

MEDIA RELEASE

## **Carlton encompasses a new architectural icon**

**Melbourne – 30 June 2017** – The evolution of Carlton’s historic Elgin & Nicholson precinct will be bolstered with the introduction of Encompass Apartments by joint venture partners Frasers Property Australia and Citta Property Group– through a visually distinct architectural response that pays homage to the area’s rich cultural heritage.

Located at 8 Elgin Street, Carlton, the \$50 million development comprises 114 apartments across eight levels, including a spectacular residents lounge and rooftop on level eight. The mix of one, two and three bedroom apartments are priced from \$455,000 to \$1,165,000 and range in size from 50 square metres to 108 square metres.

Encompass will deliver an unprecedented level of architectural consideration and amenity to a previously under-utilised pocket of Carlton. The new development will activate the surrounding street frontages and create a visually dynamic façade. The 1,600 square metre site is bound by Nicholson Street to the East and Elgin Street to the South, allowing the distinctive gold metalwork of the balconies and terraces to engage with the surrounding streetscape. The introduction of new open spaces and pedestrian laneways will provide increased connectivity for the local community.

The 200 square metre resident lounge and terrace encapsulate the unrivalled panoramic city views, providing residents with additional kitchen and BBQ facilities, a media lounge and library, acting as both a sanctuary from the hive of activity below, as well as a spectacular stage for alfresco entertaining.

Designed by acclaimed architecture practice, Jackson Architecture, the vision of the project team was to tap into the local heritage and cultural grain of the area to deliver a considered architectural response to the unique context of the location.

Alex Newell, Development Director at Frasers Property Australia, says, “This precinct of Carlton is undergoing major revitalisation, and Frasers Property Australia is very proud to be making such a significant contribution to its evolution.”

“There is a great opportunity for us to draw on our vast development expertise to bring an increased level of amenity, public spaces and infrastructure to the local neighbourhood, and enhance the local sense of community for residents.”

With the continued demand for quality residential developments in Carlton, as Melbourne’s premier educational and lifestyle hub, Encompass is helping shape the area for future growth. Over the next 15 years, Carlton’s population is forecast to grow by 40 percent<sup>1</sup>,

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<sup>1</sup> Carlton– Urbis Residential Market and Economic Outlook, March 2017

presenting an attractive opportunity for both owner-occupiers and investors. The average rental yield in Carlton is 6.5 percent, significantly outpacing surrounding suburbs<sup>2</sup>.

Encompass' architectural form represents a harmonious balance between urban edge and refined sophistication, with exterior finishes crafted in response to the surrounding environment.

"Texture and warmth have been introduced through industrial elements such as natural concrete textured with a masonry stone-like pattern, reminiscent of the blue cobblestone streets of Carlton, which are contrasted by a gold coloured metal panelling and charcoal detailing," says Jackson Architecture Associate, Huan Borland.

"The carefully considered, light filled interiors are framed by generous balconies that encourage connection between the indoor and outdoor living spaces. Oak finish timber flooring, beautifully crafted stone surfaces and bespoke cabinetry are accented by matt black detailing on tapware and door handles."

Kitchens feature island benchtops with a reconstituted stone finish, matte black tapware and top of the range appliances. Bathrooms continue the sleek, minimalist styling with terrazzo tiles that continue into the semi-frameless shower. Vanities optimise storage and are finished in a sophisticated timber textured laminate in light or dark colour scheme.

Encompass is perfectly positioned just 2.5 kilometres to the CBD and on the nexus of Carlton and Fitzroy's most dynamic culinary, art and retail precinct. Universities and Carlton and Fitzroy Gardens are all within walking distance, while proximity to transport options provide residents with convenience and accessibility.

All apartments come with a car space, and many include basement storage.

Construction of Encompass is scheduled to commence in early 2018, with completion expected in late 2019.

The Encompass display suite is located on the corner of Elgin Street and Nicholson Street, Carlton, and is open 12.00pm -3.00 pm on Monday, Tuesday, Thursday, Friday and Saturday; and 11.00am -11:45am Wednesday and Sunday.

[www.econompasscarlton.com.au](http://www.econompasscarlton.com.au)

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<sup>2</sup> Carlton– Urbis Residential Market and Economic Outlook, March 2017



### **About Frasers Property Australia**

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic* and *respectful*.

For more information about FPA, visit [www.frasersproperty.com.au](http://www.frasersproperty.com.au)

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Frasers Centrepoint Limited (FCL) is a full-fledged international real estate company and one of Singapore's top property companies with total assets of S\$25 billion as at 31 March 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International Business unit that focuses on China, Southeast Asia, and the United Kingdom.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (SGX-ST). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, logistics and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com).