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Eye of Africa as a masterplanned community

In many instances Eye of Africa Golf & Residential Estate is referred to as a masterplanned community estate. To find out exactly what this means, we spoke to Luke Brannelly, managing director of V2i in Australia, the company appointed by the developers in the creation stages of Eye of Africa, to develop a masterplanned community estate.

“The community creation and masterplanning process is a process that incorporates a project visioning phase, the proving up of that vision, gaining support for that vision and ensuring that all consultants and stakeholders involved are committed to implementing that vision,” says Luke. “Most importantly it relies on a developer with a vision and an understanding and commitment to implement that vision.”

Creating opportunities for people to engage and interact and to be proud of where they live because they have made a choice to be a part of something different are some fundamental steps in creating a masterplanned community. “Our objective was to create a series of unexpected and memorable experiences from before you arrive at Eye of Africa to the moment you enter the estate through to when you enter your home. We tried to combine the sales and community creation experience as part of the master planning process. We wanted to ensure that every single stand or product not only has a selling story to tell, but also has a range of experiences associated with it that helps, not only create the community, but importantly help add value and sell the product.”

Luke explains that Eye of Africa Golf & Residential Estate differs from other local developments simply because there has been an effort in the creation of these experiences and a willingness by the developer to acknowledge the value these experiences bring. The reality of course, is that Medallist has had many years of experience in creating these types of communities and as such has a great understanding and acknowledgment of the importance of creating experiences as part of the sales and community creation process.

Generally speaking, Luke explains, the best results are achieved through building guideline codes that place design criteria around the location of buildings and set-backs, and address issues such as privacy, over-shadowing, landscaping, noise, etc. Eye of Africa is unique in that it allows for more open spaces in the land use than what was recommended for the 'buffer' between houses and land. It is only when all the design elements are carefully thought through and implemented that there is the best chance of success of creating a masterplanned estate.

Taking a drive through the estate today, one realizes that what was planned has been achieved. Eye of Africa Golf & Residential Estate can truly pride itself on being unique, on being masterplanned and on offering its fast growing community an experience no other golf and residential estate can offer them. A well made choice!