



## ALLEGRA DISPLAY SUITE

432 The Esplanade  
Hervey Bay, Queensland, Australia

**OVERVIEW:** Display & Marketing Suite

**PROJECT VALUE:** \$1M

**ROLE:** Project Manager, Builder

### DESCRIPTION

The development arm went all out to impress the residents of Hervey Bay when it contracted Baracon Construction to build the sales and marketing suite.

A stand-alone building in the Esplanade Street frontage, the display suite contained, a lounge area, model display area, 2 sign up rooms and featured walls for marketing material. In addition a kitchenette was installed with bathroom facilities.

Due to the proximity to the beach and views to Fraser Island an observation tower was built out of scaffold with its observation levels matching those in the future building.

The architecture of the display mimicked that of the final building with its 'Queenslander' look roof with featured eaves lining and brick rock feature internal walls.

The strategy of pitching the product to the high end Sydney/Melbourne market who often flew into Hervey Bay for holidays worked with 90% of the project sold off the plan before construction commencement.

In addition to the display, (that was located to stay for most of the project duration, it was later knocked down for the future pool and restaurant area), the whole Esplanade frontage was fully landscaped with featured graphic hoarding and tall palm trees, it was certainly the most elaborated display suite Hervey Bay had seen.