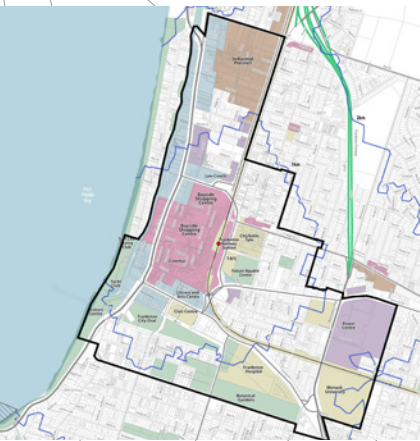




Activity Centre Planning



Activity Centers are a major focus for new development to accommodate forecasted population growth and business investment under State Planning Policy. Recent policy changes have strengthened the push to develop central activity districts in outer suburban locations to create a 'poly centric' city form.

Usually containing under-utilised land and disused industrial facilities, these urban infill sites attract the opportunity for new living and working destinations with proximity to urban services.

Tract's services include structure plans, planning permit applications, planning scheme amendments, VCAT advocacy and expert witness, and development plans.

Tract, with its planning, urban design and landscape architecture expertise, is in an unmatched position to effectively plan and design activity centres throughout Australia.



The integration of mixed housing types with high quality public spaces, retailing and service uses to suit the new community are fundamental to activity centre development. Tract seeks to create a new 'place' to live and work with proximity to services, facilities and transport to offer connectivity and a high level of amenity. Most importantly, development must be sensitive to its surrounds and integrate with established residential neighborhoods. Tract is also experienced in the planning and design of activity centres (or town centres) in greenfield areas as part of the Precinct Structure Plan process with the Growth Areas Authority.

Tract specialises in transforming under-utilized industrial land into vibrant activity centres that contain a mix of retail, residential and commercial uses.

Tract consolidated its reputation as leaders in activity centre planning by being awarded a major tender from DPCD to monitor change in activity centres across Melbourne, an update on Tracts 2005 study.

Tract has extensive experience in the planning and design of some of Melbourne's most significant activity centre developments, including:

- Armstrong Creek Activity Centre, Geelong
- Frankston Central Activities Area
- Former Dandenong Saleyards (known as Metro 3175)
- Burwood Square, Bradmills
- East Brunswick Activity Centre
- Manor Lakes Activity Centre
- Fairfield Papermill
- Reservoir Major Activity Centre



Activity Centre Planning Projects

- Armstrong Creek Activity Centre, Geelong
- Frankston Central Activities Area
- Former Dandenong Saleyards
- Burwood Square, Bradmills
- East Brunswick Activity Centre
- Manor Lakes Activity Centre
- Fairfield Papermill
- Reservoir Major Activity Centre
- Toolern Major Activity Centre
- Glenroy Major Activity Centre
- Masterplan
- Eltham & Diamond Creek Activity Centres
- Karalee Activity Centre
- Moonee Ponds Activity Centre DA Structure Plan
- Wallara Activity Centre
- Moe Activity Centre
- The Coburg Initiative
- Melbourne Activity Centre Mapping