



DESIGN

ROWE
GROUP
DESIGN

Kennedy Bay
Port Kennedy, Western Australia
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Rowe Group Design Brochure
Issue 4, Q4 2026

ROWE GROUP DESIGN

We deliver innovative Urban Design solutions balancing the pursuit of design principles with client needs and market realities to create a positive community 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 positive 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.

*Florence Estate
Mandogalup, Western Australia*





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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
(WHOLE OF ESTATE
MODELLING)



STRATEGIC
ADVISORY



PRECINCT
PLANS



LOCAL DEVELOPMENT
PLANS



DEVELOPMENT
APPLICATIONS



MARKETING +
SALES MATERIAL

KENNEDY BAY

Client: WABGR – Place Development
Location: Port Kennedy, Western Australia
Site Area: 66 Hectares
Number of dwellings: 900

Kennedy Bay is a \$425 million coastal development by Rowe Group for WABGR – Place Development in Port Kennedy, WA. Set on a 66-hectare beachfront site, it offers 900 residential lots, a Coastal Village with retail spaces, and vast open areas, all adjacent to The Links Golf Course. With a focus on creating a vibrant coastal community, the project includes a \$15 million enhancement of local amenities, including a golf clubhouse, public jetty, and foreshore, making Kennedy Bay a future coastal gem.



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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

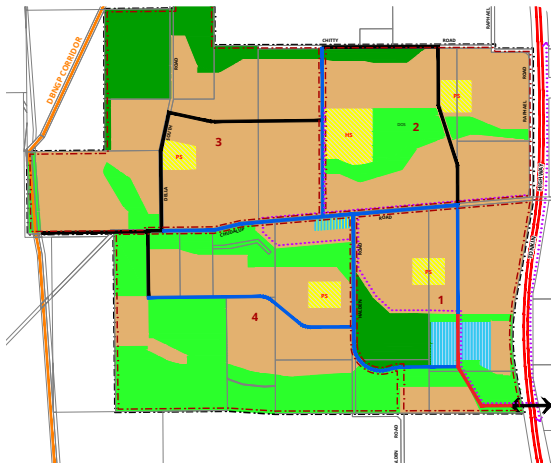
Client: Parcel Property & Landowner Group
Area/Location: Bullsbrook ("North Ellenbrook")
Timeframe: Early 2000's – Present

North Ellenbrook West is Western Australia largest private sector led District Structure Plan, covering some 1,104 hectares of future urban and industrial land located in Perth's North East Corridor. The scale of the DSP is such that the project reporting is divided into two sections. Section A, Chudalup Road Urban Area, provides a planning framework for the development of 5,500 dwellings, accommodating a population of 16,500 people supported by a range of community facilities, including a district shopping centre, a high school, five primary schools and multiple public open space areas. Section B provides a planning framework for the development of the Cooper Road Industrial Area, which covers some 490 hectares and will provide 374 hectares of land for industrial uses that is expected to support up to 11,000 jobs.



