**Logo Brief: 3 Mervyn Cr, Ivanhoe.**

This townhouse development of 5 homes, is unique to the area in the fact that it is set in a premium position, typically surrounded by substantial residential land holdings.

The subject site, is opposite a well-known local sporting ground by the name of “Chelsworth Park”, from which you can gain access to many kilometre’s of local trails along the Yarra River, that could lead you all the way to the Melbourne CBD. The area is quite literally surrounded by parks and wildlife, yet its only a stones throw from the city, and a touch over 1km walk from the train station/shops in Ivanhoe.

The city itself, is only 10km away from the site.

The homes are to be built using high quality materials and appliances, and will sell in the $1.8 - $2m range – the upper end of what similar products sell for in the area due to their size, premium location, and premium fit out.

Likely buyers, will be older couples looking to downsize, and stay local. There may also be a market for professional couples.

Resources:

<https://www.banyule.vic.gov.au/Events-activities/Parks-reserves/Chelsworth-Park>

<https://www.google.com/maps/place/Chelsworth+Park/@-37.7736437,145.0481322,14.55z/data=!4m5!3m4!1s0x0:0xf0456760532ae80!8m2!3d-37.7765988!4d145.049059>

We would like to see a logo represent the quality of the development, with a connection to the special location of the property.