





By HELM



What's in a name?

Well, in the case of HELM's latest and most poignant development *Austin*, it's a homage to more than a century of family history.

Born in 1894, Austin William Edwards was a decorated WWI Lighthorse Infantryman who overcame a gunshot wound while fighting in Egypt to pioneer a construction dynasty that still proudly bears his name.



The business began in 1921 in the most humble of ways, with Austin labouring long and hard to build a spec cottage in Eastwood. On weekends younger brother Silas - also a licensed carpenter - would give him a hand.

By 1925 Austin's reputation for quality and integrity had spread, enabling Silas to join A W Edwards as its first full-time employee. Within a few years the company had expanded to a workforce of 40 and the future looked assured. Then the worldwide Depression hit.

A W Edwards was one of the few businesses to survive... barely... and today it remains one of the oldest and most successful companies in Australia.

The Northbridge Connection.

Now up to its fourth generation, A W Edwards holds an indelible bond with Northbridge and the building which HELM invites you to consider as your new home, *Austin*.

The Edwards family moved to the picturesque suburb in the mid-1930s while the company built the clubhouse on the Northbridge Golf Course. Some 50 years later A W Edwards purchased a four-storey commercial building on the corner of Sailors Bay Road, Harden Avenue and Timms Lane which became its corporate headquarters.

The building had been designed in the ‘brutalist’ style, certainly not one of the more attractive architectural genres, but the foundations and structure were solid and dependable, just like A W Edwards. Here the company flourished, completing such prestigious and diverse projects as the Victor Trumper, Noble and Bradman Stands at the Sydney Cricket Ground; the Ritz Carlton Hotel in Macquarie Street; the Concourse Chatswood; the White Bay Passenger Terminal; the Metro rail hub at Crows Nest; the Bankstown Civic Centre; Queenwood Girls School at Balmoral; Norwest Private Hospital; Manning Base Hospital in Taree; the Nan Tien Buddhist Temple in Wollongong; restoration of the Queen Victoria Building; and a range of sporting venues for the Sydney Olympics.



In 2010 Austin’s grandsons, Bruce and Malcolm Edwards – along with Mark Monk – seized upon a gap in the Sydney housing market to launch HELM. Underpinned by the financial strength, stability and construction expertise of the Edwards Family, HELM quickly became a leader in developing spacious, luxurious apartments within boutique-size buildings in convenient Sydney locations for affluent empty nesters and downsizers.

In HELM’s pursuit of exceeding expectations, *Austin* continues its journey for those who appreciate the finer things in life.

Austin. Reward yourself.

Position. Proximity. Parklands.



There are few suburbs in Sydney that combine the convenience, prestige, amenities and natural beauty of Northbridge. In fact, there is very little that Northbridge lacks.

The privileged peninsular lies north of a landmark suspension bridge that has majestically straddled Tunks Park gorge since 1892. Filtering down to the pristine waters of Middle Harbour, this private pocket looks and feels like a secluded sanctuary, yet it is conveniently positioned within three sets of traffic lights of the Sydney CBD, and easy reach of the retail and business hubs of North Sydney, Crows Nest, and Chatswood.

Northbridge ambles at a more leisurely pace than its bustling neighbouring suburbs, with community harmony being a proud touchstone. Having just one major artery and no through traffic ensures Northbridge will remain a serene environment in great demand, containing some of Australia’s most exclusive real estate.

It has a modern shopping centre with a full-line supermarket, cafes, and specialty stores. Fine restaurants, butchers, gyms, a medical centre and a hotel.



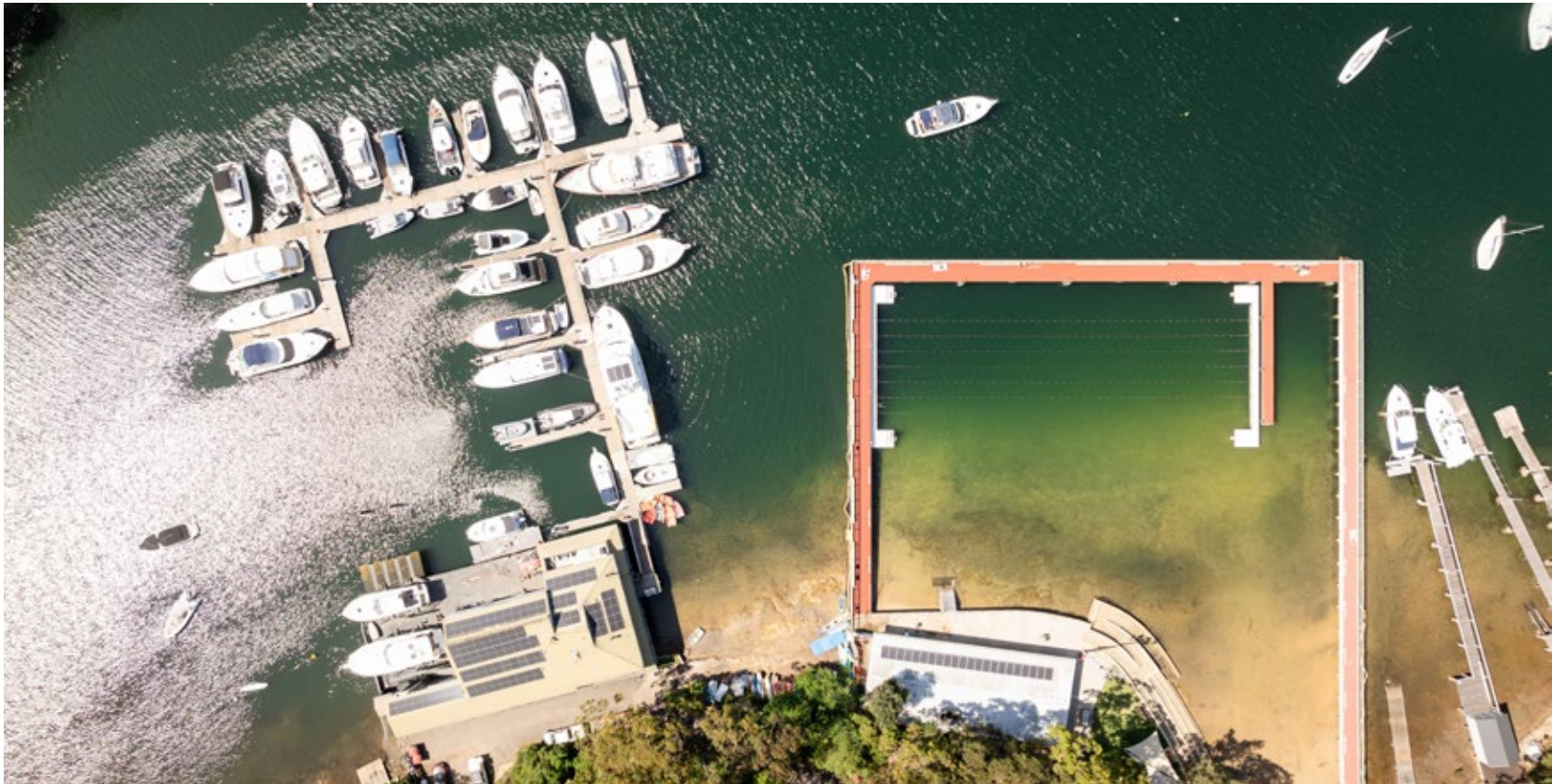


But Northbridge’s most cherished drawcard is its parks, playgrounds, walking tracks, native flora, and open spaces. Opportunities abound for relaxation and cultural enjoyment.

