

Tullimbar Village

The Vision and
The Experience



Tullimbar Village



Planning History

- 1992 – Land Purchased (total Area 123 Ha)
- 1993 – Site Rezoned - Flexible residential zone permitting all possible township uses.
 - No F.S.R. Limit
- 1995 – Policy decision to investigate possibility of a new traditional township.
- 1996 – 4 day Charette (Chip Kaufman)
- 1999 – Site Specific DCP (Chip Kaufman & Wendy Morris)
- 2001 – DA Lodge for Precinct 1 (45% of site including the Town Centre)
- 2002 – DA approved by Council & then quashed by LEC (3rd Party Appeal)
- 2003 – New DA Lodged
- 2004 – DA Approved by LEC (following Deemed Refusal appeal)
- 2004 – Commencement of Civil Works
- 2005 – First home construction starts
- 2007 – Complete first 31 Homes
- 2007 – NSW Real Estate Market Stalls
- 2008 – Global Financial Crisis Hits
- 2009 & 2010 – Credit drought on development Industry

New Compact Townships

The Tullimbar Model

- i. optimum size approximately 5000 people
- ii. approx 100Ha is needed
- iii. Urban Structure - 3 Precincts
 - a) Town Centre - 3 to 4 Levels
 - b) Inner ring - Terrace lots with rear lanes
 - c) Outer ring - Standard lots
- iv. Diverse range of Housing types

