

# CITY PRESTIGE

Located in the heart of Sydney's CBD, 44 Market Street (surrounded by three major street fronts, Clarence, York and Market) features Australia's first external glass brick façade aligned with the existing tower's curtain wall, which sits atop the ground floor retail spaces. The project involved reinvigorating the ground floor and mezzanine of the 26-level Dexu office building.

**Growthbuilt are a leading Tier 2 design and construction company, known for delivering quality projects against complex logistical issues and tight timelines.**

Growthbuilt was appointed as the main contractor for the 44 Market Street project. "We were engaged to work on the demolition and rejuvenation of the existing building," said Peter Gargoulakis, Project Manager. "The scope of the project included removal of the existing façade and bringing forward the facade on York and Market Street. In addition to the façade upgrade the works included upgrade of the lobby, fitout of Westpac retail branch on Market Street, and creation of four food and beverage tenancies along Clarence Street."

"Growthbuilt has extensive experience working within Sydney's CBD," said Nick Blom, Construction Manager. "We understand the requirements of working with the City of Sydney for hoardings, work zones and noisy works. During the tender period, Growthbuilt had extensive meetings with the council to confirm our proposed method of works. Our methodology was amended on multiple occasions to accommodate DA conditions." This site is directly across the road from one of the busiest retail precincts in the CBD, the QVB.

Health and safety was paramount on the project. "We achieved a five out of five safety audit result which keeps Growthbuilt on top, as does our IS45001 accreditation," said Nick. "We are the first construction company in Australia to achieve this certification."

"Our state-of-the-art GB Induct system allowed visitors and subcontractors to complete their induction prior to visiting site," said Nick. Effective communication was key to the success of the project. Coordinating with Dexu, tenant representatives and project consultants, Growthbuilt would provide a weekly look-ahead and heat map advising what works were to occur in the coming week including any noisy works that were expected. Through a collaborative

approach with the City of Sydney, all materials movement, traffic management and hoarding works were conducted without issue.

Dexu is a repeat client for Growthbuilt. "As well as the design and construction of 44 Market Street, Growthbuilt has completed a further three projects for Dexu," said Nick. "Growthbuilt's long and fruitful relationship with Dexu was strengthened based on the success of 44 Market Street but more importantly the bond we created with their team throughout the delivery."

One unique aspect of the project was the glass brick façade that sits atop the ground floor retail units. "This is the first building in Australia to use glass brick as an external façade element," said Peter Sukkar, Growthbuilt CEO. Growthbuilt's results speak for themselves and the reinvigorated frontage and entrance is set to provide an attractive and contemporary environment for tenants and visitors.

The project demonstrates once again how Growthbuilt have managed to build an 85% repeat client base and a portfolio of award-winning projects delivered safely, on time, within budget and to exceptional quality. "Growthbuilt is currently solidifying itself in the market as a top Tier 2 contractor," said Nick. "We are targeting some exciting

projects including repurposing of an iconic heritage Sydney building into a retail and office space, commercial workspace and repositioning of A-REIT client assets."

Growthbuilt work across a range of sectors including commercial, mixed use, student and affordable housing, aged care, hospitality, education and residential.

Currently, Growthbuilt are in construction of many exciting projects in various sectors: new 11-storey building with Goodman at Macquarie Park, refurbishment of Rydges Sydney International Airport and the Langham Hotel Sydney and multiple aged care projects with clients such as Anglicare and Estia Health. Recently completed projects include the Lounge and Law Library fitout at UNSW, the Mercure Sydney Hotel at Rouse Hill, and Cascade Gardens mixed use development in Pymble.

"Over the next few years Growthbuilt will be concentrating further on the Sydney market servicing their blue chip corporate clients and also interstate where our repeat clients require our services," said Nick.

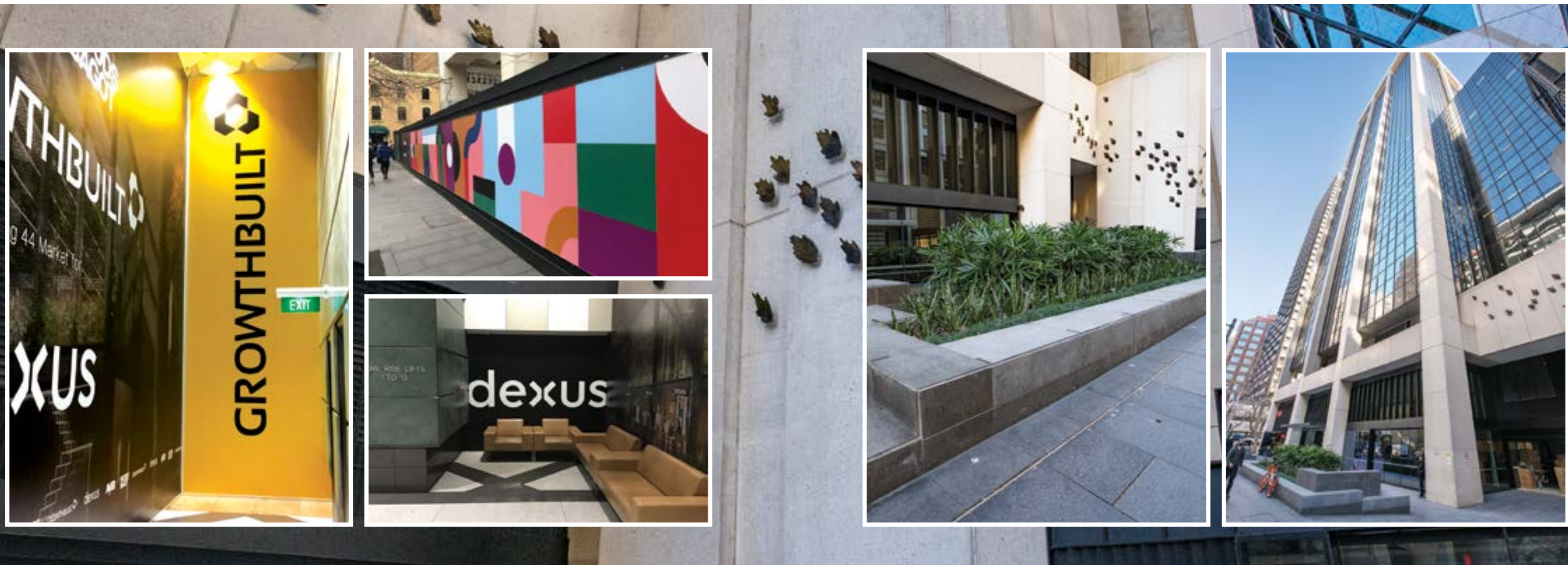
**For more information contact Growthbuilt,** L9, 100 William Street, Sydney NSW 2000, phone 02 9212 7811, email [info@growthbuilt.com.au](mailto:info@growthbuilt.com.au), website [www.growthbuilt.com.au](http://www.growthbuilt.com.au)



