



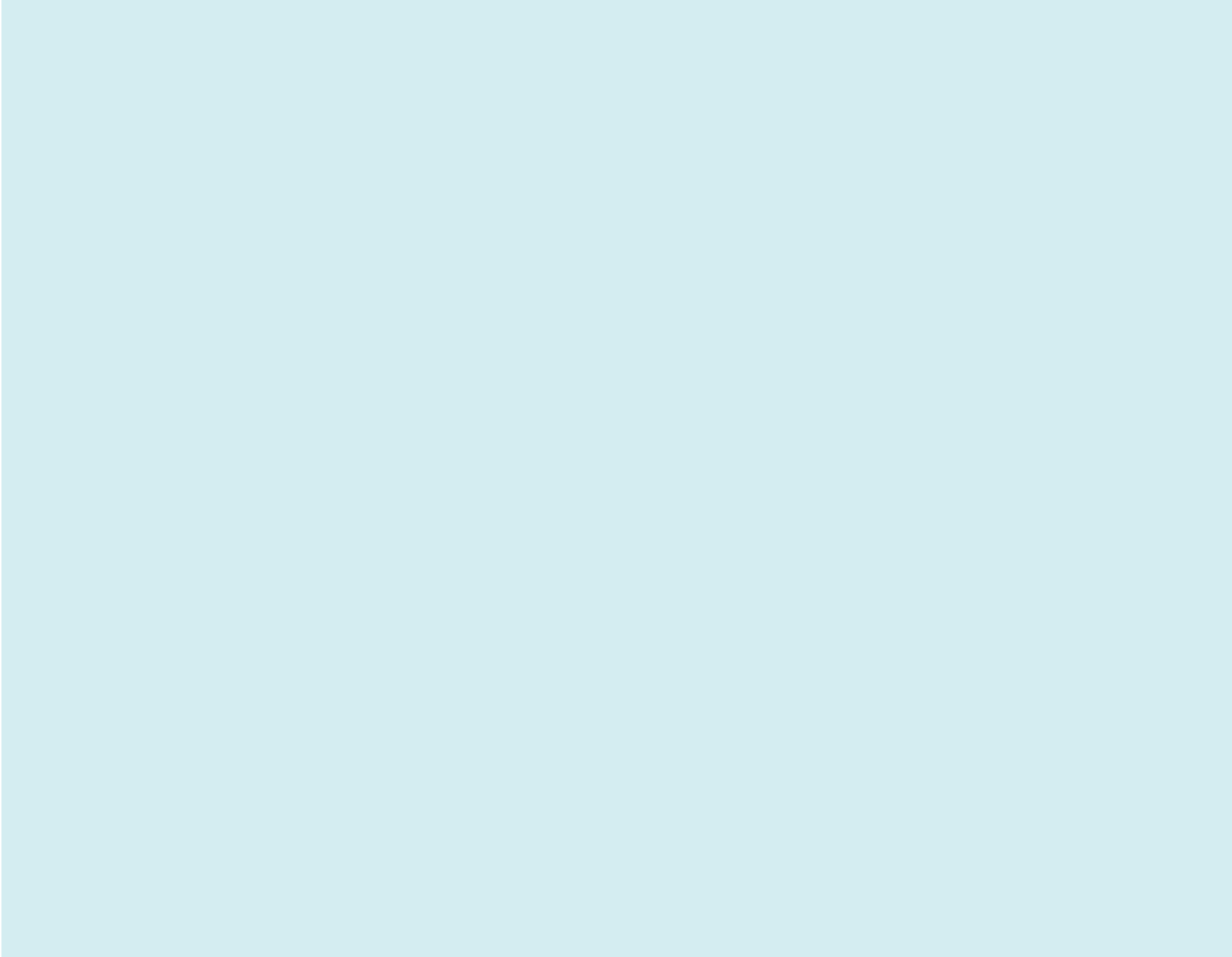
bella
APARTMENTS

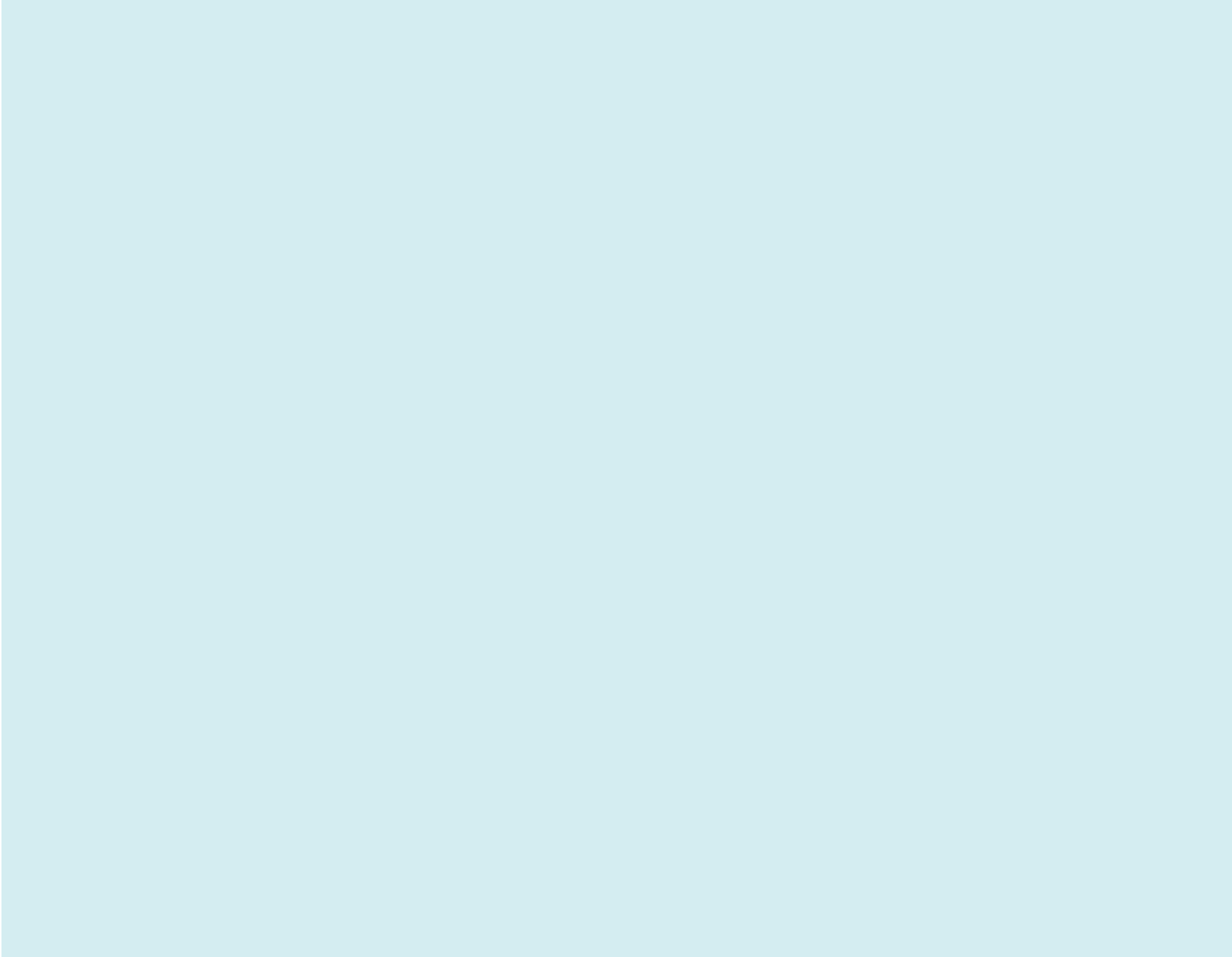
SOUTH MELBOURNE MARKET



FROM YOUR VERY DOORSTEP
ON THE EDGE OF CROWN CASINO,
YOU ARE ONLY MINUTES AWAY FROM
THE YARRA RIVER ON SOUTHBANK,
THE VIBRANCE OF THE CBD AND
THE FRESH PRODUCE OF THE
SOUTH MELBOURNE MARKET







B E L L A





LIVE A BEAUTIFUL LIFE

A Beautiful life awaits you in the thriving heart of Southbank, in the world's most liveable city. Nestled amongst the vibrant culture of the Crown Precinct, Bella is perfectly located for an indulgence in fine dining, luxury shopping and an enviable lifestyle without peer.

Melbourne's famous Arts and Sporting Precinct's that include The National Gallery of Victoria, the MCG and Melbourne Park (Home to the Grand Slam of Asia/Pacific, The Australian Open Tennis) are only minutes away, providing year round entertainment options to enjoy.

City Road, Southbank has quickly become the address of choice for thousands of apartment purchasers over the past decade. It's unparalleled location to all of the best that Melbourne has to offer, has seen unprecedented development and growth in arguably the city's best location.



SOUTHBANK PROMENADE





CONTEMPORARY LIVING

Bella apartments are a welcome retreat into carefully planned spaces for living a Beautiful life. Each apartment features balconies and floor-to-ceiling windows that invite the captivating views into your home.

The floorplans are the culmination of the best of contemporary interior thinking, and designed to maximise space and offer an open layout that is efficient and elegant. Simplicity and clean lines inform much of the interior language.

Bella is designed to be a home to those who seek contemporary standards from architecture amongst the energy and vibrance of Melbourne's most thriving precincts.

Bella is sure to appeal to owner-occupiers and investors who value quality.

LIVING AND KITCHEN - FLOORBOARD OPTION



LIVING AND KITCHEN - LIGHT SCHEME



LIVING AND KITCHEN - LIGHT SCHEME



LIVING AND KITCHEN - DARK SCHEME



LIVING AND KITCHEN - DARK SCHEME



MODERN FINISHES

Boasting clean lines and a contemporary colour palette, Bella's finishes provide a modern aesthetic while maintaining long-term durability. With two colour palettes available, purchasers can choose from either a light or dark scheme.

Premium upgrade packages are also available including floorboards and a varying selection of other finishes to choose from.

L I G H T S C H E M E B A T H R O O M



BEDROOM - DARK SCHEME







LOCATION





WORLD - CLASS LOCATION

Bella is located on City Road in the heart of Crown Precinct. Rich in culture and entertainment, Crown Precinct is home to Victoria's Crown Casino and Entertainment Complex, the Arts Precinct, Eureka Tower and a prestigious selection of fine restaurants, bars, cafés and nightclubs. Melbourne's vibrant streets appeal to both locals and global travellers, making it a cultural focal point of Melbourne.

Only a short walk to the CBD, the precinct draws an enthusiastic crowd to its soaring buildings and the Southgate promenade, which boasts some of Melbourne's best entertainment and shopping.

With South Melbourne just a short walk away, you can experience the area's neighbourhood warmth and culture, especially the famous South Melbourne Market, brunch cafés and the eclectic shopping strip of Clarendon Street.

The beauty and tranquility of The Royal Botanic Gardens is also located close by as is The Albert Park Lake, home of The Australian Formula 1 Grand Prix. The prestigious University of Melbourne and RMIT University top an impressive list of World-Class education options that are also only a short tram ride away.

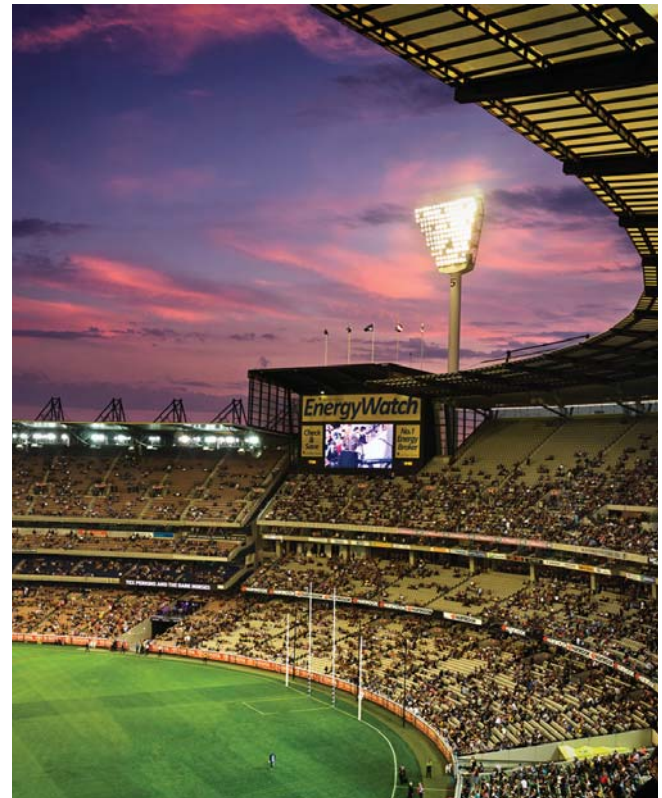


CROWN TOWERS



CLUB 23 - CROWN

NESTLED AMONGST THE VIBRANT
CULTURE OF THE CROWN PRECINCT,
BELLA IS IDEALLY LOCATED TO
LIVE AND EXPERIENCE THE
ENDLESS HIGHLIGHTS OF THE
WORLD'S MOST LIVEABLE CITY



CENTRAL TO EVERYTHING

ARTS, SPORTS AND ENTERTAINMENT

Crown Casino
Southbank Promenade
Federation Square
Melbourne Arts Centre
Hamer Hall
Regent Theatre
Princess Theatre
Her Majesty's Theatre
Melbourne Cricket Ground (MCG)
Docklands Precinct
Etihad Stadium
Rod Laver Arena (Tennis Centre)
AAMI Park Stadium
Sidney Myer Music Bowl

EDUCATION

The University of Melbourne
RMIT University
Victoria University
Central Queensland University
Australian Catholic University
Wesley College
Albert Park College
Melbourne Grammar School
Melbourne Girls Grammar
MacRobertson Girls School

PARKS AND RECREATION

Royal Botanic Gardens
Albert Park Lake
Albert Park Golf Course
Yarra River Bike Trail
Gosch's Paddock
St. Kilda Beach

TRANSPORT

Flinders Street Station
Southern Cross Station
Parliament Station
Melbourne Central Station
Flagstaff Station

RESTAURANT AND BAR PRECINCTS

Crown Casino
Southbank Promenade
Melbourne CBD
Chinatown
South Melbourne
Lygon Street Carlton
New Quay Docklands

BOUTIQUES AND SHOPPING CENTRES

Dolce & Gabbana
Louis Vuitton
Prada
Bvlgari
Gucci
Burberry
Versace
Chanel
Hermès
Cartier
Armani
Chapel Street South Yarra
QV Centre
Myer
David Jones
Melbourne's GPO
South Wharf



FASHION CAPITAL

Melbourne is often referred to as the fashion capital of Australia. A haven for fashion lovers, the city offers local and international designer boutiques and quirky shops hidden in laneways and arcades.