Sporting facilities are many and varied in Northbridge, including an 18-hole golf course (where the A W Edwards-built clubhouse still stands majestically), a sailing club, a marina, the famous Northbridge harbour swimming baths, tennis courts and rugby, soccer, and cricket grounds.

The nearby Leisure Centre has a heated swimming pool, spas, a gymnasium, basketball, and netball courts, plus baseball and softball fields.

Northbridge is also well served for educational facilities, with a public school, a Catholic school and a private school, while regular bus services provide efficient links to the City CBD and the North Shore rail and Metro network.



AUSTIN

NORTHBRIDGE



A daring vision. A private passion.

While each HELM custom-created development tells its own unique story, none contain the company's *raison d'être* like *Austin*. This is where HELM started and where the dream to offer Sydneysiders a greater lifestyle choice began.

Northbridge has been starved of apartment opportunities over the past two decades. Little has been built — and nothing of the quality of *Austin*.

Comprising 12 generous two-bedroom and three-bedroom apartments and one superb penthouse, *Austin* sets a new benchmark for this much-loved suburb, combining functional, fully-integrated living spaces, facilities and floorplans with design innovations and construction experience gained from past HELM award-winning developments.

Blessed by being a corner site, the boutique building will be bathed in natural light and airflow and take full advantage of unrestrained views stretching 270-degrees, north, south and west.



Visually the sculptured *Austin* radiates class and comfort; sublime in its simplicity; top quality, tactile and considered. Curvaceous masonry corners, recessed elements, fixed vertical privacy screens, translucent balustrades, expanses of ephemeral glass and a restrained colour palette are hallmarks of the building's sleek linear lines.

Deep planter boxes on the western perimeter will overflow with greenery, mimicking hanging gardens and softening the built form. Laser-cut metal screens along Harden Avenue will stylistically mask the two levels of parking and bookend a green wall of lush vegetation, further enhancing the streetscape.

Austin is a pet friendly building offering optimum peace of mind through a responsive security system. A colour video security intercom at the pedestrian entry and the entries to the parking levels connects to each apartment, and there is CCTV at the pedestrian entry, in the lift, and in the lobbies of all levels. A lock box within the building entry ensures secure parcel delivery without the expense of a concierge service.

Vehicle access to *Austin* is via Timms Lane, and the 16 undercover parking bays allow provision for universal charging points for electric cars.

Austin.
An astute investment in
a treasured lifestyle.



Created for the discerning.

Perhaps John Keats summed it up best when he wrote ‘a thing of beauty is a joy forever’.

Austin is a beautiful building that will be beautiful to live in. This limited collection offers classic comfort in 12 superb apartments and one majestic penthouse. All are unashamedly aimed at owner-occupiers, which negates potential issues that can arise in less salubrious residential buildings where renters come and go regularly.

Austin follows the tried and tested HELM mantra of flowing floorplans, copious storage options, and minimal wasted space. The two-bedroom apartments are 87 square metres internally with perfectly positioned balconies to maximise privacy. The three-bedroom apartments range from 125 to over 170 square metres internally, plus substantial terraces. Some layouts include a study and home theatre.

The type of apartment is yours to decide. But rest assured, the plush aesthetic flowing through every room will be a feast for your eyes.



Austin. Your forever home.



Expand your horizons

Step inside an *Austin* apartment to the soothing symmetry of sophistication and a serenade of silence.

The commercial grade double-glazed windows and doors, acoustically-engineered floors, walls and services ensure your retreat is a private oasis comfortably moderated year-round by natural ventilation and, if needed, fully ducted reverse-cycle air conditioning.

Bathed in an airy ambiance, the rooms are a cohesive blend of coziness and substance, with your choice of two interior colour schemes. The comfort emanates from an evocative sense of timeless elegance and traditional values, so richly coveted as we age. The functionality is ingrained in plentiful power and data points, comprehensive wiring for modern technology, LED downlights, and well appointed laundry facilities. Select apartments also incorporate a study with built-in joinery.

Embrace the space. Expansive windows showcase beguiling views that sweep south over the CBD, North Sydney, and St Leonards skylines to the verdant vistas of the north, and west to the Chatswood skyline and beyond. Sensibly, moveable louvre screens are affixed to the windows along the western boundary. Controlled with push-button ease, they can adapt to the changing seasons and improve thermal insulation year round.

Expand your horizons even further by venturing onto the terrace to watch the setting sun spread across the western sky. Each main balcony or terrace has a water tap and a gas point for connection to a barbecue or a heater. And in keeping with the HELM philosophy of visual and acoustic purity, the air conditioning system's normally intrusive condenser unit is not located on the balcony, so you won't be tripping over it like less well designed developments.



ACTUAL VIEW



*Austin.
Your domain of delight.*

Epicurean perfection.

A HELM kitchen is much more than a place to “feed the troops”; it is the heart of the home where you craft culinary delights, create memorable moments with your loved ones, and gravitate around when your friends drop over.

Strategically located to permit easy access to, and interaction between, the living and dining areas, each kitchen at *Austin* is a carefully curated fusion of fashion and functionality. Rich natural materials, tactile textures, subtle accents, custom cabinetry and bespoke nuances combine with such practical features as hard-wearing floors, sturdy undermount sinks, adjustable pantry shelving and inventive storage solutions.



At your fingertips are such leading Miele appliances as a pyrolytic self-cleaning oven, a steam/microwave combi oven, an induction cooktop, a warming drawer, an externally ducted rangehood and a dishwasher.

An integrated Fisher & Paykel fridge with a built-in icemaker, an integrated Sub-Zero wine fridge, and a Zip mixer for instant boiling, filtered and sparkling water are further standard inclusions.

*Austin.
Where fashion meets function.*





Pleasure at your leisure.

Of all the pleasures offered at *Austin*, the master suite is where you'll spend most time.

Sophisticated lighting sets the mood while plush, premium quality wool carpet tempts you into casting aside footwear. Your oasis of calm easily fits a King size bed, and the spacious, well illuminated walk-in robe has woodgrain internals and soft-close doors and drawers.

As comforting as it is luxurious, every square metre has been designed for privacy and contemplation; it is the ultimate shelter from the outside world; the perfect place to rest, relax and retire.



Your personal haven.

If you look up the word “sanctuary” in the urban dictionary chances are you’ll find a photo of a HELM bathroom.

Cocooned in a pristine shell that an oyster would envy, the pampering starts when your bare feet touch the heated flooring.

So, what will it be today: a long soak in the freestanding bath or a shower under the ‘rain’ drencher?

The pampering continues when you wrap yourself in a warm fluffy towel from the heated wall rail and make full use of the five-star appointments at your fingertips. Among them are mirrored vanities with Villeroy & Boch ceramic undermount basins, a marble benchtop, premium Italian wall and floor tiles, handmade Japanese mosaic feature tiles, artisan touches and meticulously planned illumination that minimizes shadows and shows you in your best light!

Ah yes, a HELM bathroom is the ultimate payoff for a lifestyle you so richly deserve.



*Austin.
Rest. Relax. Recharge.*

Joys of the highlife.

Perfection begins at the top, and HELM is proud to proclaim that the penthouse at *Austin* is the finest it has ever designed. When you appreciate the awards and accolades bestowed upon previous HELM developments you'll understand that mere descriptions of the opulence can only convey tepid representations.

