

**HISTORY
IN THE
MAKING**



PARRAMATTA



OWN YOUR PIECE OF HISTORY

V by Crown is a development the Parramatta community can be proud of.
One that celebrates their heritage and sets the benchmark for greater
western Sydney. One to call their own. One to call their home.

“V BY CROWN REPRESENTS A SIGNIFICANT CHAPTER
IN THE BUILT HISTORY OF ONE OF AUSTRALIA’S
MOST HISTORIC COMMUNITIES—A JUNCTION
BETWEEN PAST, PRESENT AND FUTURE, A
MEETING POINT OF THE COMMUNITY
AND THE COMING TOGETHER OF
VISIONS CREATED BY WORLD
CLASS ARCHITECTS”

CROWN GROUP CHIEF EXECUTIVE IWAN SUNITO

PARRAMATTA



PAST, PRESENT AND FUTURE

On Sunday the 2nd of November 1788, 280 days after the First Fleet arrived in Sydney Cove, Governor Phillip sailed up river in search of fertile land that would sustain the swiftly diminishing food supply of the 1,000 strong colony.

At the head of the river, the furthest navigable point west, Phillip downed sheet and dropped anchor at a place known by the Traditional Owners, the Durag people, as 'Burramatta' or the 'place where the eels lie down'.

V by Crown is both homage to the past and history in the making. An architectural statement and design innovation, rising up on two V columns, it both preserves and honours recently discovered archaeological remains integral to Parramatta's historical and cultural past.

An 1840's house, underlying convict hut, wheelwright's workshop and the cellar of the Wheatsheaf Hotel, will all be preserved in situ sheltered by a distinctive canopy. Artefacts recovered from the archaeological excavation will be displayed in an interpretation centre, so that the general public can share in the historical development of Parramatta City.

"V BY CROWN LOOKS VERY MUCH TO THE FUTURE BUT ALSO CELEBRATES PARRAMATTA'S PAST."

MICHAEL HEENAN, DESIGN PRINCIPAL, ALLEN JACK + COTTIER ARCHITECTS



TWO TWO V

Rising from Parramatta's most significant site on Macquarie Street is a new landmark development on the greater western Sydney landscape. A meeting point of residential, retail and commercial, V by Crown heralds a new era in the city's built history.

Designed by multi award-winning Allen Jack + Cottier architects, together with celebrated Japanese/Australian architect Koichi Takada, V by Crown will be a shining tower with sweeping views across Sydney's skyline and Parramatta's Heritage Parklands.

Comprising a range of apartments including executive studios and exclusive penthouses, 2,000 sqm of retail and commercial space including a bustling outdoor forum, V by Crown will be a 21st century state-of-the-art community.

CITY WITH A VISION

Parramatta has always been a city with a vision. It is now the 6th biggest city and fastest growing population in Australia and the 3rd largest economic zone in the country, headquarters to the high-tech and blue-chip, with over 230,000 square metres of retail space. Parramatta is Sydney's next CBD.

