Prepared by The Hornery Institute for Economic Development Queensland, May 2017

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

THE HORNERY INSTITUTE

WAIVER & DISCLAIMER

The Hornery Institute has prepared this report for Economic Development Queensland. The work informing this study was undertaken during March-May 2017 and draws on primary fieldwork and information collected from secondary sources during this time. The synthesis, analysis and interpretation of this information is entirely the work of The Hornery Institute, and copyright is asserted in this respect. The document may not be reproduced in whole or part without prior written consent.

All reasonable endeavours have been made to ensure that the contents of this document are factually correct, however The Hornery Institute does not accept responsibility for the accuracy and completeness of the contents and shall not be liable for any loss or damage that may be occasioned directly or indirectly through the use of or reliance on the contents herein. The information presented in this report should not be sorely relied upon when making commercial decisions.

Table of Contents

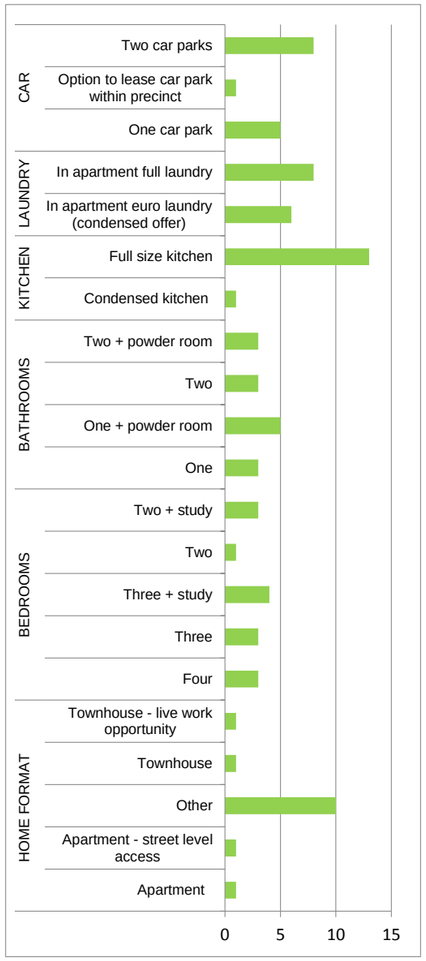
Appendices

1.0 Summary of insights – Target Residents
2.0 Target Residents community workbook and materials
3.0 Recruitment criteria for Target Residents

1.0 Summary of insights - Target Residents

Target Residents (14 participants)

Home Components



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

Neighbourhood look and feel and desired public realm

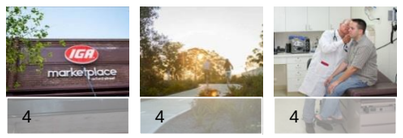
MOST selected neighbourhood images



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 and healthy",
- "program of events (e.g. farmers markets, concerts)", "access to fresh and locally produced food"
- "welcoming, intimate & 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 and 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

Would you consider purchasing this home in CUV?

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 and greenery
- Has heart & soul
- Family and pet friendly
- Provides public amenities & facilities (i.e. lap pool)

Feedback on the draft vision

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.*

Attractor : 14 *Detractor : 0*

Guiding principles

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.

Attractor: 13 *Detractor: 0*

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.

Attractor: 12 *Detractor: 0*

Transport: Improved access to public transport and increased walkability reducing the number of vehicle trips per household.

Attractor: 13 *Detractor: 0*

Aesthetics: Be well designed and promote excellence in urban design and architecture to create a liveable and attractive community.

Attractor: 12 *Detractor: 0*

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.

Attractor: 11 *Detractor: 1*

Jobs and economic: Create local jobs encouraging a high level of participation in the project by local industry and labour and encourage skilling and employment opportunities.

Attractor: 12 *Detractor: 1*

Environment: Be environmentally and ecologically sustainable, with the development promoting water sensitive urban design, use of renewables, and energy efficient housing.

