



Surfers to get a new Soul

AUSTRALIA'S epicentre of surf, sun and fun, Surfers Paradise, has always been the Gold Coast's top destination for tourists, visitors and holidaymakers.

From its beginnings as a sleepy seaside village called Elston, Surfers Paradise has evolved into a major tourism hub and the birthplace of the Gold Coast high-rise development.

Property developer Juniper Group is now looking to the future of Surfers Paradise, with its latest development the Soul tower and retail precinct.

On Cavill Mall and The Esplanade, Soul will feature up to 288 luxury beachfront apartments and a \$120 million retail precinct.

Managing director Shaun Juniper said Soul was the beginning of the next era for the Gold Coast and would develop the Surfers Paradise foreshore into a world-class tourism and retail destination rivaling Rio De Janeiro.

"Surfers Paradise is such an important

part of the Gold Coast identity and it is a little underwhelming in its current state," he said.

"The rejuvenation will far better reflect what the Gold Coast is all about.

"Cutting-edge precincts like Circle on Cavill and the Chevron Renaissance set the tone for shopping developments in Surfers Paradise."

Mr Juniper said the company would take this revitalisation to the next level with the Soul sector retail spearheading the transformation.

Due for completion in early 2010, Soul's 7600sqm contemporary retail precinct will encompass about 40 retail tenancies with a mix of fashion, accessories, lifestyle, entertainment and beauty retailers, together with family and fine-dining operators.

Stage one of the residential tower is set to follow later that year.

Soul's retail precinct will form the centrepiece of the rejuvenated 200m beach-

front and provide a pedestrian-friendly precinct that seamlessly links with a vast open public plaza with retail frontage to Cavill Mall.

"Soul differentiates from all other projects on the Gold Coast due to its premier location, scope, design and open retail precinct," said Mr Juniper.

"It's not only Soul residents who will benefit, the general public will also enjoy the Soul experience as they are welcomed into a revived, dynamic, metropolitan plaza.

"The new Surfers Paradise foreshore will exemplify urban-beach chic with Soul residential and retail as the centrepiece of the space.

"The area will be reminiscent of the beachside hubs in Barcelona, Rio and South Beach, Miami," he said.

The display centre is open daily at the corner of Cavill Mall and Surfers Paradise Boulevard.



Soul (right of centre) will change the Surfers Paradise beachfront

factFILE

Developer: Juniper

Project: Soul

Features: 288 luxury beach front apartments and a \$120 million retail precinct in the heart of Surfers Paradise

Contact: 1800 768 542 or go to www.soul.com.au