

## Bayswater Town Centre: Retail Analysis

### Existing and Projected Population of the Bayswater Statistical Area 2:

Year	Population
2011	21,209 persons
2026	28,260 persons (adopting medium growth band) <sup>1</sup>

### Estimated Retail Demand of the Bayswater Statistical Area 2:

Year	Adopting 1.5sqm per Capita <sup>2</sup>	50% to allow for local retail
2011	31,814sqm GFA	15,907sqm GFA
2026	42,390sqm GFA	21,195sqm GFA

### Estimated Existing Retail Floor Space:

Site	Estimated Area
1. Beechboro	7,800sqm
2. Hotel	5,600sqm
3. Whatley Crescent	8,500sqm
4. King William	3,400sqm
<b>Total</b>	<b>23,300sqm</b>
<b>Estimated built employment floor space (30%)<sup>3</sup></b>	<b>7,590sqm Gross Floor Area (GFA)</b>

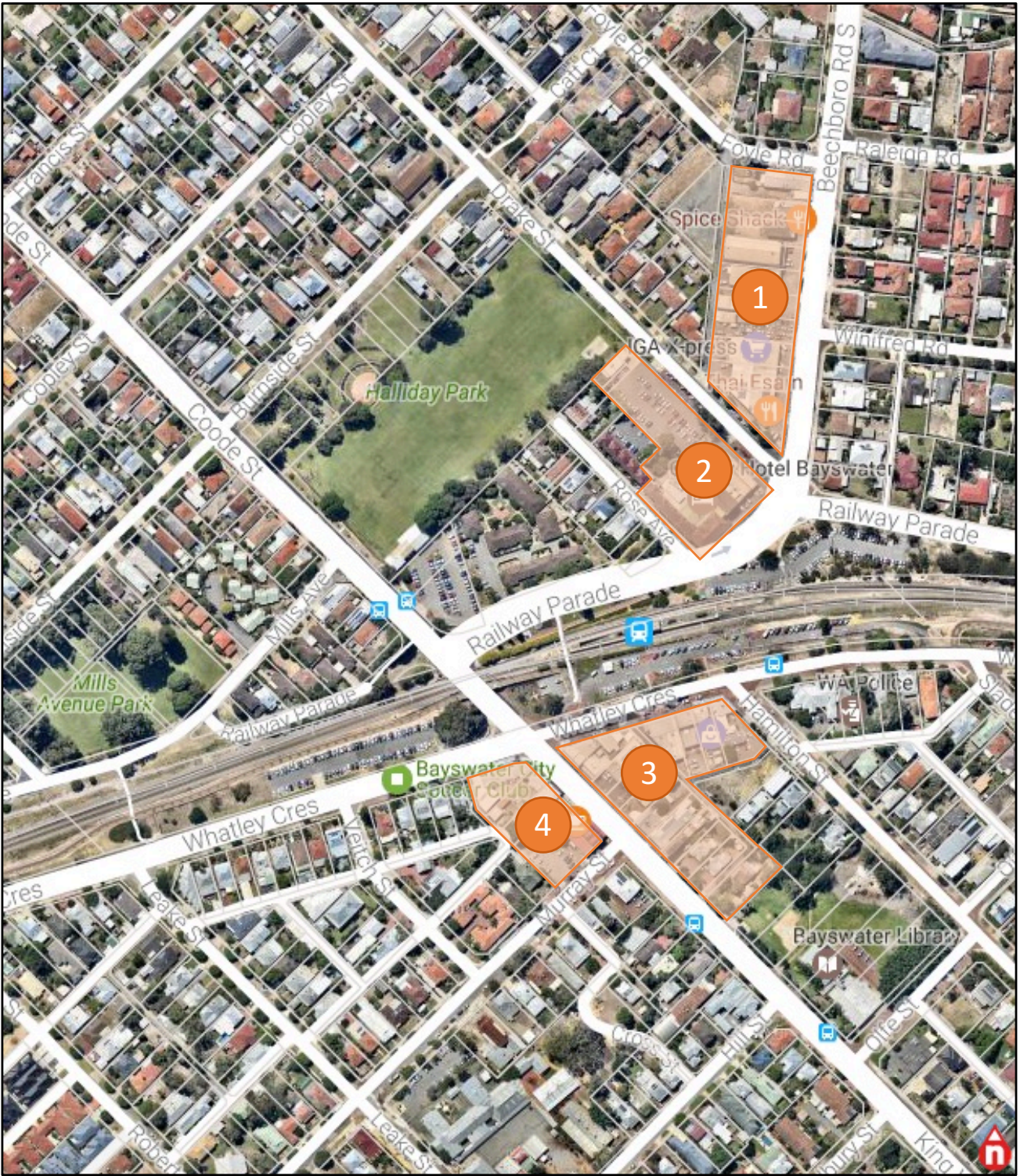
### Summary:

Estimated current undersupply (at year 2011): 15,907 – 7,590 = **8,317sqm GFA**

Estimated potential additional supply (at year 2026): 21,195 – 7,590 = **13,605sqm GFA**

### Notes:

1. Department of Planning, 2015, WA Tomorrow: Medium Term Population Forecasts for Western Australia 2014 to 2026 and Sub-regions 2016 to 2026
2. The retail industry standard is 2.2sqm per capita, which includes 0.7sqm for large format retail (full-line supermarkets, department stores etc.). As Bayswater does not comprise large-format retail, the 0.7 has been omitted.
3. 30% is used as an estimate only based on aerial photographs of space utilised for car parking, access, building setbacks, landscaping etc. and GFA of buildings not used for retail purposes.



NTS

- 1 Beechboro
- 2 Hotel
- 3 Whatley Crescent
- 4 King William

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