

EMBRACE

PARKSIDE

Galada Avenue, Parkville

EMBRACE
PARKSIDE

HOME

GREENERY

CITY VIEWS

FILM

FITNESS

COMMUNITY

BRUNCH

REST

LEARNING

LIFE

Life enriched

Located in the premier suburb of Parkville, Parkside is a visionary development by Frasers Property Australia and Citta Property Group; designed to create not only an investment opportunity; but a vibrant community and a sustainable landscape in the heart of one of the world's most liveable cities.

EMBRACE

PARKSIDE & SURROUNDS *p. 04*

THE PODIUM CLUB *p. 08*

THE BUILDING *p. 16*

THE APARTMENTS *p. 24*

THE VIEWS *p. 28*

THE LOCATION *p. 34*

THE TEAM *p. 42*

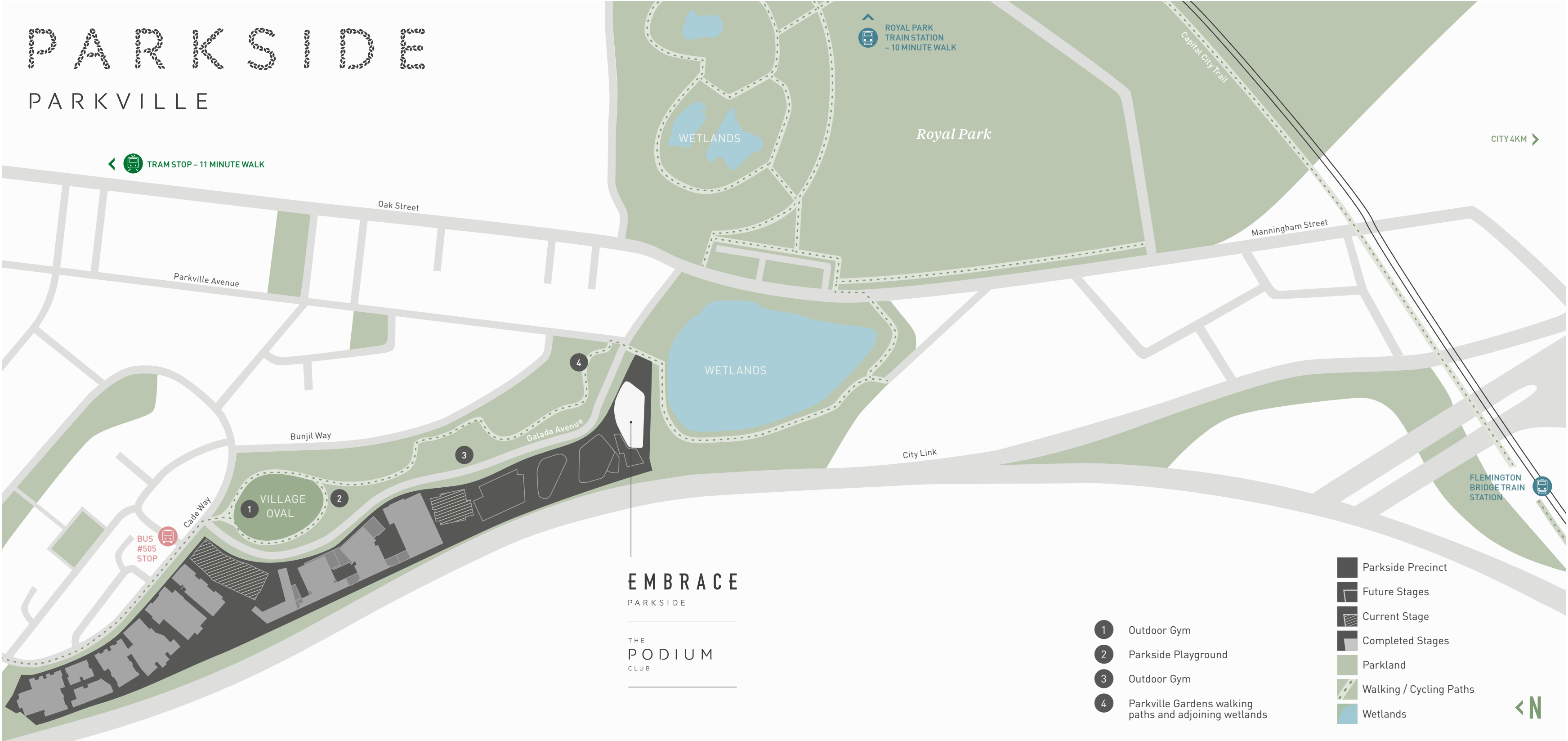
EMBRACE
PARKSIDE

THE
PODIUM
CLUB

- Melbourne Zoo
- The University of Melbourne
- State Netball & Hockey Centre
- Tram 55 Royal Park
- Royal Melbourne Hospital
- Capital City Trail
- CBD
- Crown Casino
- Royal Park
- Parkville Gardens & Wetlands
- Village Oval
- Bus 505 Stop
- Flemington Bridge Train Station
- Port Phillip Bay



PARKSIDE
PARKVILLE



EMBRACE A CONNECTED PRECINCT

In addition to modern inner city style living, residents of Embrace Parkside enjoy the advantages of having the Parkside precinct and Royal Park on their doorstep.

