

Hotel luxuries on your doorstep

Residents get to enjoy the perks of a boutique hotel at high-end Fisherman's Bend tower

A 24-hour concierge, infinity pool and in-room dining service are luxuries usually confined to the guests of an exclusive hotel. But these amenities will be part of everyday life for residents of The Normanby, a new mixed-use development on the edge of the CBD.

Developer Capital Alliance is bringing private residences and an international hotel chain under one roof, creating a landmark address for Melbourne's new inner-city precinct, Fisherman's Bend.

The Normanby is a 40-storey tower on Normanby Rd in Southbank comprising 100 one, two and three-bedroom apartments and the 200-room AC Hotels by Marriott. Residents of the apartments will have exclusive use of the hotel's facilities, including concierge services, gymnasium, infinity pool, restaurant and bar, room service and housekeeping.



It will be the first hotel at Fisherman's Bend, the former industrial precinct sandwiched between the city and Port Melbourne currently being transformed as part of a \$30 billion redevelopment scheme. The Normanby is also the first site in Australia for the AC Hotels brand, a

boutique offshoot chain from Marriott International.

Capital Alliance founder and chief executive Mohan Du said the addition of a hotel had proven a strong selling point since sales started in October last year. "Buyers can see the convenience of having luxury amenities at their disposal — it is incredible value in an up-and-coming area," Mr Du said.

With the Victorian Government forecasting 80,000 residents and 80,000 workers to flood into Fisherman's Bend by 2050, The Normanby's residential offering will be a drop in the ocean for Australia's largest urban renewal project. Mr Du said although this was a 40-storey tower, The Normanby would be considered low-density

living, with private residences capped at 100, rather than the typical 300 you might see in high-rise towers.

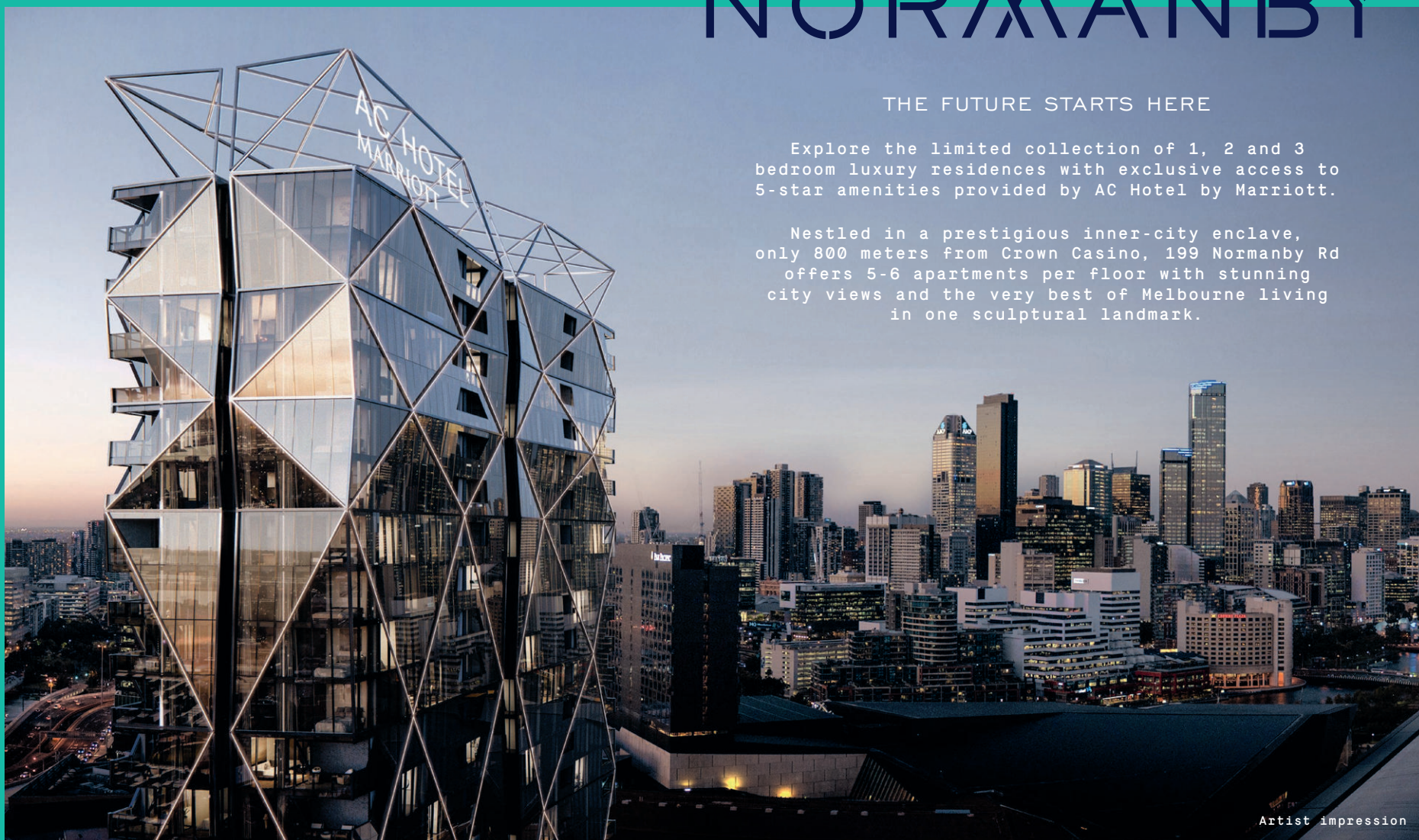
"We wanted to carry the boutique and exclusive feeling of the hotel through to the apartments so that residents feel connected to the more established communities in neighbouring suburbs," he said. normanbymelbourne.com.au

NORMANBY

THE FUTURE STARTS HERE

Explore the limited collection of 1, 2 and 3 bedroom luxury residences with exclusive access to 5-star amenities provided by AC Hotel by Marriott.

Nestled in a prestigious inner-city enclave, only 800 meters from Crown Casino, 199 Normanby Rd offers 5-6 apartments per floor with stunning city views and the very best of Melbourne living in one sculptural landmark.



Artist impression

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normanbymelbourne.com.au

Or call

Mark Forytarz 0407 766 308

Visit our display suite:

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Wednesday and Thursday 12pm - 2pm

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