## PARKSIDNE

ERSKINEVILLE

BOTANY & CASCADE

Presented by

Greenland 🕞 GH AUSTRALIA

Make it a part of Make it your spa Make it easy to s Make it your foo Make it beautifu Make it feel like Make it yours.

the city. ce to read. hop. d destination. home.







Park Sydney will become part of Erskineville's thriving, close-knit local community that's bursting with character, art and culture. One of the most sought-after suburbs nestled in the heart of inner-Sydney, Erskineville provides a slice of serenity among the green parks, historic terraces, and leafy tree-lined streets. Perfect for lazy afternoons, sunlit strolls, relaxed dining and easy living.



### Close enough to never miss out.

Be immersed in the most liveable city in the world and experience the excitement of its buzzing CBD. Park Sydney is just a stone's throw away from it all. You can enjoy world-class cosmopolitan dining and shopping, enriching cultural experiences and a vibrant nightlife all beneath the iconic Sydney skyline.





## An industrial past, a green future.

Erskineville wasn't always the same pint-sized suburb with pocket parks and restored terrace houses that it is today.

Manufacturing diversified around the turn of last century and Erskineville became a proud working class suburb, attractive to many post-war migrants for its inexpensive housing and close proximity to jobs.

Park Sydney was previously occupied by Metters Ltd (1907-1974), an Australian manufacturer of cast iron stoves, including the famous Kooka Stove, enamelled bathroom, sanitary and kitchen ware. Thousands also worked between 1915 and the early 1970s for the steel engineering companies of McPherson's Pty Ltd and Hadfields Steel Works. Both companies made components used to construct the Sydney Harbour Bridge. Heavy industry was replaced by light industry, with warehousing, transport and service businesses being run from the Ashmore Estate.

Sitting on the city edge, Erskineville has retained its village vibe through decades of change. A melting pot of food, arts and entertainment that shares borders with Alexandria, Newtown and St Peters, it's the uniquely relaxed and welcoming ambience of this little suburb that makes Erskineville such an attractive place to live for a diverse group of loyal locals.

Park Sydney continues Erskineville's story by creating a masterplan development with pocket parks, convenient retail and parkside cafés. It will be a new destination, a place to meet, dine and entertain. Welcome to the new local.

## Parks in every direction.

#### ALL WITHIN MINUTES

Play, relax and socialise in beautiful surrounding parks. Discover the health, wellness and lifestyle benefits of living nestled among serene green spaces in Park Sydney.

#### **McPherson Park**

An upcoming new 7,400sqm public park situated in the heart of Park Sydney, McPherson Park features an outdoor amphitheatre, dining space, walkways, kids play equipment, and plenty of green space full of native flora and magnificent fig trees. Enjoy a relaxed barbecue or picnic with friends, play an invigorating game of sport, or just bask in the serenity.

#### **Sydney Park**

Located just two blocks away from Park Sydney, Sydney Park is one of the most important green spaces in Sydney and was the 2016 winner of the Australia Award for Urban Design. Meander through a pristine native wetland or a picnic with a view. Those who are feeling more active can enjoy cycleways, an extensive playground, and world-class amenities.

#### **Erskineville Oval**

Revered among Sydney sports fans, Erskineville Oval is an historic community hub and neighbour to Park Sydney. Enjoy a range of outdoor activities or settle in to the old grandstand to witness the next generation of rugby league stars practice and compete on the lush green below.

#### **Pocket Parks**

Rooftop terraces, podium gardens and quaint tree-lined alleyways are just some of the new pocket park features sprinkled throughout Park Sydney, adding variety to the character of the neighbourhood and supporting precious biodiversity in our urban environment.





## Make it local.

Gillie & Marc Gallery

## Your weekend ritual.

HE LO



The Erskineville Hotel





### Welcome to Erskineville. Meet the locals.

One of Sydney's most vibrant artistic and cultural hubs, full of trendy cafés, independent performance spaces, artistic graffiti murals and fascinating local characters, Erskineville's atmosphere is creative, carefree and with strong community spirit.

