

Sydney Metro Martin Place

Over Station Development - Retail Strategy

March 2019



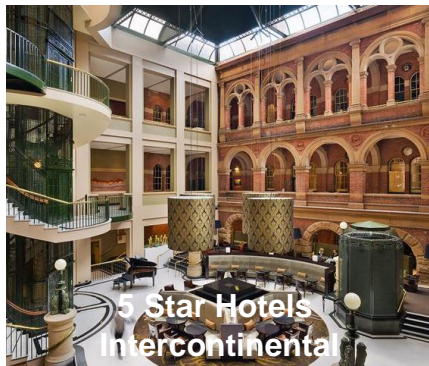
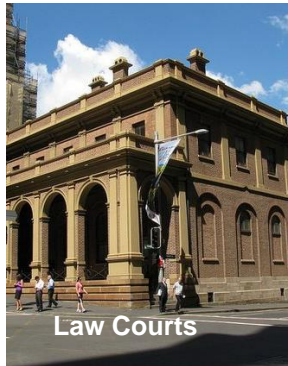
Given the civic status and cultural importance of Martin Place to the City of Sydney, Macquarie is cognisant of its role as custodian and the importance of its legacy for Martin Place and the City.



Neighbourhood

Workplace, Culture & Experiences

RETAIL X STRATEGY



Retail & Hospitality

RETAIL X STRATEGY



Rockpool Bar & Grill



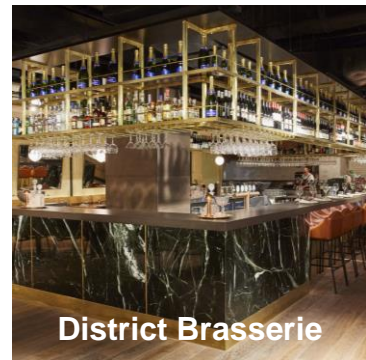
MLC Centre



Hubert Restaurant



Castlereagh St



District Brasserie



Romeo's IGA MLC



Balcon By Tapavino



Hills Bros Cafe



Verandah Bar

Adjacent Retail Precincts

The adjacent neighbouring retail precincts are part of the strength of the project and assist in creating a targeted retail narrative, concept and vision for Martin Place North and South sites.

These retail precincts highlight the premium location and its ability to drive pedestrian activity and create lively and successful retail offerings.

It is crucial to design a retail precinct tailored to the site's special characteristics that enables a very unique offering and differentiates the precinct from any other buildings in the immediate surrounds.

The retail proposition will be based on best practices and consideration of world class office towers that sit above major transport nodes. The strategy will consider how improved public transport is changing the demographic profile of the customer and how increased usage of public transport is aligning directly with better outcomes for the City.

Ensuring that retail is the most binding factor of successful place-making and how this determines what the concept and retail vision is built upon.