¹ABS



PARRAMATTA RIVER



CHURCH ST



PARRAMATTA CITY COUNCIL



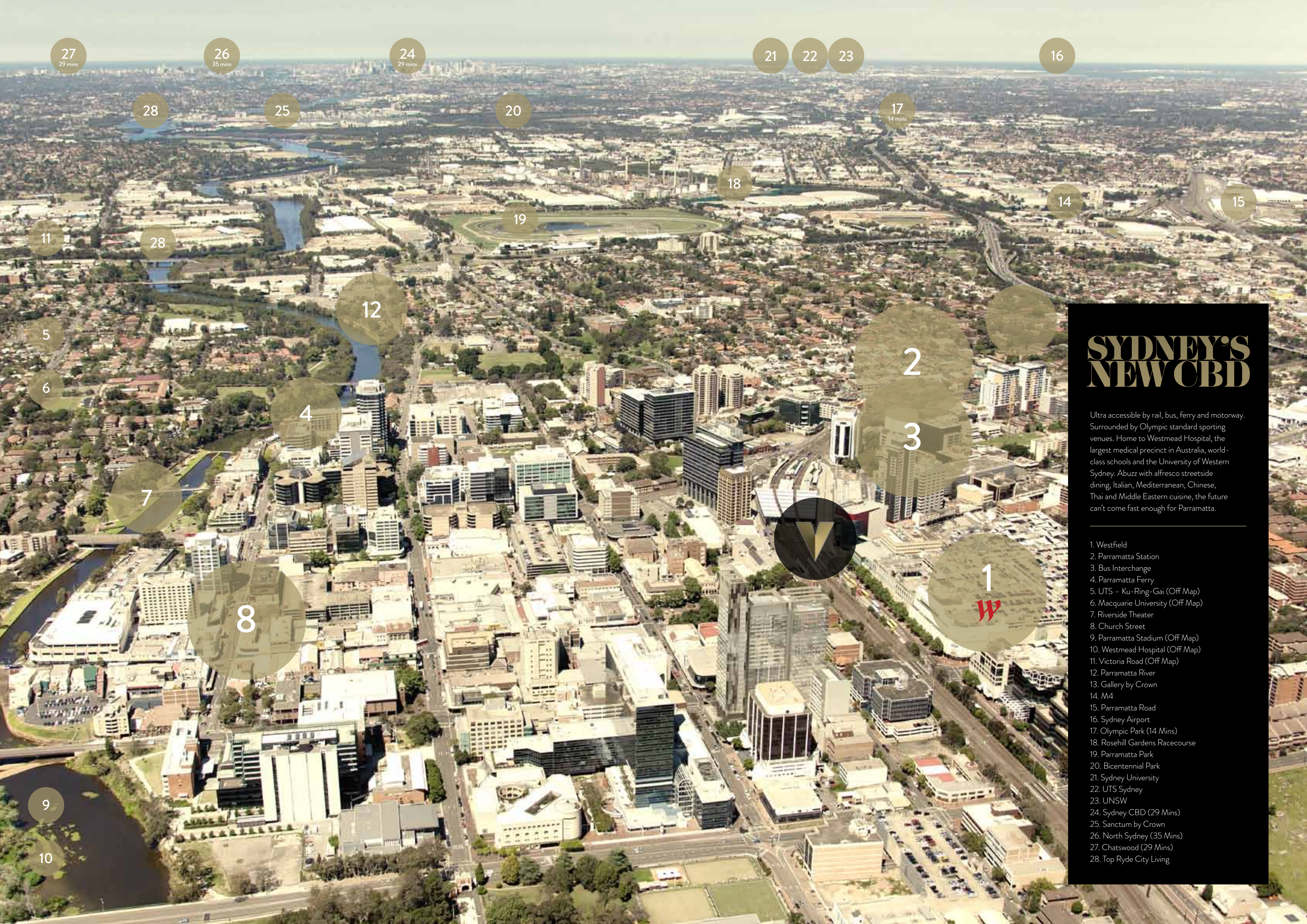
PARRAMATTA TOWN HALL



RIVERSIDE



WESTFIELD



27
29 mins 26
35 mins 24
29 mins 21 22 23 16

28 25 20 17
14 mins 18 14 15

11 28 19 12

5 4 2

6 7 3

8 1

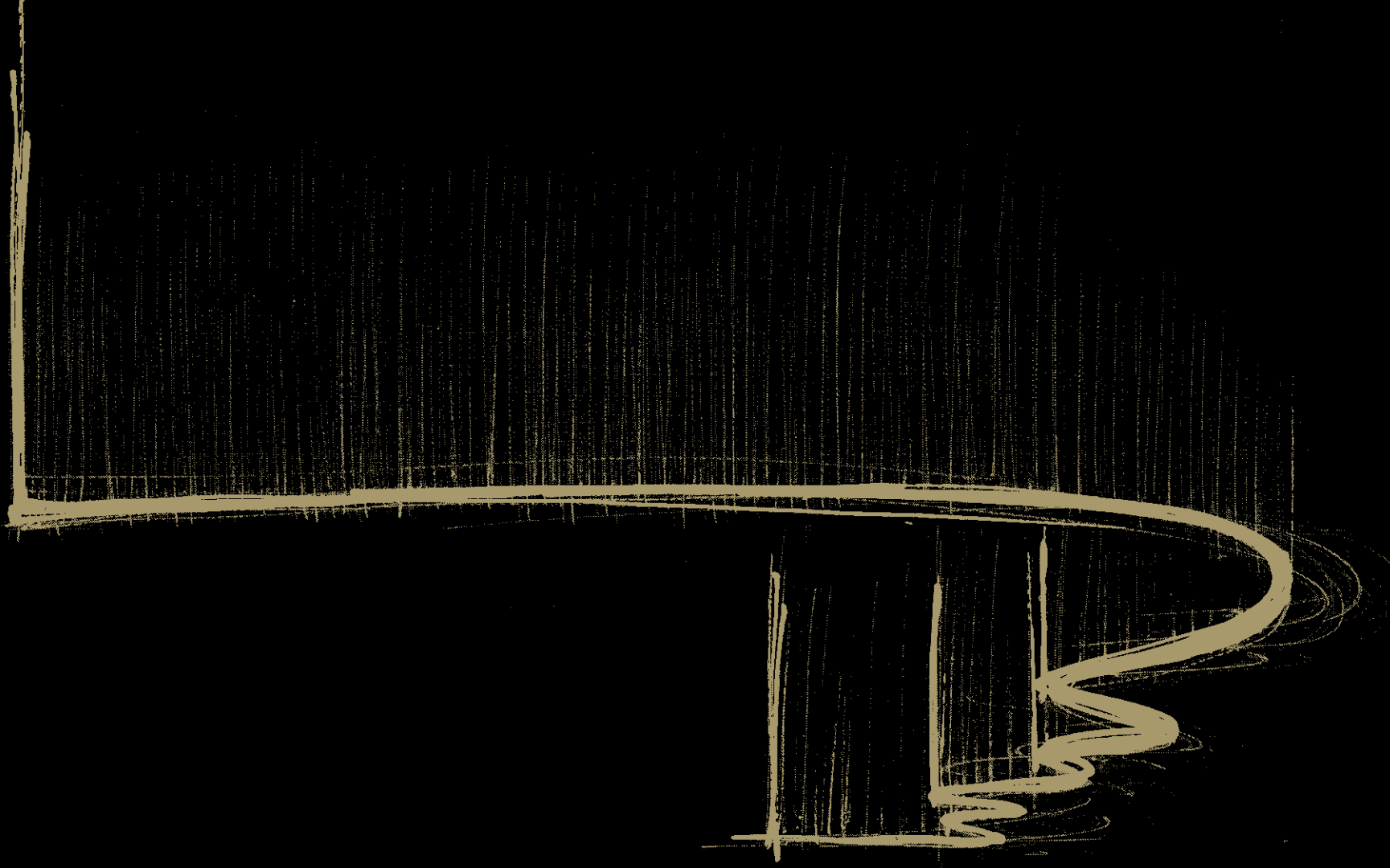
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SYDNEY'S NEW CBD

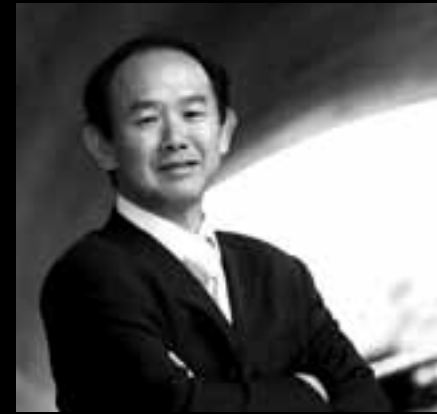
Ultra accessible by rail, bus, ferry and motorway. Surrounded by Olympic standard sporting venues. Home to Westmead Hospital, the largest medical precinct in Australia, world-class schools and the University of Western Sydney. Abuzz with alfresco streetside dining, Italian, Mediterranean, Chinese, Thai and Middle Eastern cuisine, the future can't come fast enough for Parramatta.

