

The Links, Oakleigh South Proposed Mixed Use Development

Retail demand & impact assessment

Prepared for Pellicano Group
13 August 2021

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This report should be read in its entirety, as reference to part only may be misleading.

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1

Introduction

This report has been prepared on behalf of the Pellicano Group (Pellicano) for the purpose of a town planning application for a proposed mixed-use development at 1041 Centre Road (subject site), Oakleigh South.

The subject site is adjacent to the southern entry to the Pellicano-owned The Links shopping centre, approximately 16 km south-east of the Melbourne CBD.

The site is zoned Commercial 1 and currently occupied by an office-warehouse.

Concept plans show a mixed-use development with ground floor retailing including a supermarket, a café, shops and seven levels of apartments.

The scope of this report is to assess the retail need and economic outcomes of the proposed retail component of the development.

The report is presented in the following sections:

- Section 2 describes the location context of the subject site, the existing centre and summarises the proposed development.
- Section 3 assesses the retail component against local planning policy.
- Section 4 presents a supply and demand of supermarket floorspace in the area.
- Section 5 presents a catchment analysis with competition, demographic characteristics, population growth trends and retail expenditure.
- Section 6 assesses the likely economic outcomes including trading impacts and employment generation.
- Section 7 summarises the report findings.

2

Proposed development

2.1 Location context

The Links is a neighbourhood shopping centre at 350 Warrigal Road, Oakleigh South, 16km south-east of the Melbourne CBD. It occupies a high-profile site just north of the Warrigal Road – Centre Road intersection with controlled access to both arterials.

The centre's position provides exposure and accessibility to a densely populated local catchment and a broader region. Approximately 40,000 vehicles per day (vpd) pass the site on Warrigal Road, one of Melbourne's major north-south arterials. Centre Road, extending from Brighton East through Bentleigh, Bentleigh East, Oakleigh South and Clayton to Springvale in the east, carries 17,000 vpd.

Oakleigh South is a well-established 'middle ring' suburb of 10,240 people with its residential areas dispersed around the three sand belt golf clubs of Metropolitan, Huntingdale and Commonwealth and industrial areas on Centre Road. The sprawling, densely populated suburb of Bentleigh East lies west of Warrigal Road with over 31,000 people. Both suburbs have had steady levels of population growth averaging about 1.5% per annum in recent years.

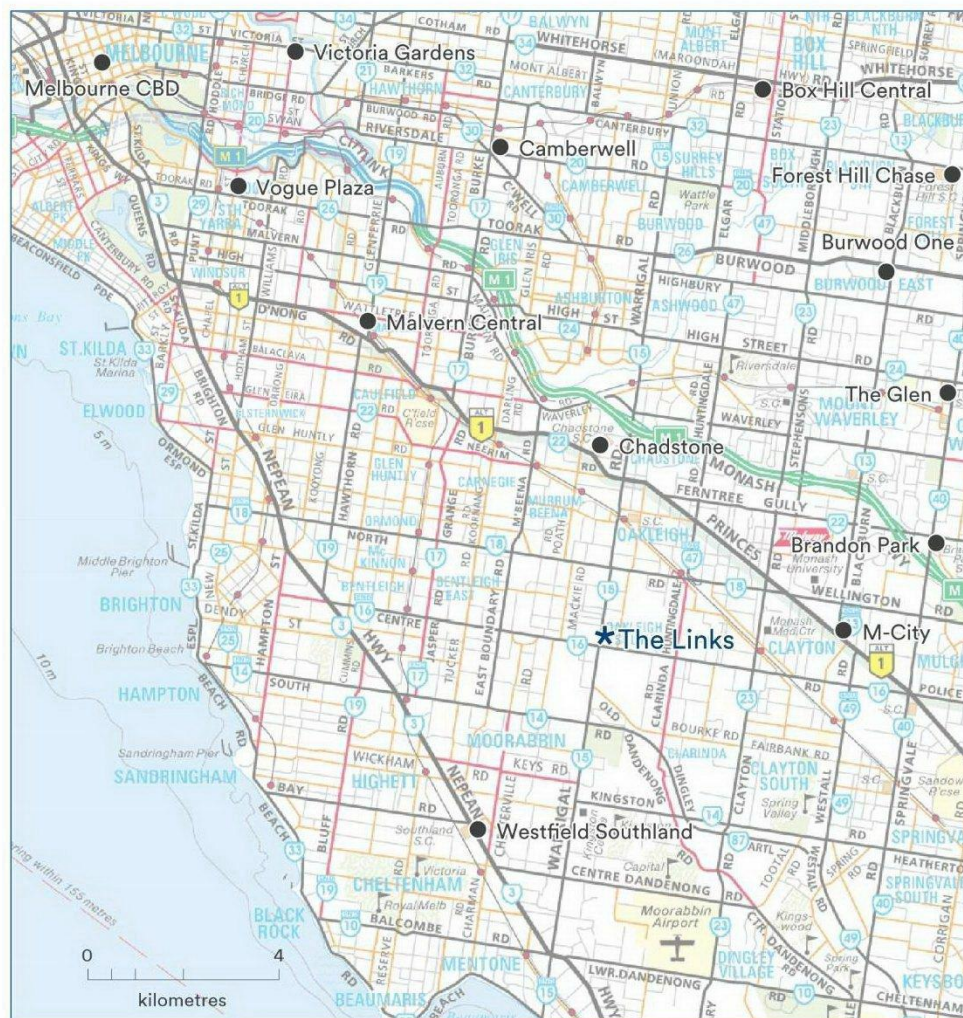
The Links opened in June 2012 with Woolworths (3,924 sqm) and 12 specialty shops. An adjoining 13,474 sqm Bunnings Warehouse (ex-Masters) was developed concurrently with the centre and forms part of the overall complex with a common integrated parking area.

A second stage on the south-western corner of the site completed in late 2019 added 1,947 sqm of commercial floorspace in a 3-level building.

The Links is situated 2.6km south of the Oakleigh Major Activity Centre (MAC) and 3.0km west of the Clayton MAC.

Figure 1—Regional context

Source: Deep End Services; Ausway



2.2 The Links

The Links occupies an L-shaped site extending around the Ventura bus terminal, Caltex service station and an office-warehouse (subject site). The 5,000 sqm centre and Bunnings Warehouse are set back on the northern boundary facing the at grade car park with over 600 spaces.

The centre has two controlled access points – one from Warrigal Road with direct access to the main car park and a second via an access road from Centre Road. The two entries are linked by an internal road (Link Avenue) skirting the southern side of the main car park.

The Links is a typical mall-based neighbourhood centre with Woolworths anchoring a short internal U-shaped mall with two pedestrian entries from the external car park. The centre has the following specialty shop profile:

- Chemist Warehouse
- Australia Post
- Chinese restaurant
- Massage
- Phone repairs

- Hairdresser
- Café
- Sushi
- Bakers Delight
- Newsagent / lotto
- Homewares & Gifts

The Stage 2 development comprising ground floor shop-type tenancies and two upper levels of office space is 1,947 sqm. A medical centre is located on the ground floor with the first level occupied by Snap Fitness. The remaining ground floor tenancies and second level office suite are being marketed for lease.

Surrounding uses include the Ventura bus depot and a Caltex service station south of the centre and on the west side of Warrigal Road, McDonalds, Red Rooster, car wash, Midas and Baby Bunting.

Figure 2—Site context

Source: Deep End Services; Nearmap



2.3 Proposed development

The narrow southern ‘leg’ of The Links site between Centre Road and Bunnings’ car park has an existing office-warehouse building on a 6,000 sqm site. The site has a 50-metre frontage to Centre Road and approximately 120 metres to Link Road.

The proposal is a mixed-use development with retail uses at ground level and 173 apartments over 7 levels above. The ground floor retail uses are:

Table 1—Proposed ground floor area schedule

Source: Pellicano

Ground level	
Tenancy	Floorspace (sqm)
Supermarket	1,920
Café	135
Specialties	787
Total	2,841

The short mall leading to the supermarket has 10 internal and external-facing shops and a café. Two pedestrian entries are located to the eastern and northern car parks.

