



**Weekend West  
29/10/2011**

Page: 15  
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Section: Real Estate  
Region: Perth Circulation: 333768  
Type: Capital City Daily  
Size: 775.00 sq.cms  
Frequency: -----S-



**LAND**



# A new era for Brighton

## ■ Maureen Eppen

Work is under way or in the pipeline to create dozens of new residential lots at Brighton Estate, in Butler, where continuing demand for land has defied the softened market of the past two years.

Satterley Property Group is marking the 10th year of the beachside masterplanned community in Perth's northern suburbs, where the end of the development phase is in sight.

Home sites in the latest land release, at Brighton Centro, are selling fast. All lots in the new precinct are in walking distance of a planned village shopping and entertainment precinct and the future Butler railway station.

Chief executive Nigel Satterley said that catering for a broad range of homebuyers had been an important part of Brighton's success, and the estate had been the biggest selling masterplanned community in Perth for eight of the past 10 years. It has also been consistently among the top two or three estates in Australia, in terms of land sales.

"Development at Brighton continues to go ahead in leaps and bounds, with the estate flourishing even in the soft property market of the past couple of years," Mr Satterley said.

"Brighton is very popular with Australian residents, mainly from

the northern suburbs, plus immigrants from the UK, New Zealand and South Africa, and has all the established facilities that families need.

"We have had lot sizes that have catered for first-homebuyers through to seniors and in the last three to four years the estate has also become popular with fly-in, fly-out workers.

"The fly-in, fly-out people would represent 10-15 per cent of the sales in recent times, and I think they see Brighton as a very caring and safe community with good infrastructure and a range of community activities.

"Brighton has all the things that homebuyers are looking for — excellent amenity, schools, shops, doctors and good road access to employment areas.

"Added to that is good access to popular local beaches, which appeals to a lot of people who are buying land here."

Mr Satterley said developing a range of narrow residential lots had proved to be a good decision for Brighton, with many buyers attracted to this low-maintenance alternative to traditional lot sizes.

"We have worked very hard on the 5m to 6.35m and 7.5m wide blocks around 30m deep — 150-225sqm blocks.

"Going back 18 months only one builder embraced these narrow lots and now we have seven or so builders embracing them — creating and building innovative

and well designed housing on small blocks.

"I think we will see 6.35m-wide blocks come out as the most popular product, and it's a lot to do with the sophistication of the consumer."

Most lots currently available at Brighton range from 350-580sqm and are priced from \$150,000 to \$270,000.

They are close to Butler and East Butler primary schools, about 600m from a new high school under construction, with easy access to local shopping, service and medical facilities.

Brighton also has a private primary school, another high school in the planning stage and Irene McCormack Catholic College. Residents have access to several established parks and open spaces, plus boardwalk access to the beach.

A structure plan for 1300 new lots west of Marmion Avenue is currently being advertised, with subdivision approval expected by April 2012, and earthworks due to start mid-2012, with first lots released later that financial year.

Major retail and bulky good sites in the district centre were due to be sold by mid-2012.

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■ More information about land currently available or scheduled for release at Brighton is available at [satterley.com.au](http://satterley.com.au) or by phoning estate sales manager Heinz Pfenninger, on 0418 953 659.



**Nigel Satterley with Federal Minister Tanya Plibersek at Brighton Estate.**

