UDIA NSW AUSTRAL BRICKS 2012
AWARDS FOR EXCELLENCE
DEVELOPERS DIGEST ISSUE 3, 2012
UDIA
Urban Development Institute of Australia
NEW SOUTH WALES

WINNER

URBAN RENEWAL

East

230 New South Head Road, Edgecliff
NSW 2027

IPM Pty Ltd

Judges' comments

East meets many of the state government's objectives of encouraging higher density housing in established areas. IPM Pty Ltd has skillfully created 12 apartments within the retained structure of a redundant 23-bedroom motel, less than 100 metres from a local centre and railway station. Road noise issues were resolved with double-glazed noise-reducing glass and a baffled acoustic vent. The Judges felt this developement is a fine example of desirable housing created through urban renewal and adaptive re-use in a busy urban environment.

East is a project at the forefront of future development opportunities that will become more prevalent in inner city areas, as former commercial buildings are converted for residential use. This trend will accelerate, as commercial buildings reach their use-by date. Indeed, this is how East was conceived.

The project has recycled a former motel of 34 rooms and converted this to 12 apartments, all featuring north-facing harbour views. The building's new façade is clad with terracotta tiles and metal feature screens, providing privacy and spectacular architectural appearance.

East features a selection of apartments, ranging from studios to a two-storey penthouse, allowing this project to appeal to a wide demographic of buyers.

All apartments feature north-facing balconies and several have extensive terrace areas. The two-storey penthouse boasts a separate entertaining area, complete with an 11-metre pool and external stainless steel kitchen.

Bathrooms feature imported Italian Arabescata marble, while kitchens are equipped with Miele appliances, built-in refrigerators, and marble, timber veneer and mirror finishes. All apartments have individual garaging and storage, and high-level building security.

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COMMENDATION

MARKETING

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".