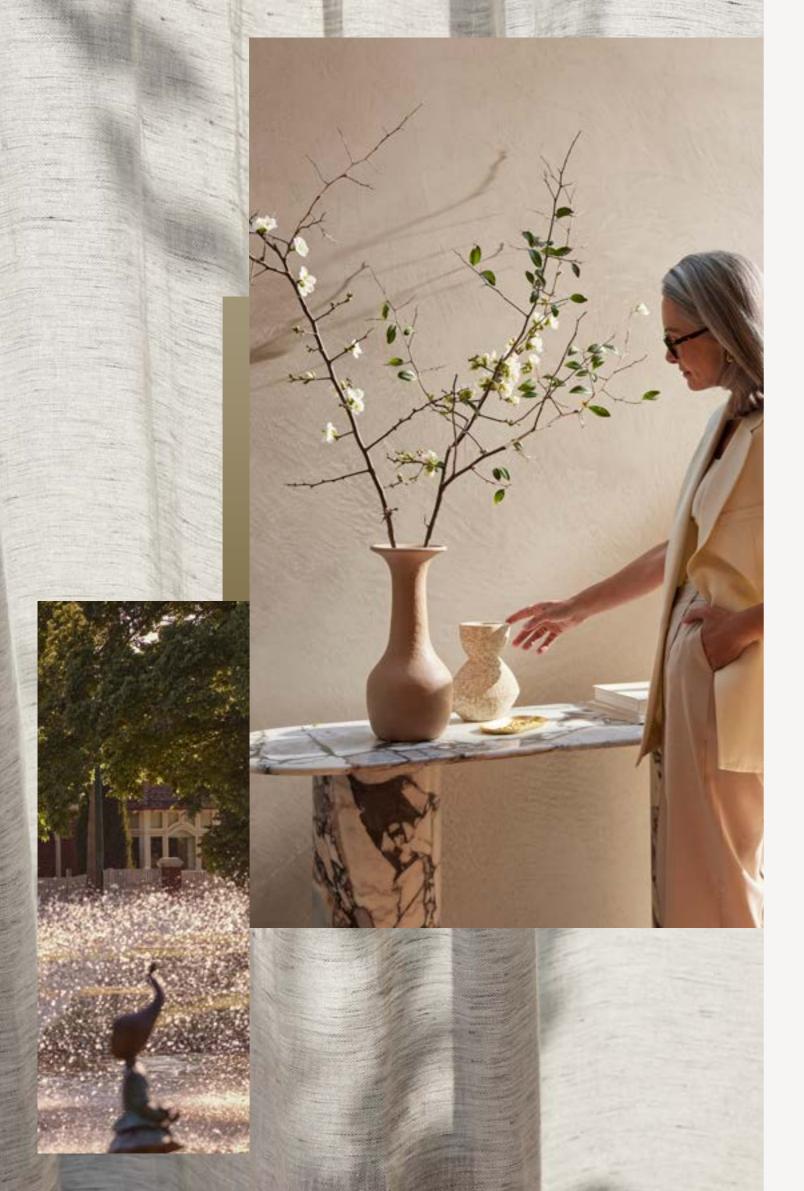
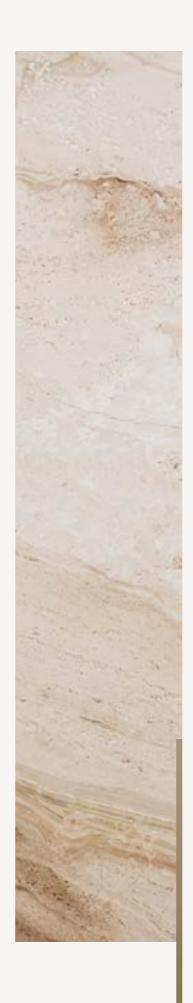
# PRINCE & PARADE

by mirvac



THIS WONDERFUL LIFE IS
A SENSORIAL DELIGHT





Through our senses, we experience the world and absorb its wonders. The aroma of winter turning to spring, caught on the breeze and carried to your balcony. The feel of grass underfoot as you picnic in Princes Park. The sound of birdsong and tram bells. The taste of world-famous coffee and exquisite food and wine. Every day at Prince & Parade is an opportunity to relish simple pleasures, to feed our senses, and marvel at life.

Prince & Parade is an exclusive collection of luxury parkside residences designed to enliven the senses.

Positioned directly opposite Princes Park – on the highly desirable axis of Parkville, Carlton North and Brunswick – Mirvac's Prince & Parade tells a story that begins in nature.

The park's invigorating influence echoes through every residence and shared space – the result of exceptional architecture by Bates Smart in collaboration with Mirvac Design, and landscaping by Jack Merlo.

Prince & Parade presents a rare opportunity to live connected to Melbourne's rich offerings. An unrivalled location that boasts a 'WalkScore' of 92\*, Prince & Parade invites residents to explore the neighbourhood's abundant parks and gardens on foot, and to enjoy the long and winding walking trails. To complement, the area's renowned food, wine, art and culture generate an atmosphere of excitement, creativity and adventure.

Only 4km to the CBD, Prince & Parade is a bold invitation to live a life of bespoke luxury, convenience, nature and balance. To embrace a lifestyle that captivates and delights the senses.

<sup>\*</sup>Please refer to www.walkscore.com for further information on walking score and criteria. Walk score calculated as at August 2023.



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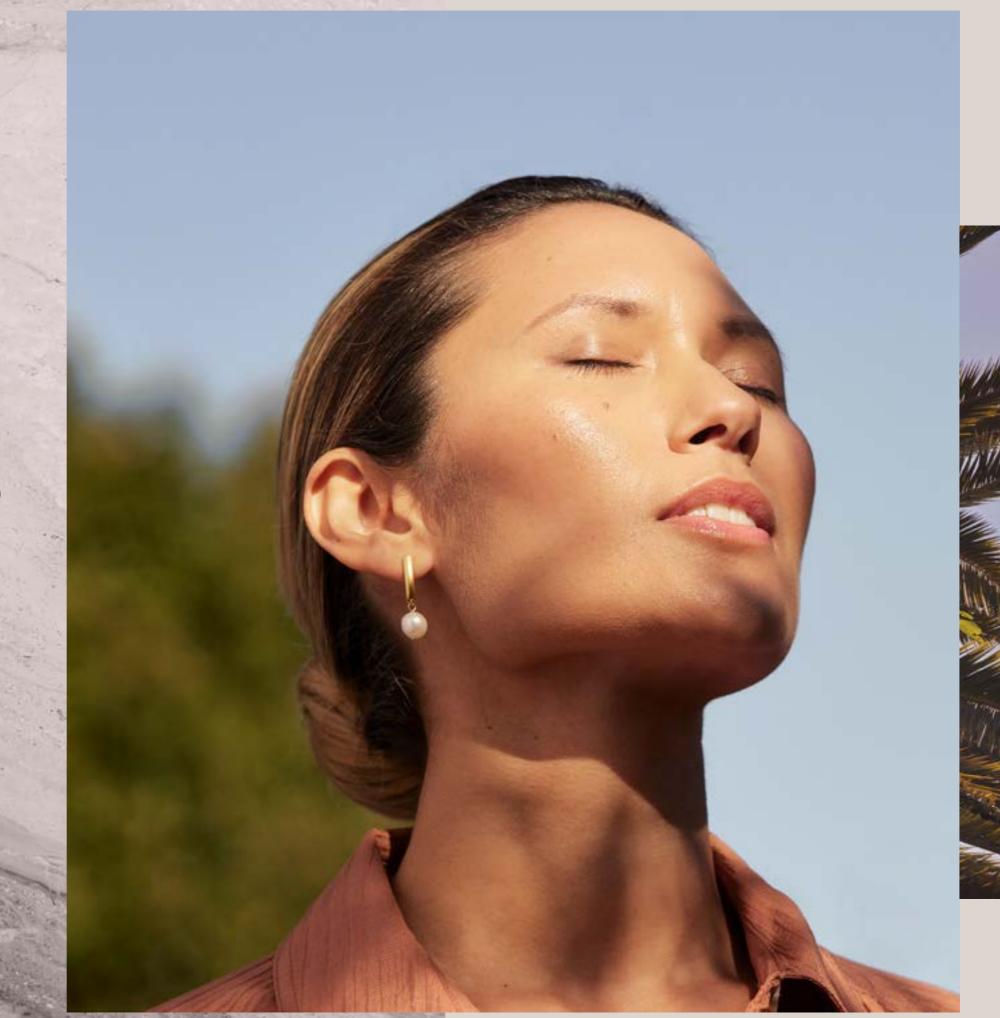
RETREAT