#### Meet the locals.

#### **Gillie & Marc Gallery**

This married couple collaborate on sculptures that reference their own love story. They've received exceptional acclaim for their sculpture of a buried rhino at Sculptures by the Sea and smaller works in their Bourke Rd gallery.

#### Gillie & Marc

After meeting in Hong Kong and marrying a week later in the foothills of Mount Everest, Gillie and Marc Schattner now feature their gallery of work in Alexandria. "Alexandria is the most thriving, exciting, creative hub in Sydney," says Marc. It is a fabulous community of like-minded businesses including arts, lifestyle and amazing eateries – all in the one spot!"



#### The Erskineville Hotel

Affectionately known as 'The Erko', this much-loved pub has a community focus and a love of all things homegrown. With locally sourced products and Australian craft beer, The Erko caters for all tastes with a diverse range of food and drinks from signature burgers, to pub classics and even meats from the smoker out back.



#### Alexandria Erskineville Bowling Club

A local favourite, the Alexandria Erskineville Bowling Club has been host to competition games, work parties, family days out, date nights and casual games of bowls since 1958. Known as the little club with the big heart, their first-class greens can be enjoyed over a beer and a BBQ or even a meal at their Chinese bistro.

#### **Fleetwood Macchiato**

Not only is their assortment of cakes and pickles made in-house, but Fleetwood Macchiato's hands-on approach even extends to their yoghurts and famous sodas. Serving Sample Coffee espresso and a rotating roster of single origins from some of the best roasters in Australia, the team at Fleetwood Macchiato are highly involved in everything that leaves the counter.



#### Jai Pyne

Ln

Jai Pyne, lead singer of Australian band The Paper Scissors, started Fleetwood Macchiato with Tara Byrne in 2012 after the two met while working at Forbes & Burton in Darlinghurst. In that time, they have built a big reputation for their little café due to the care and attention they give to their coffee, food and customers.

#### **Opera House**

Sydney CBD

University of Technology

Carriageworks

University of Sydney 🛛 🎆

Erskineville Station

## Introducing The New Local.

**FILLIN** 

Australian Technology Park

-



an martin and a

Surry Hills

Erskineville Oval

#### PARK SYDNEY Erskineville

Welcome to the new heart of the city. Park Sydney boasts an unbeatable location nestled just 4km from the CBD centre and is just two train stops from Central Station. Park Sydney is conveniently close to a range of major universities, that are all easily accessible by public transport. This includes The University of Sydney, University of NSW, and The University of Technology. Park Sydney also places you walking distance to major employment hubs including Australian Technology Park. Don't miss the last chance to own a piece of the most significant new precinct in Inner-Sydney.

Sydney Park

# The last to have it

As the most significant new development in the city, Park Sydney lets you experience the benefits of integrated living with apartments and shops in one place.

Live upstairs and shop downstairs, with curated retail and dining experiences, public parkland, a full supermarket and commercial childcare centres available to all residents. Everything you need is here – make it yours.

## chance





## Everything in one place. Make it your oasis.

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## Play, Walk, Ride, Relax, Dine & Shop

Park Sydney holds the key to everything you and your family need for a carefree, communityfocused and convenient lifestyle.

With the extensive rolling green space of McPherson Park and pocket parks at every turn, Park Sydney encourages an active and outdoor lifestyle. Find the ultimate spot for a picnic under the pergola, keep the kids entertained at the playground, and treat your friends to weekend barbecues under the all-weather shaded area. This leisurely lifestyle is at your fingertips every day at Park Sydney.

Childcare facilities include a fantastic outdoor space to safely play and learn.



