## A two-level shopping centre located in Sydney's premier CBD retail precinct, 100 metres from Pitt Street Mall.

The centre is situated within Sydney's rapidly developing Midtown precinct and benefits from main entrances off Pitt and Castlereagh Streets. Stockland Piccadilly has more than 30 specialty stores, including a food court. The centre forms part of the Piccadilly Complex, which combines office space across two buildings. The Complex recently received initial endorsement in the planning approval process for the potential redevelopment of the site.

**Mini-major**

1. Palace Chinese Restaurant



GROUND LEVEL

PITT STREET

CASTLEREAGH STREET

LEVEL 1

**KEY**
- Mini-major
- Specialty
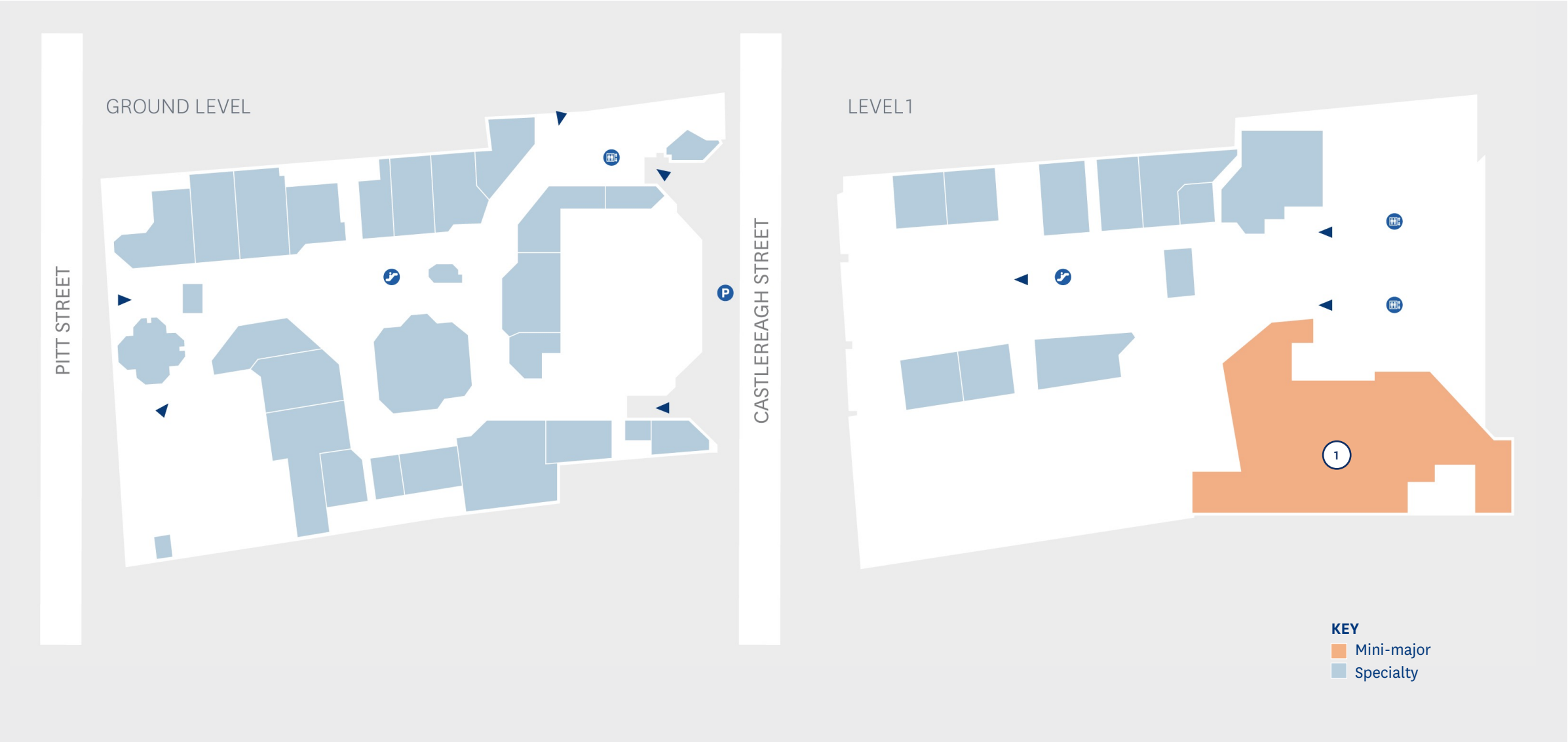
| | |
|---|---|
| GLA | 5,306 m² |
| SPECIALTY NO. | 38M |
| MAT TRAFFIC | 1.77 |
| MAT SALES | $12.76 |
| SPECIALTY SALES $PSM | $4,746 |
| AVERAGE SPEND | $7.20 |

# Trade Area Demographic

Piccadilly predominantly attracts customers that work in the CBD, rather than reside in the trade area.

