River One

MELBOURNE’S NEW RIVER DESTINATION
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By BlueEarth

6 JOSEPH ROAD FOOTSCRAY
ON THE SUBJECT OF

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DAY AND NIGHT, AN EXTRAORDINARY ARRAY OF CULTURAL ATTRACTIONS, ENTERTAINMENT, DINING AND LIFESTYLE OPPORTUNITIES ARE YOURS TO EXPLORE FROM THE HEART OF THE WORLD’S MOST LIVEABLE CITY

Culture
Cruise Melbourne’s Rivers to World Class Attractions

Melbourne CBD

Experience the excitement of the city – from the vibrant Crown Casino and entertainment complex to the culture & glamour of the Arts Precinct.

Crown Casino
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 Railway Station just a short walk away and the forthcoming Metro Tunnel to provide an even quicker connection to the city and key education hubs such as the University of Melbourne and RMIT University. Citylink is only a few minutes drive too, connecting you to Tullamarine Airport in just 20 minutes. Less than 10 minutes away, take advantage of 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.

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MARIBYRNONG RIVER TRAIL

HIGHPOINT SHOPPING CENTRE

UNIVERSITY OF MELBOURNE

MELBOURNE CBD
HIP INNER CITY LIVING IS BRILLIANTLY FULFILLED IN A RIVERSIDE LOCATION THAT COMBINES THE SPECTACULAR ENVIRONMENT OF THE HISTORIC MARIBYRNONG WITH FOOTSCRAY’S BLOSSOMING LIFESTYLE ATTRACTIONS AND RICH CULTURAL SPIRIT.
THE NEIGHBOURHOOD

Enjoy a daily morning jog or cycle along the beautiful banks of the Maribyrnong River. 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, ranked in the top 2% of universities globally. Immerse yourself in the excitement of AFL Women’s footy in the traditional surrounds of the Whitten Oval. Browse for fresh and exotic produce at the Little Saigon Market. Try any one of dozens of superb cafes just a short stroll from your front door — a pulled pork panini and Padre espresso at the Footscray Milking Station cafe and delicatessen, mouth watering barbecued delicacies from Up In Smoke, or an exotic collection of craft beers and fine wines at Mr West. Experience the excitement and glamour of race day at Flemington Racecourse, including the mighty Melbourne Cup Carnival. Take in an event or workshop at the vibrant Footscray Community Arts Centre.
SETTLE IN TO YOUR OWN RIVERSIDE VILLAGE, COMPLETE WITH GYM, DAY SPA, RESIDENTS’ POOL — EVEN A CINEMA AND FRESH MARKET GROCER! TAKE ADVANTAGE OF A STATE-OF-THE-ART BUSINESS CENTRE OR JUST RELAX WITH A DRINK ON THE TREE-LINED PLAZA.

THE PRECINCT

Aesthetics
Proposed restaurant — Artist impression
Placemaking

Enjoy all the river’s natural attractions in an extraordinary building precinct that offers a spectacular range of amenities exclusive to River One residents. Step into a vibrant village atmosphere with an exciting collection of ground level retail outlets and creative commercial spaces that combine the bustle of Melbourne’s famous laneways with Footscray’s signature artistic street culture.

Experience an intimate connection to the riverfront that will never be built out. Soak up the natural marine environment, sheltered by lavish planting and thickets of shade trees in spectacular grounds created by urban environmental design specialists Rush Wright Associates. Stroll the terraces and relax beneath the River One Plaza trees while you watch the Maribyrnong waters flow peacefully by.
THE PRECINCT

Proposed green grocer — Artist impression
Proposed business precinct — Artist impression
BUSINESS CENTRE & CINEMA

Find everything you could possibly need to work from home in the fully equipped River One business centre. Schedule important client meetings in the imposing board room. Invite colleagues to collaborate in a professional yet relaxed atmosphere, with a choice of elegant meeting rooms, communal work stations and casual seating pods looking out to a tree-shaded plaza.

