

# Vaughan identity in brave new world

LOCAL developer Vaughan Constructions will relocate to Port Melbourne and replace its long-time Carlton headquarters with a new 11-level apartment building, Bravo.

Vaughan is believed to be paying about \$3.5 million for a prominent 4160 square-metre site at 880 Lorimer Street, on the south-west corner of Rogers Street, west of the Subaru Docklands Interactive car dealership.

Lorimer Street divides Port Melbourne from Docklands, and Vaughan's new office will be across the road from the Yarra's Edge village, being developed by Mirvac.

Vaughan will build a two-storey headquarters on half of the block, redeveloping the balance in the medium term. All up, the site could make way for office projects with an end value of about \$30 million.

Agents Andrew Dawkins and Walter Occhiuto of newly formed agency Dawkins Occhiuto marketed the asset for local developer McMullin Group.

In February, as part of its "Grand CBD" planning

strategy, the Baillieu government announced plans to substantially boost Port Melbourne's population by replacing factories south of the West Gate Freeway and near Vaughan's next headquarters, with high-rise apartment towers and office buildings.

The plan will see part of the Fishermans Bend precinct redeveloped as a high-density apartment-based village — walking distance to the CBD and close to the beach.

Rooftop parks are envisaged as part of the ambitious plan marketed as transforming Melbourne into a Manhattan-style metropolis with 100-plus-level buildings.

The former Brumby government by comparison sought to ramp up its highest density development in the CBD, and suburbs immediately around it. The most ambitious non-CBD project proposed under its leadership — a 90-level, 550-unit complex — was proposed for a Carlton site not far from Vaughan's outgoing headquarters at 103 Pelham Street.

Vaughan plans to demolish the art deco headquarters it

has occupied since the 1960s at the end of the year. Bravo Apartments, a 118-unit complex, is unique in that the smallest units have the flexibility for two bedrooms.