

WEST VILLAGE STAKEHOLDER ENGAGEMENT REPORT

AS AT APRIL 2015 TO ACCOMPANY PRELIMINARY APPROVAL APPLICATION



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TABLE OF CONTENTS

EXECUTIVE SUMMARY	2	5 ISSUES AND PROJECT RESPONSE	17
1 INTRODUCTION	3	5.1 Green Space	18
1.1 Engagement Aims & Objectives	4	5.2 Mix of Tenancies	18
1.2 Engagement Principles	4	5.3 Space for the Arts & Creative Industries	19
2 POLICY FRAMEWORK	5	5.4 Building Height	19
3 COMMUNITY PROFILE	8	5.5 Community Engagement Process	19
4 ENGAGEMENT & CONSULTATION APPROACH	11	5.6 School Capacity	20
4.1 Community Engagement Website	12	5.7 Protection of Heritage Buildings	20
4.2 Stakeholder Briefings and Site Tours	12	5.8 Social Infrastructure	20
4.3 Listening Posts for the Community Voice	14	5.9 Traffic & Parking	21
4.4 Place Making Workshop	15	5.10 Environmental Sustainability	21
4.5 Sustainability Workshop	15	5.11 Public Realm, Activation & Events	22
4.6 Special Interest Working / Reference Groups	16	5.12 Success of the High Street (Boundary Street)	22
4.7 Social Media	16	5.13 Affordable Housing	23
4.8 Email Newsletters	16	6 NEXT STEPS	24
		6.1 Vision Centre	24
		6.2 Open Days	24
		6.1 Stakeholder Briefings	24
		6.2 Sustainability & Stakeholder Engagement Plan	24
		APPENDIX A	26

EXECUTIVE SUMMARY

THE PROCESS



50 x PROJECT BRIEFINGS



3 x COMMUNITY LISTENING POSTS



1,500 VISITORS TO ONLINE CONSULTATION



PLACE MAKING WORKSHOP



SUSTAINABILITY WORKSHOP



6 x COMMUNITY REFERENCE GROUP MEETINGS

THE ISSUES AND INTERESTS



GREEN SPACE



RETAIL DIVERSITY



SPACE FOR THE ARTS & CREATIVE INDUSTRIES



COMMUNITY/ RECREATIONAL FACILITIES



ENVIRONMENTAL SUSTAINABILITY



PUBLIC REALM, ACTIVATION & EVENTS



A THRIVING BOUNDARY ST



BUILDING HEIGHT



COMMUNITY ENGAGEMENT

THE OUTCOMES



OPEN GREEN SPACE ON BOUNDARY ST



ARTIST IN RESIDENCE PROGRAM



500M² DEDICATED FOR COMMUNITY/ RECREATIONAL FACILITIES



GO-GET CAR SHARE



1,600 BICYCLE PARKS



COMMUNITY SQUARE



290M OF LANEWAYS



450 SPACE COMMERCIAL PUBLIC CARPARK



INTRODUCTION

1. INTRODUCTION

WEST VILLAGE IS AN URBAN AND HERITAGE RENEWAL OPPORTUNITY THAT IS UNRIVALLED IN QUEENSLAND.

It will be a new residential, commercial, recreational and retail precinct to be developed on the site of the former Peters Ice Cream factory, better known as the Absoe site.

The 2.6ha site is a commanding feature of the suburb as it fronts the dining, shopping and entertainment strip of Boundary Street, major public and private transportation routes on Mollison Street, as well as Little Jane Street and Wilson Street.

Adding to the scale and position of the landholding are two protected heritage buildings which served as an ice cream factory and ice cream cone factory until the closure of Peters in 1996.

The project site is captured within the South Brisbane Riverside Neighbourhood Plan (SBRNP) which prescribes the redevelopment parameters for the landholding.

The West Village project site already has a high degree of activation. At the time of acquisition by Uniacke (the developer) in 2014, the previous owners of the site, Absoe Business Equipment, were granted a head lease over the site and continue to manage the 30+ sub tenants as well as the Boundary Street Markets. Tenants on site are skewed to the creative industries, with Brisbane Festival a well-known organisation currently operating from Factory 2. The Boundary Street Markets see an estimated 7,000 people visit the site every weekend.

Shortly following acquisition of the site in April 2014, the project team agreed the need for a comprehensive community engagement plan and program, to ensure the master plan for the site reflected both commercial outcomes and community aspirations.

1.1 ENGAGEMENT AIMS & OBJECTIVES

There are no statutory obligations under the plan requiring community consultation for the development of this site. Rather, the aims and objectives of consultation were to:

- Understand the values and aspirations of the local community – including social, environmental and economic needs, and use this research to inform the project design
- Understand how the site is currently used, and what locals and visitors to West End would like to see included in the redevelopment
- Enlist the broad support of stakeholders for the West Village project
- Create a better West Village project by responding to community feedback
- Create interest in what will be a thriving place to live and do business
- Establish and build the reputation of West Village, as well as West Village joint venture partners, PAYCE and Sekisui House Australia, within the Brisbane market
- Build long term community partnerships, providing PAYCE with a strong corporate social responsibility agenda for its ongoing ownership and management of the retail and commercial components of the project

1.2 ENGAGEMENT PRINCIPLES

The Stakeholder Engagement Strategy adopted the following principles:

- The engagement process will meet the commitments it makes to deliver timely and relevant information to stakeholders in a “no surprises” engagement process
- The engagement process will be respectful, open and transparent
- Stakeholders will have easy access to the information they need to make informed and valid comment that can drive better design and better outcomes for the project
- West Village will at all times be a good neighbour: open with its information and respectful of community views and comments.



POLICY FRAMEWORK

2. POLICY FRAMEWORK

TO SET THE CONTEXT FOR COMMUNITY ENGAGEMENT A COMPREHENSIVE REVIEW WAS CONDUCTED OF RELEVANT POLICIES AT THE LOCAL GOVERNMENT LEVEL. KEY POLICIES OF RELEVANCE TO THE DEVELOPMENT OF WEST VILLAGE ARE SUMMARIZED BELOW.

