

NEW CHARSFIELD

478 ST. KILDA RD

CLASSIC STYLE FOR
A MODERN WAY OF LIFE

FOREWORD

NEW CHARSFIELD

"New Charsfield offers a contemporary life of timeless sophistication. The 1889 heritage mansion and its manicured gardens provide residents with a proud entrance, while inside the elegant new tower a range of exclusive clubhouse facilities and thoughtfully crafted residences combine to create a premium new home inspired by a prestigious St Kilda Road address. This close collaboration of premier designers, ROTHELOWMAN, Hecker Guthrie and Jack Merlo, delivers a new standard of Melbourne living in every detail."

EBG, DEVELOPER





NEW CHARSFIELD

GRAND HERITAGE

The architect of the Charsfield mansion, Charles Webb, (1821-1898), also designed several of the city's iconic buildings including Melbourne Grammar, Royal Arcade and The Windsor Hotel. The Charsfield mansion is significant for its well-composed Italianate form and its connection to this location's long history as a distinguished residential area.

NEW CHARSFIELD

FROM THE OLD COMES THE NEW

New Charsfield takes its inspiration, and its name, from the heritage listed Victorian era mansion which occupies this location. Built in 1889, Charsfield is the oldest house still standing on St Kilda Road. The building's grand composition and finely detailed architecture now influence the design of a sophisticated new tower at this address.









NEW CHARSFIELD

A MODERN CLASSIC

"From the very first principals, we've sought to celebrate the Charsfield mansion. The incurvature of the tower is double the height of the heritage house, nestling it within an elegant visual frame. Rising above, the graceful new structure of New Charsfield has a clean, pure form, with a series of curved bands around the façade and a terrace for every apartment to fully appreciate this location's superb views and surroundings."

ROTHELOWMAN, ARCHITECT

NEW CHARSFIELD

478 ST. KILDA RD

ALBERT PARK LAKE
1 MINUTE

CROWN CASINO
6 MINUTES

CBD
5 MINUTES



ARTS PRECINCT
3 MINUTES

ROYAL BOTANIC GARDENS
3 MINUTES

FAWKNER PARK
1 MINUTE

SPORTS PRECINCT
8 MINUTES



NEW CHARSFIELD

Melbourne has repeatedly been voted 'The World's Most Liveable City', and with trams, major roads and dedicated bike lanes on the door, everything is easily accessible from New Charsfield.

ART & CULTURE

01. Shrine of Remembrance
02. Hamer Hall/Arts Centre
03. Melbourne Recital Centre
04. NGV
05. ACCA

FOOD & DINING

06. The Press Club
07. Kettle Black
08. Entreçôte
09. Prahran Grocer
10. Proper and Son
11. Hunters Kitchen
12. The Willows
13. Bistro Giton
14. Tall Timber Eatery
15. The Emerson
16. West Village Cafe
17. Slater Street Bench

FOOD & DINING

18. France-Soir
19. Prahran Market
20. Prahran Hotel
21. The Botanical

LUXURY RETAIL

22. H&M
23. Emporium
24. Chanel
25. Louis Vuitton
26. Collins Street Luxury Retail
27. Bourke Street Mall
28. Melbourne Central
29. MECCA Cosmetics

