

Piccadilly Centre Overview

Stockland Piccadilly is a two-level town centre located in Sydney's premier CBD retail precinct, just 100m from Pitt Street Mall.

The centre is situated within Sydney's rapidly developing Midtown precinct and benefits from main entrances off Pitt and Castlereagh Streets. Stockland Piccadilly has more than 30 specialty stores, including a food court. The centre forms part of the Piccadilly Complex, which combines office space across two buildings. Stockland is currently investigating the potential redevelopment of the Piccadilly Complex, with initial endorsement received in the planning approval process.



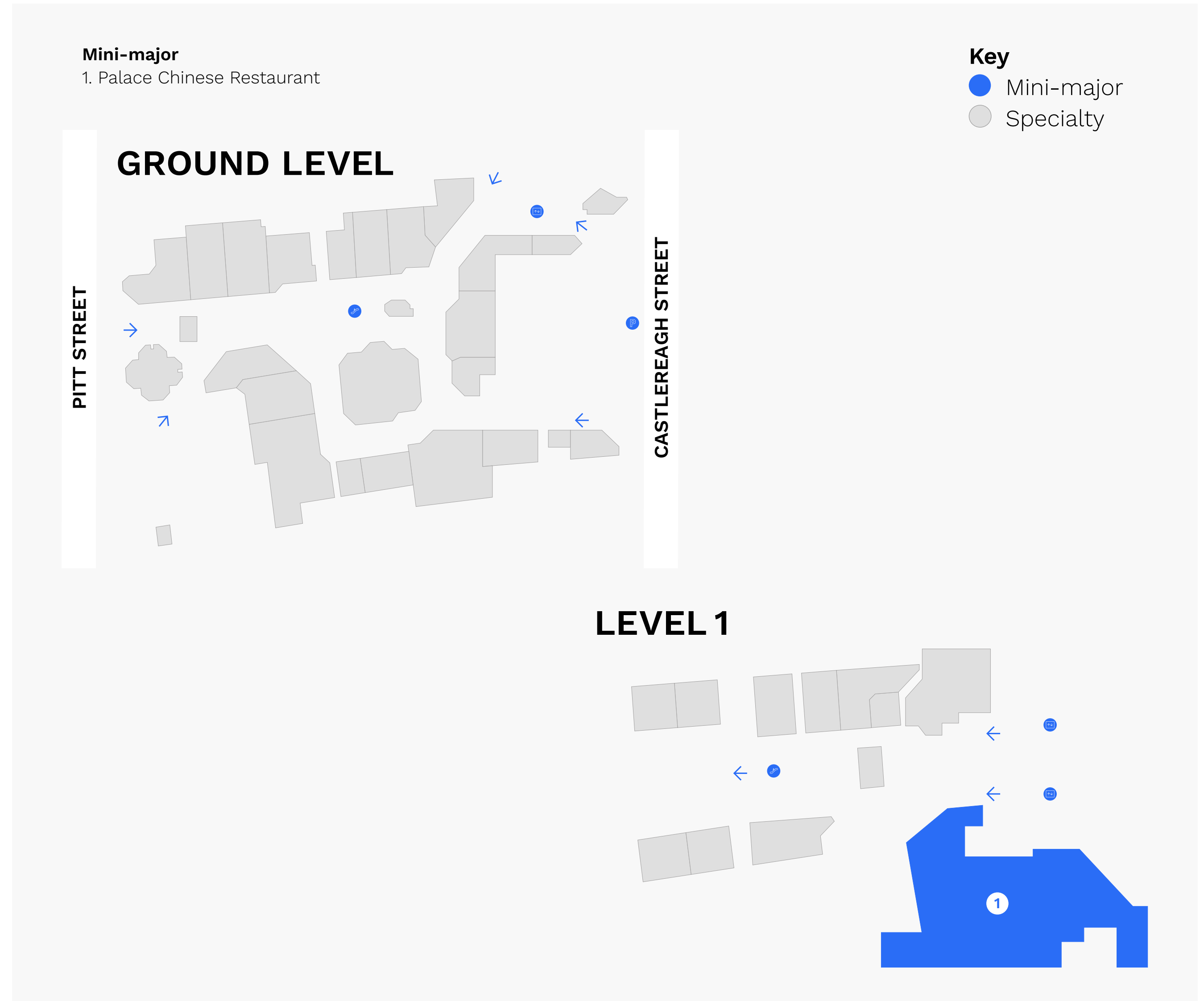
2,985sqm
GLA



274
Car spaces



38
Specialty no.



Stockland Piccadilly
stockland.com.au/piccadilly
Stockland Piccadilly,
210 Pitt Street, Sydney CBD NSW 2000

