



WHY WE DID IT THAT WAY

DANDENONG RD MALVERN EAST

Before

Our client purchased a site in a residential growth zone with a planning permit for a motel. The basement retaining walls had been constructed and the project had stalled. Our client wanted to develop a profitable apartment building project. They asked us to conduct our feasibility to:

- Identify potential development problems.
- Reduce the risk by reusing the existing basement layout and approved building envelope.
- Investigate the best scheme to maximise the development potential of the site.
- Provide a suitable mix of apartments to meet market demand.
- Achieve excellence in design to facilitate the planning permit process.
- We tested the development yield using our Return On Investment process.
- The scheme comprised
- 68 apartments over four levels with parking utilizing partially constructed basement
- a sculptural form which blends well with the emerging character of the area.
- spacious light filled apartments with generous balconies
- Upper levels featuring a light reflective composite cladding material

After

- Our client was able to achieve a planning permit at appeal
- We utilized the existing permit built form envelope as a guide, saving time and money in the development 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
- design a distinctive contemporary built form.
- create a viable and functional mixed-use development.

The impact of this was:

- a development permit 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.



Encore!

How many projects await your attention? Completing a project can be one sweet moment, but usually only one, because all that waited in the wings in the meantime clamors for attention: the report to be written at work or the set to be built for the school play. We tell ourselves and others plenty of stories about why these things haven't gotten done yet; however, everything may not need to get done.

In her book, "Refuse to Choose!", Barbara Sher recommends keeping a notebook of projects and ideas handy, embellishing them as the thoughts occur, so they are constantly in the works: the supply list, the people to bring in, the drawings of the end result. Some projects move forward, others don't, and that's all right. (Of course, some are less optional than others.)

Such was the mindset of writer Betty Smith, who first gained fame with her book, "A Tree Grows in Brooklyn." She had typed away for years in her North Carolina apartment, writing magazine articles and plays, with little money to heat her home; but the people downstairs built a fire each day and so she put her "back to the chimney and wrote by the light of the early dawn" . . . and without knowing whether anything would ever come of it. Sometimes, just the planting of the seeds of possibility is its own reward. Whether a tree grows is another story.

Native American writer Thomas King, of the Cherokee tribe, gained additional insight that he shared in a talk for Canada's Massey Lecture Series. King set himself a project to photograph 500 North American native artists. Initially concerned when some passed on after he had already photographed them but before completion of the book, King eventually realized, as he said in his lecture titled *The Truth About Stories*, "... It doesn't matter. What's important is the stories I've heard along the way and the stories I've told, the stories we make up to try to set the world straight."

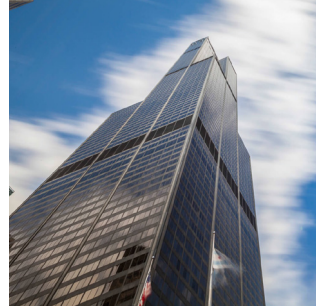
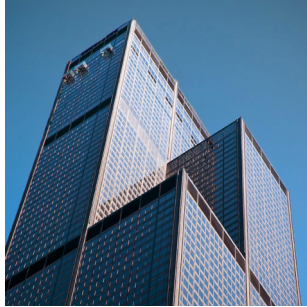
So in truth the "sweet moment" must be today and every day. Enjoy the performance . . . and do call for an encore.

ICONIC BUILDING OF THE MONTH

Of the world's tallest buildings, only one has stood the test of time. The Willis Tower in Chicago, formerly called and still widely known as the Sears Tower, is the tallest building in that city and the only building among the world's 20 tallest that is more than 40 years old.

Architect Bruce Graham and structural engineer Fazlur Khan of Skidmore, Owings and Merrill designed the building for Sears, Roebuck & Company. Constructed between 1969 and 1973, it has 110 floors (sometimes reported as 108). Despite an online protest by Chicagoans, Willis Group Holdings changed the name in 2009 when it acquired the property, later sold to the private equity giant, The Blackstone Group.

Although featured in "The Dark Knight" and "Ferris Bueller's Day Off," the building has its own story because of the design challenge it posed. The "Tower" consists of nine "bundled tubes," uniform in width and of varying heights. This helps withstand the Chicago wind loads. Mental Floss magazine reports that, during a lunch to discuss its aesthetic appeal, architect Graham grabbed a handful of Camel cigarettes from his pocket and bundled them into his fist, with each cigarette peering out at a different height. He showed the bundle to Khan and a concept was set in steel, so to speak.



"The creation of a thousand
forests is in one acorn"

- Ralph Waldo Emerson



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 STORY BUILDING BLOCKS?

- CHARACTER
- CONFLICT
- GOAL
- MOTIVATION
- RESOLUTION

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



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