

THE CANOPY

ON NORMANBY

GAMUDA LAND

PROJECT SUMMARY

Located on the corner of Normanby Road and Johnson Street in South Melbourne, designed by Hayball Architecture and developed by Gamuda Land, the mixed-use building has been mindfully planned. Every element of the spacious, bright residences has been thoughtfully brought together, guided by a biophilic philosophy and progressive sustainability targets.

Organised around a lush green park and with rich greenery on the façade, roof, podium and ground level, The Canopy is a spacious and peaceful address to grow and thrive.



LEVELS



APARTMENTS



ON-SITE SPECIALTY RETAILERS



COMMERCIAL SPACE APPROX. NLA.

JUNE 2023

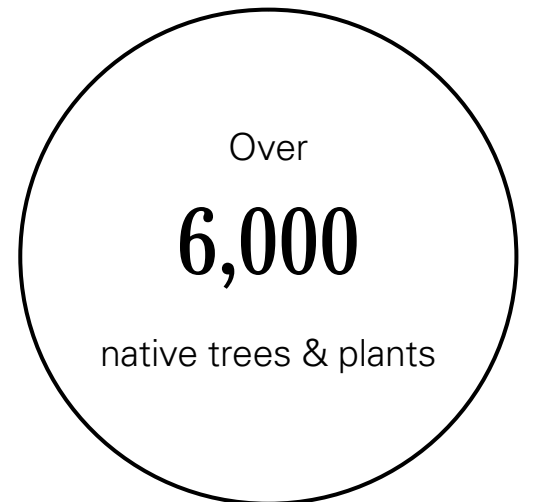
ESTIMATED CONSTRUCTION COMMENCEMENT

MARCH 2025

EXPECTED CONSTRUCTION COMPLETION

\$487k-\$1.5m

APARTMENT PRICE RANGE





THE CANOPY

Melbourne CBD

Melbourne Arts Precinct

Melbourne Sports Precinct

Royal Botanic Gardens

Southbank



Artist's Impression.

VISION

A deep connection to the land is imbued throughout The Canopy via biophilic and sustainable philosophies.

The building design prioritises outdoor spaces for people to work, gather, dine and relax. The extensive greenery that makes The Canopy so visually striking also reduces noise and improves air quality in the naturally lit residences.

Biophilic practices have also been shown to reduce stress, improve cognitive function, stimulate wellbeing and strengthen communities.

NATURE AND HOME

Achieving a 5 Star Green Star sustainability rating and 7.5 Average NatHERS rating informs the biophilic design practices of The Canopy.

Connecting residences with nature, designing for natural light and cross-flow ventilation and minimised gas usage reduces the building's overall carbon footprint and creates a low-carbon community with improved health, liveability and lifestyle benefits.

Optimised energy efficiency also creates value for owners and investors, contributing to lower operational and maintenance costs and long-term financial savings. The Canopy features the first Ground Source Heat Pump (GSHP) in a residential project in Melbourne, designed to reduce hot water bills and space heating.

BIOPHILIC DESIGN

Biophilic design is about creating spaces that focus on a connection to nature, reducing stress and increasing health and happiness.

At The Canopy, residences have been designed to anticipate the requirements of modern life with elements that are genuinely rewarding and beneficial to people's lives, from light and views to colours and materials that create a sense of calm.

SUSTAINABILITY ACCREDITATION

- 7.5 Average NatHERS Rating
- 5 Star Green Star Rating

SUSTAINABILITY FEATURES

- Induction cooktops in residences (no gas)
- Open balconies to every apartment
- Access to multiple green spaces – podium terrace, rooftop garden, garden bowls on balconies, seamless access to Johnson Street park
- Carefully selected materials, inc. low VOC paints
- Functional apartment layouts that maximise daylight and natural ventilation
- Electric vehicle charging stations
- Rainwater harvesting
- Solar panels and renewable energy
- Ground Source Heat Pump (GSHP) to reduce hot water bills and space heating

Sitting between vibrant South Melbourne and the growing Fishermans Bend precinct, The Canopy sets the scene for a sustainable, liveable, connected and innovative future.

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With Port Melbourne, the CBD, Crown Casino and the Arts Precinct just minutes away, The Canopy on Normanby is a prime Melbourne address.

Here, everything is within reach via multiple public transport, roads and cycling tracks. Further planned public transport infrastructure will accommodate the rapid growth of the precinct and the Fishermans Bend innovation hub.

LOCATION

3205
SOUTH MELBOURNE

South Melbourne Town Hall.
Photo Credit – DonalDYtong.



MONTAGUE PRECINCT

The emerging Montague mixed-use precinct is on track to be a dynamic and welcoming place to work, live and visit.

The neighbourhood is centred around active, landscaped streets, new cycling paths, and parks, including Johnson Street park. Co-working spaces and creative businesses help define a new cultural identity, while heritage buildings and a network of laneways maintain a strong connection to the precinct's industrial history.

