



Made with a Look to Last

SHOWCASING DESIGN VERSATILITY AND
DURABLE DEVELOPMENT SOLUTIONS





James Hardie has designed and manufactured building products for an ever-changing Australia for over 125 years. Being market-led has always been at the heart of Hardies, but what that looks like has also been changing.

Millennials will be a driving force in new home construction, and will represent 50% of new home construction in 10 years, whilst Generation X and Baby Boomers will fuel an accelerating renovation market.

The 'look' of the home is increasing in importance, as it gives consumers and builders the opportunity to reflect their individualism through aesthetics, both internally and externally.

We also recognise the challenge of an increasingly opinionated consumer who relies on an expert builder to not only translate their vision, but to do so in a way that meets the rigorous standards of Australian construction, on a decreasing budget.

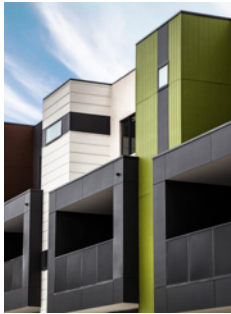
Our research and development teams continue to lead the world with innovation that drives increased living space and faster home construction.

At James Hardie, we are market-led so architects, designers, developers, builders, distributors, and especially homeowners, can adapt to the transformation in Australian homes.

John Arneil

Country Manager, James Hardie Australia

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Smart design delivers affordable street appeal

PROJECT SNAPSHOT

Project Name

Lamart Street Townhouses

Developer

CasProperty

Building Designer

Archsign

Builder

CasConstruct

Distributor

Bowens

Location

Strathmore, Melbourne, VIC

Project Type

18 three-bedroom townhouses

James Hardie products used

Axon™ 133mm smooth cladding

Stria™ 325mm cladding

Matrix™ cladding

A CONTEMPORARY TOWNHOUSE PRECINCT THAT WORKS IN HARMONY WITH THE NEIGHBOURHOOD

Making the most of a prime location 11kms from Melbourne CBD gave the Lamart Street project team a number of design and construction issues to resolve. Their visually striking and practical solution provides young families with a very appealing option for getting a foothold in a competitive property market and a home that's built with both style and durability in mind.

BUILDING ON A PRIME POCKET OF LAND

A vacant block in the popular Melbourne suburb of Strathmore gave developers CasProperty a chance to meet high demand for properties from local first-time buyers. Building on a steep slope, surrounded by existing homes demanded smart solutions to tricky design challenges. Engaging local multi-residential specialists Archsign brought the benefit of 25 years' design experience to the project. Led by founder Peter Lombo, the Archsign team are prized by clients for their proven ability to consider every aspect of a development site and address the needs of future residents.

WORKING WITH THE SLOPE AND BUILT ENVIRONMENT

To work with the steep land fall and privacy issues from surrounding properties, Archsign developed two designs for split-level and three storey homes. Both types of dwellings use the slope to present a smaller façade to the front and back of the Lamart Street precinct. "The split-level properties at the rear of the site appear as single storey only," says building designer Lachlan Michael from Archsign. "The three storey homes on the opposite side of the central driveway present two storeys to the front. So the overall imprint of the dwellings is limited when you're looking in from outside, which makes for a good transition to the established residential surrounds."

VALUE AND QUALITY FROM MIXED MATERIALS DESIGN

For Archsign, designing for visual effect is of high importance, and not just for the benefit of neighbouring homes. "The repetition of the patterns in the two rows is visually pleasing," says Lachlan of Archsign.

"The cascading boxy forms are really effective in creating this contemporary and geometric outline to the whole streetscape. But you also need some visual relief for a large attached development like this and that's where the mixed materials come into play."

Specifications from the Archsign team will often feature James Hardie™ cladding materials. "Their products



include many options that are easy to mix and match, which works perfectly with our mixed materials approach," says Lachlan. "Plus our clients are always mindful about budget and durability and we've found all James Hardie™ products offer exceptional quality of finish for the price."

BALANCING UNITY AND CONTRAST FOR A SUCCESSFUL DESIGN

Lachlan and the Archsign team developed a striking study in contrasts with materials, using lighter and darker brickwork along with different paint finishes applied to James Hardie™ cladding products.

"Defining the dwellings with different textures and colours gives each one a distinct sense of address," says Lachlan. "Using the vertical Axon™ and horizontal Stria™ cladding in three colours provides us with a really simple way to create a separate identity for each home. With the versatility of these products, there's no need for a complex materials schedule to achieve variety in the design elements."

