



SUITE ONE THREE  
THREE NINE SEVEN  
SMITH STREET



FITZROY

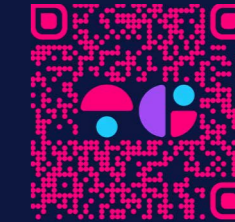


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**397 SMITH STREET  
FITZROY**

Offered for Sale by Negotiation

<b>TENANT</b>	None
<b>BUILDING</b>	Sold with Vacant Possession
<b>PARKING</b>	197m <sup>2</sup> 4 Car Parks



**SCAN FOR  
WEB LISTING**





## A LOCAL'S GUIDE TO FITZROY\*

Fitzroy is an eclectic suburb with a rich history etched into its old pubs, narrow streets and terrace houses, long-lasting retailers and modern wine bars that have kept the old decor. The suburb was once long associated with the working class and was known to have a bohemian vibe but became a casualty of gentrification in the '80s and '90s. Yet despite undergoing urban revitalisation, many heritage buildings and Victorian-era architecture have lasted through the decades and play a key role in the area's ambience – right next to the street art.

You'll find various characters within Fitzroy's nooks, including many students, young professionals and those of the older generation that have called the community home for decades. It's economically diverse too, having one of Melbourne's largest public housing complexes while also putting up some of the most exxy rent in all of the city. It's hard to pigeonhole the area but, after all, why would you want to?

The traditional custodians of the land are the Wurundjeri Woi Wurrung of the Kulin Nation and the Kulin name for the area is Ngár-go, meaning high ground.





## WHAT'S FITZROY KNOWN FOR?

Fitzroy is known to be a cultural hub with a vibrant heart and is celebrated for its unconventional, arty and eccentric nature. Head along Gertrude Street and you'll be met with designer shops and independent retailers nestled beside bars.

Head down Brunswick Street and you'll be treated to Espresso Martinis, bottomless tacos and vintage shops with plenty of corduroy. And everywhere, live music can be heard – from gigs at pubs and bars to blasting through open windows above shop fronts. Fitzroy is also the main home to Melbourne Fringe Festival, because where else would an event empowering cultural expression through inclusion and diversity reside?



## WHY DO THE LOCALS LOVE IT?

Christian Ferrante, Market Director of Rose Street Markets, knows a thing or two about the local area and the community within it.

“Traditionally, I’ve loved the eclectic nature of Fitzroy. It’s an open sort of place where anything goes,” he says. “That sense of excitement that you really don’t know what you might see on any given day, just walking down the street there’s always something interesting or something massive happening.”





SMITH ST.



NANDOS



TO BE FRANK



HUXTABURGER



GELATO MESSINA



GRILL'D



TRANG BAKERY



PICCOLINA GELATERIA



## HOW DO I GET TO FITZROY

Fitzroy hasn't seen a train station since 1888, taking a preference instead for the tram life. The number 11 tram runs through the heart of Fitzroy, taking you from St Georges Road, along Brunswick Street and right through to Victoria Parade.

Otherwise, the 96 tram runs from Brunswick East to St Kilda Beach, passing through Fitzroy, making it your best bet to end up along Johnston, Moor or Gertrude Street. The area is also very bike-friendly if you're a fan of getting on the pedals.

## WHAT'S NEARBY?

Fitzroy is sandwiched between Collingwood on its right and Carlton on its left, separating the two AFL rivals. Just above the suburb, you'll find Fitzroy North and below is East Melbourne. The suburb is bordered by gardens, including Carlton Gardens to the west, Edinburgh Gardens to the north and, funnily enough, Fitzroy Gardens (which aren't actually in Fitzroy) a block to the south.



## THINGS TO DO

The Fitzroy Swimming Pool (160 Alexandra Parade) is a favourite spot for leisure among locals. Just ask Christian who is well acquainted with the complex: "I think it's always fun to go to the pool. I've spent many summer days at the pools."

"I think the pools are pretty cool; you get a really good mix of locals and posers [laughs], which is kind of funny. It's got this interesting feel, you really do feel in the city, like that urban feel, but then it's kind of like this little oasis, which is pretty cool and very unique to Fitzroy."

Wonder through the eight gallery spaces of Brunswick Street Gallery (Level 1 and 2/322 Brunswick St) and feast your eyes on diverse works from local and national emerging and mid-career artists. Then head nearby to Sutton Gallery (254 Brunswick St) to peruse contemporary works from Australia and New Zealand.

