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THE QUARTERDECK ... Under way in NP

A DAILY NEWS ADVERTISING FEATURE



BUSY BASE: Construction of the Quarterdeck has started with site clearance and piling on the former Classic Fashions site. Photo: PIP GUTHRIE

Story: MIKE SHAW
Photos: PIP GUTHRIE
Graphics: VISUALMANIA

THE images flash across the screen... Quarterdeck's apartment lifestyle and coastal environment in full colour. Lounges with just a glass wall between them and a distant blue horizon, smart kitchens, spacious bedrooms, luxurious bathrooms... and outside, the walkway and seafront just metres away. New Plymouth's city services and restaurant or cafe dining are only a stroll further. Sunsets over the Tasman, and the graceful peak of Taranaki inland... the images spell out a magical place to live. That's the promotional video on Shashi Patel's laptop — a graphic emphasis for

□ Continued p23

Luxurious lifestyles on inner city foreshore

YOUNG CARRINGTON SHERA
LAWYERS

Peter Young

was delighted to have been chosen to provide legal and commercial advice to the Quarterdeck Directors over the past 2 years, and to liaise with Harcourts, Hutchins & Dick, Business 229 and others to develop this exciting and unique project

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STRATAGEM congratulates Shashi Patel and his team on The Quarterdeck. It's great to see this landmark development taking shape.

The Quarterdeck captures what is truly special about Taranaki and its business community. It required vision, planning, team work, resilience and unrestrained energy and enthusiasm.

We say thank you for the privilege of being involved with this special project.



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A Message from Shashi and Kate Patel

(the people behind the Quarterdeck)

New Plymouth is our home. We came here fourteen years ago and fell in love with the city. It's a great place in which to live and raise a family.

It's also a great place to be in business. We set up and continue to run the Avenue Medical Centre, a very busy general practice. Over the past few years we have also developed the Shelter View Estate and The Enclave in Westown. This was a values-driven development designed to create the perfect family environment - with space to grow, room to play and a sense of community.

Now, it's time for 'The Quarterdeck'.

Situated on a prime sea-front location, this will be a landmark residential complex that not only the residents, but the whole city will be proud of.

The Quarterdeck will take advantage of spectacular sea and mountain views. The units will be generously-sized and finished to an exceptionally high standard. The whole complex will be secure and private. It will be a place that we would be happy to live in.

For further information on The Quarterdeck, we invite you to contact our agents, Noel Probyn and Ian Gundesen of Harcourts.

THE QUARTERDECK... Under way in NP

A DAILY NEWS ADVERTISING FEATURE

Designs have 'matured'

□ From p22

"We're going from virtual reality to reality," Shashi says.

It's a reality that has evolved during the past two years, he adds, with the extra time made available while The Last Samurai producers leased the Classic Fashions buildings.

Shashi Patel has been comfortable with that. "Two years from whoa to go is not a long time for a project costing this many millions," he says. "It's about par for the course."

"A number of things that we have had to contend with have also been dealt with before construction rather than along the way... when a query has been raised about a detail, we have been able to say we'll get it right and absolutely right. We have a design now that is world class... with durability."

The delay has had a positive result for the project, he says. "His like you... you let it mature and then pick the moment to savour it."

The design in this case has matured. The exterior finish is different from the original graphic presentations of the Quarterdeck — the proposed cedar timber weatherboards have given way to composite weatherboards with a longer life and easier maintenance. And the number of residents who will be living in Quarterdeck is larger: There are 23 apartments within the Quarterdeck of



PLANNING STAGE: Developers Shashi Patel (left) and Kate Harding-Patel on site with Bob Thomson of Fletcher's.

December 2003, instead of the 16 proposed in the initial plans in early 2002.

That change reflects both the extra time spent on preparing for the project and input from the market, Shashi says. "We found that people didn't want 300sqm apartments... the market didn't want that."

Reformats have been made to a number of the original planned residences, says architect Eidon Peters of Ardern Peters Architects in New Plymouth, who created the concept for Shashi and Kate.

"We found the three and four bedroom units on a single level were most popular and with some careful redesign within the original consent

parameters and building envelope we were able to provide more of these residences."

Reformats have also been made to some of the services within Quarterdeck, Eidon says. Once all the disciplines came on board, we were able to simplify the way we reticulate the services. It's all been subtle, but the residences and the in Quarterdeck has been significantly improved."

The time and change in the number of residences has also had a flow-on effect for others involved in the project.

