Global Trends in Mixed Use Development
THE NEW PARADIGM IN URBAN PLACEMAKING

SARAH HORSFIELD
THE HIGHLIGHTS

1. The Mega Trends
2. It's 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?

According to Harvard School of Design:-

3 USES in
1 BUILDING

No Component
>60%
MIXED USE IN MELBOURNE?

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The New Paradigm in Urban Placemaking

HOTEL
OFFICE
RETAIL
RESIDENTIAL
OPEN SPACE
MIXED USE IN MELBOURNE?

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HOTEL
OFFICE
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Collins Place
MIXED USE IN MELBOURNE?

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HOTEL
OFFICE
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COLLINS PLACE
MOST CBD PROJECTS
MIXED USE IN MELBOURNE?

HOTEL

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MOST CBD PROJECTS
THE MEGA TRENDS

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.
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.”

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?

High end Hotel style facilities
LOCATION, LOCATION, LOCATION?

Sophisticated F&B Precinct Programming

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### Designing for the Millennials

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<th>Inner cities undergoing RENNAISSANCE as Tech companies abandon suburbia to meet urban aspirations of millennials</th>
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<td>New workplaces designed to foster COLLABORATION, SPONTANEOUS INTERACTION; more like a Starbucks than an office</td>
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Millenials (Gen Y) make up 40% of US total population

Fundamentally different drivers around living, working & connecting
DESIGNING FOR THE MILLENNIALS

Boston Seaport
AFFORDABLE HOUSING REIMAGINED

Via Verde
AFFORDABLE HOUSING REIMAGINED

Via Verde

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AFFORDABLE HOUSING REIMAGINED

Arbour House
AFFORDABLE HOUSING REIMAGINED

Arbour House
GREEN SPACE AS THE 4TH PLANK

Domino Building, New York
NEW COMMUNITIES IN 21ST C

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.

Global Trends in Mixed Use Development:
THE NEW PARADIGM IN URBAN PLACEMAKING
Thank you