





# Ideas for living

Transforming land into vibrant communities,  
built for family and friends.







ID\_Land is an award-winning Melbourne-based residential property development company that creates unique and inspiring residential projects.



With extensive experience across all forms of residential development, ID\_Land, led by Jeff Garvey and Matthew Belford, has a proven track record of identifying and acquiring land with untapped potential and delivering communities of varied scale and complexity.

ID\_Land focuses on three key areas; developing new land estates in the booming growth suburbs, transforming existing suburbs through medium-density

townhouse developments and undertaking apartment developments in high-amenity locations.

ID\_Land's combined industry knowledge enables the team to ensure the delivery of a quality product that not only meets the expectations of stakeholders and purchasers, but exceeds them, adhering to strict completion deadlines and maintaining a commitment to sustainability and innovation.





# Our Story.

Our expertise in the Victorian property market has enabled us to create a rich and diverse development pipeline valued in excess of \$2 billion.



Our collective talents and experience are what make us industry leaders in the residential development sector. We pride ourselves on our unwavering commitment to quality and delivering Victoria's best communities.

- Matt Belford, Director

2009

2010

2011

2012

2013

2014

2015

2016

2017

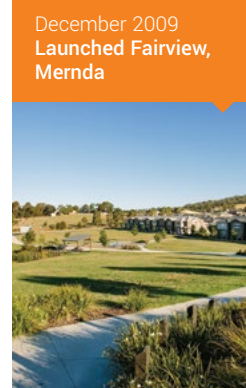
2018

2019



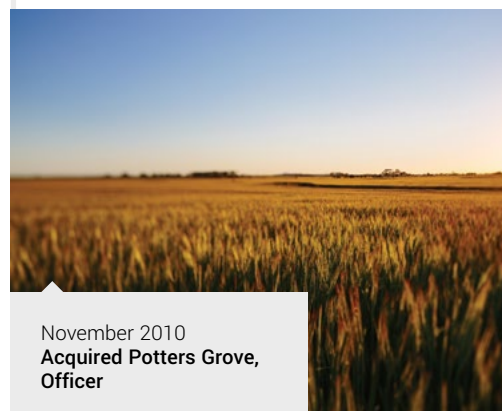
January 2009  
ID\_Land was  
officially formed

- August 2009  
Acquired Fairview,  
Mernda
- September 2009  
Acquired 905  
Taylors Rd, Plumpton



December 2009  
Launched Fairview,  
Mernda

- May 2010  
Acquired Watermark,  
Armstrong Creek
- June 2010  
Acquired Elements  
South Site, Truganina

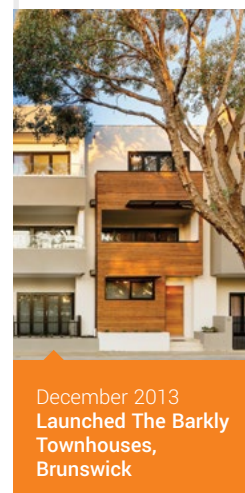


November 2010  
Acquired Potters Grove,  
Officer

- December 2010  
Acquired Elements  
North Site, Truganina



April 2012  
Launched  
Potters Grove,  
Officer



December 2013  
Launched The Barkly  
Townhouses,  
Brunswick

- April 2013  
Acquired Potters  
Northside, Officer



October 2012  
Acquired The Barkly  
Townhouses, Brunswick

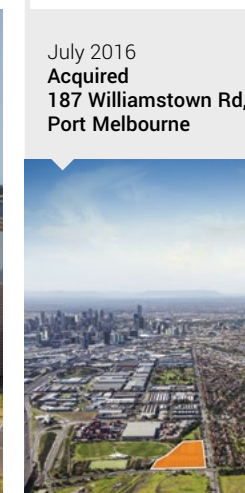


November 2014  
Launched Elements,  
Truganina

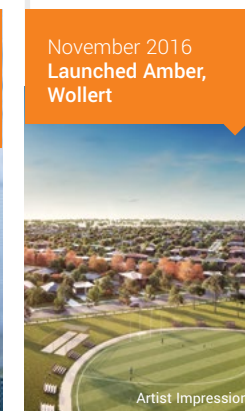


April 2015  
Launched  
Watermark,  
Armstrong Creek

- December 2014  
Acquired Rosewood,  
Plumpton
- July 2015  
Acquired Amber,  
Wollert