Residential parking is provided in two basement levels. Retail customers can access 60 car bays on the east side of Link Avenue and the underutilised areas of the large Bunnings car park.

The mid-sized supermarket is subject to commercial negotiation. Operators well-suited to a mid-sized supermarket of the proposed area are ALDI and IGA.

Figure 3— Ground floor plan



Source: Pellicano

3

Planning context

3.1 Current zoning

The Links Shopping Centre, Bunnings Warehouse and the subject site with the adjoining access road through to Centre Road is zoned Commercial 1 (C1Z) under the Monash Planning Scheme (refer Figure 4). The C1Z also covers a strip of shops on the south-east corner of Warrigal Road and Centre Road.

The Commercial 2 zone applies to the restricted retail premises, restaurant and fuel uses on the north-west corner of Warrigal Road and Centre Road and the bus depot and fuel site on the north-east corner.

Figure 4— Zoning

Source: VicPlan



The Purpose of the Commercial 1 zone is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.
- To provide for residential uses at densities complementary to the role and scale of the commercial centre.

'Shop' (including a supermarket) is a 'Section 1 – Permit not required' use in the Commercial 1 Zone. Under the Schedule to Clause 34.01 Commercial 1 Zone, there is no specified maximum leasable floor area for 'shop' uses at The Links.

3.2 Local Planning Policy (Clause 21.06)

This section assesses the proposal against local planning policy and specifically, whether the introduction of a second supermarket to the centre would change the role of the Oakleigh South Neighbourhood Centre and the broader retail hierarchy.

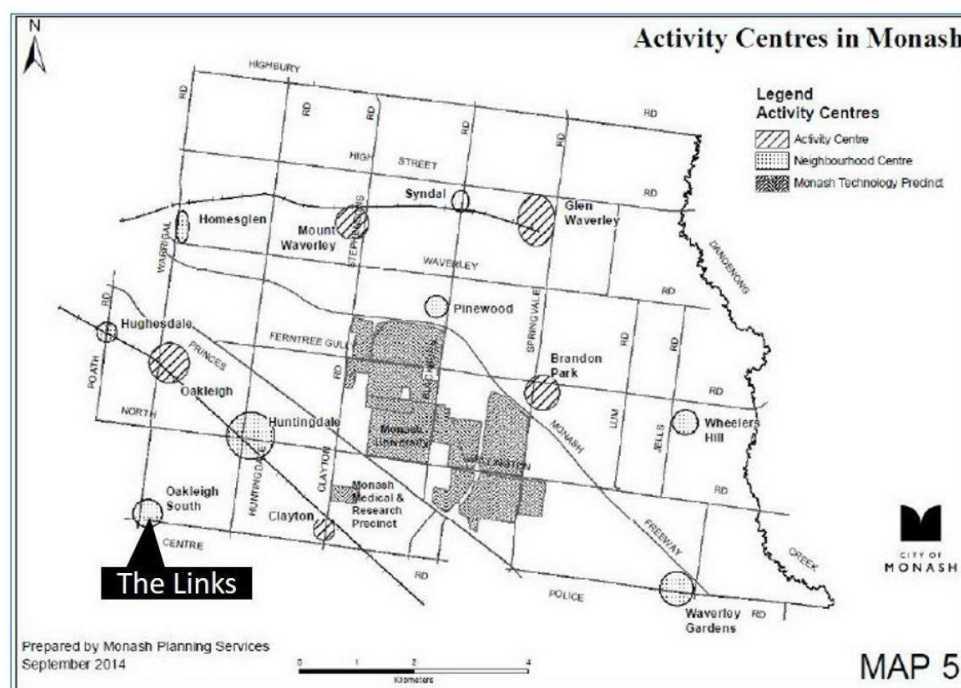
Activity Centre policy is set out in the Municipal Strategic Statement of the City of Monash Planning Scheme (Clause 21.06 'Major Activity and Neighbourhood Centres').

Centres hierarchy

The City of Monash adopts a strong Centres Hierarchy approach to the planning, policy development and management of its activity centres. The hierarchy is shown in Figure 5.

Figure 5— Activity Centres in Monash

Source: Monash Planning Scheme Clause 21.06-3



The three levels in order of size and significance are:

- The state significant Monash National Employment and Innovation Cluster which extends into the Cities of Kingston and Greater Dandenong. It is Melbourne's largest employment node outside the central city with leading education, health, and research facilities and commercial and industrial businesses.
- Major Activity Centres of Glen Waverley, Oakleigh, Clayton, Brandon Park and Mt Waverley – identified in Melbourne's Metropolitan planning strategy *Plan Melbourne*.
- Neighbourhood centres (identified by Council) at Pinewood, Wheelers Hill, Waverley Gardens, Syndal, Hughesdale, Holmesglen, Huntingdale and Oakleigh South.

Key issues

Clause 21.06-2 sets out 'Key issues' for centres in the City of Monash. The most relevant matters for the assessment of the application are:

- *Major activity and neighbourhood centres are likely to be the focus of change over the next 30 years. This change must be planned to ensure that the outcomes are consistent with the vision of Council for more sustainable development that is appropriately located, of a high standard of design and built form compatible with local neighbourhood character and accommodates the needs of the community.*
- *The hierarchy of activity and neighbourhood centres provides a framework for planning and development within these areas.*
- *The economic health of major activity and neighbourhood centres is key to their growth and viability. This is enhanced through establishing a rich mix of uses and services.*

The local policy issue enshrines the importance of a centres hierarchy in the City of Monash as the preferred location for future development. It recognises that centres will continue to evolve and that growth pressures should be planned and managed to ensure appropriate and sustainable development is in the right location, is of good design and meets future needs.

Further, the performance of centres is also important which can be enhanced by encouraging a wide diversity of activities.

Objectives, strategies & implementation (Clause 21.06-3)

The relevant Objectives are:

- *To develop vibrant major activity and neighbourhood centres with a broad mix of uses appropriate to the type of centre and needs of the target population, that have improved access for walking, cycling and levels of public transport services, and that provide a focal point for the community, fostering social and cultural development.*

- To promote and facilitate the hierarchy of activity and neighbourhood centres as the most efficient and equitable framework to provide the range of civic, retail, recreational, residential, entertainment, health, educational, restaurant and other service requirements of the community.
- To enhance and promote the Oakleigh Major Activity Centre as a key focus for convenience, multi-cultural and culinary shopping and community services.

The relevant Strategies are:

- In considering future development in activity centres, maintain the hierarchy of the existing major activity and neighbourhood centres and promote the development and expansion of retail and related facilities appropriate to the centre’s role (See Table 1). Map 5 shows the significant activity centres in Monash.
- Enhance the structure and function of major activity and neighbourhood centres by encouraging a variety of mixed use development, enhancing streetscapes and access including public transport, walking and cycling, improving car parking and creating attractive environments for the benefit of the local community.

The Primary Focus and Strategic Directions for Neighbourhood Centres in the City of Monash are shown in Figure 6, extracted from Clause 21.06-3 Table 1: Hierarchy of Activity Centres in Monash.

The role of neighbourhood centres is set out with a focus on weekly convenience shopping generally with a supermarket as the main drawcard, good public transport with connections to a Major Activity Centre and as a focal point for community, health and other local services.

The Strategic Directions highlight the importance of providing for local needs.

Figure 6— Extract from ‘Hierarchy of Activity Centres Monash’

Source: Monash Planning Scheme Clause 21.06-3

Hierarchy	Primary Focus	Strategic Directions
Neighbourhood Centres		
Pinewood	<ul style="list-style-type: none"> Primary focus for weekly convenience shopping, generally with a supermarket as the main drawcard of the Centre. 	<ul style="list-style-type: none"> Encourage a variety of service based facilities to meet local needs.
Wheeler Hill		<ul style="list-style-type: none"> Promote the attractiveness of the Centre for local needs.
Waverley Gardens	<ul style="list-style-type: none"> Encourage the broadening of the community activities base within the Centre. 	
Syndal		<ul style="list-style-type: none"> Accessible by local public transport services with links to one or more Major Activity centres.
Hughesdale	<ul style="list-style-type: none"> Important community focal point, ideally close to schools, libraries, child care, health services, police stations and other facilities that benefit from various modes of public transport. 	
Homesglen		<ul style="list-style-type: none"> Encourage walking, cycling and local public transport use.
Huntingdale	<ul style="list-style-type: none"> Ensure parking is provided to meet the needs of the Centre. 	
Oakleigh South		<ul style="list-style-type: none"> Ensure ongoing development does not impact on the adjacent residential areas.

