

Media Release – 27 August 2009

ASCOT CHASE OFFERS A CHOICE OF NEW HOMES FOR LOYAL LOCAL RESIDENTS

A new residential community in Ascot Vale offering architect designed homes and a heartland of open space and recreation commenced construction this week.

Ascot Chase, a 17 hectare development surrounding Walter Street Reserve, will eventually be home to around 1500 residents in 400 new homes.

The sales office in Doncaster street opens this Saturday where consumers can find out more about an Ascot Chase way of life.

The first release fronting the parkland at the heart of Ascot Chase and across the road from the public riverside golf course will be offered to the market within weeks.

Urbex Victorian Development Manager, Renato Calandro says Ascot Chase offers local residents who know and love the area the opportunity to purchase a new home without the hassle of a renovation or a knock down and rebuild of an existing home.

“Ascot Chase offers a compelling combination of architect commissioned new homes and the facilities of an established vibrant community, only 7km from the CBD and adjoining the riverside parkland,” he said.

“It is an opportunity that you just wouldn’t expect.

“What makes Ascot Chase even more unexpected – and affordable – is that purchasers buy off the plan and save on Stamp Duty.

“It is a huge financial saving.”

A choice of 16 Home designs to suit a myriad of lifestyles will be on offer ranging in price from \$550,000 to \$1 million.

Mr Calandro said that every new home at Ascot Chase will be built to a design by Melbourne’s leading residential architects – Rothe Lowman, Haskell, Jackson Clements Burrows, BBP and Nettle.

“We are offering purchasers a choice of designs that celebrate the architectural heritage of Ascot Vale, and can be individualised with a range of interiors, exterior colours and landscaping,” he said.

“Each home design is unique and handpicked for the Ascot Chase streetscape.”

All facilities for education, shopping and entertainment are close by – public and private schools, Highpoint Shopping Centre, Puckle Street shopping precinct, Union Road and the Boat House Café, Melbourne Showgrounds and Flemington Racecourse.

The recreational heart of Ascot Chase is the refurbished Walter Street Recreation Reserve and new parkland and wetlands – a total of 2 hectares of open space. From there, walking and cycling trails link to the Maribyrnong River, the golf course and nearby tennis courts.

The \$305 million development is the flagship in Melbourne for national residential developer Urbex.

Urbex, a wholly-owned subsidiary of the BMD Group, is an innovative development company undertaking development projects in sole ownership, joint venture and consortium partnerships throughout Brisbane, Sydney, Melbourne, Townsville and other regional centres.

Since its establishment in 2003, Urbex has been quick to establish itself as a major force in the national development market.

The company prides itself on creating innovative living environments that set new benchmarks in urban design.

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