

To whom it may concern

I am writing this letter in support of an application by the developer of 20-26 Cross Street (known as 1788) for the best Mixed Use Development award of the Property Council. I do so as an informed observer – as one of the first purchasers of an apartment off the plan, participating closely in its development and, following completion, becoming Chairman of the body corporate.

Meeting objectives

Any major new development in Double Bay has to beat numerous hurdles simply to be shovel ready. These include aggregation of scarce well-located real estate; dealing with complex Council requirements; presence of groundwater at shallow depths and building a highly technical prestige development in the heart of busy Double Bay with minimal disruption to neighbours.

The building also has to meet the lifestyle and practical objectives of its potential owners and tenants while being architecturally attractive and harmonious with its surroundings. As a mixed use development it also needs to meet the objectives of residents as well as retail and other operators of commercial space. These objectives, often in conflict, have been resolved very well in the following way:

- Very good and attractive street frontage with large glass bow windows for the retailers that need it
- A careful selection of complementary tenants by the developer with a focus on who is right rather than who can be signed up quickly to fill the space.
- Extensive awnings and covered areas over the footpath to provide weather protection along with two "laneways" through the building to complement those that exist within Double Bay and facilitate easy pedestrian movement unrestricted to street blocks
- Subtle and semi-concealed residential entry points which absorb residents rather than announce comings and goings to the street.
- The creation and separation of two worlds – residential and commercial within the same building – by focussing on planning as well as visual and noise separation
- The focus on creating a pleasant and user-friendly underground garage for the building consistent with the style and presentation of the entire development. Often a weakness of mixed use developments, the garages are often characterised as dark, grubby, cramped, poorly thought-out and managed spaces which totally neglects their role as the de facto front door of building for most residents most of the time. In 1788, this has been turned on its head – stylish, spacious, clean, organised and well lit with high quality finishes.

Satisfaction

I can happily attest to the satisfaction and enjoyment the building has brought to residents.

All those who I have spoken to appreciate:

- The quality of the building's finishes and thoughtful use of space

- The attention to detail by the architects, developer and builder to maximise the benefits of the site and its orientation
- The sense of trust between owners, residents, developer and builder which has been a feature of the building and handover process – leading to a sense of confidence that a harmonious outcome and shared win is always the best outcome for all concerned rather than a “win-lose” adversarial relationship so often common in developments.
- The consistent and enduring focus to “get it right” by the developer and builder in attending to minor defects and touch ups long after the completion of the building
- The refusal of the builder and developer to use Covid as an excuse to take shortcuts
- The attention to sound proofing of apartments one from another and from the outside world. It is fact very hard to believe at times that you are living in a multi residential building in the heart of Double Bay on one of its main streets.

Success

The success of the project can be measured in many ways:

- It already looks like it has been there for some time – has become part of the landscape
- It has encouraged the development of the neighbouring Encore project by the same developer and utilising the same architect ensuring an entirely complementary streetscape
- It has exposed the prior shortage and high demand for prestige development in the heart of Double Bay particularly to meet a downsizer market – which had been neglected for much of the prior decade
- In the vein of “imitation is the highest form of flattery” it has encouraged the commencement of other projects in Double Bay on William Street and the consideration of development possibilities for the nearby site of the corner of Cross Street and Transvaal Avenue as well as the potential upgrade/redevelopment of the current InterContinental Hotel.
- In conjunction with the Woolworths precinct and the efforts of the Woollahra Council, the successful development of 1788 has acted as a spark to reignite values, life and interest in Double Bay after a decade of relative stagnation. This can be readily seen in the most significant movement in per sqm values in Double Bay over the last 3 years compared to the prior decade.
- The development has complemented the streetscape through timeless style and finishes, emphasis on setback and greening and thereby set a standard for subsequent developments
- By bringing and encouraging permanent residence in the heart of Double Bay it is making a large contribution to retail diversity and vitality in Double Bay – thereby increasing amenity for all.



