

WHEN DEVELOPMENT MANAGEMENT BECOMES THE DIFFERENCE

DEVELOP MANAGER : Perri Group
MAIN CONSTRUCTION COMPANY : Hacer
ARCHITECT : FJC Studio
PROJECT VALUE : \$200 million

17 Bennetts Lane, a 20,000m² high-rise in Melbourne CBD, delivers light-filled commercial spaces, private lift access, terraces, and first-class amenities. Designed to 5-star NABERS and 5-Star Green Star standards, the project showcases disciplined development management overcoming extreme site constraints, heritage retention, and complex logistics to achieve ambitious commercial and environmental outcomes.

Bennetts Lane in Melbourne CBD presented a rare convergence of inner-city development challenges: extreme site constraints, retained heritage fabric, significant archaeological works and a complex construction program. Successfully navigating these conditions required a development management approach that was both strategic and deeply hands-on.

Acting as Development Manager on behalf of their Joint Venture partners, Pellicano, The Perri Group played a decisive role in shaping outcomes, overseeing delivery, actively managing risk, sequencing and commercial strategy, guiding the project from early demolition through to completion. This included procuring and delivering a design that responded to the JV partners' ambitions while meeting feasibility, cost and programme targets on one of the city's most constrained urban sites.

That remit translated into a highly hands-on approach allowing risks to be identified early and decisions to be made at pace. "We managed the demolition of the existing buildings directly with the demolition subcontractor, and procured and managed the archaeological investigation onsite, including the discovery and management of approximately 100,000 artefacts," explained Senior Development Manager Marc James.

Perri Group also formed and led the design team, driving design responses aligned to the development brief, while self-managing basement construction and structural foundations directly with Delta Group. Once the substructure was complete, Perri Group facilitated the agreement with build partner Hacer and worked collaboratively to ensure successful construction and delivery.

In parallel, the team oversaw a major shift in building use, implementing a strategic evolution of use for around 40% of the tower. Levels 2 to 6 were further developed away from commercial office floors and into 113 premium finish, high-quality short and long term stay apartments - the final details of which are soon to be announced publicly. An adaptive strategy that strengthened commercial performance and long-term relevance.

Staying on programme and within budget required close collaboration and agile decision-making. "Partnering with a builder who can collaboratively work with us through a value management process was extremely important," Marc says. "Having an agile and nimble development team ensured challenges were successfully navigated with the support of our build, design and financial partners."

From a construction perspective, site logistics presented significant challenges. With less than 25m of street frontage on Little Lonsdale Street, simultaneous crane loading and concrete pumping using semi-trailers was not feasible, placing pressure on loading operations.

To overcome this, the project team implemented an innovative top-down slab construction solution at ground level, internal to the site and parallel to the crane loading bay. Constructed prior to basement excavation, the slab widened the loading area and created a dedicated concrete pump zone, allowing crane operations to continue on pour days and saving several weeks on the program while reducing noise and vibration impacts.

Heritage retention added another layer of complexity. During works, the existing

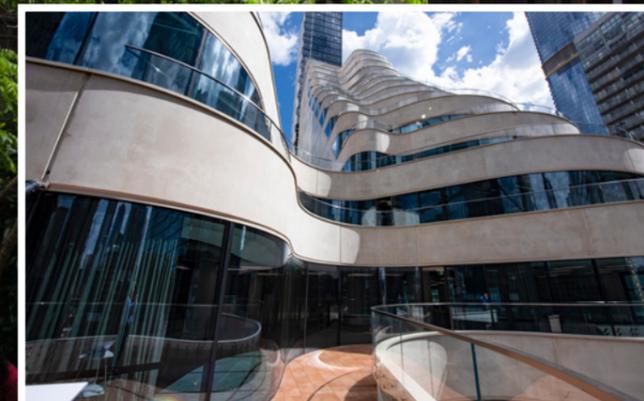
retained façade wall was found to be in poor condition, necessitating a brick-for-brick demolition and reconstruction to match the original detailing, ensuring its longevity well into the future.

Quality control was underpinned by early trade engagement and a rigorous approvals process, with major trades appointed ahead of site works and weekly site walks ensuring alignment with design intent throughout delivery.

For Perri Group, the finished result speaks for itself. "The final product of Bennetts Lane and its unique and unparalleled presence amongst the Melbourne skyline is undoubtedly what we are most proud of," Marc said.

In a city where space is scarce and expectations are high, Bennetts Lane stands as an example of disciplined development management and collaborative delivery in action.

For more information contact Perri Group, phone 03 8609 9060, email info@perri-group.com, website www.perri-group.com



Below Custom Clad, VIC and QLD-based cladding specialist, supplied and installed the complex curved brick façade at 17 Bennetts Lane.

WHAT GOES BEHIND CRAFTING SOME OF THE WORLD'S MOST CHALLENGING CURVED BRICKWORK

Rising 20 storeys above the narrow rhythm of Melbourne's CBD, 17 Bennetts Lane demonstrates what is possible when technical façade engineering and vision align. At street level, this ambition is expressed through a highly intricate curved brick façade, where horizontal and vertical curves intersect to form a seamless, sculptural surface.

Curving brickwork in a single direction is already complex. At 17 Bennetts Lane, the challenge was amplified by the need to curve across both horizontal and vertical planes simultaneously. Every deviation, no matter how small, had the potential to compound across the façade. This combination of geometry and material behaviour is rarely attempted, not because it cannot be imagined, but because controlling it in practice demands an exceptional level of planning and expertise.