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HONEYWOOD | FLORENCE

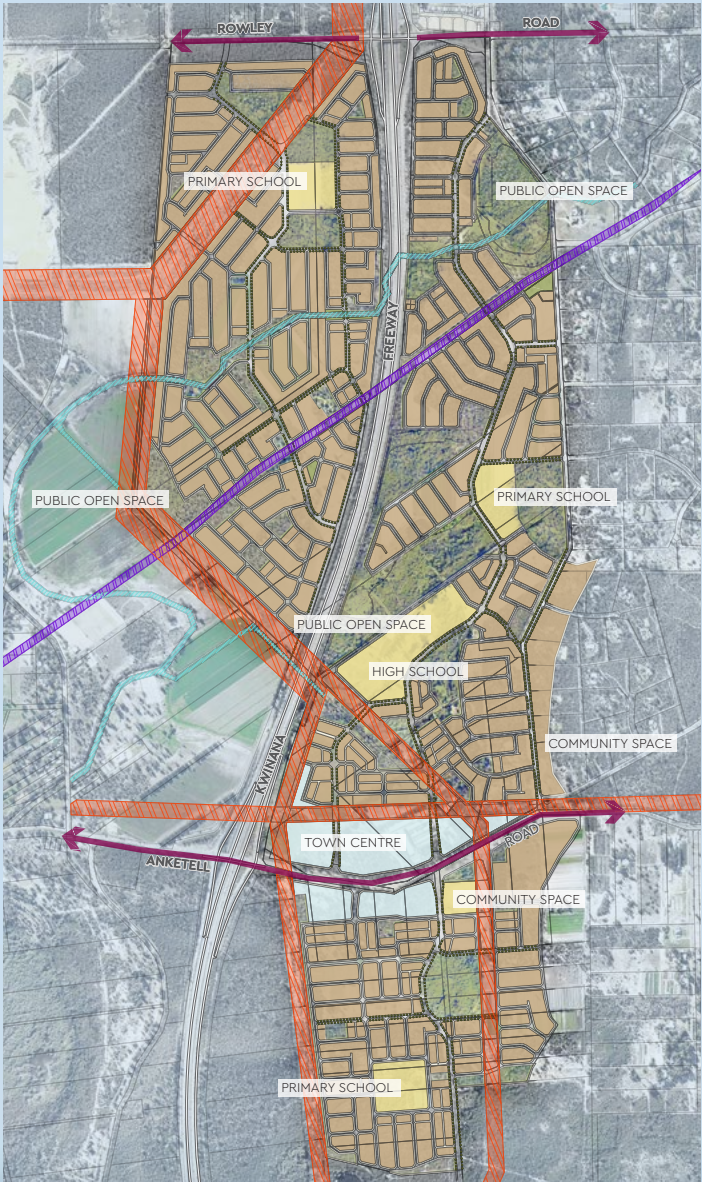
WANDI NORTH, WANDI SOUTH, MANDOGALUP

Client: Satterley Property Group
Site Area: Approximately 230 ha
No. of Dwellings: Approximately 2,400 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 Wandi and Mandagalup Urban Cells. This has encompassed MRS amendments, local structure planning and subsequent subdivision, Local Development Plan and development approvals for the site.

The site comprises three land parcels located in Wandi (north and south) and Mandogalup covering approximately 230 hectares in total, bisected by the Kwinana Freeway within the City of Kwinana, and is three of the five urban cells which make up the Jandakot Structure Plan corridor. Of the 230 hectares making up the structure planning areas, Honeywood, Honeywood Rise and Florence Estates 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.

There have been several challenges to overcome as part of the planning and design of the three estates, including identifying and incorporating conservation and wetland areas, managing development over the Jandakot Groundwater mound and facilitating the completion of the Jandakot District Water Management Strategy, enhancing the Peel Main Drain and DBNAP through linear open space, and managing the interface with high voltage powerline corridors. These elements have facilitated opportunities to create interest and high levels of amenity across the development.