Attractor: 10 *Detractor: 0*

Summary of Target Resident feedback

Based on a synthesis of the feedback provided by the target resident participants' the emergent Carseldine Urban Village proposition would be highly attractive to them as a place to live, work and recreate. Specifically participants articulated the emergent proposition would result in an affordable and differentiated home in a new and already connected precinct with great amenity and established public transport. The specific aspirations of the target resident's for Carseldine Urban Village are as follows:

- **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 super market, bakers, bar, cafes), places for outdoor events (markets) and places to socialise.
- **An amenity rich precinct:** Amenities participants would find attractive include a 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 which encouraged socialisation with the residential community:** 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 community life.

Participant Code

CUV-TA-RS-

Thank you for agreeing to participate in this community workshop session. The engagement program seeks to explore your thoughts and opinions on the future development of Carseldine Urban Village. Neither you, nor your responses, will be identified individually. The thoughts, ideas and opinions you contribute will be used by Economic Development Queensland (EDQ) to inform the further development of the integrated master plan and Expressions of Interest Document for the site.

FUTURE COMMUNITY WORKBOOK
Recruited Session

CARSELDINE
URBAN VILLAGE

Place Making and Community
Development Workshop

Confidential data …

Gender ☐ Male ☐ Female

Age

☐ 15-19	☐ 30-34	☐ 50-54	☐ 70-74
☐ 20-24	☐ 35-39	☐ 55-59	☐ 75-79
☐ 25-29	☐ 40-44	☐ 60-64	☐ 80-84
	☐ 45-49	☐ 65-69	☐ Over 85

What suburb do you live in

……

How long have you lived in this suburb?

☐ 0 – 6 months
☐ 7 month – 1 year
☐ 1 -2 years
☐ 2 – 5 years
☐ 5 – 10 years
☐ 10 or more years
☐ Other …….

Household Type

☐ Lone person household
☐ Couple with no children
☐ Couple with children living at home
☐ Couple with children not living at home
☐ Group household (friends or unrelated persons)
☐ Other ……..

Employment Status

☐ Work full time
☐ Work part time
☐ Not in employment
☐ Other
……..

About You …

QUESTION 1:

What words would a close friend use to describe you?

If you had a spare ½ hour everyday how would you spend it?

In your everyday life, what's on top? What is the one thing you are thinking of most at the moment?

Your everyday life …

QUESTION 2: Starting from when you woke up, can you please write about, or draw a picture / diagram that maps out your work day – including all the places you went , how you got around and the interactions you had with people throughout the day.

On a Tuesday morning you would typically be found at this place …

On a Saturday morning you would typically be found at this place …

Your home …

QUESTION 3: : What are three words or phrases you would use to describe your home?

Who do you live with?

What do you MOST value about your home?

If you were able to improve or change any element of your home what would you change?

Your neighbourhood & local community …

QUESTION 4: What are the three words or phrases you would use to describe:

Your neighbourhood	*Your local community*

What prompted you to live in this location?

What do you LIKE about living in this location?

What do you DISLIKE?

If you were able to change anything about your neighbourhood and community what would you change?

Thinking about your ideal home and neighbourhood …

QUESTION 5:

LINE 1 SELECTION

LINE 2 SELECTION

LINE 3 SELECTION

LINE 4 SELECTION

LINE 5 SELECTION

Imagine your ideal life within 15 km of Brisbane's CBD. In 30 words or less please tell us about your aspiration.

Thinking about this ideal …

What would be your desired home attributes?

What would be the desired neighbourhood & local community attributes?

If you were going to purchase your ideal home in your desired neighbourhood, do you think you would be able to find your ideal home and neighbourhood combination in Brisbane?

Yes No (Please circle) Why?

