

# Sweet new digs head to Fitzroy

A piece of urban old gold is ripe for a new future, writes **Nathan Mawby**

**A** sweet heritage and tasteful future have buyers salivating over a Fitzroy development. The Fitzroy Fitzroy project will overhaul a Smith St address most recently used as a Kathmandu outlet store, but originally a part of the MacRobertson sweets and confectionery empire.

MacRobertson became the biggest confectioner in the southern hemisphere until it was taken over by Cadbury in 1967, bringing us Freddo Frogs, Cherry Ripes and Old Gold chocolates, to name a few.

The Chapter Group will now work with Crema Group and City Developments Limited to renew the site as a nine-storey, 63-home complex with six townhouses at the rear, and office and retail spaces along Smith St. But its heritage will be retained with the original red-brick facade staying put, according to

Chapter Group founder Dean Lefkos. "Part of the rationale for looking at it initially was that older component," Mr Lefkos said. "We love keeping the old and mixing it with the new."

That combination will include an angular vertical extension that makes the most of sunlight. Apartments will average 55-60sq m for a one-bedroom layout, 90-105sq m for two bedrooms and 150sq m for three.

The luxury of space complements quality fixtures and fittings. From penthouses to one-bedroom units, homes will showcase V-Zug appliances, expansive marble island benches and surfaces, as well as kitchen designs



informed by local dining destinations. The combination of heritage and high-end living has helped 30 per cent of the project sell so far, all to owner-occupiers. Shared amenities will include a

private residents' space at ground level called the Smith Club, a podium-level private meeting room, and a landscaped rooftop.

One-bedroom apartments are priced from \$530,000-\$670,000, two-bedroom homes from \$860,000-

\$1.4m and three-bedroom homes from \$1.5m-\$3.7m. The townhouses will be released for sale in February.

For more information or to view the display suite at 425 Smith St, call Sarah Stock on 0418 584 047 or see fitzroyfitzroy.com



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