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PROPERTY

PROSPECTS LOOK GOOD FOR WOOLLOOMOOLOO

LAND values are booming in Woolloomooloo. In fact, in many instances they have trebled in the past 18 months and proved to be a goldmine for many investors.

The area always had certain advantages — a Harbourside location, proximity to both the city and King's Cross — but in recent years, as light industry spread through a run-down neighbourhood, the picture became one of uniform decay.

There were said to be plans and everyone waited to see what they were. Then in June last year the State Planning Authority published "Woolloomooloo Redevelopment" and showed just what could happen and where. When was left to private enterprise to decide. Since then values have steadily risen.

After one hundred years the Eastern Suburbs Railway is at last under way. The railway will make it easier for the many shoppers and tourists who are without cars, or who cannot be bothered with parking. Complete integration of the railway station with the pedestrian ways of the Cross is planned, and its completion can only enhance local values.

In fact, with the "stop-go" policies so often adopted by Governments, real estate values start to move only when a scheme is well on its way to completion.

At the same time those who want to drive to the William Street-Woolloomooloo area will be able to take advantage of new thoroughways and overpasses at the Cross.

The schemes have had a useful side effect as well: the removal of so many seedy clum buildings is another factor contributing to improved values in the area.

The very fact that these new traffic routes are facts to be dealt with and no longer just possibilities, has removed a "planning shadow" from so much real estate in the area.

Congratulations to the State Planning Authority in encouraging consolidation of sites. As a guide it proposes the ratio of 10:1 for sites of 60,000 feet or 9:1 for sites between 30,000 and 60,000 feet.

A developer is erecting a 22-storey building at the top of William Street opposite the Darlinghurst Road intersection.

The Main Roads Department also has high rise plans for the land above its tunnel.

Fourth in a five-part series by Mr M. S. RAINE, of Raine and Horne Pty. Ltd., on the present and future outlooks for Sydney.

news perhaps argues well for the future.

King's Cross forms the eastern boundary of the basin and is Australia's liveliest and largest nightspot, open "24 hours a day." It is at present suffering from a shortage of holiday accommodation which cannot be blamed entirely on the American Servicemen.

King's Cross is stated to possess one of the most densely populated square miles in the world. It is Australia's tourist playground and its bustling cosmopolitan atmosphere enjoys a world-wide reputation.

It has a thriving shopping centre, specialty boutiques, exotic restaurants and terrace coffee bars. Eleven bus routes serve it and an estimated 20,720 cars pass through it daily. In addition it will soon possess a railway station.

Overseas visitors will disembark from ships docking in new facilities at Woolloomooloo Bay. Large passenger ship berths are planned here, along with tourist-oriented shops, hotels and motels.

And this isn't all. Office and residential buildings erected in Woolloomooloo can offer unique attractions — close views of both the Harbour and the Domain.

In fact, nowhere else can you buy city land right beside the Harbour with both Harbour and parkland views at prices which we consider quite reasonable.

The price levels here vary widely. Twenty-five dollars or more per square foot has been paid unconditionally for sizable areas in the mid-northern sections of the basin last year, but these would bring far more today in certain pockets.

Along the southern side of William Street prices have begun at \$50 per square foot, and in some circumstances are now realising \$60 to \$70 per square foot, often conditional upon consolidating a larger site that gives the larger plot ratio.

At the corner of Crown Street and Sir John Young Crescent a leading insurance company purchased, through Laing & Simmons and Raine & Horne, a site of 13,100 square feet last year.

site was a figure equivalent to \$46 per square foot. Only a short time afterwards we were offering them a higher figure.

There is no question that this district which has for so long suffered under an unsavoury reputation offers great opportunities for capital appreciation.

What an excellent site for an international hotel-motel complex right beside and overlooking the Harbour and there are not many Harbourside locations where you can still acquire a relatively large area.

A company wanting a tall building as an identifying symbol should also look here to a William Street or Harbour frontage.

Those buying at present price levels are doing very well in my opinion.

Nowhere else can you buy north and east-facing city land with Harbour and parkland views at these present figures. Views play such a great part in attracting and keeping office tenants.

Rents for air-conditioned office space, in our opinion, would be in the \$6 per square foot range. "First in, best dressed" will again be the rule.

You can look forward to some very big real estate moves in the next two years in this 91 acres, probably the biggest moves outside the inner city.

reflects the fact that the area is expected to become a major tourist attraction, convention and office centre for thousands of workers as well as visitors from overseas and interstate.

The Westfield Group has plans for 300,000 square feet of office space, international standard hotel and shops fronting William Street.

Demolition of three acres of existing old buildings commences shortly. Further up William Street, Mainline has plans for another large complex on the former Stack & Co. site. Both these large developments will enjoy views of the Harbour to the north.

In mid-June came news from the Navy Department when it announced that plans for a large warehouse had been dropped and instead a large office complex at a reported cost of \$8 million is to be erected in the block bounded by Forbes, Dowling, Spring and Cathedral Streets.

According to the State Planning Authority 60 per cent of the area is owned by Government and/or semi-Government authorities (including streets and lanes), so the future of the area remains, to a considerable extent, in Government hands, but this first