

*10m*Frontage

Contemporary • Reliable • Ready

*The*

BUILDING  
DESIGNER

The Architect-Builder Alliance

Over 10 Years, 1,500 Projects, One Vision

Concept Design &  
Pre-Sales Consultation

Technical Drafting  
(DA/CDC Compliant)

Council Submissions &  
Approvals

TMF Design Pty Ltd  
April 2026

# TABLE



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**10 m Frontage** is a Sydney-based **building design** practice specializing in cost-effective, Australian-compliant **DA/CDC** documentation for builders developing **Greenfield** and **narrow-lot residential** projects.

We solve builders' toughest **margin challenges** through **optimized designs**, streamlined **approvals**, and transparent project delivery.

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# The BUILDING DESIGNER



2 Chichester St,  
Maroubra, NSW 2035

[10mFrontage.com](http://10mFrontage.com)

[hi@tmfdesign.au](mailto:hi@tmfdesign.au)



*We Craft Experiences That Resonate.*

## ■ Design Brief

- Understand homeowner interests and lifestyle requirements
- Builder needs: facade preferences, tender considerations
- Common goal: Budget alignment, facade approval, timing optimization
- Compliance-first approach

## ■ Concept Floorplan

- Deliver 3-5 concept options within 1-3 days
- Contract starts after client confirmation
- Iterative adjustments as needed

## ■ Set of Drawings

- Facade proposal (3D visualization)
- Preliminary drawing package (bank loan ready)
- Full CDC or DA/CC drawing sets
- Turnaround: 3-5 days per phase

## ■ Approval

- Complete documentation package
- Coordinate with certifiers, consultants, and councils
- Streamlined submission process



# LETTER

## *from the*

# FOUNDERS

*To our dedicated partners and builders,*

On behalf of the 10mFrontage (10mF) team, I am Harry Pham.

More than a decade ago, Harry Design Studio was born from my personal passion and experience as an architect with years of expertise in Sydney's premium residential sector. Today, alongside a team of exceptionally talented individuals, **10mFrontage** (10mF) has been conceived from a simple yet profound challenge in Australian urban development:

*How can we transform modest plots—the typical "10m frontage" lots of New South Wales—from mere repetitive, characterless concrete blocks into inspiring living spaces that optimize functionality and contribute meaningfully to the urban fabric?*

The solution 10mF offers goes far beyond drafting blueprints. It is a journey of **partnership with builders** to redefine the architectural landscape of NSW and Australia. We stand at a pivotal turning point of the decade, where the Australian Housing Crisis is placing direct pressure on a young, multicultural generation who have chosen Australia to build their careers and futures. At 10mF, we believe that creativity combined with a deep mastery of planning regulations is the key to unlocking sustainable housing supply.

The execution power of 10mF lies in our young, multicultural team operating seamlessly across both Australia and Vietnam. We take pride in our specialists who, while young, bring seasoned expertise to every link in the project chain:

- **Concept Design:** Visionary architects dedicated to breakthrough ideas.
- **Technical Blueprint & Quality Control:** A meticulous team ensuring every detail meets the highest industry standards.
- **Project Managers:** Thoughtful leaders who actively listen and provide close guidance to every homeowner.
- **Project Coordinators:** Our indispensable "golden girls"—resilient connectors who coordinate applications flawlessly to meet the most stringent Council requirements.



This specialized hybrid model of expertise and project management allows 10mF to translate complex planning rules into fast, precise outcomes, ensuring maximum financial optimization for our clients. With **over 500 projects approved in 2025** and a goal to triple that growth in the coming year, 10mF's footprint now spans all major growth corridors in NSW:

- **Southwest:** Glenmore Park, Oran Park, Leppington, Austral, Gilead...
- **Northwest:** Box Hill, Marsden Park, Rouse Hill, Riverstone, Pittown...

*We don't just design houses or facades; together with you, we are shaping the face of satellite cities—magnets for a new, intellectual, and future-focused generation. 10mF remains committed to being your strategic partner, bringing modern design thinking and proven execution to build a prosperous future for Australian urban architecture.*

*Harry Pham*

Sincerely,  
Creative Director

---

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## TEAM

Australia-Vietnam collaboration delivering Australian quality at optimized cost through rigorous quality control and transparent processes.

### Creative Director

Harry Pham

### Business Manager

Eva N

### Designer Lead

Will Le

### Key Account Manager

Liz Ho

### Concept Designer

Will, Ryan

### Project Coordinator

Alpha, Ella, Selene

### Blueprint

Glenda, Andy, Amber,  
Dustin, Dan, Freya, David

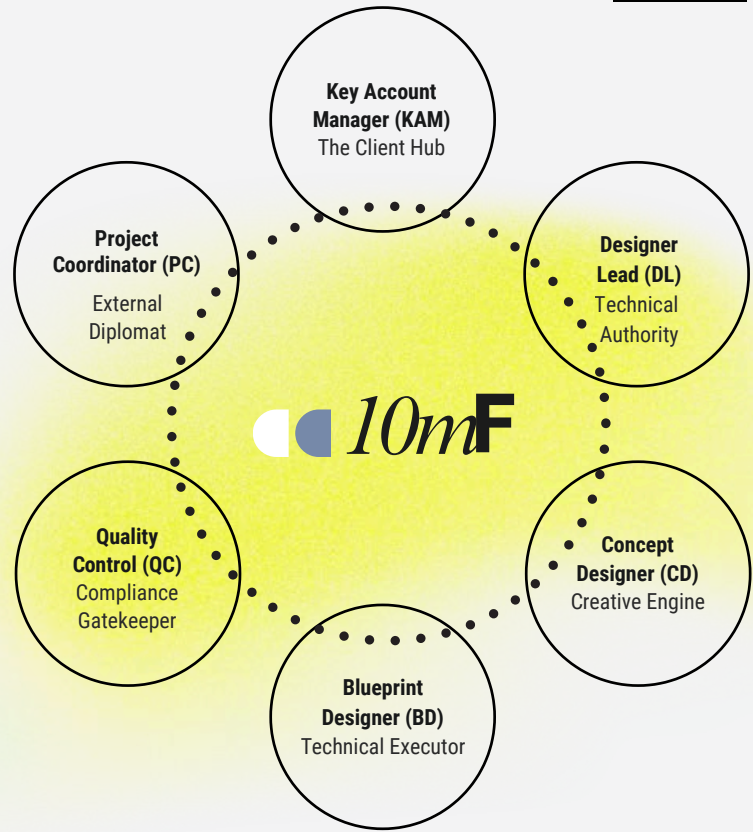
# TMF DESIGN PORTAL



[10mF.au](https://10mF.au)

At 10mFrontage (10mF), we believe that a successful project is built on two unwavering pillars: **Creative Design** and **Flawless Execution**.

The **TMF Design Portal** is more than just a dashboard; it is a sophisticated, real-time ecosystem engineered to **streamline your workflow**, eliminate communication gaps, and **elevate the home-building experience** for your clients.



**FAÇADE LIBRARY**  
Our Façade Collection

Search

Frontage (m) | Floors | Style | Budget

Name	Frontage (m)	Style	Budget
Tea Tree	10	Modern	Luxury
Banksia	10	European	Moderate
Ironbark	10	Modern	Moderate
Faulconbridge	13	Modern	Luxury
Kookaburra	10	Modern	Luxury
Grand Banyan	13	Modern	Luxury
Bellbird	10	Modern	Moderate
Grevillea	10	Curved	Luxury
Saltbush	9	Hampton	Luxury
Grevillea	9	Modern	Moderate
Riverstone	11	Modern	Luxury
Rosella	10	Modern	Luxury
Waratah	10	Modern	Luxury
Okinawa	12	Modern	Moderate
Pina Park	10	Modern	Cost friendly
Melaleuca	10	Modern	Moderate
Acacia	10	Curved	Luxury
Hibiscus	10	Modern	Luxury

# Extensive Design Library

01

Gain instant access to our curated library of thousands of Layouts and Facades. This powerful sales catalyst enables you to provide professional visual consultations, allowing House Owners to visualize their dream homes from day one and helping you close deals faster.

