

# COMING ATTRACTIONS

What's hot - and what's not - in new apartments? Pages 8-9



## Cover story

SUE WILLIAMS

# What are buyers looking for?

Rooftop gardens, music rooms and wine storage are among the popular new features in new apartments.



16 Oct 2015

Australian Financial Review, Australia

Author: Sue Williams • Section: Domain • Article type : News Item  
Classification : National • Audience : 57,243 • Page: 1 • Printed Size: 1824.00cm<sup>2</sup>  
Market: National • Country: Australia • ASR: AUD 31,893 • Words: 1302  
Item ID: 481645294

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)

TRISH NIGOL AGENCY

Page 2 of 5

In Singapore, there are two new apartment buildings with a running track between them – 54 levels up off the ground. In London, there's a "sky pool", a transparent 25-metre pool, being erected between another two towers 10 storeys high.

In Sydney, now almost every new residential development seems to be offering a special feature – everything from rooftop gardens, cinemas and music rooms, to childcare centres, technological or green sustainable innovations and even a Greg Norman-designed golf course on the doorstep.

"There's definitely a trend to provide different features in new apartments to create a point of difference in the market with competitors," says Stephen Albin, NSW head of the developers lobby group Urban Development Institute of Australia.

"You even see developers like Meriton providing childcare centres in the podium of their buildings, which makes a lot of sense to have children looked after in the same place you live."

The key is not to provide a feature that adds too much into the cost of apartments, particularly with small buildings with fewer economies of scale, or a difficult asset to manage, says director of CBRE

residential Murray Wood. For this reason, there is less demand for pools and spas. "One of the standout features in the premium market is now to have a wine cellar in a building, with individual, temperature-controlled lockers," he says. "We saw it in The Residence on Hyde Park, and we're proposing to include them in Barangaroo and the Goldfields House project. And rooftop facilities can be cheap to provide as you can't do anything else with rooftops, and a garden or feature can add an angle to marketing, especially if there's a good view too."

A rooftop garden, as well as communal vegetable patches can also be important for luring traditional house dwellers to apartments, says Ed Horton, developer of The Burcham in Rosebery (see page opposite). "It can be a challenging leap for some moving from a quarter-acre block with a Hills hoist, so features like this are attractive."

Taking the greenscape even further, developers Sekisui House have struck a deal with golf champion Greg Norman to design an \$11 million golf course at its master-planned estate, The Hermitage, in Gledswood Hills. Project Director Craig D'Costa says it will be an added attraction.

"Obviously the market will largely dictate pricing, however we are reasonably confident that there will be a heightened demand for what we consider to be a very exclusive offering of properties," he says.

Such communal areas help to build a greater sense of community in buildings, which then, in turn, drives values, says Allen Jack+Cottier architect Michael

Heenan.

"Having recreational areas for people to come together will form a community which will stand apartments always in good stead."

Developers Crown Group have been pioneers in this area, building features such as children's playgrounds, theatrettes, libraries, yoga areas and extensive gardens into many of their buildings – even a music room with a grand piano at Top Ryde.

Others coming up are the new two-tower, 328-apartment Avantara in Mascot, which will have a rooftop pool with great views over the area, barbecues and gardens, as well as plenty of interactive technological features.

Longton Property's other development in Roseville, The Uptown, will have similar in-building smart technology for residents to communicate with each other, as well as for controlling lighting and heating.

There are also "Live-Work apartments" with home offices downstairs, coming up in the soon-to-be-launched The Junction in Newtown.

"They don't add a huge extra cost as there's the staircase between the levels but downstairs is a shell that buyers can decide how to fit out," says Ray White Erskineville agent Peter Shield.

"It's a unique offering so we think it will be attractive."

## 'There's definitely a trend to provide different features in new apartments to create a point of difference.'

Stephen Albin,  
Urban Development Institute of Australia

### WHAT'S HOT, AND WHAT'S NOT?

#### IN

■ **Rooftops:** Anything that makes use of a rooftop, including solar panels, gardens, barbecues, seats, cinemas.

■ **Greenery:** Landscaping in common areas, gardens and even communal edible vegetable gardens, orchards and herbs.

■ **Sustainability:** Smart use of technology to provide energy, harvest rainwater and make use of grey water.

■ **Storage:** Of any kind, including wine cellars, bike storage or extra cages outside apartments.

■ **High security:** We all love buildings that are hard to get in for non-residents, also making use of keyless locks, swipe panels in lifts and concierge services.

#### OUT

■ **Swimming pools:** Expensive to heat (unless on the roof and with use of solar panels) and tricky to maintain.

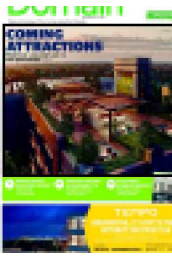
■ **Gyms:** There are so many commercial gyms all over Sydney, why



pay to have often inferior equipment?

