

PETERS - ARCADE

West Village Community
Development Plan

WEST VILLAGE
BRISBANE



Document Reviews

Plan Date	Review Date	Review Type	Outcomes
September 2018	March 2019	Monitor	Key issues consistent, key initiatives delivered or on track
	September 2019	Monitor	Key issues consistent, key initiatives delivered or on track
	March 2020	Monitor	Change to staff. Activation and events disrupted due to Covid-19. Program to be taken online.
	September 2020	Monitor	Major infrastructure delivered through Metro Arts
March 2021	September 2021	Review	New plan delivered

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 Community Liaison Manager to implement this plan. Community Liaison Manager will be assisted by others in the project team including:

- Activation and Retail Marketing Manager
- Sales & Marketing Coordinator
- Real Living Property Manager
- Project Manager
- External Consultants

Role	Responsibilities
External Consultant	Draft the plan in line with Green Star Requirements
Community Liaison Manager	Oversee implementation of the plan, resident and tenant communication and liaison
Real Living Property Manager	Resident communication & feedback, supporting resident led events
Activation and Retail Marketing Manager	On site events and activations
Sales & Marketing Coordinator	Social media, events
Project Manager	Infrastructure

2.1.1 Monitoring, evaluation and review

This plan will be monitored every six months with a review undertaken in 2023/24.

3 BACKGROUND

West Village is now a thriving inner-city precinct which has reached the halfway point in its development.

Having begun construction in 2016, the precinct is now home to more than 1,000 residents, five commercial offices and in 2021 will welcome 20 retail tenancies and hundreds of precinct staff.

On completion, West Village will include:

- Approx 6,500sqm of public spaces, featuring The Common – an expansive 1,400sqm landscaped green space fronting West End’s vibrant Boundary Street
- Up to 1,250 apartments (mix of 1, 2 and 3 bedrooms and town homes) in seven contemporary apartment buildings;
- Up to 18,500sqm of non-residential uses, incorporating retail, work, dining, entertainment and commercial spaces, and a full-size supermarket;
- Pedestrian and retail laneways connecting the site to surrounding streets;
- 450 space commercial car parks (in addition to residential and visitor parking);
- 1,600 bicycle parking spaces and end-of-trip facilities.
- GoGet car share;
- Artist-in-Residence Program;
- 500 square metres for community/recreational purposes;
- Space for markets, festivals and events.

4 COMMUNITY PROFILE

The Neighbourhood

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.

West Village

In late 2020 Sekisui House conducted a resident survey to help inform this revision of the Community Development Plan. Key insights from the survey are provided in Appendix A.

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 STAKEHOLDERS

Internal Stakeholders:

- West Village residents
- West Village commercial office tenants
- Metro Arts
- West Village retail tenants
- Sekisui House and its employees

External 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 Economic Development Agency
- 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

7 KEY ISSUES AND INTERESTS

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

7.1 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 early 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.

Consultation in advance of the delivery of Mollison Green provided insight into the desires and needs of park users. As part of this consultation West Village engaged with approximately 70 local families about their experience visiting The Common.

The most important factors influencing their decision to visit The Common with their children are a) safety and b) access to clean toilets and parents' room. Access to open lawn is also important, but not as important as shade.

Access to cafes is also highly important to their decision to visit (8 on a scale of 1 to 10). When they visit, about 1/3 buy food/drinks from on-site, 1/3 buy on-site in conjunction with bringing food from home, and the rest bring food from home or purchase elsewhere on Boundary Street.

7.2 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 was a desire to see the arts have a place within the redevelopment.

7.3 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 500m² as dedicated community space (e.g. studios)
- A minimum 100m² for a knowledge space and/or co-working hub

7.4 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.

7.5 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. Consultation with West Village residents since 2018 has further cemented the critical role for events in the lifestyle offering at West Village.

7.6 ECONOMIC DEVELOPMENT & LOCAL BUSINESS

West Village is now home to a growing community of businesses housed within the heritage ice cream factory buildings, and in the coming years will include many more tenants in a purpose-built commercial office tower to be named Greenhouse.

Through the Community Reference Group, stakeholders have expressed a desire for more opportunities to connect with other businesses within and around West Village.

7.7 CONNECTION WITH NEIGHBOURS

Consultation with residents has highlighted the desire for continued and increased opportunities for residents to connect with their neighbours. Whilst more than 1/3 of residents have formed friendships with their neighbours at West Village, another 1/3 would like to see more opportunities to do so.

