



2 MARIBYRNONG STREET FOOTSCRAY

BOAT HOUSE

MELBOURNE'S NEW RIVERFRONT DESTINATION

By BlueEarth





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FOOTSCRAY OVERVIEW
PAGE No.6

Just 6km from the Melbourne CBD, Footscray's vibrant, thriving community sits on the banks of the tranquil Maribyrnong River.



02

THE BEST OF MELBOURNE
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Outstanding proximity to the Melbourne CBD and Docklands, providing incredible access to Melbourne's finest attractions.



03

THE NEIGHBOURHOOD
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On the beautiful banks of the Maribyrnong, in walking distance to acres of parkland and the bustling villages of Footscray, Seddon and Yarraville.



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INTRODUCING BOAT HOUSE
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Luxurious, contemporary 1 and 2 bedroom apartments in a stunningly designed building on the banks of the Maribyrnong River.



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EXCLUSIVE SPACES
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An extraordinary suite of onsite recreational and leisure spaces deliver outstanding convenience and luxury facilities.



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THE RESIDENCES
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Designed to deliver a true riverfront lifestyle, exquisite apartments with flexible open plan layouts provide the ultimate in comfort and liveability.



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INVESTMENT & TEAM
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A rare investment opportunity to capitilise on untapped natural assets and enormous growth prospects.



01

FOOTSCRAY OVERVIEW

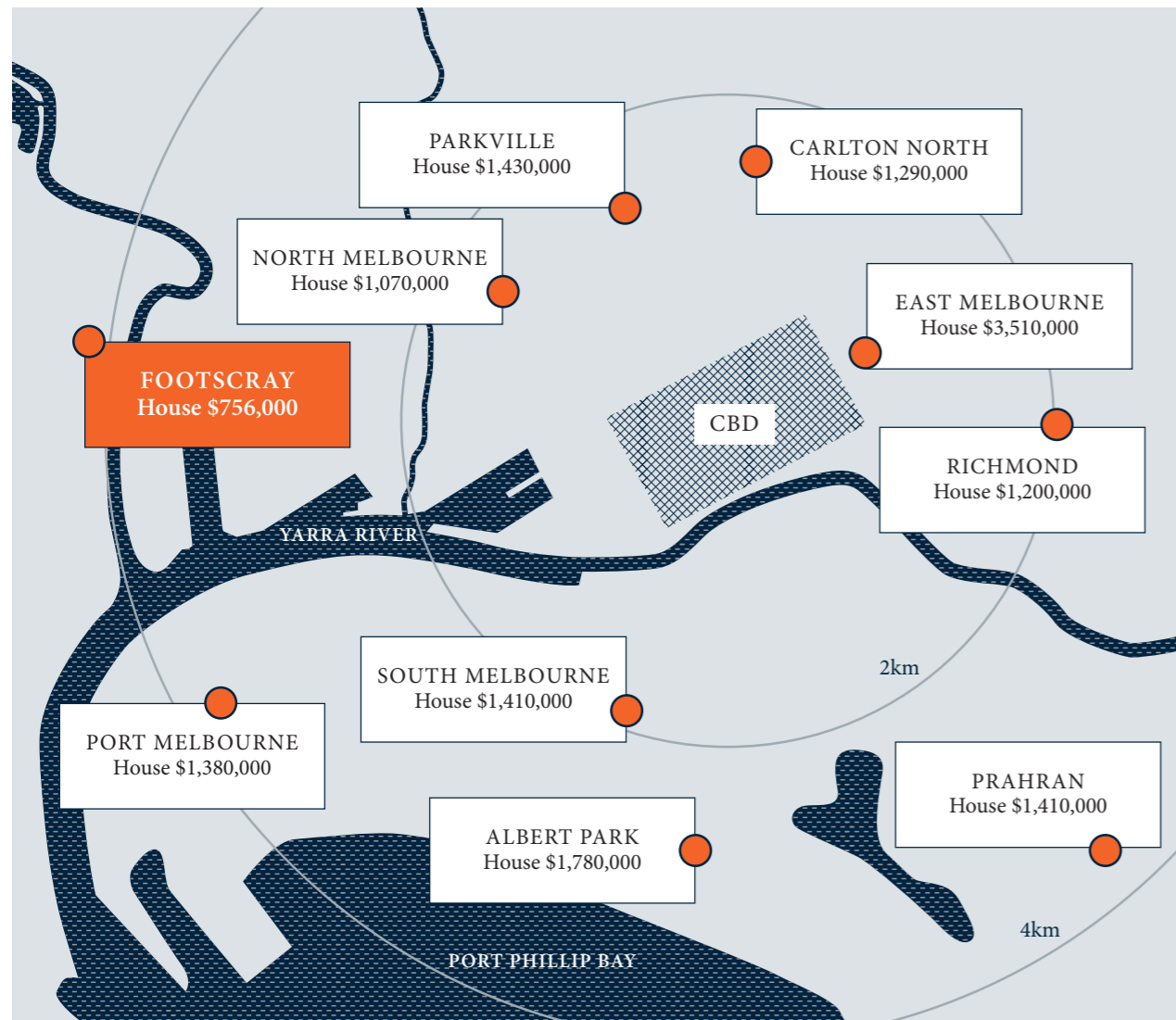
Footscray is on the up – in a big way. Just 6km from the CBD, and on the banks of the magnificent Maribyrnong River, Melbourne’s multicultural heart is drawing plenty of attention from both investors and lovers of its abundant cultural and lifestyle attractions.



VALUE — COMPARABLE SUBURBS

Footscray represents excellent value in comparison to other similar Melbourne suburbs.

The Inner West of Melbourne is undervalued compared with other areas of equal proximity to the CBD. Below is the median price comparison of suburbs within similar distance from Melbourne's CBD.



Source: realestate.com.au & RP Data

POPULATION GROWTH

↑ 169%

The current population of Footscray is 16,882 and is forecast to grow to 45,558 by 2041. This strong population growth will underpin capital growth over this period.

Footscray has been experiencing strong and steady population growth in recent years based on:

- Proximity to CBD
- Improved infrastructure
- Housing affordability

“Experienced investors could look to West Footscray. Close to Docklands and the CBD, it offered homes to young buyers and families with proximity to Western Hospital. West Footscray’s multicultural community has forged an impressive restaurant culture, making it a popular spot for younger homebuyers.”

