

THE VALUE OF THE VIEW

22–24 SWANN ROAD, TARINGA

Developer / Builder Buyer Magazine Brochure • August 2026



THE CENTRAL PROPOSITION

Older city-side Swann Road product is demonstrating stronger pricing than brand-new product whose city outlook is obtained across busy Swann Road. The evidence suggests that the scarce combination of north-east orientation, privacy, elevation and direct skyline exposure is itself a major value driver.

**\$71.55m –
\$84.80m**

Indicative project GRV envelope

Evidence-led underwriting range; midpoint approximately \$78.18m.

This brochure converts the existing 20-page buyer data sheet into a magazine-style investment and sales-positioning document, while retaining the source evidence, pricing matrix, comparable analysis and limitations.

01 EXECUTIVE THESIS

The adjoining **28 Swann Road / Envisage** development is the most probative historical precedent because it shares the same ridge, city-side orientation and relationship to the skyline. The original / early sales evidence recorded in the source document shows most verified non-penthouse transactions around \$1.50m–\$1.65m, with the penthouse at \$2.45m.

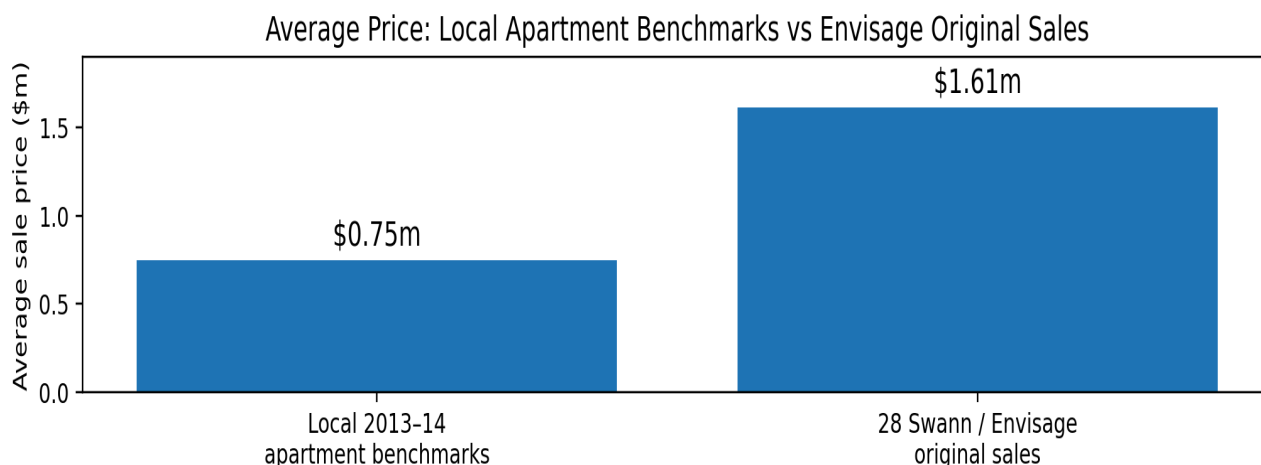
By contrast, the source's 2013–14 local apartment evidence ranges from \$569,750 to \$1.075m, with an arithmetic average of approximately **\$748,450**. Four verified original / off-the-plan Envisage sales average approximately **\$1.613m**.

+115.4%

Calculated average premium

Envisage original / off-the-plan average is 2.15× the average of the five local apartment benchmarks in the source.

Envisage premium: +115.4% | 2.15× local benchmark



Interpretation: this is not a controlled appraisal or a pure “view premium”. Envisage residences were generally larger and more highly specified. The evidence is used to demonstrate the historical separation between ordinary local apartment stock and premium city-side Swann Road product.

02 THE ENVISAGE SALES-CAMPAIGN EVIDENCE

The supplied sales-campaign visual is reproduced as a central piece of the brochure because it communicates the proposition visually: direct north-east / city-facing living, large terraces, skyline exposure and the relationship of 28 Swann Road to the surrounding ridge.



Campaign proposition recorded in the source: panoramic Brisbane city views, north-easterly orientation, privacy away from traffic noise, large terraces and large-format residences.

