

Jurien Bay Estate wins Urban Development Award, again.

Beachridge Estate, developed by landowner the Ardross Group of Companies, has once again claimed an Urban Development Institute of Australia (WA) award, in the "Water Sensitive Urban Design" category.

The award was presented at the development industry's annual gala dinner on Saturday night (30 August) in front of distinguished guests including the Minister for Planning & Infrastructure, Hon. Alannah MacTiernan MLA.

Judged by the Water Corporation, Beachridge (2006 and 2008) has now become the first multiple winner of the award, which was first presented as a category in 2003.

Other finalists in the category this year included metropolitan area residential development projects, Brighton Estate (entered by Satterley Property Group) at Butler in Perth's northern suburbs and Vertu Private Estate (by Stockland) at Harrisdale, in Perth's south-eastern corridor.

A focus by the developer and approval authorities on the principles of environmental sustainability, and in particular water sensitive urban design, help underpin Beachridge, so that "suburbia" is not transplanted to this unique coastal location.

Ardross Group General Manager Mr David Lantzke commented that "It was very satisfying to also have regional urban development projects recognised through these awards, which recognise efforts by developers to produce quality residential communities outside of the metropolitan area."

"We are very fortunate to be able to work with our project partners and the Local Authority (Shire of Dandaragan) in a manner that is conducive to innovative design outcomes, which in turn encourages the type of urban form to reinforce this coastal community's unique "sense of place".

"To be recognised for the hard work that has been expended by all those directly involved in the Estate is ultimately very rewarding and will no doubt help induce some pride in the land owners of Beachridge who have invested there", said David Lantzke.

Key features of the project can be summarised as follows:

- Easy walking distance to the beach.
- The integration of the environment with the urban form - creating more than "a sense of place" for the community, a completely distinctive look and feel.
- Deliberate emphasis on minimising the reliance by residents on scheme water.
- Distinctive native landscaping throughout public open spaces, front gardens and the streetscape.
- Insistence that infrastructure in Jurien Bay, which is essentially a regional area of the State, mirrors that of the metropolitan area.
- Protection of the conservation value of the adjoining foreshore areas

FAST FACTS:

- Adjacent to the crayfishing town of Jurien Bay, Beachridge is aiming to position itself as an affordable coastal alternative to the South-West towns of Busselton and Dunsborough.
- Over 500 lots have been settled within the first five years of development commencement, to a diverse range of buyers.
- On completion of the last remaining link of Indian Ocean Drive, which is currently under construction, a car trip from the Perth CBD to Beachridge Estate will be a tick over two hours and significantly more interesting than the current route via the Brand Highway.
- Marketed as a “sea-change” location and more affordable than the equivalent sized lots on the south-west coastal strip adjoining Geographe Bay, Beachridge Estate is primed to take advantage of the status of Jurien Bay as the Central Coast’s emerging major service centre.

