

# HOLDMARK DELIVERS ICONIC HOSPITALITY DESTINATION

**DEVELOPER :** Holdmark Property Group  
**ARCHITECT :** Group GSA

Holdmark's new boutique hotel offers 184 elegantly designed studio and apartment rooms with full kitchens and laundries. Providing state-of-the-art conference rooms, quiet workspaces, premium amenities, with a gym, pilates studio and a lobby cafe, the hotel's diversified offer satisfies the needs of corporate and leisure travellers alike.

**Situated just 200m from Sydney Metro's Macquarie Park station, this landmark project exemplifies Holdmark's vision for integrated, fit-for-purpose developments in key economic zones.**

"From the outset, our aim was to create a building that not only aligned with Veriu's hospitality standards but also supported the growth and vibrancy of the Macquarie Park Business Innovation District," said a Holdmark representative. "This location is a hub for education, technology, and health, and the hotel offers premium short-term accommodation for international business leaders and local visitors alike."

The collaboration between Holdmark and Veriu Hotel Group was central to the project's success. The hotel was designed to exceed Veriu's Developers' Brief, achieving consistency in brand quality while embracing innovative design elements tailored to modern travellers.

A standout feature includes the alternating north- and south-facing window orientations on each floor, which improve acoustics and energy efficiency while reducing glare and wind tunnel effects.

A triple-glazing system on the first ten floors helps manage external noise, enhancing guest comfort. Alternating window planes on each level add architectural appeal while buffering noise, reducing wind tunnel effects, limiting glare, and optimising daylight without compromising energy efficiency.

The concealed rooftop plant on Level 19 and Level 2 also ensures minimal visual and acoustic disruption.

"We're incredibly proud of our iCIRT accreditation," Holdmark's COO, Kevin Nassif said. "It's an independent testament to our design and delivery capability and integrity. This project was a great example of how we've responded proactively to changing building regulations, raising the bar on safety and quality."

In terms of structural engineering, Holdmark and partners like Interspan tackled significant challenges head-on. A major transfer slab with 8.0m beam spans supported a largely column-free lobby space, delivering improved visual amenity for guests and operational flexibility. Deep concrete and steel spans also allowed for uninterrupted basement layouts, enhancing guest arrival experiences.

The hotel incorporates sustainable practices and innovative design to meet environmental standards and enhance the guest experience.

Ceiling heights are elevated floor-by-floor to create a spacious, airy feel. Natural materials like timber and large-scale vegetation foster a calm, eco-conscious environment. The external façade, made from maintenance-free materials, ensures long-term durability without the need for sealing or painting.

Designed for lasting efficiency, the building's maintenance strategy uses a simple rope system with Davit Arms and roof anchor points, avoiding complex mechanical access systems. HVAC systems are installed externally for easy repair or replacement.

Supporting Holdmark's circular economy focus, planter boxes are individually irrigated via a rainwater harvesting system, while weed mats and mulch help retain soil moisture and reduce upkeep. These solutions reflect Holdmark's commitment to building sustainable, future-proofed spaces.



The hotel is part of a broader vision for Macquarie Park. "We're working on a new mixed-use development at 2-4 Giffnock Avenue that will bring additional residential, retail, and green space to the precinct," Holdmark's representative said. "This hotel supports that masterplan by delivering much-needed business and leisure accommodation, within walking distance of major corporate headquarters."

Currently, Holdmark is also preparing for the launch of Parramatta's first 5-star hotel at 197 Church Street, operated by InterContinental Hotels Group, and is progressing demolition at Burwood to make way for a new major mixed-use precinct, Burwood Place.

"Collaboration between Veriu and Holdmark has been seamless," said Sri Rajagopal, Veriu Macquarie Park's General Manager. "Even as the hotel operates, we're working with Holdmark to transform the rooftop into a vibrant event and hotel space. It's not just about delivering a building—it's about creating a lasting experience."

With over three decades of experience and a steadfast reputation for excellence, Holdmark continues to build more than just structures—they build enduring legacies across Australia's urban landscape.

