

# Buzz of the CBD is a real magnet

**RICHARD EVANS**

“ADELAIDE has really grown up,” says veteran developer Craig Holden. “We’re building higher.”

And that, he says, is due in no small part to the decision by previous Labor attorney-general John Rau to allow more small bars to open in the CBD.

“It’s had a huge impact,” Mr Holden, a director of development company Forme Projex, said.

He said that before World War II there were about 40,000 residents in the CBD, before the lure of having a quarter-acre block in the suburbs took hold and people began to drift away.

But Mr Holden said the situation has changed more recently, with people moving back into the city centre because of its appealing lifestyle.

And he should know. Mr Holden lives in one of his Hurtle Square apartments while long-time business partner Andrew Hudson nears in another nearby. Mr Holden walks everywhere.

“You get to meet people; that sense of community is vital,” he said.

Mr Holden said CBD living was a great lifestyle opportunity.

“People can’t sell their Lin-

den Park home for \$1 million and then downsize to a \$600,000-700,000 new home in Norwood anymore. It’s too expensive, so the city is a choice,” he said.

City living is becoming increasingly attractive he said, with Adelaide now offering all the benefits of a modern, walkable green city without the congestion and cost of Melbourne or Sydney.

Mr Holden said the tram extensions, Adelaide Oval redevelopment, more small bars, along with new hotels, student accommodation, the Riverbank Precinct, the renewal of North Tee and Lot 14 “are all creating an exciting new buzz in the city”.

For retirees or Baby Boomers, living in the city had become an appealing way of life with every possible amenity, including the Central Market, the vibrant East End as well as plenty of entertainment along with the parklands.

“It’s not just the cost of a new home that makes city life appealing, it’s cheaper bills, costs and education,” Mr Holden said. “There are young professionals whose children go to Gillies St (primary) and then there’s the Botanic High and Adelaide High School.”

The UDIA (SA) awarded Forme Projex two awards for



**PRIME SPOT:** Andrew Hudson and Craig Holden from Forme Projex outside the award-winning Hurtle Square development.

## NATIONAL CATEGORY WINNERS

**Award: Affordable Development  
Winner: Forme Projex - East on Halifax**  
East on Halifax was specifically designed by Forme Projex as their first “Build to Rent” investment apartment project.

It comprises 16 one-bedroom apartments all

purposed designed for long-term rental and incorporating two ground floor commercial tenancies. The apartments are affordable, attractive and ideally located. As well as being well appointed, they are efficiently designed, well managed, safe, secure and designed with the primary focus and long-term needs of

the tenants in mind.

**Award: High-Density Housing  
Winner: Forme Projex - Hurtle and Co Stage 2**  
Hurtle & Co. Stage 02 is the second project to be completed in the successful Hurtle & Co brand strategy developed by Forme Projex.

These apartments provide high-quality in prestigious Hurtle Square.

Forme Projex has crafted an enviable lifestyle for residents who value the location, quality, price, sustainability initiatives and high level of attention to detail within their new home.

**-PAT GERACE**

the categories Affordable Development, for a “build to rent” apartment project at 152 Halifax St and its apartment project at 36 Hurtle Square for High Density Housing.

“Our team has been award-

ed 35 national and state housing awards, which is testament to the focus of the business on providing the very best of architecturally designed apartments at competitive prices with sustainable life-cycle costs

in premier city locations,” Mr Holden said.

He said the success of the business was founded on a commitment to listen to the needs of owners and tenants to ascertain what they value in

their new home and how and where they choose to live.

This had been successfully achieved over many years by their vertically integrated business model with every aspect of work undertaken in-house.



## A PARK ADDRESS LIKE NO OTHER

Hurtle&Co South West is your unique opportunity to live on the park in picturesque Hurtle Square. With clean lines and understated elegance, Hurtle&Co SW is modern architecture – built to last – in the heart of our city.

18 Park Frontage City Homes of approx. 90m<sup>2</sup> to 135m<sup>2</sup> - \$535k to \$785k

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**Hurtle & Co. SW**