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Recognising excellence and innovation in urban development

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The UDIA NSW Austral Bricks Awards for Excellence celebrate the highest levels of achievement in innovation, sustainability and industry leadership in the urban development industry.

The awards showcase the outstanding contribution that developers, architects, engineers, environmentalists, councils, government agencies and planners make to the industry. Nominees undergo a rigorous process of assessment and evaluation and the winners are selected for their standout commitment to excellence in one of the award categories.

ABOUT UDIA NSW

The Urban Development Institute of Australia NSW (UDIA NSW) is the leading industry body representing the interests of all sectors involved in the urban development industry in NSW. UDIA NSW aims to advance the growth and secure the viability and sustainability of the urban development industry for the benefit of our members and therefore the communities our members create.

UDIA NSW has unparalleled access to the key decision makers within industry and all levels of government. We offer solution-based advocacy focused on three key themes:

• Sufficient supply;
• Timely and affordable infrastructure; and
• Better planning.

UDIA NSW represents the leading participants in the urban development industry. We have more than 500 corporate members who form our strength and include developers, financiers, builders, contractors, consultants, architects, engineers, planners, councils and government agencies.

UDIA NSW has an extensive committee structure that involves more than 120 of the development industry’s key stakeholders in policy formulation. This committee structure ensures that UDIA NSW’s advocacy is realistic, constructive, professional and consultative.

UDIA NSW also has an extensive regional coverage, with a quarter of our members based in regional centres. These members are supported by six regional chapters who provide a balanced industry perspective on local policy issues. UDIA NSW is presided over by an elected council of 13 leading industry practitioners who are responsible for the strategic direction of the institute.

RECOGNISING EXCELLENCE AND INNOVATION IN URBAN DEVELOPMENT

The awards are highly regarded within our industry and among consumers. They help to enhance the profile of not only the winners and finalists, but the industry as a whole. Winners, finalists and nominees are able to leverage off the awards prestige to promote their innovative projects to the community, key stakeholders and the media.

Winners also have the opportunity to represent NSW in the UDIA National Awards of Excellence. From there successful entries can represent Australia in the international urban development arena.

The program is part of UDIA NSW’s commitment to building a better NSW. It is also a platform for the exchange of ideas on trends and standards across a wide range of areas from the latest in technology, sustainability, environmental preservation and cutting-edge marketing.

UDIA NSW congratulates all the 2012 nominees, finalists and winners for their outstanding projects. We would also like to thank the judging panel for their contribution of time and professional knowledge.
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The UDIA NSW Austral Bricks Awards for Excellence acknowledge the best in urban development across NSW and the ACT. The benchmark for excellence in this industry is extremely high, and this year’s entrants exceeded expectations.

Each year the Awards go from strength to strength, and this year we received a record number of entries to our program. It is the quality of all these entries that make these Awards the most sought after prize in the urban development industry.

We had such a high quality field this year, that on two occasions, the judges not only award a winner but two commendations in the same category. The 2012 judging team of Alan Zammit AM, Laurie Rose AM, Julie Bindon and Bob Myer noted the high quality of projects entered demonstrate that great developments can be delivered even in testing market conditions.

I would like to thank our four judges for the great deal of time and energy they devoted to judging this year’s record number of entries. The judging panel have an outstanding level of collective and diverse experience and this places them in a great position to determine the best in this industry. On behalf of the UDIA NSW Council and our members, I thank you for your contribution.

This year’s winners demonstrate energy, innovation and professionalism in developing NSW’s and ACT’s best places to live, work and play. In an increasingly competitive market, the need to create diverse and innovative projects has never been more vital, and I am pleased that all nominees have pursued this.

Congratulations to this year’s finalists and winners. The UDIA NSW Austral Bricks Awards for Excellence celebrate the very best of what this industry has to offer and I am proud that all entrants are testaments to the excellent standard of development taking place in NSW and the ACT.

Michael Corcoran,
UDIA NSW President
Celebrating
the UDIA Awards
for Excellence

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JUDGES

THE 2012 JUDGING PANEL

Alan Zammit AM
Alan has more than 40 years experience in urban, regional and community development. As former Managing Director of Norwest Land, Alan was responsible for the planning, development and marketing of Norwest Business Park in Sydney. Since stepping down from a full-time executive role, Alan has been providing corporate and property advisory services as Managing Director of UPDM Pty Limited.

Alan is currently chair of Norwest Association Limited and a Director of Caprock Financial Services, Affordable Community Housing, Edmund Rice Education Australia and Wentwest. In addition to his not-for-profit engagements, Alan also serves as an independent member of the Audit and Risk Committees for the NSW Land and Housing Corporation and the NSW Department of Planning and Infrastructure.

Julie Bindon
Julie Bindon is the founding director and a current board member of JBA Urban Planning Consultants Pty Ltd. JBA has offices in North Sydney, Wollongong and Newcastle and a staff of more than 50 people, including 35 planners.

Julie is currently a Trustee of the Western Sydney Parklands Trust and member of the Heritage Council of NSW. She is a Fellow of the Planning Institute of Australia (PIA), a former president of the PIA’s New South Wales division, and a member of the Australian Institute of Company Directors. Julie has also sat on several professional, property industry and government committees dealing with urban planning or property development issues.

Laurie Rose AM
With a career spanning 48 years, Laurie is a highly experienced engineer and a key member of Brown Consulting’s executive team. Laurie is a leader in his field and has held senior management positions in a number of consulting engineering practices over the last 36 years.

Laurie is recognised as an expert in all facets of civil engineering, construction and project management having worked for a construction firm and extensively as a consultant. He is also a licensed mediator and has acted as an expert witness in the Land and Environment Court.

Laurie served as Brown Consulting’s Executive Chairman for five years. In this time Laurie led the board in setting the direction for the company and creating a culture based on delivering superior client service.

Bob Meyer
Bob Meyer is an architect and urban planner. He is the Director of Planning at Cox Richardson, having joined the firm in 2001. Prior to Cox, Bob had 20 years’ experience with the NSW Department of Planning and its predecessors. His roles included Planning and Development Director for the Macarthur Growth Centre, a new city of 500,000 people.