A new home in a new neighbourhood … **QUESTION 6**

HOME COMPONENTS

- HOME FORMAT
- NUMBER OF BEDROOMS
- NUMBER OF BATHROOMS
- KITCHEN
- LAUNDRY AMENITY
- CAR
- RESIDENT ONLY SHARED AMENITY 1
- RESIDENT ONLY SHARED AMENITY 2
- RESIDENT ONLY SHARED AMENITY 3
- RESIDENT ONLY SHARED AMENITY 4
- RESIDENT ONLY SHARED AMENITY 5

NEIGHBOURHOOD IMAGE 1	NEIGHBOURHOOD IMAGE 2	NEIGHBOURHOOD IMAGE 3
NEIGHBOURHOOD AMENITY 1	NEIGHBOURHOOD AMENITY 2	NEIGHBOURHOOD AMENITY 3
NEIGHBOURHOOD AMENITY 4	NEIGHBOURHOOD AMENITY 5	NEIGHBOURHOOD AMENITY 6
NEIGHBOURHOOD AMENITY 7	NEIGHBOURHOOD AMENITY 8	NEIGHBOURHOOD AMENITY 9

WORD 1

WORD 4

WORD 2

WORD 5

WORD 3

WORD 6

	Approx. Market Value within Brisbane's 7 – 15 km radius	What you would be prepared to pay in Carseldine
Under $350,000		
$350,000 - $400,000		
$400,000 - $450,000		
$450,000 - $500,000		
$500,000 - $550,000		
$550,000 - $600,000		
$600,000 - $650,000		
$650,000 - $700,000		
$700,000 - $750,000		
$750,000 - $800,000		
$800,000 - $850,000		
$850,000 - $900,000		
$900,000 - $950,000		
$950,000 - $1 000,000		
$1 100,000 - $1 200,000		
$1 200,000 - $1 300,000		
Above $1 300,000		

COMMUNITY AMENITY

PUBLIC SPACE & SPORTS FACILITIES

Public Open Space
- ❑ Conservation Park / Reserve
- ❑ Urban Park and Town Squares
- ❑ Local Parks
- ❑ Parks with facilities
- ❑ BMX / Skate Parks
- ❑ Botanic Gardens
- ❑ Public Art
- ❑ Wifi
- ❑ Other ……..

Sports Related Facilities
- ❑ Walking, Cycling, Jogging Paths
- ❑ Athletics Track / Exercise Circuit
- ❑ Outdoor fitness equipment
- ❑ Indoor Bowl / 10 Pin Bowling
- ❑ Bowling Green
- ❑ Community Leisure Centre
- ❑ Aquatic Centre
- ❑ Soccer
- ❑ Rugby
- ❑ Cricket
- ❑ Hockey
- ❑ AFL Pitch
- ❑ Tennis Courts
- ❑ Basketball / Netball Courts
- ❑ Gym or Fitness Centre
- ❑ Indoor Sports / Recreation Centre
- ❑ Children's play equipment
- ❑ Baseball / Softball
- ❑ Other ……..

RETAIL
- ❑ Markets
- ❑ Bank
- ❑ Hairdressers
- ❑ Beauty Salon / Day Spa
- ❑ Convenience Shopping
- ❑ Restaurants – cheap eats
- ❑ Restaurants – family dinning
- ❑ Restaurants - fine dining
- ❑ Wine Bars
- ❑ Sports Bars
- ❑ Tavern
- ❑ Other ……..

COMMUNITY FACILITIES
- ❑ Youth Centre
- ❑ Senior's Centre
- ❑ Co-working Hub
- ❑ Innovation Hub
- ❑ Retirement Village
- ❑ Scout / Guide Hut
- ❑ PCYC
- ❑ RSL
- ❑ YMCA / YWCA
- ❑ Migrant Resource Centre
- ❑ Community Centre
- ❑ Community Hall
- ❑ Community Meeting Rooms
- ❑ Childcare Centre: Short Day Care
- ❑ Childcare Centre: Long Day Care
- ❑ Other ……..

CULTURAL
Collections
- ❑ Library
- ❑ Museums
- ❑ Art Gallery
- ❑ Other ……

Creativity & Interactions
- ❑ Entertainment Venues
- ❑ Night Clubs
- ❑ Live Performance Venues
- ❑ Cinema
- ❑ Buskers / Street Performers
- ❑ Festivals & Events
- ❑ Art Studio
- ❑ Recording Studio
- ❑ Design Studio
- ❑ Publishing House
- ❑ Film / TV Studio
- ❑ Street Art
- ❑ Other ……..

