Devonport City Council

Retail Study

Ethos Urban

Prepared for Devonport City Council

5 August 2022

Authorship

Report stage	Author	Review	Date
Draft report	Ellis Davies Emma Keller	Nick Brisbane	29 June 2022
Final report			5 August 2022

Disclaimer

Every effort has been made to ensure the accuracy of the material and the integrity of the analysis presented in this report. However, Ethos Urban Pty Ltd accepts no liability for any actions taken on the basis of report contents.

Contact details

For further details please contact Ethos Urban Pty Ltd at one of our offices:

Ethos Urban Pty Ltd	ABN 13 615 087 931	
Level 8, 30 Collins Street Melbourne VIC 3000	173 Sussex Street Sydney NSW 2000	Level 4, 215 Adelaide Street Brisbane QLD 4000
(03) 9419 7226	(02) 9956 6962	(07) 3852 1822

www.ethosurban.com

Our Reference: 3220091

Contents

Executive Summary

Retail Study Context

1 A comprehensive Retail Study was undertaken for Council in 2008, which explored the importance of retailing as an economic activity in Devonport and investigated where future retail facilities should be provided. Since 2008 Devonport has experienced strong population growth, which has driven new commercial and retail development in the area.

2 Ethos Urban has been commissioned to undertake a new Retail Study to assist Devonport City Council in gaining an understanding of the current retail landscape of Devonport, and to identify the most appropriate future retail development opportunities to serve the needs of the growing community.

3 A current Retail Study will assist Council in guiding and encouraging appropriate retail development throughout Devonport to ensure the retail sector can meet the needs of local residents as well as visitors to the area.

Economic and Policy Overview

4 The agriculture, forestry and fishing (14.4%), health care and social assistance (11.9%) and construction (9.3%) industries were the main contributors to the Devonport Region's Gross Regional Product in 2021. The 'Devonport Region' is defined as the combination of the municipalities of Devonport, Kentish, Central Coast and Latrobe.

5 ABS Census data shows that the major economic sectors in which Devonport residents are employed are health care and social assistance (14.9%), retail trade (13.1%) and manufacturing (10.0%).

6 Devonport's tourism sector plays a key role in the local and regional economy for Tasmania. Hosting the Spirit of Tasmania ferry, Devonport is a popular gateway to north-west Tasmania and beyond, including major tourism attractions such as Cradle Mountain. In 2019, with this year being a pre-COVID business-as-usual benchmark, Devonport attracted a total of approximately 184,000 domestic overnight visitors and 343,430 day trips to the region. There were a further 15,280 international visitors spending a total of 319,000 nights in the area.

7 A number of macro trends are currently influencing the land use composition and viability of retail facilities, including shifts in demographics, changing consumer preferences, the growth of online and impacts from the COVID-19 pandemic.

8 Devonport's LIVING CITY is the largest urban renewal project undertaken in regional Tasmania and is transforming Devonport by creating a cultural heart, opening the city up to the waterfront, and further establishing the city as a key destination for business activity and visitors. Northern areas of the CBD, being the new retail precinct, civic precinct and waterfront, are seeing the greatest change from LIVING CITY, with ongoing development occurring in this area. This includes the new multi-purpose civic building, the Paranaple Centre, which hosts a library, customer service centre, council offices, and a conference centre, as well as construction of the waterfront precinct.

Retail Catchment Analysis

9 A retail catchment has been defined which includes the municipalities of Devonport, Latrobe, Kentish and Central Coast. The combination of these areas is referred to as the Devonport Retail Catchment.

10 In mid-2021, the population of Devonport Retail Catchment is estimated at 69,700 persons including 26,900 residents in the City of Devonport. Future growth in the Devonport Retail Catchment is projected to result in the population reaching 76,900 residents by 2036 including 28,800 persons in the City of Devonport.

11 The total retail spending capacity of the Devonport Retail Catchment population is estimated at $939 million in 2021, including $431 million of FLG spending. Retail spending is projected to increase strongly over the forecast period to reach $1.18 billion at 2036, including $544 million of FLG spending.

Consultation

12 High-level consultation with key stakeholders, as identified by the City of Devonport, found that the Devonport CBD is generally considered an effective hub for retail activity, though the built form, quality of some shops, level of on-grade carparking and promotion activity could be improved. In the future, stakeholders discussed the need for additional retail facilities to serve the growing community, particularly additional large format retail uses and neighbourhood centres outside of the CBD.

Hierarchy of Retail Centres

13 In total there is an estimated 84,840 sq.m of occupied retail floorspace across the various centres in Devonport. Close to half is provided within, or near, the Devonport CBD, while the other largest centres in terms of retail floorspace are Devonport Homemaker Centre, Don Road and Fourways.

14 According to retail survey there was a total of 3,480 sq.m of vacant shopfront floorspace which would be suitable for retail uses. This reflects a vacancy rate of 3.9%, which is considered low and healthy for a regional city. However, some centres have vacancy rates over 10.0%, including Devonport East Village, Fourways and Forbes Street, which should be closely monitored to ensure the level of vacancy does not increase further.

15 Since 2008, the amount of retail floorspace in Devonport has increased by an estimated 22,200 sq.m. Some of the most notable changes include the development of the Devonport Homemaker Centre and additional retail uses on the fringe of the CBD including Hill Street Grocer and some new large format retail outlets.

Retail Turnover and Demand Analysis

16 Total turnover at all retail facilities in the City of Devonport is estimated at $504.5 million, including an estimated $295.8 million in retail turnover at shops located in the Devonport CBD and surrounds.

17 Retail outlets in the City of Devonport generate approximately $295.4 million of retail turnover which can be attributed to residents in the municipality, representing approximately 59% of total retail sales in Devonport. The balance, or 41% of retail turnover in Devonport, is estimated to be derived from spending by non-residents.

18 As at 2021 escape spending by Devonport residents is estimated at $60 million. In order words, $60 million of retail expenditure of residents in Devonport is expected to be directed to retail facilities located outside Devonport. This represents approximately 17% of the total available retail spending by residents of Devonport. This estimated level of escape spending is considered to be in line with expectations of a dynamic retail sector, with the current provision of retail facilities able to largely meet the needs of the local community.

19 An analysis of retail floorspace demand indicates that there is a current shortfall of retail floorspace in the order of 10,000 sq.m in Devonport. This indicates that the scale of retail

floorspace in Devonport broadly meets the needs of customers, though there is potential for some additional retail floorspace to be supported.

20 An analysis of future retail floorspace need created by population growth finds that there is the potential need for a further approximately 24,000 sq.m of retail floorspace in Devonport at 2036 to effectively serve the needs of residents and visitors. This includes the current retail floorspace demand as well as demand which will be generated in the period to 2036, assuming no retail facilities are developed over the forecast period.

21 There is considered to be an opportunity for a new full-line supermarket, additional food & beverage outlets, some non-food/convenience retail shops and more large format retail stores to serve the needs of the local community and visitors.

National Retailer Gap Analysis

22 An analysis of key national retailers, their presence or otherwise in Devonport, and their presence or otherwise in regional cities of a similar scale to Devonport has been completed, resulting in a broad guide of the types of retailers that could potentially be supported in Devonport.

Strategic Direction for Devonport Retailing

23 Devonport is an important regional centre serving a large rural and semi-rural hinterland, with the retail sector performing an important role in ensuring that Devonport acts as the retail and business hub serving north-western Tasmania.

24 Retailing provides vital economic activity which contributes to jobs and incomes, and has an important social role in the delivery of goods and services. It also contributes to the built environment and can provide an important sense of place for the community.

25 Key recommendations to assist Council in guiding retail development in Devonport include:

- Continue to support the primacy of the Devonport CBD.
- Better define a retail centre hierarchy for Devonport.
- Support appropriate retail development.
- Promote development which consolidates activity in established centres and reduces fragmentation.
- Support the ongoing operation and evolution of all activity centres in Devonport.
- Assess major retail development applications against appropriate criteria, including for developments outside established centres.

1 Retail Study Context

Background

Devonport is a regional city located on the northern coast of Tasmania. The Devonport municipality had a residential population of approximately 26,000 in 2021. Being the third largest urban centre in Tasmania, Devonport serves a relatively broad region that includes surrounding towns such as Port Sorell, Penguin and Sheffield. The city provides a broad range of retail, commercial, community, entertainment and leisure facilities, and acts as the business hub for north-west Tasmania.

A comprehensive Retail Study was undertaken for Council in 2008, which explored the importance of retailing as an economic activity in Devonport and investigated where future retail facilities should be provided. The 2008 Retail Study provided a number of strategic directions for retailing in Devonport and was well received by Council at the time. It was completed by Essential Economics (now trading as Ethos Urban).

Since 2008 Devonport has experienced strong population growth, which has driven new commercial and retail development in the area. In particular, in 2013 Devonport City Council unveiled LIVING CITY, which is the largest urban renewal project in regional Tasmania. LIVING CITY is transforming Devonport through the creation of new retail, business and waterfront precincts, with a focus on tourism, arts, food and services.

Ethos Urban has been commissioned to undertake a new Retail Study to assist Devonport City Council in gaining an understanding of the current retail landscape of Devonport, and to identify the most appropriate future retail development opportunities to serve the needs of the growing community.

Need for Updated Retail Study

There are numerous reasons why it is important for the City of Devonport to have an up-to-date Retail Study, some of which are as follows:

- Retailing is a major industry in the Devonport economy which employs a large number of people directly and also creates employment in a wide range of supporting industries.
- Retail meets the needs of the community in relation to the provision of the goods and services essential to the function of a modern society, from basic supplies such as bread and milk, through to more discretionary needs such as fashion and electronic equipment.
- Retail plays an important role in influencing the way people use cities and towns. A high quality and well-functioning built environment – including retail shops – contributes significantly to quality of life, community pride and a range of other benefits to the community and business sectors.
- Retail facilities are used extensively by tourists and other visitors, and perceptions of Devonport are to a large degree affected by the relative attractiveness and vibrancy of its shopping facilities.

A current Retail Study will assist Council in guiding and encouraging appropriate retail development throughout Devonport to ensure the retail sector can meet the needs of local residents as well as visitors to the area.

Objectives

The key objective of this updated Retail Study is to examine the current retail landscape of Devonport and assess how effectively the existing facilities are meeting the needs of customers. It needs to examine the latest retail industry trends and build on the previous study to provide new insights and recommendations based on the latest data and market trends.

Approach

The approach taken to meet the study objectives consists of the following key tasks:

- Review the previous 2008 Retail Strategy and all other relevant literature.
- Update of the key economic data for the Devonport municipality.
- Outline the key trends in the retail sector.
- Undertake an audit of all existing retail facilities in Devonport and investigate all proposed retail developments.
- Undertake high-level consultation with key stakeholders as identified by Council.
- Define a Retail Catchment as an appropriate area for analysing key metrics.
- Analyse the current and forecast population levels, the socio-demographic profile and spending trends in the Retail Catchment.
- Prepare retail economic analysis for the Retail Catchment including analysis of retail floorspace demand compared with current retail provision, escape spending, and future retail development potential.
- Undertake a retail gap analysis to identify retailers that typically have a presence in other similar sized regional cities but are not located in Devonport.
- Provide a number of strategic directions to assist Council in guiding future retail development in Devonport.

Report Structure

This report contains the following chapters:

Chapter 1: Retail Study Context

Chapter 2: Economic and Policy Overview

Chapter 3: Retail Catchment Analysis

Chapter 4: Consultation

Chapter 5: Hierarchy of Retail Centres

Chapter 6: Retail Turnover and Demand Analysis

Chapter 7: National Retailer Gap Analysis

Chapter 8: Strategic Direction for Devonport Retailing

Chapter 9: Conclusion

Appendix

2 Economic and Policy Overview

This Chapter provides an overview of key economic data as well as discusses the planning scheme and other relevant polices.

2.1 Regional Economic Overview

In this Chapter the 'Devonport Region' is defined as the combination of the municipalities of Devonport, Kentish, Central Coast and Latrobe. This region corresponds to the Devonport Retail Catchment as discussed later in this study and as shown in Figure 3.1.

Gross Regional Product (GRP) is a useful indicator to measure the value of economic activity in an area. In 2021, the total amount of GRP generated in the City of Devonport is estimated at $1.79 billion. This represents over half of the GRP generated across the Devonport Region ($3.54 billion), as shown in Table 2.1. Overall, the Devonport Region contributed 10.2% of Tasmania's Gross State Product (GSP) in 2021.

The agriculture, forestry and fishing (14.4%), health care and social assistance (11.9%) and construction (9.3%) industries were the main contributors to the Devonport Region's Gross Regional Product in 2021. These were followed by the manufacturing (7.9%) and transport, postal and warehousing (5.4%) industries. Tables 2.1 and 2.2 show a summary of the share of economic activity generated for each municipality in the Devonport Region relative to the Tasmanian GSP figure.

Table 2.1: Gross Regional Product, Devonport Region and Tasmania, 2020/21

GRP current prices ($m)	Devonport	Kentish	Central Coast	Latrobe	Devonport Region	Tasmania
Agriculture, Forestry and Fishing	120	80	160	150	510	3,470
Mining	10	10	0	20	40	1,410
Manufacturing	120	30	60	70	280	1,890
Electricity, Gas, Water and Waste Services	70	10	20	0	100	990
Construction	180	20	90	40	330	2,310
Wholesale Trade	60	0	30	20	110	950
Retail Trade	100	10	40	20	170	1,590
Accommodation and Food Services	30	10	20	10	70	720
Transport, Postal and Warehousing	130	10	20	30	190	1,390
Information Media and Telecommunications	40	0	10	0	50	1,080
Financial and Insurance Services	70	0	10	0	80	1,660
Rental, Hiring and Real Estate Services	30	0	10	10	50	540
Professional, Scientific and Technical Services	40	0	20	10	70	1,070
Administrative and Support Services	30	0	10	10	50	570
Public Administration and Safety	70	0	30	20	120	2,270
Education and Training	90	10	40	30	170	2,020
Health Care and Social Assistance	180	10	120	110	420	4,530
Arts and Recreation Services	10	0	10	0	20	320
Other Services	40	0	20	10	70	540
Gross Regional Product	**1,790**	**230**	**870**	**650**	**3,540**	**34,850**

Source: Ethos Urban; ABS Australian National Accounts

Table 2.2: Gross Regional Product, Devonport Region (%)

GRP current prices ($m)	Devonport	Kentish	Central Coast	Latrobe	Devonport Region	Tasmania
Agriculture, Forestry and Fishing	6.7%	34.8%	18.4%	23.1%	14.4%	10.0%
Mining	0.6%	4.3%	0.0%	3.1%	1.1%	4.0%
Manufacturing	6.7%	13.0%	6.9%	10.8%	7.9%	5.4%
Electricity, Gas, Water and Waste Services	3.9%	4.3%	2.3%	0.0%	2.8%	2.8%
Construction	10.1%	8.7%	10.3%	6.2%	9.3%	6.6%
Wholesale Trade	3.4%	0.0%	3.4%	3.1%	3.1%	2.7%
Retail Trade	5.6%	4.3%	4.6%	3.1%	4.8%	4.6%
Accommodation and Food Services	1.7%	4.3%	2.3%	1.5%	2.0%	2.1%
Transport, Postal and Warehousing	7.3%	4.3%	2.3%	4.6%	5.4%	4.0%
Information Media and Telecommunications	2.2%	0.0%	1.1%	0.0%	1.4%	3.1%
Financial and Insurance Services	3.9%	0.0%	1.1%	0.0%	2.3%	4.8%
Rental, Hiring and Real Estate Services	1.7%	0.0%	1.1%	1.5%	1.4%	1.5%
Professional, Scientific and Technical Services	2.2%	0.0%	2.3%	1.5%	2.0%	3.1%
Administrative and Support Services	1.7%	0.0%	1.1%	1.5%	1.4%	1.6%
Public Administration and Safety	3.9%	0.0%	3.4%	3.1%	3.4%	6.5%
Education and Training	5.0%	4.3%	4.6%	4.6%	4.8%	5.8%
Health Care and Social Assistance	10.1%	4.3%	13.8%	16.9%	11.9%	13.0%
Arts and Recreation Services	0.6%	0.0%	1.1%	0.0%	0.6%	0.9%
Other Services	2.2%	0.0%	2.3%	1.5%	2.0%	1.5%
Gross Regional Product	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: Ethos Urban; ABS Australian National Accounts

2.2 Labour Market Overview

This section assesses key labour market indicators such as labour force, unemployment and industry of employment. For these indicators, the City of Devonport is benchmarked against other municipalities in the Devonport Region and State-wide averages.

Labour Force

The labour force is defined to include residents aged 15 to 64 years who are in paid employment (employed persons), and those actively seeking work (unemployed persons). Labour force data for the Devonport Region LGAs have been collected from the National Skills Commission which produces quarterly Small Area Labour Markets (SALM) estimates.

Over the last 10 years, the Devonport Region labour force expanded from 29,340 persons in 2011 to 30,430 persons in 2021, representing total growth of +1,090 persons at a rate of +0.4% per annum, as shown in Table 2.3. The Latrobe municipality has been a key driver of employment growth in this region since 2011, contributing 78.9% of the total growth in the region, growing at +1.7% per annum.

In contrast, the City of Devonport's labour force grew by an estimated +20 persons between 2011 and 2021, after declines between 2016 and 2021. Kentish and Central Coast also experienced declines throughout the same period, although also remain higher than 2011 levels.

Table 2.3: Total Labour Force, 2011 to 2021

Year ending Dec	2011	2016	2020	2021	Change (2011 to 2021)	Annual Average Growth (%)
Devonport	11,490	11,830	11,360	11,510	+20	+0.0%
Latrobe	4,810	5,460	5,600	5,670	+860	+1.7%
Kentish	2,820	3,000	2,860	2,900	+80	+0.3%
Central Coast	10,220	10,700	10,220	10,350	+130	+0.1%
Devonport Region	**29,340**	**30,990**	**30,040**	**30,430**	**+1,090**	**+0.4%**
Tasmania	257,300	258,420	275,600	273,960	+16,660	+0.6%

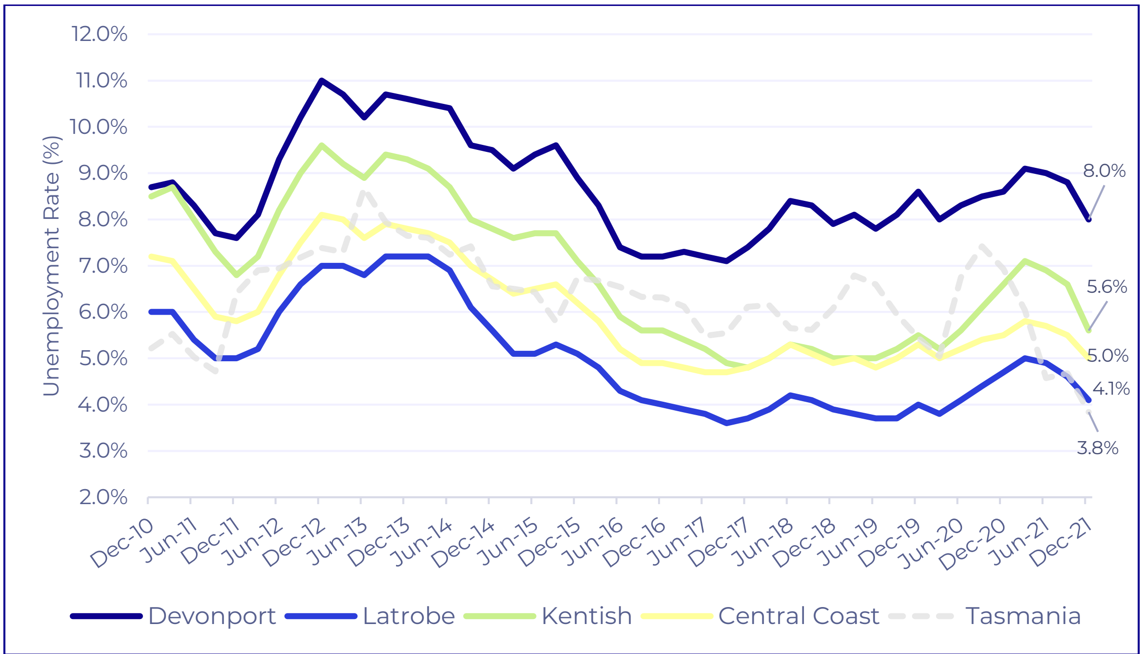
Source: SALM; ABS Labour Force; Ethos Urban

Unemployment Rate

The unemployment rate in the City of Devonport has declined from a peak of 11.0% in December 2012 to 8.0% in December 2021; however, it remains higher than the remaining Devonport Region municipalities and Tasmania.