2.1.1 Brisbane City Plan 2014

- Adopted on 30 June 2014 replacing Brisbane City Plan 2000
- Governed under the Sustainable Planning Act 2009 (SPA)
- Defines zoning, applicable neighbourhood plans and overlays
- Subject site is within the South Brisbane Riverside Neighbourhood Plan area

2.1.2 South Brisbane riverside neighbourhood plan

- Speaks specifically to the redevelopment of the Absoe site:
(d) Redevelopment of the Absoe site (111 Boundary Street – Lot 2 on RP151557) contributes to the vibrant village atmosphere of Boundary Street. A new urban plaza or public space on Boundary Street links activity from Boundary Street through the site to Mollison Street where the proposed CityGlider station is located. Retaining and re-using heritage buildings on the Absoe site gives new life to old buildings. Mixed use development integrates active ground-storey uses and community spaces with residential and commercial uses. New roads and pedestrian links allow people to move between Mollison, Little Jane and Wilson streets. Pressure on local parking is relieved by inclusion of an underground commercial car park forming part of the integrated redevelopment of the Absoe site.
- Provides development parameters addressing car parking, public accessible space, built form, performance criteria and acceptable solutions.

2.1.3 City Centre MasterPlan

- Sets the vision and strategic framework for how the inner city will develop over the next 20 years
- Has five strategies focused on economic development, public realm, built form, social & cultural, and transport
- Designates Melbourne & Boundary Streets as a precinct for knowledge incubators for small and emerging businesses
- Designates West End (including the West Village site) as a lifestyle destination where “live music, international food and bars make for an eclectic neighbourhood centre”

2.1.4 Brisbane Economic Development Plan 2012 – 2031

- Sets the vision for the city “In 2031, Brisbane is regarded as a top ten lifestyle city and global hub for resource and related service industry businesses. Its high performing economy is known for its strong business and cultural links with Asia”.
- Of particular relevance to West Village are the priority actions under the “Lifestyle City” target, which include:
 - Facilitate building of developments that enhance Brisbane’s attractiveness and identity
 - Activate music and night time precincts

2. POLICY FRAMEWORK

2.1.5 Digital Brisbane Strategy

- The Digital Brisbane strategy sets clear five-year targets including: doubling the number of Brisbane firms selling products and services online, a 35% improvement in productivity growth achieved through digital technology, and support for 50 promising local digital start-up companies.
- Strategy is of relevance given the City Centre Masterplan designates Melbourne & Boundary Streets as a precinct for knowledge incubators for small and emerging businesses.

2.1.6 Creative Brisbane strategy

- The Creative Brisbane Creative Economy 2013-22 strategy aims to strengthen Brisbane's liveability as a vibrant creative hub and to ensure Brisbane will be the premier location for talented people to live, work and play; a city to raise families, and develop careers and economic potential.
 - Of most relevance to West Village are Targets 3 & 6. Target 3: Vibrant and accessible city spaces has a focus on urban design and includes the following relevant actions:
 - Optimise 'identity-rich' heritage and significant sites in future development
 - Vibrant laneways program
 - Identify possible opportunity for place making and activation coordination for CBD and surrounding precincts
- Target 6 drives Council to work with the private sector to increase the amount of space available for creative start-ups

2.1.7 Brisbane Youth Strategy

- The Brisbane Youth Strategy includes the theme "Our well-designed, subtropical city", with the following target:

"Everyone will enjoy streetscapes, buildings and suburbs that reflect the highest sustainability standards and have been designed by creative young professionals who understand Brisbane's changing subtropical lifestyle. We will continue to engage young people in the planning and design of public projects, our Vibrant Laneways, Artforce and Living City programs..."

2.1.8 Brisbane Seniors' Strategy 2012-2017

- The strategy details Council's intentions to provide support, facilities, services and planning processes which accommodate the needs of an aging population.
- The strategy sets key strategic priorities including the development of seniors-friendly public spaces with well-designed street furniture and park equipment.

2.1.9 Brisbane Access & Inclusion Plan 2012-2017

- This plan sets targets to achieve universal inclusion of all residents and visitors in the life of Brisbane, and ensure that public buildings, venues and outdoor spaces are 'friendly, welcoming and accessible'.
- Some practical considerations highlighted in the plan include:
 - A focus on well-designed built environment
 - Inclusion of key stakeholders in community consultation that informs the planning and design of new infrastructure
 - Design new civic infrastructure that demonstrates innovation and leadership in providing for access and inclusion
 - Creation of people-friendly public spaces



3 COMMUNITY PROFILE

3. COMMUNITY PROFILE

THE DATA BELOW WAS PRIMARILY DERIVED FROM ABS CENSUS RESULTS FROM 2001 AND 2011, AND WAS USED TO DEVELOP APPROPRIATE ENGAGEMENT METHODOLOGY. WHEN REFERRING TO THE SOUTH BRISBANE PENINSULA, THE DATA IS BASED ON THE 4101 POSTAL AREA CENSUS DATA, WHICH INCLUDES THE SUBURBS OF WEST END, SOUTH BRISBANE, HIGHGATE HILL AND HILL END.

3.1.1 A Young Population

- Census data reveals that the South Brisbane Peninsula has a young population, with the highest number of residents aged between 20 and 35 years. The median age is 32, five years younger than the Australian median of 37 years.
- 56% of the population are single and have never been married, as opposed to 34% across Australia.

3.1.2 An Increasing Percentage of Young Adults

- The most noticeable age-group increase from 2001 to 2011 was seen amongst persons aged 25-29 years (increase from 11% to 14.5% of the population)
- There was a noticeable decrease in the percentage of the persons aged 0-14 years and in the percentage of persons aged 70 and over

3.1.3 Experiencing High Levels of Growth

- The total population of the South Brisbane peninsula was 19,300 in 2011
- The total population increased by 30% (4,426 persons) between 2001 and 2011
- By comparison, Brisbane LGA experienced a population growth of 19.2% between 2001 and 2011

3.1.4 A Rich History of Cultural Diversity

- The Peninsula has a strong history as a home to migrants. In the 2011 Census, 47% of the population reported that both parents were born overseas, as compared to only 26% across Queensland.
- 36% of residents speak a language other than English (or in addition to English) at home. The most prevalent are Greek, Mandarin, Vietnamese, Cantonese and Spanish.