Bob was also responsible for the Urban Development Program and the 1988 Metropolitan Strategy for Sydney. He has been engaged in a range of major urban and regional studies and developments in Australia and overseas.
When William Shakespeare wrote in *Twelfth Night*, “Some are born great, some achieve greatness, and some have greatness thrust upon them”, was he perhaps writing about the entries into the UDIA NSW Austral Bricks Awards for Excellence for 2012?

UDIA NSW is all about excellence, innovation and continuing development within the property industry. Putting the industry in context, the past 12 months have been hard on all counts. The NSW economy in general and property industry in particular, continued to remain relatively flat post-global financial crisis. Notwithstanding, UDIA NSW has received a record number of entries for this year’s Awards for Excellence, each of the entries not only reflecting greatness but also the passion of those engaged.

This year saw strong participation in the newly introduced Design and Innovation category, with the Marketing category hotly contested. The traditional residential categories were well supported with an increasing number of entries for Retail/Commercial Development. It was particularly pleasing to see a record number of entries from regional NSW and ACT.

Three new judges were welcomed to the panel in 2012 – Julie Bindon, Laurie Rose and Bob Meyer – each a highly experienced professional within the property industry. These new judges balanced Julie’s specialist planning skills with Laurie’s engineering and technical focus, with Bob adding a wealth of experience from his architectural and planning roles over many years. To ensure a degree of continuity with the judging arrangements, I was pleased to extend my stay on the panel for one more year and to be able to provide a developer’s perspective to the team. As we travelled from project to project across Sydney, regional NSW and ACT, we were able to define and refine what excellence meant to each of us and the relevance of each project to this ideal. Indeed it was a pleasure to work closely with my fellow judges. With a record number of entries the task was quite gruelling. As I recall, the first year when I acted as a judge for the Excellence Awards, the winners seemed to fall into place without any undue discernment. This year, however, the continuing pursuit of excellence across our industry has meant that we were faced with quite a challenge to select just one award winner from among some truly great submissions. As a result, this year we found it necessary to also increase the number of commendations.

Our task was in part made easier by the passion, ownership and excitement of those whom we visited as we moved from site to site. The judges challenged each to identify what made their great project an award-winning project; and the judges truly appreciated their openness and frankness in reflecting what could have been done differently with the benefit of hindsight.

Our task was also made easier by the meticulous preparation of award process by UDIA NSW Events Manager Kylie Prince. Kylie ensured all entries conformed to the criteria for each category and her logistics skills ensured a highly efficient itinerary for the judging task, which was spread over a number of weeks. On behalf of all the judges, I would like to thank Kylie and the UDIA NSW team for this great endeavour.

As I again step down from the judging panel, I wish to thank all for the opportunity of experiencing the best our industry has to offer. I can assure you that the judging panel is in good hands with Julie, Laurie and Bob, and I wish them well for 2013.

Alan Zammit AM
CONCEPT DESIGN

This Award recognises concept design plans where construction has not commenced. Concepts should be ‘outside the box’ and employ creative solutions within the context of the site, planning controls, affordability, environmental factors, marketing and practicability.

NOMINEES

Box Hill Precincts

Windsor Road between Annangrove Road and Boundary Road, NSW 2765

NSW Department of Planning and Infrastructure and AECOM

The Department of Planning and Infrastructure and AECOM coordinated the Box Hill Precincts master planning process with the vision to promote sustainable growth and facilitate the provision of diverse housing and a mix of employment opportunities.

The plan integrates water management facilities and sporting fields within low order riparian corridors or low lying land in order to minimise land take, optimise the development footprint and promote housing affordability without compromising the inherit landscape and heritage values of the precincts.

North Penrith

Land bound by Coreen Avenue, Castlereagh Road, and the Western Railway Line Penrith NSW 2751

Landcom

The North Penrith Development redefines housing in Penrith and revitalises the northern side of the Penrith CBD. Landcom will deliver a diverse range of quality medium- and high-density housing to meet changing household needs. These will include 100 aged persons/aged care dwellings, 44 affordable and 44 adaptable dwellings.

The project will also create 770 new jobs. A new bus route and northern interchange will enhance connections to Penrith Station, and complement the new adjacent commuter carpark. Key open space areas of Smith’s Oval, Village Plaza and Thornton Hall Park articulate historic and physical links.

The Hermitage

Camden Valley Way, Gledswood Hills NSW 2557

Sekisui House Australia Pty Ltd

Located in Sydney’s newest suburb, Gledswood Hills, The Hermitage is a brand-new premium-positioned masterplanned community with a unique concept and design. The masterplan balances 1,800 dwellings, contemporary architecture, 120 hectares of golf course, a community village, exemplary streetscapes and over 26 hectares of parklands so they live in accord with The Hermitage’s natural environment, while celebrating the location’s rich ‘story-telling’ past. The 200-year-old Gledswood Homestead sits proudly within The Hermitage and lends a romantic value to the proposed Gledswood Hills Village, an authentic community hub, offering retail and entertainment facilities to meet everyday needs.
Annand Associates Urban Design (AAUD) is pleased to have participated as Urban Designers on this quality, North Penrith Transit Oriented Development Project, for Landcom NSW.

We would like to congratulate them on their nomination for a UDIA NSW Award for Excellence.

AAUD specialise in the design and delivery of Town and Village Centres, TOD’s, major masterplanned communities and density, seniors and affordable housing in both greenfield and urban renewal areas around Australia.

T: 0418 280 154   E: peter@aaud.com.au   Mezzanine Level, 50 Carrington Street, Sydney, 2000
Shell Cove

6 Cove Boulevarde, Shell Cove
NSW 2529

Australand Holdings Limited
and Shellharbour City Council
Shell Cove is a masterplanned new community for the NSW South Coast, located immediately south of the Shellharbour township, 25 kilometres south of Wollongong. The Boat Harbour Precinct is the centrepiece of Shell Cove. It is to be developed as the commercial, retail, employment and social focus providing supporting land-based facilities for the marina, together with a range of residential and recreational assets, including a town centre, hotel, and business and technology park.

