

OVATION
FOOTSCRAY

PROPOSED
HOSPITAL

FLEMINGTON
RACECOURSE

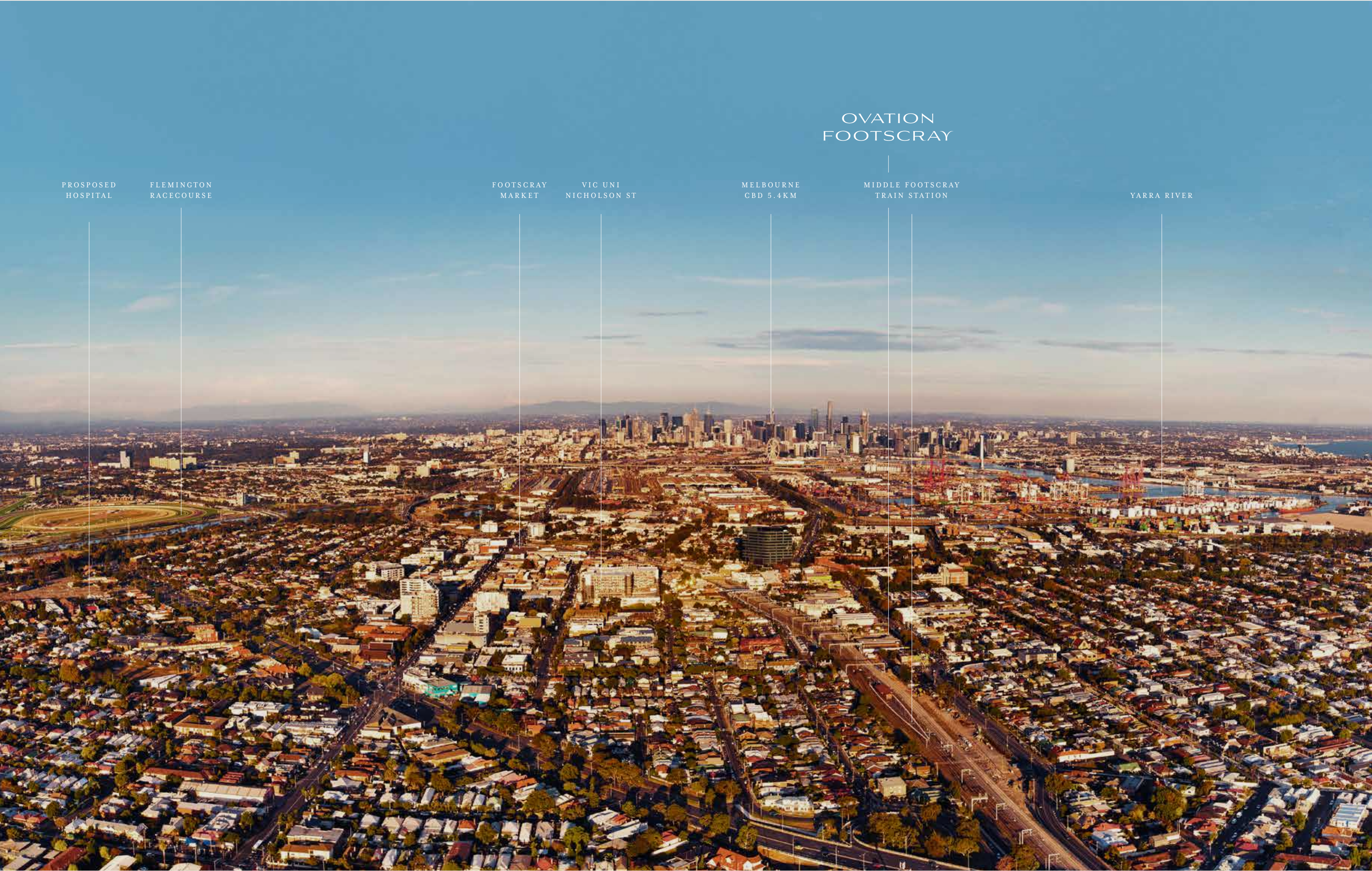
FOOTSCRAY
MARKET

VIC UNI
NICHOLSON ST

MELBOURNE
CBD 5.4KM

MIDDLE FOOTSCRAY
TRAIN STATION

YARRA RIVER





MODERN EXCELLENCE HAS A NEW ADDRESS.
UNVEILING OVATION RESIDENCES, FOOTSCRAY.

As Footscray's evolution continues to steadily progress, opportunities for cultural excellence have never been more readily available in this charismatic and colourful locale. Replete with dining destinations, shopping hubs and exceptional schools, the gentrified domain is one that seizes the very best of city living while still holding strong a relaxed, village-like energy characteristic of a suburban enclave.

This rapid transformation is also greatly reflected in the suburb's architectural landscape, filled with a diverse scope of residential masterpieces. Set to lead the vanguard is Ovation – a collection of masterfully designed apartments that have been curated to nurture a contemporary and convenient way of life.

