



Australian
Institute of
Architects



WHY WE DID IT THAT WAY



Murphy Street South Yarra

Before

It is not uncommon for people to know they want to do a multiunit building project, and have thought about it quite a bit – but just don't know how best to start . . . Our client purchased a large development site in an upmarket inner suburb of Melbourne. What was the best scheme for a quality development which met the needs of the market? We started with a real estate agents' recommendation for a conventional mix of one- and two-bedroom standard apartments

We tested the development yield with our builder /developer client. The mix worked so we designed a cutting edge contemporary 37 unit development over 5 levels with basement parking

We obtained a planning permit and prepared sales contracts for the proposed apartments

After

When the sales process commenced, we found that many buyers were wanting larger units. Families wanted apartments with accommodation more like houses. We developed variations of floor plans with some units combining 3 units to form 2 larger units and others a straightforward combination of 2 units into one. The designs were fitted into the approved planning envelope.

The challenge:

The 3 biggest challenges were

- to redesign the internal layouts within the strong contemporary built form design concept provision of functional and attractive larger units for families
- re coordination of building structure and services to accommodate the new layouts

The impact of this was

- a reduction in the overall number of units to 28 making the development more exclusive
- a record sales price per square metre
- more carspaces and storage available for the larger apartments

The result

A successfully completed apartment development providing larger units for downsizers

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.



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



THE SECRET TO A PROFITABLE BUSINESS IS HAVING UNHAPPY CLIENTS

Focus on the clients you want. Turn away clients who don't fit. Then serve the ones you want in a unique way.

A distinctive value proposition

Which needs are you going to become the 'master' at fulfilling?

While you may be pretty good at most things, what are you going to stand out for being: better, faster, cheaper?

Think about which particular needs you want to meet and compare your strategy with the competition.

Unless we have a unique value proposition and different answers to these questions than our competitors, we have no strategy at all. We are just competing on operational effectiveness.

IKEA is about functionality, quality and style (that's debatable), but not so much on customer service - they have developed a self-service furniture shopping model. These choices allow IKEA to deliver 'breathtakingly low prices' for decent quality items.

Tailoring your activities to your core value proposition is important for differentiation, and ultimately who you serve.

Doing the same thing as everyone else 'but better' is operational.

Doing something different is strategic.

IKEA's high quality, low cost, self-service model unlocked the secret code.

They don't ship furniture to their clients' homes, clients come to pick up the furniture in boxes that they then assemble when they get home.

Not everyone wants that. But the customer who wants affordable, stylish, decent quality furniture does not mind.

All great strategies will create some unhappy customers. But if you try to make everyone happy then there is no strategy.

Which customers are you going to delight and who are you prepared to disappoint?

ICONIC BUILDING OF THE MONTH

No, we haven't included a piece of Disneyland architecture on our list, although you'd be forgiven for thinking so.

This garish, candy colored cathedral is in fact Moscow's most visited tourist attraction. The famous landmark, shaped to resemble the flame of a bonfire rising into the sky, is located just outside the Kremlin gates and marks the geometric centre of the city.

Built between 1554 and 1560, the cathedral was erected during the reign of Ivan IV (Ivan the Terrible). Little is known about the building's architect Postnik Yakovlev, but he was clearly a fan of onion domes, sharp spikes and polygonal towers.



NEED HELP WITH YOUR NEXT DEVELOPMENT PROJECT?

GET YOUR PROJECT PLANNING PACK BEFORE YOU START YOUR DEVELOPMENT PROJECT
<https://www.resourcesfordesign.com/mta-planning-opt-in-1>



ESTABLISH A NEEDS & OPTIONS REVIEW FOR YOUR PROJECT - FREE VIDEO
<https://www.resourcesfordesign.com/mta-video-opt-in-1>



“Every child is an artist. The problem is how to remain an artist once he grows up”

- Pablo Picasso



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 BUILDING MATERIALS CAN YOU FIND?

- TATAMI
- BAMBOO
- CERAMIC
- LINOLEUM
- MARBLE
- HARDWOOD

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



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

NEED HELP WITH YOUR NEXT DEVELOPMENT PROJECT?

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



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

