

OUTSIDE THE SQUARE

A new boutique project, The Alexandra, combines absolute luxury with a prime Kew location

“There’s no point in doing what everyone else is doing. I try to look outside the square,” says Paul Franze, director of Franze Developments and Property View Constructions. With his latest development, The Alexandra in Kew, he is creating apartments of enviable luxury, space and amenity.

The Alexandra is in a prime location near Kew Junction and opposite Alexandra Gardens with its winding paths and pretty Edwardian rotunda. The site takes advantage of the best that Kew has to offer in the way of lifestyle, schools and convenience, and the apartments are aimed at people looking for sophisticated living that rivals the family home in size.

The building is designed by architects Tamara Dunkley and Rohan Appel of ADDARC with interiors by Paul Hecker and Rita D’Souza of Hecker Guthrie.

“It’s very contemporary and minimalist, with floor-to-ceiling glass to pick up the

“THE GLAZING WILL BE LIKE A PICTURE FRAME OF THE PARK” – PAUL FRANZE

garden views. The glazing will be like a picture frame of the park,” Paul says.

The configuration of the 25 apartments is surprising with two-, three- and four-bedroom dwellings. Two-bedroom apartments begin at 90 square metres and they range up to the penthouse of 336.5 square metres internally plus a 297 square metre terrace.

The fit-out is virtually unprecedented, and certainly sets a new benchmark for the eastern suburbs. All kitchens will have Sub-Zero fridges, freezers and wine fridges, Wolf ovens and cooktops, Blum hardware and soft-close fittings.

Many of the units will have butler’s pantries, but all have 2-pac and American-oak veneer joinery. Island benches have an integral stone sink.

French oak will be used throughout for the floors. Buyers will have the option of carpet in the bedrooms instead of oak.

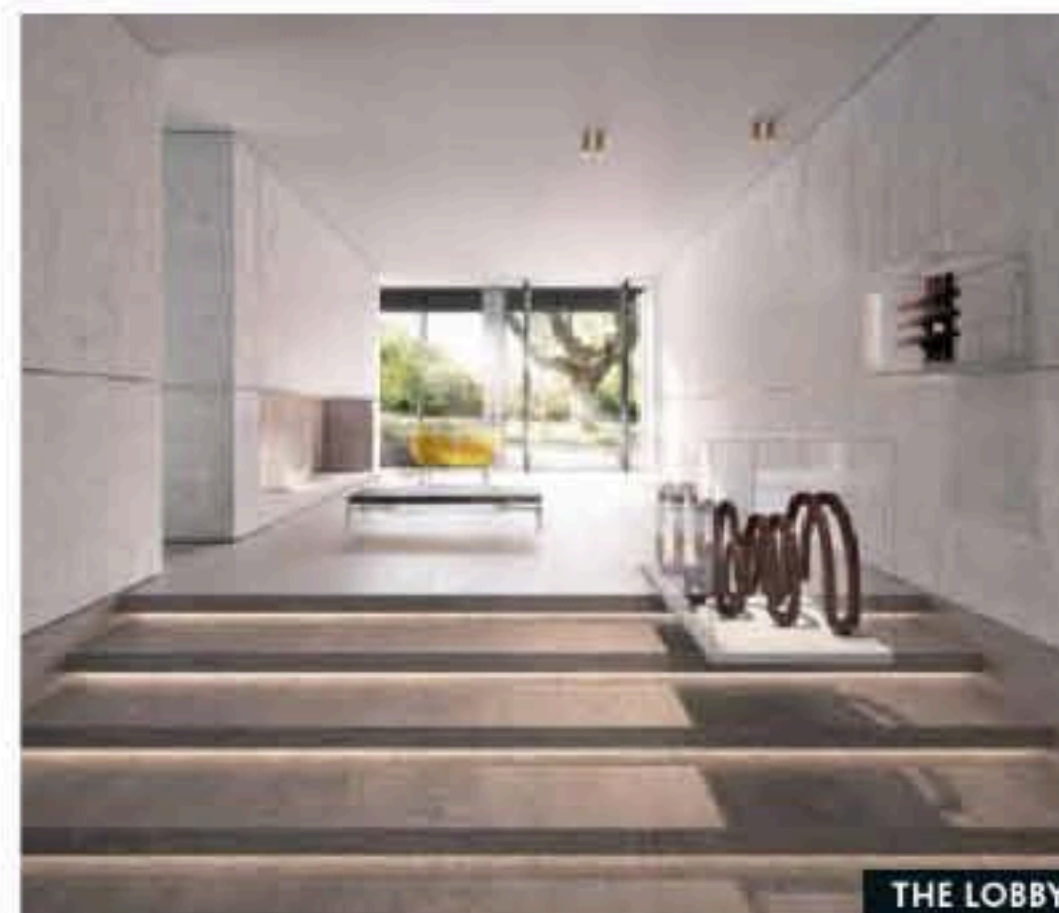
In the bathrooms, walls and floors are lined in select marble with the vanity basin carved from a solid block of marble. Each apartment has at least one bath. Many en suites have a freestanding bath served by an aged brass floor spout.

