



CECIL ST

3 CECIL STREET, KEW



Welcome to 3 Cecil Street,
a beautifully refined collection
of four intricately crafted residences
in the heart of Kew.

PART ONE

The Creative Team

PART TWO

Area & Location

PART THREE

Architecture & Design

PART FOUR

Floor Plans

PART FIVE

Floor Plates

PART SIX

Fixtures & Fittings

The Creative Team

PART ONE





Aureal Living

DEVELOPER

Working within many desirable locations of the inner-city suburbs of Melbourne, Aureal creates and provides architecturally designed residences for people to call home.

Privileged with the responsibility of providing bespoke and unique places to live, every detail and decision is considered and measured. With a focus on sustainable practices and build quality, each project is crafted to foster the lifestyles of those who choose them; to live and grow in a space they can identify with and call their own.

Aureal has partnered with some of Melbourne's leading Architects, Interior Designers, Landscape Architects and Builders, ensuring their overall product delivers the level of quality and reliability they measure themselves by.



VIA Architects

ARCHITECT & INTERIOR DESIGNER

VIA Architects are not afraid to re-invent the wheel. Based in Melbourne and spurred by a talented selection of creatives, their collaborative and highly progressive design ethos delivers projects that push the boundaries of architecture and interior design.

With experience spanning all sectors of design and attention keenly focused on place, purpose and human need, each project is an opportunity to offer solutions both authentic and masterful.

Lead by Managing Director Frank Bambino, each carefully curated team within every project carries a belief that authenticity comes only when convention is challenged; with this at the core, VIA's practice manifests a body of work both truly diverse and highly distinguished.



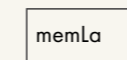
MemLa

LANDSCAPE ARCHITECT

MemLa is a boutique Landscape Architectural studio based within the seaside suburbs of Melbourne. Offering a wealth of experience and knowledge from over 20 years within the industry, the studios response to each project is a perfect mix of both the expected and unexpected.

Memla are forever inspired by the everchanging environments that surround us, be it build or natural. The talented team within this small studio, approach each brief with innovation and enthusiasm.

Taking cues from the subtleties of the Australian landscape, Memla respond with beautifully layered concepts that greet both client and climate with harmony in equal measure.



EdgeBuild

BUILDER

With over 20 years in the building and construction industry, Edgebuild focuses on craftsmanship and client above all else. A refreshingly transparent process enables the focus to be placed on delivering each project, on time, on budget and with unsurpassed quality.

Spanning projects across both high-end residential and commercial, Edgebuild provide excellence through all stages of the construction process; including feasibility studies, architectural design, planning, permits, building and construction methods, and landscaping.

With a tailored and personable approach to every client and collaborator, the team performs with a keen understanding of the complexities and emotions that lie within each unique story.



Location & Lifestyle

PART TWO



Cafes & Restaurants

- 01 Centonove
- 02 Cru
- 03 Hotel 115 Grill & Brewhouse
- 04 Now & Then Cafe
- 05 Postmaster Hotel
- 06 Jade Chinese
- 07 Dawson
- 08 Mister Bianco
- 09 Charcoal Grill on the Hill
- 10 Fonda Mexican
- 11 Adeney Milk Bar
- 12 ZIP Korean BBQ
- 13 Di Palma
- 14 Willo Cafe
- 15 V Series Vegetarian
- 16 Percy's Aeroplane
- 17 Izakaya Jiro Sake & Grill
- 18 Samurai Japanese
- 19 Grill'd
- 20 Piccolina
- 21 Woodfrog Bakery
- 22 Hello Sailor
- 23 Studley Park Boathouse

Shop

- 24 Coles
- 25 Woolworths
- 26 Toscano's
- 27 Kew Organics
- 28 Leo's Fine Food
- 29 The Common Good
- 30 Oscar & Wilde
- 31 Readings
- 32 The FLATIRON Label
- 33 Victoria Gardens Shopping Centre
- 34 JB Hi-Fi
- 35 Target
- 36 Dan Murphy's

Parks & Recreation

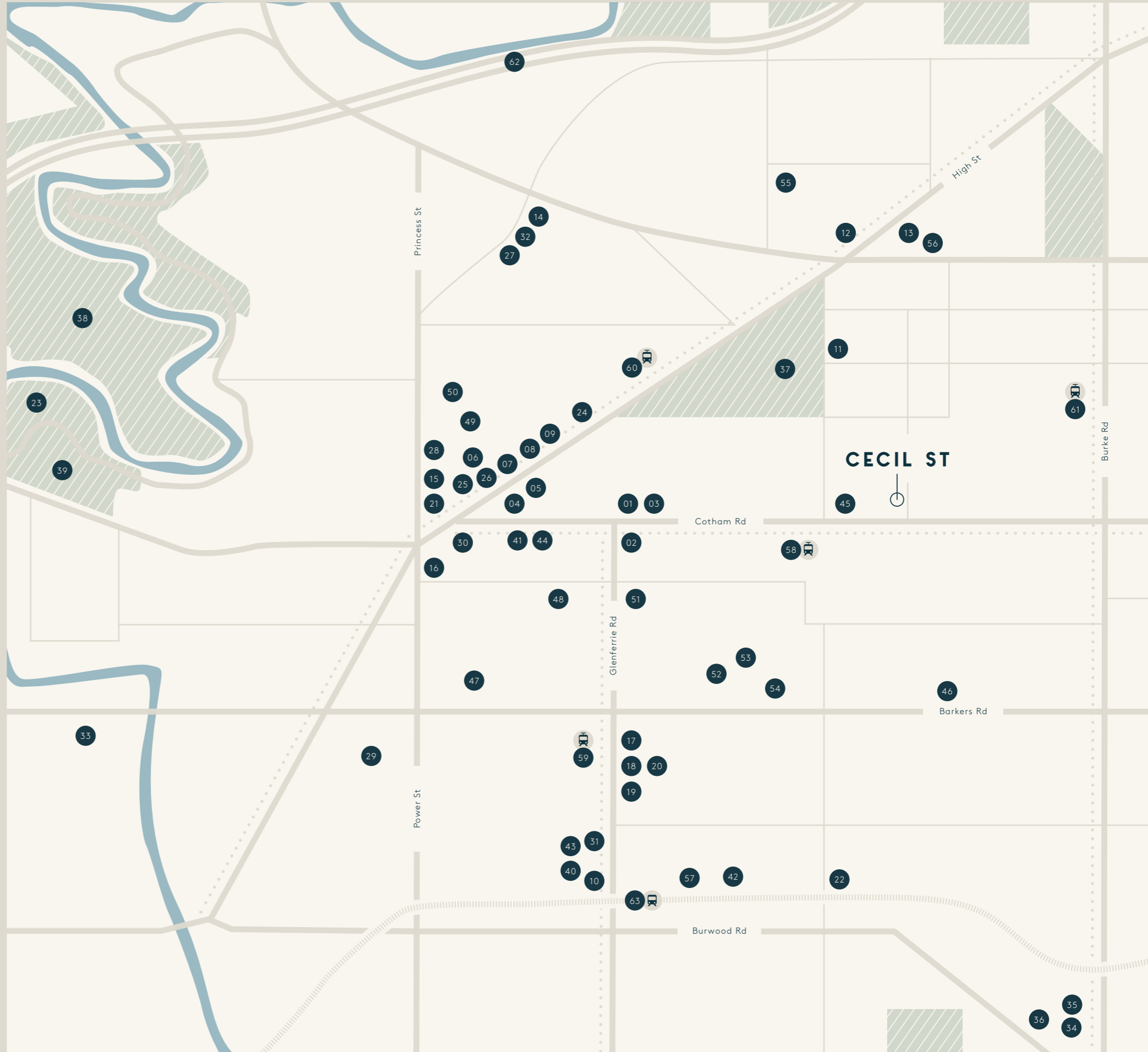
- 37 Victoria Park
- Kew Tennis Club
- Kew Football Club
- Kew Cricket Club
- 38 Yarra Bend Park
- Bushland Walks
- Yarra Bend public Golf Course
- 39 Studley Park
- 40 Hawthorn Aquatic & Leisure Centre
- 41 Alexandra Gardens
- 42 Central Gardens
- 43 Lido Cinemas
- 44 Kew Library
- 45 Lyonhouse Museum
- 46 MCC Kew Sports Club

Education

- 47 Xavier College
- 48 Trinity Grammar
- 49 Kew Primary School
- 50 Giant Steps Melbourne
- 51 Ruyton Girls' School
- 52 Carey Baptist Grammar School
- 53 Preshil Secondary School
- 54 Preshil Kinderg Primary School
- 55 Kew East Primary School
- 56 Mini Maestros
- 57 Swinburne University

Transport

- 58 Tram No.109
- 59 Tram no.16
- 60 Tram No.48
- 61 Tram No.72
- 62 Eastern Freeway
- 63 Glenferrie Train Station



Each dwelling of 3 Cecil St provides lifestyle, comfort and a living experience encompassing all that defines Kew; prestigious, dynamic and alive with opportunity.