YOUR PRIVATE DELIGHTS OF THE NORTH

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Chapter One

# STEP INTO THE PARK



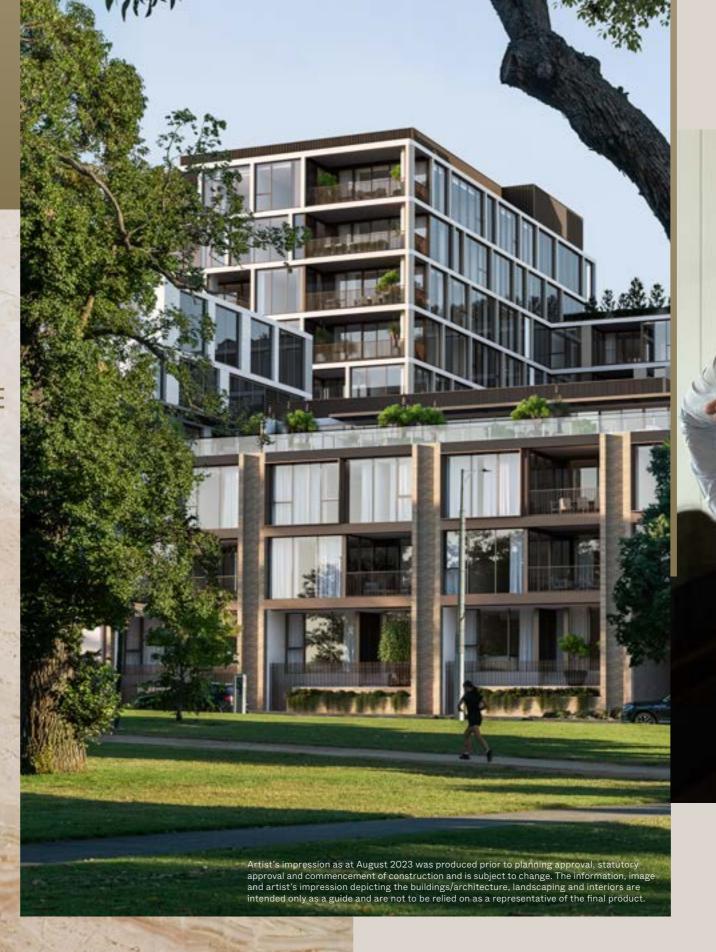




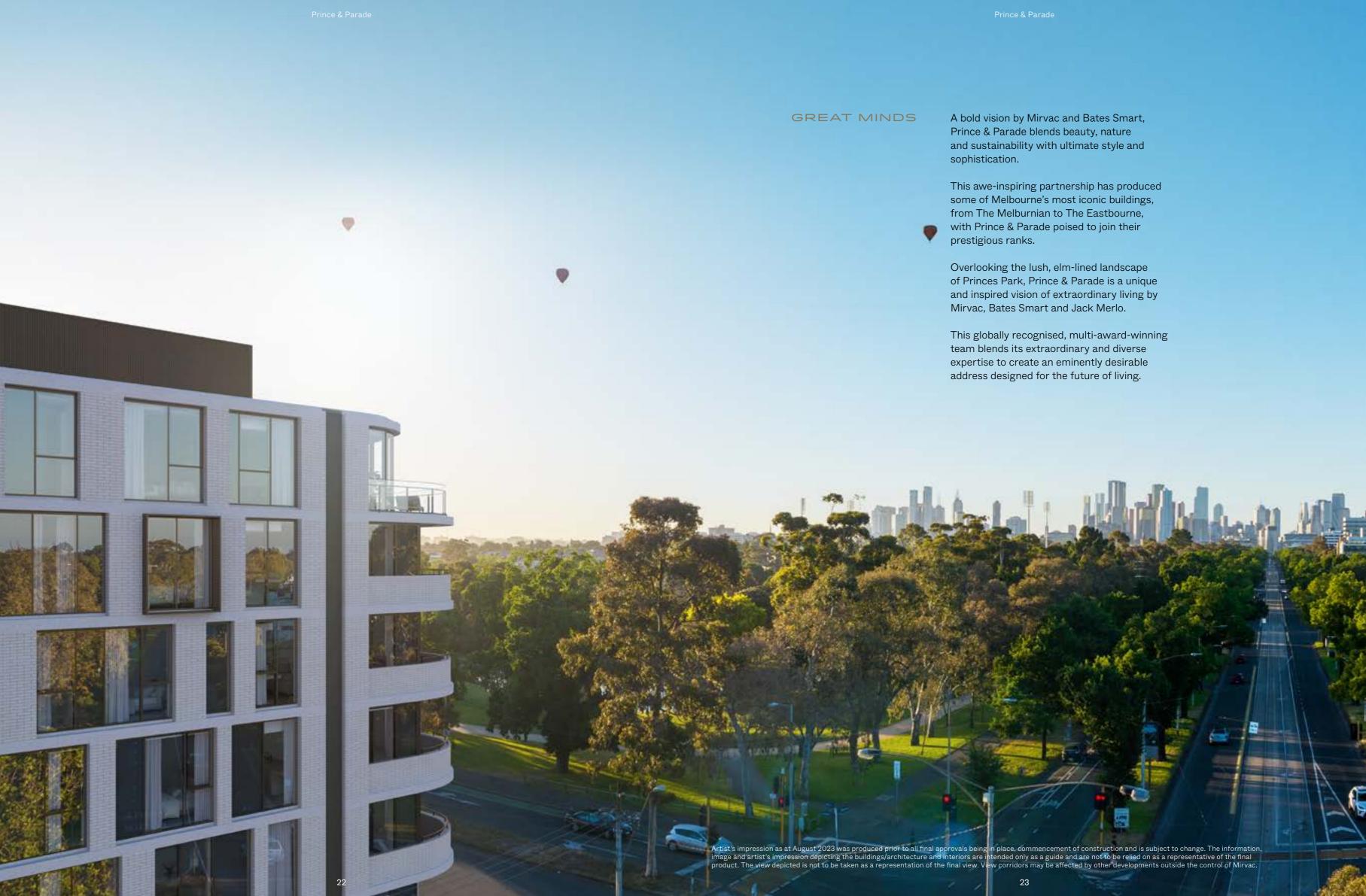




## A CONVERGENCE OF VISIONARIES







### INSPIRED DESIGN

Prince & Parade's design draws inspiration from the history and heritage of Carlton and Parkville, each defined by orderly urban grids and characterful, layered streetscapes. With subtle nods to the area's Victorian terraces, mews, workers' cottages and industrial bones, Prince & Parade's impressive design pays homage to architectural history.

A bold vision of the future by Bates Smart in collaboration with Mirvac Design, Prince & Parade offers a new kind of conscious, elevated living in Melbourne's inner north. Designed to 'bring the park in', the building embraces its context with unmatched sensitivity and elegance.

In this all-electric building, sustainability is thoughtfully considered throughout. Residences with car spaces can opt to have theirs fitted with an electric vehicle charger upgrade. To complement, solar panels provide power to common areas, helping to offset Owners Corporation costs.

This modern address strives to tread lightly on the earth while creating homes and lifestyles of exceptional comfort and beauty.

BLENDING MIRVAC AND BATES SMART'S
FOCUS ON WELLNESS AND SUSTAINABILITY,
PRINCE & PARADE OFFERS A NEW KIND
OF CONSCIOUS, ELEVATED LIVING IN
MELBOURNE'S INNER NORTH.

**Jeffery Copolov**Director, Bates Smart

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MIRVAC'S UNWAVERING COMMITMENT TO EXCELLENCE IN ALL FACETS OF OUR WORK, COUPLED WITH OUR DRIVE TO CONTINUOUSLY IMPROVE, SETS US APART. WE TAKE PRIDE IN ATTENDING TO EVERY LITTLE DETAIL WITH METICULOUS FOCUS, ENSURING THAT NOTHING IS OVERLOOKED IN OUR QUEST FOR SUPERIOR QUALITY, MEMORABLE AND TIMELESS DESIGN.





THROUGH CAREFULLY CONSIDERED PLANTS,
PATHWAYS, BRICKWORK AND TEXTURALLY VARIED
COBBLESTONES, WE CREATE SPACES OF TIMELESS
BEAUTY AND LONGEVITY. IN THIS PRIVATE WORLD
OF LUSH GREEN AND SHADED COURTYARDS,
RESIDENTS CAN UNWIND IN SOLITUDE OR GATHER
WITH FRIENDS AND NEIGHBOURS.

#### Jack Merlo

Director, Jack Merlo Design and Landscape



STEP FROM THE PARK'S EDGE INTO THE STUNNING GRAND LOBBY, A THRESHOLD OF PEACE AND CALM. A CONCIERGE IS ON HAND TO ASSIST WITH DAILY TASKS, CARRIED OUT WITH METICULOUS ATTENTION TO DETAIL.

