

MEDIA RELEASE

Build your dream home at The Waterfront

Strong demand expected for second land-only release this year

Sydney – 28 August 2017 – In a bid to keep up with intense demand, Frasers Property Australia and Shellharbour City Council have released a further 18 land lots in the new masterplanned community The Waterfront, Shell Cove.

The highly anticipated release is the second land-only sale this year and comes after 31 lots were snapped up by eager buyers immediately after they hit the market in July.

The 18 lots in the Oystercatcher release are located along Brigantine Drive and Curlew Avenue, Shell Cove, just 200 metres from the edge of the future marina and 400 metres to the north of the town centre.

This release is the second in this area of The Waterfront, which overlooks the established wetlands park.

The lots range in size from 331sqm to 517sqm and are priced from \$540,000 to \$785,000. With generous street frontages ranging from 11m to 17m, there's plenty of scope for buyers to adapt a variety of home designs.

As with previous land releases, the sale will take place via ballot, which will be held on September 23.

Glenn Colquhoun, Development Director – Shell Cove, Frasers Property Australia, expects there to be strong demand for the land in this release, which is located within walking distance of the future town centre and marina.

“Purchasers of these new lots will enjoy easy access to the future shops, harbourside cafes, restaurants, community centre and the world class marina that will be on offer at The Waterfront,” says Mr Colquhoun.

“We expect empty nesters and retirees who want to build a home to their own specifications to be among those keen to secure a land lot in this release. The location and size of these lots provide a perfect opportunity for people to create a home that suits them.

“From day one of this long-term project, we've experienced intense demand for land lots. By offering this option, we ensure that buyers can put their own stamp on their home while still being able to experience the lifestyle on offer at The Waterfront.”

Purchasers will benefit from a set of design guidelines carefully crafted by an experienced design team to ensure the home they choose to build will enhance the livability of the community and protect purchasers' investments by instilling visual harmony and inspiring quality streetscapes.

The Waterfront, Shell Cove is a \$600 million coastal community set in a stunning natural environment within easy reach of beautiful beaches, expansive parklands, an historic shopping village and 18-hole golf course. Shell Cove is less than 90 minutes' drive from Sydney and 20 minutes from Wollongong.

Work is well advanced on the focal point of the community – a man-made boat harbour and 270-berth floating marina that will be larger than Sydney's Darling Harbour.

Work will start soon on stage one of the town centre, which will include a retail precinct anchored by a Woolworths supermarket and a range of specialty shops. A waterfront tavern, restaurants, cafes, community centre and library will follow.

Those interested in securing their own piece of paradise should register their interest online at www.thewaterfrontshellcove.com.au, by phone on 13 38 38 or in person at the Shell Cove Sales & Information Centre.

The Shell Cove Sales & Information Centre is located at the end of Cove Boulevard, Shell Cove, and is open 7 days from 11am to 5pm.

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About Frasers Property Australia

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