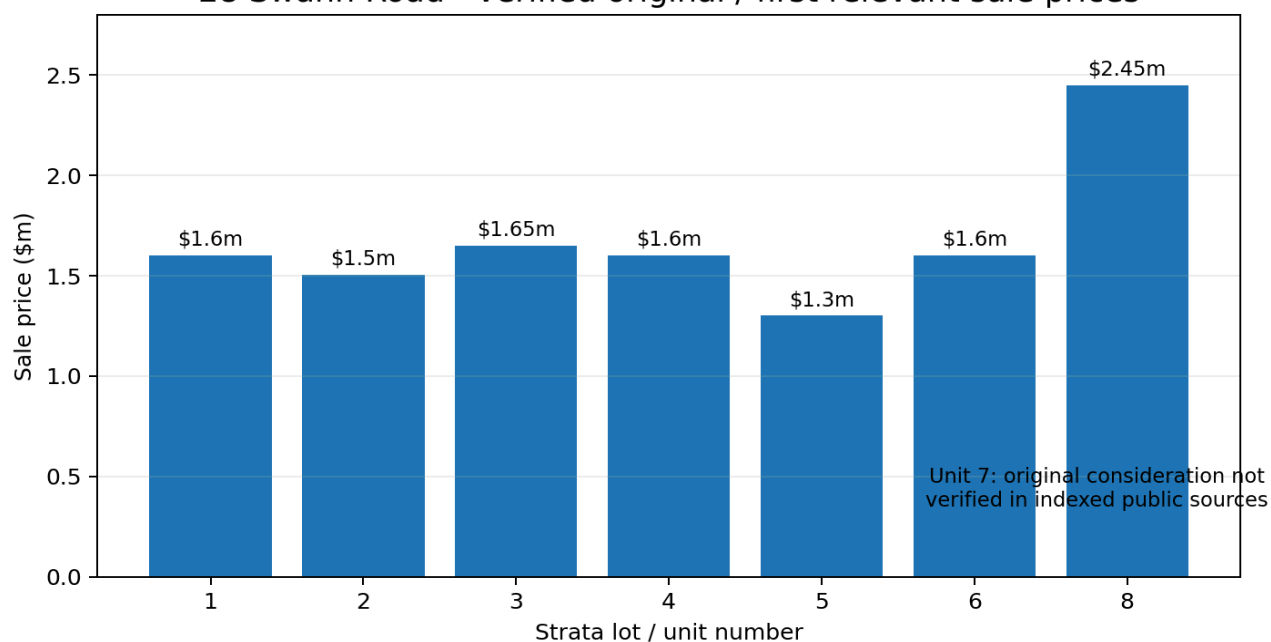


03 28 SWANN ROAD — THE PRICE PRECEDENT

Residence	Date	Price	Status / note
1/28	30 Apr 2013	\$1,600,000	Verified sale
2/28	12 Sep 2015	\$1,505,000	Post-completion
3/28	5 Nov 2012	\$1,650,000	Verified public sale history
4/28	6 Aug 2010	\$1,600,000	Off-the-plan
5/28	3 Feb 2015	\$1,300,000	Post-completion
6/28	May 2011	\$1,600,000	Off-the-plan timing
7/28	—	\$2,200,000	Historical; timing not verified in indexed sources
8/28	25 Feb 2014	\$2,450,000	Penthouse; 4 bed / 4 bath

The four verified original / off-the-plan prices used for the premium calculation are **\$1.60m, \$1.65m, \$1.60m and \$1.60m** — average **\$1.6125m**. The \$1.30m and \$1.505m post-completion sales are retained as context rather than blended into the “original sale” average.

