



Australian
Institute of
Architects



BRUNSWICK APARTMENT PROJECT STALLED R O I REVIEW CARRIED OUT PROJECT COMPLETE & OCCUPIED



BEFORE

- Stalled residential project with inefficiently planned units
- Consultant team not performing and causing delays
- What was the best option for revitalizing the project for maximum return?
- Inefficient Structure and non-compliant cladding
- Construction was ready to start, apartment sales had stalled.
- A satisfactory Return on Investment to the vendor was not viable.
- With our client and project manager we completed a Return On Investment review

AFTER

- With our knowledge of what is possible we developed a simple action plan
- We redesigned the structure to be more efficient and free up useable area
- We redesigned the inefficient apartments to be more marketable
- The revised scheme received planning approval and sales were completed
- Construction commenced with a new consultant team and contractor.
- Project successfully completed on time and on budget
- A satisfactory Return on Investment to the developer was achieved.

We help property investors, developers and builders who are frustrated with working out their property options

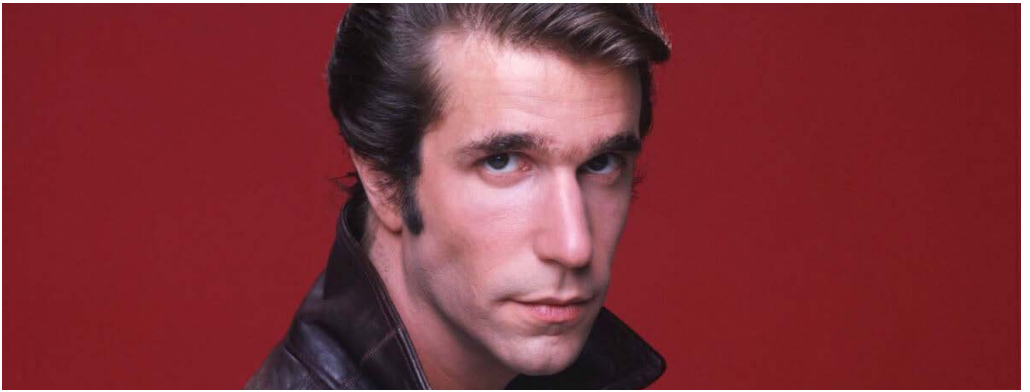
Go from missing out on rents, sales and capital gains

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

Using the R O I Roadmap we research all aspects of a property to inform decisions so that you can achieve the development permits you need to move forward.



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



REMEMBER THESE FAMOUS CATCH PHRASES?

TV shows need to be sticky. The best you can do is get the general population using your catch phrase. That's like a viral ad for the show.

Here are some of the classics.

"I didn't do it!"

Bart Simpson, *The Simpsons*

Bart's bare-faced lie about some deliberate act of destruction became a cheeky last defense for anyone caught red-handed in the metaphorical cookie jar.

"Heyyy!"

Fonzie, *Happy Days*

Henry Winkler showed us how to enter a room with this super-cool greeting and the accompanying Italian hand gestures. He also had people saying, "Sit on it".

"Hey, let's be careful out there."

Sergeant Phil Esterhaus, *Hill Street Blues*

Wise words for many situations, and who wouldn't trust a cop?

"All in the best possible taste."

Kenny Everett, *Kenny Everett Video Show*

With his dodgy wig and legs akimbo, the master of absurdist television comedy gave us a killer throwaway line.

"I'm free!"

Mr Humphries, *Are You Being Served?*

John Inman's camp enthusiasm and delicious naughtiness was embodied in these two words.

"Lovely jubbly"

Del Boy, *Only Fools and Horses*

No, Jamie Oliver did not invent this quaint expression of delight, although he has arguably done more to insert it into the lexicon than this 1980s British series.

"Yada yada yada"

Various characters, *Seinfeld*

A Jewish spin on "blah blah blah" became as nifty a way to truncate a story as it was in the famous New York diner.

"How you doin'?"

Joey Tribbiani, *Friends*

Joey's smooth pick-up line offered a new approach for single men on the brink of the metrosexual movement.

"What 'choo talkin' bout, Willis?"

Arnold Jackson, *Diff'rent Strokes*

Who can forget the chubby-cheeked cherub of this landmark bi-racial American comedy expressing suspicious confusion?

Almost instantly out of fashion and most definitely dated now, it is still occasionally invoked to convey cute dissatisfaction.

ICONIC BUILDING OF THE MONTH

We couldn't put together a list of world-famous buildings without including this grand Art Deco skyscraper. Once the tallest building in the world, construction began on the Empire State Building on St. Patrick's Day 1930 and was completed just 410 days later.

The building was designed by William F. Lamb of the architectural firm Shreve, Lamb and Harmon. It was declared by the American Society of Civil Engineers to be one of the Seven Wonders of the Modern World and is known around the globe as an icon of New York City.



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"You miss 100% of the shots you don't take."

- Wayne Gretzky



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 ARCHITECTURAL STYLES CAN YOU FIND?

- GOTHIC
- MEDIEVAL
- NEOLITHIC
- BAROQUE
- VICTORIAN
- ART DECO

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



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