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Report 2
Target residents engagement summary
Carseldine Urban Village
Place making and community development workshop

THE HORNERY INSTITUTE

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1.0 Executive summary

Background and objectives

Carseldine Urban Village (CUV) is a 45 hectare site located in Carseldine. The site is being developed by the Queensland State Government, Economic Development Queensland (EDQ). The site's Approved Land Use Plan, adopted in 2011, seeks to create a mixed use urban village (residential, commercial, community) that incorporates bushland, open space, sport and recreation.

As part of ongoing engagement for CUV, The Hornery Institute (THI) was contracted to conduct a community consultation that would inform development of the Master Plan. The consultation sought to:

1. Provide the target residents (potential future community) with an overview of the CUV Approved Land Use Plan and gather feedback to inform development of a Master Plan.

2. Gain a deeper understanding of existing and future community needs and aspirations for CUV including:
   - how could this project become a great place?
   - what is the desired place experience they are looking for?
   - their housing, neighbourhood, public realm and community preferences.

This Report provides a summary of findings from consultation with potential future residents of CUV. The report complements consultation with the existing community, discussed in Report 1.

Who we spoke to

One workshop was held with 14 potential future residents. Future residents were identified by targeting people living in or within 5 kilometres of Carseldine. Participants were looking to buy their first home, selling and downsizing or planning to move in the next two years. The workshop was professionally recruited. Appendix 3 provides an overview of the recruitment criteria.

Summary of feedback

Based on a synthesis of the findings the emergent CUV proposition is attractive to participants as a place to live, work and recreate.

Participants identified that development could result in an affordable and differentiated home in a new already well connected precinct with great amenity. Participants were advised that the Plan only allowed for townhouses and apartments. When asked 61%, of participants said they would buy a house in CUV if it delivers on its vision, 8% would not and 31% were undecided.

This result is despite most participants identifying that they prefer a traditional detached suburban house. Participants recognised that CUV already offered access to childcare, schools, public transport, sport and recreation. The finding confirms that if the level of neighbourhood amenity is high, then participants will consider compromising on housing choice.

The aspirations of the target residents for CUV include:

- **A neighbourhood look and feel that is green and lush, peaceful and reflective:** Offering places for reflection as well as areas for activation and events. It must be welcoming, intimate and friendly.
- **A housing and urban form anchored by green streets, urban commons with opportunity to observe street and park life:**The public realm should include a centre that is activated by neighbourhood services (small supermarket, bakery, bar, cafes), places for outdoor events (markets) and places to socialise.
- **An amenity rich precinct:** Amenities participants would find attractive include a small performance venue, cinema, library, festival and events, walking and jogging tracks, gym, pool, markets, community centre, and education facilities (note participants are open to a public rather than resident only pool).
- **Some resident only shared amenities which encourage socialisation:** Participants would welcome some shared facilities including a gym, roof gardens and entertainment spaces.
- **Housing choice:** Ideally participants want affordable detached housing, but are open to a range of sizes with a slight preference for three bedrooms plus study. All options should include a full size kitchen.
- **An embedded lifestyle, a mixed use centre and neighbourhood where they can live, work, recreate and learn**. It must include a diversity of people, including retirement living and present opportunities to participate in community life.

Place experience

Participants were provided with a selection of images and words and asked to construct their ideal CUV place experiences. The following is a synthesis of the most popular images and words selected. The images of houses and public realm represent outcomes that are allowable within the Approved Plan.