28 Swann Road - verified original / first relevant sale prices



04 LOCAL CONTEMPORARY APARTMENT BENCHMARK

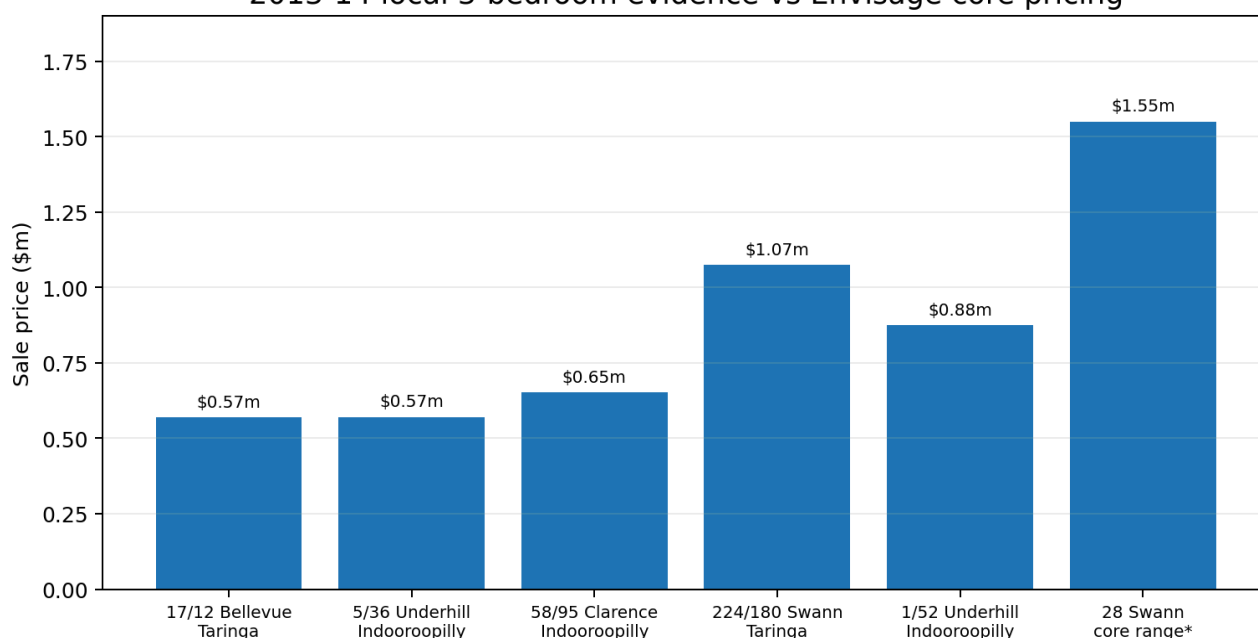
Comparable	Date	Beds	Sale price	Context
17/12 Bellevue Pde, Taringa	Apr 2013	3	\$569,750	140m²; conventional large local apartment
5/36 Underhill Ave, Indooroopilly	Dec 2013	3	\$570,000	3 bed / 2 bath / 2 car
58/95 Clarence Rd, Indooroopilly	Feb 2013	3	\$652,500	3 bed / 2 bath / 2 car
224/180 Swann Rd, Taringa	May 2013	3	\$1,075,000	Higher-end Swann Road evidence
1/52 Underhill Ave, Indooroopilly	Jan 2014	3	\$875,000	3 bed / 4 car

\$748,450

Arithmetic average

Five local apartment benchmarks in the source evidence.

