

# URBAN

## LUXURY URBAN LIVING

MAIN CONSTRUCTION COMPANY : Ceerose  
ARCHITECT : Allen Jack + Cottier Architects  
PROJECT VALUE : \$75 million



The \$75M Urban Project is nestled in a culturally diverse and eclectic area that epitomises the very best of inner city living. The apartments have generous balconies with timber decking accessed seamlessly through large stacking sliding doors, blurring the distinction between inside and out.

**Reputedly New South Wales' most luxurious developer and builder, Ceerose is a multi-award winner and has constructed its latest project, 'Urban,' in Camperdown, inner Sydney.**

"Ceerose has developed some of Sydney's most notable locations which is all made possible by our committed, inventive and creative staff," said Managing Director, Mr Edward Doueihi.

"We offer quality, innovation and value for money without overlooking style and high quality finishes."

The Urban Apartments are located opposite the University of Sydney and are a stroll from the heart of inner-west Sydney.

Urban is a master planned community comprising 214 luxury residential units spread across nine buildings. These range from five to seven levels and have lush landscaped gardens and terrace homes among them.

"One of my favourite aspects is the design of the glass winter gardens. They create bright, open space within the apartment and ensures the outdoor area can be used year round. The mix of concrete, brick, panelled and render external material ensures the rustic elements of the site are maintained while being modern," said Mr Doueihi.

As well, there are some 30 different floor configurations among the apartments. This means they will cater for students or

professionals working from home. The apartments will have an incredible ceiling height of 2.7m, plus in the kitchens there will be stone benchtops. Many of the apartments have studies and there are generous balconies.

Ceerose employs 65 people, 12 of whom were dedicated to the project spread across the site and office. Work started on the project in October 2014 and residents will move in February 2017.

The project posed challenges in design and construction, particularly the façade cladding and heritage.

"For façade cladding, Ceerose was responsible for creating an impressionable design with the Equitone and Vitrabond panels and I believe we succeeded," said Mr Doueihi.

The rich heritage of the site was recognised through a unique interpretive sculpture and seating area. The project also involved the transformation of a car-park into a public park, which will be handed back to City of Sydney Council and residents as part of public domain works.

"The average person would not know that Ceerose also has an exceptional development arm based on property acquisition and market analysis. This, coupled with our construction arm, makes Ceerose a strong developer, and building company."

Edward Doueihi, the Principal and Founder of Ceerose, started the business in 1998 and has over 25 years experience as a property developer and residential builder.

Other iconic projects for which Ceerose has been at the helm are the award winning Harbour Mill located in Pyrmont and Eliza in Sydney.

*For more information contact Ceerose Property Group, 580 Parramatta Road, Petersham NSW 2158, phone 02 9571 9999, fax 02 9571 9900, email info@ceerose.com.au, website www.ceerose.com.au*



**Below Complete Height Safety** provided the height safety systems for the Urban.

**Complete Height Safety is a company committed to using innovative research and design to provide solutions to meet the needs of height safety industry and its customers.** Whilst some companies would be challenged by a roof profile that was not standard, as was found in the Urban project, Complete Height Safety saw this as an opportunity to apply their research and design skills to develop a new product.

“The roof profile was uncommon so we went back to the drawing board to create a product that would serve for abseiling and fall arrest for roof and building maintenance. It’s the first time we’ve used this innovative anchor so we ensured it was rigorously tested and certified,” said James Mahomet, Founder of Complete Height Safety. This contributed to the company successfully winning the tender for lead builder Ccerose, for whom they have previously worked.

Complete Height Safety work for all industry sectors from residential to commercial to industrial developments across New South Wales. They have completed work for Sydney Harbour Bridge, Sydney Airport, Fairfax Media, and government departments such as Sydney Water, Councils and Health.

“Our mindset at Complete Height Safety is that we focus on the solutions, not the problem,” said James.

It is clear that there is a strong research and development flavour to this company. “Sometimes we’re given a design to follow, but with the Urban’s three to eight storey buildings, we had to design the system to meet the customer’s requirements,” said James.

With the safety standards in mind, they conducted a risk assessment, recommended the safety equipment and systems needed, then designed and manufactured those for a customised fit. “We designed, manufactured, supplied and installed fall arrest systems, abseiling systems, platforms, access ladders and static lines. We also supplied and installed fire rated access hatches,” said James.

Complete Height Safety maintains high quality in the safety of their products. They design and manufacture their products to exceed the requirements outlined in the

Australian Standards. They use the National Australian Testing Authority for further quality assurance.

Complete Height Safety stands true to its name in that it offers a complete height safety solution. Not only will they install, design, manufacture and distribute your safety equipment, they also can provide a service to inspect, test, re-certify and report on your system as required by the Australian Standards. Furthermore, they provide information, instruction, training and supervision in risk control procedures.

