1

Yesodot at Herzl 101 & 84

Quality of life in one building

2

Herzl Boulevard

Jerusalem

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Who are we?

Yesodot Shituf is an entrepreneurial contracting company of long-standing with more than 20 years’ experience in Jerusalem.

The company is recognized as a contractor for performing government work, recognized by the banks, and authorized for bank financing, recognized in the construction industry as a professional company specializing in, among other things, entrepreneurial planning and execution. We are an efficient company with streamlined operations. Our guiding principle is reliability and service, while maintaining excellent quality.

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The Beit Hakerem Neighborhood

Beit HaKerem sits on a hill in the western part of the city, surrounded by other neighborhoods on all sides. It is the third garden community established in Jerusalem, out of six that were planned by Architect Richard Kaufman, and built in Jerusalem (Talpiot, Rehavia, Beit Hakerem, Bayit Vegan, Kiryat Moshe, and Makor Haim).

The neighborhood borders on Kiryat Moshe to the north, Yefe Nof and the Jerusalem Forest on the west. Herzl Blvd. slices the neighborhood in two, between the original core of Beit Hakerem and the Yefe Nof neighborhood, today considered part of the greater neighborhood.

Map of the Area

Yemin Avot

Yesodot at Herzl 84

David Yellin College

Herzl Blvd.

Denya Square

Mordechai Ish Shalom Road

Yesodot at Herzl 101

Herzl Blvd.

Yad Sarah

Har Herzl

Jerusalem Forest

Begin Blvd.

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Some History

In the 1920s, a group of writers, teachers, and officials joined together in an association under the name Bonei Bayit or Home Builders, for the purpose of establishing a neighborhood in Jerusalem.

Association members looked for names from traditional sources that described the area.

Kadish Yehuda Leib Silman was the one who suggested the biblical name Beit Hakerem.

“Children of Benjamin, gather yourselves to flee out of the midst of Jerusalem, and blow the shofar in Tekoa, and set up a beacon in Beit Hakerem.” (Jeremiah 6:1)

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84 Herzl Blvd

The project at 84 Herzl Blvd has a variety of 4-, 4.5-, and 5-room apartments with sunny balconies, a garden apartment, and unique penthouse apartments meticulously planned with a breath-taking view and a rich list of technical features.

The diverse mix, central location, and juxtaposition of a vibrant boulevard and a quiet and peaceful neighborhood, will lead you to an innovative and luxurious living experience.

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Landscape, a Breeze, and the Atmosphere of Jerusalem, Everything within a Short Distance

Proximity to the entrance to the capital, accessibility to public transportation including the light rail, all just a stone’s throw away in a renewed old neighborhood that has everything. The view from the balconies and the mountain air hold within them the unique Jerusalem atmosphere.

The project was planned by Architect Zeev Arad, expert in Jerusalem urban renewal, city building plans, and preserving historic public buildings. The architect places great emphasis in his designs on the authentic connection created between person and place.

“The urban space must allow residents and visitors comfortable use, presence, identification, and belonging. The role of planning is to enable society and community to act, interpret, and adapt the space to community members in a controlled manner and according to shared values and needs.

As the city population density increases, struggles over public spaces multiply and intensify, and complex planning processes and concepts are required in order to achieve high-quality, feasible, and sustainable planning. We believe that our role is to create the spatial foundation from an empathetic person-centered viewpoint, a foundation that enables and invites interpretations and changes over time.

Doxa (Arad)

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101 Herzl Blvd

The 101 Herzl Blvd project has a variety of 3- and 4-room apartments with sunny balconies, a garden apartment, and unique penthouses with adjoining roof terraces, carefully planned with a rich list of technical features.

The diverse mix, central location, and combination of a vibrant boulevard and a quiet peaceful neighborhood, will lead you to an innovative and luxurious living experience, alongside history, vision, and fulfillment.

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To Live on the Boulevard in the Heart of the Neighborhood

The project is located on Denya Square, at the junction of Herzl Blvd. and Beit Hakerem and Ha’arazim Streets.

The location of the project next to the main neighborhood cultural center, the shopping area, public institutions, cafes, restaurants, and the atmosphere, create an environment with everything just within reach.

The building was designed by Architect Sagit Karniel, who graduated from the Technion in 1989, and has extensive experience in residential construction in Jerusalem and its environs, private construction, historic building preservation, and prestigious residences.

The renewed design of the building at 101 Herzl Blvd. is an opportunity for an encounter between intensive urban fabric, and cozy familiarity on a major city avenue.

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Herzl

From Vision

To Reality

7

Building Features

The buildings are covered with Jerusalem stone, as is typical for the neighborhood. Facades and railings are special designed. Each building has a beautiful lobby with picture windows, recessed lighting, unique decorator tiles for the flooring.

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Apartment Features

* Beautifully-designed reinforced entry doors
* Intercom including a television screen at the door to the apartment.
* Large aluminum-framed windows at the exit to the balconies
* Sun porch
* Double-glazed windows
* Preparation for mini-central air conditioning system
* Foam-filled aluminum shutters
* Upgraded kitchen including a caesarstone-type work surface
* Preparation for a built-in dishwasher
* Three-phase electricity, 3/25 ampere
* Electric shutters at the exit to the balcony and in the parents’ unit
* Electric underfloor heating
* Interior polymer doors, 100% resistant to water damage
* Wall-mounted bathroom cabinet, including integral sink, surface, and mirror
* Wall-mounted toilet with concealed cistern
* Luxurious granite porcelain apartment flooring, 60x60 or 80x80

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View from the Balcony

“Beautiful view, joy of the whole Earth”

Each apartment has its own unique view, some look out onto Jerusalem’s hilly landscape, and some overlook the green view of the vibrant boulevard.

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Yesodot Shituf Entrepreneurship and Construction

Sales Office: \*9389

Marketing: Karta Investments

(artist Ran Levi)