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Top marks for SC Land way of building in Brighton at 30 Esplanade

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30 ESPLANADE BRIGHTON DEVELOPMENT ESPLANADE PROPERTY REAL ESTATE
SC LAND



IMAGE SUPPLIED

Lance Chu and his wife and business partner in SC Land, Chenghan Tan, don't develop housing in the way we have come to expect in Melbourne. The usual method here is for the developer to sell as many apartments or townhouses as possible when the project is launched and before the hoarding goes up around the site. The ideal is to sell them all.

Lance and Chenghan don't do it that way. "We sell the minimum at the beginning. Generally, a core group of friends invest in some early on. We try to maintain as many as possible until the end of the project – until they are all built," Lance says.

"If you sell everything off the plan, then the developer's interest is aligned with the builder to get everything done as quickly as possible and to keep costs down. If it is the other way around, the developer's interest is aligned with the purchaser to have the best possible quality when finished; you want to make everything perfect."



LANCE CHU & CHENGHAN TAN. IMAGE SUPPLIED

They both come from property development families and Lance has a masters of architecture from the Harvard Graduate School of Design, where he studied under Rem Koolhaas, Pritzker Architecture Prize Laureate, author and international leader in architectural thinking.

After graduation, Lance, together with fellow classmates from Harvard, opened OMA Asia in Hong Kong, a satellite office of Rem Koolhaas' OMA (Office for Metropolitan Architecture). "It was a very exciting time in the mid-1990s," he says.

It is this background that drives his commitment to impeccable architectural standards in his projects and to building residences that offer exceptional space, light, luxury and serenity.

SC Land's latest Melbourne development, 30 Esplanade in Brighton, is a sculptural and stunning collection of 24 townhouses designed by Wood Marsh.



IMAGE SUPPLIED

"We are very lucky to have had Wood Marsh on this project," Lance says.

"I think with any collaboration the ability to allow each contributor their expression yields a stronger result. I would like to think that my wife and I set the tone and that the buildings we create reflect our personalities."

30 Esplanade has been a long while in the making, with SC Land buying the 5200-square-metre site opposite Green Point Park in 2000. After years searching for the perfect location, it was here, Lance says, that they had "the opportunity to produce a landmark of architectural significance with homes that are exceptional in both their beauty and their behaviour".

The 24 townhouses, now complete, are stage one of a two-stage project. On another part of the block, 11 apartments will be launched in early 2016.

"Buying off the plan is hard for people at this level," Lance says. "It's a touch, feel and see marketplace."

He describes the properties as "a collection of refined urban beach houses with a relaxed coastal feel".

The beautifully detailed residences evoke the waves and rhythms of the ocean. The sculptural facades have curved timber screens, which are made of teak and will soften to a silver grey over time. Even the driveways are considered and clever, with speckled concrete designed to look like sand.

"There is a real gentleness to the design; 30 Esplanade not only exemplifies Wood Marsh's architectural vision, but also the way my wife and I approach development," Lance says.



IMAGE SUPPLIED

Interiors continue the casual, relaxed beach home theme, with timber featuring throughout in the American-oak floors, kitchen joinery and as a defining feature in the kitchen area that has the warmth of a timber-batten ceiling.

The townhouses are in two strips of 12. The northern buildings are 300 square metres, including exterior spaces, and the southern buildings are 250 square metres.

All have three bedrooms with a study, a courtyard garden, a roof deck and parking for two cars. They are priced from \$1.95 million to \$2.85 million.

The project has already received two awards in the 2015 International Property Awards in the categories of Architecture and Residential Development Australia.

30esplanade.com.au

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