

# NICHOLAS ST

**THE WORLD-CLASS RETAIL HUB  
IPSWICH DESERVES**

Nicholas St presents a rare opportunity to lease prime retail space in the centre of one of Australia's fastest-growing cities.



**IPSWICH CENTRAL**

Concept Only. Design Subject to Change.





# A THRIVING NEW RETAIL, DINING & ENTERTAINMENT HUB IN THE HEART OF THE IPSWICH CBD

Nicholas St is a visionary new retail zone at the heart of the Ipswich CBD, one of Australia's fastest-growing regional cities.

Nicholas St forms the retail core of the broader Ipswich Central redevelopment that is currently revitalising Ipswich's civic centre.

The redevelopment will realise a new Council administration building, a public library and information centre, a major entertainment plaza and over 14,500sqm of landscaped public realm.

Located just 40 minutes from Brisbane, Nicholas Street enjoys access to an immediate trade area of over 215,000 residents, ample transport connections and a booming \$9.4 billion local economy.

Slated to open from late 2019, a range of exciting retail opportunities are now available for lease.







IPSWICH 24/7

# THE WORLD-CLASS RETAIL HUB IPSWICH HAS BEEN WAITING FOR

Envisioned to become the urban heart of a revitalised Ipswich, Nicholas St is a revolutionary new retail mixed-use zone, serving up a world-class offering that will breathe new life into the region.

The largest transformation to be undertaken in the Ipswich CBD in over three decades, the project will see Nicholas St become a highly sought-after retail destination and put Ipswich squarely on the map.



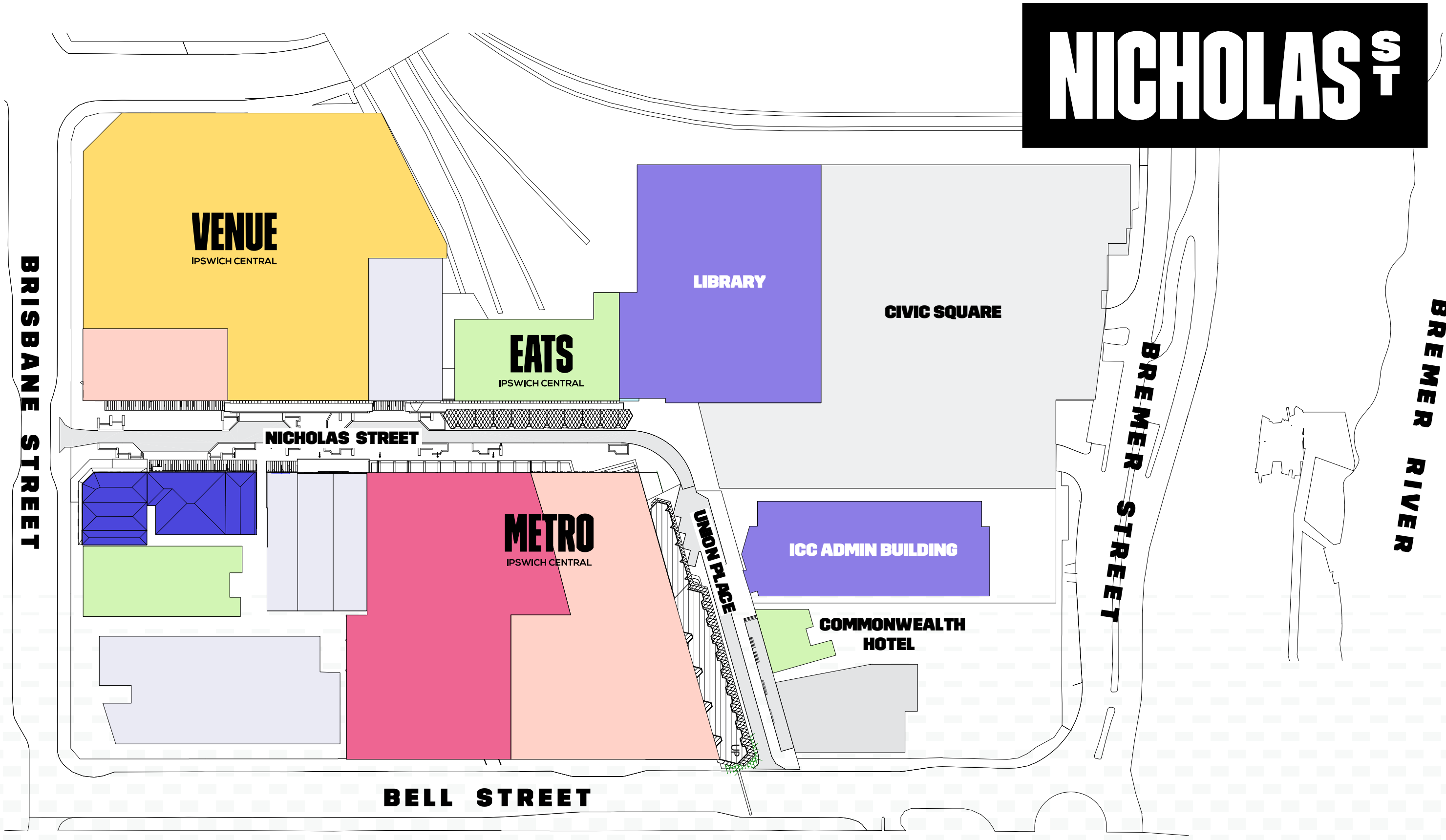
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World-renowned Australian architects Buchan have designed an engaging masterplan that will support high rates of foot traffic critical to successful retail trade.

