

Sleepy Kirra braces for a \$300m boom

by Geoff Chambers
Tweed bureau

KIRRA is about to ride a \$300 million development wave with several major projects set to transform the sleepy beachside suburb into a boom town.

The north-facing suburb, known for its world-class surfing break, has mostly escaped major development attention.

Projects planned for Kirra, with a combined value of more than \$300 million, include a joint-venture residential apartment development, linked to former Gold Coast councillor Peter Turner and Macquarie Bank and a \$70 million 'top end' apartment building earmarked for Haig Street.

Other redevelopment projects include the Kirra Hotel site, a multimillion-dollar residential project in Douglas Street and a range of residential and mixed-use projects valued at between \$10 million and \$40 million.

Another consortium, associated with Reward Securities, is aiming to kick-start the new era for Kirra with plans in place for a luxury beachfront apartment development.

Consortium spokesman Steve Reynoldson said Kirra was an 'eye-catcher' for developers and investors because of its undeveloped nature, quiet appeal and north-facing aspect.

"You can compare Kirra to other beaches that have had their day in the sun in recent years, such as Noosa,

Highs and lows

- Early 1970s – Big Groyne built at Kirra's southern end.
- 1975 – Little Groyne constructed near the Kirra surf club.
- 1995 – 30m taken off Big Groyne to help fight the erosion at Greenmount Beach.
- 2001 – Start of Tweed River sand bypass project.
- 2003 – Little Groyne completely buried in sand.
- 2006 – Project launched by Griffith University Coastal Management Centre to restore the beach to its former glory.

Byron Bay and more recently the Town of 1770 and Airlie Beach," said Mr Reynoldson.

"But we believe Kirra offers substantially more – the north-facing beaches and proximity to Gold Coast Airport."

Latest research shows that development activity planned at Kirra is more than double that in Coolangatta.

Southern Gold Coast Chamber of Commerce president Barry McNamara said the uniqueness of Kirra was a major attraction for development.

"Kirra is quite remarkable. It has almost been the forgotten suburb on the Gold Coast, but it's probably one of the most spectacular beachside locations of all," he said.