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Economic Need & Impact Assessment

137 Nudgee Road Ascot

Prepared for: Flux Property
Project Address: 137 Nudgee Road, Ascot QLD
Date: 14 October 2026

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Version: 2.0
Date: 14 October 2026
Contact: Lee Cikuts

1. Introduction

1.1 Introduction and Purpose of the Report

Coolamon Consulting has been engaged by Flux Property to prepare an economic need and impact assessment that considers a planned retail use at 137 Nudgee Road, Ascot (the subject site).

The assessment draws on an analysis of the local context, strategic policy, economic and demographic profile, competitive environment, market demand for retail uses and outlines potential economic impacts (including benefits) likely to result from the proposed development.

1.2 Data sources and Assumptions

Key data sources used in this assessment include:

- ABS Census 2021
- ABS Estimated Resident Population
- Landchecker
- CordellConnect
- Brisbane City Council
- Queensland Government
- Queensland Government Statistician's Office
- Commbank iQ
- PCA Shopping Centre data and industry publications.

Key assumptions applied in undertaking this assessment include:

- The key findings of the background studies and technical reports are accurate.
- Socio-economic data for the study area accurately reflects the community demographic profile.
- Population and employment projections are an accurate representation of future growth.
- CordellConnect provides an accurate representation of the development pipeline.
- Industry data and other publicly available information and benchmarks accurately reflects land use and market conditions.

1.3 Site Location & Proposed Development

The subject site is located at 137 Nudgee Road, Ascot within the Brisbane City Council local government area (LGA) and approximately 6km north-east of the Brisbane CBD.

The site is located opposite Eagle Farm Racecourse, fronting Nudgee Road and comprises a corner block at the north-eastern intersection of Nudgee Road and Lamington Avenue. Previously used as a car rental centre, the site is currently vacant, however, a single level building of around 150 sq.m is still provided.

Short-term accommodation uses are located to the immediate north (Ascot Budget Inn & Residences) and east of the site (Airway Motel), with the railway line to the south and Mirvac and Brisbane Racing Club's Charlton House development to the west.

Nudgee Road performs a dual role in this location; it is a significant arterial road carrying through traffic between Ascot,

Hamilton and the airport precinct, while also serves the predominantly low density residential uses in the precinct. This combination has produced a pattern of small-scale retail and commercial premises operating along Nudgee Road.

The subject site is now planned to deliver a proposed development comprising 414.6 sq.m of gross floor area (GFA), planned as a shop and cafe offer, together with associated car parking, servicing, landscaping and access arrangements. A mezzanine of 146.9 sq.m is also planned as part of the proposed development, resulting in a total GFA of 561.5 sq.m. The proposed offer is therefore planned to serve the convenience-based needs of the local community.

Key site characteristics are summarised in Table 1.1, with a summary of the local context in Figure 1.1. The proposed development is presented in Figure 1.2.

Table 1.1 – Subject Site Summary

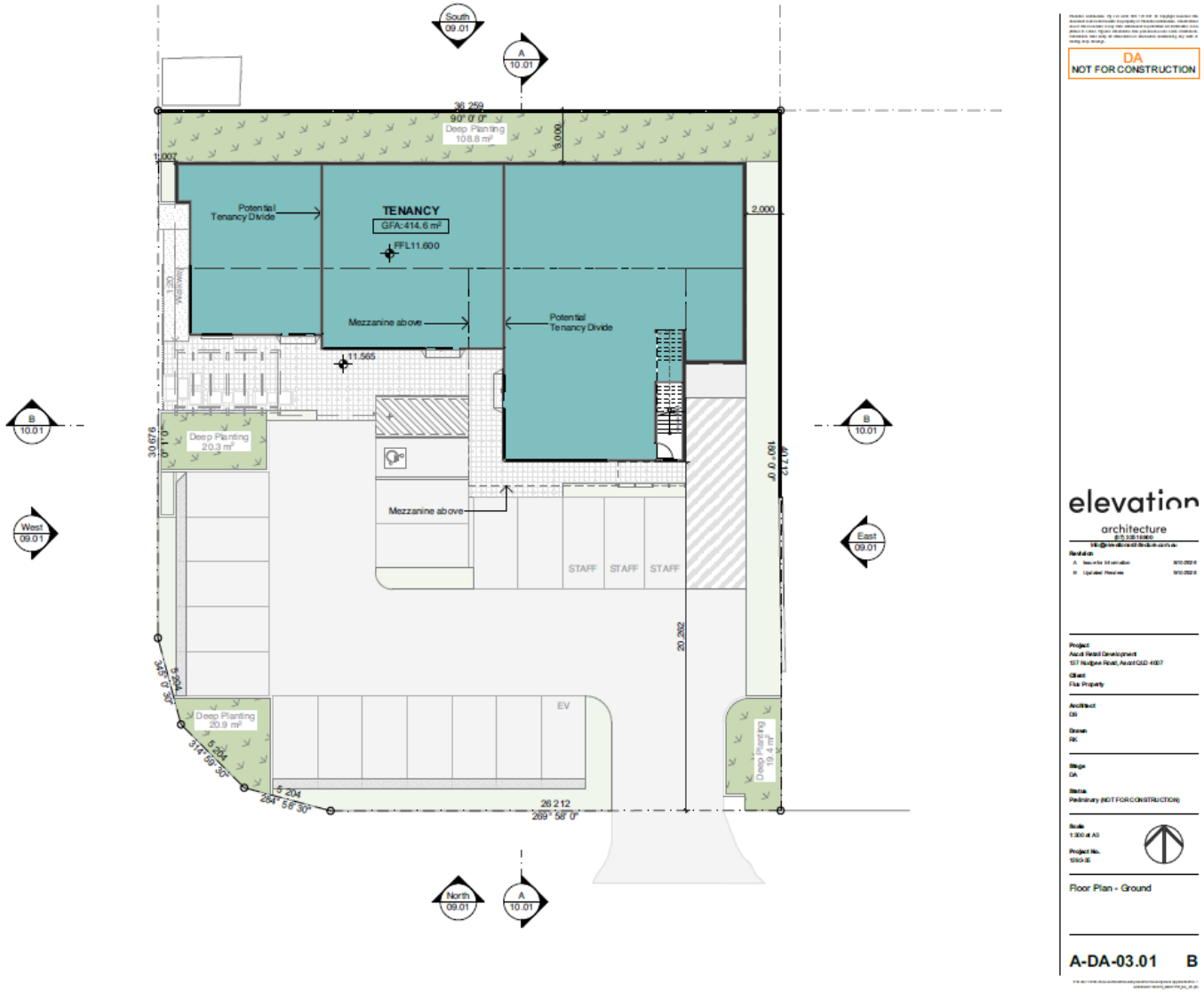
Attribute	Detail
Address	137 Nudgee Road, Ascot Queensland 4007
Local Government Area	Brisbane
Total Site Area	Approximately 1,452 sq.m
Current Zoning	Low-Medium Density Residential
Current Use	Corner site with vacant 150 sq.m building (former car rental occupier)
Proposed Use	414.6 sq.m of ground floor shopfront use (shop and café) with associated amenities and parking. A 146.9 sq.m mezzanine is also proposed.

Figure 1.1 – Local Context



Source: QGIS, Coolamon

Figure 1.2 – Proposed Development



Source: elevation architecture

2. Strategic Planning Context

2.1 Planning context and economic considerations

The strategic planning framework for the site is informed by a range of state and local planning documents. This section provides a high-level review of the relevant strategic planning framework applicable to the subject site, with a focus on economic objectives as they relate to growth and services.

Table 2.1 provides a high-level summary of key policy instruments and relevance to the proposed development.

Key findings from the strategic planning policy review highlight government support for a range of retail uses in Ascot to deliver amenity and support the needs of the growing community.