3.1.5 A Place for Students

- 37.5% of people are attending an educational institution. Of these, almost half are attending a tertiary or technical institution – more than double the Queensland average. This is to be expected, given the close proximity of South Bank TAFE, Griffith University, SAE Quantam College, and QUT, as well as other smaller colleges.

3.1.6 Increasing Resident Prosperity

- In 2001 the median total personal income of residents in West End (\$343), South Brisbane (\$387) and Highgate Hill (\$382) was noticeably less than Brisbane LGA (\$416)
- In 2011 the median total personal income of residents in West End (\$718) and South Brisbane had increased and were higher than Brisbane LGA (\$692). The medium personal income of residents in Highgate Hill is only marginally lower (\$677)

West End State School has pupils from 48 language backgrounds.

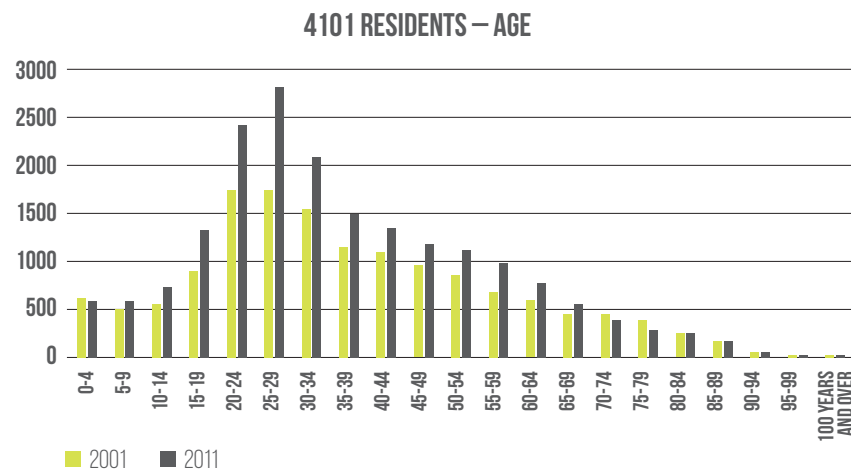
3. COMMUNITY PROFILE

3.1.7 High Density, Apartment Living

- The majority of residents live within apartments, most over 4 storeys in height. The most common configuration is two bedrooms.
- The number of occupied apartments at the time of the Census increased from 3,602 apartments in 2001 to 4,784 apartments in 2011.
- The average household size in the South Brisbane Peninsula is 2.2 persons, lower than the Brisbane Local Government Area average of 2.6 persons.
- Most residents (60%) rent their home, which is double the national average.


3.1.8 A Reduced Indigenous Presence

- 1.2% of the resident population identified as an Indigenous person in 2011
- The Indigenous population decreased slightly from 309 persons in 2001 to 236 in 2011



Whilst the South Brisbane peninsula saw a slight reduction in its indigenous population between 2001 and 2011, the precinct remains a place of significance for Aboriginal people.



A smiling woman with blonde hair is holding a white sign. The background is a warm, indoor setting with string lights and a balcony railing.

Small businesses, park benches,
environmental consciousness

4 ENGAGEMENT & CONSULTATION APPROACH

4. ENGAGEMENT & CONSULTATION APPROACH

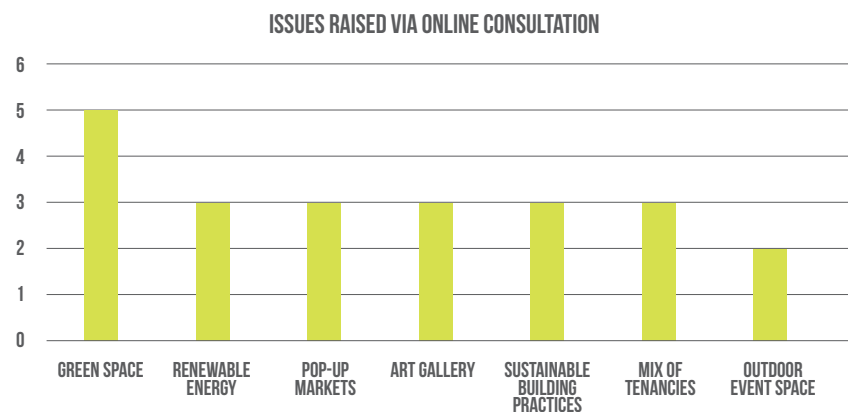
THE ENGAGEMENT APPROACH WAS BASED ON THE DESKTOP REVIEW OF LOCAL GOVERNMENT POLICIES, THE DEMOGRAPHICS OF THE LOCAL AREA, AND THE UNIQUE NATURE OF THE PROJECT SITE.

4.1 COMMUNITY ENGAGEMENT WEBSITE

A community engagement website was launched on 08/01/2015. This website provides:

- Project overview and map
- Site history
- Key dates for consultation
- An online consultation feature
- Question & answer section
- Project news

The website has had more than 1,500 unique visitors to date and close to 7,000 page views. 8 submissions were made by the online consultation feature (as at 1 April 2015). Issues and ideas for West Village raised via online consultation are included in the graph below.

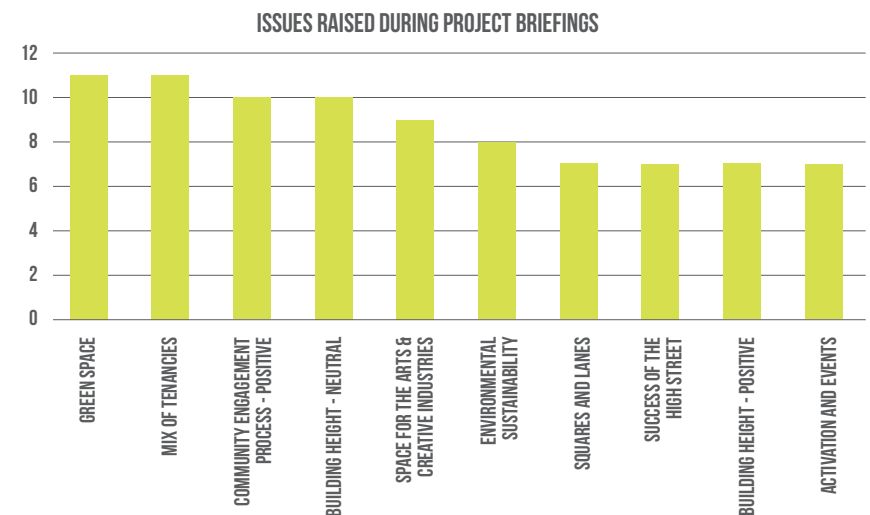


4.2 STAKEHOLDER BRIEFINGS AND SITE TOURS

The project team has taken an open-door policy to community engagement and provided more than 50 project briefings and site tours to stakeholders. Briefings have included the following organisations:

- Micah Projects
- West End Traders Association
- Brisbane CBD Bicycle Users Group
- Bicycle Queensland
- West End Community House
- Business Southbank
- West End Community Association
- West End State School
- Brisbane Festival
- Brisbane State High School
- Brisbane Marketing
- Chamber of Commerce & Industry Queensland
- Construction Skills Queensland
- Brisbane Development Association
- The Westender
- The Courier Mail
- CitySmart

The below graph shows the top 10 issues raised by stakeholders during project meetings and briefings.



WEST END

Community to be consulted

THE third in a series of community "listening posts" for the West Village project at West End will be held tomorrow. West Village is a project designed to transform a 2.6ha site known locally as the Absoe site into a lively community hub and exciting new destination for Brisbane.

The listening post will be held on Friday, from 5-8pm at the Boundary Street Markets. People can also register their interest and receive regular updates at westvillage.com.au.

WEST END

Village project looks for input

RESIDENTS are being invited to contribute their ideas for the West Village project at West End at the final community "listening post" on March 20.

West Village is a development project aiming to transform a 2.6ha area known locally as the Absoe site into a community hub and residential complex.

The listening post will be held on Friday, March 20 from 5-8pm in the old train carriage at the Boundary Street Markets, West End.

For more information, see westvillage.com.au.



I'd love to see mix-used space that allows for interaction with the community and prioritises participation in the community. Green spaces that can be used actively, as incidental gathering places.

The ability to wander through a complex safely, not have it closed off from street traffic.

Spaces that encourage sustainable practices like community gardens, or communal edible gardens, green building practices, community composting, solar rooftops, bees.

Eating places that reflect the diversity of West End, places for families not just 18-25s, places where older people can mix with younger people.

Not too much yeah?!

Leonie,

11 January 2015 via online consultation



[/westvillagebrisbane](https://www.facebook.com/westvillagebrisbane)
[@WestVillage_Brisbane](https://www.instagram.com/WestVillage_Brisbane)

WEST VILLAGE COMMUNITY LISTENING POST

HAVE YOUR SAY!

Share your ideas for the West Village project and learn about this exciting new destination for Brisbane in the heart of West End's Boundary Street precinct.

Friday, March 20 from 5pm - 8pm in the old train carriage at the **Boundary Street Markets**.

You can also contribute ideas via the website www.westvillage.com.au



fast lane Planning begins

Planning has started to transform the Absoe site on Boundary St, West End, into a multi-use development. The West Village project will have a mix of residential apartments, retail outlets, workplaces and open spaces on the 2.6ha site. Two heritage-listed buildings will also be incorporated. As part of community consultation, the first in a series of "listening posts" will be held this Friday at the Boundary Street Markets from 4-8pm. To register your interest, visit westvillage.com.au. Residents can also sign up for regular project updates.



West Village will be an exciting new destination for Brisbane in the heart of West End's iconic Boundary Street precinct, just 1.1 kilometres from the city CBD. Once home to the Peters' Ice Cream Factory, the 2.6-hectare site will be transformed into a vibrant mix of work spaces, retail outlets, restaurants, open public realm and well-designed apartments to suit a wide range of buyers.

WE NEED YOUR HELP
 A project of this scale needs community input. We'd like to know what facilities, services, retail and events you'd like to see at West Village.

Talk to the team at the Boundary Street Markets on Friday 20 February from 5pm to 8pm.

WANT TO FIND OUT MORE?
 Go to www.westvillage.com.au and sign up to receive regular updates.

PAACE **SENIO HOUSE**

WHAT WE'RE COMMITTED TO:

- Bicycle paths and end of trip facilities
- Commercial car park
- Vibrant new marketplace
- Heritage buildings restored
- Open space on Boundary Street
- Community input



4. ENGAGEMENT & CONSULTATION APPROACH

4.3 LISTENING POSTS FOR THE COMMUNITY VOICE

Community ‘listening posts’ were conducted monthly from December to March (February being cancelled due to inclement weather) to ascertain broad stakeholder sentiment on the character, special appeal and potential of the site and the area. The listening posts were scheduled at the following dates and times:

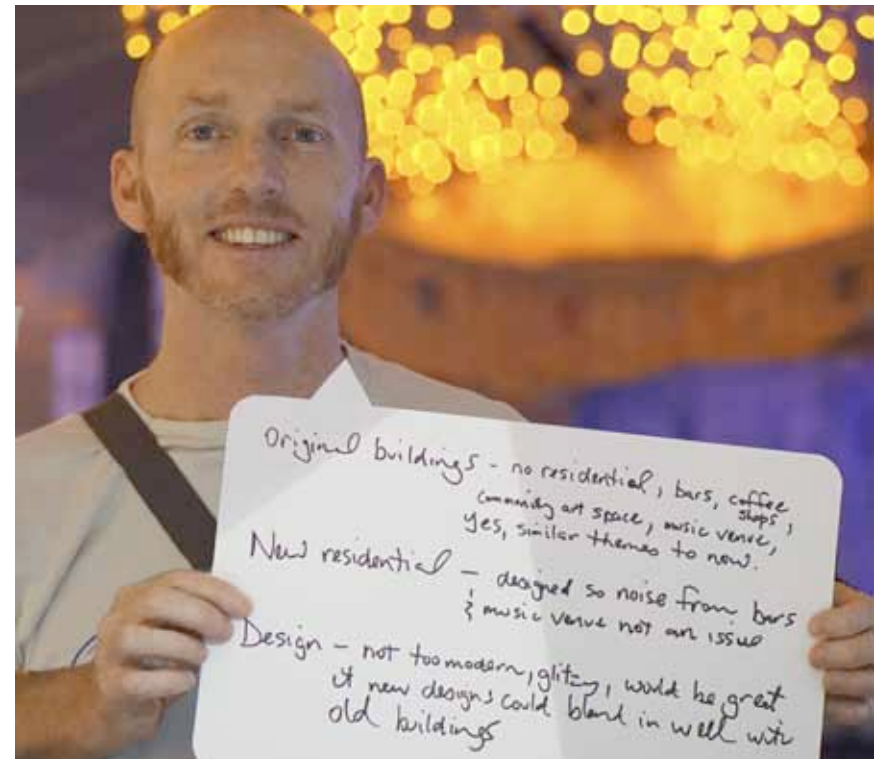
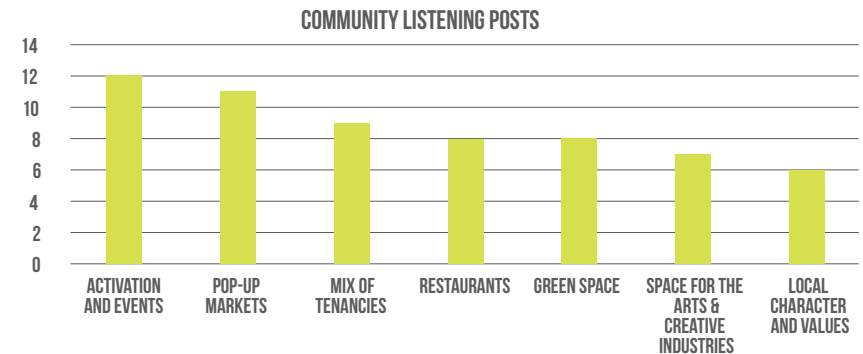
1. Friday 5th December 2014, 4pm to 10pm
2. Friday 9th January 2015, 5pm to 8pm
3. Friday 20th February 2015, 5pm to 8pm (cancelled due to inclement weather)
4. Friday 20th March 2015, 5pm to 8pm

The listening posts were promoted through a variety of ways including:

- Media coverage in the Courier Mail, City South News, and West End Magazine (online)
- Paid advertisements in the City South News
- Facebook posts
- Paid advertisements on Facebook
- Letterbox drop (letters from Project Director) to surrounding streets
- Letterbox drop (postcards) to 7,000 households and businesses across West End and South Brisbane
- Electronic direct mail to database.

The listening posts provided opportunities for local community members and visitors to gain information about the project and to express their views. The listening posts were conducted on-site at the Boundary Street Markets and used thought bubbles to pose a question and elicit information from stakeholders. Community members were asked to write down ideas for the development, or the types of things they would like to see as part of the proposed mixed-use project.

Between 80 and 100 people attended the listening posts. Ideas/issues raised at the three listening posts most frequently are included in the graph opposite.



4. ENGAGEMENT & CONSULTATION APPROACH

4.4 PLACE MAKING WORKSHOP

The Hornery Institute was engaged by the project team to facilitate a place making workshop for West Village. The purpose of the workshop was:

- To use the outputs of community engagement to date to confirm what is important and unique about the site and the surrounding urban landscape and community
- To identify the target audiences and explore their place and lifestyle values
- To articulate place pillars (principles) that will inform all aspects of the development of West Village

The workshop took place on the 12th January 2015 and was attended by representatives from the project team as well as architects and urban designers working on West Village.

The following place pillars were established for the project:

1. Discovery

- granularity & intimacy
- chance encounters
- intrigue and fascination

2. Evolution of the “West End Spirit”

- evolution not revolution
- spirit ... is more than bricks and mortar

3. Connectivity and “Civitas”

- a sense of public benefit and pride
- a community building project for both West End and Brisbane

4. Livability

- diverse and inclusive
- relaxed lifestyle

4.5 SUSTAINABILITY WORKSHOP

PAYCE, on behalf of the West Village joint-venture, has become a Foundation Member of CitySmart, Brisbane City Council’s sustainability agency. As part of this commitment, CitySmart facilitated a project sustainability workshop for West Village with its partners on 24th February 2015. The purpose of this workshop was to ensure leading and innovative environmental sustainability ideas were applied to West Village in the early stages of planning.

The following CitySmart partner organisations were represented at this workshop:

- CitySmart
- Energex
- CSR Bradford
- Cofely GDF Suez
- Sunverge
- Thiess
- Knauf
- GHD
- Tritium
- VAE
- Veolia
- Verdant Vision
- CSR
- Queensland Urban Utilities

West Village joint-venture partner, Sekisui House Australia, also facilitated the attendance of Normura Research Institute (NRI) at the workshop. NRI is a leading technology and sustainability consulting firm from Japan.

Outcomes from the workshop will be included within the Sustainability & Community Development Plan for West Village.

4. ENGAGEMENT & CONSULTATION APPROACH

4.6 SPECIAL INTEREST WORKING / REFERENCE GROUPS

West Village has established three special interest working / reference groups for:

1. Community & Public Realm
2. Local Business
3. People Movement & Safety

The purpose of these groups is to contribute to the development of ideas, concepts or specific projects in each subject area. The groups operate under an agreed code of conduct and behaviour, and under the guidance of the discipline leader from the project consultant team.

Membership is limited to four or five people who live or work in the South Brisbane peninsula and who have expertise in or are passionate about the subject areas.

Principalis was engaged to recruit for and facilitate these groups. The terms of reference for these groups are provided in Appendix A. The names of the participants have been withheld.

Key issues discussed by the reference groups include:

- Mix of tenancies
- Building height
- Outdoor event space
- Connectivity
- Squares and lanes
- Reverse amenity
- Success of the high street
- Water features
- Public art

- Green space
- Local character
- Park provision for population growth
- Activation and events
- Community engagement process
- Hours of use for the public space
- Pop-up markets
- Cycling end of trip facilities
- Meeting rooms for community or business purposes
- Shadowing
- Location of taller buildings within the scheme

4.7 SOCIAL MEDIA

West Village has established a presence both on Facebook and Instagram, to keep the community informed about the project, provide open engagement, and build and maintain awareness through the Development Application process.

To date the Facebook page has approximately 500 followers. Facebook posts as well as Facebook advertising has proved particularly effective in promoting the community listening posts.

4.8 EMAIL NEWSLETTERS

Email newsletters are sent monthly to approximately 250 subscribers, providing dates and times for consultation and other project news.