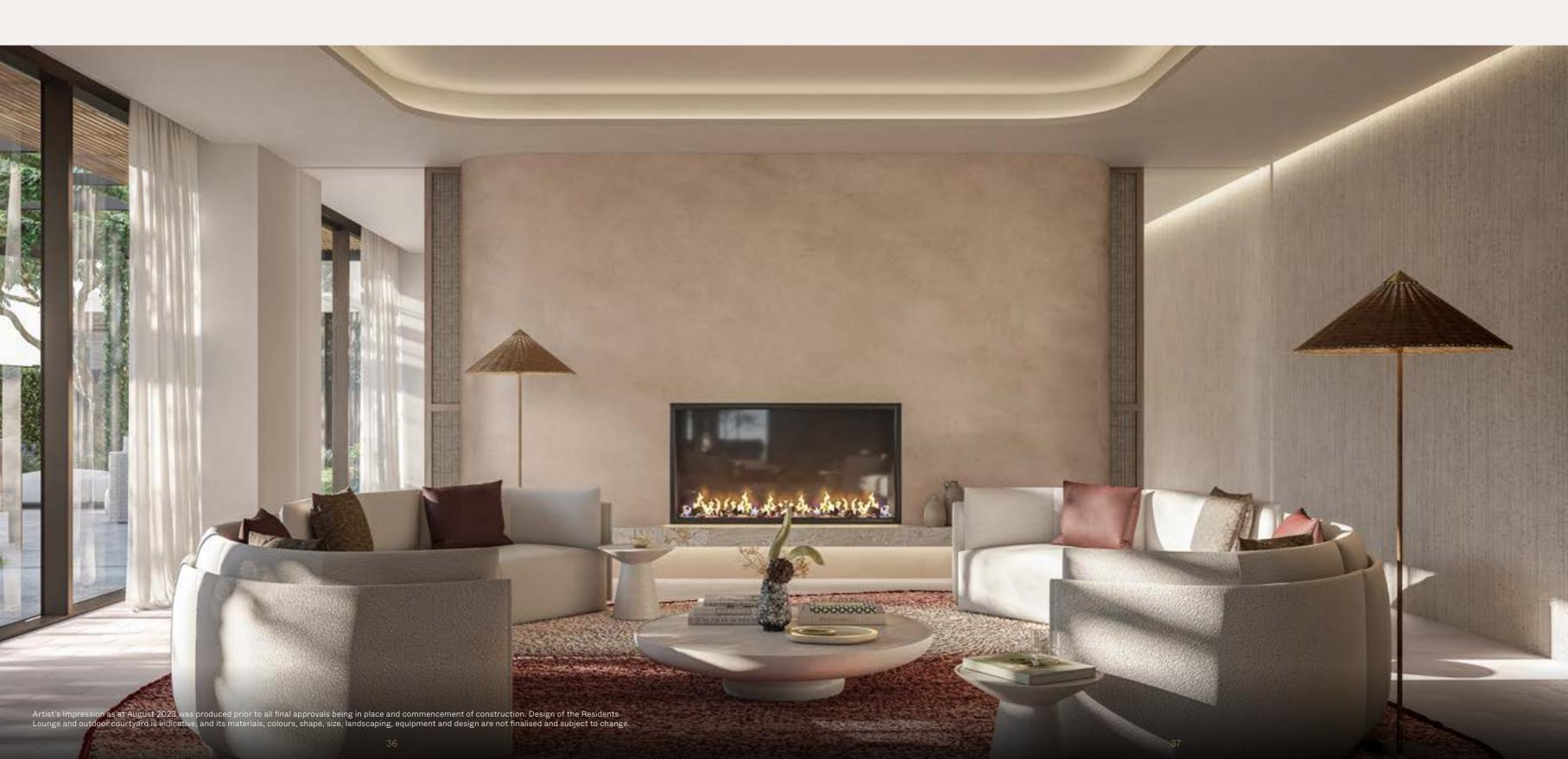
IN THIS TRANQUIL SPACE OF SOOTHING NATURAL SHADES, EMBRACE A SENSE OF LIGHTNESS - THE PURE PLEASURE OF ARRIVING HOME TO BLISSFUL COMFORT AND CONVENIENCE.



#### RESIDENTS' LOUNGE

Entertain friends, connect with neighbours and enjoy impromptu conversations by the electric fireplace or in the adjacent courtyard.

Designed for seamless transitions between inside and out, the Residents' Lounge and beautifully landscaped garden create an elegant and versatile space for everyone's enjoyment.

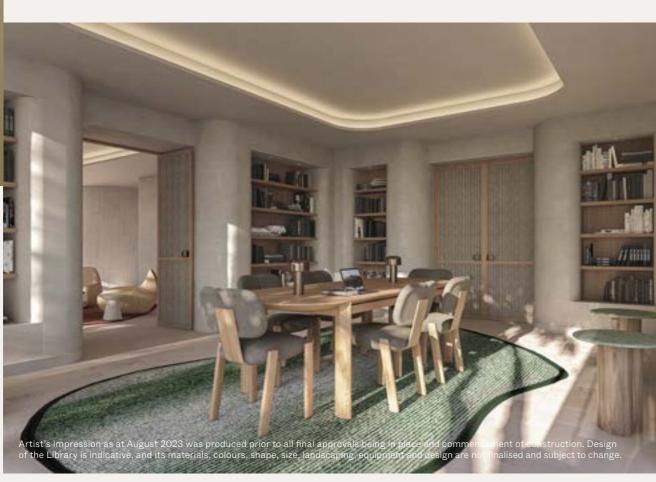


Prince & Parade

## SELF-CARE MOMENTS

Revitalise mind and body in the light-filled wellness studio. Overlooking lush gardens by Jack Merlo, the well-equipped gym is designed as a haven of health, and a refreshing space to take time for yourself.

Invigorated and inspired, you're ready for a productive morning in the Residents' Library. When working from home, the shared table offers a quiet space to focus. And when it's time for a well-earned break, browse the library's carefully curated selection of books. Comfortable seating makes it hard to resist a relaxing read.





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#### RESIDENTS' DINING

Prince & Parade's Residents' Dining Room is where epicurean feasts unfold. Designed as the perfect space to host an intimate fireside dinner with friends or a lavish party with neighbours, the room is equipped with a kitchen custom designed by Bates Smart and crafted with natural stone.

Enjoy mouthwatering flavours while you drift across the natural limestone tiles, exchanging stories over wine. The Dining Room opens onto a connecting outdoor terrace, infusing the space with the freshness of nature. This is where beautiful meals are shared, and lasting memories are made.



