



National Housing
Conference 2023

Concurrent 14: Placemaking and community building

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NATIONAL HOUSING CONFERENCE

Innovative Partnerships that Build Community

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hayball

URBIS

Learning from Vienna: Aspern+Seestadt



Overview

- A growing population (2 million by 2027) means there is a need for housing, jobs and modernised urban transport.
- A long term collaborative model between the City of Vienna and public and private partners.
- An exemplar transit-orientated and sustainable urban precinct and incubator for smart city initiatives.
- Housing for 25,000 by 2030.

Lessons learnt

- Combining mixed-income housing with transport hubs promotes healthier lifestyles reducing traffic congestion, pollution, and residents' costs.
- Well-connected places enable functionally diverse neighborhoods to live, work and play.
- Generous green spaces with 50% of the site reserved, ensure increased quality of life, health and wellbeing.
- Innovation focuses on people's needs.

Dunlop Avenue



Location
Ascot Vale, VIC



Value
\$10+ million



No. of Apartments
200

100%

Affordable & Social Dwellings
Affordable: 100
Social: 100



Site Area
14,347m²



Sustainability
5-star Green Star rating
and a 7-star NatHERS
average rating



In Association With
Homes Victoria



Masterplan

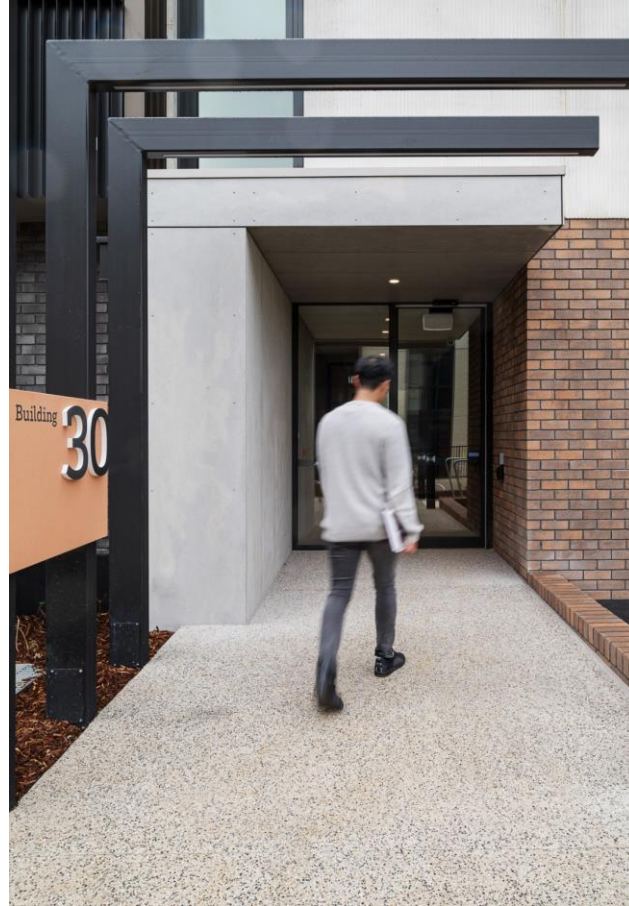


NOT TO SCALE

Landscape Response



Entry Experience



Communal Spaces



Nightingale Village

ParkLife

Austin Maynard Architects
37 Apartments

CRT+YRD

Hayball
39 Apartments

Urban Coup

Architecture Architecture
Breathe
29 Apartments

Evergreen

Clare Cousins
26 Apartments

Leftfield

Kennedy Nolan
27 Apartments

Skye House

Breathe
42 Apartments



Site Area
4,012m²



Value
\$72 million



No. of Apartments
200

15%

Affordable Dwellings
22 HCA, 8 WPI



Sustainability
Carbon Neutral
Fossil Fuel Free Development



No. of Buildings
6



No. of Architects
6

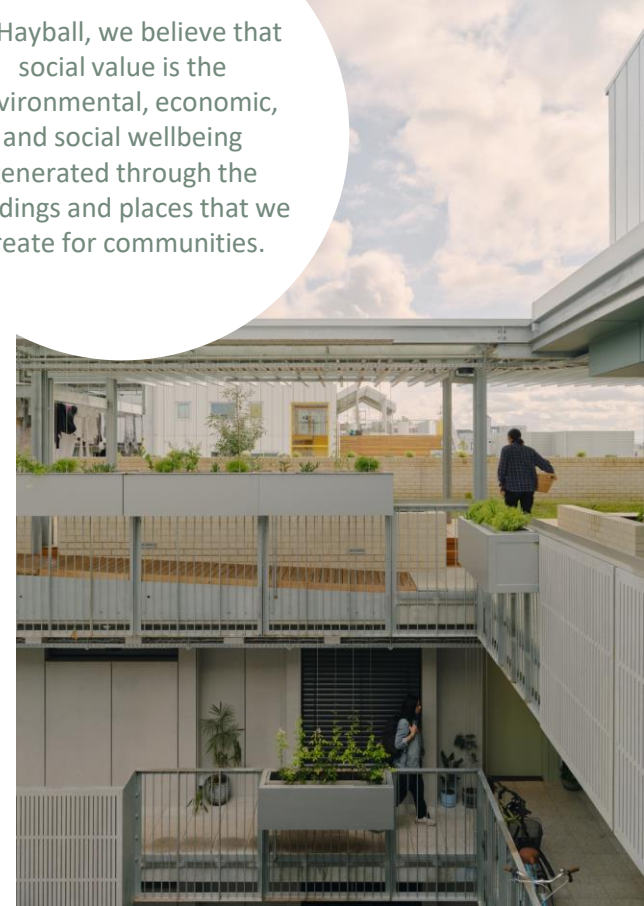


Executive Architect
Hayball

What is Social Value?

