

## Far East Organization launches residential community in Melbourne

**Melbourne, Australia, 14 February 2022** - Far East Organization has launched St Helena Place, a new masterplanned residential project in the suburb of St Helena, 26 kilometres north-east of the Melbourne CBD.

Set on a 19-hectare site, the community will incorporate more than 240 homes and townhomes of between two and four bedrooms. Residences will be sold off-the-plan in four stages, the first of which will open at the end of February.

Managed and marketed by Satterley Property Group, Senior Development Manager for Satterley, Kat Klau, said the one-of-a-kind development is characterised by the highly convenient location and amount of green space.

“It’s a very rare project. You won’t find anything like it anywhere else. For a start, it’s a beautiful site characterised by its many attractive, mature trees - a place of real natural splendour.

“In a standard [residential] project, we’re required to dedicate five percent of the area to green space. In the case of St Helena Place, it’s four times that number. The result will be an exclusive masterplanned community enveloped by green space,” Kat said.

Another feature that differentiates St Helena Place, Kat says, is its history. Far East Organization, one of Singapore’s largest private developers first purchased the site more than 30 years ago. Since then, extensive planning has taken place, in addition to a supplementary purchase of adjacent land and significant landscaping works.

“A fully rejuvenated wetland divides the site in two. And it’s been there for nearly three years. That’s incredible; you would never get that in a typical new community development.

“When Far East Organization commenced the project several years ago, they asked us to go ahead with the environmental renewal project as a matter of priority. Although we didn’t proceed with sales at that time, we *did* complete the \$2 million wetland project. It looks like it’s been there for years – and that’s because it has.”

Far East Organization’s Chief Operating Officer, Ms Lay See Shaw said the company is invested in delivering a high-quality product for the development.

“Inspired by nature, the project will showcase thoughtful and complementary urban and landscape design. Future residents will be able to choose from a variety of home layouts and finishes, as well as three internal colour schemes.

“Working with our Australian partners, we want to create homes that put homeowners at the centre and demonstrate our philosophy of Inspire Better Lives,” Ms Shaw said.

Kat describes the project as an “exclusive enclave in Melbourne’s north-east”.

“There are a lot of people in nearby Greensborough and Eltham who aspire to live in St Helena, but at the moment the choices are limited. Only about 30 properties go on the market each year in this part of Melbourne. And it’s mostly older housing, built in the 80s and 90s.”

“Brand new homes set within a beautiful natural environment, within easy reach of excellent transport *and* surrounded by established schools and amenities are hard to come by anywhere, let alone 35 minutes from the centre of Melbourne. St Helena Place offers all that and more,” Kat said.

Far East Organization has been working closely with Satterley Property Group since 2016. The company owns and manages more than 20 commercial properties and development sites throughout New South Wales, Victoria, South Australia and Western Australia, including the former Sydney GPO, The Fullerton Hotel Sydney. St Helena Place is their first residential project in Australia.