

Development potential of a service sector business park in Rambouillet

Carried out on behalf of the Rambouillet Town Council

Object:

Rambouillet Town Council wishes to find out the feasibility of a project to create a service sector business park on wasteland close to the station in the La Louvière district.

The project has become increasingly attractive in recent years as a result of a combination of several trends. First of all, the office market in Ile-de-France took off rapidly again between 1998 and 2000 as a consequence of sustained economic growth and the economy's ongoing shift towards the service sector. This has induced companies to consider new types of premises, and short supply in the inner western suburbs has led to considerable price increases. The outer southwestern suburbs soon arose as the obvious alternative, with Vélizy and Saint-Quentin-en-Yvelines acting as the driving forces behind the move.

To what extent and under what conditions does this affect Rambouillet?

Method:

We researched and tested potential clients for such a project, using direct surveys of company directors, some of which enabled us to pinpoint future prospective buyers. This approach also allowed us to explore a number of different targets amongst local businesses and sectors that might be interested in what the site has to offer.

Having analysed the feasibility and planning of the project, we then looked in greater detail at the current and foreseeable condition of the business property market of which it will be a part.

Results:

The study showed the potential demand for service sector premises in Rambouillet and also highlighted the conditions under which the project could be integrated into the site under study.

