

NOW LEASING



Artist Impression



BOTANICAL VILLAGE

**Join Coles &
22 specialties in this
mixed use development**

Level 5, 111 Cecil St, South Melbourne
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The proposed centre is located at the corner of Brossard Rd and Ellscott Boulevard, Mickleham, approximately 31km north of the Melbourne CBD and within the Hume City Council Local Government Area.

The site falls within the Merrifield West PSP which will ultimately comprise of 7,024 dwellings and it is situated within the Botanical residential estate which is being developed by the Satterley Property Group.

Currently, there is only one retail offering in the area, with the main trade area's retail and spending projected to increase to \$619.8 million (from \$130.8 million in 2021) by 2041.

*Source: Location IQ, Macroplan

FAST FACTS



Perfectly located
in a strong growth corridor



Anchored by
Coles & 22 specialties



Main trade retail expenditure forecast
to reach \$619.8 million
by 2041 with average
annual growth of 8.1%



Main trade population
forecast to almost triple
by 2041
made up of ethnically
diverse, young families



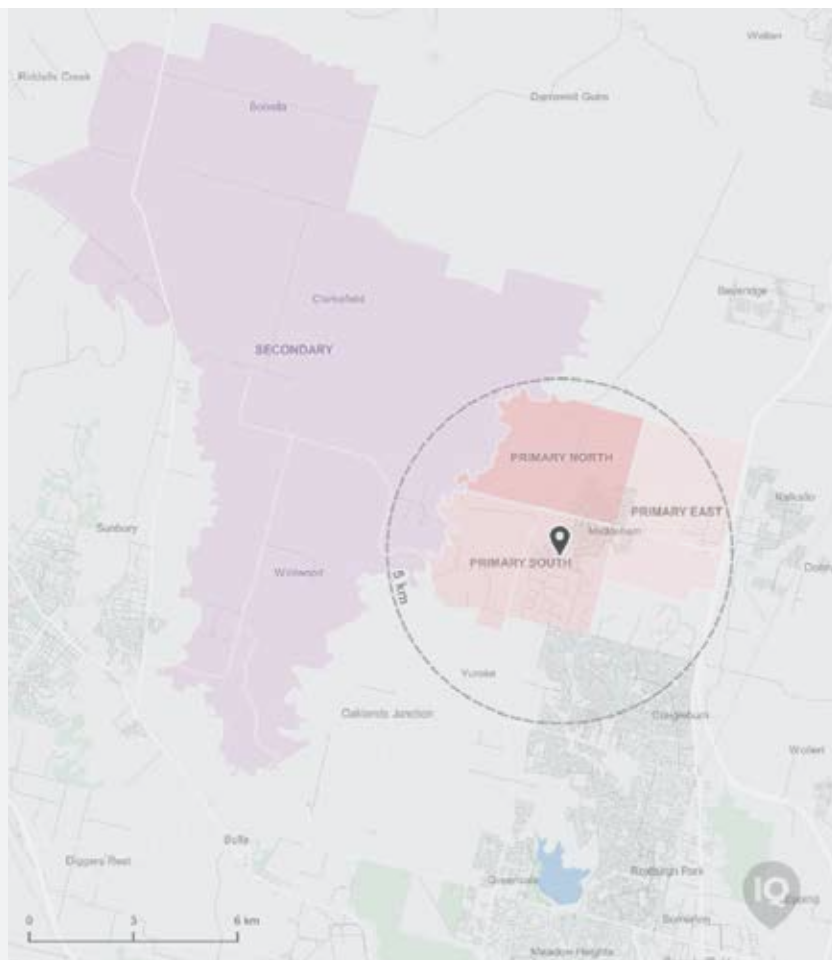
Average customer age
31.2 years old



Ample on-site
Customer Parking

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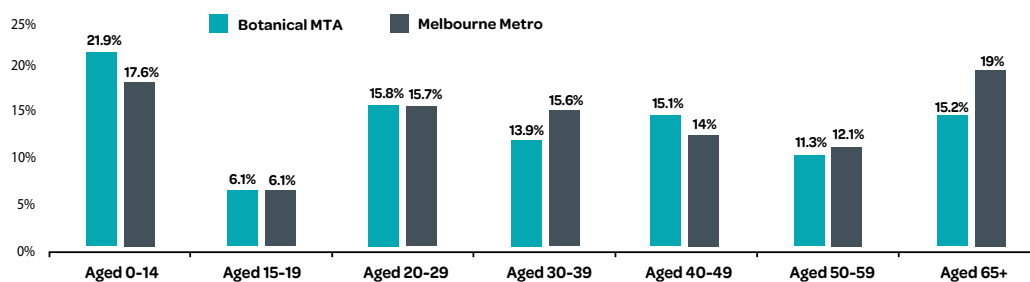
MAIN TRADE AREA



