



A project by
longboat



SIMPLY INSPIRED APARTMENTS

Refined and carefree living.

Designed by **k20 Architecture**

FOR MORE INFORMATION ABOUT THE PROJECT

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ETERNITY

CONNECTIVITY

ENVIRONMENTS

COMMUNITY PRIDE

ISSUE 01 - FREE



“

Max Cooper, who took over his shop from his late father and has been in the centre for 70 years. "There are no plans to retire,"

CONNECTING COMMUNITIES OLD AND NEW

THE INNER WEST HAS CHANGED. BUT CHANGE HASN'T LESSENERD THE BONDS THAT TIE THE COMMUNITY TOGETHER, THROUGH SCHOOLS, PARKS, LIBRARIES, FESTIVALS, FOOD AND, OF COURSE, SPORT.

A 10-minute train ride from Flinders Street Station, Footscray's main shopping strip in Barkly Street, is now a multicultural destination. Rich in its history, there are 'new kids' on the block, as well as those long-established proprietors, such as 92-year-old Max Cooper, who took over his shop from his late father and has been in the centre for 70 years. "There are no plans to retire," says Cooper, whose store remains the way it was when his father Herman was at the helm.

Footscray has been experiencing a revival in the last few years, as people discover not only its proximity to the city by car, bus and train, but also the diverse range of housing it offers. Late Victorian homes in leafy streets are now as treasured as the later Edwardian homes and Californian bungalows built from the 1920s through to the 1940s. However, there's also been a shift to apartment living, with developments such as Eternity, designed by K20 Architecture, changing the feel of this prized inner-city precinct for the better.

What's Inside

- Connected communities
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CONNECTIVITY THAT GIVES YOU THE FREEDOM TO CHOOSE



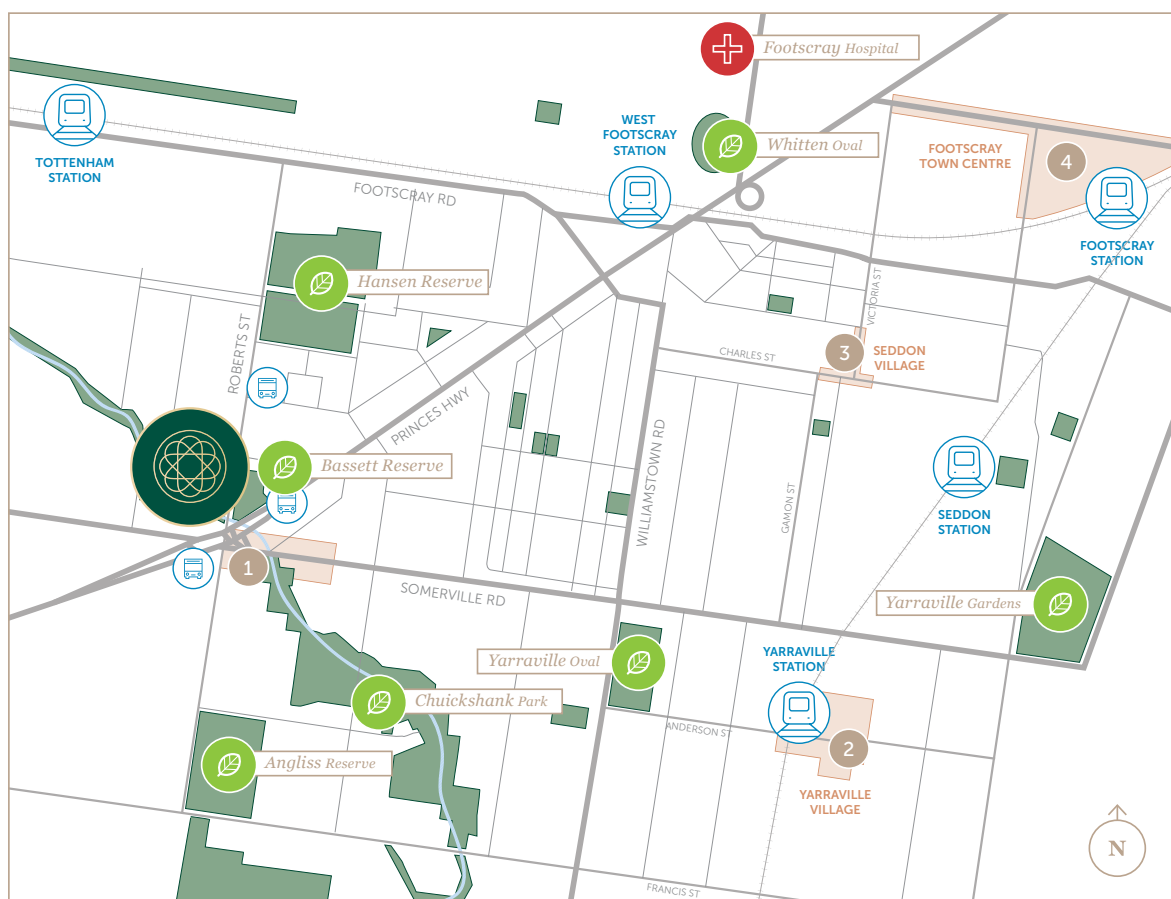
JUST 8 KMS WEST OF MELBOURNE CBD, WEST FOOTSCRAY IS FAST BECOMING A HIGHLY SOUGHT AFTER DESTINATION TO LIVE, WORK AND PLAY.