**Floor plan Library**  
Please filter by preferable criterias below

Frontage <5m >12-12.5m >12.5-14m >14 <15m >15m >20m **10m** 11m 12m 15m 20m 6m 7m 8m 9m

Site area >900sqm >740-900sqm >600-740sqm >560-600sqm >450-560sqm >350-450sqm >300-350sqm >250-300sqm 200-250sqm <200sqm

Garage Tripple garage Double garage Single garage

Bedroom 1 2 3 3/1 3/2 3/3 4 4/1 4/2 4/4 4/4/4 4/4/4/4 5 5/1 5/2 5/2/1 5/3 5/5 6 6/2 7

Storey Alterations & additions Attached dual occupancy Attached secondary dwelling Attached studio Basement cabana Detached dual occupancy Detached garage Detached secondary dwelling Detached studio **Double-storey** Lower ground floor

On top garage dwelling Others Pool Single-storey spa Town house

File Floorplan	T Project Code	T Project Address	Frontage	Building area	Storey	Garage	Site area	Site Length	Bedroom	Assessment type	Budget	Select
89 Brushcher... .pdf	250311	89 Brushcherry Street...	10m	>32-34 SQ	Double-storey	Double garage	>300-350sqm	>27-30m	5	CDC-Greenfield		
30 Altair Stree... .pdf	24/Macc home	30 Altair Street Box Hill...	10m	>30-32 SQ	Double-storey	Double garage	>250-300sqm	>27-30m	5	CDC-Greenfield	Mid-range	
LOT 141 -AUS... .pdf	250640	LOT 141 -AUSTRA	10m	28 SQ	Double-storey		>300-350sqm	>30-33m	4			
Lot 103 - 50 S... .pdf	250621	50 Standish Avenue...	10m	>30-32 SQ	Double-storey	Single garage	>250-300sqm	30m	5			
Lot 105 Crestli... .pdf	241218	Lot 105 Crestline Street...	10m	26 SQ	Double-storey	Double garage	200-250sqm	>25-27m	5	CDC-Greenfield	Luxury	
11 Ringtail Stre... .pdf	250947	11 Ringtail Street Melon...	10m	24 SQ	Double-storey	Single garage	>250-300sqm	>25-27m	5	CDC-Greenfield	Standard	
20 Nankin Str... .pdf	250623	20 Nankin Street Austr...	10m	>32-34 SQ	Double-storey	Double garage	>300-350sqm	>30-33m	5	CDC-Greenfield		
23 Caperbush... .pdf	24/Destiny Homes/Lot...	23 Caperbush Street...	10m	29 SQ	Double-storey	Double garage	>250-300sqm	>27-30m	5	CDC-Greenfield	Standard	Real Photos
18 Swiss Driv... .pdf	240612	18 Swiss Drive, Oakville	10m	29 SQ	Double-storey	Single garage	>250-300sqm	>25-27m	5	CDC-Greenfield	Standard	
Lot 29 No.30 ... .pdf	250314	30 Altair Street Box Hill...	10m	>32-34 SQ	Double-storey	Double garage	>300-350sqm	>30-33m	5	CDC-Greenfield	Mid-range	
Lot 114 Driftw... .pdf	241222	Lot 114 Driftwood Street...	10m	28 SQ	Double-storey	Double garage	>250-300sqm	>25-27m	5	CDC-Old area	Standard	
75 Greenough... .pdf	251021	75 Greenough Crescent...	10m	27 SQ	Double-storey	Single garage	>250-300sqm	>25-27m	5	CDC-Greenfield	Standard	
20 Durack Av... .pdf	241004	20 Durack Avenue...	10m	>40-45 SQ	Double-storey	Double garage	>350-450sqm	>27-30m	5	CDC-Greenfield	Luxury	
Armapreet_10... .pdf	250129	Armapreet_10x275 mel...	10m	23 SQ	Double-storey	Double garage	>250-300sqm	>27-30m	5			
Precinct 7J N... .pdf	250111	Precinct 7J "New Park",...	10m	>32-34 SQ	Double-storey	Double garage	>300-350sqm	>30-33m	5	CDC-Greenfield	Mid-range	
LOT 9143 - 25... .pdf	250316	14 Riberry Street...	10m	29 SQ	Double-storey	Double garage	>250-300sqm	>27-30m	5	CDC-Greenfield	Mid-range	
Lot 106 Crestli... .pdf	241219	Lot 106 Crestline Street...	10m	26 SQ	Double-storey	Double garage	200-250sqm	<25m	5	CDC-Greenfield	Mid-range	
137A Tallawon... .pdf	250944	137A Tallawong Road...	10m	>32-34 SQ	Double-storey	Double garage	>250-300sqm	30m	5	CDC-Greenfield	Standard	

# Real-time Project Tracking

02

Experience total transparency with our systematic tracking engine. From initial Concept to aesthetic Facade development, and through to the Bankset (for financial approvals) and the Fullset (for building permits), every milestone is updated in real-time.

**Your Projects Dashboard**  
Manage all your projects in here

Project by Status **Tasks** Calendar Tab 4

Q Search Ask AI

Status	Done	In progress	Not started		
<b>4b) Survey</b>	Done			27/01/2026 - 03/02/2026	05/03/2026, 11:55
Lot 27, Batavia ave, Leppington					
<b>9) Sydney Water Approval</b>	In progress			27/01/2026 - 10/02/2026	05/03/2026, 11:55
Lot 27, Batavia ave, Leppington					
<b>Revised architectural set</b>	Done			08/01/2026 - 11/01/2026	05/03/2026, 16:08
Lot 132, No.10 Currawong st, Ingleburn					
<b>Vehicle crossing approval Road opening permit</b>	Not started			02/03/2026 - 16/03/2026	11/03/2026, 15:30
Lot 112, No.x The Water In, Box Hill					
<b>Survey, Geotechnical report</b>	Not started			02/03/2026 - 09/03/2026	11/03/2026, 15:29
Lot 115, No.x The Water In, Box Hill					
<b>Sydney Water Approval</b>	Not started			02/03/2026 - 16/03/2026	11/03/2026, 15:29
Lot 115, No.x The Water In, Box Hill					

[See more](#)

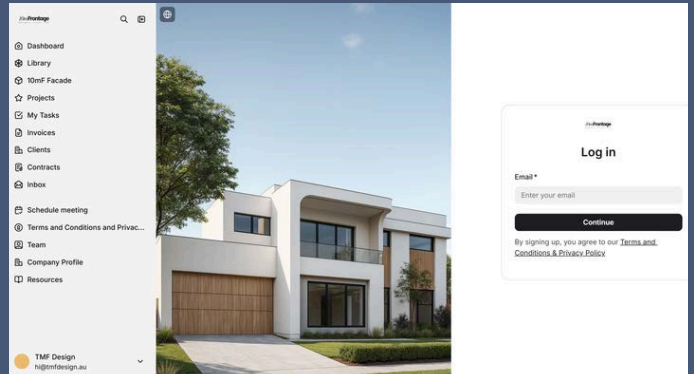
# Seamless Coordination & Integration

03

The Portal acts as your "Smart Project Manager," synchronizing data between builders, designers, and suppliers. By centralizing all documentation, we drastically reduce delays caused by fragmented communication or coordination errors.



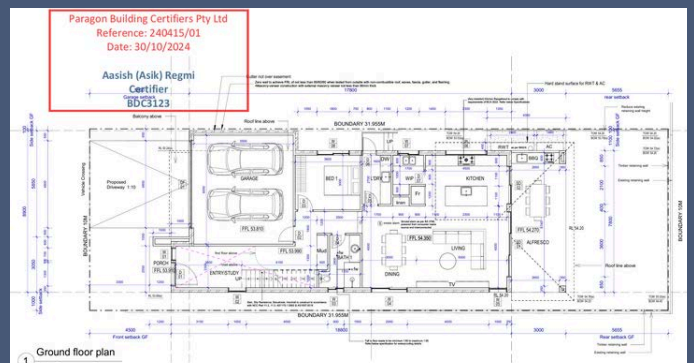
[portal.10mf.au](https://portal.10mf.au)



# Focus on Construction, We Handle the Logic

04

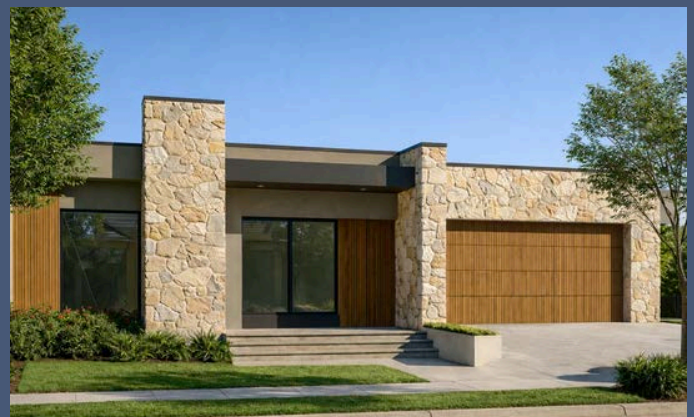
With 10mF managing the technical documentation and permit-ready sets, your team is liberated to focus on on-site quality and construction milestones, ensuring the highest level of satisfaction for House Owners.



# Minimized Risk & Compliance

05

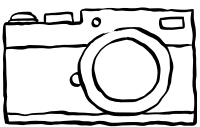
Every project phase is logged and verified. We ensure that your submission sets are strictly compliant and ready for approval, significantly reducing the stress of administrative back-and-forth.



