

STEP INTO ST LEONARDS SQUARE



AN EXCITING RETAIL OPPORTUNITY





ST LEONARDS SQ

by mirvac

## EXCITING NEW RETAIL IN THE HEART OF ST LEONARDS

The creation of a new boutique retail offering is designed to complement the St Leonards Square residential development which offers 527 luxury apartments and 3,200m<sup>2</sup> of commercial office suites. As well as being on the Pacific Highway, St Leonards Square is close to multiple public transport options including the under-construction Crows Nest Metro Station approximately 150m away, as well as a proposed bus interchange approximately 250m away.

St Leonards Square sits at the very heart of a broader multi-functional commercial business district. Additionally, the Royal North Shore Hospital (RNSH) precinct accommodates almost 10,000 workers and attracts several million patients and visitors each year.





**30,000**  
Cars pass St Leonards Square  
on a daily basis\*

St Leonards Sq



# THE LOCATION

## KEY ITEMS IN THE LOCAL AREA

1. North Sydney
2. Crows Nest
3. St Leonards Business District
4. New Crows Nest Metro Station
5. St Leonards Train Station
6. New St Leonards Bus Interchange
7. Royal North Shore Hospital
8. Sydney CBD
9. Barangaroo

  
ST LEONARDS SQ

Retail Opportunity

St Leonards Sq





1,400M<sup>2</sup>

Mini major retail opportunity\*

1,000M<sup>2</sup>

Specialty retail\*

3,200M<sup>2</sup>

Strata office suites\*

94 PARKING SPACES

Car spaces for retail customers

Virgin active

1,150m<sup>2</sup> Virgin Active Collection Gym\*

Retail Opportunity

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\*Areas noted are approximate. Artist's Impression



# MORE AFFLUENT THAN AVERAGE

Current and projected population levels, socio-demographic profiles, and estimated current and future retail expenditure capacity for both workers and residents.



## WORKER CUSTOMER SEGMENT



## RESIDENTIAL CUSTOMER SEGMENT

<p>18,900 people in local trade area</p> <p><b>10,000</b></p> <p>Additional workers at Royal North Shore Hospital</p>	<p><b>35% ↑</b></p> <p>The job market is set to increase by up to 35% by 2031</p>	<p><b>1,000,000</b></p> <p>Total annual visitors to Royal North Shore Hospital</p>
<p><b>\$108,000,000</b></p> <p>In revenue generated by worker trade in 2017</p>	<p><b>38%</b></p> <p>Average working income is 38% higher than the Sydney metro area</p>	<p><b>38%</b></p> <p>Food catering is 38% above the Sydney average</p>

