



EAST END PLACE

111 Bourke Street, Melbourne
121 Exhibition Street, Melbourne
Southern Cross Lane

 **AINSWORTH
PROPERTY** TM

On behalf of our client

Charter Hall 

Rare Flagship Retail Opportunity at East End Place

A reimagined precinct that beautifully blends workdays and enriching experiences.

Positioned within the prestigious 'Paris End' of Melbourne's CBD, East End Place has undergone a complete revitalisation, transforming into a sophisticated destination where business, retail, dining, and culture converge.

Spanning 111 Bourke Street, 121 Exhibition Street and Southern Cross Lane, this landmark precinct delivers a vibrant alfresco retail environment surrounded by some of Melbourne's most prominent commercial addresses.



Unmatched Visibility in a Premium City Connection

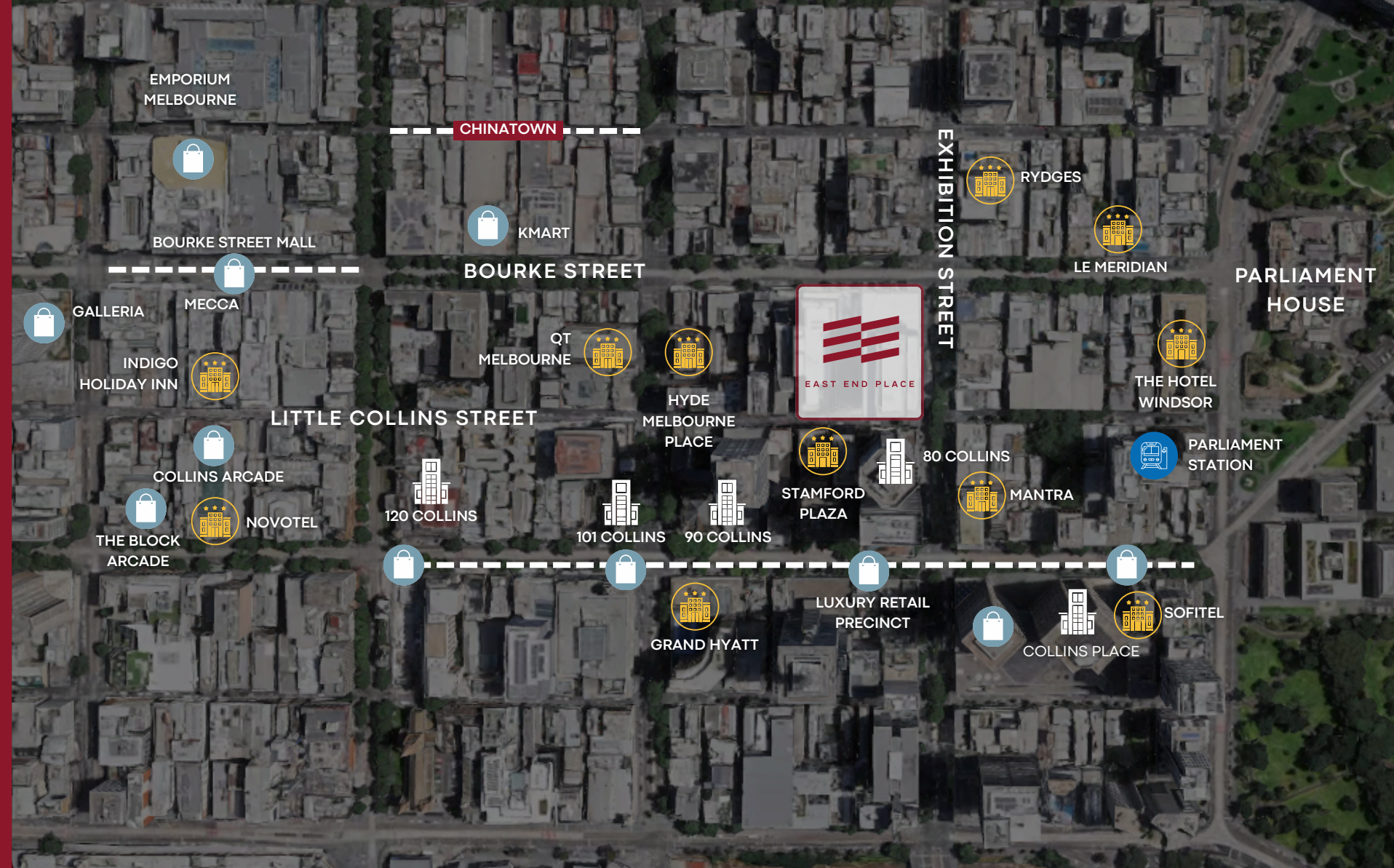
Perfectly positioned along one of Melbourne's busiest CBD thoroughfares, this site enjoys exceptional visibility, access, and pedestrian flow. Bordered by Exhibition, Bourke, and Little Collins Streets, it sits at the heart of the city's activity and energy.