Housing type and street scape images



Public Realm & Amenity Images



Look, feel and experience words

The words selected supported their image palettes including the desire for:

- "green and lush", "public parks and open space", "peaceful and reflective"
- "areas for recreation and leisure (walking paths, picnic, boardwalks, rock climbing)", "active & healthy",
- "program of events (e.g. farmers markets, concerts)", "access to fresh and locally produced food"
- "welcoming, intimate and friendly", "individual in character"
- "access to wireless broadband internet"

2.0 About the engagement

2.1 Background and objectives

Carseldine Urban Village (CUV) is a 45 hectare site located in Carseldine approximately 13 kilometres from Brisbane CBD on the former Queensland University of Technology (QUT) campus. The site is bound by Dorville Road to the west, Beams Road to the north and Cabbage Tree Creek to the south. The site is owned by the Queensland State Government, Department of Housing and Public Works (DHPW) and is being developed by Economic Development Queensland (EDQ). The development seeks to revitalise the site into a mixed use urban village that incorporates bushland and open space with residential, commercial and retail activities.

As part of ongoing engagement for CUV, The Hornery Institute (THI) was contracted to conduct a community consultation that would inform development of the Master Plan. The consultation sought to:

1. Provide the target residents (potential future community) with an overview of the CUV Approved Land Use Plan and gather feedback to inform development of a Master Plan.
2. Gain a deeper understanding of existing and future community needs and aspirations for CUV including:
   - how could this project become a great place?
   - what is the desired place experience they are looking for?
   - their housing, neighbourhood, public realm and community preferences.

The following summarises findings of the consultation with CUV's potential future residents.

2.2 Approach

The consultation program comprised of one Target Residents Recruited Session with 14 participants. The session was approximately two hours long and incorporated group discussion and individual reflection activities. The following provides an overview of the process and attendees.

Workshop

One recruited Target Resident's session hearing the views of people who might be attracted to live at CUV

The engagement program included a session with people who reflected the Potential Future Residents of the Carseldine Urban Village development. This session was professionally recruited and heard the views from 14 potential future residents. Participants were renumerated for their time. Appendix 3 provides an overview of the recruitment criteria.

Workshop process

The workshop included individual activity and group discussion. Each participant was provided with a workbook to document their personal perspective on questions and group discussion. A copy of the workbooks can be found in Appendix 2

Workshops were structured as follows:

1. Participants were informed of the purpose of the workshop and how information would be used. This included an explanation of the CUV Proposition. At this point a series of 'ground rules' were also discussed, including that there were no right or wrong answers and that the workshop seeks to identify their aspirations.
2. Participants were provided with their individual workbook and informed that the purpose of the workbook was to enable detailed feedback and ensure people not comfortable speaking in public had the opportunity to comment.
3. The workbooks were used as a format to guide the following line of inquiry:
   - collection of basic demographic information
   - gathering of participant's initial thoughts on their current home and neighbourhood
   - a series of questions designed to understand participant's ideal home and neighbourhood
   - a creative collage activity to understand the community's housing, public realm and experience aspirations
   - an exploration of participant's views on the emerging Vision and Guiding Principles for the CUV.

Data entry, analysis and presentation of findings

The feedback was entered into a database, summarised and the results were analysed as a whole group.

Overview of participants

Participants were identified by targeting people living in or within 5 kilometres of Carseldine, looking to buy their first home, or selling and downsizing or planning to move in the next two years.

3.0 Feedback from Target Residents

The following is a summary of the feedback provided by the target residents and is presented in five key sections:

- an understanding of their home and neighborhood today
- an exploration of their ideal home and neighborhood aspirations;
- thoughts and ideas for a new neighborhood and home at Carseldine;
- feedback on the Draft Carseldine Urban Village Vision and Guiding Principles; and
- a synthesis of findings articulating the key ingredients required to position CUV as an attractive proposition.

In summary participants:

- valued the format of their homes today, its location and proximity to amenities and services such as schools, parks, shops, the city, and public transport.
- were attracted to live in their neighbourhood due to its affordable price point, depth of local amenity and the availability of a home format that met their needs
- discussed that their local areas are growing and changing and that they are experiencing similar urban change challenges as the Carseldine community including increased traffic congestion, parking concerns and public transport congestion.
- would like to have access to a greater diversity of local cafes, bars, restaurants and shopping places closer to home and would prefer these to be delivered in the format of a high street
- would like to live in a more connected and engaged community that had more community activities
- would like to have access to more green space and also more tree lined / green and lush streets

3.1 Thinking about your home and neighbourhood today

To identify places that CUV would need to compete with participants were asked a series of questions about their current home and neighbourhood. Below is an overview of the questions and summary of responses.

