

# NEOMETRO™

[WWW.NEOMETRO.COM.AU](http://WWW.NEOMETRO.COM.AU)



**NEOMETRO IS MELBOURNE'S  
PRE-EMINENT ARCHITECTURAL  
DEVELOPMENT GROUP WITH  
A 30-YEAR TRACK RECORD OF  
DELIVERING ARCHITECTURALLY  
CRAFTED RESIDENCES.**

**DESCRIBED IN WALLPAPER\*  
MAGAZINE AS "EXEMPLARS  
OF MIXED-USE DEVELOPMENT",  
JEFF PROVAN, JAMES TUTTON  
AND NEIL MCLENNAN ARE  
DEDICATED TO CREATING  
ARCHITECTURAL BUILDINGS  
WITH A SENSE OF PLACE AND  
BELONGING.**

NEOMETRO  
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#### **HIGH DENSITY HAPPINESS**

Neometro's business isn't just about profits or property development. We passionately believe that business can be used as a force for good.

Neometro wants to create homes that make people happy. Inspired by a study commissioned by the National Heart Foundation of Australia,<sup>1</sup> Neometro has developed the ethos of High Density Happiness, where good design contributes to physical, emotional and environmental health, supporting resilient communities and sustainable cities.

The study found that higher-density housing, when carefully considered, has the potential to improve physical and mental health of residents, with great flow-on benefits to the community and the environment as a whole.

Designing networks of fitness tracks, incorporating bicycle storage spaces, including generous gardens and landscape design encourages physical activity and sustainable practises like walking, cycling and public transport use.

Natural environments also create valuable opportunities to develop social ties and create a stronger sense of community.

Incorporating quality sound installation, optimising ventilation and natural light, orientating developments towards open green spaces and maximising access to neighbourhood resources is a key to determining residents satisfaction and highly influential in positive mental health outcomes.

By embracing the findings of this study and rethinking our approach to project development, we can deliver social, physical, psychological and cultural benefits to our cities, reaching far beyond the aesthetic impact of beautiful streetscapes.

<sup>1</sup> Giles-Corti B, Ryan K, Foster S, 2012, Increasing Density in Australia: maximising the health benefits and minimising harm, report to the National Heart Foundation of Australia, Melbourne. This report is available at [www.heartfoundation.org.au/density](http://www.heartfoundation.org.au/density)

**New Urban Village  
Jewell Station**  
jewellstation.com

The New Urban Village is built on the idea that well-designed apartments support wellbeing and connection in the community, an ethos that reflects our commitment to High Density Happiness.



**Barkly Street**  
jewellstation.com

Located in the heart of Brunswick's Sydney Road precinct and with direct access to rail and bike links, the Barkly Street building is a series of one and two bedroom apartments with north and west facing balconies that maximise natural light and cross ventilation. Barkly Street encompasses rooftop gardens, meditation spaces and a bike workshop.



**Union Street**  
jewellstation.com

The Union Street building is a mix of one, two and three bedroom apartments created within the context of community gardens, bike paths, outdoor performance areas, park space and public art. Energy efficient interiors utilising natural materials make these apartments light and welcoming places to live.



**Nine Smith Street**  
ninesmith.com.au

Only moments from Brunswick, Smith and Gertrude Streets, these carefully considered one and two bedroom apartments remain true to the urban fabric of the area. With huge northerly orientation and a cafe at street level, these apartments are designed to celebrate the pace and vibrancy of the inner city.



