

Pop Up Retail Space

Birkenhead Point Outlet Centre



Pop Up retail space solutions by mirvac

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 one week or six 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 PROFILE

Centre Type:	Outlet Centre with Convenience Precinct
Total GLA:	29,454.10m ²
Major Tenants:	Coles and ALDI
Mini Majors:	Hugo Boss, Nike, Bonds, Kathmandu, Adairs, Cotton On, Spotlight, Glue Store
Specialities:	132
Car Parks:	1,395
Annual Sales:	\$240.2m inc GST

As at May 2015

LOCATION

Birkenhead Point is located on stunning Sydney Harbour, just 6km from the Sydney CBD, within the waterside suburb of Drummoyne.



ABOUT

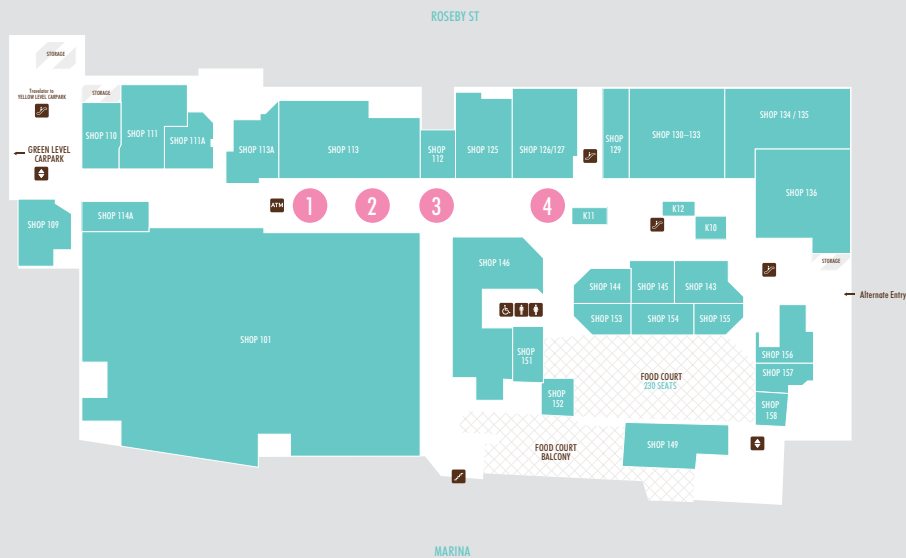
Birkenhead Point Outlet Centre is in a class of its own when it comes to outlet shopping in Sydney. Magnificently located on Sydney Harbour and enjoying Marina views, Birkenhead Point is the oldest and largest outlet centre in Sydney with over 120 outlet stores over three levels along with a 230 seat food court with outdoor balcony overlooking the Marina plus a host of café and restaurant options.

In addition to the Outlet stores, Birkenhead Point is also home to a convenience retail precinct. Located on the ground floor, it is anchored by Coles and ALDI supermarkets along with a fresh food precinct and everyday retail and services including a medical centre and pharmacy, providing a central and convenient destination for local shoppers.

Originally the Dunlop Rubber Factory, Birkenhead Point was converted to a shopping centre in the early 1980's. It is a heritage listed centre and has maintained its heritage feel throughout recent redevelopments whilst providing a modern and sophisticated shopping environment.











GROUND FLOOR



LEVEL 1



KEY

-  MALE BATHROOMS
-  FEMALE BATHROOMS
-  DISABLED BATHROOMS
-  PARENTS ROOM
-  ESCALATOR / TRAVELATOR
-  LIFT
-  STAIRS
-  CHILDRENS PLAYLAND

LEVEL 2



LEVEL 3



KEY



MALE BATHROOMS



FEMALE BATHROOMS



DISABLED BATHROOMS



PARENTS ROOM



ESCALATOR / TRAVELATOR



LIFT



STAIRS



CHILDRENS PLAYLAND

SITE	LEVEL	DIMENSIONS	POWER
1	Ground Floor	2.7 x 5	✓
2	Ground Floor	2.7 x 6	✓
3	Ground Floor	2.5 x 5	✓
4	Ground Floor	3 x 10	✓
5	Level 1	5.9 x 3.8	✓
5b	Level 1	1.7 x 15	✓
6	Level 1	3 x 5	✓
7	Level 1	1.3 x 4	✓
8	Level 1	2 x 6	X
9	Level 1	1.8 x 8	X
10	Level 2	3.9 x 9	✓
12	Level 3	7 x 4.5	✓
13	Level 2	2.3 x 9	✓
15	Level 1	1.5 x 4	X
21	Level 3	1.2 x 16	X



POP UP CONTACTS

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ABOUT MIRVAC

Mirvac is a leading Australian property group, listed on the Australian Securities Exchange (ASX). Mirvac's investment portfolio, Mirvac Property Trust, has interests in office, retail and industrial assets, while its development business has exposure to both residential and commercial projects. With over 40 years experience, Mirvac has an unmatched reputation for delivering quality products and services across all of the sectors in which it operates.

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