



## WHY WE DID IT THAT WAY LYNCH STREET HAWTHORN



### 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 completed with a satisfactory Return On Investment.



### Before

Our client purchased a commercially zoned site wanting to develop a profitable low risk residential 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 a 6-level development comprising residential apartments with basement parking. 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 entrance lobby with parking in two basements accessed via a carlift.
- \* ground floor home office and 45 residential apartments.
- \* 6 levels of residential apartments with a stepped façade exploiting available views to the north and adjacent heritage church building.

### 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.



## GO AHEAD AND FLY

Blue skies smilin' at me Nothin' but blue skies  
do I see

Why is it that a beautiful day fills us with "pie in the sky" ideas of "building castles in the air"? How could we even imagine in these days of extra-galactic discoveries that the sky would be "the limit"? The sky appeals to our basic senses without calling for reasoning, leaps of faith, or even intuition because we can see it. Of course, that means we want to touch the sky as well.

Discoveries about the universe are coming in "out of the clear blue sky," literally. We hear about infant stars, galaxies older than we can imagine and even, on Saturn's moon, Titan's Magic Island. We can see photos from the Hubble telescope, read about time bending, and imagine the surface of Pluto.

What we don't need to imagine is the sky. As impossible as it is to touch, it gives color to all that is at the limits of our understanding. This is where countless movie-makers have envisioned we would first notice extraterrestrials. Mary Poppins may still be sitting on a cloud up there. Chicken Little declared the sky was falling.

Bluebirds singin' a song Nothin' but bluebirds  
all day long

Yet the sky remains exactly where it always has been and just as out-of-reach. Impossible though it may be to touch, the sky fills us with a sense of strength. Possibilities. It's very elusiveness gives us room to grow, to reach, to never actually find that so-called limit. Yet with it comes a sense of happiness and of security, like that of a child tossed up and safely caught by a loving parent.

For, no matter how high we fly, we will always come back to earth.

Never saw the sun shinin' so bright Never saw  
things goin' so right.

(As sung by Ella Fitzgerald)

# ICONIC BUILDING OF THE MONTH

From land that once grew lima beans, wheat and barley rises a structure that looks as though it came transplanted from the future. The Theme Building at Los Angeles International Airport represents a scaled-down version of the original plan for the entire airport. It is also symbolic of the story of one of the architects involved in its creation, Paul Williams (1894-1980).



Like his famous creation, Williams was ahead of his time. He came from an impoverished background, making his early plans to become an architect all the more seemingly unrealistic. However, he was working for an architect by age 20, had a license at 26 and his own very successful firm by 27. Known as the architect for the stars, Lucille Ball and Desi Arnaz were among Williams' residential clients. He found ways to rise above the prejudices he encountered, often working harder, accepting lower fees, and even mastering drawing upside down so as not to discomfit some of his white clients by sitting next to them.



The Theme Building's four arches rise 135 feet into the air and James Langenheim was the originator of the design. The structure opened in 1961. Thirty-two years later, the LA city council declared it a historic-cultural monument. Located among the terminal buildings, it had a \$12.3 million dollar seismic re-fit, features lighting by Walt Disney Imagineering and housed the Encounter Restaurant, now closed. Futuristic building anyone?



“I guess everyone has a bird urge when they look down heights, a desire to jump, without wing or buoyant sail. Fear of heights is fear of a desire to jump.”

- Amruta Patil, Kari



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.

## CAN YOU FIND THESE THINGS THAT FLY?

- BALLOON
- BUMBLEBEE
- HELICOPTER
- SPACESHIP
- TRAPEZISTA

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



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