



Australian  
Institute of  
Architects



## PROBLEM DEVELOPMENT SITE WITH A PLANNING DEADLINE



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

### BEFORE

- Our client owned a commercial site on the edge of a busy inner suburban shopping precinct
- This mixed-use Hawthorn site was subject of a planning scheme rezone reducing the permissible height from a potential of 6-9 levels to 3 levels maximum.
- What was the best option to for maximum return? Time was running out.
- Under the new controls a satisfactory Return on Investment was not viable.
- We completed a Return On Investment review
- We determined to lay out a plan to maximise the development potential under the existing controls before the zoning changed

### AFTER

- With our knowledge of what is possible, we devised a simple action plan
- After consultation with council, we lodged an amended planning application within the transitional timeframe for a development approval under the existing controls
- We obtained a permit for a 6 level residential and commercial development
- The development potential of the site was optimised
- The return on investment was more viable
- We secured maximum development potential for a period of 3-6 years

### The Challenges

- Planning scheme rezoning reduced the site's development potential
- Time was running out
- Return on Investment was not viable -land value would be reduced

### The Result

- Our client has certainty about the development potential
- Our client has time to consider its options
- The project can be commenced when the market is right, or the site can be sold with a viable 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 are with a plan and the right contacts  
We do this within 3 weeks using our specialised knowledge and Return On Investment Roadmap without doing a design even if you have not developed property before.



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## THE 'DO NOT' LIST FOR TIME MANAGEMENT

Time is one of our few non-renewable assets so it's critical to set rules for time management to be able to experience more of what you love and less of what you don't.

Here are five easy to implement time saving strategies to consider...

### **1) Do not answer calls from unrecognized phone numbers**

Feel free to surprise others, but don't be surprised. It just results in unwanted interruption and poor negotiating position. Let it go to voicemail and respond when you are ready.

### **2) Do not email first thing in the morning or last thing at night**

The former scrambles your priorities for the day and the latter just gives you insomnia. Email can easily wait until after you've completed at least one of your critical to-do items.

### **3) Do not agree to meetings or calls with no clear agenda or end time**

If the desired outcome is defined clearly with a stated objective and agenda listing topics/questions to cover, then your meeting or call will more likely achieve the desired results. Request an agenda in advance so you can prepare and make good use of the time together.

### **(4) Do not let people ramble**

Forget "how's it going?" when someone calls you. Stick with "what's up?" or "I'm in the middle of getting something out, but what can I help you with?"

### **5) Do not check e-mail constantly – "batch" and check at set times only**

Focus on the execution of your top to-do's instead of responding to manufactured emergencies. Set up appointments with yourself to check emails during the day. Two or three times a day is often enough.

### **6) Do not work more to fix overwhelm, prioritize instead**

If you don't prioritize, everything seems urgent and important. If you define the single most important task for each day, very little else will feel urgent or important. Oftentimes, it's just a matter of letting a few small bad things happen (return a phone call late and apologize, pay a small late fee, lose an unreasonable customer etc.) to get the big important things done. The answer to overwhelm is not spinning more plates – doing more – it's defining the few things that can really fundamentally change your business and life.

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It's hip to focus on getting things done but it's only possible once we remove the constant distractions. If you have trouble deciding what to do, just focus on eliminating or minimizing things you should not be doing. Different means, same end.

# ICONIC BUILDING OF THE MONTH

Rome is home to many amazing buildings and the Pantheon is no exception. Like the city itself, it was not built in a day. Destroyed twice and rebuilt each time, the building started as a rectangular structure, which over time evolved into the gorgeous dome building seen today.

An inspiration to architects all over the world over the last 2,000 years, the Pantheon's roof remains the world's largest unreinforced concrete dome. There is much debate between historians over which emperor and architects were responsible for the Pantheon's design although it is known that this 'Temple of the Gods' was built around 126 AD.



## 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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"You can never cross the ocean until you have the courage to lose sight of the shore."

- Christopher Columbus



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 MEGACITIES CAN YOU FIND?

- TOKYO
- JAKARTA
- SEOUL
- DELHI
- SHANGHAI
- KARACHI

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



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