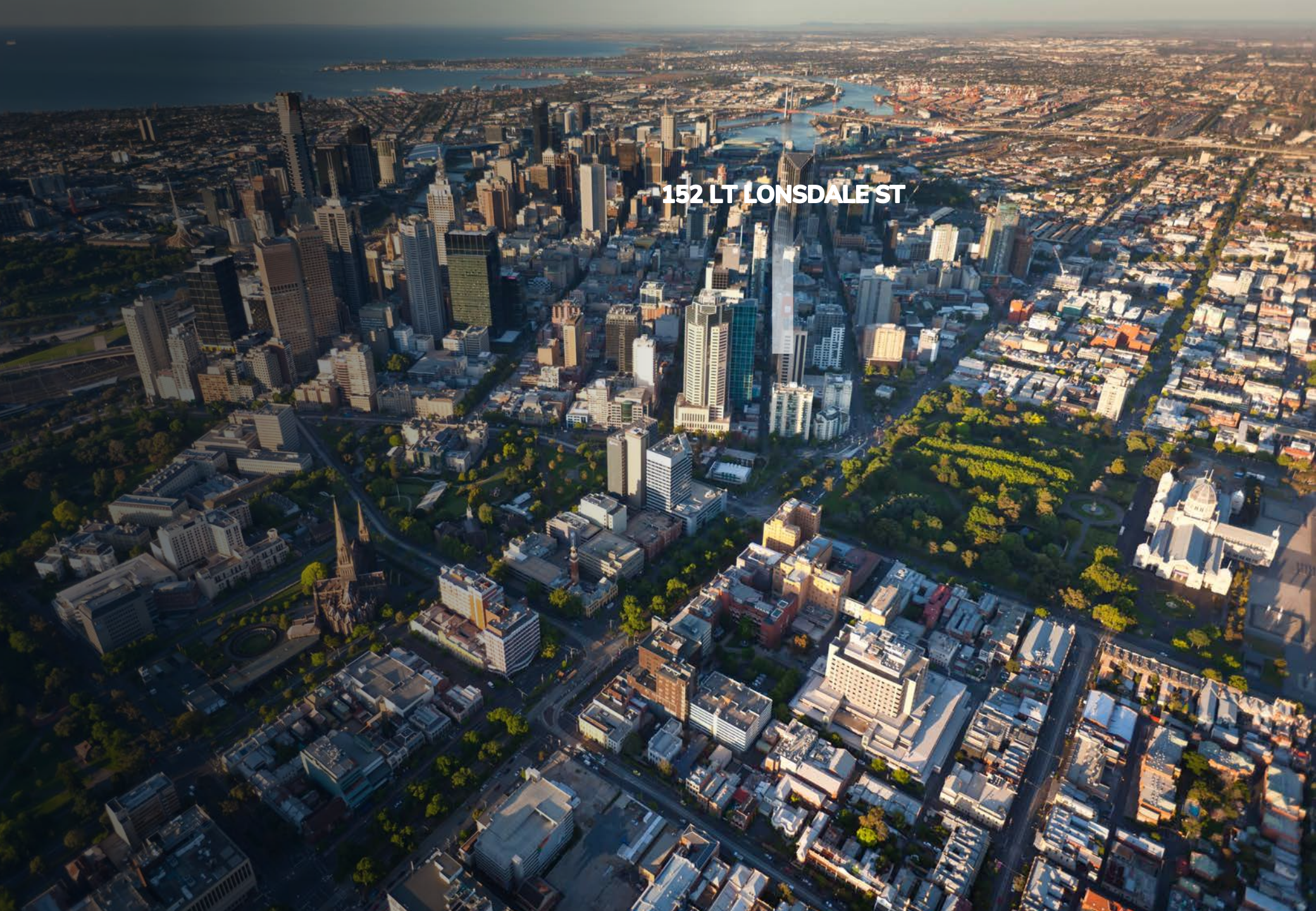




152 LITTLE LONSDALE

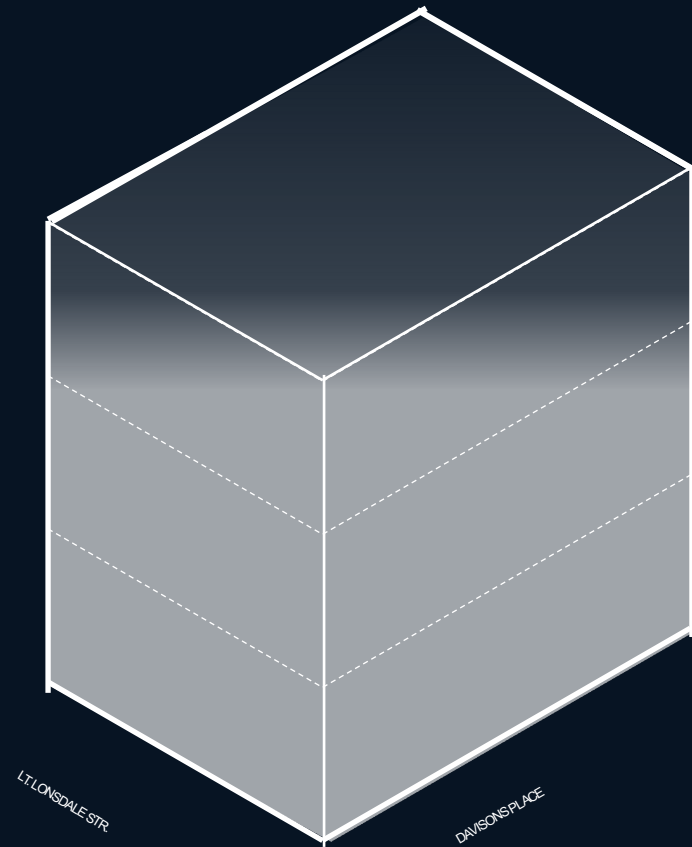
CAPSULE HOTEL

PROPERTY REPOSITIONING
PRESENTATION



152 LT LONSDALE ST

REPOSITIONING : CAPSULE HOTEL



REPOSITIONING : CAPSULE HOTEL

When entering the capsule hotel building, its Ground Floor houses the main common areas and networking functions, including a reception desk, luggage storage, lounge, retail counter, vending machines, laundry room, waste room, and a dumb waiter running through the building. There is another outdoor recreation area and parking spaces at the forecourt of the building.

DDA rooms are all located at the Ground Floor.

	NUMBER OF BEDS	SHOWERS	TOILETS
GF	18	3	4



REPOSITIONING : CAPSULE HOTEL

Level 1

	NUMBER OF BEDS	SHOWERS	TOILETS
GF	18	3	4
L1	62	7	8
L2	66	7	8
TOTAL	146	17	20



REPOSITIONING : CAPSULE HOTEL

Level 2

	NUMBER OF BEDS	SHOWERS	TOILETS
GF	18	3	3
L1	62	7	9
L2	66	7	9
TOTAL	146	17	25







DEVELOPER

: DCF Property Group

Having developed in excess of \$100 million in both residential and mixed-use projects to date, DCF Property place a strong focus on creating sophisticated spaces of unrivaled quality.

We work closely with only the finest Architects, Consultants and organisations both locally and globally to ensure that market leading perspectives, experiences and philosophies are at the heart of every DCF Property development.

With a development pipeline exceeding \$1 billion across the lifestyle, mixed-use and residential sectors, DCF Property is Crafting Australia.



