

REALESTATE

A Adelaide 8°C - 15°C . Partly cloudy.

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Apartment living on the rise in Sydney as buyers get priced out of housing market

TIM MCINTYRE REAL ESTATE REPORTER • THE DAILY TELEGRAPH • JULY 28, 2013 11:30PM

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Steven Yu in Longton Property's hi-tech showroom in Mascot. Picture: Justin Lloyd Source: News Limited

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SYDNEYSIDERS priced out of owning a home are embracing apartment living - prompting highrise developers to provide a range of facilities to suit modern lifestyles.

FROM THE HOMEPAGE



Principal,

Dubbed "vertical cul-de-sacs", new-build complexes include function rooms, sports facilities and shared spaces which encourage interaction with fellow residents.

"One larger development has a soundproof music room where children can have dedicated practice time, instead of in your lounge room," Strata Community Australia NSW president David Ferguson said. "Anyone with kids will tell you that's a pretty good thing."

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"The style of living and the things you often want from a house; those needs are still there for people in strata. Smart developers pick up on this and build communities."

Some developers are using technology to suit time-poor lifestyles, maximise free time and save money on living costs.

Development company Longton has used innovations such as an electronic concierge service and a social media platform at its Avantra project at Mascot.

Every apartment in the complex is fitted with the concierge service, which includes an iPad3 on a magnetic wall charger inside the door.



Steven Yu in Longton Property's hi-tech showroom in Mascot. Picture: Justin Lloyd Source: News Limited

Using the pre-installed iButler app, residents can order groceries, takeaway food and dry cleaning services, which are delivered to electronic lockers in the building.

They can also book taxis, cleaners, chiropractors, masseuses, babysitters and others, which have been screened and suggested by the development company. These service providers gain access to the building via a temporary pin code and are cheaper than if booked independently because of bulk usage agreements.

"Sydneyers appreciate their lifestyles," Longton CEO Steven Yu said. "We aim to give them their time back by taking care of inconveniences."

Also used remotely from a smart phone, the app allows residents to turn their lights on and off, set the temperature, operate appliances and draw the curtains while at the office.

"Really expensive apartments have the luxuries and most others have nothing," Mr Yu said.

"There is a gap in the market for lifestyle enhancement at a reasonable price level."

Mr Ferguson cited examples in the US and Asia, where apartment living has moved to the next step. "In America ... one community has a racetrack

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