



WRAP

133-139 City Road
Southbank, Victoria, Australia

OVERVIEW: 300 Apartments, 2 Retail

PROJECT VALUE: \$175M

ROLE: Developer, Project & Development Manager, Sales & Marketing, Superintendent, FF&E

DESCRIPTION

Superbly located on City Road in Southbank, this landmark development boasts all there is about inner city living. WRAP is positioned equally between the botanical gardens, arts precinct and Melbourne's CBD and stands for Work, Rest and Play.

This 42 level building comprises ground floor Café and retail, car parking on levels 1 to 9, and 300 one and two bedroom residential apartments on levels 10–41 with the pool, gymnasium and conference facilities located on level 10. An additional retail tenancy earmarked for IGA sits to the western side of the site.

Outstanding architecture and attention to detail is evident throughout the internal and external design. Located within walking distance of the CBD, Botanical Gardens and Albert Park, it is clear that apartment style living doesn't get better than this.

All aspects of Baracon's divisions were called upon from project acquisition, to design management, development and project management, sales and marketing co-ordination and construction overview. Taking on such a challenging project in the midst of the GFC is a testament to the company's ability to identify and solve key risk elements.

The design approached was a particular highlight with the incorporation of \$2M Wrap element feature around the facade and a lobby space that reveals any 5 star hotels. Cleverly the lobby incorporates a bar/restaurant into a lounge area with fireplaces & main reception. Adding the heritage facade in corporately a 5 storeys high glazed atrium as you enter the building and mouths are a gasp, truly stunning.