

# Majestic Magenta

How the colourful Magenta project is blossoming



An Australian success story Mirvac was founded in 1972, and is now a leading integrated real estate group with more than \$22.2 billion of activities under control across the real estate, funds management and hotel management spectrum. Regularly nominated for design awards for their developments at both state and national levels, it is not surprising that they often win. Recent awards include the 2006 API Excellence in Property Awards, Thakral Holdings Environmental Award - Magenta Shores - winner and the 2006 HIA Housing Awards, Residential Lifestyle Development of the Year - Edgewood Cabarita - winner. The Magenta Shores development represents the culmination of 34 years of award winning experience.

Something of a dream development, the A\$540 million Magenta Shores development is located only 90 minutes north of Sydney on an isolated sand spit, between the glittering clear waters of Tuggerah Lake and the rich depths of the Pacific Ocean. Magenta Shores incorporates an 18-hole championship golf course, more than two kilometres of beachfront dunes, and environmentally restored bush land alongside its 362 homes and 149 villas. The development also includes a five-star Quay West resort with pool, steam room, health club, tennis courts, bars, restaurant, private lounges, and day-spa. So popular is the development that, even before completion, the lavish beachfront houses started to sell at multi-million dollar prices.

With a team of over 100 dedicated to the project, including architects, esti-

maters, sales staff, site mangers, engineers, project managers, foremen and apprentices, Mirvac were able to construct Magenta Shores in only a year and a half. As Mark Irving observes the construction progressed well, in part due to Mirvac “feeling like a family company”. The company train all of their staff in-house, thus allowing senior employees to pass on skills and specialised knowledge gained from experience to juniors, and the juniors, knowing they have a secure future with the company, are anxious to learn. This also helps Mirvac maintain quality assurance and guarantee the high quality of their work.

Constructing Magenta Shores on sand enabled the development to proceed apace, with few days lost to rain, and four-wheel drive fork lifts and cranes more than able to deal with the terrain. Indeed, the sand was a blessing when constructing the 18-hole golf course, and the team were able to build mounds, bunkers and dunes merely by shifting sand around, and did not have to resort to importing in any soil or filler material.

The resort villas and residential homes are also unique, not only are they constructed to the high Mirvac standard positioned with beautiful beachfront, lagoon or golf course views, they also incorporate two water systems, one for drinking and household water and one recycled water. Mirvac, aware of the increasing pressures and demands on Australia’s fresh water, have

constructed an entire duplicate reclaimed water system for Magenta Shores. This system allows wastewater to be taken to the Toukley sewerage plant, several kilometres away, where it is treated and filtered before being pumped back to the development where it is used to irrigate the golf course and various landscape zones. In addition, approximately 25% of this reclaimed water is then further processed through an on site ultrafiltration plant, to achieve the high quality required for residential reticulation to flush toilets and to irrigate the landscaped gardens. The net result is a significant reduction in potable water demand and raw sewerage ocean outfalls. No water including storm water leaves the site. This ground-breaking development necessitated Mirvac / Wyong Shire Council upgrade the sewerage plant accordingly, moreover, the project also allows the recycled water to be used by the local council for watering their parks, and thus can be seen as contributing to the wider community.

The national park bush land that borders the development is also of concern to Mirvac, who again recognizing the importance of the environment, have employed Dr. Anne Clements and two doctorate students to monitor the condition and growth of the indigenous plants, some of which have been planted by Mirvac, guaranteeing the development does not have an adverse effect on local fauna.

Furthermore, as the Quay West resort is owned and managed by Mirvac the commitment to the environment at Magenta Shores will be ongoing. The development has already been awarded and recognised as a benchmark project and subject to papers being presented internationally Mark is rightly satisfied and “proud of what we’ve built, which will be an asset to the area”.

Mark Irving states that so important is environmental awareness to Mirvac the company have incorporated sustainability and environmental awareness into all of their new projects. As he says, “the next generation of engineers and managers will be even more conscious of the environment”.

With Magenta Shores the sustainable, environmentally friendly future of construction and design is already on the way.

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# Luxury landscapes

Landscaping forms a central part of a world standard development such as Magenta Shores, and it is crucial that the landscaping complements both the architect's designs and the local environment. Surrounded by natural beauty, with Lake Tuggarah, the Tasman Sea, and Wyrribalong National Park, a project like Magenta Shores stands or falls on the way in which it both compliments and integrates with the local environment.

Based in Sydney E.T. Landscapes have twenty-two years of experience creating landscapes for commercial projects ranging from housing developments and display villages through to multi-housing subdivisions, with experience in landscape architecture, creating swimming pools, and all aspects of landscape construction. The company primarily contract for jobs between Woolongong in the south and Newcastle in the north.

The company's previous contracts include providing landscaping for the Olympic Village, which, like Magenta Shores, was a Mirvac development. This prior experience delivering high class results for the company, com-

bined with E. T. Landscapes' expert knowledge meant that the realization of the landscape design at Magenta Shores is second to none, and is of the high standards one would expect from a five star development.

A highly successful family run business E.T. Landscapes has a highly dedicated team of fifty employees, including a site manager who began working for the company as an apprentice at the age of fifteen. The company are proud of this personal touch and everyone has experience working on site, this enables the company to maintain the versatility and knowledge of both the market and client's demands necessary for providing first class service.

At the Magenta Shores development E.T. Landscapes had two teams working during two separate stages of the project, with nine working on the villas and nine working on the residential accommodation, as well as additional employees who provided landscape maintenance and worked on the irrigation necessary for the development.

Providing paving and landscaping for the houses at Magenta Shores, alongside the resort villas, and the PRB, E.T. Landscapes had to work with exceptionally sandy soil. The advantages to residents and guests of the luxurious beachfront location can become disadvantages for those landscapers who are providing both hard and soft landscaping. Indeed the vagaries of the New South Wales soil, combined with developers' design concerns, means that soil often has to be nourished correctly in order to best facilitate the growth of the required foliage, and E.T. Landscapes have the specialized knowledge and required experience to build and feed a healthy soil base that fulfils the demands of a project. When faced with the dry, sandy Central Coast soil E.T. Landscapes called on their experience and knowledge to add organic soils and composts to the local sand in order that it become mineral rich enough to support and sustain the plants chosen to beautify Magenta Shores.

E.T. Landscapes also provided the palm trees that form the signature feature to the development. Choosing palm trees on Dee Why Beach, the com-



pany uprooted the trees, which ranged in size from five to twelve metres, and transplanted them to Magenta Shores. In total the company moved fifty palm trees in order to create the tranquil, atmospheric beauty that the project required.

The company pride themselves on being able to sell themselves through their successfully completed contracts and satisfied clients, there is, therefore, little surprise that E.T. Landscapes have a busy schedule, with further contracts from Mirvac imminent.

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# Coasting through steel

With more than a quarter of a century experience and a dedicated team of fifteen employees Coastal Steel worked for twelve months on site, erecting the supports and steel panels for the PRB and the villas. A company that specialise in structural steel, normally for large scale industrial sites, factories and warehouses, for clients such as Industrial Building Solutions and Premier Building Group and now Mirvac's Magenta Shores.

The sandy terrain on site was easily overcome with pads and a one-hundred tonne crane was used to install the pre-cast panels. The rapid rate of construction meant that one block, commonly consisting between four and five villas, was completed each week. The company's founder and director Lorrان Velickovich believes that working in this method can help make a job more efficient, suggesting that it is beautiful when a contractor can literally watch a site transform "before your eyes" in a week. Furthermore he believes that working erecting pre-cast steel panels between steel supports represents the construction method of the future, the "new way of building" as he puts it.

Lorrان Velickovich observes that not only was this process extremely fast, but that working with steel and concrete meant that the construction site remained comparatively clean, again adding to the ease of the construction process. He also states that working this way enables the contractor to maximise his time, even in poor weather panels can be manufactured and there is no need for a site to dry out.

Coastal Steel are currently working on constructing houses, again for Mirvac, as well as providing the steel supports and panels on twenty-eight factory bays in Newcastle, NSW.

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# Knowing their boundaries

The survey consultancy for Magenta Shores was provided by the Lawrence Group, a modern company, the Lawrence Group already have an extensive portfolio of successful projects and satisfied clients. Alongside Mirvac with whom they worked on Magenta Shores, they also work with United Group Infrastructure, ADCO Constructions, Lend Lease and Thiess providing surveying consultancy for construction, infrastructure, and development. Based in Sydney, the Lawrence Group employ ten survey teams and they service the Illawarra as well as the South and Central coasts. Recent projects have included construction and engineering surveys on the Westmead Hospital and ongoing survey consultancy for state wide projects undertaken by RailCorp.

For Magenta Shores the Lawrence Group supplied project and Registered surveyors who worked on the initial construction and control setup, surveying houses, villas, the PRB, as well as setting out boundaries and consulting on other boundary and subdivision matters.

The surveyors dedicated to working on the project were equipped with state of the art CAD software, which enabled them to view their work diagrammatically on-site and upload schema and architectural plans immediately. This allowed the surveyors to both engage with and respond to any demands raised by the clients rapidly on site, free of the rigmarole of having to return to the office. In addition the use of latest Trimble robotic surveying instruments with CAD interfaces meant that they were able to accurately survey areas traditionally difficult to access with complete accuracy.

The company pride themselves on being at the forefront of their profession and continually update their technology, both hardware and software, in order to remain at the cutting edge and to continue delivering the high standard results expected by their clients.

All the surveying undertaken at Magenta Shores was quality assured to maintain the high standard of accuracy demanded by such a project. Amongst other clients – including Lend Lease - the Lawrence Group are still working for Mirvac, providing project surveys of new construction sites in Chatswood, NSW.

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# MetalArt magic

By its very nature a five star development such as Magenta Shores demands the very best in innovation, and it seems natural that MetalArt Industries would be contracted to work on HPA Mirvac’s prestigious project on the sandy shorelines of The Entrance. Founded only ten years ago, Metal Art Industries has steadily established a respected reputation for professional excellence having contracted on a variety of projects across the continent. The company specializes in designing and manufacturing unique and innovative products for supply to a niche market in the building industry.

Exclusively marketed and utilized by MetalArt Industries, who own the design registration for the unique Supaslat Fence Design System, the company has been engaged in all states and territories to implement the unique system, working with high caliber companies such as HPA Mirvac, Australand, Walker Group, Point Architects, Peninsula Construction Group, JG King, and many others.

Initially, at Magenta Shores, the select Supaslat™ products were being uti-

lized in various applications such as fence design, privacy screens, balustrade, portal feature screens and boundary fencing. Maintaining a rigorous, close working relationship with the Mirvac architects throughout the development of the Magenta Shores project has meant that MetalArt Industries were able to respond immediately to both the demands of the site and the requests made by the client.

This close rapport presented MetalArt Industries with the opportunity to create and develop specific designs pertinent to Mirvac’s project. At Magenta Shores this piloted the introduction of the new 40 x 40mm batten screens “Supabatten”. Versatility and functionality of this multi-purpose creation has enabled Mirvac to incorporate the sleek and stylish Supabatten into various aspects of their prestigious beachside development at Magenta Shores. The combination of the product’s use in overhead and vertical shade screens for their pergolas, and also balustrade, privacy and feature screens, has offered the client the convenience of utilizing a single product in multiple situations.

Furthermore the beachfront location of the exclusive development meant that it was absolutely essential that all of the products supplied for the houses, villas, and resort were not only stylish & strong but of a durable quality that would survive harsh coastal conditions – MetalArt’s products have certainly met Mirvac’s criteria.

“The durability of the aluminum Supaslat and Supabatten Fence Design System™ does not even closely compare with the frailties of its wooden counterpart” says designer Philip Cox. MetalArt Industries’ aluminum Supabatten and Supaslat System™ are the obvious alternative to timber and, with the products now available in over 100 stylish powder-coat colours and a carefully selected range of timeless wood-grain finishes, the choice is simple.

Six members of MetalArt Industries’ professional twenty-strong team devoted themselves to the Magenta Shores contract, and the relationship between the company and Mirvac appears to be ongoing with MetalArt Industries working on further developments. “We are very proud and privileged to be associated with such a prominent company as Mirvac” - we aspire to



maintain our relationship and provide Mirvac with our continuing professional service for many more years” says Philip Cox.

In addition to contracting on a variety of forthcoming large-scale projects, MetalArt Industries are also currently in negotiation with Australian trade bodies regarding the potential overseas prospects for the unique Supaslat System. It would appear that their success in the future is assured.

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## Rock solid

Formed in 1992 Interior Marble Australia specialise in marble, granite, sandstone and reconstituted stone. Founded and run by two families – the Gorgas and Paganos – the company pride themselves with their hands-on, personal approach. In embracing this approach Interior Marble Australia are able to maintain high quality workmanship by training all of their employees in house, and the company currently employs a team of fifteen skilled trades people.

While Interior Marble Australia specialise in kitchen bench tops, vanity tops, tabletops, fireplaces, and staircases, they understand that the key to a successful business is a willingness to be flexible and diversify, and the company pride themselves on their ability to, as Vicki Pagano states, “respond to the changes demanded by the market”. This readiness to embrace versatility has led to the company designing fireplaces, and even manufacturing for the Australian War Memorial in London.

For Magenta Shores the company supplied the vanities, kitchen bench tops and bath surrounds. While their affiliated company – Interior Marble Proj-

ects operated by Barry Hayes also manufactured and fabricated all of the external sandstone work for the feature walls. Spending seven months working on the Magenta Shores development both companies found working on the project to be an easy and satisfying experience, and an opportunity to showcase their work in a five star development.

Interior Marble Australia and Projects are currently developing their construction portfolio and are consolidating their existing working relationships.

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## Concrete values

Based in Tuggerah, NSW, John Clayden Constructions (JCC) have 26 years experience specialising in concrete constructions having worked on mining, industrial and commercial construction projects from comparatively small jobs to multi million dollar projects. More recently they have acquired the technology to enable the installation of super flat concrete floors.


With their team of 35 employees, of whom 30 were dedicated to Magenta Shores, JCC were able to provide the knowledge and skills necessary to undertake the large development, laying slabs ranging from 600 – 800 square metres in size on a 5 day turn around. Spending fifteen months working on the project, JCC supplied, placed and finished the in-situ concrete to the villas, the PRB, and coloured concrete to the drives and pathways. The tennis courts were constructed using the new S240 Somero Laser Screed.

The nature of the development necessitated dealing with a tight schedule, continually developing design layouts and the problems posed by the sand that formed the local terrain. Working closely with Mirvac and discussing developments, alongside rigorous advance ground preparation, and their own extensive experience meant that JCC were able to create the super flat concrete where required.

The JCC on site team included a qualified quality systems auditor who kept track of all of the developments and guaranteed that all the finished work

met the appropriate quality standards. This task was made easier by the highly skilled JCC employees who all undergo a year long training cycle in order to keep their expertise at an elevated level, all of which makes them the natural choice for projects that demand super flat, zero defect, concrete floors.

JCC create the super flat finish using of the Somero Laser Screed. Described by some in the industry as the most important innovation in concrete construction in the last century, it enables contractors to achieve the high standard results that are demanded by a project such as Magenta Shores. JCC are the only contractor based in regional Australia to own and operate a Laser Screed and they are now working on projects in Newcastle, Parkes, Bathurst, Sydney, Adelaide, Brisbane and Mackay creating the super flat concrete for which they are renown.



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## Piping it up

A company must be doing something right when they have been trading for more than forty years and have satisfied clients that keep returning. Ray Hanger Plumbing is such a company, family run and with a staff of twenty-five, including apprentices, they have been delivering high standard plumbing for Mirvac developments for the past fifteen years.

Specialising in plumbing for houses and cottages, although with occasional commercial and industrial contracts undertaken, Ray Hanger Plumbing provided the plumbing for Mirvac's Olympic Village at Newington, cementing what Ty Hanger describes as a highly successful long-term relationship that continues to the present. Ty Hanger believes that the company benefits not just from being family run, but because all of the family members are still directly involved in plumbing and they all get their hands dirty, creating a personable working atmosphere, and allowing them all to maintain an active knowledge of the industry.

Ray Hanger Plumbing started work at Magenta Shores fifteen months ago, contracted to provide plumbing, drainage, and gas fittings for the houses. What makes the Magenta Shores development unique is that the houses are the first on the Central Coast to be plumbed for recycled water, making the entire development more environmentally friendly. Ray Hanger Plumbing were already familiar with recycled water systems from their work on the Olympic Village, and found the job at Magenta Shores to be trouble-free

and satisfying. As Ty Hanger remembers the local council were very helpful when it came to the recycled water system and the planning inspectors assisted in "sorting it all out". The houses were fitted with two complete and separate water systems, each of which had an isolated meter. This means that recycled water will only be used in the system that supplies the hose taps and is used to flush toilets, while mains water will be used everywhere else. The entire system provides much needed water economy, "it's the way of the future" Ty observes.

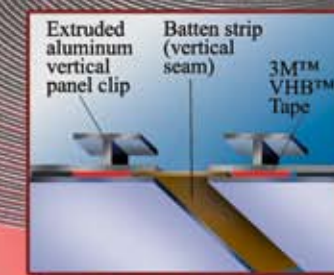
For Ray Hanger Plumbing the future looks good too, they have a strong client base, on-going contracts with Mirvac, and extensive experience.

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