8 KEY INITIATIVES

Issue	Initiative	Impact	Timing	Responsible	Status
Green space	Boundary Street Common & laneways	<ul style="list-style-type: none"> - 3200m2 of new public spaces - Space for events - Deep planted mature trees for shade 	Delivered October 2018	Project Manager	Complete
	Mollison Green	<ul style="list-style-type: none"> - family-friendly, public green space 	To be delivered mid 2021	Project Manager	Under construction
	Children's garden	<ul style="list-style-type: none"> - Sensory space to connect children with food and nature 	Pop up garden delivered in late 2018. Permanent garden to be delivered mid 2021	Project Manager	Under construction
Space for the arts & creative industries	Artist in Residence program	<ul style="list-style-type: none"> - Public artworks in The Common and laneways - Mentoring of local artists - Gallery and event space 	Bromley Room delivered April 2017 Bromley Room #2 delivered October 2018	Activation and Retail Marketing Manager	Complete
	Kids Art Studio	<ul style="list-style-type: none"> - Children's art activities 	Ongoing since 2016	Activation and Retail Marketing Manager	Ongoing
Social Infrastructure	Community Space	<ul style="list-style-type: none"> - 500m2 indoor space for community focused activities – Metro Arts 	Opened September 2020	Project Manager	Under construction
	Child care centre	<ul style="list-style-type: none"> - New child care centre to cater for local residents and workforce 	Estimated delivery 2023	Project Manager	In planning
Environmental Sustainability	Green Star Communities certification	<ul style="list-style-type: none"> - Benchmarks West Village for sustainability - Mandates initiatives to improve sustainable living outcomes 	Certified November 2017	Sustainability Manager/External Consultants	Complete

Issue	Initiative	Impact	Timing	Responsible	Status
Activation & Events*	Brisbane Ice Cream Festival	<ul style="list-style-type: none"> - 6000+ visitors per year - Connects with site heritage 	Delivered annually since 2017	Activation and Retail Marketing Manager Sales & Marketing Coordinator	Ongoing
	Bee Month	<ul style="list-style-type: none"> - Online entertainment, education and activities during May recognising the critical ecological importance of bees. - This program has huge community engagement and supports sustainability education 	Delivered annually in May	Activation and Retail Marketing Manager Sales & Marketing Coordinator	Ongoing
	School holiday events	<ul style="list-style-type: none"> - Opportunity to support families to engage at West Village and support the local daytime economy 	At least twice per year	Activation and Retail Marketing Manager Sales & Marketing Coordinator	
	Brisbane Festival	<ul style="list-style-type: none"> - Support for the arts and creating place identity 	2020 and 2021	Activation and Retail Marketing Manager Sales & Marketing Coordinator	Ongoing
	Christmas events	<ul style="list-style-type: none"> - Opportunity for neighbourhood connection and support for local business 	2020 and 2021	Activation and Retail Marketing Manager	Ongoing

				Sales & Marketing Coordinator	
Economic Development & Local Business	Local Business Networking Event	- Networking opportunities for precinct businesses	2021/2022	Community Liaison Advisor	In planning
Connection with Neighbours	Regular resident-only events	- Events utilising resident spaces such as rooftop, podium gardens, or event space within the ice cream factory	At least twice per year	Real Living Property Manager	Ongoing

*Note: activations & events at West Village are extensive and the events listed in this table are only those events considered key to the community development plan. Examples of public events at West Village is provided in Appendix B.

9 COMMUNITY-LED INITIATIVES

As the West Village community has grown, a number of community-led groups and initiatives have begun. A resident-led survey has also been carried out and community facebook page established to communicate activities.

Sekisui House provides support when required to help establish these groups.

Issue	Initiative	Impact	Timing	Responsible	Support Provided	Status
Community-led groups & events	Book club	- Community building amongst residents	Quarterly	West Village Resident	Marketing Infrastructure	Ongoing
	Running club	- Community building amongst residents - fitness	Weekly	West Village Resident	Marketing	Ongoing
	Dog walking club	- Monthly event attended by 20+ people and dogs! - Dog-owners meet and form new networks	Monthly	Local Business	Marketing Financial support	Ongoing
	Neighbour Day	- Community building amongst residents -	Annually	West Village Resident	Marketing	Ongoing
	Yoga in the Common	- Community building amongst residents - fitness	Periodically	West Village commercial tenant – Goodlife Health Clubs	Marketing	Ongoing
	Art Group	- Community building amongst residents - Building local culture and identity	Monthly	West Village Resident	n/a	Ongoing

APPENDIX A – WEST VILLAGE RESIDENT SURVEY RESULTS



WORKING FROM HOME

44% are working from home some or all of the time

A high proportion of residents are working from home at present, which is increasing sensitivity to normal construction noise.

THE COMMON

47% visit The Common daily or weekly

Our residents love The Common and our green spaces are a big part of the West Village Lifestyle.

THE GARDEN PANTRY

30% visit daily or weekly

Our residents are regular users of our retail facilities, providing a strong consumer base for the new retail precinct in 2021.

SUPERMARKET

26% visit the supermarket daily

This statistic shows our residents are embracing the convenience of supermarkets in walking distance and the opening of Woolworths in 2021 will be well patronised by residents.

YOGA

46% of residents do yoga or would like to join

Our yoga in The Common is very popular amongst residents and a great opportunity to form community bonds.

GYM

40% already go to the gym or want to join

Demand for an on-site gym was very high within the survey. The opening of Goodlife in 2021, with special offers for residents, will be key to driving resident satisfaction.

EVENTS

22% have attended the Ice Cream Festival

Our residents love our onsite events program, with the Ice Cream Festival, Metro Arts events and Garden Workshops being the most popular. There is strong demand amongst residents for food events in 2021.

