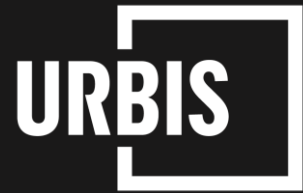




**PLACEMAKING
BEYOND A
SINGLE BUILDING**



**PRINCESS VENTURA
DIRECTOR, PROPERTY ECONOMICS**

AGENDA

**PLACEMAKING AND
CBD EXEMPLARS**

**THE GOOD AND THE
BAD OF CBD
AMENITIES FOR
WORKERS**



**PLACEMAKING AND
CBD EXEMPLARS**

PLACEMAKING IS CREATING PLACES THAT ARE

AUTHENTIC

INCLUSIVE

FLEXIBLE

AUTHENTIC SOUTH BEACH, SINGAPORE

1. Clear vision
2. Local relevance
3. Build on innate strengths



INCLUSIVE BARANGAROO

1. Right scale and tenant mix
2. Cater for everyone
3. Stay up late
4. Common ground



FLEXIBLE CENTRAL PARK

1. Accessible by different modes
2. Embrace the outdoors
3. Design for change





**THE GOOD AND THE
BAD OF CBD
AMENITIES FOR
WORKERS**

FRESH FOOD AN EMERGING FOCUS



URBIS CBD OFFICE WORKER SURVEY

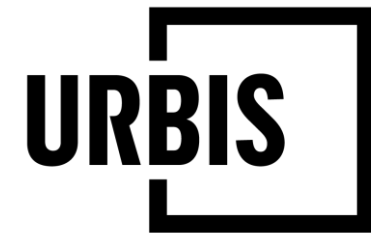
MOST SATISFIED with access to:

- Good coffee
- Newsagents
- Pharmacies
- Takeaway food
- Restaurants



LEAST SATISFIED with access to:

- Fresh food
- Supermarkets
- Food courts
- Medical services
- Post offices



THANK YOU

PVENTURA@URBIS.COM.AU