

All lights lead to Pirie St

RICHARD EVANS

LIGHTING up Pirie St is the thinking behind the regeneration of one of its soon to be more desirable, if hitherto largely unnoticed, office towers.

A rooftop "fish bowl" that will beam out light in different colours will illuminate the immediate vicinity from the top of 74 Pirie St says Maras Group chief executive Steve Maras - a vibrancy that will be enhanced by a feature LED strip running from roof to floor along the side of the building abutting Coromandel Place on the western side.

The striking look is not, however, a first for the CBD said Mr Maras, pictured, who pointed to the success of another recent office building at 8-10 Union St in the city's East End, which has boasted a neon blue lit facade for the last five years.

"We have a particular interest in ensuring that our buildings stay alive day and night. The lighting up of the Union St office building facade has been a success which has attracted much interest in the building and it remains a building that is very well photographed. We saw an opportunity to do the same with 74 Pirie St, albeit differently," said Mr Maras.

The art deco-themed and Maras Group-owned, Palace Nova Cinema in Prospect, is another example of how bright lights can attract interest and business, with the \$20 million new build proving to be a shining success since opening in December 2017.

The new look, and to-date inconspicuous, nine-level 74 Pirie St, which sits midway between King William St and

Hindmarsh Square, will be a reasonably fast turnaround.

"Our construction team is in full swing right now so we expect it to be finished around August or September this year," Mr Maras said.

Also up for grabs right now are exclusive signage and naming rights as well as a stunning, fully self-contained rooftop terrace that will offer a private retreat with facilities to suit meetings or a large breakout space for entertaining.

New end of trip facilities will also be coming soon Mr Maras said with a basement facility to include bike racks, lockers, toilets and showers, plus storage areas.

Typical floor plates are 240sq m with a total lettable area of 1630sq m.

Interest is hotting up already Mr Maras said with potential tenants.

"We are about to erect scaffolding outside the building for the external transformation and are now taking people through the building as it begins to take shape.

"We've had people from the defence, engineering, financial services and stockbroking, legal, commercial property, marketing and advertising industries come through."



ILLUMINATING: The Maras Group says a 'rooftop fishbowl' and LED strip running from roof to floor along the western side of 74 Pirie St will bring a further vibrancy to the CBD.

Auction appeal



FAST FACTS

CBD

Address: 453 Morphett Street.
Type: Office
Agent: Colliers International - Alistair Mackie 0412 817 977, Oliver Totani 0412 808 743

AN affordable and adaptable city office building in Adelaide's trendy south precinct is expected to attract owner occupier and investor interest when it goes to auction tomorrow.

Located at 453 Morphett St, the building is ideally positioned in the southwestern CBD between South Tce and Whitmore Square, close to the Adelaide Central Market, Chinatown, BioMed precinct, as well as public transport options.

"Surrounded by a renaissance of residential development, the standalone building would be perfectly suited to an owner occupier, investor or speculator," agent Alistair Mackie said.

The property has improvements of 439sq m split across two levels on a site of 235sq m, providing adaptable office accommodation with future potential for onsite parking. Internally, the building is currently disposed as two tenancies on each level, with an open-air balcony at the rear on level one, overlooking Collins St. Importantly, the site is zoned for medium to high scale residential development, up to 36m or 11 levels, supported by a mix of contemporary land uses.

"With continual growth, the abolishment of stamp duty, and the expansion of defence, mining and biomedicine, the time to invest in Adelaide could not be better," Mr Mackie said.

Auction onsite at 11am on Wednesday, April 24.

sale

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sale

Leasing enquiries welcome

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