2013-14 local 3-bedroom evidence vs Envisage core pricing

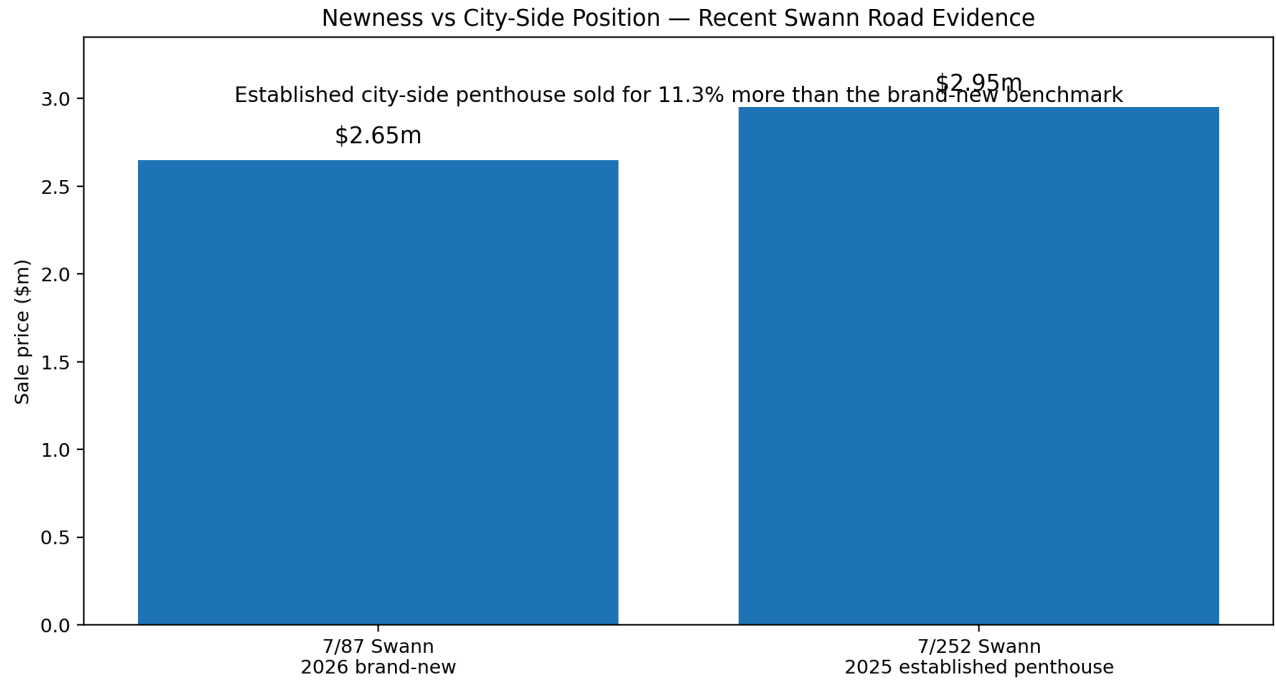


The comparison is explicitly not a controlled appraisal: the Envisage apartments were generally much larger and more highly specified. Its purpose is to show the historical market separation created by boutique, large-format, city-side product.

05 NEWNESS VS POSITION — RECENT SWANN ROAD EVIDENCE

7/87 Swann Road: sold for \$2.65m on 17 July 2026. It is a brand-new boutique residence of approximately 198m² with bespoke interiors, marble, Miele/Vintec appliances and city skyline views from two bedrooms. It sits on the southern side of Swann Road, so its principal city outlook is obtained across the traffic corridor.

7/252 Swann Road: sold for \$2.95m on 12 December 2025. Public records identify the building as constructed around 2014–15; the penthouse is approximately 163m² and has a north-facing, 180-degree city-to-Mt Coot-tha outlook. The 2025 sale therefore represents established, not new, product.

