



**premier**  
retail leasing



# INDEX

<b>Premier Experience</b> .....	02
<b>Directors Profile</b> .....	04
<b>Skills and Capabilities</b> .....	06
<b>Portfolio</b>	
Rundle Mall .....	09
Rundle Mall Arcades and Centres	
• Adelaide Central Plaza .....	11
• Citi Cross Arcade .....	13
• Rundle Mall Plaza .....	15
• Citi-Centre Arcade .....	16
• Regent Arcade .....	16
Rundle Mall Specialty Shops .....	17
Retail Main Streets .....	21
Rundle Street .....	23
Rundle Street East .....	25
The Parade Norwood .....	29
Jetty Road Glenelg .....	31
King William Road Hyde Park .....	33
Adelaide Suburban Shopping Centres .....	35
• Norwood Place .....	37
• Henley Pavilion Henley Beach .....	38
• Munno Para Shopping City .....	39
• North Adelaide Village .....	40
• Golden Grove Shopping Centre Stage 2 .....	41
• Unley Shopping Centre .....	42
• Harbour Town West Beach Stage 1 .....	43





## PREMIER EXPERIENCE

a nationwide reputation for retail leasing excellence

*Premier Retail Leasing was established in 2012 as an agency aiming to provide specialised retail leasing and consultancy services that offer creativity and unparalleled experience to any retail project within Adelaide or throughout Australia.*

*This exciting new agency differs from most other commercial real estate firms as its sole focus and expertise lies with retail leasing, without having to share its resources amongst other commercial areas such as property management, sales, office and industrial leasing.*

*With a nationwide reputation as a market leader in the industry, Premier Retail Leasing with Lou Rentis have the depth of knowledge and a success rate that sets it apart from other agencies.*

*Offering a broad network of retailer knowledge and market understanding Premier Retail Leasing has the capacity to add value to any retail property and development project.*

*Through specialising only in the diversified sector of retail leasing, Premier Retail Leasing provides owners and developers with a clear choice when it comes to leasing their important assets, and seeking to maximise their potential.*





## DIRECTORS PROFILE

a wealth of experience and market knowledge

*Lou Rentis, Managing Director of Premier Retail Leasing has accumulated a wealth of knowledge and experience in all facets of retail leasing since commencing in the industry in 1988. Having also worked in retail property management, consultancy and retail commercial sales, Lou has acquired a comprehensive understanding of all aspects of retail property.*

*He has a Degree in Business Management majoring in Marketing, a Diploma in Property and worked previously with Colliers International as Manager-Retail Leasing between 1988 to 2003 and Director of Retail Leasing at Brock Commercial between 2003 to 2012. He has been involved with and responsible for some of Adelaide's most high profile and successful centres, developments and stand alone retail properties.*

*He has developed excellent relationships with many national and international retailers and is respected and sought after in Adelaide and nationally within the retail property industry.*

**Lou Rentis** B Bus, Dip Property  
Managing Director  
Mobile: 0408 820 924

GPO Box 2445 Adelaide SA 5001  
Fax: 08 8353 8133  
Email: [lou@premierleasing.com.au](mailto:lou@premierleasing.com.au)

[premierleasing.com.au](http://premierleasing.com.au)





# SKILLS AND CAPABILITIES

providing a comprehensive understanding of all facets of retail leasing

## **Development and Planning Consultancy**

- Provide strategic planning knowledge and experience to all facets of the preliminary design phase of development projects.

## **Shop Layout and Centre Design**

- Provide specific knowledge of individual retailer requirements for tenancy design.

## **Tenancy Mix**

- Preparation of strategic tenancy mix layout and shop positioning.

## **Rent Determination and Tenancy Schedules**

- Determine current and projected market rents and preparation of budgeted rent schedules.

## **Leasing and Negotiations**

- Undertake all base lease negotiations with retailers and liaise with solicitors to secure executed lease documentation.

## **Market Reviews**

- Provide market rent determination recommendations.

## **Tenant Representation**

- Act on behalf of retailers to secure designated shop locations on preferred lease terms.