SOCIAL
Education
- ❑ After School Care
- ❑ Early Years Learning Centre
- ❑ University
- ❑ Private Colleges
- ❑ TAFE
- ❑ Private Training Agency
- ❑ Adult & Community Education
- ❑ Other ……

Medical Facilities
- ❑ Medical Campus
- ❑ Medical Centre
- ❑ Community Health Centre
- ❑ Other ……

Considering your aspiration in Carseldine …

QUESTION 7: Could you image your ideal home and neighborhood coming to life in Carseldine?

If yes, why? If no, why not?

The following statement reflects the DRAFT VISION and GUIDING PRINCIPLES for Carseldine Urban Village **QUESTION 8**. Please select the option that best reflects your views on the draft vision statement.	**Attractor**	**Detractor**	**Neither / Have no opinion**
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 .**			

Please select the option that best reflects your views on each of the guiding principles. Carseldine Urban Village will:	**Attractor**	**Detractor**	**Neither / Have no opinion**
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			

QUESTION 10: If your ideal home and neighbourhood could exist at Carseldine Urban Village, would you consider purchasing an home in this location?

Yes ***No*** ***Maybe***

Please provide a tell us a bit about your choice.

Knowing my neighbour is not a driver for me 1	Knowing my neighbour and interacting with them is important to me 1	Being part of an actively engaged community is important to me 1
The mix of people living in a local área is not important to me 2	Living in a community that has a diverse mix of people is important to me – including older people, families, couples and singles 2	Living in a community that has a diverse mix of people is a key driver for me - including older people, families, couples and singles 2
The inclusión of amenity that enables a more ecologically sustainable life is not of particular importance to me 3	I would be interested to live in a building / precinct that incorporate amenity which allows me to live a more ecologically sustainable life – including energy efficient design, community gardens etc 3	My building / precinct must enable me to live a more ecologically sustainable life – by including amenity such as energy efficient desing, solar panels, community composting, solar panels, community gardens 3
Being located within walking distance of good public transport and day to day shopping amenities is not a key driver for me 4	If possible, I would like my home to be located within an easy walk to good public transport and day to day shopping amenities 4	My home must be located wihtin an easy walk to good public transport and day to day shopping amenities 4
Living and working in the same área is not important to me 5	Living in close proximity to my place of work is a driver for me 5	I would view the opportunity to live and work / run a small home based busienss in my home as highly desirable 5

Home Type
STUDIO

Home Type
APARTMENT

Home Type
TOWNHOUSE – LIVE WORK OPPORTUNITY

Home Type
APARTMENT – STREET LEVEL ACCESS

Home Type
TOWNHOUSE

Home Type
OTHER

Bedrooms
STUDIO

Bedrooms
ONE + STUDY

Bedrooms
TWO + STUDY

Bedrooms
THREE + STUDY

Bedrooms
ONE

Bedrooms
TWO

Bedrooms
THREE

Bedrooms
FOUR

Kitchen
FULL SIZE KITCHEN

Kitchen
CONDENSED KITCHEN

Laundry
IN APARTMENT FULL LAUNDRY

Laundry
IN APARTMENT EURO LAUNDRY (CONDENSED OFFER)

