

EXCITING NEW HOUGHTON RESIDENTIAL APARTMENT DEVELOPMENT UNVEILED

Burgeoning Houghton/Rosebank, the epicentre of a revitalised property market, is the site of an up-market, well priced, 'avante garde' residential apartment development targeting the new generation of buyers and investors.

'Ipanema' as the project is known, is a joint venture between two well established and highly rated developers; Barrow Properties, part of the Barrow group whose respected origins extend back to the

gold rush days of Johannesburg and Vunani Properties. The scheme is being marketed by Kent Gush Properties.



A perspective of Ipanema in Lower Houghton.

The new development is the first of this nature to come off the drawing boards in Houghton in many years. It will meet the needs of discerning buyers seeking a high quality, prestigious and stylish yet affordable modern lifestyle in this up-market suburb which is experiencing a property upswing, courtesy of significant fresh development and investment and the advent of the Gautrain.

Work on the multi million Rand development, comprising 60 units, gets under way shortly on a prime, 4,625 m² site neighbouring the corner of Oxford, 11th Avenue and 8th Street, Lower Houghton. Completion is projected for end 2011.

The delightful homes in the four storey/two basement development, vary from garden units to luxurious three bedrooomed penthouses with sweeping views, rooftop terraces and stylish built in braai and bar which are said to be the epitome of a stylish, modern lifestyle.

Entry level prices start at R1.1m and there is a choice of designs varying from 69sqm to 96sqm while the rooftop terraces range from 175m² to 240m² in extent with prices starting at R2,5m. They are each individually and uniquely designed so that no two are alike.

A typical, spacious, two-bedroom, open plan 'lock-up-and-go' lifestyle unit comprises an entrance area, eat-in kitchen, two well appointed bathrooms, lounge and patio overlooking landscaped grounds.

Moreover, the purchase price includes one or two basement parking bays and a lock up storage area for each unit and as such they represent real value in today's property terms points out Gush.

The complex is fully secured with what is believed to be South Africa's first concierge access control in a residential development, while residents also enjoy an on-site gym and laundry. The Gautrain station and Rosebank 'shoplex' is about 1km away.

M-Architects, long term associates of Barrow Properties, have come up with a colourful, contemporary high-tech, South American styled 'look and feel' for the project, making creative use of space and natural light with two choices of high standard finishes that allow for interior individualization.

Adds Gush: "The Rosebank Mall, Sandton City and Melrose Arch are all currently being expanded and upgraded in terms of mega development programmes and their close proximity to Ipanema is a major plus for buyers."

A further important aspect of the development's appeal is the proximity of the Gautrain terminus and the Rea Vaya Bus Rapid Transit system (BRT) he points out.

Adds Gush,"This is a 'hip and happening' development that meets a real need in the current property climate among young professionals and small families in particular. Wonderful position, good pricing, great lifestyle and affordability are all factors in its favour."

Gush says the development will appeal to both owner occupiers and investors alike and sales will be off-plan, providing ample opportunity to acquire an early stake in a project that can be expected to show buyers an excellent return.

FOR FURTHER INFORMATION CONTACT

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