

PARK AVE

MELBOURNE

PA

*Satisfy your  
desires...*







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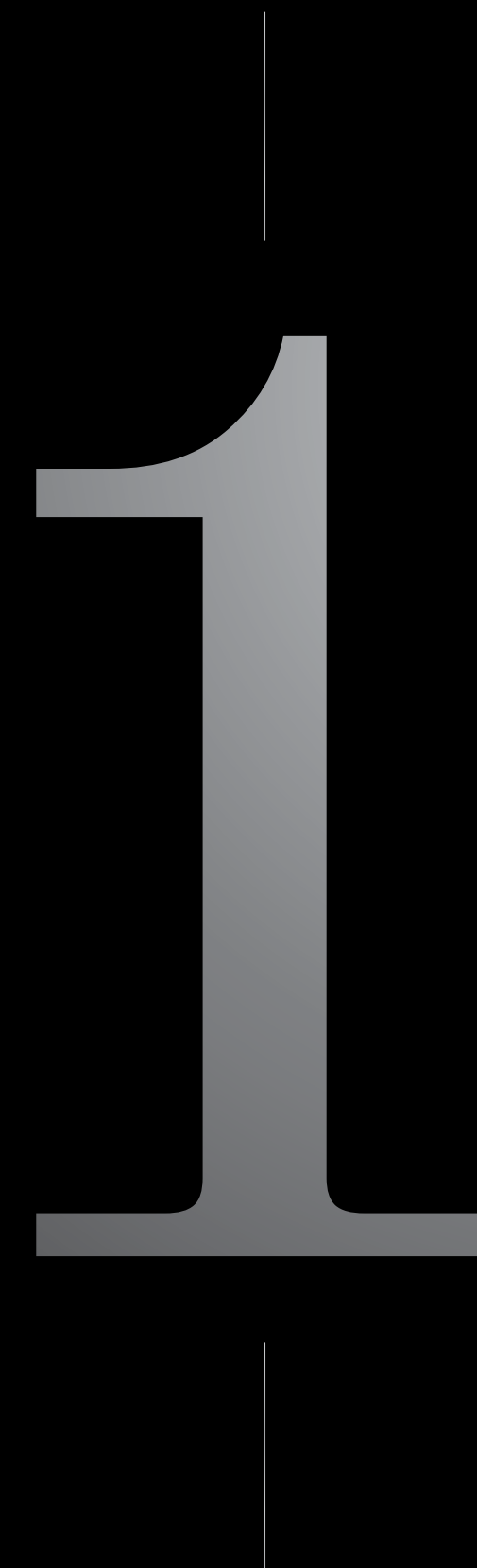




*chapter one*

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INSPIRATION



Inspired by New York's Lower  
Manhattan, an industrial zone turned  
coveted postcode.



WITH A NOD TO NEW YORK'S  
CHELSEA, MEATPACKING AND  
TRIBECA DISTRICTS, PARK AVE  
IS A NEW JEWEL AMONGST  
SOUTH MELBOURNE'S  
CULTURAL HUB.





INSPIRED  
BY LOWER  
MANHATTAN

South Melbourne is enjoying a lively revival as a place of illustrious residence. Like New York's downtown mecca, the once industrial area is now a sanctum of convenience, culture and eminent living.



RIGHT  
Lower Manhattan,  
New York City, 2016.



*Chapter two*

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ARCHITECTURE

2

Conceptual integrity defined by  
New York architecture and a modern  
Melbourne lifestyle.



PARK AVE MAKES A STRONG STATEMENT ABOUT MODERN LIVING, WITHOUT RAISING THE VOLUME. THIS IS MANHATTAN-STYLE CONFIDENCE, WITH A TOUCH OF MELBOURNE'S UNDERSTATED PRIDE.

## EVERLASTING STYLE

Evoking sculptural beauty and the art of balanced design, Park Ave is seamlessly stitched into the fabric of South Melbourne's cultural district.

