

**THE**

**DEVELOPMENT**

SPECIAL FEATURE

**GUIDE**

**YOUR GUIDE TO**  
the best lifestyle  
property projects



## THE DEVELOPMENT GUIDE



# AN INTERVIEW WITH PROPERTY COUNCIL OF AUSTRALIA WA EXECUTIVE DIRECTOR **Joe Lenzo**

**Q** What are your top tips when it comes to purchasing off-the-plan apartments?

**A** Like with any real estate decision, make sure you're fully informed about every single aspect. Look at things like the past projects that developer has delivered and take it as a whole-of-life approach. Think about location and amenities rather than just the sticker price. The sustainability angle is another angle to think about. We are now starting to find that people are very concerned about sustainability and thinking about it from a longer term and resale value angle. It's definitely a new trend and developments with a green element have a real advantage.

**Q** What are some warning signs you've stumbled across a less appealing development?

**A** If it's a high-density development and the amenities aren't around you, then watch out. Upon occasion in the past there has been an inner-city apartment or development that has concentrated purely on a pricepoint value rather than the other tangibles such as location and insulation. Buyers should remember the cheapest doesn't mean the best, so beware. Usually if it's a poor-quality development it will be obvious, but get an extra set of eyes to have a look at the development before you buy.

**Q** Do you think it's feasible Perth will meet its infill target of 47 per cent?

**A** Current projection says no we're not going to meet it. Our latest research shows the proportion of infill development has dropped to about 28 per cent and honestly there are quite a number of road blocks in the way. Construction costs for apartments are higher than Greenfield, and lack of public transport and lack of community titles are big red tapes when you add them up. Local councils need to enter into conversation with communities. At the moment they're not educating communities on the benefits of infill. We should be concentrating our infill along major transport routes, areas that are basically ugly anyway. If you open that up, it's amazing how much it would help. The State Government's rhetoric says they are committed to meeting targets, but practice says not really. Unless they remove these barriers the Government is never going to meet those targets.

**Q** ABS data shows that since 2011, more than 13,000 multi-residential dwellings have been approved for construction in the metropolitan area. Is Perth facing an apartment glut?

**A** No I don't really think so. These projects are pre-committed prior to construction and in order to finance these developments you've got to have at least 50 to 80 per cent precommitment. However, some localities are experiencing different market conditions. In the inner suburbs and within the CBD there is strong demand for apartment-style living, but you may get some isolated pockets in the outer suburbs struggling. The thing you

need to remember is you're not going to get a developer going into a project without pretty solid demand.

**Q** What does the fact there are so many apartments on the market mean for buyers and investors?

**A** It means that's there is a lot choice when it comes to supply. We've got to remember Perth is still playing catch-up to Melbourne, Sydney and even Brisbane, with respect to high density living and apartment living. It's not as if this explosion of apartments has happened out of nowhere. The demand has been there and the developers have responded to that. I think generally what's happened is we've seen a change in demographics. There's a new breed of young professionals, many of whom have come from overstate or even overseas, who want to live close to where they work and enjoy that city lifestyle.

**Q** Given how many apartments are available are they still a viable investment?

**A** The investment question is an interesting one. The biggest thing is it's got to be the right product, because people are ready to pay a reasonable rent for the product they want. There's no doubt as more investors come onto the market and more apartments become available, rents are not going to stay as high as what they were two years ago. We've already seen rents lowering, but that's not to say they aren't still at a level that makes it viable for investors. I think it's a good thing in many ways because it means these apartments are going to be available for people who can't afford to buy, at a rental price which is going to be conducive to what they can afford.

**Q** Do you think developers are sensitive to local heritage when it comes to infill?

**A** Absolutely, because a project is only going to stack up if you've got local community support. Any good developer realises they can use local heritage to their advantage if they remain sensitive to community wishes. But we've also got to understand infill means density, so yes it will be denser and in some cases more than four storeys high.



**Q** A lot of developments seem catered to future population targets, are there any risks building for a population that does not yet exist?

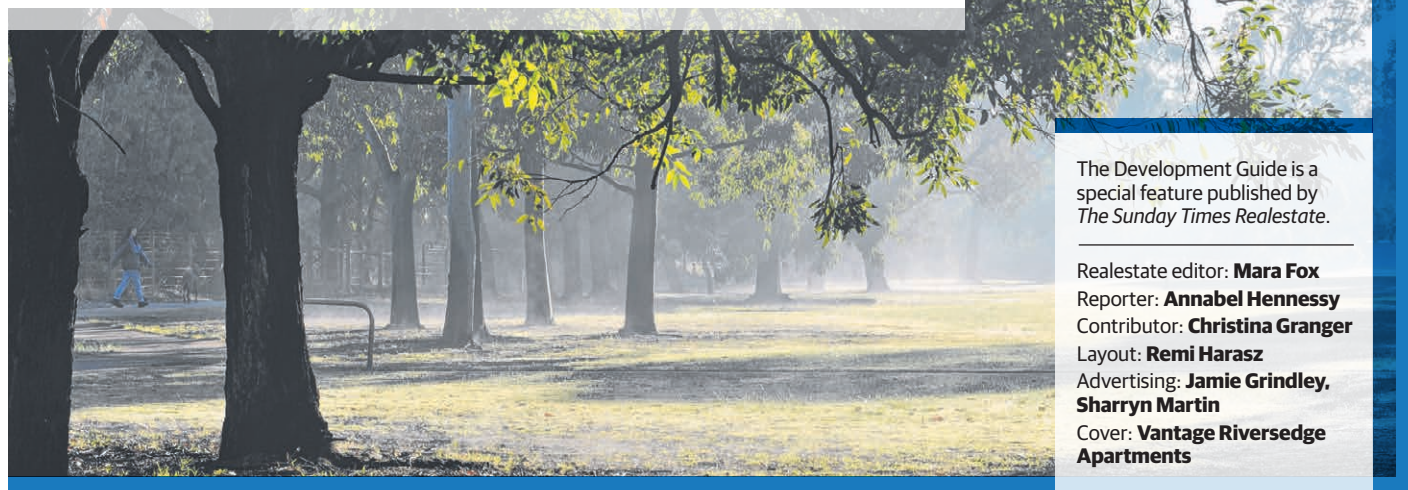
**A** Perth is still catching up. We're still playing catch-up in demand in any aspect of high density living and we have been undersupplied in the past. Even though our population predictions have come down a little, we still need to think about the future. Sometimes we know that these forecasts aren't quite accurate, but I think with the amount of stock we've got right now we don't need to be worried about an oversupply. Perth's going to have 3 million people, that's a given. So get ready for it.

