

Waterview living

Advertising feature

The two front penthouses have horizon views that take in nearby Sandringham Yacht Club

Beach Road glamour pads for up to \$3m

The developers of the \$110 million Edged Cliff beachfront complex on Beach Road in Hampton have released penthouse apartments for sale ranging from \$1.8 million to just under \$3 million.

Some of the penthouses offer water views over Port Phillip Bay, and the two front penthouses capture horizon views that take in nearby Sandringham Yacht Club.

"These stunning apartments are more like expansive, sprawling homes offering extensive balconies, car spaces and same-level storage in the unique attic style architecture," says development and marketing manager Di Kellett.

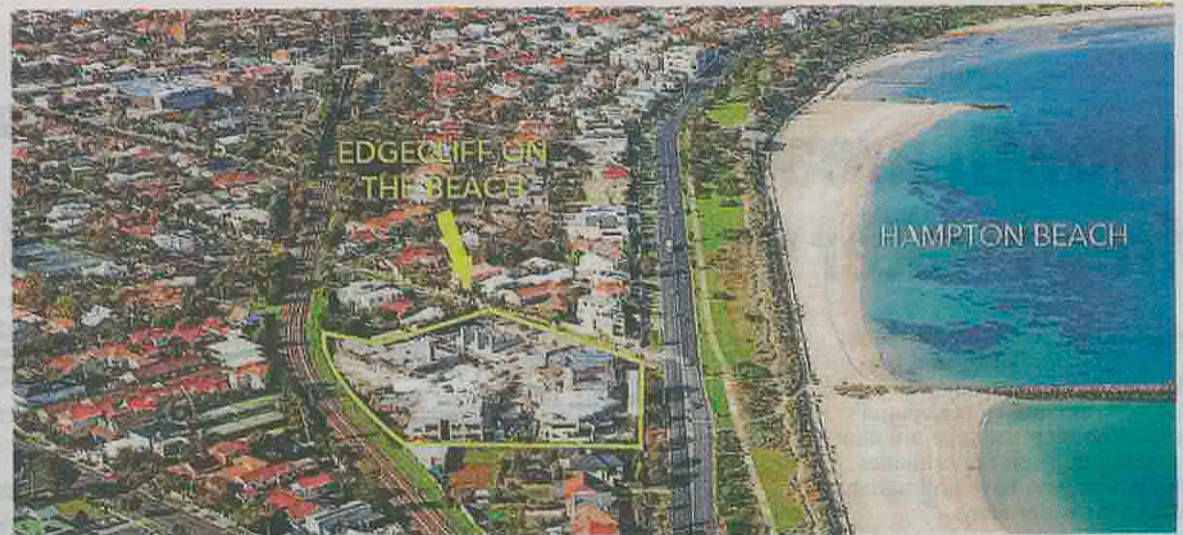
"Edged Cliff is only three levels high across Beach Road, yet the penthouses have views that can't

be built out," she says. "They have been designed with every conceivable luxury appointment that you would expect in a property of this calibre."

Ms Kellett said the penthouses have three or four bedrooms, large living areas, an entertainer's kitchen and luxury en suites. "Each offer generous multiple private terraces that allow residents to entertain and enjoy the sea breezes and an outdoor lifestyle."

"Landscaping for communal spaces as well as all the apartments and penthouses has been done by well-known Melbourne designer Rick Eckersley, whose creations are inspired by the surrounding natural beach vegetation."

Ms Kellett says the entire



development is proving "extraordinary successful" in terms of sales - despite the past year's economic climate.

"Seventy-five per cent of the 57 apartments have sold since the development started selling a year ago. We have used a low key marketing approach and there has been strong word of mouth referral among Bayside buyers," she says.

"The building is 40 per cent

completed, and construction will be finished in July next year, meaning buyers do not need wait long to move into their new luxury homes - and there are still stamp duty savings to be had.

"We have really refined how we wanted the penthouses treated, and I think this reflects the reason for the success of the project so far - it has been designed exactly for the location, and exactly to suit the market."

Mr Kellett says all sales to date have been to owner-occupiers, and a number of these have brought in friends who have also bought in. "Bay views from the apartments are spectacular, and they are also very affordable given the kind of properties they are," she says.

"The average unit price of the remaining apartments is \$1.46 million."

NOW RELEASED

EDGECLIFF PENTHOUSE



DESIGNED FOR LUXURY LIVING

The Edged Cliff Penthouse Level is being released this week.

These magnificent 3 or 4 bedroom, single level apartments, are of house-sized proportions and facilitate a life of luxury by the beach. The features are too many to list but include multiple private outdoor terraces, large internal living areas, entertainer's kitchens and luxury ensuites. With construction completing mid 2010, stamp duty savings are significant.

Priced from \$1,750,000

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