Tourists, shoppers, residents, and diners alike will enjoy a tree-lined, pedestrian orientated high street featuring unique retailers, restaurants, cafes and entertainment venues.

Thoughtful placemaking initiatives such as iconic public art, an extensive façade illumination, and fine-grained laneway experiences, coupled with simple public amenity such as shading, ample seating, water features and free public Wi-Fi will create an enduring ‘sense of place’ for both visitors and regular user-groups, thereby ensuring their regular return to Nicholas St.

Regularly programmed activations and small grassroots activities, through to major cultural and music events in the adjacent 3,000-capacity public plaza, will also ensure Nicholas St becomes the most desired recreation destination in the future Ipswich CBD.







# IPSWICH CENTRAL - A MODERN RETAIL MECCA

At completion in late 2019, Nicholas St will feature over 20,000sqm of new state-of-the-art retail, food and beverage and entertainment space.

## RETAIL OFFERINGS THAT WILL TURN HEADS



### METRO IPSWICH CENTRAL



Metro Ipswich Central will provide a diverse range of retail and dining tenancies across two levels, connecting Nicholas Street with Bell Street via a through-site link.

- Available in sizes ranging from 25sqm to 1,200sqm
- Retail mix to include apparel, mini-majors, food & beverage, general retail, retail services, medical & health

### VENUE IPSWICH CENTRAL



Venue Ipswich Central will provide the Ipswich community with an exciting entertainment, recreation and leisure destination providing fun for the whole family.

- Over 9,000sqm NLA
- Ideally suited to major entertainment and leisure operators capable of operating diverse leisure facilities with a supplementary food and beverage offering

### EATS IPSWICH CENTRAL



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Eats Ipswich Central will become the 'go-to' destination for a mix of retail experiences in the Ipswich area.

- Available in sizes ranging from 120sqm to 450sqm
- Ideally suited to food & beverage, fashion and general retail operators



INCLUDES HERITAGE RESTORATION OF COMMONWEALTH HOTEL - a two-storey building located on the northern side of Union Place which will be ideally suited for microbrewery or gastropub operations





# NICHOLAS'S



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# A COMPELLING CATCHMENT - LEVERAGING THE RETAIL TRADE AREA

Nicholas St and the surrounding Ipswich Central area is projected to draw residents from a large trade area due to its central location, planned unique retail environment and co-location with major attractions such as a civic piazza, water-play zone and library.



# IPSWICH CENTRAL - AMENITY HIGHLIGHTS



**1,083 CAR PARKS**  
- underground parking over six levels



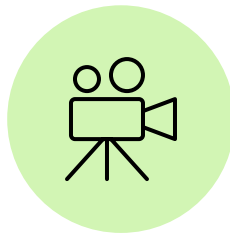
**53 BIKE PARKS**  
- on-street



**14,500<sup>sqm</sup>**  
- public realm



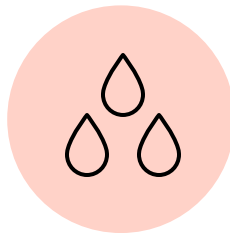
**150 METRES**  
- of activated retail frontage



**IMMERSIVE PROJECTION EXPERIENCE**



**3,000**  
- capacity Civic Piazza



**WATER-PLAY ZONE**



**NEW LIBRARY**



**DIRECT CONNECTION TO  
BRADFIELD BRIDGE**



**9,000 CBD WORKERS**





# QUEENSLAND'S FIRST PROVINCIAL CITY

## LOCATION - THE NEW GO-TO HOTSPOT

Ipswich lies in the heart of South East Queensland, which is the country's third-largest capital city region by population and home to around 3.5 million people.

Established in 1827 as Australia's first provincial city, Ipswich is located approximately 40 kilometres south-west of the Brisbane CBD.

The Ipswich CBD has traditionally served as the centre of the region and contains many of the civic, health, administrative, employment, social and cultural functions typical of large urban areas.

