

# THE EDITION 517



**517-535 FLINDERS LANE, MELBOURNE**



ALEXANDER ROBERTSON





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# THE EDITION 517

Alexander Robertson & Co are pleased to offer a new benchmark in boutique office accommodation.

“The Edition” is a landmark office building with a desirable Flinders Lane address.

This low rise office building between King and Spencer Street is located a short distance from Victoria’s major public transport hub, Southern Cross Station.

“The Edition’s” proximity to Melbourne’s legal precinct, Crown Casino, Southbank and the Docklands, and not to mention walking distance to Melbourne’s world famous lanes which offer unlimited choices of bars restaurants and cafes.

Location is everything and “The Edition” is ideally located for you to take advantage of all the amenity that Melbourne’s Central business district has to offer.

If you are looking for boutique premium office accommodation, you must consider these high quality *New York style* offices with access to a tranquil rooftop garden and tennis court where you can escape the stressful office environment to a lush green oasis and relax or have a game of tennis on your lunch break.

Extensive public transport and car parking facilities with Wilson Parking in the basement and one of Melbourne’s largest public car parks directly opposite the building.

“The Edition” at 517- 535 Flinders Lane, Melbourne is a fantastic opportunity for owner occupiers or investors to purchase a unique strata title office in this exclusive Flinders Lane pocket.

If you require any additional information or you would like to arrange an inspection of this building, please do not hesitate in contacting the exclusive marketing agents, Alexander Robertson & Co.



## LOCATION

517-535 Flinders Lane is located on the southern side of Flinders Lane between King and Spencer Street within the Western end of Melbourne's CBD. The Western core is currently undergoing significant change mainly through the development of the Docklands precinct which also includes a recently completed major redevelopment of Southern Cross train station.

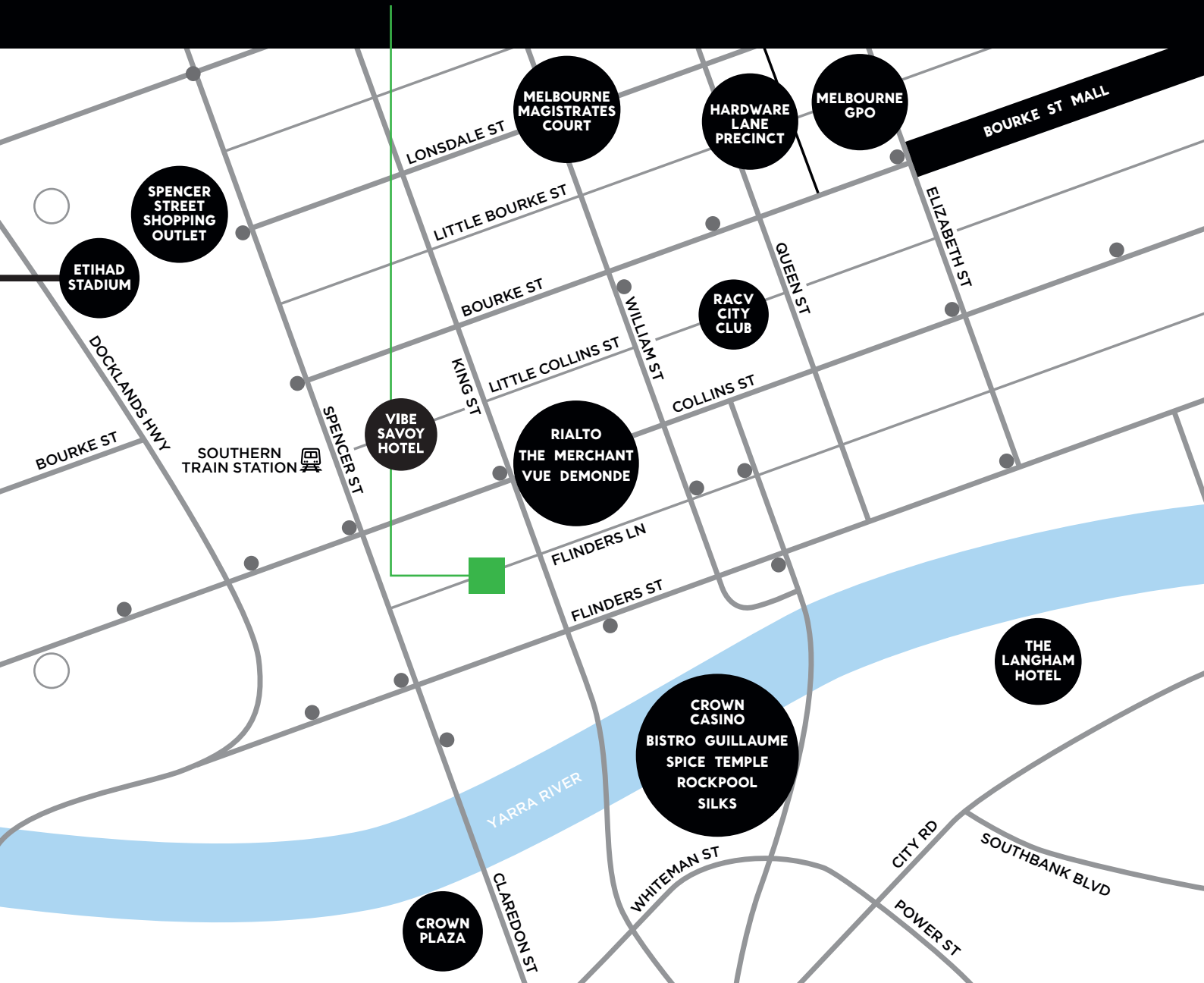
The property is surrounded by some of Melbourne's most prominent and iconic office buildings including 525 Collins Street (Rialto Towers), 530 Collins Street (former Australian Stock Exchange), 15W (15 William Street) and 563 Collins Street (Media House).

