

**MASTER PLANNED COMMUNITIES & NEW URBANISM  
A DEVELOPERS (BRIEF) PERSPECTIVE**



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**Lend Lease Communities**

(Delfin Lend Lease & Lend Lease Developments)

**MASTER PLANNED COMMUNITIES & NEW URBANISM  
A DEVELOPERS (BRIEF) OVERVIEW**



**Introduction and Overview**

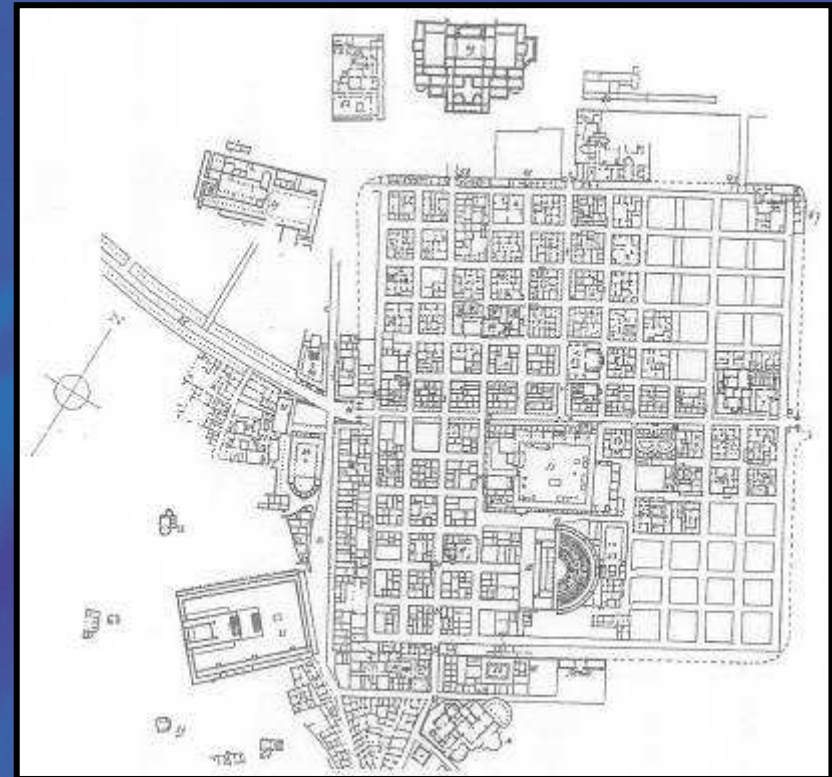
## **Master Planned Communities & New Urbanism**

### Lets Define Our Terms

- **Master Plan**
- **Community**
- **Master Planned Communities**
  
- **New**
- **Urbanism**
- **New Urbanism**

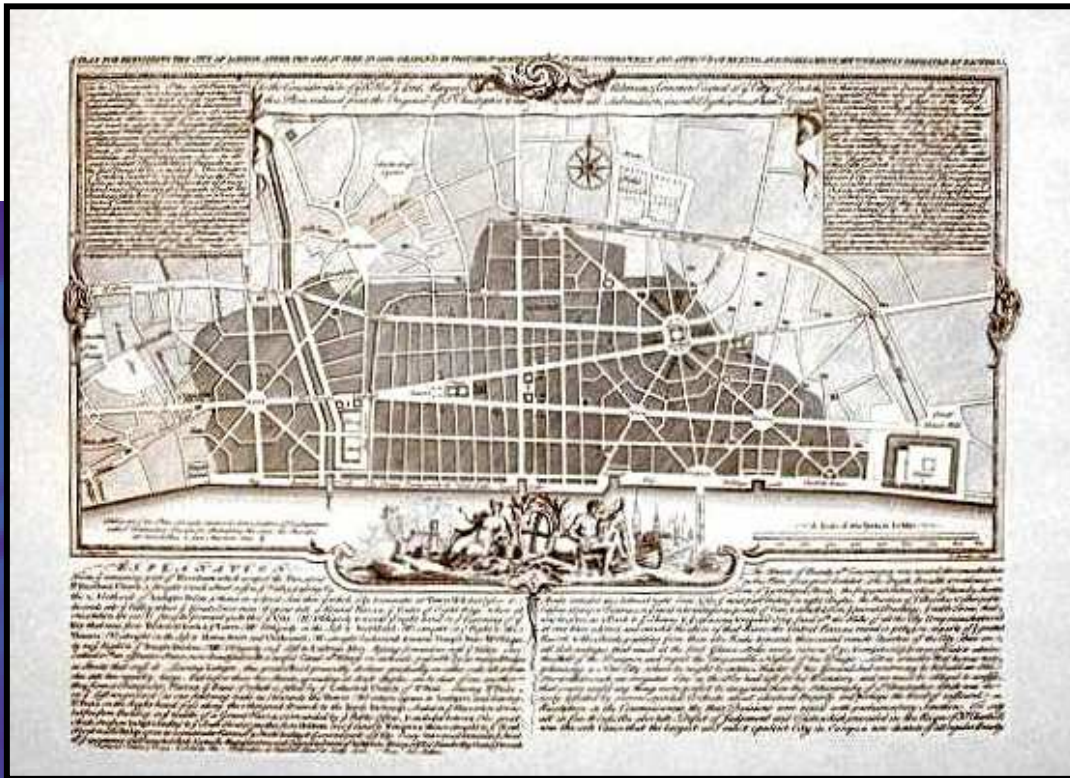
## Master Planned Communities & New Urbanism A Short Trip Through Time