Figure 2.1 displays how the Devonport Region municipalities have continued a similar trend over the past ten years while the unemployment rate for Tasmania differs. In December 2021, Latrobe had the lowest unemployment rate after supporting the largest increases to its labour force compared to the other municipalities, while Central Coast (5.0%) and Kentish (5.6%) unemployment rates remain higher.

Figure 2.1: Unemployment Rate, 2011 to 2021



Source: SALM; ABS Labour Force; Ethos Urban

Industry of Employment – Labour Force

ABS Census data for 2016 (the latest data available with employment data from the 2021 Census to be released in October 2022) shows that the major economic sectors in which Devonport residents are employed are health care and social assistance (14.9%), retail trade (13.1%) and manufacturing (10.0%). Other sectors that provide notable employment opportunities for Devonport's residents are education and training (8.7%), construction (8.4%) and transport, postal and warehousing (7.4%). These figures relate to employment by Devonport residents in any location including the surrounding municipalities.

When compared with Tasmanian averages, Devonport residents are employed in greater proportions in the manufacturing; transport, postal and warehousing; and mining industries, and are employed less in information media and telecommunications; public administration and safety; and arts and recreation services. This data is outlined in Table 2.4.

Table 2.4: Labour Force Devonport and Tasmania

Category	City of Devonport		Tasmania	
	No.	% Share	No.	% Share
Primary Sector				
Agriculture, Forestry and Fishing	470	5.3%	11,380	5.7%
Mining	140	1.6%	2,220	1.1%
Sub-Total	**610**	**6.9%**	**13,600**	**6.8%**
Secondary Sector				
Construction	740	8.4%	16,440	8.2%
Manufacturing	890	10.0%	14,860	7.4%
Sub-Total	**1,630**	**18.4%**	**31,300**	**15.6%**
Tertiary Sector				
Producer Services				
Electricity, Gas, Water and Waste Services	120	1.4%	3,510	1.7%
Financial and Insurance Services	140	1.6%	4,540	2.3%
Information Media and Telecommunications	70	0.8%	2,930	1.5%
Rental, Hiring and Real Estate Services	140	1.6%	2,680	1.3%
Transport, Postal and Warehousing	660	7.4%	9,150	4.6%
Wholesale Trade	270	3.0%	4,840	2.4%
Sub-Total	**1,400**	**15.8%**	**27,650**	**13.8%**
Consumer Services				
Accommodation and Food Services	740	8.4%	16,540	8.2%
Administrative and Support Services	310	3.5%	6,400	3.2%
Arts and Recreation Services	120	1.4%	4,020	2.0%
Education and Training	770	8.7%	20,100	10.0%
Health Care and Social Assistance	1,320	14.9%	30,680	15.3%
Professional, Scientific and Technical Services	350	4.0%	10,210	5.1%
Public Administration and Safety	450	5.1%	16,960	8.4%
Retail Trade	1,160	13.1%	23,600	11.7%
Sub-Total	**5,220**	**58.9%**	**128,510**	**63.9%**
Sub-Total Tertiary Sector	**6,620**	**74.7%**	**156,160**	**77.7%**
Total	**8,860**	**100.0%**	**201,060**	**100.0%**

Source: ABS; Ethos Urban

Tourism

Devonport's tourism sector plays a key role in the local and regional economy for Tasmania. Hosting the Spirit of Tasmania ferry, Devonport is a popular gateway to north-west Tasmania and beyond, including major tourism attractions such as Cradle Mountain.

Detailed tourism data for the Devonport SA2 is sourced from Tourism Research Australia and summarised in Table 2.5. In 2019, with this year being a pre-COVID business-as-usual benchmark, Devonport attracted a total of approximately 184,000 domestic overnight visitors and 343,430 day trips to the region. There were a further 15,280 international visitors spending a total of 319,000 nights in the area.

With international borders closed and severe lockdowns in Victoria, tourism visitation in Devonport took a significant hit in 2020 and 2021, although it is expected tourism will see a return to pre-COVID levels with the continued lessening of COVID restrictions.

Table 2.5: Visitors to Devonport SA2, 2016 to 2021 (year ending December)

Devonport SA2	2016	2017	2018	2019	2020	2021
Domestic						
Daytrips	410,210	337,400	351,220	343,430	306,470	306,910
Overnight	206,050	163,670	181,880	184,000	85,220	100,780
Total Domestic Visitors	**616,260**	**501,070**	**533,100**	**527,430**	**391,690**	**407,690**
Domestic Visitor Nights	676,260	565,190	385,950	507,880	209,870	286,810
International						
International Visitors	14,700	11,290	15,720	15,280	3,560	-
International Visitor Nights	151,310	199,030	232,310	319,010	29,730	-

Note: data for 2020 and 2021 were impacted by travel restrictions due to the COVID-19 pandemic.

Source: Tourism Research Australia; Ethos Urban

2.3 Property Trends

Residential property price and sales trends have been analysed for the City of Devonport using data from Pricefinder.

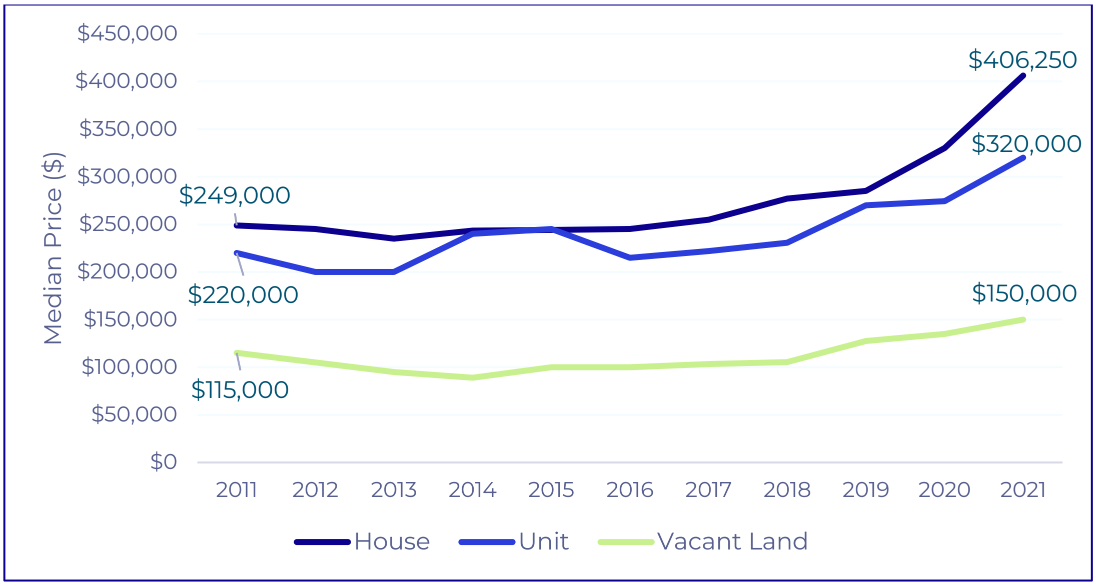
Median house prices experienced relatively flat growth between the years 2011 and 2019, growing at an average annual rate of 1.7% from $249,000 to $285,000 (refer Figure 2.2). Since 2019, the City of Devonport has experienced renewed interest and growth in the residential market, growing at an annual average rate of 19.4% to $406,250 in 2021. Consistent with median house prices, the City of Devonport has experienced a strong uplift in the number of house sales, with sales in 2020 and 2021, averaging 100 more sales than the historic average over the last ten years (refer Figure 2.3).

Similarly, median prices for units and vacant land have followed comparable patterns to median house prices, albeit to a lesser extent. In 2021, the median unit price in the City of Devonport was $320,000 having increased from $220,000, while sales have averaged 100 units per annum over the last 10 years.

Growth in vacant land has been more subdued relative to housing and units. Historic vacant land growth has averaged 2.7% between 2011 and 2021, although since 2019 has accelerated to 8.5% per annum reaching a current median price of $150,000.

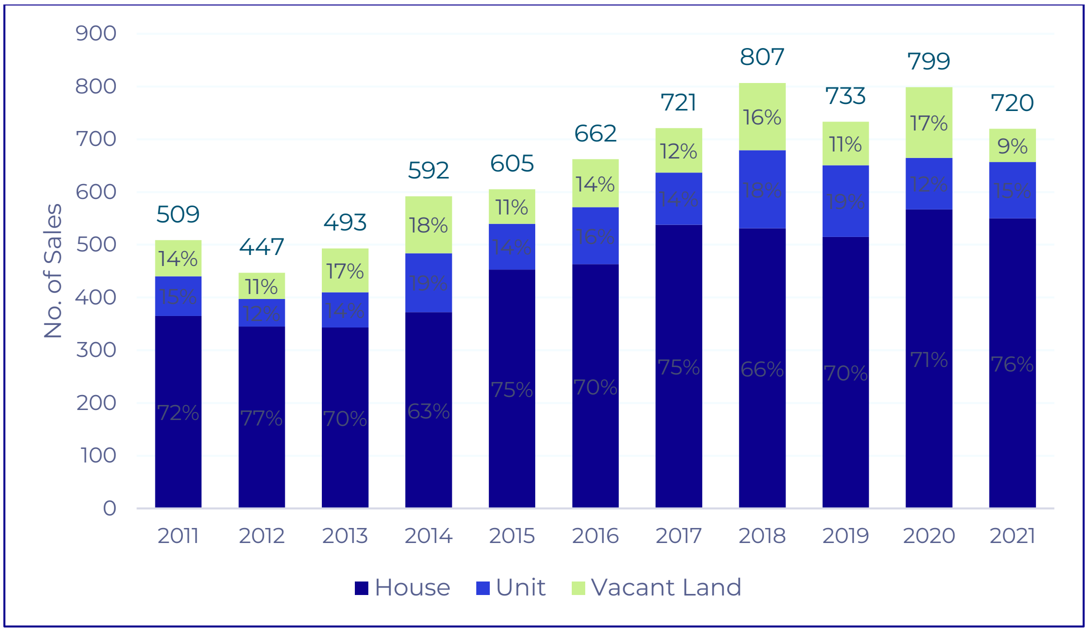
The demand for housing in Devonport has resulted in a significant shortage of rental stock. Residential vacancy rates in the postcode of 7310 have averaged around 0.2% since August 2020 and was 0.2% in April 2022 (refer Figure 2.4). The Postcode of 7310 covers a range of suburbs including Devonport, East Devonport, Aberdeen, Forth, Spreyton, Wilmot and Moina.

Figure 2.2: Median Property Prices, City of Devonport (year ending December)



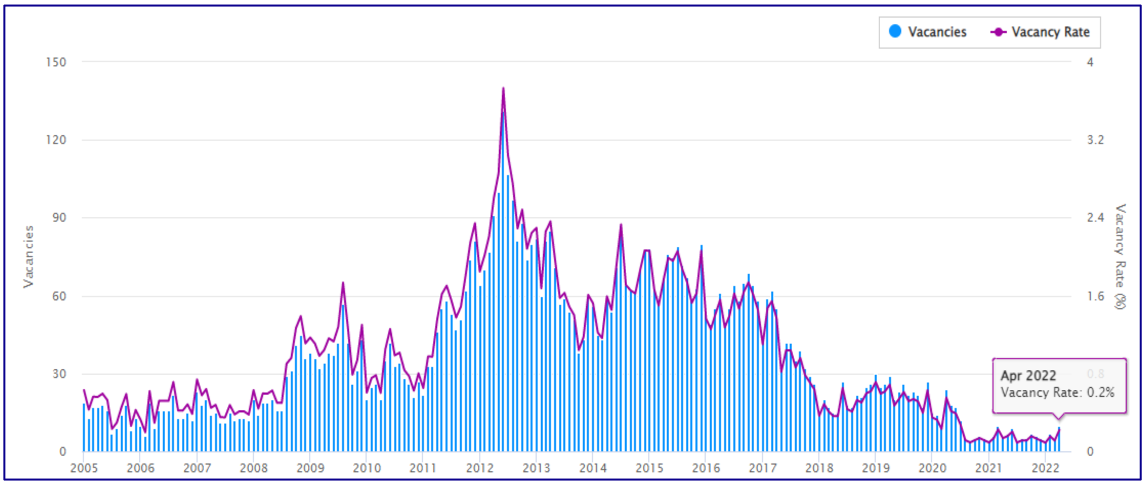
Source: Pricefinder; Ethos Urban

Figure 2.3: Number of Property Sales, City of Devonport (year ending December)



Source: Pricefinder; Ethos Urban

Figure 2.4: Residential Vacancy Rates, Suburb of Devonport



Source: SQM Rearch; Ethos Urban

2.4 Retail Sector Trends

Current macro trends influencing the land use composition and viability of retail facilities are summarised as follows:

Demographic Shifts

Demographic changes remain a factor that influences the shopping behaviour of Australian consumers and the function of retail shops and activity centres. In particular:

- **An aging population** is driving demand for certain uses (i.e. health and medical).
- **Millennials (or Generation Y – people born between 1982 and 1994)** are a key target for incumbent retail brands and new innovative formats, and a driver of online and digital retailing trends.
- **Increased labour force participation** is driving increased demand for convenience shopping, extended shopping hours, and accessible mixed-use centres.
- **Reduced household size (persons per household)** is resulting in centres having a dual role as a place for social interaction and for the purchase of goods and services.
- **Historically high levels of household debt** have increased sensitivity to interest rate movements with implications for discretionary spending levels.
- **An increasingly diverse ethnic base** is contributing to a wider diversity of consumer tastes.

A Challenging Retail Environment

Prior to COVID-19, rapid growth in online shopping channels (for example Amazon) combined with limited growth in discretionary spending was eroding the performance of traditional bricks and mortar retail, particularly for non-food outlets. As a result, a range of established global and national retailer brands collapsed, entered receivership/administration or significantly reduce in size, including:

- Seafolly – entered voluntary administration in June 2020
- Jeans West – entered voluntary administration

- Bose – announced they would shut all retail stores in Australia and focus on sales online
- EB Games – closed 19 stores in January 2020
- Bardot – entered voluntary administration in November 2019
- Harris Scarfe – entered receivership in December 2019
- Ed Harry – entered voluntary administration in January 2019

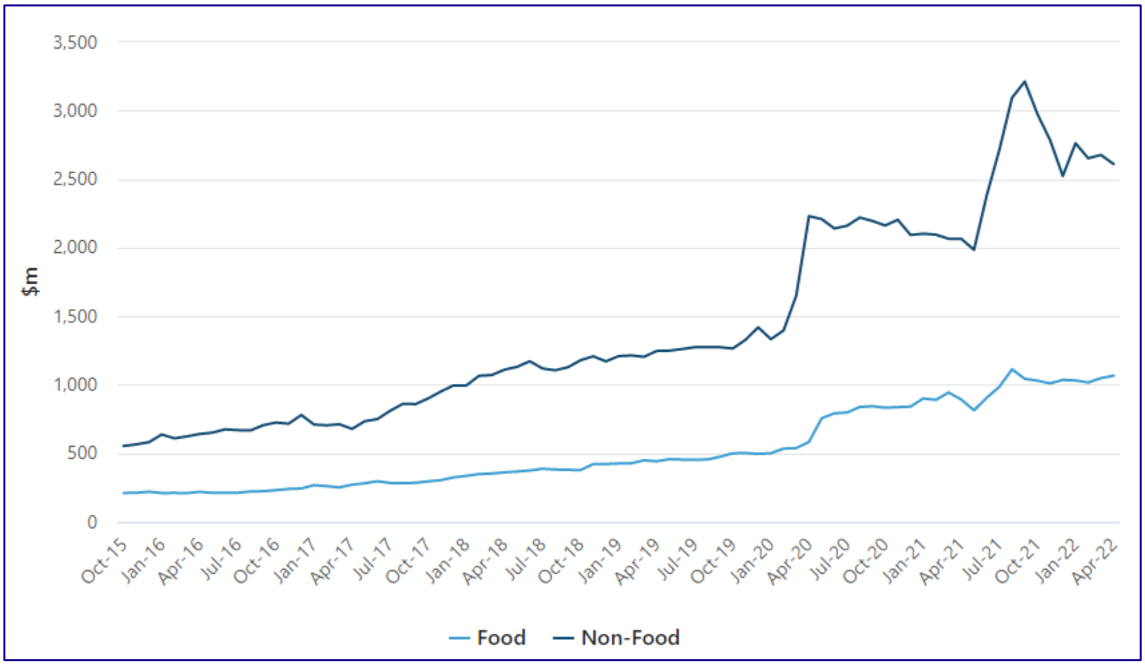
This has led to changes in the retail sector including the need to re-evaluate leasing strategies, and a re-mixing of some activity centres away from their traditional strengths. For example, the share of apparel stores has declined in many centres due to competition from online retailers.

COVID-19 Accelerates Use of Online Platforms

Pre COVID-19, the increasing use of online platforms meant many retailers were investing heavily in their online presence and transitioning their businesses to an 'omni channel' offering, with online platforms and bricks and mortar stores operated in a complementary manner. A common example of this is the so-called 'click and collect' capabilities now implemented by many retailers including major supermarkets.

COVID-19 supercharged the take-up of online retailing. Due to working from home and social distancing, people had a direct incentive to increase online spending. As a result, the share of online retail turnover (seasonally adjusted) in Australia reached a high of 15.3% in September 2021, before dropping to 10.0% as at April 2022. This is still substantially higher than the pre COVID-19 level of 6.3% as at January 2020. Figure 2.5 details the total online food and non-food retail sales as measured by the ABS.

Figure 2.5: Food and Non-Food Online Sales (Seasonally Adjusted)



Source: ABS Retail Trade (April 2022 release)

The rapid change in consumer behaviour generated by COVID-19 has also delivered flow-on effects including:

- **'Omni channel' retailing now expected**. Consumers are expecting that their favourite brands provide omni channel options and are prepared to move away from those that do not.
- **Retailers and Activity Centres are focusing on the 'experience'.** The convenience afforded by online platforms means that activity centres cannot rely on drawing patronage on a purely transactional basis. Now, the success of activity centres is increasingly tied to the ability to deliver a positive customer experience relating to:
    - **Store experience** – the quality of the store fit-out, customer amenity and standard of service; and
    - **Place experience** – the attractiveness of the overall centre environment. Key trends include:
        a **The emergence of blended use development** whereby different uses (retail, commercial office, health/medical, gyms etc) are supported in the same building

        b **Establishment of complementary non-retail uses** such as medical centres, gyms, and co-working space for multi-function activity centres

        c **Supporting entertainment uses in larger centres** to drive after-hours activity such as bars, restaurants, cinemas, bowling alleys etc.

        d **Renewed focus on the importance of marketing** and particularly 'place branding' initiatives that promote the point of difference of a place or centre to attract new customers.