## PORFOLIO

adding value to any property or retail development

*Premier Retail Leasing through the work undertaken by Lou Rentis has been responsible for introducing many high profile national & international retailers to Rundle Mall for over 20 years, including Nespresso, Live, Toys'R Us, Borders Books, Starbucks, General Pants, FCUK, Kookai, Bardot, Rodd & Gunn, Youthworks and JB Hi-Fi.*

*He has also been responsible for the leasing of some of Rundle Mall's most iconic and successful centre developments and thoroughfare arcades, including Adelaide Central Plaza (David Jones), Citi Cross Arcade and Rundle Mall Plaza.*

*In addition, his work with Adelaide's prime retail mainstreets and suburban centres has resulted in a much broader appeal and national recognition amongst retailers, who now view Adelaide as a viable retail market, with multiple retail precincts.*

*From the leasing of the Munno Para Shopping City development, that has sparked a major impetus into Adelaide's northern community, to the introduction of Adelaide's first brand direct shopping experience being Harbourside West Beach and the hugely successful repositioning of the Rundle Street and Norwood precincts, Premier Retail Leasing remains at the forefront of all retail leasing & consultancy services.*

# RUNDLE MALL

the premier Rundle Mall leasing agent for over 20 years

Lou Rentis has established himself as Adelaide's premier Rundle Mall leasing agent for over 20 years, having leased more than 100 Rundle Mall fronting shops in that time. He has successfully repositioned sectors within the mall to create their own identity through specialised target leasing activity, and introduced many national and international based retailers into the Adelaide market.

With a thorough understanding of the ownership structures and traffic patterns within the mall together with retailer requirements he is sought after by retailers seeking to enter the Rundle Mall precinct.

While his work with the Rundle Mall Management Authority in the consultation and design phase of the new Rundle Mall Masterplan upgrade will ensure that Premier Retail Leasing remains the focal point for all retail leasing activity within the mall going forward.



# ADELAIDE ARCADE



# RUNDLE MALL ARCADES AND CENTRES: Adelaide Centre Plaza

successfully leased many iconic Rundle Mall developments

Developer - David Jones

- 34 shops
- Leased in 1999/2000
- Consultancy and sole leasing
- Retailers secured include Portmans, The Body Shop, Cue Design, Dotti, Jigsaw, Kookai, Esprit, David Lawrence, Pumpkin Patch, Joanne Mercer, Bed Bath n' Table, My Chemist, Tandy plus a 14 shop lower ground food court including Nando's, Boost Juice, Michel's Patisserie, Genki Roll, Mandarin Express, Subway and Roshan's Noodle Bar.





# ADELAIDE CENTRAL PLAZA

THE BODY SHOP.

L'OCCITANE

BLEMISH EMERGENCY?

COFFEE CUP

CHEMIST WAREHOUSE

ESSENTIALS

WINTER

WINTER

WINTER

WINTER

WINTER

WINTER

WINTER

WINTER

# RUNDLE MALL ARCADES AND CENTRES: Citi Cross Arcade

Developer - Makris Group

- 40 shops
- 2004/2005
- Consultancy, sole leasing & layout design
- Retailers secured include A Mart Sports, Harvey Norman, Australia Post, Bardot, Wittner, Florsheim, The Face Shop, Fireflies, The Camera Shop, Karma Living, Billy Baxter's, Bean Bar plus a 14 store food court including Hungry Jack's, Oporto, The Bread Shop and Subway.



**CIX**  
CITYCROSS  
Harvey Norman  
COMPUTERS & ELECTRICAL  
**OPOST**

Wittner

Bardot

**CIX**  
CITYCROSS

Billy's  
Billy's Cafe  
now open  
on Level 1  
Billy's

**CIX**  
CITYCROSS  
FOOD COURT



Wittner Wittner

33 31

A window display for the Wittner clothing store. It features two mannequins dressed in casual attire, including jeans, shirts, and hats. The display is lit with warm, yellow lights. To the right of the window, there is a decorative wall with a gold-colored pattern. The store's name 'Wittner' is visible on the awning above the entrance.

# RUNDLE MALL ARCADES AND CENTRES: Rundle Mall Plaza

Developer - Weinerts Pty Ltd

- 28 shops over 4 levels
- 2002
- Consultancy, sole leasing & layout design
- Retailers secured include Sportsgirl, Jurlique, JB Hi-Fi, OPSM, FCUK, Raw Pearls, Athlete's Foot, Jam Factory, Spotlight, Wheel & Barrow, Raymond Poulton Shoes and Radio Rentals.



