

A nighttime photograph of the Statue of Liberty on the left, holding a torch. In the background, the Manhattan skyline is illuminated with city lights, and the Manhattan Bridge spans across the frame from the left towards the right. The bridge's cables and structure are lit with blue lights. The sky is dark with some clouds.

Global Trends in Mixed Use Development

THE NEW PARADIGM IN URBAN PLACEMAKING

SARAH HORSFIELD

urbis

THE HIGHLIGHTS

*Global Trends in
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THE NEW PARADIGM IN URBAN PLACEMAKING

- 1 The Mega Trends
- 2 Its all about AMENITY
- 3 Designing Cities for the Millennials
- 4 Affordable Housing Re-imagined
- 5 Green Space as the 4th Plank
- 6 New Communities in the 21st Century
- 7 The Take-outs

WHAT IS MIXED USE?

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According to Harvard School of Design:-

3 USES in
1 BUILDING

No Component
> **60%**



MIXED USE IN MELBOURNE?

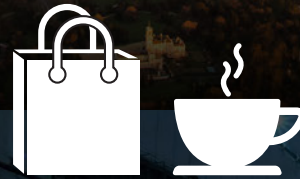
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HOTEL



OFFICE



RETAIL



RESIDENTIAL



OPEN SPACE

MIXED USE IN MELBOURNE?

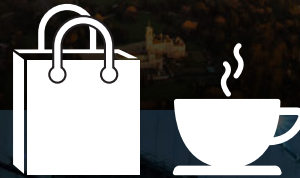
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**COLLINS
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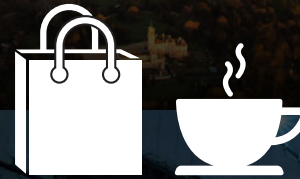
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OPEN SPACE

**COLLINS
PLACE**

**MOST CBD
PROJECTS**

MIXED USE IN MELBOURNE?

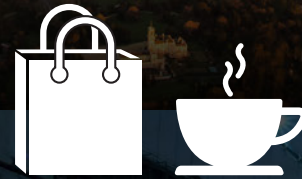
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THE MEGA TRENDS

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Rob Speyer - Global CEO Tishman Speyer

- 1 Mass migration of 2.5 billion people from suburbs, towns, and villages to the world's cities represents the “**biggest development opportunity in the history of the planet**” for the global real estate industry.
- 2 BUT, we can't just be focused on bricks and mortar. We have to be more than architects or engineers. We need to be **sociologists**, as people are using our buildings in a fundamentally different way.
- 3 Internet has actually deepened a desire for **face-to-face interaction** and **connectivity**. Commercial and residential projects where people can meet either intentionally or by chance and build community through common spaces will succeed most.

THE MEGA TRENDS

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4 Office workers want to work near each other in open spaces that foster **collaboration**; demand for office space with discrete areas like cubicles or individual offices is in decline. **Interior walls are the “dinosaurs” of office buildings** and “may soon be extinct.”

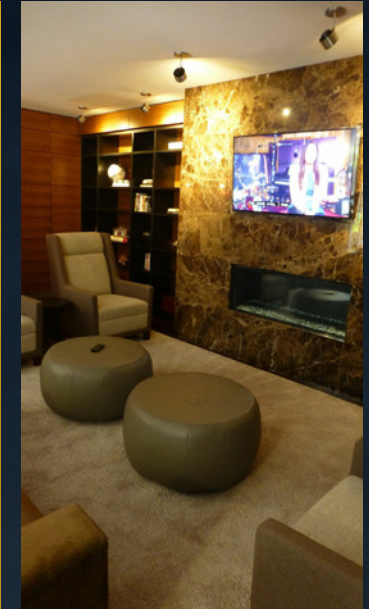
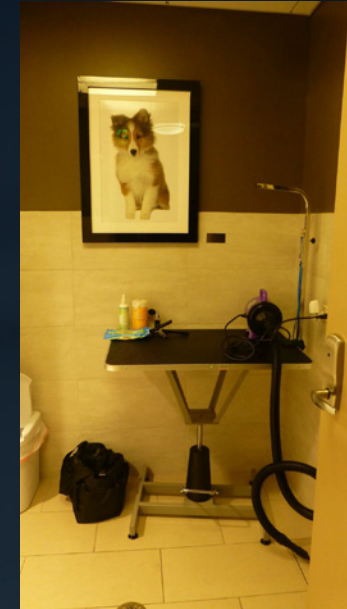
5 The technology sector will continue to be **the economic driver in cities** around the globe. Younger tech workers want to live and work in cities and have no desire for what earlier generations aspired to—a single-family home in the suburbs, a car, and a commute.

LOCATION, LOCATION, LOCATION?

Amenity, amenity, amenity!

Amenity is the new differentiator of value:

Pet Amenity



LOCATION, LOCATION, LOCATION?

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High end Hotel style facilities



LOCATION, LOCATION, LOCATION?

