



WHY WE DID IT THAT WAY BURGUNDY ST HEIDELBERG



After

Our client was able to achieve a planning permit negotiated through council saving time and money in the development process.

- We rationalized the structure to achieve the most economical layouts.
- We maximized the development yield
- Through early site investigation basement 2 basements were made possible
- Potential problems were identified early and dealt with efficiently
- The building proceeded to construction using our expert consultant team.
- The development was able to proceed with a satisfactory Return On Investment.



Before

Our client purchased a commercially zoned site wanting to run a profitable low risk mixed-use building project. They asked us to conduct our feasibility to:

- Identify potential development problems
- Reduce the risk
- Investigate the best scheme to maximise the development potential of the site.
- Investigate soil conditions and water table to allow basement construction.
- Achieve excellence in design to facilitate the planning permit process.

Our client wanted an assessment of the planning controls to construct an 8 level development comprising retail tenancies and residential apartments.

We tested the development yield using our Return On Investment process.

We designed a well-articulated sculptural form which blends well with the emerging character of the area. The scheme comprised:

- ground floor commercial space with parking in two basements,
- ground floor retail tenancies and
- 7 levels of residential apartments in a stepped façade.

The impact of this was

- a development permit in minimum time
- an achievable apartment sale price based on the development yield.
- our client was able to confidently proceed with the development.

The result

The developer was able to find the lowest risk, highest profit option.

Knowing they had the best option they could build with confidence.

We cannot report the capital gains made by our client but we can say they hit all of their financial targets and were VERY happy

We help property investors, developers and builders who are frustrated with working out their property options go from missing out on rents, sales and capital gains.

To knowing what the best options with a plan and the right contacts are

Within 3 weeks using our specialised knowledge and Return On Investment Road Map

Without doing a design even if you have not built or developed property before.



DISCOVER WHAT CUSTOMERS LOVE: EASY TIPS ANYONE CAN USE

The Beatles told us we can't buy it, and Johnny Lee has us looking for it in all the wrong places. Yet love makes the world go round, even the business world, built as it is on relationships. Selling often seems to hinge on finding the customer's "pains," but what if it were possible to take the opposite approach and find out what our customers would love?

In "What Clients Love, a Field Guide to Growing Your Business," marketing guru Harry Beckwith advocates asking customers what they want. Then, he says, do that.

We can imagine what that would mean because people like our vendors and healthcare providers count us among their customers. So we brainstorm around this question: What delights me as a customer? Possible answers: A product that more than meets my needs; someone going above and beyond what I've come to expect; the shop that takes returns, no questions asked.

Now that we have the mindset, the question becomes how to gather the information from customers. Big companies use surveys and focus groups, but there is one cost-free way that organizations of any size can use and that is to listen.

We may not be able to learn about every client this way, but we can start with individuals: "Who are they? What do they care about? What would help them sleep better at night?"

There may be inexpensive ways to better meet customer needs or exceed their expectations: A followup contact to ask whether a product continues to perform well or whether there are any questions since that legal service or medical procedure come to mind.

As trust grows, we can ask questions like these: "How could we make this product help you even more?" or this: "How can we be better?" Responding to customer ideas may or may not be costly in terms of time, money or other resources. We have to decide how to proceed.

These kinds of questions work equally well for the leader of a company, non-profit or government office as they do for an employee or a sales rep. Many of us face the more complex situation of having several "customer" groups: those our organization serves and those within our organization who look to us to get the job done, provide a paycheck or support others.

The "reach" is to then ask the big question: "What would you love for our organization to do for you? What small [or big] change would you love to see in this product or service?" An immediate thank you and an honest commitment to seeing what can be done may be all customers really expect from us even at this point. But what if we, once again, imagine? Only this time, we imagine being able to implement an idea that comes directly from a customer. We envision delight.

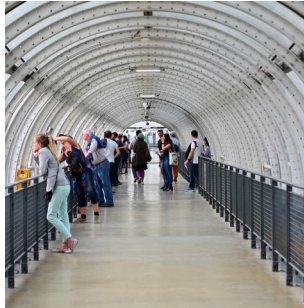
Chances are, the results will be something we can love, too, as clients come to see that we care about their experience, want to be better and can adapt. That makes us all "feel all right."

ICONIC BUILDING OF THE MONTH

In an interview with Dezeen Magazine, the Italian-British architect Richard Rogers related standing in the rain under an umbrella that a stranger had graciously shared with him outside Paris's Pompidou Centre (le Centre Georges Pompidou in French). When Rogers told the woman that he had designed the building, she hit him on the head with the umbrella.

The reaction expressed that of many Parisians to the architecture of the museum and multi-disciplinary cultural center, which wears its structure on the outside. The result of this design is flexibility in the uses to which the insides are put. Among other things, the Pompidou is known to house the largest collection of modern art in Europe. Its design, by Rogers in collaboration with the Italian architect-engineer Renzo Piano and architect Gianfranco Franchini, was selected in an architectural competition that had attracted 681 entries.

While the Pompidou is considered high tech, Rogers cited the influence of the social changes of the 1960s on the design, particularly the French student and worker protests of 1968. The following year, French President Pompidou chose a site for the project, which was originally to be called the Centre Beaubourg, but was renamed following Pompidou's death in office three years before the building was completed. The Pompidou opened in 1977 and has since become a favorite among tourists and Parisians alike.



“If they say I am inconsistent let them say it, for it is true, because inconsistency is a part of living”

- Errol Flynn



Martyn is well known as an architect of quality, style and efficiency. His portfolio spans more than 35 years of intense involvement with the problems and solutions peculiar to the CBD environment both in Australia as well as in the United Kingdom and Asia.

Martyn has extensive urban design experience both in Australia and particularly in Melbourne where he was significant in the emergence of medium and high density residential developments in the CBD, he specialises in balancing complex design constraints and requirements to achieve elegant and commercially viable built form solutions.

HOW MANY FOUNDATIONS OF EFFECTIVE BUSINESS RELATIONSHIPS CAN YOU FIND?

- COMMUNICATION
- ENGAGEMENT
- HONESTY
- DELHI
- TRUST
- UNDERSTANDING

M O G V T H I B Q U O C Y S Q
 K K O Y E W I H O N E S T Y Y
 D B Z A P W T U O Y T S W R V
 G C Y R C H O I H K P K A T W
 W M T E L A S B G Y Z W T L M
 F D E A A E Q N R L N I N I J
 E W Z X P X L Q E U P I E G H
 W M N O I T A C I N U M M O C
 N J Q E O R Z R Z E Q S E M T
 O E M C J U U N K E O V G E C
 O J D R U S W I S Y A I A M C
 S O M Z U T A K E W K K G O B
 W K B I C S R V C D Q G N R I
 A K S X O I D O A R C G E V E
 U N D E R S T A N D I N G F W



NEED HELP WITH YOUR NEXT DEVELOPMENT PROJECT?

DOWNLOAD OUR RETURN ON INVESTMENT ROADMAP
<https://www.resourcesfordesign.com/mta-roir-opt-in-1>



Martyn Tribe Architects
+61 407 544 808
mtribe@martyntribearchitects.com.au
www.martyntribearchitects.com.au

DOWNLOAD OUR DREAM TEAM DIRECTORY OF TRUSTED BUILDING PROFESSIONALS
<https://www.resourcesfordesign.com/mta-directory-opt-in-1>

