



Waterfront Hervey Bay

Waterfront Hervey Bay is a coastal mixed-use development at Hervey Bay in Queensland, on the Esplanade where the town's waterfront faces the bay and Fraser Island across the water. The building holds 131 apartments and ten retail tenancies. It is a coastal mixed-use development, with the apartments above a street-level retail base and the residential amenity — pool, gym and landscaped terrace — facing the bay. The governing constraint is the coastal frontage. Hervey Bay's design conditions bring salt, wind-driven rain and a cyclone-rated structure, and a 131-apartment building on the Esplanade has to hold its balconies, glazing and shading within them while the retail tenancies trade at street level. The retail tenancies were handed over before the apartments, so the Esplanade frontage could trade while the residential floors were completed.

Baracon's role was sales and marketing, builder and project superintendent. The appointment covered the campaign and pricing for 131 apartments, the construction contract and the certification of the same works. Waterfront Hervey Bay was completed in 2016 at \$80 million. It is the largest project in Baracon's Hervey Bay work, and it sits with Allegra and the Allegra display suite in the same coastal market.

PROJECT LOCATION

Hervey Bay, QLD

PROJECT YEAR

2016

STATUS

Completed

BARACON'S ROLE

Sales & Marketing, Builder
and Project Superintendent