NOBA APARTMENTS

Completed in November 2018, NoBa Apartments has provided 45 Apartments, two Penthouses and three Retail tenancies to the prestigious and tightly held North Balwyn Village precinct

Architect

: **DKO Architecture**

GRV

: **\$44 million**

Construction Cost

: **\$17 million**

Commencement

: **Q2 2015**

Completion

: **Q4 2018**



407 KING ST

Iglu Flagstaff Gardens

The project is jointly developed by Iglu and DCF which is a 17-storey building with a total of 362 locations. Located in West Melbourne, the project is close to Haileybury, one of the famous private school in Melbourne.

Architect

: **Fender Katsalidis**

GRV

: **\$120 million**

Construction Cost

: **\$45 million**

Commencement

: **Q2 2019**

Completion

: **Q2 2022**



GROSVENOR COURT APARTMENTS

Located in Sandy Bay Hobart, this hotel is close to the new campus of the University of Tasmania, offering a relaxed lifestyle and excellent transport links. Focused more on affordable family leisure and corporate travel, this hotel comprises a total of 17 guest rooms and one detached villa.

Management Team

: **DCF**

Net Revenue

: **\$700,000 p.a.**



UNDER CONSTRUCTION

NU BY YOO HOTEL

Located in South Melbourne, near the Royal Botanic Gardens and Albert Park (the F1 racing), and right above the new ANZAC station, the hotel features 97 guest rooms, an all-day dining restaurant, an outdoor bar, event spaces, a gym, and a spa, branded by the international luxury hotel brand Yoo.

