

F L O C K M I L L



FLOCKMILL

HERITAGE MEETS CONTEMPORARY
BRUNSWICK TERRACE HOMES

Come home to genuine character, a strong sense of community and simply brilliant contemporary residential design. Embracing the charm of its industrial and artisan heritage, Flockmill invites you to discover a superb collection of two and three storey terrace homes, carefully designed around a leafy communal precinct, and sensitively nestled in a neighbourhood suffused with a strong local identity.

Named after the flocking mill that began life here nearly one hundred years ago, 58 outstanding homes with exceptional amenity and quality introduce a new chapter in the story of Brunswick. Immerse yourself in a refined pocket of an eclectic community, brimming with life, overflowing with shops, cafes, bars and public facilities, and all just a stone's throw from the Melbourne CBD.





The History — Brunswick's rich inheritance

Originally established as a small village catering to the needs of travellers en route to the goldfields, Brunswick had grown to a population of 5,000 by the 1850s, when quarries and a large brickworks used the local clay and bluestone to become the largest industry in the area. Until World War I, Brunswick was known as the brickyard capital of Australia. Today, the remnants of this era can still be seen in the heritage-listed chimneys of Hoffman's Brickworks on Dawson Street.

As quarrying declined in the early decades of the twentieth century, hosiery and textile companies such as Prestige, Holeproof and Peerless took over as the dominant industry. In the 1920s, one of a growing number of factories was the Galt flock mill on Stewart Street, making flocking and wadding out of rags for flooring underlay to the carpet industry.

After owner David Galt's passing in 1950, the mill was taken over by Felt & Textiles (still in existence today as Feltex — one of Australia's largest carpet manufacturers) who sold the site in 1967 to Eric and Eve Ronge. A self-made Czech couple who had made their way to Australia as political refugees post World War II, Eric and Eve converted the flock mill to warehousing and light industry. This adept repurposing saw the Stewart Street complex operate as a hive of local manufacture for half a century, housing many makers, artists and local businesses — including numerous fashion designers, a florist, theatre company, TV prop store, furniture hire, sound studio, furniture makers, vintage clothing, furniture restoration, vintage car repair, screen printing, and tile wholesaler, just to name a few. It was even used as a film location for Cop Shop, the iconic 1970s TV police series.



