



NORTH MELBOURNE

THE PRINCIPAL

69 FLEMINGTON ROAD, NORTH MELBOURNE

The Principal is located in the Academic Heartland of Melbourne – Australia's most elegant city. Where Flemington Road, one of the city's grandest boulevards, makes its final approach to the CBD.

This dramatic landmark building comprises 147 one, two and three bedroom apartments over 12 levels, making its definitive statement in urban luxury, offering stunning interiors and tailored living.

The North's Principal Address



WIDE, TREE-LINED
BOULEVARD, MINUTES
FROM PARKLANDS,
THE CBD OR BOUTIQUE
SHOPPING IN CARLTON –
NORTH MELBOURNE
IS WELL-PLACED WITH
ABUNDANT TRAIN,
TRAM AND CYCLE
LINKS CLOSE BY.

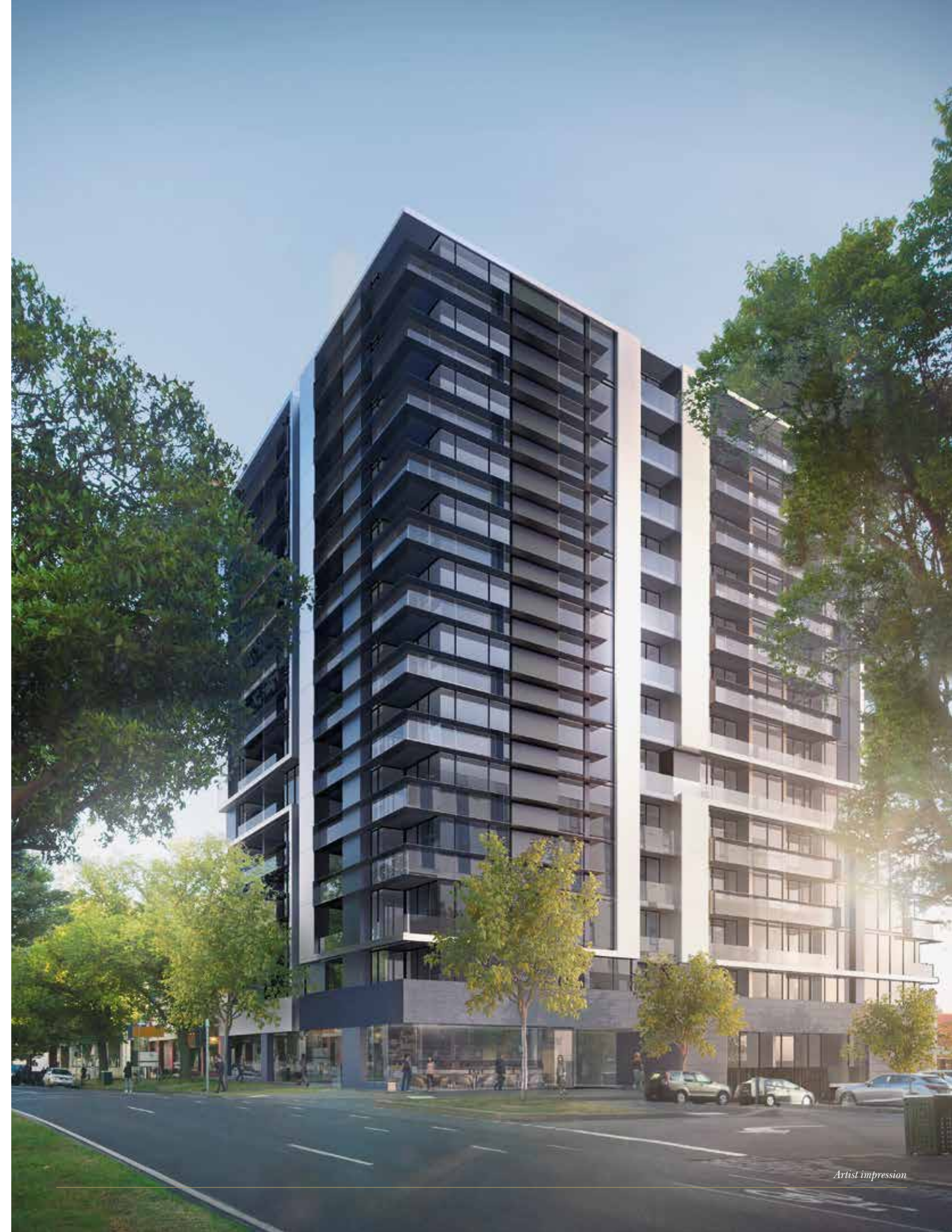
A significant address since
the 1800s, North Melbourne
is exceptional for the diversity
and choice it represents.
A recognised home to institutes
of research and higher learning,
where historic Victorian and
Edwardian homes contribute
to charming streetscapes
and residents are surrounded
by retail, restaurants and
entertainment choices.

