduce demand for some of these activities in the short-term. However given the ongoing popularity and strength of the Chapel Street Area there is unlikely to be any long-term decline in activity.</p> <p>The Chapel Street Activity Area also comprises important heritage assets which contribute significantly to its overall amenity and charm. There are significant pockets of late 19th and early 20th century shopfronts including buildings of national, state and local significance spread throughout the Area such as the Prahran Town Hall, Prahran Arcade and the Former CBA Bank building. The highest concentrations of significant heritage buildings are located between Malvern Road and High Street. This area accommodates an impressive collection of Victorian and Edwardian retail shopfronts and also early 20th century emporia which are rarely found beyond the central city area of Melbourne.</p> <p>The Area is also an employment hub in the wider City area, containing around 14,000-15,000 jobs.</p>
Location
<p>Chapel Street is identified within the Draft Chapel reVision Structure Plan (2013-2031) as comprising three sub-precincts in South Yarra, Prahran and Windsor. The Area is located in the west of the City of Stonnington and is one of two Principal Activity Areas located in the municipality. Chapel Street is parallel to St Kilda Road and is within close proximity (4km by road) of Melbourne CBD.</p>

Chapel Street is in close proximity to a number of Activity Areas in the City of Stonnington given its size and capacity, including:

- 3.4 Hawksburn Village (250m to the east);
- 4.01 Punt Road (800m to the west);
- 4.02 Prahran East Village (500m to the east);
- 3.3 Toorak Village (700m to the east)



Zoning and Area Type

Chapel Street is a strip shopping precinct with a number of integrated freestanding shopping Areas. Land Use Zones include:

- Commercial 1 (formerly Business 1 and 2)
- Mixed Use
- Public Use

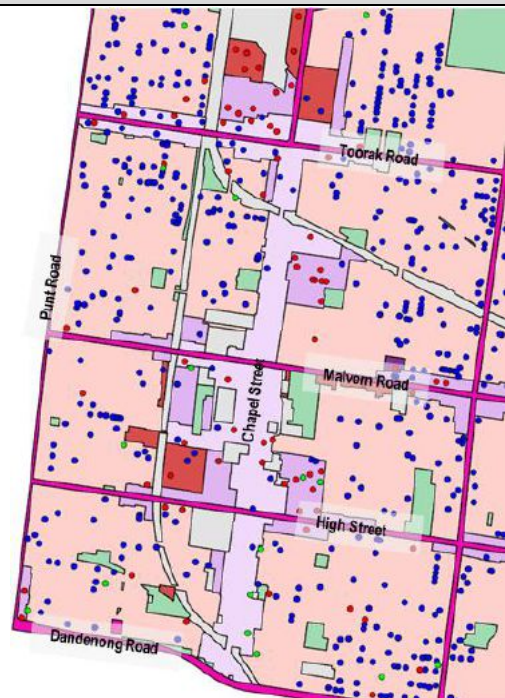
LEGEND

PLANNING PERMITS AS OF JAN 2013

- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1



Surrounding Land Uses and Heritage Components

- Residential;
- Numerous parks and gardens.
- Prahran Aquatic Centre.
- Swinburne University campus.
- Melbourne High School.

Heritage¹⁷:

There are significant pockets of late 19th and early 20th century heritage buildings along and around Chapel Street. These include buildings of national, state and local significance, including:

- Prahran Town Hall;
- Prahran Arcade;
- Former CBA Bank;
- Former Brown, Corke & Co buildings.

The highest concentrations of significant buildings are located between Malvern Road and High Street, with an impressive collection of Victoria and Edwardian retail buildings. In addition to these buildings are early 20th century emporia located between Commercial Road and High Street and include:

- Big Store;
- Osment Building;
- Love and Lewis;
- The Colosseum;
- Read's Stores.

These emporia are considered to be the most impressive heritage buildings in the Chapel Street Area and are rarely found beyond the central city shopping district.

There are also former manufacturing premises which retain strong heritage characteristics including the former Jam Factory and OT Cordials Factory and which both contain early chimneys, the last to be found in the City of Stonnington.

Accessibility

- Vehicular access is comprehensive given the numerous arterial roads including Chapel Street, Toorak Road, Commercial Road and High Street.
- Tram routes down Chapel Street, Toorak Road, High Street and Commercial Road.
- South Yarra, Prahran and Windsor train stations.
- Bus services along Alexandra Avenue and along Malvern / Commercial Road.

Pedestrian Accessibility and Movement:

- Key pedestrian intersections are located at Toorak Road-Chapel Street, Commercial/Malvern Road-Chapel Street and High Street-Chapel Street.
- Chapel Street, between Toorak Road and High Street is the most highly pedestrianised part of the Area.

Trade Catchment

The map on the following page illustrates the indicative estimated resident trade area of Chapel Street. Like Chadstone, the Chapel Street Principal Activity Area tertiary trade area encompasses much of south-eastern and central metropolitan Melbourne.

The trade area is extensive despite the Area lacking a department store presence and accommodating only one discount department store (a Big W). The extent of the trade area is a reflection of the unique fashion, entertainment and dining role that the Area plays in Melbourne. Its range of specialty stores and diverse mix and offer are the anchors of the Area in their own right.

Local residents are one of the key contributors to the strength and vitality of Chapel Street. With a strong local presence underpinning healthy retail and economic trading conditions in the Area.

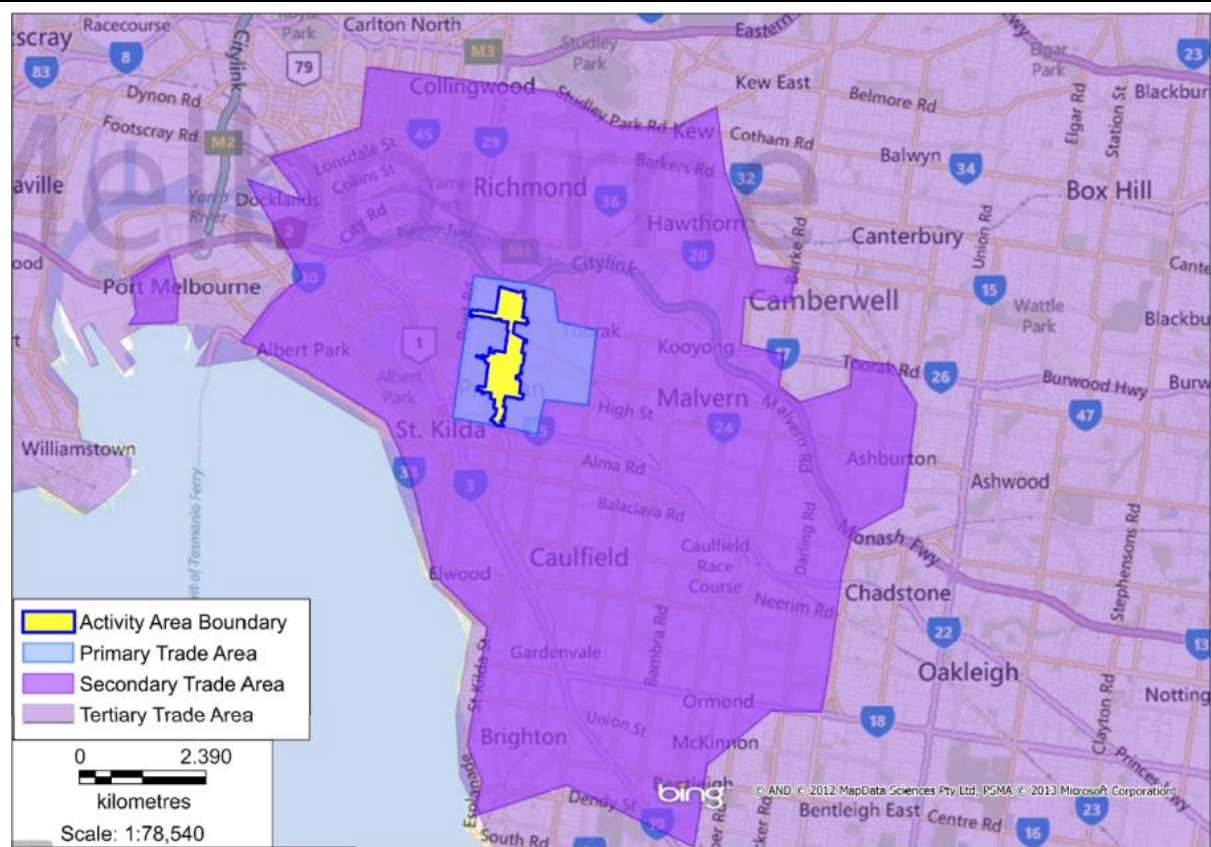
Chapel Street captures much of the tourism spend that travels into Stonnington and also captures a significant amount of worker spend given the high number of commercial and retail jobs that are located within Chapel Street and surrounding areas.

Based on an employment to floorspace ratio, the Chapel Street Area could currently be accommodating in the order of 14,000 to 15,000 workers.

Hill PDA considers the MTA to be reasonable for the following reasons:

- Chapel Street is a Principal Activity Area with over 150,000sqm of retail floorspace and a very extensive range of other services and uses.
- It is one of Melbourne's premier destinations for fashion and dining out, along with a noted entertainment precinct (cinemas, along with bars/clubs/hotels) and draws people from much of the metropolitan area for irregular trips.
- The MTA has been informed by surveys of customers. This is an accurate method of effectively determining the extent of influence of Activity Areas, although we caution that the capture of spend and frequency of visits does vary. Residents of the Primary Trade Area (PTA), for example, will visit Chapel Street more frequently and are likely to purchase a wider variety of goods (e.g. supermarket goods) during their visits as opposed to residents in the Secondary Trade Area (STA) and Tertiary Trade Area (TTA).

¹⁷ Chapel Street Precinct: Heritage Precinct Citation, City of Stonnington (2012)



Area Layout and Key Attractors

Retail activity is concentrated along the length of Chapel Street beginning at Alexandra Avenue in the north and extending right down to Dandenong Road in the south (2.6km in length). As part of the broader Chapel Street and in addition to the very extensive retail and commercial offer along the strip itself, there is a significant quantum of retail and commercial floorspace accommodated on Toorak Road, Malvern / Commercial Road and High Street which are all arterial roads and dissect Chapel Street.

Key retail anchors include:

- Big W (7,716sqm)
- Prahran Market (5,836sqm)
- Woolworths, Vogue Shopping Centre (4,190sqm)
- Coles, Prahran (2,506sqm)
- Safeway/Woolworths, Prahran (2,457)
- ALDI (1,400sqm)
- Target Urban (1,200sqm)
- Top Shop (2,610sqm)
- JB Hi Fi (975sqm)
- Priceline (710sqm)

Chapel Street also accommodates a number of standalone retail centres as indicated in the following table.

Shopping Centre	Floorspace (sqm)		Key Retail and Other Attractors
	Retail and Other	Office	
Jam Factory	15,709	3,882	Village Cinemas, TGI Fridays, Cue
Vogue Shopping Area	14,645	-	Big W, Woolworths, Green Apple Fruit & Veg
The Como Area	6,625	-	Palace Cinema, Aston Fitness
Prahran Market	5,836	1,397	Fresh food retailing
Chapel Plaza	1,182	1,152	G Star, Noodle Box, Bensons
Pran Central	5,415	-	Kaya Health Club, Australia Post, Medicare
Chapel Street Bazaar	743	-	Antique and used goods stores

Other points of interest:

- Swinburne University is a key educational attractor and contributes to pedestrian and business vitality and diversity and demand for residential accommodation whilst also providing a source of shift-work employment. A university presence also often leads to a proliferation of café, restaurant and entertainment venues and can also provide skilled labour for employers in the local area. The Windsor end of Chapel Street in particular appears to have been significantly influenced by the university student demographic with the addition of a number of new contemporary cafes, restaurants and bars.
- It is understood that Swinburne University is in the process of planning to relocate to its Prahran campus to Hawthorn which may detrimentally impact some businesses in the Area that rely on trade from the university students. The relocation is unlikely to have any long-term impacts on the vitality and strength of the Prahran/Windsor section of Chapel Street, however it may contribute to some changes in retail tenancy mix.
- Strip retailing between Toorak Road and High Street is particularly vibrant, with a wide mix of uses and high pedestrian foot traffic.
- Chapel Street has higher concentrations of hotel, commercial, cafés, restaurants, clothing and other (including education) uses than other Activity Areas in the City of Stonnington.
- Forrest Hill is a major location for office uses and as such contributes to the higher concentration of commercial general floorspace. This area is expected to continue to expand in the future.

Floorspace

- 62% of total floorspace is accommodated in ground floor tenancies.
- 3.4% vacancies – majority ground floor (10,180sqm).
- 40% retail of which 96% are ground floor tenancies.
- 38% commercial of which just over a quarter is located on the ground floor.
- 52% of all café and restaurant floorspace in the City.
- 49% of all clothing floorspace in the City.

Chapel Street Principal Activity Area Floorspace by Land Use (sqm GLA)

Land Use Type	Ground	Upper	Total	% of Total
Department Store	-	-	-	-
Discount Department Store	7,716	-	7,716	2.0
Supermarket	10,956	-	10,956	2.9
Mini Major	710	622	1,332	0.3
Specialty Food	11,570	-	11,570	3.0
Specialty Non-Food	16,465	1,679	18,144	4.8
Cafes & Restaurants	29,458	1,007	30,464	8.0
Take Away Food	3,832	117	3,949	1.0
Convenience Store	2,862	-	2,862	0.8
Clothing	37,096	272	37,368	9.8
Bulky Goods	11,652	1,011	12,662	3.3
Personal Services	12,056	1,472	13,528	3.6
Total Retail	144,372	6,178	150,550	39.5
Commercial-Finance	4,734	3,464	8,198	2.2
Commercial-General	25,100	94,443	119,543	31.4
Commercial-Government	362	-	362	0.1
Commercial-Legal	341	620	961	0.3
Commercial-Medical	6,435	3,228	9,663	2.5
Commercial-Real Estate	1,591	3,178	4,769	1.3
Total Commercial	38,562	104,932	143,495	37.7
Community	6,224	135	6,359	1.7
Recreation/Fitness	2,757	6,119	8,876	2.3
Entertainment	8,538	1,911	10,449	2.7
Hotel	6,974	5,552	12,526	3.3
Utility	660	-	660	0.2
Automotive	2,692	185	2,877	0.8
Other Type	14,611	14,845	29,456	7.7
Vacant	10,589	2,405	12,993	3.4
Unknown	1,781	770	2,551	0.7
Total Other	54,826	31,920	86,746	22.8
TOTAL	237,760	143,031	380,791	100.0

Source: Hill PDA (February 2013)

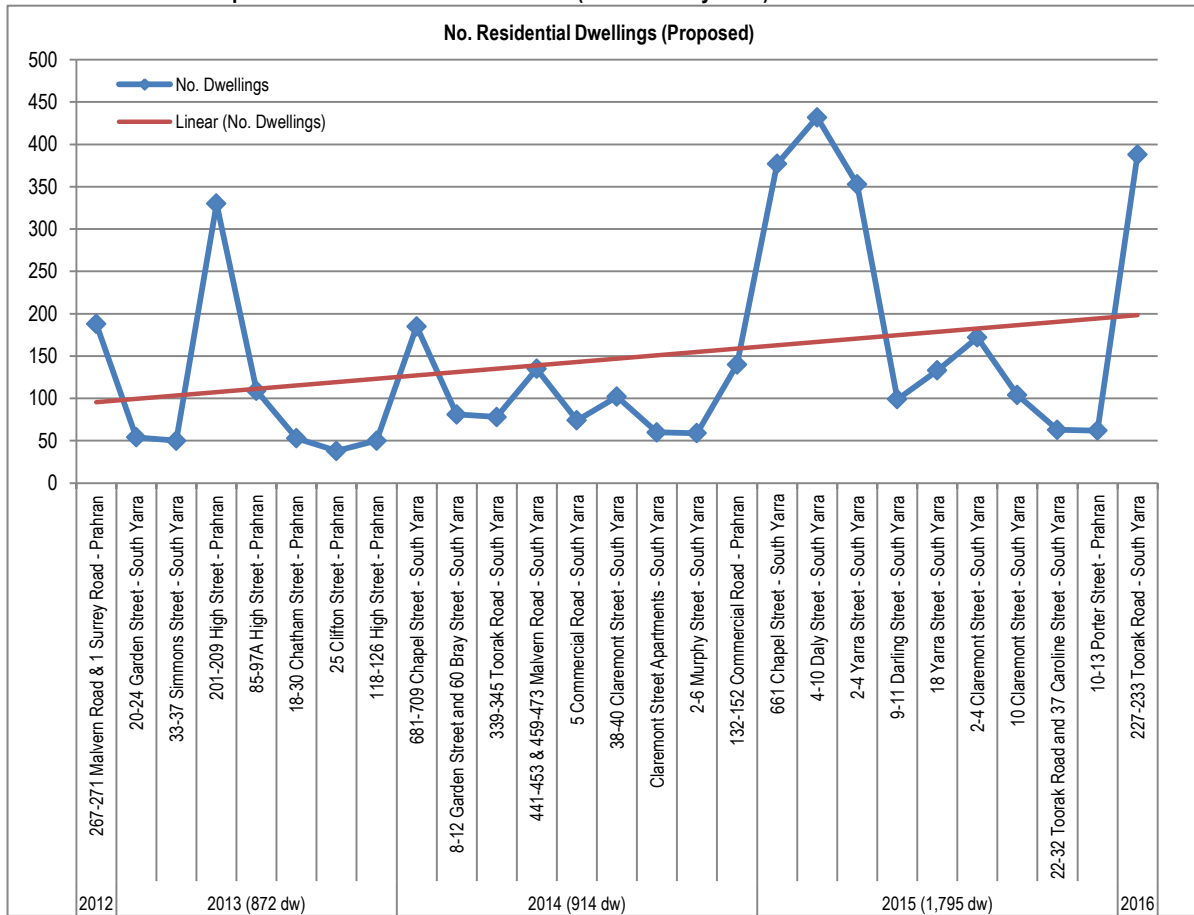
Performance

Chapel Street remains a prime destination for retailing. Vacancy rates are low at just 3.4% overall and around 4.4% at ground level, representing very healthy trading conditions for retailers and commercial operators in the current economic climate. The Area is vibrant and remains a key destination for retailing, not just in the local area but indeed across a large part of south-eastern Melbourne.

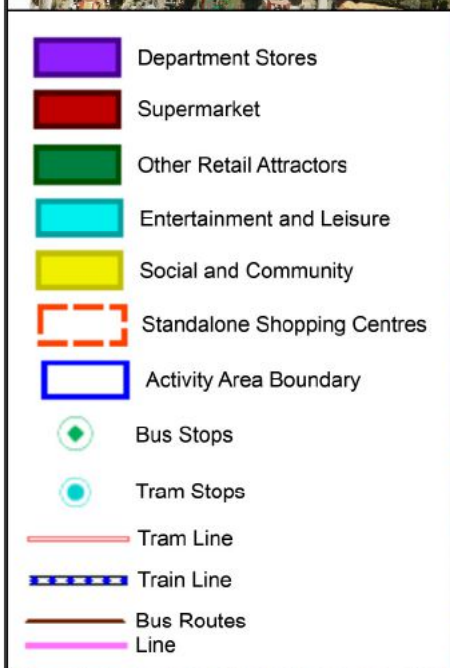
Investment and Development

There are a number of multi-unit residential developments that have been approved within the Area, particularly in the Mixed Use and Commercial 1 Zone. A list of development proposals and their particular attributes are provided in Appendix 2, however the following graph provides a snapshot of when proposed dwellings associated with these developments are anticipated to be completed.

Residential Unit Developments in South Yarra and Prahran (as at January 2013)

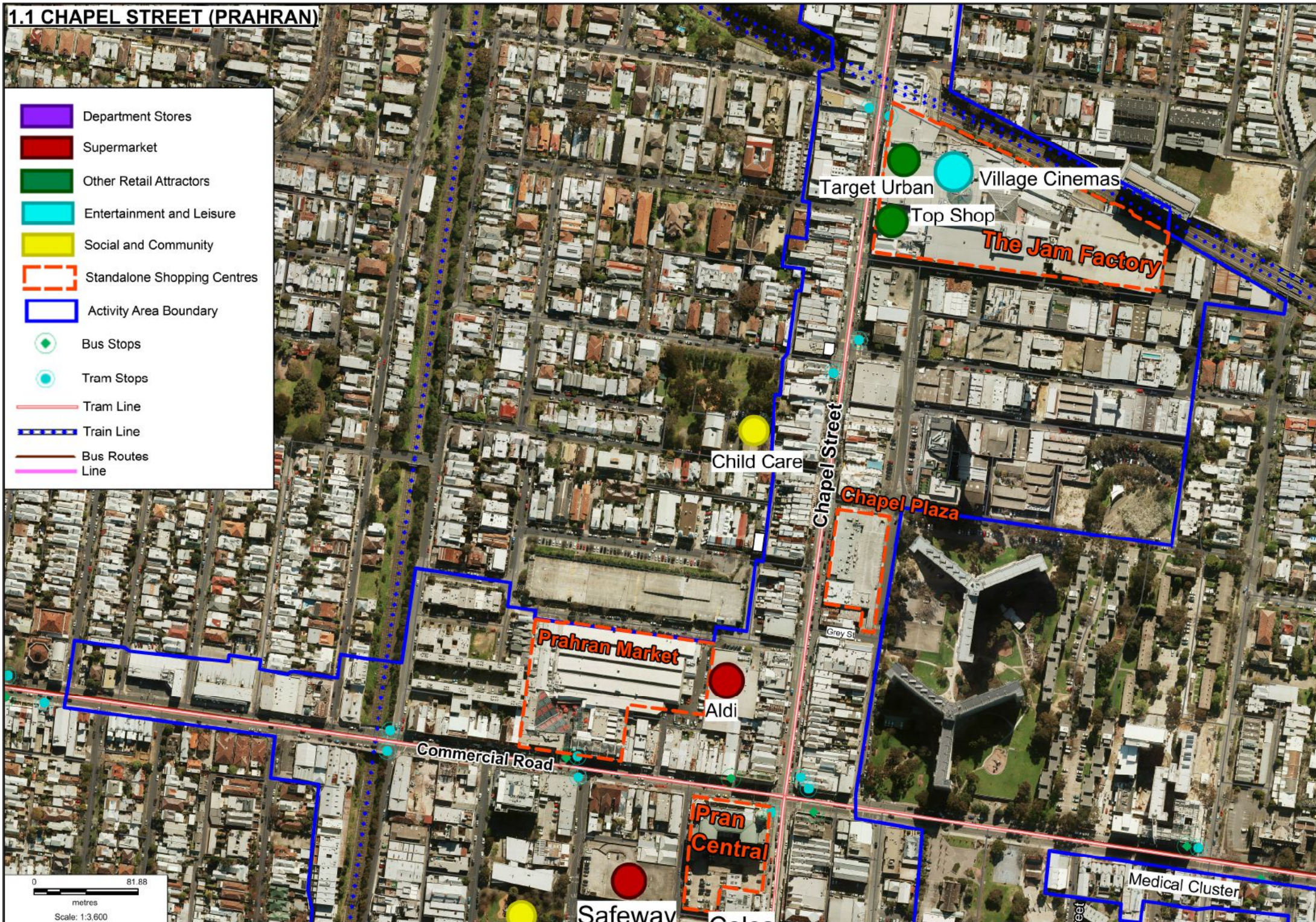


1.1 CHAPEL STREET (SOUTH YARRA)



1.1 CHAPEL STREET (PRAHRAN)

- Department Stores
- Supermarket
- Other Retail Attractors
- Entertainment and Leisure
- Social and Community
- Standalone Shopping Centres
- Activity Area Boundary
- Bus Stops
- Tram Stops
- Tram Line
- Train Line
- Bus Routes
- Line



1.1 CHAPEL STREET (PRAHRAN)



1.1 CHAPEL STREET (WINDSOR)

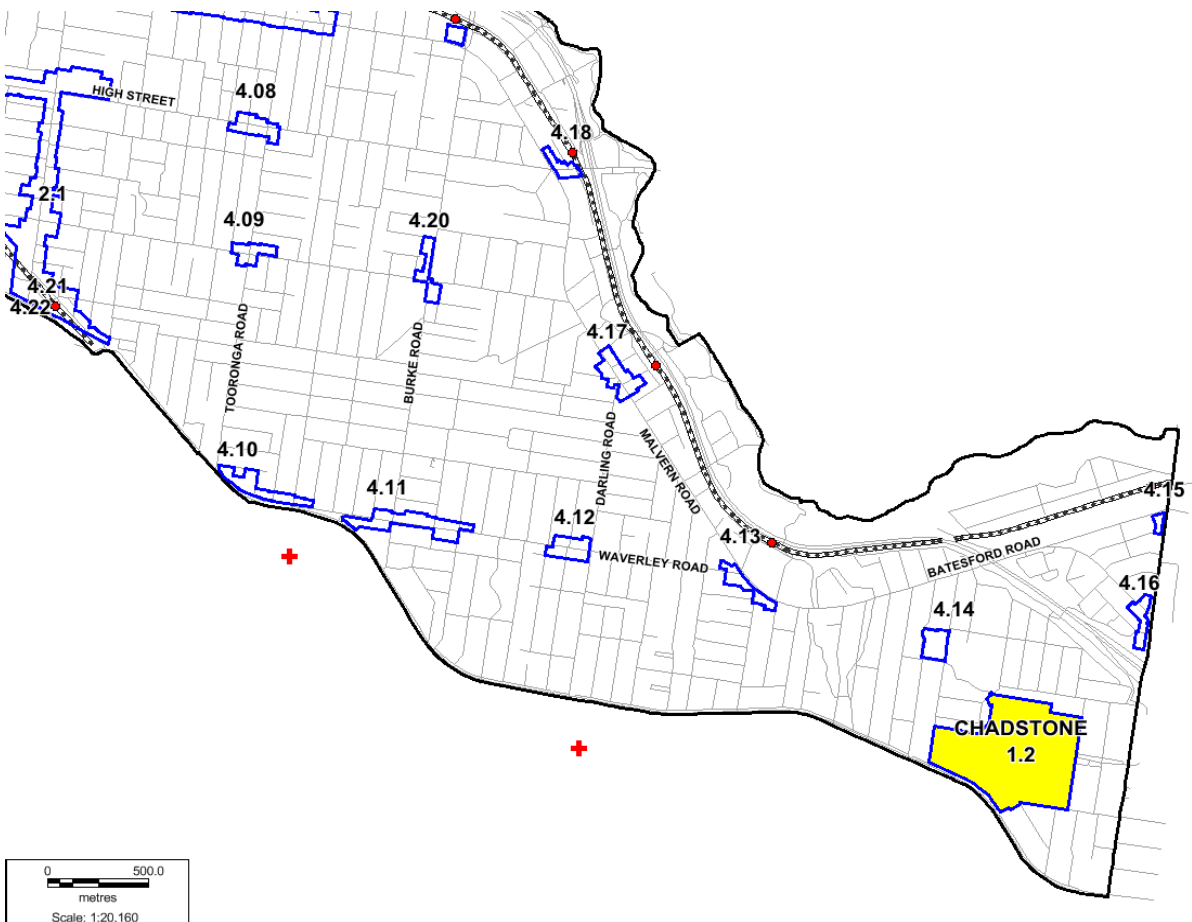


7.2 CHADSTONE PRINCIPAL ACTIVITY AREA (1.2)

Table 15 outlines the key characteristics of the Chadstone Principal Activity Area. Analysis regarding Chadstone was informed by Hill PDA's own research, together with the Chadstone Vision for the Future Economic Analysis (Urbis 2011).

Table 15 - Chadstone Principal Activity Area Assessment

General Character Statement
<p>Chadstone Shopping Centre is a Principal Activity Area and Australia's largest freestanding shopping centre. Chadstone is currently undergoing an expansion that will comprise an additional 15,000sqm of retail floorspace, taking the Centre's total retail floorspace provision to around 170,000sqm.</p> <p>Chadstone is located in the far-east of the City of Stonnington and serves a broad catchment that encompasses much of south-eastern Melbourne. It was developed in the 1960s as a car based shopping mall and has continued to grow and expand in this form throughout the following decades. The Centre has extensive car parking facilities and is easily accessible by road including from private vehicle and bus, however there are no walkable linkages to light or heavy rail at the Centre.</p> <p>Chadstone has a number of key retail anchors including two full-line department stores (Myer and David Jones) and a number of other DDS and full-line supermarkets along with cinemas and other entertainment activities. Marketing of Chadstone revolves around its status as "the fashion capital", given its proliferation of designer clothing chain stores, with the Centre attracting significant number s of tourists.</p> <p>Chadstone is not only Australia's largest standalone shopping centre but is also one of its best performing, ranking 4 out of 87 comparable centres across Australia on a turnover per square metre basis.</p>
Location
<p>Chadstone is located in the far east of the City of Stonnington. Chadstone has few connections with other Activity Areas in the City of Stonnington given it is a standalone shopping Area and surrounded by car parking. Within the City, the closest Principal or Major Activity Area is 2.1-2.2 High Street-Glenferrie Road which is located approximately 6km by road to the west. The closest Small Neighbourhood Activity Area is 4.14 Chadstone Road-Fenwick Road, located around 600m to the north-west. However, there is very little competition between these Areas given their different roles and functions.</p>



Zoning and Area Type

Chadstone is an enclosed standalone shopping centre.
The Area is zoned Commercial 1 (formerly Business 1).

LEGEND

PLANNING PERMITS AS OF JAN 2013

- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1



Surrounding Land Uses

- Largely surrounded by low density residential.
- Some high density multi-unit residential development in the local area, particularly to the immediate east and south-east.
- Public open space to the north-west.
- GippsTAFE.
- Holmesglen TAFE.
- The Oakleigh Area.
- Phoenix Park Community Area.

Accessibility

- Vehicular access via Dandenong Road (arterial road).
- Bus routes travel through the Area from Middle Road.
- There are no tram or train routes that link to the Area.

Pedestrian Accessibility:

- Key pedestrian access routes to the Area are from the north-west corner of the Centre through Percy Treyvaud Park, at the north of the Centre leading to Midlothian Street and on Chadstone Road to the west.

Trade Catchment

As Australia's largest freestanding shopping Area, Chadstone serves a wide regional catchment that encompasses much of south-east Melbourne. The presence of two full-line department stores (David Jones and Myer) contributes significantly to the large extent of the Chadstone catchment.

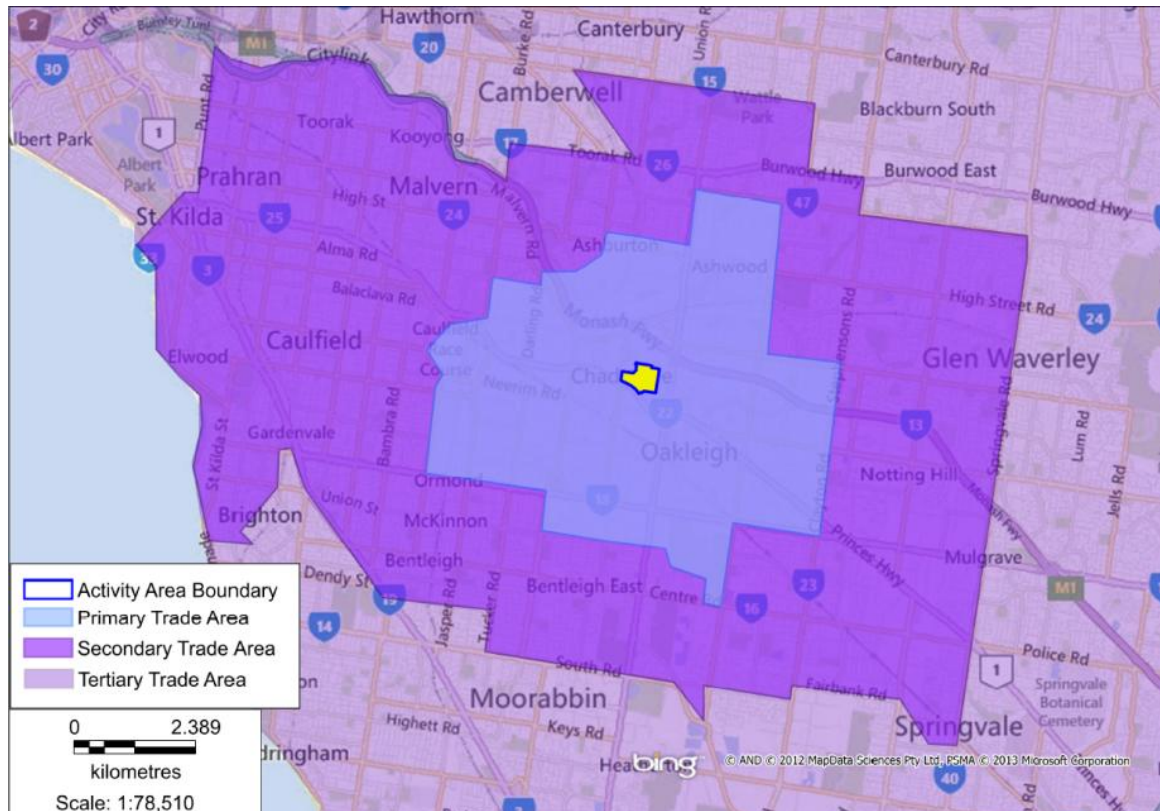
Hill PDA considers the MTA to be reasonable for the following reasons:

- Chadstone is the largest shopping centre in Australia providing some 171,000sqm GLA floorspace¹⁸ and contains a wide range of regional retail attractors including two department stores. It would therefore be expected to cater for an extensive trade area;
- The defined PTA, STA and TTAs appear reasonable in the context of the location and strength of competition retail provision and accessibility of Chadstone via the Monash Freeway and Princes Highway. Given the higher order role of Chadstone it would largely compete only with other Areas of a similar size and retail offer for the majority of its trade, such as Southland, Westfield Doncaster, Melbourne CBD and Highpoint Shopping Centre. These Areas will limit the extent of the MTA and the capture rates achieved by Chadstone in the PTA, STA and TTA;
- Note that at a local level the Area will compete for capture of supermarket and convenience related expenditure with smaller Areas that primarily provide these types of goods;
- The MTA has been informed by exit surveys of shoppers from Chadstone. This is an accurate method of effectively determining the

¹⁸ Chadstone Vision for the Future Economic Analysis, Urbis (2011)

extent of influence of shopping Areas, although we caution that the capture of spend and frequency of visits does vary. Residents in the PTA, for example, will visit Chadstone more frequently and are likely to purchase a wider variety of goods (e.g. supermarket goods) during their visits as opposed to residents in the STA and TTA.

On this basis we have adopted this trade area and the expenditure assumptions in the Chadstone Vision for the Future Economic Analysis (Urbis, 2011) for the purposes of our expenditure modelling. The following map outlines the estimated resident trade area catchment of Chadstone.



Source: MapInfo Bing Maps and Hill PDA based on Urbis analysis (2011)

Area Layout and Key Attractors

Chadstone Shopping Centre is a freestanding enclosed shopping centre. Floorspace estimates have been generated using broader category groups set out in the Chadstone Vision for the Future Economic Analysis prepared by Urbis together with data from the Victorian Shopping Centres Directory (published by the Property Council of Australia). Key retail anchors include:

- Myer (21,742sqm)
- David Jones (16,712sqm)
- Target (8,564sqm)
- Kmart (5,839sqm)
- Woolworths (4,010sqm)
- Coles (4,710sqm)
- ALDI (1,370sqm)
- Hoyts Cinema complex and AMF Bowling
- Mini Majors including JB Hi Fi, Petbarn, GAP etc.

Other points of interest:

- Much higher concentrations of clothing and specialty non-food floorspace than its total contribution to floorspace supply in the City.
- Chadstone is marketed as 'The Fashion Capital' which is reflected in its extensive range of clothing and accessory stores.
- The vast majority of commercial floorspace at the Area is general office uses.

Floorspace

- >1% vacancies
- 77% retail floorspace.
- 11% commercial floorspace.
- 12% other, including a large component of entertainment.

- Almost all department store floorspace (Myer, David Jones) in the City of Stonnington and majority of discount department store (DDS) floorspace (66%) is located at Chadstone Shopping.

Chadstone Principal Activity Area Floorspace (sqm GLA)

Land Use Type	Ground	Upper	Total	% of Total
Department Store	19,213	19,213	38,426	22.6
Discount Department Store	14,842	-	14,842	8.7
Supermarket	-	8,725	8,725	5.1
Mini Major	17,644	4,489	22,133	13.0
Specialty Food	2,434	2,434	4,867	2.9
Specialty Non-Food	6,185	6,185	12,369	7.3
Cafes & Restaurants	2,048	2,048	4,095	2.4
Take Away Food	1,024	341	1,365	0.8
Convenience Store	-	-	-	-
Clothing	7,215	7,215	14,431	8.5
Bulky Goods	3,711	3,711	7,421	4.4
Personal Services	1,546	1,546	3,092	1.8
Total Retail	75,860	55,906	131,766	77.4
Commercial-Finance	825	825	1,649	1.0
Commercial-General	-	14,789	14,789	8.7
Commercial-Government	309	309	618	0.4
Commercial-Medical	-	1,643	1,643	1.0
Commercial-Real Estate	309	309	618	0.4
Total Commercial	1,443	17,875	19,318	11.4
Community	522	522	1,044	0.6
Recreation/Fitness	696	696	1,391	0.8
Entertainment	10,999	-	10,999	6.5
Automotive	870	-	870	0.5
Other Type	3,652	-	3,652	2.1
Vacant	573	573	1,145	0.7
Total Other	17,311	1,790	19,101	11.2
TOTAL	94,614	75,571	170,185	100.0

Source: Hill PDA (February 2013) and Chadstone Vision for the Future Economic Analysis, Urbis (2011)

Area Performance

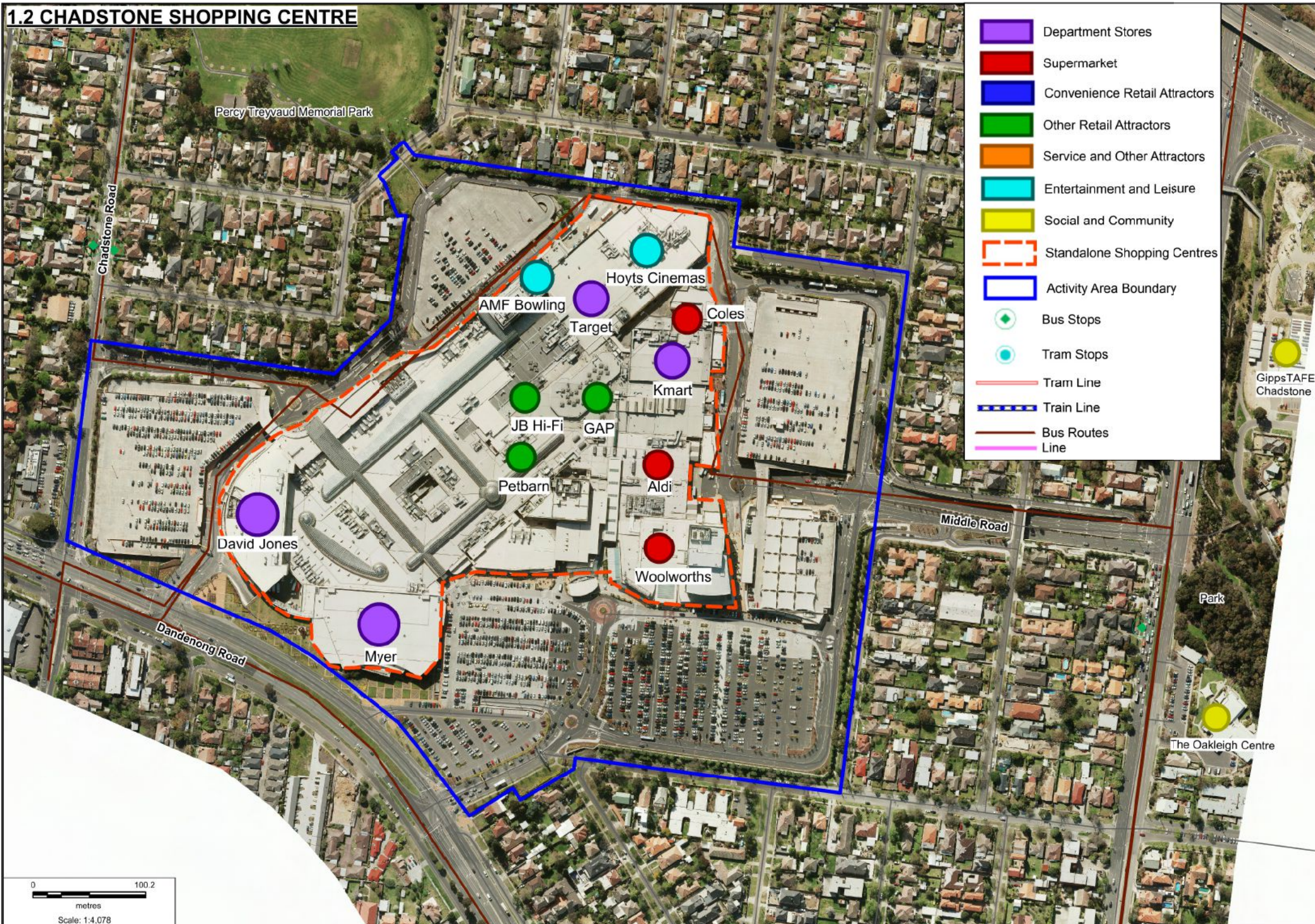
Chadstone Shopping Centre is Australia's largest standalone shopping centres and also one of its best performing. The Shopping Centre News publication shows that Chadstone Shopping Centre was ranked 4 out of 87 comparable shopping centres across Australia, with an MAT of \$8,998/sqm of retail floorspace in 2011.¹⁹

Investment and Development

Plans have been approved for an extension to the existing Chadstone Shopping Centre which will increase retail floor area and add additional floor levels (+15,000sqm). An application for a 240 room motel and office development (+15,000sqm) has been considered by Council and is not supported. This application will be considered at the Victorian Civil and Administrative Tribunal (VCAT).

