

FORM MEETS FUNCTION AT EMPORIA APARTMENTS

The Emporia is based in the heart of Prahran, Melbourne. It is an exciting contemporary apartment development with city views, stunning timber floors throughout, Italian kitchens, fully tiled bathrooms, 1-3 bedroom apartments.

CONTRACTOR : Kane Constructions
PROJECT VALUE : \$45 million (Design & Construct)
COMPLETION : October 2014
ARCHITECT : Idle Architecture Studio
Consultants : Property Development Analysis, Carr Design



‘Where form meets function, you find good design. And at Emporia, you find it everywhere.’

Emporia is the latest apartment development to grace the bustling inner city Melbourne suburb of Prahran. In a prime location opposite the Prahran Market and within a short stroll to the fashionable Chapel Street shopping precinct, Emporia presents a striking addition to the street scape.

Avoiding Disaster

Kane Constructions stepped in to the project after the incumbent head contractor hit financial troubles. Construction had commenced with the bulk earthworks and retention system 80% complete. Following an intense due diligence process, Kane entered in to a design and construct contract to complete the works. Moving quickly and achieving value management of the design resulted in the construction cost to complete being marginally lower, thus ensuring no adverse time or cost impact to the development.

To aid a smooth transition at the coalface, some members of the previous construction team joined Kane and were supplemented by senior Kane managers. Key subcontractors were novated to Kane and the project financiers were put at ease by the strength of Kane’s balance sheet and previous project experience.

Kane Project Director Richard Frisina led the due diligence process and has subsequently been responsible for the project delivery. ‘We are extremely pleased with the manner in which the transition occurred. Not a single production day was lost. A potentially disastrous situation for the developer was avoided.’

The building and ‘that façade’

Emporia comprises 140 apartments over nine levels. The free form shaped building sits on top of a four level basement with parking for 160 cars. The footprint of the basement encompasses the entire site. Retail spaces occupy the ground level along Commercial Road with communal spaces including an outdoor terrace for apartment owners are located on the north side of Level 1.

A traditional retention system was utilised for the basement with BubbleDeck used for the car park suspended slabs and a

Dinzel wall system introduced to expedite program. Over \$1 million of car stackers have been incorporated into the basement to enable greater spatial efficiencies. The balance the structure comprised post tensioned slabs, in-situ spine walls and precast cores with wet joints. Double height precast concrete columns were also introduced to aid cycle times.

From an external perspective, what really sets Emporia apart from the pack is the façade. Comprising brilliant white precast concrete panels (including curved panels) and a unique unitised curved curtain wall system with horizontal blades, fritted double glazed glass and composite panelling – the façade is truly unique. The curtain wall element of the façade took nearly 12 months to design, procure and ship. Fabrication was undertaken in China and required detailed oversight from the Kane design manager and project engineer.

‘I have spent upwards of twelve weeks on and off in China overseeing fabrication, testing and assembly of the curtain wall’, says Ross De Gallo, Kane project engineer. ‘It’s been not without its challenges but the outcome is truly amazing.’

Logistical Challenges

The Emporia is located on a corner site fronting busy Commercial Road (which houses tram lines). The Prahran Market is located to the north whilst the Cullen Art Series Hotel shares the small street to the east. Existing buildings are located on the south and west boundaries including multiple apartments.

Detailed planning with council was required to approve the Construction Management Plan. The Kane team kept local residents, retailers and the hotel regularly informed of key construction activities – major pours, street closures for tower crane erection/removal and the like. The result has been a smooth run project without the conflict that can easily arise through mismanagement and poor communication.

Saving the client from potential disaster and delivering a unique inner city apartment building on a challenging site has been a fulfilling undertaking for the team at Kane Constructions.

For more information contact Kane Constructions Pty Ltd, 658 Church Street, Richmond VIC 3121, phone 03 8420 1200, fax 03 8420 1201, website www.kane.com.au



PDA AUSTRALIA

Located right in the heart of Melbourne's most vibrant inner city village, Prahran, Emporia's superbly detailed apartments combine spacious, light-filled luxury with award winning design. An iconic new address for Melbourne, PDA Australia was an integral part of making this project a reality.

Development manager Matt Walton said PDA was engaged by the landowner to undertake a review of the existing approved planning permit and identify any opportunity to further enhance the project outcomes. "The landowner could appreciate that based on our extensive knowledge and experience we were able to see the real possibilities that developing these apartments could bring to the area," he said. "We carried out a detailed feasibility analysis and the decision was made to apply for a new planning permit that greatly increased the density and financial outcomes for the project.

"PDA then proceeded to engage a new design team and through collaboration with local real estate agents and contractors were able to conceptualise and develop a new scheme, navigate the planning hurdles and proceed to acquire a permit for the current scheme." With 140 quality apartments due for completion in spring 2014, residents will soon be able to enjoy residential living combined with shops, cafés and other retail possibilities, including basement car parking.

As a development management company, PDA Australia continues to offer consulting services in many property related activities including site analysis and acquisition, project feasibility analysis, planning permit application submissions, project funding, project management and various property related negotiations. Begun by director Andrew Rice in 1998, through his clear focus and commitment, PDA Australia has become a well known name in the industry and continues to work on substantial developments, most recently 12 Queens Road Melbourne.

"It is very important to me and my team that we follow through on every project right to the end to ensure that we achieve exceptional outcomes for our client," Andrew said.

For more information contact PDA Australia Pty Ltd, 1212, 9 Yarra Street, South Yarra, VIC 3141, phone 0418 395 121, website www.pdaaustralia.com



COMPANY TOWERS ABOVE THE REST FOR QUALITY

Stunning 360 degree views of some of Melbourne's most spectacular areas including Port Phillip Bay and the Royal Melbourne Botanic Gardens are able to be beheld from Emporia Apartments.

The height needed to make this remarkable project and the views from the property's corner vantage point a reality during construction is no mean feat. An integral part of this was Select Cranes, one of the leaders in tower and mobile crane hire, operating out of Melbourne for over 10 years.

Select Cranes project managers Peter Owen and Glenn Moulin said the company offered a diverse range of Tower Cranes. "Add to that our crane crews are committed to providing the best service in the industry, with never a compromise on quality," he said.

"For us to be working on projects of such significance as Emporia Apartments, the Geelong Hospital, Living Carlton Stage Nine, Smith Street Collingwood and Box Hill ATO with well respected construction companies as Kane, Hacer and Grocon show that we are experts in our trade. "It is clear; Select Cranes is a dynamic company that prides itself on hiring out safe and reliable cranes supported by friendly and skilled people."

Since its inception Select Cranes has continued to expand its services, starting out with one crane and now boasting a fleet of



diverse range of cranes to suit any construction site requirements. As well as professional crane crew, riggers and dogmen and mechanical services.

The Emporia Apartments project saw four of Select Cranes 20 staff focused on erection of a tower crane which they continued to man throughout the project to ensure all safety requirements were followed through and dismantling on completion. There was also hire of a Franna Crane to assist with concrete panel rotation as this is the ideal crane for use when moving objects around a construction site. "It is vital on all projects to have our crane hire supported by our panel and tower crane erection crew as they are specialists in their industry and know how to best operate this machinery."

For more information contact Select Cranes & Rigging Pty Ltd, 8 Ganton Court, Williamstown North, VIC 3016, phone 03 9399 5311, email info@selectcranes.com.au, website www.selectcranes.com.au