**Q** How would you like to see the next five years play out in Perth when it comes to development?

**A** I would like to see progress made when it comes to Perth's infill. I'd also like to see diversity in production. Not just build a bunch of eight-storey flats, but more townhouses and terrace homes, that's the way of the future. I'd also like to see a real commitment to look at the issues of water conversation and energy conversation work into the future. When we talk about infill it's not to say this is the death of Greenfield development, but we do need to get to that happy medium of 50/50 and be very concerned with the urban sprawl.

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**THE DEVELOPMENT GUIDE**

WORDS TO GO IN HERE AND HERE

# Expert tips...



**Gavin Hegney**

## GAVIN HEGNEY'S TOP FIVE TIPS FOR BUYING AN OFF-THE-PLAN APARTMENT

- 1** Find a scarcity component. Top floor and ground floor apartments have added value.
- 2** Be wary of buildings that are "in fashion". Buildings follow fashion cycles. It is best to find a building with a timeless design.
- 3** Know exactly what you're signing into. Get a lawyer to look over contracts and make sure you understand everything you've agreed to.
- 4** Trees grow faster in artist impressions. Although they can be helpful, remember you're looking at an image of the building in its best light.
- 5** Check the developer's track record. If this is their first development that should ring alarm bells.

**E**VEN if it means travelling 25 metres high in a cherry-picker to inspect your future view, property expert Gavin Hegney says buyers can never do too much research when it comes to buying off-the-plan.

Founding director of Hegney Property Group Mr Hegney says buyers should stop at nothing when it comes to research to ensure they know exactly what they're getting into.

"You really do need to look beyond the sales hype and understand exactly what you're buying and the details of what is going to be delivered," Mr Hegney said.

"Do whatever you can to get a clear feel of the building and try and imagine what you're looking at within the building.

"Looking at plans can be quite confusing for the average punter, but a lot of groups are now offering virtual tours of apartments. These can be really good to get a true understanding of what you're buying into."

Mr Hegney said getting an understanding of the size of the apartment was crucial.

"Lay out the size and compare it to what you're living in now. Think about things like whether you'll need to change furniture, how the main bedroom compares to your current bedroom."

Mr Hegney said some developers were now allowing potential buyers to test the views of apartments by inviting them to try out different levels using cherry-pickers on-site.

"This is great, because your views and aspects change depending how high you go. For instance the view you get on level 4 might be very different from the view on the level 6, where you might almost have to look down to see the vista."

Mr Hegney said buyers should think very carefully not just about which development to buy into, but in picking a particular apartment within a complex.

"Details such as whether you have one or two surrounding neighbours and how much natural light you have are important considerations

that can add value." Mr Hegney says selling agents from competing developments can provide useful information for punters. "Talk to the selling agent from the development you're interested in first and they'll give you the best aspects of the complex," he said.

"Then go and talk to someone from a competitor selling a similar product, they'll probably point out some of the negatives and you should have yourself a good list of pros and cons."

## ... TO FINDING YOUR DREAM HOME

## DAMIAN COLLINS' 4 MUST DOS FOR BUYING OFF THE PLAN:

- 1** Find out the developer's track record. Visit one of their other buildings and ask residents how they find it.
- 2** Read the strata by-laws. Find out the smalls details such as whether pets are allowed.
- 3** Get legal advice before you sign anything. Contracts are often written in favour of the developer, make sure your lawyer makes sure you understand every aspect.
- 4** The more details the better. If a specification is described as "European finishes" this may be too vague. Specific brand names are a good sign.

**F**INDING out the required pre-sale percentage of a development can be the key to buying off-the-plan, says property expert Damian Collins.

"All apartments these days have a required number of pre-sales, but as a buyer the lower percentage the better," Mr Collins, managing director of Momentum Wealth, said.

"If the percentage is lower that means the developers themselves have a lot more of their own money tied up into the development.

"That means it should be more likely to deliver what is promised, within the forecasted timeline.

"Under 50 per cent required pre-sale is a lot more promising than 70-80 per cent required pre-sale, but the lower the better."

Mr Collins said another of his big tips was to find out how many apartments will be owner occupied.