¹⁹ Shopping Centre News: Big Guns Report 2012

1.2 CHADSTONE SHOPPING CENTRE

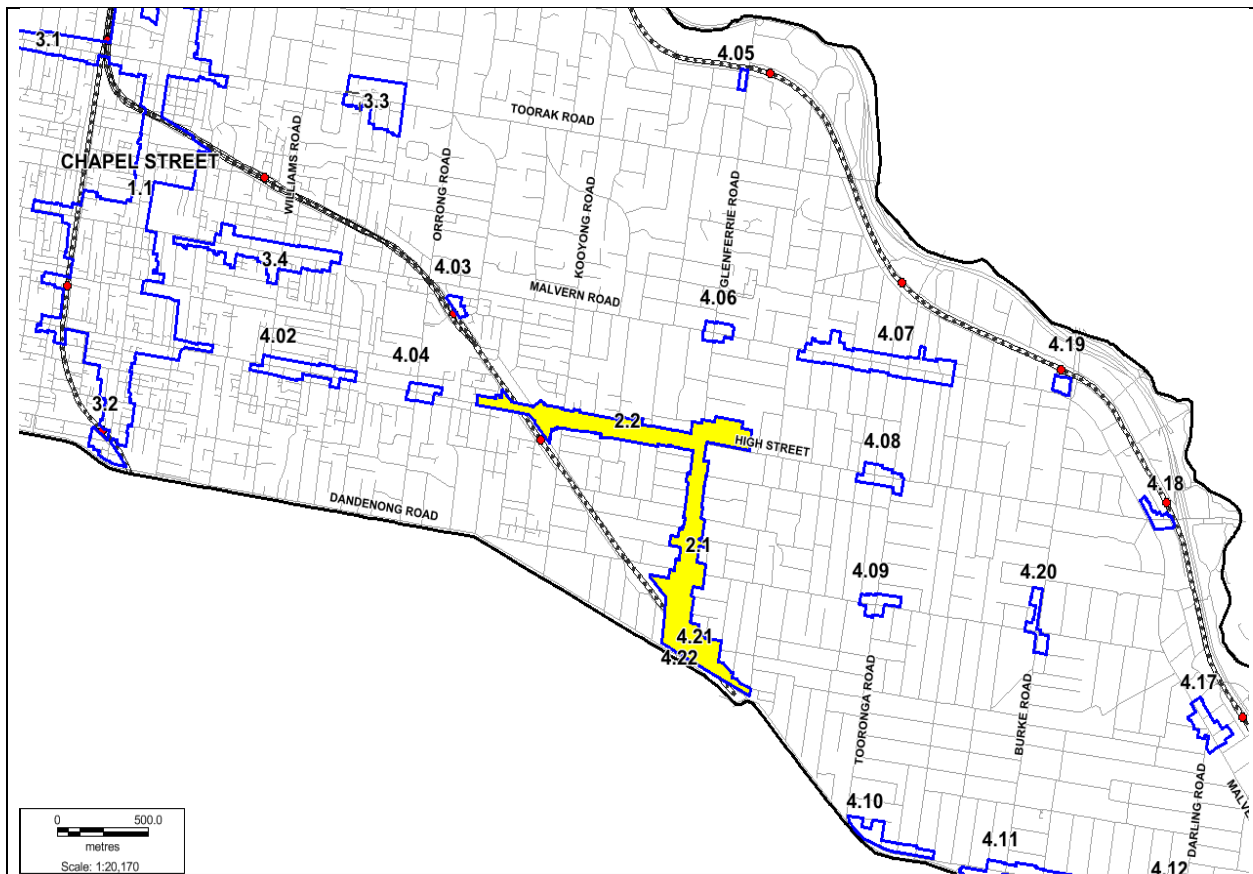


7.3 HIGH STREET-GLENFERRIE ROAD MAJOR ACTIVITY AREA (2.1-2.2)

Table 16 outlines the key characteristics of the High Street-Glenferrie Road Major Activity Area. Analysis regarding this Activity Area was informed by Hill PDA's own research and analysis together with consumer behaviour surveys completed along both High Street and Glenferrie Road on behalf of Council in 2012. Note that the Station Street-Claremont Avenue (4.21) and the Dandenong Road (Malvern Station) (4.22) Small Neighbourhood Activity Areas have been assessed as part of the High Street-Glenferrie Road Major Activity Area for the purposes of this Study.

Table 16 - High Street-Glenferrie Road Major Activity Area Assessment

General Character Statement
<p>High Street-Glenferrie Road is the only Major Activity Area in the City of Stonnington, extending from west of Armadale Station near High Street to south-east of Malvern Station off Glenferrie Road. The Area as a whole has excellent accessibility being located on two main roads and having tram (Glenferrie Road and High Street) and train access at Armadale and Malvern Stations.</p> <p>The Area is large in scale, comprising almost 121,000sqm of retail, commercial and other floorspace and encompasses two Small Neighbourhood Activity Areas, 4.21 Station Street-Claremont Avenue and 4.22 Dandenong Road (Malvern Station) which both essentially function as part of the larger Area.</p> <p>The Area has higher concentrations of commercial government, community, specialty non-food and personal services floorspace on the whole. High Street specialises in niche retailing including wedding dresses / gowns, flooring (rugs and carpets) and galleries and art houses that also provide framing services. The Glenferrie Road section of the Area comprises a broader mix of retail and commercial shopfront uses and accommodates two full-line supermarkets and some mini majors (e.g. JB Hi-Fi). A David Jones department store is currently under construction at Malvern Central, a standalone shopping centre located just off Glenferrie Road on Wattletree Road. This is likely to expand the existing catchment of the Area which extends predominantly in a north-south direction beyond the City of Stonnington's southern border.</p> <p>There are a number of important social and community facilities within and around the Area which significantly contribute to the ongoing vitality and success of the Area including Council offices, Malvern Library, Cabrini Hospital and De La Salle College.</p> <p>In addition to the retail and community facility strengths of the Area, the High Street-Glenferrie Road Major Activity Area has two strong heritage precincts including the High Street Rail and Retail Precinct and the Glenferrie Road Precinct. Each precinct has some impressive examples of heritage buildings including the Kings Arcade and Armadale Station. These strong heritage characteristics provide a pleasant amenity at the Area and contribute to pedestrian visitation.</p>
Location
<p>The High Street-Glenferrie Road Activity Area has two main components, being High Street in Armadale and Glenferrie Road in Malvern. The Activity Area is located centrally within the City between Chapel Street (located approximately 2km to the west) and Chadstone (7.5km to the east). The Area incorporates two Small Neighbourhood Activity Areas including 4.21 Station Street-Clarence Avenue and 4.22 Dandenong Road (Malvern Station) which essentially function as part of the larger Area. Beyond this, there are a number of Small Activity Areas which are in relatively close proximity including:</p> <ul style="list-style-type: none"> • 4.04 High on Orrong (600m to the west); • 4.06 Glenferrie Road-Malvern Road (600m to the north); • 4.08 Tooronga Road-High Street (1km to the east); and • 4.09 (1km to the east).



Zoning and Area Type

High Street-Glenferrie Road is a strip shopping Area located along High Street and Glenferrie Roads that also encompasses the Malvern Central enclosed standalone shopping Area.

Land Use zones include:

- Commercial 1 (formerly Business 1 and 2)
- Mixed Use
- Public Use

LEGEND

PLANNING PERMITS AS OF JAN 2013

- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1



Surrounding Land Uses and Heritage Components

- Predominantly low density residential with some multi-unit development in the local area, including on and adjacent to High Street and Glenferrie Road.
- A large tram depot located just to the west of Glenferrie Road.
- Small pockets of public open space.
- A number of community and institutional uses including Malvern Library, Malvern Central School, Da La Salle College, City of Stonnington Council offices, Cabrini Hospital, churches and a police station.

Heritage:

The High Street-Glenferrie Road Area has two significant components of heritage buildings that add to the overall amenity and charm of this Major Activity Area. These heritage precincts include the High Street Rail and Retail Heritage Precinct which is bound by the railway line to the west and just beyond Stuart Street to the east.²⁰ This Precinct comprises predominantly two storey buildings that date from the late 19th century, although substantial infill occurred during the 1910s and 1920s. Perhaps the most prominent and impressive heritage building in this Precinct is the Kings Arcade, a distinct Victorian ground floor shopping arcade. Armadale Station also stands out as an individually distinct impressive heritage building.

The other component of important heritage value stretches almost all the way along Glenferrie Road from the corner of High Street south. This section is covered by HO349 and includes a wide variety of shopfronts with strong heritage characteristics which add to the amenity and attraction of the Area.

Accessibility

- Vehicular access via arterial roads including Glenferrie Road, High Street and Dandenong Road.
- Armadale and Malvern train stations are located to the south and west of the Area.
- Tram routes operate along Glenferrie Road and High Street.

Pedestrian Accessibility:

- Key pedestrian intersections and meeting places within the Area include Glenferrie Road-Wattle tree Road, High Street-Glenferrie Road and a public square / plaza, also located at High Street-Glenferrie Road.
- The most highly pedestrianised section of the Area is between Coles (Winter Street) and Wattle tree Road.

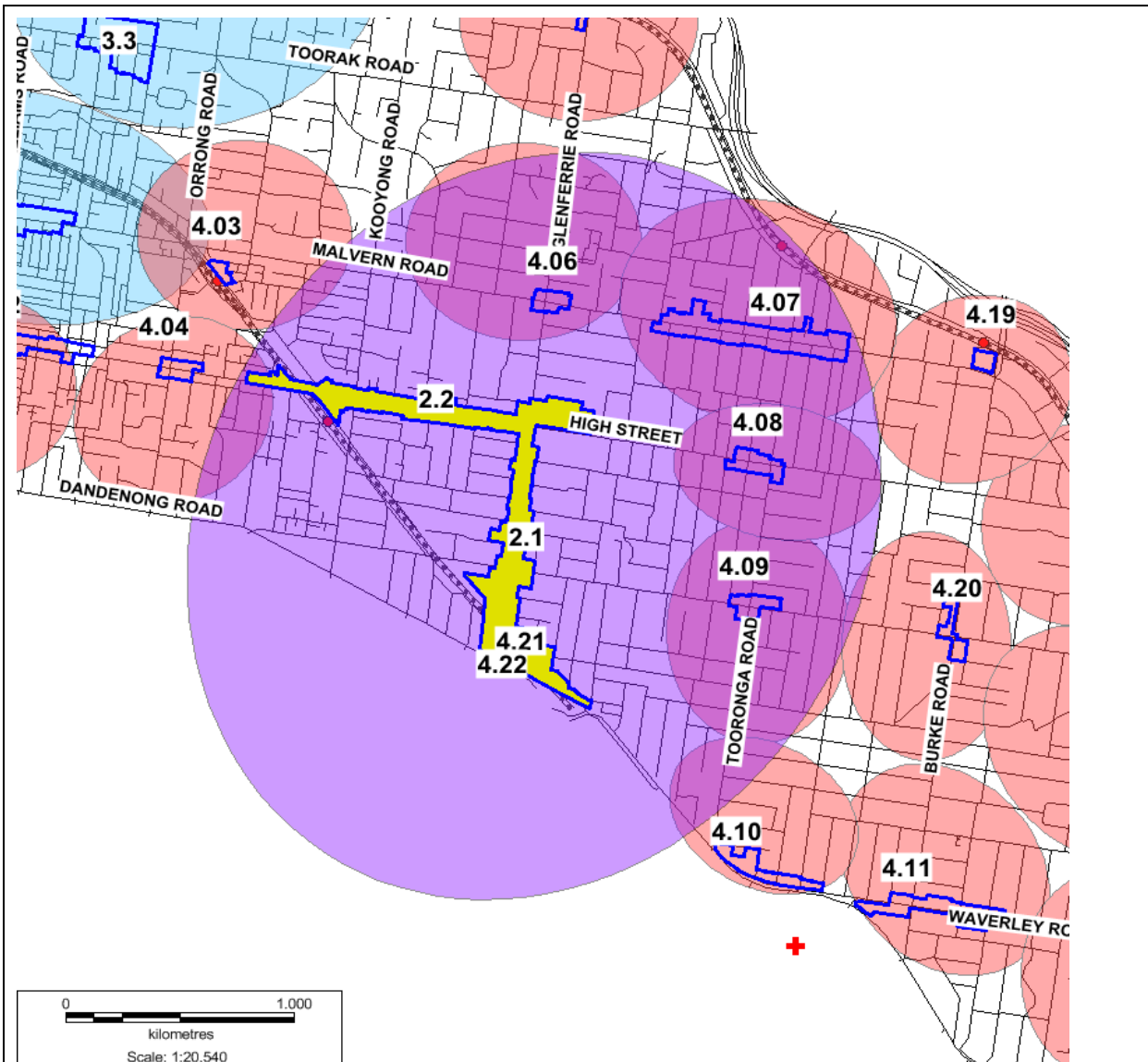
Trade Catchment

The High Street-Glenferrie Road trade area serves a wide district that extends beyond the City of Stonnington's borders south of Dandenong Road and into the City of Glen Eira. The catchment is broader and more extensive than that of the Large Neighbourhood Activity Areas within the City due to the presence of two full-line supermarkets.

Redevelopment of the Target DDS into a David Jones department store is likely to increase the trade area of the Area and also generate higher end shopping trips, with the development likely to appeal to a more affluent demographic. That said, the closing of the DDS will also mean local residents will need to leave the High Street-Glenferrie Road trade area for this type of shopping. The closest department stores outside of High Street-Glenferrie Road are Myer and David Jones at Chadstone, at Chapel Street (Big W), Chadstone (Kmart and Target), in the CBD, Richmond (Kmart) and Camberwell (Target).

The catchment is constrained to the west and north-west by Hawksburn Village and Toorak Village, to the north by the Monash Freeway and Yarra River and to the east by Chadstone. The Area captures local resident expenditure along with worker expenditure from employees in the local area and also passing trade. As identified earlier, the High Street-Glenferrie Road Area encompasses two Small Neighbourhood Activity Areas. This is a reflection of the differing roles and functions of these Areas, with the Small Neighbourhoods catering to a local walking catchment and providing for day-to-day shopping needs only, whilst High Street-Glenferrie Road provides for weekly and discretionary shopping needs and caters to a much wider catchment.

²⁰ High Street Rail and Retail Precinct: Place Citation Report, City of Stonnington (2010)



Source: Hill PDA (2013)

Area Layout and Key Attractors

Key attractors within the Area are located along High Street, Glenferrie Road and within the Malvern Central shopping Area. It should be noted that the David Jones store (7,500sqm) has not been included in the floorspace survey given that development is not expected to be completed until late 2013. Key retail anchors include:

- Woolworths Supermarket (3,400sqm)
- Coles Supermarket (2,930sqm)
- Dan Murphy's (1,300sqm)
- Lincraft (1,100sqm)
- Thomas Dux (690sqm)
- JB Hi-Fi (480sqm)
- Priceline (320sqm)

Other points of interest:

- The Area has higher concentrations of commercial government, community, specialty non-food, bulky goods, personal services, commercial finance, real estate and supermarkets.
- The Glenferrie Road component of the amalgamated Area contains nearly all of the major attractors and key anchors.
- High Street is a destination for bridal wear, antique, furniture, print stores and art galleries/showrooms.
- Wide range of specialist commercial services including a large quantum of upper floor commercial general floorspace.
- Wide range of community and institutional uses including Council offices, police station and the Malvern Library.

Floorspace

- 71% ground floor tenancies.
- 6% vacancies – majority ground floor (5,400sqm).
- 60% retail - majority (87% or 75,900sqm) is ground floor.
- 28% commercial - majority (63% or 17,900sqm) shop top accommodation.

High Street-Glenferrie Road Major Activity Area Floorspace (sqm GLA)

Land Use Type	Ground	Upper	Total	% of Total
Department Store	-	-	-	-
Discount Department Store	-	-	-	-
Supermarket	2,430	3,405	5,835	4.8
Mini Major	802	-	802	0.7
Specialty Food	5,010	161	5,171	4.3
Specialty Non-Food	14,233	2,427	16,660	13.8
Cafes & Restaurants	8,285	466	8,750	7.2
Take Away Food	1,077	163	1,240	1.0
Convenience Store	684	-	684	0.6
Clothing	10,688	881	11,568	9.6
Bulky Goods	11,848	915	12,763	10.6
Personal Services	7,685	889	8,573	7.1
Total Retail	62,741	9,305	72,046	59.6
Commercial-Finance	1,428	2,825	4,253	3.5
Commercial-General	3,087	12,091	15,178	12.6
Commercial-Government	2,123	3,865	5,988	5.0
Commercial-Legal	159	248	407	0.3
Commercial-Medical	1,078	1,514	2,591	2.1
Commercial-Real Estate	763	1,642	2,404	2.0
Total Commercial	8,637	22,183	30,820	25.5
Community	4,655	-	4,655	3.9
Recreation/Fitness	1,773	1,940	3,712	3.1
Utility	300	-	300	0.2
Automotive	354	-	354	0.3
Other Type	1,236	-	1,236	1.0
Vacant	5,377	1,573	6,950	5.7
Unknown	824	-	824	0.7
Total Other	14,518	3,513	18,031	14.9
TOTAL	85,897	35,001	120,898	100.0

Source: Hill PDA (February 2013)

Area Performance

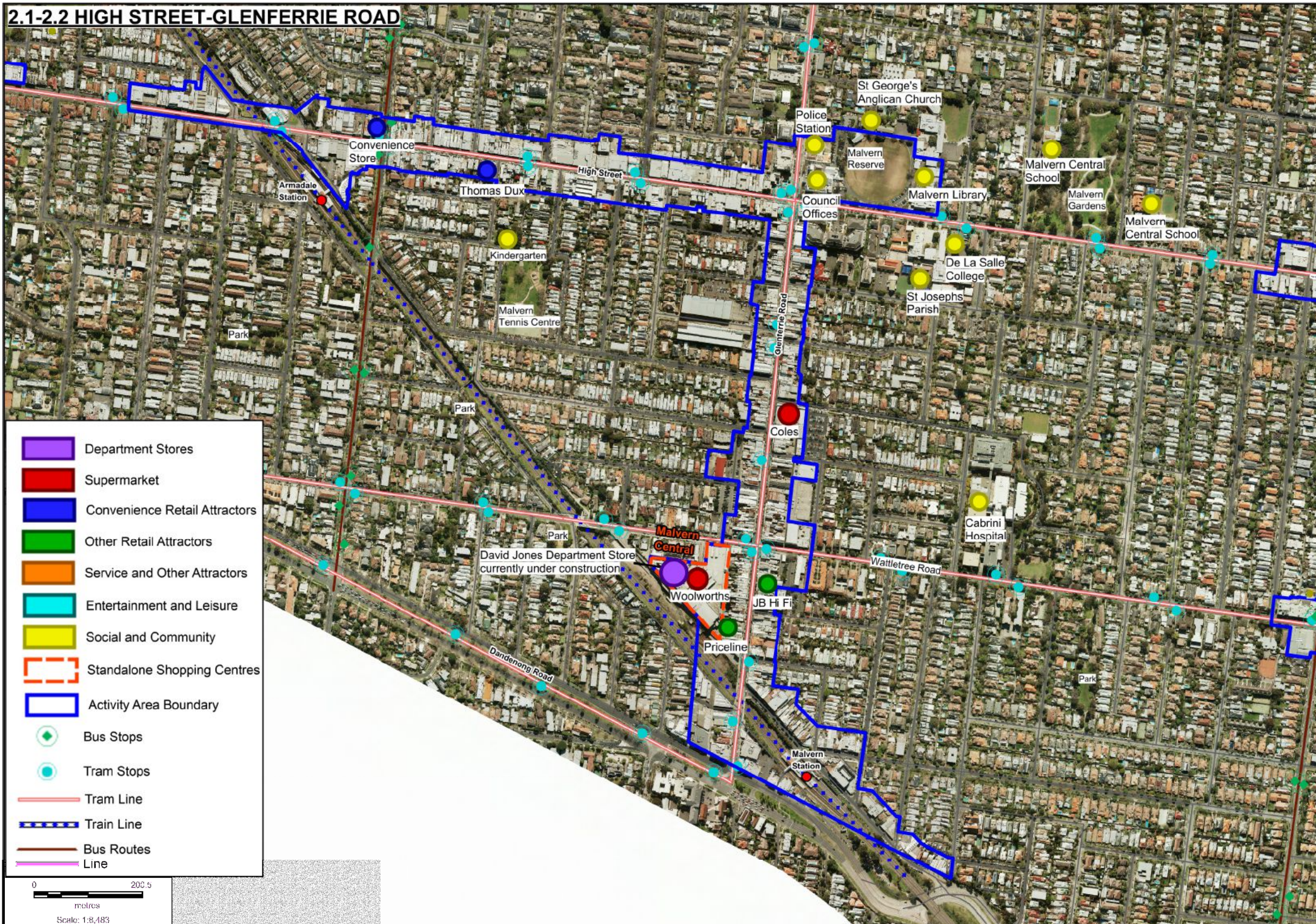
The performance of High Street-Glenferrie Road appears to have been declining in recent years with total vacancies at 5.7%, and ground floor tenancies at 6.3%. This has been reflected in discussions with local agents and anecdotal evidence from site inspections which indicated that there are a number of vacancies along High Street in particular. Malvern Central, located on Wattletree Road just off Glenferrie Road had an MAT of \$7,444/sqm at 2011.²¹ This ranked it 85 of 166 comparable shopping Areas in Australia.

Investment and Development

A major retail development is currently underway in the form of the new small-format David Jones department store located at Malvern Central. The new David Jones will replace the site vacated by Target in 2012 and is expected to be completed by the end of 2013. A full list of the proposed developments in the area can be found in Appendix 2.

²¹ Shopping Centre News: Mini Guns Report 2012

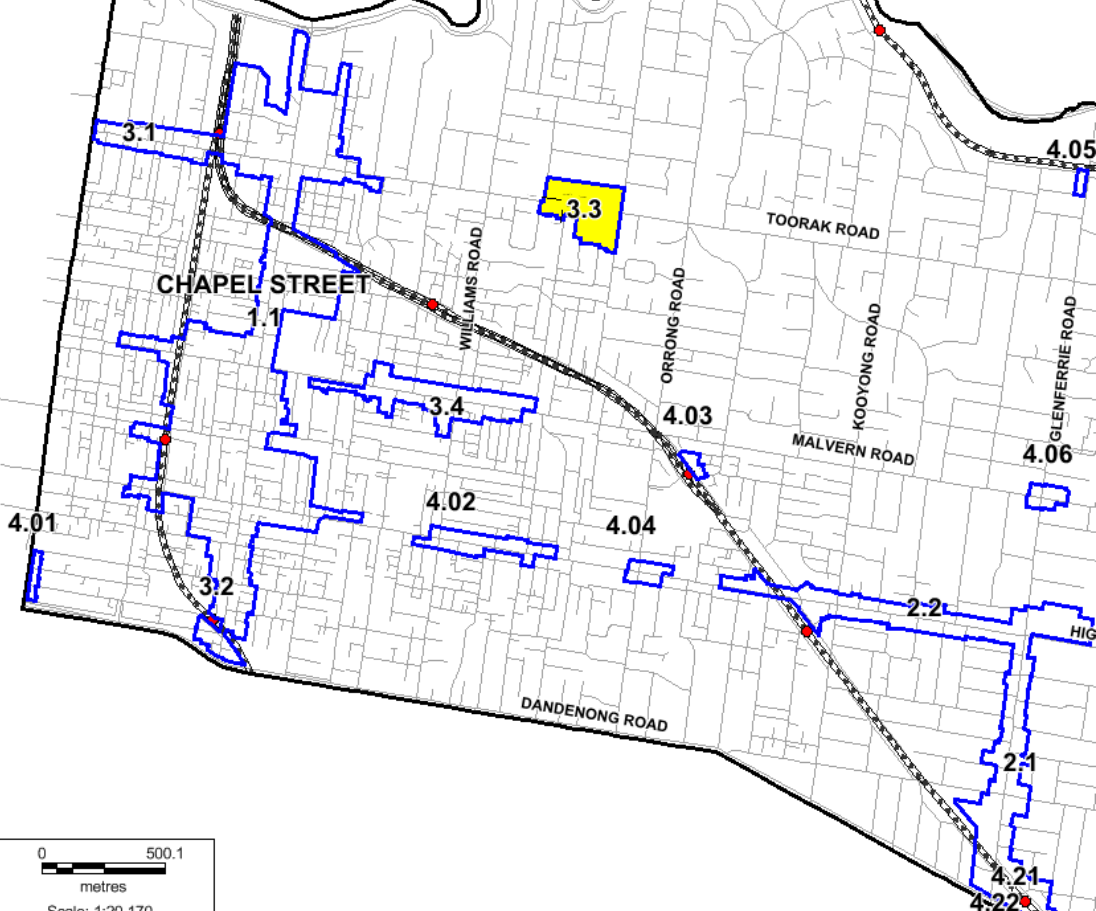
2.1-2.2 HIGH STREET-GLENFERRIE ROAD



7.4 TOORAK VILLAGE LARGE NEIGHBOURHOOD (3.3)

Table 17 outlines the key characteristics of the Toorak Village Activity Area. Analysis regarding Toorak Village was informed by Hill PDA's own research and analysis together with the Toorak Village Structure Plan (2008) and a customer survey (2012).

Table 17 - Toorak Village Large Neighbourhood Activity Area Assessment

General Character Statement
<p>Toorak Village is a Large Neighbourhood Activity Area located on Toorak Road between Canterbury Road in the east and Tintern Avenue in the west. The Area has good accessibility being located on a tram route (Toorak Road) and with buses servicing Canterbury Road. The compact nature of the Area makes it easier to traverse for pedestrians travelling through the area on foot. The most heavily pedestrianised section of the Area is between Mathoura Road and Ross Street.</p> <p>The Area is distinguished through its impressive heritage characteristics including a Tudor style built form which was adopted through the 1930s and 1940s in order to contrive a 'village' atmosphere. Today it remains one of its defining characteristics, along with its range of boutique clothing stores.</p> <p>The Area has 29,380sqm of floorspace with higher concentrations of supermarket, personal service, commercial legal and clothing floorspace. A Woolworths supermarket anchors the Area, providing for daily and weekly shopping needs which serves a catchment that extends predominantly north, north-west given the proximity of 1.1 Chapel Street to the west and 3.4 Hawksburn Village to the south-west. The Woolworths is located within the Tok H Centre, a standalone shopping centre that also accommodates a number of specialty stores. The Area also has a significant quantum of upper floor commercial space.</p>
Location
<p>Toorak Village is located on Toorak Road between Grange Road and Tintern Avenue in the north-west of the municipality. The Area is in close proximity to Chapel Street (1km to the west) and Hawksburn Village (1km to the south). There are few Small Neighbourhood Activity Areas in proximity, with the closest being 4.03 Beatty Avenue, located 1.3km to the south-east.</p>
 <p>The map shows the Toorak Village area, bounded by Chapel Street to the west, Toorak Road to the north, and Dandenong Road to the south. The tram route is highlighted along Toorak Road. Various activity areas are labeled with numbers: 3.1, 3.3, 3.4, 4.01, 4.02, 4.03, 4.04, 4.05, 4.06, 2.2, 2.1, 4.21, and 4.22. Surrounding streets include Williams Road, Orrong Road, Kooyong Road, Malvern Road, Glenferrie Road, and High Street. A scale bar indicates 0 to 500.1 metres, and the scale is 1:20,170.</p>

Zoning and Area Type

Toorak Village is a strip shopping Area that incorporates the Tok H standalone shopping Area. Land Use Zones include: Commercial 1 (formerly Business 1) and Public Use.

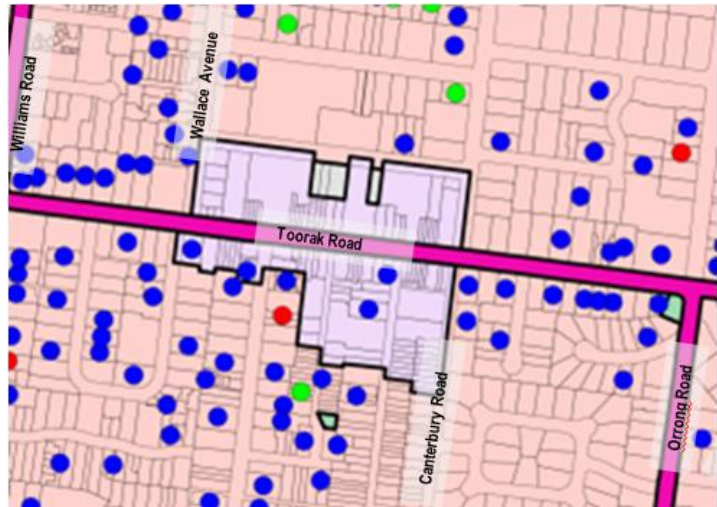
LEGEND

PLANNING PERMITS AS OF JAN 2013

- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1

**Surrounding Land Uses and Heritage Components**

- Low density residential.
- Higher density multi-unit residential development is located within and around the Area.
- Geelong Grammar School
- Toorak Primary School to the south.

Heritage²²:

One of the key strengths of Toorak Village is its Tudor style built form which was adopted in the 1930s in order to contrive a 'village' identity. By the 1940s the Area had developed a special character with Tudor style buildings located on strategically important key gateways to the Area which remain today. On the south side of Toorak Road, the streetscape is at its most intact between Ross Street and Canterbury Road, including a row of Victorian Italianate shops.²³ Toorak Village is classified by the National Trust of Australia (Victoria) as a place of local significance.²⁴

In some cases, the heritage character of the Area has been reduced through a lack of restoration and inappropriate adjacent development.

Accessibility

- Good vehicular access from Toorak Road (an arterial road).
- Tram route down Toorak Road.
- Bus services run along Canterbury Road and Williams Road.

Pedestrian Accessibility:

- High pedestrian flows through the Area are from Ross Street to Mathoura Road.
- Key pedestrian crossing is located near Mathoura Road on Toorak Road.

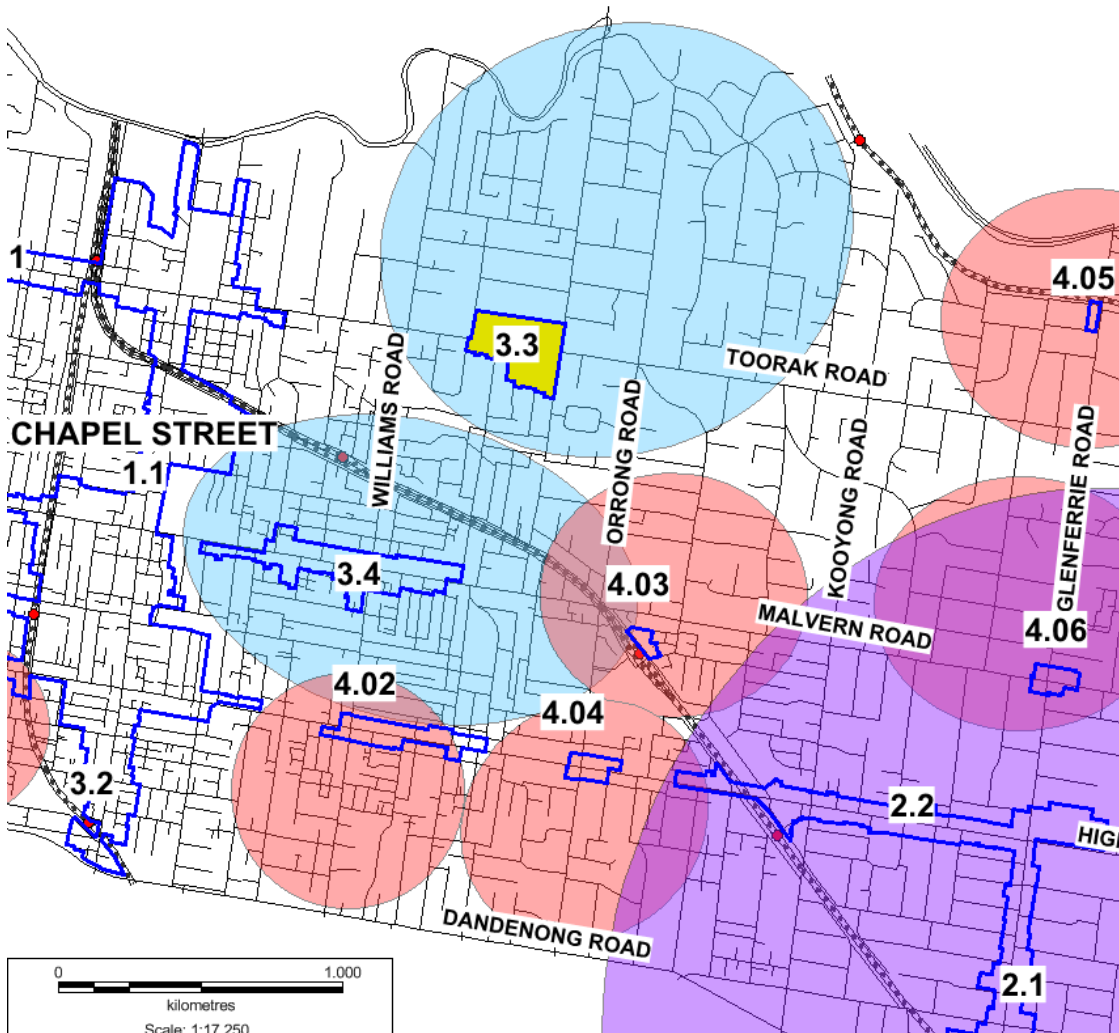
²² Toorak Village Structure Plan, MGS Architects (2008)

²³ Toorak Village Precinct: Heritage Assessment, Bryce Raworth Pty Ltd (2012)

²⁴ Ibid

Trade Catchment

The Toorak Village catchment broadly extends in a north-easterly direction being constrained by Hawksburn Village to the south, Chapel Street to the west and High Street-Glenferrie Road to the south-east. The Monash Freeway also acts as a significant physical barrier further to the north, with Swan Street also impacting on the secondary trade area beyond the Freeway and Yarra River. The Area may capture a proportion of expenditure from people that work in Toorak Village and also some passing trade given it is well linked to public transport and is located on an arterial road.



Source: MapInfo Bing Maps and Hill PDA (2013)

Activity Area Layout and Key Attractors

Toorak Village is a strip shopping Area that encompasses a freestanding enclosed shopping mall (Tok H).

Key retail anchors include:

- Woolworths Supermarket (2,930sqm)

Other points of interest:

- The Area has a higher concentration of personal services, commercial legal, specialty food, supermarket and clothing floorspace.
- Over 10,000sqm of commercial floorspace which is primarily upper floor general commercial office space but which also includes medical, financial and legal services.
- Not a significant amount of 'other' floorspace with only automotive and recreation/fitness represented in this category.

Floorspace

- 63% ground floor tenancies
- 50% retail with the majority on the ground floor (13,800sqm)
- 37% commercial with majority shop top (9,630sqm)

Toorak Village Large Neighbourhood Activity Area Floorspace (sqm GLA)

Land Use Type	Ground	Upper	Total	% of Total
Department Store	-	-	-	-
Discount Department Store	-	-	-	-
Supermarket	2,929	-	2,929	10.0
Specialty Food	924	-	924	3.1
Specialty Non-Food	1,591	120	1,711	5.8
Cafes & Restaurants	1,964	627	2,592	8.8
Take Away Food	239	-	239	0.8
Clothing	3,705	140	3,845	13.1
Bulky Goods	-	-	-	-
Personal Services	2,452	130	2,582	8.8
Total Retail	13,805	1,017	14,823	50.5
Commercial-Finance	139	631	770	2.6
Commercial-General	658	8,032	8,690	29.6
Commercial-Legal	-	370	370	1.3
Commercial-Medical	401	597	998	3.4
Total Commercial	1,198	9,630	10,828	36.9
Community	-	-	-	-
Recreation/Fitness	491	-	491	1.7
Automotive	1,278	-	1,278	4.4
Vacant	1,629	330	1,959	6.7
Total Other	3,398	330	3,728	12.7
TOTAL	18,401	10,978	29,378	100.0

Source: Hill PDA (February 2013)

Area Performance

Local agents indicated that Toorak Village had been experiencing some difficulty in recent times, with some vacant tenancies struggling to be let.

Investment and Development

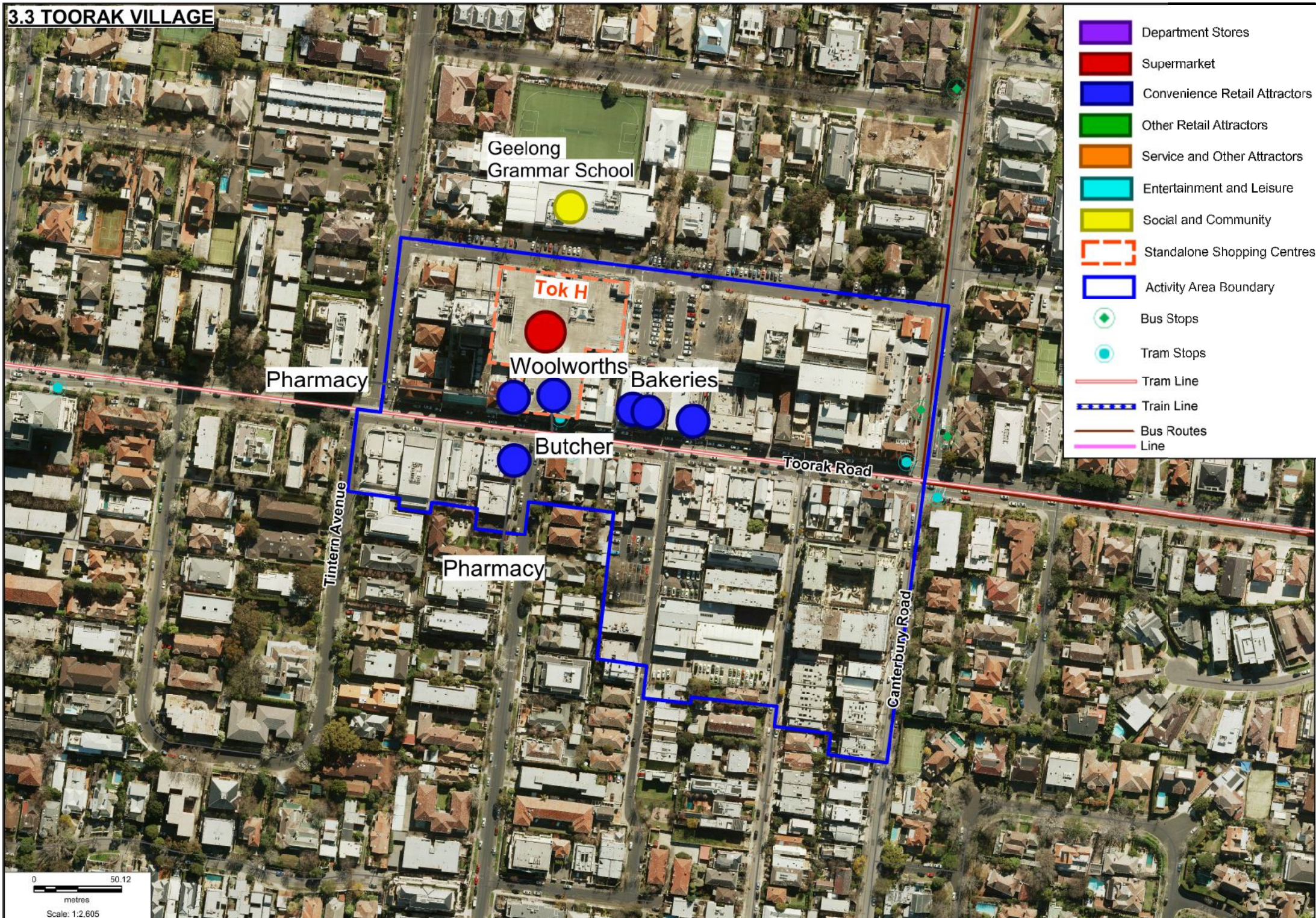
There are 2-3 multi-unit residential developments currently at the development application stage to the north-east of Toorak Village comprising 18 and 10 units respectively. A major 121 unit development on Malvern Road to the south-east was recently refused.

Toorak Village Development Proposals (as at January 2013)

Address	No. Dwellings	Retail/ Commercial	Status	Estimated Completion	Comment
663-691 Malvern Road, Toorak	121	Nil	Application Refused	Refused	6 storey building.
738 Orrong Road, Toorak	18	Nil	Development Application	Late 2014	5 storey building.
715-719 Orrong Road, Toorak	10	Nil	Development Application	Early 2015	4 storey building.

Source: Cordells Construction Data (2013)

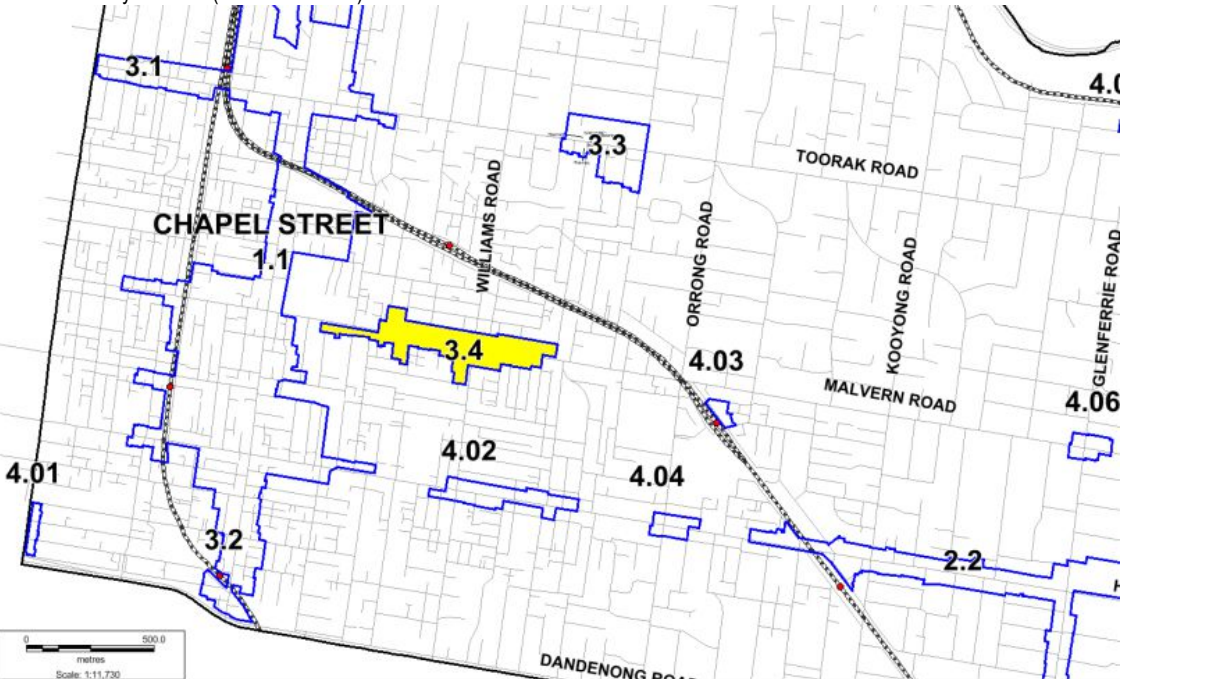
3.3 TOORAK VILLAGE



7.5 HAWKSBURN VILLAGE LARGE NEIGHBOURHOOD (3.4)

Table 18 outlines the key characteristics of the Hawksburn Village Large Neighbourhood Activity Area. Analysis regarding Hawksburn Village was informed by Hill PDA's own research and analysis.