# RUNDLE MALL ARCADES AND CENTRES:

## Citi-Centre Arcade

Developer - **SASFIT**

- 25 shops
- 1995/1996
- Consultancy and sole leasing
- Retailers secured include McDonalds, Australia Post, American Express, Telstra, All Phones, Amcal Pharmacy plus Food Court.



## Regent Arcade

Developer - **Collegiate School of St. Peter**

- 28 shops
- 1994
- Consultancy and sole leasing
- Retailers secured include US Gear, Rowe & Jarman Sports, Billy Baxters, Atelier, Shades, Whistles, Canterbury Lace, Youthworks and Semprini's Newsagency.



## RUNDLE MALL SPECIALTY SHOPS

over 100 rundle mall shops leased



## RUNDLE MALL SPECIALTY SHOPS



## RUNDLE MALL SPECIALTY SHOPS



## RUNDLE MALL SPECIALTY SHOPS



# RETAIL MAIN STREETS

integral role in the success of Adelaide's most popular mainstreets

Premier Retail Leasing has had a long standing involvement with leasing of shops within Adelaide's prime fashion and food based mainstreets including:

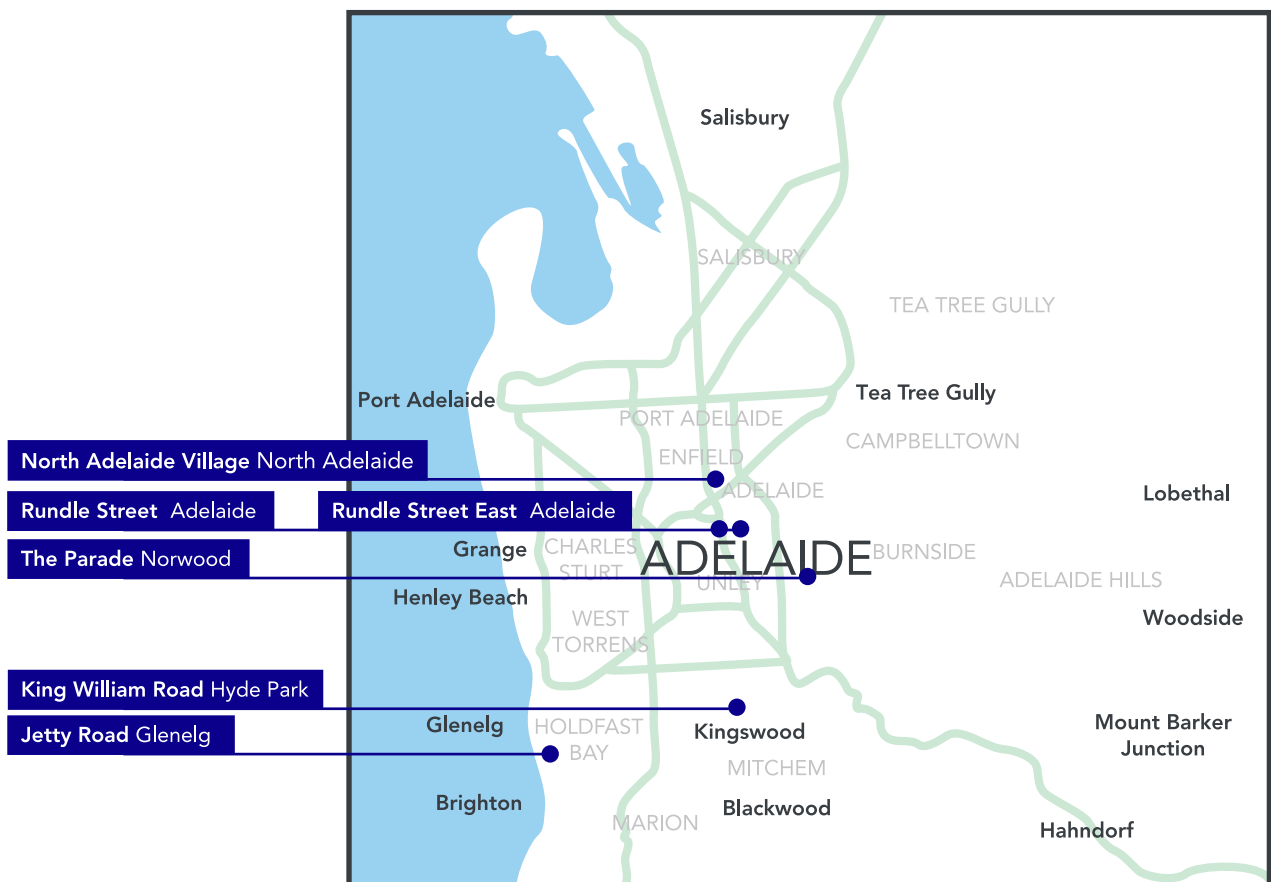
- Rundle Street
- Rundle Street East
- Gouger Street/Chinatown
- The Parade, Norwood
- Jetty Road, Glenelg
- King William Road, Hyde Park
- O'Connell Street, North Adelaide

