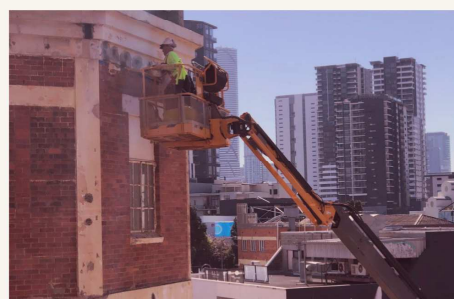


**WEST VILLAGE  
COMMUNITY  
DEVELOPMENT  
PLAN  
SEPTEMBER  
2018**



# **1 INTRODUCTION**

Sekisui House Australia's defining philosophy "Love of Humanity" is underpinned by commitments to truth and trust, superior quality and leading technology, and comfortable housing and ecologically sound communities.

Our unique approach to sustainability extends far beyond the environment, as we work towards improving the social, economic and residential value of homes and communities.

In keeping with this philosophy, Sekisui House has achieved Green Star Communities certification for its flagship Brisbane community, West Village.

This Community Development Plan is designed to meet the objectives of credit 10.0 Community Development, under the Green Star Communities tool.

The objective of this plan is to guide sustainability strategy and initiatives (environmental, social and economic) in a way that is both reflective of and responsive to the needs of the local community.

The plan will help all residents, employees and visitors to West Village build a strong, sustainable and prosperous community, and will reflect the values and aspirations of both the community and Sekisui House Australia.

## 2 IMPLEMENTATION

It is the responsibility of the Sustainability & Engagement Manager to implement this plan. The Sustainability & Engagement Manager will be assisted by others in the project team including:

- Activation and Retail Marketing Manager
- Sales & Marketing Coordinator
- Retail Design Manager

Name	Role	Responsibilities
Natasha Mulcahy	Sustainability & Engagement Manager (and project GSAP)	Write the plan Oversee implementation of the plan
Amanda Leacy	Activation and Retail Marketing Manager	On site events and activations
Teagan Rose	Sales & Marketing Coordinator	Social media, events
Tim Layton	Retail Design Manager	Infrastructure

### 2.1.1 MONITORING, EVALUATION AND REVIEW

This plan will be monitored every six months with a review undertaken annually.

### 3 BACKGROUND

West Village will rejuvenate an industrial West End site by delivering new residences, shops and places that reflect the identity of the suburb and, in doing so, create a new destination for all of Brisbane.

To be built in stages, West Village will ultimately comprise:

- One, two and three bedroom apartments and townhouse designs to accommodate multiple resident types, including singles, share accommodation, partners and families
- Approximately 15,000m<sup>2</sup> of retail and commercial area, including:
  - full-line supermarket
  - retail, restaurants and services
  - Medical Centre
  - Childcare
  - Office suited to creative industries and co-working
  - A 500m<sup>2</sup> tenancy dedicated for community use
- 450 space commercial car park
- Restored heritage buildings
- Two parks – Boundary Street Common and Mollison Green
- 30% of the site as 24 hour publicly accessible open space, laneways and arcades

#### 3.1.1 WEST VILLAGE MASTERPLAN

Stage 1 of the masterplan is now complete with first residents moving in during October 2018. Stage 1 delivered 322 apartments and 2 townhouses, a new park (The Common), 4 commercial office tenancies and 3 retail dining tenancies.



## 4 COMMUNITY PROFILE

The primary catchment for this community development plan is the South Brisbane peninsula (4101 postcode area), however acknowledging that West Village will be a destination that is visited by residents from across Brisbane, as well as visitors to the city.

In the 2016 Census, there were 22,861 people living in the South Brisbane peninsula 4101, making it one of the most vibrant and densely populated areas in Brisbane.

The median age of people the peninsula is 32 years, 4 years younger than the national average. Children aged 0 - 14 years make up 11.4% of the population and people aged 65 years and over make up 8.7% of the population.