"We know that owner occupiers tend to take greater care of their apartments and be more willing to spend money on the upkeep of shared facilities than investors," he said.

"They tend to have a greater level of pride in their buildings, whereas buildings with a high percentage of investor owners can end up degrading over the years."

Mr Collins said it was ideal to try and find a complex with more than 50 per cent owner occupiers.

"A good way to tell how many owner occupiers there will be is to look at the marketing materials, if the apartments are being marketed to investors you can usually tell pretty quickly."

Mr Collins said for punters interested in



**Damian Collins**

investment, the under-\$600,000 market was the best place to start. "Once you go above that in the current market the rental returns aren't going to be as viable," he said.

Mr Collins said it was absolutely essential buyers paid key attention to the plans and specifications of developments.

"Often you'll be given a very thick body corporate, which can be quite off-putting

for buyers, but it really is crucial you know exactly what you're buying." Mr Collins said buyers often found themselves surprised when they saw their finished apartments if they hadn't read the plans properly.

"Sometimes it's a good surprise, but often it will be smaller than expected, or not quite what they wanted, so you really do need to read every detail."

**THE  
DEVELOPMENT  
GUIDE**
**SPRING VIEW TOWERS RIVERVALE**

# River flows by the door


**AREA  
PROFILE** Rivervale  
Source: Reiva

**MEDIAN UNIT PRICE: \$360,000**
**GROWTH RATE 5 YEARS: -1.2 per cent;  
10 YEARS: 4.1 per cent**
**DISTANCE TO PERTH: 5km**
**LOCAL SCHOOLS: Tranby P.S.,  
Lathlain P.S., Belmont S.H.S.,  
Divine Mercy College, Saint  
Augustine's School**
**SHOPS: Belmont Forum**
**TRAIN STATION: Burswood**
**BUS SERVICES: Bus service to Perth  
CBD**
**POPULATION: 8402**
**MEDIAN AGE: 33**

**P**OTENTIAL buyers can get a feel for the apartment lifestyle at Finbar's newly opened display apartment at its recently completed Spring View Towers complex in Rivervale.

Ronald Chan, chief operations officer at Finbar Group Limited, said opportunities to walk through a modern apartment with a view to buying were few and far between because so many apartments were bought "off the plan".

"If you're curious about the space and style on offer in a well-designed modern apartment, then walking through our display at Spring View Towers will answer any questions you have," Mr Chan said.

"Many buyers are comfortable with buying off the plan – well before construction has started – but it's always reassuring to be able to get a feel for how spacious, stylish and functional a modern apartment can be.

"This applies whether you're looking to buy one of the handful of apartments left at Spring View Towers, or considering the

lifestyle on offer at one of Finbar's many other contemporary developments in and around the city."

On the banks of the Swan River in Rivervale, Spring View Towers is the first project to be completed at Springs Rivervale, a major State Government redevelopment project that is creating new and diverse opportunities for inner-city living, as well as a variety of commercial opportunities.

"A visit to our display apartment represents a great opportunity to take a look at this significant redevelopment project," Mr Chan said. "It will also provide buyers with a good taste of what our Arbor North development is also offering, just down the road."

The cornerstone of the Springs Rivervale project, Spring View Towers consists of a 16-storey tower and a nine-storey building.

The complex features a range of resort-style facilities including a state-of-the-art gymnasium, a 20m solar-heated swimming pool, a sauna, residents' lounge and games room.

Robin Schneider, exclusive selling agent for McGees Property, said the tower was an "iconic building".

"The tower is one of a kind that stands tall among the more low-rise buildings within the estate," Mr Schneider said.

"The facilities are second to none and the views are magnificent. All in all, it represents extremely good value and there are now only a handful of apartments left."

Only seven of the 188 apartments at Spring View Towers remain for sale, with one-bedroom apartments priced from \$440,000 and two-bedroom apartments starting at \$580,000.

The Spring View Towers display apartment is at 3 Homelea Court, Rivervale.

It is open on Saturdays and Sundays, from 2pm until 3pm. For more information, visit [www.springviewtowers.com.au](http://www.springviewtowers.com.au), or phone Robin Schneider on 0418 914 281 or Kaylie Morphew on 0478 876 864.

## CREATING A NEW VIBE

**THE Springs is one of Perth's first metropolitan Activity Centres to be delivered under the State Government's Directions 2031 and Beyond initiative.**

**It's all about addressing urban sprawl and promoting jobs, connectivity, community**

**and environmental benefits; creating places where people want to work, live and play.**

**This exciting redevelopment project is transforming an unloved pocket of land on the Swan River into a fresh and dynamic riverside community.**

**On its doorstep are public transport options, and cycle and walking paths linking residents with the Perth CBD, which is just a leisurely 5km away.**

**Stroll down to the Burswood Entertainment Complex Crown Perth, enjoy a picnic in nearby parklands, or check progress at the new major sports stadium, to be completed in 2018.**

**There will be a mix of housing styles on offer to suit a variety of needs, along with a diverse range of office spaces, shops and places to catch up with friends.**

Springview Towers by Finbar.

Springview Towers apartment interior.

# GREAT VALUE APARTMENT LIVING WITH FINBAR

These stylish apartment developments by Finbar offer a desirable city lifestyle at very reasonable prices. Buyers want their home or investment property to be near the action and with the city becoming an increasingly popular choice for work and play, apartment living is an attractive option.