*"You master the build;  
10mF masters the complexity."*



# DISCOVERING *Local* CHARMMS



Photography by Simone

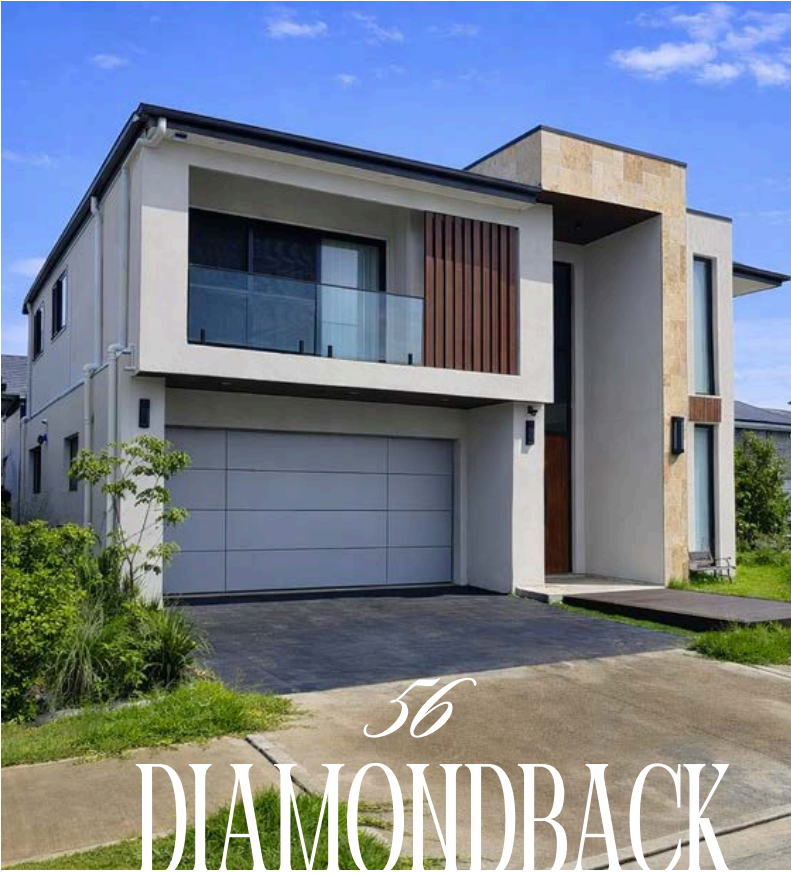
Our Built Houses



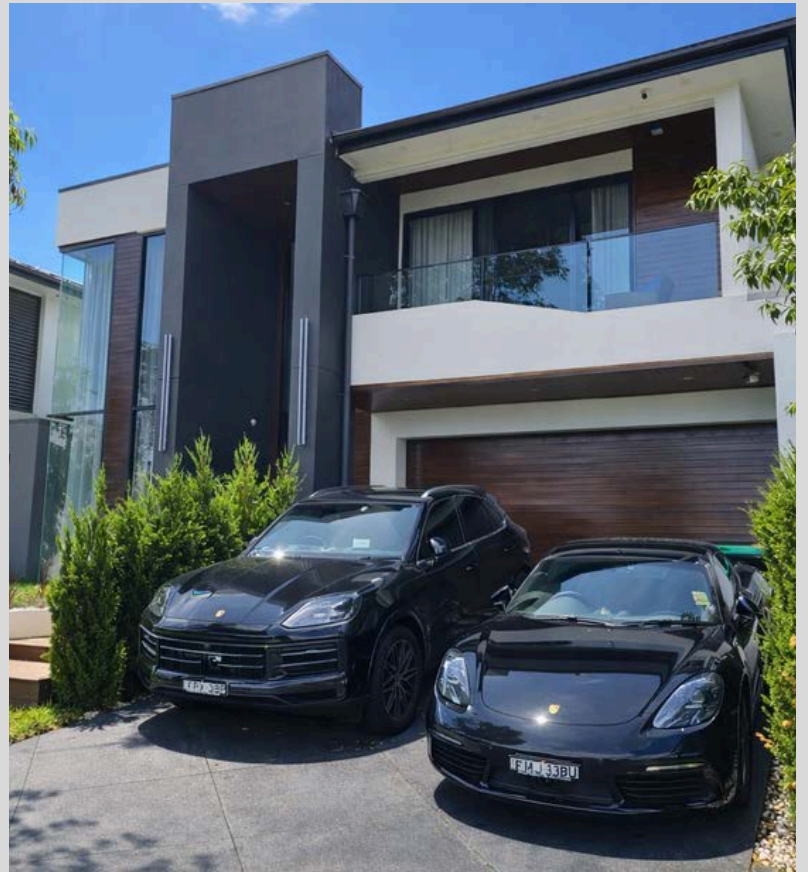
*115*  
DIAMONDBACK



115 Diamondback Parade Melonba



56 Diamondback Parade Melonba



*19*  
RIBBONWOOD



19 Ribbonwood Crescent Marsden Park



15 Jumbuck Street Melonba



14 Callaghan Street Marsden Park



24 Georgina Cres, Melonba

# BUILDER TALK #1

By Eva N  
Photography by 10mFrontage

## *The Reality of Modern Home Building in 2026*

*"Working with 10mF, we don't just build a house;  
we build certainty."*

That's what Harpal, Director of **Patiala Homes**, shared over a cup of Vietnamese Arabica recently. After a decade of partnering, we sat down to talk about what really matters in the **2026 construction market**.



*"We've all seen it—architectural designs that look stunning on paper but are a nightmare to price or build. In an era of skyrocketing bank interest and tight margins, "pretty" isn't enough. It has to be feasible."*

*"10mF brings the architectural solution, and Patiala Homes ensures it's realized perfectly—on time and on budget."*

### Key Takeaways from our chat:

- 🏗️ **Structural Intelligence:** How a simple wall alignment tweak can save a client \$10,000+ without losing the aesthetic.
- ⚡ The "Sleep-Easy" Factor: Why 10mF's DA/CDC documentation achieves **"Right-First-Time" approvals**, killing off the drama with Councils.
- 🏠 The Future of Living: Why **Dual Occupancy** (Duplex) and **narrow-lot optimization** are the only sustainable paths for Sydney's growth corridors.

Curious about what matters to builders and how design thinking should align with construction reality?

👉 Read the full "10mF Builder Talk" Journal in our website!



# HIGHLIGHT



# CASE STUDIES



**Stunning Houses, Proven Expertise.** Explore our diverse collection of architectural masterpieces. Dive into unique themes, find your inspiration, and collaborate with our expert team to build a house that truly stands out.

*Signature narrow-frontage designs that deliver luxury aesthetics and functional VOID entrances—even on constrained 10m lots.*



## 105 CRESTLIME STREET, BOX HILL

CDC CONCEPT 2 STOREY DWELLING

Site area 250m<sup>2</sup> | Total Building Area 242,96m<sup>2</sup> ~ 26,15 sq



5



3



2

### Challenge

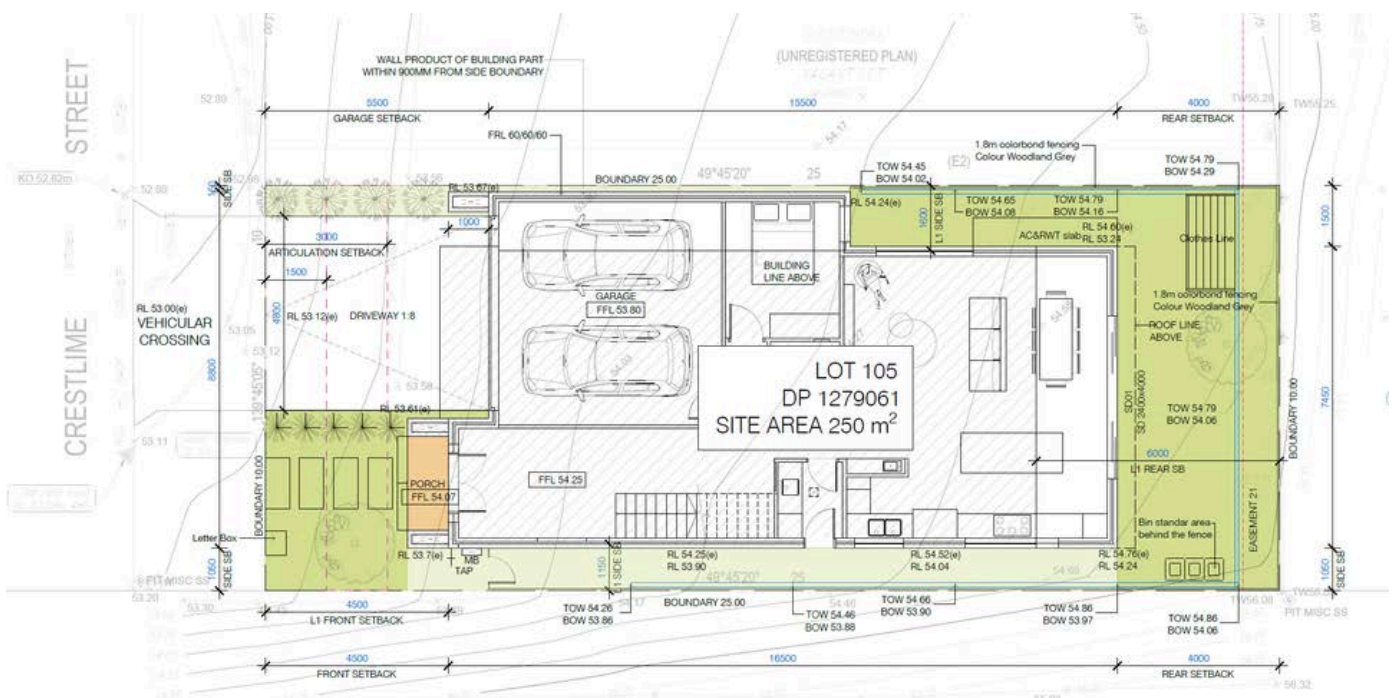
- French Provincial style on narrow lot
- Balance classic aesthetics with construction budget

### Solution

- Contemporary French Provincial design approach
- Cost construction: slightly above standard, delivering favorite styles
- Easy-to-sell aesthetic with timeless appeal

### Result

- High market appeal
- Strong ROI for builder
- Drawing execution time: 5 days





50 STANDISH AVENUE, GREGORY HILLS, NSW 2557

CDC CONCEPT 2 STOREY DWELLING  
Site area 300m<sup>2</sup> | Total Building Area 423,09m<sup>2</sup> ~46 sq



