



Think big in apartment living

Apartments the size of generous homes are offering a new way of living with the bonus of extra privacy, security and elevated views

SUPER apartments – expansive apartments the size of large waterfront and beachfront homes – are set to become the next major living trend, according to an analysis by PRDnationwide.

Research by PRDnationwide shows the trend toward super apartments has spawned in the past four years with the emergence of large, spacious, luxury apartments that now offer a genuine alternative to detached living.

Super apartments are part of a new trend stemming from the traditional penthouse – but this time whole developments are devoted to penthouse or sub-penthouse-style living with the benefits of security, quality and size.

Super apartments have come a long way since developer Noel Gordon created Madison Point apartments at Main Beach Parade, developing a beachfront tower with apartments a size never been seen before on the Gold Coast in a beachfront location.

“Madison Point is a

great example because they were as big as you could get back then at 270sq m,” said Chris Litfin of PRDnationwide’s Gold Coast corporate office.

“Then Raptis’ Platinum at Surfers Paradise and Vogue on Broadbeach came along in 2000 offering 236sq m and 322sq m of apartment living respectively.

“Now, super apartments have gone another step with Bezzina Group’s Jade development under construction at Surfers Paradise and the proposed \$70 million Elysee Residences on the north-facing Kirra beach giving the super apartment concept new definition.

“Jade’s total floor size in its one-apartment-per-floor design and Elysee, for example, average 380sq m – some 100sq m larger than any apartment developments created on the Gold Coast.

“This is comparatively much larger than the average home when you take into account garage space and storage space – comparable to a 50 square home.”

Mr Litfin said that until recently apartment

towers consisted of one or two large penthouses within a project of smaller units.

“Now we are seeing developments devoted entirely to super apartments,” he said.

“We are seeing whole buildings coming onto the market devoted to this luxurious type of product.

“And these projects are so large, so well designed and in such prime locations that there is now no compromise to go from a home to a beachfront super apartment.

“In fact there are advantages from affordability to security to elevated views.

“If you buy a beachfront home on the Gold Coast now, you could pay up to \$16 million and have people walking past your front door.

“If you have a super apartment you can have the same sized or even larger home with the advantage of better views and hi-tech security for a considerably lower price.”

Mr Litfin said the lack of future beachfront sites would create a finite nature to super apartments on the beach.



An artist's impression of the spacious interior at Elysee Residences



Jade apartments have an indoor-outdoor pool