Thinking about your home today

When asked to describe their home today in three words...

Participants identified a range of characteristics including - big and spacious, character (post war, period built, Queenslander), small, in a great location, needs renovating/old rundown and comfortable.

When asked what they most VALUE about their home today...

Most participants value its location and experience including:

- quiet neighbourhood
- proximity to amenities, schools, and public transport.

The size and format of the house including overall plot size, yard dimensions and being low maintenance.

When asked what they would change or improve in their current home...

Most participants wanted to make major change to their current housing. Participants would love to add a new facility including kitchen, bathroom and bedroom. Also popular was landscaping and creating a covered area for outdoor dining.

Thinking about your neighbourhood today

When asked to describe their local neighbourhood in three words...

Participants described their neighbourhoods as a convenient location, quiet, friendly, family focused, growing and changing, safe and an older or established area.

When asked to describe their local community in three words...

Participants described their community in a number of ways. Some focussed on the pace of change taking place and increasing diversity of the population. Negative elements participants identified included a lack of identity, special features, social cohesion and participation. Positive attributes included being close to amenities, a village atmosphere, family friendly and things to get involved in.

When asked about their choice to live in the current neighbourhood...

Most participants chose to live in their current neighbourhood due to affordability, proximity to amenities (including parks, schools, transport networks), ideal home format and size

When asked what they LIKED about living in their current location...

The consistent response was access to services and amenities including:

- shops, church and temple
- hospital, schools and children's amenities (pool)
- great parks
- employment centres
- public transport and freeway
- airport, city and South Bank

Participants also identified that they liked the fact that it is easy to drive around, quiet and has good sized house blocks.

When asked what they DISLIKED about living in their current location...

Issues associated with urban living and urban change were identified including smaller house blocks, increased traffic and traffic noise, lack of parking, too many new units, train and bus services at peak capacity.

Participants also identified issues associated with community relations including domestic disturbances, people who don't care for their yards and kids loitering the streets.

When asked what they would change or improve in their current neighbourhood...

Most participants wanted to resolve issues related to urban living and urban change like traffic infrastructure. Participants would also love to access a local high street which has a diversity of cafes, bars, restaurants and be part of a connected community.

3.2 Considering your ideal home & neighbourhood

Following questions about their current home and neighbourhood, participants were asked to describe their ideal home, neighbourhood and lifestyle within the inner 15km of Brisbane.

Ideal home attributes...

House type: Most participants identified a stand alone two or single storey home. There were two participants who would ideally like a ground floor unit.

Backyard: Most participants would like a backyard, including an outdoor living and entertaining area, pool, privacy (fencing) and a garden.

In the house: Participants prefer good size rooms, wide rather than narrow houses. Most want between 2 and three bedrooms with three wanting four to five. Other preferences included a large kitchen, two bathrooms, two car parks, family and lounge room and place to be creative (craft/art studio/loft).

House aesthetics: Energy efficiency and being an ecologically sustainable design was identified as attractive along with feeling safe, welcoming, modern, sophisticated and sharp. The orientation of the house to include open space and nature was also attractive.

Proximity to: Participants want the house to be close to green space and shops.

Neighbourhood aesthetic: Ideally participants want enough space between houses (privacy), good neighbours and low traffic (easy to get around).

Ideal neighbourhood and local community attributes...

Neighbourhood amenities: Ideally participants want surrounding parkland and green space, a pool, fitness facilities and walking tracks. The neighbourhood needs to be child friendly with schools and play areas. Social and cultural facilities should include a library, community centre and places to meet. Retail requirements include a supermarket, speciality stores, food, restaurants, dining, and bars. The neighbourhood must have a medical clinic/centre as well as adequate parking and good access to public transport.

