



MEDIA RELEASE

Edmondson Square: introducing the New Australian Dream

Register now for Sydney's game-changing new community

Sydney – 28 September 2017 – The new Edmondson Square is redefining the Australian dream and will be a game-changer for booming South West Sydney, and Frasers Property Australia is welcoming registrations of interest from people wanting to call the new walkable community home.

Set on 24 hectares adjacent to the existing Edmondson Park railway station, Edmondson Square is the missing piece of the greater south-west region, a connected urban village with an inner-city edge in the heart of a leafy neighbourhood.

To be known as Ed.Square or Ed, the community will be unlike anything ever created in the region and Nigel Edgar, General Manager – NSW Residential, Frasers Property Australia is urging interested residents to stake their claim now.

“At Ed.Square, we’re responding to the evolutionary shift in the way Australians want to live by bringing together an inner-city aesthetic with the feeling of an urban village, all while delivering choice, which is fundamental to the creation of new communities today,” Mr Edgar says.

The community will integrate a diverse mix of apartments, terraces and townhomes to cater to varied lifestyles and desires, from singles looking for extra space, to growing families who value comfort, convenience and immediate access to the great outdoors.

“Ed.Square is the vision of the new Australian dream, providing choice while maintaining urban connections, as residents will live within walking distance of everything they deserve - transport, amenity, cafes and restaurants, entertainment, open spaces, parks and their own vibrant town square,” he says.

At Ed.Square, Frasers Property proposes a diverse mix of 893 terraces and ‘mews’-style townhomes as well as 920 apartments, set around a vibrant town centre with its own bustling town square, where people can gather to listen to live music, browse markets and watch their children enjoy the water play area.

Residents can live, shop, eat and play all in one vibrant, connected and sustainable neighbourhood. Frasers Property is targeting a 6 Star Green Star Community rating for the development.

The regionally significant development will also integrate a 45,000sqm retail and commercial precinct with more than 120 shops, an Eat Street dining district, fresh food marketplace, cinema, healthcare, community services, childcare centre, and more than six hectares of parklands, green pockets and open space.



Ed.Square will be a pedestrian-friendly community where residents can walk and cycle along the quiet streets, laneways, paths and cycle ways between their homes, the town centre and the railway station.

Making a powerful architectural statement will be a 68-metre high landmark apartment tower that will serve as a focal point for the community.

Following the success of its award-winning Central Park Sydney, Frasers Property has assembled a team of leading world-class architects including HASSELL, HDR and GroupGSA to deliver the vision of housing choice and urban connection at Ed.Square.

HASSELL, which created the masterplans for Darling Harbour's revitalised public space and buildings, and the public domain at Victoria Park in Surry Hills, is responsible for Ed.Square's masterplan and landscape design. HDR will design the retail space and apartments, while GroupGSA is designing the residential precincts.

HASSELL principal David Tickle says the masterplan design will create "activity and excitement" at Ed.Square, delivering a "more engaging" atmosphere".

"There is a main street that provides a connection to the station as well as to the retail, commercial and community uses, which people can access easily and enjoy. There will be more life, more buzz, not just in the daytime, but on evenings and weekends," Mr Tickle says.

The landscaping plan will bring the character of the existing bushland and regional parklands that surround the community into the town centre.

"The landscaping is very generous, and we have created comfortable, shady places that people will want to spend time in. There will be a big central park space that sits in the middle of the masterplan and then we have smaller pocket parks throughout the residential area," he says.

Simone Dyer, Design Director, Frasers Property Australia says the vision to create an "active and vibrant community" at Ed.Square means being able to walk around the entire community easily.

"We are taking the concept of a pedestrian-friendly community to a new level. Everything is within walking distance from residents' front doors, from the train station, to a diverse range of shops and restaurants, entertainment options, relaxation spaces, marketplaces, playgrounds and, of course, the great outdoors," Ms Dyer says.

"The town centre, will be the heart and soul of the new community is adjacent to the Cumberland Wood Plain forest a huge regional open space which will be a wonderful natural asset for everyone living in the community," she says.

Residents can move around Ed.Square with ease, with the adjacent train station offering easy access to Liverpool, Parramatta, and Sydney CBD and beyond, while a local bus network and forthcoming Badgerys Creek Airport enhance these connections.



For further information or to register your interest in Ed.Square, phone Frasers Property on 13 38 38 or visit www.EdSquare.com.au

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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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