

LARGE-SCALE MASTERPLANNED COMMUNITIES AS THE WAY FORWARD



MOSCOW, 2008

Constraints for Moscow's future growth

MOSCOW

POOR TRANSPORT INFRASTRUCTURE

25 years behind major European capitals

ONE OF THE MOST POLLUTED CITIES

14 most polluted city in the World (Mercer HR Consulting)

POOR AVAILABILITY OF UTILITIES

INSUFFICIENT DEVELOPMENT LAND

Est. for only another 10 years and only for social housing

PRICE PRESSURE

Av. Price \$5,500 / sq.m.

Moscow is way beyond capacity but demand is growing

Opportunities in Moscow Region

MOSCOW REGION

DEVELOPMENT LAND

CLEAN ENVIRONMENT

JOB OPPORTUNITIES

DECENTRALISATION

AFFORDABLE PRICING

Moscow Region offers a solution

intermark savills

Prerequisites for large-scale out-of-town masterplanned communities

- Availability of large plots of land in the Moscow region applicable for development
- Current 'extensive' approach - dead end
- Estimated growth of population of Moscow Oblast by 1 mln people in the next 10 years
- Sites become more expensive – developer's margin is falling for small-scale schemes
- International experience:
 - regeneration of inefficiently used land
 - development of sustainable communities
- Natural pattern for growth – search for niches and competitive advantages

Design Principles – New Urbanism

- **Walkability & Pedestrian-friendly**
- **Connectivity – smart street hierarchy**
- **Mixed use & housing diversity**
- **Quality of architecture and urban design**
- **Traditional neighbourhood structure**
- **Increased density**
- **Intelligent transport system**
- **Sustainability**
- **Quality of lifestyle**



Case Study: Vidnoye