Parkside is an enviable residential location only 4km from Melbourne's CBD, set in a pristine leafy environment with the conveniences of city living close to hand. The result of a well-established collaboration between industry professionals Frasers Property Australia and Citta Property Group, Parkside and its surrounding green spaces encompass more than 20 acres including Parkville Gardens and the neighbouring wetlands, as well as the Village Oval which caters to a variety of sporting enthusiasts.

A short walk through a landscaped corridor puts you in the heart of Royal Park. Covering 181 hectares, this is the largest of Melbourne's inner-city parks and contains grasslands,

a native garden and many open spaces as well as sporting facilities like the North Park Tennis Club and Royal Park Golf Course. It is also home to one of the city's best attractions, Melbourne Zoo.

Beyond the park, some of Melbourne's most popular neighbourhoods and restaurants can be reached via the nature-lover's Capital City Cycle Trail, or on public transport. The Metro train network can be accessed at nearby Flemington Bridge or Royal Park Stations; the No. 55 tram stops in Royal Park; and Bus 505 which travels directly to the University of Melbourne and the CBD, stops on Cade Way, approximately 350 metres from the front lobby.

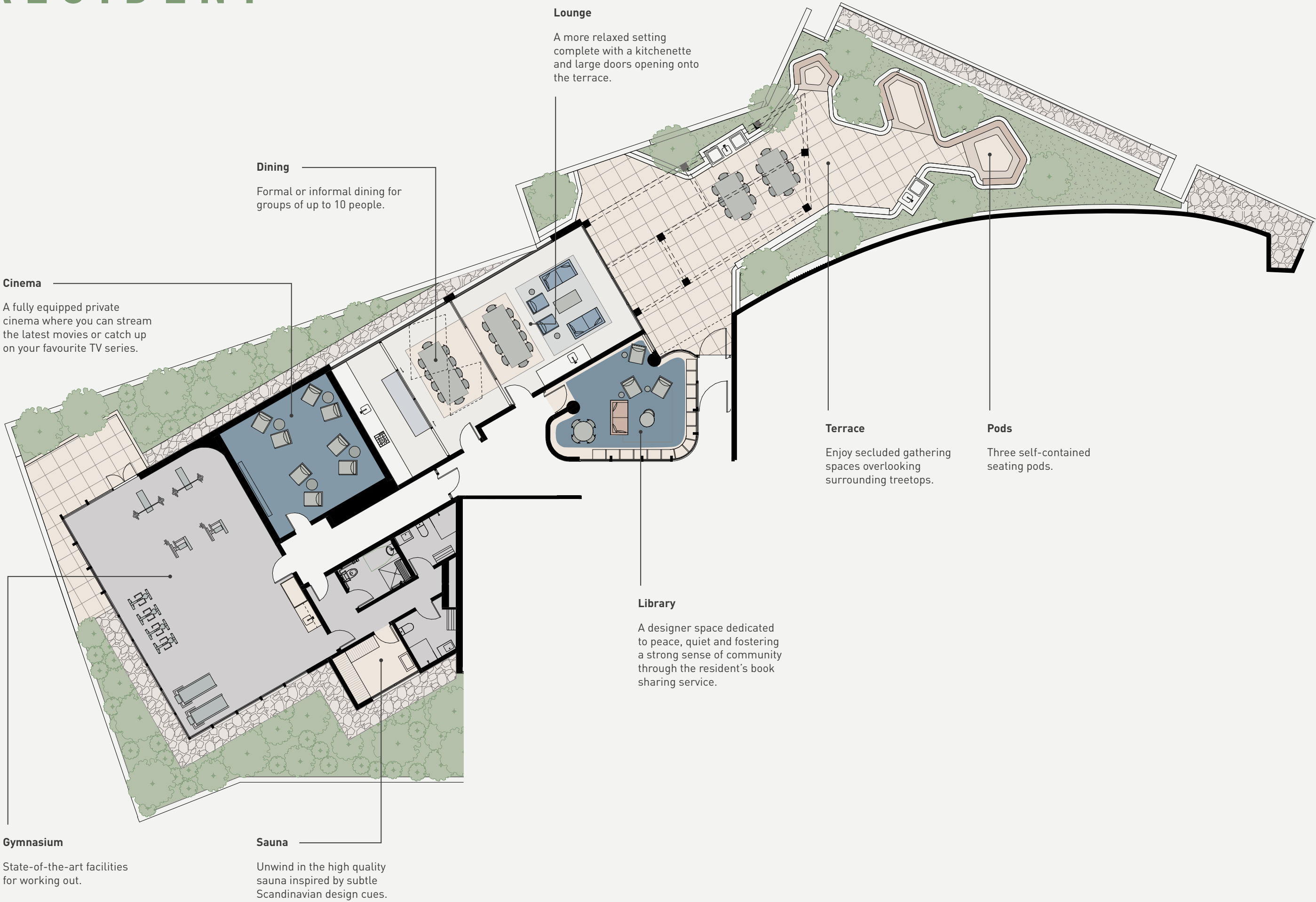
EMBRACE THE PODIUM CLUB'S STUNNING RESIDENT FACILITIES

The beauty of nature, the comforts of home, and unexpected amenity come together to form this privileged residential offering.