Firm urbane lines form the lower podium, softened and contrasted by the upper tower's soaring waves. Glazed with sleek glass surfaces combined with natural concrete, the façade is a sartorial union of clean-cut lines and artful forms.



## TIMELESS MASTERPIECE

—

A glass façade dominates this ageless design, soaking the interior with natural sunlight. Bright, spacious and modern living is always in fashion.



## ECHOES OF NEW YORK

Glass and natural concrete provide a startling symmetry on the lower podium, serving as the entrance to Park Ave.

The design draws on the materiality and expression of understated strength, capturing the enduring spirit of Lower Manhattan's buildings.



ELEVATED LIVING IN  
MELBOURNE'S CULTURAL OASIS.





*chapter three*  
TAILORED LIVING

3

From start to finish, we're at your service with everyday arrangements and a suite of tempting experiences.





## FIVE-STAR LIVING

Be greeted by a responsive and gracious valet service, always available to park your car on Ground level upon your arrival.\*

\*Valet Service available for select apartments. Refer to contract of sale for details on concierge and valet services, including hours of operation and scope of services and cost.





## PERSONAL SERVICE

A striking foyer is where your journey into sophistication begins. Mirror ceilings reflect polished marble floors, creating a visual delight at the start and end of your day.

It's here that a genuine commitment to your enjoyment is captured. Our 5-star services can all be arranged via the concierge desk. Enjoy on-call service, dry cleaning, parcel collection and supermarket storage. We stand ready to assist, including with transportation and dining reservations.

\*Valet Service available for select apartments. Refer to contract of sale for details on concierge and valet services. Valet services only available to those apartments with car parks.



# EXCLUSIVE HIDEWAY

Echoes of New York's top boutique hotels can be found within the relaxing and indulgent Lounge area, exuding moody glamour and comfort-minded charisma. Plush velvet sofas await your arrival, either with a book or fine company as you luxuriate by a tempting fireplace.

There's no better place to wind down as you pour a glass direct from a wine cellar provided for residents' use.\*

\* Wine locker available to lease. Terms and Conditions apply.



# AQUA RETREAT & WELLNESS

Whether you're wrapping yourself in relaxation or a reinvigorating workout, Park Ave's spa and wellness area offers an extra layer of comfort and class. Five star facilities include cardio and weight training equipment, free weights, a Pilates room with equipment, sauna and massages by appointment.



*Chapter four*

PARK RESIDENCES

4

An exclusive experience in the sky,  
our most in-demand residences are  
limited in supply.



# CRAFTED INTERIORS

Bathed in natural light, our 3-bedroom residences boast sleek, streamlined interiors, all designed with a fluidity of movement from every vantage point.

This open-living area gives your new home a spacious quality that both calms and moves, further enhanced by floor to ceiling glass windows that overlook unique and stunning views.









## A PLACE TO CALL HOME

Style your sanctuary your way. Our interior designs can be complete with either a light colour palette to inspire and energise, or darker tones for optimal relaxation and indulgence. Our premium residences feature state of the art security, with access to secure underground parking, a personal storage cage and bike racks.\*

\* Terms and Conditions apply.







## UNRIVALLED PANORAMAS

Each of our Park residence master bedrooms feature divine marble detailing throughout the ensuites, walk in robes, and floor-to-ceiling windows, creating a panoramic views between your waking self and the world's most liveable city.



*Chapter five*  
PARK SUITES

5

An aesthetic benchmark for  
considered, spacious living.





DARK OPTION  
ARTIST IMPRESSION



# UNAFFECTED SOPHISTICATION, UNRIVALED LIFESTYLE.

## EXQUISITE TOUCHES IN EVERY CORNER

A sense of luxe emanates throughout all Park Suites, not only within the space, but within the exquisite materials themselves. Choose a luxury bathroom in either a light or dark colour scheme – each creates a textured and well-cut bathroom interior, reminiscent of upscale city spas.