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BULLSBROOK SOUTH

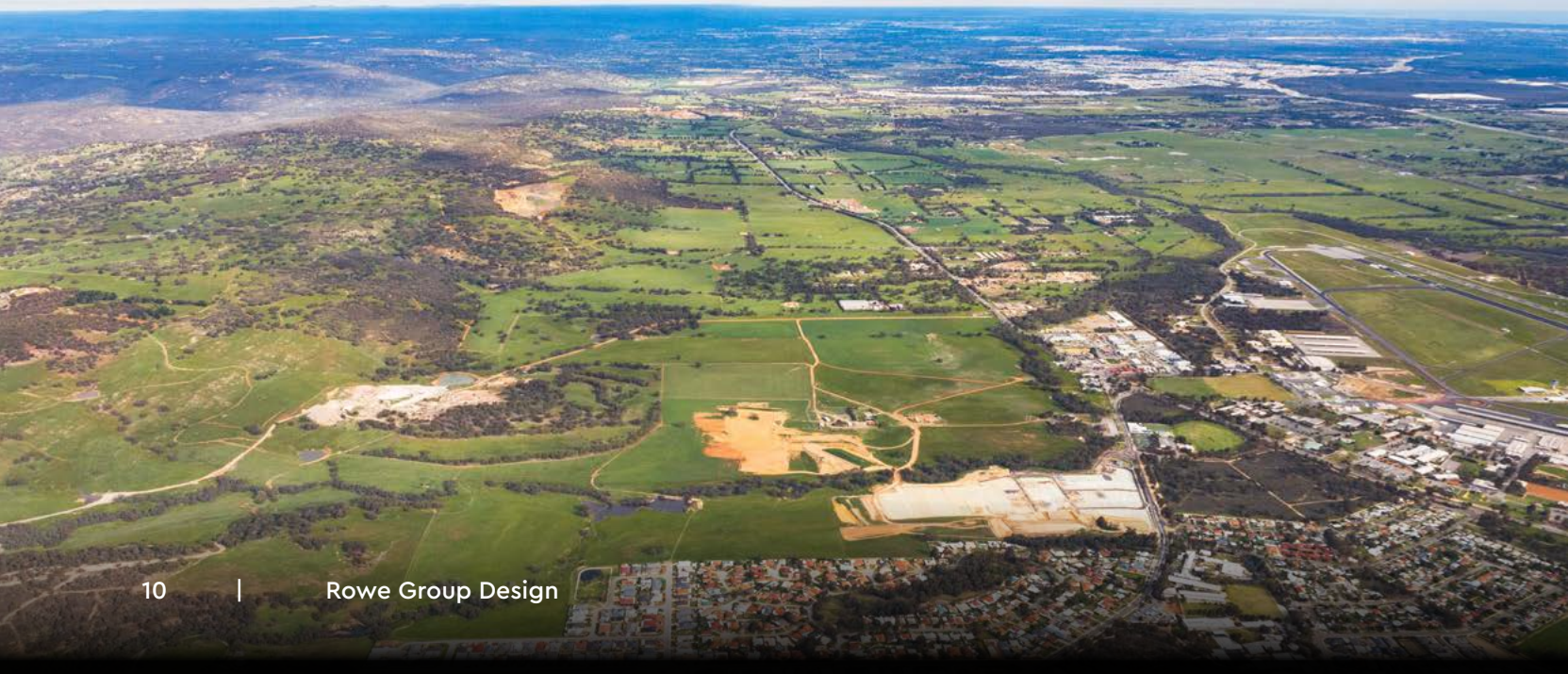
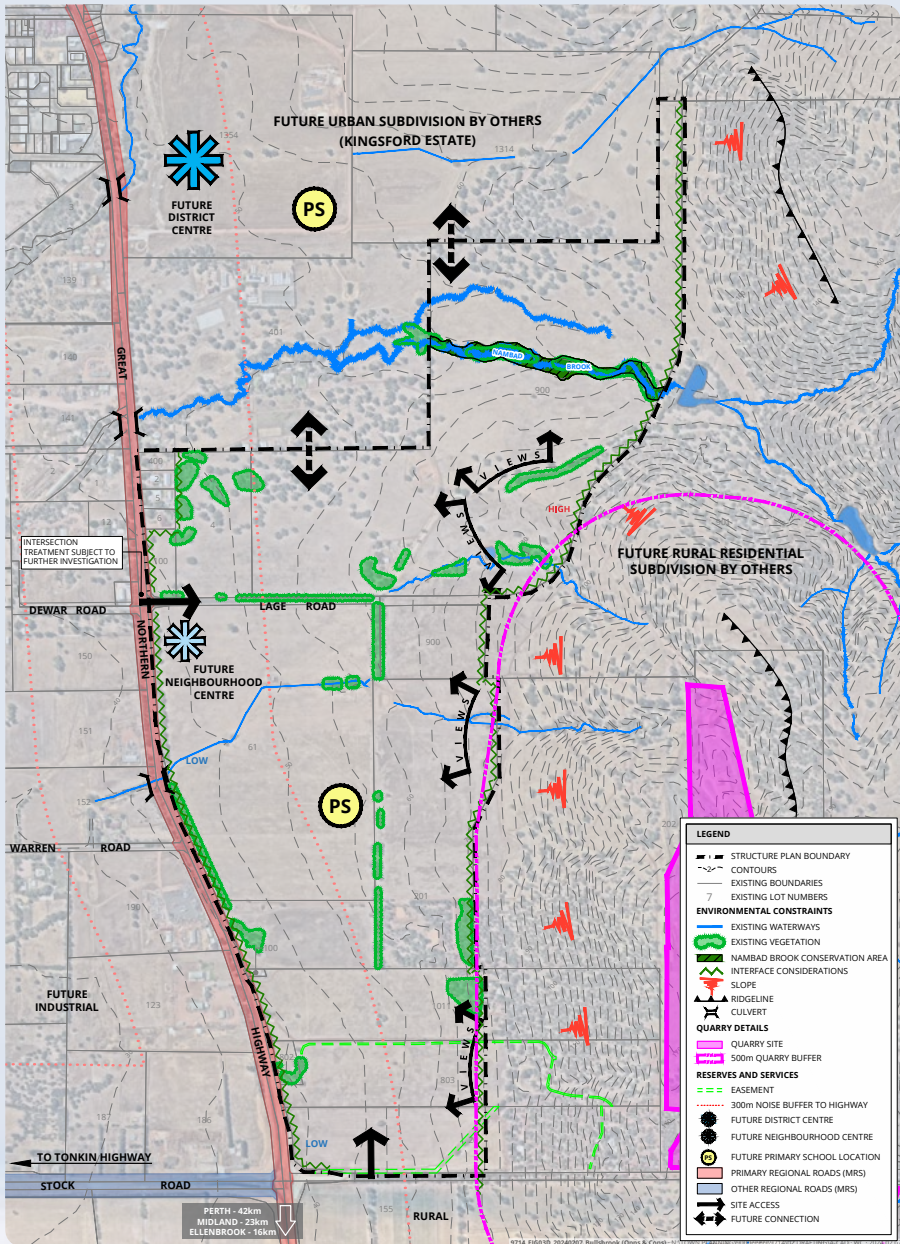