## NATURAL

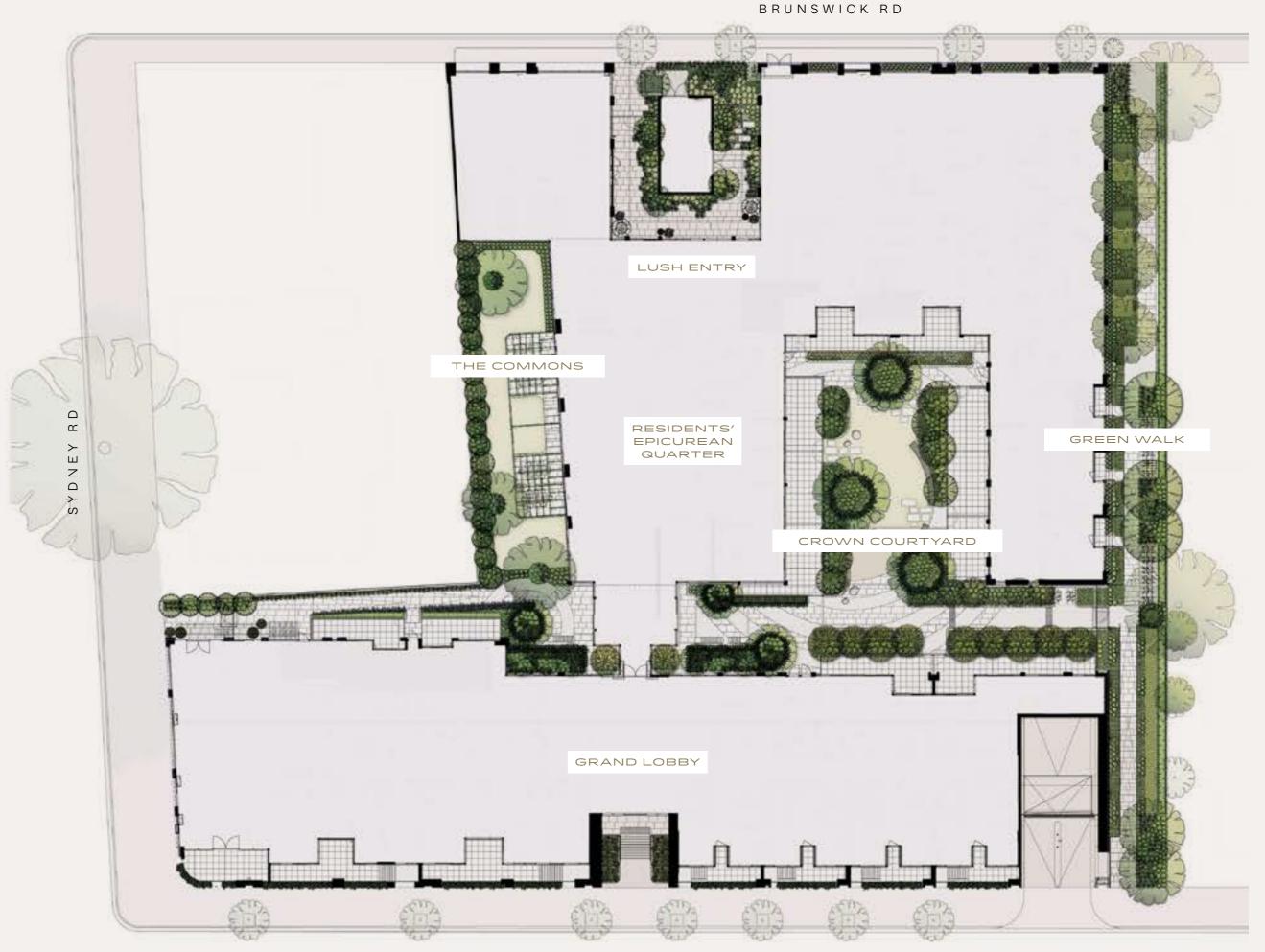
WONDERS

Jack Merlo has created a lush green world of pedestrian paths and internal courtyards for residents' daily enjoyment.

Generous space is dedicated to Prince & Parade's refreshing, natural landscape, which features abundant sustainability-conscious, droughtresistant plants.

Designed for the wider community,
Prince & Parade's Green Walk is a scenic
pedestrian path connecting Park Street to
Brunswick Road. The beautifully landscaped
laneway invites residents, community
locals and park-goers to enjoy a seamless
and convenient stroll from Princes Park to
Brunswick Road.

To complement the Green Walk, verdant links are woven throughout the ground plane, providing residents with pockets of tranquility shaded by Japanese Maple and wrapped in native Weeping Lilly Pilly. Plants are sustained in part by an underground tank used for irrigation, while Prince & Parade's beautiful rain gardens are designed to support stormwater runoff.

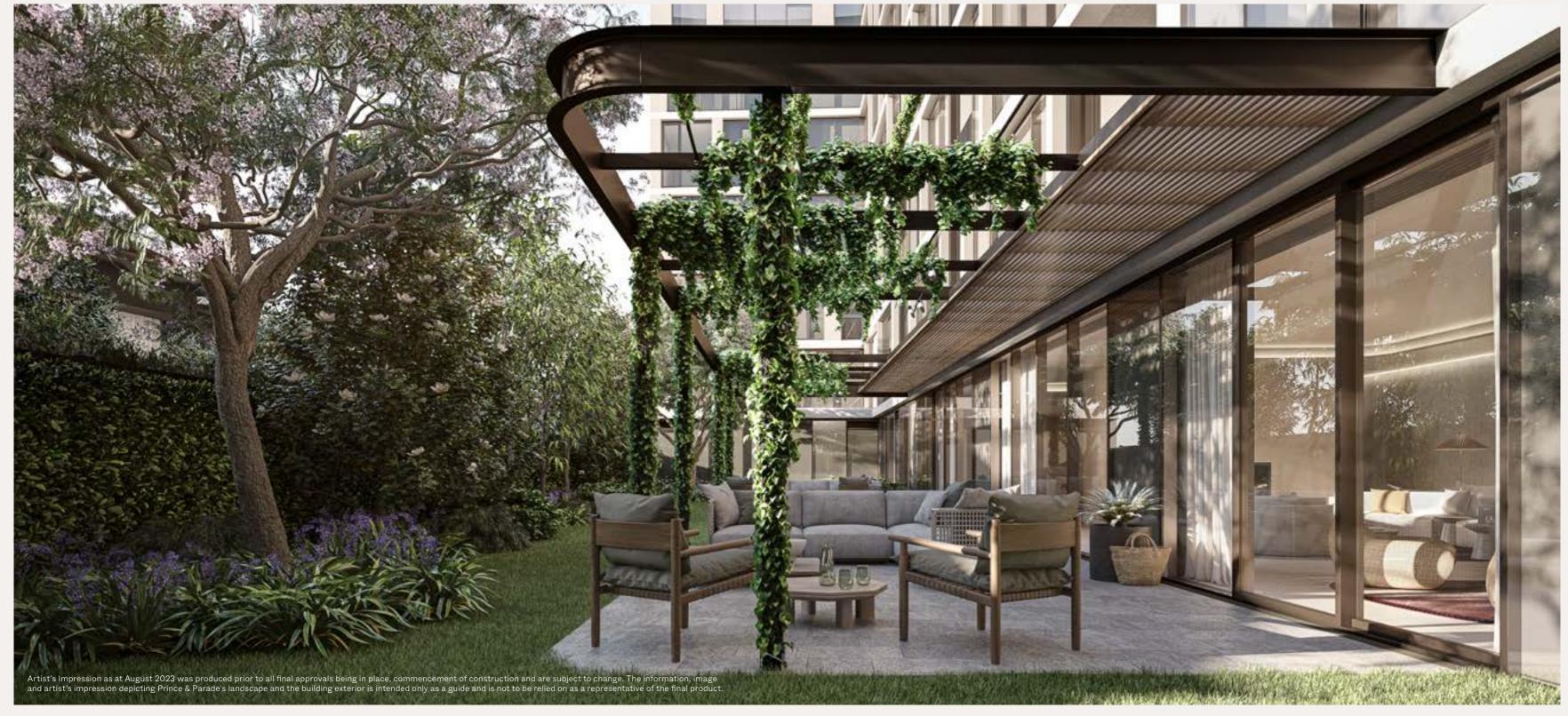


PARK ST

Landscaping plan as at August 2023 was produced prior to all final approvals being in place and commencement of construction. Landscaped areas are not finalised and subject to change.

#### GARDEN GATHERINGS

The Residents' Lounge and Dining Room open onto a beautifully landscaped communal garden. Take a seat in the sun and recharge in nature. Surrounded by lush greenery, enjoy a glass of wine with a neighbour or casual afternoon charcuterie board.





