

Charlie

Charlie is an apartment development in Richmond, on the edge of the suburb where Church Street's retail strip meets the residential streets running down to the Yarra. The building holds 96 apartments across multiple levels. The governing constraint is the site and the market timing. A 96-apartment building in Richmond competes with the suburb's established stock, so the apartment mix, the amenity and the finishes have to be settled early, and the construction programme has to hold through a period when apartment pricing was moving. The apartment mix was settled early and built without substitution, which is what allowed the campaign to sell against a fixed specification. Baracon's role was development management, project management, builder, project superintendent and sales and marketing — every role the practice offers, on one project. That means the feasibility, the design, the construction contract, the certification and the sales campaign were all held by the one team. Charlie was completed in 2022 at $50 million. It is the fullest expression of Baracon's integrated delivery model in the portfolio, and it sits with the Richmond apartment work at Judd Townhouses and Made in Richmond.

PROJECT LOCATION
Richmond, VIC

PROJECT YEAR
2022

STATUS
Completed

BARACON'S ROLE
Development Management, Project Management, Builder, Project Superintendent and Sales & Marketing