

# THE PINNACLE

DEVELOPER : Momentum Developments  
DEVELOPMENT MANAGERS : Sinclair Brook  
CONTRACTOR : Buildcorp Commercial  
ARCHITECT : Peddle Thorp Architects  
COMPLETION : April 2012  
PROJECT END VALUE : \$50 Million

## A LANDMARK FOR RESIDENTIAL DESIGN



Completed in April 2012, The Pinnacle is the \$50M, 13-storey landmark that crowns Melbourne's Doncaster Hill and joins the skyline as part of a long-term urban development strategy that commenced in 2002.

Melbourne-based Sinclair Brook was the project's development management company, providing feasibility, construction finance procurement, design management, cost planning, purchaser management and settlement co-ordination services. Director Tim Price and development manager, Alex Windsor led the project team. Adhering to the council's strict requirements for its new residential precinct was their priority, according to development manager Alex Windsor.

"A major challenge was providing compliance with the Doncaster Hill Strategy as set by Manningham City Council, which encourages a strong emphasis on energy sustainable design. We met these requirements with our strong understanding of ESD principles and the brief to build a sustainable development on the hillside landscape," he said.

Buildcorp Commercial was awarded the construction contract for the 158 apartments over ten levels, with three storeys of car parking and retail premises at ground level facing Westfield Doncaster across the street.

Formed in 1995, Buildcorp Commercial is a design and construct specialist in residential, school, office and multi-use projects. Apartments and multi-use projects are featuring in the current market due to the company's experience working in close partnership with developers and architects.

Buildcorp Commercial in consultation with Sinclair Brook led the design team during the documentation stage and according to director Ashley Levin, the company took initiatives at that phase that saved the project two million dollars and without an impact on the architectural intent of the construction.

"Once the documentation was completed, we confirmed our price, which was as per the original budget provided some 18 months earlier," said Levin.

"The construction was completed 106 days early and other cost-engineering resulted in the total variations being less than half a per cent, with most of those due to purchaser changes."

"Our being able to wear both a builder's and a developer's hat during the design phase

has been a huge advantage to our developer clients," said Levin.

On The Pinnacle, the client for both Sinclair Brook and Buildcorp Commercial was Momentum Developments, the job's 100 per cent shareholder. Privately owned and with a series of south-east Melbourne residential developments to its credit, its growing portfolio includes retirement villages and other master planned communities that are focused on the baby boomer demographic of retirees and downsizers. An equal emphasis is on environmental design that in the case of The Pinnacle met the City of Manningham's new housing strategy requirements. The Pinnacle was the company's largest project undertaken since the company began in 1994.

"Momentum Developments creates projects that are high in energy efficiency with added value to consumers through contemporary design that help create a greener future for generations to come," said founder and director, Paul Huggins.

"We moved away from using the total building envelope, devoting only 60 per cent for residential and the remaining 40 for ambiance, because it's a more attractive lifestyle proposition for purchasers and for resale value down the track."

Sinclair Brook commenced operations in 2004 and since then has acted as developer, joint-venture partner and project / development manager on behalf of clients. The Sinclair Brook expertise is a blend of development and concept feasibility, master planning, development application, technical design and construction procurement. Most of the company's portfolio consists of mixed-use projects with an emphasis on multi-storey Melbourne residential projects.

"We are currently working on approximately 25 residential projects, at different phases of design, planning, sales and construction, totally over 2000 apartments with a combined value in excess of a billion dollars," said Windsor.

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## MAD ABOUT EFFICIENT EXCAVATION

Five years ago, brothers Anthony and Adrian Maddalon started Mad Bros. Earthmoving. Based at Werribee South, the company specialises in excavations and earthworks and has been removing and disposing of all types of material and clay from development sites in the private and civil project sector across Melbourne.

From small beginnings, the business has expanded quickly despite the recent tough times in the construction industry.

“Mad Bros. started with the two of us carting and disposing of soil and materials. Now we have grown to around 40 employees,” said director Anthony Maddalon.

The Pinnacle apartments are a new landmark building at Doncaster Hill and the project was one of Mad Bros. notable recent jobs. It required basement excavation on a main road site for the 12-storey residential development.

Mad Bros. Earthmoving is currently engaged on three very different large jobs, including site preparation works on the \$400M Epworth Hospital redevelopment at Richmond for Epworth HealthCare; the 6.4km Dingley Bypass for Vic Roads and on the developer Cedar Woods’ \$1.5b Williams Landing residential estate which will contain 2,500 homes plus a town centre, railway station and freeway access.

The wide variation of contracts is eagerly received by the Maddalon brothers, whose workforce has had no problem meeting the different needs of each new task as the business has grown.

