

PARLIAMENT SQUARE —

EXCLUSIVE RETAIL
LEASING OPPORTUNITY

— HOBART



PARLIAMENT
SQUARE —

Parliament Square is Here

Parliament Square has arrived in the heart of Hobart. It is a place that seamlessly integrates Hobart's heritage past with new sophisticated contemporary design.

The opportunity is now here for food, retail or lifestyle businesses to become part of this landmark project, which is ideally set between the CBD, Salamanca Place and the waterfront, where tourists, locals and workers converge every day.

7 Ideally Positioned Spaces

1 Unmissable Opportunity



Hobart: A City on the Rise

Hobart has become the dynamic heart of Tasmania, where travellers touch down to explore both picturesque heritage charm and a burgeoning cultural centre.

The city is not only one of Australia's top travel destinations – it's also a thriving home town where cutting-edge art, gourmet dining and contemporary living are experienced side by side.

As the stature of Hobart ignites internationally, it has become one of Australia's fastest growing retail areas. Being part of Parliament Square places you among local and global brands, vibrant voices, dynamic citizens and curious travellers.

1.28 million

Visitors to Tasmania for year ending March 2018.¹

100,000

Residents, students, visitors and workers are in the city on any given day.⁵

\$2.37 billion

Visitor expenditure in Tasmania increased to \$2.37 billion for the year ending March 2018.²

7.5%

Tasmania has the fastest annual pace of economic growth of any state – up 7.5% in 12 months.⁶

47%

Greater Hobart has 47% of total employment in Tasmania.³

17.3%

Growth rate of Hobart's Housing Prices in 2017 was the highest in nation (Melbourne second highest at 11.3%).⁷

15,000

Local Hobart businesses.⁴

44.4%

Percentage of local population aged 34 or below.⁸

¹Tourism Tasmania Corporate - For Year ending March 2018

²Tourism Tasmania Corporate - For Year ending March 2018

³Hobart City Council - Doing Business in Hobart

⁴ABS, Knight Frank Research

⁵Hobart City Council - Doing Business in Hobart

⁶CommSec State of the States Report, July 2018

⁷ABS, Knight Frank Research

⁸ABS, Knight Frank Research

LOCATION

Located directly behind the historic Parliament House and connecting the city, Salamanca and the waterfront, Parliament Square is perfectly situated to capture foot traffic in the rapidly evolving cityscape of Hobart.



01

[01] [02] Parliament Square sits next to the tourist mecca of Salamanca – home of the Salamanca Market every Saturday morning, Tasmania's most visited attraction.

[03] Parliament Square is just moments to the ferry terminal that daily takes visitors across the waters to the world-class museum phenomenon that is MONA.

02



03



LOCATION

Surrounded by the Best of Hobart

- 01 Parliament House
- 02 Princes Wharf No. 1 Shed
- 03 Battery Point
- 04 Salamanca Square
- 05 Salamanca Market
- 06 Brooke Street Pier & Mona ferry
- 07 Elizabeth Street Pier
- 08 Tasmanian Museum & Art Gallery



Hobart CBD
Parks

A Bustling Location

Bounded by three key city streets – Salamanca Place, Davey Street and Murray Street, Parliament Square is surrounded on all sides by well-established retail, office and entertainment precincts that are already popular year-round with locals and visitors.



Parliament Square

Hobart

02



Artist Impression

[01] With retail options and open public spaces encircled by heritage and modern structures, this will be a bustling meeting place, day and night.

[02] Contemporary design of the Salamanca facing retail.

