



## CENTRE OVERVIEW

Clarendon Centre is a 4,590 sqm retail centre with office space of 3,352 sqm, situated in the heart of Clarendon Street, South Melbourne, 1km from the Melbourne CBD.

The retail component comprises a recently refurbished and well performing Coles supermarket and 21 specialty stores with an emphasis on unique destination type retailers. The two upper office levels are occupied by Fox FM, Triple M and the Head Office of Southern Cross Broadcasting.

The centre offers 2 levels of underground secure carparking and timed parking is also available on Clarendon Street. Public transport is easily accessible via tram on Clarendon Street, bus and train services at nearby Southern Cross Station.



## TRADE AREA

### Primary Trade Area

Our primary trade area includes South Melbourne, a section of Albert Park and the southern section of Southbank. The current population stands at 28,000 people (estimated) but is forecast to double by 2031.

### Secondary Trade Area

Clarendon's secondary trade area includes Middle Park, the balance of Albert Park to the south, Port Melbourne to the west and sections of St Kilda to the east. Due to the fact the centre is on a tram line with numerous Bayside suburb services and is on the way to the CBD and office precinct, there is opportunity to capture commuters from outside the trade area.

The population figures for the trade area are based on residents, when in actual fact, the centre predominantly services office workers who are in the trade area during business hours. For example, the South Melbourne workforce figures is estimated to be 22,320.

### South Melbourne suburb profile:

- Total population of South Melbourne 9317 people
- Mostly medium density (85%)
- Median weekly household income \$1950 against a Melbourne average of \$1333 (46%).
- Mostly young couples/singles without dependants
- 50% of households rented
- 26% of residents use public transport
- 35 yo average in line with Greater Melbourne average with a very low number of older couples/singles.

(Data from Census 2011)

### THE CLARENDON CENTRE

261 CLARENDON STREET . SOUTH MELBOURNE VIC 3205

CLARENDONCENTRE.COM.AU  
FACEBOOK.COM/CLARENDONCENTRE



**CENTRE FACTS**

- TOTAL RETAIL GLA 4590sqm
- Major Retailers: Coles Supermarket reporting 16% sales increase over previous year and currently achieving \$35 million MAT
- Total Centre Traffic: 2.2 million customers annually (excluding visitations to Clarendon Street tenancies)
- Specialty Retailers ( see below )
- Carparks: 230

**FOOD**

- Coles Supermarket
- Liquorland : G22
- Etto Pasta & Cafe : G10
- Sushi Top : G21
- Bakers Delight : G24
- Mad Mex : G2 & 3
- Mr Cyclo Vietnamese : G4
- Koffi Bar : K2
- Wings of Glory : G6

**HEALTH**

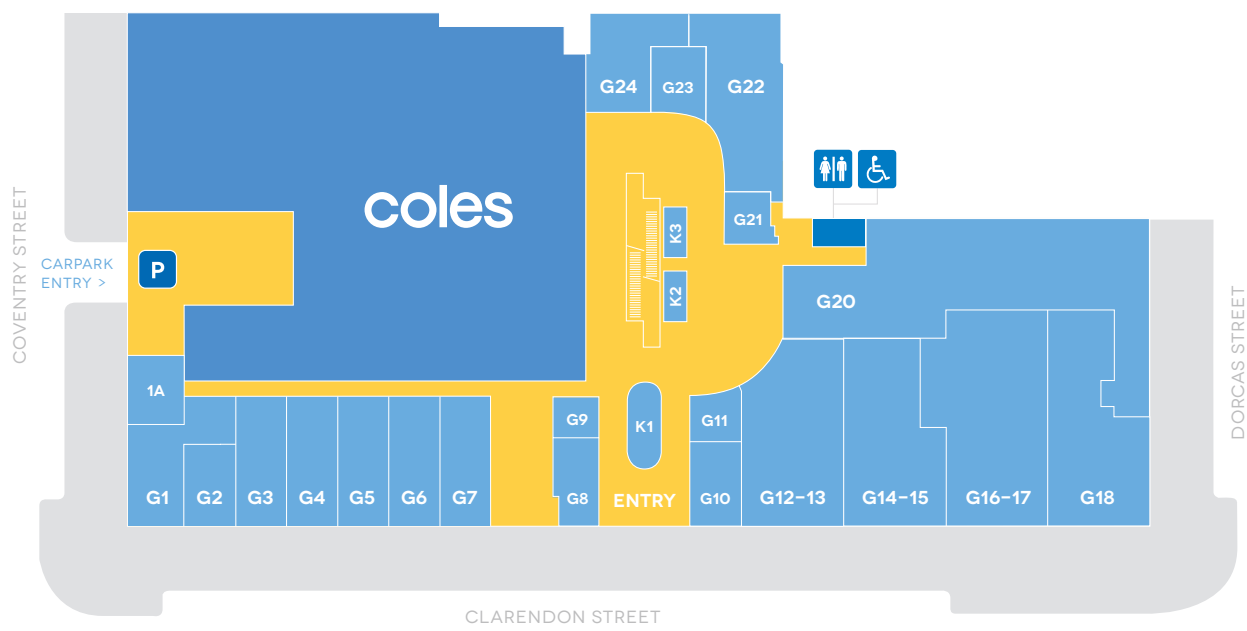
- Evelyn Faye Health : G14/15
- Whites Dispensary : G12/13
- Maple Chinese Massage : G23

**HAIR & BEAUTY**

- FB Hair Salon : 1A
- Tips & Toes Elegance : G5
- Edward Scissorhands : G11

**SERVICES**

- Telstra Shop : G1
- South Melbourne Lotto : G9
- kikki.K : G7
- HSBC Bank : G16/17
- Floral Fantasy : K1



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