- “When in Rome....”

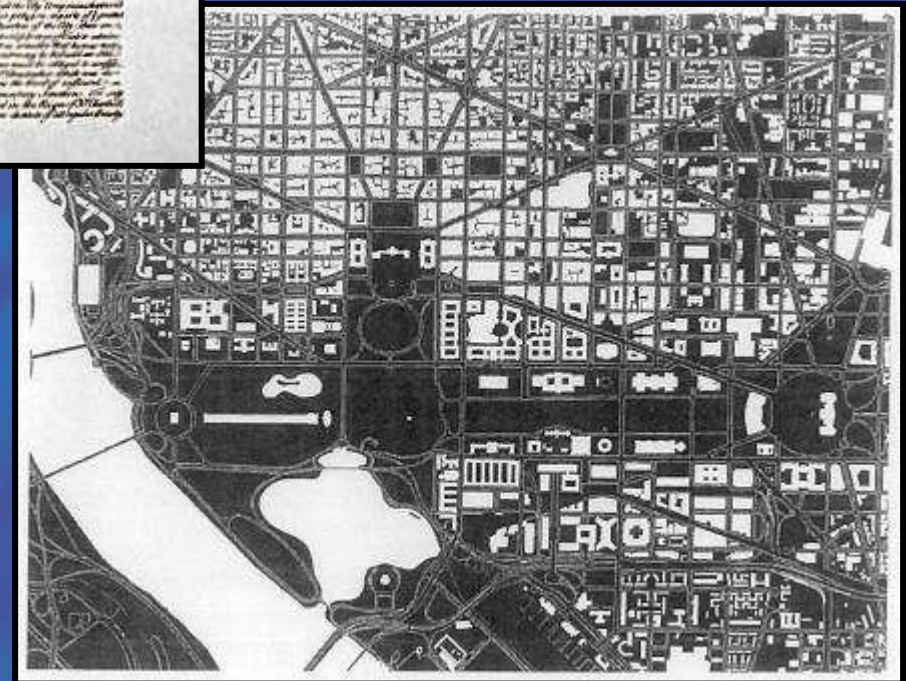


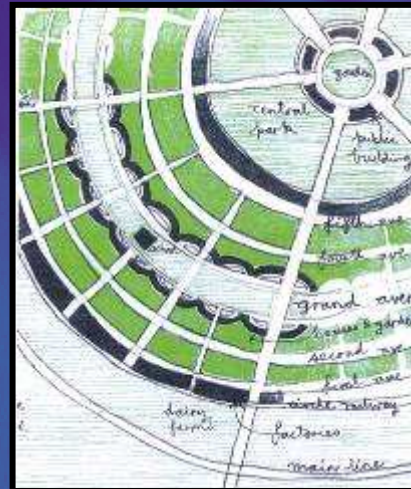
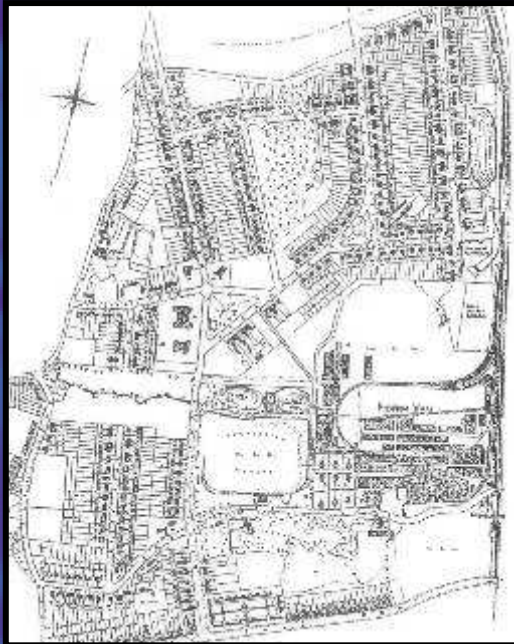


