

SMALL IS BEAUTYFUL HOBSONVILLE POINT SMALL HOMES TEST LAB

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1. Hobsonville Land Company

The Hobsonville Point development in northwest Auckland has a target of selling 20% of its homes at or below \$485,000, with half of these priced at or below \$400,000. Hobsonville Land Company is the master developer and partners with developers and builders to deliver the project.

To date 62 affordable homes, now branded Axis Series homes, have sold using a market based approach that ensures that usual margins are made on house and land. Axis Series homes range from 1 to 3 bedrooms and are kept affordable by reducing the size of the home and section.

Pressure on land, development and construction costs means that constant innovation is required to deliver the Axis Series programme. Hobsonville Land Company is actively engaged in product development to help facilitate this innovation. This paper covers the development of five standard house and section designs to test the merit of modern, architecturally designed, compact homes that can be readily incorporated into integrated developments.

Three of the designs were built to test their buildability, consentability, cost of construction and market acceptance. The homes, designed by Isthmus and Architecture Workshop, and built by Classic Builders, were completed in February and will be open to the public until September. They include a one bedroom, 40 m² home, a two bedroom, 83 m² home, and a three bedroom, 87 m² home. The designs of the houses and the lessons learned are being shared freely in the hope that this project makes a contribution to finding better solutions to Auckland's affordable housing challenge. A survey methodology was developed to test people's reaction to the homes. This paper will share the results of this work looking at the development of the designs, their construction and the reaction by the industry and the market.

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