Evaluating employment centres in master planned communities in South-east Queensland

20th European Real Estate Society Conference
3-6 July 2013 Vienna, Austria

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Pop’n: 3m

European Union (27 members/2007)
Population 501,064,211
Area 4,324,782 km²

Australia
Population 23,055,698
Area 7,692,024 km²
diff. 5% 178%
“Greenfield areas must be planned and delivered as integrated communities with access to employment opportunities.”

(Department of Infrastructure and Planning 2007, p. 3).
Geographic location of work by community location, per cent employed persons

Source: (Skinner, Ichii et al. 2009)
Economic decisions occur as a location option and as an activity centre in the context of MPC employment centres.

Governance (gov’t/non-gov’t agencies, professional bodies)

Supply (specialist developers, constructors, property service providers, financial service providers)

Demand (users, investors)

Theoretical framework
Key questions to understand market processes and operations

- Is it because of the nature of the product?
- Is it because of the nature of demand actors?
- Is it because of the nature of supply actors?
- Is it public policy that triggers actions?
“Theory and research are generated from the practical world, from the practices of the experts in a field.”

(Brenner 1982)

Delphi process
Economic development project

Successful MPC employment centre

Urban development project

Economic planning

Current planning practice

MPC concept + social capital

Other key components

Active role of (all levels) gov’t

Activity centre strategy

Residential/commercial

Developer control

Findings - conceptual framework
• The underlying key to all of this is that the **economic** component is more important than the urban form in creating a successful employment node.

• This study establishes that there is no evidence of value-add in integrating an employment centre within an MPC for the occupation of commercial ‘office’ firms.

• It is the prerogative of developers to provide the market with a real estate development in whatever way they see fit i.e. complete and integrated MPCs.

• The current demands of state/local authorities to ‘bundle’ and pre-condition the delivery and provision of housing with employment centres does not achieve their ultimate goals of self-sufficiency and self-containment.

Conclusion