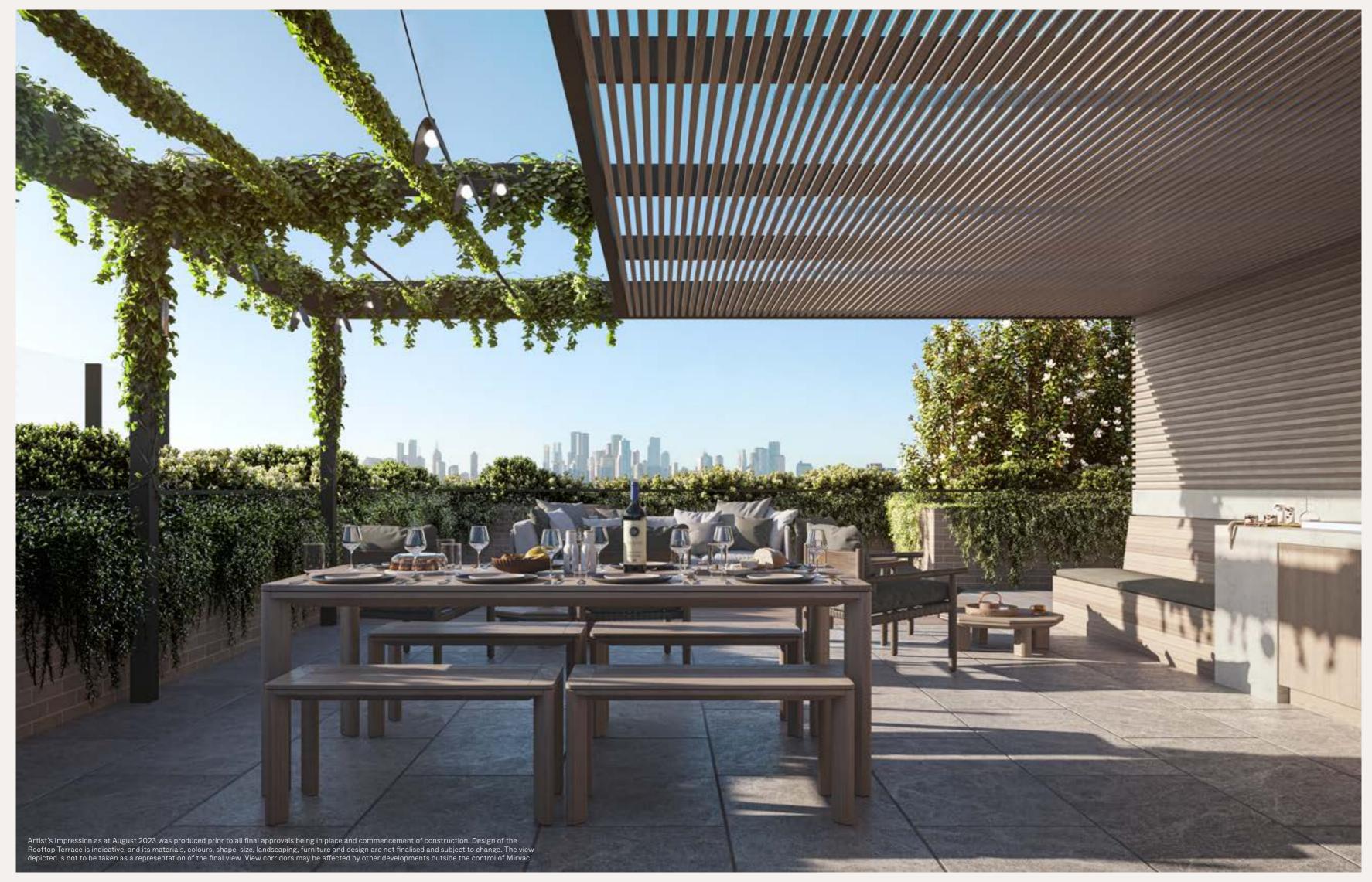
#### ROOFTOP TERRACE

On the communal Rooftop Terrace, the eyes feast on breathtaking views over Princes Park, unwind, connect with neighbours, Royal Park and the city skyline.

With its stunning landscaping, dining table, seating and barbecue, the Rooftop Terrace is a private oasis on the edge of the city.

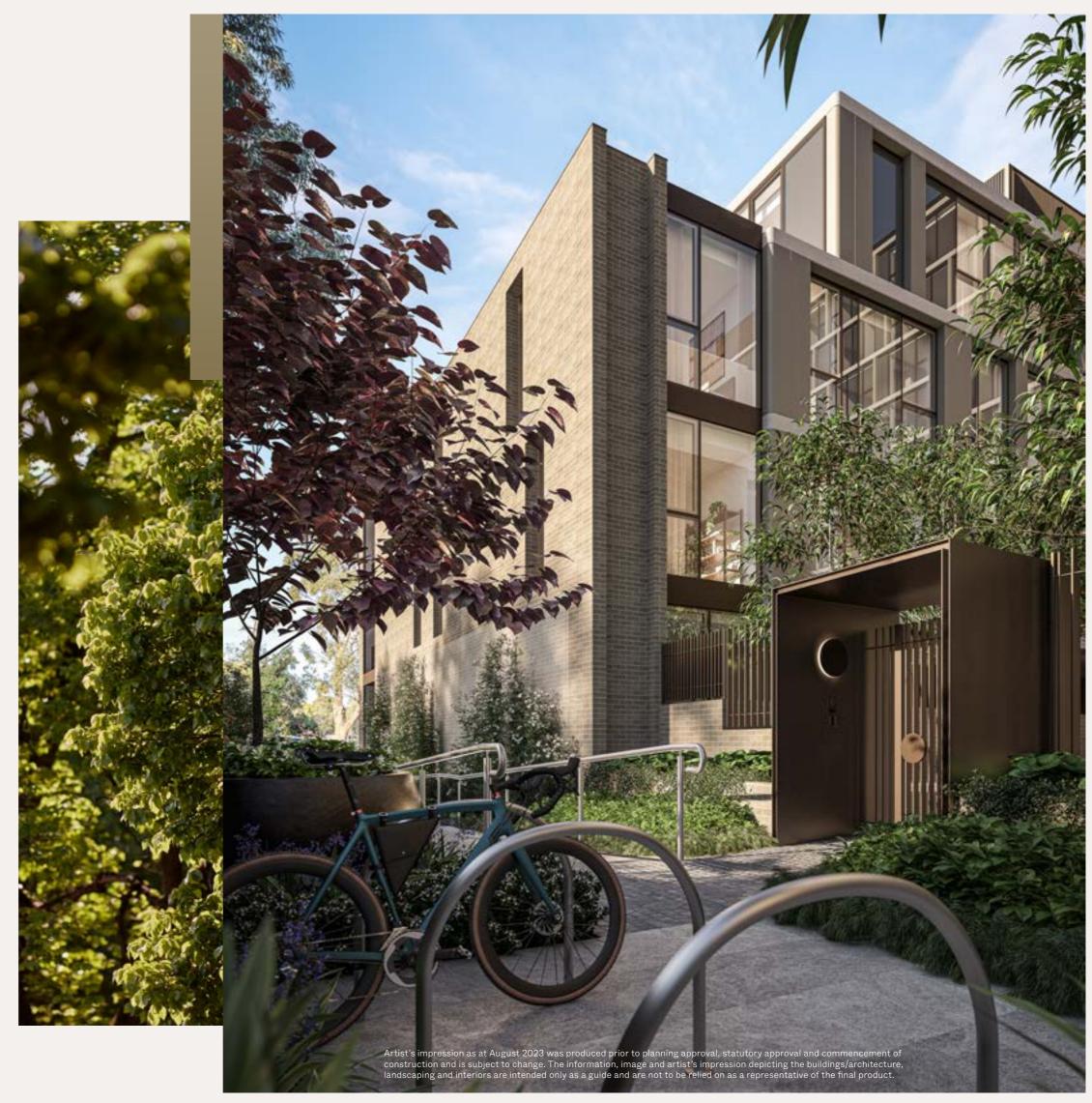
An elevated haven where you can relax, share a meal, enjoy a drink and celebrate life's moments.





NATURE WALK At ground level, Prince & Parade's Green Walk provides a highly convenient connection between Park Street and Brunswick Road. Designed as a gift of convenience and beauty for the local community, the Green Walk will be a welcome addition to the daily routines of residents and neighbourhood locals alike.

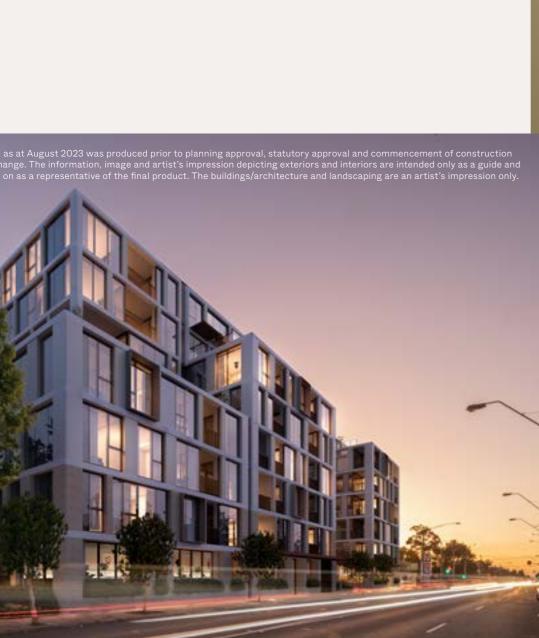
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#### ON YOUR DOORSTEP

Wander no further than the building's front entrance for a perfectly brewed long black. Prince & Parade plans to host a stunning cafe on its ground floor, mere metres from the edge of the park. The ideal place for brunch after an energising walk, or a long, languid lunch with good friends.

Prince & Parade also plans to be home to two premium commercial tenants on the ground floor, animating the streetscape with sophisticated energy.





#### 01 Brunswick Road

A striking presence facing north on Brunswick Road.

#### 02 Prince & Parade café

Overlooking the park, Prince & Parade plans to be home to an exceptional cafe.

02

Chapter Four

# YOUR PRIVATE RETREAT



EVERY DESIGN DECISION UNDERSCORES

A CONNECTION TO NATURE. THROUGHOUT THE BUILDING
AND ITS SURROUNDS, WE FAVOUR UNDERSTATED
NATURAL MATERIALS AND PLANTINGS. AN EARTHY
PALETTE, SUBTLE FINISHES IN TONAL SHADES, AND
MOMENTS OF TACTILITY – EVERYTHING BLENDS
TO CREATE A PEACEFUL, GROUNDING YET HIGHLY
SOPHISTICATED SPACE.

**Jeffery Copolov**Director, Bates Smart



#### CELESTIAL SCHEME

Celebrating muted ochre and dusky earth, the Celestial palette imbues each space with a grounding sense of warmth. A burnt sienna stone benchtop, bronze tapware and ochre tiles create a symphony of elegance and style.

