

# Jurien Bay in line for big growth spurt

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The sleepy coastal town of Jurien Bay is preparing for a population boom, with the developers behind several major tourist and residential projects ready to pounce on the Turquoise Coast region once the long-awaited final stretch of the Indian Ocean Drive gets under way.

The WA Government has committed to start the final 60km stretch of the coastal highway between Lancelin and Cervantes late next year.

An economic impact study on the highway tipped the project would help double the region's population to more than 20,000 by 2016, with developers, residents and tourists alike keen to get a slice of the coastal lifestyle that few can now afford in the State's South-West.

The road has been tipped to cut travel time between Perth and Jurien Bay by half an hour.

One of the first major tourist projects for the town is the proposed Jurien Bay Beach Resort, set to be developed on a 4ha site with 200m of beachfront.

Subject to council approval, it will comprise 120 dwellings and include house-and-land packages, bungalows and apartments, plus a pool and tennis court.

Nick Di Lello, general manager of

the resort's developer, Taggart Developments, said Taggart had chosen to proceed with the project despite the road not going through yet.

But he was aware of about 15 tourist projects which were likely to go before the Dandaragan Shire Council once the final stretch of the highway looked like being completed.

Shire chief executive Clinton Strugnell said the highway would have a massive impact on Jurien Bay and other coastal towns, including Leeman, Green Head and Lancelin.

Community members were keen to see the road go through but were wary about guarantees from the Government, given the project had been delayed before.

One of the biggest landholders in the region is the Ardross Group, which is developing a 9000-lot 2000ha subdivision near Jurien Bay.

Ardross general manager David Lantzke said the incomplete highway was not hurting demand for land in the project, with the 226 lots at the subdivision under development all sold.

Many speculators were buying land in the region ahead of the predicted population surge.

He described the growth the coastal region was about to see as a "once in a generation" boom.