Bella's close proximity to Crown Casino allows you to take advantage of its many fashion outlets and luxury stores including Prada, Burberry, Louis Vuitton, Versace, Bvlgari and Omega SA. With other major designated retail precincts such as QV, the GPO, Melbourne Central and the Bourke St Mall within walking distance, you can easily lose yourself in the varied choices that meander through both the main streets and Melbourne's iconic laneways.

Further out, you can also enjoy the renowned Chadstone Shopping Centre, Chapel St in South Yarra and High St Armadale, all centrepieces that contribute to Melbourne's reputation as the fashion capital.



FOOD AND DRINK

Renowned for its culinary spirit, Melbourne is the staple of Australia's food culture. It has something to offer diners of all persuasions with thousands of restaurants, cafés, coffee roasting shops, bars and pubs. From ethnic to European, American to Japanese, the cuisines are wide and varied and can be found all over Melbourne.

For Italian food, Lygon St in Carlton honours the Italian culture with a plethora of restaurants and cafés while Chinatown in Lt Bourke St offers modern and traditional Chinese food.

Melbourne's famous culinary culture means a host of food and wine events from food festivals and wine tastings to cooking classes and special dining offers are spread throughout the year.



CULTURE AND TOURISM

Widely acknowledged as Australia's cultural capital, Melbourne has a population made up of individuals from over 140 nations. It is home to people from the Asia-Pacific, European and African regions who all contribute to the colourful presence and the cultural heritage of Melbourne.

Chinese migrants first arrived to Victoria in the 1850's during the gold rush. Since then, they have made an evident impact on Melbourne and their culture can particularly be seen in the streets and alleys around Little Bourke St, which has become Melbourne's own Chinatown.

The settlement began around 1854-55 as a cluster of shops and boarding houses in Celestial Avenue. Today the precinct is a bustling, colourful area packed with shops and restaurants.

A major Australian tourist destination, Melbourne features a wide variety of tourist activities such as sporting events and cultural and fashion events.

Melbourne had over 1.4 million international visitors in 2008 and over 15 million domestic visitors with over 75% arriving to enjoy the food, shopping and heritage culture.

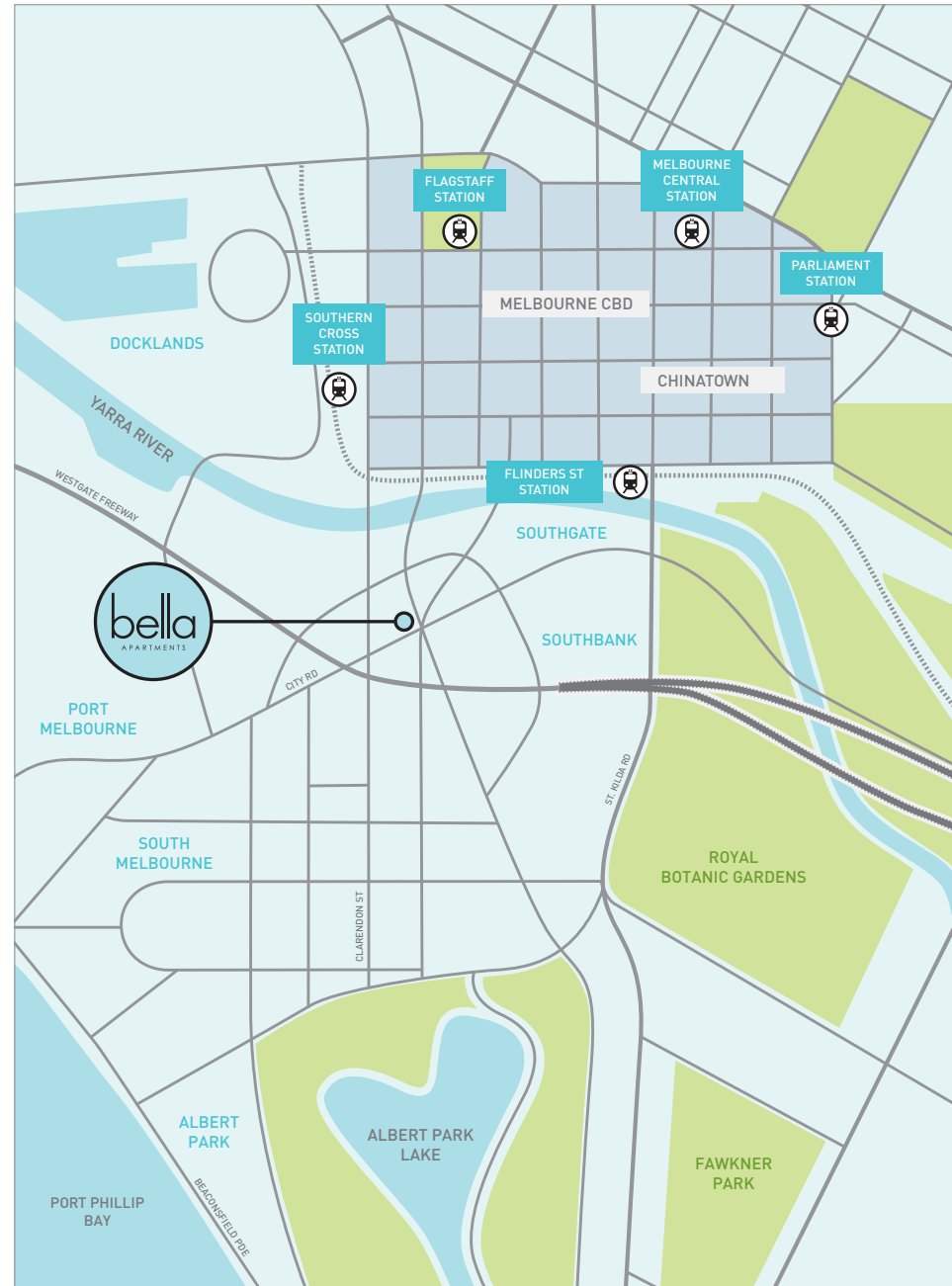
PLACES OF INTEREST

PLACES OF INTEREST	KMS	WALK (MINS)	CAR (MINS)
Albert Park Lake	3.4	45	8
Albert Park Golf Course	3.2	43	10
Melbourne Sports & Aquatic Centre	2.0	26	7
Royal Botanic Gardens	1.6	22	4
South Melbourne Market	1.5	14	6
Exhibition Centre	2.2	18	7
Crown Casino	0.65	6	2
Arts Precinct	1.1	15	2
Federation Square	3.4	19	7
Melbourne Museum	4.5	46	11
Etihad Stadium	2.4	25	7
Rod Laver Arena	2.1	29	7
MCG	3.4	32	9
AAMI Park	2.7	33	8



