



MELBOURNE GPO

Corner Elizabeth and Bourke Street
Melbourne, Victoria, Australia

OVERVIEW: Retail Centre

PROJECT VALUE: \$100M

ROLE: Development & Project Manager, Superintendent, Retail Co-Ordinator

DESCRIPTION

Victorian in architecture, this iconic building started life back in 1841 and was progressively added to from 1857-1906.

In 2001 a fire broke out in the main postal hall. By this stage Australia Post had opted to divest itself of this remarkable asset.

Baracon as Development & Project Manager was challenged to convert this historic building into a retail centre, with a modern addition to the north elevation and a variety of retail commercial uses proposed for the upper floor levels. Postal Lane between Myer and the GPO has become a landmark lane-way for food and entertainment.

The \$100 million redevelopment consisted of 60 shops, including 8 restaurants, Cafe's and Bars. The project was later sold as a 99 year lease hold to the Industry Superannuation Property Trust.

Heritage was particularly challenging as this grand building sat very close to the hearts of the historically sentimental people of Melbourne. Finding the balance between this and commercial reality ensured a project that was successful and one that all Melbournians are proud of.

Baracon also oversaw all the internal shop fit outs through tenancy coordination and interface with the base builder. Close liaison with Heritage Victorian and the National Trust ensured a great outcome for all.