“POSITIONED IN ONE OF MELBOURNE’S
FASTEST EMERGING DOMAINS, INNOVATION AND
LIVEABILITY WERE OF EQUAL IMPORTANCE
WHEN DESIGNING OVATION.”

Billy Kavellaris – Kavellaris Urban Design



1. KEY DEMOGRAPHICS

Median Age:	33
Tertiary Educated:	36.6%
White Collar Workers:	75.1%

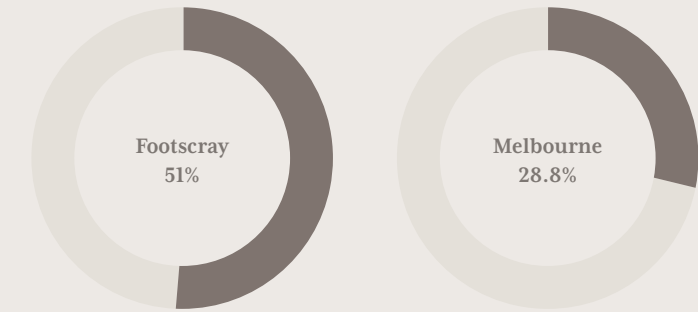
2. PLANNED INVESTMENT



3. AGE DISTRIBUTION



51.1% of the population are aged between 20 and 39 years old - the perfect renter demographic and a great investment opportunity.



4. WALK SCORE

90

98 Buckley Street has a Walk Score of 90 out of 100. This location is a Walker's Paradise so daily errands do not require a car.

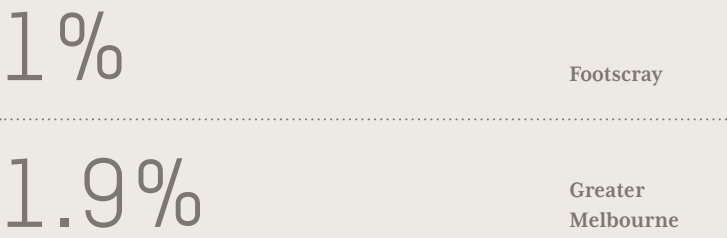
5. VICTORIA UNIVERSITY

Ranked in the top:

2%

Victoria University is ranked in the top 2% of universities in the world.
Source: Times Higher Education, World University Rankings 2017, 2018, 2019
<https://www.vu.edu.au/>

6. VACANCY RATE



7. ACCESS TO PUBLIC TRANSPORT

Ovation holds an incredibly connected location, with Middle Footscray Station just a 4-minute walk away and the 411, 412 & 414 bus stops right on your doorstep.

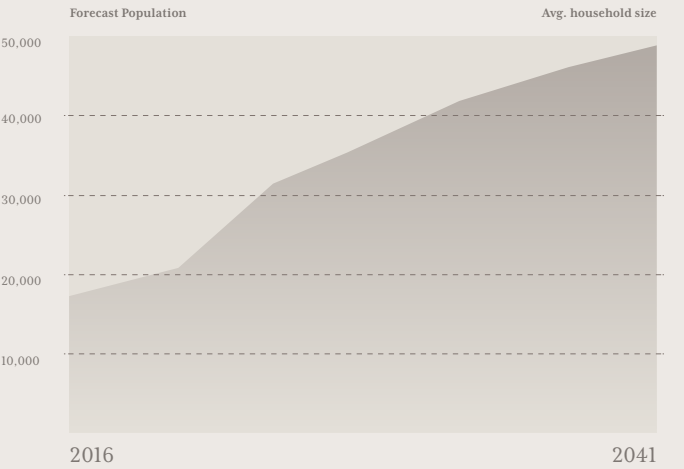
It's also a 10-minute walk to the No.32 Tram for the utmost convenience.



8. GROWTH

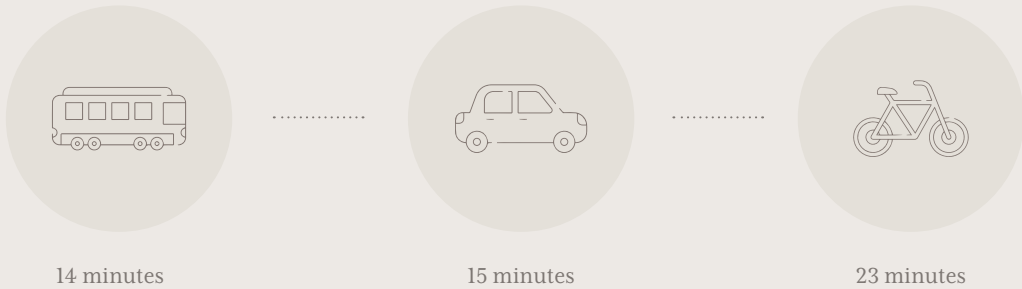
180%

Population in the west is forecast to increase by 180% between 2016 – 2041.



9. PROXIMITY TO THE CBD

The CBD is virtually on your doorstep, and is easily accessible via public transport, car or bike. Commuting has never been easier.





