



## Development

### Uptown

**Address** 1-31 Victoria St, Roseville  
**Price** From \$599,000 for a one-bedroom unit; \$699,000 for a two-bedroom unit and \$999,000 for a three-bedroom unit  
**Inspect** Display centre 7/7-9 Kent Road, Mascot, Mon-Fri noon-6pm and weekends 10am-6pm  
**Phone** 1300 669 667  
**Web** theuptown.com.au

# Uptown links tradition with hi-tech

Smart apartments in the heart of Roseville make life easy, writes **Chelsea Clark**

Think of Sydney's picturesque upper north shore and large federation houses or Californian bungalows come to mind. It's an area characterised by lush and leafy roadsides, parks and gardens where traditional architecture tends to reign supreme.

But a new development in Roseville is about to deliver something straight out of the future.

Each apartment in the new Uptown complex in the heart of Roseville comes complete with an iPad pre-programmed to control the home's lighting, blinds, television and 5.1 surround sound system.

The iPad is also loaded with developer Longton's iButler system which allows users to order takeaway food and groceries and to book laundry, cleaning and minor maintenance services which are then delivered to secure

lockers in the complex or carried out at specified times in your apartment.

The complex will also introduce a social media system called iCommunity, which allows neighbourhood information and residents' messages to be displayed on interactive, electronic noticeboards in the lobbies of each of the six buildings.

"While some contemporary apartment developments have recently been built in Roseville, nothing matches the smart features and high levels of quality and comfort of Uptown," says Longton's Steven Yu.

Yet, despite the hi-tech amenities of the Uptown development, Longton were also mindful of the area's much sought-after charm when designing the exterior of the complex.

Architect Brent Marvin of MD+A describes

the design as timeless and sophisticated to fit the area. "Roseville is a much sought-after suburb with limited real estate opportunities because residents cherish the easy lifestyle and tend to stay in their family homes long after their kids have left," he says.

"We've provided deep, landscaped setbacks from the street, and retained the concept of private gardens for each apartment. As well as the large apartment balconies we've set aside resident-only areas for socialising."

Interiors have been designed by Archer + Wright and feature marble, broadloom carpet and wide-plank timber floorboards.

Uptown will be launched in three stages. The first two stages, each comprising 70 apartments in two buildings, are on sale now. [chelsea.clark.com.au](http://chelsea.clark.com.au)

The Uptown apartments in Roseville will deliver the future today.