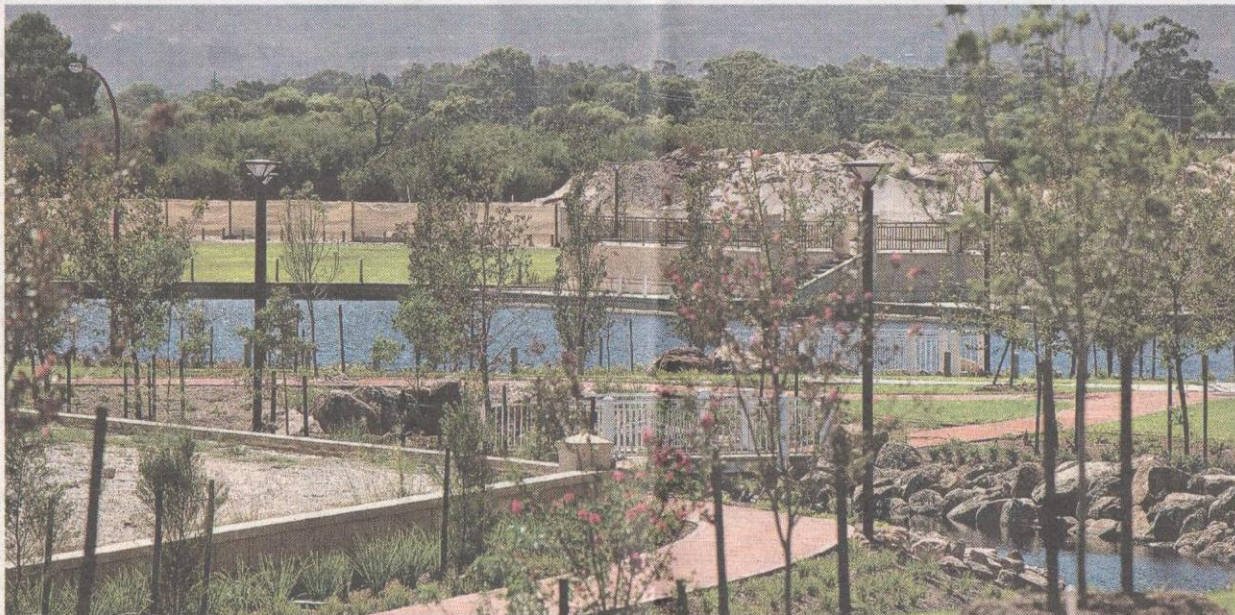
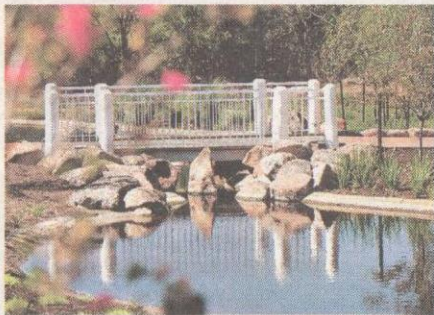


# LAND



# Bletchley Park has key

**PROOF** that buyers are increasingly demanding more lifestyle options from their estates can be seen in the success of Bletchley Park, in Southern River.

Of 22 lots in Stage 3 of the master-planned development released for sale on March 25, 20 sold within 48 hours.

David Rowe, director of estate promoter Business Project Specialists, said he expected the remaining two lots to be sold this week.

Lots ranged from 481sq m to 886sq m and prices started at \$270,000 to \$380,000.



**Christina CRIDLAND**

block price of \$257,000 in 2010. The biggest lot, 886sq m, sold for \$380,000. The average lot price was \$304,000.

Mr Rowe, pictured above, said Bletchley Park's presentation and location were the key. "There are 30ha of protected bushland, including a lined lake and wetlands with waterbirds and more boardwalks to be built soon," he said.

the Urban Development Institute of Australia, Debra Goostrey, said many people were looking not just within the boundaries of their property when buying land, but also at the lifestyle options offered by the location.

"The master-planned estates offer great parks, boardwalks and an interesting diversity of housing," Ms Goostrey said.

"There are often really quite small lots, but these are normally close to parkland. So people are trading off private space for public space

options in the larger developments also helps promote diversity, so you get that feeling of community."

Owner-occupier family groups had been the dominant purchasers of the lots, Mr Rowe said.

Construction of the lots in Stage 3 will be finish next month. Mr Rowe said the demand for lots in Stage 3 was partly explained by the unsatisfied demand rolling over from the sale of land in Lilly Fields Stage 2, where all 29 lots sold in one weekend in January.

