

harbour plaza

NOW LEASING



Harbour Plaza

21 Thompson Rd,
Patterson Lakes, Victoria, 3197
Phone: 0412 55 77 11

September 2023

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Contact:

Mr David Taranto

M: 0412 55 77 11

E: davetaranto@optusnet.com.au

Now Leasing



A rare opportunity to lease high exposure shop, office, medical and restaurant space in thriving Harbour Plaza, situated on busy Thompson Rd in Patterson Lakes, Victoria.

Impressive location with direct boating access from Harbour Plaza's water frontage.

Sizes range from approximately 43m² right up to 282m², shops 1, 4A and 14 with liquor licences.

Fully renovated and updated.

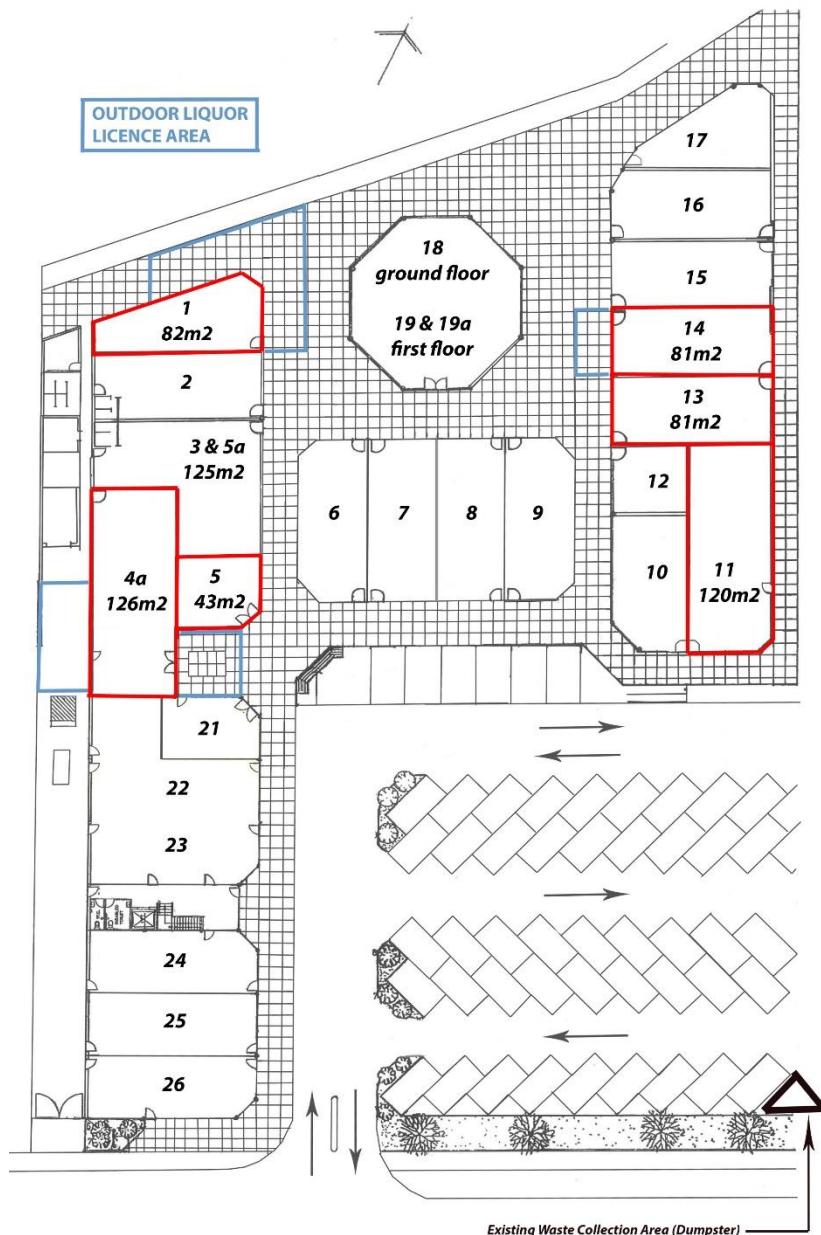
All premises have Daikin Reverse Cycle Ducted Air Conditioning, NBN, water, electricity, gas and grease trap connections along with new shopfronts, fascia's, eaves and roof.

Common walkway areas have been resurfaced with new tiles throughout.

Over 60,000 residents live within Patterson Lakes and neighbouring suburbs.

Enquire now to secure your space.

Executive Summary



thompson road

The Property

Harbour Plaza

Address

21 Thompson Rd, Patterson Lakes, Victoria.

Description

High exposure shop, office, medical and restaurant space for lease. Impressively located within the established Patterson Lakes Shopping Centre precinct. Sizes range from approximately 43m² right up to 282m², shops 1, 4A and 14 with liquor licences.

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E: davetaranto@optusnet.com.

About Harbour Plaza



Harbour Plaza opened in December 1995 and it has since that time, established itself as a quality business destination in the market place. This has been evident with the generally very low vacancy rates experienced. Many of the current businesses have been trading at Harbour Plaza since it was opened and have established reputable and successful businesses.

Harbour Plaza is located on the northern side of Thompson Road in Patterson Lakes. Thompson Road is an important east-west link between the Mornington Peninsula Freeway, Peninsula Link, Eastlink and Nepean Highway.

Harbour Plaza forms part of the larger shopping precinct of Patterson Lakes Shopping Centre. Harbour Plaza is a unique site as it also enjoys a water frontage aspect that is accessible by boats.

Sensible planning controls over the years have ensured that the Harbour Plaza walkways and car park access lanes are fully integrated within the overall business and shopping precinct. Woolworths Supermarket is located to the immediate east and a Coles Supermarket precinct. Harbour Plaza is strategically positioned to complement these two major supermarkets.

To the **north** of the site is Inner Harbour, which forms part of an extensive manmade canal system upon which the community of Patterson Lakes is focussed. A pedestrian path follows the perimeter of the water, with a range of prestige medium to high density waterfront residential developments (2-4 stories) surrounding the area.



To the **east** of the site is the Lakeview Shopping Complex, which sits side by side with Harbour Plaza. This complex has Woolworths as its anchor tenant with speciality shops including Bakers Delight and Australia Post. This centre has a driveway providing ingress and egress to Thompson Rd. The car parking extends to another driveway on the north eastern section of the property, fronting onto Gladesville Boulevard.



To the **south east** is a Coles Supermarket.



To the **west** on Thompson Rd is a high density residential complex and a United Service Station and a Caltex/Woolworths Service Station.



To the **south** (across the road) are the recently extended City of Kingston Patterson Lakes Community Centre and the new Patterson Lakes Library with an extensive car park.

Demographics

The City of Kingston has published the report “Know Your Customer - Patterson Lakes Shopping Centre” a copy of this report is attached in Annexure 2 of this document.

This comprehensive report outlines the demographic, local retail and small business trends. In particular it identifies opportunities in many areas such as food and liquor, medical services, financial services, household items, newsagent, cafes restaurants and take aways, hairdresser/beauty and clothes and shoes.

Further demographic, retail and commercial information about doing business in the City of Kingston can be found by visiting their website: www.kingston.vic.gov.au.



Outgoings

Harbour Plaza has an efficient Owners Corporation that is managed on site. Outgoings are kept to an absolute minimum without compromising the quality and timely management of such items as:

- essential services;
- cleaning;
- common lighting;
- gardening;
- insurance and
- general maintenance.