These conveniently located, well priced apartments offer you the best opportunity to live near trendy restaurants, bars and cafés, an array of entertainment attractions, shops and transport links. Plus, they all boast Finbar's trademark resort-style facilities and offer superb value for money. And for first home buyers the increased First Home Owners Grant of \$10,000<sup>^</sup> applies when purchasing an off-the-plan apartment!

This is a great opportunity to secure a stylish, convenient city lifestyle at a price you can afford. Don't miss out!



## WEST LEEDERVILLE

### MOTIVE WEST LEEDERVILLE

**JUST LAUNCHED. HUGE INTEREST IN THIS WELL CONNECTED DEVELOPMENT!**

- Located in leafy West Leederville, Motive is walking distance from Leederville, Subiaco and great transport links, including two train lines.
- Resort style facilities include; 16m pool, poolside cabana kitchen, gymnasium, games room, timber lined sauna, residents' bar area.
- Stylish apartments include; semi-integrated dishwasher and microwave, glass splashbacks, reconstituted stone bench tops and air-con to living and bedrooms.

1 bed 1 bath from **\$395,000\*** 2 bed 2 bath from **\$565,000\***



[motiveapartments.com.au](http://motiveapartments.com.au)

## MAYLANDS

### TENTH AVE UNISON APARTMENTS

**BEST VALUE APARTMENTS IN MAYLANDS!**

- Outstanding location in Maylands, becoming known for its funky cafés and restaurants on Eighth Avenue and Whatley Crescent.
- Your private playground awaits with a host of resort style facilities; 17m pool, gymnasium, sauna, residents' lounge and games room.
- Just a short walk from Maylands Train Station, which is just 10 minutes by train to Perth CBD.

1 bed 1 bath from **\$377,500\***  
2 bed 2 bath from **\$460,000\***



[unisonapartments.com.au](http://unisonapartments.com.au)

## NORTHBRIDGE

**LAUNCHES NEXT WEEKEND!**



**YOUR LIFESTYLE LINQ.**

- Linq Apartments by Finbar has a trendy Northbridge address and will be linked to the City by the future Perth City Link redevelopment.
- Just 150m from Perth Arena, 500m to Northbridge Piazza, and 500m to Perth via Perth City Link.
- **Register your interest now before the public launch next weekend!**

1 bed 1 bath from **\$395,000\*** 2 bed 2 bath from **\$550,000\***

[linqnorthbridge.com.au](http://linqnorthbridge.com.au)



**REGISTER YOUR INTEREST NOW!**

FINBAR HAS A WIDE RANGE OF APARTMENT DEVELOPMENTS TO CHOOSE FROM:



[finbar.com.au](http://finbar.com.au)

<sup>^</sup>For eligible First Home Buyers only. Go to [www.firsthome.gov.au](http://www.firsthome.gov.au) for information.  
\*Price and availability subject to change. Terms and conditions apply.  
Images and artist impressions are conceptual only.



## THE DEVELOPMENT GUIDE

## VANTAGE RIVERSEDGE APARTMENTS RIVERVALE

# Resort-style living

### AREA PROFILE

Rivervale  
Source: **Reiwa**

MEDIAN UNIT PRICE: **\$360,000**

GROWTH RATE 5 YEARS: **-1.2 per cent;**  
10 YEARS: **4.1 per cent**

DISTANCE TO PERTH: **5km**

LOCAL SCHOOLS: **Tranby P.S.,  
Lathlain P.S., Belmont S.H.S.,  
Divine Mercy College, Saint  
Augustine's School**

SHOPS: **Belmont Forum**

TRAIN STATION: **Burswood**

BUS SERVICES: **Bus service to Perth  
CBD**

POPULATION: **8402**

MEDIAN AGE: **33**

**V**ANTAGE Riversedge Apartments, from developer Edge Visionary Living, offers the opportunity to live in a tranquil oasis on the riverfront but have the convenience of city living on your doorstep.

Set to be launched this weekend, the 5-star resort-style development offers an absolute riverfront complex on a pristine stretch of the Swan, just 3.5km from the Perth CBD.

Nestled on the Burswood Peninsula near the intersection of two of Perth's major roads, the apartments are only a short drive from the airport, Curtin University or the freeway system.

Close at hand are bike and pedestrian paths to the CBD and beyond, the Burswood Train Station and cafes and shops, including the increasingly cosmopolitan and vibrant Victoria Park strip.

The WACA Ground, Gloucester Park and Ascot racecourses, and Maylands Peninsula Golf Course await the sports enthusiast, while the complex is next to the Crown Perth Casino and Entertainment Complex with

all the premier entertainment and dining opportunities that offers.

The apartments will also be a short stroll along the river to the new \$900 million Sports Stadium, due to be open for the 2018 AFL season.

While the attractions of location abound, so do the luxuries of resort-style living offered by Vantage in the 217-apartment complex.

Stand-out 5-star resort facilities include two separate communal areas.

The first, 15m from the river, offers a pool with an infinity edge where residents can enjoy a barbecue in the poolside cabana, tone up in the gymnasium and health spa, or relax in the sauna, steam room or the spacious theatre room.

On the roof-top terrace, meanwhile, there are beautiful landscaped gardens, a barbecue and outdoor cinema, which is available for private bookings.

Inside, quality finishes and contemporary functional living are a top priority.

The apartments showcase quality cabinetry and appliances. Floor-to-ceiling glazing and

spacious balconies have been designed to maximise the spectacular views of the river and city skyline.