Tullimbar Main Street





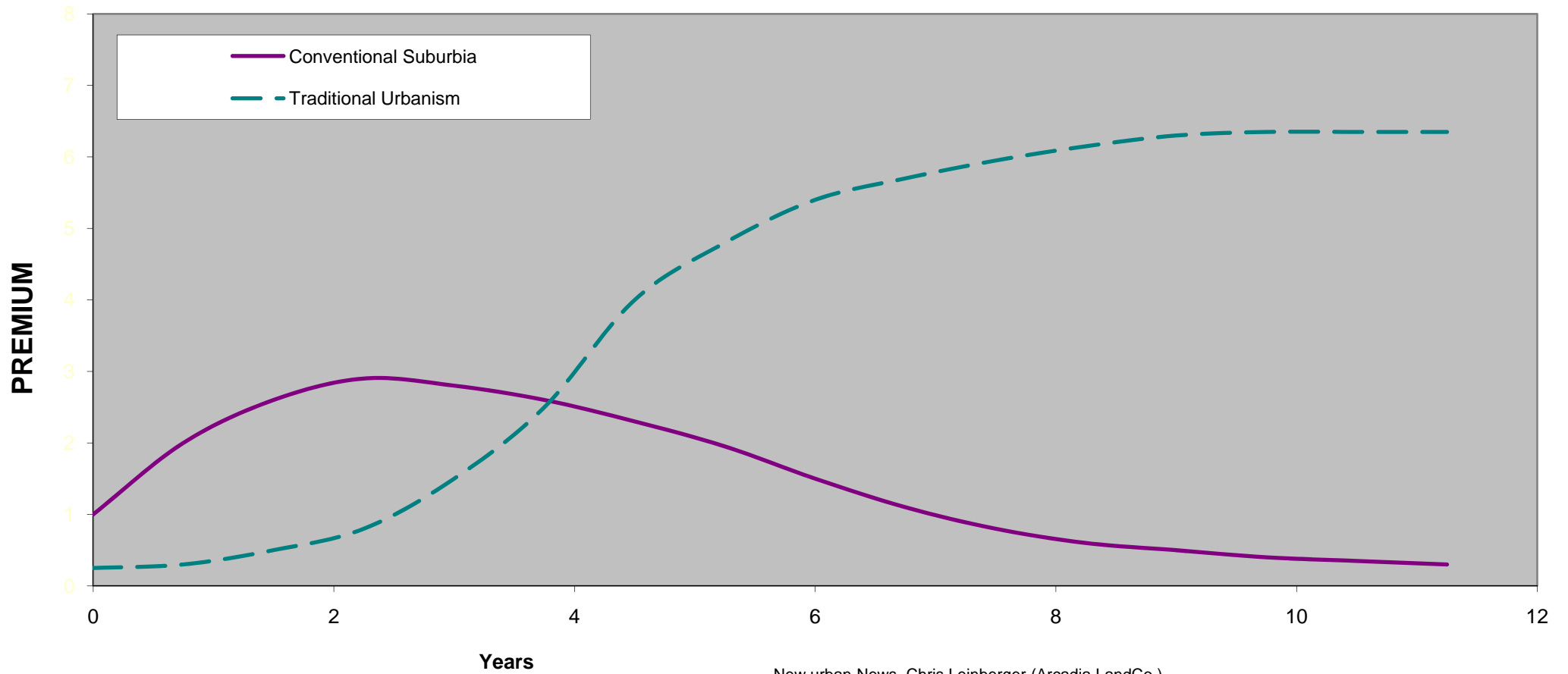
Tullimbar Stage 1 Housing & Streetscape

Sales & Marketing of Traditional Compact Townships

- The primary thrust is to promote it's clear differences from conventional sprawl:-
 - It is walkable with a comprehensive range of town centre services & retail
 - Calmed traffic – higher resident amenity
 - Footpaths on both sides of every street for pedestrian amenity.
 - Architecture based on local vernacular – more attractive streetscape and sense of place.
 - Home designs available that comply with architectural requirements
 - Homes achieve 5 Star energy rating (min).
 - Town Centre retail & services.

- Initially we're promoting a town centre that is not yet in existence and the experience is that during this time sales rates and prices are in line with that achieved in the surrounding market.
- As Town Centre development accelerates, so do sales rates & revenues, with significant capital growth being experienced through the middle & end of the project.
- There are two important points to adopt :-
 - Take a medium term view in relation to return on investment
 - Advance the development of the town centre as early as possible

Value Trends



New urban News, Chris Leinberger (Arcadia LandCo.)

Culture & community not exclusivity & privacy

De-risking through wide Product Mix

- An important part of the development and marketing strategy is to maximise the range of housing types offered for sale.
- This results in a diversity of purchasers and creates a more vibrant social mix.
- A wide range of housing types and a wide price range broadens the projects target market, minimising risk & increasing the rate of sales.



Smaller homes at Tullimbar



Tullimbar Homes



Marketing Strategies

1. 50% of buyers are over 50 – single level homes or master bed down stairs
2. First product to sell is that which can't be found elsewhere, i.e. an under-satisfied part of the market.
3. Build on the smallest lots – focus on the dwelling design not the lot size.
4. Town centre – an early facility is needed – subsidise as necessary, a café / deli,. This is more important than a \$500,000 entry feature.
5. Small lots require a rear lane to achieve good design outcomes.
6. The public relates well to traditional architecture.
7. Control costs – Architects to do DA concept work only, project builders drafties complete the design & documentation, with a final overview by the architect.



Engaging with Project Builders

- Align with the smaller franchise builders for non-conventional housing product.
- Build some smaller lot product
- Larger lots – the conventional market will take these.
- Design Constraints – should be simple & clear, not complex & lengthy.
- Have a limited range of standard lot frontages – limit complexity and maximise repeatability of dwelling designs.

Tullimbar Design Controls

- Roof Pitch – Min 28°
- Roof Material – Corrugated metal (Colorbond) in a shade of grey (4 Colours).
- Front verandah of useable width (1.8m x 2.4m min)
- 2.7m Ground floor ceiling height
- Windows & doors to be vertically proportioned – generally 1.6:1
- Fencing Controls – no colorbond, timber must be painted.
- Well proportioned homes & window locations, especially on front elevations.
- Setbacks 1.5m

