

Practical examples of creating community: Physical design, people engagement and organisational partnerships

Chris Chaplin
Manager, Policy & Compliance
Port Phillip Housing Association Ltd

Overview: presenter

Chris Chaplin

Manager, Policy &
Compliance

**Port Phillip
Housing
Association Ltd**

- Student Housing Officer 1989-92
- Homeless Outreach Worker 1998
- Public Housing Advocacy Program Worker 1998-2000
- Housing Information & Referral Worker 2001-06
- Tenancy Management Officer 2006-08
- Registration Officer CHFV 2008
- Policy Officer CHFV 2008-11
- Housing sector consultant 2011
- Housing Researcher 2011-12
- Policy & Compliance Manager, 2012-

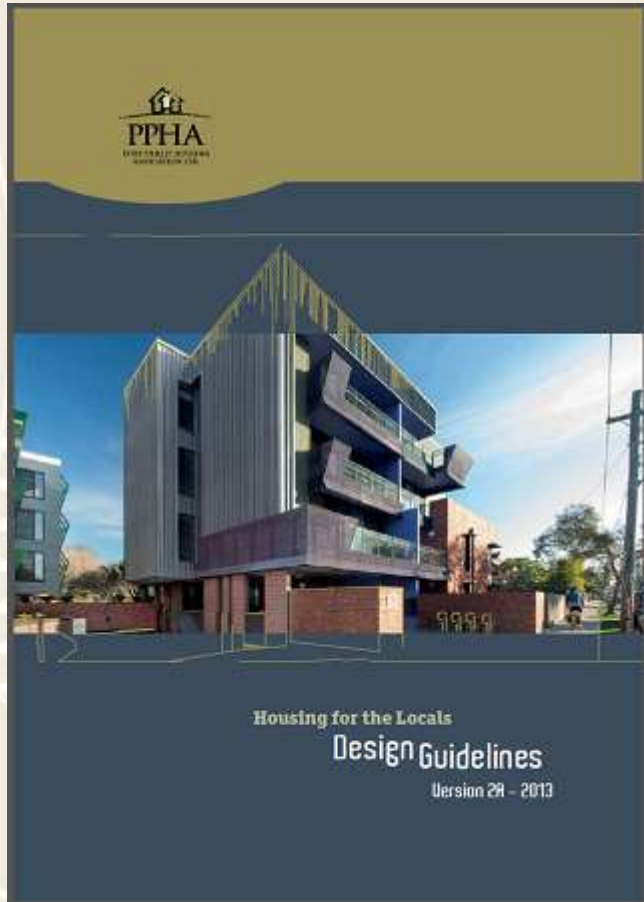
Overview: PPHA



PPHA tenants

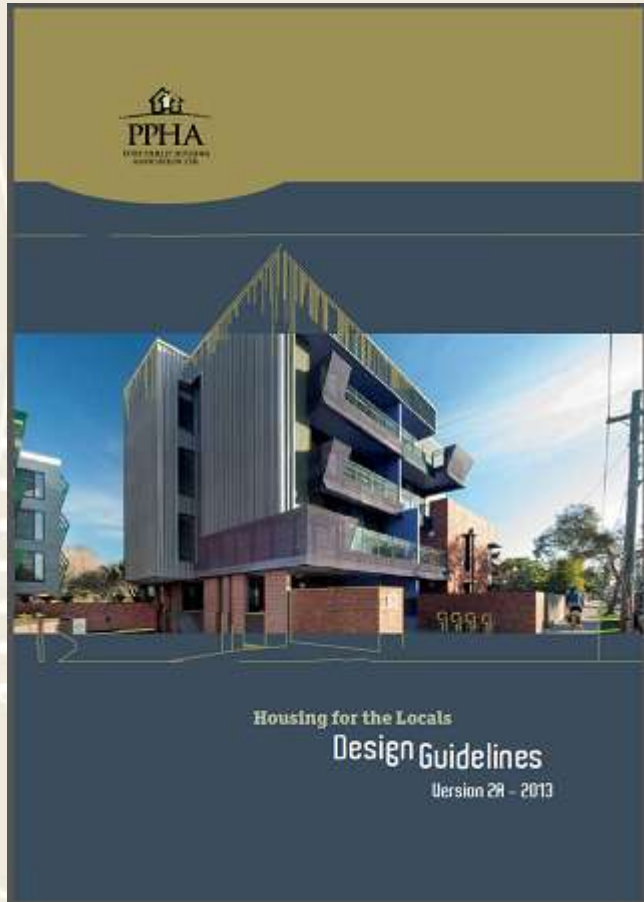
- Independent not-for-profit community based housing provider established 1986
- Over 1000 housing units across 30 sites with assets valued at over \$300m
- 28 staff (26 EFT)
- Additional 150 dwellings in the pipeline planned for development before end 2016
- Unique partnership with the City of Port Phillip to increase the supply of community housing