## SOPHISTICATED COMFORT

Each intelligent open-plan apartment harnesses natural light, creating an ideal space for a morning coffee or a relaxing drink at dusk. Whichever hour you rise or retire, your space allows you to perfectly articulate your enjoyment.

And for when it's time to lightly soak in the city's ambience, your own private balcony lets you open up to the buzz of the atmosphere of your South Melbourne sanctuary.





*chapter six*

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LOCALE

6

A coveted address in Melbourne's thriving cultural district, South Melbourne is steps away from indulgence and adventure.









## INDULGENCE & ADVENTURE

Park Ave's elevated style of living is enhanced by its location, offering a stylish marriage of culture, excitement and comfort. Melbourne's most iconic landmarks and must-sees are well within reach, and for those places that aren't, ample public transport and main roads pave the way to explore the world's most liveable city.

### PARKS & GARDENS

- 1 The Royal Botanic Gardens
- 2 Albert Park Lake
- 3 Fawkner Park
- 4 St Vincent Gardens
- 5 Fitzroy Gardens

### ART & CULTURE

- 6 ACCA
- 7 NGV
- 8 Malthouse Theatre
- 9 Hamer Hall
- 10 Arts Centre
- 11 St Paul's Cathedral

### PLACES OF INTEREST

- 12 Shrine of Remembrance
- 13 Victoria Barracks
- 14 South Melbourne Town Hall
- 15 Eureka Tower
- 16 Crown Casino
- 17 SEA LIFE Melbourne Aquarium
- 18 AC/DC Lane
- 19 St Kilda Beach

### RETAIL

- 20 IGA Express
- 21 Coles
- 22 Woolworths
- 23 Aldi
- 24 South Melbourne Market
- 25 Clarendon Street
- 26 Chapel Street
- 27 Collins Street Luxury Retail
- 28 Bourke Street Mall
- 29 DFO South Wharf
- 30 Melbourne Central
- 31 Emporium

### SPORTS & RECREATIONS

- 32 Lakeside Stadium
- 33 Melbourne Sports & Aquatic Centre
- 34 Albert Park Golf Course
- 35 Albert Park Grand Prix
- 36 Tennis World Albert Reserve
- 37 Fawkner Park Tennis Court
- 38 Rod Laver Arena
- 39 Melbourne Cricket Ground
- 40 AAMI Park