3.3 Assessment

A second (mid-sized) supermarket at the Oakleigh South Neighbourhood Centre can now be assessed against the local planning policy framework, and specifically whether the proposal would elevate the role and function of the centre.

Firstly, a review of the existing Major and Neighbourhood centres in the City of Monash shows a wide range in size (retail floorspace) and the number and type of supermarkets (refer Table 2).

Table 2— City of Monash centres & supermarkets

Source: PCA, Deep End Services

City of Monash centres	Centre GLA (sqm)	Supermarkets
Major Activity Centre		
Glen Waverley	85,000	Coles, Woolworths, ALDI
Oakleigh	35,000	Coles, Woolworths
Brandon Park	23,300	Coles, ALDI
Clayton	21,300	Coles (x2), Independent
Mt Waverley	19,500	Woolworths, Ritchies
Neighbourhood Centres		
Waverley Gardens	39,300	Coles, Woolworths, ALDI
Oakleigh South ¹	11,200	Woolworths
Pinewood	11,000	Coles
Wheelers Hill	9,000	Woolworths
Hughesdale	5,800	-
Huntingdale	5,800	IGA X-press
Syndal	5,700	-
Homesglen	1,900	-

¹ Excludes Bunnings

Oakleigh South is the second-ranked neighbourhood centre in Monash by size with approximately 11,200 sqm of retail floorspace (excluding Bunnings). With one major supermarket and a range of specialty shops and services, it is similar in size and supermarket composition to Pinewood (11,000 sqm) and Wheelers Hill (9,000 sqm).

By comparison, Waverley Gardens (classified as a Neighbourhood Centre but performing a much broader activity centre role) has 39,300 sqm of centre floorspace with three major supermarkets (Coles, Woolworths and ALDI), Big W and over 100 specialty shops.

At the smaller end of the Neighbourhood classification are the strip centres of Syndal (5,700 sqm), Hughesdale (5,800 sqm), Holmesglen (1,900 sqm) and Huntingdale (5,800 sqm).

The first observation is that there are wide variations in the neighbourhood centre typology in Monash.

For example, the role of the supermarket “as the main drawcard of the Centre” – as set out in the Policy – is not always evident. A major supermarket is the key attractor at Oakleigh South, Pinewood and Wheelers Hill however Syndal, Holmesglen and Hughesdale neighbourhood centres have no supermarket and Huntingdale only a small IGA X-press.

The addition of a second supermarket, café and specialty shops at Oakleigh South has the effect of increasing the centre floorspace of the Oakleigh South centre (excluding Bunnings) by 25% to approximately 14,000 sqm. This is still considered to be within the size range of a neighbourhood centre.

The post-development centre floorspace of 14,000 sqm is still well below all of the larger Major Activity Centres and 28% smaller than Mt Waverley (the smallest) which has two supermarkets.

More importantly, the addition of a second (smaller) supermarket does not change the role and function of the Oakleigh South centre. The supermarket tenancy is consistent with the policy direction for neighbourhood centres with their primary role for weekly convenience shopping.

The proposed supermarket at 1,920 sqm is close to half the size of Woolworths at The Links (3,744 sqm) suggesting it will play a subordinate role to the much larger store.

The juxtaposition of a major and mid-sized supermarket is not uncommon in neighbourhood centres across suburban Melbourne. Examples where a Coles or Woolworths is located with a smaller mid-sized supermarket (in all cases ALDI) are Altona Meadows, Wyndham Village (Tarneit), Avondale Heights, Gladstone Park, Keilor Downs, Burnside, Bundoora, Reservoir, Macedon Square (Doncaster East), Kilsyth, Vermont South, Burwood One (East Burwood), Rowville (IGA & ALDI), Eden Rise (Berwick) and Lyndhurst Village.

These centres are all classified in the relevant local policies or hierarchies below the level of a Major Activity Centre where two supermarkets comfortably co-exist providing choice, variety and competition to local areas.

Increasingly, the planning of Local Town Centres in Precinct Structure Plans for Melbourne's growth areas is adopting indicative floorspace allocations of up to 8,000 sqm or higher to accommodate a large and small supermarket. This recognises the changing nature of the retail (and supermarket) industry over the last 20 years with the introduction of new operators, such as ALDI, who will comfortably locate with a larger major chain supermarket.

In conclusion, the proposal is within an established and recognised neighbourhood centre in Council's established hierarchy where policy encourages a range of service-based activities to meet local needs and promotes the attractiveness of the centre for local needs.

The increase in the Oakleigh South floorspace will not elevate the role of the centre and not challenge or undermine the role of the nearest Major Activity Centre, Oakleigh.

