

QUEENS AVENUE





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INVESTING IN HAWTHORN

CHAPTER ONE

QUEENS AVENUE, HAWTHORN

*Classic character and modern quality
in a cosmopolitan Village community.*

On the cusp of the Auburn Village precinct, Queens Avenue's superior locale embodies convenience, cultivation and security. Coffee, cuisine and commerce are all at hand. Vibrant culture offers variety, innovation and authenticity at every turn. The mix of prestigious heritage and graceful revitalisation is uniquely enchanting, elevating it to a peak of elegant modern living.

Queens Avenue embraces the rare beauty of this balance—a subtle yet effective combination of the classic and the current. Contemporary comforts and location-based lifestyle advantages complement the archetypal Victorian aesthetic that guides its visual appeal.

Queens Avenue is fresh sophistication in Hawthorn's true heart.

AUBURN VILLAGE

AUBURN VILLAGE

Connoisseur hotspots and genuine café culture nestle amid the warm and welcoming Victorian heritage architecture.





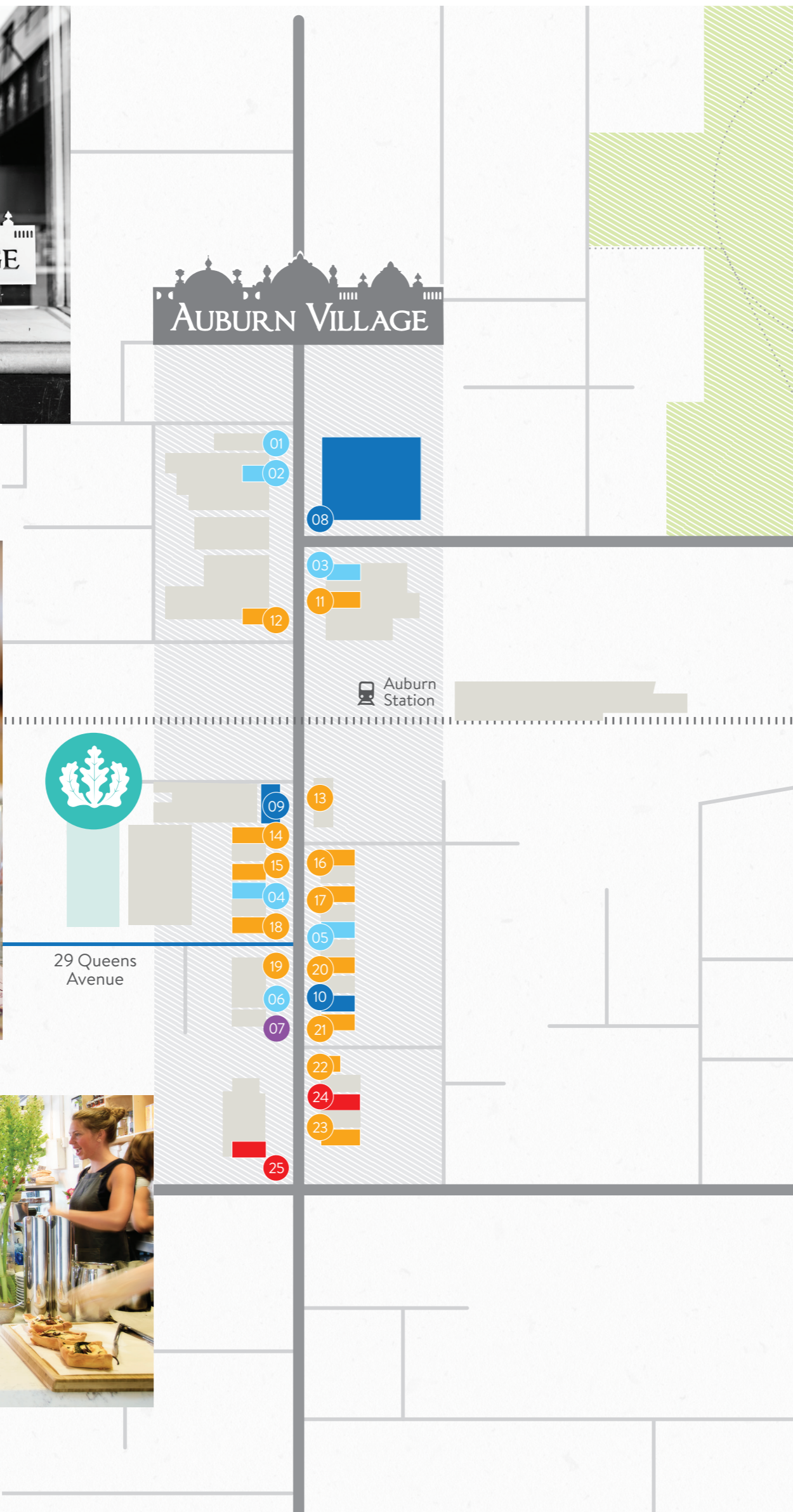
AUBURN VILLAGE – 1 min walk

THE COUNTER – 2 min walk



29 Queens Avenue

AUBURN VILLAGE



HELLO SAILOR – 3 min walk

The epicurean culture of Hawthorn's Auburn Village is literally around the corner from your Queens Avenue home.

- Sprout Organic Café – 75m
- Humble Patisserie – 82m
- Wine@129 - 90m
- Auburn Wine Cellars – 100m
- Hello Sailor – 180m
- The Counter – 220m
- Auburn Hotel – 230m

Cafes

01. The Counter
02. Auburn Village Deli
03. Hello Sailor
04. Humble
05. Sprout Organic Cafe
06. Cafe on Auburn

Restaurants

07. Elatos Sorum

Bars

08. The Auburn Hotel
09. Auburn Wine Cellar
10. Wine @129

Groceries & Shopping

11. Scarlet Jones
12. Bike Life
13. Peony Melbourne
14. Est Australia
15. Auburn Beauty Therapy
16. Mallalieu
17. Petite Living
18. Silvana Todesco
19. Lucy Loves Charlie Flowers
20. Zinc+
21. Perfect Pieces
22. Bingo Betty
23. Lesters Manufacturing Jeweler

Health & Amenities

24. Edward Beale Hawthorn
25. Auburn Pharmacy

Great food. Great coffee. Great times.

The epicurean culture of Hawthorn's Auburn Village is literally around the corner from your Queens Avenue home.