Table 2.1 – Planning Context

Document	Key themes / directions	Relevance to this assessment	Implications for subject site
State Planning Policy (July 2017) *Draft replacement SPP on consultation*	– Primary state planning instrument expressing the state's interests in land use planning and development; applies to plan making and, where not integrated in a planning scheme, to development assessment – 17 state interests across five themes — liveable communities and housing; economic growth (incl. development and construction); environment and heritage; hazards and safety; infrastructure (incl. transport) – Draft SPP: six aspirations, incl. building housing and strong communities, promoting efficient land use and supporting existing economic drivers	– Liveable communities: well-designed, well-serviced neighbourhoods with convenient access to retail and community facilities – Development and construction focus supports a sufficient supply of retail and mixed-use land in locations accessible to services, employment and infrastructure – Transport infrastructure: uses near public transport that reduce reliance on private vehicles	– Walking distance to public transport aligns with the transport and liveable communities interests – Local convenience retail gives a growing residential catchment accessible, well-serviced daily needs
ShapingSEQ 2023 — South East Queensland Regional Plan *Under review*	– Statutory plan for 12 SEQ LGAs: 2.2 million more residents and almost 900,000 homes by 2046 – Grow: consolidation over expansion; Brisbane target of 210,800 additional dwellings, 2021–2046 (includes 60/40 consolidation/expansion moving towards 70/30 across SEQ) with a focus on high amenity precincts. – Prosper: jobs and services closer to where people live – Connect: integrated land use and transport; connected active transport – Sustain and Live: resilience; well-designed, healthy, liveable communities	– Brisbane is projected to add 462,400 residents by 2046 largely through consolidation in areas such as Ascot — new households need local daily services – Connect and Live themes favour walkable neighbourhoods with services close to home – Prosper theme supports local employment opportunities	– Transport connections and corner site location adds walkable daily-needs retail within the established and growing urban area – Consolidation-led (i.e. in-fill) population growth in the immediate precinct underpins demand for the proposal – Local retail and hospitality jobs available for nearby residents as a result of the proposal
Brisbane City Plan 2014	– Strategic framework: multi-centred city with growth corridors, focusing growth on the city centre, inner city, centres and transport nodes while protecting suburban character, supported by a centres hierarchy – Zone purpose: low to medium density dwelling houses and community uses / small-scale services and facilities to support local residents – Non-residential uses to meet a local need at a bulk and scale compatible with low-density built form, protecting residential amenity	– Focusing growth in inner city areas and around transport nodes supports the proposal. – Zone provisions outline support with a local need, appropriate scale noting centres hierarchy, and support for amenity.	– A small scale shop and café offer at a vacant, non-residential site, along a major road will enhance convenience retail serving local residents directly aligned with Plan objectives – Existing similar-sized offer along Nudgee Road in similar zones establish precedent – Scale of the proposal will not impact on centre hierarchy

Document	Key themes / directions	Relevance to this assessment	Implications for subject site
Racecourse precinct neighbourhood plan *Nearest relevant plan*	– Finer-grained plan for the Eagle Farm and Doomben racecourses and the Racecourse Road District centre – Guides redevelopment of racecourse land, delivered via the Brisbane Racing Club master plan (Ascot Green apartments, Racecourse Village, aged care, retirement living)	– Sets the planned intensification surrounding the racecourses – Racecourse Road and Racecourse Village identified as District Centres remains the dominant local centres	– Adjoining residential, aged care and retirement living dwellings in the local area all add to need for local services and facilities in walking distance – Proposed shop and café role will complement District Centres
Brisbane's Future Blueprint	– Council's city-shaping response to Plan your Brisbane, shaped by more than 100,000 residents: eight principles and 40 actions – Principles: create a city of neighbourhoods; protect and create greenspace; create more to see and do; protect the Brisbane backyard and our unique character; ensure best practice design; empower and engage residents; more travel options; more housing choice – Actions include improving the amenity of local retail villages, bringing empty shopfronts back into use, and limiting townhouses and apartments in low density areas	– City of neighbourhoods principle seeks residents close to the services they need; backyard and design principles expect suburban development to fit its surroundings – Improving amenity including revitalising underutilised and empty shops.	– Places everyday convenience and café needs within walking distance of Ascot homes – Low-scale retail on an underutilised, vacant former car rental yard directly responds to the Blueprint of increasing amenity without residential loss
Walkable Brisbane strategy	– Ten-year strategy with the vision of Brisbane as one of the world's most walkable cities, and walking as a viable choice for shorter trips — more than 80% of walking trips in Brisbane are under 1.5km – Six principles: comfortable and enjoyable; connected and legible; safe; inclusive; fit-for-purpose; informed. Actions include a citywide Pedestrian Network Plan, walking network plans for high-activity precincts, shade and street tree guidelines and wayfinding audits	– Local activity centres are identified as vital to walkable neighbourhoods and as focal points for retail and social activity	– Proposal enables short walking trips from surrounding homes, seniors living and racecourse visitors – Corner frontage offers scope for enhanced community outcomes – particularly compared to vacant site

Source: Coolamon

3. Economic Context

3.1 Trade Area Definition

A trade area describes the geographic area from which a centre or store draws the majority of its patronage. The extent of a trade area reflects a number of factors, including:

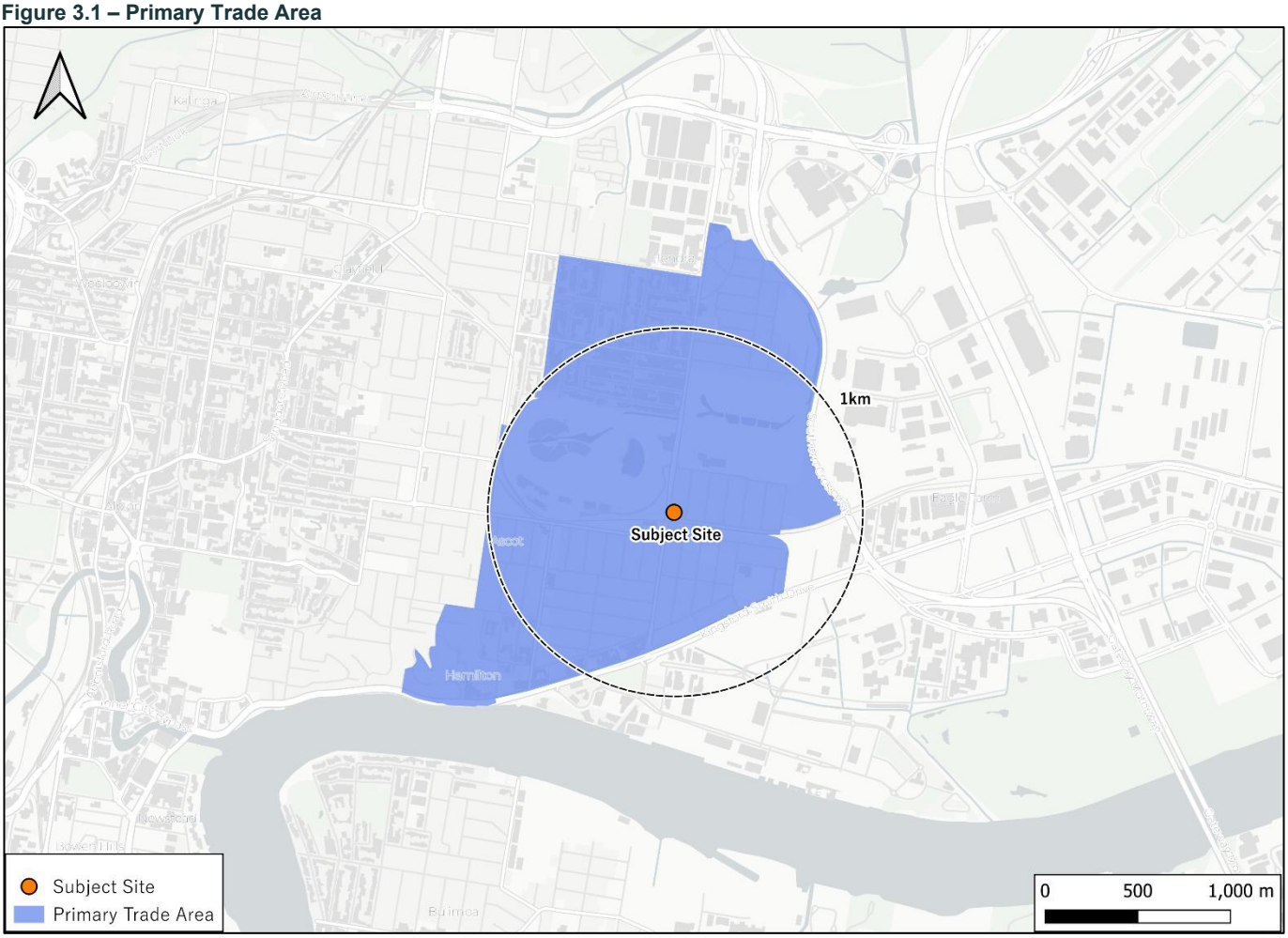
- The scale, composition and relative appeal of the facility compared with alternatives, including ease of access and car parking;
- The proximity, scale and quality of competing facilities;
- The road network and public transport services, and how these shape access; and
- Physical or geographic barriers that constrain movement and set catchment boundaries (e.g. major roads, rail or waterways etc.).