Reserve River One’s magnificent private cinema. Opulently finished with dedicated foyer and bar, and featuring state-of-the-art audio visual technology, the cinema suite is perfect for impressing clients with a video presentation, or creating a special event for family and friends’ birthdays, weddings and get-togethers, screening home movies, holiday videos or the latest favourite blockbuster.
Cinema — Artist impression
River One invites you to get the very best out of yourself with a brilliantly integrated health zone that delivers outstanding facilities, taking full advantage of the beautiful natural environment. Start your day with a few laps of the heated pool overlooking the waters of the Maribyrnong River. Get those endorphins flowing with a workout in the gym overlooking the pool and riverfront. Stretch out on the deck beneath the trees.

Replenish mind, body and spirit in the Day Spa and private treatment room. Join a daily yoga session, or enjoy all the health benefits of a purifying sauna — all in one easy, convenient location.
Pool — Artist impression
Gym — Artist impression
EXPERIENCE COMMUNAL OUTDOOR AND RECREATIONAL SPACES THAT SET A WHOLE NEW STANDARD IN RESIDENTIAL AMENITY. ENJOY SOME LUXURY ‘ME’ TIME IN BEAUTIFUL RELAXATION AND COMFORT AS YOU GAZE OUT TO SIMPLY EXTRAORDINARY VIEWS.
PODIUM GARDEN & PAVILION

Get used to astonishing views of the Maribyrnong River and CBD as you sip your morning coffee in River One’s gorgeously landscaped podium garden.

Take breakfast to a private seating pod nestled beneath canopies of trees, or pick your favourite table among the lush greenery of the arbour. Let your Saturdays sizzle as you gather around spectacular barbecue facilities overlooking the river.

Gather your friends for an evening get-together with the twinkling city lights as your backdrop. Prepare a family feast in the fully equipped outdoor kitchen.

Book the stunning indoor pavilion for the perfect special event or celebration. Take advantage of exclusive access to residents’ spaces on par with some of the city’s finest function venues.
Podium pavilion — Artist impression
EXPERIENCE A TRUE RIVERFRONT LIFESTYLE
WITH BREATHTAKING VIEWS IN A STRIKING
CONTEMPORARY BUILDING DESIGNED FOR
EXCEPTIONAL COMFORT AND LIVEABILITY BY
MELBOURNE’S RENOWNED CHT ARCHITECTS.

Design
With absolute river frontage, River One invites you to experience outstanding architectural design in a unique inner city location.

Designed by award-winning firm CHT Architects and inspired by the Maribyrnong’s historic maritime environment, River One reflects the neighbourhood’s rich marine heritage as it rises dramatically above an eye-catching podium, where signature terraces and plazas embrace the natural environment and create multiple spaces that allow residents to experience the beauty of the waterfront to its fullest.

Individual residences complete a remarkable architectural vision with meticulously designed finishes and elegant open plan spaces that give full expression to astonishing views and superb natural surroundings.
Living room — Artist impression
Kitchen — Artist impression
Enjoy incredible views of the Maribyrnong River and Melbourne city skyline through expansive floor-to-ceiling windows that allow you to let the natural sunlight shine in. From spacious single bedroom residences to premium three bedroom apartments and opulent walk up townhomes, step inside gorgeously designed interiors where exposed concrete ceilings deliver a sumptuous sense of open space and a sophisticated modern aesthetic.

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

A timeless and considered palette offers 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.
Whether you live alone, as a couple, or are downsizing from a family home, River One’s selection of luxury residence options offer a range of meticulously designed and brilliantly finished interiors that deliver exceptional comfort and liveability.

Come home to one of five superb townhomes, each with their own private entry from beautifully landscaped grounds. Step inside grand, luxurious living spaces, with soaring five metre high ceilings and expansive full-height glazing. Discover supremely flexible open plan layouts in River One’s premium three bedroom residences, finished in high quality natural materials, suffused with light, and featuring a wealth of carefully considered design details.