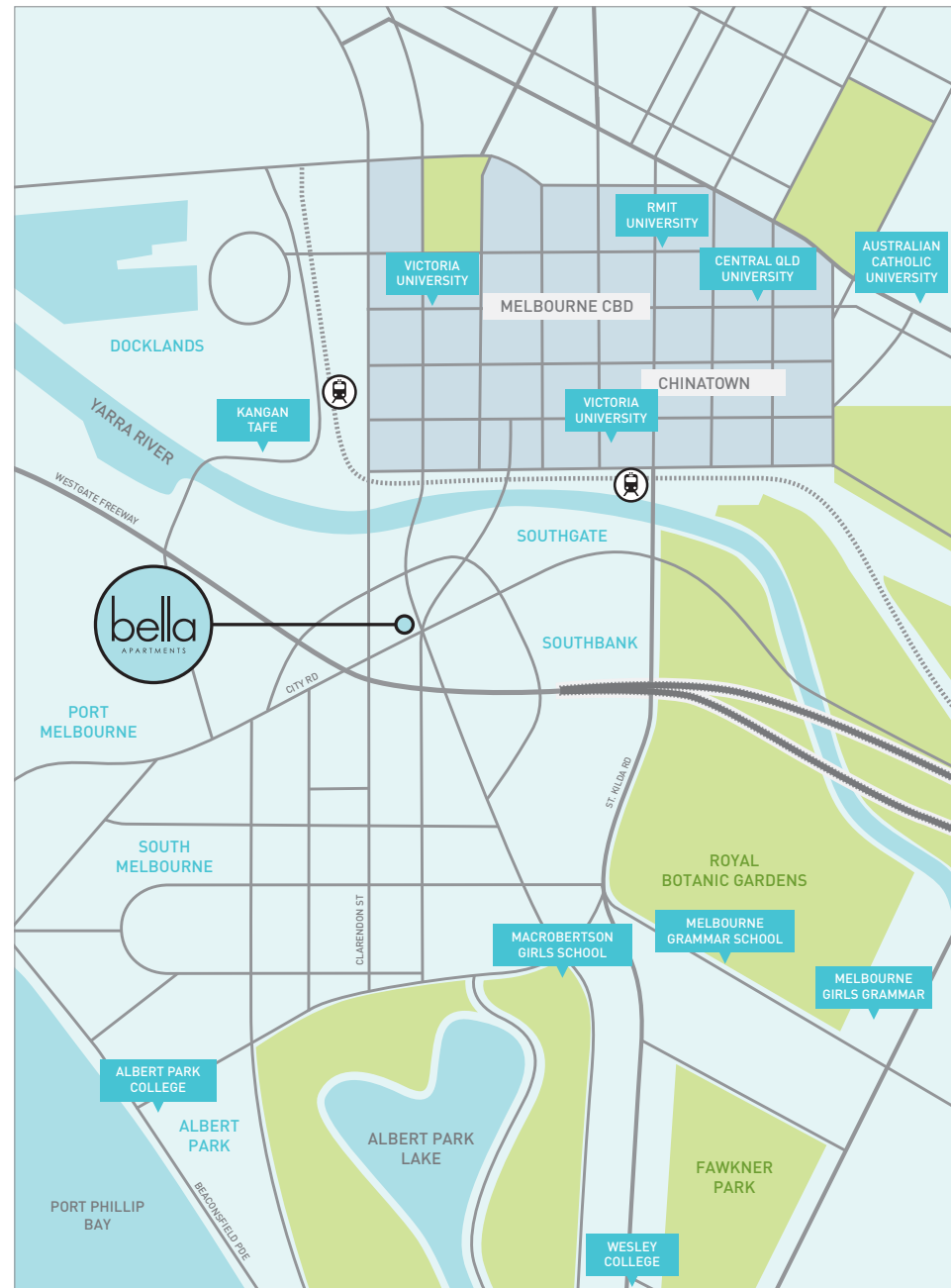
TRANSPORT

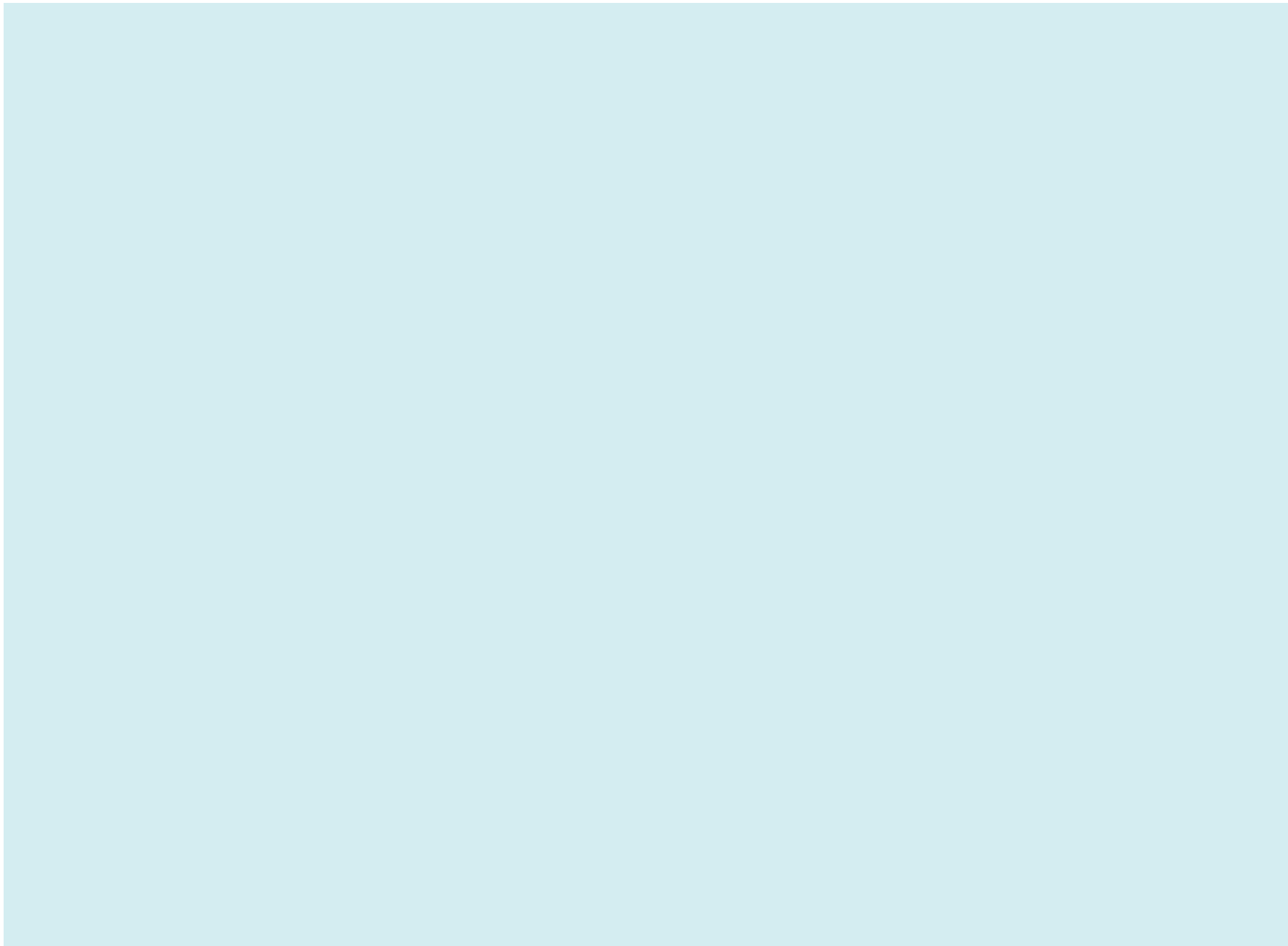
TRAIN STATIONS	KMS	WALK (MINS)	CAR (MINS)
Flinders Street Station	1.4	18	4
Southern Cross Station	1.7	21	6
Parliament Station	2.8	33	8
Melbourne Central Station	3.0	31	8
Flagstaff Station	2.0	25	6



EDUCATION

EDUCATION	KMS	WALK (MINS)	CAR (MINS)
Wesley College	4.1	49	9
Albert Park College	3.5	35	10
Melbourne Girls Grammar	3.0	41	5
Melbourne Grammar School	2.7	29	5
MacRobertson Girls School	3.0	24	7
Victoria University - King Street, Melbourne CBD	2.0	22	5
Victoria University - Flinders Street	1.3	15	4
Kangan Tafe	3.0	21	5
Australian Catholic University	4.7	41	10
Central QLD University	2.5	34	7
RMIT University	3.2	34	9
University of Melbourne	3.7	52	13





THE DEVELOPER

THE DEVELOPER



Bella is brought to you by the Salvo Property Group.

Very simply, Salvo is a successful Australian property developer proudly committed to creating quality landmark buildings that add an exciting feel to the promenade of Australia's thriving capital cities and neighbourhood centres.

Salvo's passion for affordable luxury permeates every development and is a philosophy inspired by the founder's humble beginnings.

A self-made man, Mario Salvo was awarded National Australia Bank Ethnic Business Man of the Year in 2000. Mario is a serial entrepreneur – among numerous successes, he engineered the dynamic growth of the small Delta Car Rentals business into the international Asia-Pacific Europcar premium operator it is today, generating more than \$120m per annum. Mario's understanding of investment potential is visible in all his undertakings.

The Salvo Property Group has delivered more than \$1b in property development over the past decade.

salvo.net.au



PLATINUM

Winner of Best High Rise Architecture in Australia 2013-2014, this landmark building adds a striking architectural statement to the Melbourne skyline. These exquisite apartments offer beautiful European design, stunning city views and a private pool. Located in the heart of Melbourne's vibrant Crown precinct. Construction Commenced 2014.

THE BANK

Cutting-edge innovation meets eco-friendly design. The Bank Apartments was Victoria's first six-star energy efficient residential tower integrated within the heritage-listed façade of the former Bank of New South Wales building. This unique tower is home to 360 apartments, on the corner of Clarke Street and City Road, Southbank. The Bank Apartments Completed 2011.



VERVE & MILANO

An innovative, mixed use Melbourne city development of 293 apartments, famous for its in-built rock climbing gym and street-front retail spaces. Verve and Milano stand proudly on the corner of Franklin and Swanston Streets, Melbourne. It was designed by architects, Urban Design, and developed by one of Australia's most successful builders, L.U. Simon. Verve and Milano were completed 2007.



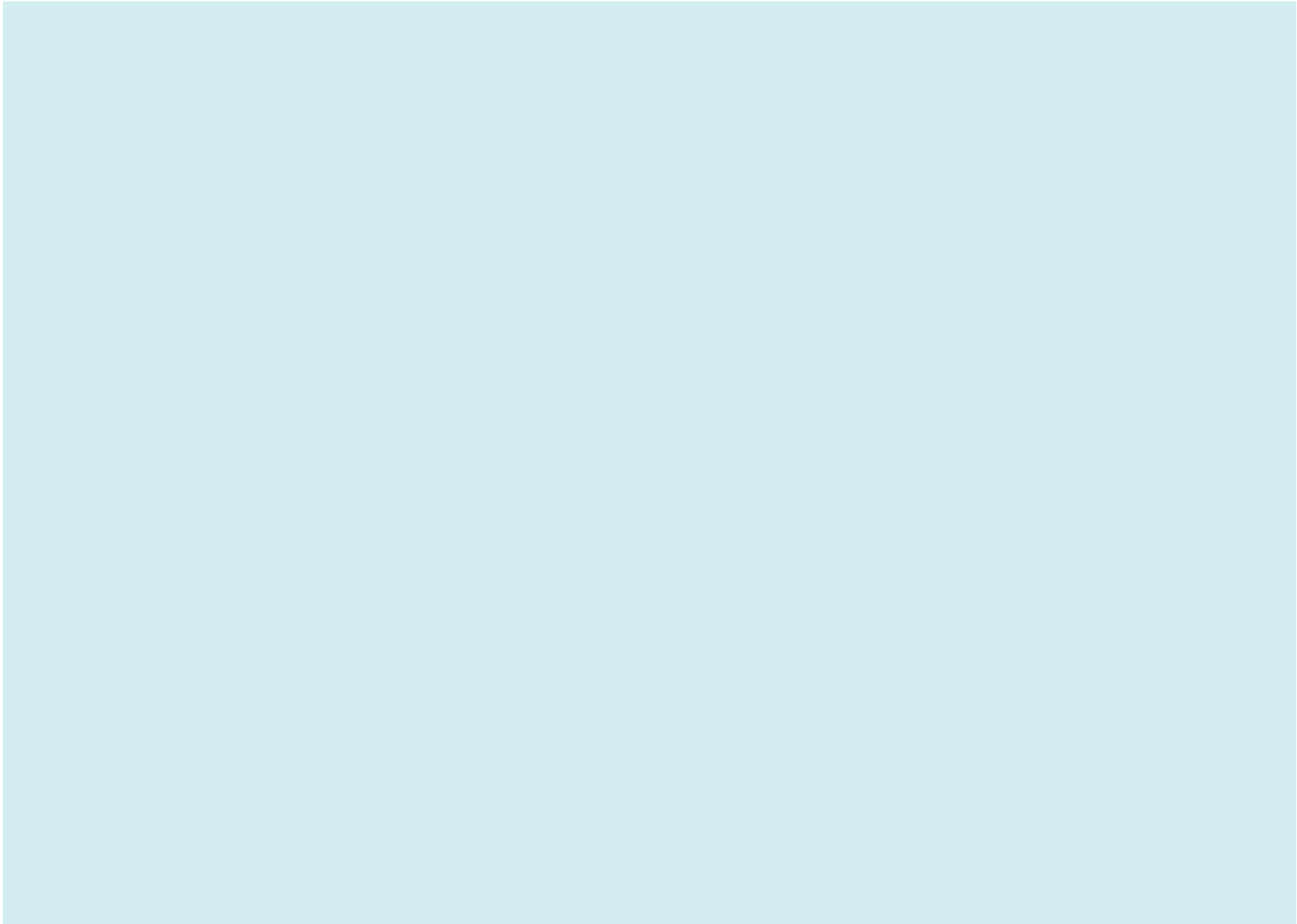
109 CLARENDON

A balance of city and neighbourhood living for 167 apartments with striking architectural design in Southbank. 109 Clarendon completed 2010.



FRANKLIN LOFTS

Designed by one of Melbourne's most successful architectural practices, Peddle Thorp, Franklin Lofts delivered two-storey New York style apartments to Franklin Street in Melbourne's booming northern CBD. Franklin Lofts is home to 189 apartments.



VIEWS

BAY VIEW - LEVEL 10



CITY VIEW - LEVEL 10



BAY VIEW - LEVEL 20



CITY VIEW - LEVEL 20



BAY VIEW - LEVEL 33



CITY VIEW - LEVEL 33





FLOORPLANS

bella

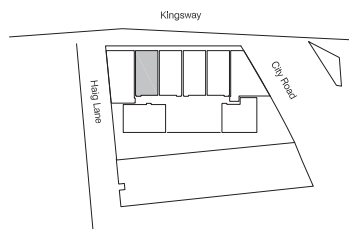
APARTMENTS

TYPE A

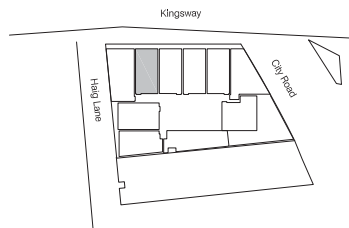
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	47.5m ²	4.8m ²
Level:	4-13	

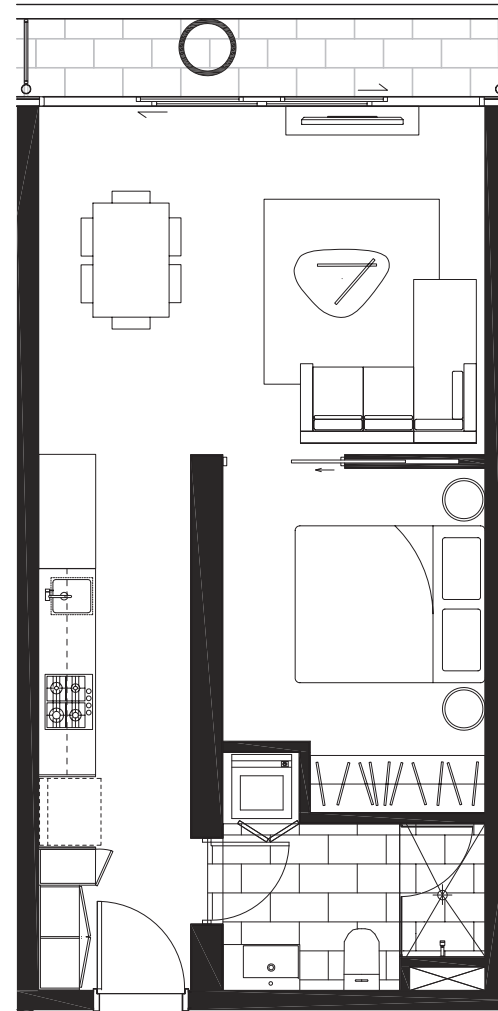
KEYPLAN



Levels 9 - 13



Levels 4 - 8



bella

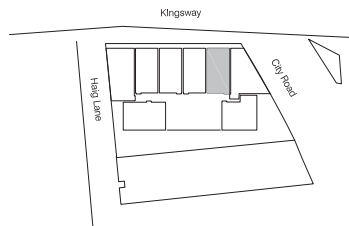
APARTMENTS

TYPE B-1

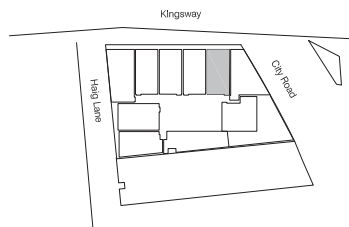
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	47.5m ²	3.5m ²
Level:	4-13	

