

URBAN  
DESIGN SOLUTIONS







## URBAN DESIGN SOLUTIONS

### OFFERING CUSTOM DESIGNS FOR MODERN LIFESTYLES

Officially, we're in the business of building design services.

We're a team of designers and technicians who design new homes; design renovations, extensions, and raise-ups to existing homes; work with developers and town planners to design multi-residential dwellings; and integrate building design with interior design and landscape design. We create visual designs for our clients, and detailed scale plans for the approval process and construction.

But we go above and beyond that, because our real goal is to improve lifestyles and living spaces.

We design the right kinds of homes for the right kinds of buyers and tenants.

We design properties that attract attention and maximise profits. Collectively, we have over 50 years of experience working on multi-residential projects, large and small, so we understand the development mindset, as well as how to get the most out of a site to maximise profits, with consideration of site constraints, council codes, etc. When working on your project, we also consider liveability, location, market and demographic research, and design aesthetics, all to help your development stand above the rest. Whether you're on your first development project, or a seasoned developer creating another masterpiece, we can work with you on...

Splitters; Subdivisions; Duplexes; Villas; Townhouse developments; Unit developments; NDIS & ASD Developments.



**URBAN DESIGN SOLUTIONS**

ViewSonic







# DAVE RUSSELL - THE HEART OF URBAN DESIGN SOLUTIONS

DIRECTOR / SENIOR DESIGNER

When it comes to development projects we understand that return on investment is the most important thing and we love that we get to play a role in you building financial security and wealth for your future. It is our belief that good design, documentation and customer service are the best ways we can help you realise your property development dreams!

I started Urban Design Solutions in 2009, but I'd been building up to it for a long time before that—from the hours spent sketching home designs in my spare time during high school, to the 15 years of industry experience and study and mentorship that shaped my philosophy of design prior to founding UDS.

When I started the company, it was just me, working from my home office. Since then, we've grown to a small team of talented people, all passionate about design and about seeing people's dream homes come to life.

Even though some things have changed since 2009, so many things have stayed the same.

We still tailor our services and designs to the unique needs of each client. We still hold high quality design and documentation at the centre of everything we do.

And even with our great team, I'm still available for discussion about your project at any stage, from your first enquiry right through to completion. For me, the best part of the job is seeing the smiles on people's faces when I present a design to them, so I love getting involved in every part of the business.

When you work with UDS, you'll always be treated with care and respect. You can be confident that we'll listen to you, understand your needs, and provide you with high quality service that brings a smile to your face.





# THE UDS TEAM



**JANE CHADWICK**

OFFICE ADMINISTRATOR

As Office Administrator, Jane ensures all projects remain on track from concept to completion.

Jane has a range of administrative experience within the property industries.

With a very high attention to detail, Jane's focus is to provide a high level Customer service and ensure our Clients receive regular professional communication throughout their design journey with us.



**JANA CRNJANIN**

DESIGN TEAM LEADER

With 20 years industry experience in building design, Jana recently obtained her medium rise building design licence. Her role as design team leader, she runs everyday & complex projects, overseas design team, cad systems & keeps UDS up to date with new regulations. In her time with UDS, Jana has produced wonderful designs on projects of varying scales, from small extensions to high end new homes, multi-residential & NDIS accommodation projects.

Jana's ability to understand clients and their briefs, convey design intent and buildability through thoughtful, concise documentation is a rare talent. She is passionate for clear documentation and believes that her skills in this area give her the ability to serve clients in a way that can help them not only in the design and documentation stage, but plays an important role to produce clear documents for consultants and builders. Jana completed her Diploma of Building Design and Interior Technology and her background is broad; from delivering documentation for large government fit outs, Green Star office building documentation, hospitality packages, retail and residential projects.



# THE UDS TEAM



## BRENDAN MCADAM

BUILDING DESIGNER

Brendan McAdam has over a decade of experience in the design and construction industry. He began his career in construction and moved into design earning a Bachelor's degree in Architectural Design. Brendan worked for Multiplex as a construction site engineer contributing to the 300 George St precinct before relocating to France. In Paris, he worked as an Architect, with a focus on Hermès retail stores in various locations, including Guam, USA, Mexico, Russia, and China in addition to some educational projects such as a university located in Berlin and a state library in Liechtenstein.