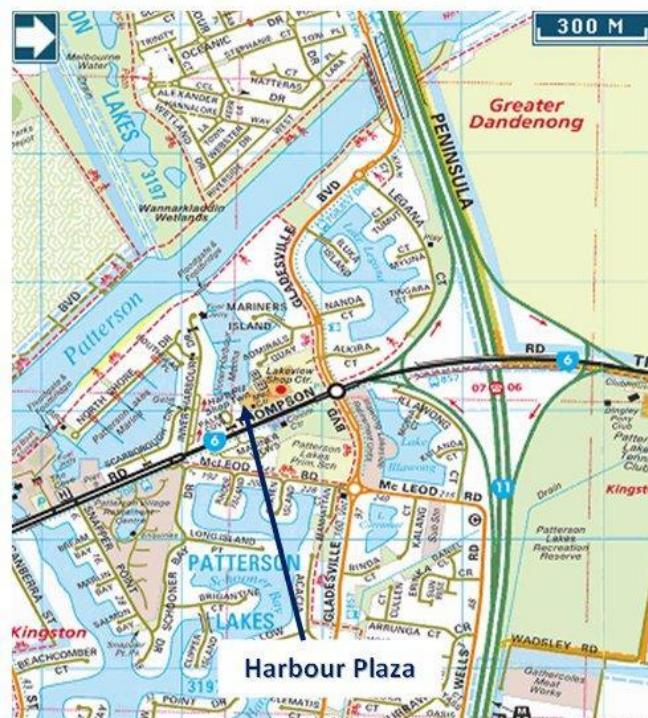
Location

Harbour Plaza is located in **Patterson Lakes**, a suburb in south-east Melbourne, Victoria, Australia and is located approximately 35 kilometres from Melbourne's central business district. Its local government area is the City of Kingston.

Patterson Lakes consists of quality dwellings, many of which have a unique frontage to the quiet lakes and tidal canal system, with direct access to Harbour Plaza and Port Phillip Bay.



**City of
KINGSTON**



Patterson Lakes is home to one of the most popular boat launching facilities in Victoria. The Patterson River is a prime destination for boating and leisure access to Port Phillip Bay.

It includes four public launching ramps and the Patterson Lakes Marina and its facilities in Middle Harbour and Inner Harbour.



Patterson Lakes also has the following clubs and organisations:

- Carrum Patterson Lakes Junior Football Club
- Patterson Lakes Outrigger Club
- Tennis clubs (Long Beach Tennis Club and Patterson Lakes Tennis Club)
- Cricket club
- Patterson Lakes Marina
- Patterson River Launching Way
- Fishing charters
- Patterson Lakes Library
- Patterson Lakes Community Centre
- Patterson Lakes Canoe Club
- Carrum Rowing Club (National Water Sports Centre)
- Drag boat club (National Water Sports Centre)
- Ski club (National Water Sports Centre)
- Patterson Lakes Radio Model Yacht Club
- Carrum Sailing Club
- Patterson River Motor Boat Club
- Numerous retirement villages

EDUCATION

Patterson Lakes is serviced by a government primary school, Patterson Lakes Primary School, which is approximately 600 metres from Harbour Plaza and a government secondary school, Patterson River Secondary College, which operates from Seaford, on the southern boundary of Patterson Lakes.

Local primary schools:

- Patterson Lakes Primary School
- Carrum Primary School
- Seaford Primary School
- Seaford North Primary School
- Bonbeach Primary School
- Chelsea Primary School
- Chelsea Heights Primary School

Local secondary schools:

- Patterson River Secondary College, Seaford
- Mordialloc College, Mordialloc
- Haileybury College, Keysborough (Private)
- St Leonards College, Cornish Campus, Bangholme (Private)

TRANSPORT

Patterson Lakes is serviced by the Carrum Railway Station on the Frankston Line, which is approximately 2.4 kilometres west of Harbour Plaza and is operated by Metro Trains Melbourne.

Access to the area by road is from the Nepean Highway, East Link, Peninsula Link and the Mornington Peninsula Freeway.

Bus routes also service the area by Grenda's Bus Service, including Route 708 Hampton – Carrum and Route 857 Dandenong – Chelsea.

Disclaimer

Although every care has been taken in preparing this proposal, Harbour Plaza does not verify its accuracy. Information, opinions and forecasts in this proposal depend on the accuracy of any information and assumptions on which they are based, and on prevailing market conditions, for which Harbour Plaza does not accept responsibility.

No representations or warranties of any nature whatsoever are given, intended or implied about this proposal, any information, opinions and forecasts contained within this proposal or the accuracy or enforceability of any documents referred to in this proposal.

Harbour Plaza will not be liable for any omissions or errors. Harbour Plaza will not be liable, including for negligence, for any direct, indirect, special, incidental or consequential losses or damages arising out of or in any way connected with use of or reliance on anything in this proposal.

This proposal does not form part of or constitute an offer or contract. Recipients of this proposal should rely on their own enquiries about its accuracy. All images are only for illustrative purposes.

You should assess the suitability of any leasing of the land or any premises and/or the purchase of any business, in light of your own needs and circumstances by seeking independent financial and legal advice.

