



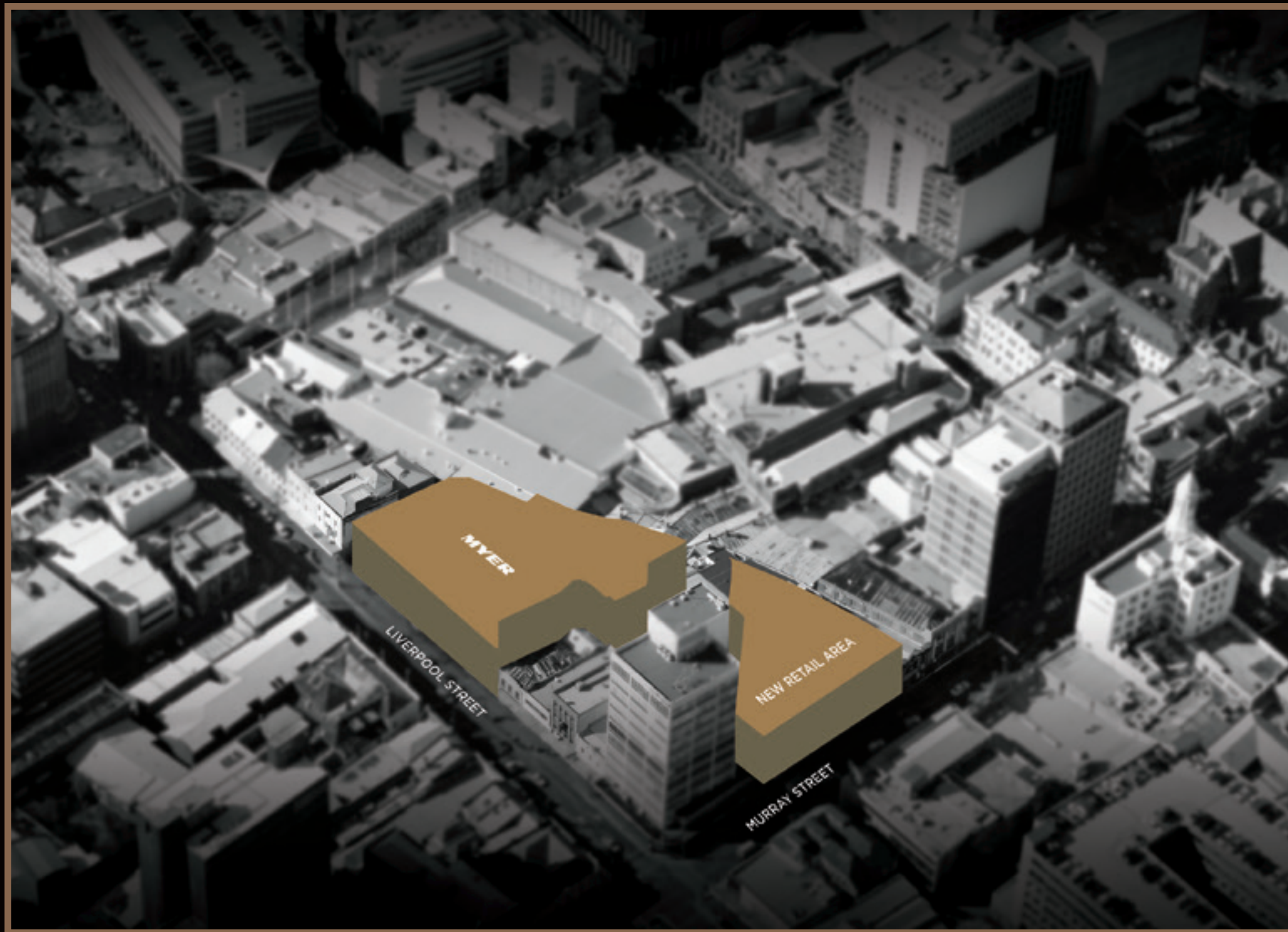
ICON

COMPLEX





AN ICON IS REBORN



INTRODUCTION

A NEW identity is forged from the embers of history

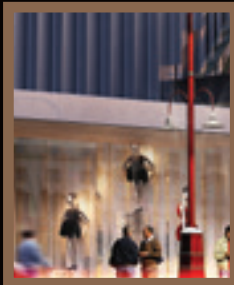
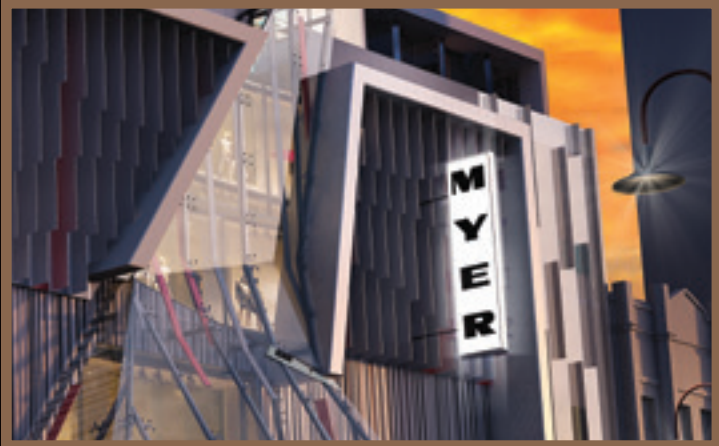
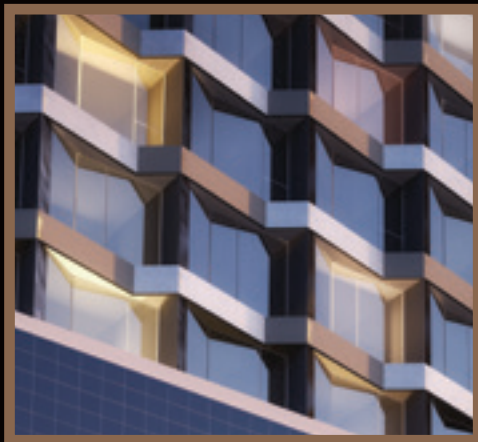
The heart of Hobart's central business district will soon beat again. ICON Complex will be situated on the footprint of the historic 1836 Myer building.

Designed to house the very best in fashion and lifestyle products, ICON Complex will become a style hub for shoppers from Hobart and beyond.

Opportunities like this are fleeting - now is the time to capture a piece of Hobart's retail future. This major development is now offering a selection of premium spaces for lease.

CONTENTS

Overview	10
Location	14
Crowne Plaza Hobart	15
Success by association	17
Floor plans	19
Design philosophy	23
Project team	26







OVERVIEW

“The dawn of a new era”

ICON Complex will incorporate:

20+ stores

3 levels of shopping galleria

The only flagship Myer store in Tasmania

235 room 4.5 star hotel

Conference and ballroom facilities

Roof top bar and restaurant with 360 panoramic view

Prominent retail presence

Parking located in direct proximity to ICON Complex

The ONLY NEW first class retail offering

NBN connectivity throughout