Dwelling – Energy Efficiency

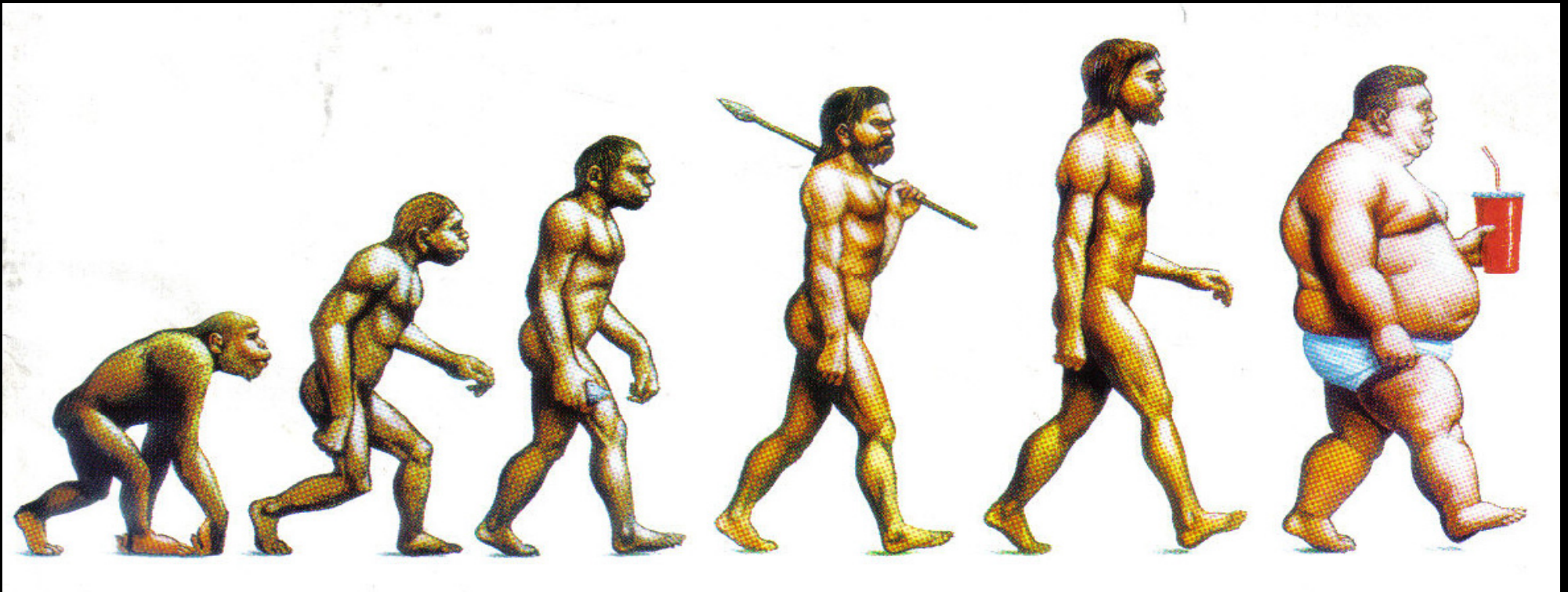
- East west orientation of allotments (summer shading)
- Control location of 2 storey component of buildings on each lot – share winter sunlight.
- Side of dwelling north facing for winter solar access.
- Solar Hot Water
- Slab on Ground
- Good insulation.
- 5 Star whitegoods.

Regulatory Requirements for Traditional Urbanism

- Existing regulation does not allow for development of Traditional Urbanism.
- Key constraints include :-
 - Single use zones.
 - Conflicts between road design standards and objectives relating to pedestrian & resident amenity.
 - Minimum torrens title lot sizes (often 450m²)
 - No provision for rear lanes or zero lot line development.
 - General lack of flexibility in existing regulations.
 - Council regulatory planners are unfamiliar with this type of development and find difficulty in regulating to performance or objective based standards.

Planning Considerations

- Existing regulation generally delivers poor design & unsustainable social, health & economic outcomes.



Planning Considerations

- Seek to create site specific DCP's with objective based regulations and no FSR limit.
- Move from allowing density to requiring it.
- Focus on place specific designs.
- Each design issue must be subservient to the overall objectives.
- An integrated network of streets equals vitality.
- In the Town Centre development must occur to the perimeter of the block.
- Mixed use & diversity are essential.
- We must strive to connect the past & the future – cultural connection.

Planning Considerations

- In any town or village, retail is the strongest energy for supporting the social fabric and local employment.
- We must require housing diversity in every community.
- The most important person to consider is the person who will live there.
- Good urban design & good dwelling design can transform people's quality of life.
- Traditional Urban Development offers relief from the concept that new things and buildings will be worse than what we had before.
- Pedestrian priority must be considered in detail in town centre projects.

The End of the Cheap Oil Era will see...?

- A preference to live in town & city centres
- A return to regionalism and possibly intense localism.
- A return to compact traditional townships