WBP Property Group chief executive, Greville Pabst.

Source: Profile i.d. & www.news.com.au (July 20, 2015)

GENTRIFICATION

Quality new food and beverage offerings are typically the catalyst for gentrification within suburbs, where young hip crowds flock to new cafés, bars and restaurants and the influx of young professionals living within the suburb follows. Strong gentrification is expected to drive capital growth within Footscray.

Over the past 12-18 months Footscray has seen a range of quality food options open which have been drawing crowds from all over Melbourne including:

Up in Smoke

A barbecue joint slowly cooking and smoking brisket, pork shoulder, ribs and sausages. *Up in Smoke* is a sleek space with a back bar, main dining area and beer garden out front.



8bit.

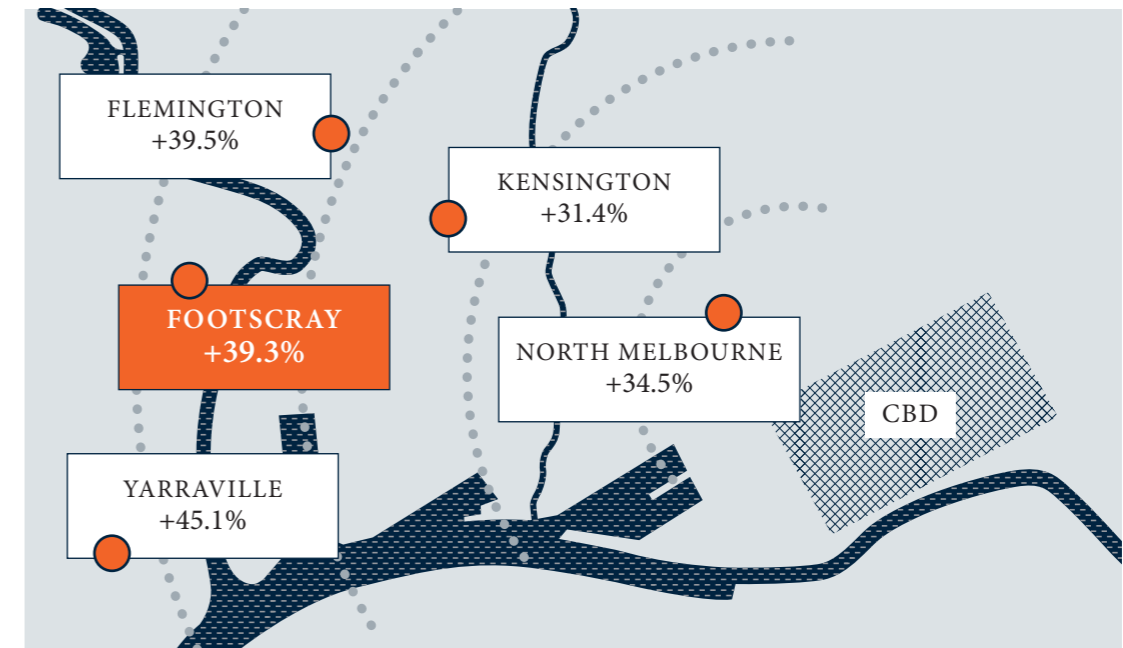
The bustling shop features pixelated mosaic tiling, bold, primary colours and dishes named after the group's favourite classic video games. Features inventive burgers and hot dogs.



CAPITAL GROWTH

The inner west is already showing strong signs of capital growth in recent years and, based on affordability and proximity to the cbd, is expected to continue solidly in both the short-medium and long term.

CAPITAL GROWTH FOR PAST FIVE YEARS



“Footscray remains affordable given its location in Melbourne’s inner ring. Improving infrastructure and gentrification is likely to result in solid long-term growth.”

Enzo Raimondo, CEO of the Real Estate Institute of Victoria

Source: realestate.com.au
Percentages of capital growth based on house prices in each suburb.

02

THE BEST OF MELBOURNE

Enjoy incredible access to the finest Melbourne has to offer. This superb, inner-city location puts you right on the riverfront, surrounded by loads of great outdoor spaces, just minutes away from the arts, dining and entertainment options of the CBD and Docklands, and right around the corner from the hip local hubs of Footscray, Seddon and Yarraville villages.