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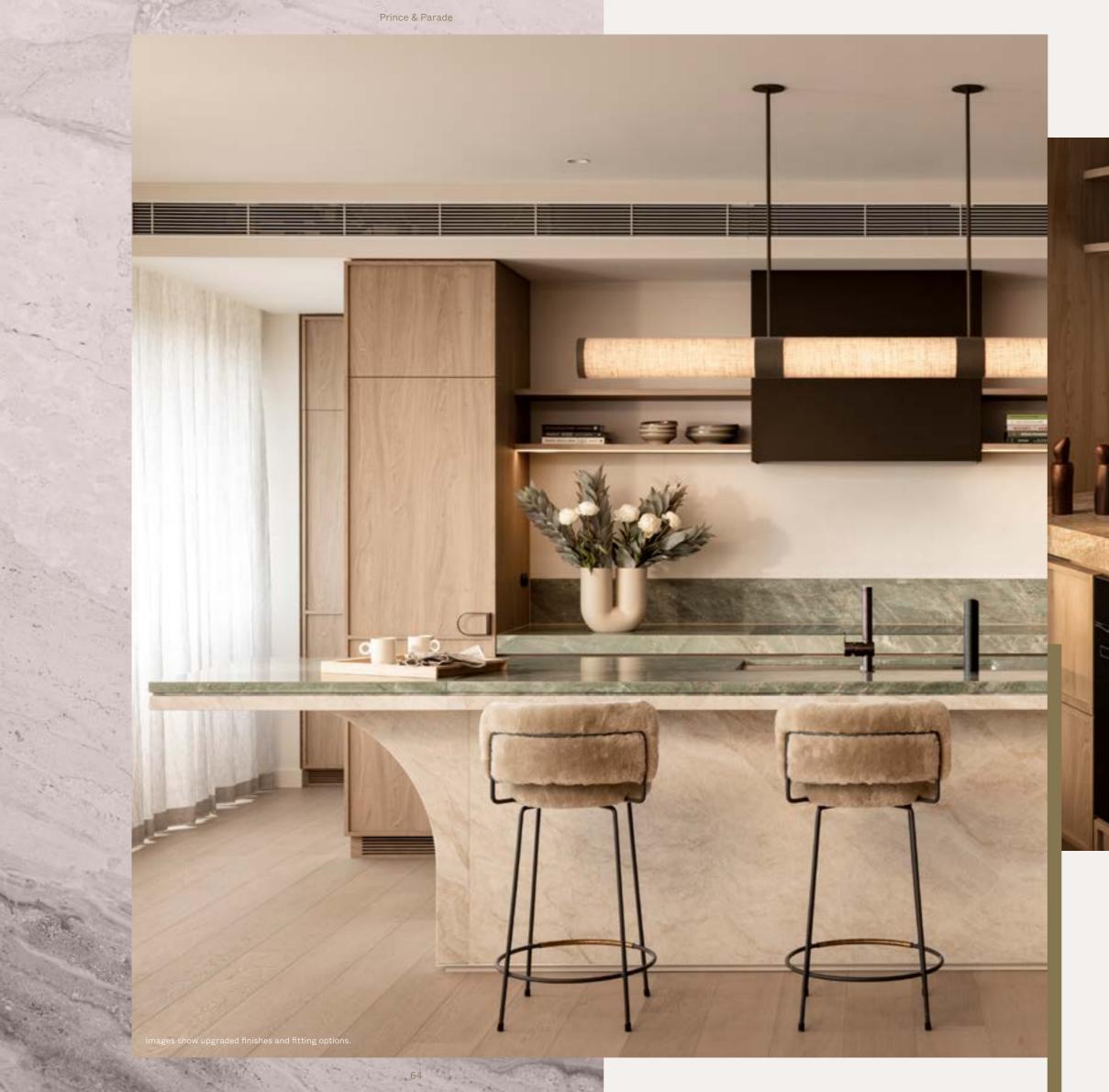
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#### WARM, WELCOMING AND REFINED

Conceived as the entertainer's dream, a stunningly spacious living room and dining space flow into a kitchen of generous proportions, replete with a butler's pantry in select Prestige residences.

Natural shades, warm, uplifting materials and space designed for ease of movement and connection – this is your sanctuary, your place of perfection.

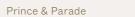




#### A FEAST OF SOPHISTICATION

Beautifully crafted kitchens make exquisite use of natural materials in earthy shades. Curved island benches and tactile surfaces speak to the subtleties of nature, drawing Prince & Parade's muse into the heart of the home.

Designed for flow and function, Prince & Parade kitchens feature flawless timber joinery and ample storage to complement an induction cooktop, an impressive rangehood and a striking pendant light upgrade, custom designed by Bates Smart.





#### ELEVATED RITUALS

Reminiscent of the most sophisticated day spa, Prince & Parade bathrooms feature natural stone and calming, earthy tones. Designed to soothe the senses, this light, relaxing and eminently refined atmosphere ensures daily rituals become special moments of elevated luxury. To elevate further, bathrooms are illuminated by Bates Smart custom-designed wall sconces.

With sustainability front of mind, bathrooms and kitchens are designed with water-efficient fixtures and fittings. In the laundry, a drying rail encourages environmentally friendly and convenient laundry rituals.





# TERRACE

TWO, THREE AND FOUR BEDROOM RESIDENCES

In the two-storey homes of the Terrace Collection, exquisite design and flawless craftsmanship reign supreme.

While architecture pays homage to traditional terrace houses, each stunning home's interior spaces celebrate modern lifestyles. Each detail is designed to complement how modern city-dwellers want to live and move in their homes; how they want to unwind, work, dine and simply be.

Select Terrace residences enjoy private street entry, offering exceptional privacy and effortless access to the park.



## SIGNATURE

ONE AND TWO BEDROOM RESIDENCES









Clean-lined, spacious and light-filled, Prince & Parade Signature Collection residences are stunning examples of timeless design and contemporary living. With generous floorplans and a refreshing natural palette, each residence celebrates relaxed and refined inner-city living.



Everyday rituals become moments to savour in the Signature Collection's sophisticated ensuite bathroom. In this simple and elegant space, you have everything you need to refresh mind and body.

nce & Parade

# LUXURY

TWO AND THREE BEDROOM RESIDENCES





The Luxury Collection epitomises elevated living. Bedrooms are designed to offer a sense of sanctuary and privacy, enhanced by the comfort of natural ventilation.

With generous windows and wide living spaces, the Luxury Collection is a flawless example of design attuned to modern lifestyles.





Parade Prince &



### PRESTIGE COLLECTION

THREE AND FOUR BEDROOM RESIDENCES

Elevated and exclusive, the Prestige Collection is designed to enrich every moment of the day, to excite and delight the senses and celebrate Prince & Parade's deep connection to nature. Ample room for entertaining is enhanced by a spectacular kitchen with a grand island bench crafted from natural stone, and a butler's pantry. Throughout each Prestige Collection residence, premium-quality materials, finishes and appliances set new standards of style.









Tailor your home to suit your lifestyle.
Select from Prince & Parade's stunning upgrades, designed to elevate your space and daily rituals.

Opt for a beautifully crafted bar to house your finest whisky (available only in Prestige residences). In your entryway, choose an elegant, natural-stone topped console – a space to impress visitors from their first step inside, as well as a convenient home for your keys.

Settle in for a leisurely binge of your favourite show, enhanced immeasurably by a custom TV credenza.

When it's time to focus or work from home, your study desk upgrade provides the perfect space for impressive productivity.

The information finance are at the impression depicting interiors are interested as a guide city. Use pade ordered above in indicative of any Prince of Express floor plan and prospecting purchasers about a plan for purplic upon trivial by ourse.

01 Study desk

Your space to work from home in refined style.

The information, image and artist's impression depicting interiors are intended as a guide only. Upgrade options shown. Image is not indicative of any Prince & Parade floorplan and prospective purchasers should refer to the floorplan for specific apartment layouts.

)2 Custom har

A stunning bar and wine fridge for the devoted entertainer.

03 Key entry drop / entry console

Arrive home and drop your keys in the convenient nook of your entry console.

