



## BOUTIQUE APPEAL IN WEST END

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Young investors are showing a keen interest in West End's latest 60-apartment development – Ferry Road. While not overlooking the river and steering away from one-bedroom units, Lachlan Walker from Place Projects said 50 Ferry Road featured a mix of two and three-bedroom units.

“This is an area where there's a lot of young professional and people who can't afford waterfront units that are looking at this development,” Mr Walker said. “We are getting some downsizers who can't afford \$3 million for an apartment.” Mr Walker said West End had gone through some major changes to revitalise the area. “Once people move in they won't want to leave the area because there's so much going on here,” he said. He said the units were pet-friendly, subject to body corporate conditions.

A rooftop pool and cinema, and a recreation area for residents were part of the project's major features, according to Stockwell development manager James Richards. Mr Richards said Stockwell had been building in West End for several years and attracted owner occupiers. “We wanted to slot into the boutique market. We've only got 60 apartments as opposed to 100. We're not on the river and that means we don't have that expensive price point,” he said. Place Projects is marketing this development and prices range from \$580,000 for a two-bedroom unit to \$795,000 for a three-bedroom unit.