The Boat Harbour Precinct will support a range of residential product including low, medium and higher density housing. The concept design of the Boat Harbour Precinct is based on environmentally, ecologically and socially sustainable objectives, as well as best practice urban design.

Located immediately adjacent to the approved Shell Cove Boat Harbour, the Boat Harbour Precinct will facilitate the development of ancillary land uses and stimulate local employment. It will facilitate land uses that contribute to diversification of the economic base of the Illawarra region. The precinct is a key component of the overall Shell Cove Masterplan, which has been planned and designed to integrate with and complement district and regional land uses, and does not contain any significant environmental, archaeological or ecological constraints.

It includes public domain landscaping works, extensive waterfront parklands, water-sensitive urban design measures, as well as a range of recreational amenities.

The precinct will provide for a range of recreational assets and social amenity, together with the choice of housing to meet the needs of the local and regional community.

Judges’ comments

The Judges felt that the clarity of concept for Shell Cove captures the vision for what will become a truly outstanding urban project – offering a unique mix of commercial, residential and recreational uses.

In addressing the major site, planning and environmental constraints and significant community concerns over many years, Australand has demonstrated an advanced approach to urban design, environmental and public/private partnering arrangements.
Developed by the Land Development Agency (LDA), Wright and Coombs are the first suburbs in the new district of Molonglo Valley in the ACT.

The LDA embraced the opportunity to showcase government leadership with the developments of these estates. Resolution of issues, designing blocks for optimal solar orientation, piloting new solar envelope requirements and the LDA’s innovative Home Sustainability Advisor service all highlight this leadership. The estates have been recognised for their commitment to sustainability, achieving EnviroDevelopment certification from UDIA.

Wyong Shire Council has displayed its government leadership for urban development through the development of the town-wide Local Environmental Plan supplemented by the creation of the masterplanning for the proposed civic and cultural precinct.

Both the Wyong Town Centre LEP and the Wyong Civic and Cultural Precinct Masterplan reinforce the role of Wyong Town as the administrative and cultural hub of Wyong Shire and as a major centre for the Central Coast. The masterplan provides a framework on the delivery of the masterplan and guide developers who are seeking to develop sites within the masterplan area.
Judges’ comments

The Eco Living Display Village initiated by Landcom is a great example of government leading by example. Not only does this project bring together sustainable housing elements, it demystifies environmental solutions in a practical and attractive way. There isn’t a more effective communication device than the 1:1 scale model, and this one is very well executed.

Eco Living Display Homes

Pebble Crescent, The Ponds NSW 2769

Landcom in partnership with Clarendon Homes

Landcom believes significant sustainability gains occur by taking the lead and creating sustainability standards that push the industry. Landcom was the first developer in the world to report on economic, environmental and social material issues affecting, and affected by, Landcom’s business activities.

The Eco Living Display Village makes sustainable choices available and easily accessible to the housing mass market in Australia. The three affordable homes and landscaping showcase a combination of ambitious and varying environmental and social objectives, including 8 stars net zero emissions, low embodied energy/healthy materials, low water use and waste, asthma-friendly and universal and adaptable design. A balanced approach to achieving environmental, social and financial outcomes was critical to achieving a high-performing and cost-effective outcome while meeting the diverse objectives.

Landcom partnered with Clarendon, a well-known established project home builder, to ensure the Eco Living Display Homes are relevant, replicable and marketable. They not only demonstrate that small is sustainable, beautiful, complements contemporary lifestyle and are value for money, but more importantly are also available for sale.
WINNER

GOVERNMENT LEADERSHIP FOR URBAN DEVELOPMENT

The Concourse, Chatswood

409 Victoria Avenue, Chatswood NSW 2067

Willoughby City Council in conjunction with Savills Project Management, AW Edwards and FJMT
The Concourse Chatswood sets a new benchmark for development by local government in NSW. Excellent urban design, stunning architecture, and myriad environmental initiatives, this $171 million development includes a library, a concert hall, theatre and inviting public spaces. Restaurants, cafes and shops complete the mix to support the venues, enliven the spaces and provide income. The Judges applauded Willoughby Council for undertaking this ambitious project.
**Camperdown Common Ground Model Project**
31 Pyrmont Bridge Road, Camperdown NSW 2050
*NSW Land & Housing Corporation in conjunction with Grocon Constructors (NSW) Pty Ltd*

The Camperdown Common Ground Model Project addresses chronic homelessness by providing high-quality permanent housing indistinguishable as social housing or an institutional building. The 104 units integrate previously homeless people along with others on low incomes, with support services ensuring residents can maintain their tenancies.

The project is targeting a 5 star Green Star design rating and is one of the largest residential developments in Australia that has 100 per cent of its units with barrier-free access to aid accessibility.

**Minto Urban Renewal Project, Stages 9-13**
Ben Lomond Road, Townson Avenue and Eagleview Road, Minto NSW 2566
*SMEC Urban for Landcom*

SMEC Urban is the principal design engineer and water servicing coordinator for the residential development and urban renewal of Stages nine to 13 at One Minto. This development is a large-scale urban renewal project in the Greater South Western Region of Sydney. Ensuring the One Minto development remains an affordable housing project, SMEC Urban had to come up with unique and innovative solutions.

**New Gymnasium, Lycee Condorcet**
The International French School Of Sydney
758 Anzac Parade, Maroubra NSW 2035
*IntegratedDESIGNGroup for Lycee Condorcet The International French School of Sydney*

Lycee Condorcet – The French School of Sydney – is a school with a vision that offers students a truly international experience. The brief called for a building which served a simple functional purpose, however, the design achieves much more despite significant materiality, availability, construction and timing challenges. A driving principle was to create an inspirational space for athletic development that would bring about a new approach to development on a site with inherited ageing facilities.