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....and London and Washington

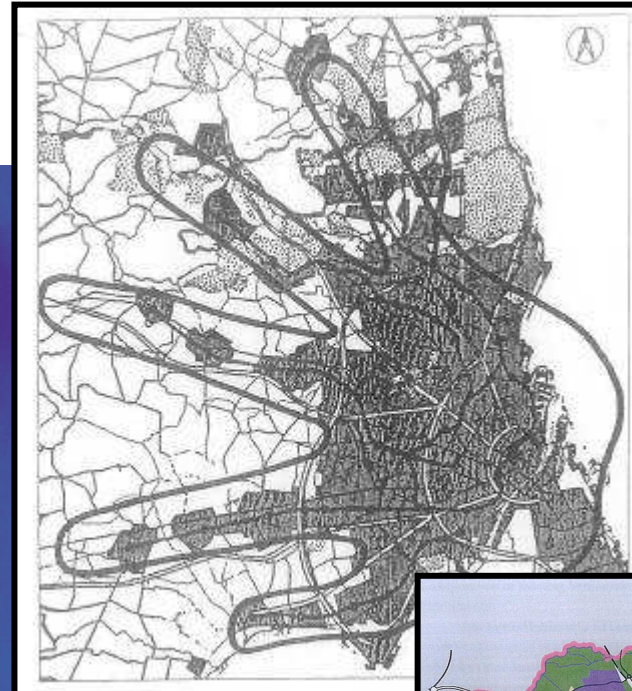
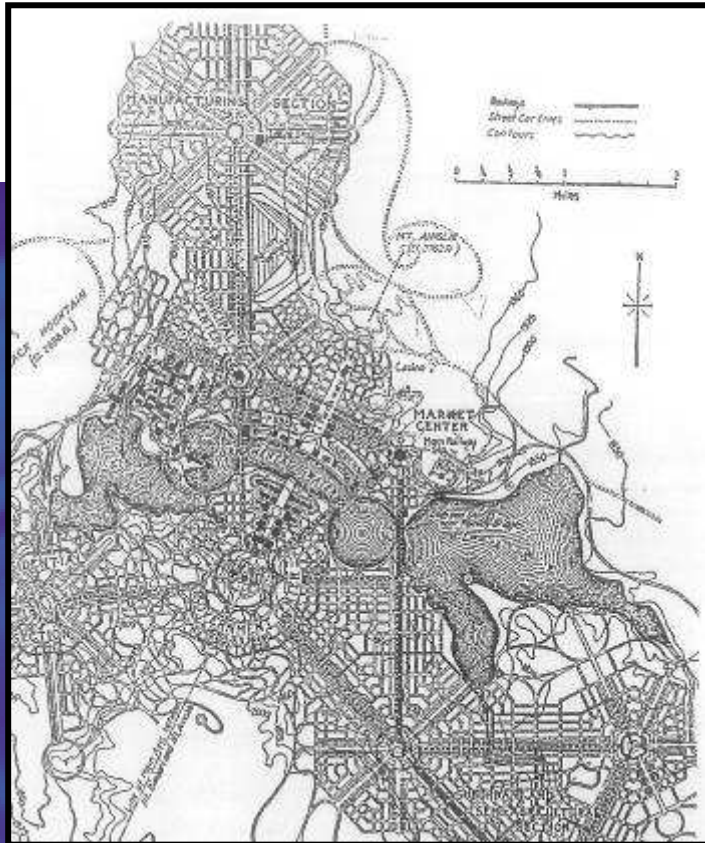




