

A CROWNING ACHIEVEMENT

DEVELOPER : Salvo Property Group
MAIN CONSTRUCTION COMPANY : Brookfield Multiplex
ARCHITECT : Urban Design Architects Pty Ltd
ENGINEER : WSP Structures
PROJECT VALUE : \$50 million

The \$50 million Bella Apartments situated in the heart of the Crown precinct features balconies and floor-to-ceiling windows that create uninterrupted breathtaking views in all directions. The floor plans are the culmination of the best contemporary interior thinking and are designed to maximise space and offer an open layout that is efficient and elegant.

When you look at Bella Apartments they can only be spoken of as magnificent, extraordinary, and beautiful. The high profile building delivered by the Salvo Group is a 33-storey residential tower comprising of 228 apartments.

Located in the glamorous Crown Precinct Melbourne on City Road, the apartments are a confident statement of urban design, a model of stylish city living, showcasing the best of the Salvo Group portfolio, and an example of what we expect from contemporary buildings.

Salvo maintained an impressive edge over their competitors by taking over the construction of the building after two previous developers started and failed. Christian Lux explains, "Once we had the site handed over to us in May 2014 we started construction straight away, completing the apartments in 18 months. The most outstanding aspect of this program was how insanely quick the build went up. At times three levels of concrete were poured in one week which is an unbelievable accomplishment."

Salvo updated the facade from the original design and relocated the position of the structural columns onto the balcony to preserve the valuable internal area. "It was a small block, the lifts weren't very deep so we re-did those which normally aren't part of a handover from one builder to another. Re-engineering the lifts took a fair amount of time considering how short the construction period was." Salvo also had the ambitious task of getting the original purchasers, "excited again, trying to convince buyers that we are definitely going to finish this – as we always finish things we start – was challenging."

Christian sites Salvo Group's success, where other developers went wrong, to years of undisputed experience in the property sector and strong business sense.

Most developers, "start construction after 80 percent of the apartments are sold – we start construction immediately which makes them easier to sell, enabling the developer to make their stamp on the market by selling all the apartments in one year!"

One striking and innovative aspect of the building's design is the shimmering reflection from the numerous windows installed in three different colours: translucent glass, charcoal and an aqua centre piece running down the building. Shining and catching different light conditions during the day and coming to life at night.

The floor plans offer smart interior thinking; simple clean lines which maximise an open-plan layout that is both practical and elegant. The ground floor foyer bears modern stone floors, and a stunning feature wall with a chandelier as a statement centrepiece.

Each apartment features down lights in the kitchen with polyurethane cupboards, reconstituted stone bench tops, tiled splashbacks, stainless steel electric ovens and fixtures. The bedrooms boast mirrored-door wardrobes and carpet in the living rooms with external balconies. The finishes on the balcony include; oyster light ceiling lamps, floor tiles and framed hand rails.

Salvo is a successful Australian property developer proudly committed to creating quality landmark buildings. A small company with less than 20 employees striving for excellence. A self-made man, Mario Salvo's acute understanding of investment potential is at the forefront of all his projects. The Salvo Property Group have delivered more than \$1 billion in property development over the past decade.

Salvo's passion for affordable luxury filters into every development and is at the cornerstone of the company's vision, motivated by the

founder's humble beginnings. They pride themselves on value for money for both home owners and investors alike and applaud all the interdependent trades on another successful build.

Having already produced a high standard of work on previous construction projects, and as industry leaders on some of Australia's most distinctive buildings Bella Apartments is another winner.

For more information contact Salvo Property Group, 245 City Road, Southbank VIC 3006, phone 03 9667 0400, fax 03 9682 6912, email enquiry@salvo.net.au, website www.salvo.net.au





A CLEAN SWEEP

The Bella Apartments sparkle at their finest thanks to the expertise of Clean City Services.

“We did all the construction cleaning to the end,” explains Lidia, Occupational Health and Safety Manager, Clean City Services. “And we did an apartment clean at the end.”

Throughout the Bella Apartments project, Clean City Services demonstrated the extensive range of specialist methods that, as Lidia says, “we use everywhere.” These included scrubbers, steam cleaning, active wash for tiles and abseiling to clean windows. For over 10 years Clean City Services has provided Melbourne with high quality industrial and commercial cleaning. Services include specialised floor cleaning, steam cleaning, spot cleaning and window cleaning.

“We do an excellent job because we’re hard workers,” Lidia explains. “We are an experienced company; our workers are experienced.”

Clean City Services is currently completing a variety of projects including Chadstone Shopping Centre and Eastland Shopping Centre for Probuild.

For more information contact Clean City Services, 14 Water Road, Preson VIC 3072, phone 03 9416 9699, fax 03 9416 9399, email vlad@ccserv.com.au, website www.cleancityservicesvic.com.au



Bella Apartments, VIC

TAKING A PLUNGE

CDC Plumbing has delivered on some of Australia's largest construction projects. The Bella Apartments, nestled amongst the Crown precinct, saw them yet again work on time and budget on a quality building. Jon Allen the Project Manager assigned the success of the program to the incredible organisation and impeccable collaboration of all trades involved.

Having an established reputation as experts in commercial plumbing and drainage, CDC Plumbing took charge of all plumbing work on the contemporary 33-storey apartment tower, comprising of 228 apartments. The large scale, rigorous project saw them work over a 13 month period to a demanding schedule.

CDC Plumbing had to co-ordinate, design, and procure all the hydraulic, sewer, storm water, syphonic storm water, main water supply, hot-water plant, hot and cold water reticulation, and gas service to the apartments, employing 16 men at the peak of the construct. Jon adds, “working to an extremely tight frame was a key challenge, the foot print was smaller than other job sites, having to meet all deadlines, from ground work to handover, required complete commitment.”

CDC Plumbing worked with Energy Safe Victoria throughout the construction as new regulations were implemented during the project.

For more information contact CDC Plumbing, 13 Aerolink Drive, Tullamarine VIC 3043, phone 03 9272 9000, fax 03 9272 9099, email reception@cdcplumbing.com, website www.cdcplumbing.com