**Googong – A New Town**
Old Cooma Road, Googong NSW 2620
*Googong Township Pty Ltd (Brown Consulting (ACT) P/L)*

Googong is a masterplanned community located eight kilometres south of Queanbeyan, NSW. The township will be built on 780 hectares of former grazing land and will take 20 to 25 years to create. Once completed, it is estimated the town will be home to about 16,000 people. As the lead civil engineering consultant, Brown Consulting is acting as the engineering master planner for an initial 1200 lots including stormwater masterplanning and also acts as the Infrastructure Design Manager for all of the township’s infrastructure, including water, roads and gas. The project will ultimately deliver around 6000 lots and include provision of non-potable water to each dwelling.
SMEC Urban is a leading Australian, multi-disciplinary urban development company with more than 50 years consulting experience in the urban development industry. With over 200 employees, SMEC Urban offers integrated consulting services for the lifecycle of a project.

SMEC Urban provides innovative, practical and sustainable design solutions for a range of clients, from private sector companies to local, state and federal governments. SMEC Urban’s consulting services include: planning, surveying, urban design, landscape architecture, engineering, transport planning, water, environment, project management and certification.

With a proven track record in delivering urban development projects, SMEC Urban’s major projects in New South Wales include:

- Minto Urban Renewal, Minto
- Spring Farm, Camden
- Bridgewater Estate, Camden Park
- Macarthur Gardens Estate, Campbelltown
- Mornington Estate, Holsworthy
- Menangle Park Urban Release, Menangle Park
- McKeachie’s Run, Maitland
- Australian Turf Club, Warwick Farm

For more information, contact Patrick McNamara, Manager Western Sydney on (02) 4640 8222
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Bong Bong Road, West Dapto NSW 2530
Stockland
Stockland has undertaken an innovative and industry-leading approach to understand the perceptions and aspirations for the local environment by those who will use it most – children. Led by a research team at the University of Wollongong in association with the UNICEF Child Friendly Cities initiative, it combined the input from Dapto Primary School children, play consultants, landscape design consultants, Indigenous consultants and the Stockland project team. The innovation of this approach lies in the recognition that creating a child-friendly engaging neighbourhood needs to start with valuing the children who live there.

The Darling
80 Pyrmont Street, Pyrmont, Sydney NSW 2000
Echo Entertainment Group Limited in conjunction with Cox Richardson Architects + Planners
The Darling is located within the densely historic context of Pyrmont completing the adjacent The Star entertainment complex. Following careful contextual and urban analysis, a set of design principles emerged which clarify and enhance public movement at street level around and through the hotel as well as through the adjacent complex.

The tower presents a positive and memorable form to Sydney Harbour, and particularly in its iconic gesture towards the Pyrmont Bridge approach – its key pedestrian link to the Sydney CBD.

Elizabeth Hills
Stirling Street, Elizabeth Hills NSW 2171
A Mirvac Homes and Landcom Development in conjunction with Brown Consulting (NSW) P/L
Elizabeth Hills displays pioneering techniques in implementing Water Sensitive Urban Design (WSUD) works, creating a naturalistic habitat system to enhance biodiversity and ecosystems in the area. The site contains 56.27 hectares, of which 12.14 hectares is riparian corridor land. The challenge was to create and implement innovative methods of water management incorporating landscape, engineering and ecological design in the treatment of the tributaries of Hinchinbrook Creek. The design solution implemented a total catchment concept for the riparian corridor with WSUD features located in the core riparian zone, while simultaneously meeting ecological targets.

Wilcannia Women’s Safe House
35-37 Hood Street, Wilcannia NSW 2836
NSW Land & Housing Corporation on behalf of the NSW Aboriginal Housing Office, Robin Snow Constructions & Design Inc
Key innovations include reverse brick veneer construction, multi-purpose garage, innovative green materials, productive gardens and an Integrated Design Process that together with other features contribute to a high-quality urban form.

The Wilcannia Safe House is the result of extensive community consultation to design a complex for Aboriginal women and children escaping family violence. The high level of consultation and the dedication of a large team of professionals has resulted in a project that is respected and valued by the community. It is residential in nature and allows privacy and space.

Eco Living Display Homes
Pebble Crescent, The Ponds, NSW 2769
Landcom in partnership with Clarendon Homes
The Eco Living Display Village project makes sustainable choices available and easily accessible to the housing mass market in Australia through three affordable display homes, available for sale to the public, and landscaping that showcase ambitious environmental and social objectives including an impressive 8 stars net zero emissions and adaptable design.
NOMINEES

DESIGN & INNOVATION

Sea Crest Residential Estate
Pioneer Drive, Flinders NSW 2529
Peet Tri State Syndicate Limited in conjunction with Cardno (NSW) Pty Ltd

Sea Crest Estate is a residential subdivision at Flinders which was formally a part of the Woodlands Estate originally developed by Landcom. The site is bound by residential development on the northern, eastern and western sides and the South Coast Railway Line to the south. The project contains a total of 326 lots to be developed over 12 stages.

Due to the steep slopes within the site, 700,000 tonnes of material is required to reduce the grade of the future lots in order to create a feasible urban development in which home builders can construct without extensive site costs.

The Concourse, Chatswood
409 Victoria Avenue, Chatswood NSW 2067
Willoughby City Council in conjunction with Savills Project Management, AW Edwards and FJMT

The Concourse, Chatswood is the culmination of significant effort by Willoughby City Council and the project delivery team to create a new heart and soul in the Chatswood CBD. The new cultural precinct comprises significant cultural facilities including a 1,000-seat concert hall, 500-seat theatre and 5,000-square metre library.

The Concourse contains numerous sustainability initiatives including a five million litre stormwater harvesting and treatment system, used to mitigate the risk of flooding in the CBD.
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COMMENDATION

DESIGN & INNOVATION

Judges’ comments

Darling Quarter has contributed a number of significant additions to Darling Harbour’s public domain, with the most outstanding being a children’s playground featuring a highly sophisticated water play system together with a 300-seat children’s theatre. Lend Lease have configured Darling Quarter as two buildings separated by a ‘Civic Connector,’ allowing visual and pedestrian access to Darling Harbour from the CBD, previously denied by other buildings.

