

DESIGN



AWARDS FOR
EXCELLENCE
2022
WINNER

*The Hales
Forrestfield WA*

Rowe Group Design Brochure Issue 2, Q2 2023



ROWE
GROUP
DESIGN

ROWE GROUP DESIGN

We deliver innovative Urban Design solutions balancing the pursuit of design principles with client needs and market realities creating a positive legacy for all stakeholders.

OVERVIEW

As urban planners we understand the most endearing places are those which have evolved to become destinations of choice, places which adapt and respond to the complexities of the urban environment and changing values of the community. Our Design Team at Rowe Group aims to anticipate future challenges and community aspirations through the creation of places that promote and encourage strong community values.

We understand the commercial realities in this challenging economic environment and seek to respond with sound design outcomes that deliver the best possible results for our clients and the community. Whether it is a residential, rural, retail, commercial or industrial development, we channel our years of experience and innovative ideas into producing outstanding results.



OUR APPROACH

We offer significantly more than just a design and approvals service. Each project presents as an opportunity to make a positive contribution to our evolving urban landscape. Our goal is to assist our clients in establishing a vision for their project and work with them towards delivering the desired result along with its commercial, social and environmental outcomes. We endeavour to provide the best and most efficient land use solutions whilst recognising the importance of good community design.

We incorporate an inclusive and engaging approach to negotiating the statutory requirements of urban development. Our team has forged positive working relationships with key government agencies and is well recognised for our ability to negotiate positive outcomes.

Our design team utilises a collaborative and iterative design process which clearly demonstrates the design intent to our clients and project stakeholders. We communicate our designs through a range of medium commencing with initial freehand concept drawings through to full three dimensional models and animations to provide a conceptual yet realistic understanding of how the project will 'live' in the context of its existing surrounds.

*Honeywood Estate
Wandi*



HONEYWOOD | FLORENCE

WANDI NORTH, WANDI SOUTH, MANDOGALUP

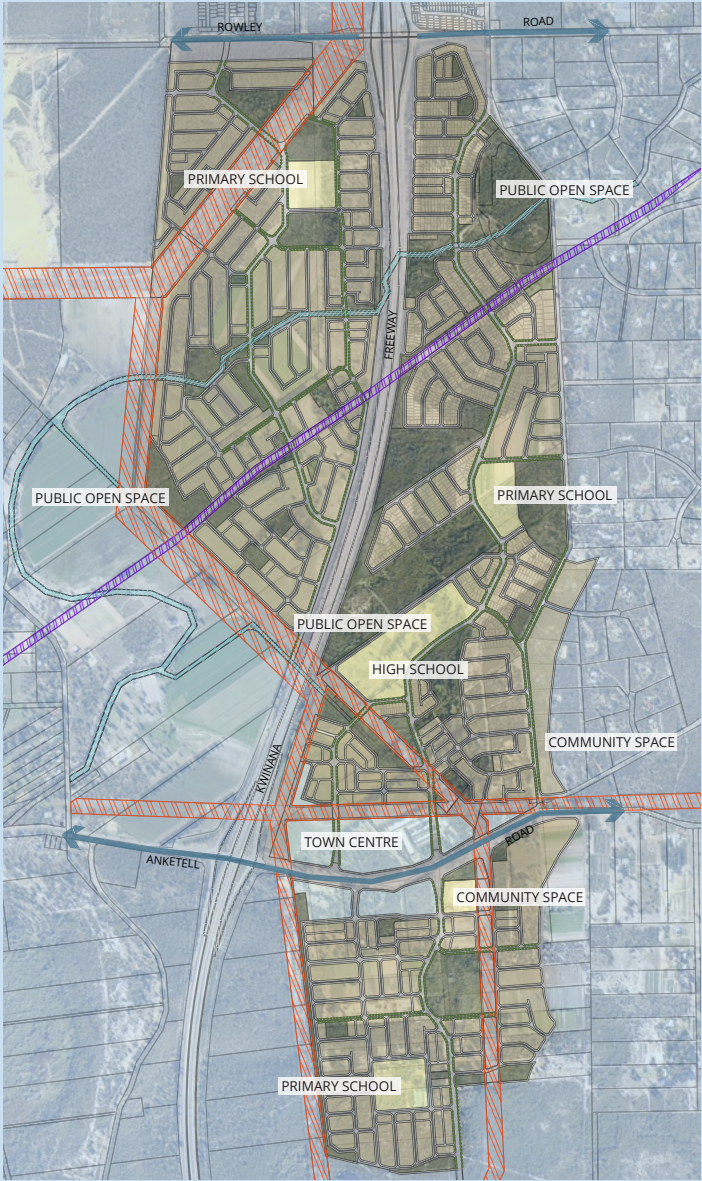
Client: Satterley Property Group
Site Area: Approximately 230 ha
No. of Dwellings: Approximately 2400 residential lots
Location: Wandi North, Wandi South, Mandogalup

Rowe Group was appointed by Satterley Property Group in 2008 to progress all necessary statutory approvals to facilitate residential development of the sites. This has encompassed MRS amendments, local structure planning and subsequent subdivision and Local Development Plan approvals for the site.

