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## Valencia garners 'architectural distinction' at property industry awards

Friday, 24 August, 2007

A Payce Properties residential development designed by Allen Jack+Cottier has received a major award from an industry group that represents \$35 billion in annual turnover and six percent of total employment in NSW.

Valencia received the Residential Development Award from the NSW Urban Taskforce, with Chief Executive, Aaron Gadiel, praising the building as "the pinnacle of achievement for the state's property industry".

Representing the state's most prominent developers, builders and property financiers, the NSW Urban Taskforce awards projects that contribute holistically to the urban environment.

"This award recognises the efforts Payce has gone to make sure its project is a commercial success, delivers community benefits, cares for the environment, demonstrates innovation and adopts high standards of urban design and architectural distinction," said Gadiel.

Located at Homebush Bay, in Sydney's inner west, Valencia forms part of The Waterfront — an expanding Mediterranean-themed village that engenders a community by integrating residential, leisure, retail and commercial components.

Professor Chris Johnson, chairman of the panel of judges, said that Valencia's 173 apartments had sold well in the marketplace. "It has acted as a catalyst for the development of the whole precinct on the western side of Homebush Bay," said Professor Johnson.

"We are delighted to see Valencia win the award," said John Suprun, projects coordinator of The Waterfront for AJ+C. "In many ways, the strong communication and rapport we have with Payce Properties has underpinned our ability to meet objectives."

For project architect, Daniel Staebe, Valencia is the refinement of ideas begun with AJ+C's first residential development at The Waterfront.

"We set out to refine the resort theme developed on Bellagio, focusing on the detail of lifestyle in even greater depth," said Staebe. "Relaxation and privacy were crucial, while at the same time ensuring that the building formed part of an integrated, overall community."

The Waterfront will be home to 6 000 people upon completion. Of the total 2 500 apartments to be built at The Waterfront village, 2 000 have been, or will be, designed by AJ+C.

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