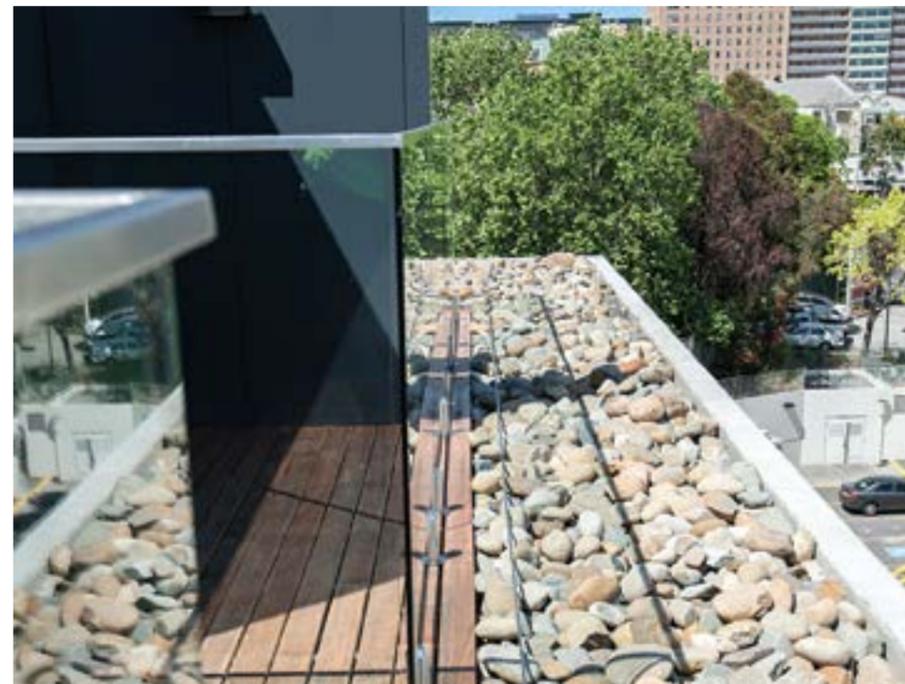
“In essence, we’re a complete solutions company. There isn’t a component of the job we can’t deliver on or develop or adapt to suit your needs for working safely at heights,” said James.

The range of products they can install include permanent anchor points, ladder access systems, walkways and safety railings. Complete Height Safety is a supplier for industry leader, Spanset. They have an extensive range of safety harnesses and other safety requirements such as harness kits and rescue equipment.

“One of the reasons we have such a great working relationship with our customers is that we understand the pressures of the building industry and the importance of not only delivering top quality products, but having the highest level of professionalism by being dependable with a strong work ethic and we know that our customers can have tight timeframes,” said James.

“Importantly, at Complete Height Safety we recognise that safety isn’t just about meeting a standard, it’s more than that. We know that safety is about looking after the people around you; someone’s loved one. Safety is not something that can be put off until tomorrow – it needs to be prioritised today and we have the solutions to make this happen.”

**For more information contact Complete Height Safety, Unit 31, 34-35 Able Street, Penrith NSW 2750, phone 1300 394 349, email enquiries@completeheightsafety.com.au, website www.completeheightsafety.com.au**



# Complete Height Safety





APOLLOKITCHENS

**Apollo Kitchens were contracted by the Urban apartments builder, Ceerose Pty Ltd, manufacture and install over 200 kitchens, showers and linen cabinets in their five building, 4-storey apartment complex and the 15 terraces in between.**

To maximise space, the kitchens are open plan and integrate with the apartment. For a bright, breezy, natural and elegant look they were built with warm wood and stone tiles. The appliances are incorporated – the stove, fridge and cabinets against one wall. One important feature is the oversized island bench complete with a sink and extra drawers. The bench has timber grain framing, 32mm thick framing panel with two-tone colouring, giving a durable feel with a modern edge.

To install 30 kitchens a week, on a stringent deadline and peak construction boom period, Apollo Kitchens utilised its factory in Newcastle to support the Sydney team. Onsite, they allocated multiple installation teams to work in the separate towers and terraces to advance the project and meet the construction program. Their project managers were onsite daily to coordinate with other trades efficiently.

Family-owned and operated since 1968, Apollo Kitchens has a reputation for innovative and flexible design, expert craftsmanship and exceptional service. They are the kitchen company of choice for many commercial developers, builders, architects and interior designers.

Using state-of-the-art facilities and software, the kitchens are designed, manufactured and installed to the highest standards. Furthermore, their progressive inhouse design team keep up with the very latest in trends from around the world. A quality product needs to be produced in first-rate facilities and using the best possible software and machinery. Apollo Kitchens take pride in their advanced quality control methods overlooking every kitchen that they design and build.

