



# Shrinking Sydney's McMansion Diet

WEDNESDAY 2ND APRIL  
4.00 – 7.00 PM  
NORTHCOTT ROOM  
5TH FLOOR  
SYDNEY MASONIC CENTRE  
CNR. GOULBOURN AND  
CASTLEREAGH STREETS  
SYDNEY

McMansion is a pejorative term used to describe housing constructed in an assembly line fashion similar to food at a fast food restaurant. A range of criticisms have been levelled at McMansions, typically based on size, aesthetic and social considerations. By the same token, it can be countered that “McMansions” are merely catering to market demand, they sell quickly, and they use less land for dwellings, conserving expensive building lots. It can also be argued that it is simply a matter of taste. Concurrent with this, there is a tension between design quality and affordability...or is there?

With 30-40% of Sydney's growth to be focused on the urban fringe in 'greenfields' areas over the next 30 years, the advent of BASIX, the rise of masterplanned estates, the push towards complying development, the affordability crisis, and a changing market, what does the future hold for McMansions? What factors contributed to the rise of McMansions in the first place? What is being done to moderate McMansion outcomes, and how successful have these initiatives been to date? What are the social impacts?

We have assembled a stellar cast to explore this topic drawing on industry, design and research. This is a seminar that should not be missed by anyone with an interest in how our growing population is to be housed.

4.00pm  
Dr Bob Solomon  
Chairman AIUS (NSW)

## Welcome

Michael Scott  
Managing Director,  
Treadstone

## The Rise and Fall of the McMansion

Michael will provide his view on where we have come from and where we are going including the future for the McMansion. He will draw on 25 years experience working in the urban development industry as a builder, designer, real estate agent, developer and consultant.

David Randerson  
Director, dKO Architects

## New Streetscape and Housing Benchmarks for the Growth Centres

dKO recently conducted a Streetscape and Built form review for the Growth Centres Commission. This included conducting a series of workshops with industry members. dKO analysed residential streetscapes from around Australia, reviewed NSW council codes and tested and investigated project home housing products. New Streetscape and housing benchmarks drawn from that work were incorporated into the Growth Centres DCPs and will be presented in David's research.

Therese Kenna  
PhD Candidate  
School of Social Sciences,  
UWS

## Unpacking 'McMansions'

Therese will chart the emergence of new forms of housing, such as McMansions, drawing links to recent social, economic and demographic shifts taking place in Australian cities. She will draw on examples of new housing developments across Sydney and will conclude with a discussion of some of the associated outcomes of this form of residential development.

5.30pm

Refreshment Break

Panel Discussion

Panel members will include veteran planner George Smith, Director of Design Collaborative Pty Ltd and Dr Tony Recsei, President of community group Save Our Suburbs.

7.00pm » Close