Luxuriate in immaculate bathrooms and ensuites. Discover superbly appointed kitchens that will delight any chef, with an array of stunning inclusions such as walk in pantries, integrated fridges and robust granite benchtops.
UNDER THE ASSURED DIRECTION OF BLUE EARTH GROUP AND CHT ARCHITECTS' HIGHLY EXPERIENCED DEVELOPMENT TEAM, RIVER ONE PRESENTS A SECURE OPPORTUNITY FOR INVESTORS TO CAPITALISE ON A STRICTLY LIMITED WATERFRONT LOCATION IN A BOOMING SUBURB WITH ENORMOUS GROWTH PROSPECTS.
Year on year, Melbourne’s appeal as a residential destination continues to rate among the best, both within Australia and internationally.

Economist Intelligence Unit ranked Melbourne as the world’s most liveable city for the seventh consecutive year in 2017.

Current Population

4.4 million

Projected Population in 2051

10 million

By 2051, Melbourne is expected to be Australia’s largest city—a 127% increase in population focused on the CBD and inner city suburbs, where major employment centres, superior amenity and education hubs provide critical appeal. This sustained residential growth will create unprecedented demand for new dwellings, underpinning strong correlative price growth.

Source: Plan Melbourne, RP Data
Footscray represents outstanding value in comparison to other similar Melbourne suburbs.

The Inner West of Melbourne is significantly undervalued compared with other areas of equal proximity to the CBD. A median price comparison of suburbs within similar distance to Melbourne’s CBD indicates the current disparity. However, this market variance is not expected to last. All projections suggest that the present gap is certain to narrow rapidly over the next few years.

Source: realestate.com.au & RP Data

<table>
<thead>
<tr>
<th>Location</th>
<th>House Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footscray</td>
<td>$863,000</td>
</tr>
<tr>
<td>Carlton North</td>
<td>$1,520,000</td>
</tr>
<tr>
<td>Parkville</td>
<td>$1,560,000</td>
</tr>
<tr>
<td>North Melbourne</td>
<td>$1,200,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>$1,240,000</td>
</tr>
<tr>
<td>East Melbourne</td>
<td>$3,740,000</td>
</tr>
<tr>
<td>South Melbourne</td>
<td>$1,450,000</td>
</tr>
<tr>
<td>Port Melbourne</td>
<td>$1,510,000</td>
</tr>
<tr>
<td>Albert Park</td>
<td>$1,910,000</td>
</tr>
<tr>
<td>CBD</td>
<td></td>
</tr>
</tbody>
</table>

The current Footscray population of 16,882 is forecast to grow to 45,558 by 2041. This long-term, sustained population increase will underpin capital growth strongly over this period.

Footscray’s vigorous and steady population expansion in recent years has been driven by the suburb’s highly appealing characteristics:

- 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
GENTRIFICATION

Quality new food and beverage offerings are typically the catalyst for gentrification within suburbs, where young hip crowds flock to new cafes, bars and restaurants and an influx of young professionals living within the area follows. Substantial gentrification of Footscray is expected to drive capital growth in the area for some time to come, providing an extremely attractive investment option in both the short and long term. Over the past 12-18 months Footscray has seen a range of quality food options open, boosting the suburb’s profile and attracting crowds from all over Melbourne:

UP IN SMOKE
A barbecue joint offering slow-cooked and smoked 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.

BAD LOVE CLUB CAFE
Bad Love Club is open early for Sensory Lab coffee, breakfast jaffles and $6 Dime bagels to take away. A ‘boozy bakery’ at night offers baked goods alongside dessert cocktails.

HOP NATION BAR
Hidden down the back of a vast industrial enclave is Hop Nation. Grab a tasting paddle and ascend to the roomy mezzanine for a better view of the brewhouse.

CAPITAL GROWTH

The inner west has already shown strong, prolonged signs of capital growth in recent years. Powered by its long-standing affordability and highly-valued proximity to the CBD, this growth is expected to continue solidly in both the short, medium and long term.