Boasting three bedrooms with ensuites, a study and an owner's retreat, this 245 square metre penthouse is a symphony of space and light; a private domain of artistic expression and unrivalled refinement fingertip-controlled through a Dynalite home automation system - and it's all on the one level.

Prosperity, and convenience, live here.

As your favourite music fills the air from the Sonos sound system you make your way to the living quarters. Hypnotic flames flicker wistfully from an integrated gas fireplace, gently warming and creating an inviting ambiance. The glass-fronted walk-in cellar with custom joinery and feature lighting beckons you to decant a red.



But what's a fine wine without an accompaniment?

Look no further than the gourmet kitchen brimming with the finest Miele appliances, a Sub-Zero refrigerator, a fully-equipped butler's pantry with full height Sub-Zero wine fridge, and an expansive island benchtop. This kitchen is an entertainer's dream. And even when it's not being used it is a delight simply to admire.



For most people the ultimate joy of living at the pinnacle of *Austin* will be the 92 square metre terrace that envelopes the penthouse like a mother cradling her newborn. Offering 270-degree vistas that are a highlight reel of Sydney's beauty and of *Austin's* connection with nature, the terrace comes replete with a built-in Wolf barbecue, a beverage fridge, an audio speaker system, and heaters mounted in the ceiling soffits to provide year-round outdoor comfort.

At the southern-most end of the penthouse is a sumptuous retreat with a built-in bar. Opening on to the wraparound terrace, it can be set-up as a cinema, an office, a meeting room or simply a chill-out space.

Can you picture yourself watching New Year's spectacular fireworks display from your private vantage point?





The exuberant primary suite offers the chance to soak in the spa-like bath or rejuvenate under the refreshing rain shower, all the while catching views of the CBD and Harbour Bridge. The Venetian plaster wall is another eye-catcher.

Mere steps away is an expansive dressing room where your every garment will find its place. Designed with practical pull-out storage and hanging spaces, custom shelving, illuminated displays, bespoke features and a make-up nook, it offers a co-ordinated solution, even for the most extensive wardrobe.

*Austin.
Elevating luxury living.*

Austin Features

LUXURIOUS INCLUSIONS

- + *Austin* is being developed and constructed by the multi award-winning development team of HELM
- + HELM controls every aspect of the development and construction process, which is why they consistently achieve such high quality projects and win so many State & National Awards
- + Every apartment has been individually designed and specified for the owner-occupier
- + Floorplans are functional and efficient, with minimal wasted space and plentiful storage
- + Each apartment’s design maximises privacy
- + The open plan design strategically-places living and dining rooms which seamlessly transition between indoor and outdoor living spaces
- + Generous outdoor balconies/terraces expand entertaining options
- + Commercial grade powder coated windows and full-height sliding and stacking glass balcony/terrace doors have been strategically positioned to maximise natural light & ventilation
- + All windows and doors are double glazed, providing superior acoustics and thermal insulation
- + Miele appliances have been chosen for their design, energy efficiency and reliability
- + Sub-Zero wine fridges provided to all apartments
- + Individual reverse cycle, fully ducted air conditioning; with no condenser unit being located on balconies/terraces
- + Soft close hinged polyurethane painted wardrobe joinery doors, with woodgrain internal joinery and internal LED strip lighting to every bedroom
- + Generous main bedrooms have been designed to accommodate king size beds, while second and third bedrooms accommodate queen size beds
- + LED downlights and light fittings throughout
- + Provision for electronic blinds and recessed pelmets, generally
- + Select apartments incorporate a study with built-in joinery, woodgrain bench, under bench drawers, polyurethane painted doors to overhead cupboards along with power and data points for high speed internet connection
- + Each apartment is comprehensively wired for modern connectivity, including high-speed NBN internet, TV, USB, data, Foxtel-ready Pay TV provisions, and telephone points in key rooms (living, master bedroom, home theatre, retreat, study), and all connections routed to a central patch panel for maximum networking flexibility
- + Each apartment contains a laundry or laundry cupboard with a Miele TwinDos washing machine and Miele heat-pump tumble clothes dryer (condenser plumbed), and additional storage space including overhead cupboards, under cupboard hanging rail (where applicable), heated flooring to laundry rooms, built-in custom joinery benches with premium porcelain or Sintered Stone benchtops and splashback, and a Villeroy & Boch ceramic undermount sink
- + Car parking is contained within a secure basement
- + Storage is provided within the basement for select apartments
- + Colour video security intercom is provided at the building and car park entries with connection to each apartment
- + CCTV in the lift lobby for all levels, at the main pedestrian entry and the entry to the basement car park
- + Provision for electric car charging points has been provided to all parking spaces, to allow for future connection (1 point per apartment)
- + No embedded networks, allowing freedom of choice for service providers
- + All apartments are easily accessible for persons with a disability or wheelchair
- + A lock box for parcel delivery is provided within the building entry

Schedule of Finishes

INTERNAL FINISHES

BEDROOMS/LIVING AREAS

- Floor – Living Area:** European oak timber flooring
- Floor – Bedrooms:** Cavalier Bremworth 100% wool carpet with premium underlay
- Apartment Entry Door:** Oversized solid core woodgrain fire rated door
- Study (if applicable):** Built-in joinery; consisting of woodgrain bench, under bench drawers and polyurethane painted doors to overhead cupboards. Power, phone, and data points located below bench
- Wardrobes:** Soft close hinged polyurethane painted joinery doors with woodgrain internals to built-in robes; robes fitted out with LED strip lighting, Blum soft close drawers, 25mm shelves and shoe drawers
- Storage Cupboards:** Soft close hinged polyurethane doors provided to storage, linen, and broom closets with double power point in the broom closet
- Intercom:** A colour video security intercom is provided
- TV Joinery Unit (if applicable):** Low height custom made TV joinery unit with marble benchtop and woodgrain joinery doors
- Wall Mounted TV Provision:** An in-wall duct is provided in the living area to allow concealed cables to connect your TV and your sound system
- Sliding Doors:** Full-height, double glazed, powder coated commercial grade, aluminium framed
- Light Fittings:** Feature LED downlights. Living and dining area lights are dimmable. Master bedroom has dedicated dimmable reading lights above bed and switchable from bedside
- Blinds:** Provision for electric blinds with recessed pelmets
- Ceiling:** Painted plasterboard
- Cornice:** Shadow-line or square set
- Walls:** Painted plasterboard over masonry, generally
- Skirtings:** Timber skirtings

ENSUITE/BATHROOM/POWDER ROOM

- Floor:** Premium Italian porcelain tiles
- Heated Flooring:** Heated flooring provided to each ensuite, and bathroom
- Heated Towel Ladder/Rail:** Heated towel ladder or rail provided to each ensuite and bathroom
- Bath:** Kaldewei white free-standing pressed metal oval bath with integrated bath filler
- Shower:** Villeroy & Boch shower system, including overhead drencher and hand held shower wand on slide rail
- Shower Screen:** 10mm frameless glass shower screen
- Basin:** Villeroy & Boch white ceramic undermount basins
- WC Suite:** Villeroy & Boch white ceramic suite with soft-close seat
- Bath/Basin Tapset:** Villeroy & Boch brushed nickel mixer
- Accessories:** Villeroy & Boch brushed nickel hand towel rail and toilet roll holder
- Over Bench Cabinets:** Mirrored over bench cabinetry to ensuites with LED lighting under
- Mirror:** LED backlit mirror to bathrooms and powder rooms (if applicable)
- Benchtop:** Marble (or porcelain option) with 120mm apron
- Vanity Joinery:** Custom made woodgrain joinery with Blum metal soft close drawers
- Light Fittings:** LED downlights. Motion sensor night lighting to all ensuites, bathrooms and powder rooms (if applicable)
- Walls:** Premium Italian porcelain tile
- Feature Tile:** Premium Handmade Japanese mosaic
- Ceiling:** Suspended painted plasterboard
- Floor wastes:** Full-length stainless steel linear grated drains to showers