A SYMPHONY OF CUTTING EDGE
DESIGN AND CONSIDERED INTERIORS.

Composed by the visionaries at KUD, Ovation honours Footscray's unique architectural character while establishing a new level of design ingenuity for the area. The façade speaks to the domain's industrial past, exhibiting red brick, concrete and steel – a selection of materials that meld together to form a contemporary yet neat and cohesive aesthetic. The building's form is bold in its depiction of recessed voids, unique shapes and protrusions. Bringing a layer of greenery to the development, the landscape design is integrated tactfully into recesses on the façade, juxtaposing the building's built form with lush, natural beauty.

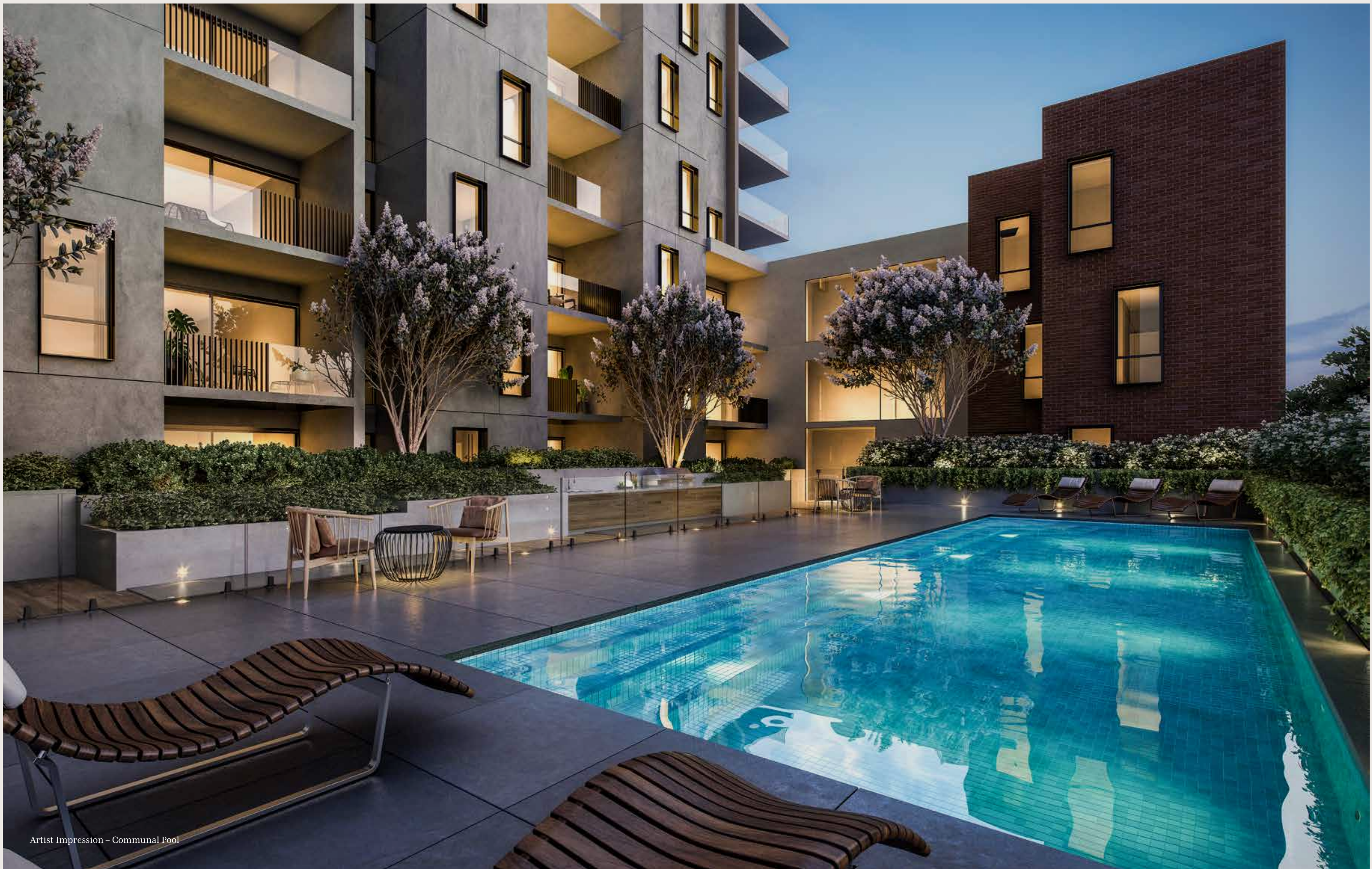
Ovation's interiors were designed to evoke a homely atmosphere and a sense of familiarity in residents. Textured timber joinery teams with oak floors, imbuing living spaces with a neutral warmth; a blank canvas of sorts for you to fill with your own memories and moments. Kitchen benchtops are appointed with a modern concrete finish for style and durability, next to plentiful integrated storage. The interiors of Ovation are also very much defined by what exists outside of the apartments, with full height windows inviting in ample sunlight and stunning views of the city skyline and surrounding streetscapes.