Floor materials have been selected to reflect natural sunlight and warmth, while the cantilevered slab edges of the apartments will provide shade from the summer sun.

From the ground floor lobby there is direct access to the stunning views on the pool deck and, just a few levels lower, residents can collect their kayaks or bicycles from private storage and access a secluded foreshore via the picturesque terrace garden.

Buyers can choose from a diverse range of formats including one or two bedrooms, and two bedroom, two-bathroom options.

There are also four double-storey, three-bedroom penthouses.

With more than 70 apartment types, three colour schemes and multiple option upgrades planned, residents can be assured that no two apartments need be the same.

Prices start from \$395,000.

## ARCHITECTURAL DESIGN

**THE** Vantage Riversedge Apartments offer inspirational design aspects that allow the project to blend with its stunning location and its residents to make the most of the stunning views.

While the angular forms of the 10-storey building contrast with the flow of the natural surroundings, the balconies at either side of the structure have been designed to reflect folding fins and mirror the wrap of the river around the edge of the complex.

From the Hillam Architects team led by David Hillam and Felipe Soto, the complex features four terrace levels that open out towards the river foreshore.

A brilliant lobby space is defined by impressive angular voids and contemporary finishes. These include off-form concrete and timber, which mirror the contrasting soft and hard materials found along the river bank.

Above the four terrace levels is one of the architecturally designed contemporary

communal spaces, where an infinity pool will give the feeling of linking the apartment complex with the world of the river.

Overlooking the infinity edge pool, which visually merges with the waters of the river below, is a spacious private dining room opening on to an expansive outdoor deck on the fourth level.

A sculptural fireplace is the focal point of the residents' lounge, with its distinctive form creating intimate spaces for private relaxation.

At night time, the pool deck takes on a whole other character, with the glowing pool illuminating the podium level and framing the flickering lights of the city suburbs beyond.

At the top of the building, the gardens of the second communal area soften edges and also link the building with the natural world and the breathtaking views of the river and city skyline beyond.

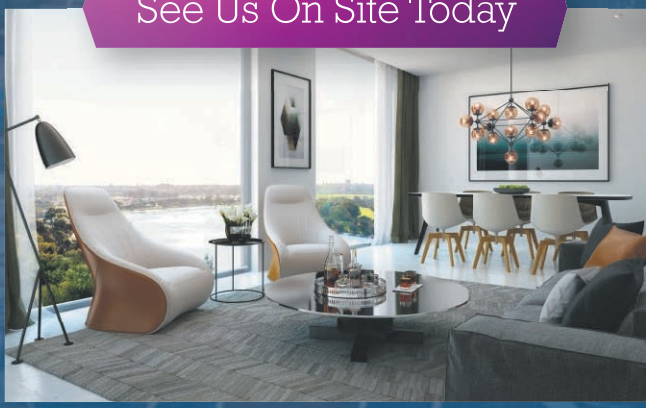


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1 bedroom from **\$395,000**  
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Developer

Architecture

Exclusive Selling Agent

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Call Blackburne 9429 5775



# THE DEVELOPMENT GUIDE

## HUB BREWER STREET PERTH



# Chic pocket



### AREA PROFILE

Perth  
Source: Reiwa

Median unit price: \$508,500

GROWTH RATE 5 YEARS: 2.5 per cent  
10 YEARS: 5.4 per cent

LOCAL SCHOOLS: Mercedes Ladies College, North Perth P.S., Alexander Technology Institute

SHOPS: Carillion City, Forrest Chase, Hay Street Mall, Murray Street Mall

TRAIN STATION: Perth Central, Perth Underground

BUS SERVICES: Perth Bus Station, Esplanade Busport

POPULATION: 9237

MEDIAN AGE: 31

# of Perth

LEADING property developer Psaros has launched HUB, a new apartment development in the heart of one of Perth's most rapidly emerging entertainment and lifestyle precincts.

On Brewer Street in Perth, the five-level residential building will comprise 32 well-appointed one and two-bedroom apartments designed by Zuideveld Marchant Hur.

Psaros chief executive Danny Psaros said the project would appeal to those looking for stylish inner-city Perth living close to entertainment, shopping and transport.

"The location is unbeatable," Mr Psaros said. "Close to Mount Lawley, the CBD and Northbridge and right in the heart of Perth's entertainment, art, coffee and food culture,

this little pocket of Perth has it all. HUB has a Walkscore of 89 per cent, meaning you can basically access anything without ever needing to step inside a car, offering an amazing lifestyle choice for residents."

All HUB apartments will be fitted with large, glass-balustraded balconies on the upper levels, sliding glass doors, appliances including a washer/dryer and dishwasher and stone bench tops, as well as Psaros's signature "value added benefits" including bamboo timber floors and higher than average 2.7m ceilings.

Other features of the building will include a landscaped communal courtyard at the centre of the building and an artistic entry lobby.

With sustainability being a key driver of all Psaros designs, each apartment will also

include roughly one kilowatt of solar power as well as gas-boosted solar hot water and energy-efficient lighting and appliances.

Construction is expected to start in June 2015 and due to be completed in September 2016.

Prices start from \$425,000 for one-bedroom, one-bathroom apartments, and \$549,000 for 2x2 apartments.

Contact Jason Kuriata or 0438 990 690 or Carissa Kanakis on 0487 123 123.

To register your interest visit [Hubbypsaros.com](http://Hubbypsaros.com).

