



CASE STUDY:

Fitzroy & Co. by Est

Melbourne, Victoria

Architect: CHT Architects **Developer:** Salta

Products: 60cm Electric Steam Oven, 60cm Induction Hob, 50cm Integrated Rangehood,
60cm 8-Program Dishwasher, 40l Freestanding Microwave, 450l 2-Door Bottom Mount Fridge,
9hk Washing Machine, 8kg Heat Pump Dryer



**Electrolux
Group**



BACKGROUND

In the heart of Melbourne's eclectic Fitzroy neighbourhood, Salta is pioneering a new era of rental living with Fitzroy & Co, a build-to-rent (BTR) development that's redefining what it means to call a rental 'home'. Designed by CHT Architects and propelled by Est – Salta's newly established BTR platform – this prototype development offers a revolutionary glimpse into the future of renting, positioning it as a long-term lifestyle choice, rather than a transient form of occupancy.

Reflecting Est's mission to reinvigorate the rental landscape with a resident-centric approach, Fitzroy & Co has been designed to foster a sense of community within the local area, where the needs and desires of renters are prioritised.

"Our Est platform has been specially created to focus on quality of living for renters who are looking to feel connected to their local context, their homes, as well as their neighbours," says Salta's Chief Operating Officer, Emma Woodhouse.

"Our Fitzroy & Co project epitomises this. From expansive landscaped terraces and rooftop social amenity to co-working spaces, a fully equipped gym, pet-friendly policies and even a pet park,

the project encourages a sense of belonging, where residents can thrive, both personally and professionally."

This innovative approach to rental living is a testament to the power of highly considered, future-forward and resident-centric design, and its potential to create enduring, vibrant and fulfilling communities. With curated furnishings, bespoke spatial planning, high-end, sustainable design, and an unwavering commitment to enhancing the lives of its occupants, Fitzroy & Co. is more than a development – it is reflective of Est's lifestyle brand, which finally makes it possible for a rental to feel like a forever home.



CHALLENGE

The unique plot of land the development is located on presented a challenge in terms of maximising the usable footprint, however the project team saw it as a creative opportunity. "We opted to maximise the footprint by following the natural angles of the site to add additional space to bedrooms and living rooms," said Woodhouse.

Shifting away from typical room layouts which are often rectangular in shape, this bold decision yielded a collection of unconventional and intentional spaces that will come to define this development's bespoke design language. "The diverse floor plans provide a point of difference,

offering renters a series of unique opportunities for decorating their spaces in a way that suits their lifestyles, enabling them to live life their way," Woodhouse adds.

The design of Fitzroy & Co showcases an expressive geometry of angles to create spaces that are inviting, imaginative and immersed in their urban setting. Comfortable, airy and filled with natural light, the generous and cleverly planned apartments establish a visual connection with the neighbourhood's unique landscape, while offering a private respite from the bustling energy of city life.





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The BTR model, which prioritises long-term resident satisfaction, lends itself to more generous apartment layouts and a comprehensive suite of amenities, blending hotel-services with residential living for a residential hospitality lifestyle experience. Within the apartments at Fitzroy & Co, Salta prioritised functionality and comfort, maximising open-plan living areas and incorporating ample storage solutions throughout.

Given the community-focussed nature of the development, selecting the right appliances

became a fundamental aspect of the design. Salta sought a partner who could not only deliver an outstanding suite of home appliances that would enhance the resident experience, but also shared their steadfast commitment to sustainability. Engineered with energy-efficient building materials to achieve an average 7.9 star NatHERS rating and equipped with a state-of-the-art waste management system, this trailblazing project aims to minimise its environmental impact at every turn, and the selection of appliances had to reflect Est’s unwavering environmental aspirations.



SOLUTION

Salta found that ideal partner in Electrolux – their innovative, energy-efficient and user-centric suite of appliances perfectly aligned with Est's elevated lifestyle vision. "Electrolux shares our vision to provide a consistent, quality and sustainable offering that provides enduring value to residents. This shared mindset led us to partner with them to supply all the appliances within our BTR developments within Est, which will allow a consistent and high-quality experience for our residents," says Woodhouse.

Electrolux, renowned for its fusion of cutting-edge technology and timeless design, goes beyond mere functionality in Est's residences. The inclusion of appliances like the Electric Steam Oven with SteamBake technology, which unlocks a world of healthy and flavourful culinary creations, speaks to the fundamental commitment to enhancing residents' lifestyles. Similarly, the precision of the Induction Hob answers the needs of both aspiring chefs and busy professionals who value both culinary exploration and efficiency in the kitchen.





Even mundane tasks like dishwashing and laundry are elevated through sustainable solutions. The energy-efficient 8-Program Dishwasher ensures sparkling results with minimal environmental impact, and while the Washing Machine and the Heat Pump Dryer provide residents with convenience and peace of mind, knowing their laundry habits are gentle on the planet. Electrolux's presence at Est is more than just a collection of appliances – it's a meticulously curated selection of seamless comforts that reflects Est's dedication to well-being, sustainability, and an enriching living experience.

A harmonious convergence of creativity, community, and resident-centric design, Fitzroy & Co marks a significant milestone not only in Salta's journey, but in the broader evolution of the BTR market. With its thoughtfully designed apartments, comprehensive amenities, considered appliances and commitment to sustainability, Est undoubtedly sets a new benchmark for rental living in Australia. And if this transformative development of Fitzroy & Co is anything to go by, the future of residential design is bound to place the happiness of the occupant at its heart, creating not just a new way to rent – but a whole new way to live.





Find out more about this project on Salta's website.
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