MELBOURNE
CBD

DOCKLANDS

YARRA RIVER

CITYLINK

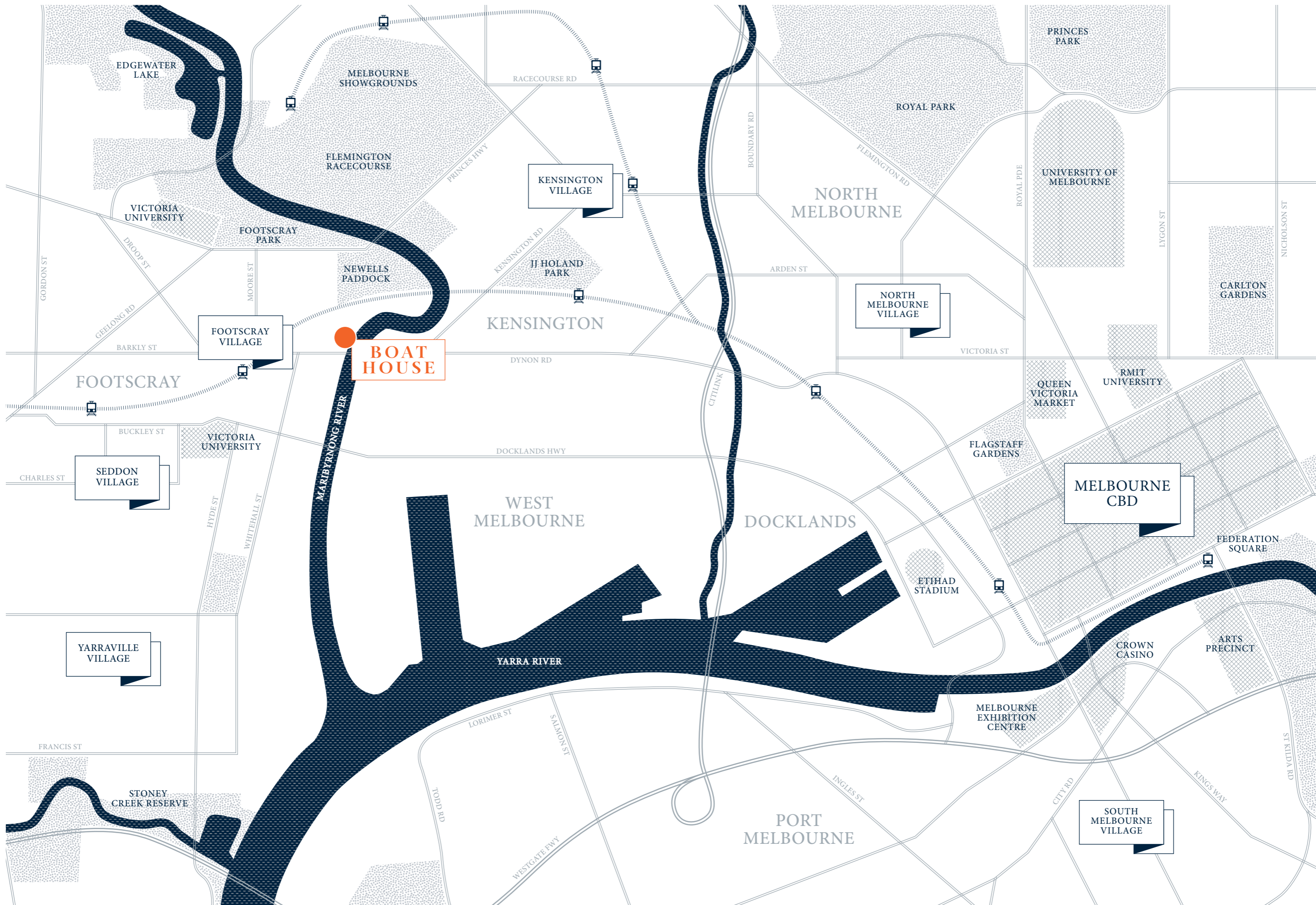
MELBOURNE
STAR

MARIBYRNONG
RIVER

BOAT
HOUSE

FLEMINGTON
RACECOURSE

FOOTSCRAY
PARK



BOAT HOUSE

FOOTSCRAY

KENSINGTON

NORTH MELBOURNE

WEST MELBOURNE

DOCKLANDS

MELBOURNE CBD

PORT MELBOURNE

EDGEWATER LAKE

MELBOURNE SHOWGROUNDS

FLEMINGTON RACECOURSE

VICTORIA UNIVERSITY

FOOTSCRAY PARK

NEWELLS PADDOCK

KENSINGTON VILLAGE

JJ HOLLAND PARK

ROYAL PARK

PRINCES PARK

UNIVERSITY OF MELBOURNE

CARLTON GARDENS

NORTH MELBOURNE VILLAGE

RMIT UNIVERSITY

QUEEN VICTORIA MARKET

SEDDON VILLAGE

VICTORIA UNIVERSITY

FLAGSTAFF GARDENS

YARRAVILLE VILLAGE

ETIHAD STADIUM

FEDERATION SQUARE

YARRA RIVER

CROWN CASINO

ARTS PRECINCT

MELBOURNE EXHIBITION CENTRE

SOUTH MELBOURNE VILLAGE

STONEY CREEK RESERVE

WESTGATE FWY

INGLES ST

KINGS WAY

GORDON ST

DROOP ST

GEELONG RD

BARKLY ST

BUCKLEY ST

CHARLES ST

HYDE ST

WHITEHALL ST

FRANCIS ST

TODD RD

SALMON ST

BOUNDARY RD

ARDEN ST

CITILINK

ROYAL PDE

LYGON ST

NICHOLSON ST

VICTORIA ST

DOCKLANDS HWY

DYNON RD

RACECOURSE RD

PRANCES HWY

KENSINGTON RD

FLEMINGTON RD

LORIMER ST

ST KILDA RD

CITY RD

NAVIGATE MELBOURNE'S
RIVERS TO WORLD
CLASS ATTRACTIONS





CROWN CASINO

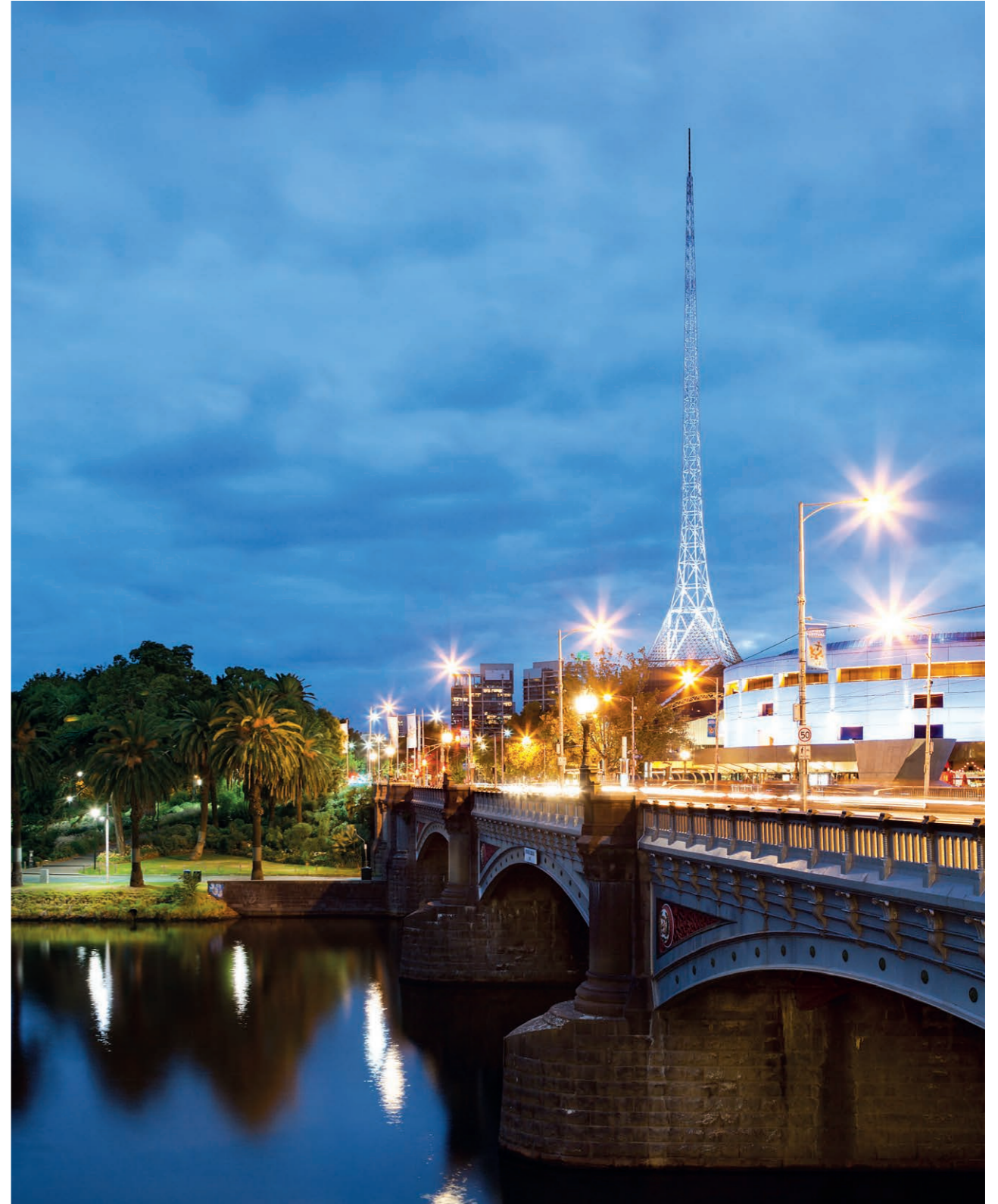
TAP INTO THE EXCITEMENT OF THE CITY — FROM THE VIBRANT CROWN CASINO & ENTERTAINMENT COMPLEX, THROUGH TO THE CULTURED ARTS PRECINCT