### FOOD & DINING

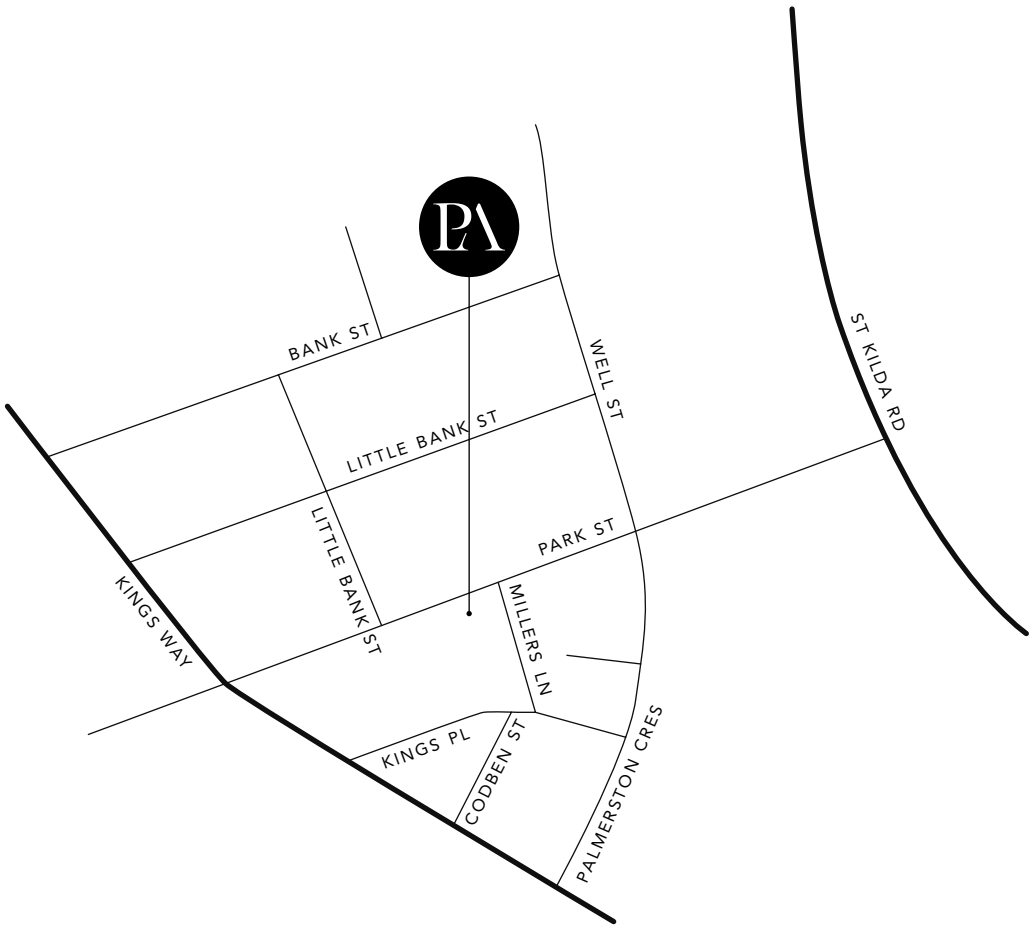
- 41 Kettle Black
- 42 Entrecote
- 43 The Botanical
- 44 Gilson
- 45 Bacash
- 46 France-Soir
- 47 The Emerson
- 48 Bistro Gitan
- 49 Rockpool
- 50 Nobu
- 51 Kisume
- 52 Coda
- 53 Vue De Monde

### EDUCATION

- 54 Melbourne Grammar
- 55 Mac. Robertson Girls' High School
- 56 Wesley College
- 57 South Yarra Primary
- 58 Christ Church Grammar
- 59 Melbourne Girls' Grammar
- 60 Albert Park Primary
- 61 Fawkner Park Child Centre & Kindergarten

### METRO RAIL

- 62 Flinders Street Station
- 63 South Yarra Station
- 64 Domain Train Station (UNDER CONSTRUCTION)







## PARKS & GARDENS

After an evening exploring Melbourne's after-dark excitement, the surrounding parks and gardens offer a change of pace for the weekend. Park Ave is located a few hundred metres from the Kings Domain and the Royal Botanic Gardens, home to year round activities that draw crowds from all across the city.

ABOVE Shrine of Remembrance  
LEFT, RIGHT The Royal Botanic Gardens



## LUXURIOUS & LIVEABLE

Bordering on Melbourne's central business district, South Melbourne is one of the city's longest standing and most storied suburbs. The historic precinct has been revitalized from an industrial zone into a beacon of contemporary urban culture. Rated 96 out of 100 for convenience by walkscore.com, Park Ave positions you at the premium end of urban choice. For everyday needs, you've got numerous options for supermarkets, banks and post office - all less than a kilometre away.



LEFT Crown Casino  
RIGHT Crown Complex  
ABOVE Southbank



# EXPERIENCE THE HEIGHT OF COMFORT, CONVENIENCE AND CULTURE.



ABOVE China Town  
LEFT State Theatre  
RIGHT Federation Square



## ART & CULTURE

The Park Ave neighbourhood is home to uniquely Melbourne experiences and icons, including the Sydney Myer Music Bowl and the Shrine of Remembrance.

