

PERMIT APPROVED

FOR SALE



# PROMENADE TOWER

38 FRESHWATER PLACE  
& 25 POWER STREET

**SOUTHBANK**

PREMIUM 3,096SQM\*  
LANDHOLDING

UNREPEATABLE APPROVAL FOR  
A 273 METRE\* 71 LEVEL TOWER

FOR SALE VIA INTERNATIONAL  
EXPRESSIONS OF INTEREST CLOSING  
**FRIDAY 19TH MAY 2017 AT 2.00PM**



**CBRE CITY SALES**

MELBOURNE'S FINEST | 墨尔本首选

PROMENADE  
TOWER



LAST OPPORTUNITY TO SECURE SOUTHBANK'S  
PRESTIGE QUARTER AND NEIGHBOUR RENOWNED  
DEVELOPMENTS INCLUDING ONE QUEENSBIDGE  
AND AUSTRALIA 108



ARTIST IMPRESSION

SIGNIFICANT POWER STREET FRONTAGE



ARTIST IMPRESSION

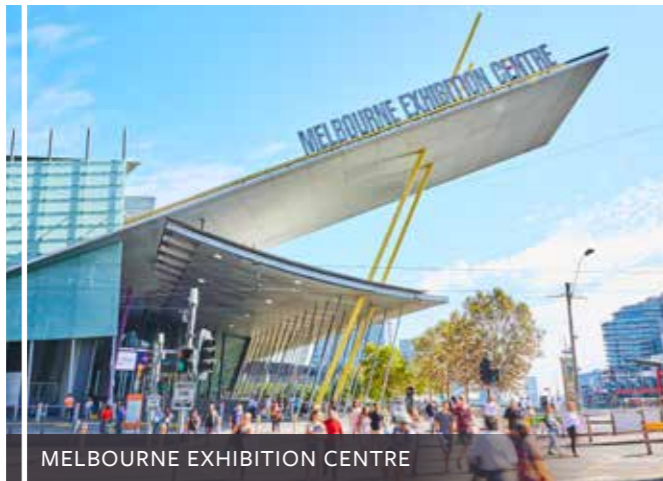
LAVISH GROUND FLOOR RETAIL





SOUTHBANK'S CROWN CASINO AND ENTERTAINMENT COMPLEX

**SOUTHBANK**  
MELBOURNE'S VIBRANT WATERFRONT CULTURAL AND COMMUNITY HUB IS RENOWNED FOR ITS ARTS PRECINCT, LUXURY RETAILERS AND WORLD FAMOUS DINING AMENITIES