Apollo Kitchens belong to several industry bodies, including FIAA Australia, HIA Kitchens & Bathrooms, KBDI, Urban Development Institute of Australia and the NSW Business Chamber. Peter Bader, CEO and Managing Director of Apollo Kitchens is a member of HIA's Kitchens and Bathroom Committee. This means

they keep on top of the latest industry trends and developments and provide true value when it comes to their client and supplier relationships.

Apollo Kitchens take its environmental responsibilities seriously and as such, is acutely aware of the impact that building materials have on the environment. That's why they work with suppliers, who are members of The Green Building Council of Australia, to ensure they apply these important green principles. The GBCA organisation is strongly supported by both the industry and Governments across Australia, and is vital in developing a sustainable property industry for the country.

Peter Bader, said, "Apollo Kitchens will launch its new state-of-the-art, high-tech factory early next year. This will increase our capacity by an additional 400 kitchens a week and will continue to handle large volume projects with a high level of detail and quality. The new head office and factory will complement our stone, paint and other cabinet manufacturing plants in New South Wales. This is an exciting new chapter for Apollo and the industry will benefit immensely from this project as the factory will be an Australian first and will set a new benchmark for the joinery manufacturing industry."

Apollo designed and manufactured the kitchens for the award winning DNA apartments at Camperdown, adjoining the Urban apartments, the award winning Harbour Mill in Pyrmont all by Ceerose Pty Ltd developments. Ceerose Pty Ltd have appointed Apollo Kitchens for Lumina which incorporate 61 apartments with ground floor retail shops at Ashfield and the much anticipated 'The Mint' in Willoughby.



*For more information contact Apollo Kitchens, 120 Long Street, PO Box 2558, Smithfield NSW 2164, phone 1300 90 80 90, email sales@apollokitchens.com.au, website www.apollokitchens.com.au*



**A fast turn-around for Australian-made aluminium-framed windows and doors is the speciality of Style Windows.**

The company was invited to tender for the Urban project as they'd worked for Ceerose previously on the first stage of that development.

"For the 209 apartments, we've installed every single sliding door and window on the premises. We also installed the entry doors to every single tower and triangle glass panels in the terraces which feature environmental glass," said Managing Director, Norm Huwazan. He set up the company with his brother, Ross, two decades ago and they now employ 28 people.

Style Windows offers the flexible Elevate range of aluminium doors, windows and commercial framing. Each product is designed, made and manufactured in Australia using locally sourced aluminium.

"The Urban Project was tricky because there were over nine buildings, so our staff had to go backwards and forwards. If it was just over three buildings, that would have been a walk in the park for us.

"We relied on Ceerose's great management as well as having our foremen and also myself to overlook the project as I'm a very hands-on director. We kept to the schedule which Ceerose set.

"Being hands on means my client can call me anytime and that's the strong part. For example, I'll take calls directly from builders at 8pm at night to hear any of their concerns or would be happy to meet face-to-face to talk over a cup of coffee."

Some of the glass panels for the Urban were huge measuring 2.5m<sup>2</sup> such as for the shop front facing Parramatta. The variety of sizes weren't a problem for Style Windows as they have their own 1,200m<sup>2</sup> factory where they fabricate windows, awnings and sliding doors using glass and aluminium powder coating

projects as well as façades. They also have a 300m<sup>3</sup> office and showroom.

"We're not importing cheap products. We're fabricating everything locally as we measure up. We have multi-million dollar tooling in our factory so we can do a five day turn around for the frame and glass and that's something a lot of companies can't produce," said Norm.

Style Windows works mostly for commercial and residential apartment projects ranging from small up to 500 units. In Sydney, they have worked on the iconic Infinity project in Alexandria and for many years, Deicorp in Kellyville. For an up to date insight into their range of projects, Norm advises people to visit Style Windows Pty Ltd on Facebook.

"We specialise in high capacity, large scale jobs with a proven ability to supply and install."

"Quality must be second to none. We're one of the first people onsite and we're using a finished product. It's like painting the walls when the kitchen hasn't been done and walls haven't been painted. Windows need to keep the elements out of the towers.

"We don't look at windows as something you can just open and close to keep the weather out. It actually increases value of your property and when you install a window in a project, you can start seeing the completion of the project," said Norm.

Style Windows is a "family owned company and 100% Australian," he says.

"We are so proud of what we've achieved in Australia and so happy being supported by fellow Australians."

**For more information contact Style Windows, 67 Mersey Road, Bringelly NSW 2556, phone 1300 078 953, email [info@stylewindows.com.au](mailto:info@stylewindows.com.au), website [www.stylewindows.com.au](http://www.stylewindows.com.au)**