

Growing 'hot spot'

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Apartments ready to go

By Bruce Rockemer

MISSION Beach is fast becoming an Australian property hot spot, says a developer.

Brisbane-based developer the Witt Property Group is undertaking the development of the beachfront, entire-floor apartments at One Marine Parade, Mission Beach.

Witt Property Group director Shelly Brushett said yesterday it was Mission Beach's first one-per-floor apartment development and would be completed in two weeks.

"We've had properties here for about five years, and its still all happening here despite the current economic climate," Ms Brushett said.

"There's plenty of business activity and construction.

"There's still buyers looking for luxury and quality, and that's what we'll provide."

Ms Brushett said two of the units had already been sold off the plan to south-east Queensland buyers.

She also said the sale of a \$2.7million Mission Beach property to a Brisbane couple recently showed that the demand was still there.

Ms Brushett said upon completion each \$1.8 million apartment in 1 Marine Parade would have spectacular views of nearby Dunk Island.



ABOVE: Shelly Brushett and Warren Witt of Witt Property Group at 1 Marine Parade. INSET: The building close to finished.

"One Marine Parade brings a new level of design excellence and luxury to Mission Beach," she said.

"One Marine Parade will be on par with the most prestigious apartment offerings in any of the major Australian cities.

"Mission Beach is fast becoming a property hotspot and quality absolute beachfront property is in strong demand.

"Each occupying a substantial 240sq m of internal floor space, the four-bedroom whole level apartments have

spectacular beachfront vistas, as the entire project is being built on a raised podium of 1.5m," she said.

No detail has been spared with the interior design of the apartments, all are fitted with superior finishes and luxury inclusions. The Witt Property Group is also undertaking the \$150 million Ziva Spa Resorts: Mission Beach just 500m from 1 Marine Parade.

Ms Brushett said approval had been received for a 150 room resort and 36 beachfront residences on the same high

quality fitout and finish as 1 Marine Parade.

"We're confident in the future of Mission Beach," Ms Brushett said.

"There's always lots of people here."

The construction is another vote of confidence in the seaside township and follows the announcement in February that TV show *Sea Patrol's* senior executives had bought an apartment in the \$6 million Mission@Mission luxury unit project. Developer James Mort of MiCorp said all six apartments in stage 1 had sold off the plan.

Councillor pleased with developments

IT was pleasing to see developments sensitive to the needs of the Mission Beach area, Councillor Jennifer Downs said.

The Cassowary Coast Regional Councillor, who lives at Wongaling Beach, said she had campaigned on a platform of sustained development and saw this as the only way forward for Mission Beach.

"It's good to see good quality development," she said.

"I'm always concerned about development. I want to see sustained development that fits the region.

"Everything we do must fit the environment."

Cr Downs said people were drawn to settle in the area because of the

environment and development of the area had to be well managed.

"We're poised on a knife edge of getting it right or wrong," she said.

"If we get it right, then it'll be great.

"But if we get it wrong, well, we don't want to become another Port Douglas."

Cr Downs also said it was a reality that people needed jobs and the council could not refuse development if it ticked all the right boxes. The unique character of the area could be retained by using building envelopes and habitat corridors to allow the cassowaries and other wildlife to roam free.

Mission Beach Business and Tourism group president John Hill welcomed controlled development for the area.

He said the construction sector was

doing it tough at the moment, especially the area's tradespeople.

What was really needed to boost the district was a bigger airport closer to Mission Beach and improved signage and promotion.

Mission Beach Community Association president Warwick Jull said his group was not opposed to development as long as it was environmentally sensitive and in keeping with the village-like ambience of Mission Beach.

"We certainly don't want any high rise like Noosa," he said.

Mr Jull, a former school teacher, said Mission Beach should remain predominantly a residential village where residents drove to Tully and Innisfail for work.