The high quality of the fit-out continues in the bedrooms, which have custom-made wardrobes with integral lighting and custom handles. “They are beautifully crafted and detailed. Some of the drawers are clad in leather,” Paul says.

Laundries are often a forgotten corner but in The Alexandra every apartment will be equipped with an Asko washing machine and dryer, plus an Asko drying cupboard with



THE ALEXANDRA \ FACADE



THE LOBBY

the equivalent of 16 metres of hanging space. Four apartments, including the penthouse, will have private lift access. All have ducted heating and cooling and an ethanol fireplace. Upper levels have winter-garden terraces with a glazed louvre system.

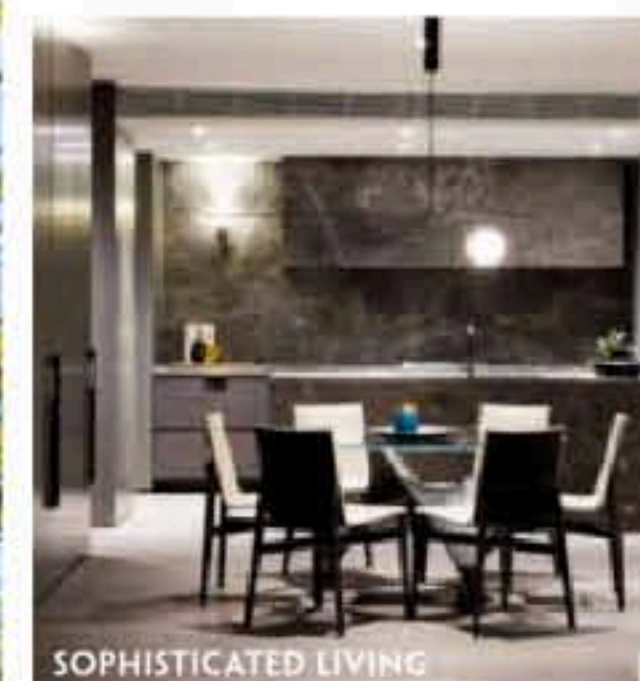
Even the storage areas in the basement have been considered, with each apartment allocated an area large enough to house a workbench or ample storage. Two levels of basement parking give each apartment at least two car spaces.

The penthouse of 336.5 square metres spans two levels and includes a terrace with pool, city skyline views and a fireplace. Each bedroom opens to a garden area designed by landscape designer Jack Merlo.