Artist Impression - Exterior



Artist Impression - Exterior



Artist Impression – Communal Pool



Artist Impression – Communal Dining



Artist Impression – Living



Artist Impression - Kitchen



Artist Impression – Living & Kitchen

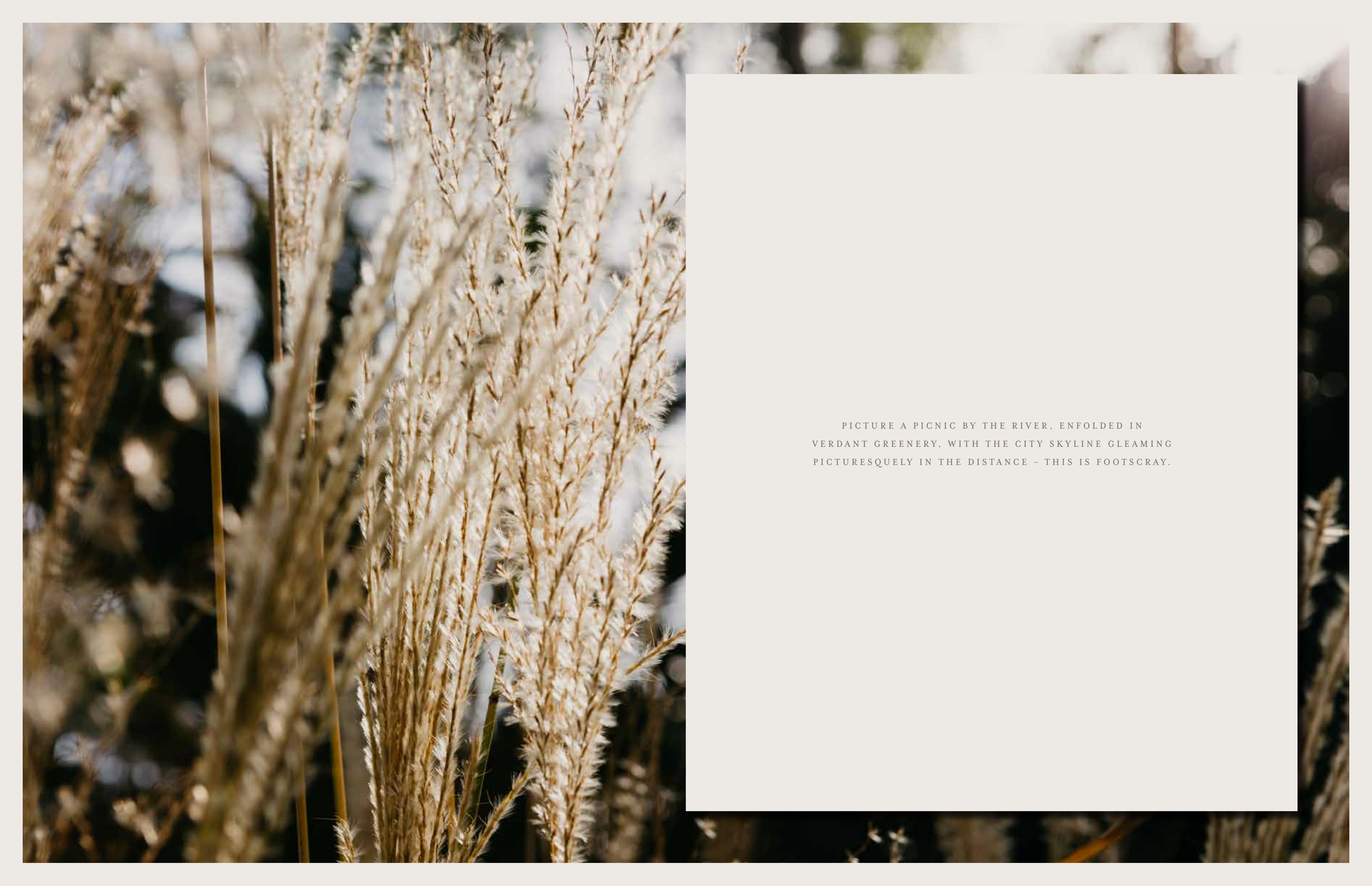
MODERN HAVENS AFFORDED WITH A SUITE OF HIGH-END
FINISHES AND AN ABUNDANCE OF NATURAL LIGHT.



Artist Impression - Living & Kitchen



Artist Impression - Bathroom



PICTURE A PICNIC BY THE RIVER, ENFOLDED IN
VERDANT GREENERY, WITH THE CITY SKYLINE GLEAMING
PICTURESQUELY IN THE DISTANCE - THIS IS FOOTSCRAY.





EXOTIC FLAVOURS, UNRIVALED ATMOSPHERE
AND EXCEPTIONAL CUPS OF COFFEE.

