



# New Soul for Surfers

## Upmarket retail and restaurant precinct plan unveiled

by Shannon Willoughby  
business reporter

THIS is the exclusive first look at the new face of Surfers Paradise.

The concept drawing shows the upmarket retail and restaurant precinct of Juniper Group's \$850 million Soul development, which includes a beachfront 77-storey tower.

"We have had hundreds and hundreds of potential tenants write to us saying they would like to be a part of Soul's retail precinct," said David Kortlang, Juniper Group marketing manager.

The precinct, which will be open by Christmas, has been designed to 'breathe life' back into Cavill Mall.

It will feature exclusive brands and restaurants, reflecting Soul's upmarket image, said Mr Kortlang.

"It is modern and young and it is going to revitalise Surfers Paradise. Soul will not just be a tower, it will be a destination," he said.

Juniper senior development manager John Curry said the grand development was being constructed in three parts – the basement, which is currently under construction, the start of the tower and the retail section, which has sprung up over the past three months.

"Right now we're looking at about \$130 million worth of work," said Mr Curry.

He said the retail precinct would 'activate The Esplanade'.

Juniper Group is also footing the cost of some of the work done to the public space along The Esplanade in front of its site, with the remainder being carried out by council.

"Soul's retail precinct is a natural design which will send people through to The Esplanade.

"We are going to recreate beachfront dining in Surfers Paradise which has been dormant for years. It is an evolution of urban design.

"Chevron Renaissance started Surfers Paradise's urban renewal.

Circle on Cavill took it up one more level and we are going to take it up another level.

"Surfers Paradise is one of Australia's largest urban renewal projects, all being constructed by private developers."

The retail precinct, which will almost double the number of shops and restaurants along Cavill Mall, will be launched for tender next month.

The tower up to floor 40 will be ready by late 2010, with the remainder set for a 2011 opening.

Mr Curry said the structure of the building was unique, as all the

floors had ocean views.

Mr Kortlang said more than 60 per cent of the tower – to be the second tallest on the Gold Coast, just short of Q1 – had sold unconditionally.

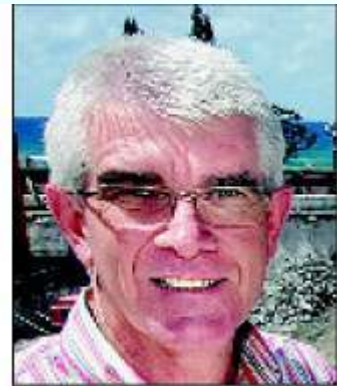
The sales team has recorded more than \$425 million.

"We have had a very solid January. There have been lots of inquiries and we have had three sales, but they have not gone unconditional yet," he said.

"There is a lot of interest around from people who are willing to spend.

"When you have a prime location, you don't need to discount.

"We are in a classic position."



David Kortlang



The view from Cavill Mall... an early concept picture of Soul's commercial precinct

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