

## FACTORY WAREHOUSE SOUTH OAKLEIGH

3220 sq m (35,000 sq ft).

First class location fronting Centre Road. Suitable for many industries. Has lofty design, private parking and roadway. Four very large r/s doors. Gantry cranes and select office area.

For inspection and further details contact

60 Collins St., Melbourne, Vic. 3000. 654 3333

**Richard Ellis  
Sallmann & Seward Inc.**

## INVESTMENT IN BRISBANE COMMERCIAL AND REDEVELOPMENT PROPERTIES

- I Multi-Storey Building, City Central, good income. Dep. \$100,000, no interest.
- II Superb Home Unit Site, exclusive suburb close to the city. Approved 6 units. \$23,000, dep. \$3,000.
- III Development Property, 150 acres, close city. \$680,000. Lib. terms 8% on \$20,000 dep.
- IV Motel Site, Surfers Paradise. \$190,000.
- V Sporting Complex Development, Gold Coast, \$78,000.

Many other investment opportunities.

Contact:

**Tauranga  
Land Company.**

Phone (Syd.) 42 2820.  
33a Arabella Street, Longueville, N.S.W.

## AUCTION "ROAD'S END" BERWICK 169 ACRES 169

Friday 30th August at 2.30 p.m.  
R.S.L. Hall, Langmore Lane, Berwick.  
To be Sold in Two Lots.

Lot 1: 149 Acres, with 87 Gall. milk contract. Improvements incl. fine Gentleman's res. and 3 Bedrm. Bk. home. Also 2 W.B. cottages and numerous farm buildings. Commanding panoramic views of Berwick, across to Westernport area.

Lot 2: Outstanding 20 Acres of rich land, taking advantage of the highest scenic views in the district.

Remarks: A permit to subdivide into 8 approx. 20 acre + lots approved by the City of Berwick.

VENDOR FORCED TO SELL OWING TO CURRENT FINANCIAL RESTRICTIONS.

Terms: 10% on signing contract, bal. on poss. 30 days. Finance negotiable by arrangement with the Selling Agent prior to Auction.

BROCHURE AVAILABLE NOW:

**ALEX SCOTT** ESTD 1971

147 Lonsdale Street, Dandenong.  
792 0204, after hours, 707 1541.

**AMP**

## TATTERSALLS ROAD — MARAYONG INDUSTRIAL LAND BLACKTOWN 10 OUTSTANDING LOTS

- Lots range from 63,100 to 87,120 sq. ft.
- Priced from \$1.75 p.s.f. (\$18.80 p.s.m.)
- Regular shaped, well drained lots.
- All services including gas.
- An AMP/Jennings Industries Project.

SELLING AGENTS:

**RICHARDSON &  
WRENCH,**  
63 Macquarie Street,  
Parramatta, N.S.W. 2150.  
Phone 635 4077  
(Mr B. Blatt).

**M. J. Davis Pty. Ltd.**  
440 Hume Highway,  
Yagoona, N.S.W. 2199.  
Phone 70 0741  
(Mr J. Archibald).

# Drastic pruning for Sydney office space developments

By CHRISTOPHER JAY

AGAINST a background of waning developer interest in new office building in the middle of Sydney, the planners for the Sydney City Council are lining up a drastic pruning of the area spotlighted for high-rise office development.

This realistic appraisal by the planners contrasts with several years of dreamtime visions by developers and Governments of a central City workforce for Sydney as high as 600,000 people, housed in an expanding agglomeration of skyscrapers spilling around the surrounding areas and densely packed in the central core.

With developers and institutions landed with a surplus of office space which will last until 1985, the atmosphere is now more receptive for plans aimed at scaling down development and switching emphasis to making the centre of Sydney a more pleasant place for the people in it.

Taking advantage of this more realistic mood, the Sydney City Council's planning consultants, Urban Systems Corporation, is proposing that high-density development in the area controlled by the council should be trimmed down to a slim central spine with even less area than the proposals put forward in an earlier version of strategic planning in 1971.

The new boundaries of the central spine are the Cahill Expressway on the north, Eddy Avenue in the south (that is, effectively the northern edge of Central Railway Station), Kent and George Streets on the west, and Macquarie and Elizabeth Streets on the east.

Studies of alternative futures for the business district of Sydney indicate that most of the previous estimates of CBD office workforce over the next 30 years by various authorities assumed growth rates well in excess of what is actually likely.

The planners also make quite clear their opinion that the NSW State Government should drastically overhaul the present system of statutory planning, which at present severely circumscribes the City Council's freedom of manoeuvre, as well as causing substantial delays.

