

# Housing Showcase Project



**Tony Moore**  
**Principal Advisor Sustainability**  
**Christchurch City Council**

# Vision

*To create an exemplar central city neighbourhood displaying mixed use, medium density homes, based on sustainable design principles, to inspire and shape modern urban living in Christchurch*

## Partners



# Overview

- Background and context
- Central City living opportunity
- Design and build competition
- International examples

*It's about creating  
a great city for  
all walks of life*





# Urban Development Strategy - City of Villages Concept



# Perceptions and Fear

cramped      leaky      body corporate      poor quality

poor amenity      grey / soulless

noisy      parking woes

no privacy

unaffordable      loss of lifestyle

no pets



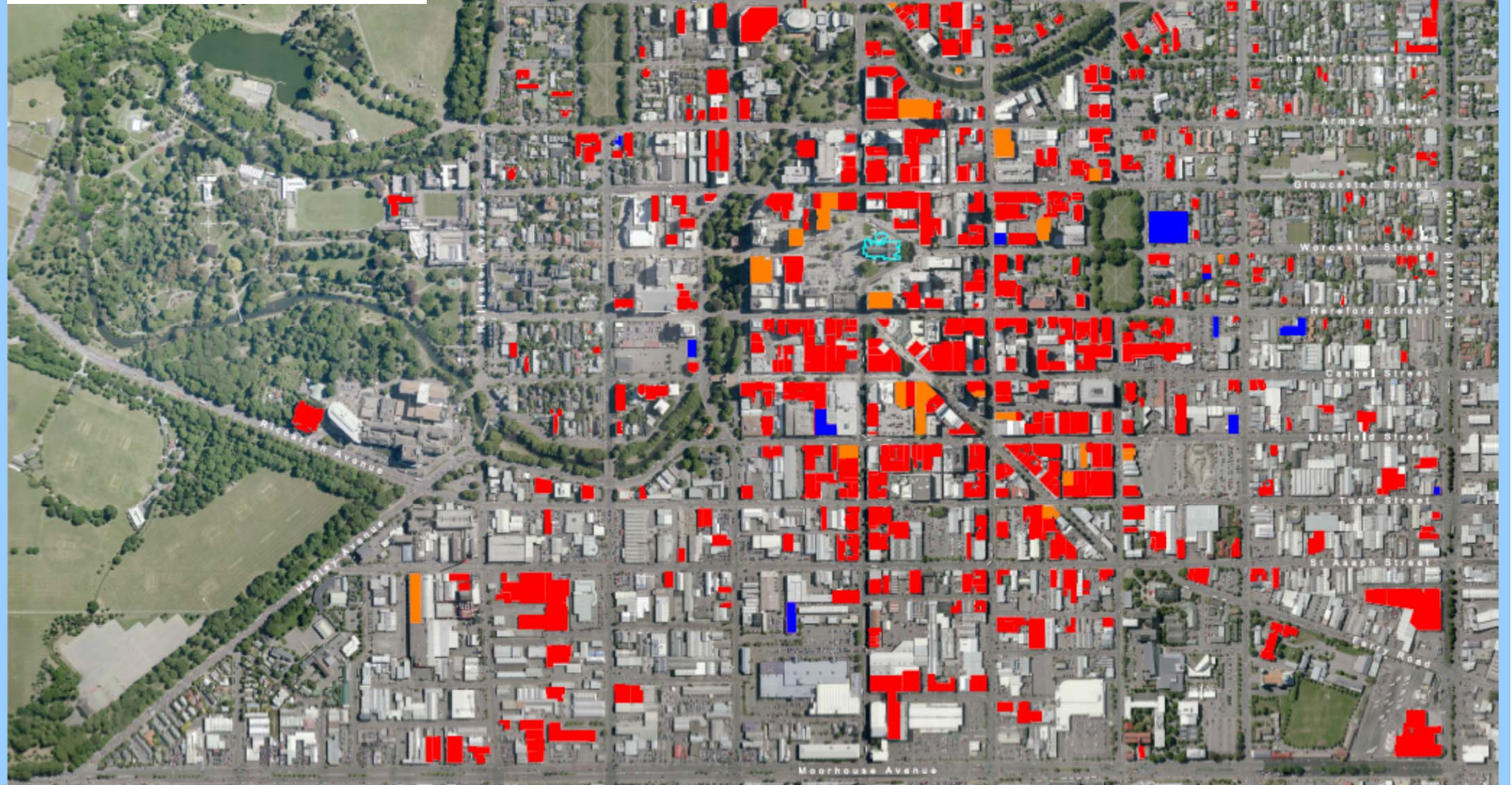






# Demolitions Central Christchurch

July 2012







106,000 ideas

  
[shareanidea.org.nz](http://shareanidea.org.nz)