It was within these constraints that Custom Clad's end-to-end cladding approach became critical. By bringing design, manufacture, supply and installation together as a single, coordinated process.

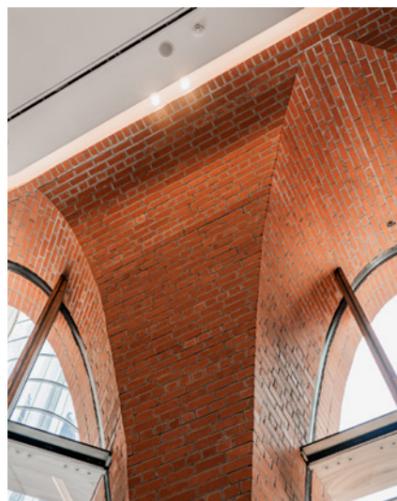
As part of this integrated scope, Custom Clad supplied a complete lightweight wall cavity system combining steel framing, non-

combustible insulation, breathable sarking, and metal battens. The brick slip cladding extended across both the internal and external faces of the front entry, reinforcing the continuity of the curved form. Custom Clad also installed vertical feature cladding made from recycled Oregon timber salvaged from the demolition of the original structure on the site.

"This project began long before fabrication, with a fully modelled 3D steel framework developed by the team at Hacer Group", said Michael Slowey, Director of Custom Clad. "The 3D model allowed our team to visualise every curve and detail of the building well in advance. Both the primary steel frame and the brick façade sub-frame were fabricated directly from this model, ensuring every line aligned with the intended architectural vision."

From the 3D model, Custom Clad manufactured precise jigs for accurate setout on site for the specialised curved light gauge steel framing. These jigs ensured consistency across all curved sections, allowing the framing to form perfectly around the intricate window and wall shapes.

Every steel frame was manufactured in Custom Clad's Hallam facility and delivered



to site ready for installation, sorted and labelled for efficient assembly. Managing the logistics of delivery and coordination was crucial given the site tight access in the CBD.

Custom Clad's ability to manufacture in-house and supply complete system helped reduce downtime on site and maintained consistent quality across every stage of the project. Working closely with Nubrik, Custom Clad ensured that the variations in natural clay pressed materials were managed carefully so that the finished façade achieved both structural and visual harmony.

During installation, multiple cladding installers worked simultaneously to erect the

steel framing and lay the brick slips precisely according to detailed shop drawings.

Brickwork was installed progressively before mortar was applied, allowing the curvature to be refined and checked throughout the process. Particular care was taken to ensure brick and mortar colours aligned with adjacent façades and neighbouring buildings, reinforcing visual continuity at street level.

"It has been incredibly fulfilling to push the limits of cladding innovation again with Hacer Group, setting a new standard for what can be achieved with modern construction tools, exact setout and a collaborative approach", said Slowey.

The finished result appears calm and effortless, a seamless curved brick façade that conceals months of planning, coordination and technical discipline. At 17 Bennetts Lane, complexity has not been eliminated, but resolved, demonstrating how careful modelling, material understanding and craftsmanship can bring ambitious architectural forms to life with precision and elegance.



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PAUL WEBBER AND THE WEBBER DESIGN TEAM
Structural Engineers for **Bennetts Lane** would like to congratulate **Perri Group** on their landmark project.

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STRUCTURAL ENGINEERING

Below Profire delivered reliable, compliant fire protection systems at Bennetts Lane, combining expertise, precision, and seamless integration.



HIGH-RISE FIRE SYSTEMS DESIGNED FOR PERFORMANCE AND COMPLIANCE

With over 30 years of fire protection expertise, Profire (Aust) Pty Ltd ensures critical fire alarm and essential safety systems are delivered reliably, compliantly, and with seamless integration, even on tightly constrained inner-city sites like Bennetts Lane.

Operating since 2011 under the Profire banner (formerly Firelec), the company specialises in the full lifecycle of fire and electrical services, from design and installation through to long-term servicing and emergency response.

The Bennetts Lane project demanded precision, compliance and reliability at every stage. “Fire systems are not an area where you can take shortcuts. Everything must integrate seamlessly with the building and perform exactly as intended when it matters most,” explained Dean Borg, Director of Profire. “Our focus is always on delivering systems that are robust, compliant and easy to maintain long after handover.”

For Bennetts Lane, Profire delivered the installation of dry fire alarm systems, emergency warning and intercommunication systems (EWIS), and associated detection infrastructure, all co-ordinated alongside the broader construction programme. The company’s qualifications span

electrical contracting, cabling, building practitioner licensing and Fire Protection Association (FPA) membership, underpinned by extensive insurance coverage and 24/7 emergency service capability.

Dean believes performance on site is measured not only by technical delivery, but by reliability. “Meeting programme and compliance without disruption to the builder is just as important as the systems themselves,” he says. “At Bennetts Lane, the team delivered on time, without delays, and with no negative feedback from the client, that’s something we’re proud of.”

With an extensive project history across residential towers, commercial precincts, education facilities and retail environments, Profire continues to build its reputation as a trusted fire protection specialist. At Bennetts Lane, the company’s disciplined delivery and deep technical capability ensured the development’s life-safety systems were installed to the highest standard.

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