

Pure Kirra targets lifestyle offerings

THE Pikos Group has put into play the commercial component of its \$35 million Pure Kirra at Kirra.

The precinct comprises nine street-level tenancies offering views of the Kirra surfing break.

Jared Hodge, principal of Ray White Gold Coast South Network, is leasing the spaces on behalf of Pikos Group, linked to Pedro and Michael Pikos, which delivered the Kirra Wave building.

Mr Hodge said the developer envisages cafes, restaurants and boutiques along with service businesses such as health and beauty spa and hair salon.

He said the tenancies enable business operators to tap opportunities at Kirra whose "beachfront strip is developing into a thriving urban hub".

"Several restaurants and bars have popped up in past 12 months and they are increasingly finding traction with a trendy crowd," he said.

"Kirra is one of few Gold Coast suburbs where the retail strip faces the ocean, so people can have a coffee or meal facing the beach."

Mr Hodge said Pure Kirra's commercial precinct will draw patronage from the tower's



Jared Hodge at Pure Kirra, one of many projects revitalising Kirra.

residents, and those of apartment buildings Nirvana and Elysee as well as elsewhere.

"A discerning and demanding clientele is gravitating to Kirra due to the high-quality buildings that are transforming the area.

"Pure Kirra is a step in Kirra's evolution as a chic dining and shopping destination."

Mr Hodge said the area's stocks would be further raised with redevelopment of the Kirra Beach Hotel, a project now in the planning phase.

Pure Kirra's commercial precinct fronts Musgrave St.

Tenancies range from 44sq m to 94sq m, and leasing rates start at \$625/sq m.

All Pure Kirra's dining tenancies enjoy a north-facing beachfront location with designated outdoor dining space.

Pure Kirra's commercial precinct sits below 33 apartments and is serviced by on-grade parking and extensive nearby on-street parking.

Mr Hodge said the southern Gold Coast's commercial and retail offering was undergoing significant transformation.

"A major boost is the \$60 million makeover of Showcase on the Beach, at Coolangatta, which has been rebranded The Strand," he said.

"There is a real upsurge in interest in the southern part of the Gold Coast."