



Local property developer, HPG Australia (HPG) has received Development Application (DA) approval for its landmark and yet to be named, mixed-use development, located at 205-225 Euston Road in Alexandria.

The site borders Sydney Park, the third largest park in inner-city Sydney. As part of the strong focus on design excellence for this development, the final naming of the development precinct will evolve through the design outcome.

The project is set to become one of Sydney's most vibrant lifestyle and cultural precincts, incorporating world-class architecture, public art, lively retail zones, green spaces and common areas with health and wellbeing at its heart. In addition, the development will be positioned to provide exemplar ecology inclusions.

The development will directly border the 44-hectare landscape-designed public parkland and recreational space on three sides, which is a much loved and frequented amenity of the Alexandria and St Peters local communities. When completed, it will be Sydney's only inner-city residential community within a large-scale park environment.

HPG Australia originally purchased the development site in February 2015; a site that spans approximately 2.1 hectares and currently houses a 7,000 square metre empty warehouse space which HPG is providing to the Sydney Fringe Festival to house its headquarters and use as a main venue for events during 2017 (<https://www.theurbandeveloper.com/sydney-fringe-festival-lands-at-sydney-park/>).

The development will comprise approximately 400 apartments across eight, six-storey buildings. Residences will include a mix of studio, one, two and three bedroom apartments, terraces with private internal access as well as penthouses. The buildings will be sensitively designed in a permeable way to complement the parkland.



The development precinct will be located only 6.2 kilometres from the Sydney CBD, making it one of the city's most exciting new inner-city redevelopments, contributing to the transformation currently underway in Alexandria.

However, HPG Managing Director Dr Adrian Liu said our project boasts many points of difference compared to other Sydney developments.

"This development will instantly become its own community hub and urban village. This precinct will provide exclusivity and privacy to the residents.

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"In addition, apartments will enjoy views of the Sydney CBD, Botany Bay and west to the Blue Mountains which can never be built out due to the project's private parkland location.

"Architects will be selected by a design competition, where both international and local practices will be invited to submit designs," Dr Liu said.

"What's more, the entire development precinct will embrace a strong arts and design focus at its heart, which will underpin all aspects of the precinct and include a vibrant and robust cultural events and sponsorship program, commencing with our partnership with the Sydney Fringe Festival."

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Urban Sanctuary On The Doorstep

The unrivalled parkside location is ideal for families with young children, with the recent regeneration program of Sydney Park providing lush grass expanses, landscaped gardens, BBQ facilities and meandering pathways. Creeks flow throughout the park and attract a wide range of wildlife, while viewing decks overlook the park's picturesque wetlands.

Sydney Park also caters to inner-city dog owners, making it a highly popular location for picnics and recreational pursuits.

A large playground includes many different types of equipment to keep children entertained for hours. Another popular attraction on the grounds is the Sydney Park Cycling Centre, which provides a space for families to learn about cycling and road safety.

Additionally, the project will include 8,800 square metres of open public space as an extension of the parkland. This green space will be designed to ensure the park integrates well with the built form.

Retail Offering

Upon completion, residents will be able to enjoy a curated, contemporary retail amenity with lifestyle focused inclusions and other speciality retail as well as cafes and eateries proposed.

The project is also within close proximity to the galleries, cultural outlets, bars, restaurants, cafes, convenience retailers and health care facilities of nearby Erskineville Road.

Additionally, the project is within a five-minute drive of the nearby Green Square Town Centre, which at completion, will be home to a new public library and 14,000 square metres of retail floor-space.



Image courtesy Turf Design

Public Transport & Other Amenities

The project will provide convenient access to the WestConnex St Peters connection, which will vastly improve traffic flow and reduce travel time to the CBD and other parts of Sydney for residents. It is also within a ten-minute walk to three established train stations – St Peters, Green Square and Mascot, allowing commuters to be at Central or Town Hall Stations within a further ten minutes.

According to the developers, as the project will be partly open to the public and will integrate into the nearby parklands, no additional road development is required, with bicycle storage and extensive underground parking provided onsite.

The project will enjoy close proximity to some of the Sydney's major primary, secondary and tertiary education institutions including Sydney University, UNSW, UTS, Sydney TAFE and Enmore TAFE, as well as a number of major high schools and primary schools including St Peters Public School, Camdenville Public School, St Mary's School and Green Square School.

 Anticipated stage 1 sales will be launched in September and construction will commence early 2018.