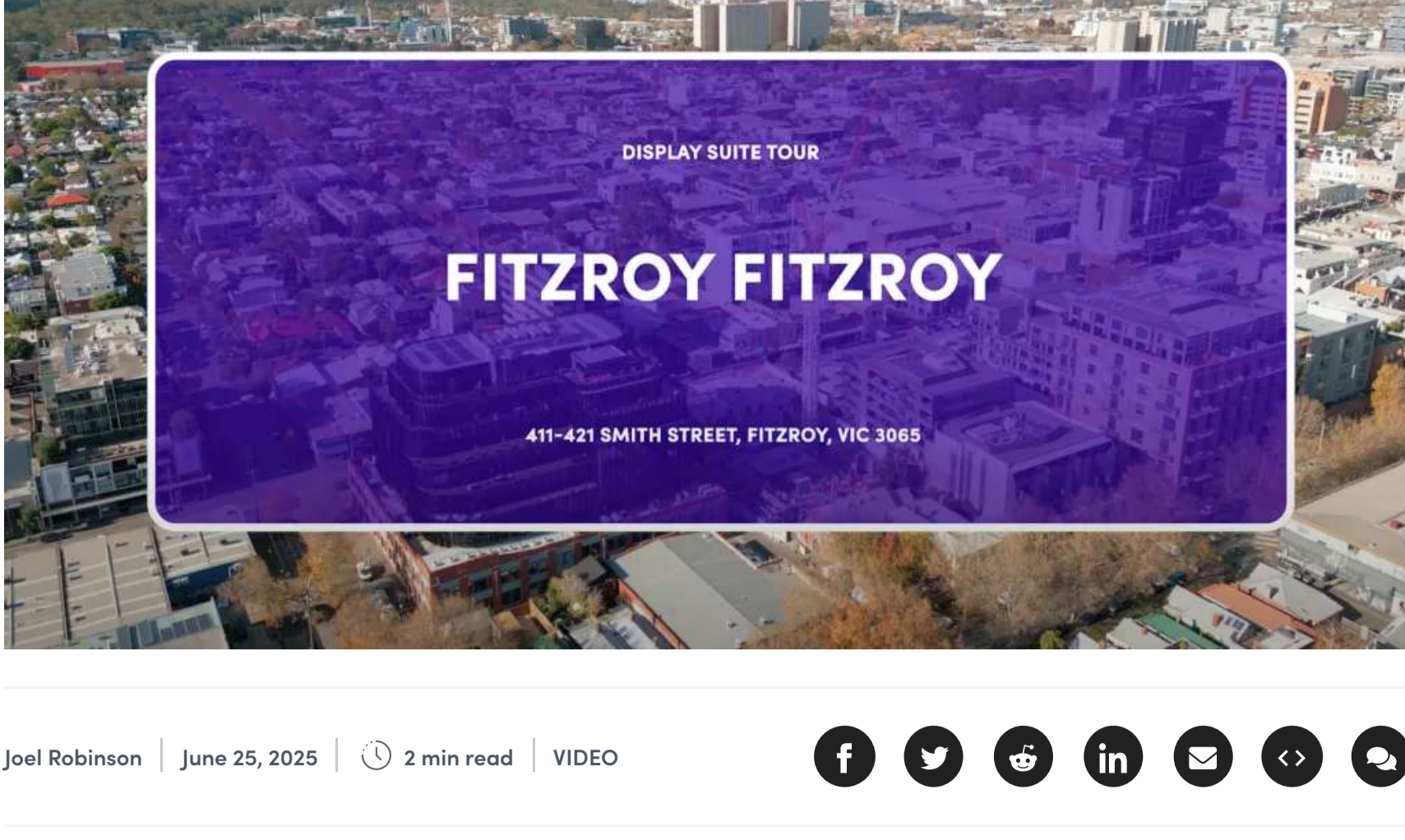
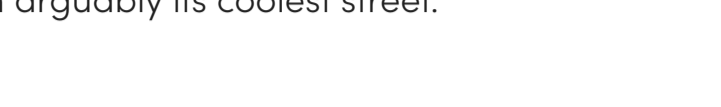


# Fitzroy Fitzroy: A heritage-inspired new landmark in Melbourne's coolest suburb

We recently toured the display suite with Taylor Dow of DOW Real Estate to get an inside look at what Fitzroy Fitzroy has to offer



Joel Robinson | June 25, 2025 | 2 min read | VIDEO



Some of [Melbourne's](#) most respected names in property are coming together to deliver something truly special—right in the heart of the city's coolest suburb, and on arguably its coolest street.

