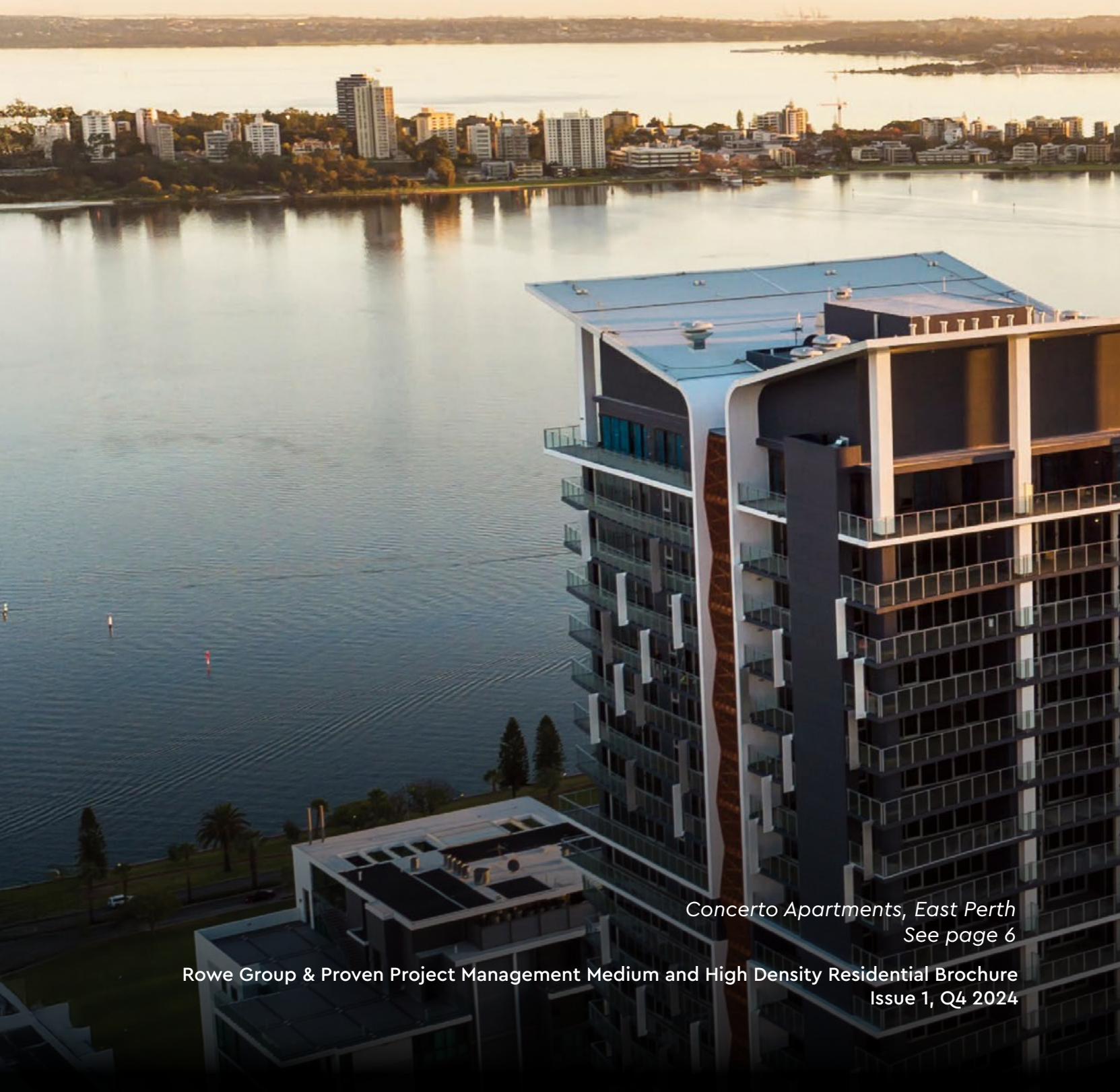




Spotlight on Housing Choice

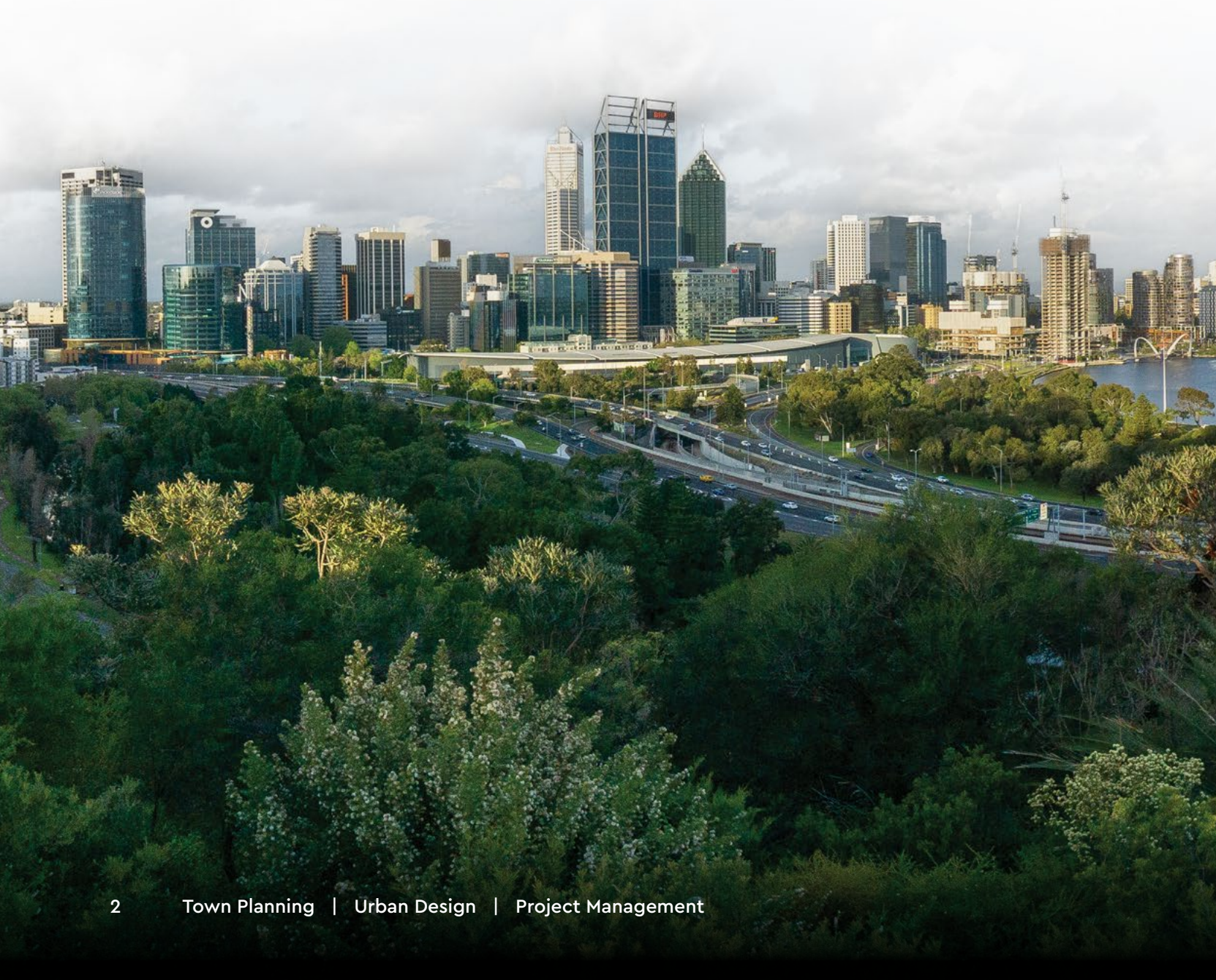
A Look at Density Options

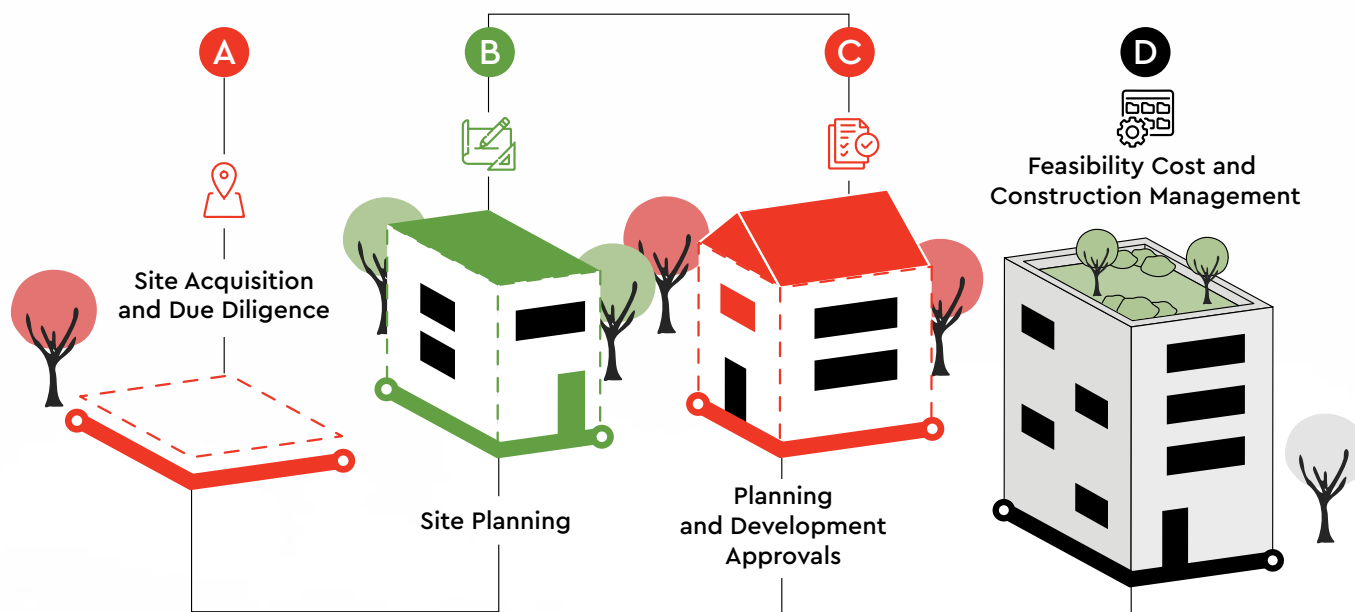


*Concerto Apartments, East Perth
See page 6*

As Western Australia, and particularly Perth, continues its exciting phase of growth, the demand for diverse housing options is increasing, reflecting the evolving needs of our population. We are witnessing a significant shift toward new forms of housing that cater to the changing demographic, with influences from major cities around the world. Perth is now embracing a range of housing solutions – medium to high-density options that reflect a more sustainable future for urban development.

Government initiatives have increasingly focused on sustainable city growth, reducing reliance on outer suburban expansion. This shift has paved the way for greater acceptance of diverse housing types, from medium and high-density apartments to innovative tenure models like build-to-rent and student accommodation. These models are being explored by landowners, developers, investors, and various government bodies across Western Australia.