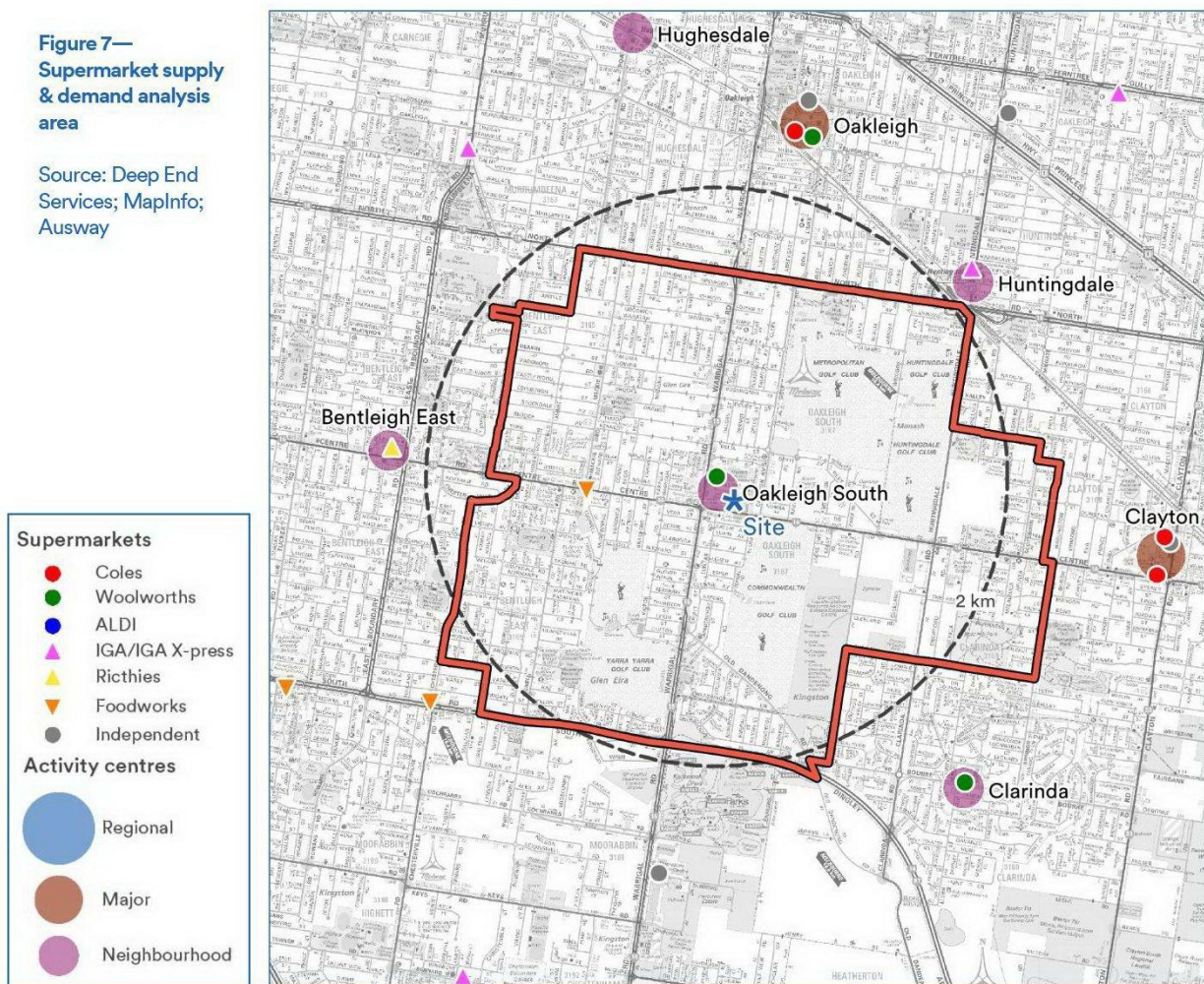
4

Supermarket supply and demand

- 4.1 Study region** A general measure of the rate of supermarket floorspace provision in a defined area is made by dividing the resident population into the total supply of floorspace (sqm) and expressing this as a rate (sqm) per person. When compared to city or state-wide benchmarks, the current or projected rate for a given region is a simple guide as to whether retail floorspace supply levels are relatively high or low before and after a proposed development.
- The study region defined to assess supermarket floorspace provision within the local region surrounding The Links centre is shown in Figure 7.
- The study region is influenced by the centre's position close to the major intersection, the spatial pattern of housing and other non-residential land uses through Oakleigh South and Bentleigh East and supermarket competition.
- The supply / demand area extends approximately 2km in all directions from the site, generally out to the next major arterial roads and intersections.

**Figure 7—
Supermarket supply
& demand analysis
area**

Source: Deep End
Services; MapInfo;
Ausway



**4.2 Provision rate
analysis**

The current average rate of provision for supermarket floorspace across metropolitan Melbourne is 0.31 sqm per capita. For the purposes of this analysis, supermarkets are defined as 400 sqm or larger, with smaller formats (including IGA X-press and some Foodworks stores and independents) effectively operating as convenience stores.

Only one supermarket larger than 400 sqm is located in the study region being Woolworths Oakleigh South at The Links. The small Foodworks to the west on Centre Road is estimated at just 220 sqm.

Based on a June 2020 population of 25,391 people and 3,744 sqm of supermarket space, the current rate of supermarket floorspace provision in the study area is a very low **0.15 sqm per capita** (refer Table 3) – a rate 53% below the Melbourne average of 0.31 sqm per capita.

By 2024, with a slightly larger population base (25,801 people) and the proposed 1,920 sqm supermarket in place (and assuming no other supermarket developments in the study region) the rate of provision lifts to **0.22 sqm per capita** – a level still 30% below the current Melbourne average.

The analysis indicates that a second supermarket at The Links, within the Oakleigh South NAC, can be comfortably supported. Indeed, an undersupply in the local area (based on the average provision rate) would still be evident at that time.

Table 3—Study region supermarket provision

Source: Deep End Services

Oakleigh South study area	2020	2024
Woolworths Oakleigh South	3,744	3,744
Proposed Oakleigh South	-	1,920
Total supermarket floorspace	3,744	5,664
Study area population	25,391	25,801
Supermarket floorspace provision (sqm per capita)	0.15	0.22
<i>Melbourne average (sqm per capita)</i>	<i>0.31</i>	<i>0.31</i>

5

Catchment analysis

5.1 Customer distribution

To gain insights into existing customer flows and to help inform the definition of the catchment area, a dataset of mobile phone and tablet devices detected in the existing The Links shopping centre has been analysed. The data set attaches a (privacy protected) randomised usual evening address point for each device.

The time period extracted is 01 December 2020 to 19 April 2021, coinciding with the lifting of COVID-19 lockdown restrictions in Melbourne.

The distribution of detected device instances to an approximate evening address is shown in Figure 8.

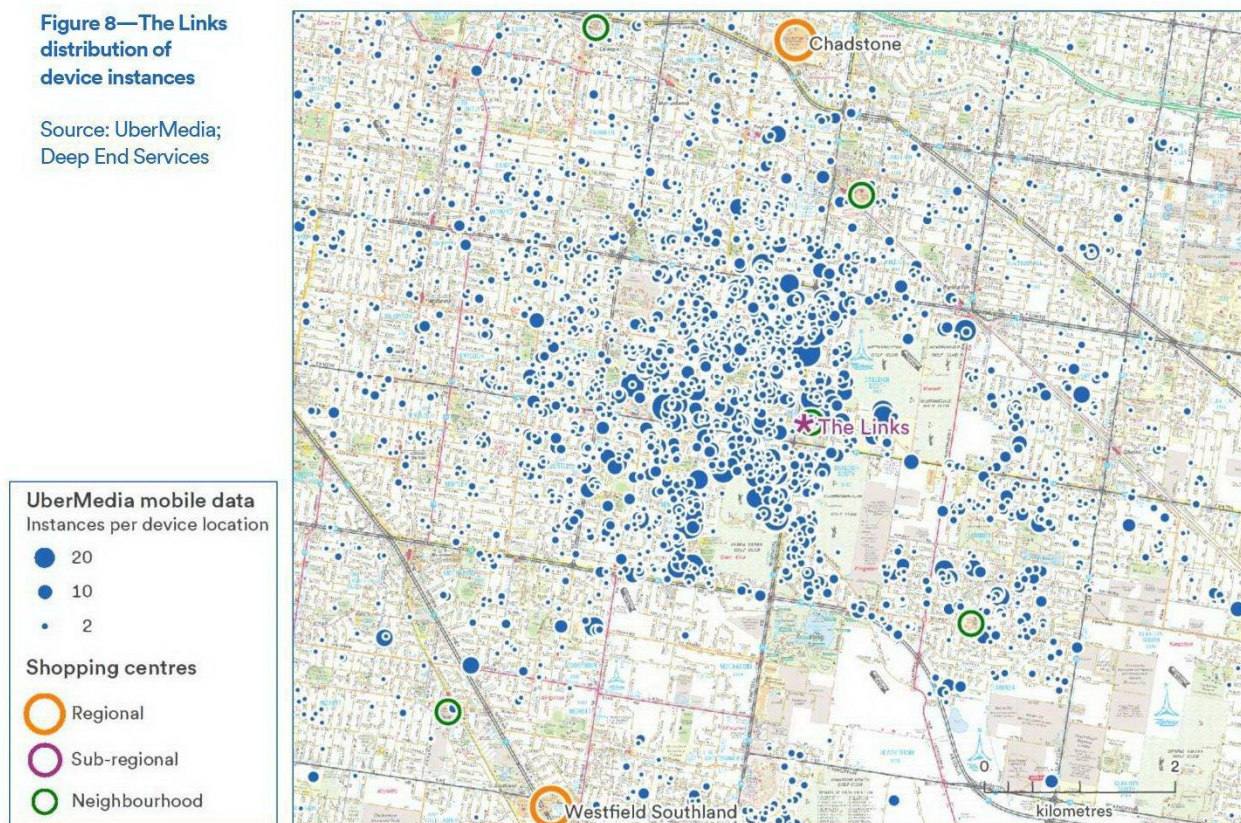
The device distribution shows The Links draws strongly from residents living nearby along the Warrigal Road corridor and in residential areas immediately west. The densities are slightly lower north of North Road and further west past Tucker Road due to the presence of other supermarket-based centres in Oakleigh and Bentleigh. Densities are lower again in the areas to the east and south of the centre (particularly south of South Road / Dingley Bypass), reflecting public reserves and golf courses and industrial areas, with competition from other supermarkets further afield also a factor.

Overall, the device pattern shows:

- Approximately 47% of devices were sourced to a home address in the local suburbs of Oakleigh South and Bentleigh East.
- Approximately 10% of devices were from the surrounding suburbs of Oakleigh, Hughesdale, Clayton and Clarinda.
- The main arterial road location results in the centre drawing considerable patronage from beyond the local area, with some potentially spin off from visitors to Bunnings.

