



# WATERFRONT

432 The Esplanade  
Hervey Bay, Queensland, Australia

**OVERVIEW:** 131 Apartments, 10 Retail

**PROJECT VALUE:** \$80M

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

## DESCRIPTION

Overlooking the picturesque Hervey Bay and centrally located along the Esplanade, the Waterfront development provides a mix of retail, restaurants, hotel suites and private apartments.

Waterfront includes 95 suites over 5 levels, 36 privately owned apartments over another 3 level. The development also has 8 retail tenancies, 2 restaurants, gym, swimming pool and basement car parking.

The exceptional design of Waterfront has admirable finishes both internally and externally. Baracon's careful planning of the retail and commercial development ensured it will complement the surrounding area and Waterfront will become the number one sought after address in Hervey Bay. Baracon's development group acquired the prized corner site after the successful completion of Allegra project on the same main road.

With a construction team already relocated to Hervey Bay the design team including architects IMA worked quickly with the local authorities to get this landmark development approved. Considerable time was spent incorporating a tropical feel into the design, with clever use of timber and stone with the large landscape area.

Retail tenancies on the ground floor mimicked those that had occupied the corner for many years. Part of the challenge was gaining access to do the development by negotiating out of a number of long-term leases. Unfortunately just after construction commenced the GFC hit and funder Capital Finance collapsed, the site was mothballed and sold off to consolidate group debt.