



L A T I  
T U D E

49

**Discover Living.  
Melrose's  
burgeoning  
live-play-work  
lifestyle.  
Vibrant life a  
corner away.**



## The Building Design

### THE CONCEPT

**‘Solid cubed masses are subtly punctuated with openings and then juxtaposed against floating, expressed roofs - which work to transition the eye to the expansive Johannesburg skyline above’.**

LATITUDE 49 ARCHITECT - JOHN RADFORD.

The building which sits at the edge of the urban fabric, has been splintered into five differentiated forms which soften the junction to suburbia beyond. This splintered configuration, enveloped and softened by extensive landscaped gardens, highlights the kind of architecture that John Radford epitomises: that of understanding the lifestyle of the intended owners first. The architecture that follows then comes together as a result of these circumstances - working in harmony - to create three dimensional form and space. Your bespoke home.

Staying true to his vision of clever design and refined sensibility, Radford has made use of expansive glazing which is incorporated in the facades especially on the north sides. These work to maximise light into the depth of the spaces and convey a subtle sense of upliftment. Similarly, on the other facades, windows are placed to maximise views to treed adjoining suburbs and the Johannesburg skyline.

# Golden Moments

## HISTORY



Life is made up of a myriad of moments. The smallest ones sometimes changing history; changing lives. Prior to 1886, Johannesburg was a small, poor, settlement with little more than farming to recommend it. One moment, driven by a prospector with an insatiable belief in more, changed that. The moment of gold. Since its discovery in Johannesburg, gold has redefined everything about the people, the place and the lifestyle. And that first, initial belief in more continues to characterise the energy, the pace and zeitgeist of Johannesburg.

Latitude 49 joins in the spirit of that adventure by offering you a home that gives you more. Not only in the

elegance and sophistication of its design and living, but in the offering of its lifestyle. In discovering what it means to enjoy living in every moment, not just one. For it is living in the more of all the moments that make up our lives.

Latitude 49 redefines the live-play-work space in Melrose. From the haven of a stylish, secure, convenient home, you are still able to step out and experience the more of what has made Johannesburg the vibrant, dynamic, golden city that it is.

Discover living.  
Latitude 49.

## Exploring Your Surrounds

### A SPACE DEFINED BY URBAN CONVENIENCE

Latitude 49's burgeoning live-play-work lifestyle takes a leaf from yesterday's love of diverse connection, community and people. Your home is your haven and conveniently, just outside it, is a vibrant mix of dynamic life for easy living. A block from the office, a stroll from a coffee date, any destination is a mere corner away.

With its central location, Latitude 49 is one of the most superbly connected developments in Johannesburg North. Its central position ensures residents have quick access to international, national and local transport links: getting to OR Tambo, Pretoria, Joburg City or Sandton is facilitated by easy access to the M1 highway, the Gautrain (Rosebank or Sandton) or the local roads network (Oxford, Rivonia, Jan Smuts, Corlett).

Latitude 49 is superbly positioned for key cultural, business and shopping destinations including Melrose Arch, Sandton CBD, Rosebank, Hyde Park and Joburg City. Getting your business done is more than ever, accessible and convenient.



# Renew Your Appetite for Living

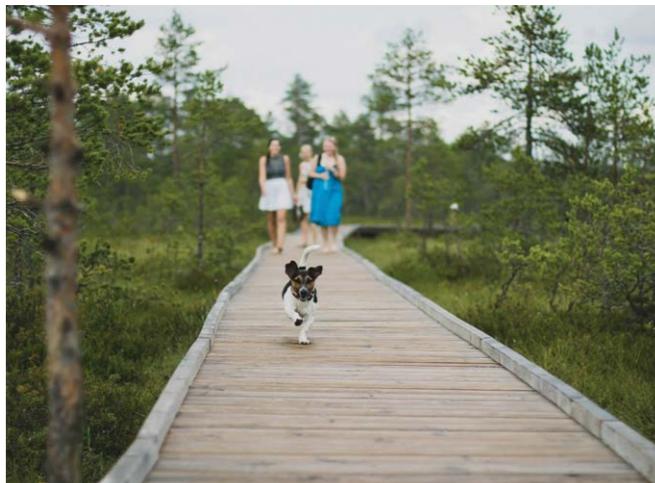
## TASTE LIFE

From its central location, Latitude 49 offers you the perfect opportunity to start experiencing the countless cultural, shopping or business options available.

## RESTAURANTS AND SHOPPING

The European lifestyle of Melrose Arch, where local and international retailers and restaurants overflow onto cobbled streets, is literally around the corner. Celebrated restaurants, like Jamie's and Moyo's, serve up plates of culinary delight that are not only delicious but right on trend. It's village feel is alive with people socialising or doing business over pastries and coffee from Paul's in the morning, to networking or enjoying a lively cocktail at the end of a day.