The Principal PERFECTLY POSITIONED

FEW ADDRESSES OFFER
THIS COMBINATION
OF PROMINENCE,
SOPHISTICATION,
NATURAL SURROUNDS,
CONVENIENCE
AND FREEDOM.

Village-like charm, urbane society, natural beauty and suave sophistication unite at The Principal. Your new home provides direct access to many of Australia's most important academic and professional hubs whilst remaining in touch with the cultural and social icons of Melbourne.

Indulge in the world's leading designer brands in nearby Collins Street, discover the cafés and bars of Carlton or explore hectares of parkland just across the road.



AN ADDRESS THAT LEADS
YOU INTO THE HEART
OF MELBOURNE

Significant since the Gold
Rush era, this impressive
and expansive thoroughfare
connects The Principal with
Melbourne and beyond.

GRAND TREE-LINED BOULEVARD



Sophisticated Warmth
**MAKE AN
ENTRANCE**

FROM THE MINUTE YOU
STEP INTO THE LOBBY
OF THE PRINCIPAL, THE
SENSE OF QUALITY AND
ELEGANCE IS PERVASIVE.

Lifestyle Manager
**SERVICE
AND
SECURITY**



**LIFESTYLE
MANAGER
SERVICES
COLLECTION**

PERSONAL

Our most precious possession is time. At The Principal, a blend of concierge and lifestyle services allows you to outsource daily chores with confidence.



CONVENIENT

Pursue an active and busy lifestyle, secure in the knowledge that day-to-day errands are being handled on your behalf. Our Lifestyle Manager is simply a phone call or keystroke away.



PRACTICAL

Streamline your weekdays by delegating activities such as parcel and grocery deliveries, dry-cleaning, providing access to tradespeople and other service providers.



PROFESSIONAL

Expert, discreet and personalised service from your Lifestyle Manager at The Principal.





APARTMENTS AT THE
PRINCIPAL ARE DESIGNED
TO ACCOMMODATE BUSY
SOCIAL LIVES.

ROOM TO
MOVE,
LUXURY
FINISHES



CHOOSE YOUR
COLOUR SCHEME
AND ESTABLISH
YOUR STYLE







Artist impression



FLEXIBLE LIVING OPTIONS

A NUMBER OF APARTMENTS CONTAIN FLEXIBLE ROOMS TO ADAPT AS YOUR NEEDS CHANGE - ONE MINUTE A HOME THEATRE, THE NEXT A STUDY OR BEDROOM

HOME THEATRE

Flexible floor plans allow you to utilise second or third rooms as comfortable, spacious viewing and recreation spaces. The ultimate modern retreat.



Artist impression

PULL DOWN BED

As part of the upgrade options available at The Principal, the inclusion of a pull down bed in your flexi room delivers increased freedom and versatility. Get the most from your elegant apartment with this clever and practical design feature.



Artist impression

HOME OFFICE

At The Principal you can tailor the floorplan to accommodate a superb home office. Work from the comfort of your own residence, with easy access to the city and professional services every day.



Artist impression



SHARED SPACES

LIVE HIGH ABOVE THE BOULEVARD, LOOKING OUT ON ROYAL PARK, PORT PHILLIP BAY AND BEYOND.

The Principal wears a rooftop crown of two separate, elegantly landscaped terrace spaces, equipped with barbecues, permanent tables and seating.

Welcome your guests in the stylish lobby of your prominent home, and entertain within the flexible kitchen/dining space located on level 12. For a more energetic experience, residents can enjoy the residents-only fully equipped gym.

Access to the terrace garden expands your choices superbly when it comes to relaxing or entertaining. This is the ideal spot to quietly watch the sun sink over the city or host a lively lunch party on the weekend.



World's Most Liveable City.



AUSTRALIA'S FASTEST-
GROWING METROPOLIS
HAS BEEN RECOGNISED
AS THE BEST CITY
IN THE WORLD TO
LIVE IN FOR FIVE
CONSECUTIVE YEARS.

The Economist Intelligence Unit's
Global Liveability rankings see
Melbourne celebrated across
the globe with perfect scores for
exceptional standards in healthcare,
environment, education, sport and
culture. The Principal is the perfect
showpiece for this exceptional lifestyle.

Experience
**AWARD
WINNING
MELBOURNE**

A CITY OF FESTIVALS,
A LITERARY CITY,
A SPORTING MECCA AND CITY
OF KNOWLEDGE, MELBOURNE
OUTPERFORMS OTHER CITIES
ON COUNTLESS LEVELS.

The Principal stands within one of the city's
recognised knowledge precincts, populated
by internationally esteemed professional,
research and academic institutions. Financial
and business districts are nearby and
Melbourne's award-winning dining scene
begins when you walk out the door.