Footscray's universal charm stems from its diverse, multi-cultural and wholly innovative dining scene. Having experienced rapid-fire gentrification in recent years, the inner-western gem now plays host to a vibrant café culture and a melting pot of eateries churning out flavours from Asia, Italy, Africa and beyond. For brunch, waltz three minutes down the road to Victoria Street, where in-demand cafes like Common Galaxia, Hunter's Harvest and Alfa take residence. Footscray is equally as equipped when the sun dips, playing host to a bevy of sleek wine bars, lively restaurants, casual eateries and everything in between. Take your pick of two thriving dining precincts – Victoria Street and Barkley Street – with a selection of riverside destinations also at hand.

ALFA

A hybrid of Greek bakery and hipster café, Alfa is a family-friendly haunt dedicated to filling both your stomach and your soul. A cabinet abounding with delicious cakes and pastries greets you on arrival, some authentic Greek delicacies; others run of the mill bakery treats. If you decide to stay for lunch, the menu is equally generous, boasting an alluring list of brunch staples infused with innovative flavours and ingredients.

COMMON GALAXIA

Common Galaxia shares its name with a species of fish that inhabits the Maribyrnong River – an unusual choice, albeit entirely fitting for a café that is anything but ordinary. One of Melbourne’s favourite players in the brunch game, the eatery is decked out in timber joinery, industrial fixtures, locally designed furniture pieces and vases of Australian natives.

The comprehensive menu is ruled by seafood in homage to the café’s namesake, including sushi bowls, fish tacos and smoked trout scramble on squid ink brioche.

HUNTERS HARVEST

Health has a new home at Hunter’s Harvest, a neat little café on Victoria Street. Here, the menu changes seasonally though the gist remains the same: wholesome, balanced, organic and delicious. Pair a smoothie like the ‘Cheeky Choc’ (a mixture of cacao, banana, pink Himalayan salt, dates and almond mylk) with one of their jam-packed super food bowls. The interiors are minimalist-chic and awash with timbers, tiles and pastels.

MOZZARELLA BAR

If you prefer your pizzas authentic, doused in flavour and served hot from a Naples-imported wood fire oven, look no further than Mozzarella Bar on Victoria Street. Just a 6-minute walk from Ovation, the Italian restaurant is savvy yet homey, intimate yet lively, and dishes up a mouth-watering selection of antipasti, meats and pastas along with their acclaimed pizzas. Don’t pass on the desserts, either – there are crepes, calzone and cocktails all made with Nutella.



STYLISH HOMEWARES, BOUNTIFUL FOOD STORES
AND THE ICONIC FOOTSCRAY MARKET.

If you're someone who likes their pantry stocked with epicurean delights, their abode adorned in stylish homewares, and their markets abounding with first-rate produce, then Footscray will feel like a fantasy fulfilled. Enabling a life of total convenience, Victoria Street is your closest shopping precinct, where food stores like EKA Wholefoods and Sourdough Kitchen are bound to become your go-to grocery spots. A little further down on Charles Street, Simple Form is a chic store stocking furniture and homewares of the minimalist variety. Footscray Market is also within walking distance of Ovation, where every ingredient under the sun is at your beck and call.



EKA WHOLEFOODS

Just a 2-minute stroll from the project, EKA Wholefoods is part health food store, part vegan café. Sort through wholesome and organic ingredients within a space that has been sustainably designed from head to toe. After you've filled your biodegradable shopping bags with an assortment of nuts, dips, sweet treats and deli items, stop for a coffee and smashed avo at the trendy adjoining café.

FOOTSCRAY MARKET

Footscray Market is a longstanding icon of the area, where the atmosphere, variety and value is unmatched. Explore a plenteous range of fresh produce, premium meats, quality seafood and exotic Asian ingredients, where amicable and dedicated venders make the experience all the more enjoyable. There's also a collection of eateries in the market's food court for when you need to rest and refuel.

SIMPLE FORM

There's a sense of clarity that comes with viewing a meticulously curated, uncluttered space; a feeling epitomised by Simple Form on Victoria Street. Whether it's Japanese, Nordic or Scandinavian, everything in this light-bathed homewares store is defined by minimalist perfection. Explore delicate kitchenware, quality bedding, monochrome prints and considered furniture pieces; all tailored for the refined home.

SOURDOUGH KITCHEN

The beauty of Victoria Street is that many of their shopping spots double as eateries. Sourdough Kitchen is one of these spots. First and foremost a bakery, choose from an abounding array of artisan sourdough loafs, some simple, others baked with ingredients like olives or pumpkin seeds. A list of simple yet effective breakfast options is also on offer here, including eggs on toast and roast pork sandwiches.





VERDANT PARKS, HUBS OF RECREATION AND THE
PICTURESQUE MARIBYRNONG RIVER.

As a resident of Ovation, opportunities for leisure and recreation are found in abundance. Despite its urban character, the suburb is peppered with open spaces and green, leafy retreats. Stroll over to Bristow Reserve, a pocket of greenery just metres from the project. With a playground and pergola at the ready, the park is the perfect spot for sunny picnics on warmer days. Watch the Western Bulldogs train at Whitten Oval, a stadium and social venue surrounded by several fitness amenities and a café. A stone's throw from home, there's also the idyllic Footscray Park, which sits beside a glistening stretch of the Maribyrnong River.