Features & Finishes



Schedule of Finishes

INTERNAL FINISHES

KITCHEN APPLIANCES

- Oven:** Miele H7464 BP pyrolytic moisture plus oven – obsidian black or champagne pearl
- Combi-Microwave Oven:** Miele H7440 BM speed oven with microwave - obsidian black or champagne pearl
- Cooktop:** Miele KM7576-2 FL 800mm PowerFlex induction cooktop
- Warming Drawer:** Miele ESW7020 290mm high gourmet warming drawer – obsidian black or champagne pearl
- Rangehood:** Whispair Monte Carlo undermount rangehood. All rangehoods are vented externally
- Dishwasher:** Miele G7659 SCVi fully integrated AutoDos dishwasher XXL with extra height for wine glasses and pull-out 3D cutlery tray
- Refrigerator/Freezer:** Integrated French Door Fisher & Paykel series 7 with ice maker
- Wine Fridge:** 2 Bedroom Apartments – Sub-Zero 42 bottle underbench integrated wine cabinet (Model No. ICBDEU2450)
- Wine Fridge:** 3 Bedroom Apartments – Sub-Zero full height 102 bottles integrated wine storage cabinet (Model No. ICBIW-24). Two wine fridges provided to select apartments

KITCHEN

- Island:** Marble (or porcelain option) island benchtop with woodgrain feature joinery
- Floor:** European oak timber flooring
- Pantry:** Built-in multi shelved pantry fitted with 25mm adjustable shelves and soft close drawers
- Backbench & Splashback:** Premium porcelain
- Kitchen Mixer:** Zip Celsius all-in-one arc – boiling, chilled & sparkling filtered water, plus hot & cold washing up water, brushed nickel finish
- Kitchen Sink:** Stainless steel Abey Piazza double bowl undermount sink
- Kitchen Drawers:** Blum metal soft close function
- Cupboard Fronts:** Two-pack polyurethane, with feature woodgrain to nominated joinery
- Cupboard Handles:** Solid brass linear pull handles with a brushed nickel electroplated finish provided to fridge, pantry, and storage. Splayed drawer and door edges provided to remaining joinery
- Accessories:** Cutlery tray, 2 x 32 litre waste and recycling pull out soft close bin drawers
- Ceiling:** Painted plasterboard ceiling
- Light Fittings:** LED downlights and feature LED strip lighting to cupboards over cooktop bench
- Walls:** Painted plasterboard

LAUNDRY ROOM/LAUNDRY CUPBOARD

- Washing Machine & Clothes Dryer:** Miele TwinDos washing machine and Miele heat-pump, condenser plumbed tumble clothes dryer
- Joinery Cupboards:** Custom-made joinery, woodgrain doors to under bench cupboards and polyurethane painted joinery doors to above bench cupboards
- Under Cupboard Hanging Rail (where applicable):** Brushed nickel under cupboard hanging rail
- Benchtop & Splashback:** Premium porcelain or Sintered Stone
- Mixer:** Villeroy & Boch brushed nickel mixer tap with pull out spray
- Tub:** Villeroy & Boch Cisterna ceramic undermount sink
- Floor:** Premium Italian porcelain tiles
- Heated Flooring:** Heated flooring to assist in drying items in laundry rooms
- Floor Wastes:** Square polished with tile inlay
- Skirting Tile:** Tiles to match floor
- Ceiling:** Suspended painted plasterboard
- Walls:** Painted plasterboard

GENERAL

- Air Conditioning:** Ducted reverse-cycle air conditioning to living and dining rooms. Individually controlled ducted reverse-cycle air conditioning to each bedroom. Condensers are not located on balconies/terraces
- Hot & Cold Water and Gas Metering:** Each apartment’s individual hot & cold water meter and gas meter will be read remotely for meter readings. Meters are located in lift lobbies
- Hot Water System:** An environmentally sensitive gas-fired hot water ring main system is provided in the basement
- Internet Broadband:** All apartments will be wired to allow high speed NBN internet connection
- Internet TV:** A cable connection is provided to the living room and all bedrooms to allow for internet TV. Each internet point is wired back to a central patch panel for networking capabilities within each apartment
- Pay TV:** Provision for Pay TV to the living room, home theatre (if applicable) and master bedroom to enable Foxtel connection
- Telephone, Data and TV Connection:** A Data and TV point are provided to each bedroom. A telephone point is provided to the master bedroom and study
- Telephone System:** Each apartment will be wired to provide two separate lines, i.e. telephone, and computer modem to all living room, master bedroom and study
- USB Charging:** USB charging point powerpoints to bedrooms, kitchen, and study
- Internal Doors:** Oversized solid core doors
- Door Hardware:** Architecturally designed
- Lighting:** LED downlights, generally

LOBBIES

- Lobby:** Feature stone wall and/or timber
- Main Entry Door:** Secure glass pivot entry door
- Floor:** Premium Italian porcelain tiles
- Door Number:** Architecturally designed
- Lightings:** Feature LED lighting and emergency lights
- Ceiling:** Plasterboard/set concrete painted
- Walls:** Masonry and plasterboard lined/render, plaster and painted

LIFT

- Floor:** Quartz stone tile
- Security Access:** Key fob sensor for secure access to each level
- Camera:** Security camera in lift
- Padded Lift Protection:** Provided for removalists and tradesmen use
- Lighting:** LED downlights
- Doors:** Stainless steel
- Ceiling:** Stainless steel
- Walls:** Stainless steel/colourback glass

ACOUSTICS

- Glass:** Acoustic treated double glazing to all external windows and sliding doors
- Floor:** Acoustic underlay installed under solid timber flooring and tiles
- Party Walls:** Engineered to exceed National Construction Code acoustic requirements
- Services:** Acoustically treated drainage pipework

CAR PARKING

- Parking:** Car parking is contained within a secure basement
- Parking Double Power Point:** Provided to each apartments carparking area
- Visitors Parking:** 3 visitor parking spaces in secure basement with remote access from your apartment
- Bike Storage:** To select apartments and visitors
- Refuse Room:** Provided within basement
- EV Charging:** Provision for electric vehicle charging to each car space, to allow for future connection (1 single phase point per apartment)

EXTERNAL FINISHES

- Private Outdoor Balconies/Terraces:** Premium Italian porcelain tiles
- Louvres:** Powder coated aluminium privacy louvres (where shown)
- Landscaping:** Landscaped planters are irrigated
- Windows/Sliding Doors:** Full-height, double glazed, powder coated aluminium framed, commercial grade
- Feature Elements:** Decorative woodgrain aluminium roof soffit lining to apartment balconies/terraces. Motorised external blinds, glass, stainless steel, aluminium louvres, rendered and painted masonry
- External Gas Point:** A gas point is provided to each main balcony/terrace to enable a barbecue or heater to be connected
- Water Tap:** Provided to the main balcony/terrace
- W/P External Double Power Point:** Provided to the main balcony/terrace
- Main Roof:** Concrete slab with thermal insulation and sheet membrane system
- Walls:** Masonry and/or concrete rendered and painted, with stone cladded feature walls