Core CBD location linking Liverpool Street to Murray Street as the major artery of the city



LOCATION

Hobart

The majority of retail floor space in the Hobart CBD is located within a small retail core. ICON Complex occupies the very heart of this area.

With ICON Complex facing both Murray and Liverpool Streets, retailers benefit from major CBD foot traffic.

A-grade retail outlets that have recognised demand and recently entered the Hobart CBD shopping precinct include T2, Witchery, Peter Alexander, Mimco, Lululemon, Collette and Forever New.

On the periphery of the CBD are a number of homemaker retailers including Bed Bath N Table, Spotlight, Mitre 10, Forty Winks, Harvey Norman and Freedom.

There are a number of significant international and national branded retailers that are not currently represented in the Hobart market. ICON Complex provides a remarkable opportunity for you to make your mark in this largely untapped business environment.



HOBERT RETAILERS

1. Witchery
2. Nine West
3. Mimco
4. Lululemon
5. JB Hi-Fi
6. Peter Alexander
7. Country Road
8. Target
9. Sportsgirl
10. Rodd n' Gunn
11. T2
12. Cue
13. Trenery
14. Jetty Surf
15. Red Herring Surf
16. Cotton On
17. Bed Bath n' Beyond
18. Laura Ashley
19. Review
20. Sunglasses Hut
21. L'Occitane en Provence