## CLARE BOTT

JUNIOR BUILDING DESIGNER

Clare has completed a Bachelor of Commerce and Diploma of Building Design (Low Rise) and has over 8 years of project management experience in the creative industries.

Clare's calm and friendly demeanour brings a welcoming energy to the office, she has a strong value for communication and strives to serve our clients in the best way she can. Clare is passionate about building design having built four homes herself, and continues to develop her skills as a junior building designer.















# DESIGN PROCESS



## STAGES

### 1. PRE DESIGN

- Consultation & Site Visit
- Proposal & Acceptance
- Design Brief
- Survey
- Site Analysis & Research
- Design Feasibility Sketch (if required)

### 2. CONCEPT DESIGN

- Initial 2D Floor Plan
- Concept Meeting x 2
- Concept Design Plans
- Consultants Preliminary Advice
- Design Feedback
- OPTION: Interior Design Brief

### 3. DESIGN DEVELOPMENT

- Liase with all relevant consultants
- Revisions to Initial Design
- Design Meeting
- Final Amendments
- Design Approval
- OPTION: Interior Design Concept

### 4. DEVELOPMENT APPROVAL

- Development Approval prepared and submitted

### 5. DOCUMENTATION & APPROVALS

- Working Drawings to lodge BA
- Liase with relevant consultants to obtain building approval
- OPTION: Interior Design Detailing









1. PRE DESIGN /  
SITE ANALYSIS

2. CONCEPT  
DESIGN

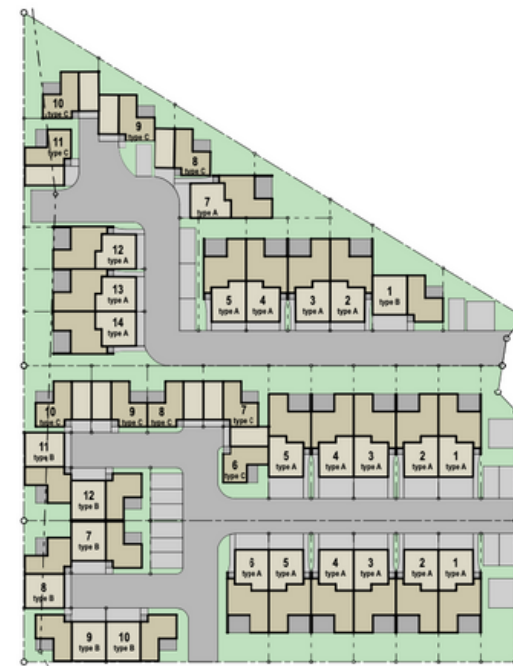
3. DESIGN  
DEVELOPMENT

4. DEVELOPMENT  
APPROVAL

5. DOCUMENTATION  
& APPROVALS



Our initial meeting gives you the opportunity to get to know us, get professional advice and gain an understanding of our processes. We take the time to discuss your brief, ideas and we look to gain knowledge of target markets. Once you engage with us, this is where we gather all our information, on the site, building, brief and the local authorities regulations & constraints relevant to your development.



01 PROPOSED SITE PLAN  
1:500



Another Quality Design  
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www.urbandesignsolutions.co.nz

PROPOSED TOWNHOUSE  
DEVELOPMENTS

Project: [redacted] / [redacted] / [redacted] / [redacted]  
1984 CDG1 11/9/19  
PROPOSED SITE PLAN (1)



