

A NEW PRECINCT IN

BYRON BAY



RETAIL
HEALTH & WELLNESS
COMMERCIAL
FOOD & DRINK

Unlike anywhere else...

EASY STREET
HABITAT BYRON BAY

Open and see ↻





04	INTRODUCTION	
	OVERVIEW	06
08	LOCATION	
	NEIGHBOURHOOD	10
14	TESTIMONIALS	
	LOCAL MARKET	16
18	INVESTMENT OPPORTUNITIES	
	VISION & MATERIALS	20
22	LANDSCAPING & SUSTAINABILITY	
	CONTACT	24

Easy Street Byron Bay is...

- ♦ A mix of retail, health and wellness, plus commercial spaces.
- ♦ Home for all sorts of passion-led businesses.
- ♦ Somewhere for locals to connect.
- ♦ A new part of town in Byron.
- ♦ Beautifully designed and carefully curated.
- ♦ A world class precinct in a regional setting.
- ♦ A green and vibrant community.

Easy Street Byron Bay isn't...

- ♦ Multinationals and chain stores.
- ♦ Overbuilt and overrun by cars - thanks to plenty of parking and public spaces.
- ♦ Just another row of shops and offices.
- ♦ Like anywhere else in Byron.



Cafe below, health studio above



As Byron continues to boom, Easy Street is poised to become the epicentre for the new economy in this popular town.

Reflecting the lifestyle that made Byron famous, Easy Street will be home to a mix of businesses including fashion boutiques, yoga studios, designer showrooms, tech start-ups, wellness centres, creative agencies, health professionals, local makers, international lifestyle brands and a hole-in-the-wall coffee spot. All of them surrounded by lush gardens and native landscaping.

Located in the heart of Habitat – a little oasis within one of the most beautiful places on Earth – Easy Street is a stroll from the beach (lunchtime surfs!) and 10-minute cycle to town.

The light-filled main entry



Location

The beaches might be the face of Byron Bay, but the Arts & Industry Estate has always been its soul.

Originally a small outpost, occupied by an intriguing blend of old school tradies, bohemian artists and revolutionary surfboard shapers, the Arts & Industry Estate has evolved to become the creative and commercial heart of Byron with several world-famous fashion labels and innovative businesses dotted around its bustling streets.

As for town, you've heard it before, but Byron Bay really is a special place. Having evolved from humble coastal village to hippy mecca to world-renowned holiday destination, it continues to draw people in with a unique blend of small-town charm and big city energy.

*The perfect waves, great food,
international music, pristine
rainforests and genuine community
are pretty good too.*

Getting here is easy with Ballina airport (with direct flights from Melbourne and Sydney) and the Gold Coast international airport 20 and 40 minutes away.



One of Byron's iconic beaches, The Pass

The Heart of Habitat

Easy Street runs through the middle of Habitat, a cleverly designed village in Byron Bay, where people get to live, work and play, all in one place.

Over 20 years in the making, Habitat combines the best of old-school Byron (community, creativity, respect for the environment) with the latest in design and thinking (renewable energy, hybrid live + work spaces) along with plenty of good times (bars, cafes, fitness, shopping) to create a special little place within one of the most idyllic locations in Australia.

Already home to over 50 businesses – from architects and designers to real estate agents and naturopaths – Habitat is pumping, and the addition of Easy Street will only generate more energy and attention, boosting the entire neighbourhood.



The community lap pool



Benefits

We couldn't call it Easy Street without a long list of perks that come with being part of this new precinct. Before you skim over these, take a minute to appreciate how shared amenities like high-end boardrooms, outdoor meeting areas, and centralised restrooms, mean you get to save on precious space and costs.

Then take a long look at the pool again and try imagining a better way to end your workday. Enjoy access to...

- On-site lap pool with showers and change rooms
- Covered BBQ area and ping pong tables
- Super-fast internet from fibre NBN broadband
- Access to shared indoor and outdoor meeting rooms
- Plenty of free customer & staff parking
- Ducted air conditioning
- Large shopfront windows with timber frames
- Solar power throughout with Tesla batteries
- Electric car chargers
- On-site cafes & restaurants
- Stroll to the beach



Shared outdoor meeting space



Kind words

Habitat is already home to a thriving community of like-minded businesses and is a well-known shopping destination for tourists and locals alike. We think it's the best retail and business precinct in Byron, but don't take our word for it.

Here's what some of our tenants have to say...



"What I love about Habitat is the community, which really support you as a business owner."

Tristan Grier
Owner
Barrio restaurant

"Best thing about Habitat is being around the incredible landscaping every day. In bigger projects, landscaping gets sidelined all too often, but here it's been thought about deeply and well executed."

