



W30

30 Wreckyn Street
North Melbourne, Victoria, Australia

OVERVIEW: 49 Apartments, 1 Retail

PROJECT VALUE: \$25M

ROLE: Developer, Development & Project Manager, Sales & Marketing, Builder, Superintendent

DESCRIPTION

W30 is Baracon's second release in Wreckyn Street, North Melbourne. The group's development arm acquired the site upon the successful completion over the road of W33.

This modern, north facing development comprises 49 one and two bedroom apartments, each with their own car park.

Baracon offered a complete turnkey package covering marketing, design and construction services.

The six-storeys building plus basement car park incorporate state of art, security and design features. Designed by architects IMA the striking yellow band feature provided an interesting play on the façade.

A precast panel system with post-tensioned slabs was adopted to expedite construction delivery. Baracon as project and development manager conducted a value management workshop to deliver a 5% saving in construction budget and a 3 weeks improvement in delivery timeframe.

The incorporation of a retail shop front to activate Wreckyn Street overcame town-planning issues whilst adding additional revenue to the bottom line. The project was successfully delivered in an 18 months timeframe and was sold out prior to completion primarily to doctors and medical staff who worked in the Royal Womens and Childrens hospital only 50 metres away.

Many of the apartments continue to be managed by Baracon's Real Estate.