Neighbourhood c.1967



Flockmill (Hardy Street) c.1967

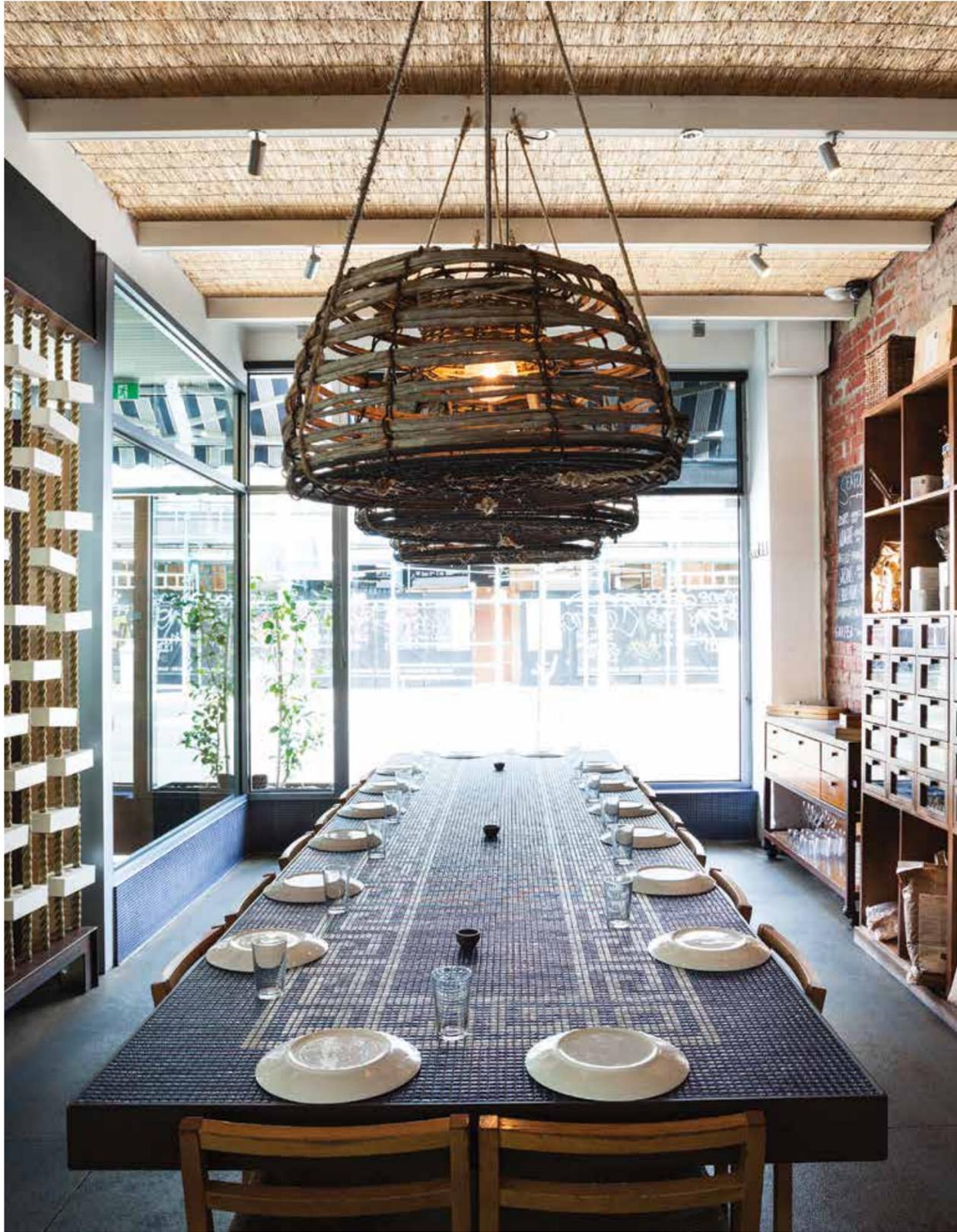


The Location ____ Inner city adventure

Just 4km North of the Melbourne CBD, Brunswick invites you to discover one of the city's only suburbs that can boast a bustling inner-urban buzz while still retaining a cosy, community feel. Invigoratingly eclectic, effortlessly bohemian and harmoniously multicultural, Brunswick oozes with an authentic, visible sense of history and a famous live music and arts scene.

Immerse yourself in the exhilarating hullabaloo of Sydney Road. Discover a pulsing concentration of specialty retailers, secondhand shops, hipster bars, traditional pubs, fantastic dining options of just about any ethnicity you can name, and Melbourne's greatest collection of wedding apparel suppliers! Every March, the Sydney Road Street Party closes off traffic for a day and kicks off the Brunswick Music Festival for two weeks of blues, roots and world music.

Just off the main drag, calm is restored in the quiet streets and lanes, where cool local cafes serve up brilliant coffee and delicious breakfasts. Drop in on North Lygon Street and choose from a wide selection of great restaurants. Relax among a sprinkle of quaint pocket parks or head for the wide open spaces of Melbourne's largest green space in Royal Park. Save the car for occasional use — Brunswick is one of the best connected locations in the metro area, with three railway stations, tons of trams, and an abundance of off-road bicycle trails.