ADDITIONAL FEATURES

Security:

- Colour video security intercom at main entry and garage entry, with a colour video station provided to each apartment
- Car park security access with auto-entry main garage doors
- Security cameras to ground floor lobby, lift, car park entrances, basement, and ground floor entry from car park
- Lift security key fob access to apartment levels
- Keyed sliding door and window locks
- A lock box for parcel delivery is provided within the building entry

Environmentally Sustainable Design (ESD) Principles:

- Austin* is an adaptive reuse of the pre-existing building, supporting ESD by conserving resources, reducing waste and minimising embodied carbon through reuse of materials
- The design specification focuses on reducing recurrent costs
- Solar panels will supplement power to communal areas
- Energy-saving sensor lighting system to basements and lobbies
- The hot water system is a commercially designed, environmentally sensitive, gas-fired ring main system
- Carbon monoxide and temperature monitoring is provided in the basement
- Large overhanging balconies provide sun shading, as do adjustable screens and louvre systems (where shown)
- Concrete roof, thermally insulated with sheet membrane system
- Double glazed windows and doors throughout
- Provision for EV car charging, to allow for future connection
- Indigenous plants have been chosen for their drought resistance



“HELM is one of the four most trusted developer/builders in NSW.”
David Chandler OAM, former NSW Building Commissioner

HELM was established in Northbridge in 2010 with the prime focus of servicing Sydney’s luxury owner occupier market. The Lower North Shore is HELM’s ‘sweet spot’ with seven developments, two of which are nearing completion, Reverie Mosman and Élevé Cremorne. HELM’s completed developments have elevated architectural standards and surrounding property values.

Esque Mosman, Laurier Cremorne and Muse Neutral Bay were each judged to be Australia’s finest Medium Density Developments (in 2015, 2017 and 2020 respectively) by the Urban Development Institute of Australia (UDIA) or the Urban Taskforce of Australia.

HELM has been able to maintain high standards because it embraces a holistic approach and uses in-house teams of development, design and construction managers along with a dedicated construction team. This allows HELM to control every aspect of its projects.

Driven by a desire to create innovative, inspirational and everlasting environments, backed up by the guarantee of fastidious after-sales service and support, HELM is unlike most Sydney developers.

Operating on the philosophy of quality over quantity, HELM creates just one boutique-size development per year on average. Because they are financially strong with their own teams of craftspeople, HELM can control every aspect of a project, from conception to completion.

So, when you buy from HELM it is as much an investment in a coveted lifestyle as it is a sound financial investment.

HELM’s commitment to innovative architecture, quality materials, proven construction methodology, focus on recurrent costs and meticulous attention to detail has been generously recognised by Government bodies, such as iCIRT (Independent Construction Industry Rating Tool) and the NSW Building Commissioner.



Scan QR Code to
view HELM video



Independent Construction Industry
Rating Tool (iCIRT)

The NSW Government introduced the Independent Construction Industry Rating Tool (iCIRT) in 2021 to give consumers greater clarity when considering an off-the-plan purchase.

This internationally recognised and regulated system calculates its ratings after rigorously investigating each company’s:

- + track record
- + capital risk and financial stability
- + risk management processes
- + business and procedural practices
- + ownership structure
- + past behaviour of its Directors

The result is a star system which essentially indicates the trustworthiness of a company. The more stars a company has the more confidence consumers can have in their competence.

4.5 Gold Star Rated Developer & Builder

HELM is part of a select group which has received one of the highest iCIRT evaluations to date – 4.5 gold stars out of five, with the former NSW Building Commissioner David Chandler OAM declaring: “HELM is one of this State’s quality developers.”

As HELM does not develop in other States and specialises in Medium Density Development, the rating criteria precludes HELM from achieving 5 stars.



Scan QR Code to
view iCIRT video



When HELM undertakes a development it’s with the confidence that comes from experience and knowing its processes are tested and proven.

Each new development begins with the discovery of a site in a prime location that is surrounded by services and facilities to enhance the joys of life. Then, using HELM’s intuitive grasp of what the public wants, it’s a long and intricate journey to fully unlock the potential of the location and deliver premium and sustainable living environments.

The end result not only evokes admiring glances and wins industry awards but, much more importantly, it provides people with homes of which they can be proud.

From initial concept to final delivery, every HELM development is characterised by exceptional attention to detail.

Developer & Builder



“The first thing we are pleased about is quality and excellent finish. It can happen that friends will give ‘warning advice’ during the wait from sighting plans to completion.

We were very lucky when personal friends and relatives at different times assured us they knew of HELM and we were in good hands. This was absolutely correct. We are thrilled with the design of our chosen new home, the use of space and flow for everyday living. During our wait for completion HELM answered all our queries, gave us information and even changed one wall for the benefit of space and usage. We are quite delighted with our choice.”

Jane & John Pickhaven, Muse purchasers



“We didn’t expect that buying-off-the-plan and moving into an apartment for the first time would be so easy. Dealing with HELM has been a fantastic experience. They guided us

through every step, and if there were any problems HELM solved them promptly and without fuss. Our apartment is of the highest quality, but this wasn’t a surprise having been shown through a finished apartment at the nearby Bayview Ramsgate Beach development before we made up our mind to buy. We are very happy here for many reasons.”

Tony & Anna Allen, Encore purchasers



“From beginning to end every aspect has been fantastic. I’ve not a single complaint. HELM’s attention-to-detail has been meticulous – including a two-hour walk-though of the

Sam Rees, Muse purchaser

“The word that best describes HELM to me is integrity. Everything they do pre-and-post sale is customer-focussed and professional. Unlike many developers who ‘go missing’ once settlement occurs HELM maintains a liaison person on site who is hands-on to ensure things go smoothly. HELM staggered the moving-in times among the new residents and kept a parking space free for a removalist van so there was no confusion or delays. The Muse hand-over package contained all warranties and relevant contact details, and we received instruction on how to operate our new appliances.”

Bob Seidler AM, Muse purchaser



“Security and ease of being able to lock-up-and-leave to travel were foremost in our minds when we made the decision to downsize. Our investigations revealed that the reputation

of HELM was impeccable and that they were leaders in their field of high-end apartments for owner-occupiers. HELM hasn’t skimped on anything, everything is top of the line. There is heaps of storage, the apartment is very quiet, and the attention to detail has made our decision to move even more appealing. Living here is absolute bliss.”

Tony & Ryann Michaels, Laurier purchasers



“Our apartment has certainly met all our expectations, and beyond. It’s only now, a couple of weeks after settlement, that we are beginning to appreciate the huge task it must have

been, let alone to complete the building itself, to deal with 17 different groups of residents, each with their own queries and levels of stress! We also really appreciate the effort to compile the ‘welcome pack’ which we are slowly making our way through.”

Louise & Brian Robertson, Trésor purchasers



“When you deal with HELM you get this sense of family which is very reassuring. Quality is of paramount importance to them, and they are always willing to oblige. Because downsizing

into an apartment is such an important decision we were naturally apprehensive, but HELM kept us fully informed every step of the way.”