Darling Quarter

Darling Quarter, Darling Harbour
Sydney NSW 2000

Lend Lease in conjunction with ASPECT Studios and Hyder Consulting

Darling Quarter is a major 1.5-hectare place-making project that has transformed the public domain of Darling Harbour, one of Australia’s most visited destinations. The new $500 million mixed-use precinct integrates Commonwealth Bank Place, two large (total 57,000 square metres net lettable area) campus-style 6 star Green Star (world leadership) commercial buildings. It is located within a public domain that comprises new city pedestrian connections, a 3,000-square metre retail terrace with new cafes, restaurants and bars, generous grassed community areas, a 300-seat children’s theatre and an innovative 4,000 square metre playground as its centre piece.

The Darling Quarter public domain was a collaborative effort between the landscape architect (ASPECT Studios), structural and civil engineer (Hyder Consulting), and Lend Lease as the client and project manager. The team faced numerous challenges with difficult in-ground conditions that included archaeological findings, major in-ground services and poor soil conditions to the detailed design of the bespoke off-form concrete water play area with less than two millimetre tolerances.

The design team overcame these challenges through comprehensive research, site testing and diligence to complete one of Sydney’s most activated and successful public precincts.
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Barker Ryan Stewart

Sydney | Central Coast | Hunter
1 Bligh Street sets a new benchmark as Sydney’s first 6 star Green Star high-rise office building. Its pioneering design and innovation, including many firsts, have delivered benefits in environmental performance, superior workspace quality and community engagement including:

• Landmark use of double-skin façade in a high-rise, maximising views and light while reducing energy consumption.

• Fifth façade (rooftop) includes a double-height wind protected terrace, wintergarden façade, glazed dome roof (over full height atrium) and an arrangement of solar collectors.
Judges’ comments

1 Bligh Street sets new environmental, engineering, technical and architectural benchmarks for Sydney office buildings. A major challenge was to address the site that is surrounded on three sides by office buildings, and to maximise the north aspect with harbour views. The solution was the distinctive elliptical footprint, a theme that permeates throughout the building. 1 Bligh Street is possibly the most outstanding commercial building constructed in recent years.

- Black water recycling, as the first licensed Australian office building to mine and treat water from the public sewer for onsite use in bathrooms and cooling systems, saving up to 100,000 litres of water a day.
- Tri-generation system utilising rooftop solar panels for cooling and heating.
- Innovative design via twin offset cores to maximise open floor space and views.
- Full-height atrium at 130 metres – Australia’s largest naturally ventilated atrium, enhancing light, airflow and visual connectivity.
- Largest external green wall in the southern hemisphere.

New technology and construction methods were also employed to enhance the delivery and outcomes for the development, including:

- Use of fully integrated 3D Building Information Modelling (BIM) software. 1 Bligh Street was one of the first major building developments in Australia to use this technology.
- Use of innovative construction techniques, including a world first Australian patented jump form lift core system, extensive use of green concrete and one of the largest scale construction recycling projects.
MARKETING

This Award recognises excellence in development project marketing both before the project is developed and in the selling stages. Entries are judged on their branding, appreciation of the market, use of available budget and media allocation, resultant consumer support and the ability to meet marketing benchmarks.

NOMINEES

Belvedere
136-142 Walker Street, North Sydney NSW 2060
Winten Property Group

Belvedere is the largest new residential development in North Sydney and provides a range of apartment types to meet market demand. The project’s marketing specifically targets a range of investors and owner occupiers that wish to participate in the re-emergence of North Sydney as a place to live with close proximity to Sydney's CBD, harbour and activity. Through market and social planning research, Belvedere has been approved with a higher level of efficient well-designed one-bedroom product that aligns with current rental and market demands in the lower north shore area.

Greenhills Beach
Captain Cook Drive, Greenhills Beach NSW 2230
Australand

Greenhills Beach, Sydney’s newest beachside suburb was created especially for family lifestyle and offers a wealth of natural advantages and a unique living opportunity in Sydney. The Greenhills Beach Masterplan was designed specifically for families, with four kilometres of walking tracks, seven kilometres of cycleways and 91 hectares of open spaces. Greenhills Beach is three times larger than the Royal Botanic Gardens and offers direct access to more than five kilometres of pristine beaches.

Gregory Hills
18 Mackenzie Boulevard, Gregory Hills NSW 2557
Dart West Developments

Gregory Hills is a 2,500-lot masterplanned residential community that will also incorporate a 15,000-square metre town centre, a community centre, primary school and district level playing fields. An integrated and extensive open space network will also be an important feature of the project. Outstanding initial sales results demonstrate a high degree of market acceptance. Significant upfront investment in infrastructure has enabled the project to present a mature perspective even in its early stages. The project enjoys an elevated site with extensive district views, and offers benched lots which help to minimise site costs for home buyers.

Silk
2 Distillery Drive and 15 Bowman Street,Pyrmont NSW 2009
Lend Lease

Silk offers luxurious living on the harbour’s edge – it’s the last opportunity to purchase a brand new apartment within Jacksons Landing. Comprising a diversity of product spread across both low-rise terrace and a high-rise tower, Silk offers a range of two and three bedroom homes, with two superb levels of finish, and two breathtaking penthouses. Capitalising on Jacksons Landing’s established ‘Dress Circle’ address, Silk’s marketing campaign produced strong results with 50 per cent of sales achieved within the first two months.
Googong

Old Cooma Road, Googong NSW 2620

Googong Township Pty Ltd

Googong will be a whole new self-contained township just 16 kilometres south-east of Parliament House in Canberra and eight kilometres south of Queanbeyan in NSW. The picturesque 780 hectares site will eventually be home to around 16,000 people (5,550 homes). With enormous pre-sales challenges that included having no sales office or sales staff, no site construction and high sales targets, it was essential to have a clear understanding of the development’s competitive advantages and target audience’s mindset, as well as strategy that would build drama, scale and urgency in a project that had been on the radar in the planning stages for seven years.

The Waterfront at Wentworth Point

21 Bennelong Parkway, Wentworth Point NSW 2127

Sekisui House Australia Pty Ltd

In project marketing terms, when Sekisui House acquired The Waterfront in Sydney’s newest suburb, Wentworth Point, it was important to apply Sekisui House’s philosophy to launch an innovative, consistent theme across the newly release projects.

