# Balgowlah

Located in the northern suburbs of Sydney, the centre occupies 13,000 sqm of a mixed-use development with 240 residential apartments.

The centre includes Coles, Harbord Growers Market, Fitness First Platinum and 59 specialty stores, including a quality fresh food market, a fashion precinct and over 700 retail car parking spaces. The second level is an open air plaza with a number of restaurants and service offerings.

Centre Information
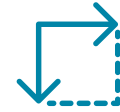
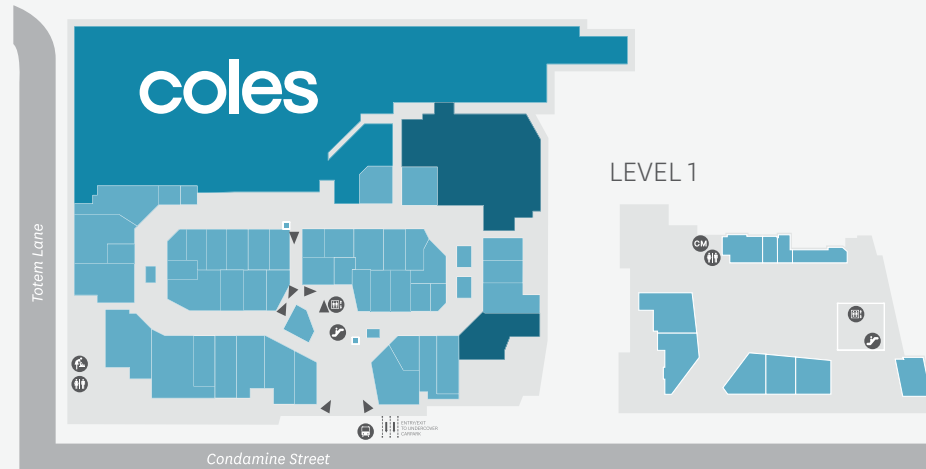| GLA	CAR SPACES	SPECIALTY NO	MAT TRAFFIC	MAT SALES	SPECIALTY SALES $PSM	AVERAGE SPEND
12,971 SQM	736	59	3.44M	$149.82M	$8,631	$43.54

Information is accurate as at 31 December 2018. Specialty number includes kiosks and shops. Does not include ATMs.

GROUND LEVEL

coles

LEVEL 1

Totem Lane

Condamine Street

MAJOR
Coles

MINI-MAJORS
Harbord Growers Market, Pharmacy Select

Key
- Major
- Specialty
- Mini-Major
- Pad Site

Trade Area Demographic

Well situated on Sydney's Northern Beaches, Stockland Balgowlah services a main trade area of around 56,820 people. The average household income is $164,689 per annum, which is 43.1% higher than the Sydney metro average of $115,062 per annum. The main trade area consists of a high percentage of couples with dependent children at 51.6%.

AVG. HOUSEHOLD INCOME
$164,689
in the main trade area

COUPLES WITH DEPENDENT CHILDREN
51.6%
of the main trade area

Trade Area Map

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

Characteristics	Primary Sector		Secondary Sectors		Main TA	Syd. Metro Avg.	Aust. Avg.
	East	West	North-east	South			
Income Levels							
Average Per Capita Income	$65,305	$58,620	$73,917	$50,839	$64,864	$42,036	$38,500
Per Capita Income Variation	55.4%	39.5%	75.8%	20.9%	54.3%	n.a.	n.a.
Average Household Income	$169,882	$186,651	$161,558	$125,166	$164,689	$115,062	$98,486
Household Income Variation	47.6%	62.2%	40.4%	8.8%	43.1%	n.a.	n.a.
Average Household Size	2.6	3.2	2.2	2.5	2.5	2.7	2.6
Age Distribution (% of Pop'n)							
Aged 0-14	20.5%	27.1%	12.7%	19.3%	19.4%	18.1%	18.0%
Aged 15-19	5.0%	6.7%	3.6%	4.5%	4.9%	6.0%	6.1%
Aged 20-29	9.8%	8.0%	15.9%	12.3%	11.5%	15.1%	13.9%
Aged 30-39	15.2%	9.3%	23.2%	20.0%	16.9%	15.7%	14.1%
Aged 40-49	16.5%	18.9%	14.3%	16.0%	16.3%	13.9%	13.7%
Aged 50-59	13.4%	13.8%	11.3%	11.0%	12.6%	12.3%	12.9%
Aged 60+	19.6%	16.3%	18.8%	16.8%	18.4%	19.0%	21.3%
Average Age	38.5	35.8	39.5	37.5	38.1	37.8	38.9
Housing Status (% of H'holds)							
Owner/Purchaser	69.9%	84.0%	48.0%	59.4%	64.0%	64.7%	67.9%
Renter	30.1%	16.0%	52.0%	40.6%	36.0%	35.3%	32.1%
Birthplace (% of Pop'n)							
Australian Born	68.0%	70.6%	58.2%	64.0%	65.3%	61.9%	72.9%
Overseas Born	32.0%	29.4%	41.8%	36.0%	34.7%	38.1%	27.1%
· Asia	3.7%	4.6%	3.0%	9.7%	4.3%	18.6%	10.7%
· Europe	16.6%	15.3%	20.6%	13.7%	17.1%	7.7%	8.0%
· Other	11.7%	9.5%	18.3%	12.6%	13.2%	11.8%	8.4%
Family Type (% of Pop'n)							
Couple With Dep't Child.	53.9%	65.9%	37.6%	48.3%	51.6%	48.8%	45.2%
Couple With Non-Dep't Child.	5.6%	7.7%	4.3%	5.9%	5.7%	9.2%	7.8%
Couple Without Child.	22.8%	14.5%	34.0%	21.5%	23.8%	20.2%	23.0%
Single With Dep't Child.	5.5%	5.2%	4.7%	7.3%	5.4%	8.0%	8.9%
Single With Non-Dep't Child.	2.2%	2.4%	2.4%	3.9%	2.5%	4.1%	3.7%
Other Family	0.8%	0.4%	1.0%	1.2%	0.8%	1.2%	1.1%
Lone Person	9.2%	4.0%	16.0%	11.9%	10.2%	8.5%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2017	Forecast Population 2021	Average Annual Change (%) 2017-2021
Primary Sectors			
· East	21,840	22,040	0.2%
· West	11,790	11,990	0.4%
Total Primary	33,630	34,030	0.3%
Secondary Sectors			
· East	16,990	17,230	0.4%
· North	6,200	6,400	0.8%
Total Secondary	23,190	23,630	0.5%
Main Trade Area	**56,820**	**57,660**	**0.4%**