

Anchor Place

11-13 Anchor Place, Prahran

BROUGHT TO YOU BY

Ênsons

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A Place To Be Yourself

Introducing a place where considered spaces connect to the heart of celebrated Prahran.

A place built on the idea that well-designed apartments should reflect the needs of the end-user.

A place where clever, flexible interior solutions maximise living spaces. Contrasted against Prahran's urban textures, Anchor Place provides apartment living where less is more, and where you can do more with less.

Introducing Anchor Place by Bensons Property Group.





Greville Street



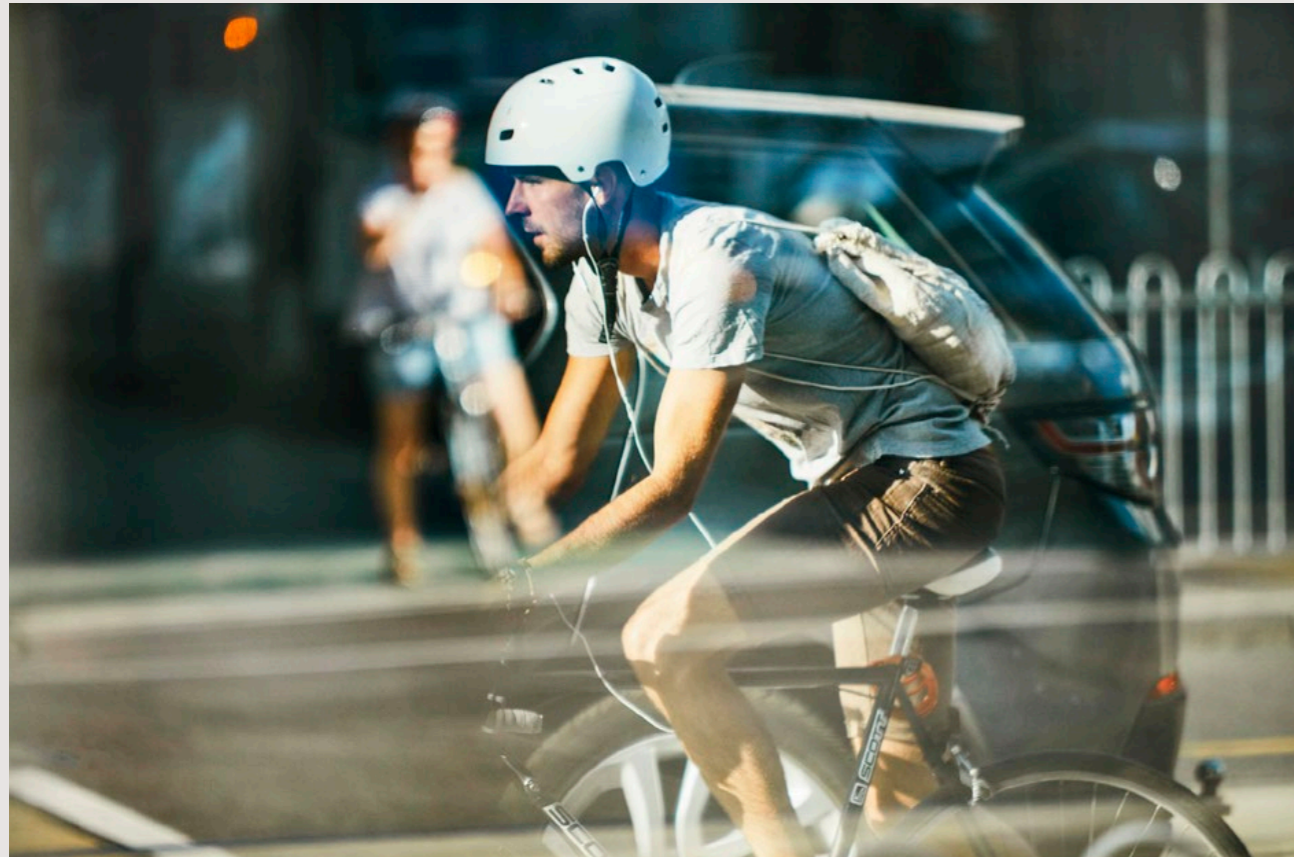
Prahran Park



Chez Olivier, Greville Street

Welcome to Prahran

Bensons invites you to experience the lifestyle you want, with the liveliness you desire. From the colour and fragrances of the Prahran Market, the buzz of Chapel Street, dining experiences along Greville Street to the expansive surrounding parks, Anchor Place provides an unrivalled opportunity to let individuality take centre stage.