Dominic Finlay-Jones
Principal
DFJ Architects



"To anyone thinking of moving their business to Habitat, I'd say ditch the corporate offices and big shopping centres and come to paradise."

Emma Henderson
Co-founder
The Beach People

"We initially chose Habitat because we didn't want to deal with the traffic in Byron centre, but it's really delivered on work life balance too. Having access to great food, coffee, fitness options, a pool, and being so close to the beach works for us."

Colin Hussey
CEO
A Perfect Stay



"The calibre of brands and businesses at Habitat was really important to us."

Emma McClean
Owner
Children of the Tribe

BALLINA
20 MINS TO
AIRPORT

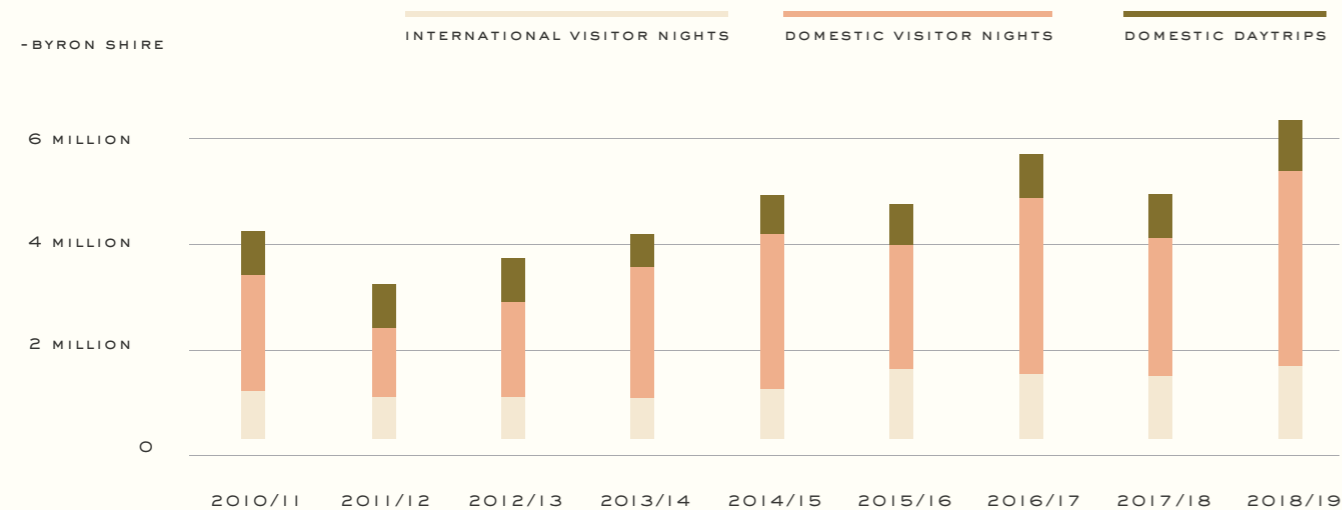


GOLD COAST
40 MINS TO
AIRPORT



BYRON RANKS #1 IN REGIONAL NSW
FOR VISITORS AND DOLLARS SPENT

BREAKUP OF VISITOR NIGHTS



SOURCE: TOURISM RESEARCH AUSTRALIA, UNPUBLISHED DATA FROM THE NATIONAL VISITOR SURVEY AND INTERNATIONAL VISITOR SURVEY 2018/19.



Annual events

BLUESFEST | APRIL
SPLENDOUR IN THE GRASS | JULY
BYRON WRITER'S FESTIVAL | AUGUST
BYRON INTERNATIONAL FILM FESTIVAL | OCTOBER
MULLUM MUSIC FESTIVAL | NOVEMBER
FALLS MUSIC & ARTS FESTIVAL | DECEMBER



SOURCES: DESTINATION NSW, CORELOGIC RP DATA, INTERNATIONAL VISITOR SURVEY, REALESTATE.COM.AU AND TOURISM RESEARCH AUSTRALIA.

