

West End Regeneration Plan

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Key Issues in West End

West End is a rapidly growing suburb that has a long history of settlement and is home to a variety of heritage. The suburb was traditionally Brisbane's largest Greek community, and has now become one of Brisbane's most multicultural areas with a residing population from a diverse ancestry.

Being proximate to a number of top universities in Queensland as well as the Brisbane central business district (CBD) area, West End has become a popular suburb to young professionals.

The influx of young, creative and knowledgeable classes has revitalised the suburbs and fostered the growth of retail and property in the area. On the flip side, the suburb is facing the challenge of gentrification, a mix of old and new developments and potential conflicts in terms of integration of a diverse community.

The regeneration plan will address these key issues regarding mobility, social, environmental and economic aspects.

Connectivity and Mobility

- Disconnected bikeways
- Car-dominant road network (see blue circle)
- Insufficient pedestrian crossings
- Disconnected bikeways

Inclusiveness and Liveability

- Lack of emphasis on community values such as integration of diverse culture
- Ambiguous connection of community values with built form
- Deficient infrastructure in terms of barrier-free street furniture, greenery and shades
- Insufficient affordable housing options (see red circle)

Resilience and Adaptability

- Limited open green spaces for social gathering (see green circle)
- Lack of climate-adaptive street design

Diversity and Vitality

- Absence of diversity of local businesses
- Lack of collective spaces to incubate business ideas
- Vacant storefronts induced by rising rent (see yellow circle)
- Vulnerable to gentrification



Figure 1 Key Issues in Study Area

Source: PG-18 Consultancy Group, 2020

SWOT Analysis and TOWS Strategies

To take advantage of West End’s rich historical and cultural values while overcome its sustainability challenges, a SWOT analysis was conducted to identify West End’s strengths, weaknesses, opportunities and threats. Since planning solutions are embedded within local context (Darchen and Searle 2019), the SWOT analysis will be used to generate strategies that fits in West End’s specific cultural, social and economic context.

Strengths



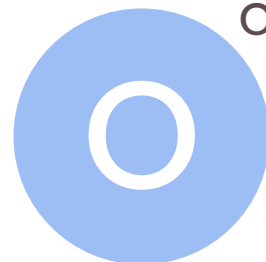
- Culturally diverse
- Welcoming active frontages
- Locational advantages
- Rich history
- Strong sense of community

Weaknesses



- Potential integration issues
- Insufficient pedestrian crossing and cycle lanes
- Lack of vacant land
- Housing affordability concerns
- Lack of natural shading
- Lack of open spaces

Opportunities



- Attract investment and incubation opportunities
- Influx of young and creative class
- Welcome multicultural events and gatherings
- Foster local business
- Perform adaptive re-use of heritage
- Green and climate resilience infrastructure

Threats



- Gentrification – insufficient affordable housing
- Car-centric area
- Inconsistency in building façade
- Potential identity crisis

Arising from the SWOT analysis, the following TOWS strategies are developed to amplify West End’s strengths, taking advantage of the opportunities and overcoming its weaknesses and threats.



Designated cycle lanes and widen pedestrian walkways to encourage active transport (see [Mobility Plan](#) at Page 7)



New community centre and adaptive reuse to preserve and strengthen community value and identity (see [Social Sustainability Plan](#) at Page 9)



Green building guidelines and robust infrastructure to build an inclusive and resilient environment (see [Environmental Sustainability Plan](#) at Page 12)



Inclusive zoning to provide diverse and affordable housing for different household structures (see [Social Sustainability Plan](#) at Page 9)



Develop a new creative hub to attract investment and incubate creative industries (see [Economic Sustainability Plan](#) at Page 13)

02 Visioning Vision Statement

“West End as a fusion of cultures and an incubator for creative innovation”

Over the next 15 years, West End will become a thriving **multicultural and creative suburb** as a complement to the Cultural Centre at South Brisbane and Brisbane central business district in its proximity. Recognising the strong local heritage and cultural diversity in West End, the regeneration plan will leverage West End’s strengths to foster cultural exchange between existing and incoming communities, provide affordable housing for local communities and create spaces for nurturing creative innovation. The plan will allow West End to **grow in harmony and embrace heterogeneity** while preserving local characteristics.

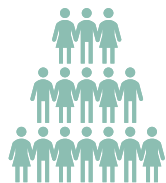
A **medium growth scenario** of an estimated 2000 population increase is anticipated in the next 15 years. The plan will provide affordable housings, designate green space, attract new investment and generate local jobs in the community with the following success indicators.