Kew Junction offers an abundance of possibilities, with each direction providing an opportunity to get lost in one of the endless destinations of Melbourne's inner-city suburbs.

Take the 109 tram into the city and find yourself at the Paris end of Collins St amongst the fashion houses of Dior and Burberry, visiting one of the many theaters or exploring the hidden laneways of Melbourne.



Residents of Kew are afforded immediate access to a myriad of diverse and contrasting destinations within a single tram ride - you need only step out your door.



Head East on the 200 or 207 trams and indulge in the mecca that is Abbotsford, Collingwood and Brunswick. En route to these vibrant hot spots, you'll pass St Vincent's Private Hospital, as well as one of the prestigious heritage campuses of Melbourne's Xavier College. Stop off for a stroll amongst the Abbotsford Convent or enjoy a day sampling various goods at the Collingwood Farmers Market.





The opportunity to reside within this unique pocket is a rarity, and to experience each dwelling and its vicinity a privilege.

Kew offers the luxuries found within Glenferrie's thriving boutique precinct, whilst positioned equally close to some of Melbourne's most sought-after tranquilities. Pick up a new hobby or perfect your swing at the Yarra Bend Golf Course; one of the few clubs in Melbourne with the banks of the Yarra River unfolding around you.

Enjoy a sunny afternoon down at the Studley Park Boat Shed, or take a relaxing stroll along the verdant Anniversary Trail. Nestled amongst the tree lined streets spanning from Glen Iris to Kew's outer pockets, the Anniversary Trail is adored by all who live within its reaches and is located less than a km away.



Gifted with The Heide Museum of Art, Melbourne's Modernist architectural icon, this unique story of art and architecture provides a perfect afternoon for locals. Extensive parklands, multiple gallery spaces and an exquisitely located restaurant offer creative inspiration and a rare dining experience.

Nestled within one of Melbourne blue-chip zones, 3 Cecil St really is the best of both worlds.



An institution amongst locals and Melbournian's alike, the award winning Leo's Fine Food is a tantalizing draw-card for the culinary expert and those wanting to perfect their skills. Leo's extensive wine cellar and comprehensive delicatessen offer a unique experience for the food and wine lover.

Take the 109 tram up Cotham Rd and continue your gastronomic journey, browsing through the fresh produce at your local greengrocer Toscanos - another of Melbourne's beloved suppliers of world class produce.



For those wanting to experience the various offerings presented by Kew's well versed chefs and restaurateurs; an extensive list of eateries along any one of the surrounding social thoroughfares can be explored and enjoyed at a moments notice.

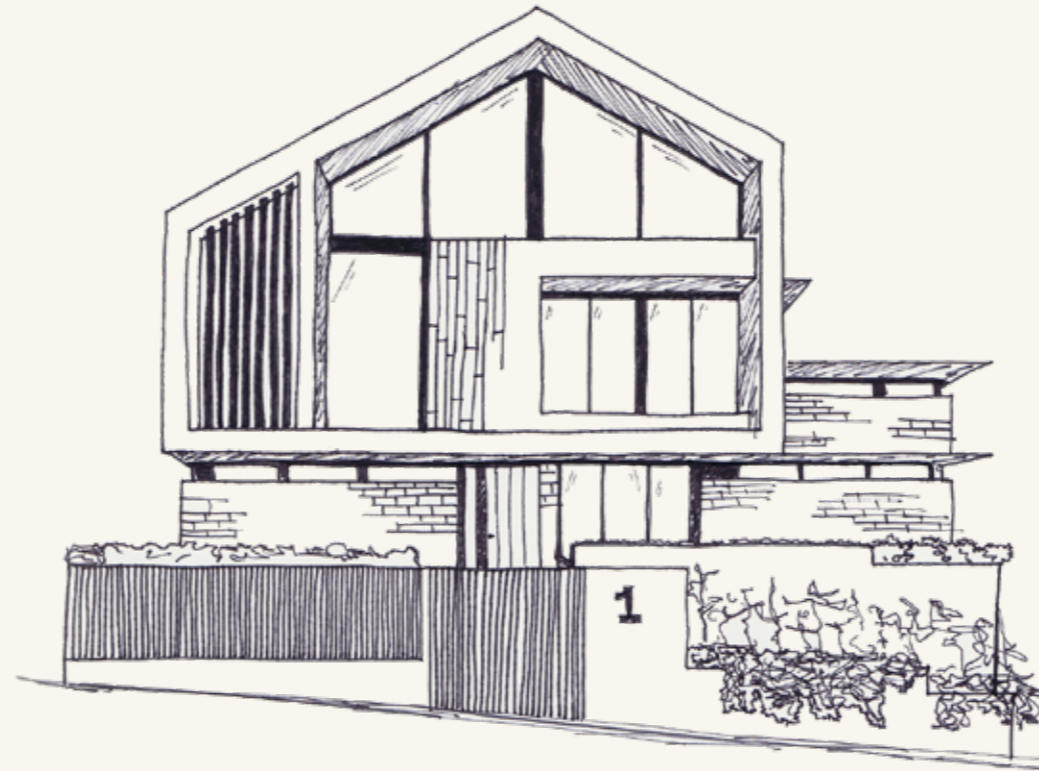
Sitting at the corner of Glenferrie rd and Cotham Rd, the award-winning Centonove offers a sophisticated and relaxed dining experience. With a menu of fresh and contemporary Italian inspired dishes, enjoy an evening of fine food complimented by the restaurant's boutique wine cellar, specialising in Italian wine.



Architecture
&
Design

PART THREE





Equally important during the design was the crafted volume of space within the dwelling. The quality of space is the centre of design emphasis; the simple completeness of its form, fluidity and interconnection between the spaces themselves.

LIN ZHU - VIA ARCHITECTS

Establishing its place within the affluent neighborhood of Kew, 3 Cecil Street is a collaborative masterpiece of architectural, spatial and landscape design.

Each home represents the artistic prowess of VIA Architecture, connecting their understanding of Kew's unique personality and landscape, with their desire to respond to place, purpose and real human need.

The play of light and shadow saturating Kew's tree-lined streets is reflected in the exterior forms conceptualised by VIA. The subtle pallet of natural timber cladding against soaring dark angles within the facade pay homage to the traditional history of the area and new found contemporary pockets.

Perfectly executed interiors, captured by the interiors team within VIA Architecture, have seamlessly continued the journey from exterior to interior.







ARTIST IMPRESSION

Using styling elements such as blacks, timbers and natural stone, 3 Cecil Street brings a contemporary, elegant and timeless language to its address, settling the building within its surroundings in a modern yet complimentary style.

Open plan kitchen, living and dining areas are bathed in natural sunlight via expansive floor-to-ceiling windows, with a double-height atrium reaching to the upper levels of each townhome. Natural timber batterns serve to soften the sunlit mezzanines above the kitchen zone, while complimenting the exquisite natural stone benchtops.

Spatial planning within the living and entertaining areas create a harmonious series of living zones. The open-plan living and dining zones evoke a sense of belonging and intimacy, whilst providing the opportunity to host an evening of entertaining, or an intimate enclave to unwind and enjoy views into the landscaped private courtyards. The large elevated terraces create a seamless connection from inside to out, providing extensive views to the North and Linear Park.

A thoughtfully conceived kitchen makes use of Fisher & Paykel appliances throughout, with integrated fridge and contemporary joinery offering countless memories cooking for friends and family, or slow, relaxing mornings with a coffee and newspaper.

Each bedroom, complemented by soft curtaining, natural wool carpets and subtle joinery details, is a welcomed luxury, whilst stone benchtops, kitkat mosaic tiles and decorative lighting offer a private sanctuary for each master ensuite.