Sekisui House Australia successfully launched the “I AM the new Sydney” campaign at The Waterfront as a complete marketing theme and applied it to the new developments of Alora, Catania, Corsica and Messina. It created a total repositioning of the way the suburb was to be perceived with respect to its location and rapid growth.

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Kirkham Rise
229 Macquarie Grove Road, Cobbitty NSW 2570

Mbark Pty Ltd and The Trustees of The Sisters Of The Good Samaritan

Kirkham Rise sets new benchmarks in prestige land development, limited to only 165 home sites over three releases and surrounded by 120 hectares of preserved critically endangered Cumberland Plain Woodland.

Through in-depth market research it was identified that a product offering of larger freehold lots intimately connected to the surrounding environment would resonate in a market already well supplied with large-scale, smaller lot size projects and community title schemes.

Post-GFC financing requirements deemed it necessary to sell Kirkham Rise off the plan as unregistered land to achieve pre-sale commitments prior to construction commencing.

Selling Kirkham Rise off the plan required purchasers to be taken on a journey requiring a marketing approach where they could really visualise the unique nature of the ‘dream’ home sites.

The branding for Kirkham Rise reinforces the prestige nature of the project. The tagline, “Rise Above” sets a connotation of aspiration as well as potential, hope and physical elevation. Heavy reliance on images of the site’s characteristic bushland as the hero images, reinforce the critical point of difference created for the project.

Judges’ comments
Through its relationship with joint venture partner, the Sisters of the Good Samaritan, Mbark capitalised on the branding of this project within the community. The ‘Rise Above’ tagline blends aspiration with potential. Off-site marketing was supported with clarity of product, quality and opportunity. Attention to detail included development overlays showing development footprint, orientation and design controls prepared for each lot.
Judges’ comments

Attention to detail was clearly evident as Sekisui House invited you to pursue your dreams. The call for an emotional response was underpinned by Sekisui’s own values and philosophies of relating people to nature. The introduction of Sekisui’s own display product to demonstrate technology innovation and the high-quality overseas building standards within a traditional exhibition homes village was quite innovative.

The Hermitage
Camden Valley Way, Gledswood Hills, NSW 2557
Sekisui House Australia Pty Ltd

Located in one of Sydney’s newest suburbs, Gledswood Hills, The Hermitage is a brand-new premium-positioned masterplanned community designed to coexist with its lush natural surroundings. The masterplan balances contemporary architecture, exemplary streetscapes and more than 26 hectares of parklands so they live in accord with The Hermitage’s natural environment, while celebrating the location’s rich ‘story-telling’ past.

Set among 120 hectares of golf course and magnificent undulating hills, The Hermitage will offer a wide range and mix of premium home sites and dwellings set across a number of character-filled precincts.

This unique site required an equally unique marketing strategy. Sekisui adopted a bold, paradigm breaking marketing initiative and created an innovative promotional campaign that told the story in a very human, intimate, respectful and generational way. It follows the journey of a young seven-year-old Australian girl, Miekele, as she ventures through the development’s key highlights with friends, family and nature. Her real intent is to reveal Sekisui House’s focus on developing a place for future generations, hence the story is told as dream sequence revealing on conclusion that the seven-year-old girl is now the mother and the dream has come true, hence “a field of dreams”.

The Hermitage
Central Park

80 Broadway, Chippendale, NSW
2008

Frasers Property Australia & Sekisui House Australia
Spectacularly located ‘downtown’, at the southern edge of Sydney’s CBD, Central Park is a $2 billion urban village with a beautiful, spacious park at its heart – an exceptional destination for living, working, meeting friends, shopping, dining out and relaxing.

With 11 buildings, around 2,000 apartments and a lively collection of shops, cafes, restaurants, laneways, terraces and offices, Central Park is now transforming the old Carlton United Brewery (CUB) in Chippendale into an intelligent interplay of buildings and public spaces, raising the benchmark for sustainable urban living, globally.

Designed by a world-leading team of architects in Sydney, London, Paris and Copenhagen, Central Park is inspired by the people of Sydney and its spacious, landscaped gardens inviting nearby communities into its heart. Launched in August 2010, Central Park’s first three residential stages are now under construction, and Central Park will welcome its first residents in early 2013.

Frasers Property purchased the old CUB site in 2007 and developed the concept masterplan for the precinct. Today, Central Park is being developed in joint venture with Sekisui House Australia, with Frasers continuing in the project marketing role.

The challenges and rewards of marketing Central Park have been great, in keeping with the scale and calibre of the development itself. The marketing function is undertaken holistically, with a wide brief. Key achievements so far:

- 710 apartments have been sold to date, at an average price of $754,000, in an unpredictable and frequently negative market context. Prices achieved are no less than 15 per cent above local market comparables.
- The Friends of Frasers program has helped leverage repeat and referred sales to a remarkable extent, representing 27 per cent of all sales to date.
- The ground-breaking community arts initiatives have created character and personality for the precinct, while dissolving community concerns and improving stakeholder relations.

**Judges’ comments**

The marketing of Central Park by Frasers Property, which commenced with a conversation with the local community, has successfully established Central Park as an aspirational address, and not just a product name. The impressive Central Park Display Pavilion cemented Frasers’ capacity to deliver on a project of this scale, while careful management of the uniquely qualified ‘Friends of Frasers’ database underpinned all marketing and sales strategies, generating strong repeat purchases and referral.
RETAIL/COMMERCIAL DEVELOPMENT

This Award recognises developments that include retail facilities (general shops, goods, food outlets etc) and/or commercial facilities (office, office/warehouse, showrooms etc) or any mix thereof. Entries are judged on their community creation and integration.

NOMINEES

Coles Port Macquarie
28 Hayward Street, Port Macquarie NSW 2444
Coles Group Property Developments Ltd
Coles Port Macquarie is a freestanding 4,200 square metre Coles Supermarket anchored development containing 432 square metre speciality retail and 317 car parking spaces over two levels. The art deco ‘P&O’-style curved features and energy efficient glazed façade system provide a striking landmark development in the heart of Port Macquarie CBD. This new concept delivers a superior shopping experience, delivers unparalleled energy efficiency within the constraints of a central CBD, flood-prone location.