Figure 2 Artist impression of West end in 2035

Source: PG-18 Consultancy Group, 2020

~ 2000



Population Increased

250+



Local direct and indirect jobs created

73000m²



Medium density housings supply

2400m²



Open space increased

6600m²



Incubators space added

Regeneration Objectives

To achieve the future vision of West End, four regeneration objectives are developed:



Connectivity and Mobility

Create a connected and safe neighbourhood that promotes walkability and active transportation



Inclusiveness and Liveability

Cultivate a diverse and inclusive community and introduce affordable and diverse housing options



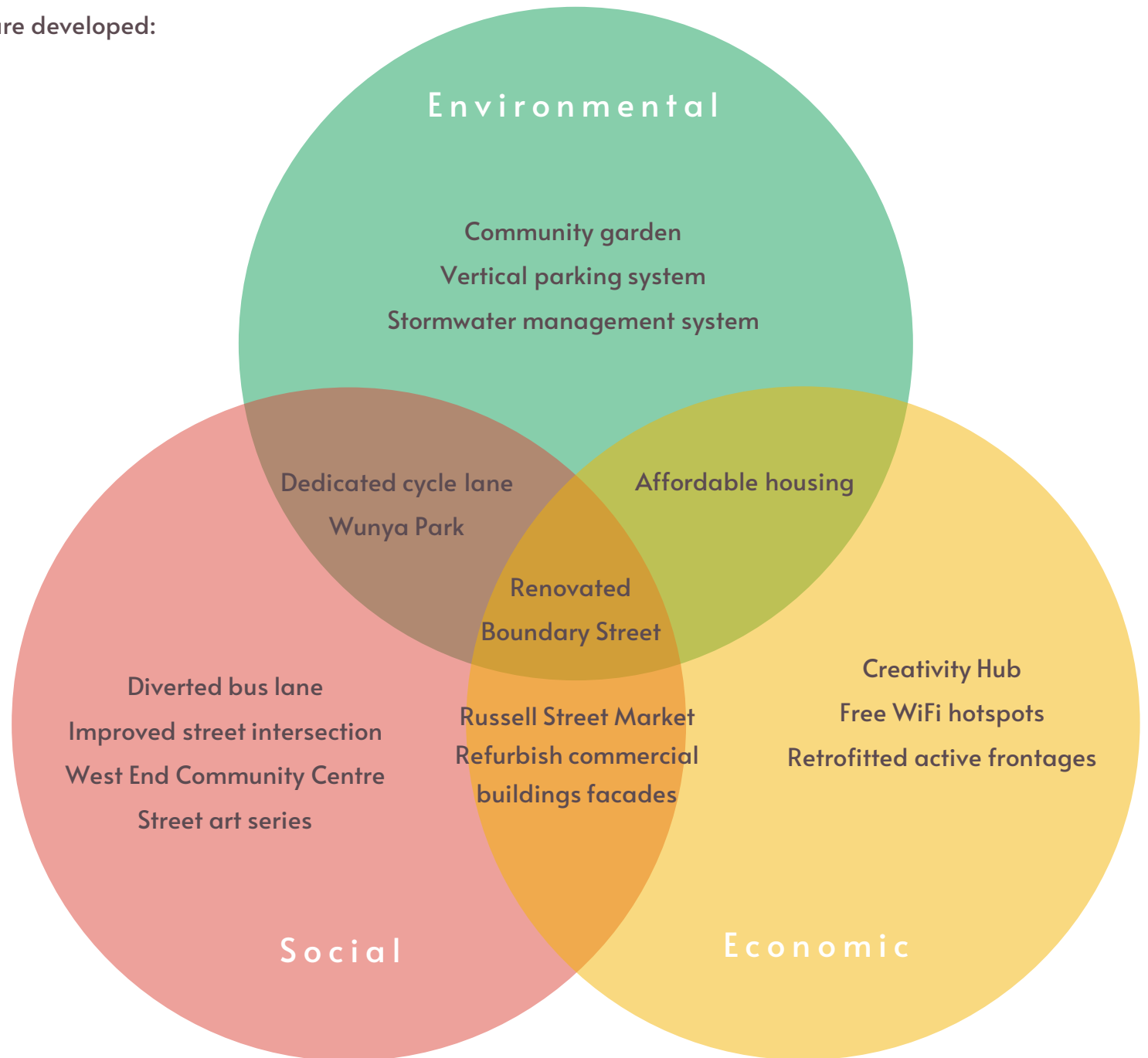
Resilience and Adaptability

Enhance community resilience and adaptive capacities to hazards and revitalize public spaces to encourage more frequent social interactions through transformation of built form



Diversity and Vitality

Promote West End as the destination for start-up ventures



03 Concept Plan Mobility Plan

Connectivity and Mobility

“Create a connected and safe neighbourhood that promotes walkability and active transportation”

Present roads are car-centric and fail to cater pedestrians comfort and cyclist safety. The lack of designated cycle lanes discourages cycling in the area and the insufficient pedestrian crossings inhibit walkability in the neighbourhood.

Pedestrian walkways will be widened and cycle lanes will be added. As the bus route is being rerouted, a walking corridor called **Wunya park** will be created to connect the new bus stop on Thomas Street to Boundary Street. More trees and street furniture will be added to enhance pedestrians comfort.

In response, the regeneration plan will **remove on-street parking** on Boundary Street and reroute the bus lane from Boundary Street to Thomas Street to reduce car-dominated roads and enhance walkability.