Floor Plates

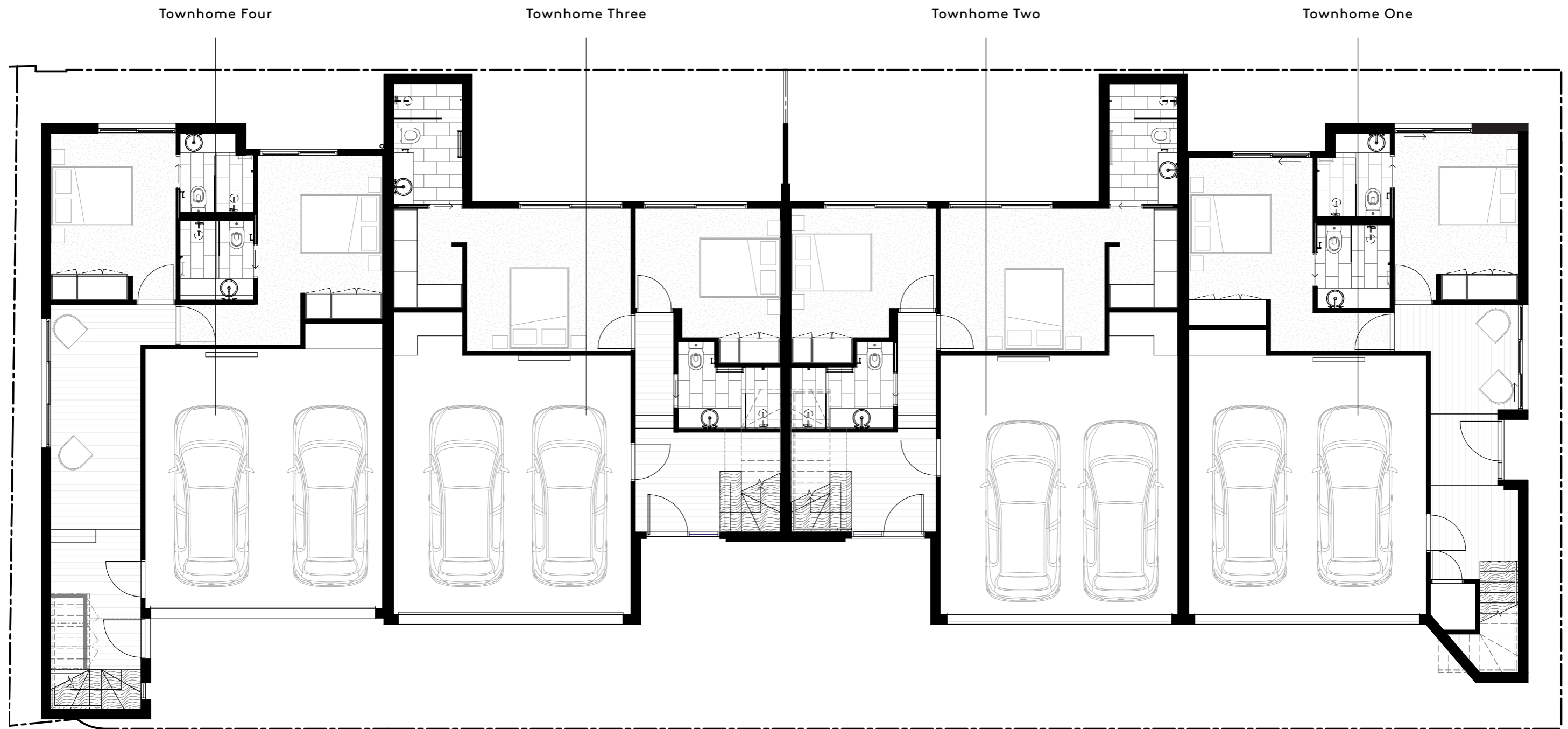
PART FOUR





CECIL ST

Ground Floor



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CECIL ST

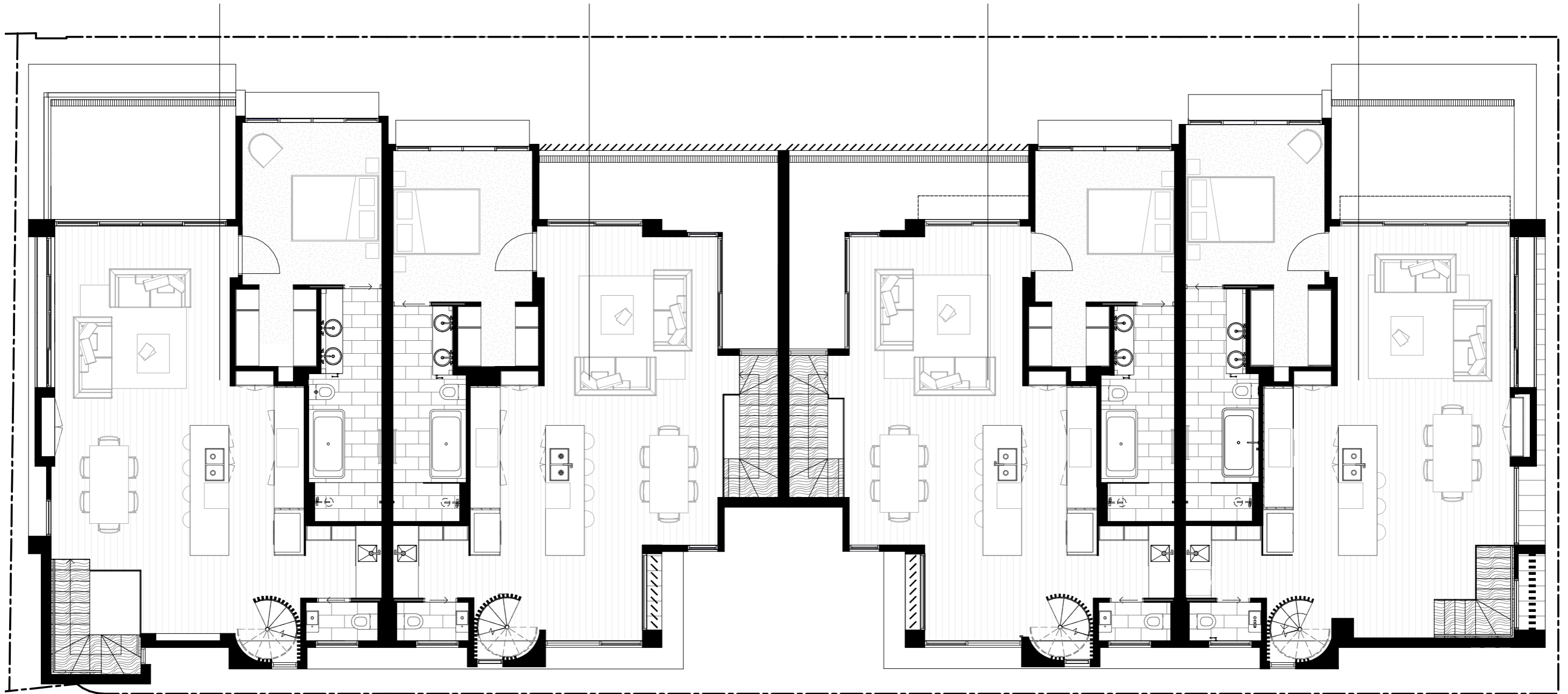
First Floor

Townhome Four

Townhome Three

Townhome Two

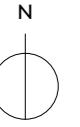
Townhome One



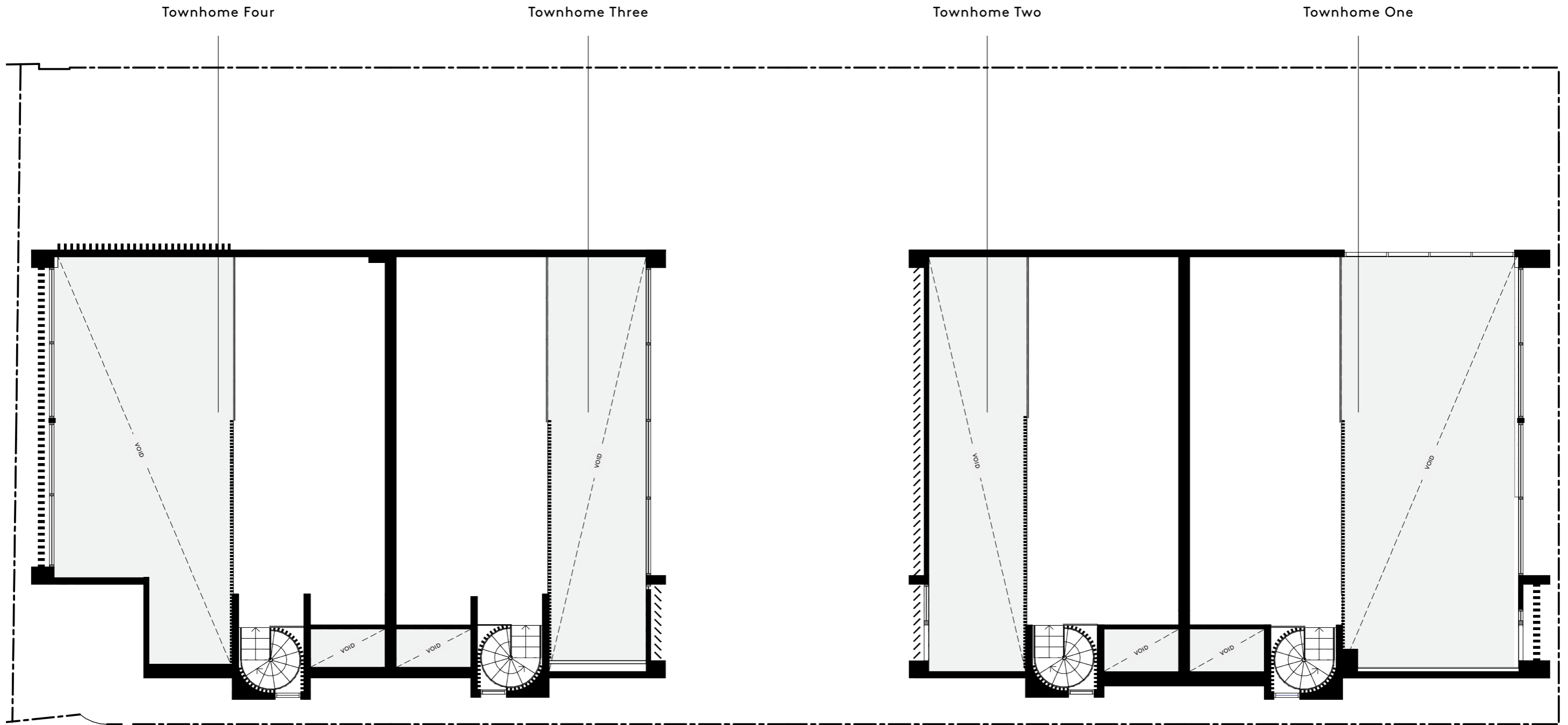
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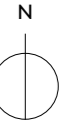
CECIL ST