Using Matrix™ in sophisticated charcoal for the boxed out balconies also adds a quality feel to the finishes for this key feature. "The charcoal details – window frames, vertical and horizontal banding and balconies – create a contemporary theme that's consistent throughout the design. The charcoal painted Matrix™ has a sheen that looks like sheet metal next to the perforated metal used for the balconies. It makes the whole elevation look really sleek and complete."



Photography by Jean-Luc Syndikas

A pioneering construction project to maximise space

PROJECT SNAPSHOT

Project Name

Crossley Park

Developer

Plympton Projects Pty Ltd and AA Advancements

Architect

Alexander Brown Architects

Builder

Cook Building

Distributor

Keith Timber

Location

Plympton, Adelaide, SA

Project Type

16 two-storey townhouses

James Hardie products used

Axon™ 133mm smooth cladding

Matrix™ cladding

Stria™ 405mm cladding

HardieSmart™ ZEROLOT™ Wall System



A NEW APPROACH TO BUILDING ON NARROW LOTS DELIVERS BIG RESULTS FOR TOWNHOUSE LIVING

Working on a boutique development in the Adelaide suburbs gave the Cook Building team an opportunity to trial the latest in building technology from James Hardie™. Packing a big punch for internal space and visual style, these 16 townhouses offer comfortable and convenient living to home buyers of all ages and life stages.

DOING MORE WITH LESS

Perfectly positioned between the city and coast, Plympton is a location where vacant land is premium. When developers for the Crossley Park precinct were looking to build a small collection of contemporary townhouses, they wanted to make the most of a modest block, without cutting any corners on space and aesthetic appeal. Thanks to their extensive track record in construction for commercial and residential projects, Cook Building were the obvious choice to ensure the quality and finished detail of these compact homes.

SAVING SPACE AND DELIVERING FIRE AND ACOUSTIC PROTECTION

With plans to build to the boundary on both sides of each lot, the project team wanted an effective solution to deliver the maximum amount of floor space, without any compromise on noise or safety for future residents.

“Brick veneer or other lightweight wall systems that meet required fire ratings can take up crucial millimetres of space you just can’t afford to lose on these very narrow lots,” says Andrew Obst, Site Manager for Cook Building. “Going with the HardieSmart™ ZEROLOT™ Wall System provides greater opportunity to increase internal floor space from both sides of the home. It makes a significant difference to the feel & comfort of the floor plan overall.”

The HardieSmart™ ZEROLOT™ solution is not just a space-saver but the thinner profile of this complete wall system also performs as an acoustic and fire-rated barrier. “In multi-residential developments the performance standards for shared walls are extremely high,” says Andrew. “The documentation provided by James Hardie™ leaves no doubt in the minds of our build team that we’re installing a product that’s compliant with codes for fire protection, noise reduction and structural integrity.”

RESPONSIVE BACKUP FROM AN EXPERT TEAM

Andrew and his team found the technical guides for installing HardieSmart™ ZEROLOT™ equally comprehensive. “As it was our first time working with this product, we were on a bit of a learning curve to get across the different components and techniques,” says Andrew. “Their install guides are a great starting point and the James Hardie™ team delivered a very responsive support service if we ever got stuck on anything. We had meetings before getting started, and the tips they gave us on which bits and pieces would make the install easier saved a lot of time in tracking these things down for ourselves.”

TIPS FOR AN EFFICIENT CLADDING INSTALL

To add value to the limited space in these three bedroom, two bathroom homes and give them a stylish, contemporary façade, Cook Building made use of three different cladding materials – Axon™, Stria™ and Matrix™ – from the James Hardie™ cladding range.

“Each product delivers a very clean aesthetic finish and it’s a simple, fast material to install,” says Andrew. “Get your framing right and you’ll have a high quality wrap of each unit done in no time. Axon™ is a good sized board which goes on well and with the concealed fixings, Stria™ has a really clean, uninterrupted look. Matrix™ panels provide a good contrast that makes the upper levels really stand out.”

Contemporary design brings timeless style to a heritage neighbourhood

A BOUTIQUE INNER CITY DEVELOPMENT SETS THE STANDARD FOR MIXED MATERIALS CONSTRUCTION

Occupying a brownfield site in the popular Sydney inner west location of Dulwich Hill, the Prevue Living development delivers architectural street appeal, using a clever blend of durable cladding and recycled materials from the original dwellings.

DESIGN VARIETY CREATES HARMONY AND CONTRAST

As a brand new building in a suburb with a strong historic and community feel, the Prevue Living project had a lot of boxes to tick for form and function. Melbourne-based construction company Loxton Builders were engaged by the Bower Property Group to bring out the best in a smart and sensitive design from architect Rodrigo Uriarte with Richard Briggs. Together the whole team have put creative and problem-solving skills to excellent use in a bold, multi-dwelling development that perfectly complements industrial and Federation buildings in the neighbourhood.

