



25 October 2010

For immediate release

Smart growth means must start to grow up

The Property Council of Australia (SA Division) has welcomed the announcement today by Planning Minister Paul Holloway that the Government will work with inner-city Councils to boost housing densities and rejuvenate tired suburbs along key transit corridors.

"The Property Council supports a multi-faceted approach to housing our growing population, and today's announcement reiterates the Government's own commitment to this approach," Property Council of Australia (SA Division) Executive Director Nathan Paine said.

"Coupled with the recent release of the Housing and Employment Land Supply Plan report, the Government is now putting flesh to the bones of its 30-Year Plan for Greater Adelaide.

"The development sector and the wider community now know which areas will be rezoned for greenfield development, where greater levels of infill and urban renewal will be pursued and where specific Transit-Oriented Developments will take place.

"This represents a diverse approach to urban growth that gives home buyers a choice in how they want to live; it's becoming clear that the quarter acre block is no longer the be-all and end-all of housing in Adelaide, and choice is what the industry is being asked to deliver.

"Greater infill allows Governments to maximise the utilisation of their infrastructure investment, and increasing density along transit and key road corridors means that communities are connected to each other, to services and to their workplaces.

"Greater choice also offers flexibility to young South Australians trying to get into the housing market. Detached houses on large blocks might be the ultimate goal for many South Australians, but without the stepping stones offered by apartment living or attached housing, affordability would remain a dream for many.

"We must get away from the mindset that the way we have lived in the past is the way future generations will want to live; in that sense, today's announcement is a positive step in creating exciting, appealing communities only a stone's throw to the city.

"People living in these inner-city high density areas will have rapid access to their city-based workplaces or leisure centres.

"This throws down the gauntlet to Adelaide City Council to achieve a vision of the city that is relevant and attractive to the next generation of home buyers.

"We look forward to seeing how Councils and Government rise to the challenge of delivering great places for our growing population."

ENDS

For more information or interviews contact:

Nathan Paine, Executive Director, Property Council of Australia (SA Division)
0448 445 177

npaine@propertyoz.com.au

<http://twitter.com/PropertyOzSA>

MEDIA RELEASE

The Voice of Leadership

142 GAWLER PLACE ADELAIDE SA -GPO BOX 2190 ADELAIDE SA 5001

PH 08 8236 0900- FAX 08 8223 6451

Email ginglis@propertyoz.com.au - www.propertyoz.com.au