The shopping experience surrounding Latitude 49 is extensive. Shopping malls and neighbourhood centers provide an enriched and diverse offering. International fashion houses, emerging local designers, vibrant craft markets and organic food markets all offer an eclectic mix that is rich and exciting, established and new, and importantly, easily accessible from Latitude 49's central location.



## GREEN SPACES

Beautiful living also means stepping out into green spaces where you can renew your physical self and soul. Nestled around the bend in Birdhaven and just a few meters away, is the spacious, well maintained James & Ethel Gray Park. Visited by established regulars the walking paths gently wind around sloping hills - a popular running route for fitness enthusiasts. Pockets of playgrounds and picnic areas encourage gently, shared community. This remarkable, green haven in the midst of the city bustle allows you to appreciate the best of both worlds.



## SPORTING FIT

Keeping fit and staying healthy is more diverse than ever and Latitude 49 is perfectly situated for you to enjoy your kind of fitness. A walk away, Wanderers Sport Club and Golf Club, situated on their historically expansive grounds, offer all things sport, team and individual. Planet Fitness and Virgin Active are likewise nearby. And keeping your sporting viewing piqued is the dynamic oval of the Wanderers cricket stadium, home to regular test matches and T20 fixtures.



## RE-IMAGINING AND REJUVENATION

Latitude 49 is part of a rejuvenation of the area that began with Melrose Arch. The ensuing transformation of Wanderers, the rise of modern, new business headquarters, the upgrading of Blu Bird, Sandton and Rosebank all signal a collusion towards distinctive living. Established suburbs such as Atholl, Illovo, Inanda, Birdhaven, Melrose and Houghton encapsulate the area around Latitude 49 and bring with it a demand for excellence, convenience and style. When a neighbourhood begins with this kind of change, you can be sure that your living at Latitude 49 will herald the same kind of quality.





# A Distinctive Way of Living

## SUBTLE, BESPOKE ELEGANCE

'Residents will enjoy a range of amenities, from private to communal, that speak to the modern urban lifestyle; allowing for interaction beyond the confines of each apartment, at one's own discretion.'

Architect, *John Radford*



### THE APARTMENTS

A stylish balance between understated luxury and modern elegance, Latitude 49 offers 28 beautifully designed 2 & 3 bedroom apartments: sleek, urban living with all the convenience of a lock-up-and-go lifestyle. Basement parking ensures secure access to each apartment. Drawing on their individual spaces, the apartments are uniquely designed to capture their own remarkable feeling, position and architecture. The result being a bespoke apartment that is truly a beautiful home.

### PATIOS & ROOF TERRACES

Flowing outwards from the interior, individual patios and rooftop terrace gardens are an extension of your home. The harmonious transition from inside to the wooden deck underfoot, finds you surrounded by lush gardens - your own natural space in which you can breathe. The outdoors living experience is truly tangible.

### THE PENTHOUSES

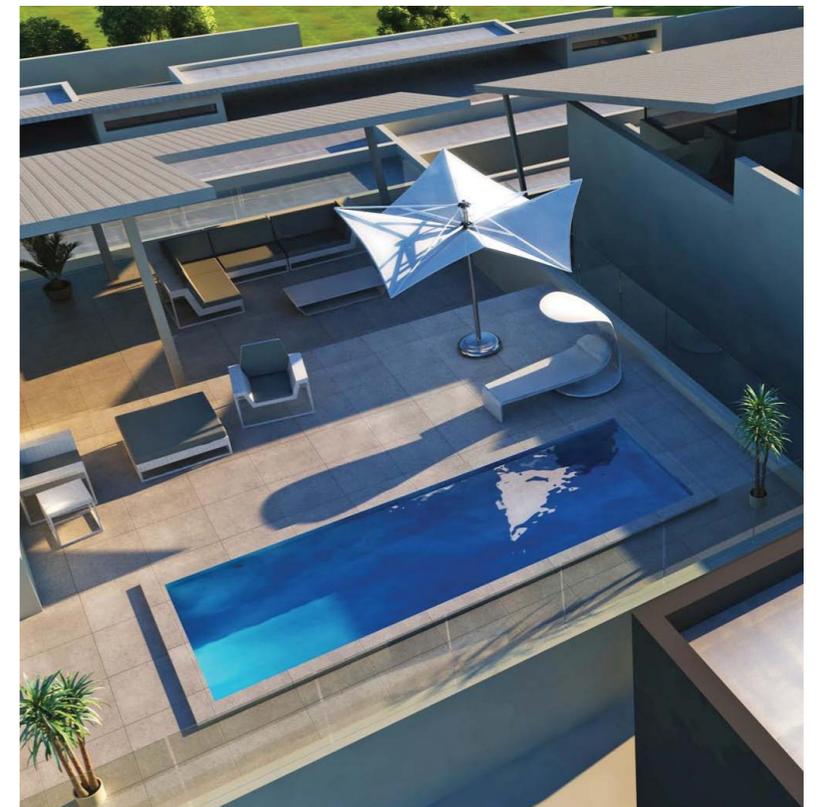
With 8 duplex penthouses, every luxury comfort has been encompassed: two boast their own private pool and landscaped terrace, while the others enjoy their own jacuzzi. This is truly golden, private living. Extending upwards from a basement parking, the two-storey penthouses, all designed with seamless cohesion and line, unfold onto a dual exposure rooftop terrace garden overlooking Johannesburg's changing skyline. Abundant perennial foliage, landscaped around a private pool create a relaxing extension from the interior to the outside: a space that invites residents to calm and peace after the hustle of the city.

