

REACHING FOR THE STARS

THE COURIER MAIL – CHRIS HERDE

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Noel Robinson is a true believer when it comes to the inner-city Brisbane apartment market.

But the Managing Director of The NRA Collaborative says while there remains strong demand from developers for quality designs, there has been a change in what potential buyers now expect.

“People want convenience and they want community,” Mr Robinson said. “They want high quality and to be a good location. It’s really all about superior design.”

Mr Robinson’s architectural firm has designed a two-tower apartment complex on the southern edge of Economic Development Queensland’s (EDQ) Bowen Hills precinct, which is scheduled to go to market.

The 700sq m site at 527 Gregory Tce, Fortitude Valley, currently contains the Terrace Office Park, which has two four-storey office buildings.

On the corner of Brunswick St and Gregory Tce, and opposite the former Queensland Museum, the site was purchased in 2015 by a Singaporean-based developer through Kingsford Developments for \$31 million.

Mr Robinson said EDQ has signed off on the development, to be known as The Gregory, which will consist of 641 luxury apartments in two 30-storey and 25-storey towers which celebrate Brisbane’s subtropical climate.

The towers feature a roof-top terrace, ground floor retail, transparent pool, gym and underground car parking.

Conforming to the EDQ’s superior design outcome edict, MR Robinson said the plans had to tick the right boxes in urban design solutions, sustainability, and offering enough ageing in place and affordable housing apartments.

That ensured the complex included a terracotta lower level façade that blended with the old museum across the road, pedestrian plaza, a cross-site link and public green space with the significant trees on the site saved.

Among some of the features of the buildings was a cross-ventilation system, adjustable sun shading and other green features, while up to 20 per cent of The Gregory will be ageing in place apartments and 22 will be offered as affordable housing.

Mr Robinson said the towers would be completed in stages and be strongly marketed in China.

“There are various views where the market is heading, but my firm has not seen a slowdown from developers.”

“And there is always demand for good quality urban development.”