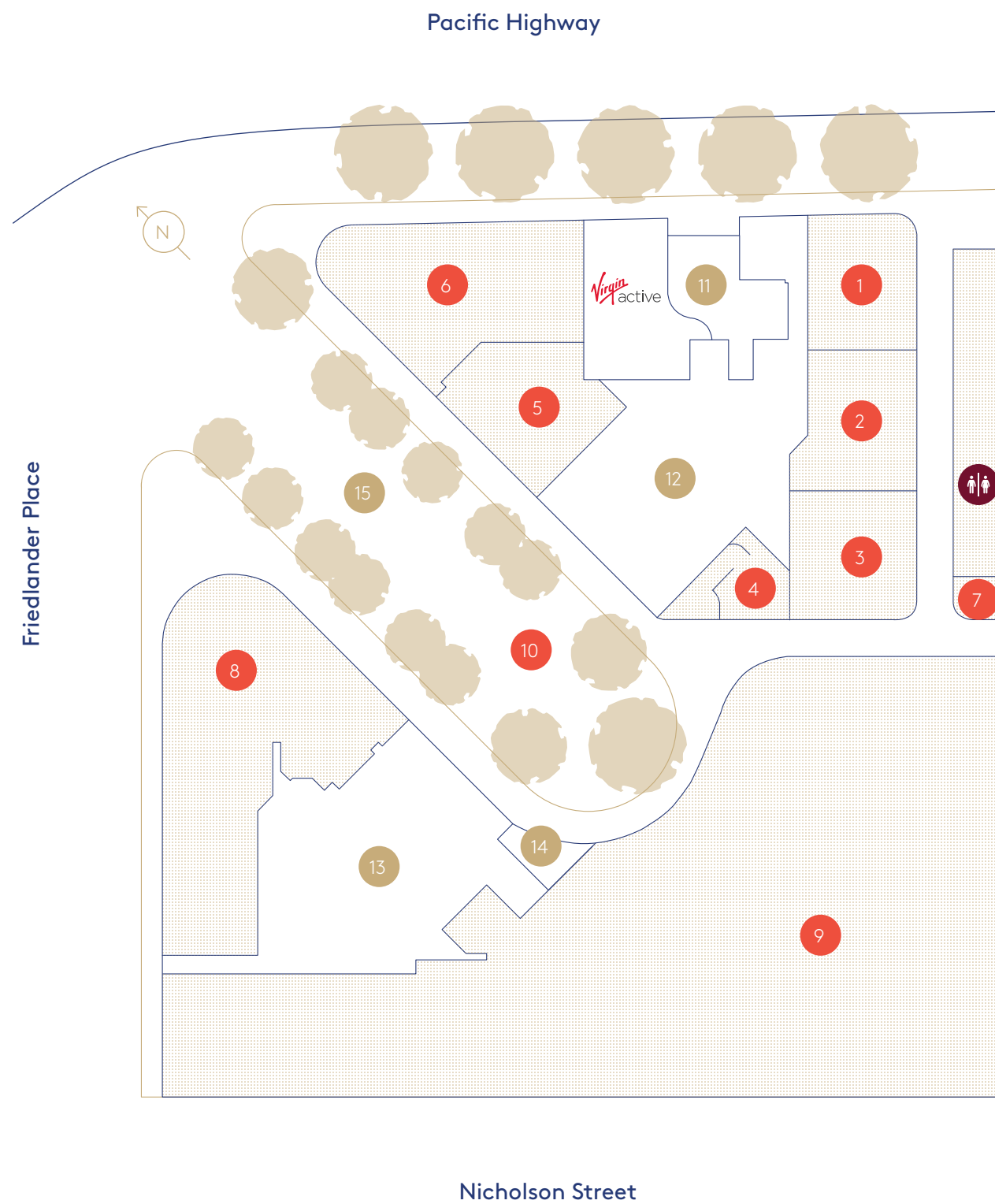
<p><b>25,000</b></p> <p>Total MTA* catchment population in 2018</p>	<p><b>42% ↑</b></p> <p>Population projected to increase by 35,000 by 2031</p>	<p><b>38 YEARS</b></p> <p>Average age in MTA* representing 43% of the population</p>
<p><b>+923</b></p> <p>Apartments are proposed for adjoining sites</p>	<p><b>2,000</b></p> <p>The St Leonards South masterplan area can support up to an additional 2,000 apartments</p>	<p>Average Annual Retail Expenditure</p> <p><b>\$1.04BN ↑</b></p> <p>53% annual increase from 2018 to 2031</p>
<p><b>\$172,011</b></p> <p>Household incomes in MTA* are 39% more than the national average</p>	<p><b>82%</b></p> <p>Estimated per capita retail expenditure on food catering</p>	<p><b>37.3% ↑</b></p> <p>above the Sydney average per capita retail expenditure for residential trade area</p>

Information and statistics are sourced from the St Leonards Square catchment analysis Macro Plan Dimasi May 2018.

\*MTA = Main Trade Area.



