

VICTORIA STREET DEVELOPMENT

MAIN CONSTRUCTION COMPANY : Prime Projects

DEVELOPER : TRG Properties

PROJECT END VALUE : \$72 Million

COMPLETION : March 2012

ARCHITECTS : Louis Chiodo Architects

STRUCTURAL / CIVIL ENGINEER : Cardno Grogan Richards

SURVEYOR : BSGM Consulting

A PRIME DEVELOPMENT

National construction company Prime Projects Construction began work on the Victoria Street development in Brunswick in January 2010. With over 150 people beavering away, some of the stages have already been completed and handed over.

It's a complicated build in terms of layout and access, but Luke and Mathew Squire, the Project Managers, have it sussed. The end result will be 155 apartments, 12 home offices and a restaurant in four buildings set above an undercroft for car parking.

Two of the four separate buildings are facing north, the centre building is set at 10 degrees to these two and the fourth is at 90 degrees. There will be a common, landscaped area featuring exposed aggregate paving that will join all buildings at ground level.

Access between the four buildings has been tricky given that Brunswick is just a few kilometres north of the Melbourne CBD and Victoria Street is a very busy road. Thankfully, trams don't come into that equation.

Prime Projects Construction operates mainly in Victoria, Western Australia and Queensland. Headed up by Joe Passione, they have

more than 40 years experience in construction and have built over 10,000 homes so far. As well as residential, commercial and industrial construction, they also build luxury homes, group housing developments and large scale apartments such as the Victoria Street development.

Prime Projects Construction is a part of The Prime Group, which has branched out into property investment, farming and land development. Operating with a blend of the latest building technology, flexibility in design, and the buying power of its umbrella company, Prime Projects Construction has forged ahead.

The company pride themselves on a comprehensive understanding of the industry, good time management and adaptability. The Victoria Street development is one in a legion of quality builds by Prime Projects Construction.

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URBAN EXCELLENCE

and natural light is courted throughout. A void from the roof level down through the internal passageways allows light to permeate the buildings.

With almost three decades of architectural experience under their belt, Melbourne-based 'Louis Chiodo Architects' won the commission to design the Victoria Street development in Brunswick over two other architectural firms. The brief was to create a contemporary, energy conscious urban apartment development which made the most of the site, while observing rigorous height restrictions. It also needed to include a car park, home offices and a cafe that interfaced with neighbouring Clifton Park and busy Victoria Street.

The development was a perfect fit for Louis Chiodo Architects, who specialise in Master planning residential projects, as well as designing some commercial and community projects. Six of the firm's ten employees were channeled into the project, with extra staff brought in. Their design steered away from creating a massive monolithic building, instead working on a more 'human scale', dividing 155 apartments into four smaller buildings and a carpark.

The buildings are striking, as well as mingling unobtrusively in their urban setting. Louis Chiodo, Director, speaks of 'a lot of visual movement and articulation in the facades, avoiding repetitiveness.' Colours are muted

Challenges hurdled include creating a development that enabled people to walk around a landscaped concourse without the visual blight of parked cars. The carpark itself is out of sight, but cleverly evades dark, claustrophobic basement atmosphere with open pockets allowing filtered sunlight and glimpses of greenery.

Louis Chiodo Architects are renowned for their environmental focus, so solid glazing and robust insulation were a given; good northern solar access was also a priority. Melbourne Winters are notoriously chilly and the majority of residents will enjoy a warm, northerly aspect. The concrete used in the construction will also store heat during the day and radiate warmth at night.

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