ISSUES AND PROJECT RESPONSE

5. ISSUES AND PROJECT RESPONSE

THE FOLLOWING ANALYSIS IS BASED ON THE KEY ISSUES RAISED DURING CONSULTATION, INCLUDING:

- ONE-TO-ONE BRIEFINGS
- PUBLIC CONSULTATION EVENTS
- COMMUNITY REFERENCE GROUP MEETINGS
- WEBSITE FEEDBACK

5.1 GREEN SPACE

There is strong demand from the community for increased public open space, particularly green space, within West End. Concerns have been raised amongst a small number of stakeholders about the categorisation of this space as a plaza within the SBRNP. When explored this concern was largely driven by the desire for green space and unrestricted public access.

5.1.1 Project Response

A 'Community and Public Realm Reference Group' was formed by the project team in response to the importance of public space to the local community.

The requirement under the SBRNP is for an urban plaza or public space fronting Boundary Street. The project response is to deliver a 'village green', providing approximately 1,400 m² of publicly accessible space on Boundary Street.

Designing the underground carpark at the back of the site and away from the village green will allow for deep planting, ensuring the space will be lush, green and inviting for the community.

A second, European-style paved square will complement the village green, providing between 600 and 800 m² of additional public open space. Both spaces, as well as the pedestrian laneways through the site, will be accessible by the public 24 hours 7 days per week. As a response to community concerns regarding the governance of privately-owned public space, a governance strategy will be commissioned for these spaces.

In total, West Village will deliver 25% more publicly accessible open space than required under the SBRNP to ensure the village atmosphere that makes West End unique is alive not just around, but on the site.

5.2 RETAIL DIVERSITY

We have seen broad community interest in the mix of tenancies to be included as part of the retail/commercial component of West Village. Community members see this as critically important to maintaining the "West End vibe". There is general consensus that the inclusion of some smaller retail tenancies, independent and local businesses, and unique retailers (not those commonly seen within major centres) will help create an atmosphere in-keeping with the values and aspirations of the local community.

There has also been strong interest amongst existing Boundary Street traders for "anchor tenants" which will drive consumer activity in the precinct.

5.2.1 Project Response

A 'Local Business Reference Group' has been established by the project team to provide feedback and input to this issue. The relationship between West Village and the Boundary Street retail environment is also a key discussion item for this group.

The project team is committed to delivering a mix of tenancies that reflect and enhance the current retail and dining offer within West End. This will be achieved by:

- Designing a mix of larger and smaller tenancies within West Village
- Creating a brand for the project that supports the "evolution of the West End spirit"

5. ISSUES AND PROJECT RESPONSE

- Developing a retail leasing strategy that actively targets local businesses as well as retailers not generally seen within major regional shopping centres

PAYCE intends to maintain ownership of the retail and commercial assets at West Village, and as a result will be able to better plan for an appropriate and complementary mix of tenancies that respond to community and consumer demand.

The project team has also committed to working with the West End Traders Association to sponsor brand development for Boundary Street retail, to help the precinct to compete with other high street and dining/entertainment environments, such as Caxton Street and James Street.

5.3 SPACE FOR THE ARTS & CREATIVE INDUSTRIES

The project site has been home to numerous arts & creative industries businesses since the acquisition by Absoe Business Equipment in 1996. Whilst most creative tenants have been highly transient (with the exception of Studio West End and Vision Gallery), their presence within the heritage buildings is recognised by many stakeholders as a key part of the character of the site, and there is a desire to see the arts have a place within the redevelopment.

5.3.1 Project Response

West Village will include a small studio/gallery space for artists/creatives within the project. This space will be provided at a discounted market rent as part of an 'Artist in Residence' program.

Working with a local dealer, West Village will display a portfolio of artwork by local artists within the project sales centre. The intent of this initiative is to promote local artists, and provide apartment buyers with the confidence and connections to purchase local artwork.

The Village Green and Peters' Square will also provide significant new spaces for performance art, festivals, artisan markets, outdoor cinemas, and other community activities. The project team will also commit to the inclusion of public art within the project, to ensure a connection to the arts is felt within the public realm.

5.4 BUILDING HEIGHT

Throughout the engagement process stakeholders have asked about building height. The project team has taken a transparent approach explaining that both code assessable – up to and including 15 storeys, and impact assessable – above 15 storeys, designs are being considered. Whilst concerned about the impact taller buildings could have on the local character, almost all stakeholders with which this has been discussed have appeared open to exploring options which would see increased building heights in exchange for increased public open space at ground level.

5.4.1 Project Response

Urbis was commissioned to prepare an Urban Context Report which thoroughly examines the issue of building height for the West Village site in its urban context. This report was presented by Urbis to the West Village Community & Public Realm Reference Group and will be available publicly as part of the preliminary approval.

As a result of this investigation, as well as the extensive community engagement process undertaken to date, the master plan includes 11 buildings (2 heritage buildings, 2 retail pavilions and 7 residential/commercial buildings), three of which are above the 15 storey code-assessable height limit. These buildings are proposed at 18, 20 and 25 storeys. The location of taller buildings within the site has been carefully considered and the rationale is provided within the Urban Context Report. It is the view of the project team that this configuration delivers optimal urban design and public realm outcomes for the site.

5.5 COMMUNITY ENGAGEMENT PROCESS

The West Village project team has embarked on a comprehensive community engagement process that has received positive feedback from the community. There is strong demand from segments of the community for continued consultation following release of the master plan.

5. ISSUES AND PROJECT RESPONSE

5.5.1 Project Response

The West Village team will continue to engage with the community following launch and lodgement of the master plan (preliminary approval) via:

- An on-site Vision Centre, which will provide the community with a place to access information in regard to the proposal and meet with the project team
- Community Open Days – where the community will be able to meet with the project team and specialist consultants
- Project website – providing information and documents relating to the development as well as links to relevant government agency websites and policies

5.6 SCHOOL CAPACITY

A number of community members have expressed concern about the impact population growth will have on West End State School and Brisbane State High School.

5.6.1 Project Response

Whilst the provision of school infrastructure is not within the control of the project team, we acknowledge the role the project can play in enriching educational outcomes for local students. The West Village project team has been working with both West End State School and Brisbane State High on curriculum enrichment opportunities. Currently students from Brisbane State High School are designing apartments for West Village as part of their built environment studies. The project team is committed to continued partnerships with local schools in the areas of place-based education, skills development and curriculum enrichment.

