

# Quality Development on the Coast: PINNACLE CONSTRUCTION GROUP

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**Pinnacle Construction Group** is an innovative property developer with a portfolio of premium residences across Sydney and the Central Coast. Committed to changing the landscape of living, especially in and around the Gosford CBD, Pinnacle delivers designer dwellings to the highest standards of quality and service.

We sat down with Founder and Director, Joseph Bechara, to chat about why he believes Gosford is so special, and what he and his company are doing to help revitalise our very own regional city.



## **As a Sydney-based operator, what's the biggest drawcard of the Central Coast for Pinnacle Construction Group?**

We believe the area is underrated and represents very good value for real estate opportunities. There are not many coastal cities - particularly regional centres - that offer the transport network and accessibility that Gosford City has. A train line which services the city of Gosford along the beautifully scenic Brisbane Waters. How pretty is this? And just over an hour from the Sydney CBD makes Gosford a rare regional gem.

We can't understand how a city such as Gosford that has a good infrastructure nucleus of train, bus and road linkages, struggles with its growth by comparison to other similar cities. It just doesn't make any sense - there is just so much untapped potential here.

## **You have a particular interest in the redevelopment and revitalisation of Gosford City Centre. Why and what are you doing to help bring the city back to life?**

We believe that activating the local community is a vital component of bringing any city to life. Because of this, we have signed on to be a sponsor of the Central Coast Mariners Football Club.

Our partnership with the Mariners is just the beginning of our investment in the Central Coast. Pinnacle is eager to be an integral part of the community and lead the revitalisation of the Gosford city centre. We are committed to engaging with locals as we build upon the area's unique spirit and strengths - helping the region realise its full potential for work, play and coastal living.

## **Can you provide details about your latest Central Coast project?**

We currently have a major project under construction at 25 Mann Street, Gosford - Merindah Apartments. Comprising of 135 apartments consisting of one, two- and three-bedroom dwellings, Merindah has been designed and developed to the highest quality, matching the spectacular balcony views of Brisbane Water and surrounding bushlands.

Premium design, luxury fixtures and fittings, and continual innovation make this a world-class development - just a minute's walk from the Gosford Waterfront. We also have interest in three other projects in and around the Gosford CBD and nearby area, which will see us delivering an additional 600+ apartments over the coming five years.

## What do you see as the contribution developers make to communities such as the Central Coast?

Gosford needs to be a 'Living City.' In the early 1980's, this was the line of the planners in the Sydney CBD and in our view, this is what saved the city. If Gosford is going to compete on an international basis, it needs to be active 24/7.

Developers need to build and develop projects to cater for the modern lifestyles of our population and incorporate the use of modern technology in all projects. More people will work from home, thus the importance of the home office. High speed internet, Uber, UberEats and other social forms of communication is how the world is moving and we will all do more from home, as the work/life balance continues to blur.

## What have been your greatest challenges in establishing development projects here on the Central Coast?

In previous years, the main challenge has always been the feasibility of the project and convincing funders to back each project. This is still the case, but we're finding that funders are slightly a little more relaxed in assessing projects in the Gosford CBD, based on the individual attributes of the property and what it offers compared to other projects in the area.

Gosford's beauty is a South/West facing city and it's quite challenging for architects to capture this in the design phase of a project.



Gosford has a very high DA approval rate, but what gets approved is not necessarily fundable, to where it can progress and be developed. And this remains a constant challenge for city planners -- making projects that are supported and approved as developments that are actually fundable.

### **What would you say to our city leaders about the important role they play in developing and growing Gosford City and the Central Coast for future generations?**

I often say that in the modern world that there are no physical financial boundaries anymore. The internet has changed all this. I believe our leaders need to understand this, because organisations and institutions can shift large amounts of financial resource overnight to cities and regions around the world, where they believe that best suits their financial returns.

If we want institutional investment in our city, then what is in it for the institutions? The Central Coast is not only competing with other Australian Cities, but against other cities around the world, and in particular Asia. And the challenge to our city leaders, is what are we doing as a city to attract investment into the Central Coast and keep it invested in the years ahead?

### **What do you hope the Central Coast will look like in five years' time?**

We hope the Central Coast and in particular Gosford City, will continue to increase in population for the CBD to survive. The CBD needs to be activated to encourage more people to wander through the streets both day and night, for the local business community to remain operational and survive.

I'd also like to see more engagement around the Gosford Waterfront, and more so on the weekends. It's a city that offers so much, yet so much more can be achieved.

#### **For more information:**

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If you're a developer, builder, planner, or have a significant involvement in the Central Coast development and construction industry and would like to be featured as a part of the 'Quality Development on the Coast' Series, please contact RDACC on 4349 4949 or email [john.mouland@rdacc.org.au](mailto:john.mouland@rdacc.org.au)



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