Martin Place



Castlereagh Street



Chifley Plaza



MLC



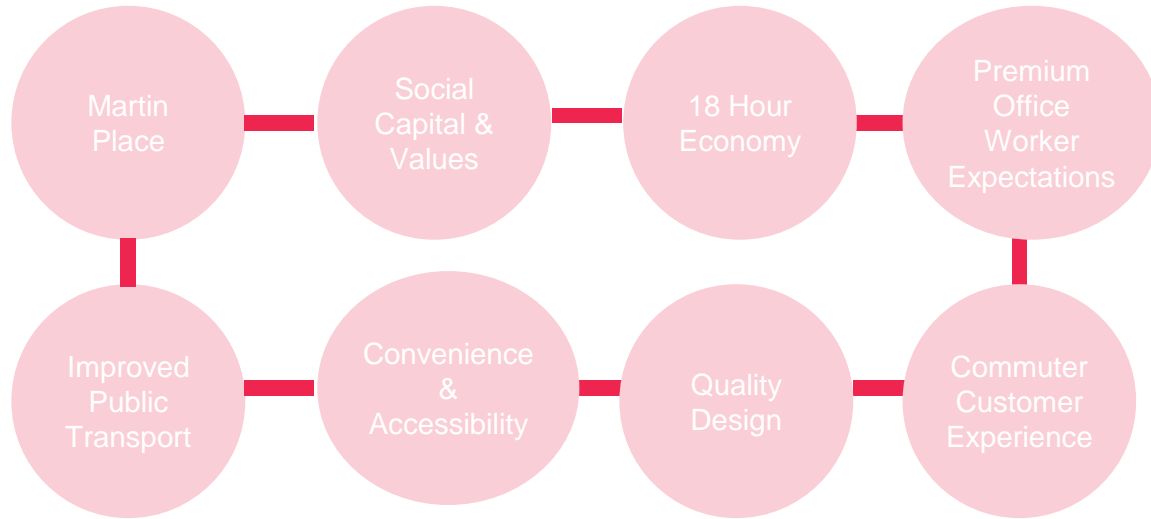
Designing a large scale mixed-use over station transit development in Martin Place requires careful consideration. Taking into account the underground needs of the commuter, the above ground needs of the premium office tenants and immersing those into a seamless retail vision is key to the project's success.

The civic and cultural significance of the area, along with the surrounding worker profile, will demand a premium product, design and retail offering. By ensuring a world class design, integration of each commercial use and allowing for a seamless pedestrian strategy throughout will attract best practice operators to take full advantage of this incredible opportunity.



South Tower

The Over Station Development of Martin Place North and South



Precinct Influences & Considerations

- Corporate all day dining
- Espresso lane
- Wellness
- Convenience and every day needs and services

Characterised by:

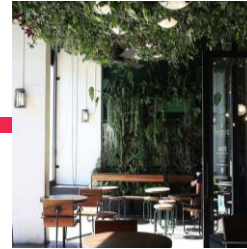
- Easy to walk through and around
- Legible clear sight lines and paths of travel
- High quality lighting and directing natural light to lower levels
- Greening of internal spaces through landscape, digital, public art and retail design palettes
- Encouragement of non-Metro users to traverse the lower levels seeking good quality retail options



Unique & Different



Wellness



Casual Dining



Cafe Culture



Everyday Needs

Our Opportunities - North Tower

- Restaurants and bars; or
- Flagship Martin Place retail
- Communal dining and quick service food options
- Quality fresh food for daily consumption and take-home options
- Gift/cosmetic/beauty

Characterised by:

- Same feel as North Tower
- Clear legibility to Martin Place on upper levels



A Little More Luxe



Restaurants
& Bars



Communal
Dining



Fresh
Gourmet
Foods



Cosmetics
Beauty
Gifts

Our Opportunities - South Tower



Vision & Concept



Vision & Concept

The retail strategy starts with a clear vision: To develop a world class public transit project, a vibrant destination, driven by an engaging first class customer experience, ensuring the commercial and retail components integrate seamlessly with the public realm.

The precinct will be socially inclusive; a variety of retail usages and food and dining throughout will enhance the retail activation and support an 18-hour economy.

The retail strategy has a broad market appeal to many customer personas including office workers, commuters, local residents, visitors and tourists, providing a place for everyone.

It will be enduring, sustainable and will pay respect to the adjacent retail centres by providing a complimentary retail precinct that supports the existing retail hierarchy within the neighbourhood.

Social inclusiveness, health and wellbeing are important considerations that influence the strategy and placemaking, ensuring an enhanced and more tangible sense of community.

Consideration of world's best practice and authentic place-making initiatives including accessibility, connection, safety, amenity, customer experience, social and cultural identity and the retail interface will be embedded in the design process. This will result in a sense of pride of place and ownership in the public realm.

Flexibility in design and services will allow the retail spaces to accommodate different users and respond to future retail needs. These initiatives will help to provide an exceptional customer experience, both now and in the future.