the LOCAL MARKET

+136%

FIVE YEAR
TREND
HOUSE PRICES



\$3.9
billion

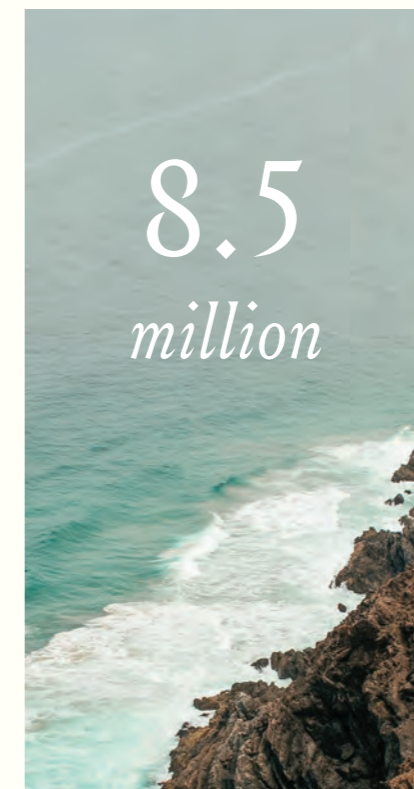
ANNUAL TOURIST SPEND
IN THE REGION



37KM OF WORLD
CLASS BEACHES

\$2.7 million

MEDIAN HOUSE
PRICES



DOMESTIC DAY TRIP
VISITORS TO THE
NORTH COAST

HIGH DEMAND &
LOW VACANCIES



1.2-1.8%

VACANCY RATES

Investment Opportunities

Whether you're looking to own or lease a shop, showroom, office or studio space for your health & wellness business, Easy Street has something for everyone.

Retail

With hardwood framed shop fronts, polished concrete floors, covered walkways, cobblestone footpaths, and over-the-top luscious subtropical landscaping and green walls, Easy Street will be the most inspiring retail precinct in Byron.



Health & Wellness

To feel good, you need room to breathe. Because Easy Street was designed and built from the ground up, our health and wellness spaces all feature natural light and ventilation, so people can thrive.

Commercial

All real estate is in short supply around Byron, but brand-new commercial space is rarest of all. Perched on the second and third floors, capturing views and sea breezes, this is an unparalleled opportunity to lease or own commercial in the dreamiest of locations. Additionally, multiple spaces are available to accommodate businesses of any size.



Food & Drink

Every street needs a corner where people can meet up and connect while nibbling on something healthy and delicious. Offering a centrally located cafe, Easy Street will build on Habitat's reputation as a destination for great food in a lush, relaxed environment.



Vision

"The thing that really motivates us is the bigger picture of why a project exists, how it connects with a location, and what problems it can solve.

Easy Street is an evolution of the work we've done previously at Habitat. While maintaining the same core design principles, we've also executed them in new and exciting ways.

We've created Easy Street with the existing community in mind. We wanted to design something that would add to the character of the place while providing value for everyone.

Giving people the spaces and opportunity to constantly reconnect with nature and the land is the key.

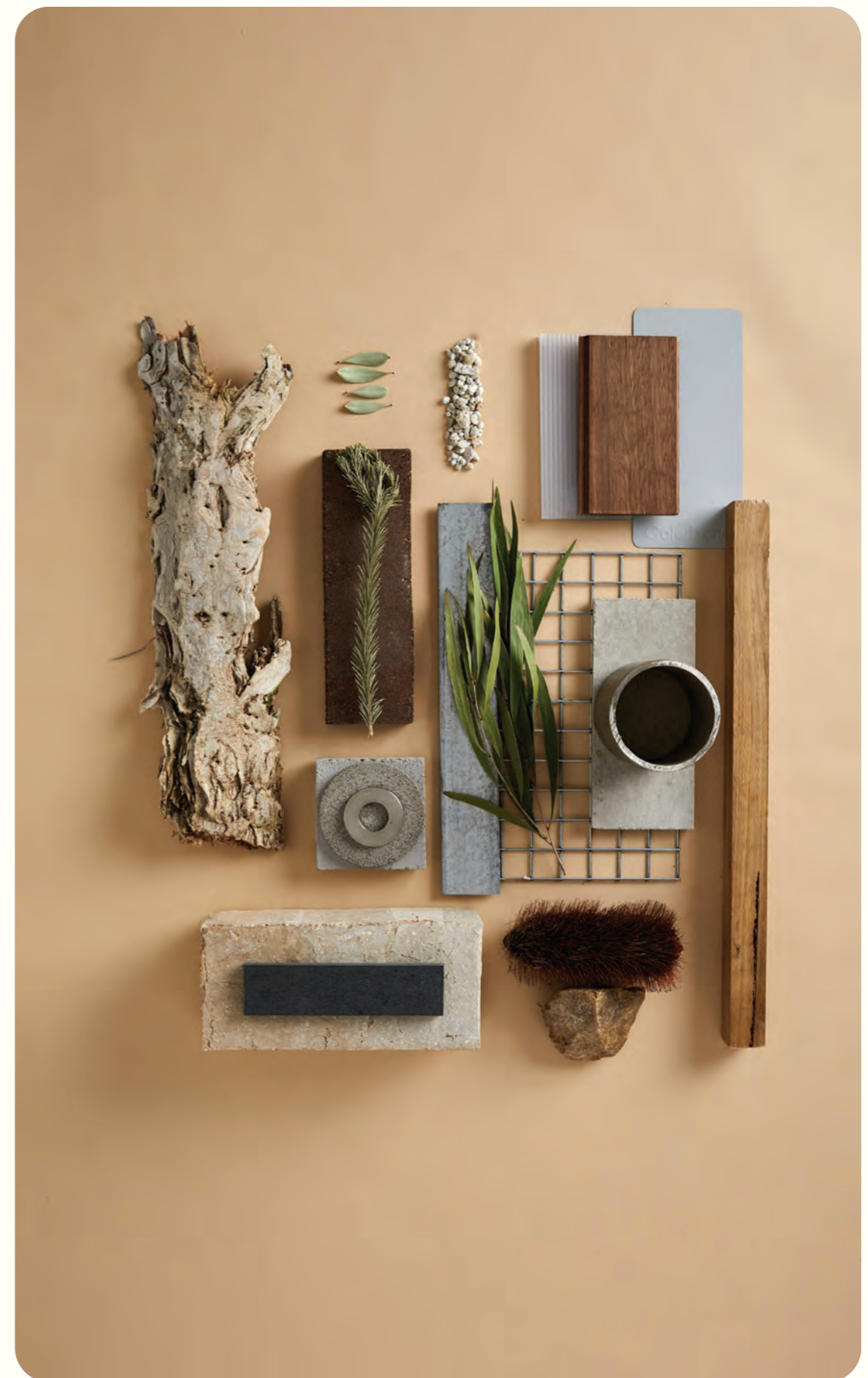
It's easy to know if people like something – they want to hang out there. Whether that's to grab a coffee, do some work, go to a class, or just sit and chill. Seeing lots of people around the place is always a good sign."