Mezzanine

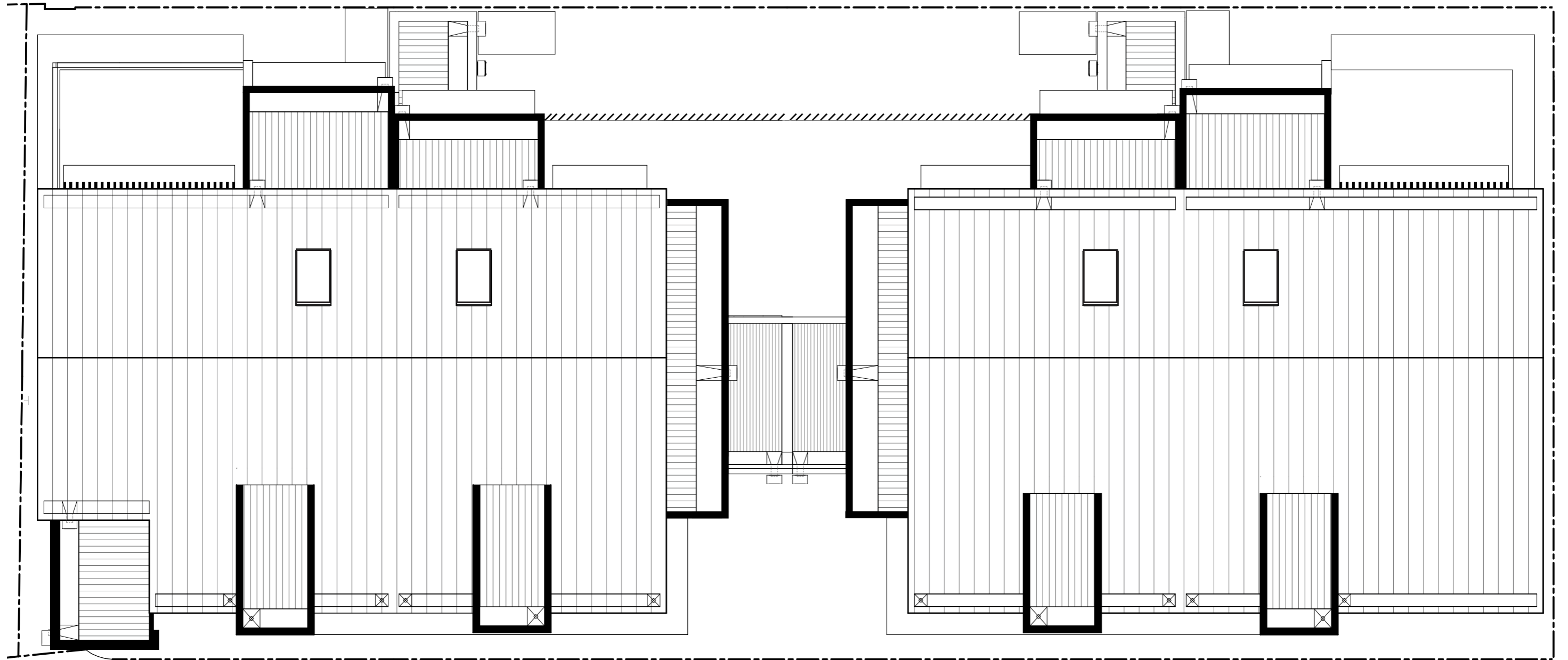


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CECIL ST

Rooftop



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Floor Plans

PART FIVE



Ground Floor



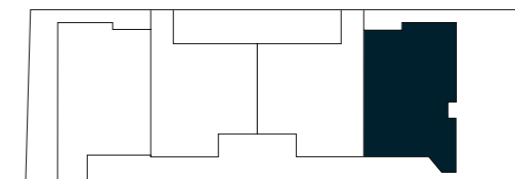
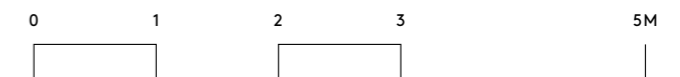
CECIL ST

Townhome One

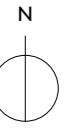
BEDROOMS	3
BATHROOMS	3.5
CAR SPACES	2

INTERNAL	165M ²
EXTERNAL	60M ²
GARAGE	34M ²
TOTAL	259M ²

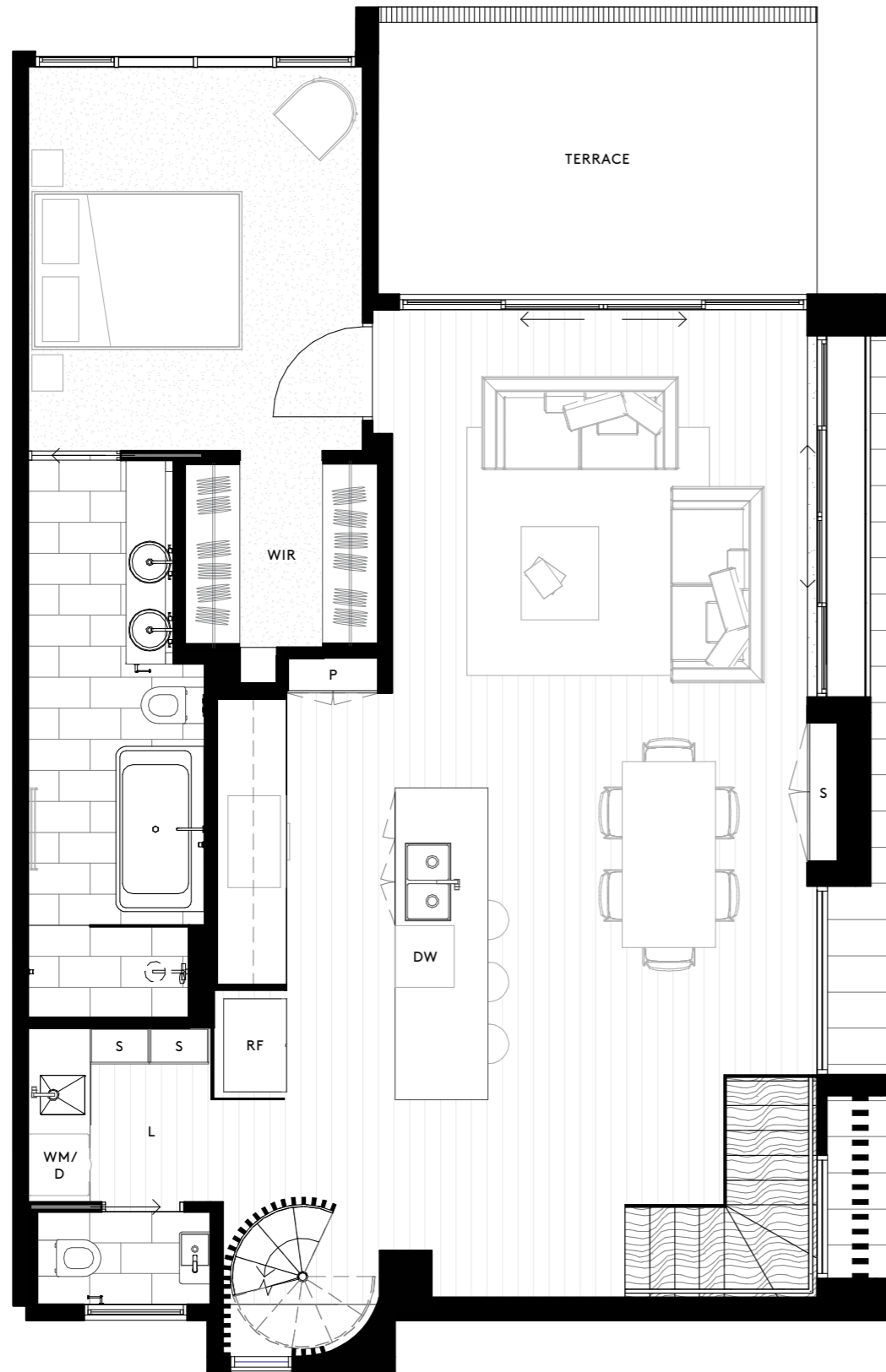
RF	REFRIGERATOR
DW	DISH WASHER
P	PANTRY
WIR	WALK IN ROBE
R	ROBE
LD	LAUNDRY
WM	WASHING MACHINE
D	DRYER
S	STORAGE



