

STURT_{Land}

MEDIA RELEASE
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NEW MAYFIELD SPARKS ADELAIDE'S REGENERATION

Sturt Land is unlocking the potential of Adelaide's inner south-west with the launch of New Mayfield, a \$250 million multi-level, mixed use development to be built on the former Mayfield Electrics factory site.

Bordering Sturt, Gilbert, Norman and Myers Streets, this landmark project is one of the first to commence development under the State Government's reformed planning laws and will re-define apartment living in Adelaide.

The 7,500 square metre master planned community comprises 428 one, two and three bedroom apartments across three striking residential buildings. Taking its cue from the bustling cities of Europe, New Mayfield will feature an exciting mix of restaurants and boutiques, a resident's only rooftop pool, cycle-ways and an integrated village square with public art installations and water features.

Cutting edge architecture

Award winning architects Woods Bagot drew inspiration from Adelaide's modulating skylines and nature's seasonal colours in their creation of New Mayfield. Principal Gavin Kain and Senior Associate Enzo Carosco believe Woods Bagot's vision for New Mayfield will put Adelaide at the forefront of apartment design.

"New Mayfield will set a significant benchmark for forward-thinking apartment living and best practice in the creation of new inner-city communities in Adelaide," said Kain.

"Attention to detail has been paramount, from the sculptured forms and subtle facade folds that echo the city skyline, to the colours that reference Adelaide's unique flora and fauna flowing across each of the buildings."

Each building complements and enhances the streetscape using a palate of high quality natural materials and highlights of graduated colour tones. Timber and stone have been applied thoughtfully and seamlessly, giving the development a warm, earthy feeling.

Forward thinking interiors

The interiors have a distinct, contemporary look complemented by serious architectural flair. Each living space from level two upwards provides residents with views towards the city, the coast or the Adelaide Hills.

"We wanted to make the local landscape the hero of the living spaces, using intelligent design to create large feature windows that frame Adelaide's abundant natural beauty," added Kain.

Each apartment features a premium chef's kitchen, fitted with quality appliances throughout including concealed fridge recesses. Quality cabinetry with a choice of veneer or satin finish, pull out pantries, soft close drawers and stone bench tops add to the luxury. Large island benches take on a dual role as a dining table for families or an entertaining space for relaxing with friends.

Spacious bedrooms filled with natural light feature beautifully fitted robes with built-in draws and concealed shadow line detail. The luxury extends to the elegant bathrooms that include 'bento box' style storage, frameless shower screens, floating shelves and an illuminated vanity mirror.

The majority of apartments also feature a fitted study nook which includes a desk and shelving.

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New Mayfield has also been forward thinking with regards to ecologically sustainable design engineering. The development will feature a vacuum waste management system, solar glazing control, reduced energy air conditioning systems, GAP recycled water for bathrooms and irrigation, solar power technology and regenerative lifts.

Creating communities

Sturt Land and the State Government are collaboratively working together towards public area upgrades and activation of the surrounding streets, transforming the area into Adelaide's most desirable CBD residential precinct.

Renowned South Australian landscape architectural studio Oxigen has carefully integrated the village square at the heart of New Mayfield and will give Sturt Street a complete makeover.

Based on a European model that encourages community interaction, Sturt Street is set to be the "model street" in Adelaide featuring cycle ways, alfresco dining and improved pedestrian access. Further plans include the planting of an additional 86 mature trees, a green wall and public art sourced and commissioned by celebrated curator Pamille Berg.

"By collaborating with the State Government we are able to deliver a holistic transformation and realise the true potential of the former Mayfield Electrics site," said Sturt Land director, David Bertram.

"New Mayfield's transformation is the first exciting step in creating the vibrant 21st Century city the people of Adelaide deserve."

Sales of New Mayfield apartments will commence in June 2013, including the opening of a dedicated display suite on corner of Sturt and Myers Streets, however interested parties are reserving their preferred properties now.

Construction is by Tagara Builders.

Apartments range in size from 52 square metres plus 7 metre balcony to 97 square metres plus 7 metre balcony, plus balconies with one, two and three bedroom options available.

Priced from \$349,000 upwards including a car park.

The government grant of \$8,500 new dwellings expires 30 December 2013 and there will be no stamp duty on off-the-plan apartments under \$500,000 until 20 June 2014.

For sales enquiries, please contact:

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Visit www.newmayfield.com.au for more information.

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