2.5 Devonport Strategic Plan 2009-2030

The Devonport Strategic Plan 2009-2030 was developed in conjunction with Council, the community, and key stakeholders, and outlines how Council plans to achieve its vision for Devonport, with this vision being to become "*a thriving and welcoming regional City living lightly by river and sea*".

Goal 2 under the plan recognises the goal to build a unique city, including to facilitate appropriate property use and development, and to promote the development of the CBD in line with the principles of the LIVING CITY Principles Plan.

Goal 3 in the plan intends to grow a vibrant economy for Devonport, including recognising Devonport as the business, service, and retail centre for north-west Tasmania.

2.6 Devonport LIVING CITY Masterplan

Devonport's LIVING CITY is the largest urban renewal project undertaken in regional Tasmania and is transforming Devonport by creating a cultural heart, opening the city up to the waterfront, and further establishing the city as a key destination for business activity and visitors.

The LIVING CITY Masterplan was developed in 2014 to support this vision. The Masterplan recognises a number of precincts in the CBD, including a new retail precinct, civic precinct, waterfront, Rooke Street Mall, and business and professional precinct.

Northern areas of the CBD, being the new retail precinct, civic precinct and waterfront, are seeing the greatest change from LIVING CITY, with ongoing development occurring in this area. This includes the new multi-purpose civic building, the Paranaple Centre, which hosts a library, customer service centre, council offices, and a conference centre, as well as construction of the waterfront precinct.

At completion, the LIVING CITY project will create a high-quality live-work-play environment. It will result in a connected CBD, with links to the Mersey River and across existing retail and businesses, and will enable the CBD. to capture a greater number of tourist dollars. The aim is for Devonport to become a key destination and a regional centre for north-west Tasmania.

2.7 Tasmanian Planning Scheme

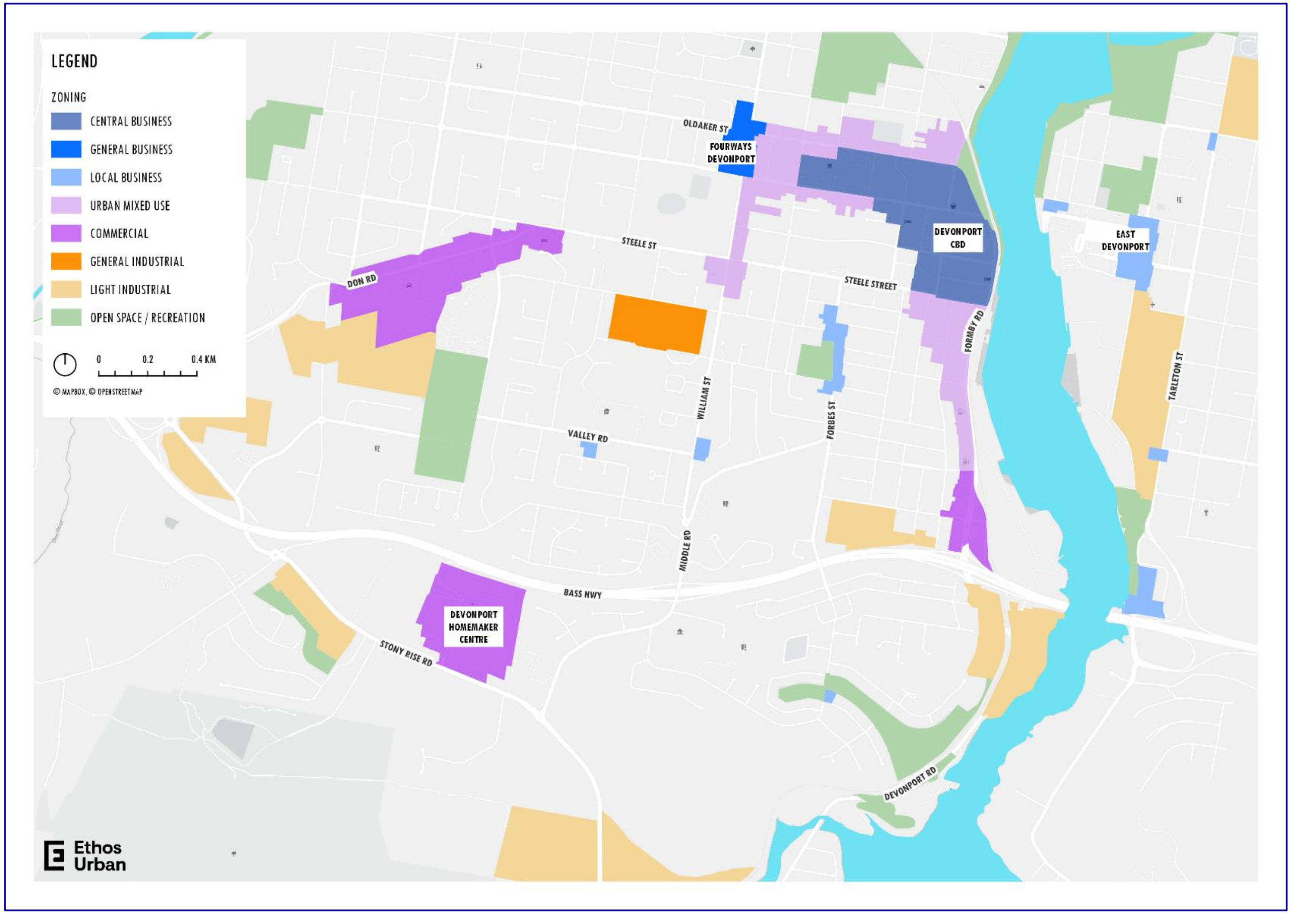
The Tasmanian Planning Scheme controls use and development of land throughout Tasmania, including in the Devonport municipality, through the application of zones, codes and various provisions. The key zones supporting the development of retail uses are as follows:

- **Central Business:** applies to primary centres throughout Tasmania, including the Devonport CBD. This zone allows for the concentration of higher order business, retail, administrative, professional, community, and entertainment functions.
- **General Business:** supports business, retail, administrative, professional, community, and entertainment functions for the main suburban and rural centres in Tasmania, including William Street (Fourways) in Devonport.
- **Local Business:** applies to centres supporting local areas, including Forbes Street in Devonport and East Devonport Village.
- **Urban Mixed Use:** provides for a mix of uses in urban locations, including residential, retail, community services, and commercial activities. In Devonport this zone applies particularly to areas to the north-west and south of the CBD.
- **Commercial:** supports retailing, service industries, storage and warehousing requiring large floor and outdoor areas, and high levels of vehicle access and parking. This zone applies to Don Road and the Homemaker Centre in Devonport.

There are also some lower order retail locations throughout Devonport's residential zones, providing very basic convenience retail to their immediate populations.

The zoning for the wider Devonport area is shown in Figure 2.6.

Figure 2.6: Devonport Land Zones



Source: Tasmanian Planning Scheme; Ethos Urban

2.8 Summary and Implications

- The Devonport Region has a diverse economy with Agriculture, Forestry & Fishing; Health Care & Social Assistance; and Construction being some of its key industries.
- Devonport's tourism sector plays a key role in the local economy which benefits from the presence of the Spirit of Tasmania terminal.
- The retail sector is constantly evolving reflecting an ongoing shift in demographics, changing consumer preferences, the growth of online and the impacts from the COVID-19 pandemic.
- Devonport's LIVING CITY is the largest urban renewal project undertaken in regional Tasmania. It is transforming Devonport by creating a cultural heart and opening the city up to the waterfront.
- The key zones in the Tasmanian Planning Scheme supporting the development of retail uses include Central Business, General Business, Local Business, Urban Mixed Use and Commercial.

3 Retail Catchment Analysis

This Chapter provides analysis of the catchment most relevant for retailing in the City of Devonport.

3.1 Retail Catchment Definition

It is important to recognise that the retail sector in Devonport operates in a regional context and that retailers in Devonport serve both local residents and those coming to shop in Devonport from further afield, including tourists and other visitors.

Having regard for the relatively small geographic size of the City of Devonport and its position as a key service centre for a substantial hinterland, it is critical that the shopping needs and patterns of these residents outside the municipality are also considered when determining retail need in Devonport.

Utilising mobile ping data from Near (see Appendix for more detail), the home location of people visiting the Devonport CBD has been identified. Near data, which tracks the location of mobile phones via apps, provides a representative sample of people visiting a certain locality. In this case, the data has been used to define a Retail Catchment for Devonport, based on the home location of patrons of the Devonport CBD and the level of visitation.

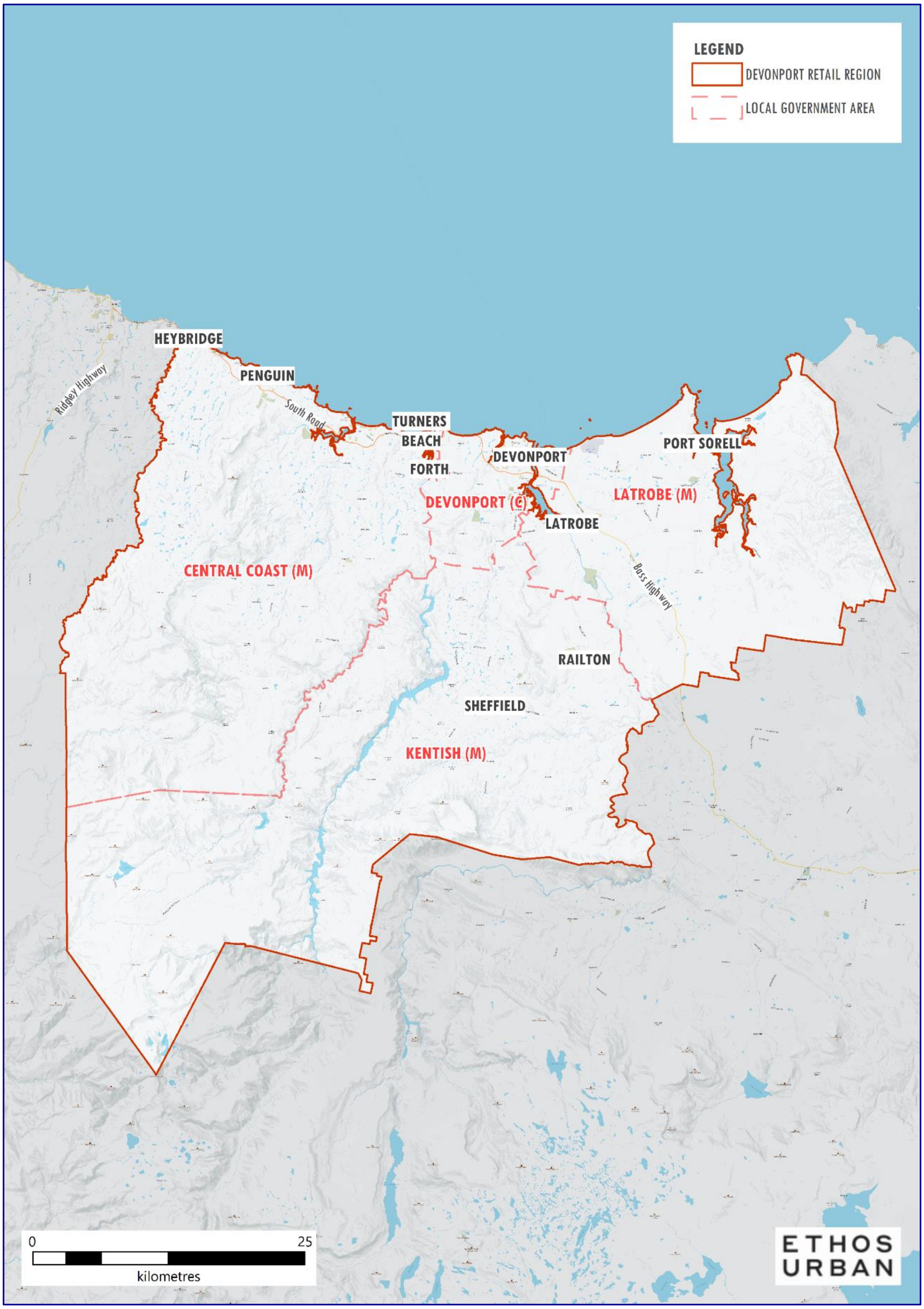
The data reveals that some 82% of visits to the Devonport CBD are from people residing in the municipalities of Devonport, Latrobe, Kentish and Central Coast. The combination of these areas is referred to as the **Devonport Retail Catchment** in this study. This analysis supports the previously identified Devonport Retail Catchment in the 2008 Retail Strategy.

The extent of the Devonport Retail Catchment is shown in Figure 3.1.

The retail sector in Devonport also has a role to play in serving tourists and other visitors to the area, in particular those utilising the Spirit of Tasmania ferry service. In this respect, many retailers in Devonport attract retail spending from visitors from across Tasmania and Australia, as well as a smaller share from international tourists (which was significantly impacted due to the COVID-19 pandemic).

It is important to appreciate that residents of the City of Devonport may spend a proportion of their retail expenditure outside the municipality; for example, in association with purchases made while at work, on holiday etc. In this regard, we note that while many employees travel to Devonport for work, a proportion of the local residents also travel outside the region for employment purposes, such as to Launceston and Burnie.

Figure 3.1: Devonport Retail Catchment



Source: Ethos Urban

3.2 Population Trends and Forecasts

The ABS 2021 Census was released in late June 2022. The data indicates that population growth in the area was higher than previously anticipated. Based on the new Census data, in mid-2021 the population of Devonport Retail Catchment is estimated at 69,690 persons including 26,920 residents in the City of Devonport.

Historic population growth has been strong in the Latrobe municipality over the years from 2016 to 2021, averaging +360 persons per annum. Development in the coastal town of Port Sorrell is driving some of this growth, which currently includes two significant residential developments – Calm Cove and Hawley Beach Estate.

After experiencing population declines between 2011 and 2016, population growth in the other municipalities rebounded with solid growth from 2016 to 2021, particularly in Devonport. This is confirmed by the number of new dwelling approvals in the area, as sourced from the ABS. Over recent years, from 2018 to 2021, the Devonport Retail Catchment has averaged approximately 410 new dwelling approvals per annum (see Table 3.2). Across the 2021 financial year, the region experienced a significant spike in new dwelling approvals, up +160 from the previous year.

In our view future growth in the Devonport Retail Catchment is projected to result in the population reaching 76,900 residents by 2036 including 28,800 persons in the City of Devonport.

The *Greater Devonport Residential Growth Strategy 2021-2041* was released by Devonport City Council in June 2022. It includes an aspirational target population of 30,000 by 2030 and 35,000 by 2040. Therefore, the projected rate of growth for Devonport adopted in this report could be considered conservative when compared with the aspirations of Council. It is considered important that a study such as this generally adopts a more conservative approach to ensure that the need for additional retail floorspace in the area is not overstated.

Historic population levels for the Devonport Retail Catchment have been estimated by using ABS Estimated Resident Population (ERP) data, which is considered the most accurate and up-to-date population data available in Australia. Population estimates to 2036 have been forecast using a range of sources including ABS New Dwellings Approval data; Nearmap Aerial Imagery; Cordell Connect; and other investigations of residential development undertaken by this office. The population estimates for the Devonport Retail Catchment from 2011 to 2036 are shown in Table 3.1.

Table 3.1: Retail Catchment Population Estimates and Projections, 2011-2036 (as at June)

Category	2011	2016	2021	2026	2031	2036
Population						
Devonport	25,750	25,130	26,920	27,420	28,020	28,820
Latrobe	10,280	10,930	12,710	13,710	14,810	16,060
Kentish	6,370	6,260	6,780	6,930	7,130	7,380
Central Coast	22,330	21,740	23,280	23,680	24,130	24,630
Devonport Retail Catchment	**64,730**	**64,060**	**69,690**	**71,740**	**74,090**	**76,890**
Average Annual Growth (no.)						
Devonport		-120	+360	+100	+120	+160
Latrobe		+130	+360	+200	+220	+250
Kentish		-20	+100	+30	+40	+50
Central Coast		-120	+310	+80	+90	+100
Devonport Retail Catchment		**-130**	**+1,130**	**+410**	**+470**	**+560**
Average Annual Growth (%)						
Devonport		-0.5%	+1.4%	+0.4%	+0.4%	+0.6%
Latrobe		+1.2%	+3.1%	+1.5%	+1.6%	+1.6%
Kentish		-0.3%	+1.6%	+0.4%	+0.6%	+0.7%
Central Coast		-0.5%	+1.4%	+0.3%	+0.4%	+0.4%
Devonport Retail Catchment		**-0.2%**	**+1.7%**	**+0.6%**	**+0.6%**	**+0.7%**

Source: ABS; Nearmap; Cordell; Ethos Urban

Table 3.2: New Residential Dwelling Approvals, 2018 to 2021 (as at June)

	2018	2019	2020	2021	Average (2018 to 2021)
Devonport	114	110	138	168	133
Latrobe	129	135	127	192	146
Kentish	22	31	33	50	34
Central Coast	82	86	78	129	94
Devonport Retail Catchment	**347**	**362**	**376**	**539**	**406**

Source: ABS Building Approvals; Ethos Urban

3.3 Socio-Economic Characteristics

Table 3.3 compares the socio-economic profile of residents in the Devonport Retail Catchment with Tasmania, as sourced from the recently released 2021 ABS Census. The main points drawn from the data for the Devonport Retail Catchment are as follows:

- **Median household income levels below the Tasmanian median.** Median household income levels across the Devonport Retail Catchment ($63,010) are -12.6% below the Tasmanian median ($72,070). The City of Devonport has the lowest median household income ($61,730) out of all municipalities in the Devonport Retail Catchment, while Latrobe Council has the highest ($65,550).

- **Older age profile**. The Devonport Retail Catchment has an older age profile (46.3 years) compared with Tasmania (41.6), with a higher proportion of the population aged over 65 years. The City of Devonport median age is the most aligned (42.4 years) with the Tasmanian average, with a strong share of the population between the ages of 20 to 34 years.

- **Family-orientated household composition aligned with the Tasmanian benchmark**. Family households comprise the majority of households in the Devonport Retail Catchment (68.0%), which is slightly above the Tasmanian benchmark (67.3%). Notably, the City of Devonport has an above average share of lone person households (31.9%), compared with the Devonport Retail Catchment (29.7%) and Tasmania (29.3%).

- **Tenure type across the Devonport Retail Catchment considerably varies across municipalities**. Most residents in the Devonport Retail Catchment own their dwelling outright or with a mortgage (74.1%) similar to the Tasmanian benchmark (71.5%), although there are substantial differences between the regions. The City of Devonport has the highest share of renters (31.9%) compared to Kentish (12.8%), Central Coast (20.5%), and Latrobe (22.6%).

The socio-demographic profile of the Devonport Retail Catchment is representative of an established regional centre, characterised by slightly lower incomes, older age structure, who on average own outright or have a mortgage on a detached dwelling.

