

R. Iconic South Melbourne

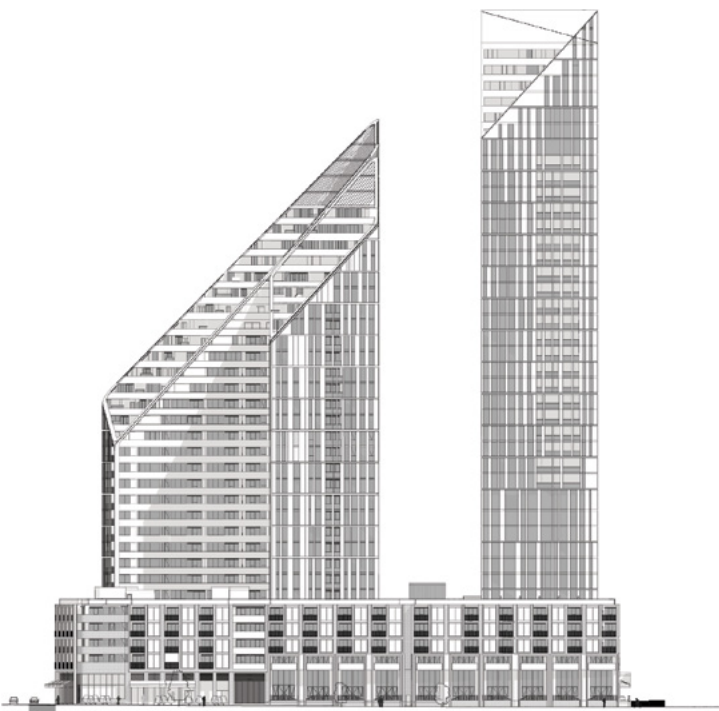
R.ICONIC, A LIVING,
BREATHING ARCHITECTURAL
STATEMENT SET ON A
PEERLESS ISLAND SITE IN
SOUTH MELBOURNE.

A THOUGHTFUL DESIGN RESPONSE

R.Iconic brings an ambitious architectural vision to the skyline of Melbourne; towering scenically, paying homage to Melbourne by reflecting the city back upon itself. Turning a new page for South Melbourne, R.Iconic establishes a soaring focal point for the story of one of the city’s oldest and most exciting suburbs.



CAPITALISE ON SPACE, PLACE AND VIEWS



Protected water views

R.Iconic enhances an established neighbourhood with a thoughtful, community-focused and highly functional building. With its water and city views, breadth of amenities and convenient building services we’ve created a uniquely desirable place to live, and a building that’s designed to last.

We deliberately chose R.Iconic’s location for its protected views. Surrounded by low-rise residential and restricted height zones, with the light rail’s 10-hectare park running all the way to the beach, R.Iconic will be the only building with protected, endless views to the water and the city.

A shifting silhouette

R.Iconic’s form, silhouette and expression transforms and moves with the city. Seemingly different from the bay to the city, but always unmistakably R.Iconic.

Park abounds

The one-acre of private parklands presented to residents on the Level 5 Podium is a compliment to an address enveloped by public parklands.



A reflection of Melbourne

R.Iconic's distinctive form settles into the Melbourne skyline by respecting the architectural codes of the city.

R.Iconic from Port Melbourne Beach

COME HOME TO A PLACE THAT'S CLOSE TO IT ALL

NORMANBY ROAD, WOODGATE STREET
& R.ICONIC

Normanby Road will be transformed into a lively street with safe pedestrian access and a key cycling connection through the precinct, bordered by pristine landscaping to breathe light and leafiness into this contemporary space.



Artist's Impression: R.Iconic as seen from Fennell Reserve



Artist's Impression. R.Iconic as seen from Fennell Reserve

Placed in the heart of one of Melbourne’s most loved and established suburbs, R.Iconic is a state-of-the-art residential development boasting access to the very best Melbourne has to offer. From first-class amenities to an abundance of calming green spaces, the lifestyle opportunities at R.Iconic are endless.



