Retail and commercial development in the City of Kingston

The City of Kingston is renowned for its thriving retail and commercial precincts.

To help guide the future of retail and commercial activity in the city, Kingston Council, with the assistance of strategic property consultants Charter Keck Cramer, has completed a Retail/Commercial Development Strategy (July 2006).

The strategy will help guide the future development of retail, commercial and office investment in Kingston. The strategy includes a number of recommendations with the aim of ensuring the ongoing sustainability of existing retail and commercial centres.

This flyer provides a snapshot of some of the findings and recommendations of the strategy.

TRADITIONAL RETAILING

Traditional retailing refers to retailing in shopping centres. A major aspect of this is food retailing, which accounts for more than 40% of a household’s retail expenditure.

The Retail/Commercial Development Strategy explored the locations of the municipality’s supermarkets and involved discussions with the major supermarket operators. The research revealed that residents living in the city’s northern region (north of Lower Dandenong Road) are well catered for, having good access to supermarkets suitable for weekly food shopping. However, residents living in Kingston’s southern bayside area are often traveling considerable distances to access a suitable supermarket.

The strategy identified a number of exciting new opportunities, including:
• The expansion of an existing Safeway supermarket at Chelsea;
• The development of a new Coles supermarket at Patterson Lakes; and
• The possibility of upgrading the existing Safeway supermarkets at Dingley and Thrift Park.

BULKY GOODS RETAILING

The growth of bulky goods retailing (furniture, white goods etc) has become increasingly popular over the past decade.

Kingston's core bulky goods retailing precincts span the Nepean Highway at Moorabbin, Cheltenham and Mentone as well as the Moorabbin Super Centre in Warrigal Road. Southland Shopping Centre continues to perform an important dual role in providing both traditional and bulky goods retailers.

Once the redevelopment of the Nylex site occurs and further expansion to the Moorabbin Super Centre is completed, Kingston will have approximately 170,000 square metres of bulky goods floor space.

With such a substantial amount of bulky goods floor space available in Kingston, the strategy recommends that:
• No additional bulky goods floor space be approved before 2016;
• Recognition be given to the potential for additional floor space to be developed at the Moorabbin Airport as part of its continual retail expansion; and
• Council strongly discourage consolidation of bulky goods development outside its identified existing and proposed core precincts.
COMMERCIAL (OFFICE) DEVELOPMENT
Traditionally, commercial office space in Kingston has been concentrated in Moorabbin and Cheltenham. Kingston’s office market is changing with larger corporate tenants choosing new business park environments like the Parkview Estate in Warrigal Road. Existing larger office buildings are increasingly supporting a number of smaller businesses, which is reflecting a continued demand for smaller strata office suites.

OUR PRINCIPAL AND MAJOR ACTIVITY CENTRES
Kingston’s principal and major activity centres, such as Southland, Mentone and Mordialloc, will be the subject of focused planning over the coming years. The Retail/Commercial Development Strategy explores each of these centres and seeks to identify some of the opportunities to improve the retail performance and vibrancy of these areas.

MOORABBIN AIRPORT
The retail evolution of the airport over recent years has been most noticeable with the continued growth of the Direct Factory Outlets (DFO) and development of the Kingston Plaza Centre Shopping Centre. The retail and commercial development strategy explores the additional potential for bulky goods and traditional retail floor space at the Moorabbin Airport and highlights changes envisaged at the Airport that require consideration in Council’s planning.

WHERE TO FROM HERE?
The Retail/Commercial Development Strategy provides the City of Kingston with a tremendous platform to guide major retail and commercial investment across the municipality. Having completed the strategy, Council is set to pursue a number of planning scheme initiatives to reinforce the outcomes sought through the strategy and briefly described in this handout.

WANT TO FIND OUT MORE?
The Retail/Commercial Development Strategy can be viewed on Council’s website at www.kingston.vic.gov.au
For more information, phone the City of Kingston’s Strategic Planning Department on 9581 4735.