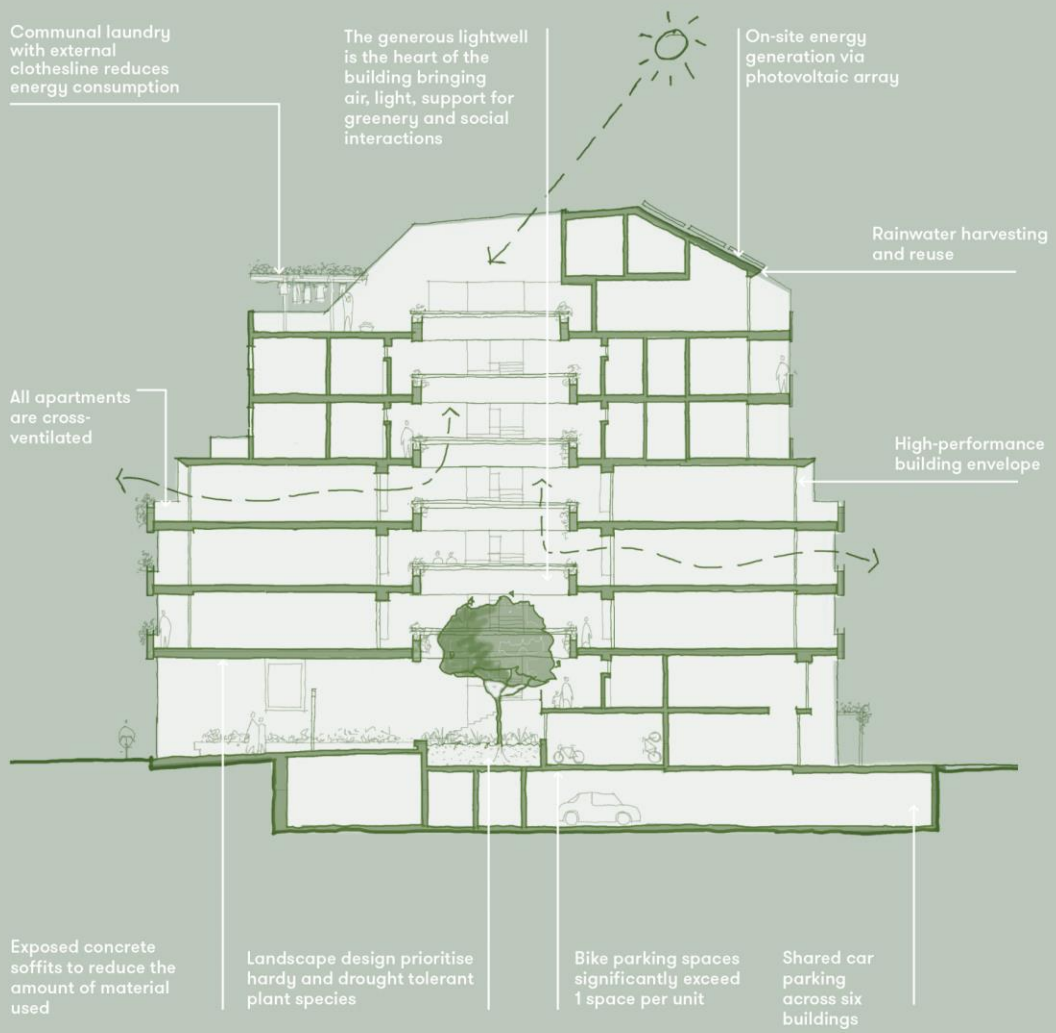


At Hayball, we believe that social value is the environmental, economic, and social wellbeing generated through the buildings and places that we create for communities.



Building Community Pre-Construction





Communal laundry with external clothesline reduces energy consumption

The generous lightwell is the heart of the building bringing air, light, support for greenery and social interactions

On-site energy generation via photovoltaic array

Rainwater harvesting and reuse

All apartments are cross-ventilated

High-performance building envelope

Exposed concrete soffits to reduce the amount of material used

Landscape design prioritise hardy and drought tolerant plant species

Bike parking spaces significantly exceed 1 space per unit

Shared car parking across six buildings

“The idea of a vertical village and commitment to communal living appealed to me. Humans are happier in neighbourhoods, we need connection.”





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“There’s a great diversity in the residents, the social mix is nice, seems to integrate seamlessly.”

“[There is a] very strong sense of ownership, as we are all part of creating the kind of community that is reflective of all residents.”



Pilot Study



83%

of residents feel safer at CRT+YRD



72%

of residents trust their neighbours more at CRT+YRD



93%

of residents talk to their neighbours more at CRT+YRD.



79%

of residents feel a sense of belonging and inclusion at CRT+YRD.



Key Findings

Social value frameworks should be considered and implemented at the start of a project

Intentional design features to support social interaction and wellbeing create significant value

Collaborative cross-sector partnerships can deliver community-wide benefits