"The site is about 2000m2, surrounded by jacaranda and gum trees", says James Ind, Site Manager for Loxton Builders. "It was important for the materials and colour palette to work with the natural and urban characteristics of the setting. We cut to size oregon timbers from the original beams and used these to create patterns in the concrete formwork, as well as ceiling battens."



"It's this linear quality to the finishes that led us to choose Axon™ cladding from James Hardie™. It has the profile we needed to work in harmony with the other materials. Plus, it's a durable product that comes with an outstanding warranty. Having this project looking good for years to come is important to maintaining the reputation we have in the building trade."

THE RIGHT MATERIALS FOR A QUALITY FINISH

While the leafy outlook is a big drawcard for future residents of the one, two and three-bedroom units, it created headaches for the build team. "There wasn't space to put a tower crane on the site," says James. "Working with our James Hardie™ rep we managed to come up with a workable approach using a mobile crane, scaffolding and a lot of determination. The end result is a high-quality and robust architectural finish which stands up to the closest scrutiny at street level."

Using EasyLap™ from James Hardie on the highest level also made the cladding process less cumbersome and more cost-effective. "The architects specified an aluminium fascia for this level, but we had concerns about installing this material high up as such large sheets can easily warp or get damaged as you manoeuvre them into place," says James. "We suggested EasyLap™ as a durable and affordable alternative to create the look the architects wanted."

A FAST AND SIMPLE INSTALL

The partnership between architects and builders was a very successful and creative one when it came to refining the design onsite. Both James and Peter Jardim, director of Loxton Builders and project manager for Prevue, were committed to using their construction expertise to further enhance the façade. In working out these details, they saw an opportunity to take full advantage of the versatility of James Hardie™ cladding. "We used Axon™ to construct doors for access to water and electricity meters, with the boards perfectly aligned so you can't even see where external walls end and door panels begin."

James and his team also used mathematical magic to ensure every detail of the complex building façade was finished to the highest standard. "With so many pop-outs and balconies, and units spanning two and sometimes three storeys, there was plenty of detailing to figure out."

"Once we had the set out planned, installing Axon™ was very fast and straightforward. On a project of this scale and complexity we'd expect to have a number of management team members overseeing this stage of the build. With James Hardie™ cladding being easy to handle and a clear plan to follow, our carpentry trades were able to get on with the job with minimal supervision from myself as Site Manager."



PROJECT SNAPSHOT

Project Name

Prevue Living

Developer

Bower Property Group

Architect

Rodrigo Uriarte Architect with Richard Briggs

Builder

Loxton Builders

Distributor

Midcoast Timber

Location

Dulwich Hill, Sydney, NSW

Project Type

21 single, two and three storey units

James Hardie products used

Axon™ 133mm smooth cladding

HardieTex™ base sheet

EasyLap™ panel

Contemporary style with warmth and class

PROJECT SNAPSHOT

Project Name

Jackson Green Townhouses

Developer

Cedar Woods

Architect

DKO

Builder

Burbank Projects

Distributor

Various

Location

Clayton South, VIC

Project Type

85 two & three storey townhouses

James Hardie products used

Axon™ 133mm smooth cladding

Linea™ 180mm weatherboard

Matrix™ cladding

EasyLap™ panel

THESE PRACTICAL AND BEAUTIFUL HOMES SET THE BAR HIGH FOR SPACE AND LIVEABILITY

Bordering a green parkland oasis in Clayton South, the Jackson Green development has become a sought after location for a variety of buyers. Offering beautiful streetscapes and a wide choice of three and four-bedroom floor plans, the townhouse precinct sets new standards for quality in medium-density living.

BRINGING WARMTH TO A MODERN FAÇADE

In a leafy location in Melbourne's outer suburbs, the brand new homes at Jackson Green are proving popular with buyers. "The whole development has a great balance of green space and convenient access to amenities" says Michael Battistella, National General Manager with Burbank Projects, the building team on the project. "The design for the townhouses continues that careful balance between natural and built environments. They present as contemporary and clean without being cold."

Cladding products from James Hardie™ provided Michael and his team with the right palette of textures, colours and forms to achieve this blended and balanced façade.



"The finishes play a massive role in creating this look that's homely and inviting, with a touch of class," says Michael. "James Hardie™ cladding products come together so well on a project like this. The linear texture from the Axon™ boards contrasts with the modular Matrix™ panels and you can add colour changes for even more visual variety."

Product stability makes these materials popular with the construction team as well as the designers. "Our trades also enjoy working with these products thanks to their stability and consistency," says Michael "Being cement based products, they stay where you put them. There's no shrinking or settling so it's easier to get the cladding finish looking just as good as it should."

