

An investigation into
The potential benefit/value of
Ipswich CBD residential revitalisation

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Abstract

CBD revitalisation strategies have been successfully implemented on a worldwide scale for many decades. Common CBD revitalisation techniques often include, maintaining high density levels, emphasizing the importance of historic preservation, being sure not to suburbanise the CBD by creating strict design control measures, and highlighting the importance of street activity by creating a pedestrian friendly urban environment (Ferguson, 2004). However, revitalisation projects are often undertaken by public developers or given to private developers with hefty government funded incentives. Government funded development generally occurs only in public domains, for example the Icon project in Ipswich CBD.

This raises the question; "Can residential revitalisation in decaying city centres be just as beneficial/valuable as large government funded revitalisation projects"? "Will small scale residential revitalisation be an effective strategy in contributing to CBD sustainability"?

The aim of this dissertation is to investigate the potential benefit/value of a revitalisation to residential properties in Ipswich CBD. By undertaking an Ipswich community survey, public/private developer survey and grading appraisal of 10 potential development sites, the research hopes to uncover the potential for residential development in Ipswich CBD.

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ENG4111 & ENG4112 Research Project

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Glossary

CBD - See, Central Business District.

CBD Revitalisation - aim to reverse the decline of, and restore the importance of, the traditional commercial area of a population centre.

EDP - Economic Development Plan

HDR- High Density Residential

ICC- Ipswich City Council

MDR- Medium Density Residential

PPP- Public Private Partnering

Suburbanisation - The establishment of residential communities of the outskirts of cities.

Urban Intensification - Continued development at higher densities and increasing the population.

Chapter 1

1.0 Introduction

Revitalisation strategies are now considered common practice in many major cities nationally and internationally. Revitalisation aims to reverse the decline of economic decay and restore the importance of the traditional commercial area of a city centre (Robertson,2004). Revitalisation strategies are generally a government implemented initiative in order to restore and retain historic city centres, create jobs, and stimulate economic growth (Pallagst, 2008). However, this isn't always the case, The Icon project in Ipswich CBD is one example of a project that promised to provide new jobs, and was to be the beginning of a complete revitalisation plan promising to rebirth Ipswich CBD. Three years since its completion, a third of the office spaces sit empty and there has been no further revitalisation action taken by the Ipswich City Council and State Government (Huston and Darchen, 2014).

Robertson (1999) and Ferguson (2005), both agree that the most vital component of successful CBD revitalisation strategies is the inclusion of human activity. In my opinion, when a potential revitalisation strategy is proposed, the community are curious to discover what public space is going to be at the end of a complete renovation, when in fact the best possible strategy that should be adopted is identifying ways to increase population density and interaction. The focus of creating an attractive, human scale, pedestrian friendly CBD that is distinctive, and represents the heritage of the city should be of the upmost importance (Robertson, 2005). Therefore, the focus of this dissertation will be on the relationship between successful CBD's and the revitalisation of residential properties.

1.1 Background

'Urban regeneration or revitalisation', has been increasingly used in conjunction with the action of redeveloping land which had, in years' prior, been areas of moderate to high density urban land use. The study of this process continues to prove economically, socially and politically advantageous to a number of parties involved in the development of gentrification over the last number of decades. The Icon Ipswich project is one example of a revitalisation strategy that took place in Ipswich city, however due to a lack of interest from potential businesses and a low amount of consumer activity, Ipswich lacked the ability to sustain such a large, sudden investment (Huston and Darchen, 2014).

Ipswich had its first taste of high density residential development with the completion of the Aspire building in 2007 with a project value of \$65M (Molloy, 2007). There was great interest and excitement during the construction of the building with 80% of the apartments being sold to investors before completion (Molloy, 2007). However, Aspire struggled to rent out the apartments sold to investors and the remaining apartments took a considerable amount of time to sell, due to their large price tag. Median house price for Ipswich at the time of completion was \$255,000 as opposed to the median price for an Aspire apartment (\$450,000) (Molloy, 2007).

Today, Ipswich faces a new challenge, which is commonly known as suburbanisation. Major suburban development occurring in Springfield Lakes and Ripley Valley are forcing residents to consider the move to a more modern, suburban lifestyle. Orion shopping centre has also contributed to the attractiveness of Springfield, hosting many well know retailers and has already begun to over shadow Ipswich CBD (EDP, 2009). According to the EDP (Economic Development Plan, 2009), Ipswich must work in conjunction with

Springfield development, whilst being able to differentiate itself from similar styles of development and preserve the historic status of Ipswich CBD.

1.2 Objectives

The aim of this project is to determine whether a revitalisation of residential properties within Ipswich CBD would potentially provide benefit/value to the community. The project hopes to raise discussion amongst planners and policy makers, to ensure the housing market in Ipswich CBD doesn't fall victim to neglect, due to a potentially large focus on suburban development, and renewal of public spaces in Ipswich CBD.

The research aims to provide public opinions, for and against, the possibility of residential revitalisation. The research will also seek to gather information from developers/contractors who have had current or past business in the City of Ipswich. The research hopes to identify the reason there is a lack of incentive for developers and investors in residential property development within Ipswich CBD.

A secondary objective is to identify a number of potential development sites situated within a 2-3Km radius of the city centre. These sites will be graded according to a list of criteria and be given an overall score. The purpose of grading and scoring potential development sites is to identify whether Ipswich CBD has suitable sites for development and to identify the potential long term opportunities for both the community and investors to partake in residential revitalisation.

1.3 Outline

This dissertation contains six chapters. Chapter one, the introductory chapter, outlines the research problem and identifies the objectives of the research. The second chapter, reviews the literature relating to City revitalisation and provides historic background information of Ipswich CBD. The methodology is explained in the third chapter detailing how the research questions will be answered. The fourth chapter will review and compare the data collected against the literature. The fifth chapter discusses the results and the final chapter will conclude the dissertation while also providing options for potential future research.

1.4 Limitations

Preceding the commencement of the research, a few assumptions were made regarding CBD revitalisation strategies. These assumptions include;

1. Successful CBD revitalisation strategies aim to preserve historic status and individuality.
2. High levels of human activity are essential to a successful CBD.
3. Revitalisation of residential properties is an effective way to increase population density and CBD vitality.
4. There is a significant difference between CBD revitalisation of public places and revitalisation of residential properties.

Upon review, the literature by Robertson, (1999) & (2004), Budge and Butt, (2007) and Ferguson, (2005) confirm the first two points however, little consideration has been given to the last two points. Therefore, the following limitations have been acknowledged.

The limitations identified are list as follows:

1. It isn't possible to differentiate the difference between residential revitalisation and revitalisation of public spaces without a long term analyses.
2. The potential likelihood of residential revitalisation is unknown.
3. The potential uses chart is conceptual only and shouldn't be used as a guideline for future development.

Chapter 2

2.0 Literature Review

This chapter reviews the literature allied with Central Business District (CBD) revitalisation and the benefit/value of redevelopment. The literature has been broken down into four sections which are listed as follows:

- Ipswich CBD (case study area) – Briefly outlines Ipswich’s history, and the reason Ipswich is an ideal candidate for CBD revitalisation.
- Viability of CBD Revitalisation – Identifies the Benefit/value of CBD revitalisation, and discusses the issues related to urban regeneration.
- 'Doughnut or donut' Cities– Comments on the difference between city shrinkage in European and American cities.
- Small-Scale CBD Revitalisation – Discuss the difference between small and large-scale revitalisation and identify the four key strategies for successful small-scale revitalisation.

2.1 Ipswich CBD

Ipswich, is located about 40 kilometres west of Brisbane, Queensland on the Bremer River. Due to its river access, surface coal and strong industry growth in the early 1800's Ipswich was once considered a candidate for Queensland's state capital. However, as traditional industries folded in the 1970s, Ipswich declined economically and socially. The burning of the Reids Department Store in 1985, the ill-considered Kern development, suburban retail leakage and a recession, accelerated CBD decline (Huston et al. 2013).

Ipswich prides itself on being a multi-cultural city, with outstanding assets such as; schools, shops, parks, churches, etc. Ipswich also prides itself on having a strong passion for historic preservation. Upon review of Ipswich's timeline, there were a number a key points that highlighted Ipswich may have made a great capital city. For example, John Oxley and Allan Cunningham first discovered Ipswich in 1824 while exploring the Brisbane River. Upon arrival, they uncovered a rich abundance of limestone in the area. The discovery of limestone quickly led to the development of a lime burning plant to be set up in limestone hills by Captain Patrick Logan. This prompted an exportation operation to be implemented in order to transport the limestone into the heart of Ipswich's neighbouring city, Brisbane (City of Ipswich, 2016).

It was later discovered, in 1827 and 1843, that Ipswich also held a rich abundance of coal in Ipswich central and Redbank respectively (Harrison and Diddams, 2012). Coal extraction and exportation would become Ipswich's most valuable industry. Coal mining requires a variety of contributors in order for the entire operation to progress smoothly. Ipswich's first discovery of coal prompted residents from all around East Australia to move to Ipswich in order to work in the coal mine. The large influx of coal miners required many new facilities to be constructed in order to accommodate the new

Ipswich residents. Ipswich's economy was then stimulated further with a significant increase in coal discovery right across the region. In the 1900's Ipswich was the biggest state contributor for coal exportation, with over three quarters of the overall states amount of 480,000 tonnes coming from Ipswich (Mattes-Harris, 2010).

The discovery of natural resources in Ipswich and the implementation of rural settlement schemes encouraged by the Government, were factors influencing the geographical distribution of people throughout the State of Queensland during the late 1800's and early 1900's (City of Ipswich, 2016b). Much like the discovery of limestone in Ipswich, the discovery of coal brought many people into the region. Mineral discovery and the large influx of industry that follows is one of the main reasons a town would generally prosper and grow so rapidly due to large amounts of job opportunities.

Following the great success of the mining boom in Ipswich, many industrial, production and manufacturing industries appeared. In 1864 the first Railway workshops were established at North Ipswich due to the increasing amount of new rail lines in the area. The railway workshops were without doubt the largest enterprise to ever operate in the region, employing more than 3300 people at its peak (M. Cook 2010).

The late 1800's also saw several other industries in operation, including sawmills and joinery works, as well as two butter factories. By 1932 it was estimated there were 182 factories operating in Ipswich employing over 2000 people (Harrison and Diddams, 2012). The Ipswich district had 48 working coalmines, and the West Moreton district produced 17% of Queensland's milk (Harrison and Diddams, 2012). The railway workshops underwent major expansion in 1899-1904, which included, a grand electric powerhouse, additional workshops with a traverse track either side, a massive conveyor was also constructed along with a foundry, pattern shop, carriage and wagon shops, and shops for welding, boilers, brakes and paintwork (Leslie E. Slaughter, 1960).

Industry generates prosperity. This is exactly what Ipswich had, strong industry growth which was reflected in their steady population increase from 1820 to 1980 (Leslie E. Slaughter, 1960). Strong industry growth was also the reason it was dubbed Queensland's second City for some time. Due to the large increase of industry activity, Ipswich's managerial class sought comfortable villas, built paved roads and created community gardens such as Queens Park. The rise of the middle working class, and increase in upper class residents resulted in new shopping centres, theatres and recreational parks a viable option for the continued growth of Ipswich City.

During the 1960's however, Ipswich began a steady decline in comparison to its former glory years. The town's economic coal reserve numbers were dwindling and by 1968 Ipswich would be overtaken by Moura in the state's north. Ipswich's biggest industry employer would shift to manufacturing; however, this didn't last long either. North Ipswich Rail workshop, Ipswich's largest employer was also rapidly decreasing its numbers and was eventually decommissioned in the 1990's. New roads from Ipswich to Brisbane and the ever increasingly popular acquisition of a motor vehicle made the Brisbane commute for work a better option with plenty of job opportunities and job security (M. Cook 2010). Harrison and Diddams (2012) explain that a;

'Depletion of natural resources and a decline in manufacturing impacted heavily on Ipswich. Craft skills in manufacturing and construction were devalued, and the largely working class community suffered diminishing morale. Income levels were below average in 2001.'

(Harrison and Diddams, 2012, Par 19).

Modern day Ipswich has undergone a drastic restructure. An extensive heritage evaluation resulted in the local Ipswich council vying to protect its history by implementing the Ipswich Heritage Program in 1990. Upon evaluation, many of

Ipswich's physical assets managed to survive the city's economic decline. The sensitivity in heritage values has, in part, created a new industry sector for Ipswich in the form of tourism and hospitality. The old north Ipswich rail workshop has now been restored into a museum and the council has published a comprehensive series of heritage trail guides, highlighting both historic buildings and sites (Harrison and Diddams, 2012). However, the city is still empty, the numbers of tourists is slowly dwindling and the demand from local residents to keep restaurants and shopping centres in business is fading.

The problem Ipswich faces is that local businesses are struggling to compete with newly developed suburbs and Ipswich CBD does not have the ability to provide employment opportunities. In 2015, Australia's unemployment rate was 6.1% compared to Ipswich unemployment rate of 12.6% and a state unemployment rate of 6.5%. (ABS, 2015). These statistics are a clear reiteration that Ipswich is lacking the capability to provide sustainable job opportunities within the region. The interesting point here is that Ipswich has been able to maintain most of its physical assets, however; has not been able to maintain jobs and a stable level of economic growth.

Due to a lack of employment opportunities near the city centre and the recent explosion of nearby housing estates, many middle class working residents have opted to move away from the city centre. Although statistics show that, the Ipswich greater region is growing by 4.0% per year (ABS, 2011) this statistic does not reflect Ipswich CBD. The average weekly income for Ipswich Greater region is \$1190 compared to the CBD which is \$837 (ABS, 2015). Lower income levels and fewer job opportunities is one reason Ipswich CBD has declined in recent years, because it lacks local private investment and sustainability. (Harrison and Diddams, 2012).

Currently Ipswich has a population density of 1.72 persons per hectare, as opposed to Brisbane with 8.65 persons per hectare (Profile Id, 2014). However, Ipswich CBD does

not have the housing capacity to elevate a 500% population density increase. To create more housing options Ipswich should potentially consider redeveloping existing underutilised blocks of land to create more living space and increase inner city density. Higher densities may potentially increase demand for local shops, and restaurants with more people being able to contribute to the community. Ipswich already has numerous assets, transport and facilities in place, which means there is very little government funding required.

2.1.1 Ipswich Growth Pressures

Huston and Darchen (2014), conducted a study on 'Urban regeneration for cities under growth pressure'. The purpose of their research was to review sustainable planning literature and investigate a major development in an Australian regional city, looking for broad sustainable insights to improve urban growth and management. (Huston and Darchen, 2014).

Upon investigation Huston and Darchen (2014) deemed that regional mineral towns seem to have the largest amount of annual growth pressure nationally, with Western Australian and South East Queensland experiencing annual growth of 14.3% and 11% respectively. It is because of these large unforeseen population increases that urban planning schemes don't have the short term capacity to accommodate such an increase. Ipswich was eventually chosen as the case study area.

Huston and Darchen (2014) define Ipswich as;

'A resurgent second-tier regional city, digesting hydrocarbon, infrastructure and population-induced growth, constrained by some past urban design mistakes and pockets of entrenched social deprivation'. (Huston and Darchen, 2014, pg2, par3)

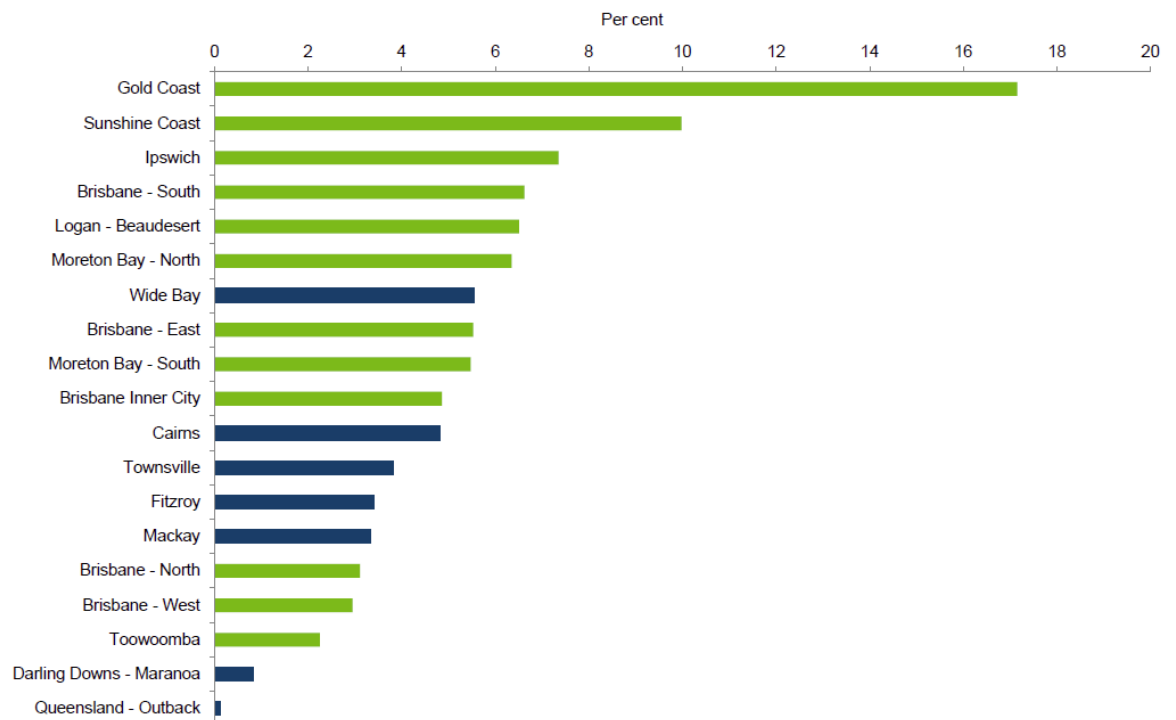


Figure 1- Contribution to Queensland's population growth

Source - ABS 2015,

Figure 1 identifies Ipswich as Queensland's third largest growing city in the state, and reiterates the sustained demographic growth of the region. Ipswich is a city under immense growth pressure. Due to its affordable housing and increasingly easy access to and from Brisbane, Ipswich is also subject to growth pressure flow on effects from the recent mining and infrastructure boom. Also identified by the Huston and Darchen's (2014) study, Ipswich is an ideal candidate, suitable for urban regeneration.