MELBOURNE CBD



DOCKLANDS




ARTS PRECINCT

WITHIN EASY REACH


Step outside your door to the sensational 25km Maribyrnong River Trail and cycle in traffic-free bliss to Docklands and the CBD. Enjoy incredibly convenient public transport access with Footscray & Seddon Railway Stations just a short walk away. Citylink is only few minutes drive too,

connecting you to Tullamarine Airport in just 20 minutes. And check out over 500 specialty fashion, homeware and lifestyle stores, as well as a fresh food market, late night dining and entertainment options at Highpoint Shopping Centre – less than 10 minutes away.

HIGHPOINT SHOPPING CENTRE
🚗 9 minutes



VICTORIA UNIVERSITY – FOOTSCRAY
🚶 15 minutes




MARIBYRNONG RIVER TRAIL
🚶 Doorstep



MELBOURNE AIRPORT
🚗 20 minutes

UNIVERSITY OF MELBOURNE
🚗 12 minutes



MELBOURNE STAR OBSERVATION WHEEL
🚗 10 minutes




MELBOURNE CBD
🚗 12 minutes



FOOTSCRAY VILLAGE
🚶 5 minutes

FOOTSCRAY TRAIN STATION
🚶 7 minutes



BOAT HOUSE

SOUTHERN CROSS TRAIN STATION
🚶 9 minutes

CROWN CASINO
🚶 10 minutes

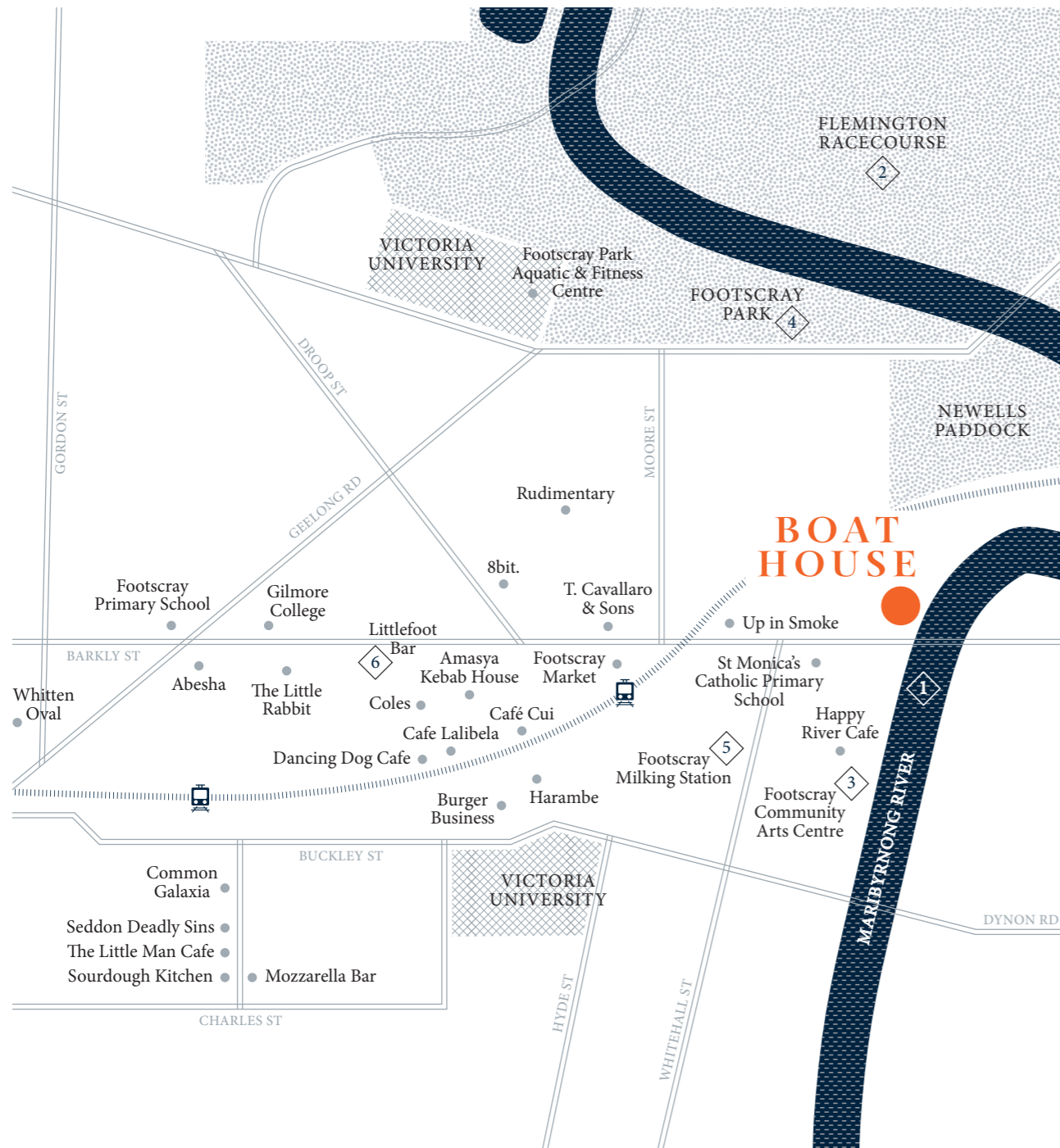
YARRA RIVER

03

THE NEIGHBOURHOOD

Settle in to a brilliant local lifestyle. From the picturesque looping bends of the Maribyrnong and the wide open spaces of Flemington Racecourse to the dense, bustling hub of Footscray town centre, dive into a neighbourhood that is overflowing with an amazing range of things to do at any time of the day.





Go for a daily morning jog along the beautiful banks of the Maribyrnong, or take the dog for a stroll to the 15 hectare, heritage-registered Footscray Park – one of the largest and best Edwardian parks in Australia. Become a member at the Aquatic & Fitness Centre right next door to Victoria University.

