

Accelerated growth tipped for Melbourne's south east

Melbourne valuation and property advisory company Market Line has identified an area bounded by Mordialloc, Frankston, Cranbourne and Dandenong as the region with the greatest potential for commercial/industrial and residential growth in the years ahead.

"Outer regions such as Melton and Epping will no doubt experience growth too, but we expect Eastlink and the existing infrastructure to drive development in the south-eastern corridor that will outstrip the other areas," Market Line General Manager Specialised Services Division Mark Holland said.

Mark Holland says the south-eastern corridor's combination of commercial/industrial and residential sub-divisions complement each other. "Companies can move into the area knowing they have a ready-made workforce on their doorstep while it will be attractive for people to buy homes there because of the employment opportunities close to home."

Market Line's analysis of the situation in Melbourne's outer regions leads the company to believe the south-eastern corridor has an edge over other areas for a number reasons; housing development, the prospect of work nearby and better roads and transport facilities.

"The increasing price of petrol is no doubt going to influence where people live to a significant extent in the future as families opt for only one car. This means areas such as the south-east corridor that offer employment close to home will become more and more desirable to live in."

With Melbourne's population increasing by almost 80,000 annually, much of the demand for homes is expected to centre on the more affordable outer areas which offer greater employment opportunities and better infrastructure development.

"Of course there will always be a demand for inner suburban property but not everyone can afford the high price tag in these areas, consequently many buyers will turn their attention to the more distant suburbs," Mark Holland added.

House prices in Hampton Park, Hallam, Seaford, Lyndhurst, Carrum Downs and Lyndbrook have escalated dramatically in recent years, indicating people are prepared to live in suburbs located well away from the CBD if they offer work, accessibility and facilities.

Mark Holland believes that EastLink will also make it much easier for residents of the more established suburbs such as Doncaster, Mitcham and Glen Waverley to travel to the newer commercial estate in the south-eastern corridor to pursue employment opportunities, further boosting the area's appeal to commercial enterprises.

"We acknowledge the south-eastern region is likely to face increasing service infrastructure pressures nevertheless we expect supply and demand to take over and drive property values considerably higher in this region than other outer areas over the next 10 years."