2.2 Viability of CBD revitalisation

Revitalisation of the CBD is essential to a region's economic and cultural wellbeing. The CBD defines the City's image and therefore has to thrive for both locals and visitors to feel pride and confidence in their community. CBD Revitalisation is a common problem, not only in Australia but also worldwide. Due to the rise of the motor vehicle use and suburban growth, many residents opted for cheaper living outside the city centre. This problem is known as the donut effect. These donut cities are characterised by destructive edge growth and a decaying city centre, contributing to socio-political, economic, and environmental misfortunes (Davenport, 2003).

Padilla and Eastlick (2009), reiterate the point that suburban growth is the primary reason for CBD decline.

'During the late nineteenth and early twentieth centuries, downtowns or central business districts (CBDs) housed the retail and services core of US cities. Thus, urban retailing was integral to a city's economic and social climate. However, following the Second World War, the economic and social stability of CBDs began to decline, and many retailers abandoned their downtown locations for the suburbs' (Padilla & Eastlick, 2009).

On the other hand, a UK report suggests a different meaning to the phenomenon known as the 'donut effect'. The American donut, a sugary ring with an empty centre, is a fine metaphor for the rich suburbs around a collapsed inner city. The British doughnut, a lump of indifferent carbohydrate with jam in the middle, describes rich inner-city development surrounded by acres of gloom (The Economist, 2002). What creates the difference between the two terms is private and government investment within the city centre. The American donut effect does not receive any private or government funding,

while outer suburbs are booming. The British Doughnut effect means the city centre is thriving, having been the recipient of hefty private and government funding. (Pallagst, 2008).

2.2.2 Social sustainability issues

It is quite easy to point out that if there is such a large growth pressure issue why not fix the problem by providing more houses and infrastructure. The fact is, it is not that simple. Regeneration projects integrate (although not always) expert knowledge and community involvement to ensure the best possible outcome is achieved. Investors of both private and public parties who finance the projects undertake large amounts of risk in the search adequate returns (Huston and Darchen, 2014). Demographic growth is the primary reason for residential demand and CBD regeneration schemes to be implemented. For the most part economic and environmental are the two most distinguished factors considered in development projects, however there is another factor which is becoming increasingly popular in urban planning; social sustainability.

Social sustainability is an emerging field of urban planning policy and practise. Polese and Stern (2000) define social sustainability as:

'development (and/or growth) that is compatible with harmonious evolution of civil society, fostering an environment conducive to the compatible cohabitation of culturally and socially diverse groups while at the same time encouraging social integration ,with improvements in the quality of life for all segments of the population'.

The social sustainability concept is increasingly used by governments, public agencies, policy makers and corporations to frame decisions about urban development, regeneration and housing expansion. The inclusion of social sustainability frameworks during development and regeneration projects provides justification for making decisions about interventions and investments in the material and social fabric of cities

(Dempsey et al, 2011). The following table provides two lists of factors that should be considered during the planning phase of development.

Table 1 - Social Sustainability Contributory Factors

Non Physical Factors	Physical Factors
Education and training	Decent Housing
Social justice	Local environmental quality and amenity
Residential stability	Accessibility
Sense of community belonging/cohesion	Sustainable urban design
Participation and local democracy	Walkable neighbourhood
Health and quality of life	Attractive public areas
Safety	Urbanity
Employment	
Cultural traditions	

Source - Dempsey et al, 2011.

In contrast to the benefits that social sustainability framework can provide, it also presents an opportunity for social backlash about the planning options (Dempsey et al, 2011). Due to Australia's increasing multi-cultural demographic arguments of what is, a 'good life' and a 'good city' differ from varying social and ethnic backgrounds. Radical development plans may create divide amongst the community and diminish its effectiveness as a planning tool.

2.2.3 Property economics/investment

Ipswich must compete with many other booming Southeast Queensland areas that have already gained interest from public and private investors. These areas include the likes of the Gold Coast, Springfield and Northlakes along with many other commercial, retail and residential offerings across the South East corner. Ipswich will find it hard to compete with areas like the Gold Coast due to its coastal aspect; however, Ipswich does have some ideal selling points of its own.

Table 2- Ipswich Selling Points

Ipswich Selling points
Cheap/plentiful land and housing
Flexible planning scheme
Upgraded road transport to Brisbane, Toowoomba, Warwick and the Gold coast.
High population growth
Hydrocarbon resources in its hinterland
Amberley air force base upgrade
Swan bank industrial park

Source - Huston & Darchen, 2014.

Ipswich is more commonly considered as Brisbane's subsistence accommodation provider. In order to break free from its second fiddle role would require significant political will and financial support (Huston & Darchen, 2014). An attempt was made in 2007 with the completion of the River Link shopping Centre, however, adverse for Ipswich, Springfield's Orion shopping Centre was opened in the same year which quickly diluted any real chance Ipswich CBD had at promoting inner city revitalisation (City of

Ipswich, 2015). River Link shopping Centre was also Ipswich's own nail in the coffin to the famous Ipswich Mall, which is now deserted on most weekends and lacks any local council initiative funding and festive activities (Huston and Darchen, 2014).

Investors now face the challenge of determining whether Ipswich is content with low-end consumerism or if there is a need for further development. The Ipswich City Council also face the risk of damaging current businesses if they are to relax current planning policy to allow more radical development options. One example of this was the opening of the Myer Centre in Brisbane's Queen Street and the effect it had on local trade and business at the time (Huston & Darchen, 2014). Ipswich's revitalisation schemes face huge risks socially and economically. Private and public investors want results, and the lingering bad taste of the failed Aspire residential tower does not provide any real incentive for further large-scale development. Perhaps, a small-scale revitalisation option would be more suited based on the information gathered thus far.

2.2.4 Urban regeneration

CBD decay/decline is usually associated with deprived areas and tends to be presented by poorer communes, which is reflected by the Cities inability to sustain a healthy level of employment, generally due to changes in the structure of the local and national economy (Roberts & Sykes, 2000). The overall presence of decaying or vacant houses and buildings, unless subject to redevelopment or restructuring, often result in negligence and vandalism. The redevelopment of decaying, underutilised, run down or outdated parts of urban areas with the intention of bringing new life and economic vitality, is crucial in safeguarding the future of a city and maintaining a strong level of economic growth (Ferguson, 2004). Roberts and Sykes (2000, p. 14) define urban regeneration as:

'A comprehensive and integrated vision and action which leads to the resolution of urban problems and which seeks to bring about lasting improvement in the economic, physical, social and environmental condition of an area that has been subject to change.'

Table 3- Urban Regeneration

Urban Regeneration
Essentially a strategic activity
Focused around developing and achieving a clear vision of what action should take place
Concerned with the totality of the urban scene
Engaged in the search for both short-term solutions to immediate difficulties and long-term approaches that anticipate and avoid potential problems
Interventionist in approach
Best achieve through a partnership approach
Concerned with setting priorities and allowing for their achievement
Intended to benefit a range of organisation, agencies and communities
Supported by various sources of skill and finance
Capable of being measured, evaluated and reviewed
Related to the specific needs and opportunities present in an individual region, city, town or neighbourhood
Linked to other appropriate policy areas and programmes

Source - (Roberts and Sykes, 2000)

Urban regeneration is a complex issue given several factors all contribute to the overall success. These factors include, economic, environmental, social and physical. The beneficial effects of regeneration, including the improvement of urban environment and living conditions, the upkeep and restoration of facilities that are designated as cultural heritage, the additional urban structures and infrastructures, the restoration of historic built heritage, etc., impact the economic activity, employment and wellbeing of an area (Roberto Cervelló-Royo et al, 2012). Regeneration is a sensitive issue amongst a

community, which requires resilient but fair local council planning policy and strong level of public private partnering.

The development factors as mentioned above (economic, environmental, social and physical) all contribute to the overall quality of the neighbourhood and community unification. A person or businesses choice of location is generally determined from the following attributes:

- Diversity
- Tolerance and safety
- Environmental quality
- Aesthetics
- Urban Landscapes
- New amenities and facilities
- Opportunities for recreation
- Culture and a supportive environment

(Brown & Meczvnski, 2009)

More often, than not communities will be become divided when establishing the idea of urban regeneration. The concept of quality of life associated with wellbeing is sustained on the basic assumption that the physical, economic and social setting can influence an individual's economic behaviour (Manning, 1986). Thus, when developing an urban regeneration model, all locations, and attributes will contribute to the overall potential value and viability of pursuing regeneration in that area.

Table 4- Positive and negative impacts of urban regeneration

Positive impacts	Negative impacts
Revitalisation	Cultural impact
Demographic growth	Damage to heritage
Larger level of community involvement	Lost history
Private investment	Larger traffic volume overcrowding (bottlenecks)
New buildings (decreased risk of poor/ outdated build quality/materials used)	Community divide
Sustainable internal growth	Risk of Failure/no returns
Improved economic, social, physical and environmental condition of an area	Environmental damage due to higher number of public attractions
Increased tourism activity	

Source - Huston & Darchen, 2014

- Brown & Meczvnski, 2009

- Roberto Cervelló-Royo et al, 2012.

- Roberts and Sykes, 2000

2.3 'Doughnut or Donut' Cities

The term Doughnut/Donut is used to describe a phenomenon that affects the physical shape of either abandoned or prospering city centres. A 'donut' city consists of the concentration of urban activity on the outer edge, where the newest and most advanced generation of housing estates and office parks are located (Rypkema, 2003). The interior is affected by an accelerated process of economic decline and obsolescence that leads to the decay of a multitude of buildings (an empty core). Viewed from a European perspective a 'doughnut' city is quite the opposing philosophy. An urban establishment located within close proximity to the city centre means added value and a higher level of economic activity (a prosperous core).

2.3.1 European effect

City shrinkage has taken place in Europe since the middle ages. The collapse of the Roman Empire, plagues, and agricultural crises all left their mark on the urban fabric, however these cities were never completely abandoned and usually had the ability to resettle (Pallagst, 2008). The favoured resolution to urban shrinkage is to revitalise on brown field sites to create a compact city. This urban solution is being pursued because it is argued to have many benefits in terms of sustainability (Williams, 1999). Sustainability, environmental preservation and cultural significance are the primary reasons European cities are never completely abandoned.

Table 5- Rationale behind the European doughnut effect (compact cities)

Factor	Features
Environmental	<ul style="list-style-type: none"> • Emission efficient modes of transport including; walking, cycling, and public transport. • Building on brown field sites protects rural and agricultural land. • Energy saving technologies such as combined heat and power systems.
Social	<ul style="list-style-type: none"> • Higher population densities mean local facilities and services can be maintained • Accessibility to shops and services is more equally distributed
Physical	<ul style="list-style-type: none"> • Improved Quality of life • Close proximity improves social interaction • Increased, vitality, vibrancy, cultural activities and social interaction
Economic	<ul style="list-style-type: none"> • Higher densities support local businesses and services • Rejuvenation of local economies • Higher level of public investment because of high percentage of return

Source - Williams, 1999

The European outlook on development is entirely the opposite of the planning policies currently imposed on U.S. cities. Most existing towns and cities have accepted continued development at higher densities and increasing populations. This process is known as urban intensification. Urban intensification is a process, which utilises an existing urban form and makes it denser with more people and dwellings in the same area (Williams, 1999).

The following table identifies two of England's urban intensification policies, both policies are heavily targeted at sustainability and utilising existing brown field sites.

Table 6- England's urban intensification policies

Policy	Features
Britain's Environmental Strategy	<ul style="list-style-type: none"> • Use land in urban areas to meet as much as possible of the demand for sites for new housing and to maintain the vitality and viability of towns and cities • Encourage the best use of land in urban areas to keep pressure off other areas of environmental value, and to improve local conditions
UK's Strategy on Sustainable Development	<ul style="list-style-type: none"> • Use the most developed areas in the most efficient way to meet the aims of sustainability • Reuse vacant and derelict land and reuse buildings that are not in use to aid regeneration and provide housing • Shape new development patterns in a way

	<p>that minimises the use of energy</p> <ul style="list-style-type: none"> • Develop housing on urban sites, bring derelict land back into use, convert existing buildings • Encourage urban growth in more compact urban areas • Bring contaminated urban land into beneficial use to minimise avoidable pressures on green field sites
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Source - This Common Inheritance: Britain's Environmental Strategy (HM Govt, 1990)

- The UK Strategy (HM Govt, 1994)

To conclude, it is clear that Europe's primary focus is to preserve rural land and stimulate economic growth through urban regeneration rather than suburbanisation. Urban renewal and little focus on suburban growth results in Europe's definition of the Doughnut. Europe's Doughnut effect is effectively a rich centre with a socially unstable and economically vulnerable outer ring subject to exclusion with a lack of private and public funding.

The UK's development strategy differs quite significantly from that of Ipswich's planning scheme. Ipswich is currently experiencing rapid suburban growth in areas such as Ripley Valley and Springfield, while the city centre has received very little interest from private investors and has lacked any form of renewal for quite some time. Ipswich should potentially consider the inclusion similar development strategies that are currently used in the EU as Ipswich shares many similar traits to European cities.

2.3.2 American effect

Unlike the old industrial regions of Europe, shrinkage in the United States (US) is usually taking place in the urban core, while suburbia on the outer fringes of the city continue to grow. In fact early processes of shrinkage of the 1950's and 1960's were triggered by suburbanisation, which led to dramatic population losses in the city centres. Problems such as vacant buildings, derelict sites, abandoned urban quarters, and vandalism are common. While social consequences include poverty, segregation, and homelessness, which are happening to a much larger extent in the US than in European cities (Pallagst, 2008).

The United States can be classed into three areas, rural, suburban and urban. As Pallagst, (2008) suggests, only urban areas are most vulnerable to economic decline and depopulation, however; Hollander (2011), suggests otherwise. Rural, suburban and urban which include agricultural, industrial, and information age areas, are all capable of depopulation. The reason all areas are susceptible to decline is not an economic crisis or suburbanisation. The reason is that these areas fail to innovate and adapt to the ever-changing economic conditions. These changed conditions include:

- Higher levels of Immigration
- Adaption to the information age
- Attractiveness to young people
- Cultural significance and acceptance
- Tourism

(Hollander, 2011)

Both articles suggest that US areas subject to economic decline, often fail to rebuild and are usually abandoned due to increases in urban sprawl. Urban sprawl or 'edge cities' most frequently occur due to the efforts of private developers and market conditions rather than state intervention (Bontje & Burdack, 2005). Private developers generally operate solely to make a profit. Privately owned green field sites on rural land have very relaxed zoning regulations allowing developers an extended range of options for development on cheap land.



Figure 2- 18 Lane Highway, 401, Toronto, Canada

Figure 2 depicts a sprawling freeway near Toronto, Canada with a suburbanized industry area in the background. Freeways like these are essential for new suburban construction. These large freeways effectively link downtown business areas with suburbia creating easy travel commutes for residents opting to move away from the city.

Source - Google, 2016a

Table 7- Pros and cons of suburban living

Pros	Cons
Cheaper Land/housing	Longer travel distances
Larger blocks and more parkland	Commuter roads are generally inaccessible for cyclists or pedestrians, resulting in the need for a motor vehicle
Urban design - improves quality of life	Poor public transport
Less crowded and more peaceful	Limits in person to person interaction
	Less community events/attractions

Source- Manning, 1986

- Hollander, 2011

Suburbanisation in America is on the rise, and as more businesses and industries also opt to move away from the central areas, there isn't any reason employees, employers, business owners or shoppers need to travel into these downtown areas. Private investors also do not want any involvement with downtown areas that have sustained gradual decay because of the high risk for return.

On the other hand, large public and/or private investment in US cities may actually be more destructive, than helpful. For example, in 1971 Walt Disney began construction on Walt Disney World in Orlando, Florida. Before construction commenced, Orlando's population was 99,000, which quickly skyrocketed to 185,000 in the year 2000. Mayor of Orlando at the time, Carl. T. Langford said *'it is the best thing to ever happen here'* (Mormino, 2005, p.28) originally cited (Hollander,2011).