**DEVELOPER : Dexu**  
**MAIN CONSTRUCTION COMPANY : Growthbuilt**  
**ARCHITECT : Woods Bagot**  
**STRUCTURAL ENGINEER : Calibre Consulting**  
**SERVICES ENGINEERS : Norman Disney & Young**  
**PROJECT MANAGER : AVER**  
**CONSTRUCTION VALUE : \$20 million**

Below Bannershop supplied 300m of vinyl printed graphics, treated with an anti-graffiti coating, to surround the lower street levels of the project.

Below iScape Projects completed a lush planting for the large planter boxes at the front entrance on Market Street.



Bannershop was established 11 years ago and is now one of the leading large format digital printers in Australia, operating in Sydney, Melbourne and Brisbane, as well as Singapore, Hong Kong, China and Malaysia. They offer a range of over 260 different products and serve clients ranging from small businesses to large companies. Bannershop provide turnkey services from design and printing to installation, and anything in between.

Bannershop were appointed to install internal and external hoardings and graphics for the 44 Market Street project. The graphics included decals up to 11m wide, as well as 300m of vinyl printing with anti-graffiti coating which surrounded the street frontage of the entire project.

Following the initial installation, Bannershop also carried out multiple adjustments to hoarding positions to accommodate the ongoing site activities and ensure safe pedestrian routes through the work areas. Close coordination with Growthbuilt was necessary to ensure that the work site was protected by hoardings at all times. Due to the site's location in central Sydney, Bannershop also faced restrictions on working hours and completed most installation works late at night or in the early morning.

Bannershop is the preferred supplier of some of Australia's most successful businesses. They are also a proud partner and the preferred supplier of game day signage to the Parramatta Eels and South Sydney Rabbitohs. Bannershop are looking to build on their recent growth by establishing new partnerships to expand into all states of Australia and are launching a new facility in Lidcombe.

"Our experience and buying power as a manufacturer is an attractive offer for our customers," said Justin Melbourne, National Sales Manager. "We work with our clients to meet the quality outcomes they desire in a cost effective way and keep the relationship growing and growing."

For more information contact Bannershop, Unit 4B, 128-130 Frances Street, Lidcombe NSW 2141, phone 02 8880 9864, email sydney@bannershop.com.au, website www.bannershop.com.au

One of the most notable aspects of the new public areas at 44 Market Street is the planting that creates a welcoming atmosphere for the public and building tenants. The planting, comprising a range of exotic shade plants, climbers and grasses, was installed by the landscape construction firm iScape Projects, a family owned business based in Horsley Park, who also sourced most of the plants from their own nursery.

iScape Projects were appointed to provide planting for the large planter boxes at the front entrance and on the mezzanine level near the café. The work was completed in stages – initially drainage cells were installed, then soil, mulch and planting, and finally an automated irrigation system. iScape Projects are now in a maintenance period which will continue for 12 months.

The project is on a high profile site on a busy intersection in Sydney which necessitated early and weekend working, with all materials craned over the secure hoardings before 7am to ensure traffic and pedestrian flow was not affected. "We came in with a tight deadline and got it done on time, meeting Growthbuilt's requirements with an elegant, professional and pristine result," said Pamela Stephens, Head of Marketing for iScape Projects.

44 Market Street was iScape Projects' first commercial project with Growthbuilt and they are now working on their second, the Mean Fiddler Hotel at Rouse Hill, with UNSW also completed for Growthbuilt.

iScape Projects are growing strong in the commercial, education and residential sectors, investing in quality equipment and talented people to deliver outstanding results in landscaping and garden excavation and construction, maintenance, horticulture, hard landscaping and irrigation. They also incorporate Romson Wholesale Nursery, established in 1990, which grows and supplies quality plants.

For more information contact iScape Projects, Unit 3, 16 Bernera Road, Prestons NSW 2171, phone 02 9826 6677, email admin@iscapeprojects.com.au, website www.iscapeprojects.com.au