

development feature.

# *Finch Row:* HOME AT LAST

LOCATED IN THE HEART OF COORPAROO, A BLOSSOMING SUBURB LESS THAN FIVE KILOMETRES FROM THE BRISBANE CBD, FINCH ROW BY JADECORP PROPERTY GROUP INVITES ITS RESIDENTS TO COME HOME, WITH CONVENIENCE JUST MOMENTS FROM THEIR DOORSTEP.

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development feature.



Blending contemporary style and sophistication with traditional Queensland architecture, the contrasting Night Sky gabled roofline and pearl white picket fences are a feature of Finch Row.



Encompassing over 2800sqm, the site was carefully selected and purchased in 2016 with a unique vision to create a development that would address the Missing Middle, to meet the needs of the Brisbane owner-occupier market.

Jadecorp saw a need for the market to get away from 'cookie-cutter' townhome design and move towards a more traditional, coastal style to match the relaxed Queensland lifestyle. After an extended DA process that saw Jadecorp working to advocate for the best outcome on the site, construction of Finch Row began in late 2017. By late 2018 construction was complete, with the majority of the townhomes sold, settled and occupied prior to Christmas.

The site's amenity-rich location provided buyers with additional peace of mind in purchasing off the plan. With access to quality public transport links via bus and train and within close proximity to excellent schools and hospitals, as well as an extensive selection of local cafes, restaurants and boutiques, Finch Row residents can unwind knowing everything they need is within walking distance.

Residents were also able to capitalise on the public amenity provided by the Coorparoo Square redevelopment, launched in late 2017 as construction began on Finch Row. The reactivated junction precinct 600m up the road from Finch Row helped to lift the profile of this pocket of Coorparoo and proved enticing to

buyers. The revitalisation of the Stones Corner precinct nearby was also an attraction for future residents of the development.

As both the developer and builder of Finch Row, Jadecorp Property Group was able to manage and steer the entire process. A gap in the market was identified, for a classically designed product with greater density, conceptualised and constructed with sensitivity to the materials and architecture of the local area. Together with Chris Stevens of Wiltshire Stevens Architecture, a design for 19 townhomes was refined, drawing inspiration from the rich heritage character of Coorparoo, influenced by the Queensland coastal aesthetic and evoking a true sense of coming home for buyers. Jadecorp Development director Maria Dracakis explains, "We only ever build what we would want to live in ourselves."

With frontage along two streets, the site presented an opportunity for its design to include private street-facing entries to most of the townhomes. The final form incorporated 18 three-bedroom, 2.5-bathroom, two-car row homes positioned along Nicklin Street and Pembroke Road, as well as one detached four-bedroom, 3.5-bathroom, two-car residence. The development was primarily set out across three storeys, transitioning down to two-storey townhomes on each side boundary where the site adjoined existing dwellings. This

mix allowed for architectural diversity, which resulted in five distinct internal layouts. The range of layouts proved to be an advantage, as buyers with varied requirements and budgets could all be accommodated.

In order for the design to be feasible on the site, innovative engineering solutions were required, which helped to mould the final form of the buildings. Each of the external materials used were carefully considered, from exposed concrete driveways and coloured concrete paths, to feature breeze blocks at the main entry and weatherboard cladding to the townhome exteriors. Practicality, functionality and aesthetic value each played a large role in determining the final concept.

Blending contemporary style and sophistication with traditional Queensland architecture, the contrasting Night Sky gabled roofline and pearl white picket fences are a feature of Finch Row. This approach also flowed inside to the townhome interiors. Each kitchen was designed to showcase timeless shaker profiled cabinetry in soft grey and white tones, adjoining feature tiled splashbacks of delicate sage green.

Understanding the expectations of the local owner-occupier market helped inform a number of key design decisions. Oversized ILVE kitchen appliances were provided, including sleek undermount rangehoods, gas cooktops and semi-integrated dishwashers, to accommodate

a luxurious feeling of home. Another key expectation of the local buyer was met through the inclusion of a butler's pantry within each townhome, maximising usable kitchen space. Each master suite also features double basins and a rain showerhead within the ensuite, as well as a private balcony and 'his and hers' robes to most townhomes. Externally, a number of the townhomes along Nicklin Street also benefit from private driveway access, granting these owners the flexibility of a potential third parking space to their residence.

Spanning over 230sqm at the centre of the site, accessed via the secure gated entrance to the development, the Finch Row communal recreation area provides substantial additional entertaining space for residents. Comprising a covered tiled gazebo and sleek ILVE in-bench barbeque as well as extensive landscaping and a dedicated lawn area, this space has already served as a central location for residents to connect with each other, fostering a community atmosphere. The communal recreation area was envisioned as a place for residents to retreat and unwind. Care was taken to select appealing native species that would thrive in this environment and provide ambience. The feature breeze blocks at the main entrance to the development on Nicklin Street also flowed through to surround this area, providing a contemporary point of interest in the design.

The development attracted a varied range of buyers, including downsizers, young professionals, first home buyers and families. Buyers reported they were drawn to the style and quality of the design and finishes, both external and internal. Premium position, architectural sensitivity and intelligent design converged at Finch Row, providing the ideal Missing Middle product for buyers, at a more affordable price and with less maintenance than a traditional detached home, and with more space than an apartment. /e

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