

240 - 250 LYGON STREET

LYGON PLACE

APARTMENTS

NATURALLY BRUNSWICK EAST

240 - 250 LYGON STREET

**LYGON
PLACE**
APARTMENTS

BRUNSWICK EAST

THE LOCATION

4

**A NEW PLACE
TO CALL HOME**

THE BUILDING

6

**A PLACE TO
REST & RELAX**

YOUR NEW NEIGHBOURHOOD

16

**A PLACE TO
UNWIND & EXPLORE**

INVESTOR INFORMATION

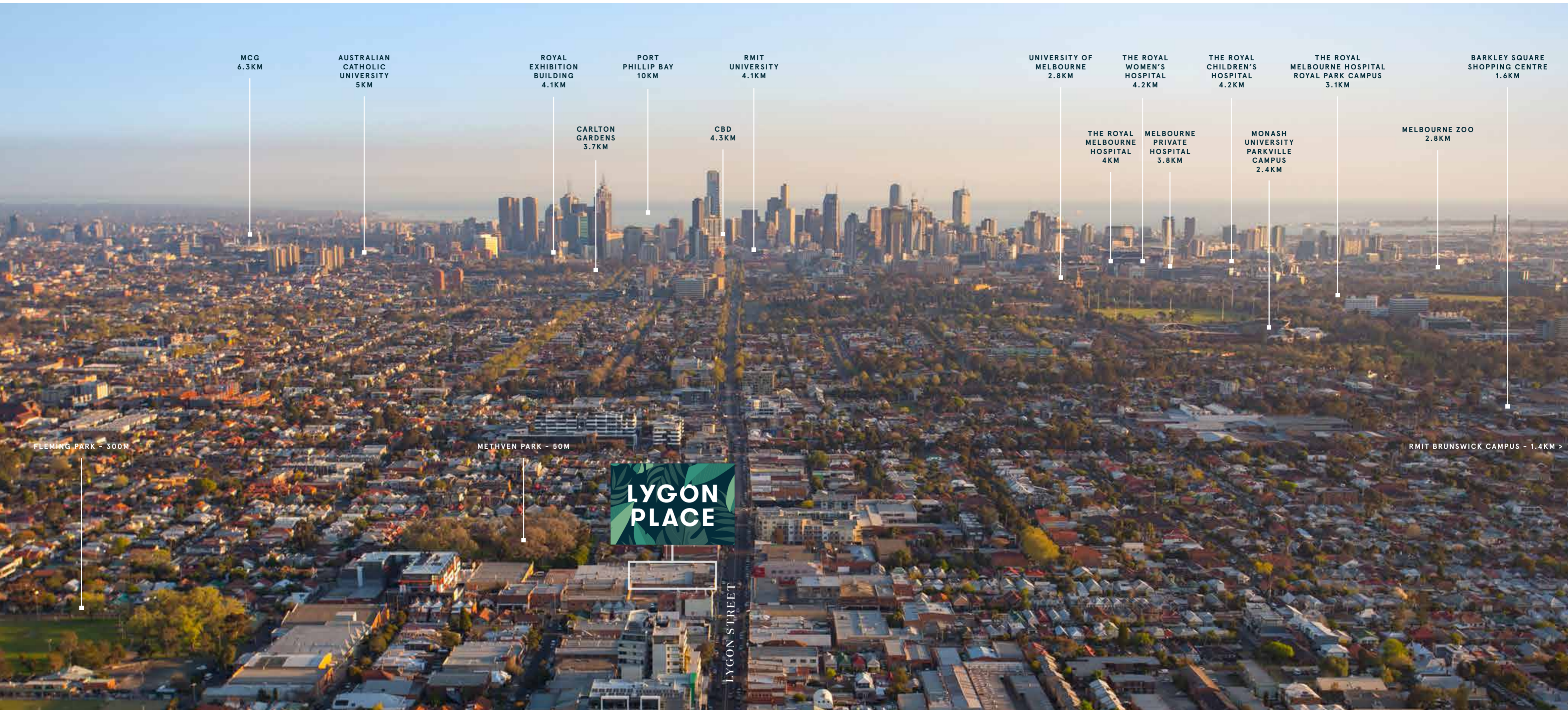
26

**A PLACE
TO INVEST**

THE TEAM

28

**A PLACE CREATED
BY EXPERTS**



A NEW PLACE TO CALL HOME

THE LOCATION

Lygon Place brings authentic urban living to one of Melbourne's most established, inner city precincts. Tree lined streets, leafy parks and gardens meet an abundant retail and café scene in a small yet diverse, tightly held location, less than 6km from the heart of the CBD.