– Fraser Williams-Martin, Project Architect.

Materials

We followed a simple philosophy when selecting the building materials for Easy Street – everything had to be high quality with a natural aesthetic to create something timeless. This means lots of raw finishes and uncoated products, which are both strong and durable, but also complement the native landscape. Same with the colour palette, which was inspired by the humble paperbarks dotted around the precinct.

Some of our favourite elements are the bricks, which are a bespoke product from third generation makers in Victoria, using rich Australian clay from the goldfields. The spotted gum, a premium Australian hardwood timber, rarely used in commercial projects, but generously applied throughout Easy Street. And the polycarbonate roofing (a great Australian invention) that provides even natural light in undercover spaces while defusing the heat. Thanks to this magical product, Easy Street has common areas where people can meet, and plants can grow, in a comfortable environment.



A sample of the materials

Landscaping

Continuing our commitment to landscaping – a valued design feature woven throughout Habitat – Easy Street will feature our most spectacular gardens and green spaces yet.

Along with upgrades to the nearby recreational precinct, and green screens growing up building sides, the hero of the extensive Easy Street landscaping will be the native subtropical creek bed that wanders from end to end. A boulevard of awesomeness (according to the architect) it'll grow to become a living work of art created with a combo of ancient volcanic rocks and hundreds of native plants, all of which have been purposely grown and handpicked from a nursery near Nimbin.

Inspired by the beautiful creeks you find hidden in Byron's hinterland, let us take you for a quick tour.

We start at the eastern end, where a deep swale has been carved alongside the street. Large moss-covered boulders of basalt form the edges with smooth river stones lining the creek bed. Walking under dappled light from the weeping paperbarks and flame trees overhead, steppingstones appear underfoot to help cross from side to side. Halfway along, there's a honeyeater hiding in a grove of banksia and people sitting on the overhanging deck in front of the cafe. Some kids pick finger limes from the native edible gardens, while their friends jump along the rocks ahead, which have morphed into impressive slabs of sandstone. Eventually reaching the other end, you're greeted by a mob of grass trees and Bangalow palms, all gathered around a billabong. It looks like the real thing and whenever rain starts falling and water begins flowing gently and slowly, it does a nice job of mimicking the sounds of the rainforest too.

