

## Tauranga beachfront development named a finalist in national property awards

### 'Beaches' at Coast Papamoa Beach acclaimed

#### TAURANGA, 3 MAY 2018

The developer behind Tauranga's most exclusive beachfront precinct has been named a finalist at the prestigious Property Council New Zealand, Rider Levett Bucknall Property Industry Awards 2018.

Frasers Property, developer of Coast Papamoa Beach, is one of five finalists in the 'Natural Habitats Urban Land Developments Property Award' category. The winner will be announced at the black tie gala dinner at Auckland's Spark Arena on June 15.

The nomination is for Frasers Property's 'Beaches' precinct, which is part of the 24-hectare Coast Papamoa Beach development. Positioned on the cusp of Mount Maunganui and Papamoa at 1 Papamoa Beach Road, the site has a rich cultural and coastal significance, given its proximity to the beach.

It is the only category nominee based outside of Auckland.

The shorefront Beaches community has undergone a remarkable transformation in the last 12 months, from previously vacant beachfront land into a premium 1.4ha precinct with 23 exclusive sections.

"To be nominated as a national finalist is recognition of our vision and of the team's hard work to integrate a holistic understanding of the natural and built environment," says Frasers Property development manager Kranish Reddy.

"We have built on our success throughout the rest of the development and believe we have created something truly special and unique in the Bay of Plenty."

Each home owner within Beaches will also own a one-twenty-third share of the 1.2ha of rolling sand dunes immediately in front of the precinct as part of their title. The land directly to the north of the precinct is zoned as conservation land, which under the current Tauranga City Council City Plan cannot be developed.

Consulting engineers **Aurecon** have been involved with planning the site and adjacent Frasers Property residential and commercial areas, since the project's inception.

Together with Frasers Property, Aurecon were able to develop a unique site in a way which provides for efficient use of beachfront land sensitive to the ecological, landscape and topographical characteristics of the site.

"The Frasers Property development was the first of its kind in Papamoa to involve the detailed planning and design of a new residential community by a single developer, creating neighbourhoods with distinctive character and amenity, and offering a wide range of residential housing options," says Aurecon environment and planning principal Aaron Collier.

"Beaches is a special piece of land and one which required an appropriate planning and engineering response to achieve Frasers Property's desire to create a unique beachfront community."

Mr Collier says that, with the site effectively being the last beachfront block available for development along the Papamoa coastline, Aurecon was delighted to have the opportunity to plan and develop something for future residents which would integrate well with the surrounding dunes and ecology of conservation areas.

As part of the development, Frasers Property has restored and set aside 1.2ha of land as a conservation area.

Aurecon also developed a system of boardwalks and dune protection measures to ensure long-term sustainability of the dune system, as well as a cutting edge stormwater system. Aurecon engineer Neill Raynor developed a system to enable retention and reuse of all stormwater on site through the central reserve area.

Frasers Property also engaged New Zealand environmental planning and design agency **Boffa Miskell** to carry out the master planning and overall landscape design for the 24ha development, with Beaches and its shared reserve the showpiece precinct.

Boffa Miskell landscape architect and urban designer Morné Hugo, tasked with bringing the bold vision to life, says the precinct with its carefully planned blend of low-maintenance materials and cues to coastal awareness is a design project like no other.

The precinct's focal point features a 1400sqm central shared reserve space boasting seating areas, a modern pergola structure, stainless steel water feature, custom manufactured picnic tables and benches, grass relaxation areas, rows of Pohutukawa trees, nikau palm feature planting and sculptural outdoor showers atop a wooden boardwalk – all complementing the coastal location.

“The reserve was a fantastic opportunity to deliver a very high level of design with a unique modern coastal feel, not usually possible due to budget restrictions. Frasers Property tasked us to deliver a very high-quality public open space to compliment the overall vision they had for the Beaches precinct,” explains Mr Hugo.

Mr Hugo says he has relished the chance to be given full creative license in what is a “rare opportunity to do something truly unique”.

“To have a client willing and able to invest in a quality project and finish made this achievable. More often than not a design and concept is constantly pegged back due to budgets and funding constraints.

“Beaches is that one-off project, and we are grateful for Frasers Property to realise the need to create a shared space that matches the premium quality homes that will be developed in the precinct.

“It's all been designed to be pretty robust and low maintenance for the beach experience.”

Beaches is Frasers Property's final precinct at the Coast Papamoa Beach beachside estate and is attracting a premium level of buyer with its 23 exclusive sections – selling from \$585,000 to over \$1.7 million.

Mr Reddy says the proximity to the beach plus the intensification of property not only here in the Bay of Plenty but nationwide, means the shared space has proved to be an attractive and unique real estate option for people.

Only eight sections remain in the Beaches precinct, and soon-to-be residents include couples and families from Whanganui, Auckland and London as well as existing local residents. The rest of the 24-hectare Coast Papamoa Beach development is completely sold out.

“We take pride in having the confidence to dream big and produce a project that is unrivalled in the New Zealand landscaping space,” says Mr Reddy.

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#### **About Frasers Property Limited**

Frasers Property Limited ("Frasers Property" or the "Company"), is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Company is organised around five asset classes with assets totalling S\$28 billion as at 31 December 2017.

Fraser's Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Singapore, Australia, New Zealand, Europe, China and Southeast Asia. Its well-established hospitality business owns and / or operates serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Company is unified by its commitment to deliver enriching and memorable experiences for customers and stakeholders, leveraging knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Fraser's Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Fraser's Centrepoint Trust, Fraser's Commercial Trust, and Fraser's Logistics & Industrial Trust are focused on retail properties, office and business space properties and business parks, logistics and industrial properties respectively. Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Fraser's Property, please visit [www.frasersproperty.com](http://www.frasersproperty.com)

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