1. PRE DESIGN /  
SITE ANALYSIS

2. CONCEPT  
DESIGN

3. DESIGN  
DEVELOPMENT

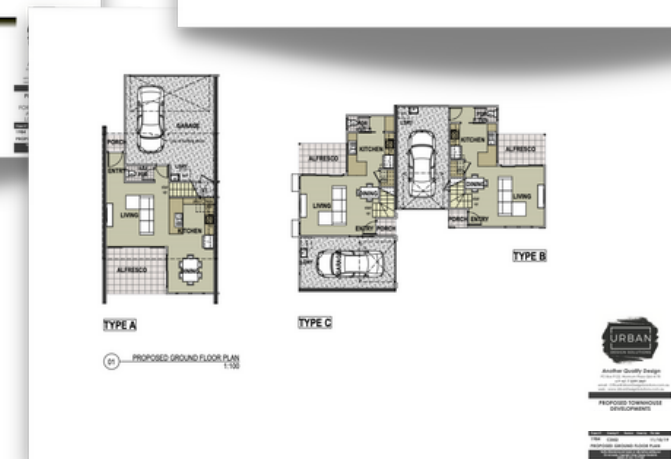
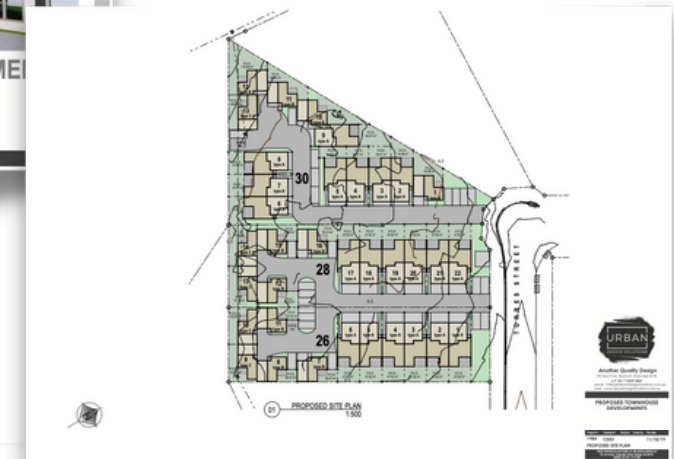
4. DEVELOPMENT  
APPROVAL

5. DOCUMENTATION  
& APPROVALS



All your ideas, design brief, images are now transformed into an initial 2D floor plan. Following this, we have an initial concept meeting to discuss this and further explore our options.

Upon completion of this, a more refined concept plan is prepared followed by another round table discussion viewing the drawings and 3D model. It's at the completion of this stage we recommend starting conversations with builders.



1. PRE DESIGN /  
SITE ANALYSIS

2. CONCEPT  
DESIGN

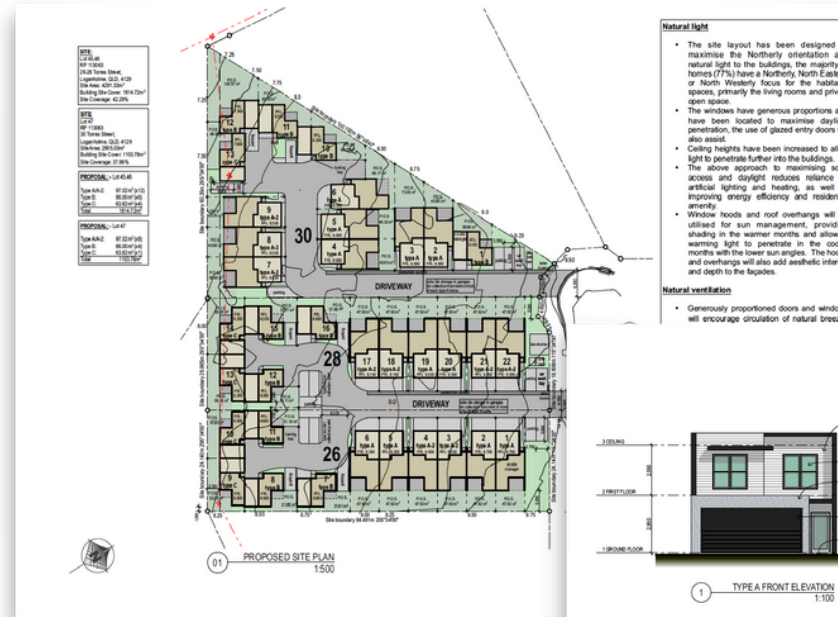
3. DESIGN  
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APPROVAL

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Modifications to the concept design are made based on your feedback and/or feedback from builders. This is the fine tuning stage, modifying the design to create the perfect design for your development, buyers and/or tenants.