Figure 3a Improved Intersection



Figure 3b Improved Boundary Street

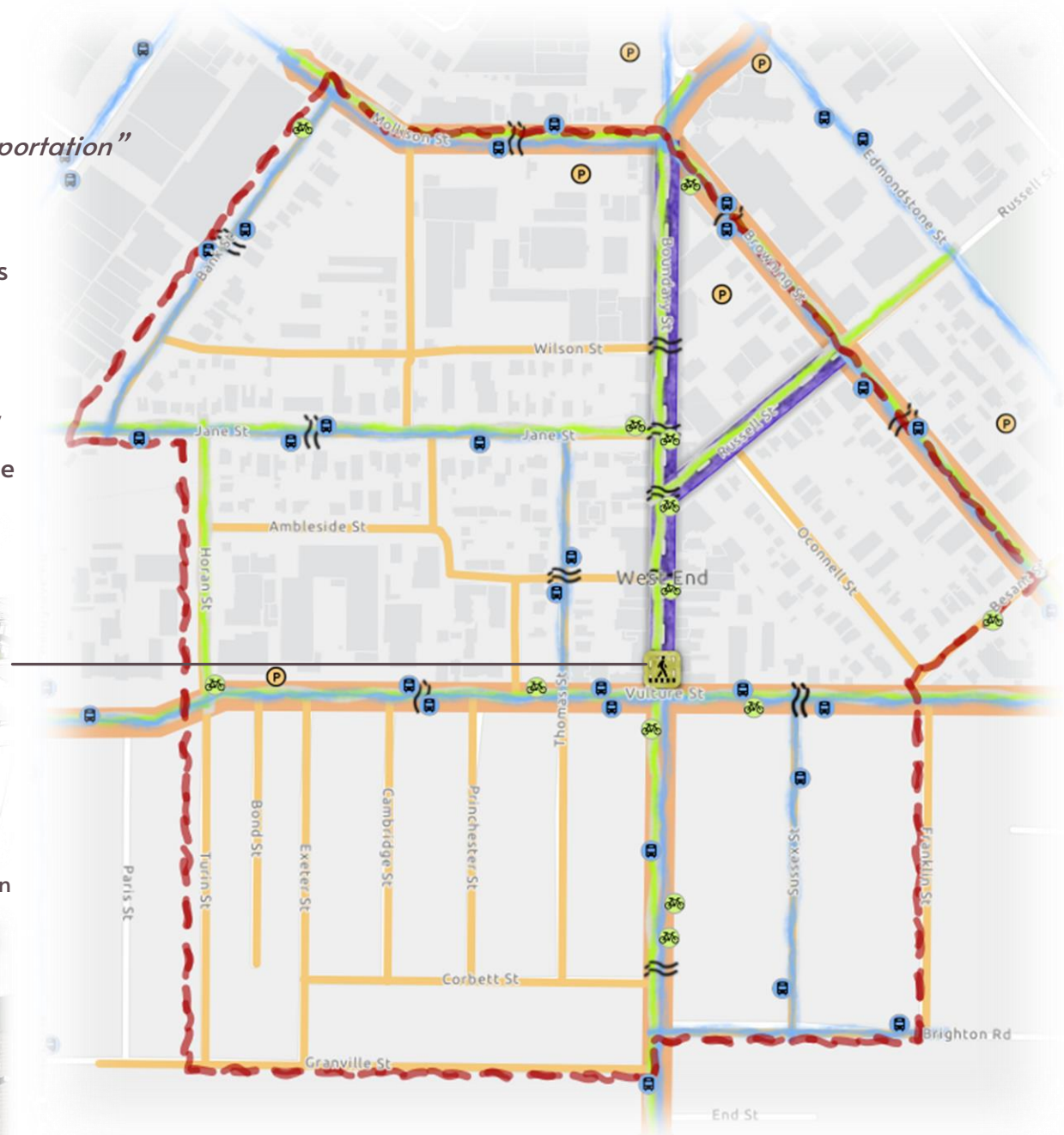


Figure 3 Mobility Plan

Source: PG-18 Consultancy Group, 2020

- Project Area
- Bus Stop
- Carpark
- Cycle Dock
- Renovated Intersection
- Major Road
- Minor Road
- Boundary Walk
- Bus Lane
- Cycle Lane
- Pedestrian Crossing

03 Concept Plan

Mobility Plan

The improved street section will strengthen design features that enhance safety and comfort for different road users. Key principles of the street improvement are as follows:

Ease of movement

- Widened pedestrian walkways to provide comfort and space, as well as being inclusive to wheelchair users
- Addition of cycle lanes and docks to encourage active transport

Comfort and Safety

- Designated pedestrian crossings to alert drivers to expect crossing pedestrians and to direct pedestrians to desirable crossing locations
- Trees along sidewalks provides shades and cooling effect
- Street lights increases visibility and sense of security

