







9/11 Claremont Retail

9/11 Claremont Retail is a retail and fitness development at 9-11 Claremont Street, South Yarra, completed in 2014 at a value of $2M. The scheme occupies the ground plane of a residential building on the eastern side of Claremont Street, between Toorak Road and the Chapel Street retail precinct. Finnis designed the building, and the retail level is expressed as a continuous glazed shopfront beneath the concrete frame and balconies above. The tenancy mix combines a fitness studio with fashion and specialty retail, each with direct street access and signage to Claremont Street. The shopfronts are set back only slightly from the kerb, so the retail reads as part of the street rather than as a podium beneath the tower. Baracon managed delivery of the base building and tenancy works, coordinating shopfront construction, building services and handover while the residential building above remained occupied. Works were staged around the live street frontage, with deliveries and trades sequenced to keep the footpath open and the neighbouring tenancies trading throughout construction. The completed scheme re-established an active street edge along a section of Claremont Street that had previously read as service access, and the tenancies have traded continuously since completion. The project sits within Baracon's retail and mixed-use portfolio across metropolitan Melbourne.

PROJECT LOCATION
9-11 Claremont Street, South Yarra VIC

PROJECT YEAR
2014

STATUS
Completed

BARACON'S ROLE
Project Management