

**APARTMENT
LIFE**
By KATE JONES

FITZROY FITZROY

411-421 Smith Street,
Fitzroy

Architect & Interior
designer: DKO

Developer: Chapter
Group, Crema Group and
CDL Australia

Number of residences:
Six townhouses – two
two-bed; four three-bed.
56 apartments – 13 one-
bed; 22 two-bed; 21
three-bed

Internal sizes (sqm):
One-bed 50-58; two-bed
80-105; three-bed 105-
197; townhouses 141-233

External areas (sqm):
One-bed 8-9; two-bed
9-57; three-bed 14-110;
townhouses 60-67

Prices: One-bed
\$530,000-\$670,000;
two-bed \$860,000 and
\$1.4 million; three-bed
\$1.5 million-\$3.7 million
Car parking: One-bed
and two-bed apartments,
and two-bed townhouses

have one car space;
three-bed apartments
have two car spaces;
three-bed townhouses
have two car spaces in a
private secure garage;
three-bed penthouse has
three spaces.

Completion estimate:
September 2023

Agent: 360 Property,
Campbell Royston
0417 369 818 and Sarah
Stock 0418 584 047

Open for inspection:
Display suite at 425 Smith
Street, Fitzroy open by
appointment.



Hip meets heritage in Fitzroy

New luxury pads sit in the heart of this beloved suburb.

Apartment buyers looking for a luxury pad in a hip, bohemian inner-city location could do no better than Fitzroy. The suburb's working-class roots and steady gentrification over the past 30 years make it the perfect Melbourne base.

Fitzroy Fitzroy, a new nine-storey building by developer Chapter Group, will soon take up residence on Smith Street, one of the suburb's most vibrant strips. It will comprise six townhouses and 56 apartments, including three penthouses.

No expense has been spared on the design embellishments of the penthouses, which are priced between \$2.5 million and \$3.7 million.

The penultimate penthouse will occupy a half-floor and enjoy aspects to the north, south and west with unobstructed views to the city. The large terraces and balconies to the living areas and the main bedroom are tailored to take advantage of Melbourne CBD views by night and day, as well as drink in maximum natural light and ventilation.

The chamfered roofs are bound to impress buyers and are a unique design feature.

These sloped cut-aways on the contemporary addition sit on top of the heritage red-brick building, which was once home to the MacRobertson Steam Confectionery Works from the late 1800s until 1967.

This new-meets-old integration gives the building a true distinction, says DKO architect Brad Preston.

"While the Smith Street facade is in keeping with the scale and repetition of its neighbouring building, from the rear, the sculptural form of Fitzroy Fitzroy folds playfully in the skyline," he explains.

"For west-facing apartments, the building's chamfered roof creates a dramatic and unique space that invites daylight deep into the home and offers a strong connection between the interior and exterior.

"With an emphasis on dramatic internal spaces and the honest use of heritage red brick on the exterior, it's a true reflection of its celebrated suburb, a place that's designed for living, and a building that is unquestionably Fitzroy in Fitzroy."

The opulent interiors, also designed by DKO, feature natural stone island kitchen benches and stone vanities and fluted glass cabinets in the en suites. Optional upgrades for two and three-bedroom apartments include built-in upholstered banquette seating, study nooks with



a felt pinboard and timber shelving, and built-in timber bars with glass shelves and LED lighting.

Buyers have a choice of two interior colour schemes. There's the Gastronomer palette featuring chocolate tones, dark timbers and bold stone, or the Avant palette with its natural finishes and muted but fresh colours.

Both schemes achieve a sophisticated style that doesn't overstep the mark, allowing future residents to move in and easily personalise the apartments to their own tastes.

Fitzroy's bustling scene inspired the aesthetics across the building's shared spaces. These include the Smith Club, a residents' lounge with communal bar seating, and a rooftop garden by landscape architecture firm TCL.

"Directed by the feelings of warmth and intimacy that one might experience in these famed restaurants and bars, but without having to leave the building, a variety of zones have been provided for residents to experience the space as they please," Preston says.

"[There is] communal bar seating with an espresso machine and wine cabinets, and a central intimate lounge and dining area for

those seeking solitude with a book and a glass of wine. Upstairs sits a quiet lounging space for private meetings or work.

"Atop the building is an immersive rooftop garden – an expanse of vegetation, seating and shade structures. Residents can enjoy a moment of solitude and connect with nature without having to leave their buildings."

Market demand for the residences has been led by buyers with an appetite for space. Multiple buyers have already merged apartments and customised floor plans to suit their lifestyles, says Dean Lefkos, director at Chapter Group.



Chamfered roofs create dramatic and unique spaces at Fitzroy Fitzroy, while the interior schemes allow buyers to create their own aesthetic.

"For our core market, which is downsizers, the key benefit of buying off-the-plan is you can configure exactly what you want as if you were building your own home," he says.

"We've had two two-bedroom units amalgamated into an oversize two-bedroom plus study with an oversize kitchen and living, and another one who has reconfigured a large two-bedroom into a one-bedroom plus theatre room or study."

With a name that boasts its location so proudly, it's only fitting that Fitzroy Fitzroy is conveniently close to all that makes the suburb so beloved. The cafes, shops and bars on Smith Street are at the doorstep, while the tram to Brunswick Street is seven minutes away on foot and the Nicholson Street tram stop is a 14-minute walk. Also within walking distance are the buses on nearby Johnson Street and trains from Victoria Parade station. ■



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