

'...stylish, high-quality,
mixed-use 'boutique'
developments in prime
inner-city locations.'



Background

Urban Concepts owes its inception to Henry Betlehem, principal of the Company. Henry's family background in the construction industry, coupled with a career that has included long stints in real estate and commercial property, has given him a keen awareness of all facets of property development.

Having recognised a niche in the Perth market that he believed he could fill, Henry established Urban Concepts in 1996. That niche, identified by only a handful of others at the time, was an emerging demand on the part of career-focused couples and singles for well-designed, reasonably priced, medium-density housing in inner-city rather than traditional suburban areas.

This demand, combined with the relatively low land prices in inner-city precincts, represented then, as it does today, good investment opportunities.

To capitalise on these opportunities, Urban Concepts commenced construction of stylish, high-quality, mixed-use 'boutique' developments in prime inner-city locations. Today, these developments, which form the basis of Urban Concepts' business, appeal not only to the young professionals for whom they were originally intended but also to first home buyers and 'empty nesters', many of whom are now realising the benefits of an urban lifestyle.

To date, Urban Concepts' growth has outstripped all forecasts in terms of the number of projects managed and their size. In eight years, developments valued at more than \$30 million have been completed, with this figure set to double over the next two to three years.



Company ethos

Urban Concepts' philosophy is simple: select prime locations and create in them well designed, functional working and living environments, with an emphasis on quality for those seeking substance as well as style.

That emphasis on quality underlies the Company's ethos, with the aesthetically appealing buildings created complementing their environs and adding value to surrounding areas.

Urban Concepts' projects to date have demonstrated the success of this philosophy, and the Company name is now synonymous with contemporary chic and enduring quality.

Owners of Urban Concepts properties therefore enjoy exceptional lifestyle benefits, as well as an excellent return on their investment.



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Formula for success

'By...retaining
the best architects,
consultants and
builders, the Company
maintains the highest
standards..'



Urban Concepts' formula for success begins with the selection of optimum development sites. Each location has its own unique characteristics, which are utilised to maximum advantage. This ensures the best possible outcomes not only for investors but also the community in which each development occurs.

The Company's expertise lies also in sourcing the best consultants and suppliers, among them award-winning architects, leading builders, specialist industry consultants and designers. By engaging and retaining the best architects, consultants and builders, the Company maintains the highest standards of design and construction.

Together, these professionals form a formidable network. With each project demanding a different set of skills, Urban Concepts creates the right development team for the job at hand. Tailoring teams in this way keeps everyone focused and produces outstanding results.

Marketing and sales are managed in-house. Customers buy direct from Urban Concepts, which helps keep prices within reasonable limits. For potential purchasers, this 'developer direct' approach has considerable advantages. Not only is it beneficial in terms of cost and service but it establishes mutually rewarding relationships. Indeed, many buyers go on to purchase property in subsequent Urban Concepts projects, often at the planning stage, thereby demonstrating their appreciation of this 'one-on-one' sales philosophy and their faith in the Company's ability to deliver a great product on time and on budget.

In summary

Urban Concepts:

- is committed to innovation, quality and building excellence
- creates properties that significantly enhance and complement existing streetscapes
- deals developer-direct, resulting in better value for money and superior service for the Company's customer base
- sells 'off the plan', allowing buyers to save money and, importantly, customise their property to suit their own requirements
- pays keen attention to detail – even the smallest items receive due care
- has a wealth of experience and a strong track record, and is proud of its achievements and reputation
- believes in its product – its principal and key members of staff live and work in Company developments.



Completed projects

e-building

454 Roberts Road, Subiaco

One of Urban Concepts' most innovative developments, e-building is located on the fringes of Subi Centro.

e-building is an appealing blend of commercial spaces and residences. This time, though, the focus is on technology. State-of-the-art features include instant connection and high-speed Internet access, ADSL services, data casting and e-commerce and satellite links, all of which obviate the need for additional wiring in the future.

Clever design has integrated 16 one-, two- and three-bedroom apartments and two large commercial suites, all complemented by a spectacular internal courtyard. Each residence can also serve as a home office. The development was completed in late 2003.



Sant Elmo

160 Scarborough Beach Road, Mt Hawthorn

Sant Elmo, a distinctive, commercial/residential complex, was completed early in 2003. Located on Mt Hawthorn's main thoroughfare, opposite the New Norcia Bakery, Sant Elmo stands as a landmark building in the area. With its retro overtones, it echoes the heritage – indeed, the essence – of an area brimming with interest and character.



A tri-level complex, Sant Elmo comprises 18 commercial/retail units and residences. The residential terraces offer sweeping views over the Leederville valley to the city skyline. All commercial units benefit from a high level of exposure, while the apartments – overlooking but remote from the bustle of the street – are both private and secure.



Quorta

200 Rokeby Road, Subiaco

Quorta, finished in October 2000, remains Urban Concepts' flagship project and houses the Company's headquarters. A unique complex comprising six commercial units, 12 designer apartments and nine terraces, it's located on the corner of Rokeby and Bagot Roads, right in the heart of Subiaco's cultural and heritage precinct. Just a short walk from shops, restaurants and cafés, and overlooking parks and gardens, Quorta has become a landmark development in the area and a highly sought after residential and commercial address.