The Arts Centre, the National Gallery of Victoria, ACMI, Southbank Theatre and the Malthouse Theatre put the cream of Australia's cultural crop at your doorstep, all within a stroll of your home.



LEFT State Library Victoria  
RIGHT Melbourne Grammar School  
ABOVE RMIT University

## EDUCATION

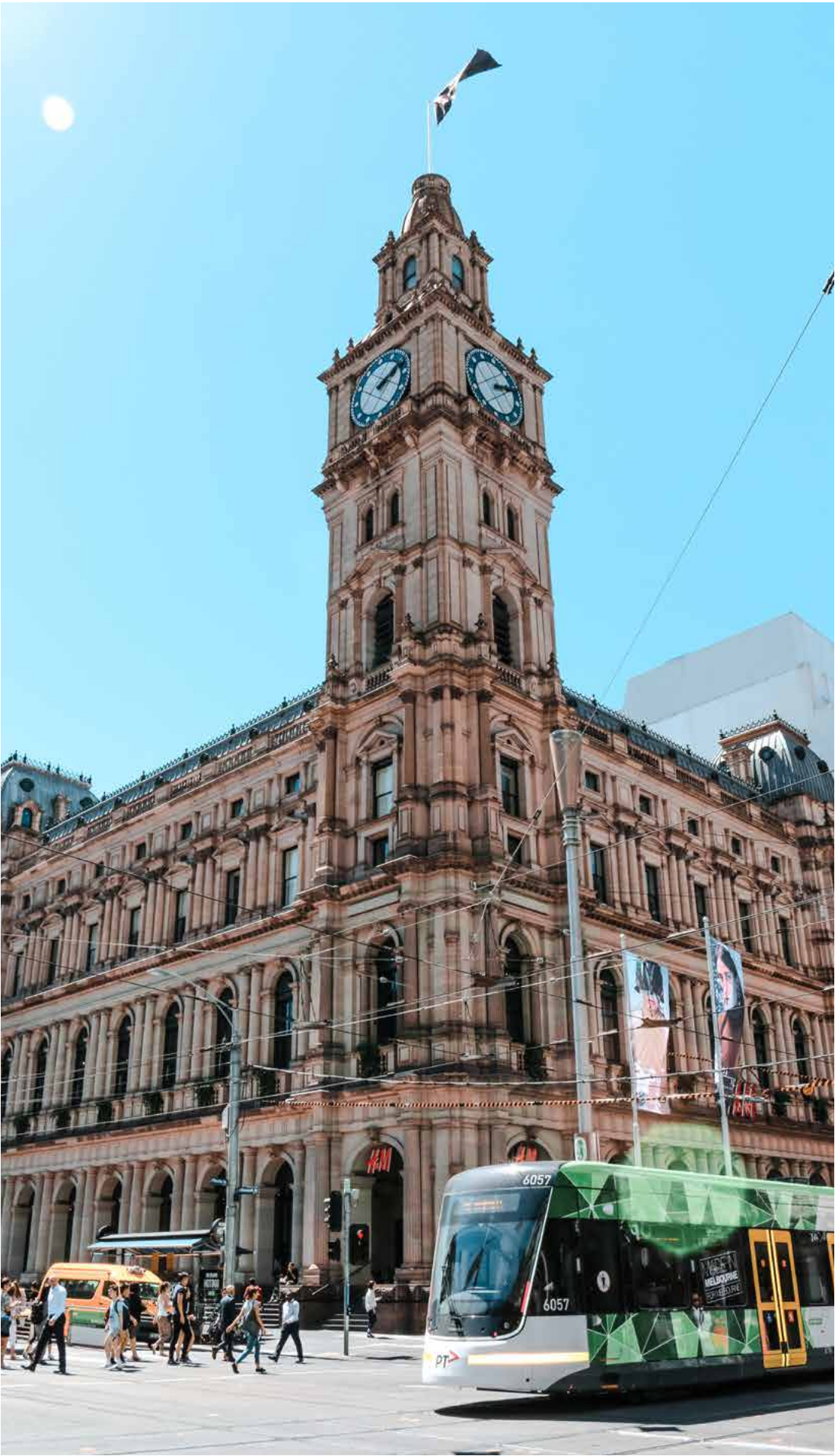
The most esteemed institutions call South Melbourne home: Mac Robertson Girls High School, Melbourne Grammar School, Melbourne Girls Grammar and Christ Church Grammar school are all conveniently accessible by tram, car, bike or by foot.