Live in Art Sydney
/Liv/ Art Lab
Shop 8/22-24 Cross Street
Double Bay
NSW 2028

MARCH 20, 2022

To Whom It May Concern,

Live in Art Sydney is a contemporary art space operated with innovative, people-friendly and diversified concepts. 'Focus on contemporary art, exhibit collection of masterpieces and lead art into daily life' is our main aim. We have been committed to creating a professional, liberal, and market-oriented contemporary art and cultural exchange and display platform. We take the promotion of outstanding Chinese contemporary artists and the development of rich artistic activities as our own responsibility to promote and promote the exchange and development of contemporary art and culture between Australia and the international world. Up to now, we've hold nearly 50 exhibitions throughout the past few years.

It was a very significant and brilliant decision to move to 1788. After we moved to 1788, our new /Liv/ Art Lab here provides an elegant, bright, and multifunctional art space. In fact, it is our honour to move to this shop in 1788.

Firstly, located in the heart of Double Bay, 1788 Residences has the perfect location. There is no doubt that the eastern suburbs, especially Double Bay, has the highest density of tailors. We have developed more stable wealthy clients after we moved here. Secondly, there are many good brands and businesses here. And because 1788 had make a clear plan in advanced, all tenants are from different industries, so there is no competition and conflict between us. In this way, we could share our clients and learn from each other. Besides, the building is perfect in terms of both hardware construction and software services. In particular, they have been providing us with monthly promotions on different social media platforms on their own cost, and we have therefore gained many new guests and successful sales. They are committed to building a collaboration culture in which every party wins.

In fact, it seems that the Feng Shui here in 1788 is extremely good. Our sales has boosted dramatically after we move to here. We sincerely thanks 1788 for this opportunity, and look forward to more developments. We will continue focusing on delivering art and artistic lifestyle to our local residences, and also providing a wider platform for artists in the future.

A handwritten signature in black ink, appearing to read 'Maggie Wu', with a long horizontal stroke extending to the right.

Maggie Wu
Director and Founder
Live in Art Sydney

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P.O. Box 1710,
Double Bay NSW 1360

email:pj@combureau.com.au

SJD Group, March 23, 2022

Hi Alex. I heard with pleasure that SJD is on the shortlist for the prestigious AIA award.

It's a pleasure living in this building and on Cross St, and I'm sure 1788 will contribute to Cross St becoming one of the most sought after addresses in the country.

We were attracted firstly by the exterior design, raising the bar for future buildings in Double Bay.

Our minds were made up when we saw the excellence of joinery, fixtures and fittings. Moreover, you personally and your staff always went out of their way to accomodate our ideas.

The result! Every single person who has seen the building and our unit was singularly impressed.

Your company already has a record of excellence and 1788 is welcome addition.

With thanks and appreciation,

Philip Jacobson, Evelyn Krieger

CAVIL

GROUP

Cavil Group is building management company that draws upon 15 years of experience working with some of the most diverse and prestigious buildings in Australia. We are a team of asset management experts who have managed billions of dollars of assets and have smoothly transitioned thousands of residents into new, high-end developments over the years. Cavil Group were honored to have been appointed as the building management company for the prestigious 1788 Residences Double Bay.

1788 is a state-of-the-art building situated in one of the most prime positions in Double Bay. It will serve as the centerpiece and showcase a new era of living within the previously commercial heavy precinct of Double Bay. The development team have done an outstanding job and constructed an exquisite building for its residents and surrounds. This is evident from the opulent penthouses, through to the immaculately presented foyers all the way through to what is arguably one of most outstanding basements you will see in any development.

The development team have not only been very accommodating but also open to building a strong relationship with our building managers. This has allowed for the easy flow of communication, and in turn a great working relationship resulting in any requests put forward by our building manager and/or residents actioned both professionally and in a timely manner.

The residents of 1788 are a diverse community with a passion for their place of residence and the local community. These residents are also quite astute and articulate, and the developer has been more than accommodating in attending to all their needs. The development team continues to go over every fine detail with residents and it is a testament to the commitment of the developer that they continue to ensure every need is catered for and every demand satisfied.

The developer, SJD, have become more than just a client to Cavil Group, it truly feels like a big family all working together to create an outstanding experience and community for anyone who purchases an SJD product. What has become very apparent about Alex Zhao and his team is that their customer comes first no matter what, they truly put their clients' needs at the forefront and will not compromise on this. Even down to choosing the right retail setting so that it compliments their clients' requirements, they truly go over and above to ensure resident satisfaction is at the forefront.

It has been an absolute pleasure working with the development team thus far and we look forward to a long-standing relationship not only with the residents of 1788, but with SJD and all their future projects.

Sincerely,



Fred Alam
Managing Director
Cavil Group Pty. Ltd.

1788

I have been working in Double Bay for 19 years and opened my own salon in 2018 on Knox Lane. After leasing from Alex for the 3 years prior to 1788's development I was immediately grabbed by the high standard 1788 was promising to Double Bay.

The Double Bay clientele are discerning and look for quality in their personal services. 1788 looked to be delivering a sophisticated and stylish addition to the landscape.

Alex has always been a fantastic landlord so when he approached me with the opportunity in 1788 I was eager to discover what was on offer. As a small salon owner, it is often difficult to find suitable tenancies, so the vision Alex had to offer a range of sizes is fantastic.

1788 was targeting an upmarket client base which would assist in drawing business to my salon and it has done exactly this. The tenancy has increased my visibility to the Double Bay community and I foresee this to continue to grow.

Being a part of the opening of 1788 allowed me to bring a brand refresh to Michelle Clarke Hair which has uplifted my brand to match the calibre of the building.

I look forward to continuing to drive the success of my business in Double Bay and partnership with Alex & 1788.

Michelle Clarke
Founder – Michelle Clarke Hair

17 March 2022

Mr. Alex Zhao
Director & General Manager
SJD Property

Dear Mr. Zhao,

1788 Double Bay

We have known and worked closely with yourself and the team at SJD Property in assisting you with the retail leasing of this exceptional mixed-use development since the project's inception.

SJD Property were pioneering and led the charge on the rejuvenation of Double Bay which has continued unabated as a result of their dedication and commitment to see an exceptional outcome delivered in what is a very discerning and particular market.

Following an extensive leasing campaign in conjunction with Ray White Commercial, we were able to secure an exceptional mix of high-end tenants that not only improved the fabric of Double Bay but also engaged the locals and created an exceptional business precinct which will continue to outperform well into the future.

As a result of your commitment to the suburb, this has been the catalyst for significant investment into the suburb which will leave a long last legacy in Double Bay. Congratulations on your success and we look forward to continuing our partnership well into the future.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Matt Pontey", is written over a light blue rectangular background.

Matt Pontey
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THREE OVER SIX

We are honoured to welcome you to our digital, and soon-to-be physical, luxury boutique.

Three Over Six was conceived to facilitate a singular idea – ‘attain the unattainable’ – and it’s a mantra that continues to shape our extensive client service offering, spanning luxury goods procurement, styling and bespoke wardrobe curation, event production, corporate experiential and much more.

Founded upon the belief that the finer things in life shouldn’t be relegated to the back corners of one’s wardrobe or home, fit for only occasional use. Instead, we believe in the continual celebration of our favourite luxury fashion pieces, accessories, art, photography, and objet, just to name a few.

With this in mind, our business is committed to connecting our audiences with their dream new season and archival favourites. We are advocates for a luxury industry that is circular, and go to any lengths to procure pre-loved, rigorously authenticated goods for our discerning clientele.

We view consignment as a key function of sustainable consumption, and work to maintain strong and trusting relationships with our vendors and consumers alike. An appreciation of luxury shouldn’t cost the Earth, and nothing makes us happier than anticipating, and fulfilling, our client’s needs, breathing new life into vintage treasures and re-homing exceptional quality luxury goods.

Now, more than ever, time is our ultimate luxury. With round-the-clock accessibility and no request too large or small, Three Over Six connects you seamlessly with products, experiences, events, and possibilities, so that you can spend more time indulging the things you love

Connection is a cornerstone of the Three Over Six ethos, and our internal team of experts are always available to answer any questions or discuss your lifestyle needs. Therefore, it was important for us to establish a physical space to meet and interact with our customers.

We are thrilled to have the opportunity to welcome you to our soon-to-be Double Bay boutique, located at one of Double Bay’s most beautiful addresses, The 1788 Residences by SJD Group. The European-style aesthetic, ode to Art Deco and attention to detail fosters an inimitable sense of community, making the 1788 Residences an ideal location for our flagship boutique.

We look forward to utilising the Three Over Six space not only as a retail opportunity but as a conduit for creativity – welcoming locals and neighbouring artists to showcase their talents to the Double Bay village.

Luke Carter | Director

Mars Marsanic | Director

Robin Ong | Director

LUXURY FASHION &
LIFESTYLE CONCIERGE

22-24 CROSS STREET
BOUTIQUE 3 & 6
DOUBLE BAY. 2028
NSW. AUSTRALIA
THREEOVERSIX.COM

Winning Appliances are committed to providing world class service to our customers and trusted advice for the home. Our customer promises are our commitment to you - they're what we call 'The Winning Way'. At Winning Appliances we: provide expertly chosen products, offer the best international and exclusive brands, provide unmatched product knowledge, Give world class service, Always offer fantastic value, always give unbiased advice and cherish our family values.

A family business since 1906, we have a proud heritage and strong values centred around family. Most of all, we share the same passions as our customers: their pleasure in cooking, their eye for design and their love for the home.

John Richard William Winning, establishes a business dealing with the horse and carriage trade as well as hardware. The R.W. Winning & Co. trading name is born. In the wake of World War II. The second generation of the Winning family moved into appliances. in 1955 and a history as a selling agent, a business deal with manufacturer Simpson develops and the family business expands to include new premises in West Ryde and a spare parts division. In 1960 after years of supplying retailers with washing machines, they decided to become retailers in their own right. Revolutionising the retail industry, building cabinets and display units for the products on show. In 1980 the third generation, John 'Woody' Winning along with sister Peggy, brother Bill and cousins Richard and Elizabeth become the third generation of the family to manage R.W. Winning & Co and 1986 came around, the business changed its name to Winning Appliances, Opening its sixth store by 1990. 2006 Winning Appliances enjoys its 100-year anniversary as a family-owned business. The milestone is celebrated with a gala party and the creation of a vintage style J-Van fleet. The business grows as John Herman Winning takes the reins from his father as the fourth generation to lead the family business. Between the years of 2014 and 2019. Winning Appliances expands into the ACT opening a flagship, relocates to Brisbane's landmark flat iron building in fortitude valley for another flagship. Following Winning Appliances opening another Flagship store in Richmond along with two new showrooms in WA, one in Myaree and a Commercial showroom in Osborne Park.

Winning Appliances was acquired to supply Subzero and Wolf appliances to the 1788 residences. Subzero and Wolf are quality without compromise. It gives the customer confidence to invest not just in their kitchen but will meet their needs. One that fulfils the highest aspirations in both functions and design. Innovation and freshness. Your food is guaranteed to last longer in Subzero fridges and Freezers with two separate self contained cooling units. Subzero and Wolf are your kitchen soulmates. Sub-Zero formed Wolf Appliance to create the ultimate cooking appliances for passionate home cooks.

1788 was a success in the property marketplace due to its style and sophistication. Within minutes to the harbour side. It's European elegance is well nourished and will last generations. Every space of 1788 is simple, beautiful and highly appointed craftsmanship. There was no compromise of material or details used to construct the residences. The interior is a timeless piece in which people can envisage living in. The Residence is surrounded by leafy streets, grand homes and boutique stores. Double bay is an address that everyone would like to live in.

Regards

A handwritten signature in blue ink, appearing to be 'J.R.W.' or similar initials, written in a cursive style.

Winning
appliances