Within a few years, Disney quickly became the biggest commercial tourist attraction in the world and currently has an annual attendance of over 52 million while employing

more than 70,000 cast members. However, the problem now is that Orlando relies heavily on the performance of Disney World for its economic survival. Disney World employees are predominately part time employed and paid minimum wage, which affects their ability to contribute to their local community and as a result has small local businesses forcing many residents to leave. (Hollander, 2011).

2.3.3 Are compact cities desirable?

As new trends develop, American Cities have begun to show promising signs of potentially restructuring their current zoning and planning policies to adopt similar planning policies that have been evident in European Cities for many years. Alternative practices to help combat urban sprawl, protect farmland, promote affordable housing and encourage redevelopment appear in the American Planning Association's (APA) 'Growing smart legislative guidebook: Model statutes for planning and the management of change, 2002. The guidebook and its accompanying user manual are the culmination of APA's seven-year growing smart project in an effort to draft the next generation of model planning and zoning legislation for the U.S. (Meck, 2002).

The term 'compact cities' is becoming an increasingly common planning objective to assist in creating future, local, state and federal planning policies. Three frequently discussed possibilities include:

- The Macro approach- Based on high average densities at the city-wide or even metropolitan level, but generally is applied to a freestanding small town
- The Micro approach - Reflecting high densities at the neighbourhood or community level.
- A Spatial Structure approach- Emphasizing a pattern orientated to Central Business Districts (CBD's) as opposed to a polycentric spatial pattern.

(Gordon & Richardson, 1997)

One example of promoting compactness is a decrease in daily commutes from the city centre to suburbia. A study conducted by the RERC in the U.S assumed that the daily automobile travel time in low-density areas (1360 units per square mile) was 61.2

minutes per day. While travel times in high-density areas (4102 units per square mile) travelled only 37.8 minutes per day, hence, suburban sprawl living patterns induce more than 60% more travel time (Gordon & Richardson, 1997). Increased travel times also result in high-energy consumptions and an increase in infrastructure that is required to service suburbia.

A study conducted by Burchell & Listoken (1995), identified a prospective view that alternative types of development in compact areas under strict agenda could more beneficial. Their conclusion was that the state of New Jersey could save \$1.3 billion in infrastructure costs over a 20-year period if a state plan managing growth were followed as opposed to the sprawl patterns present in today's modern planning policies (Burchell & Listoken, 1995) originally cited (Gordon & Richardson, 1997).

There is also an underlying problem with the pejorative use of the term urban sprawl. Sprawl conjures up connotations of the general meaning of being lazy and to spread out in an ungraceful, unnatural manner (Dictionary.com, 2016). If sprawl is being used to predominantly describe modern residential planning context, what does this phenomenon actually mean? Is it the lazy way to meet economic growth and population increase? What benefits does urban sprawl provide? As previously mentioned by Pallagst (2008), urban sprawl is the primary reason for urban decay and depopulation in many city centres.

2.4 Small-scale CBD revitalisation

The literature up until this point has reflected on planning policies and agendas in major cities across America and Europe. In Australia, urban planning and policy agenda is also dominated by what happens in Australia's five metropolitan cities including, Brisbane, Sydney, Melbourne, Adelaide and Perth. However, the next twelve largest urban areas are the preferred home location for more than one in ten Australians, which exceeds the total population of all major cities excluding Sydney and Melbourne. Small and medium sized cities generally do not receive the same amount of attention due to the commanding attention of Australia's major metropolitan cities (Budge & Butt, 2007).

The principles for effective CBD development are similar in both large and small cities (Robertson, 1999). Seven guidelines for successful CBD revitalisation as suggested by Robertson (1995, p. 436) include:

- Maintain high density levels
- Emphasize historic preservation
- Maintain/Develop true civic public places
- Do not suburbanise the CBD
- Develop and enforce strict design controls
- Do not underestimate the importance of street activity
- Plan for a multifunctional CBD

The majority of these guidelines are closely associated with a CBD's ability to project a strong sense of place. A sense of place is generally given a high priority in a small city rather than a larger city which attracts larger projects and can generally dilute ones feeling on importance (Loukaitou-Sideris & Banerjee, 1998). The focus of creating an

attractive, human scale, pedestrian friendly CBD that is distinctive and represents the heritage of the city is of the upmost importance in a small city (Robertson, 1999). A small city also has the ability to establish a more unified sense of place where as larger cities generally are broken down into districts which can create divide amongst the community.

Four key revitalisation strategies adapted from Robertson, (1999, p. 282) are common to those strategies and attributes identified by other various theorists. The four key Strategies universal to successful CBD revitalisation include:

- Building a strong public private partnership
- Multifunctional CBD use
- Enhance and expand assets/strengths
- Establish a distinctive sense of place

2.4.1 Public Private Partnering

Reviews of North American cities by Robertson (1999, 2004) suggest that PPP is key to having a strong and functional CBD. Robertson (1999), found that 8/10 CBD's subject to economic decline had distinctive operational problems between the public and private sector. The role of PPP in the interests of ensuring the actual needs of a community are clearly communicated and funding is directed to the areas where it is needed most.

North America first experimented with PPP in the 1970's, where cities were struggling to cope with severe cutbacks in federal funding, large inflation rates, and a growing anti-tax. Local officials were forced to rely on local resources if they were to save their city from economic decay. Sensing the large opportunity in valuable parcels of land in conjunction with booming real estate markets, local officials experimented by allowing private developers access to publicly owned land, by crafting risk sharing arrangements and profit shares (Sagalyn, 2007).

The arrangement of PPP in North America since inception in the 1970's is vital for CBD development. The effort of local officials and private developers led to the creation of the National Main Street Centre (NMSC). The NMSC eventually developed a four-point main street approach as explained in Robertson (2004). The four points include:

- Organisation- cooperation between government authorities, businesses and individuals with a stake in the CBD
- Design - Enhancement of the CBD's Physical assets and visual qualities
- Promotion - Marketing the CBD to the public, working to enhance its image and hosting events and activities.
- Economic Restructuring - Strengthening and diversifying the CBD's Economic base.

Ipswich has utilised certain aspects of the four-point approach as mentioned above, such as design and promotion. Ipswich's urban streetscape has improved with small public investment in its city centre. For example, the ICON project in main street Ipswich. Ipswich has also continued to maintain a strong level of public activity and events throughout the year, attracting people from locally and nationally. However, Ipswich CBD has not been able to maintain a strong level of economic growth.

In Contrast to the four-point main street approach developed by the NMSC, which is generally applied to CBD redevelopment. Britain has development a general approach to create a strong public/private partnership. Earl (2003) identifies the 8 transactional models in table 8.

Table 8- The eight proposed transactional models of PPP

Transaction	Definition	Example
Sale of surplus assets	Release the potential “value adding” contribution of private sector finance and management.	Leasing of surplus land for ground rent returns.
Improving Public sector returns	Utilise the private sectors innovation and management, then apply to the public sectors physical and intellectual assets.	Joint Ventures
The sale of interests in public sector business	Sale of shares in state-owned businesses, by floatation or trade sale, with the sale of a minority or majority stake.	Merger of public and private sector businesses ahead of public listing. For example, amalgamation of

		Suncorp, QIDC and Metway.
Maintaining community service obligations	Private ownership to state-owned businesses that observe community service obligations	Franchising of a new hospital car park
Linking service contracts to Asset provision	Sub-Contracting out public contracts to the private sector.	Public housing schemes
Joint Ventures	Pooling of Assets, Capital and/or management	Large Projects delivered for public use.
Public investment private management	Public sector contributes capital or assets and the private sector manages the activity.	Construction of a tunnel or bridge, which require a toll.
Policy implementation	Private individuals and firms are involved in the development or implementation of policy	Construction codes and standards

Source - Earl, 2003.

The challenges for public private partnering for the private sector for larger projects such as, CBD revitalisation schemes is the overwhelming size of the project. Many private sector developers require immediate profit returns in order to pay for the next job. Larger publicly utilised projects offer slower, long term returns. Long term returns also present more risk, and a need for long term financing to match the economic life of

the project. Long-term returns will also affect the cash flow characteristics, which may cripple small private development companies (Earl, 2003).

2.4.2 Multifunctional CBD

High levels of human activity are essential to a successful CBD. CBD's with a wide variety of year round events and activities, centrally located employment and accessible goods and services will attract the greatest volume of users (Robertson, 1999). Robertson's (1999) study identifies that 9/10 cities with declining vitality struggle to attract people in the evenings and on weekends most likely suggesting the city is lacking in some area.

Moulton (1999) (cited in Ferguson 2005) identifies ten critical elements needed for successful CBD's. Of the ten elements listed, five related to maintaining and building a strong residential base in order to increase population density. Robertson (2001) (Cited in Ferguson, 2005) has also identified his own eight principles for successful CBD development. Half of the principles suggested by Robertson highlight the importance of attracting people and creating a pedestrian accessible city. Ferguson (2005), also cites a number of other principles and elements relating to successful CBD development. All of which, mention at least once, the importance of creating a strong residential base.

Residential revitalisation could potentially promote residential population growth. New planning policies allowing new development of brown field sites will improve streetscapes and create desirable living conditions for current and future residents. An increase in population density can also be seen to intensify demand, for a variety of goods and services, as many residents will choose to shop locally due to its convenience. Residential revitalisation projects will also provide many employment opportunities for local and interstate workers, which will also boost the economic activity of the city.

2.4.3 Enhance and expand assets

An appropriate CBD revitalisation plan should firstly identify what the current strengths and assets are and expand upon them (Robertson, 1999). An example of strengths or assets that a city may comprise include:

- Architecture/heritage
- Riverfront City Centre
- Large Employment
- Wide range of retail/goods and services
- Government Centre
- Availability of land
- Education
- Open spaces/parks
- Transportation
- Main street appeal

(Robertson, 2004)

However, one thing that all small to medium cities have in common is their size and according to Budge and Butt (2009), smallness can exhibit qualities unlike larger cities. Rather than expanding with urban sprawl, the strength associated with smallness should be identified and expanded upon creating a unique compact city, rich with community involvement and cultural significance (Robertson, 1999).

2.4.4 Establish a sense of place

Perhaps the most important aspect of CBD revitalisation is creating a sense of place. It is also the most difficult element to fulfil. Unattractive facades and preservation of older buildings are one example that affect the overall city attractiveness. It is a problem many central areas will eventually have to overcome if they are to endure economic decline. A CBD's greatest chance to become economically sustainable is to promote their strengths. These strengths include, being able to create a city that is unique, identifies heritage that reflects a city's sense of place, create a city that is attractive and pedestrian friendly (Robertson, 1999).

Smaller cities retain most of their heritage buildings over larger cities because they do not experience the same rate of growth pressures. Growth pressures in larger cities generally result in the demolition of buildings to create larger, bigger and more functional ones. Smaller cities now have the unique advantage of being able to use their abundance of historic structures to create a strong sense of place (Robertson, 1999, 2004). As Rypkema (2003, p. 12) states, 'the strength of the CBD is not its homogeneity with everywhere else, but its differentiation from anywhere else'.

Residential revitalisation, although new, can be designed to suit an existing City's character with modern elegance. Ipswich CBD, exhibits the same heritage importance and main street appeal as many regional outback towns, including, Tamworth, NSW, Longreach QLD and Rockhampton QLD. However, what differentiates Ipswich from remote regional towns is its close proximity to the QLD's Capital. Ipswich has the unique ability to maintain high levels of historic importance while its neighbouring city is experiencing high levels of population growth and economic activity.

Chapter 3

3.0 Methodology

3.1 Research Design

Successful revitalisation strategies adopted for Central Business Districts (CBD's) generally differ from planning strategies used in suburban development and it is important to distinguish the difference. From a retail perspective Padilla & Eastlick (2009) suggest that there must be significant importance associated with mixed used and cultural diversity in an urban environment as opposed to suburban. Suburban environments are generally tailored to accommodate a specific demographic and provide a limited range of goods and services that are most commonly sort after for that particular area (Budge & Butt, 2007).

Cultural diversity, mixed use, pedestrian friendly, historic significance and a strong community are primary attributes that must not be hindered, in a CBD revitalisation project. It is important to differentiate urban from suburban living and not just imitate suburban planning strategies in an urban environment. For this reason, the research will identify the potential benefit/value of urban intensification in Ipswich CBD. The outcome of the research will hopefully provide a potential remedy for Ipswich CBD decline and potentially stimulate economic growth and sustainability. The research will look at Ipswich CBD residential allotments that have the potential to provide a more beneficial and valuable use for the land.

3.2 Phase 1 - Identify 10 Potential sites suitable for the research

The first phase of the project will be to identify 10 potential sites that are suitable for a grading appraisal. A sample size of 10 has been selected, as it helps to simplify the data and give a round answer when classifying each development site.

3.2.1 Site selection

The following limitations have been applied to the 10 potential development sites.

1. All properties must be within 2-3Kms from the City centre to ensure the research is focussed purely on CBD revitalisation, rather than suburban issues.
2. The blocks of the land must be within 500sqm - 1500sqm. According to the Ipswich Planning Scheme, (2006), Part 11, medium density and high-density areas are able to accommodate 1 dwelling per 200sqm for medium density and 1 dwelling per 150sqm for high density. Larger blocks are required to allow for greater benefit of development in Ipswich CBD.
3. Site selected must above the 1 in 20 development line (Ipswich Planning Scheme, 2006). Sites below this line have limited development potential due to its vulnerability to future flooding.
4. Each site will be selected using Realestate.com.au, by setting a range of 2-3km from the CBD and choosing the first 10 sites listed in the search results. By doing so, ensures the sites selected are completely random and there is no bias for favourable development sites.

3.3 Phase 2 - Ipswich community questionnaire

Phase 2 involves surveying Ipswich City residents to gain a direct insight about Ipswich residents perception of Ipswich City. In order to get accurate data, the research relies on accurate responses from a range of demographics. Although some questions might become subjectively personal, it is crucially important the ethical standard of this research project is upheld, that the responsible conduct of research is adhered to as set out in the Australian code for the responsible conduct of research guidelines.

Australian Code for the Responsible conduct of research (2007), Section 1.8 states,

'Respect research participants -Researchers must comply with ethical principles of integrity, respect for persons, justice and beneficence. Written approval from appropriate ethics committees, safety and other regulatory bodies must be obtained when required'.

3.3.1 Survey distribution/collection strategies

From experience, and recent advice, generally, undergraduate surveys distributed are not going to be at the top of anyone's priority list to have them filled out then successfully returned in one piece. For this reason, the research has opted to go for an interview style approach to collect data. The research aims to create three specially designed surveys to accommodate, a public survey, private/public developer survey and a questionnaire with an Ipswich council member.

1. The Ipswich community Questionnaire will be conducted as an interview style survey option. I will station myself in a busy public place in Ipswich, preferably River link shopping centre or the Ipswich shopping mall.
2. I will aim to ask a maximum of 10 questions per survey. Any more than 10 per survey will create a lack of interest from the participants.
3. As a result of conducting the survey firsthand, the research has eliminated the high chance of receiving none to a minimum amount of completed surveys if they were distributed to be completed at home.

3.3.2 Survey area

The survey will be conducted in the centre of Ipswich City at River link and Ipswich shopping mall. Being in a centrally located area, the data will hopefully be received by participants living within a 2-3km radius of the Ipswich CBD. In order to gain understanding of the location of the survey participants a credentials section will be asked upon starting the survey. Asking for general information such as Suburb or postcode.

