

INVESTMENT FOCUS

Hazelmere

The Hazelmere Enterprise Area is a rapidly developing industrial precinct situated between Midland and the Perth Airport. Its central location and proximity to road, rail and airport infrastructure has made it the go-to location for new transport and logistic facilities.



LAND PRICE

**\$200-
\$250 /SQM**



0%

VACANCY RATE



**\$80-\$95
/SQM**

PRIME WAREHOUSE RENT



164%

PROJECTED 20 YEAR POPULATION GROWTH



\$9.4M

SPENT ON INFRASTRUCTURE IN 2016-17

RAPID EVOLUTION

Previously dominated by residential and rural land use, Hazelmere rose to prominence as an industrial precinct as the Western Australian resource investment boom saw demand for industrial facilities spike. Its central location and strong infrastructure attributes quickly saw it become a hotbed of development with its well located, developable industrial land supply. An estimated 415,000sqm of major industrial warehouse spaced has been added to the precinct since 2006-07.

DISTRIBUTION AND LOGISTICS HOTSPOT

Rapidly expanding investment in the resource sector, population increases and economic activity in Perth underpinned growth in the warehousing and logistics sector; to store and distribute goods to accommodate this growth. The undeveloped and under utilised land in Hazelmere was quickly spotted by developers and investors and today the precinct is host to numerous transport and logistics facilities for national and global corporations such as Linfox, Toll Ipec, CTI Freightlines, Kumho, Ceva Logistics and Coca Cola Amatil.

PLENTY OF ROOM FOR MORE

The Hazelmere Enterprise Area is comprised of 1,421ha. Due to the increased land demand and rapid growth of the area the City of Swan, in conjunction with the WA Planning Commission, produced the Hazelmere Enterprise Area Structure Plan (HEASP). Planning amendments were also sought to rezone land to allow further development in the area and the transformation into a strategic employment hub. The amendments were approved in 2014 which freed up approximately 190ha of land previously zoned rural for industrial development.

SET FOR A BUSIER FUTURE

The eastern stretch of the Perth metropolitan area, south of Midland and north of Maddington is set for a further boost in activity in the coming decade. Construction of the Forrestfield-Airport Link has commenced, meaning the area will be connected to Perth's passenger rail system by 2020.



Other nearby infrastructure improvements include the construction of a 'flyover' at the Roe Highway and Kalamunda Road intersection, improving safety by enabling highway traffic to flow under the road.

There is also the \$31m Lloyd Street connection to Great Eastern Hwy Bypass planned to increase efficiency, safety and to better connect Hazelmere with the Midland CBD and the Swan Valley. When complete, the future traffic flow is estimated to be 18,000 vehicles daily and rising to 22,100 by 2031.

In addition to the Midland passenger rail line to the north, Hazelmere will become one of the best connected precincts in the Perth metropolitan area outside the Perth CBD once these improvement are completed.

SO WHERE ARE SOME OPPORTUNITIES?

- Development - the Hazelmere Enterprise Area Structure Plan has rezoned 190ha of rural land to light industrial, general industrial, residential and institutional uses. A significant proportion of this area remains undeveloped or underdeveloped, meaning significant development opportunities exist to capitalise or benefit from this emerging premier transport and logistics hub. Land prices in 2016-17 for Hazelmere tended to range from \$250 to \$400/sqm. Demand for residential dwellings in the surrounding areas are likely to be boosted by the completion of the Forrestfield train station to be built as part of the Forrestfield-Airport Link. The rezoning of land to residential along Adelaide St and east of Midland Road provides opportunities for residential developers, and subdivisions have already commenced east of Midland Road.
- New tenants - a number of major developers are holding or have acquired large sites in this precinct and may be looking for Design and Construct tenants. So there are opportunities for businesses looking for a new warehouse facility to get in contact with some of these land owners to weigh up the feasibility.
- Vacant industrial land within 15km of the Perth CBD and close proximity to Perth's only international airport creates opportunities for manufacturers and businesses that could benefit from both these attributes.
- In addition, the growth in business activity and population in the area is likely to create opportunities for the establishment of business to cater for this growth working and residential population.

INFORMATION AND SUPPORT

There are many other opportunities available in addition to those mentioned previously, the City of Swan welcomes you to contact us to find out more. There are also numerous channels of information and support available to assist existing and new businesses:

City of Swan

www.swan.wa.gov.au/Business-support

www.swan.wa.gov.au/Develop-invest

www.swan.wa.gov.au/Develop-invest/Reasons-to-invest

WA Planning Commission

www.planning.wa.gov.au/default.aspx

www.planning.wa.gov.au/Metro-East-JDAP.asp

Department of State Development

www.dsd.wa.gov.au

MRA

www.mra.wa.gov.au

Committee for Perth

www.committeeforperth.com.au