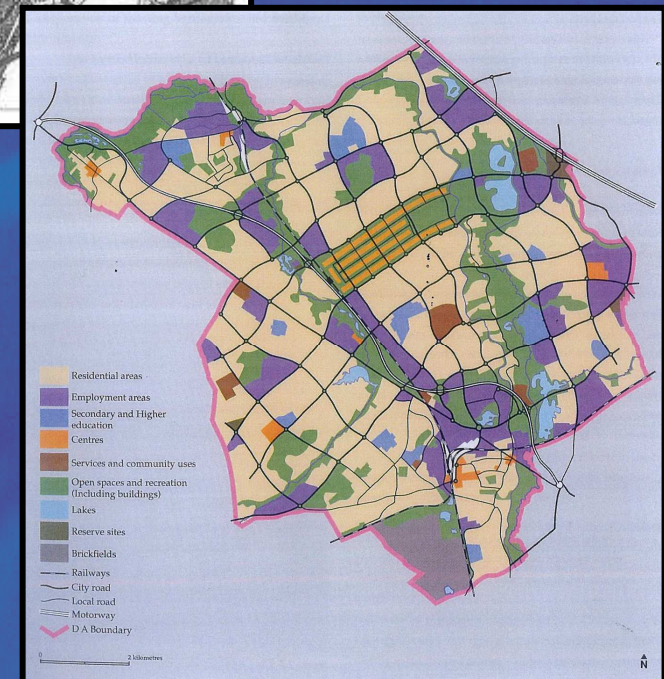
....and Paris and Bourneville and Letchworth and Garden Cities generally...



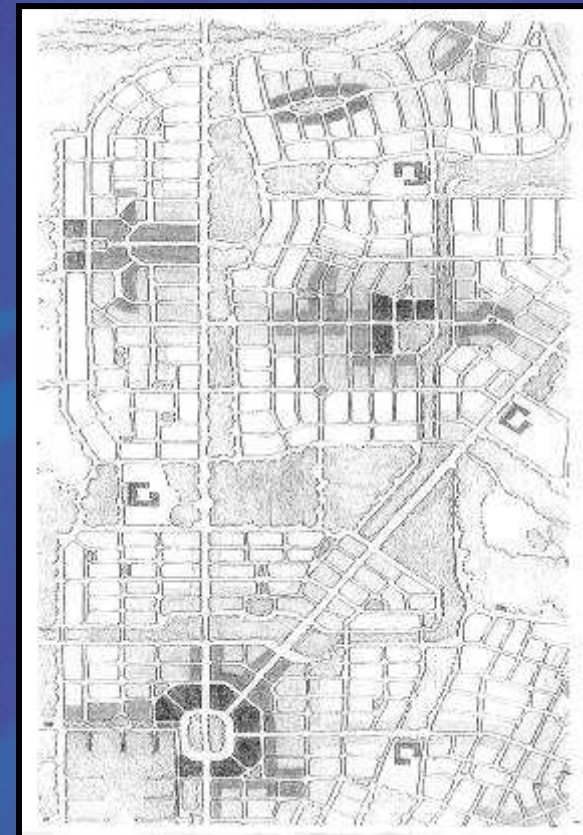
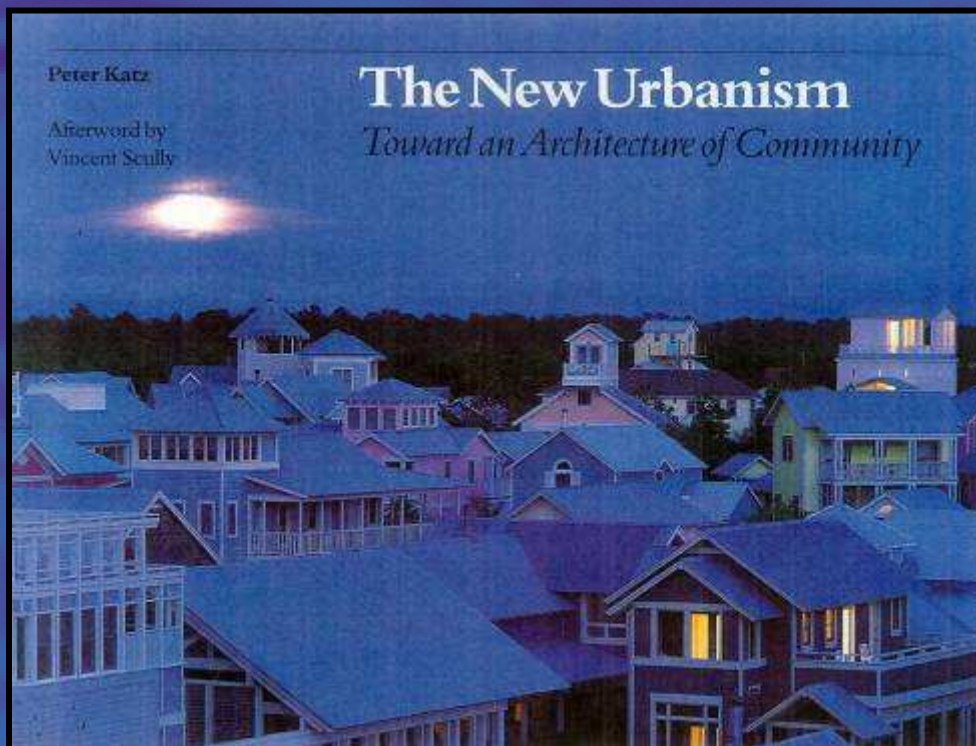
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....and Chicago and New Delhi  
and Canberra and Copenhagen  
and Milton Keynes and Abuja...  
etc etc etc