The site comprises three land parcels located in Wandi (north and south) and Mandogalup of approximately 230 hectares in total, bisected by the Kwinana Freeway in the City of Kwinana, and is three of five urban cells which make up the Jandakot Structure Plan corridor. Of the 230 hectares making up the structure planning areas, Honeywood and Honeywood Rise (including the future Mandogalup stages) comprise 188 hectares, with the balance of the development being undertaken by other landowners. Rowe Group also acts on behalf of a number of those landowners.



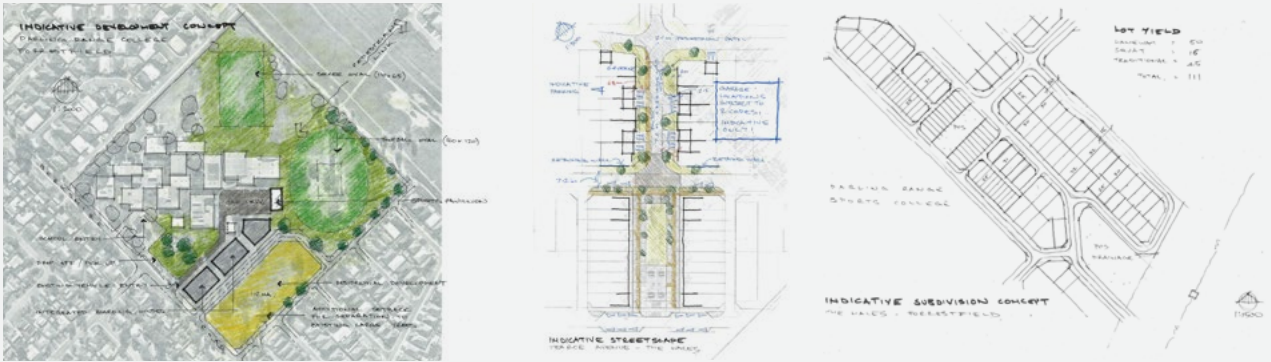
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The Hales Estate shows how we communicate our designs through a range of mediums, commencing with initial freehand concept drawings through to full three dimensional models and animations to provide a conceptual yet realistic understanding of how the project will 'live' in the context of its existing surrounds.

Concept Sketches



Design Development



3D Visualisation



Construction in Progress



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ABOUT
THIS PROJECT
ON PAGE 12

OUR SERVICES

We provide a comprehensive urban design and land use planning service to our clients, which is supported by our Planning and Project Management Teams. This enables us to successfully design, manage and deliver a broad range of projects throughout Western Australia. We aim to be involved in our client's projects from initial inception right through to practical completion.

Our key services include:



PROJECT
VISIONING



STRUCTURE
PLANNING



PLACE
MAKING



SCHEME
AMENDMENTS



DESIGN
GUIDELINES



SUBDIVISION
DESIGN



3D MASTER PLANNING



URBAN DESIGN
STUDIES



LOCAL DEVELOPMENT
PLANS



DEVELOPMENT
APPLICATIONS



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OUR EXPERIENCE

We apply our skills and knowledge to some of the largest and most recognised projects in Western Australia. We have proven ourselves in the work we do by maintaining lasting relationships with our clients.

Our client base includes a broad range of private developers and government agencies, with our projects ranging from large scale master planned communities and major activity centres to urban infill sites and compact urban spaces, rural-residential, subdivision, commercial and industrial projects.

Some of our key projects include:

NORTH ELLENBROOK WEST

Client: Parcel Property on behalf of Landowner Group

Area/Location: Bullsbrook ("North Ellenbrook")

Timeframe: Early 2000's – Present

North Ellenbrook is identified as a future urban growth area located in Perth's North East Corridor. Based on the population forecasts developed for the Perth and Peel @ 3.5 million, the Sub-Region's population is expected to increase by approximately 113,700 residents over the 2016 – 2051 period, with the Sub-Region accommodating more than 70% of the future population growth in the City of Swan over this period.



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KENNEDY BAY

Client: WABGR - Place Development

Location: Port Kennedy, Western Australia

Site Area: 66 Hectares

Number of dwellings: 900

Rowe Group was engaged by WABGR in July 2019 to lead a complex approvals process with the objective of facilitating development of this key parcel of land on the Port Kennedy beach front.

The site has a long history, having been earmarked for development by the State Government for nearly three decades. Rowe Group recognised the importance of the timely delivery of the Structure Plan to facilitate the next phase of development and worked quickly to negotiate a successful outcome ahead of prioritised works.