Table 18 - Hawksburn Village Large Neighbourhood Activity Area Assessment

General Character Statement
<p>Hawksburn Village is a Large Neighbourhood Activity Area located on Malvern Road between Essex Street in the west and Mathoura Road in the east. The Area has excellent accessibility being located at the intersection of two main roads (Malvern and Williams Roads), with trams servicing Malvern Road and buses running down Williams Road. The Area is also in close proximity to Hawksburn Station. Its catchment is constrained by 1.1 Chapel Street to the west and 3.3 Toorak Village to the north-east.</p> <p>Hawksburn Village comprises the most floorspace of any neighbourhood level Area in the City of Stonnington, accommodating a total of 45,960sqm of floorspace including higher concentrations of automotive, commercial medical, commercial legal, bulky goods and specialty food floorspace.</p> <p>The Area is anchored by a mid-sized Woolworths supermarket which is located east of Williams Road on the north side of Malvern Road. There are a number of other local retail attractors in this section including newsagents, bakeries and a butcher. This part of the Area is the most heavily pedestrianised. West of Williams Road comprises some larger footprint lots which accommodate a range of uses including bulky goods (Snooze, Forty Winks), a police station, car sales and a cluster of medical uses at the far western fringe of the Area.</p> <p>The Prahran Aquatic Centre is located just west of the Area boundary and acts as a focal point for the community, particularly during the summer months. This contributes somewhat to pedestrian activity at the Area, however most patrons tend to head west for shopping and eating options given the proximity of Chapel Street. The Area also has a number of niche fashion outlets which are clustered on the southern side of Malvern Road, east of Williams Road.</p> <p>The Area also has some attractive heritage buildings, including at the corner of Malvern and Williams Roads (The Bush Inn), which dates from the 1850s and an intact group of interwar Moderne shopfronts on the south side of Malvern Road.</p>
Location
<p>Malvern Road, South Yarra/Toorak, between Essex Street in the west and Mathoura Road in the east. The closest Principal or Major (higher order) Activity Area is Chapel Street which is located in very close proximity to the west. Hawksburn Village is also in close proximity to Toorak Village which is located just 1km to the north along Williams Road. There are a number of Small Neighbourhood Activity Areas also in close proximity to Hawksburn Village, including:</p> <ul style="list-style-type: none"> • 1.1 Chapel Street Precinct (adjacent to the west) • 4.02 Prahran East Village (550m to the south); • 3.3 Toorak Village (1km to the north) • 4.03 Beatty Avenue (1km to the east).


Zoning and Area Type

Hawksburn Village is a strip shopping Area. Land Use Zones include:

- Commercial 1 (formerly Business 2 and 5)
- Mixed Use
- Public Use

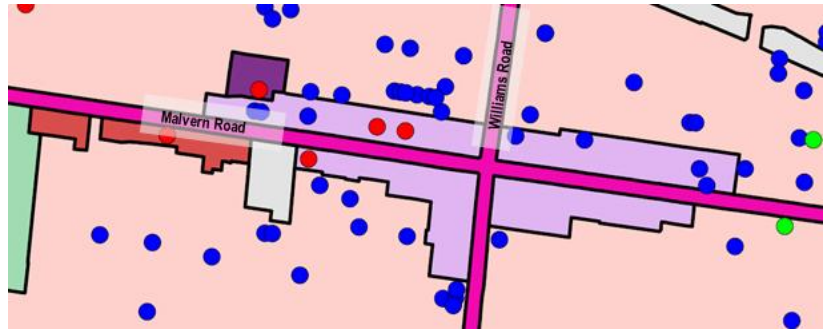
LEGEND

PLANNING PERMITS AS OF JAN 2013

- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1



Surrounding Land Uses and Heritage Components

- Predominantly low density residential.
- Some higher density residential development in and around the Area, including just south of the Bib Stillwell site on the corner of Clarke Street and Williams Road and on Howitt Street, west of Williams Road.
- Prahran Aquatic Centre.
- Church.
- Police Station and courts.

Heritage:

The Hawksburn Retail Heritage Precinct has a number of single and double storey retail and commercial buildings dating from the late Victorian, Edwardian and interwar periods. The Bush Inn, located on the corner of Malvern and Williams Roads was originally constructed in the 1850s before being altered and extended in the 1880s. This building forms an important entrance point from Williams Road and is one of the finest examples of heritage character in the Area. Other retail development took place around the Bush Inn after the 1879 opening of Hawksburn Station. The Area has a high degree of intactness of attractive 1940s buildings thanks to a low proportion of infill development. There remains a consistent unpainted brick face and Moderne expression of shops on the south-side of Malvern Road which add to the charm of the Area.²⁵

Accessibility

- Highly accessible via public transport, including tram and train.
- Highly accessible by major road, including Malvern and Williams Roads.
- Tram route running down Malvern Road.
- Bus services along Williams Road.
- Hawksburn train station is located just 250m to the north-west of the Malvern Road and Williams Road intersection.

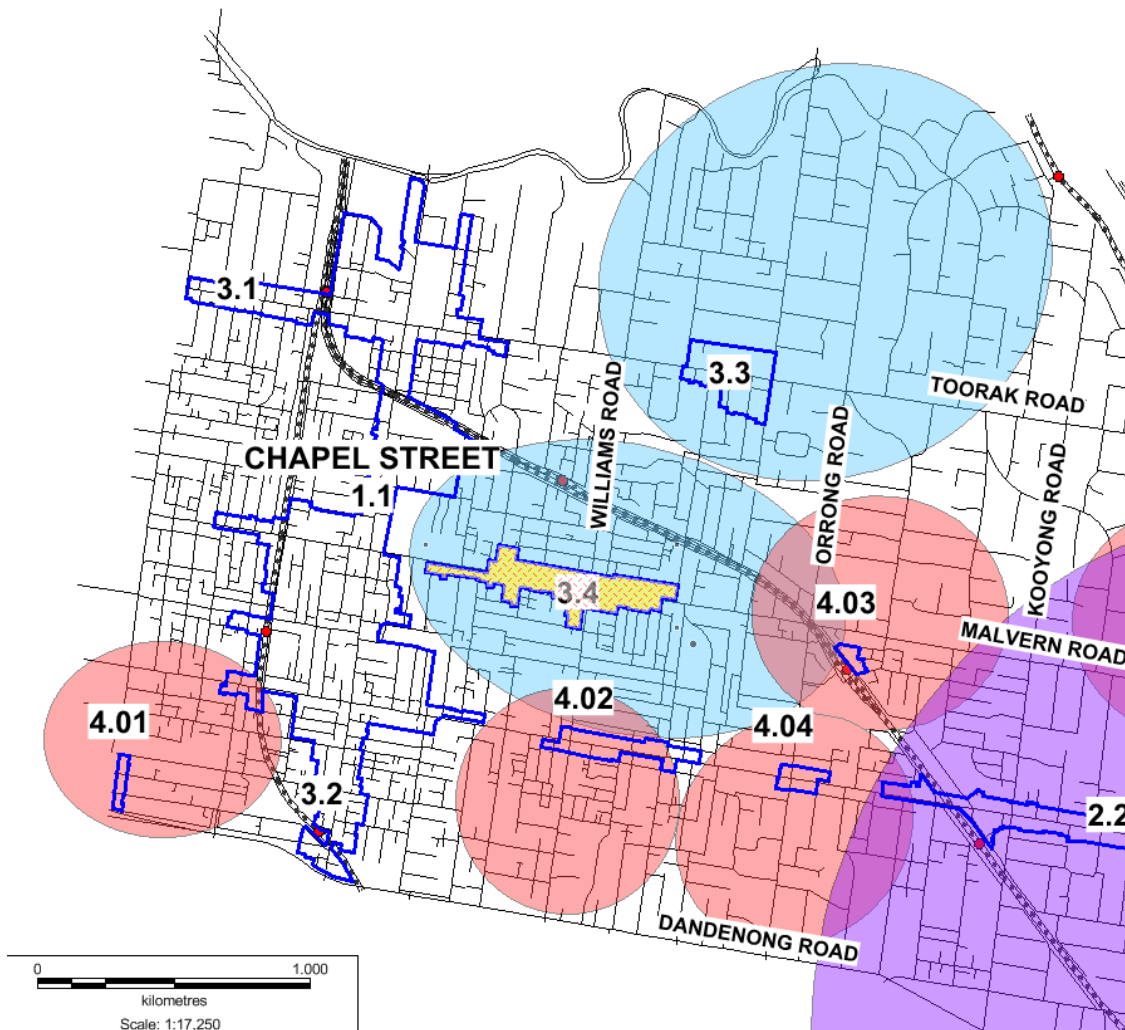
Pedestrian Accessibility:

- Pedestrian flows are concentrated east of Williams Road, particularly around the supermarket. A number of uses west of Williams Road promote car based trips (such as bulky goods) and this component is generally of a less walkable scale than the eastern section and as such there are less walking trips in this part of the Area.

²⁵ Hawksburn Retail Precinct: Heritage Citation Report, City of Stonnington (2010)

Trade Catchment

The Hawksburn Village catchment is constrained by Toorak Village to the north, Chapel Street to the west and High Street-Glenferrie Road to the south-east. The Area may capture a proportion of expenditure from people that work in Hawksburn Village and also some passing trade, however this is expected to be limited.



Source: MapInfo Bing Maps and Hill PDA (2013)

Area Layout and Key Attractors

Hawksburn Village is a strip shopping Area. Key retail anchors include:

- Woolworths Supermarket (1,580sqm)
- Minimax (516sqm)
- Forty Winks (590sqm)
- Snooze Furniture (1,096sqm)
- Bed Bath N Table (300sqm)

Other points of interest:

- The Area has a higher concentration of automotive, bulky goods, commercial medical, commercial legal and specialty food stores.
- A number of boutique designer stores are located beyond Williams Road at the eastern fringe of the Area.
- Cafes and restaurants and some specialty food stores on the northern side of Malvern Road east of Williams Road.
- Significant component of commercial floorspace with a hub of commercial medical floorspace, including the Victoria Clinic located in Mixed Use Zone land at the western edge of the Area.
- 20% of floorspace is automotive, comprising the large two-storey Bib Stillwell site on the corner of Clarke Street and Williams Road, a small Mini dealer located near the south east corner of Malvern Road and Williams Road, and a Peugeot dealership located west of Williams Road.

Floorspace

- 71% ground floor tenancies.
- 9% retail of which the majority is located on the ground floor (17,300sqm).
- 27% commercial of which 60% is shop top (7,400sqm).

Hawksburn Village Large Neighbourhood Activity Area Floorspace (sqm GLA)

Land Use Type	Ground	Upper	Total	% of Total
Department Store	-	-	-	-
Discount Department Store	-	-	-	-
Supermarket	1,580	-	1,580	3.4
Mini Major	516	-	516	1.1
Specialty Food	1,932	-	1,932	4.2
Specialty Non-Food	2,323	50	2,373	5.2
Cafes & Restaurants	2,013	228	2,240	4.9
Take Away Food	353	-	353	0.8
Convenience Store	187	-	187	0.4
Clothing	3,794	-	3,794	8.3
Bulky Goods	3,613	251	3,864	8.4
Personal Services	985	238	1,223	2.7
Total Retail	17,296	766	18,062	39.3
Commercial-Finance	201	294	495	1.1
Commercial-General	883	4,079	4,961	10.8
Commercial-Legal	350	542	892	1.9
Commercial-Medical	3,050	2,205	5,255	11.4
Commercial-Real Estate	568	294	861	1.9
Total Commercial	5,051	7,413	12,464	27.1
Community	-	-	-	-
Entertainment	1,371	-	1,371	3.0
Hotel	560	560	1,120	2.4
Automotive	5,680	4,512	10,192	22.2
Other Type	880	-	880	1.9
Vacant	1,869	-	1,869	4.1
Total Other	10,360	5,072	15,432	33.6
TOTAL	32,707	13,252	45,959	100.0

Source: Hill PDA (February, 2013)

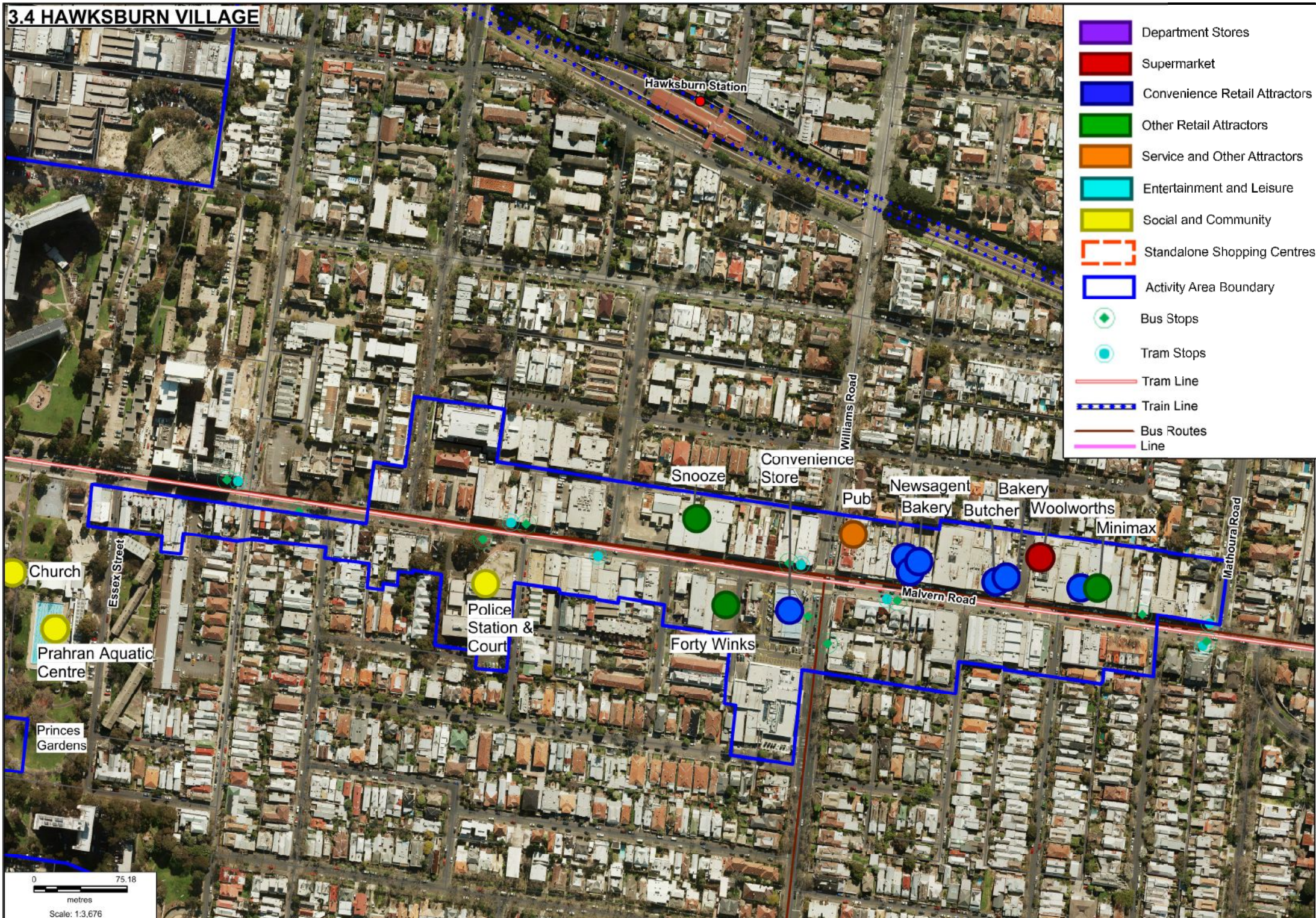
Area Performance

Overall, Hawksburn Village has a good mix of retail, commercial and other uses (including a pub) and some strong retail attractors. Anecdotal evidence also suggests the Area is an up and coming location for new creative industries which combined with quality cafes and other boutiques has seen renewed interest.

Investment and Development

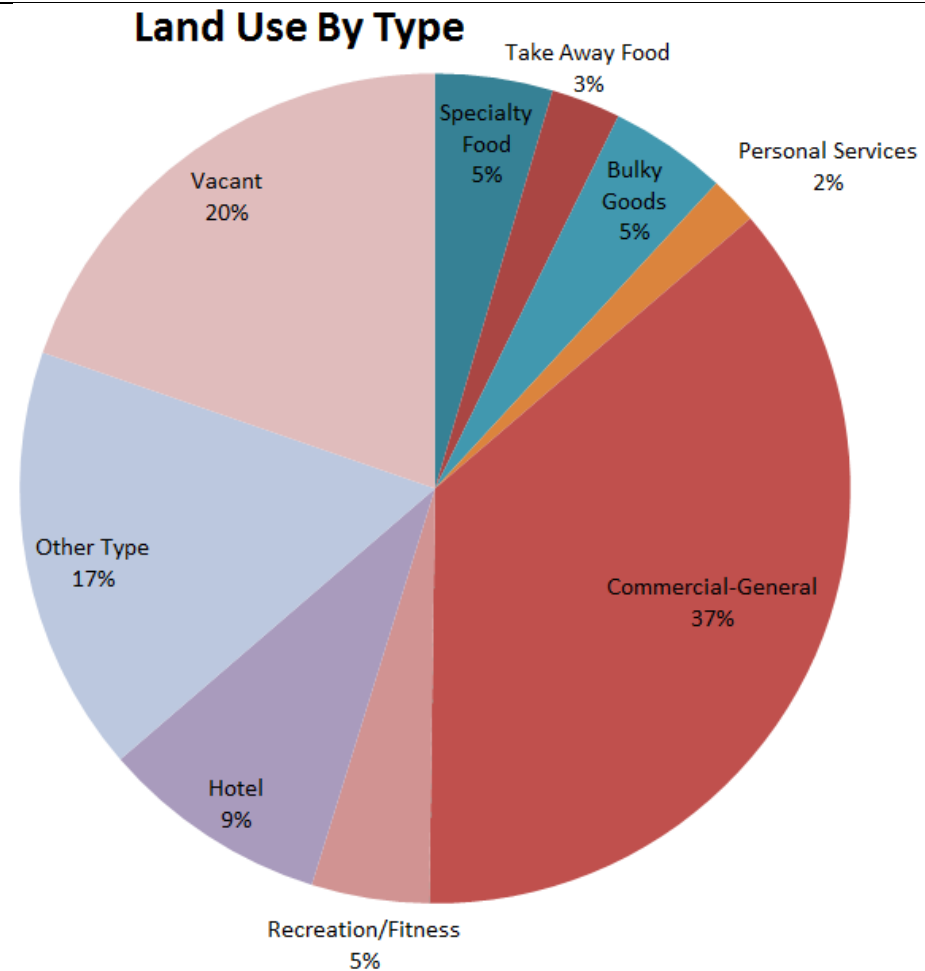
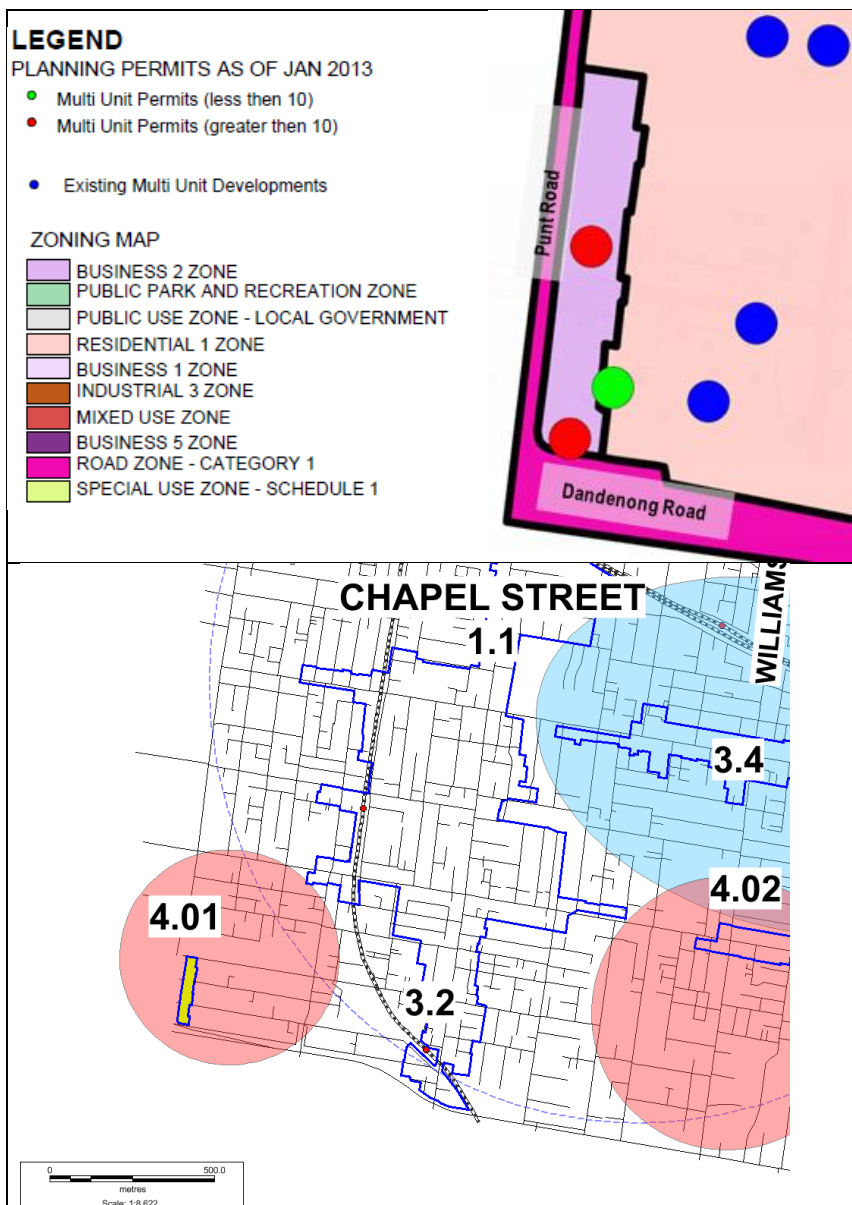
There are a number of multi-unit residential proposals in the development pipeline in and around Hawksburn Village. The largest and most recently developed of these is in close proximity at 267-271 Malvern Road, Prahran with 188 dwellings which was completed in 2012. A number of other large multi-unit developments are currently under construction including on Commercial Road toward Chapel Street and High Street, Prahran. These are likely to be completed during mid-late 2013 and early 2014.

3.4 HAWKSURN VILLAGE



7.6 SMALL NEIGHBOURHOODS

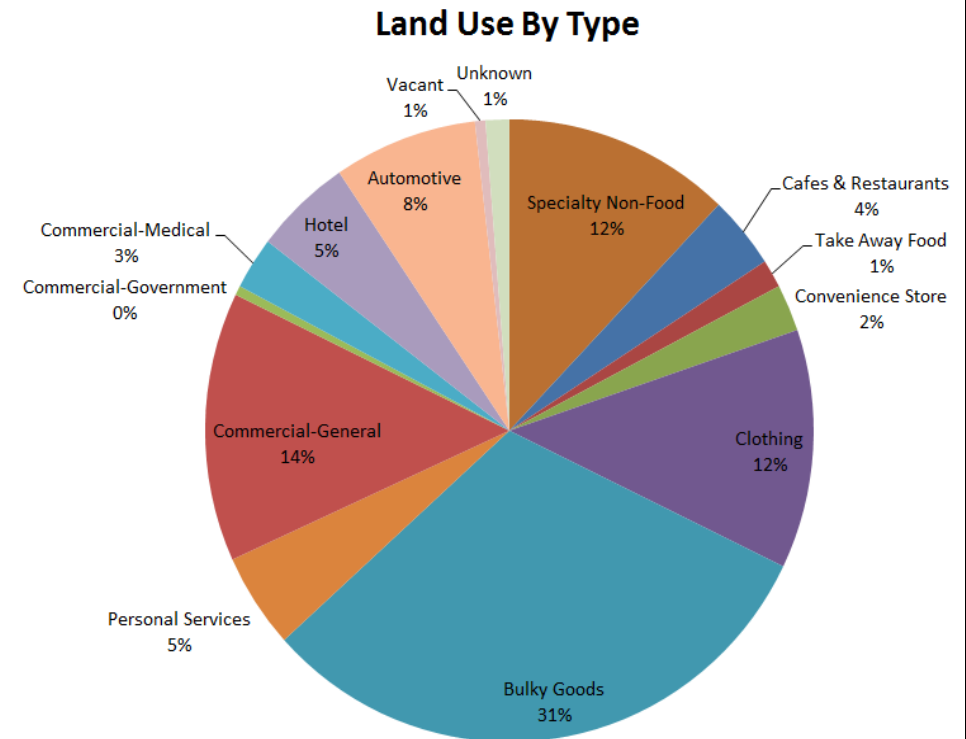
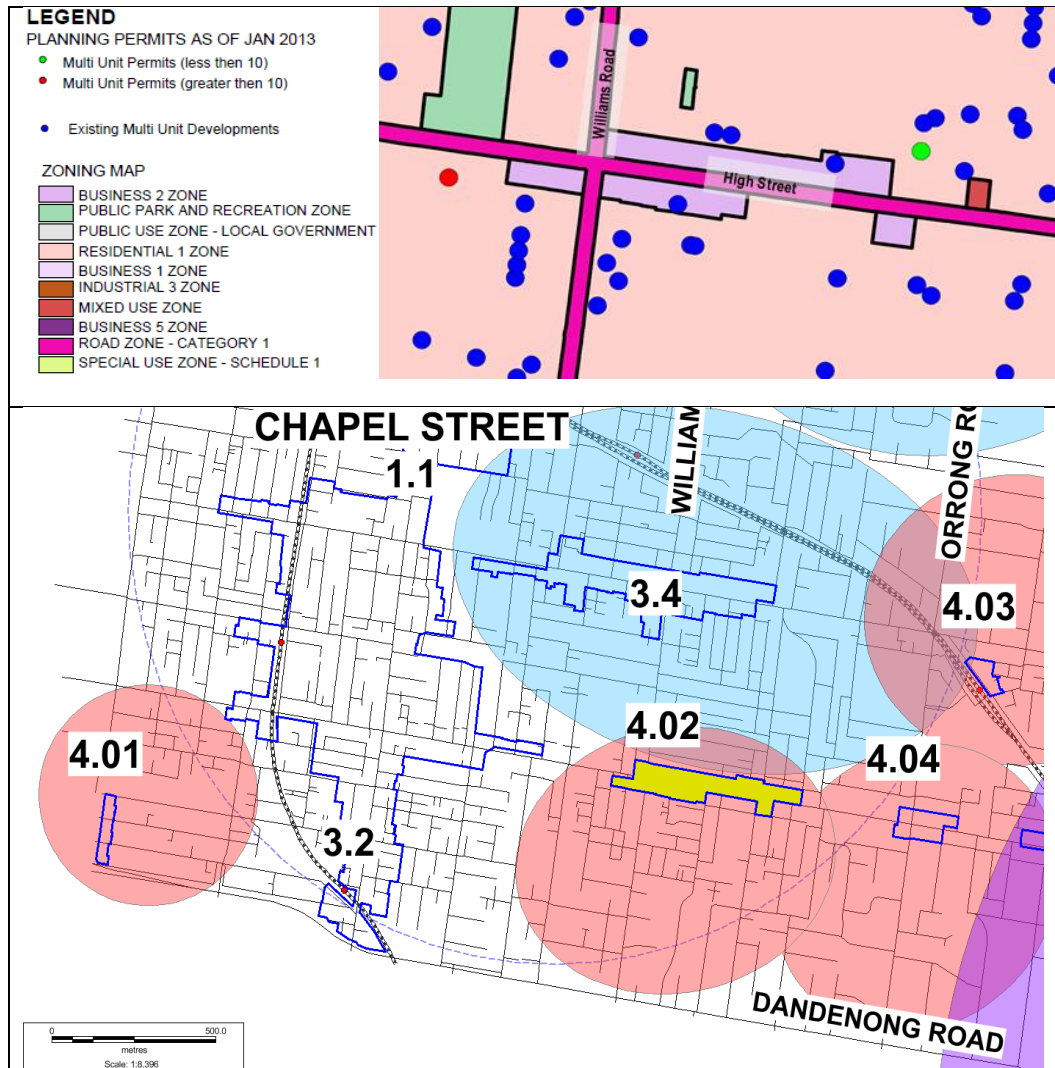
4.01 Little Windsor on Punt – Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Little Windsor on Punt Activity Area is located on one of Melbourne's busiest north-south arterial roads. The Area has a local walkable resident catchment that broadly extends 150m – 350m to the north and east given that Punt Road, St Kilda Road and Dandenong Road act as barriers to trade from the south and west.</p> <p>The Small Neighbourhood Area has a higher representation of hotel and take-away food floorspace compared to its overall proportion of floorspace provision, with the popular backpacker Pint on Punt hotel acting as an attractor. However, the majority of floorspace in the Area consists of commercial general floorspace (37% of total floorspace).</p> <p>The northern half of the Area accommodates almost all of the retail floorspace, including an Indian take-away, bottle shop and bicycle retailing. This part of the Area also includes the greatest number of pedestrian movements with a key pedestrian access across Punt Road near the Union Street intersection. Upper floor space is currently underutilised and appears to largely be vacant.</p>	<p>Total: 4,811sqm</p> <p>Retail: 660sqm (13.7%)</p> <p>Commercial: 1,756sqm (36.5%)</p> <p>Upper floor: 1,559sqm (32%)</p> <p>High concentrations of:</p> <ul style="list-style-type: none"> Commercial-General Hotel Vacant Take away food 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Pub <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> 7-Eleven convenience store Wesley College Campus Predominantly low density residential. Some high density residential development. <p>No Heritage Overlays (HOs) in the Area.</p>	<p>Union Street to Dandenong Road/Princes Highway.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> Chapel Street Precinct (800m to the east). <p>Accessibility:</p> <ul style="list-style-type: none"> Punt and Dandenong Roads are arterial roads. Bus route along Punt Road with a stop at Union Street. Tram route along Dandenong Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Important pedestrian intersection at Punt Road and Union Street. Northern half of the Area is more highly pedestrianised with a lack of active frontages in the southern half. 	<ul style="list-style-type: none"> Localised walkable catchment (150-350m). Constrained by Punt and Dandenong Roads, Chapel Street to the east and High Street (Chapel Street Precinct) to the north east. Some trade likely to be derived from beyond the local trade area due to the presence of the pub.



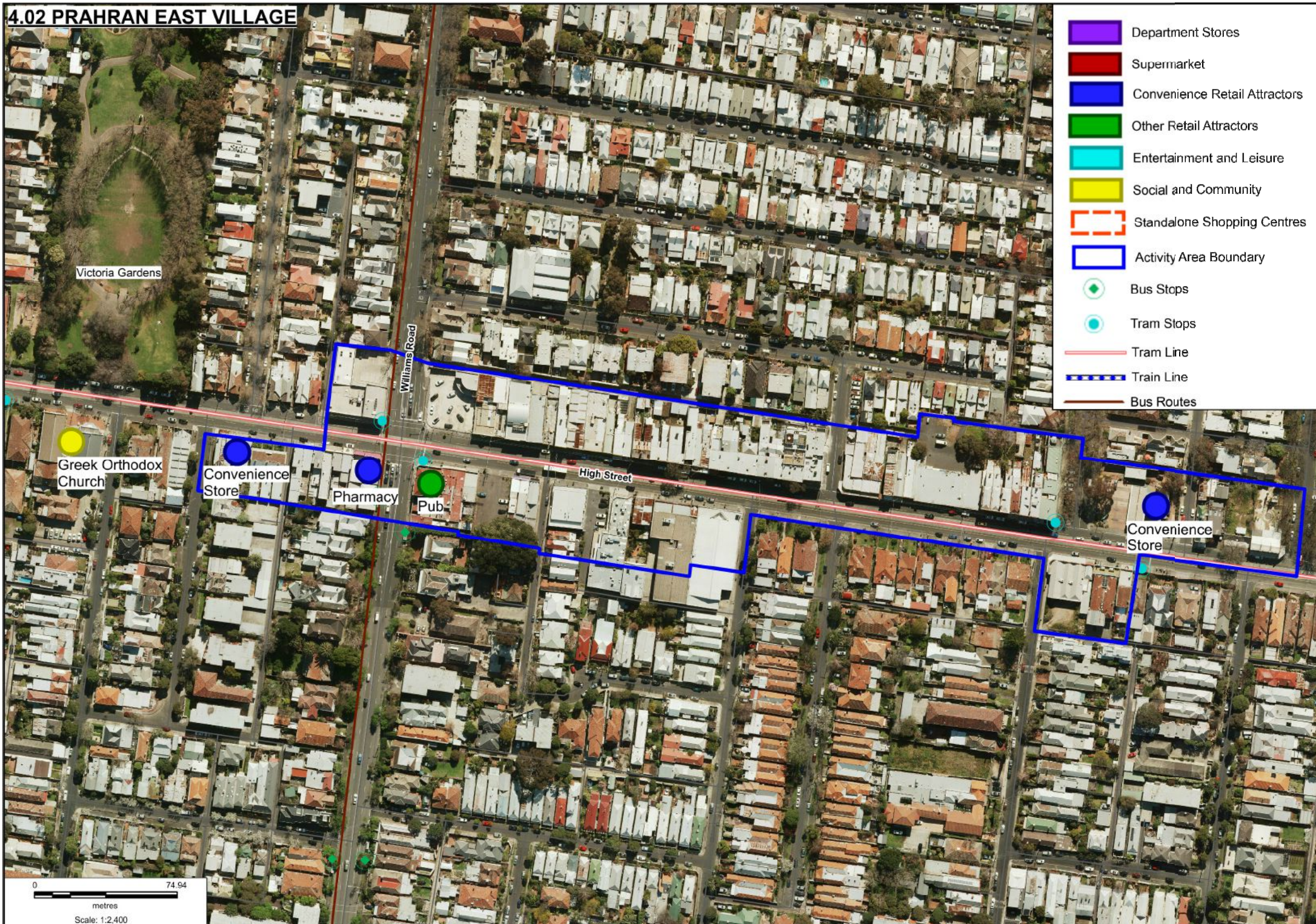
4.01 LITTLE WINDSOR ON PUNT



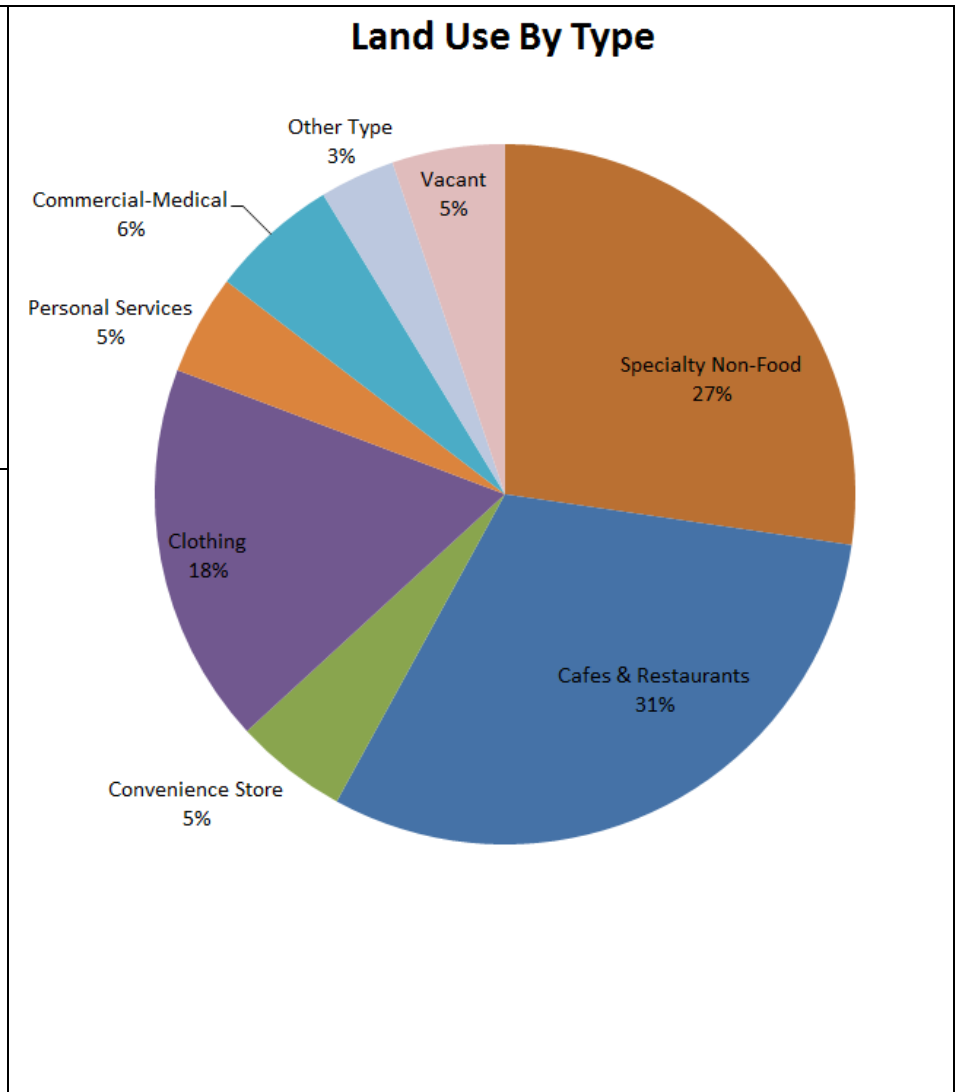
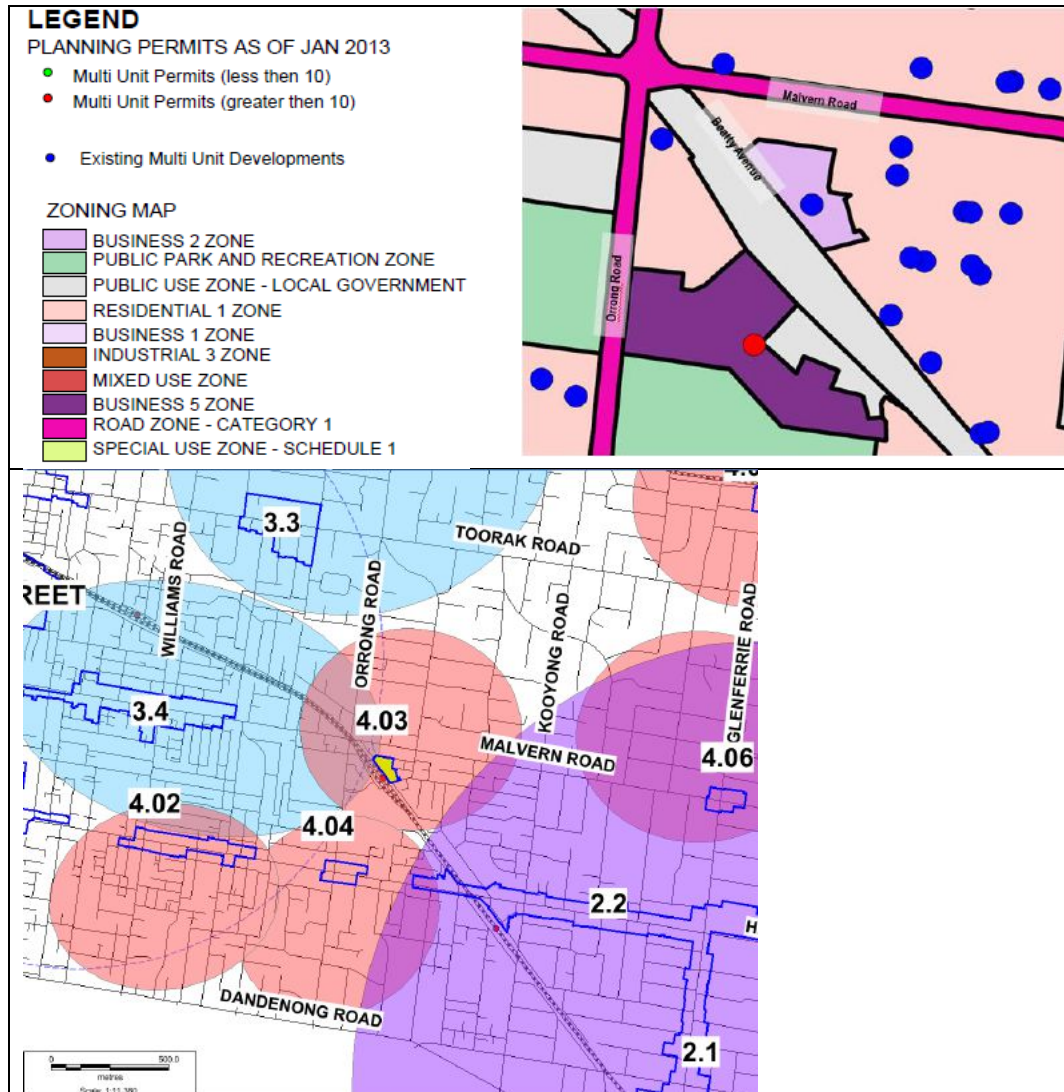
4.02 Prahran East Village, Prahran – Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Prahran East Village is located on High Street, Prahran with pedestrian activity focused near the High Street-Williams Road intersection, particularly on the southern side of High Street. Prahran East Village is well served by public transport with tram (High Street) and bus routes (Williams Road) running through the Area.</p> <p>The Area has a higher representation of bulky goods, convenience stores and hotel floorspace compared to its proportion of total floorspace provision, with the Mount Erica hotel acting as an attractor. Bulky goods accounts for over 30% of total floorspace in the Area, with Commercial - General uses accounting for 14% and clothing 12%. The south-west corner of the High Street-Williams Road intersection provides some local retail attractors including a convenience store and prominent pharmacy. The Area extends east from the High Street-Williams Road intersection with a number of bulky goods stores located on the north side of High Street.</p> <p>Activity extends as far as Grandview Grove in the east, with a 7-Eleven convenience store located in this part of the Area on residential zoned land. Retail and commercial activity on the southern side of High Street is disconnected at the eastern edge of the Area by residential uses between Packington Street and Chomley Street. The Area has a local trade area that extends approximately 300m – 500m in a predominantly southerly direction being constrained by Chapel Street to the west and 4.04 High on Orrong to the east.</p>	<p>Total: 14,359sqm Retail: 9,794sqm (68.2%) Commercial: 2,468sqm (17.2%) Upper floor: 2,293sqm (16%) Higher concentrations of:</p> <ul style="list-style-type: none"> • Bulky goods • Convenience stores • Hotel 	<p>Local Attractors:</p> <ul style="list-style-type: none"> • Two convenience stores • Pharmacy • Pub <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Low density residential • Some multi-level unit development • Limited recent or planned retail, commercial or residential development and investment. <p>Heritage: Some land on the southern corners of the Prahran East Village intersection is covered by an HO.</p>	<p>High Street from Normanby Street in the west to Grandview Grove in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • Hawksburn Village (550m north) • Chapel Street (500m west) • 4.04 High on Orrong (350m east) <p>Accessibility:</p> <ul style="list-style-type: none"> • High Street and Williams Road are arterial roads. • Tram along High Street. • Bus service along Williams Road; <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • The High Street-Williams Road intersection is the key node of activity and primary pedestrian connection point. 	<ul style="list-style-type: none"> • Walkable local catchment (300-500m). • Constrained by Dandenong Road, Hawksburn Village, Chapel Street and High on Orrong. • Some trade from beyond the catchment due to presence of pub.