BRISTOW RESERVE

The closest park to the project, Bristow Reserve is a quiet oasis just 700m metres from Ovation. Take the little ones here for a play on one of two playgrounds – one suited to toddlers and the other for older kids. Circled by verdant trees, the reserve offers a pergola, ample shade and two BBQ’s, making it the idyllic spot to decamp with a picnic on warm, sunny days.

FOOTSCRAY PARK

One of the suburb’s most enchanting destinations, Footscray Park is a genteel, Edwardian garden positioned beside the Maribyrnong River. Admire well-preserved flowerbeds, meticulously manicured lawns and a profusion of stately trees as you stroll (or bike ride) along the canopied path. Set up for hours of enjoyment, ducks and large Koi fish occupy a picturesque pond to the park’s east. There are also several picnic facilities, a children’s playground and water park, and frequent community events on weekends.

WHITTEN OVAL

Whether or not you’re a supporter of the Western Bulldogs, there’s endless fun to be had watching the team train over at Whitten Oval. AFL women’s and VFL games are also held here, where the atmosphere is totally enthralling. Finding a park is never an issue – just stroll over whenever you please. Several sporting facilities are also dotted around the stadium, including an indoor soccer and basketball venue, along with a trendy little café for a pre-game bite.

MARIBYRNONG RIVER

Stretching from Mount Macedon all the way down to Port Phillip Bay, the Maribyrnong River is a treasure of the inner west. The Footscray portion of the river is particularly scenic, where cyclists and joggers can be seen tackling the adjacent trail on everyday of the week. Spanning 30km, the river trail passes a myriad of parks and attractions, including Footscray Community Arts Centre, Footscray Park, Flemington Racecourse and Maribyrnong River Reserve.



OUTSTANDING CONNECTIVITY, AND EXCEPTIONAL
EDUCATIONAL OPPORTUNITES.

Footscray is one of those rare suburbs that, while possessing a strong village atmosphere, enjoys connectivity characteristic to that of a city fringe locale. Located in the heart of Middle Footscray, Ovation reaps all the benefits of this attribute, close to public transport and several acclaimed schools. While Footscray is equipped with three well-serviced train stations, Middle Footscray station is virtually on your doorstep, together with the plethora of buses that run down Buckley Street. Scholarly offerings are also one of the suburb's defining factors, with Victoria University and Footscray City College located within your clutches.



MIDDLE FOOTSCRAY STATION

Just a 350m walk from Ovation, a train from Middle Footscray Station shifts passengers into the city in just 15 minutes – allowing for total ease when it comes time to commute inward for work, shopping trips or nights out on the town. As part of the Sunbury line, it also links you to other cultural hotspots like West Footscray and North Melbourne.

BUS NETWORK

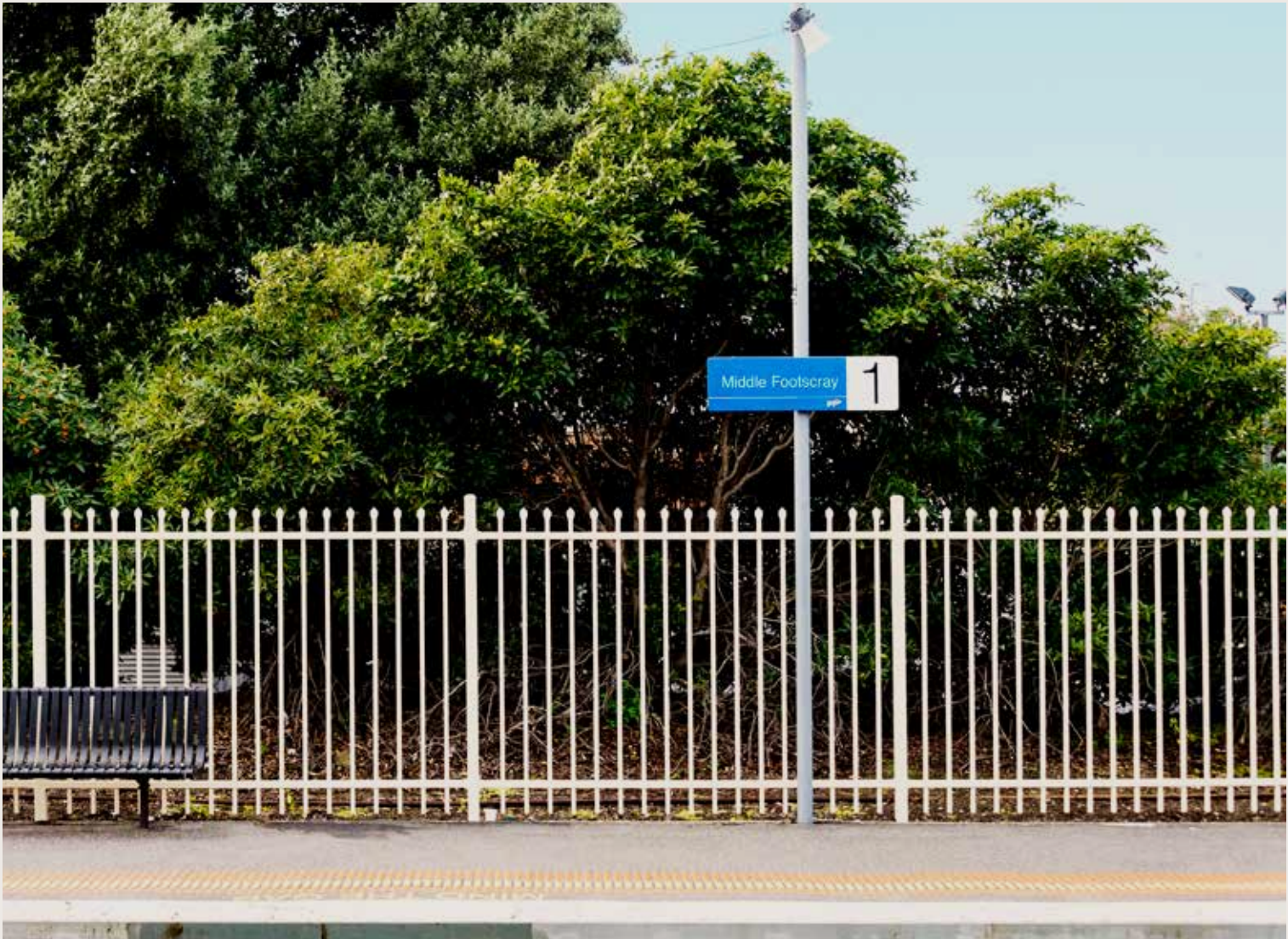
A range of bus stops are also speckled around Ovation, eliminating any need to own a car. If a visit to the South Eastern suburbs tickles your fancy, walk 10-minutes down the road to the Buckley Street bus interchange, where the 220 bus, carries passengers through the city and into leafy Gardenvale. There's also the 233 bus for a swift journey to Highpoint shopping centre, as well as the 411 and 412 for trips around the neighbourhood.

