

MARSDEN POINT: A METROPOLIS BY DESIGN.

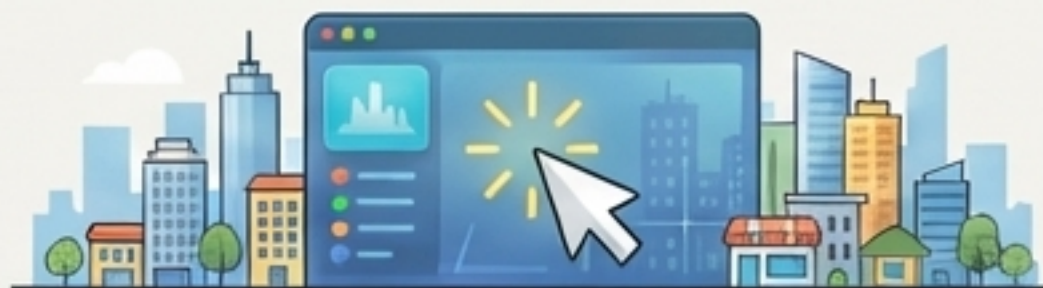


THE PLANNER'S PLAYBOOK: A BLUEPRINT FOR A VIRTUAL METROPOLIS.

Marsden Point is a city built on a single, powerful idea: the symbiotic relationship between how people move and how they live.

This deck explores how real-world urban planning principles were applied to create a thriving, efficient, and livable city.

The Planner's Playbook Building a Virtual Metropolis



Real-world urban planning principles in *Cities: Skylines 2*



Building a Livable City

Transport & Land Use are Interconnected

How you plan one directly impacts the other and affects the citizen's experience.



Design for People, Not Just Cars

Integrate trams, separated bike lanes, and pedestrian-friendly areas for a vibrant, multi-modal city.



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TWO PILLARS OF A MODERN CITY: GROWTH AND LIVABILITY.



ENABLING ECONOMIC GROWTH

A city's economy relies on connecting raw resources to manufacturing, retail, and office support. Our strategy involves creating land use plans for new industries and mastering the full supply chain.

From **Grain to TV Commercials**: planning for farms, cereal mills, bakeries, and the studios to market the goods.



BUILDING A LIVABLE CITY

A great city is designed for people, not just cars. We achieve this by integrating trams, separated bike lanes, and pedestrian-friendly areas, and by creating self-sufficient satellite towns.

Whangarei Flats, a residential area with local amenities for workers in new industries.

THE FIRST MILE: A SUBURBAN START IN WHANGAREI FLATS.



The day begins in the quiet stillness of my neighbourhood... Here, the streets are lined with single-family homes, each a unique splash of colour... a dedicated green bike lane runs like a ribbon alongside the curb, a promise of the motion to come.

Planner's Note: The design of satellite towns like Whangarei Flats intentionally integrates active transport from the doorstep. This human-scale design ensures the first step of any journey is pleasant and efficient.