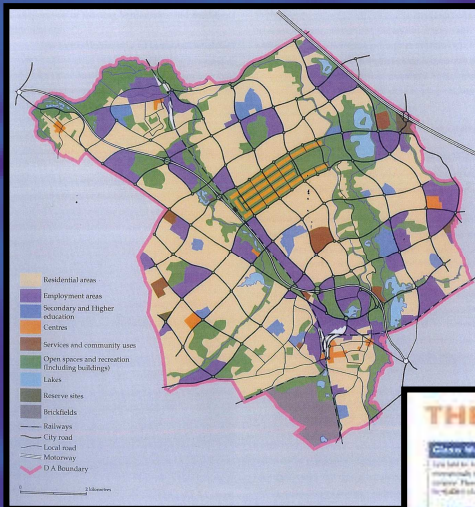


## The US – A Brave New World

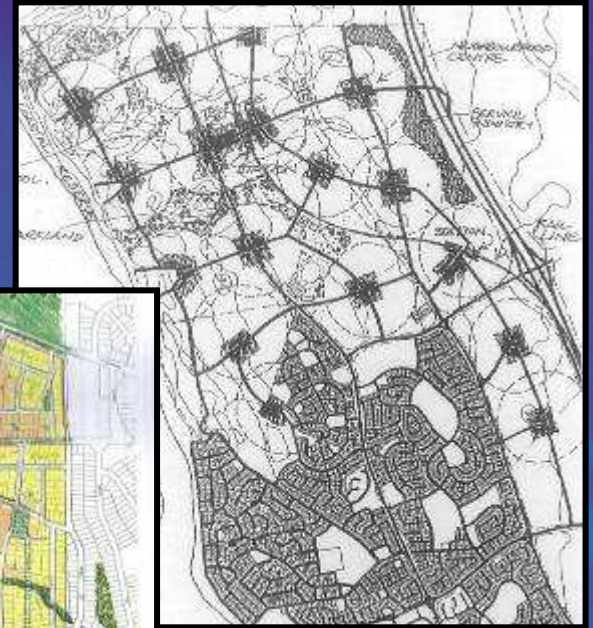
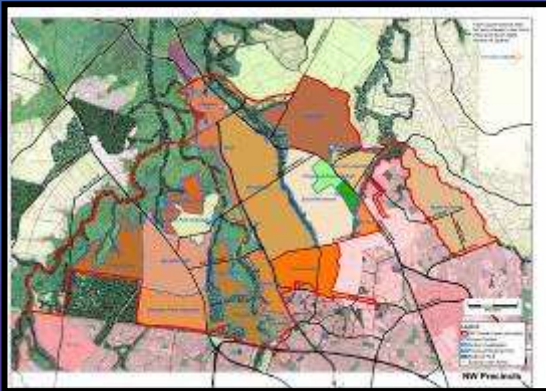




