

# URBAN LIVING

B.E. Apartments at Brunswick East embodies affordable luxury, comprising of one, two and three bedroom spacious and contemporary residences featuring Miele appliances, stone benchtops, reverse cycle air conditioning, private balconies and secure car parking. The project also includes a well equipped gym, outdoor workout space, movie room, and resident's lounge with full kitchen and courtyard in one of Melbourne's best locations.

**The B.E. Apartments development is setting new benchmarks in residential apartment living.** Developed by Jameson Capital, an independent funds management and advisory business specialising in Australian real estate investment, B.E. Apartments comprises 97 residences with ground floor retail amenity. The \$60 million project is

desirably located just 4km from the Melbourne CBD, offering all the facilities and attractions of the city's north.

Jameson Capital fulfilled the role of underwriter and fund manager for the project. Director, Nick Browne described B.E. Apartments as an exciting project, providing premium and spacious apartments at an attractive price point. "We have a great development team which includes the highly respected architecture and interior design team of Rothelowman. The builder is Element Five, well known for their quality projects around Melbourne."

The residences are being offered as one, two and three bedroom configurations with starting prices at \$399,000. The apartments have been cleverly designed, offering clean, contemporary lines and quality fittings, including Miele appliances and stone benchtops. All have and reverse cycle air conditioning and private balconies overlooking a vibrant neighbourhood. A secure car park with storage is provided.

Excellent transport connections by train, tram or bus are easily accessible and the authentic food and entertainment culture of Brunswick East, with its award-winning restaurants, are on the doorstep.

Residents of B.E. Apartments will also have access to fantastic common areas. "There will be a well equipped gym with outdoor workout space, movie room and a residents lounge with full kitchen and courtyard which will be perfect for entertaining guests," said Nick.

"One of the features at B.E. Apartments will be commissioned artworks by recognised local street artist, Ghostpatrol," Nick added. "The interior murals will enhance the entrance and key communal spaces and reflect Brunswick's distinctive street style and culture."

While many of the residents at B.E. Apartments will be owner-occupiers, the development is also an ideal vehicle for investors, located in an area of high rental demand and a low vacancy rate, with a median suburb rent of around \$400 per week.

B.E. Apartments is just one of Jameson's ventures. The firm has been involved in real estate dealings with a transacted value of around \$2 billion. The principals have over 30 years combined experience in Australian real estate. In that time, they have established a vast network of industry contacts enabling them to source private transactions on favourable terms with excellent partners before offering them to their exclusive network of investors throughout Australia and Asia.

Jameson Capital's network enables the firm to assist in complex transactions and a variety of structures, including equity joint ventures, structured corporate debt, mezzanine debt and senior debt. "Our network comprises international and local institutional investors which enables us to provide certainty of funding and faster execution speeds," said Nick. "Jameson is capable of providing funding within four weeks from deal introduction to first drawdown and has the flexibility to consider lower pre-sales cover and higher gearing ratios. This is very advantageous for our clients who are developers seeking a broad range of funding options ranging from \$5 million to \$200 million."

Apart from B.E. Apartments, Jameson Capital has utilised their experience and real estate financing expertise to finance residential projects in the Melbourne suburbs of North Fitzroy and Hawthorn, and the Perth suburb of Mt Pleasant. The firm has also provided debt raising services for a commercial office redevelopment in South Yarra, Melbourne.

As one of Australia's leading alternative capital partners to the property development industry, Jameson Capital continues to seek out innovative real estate investment opportunities.

*For more information contact Jameson Capital, Level 16, 379 Collins Street, Melbourne VIC 3000, phone 03 9614 7600, email [admin@jamesoncapital.com](mailto:admin@jamesoncapital.com), website [www.jamesoncapital.com.au](http://www.jamesoncapital.com.au)*

DEVELOPER : Jameson Capital  
MAIN CONSTRUCTION COMPANY : Element Five  
ARCHITECT : Rothelowman  
STRUCTURAL ENGINEER : EDGE Consulting Engineers  
CONSTRUCTION VALUE : \$60 million

Below Perfect Pool Fencing manufactured and installed all the glass balustrades for the project.

Below Clark Cranes provided three 2,800mm iROLL Decks and a tower crane to B.E. Apartments.



Perfect Pool Fencing is a specialist in frameless glass fencing including balustrades and glass pool fencing. Renowned for their attention to detail and high quality performance, Perfect Pool Fencing stands by their product with a customer satisfaction guarantee.

The B.E. Apartments have been enhanced by Perfect Pool Fencing's glass balustrades. Working with builder VCON, the company met strict specifications for the placement of the balustrades, which had to be precisely measured and fixed to be no more than 10mm apart. The manufacturing and installation of the balustrades went smoothly.