## TRANSPORT - IT'S NEVER BEEN EASIER TO GET FROM A TO B

The city enjoys direct links to the national road network and is situated only a 40-minute drive from Brisbane, or a 75-minute drive from the Gold Coast.

Trains depart regularly from Ipswich Station (on Bell Street, directly opposite Metro Ipswich Central) and access Brisbane in just over 50 minutes, while a number of major bus routes also depart from the Bell Street Interchange, both across the road from Nicholas Street.

Air travel is also easily accessible, with Brisbane Airport only a 60-minute drive away.



# ONE OF AUSTRALIA'S FASTEST-GROWING CITIES

## ECONOMIC HIGHLIGHTS

- City of Ipswich's gross regional product (GRP) = \$9.42 billion<sup>[ii]</sup>
- Ipswich GRP equivalent to 3% of Queensland gross state product
- Manufacturing contributes over \$3.6 billion per annum to local economy
- Ipswich economy includes over \$1.1 billion in international exports

## POPULATION GROWTH

- Ranked as one of Australia's fastest-emerging 21st Century cities
- Population growth rates of 3.5% per annum over the last ten years
- Current population over 215,000 people (as at late 2018)
- Urbis estimates up to 395,000 people will live in Ipswich by 2036

## EMPLOYMENT

- Over 70,000 local jobs in key industry sectors, including:
  - o manufacturing
  - o health care
  - o retail
  - o education and training
  - o construction
  - o transport and logistics
- Manufacturing employs over 16,000 locals<sup>[iii]</sup>



- Over 40 advanced manufacturing businesses in Ipswich region
- Defence industry contributes to more than 7,000 jobs
- Approximately 9,000 workers located within immediate proximity of the future Nicholas Street
- 60% of workers in immediate locality employed in health care and public administration<sup>[iv]</sup>

## EDUCATION

- Over 1,700 students attend one of two university campuses in the Ipswich CBD:
  - o University of Queensland's Clinical School
  - o University of Southern Queensland's Ipswich Campus



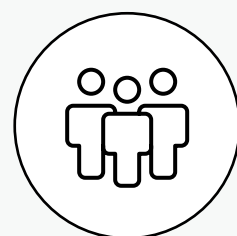


# TAP INTO A BOOMING POPULATION THAT WANTS WHAT YOU'RE SELLING



## 106,070 PEOPLE

– forecast growth of Ipswich Central Trade Area over next ten years<sup>[v]</sup>



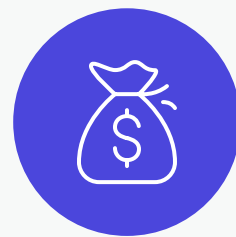
## 9,000 WORKERS

– located within a 5-minute walk of Nicholas Street



## \$3.3 BILLION

– retail expenditure (total trade area 2018)<sup>[vi]</sup>



## \$5.2 BILLION

– forecast retail spend 2028<sup>[vii]</sup>



## 5.7% ↗

– average annual increase in retail spend



## 4.8% ↗

– forecast per annum growth in retail trade over next ten years<sup>[viii]</sup>



## 3.5% ↗

– forecast per annum population growth to 2036



## \$9.4 BILLION

– value of Ipswich's gross regional product (GRP)



## 70,000 CURRENT JOBS

– across diverse industries such as manufacturing, healthcare and professional services<sup>[ix]</sup>



# A THRIVING \$9.4 BILLION ECONOMY

**Over the next two decades, Ipswich is set to become one of the most exciting economic growth zones Australia.**

Ipswich's retail trade is set to benefit significantly from both the city's rapidly expanding population and from state and federal government investment in major projects, as well as growth across the technology and infrastructure sectors.



## GOVERNMENT & DEFENCE

- RAAF Base Amberley will create an additional 2,800 jobs to 2020
- \$5 billion contract to build army reconnaissance vehicles which has already commenced will create more than 330 permanent local jobs



## HEALTHCARE

- \$124 million funding package announced for the expansion of the Ipswich Medical Precinct
- Construction due to commence in 2020



## TECHNOLOGY

- Smart Digital City services will bring \$470 million into the Ipswich economy over the next decade
- Received National Award for Innovation Management Initiatives in 2017
- Launched digital innovation and start-up hub – Fire Station 101 – in 2016
- Named in the world's Top 7 most Intelligent Communities by the Intelligent Community Forum (ICF) in 2015



