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Advertising Feature

Inner-city setting for

By Mike Shaw

The launch of the multi-million-Dawson Apartments project is set to re-invigorate the Plymouth apartment market.

Six premium apartments are to be built at the corner of Dawson and Vivian streets by development company DBB Oasis Ltd, says its director Leo

"This has been in the plan-ning for almost seven years and is the first development of this sort in the city for more than a

Two adjoining sections carrying ageing rental houses will be transformed by the project, with completion predicted for mid-2023. The new apartment building will comprise basement garaging for 10 vehicles, two three-bedroom apartments at street level, two more threebedroom apartments a level above, and a three-bedroom and a two-bedroom penthouse top ping off the project. There will also be a one-level commercial office incorporated along the Vivian St frontage.

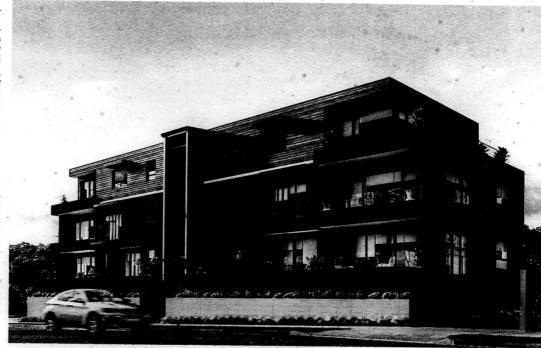
The elevation of the two penthouse apartments will give them sea views, Leo says, while those in the middle level may also get glimpses of the sea

Prices were calculated with the help of valuations from the firm of TelferYoung and range from \$1,150,000 for the streetlevel residences to \$1,300,000 for the penthouses - prices that Leo says are attractive to encourage sales off the plans. "We are keen to move into the start of con struction.

Plans, artist impressions inside and out, and a virtual walkthrough of the apartments are all available now and the construction will start as soon as the sales of several apartments have been confirmed.

With his real-estate experience in the city, Leo is expecting prompt interest in these apartments. The timing is great and the market is very good. I will be surprised if the first apartments do not sell reasonable entitle." ably quickly."

New Plymouth has embraced apartment living since the former Tasman Hotel was converted into the high-rise Richmond Estate apartment complex in 1995. The larger Quarterdeck complex of 20-plus residences on the seafront was a new development in 2004, the smaller 10-apartment The Reef development was completed the





following year, while the former Government Life office building was transformed in 2006 into the 25-apartment

The Reef was probably the last project comparable to the Dawson Apartments, says Leo, although there have been a number of townhouse projects completed since.

The seeds of the Dawson St project were planted almost 20 years ago, when Leo purchased the properties at 55 Dawson St and 77 Vivian St, recognising the potential for something special to be created here. The houses were rented out until the time was right for an appropriate

The concept for Dawson Apartments came together early in 2015 and was refined during the subsequent years of planning, an investment of time that Leo knows has been worth it



'It's important to do it right. have done house projects before, but nothing like this. I feel like this is a legacy building, something outstanding, so it was not a quick project."

Dawson Apartments is a response to an increasing demand for inner-city living with the advantages of high-end apartment design, he says.

"The demand for inner-city living is huge and anything that comes to market is selling really well. This location is virtually in the CBD, just a short walk to shops, cafes, parks, and the Coastal Walkway ... it's all right there, just a couple of minutes' away, no matter where you want And the building benefits from the use of the latest technology and materials."

Body-corp management will look after the care of the building, he adds, but those costs will be kept to a minimum through its focused design and the use of "incredibly" low-maintenance

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six new apartments



Presentation is a factor in the appeal of these apartments to the market and has been carefully detailed by architectural designer Chris Larsen, from The Architectural design Office (TADO).

Leo and Chris have been friends for 25 years and that has made the design process a smooth one.

We know each other's thinking; Chris has been involved from day one, from the concept

Award-winning city builder
Terry Clegg has the responsibility for giving physical shape to the design and has the maincontractor role in the project.

Leo is looking forward to seeing their work come to fruition.

"One of the real differences of the Dawson Apartments will be the top level and the roof gardens that will finish the penthouses," Leo says. "I think that's really cool."

A roof garden will also be created atop the Vivian St commercial premises, and the growth of the gardens will add an organic element to the visual impact of the whole building.

The finish of the penthouses will also add to that look, with



their choice of exterior cladding

The penthouse exteriors will have an eco-friendly Euro Selekta high-pressure-laminate siding with a Dark Cedar timber-grain-embossed surface. This will add a visual warmth to the organic look of the roof gardens, and other plantings along

the edge of the property.

The middle level will be finished in a Resene Rockcote plaster system in an Ironsand colour to match the building's window joinery, while the ground-level choice is a concrete

Structurally, the building will

feature steel framing for its strength, light weight and stability.

Street appeal is one thing; the real success of this project will be in how well the apartments work for their owners.

The lower and middle apartments will have generous

PROPERTY DETAILS

Location: 55 Dawson St, New Plymouth.

Price: From \$1,150,000 (Prices are based on Registered Valuations from TelferYoung (Taranaki)

Website:

www.bayleys.co.nz/2600945 Agent: Sandra Pickering, Licensed Agent REAA 2008 Phone: 021 213 1624. Email: sandra.pickering@ bayleystaranaki.co.nz

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floor plans of about 144sqm. The two penthouses will be slightly smaller but get the advantage of larger deck areas.

"I wanted a really good indoor-outdoor flow. The lower have massive apartments balconies that extend right along the frontage - and they are level with the floors inside. There is

no step to trip over."

The floor plans for each apartment are similar, but each has subtle differences. The rooms inside will all have highquality finishes and fittings, co-ordinated by Sandra Simpson at Sassini Interior Design. Timber touches are part of

that, a continuity of the organic look given the exterior, and relieving the simplicity of the otherwise neutral decor. didn't want to offer buyers stark white apartments," Leo says.

The timber detail will be seen in wardrobe doors, in side louvres to main windows, and in kitchens, decorative shelving

and across floors.

Flooring through the living areas will be a hard-wearing and waterproof Rhino Evercore planking in a Natural Oak look, with Cavalier Switzerland wool carpet in an oatmeal colour laid on thick underlay for comfort in the bedrooms.

Quality shows in the kitchens in the choice of mostly Bosch appliances, Blum soft-closing cabinet fittings, and premium Hansgrohe European tapware.

Bathrooms feature a wealth of fine tiles, sliding glass shower panels, and more Hansgrohe tap and shower fittings.

Leo has made this serious commitment to quality with a view to the future.

"I want to be able to look back in years to come, to see this as a real legacy that will impress my boys and other people