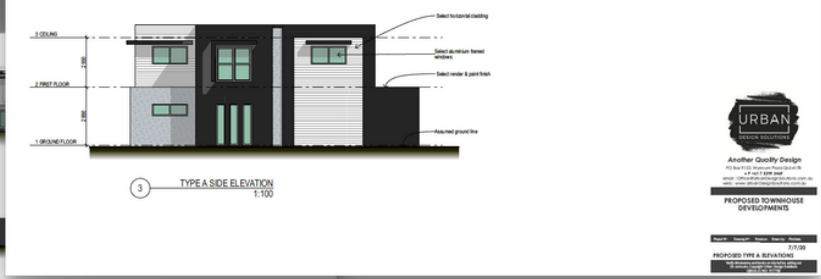
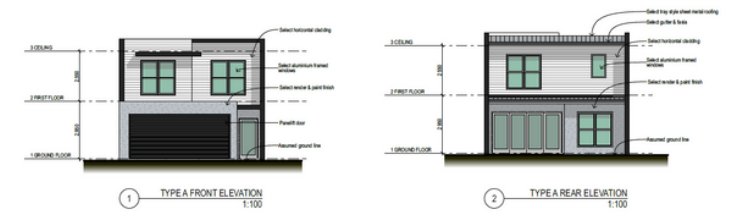


**Natural light**

- The site layout has been designed to maximize the Northerly orientation and natural light to the buildings, the majority of homes (77%) have a Northerly, North Easterly or North Westerly focus for the habitable spaces, primarily the living rooms and private open space.
- The windows have generous proportions and have been located to maximize daylight penetration, the use of glazed entry doors will also assist.
- Ceiling heights have been increased to allow light to penetrate further into the buildings.
- The above approach to maximizing solar access and daylight reduces reliance on artificial lighting and heating, as well as improving energy efficiency and residential amenity.
- Window hoods and roof overhangs will be utilised for sun management, providing shading in the warmer months and allowing warming light to penetrate in the cooler months with the lower sun angles. The hoods and overhangs will also add aesthetic interest and depth to the facades.

**Natural ventilation**

- Generously proportioned doors and windows will encourage circulation of natural breezes

























All too often in development projects corners are cut in an attempt to maximise profits by keeping costs down, however, this path often has the opposite result, poorly designed or constructed homes attract a lower quality of buyer and lower prices! At UDS we believe that good design and good construction are the cornerstone of bringing the best returns on investment.

We value imaginative thinking, creative problem solving, efficient design, key aesthetic design principles, and grounded solutions these values play a significant part in maximising results for our clients. We don't settle for second-rate design. We don't cut corners. We take all aspects of design into consideration, including form and proportion, energy efficiency and sustainability. We put extra detail and attention into the plans to make sure your project isn't just 'nice' but spectacular. Everything we do is done for a reason and with a purpose. We strive to raise the standard of the built environment.

We only recommend builders from a network of high-quality professionals that we regularly use and trust. We don't have to wonder if they'll do a good job, or if you'll be happy with the end product. We know you will.

#### **We put honesty and integrity first**

We're always up front with you. We value your opinions and what you're looking to achieve, but will also share our professional opinion on what we think will work best. We'll be transparent and explain things clearly all the way through the process.

#### **We pride ourselves on accuracy, clarity, and consistency in documentation**

If you start with inaccurate or unclear plans, you'll have issues leading to poor construction or the need for redesign work. We've seen people deal with the problems that arise from dodgy documentation. It's no good for anyone.

We don't rely on existing plans, or anyone else's accuracy. We do our own measuring. You know the saying, "Measure twice, cut once"? We take it seriously.

We make the plans clear and easy to read, which helps you to understand the drawings and helps in the approval process. (It also saves you paying for builders and contractors to stand around on site, trying to decipher unclear plans!)

We prioritise accuracy, clarity, and consistency, and the builders we work with regularly thank us for it.

We've built a team of people who are genuinely passionate about what we do, and that flows through to every aspect of every project. The range of different skills, backgrounds, and qualifications within our team makes us a force to be reckoned with. And we don't just treat this as a job —together we're on a mission to improve the standard of home design in Brisbane and beyond.













## 7 REASONS TO CHOOSE URBAN DESIGN SOLUTIONS

1. **We hear you.** It's our job to be mind readers and bring your ideas to life. We'll give you advice based on our experience, and apply our expertise to guide your ideas to fruition.

2. **We work with you as a team.** We're grateful you've included us as part of your project. We'll help you build an outstanding team of consultants around your project to ensure its success.

3. **We don't settle for second-rate.** We take all aspects of design into consideration, and we don't cut corners. This means no coming back to have things done twice, and no nasty surprises through the course of the project.