TECHNICAL SUPPORT FOR SPEED AND A QUALITY FINISH

As well as improving the quality of finish, reliable products like these also speed up installation. "If used correctly, lightweight materials are definitely more efficient to work with," says Michael. "Getting the details right is definitely important to the end result and James Hardie™ provide all the technical back up you need to get it right first time. Their detail library is very comprehensive so you can look up how to get a perfect finish on a window frame or internal corner and just follow the steps. And if there's something we need more guidance on, our rep is more than happy to meet us on site and provide that next level support."

In following these instructions, the team can also be confident the structure and materials will be backed by comprehensive warranties provided by James Hardie™.

"When you're building properties in high volumes like this you can't afford to be going back to do the work again or rectify

problems." says Michael. "We see James Hardie™ as the brand we want behind our brand, because their products and support give us reassurance that the job is done to the highest standard."

A PRICE WORTH PAYING FOR PREMIUM DESIGN

According to Michael, the quality of design and construction puts these properties into a premium price range for the area. "There are a lot of people looking for that turnkey home, one that has everything included and won't make demands on their time with maintenance," says Michael. "As the builder for the townhouse complex at Jackson Green, it's important to us that buyers get that security and confidence they're looking for in a brand new home. It's a testament to that quality we've delivered that these townhouses have sold for a price that's above the median for Clayton South."



Stylish contenders in compact home design

PROJECT SNAPSHOT

Project Name

Oslo and Kyoto display homes

Developer

LWP

Architect

Plunkett Homes

Builder

Plunkett Homes

Distributor

Independent Timber Supplies

Location

The Glades at Byford, WA

Project Type

1 x two-bedroom and 1 x three-bedroom display homes

James Hardie products used

HardieSmart™ Boundary Wall System

Axon™ 400mm cladding

EasyLap™ panel

HardieDeck™

Versilux® lining

TWO NEW DISPLAY HOMES BRING CONTEMPORARY CHIC TO THIS POPULAR WATERSIDE COMMUNITY

Maximising space and style were the main concerns for Plunkett Homes in creating their new narrow lot designs for first-home buyers. With an innovative approach to construction, the team have pushed the boundaries for floor plan, features and build time for their Kyoto and Oslo display homes at The Glades, Byford.

DIALLING UP QUALITY AND VALUE

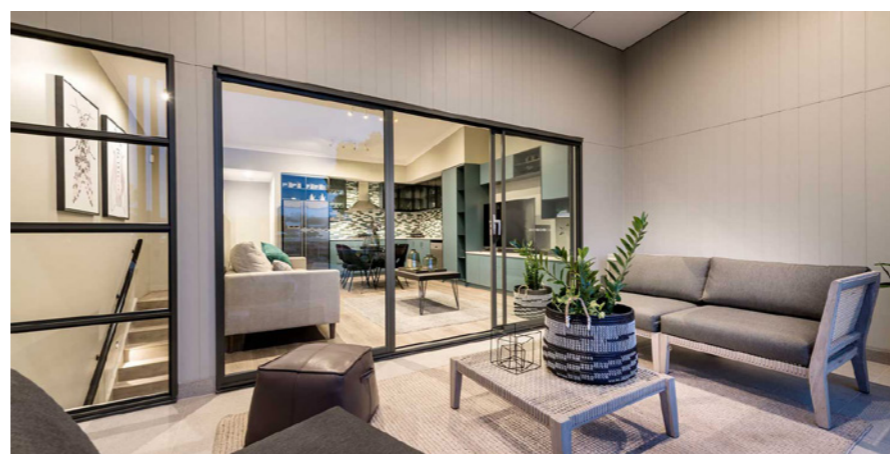
Plunkett Homes have a strong reputation for personalising their range of home designs to match the needs and budget of every customer. According to Ryan Lucev, Group Construction Manager, it's about every home owner getting the features and finish they want, without paying more than they can afford. "We have plenty of experience in designing liveable homes, but everyone has their own ideas and priorities for their dream home," says Ryan. "Offering them a wide range of designs as a starting point, we give customers freedom to adapt these to get a customised home that's within budget."

EXPERIMENTS IN MODULAR BUILDING

In developing their Kyoto and Oslo designs for the Innovo Display Village at The Glades, Plunkett have taken affordable compact housing in a new direction for style and specification, as well as construction approach. "Japanese architecture has always been very innovative when it comes to doing more with less space," says Ryan.

"Both designs explore new possibilities for the small, affordable lots on offer at The Glades. And that meant going with the HardieSmart™ Boundary Wall system and cladding products from the James Hardie™ range to maximise the floor space we could work with."