Joint venture partners Chapter Group and [Crema Group](#) are behind [Fitzroy Fitzroy](#), a striking new apartment development on Smith Street. The project blends heritage charm with bold contemporary design by DKO, incorporating the restored façade of the former McRoberts garage and workshop.

Renowned construction firm [Cobild](#) is well underway with the build of the nine-level building that will house 63 apartments.

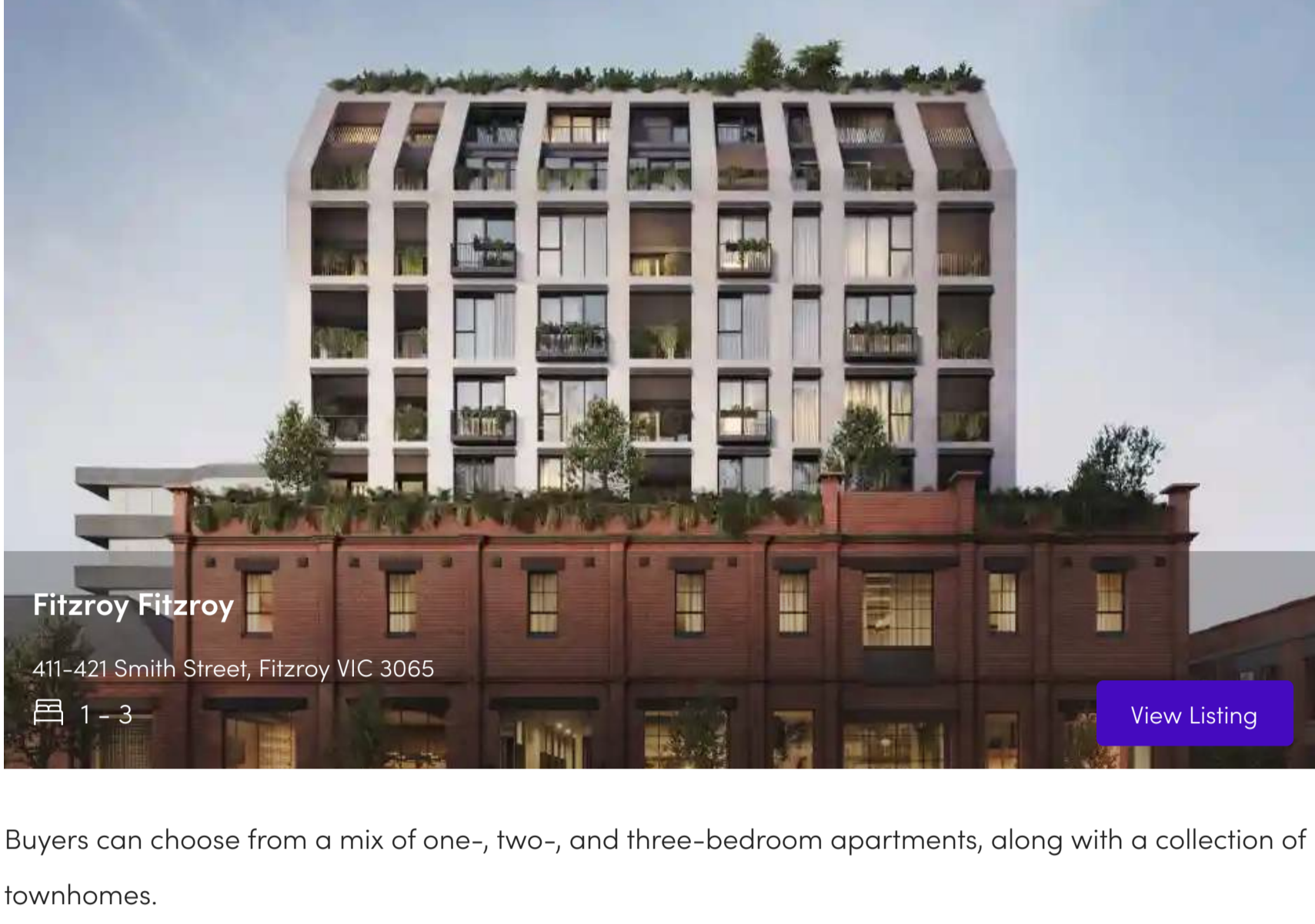
We recently toured the display suite with [Taylor](#) Dow of DOW Real Estate to get an inside look at what Fitzroy Fitzroy has to offer.



