



ALLEGRA

469 The Esplanade
Hervey Bay, Queensland, Australia

OVERVIEW: 49 Apartments, 1 Restaurant

PROJECT VALUE: \$40M

ROLE: Developer, Development & Project Manager, Sales & Marketing, Builder, Superintendent, FF&E

DESCRIPTION

Baracon developed 49 beach front apartments with luxury finishes throughout, promoting both comfort and contemporary indulgence in the heart of Hervey Bay.

Recreational facilities including a heated pool, gymnasium, a sauna, and a restaurant with an outdoor landscaped area made up part of the Allegra development and complemented the resort style living.

The project had an end value of \$40 million, staff were relocated from Melbourne to Queensland to oversee critical aspects of delivery and ensure a standard of finish was achieved equal to larger southern state projects.

Baracon's role covered all aspects of project delivery, from site acquisition to design consultant engagement, planning and authority approval, sales and marketing, design development, construction, handover and settlement.

Half way through the process Accor came on board and the team successfully incorporated their requirements into the development.

The project was particularly difficult to build located on beach frontage but was finished on time and budget.

The market for a higher end product was identified by the group after working with local Mark Buskey. A building of this standard had not been built in the township for many years and its format provided inspiration to others who followed.