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Client: Mirvac
Site Area: 187 ha
No. of Dwellings: 2,500 residential lots
Location: Bullsbrook

Rowe Group has a long history of involvement with the expansion of the Bullsbrook Townsite, working with the various landowner groups and development partners over a number of years. Most recently, Rowe Group has been engaged by Mirvac to progress development of the Bullsbrook South landholdings. Comprising 187 hectares, we are currently progressing an Urban Deferred Lifting request and Local Structure Plan to ultimately deliver 2,500 residential lots to market. The design has been focused around the retention of mature trees and existing drainage channels, including the Nambad Brook, and working with the existing topography of the site, providing opportunities to deliver a high level of amenity with a strong pedestrian focus.

One of the biggest challenges for this site has been the lack of clarity on the delivery of service infrastructure to not only the Bullsbrook South urban expansion area, but also the wider north east corridor, including North Ellenbrook. Working with the landowners and consultant team, Rowe Group has been instrumental in leading discussions with various government agencies at both an officer and political level, to work towards an agreed strategy for the immediate, interim and ultimate delivery of service infrastructure, unlocking up to 40,000 dwellings across the Bullsbrook and North Ellenbrook catchments.



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

Spindrift Estate by Goldfields Group, a premier development in Margaret River managed by Rowe Group. The project offers 420 residential lots adjacent to a conservation bush reserve and the Wannang Biddi walk trail. Since 2021, Rowe Group has reimagined the estate with a Master Plan that harmonises with the natural landscape and enhances the area's recreational appeal. Collaboration with the Shire of Augusta-Margaret River ensured the project's vision aligned with local values, focusing on community, conservation, and connectivity. Through comprehensive planning, stakeholder engagement, and design innovation, Rowe Group has navigated the approval process, contributing to alleviating the housing shortage by integrating thoughtful design with the estate's unique sense of place.



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

The Hales Estate, developed by Satterley Property Group in Forrestfield, is a 478-lot residential project 15km east of the Perth CBD, integrating with the natural landscape, including retention of mature Marri and Jarrah trees and Crumpet Creek. Rowe Group has delivered Town Planning and Urban Design services since 2015, providing for diverse residential densities and innovative housing typologies. The project emphasises the preservation of the sites natural features and enhancing liveability with carefully planned and integrated open spaces, creating a strong community feel within its unique 'hills' context.



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GLEN IRIS ESTATE

Client: Eastcourt Property Group – Acumen Development Solutions
Location: Jandakot
Number of dwellings: 600

Transforming the former Glen Iris Golf Course in Jandakot, Rowe Group is leading the Urban Design and Town Planning for Eastcourt Property Group's 600-lot Glen Iris Estate. This residential project has been informed by the outcomes of the extensive community engagement and focuses on preserving natural vistas, easing traffic, and retaining a large number of mature trees. The masterplan integrates diverse housing options with expansive green spaces and walking trails, reinforcing a unique community atmosphere. With over 500 native trees preserved and 700+ new trees to be planted, the development aims for completion by 2030, enhancing local infrastructure and connectivity.