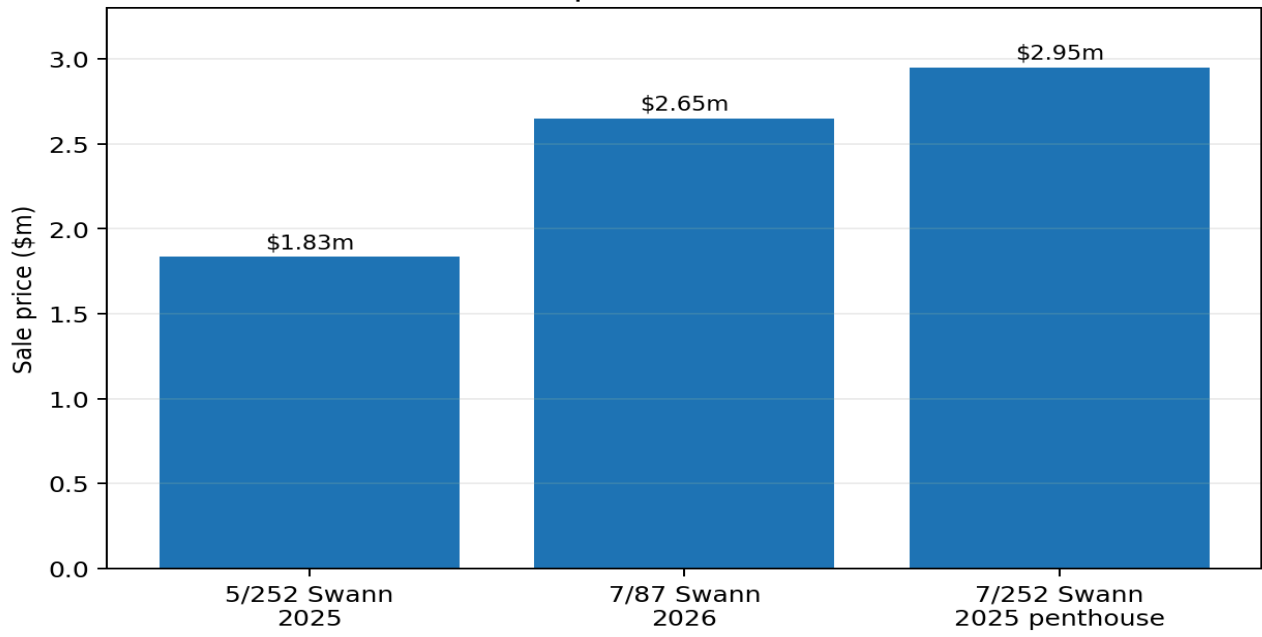


\$300,000

Observed price difference

The established city-side penthouse sold 11.3% above the 2026 brand-new 7/87 benchmark. This is not a pure city-side premium because size, layout, penthouse status and specification differ.

Recent boutique Swann Road evidence



06 WHY CITY-SIDE ORIENTATION MATTERS

City-side privacy	Living and balcony orientation looks away from Swann Road, reducing direct road exposure and improving the relationship between occupant and skyline.
North-east orientation	Morning light, natural illumination and prevailing breezes reinforce the visual and lifestyle value of the CBD outlook.
House-scale floorplates	Large-format residences can be positioned as genuine house replacements rather than conventional high-density apartment stock.
Large terraces	Deep, broad terraces function as real outdoor living and entertaining areas.
Boutique scarcity	Envisage comprised only eight residences, reinforcing owner-occupier exclusivity.
High specification	The original marketing used marble, Miele and European fittings to support a premium design language.

For 24 Swann Road, the strategic implication is direct: do not value-engineer away the revenue-producing north-east façade, terrace depth, principal-suite outlook, clear glazing width, acoustic separation or privacy.

07 24 SWANN ROAD — APPROVED PROJECT & VIEW INVENTORY

20 × 3-bedroom residences

Approved project

3,536m² internal GFA • approximately 4,819m² internal + outdoor saleable area • 44 car spaces • DA currency to 26 August 2028.

Approximately 38m combined frontage to Swann Road / Cunningham Street. Elevated north-east / city-side orientation. The current approval converts the hillside topography into a hierarchy of increasingly valuable outlooks.

Inventory	Units / levels	View proposition	Sales role
Lower hillside	1–2	Lower / limited-view product	Value-led house-replacement stock
Clear city view	3–10	NE-facing clear city outlook expected from L2 upward	Core premium inventory
Strong / superior city view	11–16	Greater separation, elevation and skyline clarity	Premium owner-occupier
High panoramic	17–18	Elevated panoramic skyline	Sub-penthouse pricing
Trophy panoramic	19–20	Highest skyline exposure and exclusivity	Price-leading trophy stock

Existing-dwelling FFL observations in the source are approximately RL45.0, RL47.8 and RL50.6. Approved levels rise to approximately RL56.4 at Upper L2 and RL59.5 at Upper L3. The source interprets clear CBD outlooks at approximately RL45 and above, while noting that final views require survey verification.

08 UNIT SALES PRICE MATRIX

Separate Excel underwriting schedule

To keep the brochure concise, the 20-unit Celadon pricing matrix has been removed from this magazine edition.

The complete editable schedule is supplied separately in Excel and includes:

- Unit, level and view tier
- Lower and upper projected sale price
- Internal GFA / internal area
- Balcony / terrace / planter area
- Courtyard / garden area where separately identified
- Total area represented in the brochure pricing matrix
- Total Unit Area / schedule area as a separate source field
- \$/m² calculations and source notes

IMPORTANT — the approved area schedule does not separately identify a “courtyard” area. Where no separately scheduled courtyard/garden area is available, the Excel file records this as “Not separately scheduled” rather than estimating from the drawings.