Past  
Neometro Projects

**Six Brookville Road**  
6 Brookville Road, Toorak  
Six residences, 2015



**231 Smith Street**  
231 Smith Street, Fitzroy  
Two large-scale hospitality venues  
& 15 apartments, 2013



**George Corner**  
377 George Street, Fitzroy  
Ground-floor hospitality &  
40 apartments, 2015



**Airlie Bank Lane**  
20 Airlie Bank Lane, South Yarra  
Eight apartments, 2012



**126 Walsh Street**  
126 Walsh Street, South Yarra  
Four whole floor residences, 2014



**41 Darling Street**  
41 Darling Street, South Yarra  
Two town residences, 2011



Past  
Neometro Projects

**Harper Lane**  
78 Inkerman Street, St Kilda  
60 apartments & café, 2009



**Dow Street**  
53-59 Dow St, South Melbourne  
Seven apartments, 2005



**Fina**  
892 High St, Armadale  
Nine apartments & office space,  
2001



**Bank Street**  
279-285 Bank St, South Melbourne  
Four town residences, 2009



**Wynnstay Road**  
36 Wynnstay Rd, Prahran  
Eight apartments, 2004



**Luxe**  
9-15 Inkerman St, St Kilda  
Restaurant & offices, 1998



**Ten Darling**  
10 Darling St, South Yarra  
12 apartments, 2008



**Wilson Street**  
49 Wilson St, South Yarra  
11 apartments, 2004



Location Map  
Neometro Projects

Legend

- |   |   |
|---|---|
| 1 10 Darling Street, South Yarra<br>— 10 Apartments                   | 11 41 Darling Street, South Yarra<br>— 2 Townhouses   |
| 2 91 Wellington Street, St Kilda<br>— 10 Apartments                   | 12 6 Brookville Road, Toorak<br>— 6 Apartments, Current                                       |
| 3 53-59 Dow Street, South Melbourne<br>— 7 Apartments                 | 13 231 Smith Street, Fitzroy<br>— 15 Apartments, 2013   |
| 4 36 Wynnstay Road, East Prahran<br>— 8 Apartments                    | 14 119 Canterbury Road, Toorak<br>— 1 Residence   |
| 5 49 Wilson Street, South Yarra<br>— 11 Apartments & Office           | 15 42 St Vincent Place North, Albert Park<br>— 1 Residence                                    |
| 6 Fina, 892 High Street, Armadale<br>— 9 Apartments & Office          | 16 126 Walsh Street, South Yarra<br>— 4 Apartments  |
| 7 Luxe, 9 and 15 Inkerman Street, St Kilda<br>— Restaurant & Offices  | 17 377 George Street, Fitzroy<br>— 40 Apartments  |
| 8 279 – 285 Bank Street, South Melbourne<br>— 4 Town Residences       | 18 9–17 Smith Street, Fitzroy<br>— 45 Apartments  |
| 9 Harper Lane, 78 Inkerman Street, St Kilda<br>— 60 Apartments & Café | 19 Jewell Station, Brunswick<br>— Barkly Street 78 Apartments<br>— Union Street 43 Apartments |
| 10 20 Airlie Bank Lane, South Yarra<br>— 8 Apartments                 |   |



# THE NEOMETRO STORY

## NOT YOUR AVERAGE PROPERTY DEVELOPER

Architecture. Design. Materials.  
Construction. Community. Ethos.

In every respect, Neometro delivers something special. For Neometro, doing business isn't just about making money.

For the team at Neometro, the most important part of doing business is staying true to our values. The difference between Neometro and its competitors is what we stand for.

We want to make valuable contributions to design culture, we want to be a part of important community and social initiatives; and we want to create beautiful homes.

## DESIGN AND ARCHITECTURE

Neometro understands that your home has a significant impact on your life, enjoyment and general wellbeing, which is why we create homes for people to be happy in.

Our beautifully crafted apartments are the result of a unique, curated approach to uniting architecture, interior design, engineering and construction.

This means great design, generous dimensions, functional floor plans, proper acoustic treatments, natural light and ventilation. It means quality materials and finishes so our apartments are special the day you move and ten years down the track.

In its years of business, Neometro has already made a significant impact on the history of residential architecture in Melbourne.

We are very proud of the numerous awards we have received from our most accomplished peers and we value these enormously. Not only are they a testament to the value others place on our work, but it's also rare that a residential property developer should win architecture awards.

## NEOMETRO DESIGN AND BUILT

Neometro demands the highest standards in design, so it makes sense that we should also insist on the highest standards of construction. This is why we build all of our own projects, with our own in-house construction team.

Every Neometro development bears the evidence of our scrupulous construction process; we stand by our work, ensuring our buildings are maintained and true to our values for the long term.

## COMMUNITY

Neometro's strength comes from more than design smarts. Perhaps our greatest strength has grown from our culture of doing good. Since our beginning in 1985, Neometro has been involved in developing and supporting social and community initiatives.

One of our directors recently took a sabbatical to launch the not-for-profit, Smiling Mind. It was worthwhile—Smiling Mind is now one of Australia's most downloaded app and web-based well-being programs, teaching young people Mindfulness Meditation as a stress management and resilience tool.

Neometro contributed time and capital helping launch the micro-donation platform, Shout for Good, as a way of helping not-for-profits raise revenue; and in keeping with its commitment to design culture, Neometro launched the online publication, Open Journal.

In November 2013, the not-for-profit art gallery, Slopes, opened its doors (rent free) at Neometro's building, Nine Smith Street.

Neometro also committed their 300 square metre car park at Nine Smith Street to the not-for-profit urban farming project, 3,000acres. The Nine Smith Street car park will be transformed into a temporary food-growing laboratory where community members can learn the art of growing, preparing, cooking and sharing seasonal fruit and vegetables.

Not surprisingly, Neometro was the first property group in Australia to be a certified B Corp, a US-based accreditation of businesses that set high standards in community, environmental, governance and social endeavours.

Neometro. We're not your average property group—we create homes which are not your average home, and we want to help create a better than average world.

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