Community Discussion



Concept Sketches



Design Development



Master Plan Concept



3D Models*



*3D models courtesy of Eastcourt Property Group – Acumen Development Solutions



KINMORE GREEN ESTATE

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

Transforming a former quarry and landfill in the suburb of Darch, Kinmore Green Estate, developed by Parcel Property and planned by Rowe Group, is becoming a vibrant residential community. Offering 280 residential lots, business zones, and district playing fields, this project showcases the successful rezoning and remediation of a brownfield site. Through strategic urban design, environmental considerations, and 3D modeling, the estate harmonizes with the existing landscape, providing diverse housing options and ensuring a dynamic community space. With initial stages already sold out, Kinmore Green represents a benchmark in sustainable urban development.



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MOSAIC ESTATE

Client: Parcel Property
Location: Balcatta

Mosaic Estate in Balcatta, led by Parcel Property and planned by Rowe Group, is an urban infill development featuring single and two-storey homes across three precincts: Arise, Parkside, and Centro. Located in a desirable inner-city area enriched with parks, mature trees, and a new shopping complex, the project faced complex approvals from multiple government bodies. Despite challenges, including difficult soil conditions and fragmented landownership, Rowe Group navigated all necessary town planning approvals. Construction has begun, showcasing medium-density housing near established amenities contributing to the creation of a vibrant community.



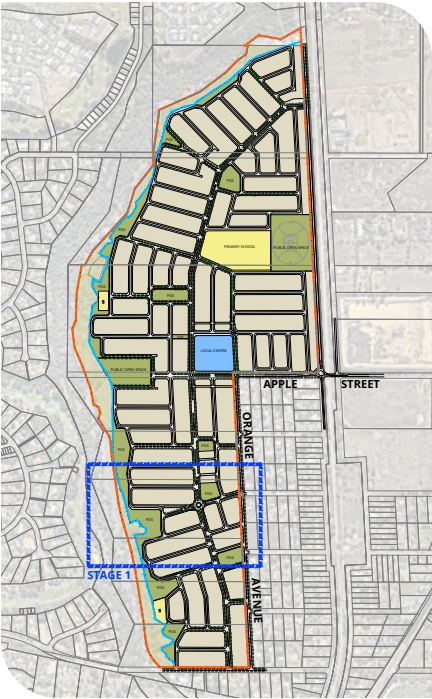
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CLEMENTINE ESTATE

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

Clementine Estate in Upper Swan, developed by Satterley Property Group and planned by Rowe Group, envisions 1,700 homes alongside the Ellen Brook, featuring a local centre and primary school. Since 2016, Rowe Group's masterplan has guided structure planning and subdivision for the initial stages, emphasising natural connections to the Ellen Brook through thoughtful road placement and pedestrian access. With more than 400 lots approved and the first stages sold out, construction is expanding both north and south. The project promises an affordable lifestyle close to the Ellenbrook Town Centre and Swan Valley, blending urban living with natural beauty.



WIRRING ROAD COWARAMUP

Client: R. W. Duggan
Location: Cowaramup, Shire of Augusta-Margaret River
Timeframe: 2021–2024

Wurring Road, Cowaramup is located to the south-east of the Cowaramup Townsite, 10 kilometres north of Margaret River. The land lies north of the tree-lined tourist drive on Wurring Road and comprises forming grazing land identified for townsite expansion. Rowe Group Design, in collaboration with Dunsborough-based LB Planning, undertook Concept Design, a local planning scheme amendment and local structure plan. These facilitated both rezoning of the land and established the form and land use mix that will see the site form part of Cowaramup's eastern expansion.

A site responsive design process which targeted retention of existing tree stands, green linkages to connect to the town and softened residential visibility led to a well-considered master plan for the property. Providing for a range of lifestyle and smaller residential lots, together with a potential retirement living site, the project will integrate well with the existing Cowaramup community.





MOJO URBAN LIVING ESTATE

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

Mojo Urban Living Estate in Cockburn Central North, pioneers medium-density living with small, freehold lots (100m²-275m²) tailored for modern lifestyles. Developed by Westpro Management and planned by Rowe Group. The project sets a new benchmark in Perth for compact, high-quality urban housing, leveraging strong partnerships with leading builders to offer diverse, well-designed homes within a vibrant community framework.



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LEEWIN VILLAGE WITCHCLIFFE

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

The Leeuin at Witchcliffe by Ablestar Holdings offers a master-planned estate in the heart of the South-West, 10 minutes from Margaret River and Redgate Beach. Rowe Group's master plan respects the local landform and natural beauty, including Boodjidup Brook and the Wadandi Track, proposing homestead-style lots within a rural estate vision. Through the strong collaboration between Rowe Group and Proven Project Management, the first 48 lots in stage 1 have been successfully delivered to market. Future stages will maintain environmental responsiveness and market relevance, with Rowe Group steering design, approvals, and guidelines to ensure a harmonious blend of natural living and contemporary demands.