Figure 8—The Links distribution of device instances

Source: UberMedia;
Deep End Services



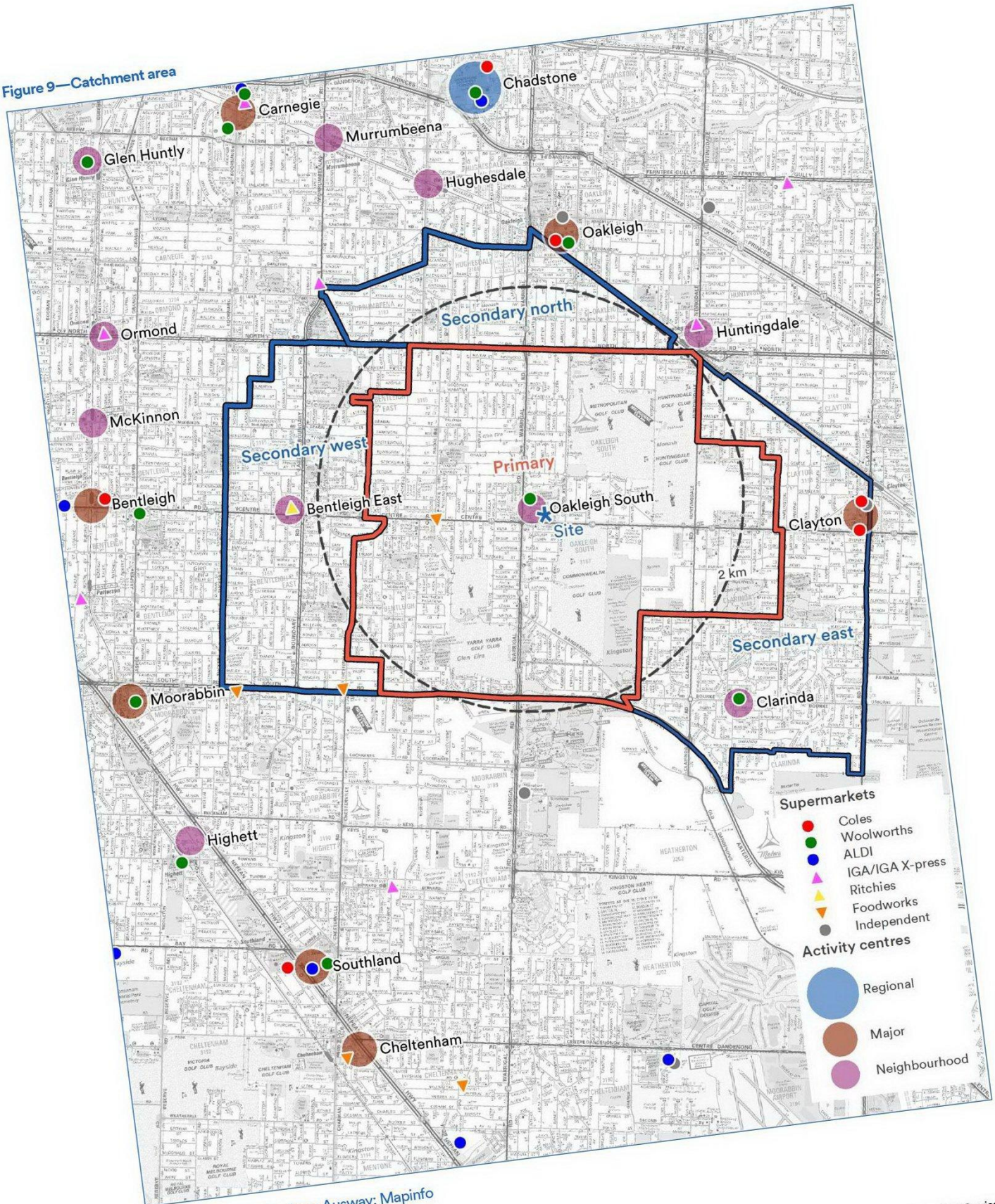
5.2 Catchment area definition

The catchment area defined for the proposed development is influenced by a number of factors including the anchor tenant (medium-sized supermarket), co-location with the existing shopping centre and Bunnings, local road networks and residential land use patterns. These are reflected in the mapped mobile device patterns.

The defined catchment area lies across a group of suburbs between Nepean Highway and Dandenong Road and is shown in Figure 9. It encompasses established residential areas west of Warrigal Road (Bentleigh East) and a more broken pattern of uses to the east and south, with golf courses and industrial areas. A Primary and three secondary sectors have been defined as follows:

- The **Primary** sector extends up to 2km to the south, east and west and 1.5km to the north covering Oakleigh South and the eastern part of Bentleigh East. Woolworths at The Links is the only major supermarket in this sector.
- The geographically small **Secondary north** sector up to 2.5km from the site to the Cranbourne / Pakenham train line and covers the southern half of Oakleigh and Hughesdale and part of Murrumbeena.
- The **Secondary east** sector extends east to Clayton Road and south-east to Bourke Road to encompass the residential area of Clarinda and parts of Clayton and Clayton South, with the surrounding industrial areas limiting the catchment from extending further east and south.
- The **Secondary west** sector extends up to 3km west of the site to Tucker Road, incorporating the western part of Bentleigh East.

Figure 9—Catchment area



Source: Deep End Services; Ausway; Mapinfo

Deep End Services

5.3 Competition

Residents of the catchment area are currently served by a number of supermarket-based and higher order shopping centres, mostly situated beyond the catchment area, as identified in Figure 9.

Catchment area centres

The main centre providing competitive influence on the retail components of the proposed development is the **Oakleigh South Neighbourhood Activity Centre**, specifically the existing retail offer co-located on site at The Links.

As detailed earlier in the report, The Links centre is anchored by a strong trading Woolworths and Bunnings, with Woolworths the only major supermarket within a 2.5km radius of the site. The Links contains a good mix of specialty shops catering to local convenience needs, with no vacancies in the existing mall. The recent stage two addition is mainly focused on non-retail and office uses with Snap Fitness and Kaizen medical centre current tenants. It is assumed the remaining vacant space (992 sqm) will be progressively leased to non-retail tenants.

In addition to The Links centre, the Oakleigh South NAC contains a small strip of shops wrapping around the south-east corner of Centre and Warrigal Roads as well as Baby Bunting and several fast food / restaurant outlets centred along Warrigal Road.

The **Clayton Major Activity Centre** is located on the eastern periphery of the catchment, around 3km east of The Links centre. Clayton is characterised by extensive strip retailing extending over 600 metres along Clayton Road. The centre contains two Coles supermarkets – a 1,500 sqm store centrally located within the strip and a 2,600 sqm store (formerly Bi-Lo) at the southern edge of the centre off Centre Road. The centre also contains an Asian independent supermarket, Hong Kong supermarket (1,300 sqm) and the Clayton Fresh Food market. Overall, the centre is dominated by Asian-oriented food-based retailing.

Two other supermarket-anchored neighbourhood activity centres are located within the catchment:

- **Clarinda Shopping Centre** – situated 2.6km south-east of The Links centre in the secondary east sector. The 6,000 sqm centre is anchored by a large 4,542 sqm Woolworths and has 11 specialty shops.
- **Bentleigh East** – situated just over 2km west of the site over East Boundary Road, the neighbourhood strip centre consists of shopfronts predominately along Centre Road. The main retail anchor is a free-standing Ritchies Supa IGA (1,730 sqm) situated behind the strip of shops on the north side of Centre Road.

A small Foodworks supermarket (around 220 sqm) is located approximately 1km west of the site on the corner of Mackie and Centre Roads, within a small local strip centre. Another small Foodworks (approximately 190 sqm) is located 2.5km south-west of The Links centre in a local strip along Chesterville Road, on the edge of the Secondary west sector. These centres generally cater to the everyday convenience needs of local residents rather than providing a supermarket shopping function and have very minimal competitive relevance to the proposed development.

Beyond catchment

Oakleigh is a major activity centre situated 2.6km north of The Links and just beyond the secondary north sector. The centre encompasses extensive strip retailing along Atherton Road, Hanover Street, Haughton Road and surrounds, with Oakleigh Station and train line running through the southern side of the centre.

Oakleigh has a strong European, particularly Greek, influence within its food and dining offer. The centre contains Oakleigh Central anchored by Coles (4,880 sqm) and Woolworths (4,230 sqm). A small Friendly Grocer supermarket (approximately 330 sqm) is situated on the northern edge of the centre.