The Podium Club is a richly featured communal retreat space created for the exclusive use of residents. Featuring a range of bespoke facilities including a gymnasium, cinema, library, lounge and dining spaces as well as a sauna and a beautiful landscaped outdoor terrace, The Podium Club brings contemporary luxury to everyday life at Embrace.

From the flowing lines and organic patterns of the interiors, to the gentle sources of natural light that filter through screens and ceiling elements; every detail of The Podium Club has been carefully considered to create a place of community, comfort and amenity. Our palette consists of colours derived from the landscape, soft greys, warm greens and hints of tobacco leathers.

THE PODIUM CLUB





Artists' impression

Afloat on a Green Sea – The Podium's Terrace

Overlooking the rolling canopies of the adjoining linear park, the Podium Club's outdoor terrace embraces expansive park views. Carefully considered landscaping borders the terrace and flows seamlessly into the natural surrounds.

Orientated to the north-east, the terrace is shaded on warm afternoons and captures sunlight in the mornings. The beautiful arbours wrapped in creepers add to the shade in summer and burst with colour in autumn and spring.

Outdoor spaces also feature three barbeques together with dining tables suitable for entertaining large groups. A series of three self-contained dedicated seating pods create private sanctuaries for smaller groups to gather on evenings and weekends and are a peaceful place to sit and appreciate the aspect.

Meanwhile, the building's WiFi network covers the entire terrace making it a privileged place for work, play or study.



A Quiet Read – Library

The library's specialised acoustic qualities and secluded reading spaces make it a great place to curl up with a good book. Thanks to the innovative book sharing service, another of the considered touches which underpin Embrace's cohesive sense of community, there will always be a new story close at hand that's sure to spark some inspiring conversations.



Night at the Movies – Private Cinema

The Podium Club's exclusive private cinema offers residents and their guests the ultimate in movie experiences, with ample space for eight adults to stretch out on comfortable lounges. The cinema's large, high-definition screen comes complete with an ultra-fast internet connection that's ready for you to stream the latest movies with friends or catch up on last week's episode of your favourite TV series.



Lounge in Comfort or Dine in Style – Dining Area

The Podium Club's lounge and dining areas offer a new answer to the age-old question: 'To dine in, or dine out?'

The dining area includes a fully equipped kitchen which can be used to host groups of up to 10 people – or, bring in caterers and partition off the dining area for a more intimate experience while you leave the preparation to the professionals.

Alternatively, the lounge area offers a more relaxed setting for up to 10 people and comes with a kitchenette perfect for whipping up a round of snacks. The expansive terrace glazing lets in the natural light and looks out over the terrace, while the large doors allow the space to be opened up on a warm summer's day to extend your entertaining space and bring in the outdoors.

For larger gatherings, both spaces can be booked and combined to accommodate all your guests in comfort.





The Way to Unwind – Sauna

The generously proportioned dry sauna takes inspiration from contemporary Scandinavian designs. The pure glass feature wall provides substantial views over the landscaped terrace to the adjoining parkland with aspects across to the CBD. Conveniently located next to the gym for the perfect post-workout wind-down, the sauna also shares access to the gym's fully equipped toilet and shower facilities.



Work Out, Podium Style – Gymnasium

The Podium Club's first-class gymnasium contains the latest exercise equipment and plenty of floor space for weight training or practicing yoga. The gym also includes a filtered water station and is set behind expansive panoramic glazing that looks out across the terrace towards Melbourne's gateway and the city beyond.

Equipment from leading brand LifeFitness features high-tech extras such as high-definition monitors which interface with the treadmills and the building's WiFi network, letting users upload workout data, stream their music collection straight from the cloud or watch the latest movies while working out.

EMBRACE STUNNING CONTEMPORARY ARCHITECTURE

Embrace is more than a name, it speaks to the building's philosophy and the way the design responds to its location. The building's form and façade speak in a language informed by the surroundings, particularly the wetlands to the east and the wide expanses of Royal Park. The top ten levels of the building rise up above the level four podium which is also home to the dedicated Podium Club resident amenity centre.

The result is a series of beautifully sculpted forms which feel like natural extensions of these spaces, while a sense of privacy is maintained for residents through the series of horizontal bands, which provide a veil to balconies without impacting the spectacular views.

A Natural Extension

While the design of Embrace’s tower takes inspiration from the natural surrounds, the podium looks to the residential brick buildings in the nearby precinct. The interface between building and podium echoes the way that parkland transitions into streets lined with houses.