EDUCATION

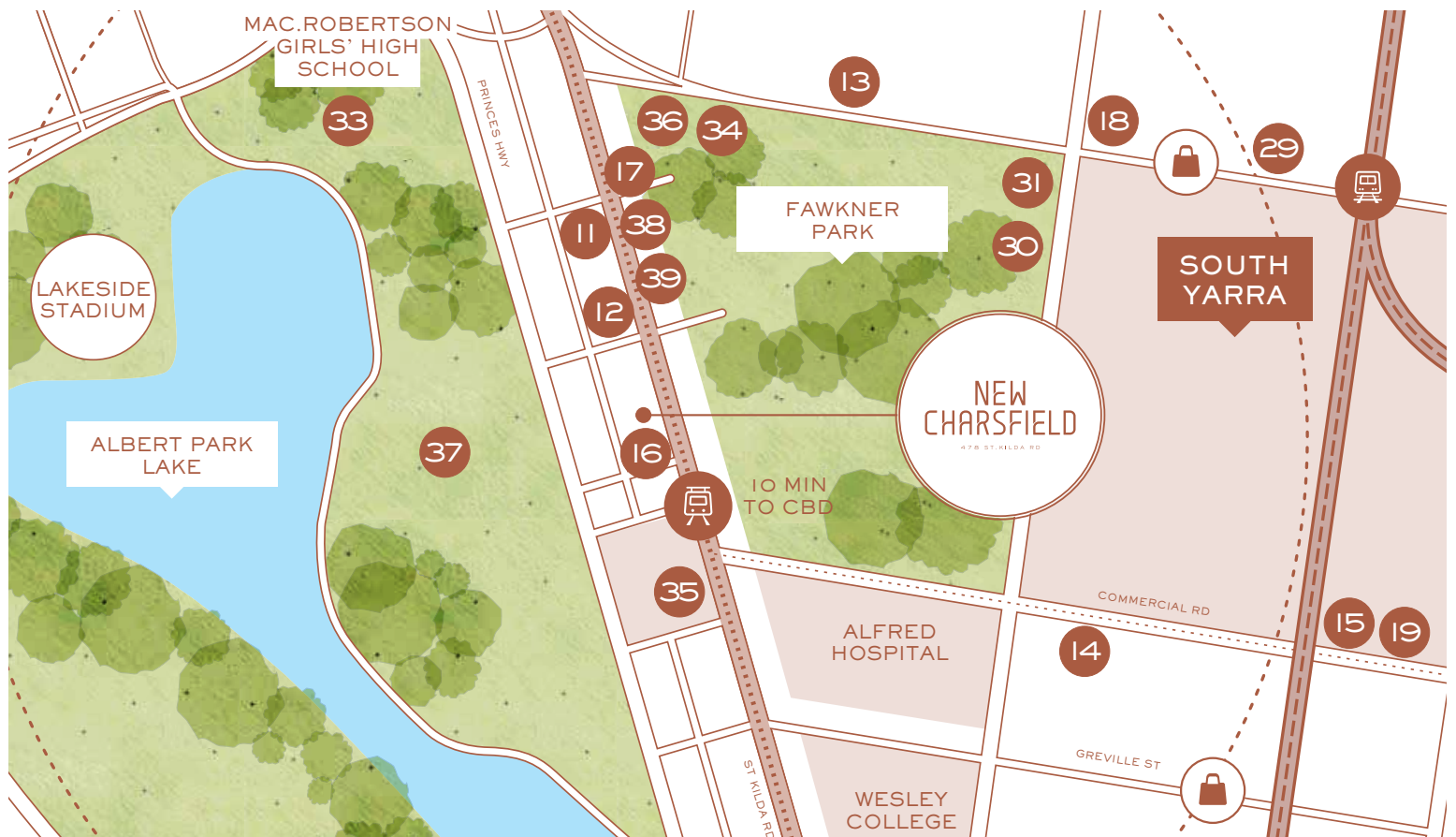
30. South Yarra Primary
31. Christ Church Grammar
32. Melbourne Grammar
33. Mac.Robertson Girls' High
34. Fawcner Park Child Centre & Kindergarten

SPORT & RECREATION

35. Tennis World Albert Reserve
36. Fawcner Park Tennis Court
37. Albert Park Golf Course
38. Genesis Fitness

CONVENIENCE

39. Pharmacy





CBD

PARLIAMENT STATION

FITZROY GARDENS

3 KM

LONSDALE ST

BOURKE ST

COLLINS ST

SOUTHERN CROSS STATION

FLINDERS ST STATION

FEDERATION SQUARE

YARRA PARK

SOUTHBANK

2 MIN TO CBD

2 KM

ROD LAVER ARENA

MCG

ARTS PRECINCT

MELBOURNE SPORTS PRECINCT

HISENSE ARENA

SOUTH WHARF

CROWN CASINO

AAMI PARK

SOUTH MELBOURNE MARKET

ROYAL BOTANIC GARDENS

5 MIN TO CBD

1 KM

MELBOURNE GRAMMAR SCHOOL

MAC. ROBERTSON GIRLS' HIGH SCHOOL

ST VINCENT GARDENS

DOMAIN RD

SOUTH YARRA STATION

LAKESIDE STADIUM

FAWKNER PARK

NEW CHARFIELD

ALBERT PARK VILLAGE

MSAC

ALBERT PARK LAKE

SOUTH YARRA

10 MIN TO CBD

ALFRED HOSPITAL

14

WESLEY COLLEGE

GREVILLE ST

MIDDLE PARK

ST. KILDA

PORT PHILLIP BAY

HIGH ST

20

COMMERCIAL RD

TOORAK RD

PUNT RD

PUNT RD

ST KILDA RD

CHAPEL ST

PRINCES HWY

THE LOCATION

New Charsfield is perfectly positioned on St Kilda Road. This grand, tree-lined boulevard leads directly into the heart of the CBD and is one of Melbourne's most sought after locations. New Charsfield is surrounded by the expansive green spaces of Fawkner Park and Albert Park, with popular Prahran, South Yarra and St Kilda all close by.









