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Bradcorp

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Community living & capital growth

The increasing demand for community living means community lifestyle developments offer not only a fantastic way of life, but potential for capital growth as well.

According to Macquarie Bank's Property Outlook 2003, baby-boomers and empty-nesters "will increasingly choose to live in places that offer a sense of community." They're seeking locations with a village atmosphere, easy access to recreation and leisure facilities, distinctive local flavour and a pleasant environment.

Desirable locations include country lifestyle hubs with scenic, social and historic attractions within two hours drive of capital cities. Community developments on Sydney's fringe "show a pent-up demand for quality community lifestyle developments".

Bradcorp's Stonequarry in historic Picton is one such development that hits the mark for community living. "Every facet of Macquarie Bank's criteria for successful living was integral to the concept behind Stonequarry," said Peter Brennan, Bradcorp's CEO and the driving force behind Stonequarry.

Just one hour from Sydney, Stonequarry offers residents the space to live, relax and enjoy life amongst rolling hills. Stage two of the development will feature a world-class golf course, health spa and resort facilities. The site is traversed by steam trains from the rail museum in Thirlmere.

And according to Macquarie Bank, a great lifestyle is not the only benefit of community living. "While the initial shift towards community housing has been driven by lifestyle, rather than financial considerations, we believe financial returns will follow for many." They predict capital growth for community living to surge over the medium term.

Quality by design

Stonequarry's design guidelines assist buyers to maximise the potential of their property while maintaining the community development's beautiful setting.

The architectural and landscape guidelines have been inspired by the intrinsic values of Stonequarry to create a sophisticated, contemporary lifestyle. They allow residents individual expression and plenty of options, while complimenting the vision and the wider community of Stonequarry.

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The guidelines assist in creating buildings which sit comfortably in the landscape and respect the natural rolling landform. They help preserve native vegetation, encourage energy efficient design, and protect the rural atmosphere.

A design review panel has been established with the involvement of Kim Crestani of Order Architects. It provides expert advice and assistance to owners on how to best meet the standards and enhance the design of their homes.

Not only do the guidelines help to create a beautiful environment, they also make good sense financially. "Building guidelines reflect the strength of the developer's commitment to ensure the quality of architectural design and its surroundings. In lifting the bar, they are in essence protecting the buyer's investment," said Anthony Trueman-Farrell, General Manager of McGrath Project Management.

So far, the guidelines have been well received, with residents recognising and valuing their role in protecting their investment and in maintaining Stonequarry's overall aesthetic value.