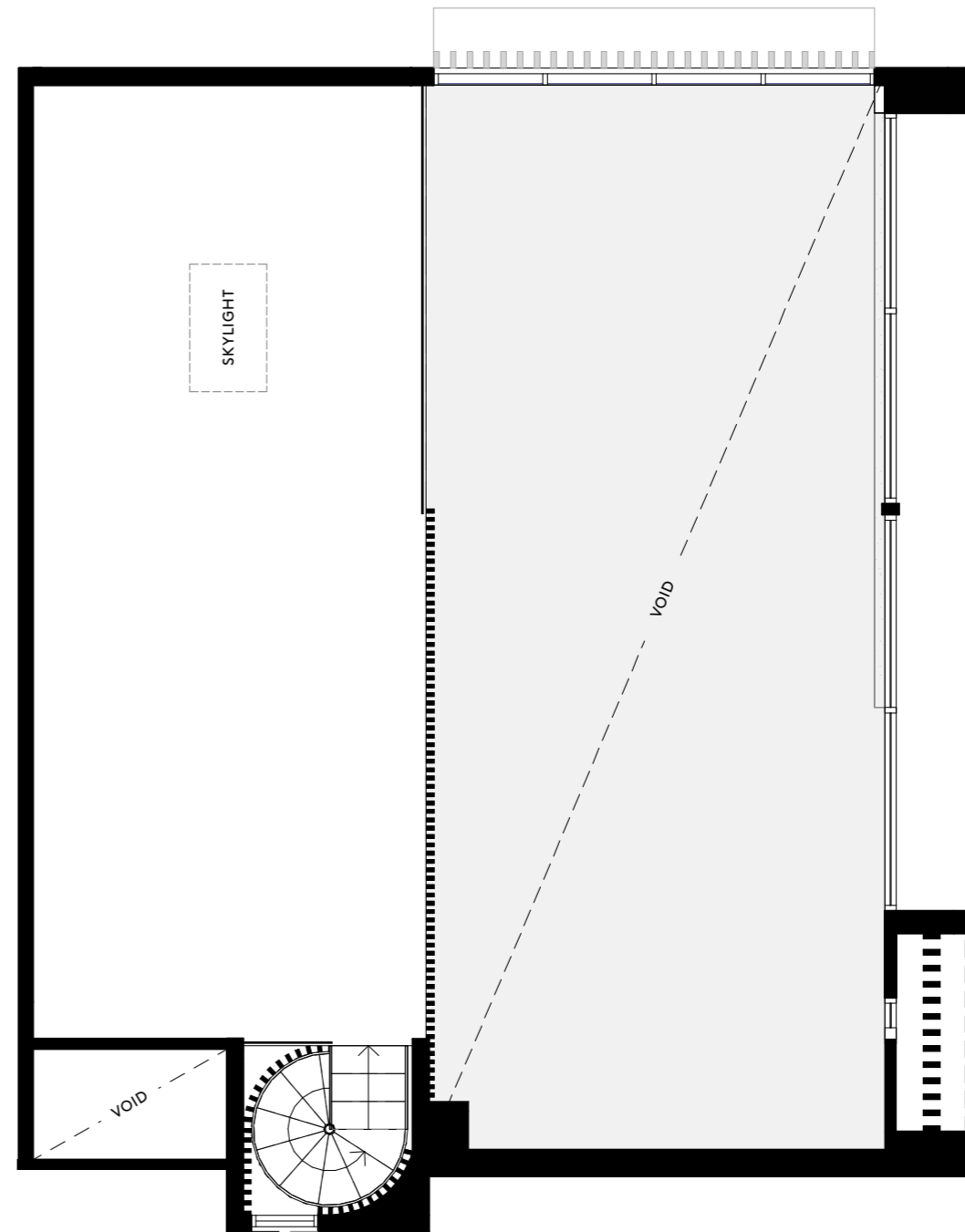
Townhome One



Level One



Mezzanine Level



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Ground Floor



CECIL ST

Townhome Two

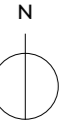
BEDROOMS	3
BATHROOMS	3.5
CAR SPACES	2

INTERNAL	162M ²
EXTERNAL	34M ²
GARAGE	35M ²
TOTAL	231M ²

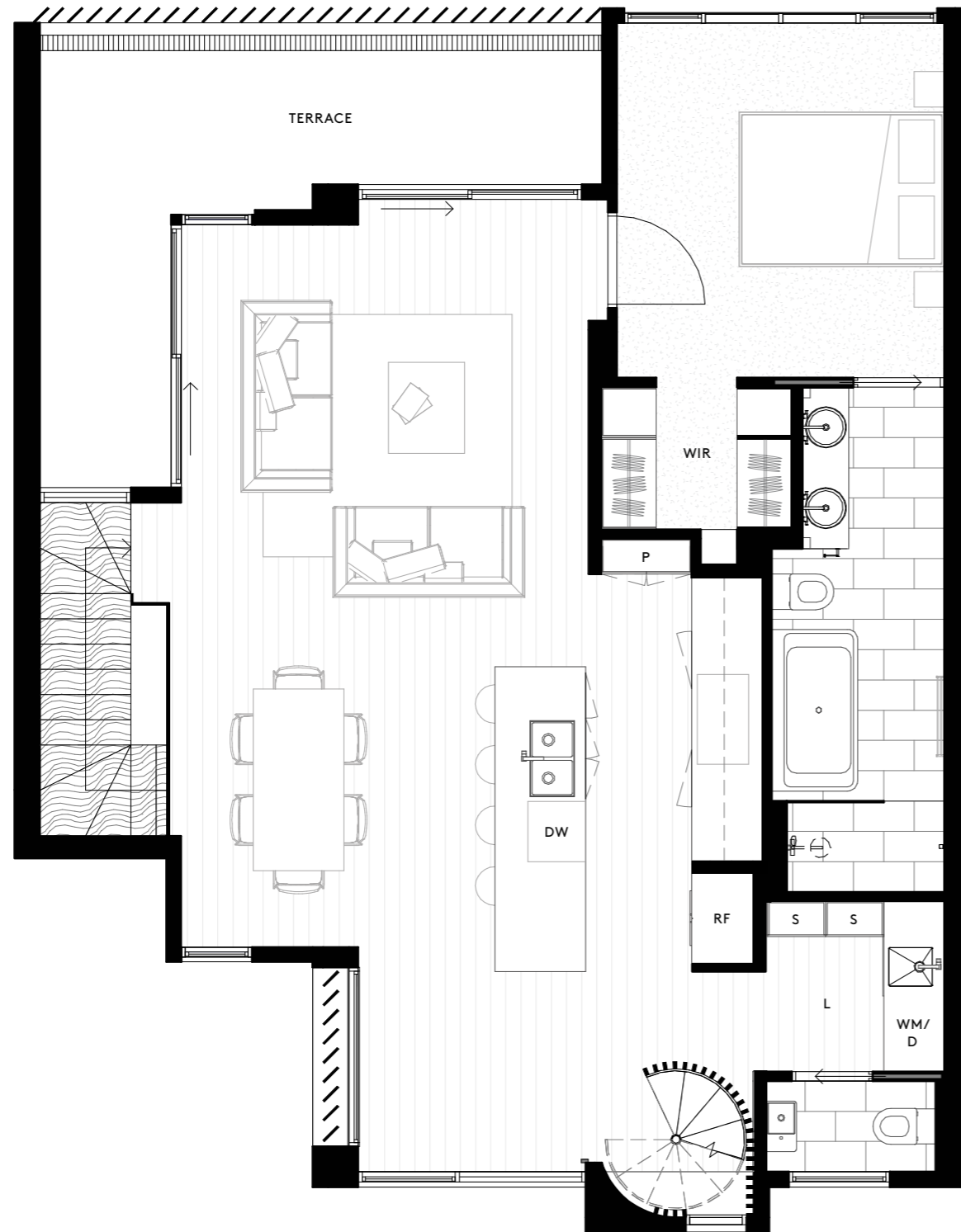
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WIR	WALK IN ROBE