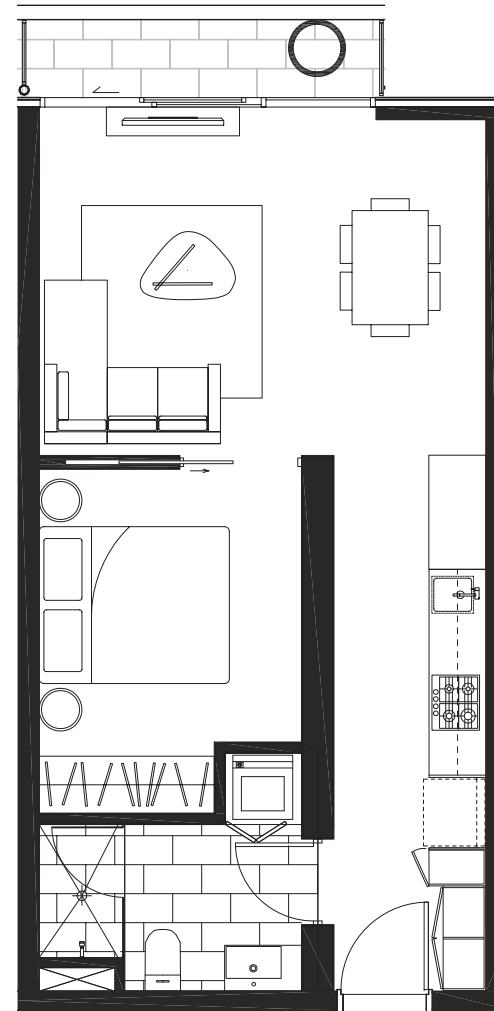
KEYPLAN



Levels 9 - 13



Levels 4 - 8



bella

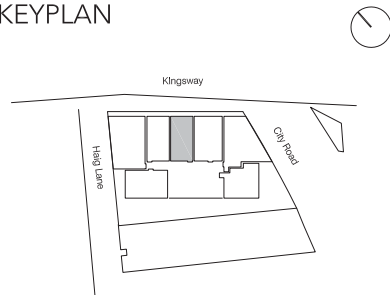
APARTMENTS

TYPE B-2

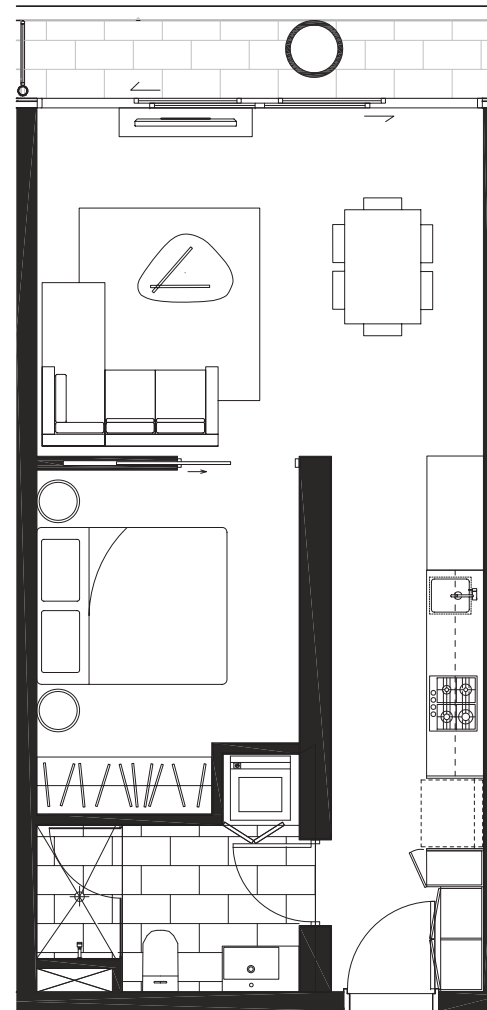
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	47.5m ²	4.8m ²
Level:	14-33	

KEYPLAN



Levels 14 - 33



cronepartners



SALVO PROPERTY
GROUP

VERSION 4

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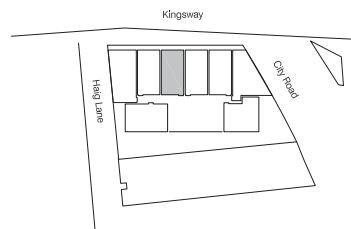
APARTMENTS

TYPE C-1

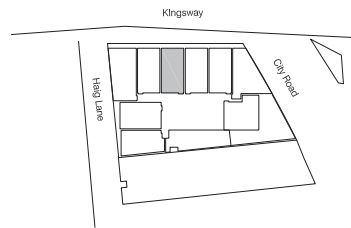
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	48m ²	4.8m ²
Level:	4-13	

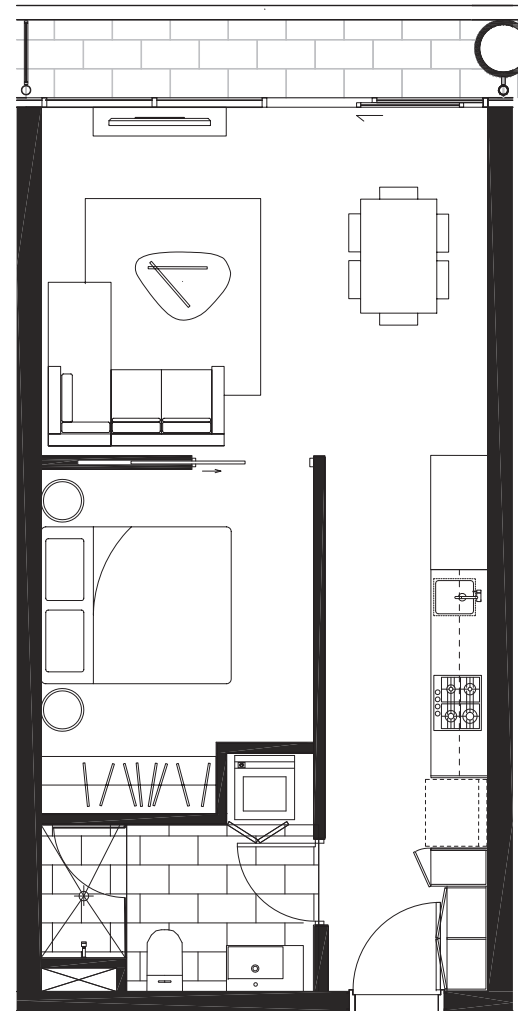
KEYPLAN



Levels 9 - 13



Levels 4 - 8



bella

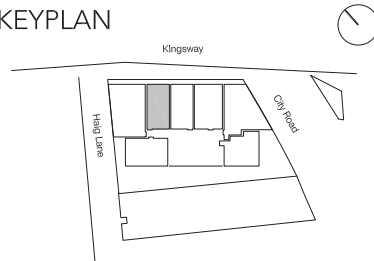
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TYPE C-2

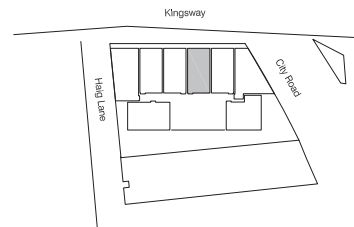
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	48m ²	4.8m ²
Level:	4-33	

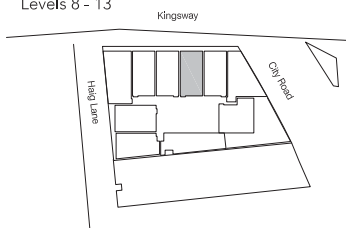
KEYPLAN



Levels 14 - 33



Levels 8 - 13



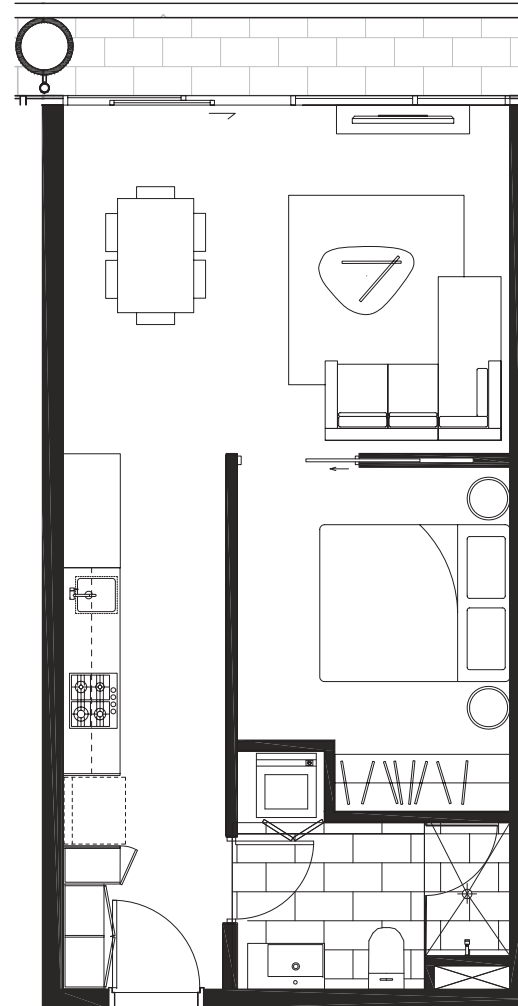
Levels 4 - 7

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SALVO PROPERTY GROUP

VERSION 4



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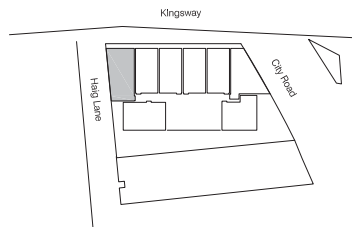
APARTMENTS

TYPE E-1

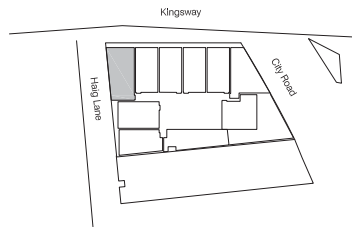
2 Bedrooms & 1 Bathroom

Apartment Area:	Internal 61.5m ²	External 5.9m ²
Level:	4-13	

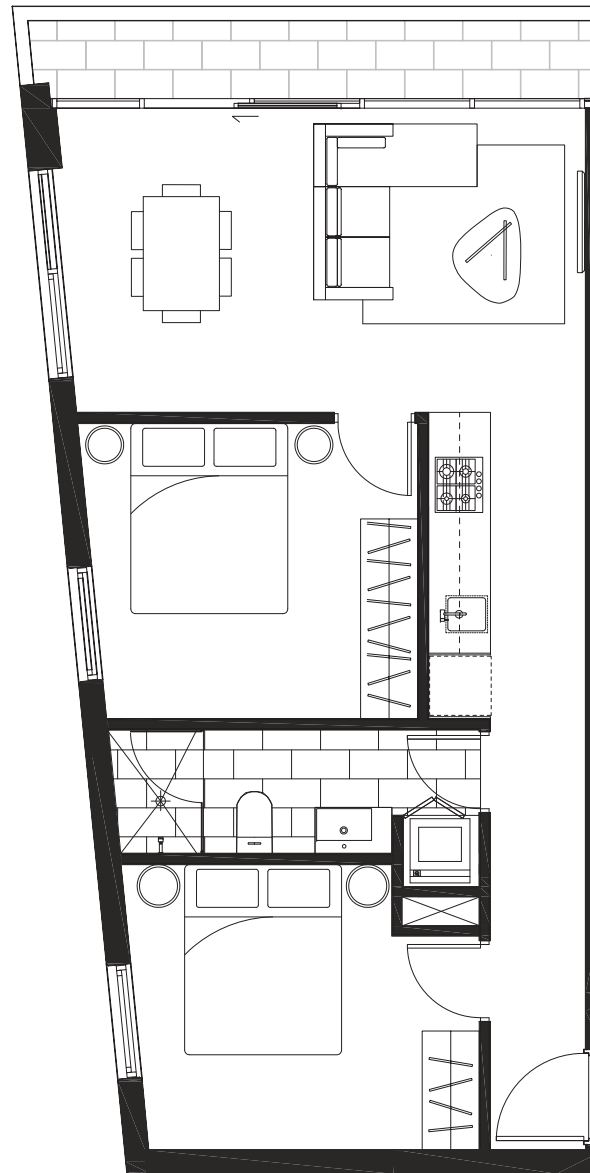
KEYPLAN



Levels 9 - 13



Levels 4 - 8



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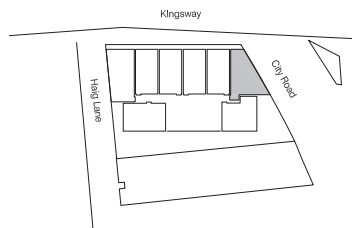
APARTMENTS