Apartments on lower levels focus on views of the nearby parklands, while selected upper levels have privileged access to sweeping vistas across Royal Park, surrounding neighbourhoods and the city itself. From the outside, Embrace’s strong contemporary design gives it a distinguishable character and a strong presence amongst Parkville’s varied architecture.



Artists' impression: Current approved



Artists' impression

More than the Daily Grind

Surrounded by shady tree-lined pathways and landscaped gardens, the space adjacent to the ground floor entrance has been set aside to host Embrace's proposed café or retail offering. A focal hub of the larger Parkside community and a destination in its own right, the proposed space will add amenity for on-the-go lifestyles and provides the Parkville community with a place to grab a quick snack or meet up with friends.



Artists' impression

Private and Secure – Main Entrance

Located just around the corner from the building's proposed future café or retail space, Embrace's large glass doors open on to a generous and secure lobby, creating a feeling of welcome and seclusion for residents and their guests. The entrance is also adjacent to the quiet, tree-lined Galada Avenue which provides on-street parking for visitors.

High-Quality Finishes – Lobby

Stepping inside Embrace conjures a sense of arrival. The interior spaces throughout the building share a connection with the environment, and were conceived by Mim Design to act as an extension of the resident's home and the park locale.

Organic textures and natural light underpin Mim's considered design response, guiding residents through the space with a series of soft curves, layered materiality and a textural palette. The flowing walls were inspired by rounded river stones, while warm light softened by screened elements evokes a feeling of dappled light under trees.



Artists' impression. Artwork by Kimberly Barry

Open Plan, Limitless Potential

With fine joinery, natural stone benchtops and high-quality appliances by Bosch, Embrace's kitchens are as stylish as they are functional. Integrated Bosch dishwashers are featured as standard in all two bedroom apartments, and the single bedroom apartments feature the convenient DishDrawer by Fisher & Paykel.

Textural elements inspired by natural stone and rendered concrete are woven together to provide a cohesive visual style, both ultra-modern and natural at once.

The open-plan layout enhances the spacious feel of the apartments, while the large windows channel natural light inside and frame breathtaking views outside.



*Stone Washed for
Comfort and Style*

All apartments feature well considered and well laid-out bathrooms with quality finishes.

The bathroom design's bold geometry and minimal use of colour creates a sleek and contemporary space. Cool stone and concrete textures complement the clean stainless steel finishes and chrome fixtures. When brought together these create a simple and elegant design without compromising on comfort.



Artists' impression



Actual Photo

EMBRACE INCREDIBLE VIEWS



View depicts proximity to the CBD only and is not an actual view-line



From the mirrored sheen of the wetlands and lush parkland beyond, all the way to stunning views of the city, Embrace has a commanding perspective of Melbourne.

Embrace has expansive views from a selection of upper levels offering spectacular vistas that speak for themselves.

Parkville

Parkville is a prosperous, leafy suburb and home to some of Australia's premier educational institutions, including the The University of Melbourne.

CBD

For residents of Embrace, the city is a gift to be immersed in and admired. By day, Melbourne is a hub of business, shopping and culture. By night, the city comes alive with restaurants, theatres and bars lighting up the nighttime cityscape.

Docklands

Docklands is an up and coming business district located adjacent to Southern Cross Station, where Victoria's metro and regional trainlines meet. The precinct also houses Etihad Stadium, the Melbourne Star Ferris Wheel and visiting events such as Cirque du Soleil.

Dusk view – Indicative viewline, level 13

Brunswick West

Brunswick is a cultural hotspot offering a dynamic night life and culinary delights from all corners of the world. The area is renowned for its wide variety of cafés, bars and restaurants making it an ideal place for a Friday night out or a Sunday morning breakfast.

Royal Park

At 181 hectares, Royal Park is the largest of Melbourne's parklands and includes many sports facilities and clubs such as the North Park Tennis Club, Royal Park Golf Course, and The State Netball and Hockey Centre. Many other recreational groups also meet here to relax, share and play.

Southbank Waterfront

The banks of the Yarra River are home to world famous shopping labels, fine dining restaurants and the famous Crown Casino.

Flemington

Known far and wide as home to the Melbourne Cup Carnival, Flemington is a beautiful suburb with much to offer. The Melbourne Showgrounds hold regular events and come to life every year when the Royal Melbourne Show comes to the city.

EMBRACE THE PERFECT BALANCE OF LOCATION & LIFESTYLE





A perfectly balanced offering of location and lifestyle

As one of the worlds most liveable cities, Melbourne has a number of distinct and vibrant precincts many of which surround Parkville's quiet streets. Lygon Street and Sydney Road have long been home to Melbourne's cosmopolitan food and wine culture, while Brunswick and Fitzroy offer some of the best live music scenes in the country.

The city also offers residents of Embrace galleries, markets and everything from hidden gems in twisting laneways to world-class shopping and dining on the Southbank waterfront.