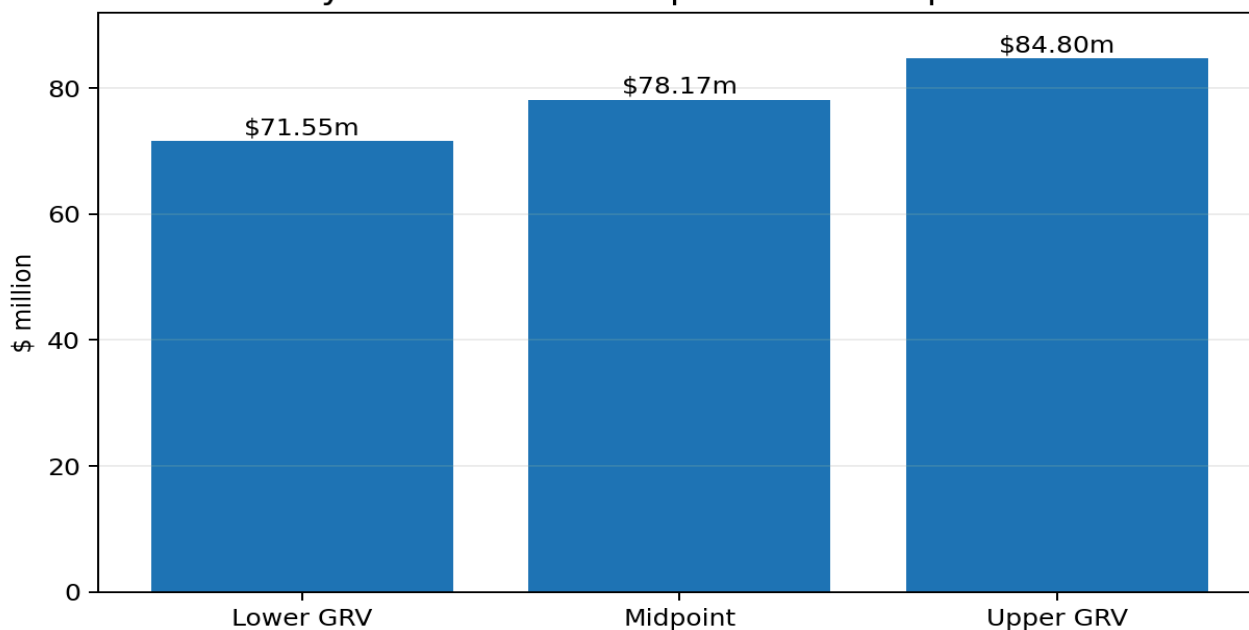
The approved area schedule records approximately 3,536.1m² internal GFA, 1,283.3m² balcony/terrace/planter area and 4,819.4m² total GBA across the 20-unit scheme.

Separate file

ViSTA_22-24_Swann_Road_Celadon_Unit_Sales_Price_&_Area_Matrix.xlsx

09 GRV — EVIDENCE-LED UNDERWRITING ENVELOPE

City-view sales data optimised GRV potential



\$71.55m

Lower case

Lower \$/m² band across view tiers; disciplined buyer-underwriting case.

\$78.18m

Midpoint

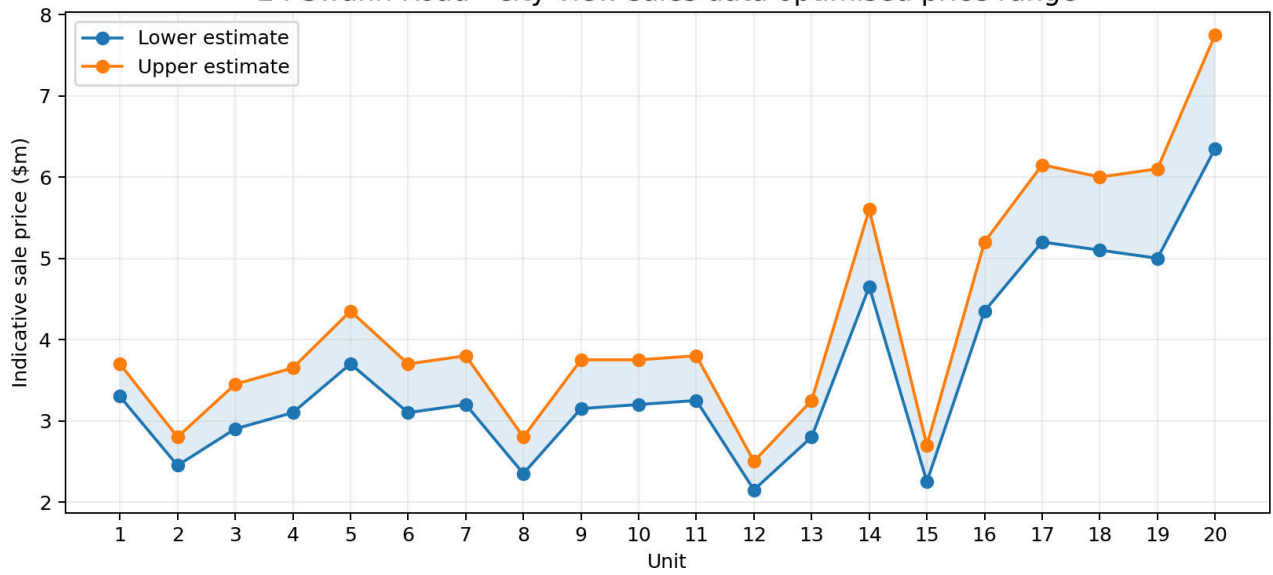
Arithmetic midpoint of unit-by-unit lower and upper sales estimates.