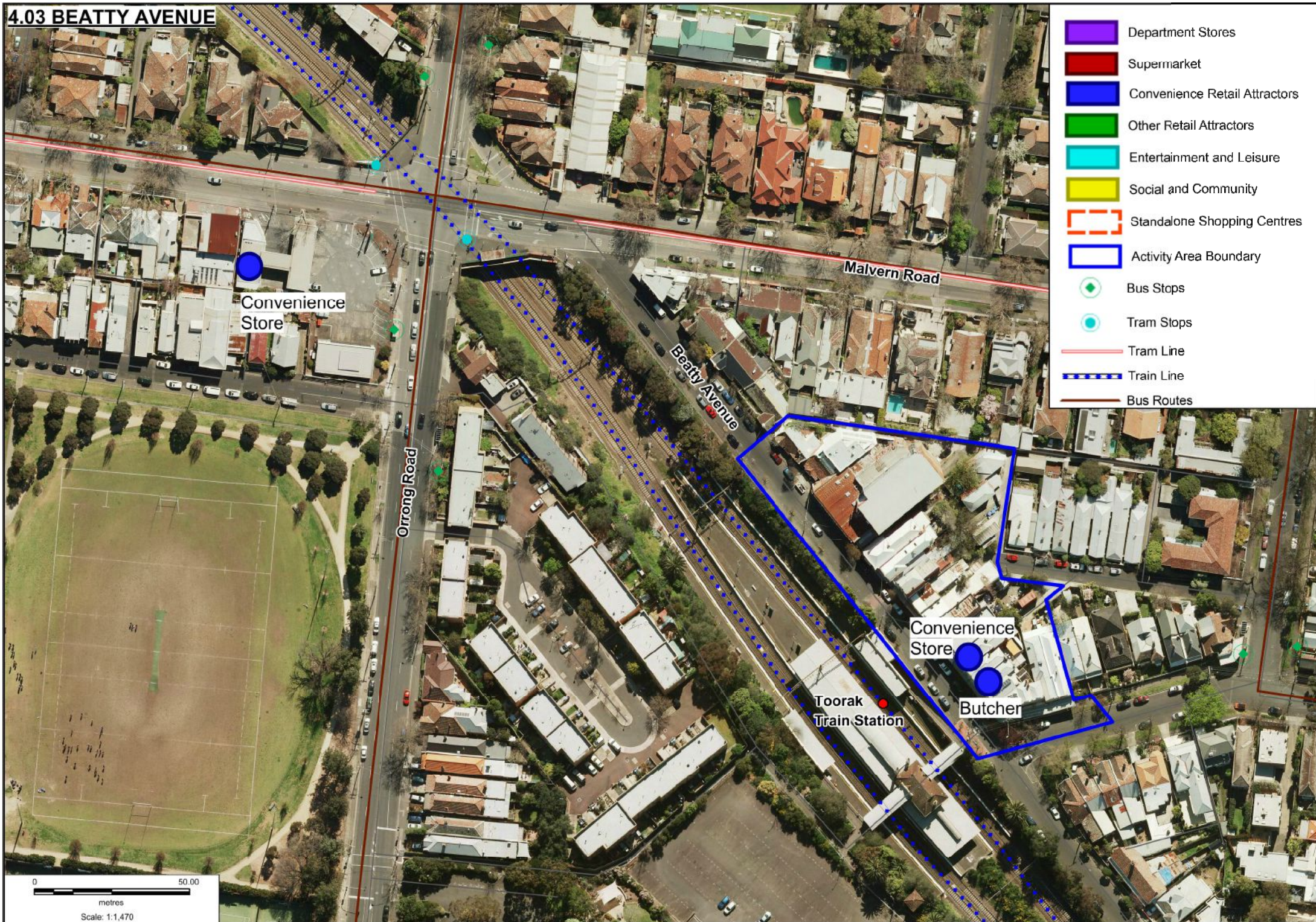
4.02 PRAHRAN EAST VILLAGE



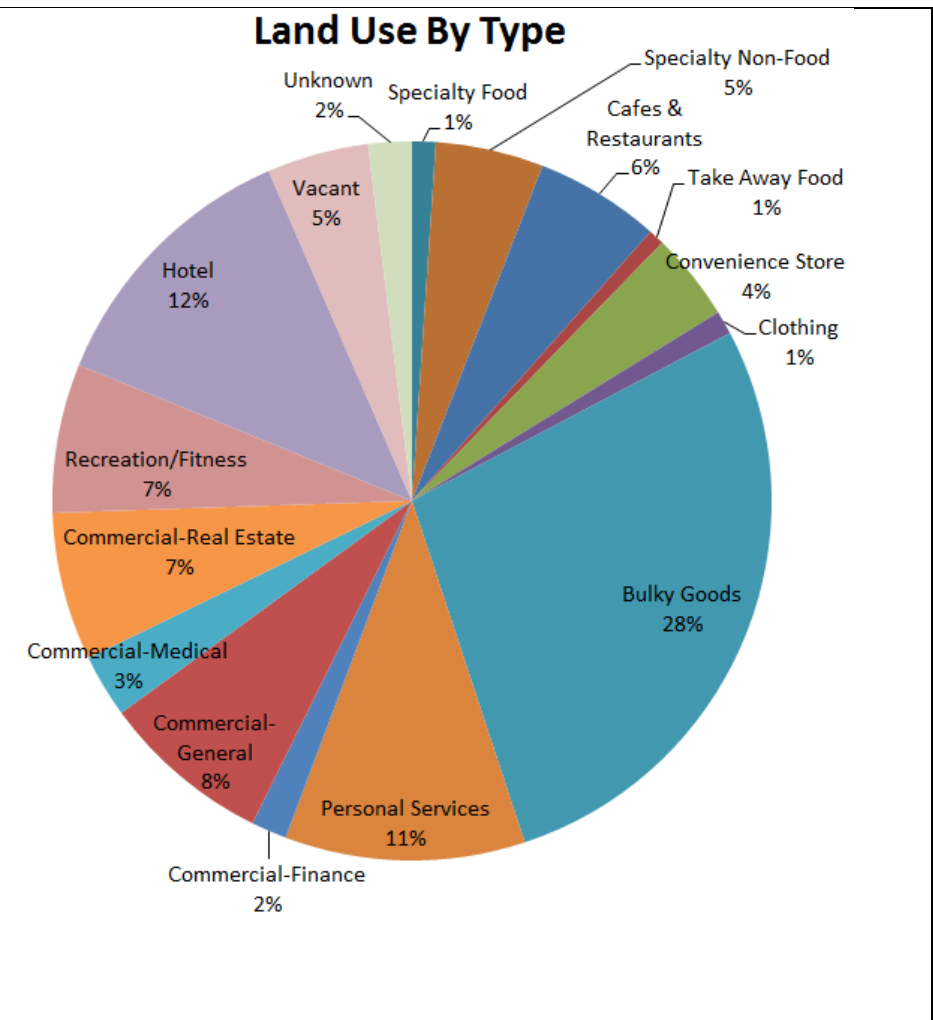
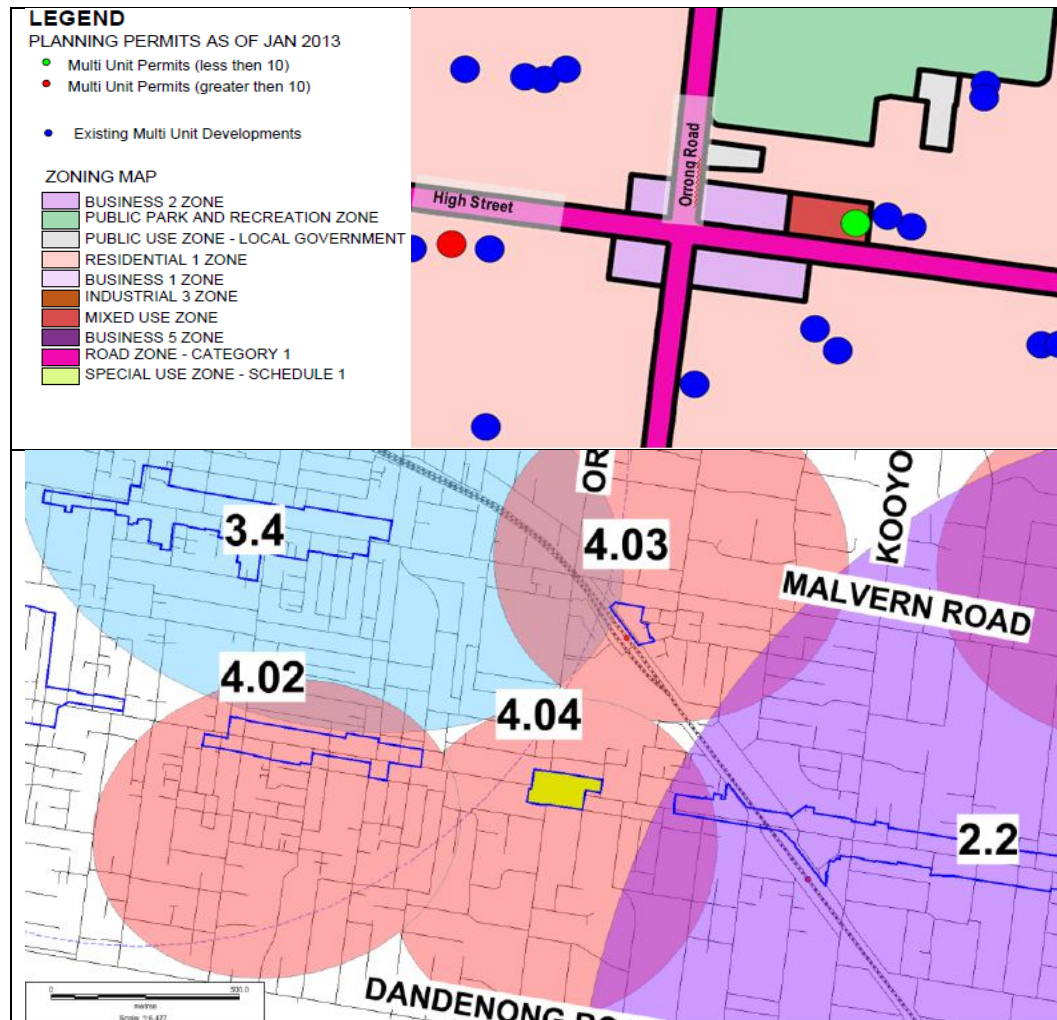
4.03 Beatty Avenue, Armadale – Commercial 1 (Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Beatty Avenue is a strip based Area located adjacent to the Toorak train station. In addition to accessibility from the train station, there is a bus stop approximately 50m down Rose Street and trams frequently run along Malvern Road (50m – 100m to the north-west).</p> <p>The Beatty Avenue Area incorporates attractive heritage retail shopfronts as part of the Armadale Heritage Precinct. The Area is covered by a heritage overlay which seeks to protect contiguous streetscape Edwardian facades and the railway station.</p> <p>The Area has a higher representation of convenience stores, cafes and restaurants, specialty non-food and clothing floorspace. Almost 60% of all floorspace in the Area is comprised of cafes and restaurant and specialty non-food uses.</p> <p>Pedestrian movements are concentrated near the northern side of the Beatty Avenue and Rose Street intersection with a key pedestrian crossing located at this point which connects the Area to passengers alighting from the train. There are two local retail attractors in this part of the Area including a convenience store and butcher. Trade at the Area is drawn from a local walkable catchment that extends in an approximate 250m – 400m radius.</p>	<p>Total: 1,729sqm Retail: 1,476sqm (85.4%) Commercial: 103sqm (5.9%) Higher concentrations of:</p> <ul style="list-style-type: none"> • Convenience stores • Cafes & restaurants • Specialty non-food • Clothing 	<p>Local Attractors:</p> <ul style="list-style-type: none"> • Convenience store • Butcher <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Toorak train station • Utility (water) station • Some multi-level unit development • Orrong Romanis Recreation Area and Centre • Armadale Primary School • Lancaster House Child Care. <p>Heritage: The entire Area is covered by an HO.</p>	<p>Beatty Avenue and Rose Street, Armadale.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • 3.4 Hawksburn Village (700m west) • 4.04 High on Orrong (750m south-west) <p>Accessibility:</p> <ul style="list-style-type: none"> • Highly accessible location near the corner of Malvern Road and Orrong Road. • Toorak train station adjacent to Area. • Tram along Malvern Road. • Bus service down Orrong Road and Clendon Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • Key pedestrian movement and crossing from train station egress point near Rose Street. 	<ul style="list-style-type: none"> • Localised walking catchment. • Predominantly extends north-east. • Constrained to the south and south-east by Prahran East Village and High on Orrong and High Street, Armadale Activity Areas. • Constrained by the train line.



4.03 BEATTY AVENUE



4.04 High on Orrong, Prahran/Armadale – Commercial 1 (formerly Business 2) and Mixed Use				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The High on Orrong Area is located on High Street, Prahran / Armadale to the east of 4.02 Prahran on High, west of 2.2 High Street-Glenferrie Road and south of 4.03 Beatty Avenue. The Area has good public transport connections with trams running along High Street and buses servicing Orrong Road.</p> <p>Retail activity is largely focused around the intersection of High Street and Orrong Road with a number of local retail attractors located in this part of the Area including two convenience stores (7-Eleven and an independent), pharmacy and the Orrong Hotel, an attractive art-deco building.</p> <p>Pedestrian movements within the Area tend to be evenly distributed, with key pedestrian crossings at the High Street and Orrong Road intersection. The Area has a broad mix of land uses but has a higher representation of hotel, convenience store, commercial real estate, bulky goods and recreation / fitness floorspace compared to its proportion of total floorspace provision. Almost a third (28%) of all floorspace in the Area is bulky goods, with hotel floorspace making up 12% and personal services 11%.</p> <p>Trade is drawn from a localised walking catchment that predominantly extends south. The Area also has good linkages with social and community facilities including a U3A centre and Toorak Park just to the north, and an Early Learning Centre to the north-east. Each of these facilities contributes to pedestrian patronage at the Area.</p>	<p>Total: 8,447sqm Upper floor: 2,121sqm (25.1%) Retail: 4,706sqm (55.7%) Commercial: 1,584sqm (18.8%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Hotel Convenience stores Commercial real estate Bulky goods Recreation/fitness 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store Pharmacy Pub A number of furniture stores in the eastern part of the Area. <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential. Community (U3A Stonnington). Football oval (Toorak Park). Some multi-level unit development at the eastern end of the Area. <p>Heritage: No HO's in the Area.</p>	<p>High Street from Ashleigh Road in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 2.1-2.2 High Street-Glenferrie Road (600m east) 4.02 Prahran East Village (350m west) 4.03 Beatty Avenue (750m north-east) <p>Accessibility</p> <ul style="list-style-type: none"> Highly accessible location near the corner of High Street and Orrong Road (both arterial roads). Tram along High Street. Bus service down Orrong Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> High Street-Orrong Road is the key pedestrian intersection at the Area. 	<ul style="list-style-type: none"> Localised walking catchment. Predominantly extends south towards Dandenong Road with a lack of local retail facilities in that direction. Constrained to the west by the Prahran East Village Area and to the east by the High Street-Glenferrie Road Area.

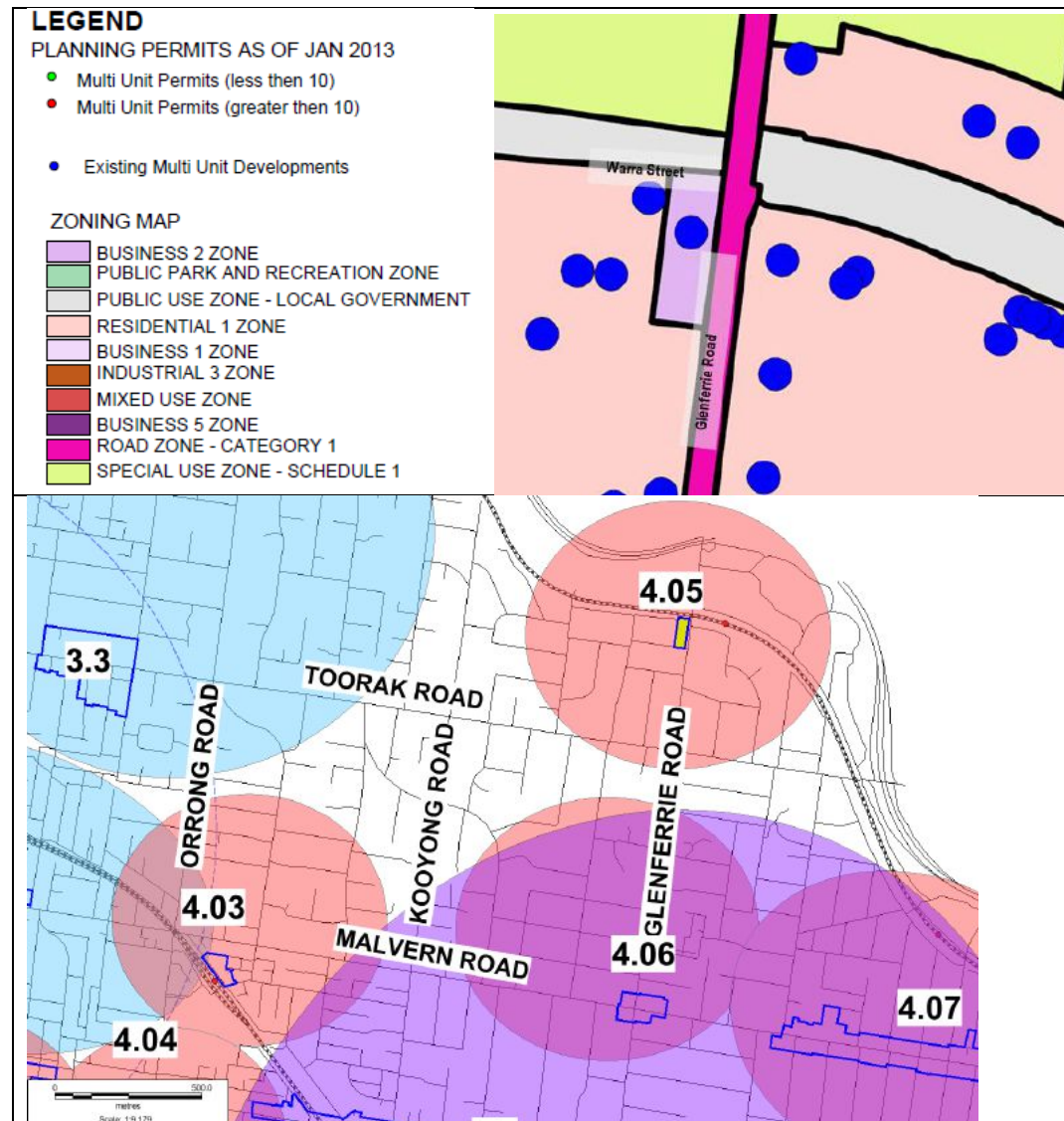


4.04 HIGH ON ORRONG

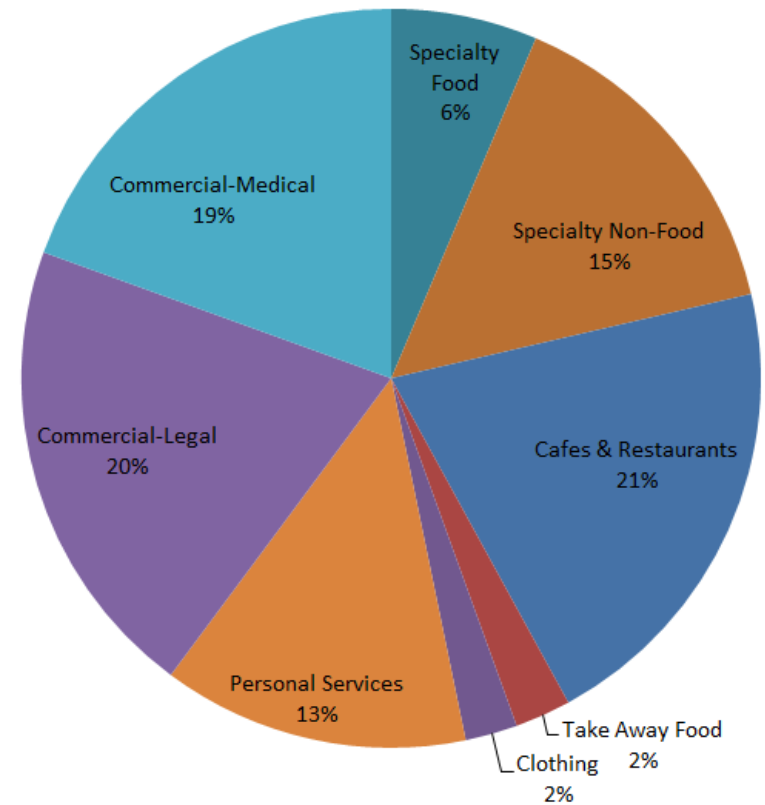


- Department Stores
- Supermarket
- Convenience Retail Attractors
- Other Retail Attractors
- Entertainment and Leisure
- Social and Community
- Standalone Shopping Centres
- Activity Area Boundary
- Bus Stops
- Tram Stops
- Tram Line
- Train Line
- Bus Routes

4.05 Glenferrie Road, Kooyong - Commercial 1 (Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Glenferrie Road, Kooyong is a strip retailing Area located at the northern edge of the City of Stonnington. The Area has excellent public transport connections with trams running along Glenferrie Road and Kooyong train station located across Glenferrie Road.</p> <p>The Area captures some passing trade from commuters and serves a local catchment extending in an approximately 300m – 600m radius. There are few other competing Small Neighbourhood Activity Areas with the closest Area being 4.06 Glenferrie Road-Malvern Road, 1.3km to the south. Glenferrie Road, Kooyong also forms part of the wider Power Street Heritage Precinct, with some attractive shopfront facades found within the Area which adds to the amenity and charm.</p> <p>The Area has a good mix of retail and commercial activity considering its size, with higher representations of commercial legal, commercial medical, cafes and restaurants and personal services.</p> <p>Pedestrian activity is distributed along the length of the Area, however there is a key pedestrian crossing at the northern end of the Area which connects to Kooyong Station. The Area also benefits from its proximity to the Kooyong Tennis Club, one of the most prominent tennis facilities in the state and home to the AAMI Kooyong Classic, an internationally recognised tennis tournament which takes place annually in early January.</p>	<p>Total: 1,842sqm Retail: 1,108sqm (60.2%) Commercial: 734sqm (39.8%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial legal Commercial medical Cafes & restaurants Personal services 	<p>Local Attractors</p> <ul style="list-style-type: none"> Take away food / convenience store Pharmacy Newsagent <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential Kooyong Tennis Club Scotch College Kooyong Park Kooyong train station Some multi-level unit development in close proximity. <p>Heritage: The entire Area is covered by an HO.</p>	<p>Monomeath Avenue in the north to Warra Street in the south.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> None within 1km. Closest Area is 4.06 Glenferrie Road-Malvern Road 1.3km to the south. <p>Accessibility:</p> <ul style="list-style-type: none"> Main road vehicle access from Glenferrie Road (an arterial road); Tram along Glenferrie Road; Train access from Kooyong station. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Significant pedestrian flows from train station to the Area. 	<ul style="list-style-type: none"> Localised walking catchment (300-600m). Highly affluent local catchment. Constrained to the east by Citylink.



Land Use By Type

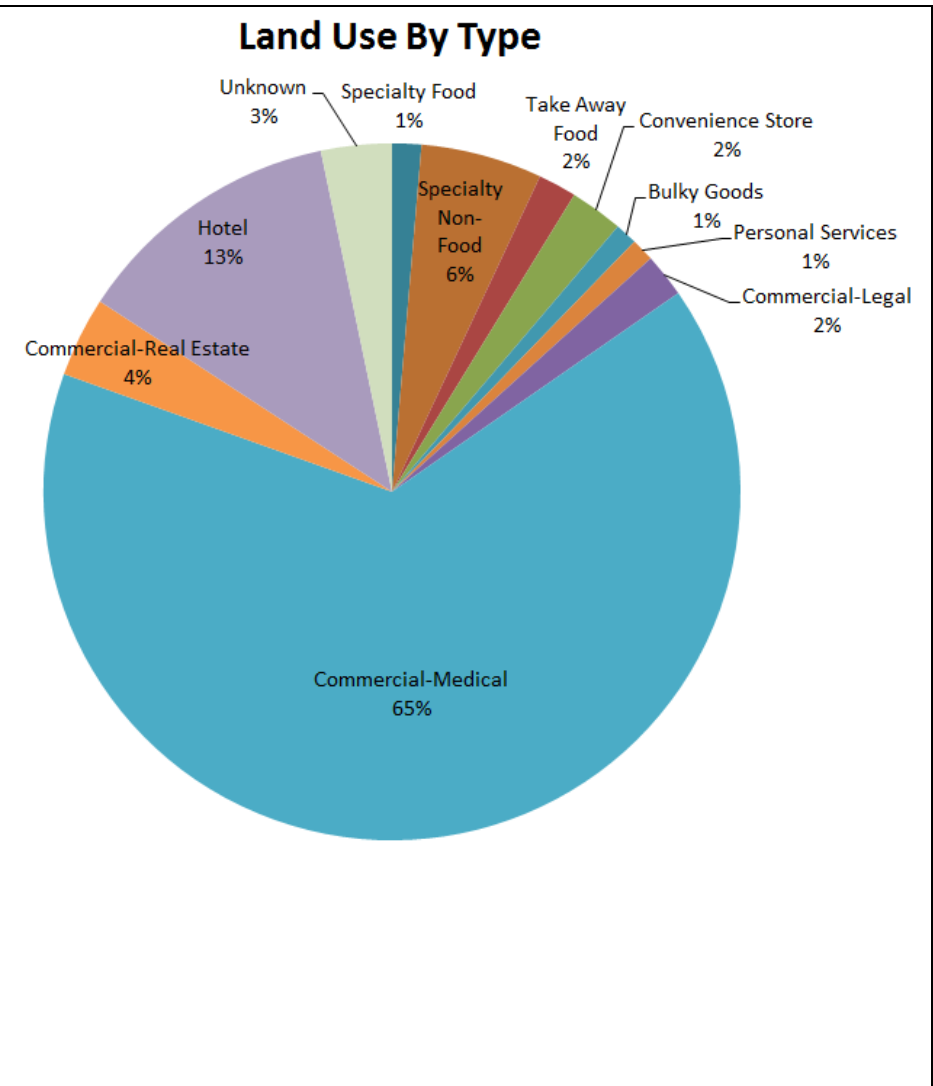
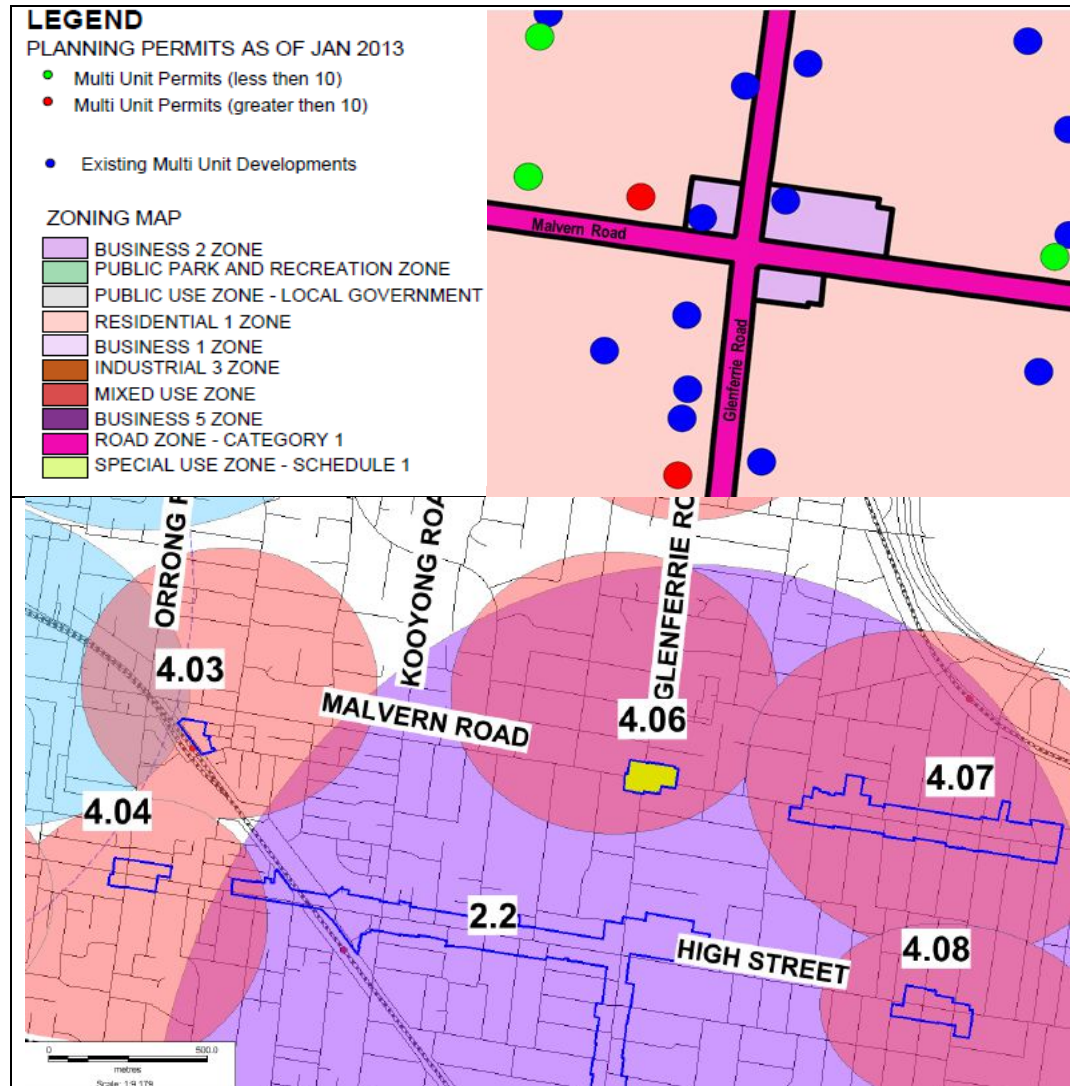


4.05 GLENFERRIE ROAD, TOORAK



0-3951
metres

4.06 Glenferrie Road-Malvern Road, Toorak - Commercial 1 (Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Glenferrie Road-Malvern Road Activity Area is located west of 4.07 Tooronga Road-Malvern Road and north of 2.1-2.2 High Street-Glenferrie Road.</p> <p>The Area has very good public transport connections being located on two separate tram routes. Pedestrian activity is focused on the Glenferrie Road-Malvern Road intersection given that this is where local attractors are located. Local attractors within the Area include a pharmacy, 7-Eleven convenience store and the Malvern Hotel.</p> <p>The Malvern Hotel is covered by a Heritage Overlay with significant heritage values from the external fabric which dates from the 1860's. The 7-Eleven convenience store is connected to a service station which is currently located on residential zoned land.</p> <p>The Area predominantly caters to commercial floorspace and has only a limited range of retail floorspace. There are higher concentrations of commercial medical (comprising 65% of all floorspace at the Area), hotel, convenience store, commercial legal and commercial real estate floorspace at the Area.</p>	<p>Total: 4,879sqm Retail: 650sqm (13.3%) Commercial: 3,458sqm (70.9%) Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial medical Hotel Convenience store Commercial legal Commercial real estate 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store Pharmacy Pub <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential. Some multi-level unit development within close proximity to the Area. Lauriston Girls School approximately 200m to the west. <p>Heritage: The north-west corner of Glenferrie and Malvern Roads is covered by an HO.</p>	<p>Glenferrie and Malvern Roads.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 2.1-2.2 High Street-Glenferrie Road (550m to the south) 4.07 Malvern Road-Tooronga Road (550m to the east) <p>Accessibility:</p> <ul style="list-style-type: none"> Main road vehicle access from Glenferrie Road and Malvern Road (both arterial roads). Tram route along Glenferrie Road and Malvern Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> The key pedestrian intersection and location of most movements is around the Malvern Road-Glenferrie Road intersection. 	<ul style="list-style-type: none"> Localised walking catchment (200-500m). Highly affluent local catchment. Predominantly heads north-west given proximity of the High Street-Glenferrie Road to the south.



4.06 GLENFERRIE ROAD-MALVERN ROAD



4.07 Tooronga Road-Malvern Road, Malvern / Glen Iris - Commercial 1 (formerly Business 2) and Mixed Use				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Tooronga Road-Malvern Road Activity Area comprises strip retailing which is largely focused on Malvern Road from Spring Road in the west to Edgar Street in the east. It is located west of 4.19 Malvern Road-Burke Road, north of 4.08 Tooronga Road-High Street and east of 4.06 Glenferrie Road-Malvern Road.</p> <p>The Area is serviced by good public transport connections being located on both tram (Malvern Road) and bus routes (Tooronga Road). It is the largest Small Neighbourhood Activity Area in the City of Stonnington comprising a broad range of retail and commercial land uses.</p> <p>Automotive uses comprise the largest component of floorspace (24%), followed by commercial general (21%) and bulky goods (13%). Compared to its proportion of total floorspace provision, there is an over representation of automotive, vacant, bulky goods, commercial government and commercial real estate floorspace.</p> <p>There are a number of local attractors within the Area including a bakery, pharmacy, newsagent, pub and some larger bulky goods attractors (My Pet Warehouse and Mitre 10). Unusually for an Area of its size there is no local grocery provision. Pedestrian activity is concentrated between McArthur Street and Maitland Street which reflects the location of the local attractors in the Area.</p> <p>The western portion of the Area has a collection of larger lots which accommodate automotive (including car sales and servicing), office, bulky goods and some residential activity. Most of the shopfronts east of Parslow Street are included in the Malvern / Tooronga Roads Retail Heritage Precinct with a number of attractive heritage shopfront facades in this section which contribute to overall amenity.</p>	<p>Total: 31,057sqm Retail: 10,024sqm (32.3%) Commercial: 9,489sqm (30.6%) Upper floor: 5,446sqm (17.5%) Higher concentrations of:</p> <ul style="list-style-type: none"> Automotive Vacant Bulky goods Commercial government Commercial real estate 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Bakery Pharmacy Newsagent Pub My Pet Warehouse (specialty non-food) Mitre 10 (bulky goods) <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential Significant number of multi-unit residential developments in close proximity. <p>Heritage: Much of the land from Parslow Street in the west to Belman Lane in the east is covered by an HO.</p>	<p>Spring Road in the west to Edgar Street in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.08 Tooronga Road-High Street (550m south) 4.06 Glenferrie Road-Malvern Road (550m west) 4.19 Malvern Road-Burke Road (600m east) <p>Accessibility:</p> <ul style="list-style-type: none"> Main road vehicle access from Malvern Road and Tooronga Road. Tram route along Malvern Road. Approximately 200m to train station (north). <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Key pedestrian intersection at the corner of Malvern Road and Tooronga Road. The most highly pedestrianised part of the Area is between McArthur Street and Maitland Street on Malvern Road. 	<ul style="list-style-type: none"> Localised walking catchment (200-500m). The trade area extends predominantly to the north/north-west. Constrained by Monash Freeway to the north. The closest higher order Activity Area is 2.1-2.2 High Street-Glenferrie Road (approximately 1.6km to the south-west).

LEGEND

PLANNING PERMITS AS OF JAN 2013

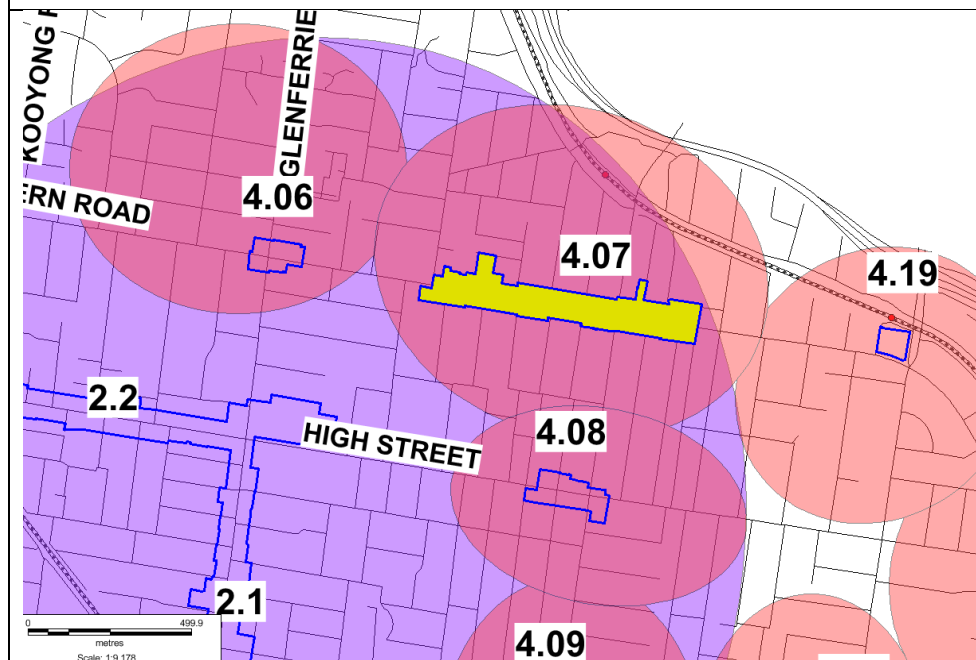
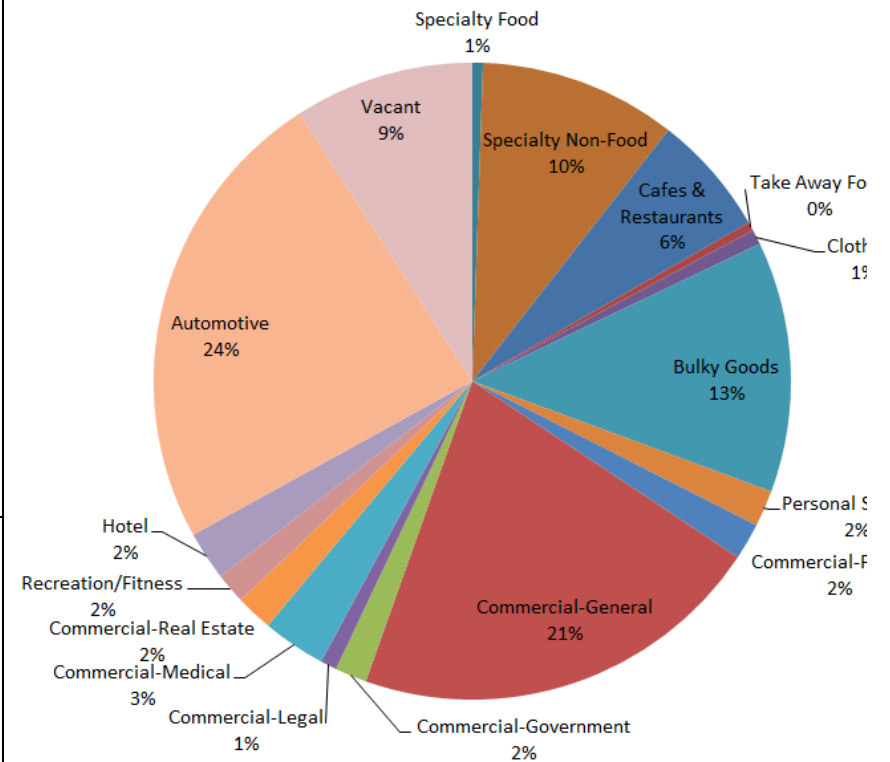
- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

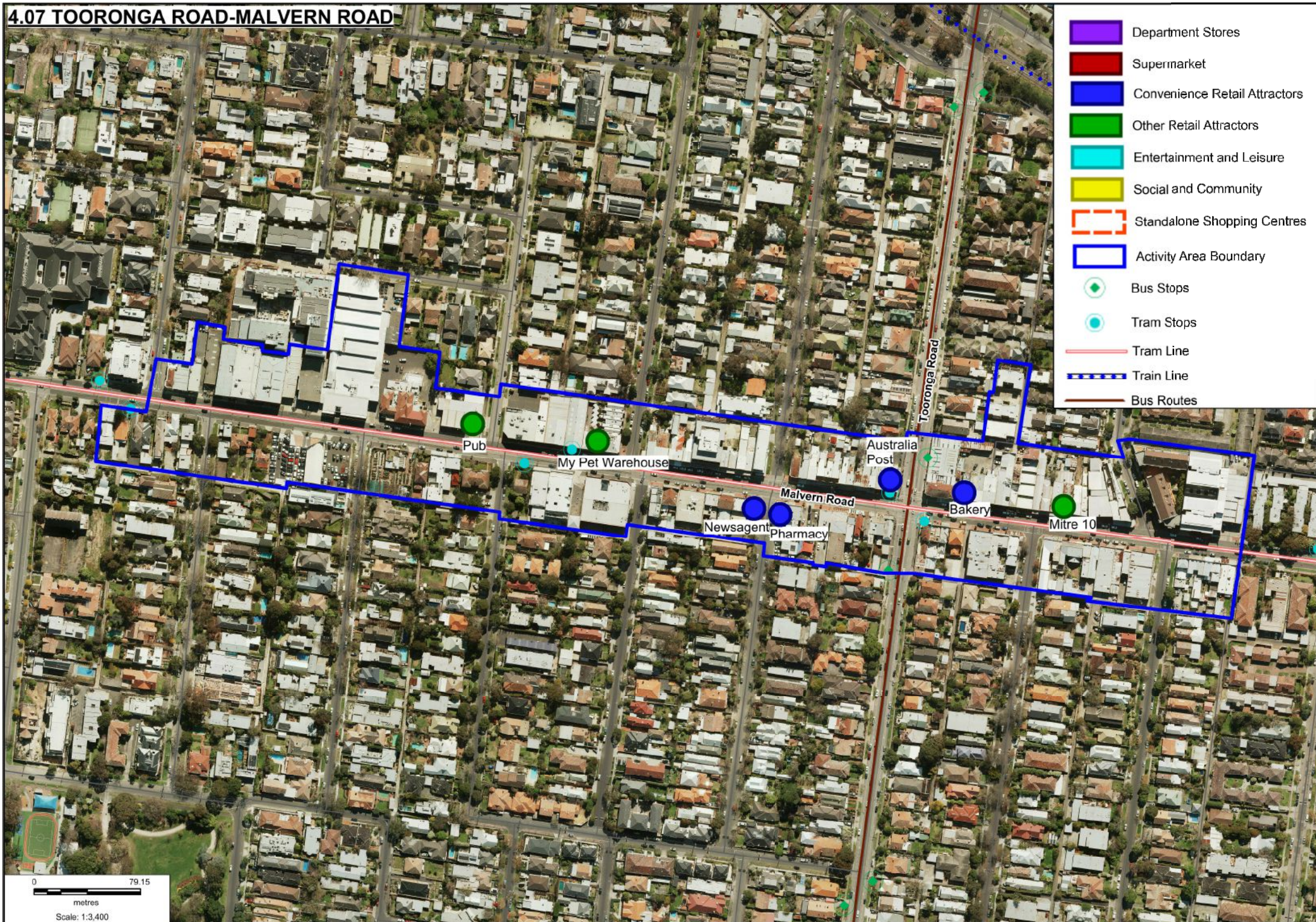
- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1