- 1-3. Royal Park, Parkville
- 4. Melbourne CBD
- 5. Emporium, Melbourne
- 6. Lux Foundry, Brunswick
- 7. Mr. Wilkinson, Brunswick
- 8. Wide Open Road, Brunswick
- 9. Supernormal, Melbourne



Quality Education & Wellbeing – Parkville Medical and Educational Precinct

Established educational, cultural and medical facilities, including two of Australia’s finest tertiary institutions, are all nearby. The University of Melbourne is 3.1km away (with direct access via Bus 505 on Cade Way) and RMIT (Royal Melbourne Institute of Technology) sits conveniently on the nearby CBD fringe, close to the State Library.

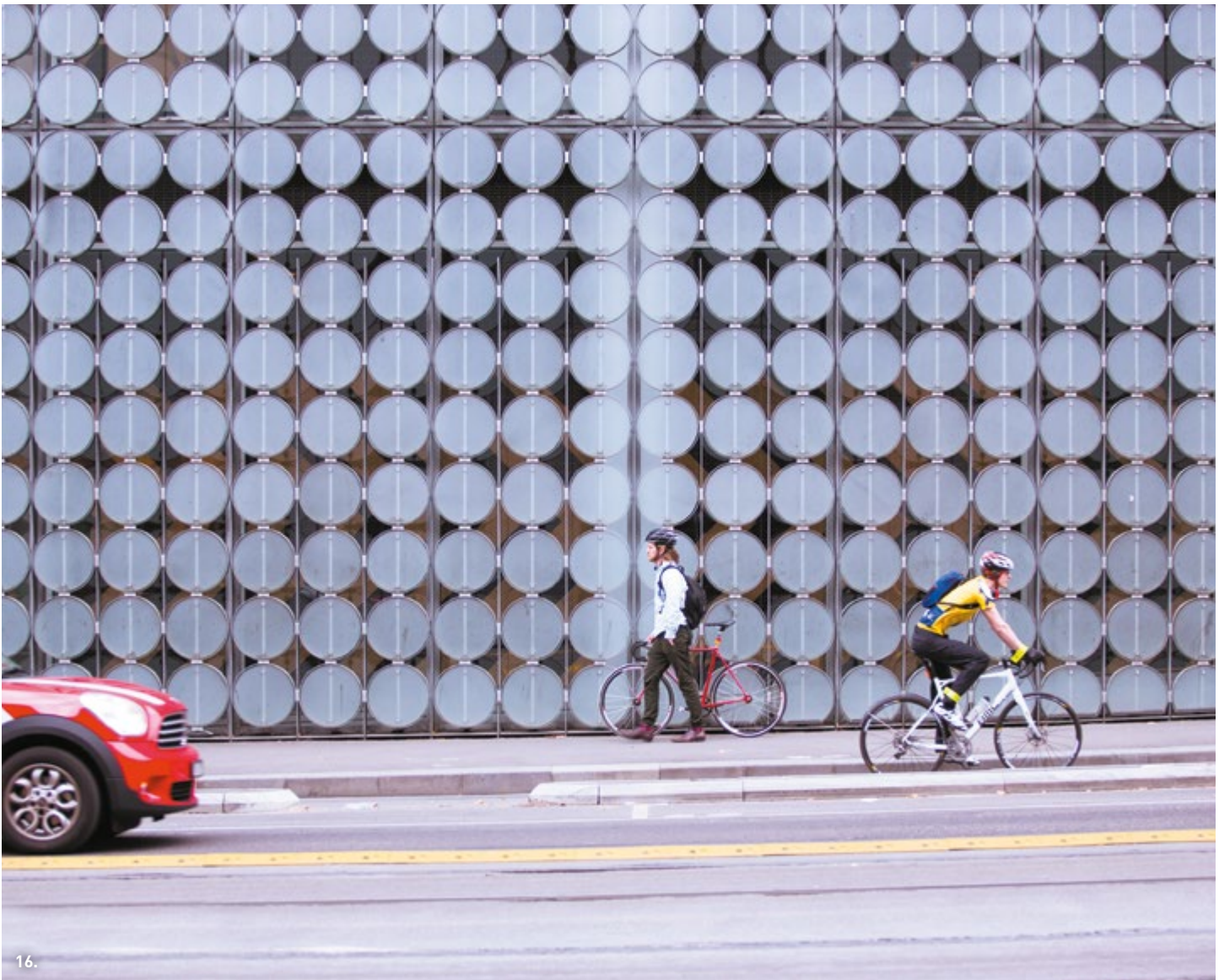
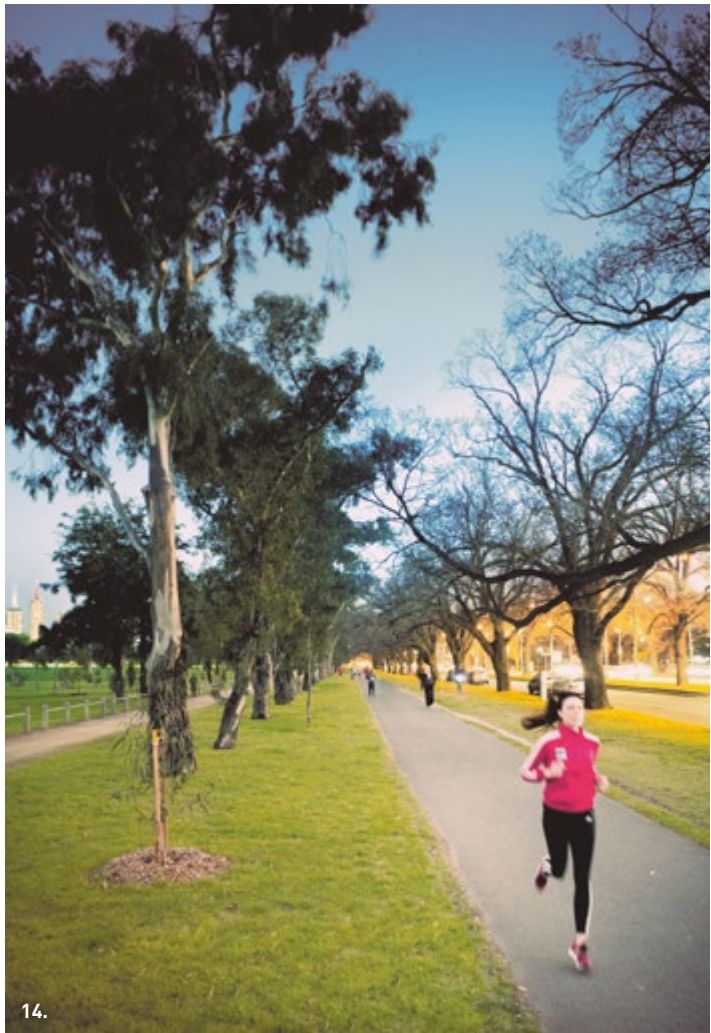
Widely regarded as Melbourne’s premier medical precinct, Parkville contains numerous world-class medical facilities including the Royal Melbourne Children’s Hospital, the Royal Women’s Hospital and the new, billion-dollar Victorian Comprehensive Cancer Centre (VCCC), the largest cancer research centre in Australia and host to the Peter MacCallum Cancer Centre.