FOOTSCRAY CITY COLLEGE

A multicultural and inspiring community takes form at Footscray City College; a co-educational state school focused on shaping students into well-rounded, resilient and empowered young adults. Offering the full scope of academic and co-curricular programs – from specialised science to performing arts and competitive sports – the school caters to every type of learner, with a range innovative facilities and learning centres.

VICTORIA UNIVERSITY

Positioned in the top 2% of tertiary institutions in the world, Victoria University is a prized possession of not only Footscray, but the entirety of Melbourne. Here, state of the art facilities coupled with industry-leading courses and a phenomenal community atmosphere that fosters inspiration and collaboration. Positioned beside the Maribyrnong River, their largest campus in Footscray boasts world-class sports and science facilities, trendy restaurants and cafes, and an aquatic and fitness centre.



A GENEROUS LOCALE BRIMMING WITH
IMPECCABLE LIFESTYLE PROVISIONS -
ALL ON YOUR DOORSTEP.

HOSPITALITY

1.

Back Alley Sally's
2.

Barkley Johnson
3.

Cafe Lalibela
4.

Copper Pot
5.

Common Galaxia
6.

Dumbo
7.

Fox in the Corn
8.

Harley & Rose
9.

Little Man Cafe
10.

Luxsmith
11.

Moda Kitchen & Bar
12.

Mozzarella Bar
13.

Plough Hotel & Restaurant
14.

Seddon Deadly Sins
15.

Small Graces
16.

Up in Smoke

24.

Nicholson Street Mall
25.

Perfect Splash
26.

Sourdough Kitchen
27.

T. Cavallaro & Sons
28.

Waldies Bakery

PARKS & RECREATION

29.

Bristow Reserve
30.

Footscray Library
31.

Footscray Park
32.

Footscray Trugo Club Reserve
33.

Maribyrnong River
34.

The Exercise Room
35.

Whitten Oval

EDUCATION & TRANSPORT

17.

ALDI Maribyrnong
18.

Clover Flower Co.
19.

Coles Footscray
20.

Eka Wholefoods
21.

Footscray Plaza
22.

Footscray Market
23.

High Point
36.

Footscray City College
37.

Footscray Primary School
38.

St John's Primary School
39.