Check out and take a photo with the greyscale Everfresh Fitzroy mural, on the sidewall of live-music venue The Night Cat (137-141 Johnston St), which reads "Welcome to sunny Fitzroy". The wall was painted back in 2009 by Everfresh Studio and so far is standing the test of time.





# BRAND NEW FLOORS, NEW LIGHTS & FRESHLY PAINTED WALLS BUT WE FORGOT TO INCREASE THE PRICE!

**Why?** Well, why not! Our clients believe in offering value and standing out from the rest.

**What's the catch?** There is none – what you see is what you get! Our clients bought brand new from the developer and want to offer the same luxuries they had i.e. a brand new feel and brand new smell.

**What's the Zoning?** This is the best part, it's zoned Mixed Use which means you can use this space as an office, or as a home or a combination of both!

**Location?** Smith Street, Fitzroy. Do we really need to say more? Just take a quick look around you'll see a multitude of Melbourne's leading lifestyle operators nestled amongst a melting pot of our foremost design and creative minds.

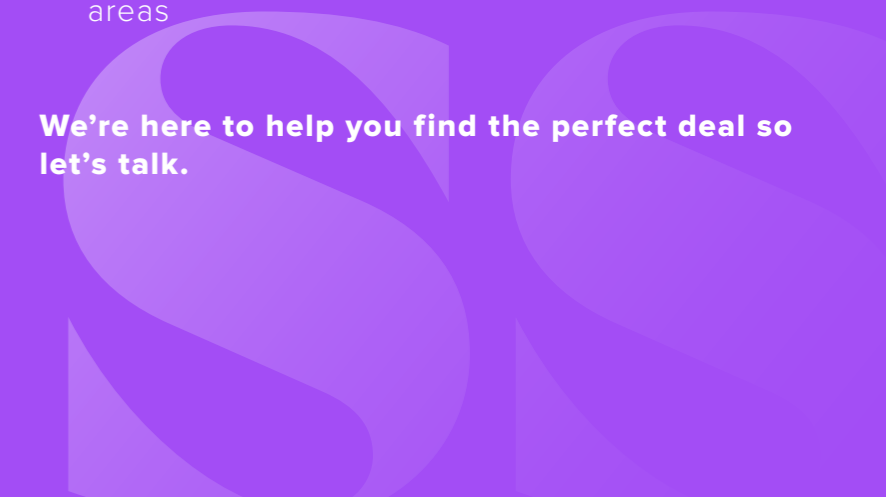
**What do I do now?** Call and inspect and if you like it, buy it! We're here to sell and don't expect to be here for long.

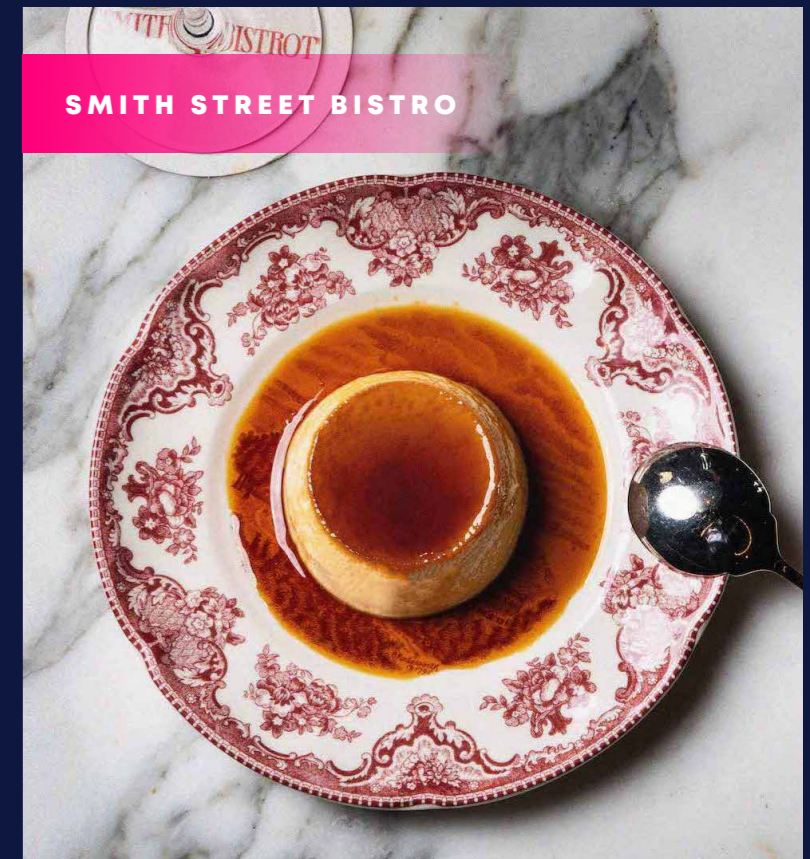
**Suite 13, 397 Smith Street** is an exceptional, northern corner location, three level mixed use office space with immense natural light that's been fully renovated from head to toe.