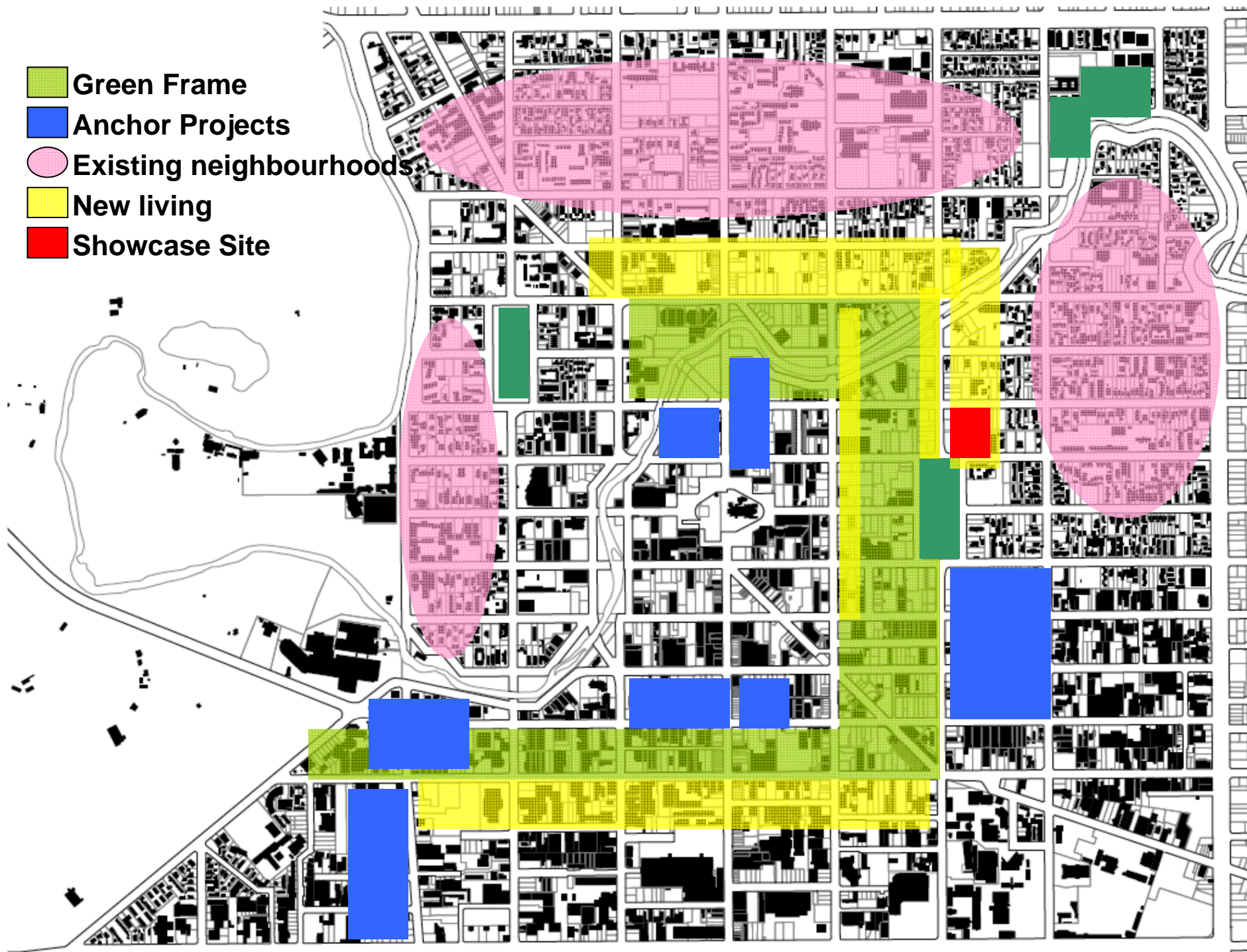








- Green Frame
- Anchor Projects
- Existing neighbourhoods
- New living
- Showcase Site



# Market Research – market segmentation

| Who | Size | Lifestyles<br>& attitudes | Design<br>Needs | Willingness<br>& drivers | Price<br>Points |
|-----|------|---------------------------|-----------------|--------------------------|-----------------|
|-----|------|---------------------------|-----------------|--------------------------|-----------------|