### POOL & CLUBHOUSE

A communal pool is surrounded by lush, landscaped gardens, the foliage cocooning the area with a quiet sense of shared community. Designed as an external space for relaxing, meeting friends or reading, Latitude 49 recognises the dual need of residents for both privacy and community. The contemporary furnishings, the convenience of an on-site change room and the adjoining clubhouse promise that it will be a genuinely easy, relaxing experience for all residents.

### THE GARDENS

The interchange between indoor and outdoor living is captured by a ribbon of greenery extending from the beautifully landscaped communal areas to the expertly planted private rooftop gardens and patios. The gardens are designed with a focus on creating exterior spaces that encourage leisure and gentle, shared community. Planted with a diverse mix of indigenous foliage and herbaceous perennials, the gardens display year round interest and encourage a healthy life for both residents and nature's own creatures too.



# Iconic Design and Real Living

“Each unit has been worked on as a bespoke opportunity; in order to create a variety of offerings that appeal to the modern urban lifestyle”.

Architect, *John Radford*



7 unique designs over the 5 apartment blocks work to ensure that each apartment speaks to John Radford’s architectural impetus, where ‘clever design combined with refined sensibility ensures the ultimate modern urban lifestyle’.

### STYLING

Latitude 49 apartments are designed with precise architectural focus and built with the highest quality finishes and specifications. Residents have the luxury of selecting one of two bespoke finishing styles by Stephen Rich Interiors: **Contemporary or Modern Classic.**

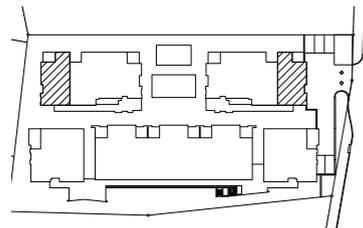
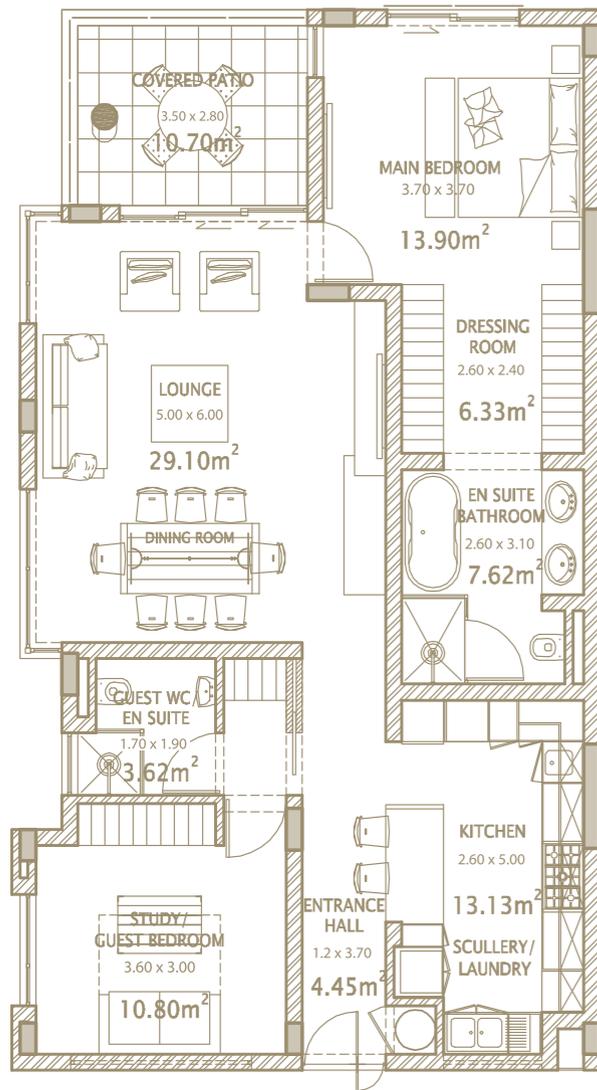
Materials have been carefully selected for the finishes, both inside and outside, and combine to create a timeless composition of texture and colour. Natural finishes in wood and stone combined with sleek steel and glass materials create a modern aesthetic of luxurious living. Floating staircases with seamless glass balustrades continue the interplay of light and material seen in the architectural facade of the exterior. The extensive glass facades further ensuring that light is generously reflected back into the apartments.



