

Alessi



Melbourne. Reach out and touch it.

Alessi

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Alessi living

54 stylish apartments brought to you by one of Melbourne's most prominent developers, Urban Inc and leading architects, Elenberg Fraser.

Just 500m to leafy Flagstaff Gardens. 500m to trendy Errol Street restaurants and cafes. Only 1km to Southern Cross Station, Etihad Stadium or Docklands. 1.5km to RMIT. 1.8km to Melbourne University. 2.5km to bustling Federation Square. The city on your doorstep.





Flagstaff Gardens, Melbourne

Welcome to Alessi

Melbourne's always been synonymous with creativity and vitality. In a city that is continuously evolving, Alessi is truly representative of this rich tradition.

At Alessi you'll find distinctive and stylish apartments, the convenience and inspiration of city living and a leafy neighbourhood outlook in an enviable central location.

Welcome home.



Victoria Harbour, Docklands



Shot Tower, Melbourne Central

Location and amenity

Alessi offers unparalleled access to a dynamic and vibrant lifestyle. Featuring all that is best in fashion, food, sport and the arts, Melbourne is a true original.

Imagine being positioned within walking distance to the CBD, miles of the best retail, outstanding public transport and some of Australia's finest dining.

Achieve perfect balance at Alessi. Effortless cosmopolitan days await.



Flagstaff Gardens, Melbourne

Your way of life

Live your days fully. Balanced. Diverse. Entertaining. Big. Your life at Alessi.

Active

Monday 5am. As the sun rises above Melbourne's spectacular skyline, it's time to get moving. Hit the pavement and take in a circuit of Flagstaff Gardens, fit in some laps at City Baths followed by a latte at Docklands, before tackling the work day.



Replenish

Saturday 2.35pm: You've done the rounds of the laneway boutiques, you've checked out the department stores and you've visited every international designer outlet on the Paris end of Collins Street. The outfit's in the bag! You head home via Queen Victoria Market. Shopping done.

Dine

Wednesday 12.32pm: Is it Flower Drum, Mo Vida, Vue de Monde, Mamasita, Bar Lourinha, Cumulus Inc, Chin Chin, Comme or The Press Club today? Combine business with pleasure as you enjoy a power lunch at any number of excellent one, two or three hat restaurants that offer sparkling views, great people watching and fantastic flavours. Every day.



Culture

Saturday 8.00pm: The house lights come down, the audience goes quiet, the anticipation builds and the curtain goes up. It's show time. Tonight it's Her Majesty's Theatre for a hit musical. Next month it's Hamer Hall for Melbourne Symphony's return. All less than ten minutes from home.

