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Developer Embraces 3D Tech for \$100m Greenfield Development



An Adelaide-based construction company has commenced work on ASX-listed Axiom Properties' \$100 million Glenlea Mount Barker residential development.

The greenfield project of more than 600 residential properties was approved for development in mid-2016. Axiom is leading the project in a joint venture with the Gilbert family who have used the land to farm beef cattle for the past 40 years.

After being appointed to undertake civil construction activities, T&J Constructions has focused their work on including roads, footpaths and the establishment of all water, sewer, reticulated gas and NBN services to every allotment.

For more information, visit [theurbandeveloper.com.au](#)

Early works will also include the creation of the first four hectares of parks and gardens, with a total seven hectares planned, which are on track to be completed by the middle of 2018 when Axiom expects to have their first demonstration home up and running.

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Embracing newer technologies, Axiom have launched an augmented reality app which would allow potential homebuyers to view the entire estate as a detailed 3D layout or explore the future of the development in 360-degree mode.

While 3D imaging and virtual reality is becoming more ubiquitous in residential development, Axiom Properties general manager Paul Rouvray said Glenlea was one of the first housing developments in Australia to use augmented reality technology of this type.

“We’ve embraced technology and developed the app to give buyers an insight into what Glenlea will look like in the not-too-distant future, from the high quality homes and streetscapes to the playgrounds, parks and wetlands that will characterise the estate.

Free to download on Google Play and the App Store, buyers will be able to view the development from anywhere in the world.

Glenlea Mount Barker was planned on 50 hectares of rural land bordered by Wellington Road and Bradfield Lane in Adelaide Hills.

The population in the Mount Barker Growth Area was estimated to increase by over 7,000 people to 7,211 by 2026, at an average annual growth rate of 29.06 per cent.

Axiom is currently developing the final stage of the Churchill Centre in North Adelaide, and were selected to develop a major mixed-use project on the Council-owned Cross St carpark in Sydney’s Double Bay.