NEW images have been released of The Mercer apartments in the Western Beach precinct.

The $45 million landmark, at 53 Mercer Street, will have more than 100 apartments in its 15 storeys.

Local architect Steve Tillinger, of internationally renowned firm Peddle Thorp, says the project will set a new standard in architectural response to its environment in Geelong.

“It’s a beautiful building. It’s not a stack, pack and rack condo. In fact, it’s counter intuitive to a pure developer mindset,” he says. “We’ve created something that’s tailored to the street position, the public realm and urban setting.”

More than 100 of the 128 apartments in The Mercer project have bay and city views with the building designed in tiers. It has more than 30 different apartment floor plans.

Developer and BCC Group CEO Matthew Sun says The Mercer was critical in the revitalisation of central Geelong as the region undergoes dramatic population and economic change.

“It’s been a passion of mine to help in the revival of Geelong ... in the making of the new Geelong,” he says.

– NAVARONE FARRELL