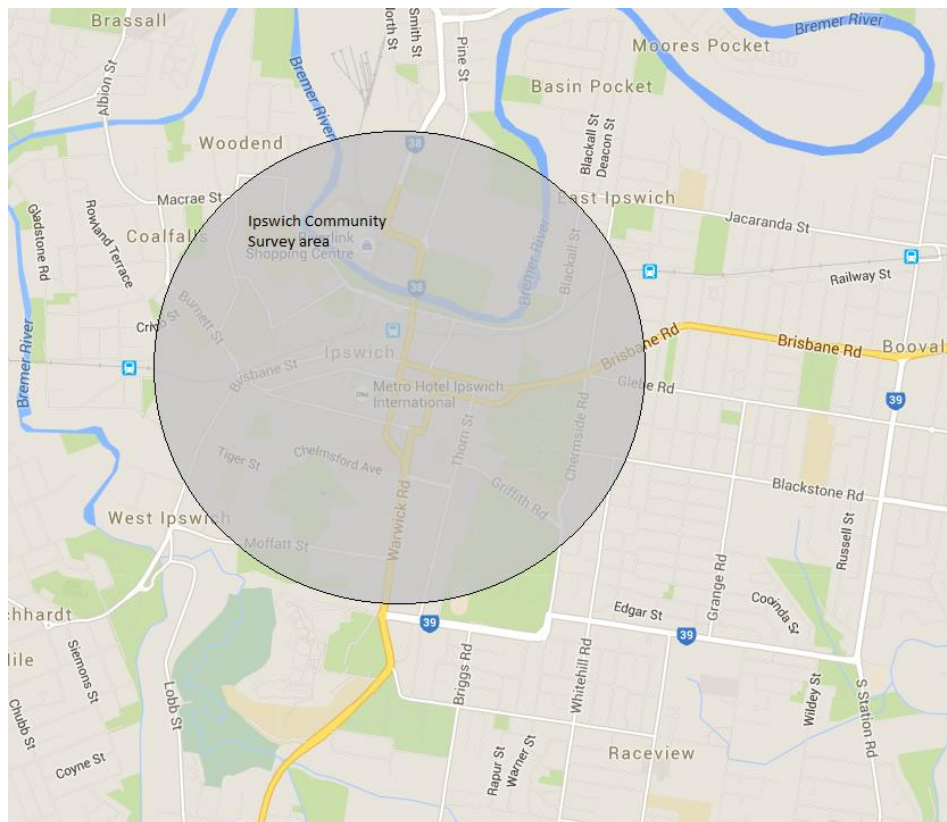


Figure 3- Survey area

Source - Google Maps, 2016

3.4 Phase 3 - Contractor survey

Phase 3 involves surveying public and private developers local to Ipswich or who have had past projects located within Ipswich. Developers are generally looking for returns on their investment and there are many other reasons that developers may choose to not develop which include:

- Lack of annual price growth in the area
- Zoning regulations
- High development application costs
- Risk of poor investment return

The purpose of this phase is to determine whether the above reasons are applicable to Ipswich CBD, or could there be other reasons as to why developers are choosing not to invest in the Ipswich CBD housing market. This survey will hopefully identify the reasons developers are choosing to invest in Suburban development rather than urban revitalisation projects.

3.4.2 Survey issues

The following list includes issues that may affected the outcome of the survey test area.

These issues include:

- Small test sample- The cohesiveness of the research project relies are a large test area contributing to the survey. The project would require a minimum of 50-100 surveys to be completed. To overcome likeminded survey participants, the research must also focus of surveying a variety of demographics.
- Unwilling participants- Another issue may be a lack of interest in partaking in the survey questions.
- Survey Size- It is important to keep the survey questions limited. If the survey is too extensive, it may cause a loss interest resulting in an uncompleted survey.

3.5 Phase 4 - Local council member interview

Phase 4 involves interviewing a local council member to gain an overall perspective of the future for Ipswich CBD and the current plans and issues that local council is presently working on. This phase is only to be considered if phase 2 and phase 3 don't receive the ideal amount of responses and further information is required.

3.6 Phase 5 - Grading appraisal given to potential sites

Phase 5 involves grading the 10 potential sites that were selected in phase 1. Grades will be assigned to each characteristic which will have its own list of criteria.

The grading scale audit sheet has been prepared in accordance with attributes and development constraints applied by the Economic Development Plan for Ipswich City (EDP,2009). These constraints are only a summary of the major components used throughout the document in order to provide a grading appraisal that can be scored out of 100.

Leonard & Wilson's (2005) real estate appraisal approach was used to help identify each properties details, for example, property description, lot number, property Id, ect.

Finally, in order to tie all the information together, a similar format that Macfarlane(2003) used to provide property valuations in the U.S was adopted to create a formally structured and useful document.

Each property is graded based on an individual observation of each criterion and given a score out of 10. The overall score is the tally of each criterion to provide an initial recommendation of the suitability of development for a particular site. This information will then be used in conjunction with the potential uses matrix to determine a suitable future potential use for each site.

Table 9 details a brief summary of the characteristics each property will be graded on. A full annexure of the grading appraisal is available in appendix B.1 (Grading appraisal audit sheet). Each criteria is explained further in appendix B.1, and provides the explanation to give an appropriate score based on the method of observation.

There are also a number of photographs attached with each grading appraisal of which were used to grade each property.

3.7 Phase 6 - Potential uses

Successful completion of phase 6 requires the graded scores from phase 5 to be completed. Each site will be awarded a vitality score, the higher the score the more suitable the site is for development. The combined Ipswich Community surveys and grading appraisal vitality scores will determine the potential uses for each site. This section will hopefully represent whether or not there is demand for residential revitalisation in the Ipswich CBD.

The questions in the Ipswich community questionnaire have been structured to be in favour for development. If, for example, majority of participants have answered strongly agree to most questions, the overall result from the survey will suggest that the Ipswich community strongly agrees with residential revitalisation.

For example, House site 2 receives an initial vitality score between 61-80, based on the characteristics which have been described in more detail in appendix B. The overall result obtained from the questionnaire produced an average response to each question as 'agree'. With these two results now obtained, house site 2 would be given a potential uses score as high density residential construction (HDR). A full list of the abbreviations is available in appendix C.

Table 10- Potential uses matrix

Potential Uses Matrix	Overall Vitality Score					
		0-20	21-40	41-60	61-80	81-100
Ipswich Community questionnaire results	Strongly Disagree	P	P	P	SD/R	SD/R
	Disagree	P	P	SD/R	MDR/SC	MDR/SC
	Unsure	P	SD/R	SD/R	MDR/SC	HDR/C
	Agree	P	SD/R	MDR/SC	HDR/C	MU
	Strongly Agree	SD/R	MDR/SC	HDR/C	MU	MU

3.8 Ipswich Community Survey

The type of survey used will be of an interview style survey. The survey itself will contain a maximum of 10 questions to ensure responsiveness and increase survey numbers. The survey will take place in busy public area around Ipswich CBD to maximise participation rate and obtain research data directly from the public. A replica copy of the survey is available in appendix C.

3.8.1 Survey Questions

Each question asked within the survey will give the respondent the choice of 5 possible answers, ranging from strongly agree, agree, unsure, disagree and strongly disagree.

Question 1. *Ipswich CBD does not provide a large amount of modern affordable housing.*

Justification - The opening question will firstly indicate whether or not there is a lack of modern and affordable housing in Ipswich CBD. This question will also indicate whether a lack of modern housing is an issue amongst community members and whether or not a larger supply of modern houses is warranted.

Question 2. *Ipswich CBD's current hospitality industry is underutilised.* For example, last time you visited a restaurant did you notice many empty tables?

Justification - Literature from Robertson (2004 & 1999) and Ferguson (2005), suggest the most important factor when considering a CBD revitalisation project is the inclusion and injection of people. If the community notices there is a lack of people attending restaurants, it may result in their closure due to a lack of community involvement and local economic injection. on the other hand, one positive may suggest that if there was to be an increase in population density the cities

current hospitality industry would be able to accommodate the increase in demand.

Question 3. *Ipswich CBD's current retail industry is underutilized.* For example, in the past have you noticed new shops appearing within the city or shopping centre car parks too full to find a park.

Justification - To expand upon question 2, this question again queries the respondent of the community's economic involvement from a retail expenditure point of view. the question also helps, to gauge whether or not the community is becoming actively involved within their local community.

Question 4. *The improvements made to the Ipswich motorway, have made the commute between Ipswich and Brisbane more efficient.*

Justification - Cook (2010), had suggested that during the mid-1900's Brisbane effectively attracted many local Ipswich residents due to its large amount of employment opportunities, and since the introduction of the motor vehicle in the 1960's Ipswich residents have continued to make the commute between Brisbane and Ipswich for work. However, as many more people acquired vehicles, the motorway became almost unbearable for the people who live in Ipswich and was given the infamous name of the 'Ipswich car park'.

This question has been asked to uncover two things. Firstly, if the improvement made to the motorway has improved travel time and alleviated traffic congestion. Secondly, if there was to be an increase in population density, would the Ipswich motorway be able to accommodate such an increase.

Question 5. *Ipswich CBD has a good amount of open spaces and recreational parks.*

Justification - The purpose of this question is to gauge whether the community would accept a more compact living arrangement. For example, sacrifice larger back yards for low maintenance apartment closer to the CBD. If open space is an issue, during the design process of future commercial or residential development, open space should be considered high priority.

Question 6. *Ipswich is an affordable place to live.*

Justification - Literature from Robertson (1999), Ferguson (2005), Budge & Butt (2007) and Huston & Darchen (2012) agree that when considering a revitalisation project, the cities strong points should be emphasized. One of Ipswich's strongpoints in attracting people is that it is an affordable place to live.

The Oaks, Aspire building in Ipswich CBD is one example of poor planning and not adopting the Ipswich CBD's strong points. The apartments were

priced far above the median house price, and was primary cause for its failure in my opinion.

Question 7. *The historic character of Ipswich makes it an attractive place to live.*

Justification - Literature from Robertson (1999) and Ferguson (2005), again comment on giving emphasis to a cities strength when considering a revitalisation project. Huston & Darchen (2012) make mention that Ipswich is a town full of historic character which makes it a unique town with potential for future tourist activity.

Question 8. *Ipswich would benefit from public and private investment .*

Justification - This question firstly cross checks the answers in the previous question to understand whether the community would be accepting of renewal and change.

Question 9. *There are ample employment opportunities for current and future residents of Ipswich CBD.*

Justification - An injection of people into a community is going to require employment opportunities in the area or at least an easy travel route to and from work. This question is designed to better understand the community's reaction to current employment opportunities and whether or not an

injection of people is going to flood the market with too many workers and not enough jobs.

Question 10. *Residential redevelopment within Ipswich CBD would provide many benefits and value.*

Justification - The final question is a simplified question of the original research question, 'Will a residential revitalisation provide any benefit/value to the Ipswich community and stimulate economic growth and long term sustainability'. The question basically wants to gauge the community reaction to the potential thought of an injection of modern affordable housing in the CBD area.

3.9 Contractor survey

This survey will be conducted via an interview process or if preferred arranged via telephone and an electronic copy emailed to the respondent. The survey will also be broken down into two sections. The first section asks general information about the company and where the majority of their work is. The second section refers to the questions which will require a rated answer according to the companies previous and current activities. A replica copy of the survey is available in appendix C.

3.9.1 Survey Questions

Question 1. *Demand for residential construction in suburban areas is far higher than urban areas.*

Justification - Help determine the current market trend. For example, are home owners in the Ipswich area investing in renovations or, has the effect of suburban growth flooded the market with an oversupply of work for builders.

Question 2. *Asks contractors to rate issues which may become problematic during the development application and construction process.*

Justification - This questions will hopefully identify what the common problems are that make renovation and redevelopment jobs difficult or avoidable to most contractors. The answers will also be helpful in forming the basis of further arguments which could then be submit to council for a potential review of their current planning policy.

Question3. *Asks contractors to rate a range of options that could potentially improve developers/investors ability to develop on brown filed sites and improve urban demand for renovation/redevelopment work.*

Justification - This question will identify a contractors opinion as to what would be the best option to increase urban residential construction demand.

Question 4. *Future planning policy should focus on CBD revitalisation projects and increase inner city density and activity.*

Justification - Identifies whether contractors believe there is more benefit/value in inner city revitalisation programmes, which help to increase urban density, increase inner city consumer activity, decrease travel time and environmental destruction.

Question 5. *Future planning policy should continue to promote suburban sprawl/satellite cities such as Springfield and Ecco Ripley.*

Justification - identifies whether contractors believe suburban growth is a beneficial form of residential construction, spreading out residents across a larger area. moving residents away from the city results in jobs created for infrastructure, public transport jobs, and an increase in retail/consumer activity outside the city centre.

3.10 Local Council Member Questionnaire

Phase 4 of the methodology has been included as a contingency option, if phase 2 and 3 do not return the appropriate amount of results. The Questionnaire has been pre-approved to take place with local council member David Morrison. The questionnaire will be conducted via telephone using questions extracted from both the public survey and the developer's survey.

Chapter 4

4.0 Results

The following arrangement of results represent the findings from both the Ipswich community questionnaire and contractor questionnaire. A potential uses chart has been generated from the results gained through the Ipswich community questionnaire and the potential development sites vitality score obtained from the grading appraisal.

This chapter will outline the following results:

- Ipswich CBD's strong points
- The effect of Increased consumer activity
- The effect of public/private investment
- Potential land uses
- Future planning focus

4.1 Ipswich Strong points

As previously identified by Robertson (1999), successful CBD's most commonly enhance and expand on their current assets and strengths. Huston & Darchen's, (2014) report about Ipswich growth pressures identified a number of key strengths in Ipswich CBD. These strengths include:

- A flexible planning scheme
- Upgraded road transport to Brisbane, Toowoomba, Warwick and the Gold coast.
- Steady population growth
- Amberley air force base upgrade
- The creation of Swan bank industrial park
- Open space
- Affordable/plentiful land and housing
- Historic character

To determine whether the above strengths are present in Ipswich, the methodology focused on these strengths, and asked the Ipswich community whether they agreed with these statements. The following four charts represent the findings - related but not limited - to the strengths originally identified by Huston & Darchen (2014).

4.1.1 Road Transport

Ipswich CBD is located approximately 44km from Brisbane CBD, with an average travel time of 45 minutes. Peak traffic congestion now affects motorists travelling into Brisbane CBD from 5am, 2 hours earlier than it did in 2006 (Moore, 2010). Mark Cridland from the Queensland Department of Main Roads, suggests '*Ipswich residents have a very dependent car lifestyle travelling to and from work*'(Moore, 2010). 76% of workers within Ipswich use their car as a primary form of transport to and from work as opposed to 67% state wide (QRP, 2015).

The following table suggests Ipswich community members have mixed experiences regarding car travel, to and from Brisbane using the Ipswich motorway.

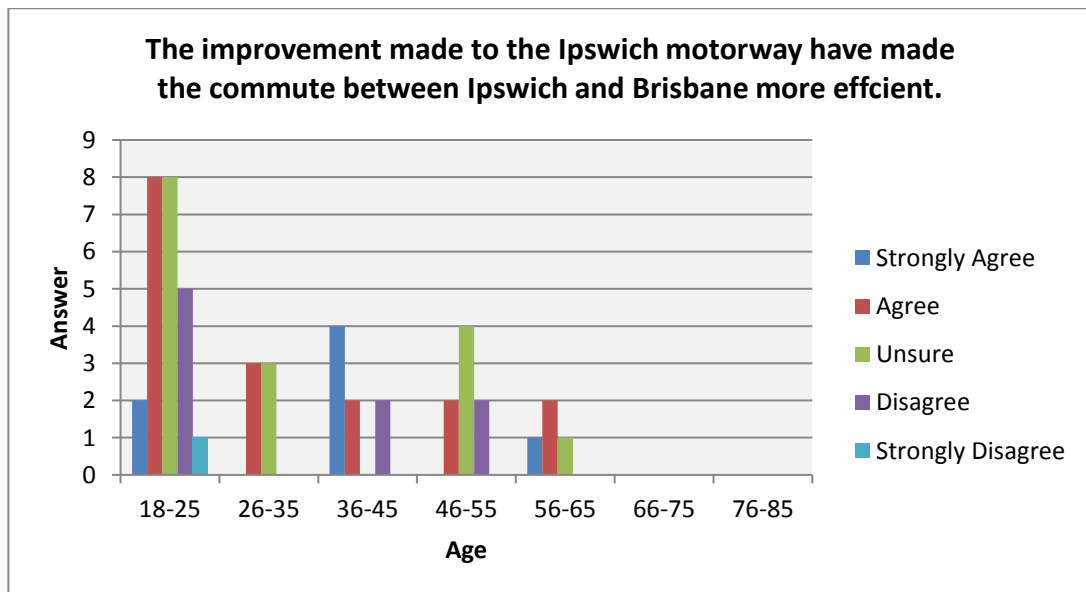


Figure 4 Ipswich Strength 1, Upgraded road transport

Time of travel may significantly affect the users experience due to peak time traffic congestion, suggesting that participants who disagreed with the statement may be travelling at peak times and have had a bad experience with traffic congestion. To add to

the problem, current peak traffic times are now lasting much longer than previous years due to the increase in suburban living and dependence on car use. According to the Queensland state government traffic congestion currently costs the state \$1.2 billion with an expected increase to \$3 billion in 2020 (Moore, 2010).

To ensure traffic congestion issues don't occur, Ipswich could potentially introduce similar planning policies used in European development. European planning policy aims to increase inner density by redeveloping existing sites to increase the urban capacity previously identified as the urban intensification policy (Williams, 1999). Benefits from this form of development and construction mean there are less infrastructure costs, building roads and bridges to transport people from the suburbs into the city, less cost to the government caused by traffic congestion, and less emissions due to a decrease in car reliability (Pallagast, 2008).

Current travel time suggests the commute between Ipswich and Brisbane at peak traffic congestion is increased by approximately 25-30minutes. The following table identifies that the Ipswich motorway is not the worst performing road, however, can still be significantly affected by traffic congestion, which again reiterates urban intensification may potentially improve traffic congestion.