The trade area defined for the proposal reflects its small scale, its convenience-based composition, and the presence of substantially larger centres in the surrounding area. On this basis a single Primary Trade Area has been defined, generally comprising the area within approximately 1km of the subject site and extending to:

- The Hendra industrial precinct to the north;
- Southern Cross Way and industrial areas adjacent to Brisbane Airport to the east;
- Kingsford Smith Drive to the south; and
- Kitchener Road to the west.

The small-scale of the proposed development along with the location of Eagle Farm and Doomben Racecourses, the road network as well as industrial and airport-related uses all limit the extent of the defined catchment, and reinforce the localised nature any proposal is likely to serve.

Figure 3.1 – Primary Trade Area



Source: QGIS, Coolamon

3.2 Community Profile

A summary of the socio-economic characteristics of the identified study area is presented in Table 3.1. Demographic data has been drawn from the ABS Census of Population and Housing 2021. The data analysis provides a general overview of the demographic characteristics of residents within the study area and is compared to the Greater Brisbane benchmark.

Key demographic characteristics of the study area highlights:

- An older demographic, with a median age of 39.9 years, compared to Greater Brisbane of 36.0 years.
- An affluent population, with income levels over 10% above the Greater Brisbane benchmark for households and over 30% higher on a per capita basis.
- A high share of Australian born residents, slightly higher than the Greater Brisbane benchmark.
- Higher share of working residents employed as Professionals or Managers compared to the benchmark.
- Family households including a mix of couple families without children, couple families with children and other family households.
- A high share of flat or apartment dwellings, accounting for 44.3% of all occupied dwellings.
- A high proportion of residents who rent.

The demographic review highlights a population who would associate strongly with a quality, convenience based retail offer such as that proposed at the subject site.

Table 3.1 – Demographic Profile

Variable	Primary Trade Area		Greater Brisbane	
	No.	%	No.	%
Key Characteristics				
Median Age	39.9		36.0	
Average Household Size (no. of persons)	2.2		2.6	
Median Personal Income (persons 15+)	$58,189		$43,784	
Per Capita Income Variation to Benchmark	*32.9%*			
Median Household Income	$107,101		$96,148	
Household Income Variation to Benchmark	*11.4%*			
AGE				
0-4 years	476	5.1%	150,503	6.0%
5-14 years	810	8.7%	333,644	13.2%
15-19 years	380	4.1%	157,117	6.2%
20-24 years	671	7.2%	174,643	6.9%
25-34 years	1,593	17.2%	374,070	14.8%
35-44 years	1,472	15.8%	360,339	14.3%
45-54 years	1,268	13.7%	329,053	13.0%
55-64 years	1,115	12.0%	273,801	10.8%
65-74 years	832	9.0%	214,163	8.5%
75-84 years	444	4.8%	116,022	4.6%
85 years and over	231	2.5%	42,879	1.7%
CULTURAL DIVERSITY				
Australian born	6,544	70.5%	1,726,655	68.3%
English only used at home	7,538	81.2%	1,952,518	77.3%
Other language used at home	1,279	13.8%	447,672	17.7%
OCCUPATION (employed persons 15+)				
Managers	986	18.8%	156,642	12.6%
Professionals	1,661	31.7%	307,246	24.7%
Technicians and trades workers	444	8.5%	153,068	12.3%
Community and personal service workers	463	8.8%	144,697	11.6%
Clerical and administrative workers	721	13.7%	168,351	13.5%
Sales workers	426	8.1%	102,284	8.2%
Machinery operators and drivers	192	3.7%	78,764	6.3%
Labourers	289	5.5%	111,300	8.9%
FAMILY COMPOSITION				
Couple family without children	1,033	44.6%	253,022	37.5%
Couple family with children	890	38.4%	296,285	43.9%
One parent family	318	13.7%	112,757	16.7%
Other family	67	2.9%	12,124	1.8%
DWELLING STRUCTURE				
Separate house	1,680	42.4%	669,242	73.4%
Semi-detached, row or terrace house, townhouse	532	13.4%	103,557	11.4%
Flat or apartment	1,756	44.3%	133,894	14.7%
Other dwelling	0	0.0%	3,665	0.4%
TENURE TYPE				
Owned outright	914	23.1%	236,432	25.9%
Owned with a mortgage	1,167	29.4%	329,373	36.1%
Rented	1,747	44.1%	320,356	35.1%
Other tenure type	61	1.5%	13,780	1.5%
Tenure type not stated	46	1.2%	12,098	1.3%
Above benchmark (10%+)				
Below benchmark (-10%)				

Source: ABS, Coolamon

3.3 Population Projections

Population projections for the study area has been prepared with reference to the ABS, Queensland Government Statistician's Office (QGSO) as well as a review of planned dwelling development sourced from CordellConnect and our own research. A summary of existing and projected population within the defined Primary Trade Area is presented in Table 3.2.

Key findings indicate:

- The local area has experienced significant growth in recent years with the continued development of residential and mixed use projects, including as part of the ongoing development of the Racecourse precincts.
- Immediately beyond the defined Primary Trade Area to the south is the major residential and mixed-use precinct at Northshore Hamilton. Growth is expected to continue in this precinct with a further 2,200 units planned as part of the next land release.
- The Primary Trade Area is projected to see continued population growth, albeit at a reduced rate as major projects, including racecourse precincts, are completed.
- By 2046, the population within the Primary Trade Area is estimated at 13,800, reflecting a further 3,100 residents.
- While this level of growth is slowing, with an average annual growth rate of 1.3% over the period to 2046, this still reflects a comparable growth rate to the Greater Brisbane benchmark of 1.4% per annum over the same period.
- Continued population growth in the future would require a proportionate increase in population serving uses such as retail uses, to ensure that future residents are adequately provided with required services, facilities and amenities.

Table 3.2 – Population Projections, 2021 to 2046

	Actual	Forecast					*Change*
Population	**2021**	**2026**	**2031**	**2036**	**2041**	**2046**	***2026-2046***
Primary Trade Area	9,421	10,700	11,800	12,700	13,400	13,800	*3,100*
Average Annual Growth (No.)	**16-21**	**21-26**	**26-31**	**31-36**	**36-41**	**41-46**	
Primary Trade Area		256	220	180	140	80	155
Average Annual Growth (%p.a.)							
Primary Trade Area	n.a.	2.6%	2.0%	1.5%	1.1%	0.6%	1.3%
Greater Brisbane	*n.a.*	*2.4%*	*1.6%*	*1.4%*	*1.3%*	*1.2%*	*1.4%*

Source: ABS, QGSO, Coolamon

3.4 Retail Expenditure

An analysis of resident retail expenditure by category can be undertaken through a review of typical retail spending levels per person across categories, and applying this rate to the estimated existing and future resident population.

