



## WHY WE DID IT THAT WAY

### BARKERS ROAD HAWTHORN

#### Before

Our client purchased a residential development site with a planning permit for 10 apartments in Barkers Road Hawthorn. Marketing and sales were progressing, and the project was ready for construction. Our client wanted to develop a profitable apartment building project. They asked us to conduct our feasibility to:

- Identify potential construction problems
- Reduce the risk by rationalising the basement and apartment layouts within the approved building envelope
- Add value by replanning units to achieve more efficient and functional floorplans
- Maintain a suitable mix of apartments to meet market demand.
- Achieve excellence in design to enhance the quality of the development
- We tested the development yield using our Return On Investment process.

#### The scheme comprised

- 10 apartments over three levels with basement parking
- a contemporary sculptural form which blends well with the emerging character of the area.
- spacious light filled apartments with generous balconies
- Upper levels featuring contrasting cladding material

#### After

- Our client was able to achieve an increase in net saleable floor area
- We utilized the existing permit built form envelope as a guide, saving time and money in the amended planning process
- We rationalized the structure to achieve the most economical layouts
- The building proceeded to construction using our expert consultant team

#### The challenge:

The 3 biggest challenges were :

- to maximise the development yield
- rationalize the design while maintaining a distinctive contemporary built form
- to create a viable and functional apartment development

#### The impact of this was:

- building construction in minimum time
- an achievable apartment sale price based on the development yield
- our client was able to confidently proceed with the development

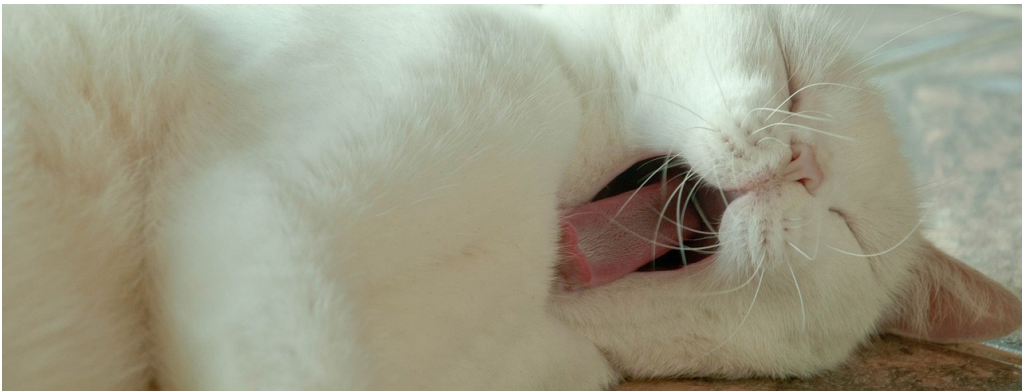
#### The result:

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
- Without doing a design even if you have not built or developed property before





## RESISTANCE IS FUTILE! READ ON FOR A GREAT YAWN

If you have a tendency to yawn, especially when you see someone else yawning, it may say something good about you.

There are a couple of recently-discovered reasons that people yawn. One is to regulate the thermal temperature of the brain. The other is because we are social animals. Neither of these reasons have to do with the oft-heard explanation of getting more oxygen to the brain.

Smithsonian.com reports that psychology professor Andrew Gallup asked subjects to hold either warm or cold packs held to the forehead and then watch a video of someone yawning. With the warm pack, subjects yawned 41 percent of the time. With the cold pack, that number dropped to 9 percent. Gallup concluded that yawning helps change brain temperature, particularly by cooling the brain. As we fall asleep, Gallup says, the temperature of the brain declines to a restful level with the help of yawns. Upon waking, yawning helps regulate the temperature of the brain the necessary but rapid rise of brain temperature, to refreshing effect.

Social beings like humans and other primates unconsciously mimic the yawning behavior of those around them. The Smithsonian points out that increasing one's brain activity -- ie. alertness -- at the same time others are doing so could be good for survival.

Another psychology professor, Steven Platek, found that yawning may signal the presence of empathy, the ability to recognize and relate to the feelings of others. Empathy is seen as crucial to success in social, business and leadership situations.

Yawning is also a highly suggestible behavior. As you've probably realized by now, even reading the word can be a trigger. Social yawning, Platek found, activates the parts of the brain responsible for processing our own and others' emotions; in other words, the empathy headquarters. Such is one indicator that empathy is not a static quality, but can actually increase.

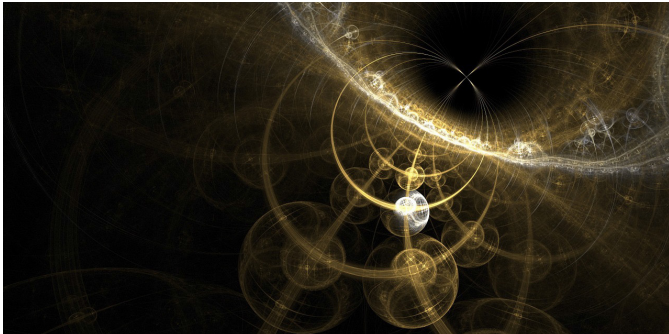
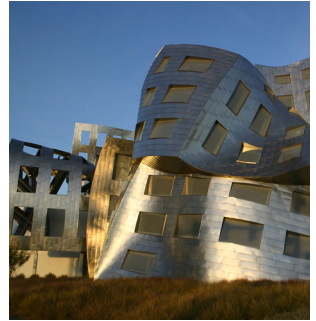
So did you yawn while reading this? Remember, that's a good thing!

# ICONIC BUILDING OF THE MONTH

At first, Frank Gehry wouldn't hear of designing a building in Las Vegas, Nevada. But Larry Ruvo, of Southern Wine and Spirits of Nevada, wanted to do something memorable for his beloved father, Lou, who had died of Alzheimer's Disease, so he had approached the renowned architect. Larry had co-founded Keep Memory Alive, the foundation to support the Lou Ruvo Center for Brain Health, 1.5 km from the Las Vegas casinos. Its mission is to treat patients with brain disorders such as Alzheimer's and Huntington's. This was a purpose close to Gehry's heart because Huntington's had deeply affected one of his close friends. So Gehry said yes.

According to Gehry, he was "trying to make a building that people will want to visit, remember, talk about, and enjoy, and ultimately will want to partner with us at the Center to help cure some of the neurodegenerative diseases."

Memorable it is. The stepped exterior is covered with stainless steel shingles and features 199 windows, no two of which are alike; this exterior "skin" is set apart from the two buildings within. These two primary wings of the Center represent the two hemispheres of the brain, with numerous and simple connectors between them. Below is a rentable event space serving as a place to create memories as well. Its LED lights are used to striking effect at night.



"Study hard what interests you the most in the most undisciplined, irreverent and original manner possible."

- Richard Feynman



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 BRAINY WORDS?

AMYGDALA  
HEMISPHERE  
HIPPOCAMPUS  
MEMORY  
NEURONS

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



## NEED HELP WITH YOUR NEXT DEVELOPMENT PROJECT?

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Martyn Tribe Architects  
+61 407 544 808  
[mtribe@martyntribearchitects.com.au](mailto:mtribe@martyntribearchitects.com.au)  
[www.martyntribearchitects.com.au](http://www.martyntribearchitects.com.au)

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