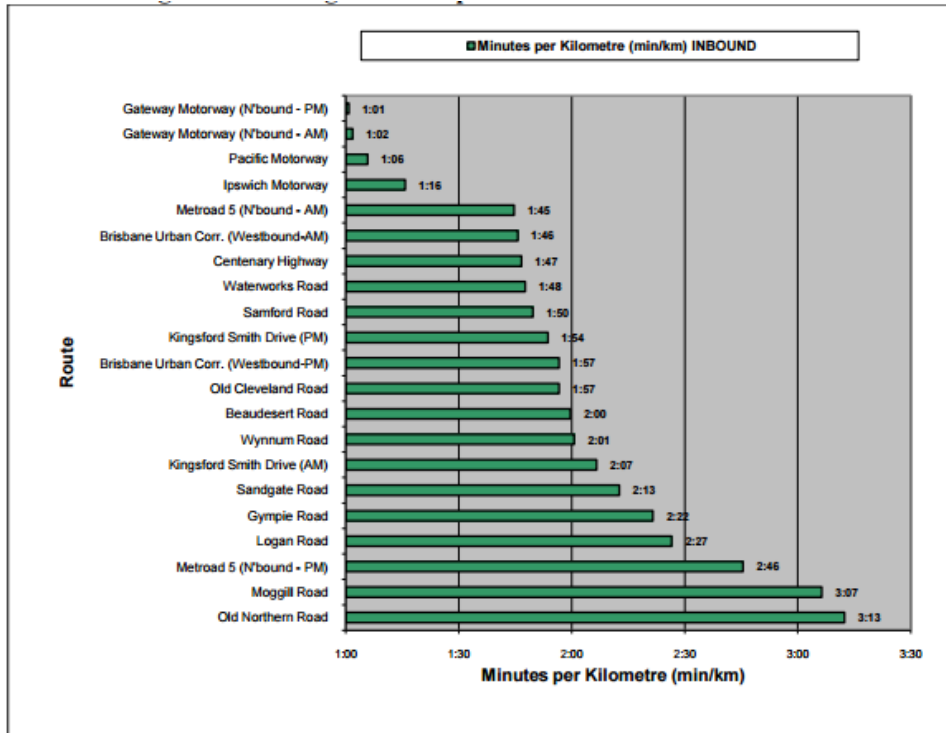


Figure 5 Minutes per kilometre

Source - RACQ, 2012

There is, however; one significant problem and that is employment. The following chart suggests that Ipswich CBD may not be able to provide enough employment opportunities for future and current residents if there was to be an increase in population density. This problem may then manifest into a traffic congestion increase, due to residents relying on car travel for their jobs.

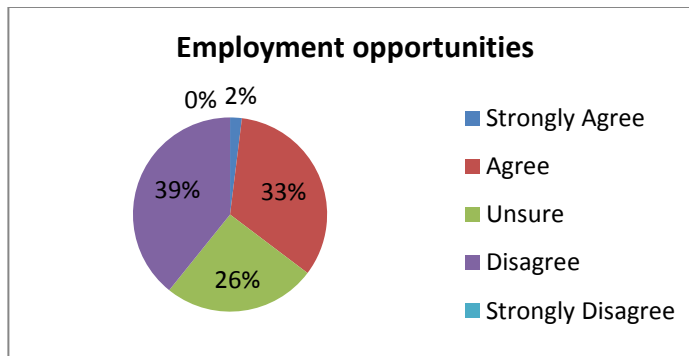


Figure 6 - Employment opportunities

Therefore, from a benefit/value approach, an increase in population density within Ipswich CBD may not be beneficial without ample employment opportunities present. Unavailability of local employment would potentially force residents to seek employment outside of Ipswich and could potentially worsen traffic congestion to and from Ipswich CBD.

4.1.2 Open space

Open space in urban environments provides many benefits. It can serve as a formal/informal venue for sporting activities, wildlife sanctuary, preservation of natural environments and sometimes can also be used as a form of storm water management. Some of the world's most famous cities are known for their open space, For example Hyde Park in London and Central Park in New York (HHP, 2015). Open space is difficult to preserve, and impossible to get back, therefore there is increasingly strict planning policies to ensure preservation.

The following table suggests that majority of the Ipswich community agree that Ipswich CBD has a good amount of open spaces.

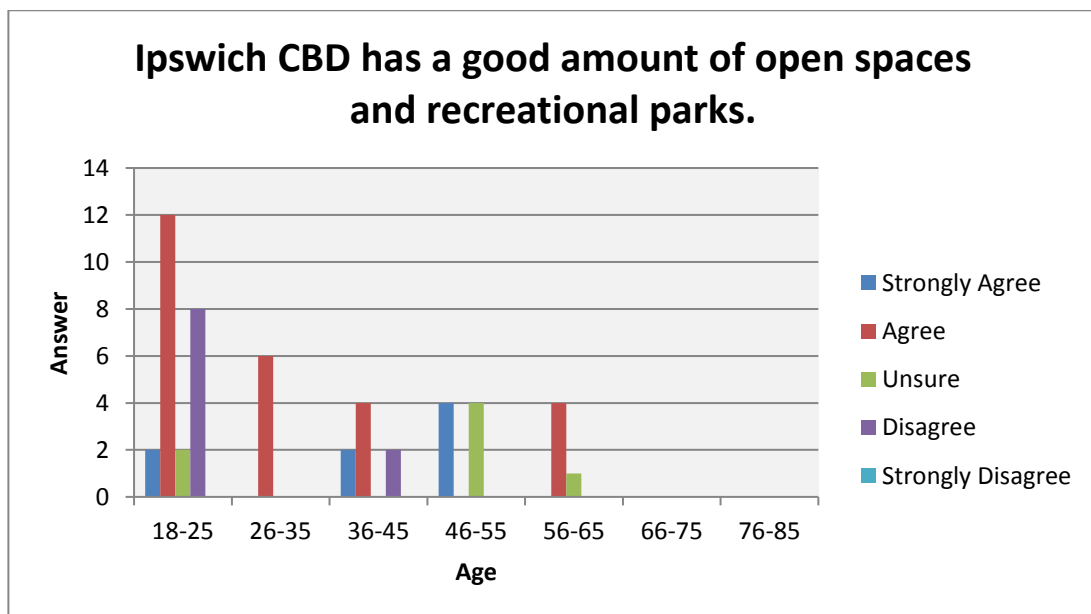


Figure 7 - Ipswich Strength 2, open space

According to theorists Robertson (1999) and Ferguson (2004) areas similar to Queens park and the Bremer river should be emphasised and expanded upon. Expansion and renewal of open spaces in Ipswich CBD could potentially provide benefits on its own. Improvements

and there upkeep would result in employment opportunities for local residents as well as an increased level of community satisfaction. Moulton (1999) suggests that an appealing and physically attractive CBD can have positive impacts on the local communities mood and stimulate economic and social activity. Potential residential development could potentially focus on making open spaces within Ipswich CBD to create a focal point, similar to Hyde Park in London.



Figure 8- Hyde park, London

Source- Vizts.com 2016

Queens park in Ipswich could potentially be transformed into a community centre, with the inclusion of residential apartments framing its outer ring to create a unique green urban environment. The potential improvements made to Queens park could potentially benefit Ipswich socially, environmentally, and economically.

Further investigation into the likelihood of a revitalisation to open spaces is needed to provide a conclusive decision, as open space revitalisation is outside the scope of the project.

4.1.3 Affordability

Perhaps Ipswich's greatest strength is the fact it is an affordable place to live. Ipswich CBD's current average house price is \$300,000 and the average unit price is \$230,000. As opposed to Brisbane CBD with an average house price of \$633,000 and an average unit price of \$490,000 (Realestate.com.au, 2016). The graph below indicates the Ipswich community strongly agrees that Ipswich CBD is an affordable place to live.

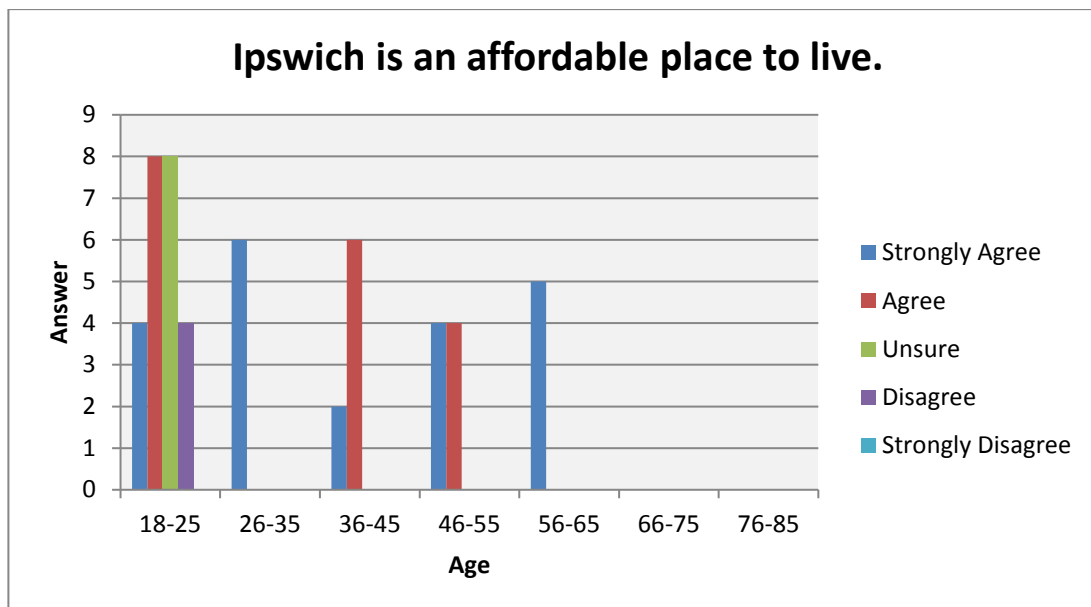


Figure 9- Ipswich strength 3, affordability

It is vitally important to consider what the targeted market is when planning a new development. One example of poor awareness was the development of the Aspire building in 2007. At that particular time, the average price for a unit in Ipswich CBD was \$255,000. The units being sold in the Aspire building ranged from \$450,000 - \$1 million for a penthouse. Ipswich has been identified to be an affordable place to live, having planned to sell the units at 2-4 times the average unit price wasn't justifiable for Ipswich CBD. Many of the units took months to sell and majority were sold to foreign investors (Molloy, 2007).

If Ipswich is to benefit from the addition of more apartment style living, the process needs to be gradual, with a target audience from the outset to build upon Ipswich CBD's greatest strength of affordability. It is important not to confuse, affordability with commission style housing. The potential introduction of modern affordable housing hopes to lure owner occupiers buying the units and contributing to the local community through public interaction and engagement.

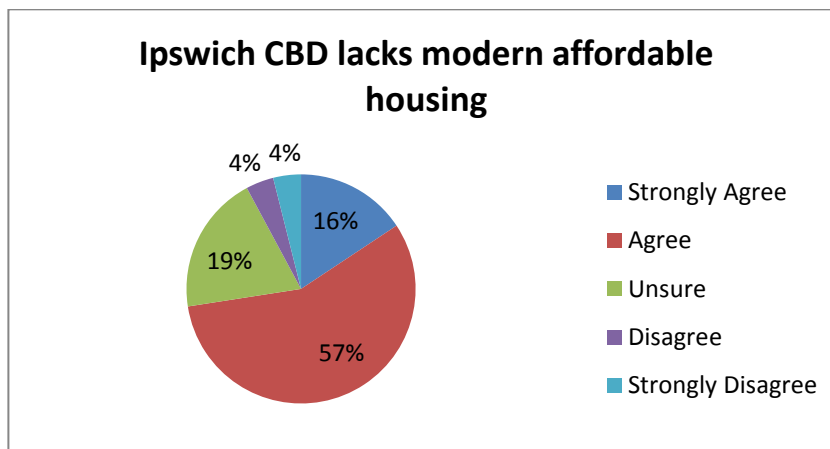


Figure 10- Lack of modern affordable housing

From the above graph three suggestions can be made.

1. Huston & Darchen (2014) indicate one of Ipswich greatest strengths is that it is an affordable place to live. The survey proved that the Ipswich community agrees that Ipswich is an affordable place to live. However, The Ipswich community also indicate that there is a lack of modern affordable housing, which means Ipswich CBD's greatest strength is at risk due to a lack of supply.
2. There is strong demand from the community for Ipswich to provide more options for modern affordable housing. Knowing there is current demand may provide

investors/developers some security knowing there is a market for modern affordable housing in Ipswich CBD.

3. There may be a problem within the current Ipswich planning scheme that is preventing the addition of modern affordable housing projects to take place in Ipswich CBD.

Modern yet affordable housing that is designed to complement the character of Ipswich CBD is potentially the strongest indication Ipswich CBD would benefit from residential revitalisation. The fact Ipswich is known for being affordable yet, is undersupplied may tarnish their reputation if potential buyers aren't able to actually buy into the market.

4.1.4 Historic character

Old buildings teach the next generation about the history of the area in years forgone. Architectural monuments cultivate pride from the past and preservation makes a city unique in the world (Archivolti, 2014). Historic structures are also known to create tourist activity, for example, the Eiffel tower in Paris or Big Ben in London. Heritage defines a cities a image and creates a sense of pride for local community members. The Ipswich community is no different, overall all residents agreed, the historic character of Ipswich makes it an attractive place to live.

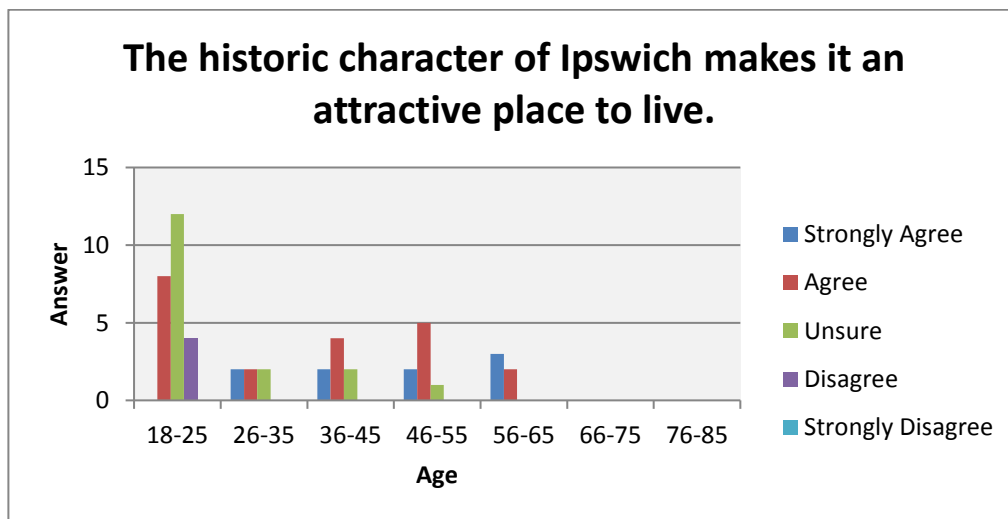


Figure 11- Ipswich strength 4, historic importance

Historic structures however, also have historic buildings methods. At the time of construction, an emphasis on green buildings, lean construction and environmentally safe building products were not available and not considered a priority. Preserving historic structures sometimes, may actually cost more, and not be as beneficial to the community if it was preserved. Issues with historic structures include:

- Building material -Historic structures in Ipswich may potentially test positive to hazardous materials including things like asbestos and lead. These materials if not handled correctly can cause significant environmental and personal risks.
- Energy consumption - Many historic structures at the time of construction did not consider energy efficient building technologies. For example, an air-conditioning system in an older building may not work as efficiently as an air-conditioning system in a new building. New building are generally building with insulated walls which decreases a buildings overall energy consumption.
- Structural integrity - Finally, historic structures may be at risk of structural fatigue, at the time of construction, there may not have been as much emphasis placed on design and structural quality. Or perhaps the original lifespan may not have been predicted to last along as it did. Structural repairs are generally costly and can sometimes affected the buildings overall appearance.

Overall, Ipswich residents agree that the historic character of Ipswich CBD makes it an attractive place to live. For this reason preservation should be considered when planning to redevelop certain structures. On the other hand historic preservation can also have negative effects and shouldn't be considered a one size fits all approach, which is explained further in section 4.4.

4.2 Increased Consumer activity

Robertson (1999) previously identified the importance of human activity to ensure a successful and sustainable CBD. The study also identified those cities who currently face economic decline struggle to attract people in the evenings and on weekends. Upon initial investigation, Ipswich CBD over the past couple of years has made an effort to inject new forms of entertainment, dining and retail. These new attractions include, River link shopping centre, the steady upgrade to Main Street Ipswich and a number of laneways containing fresh and exciting dining experiences, for example, German restaurant, Heisenberg Haus, the Pump yard brewing and Indian Mehfil.

Although, this is a good sign that Ipswich CBD is making the effort to introduce more activities into the community, their success relies on the local community's participation and council support. Stumps, Main Street Ipswich, is one example of poor council support and a lack of community participation. Their closure was due to a number of development application reasons forcing their closure late in 2014. Up and down stairs, function rooms were forbidden to the public due to a problem with the original development application. The ground floor restaurant was able to remain open, however, on its own was unable to support the entire business based on low user rates (Gould, 2014).



Figure 12 - Stumps hotel, Main street, Ipswich

Source - Gould, 2014.