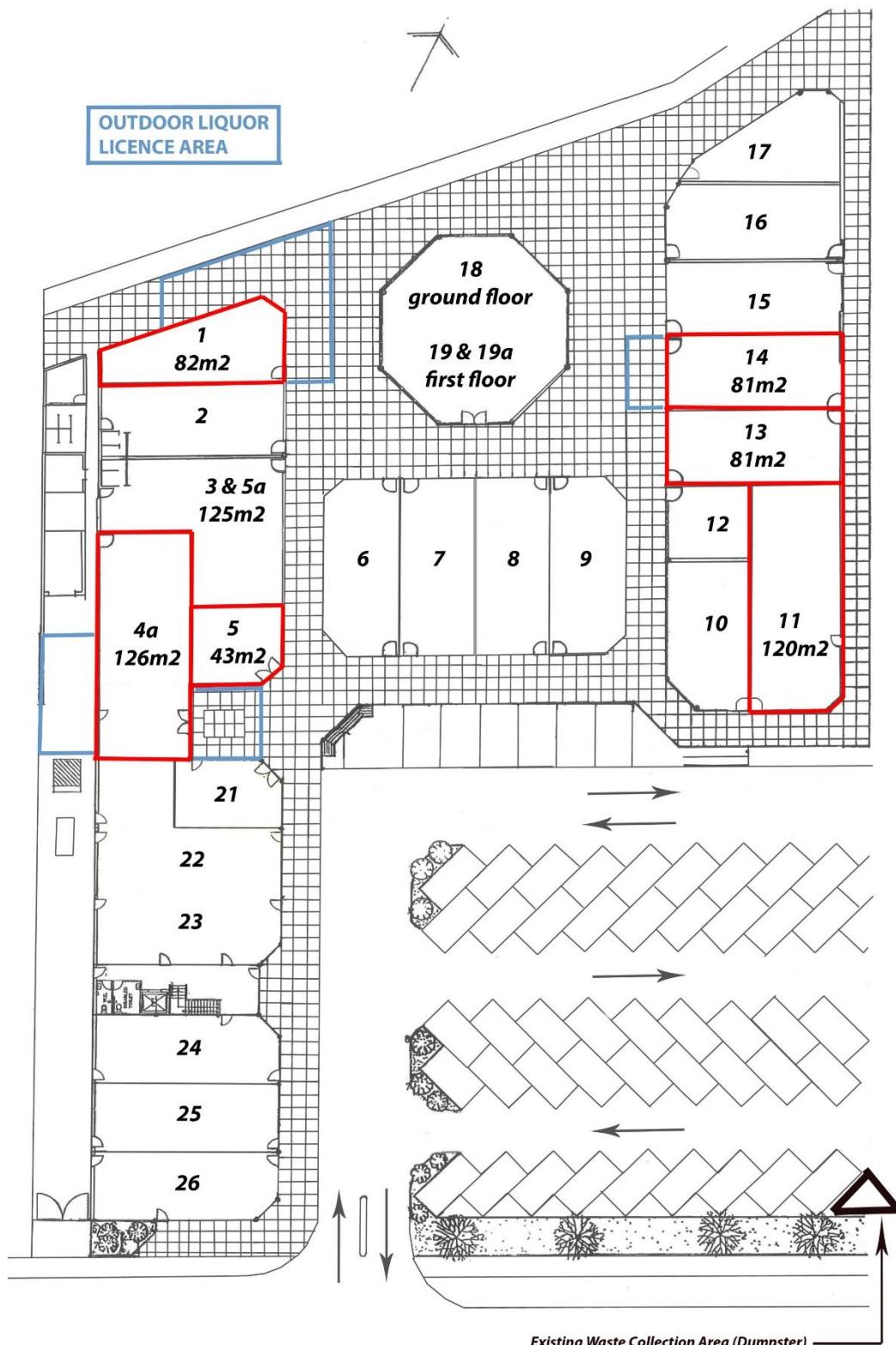
GST

Unless otherwise expressly stated, all amounts, prices, values or other sums stated in this proposal are exclusive of GST.

Confidential information

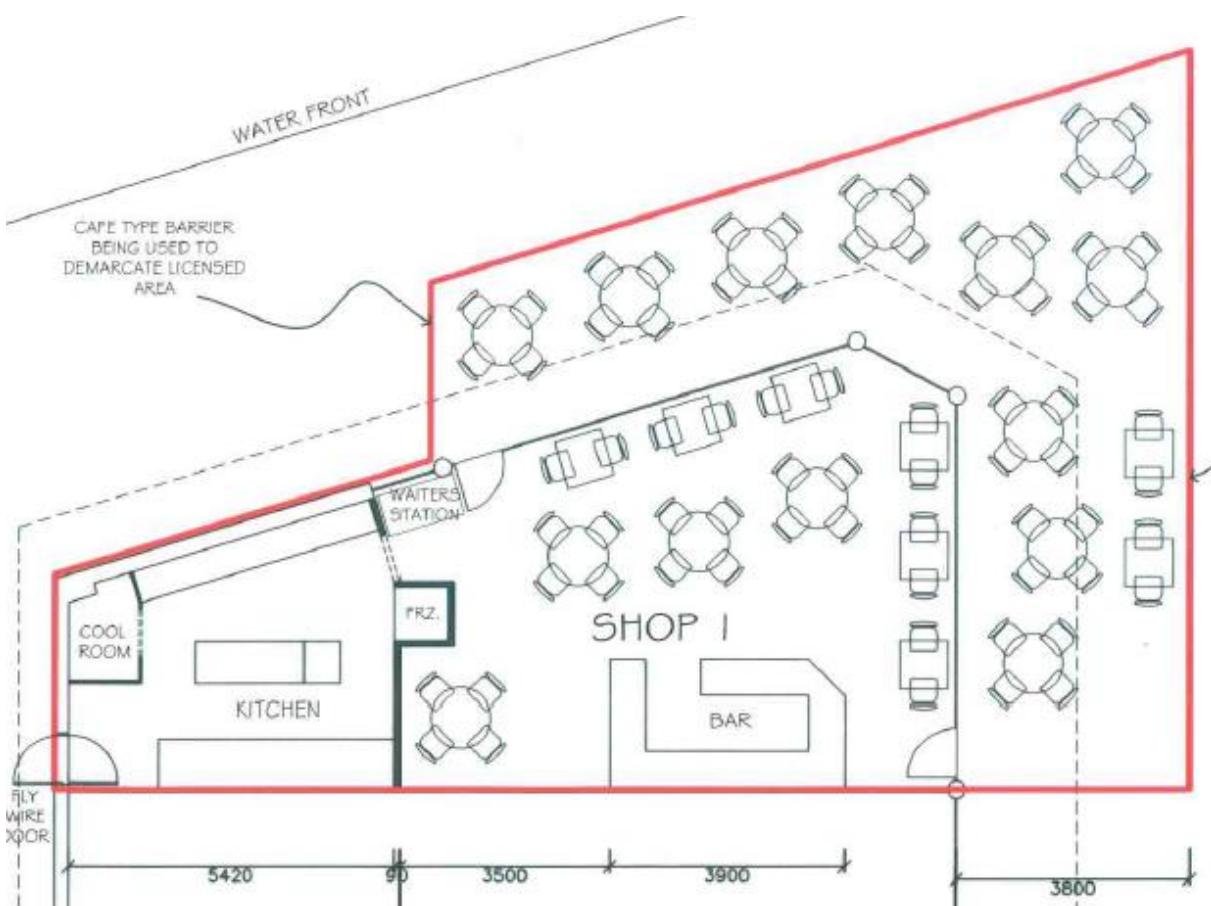
This proposal is the confidential information of Harbour Plaza; is strictly for the intended recipient and must not be disclosed to any other party without the prior written consent of Harbour Plaza.

