Community formation in medium-density Auckland developments

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Hobsonville Point

Photograph by Skylens
Spring Park - Mt Wellington

Marketed as an affordable housing estate - 424 dwellings
Stage 1 houses presold on 10% deposits
Delays - receivership 2014 & 2015 - contracts cancelled
Powell St, Avondale
a point of departure...

- walkable neighbourhoods encourage social interaction
- community amenities are important sites of connection and belonging
- informal spaces can encourage people to gather and interact
- sites of connection and belonging differ for people of different ages and ethnic groups
- place-based social connections are particularly important for people who spend more time in the neighbourhood
Hobsonville Point

Hobsonville Land Company
Approx 4000 homes

Photograph by Skylens
Hobsonville Point: up front placemaking
‘to build a strong, vibrant community.....’

- amenity provision - café, farmer’s market, playground
- on site primary and secondary schools
- pedestrian friendly streetscapes, cycleways, public art, neighbourhood pocket parks as well as larger open spaces
- leveraging outcomes - ‘We don't ever just sell land with no strings attached so we are quite controlling in this [place shaping role]’

...
Hobsonville Point: up front placemaking
‘to build a strong, vibrant community…..’

- embedding local history within the development
- establishing a residents’ association and supporting neighbourhood events
- active facebook page
positive sense of community

‘...our board are pretty adamant that the community development stuff that we’re doing will result in higher land values...there is commercial sense in it’ (HLC)

Other than tensions between ‘community’ as a marketing message to sell houses and an experience of connection among residents

‘.. as we[the resident’s committee] find our feet, take over and take on things....more than the land company running stuff, the feel will go from an event that sells properties to events that just support community’ (resident)
Waimahia Inlet

Tamaki Makaurau Community Housing Ltd
295 homes - 30% private sale and 70% assisted home ownership or affordable rentals
Waimahia Inlet

Master planned to encourage social interaction
Waimahia Inlet

small private yards and generous public open spaces
Waimahia Inlet

residents association
events to bring community together in public spaces
active facebook page
Waimahia Inlet

Community formation between:
• consortium partners
• community housing providers and the people they are partnering with in home ownership and as landlords
• incoming residents

Early days for community formation - track longer term outcomes

acknowledgements: developers and residents of Waimahia Inlet, Hobsonville Point, Powell St, Turing apartments