Table 3.3: Socio-Economic Characteristics, 2021

Category	**Devonport**	**Latrobe**	**Kentish**	**Central Coast**	**Devonport Retail Catchment**	***Tasmania***
Income						
Median individual income (annual)	$32,790	$33,460	$31,640	$33,080	**$32,910**	*$37,030*
Variation from Tasmania median	*-11.5%*	*-9.6%*	*-14.6%*	*-10.7%*	***-11.1%***	*n.a.*
Median household income (annual)	$61,730	$65,550	$64,770	$62,530	**$63,010**	*$72,070*
Variation from Tasmania median	*-14.3%*	*-9.0%*	*-10.1%*	*-13.2%*	***-12.6%***	*n.a.*
Age Structure						
0-4 years	5.2%	4.5%	4.0%	4.3%	**4.6%**	*5.0%*
5-19 years	17.5%	15.8%	16.4%	16.8%	**16.9%**	*16.7%*
20-34 years	18.6%	14.4%	14.2%	15.0%	**16.2%**	*19.5%*
35-64 years	36.2%	38.0%	43.5%	38.8%	**38.1%**	*37.9%*
65-84 years	20.0%	24.8%	20.4%	22.2%	**21.6%**	*18.6%*
85 years and over	2.6%	2.6%	1.3%	2.9%	**2.6%**	*2.3%*
Median Age (years)	42.4	48.6	48.0	47.6	**46.3**	*41.6*
Country of Birth						
Australia	89.4%	90.1%	88.0%	91.2%	**90.0%**	*84.6%*
Other Major English Speaking Countries	4.9%	6.3%	7.3%	5.5%	**5.6%**	*6.2%*
Other Overseas Born	5.7%	3.6%	4.7%	3.3%	**4.4%**	*9.2%*
% speak English only at home	*94.9%*	*96.8%*	*96.6%*	*97.9%*	***96.4%***	*91.0%*
Household Composition						
Couple family with no children	28.3%	36.6%	36.7%	33.1%	**32.1%**	*30.1%*
Couple family with children	22.3%	24.0%	26.6%	24.0%	**23.6%**	*25.1%*
Couple family - total	50.6%	60.5%	63.3%	57.1%	**55.7%**	*55.2%*
One parent family	13.7%	10.0%	8.5%	11.0%	**11.7%**	*11.3%*
Family households - total	65.2%	71.2%	71.9%	68.6%	**68.0%**	*67.3%*
Lone person household	31.9%	26.9%	25.7%	29.6%	**29.7%**	*29.3%*
Group household	3.0%	1.9%	2.4%	1.7%	**2.3%**	*3.4%*
Dwelling Structure (Occupied Private Dwellings)						
Separate house	87.6%	93.6%	96.8%	90.6%	**90.5%**	*86.9%*
Semi-detached house, townhouse etc.	11.4%	5.0%	3.0%	7.8%	**8.3%**	*6.1%*
Flat, unit or apartment	0.2%	0.6%	0.0%	0.3%	**0.3%**	*6.4%*
Average household size	2.3	2.3	2.4	2.3	**2.3**	*2.4*
Tenure Type (Occupied Private Dwellings)						
Owned outright	36.0%	44.2%	48.6%	44.3%	**41.4%**	*37.8%*
Owned with a mortgage	31.2%	31.9%	37.0%	34.0%	**32.8%**	*33.7%*
Rented	31.9%	22.6%	12.8%	20.5%	**24.7%**	*26.8%*
Housing Costs						
Median monthly mortgage repayment	$1,213	$1,336	$1,269	$1,256	**$1,251**	*$1,365*
Variation from Tasmania median	*-11.2%*	*-2.1%*	*-7.1%*	*-8.0%*	***-8.3%***	*0.0%*
Median weekly rents	$250	$266	$225	$249	**$252**	*$301*
Variation from Tasmania median	-16.9%	-11.6%	-25.1%	-17.2%	**-16.4%**	*0.0%*

Source: ABS Census of Population and Housing 2021; Ethos Urban

3.4 Retail Spending Analysis

The following provides an analysis of the expected retail spending behaviour of residents in the Retail Catchment. Estimates of retail spending by residents have been prepared with reference to the MarketInfo retail spending model. MarketInfo is a micro-simulation model which uses data from the ABS Household Expenditure Survey (HES), the ABS Census of Population and Housing, ABS Australian National Accounts, and other relevant sources.

The retail spending data is presented across four major spending categories:

- **Food, Liquor and Groceries (FLG)**, which includes fresh food, groceries and take-home liquor, including supermarket spending.
- **Food Catering**, which includes cafes, restaurants and takeaway food.
- **Non-Food**, which includes apparel, homewares and general merchandise.
- **Retail Services**, including hairdressers, beauty salons etc.

Estimates of average per capita retail spending in 2021 for Devonport Retail Catchment residents are shown in Table 3.4 and are compared with the average for Tasmania. Average per capita spending by residents in the Retail Catchment is estimated at $13,700 a year, which is -3.3% below the Tasmanian average. Conversely, per capita spending on FLG, the key category for supermarkets, by Retail Catchment residents is +0.5% above average for Tasmania. All spending estimates in this report are expressed including GST.

Table 3.4: Average Per Capita Retail Spending, 2021

Area	Food, Liquor and Groceries	Food Catering	Non-Food	Retail Services	Total Retail
Per Capita Spending ($2021)					
Devonport	**$6,200**	**$1,380**	**$5,480**	**$440**	**$13,500**
Latrobe	$6,420	$1,460	$5,810	$460	$14,150
Kentish	$6,310	$1,330	$5,460	$420	$13,510
Central Coast	$6,250	$1,410	$5,630	$460	$13,750
Devonport Retail Catchment	**$6,270**	**$1,400**	**$5,590**	**$450**	**$13,700**
Total TAS	*$6,240*	*$1,530*	*$5,920*	*$480*	*$14,170*
Variation from Total TAS average					
Devonport	**-0.6%**	**-9.8%**	**-7.4%**	**-8.3%**	**-4.7%**
Latrobe	2.9%	-4.6%	-1.9%	-4.2%	-0.1%
Kentish	1.1%	-13.1%	-7.8%	-12.5%	-4.7%
Central Coast	0.2%	-7.8%	-4.9%	-4.2%	-3.0%
Devonport Retail Catchment	**0.5%**	**-8.5%**	**-5.6%**	**-6.3%**	**-3.3%**

Source: MarketInfo; Ethos Urban

The total retail spending capacity of the Retail Catchment population is detailed in Table 3.5. It is calculated by multiplying the current and future population forecasts, with the per capita retail spending estimates outlined above. The spending forecasts are presented in constant $2021, i.e., excluding the effects of price inflation, though do include an allowance for real growth in per capita spending assumed to average around 0.9% per annum.

The total retail spending capacity of the Devonport Retail Catchment population is estimated at $939 million in 2021, including $431 million of FLG spending. Retail spending is projected to increase strongly over the forecast period to reach $1.18 billion at 2036, including $544 million of FLG spending.

Table 3.5: Devonport Retail Spending Capacity, 2021 - 2036 (Constant $2021)

Retail Category	2021	2026	2031	2036
Devonport				
FLG	$163.6m	$174.3m	$186.2m	$200.3m
Food Catering	$36.4m	$39.0m	$41.9m	$45.3m
Non-Food	$143.4m	$151.7m	$161.0m	$172.0m
Services	$11.7m	$12.5m	$13.4m	$14.5m
Total Retail	**$355.1m**	**$377.5m**	**$402.6m**	**$432.2m**
Latrobe				
FLG	$80.7m	$91.1m	$102.9m	$116.7m
Food Catering	$18.4m	$20.9m	$23.7m	$27.0m
Non-Food	$72.6m	$81.3m	$91.2m	$102.7m
Services	$5.8m	$6.5m	$7.4m	$8.5m
Total Retail	**$177.5m**	**$199.8m**	**$225.2m**	**$254.9m**
Kentish				
FLG	$42.3m	$45.3m	$48.7m	$52.7m
Food Catering	$9.0m	$9.6m	$10.4m	$11.3m
Non-Food	$36.3m	$38.6m	$41.2m	$44.3m
Services	$2.8m	$3.0m	$3.3m	$3.6m
Total Retail	**$90.4m**	**$96.5m**	**$103.6m**	**$111.9m**
Central Coast				
FLG	$144.0m	$153.2m	$163.2m	$174.3m
Food Catering	$32.5m	$34.8m	$37.3m	$40.0m
Non-Food	$128.7m	$135.9m	$143.9m	$152.5m
Services	$10.7m	$11.4m	$12.2m	$13.1m
Total Retail	**$315.9m**	**$335.3m**	**$356.6m**	**$379.9m**
Devonport Retail Catchment				
FLG	$430.6m	$463.8m	$501.1m	$544.0m
Food Catering	$96.3m	$104.3m	$113.2m	$123.6m
Non-Food	$381.0m	$407.5m	$437.3m	$471.6m
Services	$30.9m	$33.5m	$36.3m	$39.6m
Total Retail	**$938.9m**	**$1,009.0m**	**$1,087.9m**	**$1,178.8m**

Source: MarketInfo; Ethos Urban

3.5 Summary and Implications

- A Retail Catchment has been defined for the purposes of this study which includes the municipalities of Devonport, Latrobe, Kentish and Central Coast.
- The population of the Devonport Retail Catchment is estimated at 69,700 persons at June 2021, including 26,900 residents in the City of Devonport. Future growth in the Retail Catchment is projected to result in the population reaching 76,990 residents by 2036 including 28,800 persons in the City of Devonport.
- The projected rate of growth for the City of Devonport could be considered conservative when compared with the aspirations of Council, which has a target population of 30,000 by 2030 and 35,000 by 2040.
- Per capita retail spending by residents in the Devonport Retail Catchment is slightly below the average for Tasmania, though the Catchment is above average for spending on food, liquor and groceries (FLG).
- The retail spending capacity of this population is estimated at $939 million in 2021, including $431 million of FLG spending. Retail spending is projected to increase strongly over the forecast period to reach $1.18 billion at 2036.
- The growth in retail spending by residents in the Devonport Retail Catchment will create the need for additional retail floorspace in Devonport over time.

4 Consultation

As part of this Retail Study high-level consultation with key stakeholders, as identified by the City of Devonport, was undertaken. The objective of the consultation was to explore the key strengths and any major issues of concern facing the retail sector in Devonport.

In general terms, the feedback received is summarised as follows:

- The Devonport CBD generally works effectively, providing an appropriate mix of national brands and local operators. It provides a range of asset and building types that can accommodate most business needs. A key strength is the concentration of major supermarkets in the one area, as well as the LIVING CITY project.
- There is the opportunity to improve the presentation and quality of the existing retail offer to meet the expectations of the community, particularly the existing supermarket offers. This could be improved by capital investment with a focus on design, convenience, technology and sustainability. The uniqueness and range of different businesses in Devonport could be better recognised and promoted.
- Council could do more to support the retail sector which is facing a range of challenges. A central platform for retailers and stakeholders to share information and ideas should be implemented, as well as providing better information for tourists and other visitors on the retail/hospitality offer in Devonport.
- The provision of car parking and the walkability of the CBD is generally suitable, though there is some concern of a lack of convenient on-grade carparking, particularly near the major supermarkets. The reopening of the Mall to vehicular traffic should be considered subject to community consultation.
- The substantial and growing population base of the area creates the demand for additional retail facilities, including large format retail and showrooms, with some existing stores currently overcrowded and existing centres at capacity.
- There is a current lack of appropriate zoned land to accommodate additional retail stores, particularly outside of the CBD. In particular, the lack of neighbourhood centres to serve the suburbs of Devonport was raised as a concern.
- There is a need for further space to accommodate more large format retail and showroom uses. The CBD does not have sufficient or appropriate sites to accommodate these types of uses.
- The shift away from large format apparel is highlighted, with concern shown for the transition of these large format sites to differing uses, such as bulky goods, particularly given a lack of vehicle access.

In summary, the feedback received reflects that the Devonport CBD is generally an effective hub for retail activity, though the built form, quality of some shops, level of on-grade carparking and promotion activity could be improved. In the future, stakeholders discussed the need for additional retail facilities to serve the growing community, particularly additional large format retail uses and neighbourhood centres outside of the CBD.

5 Hierarchy of Retail Centres

This Chapter describes the current and likely future retail landscape of Devonport. Each retail centre in the municipality is detailed, while key centres located in the broader region are also outlined.

The location of major retailers in Devonport and the most relevant zones to retail are shown in Figure 5.1.

5.1 Existing Centres Overview

The Tasmanian Planning Scheme provides land use zones across the Devonport municipality. In terms of the zones which have an influence on the retail centre hierarchy in Devonport, the following provides a high-level overview:

- Central Business: This zone applies to primary centres and covers the Devonport CBD.
- General Business: This zone applies to main suburban and rural centres and covers Fourways.
- Local Business: This zone applies to centres supporting local areas, which covers numerous retail centres throughout Devonport.
- Urban Mixed Use: This zone provides for a mix of uses in urban locations including residential, retail, community and commercial use. Land surrounding the Devonport CBD and along William Street to the south of Fourways is located is this zone.
- Commercial: This zone provides for retailing, service industries, storage and warehousing requiring large floor areas. Land along Don Road, along Formby Road immediately north of the Bass Highway, and the Devonport Homemaker Centre is located in this zone.

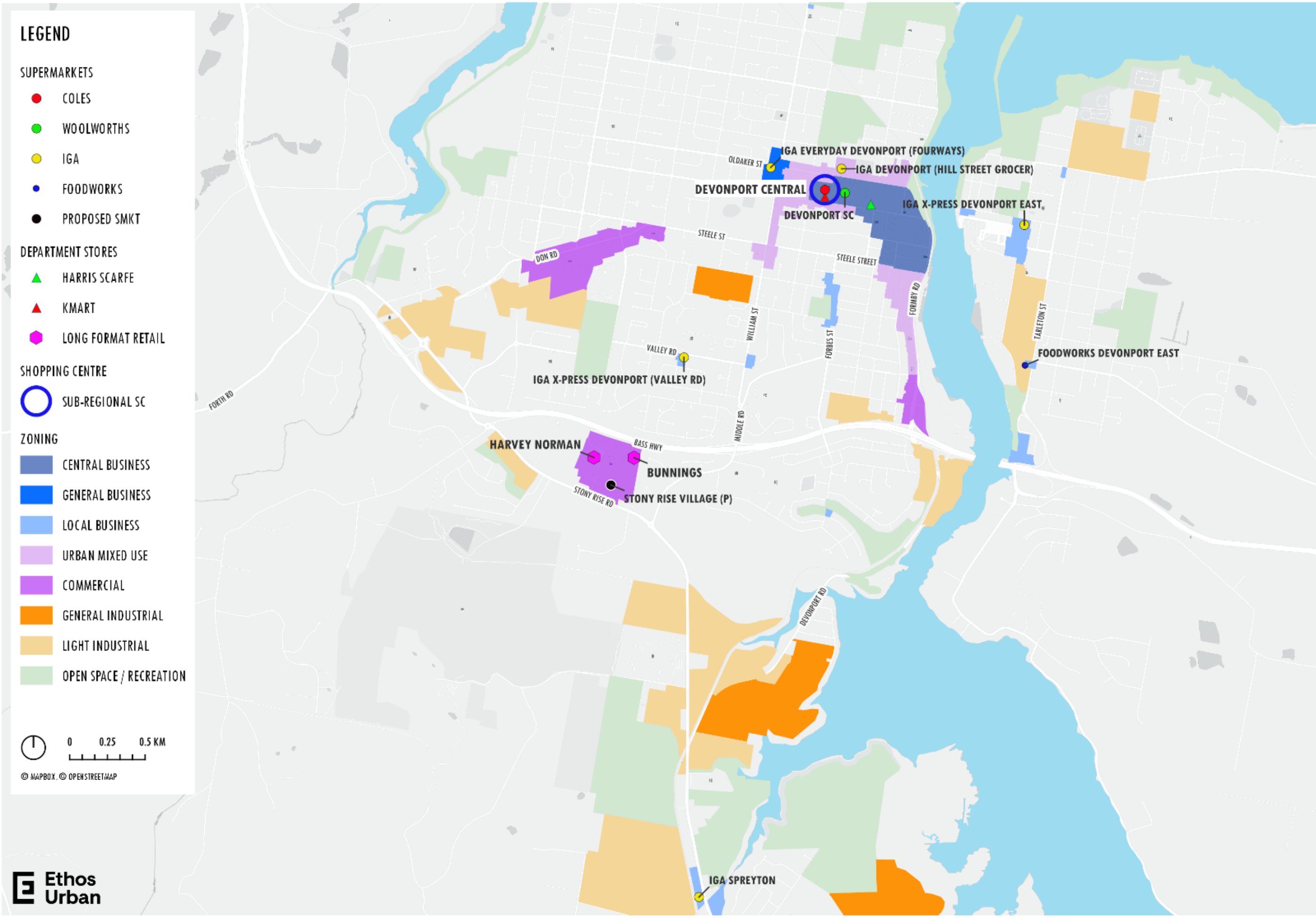
Devonport CBD

The Devonport CBD is the main business hub serving the wider surrounding region and provides a broad range of retail, commercial, entertainment, administrative and community uses. As discussed previously, it serves patrons throughout the defined Devonport Retail Catchment, which includes the municipalities of Devonport, Latrobe, Kentish and Central Coast. It also attracts some patronage from localities further afield such as Burnie and even Launceston, as well as serves tourists.

The CBD is generally located centrally to the urban area of Devonport, though is separated from East Devonport by the Mersey River. Formby Road provides convenient access to the CBD from the Bass Highway to the south, though it can become congested particularly during peak periods.

