



Australian
18-Aug-2011
Page: 30
Property
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Market: Australia
Circulation: 128985
Type: Australian National
Size: 74.22 sq.cms
Frequency: MTWTF

New road boosts retail project

DEVELOPER Cedar Woods says improved government infrastructure at its \$1.5 billion Williams Landing development will boost the marketing campaign for 30,000sq m of retail area at the new suburb's shopping centre.

Victorian state manager Nathan Blackburn said the campaign to attract tenants would start in a "matter of weeks" after the redesign of the site's road and rail access. Abigroup has been awarded the tender for the \$110 million upgrade.

"The improved road access and the super station . . . will really differentiate Williams Landing's retail offering from others in the area," Mr Blackburn said. There will be 50 retail sites available at the site.

The development is 19km west

of the Melbourne CBD off the Princes Freeway.

Cedar Woods has already signed Woolworths as anchor tenant on a 20-year lease. It is taking 25,400sq m with a supermarket and Big W planned. A Masters store will take up the bulky goods site.

The shopping centre will form part of the 50ha town centre which will include high-density residential and office towers. Mr Blackburn said Cedar Woods would sign a landmark commercial tenant soon.

The Williams Landing development will also include 2500 houses, of which 850 have been sold and another 550 lots have been settled.

Cedar Woods picked up the land for less than \$10m in 1998.

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