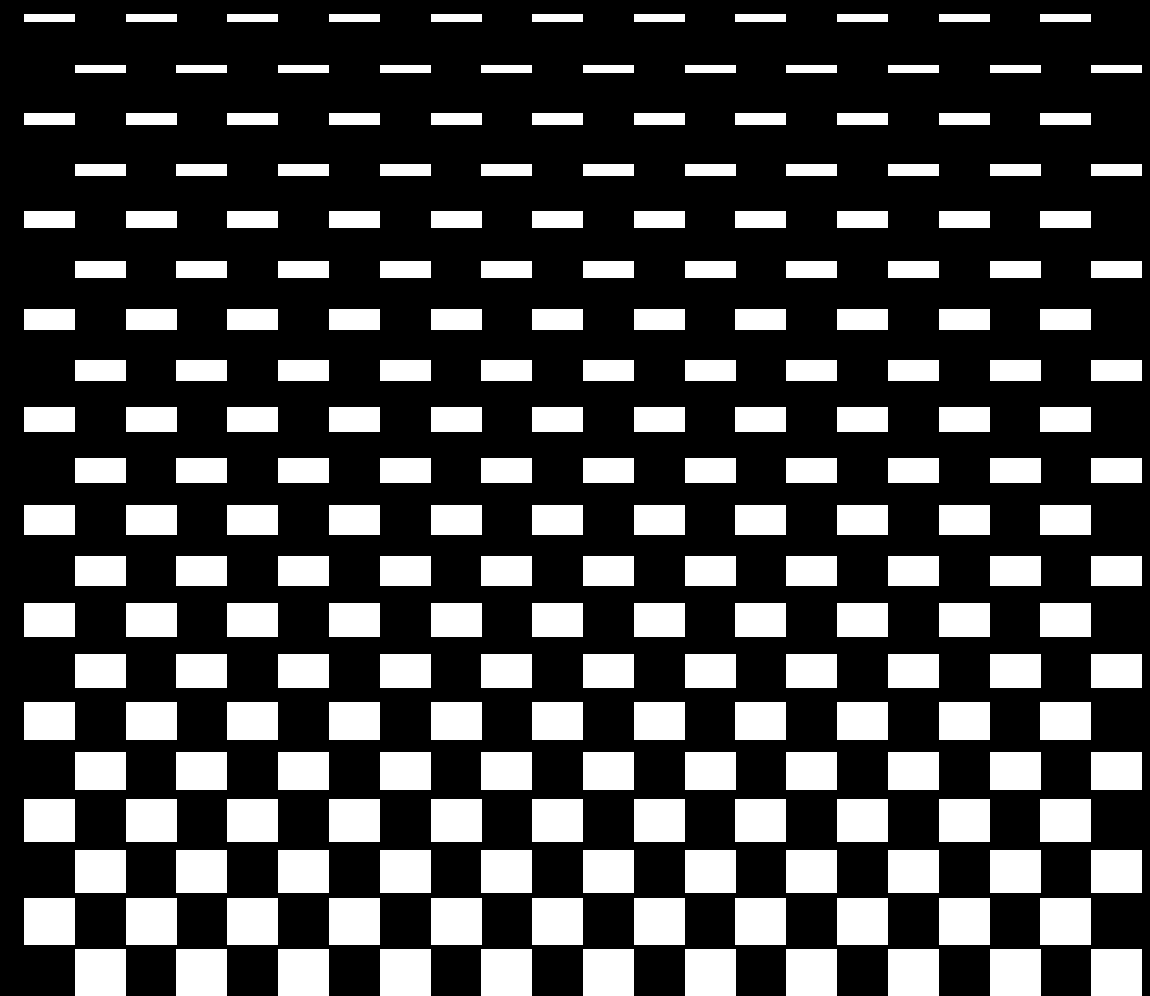
## INFRASTRUCTURE

- Planned high-frequency passenger transport corridor from Ipswich to Springfield
- Planned high-frequency passenger transport service taking in Yamanto-Ipswich-Redbank Plains-Springfield
- Planned Southern/Inland Rail Freight Corridor and Western Ipswich Bypass
- Suggested freight link between Cunningham Highway and Logan Motorway





# SECURE YOUR SPOT



Don't miss the  
opportunity to invest  
in one of Australia's  
fastest-growing  
regional cities.

Limited spaces available.

For more information, please visit  
[nicholasst.com.au](http://nicholasst.com.au) or contact:

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**FURTHER INFORMATION**

# NICHOLAS<sup>ST</sup>

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# REFERENCES

[i] [Macroplan Dimasi, Ipswich Central, Trade Area Analysis, 2018](#)

[ii] <https://economy.id.com.au/ipswich/gross-product>

[iii] [Jobs Queensland, A Workforce Report and Action Plan for the Manufacturing Industry in Ipswich, 2018](#)

[iv] [Australian Bureau of Statistics, Census of Population and Housing, 2016](#)

[v] [Urbis, 2019](#)

[vi] [Urbis, 2018](#)

[vii] [Urbis, 2018](#)

[viii] [Urbis, 2018](#)

[ix] [Trade Investment Queensland, Market Profile Ipswich Region, 2017](#)



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