

EAST END



Stage 2 Retail Now Leasing

EAST END STAGE 2
ARTIST'S IMPRESSION

FOREVER  NEWCASTLE



BE PART OF THE
EAST END SUCCESS STORY.

For the savvy
business owners,
entrepreneurs
and restaurateurs,
this precinct
offers some of
Newcastle CBD's
most captivating
retail spaces.

Forever Newcastle

It's a new day in Newcastle. Built by coal and steel, reborn by creativity and enterprise. The seasons and the streetscapes may change, but the spirit of Newcastle endures. And at its historic heart, linking foreshore to cathedral: the East End urban village.

East End is for everyone who loves this city. The sunrise seekers. The wine-and-diners. The beachcombers and the lanewayfarers. No matter your lifestyle, there's always something new and different to discover here.

THIS IS JUST THE BEGINNING.

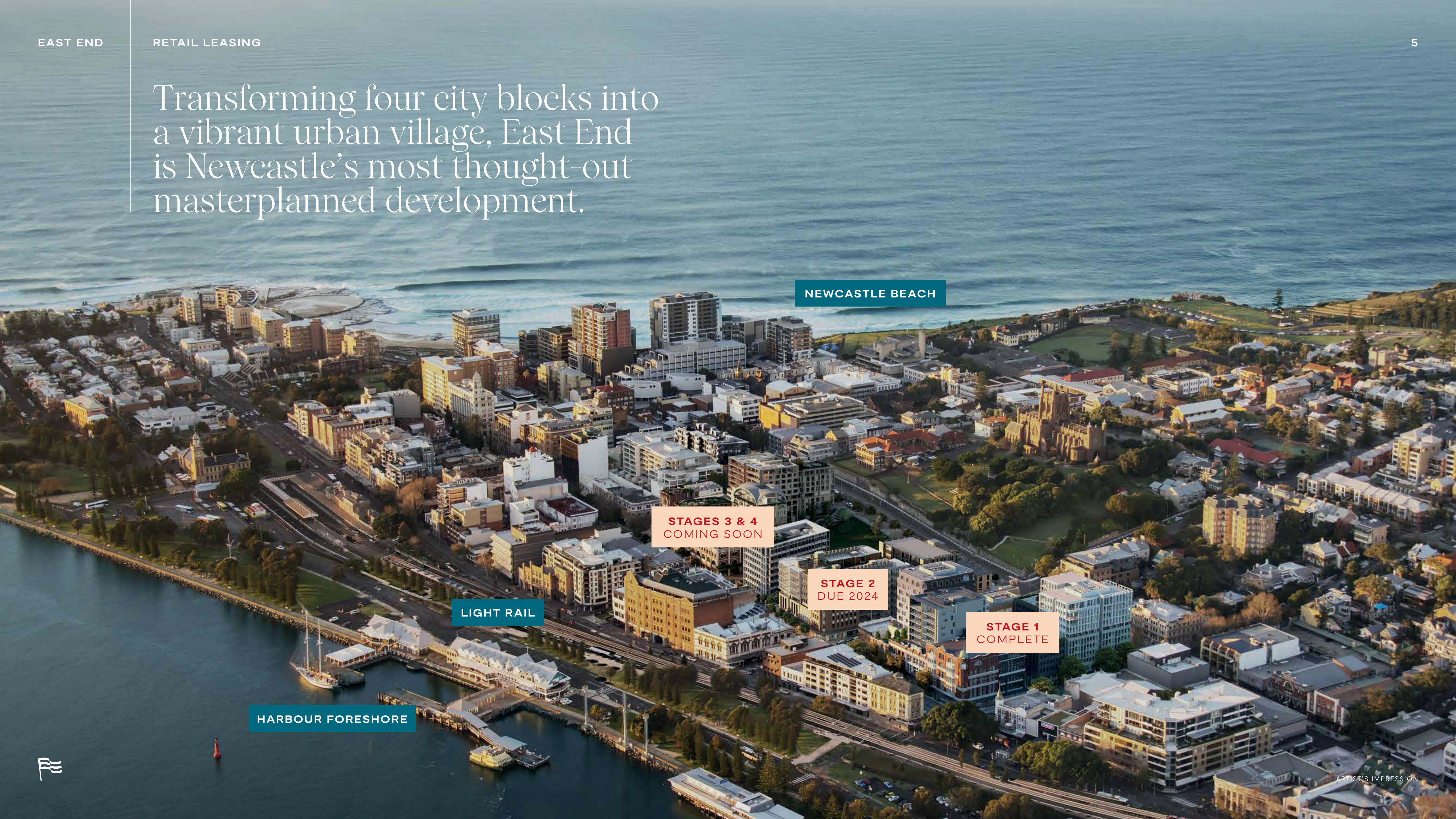




EASTEND

Where fresh opportunity awaits

Transforming four city blocks into a vibrant urban village, East End is Newcastle's most thought-out masterplanned development.