Community: Participants want to live in a community that is family friendly, has a heart and soul, a distinct cultural identity and opportunities to participate. Ideally the community would be diverse, safe and include opportunities to socialise.

Programming: The activity participants would like to see take place in the community include community traditions with kids like trick or treating, weekend activities and events like festivals and markets.

Aesthetics: The community look and feel must be welcoming, engaging, active, tidy and clean, quiet but connected, green and ecologically sustainable.

Ideal life within 15km of Brisbane's CBD...

Work/life balance: Participants ideally want to work close to home or within an easy 20 minute commute, 40 minute at the maximum. Some would like to work from home and run their own business to achieve a better work/life balance.

House specifications: Participants mostly want a big, spacious house, privacy, a backyard, pool, parking, pet friendly, new and with views.

Neighbourhood: The neighbourhood elements participants ideally want include safe, quiet, relaxed, lots of culture, space to be creative and opportunities for interaction.

Community/neighbours: The ideal community is one that is a good place to raise kids, family friendly, socially diverse with good neighbours, is close to friends and family, sustainable and with active community organisations.

Proximity to: Participants want to be close to parkland and green space with BBQ areas, shops, library, cinema, pool and sports facilities, cafes, bars, gym, medical facilities and a bank. Ideally participants would like to be able to not have to rely on a car to access amenities and use instead active and public transport.

In summary participants:

- valued achieving a work life balance by working from or in close proximity to home. Building on this they valued living in a location that was an easy commute to the city
- desired a neighbourhood that was rich in amenities and services such as schools, parks, shops, restaurants, community facilities, health services and public transport
- would like to live in neighbourhoods where the community is more connected and engaged, and where neighbours have a chance to interact through events for children, markets and cultural festivals
- would like to have access to a greater diversity of local cafes, bars, restaurants and shopping places closer to home and would prefer these to be delivered in the format of a high street (instead of the traditionally shopping centre format)
- were attracted to stand alone and spacious homes with an outdoor living or entertaining space that was easy to maintain. They valued homes that were ecologically sustainable and modern in their aesthetic
- value privacy, security and cleanliness within their homes and neighbourhoods
- would like to live in a neighbourhood that is quiet and connected where they do not have to rely on cars for day to day activities.

3.3 A new home in a new neighbourhood

To explore the target resident's aspirations for a new home in CUV participants were asked to complete a creative collage activity where they were provided with a predetermined set of images, words and lists of facilities and were asked to select:

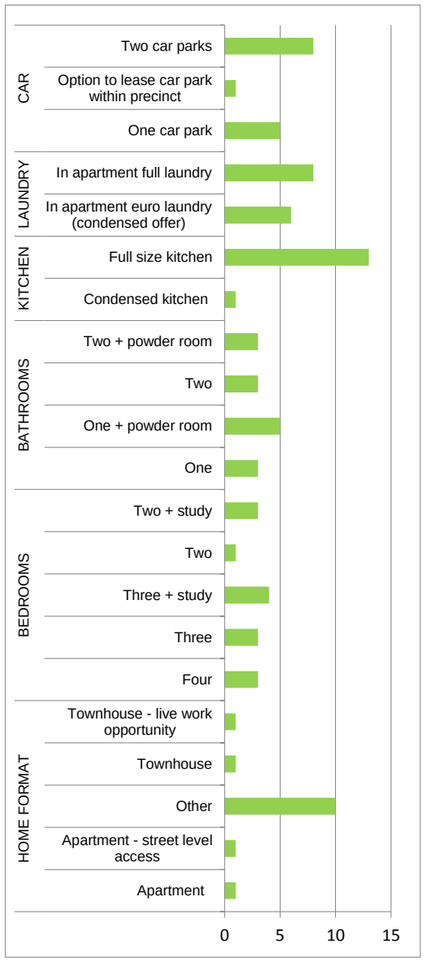
- the home components which best match their ideal home
- 5 resident only shared amenities
- 3 images that reflect the type of houses, neighbourhood and built form they would like to see in the precinct;
- 9 images that reflect their desired public realm and place experiences of the precinct;
- 6 words to support their desired look, feel and experience; and
- as many community amenity items they felt would be appropriate to incorporate in the development.