**Challenge**

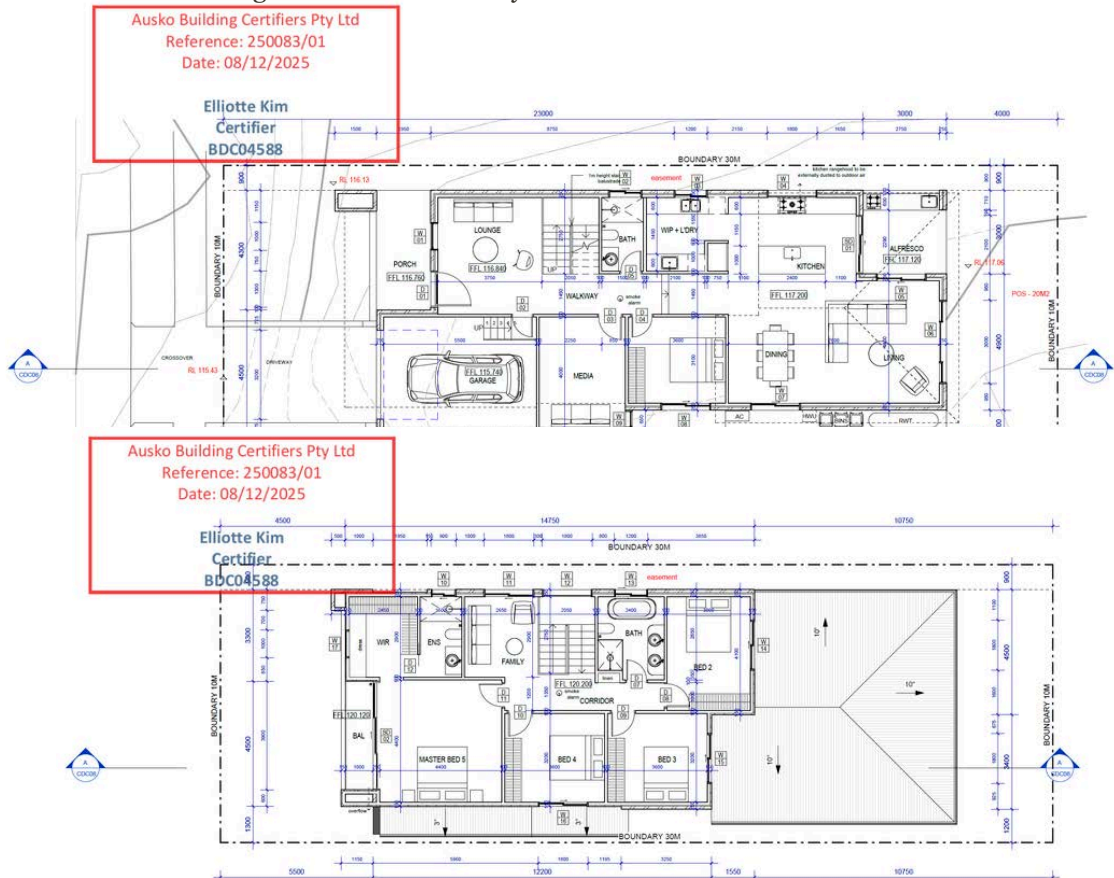
- Narrow frontage without VOID entrance
- Maintain modern aesthetic with optimized layout

**Solution**

- Optimized floor plan superior to typical narrow-lot designs
- Standard modern geometric facade language
- Timeless contemporary style

**Result**

- Better space utilization than previous narrow-lot models
- Always-relevant design aesthetic
- Drawing execution time: 5 days





6 CARINA STREET, BOX HILL, NSW 2765

CDC CONCEPT 2 STOREY DWELLING  
Site area 302,7m<sup>2</sup> | Total Building Area 302,1m<sup>2</sup> ~ 32,5 sq

5 3 2

**Challenge**

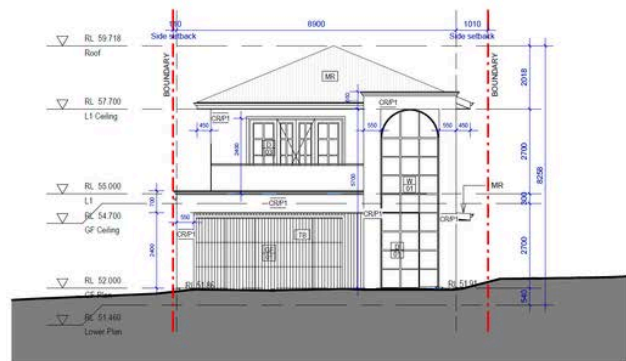
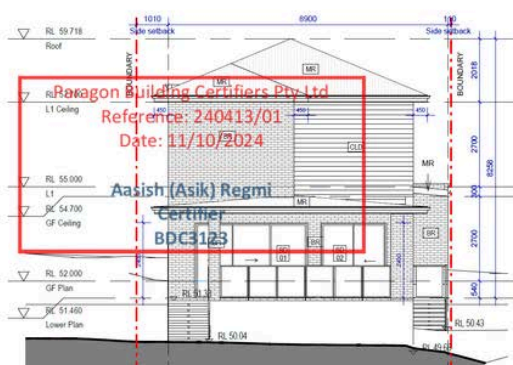
- Create elegant look on compact 10m frontage
- Include VOID design feature

**Solution**

- Small but elegant aesthetic
- Optimized layout for 10m frontage
- Molding details create elegant, classy appearance
- Front VOID design adds visual depth

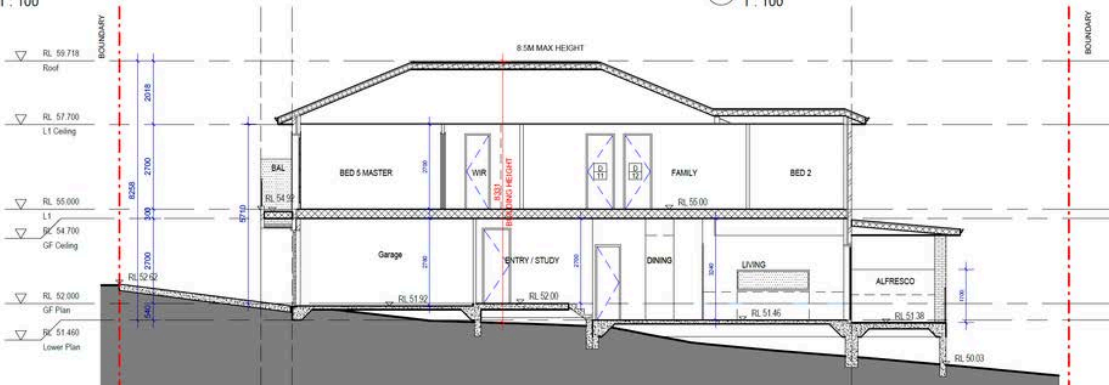
**Result**

- Premium look within budget constraints
- Maximized functionality and style
- Drawing execution time: 5 days



1 NW Elevation  
1 : 100

2 SE Elevation  
1 : 100



Case Studies #



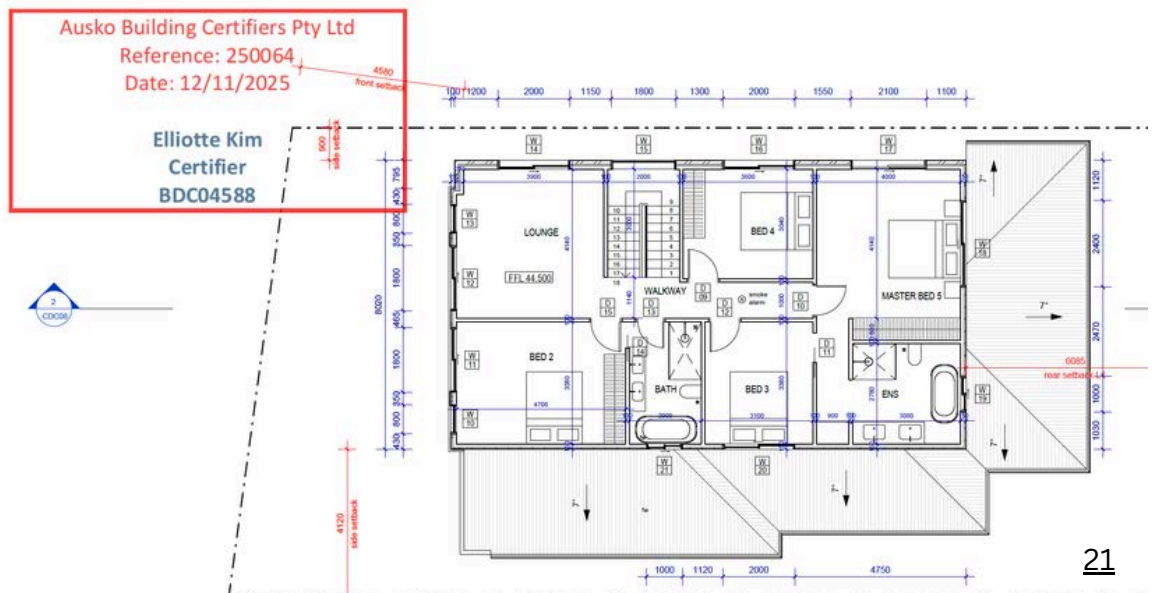
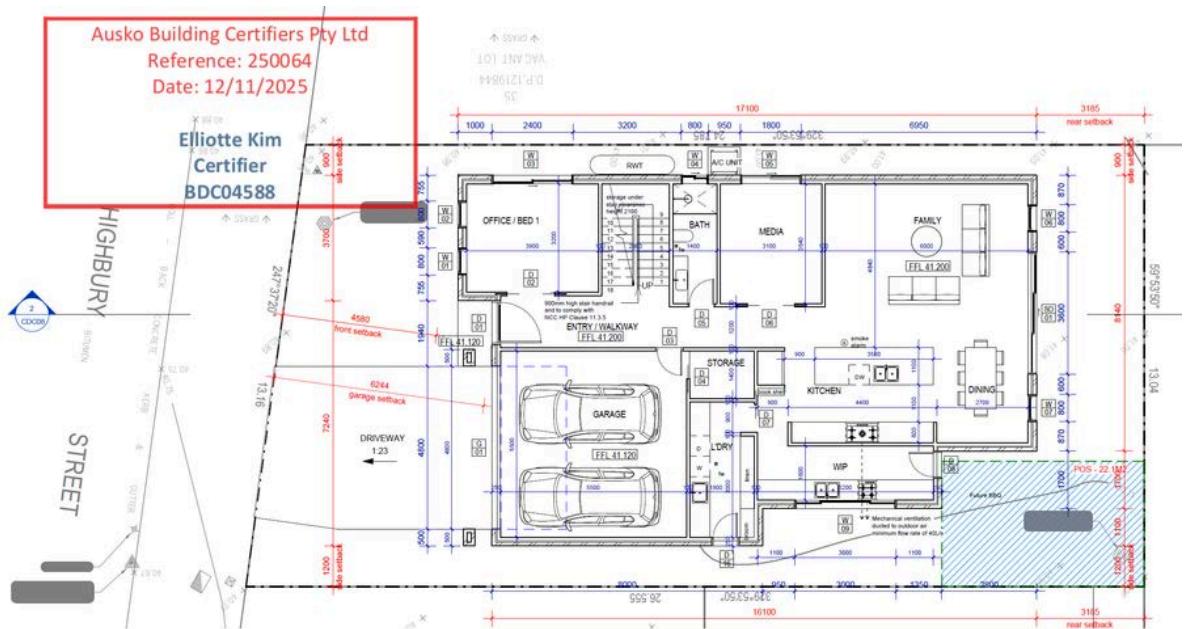
11 HIGBURY ST, TALLAWONG, NSW 2762  
 CDC CONCEPT 2 STOREY DWELLING  
 Site area 334,7m2 | Total Building Area 283,1m2 ~30,5 sq