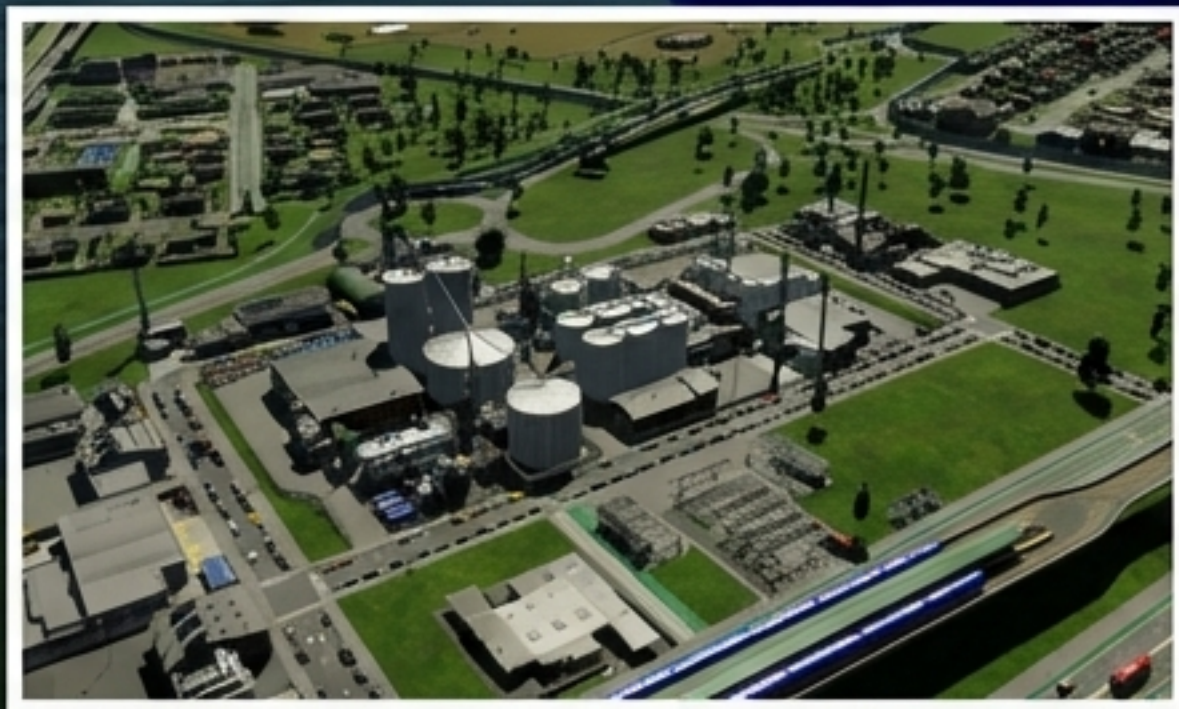
FROM TWO WHEELS TO THE MAIN LINE.



A short bike ride leads to the local station. Integrated infrastructure like bike racks at bus and train stops makes multi-modal travel the default. By connecting to the **Trans Marsden Rail**, residents bypass the “highway blues” that can snarl the city’s edges.

THE ARTERIES OF INDUSTRY.

Planner's Note: The Trans Marsden Rail network is the backbone of the city's supply chain. It connects industrial zones, ports, and agricultural belts to the urban core and to each other, ensuring the efficient flow of goods and workers. This is planning as economic enablement.





THE URBAN CORE: A CHOREOGRAPHY OF MOVEMENT.

Stepping off the train at Marsden Central Station is like diving into a river of motion... a controlled chaos of arrivals and departures, punctuated by the chime of a departing tram.

Planner's Note in Lato Regular. Vertical living is only possible with world-class transit. Towers housing 30,000 to 70,000 people function without gridlock because of the web of rail, metro, and tram lines below. The system is the foundation for the skyline.

DESIGNING FOR PEOPLE, NOT JUST CARS.



*From a tram window, the street **isn't just a road**; it's an engineered system. Tram lines, bus lanes, protected bike paths, and wide sidewalks all flow together, **each with its designated space in a complex dance of mobility.***



24/7 TRANSIT: THE CITY THAT NEVER PAUSES.