## Early morning convenience, late night experience.

A VIBRANT LIFESTYLE

JKUI SUSH

There's nothing better than spending time with good friends and family – especially when there's great food involved! For those who love to cook, enjoy the convenience of a full-range supermarket, fresh green grocers and specialty providores on site. For those who prefer lazy weeknights and entertaining and relaxing from the comfort of your own home, delicious takeaway from the restaurants downstairs will do the trick. Love heading out and trying new food? Take a bite out of one of the many parkside eateries instead. Park Sydney lets you experience that wonderful feeling of being everywhere without having to go anywhere.





#### Masterplan

## The first stage of the Park Sydney masterplan.

As the most significant new development in Sydney, Park Sydney is an exciting opportunity for investors and will create a new local for Erskineville.

With a number of retail outlets, cafés and restaurants, and a supermarket at their door, residents and visitors can enjoy a diverse range of activities and conveniences. The 6.9-hectare Park Sydney precinct will feature a 7,400sqm park with play areas, BBQ facilities, amphitheatres, walkways and cycleways into the city. Spread across nine buildings and range between two and eight stories, Park Sydney will include a number of communal play areas, a childcare centre and additional parking for visitors. Integrated living allows residents to live upstairs and enjoy all these exceptional features downstairs for a relaxed, carefree and convenient lifestyle – from that early morning coffee to that late night snack, and everything in between.

For future stages of the development, multiple architectural practices will work alongside City of Sydney and participate in five design competitions for each stage of the project. This will ensure the highest quality architectural, urban, and landscape design solutions for the site. It also allows for the inclusion of additional trees on site among the existing fig trees and preservation of a heritage substation.

The sale of Stage 1, the Botany and Cascade buildings, is now in progress – giving you the chance to live a life of style and convenience.



An oasis in Erskineville.





#### Park area

- Kids play equipment
- 2 Sports lawn
- 8 Kids waterplay sculpture
- 👍 Grass ampitheatre
- 5 Shaded pergola area
- 6 All-weather outdoor dining & BBQ area

#### Retail

- 7 Café & dining strip
- 8 Indoor retail
- 9 Childcare centre
- 10 Supermarket
- 1 Indoor retail

#### Pedestrian / Cycle / Park

- 12 Pedestrian link
- 13 Pedestrian & cycle path
- 14 Cycleway
- 15 Pocket park
- 6 Entry to carpark
- 17 Heritage substation

## A place to call home.

Named after two of Australia's beautiful national parks, Park Sydney's first landmark buildings Botany and Cascade, are designed by award-winning WMK Architecture and reflect Australia's natural environment in their design.

The Sydney firm was selected following a design excellence competition on the merit of its strong design sensibility, excellent reputation, and exceptional proposal.

"Our designs for Botany and Cascade, capture a distinctive, modern character that respects the local personality of the surrounding neighbourhood of Erskineville" says WMK Director Julian Venning. "We've created an extensive retail space on the street level of the Cascade building directly overlooking the park to foster the community as a focal point of connection" We designed each apartment to prioritise views and access to nature daylight and ventilation. For Botany in particular, where many apartments enjoy a coveted northern aspect and city views, we maximised glazing and oriented living spaces towards this favourable outlook."

It is within this context that WMK have so carefully designed both the Botany and Cascade buildings. Both will provide residents with a choice of apartment layouts, private landscaped gardens on the podium level, and every apartment will have city, park or district views.

Consideration of environmental sustainability is also integral to the designs of Botany and Cascade, with WMK achieving an outcome that exceeds BASIX requirements.

"Whether it's the café on a sun-drenched corner delivering coffees to morning commuters, the private podium parks in which to relax, or the sanctuary of each unique home," says Venning, "the designs of Botany and Cascade will help foster a vibrant community spirit while supporting and respecting our urban and ecological environment." *Julian Venning,* Director, WMK Architecture



### Live parkside.



## Botany & Cascade.

The considered attention to detail in the designs of the Botany and Cascade façades sets the benchmark for the bold expressive design of the precinct.

