

APARTMENTS GUIDE

Towering icon shows Vision

Brady wanted to create an iconic design that will retain its visual relevance for decades to come.

Vision Apartments tower at 500 Elizabeth Street opposite Queen Victoria Market will dwarf almost every other building in the city. It will soar 224 metres into the sky, making it the CBD's tallest residential project – one that its developers say is destined to be an iconic landmark.

The tower will be built over 72 levels and will include 524 apartments – of one, two and three bedrooms – and 20 penthouses.

Construction has already started at the site on the corner of Therry Street, and the developer, Brady Group, says more than 65 per cent of apartments have been sold less than 10 months since the project was launched on to the market.

"Melbourne's CBD has lots of apartment buildings, but what sets Vision Apartments apart from so many others is that Brady Vision had an innate understanding in finding a special location offering a genuine residential hub and neighbourhood," says group sales manager Daniel Brady.

"The site is wonderfully connected to the market, which is less than 100 metres

away just across the road, and residents who move into Vision in the first half of 2016 will enjoy an excitement and buzz not shared by apartment dwellers in other parts of the CBD, who are surrounded by empty office buildings at weekends.

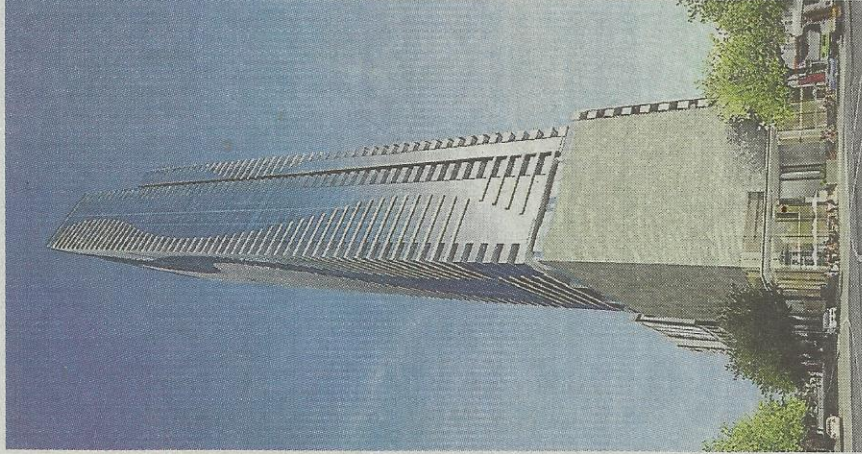
"The location was critical. The immediacy of Queen Victoria Market creates a unique neighbourhood environment, and every resident can lay claim to having access to the biggest pantry in Melbourne."

Mr Brady says the tower's tenth floor will be dedicated to amenities that will provide both lifestyle and work options. Apart from the obligatory pool, gymnasium and spa, there will be function and meeting rooms capable of being transformed into boardrooms or entertainment areas.

The tenth floor will also have expansive outside balconies, a dedicated kitchen to enable catering for the rooms, and a private, residents-use-only cinema.

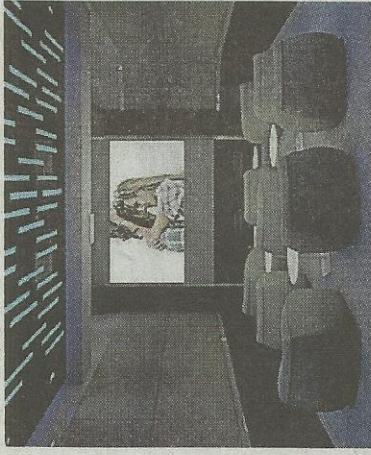
"The end result is that Vision residents will be able to live, work and play within the confines of the building. Now that's a real point of difference," Mr Brady says.

"We wanted to create an iconic design



that will retain its visual relevance for many decades to come. We selected Melbourne's own internationally acclaimed interior designers Hecker Guthrie to translate our vision for the feel of the apartments.

"Other location boxes that can be ticked off include having trams stops just outside, and residents wanting to catch a



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train have the Melbourne Loop only a few minutes walk away. Restaurants, theatres and cinemas abound and gain are all within a stroll from Vision.

"Medical care is virtually on hand as Royal Melbourne and Royal Women's Hospitals are only a few blocks up Elizabeth Street and the Royal Children's Hospital is not much further away."