TYPE F-1

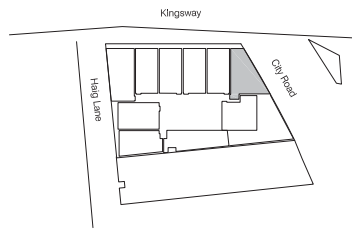
2 Bedrooms & 1 Bathroom

	Internal	External
Apartment Area:	57.5m ²	3.5m ²
Level:	4-13	

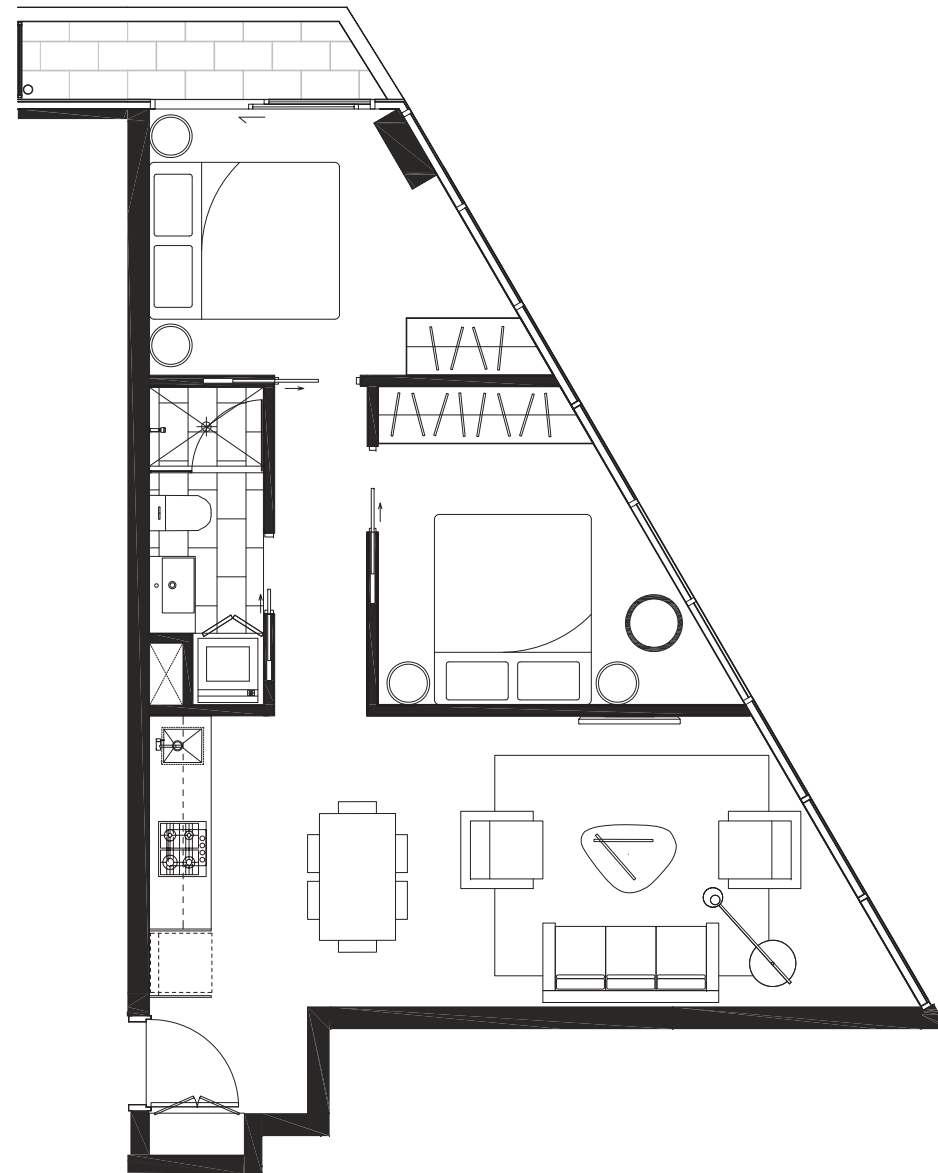
KEYPLAN



Levels 9 - 13



Levels 4 - 8



bella

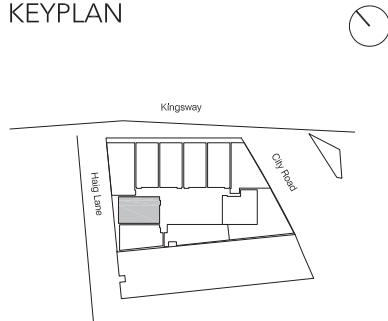
APARTMENTS

TYPE G

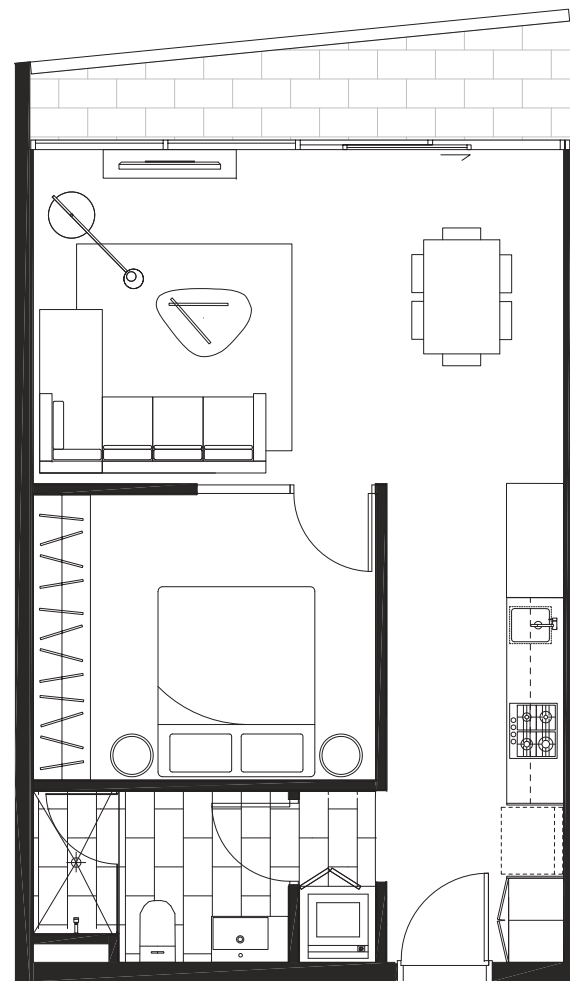
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	52.5m ²	6.5m ²
Level:	4-7	

KEYPLAN



Levels 4 - 7



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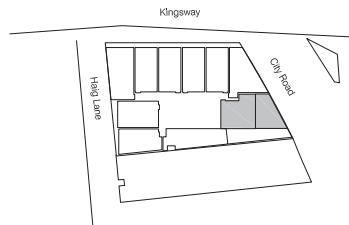
APARTMENTS

TYPE H-1

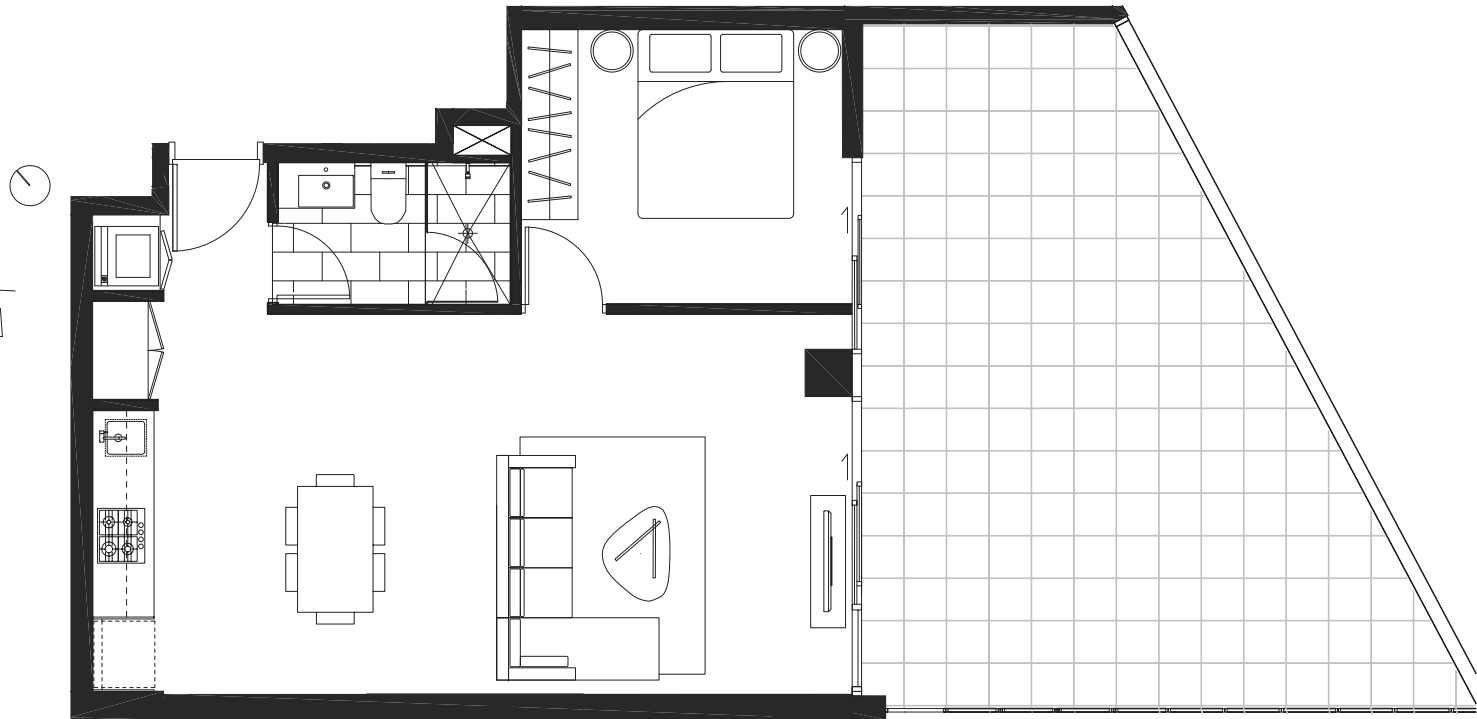
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	54.5m ²	34.5m ²
Level:	4	

KEYPLAN



Levels 4



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SALVO PROPERTY
GROUP

VERSION 4

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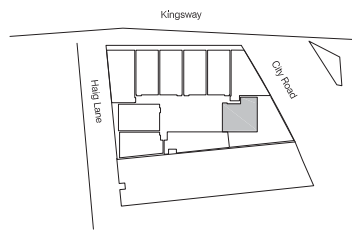
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TYPE H-2

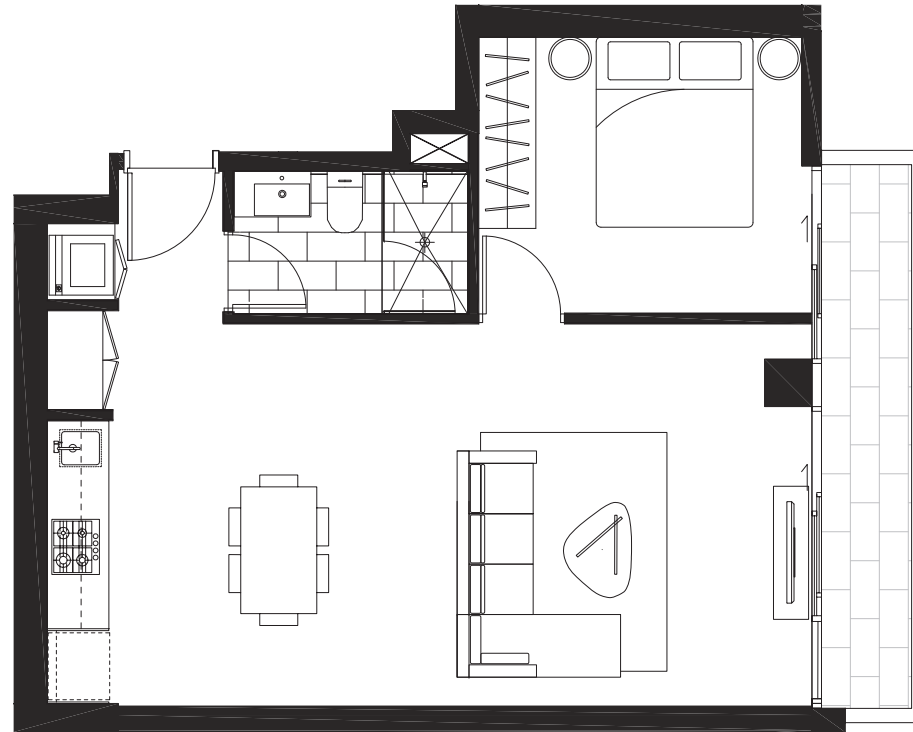
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	54.5m ²	6.5m ²
Level:	5-7	

KEYPLAN



Levels 4 - 7



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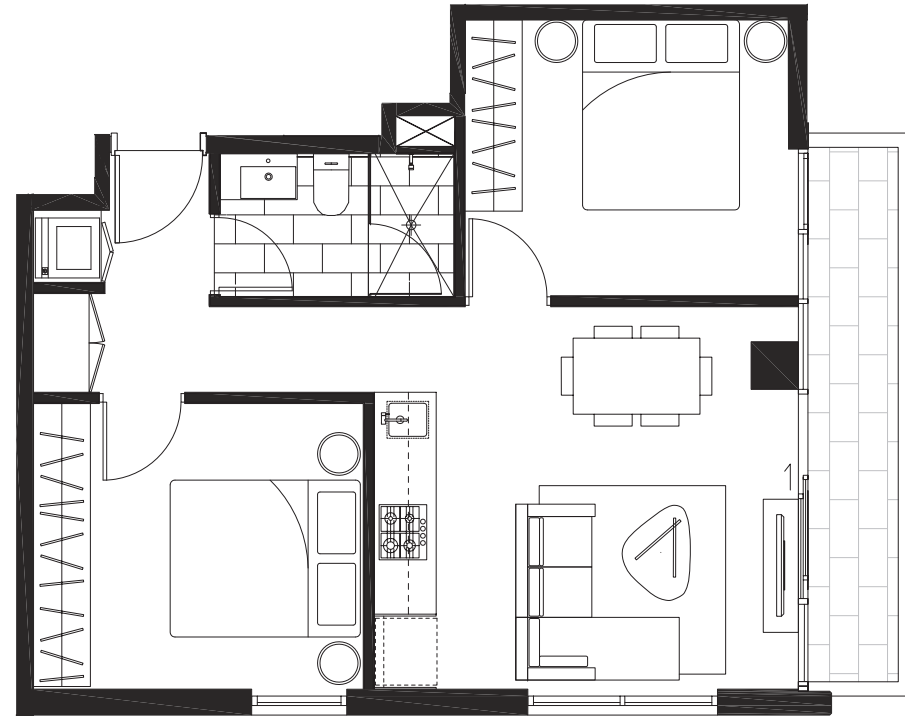
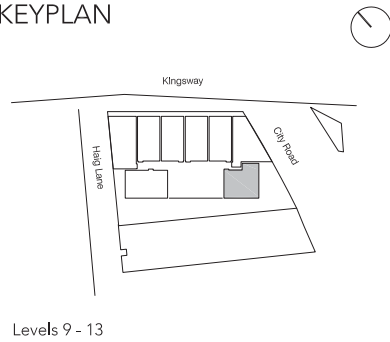
APARTMENTS

