

THE ART of LIVING

ISSUE 02

01 SEVENS LEGEND STOPS IN TO ADMIRE COAST // 02 COAST PAPAMOA BEACH // 03 FROM THE DIRECTOR // 04 DUNE RESTORATION UNDERWAY // 05 PROPERTY COUNCIL IMPRESSED BY BUILDING QUALITY // 06 A BIG THANK YOU TO VICKY AND THE TEAM // 07 FUTURE-PROOF BUILDING SEMINARS // 08 INTERNATIONAL PROPERTY TRENDS // 09 THE FUTURE OF TAURANGA // 10 ARCHITECTS AND THEIR TOWNHOUSE DESIGNS // 11 COAST TO HEAT UP FIELDAYS // 12 COASTAL EVENTS GUIDE

01

SEVENS LEGEND STOPS IN TO ADMIRE COAST



Coast Project Director - Stephen Short pictured with Gordon Tietjens and the team at the Coast Pavilion

Gordon Tietjens, who lives in nearby Ohope, is considered to be one of the finest coaches in the world because he knows quality when he sees it.

The legendary New Zealand sevens coach and former Bay of Plenty rugby star recently visited Coast Papamoa Beach and was so impressed with what he saw, he brought the whole team along.

They were all given a personal tour of the nine architecturally-designed concept homes which are now on display. The mixture of freestanding homes and townhouses feature an outstanding level of attention to detail – an attribute which has seen Gordon and his players excel on the rugby field.

Like many Bay of Plenty folk, Gordon has watched with interest as Coast Papamoa Beach has taken shape over the last two years.

“I was curious to see what has been achieved so far and what will be built there in future. It’s a prime spot of coastal land and I think Frasers Property has done a magnificent job.”

During his career Gordon has won 8 World titles and 3 Commonwealth Games Gold Medals. His coaching and motivation of the World Champion Sevens’ side has made him a legend in his sport.

In 1999 his efforts were recognised by being awarded the NZ Order of Merit in the New Years Honours List and in

02

Coast

PAPAMOA BEACH

The Bay of Plenty’s newest residential development has recently been launched and offers a standard of beachside living unprecedented in New Zealand.

Over the past two years the experienced international developer – Frasers Property – has weaved its magic over this prime 24.2ha site on Papamoa Beach Rd.

And the transformation is more than impressive.

Coast Papamoa Beach is a master planned development encompassing recreational amenities such as ponds, parks, bike paths and retail. A master planned development creates a fantastic community feeling, as well as offering a wide variety of quality, architecturally designed homes that fit in with the environment.

Already the development boasts nine concept houses and townhouses open for view and for sale and a stunning commercial pavilion – which will become a focal point for the surrounding neighbourhood in years to come.

Over the next 10 years hundreds of new homes will be built here in a diverse mix including single and double story freestanding homes, freestanding townhouses and luxurious beachside apartments.

www.coastpapamoabeach.co.nz

2007 he was awarded the Insignia of a Companion of the New Zealand Order of Merit for services to rugby.

Despite his international success, Gordon still calls the Western Bay home. “I’ve travelled the world and Coast Papamoa Beach is one of the best developments I’ve seen. You can’t beat the lifestyle here and living so close to the beach. It truly is a special place.”



03

FROM THE DIRECTOR

There's a lot of activity here at Coast Papamoa Beach, as we're in the process of building our next exciting range of homes. Starting from the low \$500,000s, these new houses will be architecturally-designed single level stand alone homes that will complement our existing range of nine beautiful concept houses and townhouses.

The team at Coast Papamoa Beach is proud to offer you the very best in beachside living – as well as complete peace of mind that your investment is in safe hands.

Coast Papamoa Beach is the first New Zealand development undertaken by Frasers Property – a global company world renowned for its quality, innovation and reliability. Frasers Property currently has extensive projects in Australia, Asia, England and now here in New Zealand. Its parent company is Fraser and Neave, a 150 year old global public company, with interests in property, brewing and printing. Our company is substantial and our financial foundations are sound, allowing future residents of Coast Papamoa Beach a high level of confidence and security.

As the weather gets colder, it's the perfect season for you to spend time looking at your dream home at Coast Papamoa Beach. We are open seven days a week and look forward to welcoming you soon.

- Director - Stephen Short

04

DUNE RESTORATION UNDERWAY

No one cares more about the pristine quality of our beautiful beaches than those who live right beside it. Coast Papamoa Beach is committed to the enhancement of the natural dune eco-system which will eventually be integrated into the landscape surrounding its luxurious beachfront apartments.