Detailed action plans indicate that work to convert various areas, including some minor road space, to plazas and public open areas is proceeding. Plans for a comprehensive pedestrian network are being implemented.

Floor space ratios — a standard planning tool for controlling the amount of development on any one site — are likely to come down further, although the consultants are still engaged on fine tuning and economic analysis of the actual proposals.

Under the 1971 Strategic Plan, the basic floor space ratio was set at 6:1 with bonuses up to 14:1 in some areas, and 13:1 in the vicinity of the Tank Stream (which supplied water to the first settlement in 1788, but now runs underground).

What this meant was that a developer meeting various requirements of council, to earn the bonuses, could put up 14 times as much floor area as the area of the site.

Although the new floor-space ratios are not yet finalised, it seems likely the maximum with bonuses will be 10:1 with the basic ratio at 4:1 or 3:1. In the mid-town hub, a retail area which the planners want to protect from the inroads of office

development, the maximum could be only 6:1.

Bonuses will probably be basically the same as in the 1971 plan, with increased bonuses for residential and hotel construction.

Other bonuses will be for shops and restaurants on ground floors, preservation of historic buildings, pedestrian improvements such as overpasses and underpasses, escalators, set-backs and approved plazas, and public amenities.

Under the present planning arrangements, the development of Sydney is affected by the decisions of a considerable number of bodies and by several plans.

The City of Sydney Strategic Plan drawn up for the Sydney City Council sets out the council's objectives and policies, but is subject to statutory planning by other bodies.

In a section on city structure, in the 1974 to 1977 proposals, the planning consultants say that implementation of action priorities set out in the 1971 plan means that the council has started developing workable planning for the Sydney City area.

"It has thus begun the herculean task of imposing order on the decades of chaos of previous City development," the report says.

"It is now both necessary and possible to go much further, to refine and tighten the rather loose initial City structure sketched in 1971.

"In 1947, the then Sydney City Council first began to prepare a Statutory Planning Scheme for the City of Sydney. Unfortunately, there followed two decades of virtually complete failure to plan positively or effectively for the city.

"The Cumberland County Planning Scheme, gazetted in 1951, zoned as County Centre not only the core and frame of the central business district, but also the whole of East Sydney, most of Surry Hills, and all of Pyrmont, Ultimo and Chippendale, giving the County Centre zone an area of well in excess of 1,000 acres, or almost two square miles.

"In 1964, the Minister for Local Government requested the State Planning Authority to finalise the City Statutory Scheme for gazettal. This work occupied the SPA, the DMR, and advisers to subsequent ministers, including the parliamentary counsel, for seven years.

"The Scheme Map and Ordinance were not finally gazetted until July 16, 1971. This was 24 years after they were begun.

"The 1971 gazetted City Statutory Scheme confirmed the zoning of an over-large area of 540 acres as County Centre, within which virtually any use was, and remains, legally permissible.

"Indeed it should be noted that the City Council in office in the early 1960s did in fact refuse a number of such consents in the then County Centre Zone on the fringe of the central business district, but council's decisions were almost universally reversed on appeal.

"This was the disastrous situation inherited by the new, reconstituted City Council when it was first elected in late 1969. It had to contend with the biggest office building boom in Australia's history, which only began to falter mid-1972.

"In practical legal terms, the 1971 City Statutory Scheme gave council little power. The procedures for varying the scheme were byzantine in their complexity and slowness. This basic legal situation remains unchanged to this day."

Against this legal background, studies of the likely future office workforce show that there is more than enough office space vacant or firmly committed to construction within the City of Sydney to accommodate all likely additional office workers throughout the City up to 1985.

By 1985 the development of sub-regional suburban office centres should be absorbing the growth in tertiary employment (Parramatta in particular) and the total City of Sydney workforce could stabilise at around 340,000 people.

This figure, a net increase of 27,000 over the 1971 workforce, is a far cry from the optimistic projections of a few years back, when developers were urging planning for a future central City workforce of 600,000.

In the circumstances, there is

little point in envisaging large-scale office development outside the present north-south central city area served by the underground railway system.

It also casts strong doubts on the prospects for the inner-City freeways.

In defining principles for management of the central spine, the planners state that the overwhelming majority of workers, visitors and shoppers should arrive and leave by public transport, particularly by underground rail.

Priority should be increasingly given to the movement of people on foot, and vehicular movement increasingly restricted to the use of delivery, service and emergency vehicles, taxis and surface intra-city public transport such as electric trams.

## CENTRAL SHEPPARTON

## PROPERTY FOR LEASE

Upper floor area approx. 20ft x 120ft.

Next to 'Woolworths' and above 'Sussan Lingerie', Maude Street, Shepparton.