[“Fitzroy Fitzroy](#) will be a new architectural landmark when it's completed in early 2026,” Dow says.

“It’s a sculptural response to its surroundings,” Dow adds, noting how the form has been deliberately crafted to capture natural light and maximise views across [Melbourne](#).

The project blends contemporary design with deep respect for Fitzroy’s storied past, with angular rooftops and sharply defined edges.



Buyers can choose from a mix of one-, two-, and three-bedroom apartments, along with a collection of townhomes.

Each residence is available in a range of colour schemes, all drawing inspiration from Fitzroy’s rich cultural palette, inspired by the culture and character of Fitzroy.

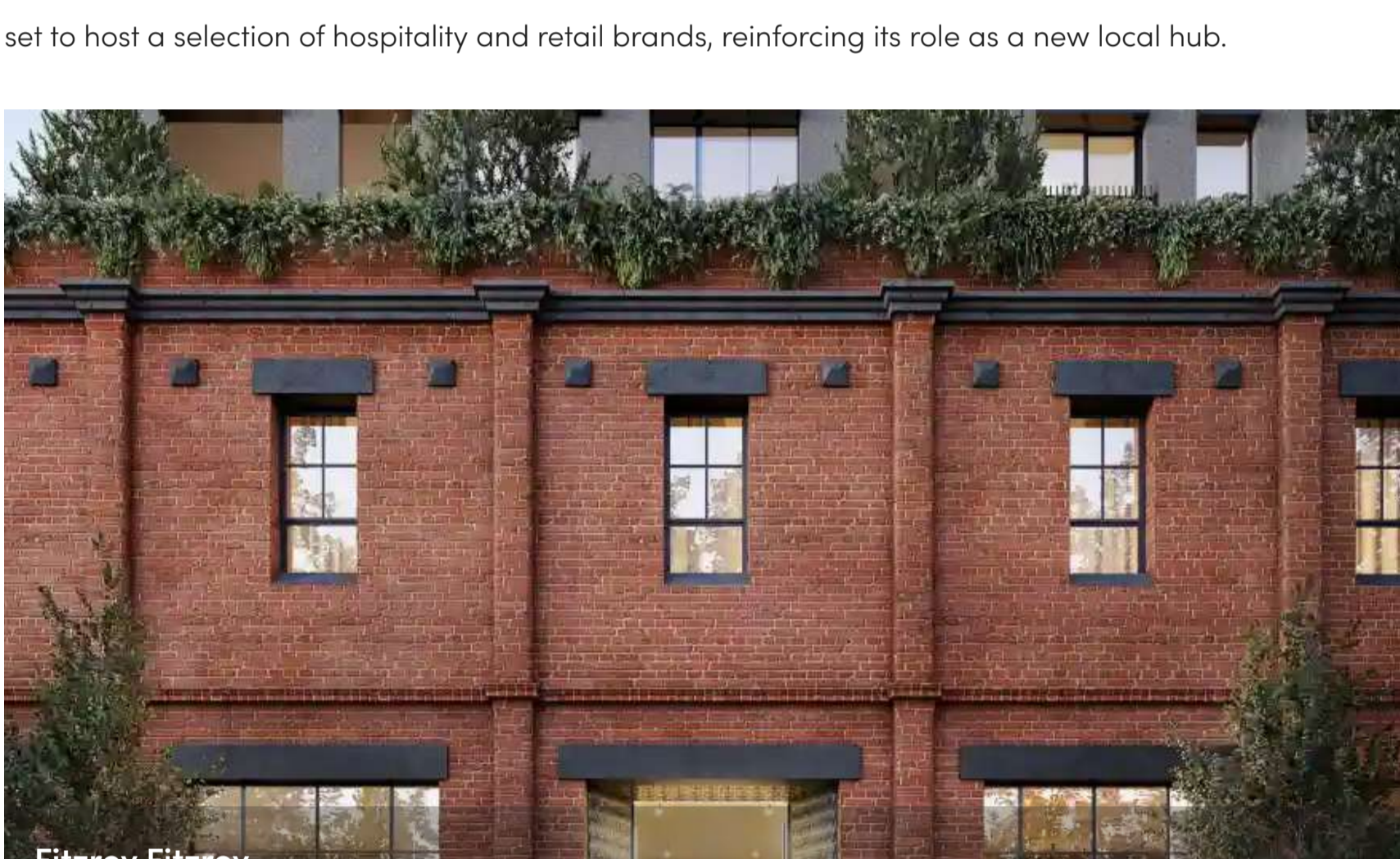


Location is everything, and Fitzroy Fitzroy is enviably positioned. With a walk score of 96, it’s the second most walkable neighbourhood in [Melbourne](#).