Recognising the coastal landscape, its natural processes and native vegetation is a core principle for Coast Papamoa Beach, and this is why Coast is committed to the restoration and rehabilitation of the dune environment.

A comprehensive dune restoration plan has been developed for Coast Papamoa Beach, by Boffa Miskell Ltd in conjunction with Tauranga City Council and Environment Bay of Plenty's Coast Care program. The coastal dune area comprises of 1.25ha of Conservation zoned land held under private

ownership by Frasers Papamoa. In April 2010 restoration work was undertaken in consultation with Tauranga City Council to restore a rear dune knoll and provide improved stability to the dune system. This restoration planting is the first in the line of future dune restoration planting works, where exotic weed species will be removed and replaced with approximately 6000 native coastal dune plants.

Architecturally outstanding housing will be developed adjoining the conservation zone, reflecting the natural elements and integrating with the coastal landscape character. The landscape features will extend the dune environment amongst the homes providing seamless integration with the natural environment. This approach will create a high quality natural landscape and a view that future residents can enjoy.

05

PROPERTY COUNCIL IMPRESSED BY BUILDING QUALITY

The Bay of Plenty Branch of Property Council was recently hosted by Frasers Property at Coast Papamoa Beach.

The visit to Coast Papamoa Beach provided Property Council members with the opportunity to view the first stage of the development. Property Council members were given a guided tour of the site by Frasers' representatives.

The Property Councils' members were particularly impressed by the quality of the housing being provided by Frasers Papamoa.

"Frasers Papamoa has followed through on their initial visions for the site and has built a quality development which is at the cutting edge of urban design," says Property Council President Aaron Collier.

"Many of the members of the Property Council are developers or are associated with the development sector. They were all impressed by the quality of the development and in particular the finishing of the houses.

"What's also impressive is that Frasers have embraced the intensification goals of the Council and SmartGrowth, and have shown the rest of the market how intensification can be achieved in a well planned manner."

The provision of high quality reserve areas, a commercial

pavilion and a range of housing styles are central to the success of Coast as a new community.

"This is not just another subdivision. It's a comprehensive residential community catering for a range of demographics and housing styles," adds Collier.

Much effort was spent on designing a masterplan for the site and in planning the relationship of buildings, open space, and the streetscape. Frasers' homes are spacious, private and make the best use of each site.

Collier says that Coast is a great physical example of how intensification can actually work in practice.

The Property Council hopes to have further events for its members visiting Papamoa and wishes to thank Frasers for showcasing the development to its members.





The National Bank
of New Zealand

LEFT: Director - Stephen Short // **BELOW FAR LEFT:** Californian - by Ambienti // **BELOW LEFT:** Formal - by Peddle Thorpe Walker // **BELOW:** Debbie Giles - Branch Manager of The National Bank Papamoa // **RIGHT:** Dr Stanley Quek - Managing Director Frasers Property NZ // **FAR RIGHT:** Frasers' Central Park community in Sydney includes heritage restoration, parklands and innovative architecture // **BELOW RIGHT:** Stuart Crosby - Mayor of Tauranga

THE NATIONAL BANK THANKS THE TEAM AT COAST PAPAMOA BEACH

We have been impressed over and over again by the quality of service and workmanship provided by Frasers Property.

'Coast' on Papamoa Beach Road, has been screened off from sight for the last two years while the Development has taken shape, officially opening in February this year. Debbie Giles, Branch Manager of National Bank Papamoa, met with Vicky Pilbrow from the sales team. Absolutely impressed with the quality of the development and having not seen another development like this in New Zealand, Debbie has brought it to the attention of the rest of the region as a world class project she believes will well and truly place Papamoa on the map.

Frasers have since hosted our Future-Proof Building seminar and a conference for The National Bank.

National Bank customers were served refreshments on arrival at Coast Papamoa's sales pavilion, a revolutionary and contemporary landmark immersed and harmonised to its surroundings. The National Bank has been working together with Future-Proof Building to inform and educate New Zealanders to control the outcome of their building projects,

whether a brand new home or some lifestyle enhancing changes that will save them money long term. This was presented to customers in a one hour long session by Jamie Fear.

"Superb venue to inspire people and demonstrate what can be achieved with good design."

- Jamie Fear - National Education Manager, Future-Proof Building

This was followed by a guided tour from Stephen Short, Director of Frasers Papamoa Ltd, enabling customers to view the incredible design features incorporated into the nine outstanding show homes that he is so passionate about.

In the team at Coast, we saw qualities such as integrity and excellence. The generosity of hosting these two events has set the foundation for what we hope can be a mutually beneficial and professional relationship with the Coast team as they extend its international brand into the Bay of Plenty.

