

Pop Up Retail Space

METCENTRE

POP UP

Retail Space Solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you.

Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

Centre Facts

Centre Type: CBD Retail

Total GLA: 6,496 sqm

Major Tenants: Woolworths

Specialties: 76

Food Court: 400 Seats

Centre M.A.T.: \$81.3 Million pa

Centre Traffic: 11.5 Million pa

As at December 2018.

Centre Profile

MetCentre is located in the northern corridor of the CBD on George Street with easy access to Wynyard Station, George, Margaret and Jamison Streets. The 6,496 sqm Shopping Centre runs over 3 levels and has direct internal access from the 30-level office tower at 60 Margaret Street.

MetCentre is centrally located to Circular Quay, and in walking distance to the Opera House, Botanical Gardens and Sydney Harbour Bridge. Redevelopment of the Wynyard Station, one of the busiest stations in the Sydney CBD, provides easy access to Barangaroo, Wynyard Walk, Kent and York Streets. MetCentre is anchored by a 1,486 sqm Woolworths and contains over 70 specialty stores. MetCentre includes leading national fashion brands, Lorna Jane, Witchery, Veronika Maine, Nine West, Seed Heritage and Review.

The centre also provides a strong food and services offer with a balanced mix of National and Independent retail brands.

Trade Area

The profile of the typical MetCentre shopper is a city worker, aged 25-40, employed in a professional office role, with a higher than national average household income. The MetCentre customer is savvy, fashion conscious, value driven and upwardly mobile.

The primary trade area of MetCentre is within 5-10 minutes walking distance of the building and encompasses Wynyard, Martin Place and Circular Quay.

These areas deliver 80% of the MetCentre customer base. The remaining 20% are those customers travelling from the secondary and tertiary trade areas including; Town Hall and outer suburbs accessed via Wynyard Station.

Source: MacroPlan Dimasi, Asset Review, January 2018



Ground Floor