Central to the city's most popular destinations and surrounded by Melbourne's key employment hubs, transport links and leading universities, Lygon Street is placed for proximity. Open green spaces, a rich cultural heritage and colourful urban landscapes embody the essence of modern Melbourne while an energetic and youthful community of artisans and creative entrepreneurs set a progressive pace for an enviable lifestyle.

A PLACE TO REST & RELAX

THE BUILDING

Distinguished design, by internationally renowned architectural practice Peddle Thorp, interplays shadow and light, solid and void across a rhythmic, articulated façade. Slender geometric lines created by steel framing, timber in-fills and mirrored surfaces define the 7 level design that responds to and reflects its unique urban and parkside environment. Offering privacy and protection, a series of elegantly composed, perforated bi-fold screens add to the building's animated façade beneath the upper podium levels, overlooking the streetscape.

Architecture presents a gentle yet confident presence while quality and lifestyle amenity ensure Lygon Place stands out from the rest. Interiors deliver luxury design and considered function across varying configurations of 1 & 2 bedroom and bathroom residences, rich in materiality with premium inclusions and private, outdoor domains. Secure, underground levels offer parking, storage and bicycle bays while refined, ground floor retail and dining spaces connect to the local neighbourhood. Upper levels accommodate an exclusive, resident's only, garden retreat with alfresco entertaining zones overlooking the bustle of Lygon Street.



Artist Impression

LIVING

Interiors and architecture collaborate using sophisticated materials and organic textures in a single statement of pared back, modern design. Open spaces are washed in white and highlighted by polished elements to draw light and enhance dimension. Fluid yet composed, every space is considered to deliver purpose, style and comfort.

Open living zones are bordered by floor to ceiling windows that seamlessly blend indoor and outdoor living, encouraging peaceful green vistas and natural light to flow in. Balconies and terrace gardens vary in size and function, ranging from 9.5sqm outdoor escapes to 126sqm entertainers. Keeping it light and fresh, timber accents and French Oak flooring refines the design with subdued, natural colour schemes used to place the focus firmly on materiality and its intrinsic qualities.



KITCHEN

The kitchen is the sophisticated heart of the home. Inspired by its environment, design combines robust urban materials and soft organic accents to create an effortlessly welcoming space. Satin finish joinery, premium SMEG stainless steel appliances and polished aggregate stone benchtops make a sleek statement while timber finish display shelving and bronzed mirror splashbacks offer luxuriously warming accents.

Artist Impression



KITCHEN DETAIL

Integrated within the design, an elegant island bench, bespoke pendent lights, contemporary ebony tapware and stylish storage solutions elevate the tone of a high performance workspace and entertaining zone.



