
Sunshine Coast Business Council Conference:

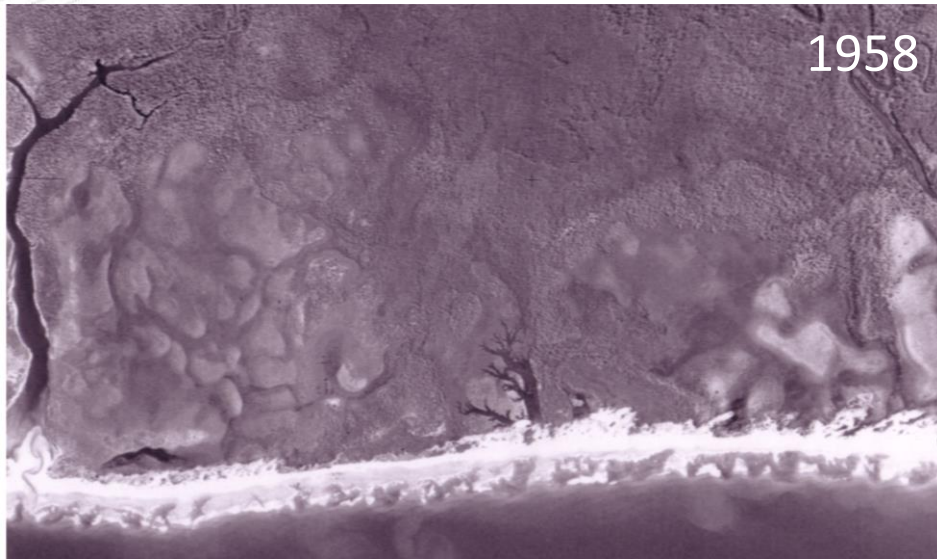
Urban Evolution of the Sunshine Coast

The Role of Masterplanned Communities

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Masterplanned Communities – key to our past



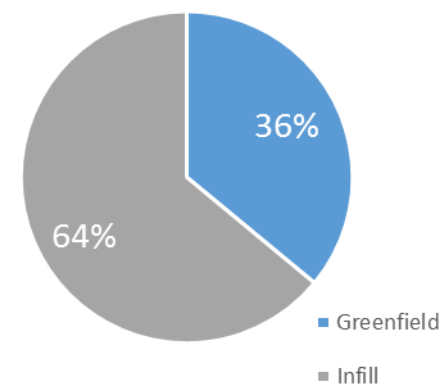
- 50 years ago we had a total population of 36,000
- Since this time, our population has grown by 250,000 people
- We are currently the 2nd fastest growing region in Australia, behind the Gold Coast
- Over this period, more than 80% of the development has been greenfield development
- Much of the development has been accommodated in masterplanned communities, like Kawana Waters
- Kawana Island, as it was originally known, commenced development in 1960 by Alfred Grant with the first subdivision at Buddina
- Upon completion, the original 1,500 site will be home to 50,000 people, 8 suburbs, a major town centre and the Sunshine Coast Health Precinct and much more...

Masterplanned Communities – key to our future

- Sunshine Coast’s population to grow by 217,500 people to 509,990 in 2041
- 38,600 (36%) new dwellings to be delivered through greenfield projects – previously 61,000 (62%) (SEQRP 2009)
- Greenfield growth to be concentrated in Aura, Palmview and Beerwah East
- Halls Creek identified as *Potential Future Growth Area* that may be suitable for future urban growth
- Regional economy is heavily reliant on home building industry and future supply is heavily constrained
- Ability to achieve infill targets questionable in SEQRP timeframe – city the size of Toowoomba required to fit into existing urban area
- Key considerations: certainty, infrastructure, community support and capacity

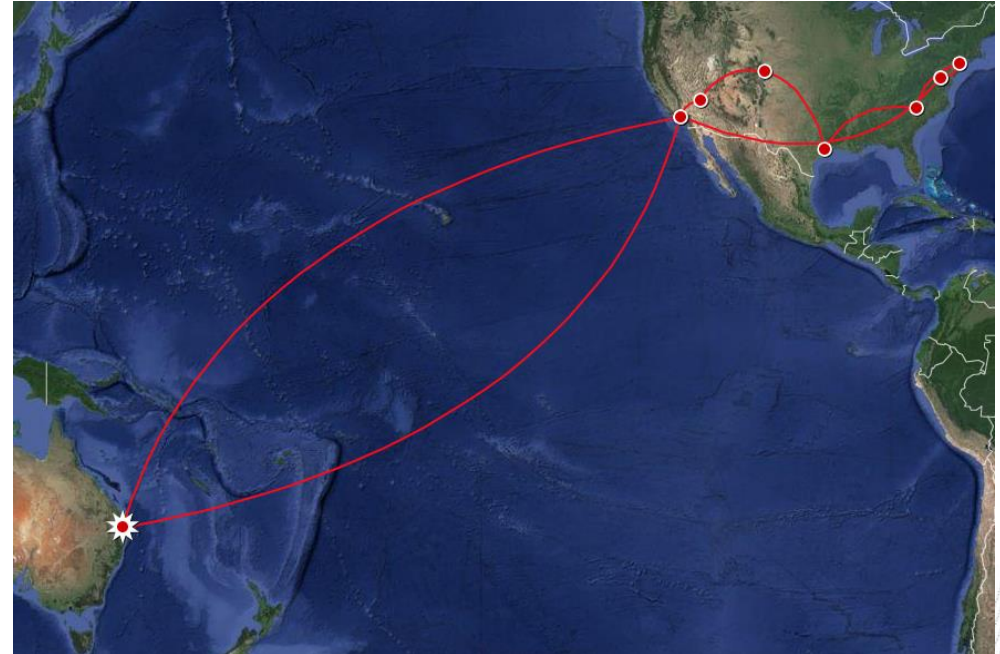
Local Government	Additional dwellings 2011 – 41		
	Infill	Greenfield	Total
Sunshine Coast	64,200	35,100	99,300
Noosa	4,600	3,500	8,100
Total	68,800	38,600	107,400

