



## A TOWERING ICON

The \$60M artistically designed Icon Apartments demonstrates the colours of nature with each cubical level while consisting of high quality modern interiors and stunning common facilities.

**The newly developed Icon Apartments is 17 levels of glorious colour that evoke the natural landscape of St Kilda, Melbourne.** Pace Development Group have delivered not only a luxurious residential development but also a monument of public art to be shared by the St Kilda community.

The Icon Apartments features a striking structural composition of six irregularly positioned cubes. Elegantly stacked, these cubes create what Joe Hastie of Pace Development Group describes as a “cantilevered structure of a unique nature.” The colours showcase the blues of the water, the greens of trees, the yellow of a sandy beach, and the pink hues of a spectacular Melbourne sunset.

Captivating in itself, the avant-garde structure designed by award-winning Jackson Clements Burrows Architects, is further emboldened by Melbourne artist Matthew Johnston’s dramatic façade. This features a “new system,” consisting of perforated folding metal screens to veil the glass façade. A selection of 40 different shades gives the building its resplendent finish. “Each level is depicted in different colour hues from earth to sky, which cross reference the nature of the geographical and environmental stratum. This flux of seasonal change is portrayed through subtle tonal gradation,” explains Johnston.

Featuring 116 one, two and three bedroom apartments, the unique and spectacular design reflects Pace’s emphasis on fulfilling their client’s needs. Ensuring a continuum between The Icon’s aesthetics are the luxury and spacious internal and external fitouts including expertly finished rooms and large balconies.

The Icon will undoubtedly live up to its name, setting a new standard in architecture and design within St Kilda. Tim Jackson, Director of Jackson Clements Burrows, states, “It is our belief that The Icon will not only engage with the surrounding context in a new and positive way, but set a pattern of expectation

that this important intersection is deserving of, both within the context of Melbourne’s history and future development.”

The combination of prime location, arresting architecture, and luxurious design came down to Pace Development Group’s fundamental approach to business, “Design, Construct, Deliver.”

Since establishing Pace Development Group in 1990, Director Shane Wilkinson has built the company’s reputation on delivering quality developments successfully and on time. Pace has over 20 years in the residential property industry, boasting a formidable in-house store of knowledge and experience, equipping them to exceed their client’s expectations.

Underpinning Pace Development Group’s success is an integrated company structure. As developer and builder, the expertise of the Pace team ranges across architecture, interior design, sales and marketing, legal, engineering, and construction. Pace’s typical approach in relation to The Icon Apartments involves buying the land, designing, acquiring permits, managing marketing and sales.

With over 100 successfully completed projects since 2003, Pace Development Group remain market leaders in boutique residential developments, and recently high rise developments.

Along with The Icon, apartment developments currently under construction by Pace include George Windsor (Windsor), Archer (Mentone) and 181 Fitzroy Street (St Kilda), with Ode (St Kilda) also about to commence construction and two further projects in the pipeline.

*For more information contact Pace Development Group Pty Ltd, Level 2, 201 Fitzroy Street, St Kilda VIC 3182, phone 1300 722 334, fax 03 9592 1333, email enquiries@pacedg.com.au, website www.pacedg.com.au*

DEVELOPER : Pace Development Group  
MAIN CONSTRUCTION COMPANY : Pace Development Group  
ARCHITECT : Jackson Clements Burrows Architects  
SURVEYORS : GE Building Surveyors  
PROJECT VALUE : \$60 Million



**Constructing a residential tower as unique as the Icon Apartments requires professionals with the capabilities to bring ambitious visions to reality.** A leading provider of concrete placement services, Mitchcon Pty Ltd demonstrates their 25 years of professional experience on The Icon Apartments. “Mitchcon supplied the high-rise concrete placement boom and high pressure concrete pump to pour concrete for the structure,” explains Lewis Mitchell of Mitchcon.

Specialising in mobile and high-rise concrete pumping, Mitchcon’s expertise at negotiating challenging building sites ensured their work on the Icon benefited the project’s efficiency. “We like to assist the builder in anyway possible, from logistically planning and suspending the high-rise boom to the planning of specific locations to make the job easier and time efficient for us and the builder,” Lewis describes.

Offering full retention services to the residential and commercial building sectors, Mitchcon’s expertise includes concrete pumping, spraying and finishing as well as full basement construction packages. The company’s professional services also extend across the civil and industrial sectors having completed a number of major civil infrastructure works. “We have had heavy involvement in a countless number of Victorian infrastructure projects, such as, the Regional Rail Separation at Wyndham Vale, the

Mitcham Rail Separation, Springvale Rail Separation, Melbourne Airport, City Link, Southern Cross Station, Federation Square, Northern Sewage Upgrade, Geelong Bypass and the Gippsland Water Station vortex pond relining,” says Lewis from Mitchcon.

