



Goldcross Cycles' Biggera Waters store . . . the company is focused on developing brand recognition

Goldcross cycles into Gold Coast

by Travis Lye
business property editor

A NATIONAL bicycle retailer is making a play in the Gold Coast market, leasing two premises – in north and central positions in the city.

The retailer, Goldcross Cycles, has signed contracts for showrooms in Biggera Waters and Burleigh Heads.

It is owned by Supercheap Auto and was founded in 1978, since which it has grown to become Melbourne's largest bicycle retailer and has 11 stores in Victoria and five in Queensland.

Goldcross has taken about 800sqm on a seven-year lease with options at the Biggera Waters Treasure Cove Super Centre,

which is owned by Bramley Properties, linked to Greg Bitomsky and David Jackson.

The 4600sqm retail precinct has fast-food tenants such as Subway, Sushi Train and Eagleboys, and is anchored by a BCF (Boating, Camping, Fishing) outlet.

The centre is on the corner of Oxley Drive and Brisbane Road, opposite Harbour Town, and changed hands for \$14.1 million in 2006.

Goldcross also has signed a seven-year lease for a 900sqm showroom at Burleigh Home Space, a precinct anchored by national retailers such as Clive Peters Electrical Superstore, Sleep City and Every Day Living.

Burleigh Home Space was developed by Stockland and opened

for business in November, 2004.

The precinct is on Bermuda Street, opposite Bond University, and also features a Fitness First gymnasium, a Dan Murphy's Liquor barn and Varsity Tavern.

The Goldcross Cycle showroom is held by Karnew Properties, linked to Gregory Karedis.

Both deals were negotiated by Steven Black, of Bayliss & Samra Commercial Realtors.

Mr Black said Goldcross sought locations offering high exposure and traffic flow to assist in brand development in both areas.

"Even with the current economic climate we are working closely with a variety of national tenants that are expanding and are interested in prime Gold Coast locations," he said.