## FREE ONLINE TOOL TO CONNECT

IN an industry first, apartment specialists Psaros have released a free online tool designed to help apartment dwellers travel sustainably, improve health and engage with their local community.

The multi-device-friendly website – called Psaros Connect – will identify sustainable travel options from any Psaros development to a chosen destination, calculate calories burned and estimate the environmental emissions and money saved for the journey.

Psaros chief executive Danny Psaros said while the aim of reducing pollution and traffic congestion was at the top of the agenda behind creating the tool, it also stimulated engagement with the local community by highlighting key amenities such as parks, restaurants and shopping.

"The development of Psaros Connect was a natural progression for us due to the number of Psaros developments located in the inner city, on bike lanes and along main public transit nodes," Mr Psaros said.

"This new initiative will inform and

encourage apartment dwellers to choose a better way to get around, as well as helping our residents to connect with all their neighbourhood has to offer."

All Psaros apartments are built on sites that encourage travel by walking, cycling or public transport.

Psaros Head of Sustainability Chiara Pacifici said: "While the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option, communicating these opportunities to residents and occupiers is also critical to the success of the travel plan.

"At Psaros, we want to offer added value to our residents by providing them with a more detailed and meaningful connection with their immediate vicinity, build a sense of place and promote sustainable transport options for future residents."

Apartment owners can log onto the site – [psarosconnect.com.au](http://psarosconnect.com.au) – from PC, tablet or phone.





# HUB

## PUTS YOU AT THE CENTRE.

32 APARTMENTS AT 73 BREWER STREET, PERTH.

BY PSAROS

1 BED, 1 BATH  
from \$425,000

2 BED, 2 BATH  
from \$549,000

### VIP LAUNCH THIS WEEKEND

Price incentives end at 5pm  
Nov 6th



  
**89%**  
WALKABILITY



NORTHBRIDGE

LEEDERVILLE

EAST PERTH

# HUB

HUB BY PSAROS IS A CONTEMPORARY, SUSTAINABLE BOUTIQUE DEVELOPMENT OVER FIVE LEVELS, LOCATED IN AN UNRIVALLED URBAN LOCATION. WALK TO MT LAWLEY, CBD & NORTHBRIDGE

**Features include:**

- Beautifully landscaped communal courtyard.
- Approximately 1KW solar power per apartment – save on power bills.
- Soaring 2.7m ceilings.
- Large, glass balustrade balconies to the upper levels, and unique bi-folding screens to the ground floor level.
- Solid party walls and commercial grade window & door frames for quieter apartment living.
- Bamboo timber floors, stone bench-tops and appliances including washer/dryer and dishwasher.

ONSITE SALES OFFICE  
Open Sat & Sun 2-4pm  
at 73 Brewer Street, Perth

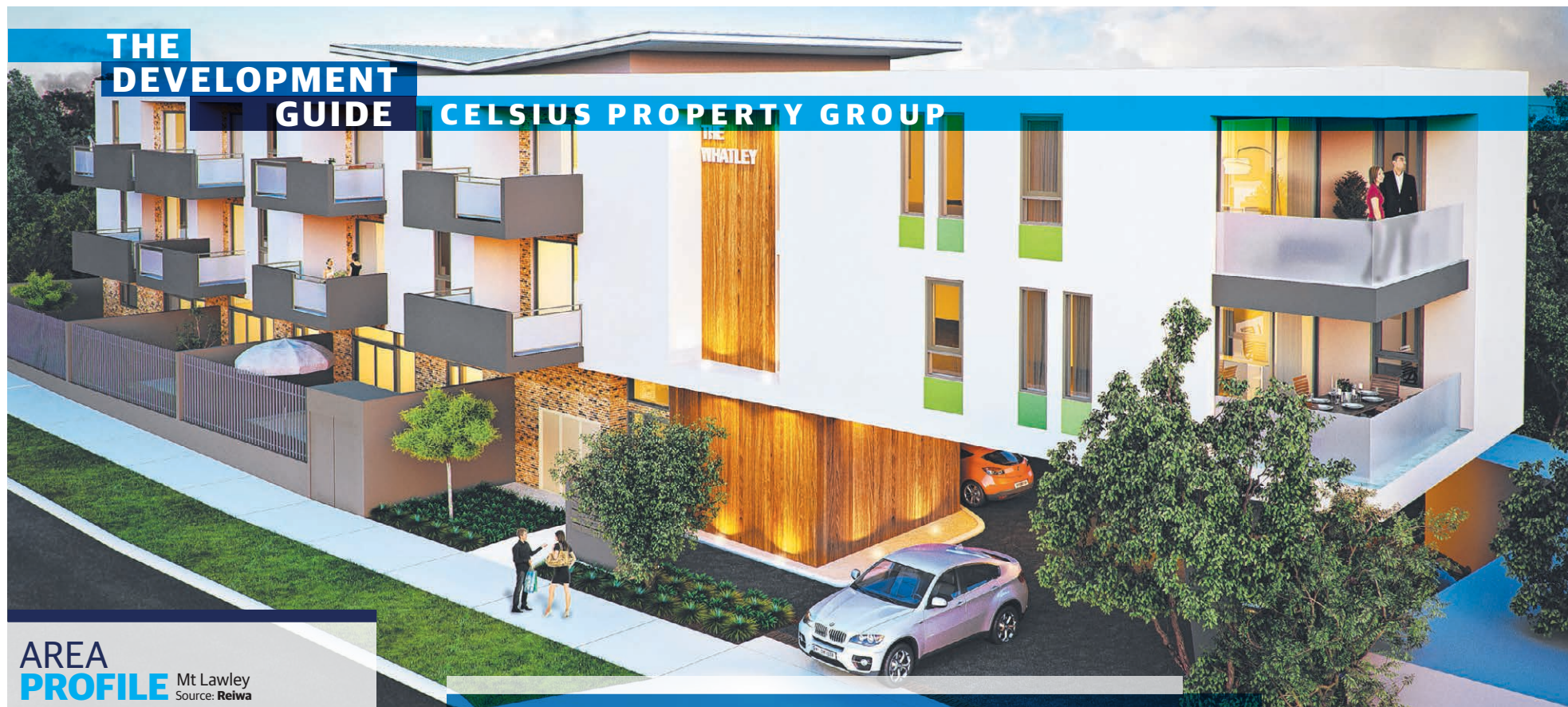
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**PSAROS**  
Exciting, sustainable lifestyles.™

