

# Imagine Moreland:

## Making our cities more liveable, creative and inclusive

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What is the city that you wish for?









What is the city that you wish for?

Who shapes the city?

Who can live here? Who can't?

Who can participate in the city?

Who decides?

What is the role of government?

Who are the people doing  
something different, something  
better?





# New models of housing delivery

## \_Nightingale Housing



Image credit: Austin Maynard Architects - <https://nightingalehousing.org>

**Sustainable:** Energy efficient (at least 7.5 NatHERS stars), carbon neutral in operations and built near public transport, with solar + water harvesting for productive gardens.

**Community:** Only sold to residents, not investors. Shared amenities like laundries and rooftop gardens provide opportunities to build community.

**At-cost:** Provides housing at-cost, so we are motivated to create homes for people, not profit. New residents sign a caveat agreeing to pass on this saving to future owners.

**Lower living costs:** Things like rooftop solar, embedded energy networks, avoiding gas supply, and a shared super-fast commercial internet connection mean lower ongoing costs.



# New models of delivery

## \_Build-to-rent then buy



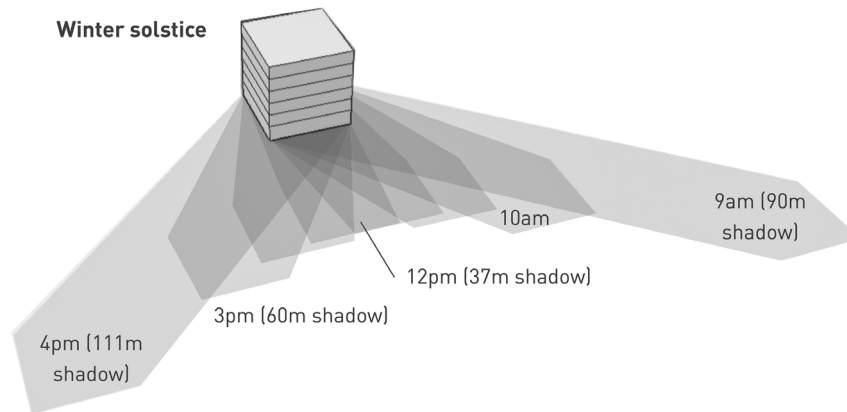
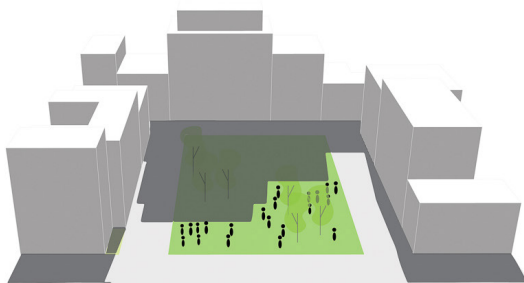
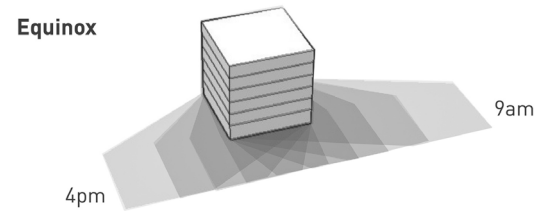
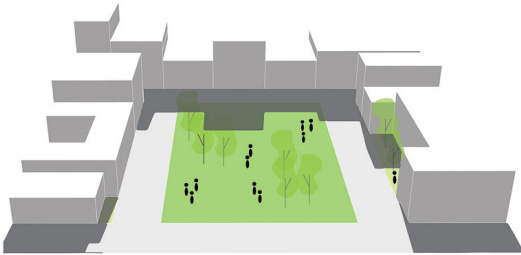
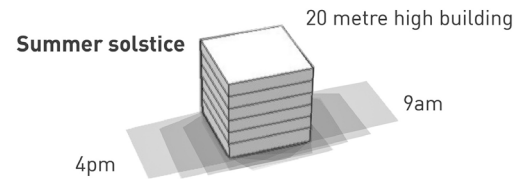
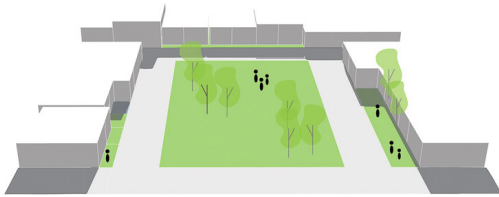
‘Assemble Futures bridges the gap between renting and owning your home and is our response to the very real challenge of home ownership in Australian cities.

Assemble Futures allows you to rent your home for five years while you save to buy it, treating it as your own from the day you move in. If life takes you elsewhere and you decide not to purchase, you can hand back the keys and have your bond released as per the standard RTBA process.’



