

3/196 The Parade



Norwood, Adelaide, South Australia
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Leasing Opportunity

3/196 The Parade is best positioned as a food-led Norwood Parade opportunity, supported by premium everyday retail and repeat personal services.

The site should not be sold as a generic vacant shop. The stronger story is that it sits inside a precinct customers already use for dining, entertainment, shopping, health, services and local errands. Norwood Parade gives the right operator both local frequency and broader destination movement.

That matters for the leasing strategy. The strongest prospects are operators that benefit from visibility, repeated weekly routines, lunch-to-evening activity and weekend demand. Food should lead the campaign, with premium grocery / health-food / prepared-meal concepts and selected personal services behind it.

Evidence Behind the Opportunity

- **Immediate walk market:** around 6,100 residents and workers close to the site, supporting frequent food, service and convenience missions.
- **Five-minute drive market:** around 41,500 residents and approximately \$1.12B in annual retail spend.
- **Ten-minute drive market:** around 124,000 residents and approximately \$3.27B in annual retail spend.
- **Observed customer activity:** approximately 369k annual customers and 4.42M annual visits around the site.
- **Broader destination pull:** the 10-minute drive band generates the largest share of visits, with nearly one million annual visits still coming from beyond ten minutes.
- **Pass-by customer spending power:** customers observed around the precinct represent approximately \$9.8B in annual spending power.

The pattern is commercially useful because it is not a single-peak location. The site has weekday routine demand, strong Friday/Saturday activity, meaningful afternoon and evening movement, and enough broader draw to support operators that trade beyond a narrow local convenience mission.

Tenant Categories That Fit

1. Fast casual, QSR and specialty food

This is the lead category. Norwood Parade already has the dining and entertainment role, and the customer pattern supports lunch, dinner, takeaway, weekend and quick-service missions. The best prospect is not generic takeaway; it is a quality operator with a clear offer that can use both local repeat customers and destination visitors.

Best-fit formats include specialty Mexican, chicken, sushi, burger, salad, bowls, noodles, dessert, premium takeaway and other lunch-to-evening food concepts.

2. Premium grocery, health food and prepared meals

The surrounding market supports better everyday food. Urban renters create frequency; affluent and established households add spend depth; older repeat customers support trusted operators. The right offer can be positioned around convenience, quality, health, provenance and prepared-at-home missions.

Best-fit formats include compact health-food grocery, premium pantry, supplements, bulk foods, prepared meals, curated fresh food and polished specialty grocery.

3. Premium fresh food / butcher as a prepared-food concept

The butcher/meat signal is strongest when it is treated as a premium food-retail idea rather than a plain suburban butcher offer. The opportunity is a curated, presentation-led operator: prepared meals, ready-to-cook, premium meat, gourmet fresh food or a hybrid fresh-food concept that belongs on The Parade.

4. Barber, beauty, wellness and repeat personal services

These are credible secondary prospects. They use repeat local routines, weekend movement and the established service character of Norwood Parade. They are not as strong as the food-led campaign, but they are useful if the leasing strategy wants a service-led tenant with recurring customer behaviour.

Brand and Operator Examples Supported by the Analysis

These are operators and formats that fit the evidence base for the site and should shape the outreach conversation.

LANE	EXAMPLES / OPERATOR TYPES
Fast casual / QSR / specialty food	Guzman y Gomez, Roll'd, Sushi Train, Nando's, premium chicken / burger / bowls / noodles / dessert concepts
Health food / premium everyday food	Nutrition Warehouse, Go Vita, The Source Bulk Foods, premium pantry, prepared-meal and health-led convenience operators
Fresh food / prepared food	gourmet butcher, ready-to-cook meals, premium meat, curated fresh-food and specialty grocery concepts
Repeat personal services	Kingsmen Hair, Tommy Gun's, quality barber, grooming, beauty and wellness operators

Guzman y Gomez is the clearest fast-casual proof example in the current evidence: brand-level fit, South Australian presence and no store in the primary trade radius. Nutrition Warehouse, Go Vita and The Source Bulk Foods also align with the health-food / premium everyday-food opportunity. Kingsmen Hair and Tommy Gun's support the secondary personal-service lane.

How To Frame the Site

The cleanest leasing narrative is:

Norwood Parade already has the customers. This site gives the right operator a compact, visible position in the middle of the precinct's food, retail, service and weekend rhythm.

For owners, the value is in tenant quality and category discipline. The site should attract the strongest response from operators that can trade across the week, capture destination movement, and build repeat use from the inner-east customer base.

Recommended Leasing Focus

1. **Lead with food:** quality fast casual, QSR and specialty food operators that can use lunch, dinner, takeaway and weekend demand.
2. **Run a premium everyday-food lane:** health food, prepared meals, premium pantry, curated fresh food and specialty grocery.
3. **Keep service prospects selective:** barber, grooming, beauty and wellness operators where the brand and customer fit are strong.
4. **Use the evidence confidently:** nearby spend, observed customers, visit frequency, evening/weekend rhythm and destination draw all point toward a stronger tenant story than generic retail.