# GROUND PLAN

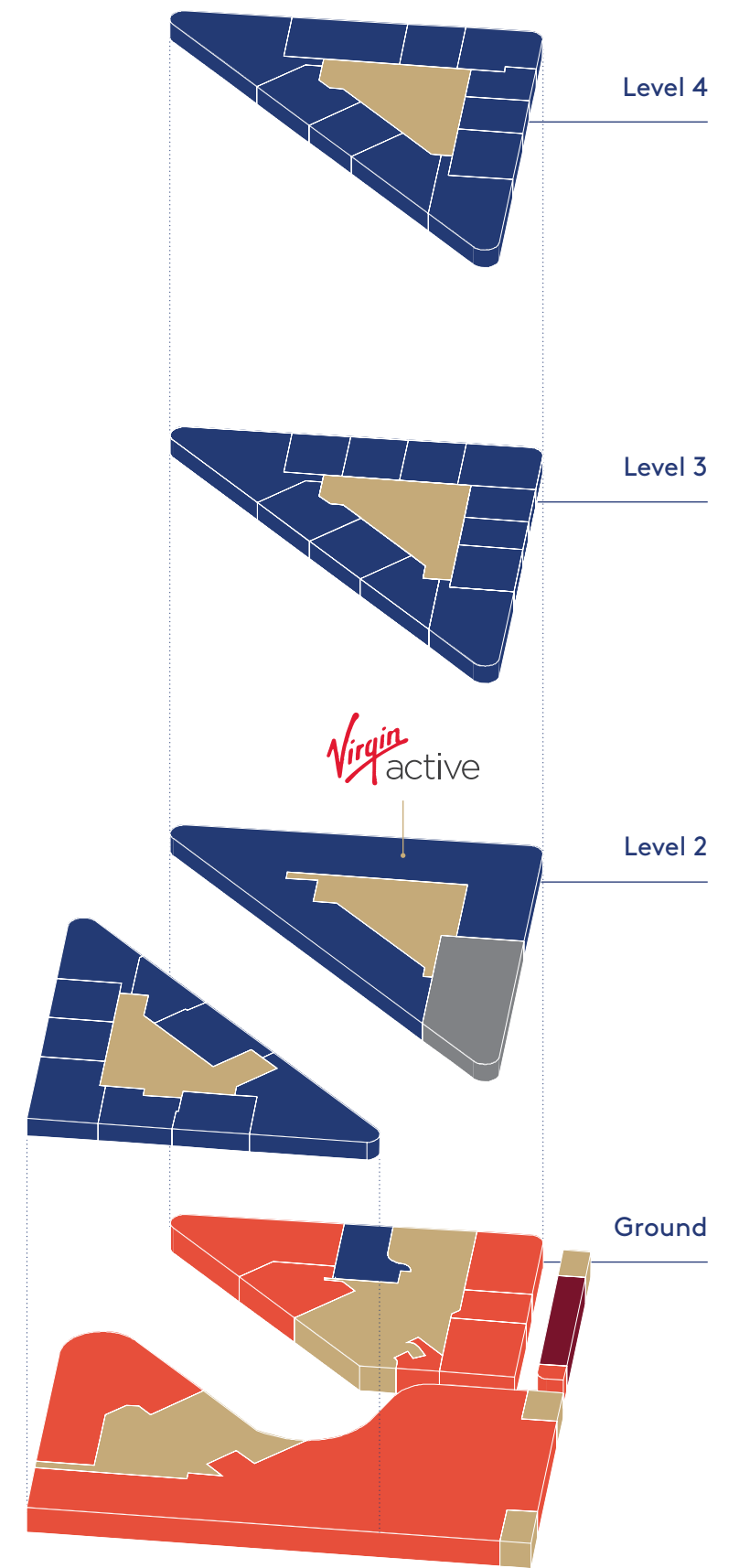


## Level One Tenancies\*

1. R1101 - Retail - 118m<sup>2</sup>
2. R1102 - Retail - 67m<sup>2</sup>
3. R1103 - Retail - 122m<sup>2</sup>
4. R1104 - Retail - 26m<sup>2</sup>
5. R1105 - Retail - 113m<sup>2</sup>
6. R1106 - Retail - 212m<sup>2</sup>
7. R1107 - Retail - 12m<sup>2</sup>
8. R2101 - Retail - 355m<sup>2</sup>
9. R2102A - Mini Major Retail - 1,400m<sup>2</sup>
10. Pop-up Retail Space
11. Commercial Lobby
12. Residential Lobby
13. Residential Lobby
14. Commercial & Retail Lobby
15. Outdoor Plaza