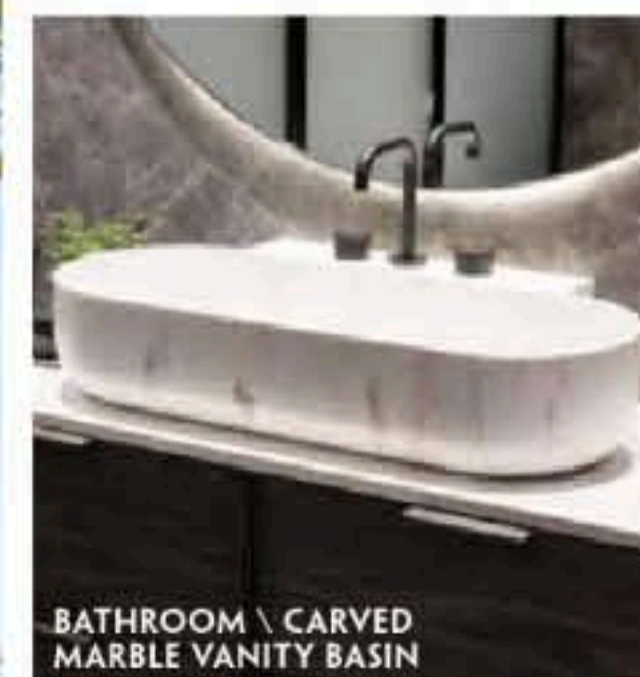
“The penthouse buyer will be able to customise the design and interiors,” Paul says.

All Alexandra buyers are offered a consultation with a Hecker Guthrie interior designer to discuss how best to integrate their own art and furnishings.

The Alexandra’s display suite at 56 Cotham



SOPHISTICATED LIVING



BATHROOM \ CARVED MARBLE VANITY BASIN



BESPOKE HANDLES INSPIRED BY NATURE

(DIANNA SNAPE)

PRIME LOCATION

Kew Junction

Kew Junction is a vibrant neighbourhood of shopping, services, restaurants and cafes and more than 600 businesses cluster around this interesting and historical area.

Shops began to be established at the junction about 1860 and, over the years, it became an important centre serving the wealthy who built mansions on the hills of Kew and became influential public figures in the development of Melbourne.

The Kew Court House Complex, which brought together the courthouse, police station and post office, is a beautiful and historic building. The complex is now a community hub: the court house stages events and exhibitions; the former police station is home to the Kew Historical Society, one of the oldest and most active in Melbourne, and a free art gallery; the former post office has become the Q.P.O. Bar and Restaurant, one of many restaurants and cafes at the junction.

Kew is considered one of Melbourne’s premier residential zones and the area is rich in parks, excellent schools and amenities. At its northern border is a wide green swathe of excellent golf clubs and, on its eastern side, is Yarra Bend Park, 260 hectares of natural bushland with boathouses on the Yarra, bike and walking trails, picnic and barbecue areas. The sporting facilities in the park include a world-class fly-casting pool and tournaments take place here during winter. Transport services in Kew are excellent, as are convenient road links in all directions.

The list of notable people who were born in Kew or made it their home is long and includes Daniel Mannix, former Catholic Archbishop of Melbourne, who lived at Raheen, former prime minister Gough Whitlam, scientist Gustav Nossal, MacFarlane Burnet – Nobel Laureate for his contributions to immunology, former premier of Victoria Rupert Hamer, along with many business people and sports people.

Road, Kew, shows the creativity and care that is being lavished on this development. A full-size, three-bedroom apartment has been built to showcase the individuality and level of finish afforded to this project.

Displayed in a gallery-like setting in the display suite are custom-designed door handles cast in bronze by Toorak artist Suzie Stanford, inspired by sections of branches that have fallen in Alexandra Gardens.

BEVERLEY JOHANSON

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- Apartments range from \$1.1 million to \$6.1 million. Construction will begin in March/April 2016 with completion expected by the end of 2017.
- Inquiries: Nichole Pickering, 360 Property Group, 1300 337 373.

thealexandra.com.au

NEXT WEEK \ DECEMBER 2
Meet the developer