Costco
17-21 Parramatta Road, Lidcombe NSW 2141
Hansen Yuncken and Costco Wholesale
The Costco Auburn project sits between two Sydney arterial roads being Parramatta Road and M4 Motorway, giving the bulk discount store an enviable location to establish its second warehouse in Australia. The project involves the construction 12000 square metres of retail space, with 2000 square metres of mezzanine for Costco’s Australian head office staff and a 750-space car park. This is the first Costco in NSW and has garnered considerable attention due to its location, size of building and unique membership arrangement for customers.

North Orange Shopping Centre
9 Telopea Way, North Orange NSW 2800
Fabcot Pty Ltd, a wholly owned subsidiary of Woolworths Limited
The vision by Fabcot Pty Ltd was to establish a neighbourhood centre that offers diverse retailing and embraced community values. The feedback received by the design and development teams during the design consultation period was extremely positive. The general community and indeed immediate neighbours such as the Waratah Sports Club were thrilled that this important public facility was being realised after many years of planning and were supportive through the development process. This was evident in the lack of objections experienced at a council level.
Rugby League Central
Driver Avenue, Moore Park NSW 2021
HBO+EMTB

Rugby League Central is an excellent example of how design can be harnessed as an agent of organisational change. Designed by HBO+EMTB, the building brings together five separate rugby league organisations into a single headquarters. This design has allocated regional clusters within the building which are brought together by a dramatic elliptical-shaped core that forms a three-storey atrium and lobby.

The ground floor is designed to be an accessible and interactive space for the public. It houses the Learning with League Centre and will soon include a history centre and museum.

The Concourse
409 Victoria Avenue, Chatswood NSW 2067
Willoughby City Council

The Concourse is an outstanding example of how strategic planning, good community engagement and assiduous attention to design can deliver significant community infrastructure. The design of the building has enabled a mix of uses to be created on the site including community and public facilities, open space and retail space. The building demonstrates high environmental standards, iconic architecture design and high building and construction standards.

Woolworths Leura Village
152-160 Leura Mall, Leura NSW 2780
Fabcot Pty Ltd, a wholly owned subsidiary of Woolworths Limited

Woolworths Leura Village opened in April 2011. With an investment of $19 million, the infill development comprises a 1,500 square metre supermarket, including a number of specialty shops over basement car parking, a through-site link between Leura Mall and an improved Leura Village public car parking area. The design complements the heritage precinct of Leura Mall, and provides for a number of new and existing specialty shops that have been integrated neatly with the heritage streetscape and scale of Leura Mall shops.
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The Metcash NSW Distribution Centre, located at the Bungarribee Estate in Eastern Creek, consists of 82,853 square metres of floor area across a variety of functional areas, including ambient warehouse, freezer and perishable warehouse, ancillary operational office and commercial grade administration office. The site also caters for future expansion, taking the overall built area to a potential 103,000 square metres or equivalent to about 12.5 football fields under roof.

The developable site area is approximately 187,923 square metres and is the first facility to be constructed at the masterplanned Bungarribee Estate, which has a total area of 50 hectares.

A key driver for the development is the consolidation of five sites into a single operation, which is close to major road infrastructure catering for the extensive Metcash distribution network. The site is located within one kilometre of the M4/M7 interchange.

The facility has been designed to industry best practice and upon final certification, will be one of the largest buildings of its kind to achieve a 4 star Green Star Design & As Built rating under the Industrial Rating Tool.

Metcash - NSW Distribution Centre
71 Huntingwood Drive, Eastern Creek
NSW 2766

Goodman
Commonwealth Bank Place and Darling Quarter

1 and 11 Harbour Street, Darling Quarter, Darling Harbour NSW 2000

Lend Lease
Commonwealth Bank Place (CBP) is the largest and most unique commercial office development in the Sydney CBD. The development is located within Darling Quarter, a new 1.5 hectare precinct that includes a new playground, retail terrace, children’s theatre and community green. This integrated commercial and public domain development has created Sydney’s most vibrant and sustainable precinct and a commercial office development that benefits from the dual frontages of the city and Tumbalong Park.

CBP was a very different type of office building in a very unique location. Despite the close proximity to the CBD, it is architecture of a human scale, natural materials and warmth of character appropriate to the park location.

CBP comprises two eight-storey Grade A commercial office buildings with 3,000 square metres of ground floor retail spaces and a 1000 square metre children’s theatre in the north building. It is the new flagship campus for the Commonwealth Bank of Australia (CBA) and accommodates more than 6,500 CBA employees. The total net lettable area of both buildings is approximately 57,000 square metres with large and efficient contiguous floor plates. The four basement levels include 800 car parking spaces (600 public and 200 CBA) and 387 bike parking spaces.

The commercial office buildings at CBP achieved world leadership status in sustainable design and have a dramatic impact both inside and out. For building occupants the use of timber, operable windows, spacious atrium and curved timber and glass roof create an open and inspiring workspace. Externally, the buildings define pedestrian paths and create a warm and interactive edge to the public domain.

Judges’ comments

Built on the old SEGA Centre site at Darling Harbour, this development achieves what its predecessor failed to do. This excellent office complex attracts the community to and through its structure. The pedestrian environment is now a place to be rather than pass through. The Judges were particularly impressed with the transformation of a services-riddled basement into a community theatre. The restaurants and relationship to the water park are clever in layout and architectural investigation.
Antias
1 Distillery Drive, Pyrmont NSW 2009
Lend Lease
Antias is a low-rise building located in Jacksons Landing consisting of only 43 boutique apartments. It recently achieved a 4 star Green Star Multi Unit Residential v1 rating by the Green Building Council of Australia. This is the first such rating to be awarded in NSW and represents best practice in environmentally sustainable design. The building design reflects the industrial heritage of the site with use of raw materials, simple building forms and structural systems common in industrial buildings.

The Concourse
409 Victoria Avenue, Chatswood NSW 2067
Willoughby City Council
The Concourse is an innovative building that has integrated sustainability principles to reduce its impact on the environment. The building has been designed to minimise water and energy consumption, encourage the use of recycled products and improve air quality inside the building.