5 3 2

- Challenge**
- Hampton style, Coastal atmosphere on moderate budget
  - American teacher family requiring specific functionality

- Solution**
- Coastal atmosphere with Hampton-style facade
  - Optimized functionality: large bedrooms, study room, decent-size family room
  - Spacious butler's kitchen
  - Not excessive budget but thoughtful design

- Result**
- Perfectly tailored to client lifestyle
  - All functional requirements met within budget
  - Drawing execution time: 5 days





68 BUTLER DRIVE, WILTON, NSW 2571

CDC CONCEPT 1 STOREY DWELLING  
Site area 464,4m<sup>2</sup> | Total Building Area 294m<sup>2</sup> ~ 31,6 sq

4 3 2

### Challenge

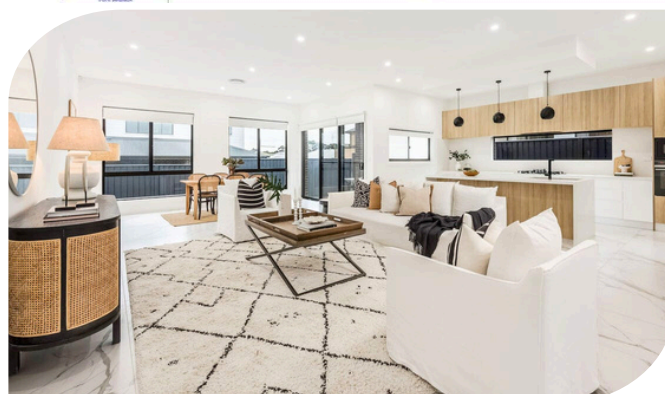
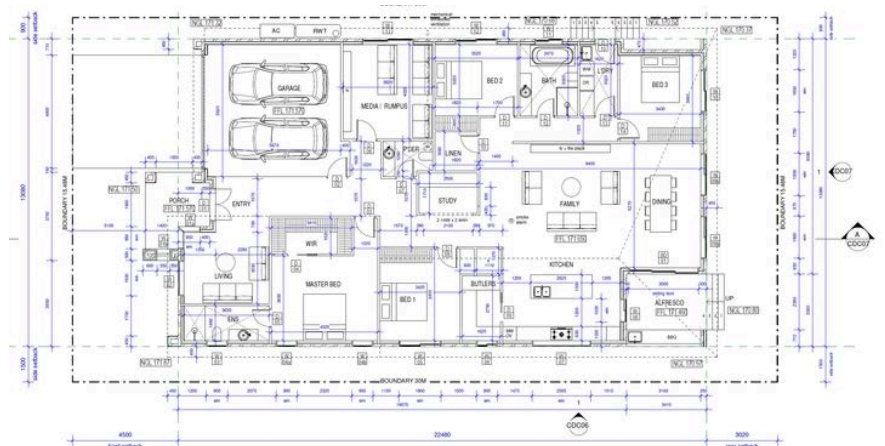
- Single-storey with elevated visual appeal
- Budget constraint: ~\$380k construction

### Solution

- Skillion roof design adds freshness to single-storey concept
- Creates perception of greater height vs. flat roof
- Avoids traditional hipped roof cliché
- Premium interior finishes within budget

### Result

- April 2025: Sold for \$1,160k (land purchased at \$540k)
- Exceptional ROI for builder
- Drawing execution time: 3 days





2 WAYFARER ROAD, GABLES, NSW 2765

DA CONCEPT 2 STOREY DWELLING  
Site area 714,m2 | Total Building Area 719m2 ~77,4 sq



**Challenge**

- Create iconic design in Gables estate
- Strict design guidelines: Skillion roof must be visible from street
- Most homes in area look similar with country-style skillion roofs

**Solution**

- Luxury modern style with high architectural shaping
- Maintains Gables skillion roof requirements
- Creates unique, distinctive aesthetic
- Delivers investment value through design innovation

**Result**

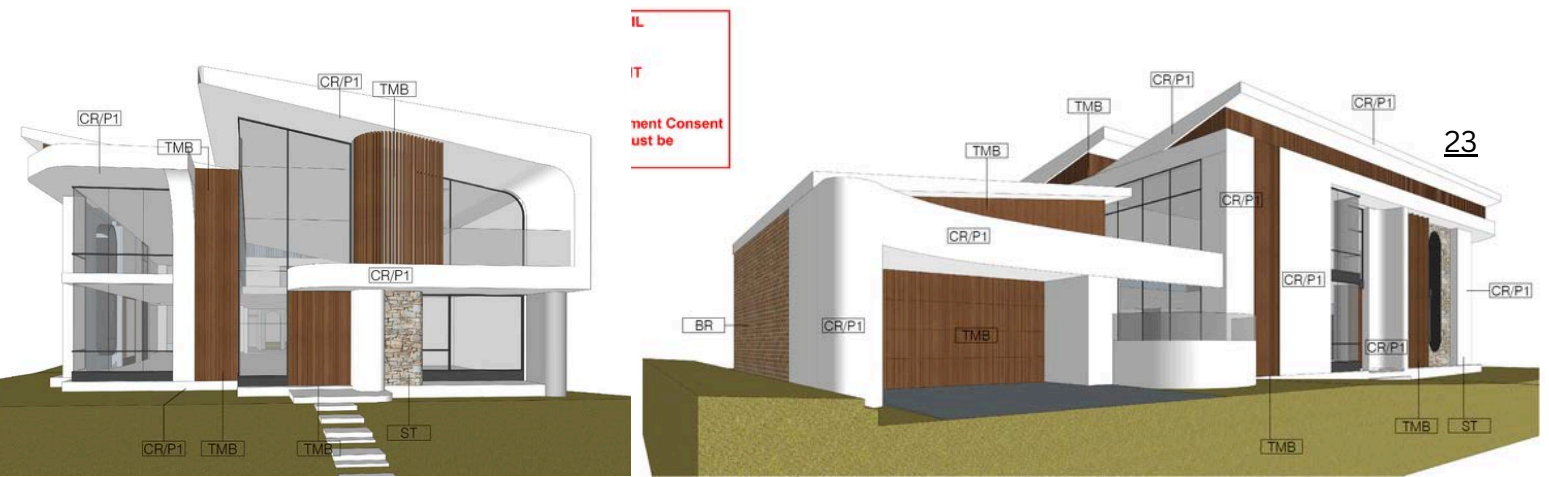
- Stands out in homogeneous neighborhood
- Meets all council design criteria
- Premium market positioning

