



Master-Planned Community and Mixed-Use Development Course: Phasing, Placemaking and Operations

15 – 19 August 2027

Jeddah - Corniche four-star



Master-Planned Community and Mixed-Use Development Course: Phasing, Placemaking and Operations

Ref: 1644_26009 **Date:** 15 – 19 August 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Master-planned community and mixed-use development, covering phasing, placemaking and operations, is a 5-day course for master developer development, planning and community operations staff, ending with a Master Developer Phasing and Community Operations Plan for a case community. Large communities lose value when infrastructure lags home handovers, plots reach sub-developers without enforceable design guidelines, amenities open late and estates pass to residents without funded reserves. Nominees already manage land, product or community functions and work through case studies built on master plans, phasing schedules and service charge budgets. CoreConcept Training Center delivers this master-planned community course.

Course Objectives:

- Compare master developer business models, from land-only plot sales to build-to-sell and build-to-rent, and set the value proposition of a community
- Prepare a land-use budget and product mix for residential, retail, office, hospitality and civic uses across a mixed-use master plan
- Sequence development phases and front-load trunk infrastructure, utilities and early amenities to support absorption and early occupation
- Structure plot sales and development agreements with sub-developers, backed by design guidelines and a design review and development control process
- Plan placemaking, public realm and amenity programming that activates early phases and builds a recognisable community identity
- Design the handover to community management, covering owners association set-up, community declarations, service charge budgets, reserve funds and estate services contracts

Target Audience:

- Managers responsible for master plan, land-use and product mix decisions in master developer organisations
 - Development managers accountable for phase delivery, infrastructure sequencing and sub-developer coordination
 - Land sales and partnerships managers responsible for plot disposals and development agreements
 - Design review and development control managers who enforce design guidelines across plots
 - Community, placemaking and amenity managers responsible for activation and resident engagement
 - Estate and facilities managers responsible for service charges, owners associations and community services
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Course Outline:

Day 1: Master-Planned Communities, Master Developer Models and Baseline Review

- Planned Community Typologies From New Towns to Mixed-Use Districts
- Master Developer Business Models From Land Sales to Build-to-Rent
- Vertical and Horizontal Mixed-Use Integration Options Compared
- Community Value Proposition and Target Resident Segment Definition
- Current-State Review of a Case Master Plan Delivery Record

Day 2: Land-Use Budget, Product Mix and Phasing Frameworks

- Land-Use Budget Allocation by Gross and Net Developable Area
- Product Mix Matrix by Typology, Price Band and Tenure
- Phasing Strategy Using Absorption Rates and Critical Mass Thresholds
- Infrastructure Front-Loading Plan for Roads, Utilities and Trunk Networks
- Early Amenity and Social Infrastructure Sequencing Including Schools

Day 3: Plot Sales, Design Guidelines and Placemaking in Practice

- Plot Sales Process and Sub-Developer Selection Criteria
- Development Agreement Terms for Build-Out Deadlines and Buy-Back Rights
- Design Guidelines and Plot Development Control Regulations Drafting
- Design Review Panel Workflow and No-Objection Certificate Issue
- PPS Place Diagram Applied to Public Realm and Amenity Programming

Day 4: Community Handover, Estate Operations and Delivery Risk

- Owners Association Set-Up and Community Declaration Covenants
- Service Charge Budget With Operating and Reserve Fund Study
- Developer Control Period and Board Turnover to Owners
- Estate Management and Facilities Services Contract Scope
- Risk Register for Stalled Plots, Empty Phases and Amenity Gaps

Day 5: Case Study on a Master Developer Phasing and Community Operations Plan

- Case Community Master Plan and Land-Use Budget Diagnosis
 - Revised Phasing and Infrastructure Front-Loading Schedule for the Case
 - Case Plot Release Plan With Design Guidelines Checklist
 - Case Placemaking Activation Calendar and Owners Association Launch Steps
 - Phasing and Community Operations Plan Completion and Panel Review
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Skills You Will Gain:

- Land-Use Budgeting
- Product Mix Planning
- Infrastructure Phasing
- Plot Disposal Structuring
- Design Guideline Enforcement
- Placemaking Programming
- Owners Association Governance
- Service Charge Budgeting

Why Attend This Course:

- Deliver a Master Developer Phasing and Community Operations Plan for a case community to the development director or executive committee for approval
- Decide which phases, trunk infrastructure and amenities to release first, and which plots to sell to sub-developers or retain
- Avoid stranded infrastructure, stalled plots, idle amenities and underfunded estate services that erode community value and resident trust
- Brief land sales, design review and community teams on design guidelines, plot release terms and handover procedures

Conclusion:

Back at work, the participant presents the Master Developer Phasing and Community Operations Plan to the development director, the executive committee or the community management board. They use it to approve the next phase release, the infrastructure and amenity budget, the plot sales package for sub-developers and the timetable for setting up the owners association. After the first phase is handed over, the unit should compare absorption, plot build-out progress, amenity use, service charge collection and resident satisfaction with the plan and adjust phasing, guidelines or estate services where results diverge.

Frequently Asked Questions FAQ:

What should participants know before a master-planned community and mixed-use development course?

Participants should already work in the land, product, delivery, design review or community functions of a master developer or large project. No finance qualification is needed. Bringing an anonymised master plan, phasing schedule or service charge budget lets them test the methods on their own community.

How does a master-planned community and mixed-use development course differ from a real estate appraisal or urban planning course?

It covers the master developer's role: land-use budgets, phasing, plot sales, design guidelines, placemaking and community handover. Appraisal courses centre on valuation and scheme returns, and urban planning courses on city-wide policy and indicators, which appear here only as context.

Why does infrastructure front-loading matter in master-planned community and mixed-use development?

Buyers, sub-developers and tenants commit when roads, utilities, schools and early amenities are visibly in place. Front-loading these items uses capital early but speeds absorption, supports plot prices and avoids residents moving into an unfinished, poorly served phase.

What do participants take back from the master-planned community and mixed-use development course?

Participants take back a Master Developer Phasing and Community Operations Plan for a case community, covering the land-use budget, phasing and infrastructure schedule, plot release terms with design guidelines, a placemaking calendar and an owners association and service charge set-up.