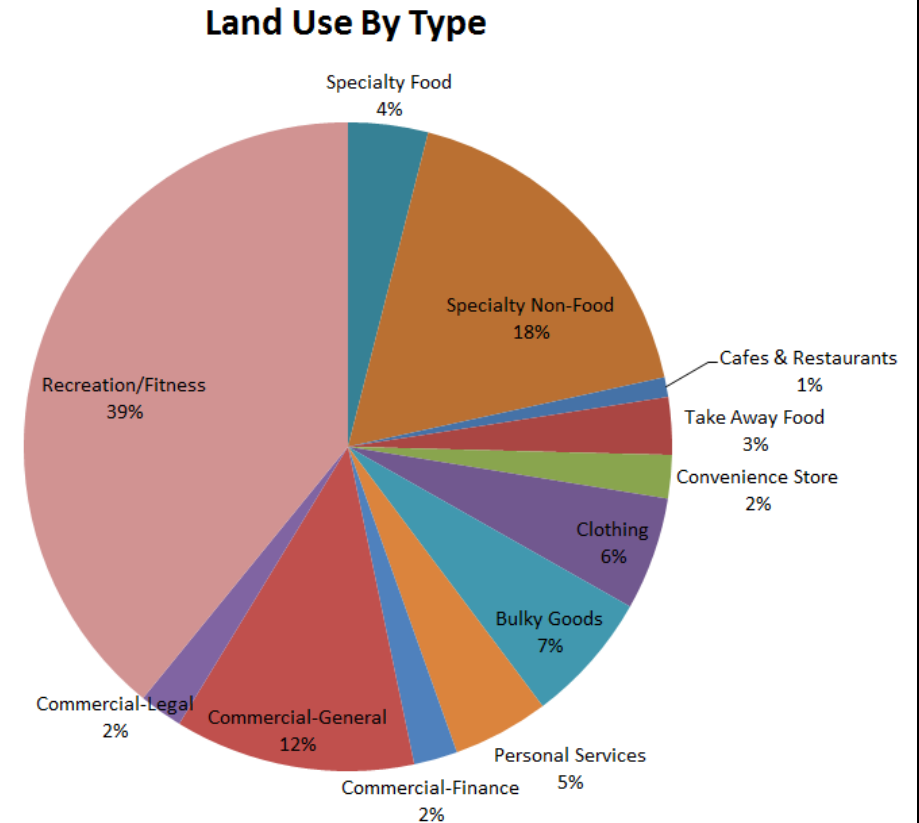
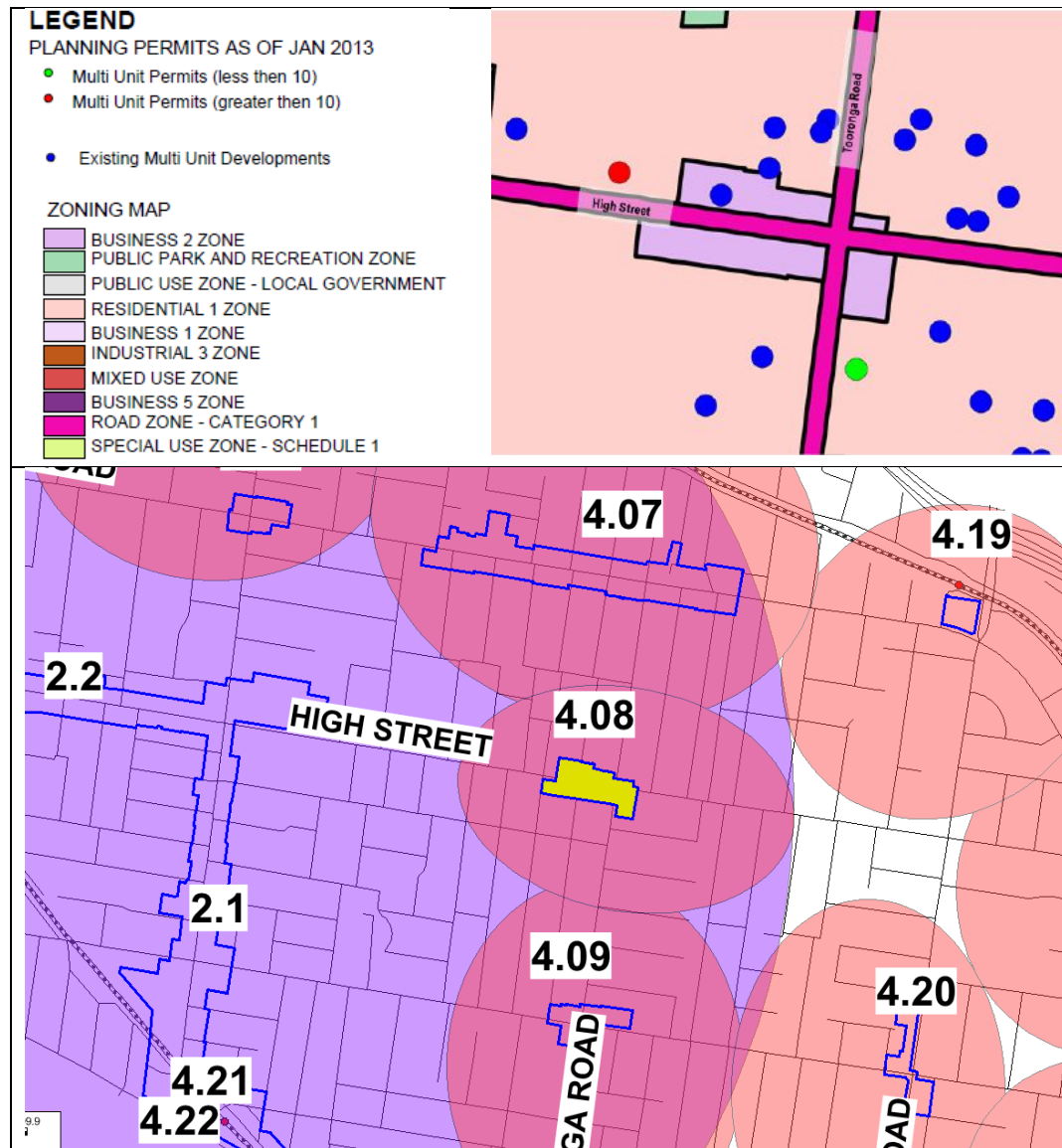
Land Use By Type



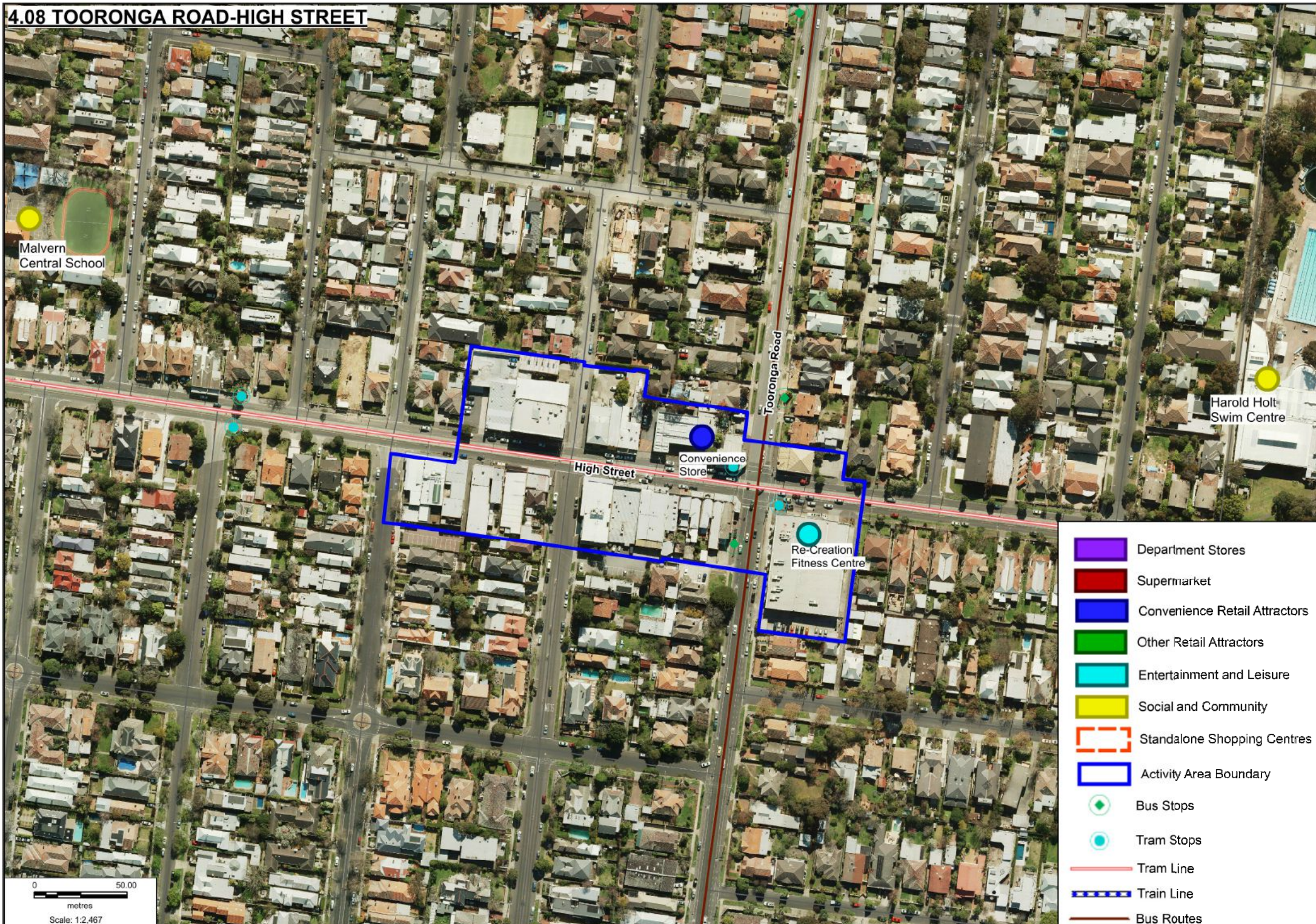
4.07 TOORONGA ROAD-MALVERN ROAD



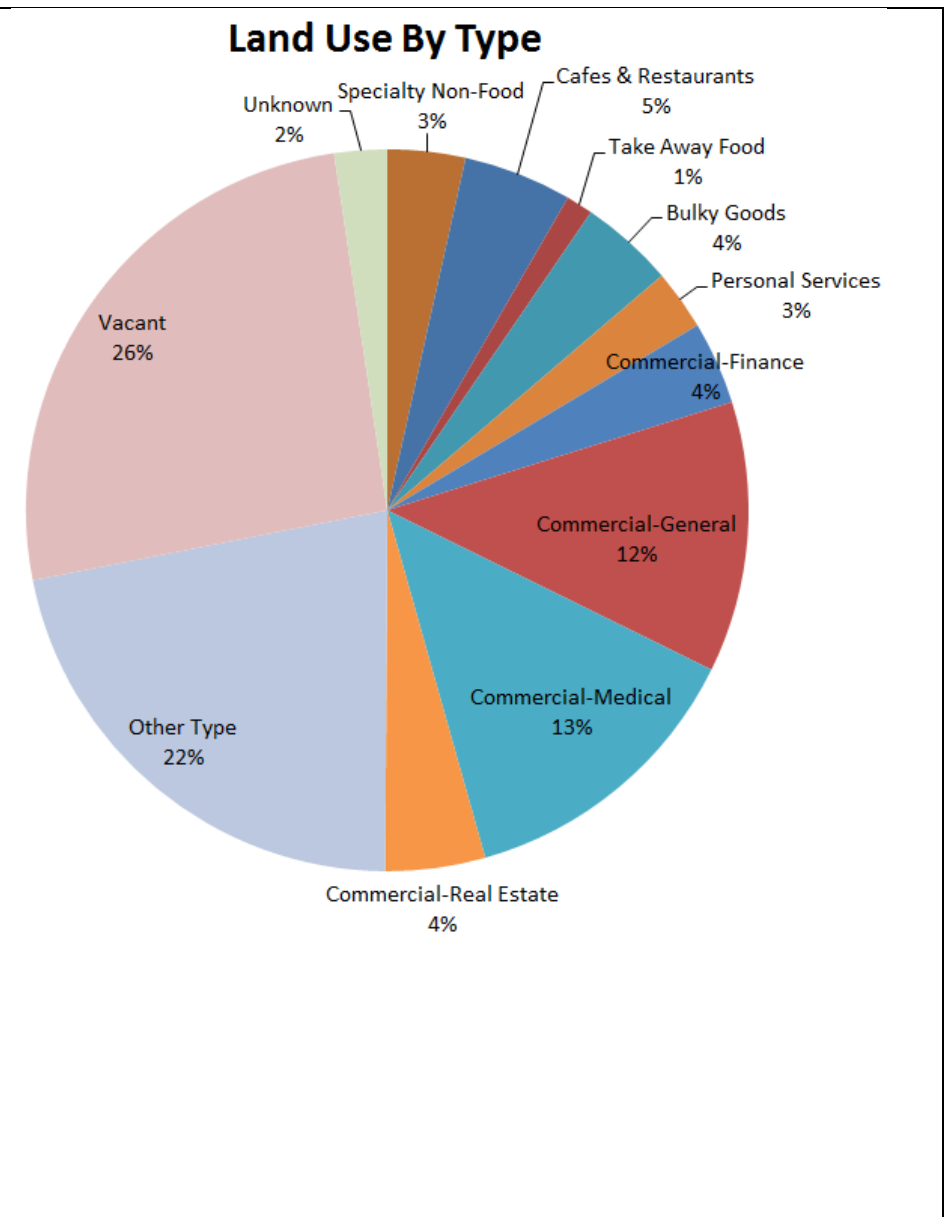
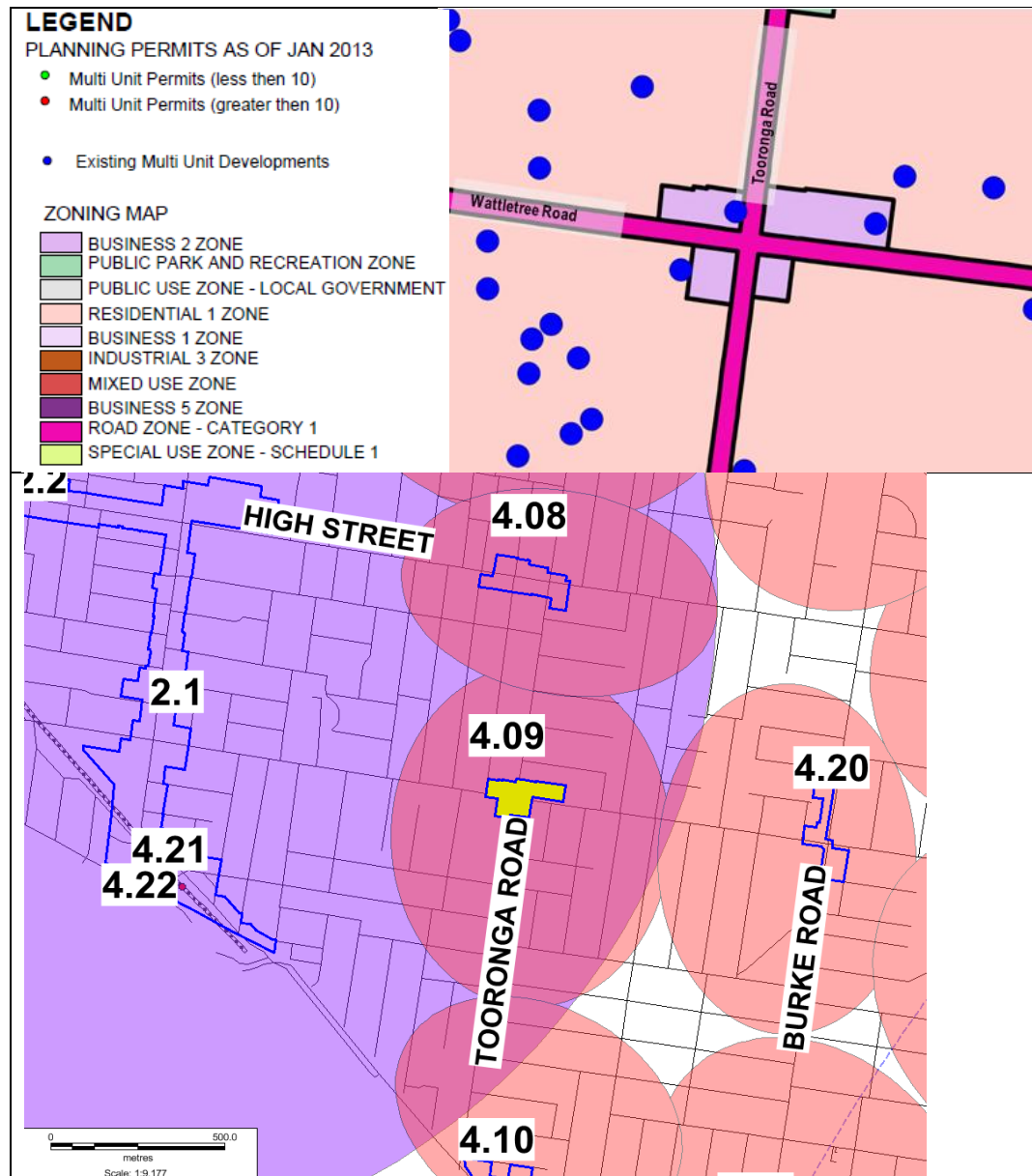
4.08 Tooronga Road-High Street, Malvern / Glen Iris - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Tooronga Road-High Street Area is focused on High Street in Malvern / Glen Iris. The Area has good public transport connections with trams running down Malvern Road and buses servicing Tooronga Road. Pedestrian activity is generally concentrated to the west of Tooronga Road, however the presence of the Re-Creation Fitness Centre on the south-east corner of High Street and Tooronga Road ensures that there are some pedestrian movements across Tooronga Road. Apart from recreation / fitness, which comprises around 40% of all floorspace, the Area has higher concentrations of convenience store, commercial legal, take-away food and specialty non-food floorspace. A service station convenience store acts as a local retail attractor in addition to the fitness centre.</p> <p>The Area is in close proximity to significant social and community facilities including Malvern Primary School and the Harold Holt Swim Centre. These facilities draw residents from a wider catchment than the local walkable catchment which the Area would normally attract and helps to increase patronage.</p>	<p>Total: 11,387sqm Retail: 5,072sqm (44.5%) Commercial: 1,861sqm (16.3%) Higher concentrations of:</p> <ul style="list-style-type: none"> • Recreation/fitness • Convenience stores • Commercial legal • Take away food • Specialty non-food 	<p>Local Attractors:</p> <ul style="list-style-type: none"> • Convenience store • Re-Creation Fitness Area <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Low density residential. • Some multi-unit residential development to the north-east. • Harold Holt Swim Area. • Malvern Central School. • Malvern Gardens. <p>Heritage: No HO's over any land in the Activity Area.</p>	<p>Jordan Street in the west to just before Maitland Street in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • 2.1-2.2 High Street-Glenferrie Road (1.1km to the west); • 4.07 Tooronga Road-Malvern Road (550m to the north); • 4.09 Wattleree Village (650m to the south). <p>Accessibility:</p> <ul style="list-style-type: none"> • Main road vehicle access from Tooronga Road and High Street; • Tram along High Street. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • Pedestrian movements are more highly concentrated between Horace Street/Cawkwell Street and Tooronga Road. Recreation centre also encourages some pedestrian movement at the Tooronga Road-High Street intersection. 	<ul style="list-style-type: none"> • Localised walking catchment (200-500m). • Constrained by other neighbourhood Areas to the north, south, east and west.



4.08 TOORONGA ROAD-HIGH STREET



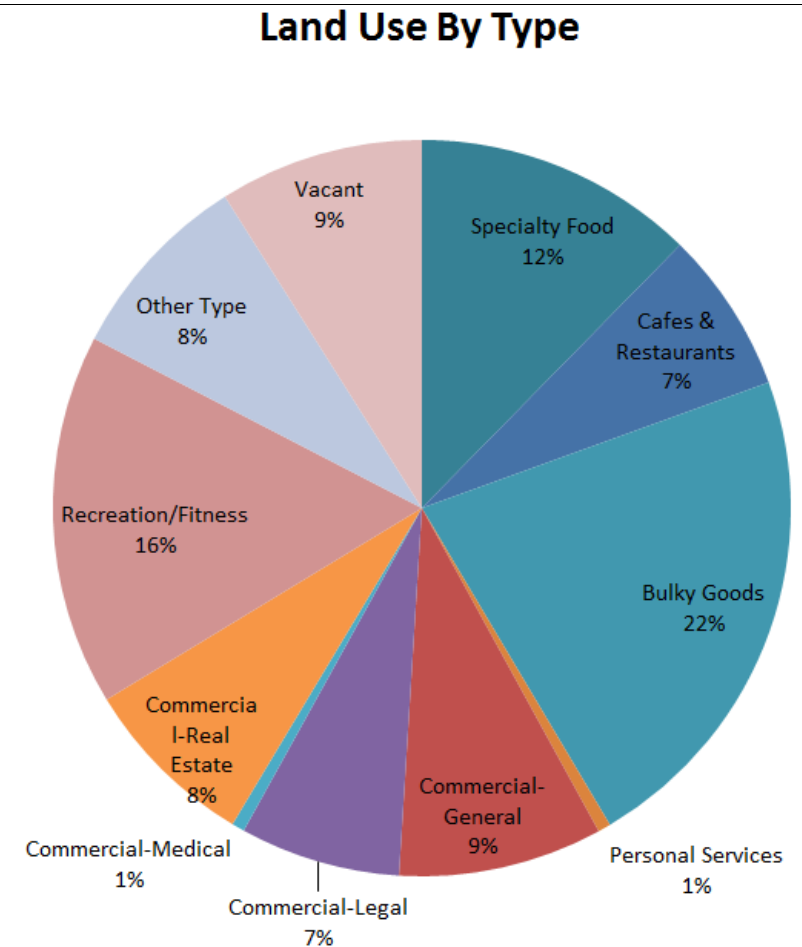
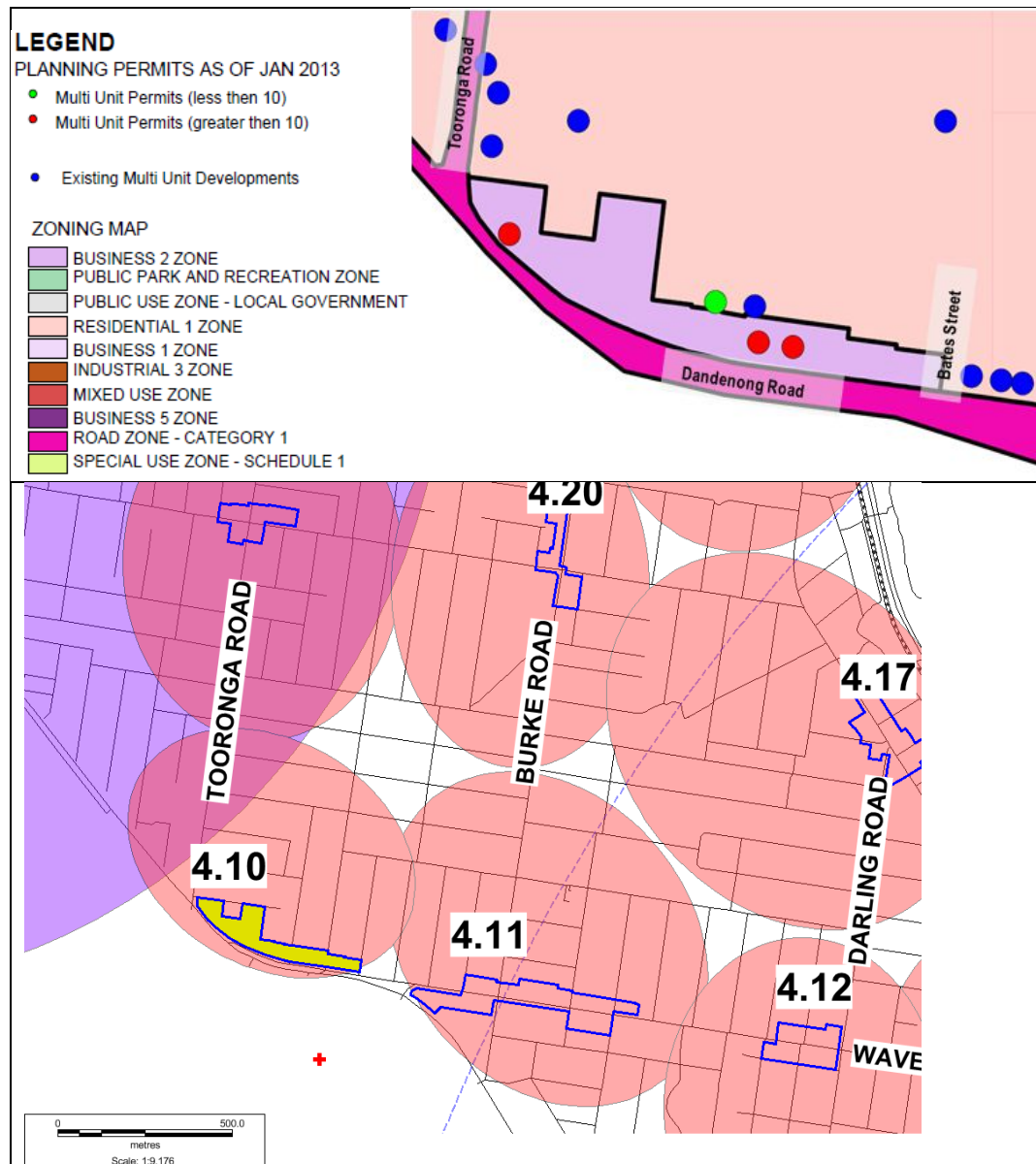
4.09 Wattletree Village, Malvern / Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Wattletree Village is located on Wattletree Road from Horace Street in the west to near Deakin Street in the east. The Area is well served by public transport with trams servicing Wattletree Road and a bus route servicing Tooronga Road. Pedestrian activity is concentrated to the east of the Wattletree – Tooronga Road intersection (particularly on the north side of Wattletree Road) with local retail and service attractors including a pharmacy and post office located in this section. The west of Tooronga Road comprises a large Wilson Storage facility and office uses. The Area has a high representation of vacant, commercial legal and commercial real estate floorspace. The Area has a localised walkable catchment that predominantly extends 150m – 300m and is constrained by 2.1-2.2 High Street-Glenferrie Road to the west, 4.08 Tooronga Road-High Street to the north, 4.20 Burke Road-Wattletree Road to the east and 4.10 Dandenong Road-Tooronga Road to Bates Street to the south. Compared to some of the other Small Neighbourhood Activity Areas, Wattletree Village has a high proportion of commercial floorspace (34%).</p>	<p>Total: 7,893sqm Upper floor: 1,847sqm (23.4%) Retail: 1,298sqm (16.4%) Commercial: 2,656sqm (33.6%) Higher concentrations of:</p> <ul style="list-style-type: none"> • Vacant • Commercial legal • Commercial real estate 	<p>Local Attractors:</p> <ul style="list-style-type: none"> • Pharmacy • Post office <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Low density residential. • Some multi-unit residential to the west. • Child care Area. <p>Heritage: No HO's over any land in the Area</p>	<p>Wattletree Road from Horace Street in the west to near Deakin Street in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • 2.1-2.2 High Street-Glenferrie Road (1km west). • 4.08 Tooronga Road-High Street (650m north). • 4.20 Burke Road-Wattletree Road (850m east). • 4.10 Dandenong Road-Tooronga Road to Bates Street (1.1km). <p>Accessibility:</p> <ul style="list-style-type: none"> • Main road vehicle access from Tooronga Road and Wattletree Road (both arterial roads). • Tram along Wattletree Road. • Bus along Tooronga Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • Wattletree Road-Tooronga Road intersection is a location of key pedestrian movements. Pedestrian activity is mainly focused on the north side of Wattletree Road, east of Tooronga Road. 	<ul style="list-style-type: none"> • Localised walking catchment (150-300m). • Constrained by other Small Neighbourhoods to the north and east and by the High Street-Glenferrie Road Major Activity Area to the west.



4.09 WATTLETREE VILLAGE



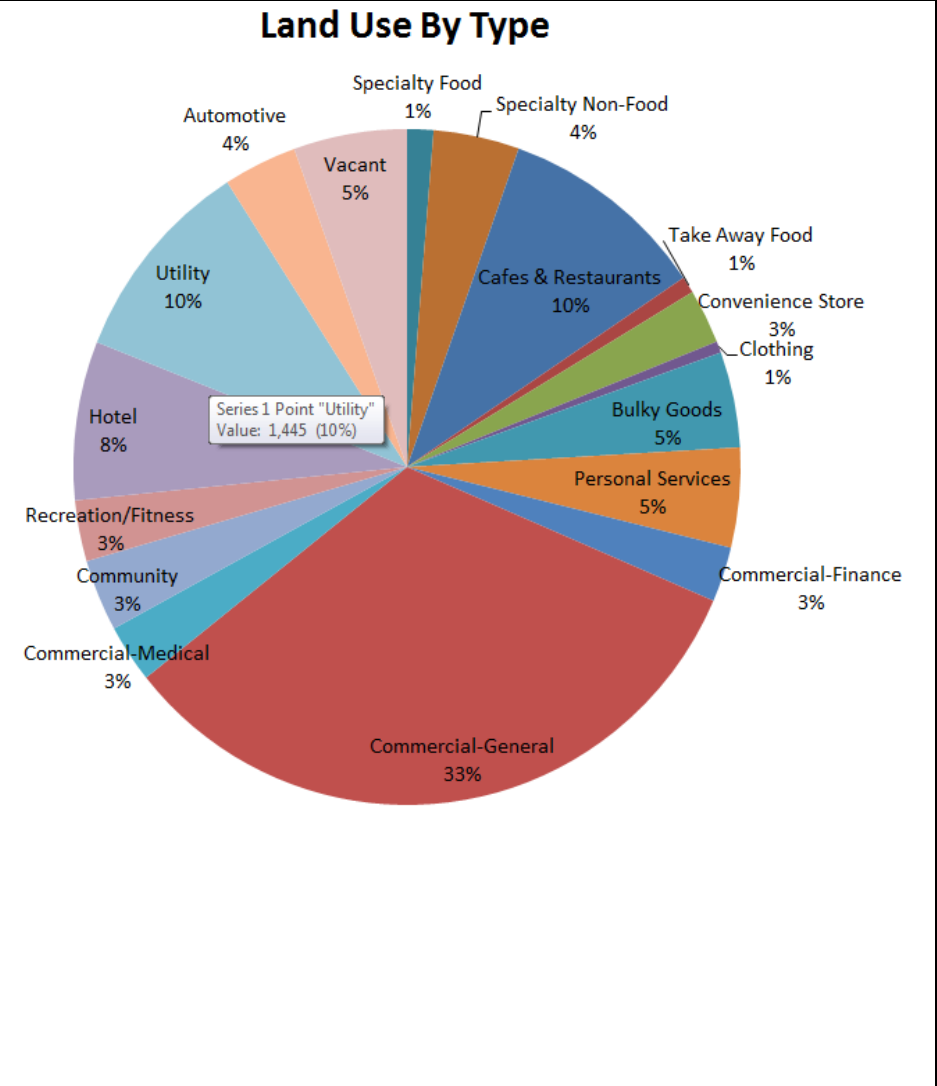
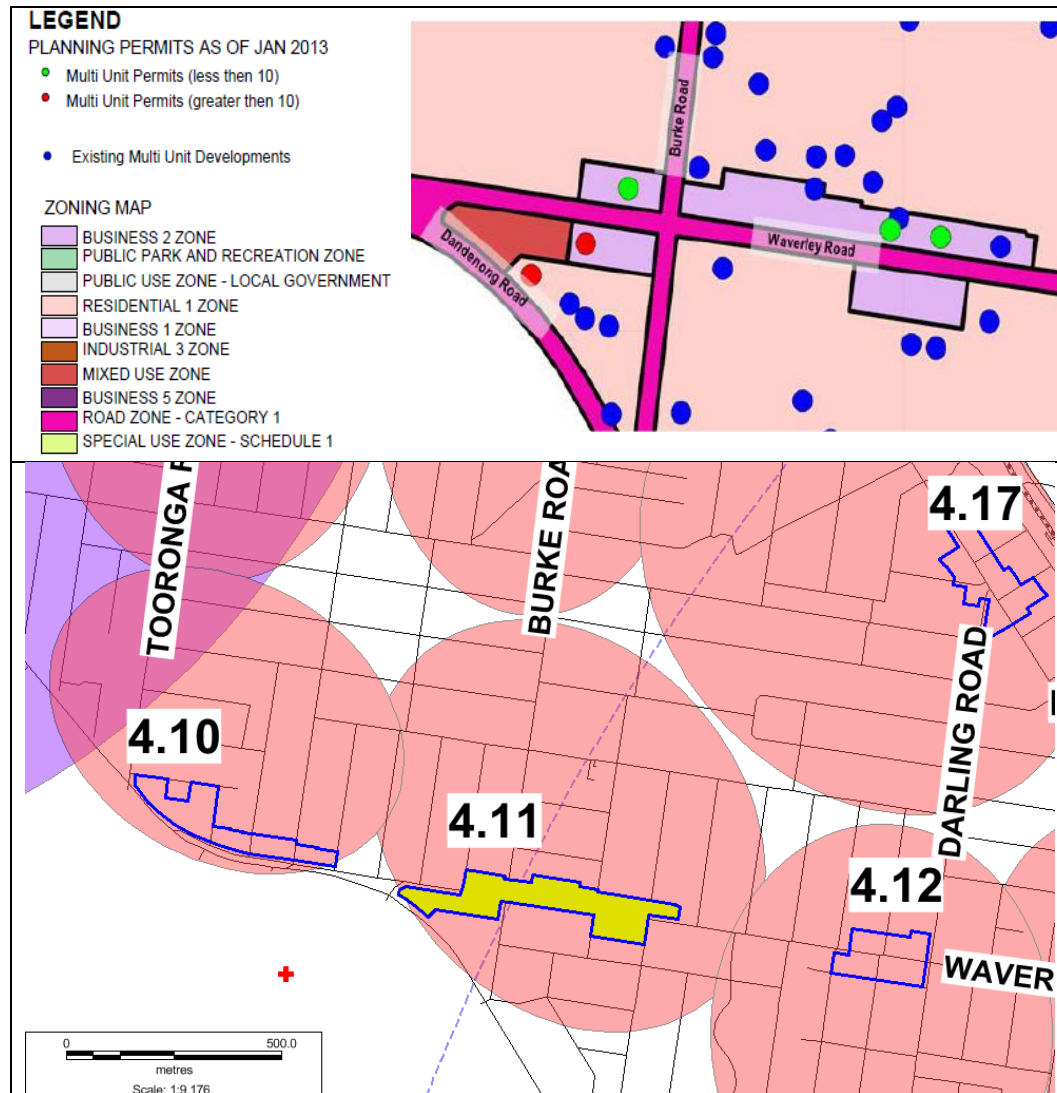
4.10 Dandenong Road-Tooronga Road to Bates Street, Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Dandenong Road-Tooronga Road to Bates Street Area is located in Malvern East at the southern edge of the City of Stonnington. The Area is in close proximity to 4.11 Waverley Road, Malvern East (175m east), the Caulfield Major Activity Area (50m south), the Caulfield Monash University campus (one of Victoria's largest universities) and Caulfield race course.</p> <p>The Area has very good accessibility with major road frontage and excellent public transport connections with tram and bus connections down Dandenong Road and the Caulfield train station located just across Dandenong Road to the south.</p> <p>The Area comprises strip retailing along an access way off Dandenong Road to the east and large-footprint retail and fitness uses (Fitness First and Dan Murphy's) to the west. Pedestrian activity is concentrated between Finch Street and Bates Street in the eastern part of the Area and is enhanced through the proximity of Monash University.</p> <p>The Area has a wide range of land uses, with high concentrations of commercial legal, recreation / fitness, commercial real estate, specialty food and bulky goods floorspace. There are no local convenience retail attractors at the Area but trade is predominantly drawn from a localised walkable catchment. Dan Murphy's draws trade from a wider district catchment and passing trade.</p>	<p>Total: 13,225sqm Upper floor: 5,055sqm (38.2%) Retail: 5,560sqm (42%). Commercial: 3,183sqm (24.3%) Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial legal Recreation/fitness Commercial real estate Specialty food Bulky goods 	<p>Attractors:</p> <ul style="list-style-type: none"> Dan Murphy's liquor Fitness First Area <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Monash University to the south. 4.11 Waverley Road, Malvern East Small Neighbourhood Activity Area 200m to the east. Low density residential. Caulfield Major Activity Area across Dandenong Road to the south. Caulfield Race Course south. <p>Heritage: No HO's covering any land within the Area.</p>	<p>Dandenong Road from Tooronga Road in the west to Bates Street in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.11 Waverley Road, Malvern East (175m east). Caulfield Major Activity Area (50m south). 4.09 Wattle Tree Village (1.1km). <p>Accessibility:</p> <ul style="list-style-type: none"> Arterial road access from Dandenong and Tooronga Road. Bus route along Dandenong Road. A tram route down Normanby Road, Dandenong Road and then Waverley Road. Caulfield train station is across Dandenong Road to the south. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Pedestrian activity is concentrated between Finch Street and Bates Street. Two key pedestrian crossing points to the Caulfield Major Activity Area are located in this section. 	<ul style="list-style-type: none"> Bulk of trade comes from a localised walking catchment. Predominantly extends north to Central Park Road. Dan Murphy's attracts a wider district catchment. Constrained to the south by Dandenong Road and the Caulfield Major Activity Area.



4.10 DANDENONG ROAD-TOORONGA ROAD TO BATES STREET



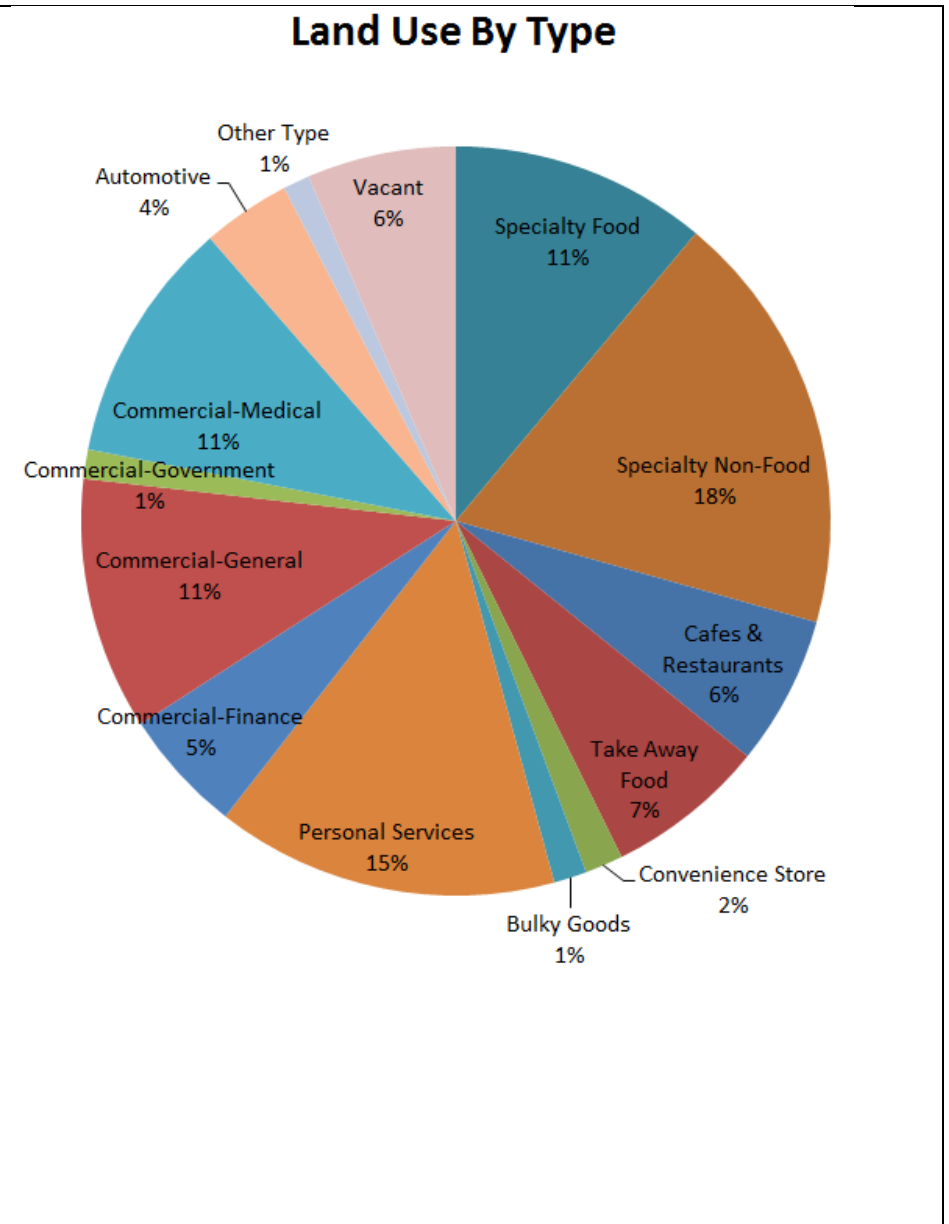
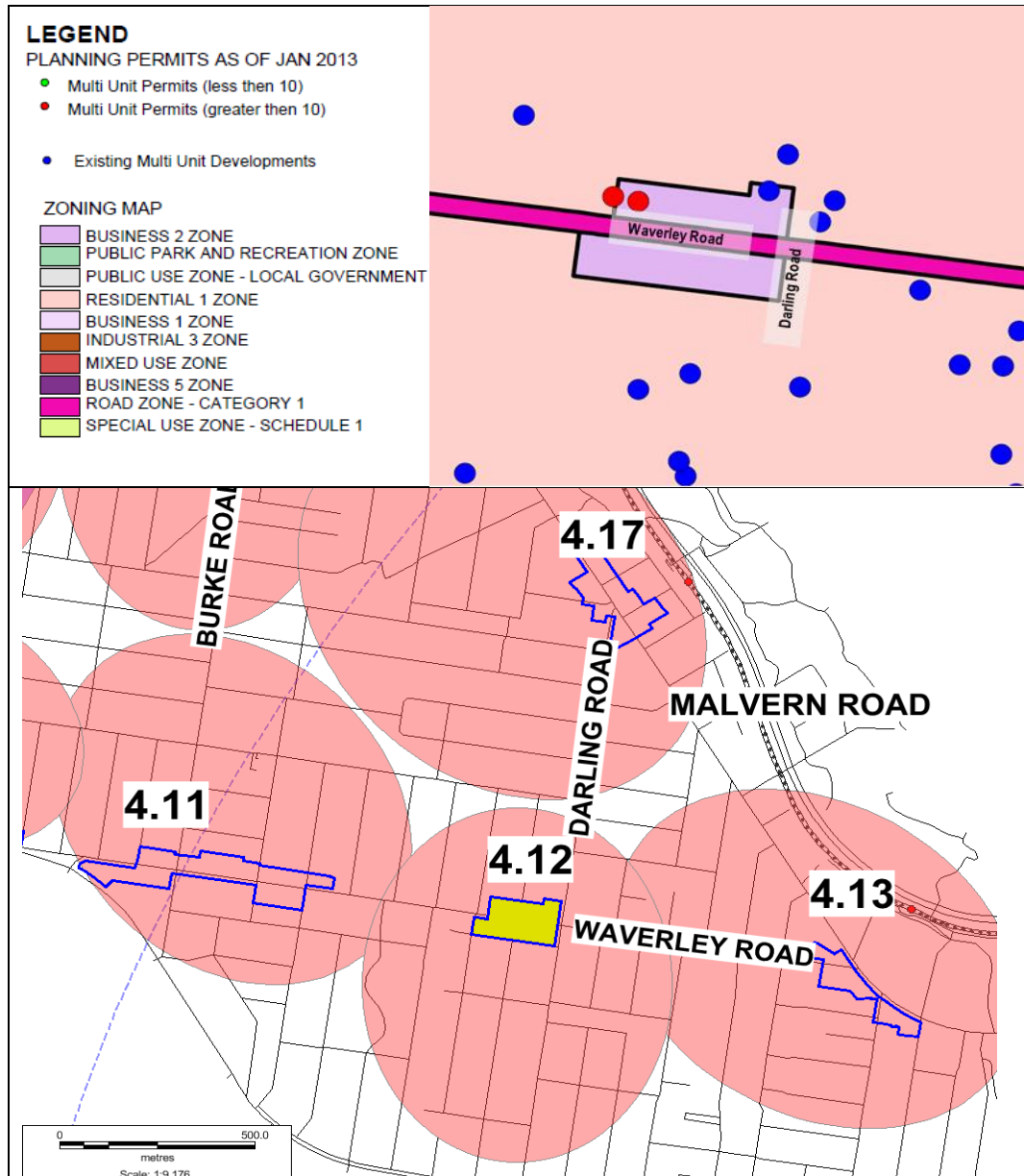
4.11 Waverley Road, Malvern East – Commercial 1 (formerly Business 2) and Mixed Use				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Waverley Road Area is focused on Waverley Road taking in an extensive area from Dandenong Road in the west to The Grange in the east. It is in close proximity to 4.10 Dandenong Road-Tooronga Road to Bates Street, Caulfield Major Activity Area, Monash University and Caulfield race course.</p> <p>As one of the largest Small Neighbourhood Activity Areas in the City, Waverley Road accommodates a broad range of retail and commercial land uses but is particularly highly concentrated in utility, convenience store, hotel, community and café and restaurant floorspace compared to the Area's contribution to total floorspace in the City.</p> <p>Commercial general floorspace is the single largest component of land use in the Area (33%), followed by utility and café and restaurant floorspace. The Area has a number of local retail attractors including two convenience stores, a pharmacy and a pub.</p> <p>Pedestrian activity is mainly concentrated between Burke Road and Tennyson Street. Waverley Road's catchment is constrained by the Caulfield Major Activity Area, Dandenong Road and 4.10 Dandenong Road-Tooronga Road to Bates Street to the west and south.</p> <p>Despite this, it still attracts some additional patronage from Monash University. The Area has some unique heritage features including 81-99 Waverley Road, otherwise known as the Waverley Theatre Heritage Precinct and the Racecourse Hotel which both add to the sense of character of the Area.</p>	<p>Total: 14,561sqm Upper floor: 916sqm (6.3%) Retail: 4,200sqm (28.8%) Commercial: 5,565sqm (38.2%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> • Utility • Convenience store • Hotel • Community • Cafes & restaurants 	<p>Local Attractors:</p> <ul style="list-style-type: none"> • Two convenience stores • Pharmacy • Pub <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Monash University to the south-west. • Dandenong-Tooronga to Bates Neighbourhood Activity Area just to the west. • Cluster of multi-unit residential development in close proximity, particularly to the north. • Caulfield Major Activity Area. • Caulfield Race Course south-west. <p>Heritage: A small component of land in the Area is covered by an HO.</p>	<p>Dandenong Road in the west to The Grange in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • 4.10 Dandenong Road-Tooronga Road to Bates Street (175m west). • Caulfield Major Activity Area (175m west). • 4.12 Waverley Road-Darling Road (400m to the east). <p>Accessibility:</p> <ul style="list-style-type: none"> • Arterial road access from Dandenong and Tooronga Road. • Bus along Burke Road and Dandenong Road/Princes Highway. • Tram route along Waverley Road. • Caulfield train station is across Dandenong Road to the south-west. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • Burke Road-Waverley Road is the main pedestrian intersection. • Activity is concentrated between Burke Road and Tennyson Street (north side only) 	<ul style="list-style-type: none"> • Localised walkable catchment. • Predominantly extends north to the north/north-east. • Constrained to the south by Dandenong Road and Caulfield Major Activity Area. • Constrained to the north, east and west by Small Neighbourhood Activity Areas.



