

## RETAIL FORMAT COMPARISON

	Bulky Goods Showroom	Core Retailing
<b>Location</b>	<p>Located in close proximity to activity centres generally on edge or outside of activity centres due to permissibility of bulky goods showrooms in lower priority land zonings</p> <p>Generally located on major arterial roads due to exposure to passing traffic, accessibility for customers by car and public transport connectivity</p>	<p>Located centrally within principal activity centres due to restrictions on retail uses outside of highest priority land zonings</p> <p>Generally located in centre of town locations as major anchor to activity centres</p>
<b>Merchandise</b>	Generally large items in terms of size, shape and weight	Generally small items in terms of size shape and weight
<b>Display Requirements</b>	<p>Large floor plates required for the storage handling and display of bulky items</p> <p>Typical tenancy areas for major tenants is 1,000-3,500 sqm and for minor tenants 300-500 sqm</p> <p>Typical ceiling height of 4.5-6.0 metres for storage and display of products in industrial racking</p>	<p>Generally small floor plates for majority of tenants in the range 80-120 sqm</p> <p>Major tenants anchoring shopping centres typically 3,500-5,000 sqm include supermarkets and department stores</p> <p>Typical ceiling height of 3.0-3.6 metres for display of products in standard shop fittings</p>
<b>Customer Visitation</b>	<p>Infrequent / Destination trip</p> <p>Considered capital investment</p> <p>Low volume of average customers per day</p> <p>Generally short period of stay for sole purpose of acquiring goods</p>	<p>Frequent / Impulse trip</p> <p>Everyday needs</p> <p>High volume of average customers per day on average 3 to 4 times the population density of bulky goods showrooms</p> <p>Generally longer period of stay associated with lifestyle shopping, leisure, dining and entertainment facilities provided within shopping centres</p>

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	Bulky Goods Showroom	Core Retailing
<b>Trading Patterns</b>	<p>Generally higher ticket value per average sale than core retailing</p> <p>Low average turnover per square metre of floor area</p>	<p>Generally lower ticket value per average sale than bulky goods showroom</p> <p>High average turnover per square metre of floor area</p>
<b>Built Form</b>	<p>Large floor plates</p> <p>Non-active frontages due to large floor plates and coarse-grain subdivision pattern</p> <p>Primarily outdoor environment for public circulation</p>	<p>Small floor plates</p> <p>Active frontages due to small floor plates and fine-grain subdivision pattern</p> <p>Primarily indoor environment for public circulation with the exception of traditional street or strip based retailing</p>
<b>Loading &amp; Goods Handling Requirements</b>	<p>Deliveries to majority of tenants by semi-trailers and large trucks</p> <p>Direct access to rear of tenancy for unloading of bulky goods and storage within tenancy</p> <p>Direct access for collection of bulky goods after purchase by customers for loading into their vehicles</p>	<p>Deliveries to major tenants only by semi-trailers and large trucks. Deliveries to the majority of small tenants by small trucks and vans</p> <p>Direct access for loading to major tenants only. Majority of small tenants transfer goods via service corridors or public mall</p> <p>Primarily cash and carry</p>
<b>Car Parking</b>	2.5-3.0 car spaces per 100 square metres of floor area	5.0-8.0 car spaces per 100 square metres of floor area.
<b>Rent</b>	Low-Medium rent per annum	High rent per annum
<b>Outgoings</b>	Low outgoings	High outgoings