With echoes of a European piazza, the development features contemporary lines, high-quality finishes and clever use of space. Indeed, such was Quorta's appeal that both the commercial and residential units sold very quickly. Demand for property in the complex remains strong, as evidenced by recent resale figures.



No. 1 Elizabeth Street, Nedlands

Located on the corner of Broadway and Elizabeth Street, in one of Perth's best riverside suburbs, this single residence was designed by local architect John Lewis. Originally, the project involved building quality homes on three separate lots. Ultimately, however, two of the lots were sold, and Urban Concepts constructed a contemporary home on the third.

This home, a spacious, flexible design on three levels, works well as a residence only or as a combined home-office.

No. 1 Elizabeth Street sold for \$625,000 in November 2002, demonstrating once again Urban Concepts' ability to achieve benchmark prices for strata developments in inner-city suburbs.

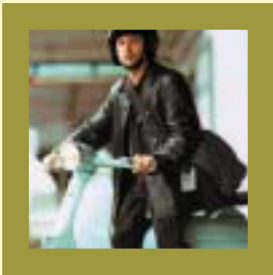
PowerHouse Terraces

12-20 Glyde Street, East Perth

Situated on the corner of Brown and Glyde Streets in rejuvenated East Perth, the PowerHouse Terraces were converted from a 1920s electricity substation into five stunning townhouses. Today, this development is recognised by the Heritage Council of WA and the National Trust as a significantly restored building. Architect Colin Moore retained many of the original features, including elements such as the cable trenches, while incorporating modern fixtures and fittings into his open-plan design. Within each townhouse, soaring roof spaces and overhead voids combine with stainless steel and glass to create an abundance of light and space.

The Powerhouse Terraces were completed in 1999.





Hampden Village

160 Hampden Road, Nedlands

Also completed in 1999, this mixed-use development – comprising 10 commercial/retail units (currently utilised as offices, shops and medical suites), as well as 20 apartments and terraces – is located in the Hollywood precinct of Nedlands.

Surrounded by cafés, restaurants and boutiques, and just minutes by foot from the University of Western Australia, King's Park and the Swan River, Hampden Village boasts impressive design features that have made it a landmark in the area. Demand for the commercial spaces in particular has been high.

Nedlands Central

192 Hampden Road, Nedlands

Nedlands Central, Urban Concepts' second project in the suburb, comprises nine residential apartments and four retail/commercial suites.

Overlooking the leafy streets of Nedlands and enjoying the same location advantages as Hampden Village, apartments in the complex offer two or three bedrooms, two bathrooms and a study, plus large living areas and terraces.

Whether operating as offices, retail outlets or residences, the properties provide investors with excellent returns.

Nedlands Central was completed in 2000.



Current projects

GEO

160 Scarborough Beach Road, Mt Hawthorn

GEO, Urban Concepts' second development on Mt Hawthorn's main street, again focuses on the commercial/residential theme. A 3-storey development spanning the corner of Scarborough Beach Road and Matlock Street, GEO cleverly integrates retail suites and a potential café site with stylish one and two bedroom apartments.

The architects have designed a contemporary building with bold, clean lines. GEO's external colour scheme will blend with and become a feature of the emerging Mt Hawthorn café and retail strip.

An exceptional place to live or work, GEO will offer lifestyle and investment opportunities in a convenient and central location.

Expected commencement date is mid 2005.



STACK

135-139 Cambridge Street, West Leederville

STACK, a boutique, tri-level development, is Urban Concepts' first foray into West Leederville. Continuing the Company's innovative approach to inner-city architecture, it cleverly combines four commercial premises at ground level with eight one-, two- and three-bedroom apartments above. Within, a central courtyard ensures an abundance of natural light and ventilation for all residences and imparts a sense of space and volume.

West Leederville itself - with its tree-lined streets, flower marts and numerous natural attractions - retains a pleasant sense of community, despite its proximity to the city. Conveniently, STACK is situated just minutes from both the Fremantle and Joondalup railways lines, while Subiaco Oval and the restaurants, cafés and strip shopping centres of Rokeby Road and Oxford Street are within strolling distance.

Scheduled for commencement in mid 2005, STACK is a worthy addition to the Urban Concepts' portfolio.



SILK

23-25 South Perth Esplanade, South Perth

The South Perth Esplanade has long been recognised as one of WA's best residential addresses. It is the combination of the aspect, the riverfront location, the city skyline and the sunny north-easterly situation that ensures the rarity of real estate opportunities in this precinct.

SILK is an exclusive riverfront development of seven luxury apartments each featuring the finest contemporary architecture, the best quality finishes and unprecedented indoor and outdoor spaces.

SILK sets the benchmark for luxury apartment living in Western Australia. Designed by John Colliere of CMP Architects, a multi-award winning architectural practice, the building represents the ultimate in riverside opulence.

The building comprises a total of seven residences including two grand penthouses with over 350m² of internal area and another 55m² of outdoor living and dining areas. Each apartment has an unusually generous frontage which enables the design of each apartment to accommodate a dramatic 12-metre wall of glass to the river and city panorama.

SILK is expected to commence construction in mid 2005.



• Concept and Design by Urban Concepts