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ORIGINAL

\$260 million development launched

A new \$260 million beachfront residential community has been officially launched in Mackay with buyers already moving fast to secure a slice of the prime beachfront property on offer.

The Beach Mackay is a full integrated development on 4.6ha at Far Beach, East Mackay, comprising 34 exclusive beach houses, seven apartment buildings, a conference centre, health club and beauty facilities and a boutique retail and dining precinct.

The absolute beachfront resort style development will come to life in a secluded tropical setting of landscaped gardens, water features and swimming pools, less than five minutes drive from the Mackay airport and CBD.

The launch of the \$70 million Stage One of the \$260 million development, scheduled to start construction in November, incorporates the beach house component as well as the first apartment building, Sands at The Beach, housing 25 resort apartments.

The Beach Mackay's development consultant John Archer said there had already been strong buyer interest in the project, with \$20 million worth of property sold prior to the official launch.

"The project has already attracted strong local buying interest, particular from the local business community and surrounding coal mining areas where it is seen as a sought after lifestyle and investment opportunity," he said.

Mr Archer said the launch of The Beach Mackay reflected the continued maturing of Mackay into one of Queensland's most prosperous and popular regional cities.

"A major factor in the city's growth has been the coal mining boom in the surrounding Bowen Basin. Workers in these mines have average salaries

among the highest in Australia and the majority of them base themselves and their families in Mackay.

"Mackay's positioning as the gateway to the Great Barrier Reef is also fuelling its strongly performing tourism industry, with airport passengers up 29 per cent to 620,000 last year and the new Mackay marina hosting cruise ships and luxury private craft."

The developments is designed by Christian Skou, director of architectural firm Crone Nation Skou, who is also responsible for the Ivana (Trump) Great Barrier Reef Resort at Airlie Beach, with the interior design by Roberstons Interior Design, which is responsible for the interior design of many of Australia's landmark hotels and resorts.

The project also boasts one of Queensland's leading landscape architects Jennifer Neal of the C & B Group.

The Beach Mackay's 34 exclusive beach houses come in 12 individual and contemporary designs.

The beach houses range in price from \$850,000 to \$1.9 million and feature their own private gardens and beach access.

The first release of 19 apartments, three sub-penthouses and three penthouses boast panoramic ocean, island and hinterland views. The apartments have three bedrooms, two bathrooms and a powder room, while the sub-penthouses have four bedrooms, three bathrooms and a powder room and the indulgent luxury penthouses flows over two spacious levels.

The Beach Mackay's first release of apartments range from \$858,000 to \$1.935 million.

The Beach Mackay is being developed by development group Pacific Coast Developments and Noonbreeze Pty Ltd



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An artist's impression of the planned \$260 million residential apartments development at Far Beach.