Rise and shine to the aroma of freshly ground coffee from the cluster of quality cafés within a stones throw. Sit in for some sourdough toast, or get java to go. Whether you want a smoked-salmon snack al fresco, or five courses and an adventurous wine list—the Village has the whole exquisite selection right outside your door.

WINE@129 – 1 min walk





KOoyong
Lawn Tennis
Club

Scotch
College

Yarra
River

Port
Phillip
Bay

Melb
CBD

Grace
Park

Glenferrie
Oval

Xavier
College

Hawthorn
Aquatic

Glenferrie
Road

8 minute



Swinburne
University

Central
Gardens

MLC

4 minute

Auburn
Village

Auburn
Railway
Station

4 minute

Carey
Baptist
Grammar
School

8 minute

ARCHITECTURAL VISION

Modern quality wrapped in rich history.

Queens Avenue's architectural design is a contemporary reflection of the surrounding context and rich local history.

The exterior façade is distinguished and distinctive. Conceptually inspired by Auburn Road's Victorian architectural heritage, it features rich and textured materials that are strong and evocative. The entire structure is lightly wrapped in a geometric motif that nods to celebrated tradition while serving as privacy screen and solar shade.

Queens Avenue homes come in a variety of internal configurations; Take your pick of the one and two bedroom apartment layouts, and take advantage of the flexibility that lets you discover the life you should lead.



Designed to entice the eye from any angle, Queens Avenue's exterior impresses with its high level of detail and nuance. Striking and bold, it engages and holds the attention of passers-by at even a quick glance.

INTERIOR QUALITY

Classic. Cosmopolitan. Captivating.

Inside your Queens Avenue home, the architectural attention to detail becomes even more apparent.

Classic, sophisticated interiors are augmented with a contemporary flourish. Clean, neutral palettes compliment sleek modern lines. Perfectly matched textures and finishes make a feature of contrast and highlights for a truly seductive aesthetic.

It's uncluttered, tasteful and top-of-the-line. At Queens Avenue, every feature is designed for comfort and convenience.

INTERIOR DESIGN



Quality and refinement radiate throughout every room at Queens Avenue.

Queens Avenue kitchens and living areas are made to be enjoyed. Form and function have been carefully balanced, so each feature is as practical as it is pleasing to the eye.

Minimalist open shelving is elegant and enhances the sense of spaciousness.