Local Highlights

- 1. Rubira's
- 2. North Port Hotel
- 3. Railway Club Hotel
- 4. O'Connells Hotel
- 5. Golden Fleece Hotel
- 6. Foxtrot Café
- 7. Half Acre
- 8. DFO South Wharf
- 9. Coles Local at R.Iconic
- 10. Liquorland at R.Iconic
- 11. Fennell Reserve
- 12. North Port Oval
- 13. Kirrip Park
- 14. Soi Green Reserve

A NEW COMMUNITY, WITH THE ADVANTAGE OF CONVENIENCE

A series of investments in this new pocket of South Melbourne will further cement it as one of the most coveted suburbs in Melbourne.



Artist's Impression - R.Iconic Coles Local and Liquorland



Coles Local.
Enjoy the convenience of a Coles Local grocery store right on your doorstep. As one of Australia's leading retailers, Coles Local provides high quality produce for customers right across the country, and will now provide their services to both the residents of R.Iconic and the locals of South Melbourne.



Liquorland.
Ideally positioned for sunset tipples or last-minute celebrations, Liquorland offers residents an extensive selection of wine, beer, and spirits, all just a few steps away from their front door.



Part of a blossoming community.
South Melbourne fuses the best of both worlds, combining the vibrancy of the city with the relaxation of the bayside. As a result of this versatile lifestyle, both individuals and internationally recognised developers have flocked to the area, illustrating the value of this highly sought-after suburb. Excitingly for new residents and for locals who've been in the area for years, investment in the locality has had a positive flow on effect within the community, improving the retail, wellbeing and lifestyle offerings of the area.

SURROUNDED BY MELBOURNE'S MOST-CELEBRATED NEIGHBOURHOODS

LOCATION

At R.Iconic, lifestyle is everything. Set in the heart of vibrant South Melbourne, R.Iconic is neighboured by some of Melbourne's most desirable suburbs, including coastal Port Melbourne and ultra-stylish Southbank, as well as the city's world-class CBD, located only a few tram stops away.



Nestled in an idyllic pocket of South Melbourne, The masterful development R.Iconic provides a compelling lifestyle offering for residents with access to the very best Melbourne has to offer.

R.Iconic Location List

Café's & Dining

- 1. Rubira's
- 2. North Port Hotel
- 3. Railway Club Hotel
- 4. Higher Ground
- 5. Komeyui
- 6. CBCo Brewing
- 7. The Albion
- 8. O'Connells Hotel
- 9. Golden Fleece Hotel
- 10. Montague Park Foodstore
- 11. Foxtrot Café
- 12. Half Acre
- 13. Ciao Cielo
- 14. Starward
- 15. Frontside Food & Wine
- 16. Kirk's Wine Bar
- 17. Hazel
- 18. DOC Pizza & Mozzarella Bar
- 19. The General Assembly
- 20. Melbourne Cellar Door
- 21. Melbourne Public
- 22. South Wharf Promenade

Shopping & Retail

- 23. DFO South Wharf
- 24. South Melbourne Market
- 25. Coles Local at R.Iconic
- 26. Liqourland at R.Iconic
- 27. Melbourne Central
- 28. Emporium

Entertainment

- 29. Crown Melbourne
- 30. Melbourne Convention & Exhibition Centre
- 31. Arts Centre Melbourne
- 32. National Gallery of Victoria
- 33. ACMI
- 34. Melbourne Cricket Ground (MCG)
- 35. Sea Life Melbourne Aquarium
- 36. Melbourne & Olympic Parks
- 37. Marvel Stadium
- 38. HOYTS Docklands
- 39. Village Cinemas Crown
- 40. Sunset Cinema Melbourne
- 41. Hosier Lane