TYPE H-3

2 Bedrooms & 1 Bathroom

	Internal	External
Apartment Area:	54.5m ²	6.5m ²
Level:	9-13	

KEYPLAN



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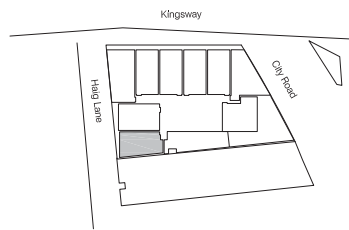
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TYPE J

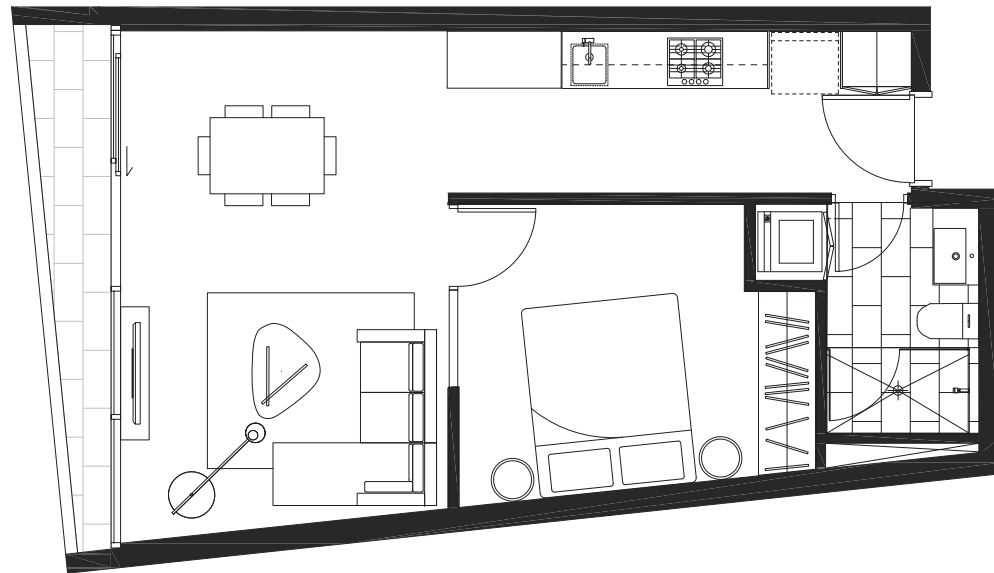
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	48m ²	4.3m ²
Level:	4-7	

KEYPLAN



Levels 4 - 7



cronepartners



SALVO PROPERTY GROUP

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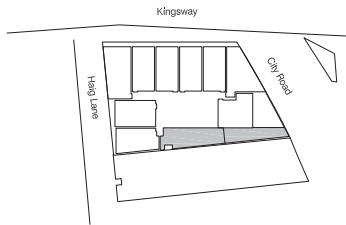
APARTMENTS

TYPE K-1

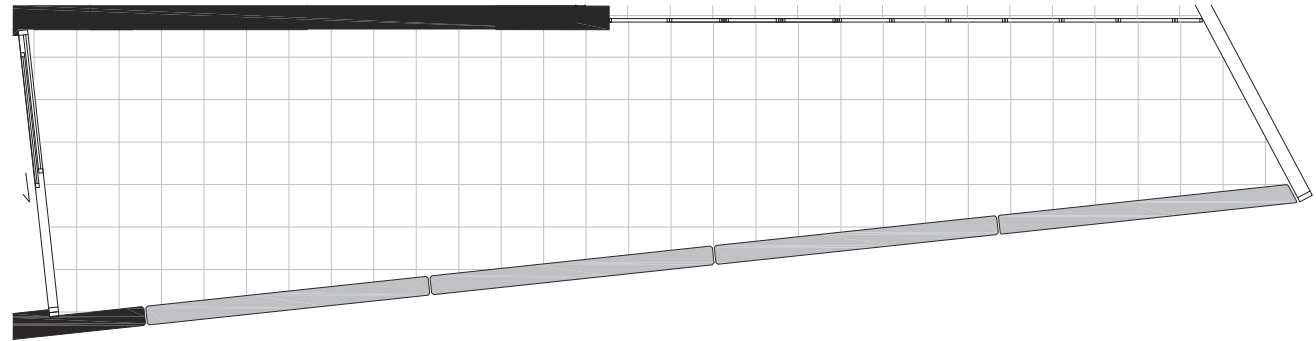
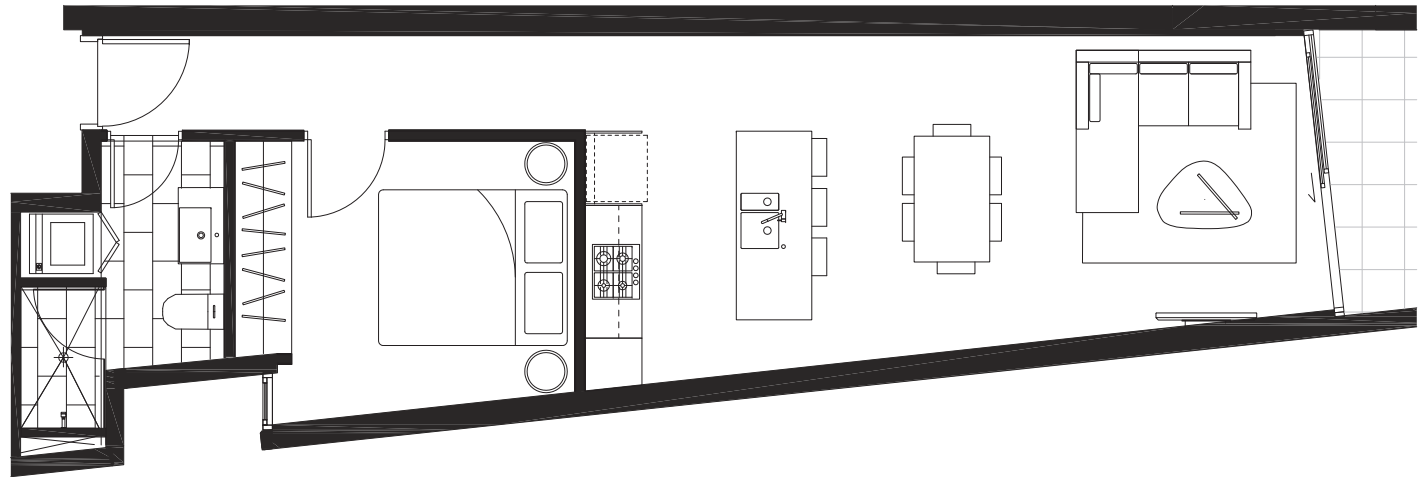
1 Bedroom & 1 Bathroom