NEWCASTLE BEACH

STAGES 3 & 4
COMING SOON

STAGE 2
DUE 2024

STAGE 1
COMPLETE

LIGHT RAIL

HARBOUR FORESHORE



For a city that's thriving

As the cosmopolitan centre of the Hunter Region and the second-largest city in NSW, the City of Newcastle's transformation is no fluke. Billions have been invested from both private and government sources to revitalise the CBD and its Harbour Foreshore.



Memorial Walk



\$60B

The Hunter's Gross Regional Product — Australia's largest regional economy.

32%

Increase in total jobs in Newcastle CBD by 2036 (from 2016).

726,500

Hunter Region population, 2021.

5M

Annual visitors to Newcastle.

176,322

Newcastle population, 2024.

3.4M

Domestic day trip visitors annually.

202,000+

Newcastle population by 2041.

\$650M+

NSW Government's Revitalising Newcastle initiative.

\$1B

Newcastle's estimated visitor economy.

\$8.5B

Planned infrastructure and private developments.

FOR EVERYTHING
ON THE MENU

Don't be fooled by the laidback seaside atmosphere. The Newcastle inner city has emerged as an internationally recognised lifestyle destination, with culture, dining and shopping to rival Australia's capitals.



Jana Restaurant & Bar, QT Newcastle



High Tea with Mrs Woo x Studio Melt



Rooftop at QT

In 2023, Newcastle was hailed as the Top Tourism Town by Business NSW



Arno Deli



Newcastle Harbour

Queens Wharf

WHARF RD

SCOTT ST

Light Rail

HUNTER ST

LAING ST

KING ST

NEWCOMEN ST

THORN ST

WOLFE ST

PERKINS ST

LYRIQUE LANE

LYRIQUE LANE

Neighbourhood favourites

EAST END TENANTS

- 01. Artisanal Cellars by Sessions
- 02. Woolworths Metro
- 03. Studio Melt
- 04. Betty's Burgers
- 05. Mr Sister Coffee
- 06. Banana Blossom
- 07. Honest Paper
- 08. Oh My Papa
- 09. Sushi Izu
- 10. Commonwealth Bank

NEARBY RETAILERS

- 11. Popolo Gelateria
- 12. Napoli Centrale
- 13. Momo Wholefoods
- 14. Susuru Ramen & Gyoza
- 15. Endota Spa
- 16. One Penny Black



← Newcastle West

Newcastle Beach →



STAGE 1

For the new high street

Integrated into the CBD's historic quarter, East End is becoming the Surry Hills of Newcastle. Stage 1's Lyrique Lane has established itself in the hearts of the community with beloved eateries, boutiques and art installations, plus the first five-star hotel in Newcastle East.

With a total of ten buildings and over 500 apartments once complete, East End's eclectic mix of retail and dining will attract an affluent demographic — one interested in an inner-city lifestyle with all amenities and experiences at their doorstep.



QT Hotel



Mr Sister Coffee



Betty's Burgers

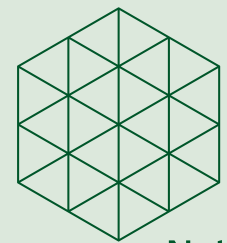


Banana Blossom



For an award-winning precinct

East End has won some of the state’s most prestigious design accolades, yet it is the precinct’s emergence as a vivacious neighbourhood that makes it a true success.



National Architecture Awards

AUSTRALIAN INSTITUTE OF ARCHITECTS, NSW CHAPTER

Winner of:
Premier’s Prize, 2022
Newcastle Medal, 2022
Lloyd Rees Award for Urban Design, 2022
Residential Architecture — Multiple Housing, 2022



URBAN DEVELOPMENT INSTITUTE OF AUSTRALIA

Winner:
NSW Mixed Use Development of the Year, 2022



URBAN TASKFORCE AUSTRALIA

Winner:
Adaptive Reuse Development Excellence Award, 2022



THE URBAN DEVELOPER

2022 Finalist for:
Mixed Use Development of the Year
High Density Development of the Year





STAGE 2

Heart of the community

Join the ground plane that threads East End together. Anchored by the two apartment buildings Soul and Lyrique, Stage 2 extends the bustling Lyrique Lane into a pedestrian link connecting all four stages. This landscaped public realm will be peppered with diverse dining and retail, carefully choreographed to cater to the whims of modern life.