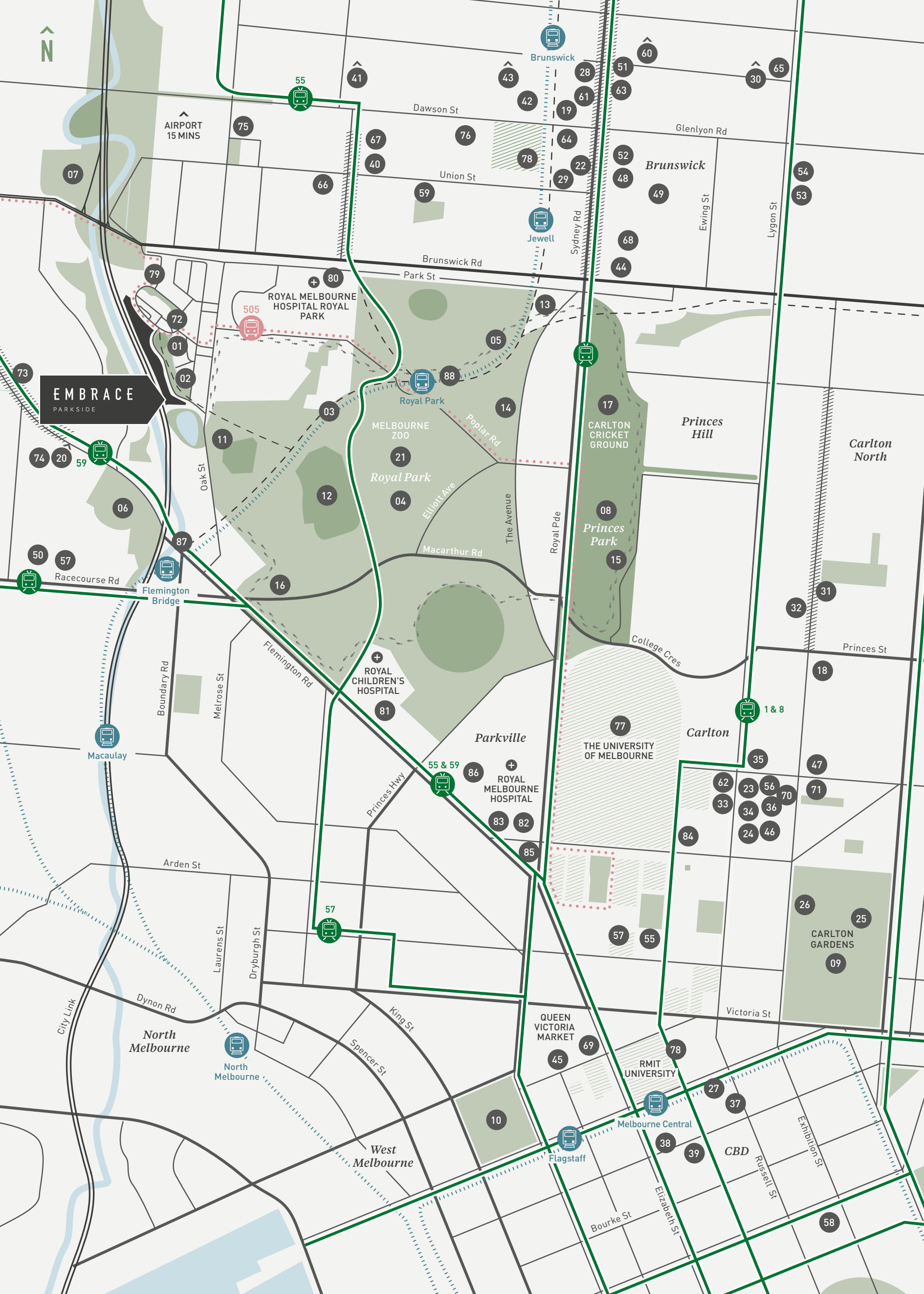
Iconic Melbourne Delights

The neighbouring suburb of Carlton is known for its rich and diverse culture, landmark Victorian architecture and beautiful parks and gardens including the expansive Carlton Gardens, home of the Melbourne Museum, as well as the Royal Exhibition Building, and one of only a handful of Australian buildings to achieve World Heritage status.

The Queen Victoria Market, situated on Victoria Street at the fringes of the CBD, is a popular food-lover’s haven featuring a variety of European traditions as well as fresh fruit and vegetable stalls and a food hall featuring cheese makers, butcheries and delicatessens.

- 10. Tram no. 55, Royal Park
- 11. The University of Melbourne
- 12-13. Queen Victoria Market, Melbourne
- 14. Princes Park
- 15. The Victorian Comprehensive Cancer Centre
- 16. RMIT’s Design Hub





Parks & Gardens

- 01 Village Oval
- 02 Parkville Gardens
- 03 Capital City Trail
- 04 Royal Park
- 05 Royal Park Walking Path
- 06 Debneys Park
- 07 Ormond Park
- 08 Princes Park
- 09 Carlton Gardens
- 10 Flagstaff Gardens

Sporting Clubs & Facilities

- 11 VBA Baseball Ross Straw Field
- 12 State Netball & Hockey Centre
- 13 Royal Park Tennis Club
- 14 Royal Park Golf Club
- 15 Royal Park Touch Football
- 16 North Park Tennis Club
- 17 Carlton Cricket Ground
- 18 Carlton Baths
- 19 Brunswick Baths
- 20 Elite Swimming Performance

Entertainment

- 21 Melbourne Zoo
- 22 Brunswick Art Gallery
- 23 Cinema Nova
- 24 La Mama Theatre
- 25 Melbourne Museum
- 26 IMAX
- 27 State Library

Shopping

- 28 Brunswick Bound Bookstore