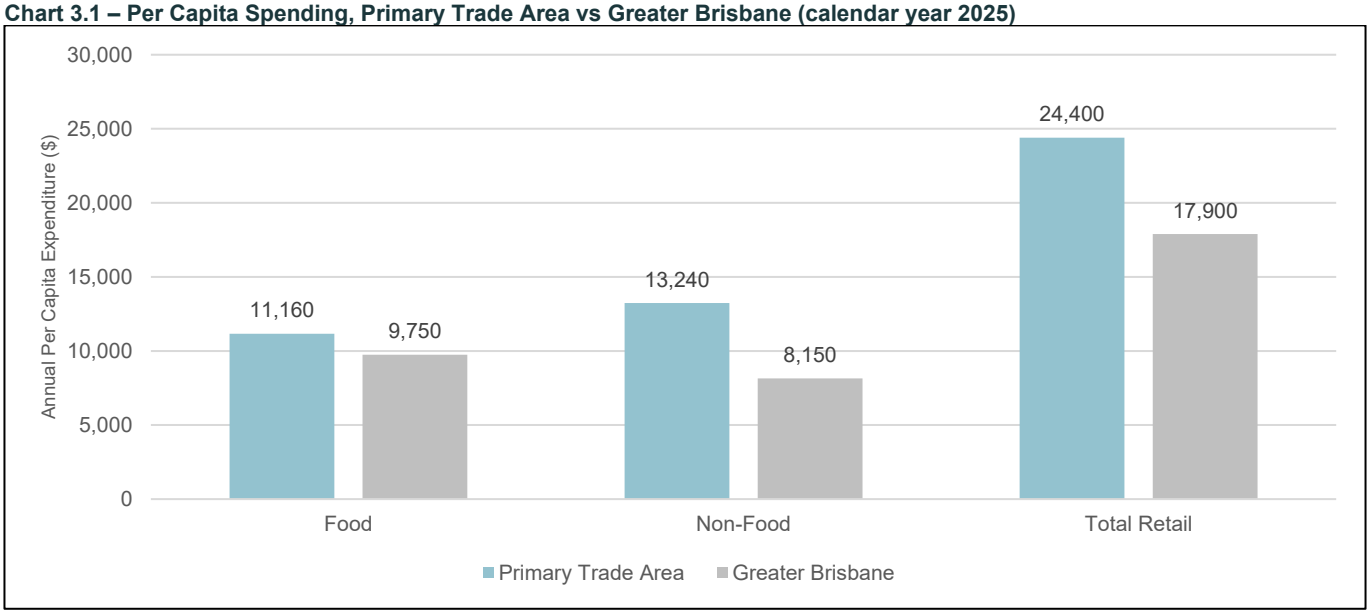
In order to adopt industry best-practice retail expenditure estimates, this analysis considers retail spending data sourced for the defined study area and uses CommBank iQ. CommBank iQ is a joint venture between Commonwealth Bank of Australia and Quantium, a global leader in data science and analytics with over 20 years of experience. The platform draws on de-identified transaction data from approximately seven million Commonwealth Bank customers across more than 365 spending categories and 200,000 brands, weighted to reflect actual behaviour of the Australian population in accordance with the 2021 Census. Expenditure figures by category include online spending in order to present a holistic representation of the available retail spending, whether sales occur online or in-store.

Charts 3.1 to 3.3 illustrate the retail spending levels per person across the Primary Trade Area, as compared with the Greater Brisbane averages. Per capita spending includes retail expenditure directed online which is estimated to equate to around 20% of all retail expenditure across Greater Brisbane.

As shown, per capita retail spend levels across the Primary Trade Area are significantly higher than the Greater Brisbane average, with total retail spending per capita 36.3% higher than the benchmark.

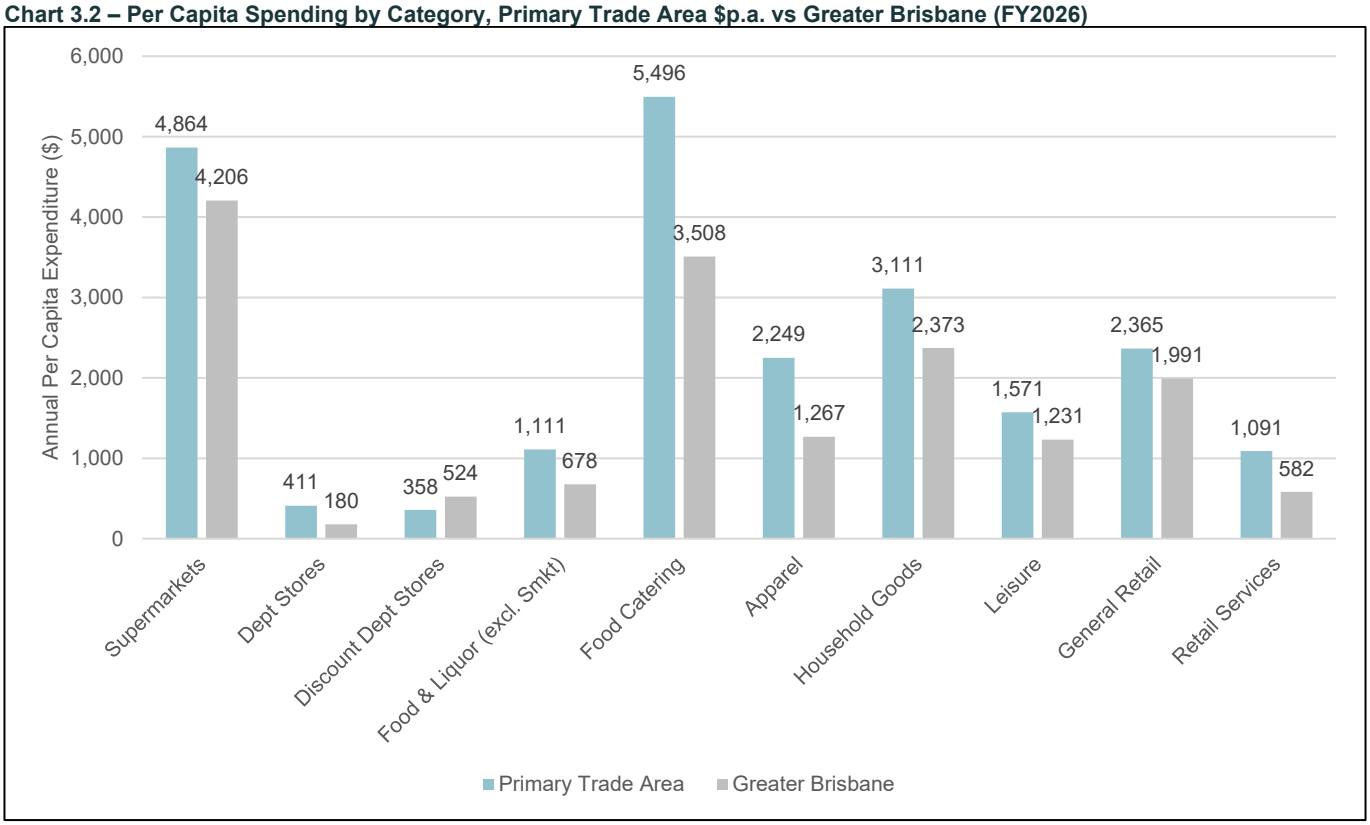
Retail expenditure is significantly greater than the benchmark (over 50% higher) across categories including department stores, food & liquor (excluding supermarket spend), food catering, apparel and retail services. The only exception is the discount department store category, which is below the benchmark. Results, highlight the affluent residential population and the strong alignment of the local expenditure profile with the proposed development (being shop and café).

Chart 3.1 – Per Capita Spending, Primary Trade Area vs Greater Brisbane (calendar year 2025)



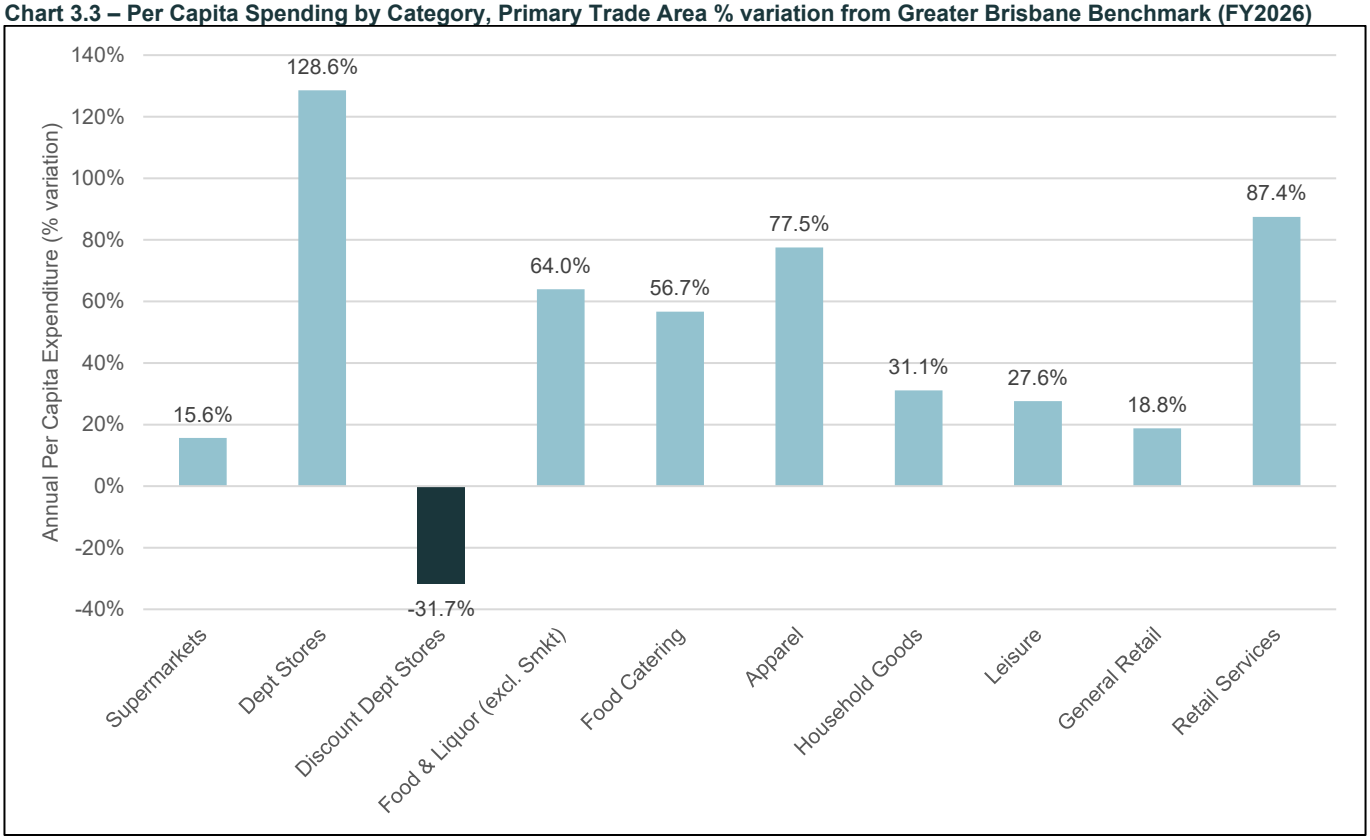
Source: Commbank iQ, Coolamon
**Includes online expenditure*