Plunkett Homes also wanted to bring labour costs down, making the whole package cost-effective for first home-buyers. Together with parent company JWH Group, Ryan and team introduced a modular building approach for the two properties. "Research and development for this pilot project was substantial, but the build time we've achieved is exceptional," says Ryan. "After the slab goes down, framing is all done in a day and the install for the Axon™ cladding continues to add to the speed and convenience of this lightweight construction approach. You can have everything finished in twelve weeks which is remarkably quick and keeps our labour costs very lean too."



DROPPING THE PRICE FOR PREMIUM DESIGN FEATURES

Minimising construction time has allowed Plunkett Homes to include many features a first-time buyer wouldn't expect in a modestly priced home. "Although the interior voids eliminate a few precious square metres of floor space, they definitely add a sense of space and luxury to the whole home," says Ryan.

"The elevations to the front of the building continue that scale and grandeur outside, and the clean, vertical lines of the Axon™ cladding really add to the refined finish. So the whole impression is of a very sleek and contemporary home, that's generous in both space and style."

Thanks to their investment in innovation, the Plunkett Homes team have made a success of this time and cost saving building technique and they're excited to see where they can take their Kyoto and Oslo designs next. "We love building with cladding products like Axon™," says Ryan. "It's amazing to see so much progress onsite in such a short space of time, without any compromise on quality. There's such great potential in using James Hardie™ materials for designs that deliver better value to style conscious home buyers on a tight budget. I can't wait to see what we can achieve with a site where we can build five, ten or even twenty homes at a time."

Modern luxury in a natural setting

THIS LUXURY, LOW-MAINTENANCE TOWNHOUSE DEVELOPMENT IS IN DEMAND WITH LOCAL DOWNSIZERS

In this Brisbane suburb, the locals tend to stick around for good. Brisbane Builders have made the most of a prime sloping site in The Gap to create a modern oasis for the growing downsizer community, who are looking for more luxury and less maintenance without leaving their beloved neighbourhood behind.

PREMIUM PROPERTIES FOR DISCERNING BUYERS

It's no wonder locals who live in The Gap never want to move away. Located just 10kms from Brisbane CBD, the suburb is within easy reach of entertainment and shopping centres, with the added attraction of nature reserves and scenic views out to Mount Coot-tha. "Many locals have been here their whole lives, raising families in a tight-knit community and a location that has lots to offer," says Jason Habchi, Director with Brisbane Builders. "When kids have left, parents are keen to stick around, but want something that's less hassle to look after. And because it's such a popular suburb for families, the property market is well-supplied with larger homes with fewer smaller properties available for empty nesters."

So it came as no surprise to Jason when demand for the 61 three and four bedroom townhouses at The Hive was strong. "We're at Stage 2 construction but all properties have been sold," he says. "This is partly thanks to the location, but it's also because the property designs and finishes are contemporary and of a very high standard."

"The Axon™ and Matrix™ cladding from James Hardie™ make a great combination of materials for the façade. They have a modern look which you can make the most of with different colours and it's the perfect backdrop for the powder coated steel columns included in the design as privacy screening. Plus, it's easy to get a really clean consistent finish when you're installing different products from the same range."

A SIMPLER, FASTER BUILD AT EVERY LEVEL

Although Jason and his team are very familiar with James Hardie™ products, The Hive is their first project using the HardieSmart™ Intertenancy Wall System. "The appeal of this building material and technique was the speed of install, particularly when you're working on the upper levels," says Jason. "On that top storey, access becomes an issue. Our trades are up on the scaffold with the framing first and then the walls and roof. They have less space to move around inside during that stage which slows everything down even more."

"The HardieSmart™ Intertenancy Wall System saves valuable time on the whole project as well as reducing the cost associated with having scaffold on site. Once the framing is up and the roof is on you can close the unit and get to lock-up stage really quickly."

PRODUCTS AND SERVICE YOU CAN TRUST

As a business delivering large-scale residential developments, Brisbane Builders place very high value on their partnership with a well-established business like James Hardie™ and their best practice approach to quality assurance and service. "For a project like The Hive where we're turning over our products every three or four days, our James Hardie™ rep will secure a continuous supply so we know work won't be held up," says Jason. "Having assurance that product will be there when you need it is essential."

When it comes to product selection, Jason is also very mindful of Brisbane Builders' ongoing obligations. "There are lots of new products from overseas hitting the market all the time," he says. "But why would you risk it? You can be confident that a business like James Hardie™ aren't going anywhere. They provide substantial warranties on their products and we know they'll have our back if there's any sort of claim against our work. In choosing their products we're securing both our reputation and the future of our business."



PROJECT SNAPSHOT

Project Name

The Hive Townhouses

Developer

Brisbane Builders

Architect

Ellivio Architects

Builder

Brisbane Builders

Distributor

Husdon Morayfield

Location

The Gap, Brisbane, QLD

Project Type

61 two & three storey townhouses

James Hardie products used

Axon™ 133mm smooth cladding

Matrix™ cladding

PrimeLine® Newport weatherboard

HardieSmart™ Intertenancy Wall System

A grand design,
inspired by nature



THIS STRIKING TOWNHOUSE COLLECTION BLENDS NATURAL CONCEPTS WITH MODERN MATERIALS

Originally the site of an orchard and nursery, natural elements played an important part in the design concept for this luxury townhouse development in the Melbourne suburb of Doncaster. Mixed materials carefully selected for style, value and durability are the secret to a successful build by Canny, local experts in medium-density development.

MANAGING QUALITY AND VALUE

As an established suburb of Melbourne, Doncaster rarely has residential development sites available. When CEL Australia secured land from a former orchard and engaged RotheLowman to transform the sloping block into the Williamsons Estate, they planned for a luxury townhouse precinct featuring modern homes with a premium feel.

“As CEL are typically a high-rise developer, they sought out Canny as a building partner to value manage the whole project,” says Greg Davy, Group CEO with Canny. “Projects like this are very familiar territory for us. But as well as being medium-density experts, we also provide a complete and integrated service thanks to our design and project management capabilities. So we can offer expertise in detailing design concepts and specifying materials and trades to create a cost-effective building program.”

DESIGN VARIETY AND QUALITY ASSURANCE

With an eye to both design integrity and value management, Canny selected a number of products from James Hardie™ as feature cladding for the build.

“Both Axon™ and Matrix™ are great examples of the design flexibility of James Hardie™ cladding” says Greg. “You can get a look that’s very simple and clean and then apply the same material in a different way

for a more detailed and distinctive finish. It could be how you cut and layout the boards or panels, or the colours you use. There really are so many ways to achieve your architectural vision with these versatile cladding finishes.”

As a construction company working on multi-million dollar projects, Canny choose their supply partners carefully in order to protect their reputation as a business that consistently delivers quality. “The value we get from a well-established operator like James Hardie™ goes beyond the design characteristics of their materials,” says Greg. “It’s also about mitigating the risks that can result from our statutory warranty obligations. The structural warranty period is for 10 years and the façade is considered part of that. So we seek a supply partner like James Hardie™ who will stand by us if it should come to meeting a future liability on one of our projects.”

KEEPING THE WHOLE PROGRAM TICKING OVER

For a project on the scale of the Williamsons Estate, there are real challenges to overcome in meeting deadlines at every stage of the project. “The construction phase was more complex because there were an unusually high number of different floor plans included,” says Greg. “You’d expect there to be maybe four or five different types of home to build, but we were working with more than ten designs. This reduces the efficiency you get when trades are repeating the same fabrication and assembly process.”



This variety of available designs was an important selling point for the project, but it left Canny with the challenge of cutting back on time and labour costs elsewhere. “This is where lightweight construction becomes so important to keeping overall project timeline and costs within limits,” says Greg.

“With James Hardie™ cladding you can achieve lock-up on your building quicker, and that has a flow-on effect for the rest of the construction program as your time with trades onsite is significantly less.”



PROJECT SNAPSHOT

Project Name
Williamsons Estate Townhouses

Developer
CEL Australia

Architect
RotheLowman

Builder
Canny

Distributor
Bowens

Location
Doncaster, VIC

Project Type
104 two & three storey townhouses

James Hardie products used
Axon™ 133mm smooth cladding
Axon™ 400mm cladding
Matrix™ cladding
HardieTex™ base sheet

The ideal finish for a premium architectural façade



A SIMPLE CLADDING SOLUTION FOR A COMPLEX DESIGN

These design characteristics presented the project team with plenty of challenges in achieving a flawless finish.

"The discontinuous first floor levels, cantilevered sections and box outs make it a very complex project," says Gary. "It was a relief to be working with cladding products from James Hardie™ because they provide the quality and consistency that's essential for detailed work like this. It's also a very versatile set of options, with colour changes, and a combination of vertical and horizontal lines which you can use to great effect on articulations like these. Axon™ and Stria™ break up blocks of neutral colour while using Linea™ on the balconies creates a shadow line that really makes them stand out."

The technical support Gary and his team have come to expect from James Hardie™ also made it their preferred cladding range for the 100+ homes they've worked on across the Brightwater development. "The product sheets and installation guides are very comprehensive and clear, so you can often find what you're looking for when applying the cladding in a complex way," says Gary. "But if the reference materials don't cover it, they'll deliver expert help on demand, whether that's a phone call or a site visit. The quality of the extra information provided by sales and product staff can help with things like reducing wastage or selecting trims to complete a high quality finish."

SMART DESIGN AND VERSATILE MATERIALS DELIVER STREET APPEAL AND PRACTICAL FEATURES

As a trusted provider of quality construction for residential and commercial projects, RCQ have earned an outstanding reputation during 30 years in the building business. Working with development partners Stockland and renowned local architects Hollindale Mainwaring, they've brought a striking collection of premium townhouses to a desirable coastal community.

Well-known for its laidback coastal lifestyle, the Sunshine Coast has waterfront developments and properties in abundance. In designing their Mainwaring collection for Stockland's master-planned development at Brightwater near Mooloolaba, HMArchitecture sought to blend a dynamic urban style with coastal elements to offer a distinctive streetscape and premium, yet practical living spaces for residents.

MEDIUM DENSITY SPECIALISTS

With their extensive track record in developments like this, RCQ were a natural choice for the project.

"Medium-sized townhouse developments have become a fairly standard project for us in recent years," says Gary White, South East Queensland Manager, RCQ. "This type of

property is definitely what we're seeing more of on the Sunshine Coast. The Mainwaring collection of homes meets the demands of buyers seeking high calibre properties in a location with plenty of lifestyle benefits."

MAKING SPACE FOR LIGHT, VENTILATION AND LIVEABILITY

Generous spaces are a common theme throughout the Essen complex of two, three and four bedroom townhouses. A resort-style shared pool and BBQ area bring an extra touch of community and liveability to the precinct. Each individual dwelling offers a whole range of design features to transform the typical townhouse layout into something more spacious and contemporary.

Building with lightweight cladding, rather than brick enabled RCQ to bring more internal space to each of the 44 homes. With timber framing and no need for a cavity, each wall takes up less room. "Floor plans for the Essen properties average more than 150m2 which is a decent amount of internal space for a town house," says Gary. "Add to this the internal light wells and louvre windows and you get an airy interior that feels really spacious and open. These design features, plus the cantilevered exterior elements, have strong visual appeal but they're also very practical in offering passive heating and cooling to keep each unit comfortable in our sub-tropical climate."

PROJECT SNAPSHOT

Project Name

Essen Townhouses

Developer

Stockland

Architect

Hollindale Mainwaring Architects

Builder

RCQ

Distributor

Chermside Mitre 10

Location

Brightwater, Sunshine Coast, QLD

Project Type

44 two-storey 2, 3 and 4-bedroom townhouses

James Hardie products used

Axon™ 400mm cladding

Axon™ 133mm smooth cladding

Stria™ 405mm cladding

Linea™ 180mm weatherboard

A focus on luxury and low- maintenance living

PROJECT SNAPSHOT

Project Name

McConaughey Place

Developer

CURO Property Solutions

Architect

Platinum Design Architects

Builder

Bluewood Homes East Brisbane

Distributor

Hudson

Location

Ormiston, Brisbane, QLD

Project Type

31 Townhouses

James Hardie products used

Axon™ 133 smooth cladding

Matrix™ cladding

Linea™ 180mm weatherboard

Stria™ 325mm cladding

HardieFlex™ sheet

Secura™ Exterior flooring

EasyLap™ panel

A RESORT-STYLE DEVELOPMENT COMPETES ON VALUE AND SPACE, CONVENIENCE AND COMFORT

Within a stone's throw of the many amenities of Ormiston, McConaughey Place takes medium-density development to new levels of luxury. Thanks to their high-quality finishes inside and out, these spacious townhouses have been a big hit with downsizers and professional couples seeking stylish, low-maintenance homes.

MEETING DEMAND FOR MORE STYLE AND LESS MAINTENANCE

In their planning and research for McConaughey Place the project team came up with some very clear goals for the development. In order to meet the needs of future owners, they were looking to dial up the luxury and attention to detail without going beyond budget. Minimal maintenance is also a high priority for their target market so all build materials needed to be top performers for quality and durability.

"Our market is predominantly downsizers and young couples," says Eric Kritzinger, Director of Bluewood Homes East Brisbane. "They have an eye for design but also want something that's easy to keep looking good so they can spend more time enjoying their home and lifestyle. You can't go past the materials from James Hardie™ to meet both these expectations."

"The different product finishes mix and match perfectly to highlight different sections, windows and box outs to bring striking elements to a cohesive design. But we also know these products are engineered to be very consistent and stand the test of time. We can definitely trust their cladding to deliver on our low-maintenance requirements."