- 29 Jetnikoff Bicycle Co.
- 30 Five Boroughs
- 31 The Lab Perfumery
- 32 Belki
- 33 Readings Carlton
- 34 Husk
- 35 Make Designed Objects
- 36 Lygon Court (Boutique Shopping Centre)
- 37 QV Shopping Centre
- 38 Melbourne Central Shopping Centre
- 39 Emporium Melbourne

Cafés

- 40 The Village Bakery
- 41 John Gorilla
- 42 Ray's Café
- 43 Lux Foundry
- 44 Wide Open Road
- 45 Market Lane Coffee
- 46 Baker D. Chirico
- 47 La Latteria
- 48 Two Little Pigs
- 49 Code Black Coffee

Restaurants

- 50 Laksa King
- 51 Albert St Food & Wine
- 52 Tom Phat
- 53 Rumi
- 54 Kumo Izakaya & Sake Bar
- 55 Kaprica
- 56 Trotters
- 57 Stovetop
- 58 Supernormal

Bars

- 59 Union Hotel
- 60 The Brunswick Mess Hall
- 61 The Brunswick Green
- 62 Jimmy Watson's Wine Bar
- 63 Spotted Mallard
- 64 Howler
- 65 Mr Wilkinson

Food Stores

- 66 Grantham St – Coles, bakery, fruit shop, deli
- 67 Melba's Food Hall
- 68 Barkly Shopping Centre: Coles, speciality food shops
- 69 Queen Victoria Market
- 70 D.O.C Delicatessen
- 71 Bezela Food Store

Education

- 72 Penguin Childcare Early Learning Centre
- 73 Flemington Primary
- 74 St Brendan's Kindergarten
- 75 Brunswick South West Primary School
- 76 Brunswick Secondary College
- 77 The University of Melbourne – Parkville
- 78 RMIT University

Medical Facilities

- 79 Parkville Gardens Medical Centre
- 80 Royal Melbourne Hospital – Royal Park
- 81 Royal Children's Hospital
- 82 Royal Melbourne Hospital – City Campus
- 83 Frances Perry House
- 84 The Royal Dental Hospital
- 85 The Royal Women's Hospital
- 86 Victorian Comprehensive Cancer Centre (VCCC) & Peter MacCallum Cancer Centre