Martin Place North

Castlereagh Street

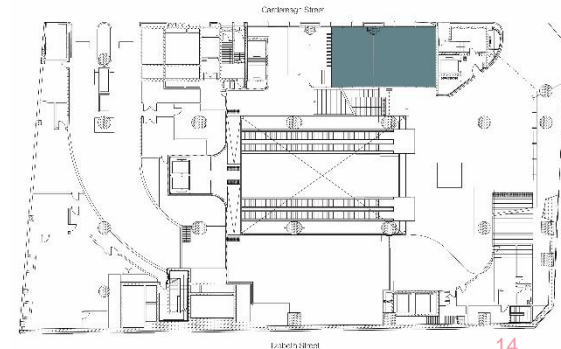
Lower Ground, entry direct from Castlereagh Street



RETAIL STRATEGY

Vision Rationale:

- Continue beautifully designed quality retail along the strip
- Not cafe or dining as there are other more well suited places within the development
- Gives variety to the retail offer and prestige to the building by having quality retail at ground level
- Would suit a variety of end users, for example: financial institution, apparel, services, technology



Elizabeth Street

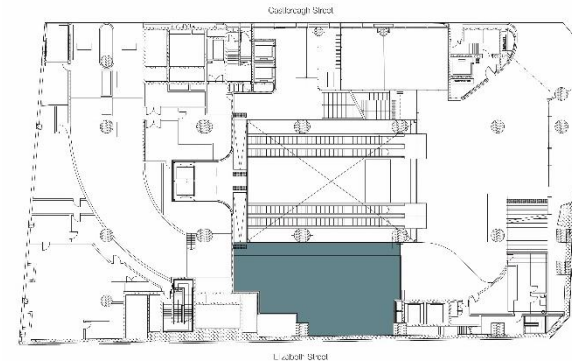
Lower Ground, internal tenancy



RETAIL STRATEGY

Vision Rationale:

- Espresso lane way with communal seating
- Casual vibe and great meeting place
- Quick grab and go options
- Coffee, bagels, muffins, juice
- Good early starters and fuel for lunch
- Will encourage great pedestrian circulation in and around escalation VT and void
- Direct access to Castlereagh Street lobby
- Adjacent to end of trip facility



Elizabeth Street

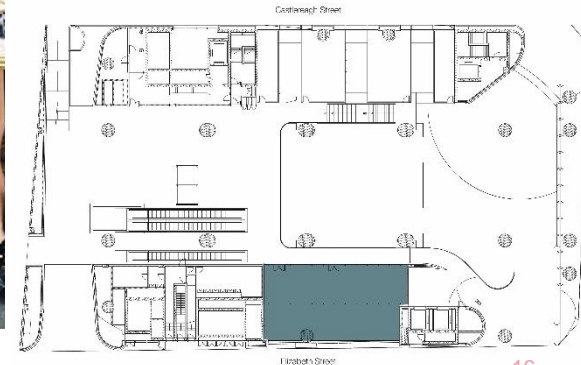
Ground Level, entry direct from Elizabeth Street



RETAIL STRATEGY

Vision Rationale:

- Central meeting place for business, deal making, people watching, great coffee and all day dining
- Euro style brasserie and licence
- Outdoor dining on the street
- Dual access facing two ways with central kitchen and bar
- Open for drinks after work
- Cosmopolitan feel
- Beautifully bespoke design
- High end luxe feel
- Mid level pricing



Elizabeth Street

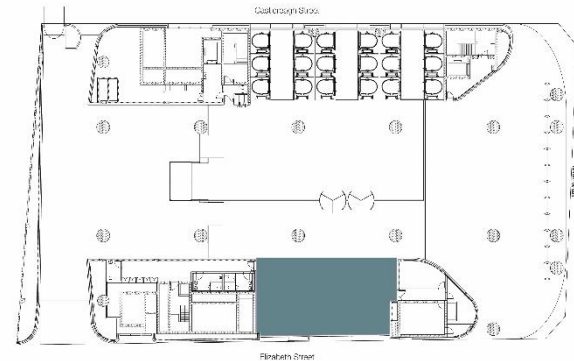
Level 1



RETAIL STRATEGY

Vision Rationale:

- Corporate lounge and arrival
- Macquarie dedicated space
- Third Work Space
- Cater to interstate and overseas travellers
- Dedicated concierge for high end clientele
- Discreet meeting and arrival

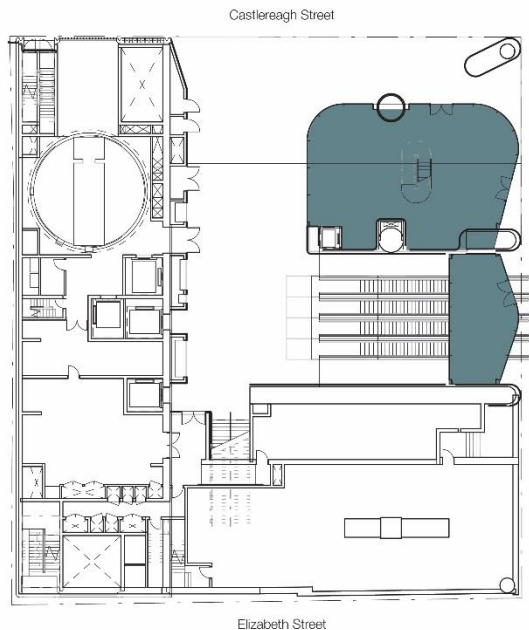




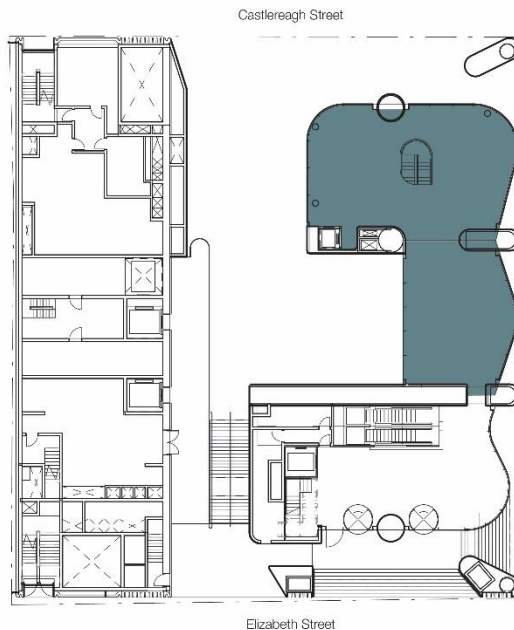
Martin Place South

Martin Place South - Overview

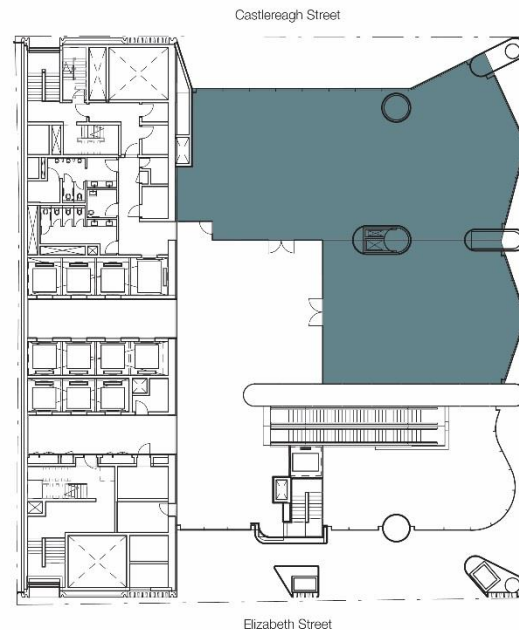
Castlereagh Street, Ground Level



Elizabeth Street, Ground Level



Mezzanine Level
(off Tower Lobby)



Martin Place & Castlereagh Street Corner

Potential flagship spanning 3 levels

RETAIL STRATEGY



Vision Rationale:

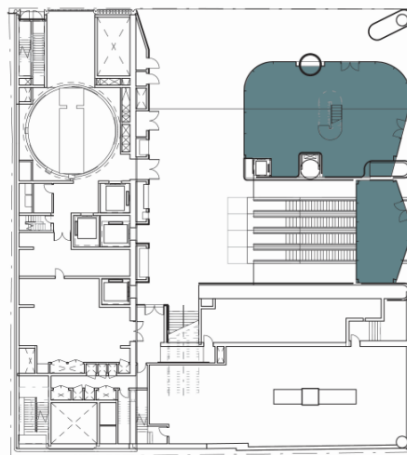
- The retail space on the corner of Martin Castlereagh Street corner can extend vertically over 3 levels, providing the opportunity for a flagship retail offering, or the flexibility to have single level retail shops
- Multiple uses would work in this location including jewellery, apparel, luxury goods, IT or food and beverage
- The imposing larger scale presence of a multi-level flagship offering is befitting of many of the grand heritage retail buildings currently within Martin Place
- An impressive world class store design in this tenancy would help to maximise retail activation along Martin Place

Castlereagh Street

At Ground Level



Castlereagh Street



Elizabeth Street

RETAIL STRATEGY

Vision Rationale:

- As an alternative to the flagship offering, there are a number of options, tenants and uses that would compliment the Martin Place retail spaces here
- The potential to include outdoor seating would compliment the City of Sydney Council's vision for Martin Place and external seating venues
- The larger tenancy, on the corner of Castlereagh Street, could be all day dining with a liquor licence, a true flagship on Martin Place
- The smaller tenancy, fronting Martin Place, could be a cafe converting to small bar each afternoon. European inspired simple menu with the best coffee, pastries, baguettes and salads, wine by the glass and charcuterie and shared plates in the evening.
- Two favourite places for meetings, lunches, after works drinks, celebrations and people watching

Elizabeth Street

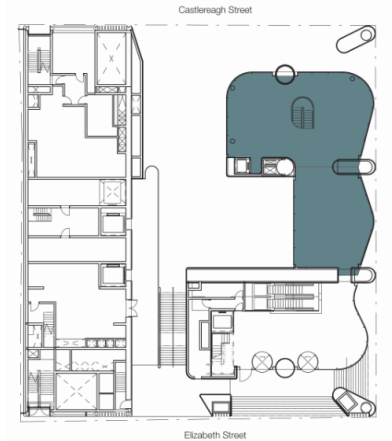
At Ground Level



RETAIL X STRATEGY

Vision Rationale:

- Sitting above Martin Place but directly connected to the office lobby entry off Elizabeth Street
- Feeding off the ant track that comes from the top of Martin Place - 50/60 Martin Place and Reserve Bank
- Space is easily accessible yet private, intimate
- Ideal size for corporate dining
- Superb views and visual connection to Martin Place



Mezzanine Level

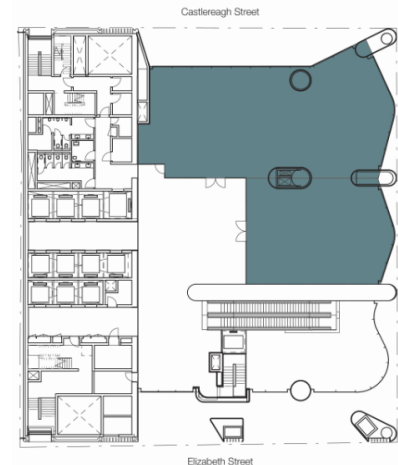
Office Tower Lobby



RETAIL STRATEGY

Vision Rationale:

- Varied retail offerings plus communal seating areas fronting the glazed line of Martin Place
- Communal dining, shared tables, quick service
- Having high quality, quick service food options within the building enhances tenant amenity
- Great food options with a focus on wellness and nutrition - salads and wraps, Japanese Bento, great coffee, fresh juices and smoothies
- Each concept will have both take-out and sit-down options
- Supporting storage and back of house will be vital to the success of the operation



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Our vision and project collaboration through the development process ensures success.

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