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# 222 HODDLE



THE  
MODERN  
WORKPLACE  
IS HERE

222 Hoddle St, Abbotsford

HIRSCH & FAIGEN





# 222 HODDLE

The modern office has changed. 222 HODDLE is where you can shape your future workspace in a prime city fringe location. As Abbotsford's first Five Star Green Star building, the space is designed for health, flexibility and sustainability, with green and intelligent features such as renewable energy sources, water recycling systems, innovative window massing and plant-filled balconies embedded throughout the design. A more responsible and intelligent future is here.







# 222 HODDLE

External view from Johnston Street - Artist's impression





# 222 HODDLE

BUILDING	1.0
LOCATION	2.0
WORKSPACES	3.0
PLANS	4.0
TEAM	5.0





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# BUILDING

1.0

THE  
SHAPE OF  
THING TO COME



## A NATURAL EVOLUTION FOR ABBOTSFORD

222 Hoddle is a natural evolution of Abbotsford's built environment. Inspired by the area's heritage warehouses and rich neighbourhood life, tier one architect, Architectus, has envisioned a building that sets a new benchmark in commercial workspaces, state-of-the-art technology and sustainable design. A forward-looking building for future-focused businesses.



**222  
HODDLE**

222 HODDLE, ABBOTSFORD

**5<sup>★★★★★</sup>star**  
green star

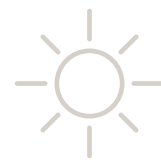




Lobby - Artist's Impression



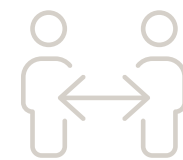
**CONCIERGE  
SERVICE**



**FILLED WITH  
NATURAL LIGHT**



**ORGANIC  
ESPRESSO BAR**



**ON-SITE  
CO-WORKING**

## **WELCOME TO 222 HODDLE**

Refuel on caffeine and healthy eats from the coffee station; meet clients in the lounge; pick up deliveries from reception. The lobby's design is industrial, open and filled with light – a perfect transition from the urban streetscape of Abbotsford to the workspaces above.





# ORGANIC ESPRESSO BAR





the Hive.



**CO-WORKING  
SPACES  
WITH CLASS**

The building will host a new co-working space, delivering a new flexible and professional environment for the city’s north. With workspaces created specifically to harness creativity, technology and productivity, 222 HODDLE allows innovative, design and technology-led businesses to thrive.



**FLEXIBLE DESIGN  
OPTIONS**



**TOUCHLESS  
TECHNOLOGY**



**END OF TRIP  
FACILITIES**



**LIGHT-FILLED  
SPACES**





## NEXT LEVEL CO-WORKING

A forward-looking building for future-focused business needs world class tenants and there are few better than The HIVE. Leasing three floors, these beautifully designed coworking spaces are the perfect base for creative entrepreneurs, freelancers and start up businesses.



**FLEXIBLE  
SPACES**



**ON-SITE  
MANAGEMENT**



**VIBRANT  
COMMUNITY**



**AMPLE  
CAR PARKING**



# FIVE STAR GREEN STAR

## THE AREA'S MOST SUSTAINABLE ADDRESS

222 HODDLE will be Abbotsford's first Five Star Green Star building. Sustainable and intelligent features are embedded throughout the design, including renewable energy sources, water recycling systems, innovative window massing and plant-filled balconies. A more responsible and intelligent future is here.



### ENERGY AND GREENHOUSE GAS

Connecting with light, fresh air, and the outdoors improves wellbeing and productivity. That's why we've incorporated several terraces where staff can step outside, and teams can enjoy meetings open to the sky. Spectacular city and neighbourhood views are a bonus.



### REDUCED LIABILITY AND RISK

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### POTABLE WATER USE SAVINGS

Green Star buildings use approximately 50% less potable water on average by including 5-star water fixtures and fittings and rainwater harvesting.



### PRODUCTIVITY BENEFITS

Natural light, fresh air, access to views and outdoors areas abound. Increase your team's productivity by offering control over your workspace's temperature and lighting.







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## FRESH AIR FRESH IDEAS

Connecting with light, fresh air, and the outdoors improves wellbeing and productivity. That's why we've incorporated several terraces where staff can step outside, and teams can enjoy meetings open to the sky. Spectacular city and neighbourhood views are a bonus.



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# LOCATION

2.0

THE NEW  
SHAPE  
OF THE NORTH





# OPPORTUNITY LIVES HERE

222 HODDLE epitomises everything that makes Abbotsford the inner-city’s most coveted place for progressive businesses to call home.

The space is perfectly positioned for staff, with train stations, bus routes and bike lanes all within easy walking distance. It also delivers easy access to green spaces by the Yarra River, major events and high-profile games at the city’s sporting precinct, and countless restaurants, cafés and bars.

## TRAVEL BY FOOT

- Victoria Park Train Station  
2 min
- Dr Morse Bar and Eatery  
2 min
- Abbotsford IGA  
1 min

## TRAVEL BY CAR

- Eastern Freeway  
1 min
- Abbotsford Convent  
4 min
- Gertrude Street Shops  
5 min





FOOD & BEVERAGE

- 01 Dr Morse Bar & Eatery
- 02 Rita's Caf  teria
- 03 Bodriggy Brewing Station
- 04 Kelso's Sandwich Shoppe
- 05 Admiral Cheng Ho
- 06 Jasper Coffee
- 07 Mr Boogie Man Bar
- 08 Libertine & Co.
- 09 Nighthawks Bar
- 10 Bendigo Hotel
- 11 The Tote
- 12 Son In Law
- 13 Jim's Greek Tavern
- 14 Proud Mary
- 15 Gelato Messina
- 16 Smith Street Alimentari
- 17 Everyday Coffee
- 18 Robert Burns Hotel
- 19 Easey's
- 20 CIBI
- 21 Gem Bar & Dining
- 22 The Fox Hotel
- 23 The Gasometer Hotel
- 24 Red Sparrow Pizza
- 25 Breakfast Thieves
- 26 Marquis of Lorne
- 27 Napier Quarter
- 28 Lune
- 29 The Rose
- 30 Le Bon Ton
- 31 AU79
- 32 Jinda Thai

