

**MEDIA RELEASE**  
**AUGUST 2019**

**CEDAR WOODS LAUNCHES  
'BOUTIQUE LOT' RELEASE AT ELLENDALE**

Publicly-listed developer Cedar Woods Properties has launched the latest stage at its Ellendale community in Upper Kedron, offering the rare chance to build a brand-new home close to the Brisbane city centre for less than \$500,000.

Cedar Glen at Ellendale comprises just 39 boutique homesites, ranging from 263sqm to 537sqm, and starting from \$280,000, with the lots designed to meet the needs of buyers wanting affordability, low maintenance and a prime location. Purchasers will also benefit from the added incentive of having their fencing and front yard landscaping covered by Cedar Woods.

The new homesites adjoin a planned neighbourhood shopping precinct with retail, a medical centre and childcare centre, adding a new level of convenience for buyers.

Ellendale, located just 12 kilometres to the Brisbane CBD, has sold more than 300 homesites since launching in mid-2016, with its leafy streets and abundance of bushland appealing to a range of purchasers, from first home buyers to growing families and empty nesters.

Homesites in Ellendale range from 300sqm to 3,000sqm, with land prices starting from \$355,000 - a figure which is beyond the reach of some buyers, prompting Cedar Woods to design the new Cedar Glen release with those wanting to step on to the property ladder or downsize.

"Ellendale is a diverse community, with a wide range of lot sizes and outlooks available, and this latest release further adds to that choice," said Cedar Woods' Senior Development Manager, Peter Starr.

"We understand breaking into the property market can be hard for young homebuyers and the opportunities to secure a brand new, contemporary house and land for under \$500,000 near the Brisbane city centre are few and far between.

"As such, we have had a lot of interest from first home buyers looking for an entry level option and have designed this release to suit, with these purchasers also able to boost their deposit by accessing the State Government's \$15,000 First Home Owners' Grant."

Mr Starr said, at the same time, more empty nesters and retirees were also looking for more compact homesites, allowing them to downsize within the area and stay close to friends and family.

"These purchasers are looking to downsize their homesite to upsize their lifestyle or to unlock equity, and buying new is ideal as it ticks the box of low maintenance both now and into the future," he said.

"Across the board, the size of homesites in Queensland is reducing, with State Government data showing lots in Brisbane are averaging 421sqm, which is a reflection of increasing demand for affordability, proximity to the city centre and changing lifestyles.

"The modern couple and family are looking for a home that puts the emphasis on lifestyle, meaning they want to spend less time maintaining and more time enjoying where they live with work, restaurants, cafes, shops, schools, services and other conveniences all in easy reach."

Mr Starr said builders were offering a range of savvy designs to suit boutique lots, so those who chose this option didn't have to compromise on space.

"Clever contemporary design means buyers benefit from a spacious floor plan inside, which integrates with the backyard for indoor-outdoor living and entertaining," he said.

"It is a smart and sustainable way of living, and is increasingly becoming a popular choice, particularly for those who don't have a large family living at home.

"We are working with a number of Queensland's leading home builders, including Bold Living, to provide a range of house and land packages within our new Cedar Glen release and look forward to releasing those shortly."

When complete, Ellendale will feature more than 900 homes set among significant green open space, with 40 per cent of the community to be dedicated to conservation area and parkland. More than 50 hectares of green open space has already been handed over to Brisbane City Council.

The community is just four minutes from Ferny Grove Shopping Village and within two kilometres of three schools.

Cedar Woods recently took the wraps off its first major parkland in the community, including a children's playground featuring an eight metre high climbing tower, slides, swings and merry-go-round, alongside a grassed recreation space with barbeque facilities and shaded picnic tables.

For more information, please visit the Ellendale Sales Centre and Display Village, featuring a range of home designs from some of Queensland's leading builders, open Saturday to Wednesday from 11am to 4pm at 324 Canvey Road in Upper Kedron, visit [ellendale.com.au](http://ellendale.com.au) or call 1300 720 858.

**ENDS**

**FOR MEDIA ENQUIRIES, PLEASE CONTACT TANYA WAITE OR SHEREE DE BONO AT PROMEDIA PUBLIC RELATIONS ON (07) 5593 2011**



Cedar Woods Properties is a leading, national developer of residential communities and commercial developments. Established in Perth in 1987, Cedar Woods has grown to become one of the country's leading developers. Cedar Woods has established a reputation for creating dynamic communities that meet the evolving needs of its customers. From urban subdivisions, medium to high-density apartments and town homes, to retail and commercial developments – a Cedar Woods property epitomises a long-standing commitment to quality, and vibrant communities where people live, work and thrive.