Get a taste of AFL Women's footy with an old school match at Whitten Oval. Shop for fresh and exotic produce at the Little Saigon Market. Grab a great coffee at any one of dozens of terrific cafes just a short stroll away. Soak up the hip, local village chic of Yarraville's Anderson Street. Take in an event or workshop at the vibrant Footscray Community Arts Centre.



1 MARIBYRNONG RIVER



2 FLEMINGTON RACECOURSE



3 FOOTSCRAY COMMUNITY ARTS CENTRE



4 FOOTSCRAY PARK



5 FOOTSCRAY MILKING STATION



6 LITTLEFOOT BAR

04

INTRODUCING BOAT HOUSE

Come home to luxurious contemporary apartment living in a stunningly designed building on the banks of the Maribyrnong River. Choose from an exceptional range of 1 and 2 bedroom residences and start enjoying the perfect inner city lifestyle you've dreamed of.



With absolute river frontage, Boat House invites you to experience exceptional architectural design in a unique inner city location. Designed by award-winning firm CHT Architects and inspired by the Maribyrnong's charming riparian environment, Boat House reflects the neighbourhood's rich marine heritage in a striking, articulated podium facade. Conceptually drawing on the herringbone patterns of timber boat decking and waterway tributary systems, the building embraces the natural environment with signature colonnading, creating multiple spaces that allow residents to experience the beauty of the waterfront to its fullest.

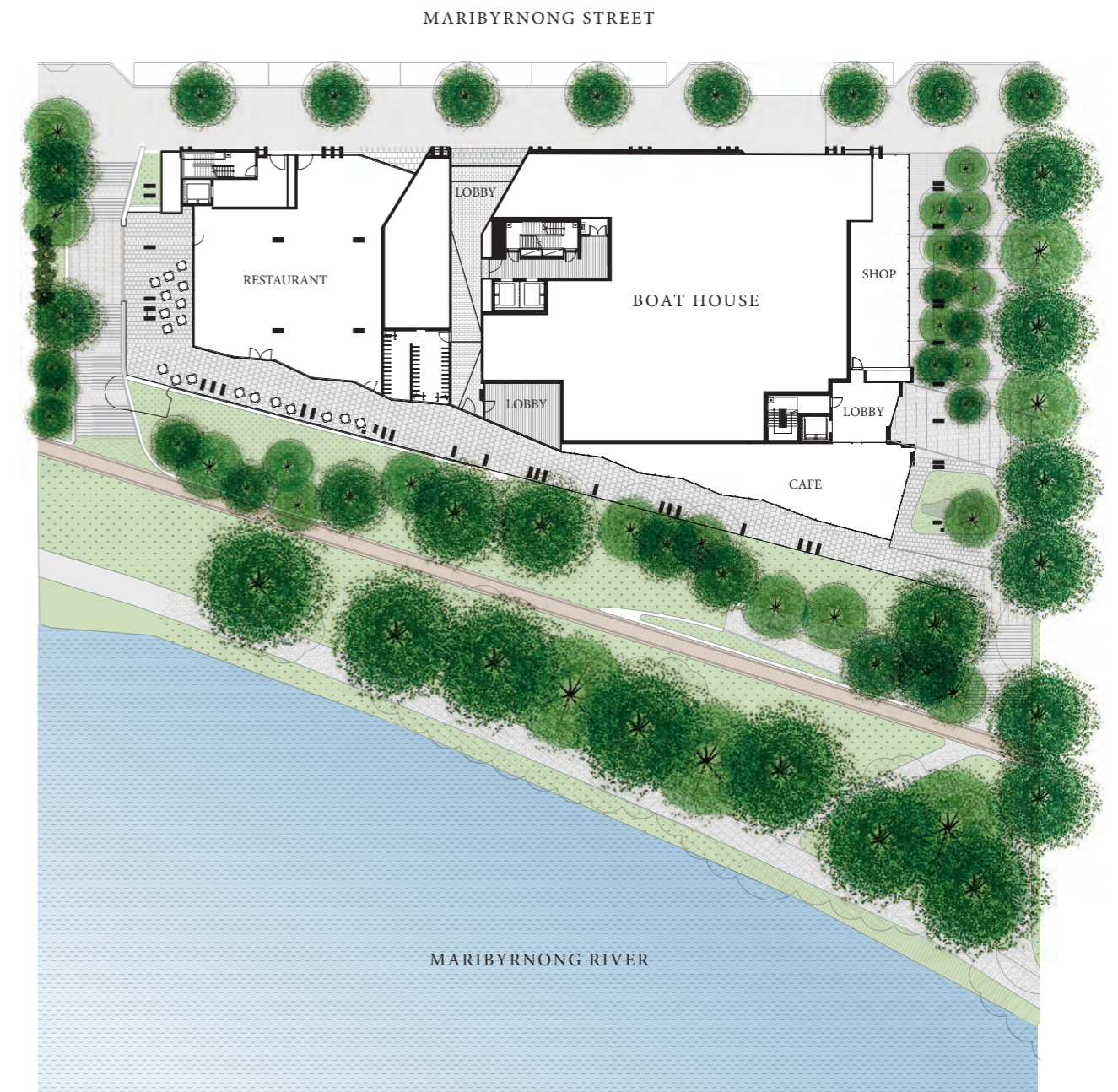


Boat House facade / Artist Impression





Enjoy all the river's natural attractions in an extraordinary building precinct that offers a spectacular range of amenities exclusive to Boat House residents. Experience an intimate connection to the riverfront that will never be built out. Soak up the natural marine environment, sheltered by lush planting and thickets of shade trees in spectacular grounds created by urban environmental design specialists Rush Wright Associates. Stroll the colonnaded terraces and relax beneath the Boat House Plaza trees while you watch the Maribyrnong waters flow tranquilly by.