Stone benchtops sit above oak floors. Deep island benches offer additional bar-style seating. Stainless steel appliances embody style and durability.

Bathrooms feature strong, clean lines and textural contrast.

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Select raw finishes provides a soft counterpoint to smooth stone and traditional fine porcelain. Smart matte-black fixtures add subtle contemporary flavour.

Fine carpeting in the bedrooms makes for warm and inviting bare-foot comfort. Master bedrooms in larger layouts feature the added luxury of a private en suite.

Open-plan dining and entertaining areas maximise space and flow naturally towards private outdoor balconies. Expansive windows invite natural light.



ROOFTOP COMMONS

Above all, space to relax.

To make the most of modern life, you need a residence that gives you the room to breathe and to grow.

Queens Avenue has been designed with this in mind. Its aesthetics and its layout purposefully enhance the everyday enjoyment of 21st century living.

All residents are welcomed to the rooftop common area. A secluded and refreshing rooftop retreat, it overlooks the leafy streets to the north. It's privacy and elevated position make it a welcoming invitation to relax, recharge and reflect.

*A secluded and refreshing rooftop retreat,
it overlooks the leafy streets to the north.*

BRILLIANT LOCATION

Hawthorn's heart.

Hawthorn is one of Victoria's most affluent and sought after residential locales. An established cultural hub in Melbourne's inner east, it's home to every modern convenience and advantage.

Queens Avenue sits proudly at the centre of it all: a prime location with genuine walk-everywhere convenience. www.walkscore.com rates the address an amazing 96 out of 100 and here's why:

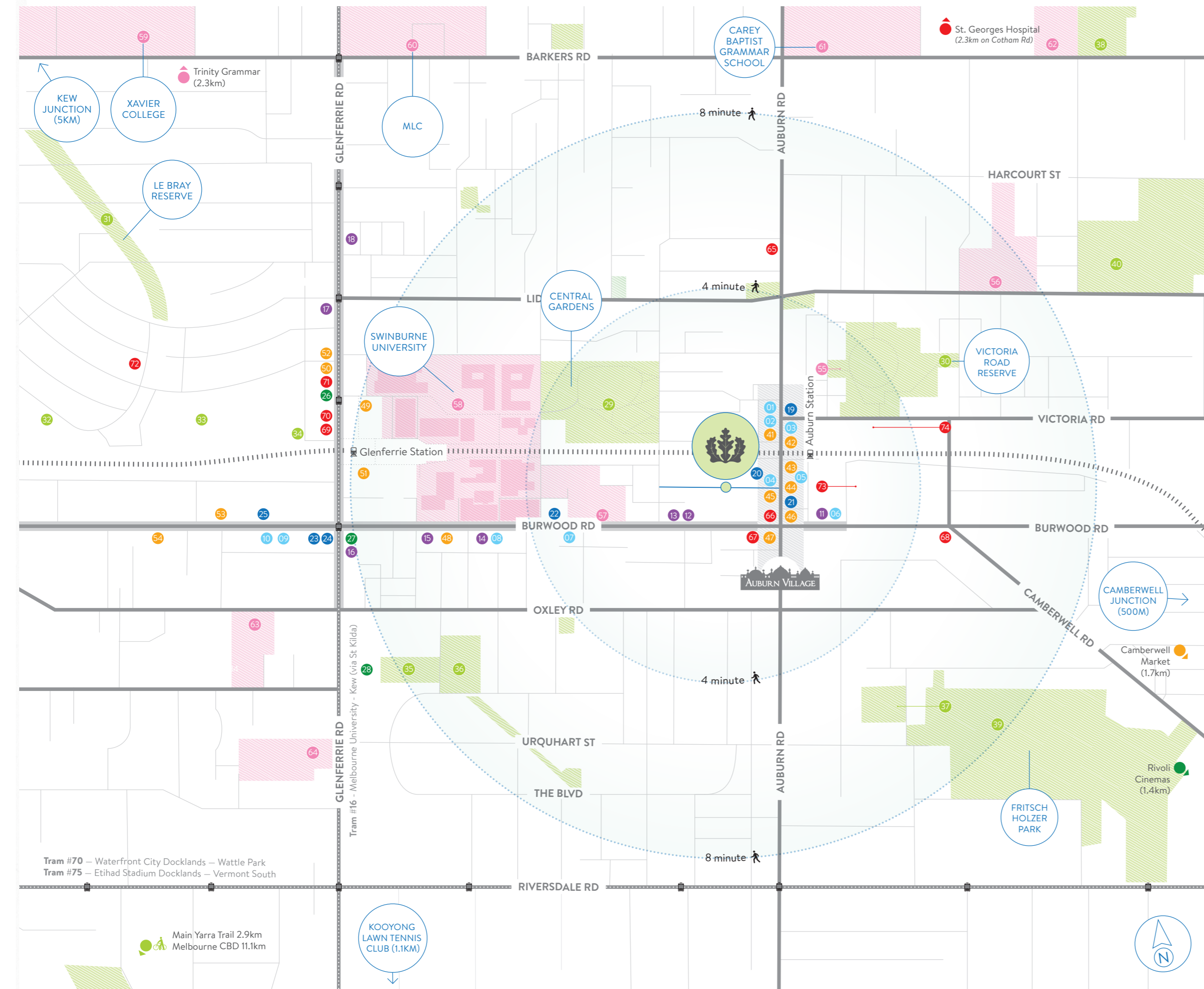
- quality coffee and bites in Auburn Village
- top shopping on Glenferrie Road
- fine dining on Burke Road
- high-achieving educational institutions
- 250m to the post office
- 150m to the pharmacy
- 10 min walk to the bank
- Auburn Railway Station – 160m
- tram stop at the corner of Burwood & Glenferrie Rd – 11 min walk
- leafy streets and ample opportunity for sports & recreation.