The major activity centre of **Bentleigh** is located around 4 km west of The Links. The extensive strip runs almost 1km along Centre Road from the Jasper Road intersection. The centre contains all three major supermarket brands – Woolworths (2,800 sqm), Coles (2,253 sqm) and the nearest ALDI to the site (1,368 sqm).

The smaller **Huntingdale** neighbourhood activity centre is located just over 2km north-east of The Links centre on the north side of the rail corridor. A small IGA X-press is located within the strip.

Proposed

An amendment to the Glen Eira planning scheme was approved in March 2021 facilitating a mixed-use development to be known as East Village in East Bentleigh.

The site lies approximately 2.1km north-west of The Links on East Boundary Road. Concept plans show a mixed-use development around a town centre precinct. The retail core is expected to contain two supermarkets, supporting specialty shops and restricted retail tenancies, with total retail floorspace in the order of 12,000 sqm.

Development of East Village is expected to occur over the medium-term and the retail components will not be in place before development at The Links.

Table 4—Centres floorspace by tenant type

Activity centre	Smkts	Other food & drink	Total food & drink	Non-food & services	Total retail	Non-retail	Vacant	Total Vacant floorspace	% of total
WITHIN CATCHMENT									
Major Activity Centre									
Clayton	5,400	8,000	13,400	4,100	17,500	2,700	1,100	21,300	5%
Neighbourhood Activity Centre									
Oakleigh South	3,744	1,809	5,553	16,769	22,322	1,173	1,152	24,647	5%
Clarinda	4,542	600	5,142	700	5,842	159	0	6,001	0%
Local Activity Centre									
Chesterville Road	260	900	1,160	400	1,560	0	0	1,560	0%
Mackie Road	222	400	622	240	862	160	160	1,182	14%
Total catchment	14,168	11,709	25,877	22,209	48,086	4,192	2,412	54,690	4%
BEYOND CATCHMENT									
Major Activity Centres									
Oakleigh	9,444	8,192	17,636	9,981	27,617	5,850	1,520	34,987	4%
Bentleigh	6,421	8,820	15,241	9,780	25,021	5,460	2,166	32,647	7%
Neighbourhood Activity Centre									
Huntingdale	330	2,680	3,010	1,560	4,570	710	520	5,800	9%

Source: Deep End Services; Property Council Australia

5.4 Population

The catchment area had a population of 66,350 people in June 2020, with 25,391 people (or 38%) in the primary sector. Between 2016 and 2020, the area grew by 4,386 people, at an average rate of 1.7% per annum. As an established area, much of this recent growth has been driven by housing renewal and small townhouse developments.

Population projections have been guided by small area population projections by forecast.id for the City of Monash, Glen Eira and Kingston. These projections have been adjusted for the effects of COVID-19 up to 2023/24, based on guidance by the Department of Treasury in the 2020/21 Federal Budget.

As a result, population growth within the catchment is anticipated to slow in the short-term before picking up over the medium-term. Overall, a moderate pace of growth is forecast for the catchment over the outlook, driven by continued renewal of older housing stock, particularly along main road corridors and activity centres where higher density development is permitted.

By 2032, the catchment is projected to house 74,180 people, an increase of 7,830 people over the next 12 years, at an average growth rate of 0.9% per annum.

**Table 5—
Catchment area
population**

Source: Deep End Services; ABS; forecast.id

Catchment area sector	2016	2020	2024	2028	2032
Population					
Primary	23,695	25,391	25,801	27,121	27,971
Secondary north	8,820	9,378	10,088	10,508	11,048
Secondary east	15,464	16,439	16,459	17,049	17,449
Secondary west	13,985	15,142	15,512	16,512	17,712
Total	61,964	66,350	67,860	71,190	74,180
Population growth (No. per annum)					
Primary	-	424	103	330	213
Secondary north	-	140	178	105	135
Secondary east	-	244	5	148	100
Secondary west	-	289	93	250	300
Total	-	1,097	378	833	748
Population growth (% per annum)					
Primary	-	1.7%	0.4%	1.3%	0.8%
Secondary north	-	1.5%	1.8%	1.0%	1.3%
Secondary east	-	1.5%	0.0%	0.9%	0.6%
Secondary west	-	2.0%	0.6%	1.6%	1.8%
Total	-	1.7%	0.6%	1.2%	1.0%

5.5 Demographic profile

The housing and demographic characteristics of the catchment are sourced from the 2016 Census and presented in Table 6. The distinguishing features of the area compared to Melbourne averages are as follows:

- Slightly larger household sizes, reflected in 'couples with children' households making up 41% of all households compared to 36% overall for Melbourne.
- 'Couples with children' is also reflected somewhat in the age profile, with the proportion of residents aged under 10 similar to the Melbourne average.
- However, the average age is higher than typical particularly through the secondary east and primary sectors with 17% of residents aged 65+ compared to 14% for Melbourne, indicating an underlying ageing population base.

- A higher proportion of ‘white collar’ occupations and tertiary-educated people in the secondary north and west, which is reflected in above average income levels in these sectors.
- In contrast, incomes are well below the Melbourne average in the secondary east and combined with an older population base suggests a higher prevalence of retired or semi-retired couples and individuals.
- Ethnicity is highest in the secondary east (Clayton), with a strong representation of residents born in India, China and Greece.
- Detached dwellings make up the majority of housing stock (76% of all dwellings) while higher incomes in some sectors and an older, established population base in other sectors see 39% of the overall housing stock owned outright (32% for Melbourne).
- Car ownership is slightly above average with 58% of households owning multiple vehicles compared to 55% for Melbourne overall.

**Table 6—
Catchment area
characteristics**Source: Deep End
Services; ABS

Demographic characteristic (2016 Census)	Primary	Secondary north	Secondary east	Secondary west	Total catchment	Melbourne
Persons and dwellings						
Usual resident population	22,560	8,306	14,650	13,398	58,914	4,485,211
Total private dwellings	8,900	3,189	5,549	5,332	22,970	1,831,918
- % unoccupied	7%	7%	7%	8%	7%	9%
Average household size ⁽⁵⁾⁽⁷⁾	2.70	2.80	2.84	2.73	2.76	2.66
Economic indicators						
Participation rate ⁽²⁾	62%	66%	55%	65%	62%	62%
Unemployment rate ⁽²⁾	5.8%	5.5%	7.6%	5.3%	6.1%	6.8%
White collar workers ⁽²⁾	56%	60%	45%	61%	55%	53%
Bachelor degree or higher ⁽²⁾⁽³⁾	29%	35%	24%	33%	29%	27%
Age group						
0-9	14%	13%	10%	14%	13%	13%
10-19	11%	12%	10%	14%	11%	12%
20-34	18%	21%	25%	15%	20%	24%
35-49	22%	24%	18%	25%	22%	21%
50-64	17%	17%	18%	17%	17%	17%
65+	17%	13%	19%	15%	17%	14%
Average age	39.6	37.1	41.1	38.1	39.3	37.6
Annual income						
Average individual income ⁽²⁾	\$49,781	\$53,346	\$35,851	\$55,358	\$47,863	\$49,186
Variation from Melbourne average	1%	8%	-27%	13%	-3%	-
Average household income ⁽¹⁾⁽³⁾⁽⁵⁾	\$102,511	\$112,810	\$83,827	\$110,404	\$101,344	\$98,420
Variation from Melbourne average	4%	15%	-15%	12%	3%	-
Country of birth ⁽¹⁾						
Australia	65%	66%	41%	65%	59%	64%
India	4%	5%	12%	3%	6%	4%
China	4%	6%	8%	5%	6%	4%
Greece	4%	5%	7%	2%	5%	1%
England	2%	2%	1%	3%	2%	3%
Italy	2%	1%	3%	1%	2%	2%
Other	18%	15%	29%	21%	21%	23%
Top 4 regions of ancestry ⁽¹⁾⁽⁴⁾⁽⁸⁾						
North-West European	48%	51%	22%	51%	43%	53%
Southern and Eastern European	30%	28%	31%	28%	30%	20%
Oceanian	25%	26%	12%	26%	22%	28%
North-East Asian	9%	12%	19%	10%	12%	9%
Occupied private dwelling tenure ⁽¹⁾⁽⁴⁾⁽⁵⁾⁽⁶⁾						
Fully owned	39%	36%	43%	37%	39%	32%
Being purchased	38%	37%	28%	39%	36%	37%
Rented	23%	26%	30%	24%	25%	31%
Dwelling type ⁽¹⁾⁽⁴⁾⁽⁷⁾						
Separate house	81%	78%	75%	65%	76%	68%
Townhouse/semi-detached	13%	18%	23%	14%	16%	17%
Apartment	6%	4%	2%	21%	8%	15%
Household composition ⁽⁴⁾⁽⁵⁾						
Couples with children	41%	44%	38%	42%	41%	36%
Couples without children	24%	21%	26%	22%	23%	25%
One parent family	12%	11%	12%	12%	12%	11%
Lone person	21%	19%	19%	21%	20%	24%
Group	3%	5%	5%	3%	4%	5%
Motor vehicle ownership per dwelling ⁽¹⁾⁽⁵⁾						
None	6%	7%	9%	5%	7%	9%
One	35%	36%	37%	35%	36%	36%
Two	43%	41%	35%	45%	42%	38%
Three or more	16%	16%	19%	14%	16%	17%
Make of passenger vehicles (2019 Motor Vehicle Census) ⁽¹⁾						
Toyota	19%	18%	23%	17%	19%	18%
Holden	11%	10%	11%	10%	11%	12%
Mazda	11%	10%	9%	12%	10%	9%
Honda	9%	9%	9%	9%	9%	6%
Ford	7%	8%	8%	7%	7%	8%
Other	44%	45%	40%	46%	44%	46%

