



JAQUES

1 Palmer Street
Richmond, Victoria, Australia

OVERVIEW: 100 Apartments

PROJECT VALUE: \$75M

ROLE: Developer, Development & Project Manager

DESCRIPTION

Jaques is another ultra-luxury development project acquired by Baracon's development arm. The northern part of the site was developed into one of Melbourne's most prestigious residential complexes, comprising 100 apartments.

The owner-occupier styled apartments were set around a lush, private central courtyard, designed as a haven from the outside world, yet right at the center of one of Melbourne's more vibrant lifestyle destinations.

Naturally the location is an asset in itself, being positioned in close proximity to the MCG, great shopping facilities, a vast range of dining options and all main public transport routes.

A significant attribute of the site was the historic usage attached to the site, which was adopted by the project as its name. Jaques was engineering firm and the existing buildings were the offices and manufacturing facilities for large-scale mining equipment most famously the tunnel drill used to excavate Melbourne's underground rail network.

Baracon design brief was to maintain as much of the brick façade and turn this into the final look of the new development. An internal garden between buildings creates much-needed internal amenity for the residents.

After many years negotiating through 'City of Yarra' planning division Baracon successfully gained approval. As a result of the GFC the group elected not to deliver the project but rather sell it to focus on other opportunities. Baracon's involvement in Jaques spanned 4 years.