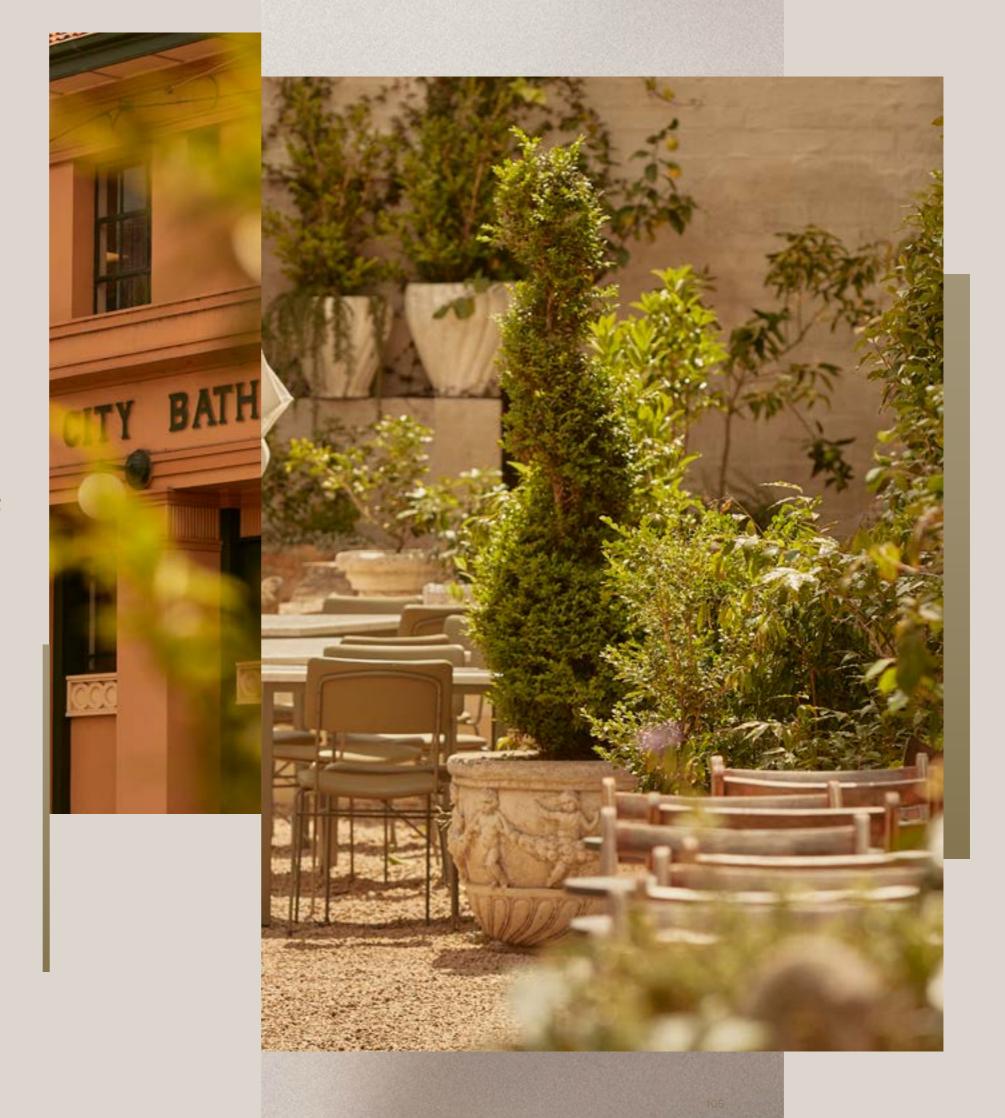
& Parade Prince & Parade



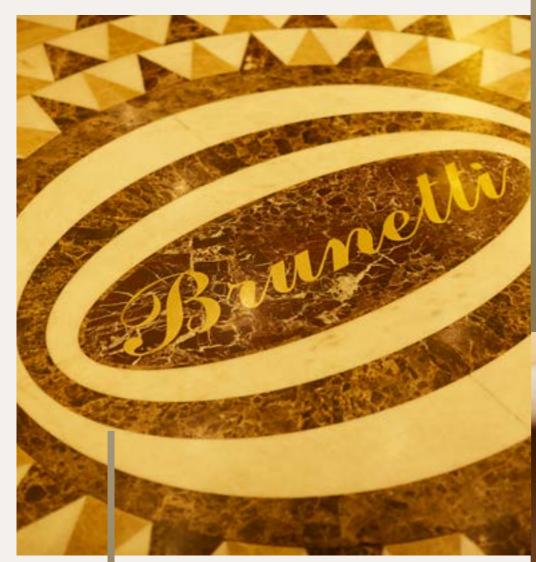


Chapter Five

### DELIGHTS OF THE NORTH



MORNING ESPRESSO AND A DECADENT SLICE OF CAKE FROM BRUNETTI, ONE OF MELBOURNE'S MOST ICONIC CAFES.









THE CITY'S FINEST FLAVOURS Internationally renowned for its culinary prowess, Melbourne is home to one of the world's most exciting food, wine and coffee cultures. This is a city where the art of dining rules, and its residents are united by a shared obsession with flawless coffee.

Within a short walk, a quick and easily accessed tram, or a moment's drive from home, discover the famous flavours of Carlton, the cafes of Parkville, the endless diversions of Brunswick, and the CBD only 4km\* away.





### 01 Brunswick Wine Shop

Browse an expertly curated selection of natural, organic and biodynamic wines sourced globally from small producers.

### 02 King & Godfree

Open from late morning til late evening, this Italian deli, wine bar, restaurant and artisanal food store is a local icon.

\* Distances are approximate only and are calculated via the shortest route.



IN CARLTON AND ITS SURROUNDS, THE NORTH SIDE'S MOST DISCERNING GATHER TO EAT, DRINK AND UNWIND.

02 Carlton Wine Room

Warm, sophisticated and relaxed, Carlton Wine Room is the ideal spot for an intimate dinner, a casual bite at the bar, and a glass or two of exceptional wine.

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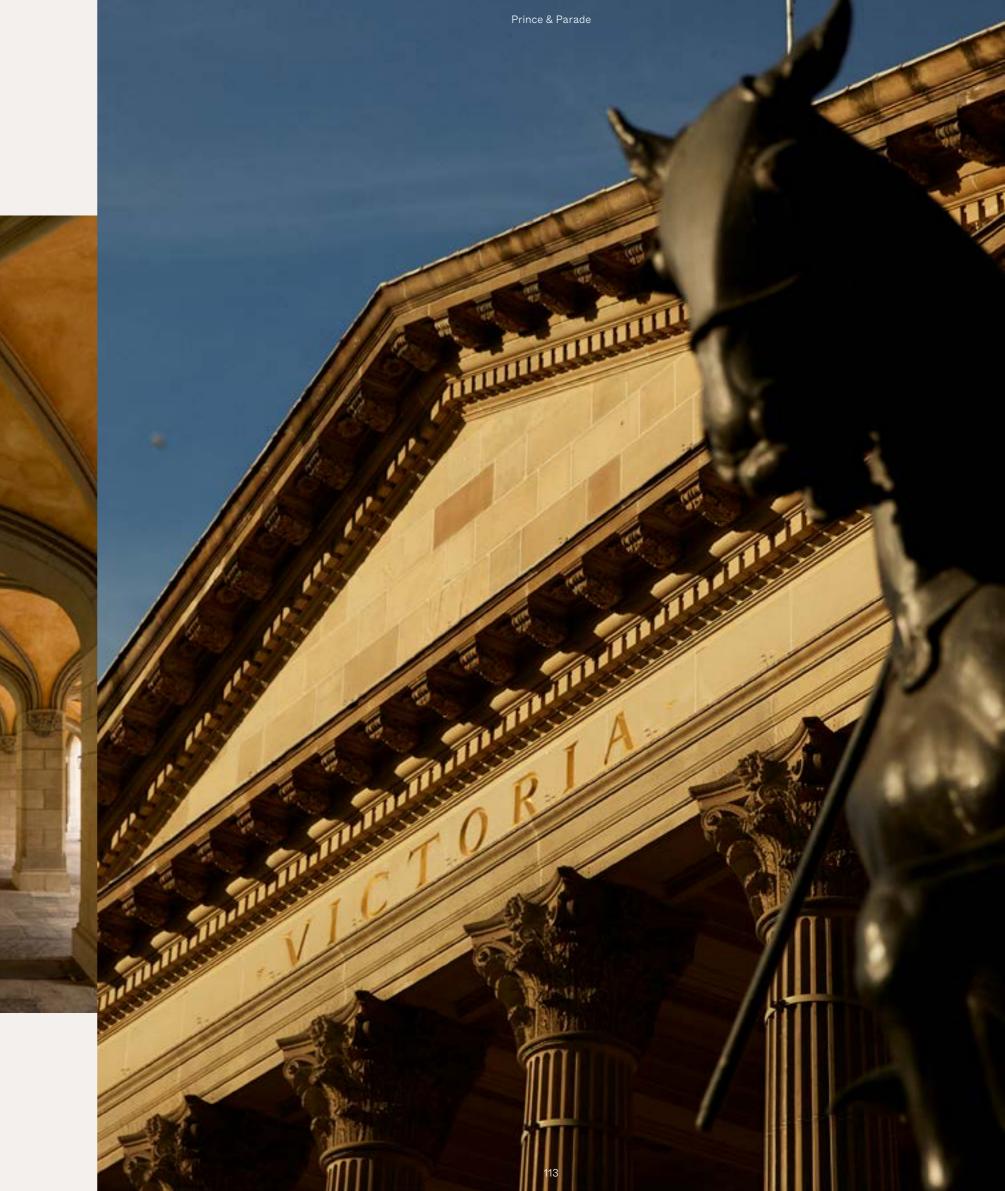
PRINCE & PARADE NEIGHBOURS MELBOURNE'S LEADING PRECINCT OF ACADEMIA.