METRO ARTS

22% have already attended Metro Arts

We have received great feedback from residents regarding Metro Arts, and now that Covid restrictions have eased we expect that an even greater number of residents will become regular patrons of the arts precinct.

NEIGHBOURS

37% know their neighbours

There is a strong positive relationship between life satisfaction, an individuals' feelings of belonging to their community and whether they know their neighbours. Almost 40% of residents believe there are currently enough opportunities to know their neighbours, and another third would like even more!

37% of residents also have friends or family living within West Village, which provides a strong foundation for community connection and wellbeing.

SUSTAINABILITY

60% of residents consider sustainability all or most of the time

Our residents have a strong interest in the environment and personal focus on living more sustainably. Infrastructure and events coming in 2021 will look to build on this and increase resident connection and pride.

APPENDIX B – WEST VILLAGE PUBLIC ACTIVATIONS & EVENTS



SAT, MAY 22 AT 10 AM UTC+10
Hive Tour with Bee One Third
West Village - West Village



SAT, MAY 29 AT 10 AM UTC+10
Bee Gardening Workshop for Adults
West Village - West Village



SAT, JUN 5 AT 10 AM UTC+10
Bee Garden Making Workshop for Kids
West Village - West Village



SUN, JUN 6 AT 10 AM UTC+10
Make Your Own Beeswax Cloth Wrap with Bee One Third
West Village - West Village



SUN, MAR 21
Brisbane Ice Cream Festival | POSTPONED
Brisbane Ice Cream Festival - West Village



SAT, FEB 27
West Village Gardener Workshop
West Village - West Village



FRI, JAN 22

Sh'Bam Class with Kate Townson – FREE Wellness Week Activities

West Village - West Village



FRI, JAN 22

Pilates with Porscha Cox – FREE Wellness Week Activities

West Village - West Village



FRI, JAN 22

Tone & Stretch with Helen Healey - FREE Wellness Week Activities

West Village - West Village



TUE, DEC 8, 2020

Carols in The Common

West Village - West Village



SUN, NOV 29, 2020

Daydreams and Ice Cream

West Village - West Village



THU, NOV 26, 2020

Yoga in The Common

West Village - West Village



SAT, OCT 17, 2020

West Village Accessory Market

Brisbane Fashion Month - West Village



SAT, OCT 10, 2020

Songs at Sunset

West Village - West Village



SUN, SEP 27, 2020

Brainbow Magic

Brisbane Festival - Metro Arts



SAT, AUG 22, 2020

Camerata Cabaret

West Village - West Village



THU, JUL 9, 2020

Hansel & Gretel - A school holiday experience

West Village - West Village



SAT, JUL 4, 2020

Village Bees - Bee Workshops

West Village - West Village



SAT, FEB 29, 2020

Champagne Garden

West Village - West Village



SUN, DEC 15, 2019

The Bromley Room #2 Sale

West Village - West Village



WED, DEC 4, 2019

Carols in The Common

West Village - Boundary St, West End QLD 4101, Australia



SUN, NOV 17, 2019

Osteria Epoca - Salumi Sagra 2019

West Village



SAT, NOV 9, 2019

West Village Gardener Workshop

West Village - West Village



MON, SEP 30, 2019

Urban Bliss Yoga for Parents and Minis at West Village

West End



SAT, OCT 5, 2019

BFM West Village Pop-up feat. Robe

Brisbane Fashion Month - West Village



FRI, OCT 4, 2019

September School Holidays at West Village

West Village - West Village



FRI, OCT 4, 2019

Bees and Backyard Chooks Workshop at West Village

West End



SUN, SEP 8, 2019

The Plant Market

West Village - West Village



WED, AUG 28, 2019

The Locals Panel Series: Sustainable Food Movement

West Village - West Village



SUN, JUL 14, 2019

Pizza & Vino Night at SMC Garden Pantry!

Salt Meats Cheese - West Village



WED, MAY 15, 2019

West End Design Discovery Tour

Luxxbox - Tour commences 111 Melbourne Street, South Brisbane



SAT, MAY 11, 2019

West Village Gardener Workshops

West Village - West Village



WED, MAY 8, 2019

The Locals Panel Series

West Village - West Village



SUN, JUL 1, 2018

Laneway WV Presents: Miss Bliss Clean Eating Masterclasses

West Village - West Village



SUN, JUN 17, 2018

Laneway WV Presents: Kokedama Workshops

West Village - West Village



SUN, MAY 27, 2018

Laneway WV Presents: Fromage Laneway

West Village - West Village



SAT, MAR 10, 2018

Brisbane Ice Cream Festival 2018

Brisbane Ice Cream Festival - Brisbane Ice Cream Festival



SUN, OCT 15, 2017

Bromley Room - Public gallery opening

West Village - West Village



SAT, JUN 17, 2017

Bromley Room - June Art Exhibition

West Village - West Village



SAT, APR 8, 2017

Bromley Room Art Exhibition at West Village

West Village - West Village



FRI, JAN 20, 2017

School Holiday Mosaic Workshops!

West Village - West Village, 97 Boundary Street West End