

Moonee Ponds Central

# DINE ON HALL

BY MIRVAC RETAIL



  
  @MooneePondsCentral  
MooneePondsCentral.com.au

**MPC** | MOONEE  
PONDS  
CENTRAL

# NEW HALL STREET DINING

## PRECINCT VISION Urban Dining Hub

- Moonee Ponds Central's new dining precinct 'Dine On Hall' will be a hub of community activity and interaction. A place to meet, eat, interact and connect.
- Bringing together a compelling new mix of dining options that will engage with the street via alfresco dining pods, incorporating contemporary design elements to provide protection against the elements and preserve diner comfort.
- A redeveloped plaza to stimulate community engagement and interaction - 'A New Meeting Place'.
- Upgraded amenities.



## PRECINCT CONTEXT

The new dining precinct and plaza will provide customers with a greater variety of unique retail shopping space and convenient mix of fresh food, services and catering options. It will enhance Moonee Ponds Central's focus of 'community hub' with a larger offering for people to connect.



**OVER  
5,200**  
people work  
within 500m  
of Moonee Ponds Central  
Puckle Street Precinct



Artist's impression only.

# DINING CUSTOMER PROFILE



HOUSEHOLD  
INCOME

**\$118,993**

↑ 9.70% PRIMARY

**\$120,531**

↑ 11.10% MTA

(above Melbourne Metro Benchmark)



WITH FOOD  
EXPENDITURE BEING

↑ 5.9%

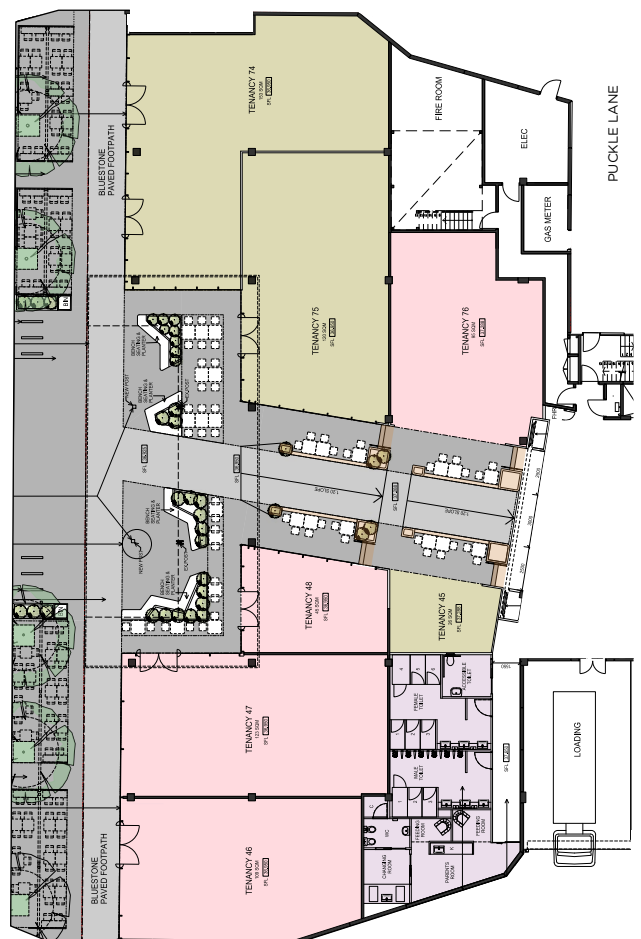
(above Average)

MTA FOOD  
EXPENDITURE

8.2%

Source: Dimasi Macro Plan January 2018

HALL STREET





Artist's impression only.

## YOUR OPPORTUNITY TO JOIN OUR COMMUNITY 'DINING ROOM'

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