1. Westfield
2. Parramatta Station
3. Bus Interchange
4. Parramatta Ferry
5. UTS – Ku-Ring-Gai (Off Map)
6. Macquarie University (Off Map)
7. Riverside Theater
8. Church Street
9. Parramatta Stadium (Off Map)
10. Westmead Hospital (Off Map)
11. Victoria Road (Off Map)
12. Parramatta River
13. Gallery by Crown
14. M4
15. Parramatta Road
16. Sydney Airport
17. Olympic Park (14 Mins)
18. Rosehill Gardens Racecourse
19. Parramatta Park
20. Bicentennial Park
21. Sydney University
22. UTS Sydney
23. UNSW
24. Sydney CBD (29 Mins)
25. Sanctum by Crown
26. North Sydney (35 Mins)
27. Chatswood (29 Mins)
28. Top Ryde City Living

THE TEAM BEHIND V



waterfall



IWAN SUNITO, CEO

CROWN GROUP

Crown Group is a leading Australian property group, active in both property development and investment with an extensive property portfolio across Australia. Crown Group is a privately owned company co-founded by architect Mr Iwan Sunito and engineer Mr Paul Sathio in 1996. Over the last 15 years Crown Group has established a reputation in the industry for developing prestigious, high quality residential and mixed use developments. The company currently has over \$2.5 billion worth of developments in the pipeline.



SANCTUM BY CROWN, RHODES



REG SMITH, CEO & PRINCIPAL

ALLEN JACK + COTTIER

AJ+C is a leading Australian architectural practice with offices in Sydney, Brisbane, Perth, Ho Chi Minh City, Kuala Lumpur, Beijing and Shanghai. Its landmark architectural projects have changed the way people live, work and play and the way that they think about design. Established in 1952, the practice combines over 60 years of experience with a youthful ability to see things in new and dynamic ways. AJ+C provides a wide range of professional services in addition to the discipline of architecture.



MILSON ISLAND INDOOR SPORTS STADIUM



KOICHI TAKADA, PRINCIPAL

KOICHI TAKADA ARCHITECTS

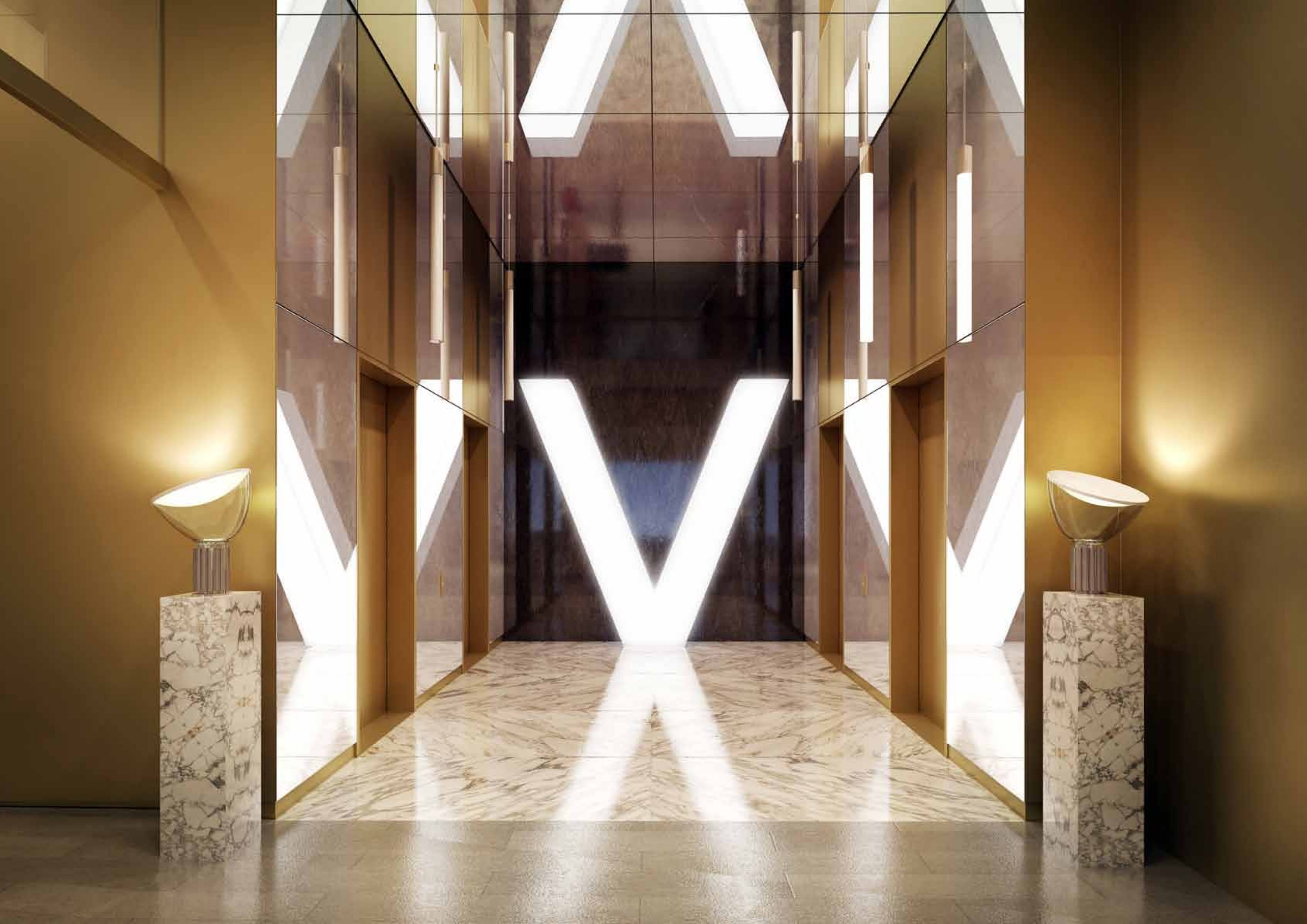
Koichi Takada Architects is a firm with a reputation for developing innovative designs that draw inspiration from the processes of nature and contemporary urban life and culture. Founded by Koichi Takada in 2008, the firm has brought a Japanese sensibility to Australian architecture. Projects by Koichi Takada Architects have won several key awards including the International Restaurant and Bar Design Awards in the UK and an International Property Council award, and have featured in Australian and International design magazines.