BATHROOM

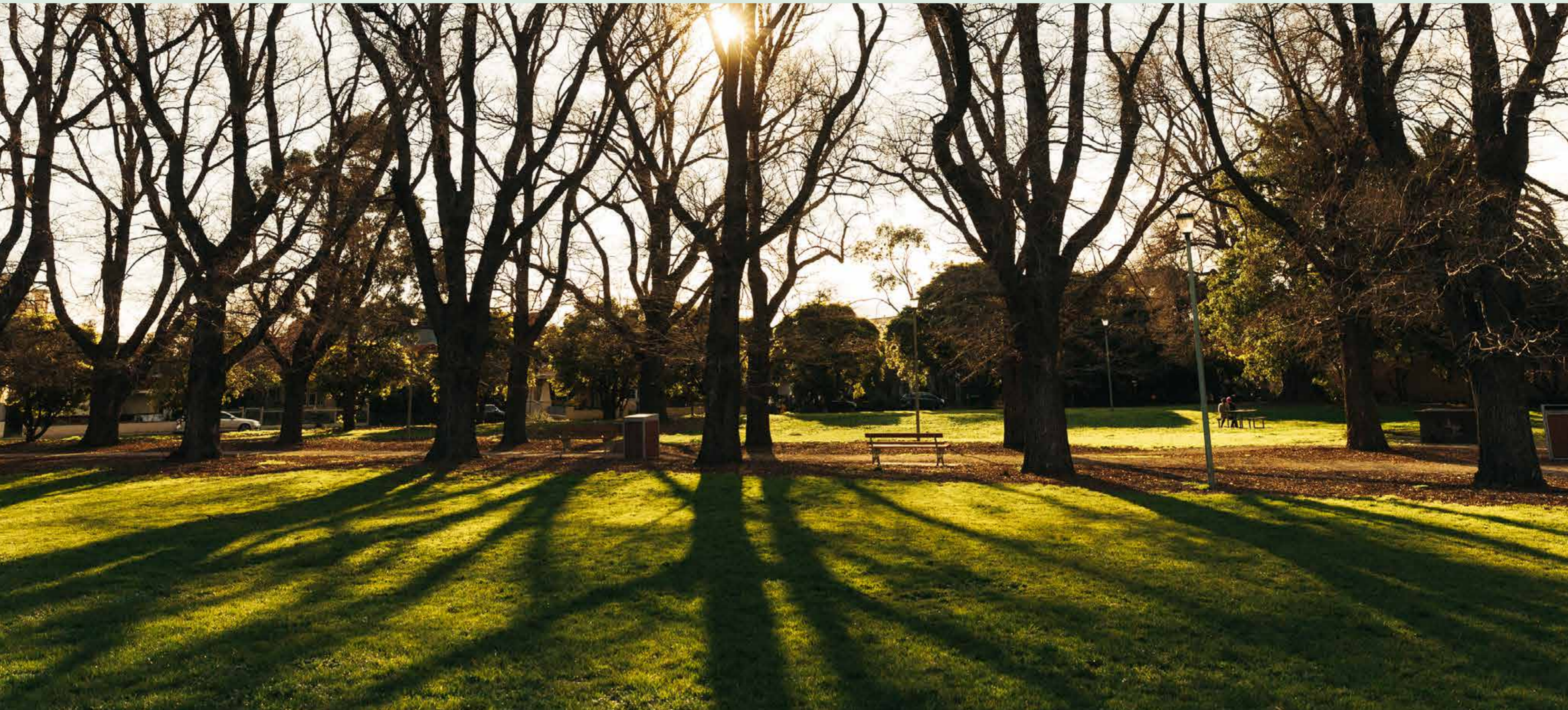
Calm and refreshingly understated, the bathroom basks in neutral tones and tactile, natural-finish surfaces to present a relaxing and refined retreat. The frameless shower and expanses of mirrored cabinetry keep lines clean and minimalist. Wood grain details and large format, porcelain tiles with natural tonal patterns add texture and depth to the space. A floating, marble finish benchtop and feature Italian wall tiles play with light and dimension across an enduring design scheme with a clear sense of purpose.



Artist Impression

BEDROOM

Designed with confidence and care, each bedroom is a serene space, effused with natural light by day and warming materiality by night. Recessed drapery fixtures and mirror-front built-in robes are part of gentle design statement while contemporary broadloom carpets create a texturally rich, intimate space for rest and relaxation.



A PLACE TO UNWIND & EXPLORE

YOUR NEW NEIGHBOURHOOD

A highly coveted precinct with a very large lifestyle offering, East Brunswick's distinctive street style is a rare and prized combination of green escapes, heritage architecture and creative, modern ambition. Full of charm and originality, markets, craft studios and eateries deliver everything from exotic imported ingredients to organic produce, gelato, fresh flowers and fresh ideas.

Lygon Place is undoubtedly, the new place to be in one of inner Melbourne's oldest precincts. Leafy canopies and gracious parks are as abundant as the artisan retailers, bars, boutique breweries and cafes that the area is renowned for. Recognised for its upbeat community and downtown style, easy walkability and fast transport connections, the area brings together a diverse mix of places to play, create, learn, entertain, drink, dine and connect with nature.



POPE JOAN

Fresh local produce and simple ingredients reign supreme at a popular breakfast and lunch destination that transforms into a hip bar as the sun goes down.



HOMWORK

Hand printed textiles, colour and pattern fill a beautifully crafted store with original designs for your home.



ALBERT ST FOOD & WINE

A European inspired menu to satisfy discerning diners, a wine bar and food store, all brought together with sophisticated design.



BY JOSEPHINE

Parisian décor sets the scene for a memorable high tea where flower infused macarons headline a tasteful menu of delicate baked treats.



EAST ELEVATION

Double temptation from an unexpected combination of café's and chocolatier. Indulge in tasty, free range, organic fare and unhindered views of the chocolate factory in operation.



