

# ASCOT AURORA

## PROJECT OVERVIEW

<b>Project Name</b>	<b>Ascot Aurora by Poly</b>
<b>Project Address:</b>	104 Lamington Ave., Ascot, 4007 (Corner of Lamington St and Mordant St, Ascot)
<b>Display Suite Address:</b>	Racecourse Road display suite – Shop 5-6 / 111 Racecourse Road, Ascot 4007
<b>Project Type:</b>	Residential
<b>Project Value:</b>	\$196M
<b>Site Size:</b>	62,090sqm
<b>GFA:</b>	32,045sqm
<b>Mix:</b>	208 two, three and four bedroom townhomes, 11 free-standing residences and 15 apartments (TBC)
<b>Building:</b>	Approx. 234, not including amenities
<b>Height:</b>	Up to three-storey for townhomes
<b>Completion:</b>	Stage 1: January 2022 Remaining stages: June 2022 <i>Estimation only.</i>
<b>Landscape</b>	Public park space: 6,000 sqm Community garden: 800sqm Total open space: >42%
<b>Retail:</b>	Possible cafe within permanent display suite
<b>Amenities:</b>	<ul style="list-style-type: none"> <li>• Outdoor swimming pool</li> <li>• BBQ and entertainment facilities including multiuse function spaces, gym, media room, community garden, public park space</li> <li>• Boutique retail space – to be confirmed</li> <li>• Pocket parks throughout project</li> <li>• Public park and kick about area adjacent to resident facility</li> <li>• Manmade creek channel/promenade with breakout areas for residents</li> <li>• Pedestrian and cycle network</li> </ul>

<b>Target market:</b>	<ul style="list-style-type: none"> <li>• Young professional couples with or without children / downsizers</li> <li>• Buyer type: owner-occupiers</li> </ul>
<b>Site location:</b>	<ul style="list-style-type: none"> <li>• Located just 300m from Doomben Train Station, with Doomben Racecourse to the north-west, and is in close proximity to Eagle Farm Racecourse, Racecourse Retail Village</li> <li>• Brisbane City Council is currently managing the upgrade of major road Kingsford Smith Drive, which is located only 500 metres from the development</li> <li>• The upcoming upgrade as well as Poly Queensland's project is expected to reactivate the east corner of Ascot and provide a vibrant new precinct for locals to enjoy</li> <li>• Neighbouring Lendlease's current Ascot development (Bernborough Ascot), however is a retirement facility so restricted to over 55's</li> </ul>
<b>Lead Selling Agent</b>	
<b>Architect:</b>	Concept Architect: Arkhefield Documentation Architect: BDA
<b>Town Planners:</b>	Urbis
<b>Landscape Designers:</b>	Lat 27
<b>Early Works contractor:</b>	GCB Constructions
<b>Major Construction:</b>	GCB Constructions

## PROJECT PROGRAM

Date	Project Timeline
April 2019	Site acquisition
4 June 2019	Development application lodged
20 December 2019	Development application approved
June 2020	Sales launch
February – July 2020	Construction contractor tender and award
15 June 2020	Racecourse Road display suite opening

April 2020	Demolition and early works commencement
July 2020	Main works commencement
December 2020	Onsite Sale Centre and public park complete
January 2022	First settlement
June 2022	Final settlement

## **KEY SELLING POINTS**

*What are the main reasons a buyer would choose Ascot Aurora?*

### **Nature**

- Dedicated public park within the project
- The meandering green spine positioned to trace the centre of the project and other harmoniously intertwined green spaces
- Thoughtful editions such as an edible herb garden, pocket parks and a tranquil creek with breakout areas for residents
- A deliberate commitment to incorporating a sense of nature and outdoors into the striking built form, through:
  - Deliberate injection of natural light and well considered ventilation throughout the homes
  - Naturally organic materials integrated into the facades.

### **Contemporary Luxury**

- Positioned within the tightly-held blue-chip suburb of Ascot, long renowned for sprawling Queenslander homes
- Set to a backdrop of Ascot's opulence and old-world charm, this estate breathes a new, urban cool with its modern play on stunning architecture
- Tree-lined street and manicured landscaping elevate the sense of quality
- Resort-style facilities and an abundance of choice within the built form (apartments, townhomes and free-standing residences) guarantees the project feels distinct, individual and avoid a "sea of the same".

