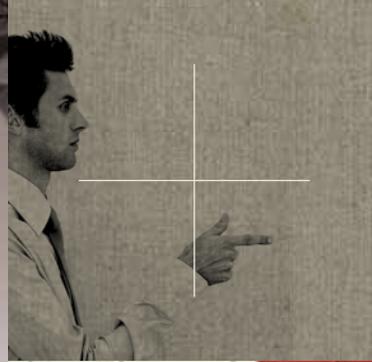




MPC

MOONEE PONDS CENTRAL



## MOONEE PONDS A RICH RETAIL HISTORY

SITUATED 7 KM NORTH-WEST FROM MELBOURNE'S CENTRAL BUSINESS DISTRICT, MOONEE PONDS IS VERY MUCH AN URBANE, COSMOPOLITAN POCKET OF THE CITY'S RETAIL LANDSCAPE.

This elegant suburb is known primarily for the iconic Puckle Street shopping strip which has over 100 years of history as a retail destination.

The precinct was previously home to the original Moonee Ponds Market place which hosted a vibrant collection of market stalls and fresh produce. Over time this has transformed into a bright and bustling retail space and continues to be the fresh food choice for the local and surrounding communities.

The area is culturally rich and visually striking with heritage sites and shop fronts speckled between stunning traditional houses.

Adjacent to Moonee Ponds Central is the historic Clock Tower Theatre, originally constructed as the Mechanics Institute and later the Essendon Town Hall, it is now a thriving and vibrant theatre popular with locals and visitors from surrounding areas.

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## MPC THE HEART OF MOONEE PONDS

MOONEE PONDS CENTRAL IS A GENUINE COMMUNITY HUB WITHIN AN ICONIC MELBOURNE LOCATION AND IS THE HEART OF THIS BUSY RETAIL AND BUSINESS DISTRICT.

This sophisticated retail destination is an accessible family friendly retail space which integrates seamlessly with the strong village atmosphere and thriving patronage of the Puckle Street shopping strip.

Moonee Ponds Central has public transport at its fingertips positioned perfectly between rail, tram and bus links.

This unique shopping space encompasses 3 individually precinct buildings extending from the Puckle Street to the historically rich Moonee Ponds Market Place site.

Moonee Ponds Central covers 18,645 sqm of prime retail and office space comprising of over 60 specialty stores, almost 900 car parking spaces and strong major retailers in Coles, Kmart and ALDI.



# MPC REACHES ABOVE & BEYOND

## THE TRADE AREA

- Professional families with children at school dominate the trade area.
- The Centre's main trade area population is estimated at 132,740 people including 43,360 residents within the primary sector.
- The majority of residents in the primary trade area are identified as successful professional families with high household earnings who are typically enthusiasts of cultural and sporting events, food and wine and meals out with family and friends.
- 33.9% of the primary trade area are predominantly middle aged, professional families.

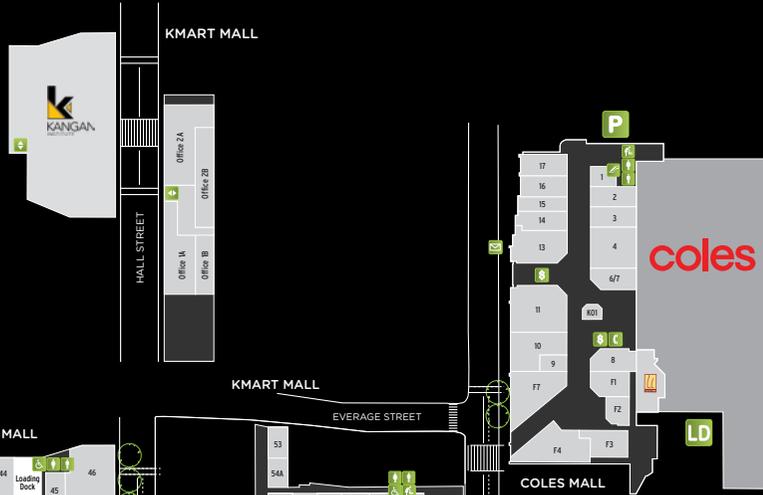
## RETAIL SPEND

- Household incomes that often exceed \$130,000 with higher disposable income than the average Melbourne household.
- Retail spend per capita is 2% above the Melbourne average and 9.4% above the national average.
- Total retail expenditure of the main trade area population is currently estimated at \$1.4 billion. This is projected to increase to \$2.3 billion by 2026, including \$977 million in the primary trade sector.