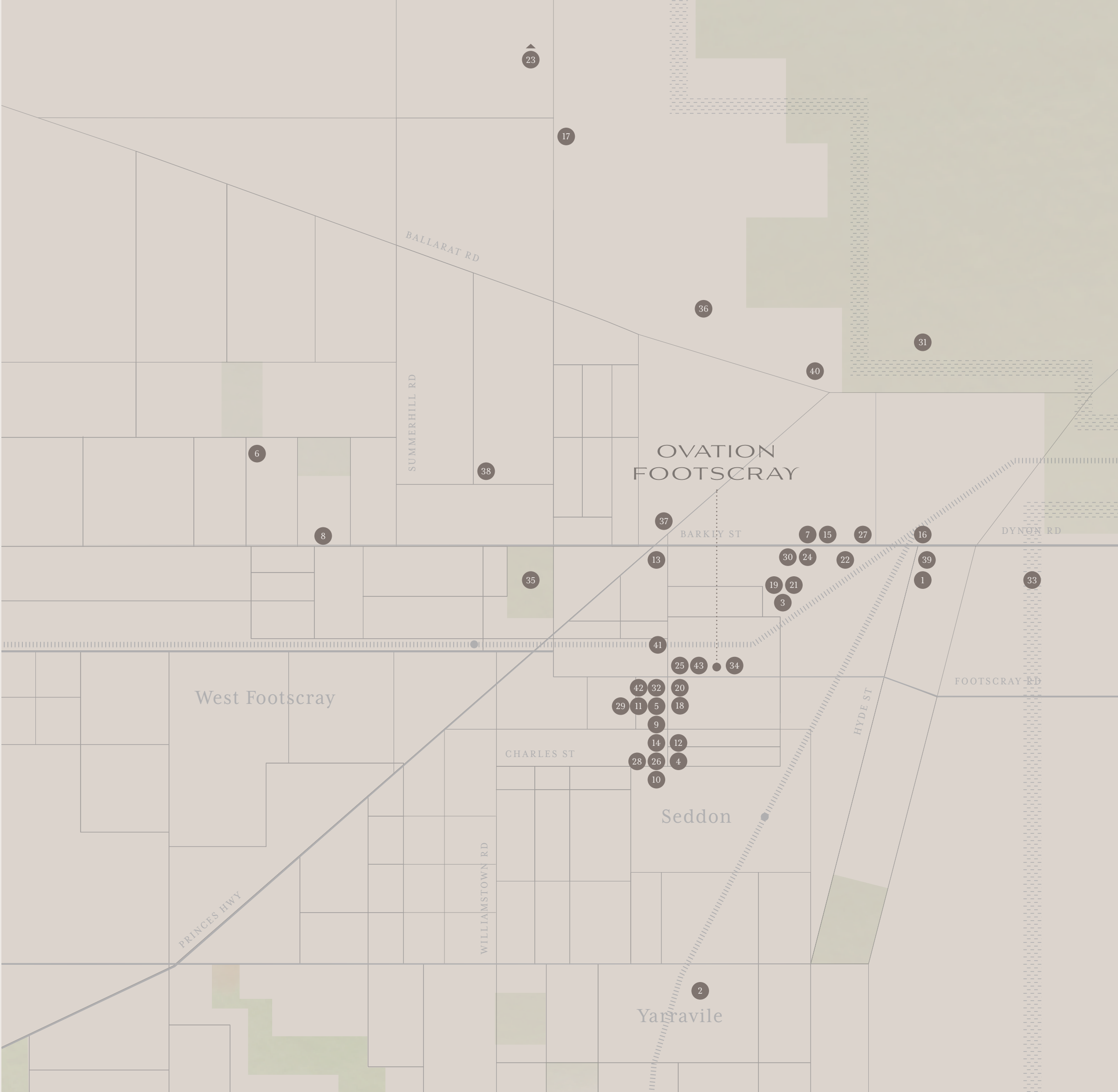
St Monica's Catholic Primary
40.

Victoria University
41.

Middle Footscray Station
42.

No. 223 Bus Route
43.

No. 411 Bus Route



KEYSTONE

Keystone Property Group specialises in the development of boutique residential properties in the inner Melbourne market. Formed in 2006, Keystone has developed numerous properties in growth suburbs such as Footscray, Brunswick and Prahran.

Over the last decade, Keystone has built a reputation for delivering quality homes in a variety of market leading projects. Along the way, they have formed partnerships with a highly credentialed team of consultants to create properties that stand the test of time, and achieve a discerning level of design excellence.

KUD ARCHITECTS

KUD are interested in architecture as an intellectual and philosophical construct founded on ideas that are materialised and translated into an architectural language. The core of their practice philosophy seeks to engage in conscientious environmental design interventions as a foundation to deliver unique and intelligent architecture to meet their clients requirements and budgets.

KUD has been widely recognised locally and internationally through leading architectural publications, journals and television, and has received national and international awards for residential and commercial projects.

JOHN PATRICK

John Patrick Landscape Architects conducts a broad range of landscape design and management projects, covering everything from heritage sites, to park master plans and residential projects. Headed by John Patrick himself, the firm conducts work both nationally and internationally.

Projects include management plans for Canberra's Old Parliament House and Flemington Racecourse as well as a number of Victorian hospitals and universities.

PLATINUM CONSTRUCTION

Established in 2000, Platinum Construction (Vic) Pty Ltd is a registered domestic and commercial building contractor based in Melbourne, Victoria. The Managing Director has over thirty years experience in the construction industry. Through the company that he founded before his relocation to Melbourne, he completed projects as diverse as apartment blocks, shopping centres, factories, specialist wards and hospital wings, hotels,stadiums, homes and office blocks.