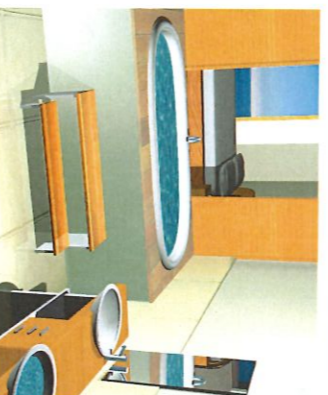
Vogue Kitchens' Peter Baylis has been able to add some more detail and enhance the kitchens he has designed for the Quarterdeck. "They

are still the same size and boast granite tops and quality lacquer finishes, but there is now an aluminium-clad face to the kitchen bench perfecting the design elements of the success in quality. Much of the success in quality kitchens comes in the detail that is out of sight. The Quarterdeck kitchens feature the best hinges and drawer slides available, all German-made, Peter says. "They are the Rolls Royce of fittings and the first warranty while they live there."

With the construction underway, Peter is also planning for a busy mid-year 2004 when he starts putting the kitchens together. And he is expecting to see a number of resident owners looking for some finishing touches. "There is room for some in-judicious fashion in areas such as colour," he says.

More than half of the proposed 23 residences in Quarterdeck are now under contract and the promotional video has been created to give potential buyers of the remaining apartments a feel for life in Quarterdeck and New Plymouth. It will be featured on a website designed to promote the residences.

That's important for the market that Shashi expects will be looking at the Quarterdeck. "We are anticipating an awful lot more response, some from Taranaki's rural population and others probably from overseas," he says. "They will be joining what is already proving to be a convivial group of residence owners. "We've had fantastic support from purchasers so far," Shashi says. "They've been really patient and we're proud of them. We had a get together in October, so they are already neighbours to an extent."



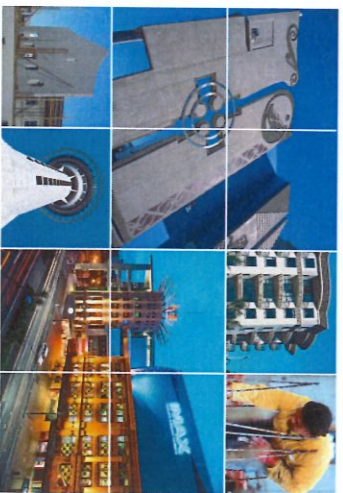
INSIDE VIEW: An artist's impression of the interior of one of the apartments.

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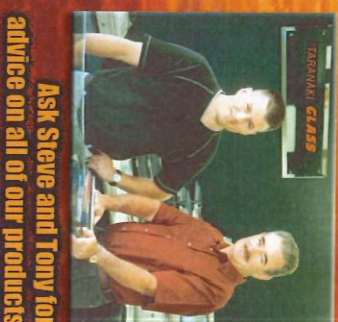
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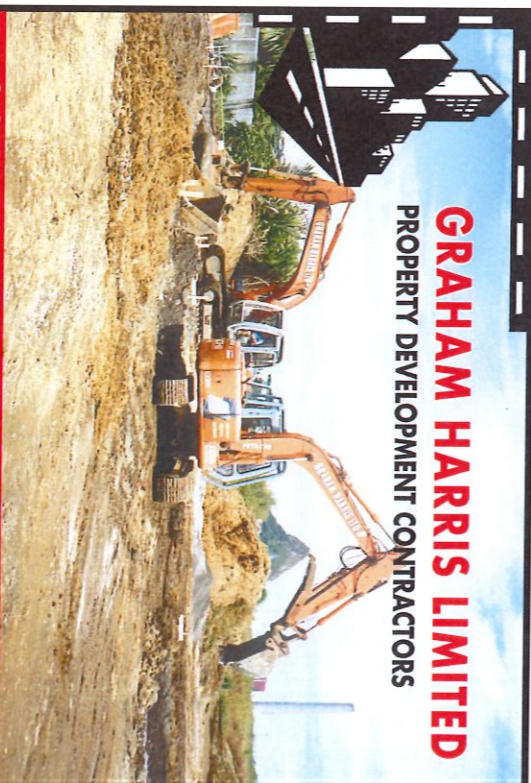
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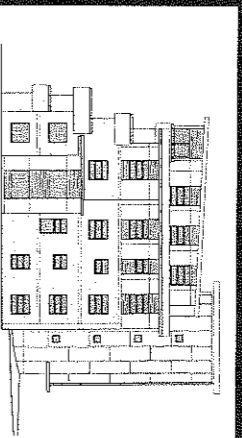
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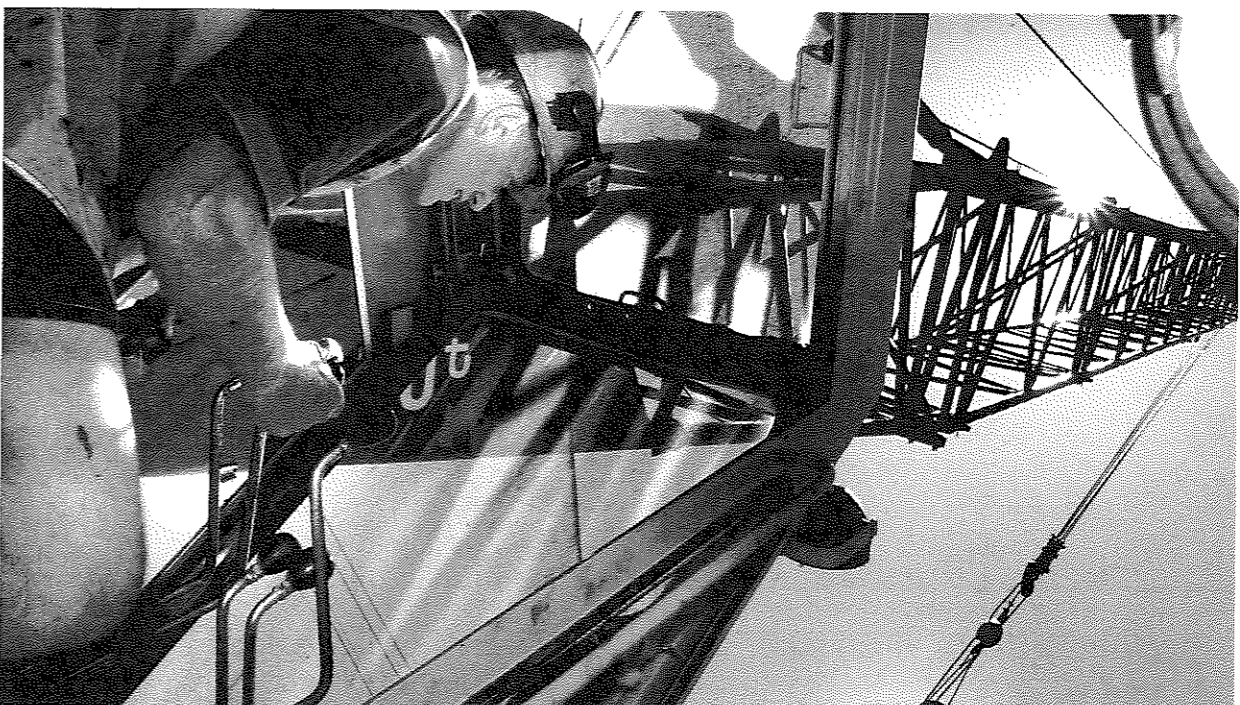