Surrounded by major business headquarters, luxury hotels, premium retail, theatres, and acclaimed dining destinations, the location offers unparalleled exposure and connectivity — the ideal setting for a brand seeking presence in Melbourne's most vibrant commercial and lifestyle hub.



East End Lifestyle & Leisure

Discover a destination where wellness, style, and social energy meet — from indulgent self-care to vibrant urban experiences.



Prime 180 sqm Corner Opportunity



FLAGSHIP RETAIL
OPPORTUNITY



120,000 SQM
OF OFFICE SPACE

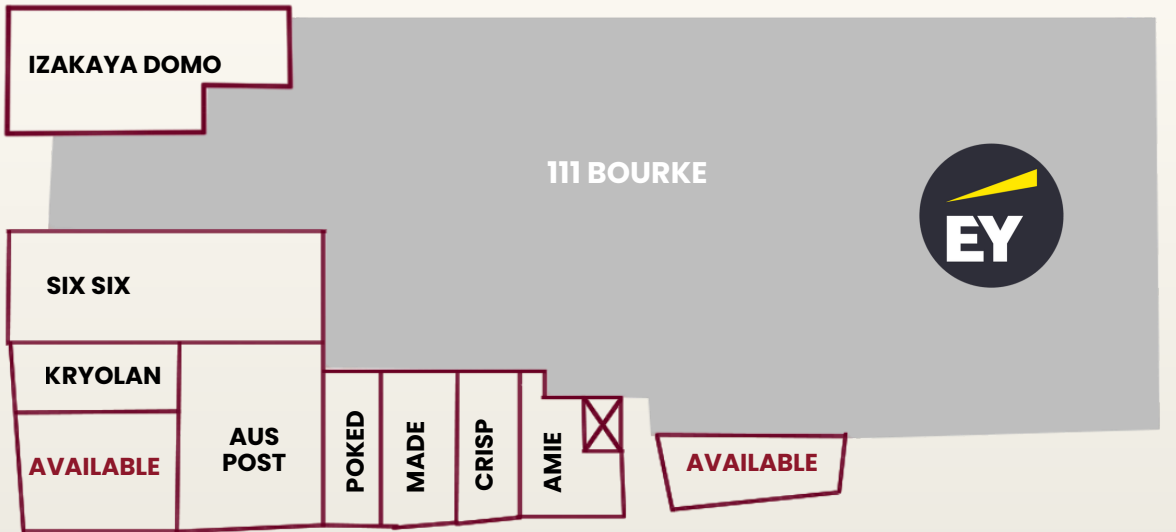


POSITIONED AT THE
MAIN ENTRY TO
EAST END PLACE



HANDOVER
JULY 2026

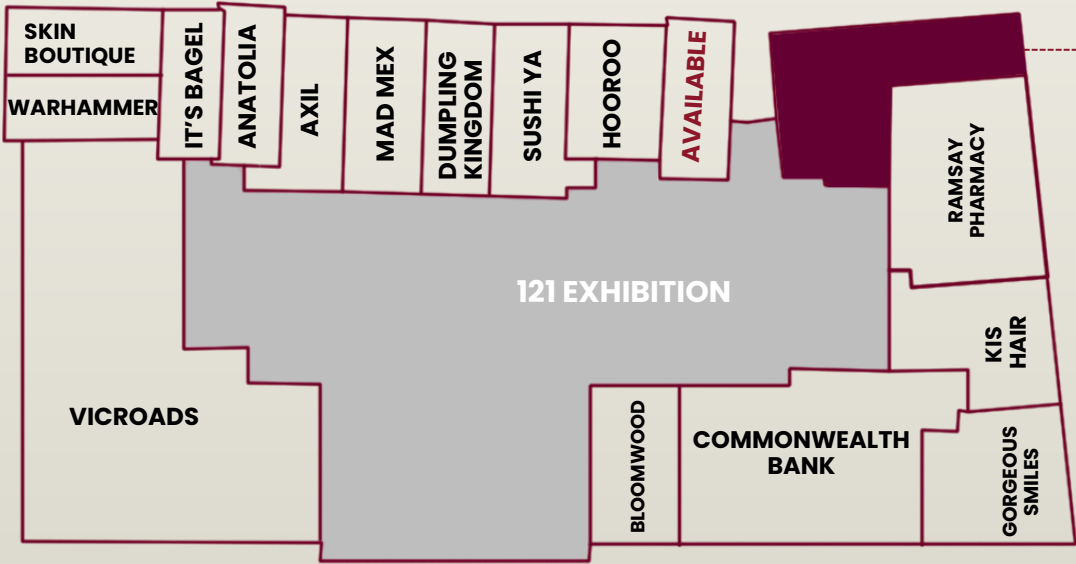
LITTLE COLLINS STREET



SOUTHERN CROSS LANE

Site
Location

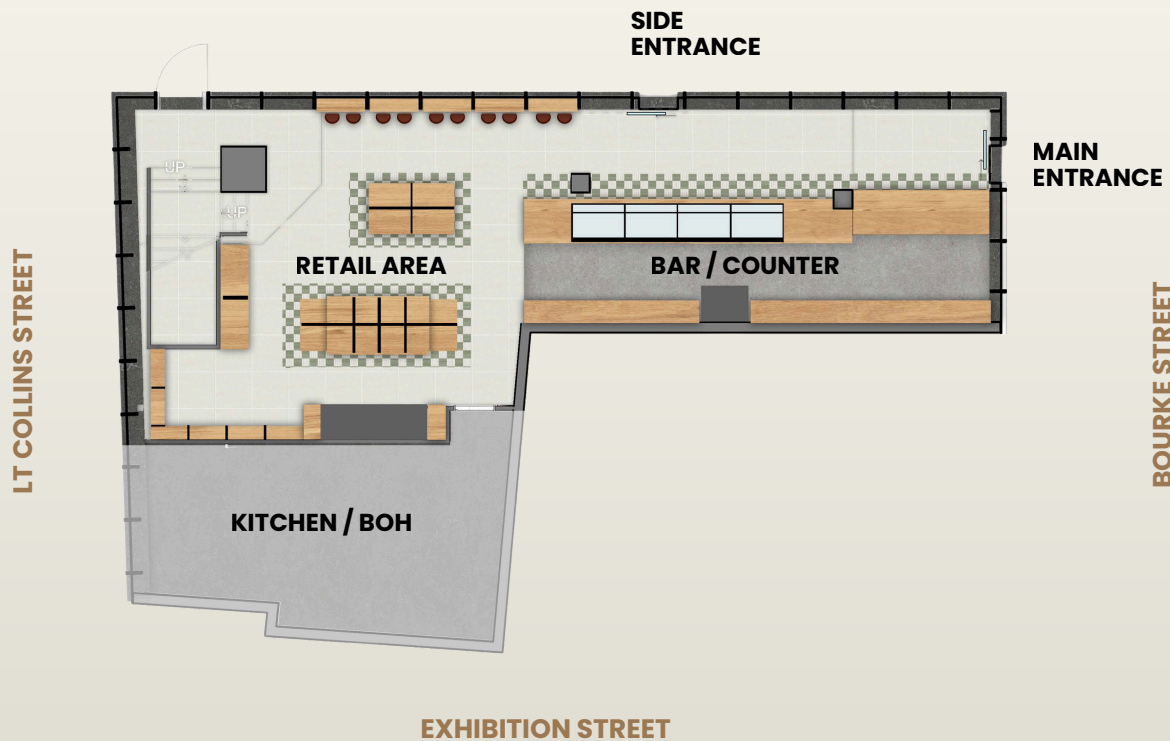