HOBERT HOTELS

1. Quest Savoy
2. Mantra Collins Hotel
3. Hadleys Orient Hotel
4. Quest Waterfront
5. Hotel Grand Chancellor

CAR PARKING

CROWNE PLAZA HOBART

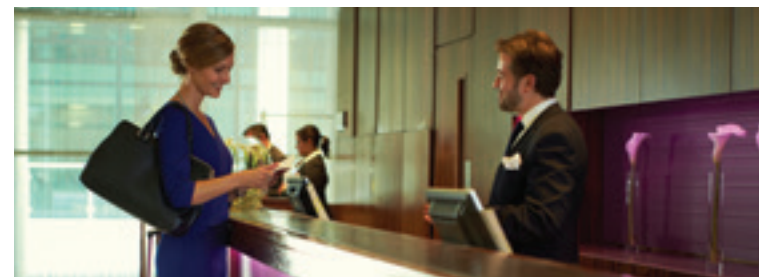
“THE JEWEL IN ICON’S CROWN”



ICON Complex will mark InterContinental Hotels Group’s entry into the Tasmanian market with the brand new 235-room Crowne Plaza Hobart.

Located in the city’s central business district, the hotel’s close proximity to major government and commercial offices will be a drawcard for business guests. The city’s renowned Salamanca Place and Constitution Dock on the capital’s waterfront are also a stone’s throw away from the hotel, providing easy access for guests during their leisure time.

Crowne Plaza Hobart will feature a premium food and beverage offering and business and meetings facilities including a ballroom, meeting rooms, boardroom and a 24-hour business centre.



“

In expanding into new markets we always look to work with Owners who understand our brands and are familiar with the city we’re entering. We are delighted to be establishing our presence in yet another key Australian city with The Kalis Group. Hobart is thriving and tourism is a key part of that. The location and facilities of the new Crowne Plaza Hobart will make it a great choice for both business and leisure guests when it opens in 2017.

”

Karin Sheppard

Chief Operating Officer,
Australasia, Japan, Korea & Asia,
Middle East and Africa (AMEA)
Franchising, InterContinental Hotels
Group.

*Restaurants
Meeting Rooms
Ballroom
24 Hour Business Centre*



*Brand
New*

*235 Room
Crowne Plaza
Hobart*



Crowne Plaza is one of the fastest growing upscale hotel brands in the world with more than 400 hotels in more than 65 countries worldwide, including 69 hotels across the Asia, Middle East and Africa regions.