TREE RESTAURANT



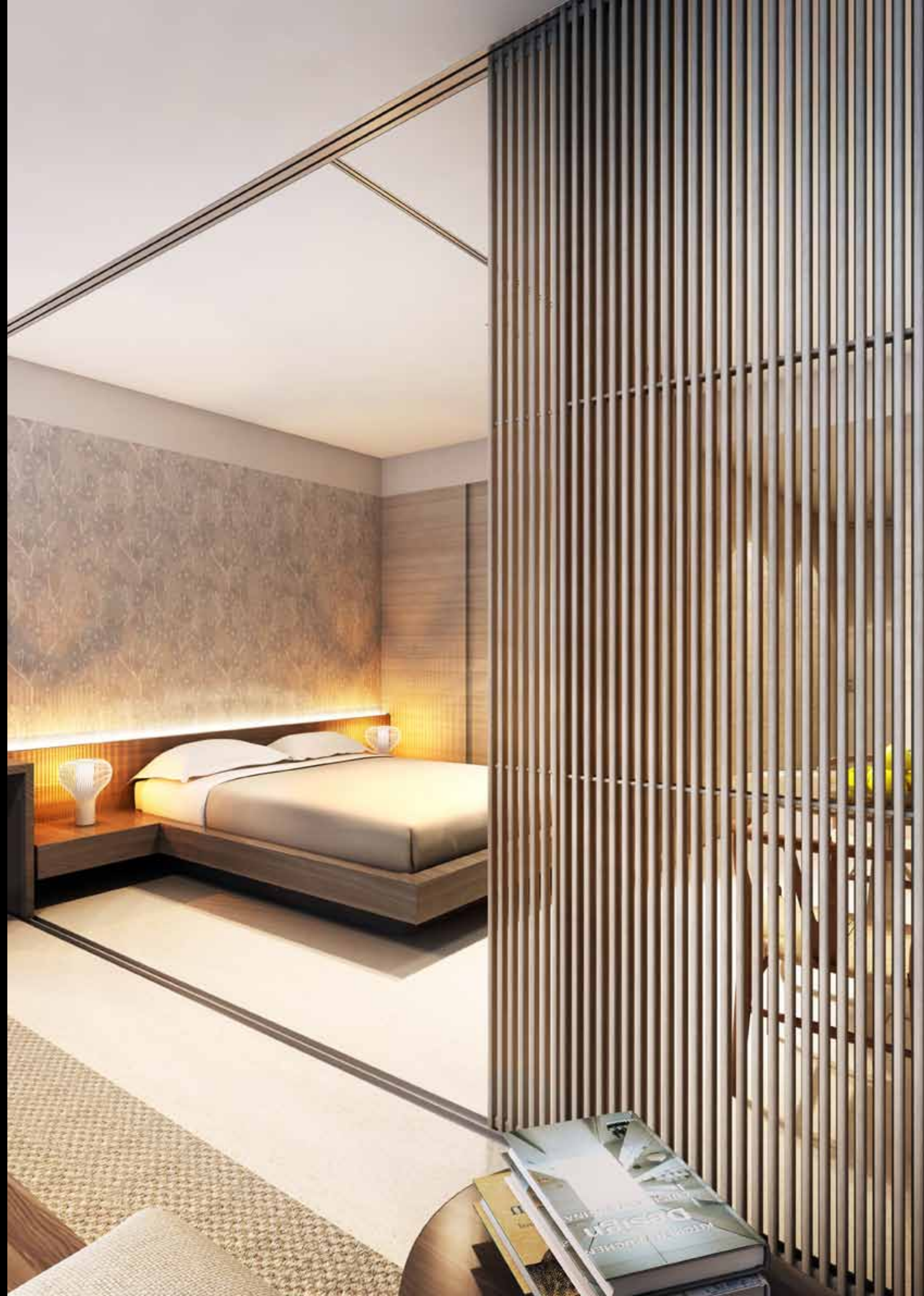
WELCOME
TO
V



THE HEIGHT OF LUXURY



A TREASURE CHEST OF LIVING





V BY CROWN WILL HAVE BOTH A NORTH-EAST ASPECT
WITH VIEWS TO SYDNEY'S SKYLINE AND NORTH
WEST TO PARRAMATTA HERITAGE PARKLANDS.

JOIN THE
V CLUB







WINE BAR



LOUNGE



LOUNGE



LIBRARY



KIDS ROOM



THEATERETTE

HLR

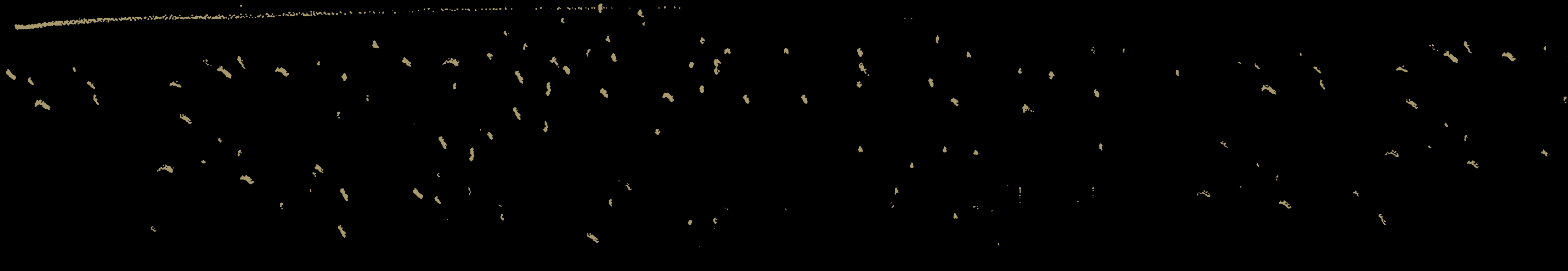
A NEW LEVEL OF DESIGN

V by Crown will offer a mix of 1, 2 and 3 bedroom apartments, executive studios and exclusive penthouses. Features include stunning floor to ceiling glass, an external waterproof balcony, decorative sliding screen element to the bedroom, reverse cycle air conditioning and video intercom security system. V by Crown's shared resort facilities include private pool deck, gym, theaterette, music room, conference and library facilities, resident gardens, spa, sauna and gaming room.

V by Crown will set a new standard for apartment inclusions. Kitchens will feature ceramic floor tiles, stone bench tops, imported stainless steel appliances, soft close laminate drawers and cupboards, glass splashback and LED cupboard lighting. Bathrooms and toilets will feature ceramic floor and wall tiles, recessed mirror laminate wall cabinets, stone vanity top, lavish bathroom accessories and LED lighting. V by Crown offers two unique apartment finish schemes inspired by nature and the luxurious allure of a resort holiday.