“It’s at the heart of what makes the suburb one of the city’s most popular,” Dow says.

The Smith and Johnston Street interchange is steps away, along with a vibrant mix of cafes, wine bars, restaurants, and direct transport links to the CBD and Fitzroy Gardens.

The development also integrates seamlessly at street level, with the ground floor of the heritage façade set to host a selection of hospitality and retail brands, reinforcing its role as a new local hub.



Fitzroy Fitzroy has been one of the most successful selling projects in the area, with over 70 per cent of apartments spoken for, including the sprawling penthouse that was snapped up for a suburb record \$10 million. A further \$3.5 million is being spent on its custom fit-out.

[Cobild](#) is expecting to complete construction in Q4 2025, with residents moving in shortly after

### New Apartments for sale in Fitzroy Fitzroy – 411-421 Smith Street, Fitzroy

Access the latest brochure, pricing and floorplan details for Fitzroy Fitzroy – 411-421 Smith Street, Fitzroy.

**Oversized one bedroom residence**  
1 bedroom apartments from **\$720,000**  
🛏 Bedrooms: 1 🚿 Bathrooms: 1 🚗 Carparks: 1 [Check availability](#)

**Where Heritage Meets Modern Sophistication on Trendiest Street**  
2 bedroom apartments from **\$1,220,000**  
🛏 Bedrooms: 2 🚿 Bathrooms: 2 🚗 Carparks: 1 [Check availability](#)

**Unveils Quiet Luxury in the Heart of Fitzroy**  
2 bedroom apartments from **\$1,260,000**  
🛏 Bedrooms: 2 🚿 Bathrooms: 2 🚗 Carparks: 1 [Check availability](#)

**Three Bed Sky Home**  
3 bedroom apartments from **\$2,100,000**  
🛏 Bedrooms: 3 🚿 Bathrooms: 2 🚗 Carparks: 2  
📏 Total area: 130m<sup>2</sup> [Check availability](#)

**North East Corner – Fitzroys Best**  
3 bedroom apartments from **\$2,325,000**  
🛏 Bedrooms: 3 🚿 Bathrooms: 2 🚗 Carparks: 2 [Check availability](#)

**Homes sized 277sqm – The ultimate entertainer**  
3 bedroom apartments from **\$3,485,000**  
🛏 Bedrooms: 3 🏠 Study: 1 🚿 Bathrooms: 2  
🚗 Carparks: 2  
📏 Total area: 277m<sup>2</sup> [Check availability](#)

**224sqm – Oversized, Privacy & City Views – North West facing!**  
3 bedroom apartments from **\$4,985,000**  
🛏 Bedrooms: 3 🏠 Study: 1 🚿 Bathrooms: 2  
🚗 Carparks: 2  
📏 Total area: 224m<sup>2</sup> [Check availability](#)

**The Ultimate Sub-Penthouse**  
3 bedroom apartments from **\$6,250,000**  
🛏 Bedrooms: 3 🏠 Study: 1 🚿 Bathrooms: 3  
🚗 Carparks: 3 [Check availability](#)

### New Townhouses for sale in Fitzroy Fitzroy – 411-421 Smith Street, Fitzroy

Access the latest brochure, pricing and floorplan details for Fitzroy Fitzroy – 411-421 Smith Street, Fitzroy.

**294 sqm! Modernised with a distinctly Fitzroy edge. The Terrace Homes retain the heritage facade**  
2 bedroom townhouses from **\$3,350,000**  
🛏 Bedrooms: 2 🚿 Bathrooms: 2 🚗 Carparks: 2  
📏 Total area: 294m<sup>2</sup> [Check availability](#)

## Joel Robinson

Joel Robinson is the Editor in Chief at Urban.com.au, managing Urban's editorial team and creating the largest news cycle for the off the plan property market in the country. Joel has been writing about residential real estate for nearly a decade, following a degree in Business Management with a major in Journalism at Leeds Beckett University in England. He specializes in off the plan apartments, and has a particular interest in the development application process for new projects.