“When you look at a job there are always challenges and even obstacles at times, but once we get started the jobs have all gone smoothly because we have a great team and we are considered efficient and reliable by our clients,” said Anthony.



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# THE STORAGE CAGE EXPERTS

Established in the early 1990s, JLM Fencing has become well known in the construction industry for providing quality steel fencing and storage cages.

On the \$80 million Pinnacle project, JLM Fencing provided individual storage cages for the basement carpark.

The company prides itself on its commitment to quality workmanship and service. It caters for building projects of all sizes, from single homes to high-rise apartment buildings. The company also specialises in school and factory security fencing.

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# CLIMATE CONTROL WITH STYLE AT THE PINNACLE



Planned as a six-star energy-rated 12-storey building located squarely in the path of the elements on the hilltop at Doncaster East in Victoria, The Pinnacle presented energy efficiency challenges in reaching its high sustainability targets while achieving a modern facade fitting for a new landmark building.

To meet the stringent goals set by Manningham Council's housing strategy, one of the approaches to reducing heating and cooling consumption was the use of high quality louvres to the building's facade.

For The Pinnacle, which was completed in March 2012, the louvres have provided the perfect combination of functionality and feature. They help control indoor temperatures naturally, by directing shade, sun, light and breezes at the apartment's wraparound balcony edges while adding a significant architectural element.

"Metanovus Teasco was contracted to manufacture, supply and install extruded aluminium louvres to the car park facade and 150mm elliptical blades as feature sunshades to the apartments," said Boyd Holt, who assisted on the project's design team.

"As the louvres are custom-designed, our in-house design department was extensively involved in the submission of design details as well as in the production of the louvres and sunscreens," said Holt.

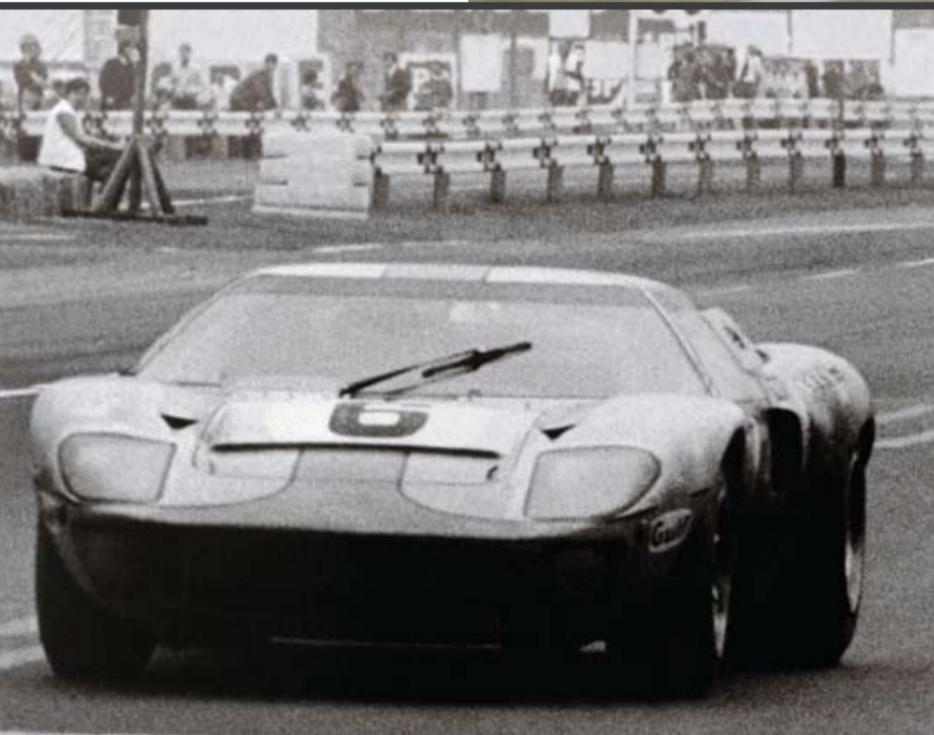
Metanovus was established in Braeside, Victoria in 2005 as a distributor of architectural products. Initially specialising in mechanical expansion joints, the company soon broadened its scope

to include architectural louvres, sunscreens, door and wall protection, commercial signage and cubicle tracking.

The company designs and manufactures louvres as sunscreens and for acoustic, and elliptical use, plus balustrades, skylights and commercial window systems and also offers clients project and contract management and site supervision. In December 2009, a business partnership with Teasco Thailand Co. created the additional benefit of an off-shore facility for supplying large-scale projects.

"The expansion has had a positive effect on our local operations because we can enhance and expand our existing product range. We have reliable off-shore production facilities and can offer clients more competitive pricing," said Holt.

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