* PHOTO REFERENCE
CROWNE PLAZA MELBOURNE

SUCCESS BY ASSOCIATION

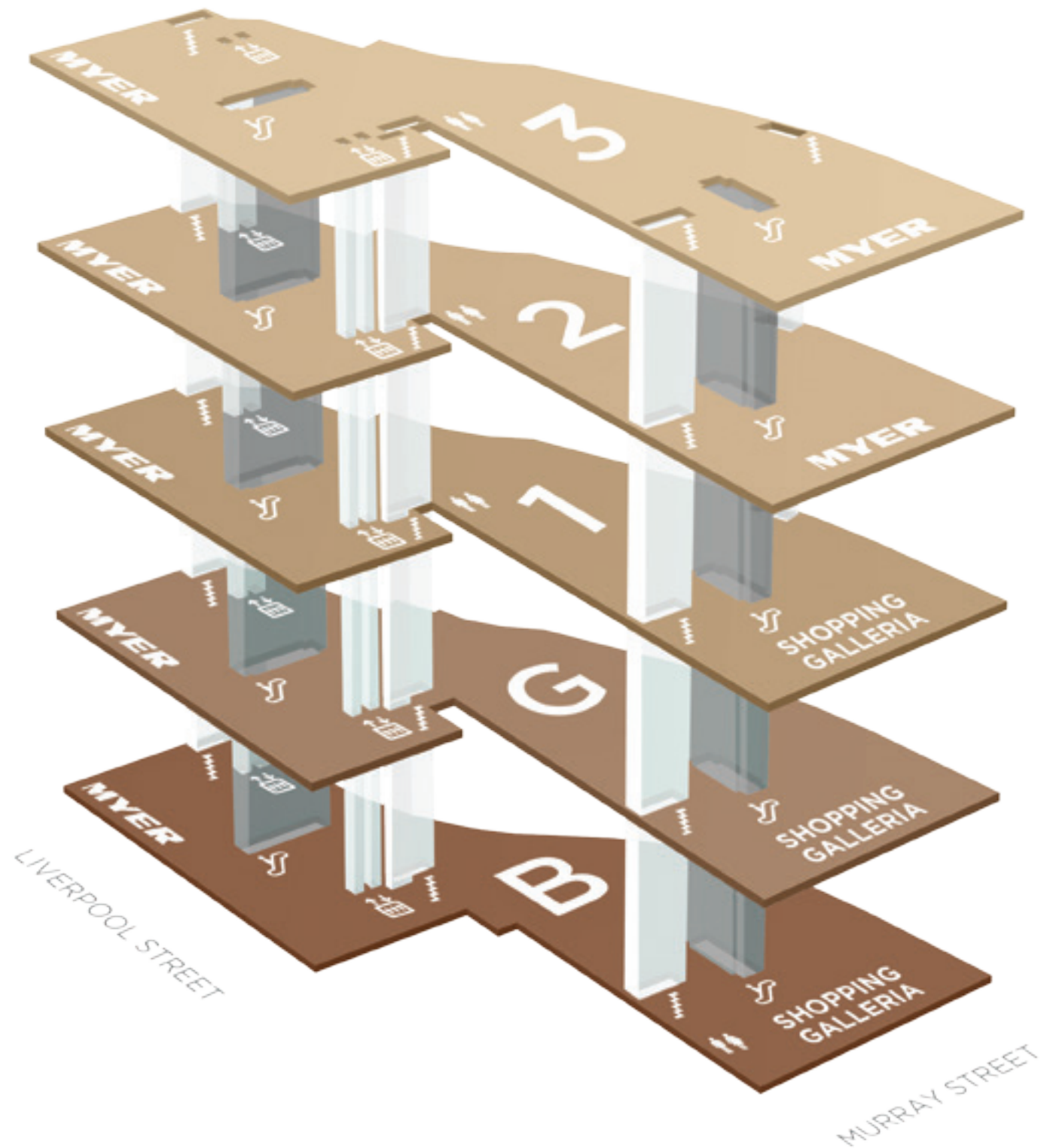
The development will be separated into two major retail components. A new, full-line Myer store will be accessed by Liverpool Street, and a shopping galleria will be entered from Murray Street. Myer on Liverpool Street will occupy five levels - basement, ground and floors one through to three as an entirety.

Two levels of Myer will sit above the specialty stores with linkages and openings encouraging the seamless movement of customers between specialty stores and Myer.

Myer is the only major department store operator in Tasmania and will continue to be the major drawcard for Tasmanian shoppers. Retailers that become part of ICON Complex can benefit not only from the foot traffic that Myer generates, but also from the positive brand association that Myer brings.



FLOOR PLANS



PLEASE NOTE: Indicative floor plans only. All dimensions and areas are approximate and subject to change without notice.

BASEMENT FLOOR PLAN



ICON Complex features flexible and adaptable floor plans and structures to meet your particular retailing needs.

The following three pages contain the floor plans for the basement, Ground Floor and First Floor of the Murray Street Complex (stage 2 development). Each tenancy zone is able to be modified with bespoke fittings.

PLEASE NOTE: Indicative floor plans only. All dimensions and areas are approximate and subject to change without notice.

GROUND FLOOR

FLOOR PLAN



PLEASE NOTE: Indicative floorplans only. All dimensions and areas are approximate and subject to change without notice.

FIRST FLOOR

FLOOR PLAN

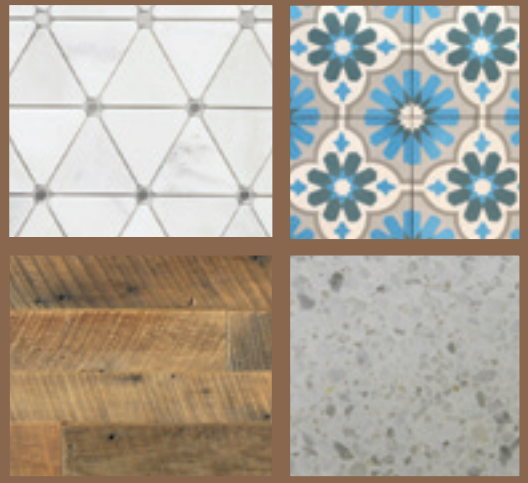


Murray Street will house a spectacular retail galleria with a select number of shops on basement, ground and first levels, covering almost 3,300 square meters.

