



# GREENWOOD PLAZA

ESCAPE THE EVERYDAY

## 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.

## POP UP RETAIL SPACE GREENWOOD PLAZA

### CENTRE FACTS

**Centre Type:** CBD Retail

**Total GLA:** 7,612 sqm

**Major Tenants:** Romeo IGA

**Mini Majors:** Greenwood Chinese Restaurant, The Greenwood Hotel

**Specialties:** 90

**Food Court:** 400 seats

**Centre M.A.T.:** \$94.0 million p.a

**Centre Traffic:** 18.1 Million p.a

As at December 2015.

### CENTRE PROFILE

Located on the Pacific Highway in the hub of North Sydney CBD, Greenwood Plaza is a dominant high profile shopping centre with a direct linkage to North Sydney Train Station. Greenwood Plaza boasts a high traffic flow of 18.7 million per annum which outperforms many major regional centres. Greenwood Plaza is the only centre in North Sydney offering a range of mid to high end fashion with well known brands including Cue, Witchery, French Connection, Sportsgirl, Nine West, Veronika Maine, Jigsaw, Pandora and many more. In addition, Greenwood Plaza boasts a strong fresh food precinct complemented by an IGA Supermarket.

The shopping centre also directly links to Mirvac and Eureka's 26 level commercial tower which is currently 100% occupied with a workforce of over 3,500.

### TRADE AREA

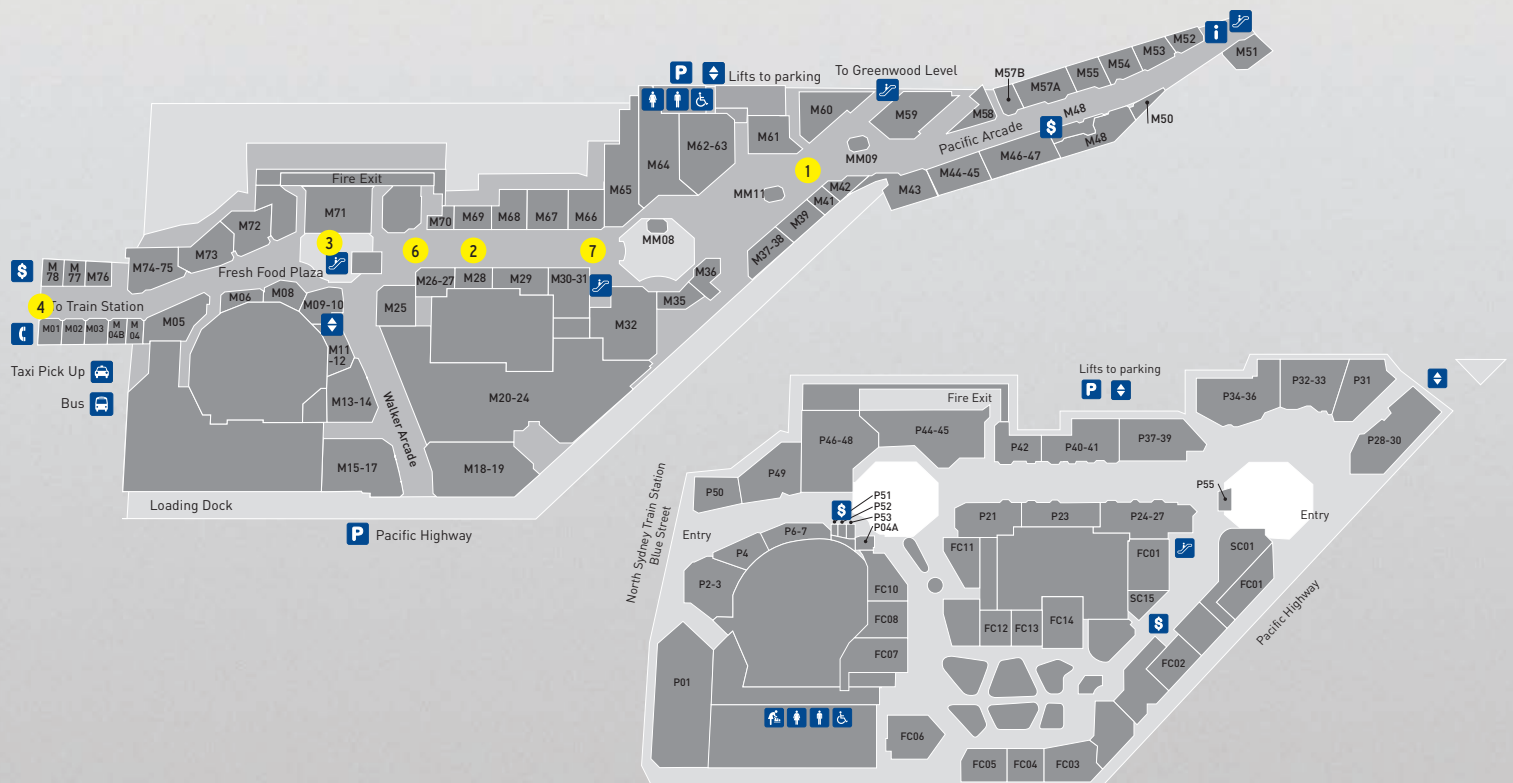
Greenwood Plaza serves two distinct customer groups:

A savvy and transient office worker in North Sydney Central Business District (CBD); and an established affluent residential customer.

The primary trade area includes Cammeray, Kirribilli, Lavender Bay, McMahons Point, Milsons Point, Neutral Bay, North Sydney, Waverton and Wollstonecraft.

*Source: Pitney Bowes MapInfo, August 2008 North Sydney Council Outlook, Autumn 2009 North Sydney Outlook, Autumn 2009 – m3 dimensions North Sydney Office Update, April 2009. Directional Insights Customer Exit Survey August 2011.*





Site Name	Site 1	Site 2	Site 3 Flyer Distribution	Site 4 Flyer Distribution	Site 6	Site 7
Power	Yes	Yes	No	No	Yes	Yes
Maximum Width x Depth	2.5m x 2.5m	2.5m x 5m	N/A	N/A	1.5m x 2m	1.5m x 2m
Maximum Banner Height	1.5m	1.5m	1.5m	1.5m	1.5m	1.5m

Banner Site B1 Atrium void above fresh food	Banner Site B2 Atrium void opposite Cue
2.5m w x 4m h	2.5m w x 4m h

## POP UP CONTACTS

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Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses. For more information about Mirvac and its portfolio of shopping centres across Australia please contact:

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