



W30

W30 is a mixed-use apartment development in North Melbourne, on the streets between the Queen Victoria Market and the Royal Melbourne Hospital where the suburb's older housing and the new apartment buildings meet. The building holds 49 apartments and one retail tenancy. The apartments are arranged above the retail tenancy, with the residents' entry and parking separated from the shopfront. The governing constraint is the inner-north site. North Melbourne's heritage streets and the hospital precinct impose height and setback limits, and a 49-apartment building has to hold its mass within them while giving each apartment daylight and an outlook over a tight urban block. The retail tenancy was handed over first, and the residential floors were completed and settled after it, on the one building programme. Baracon's role was sales and marketing, builder and project superintendent. The appointment covered the campaign and pricing for the apartments, the construction contract and the certification of the same works. W30 was completed in 2018 at \$25 million. It sits with Baracon's North Melbourne and inner-north work, alongside the Brunswick East and Carlton projects in the portfolio. The apartments were settled after the retail tenancy was handed over, and the building addresses its North Melbourne street frontage.

PROJECT LOCATION

North Melbourne, VIC

PROJECT YEAR

2018

STATUS

Completed

BARACON'S ROLE

Sales & Marketing, Builder
and Project Superintendent