

MERCHANT

WATERLINE PLACE
WILLIAMSTOWN 3016



MERCHANT



A CELEBRATION OF LIVING.

Inspired by its coastal topography and local maritime history, AVJennings is elated to present Merchant - the final and grandest apartment release in Waterline Place's impressive masterplan.

Situated in the heart of the precinct, Merchant has been created with community in mind. Here you'll find immaculately appointed one, two and three-bedroom luxury apartments, with an exclusive "Sky Homes" collection on the upper floors.

Experience living within expansive and elegant interiors that tastefully integrate the beauty of the coast using natural tones and textures. Complete with a vibrant ground floor retail offering and a uniquely designed communal rooftop space with sweeping views to the city and Hobsons Bay, Merchant is where the best of all worlds meld with ease.

INSPIRED BY NATURE.

Envisioned by internationally acclaimed architectural firm Elenberg Fraser, Merchant's facade is inspired by the expansive views and coastal environment that envelopes it. It is complemented with a variety of Indigenous and exotic vegetation, perfect for this climate. From the upper levels, a glance in any direction presents a stunning outlook - glistening water to the south, the lights of the CBD to the east and far-reaching views across Williamstown and beyond to the west.

An activated ground floor will bring a welcome sense of community for residents and Waterline Place as a whole. An impressive multi-use rooftop area boasts a variety of immersive spaces to enjoy time with neighbours, family and friends.

'MERCHANT'S FLUID, UNDULANT-SHAPED FACADE REFLECTS LIGHT IN A WAY THAT IS REMINISCENT OF THE REFLECTION OF THE SUN OFF RIPPLING WATER. TEXTURAL CONCRETE WALLS INTENTIONALLY BOUND THE BUILDING TO THE EAST AND WEST, ANGLED TO DIRECT VIEW LINES TOWARDS THE HORIZON.'

— KATE SHAW, INTERIOR DESIGNER, ELENBERG FRASER



LIFE IS BEST BY THE BAY.

Williamstown's idyllic ambience will see you want to slow down and savour all it has to offer. Merchant places you amongst it all, offering a lifestyle with coastal charm, suburban vibrancy and ultimate connectivity.

Here you are treated with bay and city views, and the heart of the village is within easy walking distance. The CBD is only 12km away and getting anywhere is a breeze - Williamstown railway station is a short walk away, take the West Gate Freeway to the city or surf coast, or catch a ferry for a scenic journey across the bay.



BE IN THE CITY IN 25 MINUTES BY TRAIN



TAKE A SCENIC RIDE ALONG THE HOBSONS BAY BIKE TRAIL



WALK TO BUZZING NELSON PLACE FOR LOCAL CAFÉS & RETAIL



DRIVE TO THE CITY & GREATER MELBOURNE VIA THE WEST GATE FREEWAY





View of the Melbourne city skyline captured from the Williamstown foreshore.



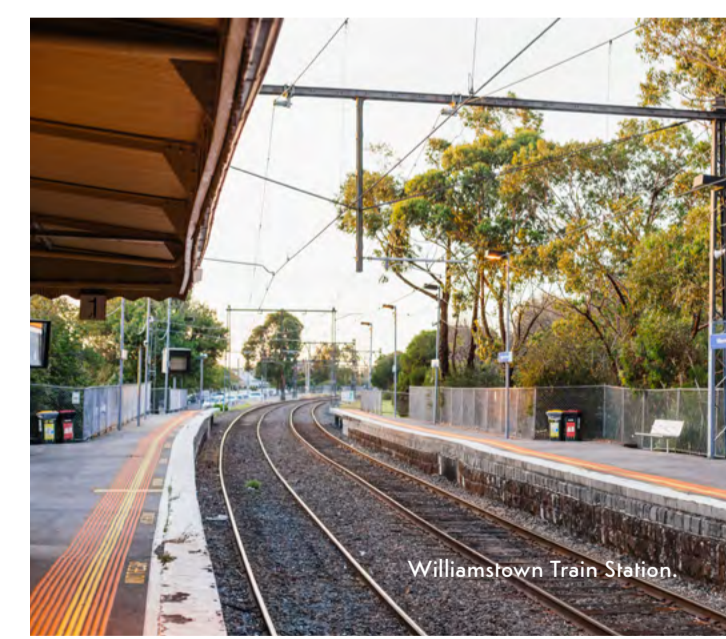
Enjoy the serenity of being by the water.



Williamstown Botanic Gardens.

EASYGOING COASTAL LIVING.

Here in Williamstown, you really can choose your pace. Enjoy peaceful walks alongside the water and through Williamstown Botanic Gardens or opt to explore one of the many cafes along Nelson Place. There is something for everyone.



Williamstown Train Station.



Busling Nelson Place.

