



2 – 8 Gayundah Esplanade, Woody Point FAQ

Why is Traders In Purple lodging a new Development Application for the Woody Point site at 2-8 Gayundah Esplanade?

In the period since we first lodged the approved development application for the Woody Point site, the pandemic has led to major changes in lifestyle. The new proposal recognises those changes and provides greater diversity of housing to meet market demand with the inclusion of apartments that are attainable for a wider group of people.

Luxury coastal properties have long been sized and priced to appeal to a narrow group of buyers however our experience in recent projects such as Lasail at Newport and Marin on the Scarborough beachfront demonstrates that there is a high demand for more competitively priced two-bedroom apartments as well as large premium three bedrooms. This opens the opportunity for more local residents to downsize without leaving the locality where they have established social networks.

What is the difference between the approved plan and the proposed new plan?

The most noticeable difference is the height. The existing approval allows a building up to 15 storeys whereas we are proposing two scaled down buildings of nine and ten storeys.

Offering two separate buildings reduces the bulk and allows substantial view corridors through the site and improved light penetration to homes and the landscaped resident amenity on the ground level.

There is also increased landscaping on all edges of the development to enhance the street appeal for neighbouring residents.

How many apartments are proposed?

The 6917 sqm development site is proposed to include 175 apartments in two separate buildings with basement carparking.

A mix of spacious 2 bedroom and 3-bedroom apartments and penthouses is proposed, providing diversity of housing to appeal to a range of buyer groups.

When do you expect to launch the project?

The launch date is subject to planning approval however we hope to release this exciting new project to the market in late 2024.

What is the background to development of this site?

The site is well-known locally as the former Filmers Palace Hotel, with a decorated rock n roll history including a claim to being the venue where the BeeGees first performed. The hotel stopped operating many years ago prior to Traders In Purple purchasing the site with an approved DA in place. A modified DA was lodged by Traders In Purple, which was approved by Moreton Bay Regional Council in 2019, a decision upheld in the Land & Environment Court in 2020.



Who is Traders In Purple?

Traders In Purple is a national property and construction group with offices in Brisbane, Sydney and Tasmania. We are second generation developers on the Moreton Bay Peninsula and our previous projects and ongoing presence stand testament to our long-term commitment to the area.

On the Scarborough beachfront, completed developments include Vave and The Scarborough, with a new residential project Marin under construction. At Woody Point we recently launched sales of Orilla, a boutique luxury development on the water's edge. In Newport, we recently completed construction of Lasail, a collection of exquisite coastal apartments, some with marina berths. At Margate Beach we transformed a tired motel into the luxury Bathers Beachside and developed The Sebel Margate Beach.

With proven expertise in all facets of property development, our portfolio ranges from luxury coastal developments to major land subdivisions, hotels and mixed tenure communities blending private, social and affordable housing. Behind every project is a determination to deliver social and financial value to the community, stakeholders and partners.



Image: Artist impression view from Gayundah Esp. Indicative only and subject to change.

To be kept up-to-date on this project, please register your details via <https://tradersinpurple.com/project/gayundah-esp/>

For any further queries please contact info@tradersinpurple.com