Parks & Recreation

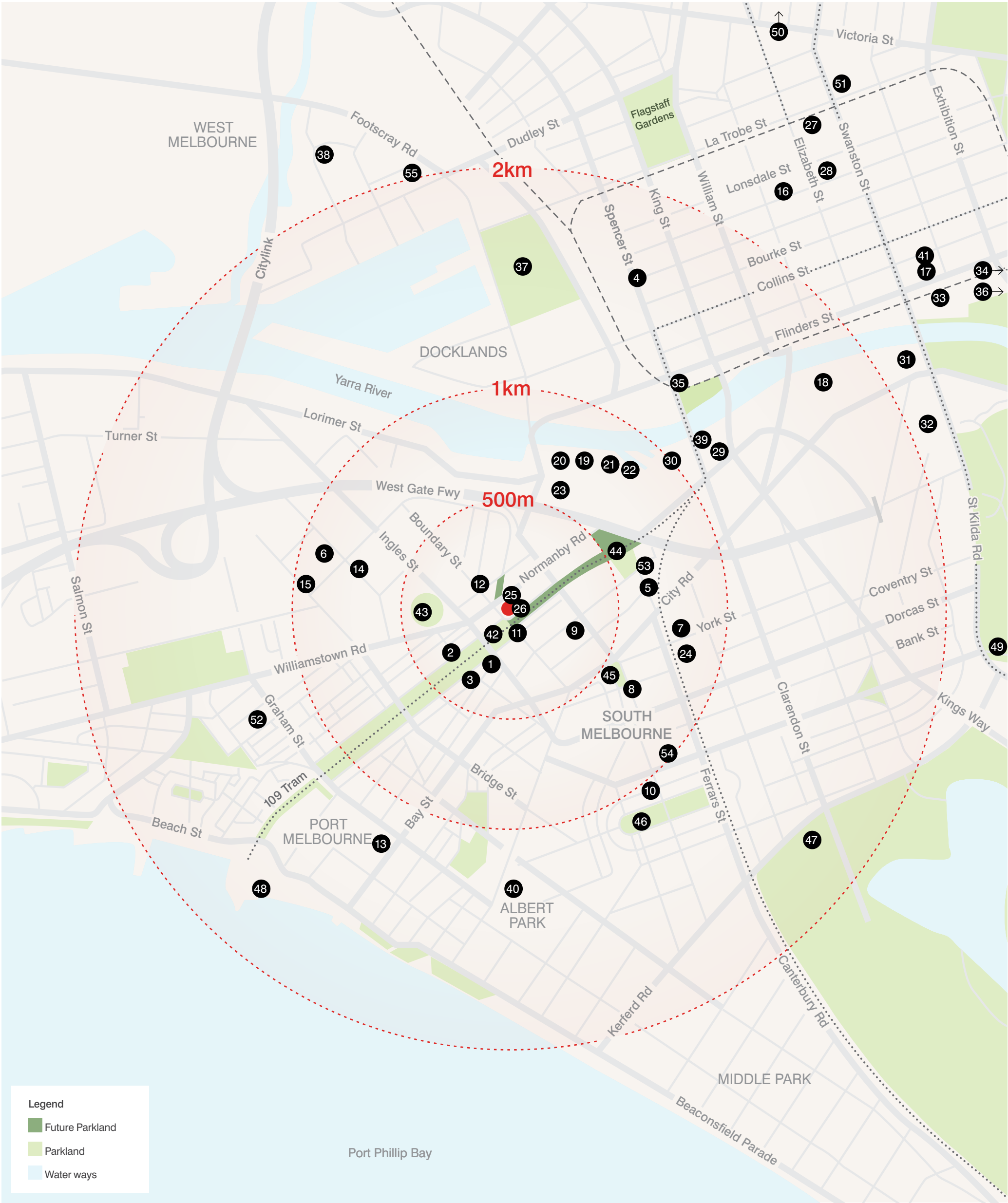
- 42. Fennell Reserve
- 43. North Port Oval
- 44. Kirrip Park
- 45. Sol Green Reserve
- 46. St Vincent Gardens
- 47. Albert Park
- 48. Port Melbourne Beach
- 49. Royal Botanical Gardens

Education

- 50. University of Melbourne
- 51. RMIT Melbourne
- 52. Port Melbourne Primary School
- 53. South Melbourne Primary School
- 54. Galillee Regional Catholic Primary School
- 55. Docklands Primary School

A neighbourhood where character & convenience align.

R.Iconic's neighbourhood boasts access to all that makes Melbourne the celebrated city that it is. The array of amenities in the immediate area, including the treasured South Melbourne Market. mean everyday necessities are sorted, while premium offerings are also in abundance, with some of the city's favourite spots for wining, dining and entertainment all within walking distance.