Management Team

: **DCF & La Vie**

Forecasted Net Revenue

: **\$3,917,000 p.a.**

: **Open in Q4 2026**

: Head of Hotel Development & Strategy



After graduating Hotel School in the UK in 1992, Tracy joined Hyatt International where she cut her teeth at London's Hyatt Carlton Tower. Staying with Hyatt Tracy transferred to Australia in 1996, spending 3 years at Park Hyatt Sydney, before moving South to join the pre-opening team at the celebrated Park Hyatt Melbourne.

In 2003 Tracy took her first General Manager role for Aman Resorts running Amankila on the East Coast of Bali, Indonesia. One of the world's premier luxury independent resorts, Tracy directed a world-class accommodation, wellness spa, dining and events program. Under her management, Amankila received a host of accolades, including the prestige of being awarded #2 Hotel in the World by Conde Nast Traveller in 2005.

This is also where Tracy met her mentor — Adrian Zecha and fell in love with the independent hotel model. After nine years with Aman Resorts, Tracy returned to Australia in 2013 to manage the opening of Canberra's Hotel Hotel. Within the opening year the

property was named Australia's best boutique hotel by Gourmet Traveler in 2014 and again in 2015. In 2016, Tracy joined Jackalope Hotels as Group General Manager, overseeing the development and opening of Jackalope's debut property on the Mornington Peninsula.

Within 6 months of opening Jackalope won the following awards from Gourmet Traveller:

- Best Hotel in Australia
- Best Regional Hotel
- Best New Hotel

In addition, and unique to Australia, both hotel restaurants received Chef Hats from opening year and consecutively after under her leadership. After 8 years with Jackalope Hotels Tracy took the position of Executive General Manager of Melbourne Place. She artfully led a dynamic team of industry professionals to develop and launch the precinct in November 2024.

Tracy also proudly held a seat on the National Board of Accommodation in Australia from 2020 to 2025.

: COLLABORATION

Keeping true to our ethos of 'The Art of Property', we choose to partner with only the finest experts in the field both locally and globally, to ensure our vision is brought to life. DCF Collaborators include the following:

DEVELOPMENT

Snøhetta  ÅMAN ELENBERG FRASER yoo

DKO

PDS GROUP
a Deloitte business

FK
FANKEE PARTNERS

Hecker
Guthrie

MA
A

ZUNICA

Tract

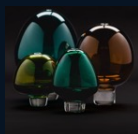
alberto apostoli
architecture&design

ARTISTS



Stephen
Ornandy 兼设计总监

: “NoBa” 公寓建筑设计



Amanda Dziedzic

墨尔本玻璃艺术家

: “The Woods” 系列艺术品



An aerial photograph of a city skyline, likely Melbourne, taken from a high vantage point. The sun is low on the horizon, creating a warm, golden glow over the city. The skyline is filled with numerous skyscrapers and buildings. In the foreground, there are large, fluffy clouds. A river or canal winds through the city, and a bridge is visible. The text is overlaid on the left side of the image.

CITY OF MELBOURNE

\$8.47 billion
In retail turnover

\$1.13 billion
In restaurant retail

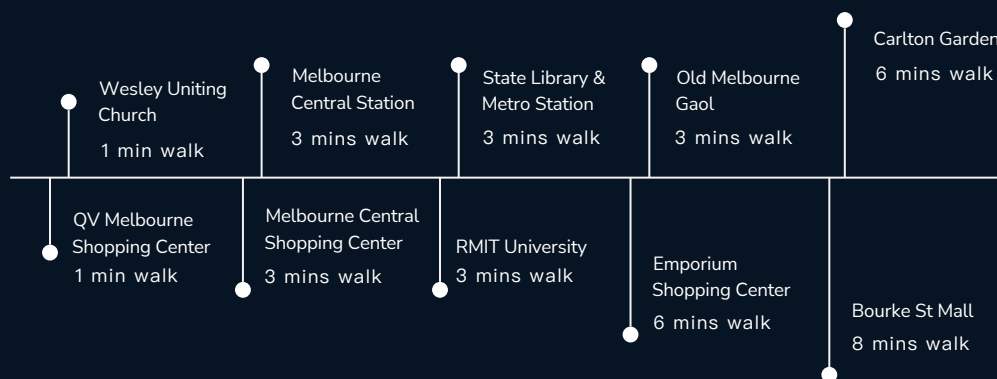
\$14.715 billion
construction works completed

