



A MODERN PLACE TO LIVE

A Place To Live is in a premium location in the rapidly growing suburb of Richmond comprising of 355 apartments.

MAIN CONSTRUCTION COMPANY : Icon Construction
 SURVEYOR : Absolute Surveying
 COMPLETION : June 2012
 PROJECT VALUE : \$90 Million

Below The stylish city fringe apartments are set opposite the Victoria Gardens shopping and entertainment precinct and occupants will benefit from full retail services.

the adjoining park. Sensors have been installed in car parks to measure carbon monoxide levels which are operated in accordance with the ventilation required for safe occupancy.

A Place To Live is in a premium location in the rapidly growing suburb of Richmond. The apartments and town houses boast magnificent city views and take advantage of one of Melbourne's greatest natural assets, the Yarra River. The stylish city fringe apartments are set opposite the Victoria Gardens shopping and entertainment precinct and occupants will benefit from full retail services and are close to major public and private hospitals. The development hopes to create a walkable community and promote the use of public transport. Accommodated at the northern end of the site is a gym, sauna and a 16m private lap pool and an attractive communal space which will encourage social interaction between residents.

ABOUT ICON

From modest beginnings, Icon was founded by in 1997 and has since grown substantially and currently has approximately 100 employees. Icon now turns over in excess of \$180 million annually in construction and \$40 million annually in development. "Of course it's our people who make a real difference to our business success. Our personnel instil confidence and earn clients' trust with their expertise, commitment and reliability, ensuring Icon continues to lead the way in quality commercial and residential construction and development. Fifteen years ago, when we established the company, the name 'Icon' expressed all the qualities we admired and aspired to; professionalism, strength, reliability, integrity, innovation and forward thinking."

Today Icon takes great pride in their achievements. They know that true icons are few, and recognise that there is always potential to refine, improve and build on what they do. That is Icon Thinking and it underpins every aspect of their business. Icon's record can be judged by a range of luxurious developments throughout Melbourne including New Quay West Apartments, Niche Apartments and A'Beckett Tower.

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For more information contact Icon Construction Australia Pty Ltd, Suite 3, 110 Cubitt Street, Richmond Vic 3121, phone 03 9429 6099, fax 03 9429 8022, website: www.iconconstruction.com.au

ICON CO is delighted to have been the building contractor on A Place To Live, a contemporary addition to the Victorian Garden complex. Icon is one of Australia's leading property groups and has a reputation for constructing quality, prestigious, cost-efficient property projects on time and on budget.

A Place to Live comprises of three hundred and fifty-five apartments over four individual buildings that sit over a double basement car park. Each building has a distinct address and unique identity characterised by horizontal bands of Jade, Ruby, Sienna and Ivory. "Construction was over four stages, starting in September 2010 with completion in June 2012. With a construction value of \$86 million and multi stage handover, A Place To Live was a logistical challenge that required meticulous planning which translated into major efficiencies during construction and ensured continuity of work for everyone. A multi-staged construction with limited access in a built up residential area is always challenging. Each stage of

occupation required extensive planning and negotiation with authorities including the Metropolitan Fire Brigade to allow construction to continue and maintain a safe living environment for residents and contractors. The success of the project was made possible by exemplary teamwork and collaboration among our many partners and suppliers across Australia," said Project Manager, Zafer Tillem.

Each complex has luxury one and two-bedroom apartments and townhouses and the design has incorporated passive features such as high performance glazing, superior natural ventilation and high levels of natural lighting to minimise energy consumption. Roof-mounted photovoltaic panels provide power to the lighting and time clocks in the common areas of the buildings reducing energy consumption from the grid. Water efficient fixtures for taps, shower heads and toilets are used throughout each apartment. Rainwater harvesting tanks capture 100kl of water from rooftops for irrigation of the on-site landscaping and





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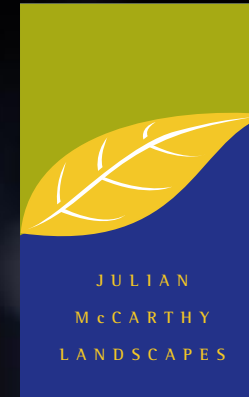
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JULIAN McCARTHY LANDSCAPES PLANTING THE SEED FOR GREEN LIVING IN THE CITY

Julian McCarthy Landscapes (JML) was engaged by Icon Constructions to provide landscape construction services to **A Place to Live, at Richmond**. The project comprised of the construction of the shared outdoor spaces including the building entrances, building frontage, common walkways, rear of buildings and private court yards on Level 1. Taking six months, with a team of five skilled personnel, work consisted of soft landscaping services including soilworks, planting, drainage systems, irrigation systems, mulching and weed control.

The landscape which JML constructed is a thoughtful integration of nature and the built environment. With an emphasis on water efficiency the use of hardy species to suit Melbourne's dry conditions and evergreen trees to allow sunlight in each space, JML constructed an array of attractive, yet drought tolerant areas which resulted in a healthy and liveable environment.

“Flexibility and the ability to work effectively in a fast-paced environment was important on this project. Collaboration with other trades and commitment to solving problems with regards to unexpected occurrences and delays was essential to enable the project to be delivered on time. We were also presented with the challenge of finding a way to lift material to Level 1. We were able to do this with the help of We Blow who attached a hose to the outside of the building and blew up the soil to the first floor where we were working” said Julian McCarthy.

Julian McCarthy Landscapes was established 17 years ago in Melbourne and has a diverse range of construction landscaping experience. “We believe in providing quality workmanship and quality service. We want to construct exceptional outdoor spaces on time and within budget by applying our experience and expertise to meet the specific needs of our clients”.

Julian McCarthy Landscapes was recently involved in the construction of the gardens at the Clara Apartments in South Yarra. They were also the construction Landscapers for the Tooronga Village in Glen Iris and The Garden House Apartments in Carlton.

For more information contact Julian McCarthy Landscapes, Suite 404, 91 Murphy Street Richmond VIC 3121, phone 0417 310 083, fax 03 9429 5887

