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Hip style for trendy young

THE Deague family's Asia Pacific Building Corp is planning to build a \$180 million Melrose Place-style singles village in South Yarra.

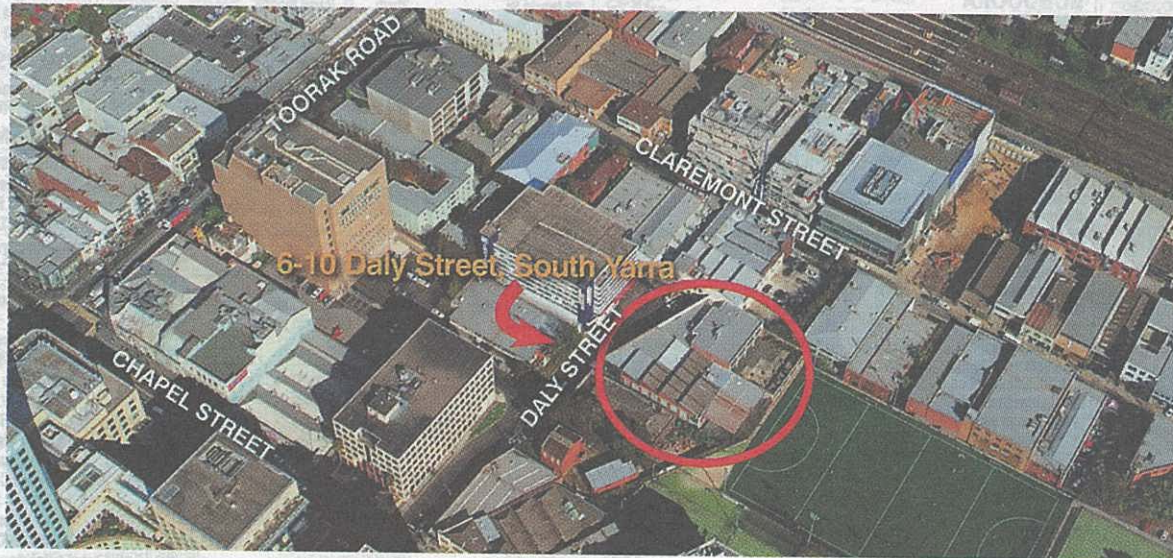
APBC bought 6-10 Daly St for \$11.4 million and is planning to turn the site into a 12-storey apartment and hotel complex.

The project, behind Melbourne High School, will offer 400 one and two-bedroom apartments.

Between Chapel and Claremont streets, the 2200sq m site still has some factories and warehouses.

The Daly St apartments will be available for short and long-term rental and will not require formal lease agreements.

In a strange twist, APBC is planning to call the complex The Whiteley after Sydney artist Brett Whiteley, who is best known for his iconic images of Sydney Harbour. APBC director Will Deague says preliminary negotiations with the artist's family have already started.



Place for a village: the Daly St site where 400 one and two-bedroom apartments for young singles will be built.

The company is currently rolling out a series of hotels named after Australian artists.

"We are always looking at the

changing nature of lifestyles and groups we feel are not adequately catered for in the property market," he says.

"The Daly St development will be a benchmark in apartment living. We have recognised young people want ease of movement, luxury, proximity

to the city centre and an environment created through progressive design."

Deague says services available to residents will include a 24-hour concierge, high-speed broadband internet connection, coffee machines in every apartment and a gold-class style private cinema.

The building will be surrounded by a moat, giving it the appearance of floating in a massive pool, he says.

A range of services will be on call at the project, including a hair salon, gym, massage, yoga and the complex's own lounge and bar.

There will be 50 bicycles and a fleet of 40 Smart cars for use by residents, who are also just minutes away from trams and South Yarra station.

The sale of the Daly St site was negotiated by Gerald Delaney from Kay & Burton and Michael Ludski from Teska Carson.

NICOLE LINDSAY