Chart 3.2 – Per Capita Spending by Category, Primary Trade Area $p.a. vs Greater Brisbane (FY2026)



Source: Commbank iQ, Coolamon
**Includes online expenditure*

Chart 3.3 – Per Capita Spending by Category, Primary Trade Area % variation from Greater Brisbane Benchmark (FY2026)



Source: Commbank iQ, Coolamon
**Includes online expenditure*

Table 3.3 outlines the total retail expenditure levels generated by the Primary Trade Area population. The total retail expenditure level is currently estimated at $241.6 million and is projected to increase at an average rate of 2.1% to $369.5 million by 2046.

Food Catering is the largest spending market, and is expected to remain the largest by 2046 at $92.5 million, and accounting for an estimated 25.0% of the total retail spending market. Other major spending categories include Supermarkets, Household Goods and General Retail, and estimated to account for 20.1%, 14.2% and 10.8% of total retail spending, respectively.

Retail expenditure figures presented in this report are in constant dollars and include GST. Figures include online spending.

Table 3.3 – Total Retail Expenditure by Broad Category, Primary Trade Area (2026 to 2046)

Category	2026	2031	2036	2041	2046	Growth 2026–2046 ($M)	AAGR 2026–2046	% of Total (2046)
Supermarkets	51.9	58.9	65.1	70.2	74.1	22.2	1.8%	20.1%
Dept Stores	4.4	4.9	5.2	5.5	5.7	1.3	1.3%	1.5%
Discount Dept Stores	3.8	4.3	4.8	5.2	5.5	1.6	1.8%	1.5%
Food & Liquor (excl. Smkt)	11.9	13.5	14.9	16.0	16.9	5.1	1.8%	4.6%
Food Catering	58.7	68.3	77.3	85.5	92.5	33.8	2.3%	25.0%
Apparel	24.0	27.9	31.6	35.0	37.9	13.8	2.3%	10.2%
Household Goods	33.2	38.6	43.7	48.4	52.4	19.1	2.3%	14.2%
Leisure	16.8	19.5	22.1	24.4	26.4	9.7	2.3%	7.2%
General Retail	25.3	29.4	33.3	36.8	39.8	14.5	2.3%	10.8%
Retail Services	11.7	13.6	15.3	17.0	18.4	6.7	2.3%	5.0%
Total	**241.6**	**278.9**	**313.3**	**344.1**	**369.5**	**127.8**	**2.1%**	**100.0%**

Source: Commbank iQ, Coolamon
**Includes online expenditure*

3.5 Key Findings

Key findings related to the economic context include:

- Continued population growth in the Primary Trade Area over the period to 2046 will support demand for a range of retail uses, including across key food categories such as Food Catering and Supermarkets.
- Retail expenditure is projected to increase across all categories in the coming years, with the subject site well located to serve retail demand.
- While strong market growth is anticipated, existing and future residents will continue to regularly visit and associate with facilities in the broader region.
- A small scale, convenience based retail offer would be aligned to the affluent demographic and support the day-to-day needs of the growing population.

4. Competitive Context

4.1 Existing Retail Uses

Reflecting the central location of the subject site, the broad retail context is defined with a traditional centre hierarchy including:

- **Principal centres**: Brisbane City Centre, Fortitude Valley and Spring Hill
- **Major centres**: Nundah, Toombul*
- **District centres**: Racecourse Road and Racecourse Village, Albion, Lutwyche, Windsor
- **Neighbourhood centres**: Within Clayfield, Ascot and 315-341 Nudgee Road, Hendra
- **Other specialised centres**: Brisbane Airport (Skygate - Special Purpose), Northshore Hamilton (Portside Wharf & Hamilton Harbour – Mixed Use).

**Planning underway for site and centre masterplan*

In combination these centres form a typical retail hierarchy.

Higher-order retail and community services are provided within Principal and Major Centres within the region, where these centres often provide a full-range of food and non-food retail uses as well as destination retail uses including large-format bulky goods, entertainment and leisure facilities.

District Centres then typically provide full-line supermarket and convenience based retail uses and service that cater to the day-to-day and weekly shopping needs of the local population. This applies to the nearby Racecourse Village. However, while a smaller market (Coles Local) is provided within the Racecourse Road precinct, destination food and dining facilities alongside convenience based services are the primary focus for that centre.

Neighbourhood Centres typically include a smaller retail offer, with smaller supermarkets or foodstores and cater to the top-up and convenience based retail need of the immediate surrounding population.

Other surrounding centres, including Skygate as part of Brisbane Airport, provides a full-line supermarket as well as convenience based speciality stores. A destination retail outlet centre (DFO) is also provided within the precinct and draws business from a wide regional catchment across Brisbane.

Similarly, Portside Wharf and to a lesser extent Hamilton Harbour also serve a distinct role and function in the hierarchy; with both included as part of the Northshore Hamilton Priority Development Area (PDA) and where Portside Wharf includes an extensive range of food and dining facilities. Hamilton Harbour on the other hand acts as a local centre serving the established and growing higher density residential offer in the precinct.

A summary of key retail centres positioned within, and immediately beyond, the defined Primary Trade Area is shown in Figure 4.1 and summarised in Table 4.1.