4.11 WAVERLEY ROAD, MALVERN EAST



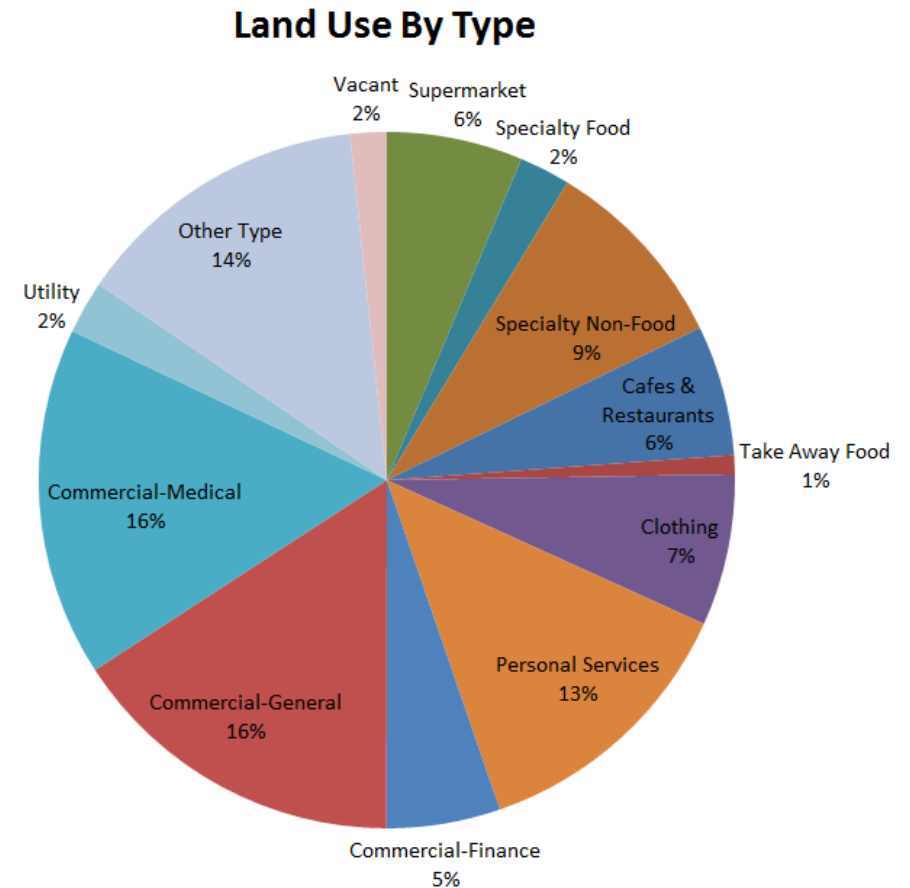
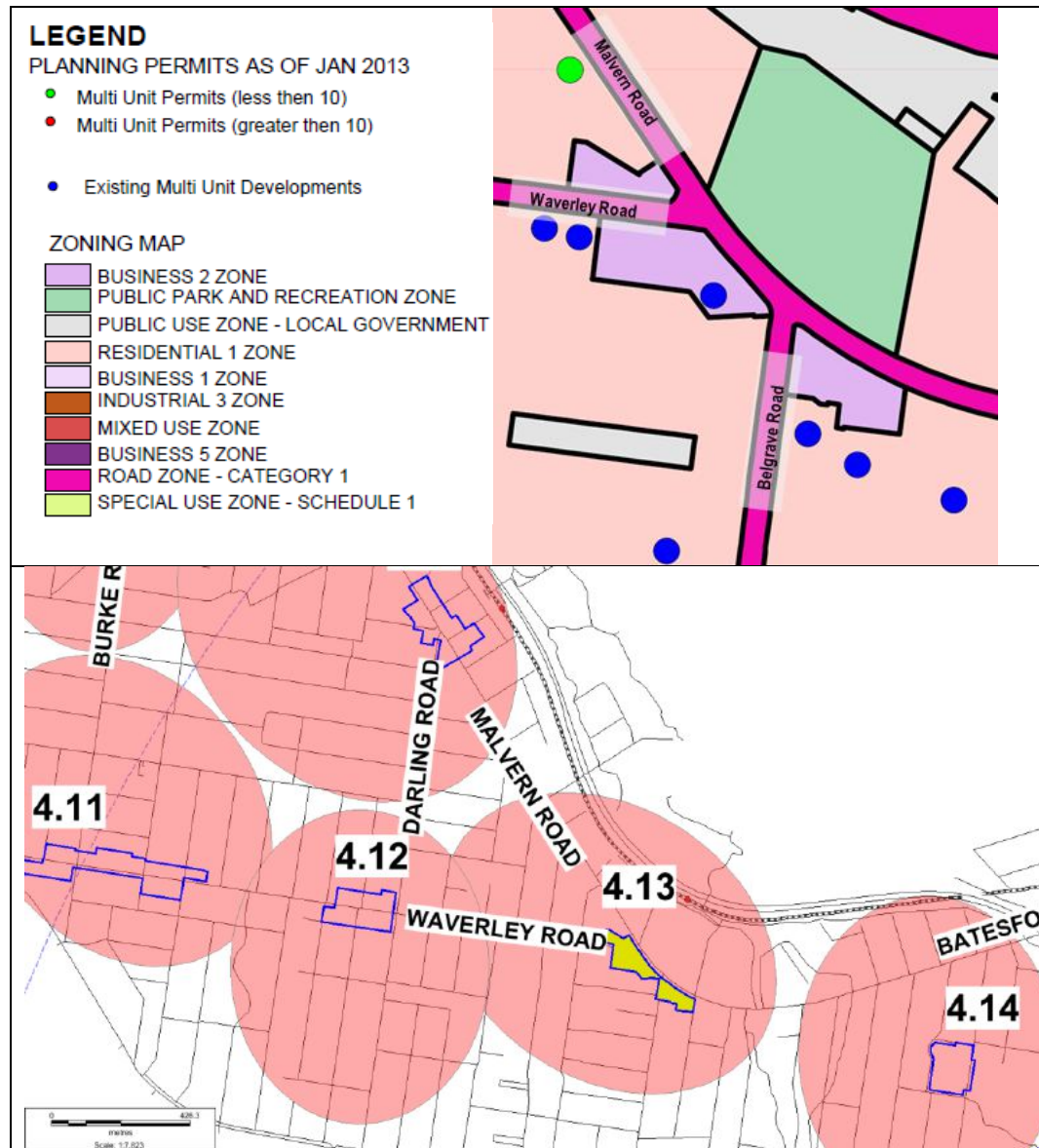
4.12 Waverley Road-Darling Road, Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Waverley Road-Darling Road is a compact, strip retail Area focused on Waverley Road from Hughes Street in the west to Darling Road in the east. The Area is in close proximity to 4.11 Waverley Road to the west, 4.13 Waverley Road-Malvern Road to the east and 4.17 Malvern Road-Darling Road to the north.</p> <p>The Area has strong public transport accessibility with trams along Waverley Road and buses servicing Darling Road. The Area has strong heritage values that enhance amenity, with all shopfronts included in the Waverley Road Shopping Centre Heritage Precinct.</p> <p>Waverley Road-Darling Road has a strong component of local retail attractors including a convenience store, two pharmacies, two bakeries, a newsagent, butcher and bank. The Area has a diverse mix of retail and commercial land uses considering its Small Neighbourhood designation. In particular, the Area has higher concentrations of take-away food, personal services, specialty food, commercial medical and specialty non-food floorspace.</p> <p>In addition to the retail and commercial activity, there are a number of social and community facilities in close proximity to the Area including the All Saints Tennis Club, The Currajong School and Mecwa Access Services. These facilities encourage additional pedestrian activity at the Area.</p>	<p>Total: 5,850sqm Upper floor: 407sqm (7.0%) Retail: 3,542sqm (60.5%) Commercial: 1,642sqm (28.1%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Take away food Personal services Specialty food Commercial medical Specialty non-food 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store Two pharmacies Two bakeries Newsagent Butcher Bank <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential Ardrie Park All Saints Tennis Club The Currajong School Mecwa Access Services. <p>Heritage: Entire Area is covered by an HO</p>	<p>Hughes Street in the west to Darling Road in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.11 Waverley Road, Malvern East (400m west) 4.13 Waverley Road-Malvern Road (650m east) 4.17 Malvern Road-Darling Road (800m north) <p>Accessibility:</p> <ul style="list-style-type: none"> Good road access from Waverley and Darling Roads. Bus services along Darling Road. Tram route along Waverley Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> There is no particular key location for pedestrian movements or concentration with local retail attractors encouraging movement along the length of the Area. 	<ul style="list-style-type: none"> Localised walkable catchment. Constrained to the north and east in particular by Small Neighbourhood Activity Areas.



4.12 WAVERLEY ROAD-DARLING ROAD



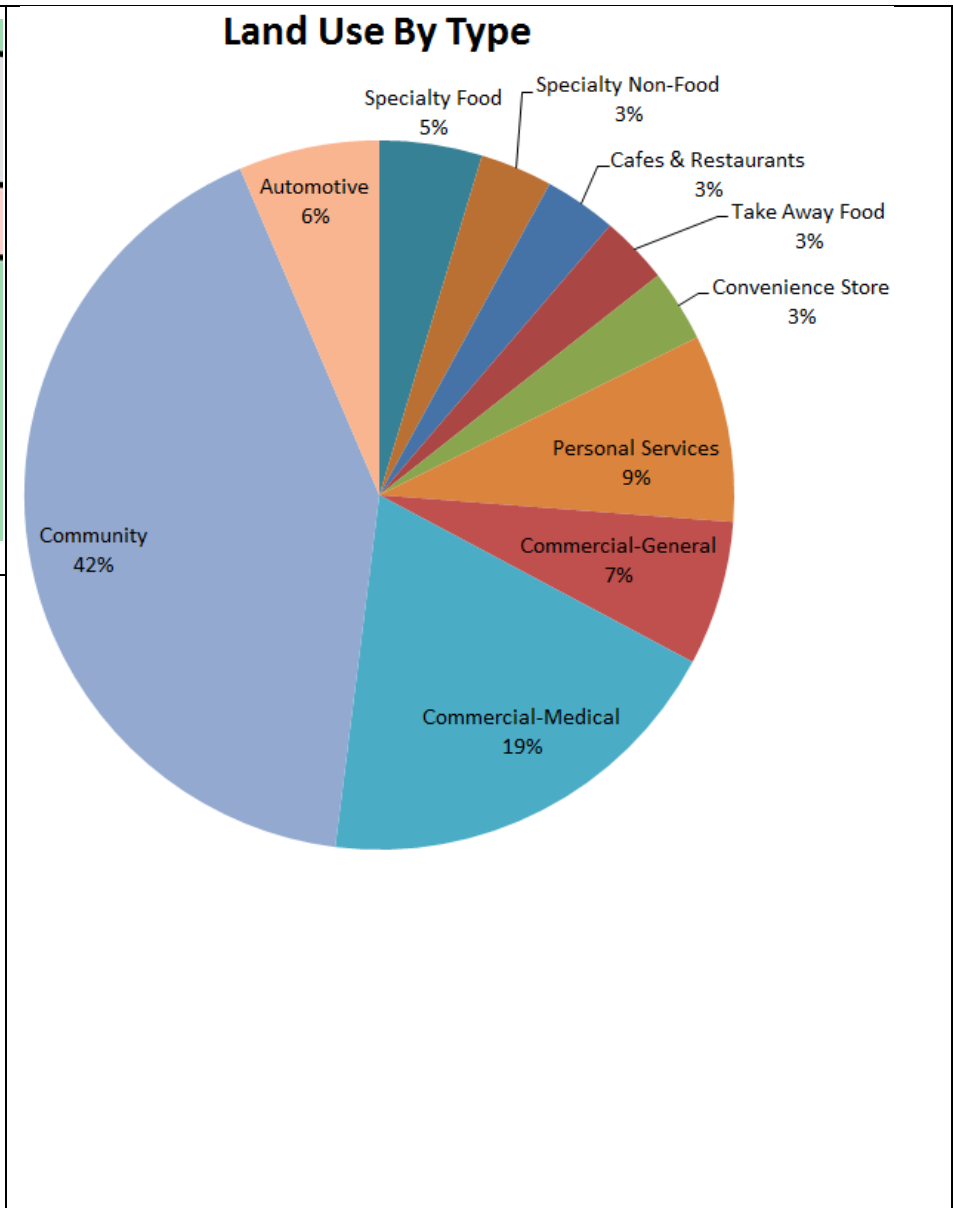
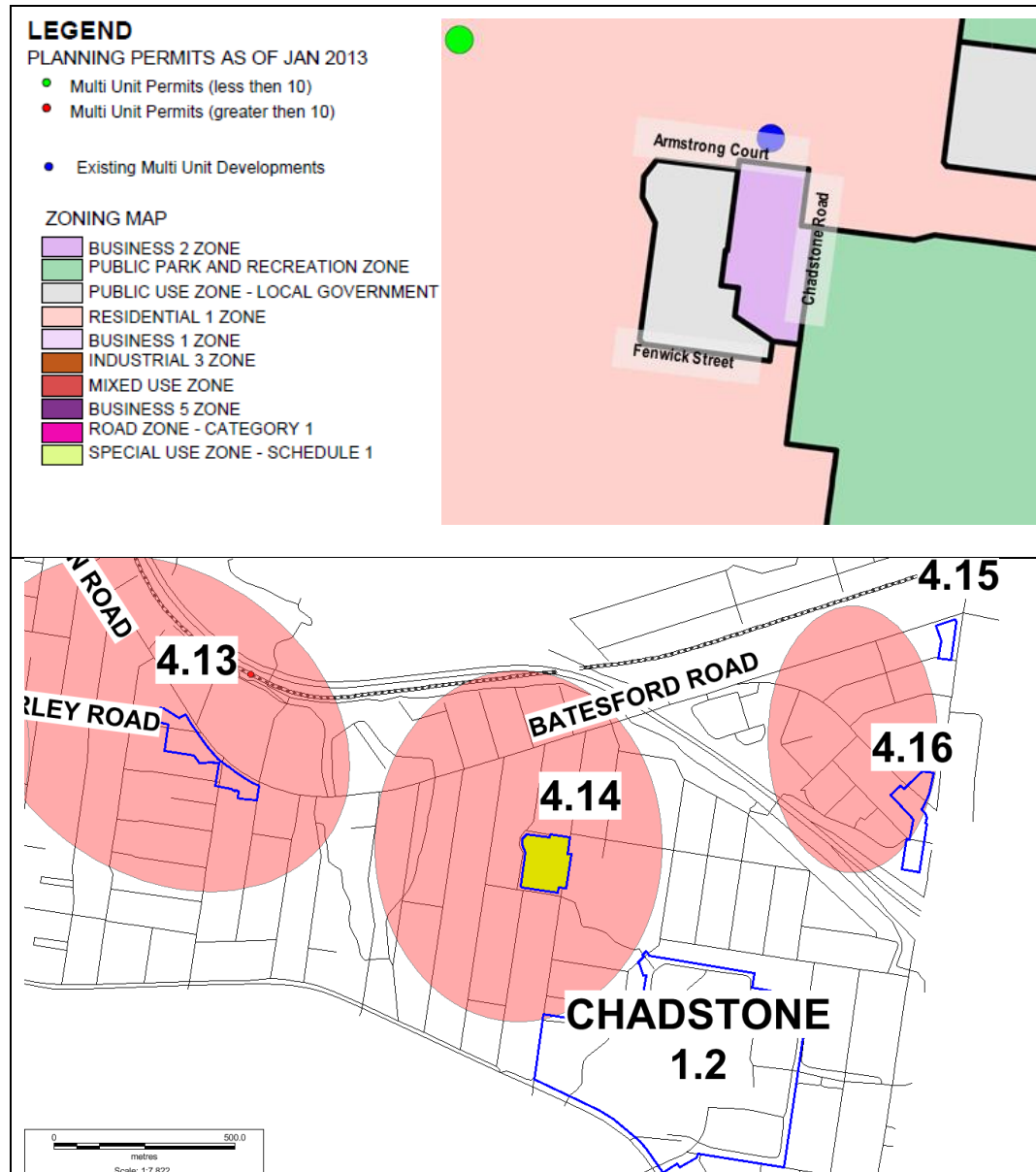
4.13 Waverley Road-Malvern Road, Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Waverley Road-Malvern Road is a strip retail Area predominantly focused on Malvern Road from Sycamore Street in the east. The Area is in closest proximity to 4.12 Waverley Road-Darling Road.</p> <p>It has good accessibility being located on two main roads, with buses also servicing Malvern Road and the East Malvern train station located just 200m to the north-east across Malvern Road. Despite much of the adjacent residential areas being covered by heritage overlays, only one lot within the Area has strong heritage character (the Former Centenary Hall) on Waverley Road.</p> <p>The Area has a diverse mix of retail and commercial land uses, with commercial general (16%), commercial medical (16%), other type (14%) and personal services (13%) forming the largest components of floorspace.</p> <p>The Area has higher concentrations of utility, commercial medical, personal services, other type, commercial finance and supermarket floorspace compared to its total floorspace contribution in the City. It contains a strong local attractor in the IGA small supermarket. This is the only Small Neighbourhood Activity Area to contain a brand name supermarket. However, given the size of the IGA (approximately 320sqm), it essentially acts more like a large convenience store with limited lines of product.</p> <p>The Area also accommodates a large Dairy Bell facility which attracts irregular and passing trade. The Area is strengthened through its proximity to social and community facilities, in particular, Waverley Park which encourages greater pedestrian activity in the Area.</p>	<p>Total: 5,079sqm</p> <p>Upper floor: 850sqm (16.7%)</p> <p>Retail: 2,272sqm (44.7%)</p> <p>Commercial: 1,895sqm (37.3%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> • Utility • Commercial medical • Personal services • Other type • Commercial finance • Supermarket 	<p>Local Attractors:</p> <ul style="list-style-type: none"> • Small supermarket <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Low density residential • Waverley Park across Malvern Road • Scout group to the south-west <p>Heritage: Only one lot in the Area is covered by an HO.</p>	<p>Waverley and Malvern Roads, from Sycamore Street in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • 4.12 Waverley Road-Darling Road (650m west) • 4.17 Malvern Road-Darling Road (1km north) <p>Accessibility:</p> <ul style="list-style-type: none"> • Arterial road access from Malvern and Waverley Road. • Bus along Malvern Road. • 200m walk to East Malvern train station. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • Pedestrian activity is disconnected, concentrated between the small IGA and tenancies on Waverley Road and east of Belgrave Road. • Two main pedestrian intersections including Malvern Road-Waverley Road and Belgrave Road-Malvern Road. 	<ul style="list-style-type: none"> • Majority of trade sourced from a localised walkable catchment (300-600m). • Constrained to the north by the Monash Freeway and train line, south by Dandenong Road, east by Chadstone and west by other Small Neighbourhoods.



4.13 WAVERLEY ROAD-MALVERN ROAD



4.14 Malvern Valley, Malvern East - Commercial 1 (formerly Business 2) and Public Use				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Malvern Valley is located on Chadstone Road in Malvern East. The Area is in close proximity to 1.2 Chadstone Shopping Centre (to the south-west) but does not compete with it, serving a local walking catchment (150m – 400m). It has reasonable accessibility, being located on Chadstone Road which is serviced by a bus route.</p> <p>The Area has a diverse mix of land uses, however the greatest component comprises community floorspace (42%) which includes the Bowen Street Community Centre located at the rear of shopfronts fronting Chadstone Road.</p> <p>Commercial medical (19%) uses comprise the second largest component of floorspace in the Area. The Area has one local retail attractor (a convenience store), with higher concentrations of take-away food, personal services, specialty food, commercial medical and specialty non-food floorspace.</p> <p>The major strength of the Area is its relationship and proximity to significant social and community facilities in the local area, including the Bowen Street and Phoenix Park Community Centres, lawn bowls club and Percy Treyvaud Park. The proximity of these facilities increases pedestrian activity and passing trade at the Area.</p>	<p>Total: 2,247sqm Upper floor: 37sqm (2%) Retail: 589sqm (26%) Commercial: 579sqm (26%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Take away food Personal services Specialty food Commercial medical Specialty non-food 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential Bowen Street Community Centre Phoenix Park Community Centre Lawn bowls club Percy Treyvaud Park. <p>Heritage: No HO's in the Area.</p>	<p>Chadstone Road, from Fenwick Street in the south to Armstrong Court in the north.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 1.2 Chadstone Shopping Centre (500m south-west). There are no easily accessible Small Neighbourhood Activity Areas. The closest is 4.13 Waverley Road-Malvern Road (1.5km west). <p>Accessibility:</p> <ul style="list-style-type: none"> Road access from Chadstone Road. Bus route on Chadstone Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Pedestrian connections via a crossing over Chadstone Road in the northern part of the Area and off Chadstone Road at the southern fringe which connects with the bus stop. No direct pedestrian accessibility from the Bowen Street Community Centre. 	<ul style="list-style-type: none"> Localised walkable trade area (150m-400m). Constrained to the south east by Chadstone Principal Activity Area, parkland to the west and Monash Freeway to the north.



4.14 MALVERN VALLEY



4.15 Batesford Road, Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Batesford Road is located on the corner of Warrigal Road at the north-eastern fringe of the City of Stonnington.</p> <p>The Area has good accessibility and visibility being located on a major road, with public transport connections including a bus route along Warrigal Road and close proximity to Holmesglen train station. The Area has a very limited range of floorspace, with just four tenancies. The most significant retail component is the McDonalds which encourages pedestrian activity across both Warrigal and Batesford Roads.</p> <p>The Area is in very close proximity to Holmesglen TAFE, although the very limited range of retail and commercial activity within the Area means that its proximity to this large educational institution is not fully realised. The Area does not serve a local catchment given the lack of any retail activity that would attract regular trade.</p>	<p>Total: 439sqm Retail: 148sqm (33.7%) Commercial: 291sqm (66.3%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial legal Cafes & restaurants Specialty non-food 	<p>Attractors:</p> <ul style="list-style-type: none"> McDonalds <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential. Parklands Hotel across Warrigal Road Small Activity Area on the north-east corner of Warrigal and Batesford Road. <p>Heritage: No HO's covering any land in the Area.</p>	<p>Mountfield Avenue in the south to Batesford Road in the north.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.16 Warrigal Road-Waverley Road (300m south) Neighbourhood scale retail activity across Warrigal Road in the City of Glen Eira (50-100m). <p>Accessibility:</p> <ul style="list-style-type: none"> Road access Warrigal Road Bus route along Warrigal Road Holmesglen Station located 100m to the north <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Pedestrian access points at Batesford Road-Warrigal Road and just to the north-west of McDonalds linking to the TAFE. 	<ul style="list-style-type: none"> A trade area for this Area has not been nominated given that McDonalds is likely to have a non-localised retail catchment which also relies heavily on passing trade.

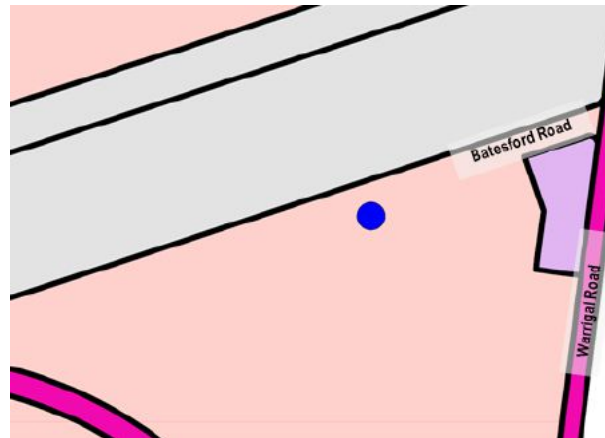
LEGEND

PLANNING PERMITS AS OF JAN 2013

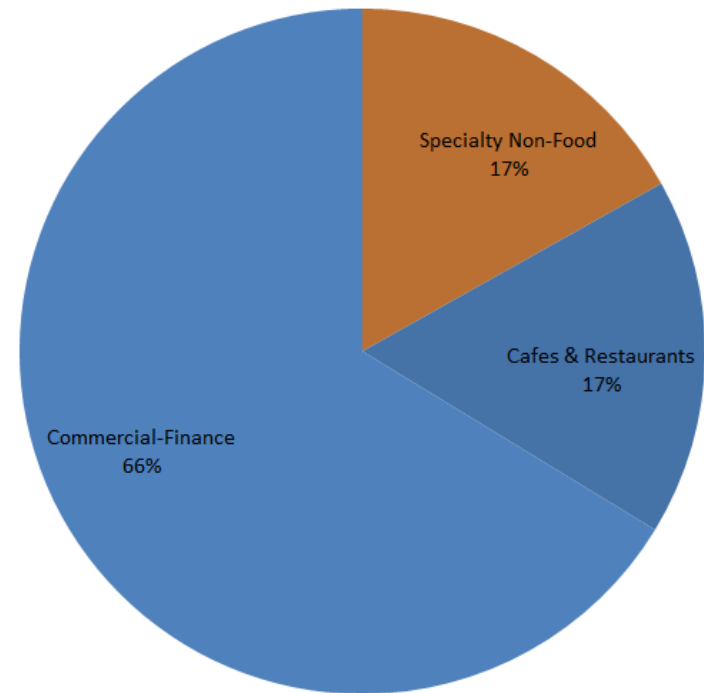
- Multi Unit Permits (less than 10)
- Multi Unit Permits (greater than 10)
- Existing Multi Unit Developments

ZONING MAP

- BUSINESS 2 ZONE
- PUBLIC PARK AND RECREATION ZONE
- PUBLIC USE ZONE - LOCAL GOVERNMENT
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- BUSINESS 5 ZONE
- ROAD ZONE - CATEGORY 1
- SPECIAL USE ZONE - SCHEDULE 1

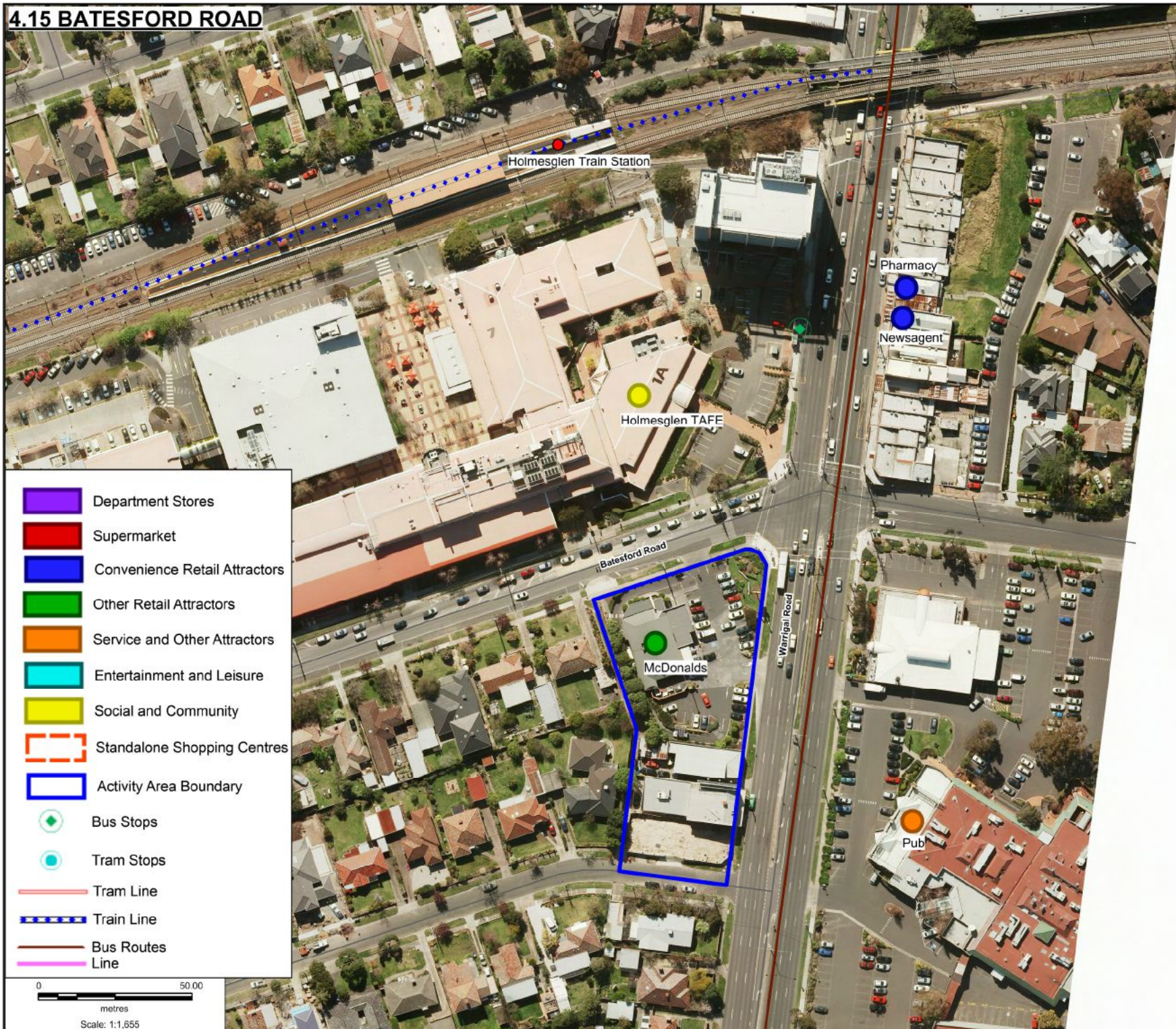


Land Use By Type

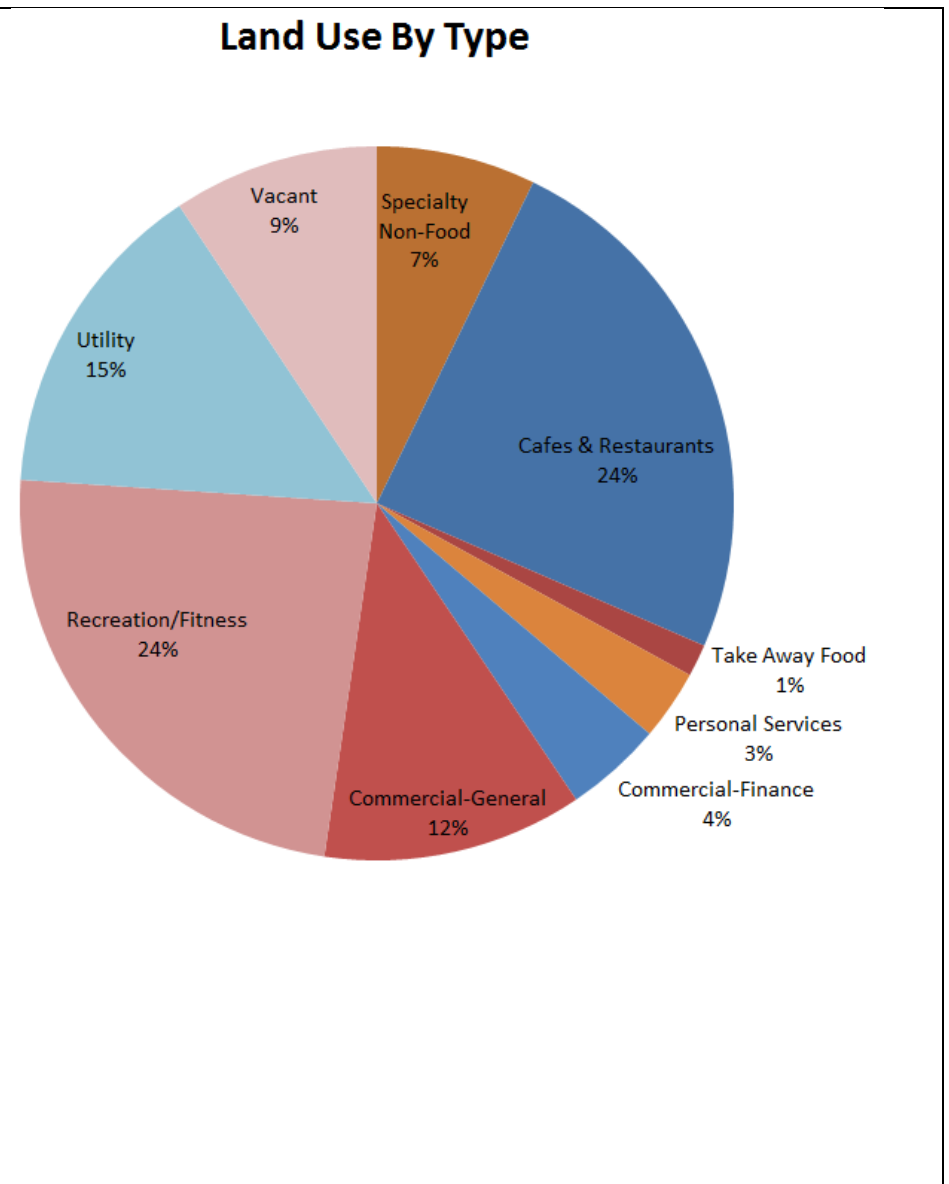
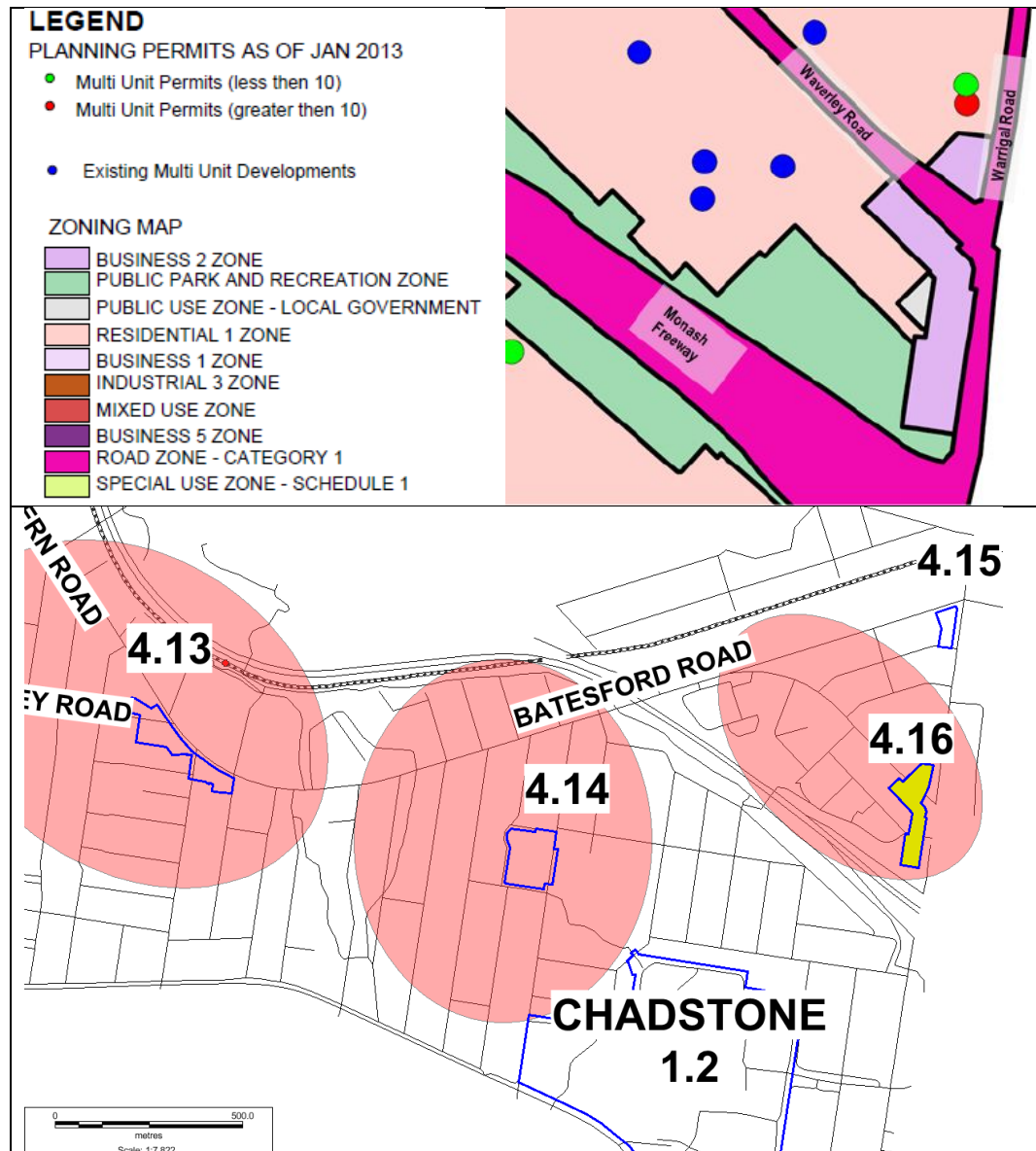


No trade area map has been provided given that the McDonalds would not generate regular trade from a localised catchment.

4.15 BATESFORD ROAD



4.16 Warrigal Road-Waverley Road, Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Warrigal Road-Waverley Road has strong accessibility from its main road frontages and public transport access provided through a high frequency bus route running along Warrigal Road. The Area serves a localised walkable catchment of up to 500m, however trade from the east is constrained by Warrigal Road.</p> <p>The Area has a limited range of land uses and no local convenience retail attractors (e.g. bakery, butcher, convenience store).</p> <p>There are higher concentrations of utility, recreation / fitness and cafes and restaurant floorspace within the Area. A martial arts centre and the Pancake Parlour assist in attracting people to the Area, although are likely to have irregular patrons.</p> <p>The Red Rooster on the northern corner of the Warrigal and Waverley Road intersection is disconnected from the remainder of the Area, however a pedestrian crossing allows connection between the two components.</p>	<p>Total: 3,837sqm Upper floor: 1,828 (47.6%) Retail: 1,388sqm (36.2%) Commercial: 621sqm (16.2%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> • Utility • Recreation/fitness • Cafes & restaurants 	<p>Attractors:</p> <ul style="list-style-type: none"> • Martial arts centre • Pancake Parlour <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> • Low density residential • Park • Bulky goods retailing including Harvey Norman and Officeworks across Warrigal Road. <p>Heritage: No HO's covering any land within the Area.</p>	<p>Warrigal Road and Waverley Road, Malvern East.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> • 4.15 Batesford Road (300m north) • Bulky goods retailing across Warrigal Road in the City of Glen Eira. <p>Accessibility:</p> <ul style="list-style-type: none"> • Road access from Monash Freeway, Waverley Road and Warrigal Road. • Bus route along Warrigal Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> • Key pedestrian movement at Waverley Road-Warrigal Road intersection 	<ul style="list-style-type: none"> • Localised walkable trade area (500m). • Trades to the north-west, constrained to the west by the Monash Freeway and to the east by Warrigal Road and other retail Areas.