What is Coast?

It's not a destination

It's not a day trip.

It's a feeling.

It's a sense of achievement.

It is the Bay of Plenty's Reward.

- Debbie Giles - Papamoa and Bayfair Branch Manager



FUTURE-PROOF BUILDING SEMINARS HELD AT COAST

Future-Proof Building (FPB) is an initiative developed to promote a change in the construction industry from "cost" driven construction to "solution" (lifestyle) driven construction, so that buildings will be better to live in now and be worth more in the future.

There has been a marked increase in interest around topics such as sustainability and energy efficiency over the last few years. Future-Proof Building provides a readily available source of information on these topics, and how to incorporate these benefits into New Zealand Homes.

The Future-Proof building reinforces the ideals of quality and excellence, which are of paramount importance to build consumer confidence in the building industry, and to improve the overall quality of New Zealand homes.

One of the initiatives that FPB is committed to is educating New Zealanders' who are about to build, renovate, or improve their homes. This is done through a seminar series throughout the country held in association with local builders and The National Bank.

Recently one of these seminars was held at Coast Papamoa Beach. The audience was in the unique position to learn about FPB and the principles of creating a better home to live in now, that's worth more in the future – and also tour the nine show homes at Coast Papamoa Beach.

Coast Papamoa Beach is at the very forefront of residential development in New Zealand. The show homes on display were diverse but all added to the overall theme of the development. Only in its first stage, Coast Papamoa Beach will embody the sort of housing and lifestyle New Zealanders' will expect in the future.

The houses themselves are all architecturally designed and demonstrate a high level of thought and consideration for the lifestyle of the occupant. In addition the houses show many of the principles of FPB ranging from environmentally sound construction, through to energy efficient heating and well designed management of space.

Developments like Coast Papamoa Beach reinforce the changing face of residential property development in New Zealand, and with property like this available New Zealanders' expectations will only continue to increase.

- Jamie Fear - Future-Proof Building



08

INTERNATIONAL PROPERTY TRENDS BY DR STANLEY QUEK

No matter where in the world Frasers Property undertakes a residential development, several things always ring true. We dare to dream about what is possible and then follow through with first-class design and construction, with plans tailored to suit local conditions.

As the world's population continues to grow, so too does the demand for more houses on more efficient land sites. At Coast Papamoa Beach we're committed to design which makes better use of precious coastal land, providing homes which are both spacious and private, placed on beautifully landscaped, easy-care sites.

Infrastructure investment is a key driver of long-term property value, and an essential requirement of all locations chosen by Frasers.

In the Bay of Plenty, we looked closely at whether the region's infrastructure was equipped to take advantage of its burgeoning population and changing demographics. With a new international airport at Rotorua, one of New Zealand's busiest export ports at Tauranga, thriving farming, timber and tourism industries and local investment in schools and retail amenities, we believe Papamoa is well-positioned for growth... and offers a perfectly beautiful coastal lifestyle.

Frasers Property is a truly international property development company, having built some of the finest residential developments in the United Kingdom, Australia and New Zealand and, via our parent company Frasers Centrepoint Limited, in Singapore, China, Thailand and Vietnam. We always look at the big

picture, and here in New Zealand we believe the market is well placed for long-term growth and the continuing delight of its residents.

We are proud to bring you a wide range of beautiful, innovative homes at Coast Papamoa Beach which we believe will meet the needs of residents both now and in the future. I invite you to drop in to see for yourself.

- Dr Stanley Quek - Managing Director Frasers Property NZ

09

THE FUTURE OF TAURANGA BY MAYOR STUART CROSBY

Over the next two decades the size and shape of our city will undergo a dramatic transformation.

Statistics New Zealand predicts that 210,000 people will call the Western Bay of Plenty their home by the year 2031 – a 41 per cent increase on our current population.

The lure of the Bay's sun and sand is now being matched by rapid economic growth as Tauranga positions itself to attract high-calibre workers and lucrative new industries.

New Zealand's emerging titanium industry is based right here in the city, and companies aim to develop a billion dollar export

market by developing revolutionary new titanium products.

Plans are being drawn up for a state-of-the-art marine business park on land beside the harbour bridge which will create up to 520 new jobs and over \$100 million of revenue.

Considerable work is also underway to develop our roading network, infrastructure, and tertiary education needs so we can best cater for our future community.

Tremendous opportunities exist and this is a truly exciting time to be living in the Western Bay.