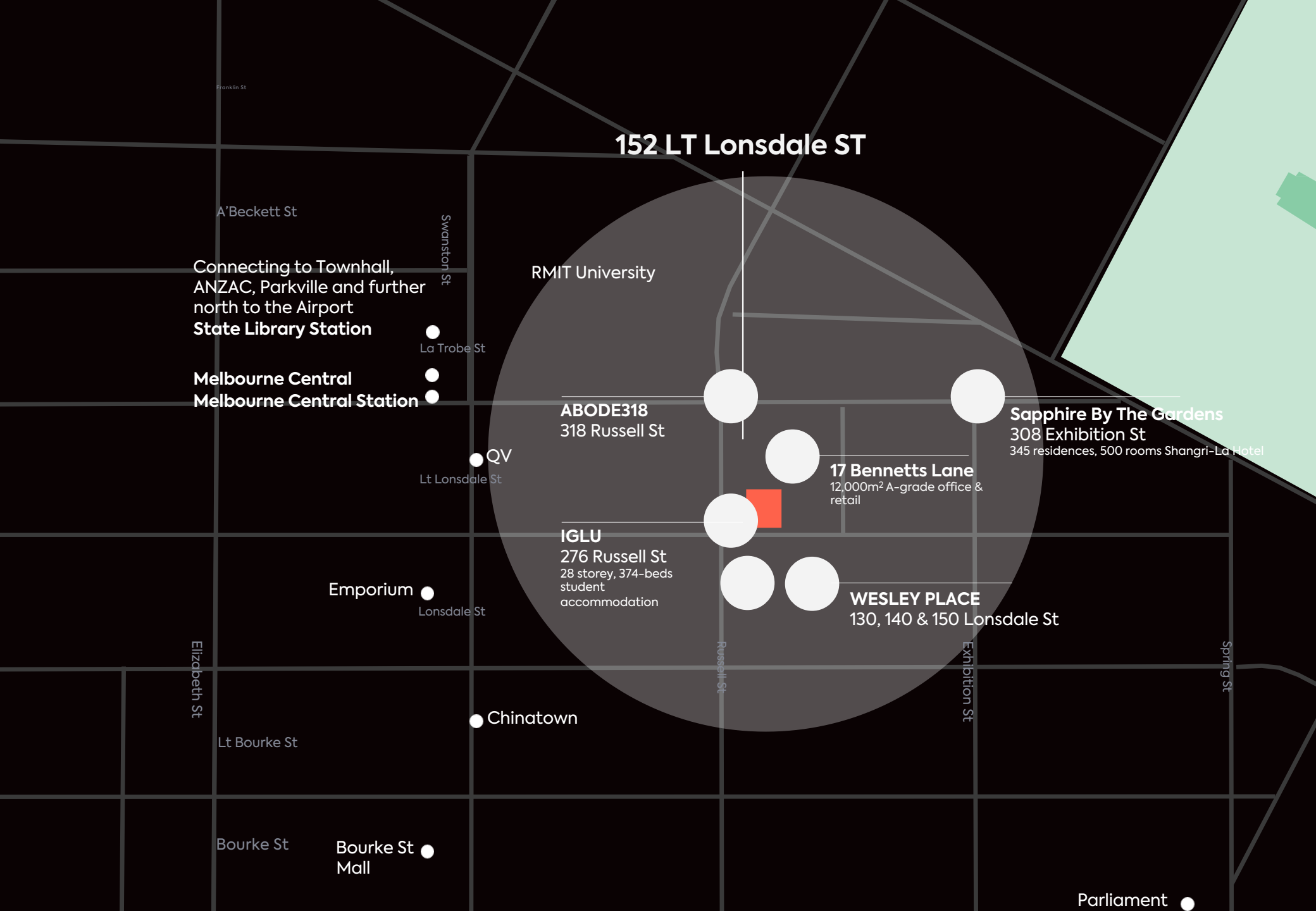
152
Lt Lonsdale St

LOCATION MAP & NEARBY : A NEIGHBOR TO MAJOR CENTERS IN CBD

Located within the north-east catchment of Melbourne CBD, the site is closed to multiple major office buildings and public oasis in Melbourne, not only for workplace people, but also for student and CBD tourists. The location of this thoroughfare is unparalleled, in direct proximity to Melbourne Central, QV Melbourne, Chinatown, RMIT University, Parliament Train Station and Melbourne's best theatres and restaurants.

It also enjoys the benefits of hyper-connection of Melbourne CBD, including tram lines, bus routes, train and the under-development metro line throughout the the Melbourne CBD.





152 LT Lonsdale ST

Connecting to Townhall,
ANZAC, Parkville and further
north to the Airport
State Library Station

Melbourne Central
Melbourne Central Station

RMIT University

ABODE318
318 Russell St

QV

Sapphire By The Gardens
308 Exhibition St
345 residences, 500 rooms Shangri-La Hotel

17 Bennetts Lane
12,000m² A-grade office &
retail

IGLU
276 Russell St
28 storey, 374-beds
student
accommodation

WESLEY PLACE
130, 140 & 150 Lonsdale St

Emporium
Lonsdale St

Chinatown

Bourke St
Bourke St Mall

Parliament

LOCATION MAP & NEARBY : ANOTHER EAST END IN LONSDALE

This north-east Melbourne CBD grid is turning into another office precinct of Melbourne, following with big construction nearby like the ongoing Wesley Place development, the Bennetts Lane, the Russell Corner and the Melbourne's first Shangrila Hotel at Sapphire by the Gardens.

