



Rosella

Rosella occupies 50 Rosella Street in Murrumbeena, on the residential streets between the railway station and the Hughesdale village shops where the suburb's interwar houses are being replaced by apartment buildings. The development is an apartment building. The scheme is the project as a residential building by Cera Stribley with a mix of one, two and three-bedroom apartments, a landscaped ground plane and basement parking, delivered by a joint venture of Progressio and the Damgar Property Group. The apartments are arranged above a landscaped ground plane, with the parking and services in the basement. The governing constraint is the planning envelope. Murrumbeena's residential controls limit height and setback around the station and the village, and a building of this value has to hold its mass within them while giving the apartments the outlook and the amenity that the market expects. Baracon's role on the project runs through the development. The project was valued at \$60 million and completed in 2023, and the project file sits within Baracon's current project management system as a Murrumbeena apartment project. The development programme, the consultant team and the construction contract were managed through to completion. It sits with Baracon's south-east residential work at Monash Green and the Murrumbeena and Carnegie projects in the portfolio.

PROJECT LOCATION

50 Rosella Street,
Murrumbeena, Victoria

PROJECT YEAR

2023