4.16 WAVERLEY ROAD-WARRIGAL ROAD



Harvey Norman

Officeworks

Red Rooster

Martial Arts
Centre

Pancake
Parlour

Park

Monash Freeway

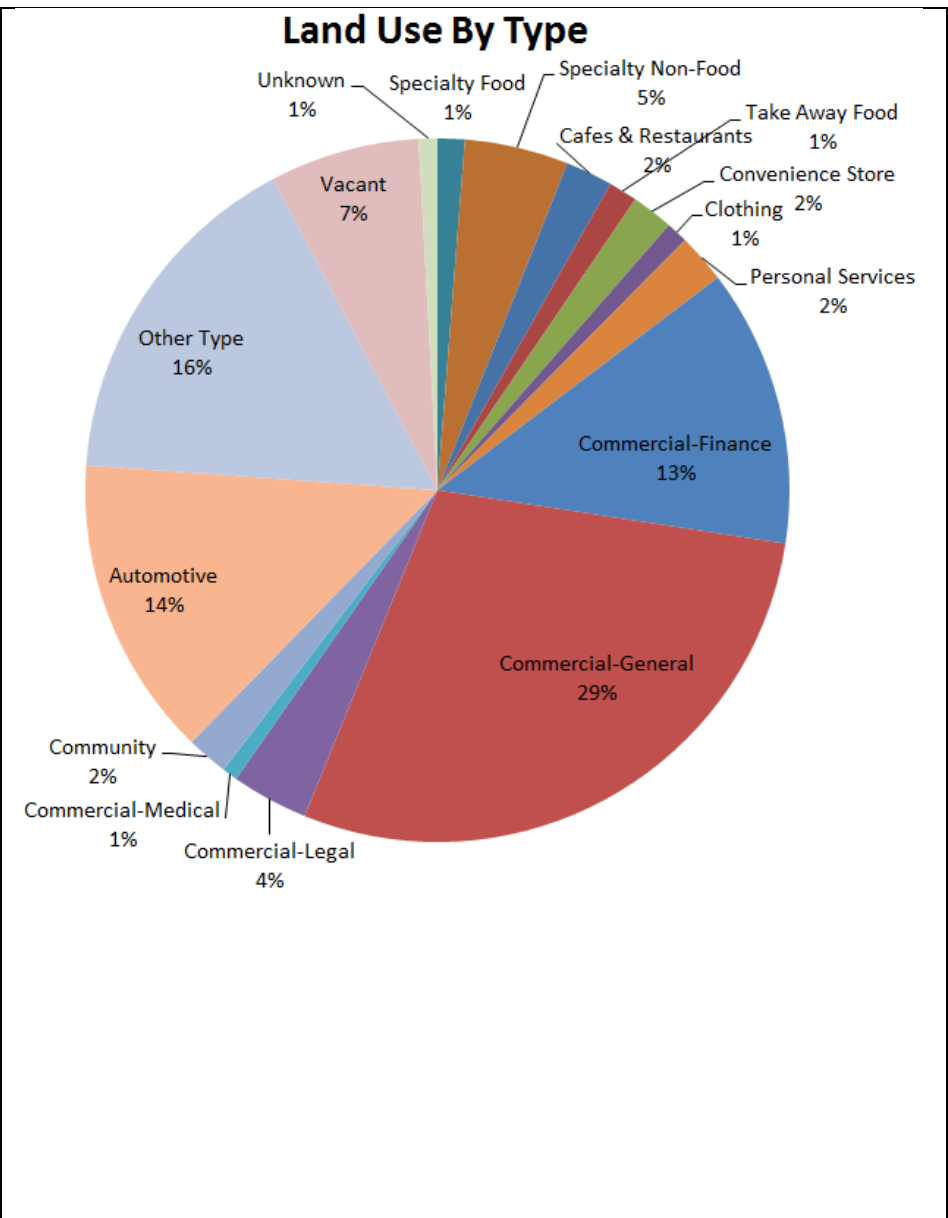
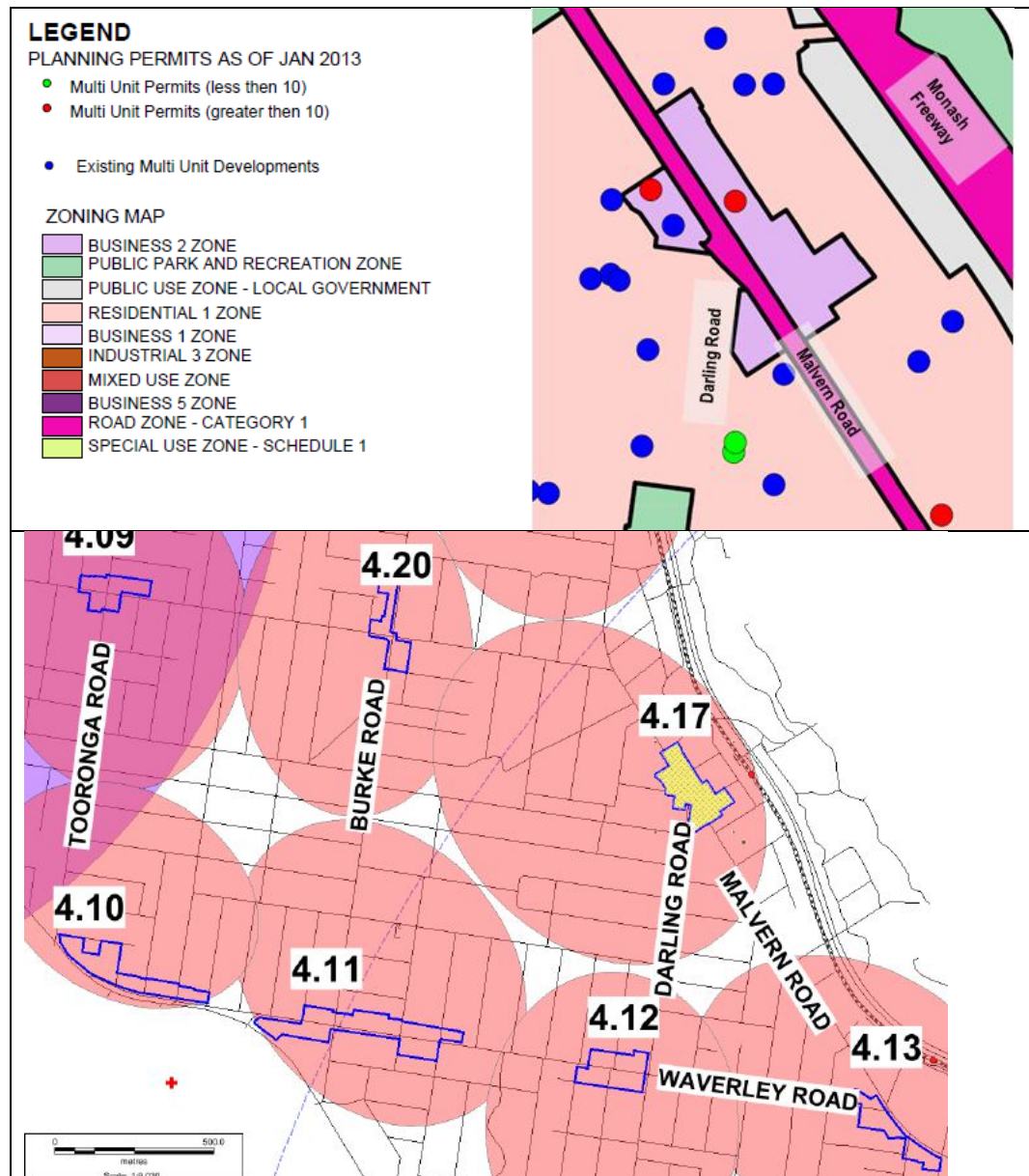
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metres

Scale: 1:2,183

- Department Stores
- Supermarket
- Convenience Retail Attractors
- Other Retail Attractors
- Service and Other Attractors
- Entertainment and Leisure
- Social and Community
- Standalone Shopping Centres
- Activity Area Boundary
- Bus Stops
- Tram Stops
- Tram Line
- Train Line
- Bus Routes
- Line

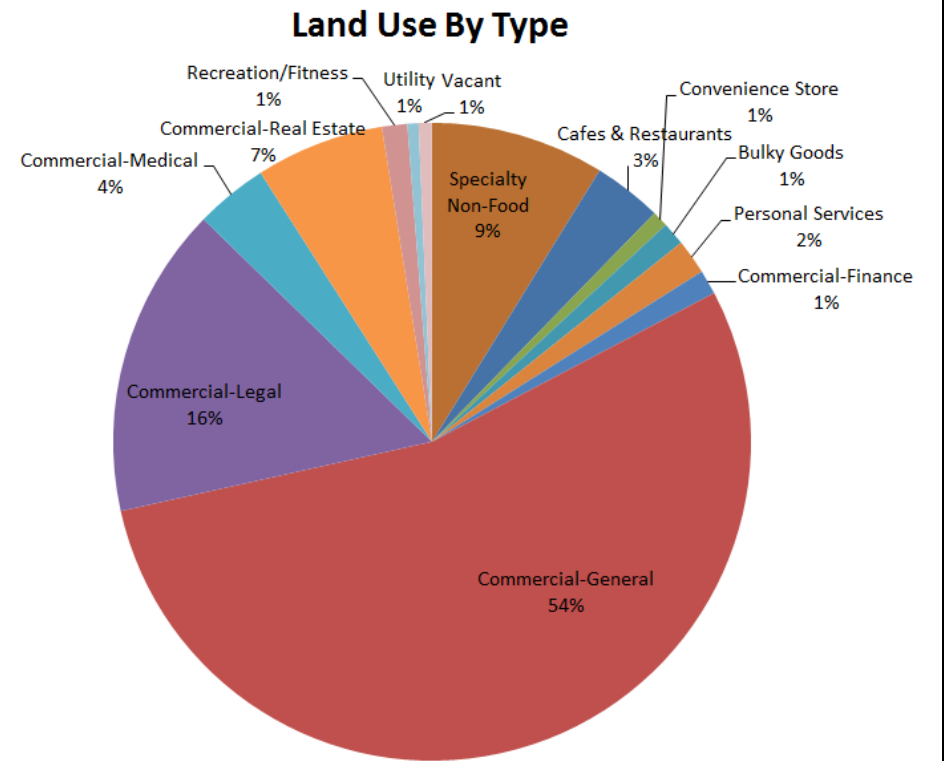
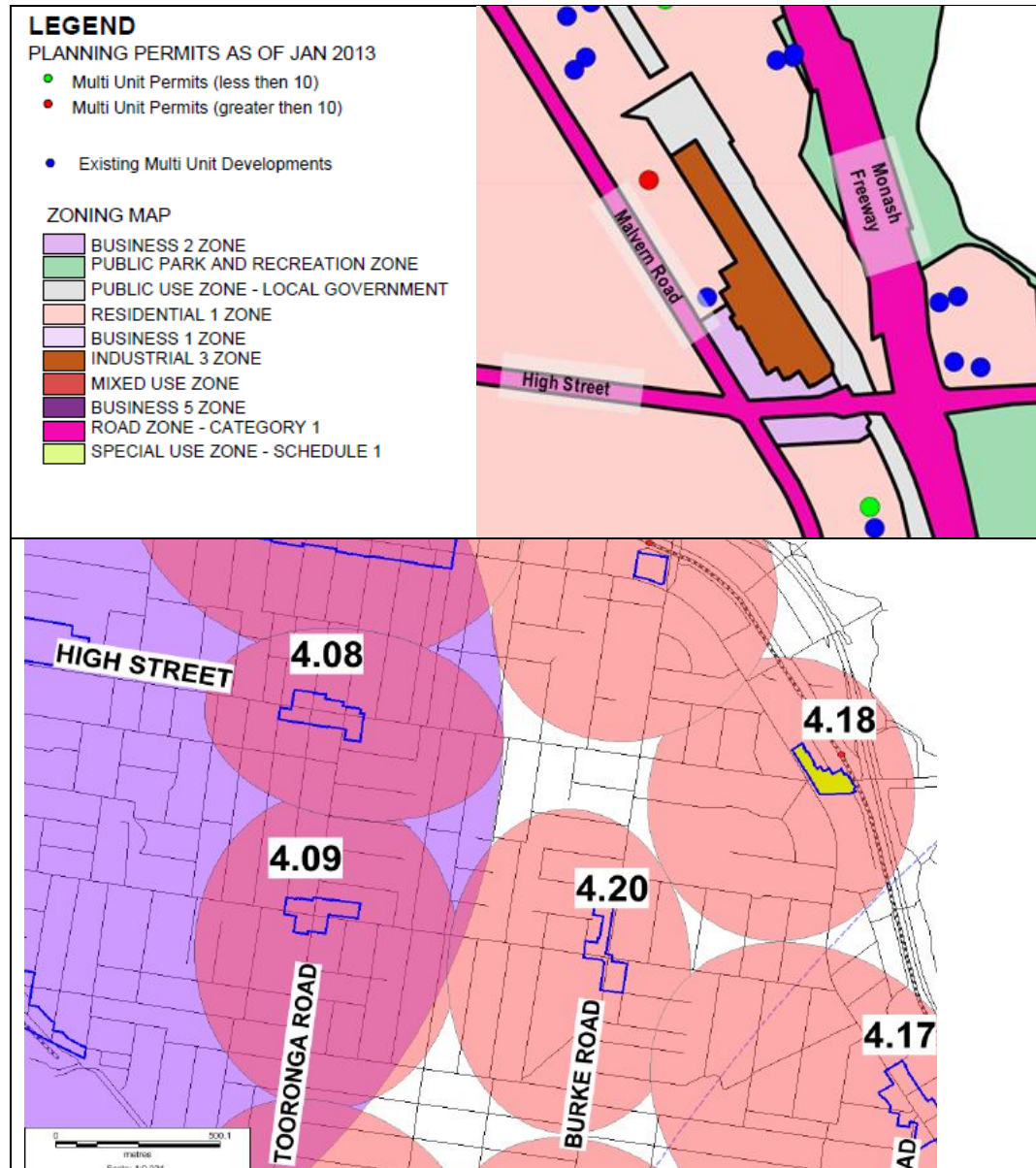
4.17 Malvern Road-Darling Road, Malvern East - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>Malvern Road-Darling Road has good main road frontage and strong public transport connections being serviced by buses along Warrigal Road and in close proximity to Darling Station (200m to the east). Pedestrian activity is concentrated along the western side of Malvern Road, north of Dene Avenue.</p> <p>This component of the Area includes a local retail attractor (bakery), some cafes and restaurants and some specialty stores. Other local retail attractors in the Area include a newsagent and a service station convenience store.</p> <p>The Area as a whole has a good mix of land uses but unusually for Small Neighbourhood Activity Areas has a high percentage of commercial floorspace (46%), particularly commercial finance and commercial legal. The Area is in close proximity to a kindergarten and also comprises some retail activity which is located on land zoned for residential use (corner of Dene Avenue and Darling Road).</p>	<p>Total: 12,025sqm Upper floor: 4,763 (38.1%) Retail: 1,764sqm (14.7%) Commercial: 5,498sqm (45.7%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial finance Commercial legal Automotive Other type Convenience store 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store Bakery Newsagent <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential Kindergarten Malvern Hospital A number of multi-unit developments in and around the Area. <p>Heritage: No HO's covering any land within the Area.</p>	<p>Malvern Road, Malvern East.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.12 Waverley Road-Darling Road (800m south) 4.13 Waverley Road-Malvern Road (1km south-east) 4.18 High Street, Glen Iris (1km north) 4.20 Burke Road-Wattle tree Road (1km west) <p>Accessibility:</p> <ul style="list-style-type: none"> Malvern Road main vehicular access point (arterial road). Bus route along Warrigal Road. Darling train station just 200m from the Area. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Key pedestrian movement point is at Malvern Road-Darling Road. Pedestrian activity is concentrated on the west side of Malvern Road, north of Dene Avenue. 	<ul style="list-style-type: none"> Localised walkable trade area (200-500m). Catchment extends predominantly west and is constrained by the Monash Freeway to the east and other Neighbourhood Activity Areas to the immediate north and south. Some worker trade captured through office and hospital employees coming into the Area.



4.17 MALVERN ROAD-DARLING ROAD



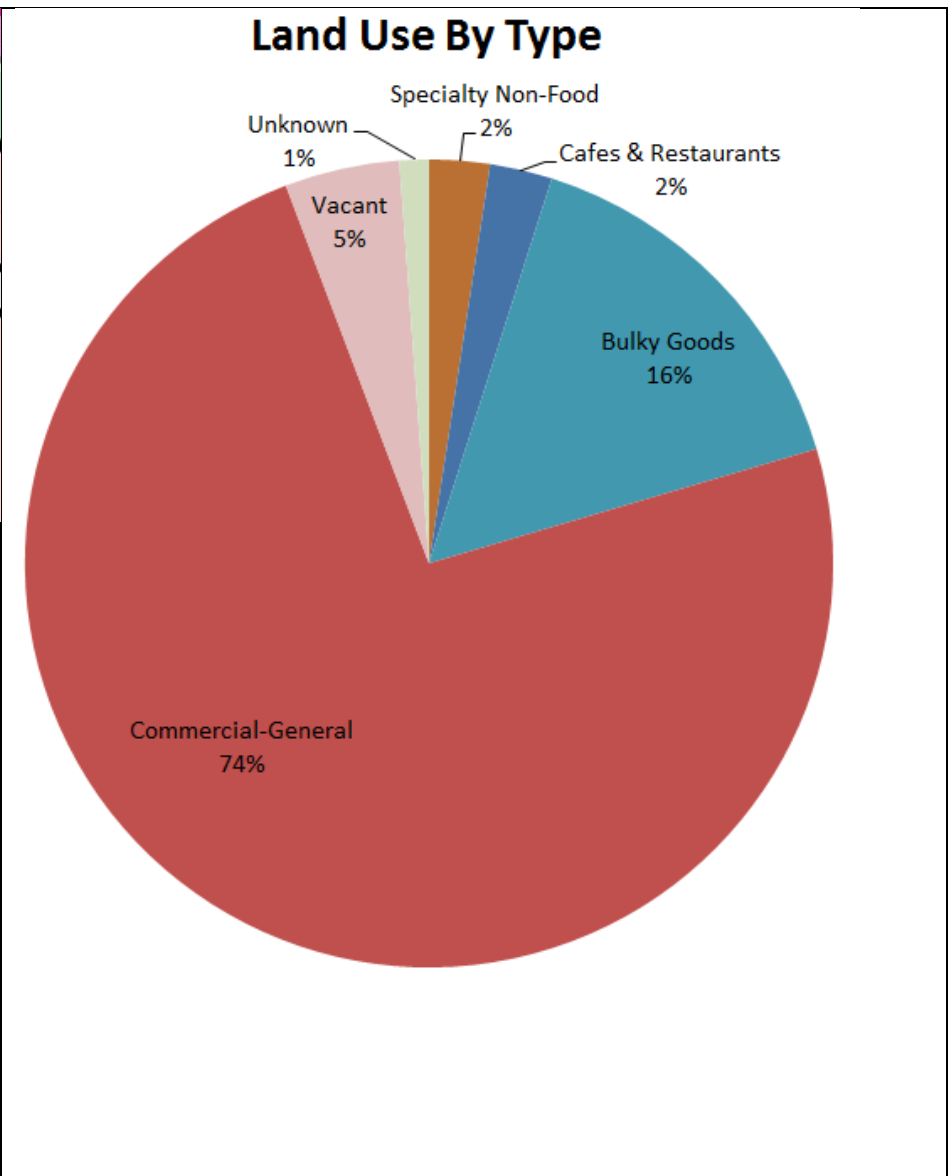
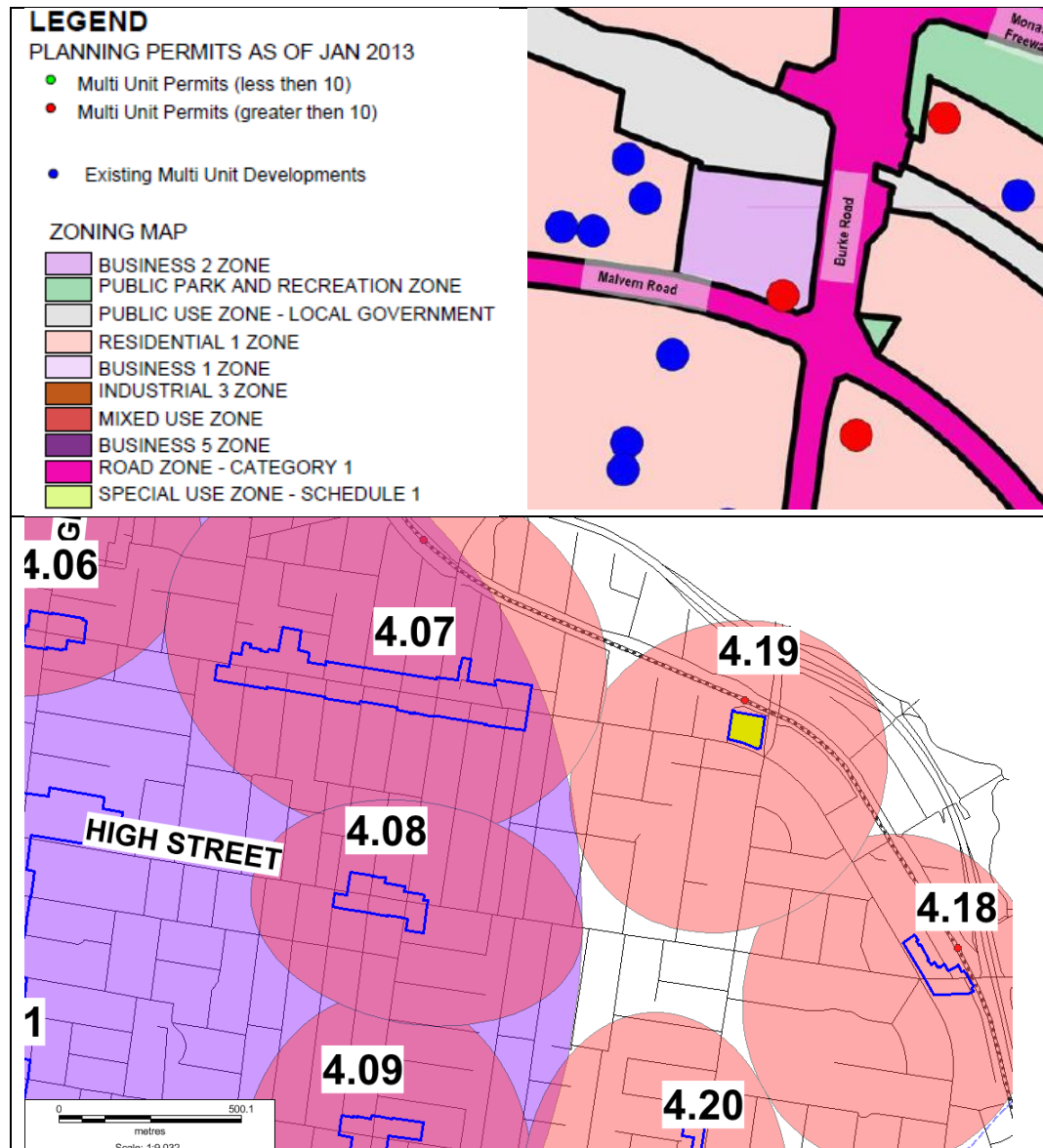
4.18 High Street, Glen Iris - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>High Street, Glen Iris extends from Essex Street in the east to the corner of Malvern Road and High Street, with retail shopfront uses located along High Street and two standalone office developments located on Malvern Road.</p> <p>The Area has excellent accessibility being located on two main roads and enjoying good public transport connections including trams to the Malvern Road and High Street intersection, a bus route down High Street and the Glen Iris train station being located adjacent to the Area. As with some of the other Small Neighbourhood Activity Areas in close proximity to train stations, High Street, Glen Iris has a high proportion of commercial floorspace (80%).</p> <p>Two large office buildings on Malvern Road accommodating commercial legal and commercial real estate uses account for almost all of this commercial space. In addition to commercial floorspace, the Area has a limited range of retail uses including three local retail goods and services attractors, a convenience store, post office and pharmacy.</p> <p>It serves a localised walking catchment that predominantly extends in a south-westerly direction due to the Monash Freeway acting as a barrier. The Area also captures some passing trade due to its access advantages.</p> <p>The Area is also located adjacent to a substantial component of industrial zoned land which comprises larger lots accommodating light industry. The Area has strong heritage characteristics which add to the overall amenity with all shopfronts in the Area part of the Glen Iris Heritage Precinct.</p>	<p>Total: 6,125sqm</p> <p>Upper floor: 1,874 (30.6%)</p> <p>Retail: 1,135sqm (18.5%)</p> <p>Commercial: 4,909sqm (80.1%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial legal Commercial real estate 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store Post office Pharmacy <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> IN3Z land to the north which accommodates warehousing and some industry. Low density residential. <p>Heritage: All land along High Street covered by an HO.</p>	<p>Malvern Road and High Street from Essex Street in the east.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.19 Malvern Road-Burke Road (650m north-west) 4.17 Malvern Road-Darling Road (1km south-west) <p>Accessibility:</p> <ul style="list-style-type: none"> Malvern Road and High Street are both arterial roads. Tram route runs to the corner of High Street and Malvern Road. Bus route to the train station from the east along High Street. Glen Iris train station just 50m away. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Key pedestrian movement point is at the High Street-Malvern Road intersection. Pedestrian activity generally concentrated on High Street rather than Malvern Road. 	<ul style="list-style-type: none"> Localised walkable trade area (200-500m). Constrained by Monash Freeway to the east. Area also captures some worker trade from those coming into the Area for employment.



4.18 HIGH STREET, GLEN IRIS



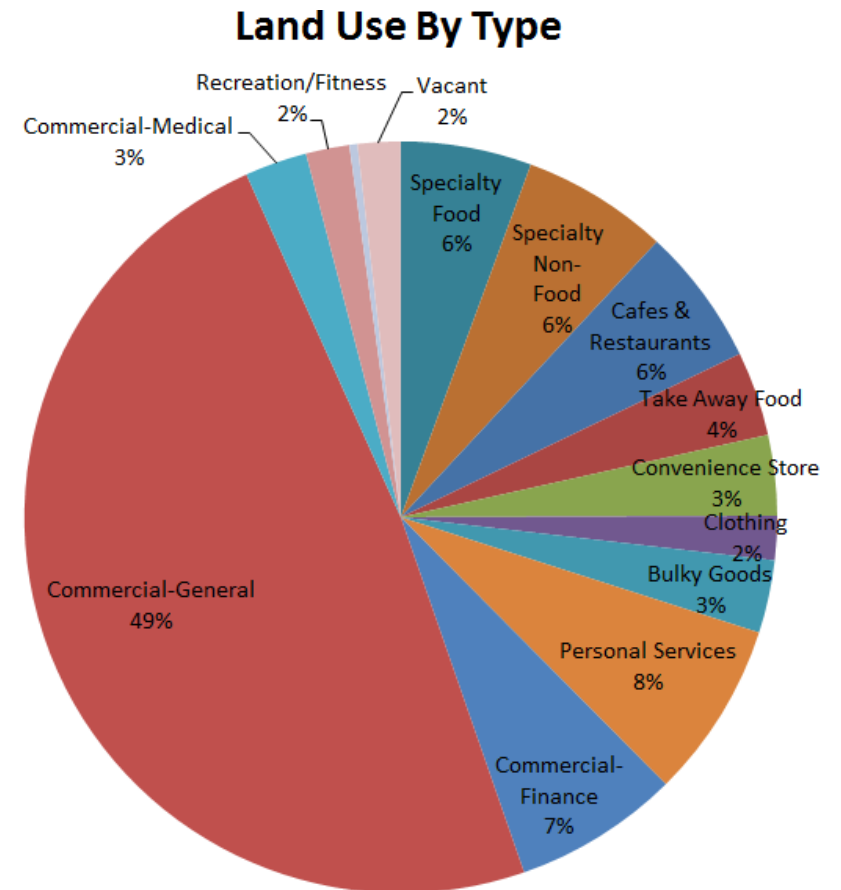
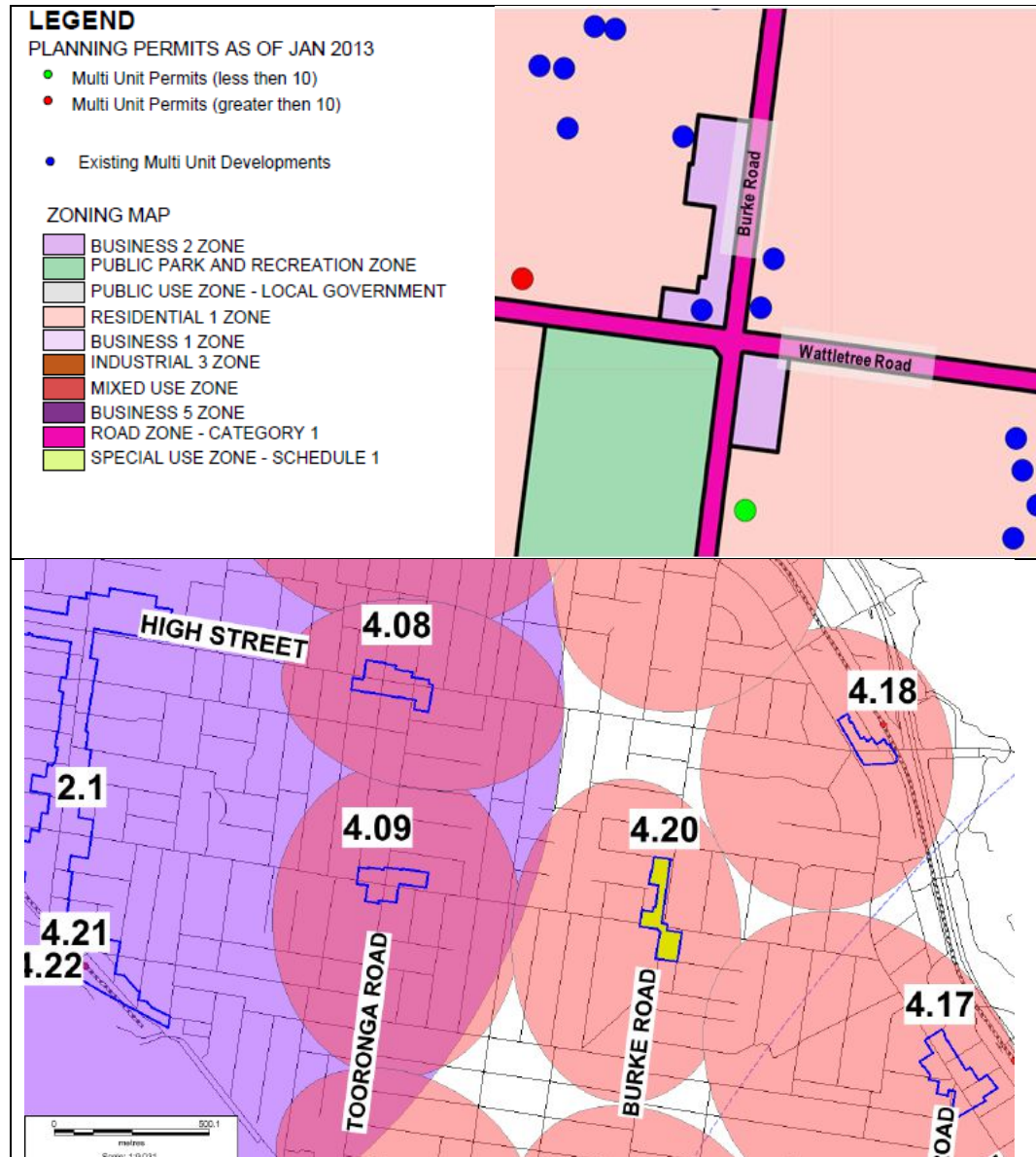
4.19 Malvern Road-Burke Road, Glen Iris - Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Malvern Road-Burke Road Area is comprised of retail shopfront uses along Burke Road and a large standalone commercial building on Malvern Road. Transport accessibility is excellent at the Area with main road frontages and strong public transport connections through tram routes down Malvern and Burke Roads and Gardiner train station located just 50m to the north.</p> <p>Almost 74% of all floorspace in the Area is commercial, with the large standalone office building on Malvern Road accounting for all of this space. Retail, and subsequently pedestrian activity, is focused on Burke Road.</p> <p>The Area has one local retail attractor, a pharmacy located on the Malvern Road-Burke Road intersection. The Area has higher concentrations of commercial general and bulky goods (sporting goods) floorspace compared to its proportion of total floorspace provision in the City.</p> <p>The Monash Freeway acts as a barrier to trade, with the Area serving a localised walkable catchment that extends south and south-west. The Area also captures some passing trade given its strong access advantages.</p>	<p>Total: 5,532sqm Upper floor: 2,524 (45.6%) Retail: 1,130sqm (20.4%) Commercial: 4,083sqm (73.8%) Higher concentrations of:</p> <ul style="list-style-type: none"> Commercial general Bulky goods 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Pharmacy <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Low density residential Tennis courts Korowa Girls School Places of worship Some multi-unit residential <p>Heritage: No HO's covering any land within the Area</p>	<p>Malvern Road and Burke Road.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.07 Tooronga Road-Malvern Road (550m west) 4.18 High Street, Glen Iris (650m south-east) <p>Accessibility:</p> <ul style="list-style-type: none"> Vehicle access from Malvern Road and Burke Road (both arterial roads); Tram route runs down Malvern and Burke Roads; Gardiner train station just 50m away. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Key pedestrian movement points at Burke Road near King Street an Burke Road-Malvern Road intersection. 	<ul style="list-style-type: none"> Localised walkable trade area (300-500m). Constrained by Monash Freeway to north and east. Area also captures some worker trade from those coming into the Area for employment.



4.19 MALVERN ROAD-BURKE ROAD



4.20 Burke Road-Wattletree Road, Glen Iris / Malvern East – Commercial 1 (formerly Business 2)				
General Character Statement	Floorspace	Attractors & Surrounding Uses	Location and Accessibility	Trade Catchment
<p>The Burke Road-Wattletree Road Area is primarily focused on Burke Road from Hope Street in the north to Davies Street in the south. The Area has a pleasant atmosphere and high amenity being located opposite Central Park and having all heritage shopfronts (included as part of the Central Park Shopping Centre Heritage Precinct). The Area also has good accessibility being located on two main roads and with trams and buses servicing Wattletree Road.</p> <p>The Area is split between the north-western and south-eastern corners of the Burke Road-Wattletree Road intersection with pedestrian activity more highly concentrated in the south-eastern portion which contains a number of local retail attractors including a convenience store, bakery and Australia Post outlet along with take-away food and cafes and restaurant activity.</p> <p>Overall, approximately 58% of all floorspace in the Area is commercial, but there is a broad range of retail and other land uses also. The Area serves a localised walking trade area of around 300m – 500m. The Area is strengthened through its proximity to social and community facilities including Central Park, a Caulfield Grammar School campus and Korowa Girls School.</p>	<p>Total: 7,443sqm Upper floor: 1,732 (23.2%) Retail: 2,796sqm (37.6%) Commercial: 4,345sqm (58.4%)</p> <p>Higher concentrations of:</p> <ul style="list-style-type: none"> Convenience store Take away food Commercial finance Commercial general 	<p>Local Attractors:</p> <ul style="list-style-type: none"> Convenience store Bakery Pharmacy Newsagent Post office <p>Surrounding Land Uses:</p> <ul style="list-style-type: none"> Central Park Reserve Caulfield Grammar School Korowa Girls School to the north east <p>Heritage: The entire Area is covered by an HO</p>	<p>Hope Street in the north to Davies Street in the south.</p> <p>Proximate Activity Areas:</p> <ul style="list-style-type: none"> 4.09 Wattletree Village (850m west) 4.17 Malvern Road-Darling Road (1km south-east) <p>Accessibility</p> <ul style="list-style-type: none"> Main road access from Wattletree and Burke Roads (both arterials). Tram route down Wattletree Road (west of intersection only). Bus route runs down Wattletree Road and Burke Road. <p>Pedestrian Accessibility:</p> <ul style="list-style-type: none"> Key pedestrian movement point at Burke Road-Wattletree Road. Pedestrian Activity is concentrated both north and south of Wattletree Road. 	<ul style="list-style-type: none"> Localised walkable trade area (300-500m). Constrained by Monash Freeway to north and east. Area also captures some worker trade from those coming into the Area for employment.



4.20 BURKE ROAD-WATTLETREE ROAD





The City in the Future



8. THE REGIONAL TRADE AREA

A regional trade area requires special consideration as the City of Stonnington has a number of Principal and Major Activity Areas that have very large trade areas which also cross the municipality boundary. Each of these Areas have different roles and functions, however as a group they essentially form the regional trade area for the City as a whole. As a result, the purpose of this Chapter is to recognise the trade areas of the larger Areas of the City of Stonnington based on previous work undertaken on Chapel Street and Chadstone Shopping Centre in order to identify the overall regional catchment of the City.

8.1 TRADE AREA DEFINITION

The trade area(s) served by any retail Area is determined by the consideration of:

- The strength and attraction of the Area which is determined by factors such as the composition, layout, ambience/atmosphere and car parking;
- Competitive retail Areas, particularly their proximity to the subject Area and respective sizes, retail offer and attraction;
- The location and accessibility of the Area including the available road and public transport network and travel times; and
- The presence or absence of physical barriers, such as rivers, railways, national parks and freeways.

When discussing trade areas it should be noted that there are various areas from which Areas or particular retailers will capture more or less trade (in terms of dollars and frequency of spend). These are commonly defined and separated into 'primary', 'secondary' and 'tertiary' trade areas. Each of these trade areas is described below:

- Primary Trade Area (PTA) – The area from which the Area would be the main shopping destination and the residential area from which the Area captures the majority of its retail turnover;
- Secondary Trade Area (STA) – The area from which the Area will attract some expenditure but will not be the main shopping destination by residents;
- Tertiary Trade Area (TTA) – The area from which the Area will capture a small proportion of trade and will be used on an infrequent basis by residents; and
- Main Trade Area (MTA) – The PTA, STA and TTA combined.

For the Major and Neighbourhood Activity Areas, more localised resident trade area catchments were estimated based on the factors identified above. It should be noted however that for the Major and Neighbourhood Activity Areas only primary trade areas were assessed. These Areas would also draw some trade from a more extensive secondary catchment which in many cases would overlap with other Areas' secondary catchments.

It is also the case that in some instances the primary trade areas of the Major and Large Neighbourhood Activity Areas overlap with the primary trade areas of Small Neighbourhood Activity Areas. This is not unusual given that Areas have different roles and functions.

The higher order Areas provide for discretionary retailing and weekly shopping needs (e.g. Area anchored by a full-line supermarket), whilst the Small Neighbourhoods predominantly only provide for day-to-day shopping needs which are not heavily influenced by their proximity to larger Areas. Residents in locations that overlap are likely to divide the majority of their weekly and daily shopping trips between a combination of Major and Neighbourhood Activity Areas.

It is important to note that higher order Areas, such as Principal, Major and Large Neighbourhood Areas are typically anchored by larger retail stores that draw customers from a wider area. These types of stores include department stores, DDS, mini majors, bulky goods retailing and full-line supermarkets. Small Neighbourhood Activity Areas are generally anchored by local convenience retail offerings including convenience stores, newsagents, pharmacies, bakeries and butchers.

Retail anchors act as the primary retail facility in any given Area and encourage car, walking and public transport shopping trips. Particularly in standalone shopping Areas/malls, they are often located at opposite ends of the building, with smaller specialty stores and services locating in the area between, in order to take advantage of higher pedestrian flows between, to and from these anchors. In traditional larger strip shopping Areas, retail anchors tend to establish in the most appropriate location, however they often draw a range of smaller specialty stores to them that look to take advantage of high pedestrian patronage.

In addition to retail anchors, successful Activity Areas often have other non-retail local attractors which draw people to them. These can include social, community, entertainment and leisure facilities. Social and community attractors can act as the foundation for successful Activity Areas in the absence of a key retail anchor, regularly drawing residents from the local area.

As part of the analysis of each Activity Area in the City of Stonnington, retail anchors, local attractors, social, community and entertainment facilities have been identified. For higher order Areas, only those key anchors and attractors have been visually identified given the number of local retail attractors in these Areas.

For Chapel Street and Chadstone, Hill PDA reviewed and adopted the trade areas nominated by SGS Economics and Planning for Chapel Street and Urbis for Chadstone Shopping Centre.

8.2 CITY OF STONNINGTON REGIONAL TRADE AREA

Based on the factors identified and previous work undertaken by SGS Economics and Planning on Chapel Street and Urbis on Chadstone Shopping Centre, Hill PDA applied resident trade areas for the Principal Activity Areas in the City of Stonnington. These two Activity Areas together form the regional trade area for the City of Stonnington given the very large extent of their trade catchments.

Chapel Street STA alone extends approximately 7.5km to the south and south-east and 5km to the north and north-west. The Precinct captures 25% of its turnover from the PTA, a further 25% from its STA and the residual 50% from the TTA.

The Chadstone Shopping Centre trade area includes the majority of inner south-eastern Melbourne, extending as far as Port Melbourne in the west of the CBD, beyond Mordialloc to the south and as far as Noble Park to the

south-east and Mitcham to the north-east. Approximately 17% of the customers at Chadstone travelled from beyond the MTA according to exit surveys carried out at the Area.

Trade areas for remaining Areas that are below that of a Principal Activity Area in the retail hierarchy have been noted within the individual Areas precincts. These Areas tend to serve the day-to-day and sometimes weekly shopping needs of more localised catchments, whilst also capturing some infrequent spend due to their individual retail mix and offer (e.g. boutique clothing, antique and furniture retailing offer of High Street Armadale, or boutique clothing retailing offer of Toorak Village and Hawksburn Village).

With the exception of the High Street-Glenferrie Road Major Activity Area, the majority of the primary trade areas associated to remaining Areas are largely confined to being within the local government boundary of the City of Stonnington. This is not to say that they will not capture retail spend from outside of the City. However, the majority of retail turnover will be from residents within the City.