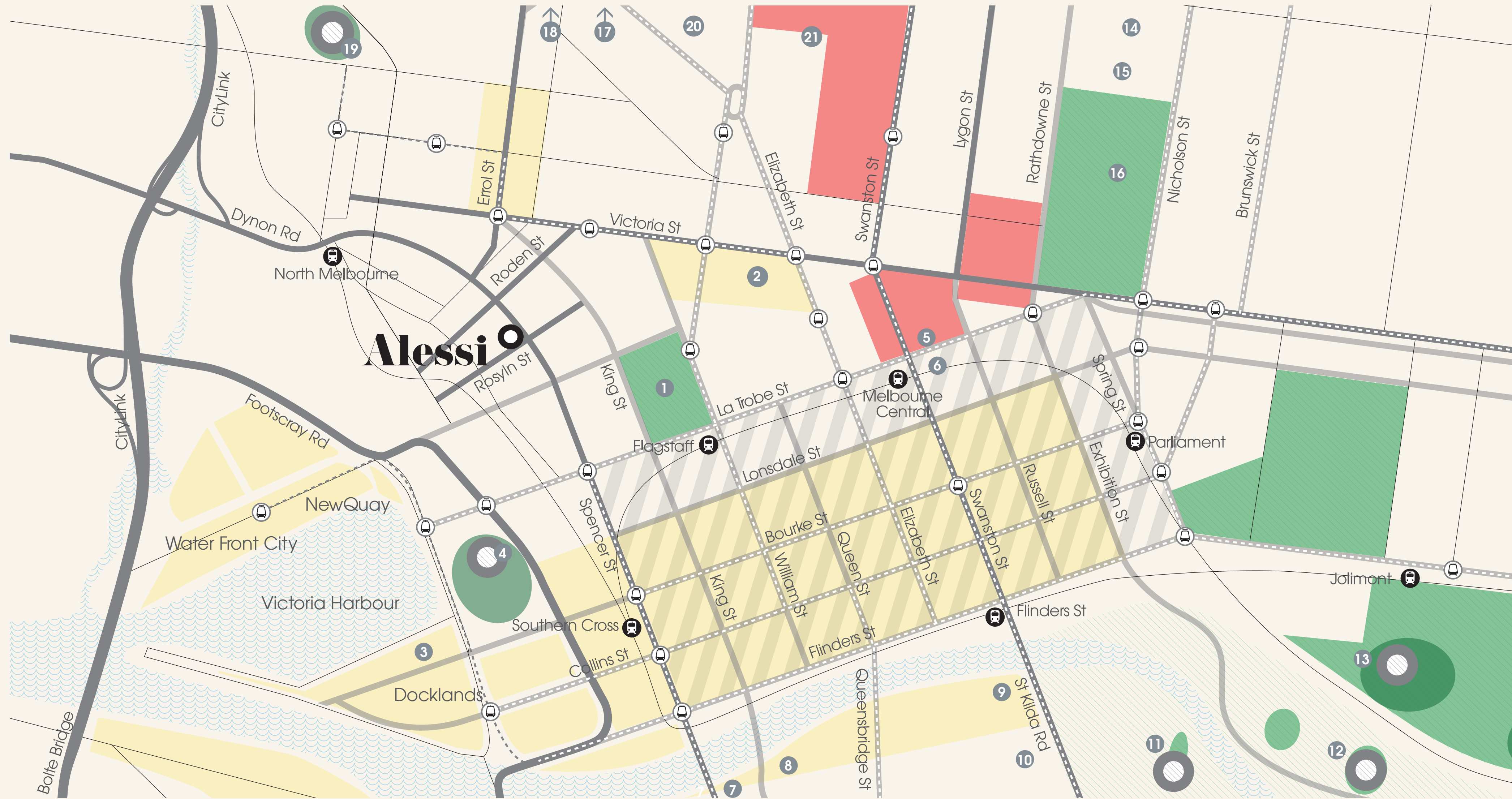
Live

Friday 7.26pm: You've had the after work drink, dashed home to change and you're on your way to the game. A relaxed stroll from home and in no time you're walking across the concourse to enter Etihad Stadium. The atmosphere builds, the heart races and the crowd roars. Game on!



Refresh

Sunday 11.18am: Easy does it. Head to your local café, savour the aroma of a latte or two and immerse yourself in the Sunday papers. Or maybe just roll over and snooze? The choice is yours.



Location is key

A convenient city location, a short tram ride or walking distance to Errol Street, Universities, Docklands and Melbourne's CBD. Alessi puts you in touch.

-  Alessi
-  Train Stations
-  Tram Stops
-  Retail
-  Parks & Garden
-  Educational Facilities

- | | |
|------------------------------------|------------------|
| 1. Flagstaff Gardens | Walk: 11 minutes |
| 2. Queen Victoria Market | Walk: 12 minutes |
| 3. Docklands | Walk: 14 minutes |
| 4. Etihad Stadium | Walk: 17 minutes |
| 5. RMIT | Walk: 20 minutes |
| 6. State Library | Walk: 24 minutes |
| 7. Melbourne Exhibition Centre | Walk: 32 minutes |
| 8. Crown Casino Complex | Walk: 34 minutes |
| 9. Arts Centre Melbourne | Walk: 55 minutes |
| 10. National Gallery of Victoria | Walk: 40 minutes |
| 11. Sidney Myer Music Bowl | Walk: 46 minutes |
| 12. Rod Laver Arena | Walk: 46 minutes |
| 13. Melbourne Cricket Ground (MCG) | Walk: 51 minutes |
| 14. Melbourne Museum | Walk: 35 minutes |
| 15. Royal Exhibition Building | Walk: 33 minutes |
| 16. Carlton Gardens | Walk: 30 minutes |
| 17. Royal Melbourne Hospital | Walk: 19 minutes |
| 18. Royal Childrens Hospital | Walk: 26 minutes |
| 19. North Melbourne Cricket Ground | Walk: 22 minutes |
| 20. University High School | Walk: 25 minutes |
| 21. Melbourne University | Walk: 25 minutes |



Elevated City View





Roslyn Street Facade



Architecture

'Alessi represents an inspired response to its location and surrounds. This area of the city has an eclectic history, and the building reflects this through the use of a collage effect, which is less about a single gesture and more about creating an identity that negotiates the idiosyncrasies of this emerging neighbourhood. Each façade is subtly different, enabling us to offer variety in the dwelling spaces.'