Timber composite panels express verticality, while concrete expressed slabs emphasise the horizontal plane and aesthetically ground the building. Angled feature balconies provide privacy between units and are oriented to maximise natural daylight and shading. The exteriors of these buildings reflect the country's native landscape and imbue Park Sydney with a strong sense of the unique character of crafted Australian design.



Botany building façade



## A warm and inviting retreat.


#### Alexander & CO.

Alexander & CO. have worked in collaboration with WMK Architecture to develop the Botany and Cascade building interiors. Having designed some of Sydney's best bars and restaurants, Alexander & CO. understands how to create a space that is timeless, classic, and modern.

The spacious and light-filled apartments exude serenity and are the perfect place to relax and escape the daily grind, or entertain friends and family.

"Sympathetic to the inner-city context of Erskineville, these apartments present a warm and inviting retreat with elements of natural materials and refined detailing," says Alexander & CO Director, Jeremy Bull. "The interior aesthetic is contemporary and highly textural, providing an understated and elegant canvas which residents can personalise to suit their individual style."

"Our design vision for the interiors of Botany and Cascade was born from ideals of an urban neighbourhood. Drawing on our own experiences of community, the shared park, the front stoop and other snapshots of city culture, we created a vision which explored urban fashion, food and leisure. The philosophy of the project

of denim jeans; always cool and can be worn with anything.

"The interior design expression of these concepts use a sophisticated but textured material palette. Tonal, warm, but with enough detail in its accessory to be much more than typical. The lines are crisp and uncluttered, but the materials have a richness, materiality and detailing which creates vibrancy and edge.

'The project is relaxed yet fashion forward; homely but urban. The urban footpath is never far away from its DNA, but at its core it is home."

### Bringing the outside, inside.

Each apartment enjoys a serene atmosphere, as all balconies and courtyards are complimented by large sliding doors and natural timber-inspired finishes.

A maximised ceiling height and minimal bulkheads enhance the already spacious environment both indoors and out.





# Where detailed features meet modern design.



The well-appointed bathrooms and kitchens have been carefully designed by Alexander &CO. to be stylish, timeless, durable and functional.





# Building for a sustainable, green future.

MAKING A DIFFERENCE



Park Sydney is designed with sustainability in mind to support the local environment. Bike riding is encouraged by a number of cycle ways, the car-free Kooka Walk, and bike parking provided for each apartment. The precinct is very walkable and close to public transport. With fresh grocers and a supermarket on site, there's little need for a car. Indigenous plants featured in the park encourage biodiversity and save water, as does the water-sensitive design approach. The Botany and Cascade designs exceed BASIX requirements, with energy efficient lifts and lighting in combination with natural lighting throughout corridors, centralised gas and natural ventilation all combining to reduce energy use and emissions. Make it your home, and make a difference.

A water sensitive design approach



Energy efficient lifts and lighting



**Bike parking** 



# Park Sydney al experience the worlds. From 1 to our vibrant you'll never be the action.

# lows you to best of all ocal cafés city centre, far from



# Make it

#### É? Featured

- Pinos Vino e Cucina
- A E Bowling Club
- The Deli Erskineville

#### **Schools & Universities**

- St Mary's Primary School
- - Newington College (High School)
  - Alexandria Park Community Primary/High School
- Erskineville Public Primary School
- Public Newtown Public Primary School
  - Sydney Boys High School
  - Sydney Girls High School
- University of Technology, Sydney





#### Cafés, Bars & Restaurants

- The Grounds
- Oscillate Wildly
- **Brewing Now**
- Cafe Shenkin
- Rocks Brewery and Bar
- Black Star Pastry
- Foodcraft Espresso & Bakery
- Fratelli Fresh

#### **Entertainment, Arts & Culture**

- Utopia Art Studio
- The Commercial
- **Belvoir Street Theatre**
- Dendy Newtown
- **Enmore Theatre**
- New Theatre
- Hoyts Broadway
- Tom Bass Sculpture Studio School
- Carriageworks
- Artbank
- Sydney Indoor Climbing Gym