Schools

Victoria University attracts students from across the broader metropolitan area, Footscray has a number of fine schools. Gilmore College for Girls is conveniently located at 298 Barkly Street. The red brick 1920s school building, flanked by tennis courts, is set behind a manicured lawn and lush gardens. Just as picturesque is the nest of bluestone Victorian buildings that comprise Footscray Primary School, abutting Geelong Road.

Parks and recreational facilities

There are 28 hectares of public open space located within West Footscray including the Hansen Reserve, which has football ovals, tennis courts, cricket pitches and a swim centre for outdoor and sporting activities. An additional nine local parks and reserves complement Hansen Reserve and the open parklands.



The Yarraville Swim Centre

A stone's throw from Eternity. With its street art covered wall, this centre, once a factory, is a landmark in the neighbourhood. With its 25-metre-long heated indoor pool, the swim centre offers everything from recreational lap swimming to aqua aerobics. Not surprisingly, this venue is also a popular choice for childrens' parties.

Footscray Park Aquatic Centre

This complex comprises three-levels, which include swimming, sport and teaching facilities. It has a 25 metre x 25 metre heated pool, a fully equipped gym with cardio equipment and multi-purpose aerobics and martial arts rooms.

Footscray Park

This idyllic setting can be found on the banks of the Maribyrnong River and was designed by noted architect Rodney Alsop. This tranquil setting was result of a design competition held in 1911.



THE PRIDE OF A COMMUNITY

Sport holds a special place in the West Footscray community and that has never been more evident following the recent success of their beloved Bulldogs. Landmarks like the famous Whitten Oval stand as beacons of the community, reminding residents of their rich sporting heritage and serving as a platform for their future athletic heroes.

The Victoria University Whitten Oval Community Sports Hall is located at the Western Bulldogs' home and offers a wide range of sports programs for the community to access including junior and senior competitions across several different codes.

EASE OF ACCESS

- 8 KMS FROM THE CBD
-
- PUBLIC TRANSPORT NETWORK WITH 6 MAJOR BUS ROUTES INCLUDING SMARTBUS ACCESS
-
- NEXT TO FOOTSCRAY METROPOLITAN ACTIVITY CENTRE
-
- ON SUNBURY TRAIN LINE WHICH STOPS AT WEST FOOTSCRAY AND TOTTENHAM
-
- JUST A 12 MINUTE TRAIN RIDE TO THE CBD
-
- WELL CONNECTED ROAD NETWORK WITH PRINCES HIGHWAY RUNNING ALONG THE SOUTH-EAST BORDER DIRECTLY TO THE CBD

REVITALISED NATURAL ENVIRONMENT ENRICHES STORY OF WEST FOOTSCRAY



ETERNITY, A NEW APARTMENT DEVELOPMENT ON ROBERTS STREET, IS A SANCTUARY IN THE CENTRE OF AN URBANISED ENVIRONMENT WHICH COMBINES SUSTAINABLY SOURCED AND RECYCLED MATERIALS WITH 21ST CENTURY TECHNOLOGIES TO HARNESS THE POWER OF NATURE.

The beauty of Eternity starts with the site, which has an almost rural ambience. And to celebrate its unique characteristics, there will be no fences separating the apartments from Stony Creek. Each of the apartments will benefit from this idyllic setting, whether it is orientated to the creek or to the reserve on the opposite side of Roberts Street. Although there are no formal plans yet on how the banks of the creek will go forward, architect, Theo Kerlidis, ponders about even the simplest of pleasures "People might simply roll out a picnic blanket and enjoy hearing the sound of the water."

Ecologist Jamie Kaye, a principal scientist with Water Technology and a specialist in streamside vegetation, is instrumental in the regeneration of the Stony Creek environment. "K20 Architecture engaged us to look at the vegetation and its potential to improve the habitat," says Kaye. Kaye and his team observed the predominantly exotic vegetation along the creek and they are in the process of trying to replicate the original vegetation, prior to European settlement. "In order

to go back in history, we needed to go both up and downstream. We need to be pragmatic and select species that will not only grow but, importantly, thrive in this environment," he says.

The renewal program includes the planting of river red gums and blackwoods, together with a range of wattles and ground covers that reflect more of the original habitat. "Eventually, the local bird and animal life will return to this area," explains Kaye.

