



Keperra Quarter

Boutique retail and dining precinct

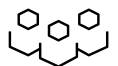
The project

Keperra Quarter is a 1700 sq.m greenfield site in suburban Brisbane. Located on an old quarry, on an arterial road and surrounded by suburban shopping centres it is a ripe opportunity to reinvent the heart of a suburb.

The client had a vision of bringing an elevated, design-driven outcome to the community through the build of a boutique, village-like dining and retail community precinct. However, lack of knowledge on the specific groups in the community and their detailed needs prevented the team from achieving the tailored, superior offer they were looking to build.

Opportunities

The developer engaged us to understand the opportunities for the project from a community perspective. Understanding and engaging with the community before and during the design and tenant recruitment process ensured the project would truly meet community needs and achieve better commercial outcomes.





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Approach

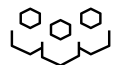
We conducted a detailed analysis of the people in the community, including in-home qualitative research with end users, mapping their journeys, needs and habits.

We mapped, visited and analysed 180 competitor retailers in the trading area and designed a unique retail mix strategy that complements and improves upon existing retail around the clock, 7 days a week. We also developed a community needs analysis report to support the DA process.

The resulting strategy creates an intergenerational village centre that reinvents the suburban shopping mile into a community hub.

Outcomes

- Strengthened DA-application, leading with a community-focused planning strategy
- Smoother design process through co-design with the consultant team
- Faster tenant recruitment due to clear tenant mix strategy
- \$ saved on construction & fit-out due to clear retail mix mapping

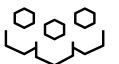


Client references

We know what we offer is new and unique to the market

We'd love to share more details with you about other projects we've supported and the outcomes we've achieved.

We're also happy to put you in touch with our clients if you're interested in learning more about us. They are spreading the word and can share their experience in working with us.



Get in touch

For a confidential conversation about your project you
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