



Media Release

ACCOLADES FOR PAYCE PROJECTS AT INDUSTRY AWARDS

For immediate release

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PAYCE Consolidated Limited (PAYCE) was successful at this year's Urban Development Institute of Australia (UDIA) NSW Awards held in Sydney on 1 August, 2014, receiving Commendations for two of its Sydney projects - East Village and Washington Park.

The prestigious annual UDIA Awards acknowledge the best in urban development across NSW and the ACT and were strongly contested again this year with over 100 projects in contention across 15 categories.

PAYCE projects were well represented with seven nominations as finalists in six categories.

East Village at Victoria Park in Zetland received a Commendation for Excellence in Design & Innovation and Washington Park in Riverwood, which is a joint venture with Housing NSW, received a Commendation for Excellence in Urban Renewal.

East Village comprises 206 apartments and over 28,000 square metres of retail and commercial businesses. The project will be officially opened in the October 2014.

Accepting the award for East Village, PAYCE's General Manager, Dominic Sullivan said the project is a landmark development in Victoria Park, offering not only premium accommodation, but a wonderful culinary and retail destination.

Mr Sullivan said that East Village was a unique mixed-use development, unlike any other.

"We wanted to offer residents a special lifestyle in a relaxing and warm environment and at the same time capture the feeling they were part of the village community," he said.

"Not only do the residents have their own private, sky park covering 6,500 square metres where they can relax and enjoy the company of family and friends, they have the convenience of a supermarket and over 50 speciality shops literally on their doorstep below.

"East Village's marketplace is not like the traditional shopping centre – it is one-of-a-kind, inspired by some of the world's leading urban marketplaces. When people enter the East Village shopping mall they will be struck by the spectacle and quality of the design achieved by the architects, Turner Studio and Koichi Takada Architects."

PAYCE's Managing Director, Brian Boyd said PAYCE was thrilled to win the award and thanked the project team for delivering an outstanding project that can be enjoyed by all Sydneysiders.

"East Village is a landmark development in the new suburb of Victoria Park and forms a major component in the transformation of this former industrial site into a vibrant, modern destination with a great sense of community," he said.

Mr Sullivan said Washington Park was equally deserving of its award for Excellence in Urban Renewal.

"Washington Park is a new residential concept, providing a mix of social and private accommodation," he said.

"This is a public-private partnership with Housing NSW and demonstrates how government and the private sector working together can transform an area and deliver positive outcomes. The project is a showcase for how urban renewal projects can revitalise an area and bring communities closer together," Mr Sullivan said.

The estate presently features five buildings, each with its own character, surrounded by extensive parklands and a garden plaza.

The first two buildings - for seniors living - were completed earlier this year and three sold-out buildings are currently under construction for private owners.

"Ultimately, it is planned to have approximately 750 apartments across three projects, integrated into a very inclusive community, with a range of community facilities and activities available to all residents," Mr Sullivan said.

Mr Boyd said Washington Park demonstrated how communities could be enhanced by providing social spaces and activities that encourage community interaction.

"A recent community open day on the site attracted over 1,500 local residents of all ages and cultures who enjoyed a day of entertainment and activities and appreciated the opportunity to meet neighbours and make new friends," he said.

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