A member of the SA Main Streets Committee, he plays an important role in providing consultancy recommendations, leasing and marketing strategy initiatives.





## RETAIL MAIN STREETS



# RUNDLE STREET

established as a leisure and outdoor retail destination

Located east of Rundle Mall, this thriving mainstreet has been one of Adelaide's main cafe and restaurant destinations since the 1970's.

Over recent years however through leasing work undertaken by Premier Retail Leasing, Rundle Street has effectively been divided into two separate precincts.

Rundle Street itself is now widely regarded as being the area between Pulteney and Frome Streets, and is now viewed as being an outdoor and leisure destination, due to Premier Retail Leasing's introduction of Kathmandu, Mountain Design and Annapurna, and supported by other retailers including Super Elliots, Macpac, Lorna Jane and American Apparel.





## RUNDLE STREET EAST

responsible for creating Adelaide's premier boutique fashion precinct

In 2009/2010 Lou Rentis was appointed by the Maras Group with regard to leasing and repositioning the street away from its traditional cafe/restaurant background with a greater emphasis on fashion. Given free access to lease all shops within the sector bounded by Union Street and Vardon Avenue on the southern side of Rundle Street, he was successful in securing boutique national fashion retailers of the quality of Lisa Ho, SABA, Gorman, Calibre, Zimmerman, Sass & Bide, Alannah Hill and Jack London.

This has resulted in the formation of the Rundle Street East precinct between Frome Street and East Terrace which has now established itself as being Adelaide's premier boutique fashion destination. He has since also secured quality retailers on the northern side of Rundle Street East including Naked, T2, Seed, Tony Bianco and Gelatissimo, which combined with Dangerfield, Marcs, Metalicus and Cherry Bellini has further strengthened the streets reputation.







## RUNDLE STREET EAST





## RUNDLE STREET EAST



# THE PARADE NORWOOD

transformed into one of Adelaide's most sought after retail destinations

The Parade, Norwood is regarded as one of Adelaide's most popular retail sectors outside of the C.B.D. Much of the success and popularity of The Parade is a result of the leasing activity undertaken by Premier Retail Leasing which has resulted in the transformation of a pleasant cafe/restaurant area into a vibrant fashion and food destination.

Our work in leasing the highly successful Norwood Place development, plus having introduced specialty shops of the calibre of FCUK, Sportscraft, Seed, SABA, Sportsgirl, Portmans, Diva, Cleverdicks and Cafe Buongiorno, have directly resulted in the repositioning of this precinct, and is now one of the most sought after locations in Adelaide.



FRENCH CONNECTION

seed

SPORTSCRAFT

seed

FRENCH CONNECTION

*Leuk*

Men's Jeans  
2 Pairs  
**\$150**

[www.frenchconnection.com.au](http://www.frenchconnection.com.au)

# JETTY ROAD GLENELG

success in Adelaide's key seaside suburban mainstreet

Jetty Road, Glenelg is Adelaide's premier beachside retail precinct with a strong focus on casual fashion, take-away foods, cafes and restaurants.

Many of the premium national retailers leased within this precinct including Sportsgirl, Witchery, Gloria Jeans, Souvlaki Bros and Nando's have been leased by Premier Retail Leasing, who continue to have a strong presence in the area.





anger  
passing  
Kilburn 199

ROSBAR 777

EUROPA

GLENELG  
Roseley Square

106

B

# KING WILLIAM ROAD HYDE PARK

quaint boutique fashion and restaurant precinct

Boutique retail strip in one of Adelaide's premium districts. With its cobblestone street and heritage feel, it has a mix of fashion, accessories, restaurants and food outlets tailored to this upper end market.

