
GOLD COAST

Gold Coast development: Allure rushes luxury Burleigh 88 tower to market

Sales of a \$90 million luxury beachfront tower with a design inspired by seashells have been fast-tracked on the back of a surge in demand for Gold Coast property.

ANDREW POTTS, Gold Coast Bulletin

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SALES of a \$90 million luxury beachfront tower with a design inspired by seashells have been fast-tracked on the back of a surge in demand for Gold Coast property.

Allure Property Corporation's 17-storey 88 Burleigh project will hit the market on Friday.

With the minimum price of units starting at \$2.1 million, the 31-unit "skyhome" project on the Burleigh foreshore is squarely targeted at the lucrative "downsizer" market.

Allure has reported strong interest from interstate investors looking to buy up Gold Coast units.

Allure hopes to begin construction within seven months, depending on the strength of sales. It will feature 31 three-bedroom units.

They will be at least 200 sqm.

Scores of developers have moved to fast-track projects in recent weeks on the back of record sales and declining rental vacancies.

A surging population as a result of the COVID-19 pandemic is also putting pressure on the Gold Coast City Council and state government to address the region's growing pains.

The state government last week launched a taskforce to look at undeveloped land between the Sunshine Coast and Tweed Heads to help cater for the southeast's bulging population.

Allure purchased the 809 sqm site for \$13 million.

The tower was designed by Gold Coast firm DBI. DBI director Raith Anderson said the tower's design was based on sea shells.

"The project has elegant clean lines and glazing dialogue with the crafted sculptural spine running along the beach facade reminiscent of a turridae eroded by the sea breeze, which has been directly inspired by Burleigh's coastal DNA," he said.

The project attracted controversy in February after the Gold Coast City Council voted to protect the area's second-largest Norfolk pine which was in the process of being stripped back and removed outside the site. The rarely granted vegetation protection order meant the damaged tree, among others in the area, couldn't be removed.

However, the tree was eventually found to be too badly damaged and was subsequently removed.

FEBRUARY 8

Allure Property Corporation has filed plans with the Gold Coast City Council for a 17-storey apartment project on the corner of Second Avenue and The Esplanade at Burleigh Heads.

Construction of the tower, 88 Burleigh, is expected to begin in late 2021 if approved by the council.

'WHAT A BAD JOKE': READERS DIVIDED OVER BRAVE BURLEIGH CALL



Artist impression of 88 Burleigh , a 17-level tower in Burleigh.

HOUSE PRICES SURGE IN WAKE OF \$5B DEVELOPMENT WAVE

It will feature 27 three-bedroom units, with just two per floor, all of which will be 200 sqm or more.

The development application comes more than a week after the Gold Coast City Council voted to protect the area's second-largest Norfolk pine which was in the process of being stripped back and removed.

The rarely granted vegetation protection order means the damaged tree, among others in the area, cannot be removed.

CONTROVERSIAL DEVELOPMENT'S MIGHTY COAST PLAN



Artist impression of 88 Burleigh by Allure Property Corporation



 The tower at night.

Allure purchased the 809 sqm site for \$13 million, with the tower designed by Gold Coast firm DBI.

DBI managing director Raith Anderson said the project had been designed with the downsizer market in mind.

“Market trends at the moment favour high-end ‘sky home’ style offerings in premium locations, and this design has all the hallmarks of a classically luxurious Gold Coast address,” he said.

[WHEN WORK BEGINS ON COAST’S NEW \\$1.5B ‘MEGA SUBURB’](#)



 The outdoor shower area.

“We are aiming to attract local downsizers seeking a superior lifestyle, we also expect to draw significant interest from interstate buyers looking to take advantage of the unrivalled location on one of Australia’s most iconic beaches with everything that Burleigh Heads has to offer.

“We have designed this building as a living and breathing extension of the beautiful beachfront location.”



 The tower's gardens.


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There will be a residents’ club on the ground level with lounge, kitchen and bar facilities with views across the park to Burleigh beach.

Mr Anderson said the tower would have a “green streak”

“The base of the building showcases cascading subtropical seaside landscaped terraces and a sculpted scalloped planted awning which extends the vertical green spine from Level 17 down the northern and southern elevations,” he said.



 A development application was filed last week.