05

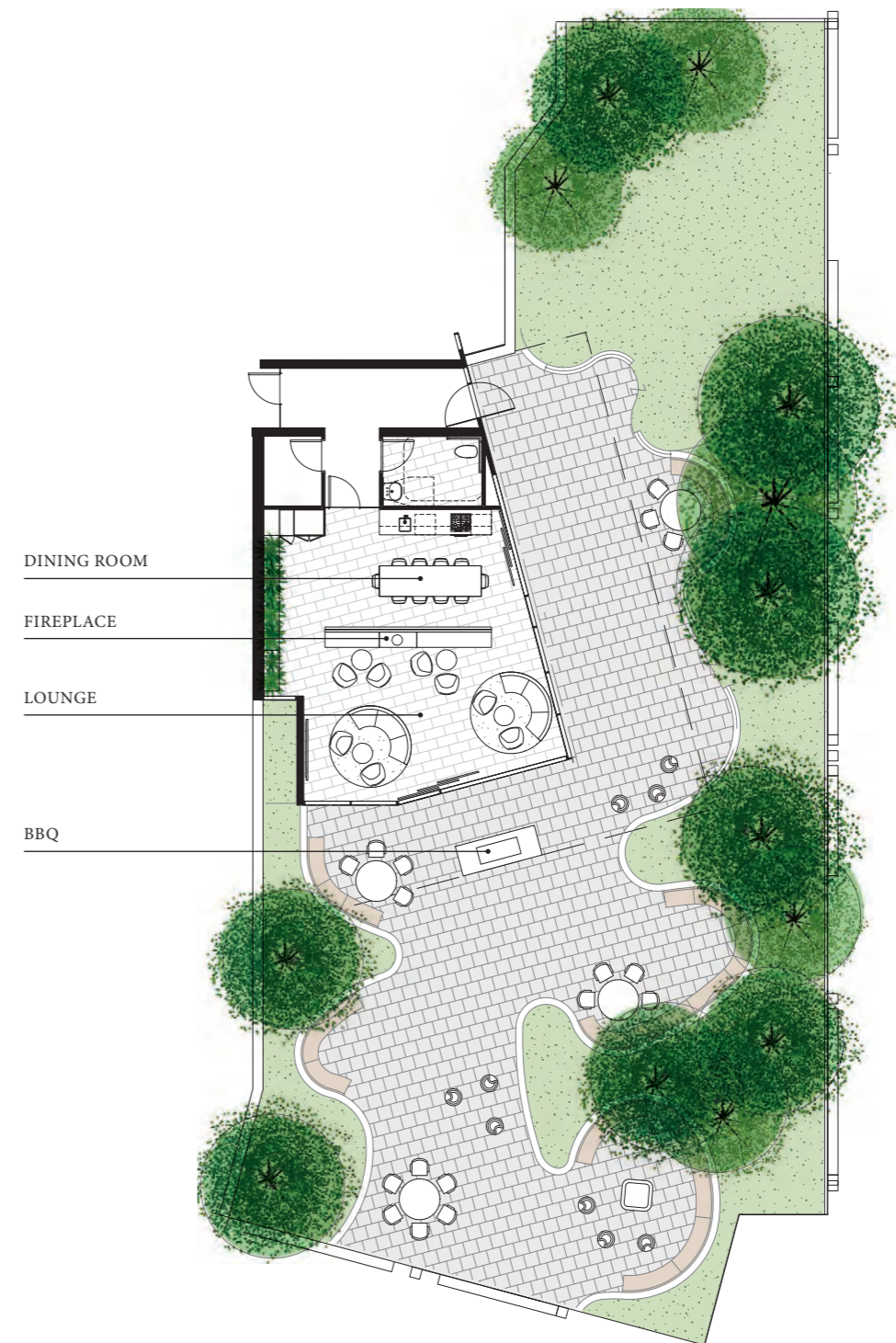
EXCLUSIVE SPACES

*Experience the ultimate in apartment living amenity.
An extraordinary suite of onsite recreational and leisure
spaces deliver outstanding convenience and luxury
facilities exclusive to Boat House residents.*



Gaze out to astonishing views of the Maribyrnong River and CBD as you sip your morning coffee in Boat House's private podium roof garden. Have breakfast beneath the lush greenery of the arbour, or curl up in the sumptuous comfort of the residents' lounge. Gather your friends for an evening get-together with the twinkling city lights as your backdrop. Book a table in the residents' dining area for a family feast or slip downstairs to the ground floor restaurant for spectacular dining right next to the river. Energise your daily exercise regime with a workout in the fully equipped Boat House gymnasium.

PODIUM GARDEN









06

THE RESIDENCES

Experience a true riverfront lifestyle with exceptional contemporary apartments, featuring expansive floor-to-ceiling glazing that allows you to let in the sunshine and enjoy breathtaking views of the Maribyrnong River and city skyline.





Designed to complete the architectural envelope's embrace of the river, Boat House apartments' flexible open plan layouts deliver exceptional comfort and liveability.

From spacious single bedroom residences to opulent two bedrooms, step inside gorgeously designed interiors that open out to extraordinary panoramic views.





Experience river life as only a local can. Integrate indoor and outdoor living with a spectacular Entertainer's Terrace, just perfect for a summer evening dinner party with friends.

Sip pre-dinner drinks while you and your guests look out to the Maribyrnong's venerable pepper trees and listen for the rich diversity of the river's aquatic birdlife.



Meticulous attention to detail is on display in every corner of every room. Specially selected by the interior design team at CHT Architects, premium quality fixtures and fittings deliver elegant finishing touches to an atmosphere of contemporary comfort.

