

# Families lead surge in sales

## New generation moving into West End area

YOUNG couples and families are leading a renewed surge in demand for new apartments in Brisbane's inner south, spurred by changing lifestyles and better affordability.

Research from leading property group Urbis has shed light on what is driving the continued strong demand for inner Brisbane locations such as West End.

Urbis said the region's shift from traditional housing to apartment-style living made West End a genuine option for a new demographic of buyers who would otherwise need nearly \$1 million to move there.

In comparison, the median apartment price in West End was only \$532,000 in the December quarter of 2017, driven by an increased number of highly sought-after infill developments.

Census data showed West End recorded a proportional 1.6% increase in children aged 10-14 in the five years to 2016, compared with only



Breeze Apartments at West End and South Brisbane's Ivy and Eve towers (inset).

0.3% across inner Brisbane.

The proportion of families with children moving to West End climbed 2.9% in the same period, compared with 1.0% elsewhere.

Position Property Director Richard Lawrence said apartments provided a low

maintenance and relatively affordable option for young families and couples eager to get a foothold.

Mr Lawrence said the recent string of massive infrastructure announcements, such as Brisbane Metro, Brisbane Live and Queens

Wharf, were driving renewed interest in locations such as West End.

"Combined with unrivalled cultural experiences in the inner south, premier educational institutions such as Brisbane State High School, abundant public

transport, green spaces and proximity to employment and the CBD, it is not surprising we're seeing constant demand," he said.

"For example, the Breeze Apartments currently under construction by Pradella in West End are part of a

5.3ha masterplanned community with resort-style rooftop facilities and... start at only \$532,000."

The 476-unit, Ivy and Eve twin tower at Merivale St, South Brisbane, was another example with some units still left from \$407,500.