4. **We won't let you get out of your depth.** We offer a unique, efficient service, which translates into value for money. We speak to you in plain English so you can easily understand what's involved at every stage of the project.

5. **We know what we're doing, beyond design.** We have extensive knowledge in many speciality areas throughout the building industry. This means we can anticipate all aspects of a project and consider their impact on the overall outcome.

6. **We're considerate of your budget.** We understand that to make a property development successful the numbers need to stack up, building costs play a significant role in the profitability of a project. We consider the local market, buildability and cost effectiveness in design, but also creative design to maximise the number of homes or the areas within each home, balancing constraints, budget and desire for the best outcome.

7. **We're in your corner.** We're focused on achieving the best outcome for you, we partner only with trusted, experienced local suppliers. We genuinely want the best for you and your project.

# TESTIMONIALS



Extremely helpful and accommodating, UDS went out of their way to provide effective solutions in a challenging context. I found the designers at UDS to be highly talented and creative. I am extremely happy with the level of service and the quality of work they provided. Highly recommended.

**Sam Gurgis**



Dave and the Team at Urban Design were wonderful, very professional and helpful with our project. They listened to what we wanted to achieve and assisted with ideas and solutions to challenges.

**Dayna Zernike**



Working with Urban Design Solutions was the most valuable decision we made in relation to our building project... Dave and his team treated our project as if it were their own. They worked 'with us' to bring our ideas to life.

**Kerrie Donnellan**



We have had a few projects with Dave and his company. I could not recommend more highly to anyone who needs their projects designed on time, on budget and most of all accepted easily by various councils in SEQ. I am looking forward to working with Urban Design Solutions again in the near future.

**Binh Nguyen**



Dave and his team from Urban Design have helped us with multiple projects for home renovations over the last ten years. We have found their service to be very professional with great results on our projects. Dave can explain and break down complex design ideas which we highly appreciated. We highly recommend Urban Design and look forward to working with Dave and the team for our future projects.

**Jayalath Bandara**



Great team, easy to work with and most importantly great designs. Highly recommended.

**Richard Smith**



# AWARDS



# CONTACT US

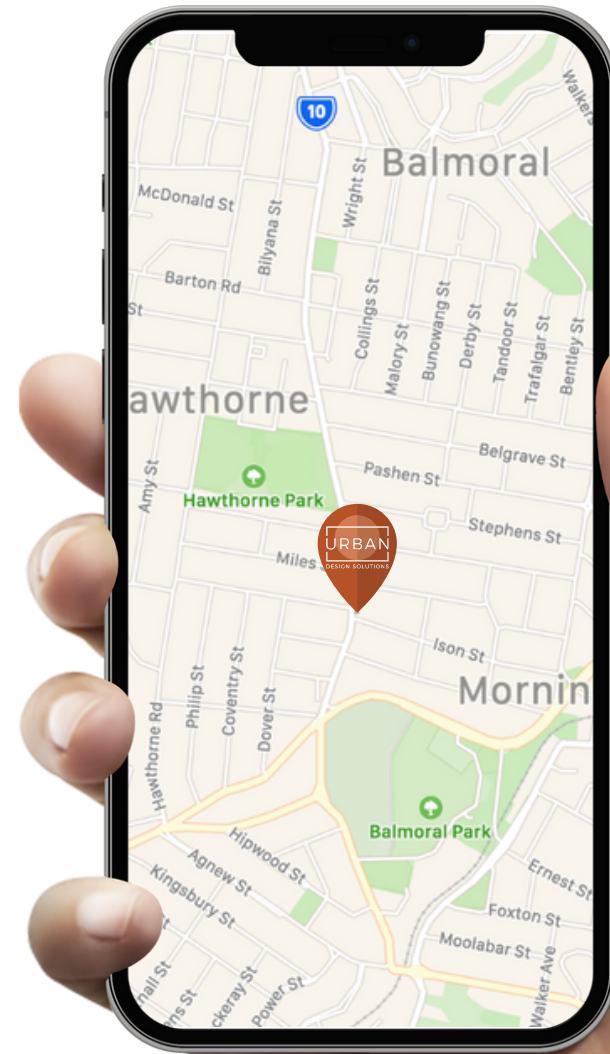
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