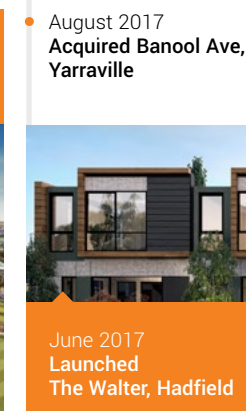
July 2016  
Acquired  
187 Williamstown Rd,  
Port Melbourne



November 2016  
Launched Amber,  
Wollert



July 2017  
Launched Prospect,  
Pascoe Vale

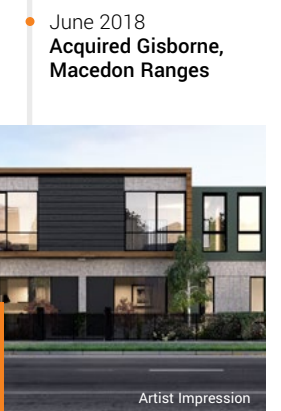


August 2017  
Acquired Banool Ave,  
Yarraville

- August 2017  
Launched Attwell,  
Plumpton



April 2018  
Launched Rosewood,  
Plumpton



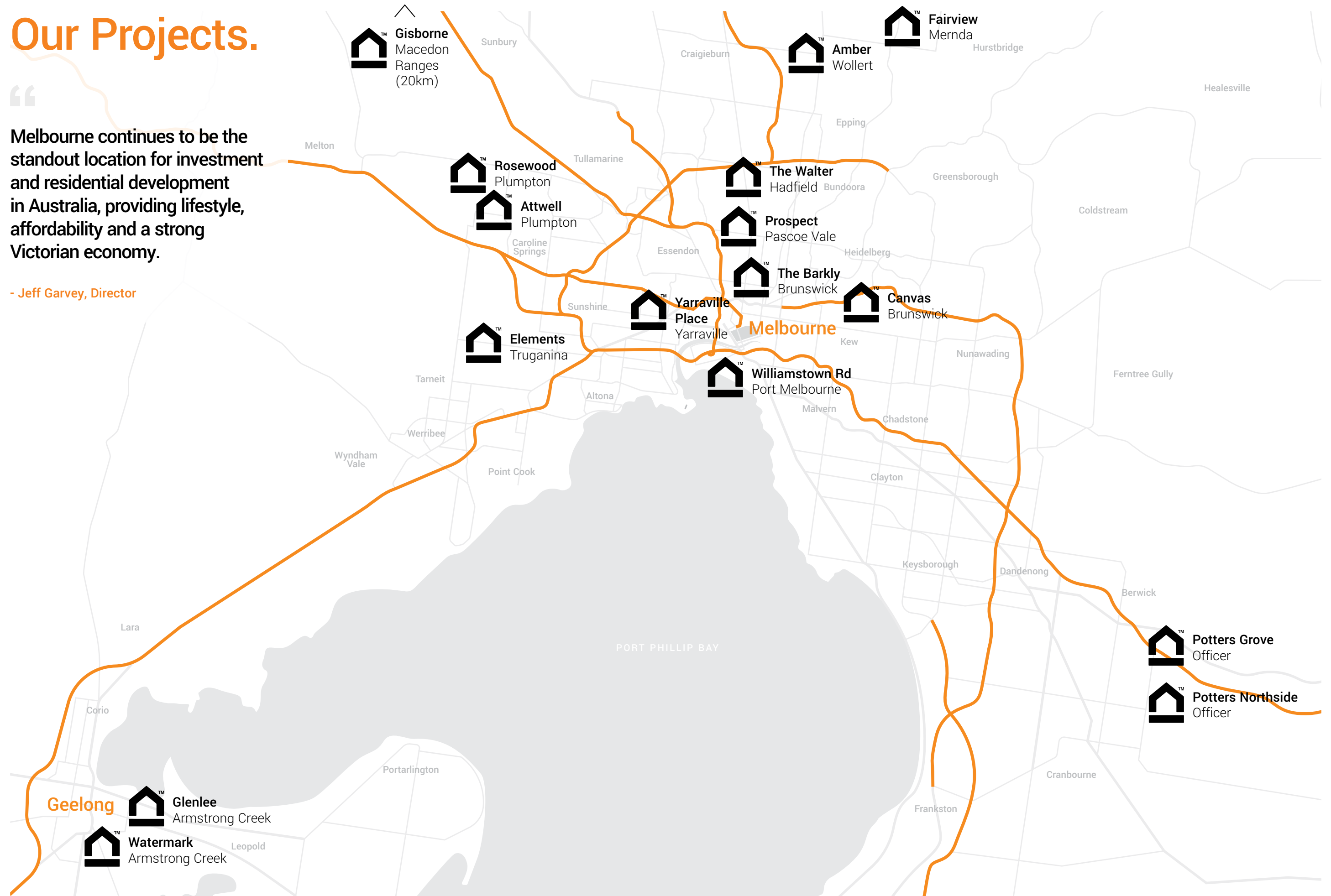
June 2018  
Acquired Gisborne,  
Macedon Ranges

- August 2018  
Launched Glenlee,  
Charlemont

# Our Projects.

Melbourne continues to be the standout location for investment and residential development in Australia, providing lifestyle, affordability and a strong Victorian economy.