# Simplex

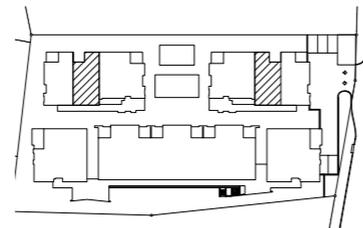
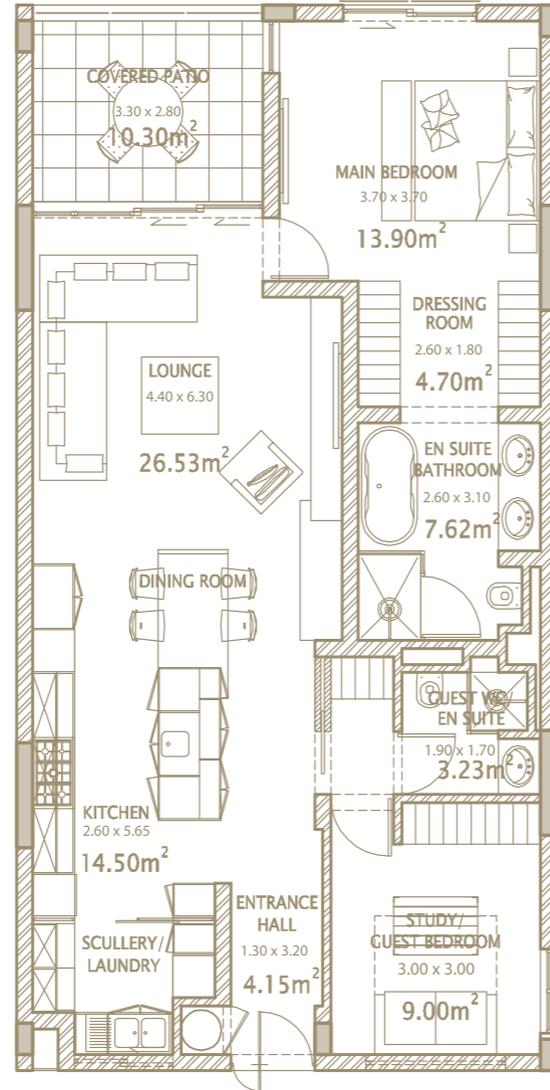
## 2 BEDROOM - TYPE A

APARTMENT 107.90m<sup>2</sup>  
PATIO 10.70m<sup>2</sup>  
TOTAL 118.6m<sup>2</sup>



## 2 BEDROOM - TYPE B

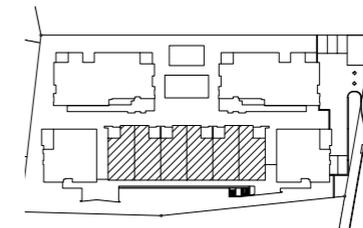
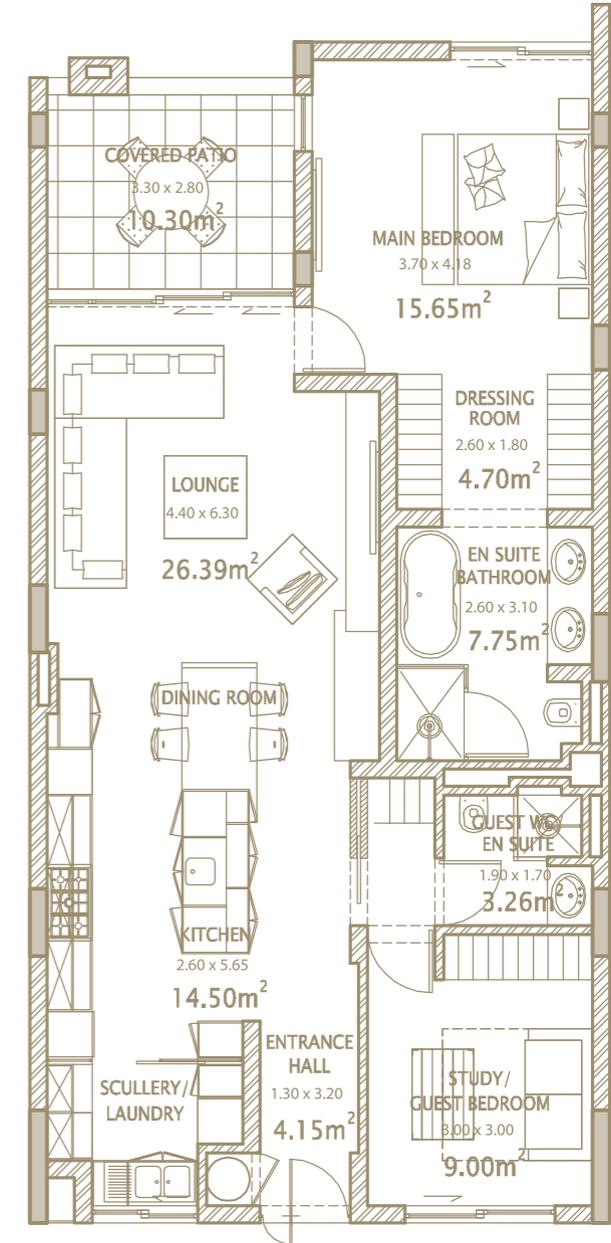
APARTMENT 102.20m<sup>2</sup>  
PATIO 10.30m<sup>2</sup>  
TOTAL 112.5m<sup>2</sup>