KUWAI

Kuwaii's elegant tailoring and trademark colourways deliver a beautiful range of classic designs, locally manufactured using ethical practices to add to the appeal.



HELLENIC REPUBLIC

A Melbourne favourite from celebrity chef George Calombaris, this Greek taverna has hit the sweet spot for modern Greek dining.



400 GRADI

This is where pizza making becomes a finely honed craft, winning Italy's World Pizza Championships and the hearts of Melbourne's pizza aficionados.



FIVE BOROUGHS

A diverse collection of locally designed products from Melbourne's crafters and makers, celebrating colour and creativity in urban living.



KUMO

A contemporary Japanese diner and sake den pairs delicate flavours and simple style to become a Melbourne favourite.



MR WILKINSON

A designer bar with a relaxed local edge, Mr Wilkinson's impressive drinks selection and rotating displays of local art have the locals lining up for more.



CERES COMMUNITY ENVIRONMENT PARK

Award winning urban farm, nature park, nursery, cafe and education centre that puts sustainable living into practice.



BRUNSWICK BATHS

A century-old bathhouse revived by a \$16million dollar redevelopment now boasts multiple swimming pools and a state-of-the-art gymnasium and fitness centre.



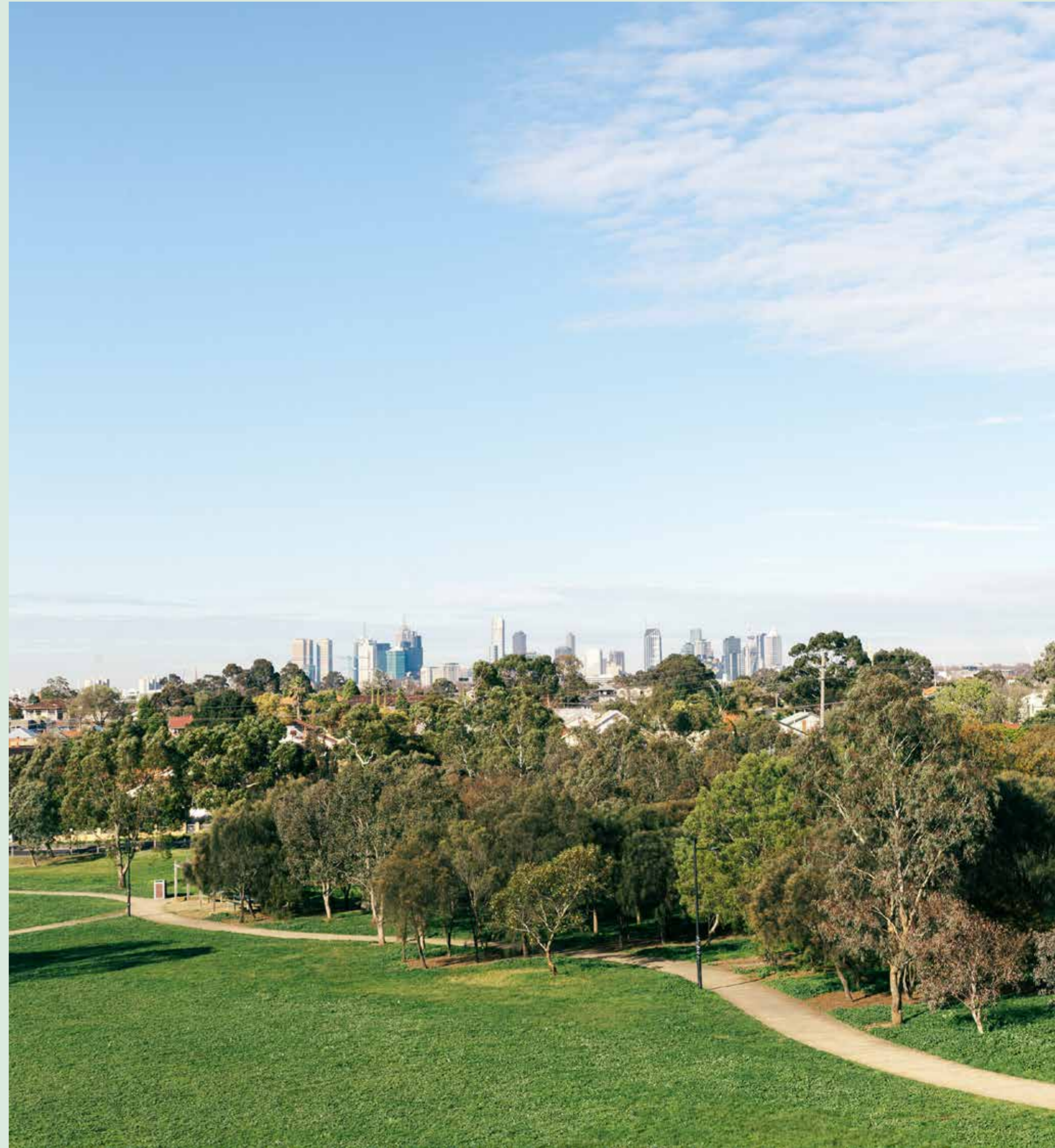
RMIT UNIVERSITY

A global university and innovators in the education of technology, design and enterprise.



HARRISON STREET VELODROME

A well serviced outdoor cycling velodrome, also highly regarded as the 'breeding ground for Australian champions'.



JONES RESERVE

Hills abound, a twenty minute walking track that offers views to Melbourne CBD and Mount Dandenong.

KEY

CAFES, BARS & RESTAURANTS

- EAST ELEVATION
- HELLENIC REPUBLIC
- POPE JOAN
- 400 GRADI
- ALBERT ST FOOD & WINE
- KUMO
- MR WILKINSON
- JIMMI JAMZ
- JACK HORNER
- BY JOSEPHINE

PARKS & RESERVES

- METHVEN PARK
- FLEMING PARK
- CERES COMMUNITY ENVIRONMENT PARK
- MERRI CREEK TRAIL
- JONES RESERVE
- ALLARD PARK VELODROME

HEALTH & LIFESTYLE


- MELBOURNE ZOO