Sustainability

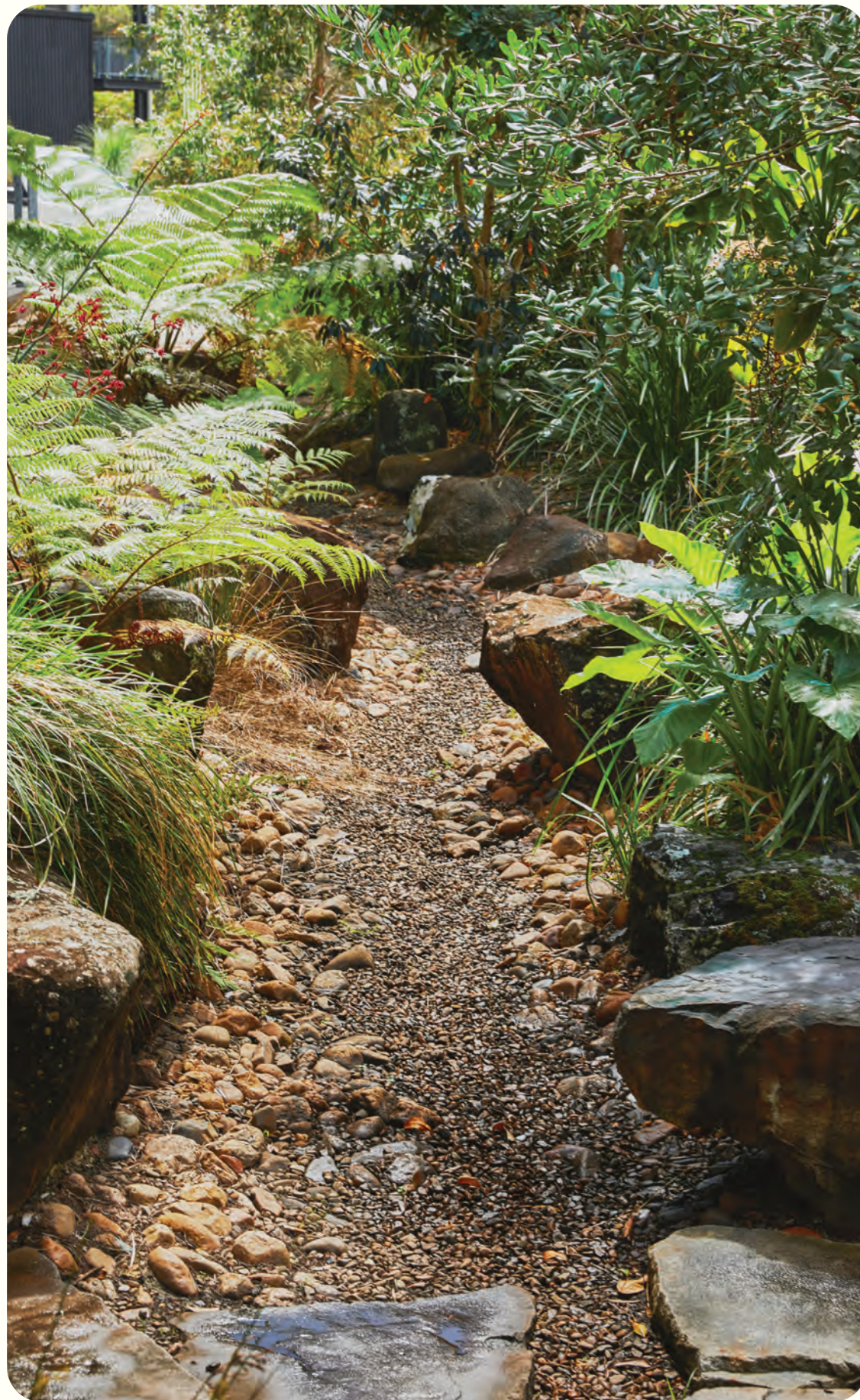
There's no such thing as being truly sustainable when you're building things from steel, bricks and concrete. We get that. But that hasn't stopped us from trying to make Easy Street an environmentally friendly place. Here's some things we're proud of:

We designed Easy Street with an embedded energy network, which means the power created by the solar system across our rooftops stays within the precinct, allowing Easy Street to run on hyper-local green energy.

We've thought a lot about water. As a result, our gardens are fed with recycled water from the local treatment plant, our toilets operate on rainwater and all storm water is channelled through cleverly designed swales into natural reed beds (little gardens with plants) which balance the acidity before slowly releasing it back into our ecosystem.

Knowing the future of transport is electric, Easy Street has a number of dedicated charging stations for electric vehicles. Furthermore, we partnered with Popcar, the car share service, so people can get rid of their cars altogether, only paying for a vehicle when they need it.

Mature landscaping in Habitat





For sale and lease now.
Getting in touch is easy.

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Visit: 5 Easy St, Byron Bay

Construction is underway, due
for completion November 2021