# Simplex

## 2 BEDROOM - TYPE C

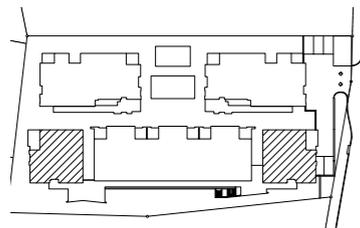
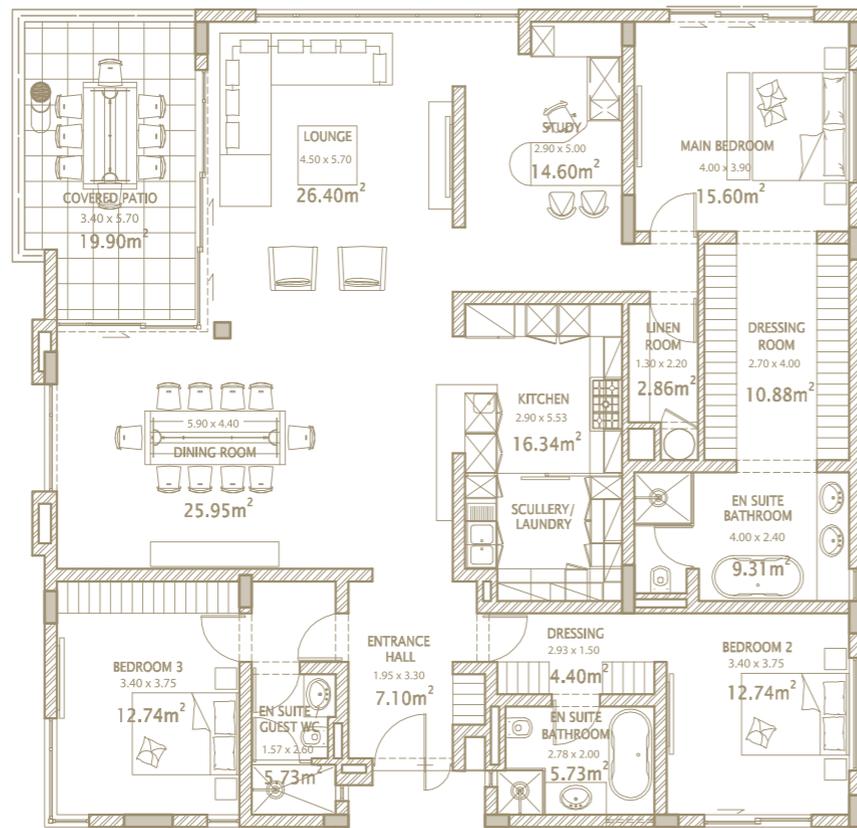
APARTMENT 104.00m<sup>2</sup>  
PATIO 10.30m<sup>2</sup>  
TOTAL 114.3m<sup>2</sup>



# Simplex

## 3 BEDROOM - TYPE A

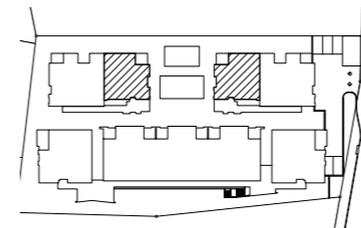
APARTMENT 205.85m<sup>2</sup>  
PATIO 19.90m<sup>2</sup>  
TOTAL 225.75m<sup>2</sup>