5.7 PROTECTION OF HERITAGE BUILDINGS

The protection of the two heritage buildings is of interest to many community members, and stakeholders have responded well to plans to keep these buildings as part of the redevelopment of the site.

5.7.1 Project Response

The two heritage Peters' Ice Cream factory buildings will be retained and restored for adaptive re-use as part of the redevelopment. The proposed master plan will see the demolition of a 1970s double storey brick building (93 Boundary Street) which currently blocks the view to Factory 1 from Boundary Street. The master plan further celebrates Factory 1 with a design that is reminiscent of a 'cathedral in the round' by surrounding the heritage building with public space.

5.8 SOCIAL INFRASTRUCTURE

Whilst no provision for social infrastructure is required under the SBRNP, a number of stakeholders raised the possibility for community/recreational facilities at West Village. Ideas included facilities that would be government operated, such as a library, and those that could be facilitated by commercial or not-for-profit organisations, such as a digital/creative hub, childcare, and gym.

5.8.1 Project Response

The West Village project team engaged Urbis to prepare a social infrastructure assessment for the site in response to community feedback. This report suggested several opportunities for further investigation, including:

- Relocation and expansion of the existing library on Boundary Street
- Digital/creative hub
- Flexible space for community/social enterprise
- Discounted space for creative enterprises

An allocation within the masterplan of 500m² has been identified for community/recreational purposes¹ and its location will be subject to continuing consultation with stakeholders and the project team.

¹ Community/recreational purposes is defined by the project team as uses which are deemed to provide a community benefit. This could include both not-for-profit operations, as well as commercial facilities such as gyms, childcare, business hubs, etc.

5. ISSUES AND PROJECT RESPONSE

5.9 TRAFFIC & PARKING

Some stakeholders have raised concerns about the increased traffic and parking that will be generated by the development, both from the residential apartments and from the retail/commercial environment.

Boundary and Mollison streets are important routes delivering public transport passengers, private transport passengers, private vehicle commuters and commercial vehicles to and from, and within, the South Brisbane peninsula.

These traffic arteries, along with secondary roads Russell, Jane and Bank streets, also service the parking needs of the retail stores and restaurants of the Boundary Street precinct.

The only significant multiple-space, free public car park in the precinct is at The Markets Shopping Centre, adjacent to the project site's Mollison Street frontage. A commercial car park at the Melbourne Hotel is largely used by commuters.

5.9.1 Project Response

A 'People Movement & Safety Community Reference Group' has been established by the project team to provide advice and feedback regarding traffic, parking, active transport, and safety.

A detailed traffic and parking management study has been prepared by TTM and will be submitted as part of the preliminary approval application.

The West Village team has also signed an agreement with car sharing scheme 'GoGet' to encourage car sharing by residents. West Village will also provide approximately 1,600 bicycle parking places as well as end of trip facilities within the development.

The proposed site design includes four street frontages with multiple car park entries to manage traffic flow.

The development will also provide a commercial and residential car parking, as required by Brisbane City Council. Significant investment in end of trip facilities such as bike racks, lockers and showers will support and encourage carless commuting.

5.10 ENVIRONMENTAL SUSTAINABILITY

The environmental sustainability of the project is a priority for many stakeholders, with ideas and interest received in the areas of design, construction materials, renewable energy, biodiversity, transport, waste, water and sustainable living.

The project team for West Village proactively engaged with CitySmart, Brisbane City Council's sustainability agency, in the design of West Village. Through this partnership, CitySmart facilitated a comprehensive sustainability workshop, giving the West Village project team access to a wide range of experts in environmentally sustainable design.

5.10.1 Project Response

Using the results of community consultation, the sustainability workshop, and drawing on industry leading practices promoted by the Green Building Council of Australia and the Urban Development Institute of Australia, a comprehensive Sustainability & Community Development Plan will be prepared for West Village.

West Village is well-placed to deliver a holistic approach to sustainable living. Residents will benefit from:

- A master-planned site optimised for passive design and solar orientation
- Brand new, smaller footprint homes which on average achieve higher NatHERS ratings than older homes
- Homes that are walking distance to the greatest concentration of jobs in Queensland
- Easy access via public and active transport to a vast array of amenities and social infrastructure

Of the initiatives to be included in the Sustainability & Community Development Plan, the project team has already committed to:

- Providing car-sharing on-site through Go-Get
- Recycling at least 60% of built form construction waste

5. ISSUES AND PROJECT RESPONSE

- Reducing the urban heat island effect through careful choice of building materials and vegetation
- Providing approximately 1600 bicycle parks and end-of-trip facilities
- Providing infrastructure to support electric vehicles.

5.11 PUBLIC REALM, ACTIVATION & EVENTS

The current use of the site for the Boundary Street Markets has set an expectation that West Village will be a place to gather and celebrate. This was clear through the community listening posts, which saw requests for markets, festivals and events dominate. Stakeholders also commented, through both briefings and reference group meetings, that the Boundary Street precinct was in great need of a community meeting place.

5.11.1 Project Response

West Village will include generous public realm provisions including:

- village green fronting Boundary Street of approximately 1,400 m²
- European-style paved square of between 600 and 800 m²
- 290 linear meters of laneways
- 350 m² of stairs (capacity of 150+ for outdoor event seating).

These spaces will provide the canvas for a markets, festivals and other events once completed. Further detail is provided within the Public Realm and Landscape Report prepared by Urbis.

5.12 SUCCESS OF THE HIGH STREET (BOUNDARY STREET)

Whilst most stakeholders involved in the consultation to date felt that West Village would be beneficial to the existing Boundary Street commercial environment, some did raise concerns regarding the quantum of retail proposed. Many stakeholders expressed the view that urban design would play an important role in blending West Village with the existing retail environment, and the need for destination tenancies to “grow the pie” of customers to the precinct.

5.12.1 Project Response

The West Village project team commissioned economic impact assessments by MacroPlanDimasi and AEC Group for West Village.