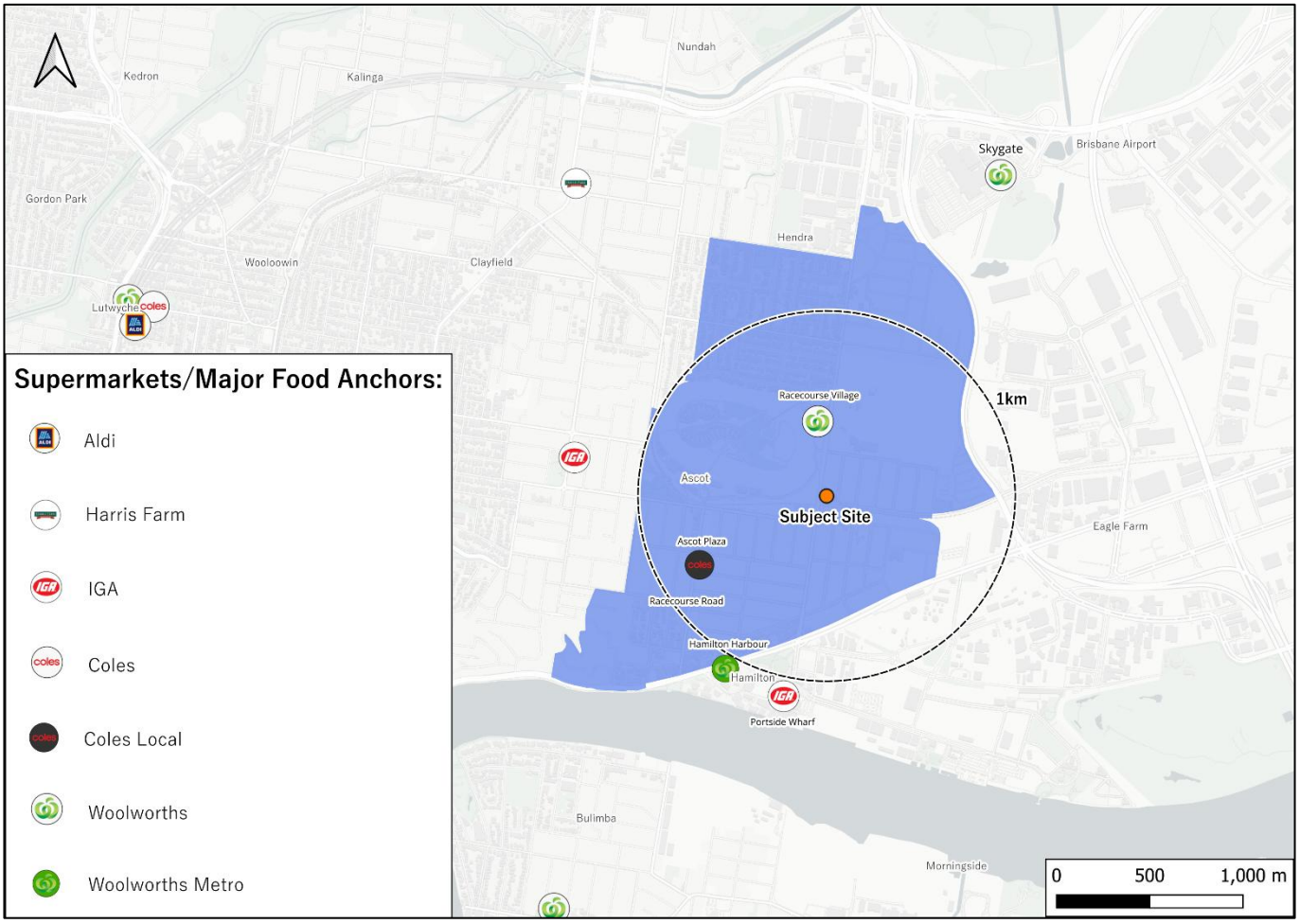
Of most relevance to the subject site are the two District Centres within the defined Primary Trade Area, namely:

- **Racecourse Village:** A supermarket based shopping centre with around 5,000 sq.m of shopfront floorspace, anchored by a full-line Woolworths supermarket of 3,800 sq.m as well as 1,230 sq.m of retail speciality stores. In addition, a second level of the centre includes commercial office space of a further 1,300 sq.m. The centre includes a strong convenience and service based tenancy mix, including medical centre, pharmacy, bakery, hairdressers as well as a small food catering and beauty offer. This centre is located around 400 metres to the north west of the subject site.
- **Racecourse Road:** A vibrant precinct of around 180 businesses which extend along Racecourse Road between the Brisbane River and Eagle Farm Racecourse. A Coles Local supermarket anchors Ascot Plaza, a small retail

centre centrally located within the precinct. A diverse range of retail facilities are provided along Racecourse Road including food catering (cafés, takeaway stores and restaurants), apparel and leisure retailers through to a range of retail services. In addition, several smaller commercial office occupiers are also provided. This precinct is located around 800 metres south-west of the subject site.

As the District Centre designations suggest, each of these centres serve an established role in the retail hierarchy; as a full-line supermarket based shopping centre serving the convenience needs of the area, and as an established retail and business precinct that attracts business from a broad region.

Figure 4.1 – Competitive Retail Context



Source: QGIS, PCA SC Database, Coolamon

Table 4.1 – Existing Retail Centres

Centre	Address	Shopfront GLA (sq.m)	Major Food Tenant	Major Tenant Size (sq.m)	Distance by Road (km)
Racecourse Village	188 Nudgee Rd	5,000	Woolworths	3,800	0.4
Racecourse Road		*19,000*			*0.8*
• Ascot Plaza	Cnr Racecourse Road & Dobson St	3,000	Coles Local	1,400	
• Other		16,000			
Hamilton		*18,700*			*1.0*
• Hamilton Harbour	320–360 Kingsford Smith Dr	5,000	Woolworths Metro	1,100	
• Portside Wharf	39 Hercules St	13,700	IGA	1,000	
Skygate - Brisbane Airport	1/7 The Circuit, Brisbane Airport	26,000	Woolworths	2,900	1.9

Source: PCA SC Database, Centre directories, Landchecker, Coolamon
**Figures rounded*

4.2 Other Local Facilities

In addition to established centres and traditional retail precincts, the immediate area surrounding the subject site also contains a range of local shopfronts within residential zoned land including along Nudgee Road and surrounds.

A review of shopfronts within the immediate precinct, along or adjacent to Nudgee Road and within 1km of the subject site, indicates at least 14 shopfronts (totalling over 1,500 sq.m), providing a range of occupiers including cafés, takeaway food, hairdressers, antiques, beauty and massage as well as several non-retail services such as real estate agencies etc.

Of note, each of these facilities is provided within a Low Density Residential Zone, Character Residential Zone or Low-Medium Density Residential Zone. This includes adjoining lots, such as at 275-277 Nudgee Road, Hendra which support a combined publicly accessible and shopfront floorspace estimated at 600 – 700 sq.m.

These shopfront facilities, all within largely residential zones, are clustered around Nudgee Road, an arterial road in the area and allow these uses to serve the needs of the immediate local population and complement the surrounding residential uses through the provision of additional services and amenities.

These facilities play an important role in the local retail network by providing walkable access to retail uses and services outside formal larger centres. While smaller in scale, these facilities contribute meaningfully to local amenity and support continued residential growth and housing density currently underway.

The proposed development at the subject site, would serve a similar role and function, serving the needs of the local community and complementing the residential nature of the precinct.

Table 4.2 – Existing Retail Shopfronts in Local Area

Store	Address	GFA (sq.m)	Zoning	Distance by Road (km)
Rogue Hair Hamilton	115A Nudgee Road, Hamilton	100	Low-Medium Density Residential	0.1
The Ironing Shop	317 Lancaster Rd, Ascot	75	Low-Medium Density Residential	0.2
Doomben Snack Bar	46 Lamington Ave, Ascot	130	Low-Medium Density Residential	0.3
Hamilton Takeaway	62 Nudgee Rd, Hamilton	70	Low-Medium Density Residential	0.4
Chambers and Crosthwaite Antiques	26 Nudgee Rd, Hamilton	130	Low-Medium Density Residential	0.6
Brickhouse Café	277 Nudgee Road, Hendra	200	Character Residential	0.8
Nudgee Road Antiques and Design Centre	277 Nudgee Rd, Hendra	200	Character Residential	0.8
• Montra Massage & Spa	Shop 1 / 275 Nudgee Rd	100	Character Residential	0.8
• Barber Street	Shop 2/275 Nudgee Rd, Hendra	100	Character Residential	0.8
• Zailee Studio	Shop 3/275 Nudgee Road, Hendra	100	Character Residential	0.8
Asian Republic	270 Nudgee Road, Hendra	130	Low Density Residential	0.8
Complete Blinds	2 Jackson St, Hamilton	50	Low-Medium Density Residential	0.9
Vine Property Agents	97 Manson Rd, Hendra	100	Low Density Residential	0.9
The Brass	116 Manson Rd, Hendra	85	Low Density Residential	0.9

Source: Brisbane City Plan, Landchecker, Coolamon

4.3 Proposed Developments

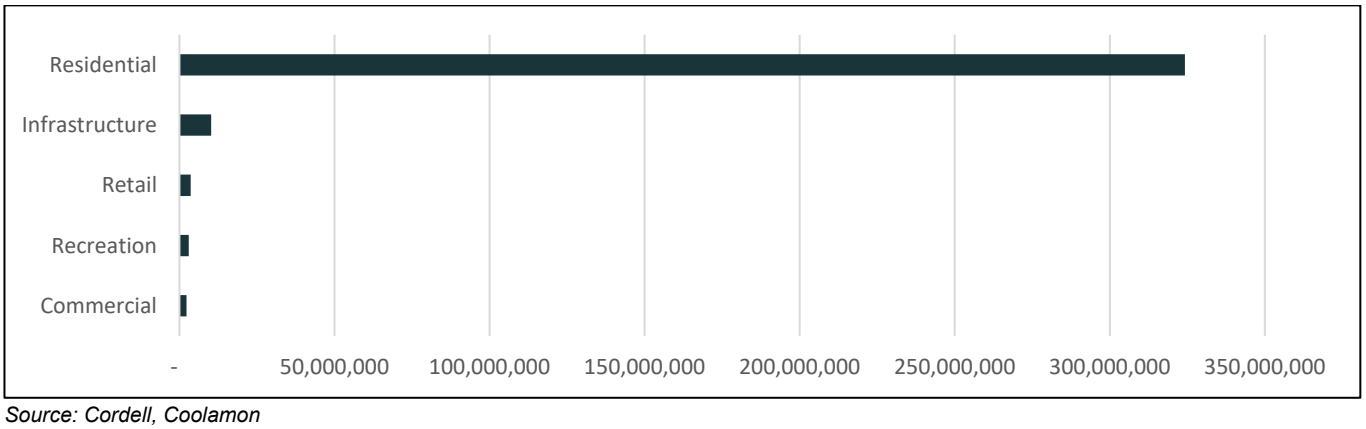
A review of the future developments within the Primary Trade Area highlights significant activity. Total development activity is summarised based on the predominant land use category for each project in Figure 4.2. Overall development activity is estimated at over $340 million.