The average age of the primary trade area is 37.7 years, with an average household income of $135,628.
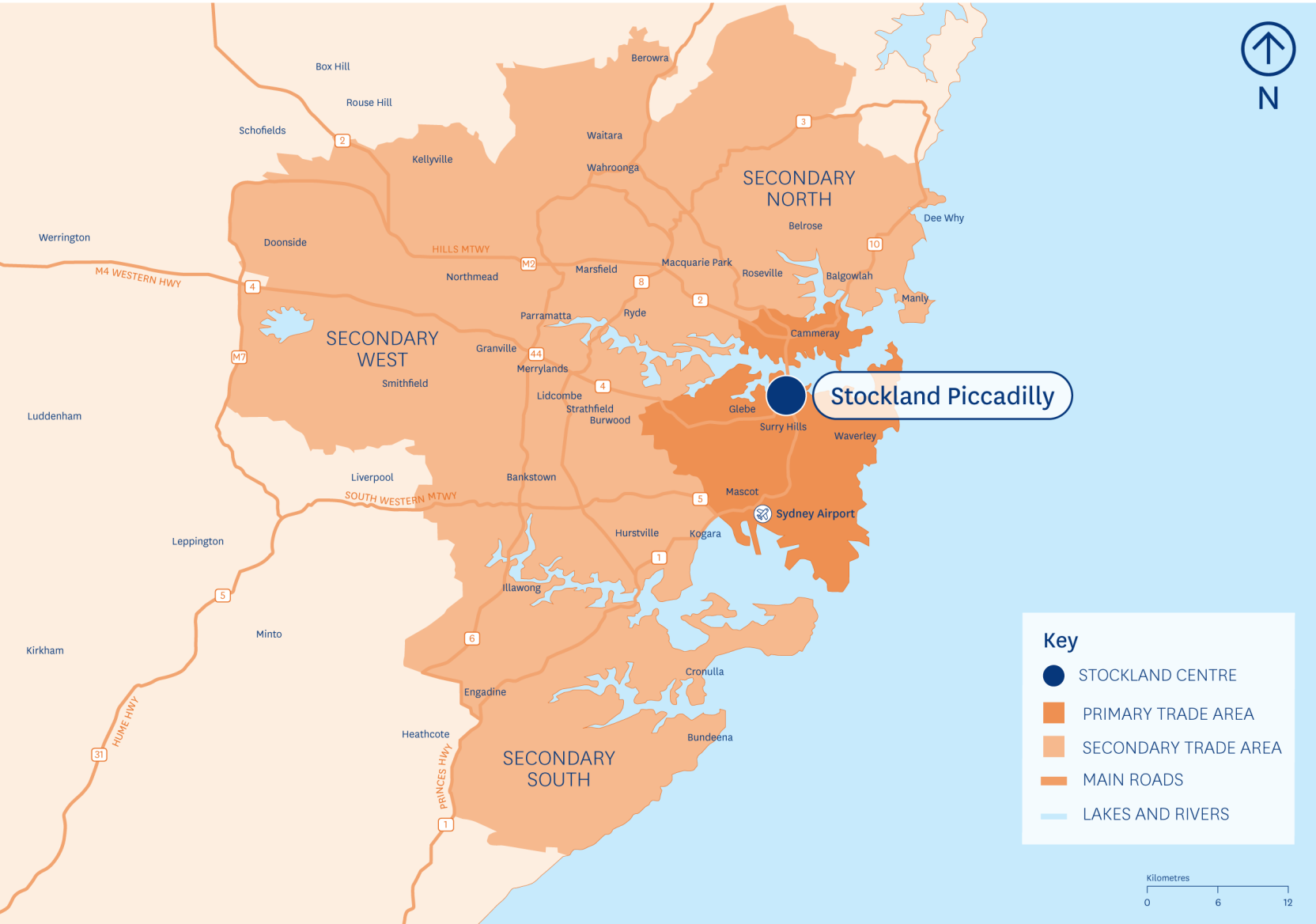
**AVG. HOUSEHOLD INCOME**
$135,628 in primary trade area

**POPULATION**
3.76m residents in main trade area forecast by 2021

# Trade Area Map



**Key**
- STOCKLAND CENTRE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- MAIN ROADS
- LAKES AND RIVERS

**Map Sources:** Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, July 2017.
All due care has been taken in the preparation of this document and as at 30 June 2020, the information in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Trade area maps and population forecasts are provided as an estimation and are indicative only. It should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns described in this document will change in the future and this document should not be relied upon in any way to predict future trading patterns. Average annual change (%) numbers provided in this document are calculated using CAGR. The management of Stockland regard the contents of this document as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland.