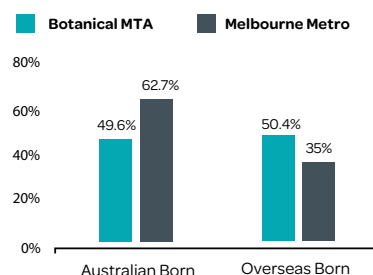
KEY DEMOGRAPHICS

Source: ABS Census of Population & Housing, 2016; MacroPlan Dimasi, Location IQ

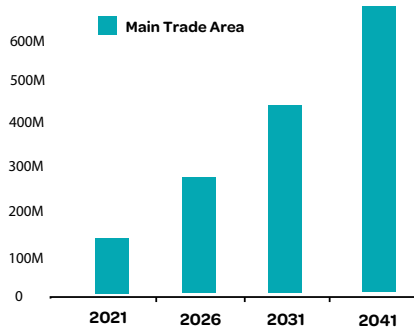
AGE STRUCTURE



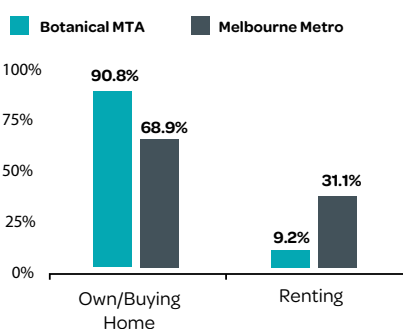
COUNTRY OF BIRTH



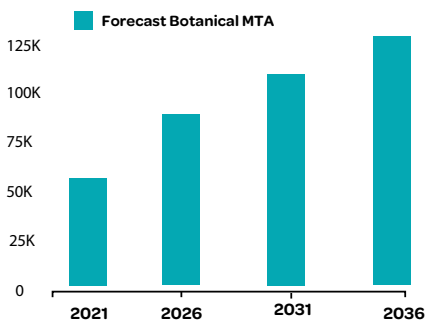
RETAIL EXPENDITURE



HOUSING



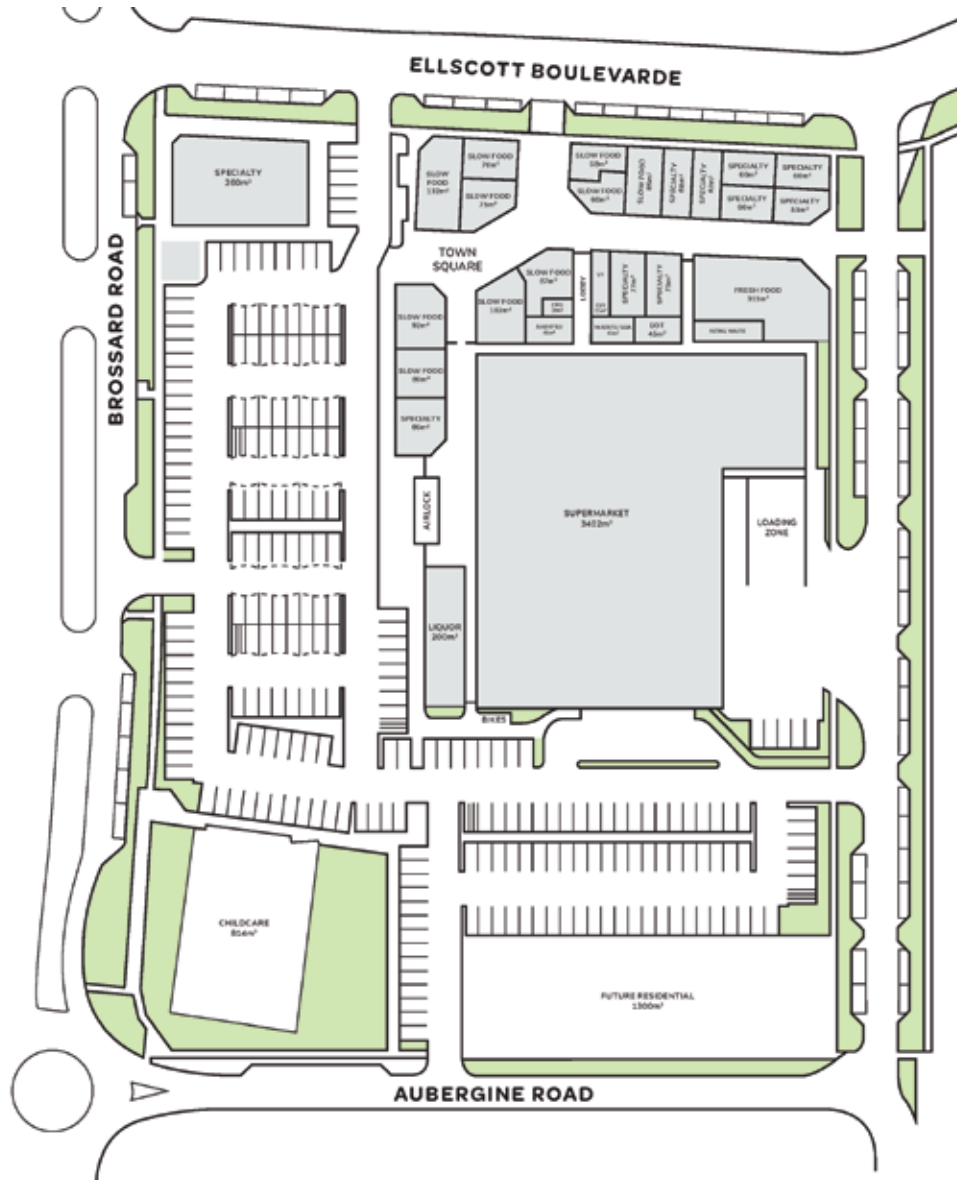
POPULATION



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CENTRE PLAN

Level 1



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