A HOMAGE TO ITS SURROUNDS.

From its boutique lobby filled with local artwork and banquette seating, through to the finest of details, all aspects of Merchant's interiors have been inspired by its tranquil locale. The interiors are bright and welcoming, designed to let in abundant natural light and draw in cool coastal air. Floor to ceiling glazing maximises outlooks and considered layouts provide adaptable living solutions. Raw textures and subtle tones meet warm timber finishes, bringing elements of the outdoors to each space.



Artist's impression of the Merchant building looking west on Waterline Place.



'THE LOBBY IS A SPACE THAT TRANSITIONS FROM THE EXTERNAL LANDSCAPED ZONES INTO A LUSH FOLIAGE-FILLED ENTRY EXPERIENCE, APPOINTED WITH GALLERY SPACES FEATURING LOCAL LANDSCAPE PHOTOGRAPHERS AND ORGANIC TEXTURAL FINISHES THAT EMULATE A CALMING WELCOME.'

— KATE SHAW, INTERIOR DESIGNER, ELENBERG FRASER

Artist's impression of the lobby entrance.

REVEL IN THE VIEWS.

The crowning glory of Merchant is its rooftop terrace. With its panoramic views of Melbourne and surrounds, built-in barbeques, multiple seating zones and communal garden, it is a place of private retreat for residents and friends.



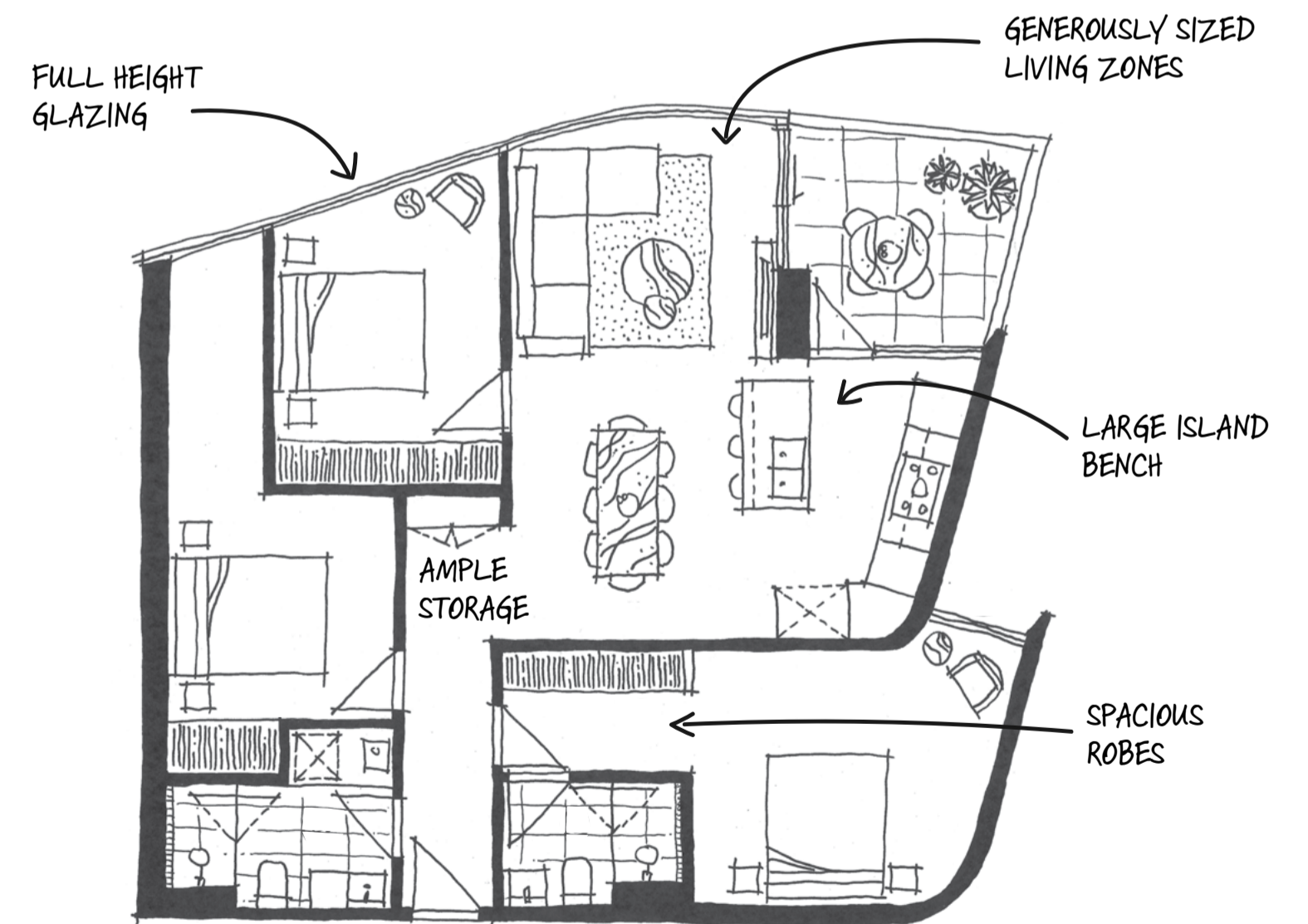
YOUR SPACE,
YOUR STYLE.