# The UK – New Towns revisited, new settlements and growth centres

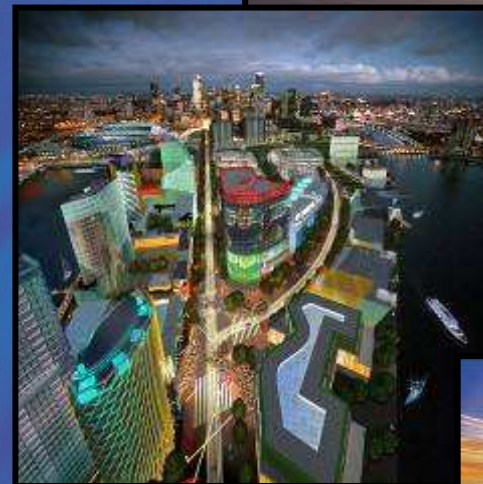


## Australia – Taking the plunge



## Lend Lease Communities

- Jacksons Landing
  - Victoria Harbour
  - Greenwich Peninsular (UK)
  - Rouse Hill Regional Centre
  - Varsity Lakes
  - Caroline Springs
  - Edgewater
  - Newington
  - St Marys – *Ropes Crossing*
  - Nelsons Ridge
  - Fort Hood (US)
  - Forde, etc etc etc
- ...and onward into the future



## **Lend Lease Communities – Creating Special Places**

### **The DLL ‘Advantages’**

- A sense of belonging
- Greener open spaces
- Fully planned community
- Quality housing options
- Learning communities
- Business prosperity
- Attention to detail
- Respect for our environment

## A new agenda?

### The Tools and Templates....

Lend Lease Communities  
Global Conference  
MAY 14 - 15 | 11 AM - 12 PM

- Master planning:
  - Urban places
  - Vital and active spaces
  - Mixed-use places with enough density and population to support the infrastructure whilst desirable enough to be aspirational.
  - Processes?
  - Master plans that respond to the site and its unique qualities that will build on the sense of place.
  - Master plans that create physical place, forced and unforced interactions, diverse mix of uses that respond to a variety of settings.
- Place Creation:
  - Social infrastructure – adaptable and flexible for the future.
  - Social people-structure – the physical realities of providing communities that build social capital.
  - Inspirational and authentic places – built from the ‘genius loci,’ the sense of place, where people want to be.
  - Places and spaces – that encourage and force social interactions for all parts of the community.
  - Cohesive and attractive visual landscape and character.
  - Water, the most immediate place-making element but how do we make it sustainable?



## A new agenda?

### Respecting that....

Lend Lease Communities  
Global Conference  
Melbourne 10-11 May 2011

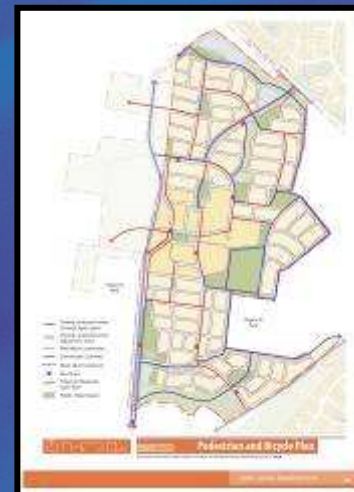
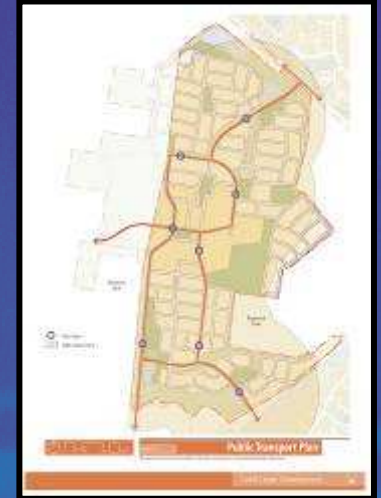
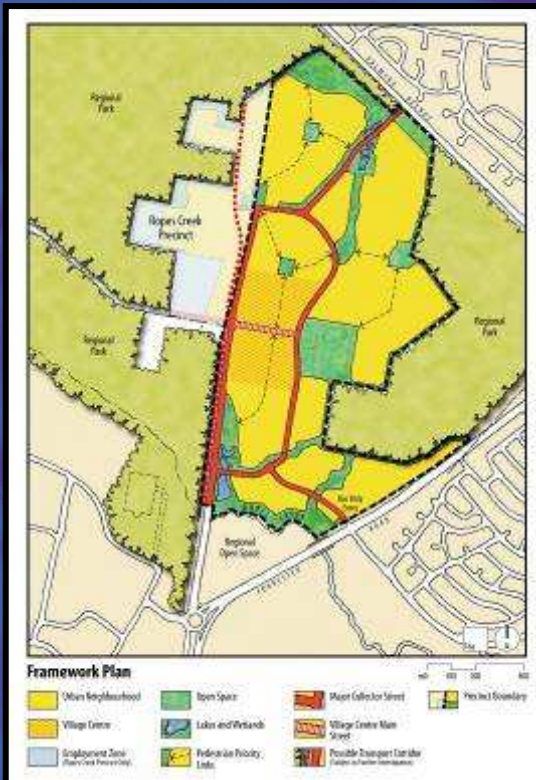
- Master planning is. ....
  - A process that ensures dreams are imagined and delivered.
  - An art that mixes and assembles land uses ensuring each its optimum location.
  - An ability to create a cohesive and strong physical environment in the spaces between the uses.
  - Place creation where the sum of the total far exceeds the individual pieces.
  - Design and planning that delivers a physical and social presence from which the community builds connections.