#### **Parks & Public Spaces**



**Rail Stations** 

# your local.





# your city.







#### **Schools & Universities**

- . The University of Sydney
- 2. University of Technology Sydney
- 3. University of New South Wa
- 4. Sydney Boys High School
- 5. Sydney Girls High School
- 6. Ascham School private school for girls
- 7. The Scots College private school for boys



#### Cafés, Bars & Restaurants

- . Fleetwood Macchiato
- 2. The Copper Mill
- 3. Catalina Restaurant
- 4. Bondi Icebergs
- 5. Mrs. Sippy
- 6. The Chiswick Restaurant
- 7. The DOG Hotel
- 8. Lucio's Italian Restaurant

#### Retail

- l. Pitt Street Ma
- 2. The Galleries
- 3. Queen Victoria Building
- 4. Sydney Fish Markets
- 5. Kings Street Newtown
- 6. Carriage Works Farmers Markets
- 7. East Village Zetlar
- 8. Oxford Stree
- 9. Crown Street
- 10. Paddington Markets



#### Hospitals

- 1. Royal Prince Alfred Hospita
- 2. St Vincent's Hospital



#### Entertainment, Arts & Culture

- 1. Sydney Theatre Company
- 2. The Star Casino
- 3. Museum of Contemporary Art
- 4. Art Gallery of NSW
- 5. Capitol Theatre
- 6. Belvoir Theatre
- 7. The Entertainment Quarter
- 8. Royal Randwick Racecourse



#### **Parks & Public Spaces**

- 1. Sydney Park
- 2. Hyde Park
- 3. Royal Botanic Gardens
- 4. Moore Park
  - Sydney Cricket Ground
- Cruising Yacht Club of Australia
- 7. Centennial Par



#### Sydney Landmarks

- Luna Park
- 2. Sydney Harbour Bridg
- 3. Sydney Opera House
- 4. The Rocks
- 5. Barangaroo
- 6. King Street Wharf
- 7. ICC Sydney
- 8. Chinatown
- 9. Chinese Garder
- 10. Taronga Zoo



#### Beaches

- Bondi Beach
- 2. Bronte Beach



#### Rail Stations

Future Light Rail Route

# URBIS

### **Urbis Report: Erskineville**

### *"Erskineville is one of the most connected locations in the city and a real urban village."*

Park Sydney is located only 4km from the Sydney CBD, a short commute from Sydney's largest source of professional jobs.

Close to several of Sydney's top universities and associated research institutions, Erskineville is a popular location for students and knowledge-economy workers. The University of Sydney sits only 2km away, the University of NSW 4km, and the University of Technology 6km.

Ever-strengthening infrastructure includes the Sydney Metro City and South West,

a \$12.5 billion investment with a proposed completion date of 2024, which will result in trains running every two minutes. This will improve rail capacity between the Inner West and the city by up to 60%.

The Central to Eveleigh Corridor Renewal, a \$10 billion investment for continual development over the next 20 to 30 years, is another infrastructure initiative that will improve the already highly sought-after area. 50 hectares of government-owned land around the corridor from Central Station to Erskineville Station is due to be transformed.