**Additional Features**

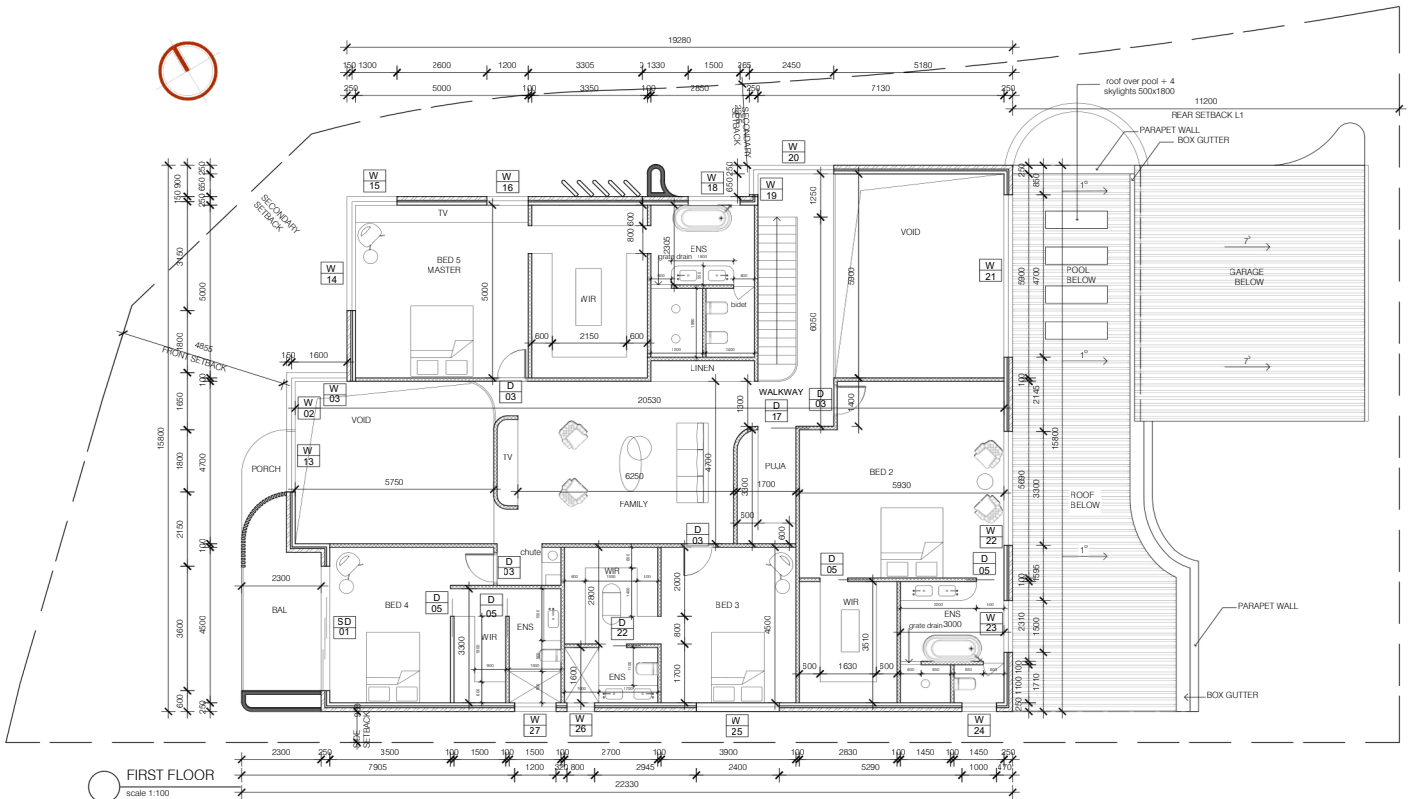
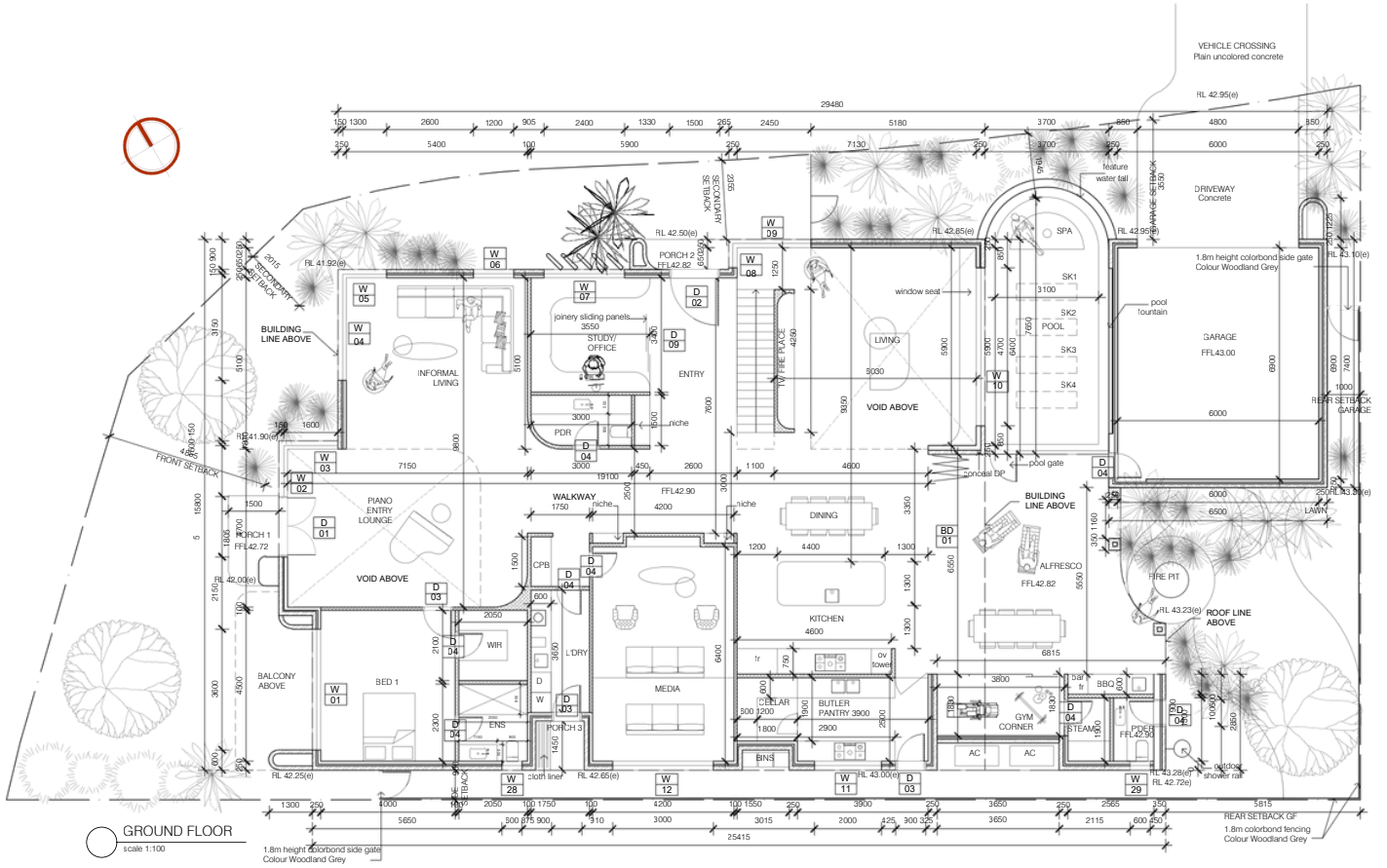
- Full luxury living functionality
- Irregular lot shape presented design challenge
- Council approval process: detailed professional engagement
- Garage setback variation approved through comprehensive technical justification

**Result**

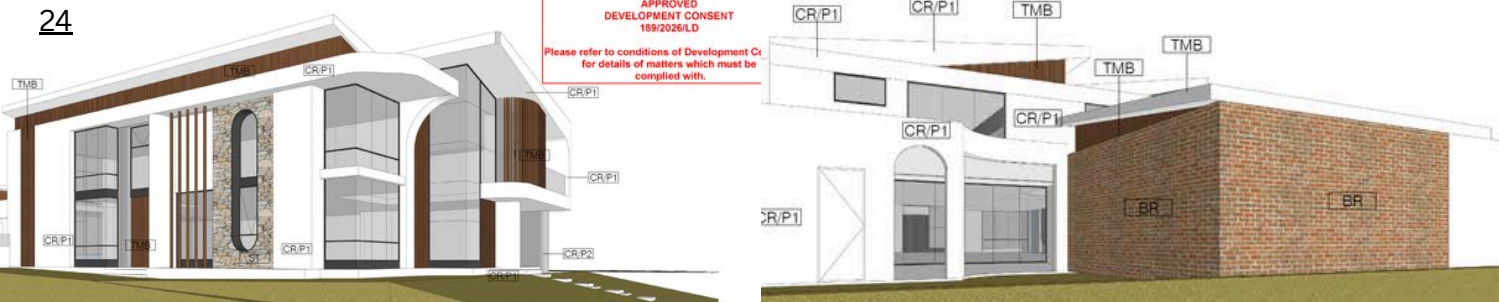
- Successfully navigated complex council requirements
- Achieved desired design outcome with variance approvals



Case Studies #



24





8 DUNKIRK ROAD, EDMONDSON PARK, NSW 2174

CDC CONCEPT 2 STOREY DWELLING  
Site area 450m<sup>2</sup> | Total Building Area 423,09m<sup>2</sup> ~46 sq

