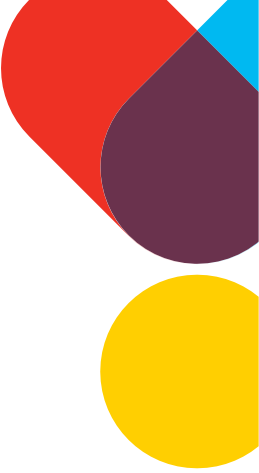

PERTH IS LACKING QUALITY DESIGN



- The challenges of navigating a design based response
- Performance based incentives that will lead to better built form outcomes



UNDERSTANDING DRIVERS OF PROPERTY DEVELOPMENT

- 20%+ pa return
- Managing risk to deliver returns to investors
- Uncertainty = RISK
- Politics = RISK
- Community = RISK
- Poorly worded text = diff expert opinions = RISK
- Time delays = RISK



INVESTORS DON'T CARE



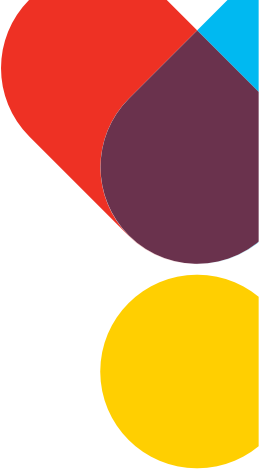
QUESTION

ANSWER: NO

Would you give me \$100k of your Superannuation for a property development where I am going to embark on a high amount of risk/ uncertainty as there is a loose design based approval?

EXPERTS

- Major investment based on expert advice.
- Major planning/design decisions sometimes based on minority groups/ Councillors- not Council's OWN design and planning experts
- Great design can be butchered due to BINS





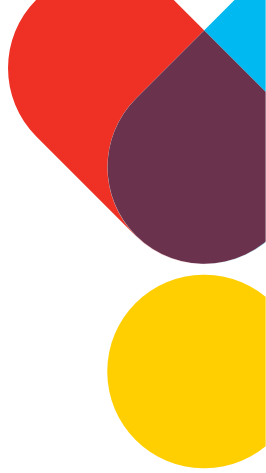
**MR BIN MAN-WHO
FRIGGIN CARES USE
PRIVATE OPERATORS**

SIMPLE & CERTAIN

- Developers need clear approval pathways
- Council's need to stick to their expert advice or given direction.

TIME DELAYS- IMPACT QUALITY DESIGN

- Time delays hurt quality design.
- Example:
 - \$5m land purchase
 - \$6m equity for development
 - 20%+ pa returns on \$6m equity
 - 5 month approval delay
 - To maintain 20% pa return need extra \$500k profit.
 - Developer now trying to cut costs out of construction budget. = lower quality design

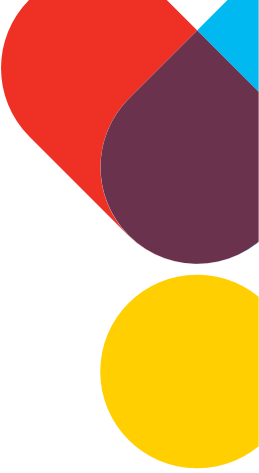


INCENTIVES FOR QUALITY DESIGN

- Height
- Apartment sizes
- Plot ratio
- Open Space
- Car parking
- Using art on buildings
- Visitor bays
- Bins
- Wedding cake
- Fast tracked approval

UNDERSTAND BENEFIT

- Understand the financial benefit you are giving developers so you can match the design (cost impact) outcome you want.
- If it is cost neutral to a developer they will do as better quality product to sell.
- Investors want same returns.



