

# THE GOLD STANDARD

DEVELOPER : Banco Group and Freeman Developments  
MAIN CONSTRUCTION COMPANY : Hacer Group  
ARCHITECT : JAM Architects  
CONSTRUCTION VALUE : \$60 million



Smith&Co.'s finely crafted residential and retail development, designed around capacious resident gardens, expresses Collingwood's distinctively eclectic aesthetic, sense of community and embeds the site's proud history. It's inner northern location is enviable and the livability - palpable

**During the 1850's Victorian gold rush era Smith Street, Collingwood in Melbourne transformed into a major retail shopping precinct.** Originally home to a variety of smaller traders, the street soon welcomed a succession of larger emporiums and department stores. The Smith & Co Apartments site was originally home to the first Coles variety store, as well as the original Foy and Gibson premises.

With over 50 reputable years in the industry Banco Group has been investing in Smith Street since 1983. Designed by innovative architects Jam, the Smith & Co Apartments achieve solutions and techniques that deliver interiors that are commercially grounded and environmentally conscious. Accessed via Smith Street, one will find not only a selection of spacious one, two and three bedroom luxurious Collingwood apartments available in a range

of layouts, with a variety of view aspects, private balconies, designer kitchens and timber engineered floorboards, but three private courtyard gardens at the podium level, two rooftop entertaining terraces, a library lounge and ground floor retail shopping. Plus three luxurious top floor penthouses in a range of layouts, all with stunning views.

Carlton and Fitzroy Gardens, the Yarra River Bike Trail, numerous local gymnasiums, the Fitzroy pool, Melbourne University, RMIT University and Australian Catholic University all surround Smith & Co apartments.

"We found buyers now place a large emphasis on outdoor living space, rather than pools and gymnasiums," said Jake Eisen, Director of Eisen Property, marketing agents for Smith & Co.

"The Banco Group and Jam Architects cleverly addressed this recent shift by providing approximately 1,000m<sup>2</sup> of garden space including a European Garden, Indigenous Garden and an edible herb and vegetable garden, all appealing to a variety of buyers."

At Smith & Co, the developer and builder have delivered a first-class project in an ideal location. The site has over 100m of frontage in one of Melbourne's best locations and an abundance of amenities including vegetable gardens, rooftop entertaining areas, large internal gardens, versatile and practical floor plans with impeccable finishes and also the convenience of a supermarket on the ground floor.

"We began working with the Banco Group on this project in late 2013 and in September 2014 the retail marketing campaign was launched, selling out by November 2014 — a fantastic result," beamed Jake. "With Hacer due to achieve practical completion October/November 2015, ahead of schedule, settlement should occur in late November 2015. During our sales campaign for Smith & Co, we had fantastic support from the Banco Group, Merbo Project Management and the team at Hacer. Nat and I love

working in-house as it certainly streamlines the processes and has provided us with great results to date."

Eisen Property offered the following services to Smith & Co:

- Sales and marketing services
- Floor-plan layouts / product mix
- Pricing of apartments
- Sales strategies
- Purchaser final inspections and facilitating defect rectification
- Coordinating valuer inspections and settlements

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Below Plinius Engineering provided architectural and pre-fabricated steel for the Smith & Co Apartments.



Below Premier Door Systems range of EFAFLEX Type S Series high speed security doors for the development.



When it comes to pre-fabricated steel structures and architectural metalwork products for the commercial and domestic markets Plinius Engineering are the experts and were the perfect partner on Banco Group's Smith & Co Apartments in Melbourne. From large steel structures to handrails, balustrades, staircases, fences, gates windows and doors, their capabilities have no boundaries.

"With over 50 years in the business our expertise and knowledge of everything steel is where we have the most to offer our customers," stated Director Andrew Vandebyl. "Quite simply, if it can be fabricated, we can do it."

The highly skilled staff of draftsmen, fabricators and riggers at Plinius is not only capable and versatile professionals, they have a diverse range of skill sets and abilities. At Smith & Co they completed the structural steel, steel plate balustrade framing, perforated sheeting, steel gates and fencing, steel staircases and glazing to courtyard roof.

"Our production systems allow us to produce both large and small projects with industry leading efficiencies, never compromising quality and always meeting the toughest of construction schedules," added Andrew.

"Our ongoing innovative ideas and plans have seen our fabrication times reduce significantly and our quality reach new heights. We've invested heavily in manufacturing technology and we continue to innovate our current systems and work practices to enable us to be the best we can be for our customers."

Established in Ballarat East in a small workshop during the late 50's, Plinius moved to new premises in 1998 in Canadian, Ballarat. Their other director, Wayne Squire, started as an apprentice in the early 80's and became a director in 1991.

Plinius Engineering master craftsmanship can also be seen on the Ararat Prison Project, Platinum Tower, JBS Australia Abattoir, Ballarat West Police Station and T+G Deakin Geelong.

For more information contact Plinius Engineering Pty Ltd, 5 Elsworth Street East, Ballarat VIC 3350, phone 03 5332 1038, fax 03 5332 2338, website [www.plinius.com.au](http://www.plinius.com.au)

Premier Door Systems installed EFAFLEX HIGH SPEED DOORS for the Smith & Co luxurious residential apartments and fine retail development in Collingwood, Melbourne.

Originally Premier Plastics, for over 25 years Premier have been supplying industrial door solutions. 100% Australian owned, they are a leading manufacturer and installer of smart door solutions.

"On the Smith & Co developments we installed a range of EFAFLEX Type S Series high speed security doors with various installation configurations in the basement car park, loading bay and supermarket loading bay," said Premier's Andrew Bykersma.

"Key to the project was the installation of the specialised Low-Lintel clearance high speed doors that can be installed with minimal head clearance — as low as 250mm — making them ideal for maximising space and also for retrofit to existing applications where space is limited."

The EFAFLEX high-speed doors are safe, open and close quickly, ultra secure with low noise and vibration levels, creating an ideal environment for apartments directly above the doors.

"Even despite an already low Db operating level rating, Premier worked extensively with SLR Consulting acoustic engineers to ensure those levels were reduced further. Then we fitted Australian designed and manufactured acoustic mounting systems to the door frames and fixtures, effectively isolating the doors from the actual building itself with great success," enthused Andrew. "The doors come in a variety of configurations and on this project we've provided both clear vision sections for safe two-way vision, while others have ventilation to provide airflow."

Premier Door Systems EFAFLEX doors provide sole access and security to key areas of the Smith & Co development. The high levels of traffic to the major supermarket, apartments and designer shops with no on-street parking means that the five car park doors will exceed 100,000 cycles per annum.

For more information contact Premier Door Systems Pty Ltd, 69 Killara Road, Campbellfield VIC 3061, phone 03 9357 8477, fax 03 9357 8938, email [info@premierdoors.com.au](mailto:info@premierdoors.com.au), website [www.premierdoors.com.au](http://www.premierdoors.com.au)



Smith & Co Apartments, VIC