

## Media Release

# HOME LODGES ST PETERS DEVELOPMENT APPLICATION DEFINING THE STANDARD FOR BUILD-TO-RENT IN AUSTRALIA

Leading Australian build-to-rent company, Home, has this week submitted plans for a significant redevelopment of the existing Precinct 75 site in St Peters. Home plans to transform the creative hub into a mixed-use urban village, raising the bar for build-to-rent across the country.

Acquired in November 2020, the St Peters project is Home's most unique asset and will be the operator's second Sydney build-to-rent offering, with Home Parramatta due to commence construction in the coming weeks.

Plans for the 1.5-hectare site at St Peters maintain Precinct 75's current campus arrangement, with the intention to revitalise a collection of repurposed commercial warehouses into offices and shops, alongside new build-to-rent residential buildings.

Home was established in 2017 with plans to redefine premium quality and high-service apartment living within Australia's rental market while setting the standard for build-to-rent developments across the country. Home owns, develops and operates each one of its properties with its projects in sought-after Southbank and Richmond scheduled to reach completion and commence leasing in early-2022. It also has projects in planning in Melbourne's Docklands and St Leonards in NSW.

Inspired by the services of great hotels, Home apartments are designed for comfortable, contemporary luxury living – complete with quality finishes and detailing providing residents homes that they are proud to call their own. The properties boast a high level of private on-site amenity and professionally managed services alongside events and programs for residents that foster a strong sense of community within the building and with the local community.

Home is able to provide residents with flexibility and greater security of tenure due to each property being managed and operated by the Home team and held in its portfolio as a long term investment.

Working with the country's leading architects, builders, creatives and designers, Home is the culmination of years of research, refinement and collaboration to deliver global best practice to this asset class at scale in Australia and in a way that suits the local lifestyle.

The Precinct 75 redevelopment is designed by renowned COX Architecture. The proposed plans comprise of a collection of eight buildings along with a new public square and pocket park. Artist studios dedicated for Council-use will add to the public amenity and creative spirit of the precinct.

There will be 230 apartments with the residential buildings to feature state-of-the-art, hotel-style amenity including a rooftop pool and terrace with views of Sydney's city skyline, co-working spaces for residents, a wellness centre and hospitality offerings.

Head of Home, Christian Grahame said that Home's build-to-rent apartments will provide residents with access to world-class amenities and bespoke services that foster a sense of community and wellbeing.

"Home is focussed on residential build-to-rent mixed use communities, created for an increasingly discerning rental market. Each of our sites is tailored to its neighbourhood and inspired by its surrounding community and place. All aspects of our buildings and service are meticulously planned to

provide an outstanding experience and nurture the personal and professional development of our residents,” said Christian.

“The plans for St Peters, and Home’s wider pipeline, will see us deliver apartments that are purposefully designed and constructed for the rental market, providing a long-term, high-quality housing and lifestyle option.”

“We see an opportunity to create an unparalleled living experience for our residents that sets a new standard for renting in Australia,” said Christian.

Home’s inaugural build-to-rent residence in Melbourne’s inner-city hub of Southbank will be the first of its kind to enter the Melbourne rental market in late-2021.

Planting its roots in the prime location of 256 City Road, Home Southbank will feature 400 premium apartments across 61 levels, with highlight amenities to include deluxe co-working spaces and impressive hotel-style health and wellness facilities.

The Southbank project was inspired by Manhattan’s highline and the meatpacking district, where Home’s team studied the best US multi-family buildings. It will welcome its first residents at the end of the year.

“Home is apartment living reimagined and we’re incredibly proud of what we are creating. Our projects have been informed by years of studying the international build-to-rent asset class and overlaying those learnings with the local lens to deliver an elevated way of living that suits the needs of residents,” said Christian.

“Every Home residence will be tailored to its locale and the needs of its community. Home residents can expect premium and considered amenity alongside professionally managed services and programs which seek to create an authentic, unique sense of community. These are properties that complement the residents’ lifestyle, and we look forward to welcoming our future residents into their new homes.

“Precinct 75 has a rich creative tapestry and unique identity. We’re very privileged to play a role in its evolution to deliver world-class retail, commercial and residential amenity for the community and the plans we have submitted to Inner-West Council are a testament to that,” he added.

Ramin Jahromi, Director of COX Architecture said that the vision for Precinct 75 builds on its rich provenance, as a destination for local retailers, full of hidden gems and curated moments in authentic and original surroundings.

“The birthplace of an Australian creative icon, Taubmans Paint, Precinct 75 is uniquely imbued with innovation and ingenuity – an ideal place for the creation of a new way of innovative living in Australia.

“A reimagined Precinct 75 will preserve what is precious, while also sensitively layering in new amenity and creating a home for current and future communities,” Ramin said.

Construction of Home St Peters is set to commence in mid-2022 with stage one completion expected in 2024.

For more information on Home, please visit: [www.homeapartments.com.au](http://www.homeapartments.com.au).

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## **About Home**

*Home is reinventing how people rent in some of Melbourne and Sydney's best neighbourhoods.*

Inspired by the services of great hotels, Home offers contemporary luxury living purposefully designed for the rental market. Featuring high quality apartments, private on-site amenity, professionally managed services and events programs for residents, Home fosters a strong sense of community within the building and provides an ultra-convenient lifestyle for residents. Home also allows residents greater security of tenure and more flexibility than a traditional lease.

Home owns, develops, and operates each one of its properties, with projects currently under construction in Southbank and Richmond in Victoria and Parramatta in NSW. Home also has projects in planning in Docklands VIC and St Peters and St Leonards in NSW. Home is an unlisted real estate fund established by the Daniel Grollo Group and backed by a global institutional investor.