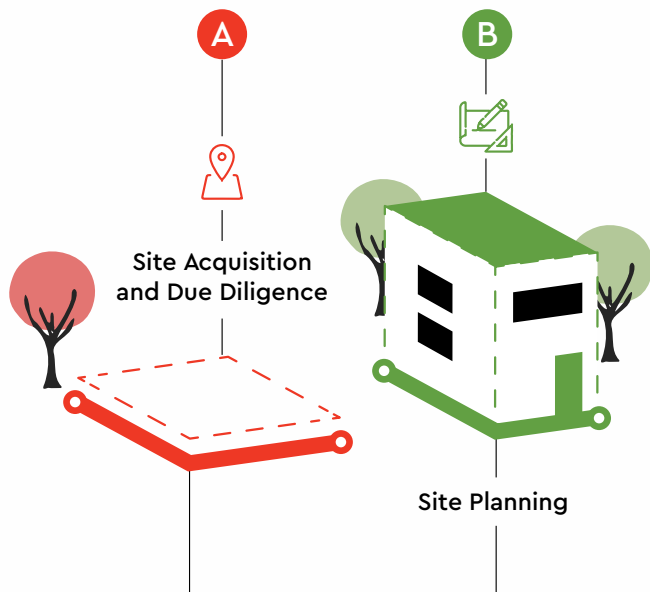




At Rowe Group and Proven Project Management, we are at the forefront of this change, helping to deliver innovative and well-planned housing solutions throughout Perth. Our experience in both town planning and project delivery ensures that medium and high-density residential projects are completed efficiently, meeting the expectations of clients and residents alike.

Whether it's large urban renewal projects or smaller townhouse developments, our teams are equipped to support all aspects of project development—investigation, design, planning approvals, and final delivery. This brochure showcases a selection of our recent projects, highlighting the range and diversity of the housing solutions we've been involved in. We invite you to explore these examples and discuss how we can support your future ventures.





At the foundation of any successful high-density development is a solid understanding of the site's potential. Rowe Group and Proven Project Management work closely with developers to assess site viability, conduct thorough due diligence, and develop site plans that align with local planning frameworks and client aspirations. Our ability to identify opportunities and mitigate risks early in the process ensures that projects are well-positioned for success from the outset.



PALMYRA APARTMENTS

Client: Finbar Group Limited
Location: Palmyra
Role: Town Planning and Urban Design

Rowe Group played a key role in the transformation of the former Golden Eggs site in Palmyra, guiding the medium to high-density development for Finbar Group Limited. With 258 multiple dwellings across two stages, the project capitalises on the site's proximity to local amenities and high-frequency public transport. Rowe Group's long-standing involvement with the site, including securing its residential rezoning in 2009, was instrumental in achieving development approval. Notable outcomes included successfully negotiating car parking solutions and public space enhancements, ensuring a seamless integration with the local community.



AKIN ESTATE

Client: Parcel Property
Location: Currumbine
Role: Town Planning and Urban Design

Akin Estate in Currumbine, developed by Parcel Property and planned by Rowe Group, redefines modern urban living with 81 high-quality townhouses near the Currumbine Train Station and a new Coles Shopping Centre. This boutique urban village emphasises medium density and integrates seamlessly with local amenities. Rowe Group led the complex Local Development Plan approvals process, leveraging deep knowledge of the Residential Design Codes and streetscape integration. This knowledge ensured an holistic community design, balancing built form with landscaping, parking, and services, successfully navigating through extensive city and statutory planning reviews.



METRO ONE APARTMENTS

Client: Goldblaze Nominees Pty Ltd
Location: East Victoria Park
Role: Town Planning

Metro One Apartments is set to transform East Victoria Park with its 18-storey development featuring 85 contemporary apartments and ground-floor commercial space. Situated directly across from the new Oats Street Train Station, part of the State Government’s Metronet project, this prime location offers direct access to public transport and urban conveniences.

Rowe Group has played a key role in pursuing planning approvals through the WA Planning Commission’s Part 17 ‘Significant Development’ process. By managing the complexities of urban development and engaging with stakeholders, Rowe Group is confident Metro One will contribute to the revitalisation of the area, providing high-quality living options in a thriving community. This exciting proposal is anticipated to be determined by the WAPC in December 2024.



Final approval pending | Follow Us on
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CONCERTO APARTMENTS



Client: Finbar Group Limited
Location: East Perth
Role: Town Planning

Concerto, East Perth’s tallest apartment building, showcases market-leading quality with an average 7-star NABERS rating. Rowe Group was instrumental in securing planning approvals for this landmark project, which includes two distinct buildings: Concerto Heritage and Concerto Tower. The development revitalises the former ABC site, blending heritage with modern living. Concerto Tower, standing at 38 storeys, redefines Perth’s skyline, while Concerto Heritage offers New York-style apartments in the refurbished ABC administration building. Rowe Group coordinated urban renewal efforts and stakeholder engagement, ensuring a seamless approval process for this iconic project.