Laundry
SHARED COMMUNAL LAUNDRY

Bathrooms
ONE

Bathrooms
ONE + POWDER ROOM

Bathrooms
TWO

Bathrooms
TWO + POWDER ROOM

Bathrooms
THREE

Bathrooms
THREE + POWDER ROOM

Cars
NO CAR PARK WITH DEDICATED ONSITE CAR SHARE CLUB

Cars
OPTION TO LEASE CAR PARK SOMEWHERE WITHIN THE PRECINCT

Cars
ONE CAR PARK

Cars
TWO CAR PARKS

Resident only shared amenity
COMMUNAL GUEST ROOM

Resident only shared amenity
COMMUNAL LAUNDRY

Resident only shared amenity
COMMUNAL OUTDOOR SPACES

Resident only shared amenity
COMMUNAL LOUNGE SPACES

Resident only shared amenity
COMMUNAL CINEMA ROOM

Resident only shared amenity
COMMUNAL MUSIC ROOM

Resident only shared amenity
COMMUNAL PLAY ROOM

Resident only shared amenity
COMMUNAL OUTDOOR PLAY EQUIPMENT

Resident only shared amenity
INDOOR KITCHEN / ENTERTAINMENT SPACE

Resident only shared amenity
OUTDOOR DRYING COURTS

Resident only shared amenity
COMMUNAL ROOF TOP GARDENS

Resident only shared amenity
COMMUNAL LIBRARY

Resident only shared amenity
COMMUNAL MAKER SPACES / CRAFT ROOMS

Resident only shared amenity
COMMUNAL WORKSHOP AREA – to fix bikes, work on car, create things

Resident only shared amenity
COMMUNAL TOY LIBRARY

Resident only shared amenity
COMMUNAL CAR SHARE POOL

Resident only shared amenity
COMMUNITY AGRICULTURE – such as hen hutches, bee hives etc

Resident only shared amenity
COMMUNITY PRODUCTIVE GARDENS

Resident only shared amenity
COMMUNITY COMPOSTING

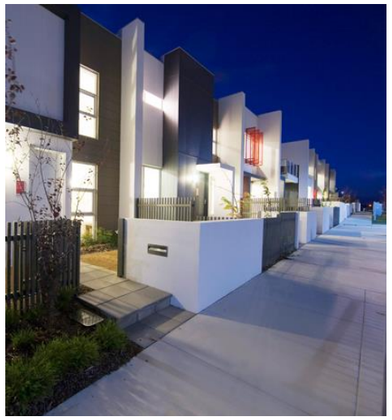
Resident only shared amenity
CO-WORKING SPACES / STUDY ROOMS

Resident only shared amenity
COMMUNAL TOOL SHED

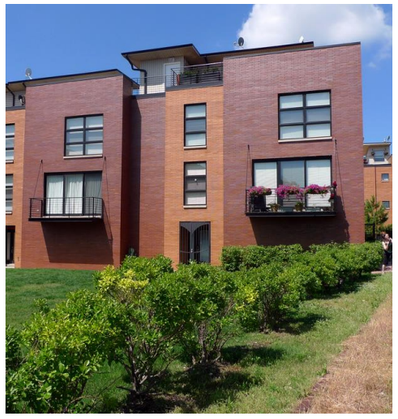
Resident only shared amenity
COMMUNAL GYM

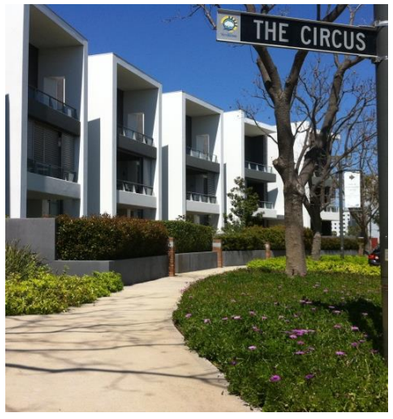
Resident only shared amenity
COMMUNAL OUTDOOR EXERCISE SPACES

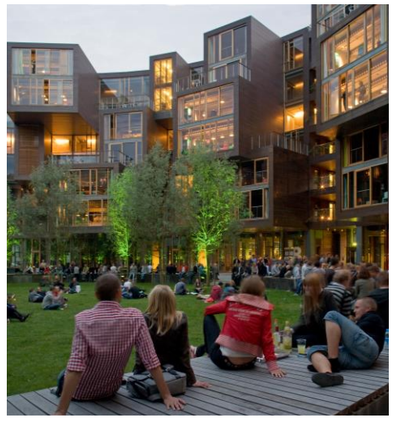
Resident only shared amenity
COMMUNAL BIKE SHARE POOL








