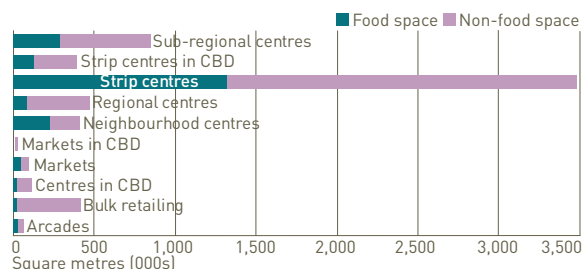


# Providing for shopping

## Areas for shopping

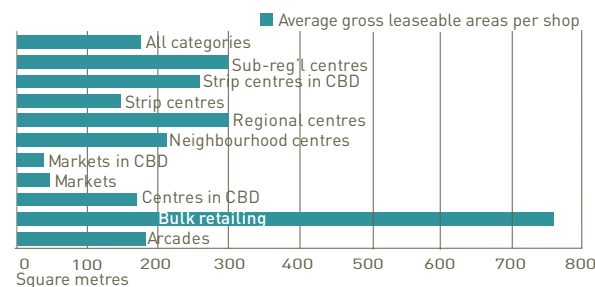
Shopping in Melbourne began as street-based strip shopping and developed around the tram network. Suburban shopping strips remained an important part of Melbourne's retail network, despite the growth of enclosed shopping centres since the 1960s. The most recent comprehensive survey of Melbourne's shopping centres in 1995 showed suburban strips had retained the dominant share of retail gross leasable area, highlighting their importance as providers of food shopping in particular.

### 1 Gross leasable area of food and other shops Melbourne, 1995



Average gross leasable area per shop is highest in retail centres catering for bulky goods, a relatively new form of retail centre, and lowest in the older forms of centre, such as markets and suburban strip centres.

### 2 Average gross leasable area per shop Melbourne, 1995



## Access to shopping

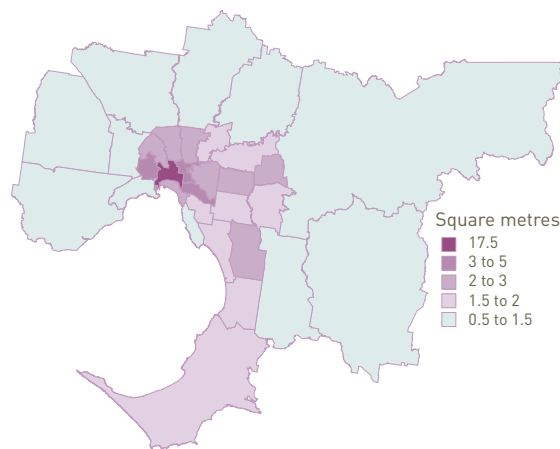
Centres such as Melbourne's Central Business District (CBD) attract shoppers from all over the city, and have a relatively small local population. In 1995, central Melbourne's retail space, at 17.5 square metres per head, was well above the metropolitan average of 2.1 square metres per head. Some outer areas also have above-average retail space per head, as they accommodate a number of space-consuming forms of retailing such as bulky goods.

In 1995, access to fresh food stores (meat and fish, fruit and vegetables) on a per capita basis was highest in inner suburbs, particularly for fruit and vegetables. These areas have tended to retain dedicated food retailing in strip shopping centres and markets.

There has been considerable investment in retail floorspace since 1995 in the CBD and suburban centres, but reliable data is not available for across the metropolitan area.

Chapter 6: Equity and Accessibility contains further data on access to shopping. See Appendix 3 for information on the 1995 retail database.

### 3 Gross leasable area of shop per head Local Government Areas, 1995 (retail) & 1996 (population)



### 4 Gross leasable area of shop per head for food and clothing Local Government Areas, 1995 (retail) & 1996 (population)