SYDNEY CHARLES QUARTER URBAN VILLAGE

Client: APPL Properties Pty Ltd
Location: West Perth
Role: Town Planning

Rowe Group achieved unanimous JDAP approval for the Sydney Charles Quarter in West Perth’s Pickle District. Transforming a 2.26ha site, this urban village will feature Build to Rent and Co-Living Apartments, a Hotel, Retail spaces with a Supermarket, Offices, and Food and Beverage options, including the adaptive reuse of the iconic Pickle Shed.



Siteworks have commenced |
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ONE ON ABERDEEN

Client: Diploma Group | Department of Housing
Location: Perth CBD
Role: Town Planning

One on Aberdeen is a landmark residential development offering 161 apartments and 7 ground-floor commercial spaces in a prime inner-city location. Rowe Group played a crucial role in securing statutory approvals for the project, which included a height variation of 25-30 metres above the City of Perth’s standard requirements. The development, owned by the Department of Housing, focused on delivering affordable housing for young professionals. Through close collaboration with the City of Perth and efficient stakeholder engagement, Rowe Group ensured approval within just 47 days. One on Aberdeen was recognised with the 2015 UDIA Judges Award for Excellence.


RIVIERE RESIDENCES

Client: Edge Visionary Living
Location: Applecross
Role: Town Planning

Rowe Group played a pivotal role in securing planning approvals for the Rivière Residences, a prestigious development by Edge Visionary Living. This three-tower, 17-storey project combines luxurious riverfront living with mixed-use amenities in Applecross. Rowe Group’s expertise ensured that the development not only meets sustainability goals but also enhances the adjoining foreshore, offering both community benefits and an iconic addition to the Applecross skyline.



Construction is underway |
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Securing timely and efficient planning approvals is critical in high-density projects. Rowe Group's experience in navigating complex planning regulations and liaising with local and state authorities has been instrumental in moving projects through the approval process swiftly. Our comprehensive understanding of regulatory frameworks allows us to negotiate and secure the necessary permits, ensuring projects meet both legal requirements and the needs of the community.