Anchor Place

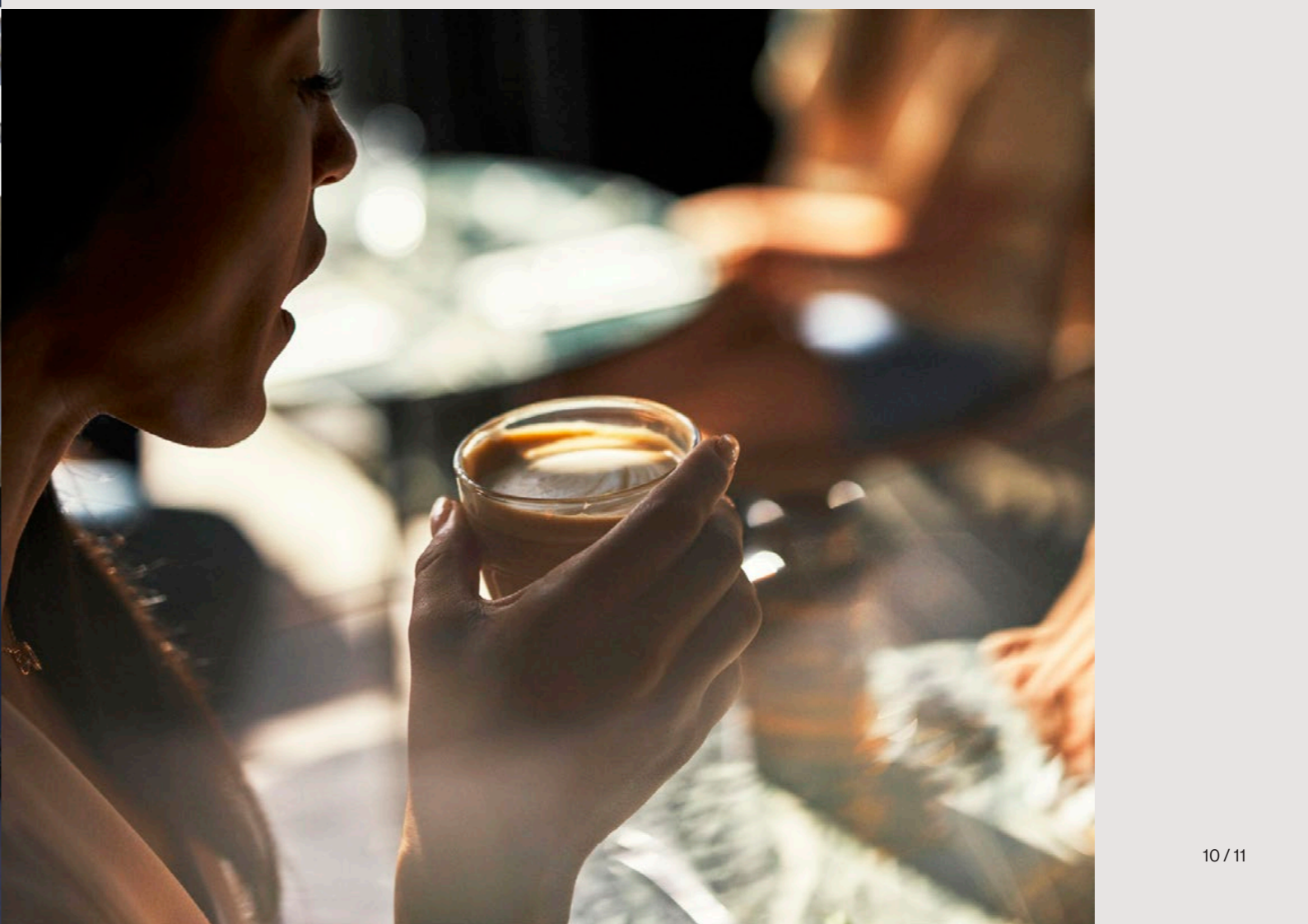
Location



Prahran Square



Conway Buildings, Chapel Street





Maha East, Chapel Street



Angus & Bon, Greville Street

With venues catering to every taste and a constantly evolving nightlife scene, Prahran provides a world of choice ready to explore.