GROCERIES

- 33 Woolworths Metro Abbotsford
- 34 Abbotsford IGA
- 35 ALDI Abbotsford
- 36 Coles Local Fitzroy
- 37 Coles Collingwood
- 38 Woolworths Fitzroy

GALLERIES

- 39 The Compound Interest
- 40 Modern Times
- 41 Centre for Contemporary Photography
- 42 Nicholas Thompson Gallery
- 43 Bus Projects
- 44 Tristan Koenig
- 45 Backwoods Gallery
- 46 Sutton Gallery
- 47 LON Gallery

PARKS & RECREATION

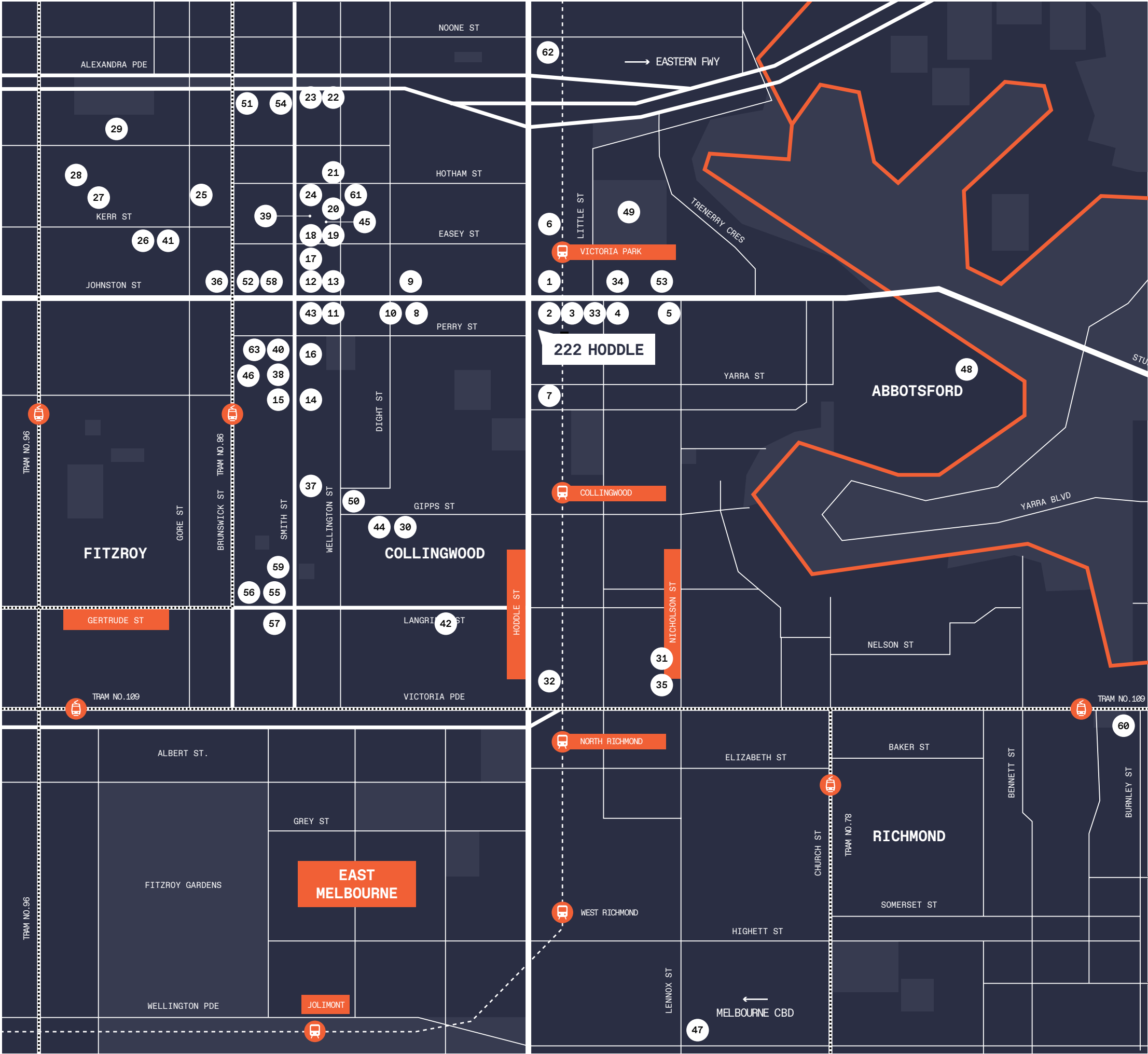
- 48 Yarra Trail
- 49 Victoria Park
- 50 Anytime Fitness
- 51 Fitzroy Swimming Pool
- 52 Fitzroy Gym

RETAIL

- 53 Life Interiors
- 54 Officeworks
- 55 Handsom
- 56 The Standard Store
- 57 Pickings & Parry
- 58 McCoppins Fitzroy
- 59 Blackhearts & Sparrows
- 60 Victoria Gardens Shopping Centre

SCHOOLS

- 61 Gold Street Children's Centre Collingwood
- 62 Petit Early Learning Journey Clifton Hill
- 63 Fitzroy Primary School







# LOCAL CHILLED VIBES

- Touch off from Victoria Park Station
- Cycle along the Yarra Trail
- Breakfast at Libertine & Co
- Walking meeting Collingwood Business District
- Afternoon coffee at Libertine & Co
- Lunch at Dr Morse



# COMMUTE TO COFFEE

Whether riding the rails or riding your bike, 222 HODDLE is easily reached from across the city. Pick up a coffee en route or meet the team for breakfast – this pocket of the inner-north is the heartland of Melbourne’s café culture. When lunchtime rolls around, the backstreets of Abbotsford and Collingwood offer an appetising array of local choices.



