

and retail markets, in which it was estimated that a minimum overall site area of 52 acres was required to meet the future expansion of the wholesale market, including adequate parking facilities.

This survey suggested that a suitable site of this size might be obtained in the area west of the city between Dynon Road and the New Footscray Road. This area has several advantages. Apart from being relatively central, it is close to the main railway storage yards, from which a

considerable proportion of fruit and off-season vegetables are received by the market. As most users of the wholesale fruit and vegetable market have motor transport, they would not be unduly inconvenienced by the move from the present site. Furthermore, by moving the market to a new site with adequate facilities it would permit comprehensive redevelopment of the present site which besides its advantages for retail marketing has great potentialities for other uses.

WAREHOUSING AND STORAGE

Wholesale trading involves the acquisition of goods in bulk quantities from local and overseas suppliers, and the subsequent distribution of such goods in small quantities to individual retailers throughout the metropolitan area and country districts of the whole State.

The very nature of such trade necessitates a central location near the main transport terminals where the bulk of goods are received and distributed. More than half the people engaged in these functions, including most of the leading firms, are located in the central city area of Melbourne. Most of the remainder are in the immediately adjoining suburbs, especially South Melbourne and North Melbourne, and to a lesser degree Fitzroy, Brunswick, Collingwood, Richmond and Port Melbourne.

The majority of Melbourne's large wholesale houses have been established in the central city area for many years and over 80% of wholesalers' warehouses are still located in the central district, the greater portion in the central business area. However, as the city has grown and the demand for other central area uses has increased, many wholesalers have found it increasingly difficult to secure space for expansion near their old sites and have been forced to move further out. Some of the older firms have opened additional storage warehouses in South Melbourne and North Melbourne, while many of the newer firms have been forced to establish themselves even further away from the city centre. This trend has been brought about not only because of the difficulty in securing adequate space in the central city area, but also because of the growing traffic congestion which is adding considerably to the cost of operating an extensive distributive service from the city centre. There is no doubt, however, that most wholesalers prefer to have warehouses as centrally located as it is economically possible.

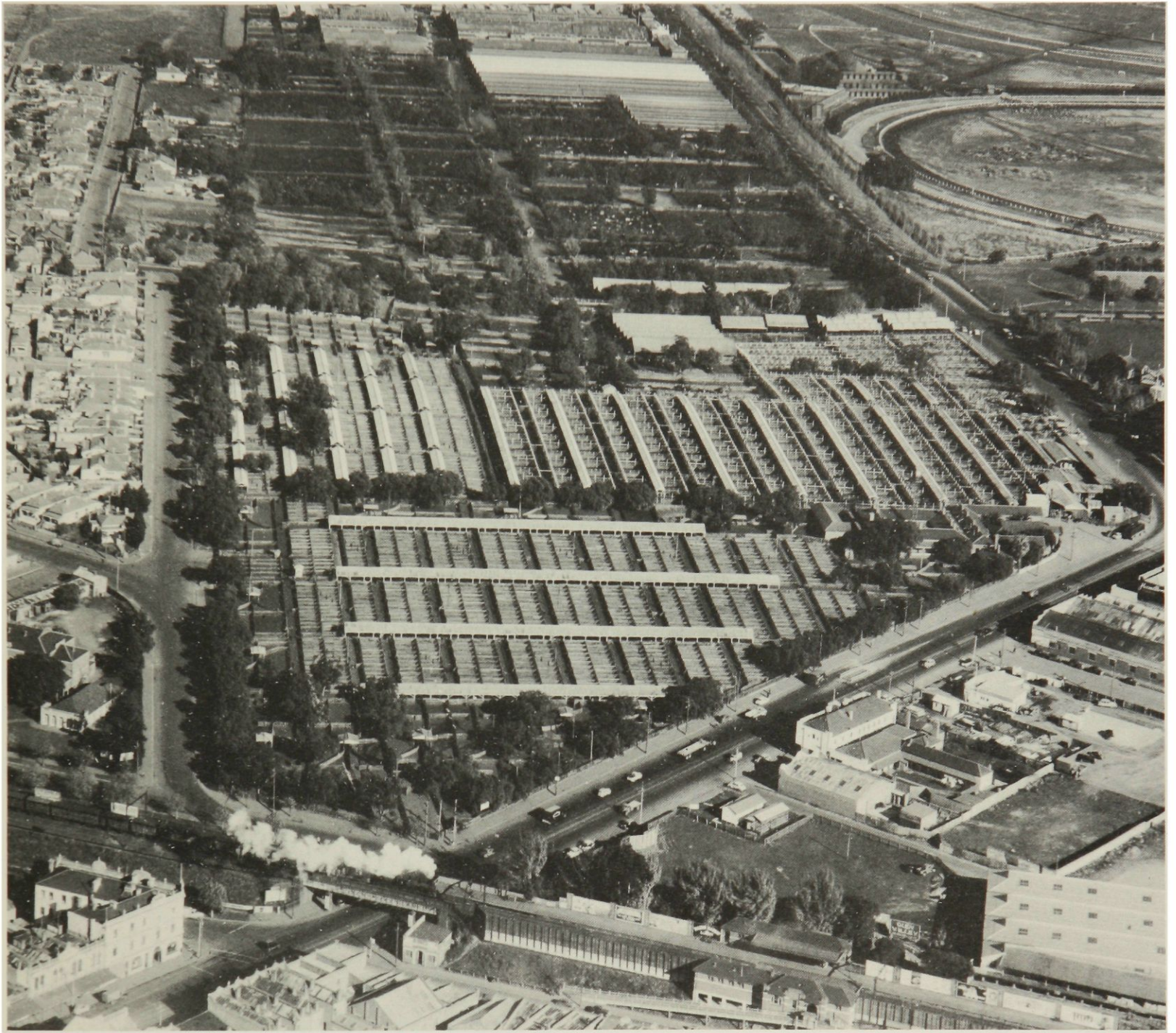
The question of warehousing and storage has been covered in further detail in a subsequent survey of the central