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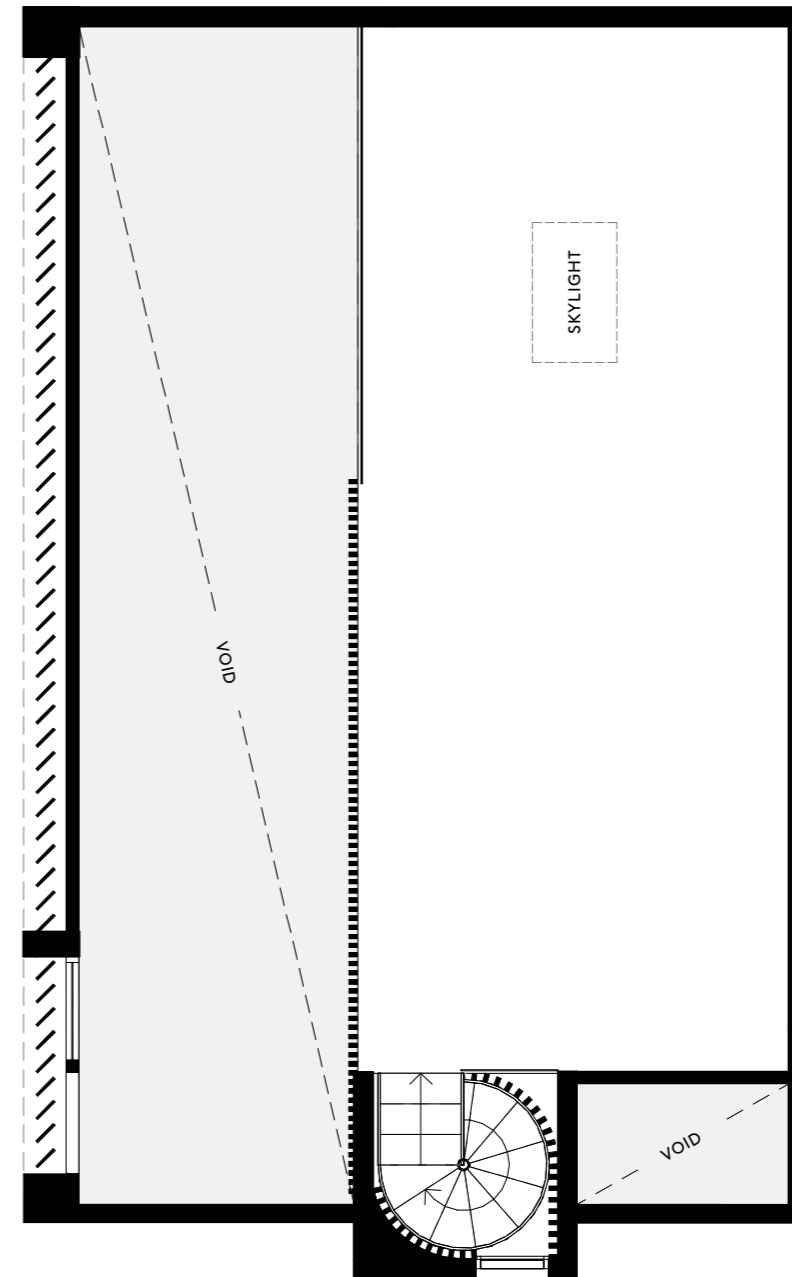
Townhome Two



Level One

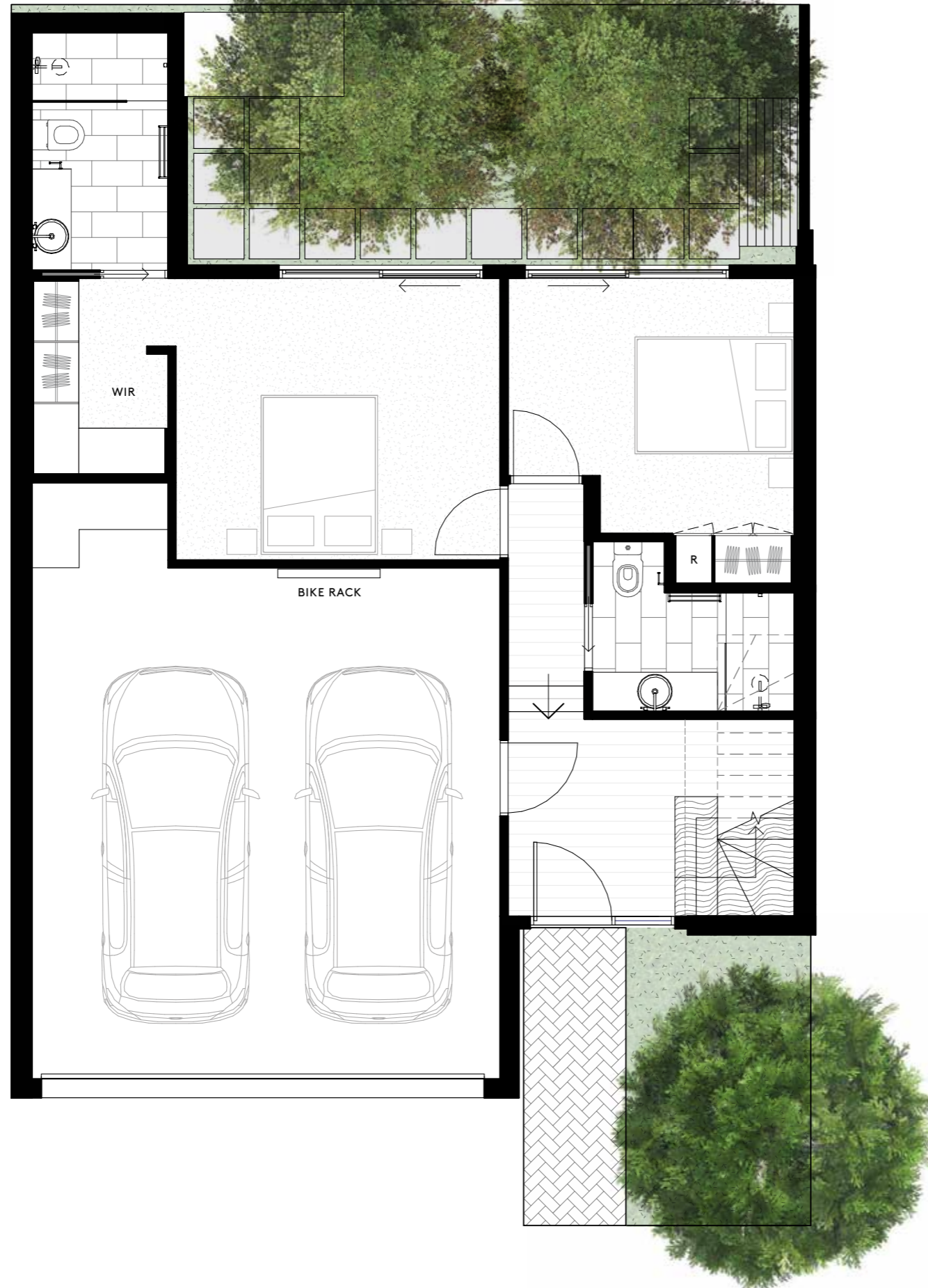


Mezzanine Level



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Ground Floor



CECIL ST

Townhome Three

BEDROOMS	3
BATHROOMS	3.5
CAR SPACES	2

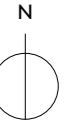
INTERNAL	162M ²
EXTERNAL	34M ²
GARAGE	35M ²
TOTAL	231M ²

