

84-85 Bankstown City Plaza

Bankstown NSW 2200

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Leasing Opportunity

84-85 Bankstown City Plaza is best positioned as a flexible Bankstown CBD plaza opportunity, led by everyday food, specialty grocery, compact fast casual and repeat local services.

The strongest story is the combination of station access, Bankstown Central proximity, surrounding food/service activity and a customer base already using the plaza precinct. This is not a location that needs to invent a customer mission from scratch. The better leasing story is to place the right operator into daily routines that already exist.

Subdivision potential also matters commercially. A single occupier can still be part of the campaign, but the cleaner strategy is to test both whole-premises interest and a targeted mix of smaller food, fresh-food, health, beauty and service operators.

Evidence Behind the Opportunity

- **Immediate walk market:** around 3,100 residents and workers close to the site, with approximately \$131M in annual retail spend.
- **Five-minute drive market:** around 61,000 residents and approximately \$1.8B in annual retail spend.
- **Ten-minute drive market:** around 140,000 residents and approximately \$4.2B in annual retail spend.
- **Observed customer activity:** approximately 195k annual customers and 1.46M annual visits around the site.
- **Repeat rhythm:** average frequency is about 7.5 visits per customer, up from about 6.7 last year.
- **Pass-by customer spending power:** customers observed around the precinct represent approximately \$5.5B in annual spending power.

The evidence supports a practical leasing story: Bankstown City Plaza has local market depth, existing customer movement and a repeat-use rhythm that suits everyday food, grocery and service tenants.

Customer Rhythm

The engagement pattern points to a concentrated but resilient customer base. Annual customers are down about 10%, while visits are broadly steady. That means fewer casual visitors are being counted, but the people still using the location are coming more often.

That is a better leasing signal than the customer decline looks at first glance. A tenant that fits routine daily missions can trade into an audience that already returns, while a sharper offer can give occasional visitors more reason to stop.

Morning activity has improved, weekday afternoon remains important and Sunday has strengthened. For leasing, this supports operators that can serve commuter movement, errands, family routines, food-to-go, quick services and repeat local visits.

Tenant Categories That Fit

1. Specialty grocery, Asian grocery and everyday food

This is one of the strongest category themes. Bankstown's family and multicultural customer base supports grocery, pantry, deli, specialty food and everyday value-led food missions. The best prospects are operators that understand local food preferences and can trade from frequent plaza and station movement.

2. Fresh food, produce, butcher/meat and seafood

Fresh-food demand is strong, especially when treated as a practical local offer rather than a destination-only concept. Produce, butcher/meat, deli, seafood, poultry, ready-to-cook and curated fresh-food operators all fit the customer story if the format suits the premises and services.

3. Fast casual, QSR and food-to-go

Fast casual and QSR have a strong fit with the location's station, worker, errand and family routines. The best prospect is a compact, high-throughput food concept that can capture breakfast/morning movement, afternoon errands, takeaway and quick-meal missions.

4. Health, beauty and local services

These are credible prospects because they benefit from transport access, repeat local routines and everyday exposure. Barber, grooming, beauty, skin, wellness, allied health, hearing and practical service retail all sit naturally behind the food and grocery campaign.

5. Selected display-led or value retail

A display-led or value-retail concept can remain in the mix where the brand is comfortable with a CBD plaza setting, nearby public car parks and a customer base built around errands, routines and repeat exposure. This should be a selective lane rather than the main campaign.

Brand and Operator Examples Supported by the Analysis

Tenant Finder combines category demand, brand-location fit, white space, nearby stores and site context, then uses brand benchmarks where available to identify operators worth a leasing conversation. The useful output is not just "which categories rank well"; it is which brand or operator conversations are worth testing first.

LANE	EXAMPLES / OPERATOR TYPES
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Specialty grocery and everyday food	independent or regional Asian grocery, pantry, deli, specialty-food and fresh-food operators; Tong Li as category proof rather than a clean white-space target
Fresh food	Harris Farm Markets as a produce benchmark; Joe's Meat Market, Lenard's, seafood, poultry, ready-to-cook meals and curated fresh-food operators
Health / better everyday food	Go Vita, Nutrition Warehouse, The Source Bulk Foods, Healthy Life and similar health-led convenience operators
Fast casual / QSR / food-to-go	Nando's, Sushi Train, Roll'd, Sushi Sushi, Subway, Zambrero and compact local food-to-go operators
Health, beauty and services	Audika, Barber Industries, Tommy Gun's, Kingsmen Hair, barber, grooming, beauty, wellness and practical service operators

These names should shape outreach and validation, not be treated as guaranteed tenants. The shortlist still needs to be filtered by existing local representation, tenancy services, loading, parking expectations, subdivision strategy and current expansion appetite.

How To Frame the Site

The cleanest leasing narrative is:

A flexible Bankstown CBD plaza tenancy with station-led movement, immediate local spend depth and subdivision upside.

For an owner, the value is in category discipline. The strongest campaign should lead with operators that can convert local routines into repeat visits: specialty grocery, fresh food, compact fast casual, health, beauty and practical services.

Recommended Leasing Focus

- Lead with everyday food and grocery:** specialty grocery, Asian grocery, pantry, deli and fresh-food operators that understand Bankstown's local customer base.
- Run a compact fast-casual lane:** QSR, takeaway and small dine-in brands that can use station, worker, errand and family movement.
- Use subdivision potential actively:** split scenarios can broaden the prospect pool and make smaller food, health, beauty and service users more practical.
- Keep service prospects targeted:** barber, grooming, beauty, wellness, allied health and practical services where the offer adds repeat weekly use.
- Use the evidence simply:** ~61k residents within five minutes by car, ~1.8B annual retail spend, 1.46M annual visits and 5.5B pass-by customer spending power give the site a clear pitch.