Stephen & Kim Levy, Laurier purchasers



“Before you buy any property off-the-plan it’s vitally important that you look at a developers’ previous work, and talk to occupants of these buildings if you can. We were lucky

enough to know people who lived in two previous HELM developments, so we inspected their apartments and also gained ringing endorsements about the company’s standard of service. HELM is professional and proud of their workmanship, and this reflects in the number of awards they have won. I know that they only undertake an average of one project per year so they don’t over-commit their resources, and they have their own skilled tradespeople controlling every stage, from concept through to completion.”

Michael & Joanne Sidoti, Encore purchasers

What our purchasers say about HELM.

Our purchasers are an astute group of highly successful professionals. The majority of them have completed new homes and renovations and as such know how hard it is to achieve high quality in construction. The following comments are a testament to the approach we take to every development we put our name to.

Our owners are our greatest asset.



“HELM is one of those rare developers who seem more focussed on customer satisfaction than profit. We are delighted with their service and support.

They helped co-ordinate our move, provided a detailed handover package, and made some changes we requested to our apartment – all at no cost.”

Susan & Paul Hewson, Esque purchasers

“Having decided to downsize we found an off-the-plan apartment we thought would be suitable. However, when it was completed we realised it wasn’t the location we wanted to live in, so we on-sold it. That’s when we were lucky enough to discover the HELM difference. Laurier is a boutique building in an energising location where residents are owners, not tenants, so there is great pride in maintaining standards. Our apartment is fantastic and the HELM team are extremely professional.”

John & Donna Watts, Laurier purchasers



“It’s a landmark building which will do wonders for property values in the area. We have worked on some of Sydney’s most exclusive homes and the HELM craftsmanship and

finishes are impressive. Before we bought here I inspected HELM’s development in South Cronulla, Latitude, and that convinced me they were in the elite category. My wife Lydia and I are over the moon with our apartment. In fact, I have friends who want to buy into HELM’s next project.”

Alf & Lydia Dimarco, Bayview Purchasers

“The funny thing is we don’t miss the space, or the views . . . or the stairs. Miriam doesn’t miss the three days a week it took her to keep the house clean and tidy, and I certainly don’t miss maintaining the pool and the gardens. Our new lifestyle is amazing. We are close to our grandkids and everything we need is handy. When I checked out HELM I found that they funded their own projects, were very selective with their sites and only did one development at a time. I couldn’t recommend them more highly. The HELM staff have been exceptional.”

William & Miriam Gable, Bayview purchasers



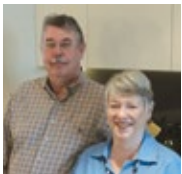
“Buying off-the-plan took a leap of faith for us, but it was a decision we do not regret for one moment. In fact, the design of the building and the quality of the finishes, fixtures and fittings

exceeds our expectations. Not only did HELM build a first class apartment building but they have created a huge sense of community amongst the residents. They remained on site for several months after settlement to help residents move in and iron out any of the inevitable teething problems with a new building.”

Judith & Roger Williams, Esque purchasers

“Friends had purchased HELM apartments and were very happy with everything HELM offered, their experience with the project, the quality and attention to every detail both pre and post sale. I am pleased I took on board their comments and bought into a HELM development. The design of the interior of my apartment makes good use of the space and has a surprising amount of storage. Having everything new and of such good quality is a nice experience. I particularly like the timber floors, the Gaggenau appliances and the Vintec wine fridge. HELM has helped with the settling in process and I know that nothing is too much trouble for them.”

Merrelyn Summers, Sonnet purchaser



“It was a difficult decision for us to downsize, however when we saw HELM’s plans and proposed finishes we decided it was time. The complex is beautifully finished and the

layout allows for ample cross ventilation and daylight into all parts of the apartment. But probably more important was the attention to detail that HELM gave. The personnel from HELM were quick to respond, easy to work with and the pride that each of them have taken in this development is noticeable.”

Kate & John Holland, Esque purchasers

“Living here feels like a holiday. I utilise the big veranda a lot. It has a nice outlook and gets the morning sun from the east and the afternoon sun from the west. The apartment’s detailing and finishes are top quality, the location is well connected to the shops, and the security is excellent.”

Julia Rankin, PHI purchaser



“We enjoy following the Sydney property market and had been tempted several times to buy into a HELM development, but the timing hadn’t been right. One day we received an

off-market offer for our apartment which was too tempting to refuse. Fortunately, there were still some apartments available in Ora which was under construction. Most weeks we’d come out and check on progress and were always struck by how polite the HELM staff were, from the trades to the administration employees, which is a reflection of the company’s high training and ethical standards. The three words we’d use to describe our HELM experience are confidence, delivery and proof. They are confident in what they offer, they deliver what they promise, and the proof is the pride owners like us have in their product. We don’t know of any other boutique development company that compares to HELM.”

Stewart & Elly Kennedy, Ora purchasers

“Having to downsize from my five-bedroom family home of 49 years into an apartment because I’m now on my own filled me with trepidation. I looked at several unit developments and was not impressed. Then I saw what HELM was offering and it was like: ‘Wow, what a difference’. My apartment in Laurier is wonderful in every way; spacious with plenty of light, quiet and beautifully finished. It’s lovely. I’m so happy I put my faith in HELM, and I congratulate them.”

Andrew Vassalios, Laurier purchaser



“Ann and I lived happily in a three-storey house for 25 years, but my torn meniscus meant I couldn’t handle all the steps without discomfort. We knew it was time to move on,

so we sought out a single-level apartment with good north-east views in a convenient location with surrounding easy walking. Dolls Point was ideal. Being a structural engineer, I knew of HELM, and friends who were living in a couple of its earlier developments provided us with rave reviews so we had no concerns about buying off-the-plan. From the start of construction I kept a close eye on progress and was extremely impressed. The HELM builders allowed me to bring my young structural engineers to the site and learn how HELM goes about its work. Our confidence in HELM has been vindicated. Our apartment is light, airy and well designed, allowing us to maintain an outdoors-indoors lifestyle. We take advantage of the spacious deck as much as possible, but even when the weather is bad we have the space to host dinner parties for large groups in complete comfort as well as having friends stay over.”

Steve Whelan & Ann Bennett, Ora purchasers



“We were among the first to view the plans for Ora, so we put a deposit down and hoped that our apartment would turn out as well as the marketing material promised. We were not

disappointed. Our apartment is great, we hear no noise from neighbouring apartments, and we enjoy our big balcony which is bathed in morning sunlight. Among the impressive qualities of HELM are its attention to detail, its polite and attentive staff, and its willingness to attend to any issues, which we are pleased to say have been minor.”

Pat & Margaret Bugden, Ora purchasers



“HELM is obsessive about attention to detail. A staff member would check every aspect of our apartment, then another would go over it just as thoroughly with a different set

of eyes. This to us demonstrated a pride in workmanship you rarely see these days. The purchasing process, the quality of the build, the helpfulness of the staff, and the presentation of our apartment was absolutely flawless. The entire process exceeded our expectations and further demonstrated HELM’s obsession with customer satisfaction.”

Beverley & Ron Myers, Trésor purchasers



“We downsized from a large family home and secured a two-bedroom apartment at Ora off-the-plan. While we were waiting for its completion we rented an apartment in an

earlier HELM development, ‘Bayview’ at Ramsgate Beach. Wow, were we impressed with the high standard of finishes and functionality. We thought that if our new apartment was as good then we’d be delighted. We weren’t disappointed. Our new apartment takes quality to another level with the latest top-end products, appliances and services. Everything is first-class, and we couldn’t be happier. You can be assured when you purchase a HELM product you will be rewarded with a residence of outstanding quality that will meet your needs for many years to come. HELM provides a worry-free, low maintenance, comfortable lifestyle that lets people like us get on with the other important things in our lives.”

