



## The Grounds: The Ivanhoe East homes loaded with size appeal

*Surrounded by greenery, a new development in Ivanhoe East will be home to a new community within an established neighbourhood.*



A growing trend towards living locally is among the few upsides of our new COVID-restricted lifestyles. The shift towards working from home has seen more Australians immerse themselves in their local communities and establish deeper connections with the people living around them.

This emerging phenomenon is something developers JWLand thought carefully about when designing [The Grounds](#) – a development in Ivanhoe East.

Containing 12 townhomes and 104 apartments, The Grounds will be home to a new community within an already established neighbourhood.



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The East Ivanhoe Village Shopping Centre can be reached on foot in less than 10 minutes. It's home to a collection of cafes, boutique bars, grocers and retail stores popular with the locals.

"Awash with charm and character, East Ivanhoe Village is a pocket of energy and the social heart of the neighbourhood," says Nick Babic, project marketing manager at JWLand.

"The historic streetscape blends European heritage and modern style. Shopfronts and cafes spill onto the sidewalk and village life is rich with the aromas of freshly baked bread wafting down the street, chatty queues at the greengrocer and deeper discussions at the local wine bar."

The buildings at The Grounds sit on a 1.5-hectare parcel of land bound by The Boulevard, Cedric Street and Wamba and Wilfred roads.





Garden designers at Memla have crafted greenery in and around the site.

Garden designers at Memla have crafted greenery in and around the site that is more akin to a landscaped park than a private development.

More than half of the area is reserved as open space, punctuated by a central courtyard with built-in seating and a raised lawn area for residents to relax on.

There's also an elevated walkway that runs between the buildings and is designed to simulate walking among the treetops. Topping it all off is Ivanhoe Park, which is located opposite.

This abundance of greenery will give downsizers the luxury of garden space without the maintenance, allowing them to go on holiday or visit friends whenever they please.



The larger-floor-area apartments are expected to appeal to owner-occupiers over investors.

"The Grounds offers a lock-up-and-leave-lifestyle," Babic says. "Embracing a life of convenience also means more spontaneous weekends away and the flexibility to travel.

"There's also the added feeling of security that comes from a precinct with limited public entry points and a close-knit community of neighbours."

The large floor plans at The Grounds are specifically designed so downsizers can accommodate all of their treasured items from their larger homes and also host gatherings and sleepovers with the grandchildren.



The Grounds enjoys a quiet, tucked-away position.

The apartments measure up to 247 square metres, while townhomes reach up to 198 square metres. Sales agent Damian Stoney says this will ensure The Grounds residences are purchased by owner-occupiers.

"There's no investor stock as larger-floor-area apartments have specific appeal to owner-occupiers," he says.

"They are all large-format apartments with large en suites, large, functional kitchens, walk-in robes in many apartments and two car spaces for 99 per cent of apartments."

The development's prestigious address on The Boulevard – which is home to stately heritage houses on huge blocks – also holds strong appeal. And, unlike many apartment projects, even those that can be described as low density, The Grounds is not on a main road, so it enjoys a quiet, tucked-away position.

While residents may prefer to stay local, the city centre is just 10 kilometres away, making it easy to drive in. The Burke Road on-ramp to the Eastern Freeway is accessible in just three minutes. Public transport is equally as simple, with two local bus lines and two train stations: Ivanhoe and Darebin.

The 116 residences at The Grounds are priced between \$1.08 million and \$2.42 million. Construction has already begun and is expected to be completed around August 2022.

To find out more about The Grounds, visit the [Domain listing](#) or enter your details below for a response from JWLand.

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