



Beachside CBD comes of age

From humble beginnings, Maroochydore has gone from strength to strength in 150 years

suburbprofile

with Felicity Richardson



at a glance

MAROOCHYDORE

POPULATION: 13,707

Median House Price: \$459,000
Median Unit/Townhouse: \$365,000

Most expensive street: Tepequar Drive

The highest house sale for the 12 months to the end of June 2010:
\$1.43 million: Tepequar Drive, sold February 2010, four-bedroom house on a 763sq m block with water frontage.

Median weekly rent three-bedroom house:
June 2010 quarter: \$370
June 2009 quarter: \$355

Median weekly rent two-bedroom unit:
June 2010 Quarter: \$300
June 2009 Quarter: \$295

IN April 1944, a "modern home at Maroochydore West" was marketed by Day and Grimes Real Estate Company for £800 (\$1600). The house had five bedrooms, a stove, three tanks and was on two allotments that faced the river.

The price of a four-bedroom home in Maroochydore and with views of the water has come a long way since then and has risen to an average of about \$1 million. In the early 1860s, the area around Maroochydore was opened up for development.

It is around this time Brisbane sawmill owner, William Pettigrew, visited and discovered there was plentiful timber to be felled. Though he originally established a depot and wharf at Mooloolah Head (Mooloolaba), Pettigrew further constructed a landing place at Cotton Tree where Charles Chambers resided.

Timber was floated down the Maroochy River and past the current Duporth Avenue to the depot which was established in 1884.

Farming was also prominent in the area at this time where cattle grazing was preferred. In the same year, Pettigrew built the first house in Maroochydore where an employee, Hamilton Muirhead, lived.

In 1903 Pettigrew sold his land which was then subdivided with the first land sale between Picnic Point and Cornmeal Creek occurring in July 1908 marking the initial development of Maroochydore as a seaside destination. The Maroochydore we know today began to emerge in 1912 with the opening of the first hotel on the north coast (1911) and a regular boat service to Yandina.

By 1920, the population reached 70 warranting the establishment of schools, churches, business houses, a post office and a bitumen

road with regular transport service.

Today, Maroochydore is geographically and essentially the commercial hub of the Sunshine Coast.

What was once farmland and bushland is now a unique blend of shopping, first-class dining and accommodation mixed with the ambience of a relaxed beachside town.

Residents and visitors can enjoy the surfing beaches or the tranquil waters of the Maroochy River, all complemented by shady parklands, the perfect place for a picnic or Sunday barbecue. There are now childcare centres, primary and high schools, a TAFE plus the Cotton Tree Aquatic Centre offering a great water park to keep the kids entertained.

High-rise buildings have entered the skyline and the Sunshine Plaza and Big Top shopping precincts have added massively to Maroochydore's gross retail area.

Built in 1994, the Sunshine Plaza is the

largest shopping centre on the Sunshine Coast with over 220 specialty stores, supermarkets, a department store and a cinema.

Twenty-five-year-old Sabrina Wilmes knows all about the conveniences of living in Maroochydore and is all too familiar with the luxuries of having the Sunshine Plaza only five minutes from home.

"It's great that it is only a quick drive there, or a walk. The proximity makes it easy and you don't have to drive far if you want to go anywhere," Sabrina said.

Having moved from Germany with her parents and brother 13 years ago, Sabrina has settled into the relaxed coastal lifestyle easily.

Like many women, Sabrina has found her niche frequently shopping, lunching or catching up with friends or family over coffee and then a walk along the boardwalk at Mooloolaba.

Of course she has also explored the shop-

ping and culinary experiences in surrounding areas. "It's only an hours drive to Brisbane so it's convenient. If you want a change from this end of the Coast you can go to Noosa and have lunch, the hinterland is not far away also.

"The Coast has everything you need for a relaxing lifestyle, everything is close. It's great not having to drive far and you can fit a lot more in your day because you don't spend so much time travelling," Sabrina said.

Maroochydore is home to many clubs including Surf Lifesaving (the first on the Coast and established in 1916), sailing, bowls, golf and a multi-sports complex, just to name a few.

Easy access to the ocean makes the area ideal for boating, fishing and other such aquatic activities and water sports.

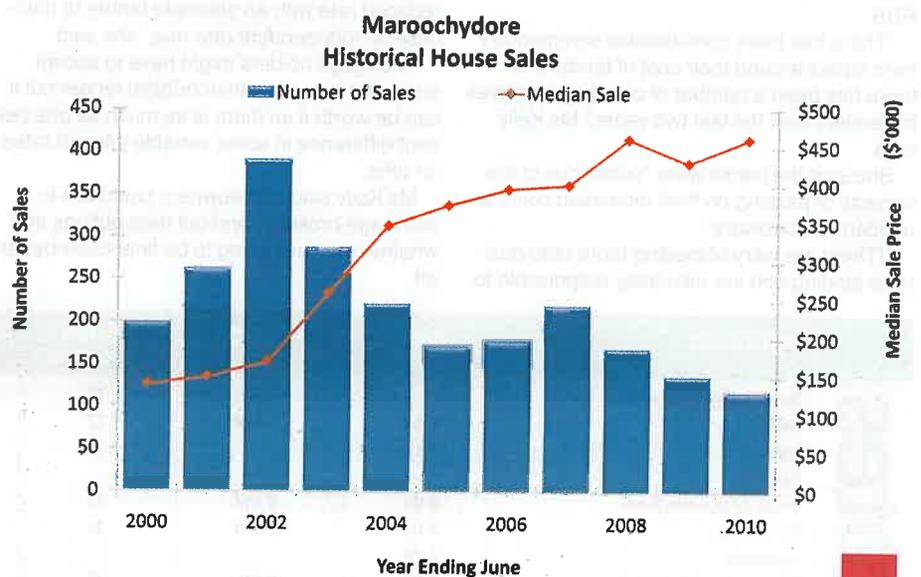
Retirement in Maroochydore is catered for with a retirement village, doctors and medical specialists and chemists all being within five minutes.

Accessible by footbridge is Chambers Island on the Maroochy River and Picnic Point also nearby, both offering popular picnic and fishing spots and a great place for water sport enthusiasts.

A must-do in Maroochydore is evening cocktails at The Boat Shed overlooking the Maroochy River in Cotton Tree or the ultimate waterfront dining experience at Platinum Riverfront Restaurant or Ebb Waterfront Dining and Cellar.

With a median of less than \$500,000, it is little wonder that Maroochydore regularly features in the top 10 for highest number of sales. While the suburb offers affordable properties, it also has its fair share of prestige properties.

Like other coastal localities in Queensland, it is the properties that have absolute water frontage or water views that obtain premium price tags.



Source: REIQ, data provided by PDS Live

REIQ



\$289,000: 18/150 DUPORTH AVENUE: A third-floor, two-bedroom apartment within a flat walk to the Sunshine Plaza, this unit is in a corner position and enjoys ocean breezes all year round. Damien Said 0411 725 624, Century 21 on Duporth

\$593,000: 2/39 KINGSFORD SMITH PARADE: Located in the heart of Cotton Tree, this three-bedroom ground floor apartment boasts space, convenience and an easy relaxed lifestyle. Rex Larkins 0408 432 959, Amber Werchon Property

AUCTION OCTOBER 16, 1PM: 102 MAROOCHY WATERS DRIVE: From every angle this four-bedroom home beckons the outdoors in and captures the essence of coastal living. Delwyn Goonan 0419 773 703, Ray White Maroochydore