

Why this coastal suburb is being called the next Noosa by property experts



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Jack and Frankie Wakefield own Landing Bakery in Scarborough in Queensland.

A once-sleepy waterfront locale is rapidly transforming into one of Australia's most talked-about lifestyle markets.

Scarborough on the Redcliffe Peninsula in Queensland is attracting NRL players and a boutique cafe scene, while million-dollar apartments are reshaping the coastline.

Yet buyers can still enter the market for significantly less than lifestyle locations like Burleigh Heads and Noosa.

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1A Griffith Road, Scarborough is going to auction on June 14.



Scarborough waterfront.

New Place Advisory analysis shows Scarborough recorded unit price growth of 16.5 per cent annually over the past five years, roughly double the pace of Greater Brisbane’s broader unit market and significantly outperforming many surrounding southeast Queensland’s coastal suburbs.

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The transformation is unfolding alongside one of the country's strongest population growth corridors, with the broader Moreton Bay region forecast to grow by more than 200,000 residents by 2041.



65-69 Landsborough Ave, Scarborough.

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Place Redcliffe Peninsula agent Amy McCurley said Scarborough was now mirroring the earlier evolution seen in lifestyle locations like Burleigh Heads.

"There used to be older homes lining much of the waterfront and a much quieter atmosphere around the suburb," Ms McCurley said.

"Now there are premium apartments, new businesses opening constantly and a completely different energy throughout the precinct."

"You've got people lining up outside Landing Bakery most mornings, Dolphins NRL players regularly around the waterfront and another pilates studio preparing to open."

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Landing Bakery owners Jack and Frankie Wakefield.

Owned by Jack and Frankie Wakefield, Landing Bakery has quickly become one of the defining businesses behind Scarborough's changing identity, with queues regularly stretching outside the cafe on weekends.

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Ms McCurley said the popularity of Landing Bakery reflected the broader evolution of the suburb, as hospitality, wellness and lifestyle-focused businesses increasingly transform the once-quiet waterfront strip into a far more vibrant coastal precinct.'

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7/65-69 Landsborough Ave, owned by Jeff and Joy Ferguson.

Ms McCurley is marketing 7/65-69 Landsborough Ave, owned by Jeff and Joy Ferguson who purchased the apartment off the plan 18 years ago, long before Scarborough's transformation accelerated.

Positioned directly opposite the foreshore, the apartment captures water views and sits within walking distance of cafes, restaurants and the suburb's evolving lifestyle precinct.

"The owners bought into Scarborough before a lot of this evolution happened," Ms McCurley said.

"They're now selling to travel Australia and overseas full-time, but over nearly two decades they've watched the entire suburb change around them."



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Further reinforcing the strength of Scarborough’s waterfront market, Place Redcliffe currently has two additional Landsborough Ave residences on the market, with Garth Kewley representing 72/113 Landsborough Ave and Leanne Ollerenshaw handling the sale of 9/65-69 Landsborough Ave.

Major apartment developments including Marin and The Oscar have transformed sections of the foreshore, while commercial leases along Landsborough Ave continue filling as younger downsizers, professional couples and interstate buyers move into the suburb.

PropTrack data reveals the median house price is \$1.225m, up six per cent over 12 months, while the median unit price is \$1.05m, up 16.5 per cent over 12 months.



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