Public transport and vehicle access to the property is excellent. Trams operate along Collins and Flinders Street and trains service metropolitan Melbourne along with the city loop, while King Street is a major CBD entry point which provides direct access to the Westgate Freeway and City link. Multiple public car parking options are available close by.

The precinct has recently seen the addition of some of Australia's leading hospitality operators. They include Shannon Bennett's world acclaimed Vue De Monde and Guy Grossi's "The Merchant." Melbourne's world famous laneways also provide unlimited options for bars, cafes and restaurants, all within short walking distance from "The Edition."

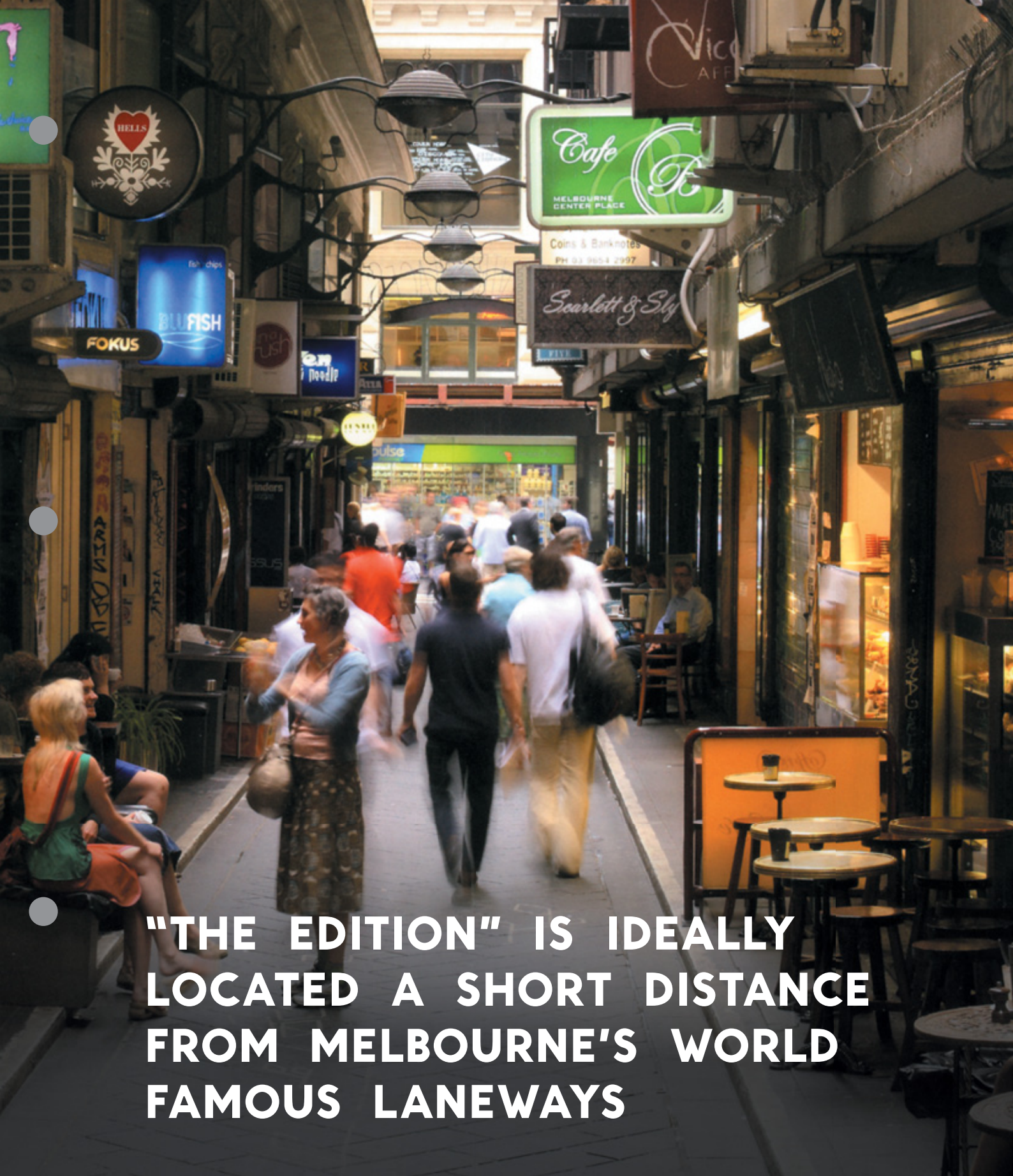
In addition to corporate activity in the immediate vicinity companies like ANZ, NAB, Myer, National Foods and the ATO have all committed to the closely located thriving Docklands precinct.