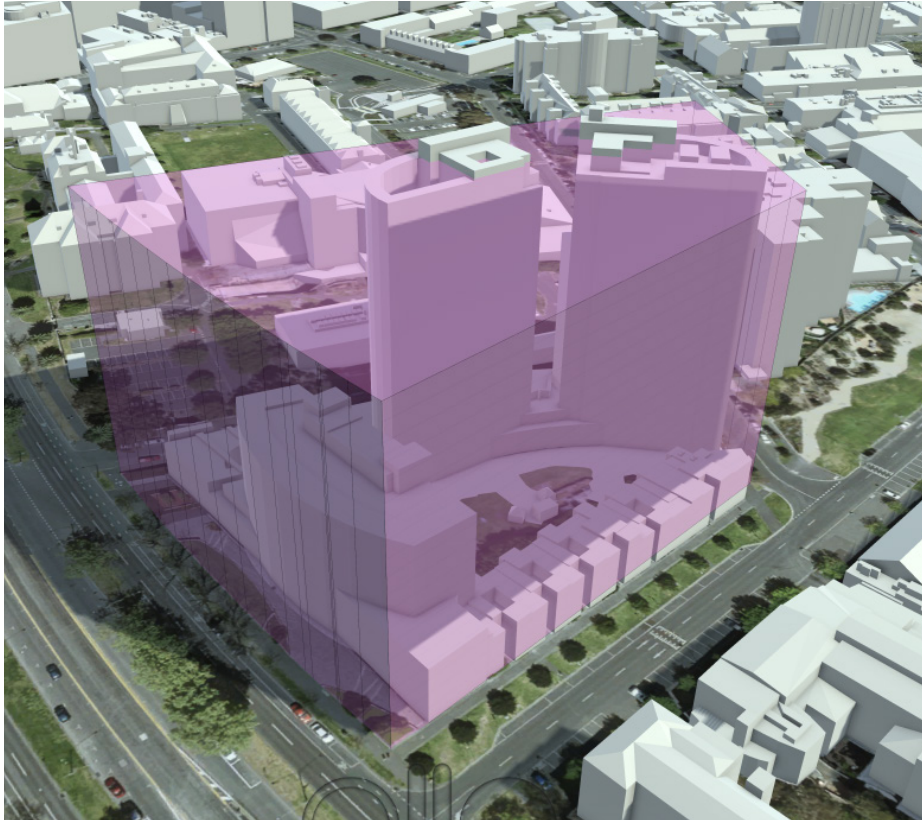
# Better planning controls

## \_Sunlight protection to parks





# Better planning controls



“Density is a tool of mitigation; it is not an end in itself. The larger point is that density has to be likeable...”

Alex Washburn, NY Chief Urban Designer, 2013



# Designing the suburbs

## \_Future homes competition

The Victorian Government recently ran a competition on how we can deliver better designed suburbs.



**Life on the Stairs**  
The main entrance is composed by a threshold garden with stairs, seating areas and canopy trees, creating a welcoming space that encourages encounters between residents fostering a sense of community.



**Elevated Courtyard**  
A shared elevated common courtyard will provide a central space for residents, creating opportunities for interactions, gatherings, relaxation and an informal play space for children that is separated from cars.