THE LADY CLARKE MEMORIAL



The city's luxury retail, world class universities, famous arts precinct and fine dining scene, as well as popular South Yarra and St Kilda, are all just moments away.







WILLIAMSTOWN

SANDRINGHAM
LINE



PANORAMIC VIEWS

New Charsfield offers sweeping views over the green expanses of Fawcner Park, the bright lights of the Melbourne cityscape, and the serene waters of Albert Park Lake and Port Phillip Bay.



The beaches, bayside trails and vibrant foreshore life of St Kilda are all just a few minutes from New Charsfield.







DETAIL & CRAFTSMANSHIP

The precise attention to detail and the superb artistry of the Charfield mansion has inspired every member of the design team behind this address's new residential tower. Echoes of the mansion's refined architecture can be found throughout the grand communal spaces, the distinguished gardens and the exquisite residences.





INTUITIVE & RESPONSIVE LIVING SPACES

"The residences of New Charsfield combine traditional, grand living spaces with contemporary interior design, flexible floorplans, natural light and stunning views. Our careful selection of materials creates a sense of theatre in every home."

HECKER GUTHRIE, INTERIOR DESIGN











Kitchens are designed with clean geometry,
a neutral palette, stone benchtops and
integrated gourmet appliances.



INTRODUCING
CHARSFIELD CLUBHOUSE



←

SHORT PAGE
TO BE TRIMMED TO
120MM IN WIDTH

←

LIVE A MODERN
CLASSIC LIFE

New Charsfield is not only about living at one of Melbourne's most prestigious locations in an impeccably designed apartment. New Charsfield residents also enjoy exclusive access to a range of premium services and finely appointed communal spaces.





