



JUDGING CRITERIA

Innovation & Excellence in Master Planned Communities

1. PROJECT VISION AND INNOVATION

Describe how the development displays innovation in the project concept and in overcoming site or development complexities.

2. CORPORATE SOCIAL RESPONSIBILITY

Describe the tangible, economic, environmental and social dividends.

3. QUALITY OF DESIGN AND FINISH

Briefly describe how the development has achieved the following:

- master plan excellence; quality of design solution
- Innovative planning and design features
- innovations in civil, building and landscape construction
- use of appropriate/innovative materials
- quality of public realm and civic spaces
- design review processes
- crime prevention through environmental design

4. ADAPTABILITY

Describe how the flexibility of the master plan allowed adjustments to changing circumstances eg. new space demands, new technologies, resource scarcity. Identify specific examples from the development of mixed use components.

5. FACILITIES AND SERVICES FOR RESIDENTS

Briefly describe how the development accommodates for the following:

- Community, health and education services
- Emergency services
- Employment
- Retail
- Recreation and open space
- Pedestrian and cycle facilities

The *Voice* of Leadership

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- Other 'lifestyle' amenities, e.g. golf courses
- Facilities for special needs groups (youth, seniors, disabled)
- Community programs
- Community governance
- Facilities for home based workers
- Affordable housing
- Transport choices

6. ECONOMIC AND FINANCIAL FACTORS

Provide an overview of the

- revenue and profit created for the developer (measured through margin on cost, IRR)
- value creation (measured by rate of sale, price premium against similar product in comparable locations, price escalation)
- marketing and sales success.

7. USER SATISFACTION AND INDUSTRY PERCEPTION

Describe using testimonials from a variety of stakeholders, the extent to which the development has a proven high level of satisfaction level of all users - measured through surveys and number of repeat purchases, community engagement strategies, community consultation, how consumers needs and aspirations were met. Also describe the extent to which the development is considered a success by the property marketplace.

8. OPERATION AND MAINTENANCE

Provide a summary of results achieved, demonstrating the development's operational efficiency.

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