



## New homes

KATE JONES

# Aspirational is a high priority

A balance between luxury and functionality is the trick to desirable design for downsizers.

There was one important rule interior designers at Hecker Guthrie constantly reminded themselves of while creating the space at 525 High Street.

"One of the catchphrases here is downsizing doesn't necessarily mean downgrading and I think for us that was a really key point," says Paul Hecker, of Hecker Guthrie Interior Designers.

Local downsizers present a large portion of the development's target market, so it was essential Hecker and his team kept them top of mind.

"From the perspective of what it should contain, we sit down, go through and write what are those aspirational things that people have always wanted," he says.

"Often people who have lived in their homes for a long time, they have an expensive property but haven't had the money to upgrade." A checklist of aspirational

features such as marble bench tops and generous butler's pantries framed the interior design. Residents will also enjoy generous ceiling heights, timber floors, an entry hall, a laundry and a bar.

Ground-floor retail space is earmarked for a brasserie and independent organic grocer.

Developers Goldfields have chosen a vibrant location, in the heart of Prahran's east village. Local cafes include Spoonful and Market Lane Coffee, while eateries The Smith, Woodland House and Toko are all within walking distance.

Public transport is also close by – a three-minute walk to the tram and 20 minutes to either Hawksburn or Prahran train stations.

Some of Melbourne's finest schools are also in the vicinity.

See more at [domain.com.au/project/1838](http://domain.com.au/project/1838)



## Bayside luxe and style to the fore

It's difficult to imagine anything more luxurious than what you'll find at Sandown Street by Evergrande Properties. These four residences have just about everything you could want in a bayside property, including high-end appliances and rooftop entertaining areas that take advantage of the beachside views. The fluid layout in each apartment lends itself to flexible room usage with large open areas that are easily transformed. The centrepiece of the interior designs is the kitchen, which feature Franke sinks, Miele double ovens, gas cooktops and gas wok burners plus integrated Miele dishwashers and concealed Qasair rangehoods. Those small finishes that really add the polish are here too. The downlights recessed in the ceiling can be angled in any direction and all joinery in the kitchen, study, robe and bathroom overhead cupboards is backlit with Hafele LED warm strip lighting. One apartment at Sandown Street has already been sold with the remaining three – including one with a rooftop pool – on the market for \$4.5 million-plus each.



### AT A GLANCE

**Sandown Street**  
**2 Sandown Street, Brighton**  
**Architect:** Jon Friedrich Architects  
**Developer:** Evergrande Properties  
**Interior design:** Hassell  
**Number of apartments:** Four three-bedroom apartments, each with study  
**Internal sizes (square metres):** 229-245  
**External areas (square metres):** 415-468  
**Prices:** \$4.5 million-plus  
**Car parking:** Each apartment has three basement car parks  
**Agent:** Evergrande Properties, 1300 794 984



1 BEDROOM  
from \$409,500  
2 BEDROOM  
from \$515,000  
3 BEDROOM  
from \$749,500

Artist's Impression

Disclaimer: All images are for reference only. The developer reserves the right to make changes during the development build and dimensions, fittings, finishes and specifications may be subject to change without notice. Views and descriptions of views may vary, dependent on the level and location. Purchasers must ascertain information through their own investigation prior to purchase. The information contained herein is believed to be correct at the time of going to press, but not guaranteed. Prospective purchasers must rely on their own enquiries.

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### MY PATCH

## 'We're really excited about it'

High Street, Prahran, enjoys a real mixed bag when it comes to foot traffic, and retailer Lucy Fenton knows it well.

She has been selling homewares and furniture at her store, Fenton & Fenton, for the past six years.

"I think it's got a really nice feel, everyone's friendly to one another and I think a lot of the stores complement each other," she says.

Fenton says the construction of an apartment tower at nearby 525 High Street will be a welcome addition to the neighbourhood.

"We're really excited about it because obviously the strip of shops has been closed for a while because they've been clearing it out for this development," she says.

"It would be great to see some new faces around and a bit more foot traffic. I think the demographic will be great for our clientele and a lot of the other stores around us as well."

Fenton is hoping the demographic of residents marries with the profile of her target customer.

"There will definitely be crossover with the residents of 525. I can imagine they're going to be house-proud kind of people who appreciate good interiors," she says.

'I think it's got a really nice feel, everyone's friendly to one another.'



### AT A GLANCE

**525 High Street, Prahran**  
**Architect:** JCB Architects  
**Developer:** Goldfields  
**Interior design:** Hecker Guthrie  
**Number of apartments:** 46 in total; six one-bedroom, 32 two-bedroom, eight three-bedroom  
**Internal sizes (square metres):** One-bedroom 43-57, two-bedroom 63-92, three-bedroom 105-207  
**External areas (square metres):** One-bedroom 56-63, two-bedroom 74-110, three-bedroom: 125-293  
**Prices:** One-bedroom from \$446,000; two-bedroom from \$689,500; three-bedroom from \$1.2 million  
**Car parking:** Most have two car spaces  
**Completion estimate:** About the second quarter of 2018  
**Agent:** Marshall White Projects, Leonard Teplin (03) 9832 1191



Photo: Jesse Marlow

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