# Simplex

## 3 BEDROOM - TYPE B

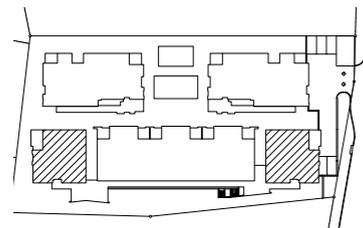
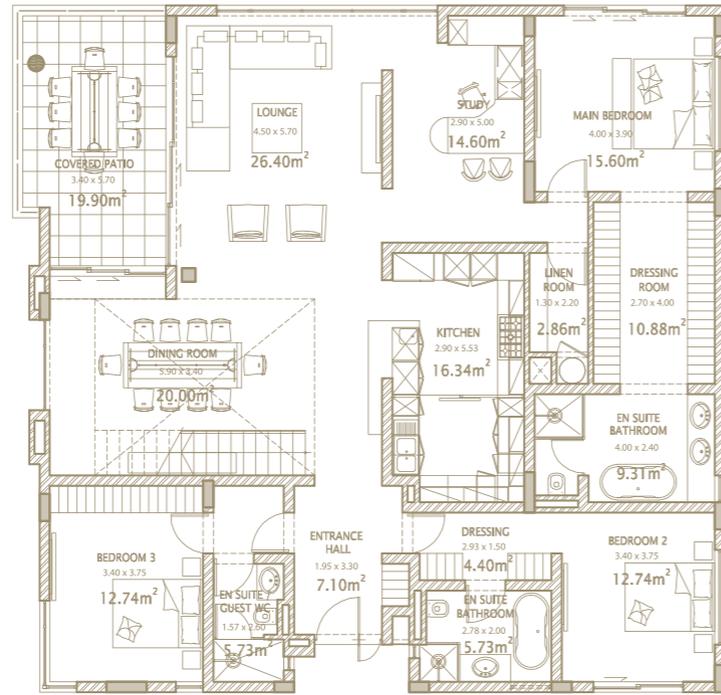
APARTMENT 153.6m<sup>2</sup>  
PATIO 12.2m<sup>2</sup>  
TOTAL 165.8m<sup>2</sup>



# Penthouse

**DUPLEX**  
**3 BEDROOM - TYPE A**

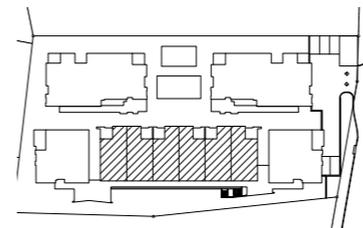
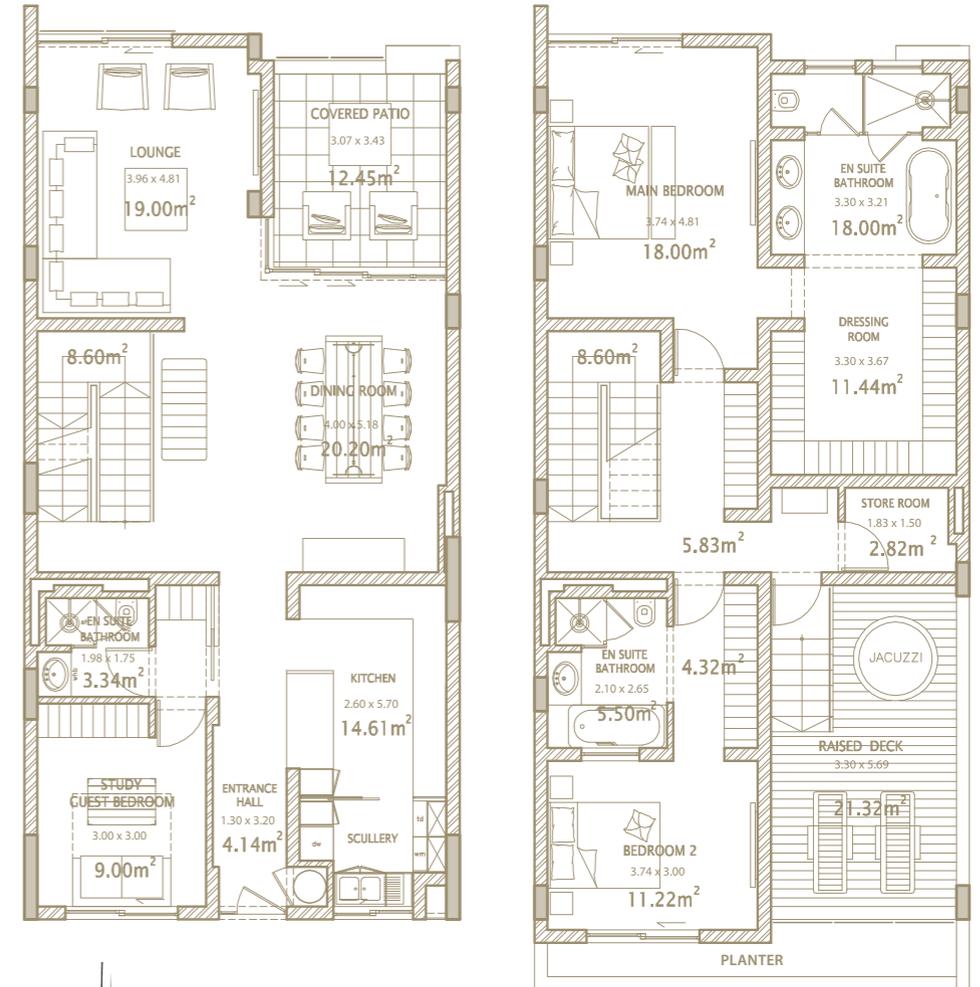
APARTMENT 205.85m<sup>2</sup>  
 PATIO 19.90m<sup>2</sup>  
 STAIRS AND STORES 24.70m<sup>2</sup>  
 TERRACE AND DECK 177.93m<sup>2</sup>  
 TOTAL 428.38m<sup>2</sup>