Attractive Streetscape

- Tree pits adds greenery and creates a sense of place

Identity

- Street furniture allows people to sit and relax, and enjoy the street view

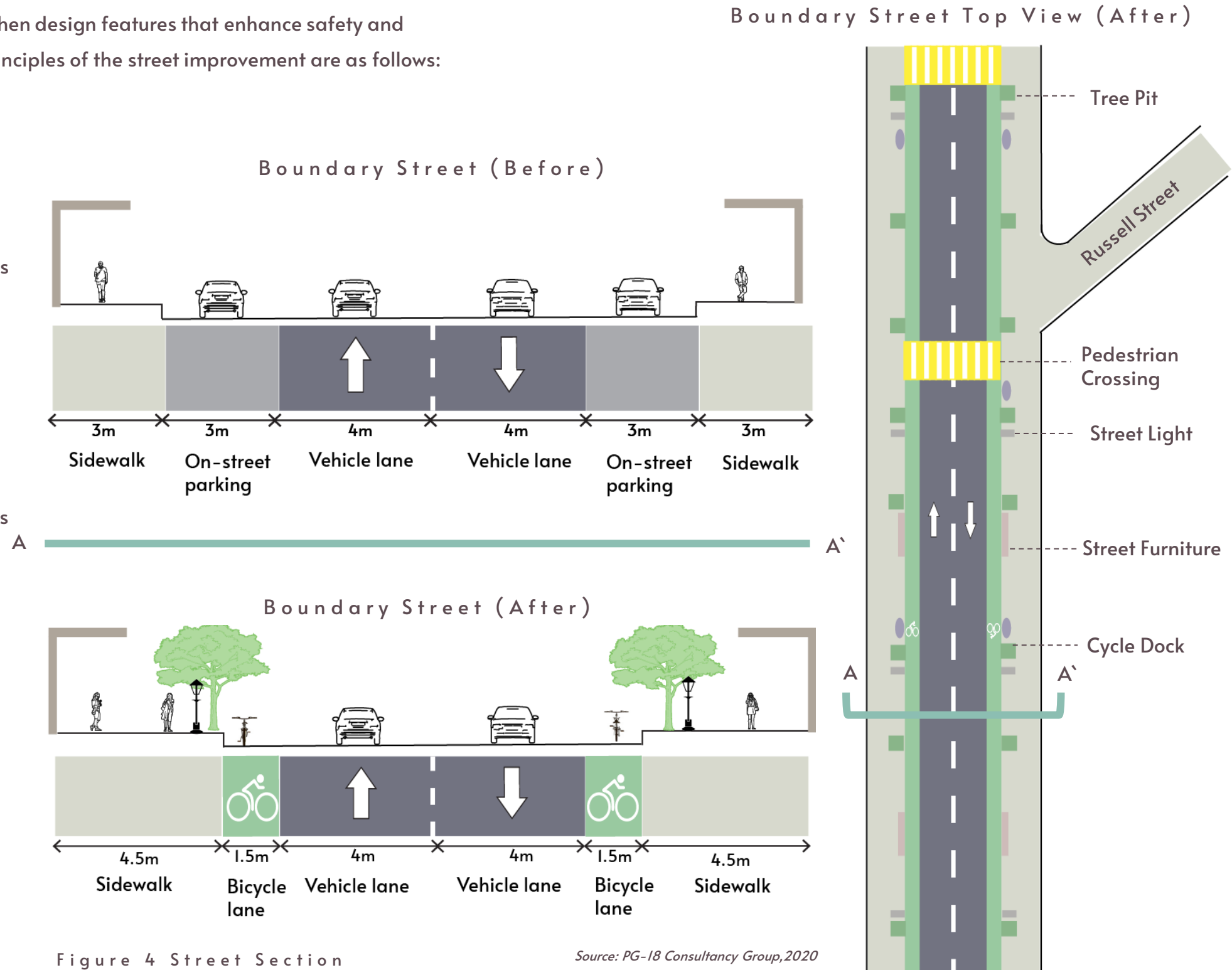


Figure 4 Street Section

Source: PG-18 Consultancy Group, 2020

Social Sustainability Plan

Inclusiveness and Liveability

“Cultivate a diverse and inclusive community and introduce affordable and diverse housing options”

The regeneration plan will take advantage of rich historical and strong cultural values of West End in developing socially sustainable strategies. The plan will also strengthen local identity and address **gentrification** issues by creating more public space for **social interaction** and implementation of inclusive zoning to provide affordable housings.



Weekend Markets

Community-led regular weekend markets on Russell Street to add vitality to the public realm



Source: PG-18 Consultancy Group, 2020

Affordable Housing

Designate slot areas and implement inclusive zoning to provide affordable housings



Source: Commercial property guide, 2019

Community Centre

Adaptive reuse current 90 Vulture Street as a new community centre for communal activities



Source: Fitzpatrick Woolmer, 2020

Heritage Walk

Implement QR-code enable heritage trail that outlines West End's iconic heritage building

Street Art Series

Revitalise People's Park as pop-up art space to enable local artist to showcase their work



Source: Cargocollective, 2020

Wunya Park Corridor

Create a corridor to connect pedestrians from Thomas Street to Boundary Street



Source: PG-18 Consultancy Group, 2020

Street Improvement

Improve street design to encourage social interaction

Figure 5 Social Sustainability Plan Source: PG-18 Consultancy Group, 2020

- West End Community Hall
- Creativity Hub
- Feature Building
- Heritage Building
- Bus Stop
- Street Art Series
- Affordable Housing
- Pedestrian Crossing
- Heritage Walk
- Bus Lane
- Boundary Walk
- Project Area

