Central Park, Greenlane

Greenlane, Auckland

Services

Digital

Sector

Commercial property

Brief

Help Oyster Property Group streamline the leasing process at Greenlane's Central Park — and support them in taking advantage of the plethora of benefits 3D scanning has to offer.

3D scanning technology a game changer for Oyster

Commercial property and fund manager Oyster Property Group manages a range of retail, office, and industrial assets throughout New Zealand, with a combined value in excess of NZ$2 billion. Through its impressive network of buildings and property, Oyster leases space to retail and commercial entities — a fast-moving process in which speed and accuracy are of the essence.

Oyster typically has a small window of opportunity between one tenant exiting and another taking over — a window that's sometimes taxed by traditional methods of measuring up a new space, which can include literal measuring tape and lead to inaccuracies. But recently, Oyster implemented our 3D scanning service within its expansive Central Park property — a Greenlane business park with ground-floor hospitality provision — to quickly and accurately measure specific premises, confirm and maximise lettable areas, and capture the condition assessment of spaces being handed over to tenants.

This revolutionary technology enables Context's digital experts to quickly scan a given space — a retail floorplate, for instance — and to create a hyper-accurate (up to 2mm), detail-rich 3D asset of that space, incorporating Building Owners and Managers Association (BOMA) standards. Scanning cuts down on traditional measure-up times by 75% and provides Oyster with a valuable digital model illustrating the exact dimensions of the area it's leasing. This in turn enables them to easily communicate with stakeholders and to understand precisely what a tenant should pay per square metre.

Effectively, the accuracy of 3D scanning has allowed Oyster to ensure the lettable area is maximised to achieve greater commercial outcomes within their business.