Annexure 1 - Harbour Plaza Plan

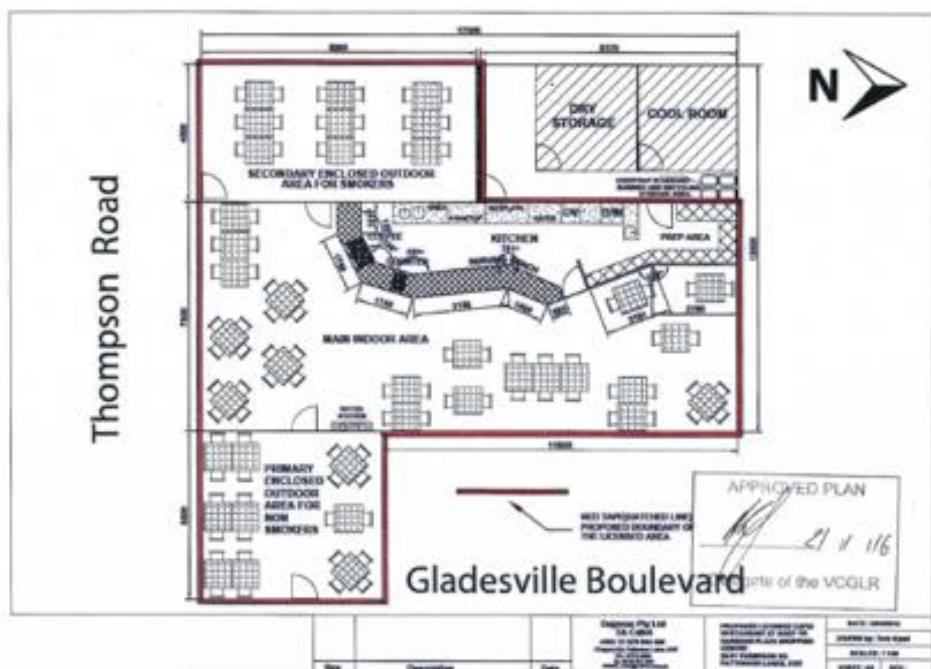


thompson road

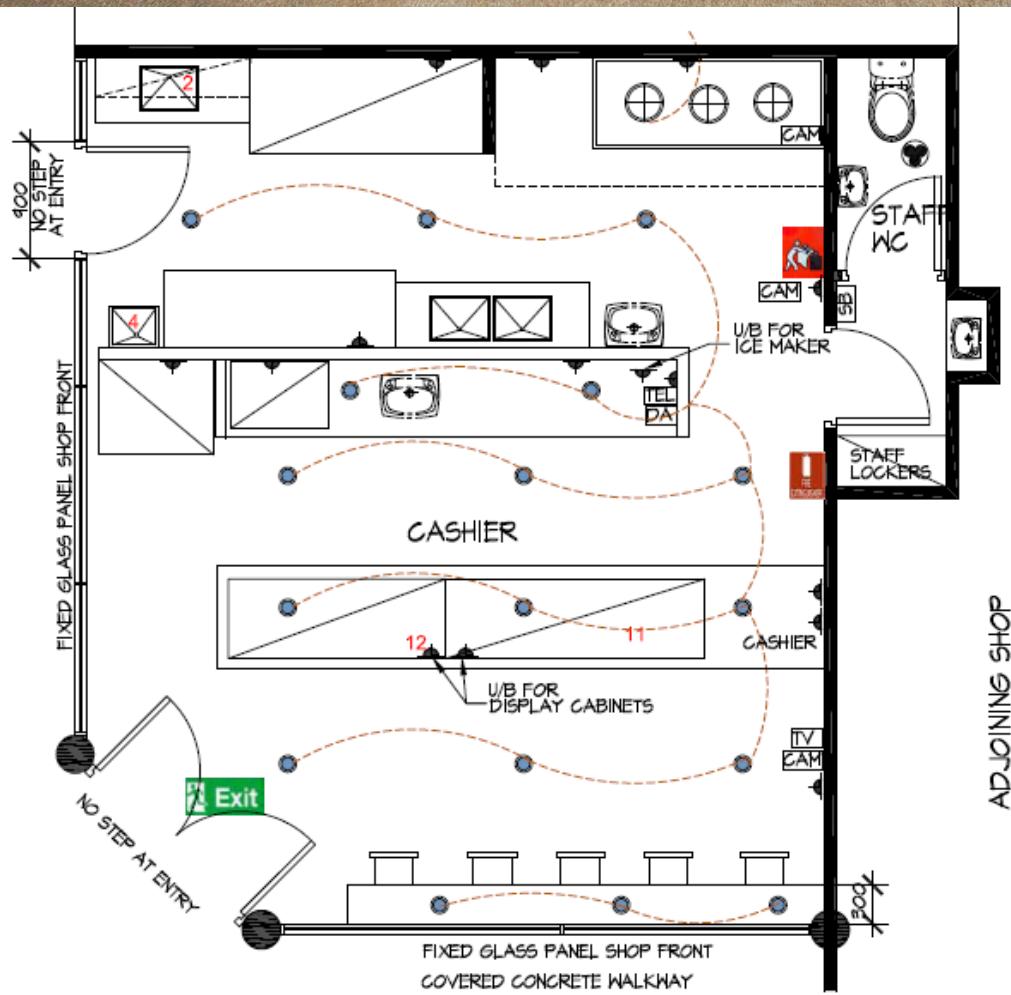
Annexure 2 – Shop 1 – Approx 82m²



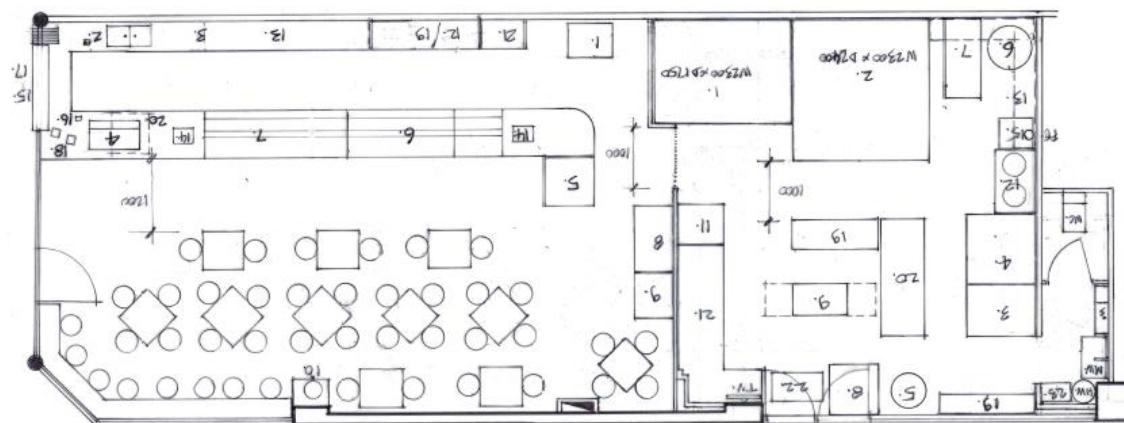
Annexure 3 – Shop 4A – Approx 126m²



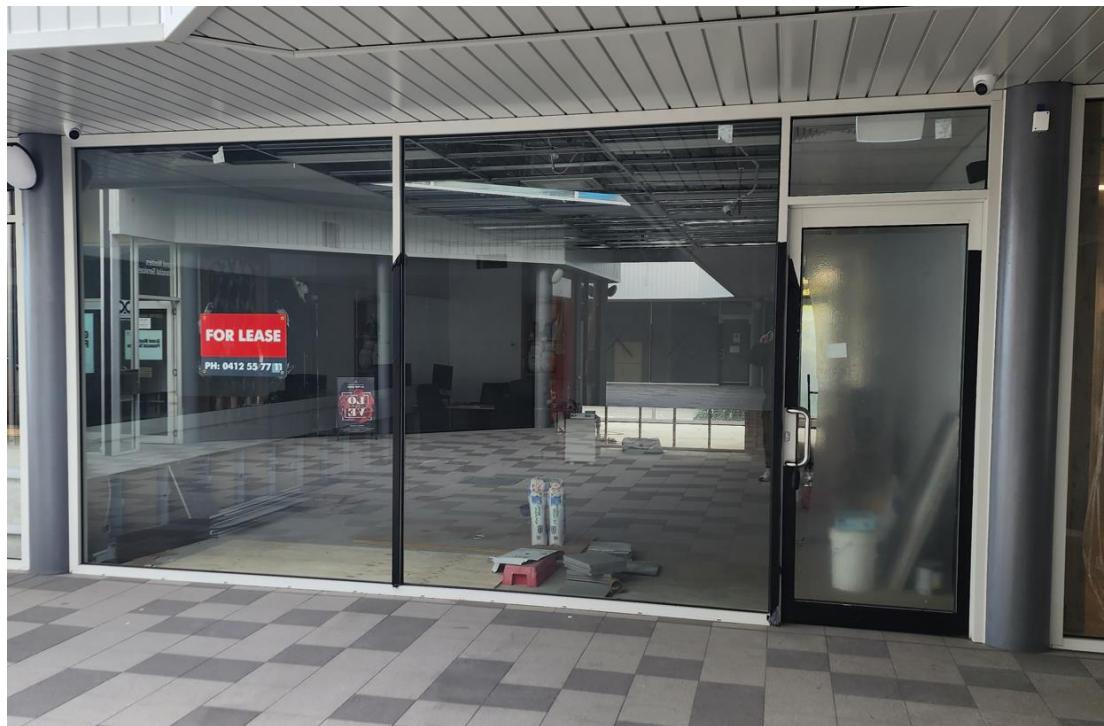
Annexure 4 – Shop 5 – Approx 43m²



Annexure 5 – Shop 11 – Approx 120m²



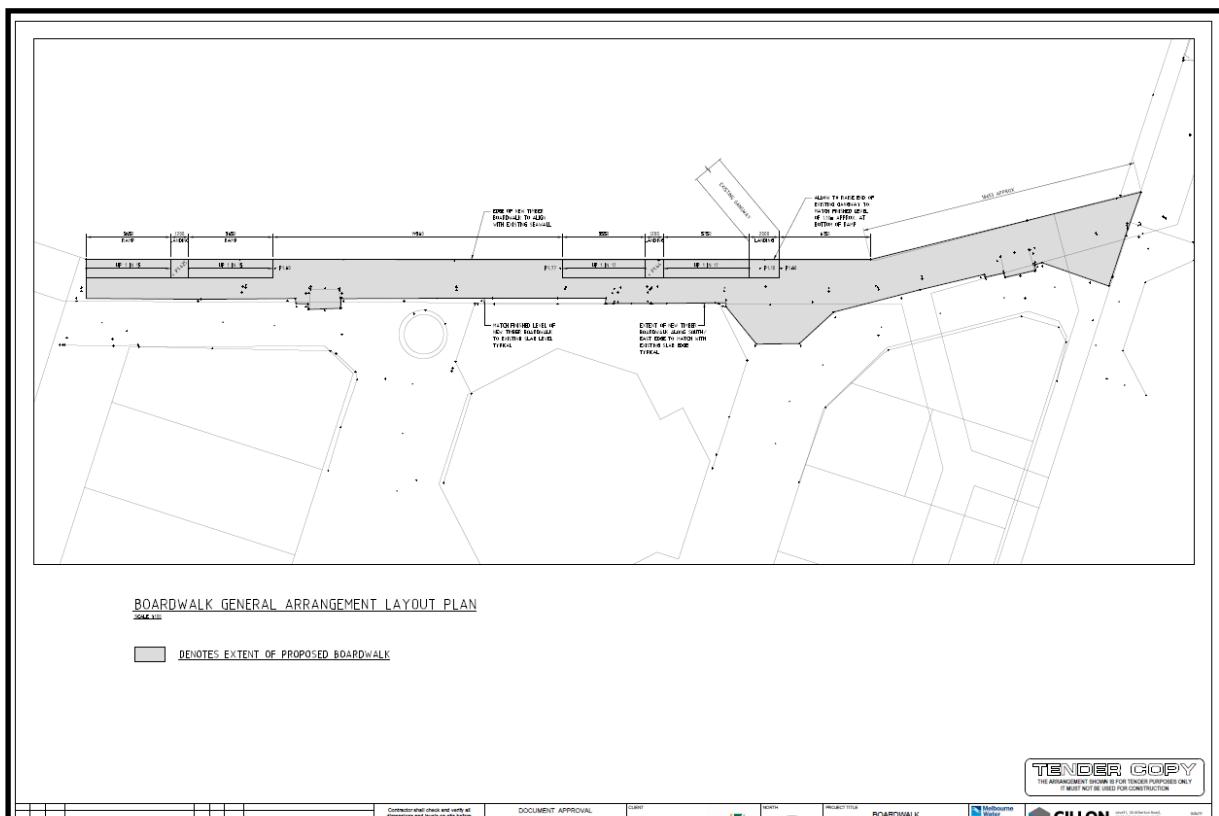
Annexure 6 – Shop 13 – Approx 81m2



Annexure 7 – Shop 14 – Approx 81m2



Annexure 8 – Proposed Roof & Boardwalk



Annexure 9 Patterson Lakes Shopping Centre Demographic Profile



Know your customer

An insight into local retail
and small business trends

Kingston Business

taking care of business in Kingston



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The *Know Your Customer* project has been funded by the Victorian Government's Streetlife program and prepared by the City of Kingston in conjunction with BDC Market Intelligence.

