

Integrated Urban Renewal Kensington

**URBAN
COMMUNITIES**

creating great places to live



Pre Integration Kensington Public Housing Estate



- Complex environment
- Gated community
- Safety & Crime
- Public housing not connected to the broader community
- Minimum investment – social & economic



Perceptions of the proposed redevelopment

- Real/ perceived change & its value
- “Privatisation”
- Impact on local community – built form, local economy, demographics
- Impact on local services
- A new vision vs established community
- Emotional impact vs physical rebuild
- Consortium partners



Place Management

UC's response to integration

- Local response
- Commercially viable
- Community reinvestment
- Custodian of Masterplanning
- Place Based Business
 - Rental Management – public & private
 - Owners Corporation
 - Social/Affordable property ownership & management
 - Facilities Management
 - Community Building strategy



Economic Innovation



Community Strengthening



Health and Wellbeing



What we have learnt

- It's possible. Mixed tenure works. Current views of mixed tenure.
- Vision
- You can change the “brand” of state/social housing
- Place management works
- Commercial and social outcomes can be achieved simultaneously
- A complex process that requires different partners and timelines

