

MEDIA RELEASE

Developer tempts buyers with unique recreational extras

Frasers Property leads the way with superior leisure offering across Queensland

Brisbane – 28 November 2016 – Developers are increasingly thinking outside the residential box for unique and creative recreational facilities to sweeten the lifestyle offering for buyers.

From heritage-listed gardens and recreation clubs to fitness programs and free kayak hire, Frasers Property Australia is leading the charge with the delivery of a diverse range of leisure options across its Queensland communities.

Cameron Leggatt, General Manager Residential Queensland for Frasers Property Australia, said buyers are looking for projects that had engaging and unique recreational options.

Mr Leggatt said developers have to extend their creativity beyond the residential product and consider the long-term lifestyle aspirations of their future residents.

“As a developer you need to think about what will leave a legacy for the community rather than just what looks good in a brochure,” he said.

“You have to consider what will bring the community together, engage them with the development in which they live, and ultimately improve their lifestyles.

“The past few years in Brisbane have been all about rooftop pools and bars; whilst this is still resonating with buyers, it has become almost commonplace and buyers are looking to a richer recreation experience.”

The rarest jewel in Frasers Property’s recreational crown in Brisbane is the private 3,000 sqm heritage-listed gardens fronting the Brisbane River at its spectacular Yungaba development at Kangaroo Point.

Mr Leggatt said the preservation and retention of Yungaba’s historic gardens had delivered an exclusive point of difference for the community.

“They are part of the original Yungaba House and – just as we are doing with the house – have been retained, restored and beautified for the benefit of residents,” he said.

“Significant planning went into retaining certain heritage-listed trees and maintaining the original design intent of the gardens.

“There was also an indigenous consultation element for the landscaping of the gardens.”

Mr Leggatt said in rejuvenating Yungaba’s gardens, Frasers Property worked with the Queensland Heritage Council to deliver this significant heritage garden restoration.

“The process involved retaining a substantial number of significant trees and heritage features, including a prominent hoop pine thought to date back to the 1890s,” he said.

“What we have now is a very special and unique space for the enjoyment of Yungaba residents which pays homage to the site’s rich history.”

Emma Durham moved into Frasers Property’s Linc building at Yungaba recently with her six year old mini schnauzer, Zara.

The Brisbane local said Kangaroo Point’s peninsula is one of Brisbane’s most tightly held suburbs because of the work, life and play balance it offers its residents.

“With the CBD so close and being surrounded by the river, cafes, parks and dog friendly walking tracks, I wouldn’t want to live anywhere else,” she said.

“Having been a tenant in the neighbouring building, Promontory, also built by Frasers Property, I knew I would be here for the long term so when apartments in Linc were for sale, I didn’t hesitate and jumped on board right away.”

She said the number of facilities at your doorstep was a major drawcard.

“Living at Linc, you don’t feel like you’re in the heart of the city because there’s so much greenery and community atmosphere,” she said.

“Yungaba’s large heritage-listed gardens provide residents with accessible green space and a place to relax amongst nature. It’s easy to forget that the city is just a stone’s throw away – it doesn’t get any better than that.”

Mr Leggatt said after building a project’s recreational facilities, Frasers Property went a step beyond by creating opportunities for residents to engage further.

“For instance at Riverlight, our latest release at Hamilton Reach, buyers will be able to reserve free kayaks for exclusive resident use which they can use to explore the surrounding Brisbane River,” he said.

“In addition to this, both Hamilton Reach and the Cova community at Hope Island have extensive recreational facilities and we have introduced free daily fitness classes to help residents take their health goals to the next level on their own doorstep.”

Cova residents have access to a 2.6ha marina and boardwalk promenade as well as Club Cova which overlooks the marina and has a lap pool, gymnasium facilities, kitchen and function room, and barbecues and tables.

Residents at Frasers Property and Honeycombes Property Group’s Coorparoo Square mixed-use apartment development in Coorparoo don’t have to go far for a game of tennis, with a full-size court included in the project’s expansive recreational zone.



Mr Leggatt said a tennis court was an uncommon inclusion in an inner-city apartment project and topped off a considerable leisure offering at Coorparoo Square.

For more details about Fraser Property's Queensland developments visit frasersproperty.com.au.

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