1. Physical design



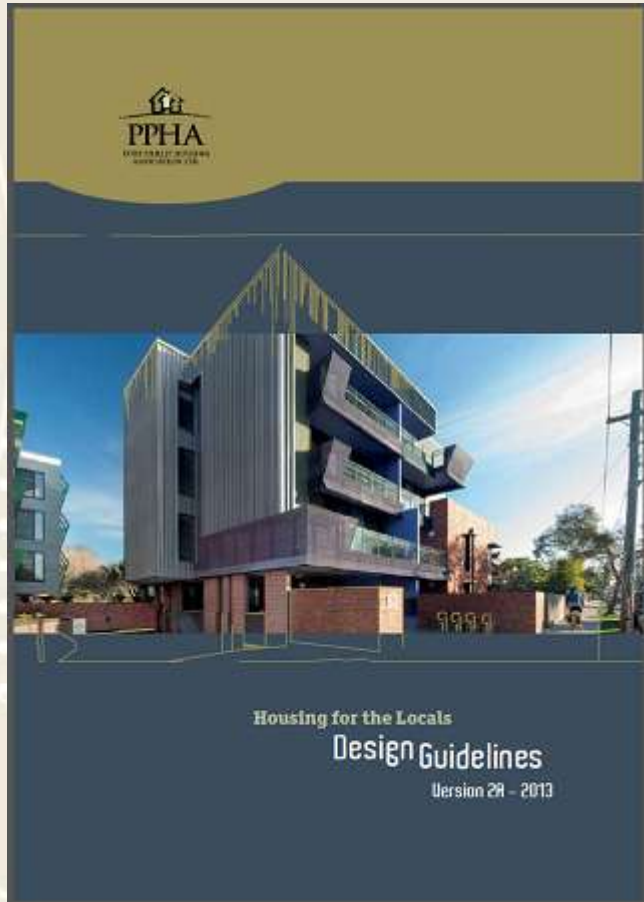
- Detailed design guidelines (38 pages) for all housing procurement and development.
- “Housing should be progressive, well designed, suitable for the requirements of the residents and socially, environmentally and economically sustainable.”
- The guidelines “are not intended to be prescriptive in nature but are broad directives to be complimented by site specific requirements and individual design responses.”