Social Sustainability Plan

Street Improvement

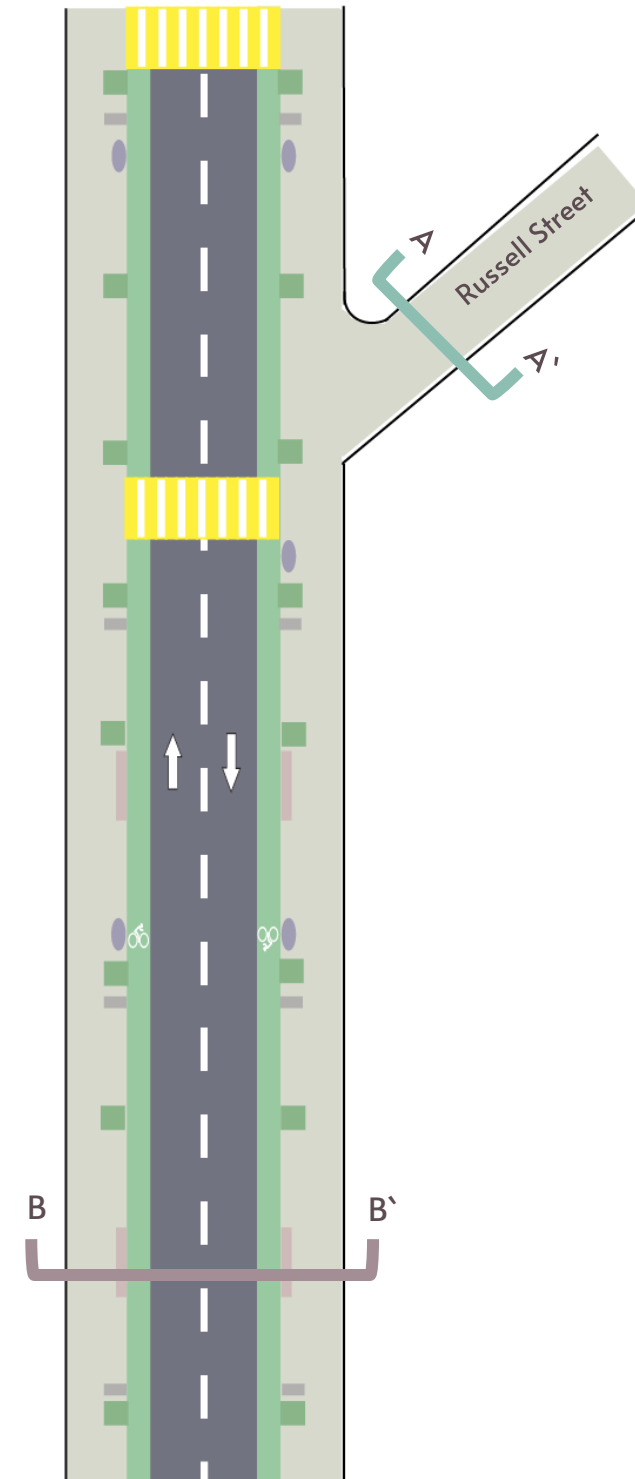
The Weekend Market at Boundary Street and Russell Street will be redesigned to become more friendly to different road users. More **greenery** will be added to create comfort so that people can spend quality time with others outdoors.

To further enhance the **liveability** and foster **community spirit**, regular weekend markets will be hosted on Russell Street. The stalls will be used to promote local businesses such as food and handcrafts.

Inspired by Jane Jacob 's (1992) concept of **mixed-function street design**, and to maintain the vibrancy of street activities throughout the day, the plan proposes a **time-varied usage change** on Boundary Street.

During the weekday, Boundary street will be used as a **shared zone** and allows small cars to drive through.

During the weekend, the street will turn into a **pedestrian Broadway** with no vehicle access to create extra space for pedestrians and cyclists.



A ————— A'

B ————— B'

Figure 6 Boundary and Russell Streets Improvement

Source: PG-18 Consultancy Group, 2020

Social Sustainability Plan

Wunya Park Corridor

The name “Wunya” means welcome in Gabi-Gabi language spoken by the local indigenous group. The 2300 m² Wunya Park Corridor is not only the walkway connecting the new bus stops on Thomas Street to Boundary Street (See Mobility Plan) but also an open public space for relaxation and social interaction.

Key Map



Flood resilient infrastructure
Permeable flooring materials will be used to absorb and capture rain water to reduce floods



Trees and seating

Sheltered seats will enhance comfort and attract people to stay and relax

Flowing waterway

The waterway in the middle of the corridor will serve for both aesthetic and storm water treatment purposes