For further information please contact:
e business@kingston.vic.gov.au
w [kingston.vic.gov.au/
business/home](http://kingston.vic.gov.au/business/home)
t 9581 4735

Kingston's retail centres play an essential role in the community feel of our city





Know your customer

The City of Kingston has approximately 1,200 local retailers spread over 10 major shopping villages.

Kingston's *Know Your Customer* booklets have been designed to equip retailers and small business operators with information about how to better target the needs of their local customers.

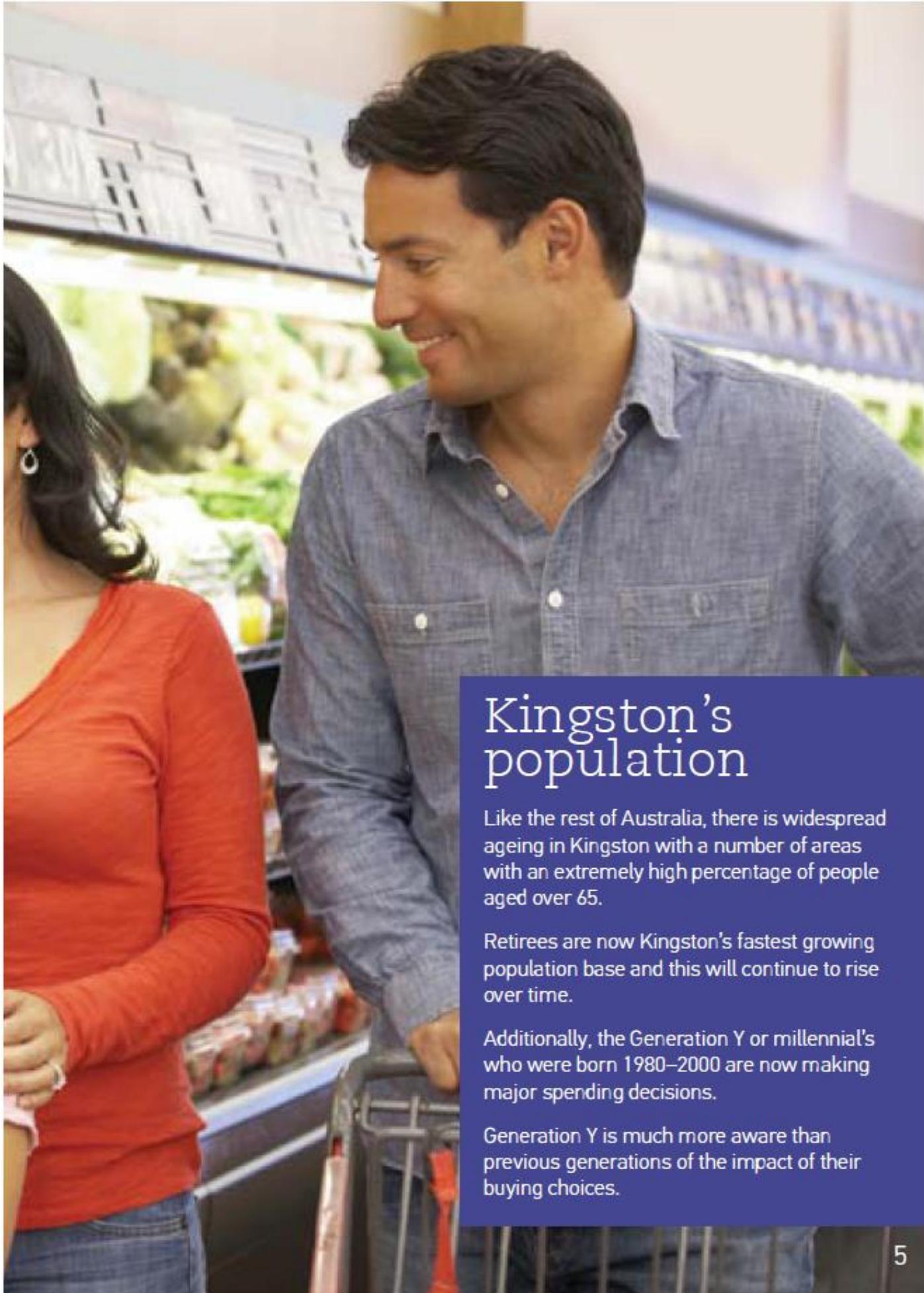
Local retailers have the distinct advantage of being able to respond to their local customers and the changes in the catchment area. These booklets will provide an insight into customer demographics and help retailers make more informed business decisions.



