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Heritage links with wellness at Tannery

Weekend Australian, Australia



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Strong early sales in the project reflect confidence in Brisbane's economic future

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More than half the units in the \$220m The Tannery apartment development in Brisbane's inner-city West End have sold ahead of its public launch, according to its developer, McNab Group.

Almost 60 per cent of units in the 87-unit development pre-sold, with buyers paying as much as \$2.57m for a two-bedroom apartment.

Whether it's the hefty interstate migration to Queensland or the looming 2032 Olympics, Brisbane showed the most auction improvement among the mid-tier markets last weekend, according to Cotality.

There were 128 auctions, up 7.6 per cent from the previous week and 25.5 per cent higher than a year ago.

The preliminary clearance rate rose to 43 per cent, up from a poor 23.8 per cent the week before, according to the global analytics company.

McNab Group executive chairman Michael McNab said the early sales at The Tannery reflected the confidence it was seeing in Brisbane's long-term economic outlook, supported by strong population growth, housing demand, constrained supply and significant investment ahead of the 2032 Olympic and Paralympic Games.

Mr McNab said the early sales

success reflected changing buyer expectations and growing confidence in Brisbane's apartment market.

Fifty of the development's 87 units in the West End development have now sold.

"Selling more than half the project before public sales open tells us buyers are actively seeking apartments that offer something genuinely different," Mr McNab said.

Apart from the unit block, McNab has redeveloped the original Dixon's Tannery into a wellness centre for The Tannery's residents, featuring hot and cold plunge pools, an outdoor shower, tropical seating area, a large gym with dedicated cardio and weights zones.

Additional resident spaces include a private dining room, cinema, library and co-working areas.

The Tannery was designed in collaboration with Cottee Parker Architects, Aspect Studios and Tom Mark Henry. The 11-level apartment block has a mix of two, three and four-bedroom units.

Cottee Parker principal Dee Passenger said the project demonstrated how heritage buildings could be adapted to meet contemporary lifestyles while preserving their historical

significance.

"The design philosophy for The Tannery was about creating a dialogue between old and new. We wanted to ensure the site's industrial heritage was a defining feature of the development, not simply a reference to its past," Ms Passenger said.

"The easy option would have been to maximise the site's development potential with additional apartments. Instead, McNab has chosen to preserve the original tannery as a shared wellness retreat, ensuring this important piece of Brisbane's history remains at the heart of the community."

Ms Passenger added that materials from the original site were being salvaged and repurposed throughout the development. "For example, one of the original concrete slabs is being transformed into a water feature, ensuring the site's history continues to be experienced in meaningful and unexpected ways," she said.

Residents will have access to rooftop amenities including a pool and landscaped gardens, outdoor dining areas, a sunset lawn and dog-friendly

zones. The Tannery is located on a 4465sq m site fronting 439 Montague Road, with western and southern views across the Brisbane River. It is about 10 minutes from West End to



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the Brisbane CBD by car.

In the heart of West End, it offers convenient access to cafes and restaurants, shopping, hospitals, schools and public transport, combining

inner-city convenience with one of Brisbane’s most sought-after lifestyle precincts.

Construction is under way, with completion expected in the second half of 2027.



An artist’s impressions of The Tannery, a \$220m development by McNab Group in Brisbane’s West End



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