



## Developer Insight

### The danger of assumptions

The initial challenges with any development are identifying the right site for the right price; and having a thorough understanding of what is expected within the council policy area of the target site. However, much more preparation is required to prevent falling into the traps that are often based on incorrect assumptions.

Whilst it is fundamental to understand the current guidelines it is also important to review potential changes to the development plan. Given that council assess an application against the development plan at the time of the application being lodged, if the application is delayed from the time of purchase then the plan may change before the application is lodged.

It should not be assumed that just because a style of development has been approved in the past that it will be approved again. There can be many reasons why applications are approved (or rejected), and a lack of understanding can lead to purchasing a site with an expectation to deliver a project which is no longer viable. One of the most common reasons is that the development plan may have changed since the precedence site was approved; or alternatively the planning departments' views may have changed over a period of time.

The opposite can also occur whereby there may have been better uses for the site, and it should not be assumed that previous developers have executed the project as well as possible. This is particularly obvious when developers may have delivered the optimum number of units but fail to build the optimum building sizes to maximise project profits; or sometimes fail altogether to understand other possible scenarios for the site.

Another pitfall is to assume that because a similar development was undertaken that it was profitable. It is important to understand that many developments (if not undertaken with the right advice) lose money; usually from paying too much for the land, paying too much for the construction or not delivering the correct product for the target market. The latter in particular can lead to increased days on market and a lower resale price than expected.

Further assumptions (even if the development plan allows for the development) can be that the site is risk-free and ready to develop, including:

- ▶ Not checking the infrastructure available, or disregarding verge constraints.
- ▶ Not considering what is appropriate given the adjacent properties with respect to setbacks, overshadowing etc.
- ▶ Dismissing foliage (not only on the target site but adjacent sites) which may have to be retained and which could impact on maximising the development footprint.

Finally, even if the site can be developed, the key question is should you develop? From a financial point of view many projects do not stack up or are not profitable enough to justify the risk.

A detailed feasibility is recommended before commencing any project, including council research, optimum build size and footprint plan analysis, sales history and target market research and financial overview detailing all project costs.

## The language of interior design

There are 2 areas of interior design to consider. **Design elements** are the base units included in creating a space and include:

**Colour** - Colours have a definite impact on the atmosphere that you want to create when designing a space.

**Texture** - Texture is an element which can add dimension to an interior. Tactile texture is how the surface of a particular object feels whilst Visual texture portrays an apparent smoothness or roughness.

**Space** - Space refers to the distances or areas in or around a room or an individual piece and includes the foreground, middle ground and the background.

**Form** - Form can be described as being any three dimensional object. It has attributes of width, height and depth. There are two types of form, geometric which is man-made and natural which occurs organically.

The **Design principles** are used to combine the design elements to form a balanced space. These include:

**Unity** - When all elements are in agreement, a design is considered unified. No individual part is viewed as more important than the whole design.

**Scale/Proportion** - Using the relative size of elements against each other can attract attention to a focal point.

**Emphasis** - The focal point should dominate the design with scale and contrast without sacrificing the unity of the whole.

**Contrast** - Contrast is the opposition of different forms, lines, or colours in a space to intensify each element's properties and produce a more dynamic expressiveness.

**Balance** - Balance is a state of unity and stability, which may not always be calm. It is how all the design elements work together.



Sarah Comley, Design Fusion



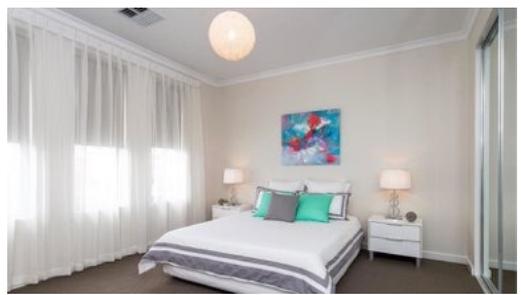
# Project Gallery

## 48 Fenton Avenue, Christies Beach



## On the Market

### 3-5 Hotham Street, Hope Valley



The recently completed townhouses in Hope Valley showcase a high quality development with an excellent design and attention to detail.

The 4 dwellings each feature the standard Zybek specification including high quality porcelain tiles, stone benchtops, splashbacks, fully tiled bathrooms, semi-frameless showers, honed pavers, climate control; and high quality sanitaryware in a full turnkey product.

For more information - [3-5 Hotham Street, Hope Valley](#).

## Featured Supplier

### ... The Source

The Source is a leading supplier of quality plumbing products to the Adelaide market.

Zybek Consulting has been using Katrina and her team for several years and are continually impressed by the team's product knowledge, service and willingness to work with the builders appointed to projects.

The Source offer an extensive range of products from around the world; which are used extensively throughout Zybek projects.

THE  
**SOURCE**  
— est. 1997 —

## Client Testimonial

### First of many projects ...

My wife and I heard about Simon through our mortgage broker so we contacted him in regards to a potential development on one of our sites, during this process we also approached another consultant and Simon really stood out. His ability to be creative with our site and plans compared to his competitor really ticked the right boxes with us, so we caught up with him, checked up with his referrals (which were glowing) and got the whole Hotham St Hope Valley project up and running.

Simon managed the project of the four townhouse development from start to finish. The build kicked off in April 2014 and I can honestly say that the whole process from the initial feasibility stage right up to hand over has been exceptional. We expected something to go wrong and we did have a couple of setbacks but these were minor and really stress free because Simon was all over them and ready to react which is testament to his experience in managing multi dwelling developments.

We had never attempted property developments before and we are extremely happy with the service provided by Simon, every step of our plans was handled correctly and in a professional and timely manner. From the council approvals, the demolition of the existing dwelling right through to the build tender

process and to picking the right sales team Simon has been there to answer any questions we had.

Working with Simon on this project has been fantastic to the point that we have already moved forward onto our next project with him. We are quite excited about this site (the old dwelling just got demolished this week) and it is again another four townhouse development. The great thing about working with Simon is you can rest assured that if you miss something he will be there ready to act and with both my wife and I working full time this is invaluable.

His referrals spoke highly of him and we now know why. Simon's attention to detail is spot on, he is always not far away if you have a query and gets back to you very fast and he listens and answers even the most basic of questions, which possibly could be a tad tedious but you would never know.

He is great guy, he understands the process on both sides of the fence and is really there to help you achieve your goals. We could not rate him highly enough, basically what you see is what you get, go into one of his managed developments and you will know what we mean.

Steven Smith, February 2015



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