



SXY

SXY is a mixed-use apartment development in South Yarra, on the streets between Chapel Street and the Yarra where the suburb's retail core meets the residential blocks running down to the river. The building holds 139 apartments and four offices. The governing constraint is the premium market. A 139-apartment building at this value has to be sold off the plan against the suburb's established apartment stock, so the finishes, the amenity and the apartment mix have to be resolved before the campaign opens and built without substitution. Baracon's role was sales and marketing and project superintendent. The appointment covered the release strategy and pricing for the apartments as well as the superintendent's certification of the construction, the variations and the practical completion. The campaign and the superintendent's certification ran on the one appointment, from the release schedule to the final certificate. SXY was completed in 2019 at \$90 million. It sits with Baracon's South Yarra work at SXY2, Lyall Residence and the Lyall Hotel, and it is the largest South Yarra apartment project in the portfolio by value.

PROJECT LOCATION

South Yarra, VIC

PROJECT YEAR

2019

STATUS

Completed

BARACON'S ROLE

Sales & Marketing and Project Superintendent