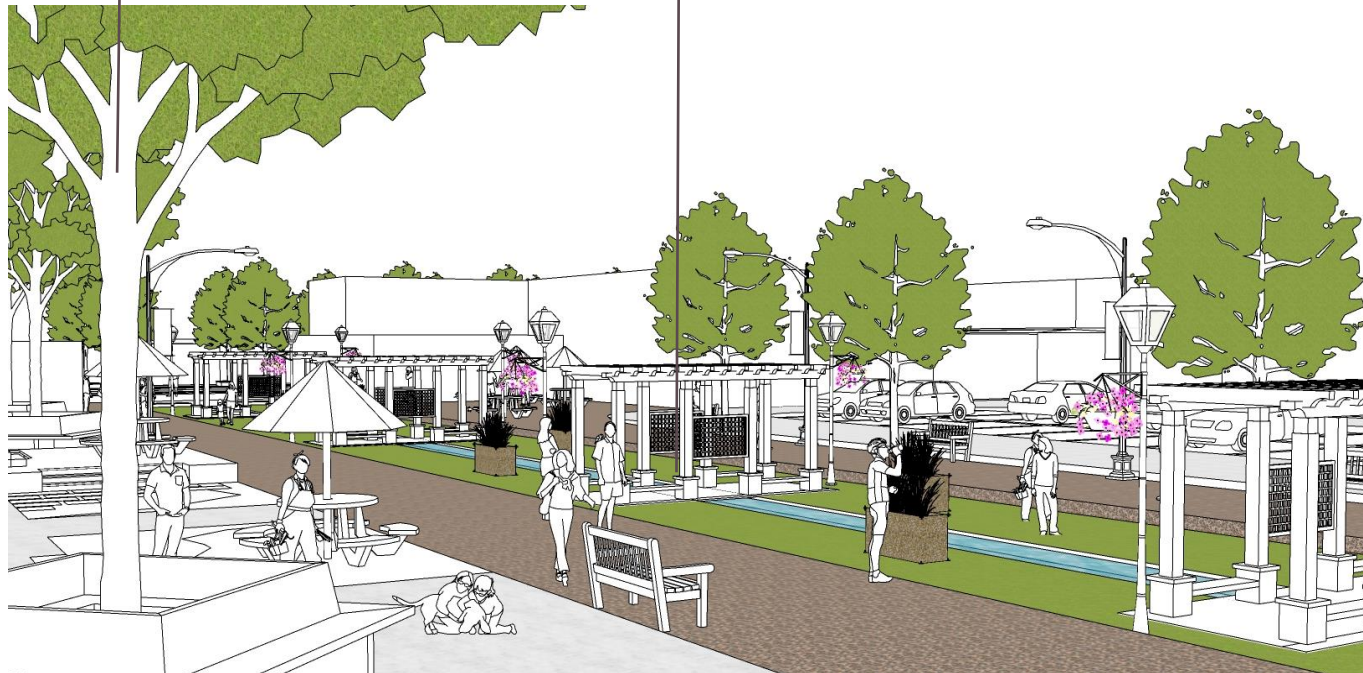


Figure 7 Wunya Park Corridor Improvement

Source: PG-18 Consultancy Group, 2020

Environmental Sustainability Plan

Resilience and Adaptability

“Enhance community resilience and adaptive capacities to hazards and revitalize public spaces to encourage more frequent social interactions through transformation of built form”

Recognising the lack of climate resilience and limited open space in West End, the regeneration plan will take the opportunity to **enhance climate resilience** of the place by increasing greenery in the area and incorporating hazard preventive measures in the built form.

Flood Risk Management

Use of permeable flooring material and water sensitive design in development guidelines to increase flood resilience (Brisbane City Council, 2012)



Source: Caddetails.com, 2019

Green Building Design

Provide green building guidelines to encourage green rooftop and energy saving design



Source: ABC, 2019

Community Garden

Establish community garden along Sussex Street and South Boundary Street to encourage community-led greenery plantation



Source: Seewhatgrows.org, 2020

Street Vegetation

Increase vegetation provides shades and reduces urban heat island effect (USEPA 2020)



Source: PG-18 Consultancy Group, 2020



- Bus Stop
- Cycle Dock
- Carpark
- Community Garden
- Enhanced Street Trees
- Bus Lane
- Bike Lane
- Park
- Green Roof
- Project Area

Figure 8 Environmental Sustainability Plan

Source: PG-18 Consultancy Group, 2020

Economic Sustainability Plan

Diversity and Vitality

“Promote West End as the destination for start-up venture”

Economic sustainability refers to the area’s ability to sustain and generate economic opportunities (Darchen and Searle 2019). The planning of economic sustainability strategies should thus consider building social and environmental sustainability concurrently. The regeneration plan recognises and retains creativity in West End through building of an iconic **creativity hub**. At the same time, the economic strategies incorporate provision of affordable housings and community events, as the three dimensions of sustainability reinforces one another.



Source: PG-18 Consultancy Group, 2020

Creativity Hub

Adaptive reuse 52 Vulture Street as a creativity hub for new start-up ventures

Wi-Fi Hotspots

Strengthen digital infrastructure to enable future smart city initiatives



Figure 9 Economic Sustainability Plan

Source: PG-18 Consultancy Group, 2020

Weekend Markets

Community-led regular weekend markets on Russell Street to add vitality to the public realm



Source: PG-18 Consultancy Group, 2020

Affordable Housing

Designate slot areas and implement inclusive zoning to provide affordable housings



Source: PG-18 Consultancy Group, 2020

Retrofitted frontages

Retrofit active frontages to add life and vitality to the public realm



Source: PG-18 Consultancy Group, 2020

- Affordable Housing
- Active Frontage
- Park
- Boundary Walk
- Project Area
- West End Community Hall
- Creativity Hub
- Bus Stop
- Carpark
- Free WIFI

Economic Sustainability Plan

Creativity Hub

52 Vulture Street

The creativity hub is 4-storey high and occupies a land area of 6,600m². It will act as an incubator for innovation, targeting to accommodate 25-30 small to medium size start-up ventures. It will meanwhile serve as a creative event space for local community and generate employment opportunities within the suburb.