Artist's impression of apartments type C05.

CONSIDERED DESIGN.

Both colour schemes, Shore and Surf, provide just the right balance of texture and tone, yet with an element of restraint so those who choose to call Merchant home can personalise each space to suit their individual taste.

Merchant offers five carefully curated upgrade packages, making it effortless to customise spaces to suit everyone's personal style. These premium upgrades include Miele appliances, natural stone finishes, keyless entry, dimmable light switches, and more.



'EACH APARTMENT HAS BEEN SHAPED BY KEY ASPECT POINTS, ENSURING BOTH PRIVATE AND SHARED SPACES ENJOY UNINTERRUPTED PANORAMAS THROUGH FLOOR TO CEILING GLAZING. PREMIUM POSITIONED CORNER AND DUAL ASPECT APARTMENTS TAKE IN SWEEPING BAYSIDE VIEWS, WHILE AFFORDING OCCUPANTS THE FLEXIBILITY TO ADAPT ROOM ARRANGEMENTS.'

— KATE SHAW, INTERIOR DESIGNER, ELENBERG FRASER



Artist's impression of apartments type C05. Upgraded Shore scheme shown.

GENEROUSLY
SIZED RESIDENCES,
DESIGNED TO
HOST FAMILY AND
FRIENDS.

The kitchens are thoughtfully appointed for a relaxed and fun cooking experience the whole family can enjoy, welcoming conversation as it integrates seamlessly with the living space. Innovative appliances converge with stone splashbacks, and statement tapware sits beautifully alongside exposed timber shelving.



Artist's impression of apartment type C03.1 and C07.1. Upgraded Surf scheme shown.

AN INVITING SANCTUARY TO RELAX AND REJUVENATE.

The bathrooms have been designed with a meticulous eye. Large tiles, clean lines, luxury fixtures and aesthetic practicalities harmoniously blend and deliver an idyllic escape that can transform mornings and make evenings pure bliss.

Stone top double vanities centre the space, with freestanding bathtubs and frameless showers showcasing a high level of design thinking that is sophisticated yet uncomplicated.

A LUXURY OF SPACE.



A theme that continues into the bedrooms within Merchant is the sense of space. Filled with natural light, many feature walkthrough floor to ceiling robes and are designed to create a sense of sanctuary.



Artist Impression of floorplan type B09. Upgraded wardrobes. Shore scheme shown.



Artist Impression of floorplan type B08. Upgraded wardrobes. Surf scheme shown.

THE BALCONIES HAVE BEEN DESIGNED AS AN ADDITIONAL LIVING AREA. SHELTERED, THEY ARE PERFECT FOR ENJOYING YOUR MORNING COFFEE, ENTERTAINING OR SIMPLY ADMIRING THE SPECTACULAR OUTLOOK.



Artist's impression of apartment type C02.1 and C06.1. Upgraded Shore scheme shown.

THE CLEVERLY DESIGNED
ROOFTOP WITH ITS MULTIPLE
ZONES IS A TRULY COMMUNAL
SPACE TO BE ENJOYED BY ALL.