Due to the proximity to excellent education facilities, such as QUT, Griffith University and South Bank Tafe, it is unsurprising 39% of residents are attending an educational institution. Of these, 11.7% were in primary school, 14.3% in secondary school and 44.2% in a tertiary or technical institution.

The area is affluent and well educated. 44% of the population has attained a Bachelor Degree level education or above, compared to 18% for Queensland. Personal, family and household incomes are also all well above Queensland medians incomes. The median family income across Queensland is \$1661, however in the peninsula this is \$2233.

The most common occupations for the local community include Professionals (39.5%), Managers (13.7%), Clerical and Administrative Workers (11.9%), Community and Personal Service Workers (10.3%), and Technicians and Trades Workers (7.7%).

The area is very multicultural, with almost half the population born outside of Australia. The most common countries of birth outside of Australia are England, China, New Zealand, India, and Vietnam. Whilst the area the indigenous population of the area is low at only 1%, the area maintains important cultural links for aboriginal people.

Whilst the most common methods of travel to work is still by car (as driver 34.8%), the area does have much higher public and active transport use than Brisbane or Queensland averages. 17.1% of residents exclusively walked to work on the day of the last census, versus 3.3% across Queensland.

## 5 COMMUNITY VISION

The Hornery Institute was engaged to develop a place vision for West Village, building upon the results of extensive stakeholder engagement by the project team and specialist consultants, as well as psychographic profile data for the local community. The consultancy produced the following 'place pillars' for West Village:

- Discovery – Granularity & Intimacy
- Evolution of the 'West End Spirit'
- Connectivity & Civitas
- Liveability – Diverse & Inclusive

From this, the following community vision has been created across environmental, social and economic sustainability:

### **Environmental Sustainability Vision**

West Village will be a place where sustainable living comes easily. Where walking and cycling is the natural choice, and everything is in easy reach. West Village residents will enjoy a sustainable and affordable lifestyle, benefiting from well insulated homes with energy and water efficient design and appliances.

Restaurateurs and retailers will pride in the sustainability of their precinct, which reflects their own company values and those of their customers and community. Commercial tenants will attract great staff, driven by a desire to be part of an award-winning, sustainable precinct.

### **Social Sustainability Vision**

West Village will be Brisbane's most walkable community, both for those living in and around the precinct. The ground plane will prioritise walking and cycling, and laneways will link surrounding streets providing shortcuts to the City Glider and school nearby.

West Village will be a truly vertical community, with design features and programs encouraging residents to get to know their neighbours. Community facilities, such as childcare will service both residents and precinct employees. West Village will be a place where residents, employees and visitors feel safe, and where living an active lifestyle is easy with great access to recreational facilities.

Above all it will be a place that embraces cultural diversity, and builds on the unique character of the constantly evolving 4101 postcode. The site's rich history with the arts will be continued.

### **Economic Sustainability Vision**

West Village will be a place of creativity and entrepreneurialism. A new co-working space within the inspiring surrounds of the heritage ice cream factory will attract great minds from Brisbane and abroad. West Village will be a place where new ideas and discovery are part of the DNA.

West Village will include a considered mix of independent businesses and national success stories, and will blend seamlessly with an evolving Boundary Street retail environment. Indigenous workforce participation will encourage diversity and inclusivity.



## **6 KEY ISSUES AND INTERESTS**

Key issues and interests raised during consultation, relevant to this Community Development Plan, are detailed below.

### **6.1 GREEN SPACE**

There is strong demand from the community for increased public open space, particularly green space, within West End. Concerns were raised amongst a small number of stakeholders during consultation 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 rather than hard paved surfaces.

As part of the approval from the State Government, there is now a requirement for 30% of the site to be delivered as publicly accessible open space, and requirements for deep planting.

### **6.2 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 were 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.

