

Business

Beachside unit boon

ERIN SMITH
erin.smith@news.com.au

TRADERS in Purple is behind several big developments around the Peninsula and two more are set to open by the end of the year.

The company purchased the site formerly occupied by the Waltzing Matilda Hotel two years ago, with the plan to transform it into waterfront apartments.

It is the same group behind The Scarborough, Waters Edge and Waves developments.

Demolition of the iconic hotel started last week.

It will be replaced with a four-storey apartment complex called Bathers Beachside.

Traders in Purple chief executive Brett Robinson said it would include 24 luxury three-bedroom units.

"The introduction of luxury owner-occupier apartments is compatible with buyer preference and will

DEVELOPMENT

What: Bathers Beachside apartment complex

Where: 109 Margate Pde

Features: 24 three-bedroom units, four storeys

Timeline: Due to be completed by November

have a positive effect on the wider community," Mr Robinson said.

"The scale, design, layout and materials proposed for Bathers ensure that it represents an appropriate addition to Margate, and is in sympathy with the natural surroundings."

Mr Robinson said the development would be finished by November.

The group's other development, the Sebel hotel, which is also on Margate Pde, is due to be finished in a couple of months.

Mr Robinson said the hotel would provide jobs, boost the economy and fuel tourism on the Peninsula.



Traders in Purple chief executive Brett Robinson at the Bathers Beachside apartments at Margate. PICTURE: ERIN SMITH



An artist's impression of Bathers Beachside at Margate.



Inside the new Bathers Beachside apartment complex.