- Stuart Crosby - Mayor of Tauranga





10

ARCHITECTS AND THEIR TOWNHOUSE DESIGNS



ABOVE LEFT: *Tropical* //
ABOVE: *Native* // BELOW: *Bach* //
BELOW LEFT: *Urban*

AARON SILLS, SILLS VAN BOHEMEN ARCHITECTURE

“In the ‘Urban’ and ‘Native’ townhouse designs, we aimed to create uncomplicated living areas with a sense of spatial generosity. The main bedroom has its own roofed deck where doors can be left open while sleeping on balmy summer nights. The efficient size of the sites will mean less maintenance while providing ample outdoor entertaining areas.”

JORGEN FRANSDEN, AMBIENTI ARCHITECTS

“The challenge of the ‘Bach’ design was to retain spaciousness and a light feel but at the same time ensure privacy from neighbours. In my view, this challenge was met admirably with a design that oozes class - at the same time modern and ‘beachy’. The low maintenance materials and use of daylight makes for a great setting for that Papamoa Beach bach lifestyle.”

“The ‘Tropical’ design is an interpretation of the modern kiwi bach. With its raking plywood ceilings, spacious upstairs bedrooms and its downstairs informal open plan living, ‘Tropical’ is a friendly yet impressive setting for a low maintenance carefree beach lifestyle in absolute comfort.”





11

COAST TO HEAT UP FIELDAYS

If you thought Fieldays was all about gumboots, muddy grass and swanndri jackets, then think again! Coast Papamoa Beach and Frasers Property is bringing the sun, sand and surfers to Mystery Creek Events Centre this year.

Visit our stand in the Rimu Marquee (located at RM9 in your Fieldays brochure) where you'll literally feel the sand beneath your feet and heat like the summer sun. We will be giving you a taste of the lifestyle that awaits on the other side of the Kaimai Range, while showing you all the benefits that a Coast Papamoa Beach home has to offer.

Coast Papamoa Beach's sales team will be on hand to talk you through the development and the finer points of our outstanding home and land packages. If you purchase a home during the Fieldays we will throw in a \$5000 Harvey Norman voucher to help you bring your dream home to life.

A selection of international projects undertaken by Frasers Property will be on show to reinforce the calibre of developments this remarkable company is capable of producing.

Fieldays will be hot this year thanks to Coast Papamoa Beach, but it won't stop there. If you head into town to wind down after a day at Fieldays, watch out for Coast Papamoa Beach surfers on the streets of Hamilton as a visual reminder of the lifestyle this stunning new development has to offer new residents.

.....

16 - 19 JUNE
NATIONAL FIELDAYS
 Come visit our stand (RM9) in the Rimu Marquee

.....

DAILY VIEWINGS

From 10am - 5pm

CONTACT

Sales Pavilion: 0508 372 7377
 Vicky Pilbrow: 027 246 3758



COAST PAPAMO A BEACH
 30 Papamoa Beach Rd, Papamoa
coastpapamoabeach.co.nz

COASTAL EVENTS GUIDE

6 JUNE

MOUNT JOGGERS' HALF MARATHON

Celebrate Queen's Birthday weekend with this half-marathon or a 10km and 5km fun run (or walk). Starts and finishes at the Mount Maunganui Surf Club. Contact Sport BOP for more information ph 578 0016.

16 - 19 JUNE

NATIONAL FIELDAYS

Held over four days each June, this event attracts over 130,000 visitors. The current exhibition and demonstration space is over 98 acres and boasts over 1000 exhibitors on 1500 sites. Held at Mystery Creek Events Centre, Hamilton.

2 - 11 JULY

2010 TAURANGA FESTIVAL OF PERFORMING ARTS

Competitors aged 5-25 will compete in Ballet, Tap, Modern Dance, Highland Dance, Instrumental, Pianoforte, Singing and Speech and Drama. Door entry just \$1 at Baycourt. Open 9am - 10pm daily.

9 - 12 JULY

DUNKLEYS GREAT NEW ZEALAND CRAFT SHOW

New Zealand's most popular and exciting craft event. Adults \$10, Seniors & Students \$9, School Children \$5 & Under 5 free. Queen Elizabeth Youth Centre daily from 10am - 5pm.

11 - 25 AUGUST

DEATH AND TAXES

The Tauranga Repertory Society's production of April Phillips play "Stiff", so impressed the playwright that she has entrusted the World Premiere of this play to the 16th Ave Theatre's stage. Directed by Merv Beets.

14 AUGUST

GLOBAL CONNEXIONS

Presented by Tauranga Girls College at Baycourt, this fashion and art competition involving allows local secondary school students the opportunity to showcase their creativity to the wider community. From 7pm - 9pm.