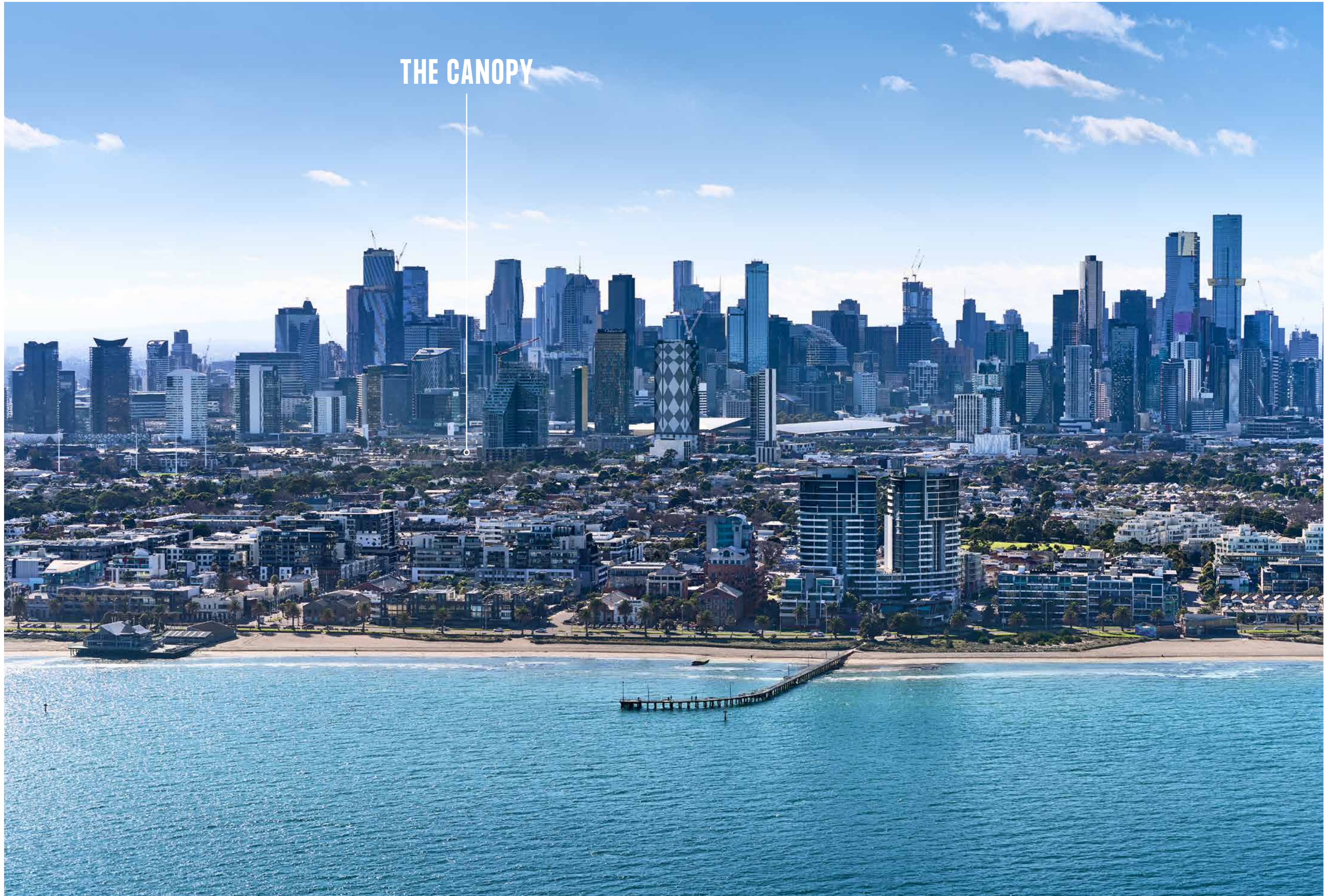
SOUTH MELBOURNE

South Melbourne is known for its distinctive identity, lifestyle options, vibrant food and wine scene and buzzing village market.

A diverse range of professionals increasingly use South Melbourne as a base, drawn to the market, competitive office space, public transport and CBD proximity.

People from across the city flock to South Melbourne to do their market shopping, linger over brunch in cafés or head to their favourite bars and restaurants. In warmer months, the beach beckons for fishing, swimming, beach volleyball and riding or running the Bay Trail.

THE CANOPY





Port Phillip Foreshore Trail.
This trail celebrates the 11km beachfront from Fishermans Bend to Elwood Sailing Club.

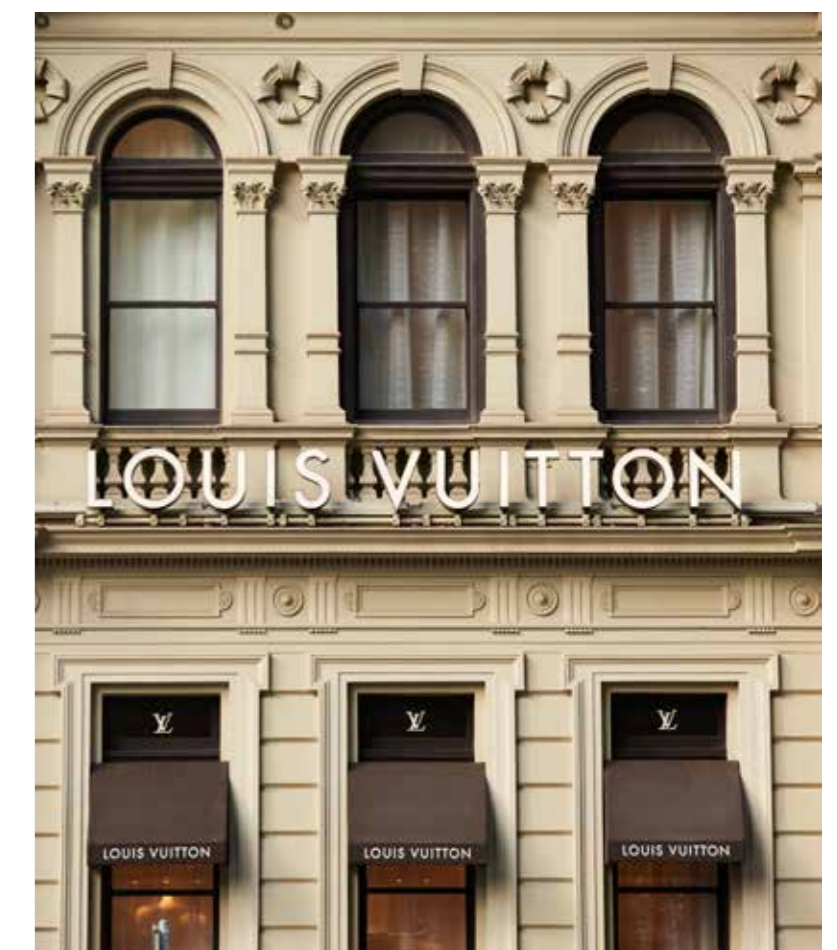
South Melbourne is well known for having some of Melbourne's best cafés serving coffee daily.



Albert Park Lake.
Run, walk or cycle around this inner-city oasis bordering South Melbourne.



South Melbourne Market.
South Melbourne hosts Melbourne's oldest and most popular continuous market, founded in 1867. With over 150 independent stores, the market offers fresh produce, retail, restaurants, cafés, bars and community activity.



Collins Street, Melbourne.
Known locally as 'the Paris end of Collins Street', the eastern end features heritage buildings, old street trees, luxury fashion brands and in-demand restaurants.



South Melbourne Market.
Find French patisseries, chocolatiers, fromageries, oyster bars, Spanish grocers and more at Melbourne's favourite market.

National Gallery of Victoria.
The NGV is the oldest and most visited gallery in Australia, home to international and local artists.



Yarra River Precinct.
The picturesque, vibrant heart and soul of Melbourne.



South Melbourne Market.



South Melbourne restaurant culture.

South Melbourne restaurant culture.
Experience fine dining, gastro-pubs and modern dining.





Southbank Promenade.
On the banks of the Yarra River the Promenade is lined with busy restaurants and bars. The riverfront walkway links South Melbourne to the CBD, Melbourne's Art Precinct and the Royal Botanic Gardens.

South Melbourne Market.



Royal Botanic Gardens.
38 hectares of heritage parks and gardens.



Emporium Melbourne.
Emporium is just one of the many luxury shopping centres located in Melbourne's CBD, offering a fusion of fashion, culture, food and art.

Coventry Street, South Melbourne.
The perfect shopping precinct, next door to the South Melbourne Market.



