

Super Suburbs - Oct 31, 2012 // by Jessica Osborne

Springfield set to become super suburb IN ITS 20th anniversary year. Greater Springfield continues to experience massive growth with talk of planned infrastructure likely to trigger another boom in the area. Ipswich City Councillor David Morrison says \$450 million worth of projects have been identified as having a direct impact on the area.

Next year heralds a significant milestone with the opening of the Springfield Central train station. Crucially, that link will put the area's commuters within 40 minutes of Brisbane City. Morrison says council is processing scores of development applications as businesses and residents move in. Developer Mirvac has now announced plans for a \$70 million extension to Orion Springfield Town Centre including an additional major supermarket and about 40 tenants on the northern side of Main St. The town centre, which opened in 2007, already includes major retailers and more than 100 specialty stores.

Construction has also started on The Circuit, a \$6.8 million retail precinct on a 1.2ha site in the southeastern corner of the town centre. Other major projects include a radiation oncology centre, stage two of the University of Queensland campus, duplication of the Centenary Highway, a major office tower and an Energex substation. Also being considered is a beach in Central Springfield, as part of the second stage of Robelle Parklands.

The project includes plans to transform a dry gully behind the existing waterfalls into a small river, landscaping the river banks to provide a swimming platform. Morrison says Springfield's planned 52ha Health City precinct – which is devoted to a variety of health providers, a hospital, sporting fields, multi-purpose courts and commercial and office precincts – will provide more impetus for the region's growth. He believes Greater Springfield is on track to become one of southeast Queensland's most significant population and business centres.

“Visionary development companies like Springfield Land Corporation and Mirvac will continue to invest in and expand the Greater Springfield area,” he says. “The region's location only 20 minutes from the Ipswich CBD means it is already a focal point for regional growth. And it is also closer to Brisbane CBD than many existing suburbs, which means it will also have a major role to play in the overall growth of southeast Queensland.

“The future for Greater Springfield is very exciting. As well as business and infrastructure investment in the area, people are flocking to Greater Springfield to live.” Bureau of Statistics figures show a total population for the Greater Springfield area of 26,089 in 2011. The average annual growth rate is about 6 per cent, compared with the state's overall average growth of 1.1 per cent. The ABS figures project a regional population of 99,600 by 2031, which is expected to generate 30,000 jobs.

Master developer Springfield Land Corporation has strategically sought partners to help develop all 2860ha of the Greater Springfield land parcel. To date, about \$5 billion of the expected \$23 billion investment in Greater Springfield has been spent and 13 per cent of the land has been developed.

Australand was quick to identify the growth potential and the huge amount of housing required to service the expansion. Queensland residential general manager Richard Fulcher says demand for residential land is gaining momentum as the employment, transport and educational infrastructure is developed.

“Greater Springfield is a city unfolding before our eyes and we are pleased to be one of the first developers to be creating quality lifestyle choices for its residents,” Fulcher says. “Greater Springfield will not only attract people who will live, work and play here, but also Brisbane CBD workers who will realise they can have a great lifestyle at an affordable price but still be just 30km from the city. “Why live in a more expensive area when everything is here on your doorstep and getting to work isn't a hassle?

Lend Lease Springfield Lakes project director Ian Murray says the current market makes it possible for homebuyers to enjoy a lifestyle they may have only dreamed about.