- **Spas and saunas:** See pools above.
- **Live-in caretakers:** Most buildings have dispensed with this old-fashioned set-up, preferring to sell off the apartment asset and paying for professional external building management services.
- **External mailboxes:** Too much of a security risk.





16 Oct 2015

Australian Financial Review, Australia

THE TRISH NIGOL AGENCY

Author: Sue Williams • Section: Domain • Article type : News Item  
Classification : National • Audience : 57,243 • Page: 1 • Printed Size: 1824.00cm<sup>2</sup>  
Market: National • Country: Australia • ASR: AUD 31,893 • Words: 1302  
Item ID: 481645294

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)

Page 4 of 5



## **The Burcham, 6-8 Crewe Place, Rosebery**

**\$785,000 - about  
\$2.5 million**

« Developer the Stable Group prides itself on creating apartment buildings with distinctive characteristics. “But that’s even more important in such a busy market with so much going on, and so much choice,” says director Ed Horton. The company’s latest development, the three-building, 99-apartment Allen Jack + Cottier-designed The Burcham, in part a redevelopment of the heritage-listed 1918 Wrigley’s Gum factory, has a raft of interesting features. There’s a solar system for electricity, smart-meter technology so residents can manage their energy use, keyless access systems and number plate recognition technology. There are also landscaped communal spaces by Jamie Durie, which include a communal edible garden. And, on the rooftop, more garden, barbecue areas and a cinema. “The solar system will generate 50 per cent of the building’s hot-water needs so that will halve hot water costs for residents,” says Horton. One beds (58 sq m) from \$785,000; twos (93 sq m) from \$1.15 million; threes (118 sq m) from \$1,595,000. [theburcham.com.au](http://theburcham.com.au); ph 1800 561 886.

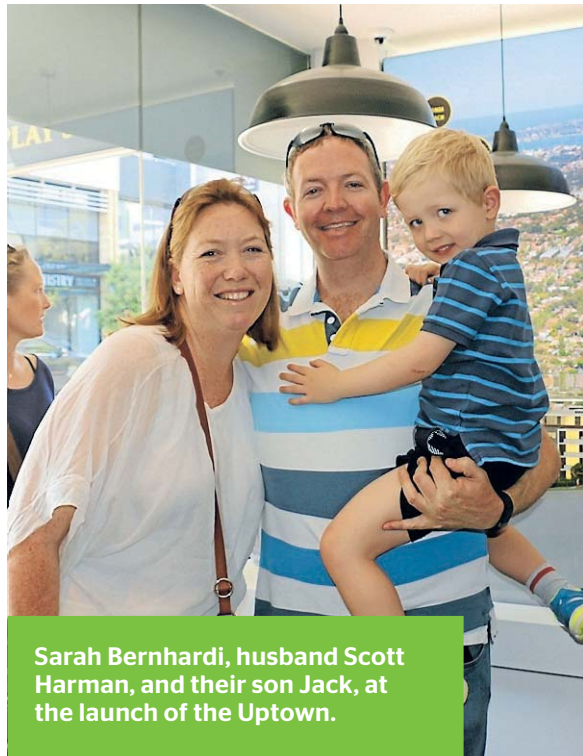


## CASE STUDY: Technology nets buyers

The innovative technology to be installed in a new apartment complex in Roseville caught the eye of Sarah Bernhardi and husband Scott Harman when they were looking for an investment property to buy.

“It differentiates the apartments from others, and helps give them that premium feel,” says Bernhardi of the iCommunity technology with interactive electronic noticeboards in the lobbies and a social media platform for residents of the 220-apartment The Uptown. “Also, I think that will give it more of a sense of community. It will give neighbours the opportunity to communicate and get to know each other. There’s nothing like being able to break the ice with a tweet!”

Bernhardi, 40, who’s just launched her own silk flower business, Secret Blooms, and Harman, 39, a broadcast engineer, bought a one-bedroom plus study garden apartment last weekend in the \$200 million six-building, low-rise project for \$1,003,000. The couple, along with son Jack, 4, rent nearby, so know the area well and were impressed with the quality of the Longton Property and Chiwayland Property Group joint venture. Designed by architects MD+A, with interiors by Archer + Wright, it’s scheduled to finish in mid 2017. “There’s also all the home automation, like lighting and temperature, that’s controlled via an iPad,” says Bernhardi. “I think that could be very attractive to tenants, to young professionals. I also think the fingerprint access, rather than a key system, is a neat feature. It’s good for security as you don’t have to worry about lost keys when tenants change; you just reprogram.”



Sarah Bernhardi, husband Scott Harman, and their son Jack, at the launch of the Uptown.