5★★★★★  
star  
green star





## BOARDROOM TO BAR

When it's time to knock off, 222 HODDLE is surrounded by places to take clients to dinner or celebrate wins with the team. Large-scale venues like Stomping Ground and Bodriggy Brewing Company are both just a few minutes' walk away, along with a host of more intimate wine bars and restaurants to meet a friend or partner.

## WORK LIFE BALANCE

- Lunch meeting at Rita's
- Fresh air & fresh thinking on the Main Yarra Trail
- Afterwork drinks at Dr Morse
- De-stress with a yoga class at Kindred Movement
- Post-work retail therapy at Handsom





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# WORKSPACES

3.0

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**SHAPED  
TO SUIT  
EVERY BUSINESS**

The workspaces of 222 HODDLE have been designed for daylight, fresh air and fresh ideas to circulate. Each space is ready for you to create your ideal office environment - a place that will power your business for the future.



# COLLABORATE CONNECT ENGAGE

## FLEXIBLE OFFICE SPACE FOR FUTURE-FOCUSED BUSINESSES

Build on the blank canvas provided by these light-filled and contemporary spaces. Make each office your own by designing the layout to suit your workforce with private offices, breakout areas and collaborative zones, as well as your choice of furniture and light fittings.

Every office features exposed high ceilings, glazed walls and a design which ensures every workspace is within eight metres of a window looking out to the Yarra River, the Abbotsford Convent or the CBD.

### DESIGN THINKING

Customise your office to suit how your team likes to work, from breakout spaces to executive boardrooms. Behind every workspace is touchless technology, an emphasis on light and ventilation, and a range of healthy features to maximise wellbeing and productivity.







Media room - Artist's impression

# ENCOURAGES SEAMLESS COLLABORATION

Dialling-in staff, stakeholders and clients working at home or around the world is part of 21st century business. 222 HODDLE encourages seamless collaboration and presentations with leading-edge technology integrated across the building.

# COMFORT FIRST

The comfort of your team is your priority, so naturally, it has been considered from the beginning at 222 HODDLE. Each workspace has the flexibility to include a range of private bathrooms, parents' rooms or any other amenity required. Green Star buildings use approximately 50% less potable water on average by including 5-Star water fixtures and fittings, as well as rainwater and greywater harvesting.





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# PLANS

4.0

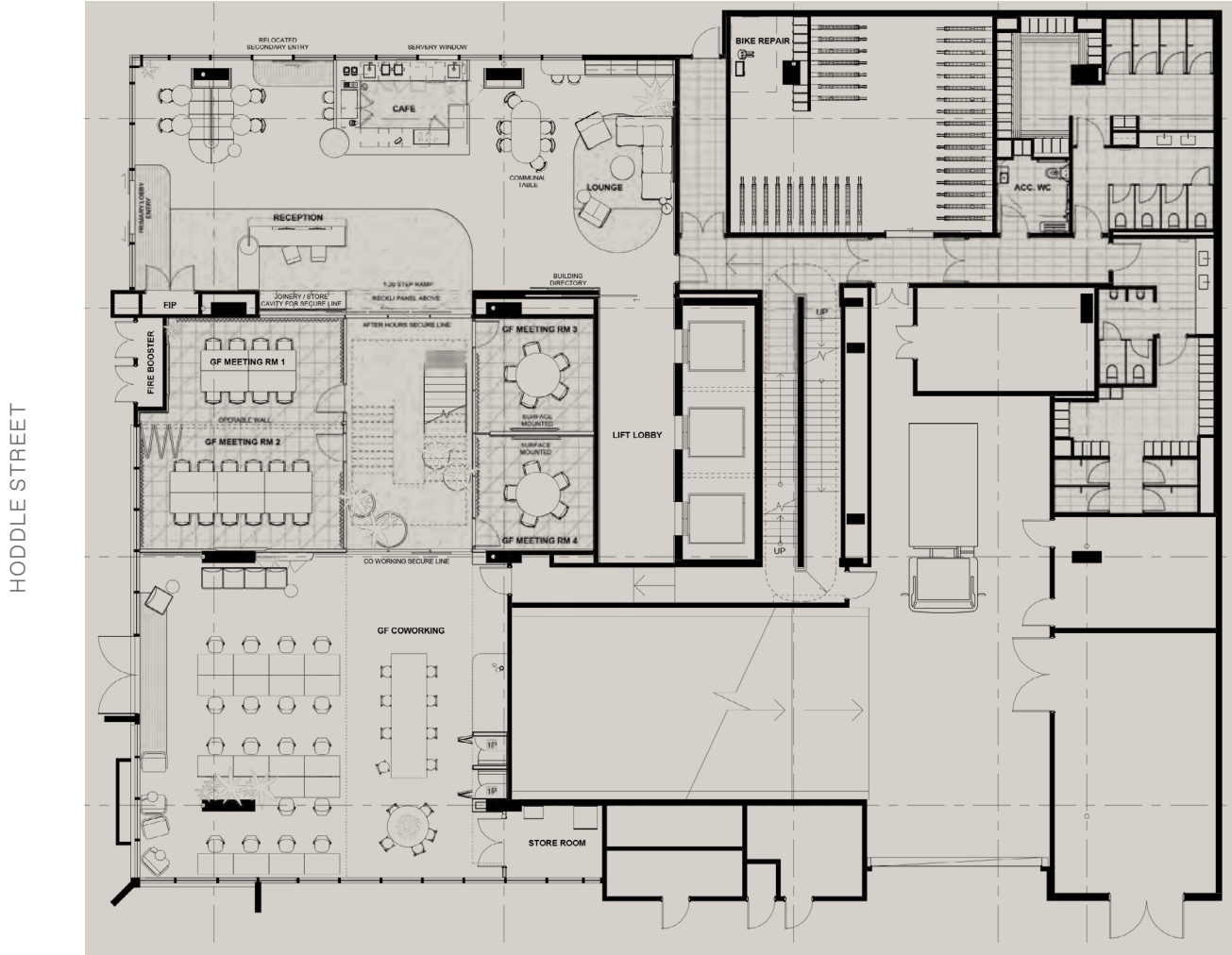
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SHAPED  
TO SUIT  
EVERY BUSINESS