## Featuring.

- 197m<sup>2</sup>
- Four secure car parks (Two offered with Suite 13 – two available for an additional price)
- Exclusive three storey design creating 'standalone' spaces for private office/s and/or residential use
- Unique 'square' design with near identical width and length measurements creating a more usable space
- Corner location with northern frontage providing immense natural light
- Brand new timber floors
- Freshly painted walls
- New lighting
- Two toilets, one shower and two kitchenette areas

**We're here to help you find the perfect deal so let's talk.**







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**SMITH STREET**  
**LEASE**

**TENANT**

None - Sold with Vacant Possession

397 SMITH

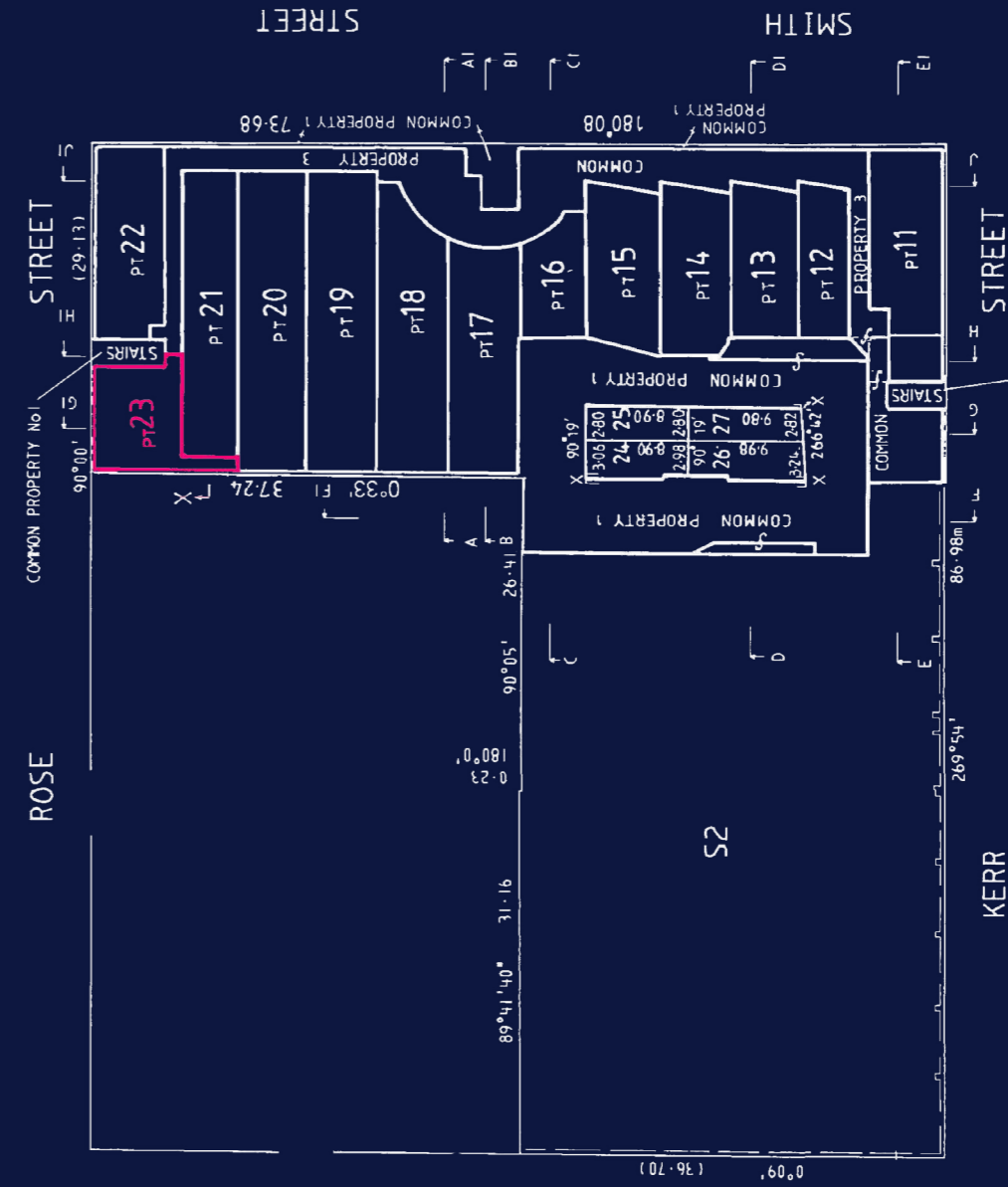




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**SMITH STREET**  
TITLE  
LOT 23