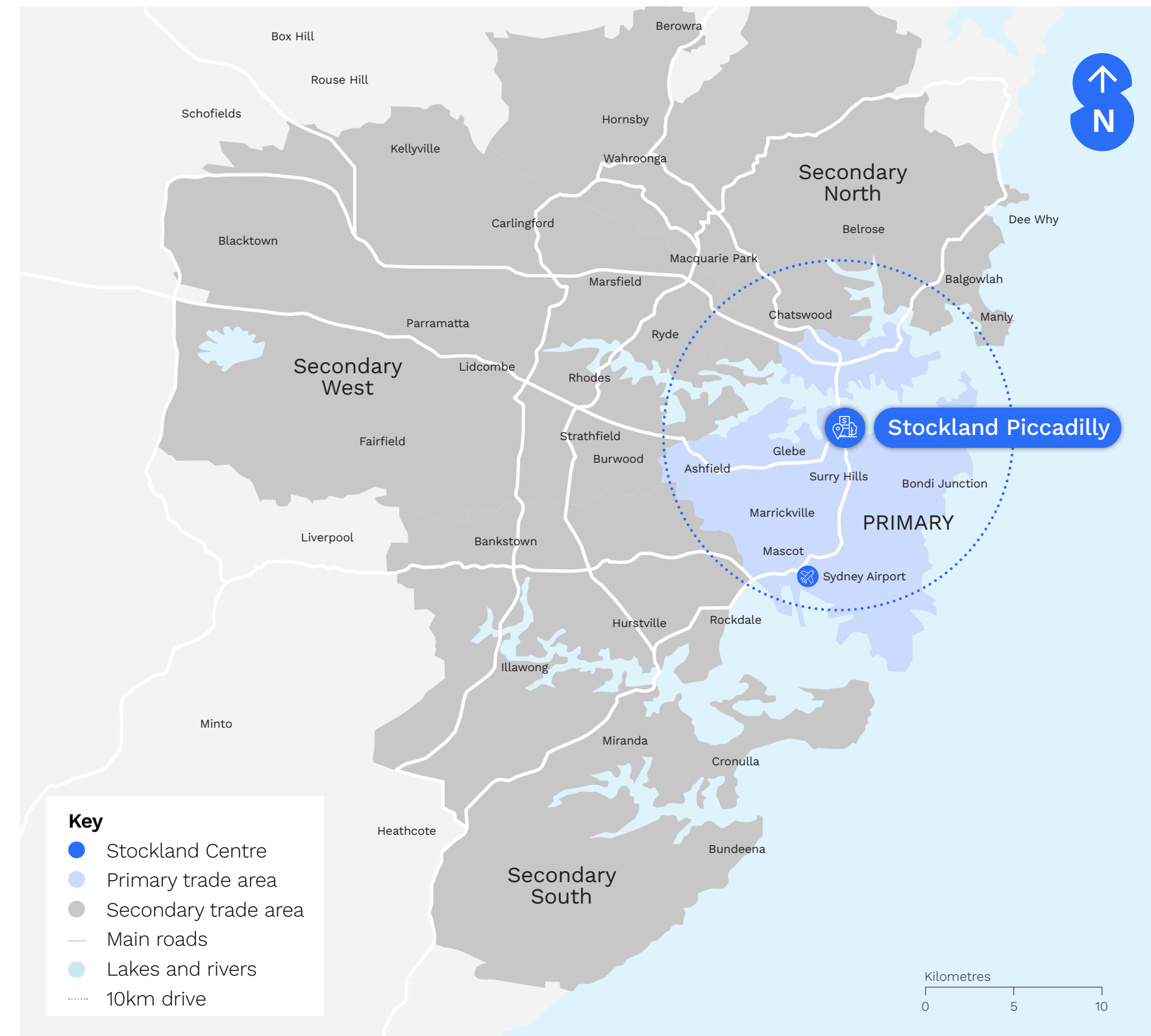
Information is accurate as at 30 June 2024. Centre map is indicative only and subject to change. Does not include ATMs. Specialty stores are less than 400 square metres GLA. Mini-majors are greater than 400 square metres GLA. Pad and S Connect sites are not included in the specialty count.

Piccadilly Centre Overview



Piccadilly predominantly attracts customers that work in the CBD, rather than reside in the trade area. The average age in the primary trade area is 39.1 years, with an average household income of \$141,728.