# Penthouse

**DUPLEX**  
**3 BEDROOM - TYPE B**

APARTMENT (1<sup>st</sup> floor) 102.00m<sup>2</sup>  
 APARTMENT (2<sup>nd</sup> floor) 95.00m<sup>2</sup>  
 PATIO 12.45m<sup>2</sup>  
 RAISED DECK 21.32m<sup>2</sup>  
 TOTAL 230.77m<sup>2</sup>

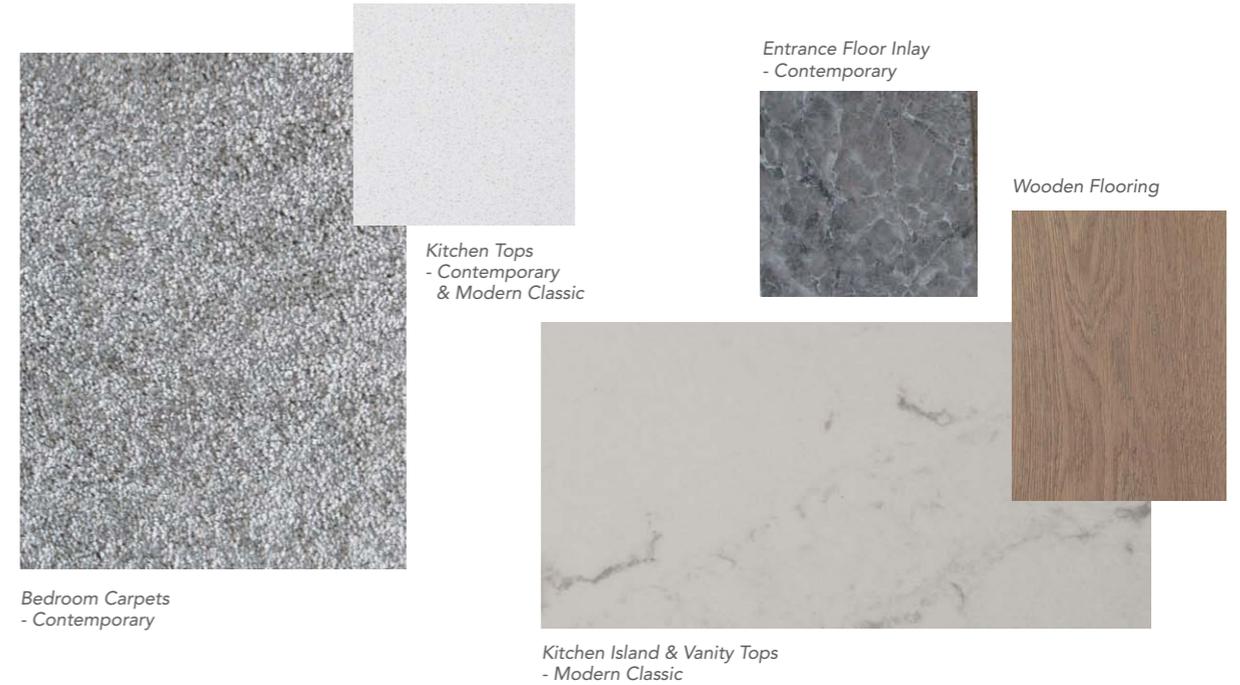




# Your Own Haven

## STYLISH, INDIVIDUALISED SPECIFICATIONS

Contemporary layouts for stylish, easy living.



### SPECIFICATIONS

#### Kitchen

- High quality acrylic and lacquered cabinets and wall units, with touch latches and soft close doors and drawers.
- Brushed stainless steel handles.
- Recessed LED lighting to work surfaces.
- Quartz stone worktops with glass splash backs and integrated stainless sinks.
- Hansgrohe tap mixes.
- Siemens Appliances:
  - Oven
  - Microwave oven
  - 60cm induction hob
  - External extraction system
  - Integrated full height fridge/freezer
  - Integrated dishwasher

#### Bathrooms

- Feature mirrors with lighting.
- Floating quartz top vanities with underslung basins.
- High quality brassware in brushed stainless steel.
- Free standing baths.
- Frameless shower doors.
- Stainless steel towel rails.
- Full bodied porcelain floors.
- Geberit wall mounted WC with dual flush plates.

#### Wardrobe and Joinery

- High quality acrylic and lacquered full height doors.
- Stainless steel integrated handles and soft close hinges, including draws, shelves and stainless steel hanging rails.

#### Flooring

- Full bodied porcelain tiles with marble inlays.
- Solid engineered brushed oak wood floors.
- Carpets for master and second bedrooms.

#### Doors

- Full height 2.4 meter doors with solid brushed stainless or matt black handles.

#### Heating/Cooling

- State of the art "MyAir5 Advantage Air", ducted hideaway aircon system with touch screen controllers.