01

The Meeting Place

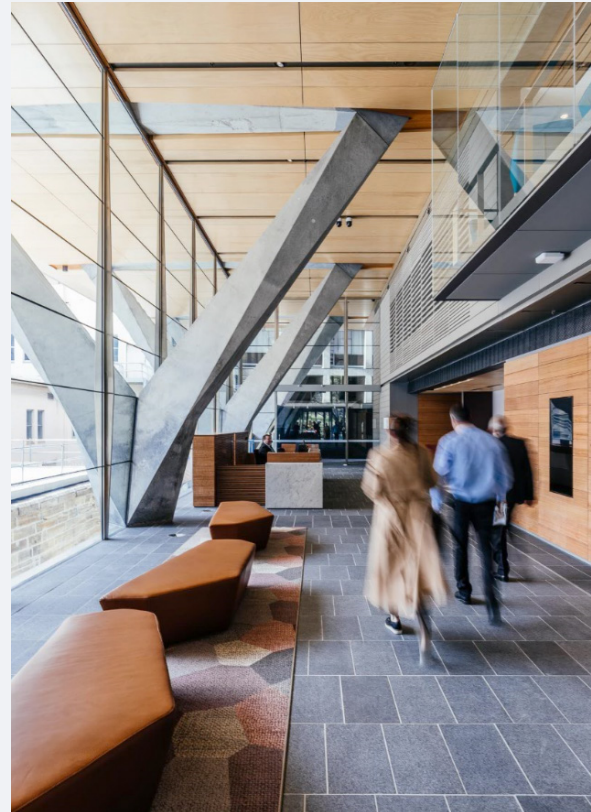
The Salamanca Building, completed in September 2017, is already home to employees of government agencies and the Department of Premier and Cabinet.

This is one of the city's most distinguished new office buildings, with brilliant design and 5-star Green Star Design Rating.



Parliament Square

Hobart



Home to Hobart's Premier Luxury Hotel

Parliament Square features The Tasman, a Luxury Collection hotel.

The Tasman boasts 152 luxuriously appointed guest rooms and suites with carefully restored features, including original windows, floor boards and fireplaces. An upscale restaurant, lobby lounge, and cocktail bar will offer a variety of dining experiences that reflect the spirit of the destination.

One of Marriott International's 6,500 hotels across 30 brands, The Tasman will be a premier destination for visitors, and will ensure landmark status for Parliament Square as the new heart of Hobart. The hotel is set to open in late 2019.

10.83 MILLION **110 MILLION**

The total nights spent by visitors in Tasmania for the year ending March 2018.¹

Marriott Rewards members worldwide.²

¹Tourism Tasmania Corporate - For Year ending March 2018

²Marriott International



The Tasman, a luxury collection hotel - Art Deco room

02



The original features of the heritage buildings will be revived for today's luxury traveller. The Tasman's relaxed, harbor-side location is highlighted throughout, with pared back interiors in local, natural materials, such as recycled timber from the original buildings.



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[01] The Tasman, a luxury collection hotel - Art Deco bathroom.
[02] The Tasman, a luxury collection hotel - Heritage bathroom.
[03] The Tasman, a luxury collection hotel - Heritage room



03

An Exclusive Opportunity

Parliament Square will house an eclectic mix of eateries from high-end restaurants to delicious on-the-go lunch options, as well as convenient go-to options, with the potential for boutique retail or day spa brands.

This is a limited and exciting opportunity – with only seven exclusive specialty retail spaces available which will seamlessly integrate with Hobart’s exceptional local dining and luxury lifestyle scene.



[01] Tasmania is the epicentre of epicurean delights, from delicious smoked salmon and fresh produce to award-winning cheese to wine. Parliament Square offers a chance to be part of the local fabric of Hobart’s food scene – with all the ingredients you need nearby.

[02] From early morning breakfasts, to long lunches, after-work drinks and weekend get-togethers, Parliament Square will be a popular local food and wine hub at every hour.

Retail Tenancy Plan Plaza Level

T1 – 480m² (on Salamanca Place)

T2 – 70m²

T3 – 65m²

T4 – 75m²

T5 – 155m²

T6 – 70m²

T7 – 180m²



Part of the Landscape

With stunning waterfront vistas, high end restaurants will entice travellers and locals to eat overlooking Sullivan's Cove. The Tasman Hotel guests, workers and locals alike will enjoy calming views of the wharf and the waterfront looking out to the Derwent river.

02



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In Good Company

As interstate and international brands flourish in Hobart, Parliament Square is the perfect place to launch beloved eateries from around Australia and the world. This is where visitors and locals will head for well-made, healthy and hearty food in a vibrant precinct that will hum day and night with around 100,000 residents, students, visitors and workers in the city on any given day.¹



¹Hobart City Council - Doing Business in Hobart

With only 7 spaces, this is a limited opportunity
to be part of the flourishing Parliament Square precinct.
Please contact Knight Frank for more information.

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