Trade Area Map



Avg. household income
\$141,728
in primary trade area

Couples with dependent children
37.4%
of primary trade area

Average age
39.1
in primary trade area

Forecast population
948,518
in primary trade area by 2026

Characteristics	Primary Sector	Secondary Sectors			Main TA	Greater Sydney Average	Australia Average
		North	South	West			
Income Levels							
Average Per Capita Income	\$81,999	\$76,743	\$54,720	\$53,896	\$64,066	\$60,644	\$55,301
Per Capita Income Variation	35.2%	26.5%	-9.8%	-11.1%	5.6%	n.a.	n.a.
Average Household Income	\$141,728	\$151,418	\$117,585	\$119,857	\$129,766	\$125,158	\$109,594
Household Income Variation	13.2%	21.0%	-6.1%	-4.2%	3.7%	n.a.	n.a.
Average Household Size	2.2	2.7	2.7	2.8	2.6	2.7	2.5
Age Distribution (% of Pop'n)							
Aged 0-14	12.7%	18.9%	17.6%	18.5%	17.0%	18.3%	18.0%
Aged 15-19	3.7%	6.3%	5.5%	5.6%	5.2%	5.6%	5.7%
Aged 20-29	18.6%	10.4%	14.1%	15.0%	14.9%	14.2%	13.3%
Aged 30-39	21.0%	13.1%	14.9%	16.5%	16.7%	16.0%	14.6%
Aged 40-49	14.1%	15.4%	13.2%	13.4%	13.8%	13.6%	13.0%
Aged 50-59	11.5%	13.5%	12.4%	11.6%	12.0%	12.0%	12.5%
Aged 60+	18.5%	22.4%	22.3%	19.5%	20.3%	20.4%	23.0%
Average Age	39.1	40.0	39.5	37.8	38.8	38.4	39.5
Housing Status (% of H'holds)							
Owner/Purchaser	47.4%	69.7%	65.9%	59.9%	59.2%	62.3%	67.4%
Renter	51.2%	28.4%	32.7%	38.6%	39.3%	36.1%	30.8%
Birthplace (% of Pop'n)							
Australian Born	58.1%	60.8%	60.9%	48.9%	55.3%	60.6%	72.0%
Overseas Born	41.9%	39.2%	39.1%	51.1%	44.7%	39.4%	28.0%
• Asia	15.9%	18.9%	20.7%	33.1%	24.4%	20.3%	12.1%
• Europe	11.6%	9.2%	6.8%	4.6%	7.4%	6.9%	7.2%
• Other	14.4%	11.1%	11.5%	13.4%	12.9%	12.2%	8.7%
Family Type (% of Pop'n)							
Couple With Dep't Children	37.4%	53.8%	47.0%	50.2%	47.3%	47.8%	44.2%
Couple With Non-Dep't Children	4.7%	7.5%	10.4%	10.0%	8.6%	8.9%	7.7%
Couple Without Children	30.0%	21.1%	20.7%	19.1%	22.1%	21.1%	23.8%
Single With Dep't Children	5.7%	5.9%	7.2%	7.4%	6.8%	7.7%	8.6%
Single With Non-Dep't Children	3.1%	2.9%	4.7%	4.5%	4.0%	4.2%	4.0%
Other Family	1.4%	0.7%	1.2%	1.3%	1.2%	1.1%	1.0%
Lone Person	17.6%	8.1%	8.7%	7.6%	10.0%	9.2%	10.8%

Trade Area Population

Population	Actual					Forecast		
	2011	2016	2021	2022	2026	2031	2036	2041
Primary Sectors	772,955	853,662	899,518	909,518	948,518	991,018	1,033,518	1,068,518
Secondary Sectors								
• North	483,114	514,854	530,444	533,944	548,744	568,744	588,744	606,244
• South	726,643	775,042	809,341	815,942	845,941	873,441	897,441	914,441
• West	1,283,834	1,414,581	1,497,320	1,515,320	1,595,320	1,695,320	1,790,320	1,865,320
Total Secondary	2,493,291	2,704,477	2,837,105	2,865,205	2,990,005	3,137,505	3,276,505	3,386,005
Main Trade Area	3,266,546	3,558,139	3,736,623	3,774,723	3,938,523	4,128,523	4,310,023	4,454,523

Map sources: Location IQ, July 2022. **Demographic data:** ABS Census of Population and Housing 2021; Location IQ, July 2022. All due care has been taken in the preparation of this document and as at 30 June 2024, the information in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Trade area maps and population forecasts are provided as an estimation and are indicative only. It should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns described in this document will change in the future and this document should not be relied upon in any way to predict future trading patterns. Average annual change (%) numbers provided in this document are calculated using CAGR. The management of Stockland regard the contents of this document as confidential, and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland.