



JUDGING CRITERIA

Innovation & Excellence in High Density Residential Development

THIS AWARD RECOGNISES AND REWARDS INNOVATION IN HIGH DENSITY RESIDENTIAL DEVELOPMENT, IN PARTICULAR, APARTMENTS PROJECTS.

1. PROJECT VISION AND INNOVATION

Describe how the development displays innovation in the project concept and in overcoming site or development complexities.

2. CORPORATE SOCIAL RESPONSIBILITY

Describe the tangible, economic, environmental and social dividends.

3. QUALITY OF DESIGN AND FINISH

Detail and provide examples of how the development exhibits a high quality of architectural design and is compatible with surrounding land uses. Describe how this contributes to the success of the development. (eg. Site constraints, unique design solutions, and project cost constraints). Include supporting images.

4. MARKETING EFFECTIVENESS AND SALES RESULTS

Outline the approach taken to successfully market the project including target market, strategy and return on marketing funds invested. Include summary of sales results.

5. ADAPTABILITY

Describe how the development allows for adaptability to building technology changes and user demands.

6. USER SATISFACTION AND INDUSTRY PERCEPTION

Describe the extent to which the development has proven a high satisfaction level of all users and the perception amongst the property marketplace.

7. OPERATION AND MAINTENANCE

Provide a summary of results achieved, demonstrating the development's operational efficiency.

The *Voice* of Leadership

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