

# Getting it on the ground Delivering the vision

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Treadstone



Australian Congress for New Urbanism

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# Delivering the Vision

- Experience with Process and Project Teams
- Background Analysis of Successful Projects
- Many of the Projects in the Book
- Common Key Steps to Deliver on The Vision



# 10 Steps to Deliver The Vision



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# 10 Steps to Deliver on The Vision

1. Understanding Stakeholders & The Market
2. Create a Vision for The Place
3. Project Business Plan
4. Establish Key Partnerships
5. Complete Project Team
6. Common Commitment to The Vision
7. Capability to Detail The Vision
8. Delivery Process
9. Marketing Strategy
10. Community Building

# 1. Understanding Stakeholders & The Market

Its all about understanding what different people want.



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# 1. Understanding Stakeholders & The Market



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# 1. Understanding Stakeholders & The Market

- The Local Community
- NIMBY
- The Local Market
- Market Research
- Diversity of the Market and Product
- What the Market Wants (project attributes)
- The Place to be different and special
- Affordable (we know what they want but how much do they have to spend)

## 2. Create a Vision for The Place



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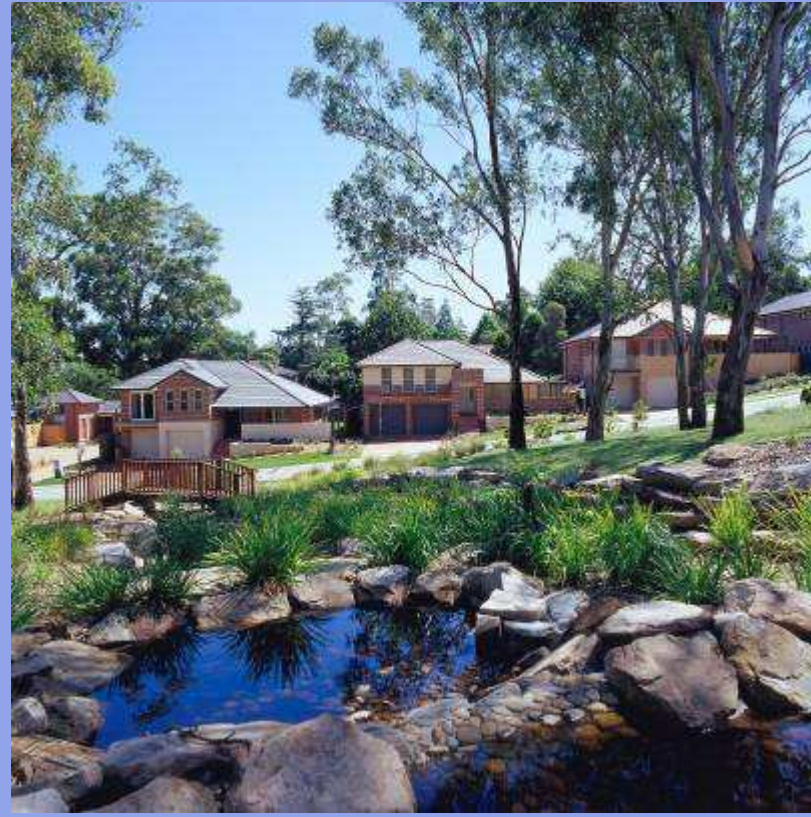




## 2. Create a Vision for The Place

- Who decides on The Vision?
- Different for Public and Private Organisations
- Local and Regional Context
- Site Analysis
- Constraints and Opportunities
- Alternative Schemes
- Create a Place of Special Places
- Diversity of Housing Types
- Sustainability Initiatives

### 3. Project Business Plan



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### 3. Project Business Plan

- Each Project is a Business
- Virtual Organisation for Each Project
- The Vision (The Mission)
- Job Descriptions
- Clear Processes for the Project Team
- What are our Products and Markets
- Feasibility (Budgets)
- Development Program
- Risk Management (staging, down-selling, partnerships, early cash flow)