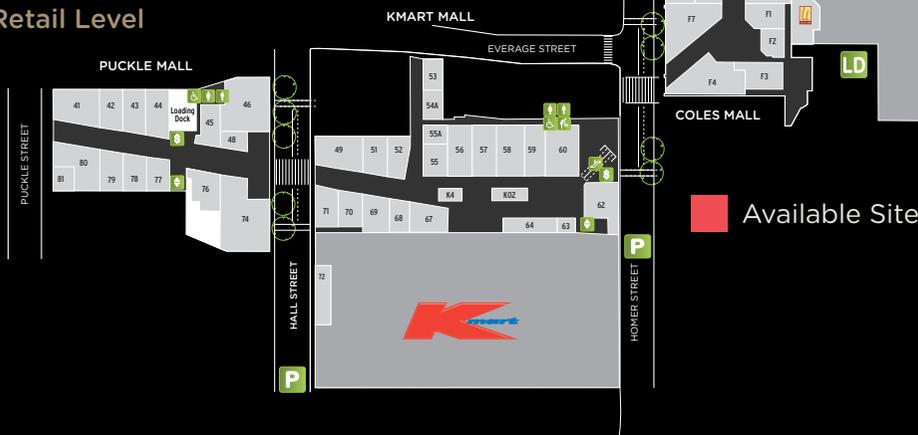
Source: Mosaic Area Profile Reports, produced by Pacific Micromarketing 30/10/2012.

# MPC THE MAP

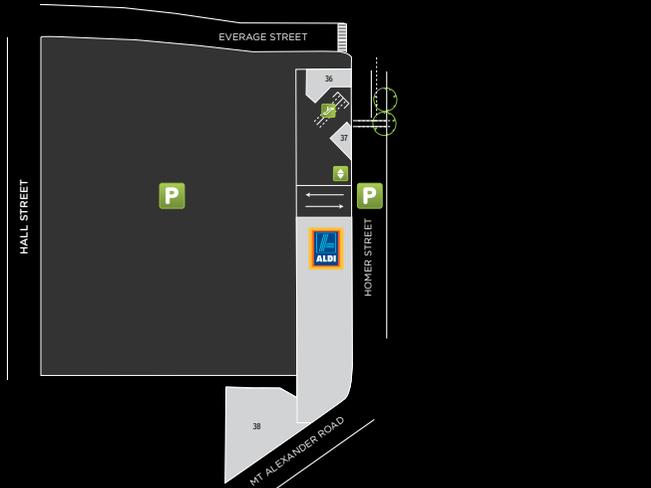
Level 1



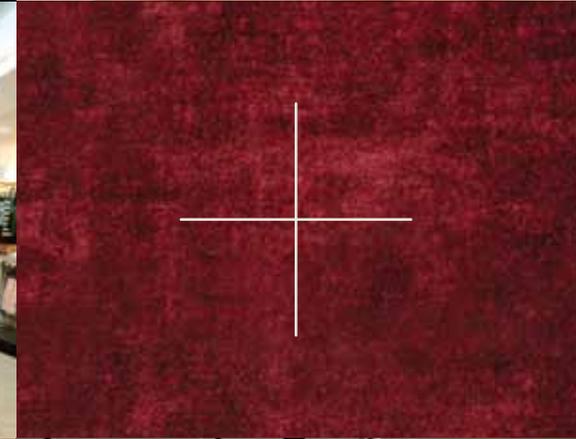
Retail Level



Ground Level



Available Site



THE HALL STREET DINING AND LIFESTYLE  
PRECINCT INTRODUCES A VIBRANT AUTHENTIC  
STREET-SIDE DINING AND SHOPPING EXPERIENCE  
WITH A RELAXED, ELEGANTLY CASUAL FEEL.

# HALL STREET PRECINCT

This destination, with its wide range of cuisine, is becoming increasingly popular with locals as a meeting destination in the retail heart of this quintessential Melbourne suburb.

**AN EXCITING OPPORTUNITY EXISTS TO JOIN  
THIS EMERGING DESTINATION.**

For Leasing enquiries, please contact:

**Jessica Kahanoff**

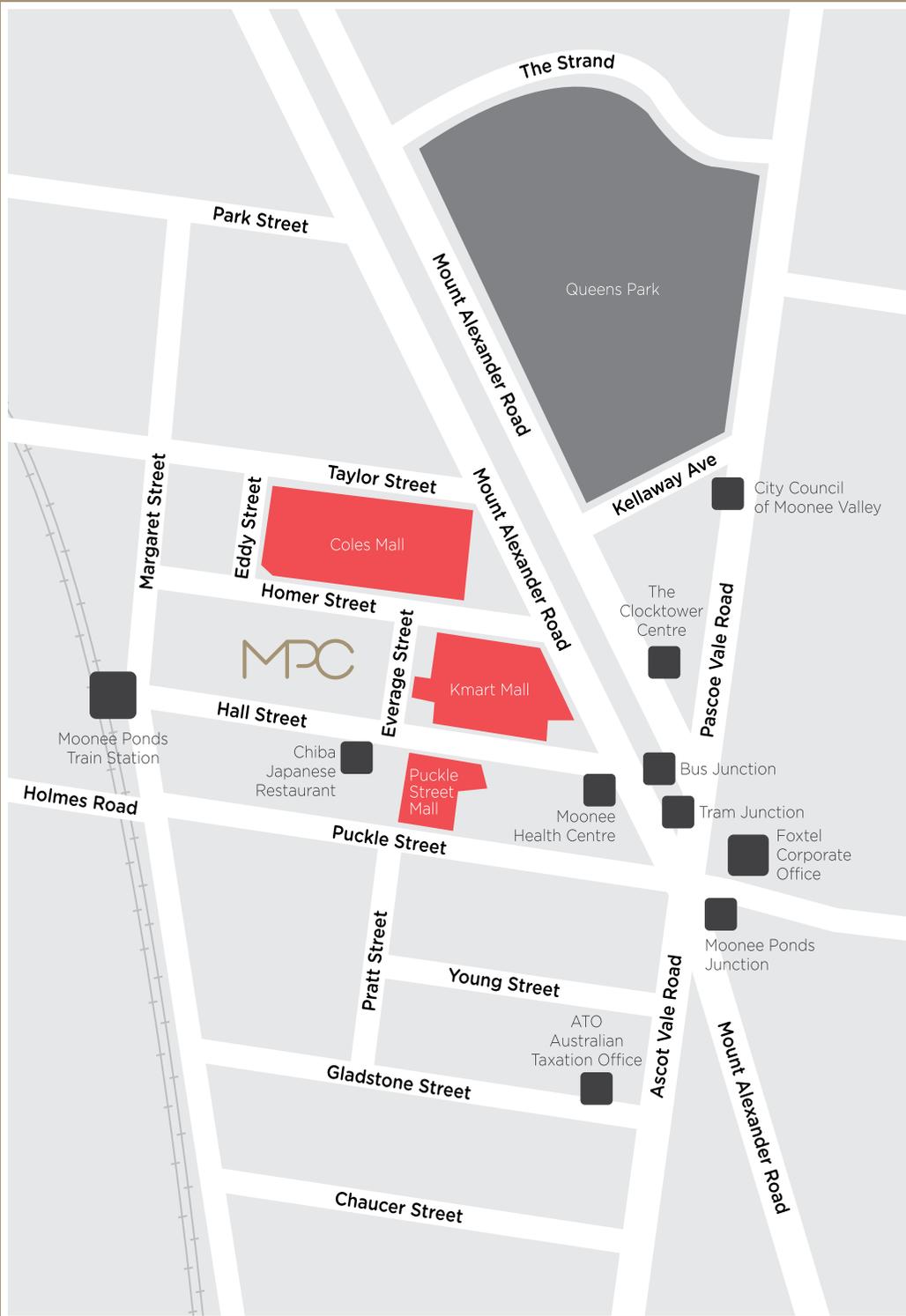
*Retail Leasing Executive*

Phone 03 9695 9687

Mobile 0410 497 793

Email [jessica.kahanoff@mirvac.com](mailto:jessica.kahanoff@mirvac.com)





ARTIST IMPRESSION SHOWING NEW CAFÉ ON HALL STREET ENTRANCE TO CENTRE

### HALL STREET DINING PRECINCT

1 Carosello's Italian Restaurant	6 The Coffee Club	11 Walrus Sushi
2 Cupcake Queens	7 Nabiha Coffee Shop	12 Chiba Japanese Restaurant
3 Espresso Bar Coffee Shop	8 Magic Mint Cafe (Indian)	
4 Green Leaf Vietnamese Restaurant	9 Karim's Indian Restaurant	
5 Valley Cellardoor Wine Bar	10 Degani Pizza Restaurant	



## MOONEE PONDS CENTRAL

### IMPORTANT NOTICE

At the time of publication (September 2014), the content of this booklet is accurate to the best knowledge of Mirvac Real Estate Pty Ltd, its related entities and its agents (Mircvac). The photographs and drawings are indicative only and Mirvac reserves the right to change any concept or any design element of Moonee Ponds Central at any time. In investigating whether or not to occupy premises with Moonee Ponds Central, intending occupiers must make and rely on their own enquiries in relation to all matters represented in this booklet. Mirvac on its own behalf and on the behalf of its agents and the owners of Moonee Ponds Central disclaims any liability and responsibility for any loss, damage or claim of whatever nature or kind (including negligence) suffered, sustained or incurred by any person, corporation or other legal entity which arises out of any alleged reliance on the content of this booklet.