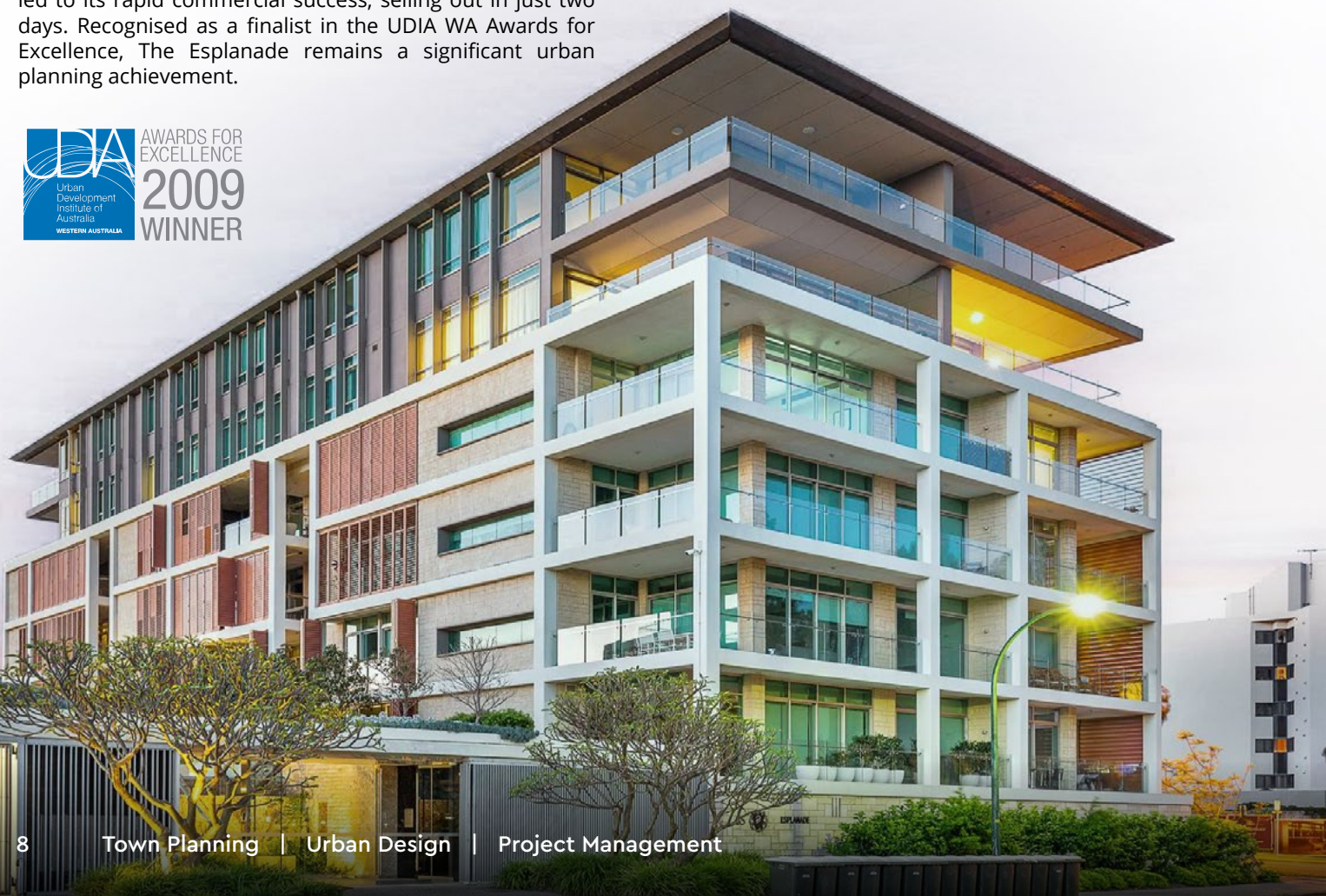
THE ESPLANADE NEDLANDS WATERFRONT

Client: Multiplex Living

Location: Nedlands

Role: Town Planning

The Esplanade at Nedlands Waterfront is a landmark mixed-use development that blends luxury living with hospitality offerings, including a bar, restaurant, café, and bottle shop. Rowe Group played a key role in redeveloping the historic Steve's Hotel into 37 modern apartments while preserving the site's heritage. The project's sensitive integration with the Swan River foreshore and strong community engagement led to its rapid commercial success, selling out in just two days. Recognised as a finalist in the UDIA WA Awards for Excellence, The Esplanade remains a significant urban planning achievement.





EAST & CO

Client: Berwick EVP Pty Ltd
Location: East Victoria Park
Role: Town Planning

Rowe Group played a key role in the East & Co development, a master-planned urban infill project designed to address Perth's "missing middle" housing gap. Appointed by our Client in 2018, Rowe Group successfully facilitated a Town Planning Scheme Amendment, enabling the development of 39 townhouses and 32 apartments on Berwick Street. Following Ministerial approval, Rowe Group secured subdivision and development approvals, working closely with the Town of Victoria Park and a multi-disciplinary team. Our comprehensive planning reports and stakeholder engagement ensured the project's smooth progression, culminating in approval by the Metro Inner-South Joint Development Assessment Panel in 2021.

REVUE ON WARATAH

Client: Village Cinema Dalkeith Pty Ltd
Location: Dalkeith
Role: Town Planning

Rowe Group played an essential role in securing planning approval for Revue on Waratah, a luxury residential development at the former Village Cinema site in Dalkeith. Approved by the Metro Inner-North Joint Development Assessment Panel in May 2020, the project features 14 upscale apartments across four levels, with three commercial tenancies on the ground floor. The design harmonises with the local landscape, incorporating gentle curves and a refined scale that enhances Waratah Avenue's community hub. Revue offers a blend of one-, two-, and three-bedroom residences, bringing a sophisticated touch to Dalkeith's vibrant streetscape.