Edgewood
Corkwood Circuit, Woonona NSW 2517
Village Building Company
Edgewood Estate is a 45 hectare masterplanned community in the popular northern Wollongong suburb of Woonona. Transformed from a 100-year-old quarry to an integrated, well-planned and attractive residential estate, Edgewood features extensive landscaping, innovative streetscapes and a diverse mix of living options including custom homes, courtyard homes, villas, townhouses, apartments and seniors living. Significant environmental challenges were met by Village Building including the rehabilitation of the site from a disused quarry and the discovery of the endangered green and golden bell frog.

Nation Building Economic Stimulus Plan – Social Housing Initiative
192 Princess Highway, Narooma NSW 2546
NSW Department of Finance and Services in partnership with the Australian Government
192 Princess Highway Narooma provides high-quality and environmentally sustainable social housing to 18 different families within the Eurobodalla region. Solar hot water systems have been installed on each dwelling. Roof drainage has been designed to collect in rainwater into tanks for use in flush toilets, as a cold water supply to washing machines and for irrigation of external private open space. The site has also been extensively landscaped, with surface runoff collected in a central bio-filtration zone for treatment prior to discharge.
Commonwealth Bank Place and Darling Quarter

Darling Quarter, Darling Harbour NSW 2000

Lend Lease

Darling Quarter is a major 1.5-hectare place-making project that has transformed the public domain of Darling Harbour, one of Australia’s most visited destinations. The new $500 million mixed-use precinct integrates Commonwealth Bank Place (CBP), two large (total 57,000 square metres net lettable area) campus-styled 6 star Green Star commercial buildings, within a public domain that comprises new city pedestrian connections a 3,000 square metre retail terrace, generous grassed community areas, a 300-seat children’s theatre and an innovative playground as its centrepiece.

While innovation and technology have been important factors in the sustainable design of the buildings at CBP, the Darling Quarter precinct has a unique emphasis on social sustainability to ensure precinct vitality and longevity. Precinct-wide sustainable initiatives have been incorporated throughout the project to ensure sustainable objectives are delivered beyond the buildings to benefit the community.

The CBP buildings incorporate the use of renewable technology to reduce gas emissions and reduce operational costs with provisions for tri-generation plant. Water saving initiatives include black water recycling, sewer mining, low water toilet flushing and a 300,000 litre rainwater harvesting storage tank.
Eco Living Display Homes

Pebble Crescent, The Ponds NSW 2769

Landcom in partnership with Clarendon Homes
The Eco Living Display Village project makes sustainable choices available and easily accessible to the housing mass market in Australia. The three affordable homes and landscaping showcase a combination of ambitious and varying environmental and social objectives including 8 stars net zero emissions, low embodied energy/healthy materials, low water use and waste, asthma-friendly and universal and adaptable design.

The homes are in progressive levels of sustainability with first home being one step above compliance, the second home introducing the impact of materials and the third home demonstrating excellence in sustainability. They not only demonstrate that small is sustainable, beautiful, complement contemporary lifestyle and are value for money, but more importantly are also available for sale.

Innovative building design processes and technologies include an Integrated Design Process, two-step structure materials assessment, reverse brick veneer construction, leading edge recycled/recyclable materials, productive gardens and a multipurpose garage with a translucent door.

The homes and landscaping are integrated through good indoor-outdoor connection and articulated footprints that improve the aesthetics and amenity of outdoor spaces. The natural landscape creates micro climates to enhance the thermal performance of the homes and also closes material loops through productive gardens. These features together with distinctive yet harmonious forms, four-sided façade treatment, solar friendly, neighbour and street friendly design contribute to a high-quality urban form.

Incorporating new processes and technologies within the traditional more simple home delivery process within tight timeframes and budget proved challenging, but was overcome with multi-stakeholder team meetings, effective communications and education and training.

Judges’ comments

The Eco Living Display Village has taken the concept of environmental housing and brought it to market. Located at The Ponds in Sydney’s north-west, the display village showcases how environmentally sustainable homes can be aesthetically attractive, reasonably priced and accessible to the housing mass market. The project also demonstrates the leadership and commitment of the partners, Landcom and Clarendon Homes, to research and development, and in delivering practical solutions.
AFFORDABLE DEVELOPMENT

This Award recognises developments that demonstrate an overall outcome based on providing an affordable product. Affordable means that households spend no more than 30 per cent of gross income on housing. This category is open to residential developments including sub-division, medium and high density developments. Entrants should demonstrate both initial affordability of the product and preferably incorporate ‘whole of life’ sustainable elements that provide for affordability in ongoing running cost.

NOMINEES

BCS Illowra Place
19 Dalziell Street, Lismore NSW 2480
BCS Illowra Place by IntegratedDESIGNGroup for Baptist Community Services

BSC Illowra Place is a social housing development that aims to establish a sustainable social outcome through active measures in built form and management. Within the development, the organisation of public and private space gives permeability to the site and offers residents a hierarchy of communities. The quality of the homes is facilitated by efficiencies and ideas achieved in construction and planning philosophies. This gives residents spacious homes with amenity, identity and substance offering them a dignified participation in their community.

Brindabella at Macgregor
Parkwood Road, Macgregor ACT 2615
Village Building Company

Brindabella at Macgregor offers a quality living environment, surrounded by open space, with superb views to the Brindabellas. The development is centrally located near schools, a golf course and shopping conveniences. Once all stages have been completed, it will provide 1300 homes for the people of Canberra. The project was the ACT’s first affordable housing development designed to stabilise house prices, with 15 per cent of the homes in the total development required to meet the ACT government’s affordability criteria. Village Building produced 30.5 per cent of the total development in the affordability price range, far exceeding the required numbers in the category.

Social Housing College Crescent Hornsby
10-12 College Cr Hornsby NSW 2077
Parkview Constructions Pty Ltd for Housing NSW

This development comprises 66 apartments within a seven-storey development and represents a significant increase in the supply and diversity of housing to meet the needs of social housing occupants. It showcases that social housing projects can be built green and ensure that low-income communities are not burdened by climate change impacts such as increases in energy, water and living costs. The light and airy units are all wheelchair accessible, with oversized rooms and some with adaptable fixtures and fittings.
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