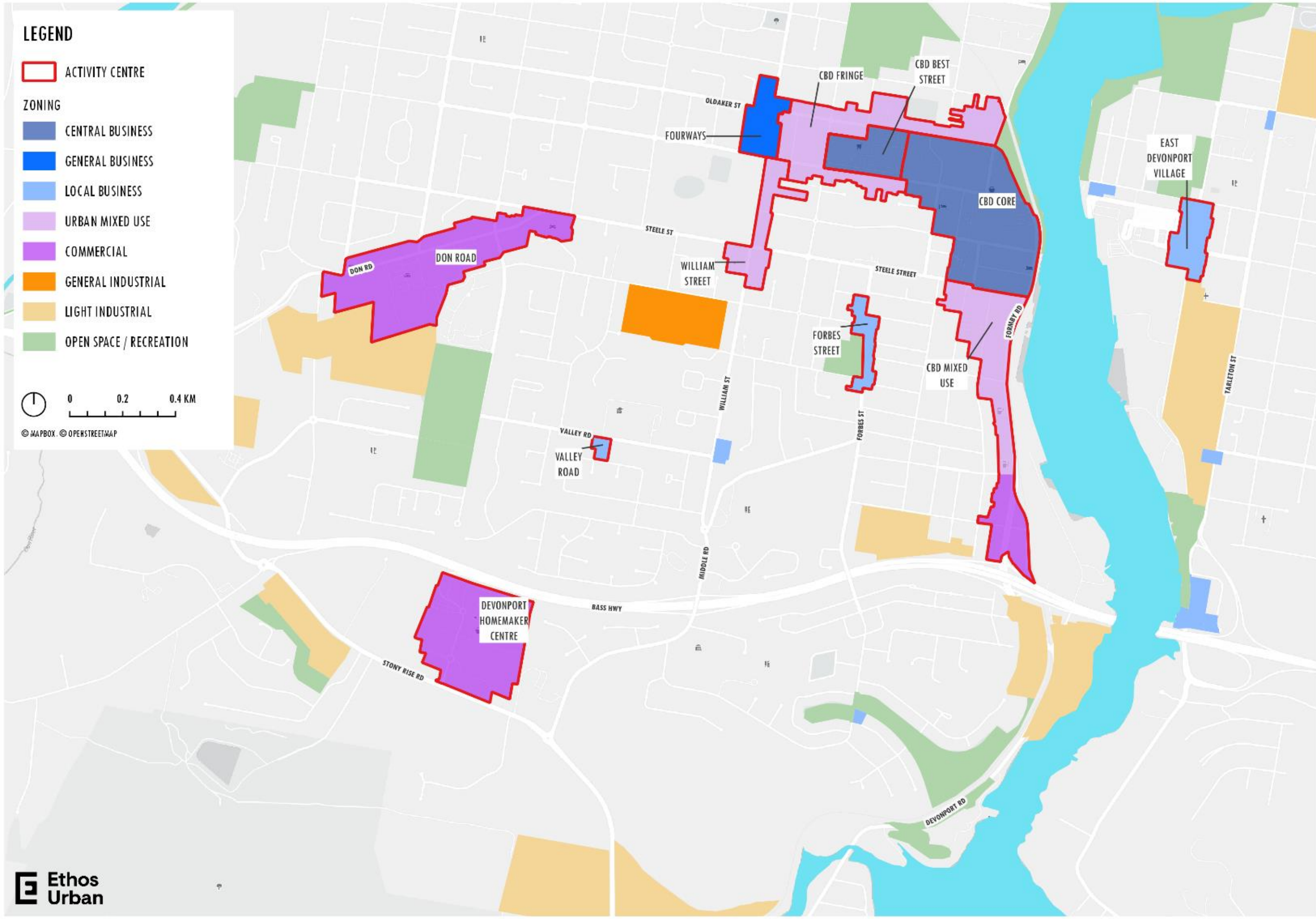
The Central Business zone generally extends from Steele Street in the south to Oldaker Street in the north, and from the Mersey River in the east to as far west as Gunn Street. For the purposes of this study, the area within the Central Business zone has been divided into CBD Core and CBD Best Street, to the east and west of Griffiths Street respectively. The land within the Urban Mixed Use Zone immediately north of the CBD Core (north of Oldaker Street) is referred to as the CBD Fringe, while the land south of the CBD within the Urban Mixed Use and Commercial zones is referred to as CBD Mixed Use. These areas are illustrated on Figure 5.2.

Figure 5.1: *Major Retail Outlets and Relevant Zones*



Source: Tasmanian Planning Scheme; Ethos Urban

Figure 5.2: Defined Retail Precincts and Relevant Zones



Source: Tasmanian Planning Scheme; Ethos Urban

CBD Core

The CBD Core provides a diverse range of retail shops and services, as well as a wide mix of non-retail shops, commercial office space, community uses and entertainment facilities.

Rooke Street Mall is the focus for retail activity in the CBD, and includes many national retailers typically present in regional cities throughout Australia (refer Chapter 7 for further detail). The Mall (and Rooke Street to the south) contains a range of apparel outlets including large Cotton On, Best & Less and Rivers outlets. The central spine also offers a diverse range of food options as well as a mix of non-food stores, convenience retail shops and services.

Traditional street-based retailing is also provided along the other streets in the area, particularly Stewart Street which includes a range of leisure (such as Toyworld and SportsPower), apparel and homewares stores. The former Target outlet at the intersection of Stewart Street and Rooke Street is now a large pharmacy. In terms of entertainment uses, the key anchor is a Reading Cinemas complex at the eastern end of Best Street.

The amount of commercial office space is also increasing in the CBD, which provides additional workers benefiting the retailers and other businesses in the area.

As detailed later in this Chapter, the CBD Core had a vacancy rate of 7.2% of retail floorspace as at April 2022 based on a field visit to Devonport at this time. This is slightly above the range of 4% to 6% which typically indicates a healthy centre. While some of the vacancies are located on Rooke Street Mall, the majority are situated on the secondary Stewart Street. Given the vacancies are mostly located in less prominent tenancies, this level of vacancy is not considered of concern for the CBD, which overall provides a vibrant and diverse retail offering.

The primary redevelopment areas of LIVING CITY are situated in the northern part of the CBD and are being progressively developed. The Paranaple Centre is complete and houses the Devonport Council offices, Devonport Library, customer service centre, a conference centre and a small Hudsons Coffee outlet. Some retail/entertainment facilities are provided in Market Square Pavilion, which includes Southern Wild Distillery, Firestorm Tacos & Bar as well as an events space. Additional retail uses are planned in the next stages of LIVING CITY.

CBD Best Street

This part of the CBD includes the major retail anchors of Kmart, Woolworths and Coles. These retailers, particularly the two major supermarkets, are understood to be trading strongly and appear to have ‘outgrown’ their current tenancies. The supermarkets could be better presented to effectively meet the expectations of consumers.

The supermarkets, and particularly the car parks, become congested during peak periods. This reflects that the supermarkets are the only major supermarkets located within Devonport. A range of food and beverage outlets and convenience retail shops are located within the Woolworths supermarket building.

CBD Fringe

The CBD Fringe precinct is defined as the area north of Oldaker Street, which has transformed significantly since 2008. The Hill Street Grocer (which replaced the former Home Timber and Hardware store) generally provides a high-quality offer of fresh produce, grocery products, homewares and a café. A liquor store, bar, medical centre, pharmacy and real estate agent are also located in the centre. A range of large format retail outlets are also located on the northern and southern sides of Oldaker Street.

CBD Mixed Use

A variety of commercial and retail uses are provided within the CBD Mixed Use precinct. The retail offer is a scattering of outlets, mostly located on Formby Road. The types of retail stores range from large format retail outlets (Godfreys, Choices Flooring, Carpet Court and Petbarn), food stores (No Frills Foodmarket) to some homeware/gift shops. A large Allgoods outdoor/camping outlet is located near the Bass Highway. Formby Road is a key north-south traffic route into the CBD from the south, and while it provides exposure to the retailers, access from the road is somewhat difficult given the amount of traffic.

Other Retail Centres

Fourways

The Fourways precinct extends along William Street, generally from around Oldaker Street to Best Street. It offers a village centre atmosphere with a wide collection of stores including a mix of national brands and independent operators. A number of arcades and pedestrian walkways provide convenient connectivity from William Street to a car park on Kempling Street. IGA X-press and The Reject Shop are located in the northern part of the centre. There are some tenancies of lower quality, though overall the centre functions well as a convenience shopping precinct for local residents.

East Devonport

East Devonport is separated from the balance of Devonport by the Mersey River, though can be easily accessed via the Bass Highway. A large port, including a terminal for the Spirit of Tasmania ferry, as well as a range of industrial uses, is located in East Devonport.

The retail offer is concentrated in East Devonport Village, while a scattering of retail uses are also provided along Tarleton Street to the south. The retail facilities in East Devonport serve both local residents as well as visitors using the Spirit of Tasmania.

East Devonport Village is centred around Wright Street and provides a relatively wide range of convenience retail outlets including an IGA X-press supermarket at the northern end near Thomas Street, some convenience retail shops on Wright Street and a range of cafes and services provided on Murray Street.

The various parts of the centre are not well integrated, with its walkability impacted by the presence of various large vacant blocks and some residential homes. The current layout of the centre in effect separates the retailers at the northern end near Thomas Street with the shops located on Murray Street. This impacts on the overall vibrancy of the centre. A field visit of the area revealed a vacancy rate of 17.5%, which is somewhat concerning. The vacancies are generally located in the northern part of the centre.

In the balance of East Devonport, a FoodWorks supermarket, bakery and café are located near the intersection of Tarleton Street and Torquay Road. A selection of other freestanding retailers are located along Tarleton Street including a liquor store on Riverview Avenue to the south and Peter & Una Seafoods to the north.

Given that the Spirit of Tasmania terminal is to be relocated to the south, Council should consider how to support and reinvigorate East Devonport Village during the transition period, as well as review if additional retail shops are needed closer to the new terminal.

William Street

A range of retail stores and some commercial uses are located along William Street and Steele Street to the south of the Fourways precinct. The majority of the retailers are fast food outlets and casual restaurants, and include some leading national brands such as KFC, Hungry Jack's and Zambrero. A large Cellarbrations liquor store is located in the south, which replaced the Robert Fergusson showroom (which was the former Retravision outlet).

Valley Road

A small strip centre is located opposite Tas TAFE on Valley Road. It consists of an IGA X-press supermarket, a TerryWhite Chemmart pharmacy, a medical centre, a hairdresser and a takeaway food outlet. The centre serves the top-up food and convenience shopping needs of residents in the immediate local area. It is located on a prominent site and is well placed to continue its role in serving the convenience needs of residents, students and local workers.

Spreyton

Spreyton is a satellite suburb of Devonport located in the southern part of the Devonport municipality some 5km from the Devonport CBD. A range of retail and some commercial uses are dispersed along Mersey Main Road, a key traffic route linking Devonport with Latrobe and other localities to the south. The traffic route can become relatively busy in peak periods.

A well-presented Supa IGA supermarket serves the grocery needs of residents, while a selection of fresh food stores, takeaway food outlets, a liquor store and some arts/crafts/gifts stores are also provided. As of April 2022, there were a number of vacant tenancies, though overall the current retailers appear to be performing well. The centre would benefit if the existing shops and services were better connected and integrated.

Other

Various other small retail centres (such as along Forbes Street) and numerous other freestanding retail shops are located throughout Devonport. The far majority of the shops are small casual restaurants/takeaway food stores and retail services such as hairdressers and beauty salons. These retailers serve mostly localised catchments, catering to the convenience needs of residents.

Large Format Retail/Commercial Precincts

Don Road

A range of showroom retail and commercial uses are located on Don Road in the western part of Devonport. The centre provides a range of large format retail outlets including a Becks Mitre 10 hardware store, RSEA Safety as well as flooring, furniture and electrical stores. Other retail shops are mostly cafes and casual restaurants serving the daytime workforce as well as residents in the evenings. The commercial uses include car dealerships, auto parts outlets, Reece Plumbing, amongst other businesses. Overall, the centre works well as a retail/commercial precinct serving the trade sector as well as residents, providing an ad hoc mix of businesses that require large footprints and likely lower rents.

Devonport Homemaker Centre

Opening in 2013, the Devonport Homemaker Centre is understood to be performing well. It is located on the Bass Highway, which ensures it is convenient to access from across Devonport and the surrounding region. The major anchors are Harvey Norman and Bunnings, together with BCF, Sleep n Style, Supercheap Auto, Autobarn and Shiploads Discount Store, while Anaconda recently opened. A service station component includes BP, McDonalds and Subway.

The centre effectively serves the homemaker/large format retail needs of residents throughout the region, which was identified in the 2008 Retail Strategy as a key component of the retail sector that was underrepresented in Devonport.

Other Outside Devonport City

Port Sorell

Two retail nodes are located in Port Sorell. A small village centre is provided on Club Drive and includes a Supa IGA supermarket, food outlets and some convenience retail shops. The second retail node is located on Alexander Street and includes a neighbourhood shopping centre, anchored by a Woolworths supermarket, and a nearby Mitre 10 hardware store.

Latrobe

Latrobe provides a relatively extensive retail strip centre of street-based shops along Gilbert Street. It includes two small supermarkets (IGA Xpress and Hill Street Grocer), The Reject Shop, a range of food and beverage outlets and a mix of convenience shops. The strip centre is well-presented and would be effectively serving the daily convenience shopping needs of surrounding residents.

Sheffield

Sheffield includes a small cluster of shops and services along Main Street. It is anchored by a small IGA supermarket and provides a number of cafes and casual restaurants. The retail offer is sufficient for local residents to undertake daily convenience shopping, however those residents would need to regularly travel into Devonport to undertake more extensive shopping trips.

Ulverstone

A significant cluster of retail shops and services are provided in the Ulverstone Town Centre. This includes three supermarkets (Coles, Woolworths and IGA), a number of non-food anchor retailers (such as Harris Scarfe), an extensive provision of street-based retailing as well as various large format retail outlets (such as a Becks Mitre 10 hardware store).

Proposed Centres

Stony Rise Village (proposed centre)

A new neighbourhood shopping centre is proposed to be developed immediately south of the Devonport Homemaker Centre on Friend Street with a development application recently lodged. According to media reports, the 7,500 sq.m centre is to be anchored by a 4,000 sq.m Woolworths supermarket, and has an expected opening date in 2024. If approved, the centre has the potential to serve the convenience retail needs of residents in southern Devonport.

5.2 Existing Retail Provision

The existing provision of retail and vacant floorspace at the various centres located throughout the City of Devonport is based on a survey of the area undertaken on 12 and 13 April 2022. The survey involved recording the name, type and size of every shop in the municipality. The provision of retail floorspace by key retail category is detailed in Table 5.1.

In total there is an estimated 84,840 sq.m of occupied retail floorspace across the various centres in Devonport. Close to half is provided within, or near, the Devonport CBD, while the other largest centres in terms of retail floorspace are Devonport Homemaker Centre, Don Road and Fourways.

According to this information there was a total of 3,480 sq.m of vacant shopfront floorspace which would be suitable for retail uses. This reflects a vacancy rate of 3.9%, which is considered low and healthy for a regional city. However, some centres have vacancy rates over 10.0%, including Devonport East Village, Fourways and Forbes Street, which should be closely monitored to ensure the level of vacancy does not increase further.

Table 5.2 details the number of retail outlets across the various centres in Devonport.

Table 5.1: Existing Retail Floorspace – City of Devonport, April 2022

Centre	FLG	Food Catering	Non-Food	Large Format Retail	Services	Total Occupied	Vacant	Total	Vacancy Rate
<u>CBD</u>									
CBD Core	1,020	3,840	14,590	0	1,510	**20,960**	1,620	**22,580**	7.2%
CBD Best Street	6,680	270	5,590	0	240	**12,780**	0	**12,780**	0.0%
CBD Fringe	1,680	230	360	2,260	0	**4,530**	0	**4,530**	0.0%
CBD Mixed Use	210	0	1,580	1,310	0	**3,100**	0	**3,100**	0.0%
Total CBD	**9,590**	**4,340**	**22,120**	**3,570**	**1,750**	**41,370**	**1,620**	**42,990**	**3.8%**
<u>Devonport East</u>									
Devonport East Village	540	360	1,500	0	240	**2,640**	560	**3,200**	17.5%
Balance	1,090	300	0	0	0	**1,390**	0	**1,390**	0.0%
Total Devonport East	**1,630**	**660**	**1,500**	**0**	**240**	**4,030**	**560**	**4,590**	**12.2%**
<u>Other Retail Centres/Shops</u>									
Fourways	1,330	860	3,190	0	890	**6,270**	740	**7,010**	10.6%
William Street	1,000	1,190	80	0	0	**2,270**	0	**2,270**	0.0%
Forbes Street	160	130	0	0	380	**670**	80	**750**	10.7%
Valley Road	530	80	320	0	80	**1,010**	0	**1,010**	0.0%
Spreyton	1,580	380	680	0	0	**2,640**	280	**2,920**	9.6%
Other	330	700	300	0	460	**1,790**	0	**1,790**	0.0%
Total Retail Centres	**4,930**	**3,340**	**4,570**	**0**	**1,810**	**14,650**	**1,100**	**15,750**	**7.0%**
<u>Large Format Retail/Commercial Precincts</u>									
Homemaker Centre	0	330	0	16,080	0	**16,410**	0	**16,410**	0.0%
Don Road	0	640	1,200	6,540	0	**8,380**	200	**8,580**	2.3%
Total LFR Precincts	**0**	**970**	**1,200**	**22,620**	**0**	**24,790**	**200**	**24,990**	**0.8%**
City of Devonport	**16,150**	**9,310**	**29,390**	**26,190**	**3,800**	**84,840**	**3,480**	**88,320**	**3.9%**

Source: Nearmap; Ethos Urban (April 2022)

Table 5.2: Existing Number of Retail Outlets – City of Devonport, April 2022

Centre	FLG	Food Catering	Non-Food	Large Format Retail	Services	Total Occupied	Shop Vacant	Total
CBD								
CBD Core	7	30	66	0	16	**119**	13	**132**
CBD Best Street	3	3	4	0	2	**12**	0	**12**
CBD Fringe	3	2	2	3	0	**10**	0	**10**
CBD Mixed Use	1	0	4	4	0	**9**	0	**9**
Total CBD	**14**	**35**	**76**	**7**	**18**	**150**	**13**	**163**
Fourways								
Total Fourways	**9**	**8**	**15**	**0**	**10**	**42**	**6**	**48**
Devonport East								
Devonport East Village	3	3	4	0	3	**13**	5	**18**
Devonport East Balance	4	2	0	0	0	**6**	0	**6**
Total Devonport East	**7**	**5**	**4**	**0**	**3**	**19**	**5**	**24**
Retail Centres/Shops								
William Street	1	7	1	0	0	**9**	0	**9**
Forbes Street	2	2	0	0	4	**8**	1	**9**
Valley Road	1	1	1	0	1	**4**	0	**4**
Spreyton	4	3	2	0	0	**9**	3	**12**
Other	3	6	2	0	5	**16**	0	**16**
Total Retail Centres	**11**	**19**	**6**	**0**	**10**	**46**	**4**	**50**
Large Format Retail Precincts								
Homemaker Centre	0	2	0	6	0	**8**	0	**8**
Don Road	0	4	3	4	0	**11**	1	**12**
Total LFR Precincts	**0**	**6**	**3**	**10**	**0**	**19**	**1**	**20**
Total City of Devonport	**41**	**73**	**104**	**17**	**41**	**276**	**29**	**305**

Source: Ethos Urban (April 2022)

5.3 Change in Retail Provision Since 2008

The current provision of retail floorspace within the various retail centres in Devonport has been compared with the results from the floorspace audit undertake for the previous 2008 Retail Strategy. There are some differences in the reporting of the floorspace figures since the previous study, such as separating out total food into fresh food/liquor (including supermarkets) and food catering (i.e. cafes, restaurants and takeaway food outlets) and separating out large format retail/homemaker floorspace from total non-food floorspace.

The estimated retail floorspace figures as at 2008, based on the new categories, is provided in the **Appendix**. The retail floorspaces figures at 2008 in this report differ slightly from the figures quoted in the 2008 Retail Strategy due to inclusion of some additional tenancies and some tenancy size revisions.

There has been a substantial change to the retail landscape in Devonport since the time of the previous Retail Strategy in 2008. Most notably the following changes have occurred:

- The Devonport Homemaker Centre opened in 2013, which accommodates a number of leading national large format retailers including Harvey Norman and Bunnings. The relocation of the Harvey Norman from the CBD is primary reason for the large decline in large format retail floorspace in the CBD Core precinct.
- A range of new retail facilities were developed at the fringe of the Devonport CBD including the Hill Street Grocer and several large format retail stores on Oldaker Street, as well as some large format retail stores on Formby Road.
- An IGA supermarket was developed in Spreyton, replacing a former dated store on a nearby site.