"The last few years have brought dramatic demographic and lifestyle changes, along with an explosion of information available to consumers. This has rendered traditional means of tracking consumer purchase behaviour irrelevant and exploded the range of products that retailers must offer in order to remain competitive. There are no mass markets... only niches."

IBM CONSUMER DRIVEN SUPPLY CHAIN





Kingston's population

Like the rest of Australia, there is widespread ageing in Kingston with a number of areas with an extremely high percentage of people aged over 65.

Retirees are now Kingston's fastest growing population base and this will continue to rise over time.

Additionally, the Generation Y or millennial's who were born 1980–2000 are now making major spending decisions.

Generation Y is much more aware than previous generations of the impact of their buying choices.

Trends in retailing

Globally, we are seeing a number of things affecting the way people shop and interact with their local retailers.

Not only are we dealing with major economic factors but also changes in consumer behaviour that has seen a real shift in the way retailers will continue to do business.



"Seven out of ten Australians agree that it is important for companies to be involved in solving social and environmental problems in their country."

2012 EDELMAN TRUST BAROMETER FINDINGS



"Online penetration of retail sales in Australia is much higher in categories such as books, CDs, DVDs, clothing, sporting goods and electronic goods, cosmetics and toys."

ECONOMIC STRUCTURE AND PERFORMANCE OF THE AUSTRALIAN RETAIL INDUSTRY, 2011





Environment

There is a growing expectation from customers that retailers will consider the environment and be ethically conscious.

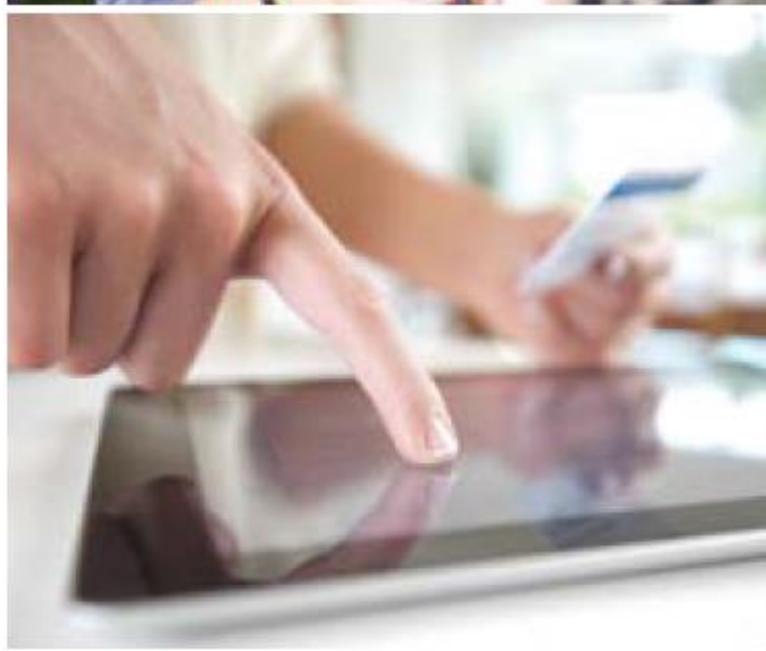
Things like fair trade and an organisation's carbon footprint now factor in a customer's decision on where to shop.



Service

When shopping in store, customers are now looking for an all-encompassing experience that is personalised, interactive and easy.

Offering complimentary services adds to the service component of a business and can mean customers appreciate the added extras. For example a clothing store offering a tailoring service can be an attractive point of difference for retailers.



Online environment

The ease of online shopping is a challenge for all retailers and has changed the landscape of global retailing.

With substantially lower cost structures than traditional retailers, online businesses are able to charge lower prices. A recent study of Australia's retail environment found that online prices were between 19 and 64 per cent lower than those charged in stores.



Patterson Lakes Shopping Centre

The Patterson Lakes Shopping Centre is primarily made up of the Harbour Plaza and shops adjoining the Patterson Lakes Community Centre and Library.

There are two large supermarkets in Patterson Lakes and the nearby marina also attracts water enthusiasts. The current retailers are made up of several restaurants, personal care and secondary needs and specialist stores.

Patterson Lakes Shopping Centre is a significant retail centre attracting customers from:

- Bonbeach
- Carrum
- Carrum Downs
- Chelsea
- Chelsea Heights
- **Patterson Lakes**
- Seaford

The strip is situated on Located at the corner of Thompson Road and Gladesville Boulevard, and is accessible by bus, foot and public transport.

Your customers



Family focussed

The suburbs in and around Patterson Lakes are close to Patterson River which also runs alongside Harbour Plaza and is the perfect setting for cafes and restaurants.

The largest percentage of households are made up of families with children and we have recently seen growth in the number of families with young adults.

Kingston Council has made significant investments in facilities for families in the area with a recently updated community centre and library.

Retailers who provide services for the community members who visit these locations will become destinations of choice for this key market segment.



The next generation

There is also a growing market in the number of people born between 1980 and 2000 (Generation Y or Millenials).

This younger demographic are committed to their local area and are socially conscious shoppers, looking to support their local retailers.

Retirees

The issue of an ageing population is also prevalent in the Patterson Lakes area, with the 60 to 69 age group ranked as the fastest growing.

This is a group of shoppers that have time to spend on their purchase decisions and appreciate locality based shopping. Complimentary businesses like the butcher, the baker and the café will benefit from these shoppers who are willing to shop around for quality and price.

Choose your opportunity, seize your growth

- ✓ Develop a personal and easy in store experience
- ✓ Partner an online presence with in store offers
- ✓ Clearly highlight your unique point of difference
- ✓ Respond to the local market
- ✓ Identify new markets
- ✓ Consider your branding
- ✓ Engage with your customers
- ✓ Create green and ethical supply chains

Industry specific opportunities



FOOD & LIQUOR

- growth in premium food and drink sector
- health and fresh food sectors continue to expand



MEDICAL SERVICES

- value added healthcare services



FINANCIAL SERVICES

- key to growth is in new services, rather than new markets



HOUSEHOLD ITEMS

- unique and custom products



NEWSAGENT/ POST OFFICE

- New product mixes
- incorporating convenience store model



CAFES, RESTAURANTS & TAKEAWAY

- offer new facilities such as free WiFi and ATM facilities



HAIRDRESSER/ BEAUTY

- personal service
- organic & green products



CLOTHES & SHOES

- unique products
- niche trend markets
- establish an online presence

Patterson Lakes at a Glance

Based on 2011 Census data

Age profile

	2011 TOTAL %	NO.	CHANGE SINCE 2006	
0 - 4	6.8%	4,446	↑590	15.3%
5 - 11	7.8%	5,098	↓-282	-5.2%
12 - 17	6.7%	4,359	↓-135	-3.0%
18 - 24	8.2%	5,384	↑373	7.4%
25 - 34	14.5%	9,460	↑624	7.1%
35 - 49	22.7%	14,853	↑991	7.1%
50 - 59	12.4%	8,138	↑405	5.2%
60 - 69	9.4%	6,147	↑1,255	25.7%
70 - 84	9.5%	6,194	↑1,222	24.6%
85 +	2.1%	1,378	↑230	20.0%
Population	65,457	↑5,273	↑8.76%	
No. of Households	26,357	↑1,699	↑6.89%	