The Canopy



IN THE AREA

900m to South Melbourne Market

600m to Port Melbourne cafés and shops

1.2km to Central Business District

1.6km to Crown Casino

1.7km to Port Phillip foreshore

2.4km to Albert Park Lake

3.5km to Melbourne Arts Precinct

LEGEND

PUBLIC FACILITIES

1. Melbourne Arts Centre
2. National Gallery of Victoria (NGV)
3. South Melbourne Market
4. Queen Victoria Market
5. Prahran Market
6. Federation Square
7. Melbourne Sports & Aquatic Centre
8. Melbourne Cricket Ground (MCG)
9. Marvel Stadium

PARKS AND GARDENS

10. Royal Botanic Gardens
11. St. Vincent Gardens
12. Albert Park Lake
13. Yarra River
14. Fawkner Park

RETAIL AND DINING

15. Collins St Shopping Precinct
16. Clarendon St Shopping Precinct
17. Crown Casino
18. Emporium Melbourne
19. Southbank Dining Precinct

EDUCATION & HEALTHCARE

20. The Alfred Hospital
21. St Vincent's Hospital
22. Epworth Freemasons
23. South Melbourne Primary School
24. Port Melbourne Primary School
25. RMIT University
26. Melbourne Grammar School
27. Melbourne Girls' Grammar
28. Wesley College
29. The Mac.Robertson Girls' High School

THE CANOPY

RENTAL ESTIMATES

On the assumption that the apartment views are not built out during the GRR period, and acting conservatively for the purpose of your planning, we believe that the below values represent the current rentals achievable in the project.

RECOMMENDED RENT

APARTMENT	UNFURNISHED	FURNISHED
1A and 1A.2	\$525–575 per week	\$625–675 per week
1A.4	\$525–550 per week	\$600–650 per week
2A	\$750–800 per week	\$850–900 per week
2A.1a	\$750–800 per week	\$850–900 per week
2A.1b	\$750–800 per week	\$850–900 per week
2A.2	\$750–800 per week	\$850–900 per week
2C	\$725–750 per week	\$825–875 per week
3A	\$1000–1100 per week	\$1200–1300 per week
3B	\$1000–1100 per week	\$1200–1300 per week
3E	\$900–1000 per week	\$1100–1200 per week

If we can be of any further assistance, please feel free to contact me at the details below.

Yours Sincerely,



Steve Fitzsimon
Director, Business Growth

steve.f@mre.today
+61 431 759 699

MRE

mre.today

12 Yarra Street, South Yarra, VIC 3141
+61 3 9829 2900 info@mre.today

Melbourne Real Estate Pty Ltd
ABN 14 005 638 675

South Melbourne at a glance

11,853 South Melbourne population in 2021

39 Median age of South Melbourne residents

+7% Population growth (last 5 years)

\$2.5k+ Weekly income in 31.6% of households in South Melbourne

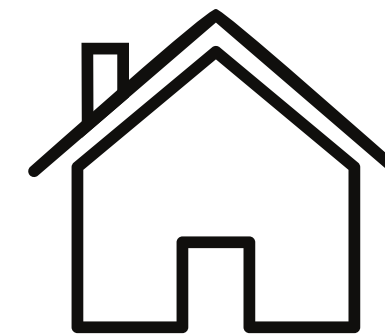
Coming soon

80K Population by 2050

\$2bn The University of Melbourne's new engineering campus opening 2025

80k Jobs by 2050

480ha Fishermans Bend - Melbourne's largest inner city urban renewal precinct



Rental Snapshot

VACANCY RATE

1.4%
South Melbourne

2.3%
Melbourne CBD

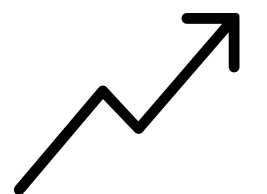
RENTAL YIELD

6.2%
South Melbourne

7.2%
Melbourne CBD

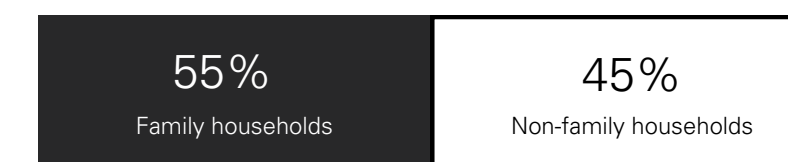
MEDIAN RENTAL PRICE GROWTH

+17.2%
South Melbourne



Sources: SQM Research, realestate.com.au 2023

HOUSEHOLD COMPOSITION



WALKABILITY & ACCESSIBILITY

92 Earning a top ranking Walk Score of 92/100, The Canopy gives its residents freedom of access to an abundance of lifestyle benefits on its doorstep.

FISHERMANS BEND

- High-growth precinct that will be home to approximately 80,000 residents and provide employment for up to 80,000 people by 2050.
- Boeing, Siemens and Toyota are amongst the Fisherman's Bend Employment Precinct's high-profile occupiers.
- The University of Melbourne is building a new \$2bn campus at Fisherman's Bend. Opening in 2026, approx. 4km from our development site.

The University of Melbourne, Fishermans Bend Campus
Artist's Impression Only



**A NEW PARK FOR THE COMMUNITY;
A BUILDING INFLUENCED BY NATURE;
AND SUSTAINABLE APARTMENTS
WITH A FOCUS ON WELLBEING.**



Artist's Impression.

ARCHITECTURE

Hayball
ARCHITECTURE

Respected Australasian architecture practice Hayball mixes the past with a vision for the future to make a striking statement along Normanby Road and Johnson Street.

Taking reference from the historic Dunlop factory that once occupied the site through a signature staggered roofline, the architecture's industrial edge is softened with lush foliage that embraces the development's overarching biophilic design principles.

Even as it rises 20 floors high, the building's monochromatic colour palette connects harmoniously with nature through lush plant life above the podium. Cascading terraces also extend the greenery of the neighbouring Johnson Street park right up to the residents' exclusive Eco-deck.

At ground level, care has been taken to integrate with the scale of the existing streetscape. Commercial spaces, A-grade retail and food and beverage options occupy the street level, ready to draw people within a new, growing and vibrant community.

MATERIALS

The durable and robust material palette acknowledges the rich industrial heritage of the site with vertical metal angle fin balustrading and screening.

Inside, Australian-made carpets and low-VOC paints and finishes have been selected for greater health and wellbeing.

SUSTAINABILITY

At The Canopy, sustainability is broadened to include economic and social factors as well as environmental considerations.

The design for the building takes into account future advances, such as ensuring carpark areas can be repurposed as the need for cars decreases. Innovative ground-source-heat pumps also provide renewable and more affordable hot water heating, and no gas cooktops to apartments reduces ongoing costs for residents.



Artist's Impression.



Artist's Impression.

