

BusinessDaily

# Commercial Prope



Ten more of these, thanks: the State Government says Melbourne's retailers will need the floorspace equivalent of 10 Chadstones by 2030.

## Population boom to leave retailers scrambling for room

# Space invaders

**Ben Butler**

A POPULATION explosion means Melbourne will need the equivalent of 10 new Chadstones by 2030, Planning Minister Justin Madden says.

Mr Madden told Bulky Goods Retailers Association forum Melbourne's population would hit 4.5 million by 2020, a decade ahead of the government's previous forecast.

He said "simplified and better planning" would be needed to give developers and residents "more certainty".

"There will be a significant demand for retail floorspace, both across metropolitan Melbourne and regional Victoria over the next 25 years," Mr Madden told the forum, held last month.

"So, overall it is estimated that

growth of approximately 40 per cent on our current retail floorspace will be required.

"For example, for metropolitan Melbourne alone, that increase in floorspace is the equivalent of providing 10 more Chadstone shopping centres.

**'WE DON'T ANTICIPATE WE WILL NEED 10 MORE CHADSTONE SHOPPING CENTRES, BUT WE WILL NEED THE EQUIVALENT OF THAT SORT OF FLOORSPACE.'**

"We don't anticipate we will need 10 more Chadstone shopping centres, but we will need the equivalent of that sort of floorspace."

"Around a fifth of this demand — two of the equivalent Chadstone

shopping centres — is likely to be for the bulky goods type of retailing."

He said an audit of the government's controversial planning policy, *Melbourne 2030*, found "the fundamental principles behind the plan are now more relevant than ever before".

"But, the reality is that the goalposts have shifted."

A reference group of industry and other players would review land use definitions and zoning controls governing retail development, he said.

"The audit also highlighted that we need a simplified and better planning done in the activity centres, to help accommodate the need for growth and change," Mr Madden said.

He promised approval for retail development on greenfield sites in designated growth areas would be fast-tracked by incorporating master plans into planning rules.

"If your permit is consistent with that master plan, you will get a permit."

Bulky Goods Retail Association executive director Philippa Kelly said the organisation was "very encouraged by the direction which the government is heading".

"The minister has an understanding of our issues," she said.

A spokesman for Mr Madden said a discussion paper would be released "in the near future".

St Kilda Rd's our boulevard of