- Jeff Garvey, Director





# Elements

TRUGANINA

LAUNCHED  
2014



Elements represents ID\_Land's largest masterplan community to date – on completion it will feature approximately 1,400 residential lots, a potential future primary, high school and neighbourhood activity centre.

Located only 21km from Melbourne's CBD and within 1.4km of the Tarneit Train Station, Elements builds on the recent momentum of the Truganina growth corridor and will capitalise on the future and established local amenity.



ADDRESS

Dohertys Rd, Truganina  
(Between Woods Rd & Derrimut Rd)

WEBSITE

[elements.com.au](http://elements.com.au)

# Watermark

ARMSTRONG CREEK

LAUNCHED  
2015



Watermark represents ID\_Land's first project in the Geelong growth corridor. Upon completion, it will flourish into a 550 lot address with meandering waterways, tree-lined streets and winding bike paths all leading to parklands located at the heart of the community. Positioned on Barwon Heads Road, Charlemont, Watermark is the closest community to the Marshall Train Station and ideally located just 10 minutes from the Geelong CBD.



ADDRESS

Corner of Barwon Heads Road  
and Reserve Road, Charlemont

WEBSITE

[watermarkgeelong.com.au](http://watermarkgeelong.com.au)



# Glenlee

CHARLEMONT



Glenlee is adjacent to the Watermark community and encompasses a total of 40 hectares, yielding over 600 residential lots worth a combined \$150 million.

The land forms part of the Armstrong Creek Horseshoe Bend Precinct Structure Plan which totals an area of 640 hectares that will include four new schools, three neighbourhood activity centres and 82 hectares of public open space.



ADDRESS  
274 Reserve Road, Charlemont

WEBSITE  
glenleearmstrong.com.au

# Rosewood

PLUMPTON



Rosewood is a 67 hectare boutique development in Plumpton – one of Melbourne's newest suburbs undergoing rapid population and infrastructure growth. Set to yield 250 residential lots, the project will also feature a private conservation reserve and waterway running through the estate offering residents a close connection to nature.



ADDRESS  
961 Taylors Road, Plumpton

WEBSITE  
rosewoodplumpton.com.au



# Attwell

PLUMPTON



Artist Impression

Attwell is set over 670 hectares of land in Melbourne's western growth corridor adjacent to Caroline Springs, just 23km north-west of Melbourne's CBD. The 700 lot community was launched in August 2017 and is ideally positioned to provide residents with the perfect blend of urban connectivity and natural landscape.



## ATTWELL

ADDRESS  
905 Taylors Rd, Plumpton

WEBSITE  
[attwell.com.au](http://attwell.com.au)

# The Walter

HADFIELD



Artist Impression

The Walter is a carefully planned development of 64 townhouses, designed by one of Australia's leading architectural practices Peddle Thorp.

The Walter is located in Hadfield, near Pascoe Vale, part of Melbourne's thriving inner-northern suburbs. The project features a mix of two and three-bedroom dwellings, providing tailored living solutions for singles, couples and families alike.

## THE WALTER

— A PASCOE VALE LIFESTYLE —

ADDRESS  
2-6 Walter Street, Hadfield

WEBSITE  
[thewalterhadfield.com.au](http://thewalterhadfield.com.au)



# Prospect

PASCOE VALE



Located just 10km north of Melbourne's CBD, Prospect is a boutique development project that will deliver 21 townhouses designed by world-renowned architects Rothelowman. The elegantly appointed townhouses offer the upbeat lifestyle of its central location in Pascoe Vale paired with suburban community living.