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BLOOM

Client: Tangent Property Group
Location: Maida Vale
Number of Dwellings: 34

Bloom Estate in Maida Vale developed by Tangent Property Group and planned by Rowe Group is a small-scale infill development, offering 34 residential lots nestled amongst established mature Marri and Jarrah trees. Focusing on tree retention, Rowe Group navigated through the subdivision approvals process by working with the project team to identify and map all trees, identify those worthy of retention, and provide a Master Plan which considered tree locations, tree canopy and tree protection zones, with building envelopes responding to and respecting the identified trees. With the first stage already sold out, Bloom Maida Vale demonstrates the success of planning and responding to onsite conditions whilst balancing contemporary demands.

AKIN ESTATE

Client: Parcel Property
Location: Currumbine

Akin Estate in Currumbine, developed by Parcel Property and planned by Rowe Group, redefines modern urban living with 81 high-quality townhouses near the Currumbine Train Station and a new Coles Shopping Centre. This boutique urban village emphasises medium density and integrates seamlessly with local amenities. Rowe Group led the complex Local Development Plan approvals process, leveraging deep knowledge of the Residential Design Codes and streetscape integration. This knowledge ensured a holistic community design, balancing built form with landscaping, parking, and services, successfully navigating through extensive city and statutory planning reviews.



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MUNDIJONG

PRECINCTS E1 & E2

Client: Parcel Property

Site Area: 118 ha

Dwellings: 1,900

Location: Shire of Serpentine Jarrahdale, Precinct E1 & E2 of the Mundijong DSP.

In the Shire of Serpentine Jarrahdale, Mundijong Precincts E1 & E2 by Parcel Property and Qube Property Group are set to deliver around 1,900 residential lots across 118ha, blending rural charm with modern living. Focussed on maintaining local character, the project will create an environmentally sensitive development that retains and integrates the natural environment with the future built form. Water sensitive urban design principles have been embedded in the design philosophy, which together with a commitment to retaining the sites existing vegetation will result in the creation of a unique sense of place. The precinct is framed by an interconnected network of public open space that provides living streams and attractive views of the adjacent Darling Scarp. Incorporating diverse lot sizes and amenities, the project is well placed to support the future growth anticipated for Mundijong.



BULLSBROOK

NORTH

Client: Whalan Consulting and Watson Property Group

Site Area: 1,360 ha

No. of Dwellings: Approx. 4,100

Bullsbrook North forms part of the broader Bullsbrook Townsite District Structure Plan, which was adopted by the Western Australian Planning Commission in April 2018 for the purposes of providing a high level, strategic framework to guide the future growth of the Bullsbrook townsite and surrounding localities. The Bullsbrook North project, commonly referred to as the Bullsbrook North Urban Expansion Area, encompasses 21 landholdings over an area of 354 hectares, with approximately 95 percent of the land held by a coordinating Bullsbrook North Landowner Group. The land is intended to be developed in 2 Stages – with the first subdivision anticipated to occur in 2026/27 – to provide an estimated 4,400 dwellings to accommodate a future population of 12,500 persons, two Primary Schools, a Neighbourhood Centre and District Open Space. The project will establish a clear vision for the Bullsbrook North Urban Expansion Area, provide a coordinated land use planning and infrastructure framework, substantial residential land supply, traffic and transport connections to the adjoining localities, and identify areas of environmental significance to be conserved.



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



SEE FULL
PROFILES

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.



EMMA BURKE

Principal Urban Planner



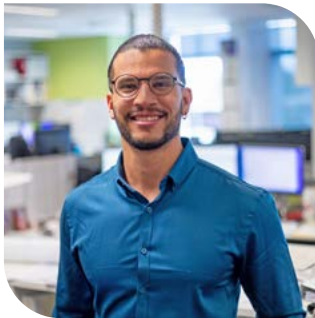
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Senior Urban Planner



WILLIAM CLEMENTS

CAD Manager



ALEXANDER ROJAS

Principal Graphic & Media Designer



VEDH RAMKHALAWON

Architectural Designer



ISABELLA SCARFONE

Urban Planner



JAMIE STRUDWICK

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EAMON RYAN

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