RF	REFRIGERATOR
DW	DISH WASHER
P	PANTRY
WIR	WALK IN ROBE
R	ROBE
LD	LAUNDRY
WM	WASHING MACHINE
D	DRYER
S	STORAGE



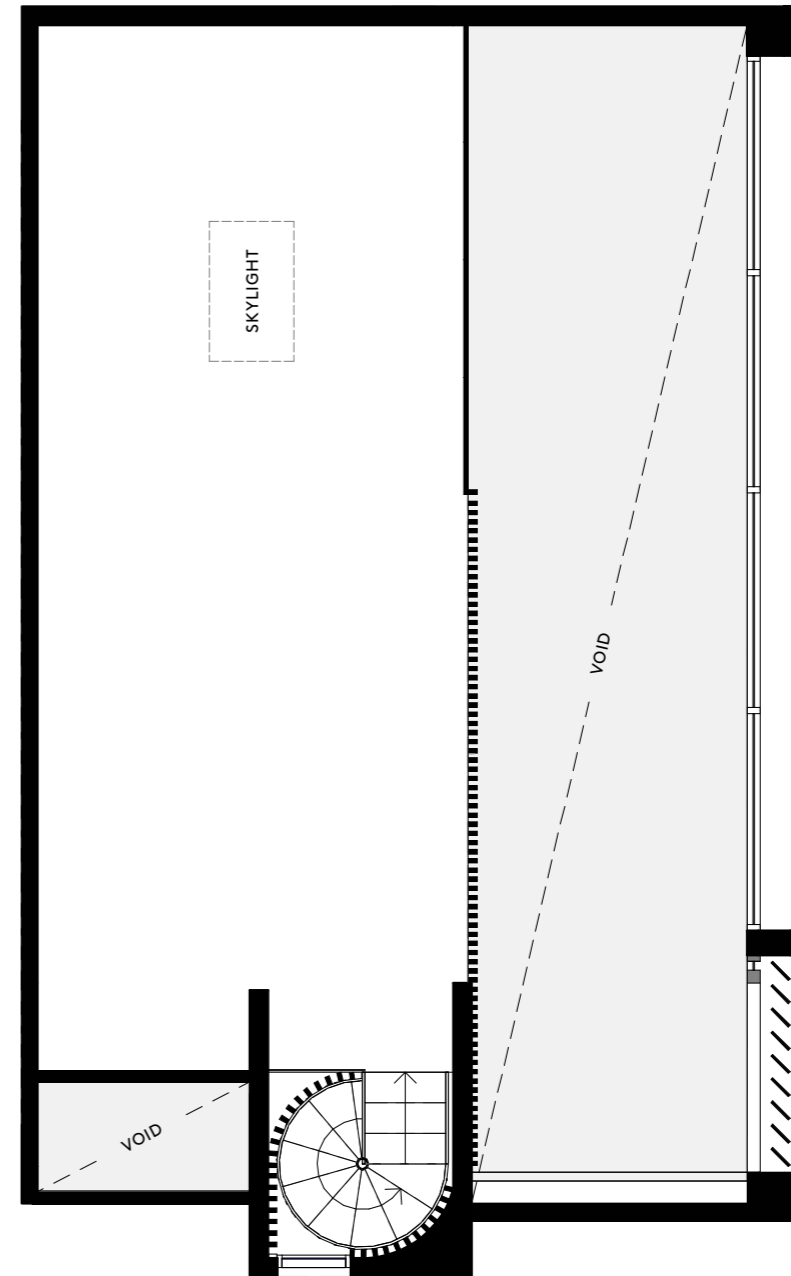
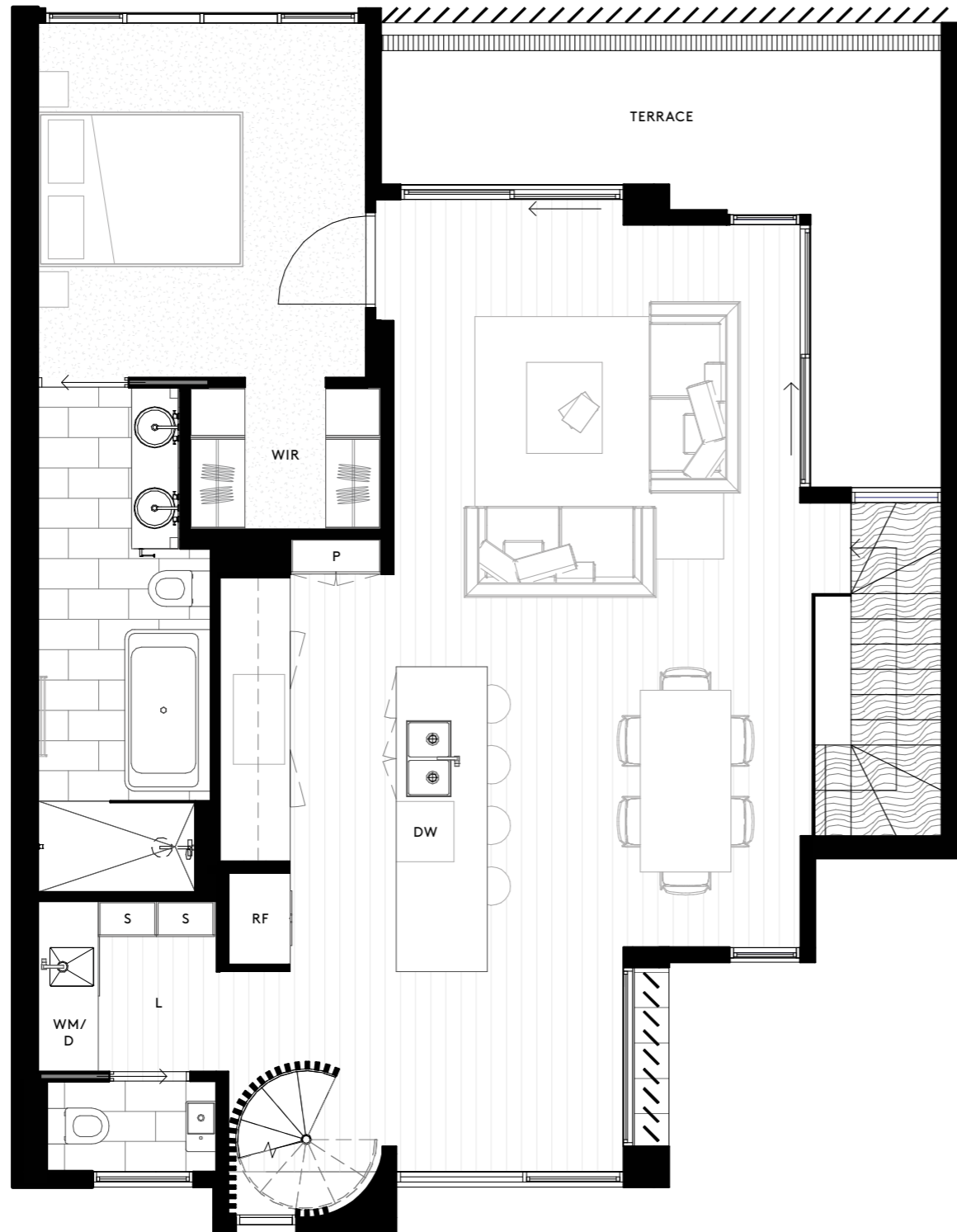
CECIL ST

Townhome Three



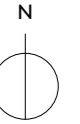
Level One

Mezzanine Level



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Ground Floor



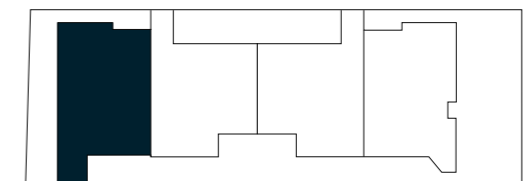
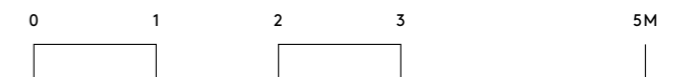
CECIL ST