## Community, Wellbeing & Safety

- A boutique community, sanctuary or safe haven with close proximity to its amenity without being right in the hustle and bustle
- Masterful application of wellness-centred design principles, focussed on assisting residents to thrive by placing as much importance on wellbeing as comfort – a holistic approach of which the entire community benefits:
- Deliberate injection of mood-enhancing light whilst reducing the reliance on electricity
- Building orientation is also a key factor with homes generally facing north to capture cross-breezes and extend opportunities to enjoy a shaded afternoon on the balcony
- Deliberate fluidity between indoor/outdoor spaces to encourage residents to embrace the QLD outdoors
- Low-maintenance living provides even greater freedom to savour what's beyond each home's boundaries
- Attention given to enriching the community with nature, open spaces and innovative amenities – encouraging social connections with family and the close-knit community of Ascot Aurora
- Extensive pedestrian network within the site, breakout areas overlooking a lush, stone-lined creek, residents' club lounge overlooking a resort-style swimming pool and entertaining area, as well as green pocket parks are just a few examples of Poly's commitment wellbeing and community activation.
- Exclusive residents' club lounge including boutique gym, media room and function space

## PROJECT DESIGN VISION

It's a contemporary spin on the traditional Queenslander design and wellness-centred design principles:

- Large outdoor spaces (patios & balconies)
- Injection of natural light within
- Cross ventilation
- Passive cooling

- Consideration to orientation
- Lush greenery to encourage residents to enjoy the outdoors
- As above, priority given to community amenity
- Elevated living.

## SUSTAINABILITY

*How are we ensuring that the sustainability is at the core of our project designs?*

- As above, there is a deliberate commitment to passive cooling and creating fluidity between indoor/outdoor spaces
- Stormwater Management to address overland flow is also critical to this project. Whilst prone to flooding in the past, the new site has been lifted above the floor level with a stormwater management system in place to ensure flooding will not occur
- Ocean Protect systems are utilised on the site which help to catch litter and debris and prevent them from flowing into our waterways.

## TARGET MARKET

*Who is our primary target audience?*

### Demographic Segmentation

- Downsizers: age >50, married, no children at home, own home outright, live in Brisbane
- Professionals, no kids: age 25-44, professional occupations, no kids, live in Brisbane
- Young families: age 25-44, professional occupations, children <5, live in Brisbane.

### Target Audience Definition

- Focussed on career and family
- Success focussed, proud of their prosperity and achievements
- Highly educated
- High incomes and big spenders
- Socially progressive

## OTHER KEY PROJECT FACTS

*How is noise from surrounding amenity being mitigated?*

The team is committed to ensuring that noise external to the project is mitigated. Measures include:

- Orientation of buildings
- No operable windows toward motorways
- Acoustic wall to east boundary of site
- Acoustically rated building envelope
- Acoustically rated roof/soffit systems.

*Will there be on-street or visitor carparking within the project?*

Yes, street visitor parking across the site, and tandem parking in front of dwellings is common.

*How wide are the streets and footpaths?*

- Roads – 6m wide
- Footpaths – 1.6m wide.

*Is there any cultural/environmental heritage we need to be wary of?*

There is no environmental or cultural heritage on the site.

*How many parks will be created within the Ascot Aurora community?*

- 1 BCC Park
- 7 pocket parks
- 1 community garden
- 1 channel promenade
- 1 wetland

*What type of plant species are likely to be planted in the parks and along the streets?*

<b>TREES - STREETSCAPE</b>		
<b>CODE</b>	<b>BOTANICAL NAME</b>	<b>COMMON NAME</b>
CUP ana	Cupaniopsis anacardioides	Tuckeroo
HAR pen	Harpullia pendula	Tulipwood
FLI aus	Flindersia australis	Crow's Ash
LOP con	Lophostemon confertus	Brush box
MEL qui	Melaleuca quinquenervia	Broad-leaved Paperbark

*What is contained with the residents' club lounge?*

- 87sqm function space, cinema and gym
- 18m x 4m resort-style pool + outdoor BBQ and entertaining area.

*How much of the project will be dedicated to open space?*

No less than 42% of the site.

*What will be contained within the community garden?*

- Citrus trees grove
- Flower/herb & vegetable garden
- Seating
- Arbour
- Bike storage.

*Will there be options to upgrade and/or choice of colour schemes?*

Of course. Whilst the base finishes are of a high quality, buyers will also be able to elect to upgrade to a principal or prestige package. Buyers will also be able to choose between Dawn and Dusk colour schemes.

*Who is the developer?*

### **About Poly (Australia) Real Estate Development**

Poly (Australia) Real Estate Development [Poly] is the Australian division of the listed international property development company, Poly Developments and Holdings. The company entered the Australian market in January 2015 with acquisitions in Melbourne and Sydney. Poly Australia employ over 100 people across offices in Sydney, Melbourne and Brisbane. The team support 14 current residential, commercial and mixed-use projects. Key current projects include the 27-storey commercial tower at 210 George Street in Sydney and the 24-storey commercial tower at 1000 La Trobe Street in Docklands Victoria.

### **About Poly Developments and Holdings**

Poly Developments and Holdings was founded in 1992 and listed on the Shanghai Stock Exchange in 2006. Poly Global is the international arm of the company and now operates in Australia, the UK, the US and China.

Poly Developments and Holdings was ranked 245 in the Forbes Global 2000 list in 2018. The company has assets valued at \$176 billion AUD and an annual revenue of \$41 billion AUD.

Poly has more than 61,000 employees globally and more than 1 million people live in a Poly development. Currently Poly have a construction pipeline of 43 million square metres.

In 2019, the company rebranded from Poly Real Estate Group to Poly Developments and Holdings to reflect the changing nature of the business operations as not only a property developer, but also a fund and asset management firm.