All that, all within an easy stroll.

When you do want to get behind the wheel, you'll be welcomed with well-maintained streets and easy access to major arterials.

A prime location with genuine walk-everywhere convenience. From Burke Road to Glenferrie Road, and from Riversdale to Barkers—Queens Avenue and Auburn Village are Hawthorn's beating heart.

- **Cafes**
 - 01. The Counter
 - 02. Auburn Village Deli
 - 03. Hello Sailor
 - 04. Humble
 - 05. Sprout Organic Cafe
 - 06. Blood Orange Food Store
 - 07. By Basia
 - 08. Tony Le Pony
 - 09. Axil Coffee Roasters
 - 10. Hawthorn Common
- **Restaurants**
 - 11. Sage Leaf Bistro
 - 12. The Greek Spot
 - 13. Tinto
 - 14. Gujjubhai Indian Vegetarian
 - 15. Zen Japanese
 - 16. Santoni Pizza Bar
 - 17. Once A Tailor
 - 18. Lulo Tapas & Wine Bar
- **Bars**
 - 19. The Auburn Hotel
 - 20. Auburn Wine Cellar
 - 21. Wine @129
 - 22. Hawthorn Hotel
 - 23. The Kilburn
 - 24. Nevermind Bar
 - 25. Beer Deluxe Hawthorn
- **Entertainment & Places of Interest**
 - 26. LIDO Cinemas
 - 27. Hawthorn Town Hall
 - 28. Hawthorn Public Library
- **Parks & Recreation**
 - 29. Central Gardens
 - 30. Victoria Road Reserve
 - 31. Le Bay Reserve
 - 32. Grace Park
 - 33. Glenferrie Oval
 - 34. Hawthorn Aquatic Centre
 - 35. Hawthorn Tennis Club
 - 36. Scullin Park
 - 37. Auburn Bowls Club
 - 38. Fritsch Holzer Park
 - 39. MCC Kew Sports Club
 - 40. William Angliss Reserve
- **Groceries & shopping**
 - 41. Bike Life
 - 42. Scarlet Jones
 - 43. Mallalieu
 - 44. Zinc+
 - 45. Lucy Loves Charlie
 - 46. Bingo Betty
 - 47. Melbourne Hi-Fi
 - 48. Knead Bakers
 - 49. Woolworths
 - 50. Coles
 - 51. Alley Tunes Records
 - 52. Readings
 - 53. Glenferrie Market Shopping Centre
 - 54. Bunnings Warehouse
- **Education**
 - 55. Auburn Kindergarten & Child Care Inc.
 - 56. Auburn Primary School
 - 57. Swinburne Senior Secondary College
 - 58. Swinburne University
 - 59. Xavier College
 - 60. Methodist Ladies College
 - 61. Carey Grammar
 - 62. Preshill Private School
 - 63. Glenferrie Primary School
 - 64. St Joseph's School
- **Health & Amenities**
 - 65. Lyndhurst Medical Clinic
 - 66. Auburn Pharmacy
 - 67. Chris' Gym
 - 68. Fernwood Gym Camberwell
 - 69. Westpac Branch & ATM
 - 70. Commonwealth Bank Branch & ATM
 - 71. ANZ Branch & ATM
 - 72. Glenferrie Private Hospital
 - 73. Crossfit Hawthorn East
 - 74. Fitstrong