- NORTHCOTE GOLF CLUB
- ROYAL PARK GOLF CLUB
- BRUNSWICK BATHS
- THE ROYAL MELBOURNE HOSPITAL ROYAL PARK CAMPUS
- THE ROYAL CHILDREN'S HOSPITAL MELBOURNE
- MELBOURNE PRIVATE HOSPITAL
- THE ROYAL WOMEN'S HOSPITAL
- THE ROYAL HOSPITAL
- MORELAND GENERAL PRACTICE
- JOHN FAWKNER PRIVATE HOSPITAL

RETAIL

- FIVE BOROUGHS
- MONK HOUSE
- KUWAI
- LUCKY BUSTER
- MINISCAPES

EDUCATION

- RMIT UNIVERSITY BRUNSWICK CAMPUS
- MELBOURNE UNIVERSITY
- MONASH UNIVERSITY PARKVILLE CAMPUS
- AUSTRALIAN CATHOLIC UNIVERSITY
- BRUNSWICK EAST PRIMARY SCHOOL
- MERRI CREEK PRIMARY SCHOOL

	BIKE LANE		HEALTH & LIFESTYLE
	TRAM LINE		PARKLAND
	TRAIN LINE		EDUCATION



32
+
JOHN FAWKNER PRIVATE HOSPITAL
800m
^

31
+
MORELAND GENERAL PRACTICE
500m
^

33
RMIT UNIVERSITY BRUNSWICK CAMPUS

JEWELL STATION

26
+
THE ROYAL MELBOURNE HOSPITAL ROYAL PARK CAMPUS

27
+
THE ROYAL CHILDREN'S HOSPITAL MELBOURNE
1.3km
v

28
+
MELBOURNE PRIVATE HOSPITAL
2.1km
v

29
+
THE ROYAL WOMEN'S HOSPITAL
2.0km
v

30
+
THE ROYAL HOSPITAL
2.0km
v

35
MONASH UNIVERSITY PARKVILLE CAMPUS

34
UNIVERSITY OF MELBOURNE
1.2km
v

36
AUSTRALIAN CATHOLIC UNIVERSITY
3.7km
v

A PLACE TO INVEST

BRUNSWICK EAST

As one of Melbourne's most sought after suburbs for lifestyle, amenity and proximity, Brunswick East continues to hold its place as a leading location for investment. Right on the doorstep of the CBD, the relatively small precinct is unique in its high percentage of open green spaces, efficient transport links and significant café culture with over 150 restaurants, bars and cafes in the area.

Trend forecasts show East Brunswick's population set to more than double by 2031. Increased demand has seen growth in median unit prices for 2015 being a notable 10.4% higher than 5 years ago. Median rent for units is at an average \$420 weekly while rental yield is at 4.1%. Regularly featured as one of Melbourne's top price growth suburbs, Brunswick East is also a government designated major activity centre, prioritised for planning to extend commercial, cultural and community services.