Hellenic Republic



Host Dining



Joey Smalls



East Elevation



Wild Life Bakery



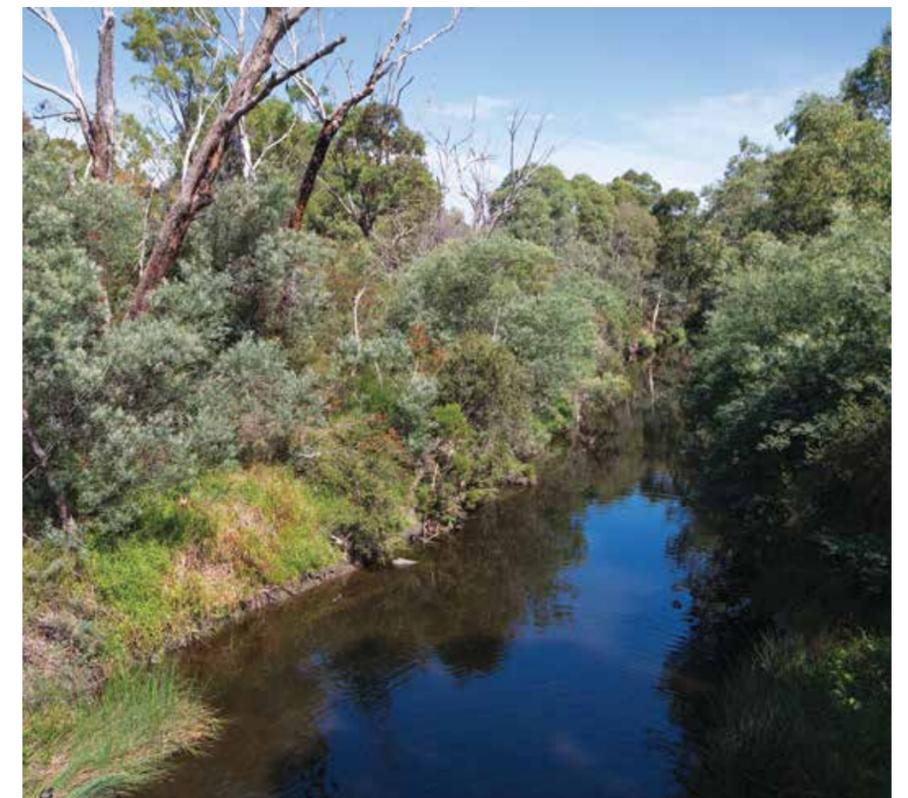
Neon Parc Gallery



CERES Community Environment Park



Merri Creek Trail



Merri Creek

FLOCKMILL

Lygon Street

CBD

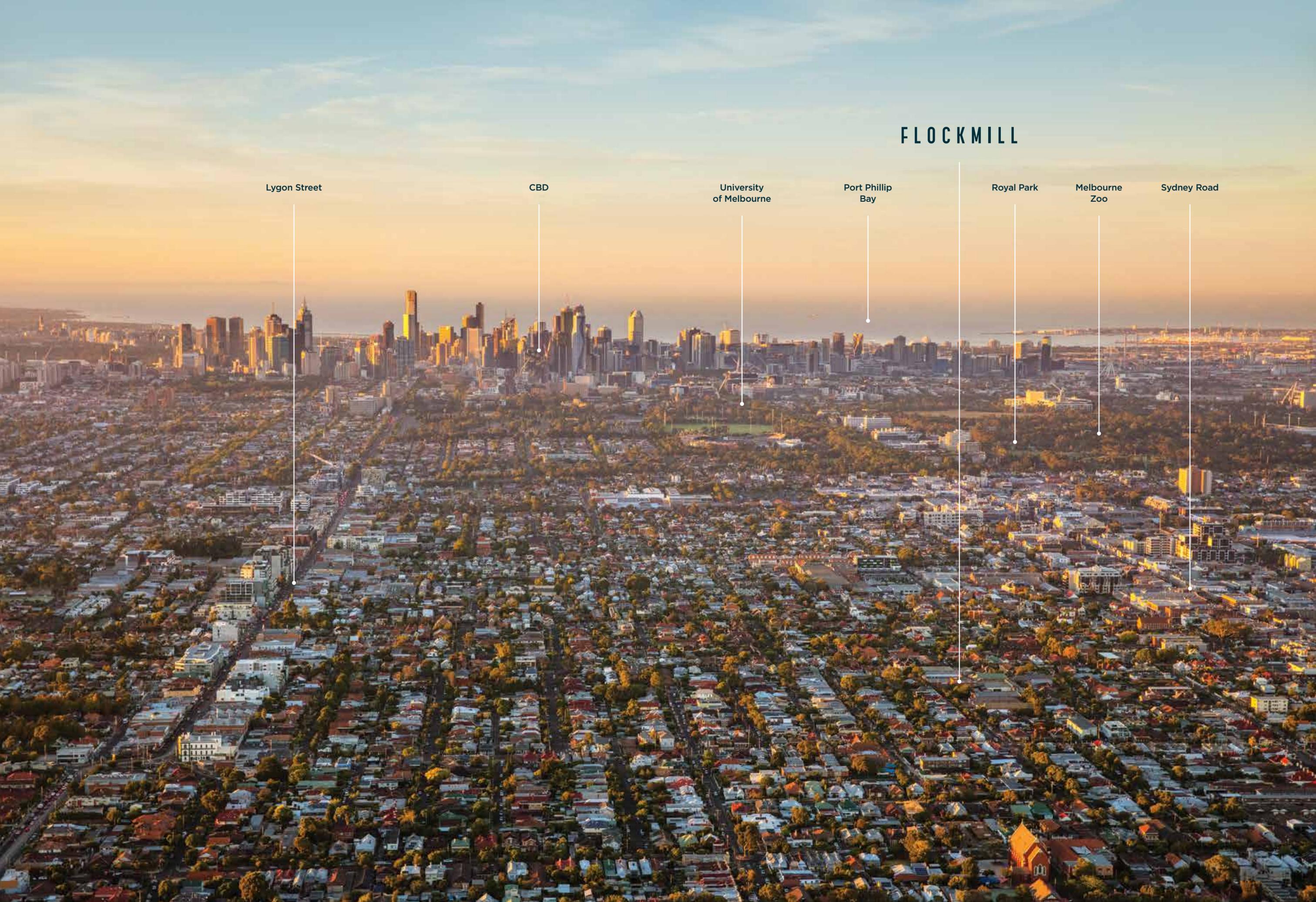
University
of Melbourne

Port Phillip
Bay

Royal Park

Melbourne
Zoo

Sydney Road



The Terraces ____ Industrial heritage & contemporary design

Designed by an award-winning Melbourne based architectural practice, Flockmill's responsive presence in a well-established street is quintessentially Brunswick. In a neighbourhood that sits historic workers cottages side-by-side with converted industrial and commercial buildings, flats, terraces and modern apartments, Flockmill offers the perfect blend of old and new.

Effortlessly assimilating the historic factory brickwork with the contemporary materiality of metal, stone, concrete and recycled brick, Flockmill combines an intimate, grounded street relationship with distinct individual identities. Modern stylistic elements, such as perforated metal screens and variegated balcony projections, articulate the residence facades, echoing the surrounding suburb's historical melange of building diversity.

Sympathetically composed around a central landscaped park and communal area, Flockmill preserves the communal atmosphere of Brunswick's familiar laneways and offers tree lined streetscapes that match perfectly with the densely planted courtyards. Relax in sumptuous interiors. Elegant open plan living combines with abundant natural light through large floor-to-ceiling windows to create a luxurious sense of space. Stunning finishes like Oak flooring and caesarstone benchtops are matched by a wealth of elegant design details in immaculate kitchens and beautiful bathrooms and ensuites.