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Students

Young professionals

Recovery workers

Families

Empty nesters





# Two Stage Design Competition

8,000 m<sup>2</sup> site plus neighbourhood

**1 – Concepts** October to December 2012  
Master plan and site concepts

*Select top 3 development consortia*

**2 – Detailed designs** March to May 2013

*Select winning development consortia*

Commence build from late 2013

# Design Principles

Liveable

Affordable

Viable

Sustainable

Resilient

Innovative

Sense of place

Deliverable



Triangle Swindon, UK



# Judges

Kevin McCloud

Martin Udale

NZLIA nominee

NZIA nominee

Community representative

Ngai Tahu representative



# How to be involved

Milford, Northshore City Council

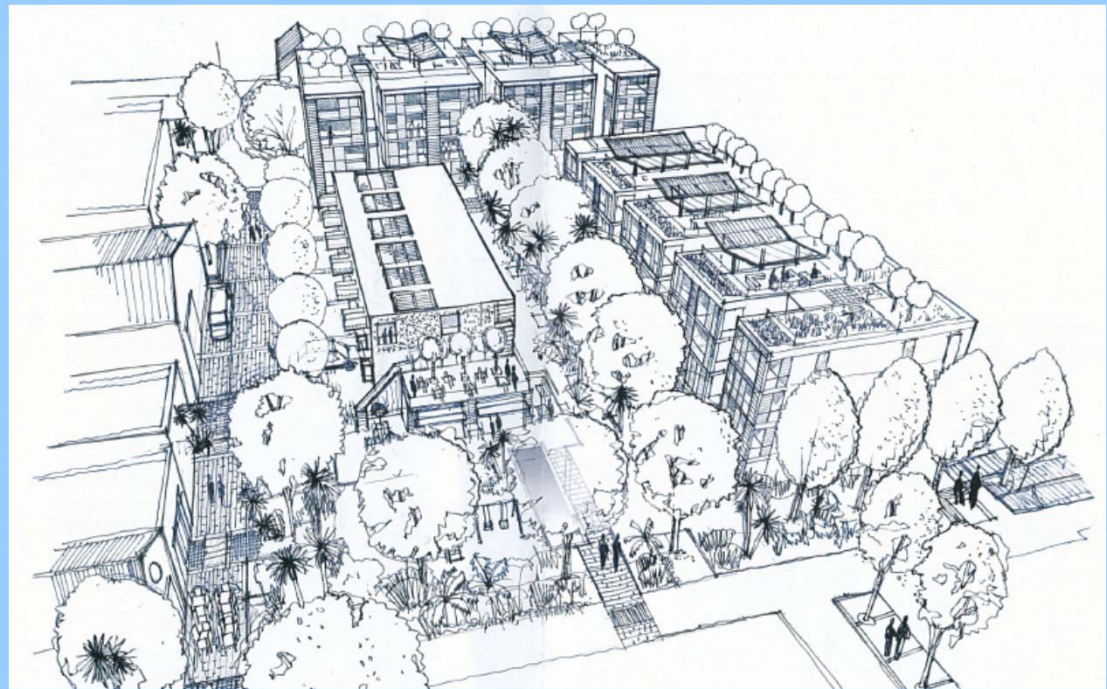
## Enter a team

- Design (architect, landscape)
- Engineer
- Quantity surveyor
- Developer



## Vote

Online voting for your favourite design concept  
“the Peoples Choice Award”



Dalman Architecture



# Malmö, Sweden

[www.malmo.se](http://www.malmo.se)

[www.ekostaden.com](http://www.ekostaden.com)





# Dockside Green, Canada

[www.docksidegreen.com](http://www.docksidegreen.com)





# Zed Life

[www.zedfactory.com](http://www.zedfactory.com)



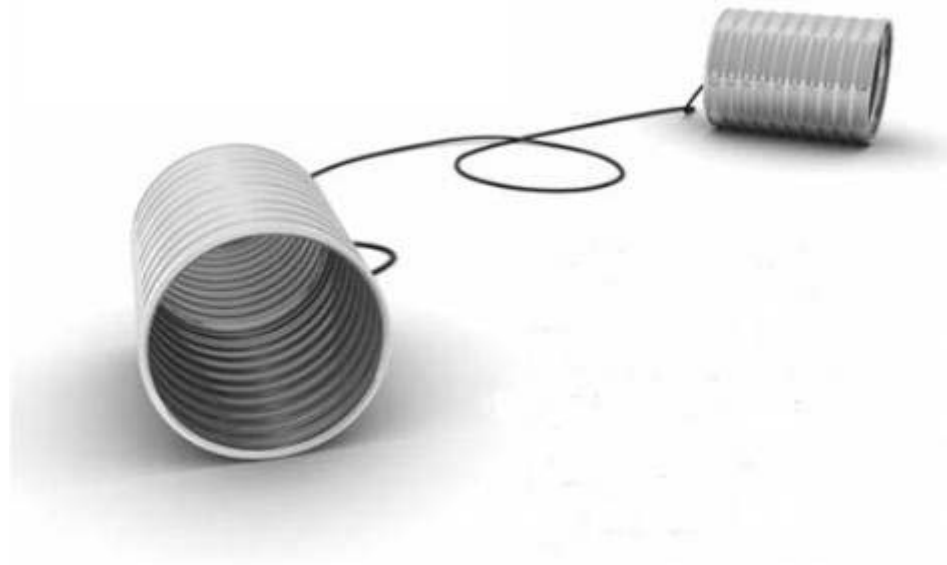


# Borneo-Sporenburg, Amsterdam

[www.west8.nl/projects/borneo\\_sporenburg](http://www.west8.nl/projects/borneo_sporenburg)







## **Tony Moore**

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