Infill vs Greenfield Ratio



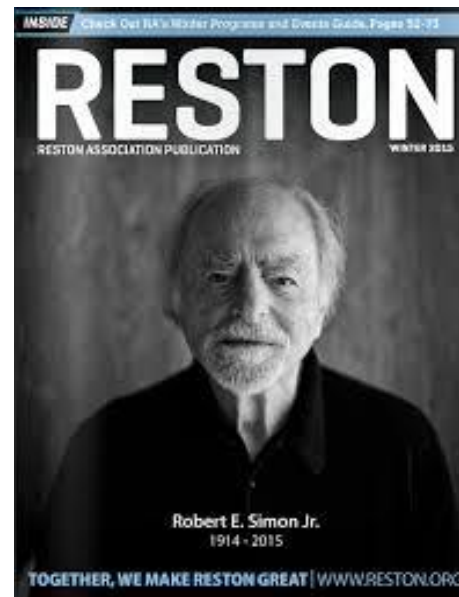
Masterplanned Communities – American Style

- 2015 US Study Tour to explore and experience some of the best masterplanned communities and urban places in the USA
- Over 2.5 week period, we visited 7 US cities, 8 of the top 20 masterplanned communities, 14 key urban development and town centre projects
- We met with over 40 design, building, development, marketing and sales professionals, plus wide range of government planning officers in each city
- Many of the lessons learnt on the tour are relevant to the design and development of our current and future masterplanned communities on the coast



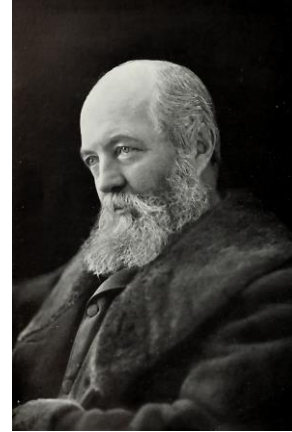
Key Observation: have a clear vision

- All of the masterplanned communities we visited had a clear development vision and strong visionary personalities or 'Town Founders' that ran or developed them
- The project vision often guided the development over decades, gave it a point of difference and was defended and celebrated by the community
- Many of the communities were designed as 'garden cities' – planned, self-contained communities surrounded by "greenbelts" or forests
- Common approach over time – be bold, stick to the essence of the vision/plan, but evolve vision to remain relevant
- Timing of public transport (rail) generally fell short of original vision



Key Observation: protect, enhance and engage nature

- Significant site area, often more than a 3rd of the site area, was dedicated to conservation areas
- Many of the conservation parks were created, some were formally brownfield sites
- Natural landscapes are celebrated
- American landscape tradition very evident. The hand of Fredrick Olmstead everywhere – “Respect the genius of the place”
- Conservation zones bled into residential villages and centres to create ‘city in a forest’ effect
- Residents are actively encouraged to recreate in the conservation areas through trail and bike network
- A range of community uses are encouraged within the conservation parks, i.e. playgrounds, wilderness retreats, education centres, eco accommodation, etc



Key Observation: make centres the centres of everything

- Centres are the key activity hubs
- The 'main street', open air town centre is universally accepted and enclosed malls are a thing of the past – despite climatic extremes
- Leisure and entertainment is a big focus
- All town centres we visited were built, owned and managed by one developer – this ensured a great streetscape and shopping experience
- Built-form was generally very well thought through and executed
- Big investment in quality landscape, street furniture, signage and public art
- Mixed-use common
- Cars never dominant
- Public domain programmed and activated 24/7
- Shopping centres not primary focus



Key Observation: grow and retain talent

- Education key focus and attractor for masterplanned communities – best private and public schools and diverse offering
- Direct pathways provided between education and employment
- School buildings consolidated and some good co-location examples
- Philanthropy focused on key interest areas of community and developer
- Whole-of-life learning key focus
- Some communities provide State significant civic and sporting facilities that support major dance and theatre companies and sporting teams



Key Observation: provide a place for everyone

- A diverse range of village and housing options provided in all communities – a home for everyone
- No single storey dwellings. Three and four storey homes common
- Passive surveillance maximised – life at the front and rear of homes encouraged
- High density/apartment development common early on in projects
- Apartments retained for rental.
- Condos fairly rare due to ability to sue
- Medium density fairly low cost due to construction approach
- Affordable housing projects rare – Jonathan Rose Company leader – home designs allow for supplementary income
- Community gardens, spaces and associations important
- Opportunity to lead SOHO housing and affordable housing



Key Observation: create your own economy

- Business associations and chambers of commerce are universal and positions highly sought after
- Major corporations and government agencies have been attracted because of lifestyle benefits for all workers and talent pool, etc
- Buildings tailored to tenant requirements
- Promotion key
- Deliberate focus on key industries
- Education pathways important



In Summary

- Masterplanned communities have been key to the urban evolution of the Sunshine Coast in the past and they are key to its future evolution
- There are some great lessons to learn from masterplanned communities around the World
- We need to have a clear vision and stay true to it
- We need to continue to protect and enhance our natural assets, but also encourage engagement
- We need to continue the 'village-of-villages' approach, but make sure they are focused around vibrant centres
- We need to retain and grow our talent through providing great whole-of-life education options, programmes and state-of-the-art facilities.
- We need to provide living options for all household types and budgets
- We need to build resilient, diverse local economies and promote the opportunities for business on the Sunshine Coast



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