MELBOURNE EXHIBITION CENTRE



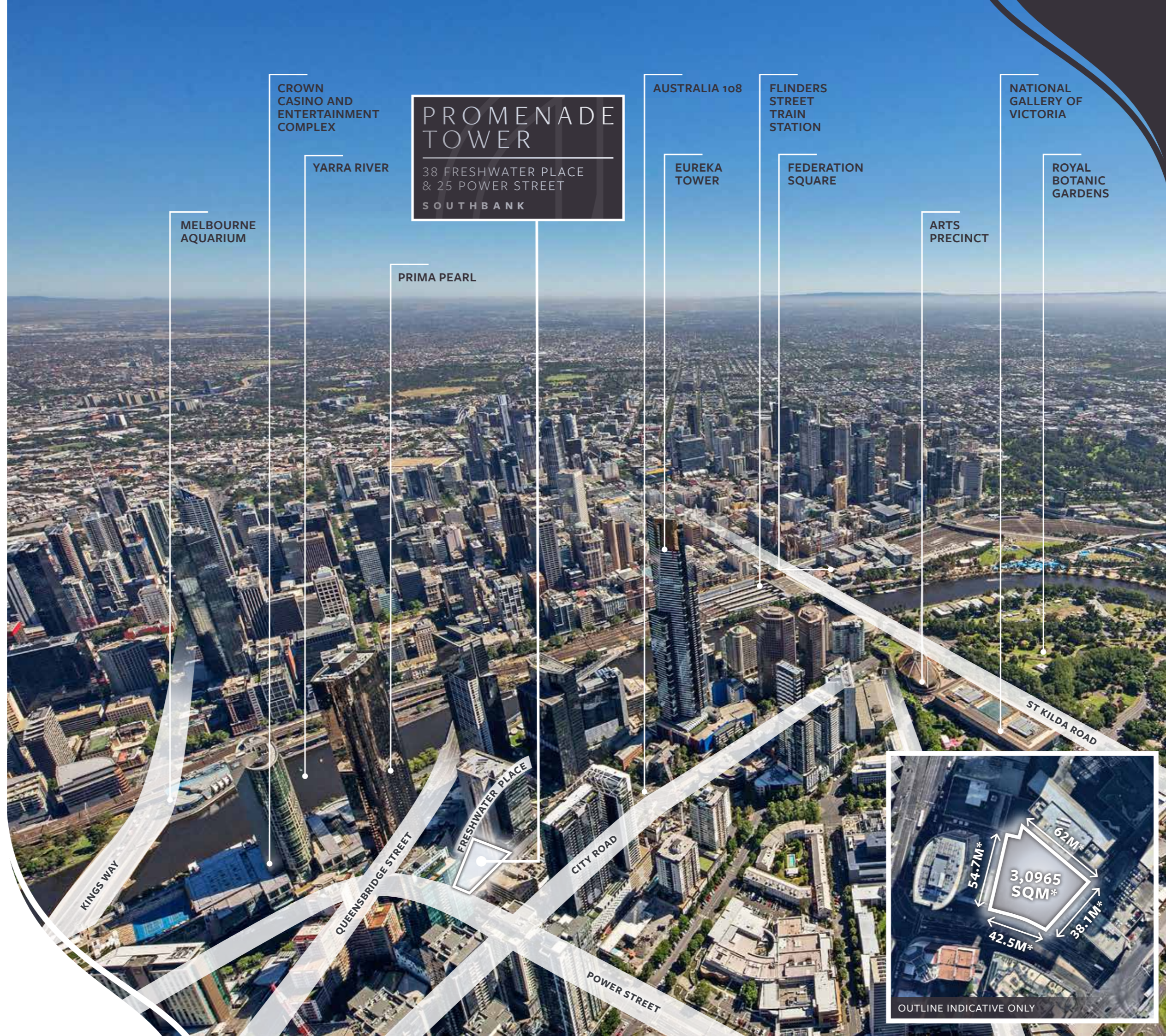
ARTS PRECINCT



SOUTHBANK PROMENADE



SOUTH WHARF'S RETAIL AND DINING PRECINCT



**PROMENADE TOWER**  
38 FRESHWATER PLACE & 25 POWER STREET  
SOUTHBANK

CROWN CASINO AND ENTERTAINMENT COMPLEX

YARRA RIVER

MELBOURNE AQUARIUM

PRIMA PEARL

AUSTRALIA 108

EUREKA TOWER

FLINDERS STREET TRAIN STATION

FEDERATION SQUARE

NATIONAL GALLERY OF VICTORIA

ROYAL BOTANIC GARDENS

ARTS PRECINCT

KINGS WAY

QUEENSBRIDGE STREET

FRESHWATER PLACE

CITY ROAD

POWER STREET

ST KILDA ROAD



# PROMENADE TOWER

38 FRESHWATER PLACE & 25 POWER STREET  
SOUTHBANK

- Oversized landholding of **3,096sqm\*** perfectly positioned next to Crown Casino's entertainment complex
- An opportunity to deliver one of Melbourne's last remaining super towers
- Permit approved for a **273m\***, **71 level** tower providing outstanding views of the Melbourne CBD and Port Phillip Bay
- Permit provides for a mixed use development featuring high end apartments, a luxurious hotel and prime retail
- Unrivalled direct interface with the **\$1.75 billion** development of Crown Casino's "One Queensbridge Street", comprising a 6-star luxury Hotel with exclusive residences



# THE HIGHEST QUALITY POTENTIAL VIEWS

ROYAL BOTANIC  
GARDENS

ST KILDA ROAD  
BOULEVARD

SOUTH MELBOURNE  
RETAIL AND DINING  
PRECINCT

SHRINE OF  
REMEMBRANCE

ALBERT PARK LAKE  
GOLF COURSE

PORT  
PHILLIP BAY

AUSTRALIAN  
CENTRE FOR  
CONTEMPORARY  
ART



FOR SALE VIA INTERNATIONAL  
EXPRESSIONS OF INTEREST CLOSING  
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FOR FURTHER INFORMATION PLEASE CONTACT THE CONJUNCTIONAL SALES AND MARKETING AGENTS

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\*Approximately. The information in this document is general in nature and is a guide only.

It does not take into account your individual circumstances. Before acting you should check the accuracy of the information and seek your own independent financial and legal advice. The information must not be relied upon to make any investment decisions. The principal and its agent will not be liable for your failure to verify the information or seek appropriate advice.