As well as regenerating this creek environment, fences will be removed to allow the Eternity apartments and creek environment to connect. "This regeneration of the creek environment will not only benefit residents of Eternity but as importantly, the broader community," Kaye points out.



JAMIE KAYE
ECOLOGIST, WATER
TECHNOLOGY PTY LTD.

"This regeneration of the creek environment will not only benefit residents of Eternity but as importantly, the broader community,"



INSPIRED DESIGN

ETERNITY IS A SILVER MEDALIST IN THE 2017 MELBOURNE DESIGN AWARDS. THIS AWARD CELEBRATES THE DESIGN PROCESS AND PRODUCT OF PLANNING, DESIGNING AND CONSTRUCTING FORM, SPACE AND AMBIENCE THAT REFLECT FUNCTIONAL, TECHNICAL, SOCIAL, AND AESTHETIC CONSIDERATIONS.

Behind this development are k20 Architecture and their property group, Longboat. Longboat was founded by Theodore Kerlidis, an architect with over 20 years' experience in sustainable property development. Theodore is also a director of k20 Architecture.

Much of k20 Architecture's work has been in the public domain. But public or private, the design story is the same. k20 Architecture is always conscious that their buildings don't just touch the lives of the people who commission them, or use them, but also the community and the ecology of which they're a part.



THEO KERLIDIS

ARCHITECT AND OWNER OF k20 ARCHITECTURE AND LONGBOAT

"Eternity is a project that celebrates the ecology of this land. It's an opportunity to create a home, to create a natural environment and a connected place."

Architect, Theo Kerlidis, director of k20 Architecture, was naturally attracted to the site Eternity sits on because of its closeness to the city. However, part of his reasoning for purchasing the Roberts Street site was the previous developers desire to simply maximise yields. "I thought that the design was missing a wonderful opportunity to create a very special place," says Kerlidis, who works closely with Longboat, the development/property arm of his practice.

Kerlidis is keen to demonstrate with Eternity that sustainable developments are the way forward. "Eternity is a project that celebrates the ecology of this land. It's an opportunity to create a home, to create a natural environment and a connected place."

MEET OUR GROWING COMMUNITY



OUR NEW FUTURE RESIDENT CHANTELE

“We were down at the display suite and I was instantly taken aback by how well Eternity combined the built and the natural. Barrie from BrackenHall supported me and explained the complete possibilities of customising the interior from room layout through to combining and re-planning apartments! It was more of a person to person relationship and that’s how we shortlisted this one. It was a very smooth process - I’m convinced. I’m really happy.”



DONNIE LAM FROM BUTCHER 128

Butcher 128 is located 500 metres down the road from what will be Eternity Apartments. Donnie Lam, owner of Butcher 128, says the once derelict butcher’s shop has become a meeting place for the local community and he knows everyone by name. Butcher 128 is the sort of place everyone wants ‘across the road’ and those who live at Eternity will be perfectly placed to enjoy the food, service and ambience of this local gem.

OUR PROUD COMMUNITY

in Barkly Street Shopping Centre

TAKE THE TIME TO LOOK ABOVE THE SHOP AWNINGS ALONG BARKLY STREET. THERE YOU WILL FIND A RICH SELECTION OF ARCHITECTURAL STYLES FROM THE VICTORIAN ERA THROUGH TO THE STREAMLINED JAZZ-MODERNE PERIOD OF

THE 1930S AND 40S. WHILE SOME SHOPS, SUCH AS MAX COOPER'S JEWELLERY STORE, REMAIN IN 'ASPIC', OTHERS SUCH AS THE LITTLE GROUP OF SHOPS AT 77-79 DROOP STREET CONCEAL A FASCINATING HISTORY.



M. & N. COOPER JEWELLERS

251 Barkly Street

This old fashioned-style jewellery store hasn't changed significantly since Max's father Herman Cooper opened its door in 1947. While perforated pegboard lines the glass-fronted cabinets, the original bevelled glass in the store's window offers a sense of privacy and intrigue. There's even an early 1960s Grant Featherston chair in the store to sit and wait while Max repairs the customer's watch or fine piece of jewellery. "I've never really noticed changes over my 70 years working here. Each nationality literally brings its own flavour to the streetscape. You get to know people quite quickly, their different quirks," says Cooper, who studied engineering at Footscray Tech before joining the family business.



FASHION DESIGNER RICHARD TYLER

154 Barkly Street

Within the Riachella building, a 1940s structure, is a herbal shop, no more than 40 square metres in area. While the fit-out hasn't changed in decades, it was the starting point for international fashion designer, Richard Tyler, who went on to design for 1970s pop group 'Sherbet' and later the American group The Village People (think of the worldwide hit 'Y.M.C.A.'). Tyler received the prestigious American Fashion Designer American of the Year by Womenswear Daily in 1993. In 1972 Tyler was measuring up this writer for his bar mitzvah suit, as my late father once owned this pint-sized store. Interviewing Tyler decades later, he recalled the fittings

we had and the dusty blue velvet fabric I had selected!