Hawker Hall, Chapel Street





The Evolution of Chapel Street

Now one of the most important shopping strips in Victoria, Chapel Street was named after the first church in Prahran, an Independent Church built 100 metres north of Malvern Road on the east side, between 1850 and 1852.

From its beginning this area between Toorak Road and Dandenong Road was a trading and shopping street with flour milling, butchers, bakers, drapers, boot makers, general stores, carpenters, bricklayers, farriers, blacksmiths and a chemist.

At the start of the 20th century large multi-level emporiums and department stores began to spring up in the Prahran section of the street. At this point, Chapel Street rivalled the CBD as Melbourne's premier shopping destination.



Scanlan Theodore, Chapel Street



Gelato Messina, Chapel Street



Prahran Market

In the 1970s, Pran Central opened as a major shopping mall, and in the 1980s, the Jam Factory and Como Centre at the South Yarra end, were the biggest developments to affect the character of the street.

The area is still in constant evolution and today features a resurgence of young Australian designers, international brands and vintage treasures alongside acclaimed bars and restaurants. Most recently, planning is underway to redevelop the nearby Jam Factory into a multi-million dollar mixed-use precinct. Prahran and its surrounds are a true reflection of Melbourne's ever changing fabric and lifestyle.



Ines Wine Bar, Chapel Street



Port Philip Bay
3km

Albert Park Lake
1.5km

A
P

Alfred Hospital
3km

Royal Botanic Gardens
3km

Prahran Market /
Coles & Woolworths
600m

Melbourne CBD
5.5km

Melbourne Cricket Ground
4km

Prahran is located 5km from Melbourne's Central Business District, is close to St Kilda Beach and Albert Park Lake, and shares its borders with affluent South Yarra and colourful Windsor.



South Yarra

Prahran East

Prahran

Windsor

Anchor Place

1 Arts / Education / Health	2 Food / Drink (Continued)
1.1 Alternating Current Art Space	2.26 The Smith
1.2 Chapel Off Chapel	2.27 Tokyo Tina
1.3 Mars Gallery	2.28 Tusk
1.4 Prahran High School	2.29 Hawksburn Village
1.5 South Yarra Pre-School	2.30 Windsor Deli
1.6 Prahran Aquatic Centre	2.31 Windsor Castle Hotel
1.7 The Avenue Hospital	2.32 Yoku Ono
1.8 Anna Papas Gallery	2.33 The Flying Duck
1.9 Justin Art House Museum	2.34 Woodland House
2 Food / Drink	2.35 Rock Sugar
2.1 Amici Bakery	2.36 Fourth Chapter
2.2 Angus & Bon	2.37 Mount Erica Hotel
2.3 Betty's Burgers	2.38 Entrecote Restaurant
3 Fashion / Lifestyle	
3.1 Aesop	
3.2 Dymocks	
3.3 Goodbyes	
3.4 Kookai	
3.5 Lululemon	
3.6 Nike	
4 Parks	
4.1 Chris Gahan Reserve	
4.2 Gladstone Gardens	
4.3 Grattan Gardens	
4.4 Prahran Skate Park	
4.5 Windsor Siding	
4.6 Victoria Gardens	
5 Fitness	
5.1 12RND Fitness	
5.2 Body Fit Training	
5.3 CorePlus	
5.4 F45	
5.5 Humming Puppy	
5.6 Kaya Gym	
5.7 REVL Training Program	



An evolving landscape

By mid-2022, construction of the Mount Street Precinct Parks and Shared Zones is scheduled to be underway. This project will introduce a series of community parks and pedestrian-friendly shared streets, spanning from Bangs Street to Chapel Street.

With Anchor Place being nestled among the greenery, the Mount Street Precinct will provide a vibrant communal backyard for residents and locals alike.

Mount Street Precinct Masterplan Implementation Stonnington City Council



The Mount Street precinct is set to see construction of the new Anchor Park, Mouclif Park, the new Bangs Park and the transformation of Regent Street into a people-first shared zone, with wider footpaths incorporating contemporary paving materials, tree planting and a new road pavement.

