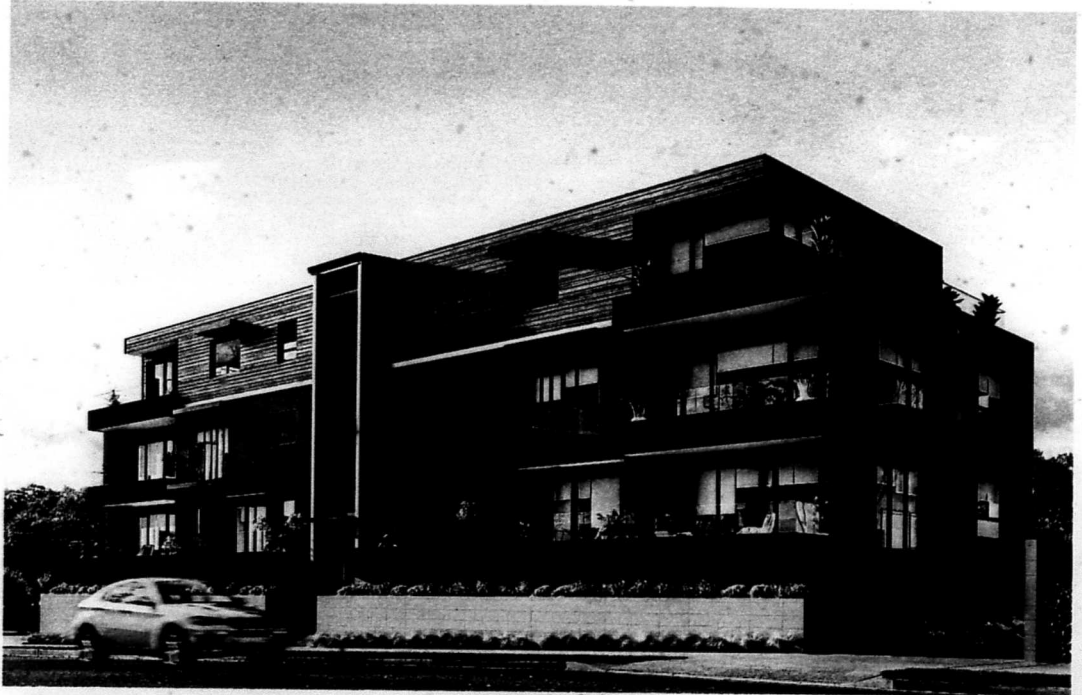


Inner-city setting for

By Mike Shaw



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"It's important to do it right. I have done house projects before, but nothing like this. I feel like this is a legacy building, something outstanding, so it was not a quick project."

Dawson Apartments is a response to an increasing demand for inner-city living with the advantages of high-end apartment design, he says.

"The demand for inner-city living is huge and anything that comes to market is selling really well. This location is virtually in the CBD, just a short walk to shops, cafes, parks, and the Coastal Walkway ... it's all right there, just a couple of minutes' away, no matter where you want to go. And the building benefits from the use of the latest technology and materials."

Body-corp management will look after the care of the building, he adds, but those costs will be kept to a minimum through its focused design and the use of "incredibly" low-maintenance materials.

CONTINUES NEXT PAGE

following year, while the former Government Life office building was transformed in 2006 into the 25-apartment 22 Liardet complex.

The Reef was probably the last project comparable to the Dawson Apartments, says Leo, although there have been a

number of townhouse projects completed since.

The seeds of the Dawson St project were planted almost 20 years ago, when Leo purchased the properties at 55 Dawson St and 77 Vivian St, recognising the potential for something special to be created here. The houses

were rented out until the time was right for an appropriate project.

The concept for Dawson Apartments came together early in 2015 and was refined during the subsequent years of planning, an investment of time that Leo knows has been worth it.



six new apartments



Presentation is a factor in the appeal of these apartments to the market and has been carefully detailed by architectural designer Chris Larsen, from The Architectural design Office (TADO).

Leo and Chris have been friends for 25 years and that has made the design process a smooth one.

"We know each other's thinking; Chris has been involved from day one, from the concept stage and I think he's done a fantastic job."

Award-winning city builder Terry Clegg has the responsibility for giving physical shape to the design and has the main-contractor role in the project.

Leo is looking forward to seeing their work come to fruition.

"One of the real differences of the Dawson Apartments will be the top level and the roof gardens that will finish the penthouses," Leo says. "I think that's really cool."

A roof garden will also be created atop the Vivian St commercial premises, and the growth of the gardens will add an organic element to the visual impact of the whole building.

The finish of the penthouses will also add to that look, with



their choice of exterior cladding.

The penthouse exteriors will have an eco-friendly Euro Selekt high-pressure-laminate siding with a Dark Cedar timber-grain-embossed surface. This will add a visual warmth to the organic look of the roof gardens, and other plantings along

the edge of the property.

The middle level will be finished in a Resene Rockcote plaster system in an Ironsand colour to match the building's window joinery, while the ground-level choice is a concrete masonry block.

Structurally, the building will

feature steel framing for its strength, light weight and stability.

Street appeal is one thing; the real success of this project will be in how well the apartments work for their owners.

The lower and middle apartments will have generous

PROPERTY DETAILS

Location: 55 Dawson St, New Plymouth.

Price: From \$1,150,000 (Prices are based on Registered Valuations from TelferYoung (Taranaki) Limited).

Website: www.bayleys.co.nz/2600945
Agent: Sandra Pickering, Licensed Agent REAA 2008
Phone: 021 213 1624.
Email: sandra.pickering@bayleystaranaki.co.nz

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floor plans of about 144sqm. The two penthouses will be slightly smaller but get the advantage of larger deck areas.

"I wanted a really good indoor-outdoor flow. The lower apartments have massive balconies that extend right along the frontage – and they are level with the floors inside. There is no step to trip over."

The floor plans for each apartment are similar, but each has subtle differences. The rooms inside will all have high-quality finishes and fittings, co-ordinated by Sandra Simpson at Sassini Interior Design.

Timber touches are part of that, a continuity of the organic look given the exterior, and relieving the simplicity of the otherwise neutral decor. "I didn't want to offer buyers stark white apartments," Leo says.

The timber detail will be seen in wardrobe doors, in side louvres to main windows, and in kitchens, decorative shelving and across floors.

Flooring through the living areas will be a hard-wearing and waterproof Rhino Evercore planking in a Natural Oak look, with Cavalier Switzerland wool carpet in an oatmeal colour laid on thick underlay for comfort in the bedrooms.

Quality shows in the kitchens in the choice of mostly Bosch appliances, Blum soft-closing cabinet fittings, and premium Hansgrohe European tapware.

Bathrooms feature a wealth of fine tiles, sliding glass shower panels, and more Hansgrohe tap and shower fittings.

Leo has made this serious commitment to quality with a view to the future.

"I want to be able to look back in years to come, to see this as a real legacy that will impress my boys and other people."

