

2013 HIA PERTH HOUSING AWARD WINNERS

Villas finished up to turnkey

■ Kim Cousins

Promenade Construction adds a point of difference to everything it works on and it didn't go unnoticed by the judges.

"We like to add a 'wow' factor to all our building projects," Promenade Construction director Gabby Ferolla said. "The villa and townhouse market is competitive, so we try and make our villas stand out from the rest."

Judges said the workmanship was of top quality, with extra attention paid to the finishing details such as tiling, painting and carpentry.

Design was also deemed highly effective, with the kitchen being incorporated into the living and entertaining areas via an open plan and a glass door out to the alfresco area.

Externally the three-bedroom, two-bathroom villa has a modern, rendered facade with feature walls adding interest.

Shower tiling is a standout feature and both bathrooms have glossy tiles, with 1.2m-high tiling.

High-quality fittings are used throughout the villa and the kitchen has gloss cabinets, glass splashbacks, stone benchtops, stainless-steel appliances and pendant lighting.

Although small, the alfresco area means minimal maintenance and there is still plenty of room for a few plants and veggies.

No two courtyards are back to back, ensuring all occupants have privacy when outdoors.

Judges commented on the alfresco



These villas stand out from the rest in a highly competitive market.

Category Townhouse/Villa up to \$200,000

Company Promenade Construction

Phone 9349 8004

Location Nollamara

area, stating that "the design allowed for the outlook on to the alfresco to make it look visually appealing from both inside and from the outside so as to not look like an entertaining area."

The villa also has a six-star energy rating, maximising energy efficiency. The judges noticed this also, pointing out that the use of paving meant minimal maintenance.

Promenade Construction has made the building process as easy as possible for buyers who just need to bring their furniture and move in.

"Our villas are finished to turnkey, with all painting done, window and floor treatments throughout, full landscaping, paving and reticulation."

Ms Ferolla said she had noticed two main groups of buyers coming to Nollamara, an area which is gaining in popularity.

"From our experience the buying demographic is split around 50/50, with around half being young, first-homebuyers and the other half being investors. We also find people wanting to downsize, who are looking for a brand new home with little maintenance."