### 'Build and they will come...'

A review of the Kensington Banks and Springthorpe Projects presented by:

John Graham



### **Project Background**

- Public/Private JV
- Key Stakeholders OMP, UPL & MCC
- Better Cities sponsorship



#### Introduction

- Site Area 38 hectares
- 1300 Dwellings
- Density 34 dwellings/Ha gross
- Approximately 50/Ha net



### **Project Positioning**

- Lower-middle range housing
- Range of price points
- Diverse range of housing types
- Experimentation with new housing forms



#### **Commercial Activities**





#### SOHO's







### **Community Facilities**



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### **Product Range – Medium Density**













### **Product Range – Medium Density**











### **Product Range – High Density**









### **Product Range - Rear Lanes & Mews**











### **Public Open Space**









### **Public Open Space**









### **Built Form Delivery & Control**

- Land Sales
   10% Single Lots
   20% Developer
   70% Builder Parcels
- Builder Platform
- Design Guidelines
- Joint Approval Committee



#### Lessons









### **Lessons - Private Housing**









### **Summary**

- A profitable and successful project
- Experimentation & learning curve
- Became a model for later successful projects







#### Introduction

- Site Area approximately 70 Hectares
- 800 Dwellings
- Approximately 12 dwellings/Ha gross
- Melbourne Middle ring location adjoining Latrobe University



#### **Constraints**

- Existing Suburban Context
- Past History of the Site







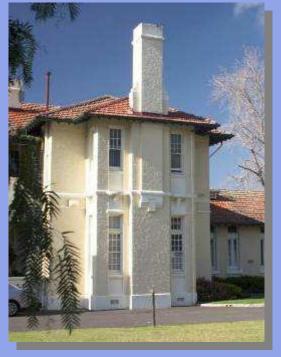


### **Opportunities**

Quality of landform, trees and existing buildings









#### **Project Outcomes**

- Existing quality buildings retained and transferred to Latrobe University
- Existing street pattern and trees incorporated where possible
- Reliance on the project scale and product quality to achieve new price points



### **Project Vision**

- Master planned community with architect designed housing
- All houses pre-planned and constructed by a small team of exclusive builders
- 4000 trees assessed and retained wherever possible
- Community Facilities incorporating a residents' club and convenience retail



### **Project Delivery**

- Appointment of a 'Town Architect'
- Develop a distinctive design character











### **Project Delivery**

Brief Architect Team









### **Project Delivery**

- Select Builder Team
- Product development took over 12 months











### **Project Delivery**

- Centralised Marketing and Sales
- Controlled private lot landscaping



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#### **Project Outcomes**

- Multiple UDIA National Award Winner 2004 and 2005
- Market acceptance
- Exceeded profit goals
- Benchmark for subsequent projects



### **Project Outcomes**











### **Project Outcomes**











### **Lessons learned from these projects:**

- Design Guidelines a necessary starting point but not a solution
- Controlling built form is time consuming and difficult but achieves added value
- Best results achieved through a team approach with selected builders



### **Lessons learned from these projects:**

- Design approval committees a prerequisite preferably with council involvement
- Involvement and "ownership" by local government is invaluable and state government an extra bonus
- The market will accept unfamiliar product but only if the quality and presentation is right



### **End of Presentation**

