



‘Build and they will come...’

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

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Kensington Banks

Project Background

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



Kensington Banks

Introduction

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



Kensington Banks

Project Positioning

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

Kensington Banks

Commercial Activities



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Kensington Banks

SOHO's



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Community Facilities



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Product Range – Medium Density



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Product Range – Medium Density



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Product Range – High Density



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Product Range - Rear Lanes & Mews



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Public Open Space



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Public Open Space



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Kensington Banks

Built Form Delivery & Control

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

Kensington Banks

Lessons



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Lessons - Private Housing



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Kensington Banks

Summary

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

Springthorpe



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Springthorpe

Introduction

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

Springthorpe

Constraints

- Existing Suburban Context
- Past History of the Site



Springthorpe

Opportunities

- Quality of landform, trees and existing buildings





Springthorpe

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

Springthorpe

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

Springthorpe

Project Delivery

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



Springthorpe

Project Delivery

- Brief Architect Team



Springthorpe

Project Delivery

- Select Builder Team
- Product development took over 12 months



Springthorpe

Project Delivery

- Centralised Marketing and Sales
- Controlled private lot landscaping



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Springthorpe

Project Outcomes

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

Springthorpe

Project Outcomes



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Project Outcomes



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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 pre-requisite 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

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