CAPITAL GROWTH FOR PAST FIVE YEARS

<table>
<thead>
<tr>
<th>Suburb</th>
<th>Capital Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flemington</td>
<td>+39.5%</td>
</tr>
<tr>
<td>Kensington</td>
<td>+31.4%</td>
</tr>
<tr>
<td>Footscray</td>
<td>+39.3%</td>
</tr>
<tr>
<td>North Melbourne</td>
<td>+34.5%</td>
</tr>
<tr>
<td>Yarraville</td>
<td>+45.1%</td>
</tr>
<tr>
<td>Flemington</td>
<td>+39.5%</td>
</tr>
</tbody>
</table>

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

“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
$25 billion
The Metro Rail Project will provide Footscray residents with greater and easier access to the city’s 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 in particular. With the $25 billion tunnel passing through Footscray station, residents will enjoy greatly improved rail options to access other key centres such as the University of Melbourne and RMIT University.

$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, which includes includes road-widening, bridge upgrades and altered signalling to improve traffic flows around the Footscray Road/ Moreland Street intersection, as well as the widening of Shepherd Bridge.

$3.6 billion
Regional Rail upgrade

A major public transport hub for Melbourne’s west, Footscray integrates 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 completed in 2015. According to the State Government, the $3.6 billion cost of this project is estimated to deliver an economic benefit of $6.2 billion.

$835 million
Multiple mixed use developments

$835 million worth of different mixed use development projects are set to occur in Footscray over the next four years, injecting population, greater services and increased economic activity to the area.

$5.4 million
Transforming central Footscray into a Little Saigon Precinct.

Central Footscray is set to be transformed with the $5.4 million ‘Little Saigon’ Precinct, an urban renewal process designed to generate a cultural and retail focus that will supercharge the area’s burgeoning appeal.

43,000 jobs
Urban renewal in the Arden Macaulay Precinct (two train stops from Footscray) sees Footscray as an ideal living option for 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 43,000 workers. 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, offering a viable housing location for some people working within the new precinct.

Source: Urbis
High concentration of potential renters

Compared with greater Melbourne averages, a very high proportion of Footscray’s population is aged between 20 and 39. This demographic is the prime target market for apartment living and supports strong demand from a rental and resale perspective.

The main drivers for Footscray’s relatively young population are two Victoria University campuses located within the suburb itself and also a growing number of professionals moving into the area, attracted by its affordability and proximity to Melbourne’s CBD, as well as several key employment nodes.

AGE – 5 YEAR AGE GROUPS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Footscray</th>
<th>Greater Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-24</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>25-29</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>30-34</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>35-39</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

A low vacancy rate of 1.4% in Footscray signifies high rental demand and a need for new properties to fulfill that demand.

FOOTSCRAY VACANCY RATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Vacancy Rate</th>
</tr>
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<tbody>
<tr>
<td>Jan 15</td>
<td>6%</td>
</tr>
<tr>
<td>Jul 15</td>
<td>4%</td>
</tr>
<tr>
<td>Jul 16</td>
<td>2%</td>
</tr>
<tr>
<td>Feb 17</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Source: sqmresearch.com.au

Ideal Households

Footscray has a high proportion (52.1%) of single people or couples without children, a significant demographic indicator underpinning strong demand for apartment living.

Source: Profile i.d.

Footscray is a planned Major Activity Centre, on its way to becoming a major employment and services hub within Melbourne.

Source: urbis.

Professional Population

There are more professionals and managers living in Footscray (36.2%) than any other occupational category. Maximum rental and resale values are driven by tenants and buyers employed in either professional or managerial roles.

Ongoing Demand

27,168 + 6,500

Additional to professionals and managers, students at Victoria University Footscray (27,168) and staff at Western Health hospital (6,500) help underpin demand.

Source: Profile i.d.
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.

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

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THE TEAM

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)