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THE QUARTERDECK

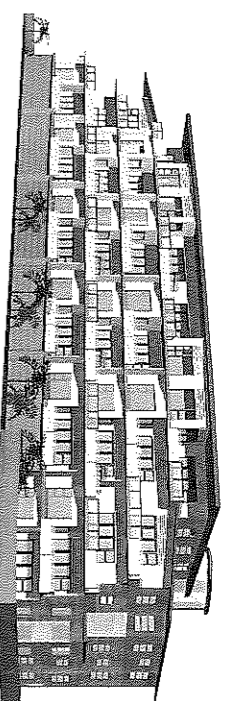
A DAILY NEWS ADVERTISING FEATURE



SOLD START: Brian Martin drives piles into the ground for the Quarterdeck project. Photo: PIP GUTHRIE

Location appeals to Fletcher team

SEASIDE LIVING: An artist's impression of the completed Quarterdeck project.



FLETCHER Construction's team is relishing the physical start of the Quarterdeck project in New Plymouth. It's another significant and high-profile job for the company that has completed many other notable projects in the region — most recently, the Hawera Hospital, Yarrow Stadium and the Coastal Walkway.

The TSB Stadium and TSB Showplace are among earlier projects. It was easy for Fletcher staff to respond positively to the Quarterdeck project. The magnificent coastal position, expansive views and proximity to the city meant there was every opportunity for the development to be highly successful," says Fletcher's Taranaki manager Bob Thomson.

Pragmatic construction experience, however, suggested to them that good durable construction would also be an advantage, windows and roof materials. Quarterdeck's creators responded positively to the Fletcher Construction assessment, he says, and the drive to get it right first time.

A unified client-consultant-contractor relationship was formed from the outset. The Fletcher team was able to muster additional resources in the person of the group's national design manager, Rob Falshaw. He recommended the use of precast concrete construction, precast concrete cladding to most of the facade, and a high quality window system — with the design of all the cladding being supported by an intentionally recognised specialist facade engineer.

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The Quarter Deck is unquestionably, the most exciting residential development ever for New Plymouth. We have not only come of age with this style of living, but with this project, we can now offer a residential choice which was hitherto not available to satisfy the growing demand both for inner city living combined with prime, unblockable seafront views.

These new apartments are not only generous in size, but will have the latest of technology combined with the best available products being used in the construction. There has been enormous interest from the general public, which will no doubt increase even more as the building progresses.

Those buyers who were fortunate enough to get in at the early stage have benefitted by purchasing when the market was in a much flatter mode than currently exists. The remaining unsold apartments are in line with current market prices, and we anticipate huge interest in those remaining. The current expectation is that only one or two more will be released prior to completion.

The Developers are to be congratulated on their foresight, and courage to introduce this multi-apartment concept to this fantastic city.



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