Stage 2 will also bring a spectacular slice of Newcastle history to life, with the adaptive reuse of the Lyrique Theatre and Masonic Hall into a new hospitality or commercial space.

Spaces for lease

Underpinned by the development and design acumen of Iris Capital, SJB and CKDS Architecture, each retail space at East End is as individual and brilliant as the wider precinct itself.

STAGE 1

R04
82.03m²

R21
132.05m²



STAGE 2

Lyrique Theatre/Masonic Hall
551.45m²

NG01
101.97m²

NG02
54.05m²

NG03
80.39m²

NG04
146.07m²

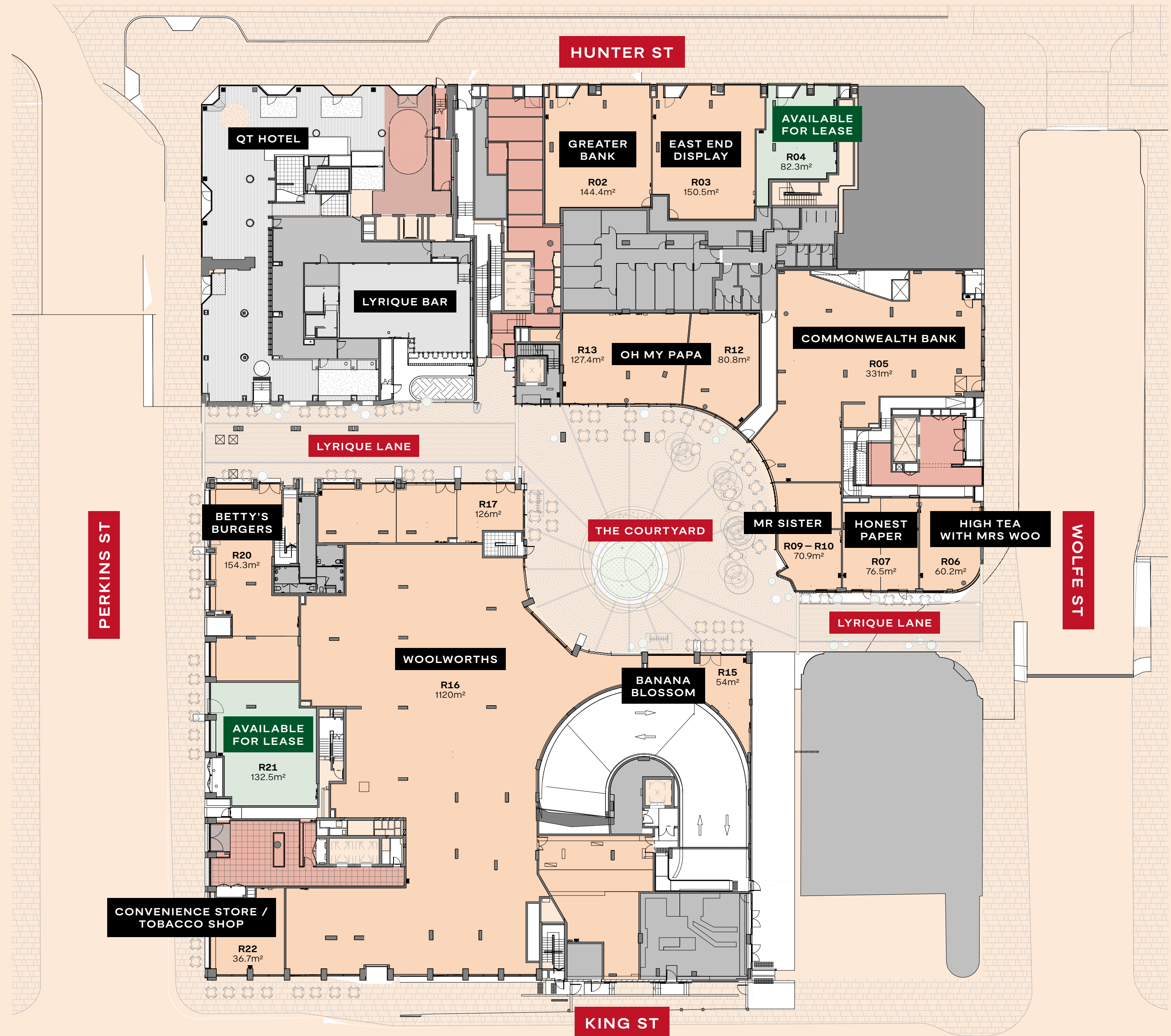
NG05
136.45m²

NG06
125.07m²

NG07
82.16m²



Stage 1



Stage 2



Services

STAGE 1

STAGE 2

SHOP NO	AREA M2	FRONTAGE	MECHANICAL				ELECTRICAL					COMMS	SECURITY	FIRE PROTECTION TO AUSTRALIAN STANDARD (OPEN PLAN)	HYDRAULIC			ARCHITECTURE		
			Window opening	Heat Rejection	Heating Allowance	Kitchen exhaust	Make up air	Tenancy power	Mini sub mains supply	Lighting	Switchboard Provision				Data Provision	Sprinklers, Hose Reels*, Hydrant, EWIS	Gas	Cold water supply capped	Capped sewer	Trade waste
R04	82.03		VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	Nil	Nil	Double GPO connected to tenant switchboard	63A 3 Phase (Non-food tenancy)	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 24 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	Nil	25mm supply	1 x 100 dia	1,000L Trade Waste			
R21	132.05		VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	3,000L/s	Façade weatherproof louvre	Double GPO connected to tenant switchboard	100AMPs 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 36 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	25mm supply	1 x 100 dia	1,000L Trade Waste			
Lyric Theatre/Masonic Hall Adaptive Reuse	551.45	33.1	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	4,000 L/s in location determined by Developer	Façade weatherproof louvre or Kitchen Exhaust ducted make up air	8 of Double GPO connected to tenant switchboard in location (s) determined by Developer	200A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 36 pole switchboard within tenancy. Rated to match incoming supply	NBN service is available in the area. An NTD will be provided to each tenancy .	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	25mm supply	1 x 100 dia	Nil	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	Set Ceiling by Developer
NG01	101.97	10.6	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	63A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 24 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	25mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant
NG02	54.05	6.5	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	63A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 24 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	25mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant
NG03	80.39	17.0	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	63A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 24 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	25mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant
NG04	146.07	10.2	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	100A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 36 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	20mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant
NG05	136.45	5.0	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	100A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 36 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	20mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant
NG06	125.97	11.8	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	63A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 24 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	20mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant
NG07	82.16	7.9	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	VRF fan coil units to be provided in ceiling. Ductwork and diffusers to be provided by tenant.	1,500 L/s in location determined by Developer	Façade weatherproof louvre	Double GPO connected to tenant switchboard	63A 3 Phase	28W fluoro surface mounted, Emergency and Exit Lighting.	1 x 24 pole switchboard within tenancy. Rated to match incoming supply.	NBN service is available in the area. An NTD will be provided to each tenancy.	Nil	Yes	500Mj/Hr capacity allowance 40mm supply	20mm supply	1 x 100 dia	1,000L Trade Waste	Glazed aluminium powdercoated shopfronts meeting Heritage requirements. Typically paired door set entry.	Unfinished masonry/ plasterboard on stud (Typical)	All ceilings by tenant

STAGES 3 & 4

For even more to come

Stages 3 and 4 of East End will feature a lush ground plane that hums with new discoveries for every visitor and local. At Market Square, Hunter Street is reimagined as an Italian-style plaza, where an array of retailers and restaurants spill out onto the footpath. Laing and Morgan Streets are envisioned as hidden laneways with fine grain activities that spur on Newcastle's social and creative spirit.

Completing the East End urban village, this final release will be a place of constant energy and endless experiences: inside and out, morning to night.



Iris Capital

DEVELOPER



iris

Iris Capital is a name that Newcastle knows and trusts. We are a fully integrated residential development and hospitality group that creates places people love. Since 1995 we have rapidly expanded from Sydney to Newcastle and beyond, delivering premium mixed-use projects in sought-after locations across Australia's east coast.



Retail Strategy Group

LEASING TEAM



At Retail Strategy Group, we understand retail because we understand people. Grounded by three decades of retail development, design and placemaking expertise, we are an independent team with a collaborative approach to curating the unique, world-class precincts where people want to be.



Enquire now
to share in East
End's success.

We'd love to hear all about your
business or shop idea. Give us a
call at Retail Strategy Group:

Henry Bonnefin

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