Good design requires understanding how people live and how lives can be better.

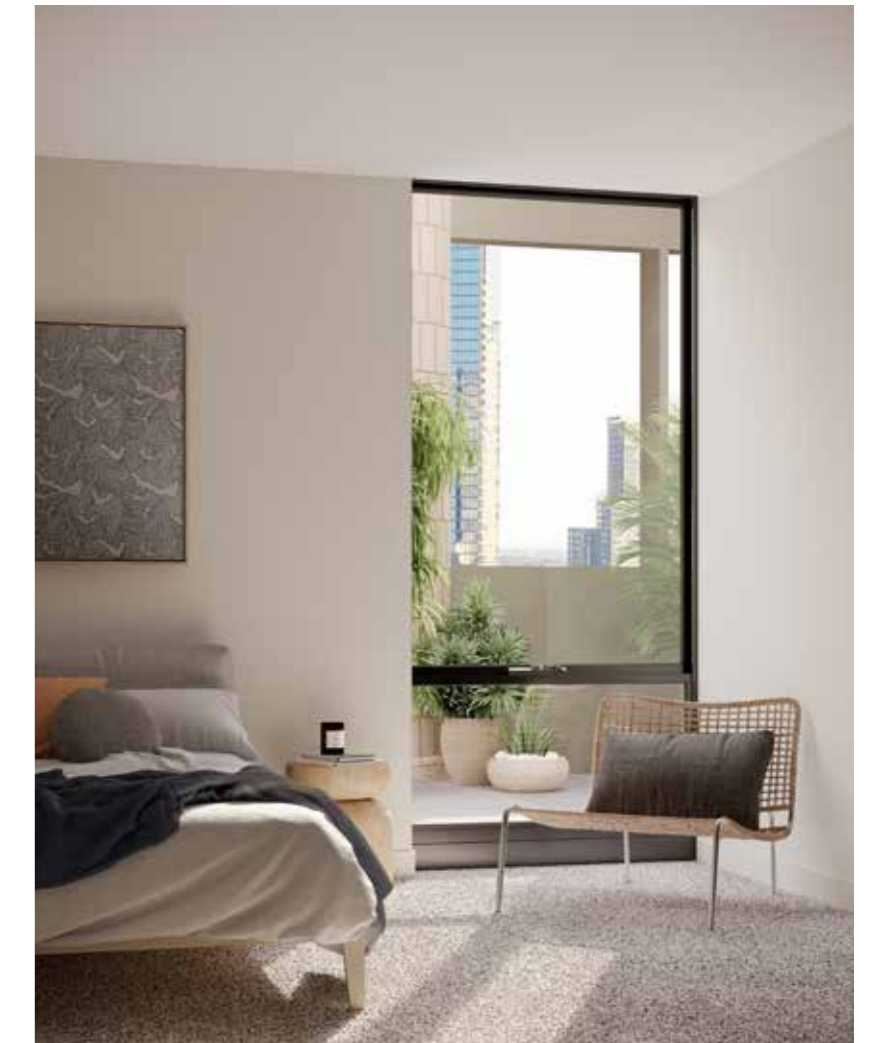
That's why every apartment at The Canopy has been designed to be open, green, bright and functional. These are homes that are warm, welcoming and deeply connected to place.

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Artist's Impression - Bathroom



Artist's Impression - Bedroom

RESIDENCES

Hayball
INTERIOR DESIGN

Artist's Impression - Kitchen



Sustainable commitments and biophilic design principles underpin the interior design of The Canopy. Within each apartment, the emphasis on nature and holistic wellness is carried through a calming neutral palette and the incorporation of stone, timber and rich textures.

Contemporary ways of living are prioritised, with integrated storage solutions and entrance areas included in the range of 1, 2 and 3 bedroom residences – all designed for various lifestyles and family sizes. Study areas are thoughtfully positioned to help keep work and home separate.

Generous balconies to every apartment extend the open living areas beyond their boundaries and offer panoramic views of the surrounding greenery.

Apartment owners can choose various purchaser upgrades to customise their homes, while the neutral design is a backdrop for individual furniture, accessories and personality.

Typical Floorplans

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One Bedroom Apartment

The Canopy offers a range of 1, 2 and 3 bedroom apartments that all share in the same biophilic principles and design philosophy.

Apartments share an interior design and material language also, one that is warm, welcoming and complimentary of the views, park and place.

NATURAL LIGHT

Natural light is known to be critical to health and happiness. At The Canopy, apartment depths have been consciously limited across the design, and frontages have been broadened to allow more daylight and ventilation to penetrate.

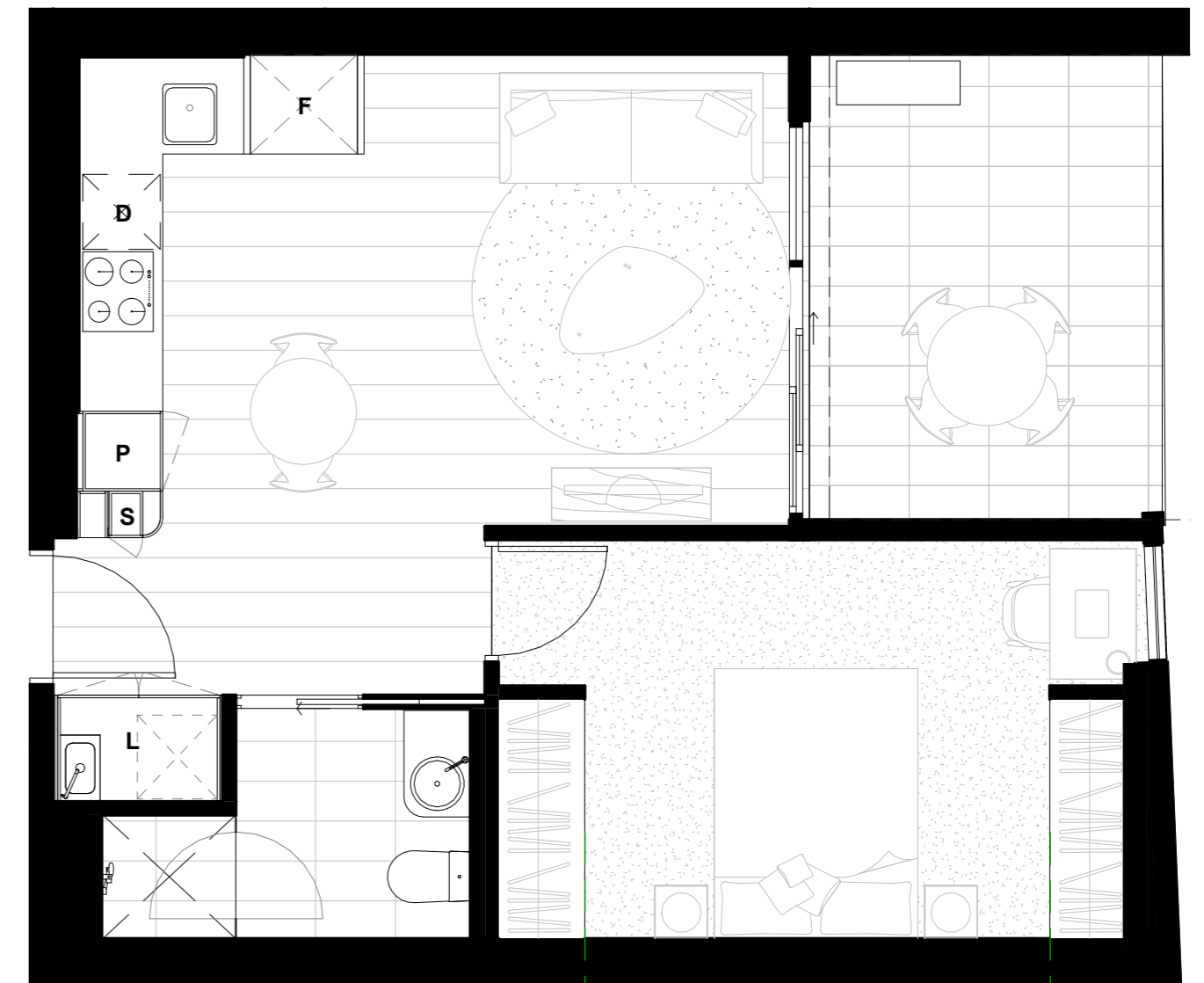
The result is a home that is lighter, more open and full of fresh air, with maximised views of greenery and the city beyond.

