



A stylish blend of timber and stainless steel

[Click here](#)



Home / News /

Roseville set to enter new era of innovative apartment living

3 October, 2013 0 comments











Longton Group is planning a \$200-Million development called Uptown, which will contain features previously unavailable in the traditionally conservative North Shore suburb of Roseville.

Longton is best known for two futuristic developments at Mascot, Futra and Avandra, which have pioneered such technology 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 an exclusive development of six buildings in individual garden settings, set on a 1.37-hectare at 1-31 Victoria Street.

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, which they describe 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 create an easy living environment.

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.

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.

"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," he added.

Uptown will be launched in three stages. The first stage comprises 70 apartments in two buildings with one, two and three bedroom units.

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.

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

Read more about: **Sydney, residential**

Previous Next

Related articles



Interiors by Koichi Takada Architects on display at Viva by Crown 0



The Alpha by Tony Owen Partners starting construction in July 2



First images of Skye by Crown revealed 1



Western Sydney to welcome tallest residential tower 0

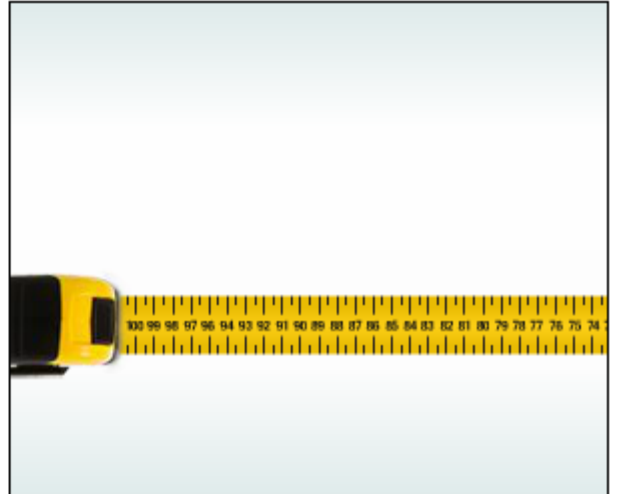


Latest comments Most read

Good Design for All Architects are just worried about increased competition. Especially when many residential clients would prefer to deal with down to earth...
New voice for building designers with creation of National Alliance · 23 hours ago

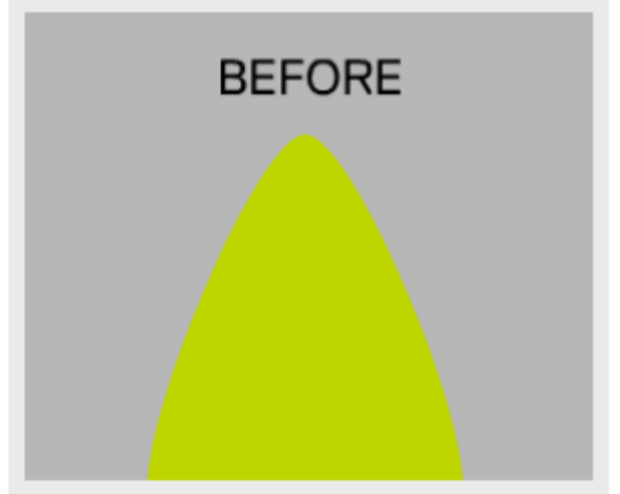
Chris keep kidding yourself
New voice for building designers with creation of National Alliance · 1 day ago

Joern Green The proposal is lacking something? The designs are not respecting the future heritage of the Existing Exhibition Centre Buildings, and...
Darling Harbour's \$1 billion redevelopment designs scaled back · 3 days ago



ARCHITECTURE & DESIGN ON TWITTER

Follow @archanddesign 2,722 followers



Architecture & Design

DESIGN 1

3,467 人贊 Architecture & Design

ABOUT ARCHITECTURE & DESIGN

Architecture & Design showcases new building and architectural products to architects, designers, specifiers, engineers and builders.

You might also like to check out BPN.

FOLLOW ARCHITECTURE & DESIGN



Get Architecture & Design Magazines

COMPANY INFO

- About us
- Our sites
- Contact us
- Advertise with us
- Terms & Conditions
- Privacy Policy