## Commercial & Retail Floors

- Commercial
- Retail
- Lobby, Stairs & Lifts
- Retail Amenities
- Residents' Amenities



\*All areas noted are approximate and measured GLAR (sqm)





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# CUSTOMER PROFILES

## Healthy, Wealthy & Wise

- Well-educated professionals
- Typically known for renting apartments close to the CBD
- Extremely health and social conscious
- Individuals are in the career fast lane, often working long hours

## Smart Money

- High income and well-educated professionals
- Typically married with children living in the inner suburbs
- Chosen leaders in their career field
- Enjoy regular travel overseas

## Young & Platinum

- Defined by high income and career success
- Highly educated professionals
- Mostly married without children
- Enjoy exercise and socialising

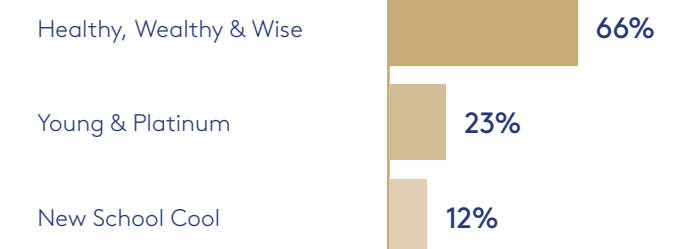
## New School Cool

- Well-educated professionals with high income
- Generally single, young, socially active & tech savvy
- Like entertaining and going to restaurants
- Inner city living and working

## Blue Chip

- Highly educated and highly paid local Australians
- Generally work in finance, business, law and communications
- Enjoy visiting art galleries and museums and generally read a lot of books
- Charitable and community minded about issues of most importance

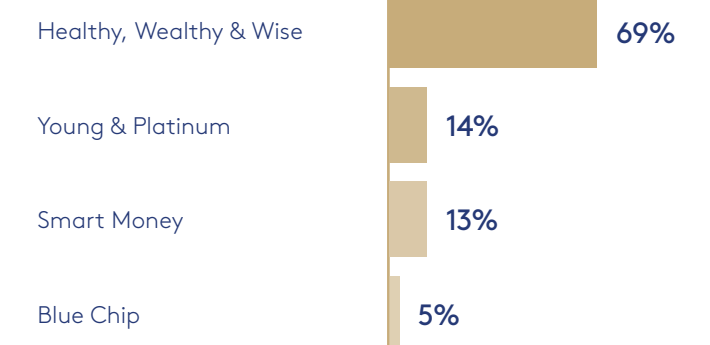
## PRIMARY CORE CATCHMENT



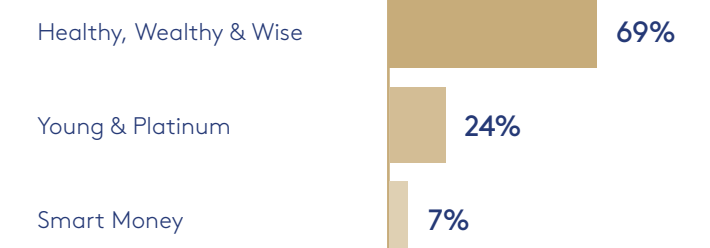
## PRIMARY WEST CATCHMENT



## SECONDARY CATCHMENT



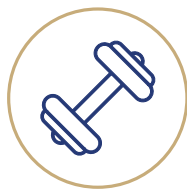
## SECONDARY WEST CATCHMENT



Information in relation to customer profiles is taken from Roy Morgan Helix, Average personal/household income source from MacroPlan Dimasi Catchment based off primary and secondary catchment from MacroPlan Dimasi.



# AN URBAN DESTINATION



## MORNINGS AT THE GYM

With a Virgin Active gym on-site, this will be a regular place to visit for those in the area looking for a healthy work-life balance.



## DAILY CAFFEINE FIX

Whether it's a long black to go or meeting friends over brunch, the proposed buzzing cafés are anticipated to be a significant drawcard.



## MEETINGS WITH CLIENTS

Surrounded by a vibrant office environment, this is anticipated to be a popular place for hosting corporate meetings with clients.