The following graph indicates that the Ipswich community agree, the current Ipswich CBD's hospitality industry is underutilised. Based on the current main street revitalisations that are seen to be taking place, the possibility of low user rates may potentially force these new restaurants to share a similar fate as Stumps hotel. Sustainable hospitality relies on the participation of the local community, without which, cannot survive.

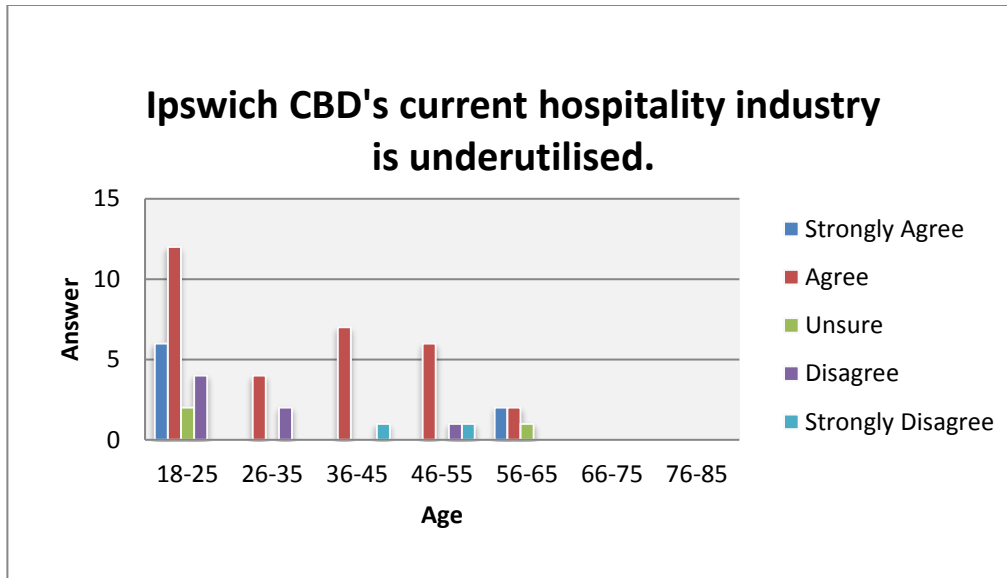


Figure 13- Ipswich CBD's hospitality industry is underutilised

The retail industry within Ipswich CBD has also been confirmed by the Ipswich community to be underutilised. The retail industry also requires community participation and support from local costumers.

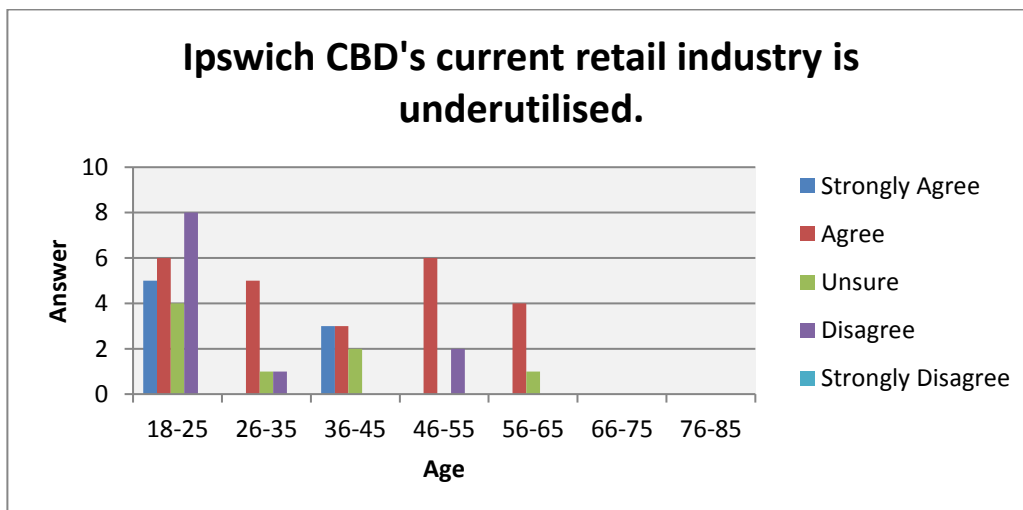


Figure 14- Ipswich CBD's retail industry is underutilised

An increase in population density could potentially increase the amount of customers in both the hospitality and retail industry. An increase in demand could potentially create new jobs. The establishment of new shops and restaurants could potentially stimulate inner city revitalisation of underutilised buildings, and redeveloped into modern dining, entertainment and shopping experiences. The following graph indicates the effect of a potential increase in population density, resulting in larger consumer demand and participation.

Potential effect of an increase in consumer activity

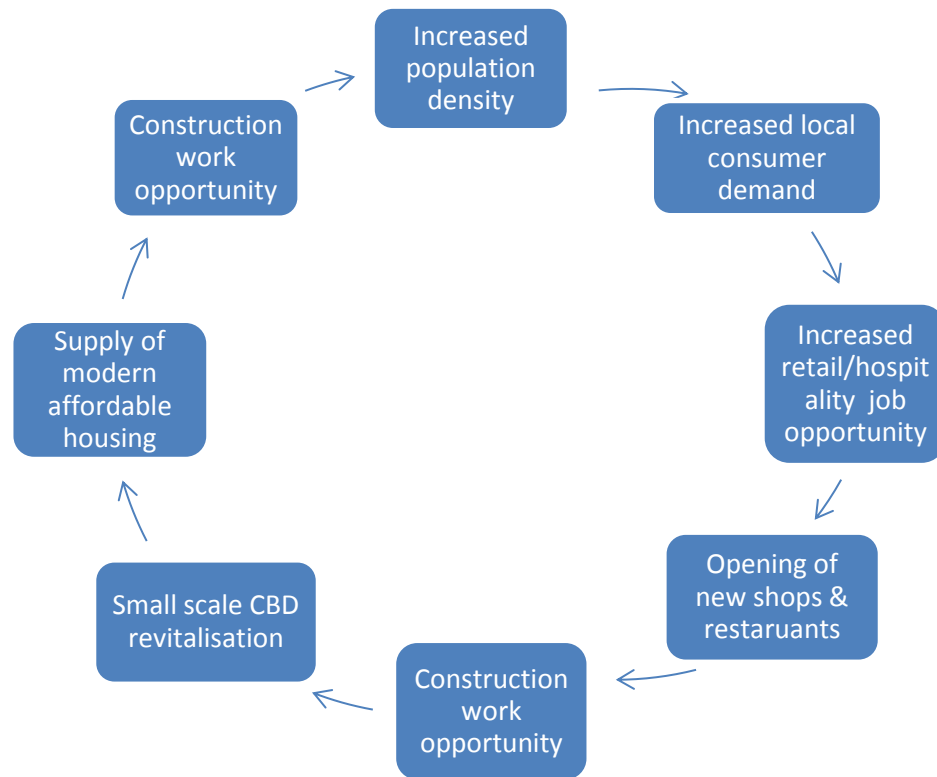


Figure 15- Potential effect of an increase in consumer activity

The figure above is the result of an initial introduction to supply of modern affordable housing within Ipswich CBD. The events that follow are a basic representation of the beneficial effect residential revitalisation may have on the retail and hospitality industries.

Ipswich CBD currently has a number of street activities available; however, the Ipswich community have indicated these activities are underutilised. Robertson (1999) previously acknowledged the relationship between successful CBD's and street activity. What the results prove, is that Ipswich has the foundation of a successful CBD, however; lacks local community injection to create a sustainable, self-functioning city.

4.3 Public/private investment

The following tables represent an accurate response from the survey as each question is effectively obtaining similar information asked differently. Both surveys have indicated that the Ipswich community agree that residential revitalisation and investment within Ipswich CBD would provide benefit and value to the community.

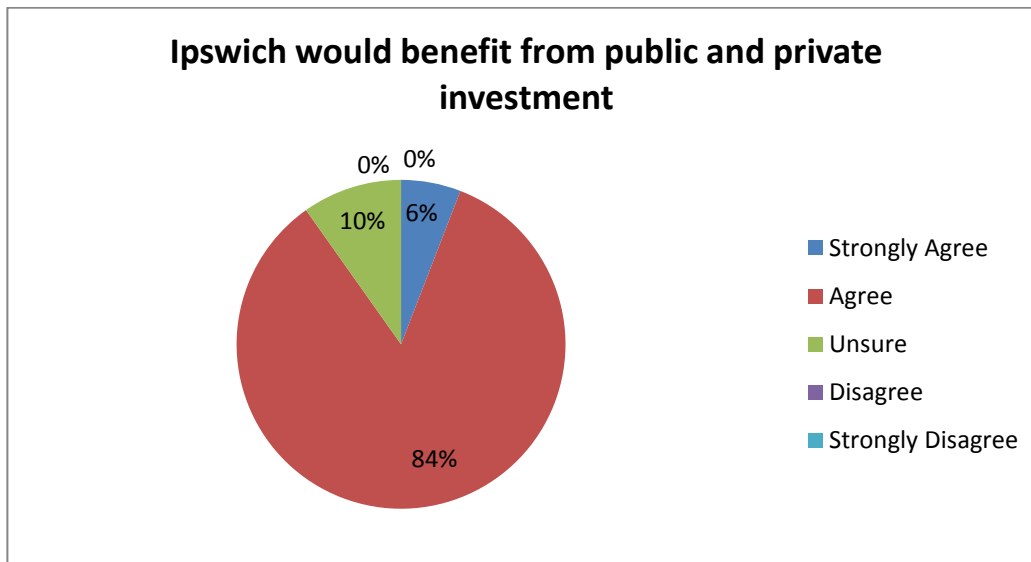


Figure 16- Ipswich would benefit from public/private investment

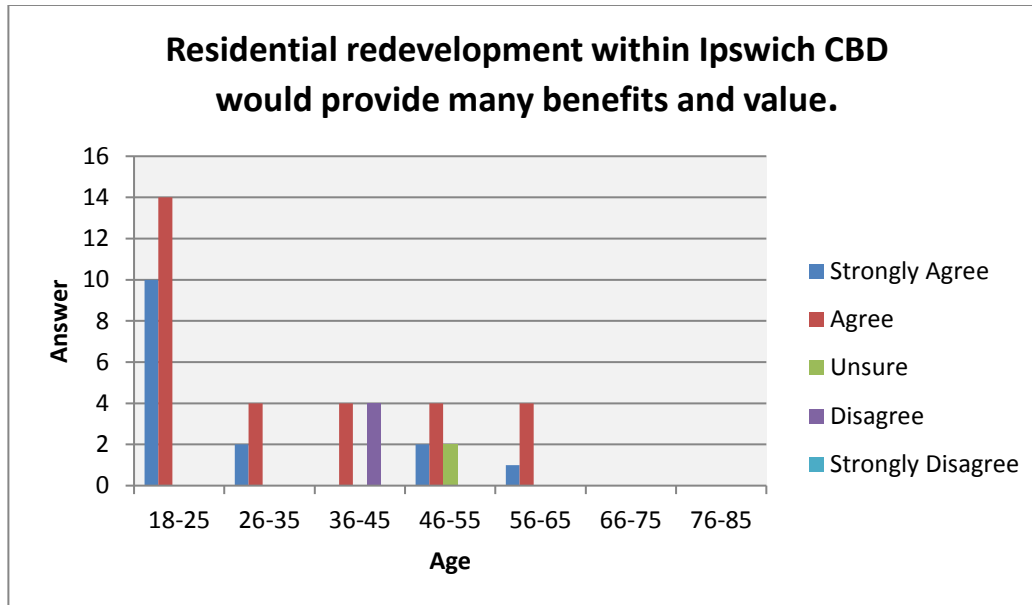


Figure 17- Residential redevelopment within Ipswich CBD would provide many benefits and value

From the graphs displayed above a number of issues and potential solutions can be determined within Ipswich CBD.

1. **Growth** - 84% of survey participants agree that Ipswich CBD would benefit from investment. This suggests that the community believes there is potential for construction and development in order to continually grow and renew Ipswich CBD.
2. **Ability to accommodate** - rapid population growth pressure generally puts premature strain on infrastructure, goods and services, health, transport and the community (Huston & Darchen, 2014). Ipswich is one expectation. Based on the community survey 75% of Ipswich residents agree retail and hospitality within Ipswich CBD is underutilised. The upgrade to the Ipswich motorway and addition of Swanbank and City link industrial parks, create potential for future jobs. Ipswich has the capacity and ability to accommodate an increase in population density

without the need for immediate local and state government funded intervention. A population increase will simply make use of these services and infrastructure already in place until there comes a time where upgrades and expansion in necessary.

3. **Modern affordability** - strong demand for public and private investment may also suggest the community yearn for modern affordable living options within the CBD. This statement is reiterated by the 54% of Ipswich survey participants that agree Ipswich lacks modern affordable housing. It seems as though the only option for contemporary style living in the Ipswich greater region is within new suburban satellite cities such as Springfield Lakes. The fact that Ipswich residents demand the luxury of modern living, suggests there is future potential for developers and investors to take advantage of the current undersupply of modern living arrangements within the CBD.
4. **Outdated** - Although 65% of residents agree that the historic character of Ipswich makes it an attractive place to live, does not mean modern shopping outlets cannot be obtained. For example, the Royal arcade in Melbourne, Victoria. The royal arcade makes use of its unique style of heritage and creates a modern shopping experience set within a well-preserved piece of Victorian and Australian history.



Figure 18- Royal arcade, Melbourne, Victoria

Source - Google, 2016

4.4 Potential land use

The findings represented above make it difficult to determine a solution that will; increase employment, expand and emphasise Ipswich CBD's strong points, and introduce and promote public/private investment, while simultaneously preserving the historic structures within Ipswich CBD. These problems signify the importance of the grading appraisal. The grading appraisal identified a variety of sites in order to distinguish the benefits between preservation and redevelopment.

To determine a potential future land use for each site, the following three step procedure was required.

1. **Structured survey questions** - The community questionnaire survey questions were structured so that if each statement asked was agreed to it would be a favourable decision to develop. The community had the option grade there answer by strongly agreeing with the statement (in favour of development) or strongly disagreeing (against development). The following graph indicates the average answer given by the Ipswich community.

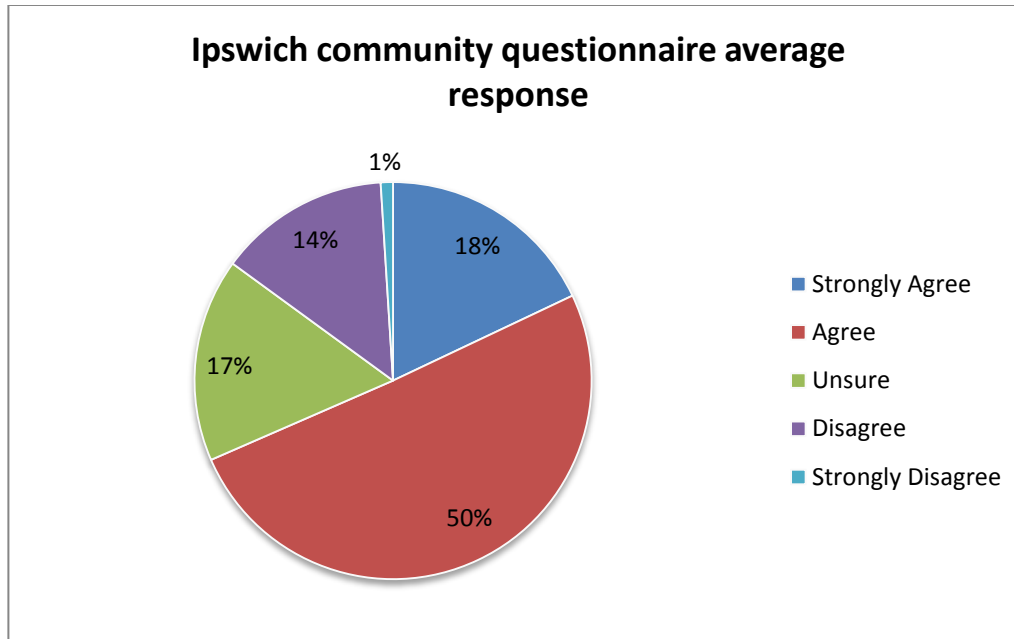


Figure 19- Ipswich questionnaire average response

2. **Grading appraisal** - A variety of properties within Ipswich CBD were graded using the grading appraisal sheet (see appendix B for details) using a similar template provided by Leonard & Wilson (2005). Each property was graded based on characteristics that may suggest a particular property is suitable for development. The characteristics identified were a result of real estate appraisals by Macfarlane (2003) and development characteristics identified by EDP (2009). The properties overall vitality score indicates whether it is suitable for development or not based on the 10 characteristics (see appendix B).

3. **Potential uses matrix** - Finally the potential uses matrix was used to determine potential uses for each property. For example 13, Omar Street, Ipswich received a vitality score of 71. Given the average answer obtained by the Ipswich community questionnaire was 'agree', 13 Omar Street receives a potential use score of High Density Residential/Commercial (HDR/C), as explained below.

