



Billilla

Billilla is a townhouse development at 33 and 33A Halifax Street in Brighton, on the residential streets between the beach and the Nepean Highway. The development comprises two townhouses. It is a boutique residential townhouse development and states that Baracon provided sales and marketing and builder services — a two-dwelling project where the campaign and the construction sat with the same team. The dwellings are separately titled, with the shared driveway and services held in common. The two dwellings share a single driveway and a landscaped frontage, with the garages set behind the building line. The governing constraint is the scale of the operation. Two townhouses carry the full cost of design, planning and construction administration across only two sales, so the detailing has to be resolved once and built cleanly. The site has to hold two dwellings and their garages within the neighbourhood character controls. Both dwellings were sold before completion, and the campaign ran alongside the construction programme rather than after it. Baracon's role was sales and marketing and builder. The appointment covered the pricing and campaign for the two dwellings as well as the construction contract, with Baracon building both townhouses. Billilla was valued at \$6 million and belongs with Baracon's Bayside townhouse work, where small developments in Brighton, Hampton and Brighton East have been delivered with the sales campaign run in-house.

PROJECT LOCATION

Brighton, VIC

STATUS

Completed

BARACON'S ROLE

Sales & Marketing and Builder