## THE DEVELOPMENT GUIDE

## CELSIUS PROPERTY GROUP



The Whatley, Mount Lawley.

### AREA PROFILE

Mt Lawley  
Source: Reiwa

MEDIAN UNIT PRICE: **\$440,000**

GROWTH RATE 1 YEAR: **6 per cent**;  
5 YEARS: **4.1 per cent**

DISTANCE TO PERTH: **8km**

LOCAL SCHOOLS: **Mt Lawley P.S., Perth College, Mt Lawley S.H.S., Mt Lawley TAFE, Edith Cowan University, Saint Paul's Primary School**

SHOPS: **Beaufort Street**

TRAIN STATION: **Mt Lawley**

BUS SERVICES: **Bus service to Perth CBD or Mt Lawley Train Station**

POPULATION: **10,703**

MEDIAN AGE: **34**

### AREA PROFILE

North Perth  
Source: Reiwa

MEDIAN UNIT PRICE: **\$447,500**

GROWTH RATE 5 YEARS: **1.6 per cent**  
10 YEARS: **5.9 per cent**

DISTANCE TO PERTH: **5km**

LOCAL SCHOOLS: **North Perth P.S., Aranmore Catholic College, Leederville TAFE, Kyilla P.S.**

SHOPS: **North Perth Plaza**

TRAIN STATION: **Leederville**

BUS SERVICES: **Bus service to Perth CBD**

POPULATION: **8544**

MEDIAN AGE: **36**

# Mercury rises for the inner-city

**B**OUTIQUE apartments and terrace homes that are close to the city, public transport, shops and amenities are Celsius Property Group's niche offering to the Perth real estate market and have been delivering strong returns to investors and buyers for the past 12 years.

Managing director Richard Pappas said Celsius' successful development model focused on low-rise developments that were medium density and within 12km of the Perth central business district, but also offered lower strata fees and sustained financial returns.

At a time when high-rise, high-density apartments are in proliferation across the metropolitan area, Celsius offers a different lifestyle option.

"We feel very strongly that there is a significant portion of the population that wants to invest and live in easy-care, good-quality apartments or terrace homes, which are close to the city and lifestyle attractions such as gyms, parks, shops, cafes and restaurants and public transport options," Mr Pappas said.

"Areas such as Victoria Park, North Perth, West Perth, Mount Lawley, Como, Wembley and Scarborough all fit within our strategic locations.

"Celsius has avoided developing high-density, high-rise apartments with pools and gyms. Instead we have put our effort into building spacious living areas and private outdoor areas. This keeps the ongoing running costs of the building low, and strata levies contained.

"Our apartments are practical, with functional and high-quality fit-outs, and are architecturally designed to benefit the purchaser for years to come as their life and circumstances change."

## NEW PROJECTS ON THE MARKET

Celsius Developments has six apartment complexes either under construction, or about to start, including:

- ▶ **Whatley Apartments in Mount Lawley**
- ▶ **The Fitz Apartments in North Perth**
- ▶ **Hive Apartments also in North Perth**

Celsius Property also acts as a sales agent for other boutique developers, including Giorgi Group, which is currently building Bloom Terraces, located between Flynn Street and Herdsman Parade in Wembley.

Celsius was also selling Giorgi's Dorrien Apartments in West Perth, of which more than half had already sold off-the-plan.

"We understand that there are a lot of off-plan options available in the market place today and it can be confusing for buyers," Mr Pappas said.

"However, if we can demonstrate a good choice of locations, in low-rise, medium density developments, close to amenities and lifestyle opportunities, we could possibly save you months of trying to get through everything on offer."

Whatley Apartments in Mount Lawley has been created for buyers seeking high-quality architecture, security and privacy within an inner city location.

"It's a great example of urban infill contributing to the sense of community and place in Mount Lawley," said Mr Pappas.

In North Perth, Hive Apartments offers 14 boutique residences near the Angove Street cafe and shopping strip.

Mr Pappas said he envisaged the lifestyle offered at Hive would appeal to young professionals wanting to live and work near the city, as well as downsizers looking for the convenience of a lock and leave home. First-home buyers and investors would also be interested in what Hive had to offer.