Table 11- Example potential uses, 13 Omar Street, Ipswich

Potential Uses Matrix		Overall Vitality Score- 13 Omar Street, Ipswich				
		0-20	21-40	41-60	61-80	81-100
Ipswich Community questionnaire results	Strongly Disagree	P	P	P	SD/R	SD/R
	Disagree	P	P	SD/R	MDR/SC	MDR/SC
	Unsure	P	SD/R	SD/R	MDR/SC	HDR/C
	Agree	P	SD/R	MDR/SC	HDR/C	MU
	Strongly Agree	SD/R	MDR/SC	HDR/C	MU	MU

4.5 Future planning

4.5.1 Suburban or Urban?

Previously, the literature identified two different forms of town planning which were labelled as the 'Donut or Doughnut' effect. The European planning policy has a strong focus on urban intensification, creating a denser and functional city centre while the American planning policy abandons decaying city centres and creates suburban utopias outside the existing city. When the contractors of Ipswich were asked what type of method Ipswich should adopt, 71.6% of respondents strongly agreed to urban development as opposed 14.2% who strongly agreed for suburban development.

Surprisingly, when questioned about their current percentage of work, majority of builders have more than 50% of their work in suburban areas. Which is reflected on the demand for work presented in the following two graphs.

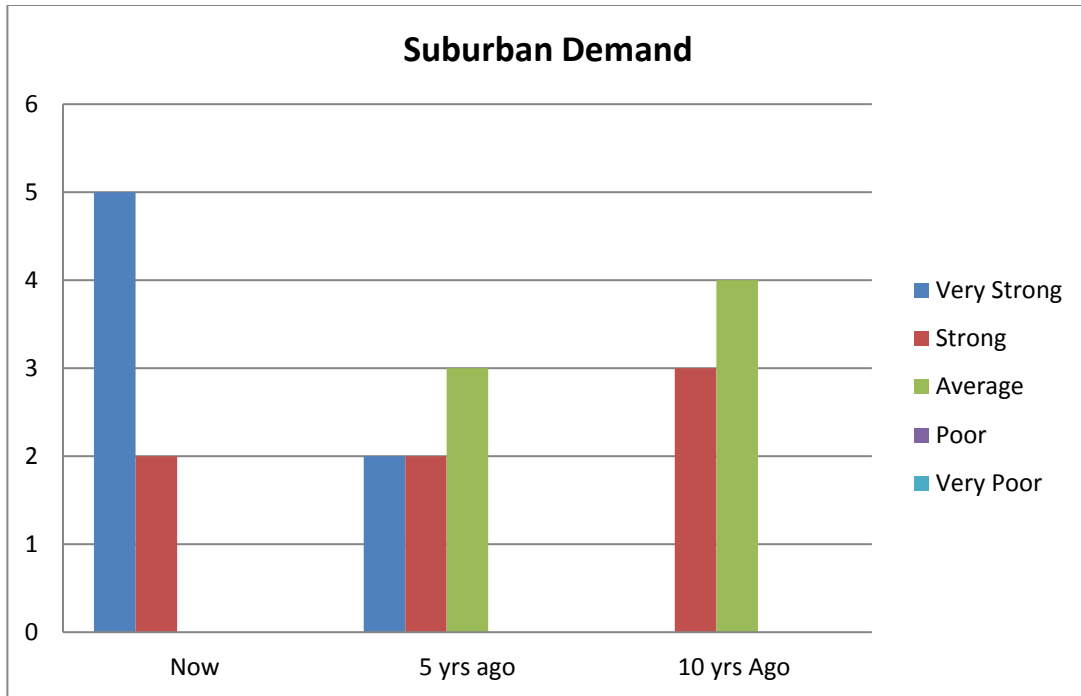


Figure 20- Suburban demand

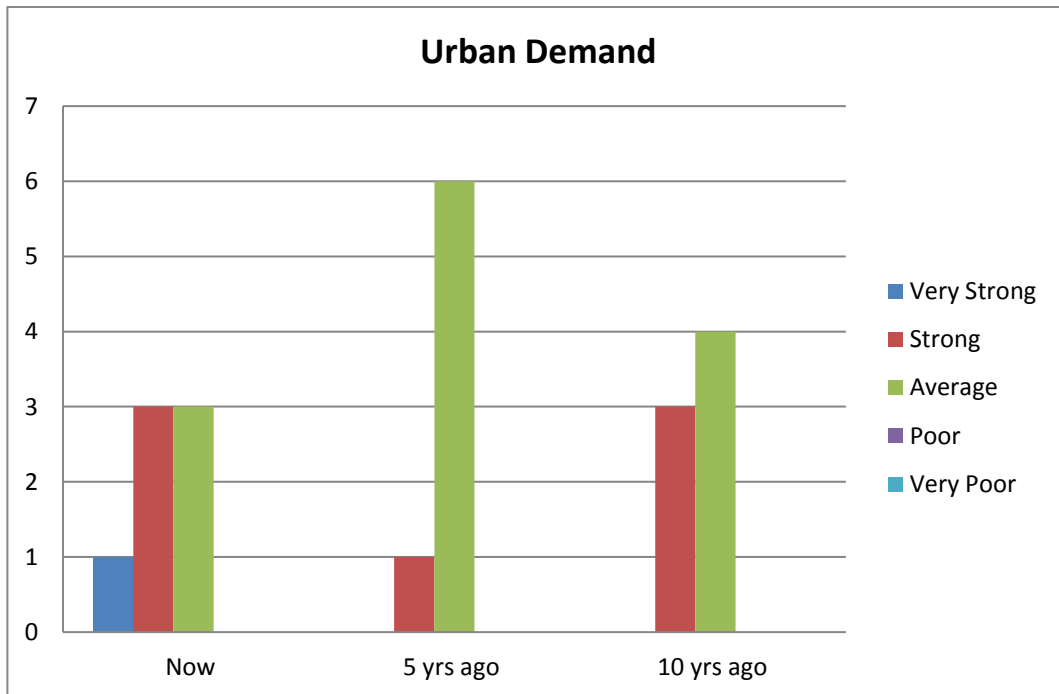


Figure 21- Urban demand

This raises the question, if contractors strongly agree with planning policy focussing on urban development and the community strongly agrees Ipswich would benefit from this form of development, how come the demand for suburban development outweighs urban development? In order to answer this question, many factors must be considered both direct and indirect. The direct factors are ones that can be controlled through revision of planning policy, government incentives and improved building technology. Indirect factors cannot be controlled such as the current economic conditions, which may have the potential to negatively impact the market price and make future urban development unfeasible.

4.5.2 The future of urban development

Both the contractor and the Ipswich community questionnaire results signify that future urban development would potentially provide many benefits and value to Ipswich CBD. However, the demand for urban construction work is much lower than suburban. The following graph identifies the potential reasons why urban development demand is low.

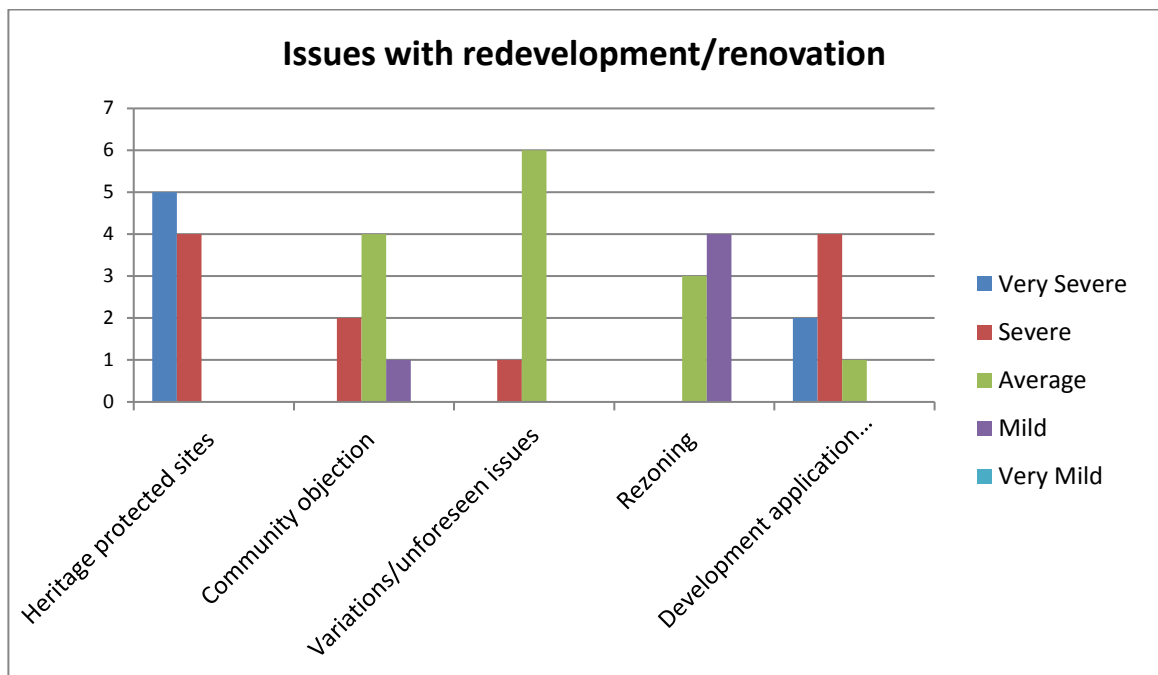


Figure 22- Issues with redevelopment and renovation

Urban development continues to prove difficult for developers and contractors due to the amount of hoops both parties must jump through in order to get the building out of the ground. Development approval for suburban development is much more streamlined and allows investors, contractors and developers to build hassle free without strict ruling.

To be able to increase urban development, the partnership between public and private parties must be improved to achieve common goals. The following chart identifies a number of options that could potentially increase demand for urban development in Ipswich CBD.

The most popular option amongst contractors was the potential introduction of first renovation home owner incentives.

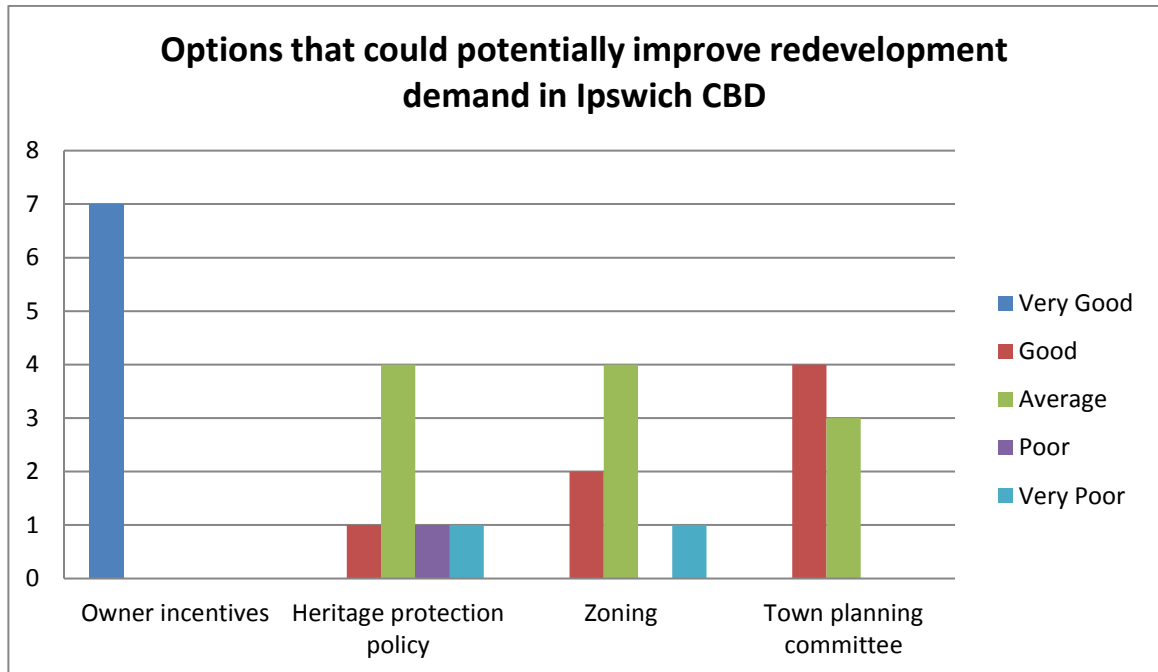


Figure 23- Potential improvement to increase urban construction demand

From personal experience, many young first home buyers are being attracted the new homes for the sole purpose of receiving a first home owner incentive. If perhaps the same incentive was provided to first home owner vying to purchase property in urban areas in may potentially increase house clearance rates and also increase the potential for renovation work amongst the city centre.

Chapter 5

5.0 Discussion

This section discusses the differences between redevelopment and preservation based on the following:

- Cost
- Demographic
- Population density
- Street appeal and activity
- Consumer/tourists activity and job opportunities
- Small-scale CBD revitalisation

5.1 Redevelopment vs. Preservation

It is evident based on the information gathered from the Ipswich community questionnaire results, majority of participants agree, Ipswich would benefit from future investment and redevelopment. The community also agrees that the historic character of Ipswich makes it an attractive place to live. This problem cannot be solved with a one size fits all approach, therefore it is essential development and preservation must be implemented simultaneously. A benefit/value approach is one way to ensure the most beneficial potential use is acquired. The following issues may potentially have an impact on the decision to preserve or redevelopment

5.1.1 Cost

This section briefly highlights the associated costs of redevelopment and the costs to preserve.

Table 12- Cost of redevelopment vs. preservation

Redevelopment	Preservation
<p>High upfront cost</p> <p>Initial application and construction costs are generally far higher than minimal work required in preservation.</p>	<p>Low upfront cost</p> <p>Preservation results in lower upfront costs due to minimal amounts of work required.</p>
<p>Low long term cost</p> <p>Upon completion, the cost to maintain and run a brand new building is far lower than older structures due to improve buildings products and energy efficient technology.</p>	<p>Medium to high long term cost</p> <p>Older structures require more maintenance resulting in constant long-term cost. Older structures are also less energy efficient and may result in higher running costs for water and electricity.</p>
<p>Indirect Costs</p> <p>Increase in population density increases consumer activity which may potentially result in a higher amount of sales and increased economic activity</p>	<p>Indirect Costs</p> <p>Preservation inhibits the ability to develop, which could potentially affect many current and future businesses, due to low consumer rates and a decaying city centre.</p>

5.1.2 Demographic

To reiterate Huston and Darchen's (2014) case study they had identified one of Ipswich's greatest strong points was housing affordability. The median mortgage repayment for Ipswich city is \$1733 as opposed to the median mortgage repayment for Queensland of \$1850, while the median rent for Ipswich is \$300 compared to \$350 for Queensland (QRP, 2015). Ipswich has also experienced a population growth rate of 3.5% over the past 10 years while Queensland has received a population growth of just 2%.

Indeed, Ipswich CBD's greatest strength is its ability to attract future residents for its housing affordability. For this reason only, preservation may be the most viable option in order to retain Ipswich CBD's reputation of an affordable city. However, the results gathered from the Ipswich community questionnaire prove, that many residents believe Ipswich would benefit from redevelopment and investment.

The Aspire building is one example of a failed attempt at residential development within Ipswich CBD. The reason behind its failure simply came down to cost, each apartment on average was double the price of the median apartment price in Ipswich at the time. It is essential that future residential development, promotes Ipswich CBD's strong point of affordable housing while being able to provide modern living options for current and future residents.

5.1.3 Population density

Apartment/townhouse development within Ipswich CBD could potentially, largely impact population density amongst the city centre. Ipswich CBD's current household occupancy rate is 2.8 persons per household as opposed to the Queensland average of 2.55 (QRP, 2015). Given Ipswich has a slightly higher average person per house hold than Queensland, it is still among the lowest populated cities in Australia. For example, Ipswich Central has a population density of 8.2 persons per hectare, as opposed to Kangaroo point, a heavily populated residential area in Brisbane CBD that has a population density of 53.79 persons per hectare. To further highlight how lowly populated Ipswich Central is, the following chart identifies a number of suburbs on the outer rim of Brisbane CBD compared to Ipswich CBD.

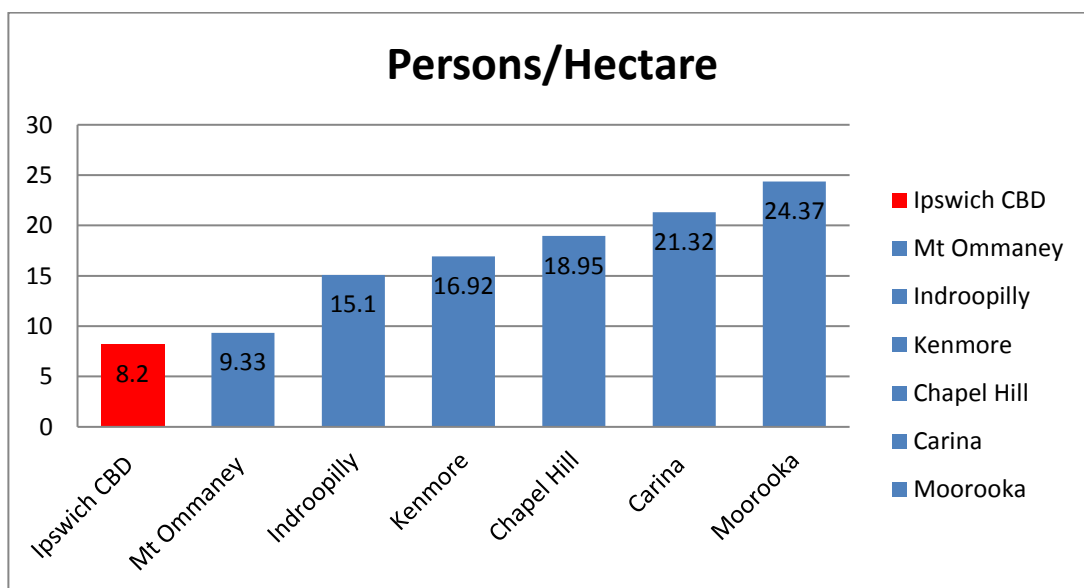


Figure 24- Persons/Hectare, Ipswich CBD vs. Brisbane Suburbs.