| Characteristics | Primary Sector | Secondary Sectors | | | Main TA | Sydney Metro Avg. | Aust Avg. |
|---|---|---|---|---|---|---|---|
| | | North | South | West | | | |
| **Income Levels** | | | | | | | |
| Average Per Capita Income | $60,056 | $53,651 | $37,659 | $36,807 | $44,826 | $42,036 | $38,500 |
| Per Capita Income Variation | 42.9% | 27.6% | -10.4% | -12.4% | 6.6% | n.a. | n.a. |
| Average Household Income | $135,628 | $146,839 | $106,002 | $108,983 | $121,009 | $115,062 | $98,486 |
| Household Income Variation | 17.9% | 27.6% | -7.9% | -5.3% | 5.2% | n.a. | n.a. |
| Average Household Size | 2.3 | 2.7 | 2.8 | 3 | 2.7 | 2.7 | 2.6 |
| **Age Distribution (% of Pop'n)** | | | | | | | |
| Aged 0-14 | 12.8% | 19.7% | 18.5% | 19.2% | 17.6% | 18.1% | 18% |
| Aged 15-19 | 4.3% | 6.3% | 5.9% | 6.1% | 5.7% | 6% | 6.1% |
| Aged 20-29 | 21% | 11% | 14.7% | 15.5% | 16% | 15.1% | 13.9% |
| Aged 30-39 | 20.5% | 13.8% | 14.7% | 16.2% | 16.5% | 15.7% | 14.1% |
| Aged 40-49 | 14% | 15.6% | 13.4% | 13.3% | 13.8% | 13.9% | 13.7% |
| Aged 50-59 | 10.8% | 12.9% | 12.5% | 12% | 11.9% | 12.3% | 12.9% |
| Aged 60+ | 16.6% | 20.7% | 20.4% | 17.8% | 18.5% | 19% | 21.3% |
| Average Age | 37.7 | 38.8 | 38.4 | 36.8 | 37.6 | 37.8 | 38.9 |
| **Housing Status (% of H'holds)** | | | | | | | |
| Owner/Purchaser | 48.7% | 72.3% | 67.9% | 63.7% | 61.8% | 64.7% | 67.9% |
| Renter | 51.3% | 27.7% | 32.1% | 36.3% | 38.2% | 35.3% | 32.1% |
| **Birthplace (% of Pop'n)** | | | | | | | |
| Australian Born | 56.9% | 62.6% | 61.5% | 51.2% | 56.4% | 61.9% | 72.9% |
| Overseas Born | 43.1% | 37.4% | 38.5% | 48.8% | 43.6% | 38.1% | 27.1% |
| · Asia | 17.4% | 16.8% | 20.1% | 30.2% | 23.1% | 18.6% | 10.7% |
| · Europe | 11.9% | 9.8% | 7.2% | 5.6% | 8% | 7.7% | 8% |
| · Other | 13.8% | 10.8% | 11.2% | 13.1% | 12.5% | 11.8% | 8.4% |
| **Family Type (% of Pop'n)** | | | | | | | |
| Couple With Dep't Children | 38.7% | 55% | 49% | 52% | 49% | 48.8% | 45.2% |
| Couple With Non-Dep't Children | 5.3% | 7.6% | 10.4% | 10.1% | 8.8% | 9.2% | 7.8% |
| Couple Without Children | 28.9% | 20.3% | 19.6% | 17.8% | 20.9% | 20.2% | 23% |
| Single With Dep't Children | 5.8% | 5.6% | 7.5% | 7.8% | 7% | 8% | 8.9% |
| Single With Non-Dep't Children | 3.3% | 3% | 4.5% | 4.3% | 3.9% | 4.1% | 3.7% |
| Other Family | 1.9% | 0.9% | 1.3% | 1.3% | 1.4% | 1.2% | 1.1% |
| Lone Person | 16.2% | 7.7% | 7.8% | 6.6% | 9% | 8.5% | 10.2% |

# Trade Area Population

| Trade Area Sector | Forecast Population 2021 | Forecast Population 2026 | Average Annual Change (%) 2021-2026 |
|---|---|---|---|
| Primary Sector | 905,780 | 961,780 | 1.2% |
| Secondary Sectors | | | |
| · North | 548,290 | 575,790 | 1% |
| · South | 810,480 | 851,980 | 1% |
| · West | 1,495,480 | 1,591,730 | 1.3% |
| **Total Secondary** | **2,845,250** | **3,019,500** | **1.1%** |
| **Total Trade Area** | **3,760,030** | **3,981,280** | **1.2%** |