

Pop Up Retail Space

# STANHOPE VILLAGE

# Stanhope Village

## 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:** Sub Regional

**Total GLA:** 18,069 sqm

**Major Tenants:** Coles, Kmart and Aldi

**Specialties:** 76

**Car Parks:** 736

**Centre M.A.T.:** \$175.8 Million pa

**Centre Traffic:** 5.0 Million pa

*As at June 2015*

### Location

Located in the rapidly growing North West corridor of Sydney, Stanhope Village Stage 1 opened in late 2003, Stage 2 opened in March 2007, Stage 3 in August 2013 and Stage 4 in March 2015. The centre is conveniently located adjacent to the area's busy leisure centre and pool facility.

### Trade Area

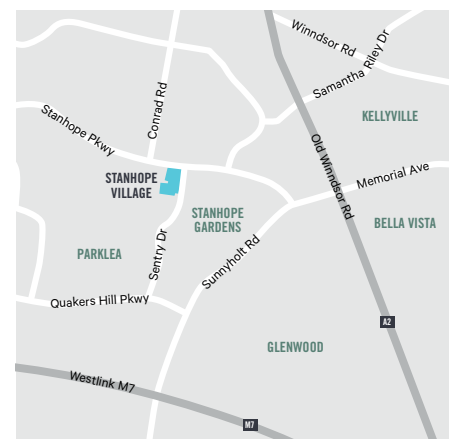
The current main trade area population is estimated at 67,403 residents, with a strong projected growth of 4.3% per annum, estimated to reach 101,956 by 2021. This growth is set to continue at a rate of 5.0% per annum over the next decade with the centre sitting in a trade area experiencing major residential development.

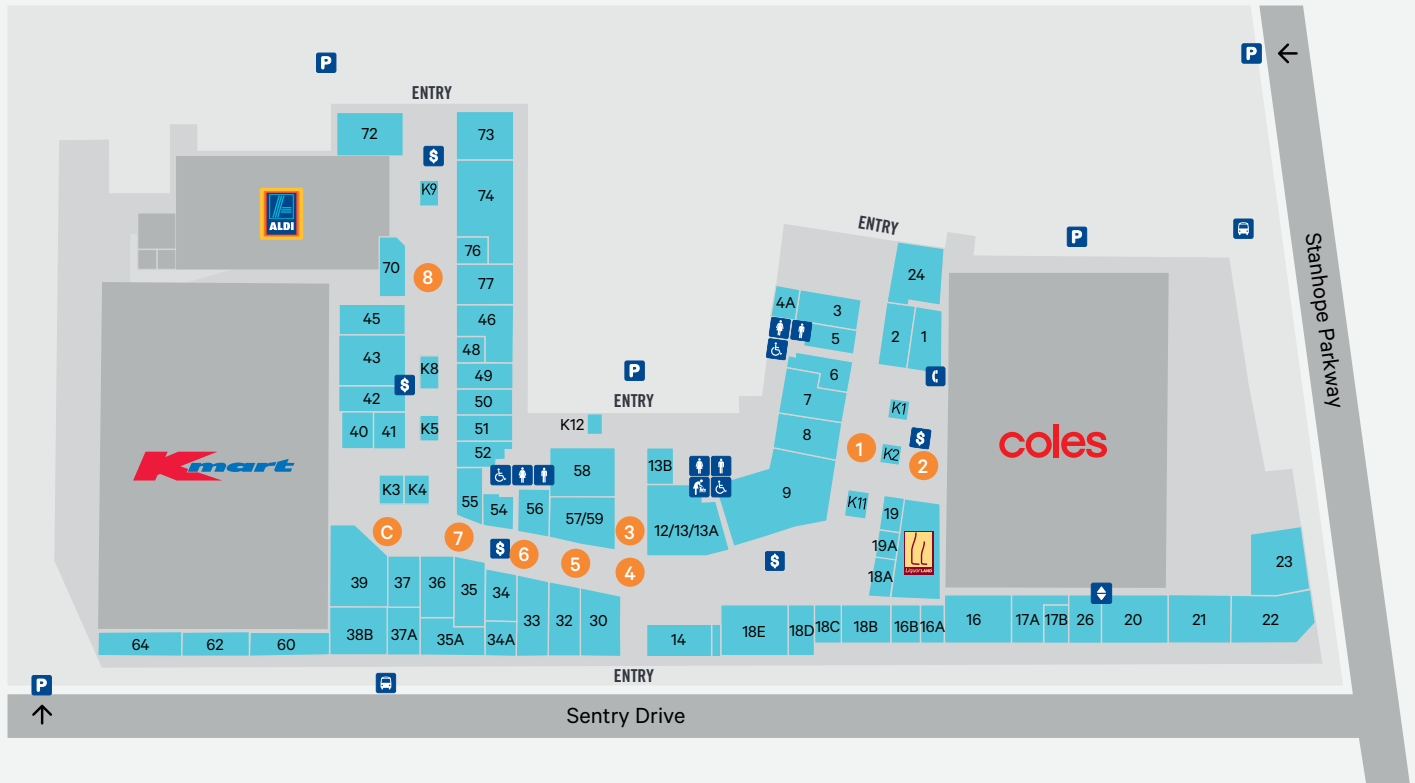
### Customer Profile

Some key characteristics of Stanhope Village Customer include:

- High percentage of females – 59%
- Average age 30.9 year olds
- High proportion are employed in professional/managerial roles
- Household income \$118,287 p.a.
- Stanhope Village shoppers are frequent users, visiting 2 – 3 times a week.

*Source: Urbis Market and Centre Assessment March 2013, using ABS 2011 data and Directional Insights Customer Exit Survey December 2011.*





Site Number	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6	Site 7	Site 8	Site C
Power	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Size	2m x 2m	3m x 4m	1.5m x 5m	2m x 3m	2m x 5m	2m x 3m	2m x 5m	3m x 4m	

### Pop Up Contacts

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### About Mirvac

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:

#### Mirvac Retail

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