PRIVATE GARDEN
COURTYARD WITH BBQ

PRIVATE INDOOR
DINING

< QUEENS LANE >

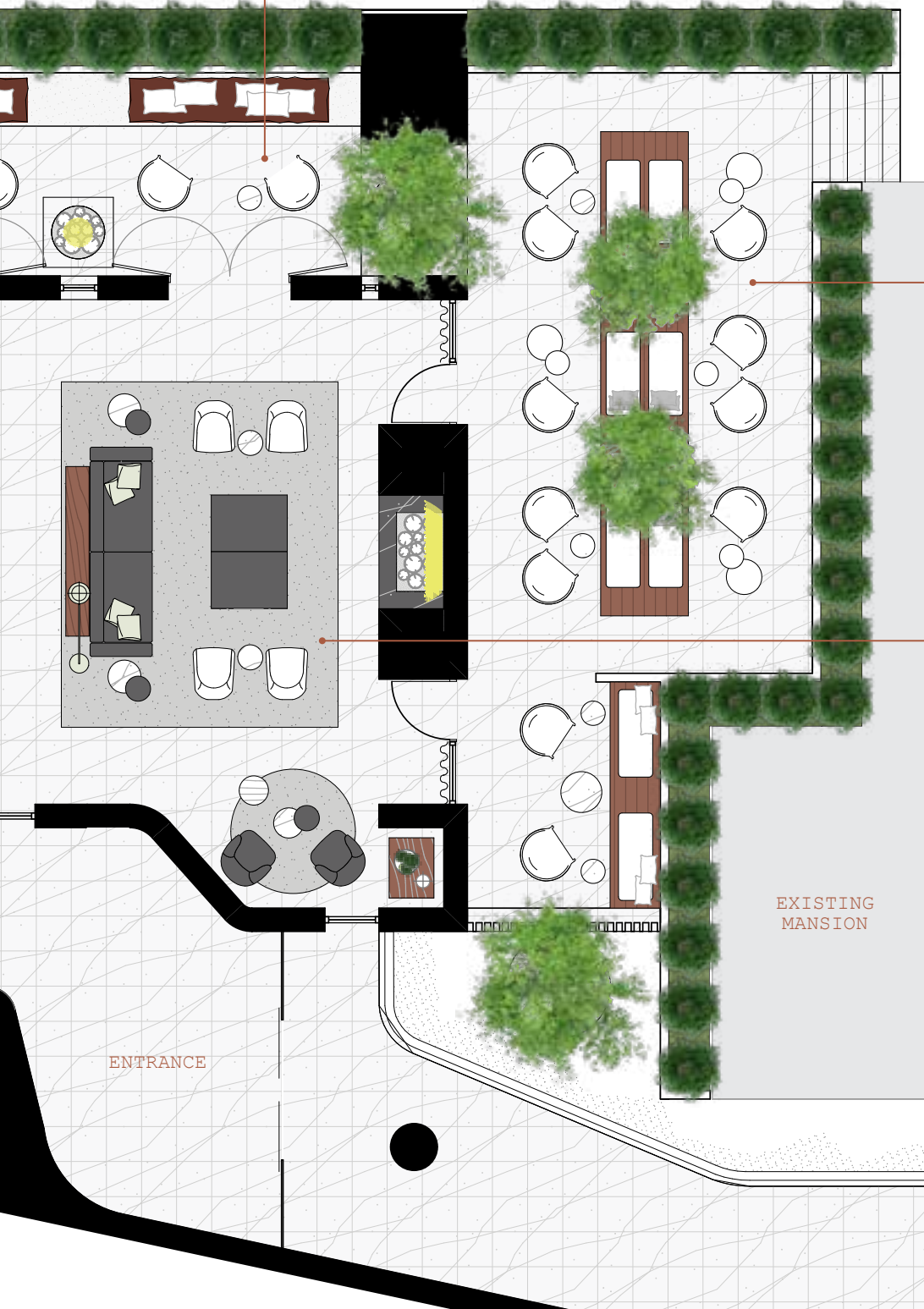


CHARSFIELD CLUBHOUSE

The Charsfield Clubhouse has been designed to offer elegant spaces of serenity and style. Entertaining is key, from the grand dining room to the landscaped gardens and cosy areas around the lounge.

PRIVATE OUTDOOR TERRACE
WITH FIREPLACE

^
MELBOURNE CBD



OUTDOOR
GARDEN TERRACE
WITH DINING

LOUNGE WITH
FIREPLACE

< ST KILDA ROAD >

EXISTING
MANSION

ENTRANCE











ARTIST IMPRESSION: CLUBHOUSE GRAND DINING ROOM













TIMELESS SOPHISTICATION

True sophistication never goes out of style.
At New Charsfield, vintage charm meets modern comfort,
with a sense of classic design to ensure the grand
history of this prestigious address will endure
for generations to come.

A UNIQUE VISION



EBG

EBG is committed to excellence in creating prestigious properties that reflect quality, sophistication and elegance. With a five star approach to every project, EBG aims for a harmonious blend of architecture and design, bringing together the best collaborators in their fields.

UNITED IN DESIGN

ROTHELOWMAN ARCHITECTURE

Established in 1991 and led by respected Melbourne architects, Shane Rothe and Kim Lowman, ROTHELOWMAN creates projects for Australia's premier private and public organisations, designing structures that enhance their surrounds, add value to their urban or natural landscapes and, importantly, stand the test of time.

HECKER GUTHRIE INTERIOR DESIGN

Hecker Guthrie is a multi-disciplinary practice driven by the principles of authenticity, consideration and enthusiasm. Drawing on their expertise in integrating interiors, building, objects and gardens, they understand the relationship that all of these disciplines have on creating cohesive, honest and authentic spaces.

JACK MERLO LANDSCAPES

Jack Merlo Design (JMD) is a fully integrated landscape design and construction practice that creates simple, elegant and unique outdoor spaces of the highest standard. With an emphasis on purity of shape and form, and the precise execution of designs, JMD is highly respected for its understated and practical solutions.

URBAN DEVELOPMENT MANAGER

Since 2009, the expert team at Urban has successfully developed and delivered more than \$2 billion worth of residential, commercial, retail, industrial and master-planned projects. Urban is trusted by leading financial institutions and publicly listed real-estate businesses, with a reputation for bringing the very best service to clients.

360° PROPERTY GROUP SALES AGENT

360° Property Group is Australia's leading residential development sales and marketing agency. With over 30 years of combined experience working with the country's largest public and private companies, 360° Property Group has offices in Melbourne, Sydney and Brisbane and is responsible for over 18,000 residential apartment sales to date.



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