

Rush for valley's charms

FAMILIES are swooping on the chance to get the latest piece of the idyllic Swan Valley lifestyle — even before a sales office has been erected.

The development boom in the semi-rural Swan Urban Growth Corridor northeast of Perth continues to attract buyers from a range of areas, including the more established parts of Perth, such as Morley, Bedford and Noranda, sales agents say.

Like other untapped diamonds before it, the charms of the valley are being thoroughly mined and the latest area to attract interest is the new master-planned community of Albion in historic Henley Brook.

This month, Avonlee estate became the first land parcel within the planned community to come on the market.

Terranovis sales consultant Kaylene McTernan has been delighted with the response.

“We have been run off our feet,” she said. “Some weekends we have had up to 100 groups coming through, despite not yet having our sales office up.”

After years of planning, sales agents say the final district structure plan for Albion is due for release shortly.

The 570ha estate will provide up to 5500 home sites. The Swan

Urban Growth Corridor also takes in West Swan and Caversham and will ultimately have about 12,500 dwellings and about 33,000 residents.

Avonlee project managers said planning for Albion includes a town centre with a supermarket and 60 shops, three primary schools and a high school.

Other major developers of land in Albion include Brookfield Multiplex and Pindan.

Located on Park St, Henley Brook, Avonlee is a 600-lot master-planned community, majority owned by Viento Funds Management.

The property was bought in 2005 with Terranovis acting for the owner in a project management, sales and marketing role.

City of Swan chief executive Mike Foley said the Swan Urban Growth Corridor plans were a step forward for the region and would transform the Swan Valley, an iconic tourism destination, into a place where thousands of people would live, work and play.

“This is the major growth area in the City of Swan and is providing housing for those people moving from interstate for WA’s resources boom,” Mr Foley said.

“We are partly housing Perth’s future population growth.”

Avonlee is the first step in the



urbanisation of the district.

Sales agents say it is the closest estate to the Swan Valley tourism hub and all its landmark outlets.

Most lots in the first stage are typically 540sq m or 570sq m priced at \$241,000 and \$245,000 respectively.

There are also a limited number of lots about 500sq m. Builders are offering a range of designs with regular shapes and frontages of 18m-19m. The Avonlee estate is about 15 minutes from Guildford.

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