Key findings include:

- The economic impact assessment by MacroPlanDimasi shows strong demand within the primary trade area for further supermarkets, with the current population significantly underserved.
- The Economic Impact Assessment prepared by AEC Group found West Village will provide significant economic impact for the local area, creating 860 additional long term jobs in Brisbane providing \$50 million in wages and salaries each year.
- The residential component of West Village will generate between \$75 million and \$82 million in household expenditure per year.

Through the Local Business Community Reference Group, the West Village project team has also committed to sponsoring brand development for the Boundary Street precinct. This work will be delivered by creative agency ‘Nick’.

5. ISSUES AND PROJECT RESPONSE

5.13 AFFORDABLE HOUSING

West End is a highly desirable suburb and property prices have risen sharply over the past decade. The median house price in West End is \$945,000 (as at 23 March 2015)², more than double the Queensland average. It is therefore not surprising that stakeholders are asking about affordable housing for the suburb.

5.13.1 Project Response

Increasing housing stock within West End is critical to ensure the suburb remains accessible and inclusive. Due to the protection of character housing within the area, this is primarily possible through new apartment projects which not only deliver more affordable product (the median apartment price is currently \$570,000³, 40% less than the median house price) but well suited to the prevailing demographic. 36% of the population are aged 20-34 years (compared with Brisbane LGA where 25.54% of the population are 20-34 years) and the most common household type is couples without children³.



² realestate.com.au, 2015

³ ABS Census, 2011



WEST VILLAGE VISION CENTRE

NEXT STEPS

6. NEXT STEPS

THE PROJECT TEAM WILL CONTINUE TO ENGAGE WITH THE COMMUNITY FOLLOWING PROJECT LAUNCH AND LODGEMENT OF THE DEVELOPMENT APPLICATION, TO ENSURE THAT WEST VILLAGE IS AN EXEMPLAR, LANDMARK DEVELOPMENT FOR THE CITY OF BRISBANE.

6.1 VISION CENTRE

West Village will establish a project Vision Centre to coincide with the official launch of the project on May 1, 2015. This vision centre will be open to the public at scheduled hours as well as by appointment, from project launch through to the conclusion of the public notification period for the preliminary approval.

The Vision Centre will provide opportunity for the community to access project information and provide feedback.

6.2 OPEN DAYS

Two community open days will be scheduled at the Vision Centre, one during the request for information period and the second during the public notification period.

At these open days, the community will be able to speak with members of the West Village project team, including technical experts in traffic and urban design.

6.3 STAKEHOLDER BRIEFINGS

The project team will provide briefings to key stakeholder groups where requested and appropriate, up to and during the public notification period for the preliminary approval.

6.4 SUSTAINABILITY & COMMUNITY DEVELOPMENT PLAN

The results of our community engagement process will inform the development of a comprehensive Sustainability & Community Development Plan. This plan will demonstrate how West Village will incorporate economic, social and environmental sustainability into the development and ongoing operational phases of West Village.





APPENDIX A

APPENDIX A – PUBLIC REALM AND COMMUNITY WORKING GROUP

1 SCOPE OF WORK

The Public Realm and Community SIWG will consider the character, public interface and community interaction elements of the proposed development, including:

- Public art
 - Style and location of art through the development
 - Mechanisms for incorporating art produced by local artists, including competition
- Community facilities
 - Consideration of opportunities
 - Comment on options and information arising out of Listening Posts
- Public places and spaces
 - Naming structure for open spaces and walkways
 - Character and style of town square / public plaza
 - Character and style of through-site connections
- Heritage
 - Consideration of opportunities for creative re-use of heritage buildings
 - Community interface with heritage buildings

2 MEMBERSHIP

Membership will be invited by WEJV, on the basis of understanding of the community of the South Brisbane peninsula community and expertise or knowledge of the individual working group subjects.

The identity of SIWG members will not be made public without the consent of the members.

It will be assumed by WEJV that a member of a SWIG will be speaking on his or her own behalf, unless otherwise notified.

3 MEETING PROCEDURES

Meetings will be held at a location and time to suit the majority of members.

A meeting agenda will be prepared for each meeting.

4 AUTHORITY AND REPORTING

The SIWG are consultative, and have no delegated decision making authority.

Where consensus cannot be reached, minutes and reports will clearly outline differing points of view.

5 CONFIDENTIALITY

Any confidential information that is provided at SIWG meetings will be declared as such, and the West Village Joint Venture will expect that confidentiality to be respected.

APPENDIX A – LOCAL BUSINESS WORKING GROUP

1 SCOPE OF WORK

The Local Business Reference Group will consider the business and commercial environment of West End, taking in Boundary Street, Hargrave Road and the West Village development, including:

- Impact and opportunities created by West Village
 - Articulate the aspirations of the Boundary Street business community
 - Identifying the issues and challenges facing Boundary Street retail and local businesses
 - How West Village can address the issues and challenges
 - Commissioning of economic impact study on West Village
- Tenancy mix at West Village
 - What mix of retail and commercial tenancies in West Village would enhance trading in Boundary Street
 - What impacts would the inclusion of a supermarket in West Village have on Boundary Street
- Creating a West End business identity
 - Consideration of the need for an overarching West End identity and brand, such as that established by Caxton Street
- Public open spaces
 - How does West Village physically address Boundary Street
 - Governance system for the public open spaces
 - Naming of public open spaces and connecting walkways through the site

2 MEMBERSHIP

Membership has been invited by WEJV, on the basis of understanding of the community of the South Brisbane peninsula community and expertise or knowledge of the individual working group subjects.

The identity of SIWG members will not be made public without the consent of the members.

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APPENDIX A – PEOPLE MOVEMENT AND SAFETY WORKING GROUP

1 SCOPE OF WORK

The People Movement and Safety Reference Group will consider the traffic and transport issues that exist and the impact and opportunities arising from the West Village project, including:

- Traffic and car park impacts
 - Traffic flow and impacts arising from the West Village project
 - Impact of car park, and operation of car park
- Opportunities for public transport arising from the West Village project
 - Connecting West End commercial elements – Boundary Street, Hargrave Road and West Village – by electric bus service
- Cycling
 - End of trip cyclist facilities
 - Advise on a business model for end of trip cycling facilities

2 MEMBERSHIP

Membership has been invited by WEJV, on the basis of understanding of the community of the South Brisbane peninsula community and expertise or knowledge of the individual working group subjects.

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