

## Transport-oriented developments favoured by WA first homebuyers

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Easy access to public transport is among a long list of benefits attracting first home buyers to apartment living, according to WA Apartment Advocacy (WAAA).

WAAA research shows buyers – particularly those entering the market for the first time – are moving away from home and land packages in outlying suburbs and gravitating instead towards apartment projects.

WAAA Director Samantha Reece said proximity to transport nodes was a significant factor attracting people to apartment living. Ms Reece identified Cockburn Central as Perth's first truly transport-oriented development and said strong sales volumes reflected the area's appeal to first homebuyers.

"Cockburn Central was deliberately planned to maximise the amount of residential, retail and leisure space within walking distance of the train line," Ms Reece said.

"This makes it the first true example of a transport-oriented development in Perth and is why it appeals to a range of buyers, particularly a younger demographic.

"Our research shows that those who own apartments do so because they offer ease of life. Being able to walk to your local grocers or a restaurant is one of the great aspects of apartment living."

According to the Transport Oriented Development Institute, the benefits of living close to public transport extend beyond just convenience and include reducing vehicle dependency, promoting active lifestyles and allowing faster commute times.

Ms Reece said apartment prices also saw an uplift within transport-oriented developments.

"The numbers show that in general, train stations do improve the value of surrounding areas because of their implied worth," she said.

"Hence it also plays a major part in property values at the point of resale, as well as benefitting investors."

Frasers Property Australia has been an integral developer in the delivery of 6 apartment buildings in Cockburn Central, comprising of almost 500 apartments in the last decade.

Stuart Gardiner, General Manager – Residential WA from Frasers Property Australia said apartment living offered a certain lifestyle that was particularly favourable to first home buyers.

"More and more young people entering the market are seeking a low-maintenance lifestyle over a large block that's often a long way from their family and friends," Mr Gardiner said.

"Apartments are a great option because they offer a lock and leave lifestyle that encourages people to be more social and is close to the things that matter to them.

"Our Cockburn Living development is a great example of what to look out for when choosing an apartment project. Aside from having public transport on your doorstep, it's also close to Murdoch University, Fiona Stanley Hospital, has excellent restaurants, nightlife and retail options, and is easily accessible."

Close to Cockburn Central Station, adjacent to the award-winning Cockburn Gateway Shopping City and the state-of-the-art Cockburn Aquatic and Recreation Centre, Cockburn Living is at the heart of a thriving urban community.

For more information about available apartments visit [cockburnliving.com.au](http://cockburnliving.com.au) or call Louise Markovic on 0419 933 849.

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