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DESIGN PHILOSOPHY

ICON Complex will house exciting local and international fashion. During the excavation of the new site, there was the discovery of an old sandstone retaining wall, which was the basis for the mood and backdrop of the basement. Since the establishment of Hobart there has been a rich history of sandstone buildings, with three quarries being in operation since the 1840s.

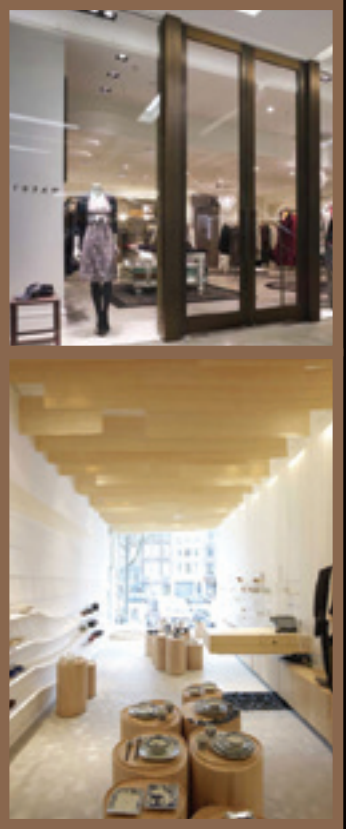


Reference is made back to the local context wherever possible, relating back to the finishes, furniture or fashion.

The boutique complex sets the standard for high quality design. Across three levels, the retail mall's high-end design with local influences create a unique and enjoyable shopping experience.

Architectural finishes to the mall are natural and restrained to let the tenancies be the focus within this boutique development. Soft tones and textures form an inviting backdrop, punctuated by pull out areas for meeting and rest.

These zones continue an unassuming palette, highlighted with sculptural pendant lighting and soft, playful furnishings.



The use of suspended timber ceiling fins and vertical wooden panels is loosely reminiscent of the old industrial warehouses predominant in the trading wharves of the city. Mirrored tiles around escalator surfaces add a gentle sparkle not dissimilar to sunshine on the Derwent River – the access point for all trading of that era.

Each tenancy will be of a unique and creative design. Texture, colour pattern and articulation of shopfronts will be profound, with a focus on design and individuality.





PROJECT TEAM

Kalis Property and its subsidiaries are a privately-owned diversified property and development business that have successfully traded for more than forty years. With extensive investments in retail, hospitality, office and industrial holdings, Kalis Property provides a broad range of property solutions for tenants.

ICON Complex now provides national and international retail brands with an unprecedented opportunity to establish themselves in Australia's southern-most capital city.

Hutchinson Builders established in 1912, is one of Australia's largest privately-owned building and construction companies. The company employs more than 1,450 full time staff and has an annual turnover in excess of \$1.5 billion. The company prides itself on being able to provide local builder relationships whilst having the backing and resources of a major national company. A good example of this is the fact that they were able to secure ICON Complex development tower crane from our own company fleet of cranes. As the principal contractor for the ICON Complex, Hutchinson is responsible for the successful delivery of the construction. Hutchinson have a team on site for the duration of the works to ensure that the project is delivered safely and to high standard by the agreed deadline dates.

Architects Designhaus is a long-standing firm based in Hobart, Tasmania that enjoys a reputation for considered, unique and exciting design solutions for the housing, commercial and community sectors. Architects Designhaus are proud to support the Kalis Group in the ICON Redevelopment, which incorporates Myer, a specialty retail arcade and a Crowne Plaza Hotel.

Matrix Management Group are a firm of Project Managers and Quantity Surveyors that have operated in the Tasmanian construction industry for fifteen years. Matrix Management is able to offer an extensive range of professional and advisory services to a spectrum of clients. They are extremely proud to be involved with the Kalis Group on the ICON Complex, one of the most prestigious developments in Hobart.

Red Design Group is a specialist retail and hospitality design firm based in Melbourne. Possessing a unique set of competencies that combine to create integrated retail and hospitality environments for shoppers and patrons. Red Design's philosophy comes from a marketing perspective that puts the customer at the core of the design brief. Red Design believes in designing from the 'inside out' which means that our primary concern is how customers will find, enter, use and exit the space. Some of their current clients include Kalis Property, Crown Casino, Echo Entertainment, Uniqlo, Ashe Morgan Harbourside, Maroochydore RSL, Tabcorp, Zouki Enterprises, RMIT, UNSW, Department of Human Services, and CSIRO.



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