**For more information contact Holdmark,** phone 02 9889 5540, email [hello@holdmark.com.au](mailto:hello@holdmark.com.au), website [www.holdmark.com.au](http://www.holdmark.com.au)

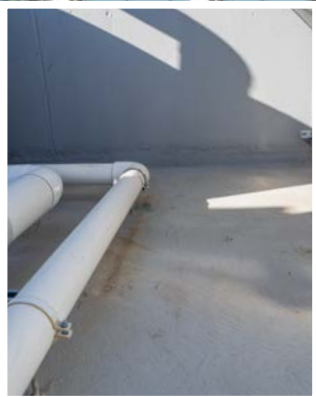




**Below** Waterproofing Assurance ensured compliant, durable solutions with full-scope oversight across basements, balconies, and rooftops.



**Below** Goldfish & Bay coordinated hydraulic, mechanical, electrical, and fire services for 154 apartments and rooftop hospitality.



# MITIGATING MOISTURE RISK WITH SMART DESIGN AND FIELD-VERIFIED SYSTEMS

At 388 Lane Cove, Waterproofing Assurance was engaged to deliver a full-scope waterproofing consultancy with a core focus on compliance, durability, and performance.

Led by Director Darren Williams, the team provided early-stage input and technical oversight across all critical areas—including basements, balconies, and rooftops.

“Our role focused on compliance with Australian Standards, and specifying cost-effective, long-life materials,” Darren explained. Working collaboratively with architects and engineers, they ensured waterproofing strategies were integrated early, eliminating common failure points and reducing long-term risk.

What made the project especially unique were the below-grade conditions. “Being mid-slope on a hill, the site presented seepage risks during the rainy season,” Darren said. “We proposed a Newton system for the basement which allowed for compliance testing and early remediation—saving time and reducing rework.”

Complex transitions, particularly around penetrations and foundation-slab junctions, posed compliance challenges. These were met with

carefully developed detailing, routine site inspections, and real-time coordination with MEP and structural teams.

“We worked with the applicators on membrane preparation protocols and adapted our protection board solution to suit a last-minute change in backfill material,” Darren added.

The project exemplified best-practice in climate resilience. Systems were selected for their long-term durability under hydrostatic pressure, thermal stress, and UV exposure. Field testing—including flood tests and electronic leak detection—verified system compliance, reducing lifecycle costs and supporting warranty approvals.

By project’s end, Waterproofing Assurance had delivered a fully compliant, low-maintenance, high-performance waterproofing envelope. “We provided documentation, training and long-term maintenance guidance to the client to ensure asset performance for years to come,” said Darren.

*For more information contact Waterproofing Assurance, Unit 28, 8 Avenue of the Americas, Newington NSW 2127, phone 02 9647 0077, website [waterproofingassurance.com.au](http://waterproofingassurance.com.au)*

# INTEGRATED BUILDING SERVICES FOR MIXED-USE SUCCESS: GOLDFISH & BAY AT VERIU

Across multi-level builds, engineering design is where coordination, compliance, and construction speed are forced to work together. At Veriu Macquarie Park, Goldfish & Bay was engaged to deliver hydraulic, mechanical, electrical, and fire services for a project that merges serviced apartments, basement parking, rooftop hospitality, and commercial-grade amenity.

The brief spanned 154 apartments over 17 levels, in addition to three basement levels, a rooftop pool and restaurant, conference facilities, café, commercial kitchen, laundry, and back-of-house spaces. Each system had to be integrated, spatially coordinated, and ready to perform from day one.

Hydraulic design included hot and cold water services, sanitary drainage, rainwater reuse, gas and sub-soil drainage, and full coordination with bathroom pod specifications. Mechanical systems covered carpark ventilation, apartment air conditioning, corridor pressurisation, kitchen exhaust, stairwell relief, and BMS integration, all designed with compliance and acoustic requirements in mind.

Electrical and dry fire design included power distribution, dry fire detection, MATV, NBN coordination, access control, and surge

protection. Electrical and comms layouts were delivered apartment by apartment, right down to GPO, switch, and intercom locations. Fire services included sprinkler and hydrant systems, pump room layouts, and integration across typical floors and shared zones.

Goldfish & Bay remained involved through construction, responding to RFIs, reviewing shop drawings, conducting site inspections, and supporting final commissioning. Documentation was delivered to AFC, with technical oversight maintained through to project completion.