SURROUND YOURSELF WITH MELBOURNE’S BEST

MELBOURNE’S DIVERSE LIFESTYLE OPTIONS LET YOU EXPERIENCE SOMETHING NEW, EVERY DAY.

From European fashion houses and jewellery stores in Collins Street, to ateliers tucked away in Melbourne’s historic arcades, Melbourne is a city of many charms.

Shoppers will love the wealth of choice – from international couture, to local furniture designers – in a variety of retail spaces that are both fresh and modern and rich with history.

The convenient public transport network carries you by train, tram or bus – to explore the innovative design of Federation Square, the vibrant creative life of the arts precinct and world-class dining experiences that line the Yarra River.

As well as the bars and nightlife, Melbourne boasts an impressive array of international sporting events, from the Australian Open Tennis to the Formula One Grand Prix, Melbourne Cup Carnival and, of course, is the home of Australian Rules Football.

From arts and music festivals, iconic laneways and café culture to the tranquility and greenery of our lush parks and gardens, Melbourne has something for everyone.



Explore cuisines from around the world. Discover secluded wine bars and roof top bars



- 01 – Emporium
- 02 – Dior boutique Collins Street
- 03 – Lucy Liu Oliver Lane
- 04 – Chanel boutique Collins Street
- 05 – Bally leather goods Collins Street
- 06 – Chin Chin bar and restaurant
- 07 – Bourke Street shopping destination
- 08 – Coda dining Flinders Lane
- 09 – Degraeves laneway





LUXURIOUS LIVING IN LEAFY SURROUNDS

- 01 UNIVERSITY OF MELBOURNE
- 02 MONASH UNIVERSITY
- 03 RMIT UNIVERSITY
- 04 PRINCES PARK
- 05 CARLTON GARDENS
- 06 FITZROY GARDENS
- 07 FLAGSTAFF GARDENS
- 08 ROYAL PARK
- 09 MELBOURNE MUSEUM
- 10 MELBOURNE CBD
- 11 QUEEN VICTORIA MARKET
- 12 MELBOURNE BUSINESS SCHOOL
- 13 UNIVERSITY HIGH SCHOOL



94/100

Walk Score

Walk Score was founded in July 2007 and is a patented system that analyses and promotes the world's most walkable neighbourhoods. Based on the ethos that such communities represent the best outcomes for our environment, health and economies, Walk Score examines distance to amenities. Like all high-performing Walk Score neighbourhoods, North Melbourne attracts a high score for its proximity to everything from grocery stores and sports grounds to parks, schools and other essential destinations.

- 01 min
TRAM STOP
- 06 min
MELBOURNE UNIVERSITY
- 06 min
ERROL STREET CAFÉS
- 08 min
ROYAL PARK
- 18 min
MELBOURNE CBD





NORTH MELBOURNE & CARLTON

ERROL STREET’S ORNATE IRON AWNINGS SHELTER A VARIETY OF RETAIL EXPERIENCES AND NEARBY CARLTON IS HOME TO THE ITALIAN FOOD HERITAGE AND FINE ESPRESSOS OF LYGON STREET.

With two fashionable, cosmopolitan communities at your doorstep, you can enjoy the best of inner-city lifestyle.

The North Melbourne Town Hall stands as a reminder of impressive Victorian architecture and the diverse array of cafés, bars and restaurants showcase the creative heart, that is centred around the Errol Street hub.

Pick up vintage-inspired frocks at Call Me Madam Boutique, choose an atelier-made gown from Jason Grech Style Office, find something for the juniors at Mini Meek Kids’ Clothing, or fill your bathroom with exquisite beauty products from your local Aesop store.

Once a month, the Lithuanian Club is home to the North Melbourne Market, with more than 50 stalls from the area’s craftiest residents to explore. Nearby, Arts House is home to an eclectic range of contemporary and classic performance.

Just a short distance away, Carlton’s coffee culture is evident, with the suburb’s rich Italian history adding its influence to the menus of the many restaurants and local cafés.



- 01 – Aēsop North Melbourne
- 02 – Auction Rooms Café
- 03 – Mörk Chocolate
- 04 – Mörk Chocolate
- 05 – North Melbourne Town Hall
- 06 – Counter Café
- 07 – Auction Rooms Café

Carlton’s famous Lygon Street bustles with Italian food heritage and fine espressos



Errol Street has become a magnet for creative entrepreneurs



Largest Inner City Parkland



LARGER THAN LONDON'S
HYDE PARK – ROYAL PARK
IS CLOSE TO 200 HECTARES
OF GREEN SPACE.

