

MEDIA RELEASE

Tailor's Walk – a new concept in urban living

People are the priority in new Botany community

Sydney – 16 December 2016 – Even the biggest automotive fan would agree that streets clogged with cars are not only unsightly, but inconvenient and bad for the environment too. So at Tailor's Walk in Botany, Frasers Property Australia has turned traditional urban design on its head by putting people first, with cars confined to the back seat.

The three hectare community of beautifully crafted apartments and terrace homes, which is an easy walk to Botany town centre, will be entirely vehicle free at ground level. Residents with cars will simply access underground parking areas via side streets.

It's a new concept in urban living that promotes a healthy lifestyle for residents, reducing reliance on cars and generating positive environmental impacts.

A safer environment for pedestrians is another advantage. At Tailor's Walk, children will play outside or head to the parks without a car in sight. There's less exhaust fumes, vehicle noise is vastly reduced and a cleaner, more comfortable community is the result.

Walkability is an important concept in modern sustainable urban design, according to Nigel Edgar, General Manager - Residential NSW, Frasers Property Australia.

"A community that encourages residents to walk, then facilitates this safely, offers plenty of health benefits. People can enjoy the outdoors, get some exercise and lower their stress levels. And it's great for the environment, reducing carbon emissions," Mr Edgar says.

"The lack of cars at ground level will make walking around the beautifully landscaped Tailor's Walk a pleasure, with the community criss-crossed with tree-lined pathways linking homes to all the amenities of Botany Village with its eateries, shops and public transport links."

Cycling will also be a breeze at Tailor's Walk with convenient paths connecting the community and allocated bike parking.

Hand in hand with the walkability of Tailor's Walk is the development's "green spacing". Tree-lined grassed areas provide places for residents to relax, exercise and play, while a 3000sqm fully landscaped public park will become a central point for outdoor activity.

But the focus on providing a healthier, socially sustainable community at Tailor's Walk goes further.

Frasers Property sponsors Live Life Get Active fitness camps within eight of its communities across Sydney, including Tailor's Walk. The fitness camps are free to the community and are held locally at the St Joseph Banks Park entrance via Waratah Road.

Already over 120 local residents are taking advantage of the camp, which started earlier this year. Participants to date report significant weight loss.



However Live Life Get Active camps are not only about improved health – there are many social benefits too. They're a great way for residents to get to know each other.

Olympian and ambassador of the Live Life Get Active program, Jane Flemming, says with plenty of classes to choose from, participants are making new friends and increasing their social circle. This social interaction brings with it important physical and mental health benefits with the added bonus that everyone encourages each other to turn up.

"Frasers Property has shown genuine foresight in looking after the well-being of its residents and helping to develop socially sustainable communities," Ms Flemming says.

After launching Tailor's Walk in October 2015, Frasers Property has sold 189 homes at the Botany site. The walkable inner city community offers a wide range of housing choices, catering for families, downsizers, singles, couples and first home buyers.

One bedroom apartments in the Wilco release are available for \$595,000 and two bedrooms are \$795,000.

Designed by architects GroupGSA, the wide range of apartment floor plans includes some with their own courtyard and direct access to a private residents' garden through a private back gate.

Also available are the Pemberton Terraces which offer four bedroom homes across three storeys, featuring a split-level plan with each of the bedrooms on a separate level for optimum comfort and privacy.

Prices for the Pemberton Terraces range from \$1,550,000 to \$1,625,000.

And regardless of whether buyers are choosing Tailor's Walk as their first step into the property market, or as a place to settle their family, the pedestrian friendliness of the development is proving a major drawcard.

Those interested in securing a home at Tailor's Walk can visit the actual size two-bedroom apartment display suite at 67 Wilson Street in Botany. For further information visit www.tailorswalk.com.au or call Frasers Property Australia on 13 38 38.

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About Frasers Property Australia

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic and respectful*.

For more information about FPA, visit www.frasersproperty.com.au

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