Townhome Four

BEDROOMS	3
BATHROOMS	3.5
CAR SPACES	2

INTERNAL	171M ²
EXTERNAL	64M ²
GARAGE	34M ²
TOTAL	269M ²

RF	REFRIGERATOR
DW	DISH WASHER
P	PANTRY
WIR	WALK IN ROBE
R	ROBE
LD	LAUNDRY
WM	WASHING MACHINE
D	DRYER
S	STORAGE

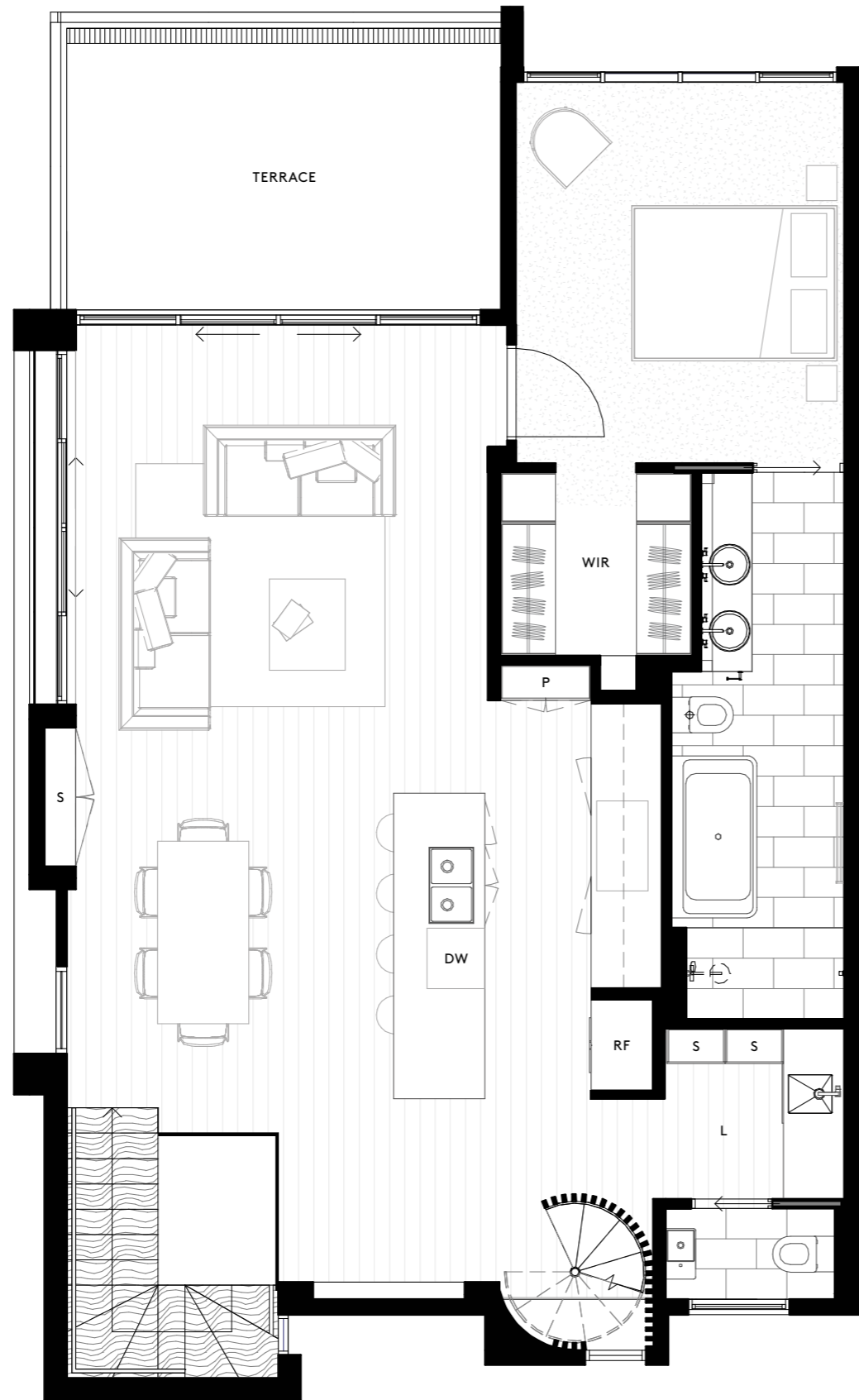


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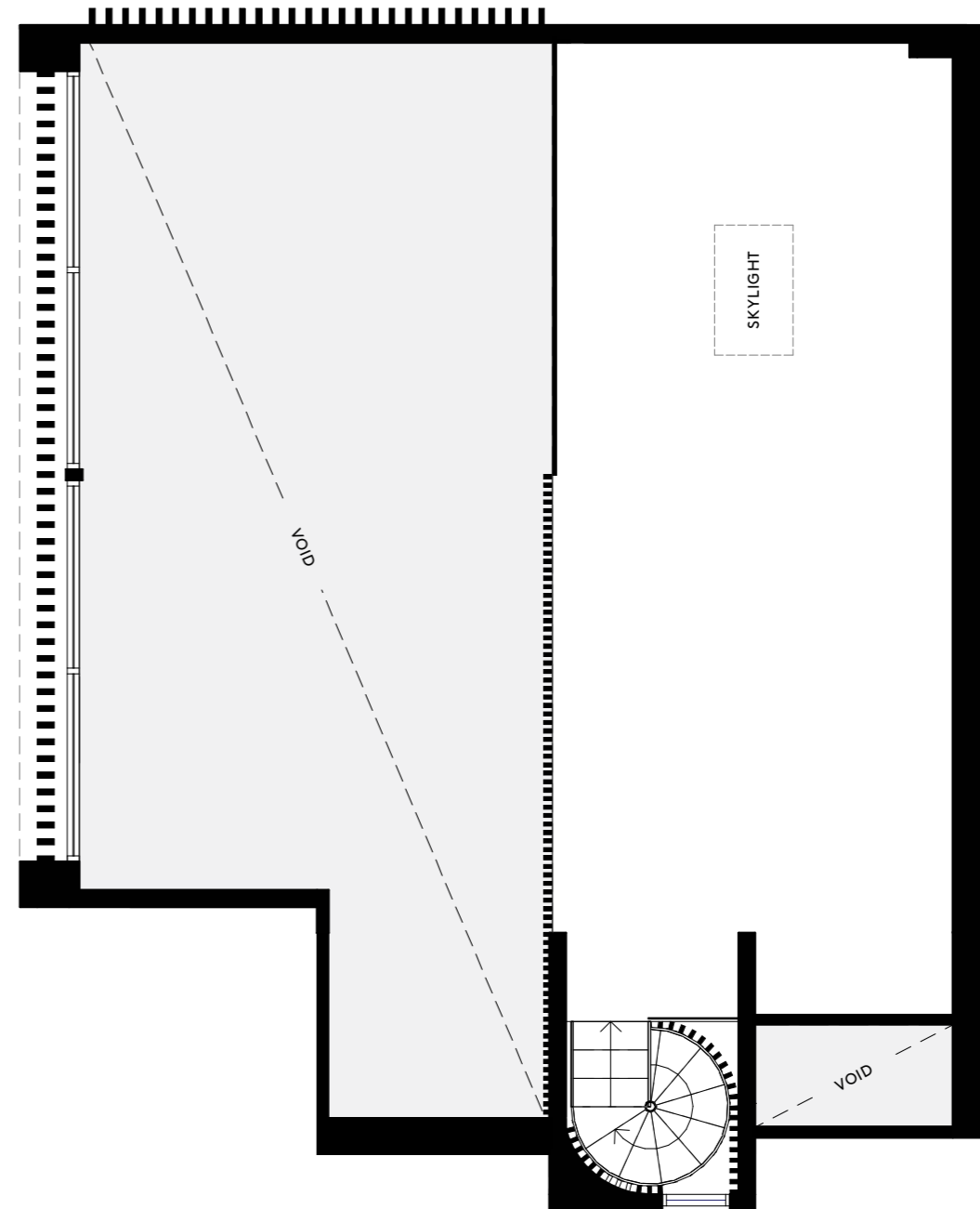
Townhome Four



Level One



Mezzanine Level



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Fixtures & Finishes

PART SIX

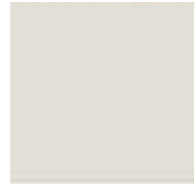
Fixtures & Finishes



Bench top
Kitchen



Timber Batten
Kitchen



Timber Flooring
Kitchen



Fisher & Paykel
Electric Built-In Oven
Kitchen



Fisher & Paykel
Slideout Rangehood
Kitchen



Fisher & Paykel
Gas Cooktop
Kitchen



Fisher & Paykel
Integrated Dishwasher
Kitchen



Fisher & Paykel
Integrated Fridge
Kitchen



Matte Black Mixer
Kitchen



Suspended Pendant
Light
Dining



Pendant
Master Ensuite



Suspended Track
Lighting
Living, Dining, Mezzanine



Shamal Carpet
Bedrooms



Handle
Front Door



Matte Black Handle
Internal Doors



Bench Top
Bathrooms



Grey Matte Floor Tile
Bathrooms



Mosaic Tile Feature
Wall
Bathrooms



Wardrobes
Bathrooms



In-Wall Toilet Suite
Bathrooms



Top Mounted Basin
Bathrooms



Shower & Bath Mixer
Bathrooms



Shower Head
Ensuite

3 Cecil St is brought to you by



Jellis Craig Projects

SALES AGENT

Established in 1991, the Jellis Craig network is a business based on ethics, integrity and personal service. With a commitment to progressive thinking, Jellis Craig has continually evolved and grown to become one of Melbourne's leading real estate groups.

Jellis Craig's network of strategically located offices are positioned across Melbourne's most sought after suburbs and reach into local, interstate and international markets. With over 750 staff members and 26 offices across the Jellis Craig network, the team are experts in sales, selling approximately 4,500 homes per year, host more than 400 opens and meet over 4000 potential buyers per week.

Jellis Craig prides themselves and focuses on providing a distinctly different real estate experience.

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