

ADVERTISING FEATURE

MAB/GPC



By Vanessa Mulquiney

Imagine a new master-planned city with everything on your doorstep — education, recreation, shopping, transport and more.

Thanks to MAB Corporation and Gibson Property Corporation, this new city known as Merrifield, just 30km north of the Melbourne CBD, is up and running and has welcomed its first 2000 residents.

"Our 'live, work, play' strategy is genuine and plans to deliver everything close to home," according to Merrifield project director Matthew Planner.

"Merrifield will become the epicentre of the northern growth corridor and offer the full spectrum of work and lifestyle choices, with an incredibly strong community focus.

"We've established a blueprint for a 30-year development, however we've thoughtfully considered how we can ensure the timely delivery of all the aspects that comprise a thriving new city," Mr Planner said.

Merrifield has quickly established itself as the premier master-planned community in the north region, and with good reason: There will be more than 8000 homes accommodating 30,000 people, 110ha of open spaces, a waterfront city centre precinct and 330ha business park, which together will create up to 30,000 new jobs.



CLOCKWISE FROM TOP: Artist's impression of Merrifield's future market square, the Merrifield Connect bus service for residents and Pinnacle Park.

Future residents need not worry about Merrifield being just another residential development with a couple of local shops and limited transport.

With plenty of amenity and facilities already on the ground, Merrifield has made a clear effort to set the standard from the outset.

Merrifield Connect, a local bus service exclusive to residents, was launched in January in an effort to make day-to-day living easy.

The first stage of the local convenience hub known as M Square opened recently and features the Wild Bean cafe.

When it comes to fresh produce, residents do not have to travel too far afield. Held on the last Saturday of every month, the Merrifield Farmers' Market has the freshest local produce

for sale and also offers a community-friendly destination to connect with neighbours.

Planning is currently under way for stage one of a regional shopping centre in the Merrifield City Centre.

To be developed with joint venture partner QIC (known for its Eastland and Watergardens centres), it will include a supermarket, specialty stores and cafes, and is set to open in 2020.

Providing the Merrifield community with quality educational facilities has always been a high priority.

Childcare, kindergarten, two primary schools, a secondary college, tertiary facilities and vocational training opportunities are planned, and Merrifield's first childcare centre and kindergarten is already open.

All Merrifield lots are within a five-minute walk to a park and fantastic walking and cycling paths connect the entire community.

Pinnacle Park, the newest neighbourhood park, is opening early next month.

"The feedback from our community has been overwhelming – our residents are thrilled with what has been delivered to date and are very excited about what is still to come in Merrifield," Mr Planner said.

merrifieldmelbourne.com.au