The change in retail floorspace in each centre by category is detailed in Table 5.3

Table 5.3: Change in Retail Floorspace – City of Devonport, 2008 - 2022

Centre	FLG	Food Catering	Non-Food	Large Format Retail	Retail Services	Total Occupied	Vacant	Total
CBD								
CBD Core	560	1,210	-130	-1,930	-160	**-450**	1,140	**690**
CBD Fringe	1,680	230	360	-520	0	**1,750**	0	**1,750**
CBD Mixed Use	210	0	0	910	-80	**1,040**	0	**1,040**
CBD Best Street	210	120	190	0	190	**710**	0	**710**
Total CBD	**2,660**	**1,560**	**420**	**-1,540**	**-50**	**3,050**	**1,140**	**4,190**
Devonport East								
Devonport East Village	0	-200	-170	0	-80	**-450**	360	**-90**
Devonport East Balance	-100	0	0	0	0	**-100**	0	**-100**
Total Devonport East	**-100**	**-200**	**-170**	**0**	**-80**	**-550**	**360**	**-190**
Retail Centres/Shops								
Fourways	470	310	-765	0	-70	**-55**	80	**25**
William Street	1,000	370	-920	0	0	**450**	0	**450**
Forbes Street	80	-50	-100	0	380	**310**	80	**390**
Valley Road	0	-60	120	0	10	**70**	-70	**0**
Spreyton	530	200	600	-400	-160	**770**	280	**1,050**
Other	75	140	25	0	0	**240**	0	**240**
Total Retail Centres	**2,155**	**910**	**-1,040**	**-400**	**160**	**1,785**	**370**	**2,155**
Large Format Retail Precincts								
Homemaker Centre	0	330	0	16,080	0	**16,410**	0	**16,410**
Don Road	-480	390	-1,600	1,200	-80	**-570**	200	**-370**
Total LFR Precincts	**-480**	**720**	**-1,600**	**17,280**	**-80**	**15,840**	**200**	**16,040**
Total City of Devonport	**4,235**	**2,990**	**-2,390**	**15,340**	**-50**	**20,125**	**2,070**	**22,195**

Source: Nearmap; Ethos Urban

5.4 Summary and Implications

- The Devonport CBD is the main business hub serving the wider surrounding region and provides a broad range of retail, commercial, entertainment, administrative and community uses. The CBD, including the mixed-use areas that surround the retail core, provides an estimated 41,370 sq.m of retail floorspace.
- A broad range of other centres are located throughout Devonport including Fourways, Don Road, Devonport Homemaker Centre, Spreyton, Devonport East Village, William Street and various other small centres.
- According to a floorspace survey undertaken for the purposes of this study, there is an estimated 84,840 sq.m of occupied retail floorspace in the City of Devonport as at April 2022.
- The vacancy rate of retail floorspace is estimated at 3.9% overall, which is considered low and healthy for a regional city. However, some centres have vacancy rates over 10.0% which should be monitored.
- Since 2008, the amount of retail floorspace in Devonport has increased by an estimated 22,200 sq.m. Some of the most notable changes include the development of the Devonport Homemaker Centre and additional retail uses on the fringe of the CBD including Hill Street Grocer and some new large format retail outlets.

6 Retail Turnover and Demand Analysis

This Chapter provides detailed analysis of estimated retail turnover, escape spending and retail floorspace demand.

6.1 Retail Turnover

In order to prepare an analysis of escape spending and floorspace demand in the City of Devonport, it is necessary to examine the extent to which sales at local retail facilities are attributable to residents in Devonport.

An estimate of total retail sales for centres located in the City of Devonport has been prepared using industry benchmarks and our own judgement of likely trading performance based on observations made during the field visit as well as discussions with industry stakeholders.

Total turnover at all retail facilities in the City of Devonport is estimated at $504.5 million, including an estimated $295.8 million in retail turnover at shops located in the Devonport CBD and surrounds (being CBD Core, CBD Fringe, CBD Mixed Use, and CBD Best Street). This information is shown in Table 6.1.

An estimate of the share of sales that can be attributed to spending by residents of Devonport has also been determined, based on an assessment of the catchment areas served by each centre, the types and scale of retailers in each centre, an analysis of visitors as sourced from Near (refer Appendix) and the consultant's judgement of the overall trading patterns for retail facilities in Devonport.

The analysis found that retail outlets in the City of Devonport generate approximately $295.4 million of retail turnover which can be attributed to residents in the municipality, representing approximately 59% of total retail sales in Devonport. The balance, or 41% of retail turnover in Devonport, is estimated to be derived from spending by non-residents, primarily those living in the balance of the Devonport Retail Catchment, although also including tourists and other visitors. This analysis finds that retailers in Devonport generate $209.1 million of retail sales from residents outside Devonport, referred to as captured spending.

Table 6.1: Devonport Turnover Estimates by Centre, 2021

Centre	Total Sales ($m)	Est. % of Sales by Residents of Devonport	Total Sales to Residents of Devonport ($m)
CBD Core	$117.7	54%	$63.4
CBD Fringe	$28.3	57%	$16.0
CBD Mixed Use	$13.9	52%	$7.3
CBD Best Street	$136.0	62%	$84.3
Fourways	$37.8	76%	$28.7
William Street	$14.7	80%	$11.7
Forbes Street	$3.5	80%	$2.8
Valley Road	$6.9	78%	$5.4
Homemaker	$55.1	40%	$22.2
Don Road	$31.5	42%	$13.3
Devonport East Village	$15.0	67%	$10.0
Devonport East Balance	$13.7	63%	$8.7
Spreyton	$20.2	69%	$14.0
Other	$10.3	74%	$7.6
Total City of Devonport	**$504.5**	**59%**	**$295.4**

Source: Various sources; Ethos Urban

6.2 Escape Spending

Escape spending refers to the extent to which retail spending by residents in a particular region is directed to retail facilities located outside the region. A high level of escape spending typically indicates a relative lack of retail facilities in the area and may indicate latent demand for additional retail floorspace. It may also suggest that the range and type of retail facilities in a region are not meeting the needs of local residents, and that residents are therefore shopping outside the catchment to meet their needs.

In general terms, a usual outcome of reducing escape spending (thereby increasing local retail sales activity), is the creation of local jobs, particularly for young people who make up the majority of retail staff. This mostly leads to increased wages and salaries, and a stimulus to the local economy. Therefore, lowering the level of escape spending in an area benefits the local economy.

The broad analysis of escape spending presented here is based on estimates of available spending by City of Devonport residents (Chapter 3) and estimates of existing sales at retail outlets in Devonport that are attributable to local residents (refer previous Table 6.1).

The escape spending analysis indicates that as at 2021 there is escape spending by Devonport residents equivalent to $60 million (refer Table 6.2). In order words, $60 million of retail expenditure of residents in Devonport is being directed to retail facilities located outside Devonport. This represents approximately 17% of the total available retail spending by residents of Devonport.

This estimated level of escape spending is considered to be in-line with expectations of a dynamic retail sector, with the current provision of retail facilities able to largely meet the needs of the local community. It is noted that the level of escape spending in Devonport has declined since the time of the 2008 Retail Strategy, when it was estimated at 21%. The substantial drop is mostly attributed to the development of new retail facilities in the area over the past 14 years.

Escape spending in non-food retail product categories is estimated at 22%. This reflects the ‘comparison shopping’ nature of much of non-food retailing, and the willingness of consumers to travel further in order to undertake major shopping trips for products such as apparel, homewares and whitegoods. The level of escape spending in the non-food category has reduced significantly since the 2008 Retail Strategy, mostly reflecting the development of the Devonport Homemaker Centre.

The estimate of escape spending on food items is also in-line with normal expectations of a healthy retail sector, with a figure between 10% and 15% of available spending on food considered standard. This reflects the fact that people typically direct most of their grocery shopping to the closest major supermarket facility.

As expected, there is negligible escape spending in the retail services category, which is usually undertaken at the very local level.

Table 6.2: Escape Spending from the City of Devonport, 2021 ($2021)

Factor	Food	Non-Food	Services	Total
Total Sales ($m)	$261.9	$227.4	$15.2	$504.5
Sales to Devonport Residents ($m)	$173.2	$111.5	$10.8	$295.4
Available Spending by Residents ($m)	$200.0	$143.4	$11.7	$355.1
Escape Spending ($m)	**$26.9**	**$32.0**	**$0.9**	**$59.7**
Escape Spending as % of Available Spending	13%	22%	8%	17%

Source: Ethos Urban

Overall, the analysis presented in Table 6.2 shows that there may be some minor scope to reduce levels of escape spending from the City of Devonport. While escape spending of 17% is within acceptable levels for a healthy retail sector such as in the City of Devonport, the analysis identifies a possible opportunity in the non-food sector to retain a higher share of local retail expenditure. It is noted that if the current provision of retail floorspace remains unchanged in Devonport, escape spending would likely increase over time from current levels due to growth in population and retail spending. Thus, a certain level of new retail development is required to maintain escape spending at current levels.

6.3 Retail Floorspace Demand and Supply Analysis

The demand for new retail floorspace in Devonport is created as a result of a range of factors including the following:

- Any current unmet demand for retail floorspace in the area created by the existing residents and visitors.
- Population growth in the region, which generates additional demand for retail goods and services over time.
- Opportunities for additional spending captured from outside the region, including from tourists and other visitors.
- Opportunities to increase the share of resident spending that is captured by retail facilities in the region (i.e. reducing escape spending).

These factors form the basis for the following assessment of the opportunity for new retail development in the City of Devonport over the period to 2036. An indicative assessment of future retail floorspace need is useful in identifying the magnitude of new development which needs to be accommodated by retail and strategic planning policy.

When forecasting the need for additional retail floorspace a retail spending model is often applied, in which projections of available spending and broad estimates of average trading levels are used to calculate the quantum of retail floorspace that a population can support.

The adopted retail spending model in this study takes into account the provision and sales of the current retailers, the estimated current level of escape spending, the likely level of sales captured from beyond Devonport and the projection of population growth in the region.

It is important to recognise that there is always a degree of uncertainty associated with forecasting over longer-term time periods, and this constraint applies in the following analysis of future retail floorspace need. The following analysis is intended as a broad guide of the potential for new retail floorspace over the forecast period. It should be viewed as indicative and not as a strictly defined limit or allocation of retail floorspace in Devonport over that period.

It is further noted that the projected population growth for the City of Devonport adopted in this report are conservative when compared with the aspirations of Council. If a higher rate of population growth is realised, then the demand for retail floorspace would increase.

The current situation of retail floorspace demand and supply is detailed in Table 6.3, which is based on the following inputs and assumptions:

- The total retail spending capacity of residents in Devonport at 2021 is estimated, as detailed in Chapter 3.
- A proportion of spending by residents in Devonport realistically able to be retained in the area is adopted. These are based on the current escape spending rates as detailed previously in Table 6.2.
- The potential sales that retailers in Devonport are expected to be able to capture from residents outside Devonport, including visitors, is estimated. This is based on the analysis

provided in Table 6.1, though with beyond spending increasing slightly to allow for additional spending captured from visitors to Devonport.

- An average trading level for existing retailers, based on industry averages and observations of current performance, is applied.

The above metrics provide an estimate of demand for retail floorspace in Devonport. The estimated demand is then compared with the existing supply to determine if there is an oversupply or undersupply of retail floorspace in Devonport. It is noted again that this analysis should be viewed as indicative and is based on the key assumptions adopted. Nevertheless, it does provide an indication of how effectively the current provision of retail uses is meeting the expected demand.

The retail floorspace demand analysis indicates that there is a **current shortfall of retail floorspace in the order of 10,000 sq.m in Devonport**.

In terms of retail floorspace by category, there is considered a need for the following:

- 4,400 sq.m of floorspace dedicated to food outlets including potentially a supermarket.
- 5,450 sq.m of non-food floorspace including potentially new large format retail outlets.
- 160 sq.m of retail services, which includes hairdressers/beauty salons and the like.

This analysis indicates that overall the scale of retail floorspace in Devonport broadly meets the needs of customers, though there is potential for some additional retail floorspace to be supported.

Table 6.3: Retail Floorspace Analysis, City of Devonport, 2021

Item	Food	Non-Food	Retail Services	Total
Devonport Retail Spending 2021 ($m)	$200.0	$143.4	$11.7	$355.1
Spending Potentially Retained (%)	90%	80%	95%	86%
Potential Spending Retained ($m)	$180.0	$114.7	$11.1	$305.8
Est. Share of Sales from Beyond Devonport (%)	35%	55%	30%	44%
Retail Sales Available for Devonport Retailers ($m)	$276.1	$253.3	$15.8	$545.2
Average Trading Level ($ per sq.m)	$9,250	$4,150	$4,000	$5,749
Retail Floorspace Demand (sq.m)	29,850	61,030	3,960	94,840
Current Retail Floorspace (sq.m)	25,460	55,580	3,800	84,840
Est. Retail Floorspace Shortfall (sq.m)	**4,390**	**5,450**	**160**	**10,000**

Source: MarketInfo; Ethos Urban

The analysis of future retail floorspace need created by population growth is detailed in the following Tables 6.4 to 6.5.

The amount of retail spending that can realistically be retained in Devonport is firstly detailed in Table 6.4, which is based on the following inputs and assumptions:

- The total retail spending capacity of residents in Devonport from 2021 to 2036 is estimated, as detailed in Chapter 3. It is reiterated that all retail spending estimates in this report are quoted in 2021 dollars, i.e. excluding retail price inflation.
- The proportion of spending by residents in Devonport realistically able to be retained in the LGA, as opposed to escaping the area, is applied as previously examined.
- The potential sales that retailers are expected to be able to capture from residents outside Devonport including visitors is estimated, again as previously applied.

- The resultant figures provide the total estimated retail spending from residents and visitors available to retailers in Devonport assuming an adequate range and provision of retail stores and services.

The analysis in Table 6.5 then converts the potential increase in retained retail spending into estimated additional retail floorspace need, based on the following inputs and assumptions.

- The estimated increase in retail spend captured from residents and visitors for each 5-year period is calculated based on the figures in Table 6.4. It is important to note that not all new retail spending will necessarily be directed to new retail facilities. A small share of the growth will be directed to existing retailers in Devonport. Therefore, new retail development potential is based on an assumption that 80% of the increase in new retail spending would be available to new retail developments.

- An average trading level for new retailers is then applied. The figures quoted are for 2021-2026, with the average trading levels expected to increase slightly over time.

- Applying the average trading levels to the increase in retail spending provides estimated demand for additional retail floorspace in Devonport for the various periods. Note these figures represent the net increase in supportable retail floorspace and that, in some instances, new retail development may replace existing retail facilities.

- The analysis finds that population growth in the region is expected to create the demand for an additional 13,950 sq.m of retail floorspace. The total estimated additional retail floorspace considered supportable in Devonport over the forecast period to 2036 is then calculated by adding the current estimated shortfall of retail floorspace in Devonport with the estimated additional retail floorspace need over the forecast period.

This analysis finds that there is the potential need for a further approximately **24,000 sq.m of retail floorspace** in Devonport by 2036 to effectively serve the needs of residents and visitors. It is noted that this figure does not include an allowance for parts of some retail premises which are focussed on serving the needs of the trade or non-household sector, which would slightly add to the demand for retail floorspace in Devonport. Though it is noted that premises dedicated to serving the trade sector are considered 'non-retail' and are therefore excluded from this analysis.

It is also noted that if a stronger rate of population growth occurs in Devonport than projected, then the assessed need for additional retail floorspace may be higher the above estimate.

Table 6.4: Indicative Retail Spending Retained, Devonport, 2021 – 2036 ($m)

Item	Food	Non-Food	Retail Services	Total
Devonport Retail Spending				
2021	200.0	143.4	11.7	355.1
2026	213.3	151.7	12.5	377.5
2031	228.1	161.0	13.4	402.6
2036	245.6	172.0	14.5	432.2
Growth in Retail Spending 2021 to 2036	+45.6	+28.6	+2.8	+77.0
Retention of Retail Spending				
Est. Share of Retail Spending Retained	90%	80%	95%	86%
Potential Retained Spending in Devonport				
2021	180.0	114.7	11.1	305.8
2026	191.9	121.4	11.9	325.2
2031	205.3	128.8	12.7	346.9
2036	221.1	137.6	13.8	372.5
Growth in Retained Spending 2021 to 2036	+41.0	+22.9	+2.7	+66.6
Plus Retail Spend from Beyond Devonport				
Est. Proportion of Spend from Beyond Devonport	35%	55%	30%	44%
Est. Spend Available to Devonport Retailers				
2021	276.1	253.3	15.8	545.2
2026	294.4	268.0	17.0	579.3
2031	314.9	284.4	18.2	617.5
2036	339.0	303.8	19.7	662.5
Potential Growth in Retail Spend 2021 to 2036	+62.9	+50.5	+3.8	+117.3

Source: MarketInfo; Ethos Urban

Table 6.5: Indicative Additional Retail Floorspace Supportable, Devonport, 2021 – 2036

Item	Food	Non Food	Retail Services	Total
Sales Available to New Retail Facilities @80% of Growth ($m)				
2021-2026	14.6	11.7	0.9	27.3
2026-2031	16.4	13.2	1.0	30.6
2031-2036	19.3	15.5	1.2	36.0
Total 2021 - 2036	**50.3**	**40.4**	**3.1**	**93.8**
Additional Supportable Retail Floorspace				
Ave. Sales for New Retail F'space 21-26 ($ per sq.m)*	*10,000*	*4,500*	*4,250*	*6,670*
Additional Floorspace Demand (sq.m)				
2021-2026	1,460	2,610	210	4,280
2026-2031	1,570	2,800	230	4,600
2031-2036	1,770	3,170	250	5,190
Total Additional Retail Demand 2021 - 2036	**4,800**	**8,580**	**690**	**14,070**
Est. Retail Floorspace Shortfall (sq.m)				
As at 2021 (refer Table 6.3)	**4,390**	**5,450**	**160**	**10,000**
Est. Additional Supportable Floorspace (sq.m)				
Up to 2036	**9,190**	**14,030**	**850**	**24,070**

* Average trading levels for retailers are assumed to increase at 0.8 – 0.9% per annum.

Source: MarketInfo; Ethos Urban

6.4 Potential Retail Development Outcomes

The proceeding analysis finds that there is currently a retail floorspace shortfall of approximately 10,000 sq.m in Devonport, and this shortfall would increase to approximately 24,000 sq.m by 2036 if no further retail facilities are developed.

The actual development opportunities arising from this retail floorspace shortfall are difficult to predict and will be largely determined by property market dynamics and the response of the retail industry. However, in general terms the following opportunities are evident:

- An expansion in the provision of food outlets, including additional supermarket floorspace and a wider provision of food & beverage outlets (food catering).
- A large provision of non-food specialty space and some additional large format retail outlets.
- A minor increase in the provision of retail services.

The future opportunities are considered by retail type in the remainder of this Chapter.

<u>Discount Department Store</u>

Discount department stores (such as Target, Big W, Harris Scarfe and Kmart) are important anchor tenants for major retail centres such as the Devonport CBD, and serve a broad role as a sub-regional destination for a wide range of primarily non-food product categories. At present, the Devonport CBD contains Kmart and Harris Scarfe outlets.

The discount department store sector continues to face a generally challenging trading environment, particularly with the growth in online sales constraining the total market share achieved by the sector. In terms of operators, Kmart continues to actively look for opportunities, while Big W and Target have generally been focused on closing underperforming stores.

Given the population of the Devonport region, and that Devonport already includes Kmart and Harris Scarfe outlets, there is considered limited opportunity for a new discount department store in Devonport over the forecast period.

<u>Supermarkets/neighbourhood centres</u>

Supermarkets are important anchor retailers and generally attract high levels of customer traffic to a locality. There are currently two full-line supermarkets (with full-line generally considered to be at least 3,000 sq.m in size) in Devonport, as well as two in Ulverstone and one in Port Sorell. Therefore, five full-line supermarket are currently provided within the Devonport Retail Catchment.

