



ERSKINEVILLE 186 ROCHFORD ST

4 2 2

# Lip-smacking potential

## DETAILS

**Auction:** Saturday, June 3 at 9.15am

**Inspect:** By appointment

**Price guide:** \$4 million

**Agent:** Raine and Horne-Newtown, Duncan Gordon, 0414 349 669, Michael Harris, 0406 751 631

### OWEN ROBERTS

The iconic warehouse in Erskineville famous for the large pair of lips that adorn the facade is up for sale.

One of the area's most recognisable properties, the Lips building, as it is known, has been used as a photographic studio and is a popular local landmark, even featuring as a Pokestop in the mobile app Pokemon GO.

Built between late 1938 and 1940, the warehouse occupies 441sq m of land. Co-owner Grant Pudig purchased the property in 2013 with the intent to develop the site. He was drawn to the property by the 3m-long lips that make the building so famous.

"They are a very important part of the building and an iconic part of Erskineville," he said.

"The amount of people who photograph the site is incredible."

The site is full of potential and has development approval to convert the warehouse into six townhouses, the largest with three bedrooms and bathrooms.

"I think the potential of the property lies in not what it is but what it can be," Mr Pudig said.

The design is warehouse inspired, with spacious rooms and big outdoor areas. It has been designed by Tone Wheeler of Enviro Studio, who emphasises sustainability.

Listing agent Duncan Gordon, of Raine and Horne Newtown, is selling the warehouse with Michael Harris. It is the property's location and potential Mr Gordon believes is its biggest selling point.

"It is located in one of the most popular inner city fringe suburbs and is a standout property in a standout area," he said. "To secure a large warehouse of this size this close to the city is unheard of."



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