ABOVE Flinders Street Station  
LEFT Park Street Tram Super Stop  
RIGHT Domain Interchange Tram Super Stop



## SOUTH MELBOURNE

Welcome to South Melbourne: effortlessly distinguished, elegantly captivating, and undeniably exciting. Located just minutes to Melbourne's world-class shopping and commerce, it's also a short walk to Australia's elite arts precinct, acclaimed eateries and Albert Park Lake. All the finely woven textures and colours of Melbourne are yours to enjoy.

## DINING & SHOPPING

Restaurants and casual eateries abound your new neighbourhood. Just around the corner from Park Ave, The Kettle Black café is a bona fide foodie haven, along with local favourites Gilson and Entrecote. Established coffee roastery Market Lane is sure to become a new haunt, along with French breakfast experts Chez Dre Patisserie Boulangerie.

For the hands-on chef, a mouth-watering trip to South Melbourne markets is sure to inspire your culinary creativity.

For fashionable flair, Southbank and Crown Casino offer high-end dining, entertainment and designer shopping. Or head south side via the Domain Interchange for bustling retail strips along Chapel Street and Toorak Road.

Of course, there's also Melbourne's thriving CBD itself. From the hidden laneway speakeasy-style bars through to world-renowned culinary hotspots, it's the interplay of opposites that makes the Park Ave lifestyle so enticing.



ABOVE Melbourne's GPO  
LEFT Melbourne Central  
LEFT Fine Dining

## TRANSPORT

City commuters face virtually zero commute. Tram 58 stops right at the doorstep, and The Domain Tram Interchange is less than 300m away, with a new train station soon to provide another convenient mode of transport.

Flinders Street Train Station is also approachable within minutes. From there, the Metro train system grants exceptionally easy access to greater Melbourne and beyond.

If you're driving further afield, St Kilda Road, Kings Way and the M1 freeway are just around the corner from Park Ave. The city's better than average transport facilities also accommodate cyclists, with flat, smooth on-road bike paths to guide you to your destination.



*chapter seven*

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PROJECT TEAM



A trifecta of talent for a  
successful collaboration.



# MILBEX

Since 2004, Milbex has been at the forefront of world-class, contemporary and elevated residential living.

Our developments demand the highest standards and attention to detail in architectural and interior design, consistently delivering homes of quality, sophistication and affordability.

Collaborations are our tour de force, allowing us to combine and share our architectural finesse, enhancing every development we turn our eyes to.

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



CHT Architects are a multidisciplinary architectural firm committed to delivering to the highest of design standards.

A team of creative and passionate professionals, CHT Architects pride themselves on working in close collaboration with clients to produce innovative and functional architectural solutions.

Their aim is to enrich people's lives with premium quality, distinctive buildings that respond to the aspirations of residents while complementing a modern Australian lifestyle.

Highly regarded amongst Melbourne's leading architectural firms, CHT Architects are responsible for some of the city's most iconic residential developments.

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



# urban

Urban began as a collaboration between colleagues Bart O'Callaghan and Tony Suttle and includes a hand-picked specialist team of property focused staff in Melbourne and Sydney.

Since 2009, the expert team at Urban has successfully developed and delivered more than \$3 billion worth of residential, commercial, retail, industrial and master- planned projects.

Urban is trusted by leading financial institutions and publicly listed real- estate businesses, with a reputation for bringing the very best service to clients and investors.

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









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