Executive Studio
1 Bedroom
2 Bedroom
3 Bedroom
Penthouse

Koichi Takada



'RIVERBED' IS A PLAYFUL SCHEME THAT CELEBRATES V BY CROWN'S NATURAL SETTING, WITH THE PARRAMATTA RIVER AT ITS CORE, RICH IN OUTDOOR ACTIVITY. THE SCHEME INVITES NATURAL TEXTURE & WARMTH OF THE ENVIRONMENT INTO THE JOINERY FEATURES. IT'S ALIVE WITH AMBIENT LIGHT, RICH TIMBER TEXTURES, STONE LOOK TILES AND BRONZE MIRROR.

KOICHI TAKADA



'CLOUD' IS A LIGHT SCHEME OF CLEAN AND MODERN LINES BALANCED WITH TIMBER JOINERY TO ADD TEXTURE AND WARMTH. REFLECTED LIGHT AND PANORAMIC VIEWS ARE DRAWN INTO THE APARTMENTS VIA FROSTED MIRROR CREATING ENVIRONMENTS AWASH WITH AMBIENT LIGHT. CLOUD APARTMENTS 'FLOAT' ABOVE PARRAMATTA, CREATING A SENSE OF ESCAPE AND RETREAT LIFESTYLE.

KOICHI TAKADA



riverbed — cloud

CROWN GROUP

Few Australian companies in the competitive property development arena have enjoyed the phenomenal growth of Crown Group. With more than \$2.5 billion dollars of projects underway in Sydney alone, the Crown Group is first to recognise market trends in changing lifestyles and quickly adapts and innovates to meet these new demands.

Our great success over the past 15 years has been built on the ability to be innovative, creative and responsive. Being a one stop shop combining the disciplines of architecture, design and construction all in house, you are assured that you will benefit from the highest standards of building design, construction, sales, leasing and the confidence of ongoing after sales support.

SANCTUM, RHODES



SANCTUM, RHODES



EKO, PARRAMATTA



TOP RYDE, RYDE



TOP RYDE, RYDE



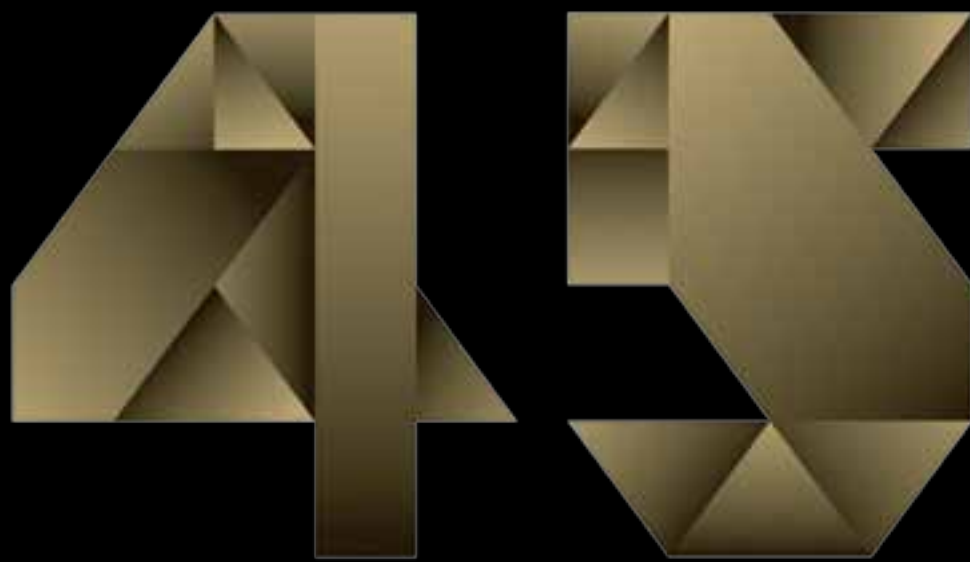
SANCTUM, RHODES



TOP RYDE, RYDE



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MACQUARIE STREET
PARRAMATTA

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