



### New Quay, Melbourne Docklands, Victoria

The Melbourne Docklands by world standards, is one of the larger waterfront renewal projects. The State Government initiated "market led" development strategy, attracted a field of internationally renowned property/development organisations, with the MAB Corporation in 1996 being awarded the rights to develop the North Waterfront of Victoria Harbour.

Tract Consultants, Landscape Architects and Urban Designers have assisted MAB in the development masterplanning of the site, with a particular focus on "place making" – the creation of an exciting, vibrant and cosmopolitan "public realm."

A specific client objective for New Quay was the provision of a contemporary art and design theme. The essence of

Tract's design for the civic spaces was an integrated "hierarchy" of spaces echoing the style and higher qualities of CBD Melbourne, whilst reinforcing a "harbour side" point of difference.

New Quay, Melbourne's first inner urban harbourside precinct, opened in late 2002, with a major Waterfront Promenade, Plaza's, laneways, landscaped avenues, marinas and restaurants.

The success of New Quay is evident in its popularity as a destination in its own right, New Quay has established the benchmark at Docklands, in the creation of a most desirable place to live, work and visit.