Transport

TRAINS

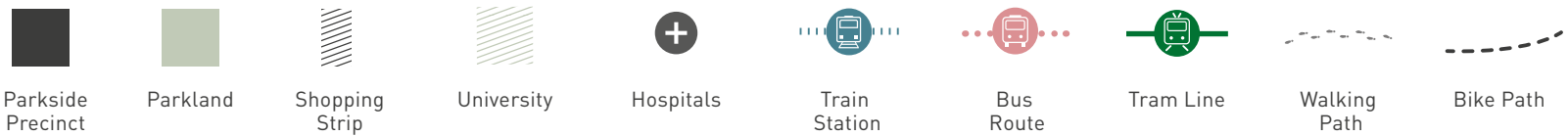
- 87 Flemington Bridge
- 88 Royal Park

BUSES

#505 Moonee Ponds – Melb. University via Parkville Gardens

TRAMS

- #59 Airport West – City (Elizabeth Street)
- #55 West Coburg – Domain Interchange
- #1 East Coburg – South Melbourne Beach
- #89 Queen Victoria Market /49 Peel St (N Melb.)
- #112 West Preston – St Kilda
- #96 East Brunswick – St Kilda Beach
- #19 North Coburg – City (Elizabeth Street)
- #109 Box Hill – Port Melbourne



FRASERS PROPERTY AUSTRALIA & CITTA PROPERTY GROUP

A collaboration setting a new standard for modern inner-city living



Fraser's Property Australia

Fraser's Property Australia Pty Limited is one of Australia's leading diversified property groups and is the Australian division of Fraser's Property Limited. The company has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for our customers. Fraser's Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Fraser's Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of our operations. The company creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering memorable experiences for our customers, the core values of our global group are collaborative, respectful, progressive and real.

For more information about FPA, visit www.fraser'sproperty.com.au

Citta Property Group

A privately owned specialist property development company with a focus on long term larger complex projects in partnership with a range of public and private sector organisations.

The group is currently involved in a portfolio of projects throughout the east coast of Australia with a completion value in excess of \$1 billion.

Citta has an enviable track record of completed projects including the 2006 Commonwealth Games Village precinct in Melbourne and the 'Six Star Green Star' Australian Google headquarters in Sydney with the GPT Group.

Citta's approach is founded on a combination of strong technical and managerial skills directed at mitigating the inherent risks in the development process. The group offers the full range of specialist real estate development expertise including planning, design, construction, financing, sales and marketing.

The Citta team offers a unique combination of skills and experience and together strive to deliver innovative real estate solutions for our partners, customers and the community.



Parkside

Parkside is a collaboration between Fraser's Property Australia and Citta Property Group who have created an outstanding portfolio of developments with a mutual dedication to high quality and well considered design.

- 1. Hyde, Parkside
- 2. Lume, Carlton
- 3. The Green, Parkside
- 4. Parkside Display Suite



EMBRACE THE ARCHITECTS

- 6. The Green, Parkside & The Park Club
- 7. The Green, Parkside
- 8. Hyde, Parkside



Buildings designed to enrich the lives of the people who live here.

Based in Melbourne and Sydney, and operating across the globe, SJB have been reshaping the landscape of Australian architecture for over 30 years. SJB is known for creating expressive, innovative and ambitious projects which have enhanced the urban fabric around them.

SJB have a reputation for challenging preconceptions about how to improve, expand and enhance people's lives through buildings that activate places and delight people. With a long track record for successes in residential, commercial and multi-functional projects, a design by SJB is a unique combination of contemporary and timeless.



EMBRACE INTERIORS DESIGNED BY MIM DESIGN



9.



10.

MIM DESIGN

Innovative function and timeless style.

MIM Design is a Melbourne creative studio that specialises in interior design. They are experts at customising interior design concepts that are tailored to individual projects, and are constantly seeking new and innovative ways to approach and solve design needs.

The studio's holistic approach to design, enables the team to create interior spaces that are sophisticated, refined in detail and focused on bringing the qualities of the client's personality and individual brand to the project.

9-11. The Parkside Display Suite



11.

EMBRACE
PARKSIDE

H O M E
G R E E N E R Y
C I T Y V I E W S
F I L M
F I T N E S S
C O M M U N I T Y
B R U N C H
R E S T
L E A R N I N G
L I F E

Life enriched

The information and images in this brochure are intended as a general introduction to Embrace Parkside and do not form an offer, guarantee or contract. Please note that whilst reasonable care is taken to ensure that the contents of this brochure are correct, this information is to be used as a guide only. All plans and images are conceptual only and may change at any time without notice. The computer generated images of dwellings are indicative only. The developer reserves the right to amend the finish and selections that constitute the external and internal fabric of the development due to unforeseen building constraints and product availability. Purchasers must rely on their own enquiries and the contract for sale. Published June 2018.