Has been used as a first class restaurant for approx 16 years. Now available for any use permitted by Local Authority.

Inquiries to the owner:

**W. G. Sanderson,  
"Wainui"  
Terranora N.S.W. 2485.  
066 76 9180.**

## FORCED SALE

PRIVATE

**NEWTOWN  
PRIME POSITION  
COMMERCIAL**

**WILL RETURN  
\$37,000 P.A.  
NET**

Newly renovated throughout, this solid 3-storey brick bldg. was valued in Feb. 74 for \$350,000. A first mortgage of \$150,000 is available at 9% interest only for 10 years.

**ENMORE  
PRIME POSITION  
COMMERCIAL  
AND  
SELF-CONTAINED  
FLATS**

With two street frontages, this 2-storey brick bldg. was valued in March 74 for \$185,000, and is fully renovated throughout. Fantastic corner position. Returns over \$20,000 p.a. 1st mtge. \$115,000 11½% available.

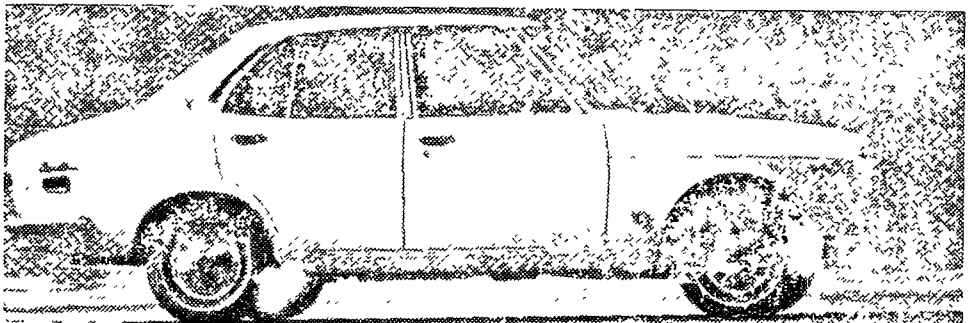
**BOTH PROPERTIES  
MUST BE SOLD  
IMMEDIATELY  
FOR HIGHEST REASONABLE OFFER.**

**VENDOR DESPERATE**

Ring Mr Anderson  
Office 660 0666 **A.H. 412 2817**

# Mazda, gauge of quality

*But the top-selling import is facing problems*



MAZDA, the fully imported car of which more than 150,000 examples have been sold locally since its introduction in 1963, is the gauge of quality by which our locally made cars are measured.

This at least is the opinion of the general manager of Westco Australia Pty Ltd, Mr Don Blair, who is probably responsible for the sale of more Mazdas in Australia than anyone else.

The reason is that Westco, a long-established but little-known company outside the motor business, handles roughly half the Mazdas sold here and has done so for some time.

The Mazda operation is the oddity in our motor business. Imported cars are not unusual here — Jaguar, Mercedes-Benz and Volvo are familiar to everyone — but what is unusual is that Mazdas are popular and competitively priced cars that are imported in very large numbers.

They had, for example, 9.1 per cent of the Australian vehicle market this June, which would amount to slightly more than 50,000 units this year if the figure holds up for the whole of this 12 months.

Looked at one way, Mazdas are the cause for some concern. At the moment, our local vehicle manufacturing industry is not doing terribly well, and one of the reasons it isn't, according to some in the industry, is that it is being cut to ribbons by competitively priced imported cars.

It's almost in vain that Westco's Blair points out that 43 different makes of car are currently being imported, because some like Aston Martin and Jensen are arriving only in handfuls.

By contrast, Mazdas are arriving in thousands. They are big business, and like any other big business they are highly visible. It is this visibility that poses problems to the future local Mazda operation.

Yet Blair has a point when he refers to Mazdas as a gauge of quality on the local market.

It is true that much of what is locally manufactured in our motor industry and a fair bit of what is locally assembled is of dubious quality that actually disadvantages consumers. Various reports by consumer organisations and motoring bodies have stressed this in recent years.

And it is not going too far to say that many consumers who have become sick and tired of poor quality in motor cars have increasingly turned to makes where manufacturers have at least made an effort to produce something that works.

Indeed, it is hard to escape the belief that the pronounced market swing locally to smaller cars and to imported cars has been as much a result of consumers searching for quality and reliability as it has been of them searching for lower costs and operating economies.

Blair is obviously not a disinterested party. Yet the Mazdas he imports and sells in such large numbers are undoubtedly good cars, and possibly on a dollar-to-dollar basis one of the best buys available.

are well built, well and overall have a fine. Many of parent as door and

a longish

memory can pause if they get this far. Back in the 1950s and early 1960s it was unheard of for a mass-selling local car to have a heater or a radio as standard equipment. It was only the flood of competitively priced imports at this period that nudged local manufacturers into building cars that were at all tolerable to live with.

