

Location

100 Victoria Parade, East Melbourne

The property occupies a prominent position on Victoria Parade between Nicholson Street and Gibson Street.

The property is in the heart of Melbourne's best known medical precinct, just meters from some of the States's most prominent hospitals and medical institutions.

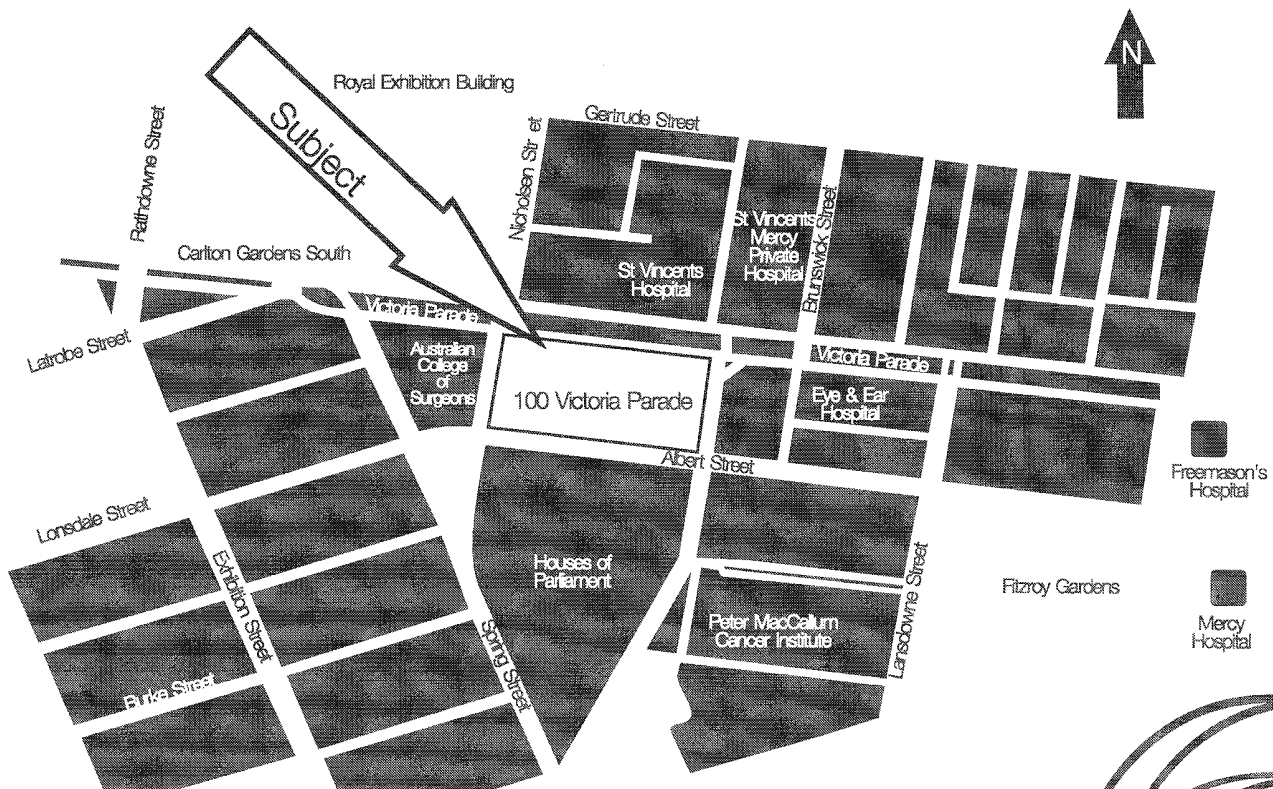
100 Victoria Parade is located directly opposite St. Vincent's Public and Private hospitals, within 50 metres of the Eye and Ear Hospital and within 2 blocks of the Peter MacCallum Cancer Centre, the Royal Australian College of Surgeons, The Mercy Hospital and The Freemason's Hospital as well as an array of different medical providers scattered along Victoria P a r a d e .

Victoria Parade is a tree-lined boulevard leading from Hoddle Street to the CBD and houses many medical users as well as education institutes such as The Australian Catholic University whilst Melbourne University, RMIT and Victoria University are located nearby.

Parliament Station is located just some 400 metres from the property and several tram routes pass by the building on Victoria Parade. The eastern freeway is readily accessible from Hoddle Street and its access is approximately 1 kilometre from the property. There are several car parking stations within the immediate area including one immediately adjacent to the property.

The property falls just outside the north-eastern or Parliamentary office precinct of the CBD. This office precinct of the Melbourne CBD boasts the lowest vacancy rate in the CBD (according to Property Council of Australia Jan 2003) thus providing investors with the comfort, that likely tenants for the building are both traditional office users and medical practitioners.

Within just a short stroll of the building is the beautiful Fitzroy Gardens and Melbourne's theatre precinct, these features complement a sensational business location.



Points of Difference



Located in the heart of Melbourne's premier medical precinct, 100 Victoria Parade East Melbourne, is a prescription astute investors will be quick to fill.

Development opportunities along this famed boulevard are scarce, making these strata title medical suites a healthy investment. The renowned precinct is home to the St Vincent's Public and Private hospitals, the Eye and Ear Hospital, Peter MacCallum Cancer Centre, the Royal Australian College of Surgeons, the Mercy Hospital and the Freemason's Hospital as well as an array of medical specialists. With such esteemed neighbours, there should be no shortage of tenants for the well-appointed suites.

Offering the peace of mind of quality tenants and an in demand location, this rare opportunity is well worth a close examination.

Cosmetic surgery

Constructed in 1987, situated in heritage listed locale, the exterior of the property will be revived with minor modifications and a refreshing coat of paint. Meanwhile a contemporary refurbishment of the interior will create a sophisticated, yet welcoming ambience for medical professionals and their clientele.

The diverse floorplan offers a range of office and consulting room accommodation. All suites feature an abundance of natural light with upper level suites offering sweeping city and mountain views from common access balconies. Ground floor convenience outlets and an elegant café with a terrace are planned to service the upper levels.

Quality, stylish finishes will be the 100 Victoria Parade trademark. A palette of cream, plum and mustard yellow will create a warm backdrop and provide a refreshing change from the austere tones of older properties in the area.

Contemporary design together with functional inclusions such as toilets on each floor and an oversize lift to accommodate stretcher beds, ensure that this development will be an enviable address.

Location, convenience, access = healthy investment

Easily accessed via public transport and with ample car parking nearby, this development offers convenience in a prime location, a rare offering anywhere in central Melbourne, but particularly so in the densely developed East Melbourne medical precinct.

The property is adjacent to the CBD's Parliamentary District, which boasts the lowest office vacancy rates in the CBD. (Source : PCA, Qt.1 2003 - Office Market Report)

At the end of the business day, tenants will enjoy a short stroll to the Fitzroy Gardens, Melbourne's theatre precinct and the thriving café culture of Brunswick and Smith Streets.

Investors take note, the vital signs for 100 Victoria Parade are excellent.

Benefits to investors

This major medical precinct has very limited medical suites available to the numerous medical professionals that work in the area ... many of whom are on long waiting lists. 100 Victoria Parade is the answer, providing contemporary and sophisticated professional suites in a central location. Finding responsible and long term tenants will be a breeze.

Benefits to tenants

This well appointed property will be one of Melbourne's best addresses for medical specialists and allied professionals. Located in a precinct that is home to leading hospitals, it offers convenience to practitioners and patients alike.