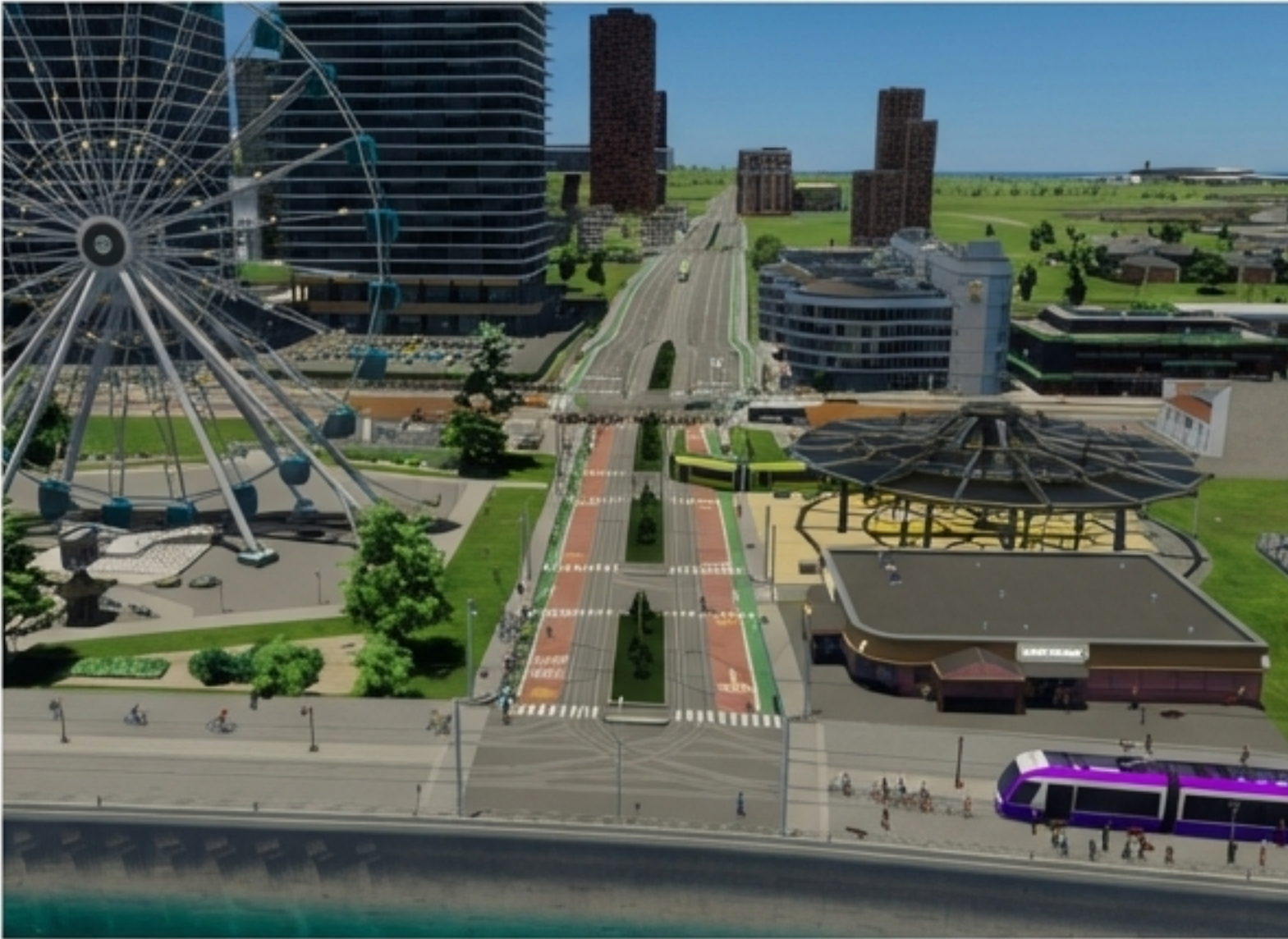
The constant hum of trams and the endless stream of people confirm the city's promise of fully funded 24/7 transit, providing confidence that you can always get where you need to go.

CONNECTING THE CORE TO THE COAST.



"The journey now transitions from urban canyon to open expanse... The view is breathtaking. To one side, the sparkling blue water stretches out to the horizon; to the other, the city skyline stands as a proud silhouette."

