

ACTUS LEND LEASE

Camp Lejeune and Cherry Point, North Carolina

RCLCO was retained by Actus Lend Lease (a developer in charge of privatizing military housing) to continue its efforts to create a long-range vision and development plan for military housing located on Camp Lejeune and Cherry Point in North Carolina. The main goal was to better understand the community needs and preferences of military personnel.

RCLCO led an effort to understand housing opportunities using traditional market study approach that incorporated both supply and demand analysis as well as both survey and focus group research. RCLCO's key objectives were as follows:

- Determine the supportable number of homes, at end state, at Camp Lejeune and Cherry Point;
- Determine the appropriate mix of product in terms of target market (pay grade), unit types, unit sizes, and level of interior finish at Camp Lejeune and Cherry Point; and
- Determine the appropriate interior features and finishes in order to be competitive with the private sector housing near Camp Lejeune.

From this, RCLCO was able to help the client understand the number of homes as well as the types of homes that would be most supportable in these areas as well as key opportunities and strategies that would make on-base housing more appealing to military personnel and their families.

With RCLCO input, they have gone on to revise their product program and development strategy. Since these efforts, Actus Lend Lease has engaged RCLCO in understanding similar issues at other bases around the U.S.