The plan will seek policy support from the Brisbane City Council to provide initial funding for construction. The hub will then operate on a partnership between companies, investors and community members via a collaborative workforce (see below), namely West End Community Group. Each of them will act as a shareholder with shared responsibilities. The hub will offer low rent and short-term lease to attract small and medium enterprises.

Proposed Governance Model



- Formed by companies, investors and community members
- Involve stakeholders
- Appoint coordinator
- Formulate coordinator
- Build consensus

- Management and execution of daily community matters

- Support operation and maintenance
- Participate in events
- Propose community-led projects

Figure 10 Floor Design

Source: PG-18 Consultancy Group, 2020



The hub will provide spaces for intense concentration and co-working spaces for information exchange. The hub will also follow green building design principles with green rooftop and solar panels. The creativity hub is expected to become a new iconic landmark of West End and serve as a model for future development in Queensland.

Figure 11 Building Design

Source: PG-18 Consultancy Group, 2020



Mixed Used Development

Medium Growth Scenario

The regeneration plan forecast a medium growth scenario for the project area. A **mixed used development** is proposed to provide **500 dwellings** and accommodate about 2000 residents in the next 15 years.



A mixed land use plan is proposed where residential and commercial are co-located to densify the area with both residential and working population.

Floor	Land Use	Area (m ²)	%
G	Retail	200	34.4
1	Commercial	170	29.4
2	Residential	140	24.2
3	Residential	70	12.0

Figure 12
Mixed Use Building Model
Source: PG-18 Consultancy Group, 2020

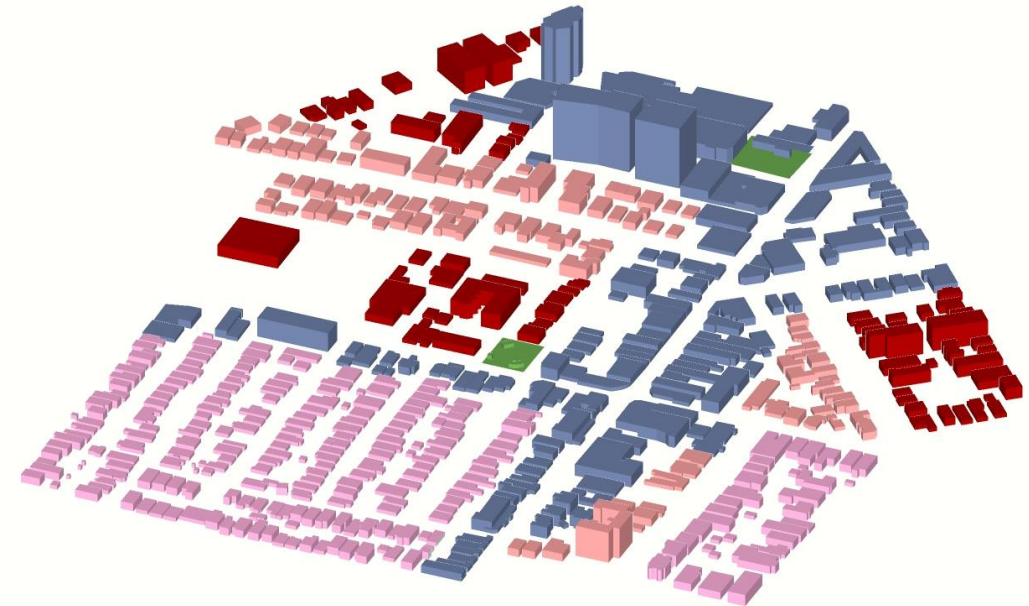
The addition of **2 to 3 storeys** above the existing commercial buildings will provide affordable housing along Boundary Street and Vulture Street (see **orange blocks**) for retail and residential purposes. The new storeys will have setback from the main streets to avoid crowded view.

Voluntary Incentive Inclusive Zoning

Voluntary incentive inclusive zoning approach will be included in the plan to encourage developers to provide affordable housing options through a range of incentives guided by Brisbane City Council. They include:

- Modification of planning regulations such as adjusting site yield to accommodate lower cost dwellings like student accommodation
- Relaxation of development controls such as height, density, setbacks and parking controls
- Incentive approaches:
 - Fast track planning development approvals
 - Reduction in application fees
 - Subsidy in utility lead-in costs

Current Land Use Plan



Proposed Land Use Plan



- High Density Residential
- Low-medium Density Residential
- Character Residential
- Community Facilities (new)
- Medium-density Residential (new)
- Medium-density Residential (existing)
- Mixed-Used Development (new)
- Open Space