\$84.80m

Upper case

Requires strong execution: premium specification, protected NE outlooks, high-quality sales presentation and successful owner-occupier targeting.

24 Swann Road - city-view sales data optimised price range



10 DEVELOPER / BUILDER BUYER UNDERWRITING FRAMEWORK

The GRV range should be treated as a **low/high evidence-led underwriting envelope**, not as a single asserted sale price. It combines approved saleable area, view tier, city-side positioning and observed behaviour of comparable Swann Road purchasers.

Lower case	\$71.55m	Uses lower \$/m ² assumptions by view tier.
Midpoint case	\$78.18m	Arithmetic midpoint of the unit-level pricing matrix.
Upper case	\$84.80m	Dependent on execution, premium specification, protected views and buyer depth.

Comparable-sales logic:

- 28 Swann Road: strongest historical proof that oversized north-east city-view residences can transact in a premium category materially above ordinary local apartments.
- 87 Swann Road: establishes new-build boutique demand at \$2.65m despite its southern-side, road-crossing view condition.
- 252 Swann Road: demonstrates that established city-side product can still command \$2.95m at penthouse level.

Recommended verification before formal price-list release: registered-surveyor camera coordinates and RLs for principal living-room and terrace views; independent project-marketing valuation and absorption study; protection of NE glazing width, terrace depth, acoustic privacy and skyline framing through design development and value management.

11 INVESTMENT CONCLUSION

The most important conclusion is not simply that Swann Road commands a premium. It is that the direction and quality of the view matter.

Recent evidence shows a brand-new southern-side residence at 87 Swann Road selling for \$2.65m, while an established circa-2014/15 city-side penthouse at 252 Swann Road sold for \$2.95m. The difference is not a controlled measure of view value, but it demonstrates that **newness alone does not dominate position, privacy and outlook.** ■cite■turn0search1■turn0search4■

That observation is consistent with the historical Envisage evidence: the adjoining 28 Swann Road residences achieved original / early prices around \$1.50m–\$1.65m for most non-penthouses, substantially above the local apartment benchmarks recorded in the source. The calculated average premium of the four verified original / off-the-plan sales over the five local benchmarks is approximately **115%**.

Accordingly, 24 Swann Road should be designed, underwritten and value-managed around the north-east city-side experience — not merely marketed as a project that happens to have city views.

Source and evidence notes

- [S1–S7] Public property-history / archived marketing evidence for 28 Swann Road / Envisage, as documented in the underlying August 2026 buyer data sheet.
- [S8–S9] Historical local apartment comparables, 2013–14, as documented in the underlying buyer data sheet.
- [S10] 7/87 Swann Road: \$2.65m, sold 17 July 2026; approximately 198m²; brand-new boutique product. ■cite■turn0search1■turn0search9■
- [S11–S12] 7/252 Swann Road: \$2.95m, sold 12 December 2025; approximately 163m²; north-facing panoramic city-to-Mt Coot-tha views; public records identify 2014/15 construction. ■cite■turn0search0■turn0search4■
- [S13–S15] Approved project campaign facts, approved documents and user-supplied site observations, as documented in the underlying buyer data sheet.

Disclaimer. This brochure is a strategic development and sales-positioning paper, not a valuation, quantity-surveyor report, engineering assessment, legal opinion or representation that any sale price, construction saving or view will be achieved. Public portal data can contain aliasing and historical-record inconsistencies. Title, areas, RLs, views, costs and end values should be independently verified before reliance.