**Delfin**  
Lend Lease

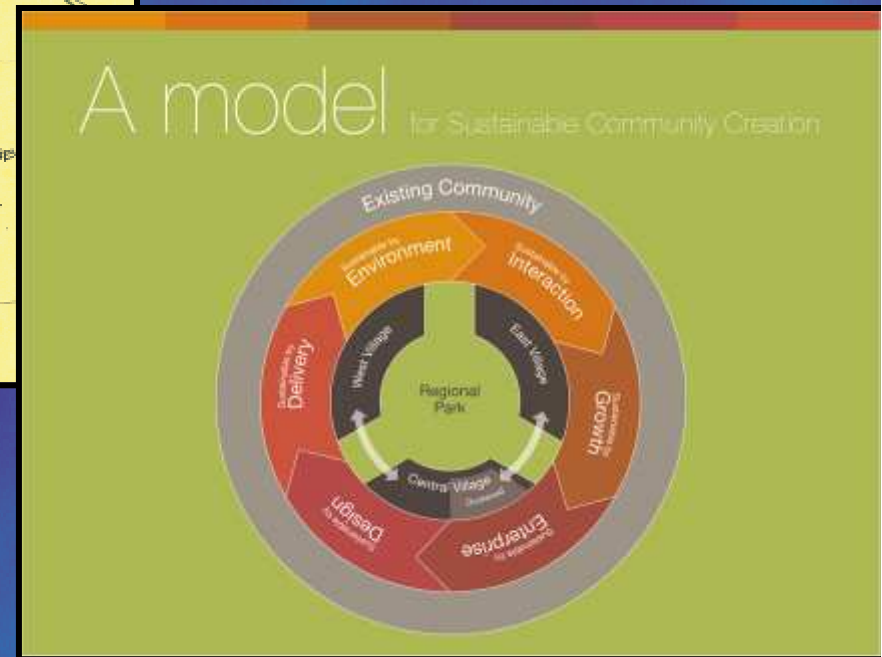


## The St Marys Project – Ropes Crossing



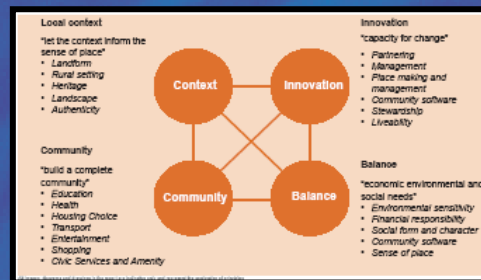


**The St Marys Project – Ropes Crossing**



## Nelsons Ridge





## Rouse Hill Regional Centre

...and so into the future



## **LLC Master Planned Communities**

Creating Special Places through critical mass

- Delivering the necessary services and needs
- New methods of delivery
- Coordinated and efficient implementation
- The sustainable option

## The Benefits of Master Planned Communities

### Creating critical mass

- Delivering the necessary services and needs
- New methods of delivery
- Coordinated and efficient implementation
- The sustainable option
- Some *dis*benefits of alternative options
  - Fragmented ownership – and all that that brings....
  - Relative scale....
  - Incremental development....

## Final musings

New Urbanism – New Schurbanism

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What's new about common sense?



## **Final musings**

**New Urbanism – New Schurbanism**

**What's new about common sense?**

**Evolution not Revolution!**

## **Final musings**

**New Urbanism – New Schurbanism**

**What's new about common sense?**

**Evolution not Revolution!**

**It's about 'Creating Place' stupid**



LEE HAWKINS • DAVID S JONES • REGINALD W LINDSEY • RICHARD  
• PETER PELASKI Jr • FRANCIS J SNEE Jr • BERNARD A SOWDER • JA  
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