

## International Conference on Sustainability in Energy and Buildings

### Invited Sessions

**Title of Session:**

**Creating Sustainable Communities: Better Approaches to Master- Planning Practice (the 7 Cs Principles)-** Closing the loop (follow Brief/vision intent through into reality)

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**Description:**

Significant socio-demographic changes occur amidst the constraints of the current economic stagnation, reduced public spending and added pressure the search for places to accommodate growth on the environment. The investment into place needs to be understood differently, to provide deeper understanding to drive a more effective discussion from the beginning of the masterplanning process. Current masterplanning processes (MPP) are recognised as centre to align efficiencies (spaces, resources, enterprises, engagement) with the need to create conditions for improved public life which levers economic advantage. This changing environment poses a major challenge for master-planning. Master-planning has to be approached as the process of harnessing dynamic forces that are continually in change. The current way that master-planning is conceived of as a physical design strategy has become out-dated and now requires re-thinking. Whilst not exhaustive, seven main imperatives (seven Cs) have to be developed around why, what, how and why of the masterplanning process. These themes emerge as significant influences in the contemporary development of local communities and *they overlap horizontally and vertically*. These are:

- 1- **Context & Character:** people and place really matter
- 2- **Cost & Localized Economy:** who absorbs costs or profits from the master plan (project) impacts?
- 3- **Clarity:** what is the strategic intent?
- 4- **Client and Control:** what is the role of the end user? What needs to controlled to get the place we want and why?
- 5- **Collaboration & Communication:** how are people involved?
- 6- **Change:** is a constant and inevitable; flexibility is required?
- 7- **Continuity & Closing the loop:** follow brief/vision intent through into reality (accountability, continuous delivery, community occupation review, monitor, measurable improvement).

*These themes are representative of the professions involved in urban design extending from the MPP rolling programme and vision to the budgeted projects and provision for the maintenance of realised delivery (follow brief/vision intent through into reality). The new process acts as a catalyst to manage change for impact on wider community; and to shape imaginative, evolving place-based solutions. The session proposes how a master-planning process can provide the basis of a suitable approach for dealing with changes in place to bring desired longer term impacts and benefits; and become the basis of future professional development practice.*

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