### 01 State Library Victoria

Ride a single tram from your doorstep to the stunning State Library Victoria.

**O2 University of Melbourne**A 10-minute tram or a 20-minute walk\* from home leads directly to University of Melbourne's main campus in Parkville.



Prince & Parade



Chapter Six

### THE FUTURE OF LIVING



### MIRVAC

Since 1972, Mirvac has created homes and communities that improve the way people live. We create places that stand the test of time because we focus on what matters most: entire spectrum of development, from people. Our customers, the communities in which we operate, and the incredibly talented people who work at Mirvac.

Our adherence to quality in everything we do, our culture of inclusion and diversity, and willingness to challenge ourselves to always do better means that we are able to attract and retain the best of the best. The loyalty of our customers is matched by the loyalty of our people, some of whom have spent their entire working lives with Mirvac, proudly upholding the Mirvac legacy.

Through our unique integrated business model, we operate as one brand, taking ownership and responsibility across the conception to completion and beyond. With expertise in design, development, construction, marketing and sales, we share the one vision. To reimagine urban life.







BATES SMART ARCHITECTS One of Australia's oldest and most illustrious architecture firms, Bates Smart has helped to shape the skylines and streetscapes of Australia's most vibrant capital cities.

Synonymous with Melbourne's most iconic buildings, from the Royal Children's Hospital to the Royal Exhibition Building and Melbourne Town Hall, the 170-year-old firm is renowned for its innovative and sustainable approach to architecture across commercial, cultural and residential projects.

Pushing the boundaries of what is possible in architecture, Bates Smart's timeless designs prioritise community, humanity and connection with flawless style and sophistication.

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Left to right:

**Jeffery Copolov** Director, Bates Smart

Daniel Kumnick

Associate Director, Bates Smart

Justin Gallagher

Associate Director, Bates Smart

Jack Merlo

Director, Jack Merlo Design and Landscape

Julian Anderson Director, Bates Smart

Karen Wong

Studio Director, Bates Smart

JACK MERLO DESIGN AND LANDSCAPE Jack Merlo leads Australia's premier landscape architecture studio, with a global reputation for creating innovative outdoor spaces that celebrate beauty, harmony and precision. The multi-award-winning firm is known as much for its private residential work as it is for its breathtaking grand-scale projects. The scale and diversity of each Jack Merlo project is a testament to the firm's depth of talent, vision and capabilities.

Jack Merlo Design and Landscape prides itself on its unique architectural approach, creating memorable spaces that celebrate clean lines, contemporary style, natural materials, hand-crafted elements and intelligent seasonal foliage. At the heart of every design is a vision to create seamless connections between interior and exterior spaces, a beautiful union of built environment and natural landscape. The result is spaces both ordered and organic, poetic and purposeful, timeless and transportive.

JACK MERLO

BATESSMART.

### REIMAGINING URBAN LIFE

In keeping with Mirvac's impeccable standards of architecture, interior design and craftsmanship, Prince & Parade's commitment to sustainability is paramount. Prince & Parade's sustainability credentials will evolve in step with construction, embracing new environmentally geared technologies as they emerge.

Mirvac is firmly committed to a sustainable future that celebrates nature and the environment. At Prince & Parade, we articulate our commitment to a sustainable future through intelligent design choices and building features.

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#### HOMES FOR HOMES

As part of our dedication to leaving a positive legacy and contributing meaningfully to communities, Mirvac has partnered with Homes for Homes. Homes for Homes is an innovative not-for-profit initiative created and led by social enterprise The Big Issue. Homes for Homes creates new funds to increase the supply of social and affordable housing to help house disadvantaged Australians and people experiencing homelessness. Homes for Homes is a promise to allow 0.1% of the future proceeds of sale on a property to be donated to fund the creation of social and affordable housing. The issue is too big for any one person, business or government to solve alone – a simple, community-empowered solution is the key, and Mirvac is proud to contribute.



#### INTEGRATED WATER MANAGEMENT SYSTEM

Mirvac is committed to reducing its use of natural resources and enhancing liveability. At Prince & Parade, this commitment is articulated through deeply considered features such as a series of rain gardens to improve the quality of stormwater runoff, which reduces the impact on local water systems. The building's underground tanks collect rainwater, which will be used to irrigate Prince & Parade's stunning gardens and green spaces.

Prince & Parade is conscious of its potable water usage, and through appropriate design measures – in particular, water-efficient fixtures and appliances in apartments – the building is designed to reduce potable water usage.



#### INDOOR AIR QUALITY

At Prince & Parade, Mirvac strives to deliver comfortable and environmentally conscious spaces that nourish residents' health and wellbeing. Wherever possible, residences are designed to maximise natural ventilation with operable windows to all bedrooms, and to some living rooms. Indoor pollutants are reduced using low-toxicity materials, including low-VOC paints and low-VOC adhesives, sealants and carpets.



### ENERGY PERFORMANCE AND FUTURE PROOFING.

As part of our commitment to impressive energy performance, Prince & Parade is an entirely electric building with no reliance on gas. All residences will have induction cooktops and highly efficient heat-pump technology for hot water. The inclusion of solar panels on Prince & Parade's rooftop will mean there is less reliance on the electricity grid to power common spaces. In addition, there is provision for each Prince & Parade car space to be upgraded with an electric vehicle charger, making it easier to adapt to changing needs and new technologies.



### 7-STAR NATHERS RATING

Prince & Parade is committed to delivering an average 7-Star NatHERS energy rating. This impressive certification means an estimated 27%\* less energy is required to heat and cool a 7-star apartment compared to a 6-star apartment. Throughout the building, double glazing is used for improved comfort and a quieter indoor environment when compared to single glazing\*.

\*Assumes a modelled 6-Star NatHERS rating modelled to require 114 MJ/m2, compared to a modelled 7-Star NatHERS rating modelled to require 83MJ/m2. Your energy needs and results may vary.

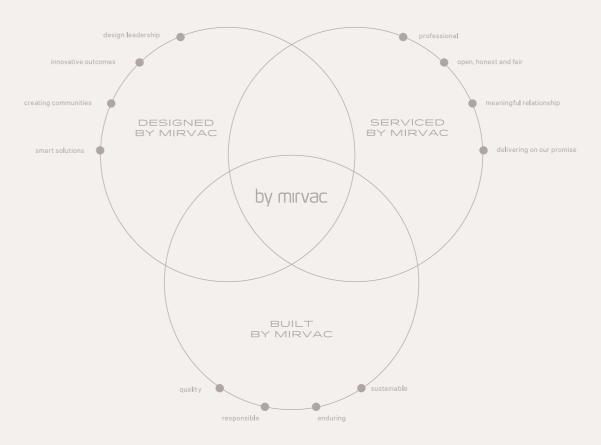
## QUALITY AND CARE IN EVERY LITTLE DETAIL



### THE MIRVAC DIFFERENCE

For over 50 years we have been reimagining urban life in Australia — creating exceptional living experiences through the pursuit of quality and care in every little detail. You can benefit from our visionary philosophy, customer-first approach and our all-under-one-roof knowledge, passion, experience, service and delivery.









800+ AWARDS WON

















<sup>\*</sup> Rating of Mirvac Constructions Pty Limited (rated by an independent rating tool and operating in New South Wales) The use of the iCIRT star-rating is subject to Equifax's terms, exclusions and/or disclaimers which are available at www.buildrating.com Please scan the QR code for further information on this particular iCIRT star-rating. Issued by international ratings agency Equifax, the iCIRT (Independent Construction Industry Rating Tool) star rating assesses the capability, capacity and ability of a company to deliver a trustworthy building.

### PRINCEANDPARADE.MIRVAC.COM



### REIMAGINING COUNTRY

Artwork: 'Reimagining Country', created by Riki Salam (Mualgal, Kaurareg, Kuku Yalanji) of We are 27 Creative.

Mirvac acknowledges and pays our respects to Australia's First Nations and Torres Strait Islander peoples, the Traditional Custodians of lands, waterways, and skies across Australia. We acknowledge the Wurundjeri Woi-wurrung people on the lands known as Merri-bek, and thank them for sharing the land on which we live, work, and learn.

The content of this brochure was produced prior to completion, and prior to the receipt of final planning approvals. Photographs and artists' impressions depicting interiors, exteriors and indicative views are a guide only. The information provided in this brochure, including those images, is believed to be correct at the time of printing but will change as the development and planning approvals proceed. Changes will also be made during the development of the project and specifications, details and fittings may be changed without notice. Purchasers must rely on their own continuing enquiries. To the extent permitted by law, this brochure is not an offer or a contract. Mirvac expressly excludes any and all liability relating to, or resulting from, the use of or reliance on, any information contained in this brochure by any person. Printed August 2023 Version 1.

