



MEDIA RELEASE

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NEW LUXURY SALES SUITE AND DISPLAY APARTMENTS ARE AN IMPORTANT MARKER OF PARRAMATTA'S RISE

The opening of a new sales office and display apartments on site at V by Crown – the new “vertical village” currently under construction in the heart of Parramatta – is yet more solid evidence of the rise of the city.

The full-size display apartments, designed by Japanese/Australian architect Koichi Takada, highlight the world-class quality of the Crown Group 27-storey development.

The new office and display apartments will open to the public on November 17 -with an official opening by Parramatta's Lord Mayor John Chedid on November 21 - at a time when everyone is beginning to realise what the city council, Chamber of Commerce and residents of Sydney's second city already knew: Parramatta has an enormously exciting urban future.

And the experts agree. Only last month the testimony of leading US urban strategist, Ethan Kent, boosted the city's stocks considerably. “Parramatta is so exciting because it has a number of diverse elements, from its foreshore through to its parklands, heritage sites and small spaces ... it has all of the right ingredients,” he said. “With the wider Sydney region expanding, it will have a key role to play in providing for the future needs of a growing population.”

Mr Kent was here to advise Parramatta City Council on some growth plans for the city already underway. Mr Kent had a hand in creating a revamped New York Times Square and Hell's Kitchen – as well as helping in urban planning in Dubai and Hong Kong.

Further evidence of Parramatta's increasing influence: Hugh Jackman and film crew were recently shooting scenes for the latest Wolverine movie in the city; meanwhile October's successful Crave International Food Festival saw pop-up eateries and bars in Parramatta's laneways – and only added to what is already a burgeoning café, bar and restaurant culture.

November sees Parramatta play host to the South Asian arts festival, Parramasala.

Add to this the fact that Parramatta is the economic powerhouse of Western Sydney; that it is second largest employment destination in Sydney; that it boasts excellent transport links, entertainment and the third largest shopping centre in Australia; not to mention it has Westmead hospital and excellent schools at its doorstep. It's little wonder *The Sun Herald* newspaper recently ran a feature with the headline “Parramatta shapes up as Sydney's next hot spot”.



To coincide with the opening of the office and display apartments, Crown Group has released a premium selection of apartments on to the market in the tower's mid-rise – levels 13, 15 and 19. The selection includes studios, one bedroom apartments, one bedroom apartments with study and two bedroom apartments with study. Prices range from between \$299 000 and \$1.3M.

Crown Group Chief Executive Iwan Sunito says V by Crown offers a great opportunity for investors with about a third of apartments in the development to be priced below \$600,000.

"We are enormously proud of V by Crown," Mr Sunito says. "It will not only inject even more life into Parramatta's already-bustling community, but we see V by Crown as a landmark project that will make a very real contribution to the rejuvenation of Parramatta's city centre. It's also a striking piece of architecture."

Currently at V by Crown there's also a last few special opportunities for eligible purchasers to capitalise on both a stamp duty exemption on their new home and the new \$15,000 grant which began on October 1.

From October 1 the NSW Government's current \$7000 First Home Owner Grant was replaced by the \$15,000 First Home Owner Grant (New Homes) Scheme. The NSW Government also gives people buying their first home in NSW an exemption on stamp duty for new homes under \$550,000. Homes valued between \$550,000 and \$650,000 offer concessions on stamp duty for eligible purchasers on a sliding scale. There are still some apartments, beginning at \$299,000, in this price range.

The \$300 million V by Crown will feature around 500 luxury apartments, a resort-style hotel with pool, gym and conference facilities, as well as premium office space and quality retail. It has been designed by the multi award-winning and internationally-renowned Allen Jack + Cottier architects (AJ+C) in league with Japanese/Australian architect Koichi Takada.

V by Crown is a state-of-the-art "vertical village" and sets a new benchmark in design and quality in Parramatta, Sydney's second CBD.

V by Crown is located in the heart of Parramatta's city centre at 45 Macquarie Street, close to Church Street's eateries and Westfield shopping centre, rail and ferry connections, as well as Parramatta Heritage Parklands.

V by Crown Sales Office and Display Apartments, 45 Macquarie Street, Parramatta are open seven-days-a-week from 10am – 4pm. For further information and to register your interest in the Mid-rise Release, visit www.crowngroup.com.au or phone 1800 827 696

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About Crown Group

Crown Group is a privately-owned and award-winning* company actively engaged in property development, construction, property investment and asset management. It has earned its outstanding reputation via a diverse and impressive portfolio of residential projects driven and managed by a team of highly-skilled professionals with across-the-board expertise.

The company was co-founded by architect Iwan Sunito and civil engineer Paul Sathio in 1996.

Crown Group has built its good name and imposing track record on efficiently guiding the entire development process from site acquisition, design and construction, marketing, sales and beyond.

It's also thanks to this comprehensive approach that the company has enjoyed strong and sustainable growth and, over the past sixteen years, Crown Group has become one of Australia's leading property development groups with a \$2.58 billion portfolio of projects completed, under development and in the pipeline.

** Crown Group has won a number of awards over the years, the very latest for its development Sanctum in Rhodes, Sydney. The brand new apartment building, on the waterfront at the much-admired community near Sydney's Olympic Park, took out the "Home Units 500-700" category in the 2012 MBA Housing awards.*