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More green space lures property purchasers

Australians are seeking easier access to parks and public green space, with priorities shifting towards a healthier home environment as remote working continues throughout 2022.

Decreasing land size and a trend towards high-density apartment developments have driven demand for community green spaces, with 91 per cent of residents prioritising proximity to parks when researching housing.¹

A semi-rural suburban community south-west of Brisbane, AVID Property Group and Greenfields Development Company's Covella community is responding to the rising demand for family friendly neighbourhoods with convenient access to vast green space.

With more than 30 per cent of the community dedicated to landscaped parklands, green space and outdoor activation, the leafy community recognises its role in physical and mental health.

AVID Property Group General Manager Queensland Bruce Harper said it's important for developers to respond to the needs of Australian families as their lifestyles change.

"It's clear from market trends that Australians are leaving the city and looking for more space, and access to green and active public areas," Mr Harper said.

"Covella's design responds to these changing priorities by dedicating one third of the total land area to green space, maintaining the rural heart of the community.

"We're seeing strong and consistent demand for those blocks of land that back onto parklands, and they continue to reach sell-out within a matter of days of release."

The pandemic saw Australian living priorities trend away from high-density dwellings, increasing demand for housing in suburban communities and small towns.²

Australian Bureau of Statistics (ABS) data shows 43.6 per cent of Australian homeowners are dissatisfied with their homes because they are too small, with only five per cent of households stating their homes are too large.

"Following closely to park-side living demand is demand for Covella's large lifestyle blocks, which offer 2,000 sqm blocks," he said.

"After the past two years, buyers have identified a need to build their life around them in their local community, maximising every corner of their home to suit the hybrid working landscape and play comfortably within the boundary of their backyard.

¹ Australian Housing Priorities, [Upside Realty](#) homebuyers survey

² [Urbis Report on](#) Nature-based cities

“These lifestyle blocks at Covella provide buyers with an opportunity to secure a significantly greater piece of land and rather than feeling forced to compromise on their non-negotiables.”

As remote and hybrid work arrangements have become more mainstream and residents remain wary of ongoing outbreaks, Mr Haper anticipates this trend towards lower-density, parkside housing will remain as employees compromise on centrality in favour of lifestyle amenities.

“With Covella residents spending more time at home, their local environment has become a larger priority, with many turning to parks as a place for exercise and escape throughout the pandemic period,” he said.

“Covella’s green spaces provides opportunities for safe and distanced social engagement, and physical activity to facilitate a positive and healthy environment.

“For residents, the community’s extensive outdoor space promotes a sense of social connection and delivers on a wellness focus that has emerged in response to the culture of remote work arrangements.”

– ENDS –

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer responsible for a diversified portfolio of residential communities in key growth precincts across Australia. Having delivered \$2.6 billion worth of projects over the past 13 years, AVID’s current portfolio includes more than 14,300 residential blocks and a gross revenue pipeline of \$4.9 billion.

With 38 projects across the eastern seaboard, AVID has a diverse mix of developments, including masterplanned communities, completed homes and apartments. Led by highly experienced senior management, AVID delivers exceptional communities, valuable shareholder returns and wonderful environments for its customers.

For more information, visit www.avid.com.au.

About Greenfields Development Company

Greenfields Development Company is a family-owned company based in Southwest Sydney. Greenfields is developing Oran Park Town, the fastest growing town in NSW. Oran Park Town is estimated to complete in the early 2040’s. Meanwhile every year the Town continues to progress, turning into a vibrant, interconnected, and walkable town that offers a range of living choices and new opportunities to suit different lifestyles. Greenfields Development Company has an award-winning team, whose heart goes into delivering every project, which keeps the community always looking forward to something new.

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