Notes:⁽¹⁾ Excludes not stated⁽²⁾ 15 years and over and excludes not stated⁽³⁾ Excludes inadequately described and/or partially stated⁽⁴⁾ Excludes other⁽⁵⁾ Occupied private dwellings⁽⁶⁾ Includes visitor only households⁽⁷⁾ Excludes visitor only households⁽⁸⁾ Multi-response question; total sums to >100%

5.6 Retail spending

The available spending market by catchment area residents is presented for the following categories:

- Food, liquor, groceries & catering (FLG & Catering) – includes fresh and packaged food and non-food groceries including health and beauty, packaged liquor and catering being takeaway food and dining out.
- Non-food & retail services which is any non-food items generally not sold in a supermarket or food store and includes large household goods and appliances and retail services which is hairdressing, beauty and optical services and dry cleaning and clothing repairs.

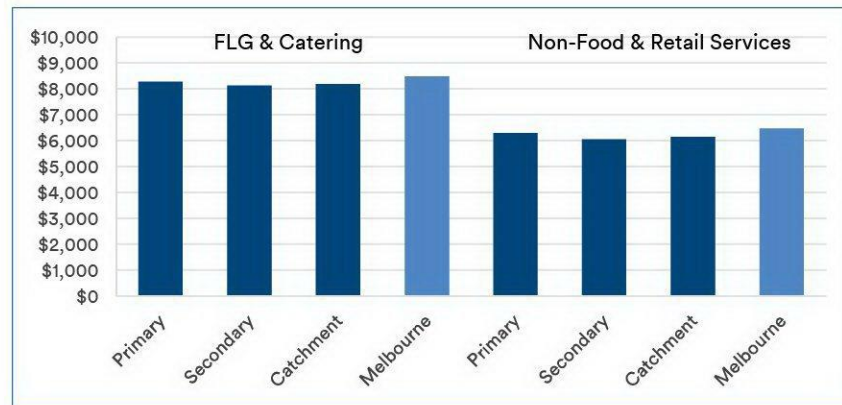
A comparison of per capita spending levels for the Oakleigh South catchment area against the Melbourne average is shown in Figure 10.

The market of relevance for the proposed supermarket is the Food, Liquor, Groceries and Catering (FLG&C). Average spending on this category by catchment area residents is just below the Melbourne average (-3.6%).

The lower spending rates for the combined secondary sectors is influenced by the lower income profile in the secondary east sector, with spending rates at or above average to the north and west.

Figure 10—Per capita spending rate comparisons

Source: Deep End Services; ABS; Market Data Systems; Deloitte Access Economics



The available spending market (refer Table 7) is derived from existing and projected population levels and average per capita spending rates.

The total spending market was estimated at \$951.0 million in 2020, of which \$543.2 million (or 57%) was spent on FLG & Catering.

Excluding inflation, the spending market is projected to grow by 1.7% per annum over the next four years to 2024, with this relatively low growth rate influenced by the near-term effects of COVID-19 before levels pick up over the medium and longer-term.

In total, annual retail spending by catchment area residents is forecast to increase by \$304.2 million over the next 12 years, from \$951.0 million in 2020 to \$1,255.2 million (or approximately \$1.26 billion) in 2032.

**Table 7—
Catchment area
spending market
estimates (\$2020)**

Source: Deep End
Services; ABS;
Market Data
Systems; Deloitte
Access Economics

Spending category	Spending market (\$m 2020)				Average change (%pa)		
	2020	2024	2028	2032	2020-24	2024-28	2028-32
FLG & Catering							
Primary	210.1	233.2	260.7	292.3	2.6%	2.8%	2.9%
Secondary north	79.1	93.6	104.1	119.3	4.3%	2.7%	3.5%
Secondary east	126.1	137.5	151.1	167.9	2.2%	2.4%	2.7%
Secondary west	127.8	143.5	162.7	190.0	2.9%	3.2%	3.9%
Total	543.2	607.8	678.6	769.4	2.9%	2.8%	3.2%
Non-Food & Retail Services							
Primary	159.9	159.1	173.5	187.0	-0.1%	2.2%	1.9%
Secondary north	61.0	64.3	69.5	76.3	1.3%	2.0%	2.4%
Secondary east	83.9	82.5	88.6	94.6	-0.4%	1.8%	1.7%
Secondary west	103.0	103.3	114.1	127.9	0.1%	2.5%	2.9%
Total	407.8	409.2	445.7	485.8	0.1%	2.2%	2.2%
Total retail							
Primary	370.0	392.3	434.2	479.3	1.5%	2.6%	2.5%
Secondary north	140.1	157.9	173.5	195.6	3.0%	2.4%	3.0%
Secondary east	210.1	220.0	239.7	262.5	1.2%	2.2%	2.3%
Secondary west	230.9	246.8	276.8	317.8	1.7%	2.9%	3.5%
Total	951.0	1,017.0	1,124.3	1,255.2	1.7%	2.5%	2.8%

6

Economic impact assessment

6.1 Sales forecast The impact assessment proceeds through the following steps:

- Projected retail turnover for the supermarket in the assumed first full financial year of operation (2023/24)
- Projected sales redirected from competing centres are modelled and expressed in percentage and dollar terms; and
- New employment and other positive benefits from the proposed development.

Projected sales in the form of market share of available food and non-food spending by catchment area residents is presented in Table 8. The main considerations are:

- The high-profile site with a large established population base.
- Good access off Warrigal Road and Centre Road.
- Co-located with a successful shopping centre and major drawcard Bunnings.
- Ample shared and dedicated on-grade car parking.
- Limited competition with Woolworths the only major supermarket within 2km.
- The proposed mid-sized supermarket will offer a point of difference to Woolworths and is well removed from other mid-sized offers such as ALDI and Supa IGA, more than 4km away (Chadstone and Bentleigh).

Table 8 shows the derivation of sales by trade area sector. The relatively small size of the retail areas in the context of the overall spending market is underlined where only 1.3% of retail spending by catchment residents is required, including:

- 2.5% of spending by residents of the primary sector.
- 0.6% of retail spending by secondary catchment area residents overall; and
- 25% of sales sourced from non-catchment area residents.

The Year 1 sales forecast for the supermarket is \$18.2 million or \$9,500 per sqm.