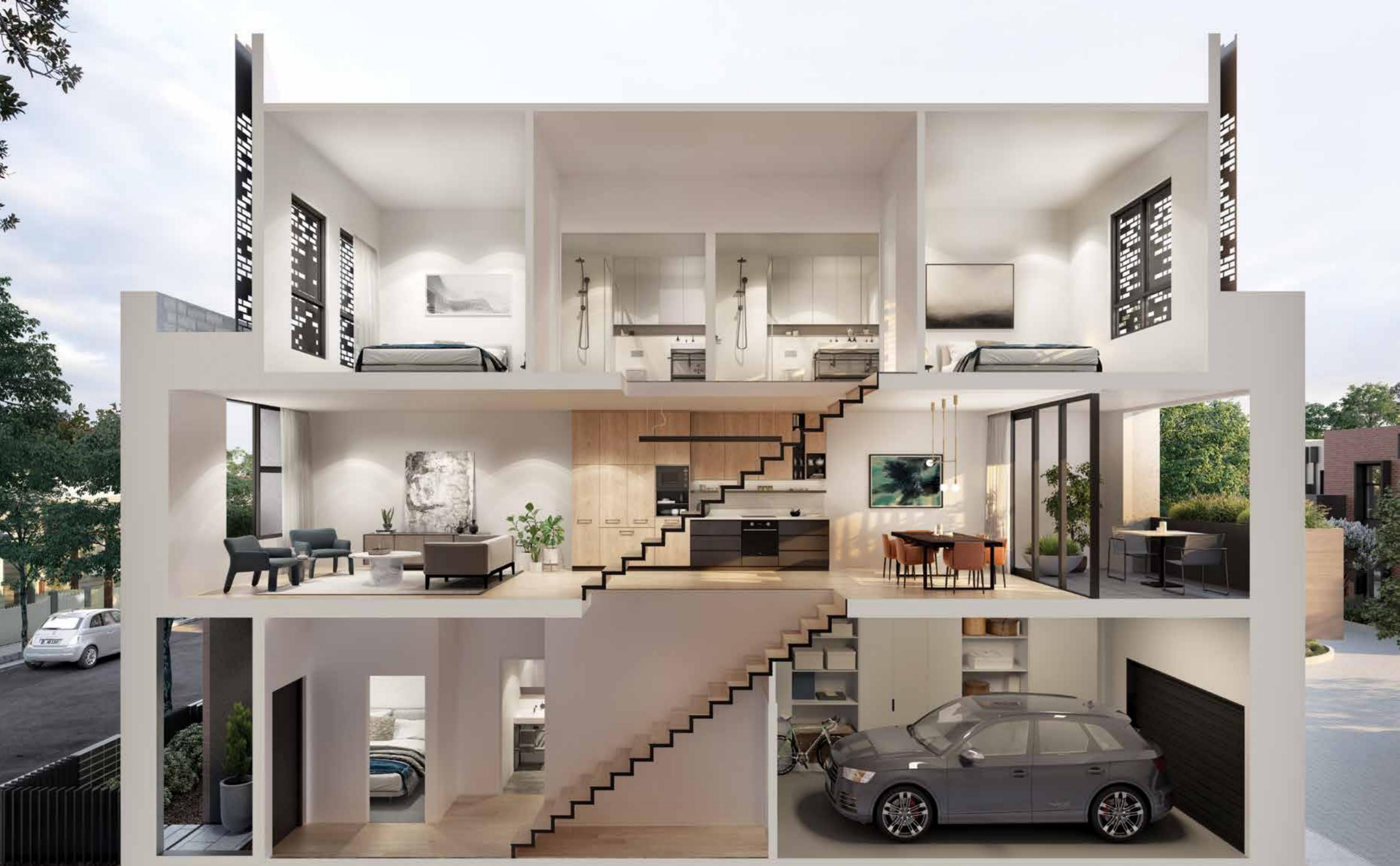








Hardy St terrace — Artist impression











Bedroom — Artist impression



Central Park ____ Secluded communal space

A strong sense of community has always been at the core of Brunswick life. Flockmill combines private contemporary housing of the highest quality with a true feeling of belonging. With a landscape design by public realm specialists CDA Design Group, Flockmill's expansive residents' park in the centre of the precinct captures the character of neighbourhood living in a lush, leafy environment perfect for relaxing and spending time with friends and family.

Gather your favourite people for a Saturday afternoon barbeque. Make the most of balmy evenings with a meal or a quiet drink in the outdoor dining area. Channel the spirit of generations of Brunswick's Italian migrants in a traditional game of bocce on the in-built court, or perfect your backhand topspin on the permanent, weather-proof table-tennis equipment. Settle down in the lawn chairs with a book or the Sunday papers.

Join with your neighbours in your own private outdoor venue. Flockmill includes space for food truck parking, so you can enjoy the very best of Brunswick streetfood vendors right at home. Whether you're partying up or winding down, the precinct's central park provides an exclusive oasis away from the street.





The Creators ____ Specialists in residential luxury

Flockmill is conceived and created by an exceptional team that combines outstanding residential property experts with award-winning design practitioners and a fifty year family relationship to the site's industrial and artisan history. Flockmill's outstanding homes are the result of a considered, respectful collaboration between the family and Roth Developments, embedding its social and industrial heritage into a new life for the historic site.

A local Melbourne-based firm, combining real estate, finance and marketing expertise with a background in property development and capital management, Roth Developments has assembled a stellar design team led by an eminent architectural practise fusing high-quality architecture with distinctive, stylish interiors by interiors duo, Melissa Lunardon and Origin Lifestyle with beautifully integrated landscapes from CDA Design Group, whose reputation for creating stimulating, engaging and functional public realm spaces is unmatched.

The Flockmill design team is backed by two of the most respected and successful names in the industry. GM Project Management is a multi-national project management consultancy business, with an integrated focus on property and infrastructure delivery and a diverse portfolio that extends from residential developments and city hotels to major international projects. Three Sixty Property Group is Australia's leading full-service, residential development sales and marketing agency and is responsible for over 20,000 residential apartment and townhouse sales to date.

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Designed by Studio Caravan

Photos on page 10 — Courtesy of the State Library of Victoria and the Committee for Urban Action

ROTH  THREE SIXTY°



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