#### Building Amenities

- Landscaped communal areas and roof gardens by acclaimed landscape architect.
- Communal swimming pool and residents clubhouse.
- One storeroom per apartment.
- Two passenger lifts servicing selected apartments.
- Ample visitors parking.

#### Security

- Uniformed 24 hour security.
- CCTV surveillance to all public areas.
- Access control to the building, carpark and lifts.
- Video and intercom access control to each apartment.

#### Estate and Building Management

- Communal area cleaning by a dedicated contract team to the required high standard.
- Levied service charge to cover estate management, building maintenance, cleaning and insurance.
- A management company will be appointed to provide building management services.

\* Finishes mentioned are contingent upon style selection.

\* Variances occur between apartment types, please refer to the sales team for details of a particular apartment.

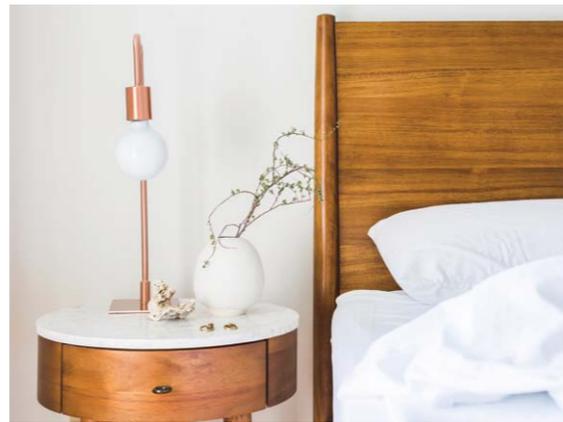
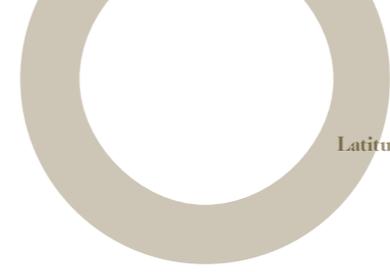
\* The design development is ongoing and certain items of the specification may be amended to an item of equivalent quality.

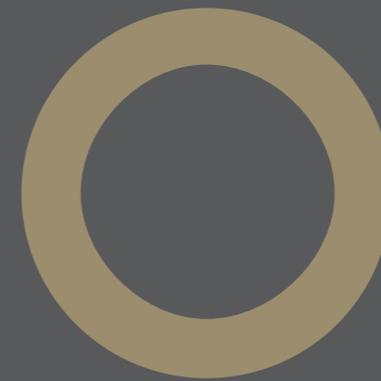
## Luxurious, Secure Living

### LIVING WELL SAFELY

Living well means living safely and having complete peace of mind whether at home or away. A lock-up-and-go lifestyle necessitates security that is comprehensive and of the best standard: uniformed security presence, CCTV surveillance and 24 hour controlled access. Latitude 49 takes your living well seriously, from design and lifestyle all the way through to your privacy and protection.







Elegant,  
sophisticated  
design. Golden  
circle location.  
Discover Living.



## Choose Your Direction

### CONVENIENT LOCATION

Latitude 49's location offers you a golden circle of convenience and amenities.

You can stroll to work a mere block away at the Melrose precinct - after stopping for a quick coffee and croissant en route - or you can hop in your car/catch an Uber to the Gautrain station and be at OR Tambo in less than half an hour. Access to the M1, a few hundred meters away, has two points of access: Corlett Drive or Atholl Oaklands Road. The nearby business hubs of Melrose Arch, Illovo Boulevard, Sandton, and Rosebank facilitate efficient business networking and access.

#### LATITUDE 49

49A Atholl Oaklands Road  
Melrose North, 2196  
Johannesburg

All interior and exterior renderings are artist impressions that may not accurately reflect the finished product.

A myriad of shopping centers are well within walking range or a short drive away:

- Melrose Arch: 0.3km
- Sandton City: 4.8km
- Hyde Park Corner: 4.7km
- Rosebank Mall: 3.8km
- Norwood Mall: 2.8km

Latitude 49 is part of an evolving, yet long established broader neighbourhood. Here, smaller shopping centers continue to speak to the individual and offer a personalised shopping experience. This is where you will find the heart of community in the midst of the broader transformation.

- Blu Bird: 1.4km
- Oaklands: 0.6km
- Birdhaven: 1.6km
- Thrupps: 3.2km



Cultural pursuits which both enliven the mind and calm the senses are at your convenience with Rosebank Nouveau movies and the Keyes Art Mile - including the Everard Read Gallery and Goodman Gallery.

Schools and sporting venues are all within a short distance, ensuring access to the right schools and top-notch sports coaching/fitness for the family:

- St David's Marist
- St Mary's
- GIBS Business School
- Wanderers Club
- Virgin Active
- Planet Fitness

You choose your direction and from our location you can be there timeously and conveniently.



john radford architects

*Stephen Rich*

INTERIORS  
Design Extraordinaire cc