**SITE**  
197m<sup>2</sup>

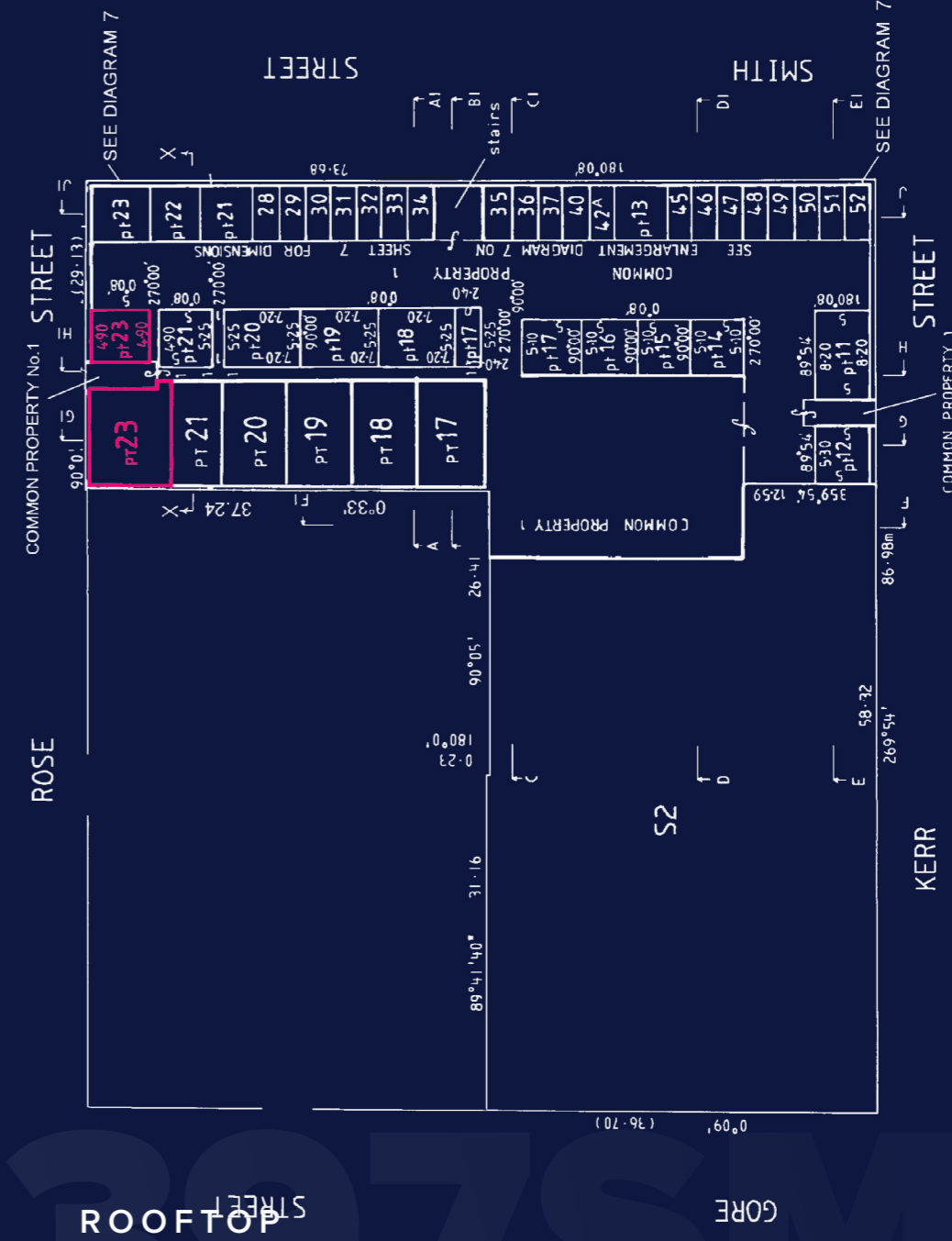


FIRST FLOOR

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**SMITH STREET**  
TITLE  
LOT 23

