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ROSEVILLE REVOLUTION

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Innovative apartments expand accommodation options in traditional North Shore suburb



Roseville –typified by large houses on leafy blocks – is set to enter a new era of innovative apartment living. The progressive Longton Group is planning a \$200-Million development called *Uptown* which will contain features previously unavailable in this traditionally conservative area.

Longton is best known for two futuristic developments at Mascot, *Futra* and *Avantra*, which have pioneered such technological breakthroughs as *iButler* and *iCommunity*.

While Longton is using the same architectural firm, MD+A, the design for *Uptown* is low-rise to blend into the picturesque, pocket-sized suburb that marks the transition from the busy Lower North Shore to the much quieter Upper North Shore.

Uptown is on a 1.37-hectare at 1-31 Victoria Street, opposite the prestigious Roseville College and just two minutes walk to Roseville Railway Station and a shopping strip. Just a few minutes further – yet a world away in terms of lifestyle – is the hustle and bustle of the Chatswood CBD.

Uptown is an exclusive development of six buildings in individual garden settings. Architect Brent Marvin of MD+A describes the design as “timeless and sophisticated”.

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

Apartment interiors have been designed by Archer + Wright in two dramatic colour schemes that can best be described as ‘urban luxury’. Marble, broadloom carpet and wide-plank timber floorboards enhance the premium feel, while inclusions such as a wine cabinet and integrated Miele kitchen appliances make living just that little easier.

Each apartment comes with an iPad to control the lighting, blinds, television, cinematic quality 3D theatre and 5.1 surround sound system. The iPad is also loaded with Longton’s patented *iButler* app for ordering goods and services.

The technological innovations extend to the bathroom, where toilets have evolved into ‘washlets’. Manufactured by Toto in Japan, they allow a user to set the temperature of the seat as well as utilise features previously only found in a bidet. A retractable ‘wand’ directs warm water for front and rear cleaning, then jets of warm air dry the dampened areas, eliminating the need for toilet paper.

The user operates all functions via a control panel affixed to the ‘washlet’, and the wand self-cleans before and after use.

Another feature of *Uptown* will be Longton’s social media system, *iCommunity*, which allows neighbourhood information and residents’ messages to be displayed on interactive, electronic noticeboards in the lobbies of each building.

Uptown offers a new accommodation choice for Roseville that is likely to appeal to businesspeople who want the convenience of being close to train and bus transport, to families, as well as to mature couples who want to downsize without downgrading.

“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,” said Steven Yu, the CEO of Longton. “While some contemporary apartment developments have been built recently in Roseville, nothing matches the smart features and high levels of quality and comfort of *Uptown*.”

Uptown will be launched in three stages. The first stage comprises 70 apartments in two buildings:

- One-bedroom units (52sqm) from \$599,000
- Two-bedrooms (60-91sqm) from \$699,000, and
- Three-bedrooms (95-101sqm) from \$999,000

All apartments have one or two security car spaces and lock-up storage rooms.

“The serenity here makes it hard to comprehend that we’re on the edge of one of Sydney’s most vibrant precincts,” said Mr Yu.

“Chatswood has the largest retail precinct outside the central CBD, one of the most active business centres, and is a food and entertainment mecca, so you can live peacefully in *Uptown* while still being close to the action.

“When you consider that the Sydney CBD is just 8km away, Roseville is a very convenient location for people of all ages.”

The *Uptown* display centre is at unit 7, 7-9 Kent Road, Mascot (corner of Church Avenue). It features a replica apartment, and is open for inspection daily, from 12-noon to 6pm Monday to Friday, and from 10am to 6pm on weekends. Further information is on www.uptownroseville.com.au or 1300 669 667.

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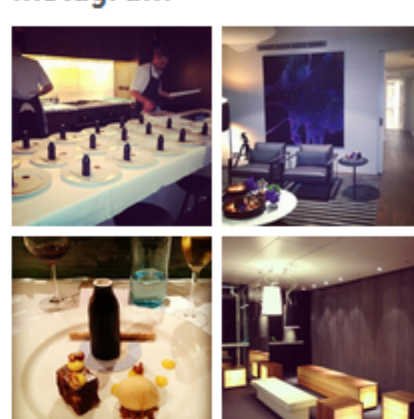
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