



Greenfield Residential Urban Design

Tract's urban design experience in the greenfield residential sector is reflected in a diverse and extensive folio of development projects.

We provide an integrated service of urban design with the ability to value-add planning and landscape architecture services as required. Ours is a collaborative and iterative model of design and testing, working with clients to create the best possible value from each residential project.

From the strategic context, through conceptual design stages, Tract work with a broad spectrum of development professionals best create what we value in greenfield sites which is 'special places and spaces for people to live, work and play.'

We are experienced in initial yield scenarios where highest and best land-uses are tested through various designs. A yellow-trace approach and a willingness to workshop ideas and constraints are trademarks of what we do best.

We have a detailed understanding and experience in greenfield housing typologies, and how these are applied in a precinct or neighbourhood setting. Tract maintains a 'pattern book' of these typologies which is constantly updating and evolving as the market and housing changes.

Our urban design folio of greenfield residential projects outlines the diversity of thinking, and breadth of design that we are exposed to. We continue to be at the leading edge of residential development in greenfield areas across Melbourne.

Our approach is rooted in the 'site responsive' ethos to greenfield urban design - that seeks to respond uniquely to the subtleties and characteristics of each site to leverage 'sense of place' for the development, and thus value for the developer.



Projects Examples

- Eynesbury Township, Melton South, VIC
- McLaren Wharf, Adelaide, SA
- Armstrong Creek Town Centre, Geelong, VIC
- Ballarat Road, Sunshine, VIC
- Benetas, Eaglehawk, VIC
- Moroolbark, VIC
- Clarkefield Estate, Clarkefield, VIC
- Waterville Cowes, Phillip Island
- Botanic Ridge, Cranbourne, VIC

