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# Surf shop's Soul rush

**Phil Bartsch**

SURFWEAR retailer Rush Surf is set to drop in on the 77-storey Soul tower's \$120 million retail precinct, under construction on the Gold Coast.

It is the first major retail tenant to precommit to the Juniper Group development.

The fast-growing surf chain has taken an eight-year lease with a seven-year option on a 463sq m tenancy with frontage to Cavill Mall. It will be its 37th store nationally and its third in Surfers Paradise.

It is understood a number of other big-name retailers and brands also are negotiating to set up shop at Soul.

Prime Site has been told another major tenant is about to settle its lease.

Rush Surf managing director Wade James said \$1 million would be spent fitting out the new store to make it the chain's most iconic.

"We really are putting our heart and soul into making it our flagship store," Mr James said. "Soul will give Surfers Paradise the facelift it has needed for many years and the opening of this store shows how much faith we have in Surfers."

The leasing rate for the deal has not been disclosed but retail space in the precinct starts from \$1800/sq m.

Long-standing Cavill Mall attraction, the Ripley's Believe It or Not! Museum, has already taken possession and begun fitting out its 840sq m tenancy in the precinct.

It has signed a 10-year lease.

Rush Surf and Ripley's are among a limited number of Soul tenants scheduled to be trading by December. The rest of the retail space is expected to open early next year.

The \$850 million Soul tower development is being built by Grocon and is due for completion in mid-2011.

Its site has frontage to both The Esplanade and Cavill Mall and its retail precinct will comprise 45 outlets over 7600sq m on the ground and first floors.

Juniper Group retail property portfolio manager Lorraine Malloch said global and national brands were being targeted as part of the leasing campaign for Soul.

"We have started taking leasing inquiries from some of the world's top brand names and are currently finalising leases with key flagship stores with direct Cavill Mall frontages," she said.

Juniper Group managing director Shaun Juniper said the launch of Soul's shopping and dining precinct would enhance the Cavill Mall retail strip.

"It will provide the Surfers Paradise foreshore with the best of both worlds – a strong local market of shoppers as well as a steady flow of tourists," he said.



**FIRST WAVE:** Rush Surf will lease space in Soul tower.