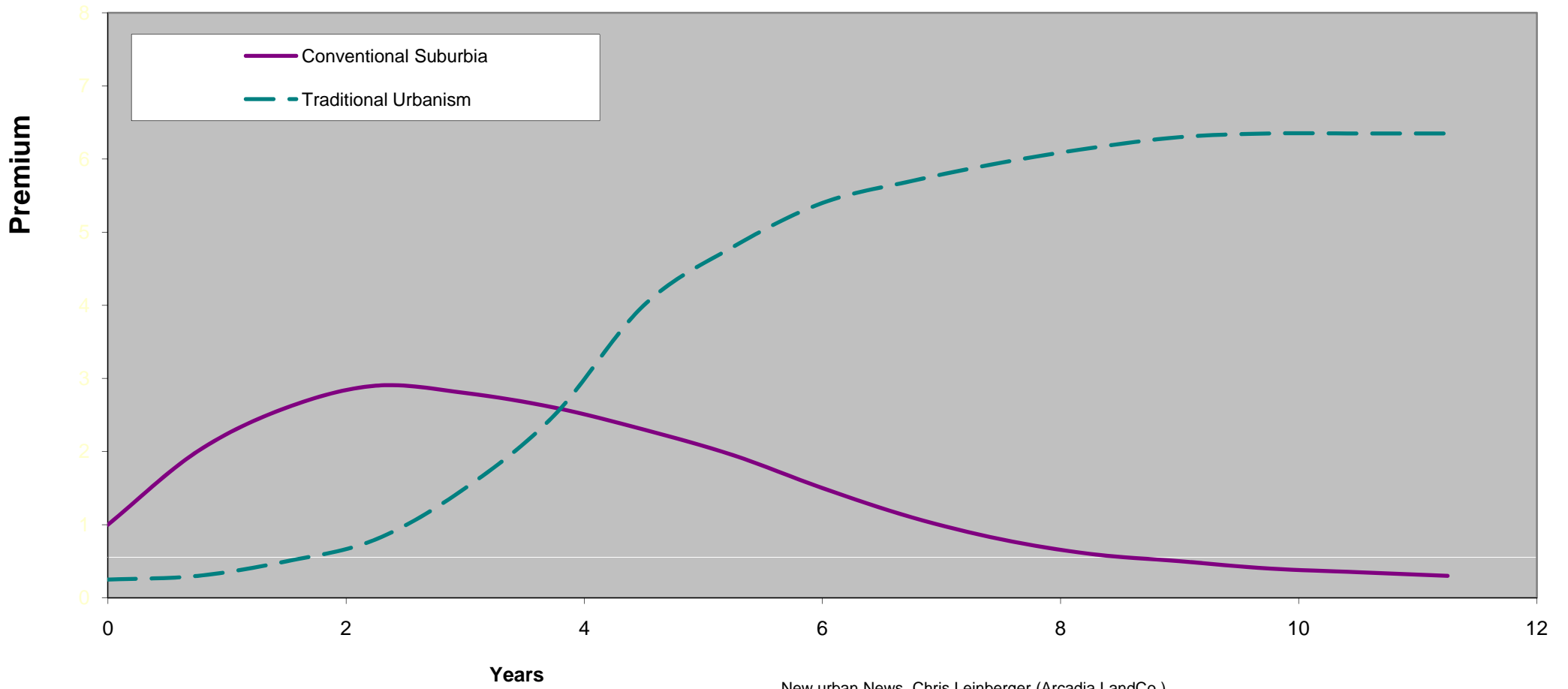
- The highest environmental sustainability can be achieved on greenfield sites by :-
 1. Developing compact mixed use walkable townships with a population of around 5000.
 2. Good Urban Structure with density at 50 people per Ha
 3. Viable local retail & services
 4. High energy efficiency dwellings & white goods
 5. Maximise East/West oriented lots

Investment Considerations

For compact Traditional Townships

- Aim to achieve double the conventional (sprawl) dwelling yield per Ha.
- Delivers substantial increase in land value at the outset.
- Medium term investment horizon needed.
- Diverse housing choice broadens target market (from 30% to 80% of the spectrum)
- Mid to long term benefits – “There is an upward spiral of value creation as the critical mass of the walkable place is achieved & enhanced.” – Chris Leinburger, The Brookings Institute.
- Retention of town centre retail & commercial will deliver unexpectedly good outcomes – US experience

Value Trends



New urban News, Chris Leinberger (Arcadia LandCo.)

Opportunities

A whole town project may get early income from land sales to specialist users.

At Tullimbar

- Sale to Dept of Education.
- Sale to Hotel & Serviced Apartment operator.

What We Have Learnt

- Property Cycles have the most powerful overarching influence on long duration property projects.
- We could have delivered a component of more conventional lots on the outer ring in stage 1 – to bring in early cash flow from an accepting market segment.
- Wide product range did help us.
 - 50% of market over 50 year olds
 - Last housing stock to sell was the large 3 & 4 bed homes - as there is plenty of this stock available in the district.

What We Have Learnt

- The Town Centre
 - We planned to develop the 1st town centre buildings in stage 2.
 - This is a key issue for buyers – they like the walkable township concept. A town centre building gives confidence that the town centre will go ahead.
 - 70% of town centre roads & services were built with Stage 1 – This proved to be a good decision as it enabled the sale of the School site and the Tavern/Serviced Apartment site (unexpected early revenue).

End