Major development activity is now concentrated in Hamilton and Ascot and include several higher density residential projects as well as mixed-use developments. The development pipeline continues to focus these projects around the racecourses as these precincts continue to develop. Key projects (by estimated project value) across the Primary Trade Area include:

- Bernborough Ascot, a retirement living project planned to deliver a further 144 units in Stages 4 & 5. An Opal aged care community is also planned as part of this precinct.
- Ascot Green, immediately opposite the subject site on the western side of Nudgee Road with the next stage planned to include 143 apartments.

To the south of the defined Primary Trade Area, continued development of the Northshore Hamilton precinct will see ongoing residential and mixed use development. Current plans expect a further 2,200 dwellings across five lots in the coming stages of development.

Figure 4.2 – Development Activity by Predominant Land Use & Estimated Project Value $ (Primary Trade Area)



Source: Cordell, Coolamon
Note: When calculating development activity, proposed developments have been classified based on primary land use as outlined by Cordell.

With regard to retail and shopfront floorspace, several mixed use residential projects plan for ground floor shopfront and commercial uses. Key projects of relevance to the subject site include the following:

- As part of a mixed use project (The Gallery) at 71 Racecourse Road, Hamilton, some 1,700 sq.m of commercial and shopfront GFA is planned across some eight tenancies on the ground floor.
- A McDonald's fast-food outlet has now been approved at 330 Nudgee Road, Hendra. This is located to the north of the subject site and within a Character Residential zone. The site area totals some 2,120 sq.m.
- In addition, The Windermere at 77 Racecourse Road is almost complete and will include 1,250 sq.m of commercial and shopfront GFA on the ground floor.

4.4 Key Findings

Key findings related to the competitive context include:

- An established and holistic retail centre hierarchy exists to serve this part of Brisbane, with each higher order centre positioned to continue to attract business and expenditure from within the defined Primary Trade Area. Within 1km of the subject site and within the Primary Trade Area, key facilities include designated District Centres at Racecourse Village and Racecourse Road. Each of these District Centres serve a specific role in the hierarchy including a full-line supermarket offer, or as an established and destination dining and service precinct.
- Of note, a range of smaller shopfront destinations already exist in the immediate area, including combined lots of up to 600 – 700 sq.m. These facilities are located to serve the needs of the immediate local population and complement the overall centre hierarchy while adding to local amenity.
- Continued residential growth and investment in residential and mixed use projects will require an appropriate increase in non-residential floorspace to service this growth. Proposed developments of scale are already occurring in the surrounding centres, including within the defined Primary Trade Area at Racecourse Road. These projects will ensure the ongoing success of the existing retail hierarchy.
- The proposed development will help to serve the retail needs of existing and planned residents in the local community through a small, convenience based offer which will complement rather than compete with the existing hierarchy.

5. Market and Community Need

5.1 Retail Floorspace Potential

This section considers a review of the market potential for retail uses proposed at the subject site, with these findings used to consider the likely economic impacts resulting from the proposed development.

As the local resident and working resident population continues to grow, so too will demand for additional retail floorspace. Retail uses are critical in serving the needs of local residents and workers. A successful retail offer helps support the activation and amenity required to establish a growing, vibrant and attractive destination.

Based on a review of the two key centres/precincts within the defined Primary Trade Area of Racecourse Village and Racecourse Road, a total of around 24,000 sq.m (GFA) of shopfront floorspace has been estimated across around 200 tenancies. Within these centres, very few vacancies have been observed, with the majority located on a podium level or above ground location.

The proposed development plans to deliver a new shop and café offer including 414.6 sq.m of ground floor shopfront floorspace and a 146.9 sq.m mezzanine (561.5 sq.m of total GFA), which will replace the currently vacant and underutilised 150 sq.m structure used as part of the former car rental occupier. As such, the net increase in non-residential floorspace is estimated at around 411.5 sq.m.

With an overall provision of shopfront floorspace across the defined two local District Centres estimated at 24,000 sq.m, the proposed development represents a small addition, equivalent to a 1.7% increase in shopfront floorspace.

A net increase of 411.5 sq.m to deliver a convenience retail offer, at a wholly appropriate and underutilised site, will complement the existing retail hierarchy, support the needs of the growing population while improving access and amenity for the local community.

This is supported by the strong expenditure base where the affluent demographic profile of Ascot residents underpins an above-average per-capita retail expenditure base within the local area - supporting viability for a diverse range of retail uses. Of note, aligned categories with a shop and café offer including Food & Liquor (excluding supermarkets) and Food Catering are more than 50% higher than the Greater Brisbane benchmark.

A review of retail expenditure likely to be generated by local residents within the Primary Trade Area suggests the following:

- Based on population growth of 3,100 as well as real growth in spending per capita, retail expenditure across the Primary Trade Area is projected to increase by $127.8 million over the period to 2046.
- Assuming a typical industry benchmark for retail turnover of $9,000 per square metre, this would suggest that the Primary Trade Area would support a further 14,200 sq.m of retail floorspace by 2046. While not all demand will be required to be delivered locally, this demonstrates the need to support the existing and growing local population with additional (and evolving) retail facilities that can cater to consumers' changing needs.
- The proposed development, with a net addition of 411.5 sq.m, would equate to satisfying under 3% of this future demand requirement of 14,200 sq.m. This is considered a very small share of implied future demand, however, allows for continued additional floorspace across other centres and precincts in both the immediate local and regional area.
- While a significant proportion of retail demand will continue to be directed to higher order centres such as Principal, Major, District Centres and Specialised centres as well as to online channels, this review indicates ample demand for retail facilities within the immediate precinct in the future. The level of additional demand also underscores the importance of adequately planning for future growth and development as the area continues to grow.

The proposed provision of shopfront floorspace will support the community through enhancing walkability, access and site activation as well as providing additional choice, range and price competition for retail uses. The ability to serve a broad community base, beyond local residents, is also evident due to the site location. The proposed development is likely to serve local workers, visitors to the adjoining motels and racecourse patrons, which will result in improved overall community amenity.

6. Economic Impact Assessment

6.1 Economic Impacts

This sub-section examines potential economic impacts associated with the proposed development.

A key question for this assessment is whether the proposed development will have an adverse impact on the viability or ongoing operation of the existing retail hierarchy. This has been assessed against the following framework:

- **Location and Scale**: Is the proposed floorspace of a scale likely to divert significant expenditure from the established centre hierarchy?
- **Trade area considerations**: Does the site location and expected trade area overlap with the catchment of established centres in a way that would materially reduce their ability to capture expenditure?
- **Market demand**: Is there sufficient market demand within the trade area (from new residents and growing population) to support the proposed floorspace without resulting in a significant redistribution of sales from existing centres?
- **Impact on centre hierarchy**: Would the proposed uses complement, or compete with, existing retail centres in the region?

Table 6.1 presents a summary of the subject site against these criteria.