The diagram on this page presents a synthesis of the most selected attributes.

In summary, the target audiences ideally would like:

- **A neighbourhood look and feel that is green and lush, peaceful and reflective:** Offering places for reflection as well as areas for activation and events. It must be welcoming, intimate and friendly.
- **A housing and urban form anchored by green streets, urban commons with opportunity to observe street and park life:** The public realm should include a centre that is activated by neighbourhood services (small supermarket, bakery, bar, cafes), places for outdoor events (markets) and places to socialise.
- **An amenity rich precinct:** Amenities participants would like included were a small performance venue, cinema, library, festival and events, walking and jogging tracks, gym, pool, markets, community centre, and education facilities.
- **A depth of resident only shared amenities:** Participants would welcome some shared resident only facilities including a gym, roof gardens and entertainment spaces.
- **Ideally participants want detached housing, but are open to a range of sizes with a slight preference for three bedrooms plus study.** All options should include a full size kitchen.
- **Future residents are attracted by a place that offers an embedded lifestyle, a mixed use centre and neighbourhood where they can live, work, recreate and learn**. It must include a diversity of people, including retirement living and present opportunities to participate in community life.

Home components

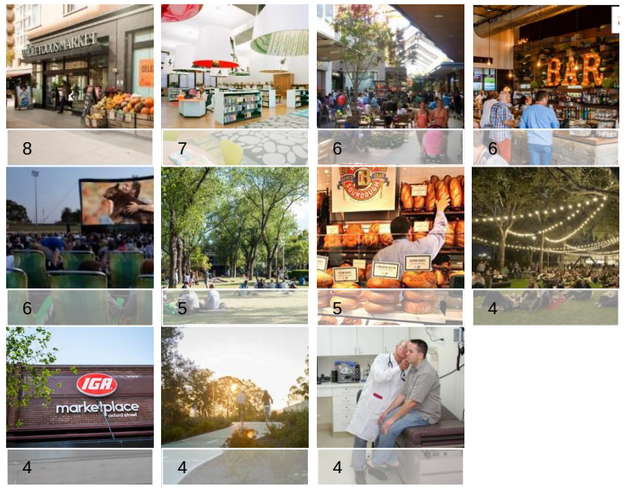


Neighbourhood look & feel and desired public realm

MOST selected Neighbourhood Images



MOST selected Public Realm Images



Look, feel and experience words

Across all groups the key words selected supported their image palettes including the desire for:

- "green and lush", "public parks and open space", "peaceful and reflective"
- "areas for recreation and leisure (walking paths, picnic, boardwalks, rock climbing)", "active & healthy",
- "program of events (e.g. farmers markets, concerts)", "access to fresh and locally produced food"
- "welcoming, intimate and friendly", "individual in character"
- "access to wireless broadband internet"

Community amenity

The following items were selected as desirable for inclusion in their ideal neighbourhood:

Cultural facilities
- Live Performance Venues
- Cinema
- Library
- Festivals and Events

Medical facilities
- Medical Centre
- Community Health Centre

Sport & Recreation
- Walking, jogging & Cycle Tracks
- Gym or Fitness Centre
- Aquatic Centre
- Indoor sports & recreation centre
- Tennis Courts

Retail
- Markets
- Restaurants (including cheap eats and family dining)
- Wine bards
- Convenience shopping

Community facilities
- Community Centre
- Innovation Hub
- RSL
- Retirement Village

Public Open Space
- Local Parks
- Parks with Facilities
- Conservation Park / Reserve
- Wi-Fi (Young Families)