Equipped with one of Melbourne’s largest fleet of dedicated pumps and employee base, Mitchcon leads in the latest concrete delivery practices, such as concrete spraying- a fast growing option for more than just retention purposes that deliver multiple benefits for clients. Mitchcon pride themselves on having the only qualified shotcrete team in VIC that hold vertical and overhead shotcrete qualifications recognised Australian wide and internationally. “Mitchcon is heavily focusing on providing shotcrete for more structural elements in construction, for example, columns, lift cores, shear walls, necessary wet joints etc,” says Lewis. “We are finding there’s a significant time and cost saving in shotcreting these structural elements rather than pouring in situ. Ability to form and strip only one side of form work is beginning to urge many of the top tier builders to move with the fast and effective technology that we have readily available.”

*For more information contact Mitchcon Pty Ltd, 13 Paw Paw Road, Brooklyn VIC 3012, phone 03 9316 5222, fax 03 9316 5299, email admin@mitchcon.com.au or civil@mitchcon.com.au, website www.mitchcon.com.au*

**More than a residential development, The Icon Apartments St Kilda, are a bona fide work of art.** Brogue Consulting Engineers, industry leaders in REVIT modelling, drew on their impressive combination of engineering design and consultancy skills to solve the practical challenges of this unique concept.

Responsible for the structural and civil engineering services, Brogue worked closely with Pace Development Group and the architect to create a detailed 3D model of The Icon Apartments. “This enabled fluid coordination of the build and services with the project team,” explains company Director Ashley Pollard. Brogue’s proactive discussions with local council also contributed to fast track approval of the early stage works.

A challenging design with unique ‘Lego™’ box geometry, ingenuity was required to develop a practical solution to the stepping floor plates. Luckily, the Brogue team thrive on such challenges.

“Overcoming the design challenges to provide the architectural intent was definitely a satisfying feeling, and was largely due to the virtual environment and 3D co-ordination of the design. The transfer column locations, cantilevered slab designs and 5 level

basement all presented structural and civil design challenges, each of which we were able resolve in a real-time environment with great success.”

Founded in 2011 by Ashley Pollard, Brogue specialise in structural and civil engineering, as well as REVIT modelling. Brogue are extensively experienced, providing accurate and flexible building solutions while utilising the latest construction techniques and design trends. Brogue work across a variety of developments including multi-level and mixed-used commercial, residential, industrial, retail, warehouse and educational developments.

Showcasing a collaborative approach, the company’s boutique size optimises their ability to draw on the expertise of all team members, resulting in cohesive and accurate engineering solutions that often exceed their client’s needs. Recent projects include mixed-use development at 248 Burwood Road, Hawthorn and “Oxford and Peel” residential development at Collingwood.

*For more information contact Brogue Consulting Engineers, 24 Peel Street, Collingwood VIC 3066, phone 03 9416 2092, email admin@brogue.com.au, website www.brogue.com.au*

Below KPA Concrete provided concrete services for the ground slabs, basement car parks and suspended decks on The Icon.



The Icon St Kilda, VIC



Throughout their 25 years in operation, KPA Concrete Construction Group has quickly become recognised as a major contractor within the concrete placement sector. The family business originated in 1954 with KPA officially becoming established in 1988 and is now a leading commercial concrete contractor based in the South Eastern suburb of Moorabbin, Victoria.

Director Joe Pacquola said over 60% of KPA works were continued repeat business within the commercial and industrial sectors. “KPA’s clientele include some of Australia’s finest builders such as Grocon, ADCO Constructions, Behmer and Wright, Becon Construction, Pelicanco Builders, Pace Development Group, Buildcorp, Kingston Property and prestigious clients such as Coles, Bunnings, McDonalds and Masters, something which we are very proud of,” he said.

“Working with Pace Development Group on The Icon Apartments, we were able to showcase how we specialise in large scale industry and multi-storey developments that can range from ground slabs, to basement car parks and suspended decks; such is the variety of our work.

“KPA has the extraordinary resources of manpower, plant, equipment and management to service our clientele’s requests, regardless of

the size or complexity.” KPA’s rapid and respected success has been built with consistent delivery and execution of concrete placement. From labour only applications, to contractual concrete placement or complete full packages that include concrete, formwork and steel.

As a member of the Master Builders Association, clients can be confident knowing that KPA has achieved one of Australia’s highest quality accreditations available – the ISO 9001 and OHSAS 18001.

“KPA has developed a culture where employees are continually provided with the opportunity to grow and achieve personal work goals through training, and, in doing so, are proud to be associated with KPA.

KPA also invests heavily in numerous systems that encourage the very best practice procedures, deliver improvement, achieve the highest of quality and ultimately, provide client satisfaction.

**For more information contact KPA Concrete Construction Group, 25-33 Nelson Street, Moorabbin VIC 3189, phone 03 9532 3155, fax 03 9555 5340, email [kpacc@kpaconcrete.com.au](mailto:kpacc@kpaconcrete.com.au), website [www.kpaconcrete.com.au](http://www.kpaconcrete.com.au)**