COMPETING ON QUALITY AND COST

Providing premium projects like McConaughey Place for a reasonable budget, is central to the whole approach at Bluewood Homes East Brisbane. "We aim to up the ante compared with other new homes available in the area," says Eric. "Essentially we create bigger and better alternatives that can still compete on price. So we're very careful to select the right materials to build something that will stand out without breaking the bank. Not only is James Hardie™ cladding stylish, consistent and reliable, it's also easy and cost effective to install. That means less time on site for trades which is another win for delivering these premium homes for a lower cost."

DELIVERING MORE SPACE ON EVERY LEVEL

Another way the Bluewood team deliver value for money is in maximising available land to deliver substance and scale in floor plans. "The dimensions in the McConaughey Place homes are unrivalled by any similar developments in the area - between 220 and 280 m2 in total," says Eric. "We can offer more space in the open plan living areas because we've delivered extras in other parts of the home. Spanning the frontage on the ground level you'll have an oversized double garage, entryway and either a complete room or a study nook."

"By using James Hardie™ lightweight materials on the upper level we gain even more internal floor space. Buyers definitely appreciate the extras this brings, whether it's the king size master suite complete with WIR or an extra TV lounge and the outdoor spaces are just as generous. Overall these homes dwarf the floor plan and inclusions you would normally expect in a townhouse."



A lightning
fast build
delivers
nearly 100
homes in
18 months

PROJECT SNAPSHOT

Project Name

View Road Townhouses

Developer

Mega M Group

Architect

Bruce Henderson

Builder

TownLiving by Metricon

Distributor

Various

Location

Springvale, VIC

Project Type

98 two & three storey townhouses

James Hardie products used

Axon™ 133mm smooth cladding

Axon™ 400mm cladding

Matrix™ cladding



THIS BRAND NEW TOWNHOUSE PRECINCT BRINGS CONTEMPORARY HOMES TO AN ESTABLISHED SUBURB

Located at the foot of the stunning Dandenong ranges and just over 20km from Melbourne's CBD, it's no wonder Springvale is a popular spot for home buyers. With some smart design and planning, TownLiving by Metricon have very quickly brought to market a range of integrated townhouses, providing a popular alternative to established homes on the market.

RARE FIND IN A POPULAR RESIDENTIAL HUB

After snapping up a former Dandenong council site in Springvale, TownLiving by Metricon and their project team immediately got to work on a plan to bring modern homes to this desirable suburb. "This community has plenty of buyers who prefer a modern, low-maintenance home," says Andy Bilgen, Business Development and Operations Manager for TownLiving by Metricon. "Normally you'd have to go further out from Melbourne to one of the brand new developments to find this type of property. So there was great value for us in maximising yield on a site like View Road as we knew they'd be popular. We pre-sold 80% before construction even began, thanks to a very effective marketing campaign."

BRINGING VARIETY TO THE STREETScape WITH MIXED MATERIALS

Making sure prospective buyers could appreciate the high quality architectural design was a very important part of the marketing campaign for these properties. "Because of the dimensions of the site, all 98 properties were arranged in two continuous rows on each side of a central access road," says Andy. "So we applied a combination of materials to change things up. Axon™ and Matrix™ from the James Hardie™ cladding range are ideal for delivering this variety in a material that's very easy to handle and apply. From just a few different products we've create a whole range of distinctive features for these contemporary façades."

CLADDING CHOICE IS A CLEAR WINNER FOR SPEED AND CONVENIENCE

As a large scale construction business, Metricon always invest significant research and development time in a project like View Road. "When we're designing any home we look carefully at buildability to ensure construction will be as fast and effective as possible," says Andy. "The design team consult the construction team on how easy or difficult it's going to be to work with their proposed plans and materials schedule."

"We always get good feedback on James Hardie™ cladding because it accelerates the whole construction process. It's robust and easy to handle with minimal risk of damage before or after install. It's up and painted in no time so you're very quickly off the scaffold looking at a clean, quality finish. On this particular project we finished the 98th house just 18 months after starting the first one."



A REWARDING PRODUCT PARTNERSHIP

With an Australia wide reputation for quality and value to protect, Metricon can't afford to be cutting corners to save time on site. "The commitment to R&D, the work that goes into drafting and detailing and being vigilant about our supply chain are all very important to protecting our brand," says Andy.

"Our product partnership with James Hardie™ is essential to making sure every Metricon home has that signature craftsmanship. Their people also play an important role bringing us new products for our design team to look at using on future projects. As well as having samples to show us the quality of the product, we know that if it comes from them, it's been thoroughly tested and is 100% reliable."





Safety is the number one priority at James Hardie, and we believe it should be for everyone. For information on the safe use of our products, please refer to our installation instructions and Safety Data Sheets (SDS) available at www.jameshardie.com.au.

For more information and advice call 13 11 03 | jameshardie.com.au

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