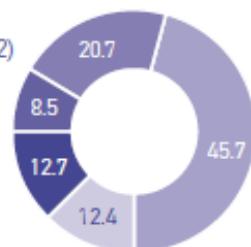
Country of Birth

13,262 born outside Australia



Education

- Bachelor or higher ↑ 45.1% (2,092)
- Diploma ↑ 34.7% (1,156)
- Vocational ↑ 17.4% (1,623)
- No qualification ↓ 0.4% (-88)
- Not stated ↓ 6.9% (-490)



Industry of employment



MANUFACTURING
16%



HEALTH CARE /
SOCIAL ASSISTANCE
11%



RETAIL TRADE
11%

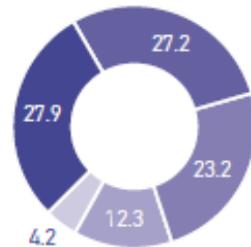


CONSTRUCTION
11%



Household

- Lone person ↑ 4.5% (314)
- Couples with children ↑ 6.6% (442)
- Couples without children ↑ 8.3% (467)
- One parent families ↑ 8.5% (254)
- Other [not classifiable] ↓ 3.3% (-38)



Household weekly income

\$1,249
49.0%
\$1,249 OR LESS

\$2,500
12.1%
\$2,500 OR MORE

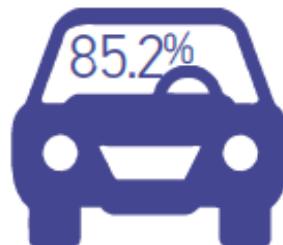
Household access to internet



RESIDENTS WITH ACCESS TO INTERNET

66.0% ARE BROADBAND CONNECTIONS

Household access to car

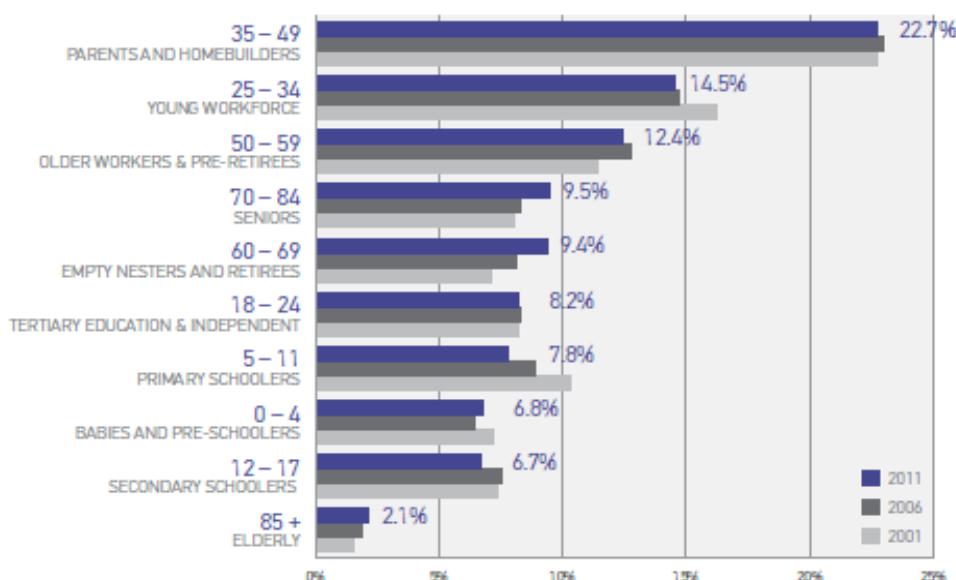


Demographics

Age

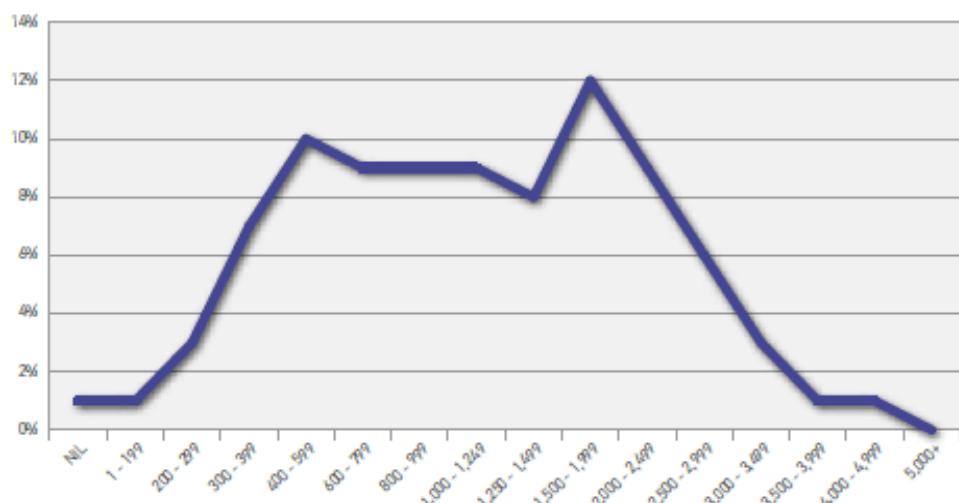
In the Patterson Lakes area, almost 22 per cent of the customer segment is made up of parents and homebuilders.

Since 2006, the greatest growth can be seen in people aged 60 to 69 (21 per cent) and young people (14 per cent).



Household weekly income

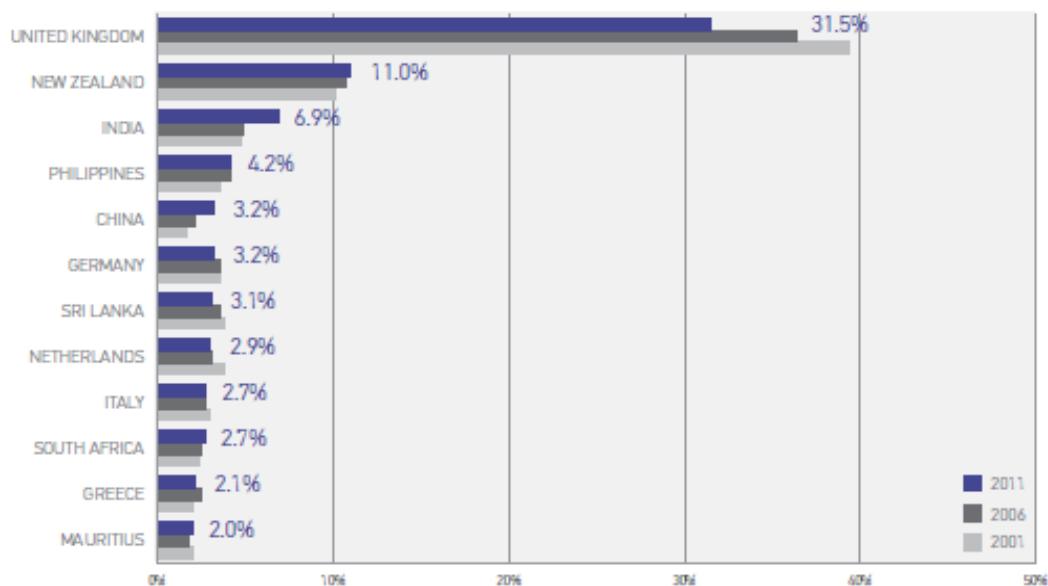
In 2011, more than 49 per cent of residents had a weekly income of less than \$1,249.