LOBBY, CAFÉ AND  
CO-WORKING SPACE

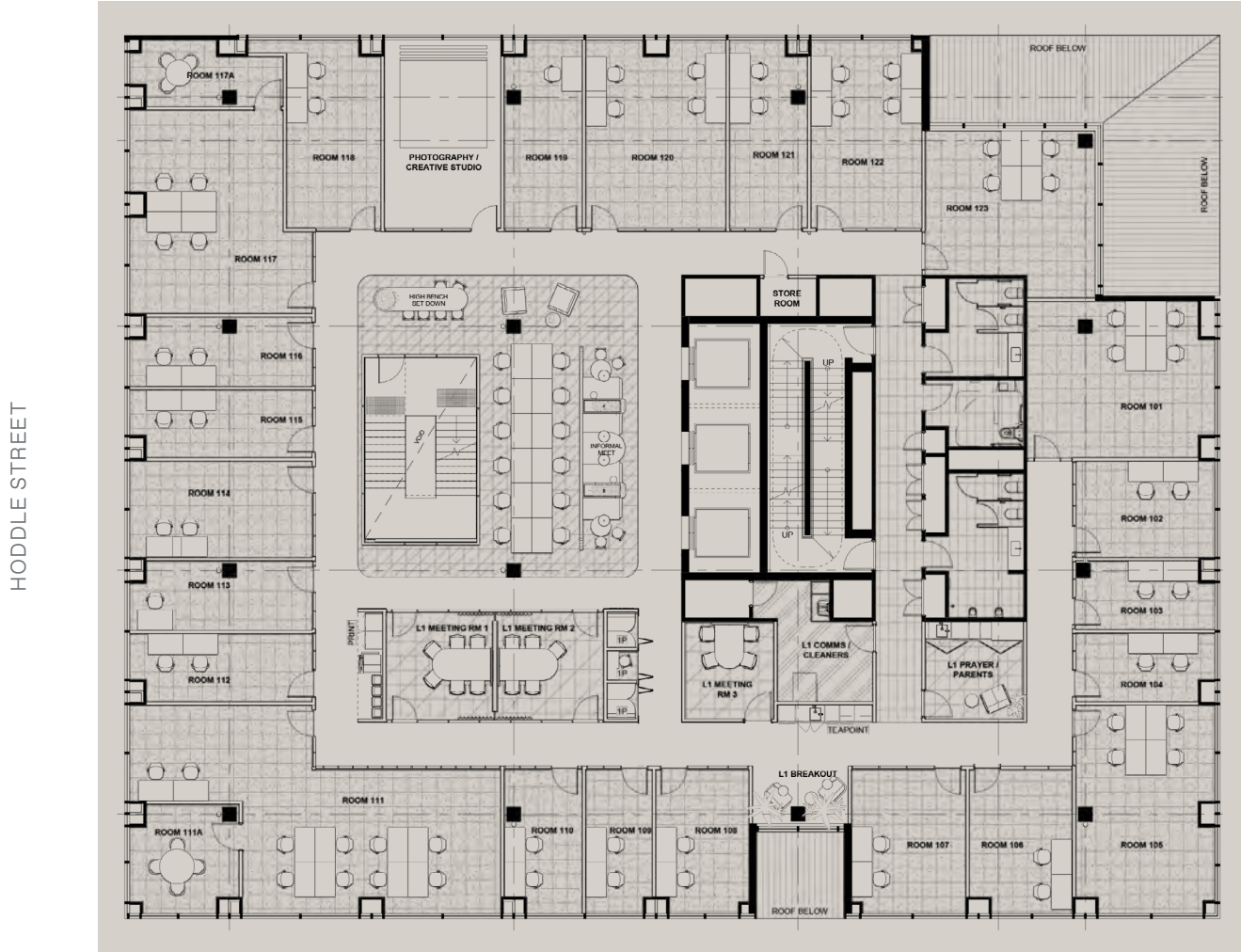
Floor Area 264m²



STAFFORD STREET

LEVEL 1

Floor Area 936m²



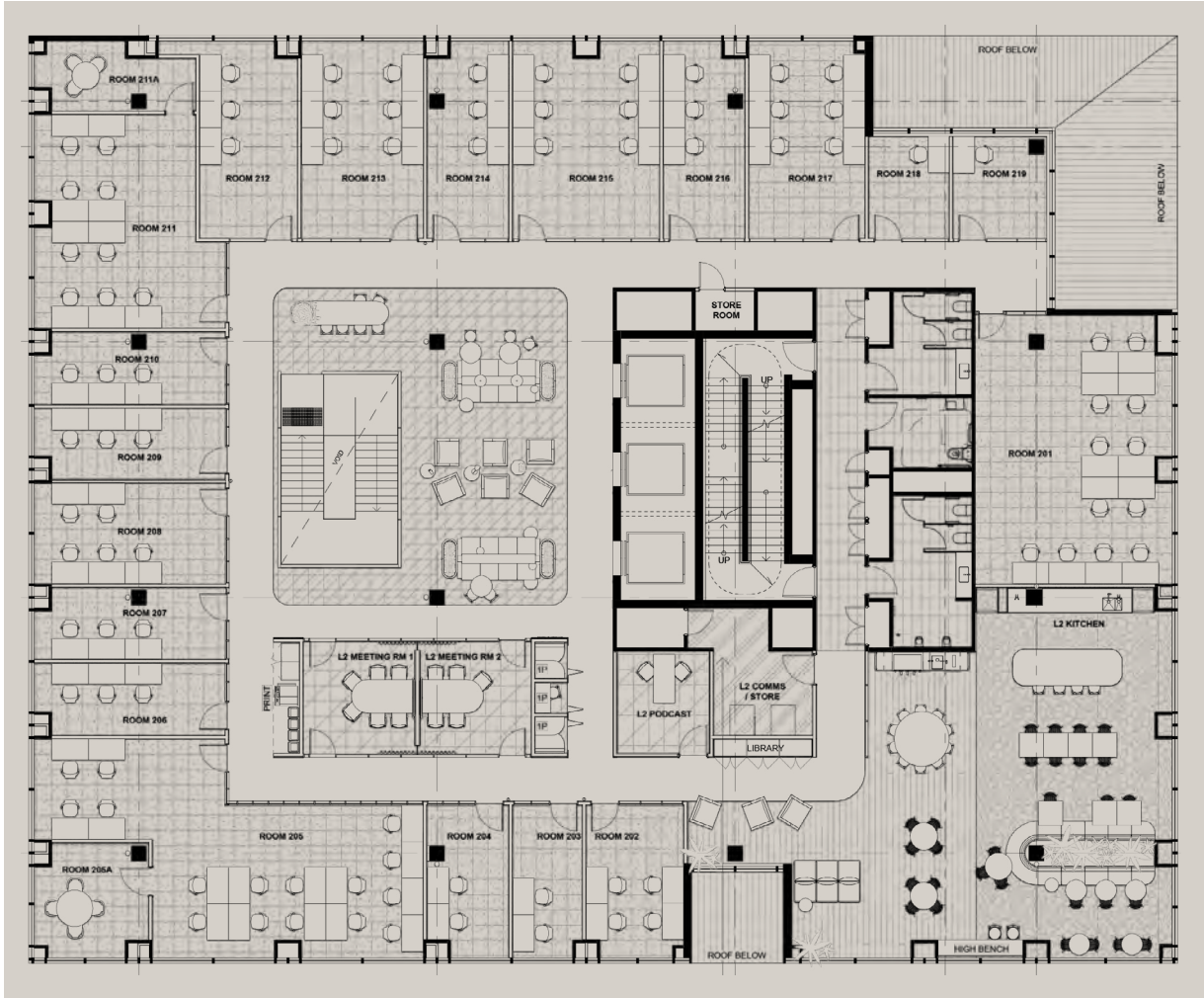
STAFFORD STREET



LEVEL 2

Floor Area	936m²
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HODDLE STREET