EXAMPLES

- Evermore Apartments- height & parking
- Established Apartments- height & parking
- Liv Apartments- artwork



Evermore Apartments

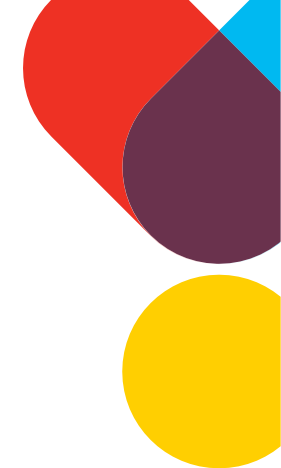


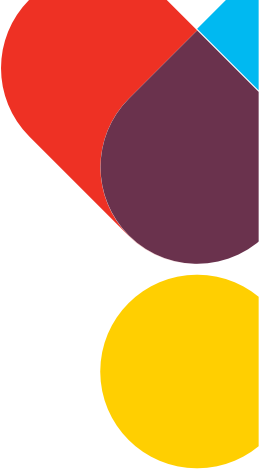
OPL Journey

- OPL pushes boundaries in all aspects
- No checklist for OPL, you need to go on the journey, be flexible and work with OPL. Allow sufficient time.
- Working through implementation costs upfront is critical to ensure viability of project

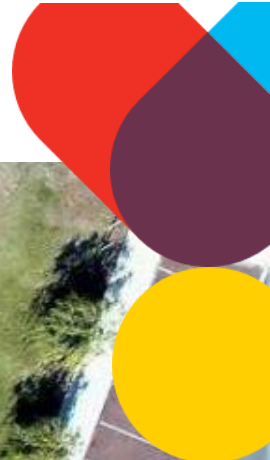
Key Evermore Highlights

- 24 sustainable apartments with strong sales
- First apartment development in Australia to sell Solar and battery
- Up to 80% off grid
- Created first strata bylaws on how to manage power with battery
- Curtin University monitoring residents usage which will guide national power utility headworks costs
- Community initiatives
- Sustainable materials and quality design











Established.