## QUICK GROCERY SHOP

A proposed small-footprint supermarket is anticipated to serve both residents in the towers above and the surrounding community.



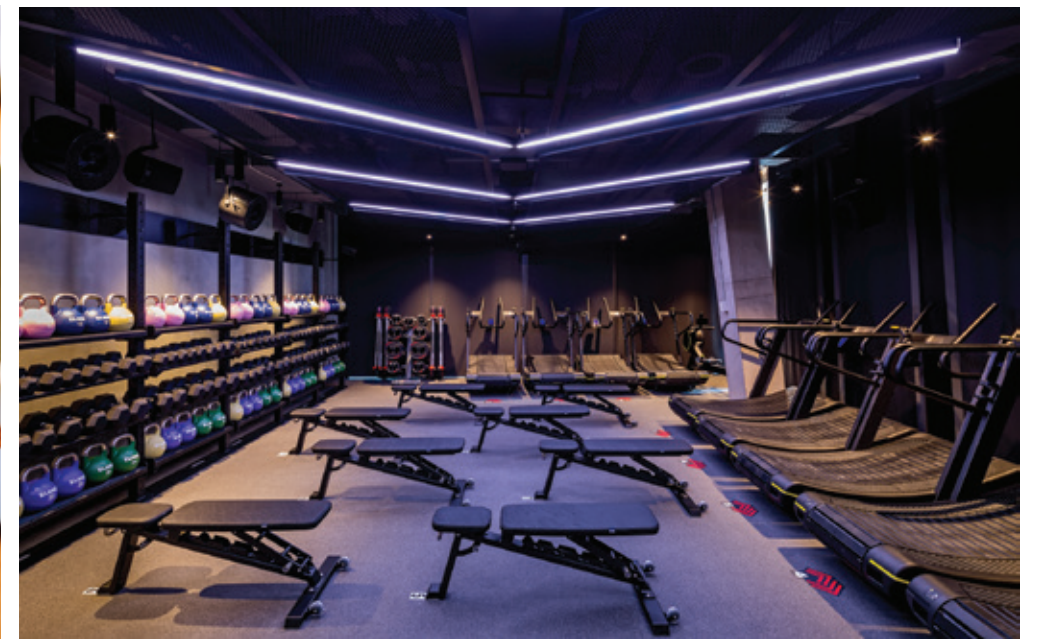
## AFTER WORK DRINKS

As day turns to night, the bars and the al fresco setting is likely to attract people looking for drinks and dinner.



## WORLD OF FLAVOURS

A range of restaurant options are anticipated to add to the Lower North Shore's eclectic dining scene.







Tramsheds, Sydney



Tramsheds, Sydney



Tramsheds, Sydney



Greenwood Plaza, Sydney



East Village, Sydney



Green Square, Sydney

# EXPERIENCE RETAIL

**MIRVAC HAS AN IMPRESSIVE RECORD OF CREATING VALUE FOR ITS RETAILERS BY TAILORING EACH OF ITS URBAN RETAIL ASSETS TO THE UNIQUE NEEDS OF ITS CUSTOMERS.**

At Mirvac reimagining urban life is our priority. It guides what we do, how we do it and most importantly why we do it. We create places of enduring value through the pursuit of quality and care in every little detail. Our commitment to quality goes beyond design, construction and after-sales service and community initiatives. We listen and learn from our customers.

Your needs and aspirations shape our vision and provide the inspiration for our award-winning architects, designers and construction teams. We take a personalised approach to customer care, providing the highest level of service through decision, delivery and beyond.

When you choose Mirvac you know you are with a company as passionate about every little detail as it is about the bigger picture – reimagining urban life to improve the way people live, to enrich their lives, and leave a legacy to be enjoyed for years to come.

For more information about Mirvac visit

[mirvacretail.com.au](http://mirvacretail.com.au)







Retail Opportunity

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Artist's Impression





## OPPORTUNITY AWAITS

This is your opportunity to be part of an exciting new experience at St Leonards Square.

[stleonards.mirvac.com](http://stleonards.mirvac.com)



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