business area. At this stage it is merely intended to draw attention to the overall structure with regard to the metropolitan area. Warehousing is essentially a central area function, but because of its large space requirements, its heavy traffic generation and the fact that it is not so dependent on direct contact with the general public as are other central commercial functions, such as retailing, it is more suited to a locality immediately adjoining the central business area and close to shipping, rail and road transport terminals. It is clear from current trends that an increasing proportion of Melbourne's future warehousing will need to be provided for in suburbs such as South Melbourne, Port Melbourne, North Melbourne and West Melbourne.

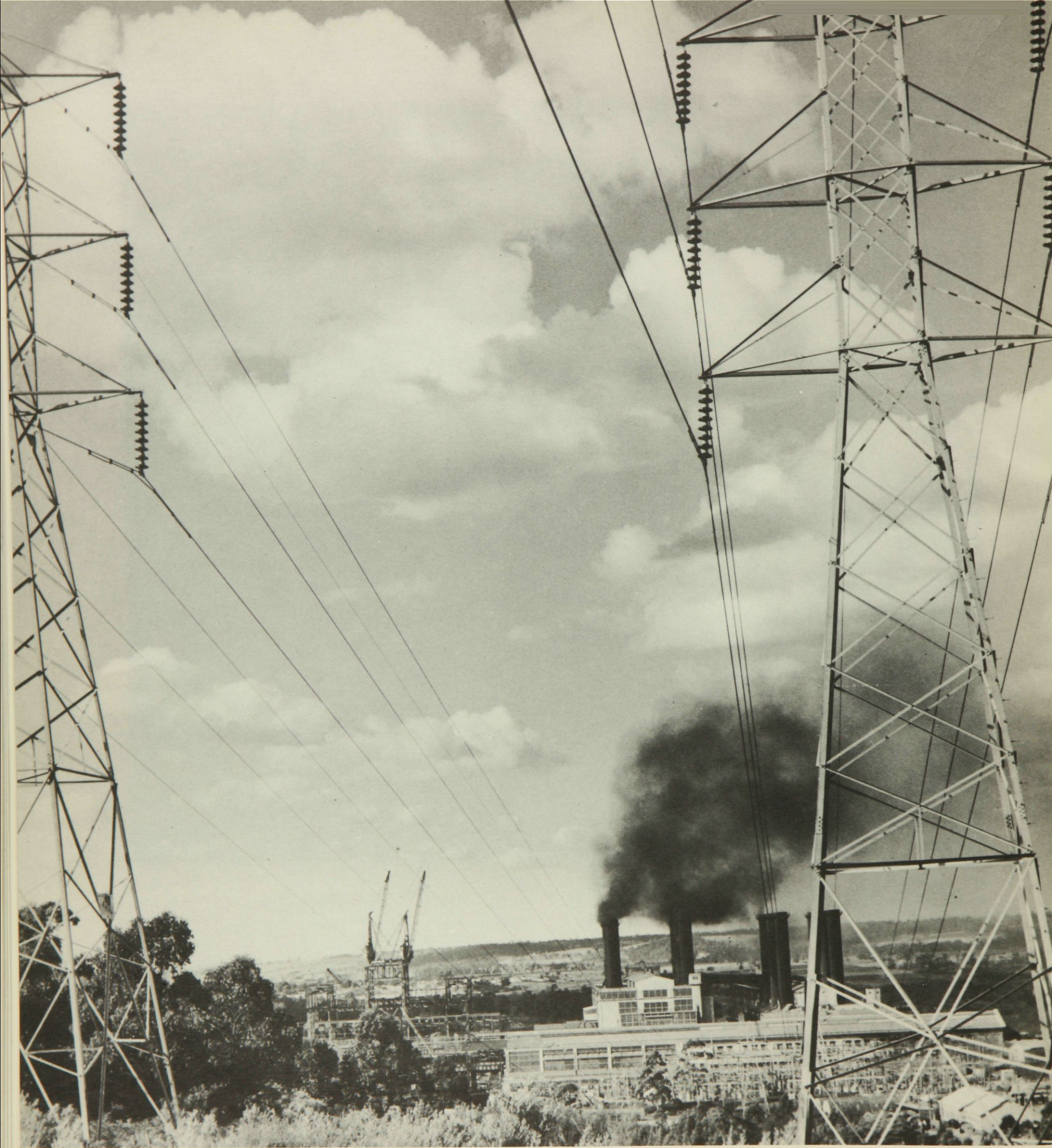
Some wholesale organisations combine the functions of wholesale warehousing and retail selling to the general public. These have even greater need for a central location, but many can advantageously be located out of, but near to, the central business area.

Apart from wholesale warehousing, the functions of storage involves the large bond and free stores which are needed for the storage of goods in bulk. For economy and convenience these must be located near the port and rail terminals. The demand for such storage space has grown considerably with Melbourne's rapid development as a national port, with the result that the present facilities are inadequate to meet requirements.

Another feature of bulk storage that has increased in importance in recent years is the large bulk stores that have been acquired by some of the big retailers, especially the department and chain stores. These are mainly located in North Melbourne and West Melbourne where they are close to the main retail stores but sufficiently distant from the business centre to avoid traffic congestion, thus facilitating the receiving and distribution of goods.



Newmarket Saleyards



High voltage lines transmitting electric power from Yallourn to Melbourne