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LAKE ROAD PRECINCT C1

Client: Celsius Land
Location: Champion Lakes
Timeframe: 2020 – Present

Lake Road Precinct C1 is located in Champion Lakes, approximately 23 kilometres south east of the Perth CBD, abutting a section of the Wungong River. The Estate is nestled between the Wungong River foreshore (to be rehabilitated) and well serviced by the existing Champion Lakes residential area.



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KINMORE GREEN ESTATE

Client: Parcel Property
Location: Darch, City of Wanneroo
Timeframe: 2019 – Present

Rowe Group was engaged by Parcel Property to provide urban design and town planning services in relation to the rezoning of a former quarry and landfill site in Darch, within the City of Wanneroo. The brownfield development site is being transformed into a residential estate that offers new district playing fields, 280 freehold residential lots, a grouped dwelling site and eight business zoned lots.



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THE HALES ESTATE

Client: Satterley Property Group
Project Role: Structure Planning, Subdivision and Local Development Plans
Location: Forrestfield
Land Area: 28.9 hectares
No. of Lots: 478



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The Hales Estate is located in Forrestfield, approximately 15km east of the Perth CBD and has been designed to feature quality areas of public open space respecting the natural, existing features of the site including mature Marri and Jarrah trees and the Crumpet Creek. The interface with the existing surrounding residential area has been carefully considered to ensure the creation of an integrated development that is an assets to the locality.

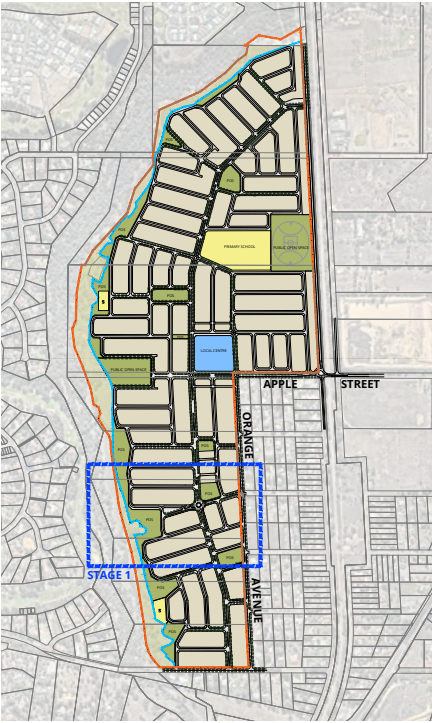


CLEMENTINE ESTATE

Client: Satterley Property Group
Location: Upper Swan
Timeframe: 2016 – Present

Clementine Estate provides for a residential estate adjoining the Ellen Brook, located on the northeastern periphery of the Perth Metropolitan Region. Ultimately, the estate will provide for 1700 homes supported by a local centre and primary school.

Rowe Group was engaged by Satterley Property Group to prepare a masterplan concept which informed a structure plan and subsequent subdivision applications for the first stages of the development. In support of the proposed development, Rowe Group prepared preliminary 3-Dimensional modelling to communicate the project vision.



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SPINDRIFT ESTATE MARGARET RIVER

Client: Goldfields Group
Area/Location: Margaret River, Shire of Augusta-Margaret River
Timeframe: 2021 – Present
Number of Dwellings: 420 Residential Lots

Rowe Group was engaged by Goldfields Group to assist in the delivery of its first Western Australian project, Spindrift Estate. Spindrift Estate, nestled in between a new conservation bush reserve and the Wannang Biddi walk trail, has received approval for 420 residential lots and associated public open space.





MOJO URBAN LIVING ESTATE

Client: Westpro Management
Location: Muriel Court, Cockburn Central
Site Area: 10 hectares (including future stages)
Number of dwellings: 300

The Mojo Urban Living Estate, located in Cockburn Central North, successfully addresses the “missing middle” through its unique design response in an area characterised by medium to high residential densities. This has been achieved through the creation of small, freehold lots, ranging in size from 100 m² to 275 m² which have been designed to accommodate all of the contemporary living requirements on a smaller lot product.



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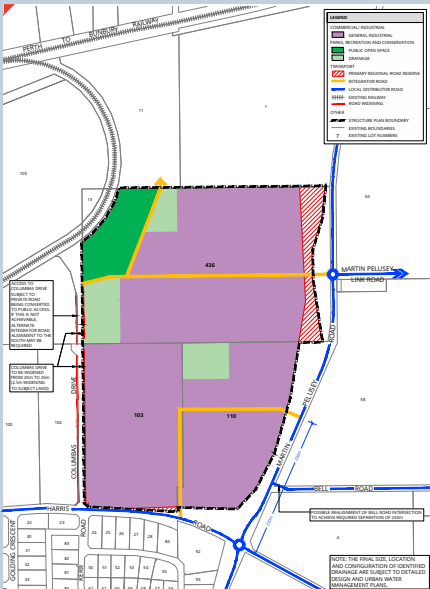
LEEUWIN VILLAGE WITCHCLIFFE

Client: Ablestar Holdings Pty Ltd
Area/Location: Witchcliffe, Shire of Augusta-Margaret River
Cost: \$17 million

Witchcliffe is an established regional town in the South-West with a natural, country living amenity that offers a laid-back rural lifestyle. Leeuwin Village comprises a master-planned estate encompassing the major Witchcliffe growth area on the west side of Bussell Highway. The estate is located 10 minutes south of Margaret River and 10 minutes east of Redgate Beach, embracing significant natural beauty while being well located.