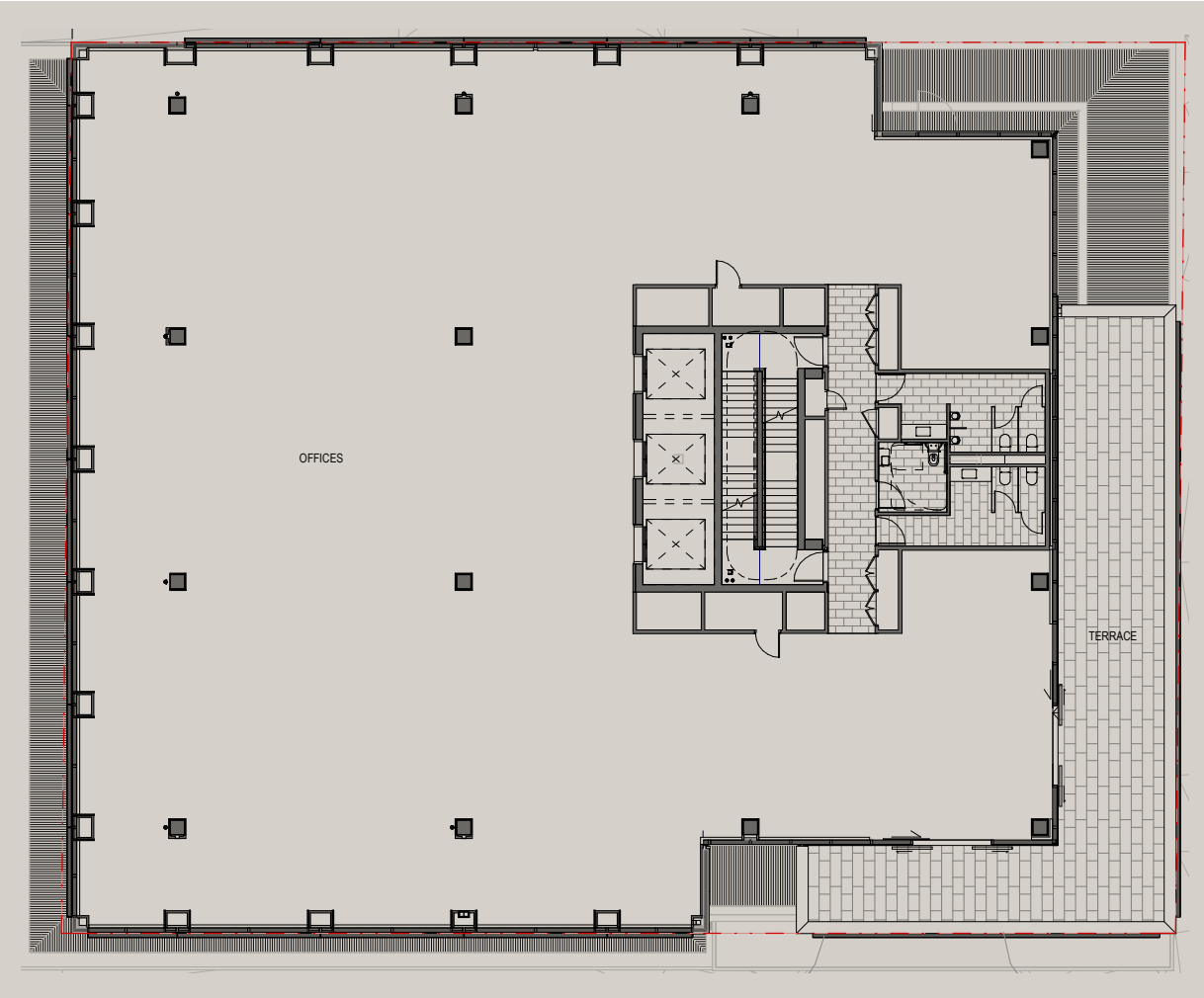


STAFFORD STREET

LEVEL 3

Floor Area	826m²
Terrace	98m²

HODDLE STREET

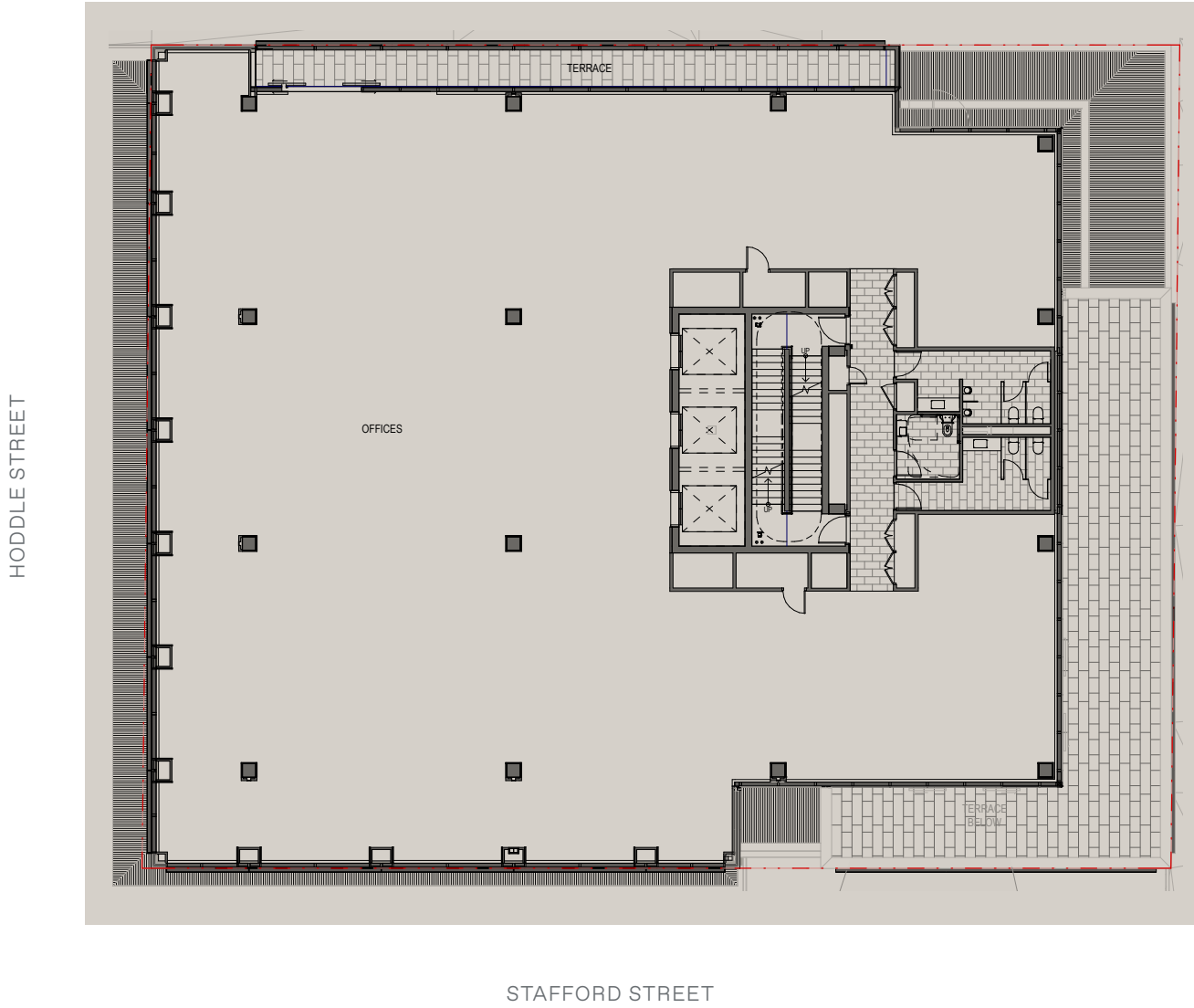


STAFFORD STREET



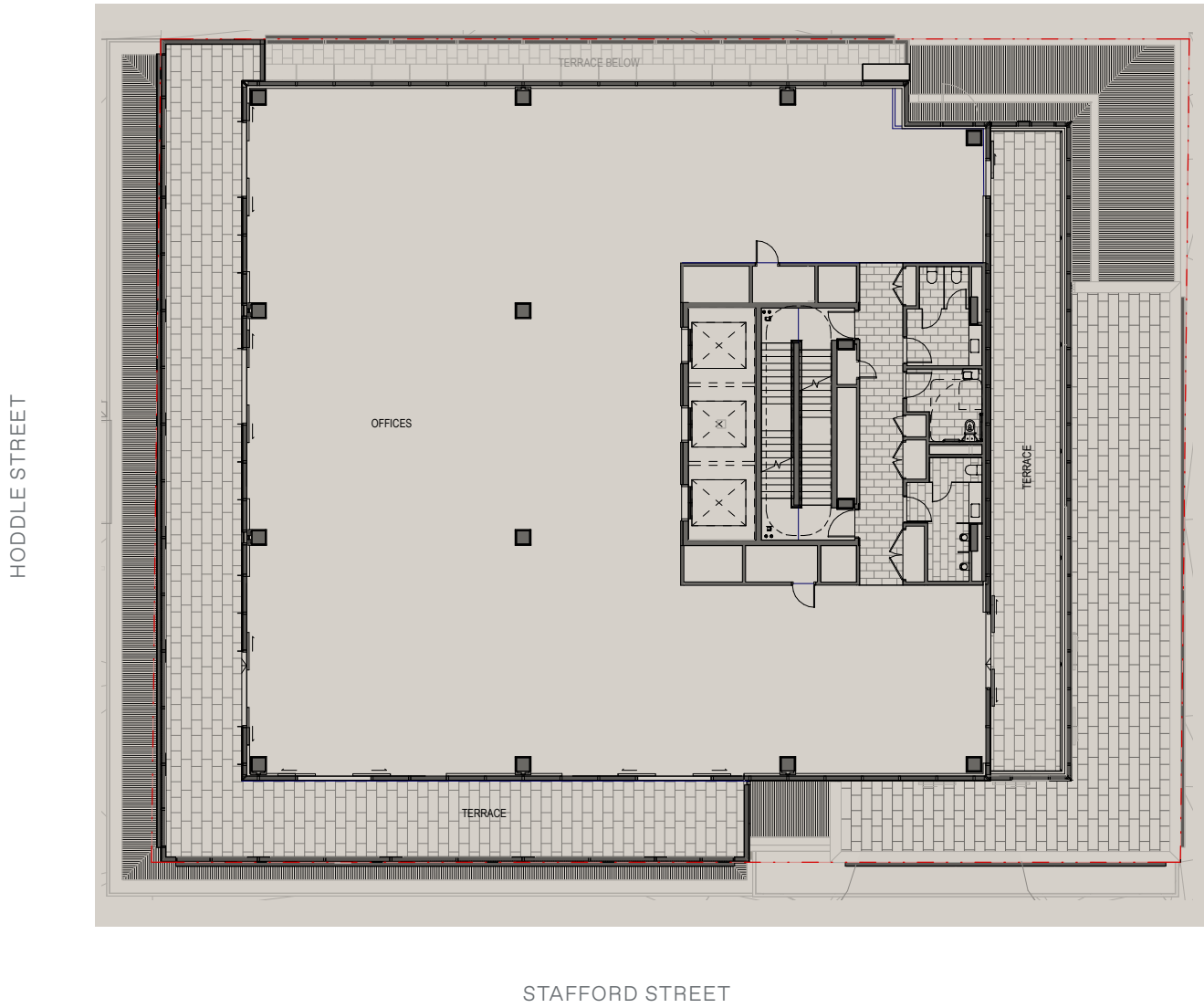
LEVEL 4 - 5

	L4	L5
Floor Area	790m²	790m²
Terrace	33m²	



LEVEL 6

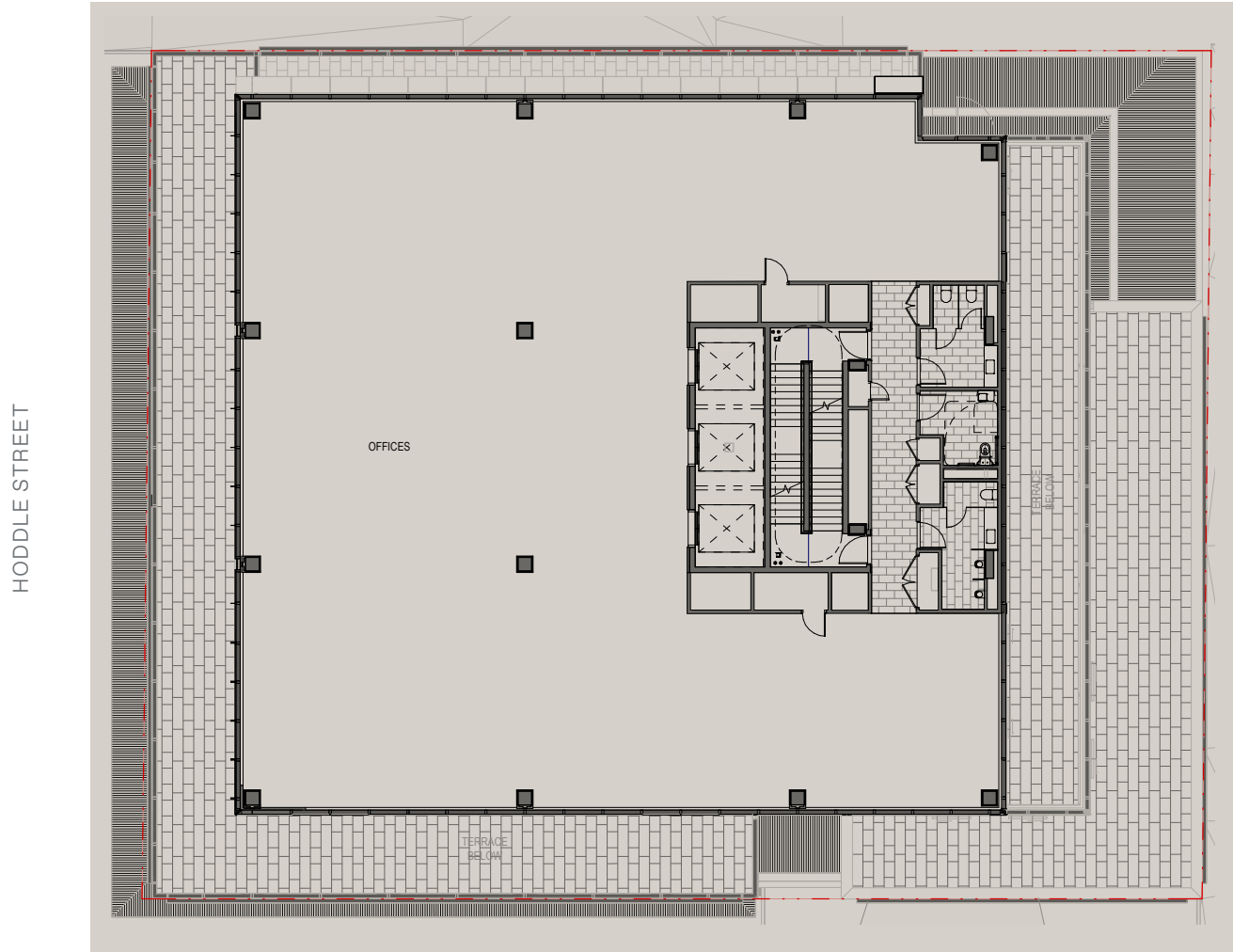
Floor Area	574m²
Terrace	209m²





LEVEL 7-9

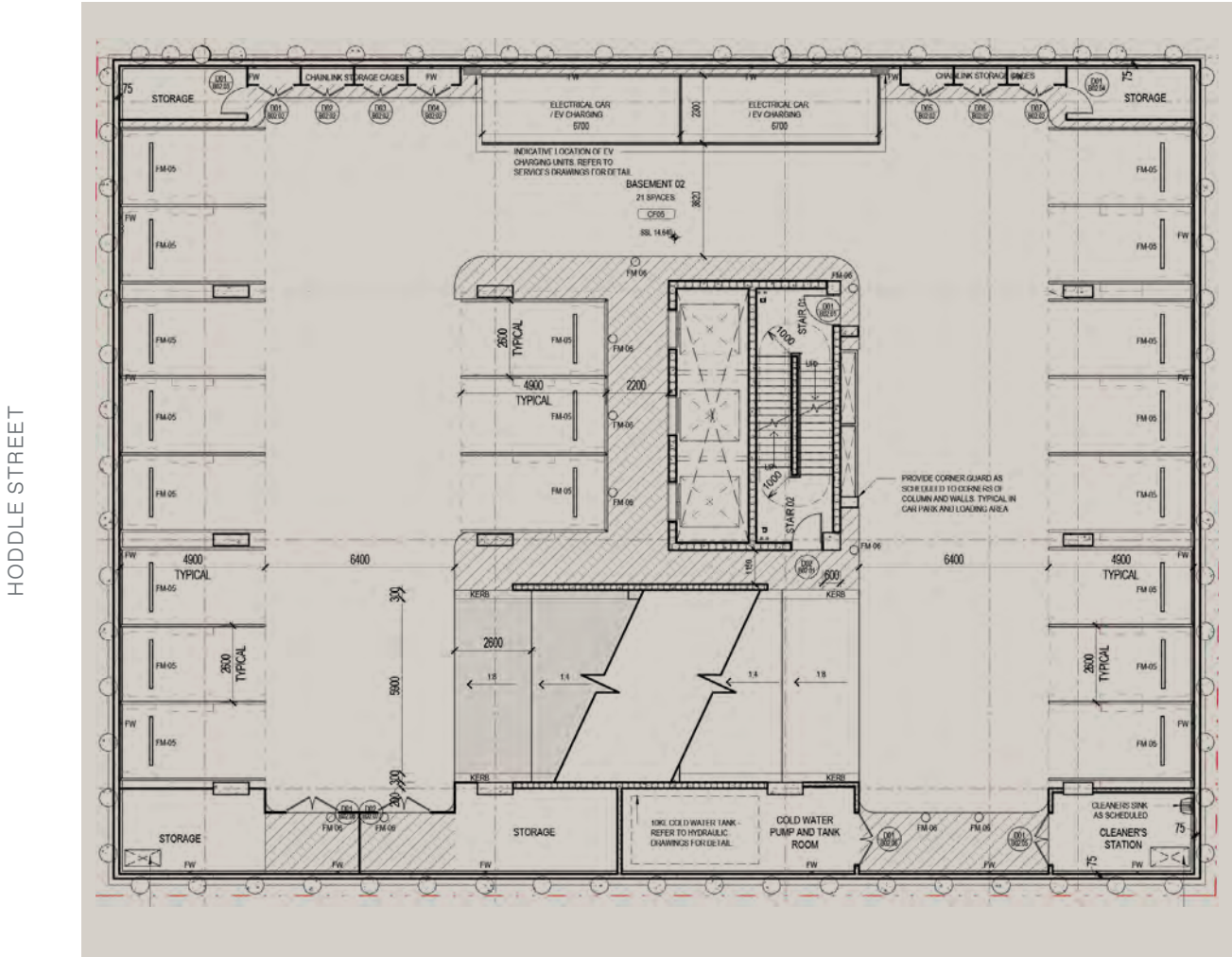
	L7	L8	L9
Floor Area	575m²	575m²	503m²
Terrace			69m²



STAFFORD STREET

B1 - B3

Available Car Parks	70
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STAFFORD STREET



# CUSTOM FIT-OUTS AVAILABLE

Spaces from 100sqm to 1500sqm



