

Upmarket retail and fresh produce precinct teed up



Sunland vision for Royal Pines

Prestigious redevelopment . . . Sahba Abedian at Royal Pines this week

by Shannon Willoughby
business reporter

SUNLAND has revealed visionary plans to build an upmarket retail and fresh produce precinct at its Royal Pines Resort marina site, modelled on the highly successful Ferry Road Markets.

The Gold Coast developer, which bought the 19ha lot for \$28 million late last year, told *The Bulletin* this week it would transform the almost-abandoned Ashmore site into a grand retail and residential development.

It said it would introduce a 'new style of architecture' into the residential precinct, including pavilion-style homes, an adaptation of the old Queenslander.

Sunland managing director Sahba Abedian said that the group would 'breathe life back into the area'.

"This is going to be the most prestigious precinct ever developed on the Royal Pines site," he said.

"It has been the same infrastructure for 20 years and it has always been owned by foreign investors.

"This is the first time a developer has owned it. With its assets and its proximity to Surfers Paradise, it is a beautiful gem."

He said the group would work on the final stages of the master plan in the next few months.

"We want a new retail environment which includes a fresh produce section," he said.

He said it would be a similar concept to the successful Ferry Road Markets.

"We want the retail to interact with the marine precinct. Part of the redevelopment will include the rehabilitation of the marina.

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Sunland's vision for Royal Pines

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"We are going to take it back to its former glory."

Mr Abedian said the Royal Pines brand would remain with the proposed development, which will have views of the Nerang River and the renowned golf course.

"Entry to the site will feature sculptural art work. It will be like an open gallery. This is something we are really looking forward to implementing," said Mr Abedian.

"The entry will be a grand space, using the marina and the fairways so people really feel like they're in a new resort environment."

Mr Abedian said the group had 'base approval' for a new entry into the resort from Ross Street, allowing entry from both east and west.

Under council entitle-

● We are going to introduce a new style of architecture ●

ments, the 19ha site can hold up to 399 housing lots.

Mr Abedian said the group would likely allow for around 200 lots.

"They will be both land and house-and-land packages," he said. "We are going to introduce a new style of architecture."

Mr Abedian said Sunland had met with Brisbane architect Elizabeth Watson Brown.

"We are going to introduce a pavilion-style home working on the notion of the old Queenslander," he said.

The Royal Pines purchase, from US funds manager

Morgan Stanley, saw the return of Sunland to the Gold Coast property scene.

Since then, it revealed it was on the hunt for further 'prime assets'.

"This (Royal Pines) is an opportunity that presented itself," said Mr Abedian.

"It will be the first of many that will come our way in the next 12 months. We just have to be patient."

The Q1 and Circle on Cavill developer said the group had particular focus on southeast Queensland and Victoria.

He said the consumer appetite had shifted in the last three months.

"The grandiose nature of developing is moving back to an area of essentials," he said.

"There is still an undersupply of residential products."