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PRECINCT 2A

PICTON INDUSTRIAL PARK

Client: Eastcourt Property Group
Location: Picton
Area: 73 hectares
Timeframe: 2019 – 2022

Rowe Group, on behalf of our client Eastcourt Property Group, undertook the urban design and town planning to facilitate the development of Precinct 2A of the Picton Industrial Park. As identified in the Picton South District Structure Plan, when fully developed Precinct 2A will facilitate a mix of general industrial land uses, taking advantage of the site’s strong connection with the Port of Bunbury and its supporting infrastructure.



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AKIN ESTATE

Client: Parcel Property
Location: Currumbine

The Akin, Currumbine project sought the challenge the conventional approach to modern, two-storey urban living. Located within the walkable catchment of the Currumbine Train Station and a new Coles Supermarket, the site will be home to 81 high-quality townhouses, delivered across two stages to create a boutique urban village which showcases medium density development.



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MOSAIC ESTATE

Client: Parcel Property
Location: Balcatta

Rowe Group was engaged by Parcel Property in 2017 to lead the town planning approvals process for an urban infill residential development, located in the suburb of Balcatta. The project (now known as the Mosaic Estate, Balcatta) is divided into three distinct precinct (Arise, Parkside and Centro) and will comprise a mix of single and two-storey homes in a highly sought after inner-city location. The project takes benefit from areas of existing and well-established amenity in the form of established parks, mature trees and a newly constructed shopping complex which provide for a thriving community environment.



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BULLSBROOK TOWNSITE EXPANSION

Client: Marlin Bullsbrook
Site Area: 1,360 ha
No. of Dwellings: 3,000 residential and 220 Rural Residential lots
Location: Bullsbrook

Given the scope of this project, there were a number of challenges to be addressed. Although the townsite had been identified for urban expansion in both state and local planning frameworks, the expansion area identified was limited. This posed difficulties for creating a viable community given the extensive work required to facilitate development, including the extension of key services.



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CARTER LANE

Client: City of Subiaco
Size of Development: 1.2 ha
Cost of Development: \$5 million
Location: Subiaco



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Given the key location of this site - abutting existing residential areas within Subi Centro and strong community objection to the China White project, the integration of the proposed development within the existing community and streetscape was an early consideration in the design process. Extensive community and stakeholder engagement was undertaken to inform schematic designs which investigated setbacks, frontages to existing greenway public open space, building bulk, car parking and overall building design constraints and opportunities. Concept planning also took into account the topography of the site, landscaping and public open space opportunities, mixed use development and ground floor activation.



OUR TEAM

We are a team of forward thinking urban planners and designers with a proactive interest in designing places and communities that respond to the needs of today and the future. Our team comprises a talented combination of experience and youthful enthusiasm. We are passionate about creating places that enhance people's lives through good urban design and planning. Our team is constantly developing and embracing new ideas and technologies which bring a fresh and dynamic approach to every project.

As a team we maintain a broad skill base in all aspects of urban design and land use planning. We have a diversity of experience across government and private planning projects of varying scales.

Each project we undertake is assigned a highly proficient and dedicated project team who remain involved through the lifecycle of the project and are dedicated to seeing the project through to completion.



ROD DIXON

Director



GEORGE HAJIGABRIEL

Director



GREG ROWE

Director



REBECCA THOMPSON

Manager Urban Design



FORBES CHESTERMAN

Principal Urban Designer



CHRIS GREEN

Principal Urban Planner



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PROFILES



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Urban Planner



WILLIAM CLEMENTS

CAD Manager



VEDH RAMKHALAWON

Urban Designer



ALEXANDER ROJAS

Graphic & Media Designer



JAMIE STRUDWICK

CAD Designer

WHY CHOOSE US?

- A wide range of skills from design through to delivery;
- A reputation for attaining the most favourable results for our clients that is balanced against the creation of long lasting, vibrant places that leave a positive legacy for all stakeholders;
- A talented combination of experience and youthful enthusiasm.



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GET IN TOUCH

We would love to discuss your next project with you.

Contact us today or visit our website for more project examples.



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Kennedy Bay
Port Kennedy

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