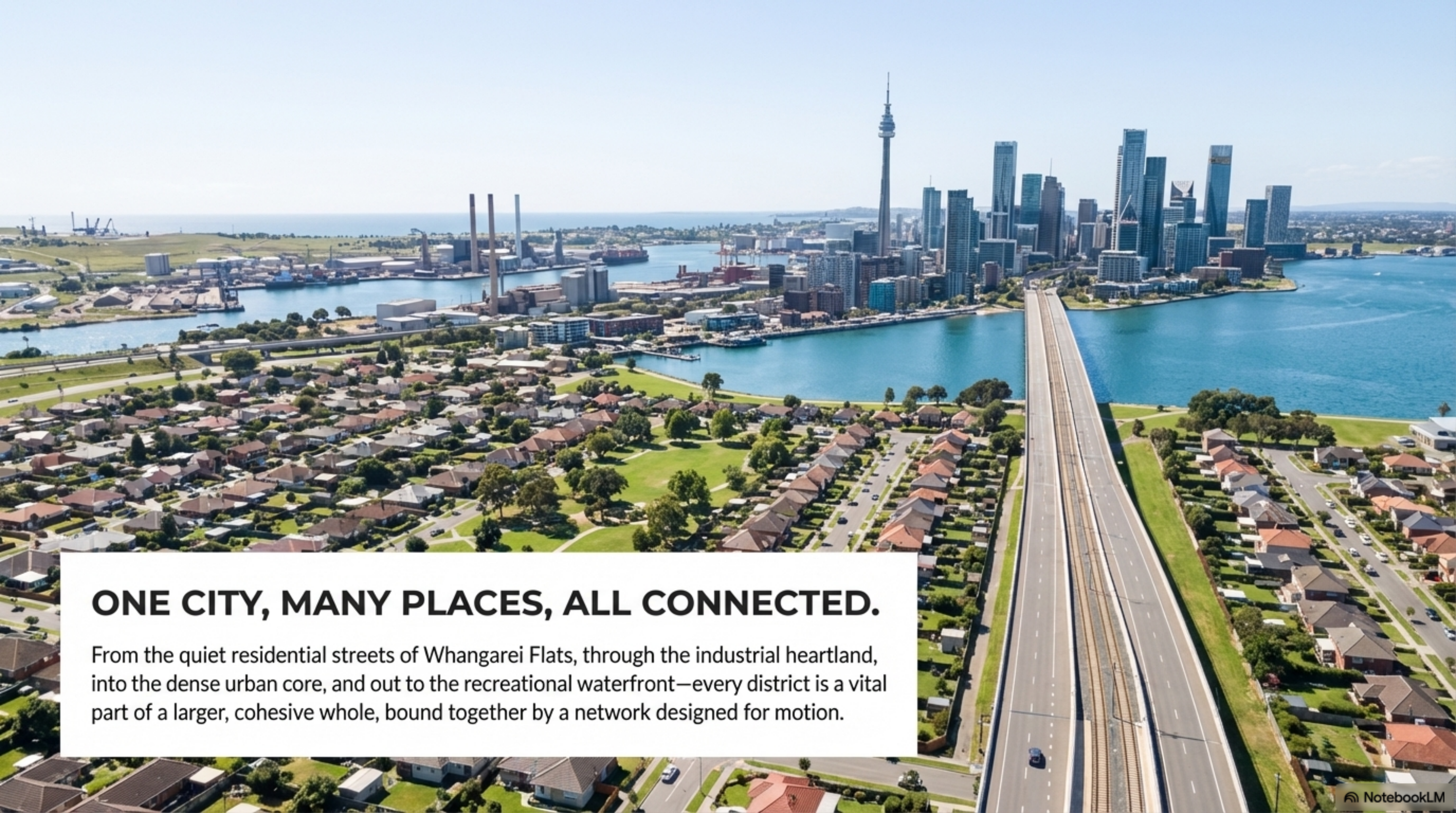
A WATERFRONT FOR LIVING AND A SKY FOR WONDER.



Planner's Note: This tram line is a vital link designed to connect residents to leisure and public space, deliberately shaping the land use of the waterfront into a recreational hub for all.



Experiential Quote: *It's one of those quintessential Marsden Point moments—you're crossing the bay and there it is again, a silent white trail climbing towards the heavens. This city is always reaching for something more.*



ONE CITY, MANY PLACES, ALL CONNECTED.

From the quiet residential streets of Whangarei Flats, through the industrial heartland, into the dense urban core, and out to the recreational waterfront—every district is a vital part of a larger, cohesive whole, bound together by a network designed for motion.

THE GUIDING PRINCIPLE: A VIRTUOUS CYCLE.



Land Use: Low-density residential.

**Transport affects
Land Use, Land Use
affects Transport,
both affect the City
User Experience.**



Land Use: High-density mixed-use.



Transport: Active & First-Mile.



Transport: Mass & High-Capacity.

FROM VIRTUAL METROPOLIS TO REAL-WORLD INSPIRATION

The principles that built Marsden Point are not fantasy. They are being applied in cities around the world to create more sustainable, equitable, and beautiful places to live.

By prioritizing people and integrating systems, we can design the cities of the future.