A sophisticated monochromatic palette offers a timeless and considered setting with plenty of room for your own individuality to shine. From engineered oak flooring in the living areas to plush carpeted bedrooms, luxurious finishes combine with seamlessly integrated practical considerations.

Superbly appointed kitchens feature stone benchtops, glass splashbacks, and European appliances. Chic bathrooms showcase clever spacial design, sophisticated modern tapware and generous storage spaces.





07

INVESTMENT & TEAM

With Footscray booming, gentrification in full swing, and true riverfront locations limited, Boat House ticks a number of key value indicators for canny investors. Backed by a highly experienced development team, it represents a rare opportunity to capitalise on an area with largely untapped natural assets and enormous growth prospects.



INFRASTRUCTURE

\$25 billion

The Metro Rail Project will provide Footscray residents with further access to key employment and education hubs.

The Melbourne Metro Rail Project is a major state infrastructure project that is expected to improve accessibility and connectivity throughout the City of Melbourne and for residents of Footscray. The \$25 billion tunnel will pass through Footscray station providing residents with further rail options to access other key employment and education hubs.

\$5.5 billion

Western Distributor project — improving traffic flow around Footscray.

\$40 million has been allocated to commence stage one of the \$5.5 billion Western Distributor project. The project includes road widening, bridge upgrades and altered signalling to improve traffic flows around the Footscray Road/ Moreland Street intersection including the widening of Shepherd Bridge.

\$3.6 billion

Regional Rail upgrade

Footscray acts as a major public transport hub for Melbourne's west, integrating 14 bus routes, 1 tram, 3 metropolitan and 3 regional train lines. As part of the Regional Rail link, Footscray has and will continue to benefit from major railway station upgrades that were completed in 2015. According to State Government, the end cost of this project was \$3.6 billion and was estimated to deliver an economic benefit of \$6.2 billion.

\$835 million

Various mixed use developments

\$835 million worth of various mixed use developments are set to occur in Footscray over the next four years.

\$5.4 million

Transforming central Footscray into a Little Saigon Precinct.

Central Footscray is set to be transformed with a \$5.4 million 'Little Saigon Precinct' being created as part of the Footscray's urban renewal process.

43,000 jobs

Urban renewal in the Arden Macaulay Precinct, two train stops from Footscray, makes Footscray an ideal place to live for the new workers.

A 147 hectare area within the suburb of North Melbourne has been identified for urban renewal over the next 30 years. This master plan project will transform the area, accommodating some 25,000 new residents and employment for some 43,000 jobs. As a result, the surrounding area will benefit from improved public transport, roads, parks and community recreation facilities which will support the increasing population of residents and businesses. Footscray is within two train stops of this new precinct, making it a viable location to live for some of the people working within the new precinct.

Source: Urbis

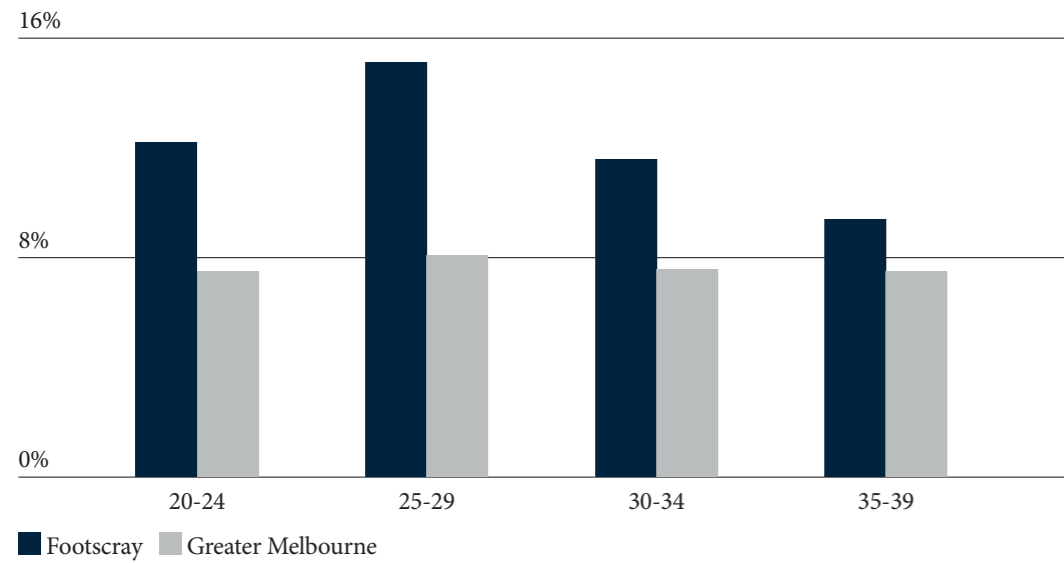
DEMOGRAPHICS

High concentration of potential renters

A very high proportion of Footscray’s population is aged between 20 and 39 compared with greater Melbourne. It is this demographic that is the prime target market for apartment living, supporting strong demand from a rental and resale perspective.

The main drivers for Footscray’s population being relatively young is due to two Victoria University campuses located within Footscray and the growing number of professionals moving into the area due to its affordability and proximity to Melbourne’s CBD and key employment nodes.

AGE — 5 YEAR AGE GROUPS



Source: Australian Bureau of Statistics & Profile i.d.