**Courtyard at Ground**  
Fostering communities by providing a central shared space.

©Orange Strategy A/C

<https://www.vic.gov.au/future-homes>



# Re-purposing of public space

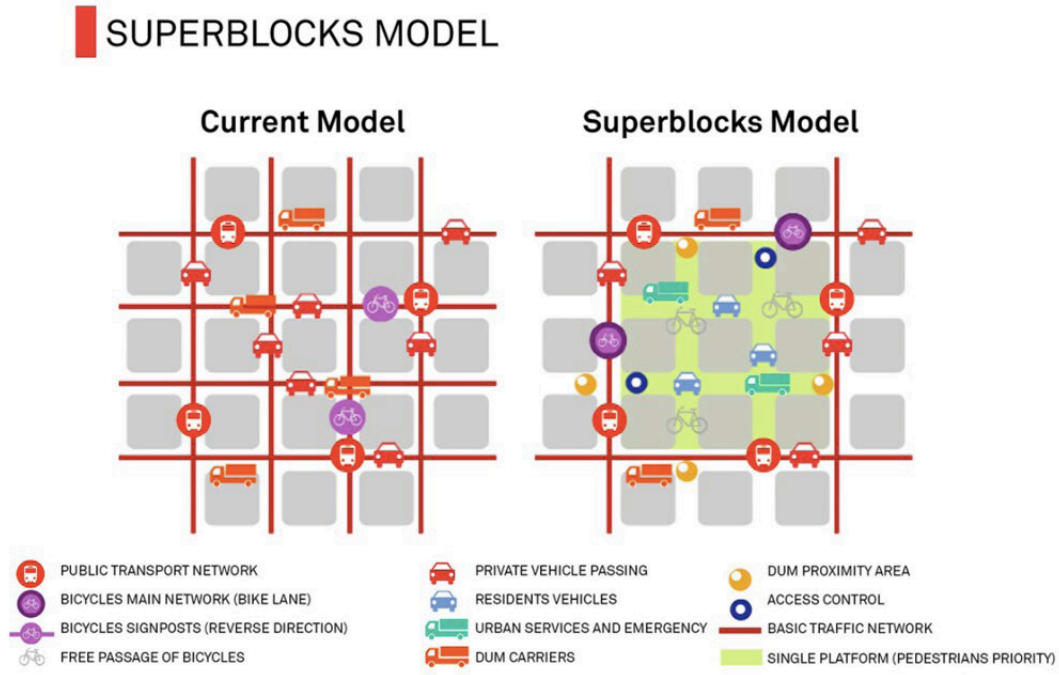
## \_Parklets, Moreland



<https://morelandzerocarbon.org.au/news/parklets-popping-up-on-a-street-near-you/>



# Re-purposing of public space \_Superblocks Barcelona



<https://www.bloomberg.com/news/articles/2018-08-07/inside-a-barcelona-superblock-pedestrians-rule>



# More sustainable buildings



<https://greenmagazine.com.au/zero-net-carbon-homes-program-announced/>

<https://www.architectureanddesign.com.au/projects/multi-residential/forte-by-lend-lease#>



# Support for creative-led cities

Since 2016 the economic impact of the creative industries has grown by 23% to \$31 billion. 260,000 Victorians are now employed in the creative industries, up 15 per cent, and cultural tourism is worth \$2 billion, up 88%.



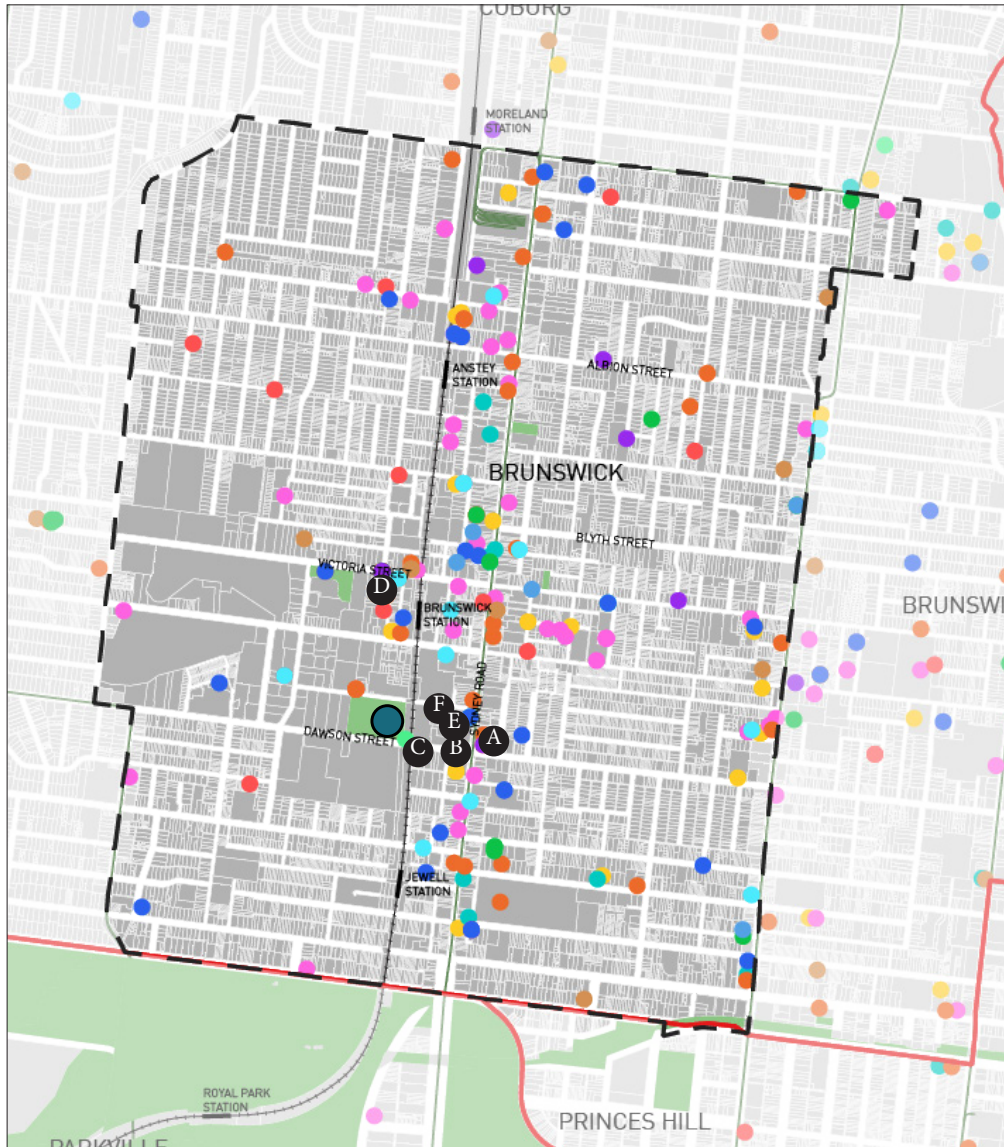
The Sugarcube in Stratford, London - a studio space for research, design and construction and cultural activities (cinema, exhibition and events) in a converted industrial shed.