With close distance to public authorities, universities, and shopping center, this precinct is welcoming a huge crowd of pedestrians from local and global inspectors.

New and existing office spaces (sqm)

120,000

Pedestrian count per hour

741

New and existing apartments

3,500

New and existing hotel rooms

2,750

New and existing accom. dwellings

1,500



17 BENNETTS LANE

End Value

\$150 m

Project Size

12,000 sqm

A-grade Office & Retail

Gross Rent

\$780 - \$920 per sqm

Construction Commencement

2022



WESLEY PLACE

130, 140 & 150 Lonsdale St

End Value

\$1.4 b

Project Size

111,255 sqm

Office Area

Gross Rent

\$600 - \$900 per sqm

Construction Completion

2022





SAPPHIRE BY THE GARDENS

288 – 326 Exhibition St

End Value

\$565 m

Project Size

Twin towers with one of
300 residential apartments
and another one of 505
rooms Shangri-La Hotel



Construction Completion

2022

271 SPRING STREET

End Value

\$150 m

Project Size

20,523m² and 16-storeys
mixed-use tower
Headquarters for
Australian Unity over the
entire 15,600m²

Construction Completion

2019





274-276 RUSSELL STREET

End Value

\$59 m

Project Size

28-storeys for 374 rooms
of student accommodation

Construction Completion

2023



CONSERVATORY MACKENZIE ST

End Value

\$330 m

Project

Size
42-storeys for 446
apartments

Construction Completion

2018





Melbourne Cricket
Ground

Fitzroy Garden

St Patrick's Cathedral

Carlton Gardens

Royal Exhibition
Building

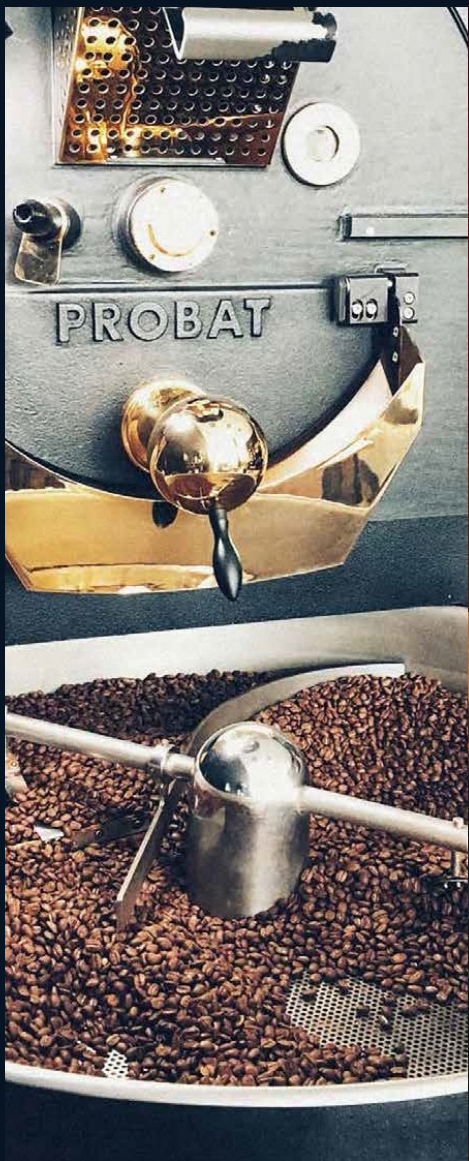
152 LT LONSDALE
ST

State Library

Melbourne Central

Queen Victoria
market

DINE IN MELBOURNE





A wide-angle photograph of the Melbourne skyline at night, viewed from across the water. The sky is a deep purple, and the city lights are reflected in the calm water. The skyline features several prominent skyscrapers, including the Eureka Tower with its crown, and the Melbourne Central with its curved facade. The buildings are illuminated with warm yellow and orange lights, contrasting with the cool tones of the twilight sky.

LIFE IN MELBOURNE

Melbourne's streets and laneways are lined with restaurants, boutiques and bars that invite endless exploration.

The city's inner suburbs, each with a unique character, are also home to hundreds of shops and eateries, from glamorous fine dining and global brands to local designers and casual diners.