Physical design – general principles



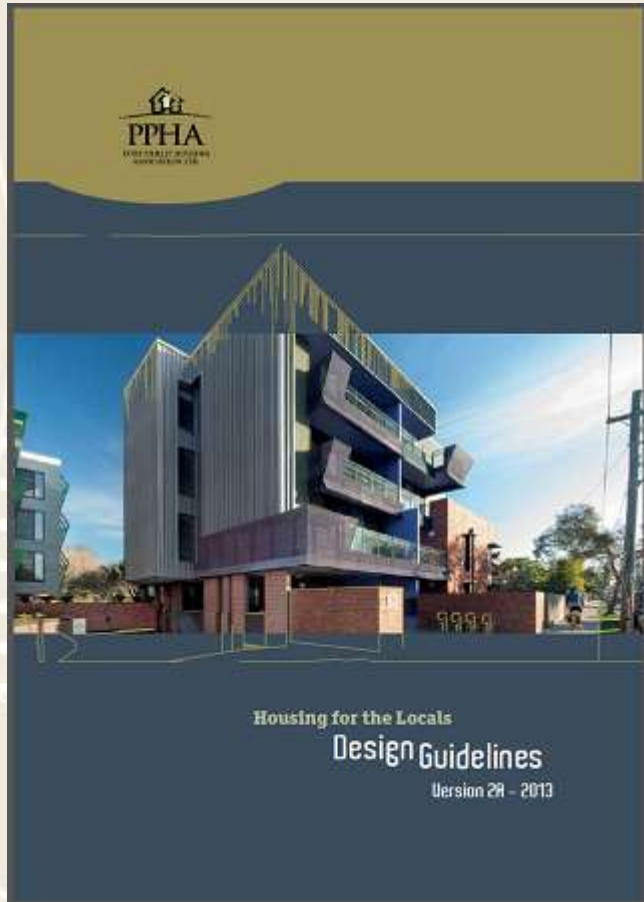
- **Appropriate** – Homes are to be of appropriate size, located well and be able to meet the specific needs of households.
- **Secure** – Safe, long-term homes are to be provided to renters.
- **Affordable** – Rents are based on affordability principles, either a percentage of income or a reduced market rent.
- **Attractive** – Homes are to be smart, environmentally sound, low maintenance and be carefully integrated with housing within the community.

Physical design – design principles



1. Fit into the community.
2. A welcoming entrance.
3. High architectural quality.
4. Practical landscape solutions.
5. High level of privacy.
6. Safe and comfortable.
7. Feels spacious.
8. Plentiful storage space.
9. Easy maintenance.
10. Ecologically sustainable design.
11. Adaptability and visitability.
12. Integrated art.
13. Facilitate effective management.

Physical design – design process



- Discussion with PPHA on specific project brief and design requirements for the development.
- Consideration of these guidelines and associated documents at the commencement of the design process.
- Regular design reviews with PPHA in order to refine design development and documentation.
- Consideration to design modifications during construction, where opportunities or challenges have been identified.
- Post occupancy review of design at with the completion and occupancy of a development.

Physical design – examples



✓ Homes are not overtly recognisable as community housing.

PPHA – Blessington Street, St Kilda



✓ Building scale to suit the location

PPHA – South Road, Moorabbin

Physical design – examples



✓ Developments to integrate well into streetscape.

PPHA – Woodstock Street, Balaclava

Physical design – examples



✓ Brickwork patterning as an integrated art feature

PPHA – Woodstock Street, Balaclava

Physical design – examples



✓ Building massing addresses streetscape and neighbouring properties.

PPHA – Chapel Street, St Kilda

Physical design – examples



✓ Integrated Art Mural to Façade treatment
PPHA – South Road, Moorabbin



✓ Open lounge area to lift lobby
PPHA – South Road, Moorabbin

Physical design – examples



✓ PPHA Development – Ashwood Chadstone Gateway Project (ACGP)
Integrated Community Housing (Buildings 1, 2 & 4) and Private Housing (Building 3)

Physical design – examples



2. People engagement



- Engage who? – tenants, neighbours, local community
- Why?
 - Facilitate tenancy management
 - Reduce property damage
 - Reduce isolation (social inclusion)
 - Other benefits for tenants
 - Address community concerns
 - Counter stereotypes
 - Create partnership and funding opportunities
 - Rent revenue

People engagement – how?



- Organisational culture
- Encourage staff innovation
- Local presence
- Place management, community development or project worker role
- Relationships with local council, community services etc
- Leverage corporate support
- Foster small projects
- Nurture local leaders & ideas
- Join IAP2: International Association for Public Participation

