



CHERRYBROOK VILLAGE LEASING GUIDE

A LONG & RICH HISTORY



Located 25km North West of the Sydney CBD in the suburb of Cherrybrook. Cherrybrook Village is very much a local Community Shopping Centre.

Located in one of the most sought after suburbs of Sydney, Cherrybrook Village has long been a destination for lovers of fine food and boutique shopping.

Cherrybrook was originally named after the land was used to grow cherry trees amongst other fresh produce in the 1820's. This land soon became known as 'Cherrybrook Farm', which farmed orchards full of beautiful fresh produce for the local community and surrounding district.

Although the land is now dominated by residential development, Cherrybrook Village continues to provide the community with quality fresh food and an elegant boutique shopping experience.

Cherrybrook is rated #4 in the top ten suburbs to live in NSW with its locational status being convenient, well respected and highly regarded as a superior suburb to live in.



PREMIUM DESTINATION

Cherrybrook Village is a local community centre within one of Sydney's most desirable suburbs.

The Centre has positioned itself as a destination of choice for convenience shopping in a safe and friendly environment.

A single level neighbourhood shopping centre, it is anchored by Woolworths and mini major Martelli's Fruit Market. The centre also houses 55 specialty retailers and includes an externally-located café/restaurant precinct and wide range of services.

The centre covers 9,501sqm of prime retail space with 474 car spaces, including an undercover parking area.

Cherrybrook Village has a well-established Fresh Food Precinct with loyal customers who travel far and wide to stock up with their Fresh Food, with the majority of our Fresh Food retailer residing for 25 years and more.

Cherrybrook Village has an enviable reputation for premium quality retailers particularly within the food categories.



A DESIRABLE LOCATION

TRADE AREA

The main trade area is estimated at 46,572 persons including 19,743 residents within the primary sectors. The area is characterised by an affluent population, consisting of a high number of families. The centres performance reflects the strong appeal Cherrybrook Village has within this market.

OUR CUSTOMER

The majority of residents in the primary trade areas are identified as Financially Savvy Families being grouped as the wealthiest households in Australia whom are from various cultural backgrounds, educated professionals or managerial couples raising mature families. Cherrybrook customers are very postcode-proud and care about 'their' Cherrybrook Village. Cherrybrook Village has a strong community presence and our customers were coming here as children and now shop here with their own families and beyond.

RETAIL SPEND

- Household income of the primary trade area is substantially higher than the Sydney average by 34%.
- Retail spend per capita of \$14,162, +13% higher than the Sydney average.
- 85% of customers spend on Fresh Food retail.

Source: Mosaic Profile Reports produced by Experian Marketing Services. July 2014.

SHOPPER PROFILE	CHERRYBROOK VILLAGE TRADE AREA
Female shoppers 76%	
Average age of our customers 50 yrs	
Customers who are in managerial or professional roles 40%	
Customers who visit our centre 2-3 times per week 53%	
High household \$126,207pa	
<p>“Cherrybrook Village is our second home, we love having our shop here, especially because of the great community and customer engagement.”</p> <p>Raymond Shipley, <i>Georges Fine Meats</i></p>	

KEY STATS & FACTS



- Cherrybrook Village is currently ranked 7th in Australia on sales per m² performance within the Mini Gun category.*
- 85% of customers spend on fresh food retail
- Retail specialty sales perform 14% above benchmark on a \$PSQM basis
- Major Woolworths trades 18.3% higher than benchmark on a \$PSQM basis

*Source: Shopping Centre News Magazine-Issue 4, 2013.

CHERRYBROOK VILLAGE BY THE NUMBERS

9,501 SQUARE METRES

55 SPECIALTY STORES

474 PARKING SPACES

\$115m ANNUAL RETAIL SPEND

2.5m VISITORS PER YEAR

As at 1 September 2014

LEASING AT CHERRYBROOK VILLAGE

CHERRYBROOK VILLAGE



Shepherds Drive

Contact us now for your
opportunity to become a part
of Cherrybrook Village.

Mirvac Leasing: leasing@cherrybrookvillage.com.au

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LEASING AT **CHERRYBROOK VILLAGE**

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