**SITE**  
197m<sup>2</sup>







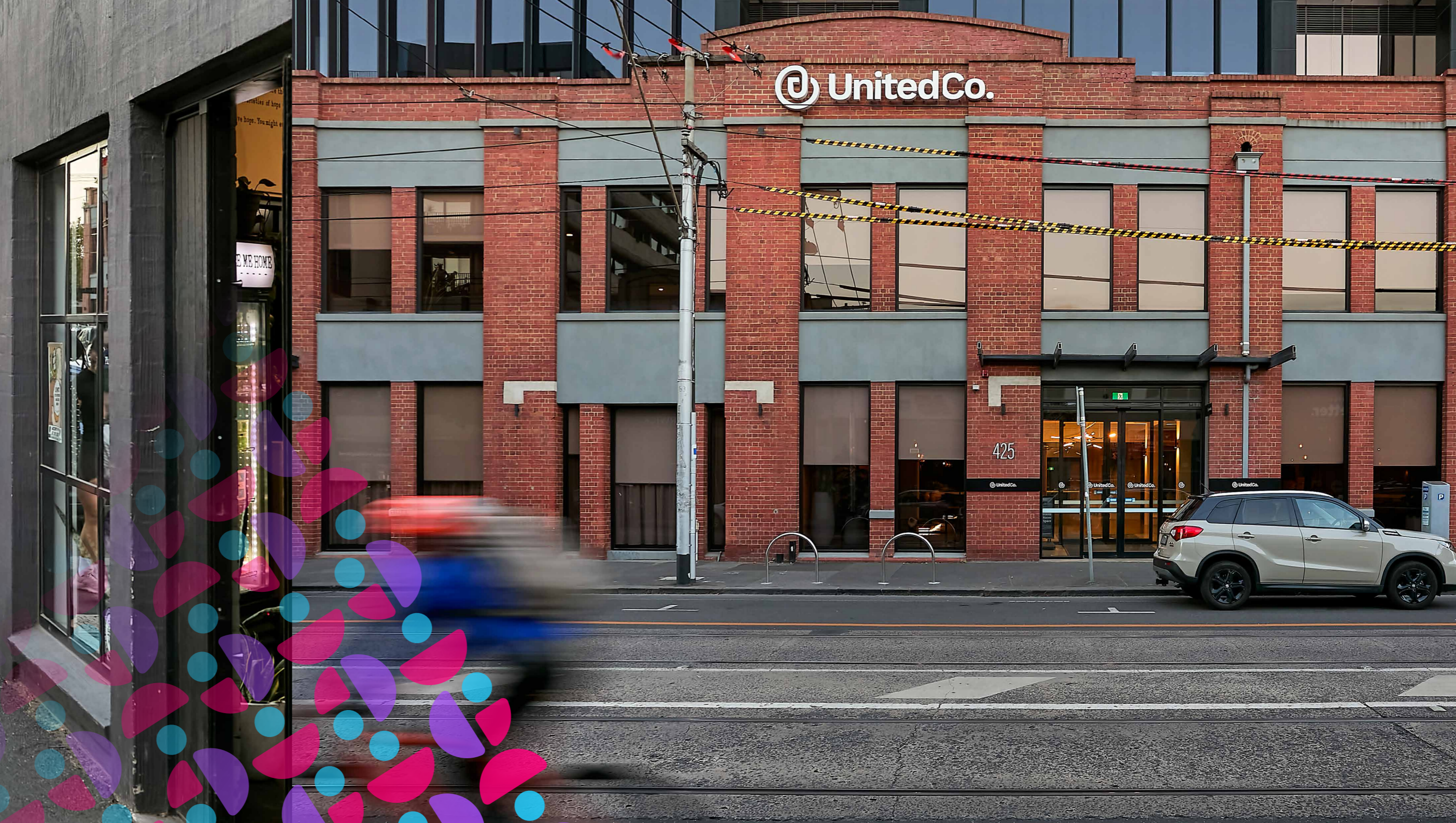


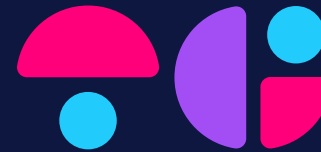
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# SMITH STREET FLOOR PLAN

**BUILDING**  
197m<sup>2</sup>







SUITE ONE HREE  
THREE NINE SEVEN  
SMITH STREET

FITZROY

**JACK TENEKETZIS**

**0438 808 588**

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