Daniel's Launchpad in Toronto, Canada - a creative entrepreneurship hub for emerging and established artists, designers and creators including co-working spaces, technical studios, meeting spaces and events.



# Moreland is a creative hub



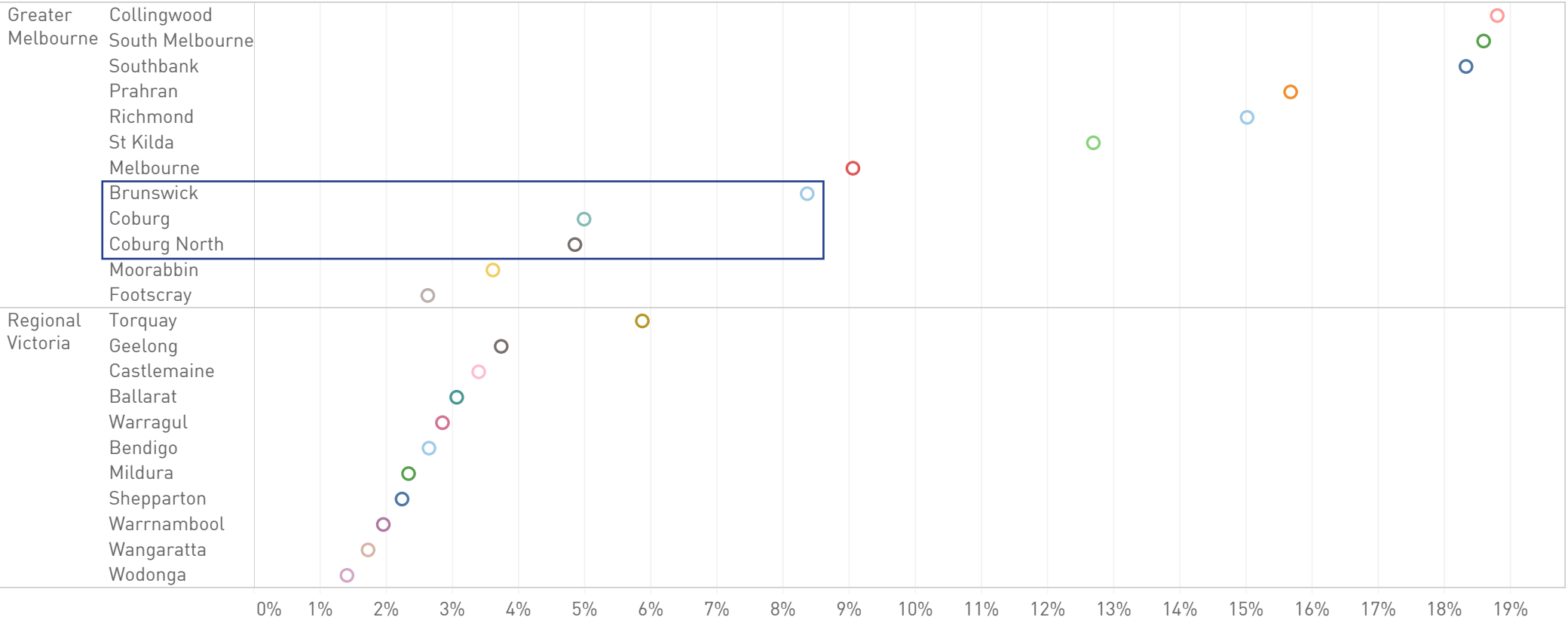
217 creative spaces in Brunswick



<https://concreteplayground.com/melbourne/event/brunswick-music-festival-2019>



# Moreland is a creative hub



No. of local creative industry jobs as a percentage of total jobs.



# Reduce, re-use, recycle

## \_The Cineroleum, London





Reduce, re-use, recycle - at all scales

\_2021 Pritzker Prize Laureates: Anne Lacaton & Jean-Philippe Vassal



“Never demolish, never remove or replace,  
always add, transform, and reuse!”

<https://www.nytimes.com/2021/03/16/arts/design/pritzker-prize-anne-lacaton-jean-philippe-vassal.html>

