

NEW HOMES
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Upmarket offering in trendy Fitzroy

Whitlam Place is a boutique development of 11 apartments conveniently close to the CBD, with construction expected to be completed by mid-2016.

A boutique development at Fitzroy bearing Gough Whitlam's name aims to tap into the market for downsizers looking for more spacious apartments in inner-city suburbs.

Whitlam Place at 219 Napier Street, coincidentally launched just before the former prime minister's recent passing, adjoins the parkland of the same name and will overlook the historic Fitzroy Town Hall with its majestic clock tower.

Located opposite the iconic Napier Hotel and 200 metres from the cafes, bars and art galleries of both Brunswick Street and Gertrude Street, the project of just 11 apartments on a former warehouse

site is close to three tram routes only two kilometres from the CBD.

Whitlam Place is the latest project of Milieu Property, a Melbourne-based partnership focused on small-scale inner-city developments that recently completed five townhouses nearby at 50 Moor Street, Fitzroy.

The apartment project is a design collaboration between Freadman White and Anon Studio and will feature a distinctive fluted concrete facade with climbing plants on trellis cables creating vertical gardens.

A copper finish on the fluted concrete will turn green as it oxidises. "It draws inspiration from modernist architecture and we think it is going to look better with age



whereas a lot of buildings these days the design is really for a marketing campaign," says Milieu director Michael McCormack.

The development consists of eight large two-bedroom

apartments all overlooking the parkland ranging in size from 90 to 147 square metres with balconies of 12 to 26 square metres. They are priced from \$910,000 to \$1.7 million. Three one-bedroom apartments at

ground level sized from 43 to 55 square metres with outdoor areas of seven to 11 square metres are selling for \$480,000 to \$570,000. "If you look at our price points, we are higher for a two-bedroom

because they are usually between 58 to 65 square metres in today's market, and these ones are at least 90 square metres," says McCormack. "You are really getting a three-

Distinctive: Artistic impressions of Whitlam Place at 219 Napier Street, Fitzroy, which overlooks parkland and the Fitzroy Town Hall, left. The development's eight large two-bedroom apartments and three one-bedroom apartments will appeal to downsizers. Pictured are a bedroom, below, and a kitchen in a two-bedroom apartment.



"...we think it is going to look better with age, whereas a lot of buildings these days the design is really for a marketing campaign." Milieu director Michael McCormack

bedroom size but we are acknowledging that most of the people that are buying these don't want that third bedroom."

All the two-bedroom apartments come with two car parks and a bike space. Light courts with vertical gardens extend through all four levels for the

development and the apartments have exposed concrete ceilings a generous 3.2 metres in height and brass light fittings.

Kitchens come with Miele appliances, Carrara marble benches and splashbacks, Rogerseller tapware and the option of a second oven.

Eight of the 11 apartments are still on the market. Construction is expected to be completed by the middle of 2016.

Floor plans can be viewed at the offices of Nelson Alexander at 205 Brunswick Street, Fitzroy, phone 9417 1956.



Position: Malcolm Good and Betsy Bradshaw will use Fitzroy Town Hall's clock as their kitchen timekeeper. Photo: Josh Robenstone

Back to Fitzroy roots

Downsizers Malcolm Good and his partner Betsy Bradshaw are looking forward to returning to the suburb of Fitzroy where they first met 34 years ago.

The retired Melbourne University professor and psychologist are selling their Ascot Vale house after buying a two-bedroom apartment at the Whitlam Place development in Napier Street overlooking a park and the Fitzroy Town Hall.

"We admired their architectural aspirations and that the place is not standard cookie-cutter apartments — they have a sense of place and context," he says.

"Our prospective lifestyle is changing so we are planning a simpler but interesting lively future in Fitzroy, an area that appeals to us.

"The apartment we've chosen will be fantastic and the town hall clock will be our kitchen clock," Good says.

Bowled over by apartments

The Archer development — 87 apartments over nine levels — will be close to Mentone's popular beach.

A former ten-pin bowling alley at Mentone is about to transform into a nine-level apartment building with laneways and retail shops.

The Archer development at 7 Balcombe Road consists of 87 apartments, 20 per cent of which have already been sold, mostly to local first-home buyers and downsizers.

Close to the shops of Balcombe Road and the Nepean Highway, the project by local developer Pace Development Group is 1.2 kilometres from Mentone's popular beach and 21 kilometres from the CBD. A train station is a 500-metre walk from the



apartments.

Designed by prolific Melbourne architects Jackson Clements Burrows with interiors by Nexus, there are 40 one-bedroom



apartments. 44 two-bedroom apartments and three three-bedroom apartments on offer at Archer.

The one-bedroom apartments are sized from 41 to 60 square metres

with balconies from eight to 41 square metres and are on the market for \$335,000 to \$410,000.

Two-bedroom apartments are selling for \$415,000 to \$640,000

Transformed: Artistic impressions of an apartment living area, far left, and the exterior of the Archer development at 7 Balcombe Road, Mentone.

with internal space of 58 to 95 square metres and outdoor areas of eight to 34 square metres.

Larger three-bedroom apartments are 108 to 112 square metres in size with outdoor spaces of 19 to 30 square metres. All apartments come with a car park, or two for the three-bedroom apartments.

A communal terrace on the top level includes a barbecue, indoor kitchen and lounge area and a landscaped deck with views of the city and bay.

Archer is expected to be constructed by late next year.

A display suite at 11 Balcombe Road, Mentone, is open Weds-Sun, noon-2pm, phone 1300 722 334.

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