

New Coolangatta precinct off to a bumper start

Trade reflects tower's allure

THE Gold Coast's first mixed-use beachfront retail and dining precinct, at Reflection on the Sea at Coolangatta, is off to a bumper start.

The brisk opening of trade comes as a third of the retail space already has been snapped up in the second Reflection tower, construction of which will start soon.

One of the tenants in the first Reflection tower, McDonald's, has been serving 10,000 customers each week and expects the number to climb to 15,000.

McDonald's was among seven businesses to open their doors prior to Christmas in a ground-floor boulevard at the base of the first of two Reflection apartment towers.

The tower's retail outlets look across Greenmount beach to the skyline of Surfers Paradise.

Con Nikiforides, chief executive at Niecon, developer of the Reflection towers, says the businesses in the first tower have 'traded their heads off'.

"We expected the blue-chip location to be a winner but the response has surprised even us," he said.

"Our belief that Reflection on the Sea would become the most popular new destination at the southern end of the Gold Coast is now a reality."

The Reflection retail area has 1240sqm of internal space and 480sqm of alfresco dining space.

The outlets at Reflection include a number of firsts.

The McDonald's, which includes a McCafe, has a new type of cooking facility that allows burgers to be made fresh as they are ordered, instead of being pre-prepared.

The restaurant's operator, John Davis, says early trading has been phenomenal considering the business opened in a peak period and with a 100-strong team of new staff.

He says customer numbers could

swell by another 50 per cent when the restaurant shortly gains a second entrance, this one off Griffith Street.

"We're serving about 10,000 people a week but they usually have two or three others with them," he said.

"That means between 20,000 and 30,000 people could be utilising the restaurant each week."

Reflection also has a Rip Curl surf-wear outlet, the first signature store for the 'Cooly Kid', world number three ranked surfer, Mick Fanning.

An outlet for The Coffee Club is the first for the chain on the Gold Coast to feature a new-style fitout.

The outlet, operated by Russell Bilson and Julie-Anne Lean, is the only licensed tenancy at Reflection.

Other businesses open at Reflection are Gloria Jeans Coffees, Baskin Robbins, Main Beach Bakery and Bite Fish Bar, the first restaurant in Queensland for Sydney couple Julian Pasqua and Julie Chow.

Fitout has started on the Reflection tower's three remaining shops, which all front Griffith Street.

They are Planet Beach Day Spa, a hairdresser and a tea bar.

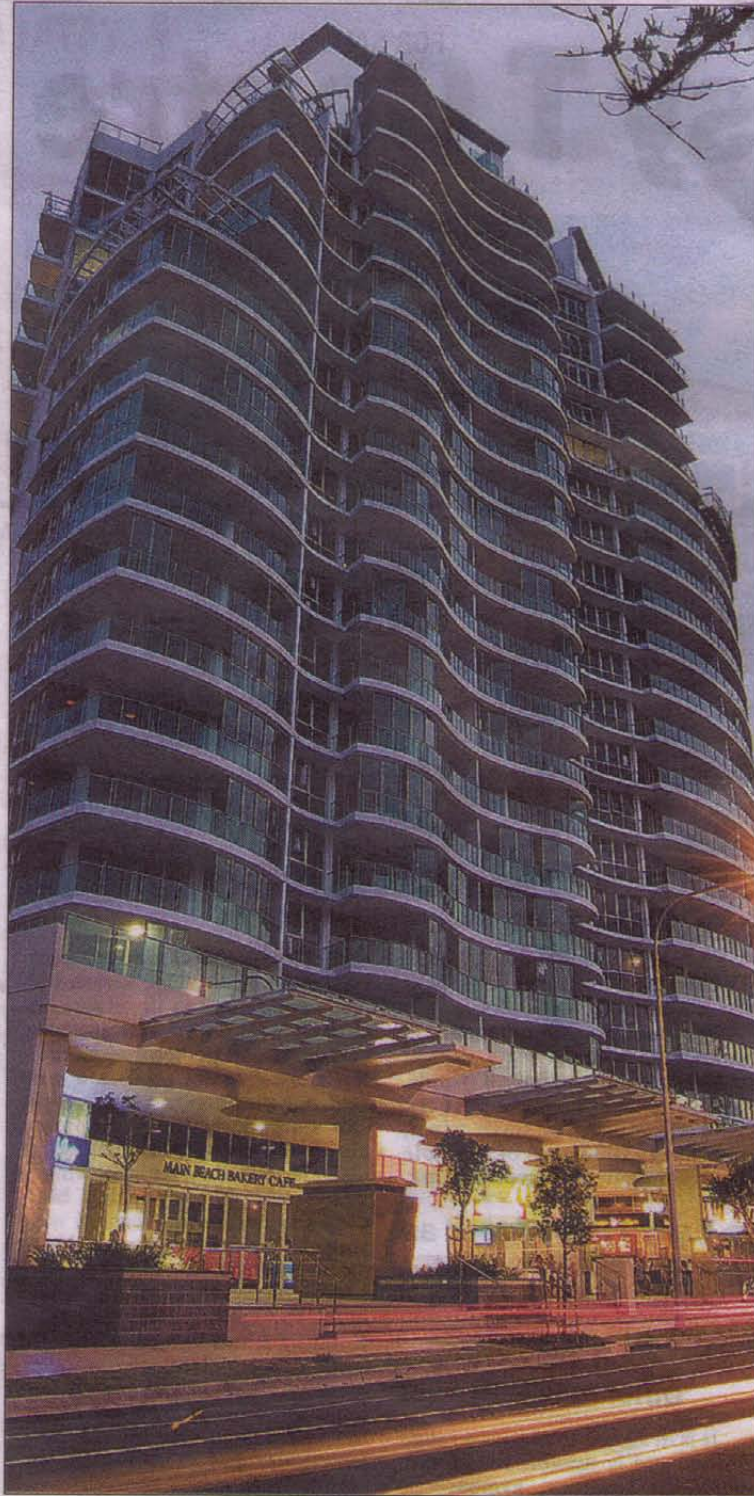
Niecon retail leasing executive John Ratcliffe says it is rare for a shopping centre to be fully leased on opening day.

"The trading success already evident bodes well for the retail space at the second Reflection tower, on which construction is about to start," he said.

"That space won't be ready until later next year but it is already one-third taken."

Niecon, which has been developing on the Gold Coast for nearly 30 years, will retain ownership of the retail space.

The company, which has just launched a \$750 million Broadbeach project, The Oracle, is poised to start construction of the second Reflection tower within weeks.



Reflection on the Sea's retail and dining precinct is 'trading its head off'