



# Changes in the Building Industry

- Responding to New Urbanism -

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Cosmopolitan

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## Starting Point — The Builders proven formula

- Certain truisms about the new home market still exist
  - Really efficient boxes
  - Minimise architectural elements to front façade
  - Minimise specification
  - Maximise space
  - Hit the price point
  - Capture volume

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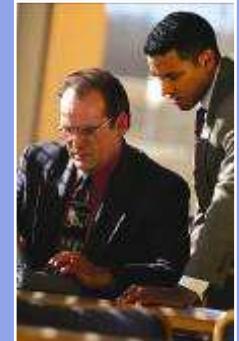


## Starting Point – Consumer knowledge



- Consumer knowledge is increasing, though bottom \$ is the volume market
  - How many start with orientation and match design
  - How many design with land contours in mind
  - What price will they voluntarily pay for ESD
  - Do they know the right questions to ask
  - How many builders really care about the above
  - When will they think of homes like cars

# Starting Point — The Developers Vision



- Lofty goals can be compromised in tougher times
  - Majority start with high goals
  - Did they have a realistic price point in mind and understanding of all costs
  - When does volume and price point compromise design in tough times
  - Does good design command a premium in all market conditions

# Good News — The industry is shifting

- Cosmopolitan as an Example



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# Good News — The industry is shifting

- 1997 – A vision that understood the market and trends in new urbanism
  - Urban consolidation
  - Higher and mixed density housing
  - Increasing design based regulation
  - A shift in one shoe fits all mentality
  - The role of the mega developer



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# Good News — The industry is shifting

- 1998 – 2000: Early Experiences at Menai & Hunterford with Landcom & team
  - A holistic approach
  - Extensive & principled guidelines
    - Dedicated solar courts
    - Cross – ventilation
    - Nathers ratings
    - Recessed garages
    - Corner treatments
    - Landscaping and fencing
    - Re-engaging the front yard, etc.
    - Modulation and materials use
  - Meaningful collaboration
  - A watchful eye



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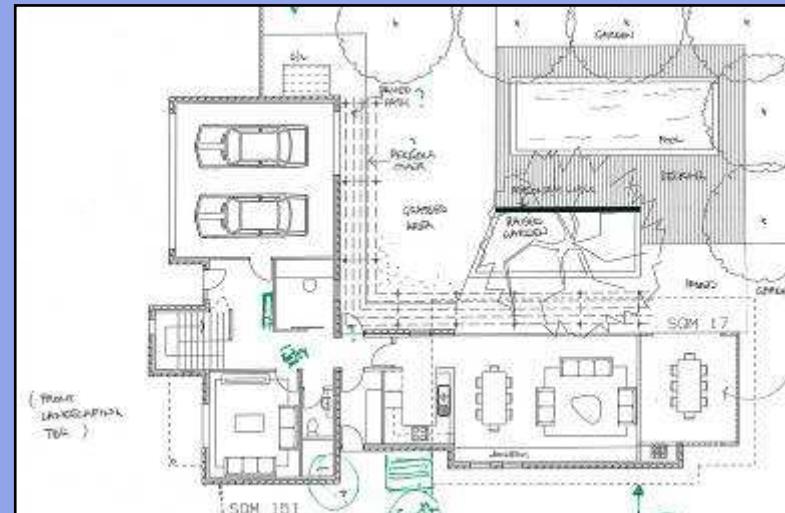
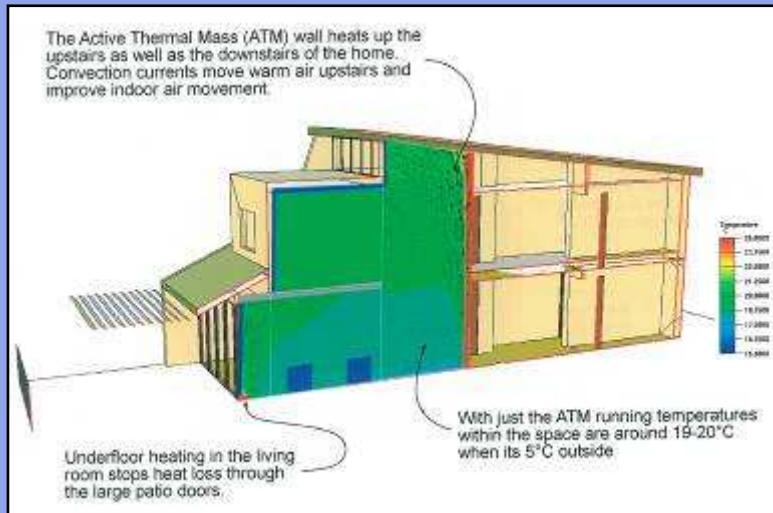


## Good News — The industry is shifting

- 2000 – 2005: Industry Leverage
  - Working with Landcom, Delfin, Stockland, etc.
  - Focus in master planned estates (Forest Glade, Nelsons Ridge, Holroyd Gardens, Bridgewater, Macarthur Gardens, Park Central, Newbury, Ropes Crossing, Greenway Park)
  - Raising of the bar by developers and builders
  - Demonstration that new urbanism comes in different shapes and forms
  - Adapted to higher ESD requirements, eg BASIX
  - Need to ensure that the investment in increasing display villages is rewarded with volume
  - Need to assess if new urbanists were rewarded with higher share in a slowing market

# Good News — The industry is shifting

- 2005 & Beyond: Continued Innovation
  - Breathable home
  - Better designs for orientation, etc.





# Good Design – Arriving Safely

- How to avoid the taj mahal pitfalls
  - Start with end price point in mind
  - Establish land value and site costs
  - Define the demographic
  - Establish the design vision
  - Involve a builder / cost planner
  - Collaboratively move through design / sizing process
  - Avoid vacuum visioning & guidelines
  - Be realistic

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