BOURKE STREET



EXHIBITION STREET

Suggested Floor Plan

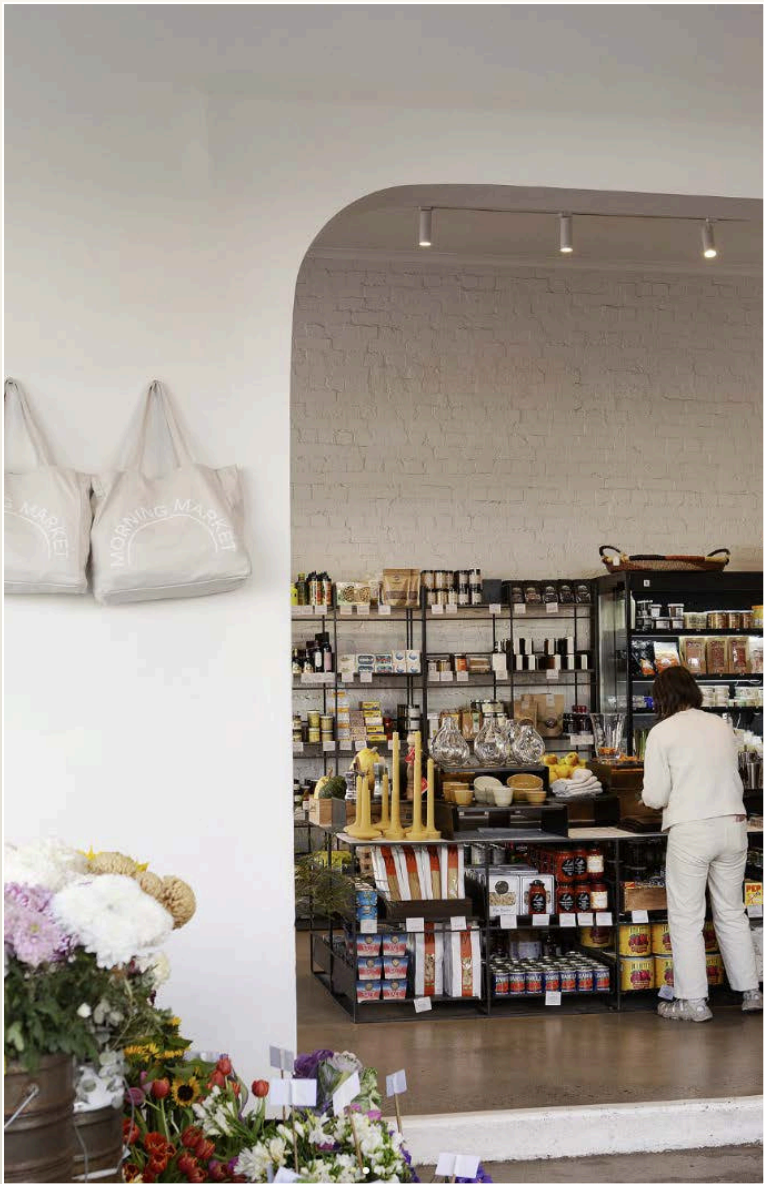
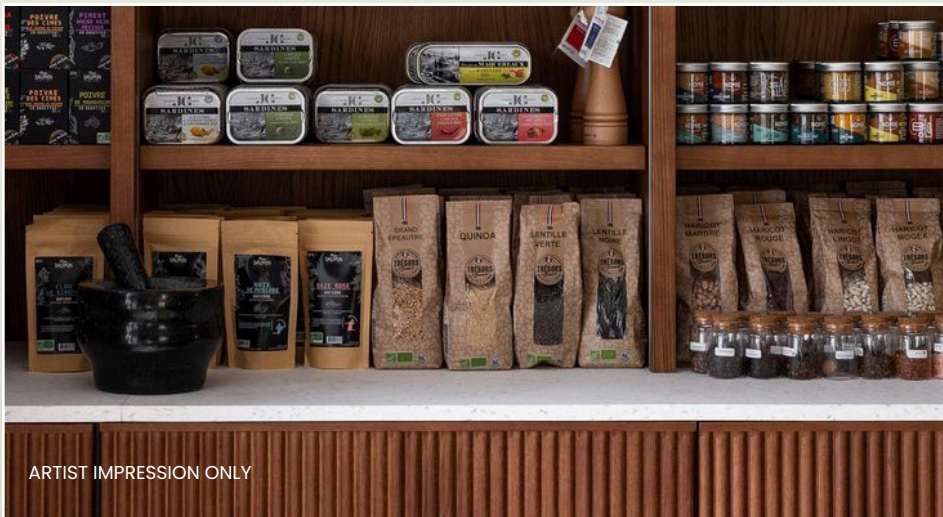
Concept Plan - F&B
Ground Floor



Concept Plan - F&B
Mezzanine



Sample Look & Feel



3D Visualisation





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PROPERTY™**

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WE ♥ RETAIL™