"We have our own fabrication facility at Mornington, with a team skilled in frameless glass work plus welders qualified to weld stainless steel and aluminium," said Managing Director, Jason Lange. "This gives us a great capacity to control our production to exactly meet the quality standards demanded by clients."

Attention to detail is their motto and Perfect Pool Fencing take the time to ensure all balustrades and pool fences are high quality and engineered to comply with building codes and Australian standards.

"We have a mix of commercial and residential business. Whatever the size of the job, we ensure our products are made and installed to the highest quality," Jason said.

The versatility of Perfect Pool Fencing is illustrated by their product range. Apart from fully frameless glass balustrading and pool fencing, the company supplies kitchen splashbacks, shower screens, powdercoated tube fencing and aluminium slat screen fencing.

"After 10 years in operation, we now are in the fortunate position of seeing most of our business coming via word of mouth and repeat business from satisfied clients. We have recently expanded our area of operation to Geelong and the Surf Coast," said Jason.

Perfect Pool Fencing will again be working with VCON on the high end Rockley Gardens apartment development in Toorak Road, South Yarra.

For more information contact Perfect Pool Fencing, 19 Fuji Crescent, Mornington VIC 3931, phone 0417 059 598, email jason@perfectpoolfencing.com.au, website www.perfectpoolfencing.com.au

Clark Cranes are proudly family owned and operated and have the solution for every construction lifting job with an extensive fleet of modern and state-of-the-art tower cranes, iROLL Decks, hoists and equipment. Michael Clark, company Director, established this business in 2008. The family's other company Associated Mobile Cranes has a reliable fleet of Mobile Cranes ranging from the 20 ton Franna to 35 ton-300 ton all-terrain. Between both companies, they share in over 30 years of industry experience.

Clark Cranes were commissioned to work at B.E. Apartments in Brunswick East, an Element Five construction project. They supplied a tower crane and three 2,800mm iROLL Decks. The Sales Manager for Clark iROLL, Leeanne Loustas, said that the project ran smoothly with respect to the installation and operation of the tower crane and iROLL Decks.

The revolutionary iROLL Deck is proudly manufactured in Australia from the best quality materials with a SWL of 5 tonne. It has rear rollers for ease of installation with harness anchor points and is available in sizes, 2,200mm, 2,800mm, 3,200mm and 4,200mm models. Clark Cranes offer a package deal for the dry hire of their tower cranes and iROLL Decks.

"The iROLL Deck is very popular in the construction industry because of its simplicity, quality and it allows you to move building materials in a safe and timely manner. Customer service is another key focus as I offer expert advice and ensure that I meet every customer's requirement in a friendly and efficient manner," said Leeanne.