CROSS-FLOW VENTILATION

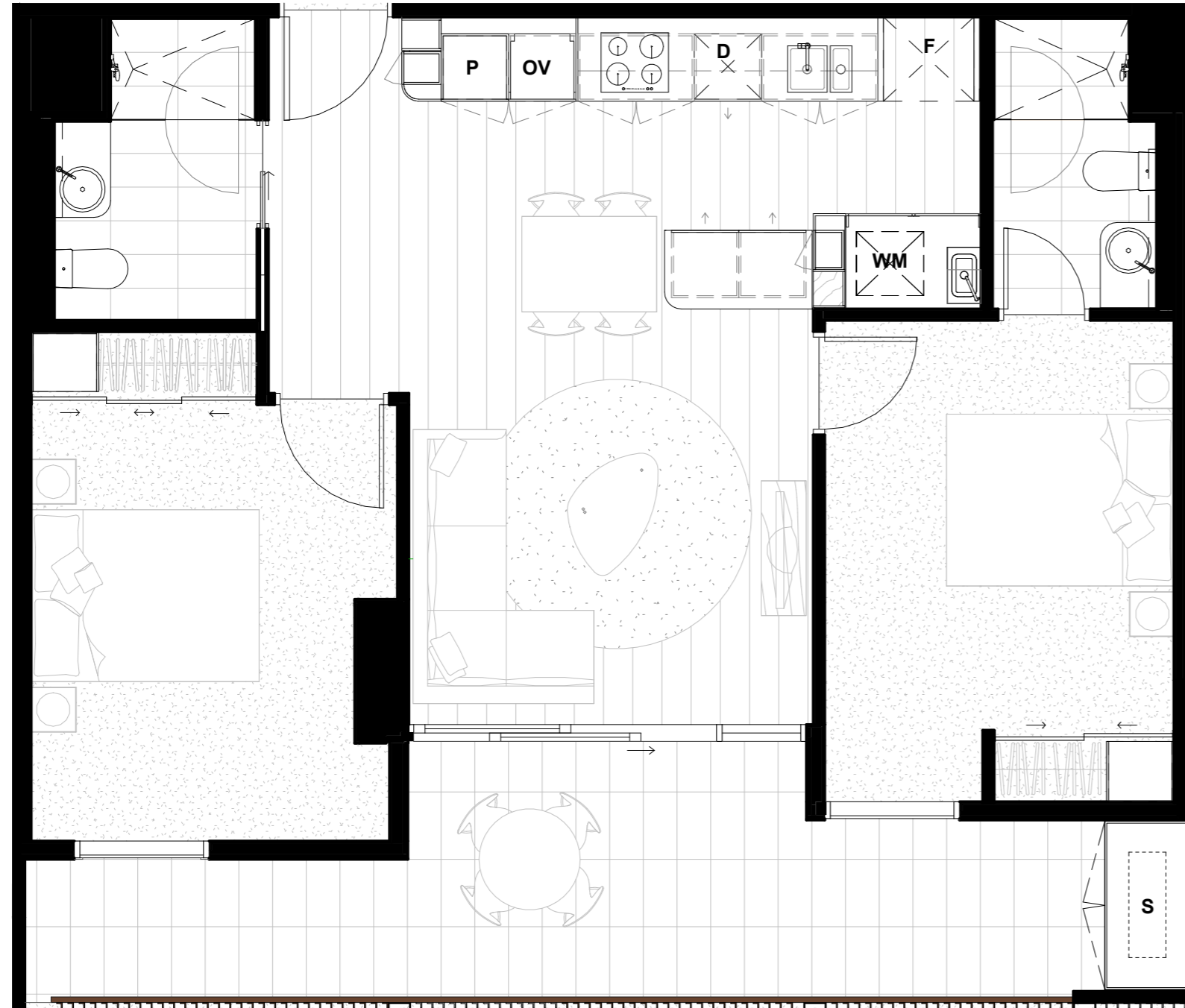
Cross-flow ventilation is a natural method of cooling. It relies on wind to force cool exterior air into the building, while outlets moves warm interior air outside.

At The Canopy, the balcony orientation and doors and windows have been carefully placed to ensure cross-flow ventilation. This also minimises the building's carbon footprint and reduces ongoing costs for residents.

No gas cooktops.
All apartments will use all-electric induction cooktops – a more efficient and safer mode of cooking.