A general benchmark often considered in the property industry is the provision of one major supermarket operator for every 8,000 to 10,000 people. The Devonport Retail Catchment contains a population of approximately 69,700 residents. On this broad measure there is demand for at least another full-line supermarket currently, and potentially another supermarket in the medium term.

This measure is also supported by the understanding that the Coles and Woolworths supermarkets in the Best Street precinct are trading very strongly, thereby indicating a need for additional supermarket floorspace.

Overall, there is considered to be an opportunity for a new full-line supermarket in Devonport currently. There is also considered to be the opportunity at the present time to refurbish and potentially expand the existing Coles and Woolworths supermarkets on Best Street to better serve the needs of customers and meet modern consumer expectations.

In the medium term, there is considered to be the need for further supermarket floorspace in Devonport as the population of the region increases. This could be in the form of expansions of existing stores or the development of new supermarkets.

Homemaker/large format retail

The Devonport Homemaker Centre opened in 2013 and additional retailers have opened at the centre over time. The centre is currently fully leased. Given the analysis in the report and observation of the current market, there is considered to be the opportunity for some additional large format retail outlets in Devonport. Ideally the new stores would be located near the Devonport Homemaker Centre or on Don Road.

Devonport CBD

The Devonport CBD is generally preforming well and additional retail floorspace is considered supportable currently and in the future. More detailed recommendations for the CBD are provided in Chapter 7, though in general terms a range of mostly food and convenience retail is supportable at LIVING CITY, as well as other small scale new and refurbished retail facilities throughout the CBD and surrounding mixed-use areas.

Other

The assessed shortfall in retail floorspace indicates the opportunity for some additional retail at the various activity centres throughout Devonport. The mix and provision of retail uses at all centres needs to continually to be updated to meet the changing needs of the consumer. Recommendations for new retail facilities at the other centres in Devonport is provided in the following Chapter 7, though there is considered a particular need for further retail facilities in East Devonport and Spreyton.

6.5 Summary and Implications

- An analysis of retail turnover suggests that retailers in Devonport overall generate around 41% of sales from people living outside the City of Devonport.
- Spending by residents of Devonport directed to retail facilities outside of the Local Government Area (escape spending) is estimated at 17% of total spending. This estimated level of escape spending is considered to be in-line with expectations of a healthy retail sector, indicating that the existing retail facilities are largely meeting the needs of the local community.
- A retail floorspace demand and supply analysis indicates a current shortfall of 10,000 sq.m of floorspace in Devonport. This shortfall of retail floorspace is expected to increase to approximately 24,000 sq.m by 2036 if no retail facilities are developed over the forecast period.
- There is considered to be an opportunity for a new full-line supermarket, additional food & beverage outlets, some non-food/convenience retail shops and more large format retail stores to serve the needs of the local community and visitors.

7 National Retailer Gap Analysis

This Chapter provides a high-level gap analysis of leading national retailers.

Table 7.1 lists the key national retailers currently present in Devonport, as well as identifies if the retailer is located at other regional cities of a similar scale to Devonport.

Table 7.2 details some leading national retailers located in the other selected regional cities though are not in Devonport.

The cities examined are located in the eastern mainland states of Australia, and some retailers may not currently have a presence in Tasmania. This list of retailers should be used as a broad guide only of the types of retailers that could potentially be supportable in Devonport.

Furthermore, this analysis does not suggest that national retailers are preferred over independent operators. It is simply an analysis of the types of leading retailers that are typically located in other regional cities. For the majority of retail precincts, it is important that a mix of national and independent operators are accommodated to ensure that the needs and preferences of shoppers are met.

Table 7.1: Leading National Retailers Located in Devonport

Town	Devonport	Gladstone	Tamworth	Traralgon–Morwell	Warragul	Bowral–Mittagong	Orange	Dubbo	Nowra–Bomaderry	Bathurst	Warrnambool
Postcode	7310	4680	2340	3844/3840	3820	2576/2575	2800	2830	2541	2795	3280
State	TAS	QLD	NSW	VIC	VIC	NSW	NSW	NSW	NSW	NSW	VIC
Retailer											
The Reject Shop	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Bunnings	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Super Cheap Auto	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
EB Games	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Harvey Norman	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	Y
Just Jeans	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y
Priceline	Y	-	Y	Y	Y	Y	Y	Y	Y	Y	-
Kmart	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	Y
Rivers	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y
Strandbags	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y
Best & Less	Y	Y	Y	Y	-	-	Y	Y	Y	Y	Y
Petbarn	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	-
Cotton On	Y	Y	Y	Y	-	Y	Y	Y	Y	-	Y
Sussan	Y	-	Y	Y	-	Y	Y	Y	Y	Y	Y
Jay Jays	Y	Y	Y	Y	-	-	Y	Y	Y	Y	-
Spendless Shoes	Y	Y	Y	Y	-	-	-	Y	Y	Y	Y
Toyworld	Y	-	Y	Y	Y	-	Y	-	-	Y	Y
Mitre 10	Y	-	-	-	-	Y	Y	Y	Y	Y	Y
Kathmandu	Y	-	Y	Y	-	-	Y	-	-	-	Y
Harris Scarfe	Y	-	-	Y	-	-	-	-	-	-	Y
Factorie	Y	-	-	Y	-	-	-	Y	-	-	-
Jeanswest	Y	-	-	Y	-	-	-	-	-	-	Y

Source: Ethos Urban

Table 7.2: Gap Analysis of Leading National Retailers

Town	Devonport	Gladstone	Tamworth	Traralgon–Morwell	Warragul	Bowral–Mittagong	Orange	Dubbo	Nowra–Bomaderry	Bathurst	Warrnambool
Postcode	7310	4680	2340	3844/3840	3820	2576/2575	2800	2830	2541	2795	3280
State	TAS	QLD	NSW	VIC	VIC	NSW	NSW	NSW	NSW	NSW	VIC
Retailer											
Aldi	-	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Dan Murphys	-	Y	Y	Y	-	Y	Y	Y	Y	Y	Y
Spotlight	-	Y	Y	Y	-	Y	Y	Y	Y	Y	Y
Officeworks	-	Y	Y	Y	-	Y	Y	Y	Y	Y	-
The Athlete's Foot	-	Y	Y	Y	-	Y	Y	Y	Y	-	Y
Fantastic Furniture	-	-	Y	Y	-	-	Y	Y	Y	Y	Y
Barbeques Galore	-	-	Y	Y	-	Y	-	Y	Y	-	Y
Pillow Talk	-	Y	Y	-	-	Y	Y	-	Y	Y	-
Michael Hill	-	-	Y	-	-	Y	Y	Y	-	Y	Y
Rockmans	-	-	Y	Y	-	Y	-	-	Y	Y	Y
Adairs	-	-	Y	-	Y	Y	Y	-	-	-	Y
Betta Electrical	-	Y	-	Y	-	Y	Y	-	-	Y	-
Forty Winks	-	-	Y	Y	Y	-	-	-	Y	-	Y
Bed Bath N' Table	-	-	-	-	-	Y	Y	Y	-	Y	Y
Katies	-	Y	Y	Y	-	-	-	-	Y	-	Y
Sportscraft	-	-	Y	-	-	Y	Y	Y	-	-	Y
JB Hi-Fi	-	-	Y	Y	-	-	-	Y	-	Y	-
Rebel Sport	-	-	-	Y	-	Y	-	-	-	-	Y
Lincraft	-	Y	-	-	-	Y	-	-	-	-	Y
Snooze	-	-	-	Y	-	-	-	Y	-	-	Y
Sunglass Hut	-	Y	Y	-	-	-	-	Y	-	-	-
Lorna Jane	-	-	Y	-	-	-	Y	-	-	-	-
Smiggle	-	-	-	Y	-	-	-	-	-	Y	-
Witchery	-	-	Y	-	-	Y	-	-	-	-	-

Source: Ethos Urban

8 Strategic Direction for Devonport Retailing

This Chapter provides a number of key recommendations to assist Council in guiding retail development in Devonport.

Devonport is an important regional centre serving a large rural and semi-rural hinterland, with the retail sector performing an important role in ensuring that Devonport acts as the retail and business hub serving north-western Tasmania.

Retailing provides vital economic activity which contributes to jobs and incomes, and has an important social role in the delivery of goods and services. It also contributes to the built environment and can provide an important sense of place for the community.

New retail development provides investment into the local economy and contributes to job creation and economic development. It can also provide the flexibility to accommodate change and innovation in the retail sector. An appropriate provision and mix of retail uses maximises the opportunity of retaining retail spending by local residents, as well as attracting spending from residents in the broader surrounding region and other visitors such as tourists.

Recommendation 1: Continue to support the primacy of the Devonport CBD

The Devonport CBD plays an important role in serving the wide range of needs of the surrounding regional catchment as well as tourists. This role should be maintained and enhanced through appropriate retail and other commercial development, with an aim of continuing to improve the vibrancy and attractiveness of the CBD.

The Devonport CBD needs to constantly evolve to meet the latest market conditions and the changing demands and expectations of shoppers and other users. Some buildings and retail tenancies in the CBD are aging, of low quality and poorly presented, and need to be improved to modern standards. In particular, some arcades in the CBD require investment with a focus on increasing visitation levels to support the retailers and businesses.

It is important that there is an ongoing process of improvement in urban design and retail function, which ensures that the attractiveness of the CBD as a place to visit and shop is maintained and improved. An integrated approach to development which includes both the public and private sectors has the potential to significantly improve the appeal of the older street-based parts of the Devonport CBD. As an example, King Street, which includes a number of vacancies and vacant sites, and lacks the vibrancy of other parts of the CBD, should be a key focus for redevelopment with improved public amenity.

It is important to ensure that the current planning controls and mechanisms for the Devonport CBD are suitable to facilitate and encourage appropriate development. Development within the CBD needs to continue, to ensure it remains relevant for the community and meets the needs of consumers. Increasing the mix and intensity of development will concentrate activity within the CBD and contribute to its vibrancy, benefiting the retail sector and other businesses.

Mixed-use developments with a range of retail, commercial and residential uses, which are generally lacking at present in the CBD, should be encouraged. Facilitating the development of more commercial space will increase the number of workers in the CBD, while high-density housing will attract more residents. Ongoing private investment is considered vital for the ongoing success of the Devonport CBD.

Council should continue to focus on increasing activity and attracting patrons to the CBD including local residents, local workers and visitors. The Devonport CBD should be promoted as a key destination for shopping and business activity, as well as an attractive place to visit for tourists, and take advantage of its central location and well-established retail sector. It needs to continue to provide a unique experience and offer a broad range of retail types across food, convenience shopping, entertainment and higher-order comparison shopping facilities. A good quality and diverse retail offering in the CBD will assist in maximising the retail spend in the area, which in turn will support a broad retail offering. Ensuring that the retail offer and opening times meet the expectation of tourists is considered critical.

Overall, it is important to continue to recognise the Devonport CBD as a key destination for business and shopping for the Devonport community and visitors. Its unique character and diversity of businesses should be valued and celebrated. It should also be promoted as a suitable place for retail, commercial and mixed-use developments, with a focus on regional-level retail, commercial, community and administrative functions. It is vital that private and public investment in the CBD continues so that it can evolve to meet the changing needs of the community.

Actions

- Ensure that all major retail development proposed in Devonport outside of the CBD be properly assessed to ensure the primacy of the Devonport CBD is protected.
- Ensure the planning controls and mechanisms for the Devonport CBD are suitable so that appropriate redevelopment opportunities which respond to market demand are encouraged.
- The ongoing evolution of the Devonport CBD should be supported by actively seeking an ongoing program of new developments and redevelopments of existing buildings subject to appropriate heritage and urban design guidelines.
- Encourage intensive mixed-use developments across the CBD which accommodate a mix of retail, commercial and residential uses as well as optimise urban design outcomes. Supporting commercial office developments and attracting commercial office businesses to the CBD should be a focus.
- Encourage property owners to invest in maintaining and improving the quality and presentation of their buildings.
- Examine ways to improve the night-time economy in the CBD, such as encouraging more clustering of restaurants as well as investing in improved lighting and streetscapes.
- Promote the Devonport CBD as a convenient and vibrant place to shop and undertake business. Implement programs to engage residents and attract visitors and tourists such as marketing campaigns and hosting events. Rooke Street Mall, as well as the unique and diverse range of other shopfront business throughout the CBD, should be celebrated.
- Continue to improve the walkability of the CBD, though also ensure it is easy to access by public transport and by car. Ensure that wide consultation is undertaken before deciding if cars should return to Rooke Street Mall.
- Encourage mixed-use developments with increased intensity on sites within the Urban Mixed Use zone that surrounds the CBD, though ensuring the primacy of the CBD is always protected. Retail development which requires car access from Formby Road should be carefully assessed given the traffic route can become congested during peak periods.
- Encourage retail offerings to meet the expectation of tourists and other visitors, including through appropriate opening times of businesses.
- Build on the success of LIVING CITY and encourage developments in the CBD to take advantage of river frontage.

<u>Best Street Precinct</u>

A key strength of the CBD is the concentration of several national retailers in the one location on Best Street, creating a key destination for retail activity. However, there has been limited capital investment in some the buildings on Best Street, which could be improved to meet the expectation of today's consumer.

There are considered opportunities for more intensive development of some sites in the precinct which could provide commercial and residential uses as well as a more integrated and pedestrian friendly shopping environment. The car parking serving the two major supermarkets could be improved with better connectivity.

<u>Actions:</u>

- Encourage capital investment in the key private buildings and adjoining car parks that accommodate retail uses.
- Encourage more intense developments which cater to the needs of the community and optimise urban design outcomes.
- Support appropriate redevelopment and expansion of the two major supermarkets.

<u>LIVING CITY - CBD Extension</u>

LIVING CITY is emerging as a vibrant extension of the Devonport CBD and effectively connects the CBD with the Mersey River. Many parts of the precinct have now been completed such as a new car park, Market Square Pavilion, Council offices, service centre, library, arts centre and open space, while the hotel is nearing completion.

The next stage of LIVING CITY – Stage 3 on Fenton Way – has the potential to continue to lift visitation levels to the CBD and further increase activity in the area. The retail precinct of the project has the opportunity to provide a broad range of shops and other businesses that can become a key destination for retail and service activity in the area.

<u>Actions:</u>

Promote LIVING CITY as a key destination for retail and business activity in the Devonport CBD, which is easily accessible and provides a strong connection with the established parts of the CBD including Rooke Street Mall. The retail offer of Stage 3 would ideally provide a market vibe and is recommended to include the following:

- A blend of national brands and local operators, to maximise the customer base served by the retail precinct though also ensuring a unique offering.
- A range of fresh food stores which can showcase the local produce of the region.
- A cluster of causal restaurants which can activate the area during the day as well as in the evening to support the nigh-time economy of the CBD. Ideally, the restaurants would provide a diverse range of cuisines at various price points to cater for a diverse customer base.
- A number of destination retailers and businesses to ensure patrons are consistently attracted to the precinct. Ideally, the operators would focus on promoting retail as an experience rather than just a place to shop.
- An opportunity for pop up stores, which could be leased on short term contracts.

In general terms, Stage 3 of LIVING CITY on Fenton Way is not considered an appropriate location for large homemaker type retailers, which are recommended to be located in a homemaker precinct. The retail offer should be specifically tailored to the needs of the community and visitors, and where appropriate provide uses which promote and celebrate Devonport.

Recommendation 2: Better define a retail centre hierarchy for Devonport

The Tasmanian Planning Scheme outlines a number of zones which provide for retail facilities including Central Business (Devonport CBD), General Business (Fourways), Local Business (various centres), Urban Mixed Use and Commercial (Homemaker Centre, Don Road and part of Formby Road). While these zones provide high-level guidance of the types of uses encouraged, it is recommended that a clearer retail centre hierarchy is defined that describes the specific role, function and theme of each centre in the City of Devonport. It is noted that at present East Devonport Village as well as the three shops at the intersection of North and William Street are both in the Local Business zone, despite the vastly different roles they serve.

A clearly defined retail centre hierarchy can be an important tool in describing the role of centres and guiding the type and extent of retail provision in each centre. The retail centre hierarchy should reflect that different sized centres perform varying roles in retailing and related activities.

An appropriately defined hierarchy would assist in planning for the efficient delivery of retail and business services, and would provide greater certainty for stakeholders including Council, developers, property owners and businesses. It would also provide an important reference point in assessing applications for retail developments in the various zones. It is noted that the lack of a clearly defined retail centre hierarchy can result in ad hoc and reactive decision-making which increases uncertainty for stakeholders and can result in sub-optimal development outcomes.

Actions:

- Clearly define a retail centre hierarchy to assist in guiding the appropriate scale and type of new retail development in each centre, as well as assist in assessing development applications.
- Once defined, maintain and support the retail centre hierarchy. If any changes to the nominated retail activity centre hierarchy are required, it would need to be clearly justified and consistent with the policy objectives of Council.

Recommendation 3: Support appropriate retail development

The provision of an appropriate level of retail facilities for residents and visitors is important to drive economic activity and investment, support existing businesses and create jobs. If a sufficient level of retail facilities are not provided to serve the needs of the community, retail expenditure will escape Devonport to the detriment of existing businesses and residents.

It is important that policies facilitate appropriate development to maximise investment and economic activity in Devonport. New retail development provides the opportunity to accommodate change and innovation in the retail sector. It also increases the opportunity of retaining additional retail spending in the municipality by residents as well as maximising the retail spending by visitors including tourists.

This is particularly important as the retail sector in the City of Devonport also serves residents of the adjoining municipalities. Tangible economic benefits are available to Devonport associated with ensuring that spending by City of Devonport residents and residents of the surrounding municipalities is retained locally, rather than escaping to other major regional cities.

A planning process for retail development in Devonport which identifies and facilitates appropriate development will support private investment and maximise economic activity. Where practical, new retail developments are recommended to integrate with established transport and community infrastructure to ensure efficient and sustainable outcomes.

Actions:

- Support, facilitate and encourage appropriate development for new or expanded retail facilities, as well as the redevelopment of existing facilities, while ensuring developments are in accordance with the retail centre hierarchy and Council's strategic planning objectives.

Recommendation 4: Promote development which consolidates activity in established centres and reduces fragmentation

The clustering of retail and business activity in well-defined centres contributes to the vibrancy and commercial viability of shops and other businesses in a centre. A fragmented retail offer unnecessarily dilutes activity and vibrancy, is less convenient for consumers and can result in inefficient use of land and infrastructure

Important benefits can be gained from providing a broad range of facilities at activity centres. The concentration of a mix of uses in an activity centre contributes to sustainability and improved efficiencies by reducing the need for multiple trips associated with shopping, business activity, education and community interaction. Reducing trips also leads to a reduction in private car use and urban congestion and improves pedestrian safety.

Actions:

- Support the consolidation of retail, community, entertainment, and other business development within the hierarchy of activity centres in Devonport. This includes identifying key development sites within established centres that can potentially accommodate retail and commercial facilities. East Devonport Village and Spreyton are two examples which would benefit substantially from a consolidation of retail and business facilities.
- Retail development outside the defined activity centres should be discouraged, though it is noted that new centres may need to be created at times subject to the needs of the community.

Recommendation 5: Support the ongoing operation and evolution of activity centres in Devonport

There are numerous activity centres located throughout Devonport as detailed in Chapter 5 of this study. It is recommended that Council better define the roles of all activity centres in Devonport, and assist in supporting and promoting the centres as destinations for shopping and business activity. Council should also aim to strengthen the centres by encouraging appropriate development that reinforces the defined role of each centre.

