



Armstrong Creek Town Centre

The Armstrong Creek Urban Growth Area is an important strategic project in Victoria and will provide for the majority of future urban growth in the greater Geelong region. The Armstrong Creek Town Centre is the new master planned centre at the heart of this development and will provide for a range of regional and local retail, employment, civic, medical, retirement, recreation, entertainment and higher density residential uses.

Tract, in conjunction with the City of Greater Geelong and the Department of Planning and Community Development (State Government) have been engaged to prepare a Precinct Structure Plan that will guide future urban development within the centre including the planning of infrastructure and services required by its future community.

To ensure a robust, resilient and innovative structure plan, Tract leads a comprehensive team of specialist sub-consultants including engineering, geotechnical, economic analysis, traffic and transport, sustainability, architecture, retail planning and community engagement.

The team is approaching the structure plan with an emphasis on 'placemaking', building upon the local community and site of the Town Centre, and establishing a feasible, viable and distinctly 'local' hub for the local community.