



URBAN RENEWAL OF HAROLD PARK

Project Mirvac is spending \$1.1 billion in Sydney's Inner West to boldly transform the former home of the Harold Park Paceway & the Rozelle Tram Depot into a mixed use development with housing, commercial tenancies & new community space.

Task

- To convert the 6,000 m² heritage listed tram depot into a highly curated shopping destination to be called The Trams Sheds, whilst ensuring the \$34 million re-development remained sensitive to the facade, internal mezzanine & highly recognizable saw tooth roof.

Outcome B&P took Mirvac's vision for a fresh food market & transformed it into a lifestyle emporium creating a highly curated shopping destination that was then attractive for Mirvac to be able to secure, under one roof, some of Sydney's best restaurateurs including Porteno, Gelato Messina and Jared Ingersoll of Danks Street Depot fame.

Critical in what B&P did for the site, was to flip the balance and focus from fresh food to food catering and to create "active" shopfronts where you can see the kitchens of most outlets. Improving the circulation and back of house operations, this European-inspired food hall hosts 18 retailers and providores and is, without a doubt, the most exciting project delivered by B&P, since *Broadway!*, & a project we are extremely proud of. I hope you will enjoy a visit & see for yourself this successful urban retail development.

"Your asset's worth more when you partner with Brain & Poulter"