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PANORAMA APARTMENTS

Client: Celtic Property Group
Location: South Perth
Role: Town Planning

Rowe Group successfully obtained approval for a six-storey residential development in South Perth for Celtic Property Group, set to deliver quality housing in the area. This achievement stems from a collaborative design phase with Hart Architects, alongside an effective engagement process with the City of South Perth and its Design Review Panel. The project, overcoming challenges of a small and constrained site, represents a significant milestone for the team.



RAFFLES WATERFRONT

Client: Multiplex Living
Location: Applecross
Role: Town Planning

The Raffles Waterfront is a 17-storey tower with 116 apartments, offices, and hospitality spaces. Rowe Group was instrumental in securing the complex approvals for this iconic development, overcoming challenges related to its heritage, proximity to the Swan River, and involvement of multiple government agencies. Through a mediated process, Rowe Group successfully guided the project to approval. Completed in 2006, Raffles Waterfront is now a key landmark in the City of Melville, recognised with a 2010 Planning Institute of Australia Certificate of Commendation for its “Hard Won Victory.”





MOSAIC ESTATE

Client: Parcel Property
Location: Balcatta
Role: Urban Design

Mosaic Estate in Balcatta, led by Parcel Property and planned by Rowe Group, is an urban infill development featuring single and two-storey homes across three precincts: Arise, Parkside, and Centro. Located in a desirable inner-city area enriched with parks, mature trees, and a new shopping complex, the project faced complex approvals from multiple government bodies. Despite challenges, including difficult soil conditions and fragmented landownership, Rowe Group navigated all necessary town planning approvals. Construction has begun, showcasing medium-density housing near established amenities contributing to the creation of a vibrant community.

INCONTRO

Client: Cedar Woods Properties Ltd
Location: Subiaco, former Wembley TAFE site
Role: Town Planning



Rowe Group played a key role in the redevelopment of the former Wembley TAFE site in Subiaco, assisting Cedar Woods Properties Ltd in creating a high-quality infill development. Rowe Group prepared the Local Development Plan, establishing a flexible yet structured framework that guided the site's transformation into a mix of townhouses and apartments. Engaging with DevelopmentWA and the City of Subiaco, Rowe Group navigated the complexities of planning and other approvals, ultimately securing development approval for 88 townhouses, 110 apartments, and public open spaces. This project provides a much-needed "missing middle" in Subiaco's housing landscape, with Rowe Group's strategic planning expertise contributing to its success.



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DALGETY WOOL STORES

Client: Match Group
Location: Fremantle
Role: Town Planning

Rowe Group was appointed by Match Group to secure approvals for the revitalisation of the historic Dalgety Wool Stores building in Fremantle, one of WA's most significant heritage wool stores. Embracing the site's heritage significance, Rowe Group recommended adding the building to the State Register of Heritage Places, ensuring a collaborative approvals process and addressing community concerns about demolition. The project resulted in a four-storey development with 220 warehouse-style apartments, preserving the original structural fabric and offering modern amenities. Rowe Group worked closely with the Heritage Council of Western Australia and City of Fremantle to deliver this iconic heritage conservation project.



FRINGE ON WILLIAM

Client: Parcel Property / ABN Group
Location: Mount Lawley
Role: Town Planning

Fringe on William is a boutique apartment building earmarked for the corner of William Street and Alma Road in Mount Lawley, approximately 2 kilometers from the Perth Central Area. It is within walking distance to the cafés, restaurants, shops and bars of Beaufort Street and a short stroll to Hyde Park.

Rowe Group was appointed by Parcel Property and ABN Group to coordinate all necessary statutory approvals for the development consisting of 48 residential dwellings, including 27 single bedroom dwellings and 21 two bedroom dwellings.





