



From rubbish to a place of beauty

DEVELOPER R. Corporation has launched its \$140 million Clara project in a blaze of publicity.

Sydney fashion designer Jodhi Meares helped design and decorate the display suites.

Clara is at the corner of Clara and Palermo streets, South Yarra, on the former site of a waste transfer station.

R. Corp chief executive Andrew Rettig says: "Even people who have lived in South Yarra for years didn't know it was here.

"All you could see from Clara St was an ivy-covered brick wall. There was an entrance off Surrey Rd for trucks."



The section of the site in Surrey Rd — where the rubbish was stored and sorted before being moved to landfill — will become parkland.

Prize-winning landscape architects Tract are designing the gardens, a feature of the project.

All car parks will be underground. Residents will be encouraged to walk in their park neighbourhood.

Entrances will have a vertical garden — grown against a wall — designed by French landscape architect Patrick Blanc.

Historic stables are being retained.

Clara's first stage comprises 20 townhouses and 10 villas, designed by Jackson Clements Burrows.

One hundred and fifty-six apartments in a 12-storey building designed by Elenberg Fraser will go on sale later.



Style: Jodhi Meares helped design display suites. Picture: MANUELA CIFRA



The townhouses will have four styles.

Six will front Clara Mews overlooking the park. Another six will open to Palermo St and face north.

A further eight townhouses can be accessed from Clara Place and will have northern courtyards.

Sizes range from 220sq m to 316sq m. Prices start from \$1.4 million.

Rettig says the townhouses have been designed with families in mind and include a parents' retreat in the upper level.

The villas all look directly over the park.

Villas may suggest free-standing houses, but the Clara villas are actually single-storey apartments in low-rise buildings.

Two buildings have four villas each. A third building has two villas

Sizes range from 135sq m to 153sq m.

Rettig says he expects prices in the neighbourhood to rise when Clara is finished.

"South Yarra has suburbs within suburbs. Some are really expensive and others quite cheap.

"People around here used to live next door to a transfer station, but soon when you come up Clara St

there will be a park. Land values will start to rise."

The townhouses are pitched at families and the villas at active retirees.

The apartments will be for couples and singles, Rettig says.

Buyers are expected to come from the South Yarra catchment area, he says.

Despite offering product for the luxury market, Rettig says the "champagne lifestyle" of the past 10 years is over.

"People are going to go back to basics. to the fundamentals."



Higher and higher: a multi-storey building will have 156 apartments.