


KEY FACTORS IN BUILDING SUPPORT

There are some important actions that can be taken to build community and council support for affordable housing. These actions start well before your planning permit is lodged and continue long after it has been approved and occupied. Research indicates that 'successful' developments have generally done the following.




Early research

- Researched the council's position on affordable housing, including whether it has a policy or strategy, and how it has generally dealt with previous applications.

 To help with your research, check out our factsheet on [Understanding your local context](#)

- Engaged in strategic site selection and conducted a risk assessment on their site and locality.


 To help with your strategic site selection, check out our [Site selection and site suitability checklist](#)

Thorough planning and design

- Engaged qualified professionals to provide planning and other technical advice.
- Developed a high-quality design that seeks to be as compatible as possible with the surrounding area, addressed substantive issues like parking and compliance with relevant planning instruments, and considered prior community feedback.
- Undertaken relevant studies as requested by council, e.g. heritage, acoustic, parking and traffic studies, a social impact assessment, etc.
- Ensured that all documentation required by council has been completed and all relevant studies submitted.

Proactive engagement with council and the community

- Proactively built a relationship with their council/s and provided them with relevant information to promote community housing and dispel common 'myths' (e.g. in relation to adverse impacts on property values, amenity and safety).

 To help engagement with council and the community, check out our ready to distribute [affordable housing fact sheet](#), [renter case studies](#), and [affordable housing development project case studies](#).

- Demonstrated that they have a long-term commitment to the community or will make one.
- Initiated pre-planning application meetings with the relevant council to understand relevant planning requirements, studies needed, and any 'absolute constraints'.
- Actively consulted with surrounding residents, resident associations, and other key groups to capture their concerns and their early input into design of the project.
- Kept the community and council informed of progress, including design iterations, future management arrangements, and complaints and accountability procedures.
- Continued to proactively consult with immediately surrounding neighbours and any other potentially sensitive groups during the exhibition period.
- Offered to do a further presentation to council if this would be useful.

 To help you get started, check out our [template presentation to council or the community](#).

Proactive management after occupation

- Immediate action and follow up on any complaints or emerging issues.
- Excellent and timely maintenance of common areas, open space and facilities/properties.
- Clear complaints and report back procedures that are well publicised.