

A ROYAL RESIDENCE

DEVELOPER : Hallmarc Limited
ARCHITECT : Hallmarc – Malcolm Elliott
INTERIOR DESIGN: Hallmarc – Brittany Cini
STRUCTURAL ENGINEER : Consentino Group
CONSTRUCTION VALUE : \$70 million

Arthur Apartments represent a new era in modern living and offers a range of luxurious apartments designed for the ultimate urban lifestyle. The development comprises of 96 cutting-edge luxury apartments most with spectacular views over Albert Park.

Hallmarc's Arthur Apartments is the premium address for those looking for luxury, modern living, with spectacular views of Melbourne's Albert Park and the beautiful Port Phillip Bay. The 14-level development on Queens Road comprises the 5-Star Tyrrian Serviced Apartments from the ground level to the fifth floor (with 85 serviced apartments), and premium residential apartments from the 6th to 13th floors.

"The building is less than 1.5km to the city, South Yarra, St Kilda and from the beach," explains Hallmarc Director, Michael Loccisano. With a mix of one, two and three bedroom apartments, as well as penthouses, a majority of the residences have already been sold since they were released for sale in March 2015. Five New York style loft apartments which were released upon completion in September 2017.

Further emphasising the building's luxurious theme, the entire top level is a dedicated 5 Star, resort-style entertainment area. This includes an infinity swimming pool overlooking Port Phillip Bay and Albert Park, a fully equipped private dining room, 5 Star gymnasium and resident BBQ areas.

This theme continues within the apartments themselves, which features include Valcucine Italian-made kitchens. "They're the Ferrari of kitchens," adds Michael. "They're all engineered in glass and beautifully made. They really complement the style of the building which includes sleek floorboards and generous sized balconies offering views to the park and bay."

Buyers are also able to enjoy all the services that living above a 5 Star hotel brings, including a 24hr reception, onsite café/restaurant and inhouse management services and even car hire available.

All the building's west and south-facing apartments capture the expansive views of

Albert Park and its beautiful lake (including the annual Grand Prix). External balconies featured in other apartments enjoy views of Albert Park, while owners of apartments located on the Queens Lane side are treated to city-style vistas.

"About a third of Melbourne's open space is surrounding Arthur Apartments with Albert Park, the Botanical Gardens and Fawkner Park all within walking distance," says Michael. "This location is rapidly being realised as a premium residential area in Melbourne, when compared with other major world cities this is Melbourne's version of living on Central Park in New York or Hyde Park in London."

He adds the building's close proximity to everything Melbourne has to offer has also made it attractive to buyers. "We did a walkability assessment [of the building] before it went to market – it scored 95 out of 100 for walking distance to everything – the city, the beach, South Yarra and St Kilda," says Michael. He adds that Arthur Apartments are aimed at the local Melbourne market, not overseas buyers or investors.

"There is no shortage of downsizers from the leafy suburbs of Melbourne who are looking for a high quality apartment with large spaces, they want quality and space" says Michael. "Our buyers are a combination of downsizers and young professional couples who work in and around the city."

The planning phase for the building was reasonably straight forward, with the site previously a commercial building.

While the bones of the building were retained, the development has been completely rebuilt from the ground up including the construction of an additional basement carpark. The advantage of the site having been a commercial building also meant the ceiling heights within Arthur Apartments are up to 3m high.

Hallmarc has also started construction on its second stage of Vista at Kingston Park in Highett (consisting of 154 apartments in three buildings) and numerous town houses in Point Cook at the Waterhaven Estate, another one of the firm's projects.

"We are an end-to-end developer," adds Michael. "We have all the disciplines inhouse from architecture, design, construction, sales and marketing, asset management and owner's corporation management. We take a site from acquisition, right through to sales and beyond all within our business model. That's a pretty unique thing in the construction industry these days."

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FROM OLD TO NEW

Melbourne based Cosentino Group undertook all structural work on The Arthur Apartments on Queens Road. Work began in 2015 with a number of engineers and draftspersons working on the project.

Cosentino Group Managing Director, James Cosentino and his team were responsible for working around the original structure of an 11-storey commercial office building that is being transformed into a 14-storey apartment tower. There were a number of structural challenges as the development was part of an existing building.

“The additions consisted of two extra floors, an extra basement and extensions to the front and back of the building. So the main challenges was to reconfigure the building to withstand lateral and earthquake loads.”

Specialising in structural design and civil engineering, Cosentino Group delivers a wide range of projects to the commercial, industrial, residential and government sectors. Among them are shopping centres, industrial complexes and residential developments in addition to multi-storey offices, sporting facilities, carparks, bridges and more.

There have been many highlights but one of the company’s most significant projects was Richmond Icon in Swan Street. Like The Arthur Apartments, the refurbishment of the historic Dimmey’s building presented its own set of challenges. The development included a 2-level basement carpark below the heritage listed perimeter walls which had to be kept as part of the façade.

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PEACE AND QUIET

Noise and vibration isolation specialists, Embelton, were responsible for completing work on the swimming pool and gym at the Arthur Apartments.

The company spent three months between January and April 2017 designing, manufacturing and overseeing installation of springs to isolate vibration from impacts in the gym, pool and spa.

“It is important, due to the infinity edge on four sides, to ensure the pool is balanced through the careful selection of Embelton springs,” said Mechanical Engineer, Lloyd Cosstick. “Activity in swimming pools, particularly diving, can generate high vibration levels in the pool structure. Unless isolated from the building, swimming pools on the upper levels can be a major source of annoyance to occupants through re-radiated noise.”

Lloyd also said careful design was required when coming up with isolation solutions for the gym floor.

“A system that is appropriate for heavy weights may be inappropriate for cardio areas,” Lloyd said. “In addition, it is important that the system selected does not resonate with the structure. Providing a comfortable space to use with consideration of these constraints can be a challenge.”

Despite these challenges, Embelton is known for its effective gym isolation solutions. The company has worked on more than 50 gyms over the past year alone, including projects in Singapore and the UK.



Pool Isolation Spring Mount

“Embelton take a particular interest in gym isolation due to the complex vibration characteristics that can occur as a result of incorporating gyms into higher density living and are experienced in meeting the individual requirements for each application,” says Lloyd.

In addition to projects across Australia, Singapore and the UK, Embelton has completed work in New Zealand, China, Dubai and Indonesia. The company’s most significant projects include large isolated floors in Prima Pearl in Melbourne, building isolation of the R9 development at Barangaroo and an isolated basketball court spanning between two buildings at the Tennery in Singapore.

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