## HIRSCH & FAIGEN

PHIL HEBERLING  
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# TEAM

5.0

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SHAPING A  
NEW  
FUTURE





HIRSCH & FAIGEN

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## DEVELOPER

Hirsch & Faigen exists to provide entrepreneurs and leaders with unique spaces to help them flourish and enjoy the fruits of their success.

The Hirsch family believe that there are no shortcuts in life. Any pursuit of the good in life begins with dedication and appreciation for hard work. It is this philosophy that has established the brand as an industry leader who is unsurpassed in their commitment to design, sustainability, usability, community benefit and standard of delivery.





the Hive.

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## CO-WORKING

Founded in Hong Kong 2012 - we have designed, opened and now operate 20 spaces in 7 countries across Asia Pacific, from Australia to Japan - becoming this region's widest and most recognised boutique coworking network.

By delivering an exceptional Hive Experience, we strive to ensure that every one of our members has a happy and successful day, every day. Our best-in-class events and





architectus™

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## ARCHITECTURE

Architectus are a top-tier Australian architecture and design studio specialising in commercial, education, interiors, public, residential, transport, urban design and planning.

Their insightful and human-centric design approach is combined with a collaborative ethos to create unique places that are exemplars of elegance, function and sustainability.



# LEASING ENQUIRY

HIRSCH & FAIGEN

PHIL HEBERLING

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CONSTRUCTION COMPLETE BY MID 2023

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