Education
- TAFE
- Adult & Community Education
- Early Years Learning Centre
- University
- After School Care

Resident only shared amenity

The following items were the most selected items that the target residents would like to have accessible in their new residential community:
- Gym
- Cinema
- Library
- Outdoor Spaces
- Rooftop Garden
- Outdoor exercise spaces

3.4 Feedback on draft CUV vision

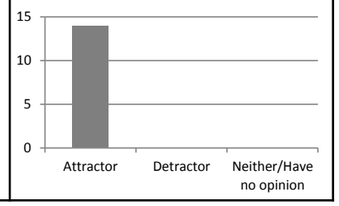
To test how supportive target residents are of the development proposition for CUV participants were asked to identify if the Draft Vision and Principles are an attractor, detractor or neither. The following table is an overview of their feedback. In summary the target residents are supportive of the Draft Vision and viewed all components as attractive.

Following discussion of vision participants were asked:

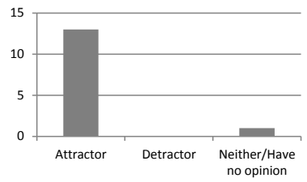
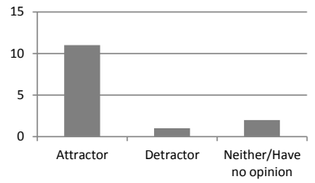
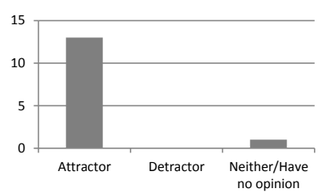
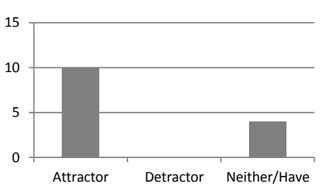
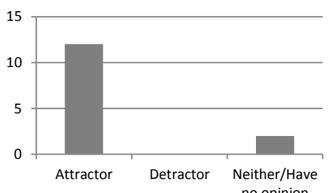
Would you consider purchasing this home in CUV and what are the elements it must include?

YES: 61% *NO: 8%* *MAYBE: 31%*

- No traffic congestion and frequent public transport to the CBD and nearby workplaces
- Affordable housing options
- Provides residents with privacy & their own space
- Spacious gardens & greenery
- Has heart and soul
- Family & pet friendly
- Provides public amenities & facilities (i.e. lap pool)

	AGGREGATED TOTAL
DRAFT VISION *Create not just a locality but a lifestyle heart where residents can live, work, shop, dine and play with access to innovative, smart and sustainable housing, a walkable precinct with plentiful green spaces and world-class urban design, an intergenerational community that connects residents to transport, jobs, the environment and each other.*	

GUIDING PRINCIPLES: Carseldine Urban Village will:

INTENT: Be a mixed use centre with good access to public transport, open space, amenities and a range of housing types, enabling a well serviced socially sustainable community. It will incorporate a socially active public space, plaza and improved parklands will foster interaction and increased public safety.	
HOUSING: Innovative housing designs including a mix of housing types and price points such as townhouse/terrace development, low to medium rise apartments, live work solutions, disability and seniors living.	
PUBLIC SPACE: Include innovative public spaces with options for live-work solutions where parking is at the rear and the front of the house overlooks green footpaths.	
JOBS & ECONOMICS: Create local jobs encouraging a high level of participation in the project by local industry and labour and encourage skilling and employment opportunities.	
TRANSPORT: Improved access to public transport and increased walkability reducing the number of vehicle trips per household.	
ENVIRONMENT: Be environmentally and ecologically sustainable, with the development promoting water sensitive urban design, use of renewables, and energy efficient housing.	
AESTHETICS: Be well designed and promote excellence in urban design and architecture to create a liveable and attractive community	

Carseldine Urban Village

Place Making & Community Development Workshop

THE HORNERY INSTITUTE