Apartment Area:	Internal 53m ²	External 33.5m ²
Level:	4	

KEYPLAN



Levels 4



bella

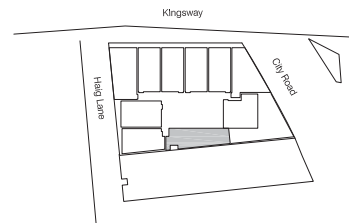
APARTMENTS

TYPE K-2

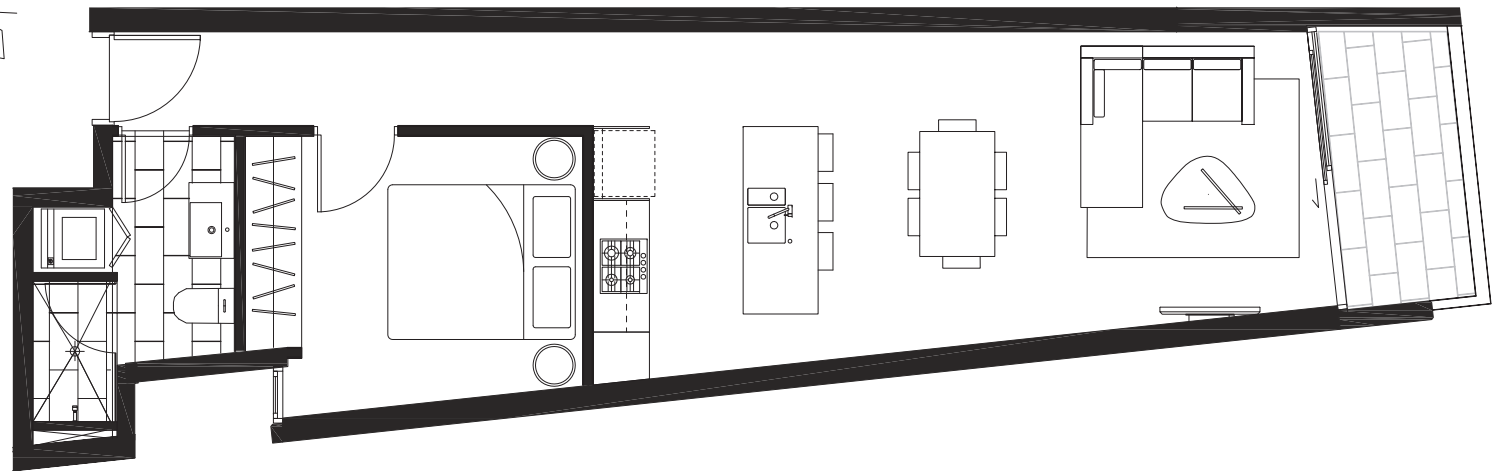
1 Bedroom & 1 Bathroom

	Internal	External
Apartment Area:	53.0m ²	4.5m ²
Level:	5-7	

KEYPLAN



Levels 5 - 7



cronepartners



SALVO PROPERTY GROUP

VERSION 4

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bella

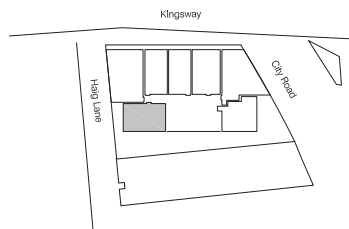
APARTMENTS

TYPE L

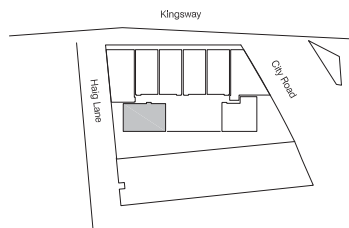
2 Bedrooms & 1 Bathroom

	Internal	External
Apartment Area:	57.0m ²	5.0m ²
Level:	9-33	

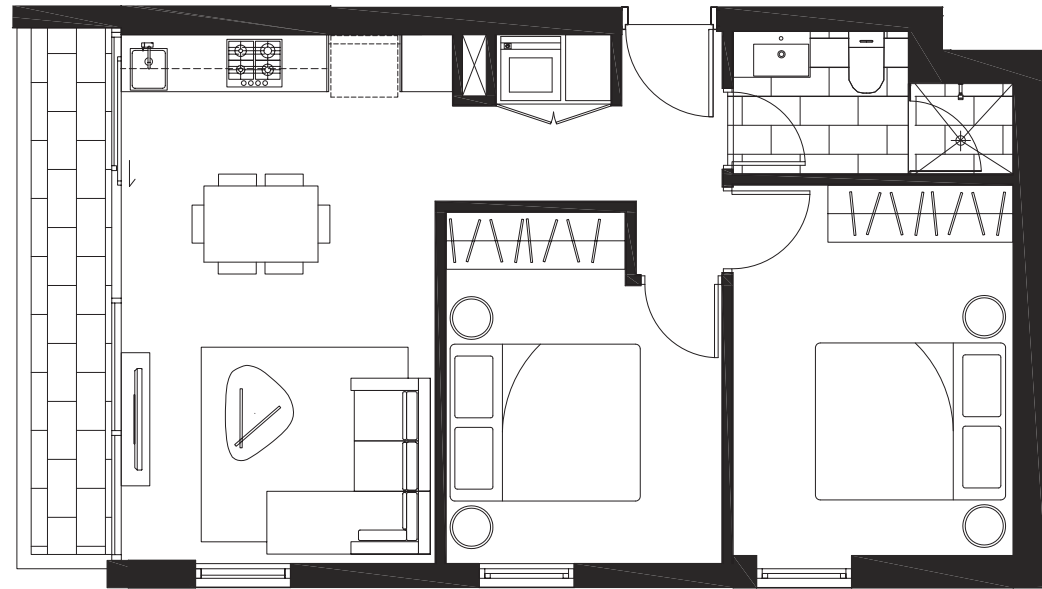
KEYPLAN



Levels 14 - 33



Levels 9 - 13



bella

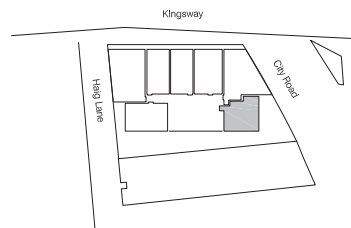
APARTMENTS

TYPE M

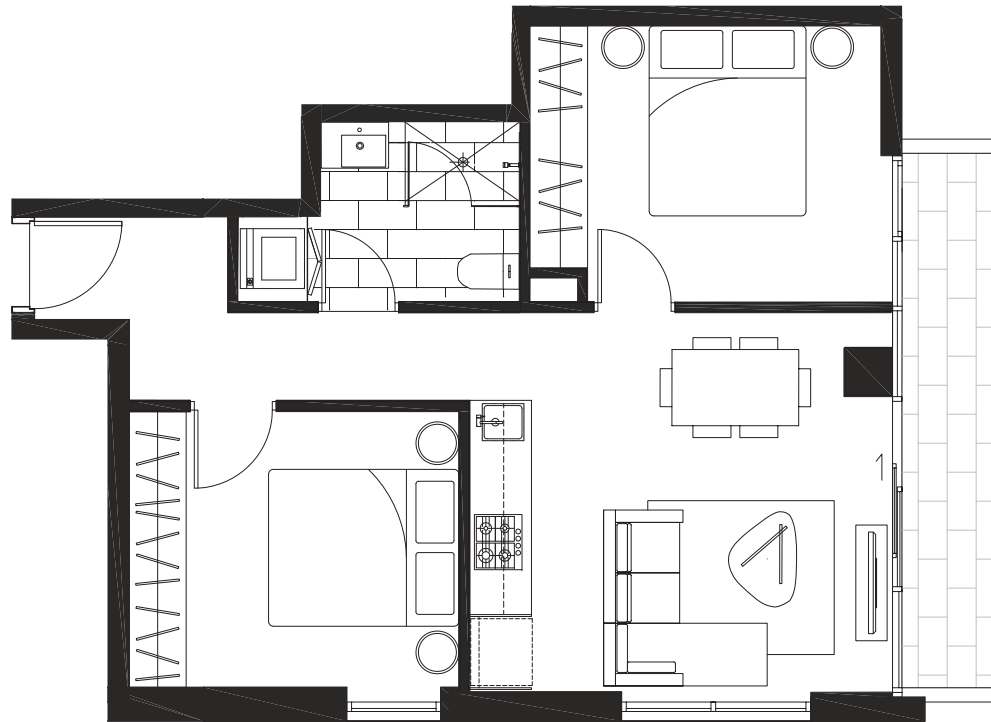
2 Bedrooms & 1 Bathroom

	Internal	External
Apartment Area:	56.5m ²	6.5m ²
Level:	14-33	

KEYPLAN



Levels 14 - 33



cronepartners



SALVO PROPERTY
GROUP

VERSION 4

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bella

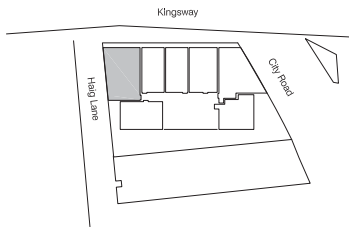
APARTMENTS

TYPE N

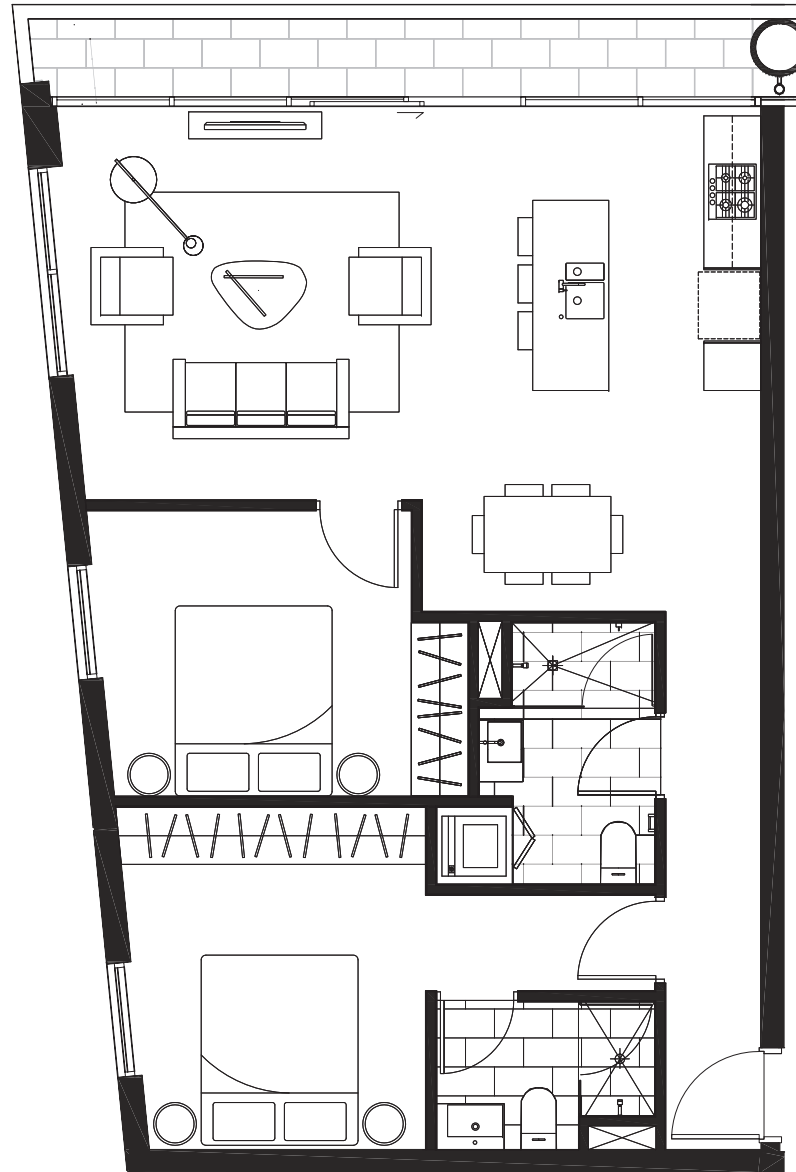
2 Bedrooms & 2 Bathrooms

	Internal	External
Apartment Area:	83m ²	7.5m ²
Level:	14-33	

KEYPLAN



Levels 14 - 33



cronepartners



SALVO PROPERTY
GROUP

VERSION 4

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bella

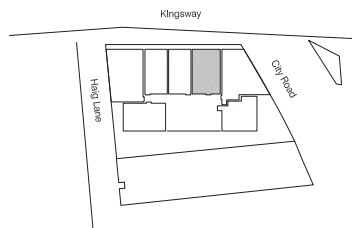
APARTMENTS

TYPE P

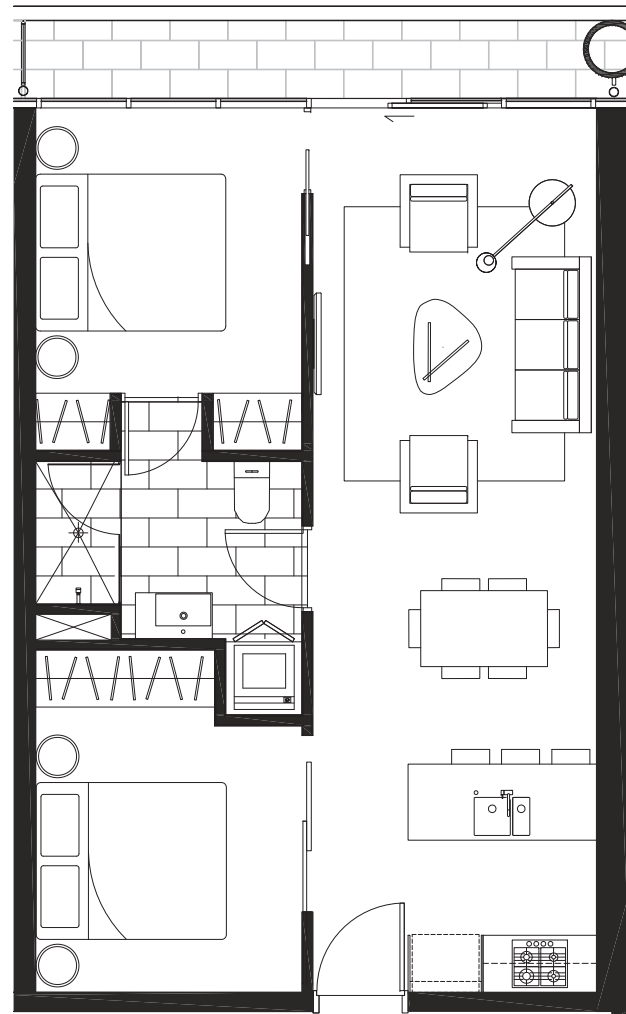
2 Bedrooms & 1 Bathroom

	Internal	External
Apartment Area:	59.5m ²	6m ²
Level:	14-33	

KEYPLAN



Levels 14 - 33



cronepartners



SALVO PROPERTY
GROUP

VERSION 4

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bella

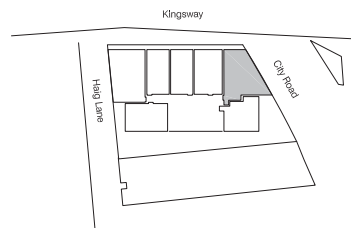
APARTMENTS

TYPE Q

2 Bedrooms & 2 Bathrooms

	Internal	External
Apartment Area:	78.5m ²	4.2m ²
Level:	14-33	

KEYPLAN



Levels 14 - 33



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SALVO PROPERTY GROUP

VERSION 4

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bella

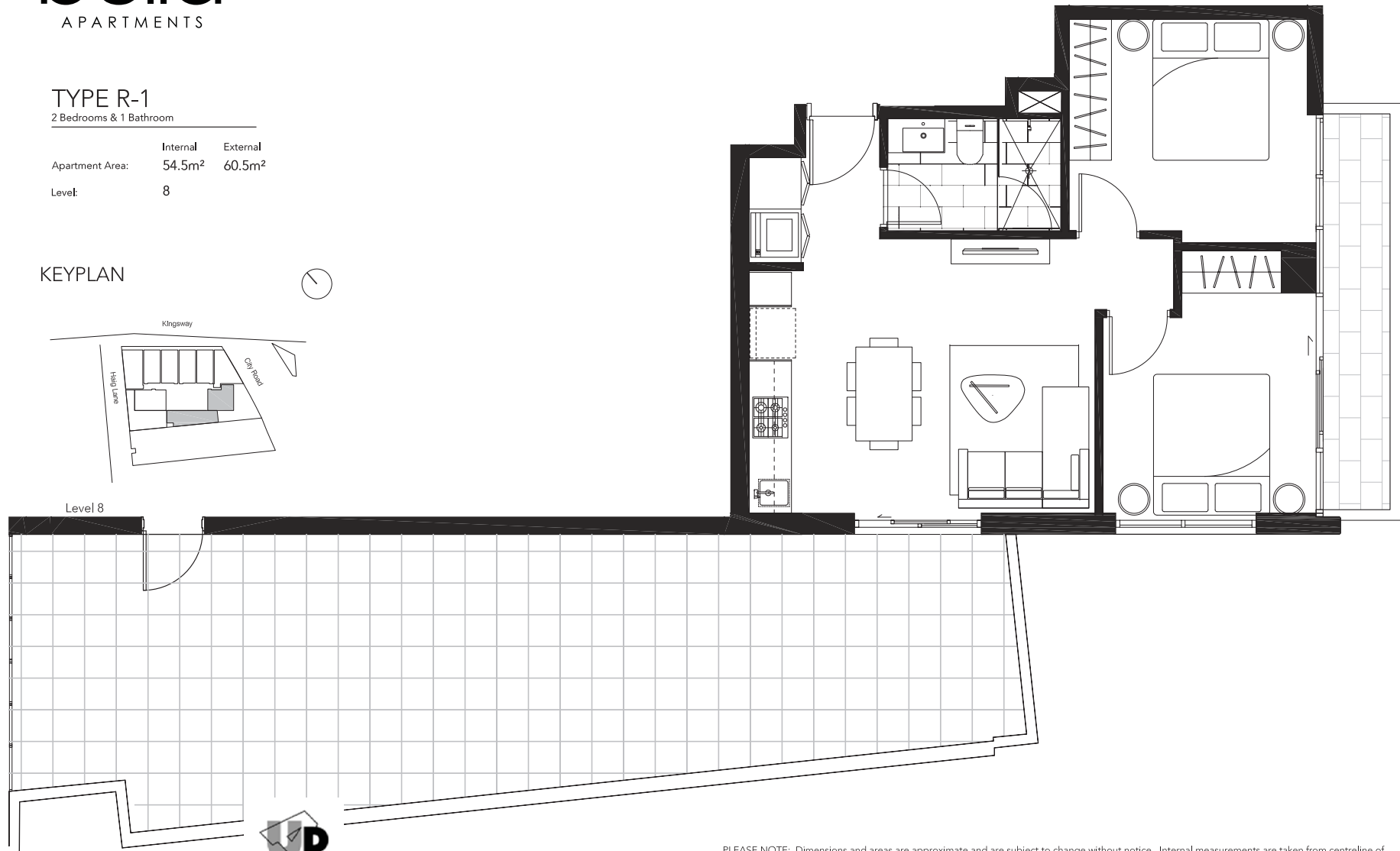
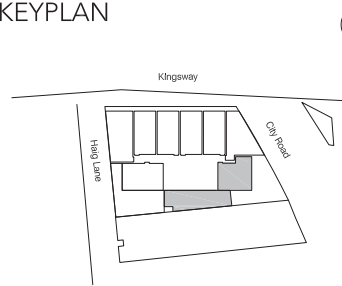
APARTMENTS