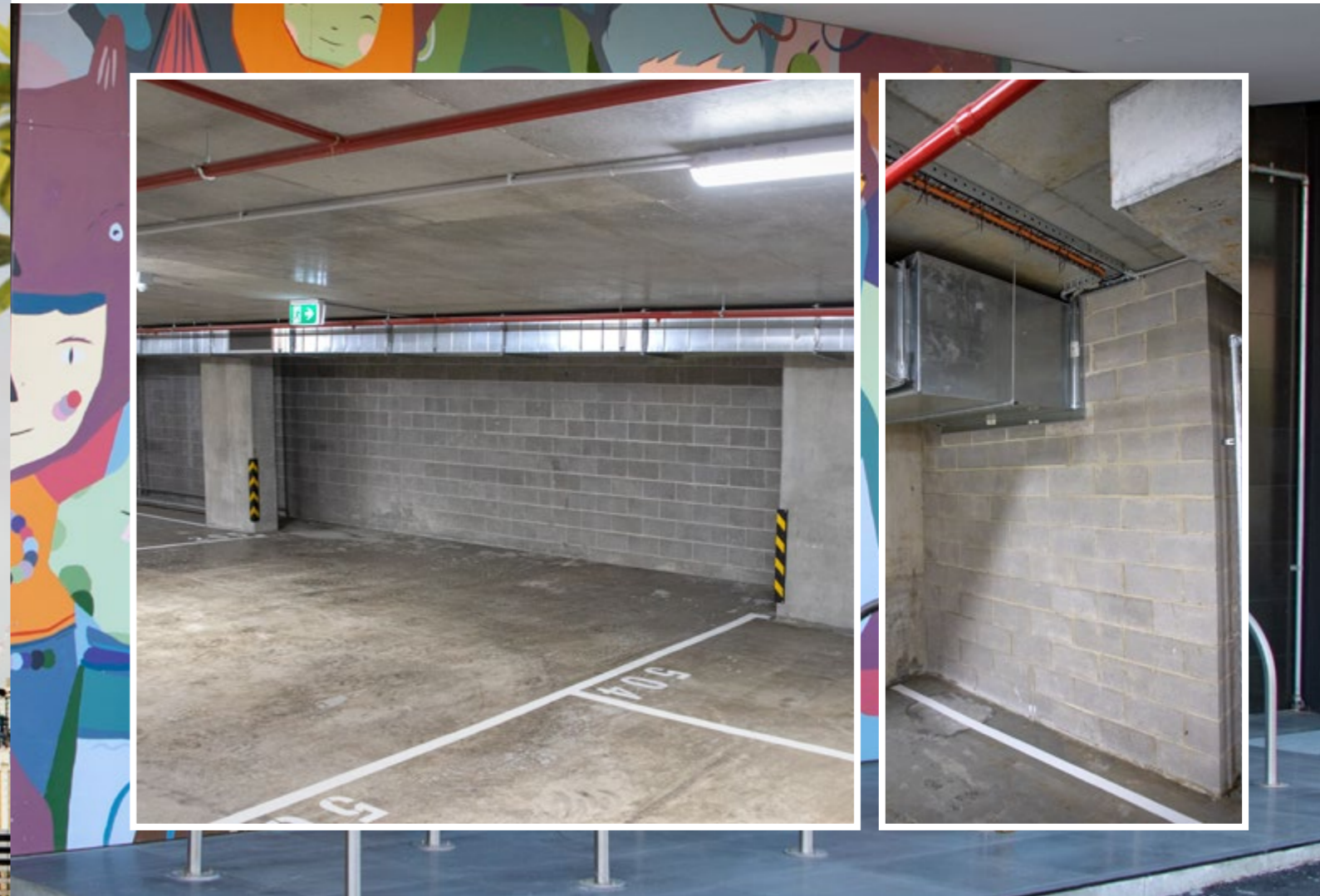
"We proudly maintain over 100 tower cranes, 66 iROLL Decks, 60 Hoists and other equipment," Leeanne said. "I'm very excited to mention a new item to our fleet, Wireless Remote Hydraulic Tipping Bin which enables hands free unloading, a safe way to dispose of waste and building materials."

Clark Cranes has a team of 60, of which 15 were engaged on the B.E. Apartments project. The company operates throughout metropolitan Melbourne and country Victoria.

For more information Clark Cranes, phone 03 9464 7444, website www.clarkcranes.com.au  
Director, Michael Clark, phone 0418 107 566, email michael@clarkcranes.com.au  
iROLL Sales Manager, Leeanne Loustas, phone 0436 336 333, email leanne@clarkcranes.com.au



**Below** The Blockwork Company installed the structural basement wall prior to main construction then completed the non-structural apartment walls.



**The Blockwork Company is a specialist in the supply and installation of concrete blocks, particularly for structural work.** They have built a strong reputation based on the exceptional quality of their work and the focus they give to understanding the specific requirements of their commercial and residential clients.

The B.E. Apartment development in Melbourne's trendy suburb of Brunswick East has seen The Blockwork Company contracted to supply and install a structural retaining wall prior to the main construction beginning and later, non-structural walls in the apartment complex.

Initially the structural basement wall for the basement was laid, then the company returned a few months later to undertake the blockwork for the non-structural walls. "Overall, we had an involvement for 12 months and we engaged eight out of our total staff which has now grown to 10 people," said Managing Director and Founder, Gordon Lindberg.

The Blockwork Company laid over 25,000 blocks at B.E. Apartments. "The access to the site was very tight which created difficulties with deliveries," Gordon said. "There was a lot of coordination required

with the builder and other trades to maximise the use of storage space and available delivery time slots. The cooperation was excellent so we were able to complete our contract on time."

The Blockwork Company works closely with a wide range of architects, prestige builders and engineers to complete all types of projects.

Concurrently with the B.E. Apartments project, The Blockwork Company undertook work at Royal Ascot Residences in Ascot Vale. The company is currently working on the Nova Apartments development at Bundoora which includes 40 townhouses.

"While we specialise in structural and non-structural blockwork construction, we can also handle landscaping blockwork if required. We also do Kwikstage Scaffolding," Gordon said. "Our mission is to exceed our clients expectations on quality, cost effectiveness and timeliness on every project."

**For more information contact The Blockwork Company,** phone 0430 054 607, email [gordon@theblockworkcompany.com.au](mailto:gordon@theblockworkcompany.com.au), website [www.theblockworkcompany.com.au](http://www.theblockworkcompany.com.au)