

‘Vibrant urban village’ marks dawn of new era

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CONSTRUCTION has started on the highly anticipated Sunshine Cove Precinct in Maroochydore. After six years in the making, plans for a multi-communal residential and business complex have come to fruition.

One side of Maroochy Blvd is already home to Garry Crick Prestige. Nextdoor, Lexus is being constructed, with Mazda and a Harvey Norman Supercentre also scheduled to be neighbours.

But it's the other side of Maroochy Blvd where locals have started to see soil turned in a frenzy of activity.

First cab off the rank is Reed Property Group's Emporio, a multi-tower development that will blend apartment living, office space and restaurants and cafes.

"It is the first of its kind on the Coast where it's been started from scratch," Emporio Sales Manager Nick Criss said.

More than 80 per cent of stage one has sold, with the remaining two expected to be completed within three to five years.

Nick said residents could expect to see a vibrant urban village.

"It's based around that convenient lifestyle where you've got everything at your fingertips. It does create an amenity for locals and holiday-makers. We'll have



SHAPING UP: Nick Criss with a scaled model of the Emporio development. RIGHT: Cr Debbie Blumel and Chardan general manager Evan Dickson.

boutique shops and retail opportunities. It's very similar to James St in New Farm and James St markets. A similar development called Emporium down there has been a huge success."

Division Eight Councillor Debbie Blumel said the complex would be modern but still retain a Coastal feel.

"It's a Coastal variation in a much smaller region," she said.

Nick said two key demographics had already

snapped up the units – investors and empty-nesters.

"Most of the investors are locals which is a really good sign," he said.

New-look two-storey and terrace houses will neighbour Emporio in Chardan Development's Sunshine Cove residential complex.

More than 70 lots have sold of the first stage, with land sizes as little as 200m sq.

"People want smaller land and less maintenance. This



will be the start of the renaissance of Maroochydore," Chardan General Manager Evan Dickson said.

Seven hundred lots are due to be developed over the next five to seven years.

Living Choice also has plans to start construction of

a retirement village within a year.

Cr Blumel said Maroochy Blvd would be able to cope with the thousands of residents expected to influx the area in coming years.

"It was built well ahead of its time," she said.