5 4 2

**Challenge**

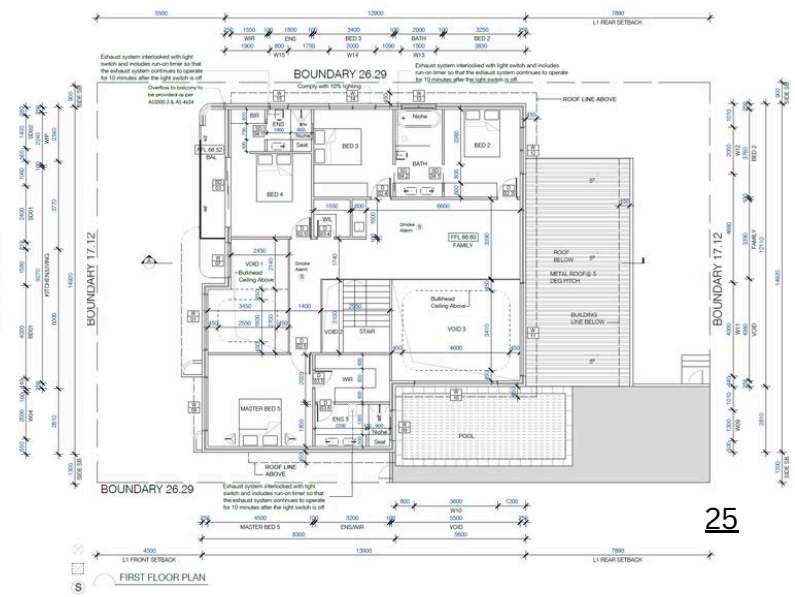
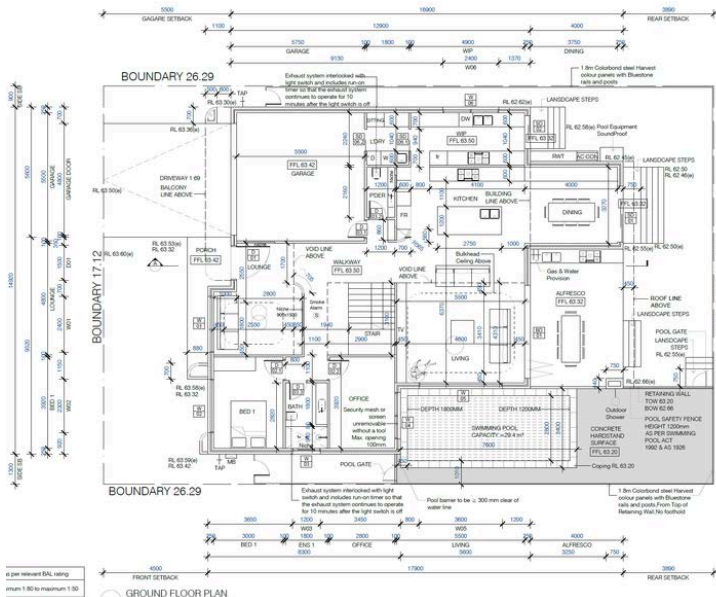
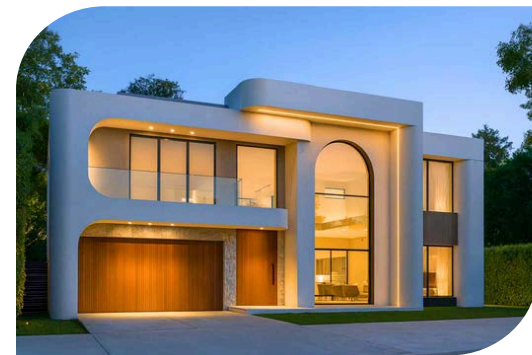
- Square lot configuration requiring optimized interior space (no windows in central areas)
- Modern, bold facade design required
- Extremely tight timeline: 5-week completion required

**Solution**

- Innovative spatial solution for windowless interior zones
- Contemporary, striking facade design
- Client had worked with other design firms unsuccessfully
- Project fast-tracked with concentrated team effort

**Result**

- Delivered record-time completion (5 weeks)
- Solved complex design challenges previous firms couldn't address





8 WAYFARER ROAD, GABLES, NSW 2765

DA CONCEPT 2 STOREY DWELLING  
 Site area 785,3m<sup>2</sup> | Total Building Area 675,28m<sup>2</sup> ~ 72,6sq

5 4 2

**Challenge**

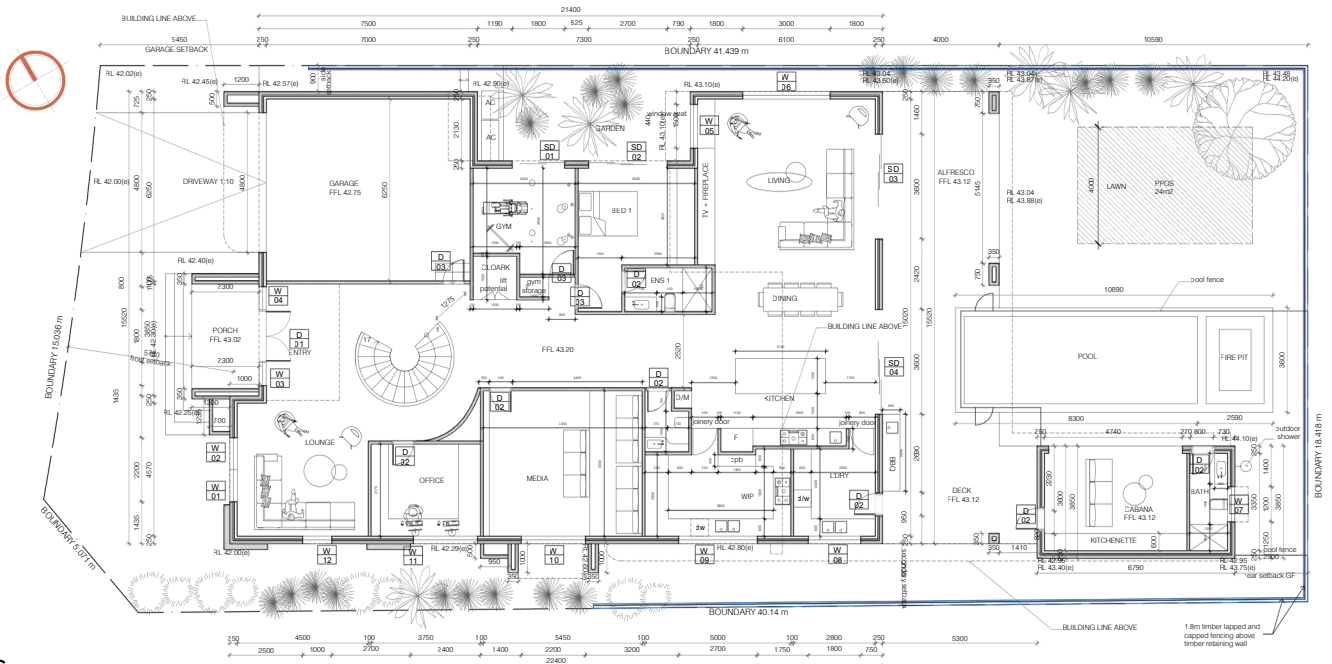
- Corner lot similar to Gables project
- Skillion roof must be visible from street
- Create modern aesthetic while meeting requirements

**Solution**

- Modern Mediterranean architectural style (Contemporary Coastal)
- Blends minimalism of modern architecture with softness of classic Mediterranean details
- Popular style for resort villas and Australian coastal areas (California influence)
- Innovative roofline approach maintains visual interest

**Result**

- Unique architectural statement in subdivision
- Premium market positioning
- Full compliance with design guidelines



# THE *Marsden Park* PARADOX

## Decoding the Art of "Dwelling" in the Compact City

As Sydney's gravitational centre shifts decisively Westward, Marsden Park has emerged as a frontline for innovative residential solutions. At 20 McKinnon Place, 10mFrontage has transformed a restrictive planning brief into a masterclass in spatial optimization—where architectural intelligence unlocks both commercial margin and human comfort.



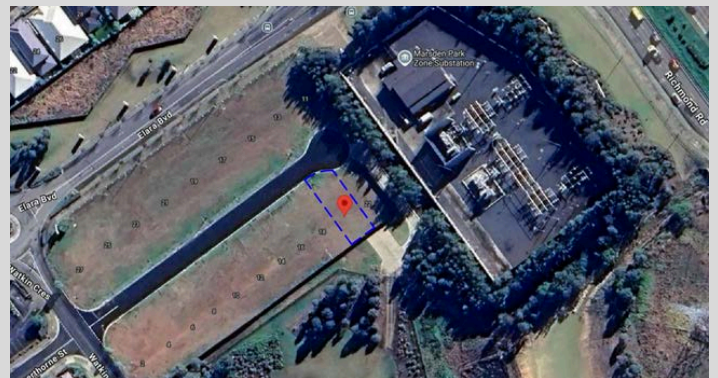

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By the 10mFrontage Editorial Team

### The Great West and the Livability Mandate

The North-West growth corridor is no longer just a sprawl of suburbs; it is the vital response to New South Wales' housing crisis. With the implementation of the National Construction Code 2022 and the Housing Provision Standard 2022, the state is pushing for higher density without compromising sustainability.

However, high density often results in "difficult" blocks. Marsden Park is where these technical paradoxes are most acute, demanding a design approach that is as commercially astute as it is aesthetically grounded.



*The site at McKinnon Place—a classic cul-de-sac geometry that challenges traditional linear design thinking.*

# The Frontage Paradox: Compliance vs. Commercial Reality

Lot 3860, a 291.9 m<sup>2</sup> parcel, presented a significant hurdle: a wave-like, curved frontage that narrowed sharply at the street boundary.

The project faced a typical new-growth paradox: a compact footprint constrained by strict front setbacks of 4.5m to 5.5m. A conventional linear design would have forced the structure too deep into the block, obliterating ground-floor utility and distorting the building's proportions on a site length of less than 17m.