Tram #70 – Waterfront City Docklands – Wattle Park
 Tram #75 – Etihad Stadium Docklands – Vermont South

Main Yarra Trail 2.9km
 Melbourne CBD 11.1km

KOOYONG
 LAWN TENNIS
 CLUB (1.1KM)



OUTDOORS & RECREATION

Refresh yourself, body and mind.

For strength and power close to home, there's personal training at Chris' Gym or group intensity at CrossFit Hawthorn East, and Fitstrong gyms minutes away.

If you're up for some sporting competition, the Victoria Road Reserve is home to both the Hawthorn Citizens Footy Club and the Boroondara Cricket Club.

Stretch your legs at Central Gardens—an ever-popular family destination with heaps of amenities and the famous Rocket Park playground.

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Chris' Gym
2 min



Rocket Park
4 min



Auburn Bowls
7 min



Grace Park
9 min



Hawthorn
Aquatic Centre
7 min



Tennis Club
12 min



MCC Kew
Sports Club
15 min



ENTERTAINMENT & RETAIL

Alive with choice.

Hawthorns streets are alive with choice for entertainment, retail and dining.

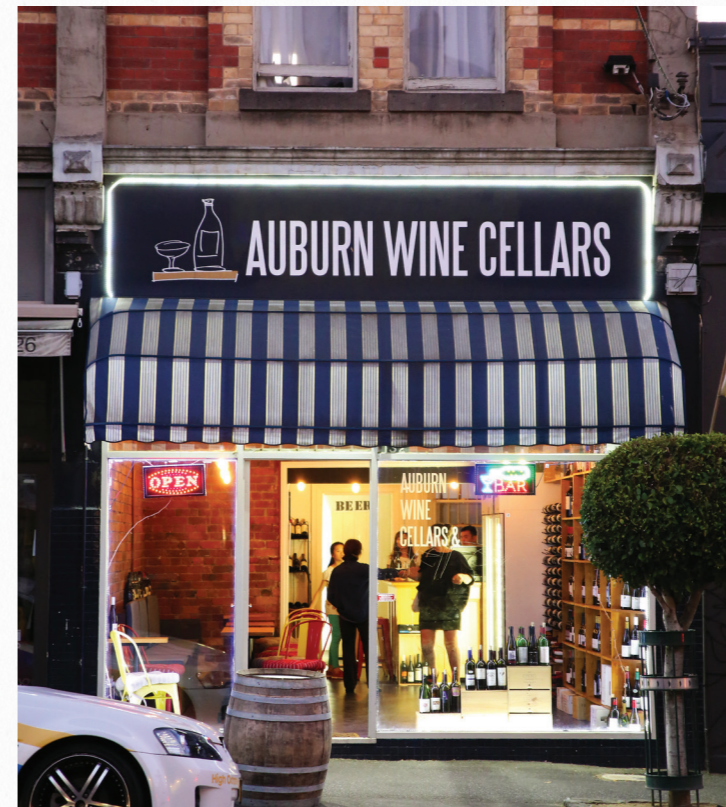
Add an haute artisan touch to your Queens Avenue wardrobe with the designer wares from Swoon Boutique and Scarlet Jones.

Enjoy evenings in The Auburn Hotel—a venue that is much a distinguished icon of traditional style as it is an institution of the local social scene. Alternatively, the modern atmosphere of The Hawthorn Hotel includes a spacious and sunny rooftop beer garden. Of course, both offer brilliant pub grub.

- Swoon Boutique – 110m
- Auburn Hotel – 230m
- Scarlet Jones – 250m
- The Hawthorn Hotel – 5 min walk
- Glenferrie Road Shops – 10 min walk
- Lido Cinemas – 11 min walk
- Nevermind Bar – 12 min walk
- Baranows Lounge Cigar Bar – 12 min walk
- Camberwell Market – 5 min drive, 20 min walk, also easily accessible via train (get off at Camberwell Station)



AUBURN HOTEL – 3 min walk



AUBURN WINE CELLARS – 1 min walk



READINGS BOOKSTORE – 15 min walk



KILBURN WHISKEY BAR – 11 min walk



XAVIER COLLEGE – 15 min walk

EXCEPTIONAL EDUCATION

Melbourne's finest education institutions

Queens Avenue is a short walk from many of Melbourne's finest educational institutions. From preschool to professional qualification, you can get a world-class education without leaving the local area.

