

# See the view in swish coastal style

VIP property buyers have splurged millions on a modern beachfront apartment project at Scarborough with more than 80 per cent of the development selling off the plan before the public launch.

The rejuvenation of Scarborough's beachfront, including a new amphitheatre, walkways and extensive landscaping, plus plans to redevelop key sites on nearby West Coast Highway and a proposal to redevelop Rendezvous Observation City Hotel, promises new life for the neglected beachfront.

The \$200 million CeVue Brighton Beach project not only will bring new residents to the precinct but also there will be a mix of short-stay apartments, offices and restaurants to liven up the neighbourhood.

Prices on the swish apartments averaged \$2.7 million for the front three-bedroom, two-bathroom apartments and two of the penthouses sold for more than \$5 million. The apartments fronting Brighton Road ranged between \$900,000 and \$2.7 million.

The project is being developed by Cape Bouvard Investments on a 6000sqm site bounded by The Esplanade, Brighton Road and West Coast Highway.

It wasn't an easy journey for the developers with an intense community backlash over the original 13-storey Brighton on Scarborough proposal, and new coastal height policies, forcing Cape Bouvard to reduce the original plan to 78 apartments, 21 short-stay

units, four offices and two restaurants over three buildings, including the highest eight-storey building in the centre.

Cape Bouvard marketing and sales manager Greg Byrne said CeVue was the first new development on the Scarborough beachfront in 15 years.

"The realisation of this building is the starting point in the long-overdue rejuvenation of the Scarborough beachfront. The overall design of CeVue lifts the bar and will set the benchmark for development in Scarborough and, in itself, become a true iconic building on the coastline," he said.

"Located only 200m from the shore, the luxury apartments offer panoramic ocean views from Fremantle to Hillarys."

The apartments are at the luxury end of the market and will offer a high level of finish.

"The attention to detail that Cape Bouvard incorporates into each project is second to none," Mr Byrne said.

"A significant amount of time is spent on each apartment ensuring the layouts are not just the expected open plan, but also work to the advantage of their location. We have incorporated six separate lift cores, allowing extra privacy and security. In the case of the penthouses, owners will have a private lift foyer."

Mr Byrne said two quality restaurants would fill the spaces on The Esplanade, with both areas already sold to experienced restaurants operators.



The apartment buildings are only 200m from picturesque Scarborough Beach.

Development manager Brian Gray said construction began on the project in November and was due to be completed by December next year. It was being built by Probuild Constructions (Australia) which also is building the \$210 million 140 William Street, Perth development.

- A limited number of two and three-bedroom beachfront apartments remain for sale priced between \$2 million and \$4.3 million. Two and three-bedroom Brighton Road apartments are for sale from \$1.2 million. One penthouse is available with price on application.

For more information, contact Cape Bouvard Investments on 1300 202 050 or visit [www.cevue.com.au](http://www.cevue.com.au).