The Principal has an impressive backyard with Royal Park and Princes Park both on the doorstep. Join the North Park Tennis Club or work on your swing at Royal Park Golf Course. Facilities in and around this precinct have long been associated with nationally significant sporting groups and individuals. From your home at The Principal you'll enjoy wide vistas of grasslands and a lightly wooded eucalypt forest. Native Australian wildlife and birds can be found here, including rosellas, wrens and robins.



ROYAL PARK AND
NEARBY PRINCES PARK
ARE DESIGNED UPON
THE SHARED PRINCIPLES
OF SOME OF THE
WORLD'S MOST FAMOUS
PARKS IN LONDON AND
NEW YORK.

Lovers of tennis, golf,
football, baseball, cricket,
netball, hockey and cycling
will adore this location and
its facilities. Explore the
many tracks traversing Royal
Park. Move through native
plantings, along dirt tracks
and around the famous
Melbourne Zoo. Princes Park
boasts a 3.2km running
track around its perimeter.

NATURALLY
ACTIVE



CARLTON

PRINCES
PARK

MELBOURNE
UNIVERSITY

CBD

PORT
PHILLIP BAY

THE
PRINCIPAL

FLEMINGTON
ROAD
BOULEVARD

NORTH
MELBOURNE

ROYAL
PARK

DOCKLANDS

Academic



THE BEST OF AUSTRALIA'S
EDUCATIONAL OFFERING
IS LOCATED HERE.

Heart

Of

Tertiary education, Australia's most respected universities, fine primary and secondary schools, plus innovative clinical and research bodies share this remarkable neighbourhood. Melbourne's reputation in the education sector is highly regarded worldwide and North Melbourne sits within the zone for prestigious, internationally-recognised University High School – a feeder institution for entry to Melbourne University.

Melbourne



THE UNIVERSITY OF MELBOURNE HAS BEEN AN INTERNATIONAL LEADER IN RESEARCH, TEACHING AND LEARNING FOR MORE THAN 150 YEARS.

Attracting over 100,000 international students, Melbourne surpasses Sydney and Brisbane.

MELBOURNE
UNIVERSITY
IS AUSTRALIA'S
HIGHEST-
RANKING
TERTIARY
INSTITUTION

AUSTRALIA'S FINEST EDUCATION INSTITUTIONS



MELBOURNE UNIVERSITY
Established in 1853, Melbourne is the second oldest university in Australia. Ranked number 13 in the world for the employability of graduates by the QS World University Rankings 2014.



MELBOURNE BUSINESS SCHOOL
Globally recognised as having the 3rd best MBA program by the Financial Times in 2015, Melbourne Business School is one of the largest and most respected business schools in the Asia Pacific.



MONASH UNIVERSITY
The second oldest university in the State of Victoria, Monash, Parkville campus is a prestigious member of the Group of Eight, an alliance of leading Australian universities recognised for their excellence in teaching and research.



RMIT UNIVERSITY
Ranked amongst the world's top 100 universities for electrical and mechanical engineering, accounting and finance, and computer science and information systems by the QS World University Rankings 2014.



VICTORIA UNIVERSITY
Victoria University's MBA has been ranked number one in Australia and number six in the global Top 20 by London-based *CEO* magazine.





THE PRINCIPAL TEAM

OLIVER HUME

Oliver Hume is one of Australia's most reputable Residential Property Funds and Real Estate Services Groups. For over 60 years, we have guided countless people towards realising their property dreams.

Operating throughout Victoria, New South Wales and Queensland, no other organisation has the track record or credentials to match Oliver Hume.

As we see it, we're in the business of simplifying the process and connecting people with property. Not just any property, but the right property for each individual purchaser, now and into the future.

We also believe in working with the best people, researchers, architects, designers and builders.

We will work with you before, during and after your purchase, to help you arrive at the best possible outcome, every time.



OLIVER HUME PROPERTY FUNDS

Oliver Hume Property Funds is a specialist division within the Oliver Hume Corporation.

We bring together industry leading consultants and the expertise of Oliver Hume Property Research to develop premium development projects for our trusting investors.

By bringing investors together and pooling their capital, we achieve a critical mass they may be unable to reach individually, giving them access to large-scale projects and attractive returns, without the stresses and uncertainties of doing it themselves.

We bring to our business many years of experience, and a profound understanding, not only of the Australian property market, but also funds management, corporate financial structuring and due diligence, as well as the highest professional standards.

At Oliver Hume Property Funds, we can make investing in property simple, stress-free and profitable.



DAVID WATSON ARCHITECT

This boutique architectural practice focuses on the delivery of bespoke built environments which respond to each client's unique requirements. With David Watson as principal architect on all projects, the broader team adds experience and knowledge honed from producing highly crafted residential projects to larger scale urban design.

The practice endeavours to exceed the aspirations of clients through a thorough understanding of each project brief and is committed to producing high quality design solutions, with a conscious awareness of commercial opportunities and constraints.