Kinder and primary school are both immediately accessible in the Auburn Village neighbourhood. The exclusivity of MLC and Xavier are both within a few minutes. Swinburne University offers amazing opportunities to achieve the ultimate in excellence, especially renowned in the fields of science and design.

- Auburn Kindergarten & Childcare – 3 min walk
- Auburn Primary School – 10 min walk
- Carey Baptist Grammar School – 12 min walk
- Preshil Private School – 3 min drive
- Methodist Ladies College (MLC) – 3 min drive
- Trinity Grammar School – 5 min drive
- Xavier College – 5 min drive
- Swinburne University – 5 min walk



SWINBURNE UNIVERSITY – 10 min walk



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INVESTING IN HAWTHORN

STRONG DEMAND

Source: profile.id.com.au

CURRENT HAWTHORN POPULATION **35,000**

ESTIMATED POPULATION GROWTH PER YEAR **1,371** PEOPLE

628 NEW DWELLINGS REQUIRED EVERY YEAR! 

An increasing population means higher demand for homes. Higher demand means better value growth, especially at desirable addresses like Queens Avenue.

DESIRABLE LOCATION

Source: walkscore.com

 QUEENS AVENUE LOCATION

14min DRIVE TO **CBD**

QUEENS AVENUE WALK SCORE | **96/100**

Everything you need is within 400 metres of your front door. Whether you want Auburn Village retail by day or hip Hawthorn hospitality by night, Queens Avenue puts you in the right place.

HIGH INCOME TENANTS

Source: profile.id.com.au

56.3% OF RESIDENTS WITHIN HAWTHORN WORK WITH PROFESSIONAL / MANAGEMENT POSITIONS

HOUSEHOLDS CLASSIFIED AS HIGH INCOME EARNERS (>\$2,500 / WEEK)

35.2%
HAWTHORN

19.4%
GREATER MELB

Professionalism and prosperity are foundations for positive neighbourhoods. Around Queens Avenue, the numbers show you can count on respectability and stability.

OCCUPATION OF EMPLOYMENT, 2011

Occupation	0-10%	10-20%	20-30%	30-40%	40-50%
Managers					
Professionals					
Technicians and Trades Workers					
Community and Personal Service Workers					
Clerical and Administrative Workers					
Sales Workers					
Machinery Operators and Drivers					
Labourers					
Inadequately described					
% of employed persons aged 15+	0-10%	10-20%	20-30%	30-40%	40-50%

UPSCALE VALUE

Source: reiv.com.au

With median housing values consistently above the Melbourne average, Hawthorn is one of Australia's most sought-after residential locations.

MEDIAN HOUSE PRICE

\$1,555,000
HAWTHORN

\$718,000
METRO MELB

HIGH GROWTH INVESTMENT

Source: yourinvestmentpropertymag.com.au

Annual capital growth on this side of Melbourne is strong. With unit value growing by 6.7% per year on average, Hawthorn real estate is like a high-performance investment in which you can live.

AVERAGE CAPITAL GROWTH FOR UNITS

6.7%
HAWTHORN

4.5%
MELB CBD

CREATIVE COLLABORATION

Development Manager



urban

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

Since its inception in 2009, the expert team at Urban has successfully developed and delivered more than \$2 billion worth of projects in residential, retail, industrial and master-planned projects.



www.urbandevelop.com.au

Architect



CHT Architects is a design-focused practice offering services in architecture, urban design and interior design, as well as strategic consulting and project management. We work across multiple sectors, including multi-residential, single residential, commercial, institutional, aged care, retirement living and health facilities.

Our work consists of high-quality, distinctive buildings and spaces that complement modern Australian life and respond to the aspirations of those who occupy them. Our aim is to create environments that help enrich people's lives.



www.chtarchitects.com.au



FIND YOUR HOME IN THE HEART OF HAWTHORN

Speak to the experienced Queens Avenue team.

Register your interest today.

www.queensavenue.com.au

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www.QueensAvenue.com.au