South Melbourne –
Food, culture and Melbourne’s
oldest continuing market.



- [01] The Albion
- [02] Golden Fleece Hotel
- [03] Golden Gate Hotel
- [04] Bellota Wine Bar
- [05] Half Acre
- [06] South Melbourne Markets



South Melbourne has become the hub for Melbourne’s great food and culture. Home to one of Melbourne’s star attractions, the South Melbourne Market, the suburb is awash with a deep-rooted foodie scene from fine dining establishments to hidden gems popular with locals.

A nexus for art, culture and entertainment, rich in heritage and botanical beauty, R.Iconic is a welcome addition to its distinguished neighbourhood.





- [01] Port Philip Bay
- [02] Ciao Cielo
- [03] Railway Club Hotel
- [04] Rubira's
- [05] Starward Whisky Distillery

Port Melbourne & the bay –
Home to fine dining, local favourites
and hidden bayside gems.

When strolling along the stunning esplanade that lines Port Melbourne Beach, you'd be forgiven for thinking you were further than just a few kilometres from the city. Set against the picturesque backdrop of the bay, Port Melbourne is the ideal spot to soak up the sunshine and salty sea air without travelling far from R.Iconic. Treat yourself to a leisurely bike ride along the coastline, brave the cool waters for a refreshing morning swim, or enjoy a bite at one of the many popular eateries dotted along the bay.



Melbourne CBD –
Enjoy everything that is
quintessential Melbourne.

- [01]

Luxury Retail Shopping
- [02]

Hosier Lane
- [03]

National Gallery of Victoria
- [04]

Royal Botanic Garden
- [05]

Melbourne Dining
- [06]

Luxury Retail Shopping



Bask in the unique energy of one of the most exciting cities in the world. A melting pot of culture, Melbourne is home to a thriving music scene, award-winning restaurants and bars as well as galleries and fashion boutiques. When it comes to dining, you’re spoiled for choice. From Michelin starred restaurants to cheap and cheerful delights along the bustling streets, Melbourne’s CBD has it all.



Southbank & Crown –
A thriving scene of luxury and
entertainment from night to day.



[01]
Komeyui

[02]
DOC Restaurant

[03]
Village Cinemas

[04]
Crown Premium Retail

[05]
Southbank Promenade

Perched alongside the Yarra River is Southbank, a strip known for its celebratory mood and fabulous bars and restaurants looking out over the water. Forever buzzing, Southbank truly comes alive as the sun sets and the city lights up.

Crown Casino is part of this much-loved precinct, complete with high-end shopping and a range of dining and entertainment options. Be enchanted by Crown’s nightly fireball display, catch a movie at the cinemas or enjoy a nightcap at one of the floating bars along the Yarra.

Whether you’re seeking a relaxed pre-theatre lunch or a lavish night to remember, Southbank has something for all.



South Wharf –
Shop iconic brands and
indulge in international tastes
by the water’s edge.

- [01]
DFO Retail
- [02]
Melbourne Public
- [03]
DFO Retail
- [04]
Melbourne Cellar Door
- [05]
South Wharf Dining



South Wharf is one of the city’s most bustling hubs, home to some of the best shopping and dining in Melbourne. Spend your day exploring the shopping scene at the always lively South Wharf DFO, brimming with incredible brands at accessible prices. Enjoy a crisp glass of wine and a snack while soaking in the electric atmosphere at one of the many riverside bars or eateries on the Wharf Promenade. Just a short walk from R.Iconic, South Wharf is the ideal spot to while away a Melbourne day.





Celebrate the outdoors and relish the acres of new green open spaces, reserves and public parklands that border R.Iconic.

[01]
Proposed Parklands
Surrounding R.Iconic

Normanby Road serves as the link between the city and South Melbourne, which is now recognised as Australia's largest urban growth precinct and the future home to 80,000 new residents and 80,000 workers.

Both the Montague precinct and Normanby Road are slated to be completely transformed into a fully landscaped space that's both visually striking and pedestrian friendly, ideal for bookending the day with a morning and evening stroll. This rejuvenation will extend to Woodgate Street along the south-east boundary of R.Iconic, allowing residents to enjoy the calming qualities of thoughtfully crafted green spaces.