The various smaller centres, such as along Valley Road and Forbes Street, should also be recognised as important contributors to the retail network at the local level. The centres provide convenience retail shops and services for local residents and workers, including within a walkable catchment.

Actions:

- Define the role and theme of each activity centre, as well as provide a vision and aspirations for future development.
- Promote and celebrate the unique characteristics of each activity centre in Devonport, with a focus on increasing activity as well as encouraging appropriate investment and development.
- Encourage ongoing private investment in the quality and presentation of retail and shop tenancies.
- Contribute public investment to improve the presentation and vibrancy of centres through inputs such as streetscaping and hosting events.

- Consult and work with existing businesses and retailers to ensure their voices are heard and their needs met where appropriate.

Further recommended actions for specific centres are provided following.

Don Road

A range of retail and commercial uses are provided on Don Road, which benefits from high exposure and relatively convenient accessibility from the surrounding region. Don Road is considered an appropriate location for an ad hoc mix of customer serving businesses which require relatively large footprints. It is recommended that Council define the role of the Don Road precinct more clearly and assist in strengthening the centre by encouraging more tenants which contribute to the defined role of the centre.

It is considered appropriate for Don Road to function, and be better known as, a key large format retail precinct, secondary to the Devonport Homemaker Centre. Other commercial uses which require large areas should also be supported. Don Road is a suitable location for a diverse mix of facilities which serve the needs of both businesses and residents.

Actions:

- Develop a vision for the Don Road precinct and ensure appropriate controls are in place to support this vision.
- Encourage the ongoing evolution of the Don Road precinct with a focus on providing a mix of commercial and retail uses that require large footprints. Fine grain retail outlets, such as small shops, should be discouraged, though a provision of food outlets to mostly serve workers and visitors to the precinct should be provided.

Large Format Retail and Homemaker Centre

The Devonport Homemaker Centre provides a range of national retailers and is understood to be trading well. The centre is important as it assists in retaining homemaker expenditure in Devonport, which was escaping the municipality before the development of the centre. In particular, the level of escape spending in the non-food category has reduced significantly since the 2008 Retail Study, partly reflecting the development of the centre.

As the resident population of Devonport and the surrounding region continues to grow, there will be a need for additional large format retail outlets in Devonport. The demand analysis reveals that there is currently a shortfall of 4,600 sq.m of non-food retail floorspace, increasing to 13,000 sq.m by 2036, some of which would be appropriately served by new large format retail outlets.

In addition, as demonstrated in the gap analysis provided in Chapter 7, there are several national large format retailers who typically operate stores in regional cities with a similar population base to Devonport that do not currently have a presence in the area.

Actions:

- Liaise with developers and retailers to ensure that there is sufficient land available to accommodate the development of large format retail facilities at appropriate locations.
- Support and facilitate the development of additional large format retail outlets at appropriate locations subject to the market need being demonstrated.

Fourways

Fourways is generally a well presented, vibrant and active centre that provides a wide mix of retail shops and services. It performs well as a village hub serving the convenience shopping and service needs of the local community. However, some of shops appear somewhat dated which impacts on the overall ambience of the centre.

Actions:

- Improve the attractiveness and amenity of the centre through a range of direct and indirect actions such as investing in streetscaping, hosting events and encouraging private investment in shopfronts.
- Promote the centre as a highly convenient destination for daily shopping and community activity.
- Encourage development where it is consistent with the convenience role of the centre and optimises urban design outcomes.

East Devonport

East Devonport includes a Village Centre centred around Wright Street and a small cluster of shops on Tarleton Street. Strategic planning for retail development in East Devonport could be improved to provide a more structured approach to retail development in this part of Devonport and to encourage better integration of retail facilities in the area.

East Devonport Village contains a variety of retail shops and services, and should continue to be supported as the main destination for retail and commercial activity in East Devonport. The future relocation of the terminal for the Spirit of Tasmania further to the south may impact the centre to some degree. Therefore, the centre may need additional support during this transition period.

A number of vacant sites are located throughout East Devonport Village which creates a fragmentation of the retail facilities, with the shops near Thomas Street particularly being disconnected with the facilities on Murray Street. There is considered to be an opportunity to create a stronger, more connected centre with a village atmosphere that responds to the needs of local residents as well as visitors.

At present East Devonport does not provide a strong gateway into Tasmania for Spirit of Tasmania customers and visitors. There is considered to be an opportunity for the provision of retail uses throughout East Devonport to better showcase Northern Tasmania including its attractions as well as local produce and crafts.

The Tarleton Street precinct is more ad hoc in nature, though a small cluster of shops is located at the intersection with Torquay Road including a FoodWorks supermarket. Once the terminal for the Spirit of Tasmania is relocated, there may be an opportunity for additional retail and commercial uses in this locality.

There is considered to be a benefit in formally recognising East Devonport Village as a centre of a higher-order than Local Business in the planning scheme. This may encourage investment and development in the locality, to better respond to the needs of the community.

Actions:

- Implement a more structured approach to guide retail development in East Devonport Village to allow the centre to better fulfil its potential as a village centre serving the needs of residents and visitors to East Devonport.
- Recognise East Devonport Village as a centre of a higher-order than Local Business in the planning scheme to assist the centre in effectively catering to the needs of the community.
- Encourage and support development at East Devonport Village that improves the integration and connection of existing retail and business facilities.
- Promote East Devonport Village and support the traders where practical during the relocation of the terminal for the Spirit of Tasmania.

- Support new development and additional retail facilities along Tarleton Street where the market need for such uses is established, particularly once the terminal for the Spirit of Tasmania is relocated to the area.

Spreyton

Retailers and businesses in Spreyton primarily serve the area of Devonport to the south of the Freeway, as well as residents of the adjacent Latrobe and Kentish municipalities. There has been some rural residential development occurring in Spreyton and the areas to the south.

The Spreyton centre currently lacks integration, with retailers and businesses dispersed along Mersey Main Road. A strategic plan for Spreyton that focuses on improving the integration and clustering of businesses is recommended. A traffic plan for Spreyton would also be useful, as the level of traffic along Mersey Main Road, particularly during peak periods, is affecting the ultimate performance of the centre.

Actions:

- Better define the role of the Spreyton centre as a key neighbourhood centre serving the communities of Spreyton and the surrounding localities.
- Seek to improve the current fragmentation of facilities by supporting the integration and clustering of retail and commercial uses where practical.
- Review and better manage the high levels of vehicle traffic along Mersey Main Road.

Recommendation 6: Assess major retail development applications against appropriate criteria, including for developments outside established centres

The analysis undertaken for this study indicates that the future population and retail spending growth projected for the City of Devonport and the surrounding region will result in the need for expansions of existing activity centres and potentially the creation of new centres. In particular, the floorspace demand analysis in this study finds that there is a potential need for an additional 24,000 sq.m of retail floorspace in Devonport by 2036.

It is recommended that Council support major retail development applications where there is a clear demonstrated need and a market gap for the proposed development. Council would need to be satisfied that the proposed development would not have an adverse impact on the retail centre hierarchy of Devonport nor on the primacy of the Devonport CBD.

When assessing the need for new or expanded retail facilities, Council should request evidence that the additional retail floorspace is needed and will not have an adverse effect on the viability of any existing centre. This evidence should include an appropriate assessment of retail demand compared with retail supply, as well as consider the likely trading impacts on existing and approved centres from the proposed development. It should also provide analysis of the likely contribution to Net Community Benefit from the proposed development, which considers a range of factors such as community choice, job creation, activity centre vibrancy and centre implications.

While retail development should be encouraged to be provided in existing centres on land which is appropriately zoned, on occasion it may be appropriate for new retail development to be provided outside established centres. In some cases, a site may need to be rezoned to facilitate the development. Planning for new retail centres requires careful consideration to ensure that the market need for new retail facilities is balanced against the need to maintain the healthy operation of the existing retail centre hierarchy.

For any rezoning, Council would need to be completely satisfied that the proposed use cannot be accommodated within the existing centre hierarchy or on other appropriately zoned land.

Furthermore, the applicant must demonstrate that the proposed location is consistent with the urban context of the surrounding area, and that the proposed development would not impact on the local character and amenity.

For any site to be rezoned, it is preferred that it is located adjected or close to an existing activity centre. Council would also need to be satisfied to a high degree that the rezoning and proposed development would not have any adverse impact on the retail centre hierarchy of Devonport and particularly the primacy of the Devonport CBD.

Actions:

- Support retail development applications where the proponent clearly establishes the retail need and market gap for the development, and where any adverse impacts on the retail centre hierarchy are within acceptable limits.
- For any major retail development or rezoning application, economic/planning analysis showing the market need, impact analysis and as assessment of Net Community Benefit should be requested. The analysis should be appropriately detailed, transparent and verifiable.

9 Conclusion

Devonport is an important regional centre serving a large rural and semi-rural hinterland, with the retail sector performing an important role in ensuring that Devonport acts as the retail and business hub serving north-western Tasmania. Over the past decade, there has been substantial change to the retail landscape in Devonport including the development of the Devonport Homemaker Centre, the opening of Hill Street Grocer and a provision of a range of new large format retail stores near the Devonport CBD.

Another critical change in Devonport is the commencement of LIVING CITY, the largest urban renewal project undertaken in regional Tasmania. LIVING CITY is transforming Devonport by creating a cultural heart, opening the city up to the waterfront, and further establishing the city as a key destination for business activity and visitors.

There is an estimated 84,840 sq.m of occupied retail floorspace across the various centres in Devonport. Close to half is provided within, or near, the Devonport CBD. The other largest centres in terms of retail floorspace are Devonport Homemaker Centre, Don Road precinct and Fourways. The vacancy rate of retail floorspace in Devonport is estimated at 3.9%, which is considered low and healthy for a regional city.

Since 2008, the time of the previous Retail Strategy prepared for the City of Devonport, the amount of occupied retail floorspace has increased by just over 20,000 sq.m. This is largely attributed to the development of new large format retail outlets, particularly at the Devonport Homemaker Centre.

Escape spending, which is a measure of retail spending by residents in a particular region being directed to retail facilities located outside the region, is estimated at a healthy 17% for Devonport. This has declined significantly since 2008, when it was estimated at 21%.

A retail floorspace demand analysis undertaken for this study finds that there is a current shortfall of retail floorspace in the order of 10,000 sq.m in Devonport. This estimated retail floorspace shortfall is estimated to increase to approximately 24,000 sq.m by 2036 if no retail development occurs over that period.

A vibrant retail sector is important for a thriving community, and the provision and scale of retail facilities needs to continually change to meet the requirements and preferences of the community. New retail development is important as it provides investment into the local economy and contributes to job creation. It can also provide the flexibility to accommodate change and innovation in the retail sector.

Devonport contains numerous activity centres with the existing retail facilities largely meeting the needs of the local community and visitors. Though it is important that activity centres evolve as the demands and needs of the community change. The following are some recommendations to assist Council in guiding retail development in Devonport:

- Continue to support the primacy of the Devonport CBD.
- Better define a retail centre hierarchy for Devonport.
- Support appropriate retail development.
- Promote development which consolidates activity in established centres and reduces fragmentation.
- Support the ongoing operation and evolution of activity centres in Devonport.
- Assess major retail development applications against appropriate criteria, including for developments outside established centres.

Appendix

Mobile Ping Data

Visitors to the Devonport CBD have been analysed using mobile phone ping data from Near, which provides home/evening location details and number of visits for customers.

Information on the evening location of visitors to the Devonport CBD is detailed in Table A1, including the average number of visits. The data is for the period from January 2021 to March 2022, therefore, restrictions due to the COVID-19 pandemic over this period would have impacted the results, particularly the proportion of international visitors.

The data shows that some 82% of visits to the Devonport CBD were from people residing in the Devonport Retail Catchment. The majority of customers live in Devonport, though there is also a significant proportion from the surrounding municipalities of Latrobe, Kentish and Central Coast.

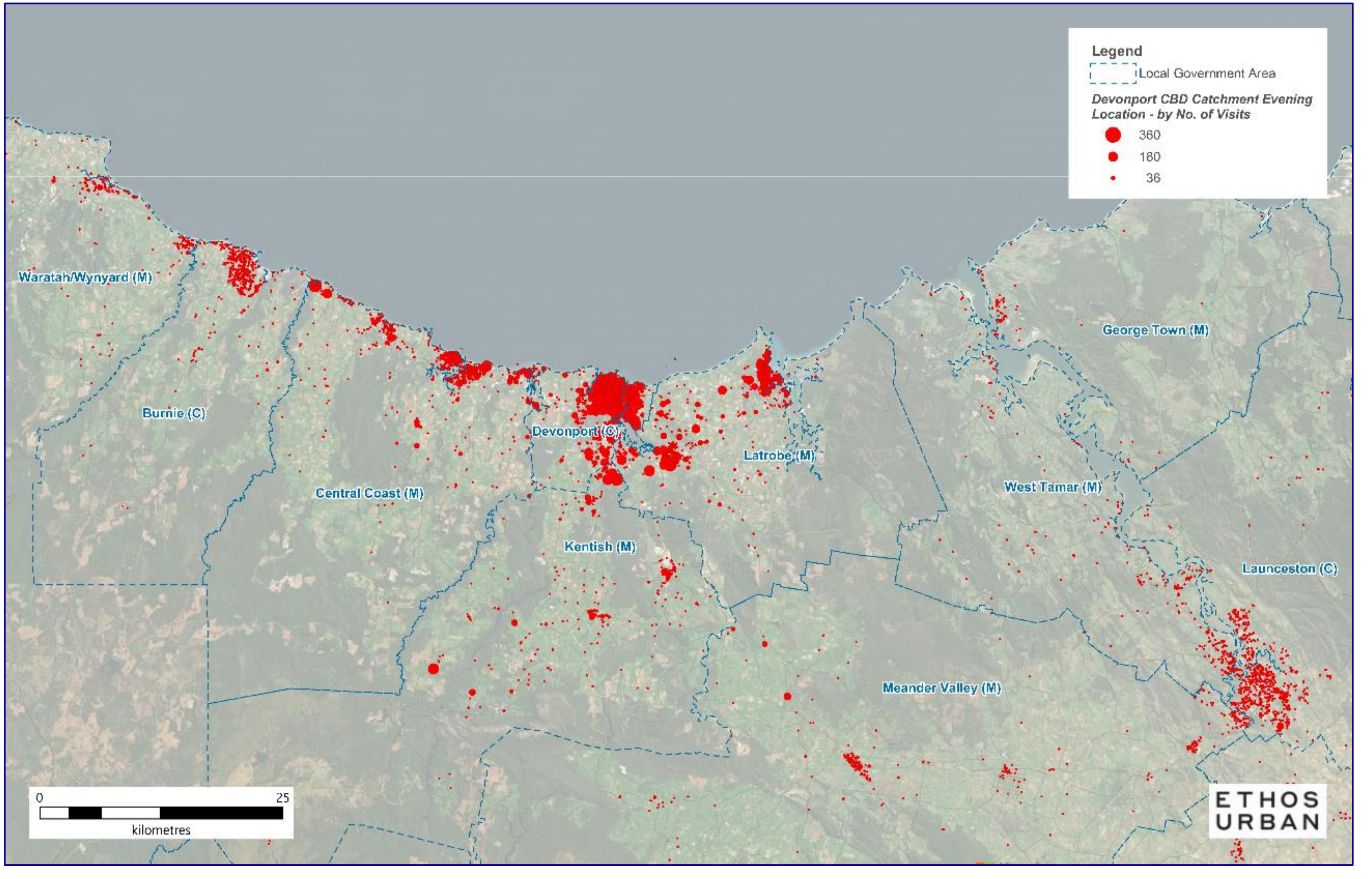
Figure A1 shows the evening locations of visitors to the Devonport CBD.

Table A1: Proportion of Visits and Visitors to Devonport CBD by Home Location

Area	Visitors % of total	Visits % of total	Average No. of Visits
Devonport	22.0%	53.6%	18
Latrobe	7.5%	14.3%	14
Kentish	2.7%	4.4%	12
Central Coast	8.3%	9.4%	8
Devonport Retail Catchment	**40.6%**	**81.7%**	**15**
Launceston and Surrounds	8.8%	2.9%	2
Burnie and Surrounds	6.5%	3.2%	4
Balance of Tasmania	15.5%	5.2%	2
Tasmania	**71.3%**	**92.8%**	**9**
Victoria	14.1%	3.6%	2
New South Wales	6.2%	1.3%	2
Balance of Australia	8.1%	2.1%	2
Australia	**99.7%**	**99.9%**	**7**
International	0.3%	0.1%	2
Total	**100.0%**	**100.0%**	**7**

Source: Near; Ethos Urban

Figure A1: Devonport CBD - Evening Location of Visitors



Source: Near; Ethos Urban

Retail Floorspace Type and Provision as at 2008

The following Table A2 provides a summary of the type and provision of retail floorspace in Devonport as at 2008, based on the 2008 Retail Strategy. Some of the categories have been amended to allow for a better understanding of the types of retail uses provided in each centre.

Table A2: Retail Floorspace Provision – City of Devonport, 2008

Centre	FLG	Food Catering	Non-Food	Large Format Retail	Retail Services	Total Occupied	Shop Vacant	Total	Vacancy Rate
<u>Devonport CBD</u>									
CBD Core	460	2,630	14,720	1,930	1,670	**21,410**	480	**21,890**	2.2%
CBD Best Street	6,470	150	5,400	0	50	**12,070**	0	**12,070**	0.0%
CBD Fringe	0	0	0	2,780	0	**2,780**	0	**2,780**	0.0%
CBD Mixed Use	0	0	1,580	400	80	**2,060**	0	**2,060**	0.0%
Total Devonport CBD	**6,930**	**2,780**	**21,700**	**5,110**	**1,800**	**38,320**	**480**	**38,800**	**1.2%**
<u>Fourways</u>									
Total Fourways	**860**	**550**	**3,955**	**0**	**960**	**6,325**	**660**	**6,985**	**9.4%**
<u>Devonport East</u>									
Devonport East Village	540	560	1,670	0	320	**3,090**	200	**3,290**	6.1%
Devonport East Balance	1,190	300	0	0	0	**1,490**	0	**1,490**	0.0%
Total Devonport East	**1,730**	**860**	**1,670**	**0**	**320**	**4,580**	**200**	**4,780**	**4.2%**
<u>Other Retail Centres/Shops</u>									
William Street	0	820	1,000	0	0	**1,820**	0	**1,820**	0.0%
Forbes Street	80	180	100	0	0	**360**	0	**360**	0.0%
Valley Road	530	140	200	0	70	**940**	70	**1,010**	6.9%
Spreyton	1,050	180	80	400	160	**1,870**	0	**1,870**	0.0%
Other	255	560	275	0	460	**1,550**	0	**1,550**	0.0%
Total Retail Centres	**1,915**	**1,880**	**1,655**	**400**	**690**	**6,540**	**70**	**6,610**	**1.1%**
<u>Large Format Retail Precincts</u>									
Homemaker Centre	n.a.	n.a.	n.a.	n.a.	n.a.	**n.a.**	n.a.	**n.a.**	n.a.
Don Road	480	250	2,800	5,340	80	**8,950**	0	**8,950**	0.0%
Total LFR Precincts	**480**	**250**	**2,800**	**5,340**	**80**	**8,950**	**0**	**8,950**	**0.0%**
Total City of Devonport	**11,915**	**6,320**	**31,780**	**10,850**	**3,850**	**64,715**	**1,410**	**66,125**	**2.1%**

Source: Retail Strategy 2008 (Essential Economics)