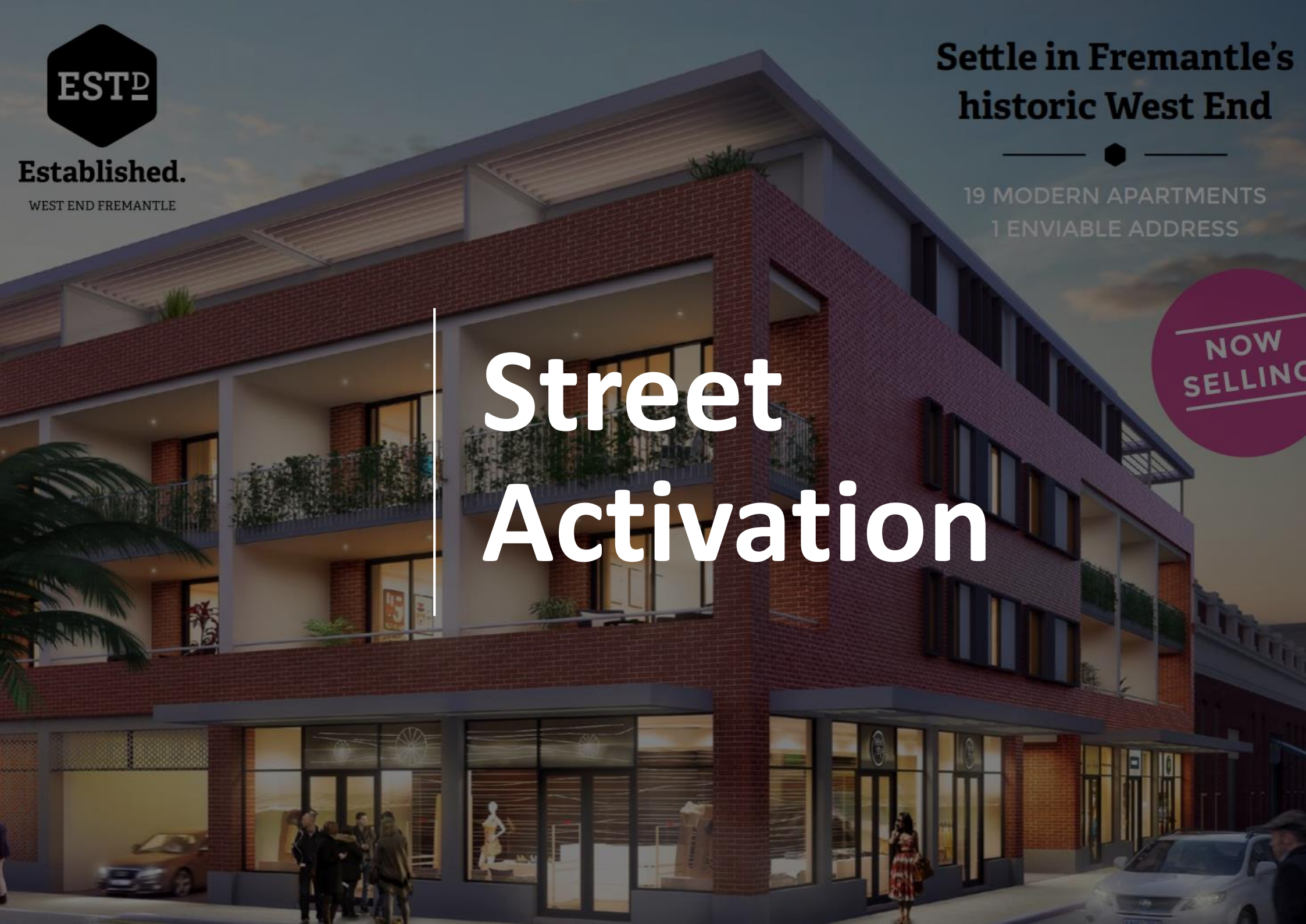
WEST END FREMANTLE

**Settle in Fremantle's
historic West End**

19 MODERN APARTMENTS
1 ENVIABLE ADDRESS

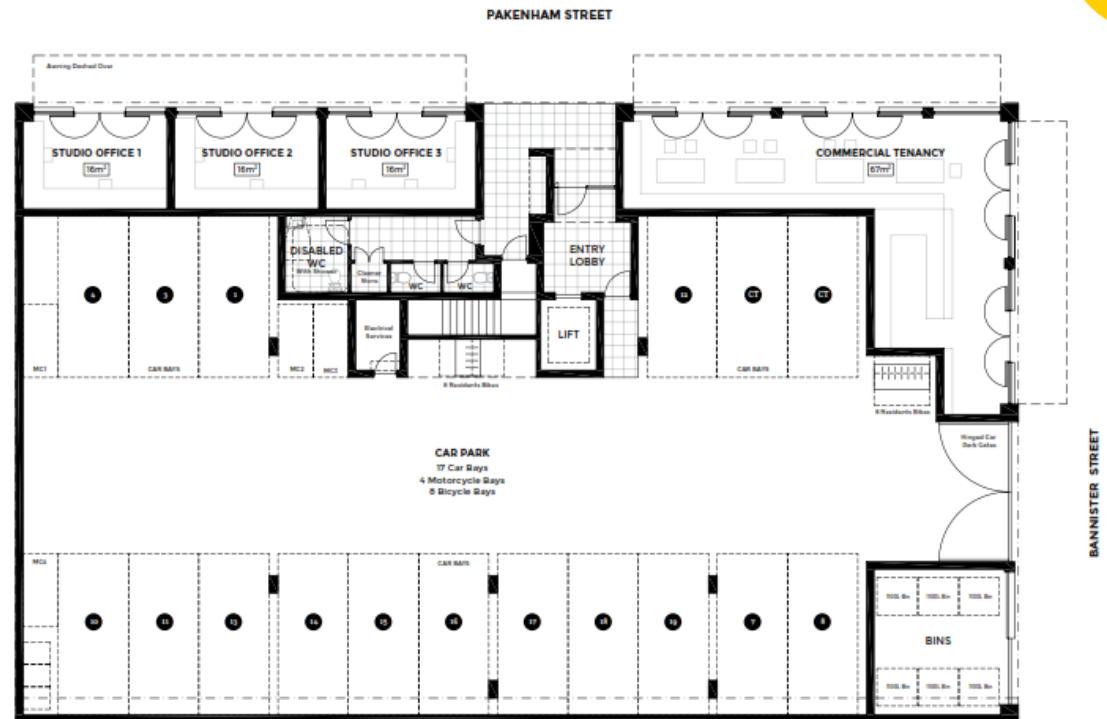
Street Activation

**NOW
SELLING**



Car parking flexibility for commercial

Ground Floor



PAKENHAM STREET

- 1 Bed
- 2 Bed