Premier Retail Leasing has been responsible for introducing some of the quality shops within this mainstreet including Cibo, Wheel & Barrow, Un Caffe Bar, Raw Pearls and Vivid Room which have helped create the streets appeal.





CIBO<sup>7</sup>  
Espresso

[www.ciboesspresso.com.au](http://www.ciboesspresso.com.au)

Wheel & Bar

# ADELAIDE SUBURBAN SHOPPING CENTRES

successful reputation for suburban shopping centre development

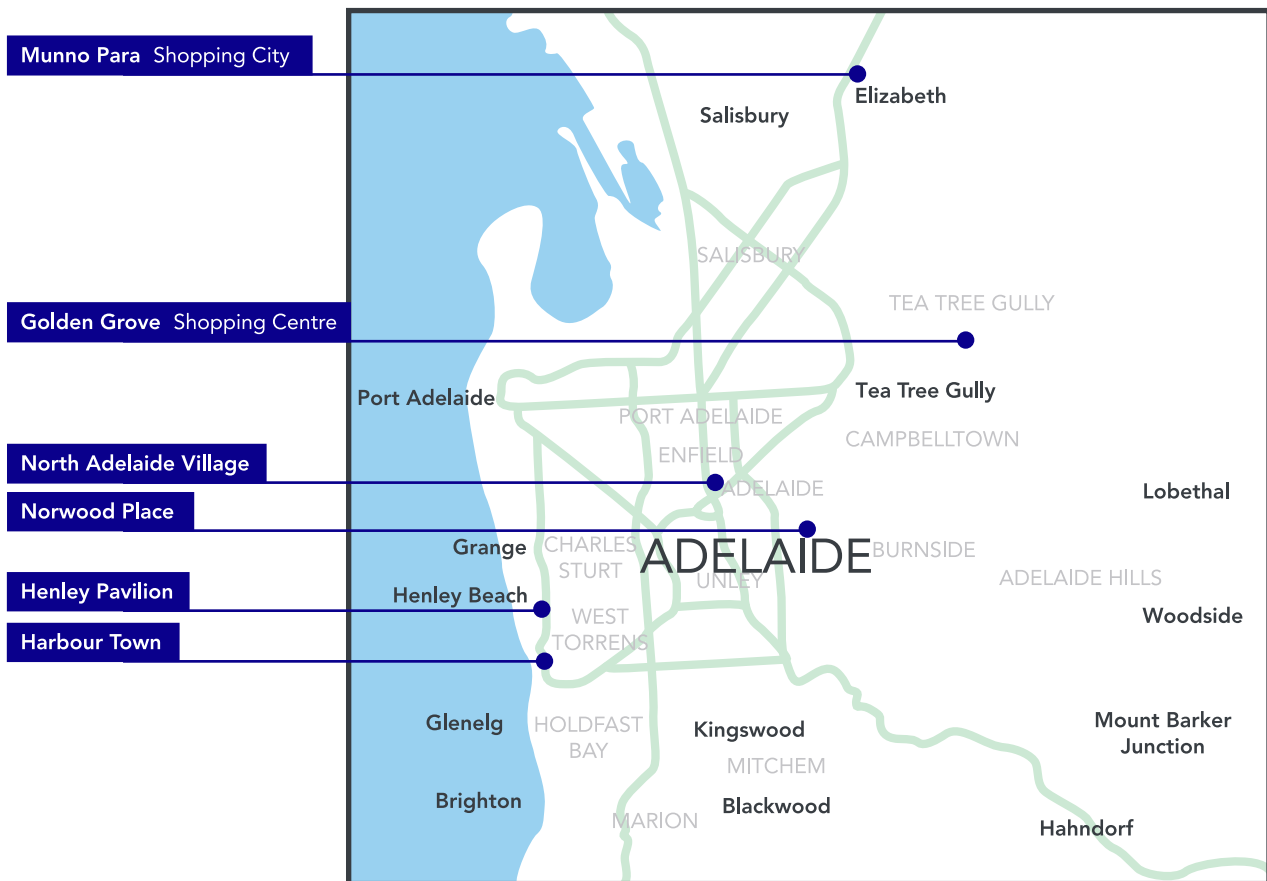
Responsible for the sole leasing, consultancy and design layout planning of many quality shopping centres throughout Adelaide's suburbs.