THE CIRCUS

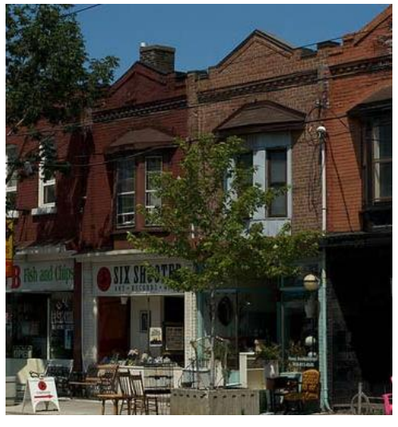









Y1



SIX SH





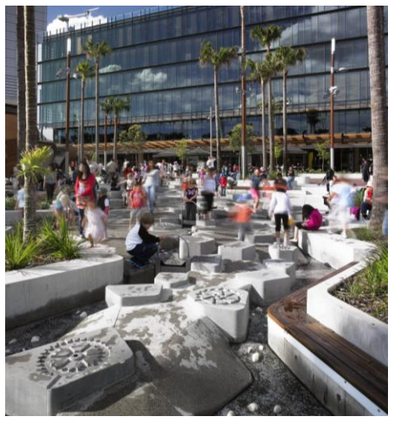




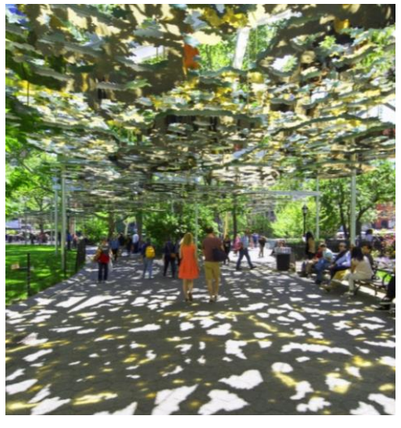














relish
relish


WHOLE FOODS MARKET

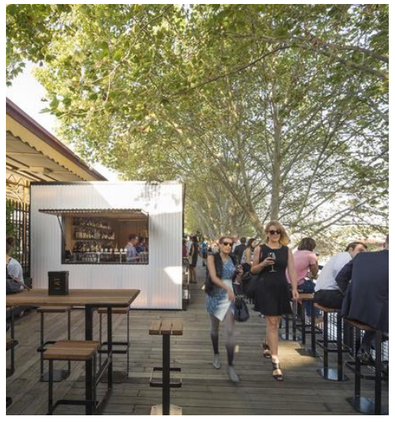

BAR



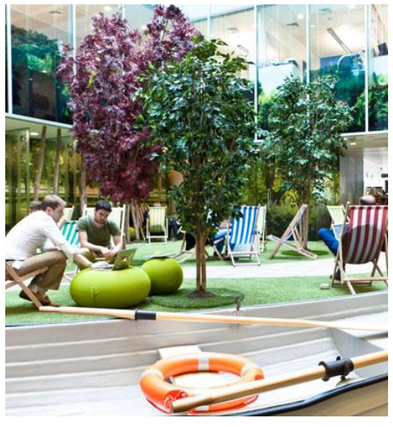

EAT MORE
CHOCOLATE
EAT MORE

SOURDOUGH

Campos
Don Campos


Knuckles
Knuckles


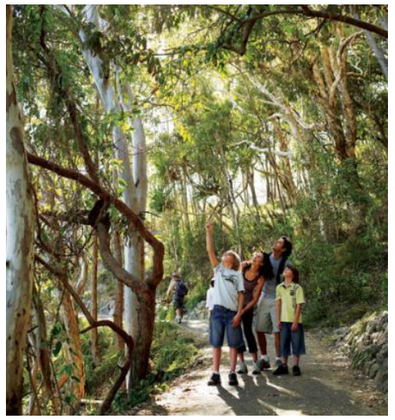

IGA
marketplace
oxford street

CORNER
BISTRO


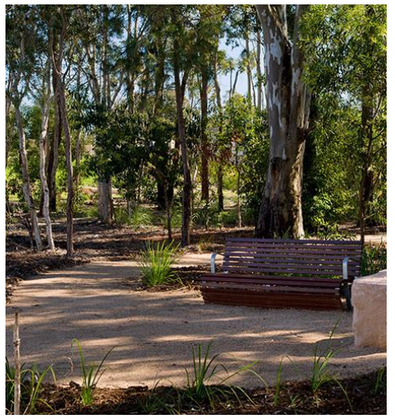

BAR9
HOUSEMADE
ICED TEA


FISH LANE
BISTRO



Community Loung

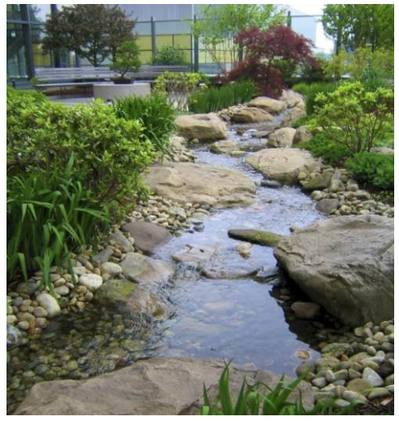


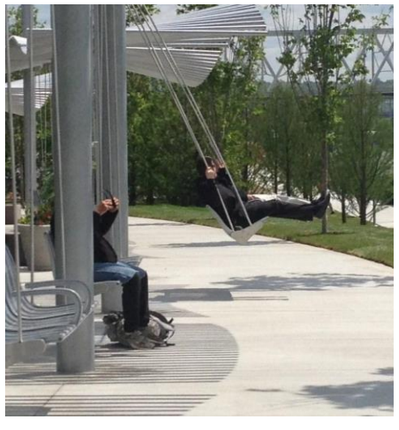


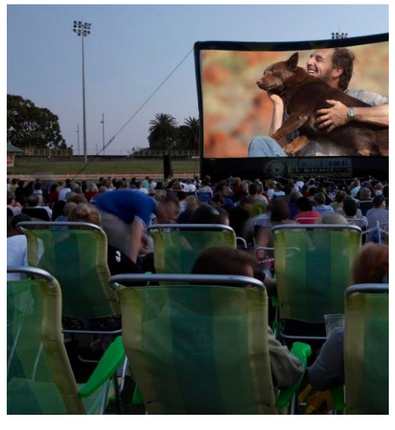










Active & healthy	Peaceful & reflective	A place to escape	A place where new ideas and new products thrive	Access to wireless broadband internet	Great local and regional public transport access
Vibrant & alive	Functional	Experience moments of delight	Access to fresh and locally produced food	Public parks & open spaces	Great access to natural environment
Individual in character	Discover & learn something new	Culturally diverse community	Access to everyday services (e.g. hairdresser, chemist, bank, dry cleaning, supermarket)	Connecting with people who are different to me	Innovative
Heart of our community	A place to study and learn	A place to play	Exciting and stimulating job opportunities	A place to trial new ideas	Mix of office, residential and retail spaces