Table 8—Projected supermarket sales (2024)

Source: Deep End Services

Catchment area sector	Spending (\$m 2023/24)			Market share (%)			Turnover (\$m)		
	FLG & Catering	Non-Food & Retail Serv.	Total Retail	FLG & Catering	Non-Food & Retail Serv.	Total Retail	FLG & Catering	Non-Food & Retail Serv.	Total Retail
Primary	233.2	159.1	392.3	3.9%	0.4%	2.5%	9.2	0.7	9.8
Secondary									
Secondary north	93.6	64.3	157.9	0.8%	0.1%	0.5%	0.8	0.1	0.8
Secondary east	137.5	82.5	220.0	0.8%	0.1%	0.5%	1.1	0.1	1.2
Secondary west	143.5	103.3	246.8	1.2%	0.1%	0.7%	1.7	0.1	1.8
Total Secondary	374.6	250.1	624.7	1.0%	0.1%	0.6%	3.6	0.3	3.8
Total catchment area	607.8	409.2	1,017.0	2.1%	0.2%	1.3%	12.7	1.0	13.7
Beyond (25% sales)							4.2	0.3	4.6
Total							17.0	1.3	18.2

Forecast sales for the specialty tenants are \$5.7 million in 2024, based on the provision of a café and 10 other specialty retailers. This assumes all specialty shop tenants provide retail or service offers.

Total sales for the proposed retail elements are \$24.0 million as set out in Table 9. Of this, \$19.1 million is forecast to be generated from FLG & Catering and the remaining \$4.8 million from Non-Food and Retail Services.

Table 9—Projected total centre sales (2024)

Source: Deep End Services

Tenancy	Floorspace (sqm GLA)	Sales (\$m)	Trading level (\$/sqm)	Sales by category (\$m)		
				FLG & Catering	Non-Food & Retail Services	Total retail
Supermarket	1,920	18.2	\$9,500	17.0	1.3	18.2
Other retail tenants	922	5.7	\$6,219	2.2	3.5	5.7
Total retail	2,841	24.0	\$8,436	19.1	4.8	24.0

6.2 Trading impacts

There is a small range of supermarket operators in the market that could operate a medium-sized supermarket as proposed at The Links subject site. If operated by a deep discount supermarket operator such as ALDI, then customers would tend to cross-shop at a range of supermarkets depending on their needs. It supports the case that impacts on surrounding supermarkets (and centres) in a competitive market are generally quite low.

A 1,920 sqm supermarket as proposed is unlikely to result in significant trading impacts at existing supermarkets or other retailers in the area, for the following reasons:

- **Moderate level of additional specialty shops.** The accompanying provision of specialty shops are proportionate to the size of the proposed supermarket and smaller than the existing centre. Impacts will be mostly confined to existing supermarkets with residents continuing to visit and use specialty retailers at Oakleigh South and other centres.
- **A small provision of floorspace.** The supermarket at 1,920 sqm GFA is just 12.5% of all supermarket floorspace (greater than 400 sqm) across a catchment area of around 67,860 people in 2024.
- **Supermarket provision.** The existing provision of supermarket floorspace in the catchment is well below the Melbourne average. The addition of another 1,920

sqm by 2024 raises the rate of provision but to a level still well below the metropolitan average.

- **Spatial pattern of competing supermarkets.** The catchment area is ringed by a network of activity centres, with major supermarkets at Oakleigh, Clayton, Clarinda and Bentleigh. Sales transfers will be spread widely and thinly across this group. Woolworths Oakleigh South is close but appears to be a strong-performing store.
- **Spread across multiple supermarkets.** With relative short travel times across the area, there will be overlapping catchments and varied shopping patterns from suburb to suburb. New supermarket floorspace adds to the choice and diversity of food shopping and brings competition to a range of operators. The effects of new competition will therefore be spread across a range of centres.
- **Favourable demographic profile.** The catchment has low-moderate population growth which is generating similar real levels of spending growth. The demographic profile is characterised as an established family area with an underlying ageing population. Overall, the area has a positive profile and image and is not an area of social or economic disadvantage. Activity centres and supermarkets across the board appear to be in good health.
- **Well-resourced supermarket groups.** Four of the six supermarkets in the catchment area are operated by the well-resourced major supermarket operators of Woolworths and Coles (2 stores each). Ritchies (IGA), the largest independent supermarket chain in Melbourne, is also present. These operators are large enough to withstand small, competitive impacts from new competition which they would experience in the normal course of operating their regional or state-wide store networks.

The estimated direct trading impacts are summarised in Table 10. In overall terms, the projected sales and accompanying range of impacts are very modest and proportional to the role and small incremental change in retail floorspace. Sales re-allocations are well within the tolerance levels of a normal competitive environment where retail turnover naturally fluctuates with changes in economic and market conditions.

**Table 10—
Estimated trading
impacts Oakleigh
South development**

Source: Deep End
Services

Centre	Retail floorspace (sqm)		Retail sales (\$m)			Oakleigh South development	
	2020	2024	2020	2024 - no dev.	2024 - post dev.	(\$m)	(%)
Oakleigh South development	-	2,841	-	-	24.0	-	-
WITHIN CATCHMENT							
Clayton	17,500	17,500	144.0	153.9	149.9	-4.0	-2.6%
Clarinda	5,842	5,842	51.7	55.2	53.9	-1.4	-2.5%
Oakleigh South*	8,848	8,848	98.1	104.9	100.3	-4.6	-4.4%
Total catchment	32,190	32,190	293.7	314.1	304.1	-10.0	-
BEYOND CATCHMENT							
Oakleigh	27,617	27,617	238.1	254.6	251.3	-3.3	-1.3%
Bentleigh	25,021	25,021	276.9	296.1	291.7	-4.4	-1.5%
Huntingdale	4,570	4,570	29.5	31.5	31.4	-0.2	-0.5%
Other centres/locations	-	-	-	-	-	-6.1	-
Total	89,398	89,398	838.2	896.4	878.5	-24.0	-

*Excludes Bunnings Oakleigh South

6.3 Other economic effects

The proposal will generate a range of positive benefits.

Construction phase employment

Estimates of on-site construction employment are made based on:

- The estimated value of construction.
- The typical labour component of the construction cost.
- Average labour costs for commercial projects of this type, sourced from ABS Weekly Earnings, Australia series

The estimated construction cost for the total project is \$65 million over a 21-month construction period. On these estimates, approximately 370 construction-related jobs will be created on-site over the life of the project. Another 580 or so jobs would be generated elsewhere in the local and wider economy during the construction phase.

Ongoing employment

The proposed supermarket is anticipated to generate up to 42 FTE positions, with the retail specialty tenants generating up to 28 FTE jobs.

In particular, the employment positions offered by a well-known supermarket operator are reliable, stable and provided in a safe and professional workplace where extensive training is provided and new skills are developed which can lead to further career opportunities in the retail industry.

New local employment will increase wages and salaries in the area which should be spent in part, with local retailers.

Other benefits

The proposed development would also:

- Enhance the range, choice and convenience of supermarket and specialty shop goods available to local residents.
- A medium-sized supermarket is attractive for many consumers (including the elderly) who prefer the efficient layout over large supermarkets.
- Increase supermarket competition, potentially exerting downward pressure on food and grocery prices to the benefit of local consumers.
- Increase the level of patronage to The Links centre overall, with flow-on benefits to existing centre tenants.
- Provide a more intensive use of an under-utilised prime site, leveraging existing infrastructure and investment in the centre.

7

Conclusions

The proposed mixed-use development has the potential to generate a significant positive economic outcome. The primary findings of the report are:

- The site is a prominent location with good access for local residents.
- The site is within the Commercial 1 Zone and well-placed to leverage the existing centre's profile, catchment and infrastructure.
- A second supermarket at The Links will not alter the role of the Oakleigh South NAC. Under local planning policy, the primary focus of neighbourhood centres is to meet weekly convenience shopping needs and promote the attractiveness of the centre for local residents. The addition of a medium-sized supermarket and a small provision of shops meets the objectives of local policy without undermining the role of the Oakleigh Major Centre or other centres.
- Based on current benchmarks, there is an undersupply of supermarket floorspace in the area. A mid-sized supermarket can be comfortably supported by the population without undue impacts on existing centres.
- Minor trading effects will be felt across major supermarkets which are large enough to sustain small fluctuations in sales.
- A new supermarket banner will provide increased choice and convenience.
- The enhanced offer is likely to increase patronage to the centre with flow-on effects to other retailers and cross-shopping opportunities with Bunnings.
- The proposal is a higher and better use of the land with an increase in on-site employment levels.