## 4. Establish Key Partnerships



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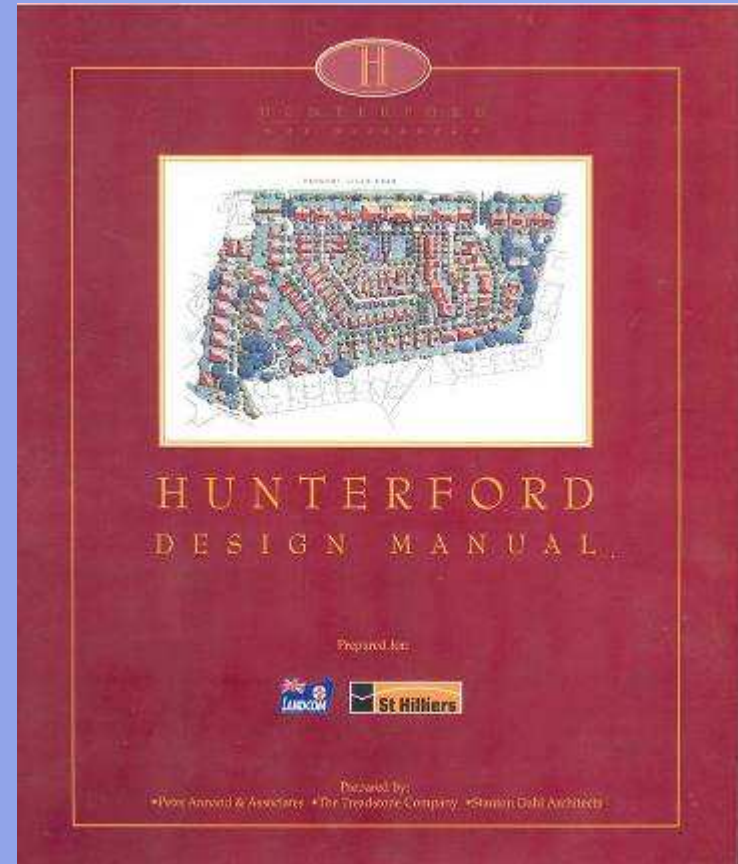
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## 4. Establish Key Partnerships

- Identify Key Stakeholders
- Volunteer or Binding Partnership
- MOU or Contract
- State Clearly Partners Objectives
- Identify Common Objectives
- Partners get real input and outcomes
- Partners offer real commitment to The Vision
- Partner gives as well as receives

## 5. Complete Project Team



## 5. Complete Project Team

- The Project Team needs to be complete
- Project Team Resources
- Design Briefs should include images and examples
- Study Tours for the project team
- Debriefing Sessions after the study tours
- Open discussion about likes and dislikes
- Clear understanding of “The Scope”

## 6. Common Commitment to The Vision

Stakeholders, Partners and Project Team need to be committed to The Vision.

Document with a DCP, Masterplan and Guidelines.  
Everyone “sign off” on The Vision.





## 7. Capability to Detail The Vision

- Handrails
- Windows
- Garage Doors
- Roof Pitch
- Materials Selections
- Colours
- Downpipes
- Service Meter Location
- Water Tanks
- Garbage Bins
- Security Doors
- TV Dishes
- HWU
- Telegraph Poles
- Drainage Pits
- Landscape Details





## 7. Capability to Detail The Vision

- Who decides on the detail?
- How much diversity?
- How much consistency?
- Scope the Streetscape Elements (100 item checklist)
- Builders, Engineers and Marketing People need to be involved in the detail.
- What is going to be a single option?
- What is going to be a menu of options?
- What can be the buyers decide anything?
- Document the details in Guidelines.

## 8. Delivery Process



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## 8. Delivery Process

- Is the land sold before the design is approved?
- Buyer, Builder Partner or Developer product selection?
- Form of title and time of subdivision
- Attached or detached (drives \$ return)
- Builder Super lots or Retail Single lots
- Design Approval Process (Council & Developer)
- Design Compliance & Site Management
- Post Builder works

## 9. Marketing Strategy



## 9. Marketing Strategy

- Developer does the marketing?
- Developer or Builder or Agent does the selling?
- Firstly the market wants a “Special Place”.
- Arrive at The Place and get the story of the place before you talk about a house type.
- Secondly the market wants to select a “House Type”
- The Project Brand lets the market remember your place.
- Builders and Developer need to work together on Marketing and Sales process.

# 9. Marketing Strategy

here life revolves around you

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LANDCOM

Park Central,  
where life revolves  
around you

Looking for the excitement of Park Central?  
The Park Central is the center of everything. It has been carefully designed and developed to serve the central environment as you maximize the space and use of the park station.

Maxwell Square Shopping Centre, Campbelltown High Centre, embassies, a range of other Commercial, shopping precincts and public school, a private residence and all the other things that...

...the new developments will be built here. Better still, the Park Central is the center of everything. It has been carefully designed and developed to serve the central environment as you maximize the space and use of the park station.

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## 10. Community Building

- Sustainability now mainstream.
- Real delivery on the Social and Economic TBL.
- Sense of Community is related to contact with neighbours.
- Increase a Sense of Community.
- Need to move on from project openings with face-painting, jumping castles and sausage sizzles.
- People want to do things and learn things together.





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