# THE EDITION 517



● TRAM STOPS





**"THE EDITION" IS IDEALLY  
LOCATED A SHORT DISTANCE  
FROM MELBOURNE'S WORLD  
FAMOUS LANEWAYS**





# THE BUILDING DETAIL

Built in the late 1980's, 517- 535 Flinders Lane is comprised of 2 strata title office buildings, with four levels which have recently been refurbished, giving "The Edition" a modern, elegant, contemporary feel.

A comprehensive revitalisation of common areas including foyers, hallways, bathrooms and kitchens, this superb strata title office building portrays a professional, corporate image to visitors and tenants.

Upgrades to building infrastructure provide occupiers of this quality building the comfort of climate controlled offices and reliable well presented lifts to ensure the comfort to anyone who enters the building.

The tastefully refurbished offices provide a spacious, open plan, naturally illuminated working space for any number of businesses seeking to own their own office in this outstanding location.

A proposed refurbishment of the existing rooftop area into a garden oasis is due to commence in the coming months will provide a fantastic outdoor amenity for the building occupants.

Serviced by all forms of public transport including Southern Cross station less than 500 metres away, and one of Melbourne's largest public car parks directly opposite. Commuting to your office has never been easier than this.

The edition has been transformed into an elegant high quality commercial office building that would suit a broad range of company's looking for unique modern office accommodation.





**ENTERTAIN YOUR  
CLIENTS AT ONE OF  
THE THREE QUALITY  
CAFES ONSITE**





# THE OFFICES

These tastefully refurbished New York style offices provide open plan, naturally illuminated working spaces, high quality dark carpet, clean white walls and high ceilings with exposed services, providing a spacious feeling throughout.

“The Edition” is a completely a unique strata office development which gives discerning buyers the opportunity to move away from the outdated and into contemporary stylish office accommodation.

Office suites from 92 square metres up to a whole self contained office floor of 488 square metres are currently being offered for sale at “The Edition.”

Overlooking the picturesque Flinders Lane with an abundance of natural light filtered by the greenery of the old oak trees, these unique offices are unlike any in Melbourne’s CBD.

A complete upgrade to all common area kitchen facilities, fully equipped with high quality fridges, microwaves and dishwashers.

Bathrooms have also been fully upgraded, contributing to the overall modern high quality standard of this property.





# RICE DESIGN

Awarded the assignment of redesigning 517-535 Flinders lane, Melbourne was award winning architectural designer Helen Rice.

Widely recognised for their innovative work, Rice design has created a stunning composition of refined style and functionality.

Rice design has been the recipient of many prestigious awards from such bodies as the Royal Australia institute of architects and the Urban development institute of Australia. Helen Rice has been widely published in respected architectural and design press.