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Sophisticated F&B Precinct Programming



DESIGNING FOR THE MILLENNIALS

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Millenials (Gen Y) make up
40%
of US total population

Inner cities undergoing
RENAISSANCE
as Tech companies
abandon suburbia to
meet urban aspirations
of millenials

**FUNDAMENTALLY
DIFFERENT DRIVERS**
around living,
working & connecting

New workplaces
designed to foster
**COLLABORATION,
SPONTANEOUS INTERACTION;**
more like a Starbucks than
an office

DESIGNING FOR THE MILLENNIALS

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Boston Seaport



AFFORDABLE HOUSING REIMAGINED

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Via Verde



AFFORDABLE HOUSING REIMAGINED

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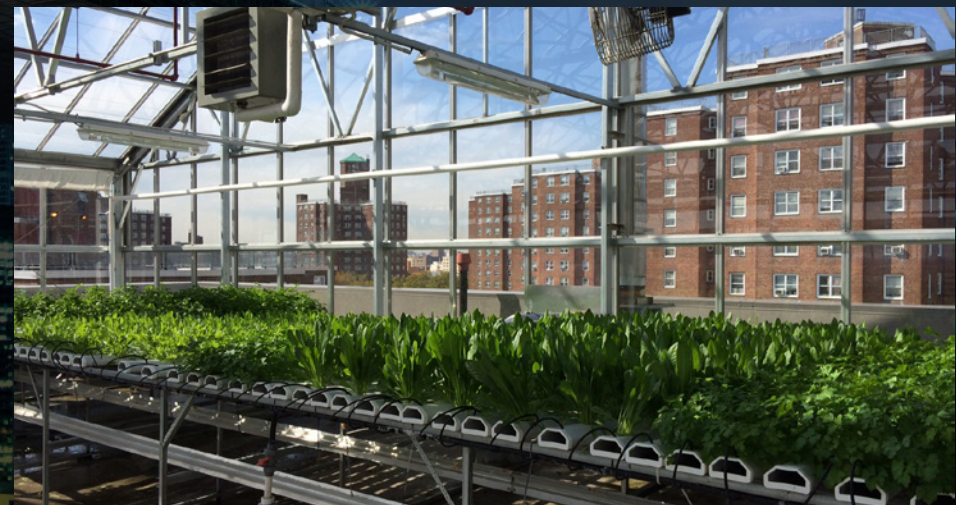
Arbour House



AFFORDABLE HOUSING REIMAGINED

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Arbour House



GREEN SPACE AS THE 4TH PLANK

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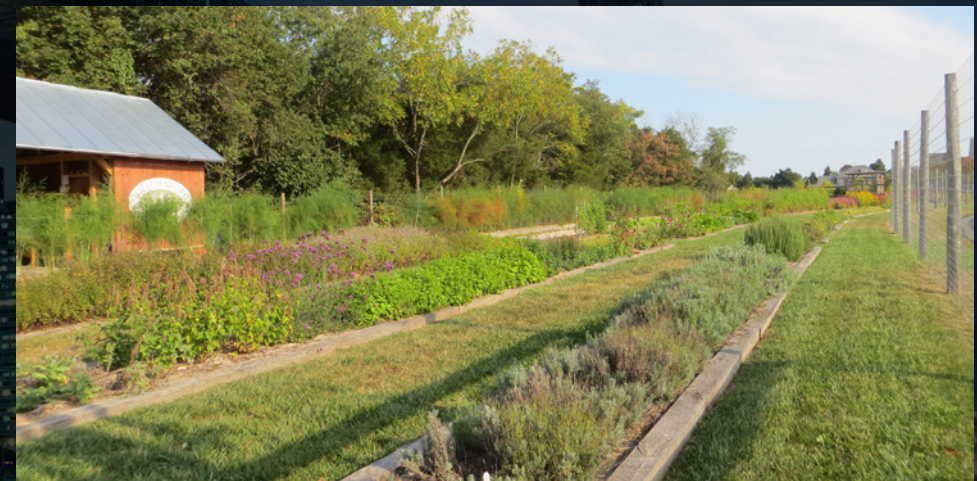
Domino Building, New York



NEW COMMUNITIES IN 21ST C

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New Communities - the return to the farm?



TAKE-OUTS

- 1 Amenity is the **new value differentiator**
- 2 **Precinct Programming** vs Building Architecture
- 3 Successful Mixed Use = **getting the fundamentals right**
- 4 Marriage of **Affordable, Healthy, Green, Smart Design** is transforming social outcomes
- 5 Today developers need to be **sociologists**, as people are using space in fundamentally different ways.

A night-time photograph of the Statue of Liberty in the foreground on the left, holding a tablet inscribed with 'JULY IV 1776'. The background features the illuminated Manhattan skyline and the Brooklyn Bridge, with its cables and deck lit up with blue lights. The sky is dark with some clouds.

Thank you