Figure 13 Land Use Plan Comparison

Source: PG-18 Consultancy Group, 2020

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Appendices

Appendix 1 Social Sustainability Matrix

Criteria	Existing Context	Possible Intervention
Provision of decent housing	2 / 5 <ul style="list-style-type: none"> Mixed housing types (simple cottages, apartment blocks and heritage homes) 	<ul style="list-style-type: none"> Construct affordable social housings Mixed dwellings for households of different size Require new development to allocate certain percentage of land as public space
Presence of social communal amenities (libraries, schools, etc.)	3 / 5 <ul style="list-style-type: none"> One public school, some childcare centres, absence of elderly-care facilities Presence of a public library 	<ul style="list-style-type: none"> Construct town halls and community centres to social communal services Small theatres Office for the WE Community Committee Adaptive reuse (e.g. AHEPA Hall, Uniting Park Church, West End Library)
Presence of a sense of community	4 / 5 <ul style="list-style-type: none"> Closely-connected community members Some social spaces (e.g. art community, small community halls) 	<ul style="list-style-type: none"> Reuse AHEPA Hall for indoor community social events, Encourage more street art (graffiti) to present community identity Organise Heritage walk to recognize community's history
Attractive public realm	4 / 5 <ul style="list-style-type: none"> Presence of active frontages Niche shops (vintage, thrift, cafes, restaurants, bar, music clubs) 	<ul style="list-style-type: none"> Provide marketing services for small businesses (cafes and retails) Street art and street piano Statues series by local artists Retrofit of People's Park as pop-up street art space
Walkable neighbourhood	2 / 5 <ul style="list-style-type: none"> Unconnected cycling paths - road safety issues Walkable but insufficient pedestrian crossings 	<ul style="list-style-type: none"> Add more trees and benches to boost street walkability Create a Corridor connecting from bus lane to Boundary Street
Inclusiveness and safety	3 / 5 <ul style="list-style-type: none"> Insufficient street lights on the minor street Not enough barrier-free facilities 	<ul style="list-style-type: none"> Apply CPTED in street design Barrier-free facilities

Appendix 2 Environmental Sustainability Matrix

Criteria	Existing Context
Adaptive reuse	1 / 5 <ul style="list-style-type: none"> Limited adaptive re-use
Open Space Provision	3/5 <ul style="list-style-type: none"> Current open space for public access include People's park, Bunyapa Park Demand over supply considering the visitor flow
Risk Management (flooding/climate change, etc.)	2/ 5 <ul style="list-style-type: none"> Part of the study area (Boundary St) has been significantly impacted by the 2011 Flood. The establishment of Flood Recovery Committee and Community Recovery Centre as swift response strategies from the resident and business network
Vegetation	1/5 <ul style="list-style-type: none"> Limited vegetation on pedestrian roads to provide shades

Appendices

Appendix 3 Economic Sustainability Matrix

Criteria	Existing Context	Possible Intervention
Contribution to local area metropolitan economy	4 / 5 <ul style="list-style-type: none"> Eclectic mix of cafes, bars and restaurants provide meeting place for knowledge and cultural exchange A mix of vintage and new local retail shops displaying cultural diversity New residential development opportunities 	<ul style="list-style-type: none"> Create a community market New property development with diverse housing options
Diversity of Economy (diverse types of economic activities)	3 / 5 <ul style="list-style-type: none"> Dominated by retail services such as cafes and restaurants New real estate development project Emerging art space 	<ul style="list-style-type: none"> Renovate buildings to create new art space for start-up ventures
Opportunities for new businesses / economic development	3 / 5 <ul style="list-style-type: none"> Moving in of creative class provide source of creative workforce A vibrant "third place" create meeting place for innovative business 	<ul style="list-style-type: none"> Strengthen digital infrastructure (e.g. Wi-Fi spot) Provide short-term lease to attract start-up businesses Provide rent subsidy for new creative businesses Revitalise People's Park for art exhibition
Economic vitality (increase of local employment?)	3 / 5 <ul style="list-style-type: none"> Retail services are mostly locally owned New property development might provide job opportunities 	<ul style="list-style-type: none"> Create creative hub to attract new start-up companies and increase job opportunities

Appendix 4 Land Use Matrix

Criteria	Existing Context	Proposed Strategy
Residential Capacity	1 / 5 <ul style="list-style-type: none"> Commercial district, non-residential use 	<ul style="list-style-type: none"> Mixed-use; allocate second or/and third floor for residential use
Transport Infrastructure	3 / 5 <ul style="list-style-type: none"> Easily accessed by public transport (Translink) No designated cycling path Insufficient pedestrian crossings 	<ul style="list-style-type: none"> Reroute existing bus route to Thomas Street Repurpose Boundary Street as low-speed shared zone for pedestrian, private car traffic and active transport (with dedicated cycling paths) Implement pedestrian crossings at strategic locations Reserve area on Thomas Street as delivery zone
Open Space	2 / 5 <ul style="list-style-type: none"> People's Park - small public open space with public toilet access Unnoticeable Under maintained 	<ul style="list-style-type: none"> Refurbish the current buildings into two or three-storey building Apply building setback as balcony for commercial use. Increase land useability without blocking street sight Consistent facade for active frontage
Heights and Scale	4 / 5 <ul style="list-style-type: none"> Consistent building heights and scale Able to preserve the line of sight Did not fully utilize the commercial capability 	<ul style="list-style-type: none"> Refurbish the current buildings into two or three-storey building Apply building setback as balcony for commercial use - improve land usability without blocking LOS Consistent facade for active frontage