Table 6.1 – Impact Framework

Criterion / Factor	Retail floorspace considerations	Impact from Proposal
Location and Scale	High-profile main road, adjacent to existing non-residential uses. Proposal is for retail uses only, delivering a similar provision already provided on sites across Nudgee Road and throughout the local residential area. Proposed composition of 561.5 sq.m of ground floor and mezzanine floorspace vs former non-residential uses on-site of an estimated 150 sq.m. As such, the net gain in non-residential/retail floorspace is estimated at an additional 411.5 sq.m. This represents around 1.7% of surrounding District Centre floorspace which combined provides 24,000 sq.m across around 200 tenancies.	**Limited**
Trade area considerations	The nature of the proposal, being a small scale shop and café is consistent with other shopfront uses in the local area, and will largely serve the convenience retail needs of the immediate surrounding population. In addition, the proposal will re-activate the high-profile, corner site which was previously used for non-residential uses. The scale of the proposal will not impact on the appeal or draw of other surrounding centres which attract trade from a much wider area reflecting their offer and retail anchor tenants.	**Limited**
Market demand	Continued population growth is anticipated in the coming years which will drive continued demand for additional retail uses. A review of retail expenditure suggests that some 14,200 sq.m of retail floorspace demand would be generated based on future growth alone. With a limited net gain in non-residential floorspace estimated of 411.5 sq.m, market demand would support the proposed development and still leave ample future demand and retail expenditure to be directed to other existing and planned retail centres and facilities across the local and regional area.	**Limited**

Criterion / Factor	Retail floorspace considerations	Impact from Proposal
Impact on Centre Hierarchy	Reflecting the size of the proposal, with 414.6 sq.m of ground floor shopfront floorspace (and an estimated 411.5 sq.m of additional floorspace compared to the current site when adding the mezzanine level), the proposed development would not compete with any existing centre or precinct. Each centre and precinct within the surrounding area such as Racecourse Village and Racecourse Road all benefit from a significantly larger provision of shopfront floorspace, including the presence of major destination anchor tenants such as Woolworths and Coles Local as well as national retail brands. These factors will ensure existing centres and precincts remain key destinations and higher-order centres in the retail hierarchy compared to the provision proposed at the subject site. A review of retail expenditure suggests that some 14,200 sq.m of retail floorspace demand would be required to serve future growth alone. As such, with a net increase of 411.5 sq.m, the proposed development would account for less than 3% of future growth requirements only.	**Limited**
Overall Impact	**The proposed development will result in a limited net gain in non-residential /shopfront floorspace, and will not compete with any existing centre or precinct in the local area. Continued population growth will support the proposed provision of floorspace while also supporting ongoing expenditure and expansion in existing and planned retail facilities throughout the local area.**	**Limited**

The impact on any one individual retailer, or any group of retailers in a given location, would depend on a number of factors, some of which are within individual operator control, including but not limited to:

- Upgrades, expansions or refurbishment to existing facilities.
- Marketing, or loyalty programs of existing retailers or centres.
- Final centre or tenant mix, and resulting competitive positioning.

Existing retailers and centres are not passive operators in a market context. Rather, they have the ability to adapt and respond to any eventual impact which they will experience.

This assessment highlights that planned future population growth will generate ample demand to support a range of new retail facilities throughout the local area and across all centre types in the retail hierarchy. This includes for nearby District Centres at Racecourse Village and Racecourse Road.

Impacts likely to result from the proposed development are expected to be very limited and short term only. This is attributed to the following:

- The proposed development will result in a limited net addition to the existing offer in the two surrounding District Centres - representing under a 2% increase in floorspace. Reflecting the fact that several centres are located immediately beyond the defined Primary Trade Area, the net addition would be considered negligible.
- Observations of the surrounding District Centres reveal solid performing centres serving the local community (Racecourse Village) and an established dining, retail and business precinct (Racecourse Road), with a low observed shopfront vacancy rate.
- Furthermore, several retail developments are already underway or planned within the Primary Trade Area and surrounding District Centre precincts, highlighting both the demand for additional floorspace as well as emphasising the limited impact likely from the proposed development on already established retail centres which will continue to grow.
- Even leaving aside any potential existing undersupply, the proposal will satisfy only a small proportion of the likely future floorspace demand required to meet the needs of Primary Trade Area residents over the period to 2046 – accounting for under 3% of future retail floorspace demand requirements implied under a review of retail expenditure growth. A review of the potential trading level reinforces this limited proportion, with a typical industry

benchmark for retail turnover of $9,000 per square metre applied against the net increase in floorspace of 411.5 sq.m resulting in an implied trading level of around $3.7 million. This equates to 2.9% of the projected future retail expenditure growth of $127.8 million between 2026 and 2046 and highlights the limited impact.

- As the proposed development will replace a current vacant, non-residential use (former car rental operator), along an established arterial road and only result in a net increase of 411.5 sq.m of non-residential shopfront floorspace, any impact is assumed to be negligible and well within normal competitive ranges. All facilities in the local and regional area, both existing and proposed, would benefit from future market growth.
- Other centres or precincts within the surrounding area are still at least 400 metres from the subject site and serve a unique and specialised role and function within the centre hierarchy.

The proposed development will provide additional choice, range, product diversity and price competition for local residents within their immediate local area and adjoin established shopfront uses along Nudgee Road. These residents would, however, continue to regularly travel to other larger centres in the region for their higher order retail and service requirements.

Each surrounding centre will continue to be a major retail and commercial destination, providing a significantly larger mix of retail and non-retail floorspace compared to the subject site and proposed development.

The proposed development would provide an additional retail offer which would benefit the local community by increasing the ability of the population to shop locally, while not impacting on the viability or ongoing operation of any existing or planned centre in the surrounding area.

Moreover, the proposed retail floorspace will reactivate and revitalise a vacant and underutilised site along Nudgee Road, complementing existing surrounding uses while improving amenity and supporting the evolving residential and mixed-use precinct to better serve the local community.

6.2 Economic Benefits

This sub-section highlights the economic benefits of the proposed development at the subject site, and reflects the vacant and underutilised nature of the existing site.

Economic benefits are likely to be supported during both the construction phase of the project as well as on an ongoing basis once completed and fully occupied. A summary of benefits is outlined in Table 6.2.

Benefit calculations have regard to industry benchmarks, cost estimates as well as Input-Output modelling derived from the ABS and National Accounts dataset.

Table 6.2 — Summary of Economic Benefits

Phase	Metric	Estimate	Source/Assumption
Construction	**Direct investment (construction cost)**	**$3.9 million**	*Estimated construction cost*
Construction	**Direct and Indirect construction job years**	**19 job years**	*Input - Output modelling*
Construction	**Value added contribution**	**$3.1 million**	*Input - Output modelling*
Operational (annual)	**Direct retail FTE jobs**	**16 FTE**	*Based on 561.5 sq.m at ~1 FTE/35m²*
Operational (annual)	**Total employment (incl. indirect)**	**21 FTE**	*Input - Output modelling*
Operational (annual)	**Annual value added contribution**	**$2.4 million**	*Input - Output modelling*

Source: Coolamon Consulting. Note: All figures are estimates and final benefits will depend on development process and final composition. Value added contribution reflect direct and indirect contributions. Figures rounded.

The proposed development at 137 Nudgee Road, Ascot will deliver a range of economic and community benefits for Ascot and the surrounding area. Key benefits include:

- **Deliver contemporary retail uses in a high-profile location**: The proposed development will transform a vacant, underutilised site into a high-quality, convenience based retail offer that will reactivate a strategic corner site, serve existing and future residents while adding to walkability and local amenities.

- **Align to increased market demand and community need**: The proposed shopfront floorspace will serve the retail needs of existing and future residents within the immediate area, complementing, rather than competing with the established centres or hierarchy. The proposed development will enhance local resident walkable access to retail uses and enhance consumers choice, range and price competition in the local area.

- **Stimulate local economic activity**: The development will promote investment and contribute to ongoing economic activity through employment opportunities and increased retail expenditure within the local economy.

- **Support new employment opportunities**: direct and indirect construction job-years are estimated to be supported through the proposal, with 16 direct ongoing FTE jobs also supported once the proposal is operational and fully occupied.

- **No adverse impact on existing or planned retail facilities**: The scale, location and size of the proposed non-residential floorspace is consistent with existing small-scale shopfronts along Nudgee Road and accounts for a net gain in shopfront floorspace equal to less than 2% of the total surrounding District Centre offer. As a result, the proposed retail floorspace will not adversely impact on the viability or ongoing operation of any existing centre or the centre hierarchy.

- **Enhance activation and amenity**: The proposed active ground-floor use will enhance the streetscape, contribute to a more vibrant and pedestrian-friendly Nudgee Road, consistent with government objectives for the area. Ultimately, the proposal will support the continued evolution of the precinct through reactivating a strategic site and enhancing walkability and local amenity.

Overall, the proposed shopfront floorspace planned as part of the development is considered appropriate in scale, location and offer to support growth in the area, serve the needs of existing and future residents, while aligning with the objectives for the precinct more broadly. The proposed development will result in a net gain for the local community through supporting a range of economic and community benefits.

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