

DEVELOPMENT NEWS

Kirra gets project lift

THE SOUTHERN Gold Coast is set to come alive again following completion of the first new high-rise apartment project on the Kirra beachfront in more than five years.

Pikos Group has wrapped up construction of its \$35 million Pure Kirra building on a blue-chip site in the burgeoning coastal suburb.

The group has carved a niche in the Gold Coast's southern precinct during the past decade, having also delivered the Kirra Wave and Kirra Pearl projects.

The last project to be delivered on Kirra's beach strip was Niecon's Nirvana by the Sea in 2009, leaving pent up demand and driving swift off-the-plan sales for Pure, according to marketing agent Chris Litfin.

Mr Litfin, of CBRE Gold Coast, said more than 50 per cent of the 12-level tower's 33 units had sold off the plan, leaving 14 apartments and three penthouses available.

He said he expected sales to quicken now that prospective buyers could experience the finished product.

"Often with a project of this calibre and in a location such as



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this, buyers will wait to see the finished product and the views first hand.

"But it has been some time since a project of this nature has been delivered in Kirra and this has driven sales to date.

"The response has exceeded our expectations with many of the apartments already accounted for."

Mr Litfin said Kirra's established cafes, restaurants, bars and retail outlets made the coastal suburb the "jewel of the southern Gold Coast".

"Kirra is well-established but will continue to grow as projects like the Kirra Beach Hotel redevelopment come to fruition," he said.

"Buyers at Pure Kirra are in

the box seat to reap the lifestyle and financial rewards of the precinct's evolution."

Mr Litfin said the remaining offering represented some of a handful of new beachfront apartments on the southern Gold Coast for less than \$1 million, with remaining apartments priced from \$745,000.