THE BELLEVUE

Client: Visionaire Group
Location: West Perth
Role: Town Planning

Rowe Group was instrumental in securing Town Planning approval for The Bellevue, a successful refurbishment of this iconic 1960s Kings Park apartment building, Sunny Meed. Working closely with Visionaire Group, Rowe Group facilitated the remodel and extension of the building, which now includes 10 full-floor apartments with expanded residential floor areas. The Bellevue's transformation, recognised with the Urban Renewal and Rising Star Awards, showcases Rowe Group's expertise in navigating complex planning processes to deliver high-quality urban renewal projects.

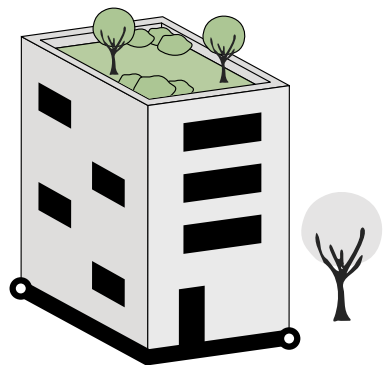


ADOR APARTMENTS

Client: Mirvac
Area/Location: Burswood
Role: Town Planning

Rowe Group was engaged by Mirvac to assist with a development approval for Ador at The Peninsula, Burswood. The Peninsula is undergoing an exciting period of transformation and we are proud to be playing a role. Rowe Group, with Mirvac Design and the project team were able to secure unanimous Metro Inner-South JDAP approval for an 8-storey multiple dwelling development within the Burswood Lakes Structure Plan area.





Managing the cost and feasibility of a high-density project is a critical component of successful delivery. Proven Project Management oversees this stage, ensuring that construction aligns with the financial and operational goals of the development. From budget management to coordination with contractors, we deliver projects that not only meet client expectations but also maximise efficiency and quality throughout the construction phase.

KINGDOM APARTMENTS

Client: Lex Kingdom Pty Ltd

Location: South Perth

Role: Project Manager

Proven Project Management was engaged to assist in the redevelopment of a prime riverfront site in South Perth, transforming it into a luxury five-level residential apartment complex. Proven's role encompassed managing all statutory approvals, including securing permission for over-height development, and overseeing project management from contractor procurement to the coordination of specialist sub-contractors and sub-consultants. Acting as the project superintendent, Proven also guided the strata title process with the City of South Perth and the WAPC, delivering both the built structure and individual "whole of floor" strata titles, along with communal rooftop recreation facilities.





HARMONY APARTMENTS

Client: Harvest Properties

Location: Cockburn Central

Role: Project Manager

Proven Project Management played a pivotal role in the successful delivery of Stage 1 of the Harmony Apartments development in Cockburn Central. Initially, development and subdivision approvals were secured for 77 residential apartments and 350m² of commercial space. Following builder appointment for design and construct, Proven Project Management expertly handled the clearance of conditions for the super lot subdivision. This role included coordinating road upgrades, managing MRWA road widening, and addressing developer contributions, ensuring the smooth progression of the project.

RIVERWALK APARTMENTS

Client: Rockport Management Pty Ltd

Location: South Perth

Role: Project Manager

Proven Project Management managed the Riverwalk Apartments project, which features 12 luxury apartments in Como. Engaged from the early stages, Proven provided feasibility reporting and navigated a challenging construction environment due to site constraints. Overseeing full project management and contract superintendency, Proven successfully delivered this development, demonstrating our capability to exceed client expectations—despite complex conditions.



MOJO URBAN LIVING

Client: Westpro Management Pty Ltd

Location: Cockburn Central

Role: Project Manager

The exciting project includes over 230 medium density lots providing for townhouses and small lot product in close proximity to Cockburn Central train station and the Cockburn Gateway regional centre.

The project is a showcase for new urban living and has included a collaborative design approach with key builders to ensure the right product is produced. The development will include two significant parks, the upgrade and widening of Muriel Court and the provision of elements of the regional drainage network.



Riviere Residences, Applecross

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