Country of birth

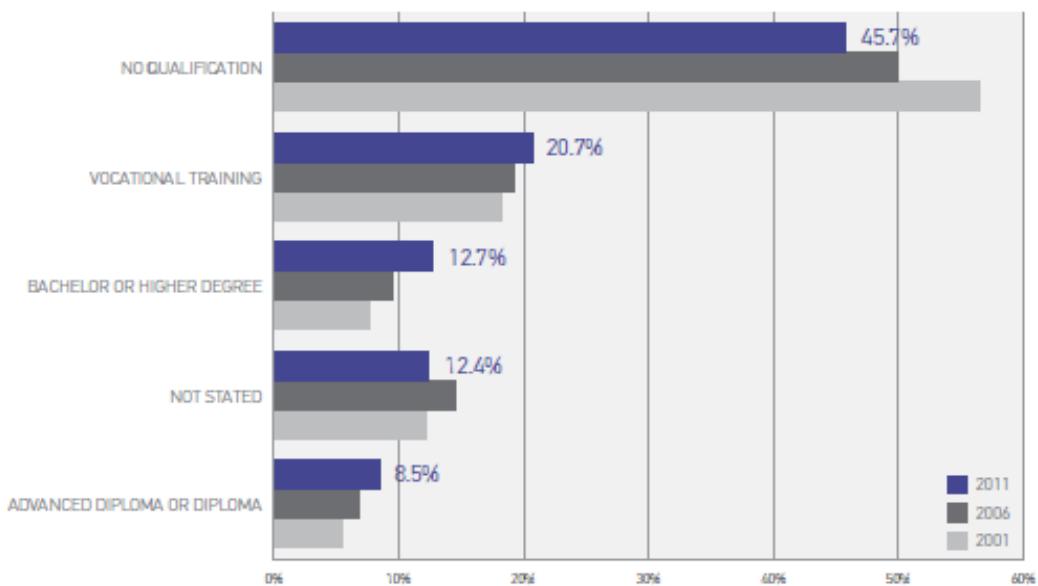
In the Chelsea area, of those residents born overseas, the most common place of birth was the United Kingdom followed by New Zealand.

Lately, we are seeing an increase in the number of people born in India and China living in the area.



Level of education

There has been a steady rise in the rates of residents obtaining tertiary qualifications in the local area.

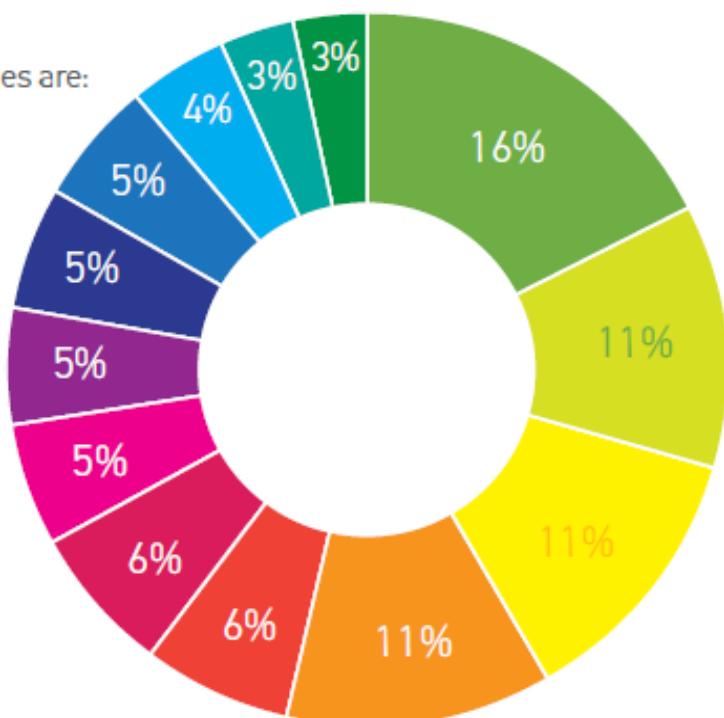


Demographics

Industry of Employment

In 2011, the four key employment industries are:

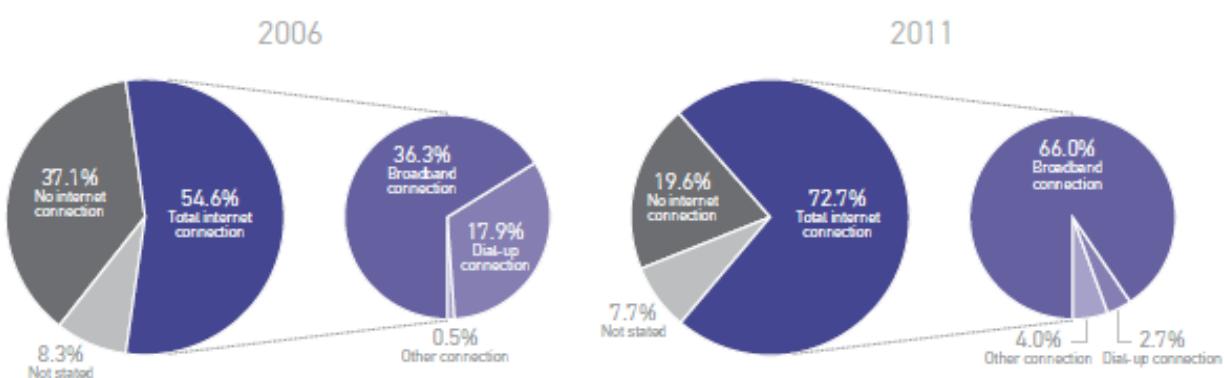
- Manufacturing (16 per cent)
- Retail trade (11 per cent)
- Healthcare and Social assistance (11 per cent)
- Construction (11 per cent)



Internet access

The majority of households now have access to the internet, with the majority (72 per cent) connected via broadband.

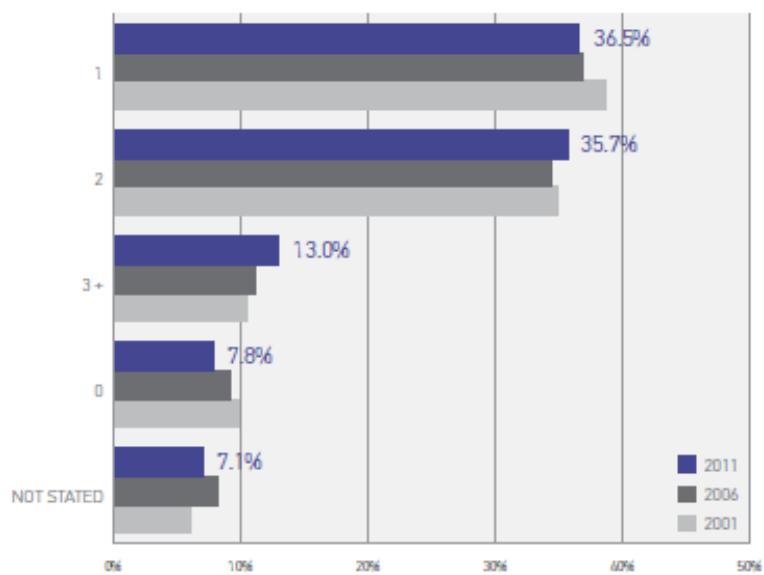
The number of people with no internet connected has nearly halved since 2006.



Motor vehicles

The majority of households have access to one or more cars.

Since 2006 there has been a 23 per cent increase of households with three or more cars.





City of
KINGSTON

Kingston Business

taking care of business in Kingston

1230 Nepean Highway,
Cheltenham, VIC 3192
PO Box 1000, Mentone, VIC 3194

1300 653 356

03 9581 4500

business@kingston.vic.gov.au

kingston.vic.gov.au