Changes in the Building Industry

- Responding to New Urbanism -

Michael Condoleon
Cosmopolitan

August 2005
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
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
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
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
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

Australian Congress for New Urbanism