From the dominant Munno Para Shopping City to boutique centres at Norwood and Henley Beach plus the brand direct Harbour Town at West Beach, Premier Retail Leasing has provided expertise and creativity in leasing within each of these developments.





# ADELAIDE SUBURBAN SHOPPING CENTRES



# ADELAIDE SUBURBAN SHOPPING CENTRES: Norwood Place

Address:	The Parade, Norwood
Year:	2003
Client:	Chapley Nominees
Number of Shops:	25
Responsibilities:	Sole leasing, consultancy & plan design
Key Retailers Leased:	Portmans, Sportsgirl, A-Mart Sports, Nine West, Diva, House, Zamels Jewellers, Boost Juice, Hutchinsons 3, Australia Post, Brumby's, Wendy's, Feast Fine Foods, Amcal Pharmacy.



# ADELAIDE SUBURBAN SHOPPING CENTRES: Henley Pavilion

Address:	Seaview Road, Henley Beach
Year:	2011
Client:	Bayspring Pty Ltd
Number of Shops:	15
Responsibilities:	Sole leasing, consultancy & design layout
Key Retailers Leased:	Nine West, FCUK, Seed, Crestcut Meats, Seafood on Henley, Seaview on Minnow Cherry Blossom Sushi.



# ADELAIDE SUBURBAN SHOPPING CENTRES: Munno Para Shopping City

Address:	Main North Road, Smithfield
Year:	Stage 1 - 1991, Stage 2 - 1994, Stage 3 - 2001
Client:	Chapley Nominees
Number of Shops:	95
Responsibilities:	Sole leasing on all 3 stages of the development plus consultancy and plan design
Key Retailers Leased:	Harvey Norman, K-Mart, Spotlight, Harris Scarfe, McDonalds, Cheap as Chips, Hungry Jacks, Sprint Auto Red Rooster, BWS, Betts, Jeans West, A-Mart Sports.



# ADELAIDE SUBURBAN SHOPPING CENTRES: North Adelaide Village

Address:	O'Connell Street, North Adelaide
Year:	2007
Client:	Makris Group
Number of Shops:	37
Responsibilities:	Sole leasing, consultancy & plan design
Key Retailers Leased:	Angus & Robertson, Cookaholics, BankSA, Adelaide Bank, Un Caffè Bar, Escape Travel, Baker's Delight, OPSM, Tu Yu, Zest Gymnasium, Arya Restaurant & Blanc Bistro & Grill.



# ADELAIDE SUBURBAN SHOPPING CENTRES: Golden Grove Shopping Centre (Stage 2)

Address:	The Golden Way Golden Grove
Client:	Colonial Mutual
Number of Shops:	28
Responsibilities:	Sole leasing and consultancy
Key Retailers Leased:	Just Jeans, Westco Jeans, Betts, Billy Baxters, Sussan, Suzanne Grae, Rockmans plus the fresh food market.



# ADELAIDE SUBURBAN SHOPPING CENTRES: Unley Shopping Centre

Address:	Unley Road, Unley
Year:	1995
Client:	Woolworths Ltd.
Number of Shops:	46
Responsibilities:	Sole leasing and consultancy
Key Retailers Leased:	Angus & Robertson, Ed Harry Menswear, Sussans, Australia Post, Cacus Pharmacy, Kinney Shoes and Semprini's Newsagency.



# ADELAIDE SUBURBAN SHOPPING CENTRES: Harbour Town West Beach (Stage 1)

Address:	Tapleys Hill Road, West Beach
Year:	2002
Client:	ING
Number of Shops:	30
Responsibilities:	Sole leasing
Key Retailers Leased:	Youthworks, Rivers, Esprit, Roger David, Colorado, Victoria Station, Jay Jays, Portmans, Table Eight, Fletcher Jones, Rockmans, The Coffee Club, Just Jeans and Esprit.



GPO Box 2445 Adelaide SA 5001  
Mobile: 0408 820 924 Fax: 08 8353 8133  
Email: [sales@premierleasing.com.au](mailto:sales@premierleasing.com.au)

**[premierleasing.com.au](http://premierleasing.com.au)**