## GENEROUSLY SIZED APARTMENTS AND OUTDOOR LIVING AREAS

"We have learnt the market wants generously sized apartments with useable balcony and courtyard areas so they can take advantage of the lifestyle opportunities that near-city apartment living can offer," Mr Pappas said. "We also ensure that when presenting our apartment sizes to the market we always refer to the surveyed area and not the architectural floor area so that we are giving buyers a good understanding of the actual living space they will have in their apartment."

"If you want to have a conversation about what would best suit your investment needs, give Matt Evans a call on 6144 0700 or 0401 009 617 or go to our website."

Detailed information and floor plans for all developments are available on the Celsius Property Group website - [www.celsiusproperty.com.au](http://www.celsiusproperty.com.au).

## ONE-STOP-SHOP FOR CLIENTS

**CELSIUS** managing director Richard Pappas said Celsius Property Group was an end-to-end residential service provider offering clients a one-stop-shop for all of their real estate needs — from finance through to property and strata management — to make the purchasing and investment process easy.

- ▶ Celsius Property is the company's sales, strata and property management

division. A team of property management specialists provides rental and strata management expertise for investors.

- ▶ Celsius Finance provides financial planning, mortgage broking and lending services.
- ▶ Celsius Developments oversees land acquisition and niche property development projects.



# One life. Four Lifestyle Opportunities.



## WHATLEY APARTMENTS



**MT LAWLEY -  
1 & 2 BED  
SELLING FROM  
\$399,000**

Located in Whatley Crescent opposite Mount Lawley Train Station, Whatley apartments is a boutique development comprising 17 one and two bedroom apartments set in a prestigious residential neighbourhood on the city fringe.

**Developed by Celsius Developments**

## HIVE APARTMENTS



**NORTH PERTH -  
1 & 2 BED  
SELLING FROM  
\$429,000**

Located in Fitzgerald Street just a few steps from the shops, cafes and creative culture of Angove Street, Hive is alive. Designed by award-winning architects, Hive is a boutique building of just 14 apartments designed around interlocking cubist forms.

## BLOOM TERRACE HOMES



**WEMBLEY -  
2 & 3 BED  
SELLING FROM  
\$690,000**

Your new home at Bloom Terraces nestles in a secure leafy enclave between city and coast on the edge of a nature sanctuary, with all the attractions of Perth's western suburbs just minutes away.

**Developed by Giorgi Group**

## DORRIEN APARTMENTS



**WEST PERTH -  
1 & 2 BED  
SELLING FROM  
\$419,000**

Conveniently located on the city's doorstep in Cowle Street, a peaceful tree-lined enclave in West Perth, Dorrien Apartments blend the best of both worlds - the vitality of an urban lifestyle and the serenity of a quiet residential neighbourhood.



[www.celsiusproperty.com.au](http://www.celsiusproperty.com.au)

### SALES

**Helen Rewell**  
M 0417 926 288

**1300 CELSIUS**

**Jorden Peirce**  
M 0416 300 431

**TEL: 08 6144 0700**



**THE DEVELOPMENT GUIDE**

**SALLY JEAN APARTMENTS MIDLAND**



**Easy lifestyle**

**AREA PROFILE** Midland  
Source: **Reiwa**

- MEDIAN UNIT PRICE: **\$351,000**
- GROWTH RATE 5 YEARS: **1.4 per cent**  
10 YEARS: **8.5 per cent**
- DISTANCE TO PERTH: **17km**
- LOCAL SCHOOLS: **Midland Christian School, St Brigids School, Midland TAFE Campus, Corridors College**
- SHOPS: **Midland Gate Shopping Centre, Midland Central, Midland Military Markets**
- TRAIN STATION: **Midland**
- BUS SERVICES: **Bus service to Midland Train Station**
- POPULATION: **5110**
- MEDIAN AGE: **38**

LOSE to the heart of the revitalising suburb of Midland, the Sally Jean Apartments are being constructed now on Morrison Road and due to be finished by March 2015.

The apartments will offer luxury and security, with swipe card to access the secure entry lobby, intercom to screen people at your door and locked letterboxes.

The completed two-bedroom, one-bathroom apartments will have airconditioning and quality fittings already installed, including DeLonghi appliances in the kitchen.

Designed by Braude Architects and Associates in Midland, the 23 apartments will

also be ready for free to air TV, Foxtel and NBN. Each apartment has its own undercover parking and storage area, and the three apartments on the ground floor have their own courtyard.

On the first floor, the 120sq m courtyard has a paved common area with a barbecue, coffee tables, and a garden and conversation area.

The apartments offer low-maintenance living, with no gardens to worry about — perfect for people who want to lock-and-leave for travel or work.

The three people who make up development company Stamor are all from the nearby Hills and have successfully built several residential and commercial projects.

They named this development in honour of the wife of one of the owners of the block, who passed away a couple of years ago.

Nestled between the Hills of the Darling Scarp, the thriving suburb of Midland is on the doorstep of the lifestyle attractions of the Swan Valley and Perth Hills.

The area is also set to benefit from major public investment, such as the new St John of God hospital, to be completed next year.

The apartments are priced from \$395,000 and finance is available. Call Malcolm Gilmour at Harcourts Integrity on 0418 946 950 or 9473 4888 for more information.

**Sally Jean Apartments**  
**SELLING OFF THE PLAN NOW FROM \$395,000**

Always wanted to have it all? Ever wanted everything?  
Do you deserve the best of Everything?

Now with the development of Sally Jean apartments,  
Midland really have it all.

Its your choice of ground, first or second floor units,  
choose to be part of it, choose to have it all.

