1

**Yesodot at Herzl 101 & 84**

**Comfortable Quality of Life in One Apartment**

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.

We are a well-known government contractor, recognized by banks, and authorized for construction loans. We are known in the construction industry as a professional company specializing in, among other things, entrepreneurial planning and execution. Our operations are efficient and streamlined. Our guiding principle is reliability and service, while maintaining excellent quality.

3

**The Beit Hakerem Neighborhood**

Beit Hakerem sits on a hill in the western part of Jerusalem, surrounded on all sides by residential neighborhoods. It is the third “garden” neighborhood built in Jerusalem, out of the six designed by Architect Richard Kauffmann (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. divides the neighborhood in two, running between the original core of Beit Hakerem and the Yefe Nof community, today considered part of the greater Beit Hakerem neighborhood.

**Beit Hakerem Area Map**

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 formed an association named Bonei Bayit (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).

4

**84 Herzl Blvd**

The 84 Herzl Blvd project has a variety of 4-, 4.5-, and 5-room apartments with sunny balconies, a garden apartment, and unique penthouse apartments, all meticulously planned with breathtaking views and beautifully outfitted with technical features.

The diverse mix, central location, and juxtaposition of a vibrant boulevard with a quiet and peaceful neighborhood afford you a fresh and luxurious living experience.

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**Exceptional Breezy Jerusalem Landscape, Everything Right Around the Corner**

Proximity to the city’s entrance, accessibility to public transportation including the light rail, and everything just a stone’s throw away in a revamped older neighborhood. The view from the balconies and the mountain air carry the unique Jerusalem atmosphere.

The project was designed 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 be comfortable for residents and visitors to use, and have a presence, and a sense of 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 population density of the city increases, struggles over public spaces multiply and intensify, and complex planning processes and concepts are required in order to achieve high-quality, feasible, sustainable planning. We believe that our role is to create the spatial foundation from an empathic, person-centered point of view, a foundation that enables and invites interpretation and change over time.”

Doxa (Arad)

5

**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, all carefully planned and outfitted with a rich assortment of technical features.

The diverse mix, central location, and juxtaposition of a vibrant boulevard with a quiet peaceful neighborhood, afford you a fresh and luxurious living experience, alongside history, vision, and fulfillment.

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**Live on the Boulevard at the Heart of the Neighborhood**

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

This location, next to the main neighborhood cultural center, the shopping area, public institutions, cafes, restaurants, and the atmosphere, create an environment where everything is 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 renovation 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.

6

**Herzl**

**From Vision**

**To Reality**

7

**Building Features**

The buildings are covered with Jerusalem stone, as is characteristic of the neighborhood, with specially-designed facades and railings. Each building has a beautiful lobby with picture windows, recessed lighting, and unique decorator tiles for the flooring.

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**Apartment Features**

* Beautifully-designed reinforced entry doors
* Intercom including a television screen by the apartment door
* Large aluminum-framed picture 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
* Polymer interior 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

8

**View from the Balcony**

“Magnificent view, joy of all the Earth” (Psalms 48:3)

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

9

Yesodot Shituf Entrepreneurship and Construction

Sales Office: \*9389

Marketing: Karta Investments