For the purposes of the expenditure modelling, it is not necessary to have a trade area breakdown in order to apportion identified growth, however, it is still necessary to have an understanding of the trade areas which these Areas will serve. It is noted that:

- The High Street-Glenferrie Road Major Activity Area comprises two shopping retail strips located along High Street, Armadale and Glenferrie Road, Malvern, providing over 70,000sqm of retail floorspace. The former Target discount department store at Malvern Central Shopping Area has vacated with a new David Jones small department store currently under construction (likely to be completed in late 2013). This Area will draw a proportion of trade from shoppers residing beyond the City, predominantly residents to the south in the City of Glen Eira.
- Toorak Village comprises strip shopping facilities anchored by a Woolworths supermarket (2,929sqm) and providing some 13,805sqm of retail floorspace. Toorak Village serves a localised trade area limited to the surrounding Toorak suburb.
- Hawksburn Village provides in the order of 18,062sqm of retail floorspace including a 1,580sqm Woolworths supermarket. The Area serves a localised trade area comprising the suburb of Armadale and parts of Toorak and Prahran.
- In addition to the above, the City of Stonnington contains 20 Small Neighbourhood Activity Areas. These Areas serve a localised role limited to the surrounding residential area reflective of their role and the amount of retail floorspace which they provide.

It is also recognised, that Melbourne CBD has a significant impact on retail spend retained within the City of Stonnington. The CBD accounts for around 530,000sqm²⁶ of retail floorspace. This is around three times the size of Chadstone Shopping Centre. Key retail anchors and attractors within the City of Melbourne include: Bourke Street Mall (key national and international retailers along with the major department stores of Myer and David Jones); Queen Victoria Markets (very much a fresh food market whilst also providing general lines such as clothing, footwear, accessories and gifts); boutique retailing (such as the retail and gallery offering along Flinders Lane); luxury retailing (such as the retail offer in Collins Street, particularly at the eastern end and the Emporium Melbourne development, due to be completed in late 2013); and, multicultural retailing (such as Chinatown).

²⁶ Source: Savills and m3property (2013)

Other Activity Areas which limit the extent of Stonnington's trade area and capture of retail spend from outside the City include supermarket based Areas such as Carnegie (anchored by a Woolworths), Balaclava (Coles), St Kilda (ALDI), East Richmond (Coles), Oakleigh (Coles and Woolworths), Murrumbeena (Foodworks), and Glen Iris (Coles). Further to this are bulky goods precincts including retailing along Dandenong Road at Oakleigh, just south-east of Chadstone.

The implications of the extent of retail floorspace provision are that some retail expenditure, particularly discretionary retailing, is lost to Activity Areas beyond the City of Stonnington, primarily to Melbourne CBD. The other implication is that the City draws in only a proportion of retail expenditure from beyond the boundary as there are a range of comparable facilities in close proximity to adjacent residential communities. This is particularly the case for daily and weekly shopping needs.

9. FORECASTING RETAIL EXPENDITURE IN THE CITY OF STONNINGTON

This Chapter examines the sources and quantum of retail expenditure available to support retail facilities in the City of Stonnington over the 2013 to 2031 period.

It should be reiterated that Council provided Hill PDA with 2011 and 2013 consultant studies²⁷ which examined the trade areas, and retail turnover of the Chapel Street and Chadstone Activity Areas. As a result, the retail trade area and demand modelling in Chapters 8 and 9 considers this previous work. For these reasons, this Activity Areas Study assesses the current performance of the Principal Activity Centres of Chapel Street and Chadstone, however its particular focus is on the remaining centres including the Major Activity Areas, Large Neighbourhoods and Small Neighbourhoods. Hence the expenditure modelling within this Chapter focusses on the implications of retail floorspace demand for centres outside of the Principal Activity Centres.

9.4 METHODOLOGY FOR QUANTIFYING EXPENDITURE

The expenditure model determines total retail expenditure available to all Areas within the City of Stonnington, before deducting that which is captured by Chapel Street and Chadstone Shopping Centre (due to the availability of turnover data relating to these Areas). The remainder is retail turnover available to all other Areas (Major, Large and Small Neighbourhood Activity Areas) within the City. Retail expenditure has been determined based on the following methodology:

Table 19 - Retail Expenditure Modelling Methodology

Step	Task
1	TOTAL: Resident Retail Expenditure Generated by the City of Stonnington (\$m)
2	LESS: Resident retail spend which leaves the City – <ul style="list-style-type: none"> • 'Tourism Out' expenditure (when residents go on holiday); • Places of work outside the City of Stonnington (e.g. Melbourne CBD); • Areas outside City of Stonnington (e.g. to bulky good precincts); and • Non-retailers (e.g. online).
3	EQUALS: Net retail expenditure available to all Areas in the City of Stonnington (\$m)
4	LESS: Resident retail expenditure which is captured by Chadstone and Chapel Street Principal Activity Areas.
5	PLUS: Retail expenditure captured from residents outside the City of Stonnington boundary.
6	EQUALS: Retail expenditure available to all other Areas in the City of Stonnington (\$m)

As noted above, an allowance has been made for the in-flow of expenditure from residents outside of the City of Stonnington which will be captured by the smaller Areas within it, predominantly by the High Street-Glenferrie Road Major Activity Area.

²⁷ Draft Chapel reVision Population Profiling, SGS Economics and Planning (2013), Draft Chapel reVision Development Projections, SGS Economics and Planning (2013), and Chadstone Shopping Centre Proposed Expansion Amendment C154 – Review of Economic Report (2011).

9.5 RESIDENT EXPENDITURE GENERATED BY THE CITY OF STONNINGTON

To calculate demand for retail floorspace from residents in the City of Stonnington over the 2013 to 2031 period, household expenditure was sourced from:

- ABS Household Expenditure Survey (HES) 2003-04 (updated to 2009) which provides household expenditure by broad commodity type by household income quintile;
- Marketinfo 2009 database which is generated by combining and updating data from the Population Census and the ABS HES using '*microsimulation modelling techniques*'; and
- Data was adjusted by applying the CPI rate for 2009 to 2012 sourced from ABS 6401.0 - Consumer Price Index, Australia (weighted average for eight capital cities).

MarketInfo combines the data from the Census, ABS HES Survey and other sources to derive total household expenditure by commodity type. This data, which was validated using taxation and national accounts figures, quantifies around 12% more expenditure than the ABS HES Survey. Household expenditure by commodity type is then applied to the population forecasts between 2013 and 2031 to determine total demand for retail floorspace.

Based on the above sources the total quantum of retail expenditure bound to households in suburbs within and around the City of Stonnington can be seen. It will be noted that there are varying levels of expenditure per capita in different areas of the City of Stonnington (e.g. residents of Toorak and South Yarra tend to spend more than people in Chadstone and Carnegie).

Table 20 - Retail Expenditure by Suburb and LGA of Influence

Location	Est. No. Residents 2012	Est. Retail Expenditure (\$m)	Expenditure per Capita 2012
Suburbs:			
South Yarra	20,862	\$ 359	\$ 17,196
Prahran	12,527	\$ 208	\$ 16,578
Toorak	14,798	\$ 258	\$ 17,445
Armada	9,632	\$ 165	\$ 17,092
Glen Iris	25,758	\$ 415	\$ 16,099
Chadstone	8,116	\$ 109	\$ 13,472
Malvern	10,519	\$ 175	\$ 16,621
Carnegie	17,523	\$ 254	\$ 14,491
St Kilda East	14,113	\$ 212	\$ 15,005
Camberwell	20,827	\$ 326	\$ 15,666
Local Government Areas:			
Stonnington	102,840	\$ 1,694	\$ 16,473
Boroondara	170,159	\$ 2,667	\$ 15,673
Glen Eira	139,332	\$ 2,032	\$ 14,583
Yarra	82,280	\$ 1,261	\$ 15,329
Port Philip	100,498	\$ 1,673	\$ 16,650
Monash	177,055	\$ 2,474	\$ 13,971

Source: Marketinfo 2009, ABS Household Expenditure Survey 2003-04 updated to 2009 and Hill PDA (2013)

Table 21 shows total expenditure by retail store type generated by residents in the City of Stonnington between 2013 and 2031, together with total growth over the period.

Table 21 - City of Stonnington Forecast Resident Expenditure by Retail Store Type to 2031 (\$m2012)

Retail Store Type	2013	2016	2021	2026	2031	Growth 2013-2031
Supermarkets & Grocery Stores	509.6	546.2	613.3	688.6	773.2	+263.6
Specialty Food Stores	157.4	168.7	189.4	212.7	238.8	+81.4
Fast-Food Stores	152.4	163.3	183.4	205.9	231.2	+78.8
Restaurants, Hotels and Clubs*	211.8	227.0	254.9	286.2	321.3	+109.6
Department Stores	173.6	186.1	209.0	234.6	263.5	+89.8
Clothing Stores	117.3	125.7	141.2	158.5	178.0	+60.7
Hardware and Bulky Goods Stores	270.8	290.3	326.0	366.0	410.9	+140.1
Other Personal & Household Goods	282.5	302.8	340.0	381.8	428.7	+146.2
Selected Personal Services**	66.6	71.4	80.2	90.0	101.0	+34.5
Total City of Stonnington	1,941.9	2,081.7	2,337.3	2,624.3	2,946.6	+1,004.7

Note: Forecast assumes 1.2% real growth in retail spend per capita per annum in line with historic trend since 1986 * Turnover relating only to consumption of food and liquor (excludes all other types of revenue such as accommodation, gaming and gambling) ** Selected Personal Services includes hair and beauty, laundry, clothing hire and alterations, shoe repair, optical dispensing, photo processing and hire of videos.

In 2013 residents in the City of Stonnington were estimated to generate some \$1.9b in retail trade. Over the period to 2031, as a result of population and real expenditure growth, the quantum of expenditure generated by residents in the City is projected to increase to \$2.9b. This equates to an increase of \$1.0b over the period.

9.6 TOURISM EXPENDITURE

There will be a certain amount of expenditure that leaves the City of Stonnington as residents travel domestically or internationally for tourism purposes (*'tourism out expenditure'*). Examination of tourist-related data indicates that the State of Victoria captured around \$25.5bn of expenditure from domestic day-trippers and domestic overnight visitors for the year ending June 2012²⁸. Only a portion of this however will be related to retail goods and services (as opposed to travel and transport costs, accommodation, event tickets etc).

Other data published by Tourism Research Australia indicates that Australians spend around 43% of their domestic day-trip²⁹ and overnight³⁰ expenditure on retail goods and services³¹. On this basis it is estimated that around \$11bn of the tourist expenditure captured by Victoria, relates to retail goods and services. Compared to the total volume of expenditure generated by residents in Victoria (approximately \$68bn) it is therefore estimated that leakage of expenditure related to tourism (*'tourism out'* expenditure) to be in the order of 15% of total household expenditure based on state wide trends.

Conversely, there is also a significant amount of tourism expenditure that travels into the City from domestic and international tourists (*'tourism in expenditure'*). In 2012³², tourism contributed an estimated \$363m to the economy in the City of Stonnington³³. Of this, some \$71m (19.6%) was directed towards *'retail trade'* industries and \$98m (26.9%) was directed towards *'accommodation and food services'*. A large proportion of this expenditure would

²⁸ Victoria Market Profile Year Ending June 2012, Tourism Victoria (November 2012)

²⁹ Note: Tourism Research Australia defines day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

³⁰ Note: Tourism Research Australia defines overnight intra and inter-State tourists as those who spend any night in the same or a different State or territory to which the traveller lives in.

³¹ Travel By Australians: Quarterly Results of the National Visitors Survey, Tourism Research Australia (September 2011)

³² Remplan, Compelling Economics (2012)

³³ Note: Figure relates to gross revenue generated by businesses and organisations in Stonnington to service demand generated by tourists to the area.

be available to retail Areas in the City, predominantly on such things as cafes and restaurants, take-away food and non-food specialty items. However, it is likely that the majority of this tourist expenditure will be directed to the higher profile and nationally recognisable Areas such as Chadstone Shopping Centre and Chapel Street.

From the Chadstone Vision for the Future Economic Analysis (Urbis) and Draft Chapel reVision Development Projections (SGS Economics and Planning) the amount of retail expenditure that these Activity Areas capture from beyond the City was greater than \$571m in 2011 (\$271m for Chadstone or 21% of its total turnover and \$300m for Chapel Street or 50% of its total turnover).

Whilst it is recognised that some tourism spend may be captured by the smaller Areas, for the purposes of this Study any additional allowances for direction of tourist expenditure to smaller Areas in the retail hierarchy including all Major and Neighbourhood Activity Areas has not been made.

9.7 EXPENDITURE CAPTURED BY NON-RETAILERS

In 2010 some \$9.5bn of retail sales in Australia were made online which equates to 3.9% of total ABS retail sales.³⁴ It has been projected that online sales in Australia will increase to 7.2% of household retail sales by 2015 and to 11.8% by 2020. Following an appraisal of available data sets, Hill PDA has adopted an estimate of 5% of total retail sales directed to online retailing. This data applies to Australia as a whole as more detailed data on a local or district basis has not been produced. A proportion of these sales would be channelled through existing stores, however the majority will be despatched from storage and distribution facilities located outside of Area or from overseas retailers.

For the purposes of this Study it has been assumed that 5% of the retail expenditure generated by households in the City of Stonnington in 2013 is directed towards internet retailers and other retail formats (e.g. mail order). This assumes stores that do not have a physical presence in the City. It has been assumed that this market penetration rate will increase to 7% in 2016, which will then remain constant to 2031.

Whilst it is recognised that this is below the forecast 11% of online sales, the modelling has remained conservative, particularly as online retailing in Australia is also heavily influenced by such factors as fluctuations in the Australian dollar and taxes.

9.8 EXPENDITURE CAPTURED BY AREAS BEYOND THE CITY

Analysis of ABS Census data indicates that the City of Stonnington is underrepresented by jobs compared to its resident population. That is, more working residents travel outside of the City to work than workers travel into the City. Based on the 2011 ABS Census, the City contained 50,930 working residents in 2011 and provided 45,495 jobs.

Workers typically spend around \$2,000 to \$3,000 per annum on retail goods and services close to their place of work, representing around 15% to 25% of total personal expenditure.³⁵ However, this amount can vary

³⁴ Retail in the Spotlight Forum, Property Council of Australia 17/11/2011

³⁵ Note: Based on Hill PDA's industry experience.

considerably depending upon the range and availability of retail outlets in close proximity to workers place of employment. As there is a net out-flow of workers from the City, some expenditure loss could be expected to occur from these residents.

In addition to work-related expenditure leakage, there are a number of Areas located outside but within close proximity to the City of Stonnington and which will attract a proportion of expenditure from residents in Stonnington.

The Monash Freeway and Yarra River in effect form a physical barrier to the north of the City and will restrict the extent of escape expenditure to the north and north-east. There will be limited escape expenditure to Areas such as Swan Street (Richmond), Glenferrie Road (Hawthorn) and Stockland Tooronga. Chadstone Shopping Centre and Chapel Street will significantly limit the extent of shopping trips to smaller Areas beyond the City to the east and west respectively. However in the southern part of the City, there is likely to be some retail escape expenditure to Areas immediately beyond the City of Stonnington boundary such as Caulfield East and Carnegie.

Given the proximate location of Melbourne CBD and the size of its retail offer, it is likely that there will be significant escape expenditure from the City of Stonnington (both households and workers) to the CBD.

For the purposes of this Study it has been assumed that around 7.5% of retail expenditure generated by residents in the City of Stonnington will be directed towards Melbourne CBD and other places of work outside the City. Furthermore, it has been assumed that 6.5% of total retail expenditure is captured by surrounding LGAs such as the City of Glen Eira. It should be noted that this relates to total retail expenditure, escape expenditure patterns will vary across different retail store types.

9.9 EXPENDITURE CAPTURED BY CHADSTONE

Hill PDA has assumed the turnover of Chadstone Shopping Centres based on the Chadstone Vision for the Future Economic Analysis (Urbis, 2011).

Assuming expenditure by Chadstone from 2016 and beyond takes into account the recent approval for expansion of retail floorspace at the Centre, Chadstone should turnover an estimated \$194m in 2013 increasing to \$254m in 2016 and \$341m in 2031. This equates to Chadstone capturing 10.0% of resident expenditure generated by the City of Stonnington in 2013.

9.10 RETAIL EXPENDITURE CAPTURED BY CHAPEL STREET

Hill PDA has assumed the turnover of Chapel Street is based on Draft Chapel reVision Population Profiling (SGS Economics and Planning, 2013) which estimated the turnover of Chapel Street in 2011 was equivalent to \$600m, increasing to \$765m by 2021 and \$820m by 2031.³⁶ Based on the market penetration rates in the report around \$150m in 2011 will be derived from the PTA and \$150m from the STA.

³⁶ Draft Chapel reVision Population Profiling, SGS Economics and Planning (2013)

The PTA falls entirely with the City of Stonnington boundary and therefore all of this expenditure will be derived from residents of the City. It is estimated around 20% of the Chapel Street STA is located within the City of Stonnington.

As a result, overall it is estimated that Chapel Street captures approximately \$180m of retail expenditure in 2011 from residents in the City of Stonnington. This is estimated to increase to \$229m in 2021 and \$246m in 2031.

9.11 IN FLOW OF RETAIL EXPENDITURE

An additional allowance of 12% of total residual expenditure has been added to account for the proportion of expenditure that remaining Areas will capture from shoppers residing beyond the City of Stonnington.

9.12 TOTAL RETAIL EXPENDITURE

Based on the abovementioned methodology and assumptions, Table 22 indicates \$879.6m of turnover was available to Major and Neighbourhood Activity Areas within the City of Stonnington once expenditure captured by Chadstone, Chapel Street and other factors were accounted for (e.g. tourism out expenditure, leakage of worker spend etc.). This is anticipated to grow to \$1.2b of retail expenditure in 2031, equivalent to growth of \$131.5m over the period.

Table 22 - City of Stonnington Expenditure Available to Remaining Areas to 2031 (\$m2012)

Expenditure Type	2013	2016	2021	2026	2031	Growth 2013-2031
Total Resident Expenditure in the City of Stonnington	1,941.9	2,081.7	2,337.3	2,624.3	2,946.6	1,004.7
Less: Tourism Out Expenditure	291.3	312.3	350.6	393.7	442.0	150.7
Less: Captured by Non-Retailers	97.1	124.9	163.6	183.7	206.3	109.2
Less: Captured by Places of Work	145.6	156.1	175.3	196.8	221.0	75.4
Less: Captured by Areas Outside the City	126.2	135.3	151.9	170.6	191.5	65.3
NET Expenditure	1,281.7	1,353.1	1,495.9	1,679.6	1,885.8	604.1
Less: Captured from Chadstone	194.3	254.0	285.2	320.2	359.5	165.2
Less: Captured from Chapel Street	207.8	229.0	257.1	288.7	324.1	116.3
RESIDUAL Expenditure	879.6	870.1	953.6	1,070.7	1,202.2	322.6
Annual Change		-9.5	83.5	117.1	131.5	131.5

Expenditure available in 2016 is expected to decline due to the opening of the Chadstone Shopping Centre expansion, which will increase the proportion of spend Chadstone captures from residents in the City of Stonnington.

10. SHOPFRONT FLOORSPACE DEMAND

This Chapter converts retail expenditure captured by Major and Neighbourhood Activity Areas within the City of Stonnington to retail floorspace demand (square metres). The purpose of this Chapter is to understand how future retail floorspace demand from residents in the City of Stonnington could be met by centres outside of Chapel Street and Chadstone.

10.1 TOTAL GROWTH IN DEMAND FOR FLOORSPACE

Demand for retail floorspace in Major and Neighbourhood Activity Areas is deduced by dividing total captured expenditure by sales turnover rates (\$/sqm). Table 23 forecasts total demand for retail floorspace in Major and Neighbourhood Activity Areas to 2031 and highlights the residual difference between existing supply and demand.

Table 23 - Total Major and Neighbourhood Activity Areas Retail Floorspace Demand to 2031

	2013	2016	2021	2026	2031	Growth 2013-2031
RESIDUAL Expenditure (\$m 2012) ¹	879.6	870.1	953.6	1070.7	1,202.2	322.6
FLOORSPACE DEMAND (sqm NLA):						
Floorspace Demand @ \$5,670/sqm ²	176,295	168,817	179,561	195,671	213,225	36,930
Floorspace Demand less Supply (163,000sqm) ³	-13,295	-5,817	-16,561	-32,671	-50,225	
Annual Change (sqm) ⁴		7,477	-10,744	-16,109	-17,554	

1- Retail expenditure available to the City outside of turnover captured by Chapel Street and Chadstone.

2 - \$5,670/sqm is average turnover for all retail stores less personal services and restaurants (ABS Retail Survey 1998-99 escalated at CPI to 2012).

3 - Sourced from the Hill PDA floorspace survey.

4 - Assuming no additions to supply.

Overall the Major and Neighbourhood Activity Areas within the City of Stonnington are currently undersupplied by some 13,300sqm (GLA) of retail floorspace. Total growth in demand for retail floorspace over the period to 2031 is equivalent to an **additional 36,930sqm of retail floorspace**, or average growth in demand of around 2,000sqm per annum.

Further to this will be demand for shopfront space occupied by non-retail commercial users. Such uses include real estate agents, medical services, travel agents, banks, etc. There are different types of commercial space such as:

- Non-retail shopfront space like a travel agent, bank, doctors and so on, these make up around 5% to 7% of retail shopfront space in a retail Area; and
- Non-shopfront commercial spaces being stand-alone commercial buildings and shop top commercial above retail.

As a rule of thumb an additional 10% to 15% of specialty stores should be provided to accommodate non-retail shopfront space with a further 3% to 4% of specialty stores assumed to be vacant at any one time. This would increase demand to around 201,000sqm in 2013 and 243,000sqm in 2026, equivalent to growth of **42,100sqm of total shopfront floorspace** over the period.

It is unlikely stand-alone commercial buildings would either be demanded or be viable in the smaller Areas of the City unless it was for the purposes of a medical centre or government office. Furthermore, the role for such

development 'in centre' is better suited to the role and function of a Major or Principal Activity Area such as High Street-Glenferrie Road or Chapel Street. Notwithstanding this, the Large Neighbourhood Activity Areas can provide local urban commercial support services (i.e. smaller suites for local businesses like doctors, travel agents, banks etc.). A medical Area (around 300sqm), community library branch and childcare Area may also be appropriate.

10.2 GROWTH IN SUPERMARKET FLOORSPEACE

Table 24 disaggregates demand for supermarket floorspace in Major and Neighbourhood Activity Areas in the City of Stonnington.

Table 24 - Total Major and Neighbourhood Supermarket Demand in the City of Stonnington to 2031

	2013	2016	2021	2026	2031	Growth 2013-2031
RESIDUAL Expenditure (\$m 2012) ¹	258.4	263.2	289.4	324.9	364.8	106.4
FLOORSPEACE DEMAND (sqm NLA):						
Floorspace Demand @ \$11,000/sqm ²	25,662	25,754	27,499	29,966	32,654	6,992
Floorspace Demand less Supply (13,586sqm) ³	-12,076	-12,168	-13,913	-16,380	-19,068	
Annual Change (sqm) ⁴		-93	-1,745	-2,467	-2,688	

1- Retail expenditure available to the City outside of turnover captured by Chapel Street and Chadstone.

2 - Derived from various sources including Urbis Retail Averages, ABS Retail Survey 1998-99 escalated at CPI to \$2009, Shopping Centre News, Hill PDA and various consultancy studies. ** Sourced from the Hill PDA floorspace survey.

3 - Sourced from the Hill PDA floorspace survey.

4 - Assuming no additions to supply.

Total growth in demand for retail floorspace is equivalent to an additional 7,000sqm of supermarket floorspace between 2011 and 2031. The results indicate an immediate and high level of unmet demand for supermarket floorspace of over 12,000sqm, equivalent to around 3 full-line supermarkets. Without any additions to supply, by 2031 there would be unmet demand for around 19,000sqm of supermarket floorspace, equivalent to around 5 full-line supermarkets.

Whilst the results show a significant undersupply and could indicate either existing supermarkets are overtrading or that other Areas (e.g. Chapel Street, Chadstone or elsewhere outside the City), are capturing more retail spend than envisaged, it may also highlight the high level of affluence of the population in the City of Stonnington.

It is likely that a higher proportion of residents within the City direct a greater proportion of their household expenditure towards restaurants, cafes, and speciality food store types than the average population. As a result, the distribution of spending patterns within retail store types by Stonnington residents is different.

10.3 GROWTH IN DEPARTMENT STORE FLOORSPEACE

Table 25 identifies department and discount department floorspace demand in Major and Neighbourhood Activity Areas within the City of Stonnington over the period 2013 to 2031. For the purposes of this Study it has been estimated that around 50% of future turnover of the David Jones department store at Malvern Central (estimated at around \$20m in 2016) is derived from outside the City of Stonnington.

Table 25 - Total Major and Neighbourhood Department Store Demand in the City of Stonnington to 2031

	2013	2016	2021	2026	2031	Growth 2013-2031
RESIDUAL Expenditure (\$m 2012) ¹	41.5	30.6	32.0	36.0	40.4	-1.1
FLOORSACE DEMAND (sqm NLA):						
Floorspace Demand @ \$3,700/sqm ²	11,228	8,121	8,254	8,995	9,802	-1,426
Floorspace Demand less Supply (6,000sqm) ³	-5,228	-2,121	-2,254	-2,995	-3,802	
Annual Change (sqm) ⁴		3,107	-133	-741	-807	

1- Retail expenditure available to the City outside of turnover captured by Chapel Street and Chadstone.

2 - Derived from various sources including Urbis Retail Averages, ABS Retail Survey 1998-99 escalated at CPI to \$2009, Shopping Centre News, Hill PDA and various consultancy studies. ** Sourced from the Hill PDA floorspace survey.

3 - Sourced from the Hill PDA floorspace survey.

4 - Assuming no additions to supply.

Demand for department and discount department store floorspace in the City of Stonnington in 2013 is a little over 11,200sqm. Just under half of this will be absorbed by the new David Jones store at Malvern Central which is expected to commence operation in late 2013. There will continue to be some unmet demand for floorspace in the City of Stonnington over the period, equivalent to approximately 3,800sqm by 2031.

10.4 GROWTH IN BULKY GOODS FLOORSACE

Table 26 identifies bulky goods floorspace demand in Major, Large and Small Neighbourhood Activity Areas within the City of Stonnington over the period 2013 to 2031.

Table 26 - Total Major and Neighbourhood Bulky Goods Demand in the City of Stonnington to 2031

	2013	2016	2021	2026	2031	Growth 2013-2031
RESIDUAL Expenditure (\$m 2012) ¹	97.6	101.1	111.2	124.9	140.2	42.6
FLOORSACE DEMAND (sqm NLA):						
Floorspace Demand @ \$3,500/sqm ²	27,898	28,372	30,286	33,004	35,964	8,066
Floorspace Demand less Supply (29,767sqm) ³	1,869	1,395	-519	-3,237	-6,197	
Annual Change (sqm) ⁴		-474	-1,914	-2,717	-2,961	

1- Retail expenditure available to the City outside of turnover captured by Chapel Street and Chadstone.

2 - Derived from various sources including Urbis Retail Averages, ABS Retail Survey 1998-99 escalated at CPI to \$2009, Shopping Centre News, Hill PDA and various consultancy studies. ** Sourced from the Hill PDA floorspace survey.

3 - Sourced from the Hill PDA floorspace survey.

4 - Assuming no additions to supply.

It should be noted that no bulky goods-related expenditure is expected to be lost through tourism-out expenditure; however a significant proportion is expected to be captured by bulky goods stores and Areas beyond the City of Stonnington.

The results indicate there is minimal unmet demand for bulky goods in 2013 outside of the Principal Activity Areas. Total growth in demand for bulky goods floorspace over the period to 2031 is approximately equivalent to an additional 8,000sqm of floorspace.

10.5 GROWTH IN SPECIALTY STORE FLOORSPEACE

Comparative to the other types of retail floorspace considered above, tourism out expenditure for specialty stores is comparatively higher and capture by retail Areas in adjacent local government areas comparatively lower.

Table 27 - Total Major and Neighbourhood Specialty Store Demand in the City of Stonnington to 2031

	2013	2016	2021	2026	2031	Growth 2013-2031
RESIDUAL Expenditure (\$m 2012) ¹	578.1	554.4	607.5	682.1	765.8	187.7
FLOORSPEACE DEMAND (sqm NLA):						
Floorspace Demand @ \$5,300/sqm ²	109,080	102,744	109,261	119,063	129,745	20,665
Floorspace Demand less Supply (133,647sqm) ³	4,567	10,903	4,386	-5,416	-16,098	
Annual Change (sqm) ⁴		6,336	-6,516	-9,802	-10,682	

1- Retail expenditure available to the City outside of turnover captured by Chapel Street and Chadstone.

2 - Derived from various sources including Urbis Retail Averages, ABS Retail Survey 1998-99 escalated at CPI to \$2009, Shopping Centre News, Hill PDA and various consultancy studies. ** Sourced from the Hill PDA floorspace survey.

3 - Sourced from the Hill PDA floorspace survey.

4 - Assuming no additions to supply.

Also compared to other store types there is an oversupply of specialty store floorspace in the City of Stonnington outside of the Principal Activity Areas, equivalent to around 4,500sqm as shown in Table 27. This oversupply is expected to increase to 2016 reflective of additional supply and market share capture by the expansion of Chadstone. Oversupply is expected to fall thereafter. By 2031 there will be an undersupply of specialty retail floorspace in the order of 16,000sqm outside of Chadstone and Chapel Street.

A large proportion of this undersupply is likely to reflect the redirection of resident expenditure from supermarket related floorspace to specialty retail floorspace as previously discussed. The undersupply is also likely to reflect a fair proportion of expenditure from outside the City coming into Stonnington for clothing given the high proportion of this type of floorspace within the City.

10.6 CONCLUSIONS

The results of our retail expenditure modelling show that for the Areas in the City of Stonnington outside of Chadstone and Chapel Street by 2031:

- There is currently an undersupply of supermarket floorspace equivalent to around 3 full-line supermarkets;
- There is minimal demand for department or discount department store floorspace given the expected opening of David Jones in late 2013. That said provision of a smaller discount department store may be warranted and supportable in the longer term;
- There is currently an oversupply of specialty store floorspace, which will only increase due to the Chadstone Shopping Centre expansion;
- It is likely that some expenditure is shifting from supermarkets to specialty food stores, cafes and restaurants reflective of the affluence of the local demographic. This is reflected in the undersupply of supermarket floorspace and oversupply of specialty floorspace (which includes food stores, cafes, take-away food stores and restaurants); and

- The smaller Areas in the City have a relatively high proportion of clothing floorspace which is likely to reflect some shifting of supermarket expenditure and expenditure on clothing from beyond the City of Stonnington.

Based on this broad analysis it is recommended that:

- There is no need to provide for additional department store, discount department store or additional bulky goods retailing outside of Chadstone Shopping Centre and the Chapel Street Principal Activity Area over the next ten years; and
- There could potentially be enough demand (outside of Chadstone Shopping Centre and the Chapel Street Principal Activity Area) for another one or two full-line supermarkets over the forecast period. The potential location/s and timing would need to further investigated and considered through supportive structure planning processes.



Appendices



Appendix 1 - FLOORSPACE SUMMARY

	Chapel Street (1.1)	Chadstone (1.2)	Glenferrie Road and High Street (2.1 & 2.2)	Toorak Village (3.3)	Hawksburn Village (3.4)	Punt Road (4.01)	High- Williams (4.2)	Beatty Avenue (4.03)	High-Orrong (4.4)	Glenferrie- Kooyong (4.05)	Glenferrie- Malvern (4.06)	Tooronga- Malvern (4.07)
Total Lower and Upper Floors												
Department Store	-	38,426	-	-	-	-	-	-	-	-	-	-
Discount Department Store	7,716	14,842	-	-	-	-	-	-	-	-	-	-
Supermarket	10,956	8,725	5,835	2,929	1,580	-	-	-	-	-	-	-
Mini Major	1,332	22,133	802	-	516	-	-	-	-	-	-	-
Specialty Food	11,570	4,867	5,171	924	1,932	220	-	-	90	118	66	167
Specialty Non-Food	18,144	12,369	16,660	1,711	2,373	-	1,734	472	410	275	275	3,120
Cafes & Restaurants	30,464	4,095	8,750	2,592	2,240	-	543	530	475	382	-	1,825
Take Away Food	3,949	1,365	1,240	239	353	130	210	-	60	45	87	136
Convenience Store	2,862	-	684	-	187	-	350	90	335	-	120	-
Clothing	37,368	14,431	11,568	3,845	3,794	-	1,784	304	89	42	-	235
Bulky Goods	12,662	7,421	12,763	-	3,864	220	4,463	-	2,335	-	50	3,964
Personal Services	13,528	3,092	8,573	2,582	1,223	90	710	80	912	247	52	576
Total Retail	150,550	131,766	72,046	14,823	18,062	660	9,794	1,476	4,706	1,108	650	10,024
Commercial-Finance	8,198	1,649	4,253	770	495	-	-	-	135	-	-	580
Commercial-General	119,543	14,789	15,178	8,690	4,961	1,756	2,008	-	647	-	-	6,569
Commercial-Government	362	618	5,988	-	-	-	70	-	-	-	-	502
Commercial-Legal	961	-	407	370	892	-	-	-	-	375	99	260
Commercial-Medical	9,663	1,643	2,591	998	5,255	-	390	103	240	359	3,178	999
Commercial - Real Estate	4,769	618	2,404	-	861	-	-	-	562	-	181	579
Total Commercial	143,495	19,318	30,820	10,828	12,464	1,756	2,468	103	1,584	734	3,458	9,489
Community	6,359	1,044	4,655	-	-	-	-	-	-	-	-	-
Recreation/Fitness	8,876	1,391	3,712	491	-	220	-	-	566	-	-	487
Entertainment	10,449	10,999	-	-	1,371	-	-	-	-	-	-	-
Hotel	12,526	-	-	-	1,120	428	741	-	1,040	-	611	774
Utility	660	-	300	-	-	-	-	-	-	-	-	-
Automotive	2,877	870	354	1,278	10,192	-	1,096	-	-	-	-	7,441
Other Type	29,456	3,652	1,236	-	880	800	-	60	-	-	-	-
Vacant	12,993	1,145	6,950	1,959	1,869	947	80	90	386	-	-	2,842
Unknown	2,551	-	824	-	-	-	180	-	165	-	160	-
Total Other	86,746	19,101	18,031	3,728	15,432	2,395	2,097	150	2,157	-	771	11,544
TOTAL	380,791	170,185	120,898	29,378	45,959	4,811	14,359	1,729	8,447	1,842	4,879	31,057

	Dandenon													
	Tooronga- High (4.08)	Tooronga- Wattletree (4.09)	g-Tooronga to Bates (4.10)	Waverley- Burke (4.11)	Waverley- Darling (4.12)	Waverley- Malvern (4.13)	Chadstone- Fenwick (4.14)	Batesford Road (4.15)	Warrigal- Waverley (4.16)	Malvern- Darling (4.17)	High St (Glen Iris) (4.18)	Malvern- Burke (4.19)	Burke- Wattletree e (4.20)	Total
Total Lower and Upper Floors														
Department Store	-	-	-	-	-	-	-	-	-	-	-	-	-	38,426
Discount Department Store	-	-	-	-	-	-	-	-	-	-	-	-	-	22,558
Supermarket	-	-	-	-	-	321	-	-	-	-	-	-	-	30,346
Mini Major	-	-	-	-	-	-	-	-	-	-	-	-	-	24,783
Specialty Food	454	-	1,631	186	647	120	105	-	-	150	-	-	418	28,836
Specialty Non-Food	2,001	275	-	606	1,070	463	74	74	277	574	577	134	468	64,136
Cafes & Restaurants	112	383	942	1,472	377	307	74	74	933	260	228	138	442	57,638
Take Away Food	326	95	-	116	404	45	70	-	56	159	-	-	271	9,355
Convenience Store	246	-	-	380	96	-	74	-	-	230	53	-	257	5,963
Clothing	642	-	-	80	-	357	-	-	-	120	-	-	141	74,801
Bulky Goods	745	332	2,913	666	83	-	-	-	-	-	77	858	233	53,650
Personal Services	546	213	74	695	864	659	192	-	122	271	116	-	566	35,983
Total Retail	5,072	1,298	5,560	4,200	3,542	2,272	589	148	1,388	1,764	1,051	1,130	2,796	446,475
Commercial-Finance	248	293	-	384	313	268	-	291	169	1,535	81	-	530	20,191
Commercial-General	1,365	957	1,183	4,778	639	803	148	-	452	3,455	3,553	4,083	3,616	199,173
Commercial-Government	-	-	-	-	74	-	-	-	-	-	-	-	-	7,614
Commercial-Legal	248	-	930	-	-	-	-	-	-	425	1,034	-	-	6,001
Commercial-Medical	-	1,054	74	405	617	824	431	-	-	84	241	-	199	29,346
Commercial - Real Estate	-	352	1,021	-	-	-	-	-	-	-	427	-	-	11,774
Total Commercial	1,861	2,656	3,208	5,566	1,642	1,895	579	291	621	5,498	5,336	4,083	4,345	274,099
Community	-	-	-	500	-	-	935	-	-	229	-	-	-	13,722
Recreation/Fitness	4,454	-	2,157	425	-	-	-	-	909	-	84	-	139	23,912
Entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-	22,818
Hotel	-	-	-	1,106	-	-	-	-	-	-	-	-	-	18,346
Utility	-	-	-	1,445	-	125	-	-	561	-	37	-	-	3,128
Automotive	-	-	-	520	223	-	144	-	-	1,663	-	-	-	26,657
Other Type	-	1,721	1,115	-	67	701	-	-	-	1,942	-	-	26	41,657
Vacant	-	2,033	1,185	799	376	86	-	-	358	827	44	254	137	35,359
Unknown	-	186	-	-	-	-	-	-	-	102	-	65	-	4,233
Total Other	4,454	3,940	4,457	4,795	666	912	1,079	-	1,828	4,763	165	319	302	189,831
TOTAL	11,387	7,893	13,225	14,561	5,850	5,079	2,247	439	3,837	12,025	6,552	5,532	7,443	910,406

Appendix 2 - DEVELOPMENT PROPOSALS

Chapel Street Development Proposals (as at January 2013)

Address	No. Dwellings	Retail/ Commercial	Status	Estimated Completion
661 Chapel Street, South Yarra	377	621sqm. 6 shops.	Development Application	Late 2015
4-10 Daly Street, South Yarra	432	Ground floor retail.	Construction January 2013	Early 2015
227-233 Toorak Road, South Yarra	388	726sqm. 3 shops.	Construction Commenced	Mid 2013
2-4 Yarra Street, South Yarra	353	628sqm retail and office.	Development Approval	Mid 2015
681-709 Chapel Street, South Yarra	185	Nil	Construction Commenced	Late 2014
9-11 Darling Street, South Yarra	99	Nil	Construction commence early 2013	Mid 2015
Claremont Street, South Yarra	236	2 shops	Deferred	Deferred
300 Toorak Road, South Yarra	100	7 shops (2 restaurants)	Deferred	Deferred
18 Yarra Street, South Yarra	133	Nil	Development Approval	Mid 2015
2-4 Claremont Street, South Yarra	172	2 shops and 3 offices.	Development Approval	Early 2015
8-12 Garden Street and 60 Bray Street, South Yarra	81	349sqm. 4 restaurants.	Development Approval	Mid 2014
339-345 Toorak Road, South Yarra	78	2 shops and a restaurant.	Development Approval	Mid 2014
10 Claremont Street, South Yarra	104	Shop	Development Approval	Late 2015
441-453 & 459-473 Malvern Road, South Yarra	135	Vehicle service Area, showroom and café.	Development Approval	Late 2014
22-32 Toorak Road and 37 Caroline Street, South Yarra	63	684sqm	Development Approval	Late 2015
5 Commercial Road, South Yarra	74	Cafe and convenience shop.	Development Approval	Late 2014
38-40 Claremont Street, South Yarra	102	Nil	Development Approval	Late 2014
Claremont Street Apartments, South Yarra	60	Nil	Development Application	Late 2014
20-24 Garden Street, South Yarra	54	255sqm office.	Construction Commenced	Mid 2013
33-37 Simmons Street, South Yarra	50	Nil	Possible	Late 2013
2-6 Murphy Street, South Yarra	59	Restaurant	Construction to commence early 2013	Early 2014
201-209 High Street, Prahran	330	Yes	Construction Commenced	Early 2013
267-271 Malvern Road & 1 Surrey Road, Prahran	188	Nil	Construction Completed	Completed 2012
132-152 Commercial Road, Prahran	140	Cafe and 6 shops	Construction Commenced	Late 2014
85-97A High Street, Prahran	109	Ground floor café and office space	Construction Commenced	Mid 2013
10-13 Porter Street, Prahran	62	Nil	Development Approval	Mid 2015
18-30 Chatham Street, Prahran	53	508sqm. 5 shops.	Construction Commenced	Late 2013
25 Clifton Street, Prahran	38	Café	Possible	End 2013
118-126 High Street, Prahran	50	Ground floor retailing	Construction Commenced	Early 2013

High Street-Glenferrie Road Development Proposals (as at January 2013)

Address	No. Dwellings	Retail/ Commercial	Status	Estimated Completion	Comment
590 Orrong Road, Armadale	484	355sqm	Approved	End 2015	Mix of townhouses and apartments. Includes convenience store and café.
1196 & 1200 High Street, Armadale	19	4 shops	Approved	Mid 2014	Mix of residential and retail.
1152-1154 High Street, Armadale	11	211sqm	Development Application	End 2014	4 storey mixed use building with ground floor shops and apartments above.
Stonnington Terraces 336 Glenferrie Road, Malvern	94	Nil	Construction in Progress	Mid 2013	31 townhouses and 63 apartments across 6 buildings
Norfolk Apartments 336 Glenferrie Road, Malvern	37	Nil	Tenders Called for Builders	Mid 2014	4 storey building with 33 apartments and 4 townhouses
The Seasons 12-14 Spring Road, Malvern	33	Nil	Firm	Early 2014	3 townhouses and 29 apartments within two 4 storey buildings
1274-1284 Malvern Road, Malvern	37	Retail Shops	Firm	Mid 2014	4 storey building with 2 ground floor retail shops
343-345 Glenferrie Road, Malvern	46	Nil	Application Refused	Application Refused	Application Refused for unknown reason

Source: Cordells Construction Data (2013)

Hawksburn Village Development Proposals (as at January 2013)

Address	No. Dwellings	Retail/ Commercial	Status	Estimated Completion
201-209 High Street, Prahran	330	Retail & Café	Construction Commenced	Early 2013
267-271 Malvern Road, Prahran	188	Nil	Construction Completed	2012
132-152 Commercial Road, Prahran	140	Retail & Café	Construction Commenced	Late 2014
85-97A High Street, Prahran	109	Office & Café	Construction Commenced	Mid 2013
10-13 Porter Street, Prahran	62	Nil	Development Approval	Mid 2015
The Luxton - 18-30 Chatham Street, Prahran	53	508sqm	Construction Commenced	Late 2013
25 Clifton Street, Prahran	38	Café	Possible	End 2013
118-126 High Street, Prahran	50	Retail	Construction Commenced	Early 2013
663-691 Malvern, Toorak	121	Nil	Application Refused	Refused

Source: Cordells Construction Data (2013)



Disclaimer



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