This project is part of Goldfish & Bay’s broader collaboration with Holdmark, which includes multiple developments across Sydney. Among these is Burwood Place, a transformative \$600 million precinct featuring over 1,000 apartments, commercial and retail spaces, and a new public library.

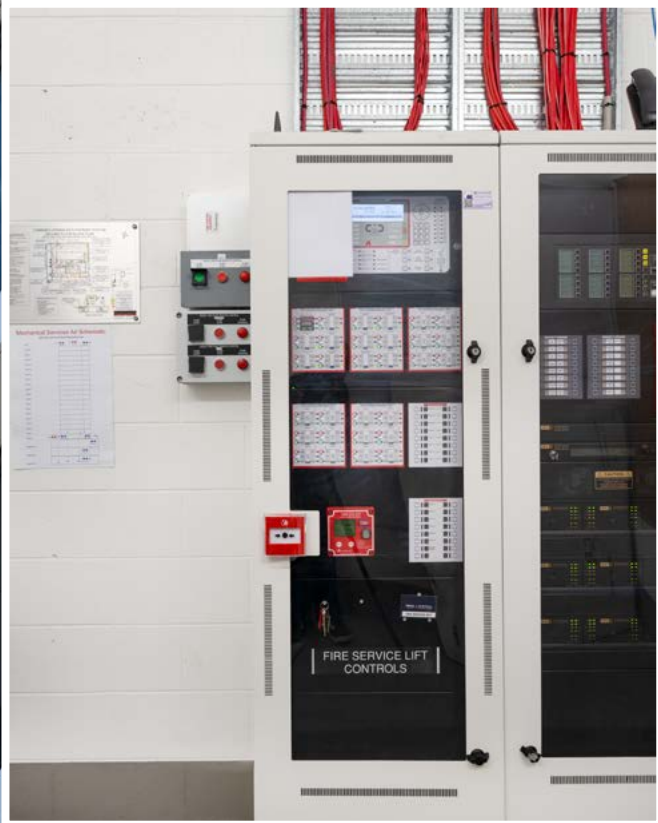
This is where engineering proves its value—on site, under pressure, and in sync with every moving part.

*For more information contact Goldfish and Bay, phone 1300 979 667, email [info@goldfishbay.com.au](mailto:info@goldfishbay.com.au), website [www.goldfishandbay.com.au](http://www.goldfishandbay.com.au)*





**Below** Total Concept Industries delivered integrated fire protection at 388 Lane Cove, ensuring compliance, and long-term reliability.



# TOTAL CONCEPT INDUSTRIES: TRUSTED FIRE PROTECTION FOR MODERN LIVING

**Total Concept Industries** has successfully delivered a fully integrated fire protection solution for the 388 Lane Cove Apartments, ensuring long-term safety, compliance, and performance from the ground up.

With over 55 years of combined experience, Total Concept Industries brought its end-to-end fire systems service to this mixed-use development—covering design, installation, and ongoing asset maintenance.

“Our full-scope model was instrumental in delivering an integrated, compliant, and cost-effective fire safety solution for the 388 Lane Cove project,” says General Manager, Anita Kingdom. “By managing the fire systems from the outset, we ensured the project stayed on schedule and met all relevant building legislation.”

One of the key challenges for the project was the multi-class nature of the development, requiring tailored approaches across Class 2 residential areas and Class 9 components. Total Concept Industries’ in-depth knowledge of evolving fire safety legislation allowed for system designs that aligned with current regulations while anticipating future compliance and maintenance needs.

As a specialist in fire protection project management, Total Concept Industries worked closely with the builder and other trades to co-ordinate works, minimise delays, and ensure fire safety systems were fully integrated within the broader construction framework. Their partnership-first approach, combined with deep product knowledge and local expertise, led to seamless execution and long-term value for stakeholders.

Total Concept Industries’ focus on the full lifecycle of the building also ensures peace of mind for residents and owners. “Our asset management strategy supports ongoing compliance and system reliability, helping our clients protect both their people and their investments,” Anita said.

Through transparency, innovation, and collaboration, Total Concept Industries continues to raise the bar in fire protection—making the 388 Lane Cove Apartments another standout example of its trusted expertise in action.

*For more information contact Total Concept Industries, Unit 10, 29 Sunblest Crescent, Mt Druitt NSW 2770, phone 02 8861 5200*