The exterior treatment of the building is sensitive to privacy, whilst ensuring that occupants have enriched city views. A reflective glass façade and view screens provide a veiled effect. Further exterior activation is generated through the use of a garden edge, which creates a rich textured effect.'

Callum Fraser, Elenberg Fraser, Architects



Design

Apartment interiors are designed to encourage interaction with the outdoor spaces. A spectacular floor-to-ceiling glass frontage offers excellent outlooks and maximises the abundance of natural light. The use of cross cut masonry and timber materials combine to create an attractive and clean living space.



* Floorboard upgrade shown.

Living

Beautiful light filled spaces are perfect for entertaining or relaxing. Choose a light or dark carpet colour scheme for living areas. Kitchens and bathrooms feature tiled floors as standard with the option of upgrading to timber flooring. Characterised by an exceptional level of integration, kitchens also feature stainless steel appliances throughout. Four-burner gas cooktops, dishwasher, electric oven and range hood provide functionality, whilst fridge recesses and island benches offer distinctive form.



The architect

ELENBERG FRASER

Established in 1998, Elenberg Fraser is a new generation, multi award winning architecture practice. A network of architecture, urban development and master planning, the practice brings together a highly skilled work force renowned for bold and innovative facade design, superb architectural detailing and intelligent interior spaces.

The builder

VALEO CONSTRUCTION

Valeo Construction is a professionally managed commercial and industrial building contractor, dedicated to ensuring our clients projects are delivered on time. The strength of our company is our commitment to quality, dedication to our clients and on-going education of both management and staff.

Recently completed



A'Beckett Tower



Mighty Apollo



401 St Kilda Rd

Current projects



Tivoli Apartments



1810 Malvern Rd



Skylofts 601

The developer

Urban Inc. is a dynamic Melbourne based property development company committed to delivering highly successful projects in the cosmopolitan inner suburbs of Melbourne. Urban Inc. currently has six major projects under construction and twenty further projects under development.

Urban Inc.'s mantra is to produce stylish, contemporary apartments in which people love to live. The latest projects carried out by the Directors of Urban Inc. include Mighty Apollo Apartments, 401 St Kilda Road, A'Beckett Tower, Tivoli Apartments, Skylofts, 1810 Malvern Rd and many more.

Standard specification & inclusions schedule

This schedule lists the range of materials, appliances, general finishes, fixtures and fittings for the apartments at Alessi Apartments. The list is subject to the Contract of Sale special conditions. For example, if any item is unavailable a suitable replacement will be installed. The items in the schedule and their use, extent and location will vary from lot to lot throughout the development as indicated in the plans and specifications and Vendors Statement and the Purchaser agrees and warrants that it has inspected the plans and specifications for the apartment.

Walls	- Rendered Finish / Selected Paint Finish (as nominated) - Concrete render and lightweight cladding
Party Walls	- Lightweight plasterboard to acoustic rating
Roof	- Colorbond Metal or similar
Gutter/ Downpipes	- Colorbond Metal or similar
Windows	- Aluminium Framed Windows and Sliding Doors
Entry Door	- Timber Entry Door including Feature Handle
Balconies	- Selected tile finish, Balustrade to Architects specification
Garage Floor Fencing	- Concrete - Included - To Landscape Architects specification
Landscaping	- Landscaping to Architects specification

FIXTURES & FITTINGS

KITCHEN

- Benchtop	Reconstituted Stone
- Joinery doors/draws	Laminate Finish
- Splashback	Glass