People engagement – examples



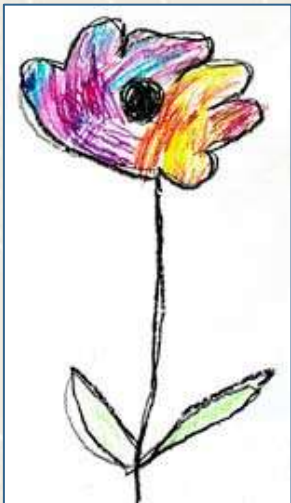
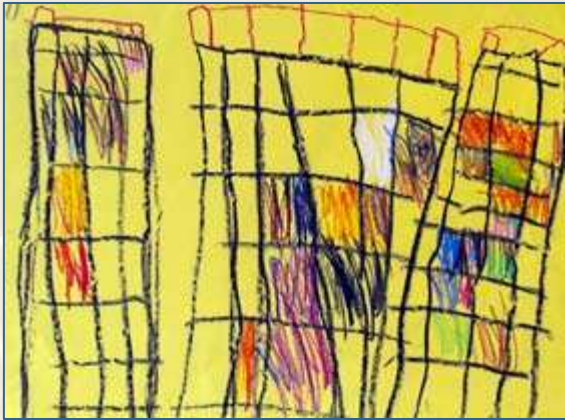
The Regal

- Ingredients...
- “Social Meals”
- Landscaping of courtyard
- Men’s support group
- The “Old Bastards Club”
- Ongoing evolution...

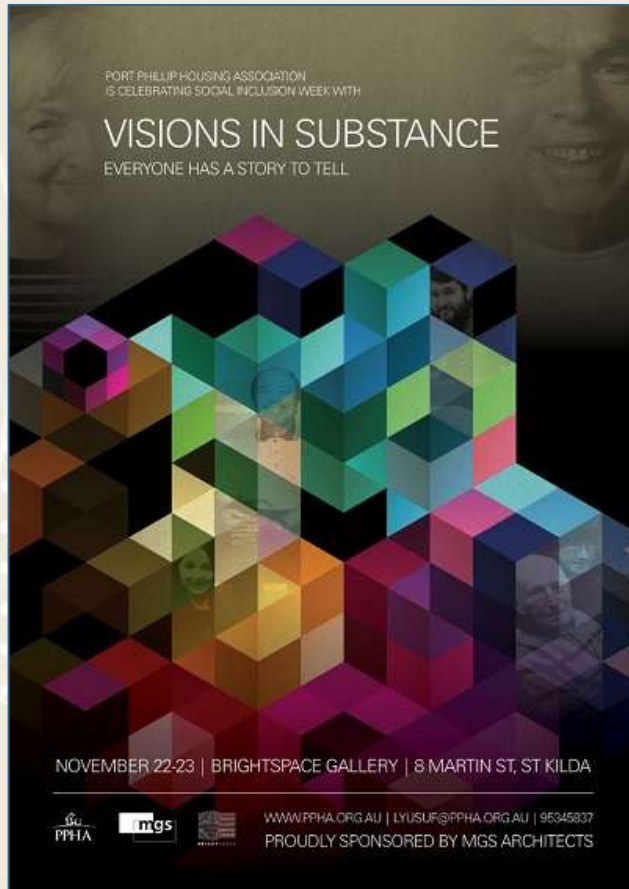


People engagement – examples

“87 Chapel” Art Project



People engagement – examples



PPHA Art Exhibition

- Tenant-led committee;
- Commercial art gallery;
- Toured to the Museum of Australian Democracy at Eureka;
- Most exhibits sold.



People engagement – examples



Other examples:

- Social Meals Program through the City of Port Phillip
- Garden plots at other rooming houses
- End-of-year BBQs at various properties (funded through Council grant)
- Green Renters Program
- “Biggest Morning Tea”
- Employment of tenants as caretakers
- Trivia nights
- Community Liaison Committees
- PPHA AGM and dinner

3. Organisational partnerships



- Informal networking
- Referral to support services: MoU?
- Nomination/allocation protocols
- Local government: community programs, grant funding, specialist officers, senior managers
- State government: not just housing!
- Local businesses, schools etc
- Volunteering organisations
- Neighbourhood houses, community centres
- Professional services: pro bono or sponsorship

3. Organisational partnerships



Examples at PPHA:

- City of Port Phillip:
 - Port Phillip Housing Trust
 - Social Meals programs
 - Air rights developments
- Berengarra School:
 - Social enterprise
- MGS Architects
 - Art exhibition



PPHA

PORT PHILLIP HOUSING
ASSOCIATION LTD.



Building Homes for Locals