TYPE R-1

2 Bedrooms & 1 Bathroom

Apartment Area:	Internal	External
	54.5m ²	60.5m ²
Level:	8	

KEYPLAN



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SALVO PROPERTY
GROUP

VERSION 4

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bella

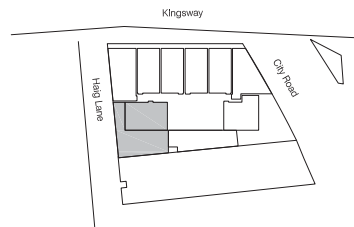
APARTMENTS

TYPE S

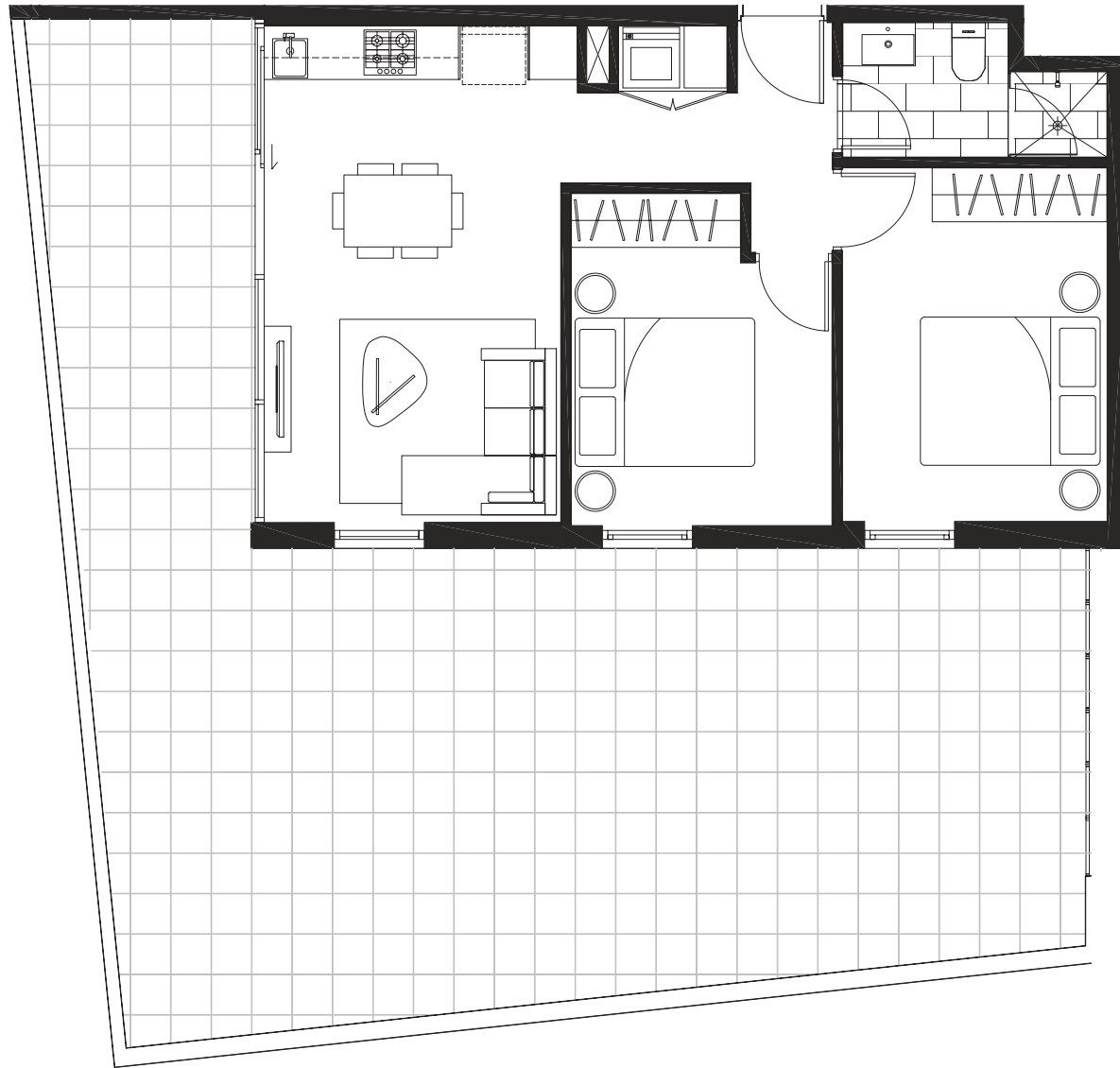
2 Bedrooms & 1 Bathroom

	Internal	External
Apartment Area:	57.0m ²	70.5m ²
Level:	8	

KEYPLAN



Level 8

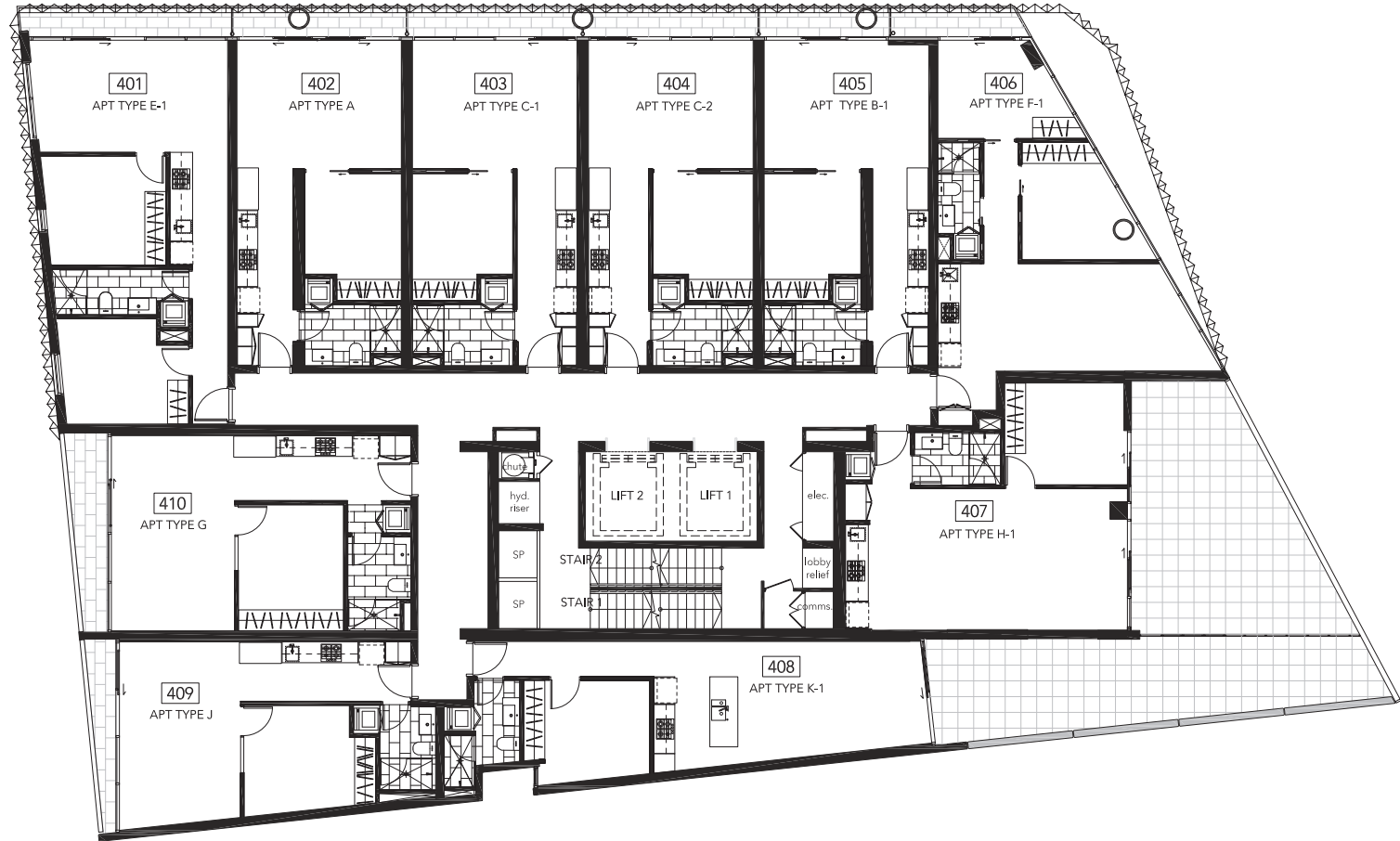






FLOORPLATES

LEVEL:4



bella

APARTMENTS

LEVEL:5-7



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SALVO PROPERTY GROUP

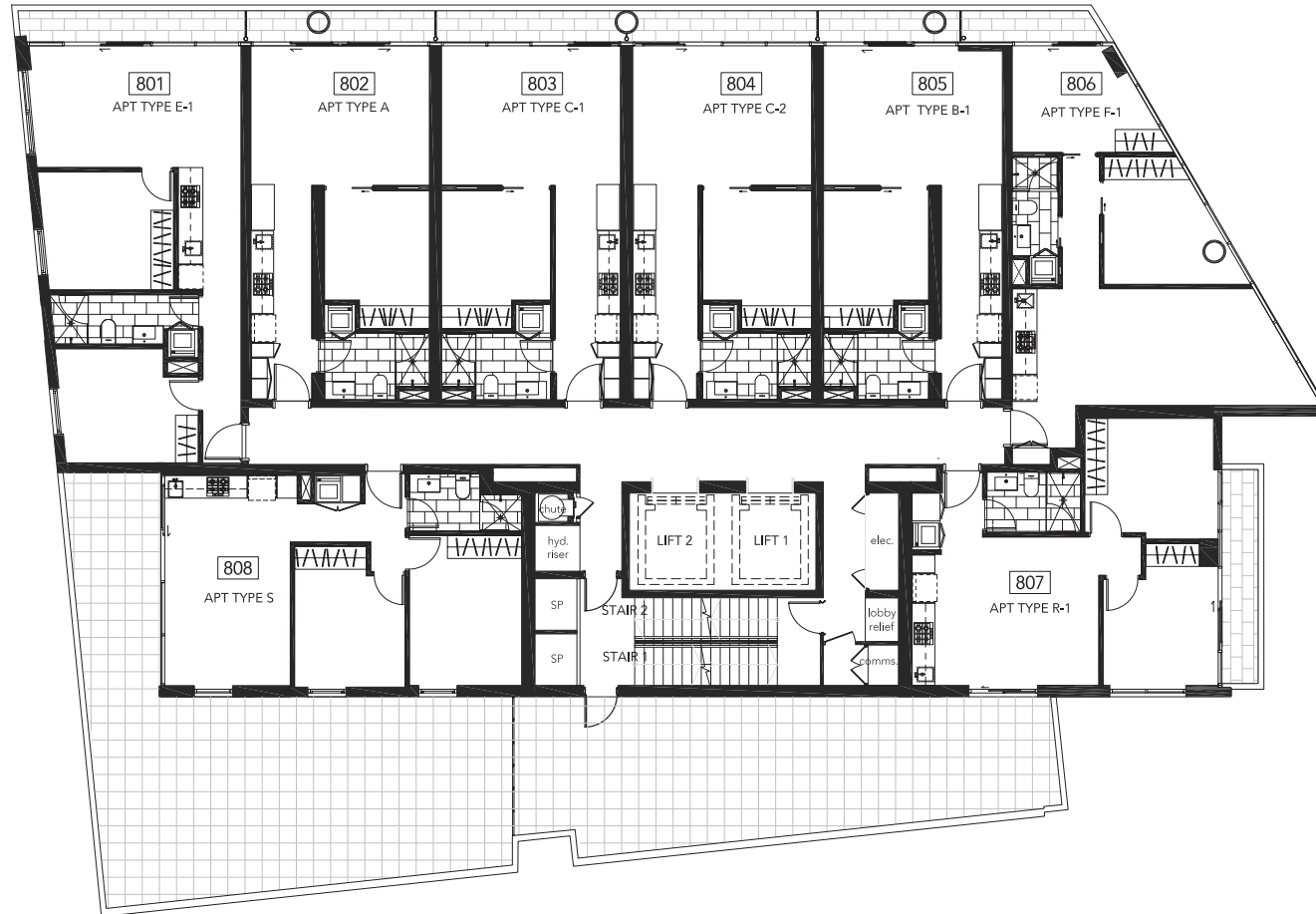
VERSION 4

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bella

APARTMENTS

LEVEL:8



bella

APARTMENTS

LEVEL:9-13



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SALVO PROPERTY GROUP

VERSION 4

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LEVEL:14-33