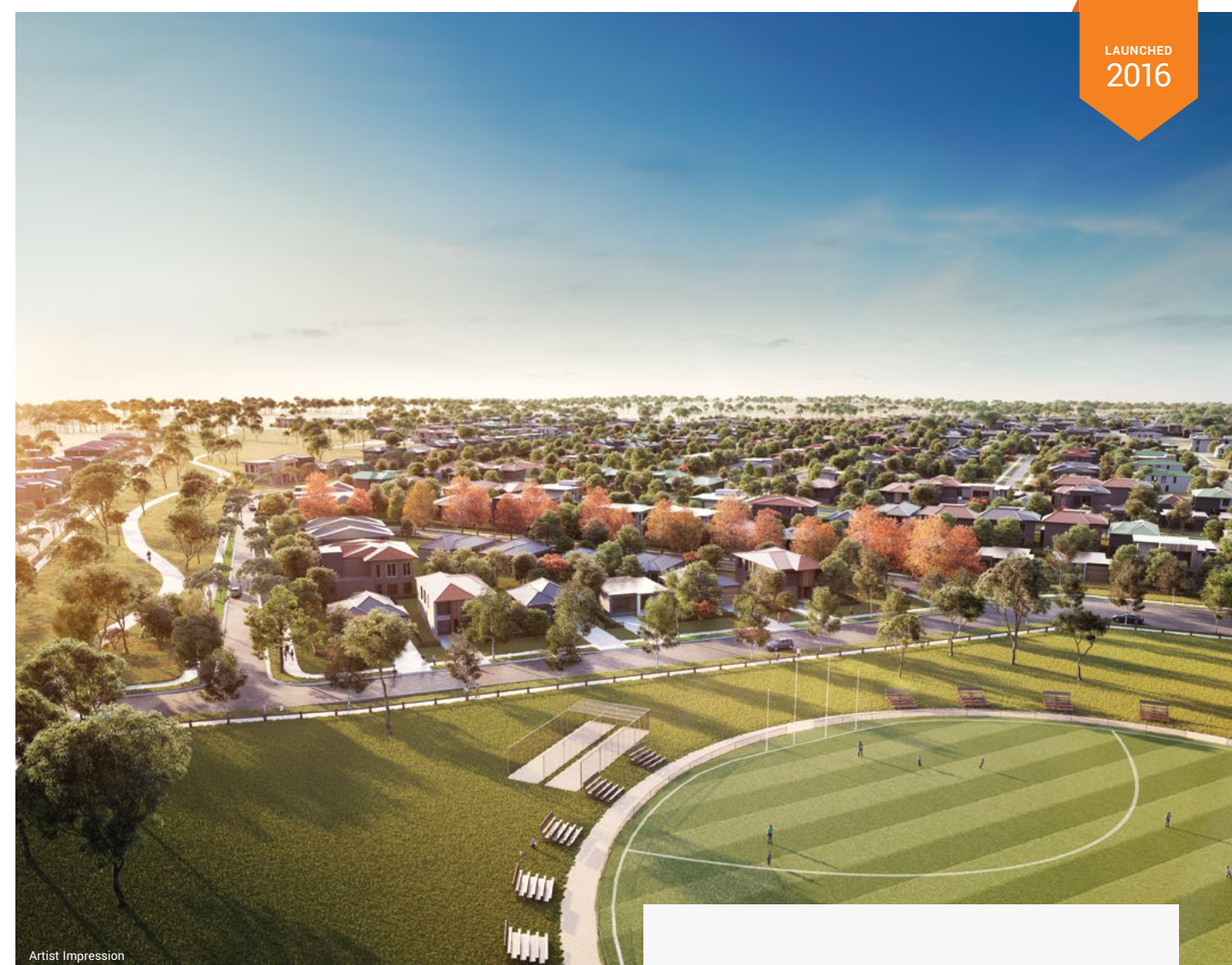
**Prospect**  
PASCOE VALE

ADDRESS  
4-10 Prospect Street, Pascoe Vale

WEBSITE  
[prospectpascoeale.com.au](http://prospectpascoeale.com.au)

# Amber

WOLLERT



Amber has been carefully designed to offer the best balance of rural and urban living and is set to feature an array of sport facilities, parklands and conservation areas. Located just 24km north of Melbourne's CBD, Amber is perfectly positioned within one of Melbourne's fastest-growing residential corridors, with a host of new amenity including schools, shopping precincts and manicured parklands all planned for the suburb in the coming years.

  
**amber**  
WOLLERT

ADDRESS  
Corner Vearings Rd &  
Craigieburn Rd, Wollert

WEBSITE  
[amberwollert.com.au](http://amberwollert.com.au)



# The Barkly

BRUNSWICK



LAUNCHED  
2013



## THE BARKLY

TOWNHOUSES BRUNSWICK

ADDRESS

225 Barkly Street, Brunswick

WEBSITE

[thebarkly.com.au](http://thebarkly.com.au)

A collection of modern townhouses in Brunswick, The Barkly presented a limited opportunity to own a coveted piece of Melbourne's inner north, when it was launched to the market in 2013. With the city's skyline as its backdrop, The Barkly's location is truly first class. A stone's throw from the CBD, The Barkly community is flanked by shops and cafés and lies among some of Melbourne's best lifestyle essentials including Princes Park, universities and hospitals. Now standing complete, The Barkly is located in one of Melbourne's most in-demand neighbourhoods in the heart of Brunswick, a well-connected community with tram, rail, bus and cycle routes all within immediate access.