 WALK SCORE **92**

BRUNSWICK EAST
4.2 KM → 

Brunswick East is located 4.2km from Melbourne CBD.

METHOD OF TRAVEL TO WORK

BRUNSWICK EAST	GREATER MORELAND	GREATER MELBOURNE
24% 	9% 	2.2% 

42% of Brunswick East residents use a tram as a method of travel to work.



UNIVERSITY ACCESSIBILITY

RMIT UNIVERSITY - BRUNSWICK CAMPUS	1.4 KM
UNIVERSITY OF MELBOURNE	3.3 KM
RMIT UNIVERSITY	4.2 KM
AUSTRALIAN CATHOLIC UNIVERSITY	5.2 KM



MEDICAL ACCESSIBILITY

MORELAND GENERAL PRACTICE	1.8 KM
JOHN FAWKNER PRIVATE HOSPITAL	3.0 KM
THE ROYAL CHILDREN'S HOSPITAL	4.2 KM
MELBOURNE PRIVATE HOSPITAL	3.8 KM
THE ROYAL WOMEN'S HOSPITAL	4.2 KM
THE ROYAL HOSPITAL MELBOURNE	4.1 KM

POPULATION

MELBOURNE

7.8 MILLION 

Interstate and international migration continued to be strong components of Victoria's growth, with Greater Melbourne earmarked to become Australia's largest city by 2051, overtaking Sydney at 7.8 million people.

VICTORIA IS AUSTRALIA'S FASTEST GROWING STATE.

COUPLES WITH NO CHILDREN

BRUNSWICK EAST

47% 

'Couple-no children' and 'Lone Persons' increased significantly over the decade from 2001-2011 by 47.5% and 27.1% respectively.

MELBOURNE

AVERAGE APARTMENT PRICE 

1995
\$110,000

2005
\$280,000

2015
\$480,000

MEDIAN HOUSEHOLD WEEKLY INCOME

BRUNSWICK EAST

\$1,427 

Brunswick East median household weekly income was \$200 above the City of Moreland, at \$1,427 per week. This has rapidly increased 5.5% on average per year; almost doubling from \$788 per week in 2001.



DEGROUP

THE TEAM

De Group has been advancing Melbourne's business and property landscape for nearly 40 years. From boutique developments in key inner city precincts to large suburban shopping centres, hospitality venues, CBD offices and carparks, De Group have been prominent in their significant contributions to the precincts they are part of.

Founder, leading Melbourne corporate identity and property investor Colin De Lutis has steered De Group's success with a diverse, multi-million dollar property folio and savvy business foresight. Also founder of the highly successful fashion empire Westco Jeans, De Lutis' educational qualifications in accounting and finance set the stage for a stellar business career. Purchasing the East Brunswick site in 1977, at the age of 21, as factory to manufacture the jeans that took his business to 160 stores nationwide, he concurrently formed De Group to grow an investment portfolio that now boasts key residential and commercial properties around Melbourne.

DE GROUP brings to Lygon Place, the power of solid investment, long term owner management services and the ability to deliver in an ever-changing marketplace. At its door, the development benefits from a thriving dining and retail scene, key municipal nodes, education hubs, transport options and open green spaces. Lygon Place will contribute to the evolution of the precinct. It is intended to act as a catalyst for further development of the street and surrounding environment.



PEDDLE THORP

THE TEAM

One of Australia's leading architectural firms is a multi-award winner, widely publicized and globally renowned for its cutting edge achievements. With offices in Melbourne, Asia and the Middle East, the company brings 30+years of experience and a progressive design ethic to a diverse range of projects. Architecture at Lygon Place responds to a unique park side location, integrating classic modern design and progressive urban interiors at a highly prized inner city address.



JLL

THE TEAM

JLL is a residential market leader, specialising in local, national and international property. As a Fortune 500 company operating in over 80 countries, JLL offers an extensive network, valuable resources and a dedicated local presence to clients seeking increased value by owning, occupying and investing in residential property.

Applying industry knowledge and market foresight, the award winning global company is a valued, strategic partner to Australia's leading residential developments.

Can add something like this? 'Lygon Place offers affordable entry into a tightly held inner city precinct to give local owner-occupiers, a lifestyle they've always dreamed of. Investors benefit from strong yield as population continues to increase in a high rental demand precinct.'