Always something happening – a buzz of activity	A place to raise children	Welcoming, intimate & friendly	Quiet & still	Zero waste and net biodiversity gain	Energy efficient everything
Green & lush	Embraces our culture	Sense of neighbourliness	Subtropical buildings & structures	Isolated	
A place to relax with friends or co-workers (e.g. cafes, bars)	A place to exercise (e.g. gym, health club, pool, tennis court)	Areas for recreation & leisure (e.g. walking paths, picnic, boardwalk, rock climbing)			
Access to community services (e.g. child care, medical centre)	Small business and enterprise thrive	Programmed events (e.g. farmers markets, concerts)			

3.0 Recruitment criteria for Target Residents

The following selection criteria informed selection of recruited groups. Sunstate Research selected recruited participants from their database.

Target Resident session – total of 15 participants

- All participants to state that they would consider purchasing a new home at some stage in the next 2 years
- All participants to state that they would consider purchasing a townhouse or apartment to live-in themselves
- All participants must currently live in the following suburbs - Nundah, Northgate, Wavell Heights, Chermside and Chermside West, Stafford Heights, Virginia, Geebung, Aspley, Zilmere and Taigum
- At least 5 -7 participants are to be young couples without children
- At least 5-7 participants who are couples with children (mixture of young and older children)
- At least 3 retirees / down sizers