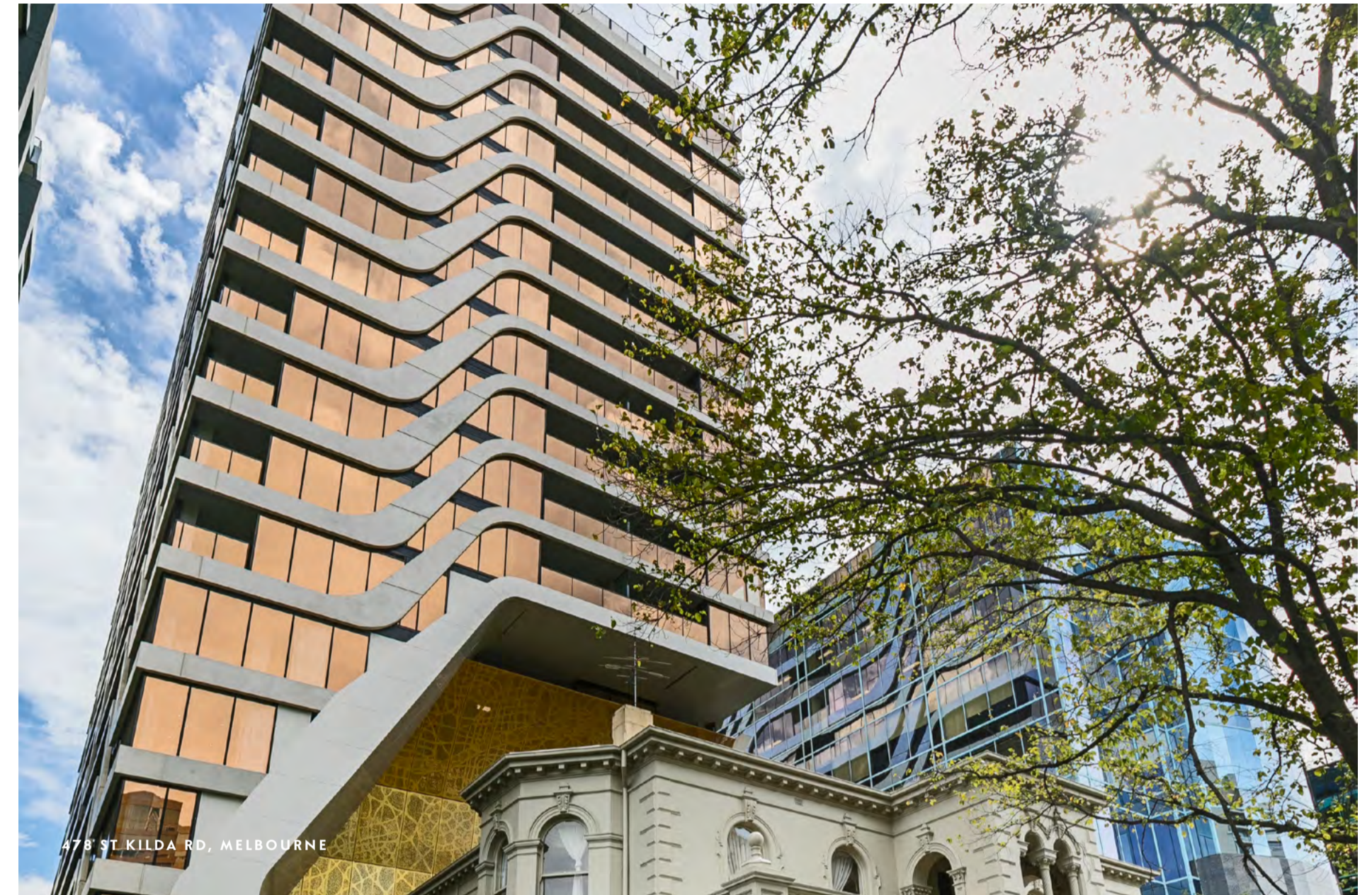


ELENBERG FRASER

Elenberg Fraser – not your average architecture firm. An integrated design practice operating across the Asia-Pacific region, our buildings prove that good design leads to economic, social and cultural benefits. But what makes us so special?

Rather than applying a house style, our buildings are conceived in their own right, responding to their specific site, location and purpose. We don't generalise across projects either – our job is to uncover and express the unique identity of each project, through built form.

The outcome is sensory – architecture that people can feel, not just see. Architecture that makes people think, acknowledging the origins of architecture and its plethora of influences, both ancient and modern.



HAMILTON MARINO

Established in 1975, Hamilton Marino Builders is a multi-discipline construction company operating across a multitude of sectors including multi residential, commercial, industrial, and retail. Our value-added operational model and a reputation built on providing expertise, quality and certainty has made us a reliable industry partner. Clients rely on us to be cost effective and our in-house design capabilities, expertise at all stages of a project and rigorous monitoring of expenditure ensure budgets are controlled, always. Prudent financial management and dedication to quality in all aspects of our work has resulted in strong and continued growth.

We are proud of the buildings we have contributed to the communities and cities around the country and beyond and are excited about creating productive and inspiring places in the future.



EMPRESS, WATERLINE PLACE

Photo by Damien Kook

AVJennings®

For 90 years we've helped build brighter futures by creating communities people want to belong and grow with.

We know everyone has different needs and wishes for the place they live. That's why we offer a range of ways to get the home you want. You can buy a block of land, a finished home, townhome, terrace or apartment. We can work with your builder, or help you choose one.

We also know a home is part of a community, which is why we make sure open spaces, community hubs and pathways are incorporated into every development.

It's why we locate our developments close to schools, shops and transport.
It's why AVJennings is your community developer.



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SALES & INFORMATION CENTRE

For further information please
visit our Display Suite located at
Corner of Ann Street and Waterline Place, Williamstown.

WATERLINEPLACE.COM.AU

Call 131 878 or visit avjennings.com.au

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