Michael & Trish Cassidy, Ora purchasers



“Our apartment is actually more spacious than I imagined. Its high ceilings and large windows draw in the light, and there is a cooling easterly breeze from the harbour. When we open the

glass balcony doors the living area provides enough space for us to entertain in a style to which we’d been accustomed.”

Karen & Arthur Fogarty, Trésor purchasers



Purchaser Testimonial
March 2022

“Knowing how prized each HELM development is, we regard ourselves as being the ‘lucky last’ to be able to buy into *Phi*. We had looked around for a large, light-filled apartment for at least three months and before committing to *Phi* we spoke to several residents from previous HELM buildings. Their ringing endorsements of HELM’s quality and after-sales service galvanised our decision.

“We also found it telling that all the off-plan projects we viewed boasted that theirs would be up to the standard of HELM. So, we reasoned, if HELM had become the benchmark for quality why then wouldn’t we purchase a genuine HELM product?”

November 2023 – After settlement

“HELM is particularly praiseworthy for its customer service. On moving in we were surprised and delighted to find a welcome food hamper, a bottle of good quality red wine, and a beautifully gift-wrapped scented candle. A HELM representative spent two hours showing us every feature in the apartment and how all the appliances worked. They also left us with a compendium of instruction manuals, warranties and spare keys. It’s this attention to detail that makes HELM stand out from others.”

Peter & Maria Abrahamson



Purchaser Testimonial
March 2022

“The fine reputation of HELM gave us the confidence to buy off-the-plan. It was not an impulse decision. We did a lot of research and inspected plenty of projects, including several of HELM’s completed developments which still looked fresh and well maintained. Everyone we spoke to were complimentary of HELM – even competitive real estate agents praised HELM for its quality.”

Yvonne & Robert Clemesha



MBA NSW - Apartments \$1 Million - \$1.5 Million
Winner 2024

“Despite limited access, the project achieved an excellent outcome through high-quality workmanship. Its striking exterior has enhanced the streetscape, while it’s thoughtful design and sustainable features have added lasting value.”

MBA NSW Judges



Purchaser Testimonial

“Kevin is in the building industry and knows quality when he sees it whilst my son is a property developer. Both recommended we consider a HELM project when we were looking to purchase an apartment.

“We have nothing but good things to say about HELM, its staff, its attention to detail and its after sales service.”

Jenny Elion & Kevin Faulkner

UDIA NSW Medium Density Development

Winner 2022

“Ora embodies carefully considered design, build quality, attention to detail and a strong regard for the local community and environment. The Project sits well within the established streetscape and optimises the views over the adjacent park and waterways. The advanced construction techniques in difficult ground conditions were notable.

“The judging panel was particularly impressed by the discretionary environmental initiatives including the water quality treatment of the adjacent creek, tree retention and linkages with the park. HELM has successfully delivered a project which “gives back” to the community through a partnership with the War Widows Guild, a successful and collaborative Planning Proposal and a development which properly integrates into the local community and environment.”

UDIA NSW Judges

Purchaser Testimonial

“Being seasoned off the plan purchasers we know a ‘good thing’ when we see it. We’re also now highly attuned to those hidden warning signs that suggest when a property purchase based on plans alone is to be avoided at all costs. For us that ‘good thing’ is any development that the HELM team work their magic on.

“That’s why almost seven years to the day since buying in the *Esque* development in Mosman we didn’t hesitate for a single moment to upsize into one of the Penthouse Apartments in *Ora*. In fact, we knew we’d be taking one before we’d even seen any plans or prices. Why? Because in the few years between *Esque* and *Ora* we’ve been through the mill, a painful mill, after purchasing in a development on the Northern Beaches. With hindsight we see it as a blessing in disguise as they say – a lesson in what inferior looks like. It squarely taught us that you don’t know what you’ve got until it’s gone. The experience gave us absolute unwavering confidence that no one builds like HELM.”

Laura Porter & Romin Patel
Ora & Esque



Neighbour Testimonial

“Everyone connected with HELM has been so considerate of our neighbourhood. The goodwill started well before work began when HELM hosted a sausage sizzle for all the neighbours. They outline their plans, listened to our concerns and encouraged us to speak up if ever their actions impacted us. We became friendly with the site manager and many of the tradespeople, and they went out of their way to fit in.

“An added bonus with having a HELM development in the neighbourhood is the improved streetscape, a beautification of the site and a rise in values of surrounding properties like ours. My neighbours and I can’t praise HELM highly enough. If only all builders and developers were so considerate.”

Karen Deguet – Chairman of the body corporate in a nearby building to Trésor



UDIA NSW Medium Density Development

Winner 2020

“Trésor by HELM was a clear winner in this category. The team at HELM have once again delivered extraordinary outcomes in all facets of the project. Community engagement from the earliest stages of planning and through design development resulted in letters of support from the community and neighbours at Development Application exhibition.

“The project addresses the streetscape in a very respectful manner. HELM replaced street trees removed by Council during the development phase and undergrounded powerlines in front of the site to optimise views to and from the building. Careful attention to fencing, landscape and façade treatments ensure that the building ‘fits in’ and respects its neighbours, including adjacent heritage homes.

“HELM has provided attention to detail throughout. From a ‘resort style’ landscape to optimal floorplans and interior detailing, HELM has optimised the product for its market, the classic downsizer. The HELM team has been working with this market for many years and their project experience, which has delivered Trésor, shows that once again they worthy of an Award for Excellence.”

UDIA NSW Judges





UDIA National Award Medium Density Development Winner 2020

“Despite significant challenges presented by the site’s irregular shape and multi-street frontages, existing services and adjacent retail development, HELM, the developer of *Muse*, was able to deliver a highly attractive medium density development. The units are not only well designed but are most fitting for the owner-occupier, target market in Sydney’s lower north shore. Residents benefit from the internal atrium which provides a green central core and cross-flow ventilation for all apartments.

“The judges were pleased to note that the developer chose to underground unsightly electricity transmission lines significantly improving the project presentation and enhancing the streetscape for nearby residents. The judges were further impressed by the choice of ground floor retail offerings which complemented the quality and high level of finish of the apartments in this amazing complex.”

UDIA National Judges

UDIA NSW Medium Density Development Winner 2019

“*Muse* by HELM was a clear winner in this category. The team at HELM delivered extraordinary outcomes in all facets of the project. The project delivered an exemplar outcome in terms of community engagement, architecture and planning, urban outcome, landscaping which included a central atrium that not only provided green space and cross flow ventilation to all apartments it also delivered natural ventilation and light to all of the lobbies, the interiors and apartment layouts were flawless, the end outcome resulted in HELM delivering a superb result to their target market and all purchasers in the project.

“The judges were highly impressed with all aspects of the project and in particular the attention to detail and high level finish that was delivered throughout the building which should be a benchmark for all other developers to follow.”

UDIA NSW Judges

HIA NSW Apartment of the Year Winner 2019

“The apartment is characterised by a high level of detailing and best in class in workmanship as you would expect in luxury apartments. The developers have actively encouraged interaction between owners which has resulted in a very positive community developing amongst unit owners.”

