



MEDIA RELEASE
For immediate release

FAIRVIEW - A NEW VIEW ON RESIDENTIAL LIVING

Melbourne's Northern growth corridor continues to surge in popularity with the launch of a new land estate this month.

Fairview, the first residential land subdivision from emerging property developers Integrated Development (ID), comprises a 330 lot subdivision at Bridge Inn Road, Mernda.

Named after the original 19th century farming homestead on site and nestled at the foothills of proposed Quarry Hills Regional Park, Fairview captures the best that Mernda and surrounds has to offer. The combination of elevated and secluded lots bordering the adjoining parklands provides Fairview with exceptional variety.

Co-founder of Integrated Development, Matthew Belford said, "The site presents many unique aspects and vistas, all of which we have been considered in the overall design of the development. Fairview remains one of the only land offerings within this region to offer large elevated lots with views across the Kinglake Ranges."

With so many aspects to choose from, Fairview feels like a country getaway less than 30 kilometers from Melbourne where residents can escape, relax and unwind.

In addition to the physical beauty of the site, residents at Fairview can benefit from its proximity to established retail, education and transport services within Mernda and the surrounding suburbs of Epping and South Morang. Services and facilities include:

- Retail outlets, supermarkets and specialty stores at Epping Plaza and Westfield South Morang and Mernda's soon to be complete town centre
- A selection of primary, secondary and tertiary education choices at St. Joseph's Catholic Primary School, Acacia College (Prep to Year 12), the proposed Mernda Primary School and RMIT University to name a few
- Access to highways and public transport networks including bus and the soon to be completed South Morang rail extension
- A plethora of sporting and recreational facilities rich in community club culture, and
- Essential health services at nearby Northern Hospital

In response to strong demand from a range of buyers within the Northern corridor, Fairview will comprise three lot categories to cater for a variety needs. *Lifestyle* lots (300-450sqm) provide an affordable low maintenance option, *Premium* lots (450-550sqm) ensure the additional space for growing families and elevated *Outlook* lots (550-650 sqm) secure premium space, privacy and unique views.

As well as the flexible lot sizes, buyers also have their pick of Victoria's top builders to build their home on site.

Marketed by Oliver Hume Real Estate, lots within Fairview range from \$161,000 for a *Lifestyle* lot, \$187,000 for a *Premium* lot and \$211,000 for an *Outlook* lot. Competitive home and land packages will so be available.

Oliver Hume's National General Manager of Research, Andrew Perkins said "[The strength of Melbourne's Northern growth corridor is highlighted by an average project sales rate around 40 percent above the average rates in Victoria's four other growth corridors in 2010.](#)"

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"Trends in employment and population growth combined with the regions relative affordability should continue to drive this activity over coming months¹."



The Fairview sales suite is located at 300 Bridge Inn Road, Mernda and is open from 11am to 5pm seven days a week from Saturday, 24 April 2010.

Integrated Development is a property development company founded by Matthew Belford and Jeffrey Garvey, focusing on residential developments in Victoria.

Visit www.fairviewmernda.com.au or contact 9684 8119 for further information.

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