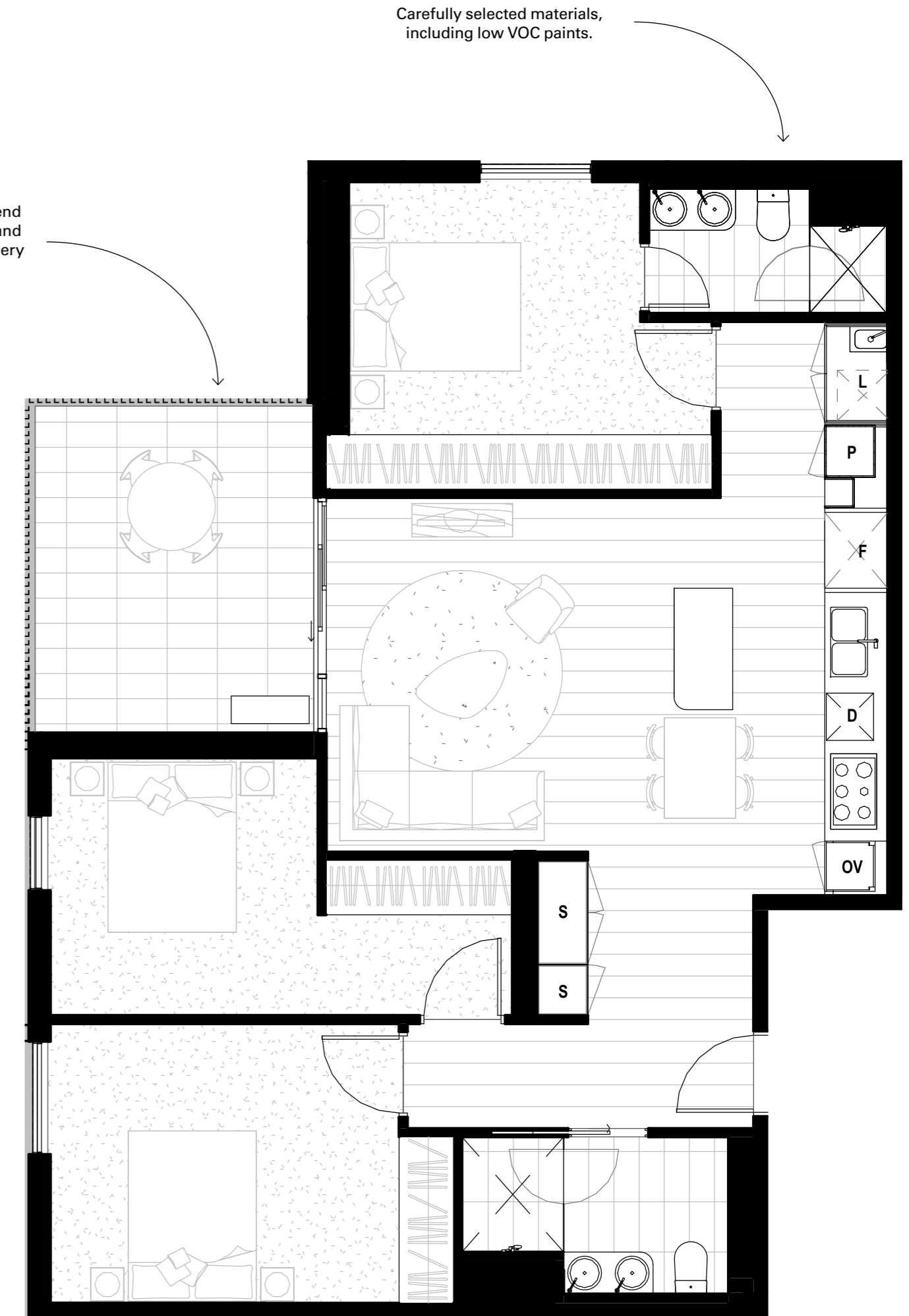


Smart home upgrade package.
Residents have the option to equip their home with the latest in smart home automation technologies.



Indoor and outdoor spaces prioritise high levels of natural light which contribute to a number of health benefits and lower energy bills.

Generous balconies extend the living areas outside and maximise views of greenery and the city beyond.



Carefully selected materials, including low VOC paints.

Functional floor plans that enable effortless, low-maintenance living.



Artist's Impression.

AMENITY

An antidote to busy lives, the communal facilities at The Canopy are designed to be tranquil, calming spaces with an emphasis on simplicity. Living here, residents can enjoy high-value, high-use amenities with connections to nature. These are places to gather with friends and neighbours, or enjoy peace and solitude in a private oasis.

In line with The Canopy's sustainability commitments, consideration is given to offering amenity that genuinely makes residents' lives easier. Every modern convenience has been included, without any facilities proven to be of low use or high maintenance.

ECO-DECK ROOFTOP

The exclusive residents Eco-deck is based on an alpine meadow and the quintessential Australian backyard – with endless views of the city and surrounding parks. Productive, 'edible' gardens and Japanese-inspired onsen spas and alfresco entertaining bring residents together to share knowledge and experience, building an authentic community.

THE SANCTUARY PODIUM

The Sanctuary is The Canopy's living room – an extension of the residents' homes and a welcoming place to host private gatherings and social events. This area has been thoughtfully landscaped to integrate with the ground-level parkland and green façade.

FEATURES INCLUDE

- Bicycle storage and repair zone
- On-site building management
- Secured mail room and lockers
- Multipurpose function space with outdoor terrace
- Outdoor communal garden
- Communal garden bowls on residential levels
- Residents rooftop backyard
- Communal vegetable garden
- Electric vehicle charging points
- Zoned BBQ facilities and outdoor entertaining



Artist's Impression - Onsen Spa



Artist's Impression - Podium Terrace

Cool and green with exclusive places for residents, the extensive landscaping by the highly respected design studio OCULUS cements the biophilic design focus of The Canopy with a connection to the Johnson Street park.

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Split into three distinct areas, the landscape design for The Canopy acknowledges the site's past and builds a healthier future for all.

Johnson Street park, or the 'biophilic front door', opens as a lush green central park with motifs honouring the Bunurong people. The park plays an important link in the ribbon of open space throughout the precinct, offering walking and cycling pathways and inviting places to rest and play.

The podium level, known as 'The Sanctuary', is a hide-out for residents, changing with the seasons and evolving over time. Cascading and terraced greenery rises from the park, bringing nature up the tower and creating a hidden garden. An antidote to the solitary working from home lifestyle, The Sanctuary is an inclusive place for gathering and socialising.

The Eco-deck is the highest deck on Normanby Road and the centre of The Canopy community. A verdant green space with 360-degree views, here residents can lose themselves in the tranquil reading area by day or soak up the city lights by night.

LANDSCAPE

Oculus
LANDSCAPE ARCH.

Murri Yul
CULTURAL ADVISORY

CULTURAL ADVISORY

Qualified Cultural Heritage Advisors MURRI:YUL contributed cultural perspectives to the urban design and landscape architecture of The Canopy, embedding Indigenous Australian knowledge into the landscape.

The landscape design centres around a tea tree motif that represents a healing sanctuary. Kangaroo prints embedded into the paving assist with wayfinding and acknowledge the once-prevalent grey kangaroos.

These indigenous narratives and concepts of restoration acknowledge the Bunurong people in authentic, meaningful ways and create strong connections to place and country.