The appointment of Rice Design for this project has been an outstanding success as the brief given to them, executed with precision and attention to detail, has given "The edition" the appearance that a grand building such as this deserves

**[RICEDESIGNSTUDIO.COM.AU](http://RICEDESIGNSTUDIO.COM.AU)**



A nighttime photograph of a busy city street. In the foreground, several trees are wrapped in warm white string lights. People are walking on a paved sidewalk, and a tram is visible in the background. The city skyline, including a prominent skyscraper, is illuminated against a dark blue sky. The text "BE AMONGST MELBOURNE'S ACTION" is overlaid in white, bold, sans-serif font.

**BE AMONGST  
MELBOURNE'S ACTION**



# CBD OFFICE MARKETS COMMENTARY

Melbourne's commercial property market is leading the way with CBD office vacancy rates amongst the lowest in Australia.

Demand for inner city office space is currently meeting supply of new stock on the market, resulting in upwards pressure on rents, providing owner occupiers and investors the motivation to consider purchasing strata title office's.

New supply of office accommodation is not expected to surpass net absorption until next year when a number of dockland developments are due for completion.

These factors are contributing to escalating rents in Melbourne's strata office markets giving landlords enhanced returns on their investments.

Many companies are being attracted by the potential for tax benefits and long term capital growth adding the overall financial durability of businesses bottom line.

With limited strata title offices available for sale throughout the CBD, new and refurbished properties with good accessibility and surrounding amenity, are always keenly sought by investors and occupiers looking for premises in a market with a diminished supply of quality stock.

This demand for inner city office space is only going increase as Victoria's population grows and national companies seek out Melbourne office space for its comparatively affordable rates.

The opportunity to purchase whole floors in strata title buildings is rare and many companies resort to occupying a number of smaller suites in the same building, leaving businesses disjointed and unable to operate as effectively as they would like.

The outlook for Melbourne's office market is for continuing undersupply to impact on rents, pushing up prices significantly which will impact heavily on business profitability an inevitably lead to smaller businesses getting squeezed out of a competitive market.

The only way for small to medium size companies to insulate against this escalation in rents, is to purchase a commercial premises, and op out of a competitive rental market.

With most analysts predicting official interest rates to fall even further in the coming months, this is expected to offer even more incentive for investors and owner occupiers, to purchase commercial property, as it out performs other forms of investment.



# OWNING VS. LEASING

Melbourne's population is growing faster than any other city in Australia, increasing the demand for inner city office space. Companies who are leasing their premises face the very real prospect of being priced out of the rental market. The opportunity for owner occupiers to get out of an extremely competitive rental market is one that should not be missed. Owning your premises will provide the ability to accurately forecast your company's financial obligations, so you will not be hit with unexpected rental increases which may affect your company's profit margins.

Renting a property can leave you at the mercy of the land lord in terms of rental increases and uncertainty. Buying an office can help you take control your company's future. As you establish your business and your client base grows, you should consider the effects that relocating may have on your business. With interest rates currently at between 6 - 7% and expected to fall, you may find buying a property as affordable as leasing. Leasing your office suite over a long period of time means that you are effectively working towards increasing your landlord's wealth. Purchasing a property contributes to your company's capital value.

Owning your premises gives you the freedom to customise the space to meet your exact requirements without the having to remove the "fit out" at the expiry of your lease which can be a costly exercise. The benefits of buying a refurbished office at 517-535 Flinders Lane, are that this purchase can assist in tax minimisation by claiming annual deductions for depreciation on:

- Fixtures and fittings
- Building and structural improvements
- A portion of common area and equipment

Strata title offices in the western end of Melbourne's CBD are rarely offered for sale, and when are, demand is often greater than supply. There is limited space available at 517-535 Flinders Lane, so anyone concerned with the long term security and stability of their company's future should seriously consider purchasing and moving away from the cycle of renting.

\*QUOTE FROM SAVILLS







**DINE WITH AUSTRALIA'S  
LEADING CULINARY MAESTROS**

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For Further information or to arrange an inspection of this building, please do not hesitate in contacting the exclusive sales and marketing agents, Alexander Robertson & Co.

**DAVID COMBES**  
DIRECTOR - SALES & LEASING  
dcombes@alexrobertson.com.au  
0407 533 164

**BRONSON SHELTON**  
EXECUTIVE - SALES & LEASING  
bshelton@alexrobertson.com.au  
0413 933 209



ALEXANDER ROBERTSON

