



Australian  
Institute of  
Architects



## WHY WE DID IT THAT WAY

### Malvern Road Glen Iris



#### Before

It is not uncommon for people to know they want to do a mixed-use building project, and have thought about it quite a bit – but just don't know how best to start. . .

Our client owned 3 two storey commercial buildings containing shops and offices in an inner eastern suburb of Melbourne.

What was the best scheme to maximise the development potential of the site keeping the heritage building?

We started with an assessment of the planning controls to redevelop the site for a mixed use development. The proposal was for a residential development over new shops and an office on the ground floor. We tested the development yield with our building owner client and several marketing agents. We designed a contemporary sculptural form which complemented the heritage building and maximised the development yield. The scheme comprised ground floor commercial space and six shops with basement parking, 38 apartments of 1,2 and 3 bedrooms over 3 levels above. We obtained a planning permit for the scheme. Our client then decided to market the site with the permit as the market conditions had changed becoming more uncertain in early 2017.

#### After

Our client was able to achieve a price premium for the site with the development permit.

When the building was placed on the market a developer purchased the site reconfiguring the permit we obtained within the approved planning envelope to change the mix of apartments to 19 family sized apartments over ground floor commercial space comprising

The heritage building façade was retained, and the development was marketed and was under construction in late 2022



#### The challenge:

The 3 biggest challenges were

- to maximise the development yield incorporating the heritage building
- design a distinctive contemporary built form
- create a viable and functional mixed-use development

#### The impact of this was

- a successful development permit incorporating the existing heritage building
- a premium achieved on the sale price for the development potential
- our client able to successfully sell the site in an uncertain market

#### The result

Our client was able to maximise his investment return after a successfully completed sale with a permit .

- 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.



## THE POWER OF CONSISTENCY

Are you the kind of person who starts off strong but can't find the motivation to finish with the same focused effort? Do you find yourself beginning a massive project only to let it taper off and fade away in the background? Sometimes it seems like the things we do day to day don't have a large impact on the overall picture. However, small steps have the power to help us reach bigger goals, when you continue to consistently make these small actions.

Let me tell you a true story about a young woman named Angela. When she started on her book, she sat down to write every day. Often, she wouldn't get much accomplished. Some days she would just sit at her keyboard, writing what felt like nonsense. Other days the words flowed easily. On average she wrote between 250 and 300 words a day, not even a full-length article. One day she looked down and realized she'd written a total of 90,000 words. She was shocked! Her work added up and the first draft of her book was complete.

Although 200-250 words a day did not seem like a lot of progress, the fact was she consistently wrote every single day for a year, and that's what helped her accomplish her goal. And that kind of determination is the power of consistency. Think about it: is there something you can spend a small amount of time each day working on? If yes, a year from now, what will you have accomplished?

Being consistent allows us to work our creative muscles. When you're doing something every day, it becomes a habit that gets progressively

easier. Regular practice helps us to optimize our skills over time. Consistency builds trust and helps others to believe in us, knowing that we'll show up. Whether it's a weekly blog post, monthly newsletter or follow-up calls with clients, you can make it happen. Consistent follow-through gives you the power to accomplish great things by sticking with them day in and day out.

Your challenge is to choose an ambitious goal that feels worthwhile, break it into manageable pieces or a regular routine, and follow through. Let us know what you choose, and how far your consistent effort takes you!

# ICONIC BUILDING OF THE MONTH

One World Trade Center is the tallest skyscraper in the Western Hemisphere. Construction began in April 2006 and the final component of the building's spire was installed seven years later in 2013, making it the fourth tallest skyscraper in the world.

The One World Trade Center's design is rich with symbolism, iconic geometry and intricate engineering. Standing tall at 1,776 feet (541m) the building's height pays respect to the US Declaration of Independence in the year 1776.

Designed by David M Childs of Skidmore, Owings & Merrill, the 104-story glass tower rises from a cube base before transforming from the 20th floor into eight sleek isosceles triangles.



## NEED HELP WITH YOUR NEXT DEVELOPMENT PROJECT?

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ESTABLISH A NEEDS & OPTIONS REVIEW FOR YOUR PROJECT - FREE VIDEO  
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“The best time to plant a tree was 20 years ago. The second best time is now..”

- Chinese Proverb



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 THE CITIES WITH THE TALLEST SKYSCRAPERS?

- DUBAI
- MECCA
- NEW YORK CITY
- TAIPEI
- SHANGHAI
- HONG KONG

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



## NEED HELP WITH YOUR NEXT DEVELOPMENT PROJECT?

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