

# Sustainable housing and eco-friendly properties

Advertising feature

“A new benchmark for sustainable residential development” — judges

## A new breed of green housing estates

**E**nvironmental marketing power is not only helping to create increasingly sustainable housing, it has also generated a new breed of environmentally sensitive housing estates that impose strict green guidelines on the homes buyers built on their vacant blocks.

One example is Seagrove at Cowes on Phillip Island, an estate that has been recognised for “environmental excellence” in the Urban Development Institute of Australia’s awards.

In 2007 the UDIA judges commended Seagrove for “setting a new benchmark for sustainable residential development”.

Land at Seagrove directly overlooking landscaped parks is priced from \$139,900. At the entrance, a 23-million-litre, computer designed wetland has been planted with selected plant species to naturally clean stormwater from the estate.

“Developing a site like this was as much a responsibility as an opportunity. We really wanted to achieve a new standard in environmental sustainability,” says David Jobe, managing director of the local developer, SSD.

“The land is superb, gently undulating with views of the bay,

significant eucalypt woodland and fantastic birdlife. The wetland works in concert with smaller ‘rain gardens’ located in every street to reduce the pollution in stormwater reaching the bay by up to 80 per cent.

“High conservation value eucalypts have been protected within extensive landscaped open spaces. Innovative landscaping design has minimised soil disturbance around the trees and older, hollow bearing trees have been retained – providing important habitat for birdlife.

“More than 2,500 indigenous trees, 50,000 indigenous mid- and ground-storey plants and 30,000 wetland plants have been planted.

“Home sites have been designed to achieve excellent solar orientation, and all homes must meet design guidelines including a minimum 4,500 litre rain water tank – saving more than 10 million litres of drinking water every year.

“Cowes is not serviced by natural gas, so in order to reduce reliance on conventionally generated electricity for heating and hot water, we installed an innovative underground LPG network. This is projected to



**ABOVE: Aerial view of the Seagrove Estate. RIGHT: A boardwalk over wetlands.**

reduce greenhouse emissions by over 3,000 tonnes a year. “Energy-efficient street lights powered by accredited green energy reduce energy consumption by 48 per cent and reduce greenhouse emissions to zero. Even the barbecues in Seagrove Park are solar powered,” Mr Jobe says.

For more information, visit [www.seagrove.com.au/](http://www.seagrove.com.au/).