The upgraded surrounding area will feature planted rain gardens and Pocket Parks with large dense shrub planting. All of the ground-covers, shrubs and grasses used throughout the Precinct are native species, with many indigenous to the area.



Anchor Park



Anchor Park



Anchor Place shared zone



Bangs Street Park



Mouclif Park



Remo Park



Remo Park



Pocket Park Solar Lights



Ianella Caerulea



Grevillea Lanigera



Carex Apressa



Lasiopetalum Behrii

A
Place
Where
Form
Follows
Function





Artist Impression – Communal space

Set back from Chapel Street, the architectural response from Fender Katsalidis and Sora Interior Architecture & Design presents practical and refined living spaces across nine levels. The facade is cloaked in vertical batons which rise above its surroundings, engaging and responding to the rich character of the local area.

Here, natural materials and raw textures combine to create a sculpted form rich in crafted details. Additionally, the garden oasis of the open-plan communal area provides the perfect retreat from the pace and energy of Chapel Street merely a few steps away.





A
Place
To
Arrange
And
Rearrange



Artist Impression – kitchen with modular shelving

Highly functional interiors are designed to be warm and inviting, as well as being flexible and tailored to your needs.

Smart spaces are achieved through a considered approach to multi-purpose living areas and modular shelving, along with a restrained, fresh and natural interior palette. Beyond this, carefully considered materials and finishes provide the perfect backdrop for residents to further express their personality.



Warm kitchens feature a combination of stone and timber with these spaces defined by signature elements such as linear overhead shelving, timber framed details and seamless joinery.

Smart home technology provides added convenience and security through wirelessly controlled GPOs, keyless entry and an integrated intercom. This functionality can be easily accessed through your phone or tablet.

Artist Impression – concealed study with modular shelving







Artist Impression – study / living space



Artist Impression – bedroom





Artist Impression – Bathroom vanity and framed mirror with timber shelving



Lighter accents feature in the bathrooms, with timber framed vanities and shaving cabinets, as well as white accents and classic stone styles used throughout.

A Place For Ongoing Growth

Investment Opportunity

Anchor Place presents a unique investment opportunity based on high rental demand and being situated in such an enviable location.

Ten Years

Over the past 10 years, there has been a significant increase in the median house prices in Prahran, Stonnington and Boroondara.¹

60.8%

The dwelling density of Prahran and Stonnington is noticeably higher than Boroondara and the Greater Melbourne average. This is reflected by high density dwelling structures being extremely prevalent in these areas, with approximately 60.8% flats / units and apartments and 27.4% semi-detached / townhouses in Prahran.³

59.3%

Approximately 59.3% of all households in Prahran are rented, signalling the presence of a strong property investment market in the area. This trend extends to the wider Stonnington area, with approximately 48.3% of all households in Stonnington being rented.²

25-34

There is a significant proportion of young adults aged 25-34 living in Prahran. This demographic represents 34.1% of the suburb's resident population compared with 16.3% across greater metropolitan Melbourne.⁴

13,951

There are approximately 14,000 employees at nearby Alfred Hospital. Additionally the facility has 740 doctors in-training. Alfred Health offers a range of specialised services including cutting-edge treatments along with a brand new specialist melanoma and skin cancer centre opening in 2024.⁵



St James Park, Hawthorn



Liberty One, Footscray



Vanguard, Malvern

A Place By Bensons

Each Bensons Property Group development is a showcase of architectural design, quality finishes and a desirable lifestyle. To consistently deliver at this high benchmark, Bensons works with passionate experts who share their distinctive vision.

Anchor Place is no exception, bringing together the award-winning studios of Fender Katsalidis and Sora Interior Architecture & Design.

“Pahran is a bustling suburb with a unique mix of delectable dining experiences, verdant parklands and village-like markets and retail offerings; bursting with vibrant lifestyle opportunities for residents.”

Here at Bensons Property Group, we have worked tirelessly to create a collection of residences that perfectly encapsulate the essence of Pahran; energetic, versatile, modern and geared for growth.”

Elias Jreissati AM, KJGC
Group Chairman and Founder
Bensons Property Group



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