

# Playford North Master Plan + Feasibility Study



In 2006 the Playford North Master Planning and Feasibility Report was endorsed by State Cabinet as the basis for undertaking one of Australia's largest urban renewal and greenfields housing developments within the City of Playford. The Report was one of the most complex projects ever commissioned by the LMC, and was undertaken by a large multi-disciplinary Consultant Team led by Jensen Planning & Design.



**Location:** Playford North

**Client:** Land Management Corporation

**Budget:** \$300,000 +

**Date:** 2005/06

**In association with:**

- Brock Urban Projects and
- Specialist Team of 12 Sub-Consultants

The Master Plan covered an area of over 300 hectares of greenfields land together with the existing suburbs of Smithfield Plains and Davoren Park which contain approximately 3,300 dwellings. The area will ultimately house 30,000 people.



The Vision for the project is to ensure that a full range of life opportunities will be offered to both existing and new residents of Playford North, delivered through a commitment by Government and Playford Council to an integrated service delivery and Governance Model.

The Concept Plan and Feasibility Study comprised several key, fully integrated documents and strategies, including:

- An innovative, affordable housing strategy
- A Master Plan for the whole area
- Detailed Concept Plans for the first five years
- A Community Plan including human services plans and budgets
- A Sustainable Development Strategy
- An Economic Development Strategy
- Full Financial Analysis (suitable for Treasury)
- A Cost Benefit Analysis
- Risk Management Assessment
- Project Delivery Model
- Recommendations to State Cabinet

What is now known as the "Playford Alive" project has particular relevance to the social inclusion and housing affordability agendas of the State Government, and is now leading to stronger communities which are active, confident and resilient, and to major improvements in health, education, employment and community safety.