### AREA CALCULATION

Site Area: 291.9 M<sup>2</sup>

	proposed		DA control		comply
	GF	L1			
Site coverage	161.8 M <sup>2</sup>	55.0%	175.14 M <sup>2</sup>	Max 60%	yes
	115.2 M <sup>2</sup>	39.2%	116.8 M <sup>2</sup>	Max 40%	
Landscape area	55.6 M <sup>2</sup>		min 15% lot area = 43.78 M <sup>2</sup>		yes
Front landscape	15.6 M <sup>2</sup>		min 25% front area = 12.5 M <sup>2</sup>		yes
Back landscape	40.0 M <sup>2</sup>		min 50% required landscape = 27.9 M <sup>2</sup>		yes
Front setback	4.5 M		4.5 M		yes
Side setback	GF : 0.9M - 0M		Building height < 4.5M : Side A: 0.9M / Side B: 0M		yes
	L1 : 0.9M - 1.5M		Building height < 4.5M : Side A: 0.9M / Side B: 1.2M		
Rear setback	GF : 4M		Building height < 4.5M : 4M		yes
	L1 : 8.2M		Building height < 4.5M : 8M		
FPOS	20 M <sup>2</sup>	(5 x 4)	20 M <sup>2</sup>	(5 x 4)	yes



### LEGENDS

- boundary
- proposed building
- proposed allseas + porch
- GFA
- landscape area calculation
- POS
- Demolition

### SITE AREA CALCULATION

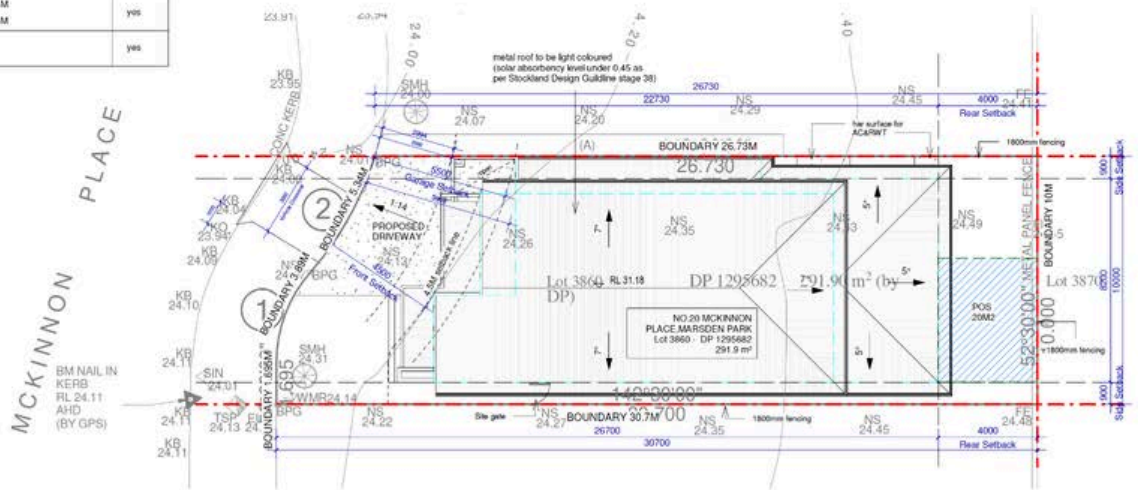
Name	Area	%
BUILDING	159.6 m <sup>2</sup>	55%
DRIVEWAY	39.5 m <sup>2</sup>	14%
GRASS	24.3 m <sup>2</sup>	8%
HARD SURFACE	2.8 m <sup>2</sup>	1%
LANDSCAPE	55.6 m <sup>2</sup>	19%
PORCH	4.3 m <sup>2</sup>	1%
WALKWAY	3.1 m <sup>2</sup>	1%
Grand total	291.3 m <sup>2</sup>	100%

### SITE COVERAGE

GF Pftan	161.8 m <sup>2</sup>
L1	115.2 m <sup>2</sup>
Grand total	277.0 m <sup>2</sup>

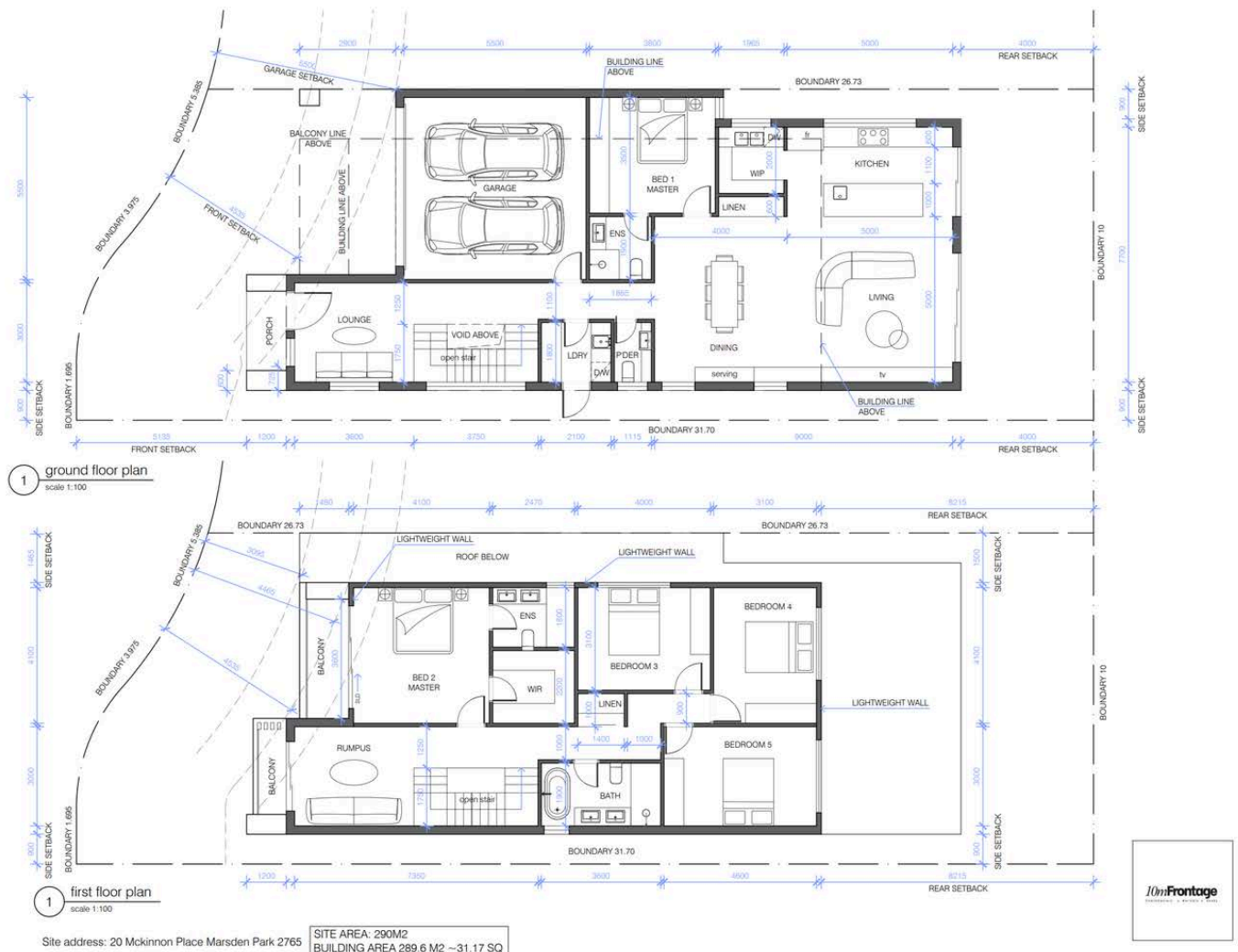
### LANDSCAPE AREA

FRONT LANDSCAPE	15.6 m <sup>2</sup>	28%
BACK LANDSCAPE	40.0 m <sup>2</sup>	72%
Grand total	55.6 m <sup>2</sup>	100%



# The 10mF Algorithm: Strategic Negotiation and Volume

To protect the builder's margin and the owner's lifestyle, 10mFrontage restructured the site's logic through rigorous spatial reasoning:



## Optimizing the Garage Footprint

By leveraging the lowest point of the boundary curve, we bypassed the standard "single-garage-deep-setback" trap. We successfully integrated a 30.3 m<sup>2</sup> double garage, instantly elevating the property's market tier and kerb appeal.

## Tactical Ground-Floor Zoning

Through a logical justification to Council regarding setback markers rather than a blanket alignment from the garage curve, we successfully positioned the Lounge (10.8 m<sup>2</sup>) closer to the frontage. This move ensured the setback remained compliant while maintaining a generous flow for the interior.

## The Seamless Open Plan

This regulatory victory paved the way for a high-performance ground floor: a 145.9m<sup>2</sup> layout featuring a 16.6m<sup>2</sup> Kitchen, a 22.0m<sup>2</sup> Living area, and a 21.2 m<sup>2</sup> Dining space. The result is a continuous "urban flow" that negates the claustrophobia inherent in high-density allotments.

## Long-Term Value: Livability in the Compact City

A professional design is more than a Stamped Plan. It is a commitment to long-term value. By incorporating a light-coloured metal roof with a solar absorbency rating under 0.45 and strategically placed Voids, we ensured thermal comfort in Sydney's West.

With 5 bedrooms and clearly zoned social and private tiers, **20 McKinnon Place** proves that when architecture is driven by strategic intelligence, geographic constraints become opportunities for distinction.



The Marsden Park Decryption:  
Architecture as a Catalyst for Property  
Value Maximization



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to close the deal  
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