KITCHEN APPLIANCES

Sink	Overmount Stainless Steel Sink
Tapware	Chrome Mixer Tap
Oven	Electric Oven 60cm wide - Stainless Steel
Cooktop	Gas - 60cm wide, Cast Iron Trivets, Stainless Steel
Rangehood	Slide-out - Stainless Steel
Dishwasher	Stainless Steel

ENSUITE

Benchtop	Reconstituted Stone
Joinery Units	Laminate Finish
Basin	Ceramic basin
Shower Screen	Semi-Frameless Glass
Toilet	White Ceramic
Mirror	Overhead Cabinet Mirror
Exhaust Fan	Ceiling Mounted
Tapware	Chrome Mixer Taps to Basins
Shower Rose	Wall Mounted Chrome Finish
Towel Rail	To Architect's specification
Toilet roll holder	To Architect's specification

BATHROOM

Benchtop	Reconstituted Stone
Joinery Units	Laminate Finish
Basin	Ceramic basin
Shower Screen	Semi Frameless Glass
Toilet	White Ceramic
Mirror	Overhead Cabinet Mirror
Exhaust Fan	Ceiling Mounted
Tapware	Chrome Mixer Tap to Basin Chrome Wall Mixer to Shower Chrome Mixer Tap and Spout to Bath
Shower Rose	Wall Mounted Chrome Finish
Towel Rail	To Architect's specification
Toilet roll holder	To Architect's specification

LAUNDRY

Tapware	Washing Machine Taps
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BEDROOM

Master Bedroom	Bedroom Wardrobes (refer contract plans)
Wardrobe	Mirrored sliding doors wardrobe doors Melamine Shelving Hanging Rails Satin Chrome Door Hardware

INTERIOR FINISHES

Floors	- Timber flooring to entry area and main living areas (upgrade option) - Carpet to Bedrooms and Hallways - Floor Tiles to Bathroom, Kitchen, Ensuite, Bathroom & Laundry
Walls	- Plasterboard
Cornice	- Square Set
Wall Tiling	- Ceramic Tiles - (Bathroom and Ensuite)
Internal Doors	- Paint Finish to Internal Doors
Thermal Insulation	- To Building Code of Australia (Standard) - Insulation Batts & Sarking
Skirting	- Painted Skirting to L/Rooms & B/rooms - Tile Skirt to Bathroom, Ensuite

INTERIOR PAINTING

Ceilings	- Flat Acrylic
Walls	- Low Sheen Acrylic
Living and Dining	- Low Sheen Acrylic
Kitchen	- Low Sheen Acrylic
Bathroom / Ensuite / Powder Room	- Low Sheen Acrylic

GENERAL INCLUSIONS

Heating/Cooling	- Reverse Cycle Heating & Cooling to Main Living Area with AC condenser located on the balcony
Hot Water Service	- Roof Mounted Gas Hot Water Service
Door Hardware	- Entry Door - Stainless Steel Feature Handle - Internal doors - Satin Chrome
TV / Telephone / Data Points	- Included as per development specification
Internal Light Fittings	- Downlights throughout

Investment snapshot

Alessi Melbourne not only makes for a great place to live, but boasts strong potential from an investment perspective with key drivers supporting the prospect for strong growth, high rental yields and low vacancy rates.

Suburbs on the CBD fringe are beginning to go through a rejuvenation with industrial and commercial spaces being turned into hip cafes, galleries and retail spaces.

This rejuvenation is being led by West Melbourne and North Melbourne, which are becoming very popular amongst white collar workers looking for homes close to the CBD.

Investors always talk about getting into the next 'boom' suburb and this is it, with 16.3% growth recorded in 2012.

- 16.3% capital growth in 2012
- Low vacancy rates
- Prospect for capital growth due to suburb rejuvenation, strong demand and a low moderate level of supply of boutique new apartments.

Strong rental demand for new apartments that consists of:

- Singles and couples without children (58%)
- People aged between 20-39 (62%)
- White collar workers who work in managerial or professional roles (56%)
- High income earners (64% with a weekly income of greater \$1,000, 50% with a weekly income of over \$1500)

*62% are aged between 20 and 39 - prime rental age
58% of the population are couples without children
64% of the population have a weekly income of over \$1000
50% of the population have a weekly income of over \$1500
56% of the population are working in professional or managerial roles*

Source: Property Data Solutions Pty Ltd 2012

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alessiapartments.com.au

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