### **6.3 SOCIAL INFRASTRUCTURE**

Whilst no provision for social infrastructure was required under the SBRNP, a number of stakeholders raised the possibility for community/recreational facilities at West Village. As part of the approval from the State Government, the following are now required as part of West Village:

- At least one child care centre
- A minimum 500m<sup>2</sup> as dedicated community space (e.g. studios)
- A minimum 100m<sup>2</sup> for a knowledge space and/or co-working hub

### **6.4 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. As a result, Sekisui House embarked on a sustainability plan for the project, and corresponding certification as a Six Star Green Star Community.

### **6.5 ACTIVATIONS & EVENTS**

The previous use of the site for 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.

## **7 STAKEHOLDERS**

- Lord Mayor
- Chair of Neighbourhood Planning & Development Assessment
- BCC Development Assessment Officers
- BCC heritage officers
- BCC Community Facilities
- Gabba Ward Councillor
- Member for South Brisbane
- Member for Griffith
- Brisbane Marketing
- City Smart
- Local businesses
- Local residents
- Brisbane residents
- Local schools
- Traditional owner groups
- West End Community Association
- Bicycle Queensland Inc
- West End Traders Association and Business South Bank
- Property Council of Australia, UDIA and BDA
- Media



## 8 KEY INITIATIVES

Issue	Initiative	Impact	Timing	Responsible	Status
Green space	Boundary Street Common & laneways	<ul style="list-style-type: none"> <li>- 3200m2 of new public spaces</li> <li>- Space for events</li> <li>- Deep planted mature trees for shade</li> </ul>	Delivered October 2018	Tim Layton/Andrew Thompson	Complete
	Children's garden	<ul style="list-style-type: none"> <li>- Sensory space to connect children with food and nature</li> </ul>	To be delivered Nov/Dec 2018	Tim Layton	Under construction
Space for the arts & creative industries	Artist in Residence program	<ul style="list-style-type: none"> <li>- Public artworks in The Common and laneways</li> <li>- Mentoring of local artists</li> <li>- Gallery and event space</li> </ul>	Bromley Room #2 delivered October 2018	Tim Layton/Andrew Thompson	Complete
	Creative Kids Art Studio	<ul style="list-style-type: none"> <li>- Free children's art activities daily</li> </ul>	New studio opened October 2018	Amanda Leacy	Complete
Social Infrastructure	Community Space	<ul style="list-style-type: none"> <li>- 500m2 indoor space for community focused activities</li> </ul>	First quarter 2019	Tim Layton/Andrew Thompson	Under construction
	Child care centre	<ul style="list-style-type: none"> <li>- New child care centre to cater for local residents and workforce</li> </ul>	Estimated delivery 2020	Andrew Thompson	In planning
Environmental Sustainability	Green Star Communities certification	<ul style="list-style-type: none"> <li>- Benchmarks West Village for sustainability</li> <li>- Mandates initiatives to improve sustainable living outcomes</li> </ul>	Certified November 2017	Natasha Mulcahy	Complete
Activation & Events	Brisbane Ice Cream Festival	<ul style="list-style-type: none"> <li>- 6000+ visitors per year</li> <li>- Connects with site heritage</li> </ul>	Delivered annually in March since 2017	Amanda Leacy/Teagan Rose	Ongoing
	Brisbane Open House	<ul style="list-style-type: none"> <li>- Up to 4000 visitors per year</li> <li>- Connects with site heritage</li> </ul>	Delivered annually in October	Amanda Leacy/Teagan Rose	Ongoing
	Eco Kids Workshops	<ul style="list-style-type: none"> <li>- Sustainability education for children</li> <li>- 500 to 1000 children to participate</li> </ul>	December 2018	Amanda Leacy/Teagan Rose	In planning
	Movies in The Common	<ul style="list-style-type: none"> <li>- Opportunity for Community Connection</li> </ul>	TBA	Amanda Leacy/Teagan Rose	In planning