

Pop Up Retail Space

GREENWOOD PLAZA



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 includes 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:** 8,853 sqm
- Major Tenants:** Romeo's IGA
- Mini Majors:** Greenwood Chinese Restaurant, The Greenwood Hotel
- Specialties:** 100
- Food Court:** 578 seats
- Centre M.A.T.:** \$88.8 million p.a
- Centre Traffic:** 17.9 Million p.a

As at December 2018.

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 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, Seed, Sportsgirl, Nine West, Decjuba, M.J. Bale, Pandora and many more. In addition, Greenwood Plaza boasts a strong fresh food precinct complemented by a Romeo's IGA Supermarket.

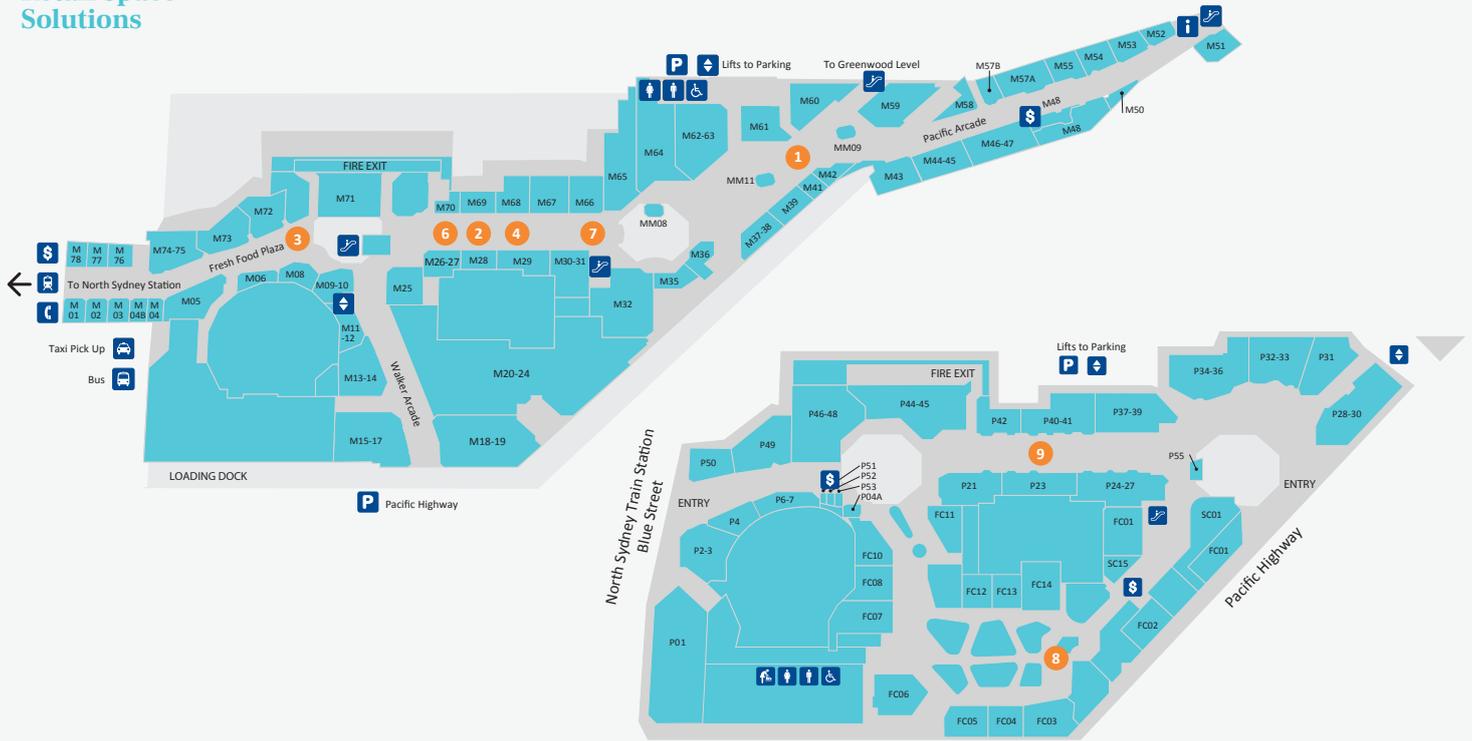
Trade Area

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.



POP UP

Retail Space Solutions



Site Number	Site 1	Site 2	Site 3	Site 4	Site 6	Site 7	Site 8	Site 9
Power	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Maximum Width x Depth	2.5m x 4m	2.25m x 5m	Flyer distribution	2.25m x 3m	2.25m x 4m	2.25m x 4m	1.5m x 3m	2.5m x 2.5m

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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