While Tyler now calls New York home, the simple Riachella building evokes the simple and restrained streamlined modernity popular at that time. The art deco building opposite, with its bold 1930s-style typography of 'Royal Hotel', would have been one of the main watering holes for locals in the post-war period. Now divided into a series of shops at ground level, the Royal Hotel still makes its presence felt on this bustling shopping strip.



MINH NGUYEN

307 Barkly Street

While the late Minh Nguyen, located at 307 Barkly Street, didn't go on to receive international acclaim as Tyler did, his legacy lives on through his widow who now focuses on clothing alterations for fine suiting.

There is a clear view of the past in the finely made jackets made a number of years ago by Nguyen. "The fabric (of the jackets) has faded slightly against the sunlight. But my husband always

took such care with each stitch," says his widow. Black and white photos displayed in the glass counter are also a reminder of how men dressed in the 1970s, with striped baggy pleated trousers coordinated with wide silk cravats.



BARKLY HOTEL

233 Barkly Street

Designed in 1913 in the Arts and Crafts style, this handsome red brick and rendered building features the highly stylised water lily motifs, popular in the early 20th century. While the interior has been changed, so has the fare that is where the menu includes lentil soup and green potatoes amongst other healthy food.

Those who prefer a more contemporary interior and a penchant for Aussie fare, such as bacon and eggs, will gravitate to the Open Leaf café directly opposite. As written on the walls, the business's motto is 'We believe in new beginnings

and brand new starts, that everyone has the potential to change their life and turn over a new leaf. We are motivated by helping people, equipping people to make a difference in this world'. The nifty window benches placed at the storefront's window are an ideal way to also watch the world go by. However, young toddlers will undoubtedly prefer being distracted in the playpen and games station conveniently placed toward the rear of the café.

VARIETY OF RESTAURANTS ALONG BARKLY STREET



Barkly Street appears to have every country represented along this gastronomic strip. There are numerous Chinese restaurants including Poon's and also Jim Wong, the latter proudly displaying the fact that it was established in 1959. Then there's Dinkesh (Lucy), a restaurant and bar located at 227 Barkly Street, specialising in Ethiopian fare. Dishes on the menu include Fuol, Shiro, Atikilt Wok, Doro Wok, or Kitfo. Roti Road, specialising in Malaysian Chinese cuisine offers daily yum cha. There's also Riza, a restaurant that's known for its Bangladeshi cuisine and 'Awash' next door (64-82 Barkly Street) is African.

Those who prefer the ambience of a more European-style bar will appreciate 'Little Foot' nearby. Others who prefer a strong Italian feel will gravitate to T. Cavallaro & Sons at 98 Barkly Street, with its sumptuous biscuits and smell of coffee slowing strollers in their tracks. This enormous array of flavours and fragrances can also be enjoyed at the Footscray Market, an 'institution' that not only continues to attract locals, but also those travelling from slightly further afield; from nearby Kensington, North Melbourne and others living in Melbourne's inner-west.



BARKLY THEATRE

277 Barkly Street

Now a series of small and intimate cafes, including The Theatre Society, the Barkly Theatre still presents its magnificent Victorian detailing to those strolling past. Now transformed into apartments (above

street level), the pavement still exudes old world charm, with recycled Victorian picket fences framing outdoor diners.

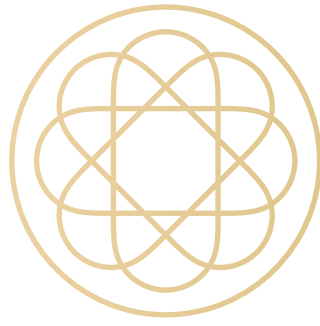
LOCAL BARBER

1/215 Barkly Street



Those who appreciate old-time service, with a 1950s feel, will take the time to visit local barber, G. (Joe) Squatrito. As well as the old-time barber's chair, there are microwave-style cabinets on benches to ensure the clipping equipment remains

razor sharp. As unique to Barkly Street are the Chinese medicine shops, all with their wall-to-wall cabinets containing remedial herbs.



ETERNITY

1 bedroom apartments from \$399,000
2 bedroom apartments from \$506,000



Artist Impression

COMMUNAL ROOFTOP TERRACE

DISPLAY SUITE NOW OPEN

THU 4 - 6PM, SAT & SUN 11 - 1PM
110 ROBERTS STREET, WEST FOOTSCRAY

BARRIE QUILLIGAN 0431 480 352
MATT BRACKEN - 0402 098 888

ETERNITYLIFE.COM.AU