A NEW PARK

Adjoining the northeast frontage, the new Johnson Street park offers a rare opportunity to create a new urban ecosystem. This 3,000m² park introduces a place for leisure, recreation and socialising, as well as enriched air quality, biophilia and biodiversity and, importantly, a reduced heat island.

The park seamlessly connects with The Canopy through the A-grade retail and food and beverage options at ground level.

WATER FEATURE

The Normanby Road entrance is marked by a Tarrnook (water bowl), a symbol of welcome and visual reference to the Yarra Yarra Falls that was once an important focus of the area.

The Tarrnook fountain embraces the idea of the billabong as a place of cleansing, gathering and play. Inherently relaxing, the Tarrnook will be the focus of The Canopy for residents and visitors well into the future.

PLANTING

Once an ecological junction of wetland and woodland, this land was originally lush with native grasses, tea trees and wattles.

Today's planting was developed with the cultural advisors to focus on restoring the site's precolonial ecologies – focusing on Indigenous plants and amplifying seasonal displays of colour through flowers and foliage. Selecting endemic and native plants also creates a resilient, climate adaptive design – and guarantees year-round flowers.

Miyawaki Method

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Image shown for reference only.

The Canopy will be home to a deep forest within an urban setting. Johnston Street park includes a pocket of dense forest planted according to the Miyawaki technique. This rapid method of building thick, native forests supports native biodiversity, reduces noise and absorbs carbon dioxide.



Artist's Impression

The Miyawaki Forest at The Canopy on Normanby has been developed in consultation with SUGi, the worldwide community of Miyawaki Forest makers, to further support the building's biophilic and sustainability goals.

Characterised by fast plant growth and minimal maintenance, urban pockets of dense, native forests contribute to urban cooling and increased biodiversity in built-up spaces. The Canopy's parcel of native planting is critical for animal populations and restoring natural soil biology, creating habitats for native fauna and allowing biological and evolutionary processes to continue.

The Canopy is pioneering the Miyawaki Forest for Melbourne, playing an important role in supporting the city's biodiversity restoration goals and improving the physical and mental wellbeing of local residents.

Within 20 years, the forest will appear to be 100 years old and will be home to a wonderful array of birds and wildlife.

**THE CANOPY TRANSFORMS
A SITE IN SOUTH MELBOURNE INTO
A STORIED ADDRESS, STANDING
THE TEST OF TIME, AND FOSTERING
A GROWING COMMUNITY.**



Ruskin, Elwood by Hayball.

The Canopy is brought to you by an award-winning project team that combines an intimate knowledge of Melbourne with a global vision for sustainable, responsible and extraordinary development.

TEAM

Gamuda Land
DEVELOPER

Hayball
ARCHITECTURE AND INTERIOR

Oculus
LANDSCAPE ARCHITECTURE

Murri:Yul
CULTURAL ADVISORY

HIP V. HYPE
SUSTAINABILITY CONSULTANTS

PARTNERS

The Evermore by Hayball.
Photo Credit – Tom Roe.

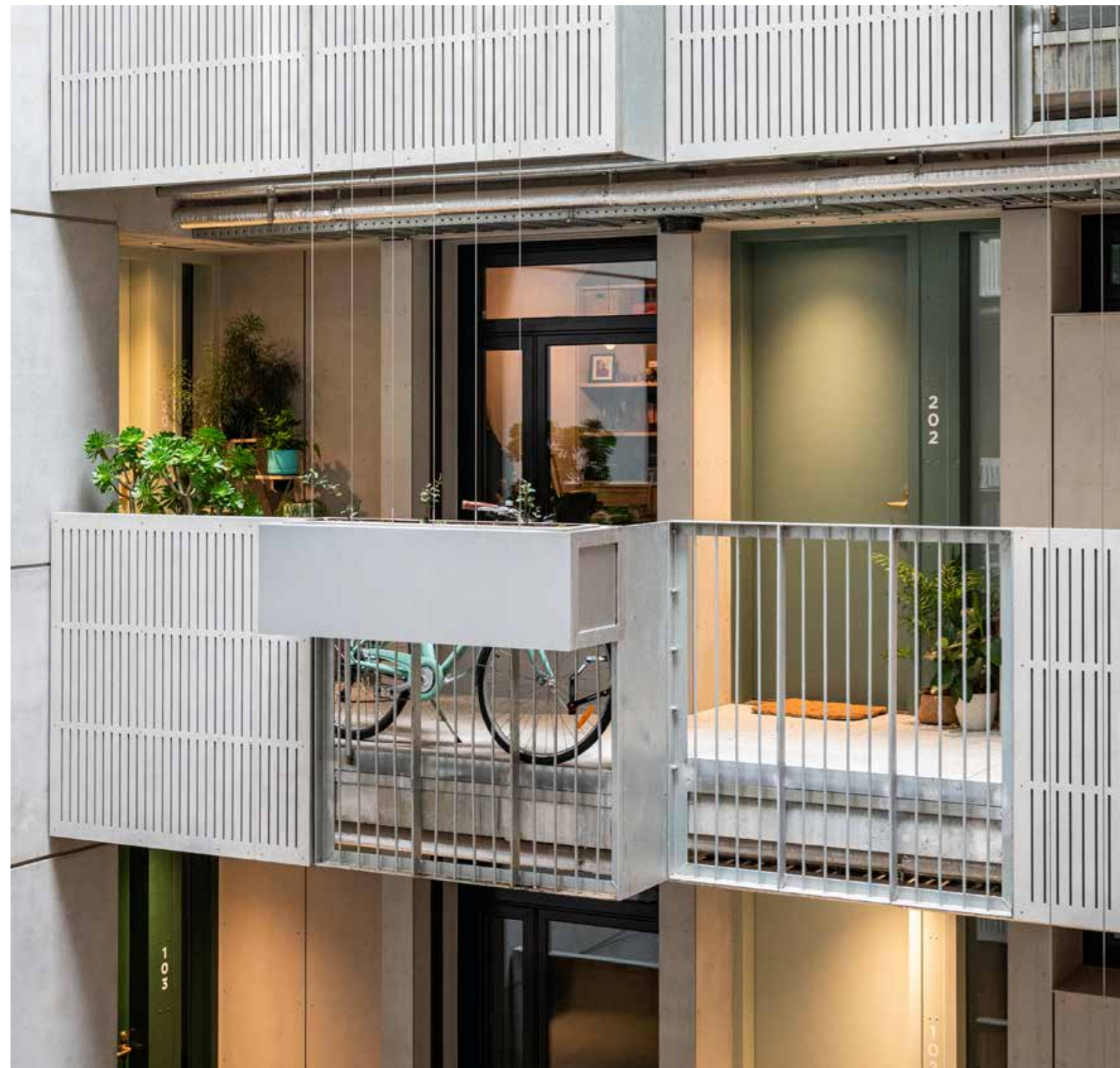




International developer Gamuda Land was established in 1995 and is part of Gamuda Berhad - the leading engineering, construction and infrastructure group in Malaysia and one of Asia's premier companies. For over two decades, Gamuda Land has been steadfastly building up a proven track record of delivering award-winning innovative developments and creating holistic, sustainable communities. This is evident in its many developments across Malaysia, the UK, Singapore, Australia and Vietnam.