The nudging has gone on ever since. At one time laminated glass was unheard of in a locally manufactured car, the introduction of disc brakes was sturdily resisted, radial ply tyres were jeered at, and windscreen washers were a luxury option.

If we have these things today, and some of them curiously enough are now required under Australian design rules, we have only the imports to thank for them. And among the imports are those Mazdas.

The Mazda set-up in Australia is an interesting one. Westco Australia is responsible for distribution in NSW, Queensland and the Northern Territory and accounts for approximately 33 per cent of all Mazdas imported and sold. It is totally Australian owned.

Mazda Motors Ltd, which is 70 per cent owned by Toyo Kogyo of Japan, the manufacturer of Mazda cars, is responsible for distribution in Victoria and Tasmania and accounts for approximately 33 per cent of Mazdas sold.

Two smaller companies, Addison Motors in South Australia, and M. S. Brooking in Western Australia, account for 10 per cent and 7 per cent of Mazdas distributed respectively.

It is by all accounts a pretty free-wheeling operation with the various distributors shooting for the volumes they believe they can achieve, with this being co-ordinated under the watchful eye of a Toyo Kogyo-appointed concessionaire.

The problem up to now, and still is for that matter, is getting the cars that are needed. Mazda market shares are little indication of advances or retreats locally, but show only what has been sold.

Limitations of factory output and shipping problems may, for example, make this month look dismal while resolution of these problems may make next month look a winner. It is a problem that afflicts all imported cars, and points to caution when looking at their sales statistics.

Yet Mazda sales locally have shown a steady upward trend. In 1972, Mazdas had 2.8 per cent of the market, in 1973 they had 4.8 per cent, and in this year to date they have 6.5 per cent.

The cars are sold through 230 outlets, most of these being small and accounting for only 10 to 15 sales a month. There are, however, several largish outlets that account for 80 to 100 cars a month. These, though, are the exception rather than the rule.

The typical Mazda outlet, then, is small and personalised, something that is appealing to buyers fed up with the wheeling and dealing of the so-called car supermarkets. Servicing is personalised, too, and this is also appealing these days when many people have doubts about how well a giant service department really operates.

Oddly enough, the trendy rotary-engined Mazda cars are not the best sellers, accounting approximately for only one-third of sales.

The reason seems to be that there is still buyer suspicion about the reliability of these cars

in spite of the 24,000 miles and 24 months warranty offered with them. In practice, engine repairs can be expensive.

The best seller is the conventional piston-engined Mazda 929 automatic, a four-door saloon with an 1,800cc engine that sells for \$3,848. Under that for

popularity is the conventionally engined Capella 1,600cc saloon at \$3,268 in automatic form.

The Mazda range, however, is interesting. It consists of the 1,300cc series, the 808 series, the Capella and the 929. There are

• Continued page 31

## Memo from Gordon Office. Harry... wish you were here.



Dear Harry,

We have now moved into our new offices. You would never believe it, staff morale is at an all time high, sales are up and I feel on top of the world.

There is no comparison to the old office. I find I am saving about 2 hours travelling time a day and able to fit in an extra day's golf a week. It's called the Highland Centre, up at Gordon, not too far from the City and yet not too close. Have finally fixed the parking problem, 5 floors of office space to 5 floors of parking! The air is as clear as a bell and the relaxed atmosphere seems to suit everyone down to the ground.

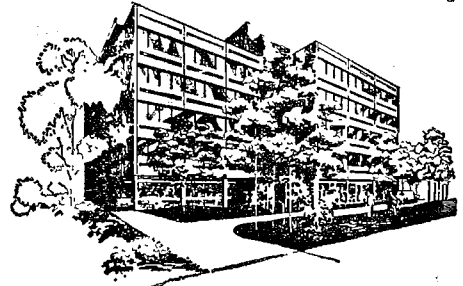
The Highland Centre is also a Strata Title building. We're now considering buying, it has many advantages.

Hope to see you at the Christmas party in August this year — getting in early!

Kind regards.

BOB.

## THE HIGHLAND CENTRE, GORDON



### STRATA TITLE

Buy or lease.

A new concept in office living.

Look at the brochure first, the building second, the benefits third.

Managing Agents:

Jones Lang & Wootton, 110 Pacific Highway, North Sydney, 2060./92 4071

Paul T. Brindle, 815 Military Road, Mosman, 2088./969 7833

Lewis & Robinson Pty. Ltd., Tower Building, Australia Sq., Sydney, 2000./27 8141