HIA NSW Judges

UDIA NSW Small-Scale Infill Development Winner 2018

“The judges could not find fault throughout the *Encore* Development. Designed with impeccable attention to detail, no stone was left unturned. The seamless flow of the floor plans incorporated high end finishes, with stunning views, natural light and air-flow throughout.

“Maximising space on a problematic small site, the developer had to overcome planning issues due to height restrictions with LEP changes coming into play, and yet still delivered a stunning design, concept and product which is just as aesthetically pleasing as it is functional.”

UDIA NSW Judges



HIA NSW Apartment Complex & Apartment of the Year Winner 2018

“Best in class detailing and levels of finish in every part of the complex, including car park and fire stairs. Gardens are a feature which fully complement the apartments and provide great privacy. Attractive large sized apartments with great thought that has gone into the link between indoor and outdoor areas. Developer has set out to create a community amongst the residents which has been highly successful. A great place to live.

“The complex does not impose itself on its surroundings but adds to the amenity and street scape in its vicinity. Clever use and design of above ground car park adds to the buildings amenity and visual appeal. Overall sets the highest standards in apartment design and construction.”

HIA NSW Judges





UDIA NSW Medium Density Development

Winner 2017

"The most outstanding attribute of *Laurier* is its attention to detail at every level. The project fits brilliantly into its context, contributing positively to its future character. The detailed building design is exquisite both inside and out. Besides the articulation of the façade, the light and airy corridors and the detailing within the apartments, the judges were also impressed with the practical apartment layouts and the creative use of space. The street frontage is the perfect balance between resident privacy and street activation and surveillance.

"The project was not without its problems; there were some 50 immediate neighbours to work with. There were also significant storm water issues, which required an innovative solution. The ultimate result is a project that absolutely meets its market – local people downsizing from larger single dwellings."

UDIA NSW Judges

HIA NSW Apartment of the Year

Winner 2017

"The best part of this project was sitting in the penthouse and feeling like you were in a courtyard. There is lots of natural light and shading, but the ceiling heights made it feel very private. The clever design of angled walls allowed this natural light and privacy to flow throughout. The use of colours and glazing provided an interesting design with the combination of ventilation, shading and insulated thermal mass allowing reduced reliance on the air-conditioning. The builder has delivered a high level of quality and workmanship using old school construction methods, in which they believe that what you build is a legacy that you leave."

HIA NSW Judges

HIA NSW Apartment Complex & Apartment of the Year Winner 2016

"This apartment is a sure winner with the cleverly constructed design promoting cross-ventilation, with external balcony and a spacious living area throughout. With 3 bedrooms, large glassed areas, high ceilings and sky lights, this apartment provides great natural light plus wet polished limestone flooring and onix marble with backlights that compliments a well built and neat finish."

HIA NSW Judges

MBA NSW Apartment \$700,001 & Over

Winner 2016

"This unit is full of quality finishes and fittings that have been put together with a great deal of care. The marble and tiling work is of a very high standard. All the common areas are finished to the same high standard as the units."

MBA NSW Judges

UDIA NSW High Density Development

Commendation 2016

"*Bayview* sets an excellent benchmark for quality development in an existing urban area that is transitioning to higher densities. It is the first apartment building in the recently up-zoned Ramsgate village precinct. The community consultation and design has sympathetically addressed impacts on the existing low-rise residential and commercial neighbours, while also responding positively to the desired future character of the area.

"There is an array of floor plans with 19 different designs in a building of 35 apartments. While this complicated the build, it resulted in high-amenity apartments that meet the various needs of the target owner-occupier market. The project satisfied council requirements for ground level retail/professional suites in a commercially successful manner and has overcome engineering challenges of building in sand and a high water table."

UDIA NSW Judges





UDIA NSW Medium Density Development

Winner 2014

“*Esque* is a little gem of a project. It features only 29 apartments but demonstrates best practice in medium-density development. The building fits in beautifully with its neighbours and adds to the value of the streetscape. In addition, the design of the ground-floor, street-frontage apartments activates the street and rear lane. The detailed design reflects an acute understanding of local market requirements. The communal spaces within the building are exceptional, featuring plenty of light and air, and are beautifully landscaped. Each of the apartments is well designed to optimise solar orientation and cross-flow ventilation. The apartments are also well equipped and the finishes have been chosen for longevity as well as looks.

“The judges were impressed the developer had been able to work so well with the neighbours, negotiating with 27 of them to construct a hoarding and sub-contractors’ office on the narrow lane adjacent to their properties.”

UDIA NSW Judges

UDIA NSW President’s Award

Winner 2014

“The annual UDIA NSW President’s Award is an honour bestowed upon the best-of-the-best urban development project in NSW and the ACT. Every aspect of *Esque* proved outstanding from the quality fittings and finishes, to the design that complements surrounding residential and commercial buildings, to a variety of apartment styles to give buyers a lot of choice. Importantly, property developer HELM also employed a high level of community engagement to limit the impact on neighbours, and work with them to get the fantastic final result.”

UDIA NSW President Simon Basheer

UDIA National Award Medium Density Development

Winner 2015

“*Esque* is a medium-scaled boutique apartment offering in a location that transitions from a busy arterial road environment to a low-scale traditional villa housing. The judges acknowledged the clever design transition, which provided a step down and setback to the residential interface, disguising the four-storey mass of the new building. The edge treatment of the rear lane was practically successful, providing privacy to ground-floor units while still building to the site boundary. The range of apartment offerings to the owner-occupier target market – from one-bedroom to large penthouses – was extensive for such a modest scaled project.”

UDIA National Judges



Purchaser Testimonial

“I noticed that HELM was recently awarded a GOLD STAR rating under the iCIRT rating system for developers. Congratulations Mark and the team at HELM on being one of the only four developers awarded the top 4.5 star rating.

“Whilst the *Latitude* building is now over 10 years old, we continually receive positive feedback from various maintenance trades the Strata Plan utilises on what a “good” building this is with quality inclusions. Nine of the original fifteen owners remain in the building and we remain nothing but complimentary to Mark and the team on “our” building.

“Once again congratulations and well done to the team.”

Joe Magner, Secretary/Treasurer

Purchaser Testimonial

“I was critical when I first inspected the plans for *Latitude* and saw the artists impressions of how the building was supposed to turn out. It all looked too good to be true. I have a lot of building experience and I doubted HELM could deliver on what they promised. But they did.

“We received all of the features and facilities the plans showed and the brochure stated. We are very comfortable and can’t believe how much storage our apartment has.

“As well as providing a terrific building, HELM have been very supportive to all residents.”

Anne & Hans Hoffman

Purchaser Testimonial

“We decided to sell our family home after our four children moved out. We love the fact that you lock the door to our apartment and travel without having to worry about the pool, the gardens, and even the house exteriors. When it came time to move in everything went smoothly. The experience was the polar opposite to the problems we encountered with tradespeople when we built our house.

“At *Latitude*, we didn’t have a single problem. We can’t speak highly enough of HELM, their team were absolutely wonderful and the level of finish in our apartment is superb. We would recommend HELM to anyone.”

Diane & Graham Bartholomew




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DEVELOPER & BUILDER

iCIRT
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GOLD RATED
★★★★★
LAST RATED OCT 2024



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Austin Northbridge Images: Artist Impressions
The use of the iCIRT star-rating is subject to Equifax's terms, exclusions and/or disclaimers which are available at www.buildrating.com.