#### Location



#### Infrastructure







#### Education

#### **University of Sydney**



3rd



**University of NSW** 



9th 2.5km



#### University of Technology, Sydney



4km

3,500 New Jobs

4 Redfern – Central

7,600 New Jobs

7,300 Current Jobs

14,900 Projected Jobs

Sydney

24,900 Current Jobs 28,500 Projected Jobs

5

404,300 Projected Jobs

#### Erskineville

Catchment 1,800 New Jobs 24,400 Current Jobs

#### **Education and Health Precinct** - Central Sydney

31,300 Current Jobs

#### 6 Sydney Airport and Environs

4,700 New Jobs 41,000 Current Jobs

#### Employment



#### **Developer for Park Sydney**



### A global developer with a local approach.

Greenland Group has been pioneering China's integrated real estate market since 1992. As global leaders in property, resources, finance, construction and hotels, Greenland are currently the fastest growing company in China, and the third-fastest in the world. Greenland employ a forward thinking mentality and take a positive approach toward our vision of the future. Having worked within more than 90 cities in 29 Chinese provinces, Greenland Group is now moving into the international market. We currently have a significant presence in 13 cities around the world including the US, Canada, UK, Germany, Spain, South Korea, Japan, Malaysia and now Australia. As Greenland continue to expand their business, they combine their innovative spirit with a pragmatic and stylish approach, providing strategic thinking for today and tomorrow. Other ventures in their portfolio include Greenland Energy, Finance, Commerce and Hotels



nbh at Lachlan's Line, Macquarie Park



Spire, London



Primus, Sydney



#### **Developer for Park Sydney**



# A legacy of excellence.

Since entering the real estate industry in 1989, Golden Horse Group's focus on sustainable growth has made them a leader in the high-end property sector. As well as their acquisition of the Noosa Springs Golf Course and Hope Island Links Golf course in 2013, their entry into the Australian residential market has been met with one success after another.









#### Architects & Interior designers for Botany and Cascade

WMK is a dynamic, award-winning firm that has gained a reputation for innovative design, responsive performance, and intelligent solutions. WMK's sustainable design expertise delivers considered and beautiful work that is developed from a holistic perspective, pushing the envelope and delivering ground-breaking architecture that inspires lifestyle balance and aesthetic satisfaction.

www.wmkarchitecture.com

### ALEXANDER & CO.

#### Interior Designers for Botany and Cascade

Alexander &CO. is a Sydney based architecture and interior design company specialising in commercial and residential projects of the highest quality.

Established in 2013, its chronology of successful and innovative projects has quickly grown in line with its developing expansion and capability. Alexander &CO.'s dedication to agility and design excellence ensures its reputation as one of Australia's best.

www.alexanderand.co

### Tract

#### Landscape Architects for Botany and Cascade

I ract provides a comprehensive range of landscape architectural services and design leadership to drive practical, cohesive and exciting development outcomes. With more than eighty awards across four decades and unequalled successes in design competitions, Tract continues to gain the respect of design peers and industry alike.

www.tract.com.au



Schwartz House, Tract



#### Urban Planners for Botany and Cascade

Urbis is a market-leading firm with the goal of shaping the cities and communities of Australia for a better future. Drawing together a network of the brightest minds, Urbis consists of practice experts, working collaboratively to deliver fresh thinking and independent advice and guidance – all backed up by real, evidence-based solutions.

www.urbis.com.au

AECOM

#### Park and Public Domain Designers for Park Sydney

AECOM is a global network of experts developing and implementing innovative solutions to the world's most complex development projects. Connecting expertise across services, markets, and geographies to deliver transformative outcomes, AECOM's projects and programs worldwide help to protect our environment and improve people's lives.

www.aecom.com



### architectus

#### Urban Designers for Park Sydney

Architectus is a leading design studio that brings together the experience of more than 250 professionals. With a strong history across architecture and urban disciplines, Architectus' specialist expertise and collaborative approach to clear strategic design thinking, research, experience and technology allows it to develop works that are functional, elegant, and always memorable.

www.architectus.com.au



## Make it yours. Park Sydney.

DISCLAIMER: The particulars are set out as a general outline for the guidance of intending purchasers and do not constitute an offer or contract. All descriptions, dimensions, references to conditions and necessary permutations for use and other details are given in good faith and are believed to be correct, but any intending purchasers should not rely on them as statements or representations of fact, but must satisfy themselves by inspection or otherwise to the correctness of each item, and where necessary seek advice. No third party supplier or their agents has any authority to make or give any representations or warranty in relation to this property. Images are computer generated and indicative only. Completed apartments may vary from the image shown.



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