



APRIL NEWSLETTER

Market research points to developer interest in Claremont project

LandCorp has received healthy interest for involvement in its Claremont North East Precinct Project from WA developers thanks to research by SMR.

Expecting to release residential and commercial properties in the area to market within the next 18 months, LandCorp and NEP project manager NS Projects, were keen to gauge developer appetite for joint venture opportunities.

SMR was appointed to undertake the research – and secured 10 interviews in an efficient manner.

SMR CEO Mark Perger said feedback supplied by developers during the interview process was upfront, in-depth and frank.

“These are companies who are used to dealing with us and felt comfortable answering our questions,” he said.

“As a result, the insights we were able to gain through this research have proven extremely valuable to our client.”

Lyle Robertson from NS Projects said the information collected by SMR was pleasing.

“The information supplied by SMR has provided us with real confidence that this project will be marketable in the timeframe we have set out,” Mr Robertson said.

“The information has also enabled us to accurately gauge the perception towards specific components of the project like environmentally sensitive design and Transport Orientated Developments.”

The Claremont North East Precinct Project aims to optimise use of a 9.4ha site located on the northern side of the Claremont train station.

The project has been coordinated by the Town of Claremont and LandCorp since 2006.

Endorsed plans for the site include retail and commercial developments, apartments up to six storeys, housing lots and public open space.