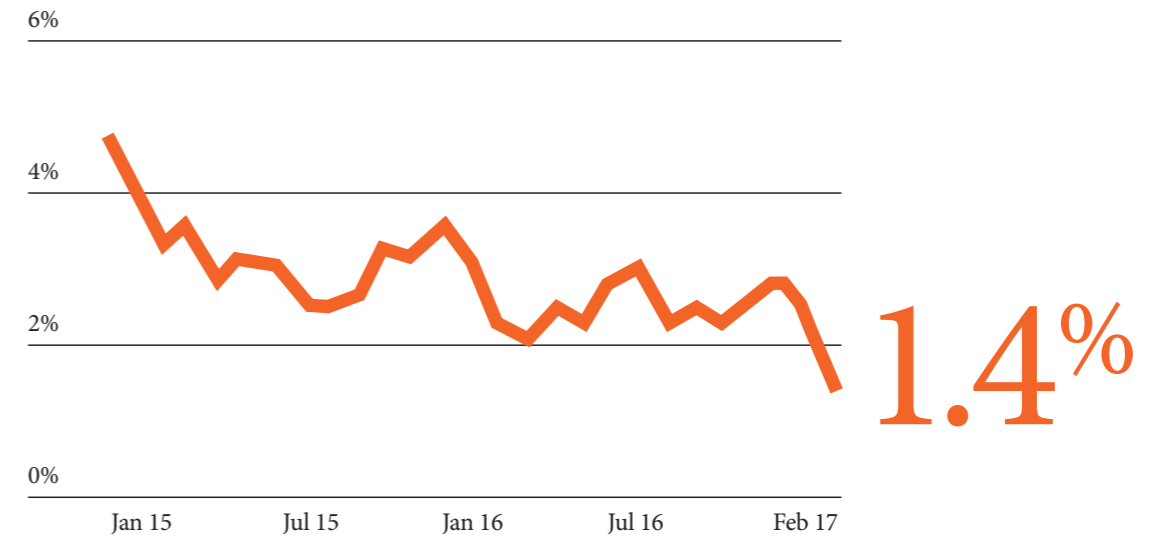
“Footscray has a young, fast-growing population that is expected to more than double in the next twenty years.”

Urbis

Low vacancy rates equals high demand

The low vacancy rate of 1.4% in Footscray signifies high rental demand and a need for new properties to fulfill the tenant requirement.

FOOTSCRAY VACANCY RATES



Source: sqmresearch.com.au

Ideal Households

48.0%

Footscray has a high proportion (48%) of single people or couples without children which indicates strong demand for apartment living.

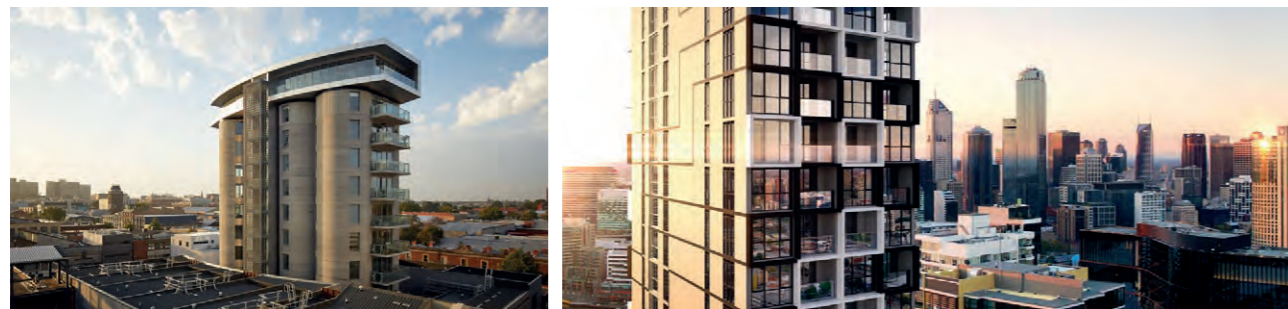
Source: Profile i.d.

Professional Population

36.2%

There are more professionals and managers living in Footscray (32.6%) in than any other occupation. Maximum rental and resale value is driven by tenants and buyers employed in either professional or managerial roles.

Source: Profile i.d.



Clockwise from top: United Richmond; The International Southbank, Gravity Tower South Melbourne; Botanica Balwyn rooftop garden; and Islington Silos Collingwood

THE TEAM

Australia's leading residential property experts come together in an outstanding collaborative enterprise to deliver an exceptional lifestyle product that sets a new standard in apartment living.

DEVELOPER — BLUE EARTH GROUP

Blue Earth Group property development company has specialised in exceptional apartment projects for more than 20 years. On a remarkable journey from the construction of a single dwelling in 1990 to the compilation of today's \$1 billion project portfolio, excellence has remained a constant — along with an enduring allegiance to quality and design. The firm is committed to thinking imaginatively, treating challenges as opportunities and embracing creativity in every sphere of activity. This abiding passion has received widespread recognition and made a lasting contribution to the built environment.



ARCHITECT — CHT ARCHITECTS

Design-focused and multi-disciplinary, CHT Architects offers services in both architecture and interior design. A range of multi-residential projects, including luxury apartment developments, have placed the practice at the forefront of the industry. Based in Melbourne, with projects both local and interstate, the firm's work consists of high-quality, distinctive buildings and spaces that respond to the aspirations of modern Australian life. CHT creates environments that enrich people's lives and inspire a true sense of belonging.

LANDSCAPE ARCHITECTS — RUSH WRIGHT ASSOCIATES

Established in 1999, Rush Wright Associates is an award-winning design practice based in Melbourne, offering consultancy services in landscape architecture, urban design and constructed ecology. Bringing together the extensive experience and design expertise of directors Catherine Rush and Michael Wright, the company conducts projects

all over Australia, international collaborations with offices in the United States, United Kingdom, New Zealand and the United Arab Emirates, as well as projects in Vietnam, Laos and China. As a design practice, RWA offer a unique combination of services, focused on marrying client expectations with the best possible design solution and environmental principles.

PROJECT SALES —

THREE SIXTY PROPERTY GROUP
Australia's leading full-service, residential development sales and marketing agency, Three Sixty Property Group capitalises on over 30 years experience and is responsible for over 20,000 residential apartment sales to date. Three Sixty Property Group's outstanding reputation has been built on providing expert management on projects from start to finish, delivering to its clients a comprehensive service unmatched in the industry. With a thorough, sophisticated knowledge of the sector and its markets, Three Sixty Property Group understands the true meaning of getting a residential product right.



Clockwise from top: Metrowest Sunshine (CHT); Darling Street South Yarra (CHT); The Maze Apartments

Richmond (CHT); Van Canh Masterplan, Hanoi (RWA); Shrine of Remembrance, Melbourne (RWA)

BOAT HOUSE

2 MARIBYRNONG STREET FOOTSCRAY
VICTORIA 3011 AUSTRALIA



MELBOURNE'S NEW RIVERFRONT DESTINATION

By **BlueEarth**



All images, views, diagrams, research and analysis are indicative or artists' impressions only. Dimensions, areas, fittings, specifications, landscape and paved areas are indicative and subject to change without notice. Furniture and whitegoods are not included in the price. Purchasers should check the plans and specifications included in the terms of the contract of sale carefully prior to signing the contract. Designed by Studio Caravan.