Gamuda Land

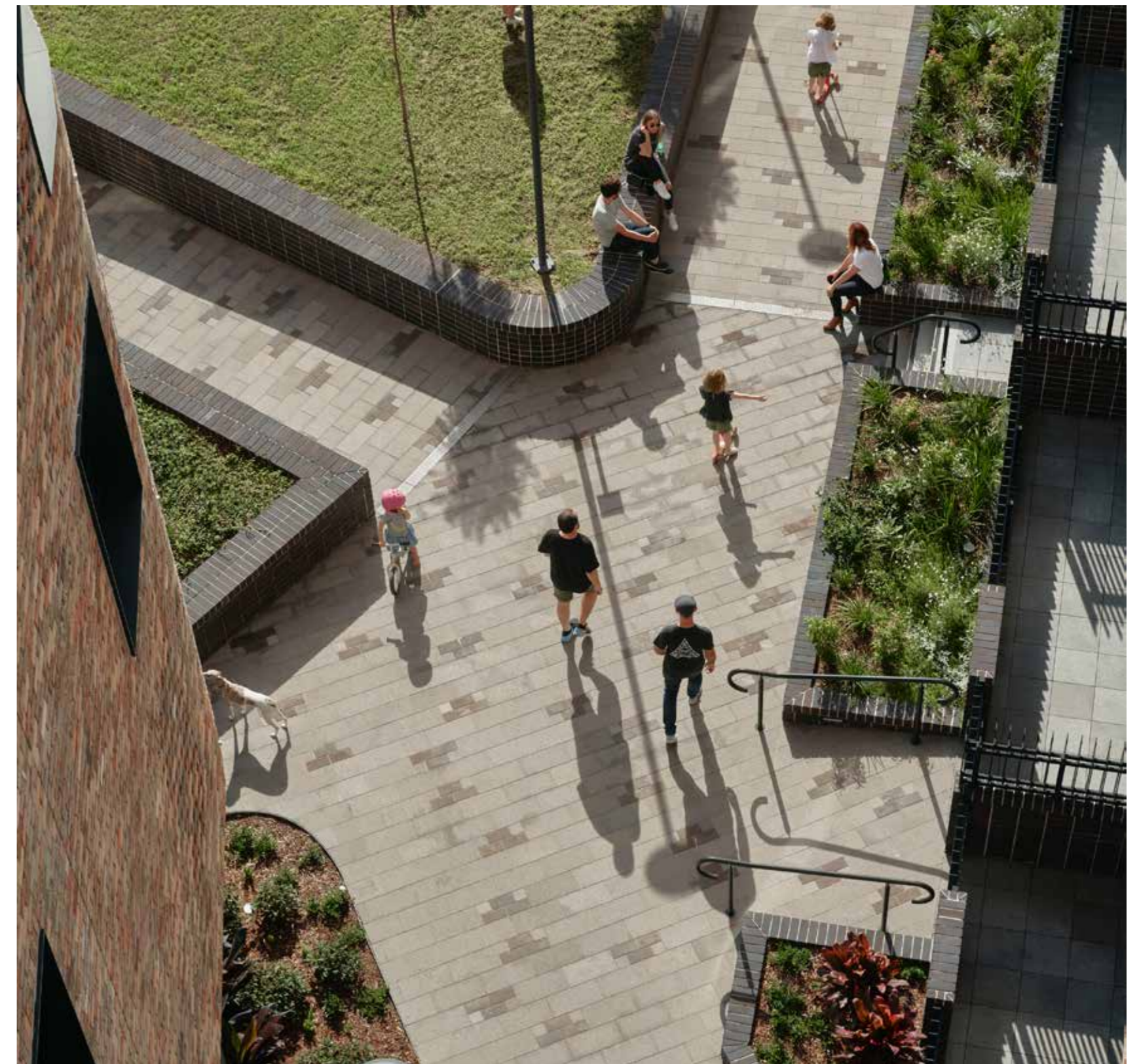
GAMUDA LAND



CRT + YRD by Hayball.
Photo Credit – Henry Lam.

Hayball is a national architectural practice with a strong focus on culture, community and learning. Our user-centred design approach is underpinned by research, ensuring more sustainable outcomes for people and the planet.

Certified as a carbon-neutral business since 2020, our projects aim to reduce ecological impact and explore restorative opportunities or places and people. Working across a range of sectors where people live, work, learn and play, our inclusive design processes enable multiple voices to contribute to the vision for new spaces.



Arkadia Apartments Sydney, by OCULUS.

Since its formation in the early 1990s, OCULUS has focused on the everyday routine of daily life rather than on spectacle, style and event. It believes that public space design is most powerful when the skills and expertise of all disciplines are encouraged to mix freely and openly; when boundaries are blurred and potentials explored.

The cross-disciplinary design studio is committed to connecting people with their environment and each other. Its approach to The Canopy has been to listen and form ideas that respond to the site and future lifestyles of inner-city residents. By providing high levels of amenity built on a foundation of ecological sustainability, it aims to contribute to the precinct's public life positively.

CULTURAL ADVISORY

DOOLIEBEAL, Geelong by Murri Yul.



MURRI:YUL is the Wadawurrung meaning of merging the sky and the sea, land... the never-ending, unlimited. The team have over 30 years of experience and offer a unique approach to place and space using traditional knowledge and historical and anthropological layering to connect culture to place.

For The Canopy, MURRI:YUL was engaged to undertake cultural research and provide an Aboriginal perspective that has formed the conceptual foundation for the park and building. Its contribution of conceptual themes and indigenous knowledge systems has ensured that the cultural histories specific to this area are embedded into the design in a meaningful and respectful way.

SUSTAINABILITY CONSULTANT

Ruskin Elwood, designed by Fieldwork Architects and delivered in collaboration between Ruskin Property Group and HIP V. HYPE. Photographer Tess Kelly.



HIP V. HYPE is an ethical, socially conscious, environmentally focused property developer, sustainability consulting practice, and work share provider.

Collaborating to resolve more environmentally sustainable, more socially responsible and more commercially intuitive solutions for a better-built environment, HIP V. HYPE aims to influence and build a more equitable, resilient and prosperous future.

The practice's responsibility is to leave cities and regions in a better condition than they found them. For The Canopy, HIP V. HYPE guided the design team to enable best practice action on sustainability, ensuring this development achieves 5 Star Green Star rating.

Address

272 Normanby Road, South Melbourne VIC 3205

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