

## 2 Vision and Urban Design Context

The vision, key elements and themes set the base from which the guidelines have been developed.

### A New Approach

The Kelvin Grove Urban Village is the first inner-city development of its kind in Australia, where a government agency and a university have come together to plan and develop a new integrated community. The vision for the Urban Village is centred on the core elements of learning, creativity, community and sustainability. Over time, Kelvin Grove Urban Village will become a vibrant connected and creative inner city community with a village atmosphere. The unique relationship of the neighbourhood and the university, layered throughout the development, will create a rich texture of learning, making and creating environments.

Innovative and creative, Kelvin Grove Urban Village will provide a platform for active engagement between residential communities, education, the arts, business and over time provide a significant point of difference to Brisbane. This diverse fringe community offers unique living solutions and sets a new benchmark for inner urban development.

Elements driving the vision for Kelvin Grove Urban Village include:

- Style → Innovative, creative, different and distinctive
- Sustainability → A holistic development – triple bottom line
- Diversity → Mixture of uses for a mix of people
- People Focused → Community-centric, lifestyle driven
- Inner Urban → Connectivity and built form
- Collaboration → Partnership and integration
- Learning → Access to educational excellence
- Progressive → Technically wired

To achieve the vision, it is vital that potential developers, owners and others involved in the project understand and are committed to the Urban Village concept.

The themes below highlight how the Kelvin Grove Urban Village seeks to achieve this vision.

### Both Radical and Traditional

The Kelvin Grove Urban Village will be an intelligent, inclusive and sustainable community, where people can live, learn, work, shop and recreate within one accessible and walkable neighbourhood. It will be a place to meet neighbours and friends, and be part of a community in the traditional sense.

### Vibrant Main Street

The main street, Musk Avenue, will be the focus for the community and will have the richest mix of uses. It has wide footpaths and landscaping which encourages pedestrian usage and allows activity to spill out of the adjoining buildings into the public realm. Buildings along the main street will have minimal (preferably zero) setback with awnings to provide weather protection to the footpaths below.

### **University Integration**

The seamless integration of QUT into the Urban Village brings the university out into the community and creates “a university for the real world”. The Creative Industries Precinct, including La Boite Theatre, state-of-the-art teaching areas, animation and design laboratories, and rehearsal and performance spaces, has reinforced the Urban Village as a vibrant and innovative place. Students display their work and stage events that are visible and accessible to everyone.

### **Housing Mix**

Moving away from Musk Avenue, the other parts of the Urban Village become progressively more residential in character. Residential units in the Urban Village will cater to a mix of ownership patterns, price and building types suited to different income levels, lifestyles and age groups.

### **Environmentally Sustainable**

The project has a strong focus on Environmentally Sustainable Development (ESD). Developers and consultant teams must actively support the ESD agenda and ensure that environmental issues form a major part of the design process.

Together, the Master Plan and the latest advances in building technology will create a model for future development at less cost to the environment. The Urban Village is designed to be more environmentally sustainable and aims at reducing the amount of energy used, water consumed and waste produced.

### **Subtropical**

The architecture will be sub-tropical in both character and function with climatically appropriate design solutions.

### **Inclusive and Safe**

It will be a cohesive and inclusive community that, while acknowledging differences, discards social divisions. It will be a safe community, where buildings overlook the streets and other public spaces. The well-landscaped streets will be the focus of village life, designed for locals and visitors alike to use them with confidence.

### **A Focus on People**

The Kelvin Grove Urban Village will have wide appeal to an increasingly urban population. It forms part of inner Brisbane, so residents will enjoy the cultural, leisure and recreation facilities of this growing and vital centre, as well as other nearby attractions including Victoria Park, Suncorp Stadium and Roma Street Parkland.

### **Well Connected**

The planning and design approach is unusually urban. Significant emphasis has been placed on creating a permeable, connected, integrated, adaptable and highly-legible layout of buildings and public streets and spaces.

### **Recreation Opportunities**

The public open spaces have high-quality landscaping, and are designed to create variety and visual interest. The open spaces and buildings will provide an outstanding urban environment, with views of

Victoria Park Golf Course, the undulating adjacent suburbs and the Central Business District firmly establishing a sense of place.

### Sustainability Snapshot

The Kelvin Grove Urban Village promotes social sustainability:

- by being an inclusive and welcoming place;
- through the variety of housing types, tenures and market groups;
- with its emphasis on community facilities and shared public space;
- through the neighbourhood design;
- by the inclusion of Information and Communications Technology to form a wired community; and
- through the mix of housing with university, retail and other uses.

The Kelvin Grove Urban Village promotes economic sustainability:

- through the high quality urban environment created by the location and the extensive infrastructure works undertaken by the Queensland Government and QUT;
- through the mix of residential and university communities;
- by integrating the new and existing neighbourhoods;
- by building relationships between the university and industry; and
- through a robust and adaptable neighbourhood structure.

The Urban Village promotes environmental sustainability through:

- appropriate development of this key inner-urban site;
- the design of individual buildings, incorporating resource efficient design;
- the design of park and infrastructure systems which are focused on sustainable outcomes; and
- the mix of uses and the neighbourhood design, promoting walking, cycling and the use of public transport.