# Canvas

BRUNSWICK

LAUNCHING  
2019



Artist Impression

## CANVAS

Brunswick

ADDRESS

272 Barkly Street, Brunswick

Canvas is located in the midst of lively Brunswick, with a wide array of lifestyle amenities just a short stroll away. Melbourne's impressive skyline, only a few kilometers away, offers a stunning focal point from the top level residences. Taking design cues from the nature and history of the location, Rothelowman have designed an honest and authentic representation of Brunswick's industrial past. The sculptural façade of Canvas levitates above an engaging and activated ground floor that integrates the building into its neighbourhood with a true Brunswick community spirit. Canvas interiors are designed to inspire – large windows bathe the open plan living spaces in natural light as sliding doors to balconies open up to seamlessly connect to the outdoors.



# Yarraville Place

YARRAVILLE

LAUNCHING  
2019



Artist Impression

## YARRAVILLE PLACE

EST. 1868

ADDRESS

2 Banool Avenue, Yarraville

This 1.42ha urban renewal site in the vibrant and trending inner-western suburb of Yarraville will see ID\_Land deliver a collection of 2 and 3-level townhomes designed by the acclaimed architecture practice Rothelowman. The considered design includes the retention of the original bluestone walls of the former Melbourne Woollen Mills warehouse dating back to 1868, a celebration of the site's and suburb's eclectic past. With a strong design aesthetic as unique as the suburb of Yarraville itself, Yarraville Place is set to become a benchmark in modern living and contemporary design that respects the heritage of the site.

## Our Future.

In 10 years ID\_Land has cemented itself as one of Melbourne's leading residential developers with an array of successful residential developments located throughout Melbourne and Geelong.

ID\_Land will continue to grow its residential communities by focussing on well located, high amenity locations. ID\_Land will capitalise on its successful medium density business by expanding throughout metro Melbourne and add to their pipeline through high density and mixed-use opportunities.

## Willow

GISBORNE

The site is one of the only parcels already zoned general residential in the fast-growing Macedon Ranges region and will accommodate over 600 lots along with a primary school, extensive parks and reserves, and is expected to yield roughly \$250m on completion.

LAUNCHING  
2019



Willow  
GISBORNE

## Williamstown Road

PORT MELBOURNE

ID\_Land has acquired a 1.7 hectare industrial site in the burgeoning Fishermans Bend Precinct. The project is expected to feature over 120 modern townhomes located in one of Melbourne's most iconic seaside locations.





# Past Projects.

## Potters Grove

OFFICER

Potters Grove combines convenience, amenity and beauty in the much sought after location of Officer.

Potters Grove is a stroll to the Officer Train Station and future Officer Town Centre. Around the corner are the townships of Berwick and Beaconsfield which offer residents a plethora of established amenity further afield.

LAUNCHED  
2012

## Potters Northside

OFFICER

Potters Northside addresses every family need – with excellent childcare and a selection of primary schools, secondary colleges and universities nearby, Potters Northside caters to each new resident.

Transport options are first rate with the Officer Train Station and a new town centre within walking distance creating a convenient and accessible lifestyle for growing families.

LAUNCHED  
2015

## Fairview

MERENDA

Fairview captures the best that Mernda and its surrounds have to offer. The combination of elevated and secluded lots bordering parklands makes Fairview the ideal location a new community.

In addition to the variety of lots to choose from, including larger elevated lots with views to the Kinglake Ranges, Fairview is ideally located near local schools, shopping and recreational amenities. With so many aspects to choose from, Fairview feels like a country getaway less than 30 kilometres from the Melbourne CBD where residents can escape, relax and enjoy.

LAUNCHED  
2009



**ID\_Real Estate specialise in the leasing and management of new builds along with established properties in Melbourne and surrounding suburbs. With experience in both Residential Property Management and Property Development, we nurture our clients from start to finish.**

Owning an investment property is an exciting experience and we are here to ensure your journey as a landlord is smooth and stress free.

Our aim is to enhance the property management experience for both landlords and tenants and exceed our clients expectations. Our exceptional level of communication, honest approach and use of the latest technology available to us is what we believe helps us achieve this.





**IDLAND.COM.AU**