Source - Profile ID, 2015a

Profile ID, 2015b

The cause of such a low population density is the size of land in Ipswich as opposed to other Australian capital cities. Currently Australia's average block of land size across all major capital cities is 250 Sq m. while Ipswich boasts an average block of land size of 650-700 Sq m (Dixon Homes, 2015).

According to the Ipswich Planning Scheme (2006) Current planning policy allows townhouse development of one dwelling per 200 Sq m in medium residential zones. However, the 1990 heritage protection program protects majority of these large allotments. The following assumptions can be made based on the information provided thus far.

1. Ipswich CBD has a large amount of small houses built on allotments nearly three times Australia's average block of land size throughout the city.
2. Ipswich has a high household occupancy rate, 0.6 higher than the average for Queensland.
3. The 1990 Ipswich heritage protection program identifies and protects all structures built before 1946 and forbids the removal/demolition of these structures.
4. The grading appraisal located in Appendix B, identifies a benefit/value approach to development, which identified a range of potential development sites.

Ipswich has the potential for future population growth. Larger than average allotment sizes situated well within the CBD and higher than average household occupancy rates, create a potential platform for an increase in population density.

5.1.4 Street appeal & activity

There are a variety of contributing factors that may improve or affect Ipswich CBD's street appeal and activity which include.

- Identifying/preserving historic structures to retain the charm of Ipswich CDD's history.
- Identify areas suitable for development with low street activity and poor aesthetic.
- Integrate Ipswich CBD's strong points as guidelines for future development
- Combine the concept of modern affordable housing with increased consumer activity to create modern multipurpose residential/commercial buildings.

Preservation and development are equally important for Ipswich to grow as a city. Future planning policy should potentially focus on a benefit/value approach to further improve street appeal and activity. Robertson (1999), specially highlights the importance of street appeal and activity as the backbone to a sustainable CBD. In my opinion, town planning should equally weight the importance of historic preservation as well as development to ensure Ipswich continues to grow, one part population growth hub and one part charming city.



Figure 25- Main street, Ipswich

Source- Google, 2015c



Figure 26- Potential multi use development

Source - Google, 2015d

Preservation is an effective way to create a unique street aesthetic as pictured above left; however, it does not generate street activity. Multipurpose structures, example above right, is an effective way to stimulate activity. Ferguson (2004), identified many decaying cities struggled to attract people after hours and on weekends.

Preservation and redevelopment use different planning and construction techniques to achieve different results, however, both have an equally profound effect on the future survival of a city. In my opinion, if Ipswich CBD can simultaneously preserve historic buildings and create new ones, it has the chance to design a unique, historic, modern, attractive, and affordable city.

5.1.5 Consumer/tourist activity & job opportunities

The results identified that consumer activity in Ipswich CBD is low; however, an exact cause of the low amounts of activity is unknown. Potential remedies for the low amount of activity as previously explained is through an increase in population density. In simple terms, if there are more people in a particular area, local shops are going to have more costumers. In order to do so, my opinion is that Ipswich CBD must accept the fact that a potential option to increase consumer activity is by increasing the population density through residential development.

On the other hand, preservation within Ipswich CBD has created numerous tourist attractions, for example, the Railway workshops and the Cobb and Co tourist route. Redevelopment may potentially impact Ipswich CBD's tourism industry, an industry that is already subject to a decline in tourist numbers (City of Ipswich, 2016). Redevelopment has the potential to increase local consumer activity however, may also potentially decrease tourist activity, if, a benefit/value approach isn't adhered to.

Redevelopment also represents opportunities for jobs pre and post construction. Locally employed construction labour during the construction process and post construction jobs in retail, hospitality health, property management, etc. The potential increase in jobs because of redevelopment are endless, and present a great opportunity for Ipswich to continue to grow. Preservation also assists in job creation, tourist tours require experienced guides and preservation work requires the assistance of locally employed trade workers. Redevelopment and preservation both have the potential to provide many opportunities for future job employment.

5.1.6 Small scale CBD revitalisation

Previously, Robertson (1999, p. 282) identified four mostly commonly used strategies universal to create sustainable CBD's:

- Building a strong public private partnership
- Multifunctional CBD use
- Enhance and expand assets/strengths
- Establish a distinctive sense of place

One key question the research hoped to determine is whether residential revitalisation would have any impact of achieving small-scale revitalisation. Based on the strategies listed above, the survey aimed to target these strategies and whether the community and Ipswich contractors agreed. Huston & Darchen (2014) reiterated many of Ipswich CBD's strong points and the result where clear.

1. To increase urban construction demand to a similar level as suburban demand requires a strong public and private partnership. Government funded first renovation home owner incentives are one example of a partnership that may assist in creating demand for urban construction.
2. The Ipswich community agree that consumer activity is low. Potential remedies to overcome this problem are creating an environment that attracts people after hours and on weekends (Ferguson, 2004). Multifunctional residential/commercial structures have proven to provide the solution to stagnant CBD activity on weekends. The Ipswich community also agrees that Ipswich is in dire need of large multi-use development to further grow Ipswich and provide a sustainable future.

3. Huston & Darchen (2014) identified a number of Ipswich strong points. The research identified these points and surveyed the Ipswich community to get their opinion and the results were indeed correct. Perhaps Ipswich two greatest strong points are its affordable housing and historic character. Ipswich should continue to acknowledge their assets and work to expand and enhance their current strengths.
4. Finally, the Ipswich community agree, the historic character makes Ipswich an attractive place to live. Preserving a city's character makes it unique and is an effective solution to create a distinctive sense of place. Preservation and redevelopment can hand in hand and if both executed correctly have the potential to provide many value-adding benefits.

Chapter 6

6.0 Conclusion

The purpose of this dissertation was to investigate the potential benefit and value of residential revitalisation in Ipswich CBD. To achieve this, the project firstly reviewed the literature, reviewing the background and current planning policy in Ipswich CBD. The review also looked at planning policy in the U.S and the E.U and identified the strategies and outcomes associated with the latter. The review finally looked at the key strategies needed to create small-scale revitalisation and current strategies that have been implemented in most of Australia's Capital cities.

The research design consisted of identifying the current planning policy, strengths, assets and town planning issues present within Ipswich CBD based on the literature. Based on the information two questionnaires were created, a community targeted survey and Ipswich contractor survey. The purpose of these two surveys was to firstly, determine whether the strengths, assets and planning issues identified in the literature review, matched the opinions of local residents and contractors. Secondly, the survey was also used to identify the potential future demand for urban residential construction within Ipswich CBD.

The results and discussion chapter aimed to address the issues identified in the literature, based on the current strengths, assets, and planning policy. This section also identified potential land uses for 10 sites within a 2-3km radius of Ipswich CBD. The potential land use matrix was used to determine the potential of urban revitalisation in Ipswich CBD.

This final chapter will discuss the following:

- Conclusions - Details of the research and findings
- Implications - Addresses the implications of the research based on the methodology
- Future work - Defines the future work required and will identify a future case study to uncover issues within urban development pre, during and post revitalisation.

6.1 Conclusions

6.1.1 Conclusion 1

Initial results suggest that residential revitalisation may provide potential benefit and value to the Ipswich CBD community

Although the community questionnaire test sample was quite small, the results gathered were consistent with the information obtained from the literature review. All four of the strengths and assets identified in the literature review were well supported by the community, reiterating their potential credibility as an important part of future planning policy for Ipswich CBD.

6.1.2 Conclusion 2

There is potential for urban development in Ipswich CBD due to, underutilised resources, potential for local demand and land availability.

Initial test results indicated local industries are underutilised suggesting a potential increase in population may benefit these industries by increasing their occupancy rates. The test results are only an indicative measure. In order to provide a more conclusive answer, further investigations with local industries could potentially be implemented to gain understanding of the current economic situation within Ipswich CBD's local industries.

The test results have indicated there is potential for future urban demand. The contractor survey acknowledged the strong support from local contractors in favour of urban development as opposed to suburban development. The Ipswich community questionnaire also supported future residential investment.

The grading appraisal was able to identify a significant difference between potential development sites, as well as, sites suitable for preservation. Majority of the houses appraised all acquired some form of traditional building techniques commonly seen in pre 1946 dwellings. However, the appraisal was able to successfully distinguish the different levels of condition between these houses. In some cases, houses that were considered heritage were in fact in an unliveable state. Further information is required to provide a recommendation of preservation vs. redevelopment in these situations.

6.1.3 Conclusion 3

The test results do not provide an indication of the likelihood of residential revitalisation occurring in Ipswich CBD.

The initial test findings suggest there may be potential in the future, for residential revitalisation to provide benefit and value to Ipswich CBD. However, the actual likelihood of residential revitalisation occurring in Ipswich CBD is undefinable due to the fact it is outside the scope of the project.

Conclusion 3 also highlights the importance of future research in order to provide the most accurate and attainable recommendation to potentially alter future planning policy.

6.2 Implications

Further research must be conducted before a more decisive conclusion can be given. The method used to investigate the potential benefit and value of residential revitalisation was able to successfully set a platform for future research. Based on the literature which looked at the effect of revitalisation in U.S and E.U cities can be easily compared to urban and suburban areas of the Ipswich region. Ipswich's current situation suggests there is potential for planning policy improvement to ensure both the urban and suburban areas grow simultaneously.

The research was particularly useful for the fact that it was able to determine that future research was indeed feasible and whether or not there was potential to add benefit and value through residential revitalisation. The research also highlighted the distinct difference between suburban and urban planning policy. The initial results suggest future discussions with Ipswich city council may potentially assist in determining the likelihood of residential revitalisation occurring in the future.

6.3 Future work

6.3.1 Feasibility of future research

The results in this dissertation represent a small snap shot of the Ipswich community, contractors and potential future development sites. There is, however, convincing evidence that future research on residential revitalisation in Ipswich CBD is feasible.

1. Future interviews with Ipswich City Council has been deemed worthwhile, knowing that the initial findings have suggested there is potential for benefit and value to be added to the Ipswich CBD through residential revitalisation. Building upon the current findings and presenting these findings to council builds a solid starting point to investigate these issues with relevant planning policy makers.
2. It may also be advisable to investigate the likelihood of residential revitalisation within Ipswich CBD. The research was able to successfully identify the benefit, value, implications of residential revitalisation, however; further research, and investigations must be completed before a decisive conclusion can be made to determine the likelihood of residential revitalisation occurring in the future.

6.3.2 Future Case study

To gain an understanding of the effect that residential revitalisation would have on the local community, I have identified a future residential project that would be an appropriate case study to further understand the potential benefit/value or implications that redevelopment may have on the future of Ipswich CBD residential development. I will personally be involved with the design and construction of the following project.

Table 13 - 31 & 33 Law Street South, townhouse development

31 & 33 Law Street South, Redbank townhouse development project	
Project brief	Removal of two existing dwellings to be replaced by 14, 3 bedroom townhouses.
Estimated project cost	\$2.1M
Estimated project duration	11 months
Expected start and finish date	February 2017 - December 2017

As of the 28th September 2016, the Law Street South, townhouse development project is currently undergoing development approval with the Ipswich City Council.

The dissertation successfully identified that the initial test results suggest there is future potential for residential revitalisation in Ipswich, however, a real life case study to identify the outcome of a redevelopment project could not be sourced. This case study provides an excellent opportunity to assess the outcome of a revitalisation project from start to finish.

Pictured below is the current state of 31 & 33 Law Street South.



Figure 27 - 31 & 33 Law Street South, Redbank

Source - King, 2016a

Proposed future work could potentially take into account:

- **Pre Construction:**

Current economic, physical, environmental and social aspects of the development site: activities such as land appraisal and interviews with the current tenants and neighbours may potentially be able to provide an insight into the current condition of the local area. It may also potentially give an indication of satisfaction levels pre construction.

- **During Construction:**

Ongoing interviews with neighbours to discuss implications with daily life due to the unique form of construction taking place in a residential area. Issues with noise, dust, traffic congestion and general disruptions could potentially be documented to identify the satisfaction level of neighbours during construction.

- **Post Construction:**

A final interview with neighbours once the project has been handed over and the new tenants move in. Final satisfaction rating. An interview with the new tenants may also potentially their overall satisfaction with living in a townhouse apartment. A final questionnaire may also potentially identify if there is any effect of the local economy due to an increase in population in a small area.

Pictured below is the proposed development for 31 & 33 Law Street South, Redbank.

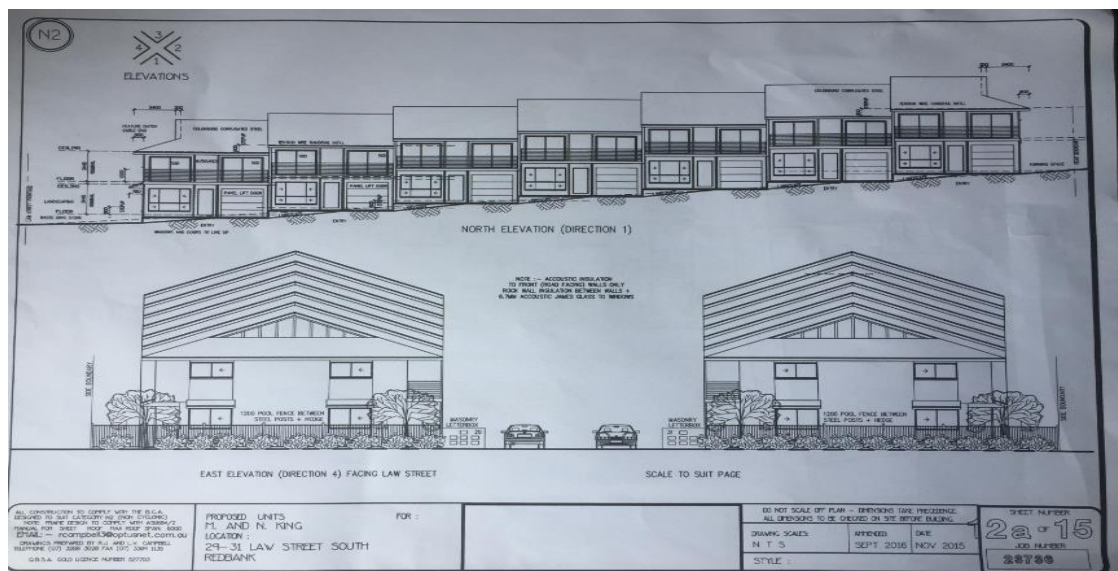


Figure 28- 31 & 33 Law Street South, Proposed development

Source - Produced for M and N. King,

- Prepared by, R.J and L.V Campbell

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Appendix A

A.1 Project Specification

University of Southern Queensland

Faculty of Engineering and Construction

ERP 2016 Research Project: Project Specification

For: Matthew King

Title: An investigation into the potential benefit/value of Ipswich CBD residential revitalisation

Major: Construction Management

Supervisor: Paul Tilley

Project sponsor:

Enrolment: ERP 2016, ENG4111, ENG4112

Project Aim: To investigate the potential benefit/value of a revitalisation to the Ipswich Central Business District (CBD) residential sector. The outcome of this project will aim to answer the following question, 'Would a redevelopment of inner city residential land provide any potential benefit/value to Ipswich CBD and what role would it have on small scale CBD revitalisation'?

Programme: Issue A 16/03/15

1. Outline project aim.
2. Produce timeline.
3. Review the literature, Ipswich's History, CBD revitalisation, urban regeneration, Small-scale revitalisation and local/national/international case studies subject to CBD revitalisation
4. Specific objectives
 - Identify the problem – Ipswich CBD decay/decline/subject to neglect
 - Determine the causes as to why Ipswich has been subject to CBD decline?
 - Identify a possible solution – Urban regeneration, such as small-scale residential revitalisation.
 - Conduct public opinion survey -Distribute a city wide survey to determine the community's perception of Ipswich CBD and what potential changes they'd like undertaken.
 - Identify a minimum of 10 potential development sites across Ipswich CBD suitable for grading and appraisal.
 - Based on the community's response and the outcome of the grading scale, produce a potential uses chart.
 - Determine the potential uses of each house site and identify the benefit/value it may provide Ipswich CBD based on; the community's responses, Council planning policy and case studies (reviewing the literature).

6. Produce a structured methodology detailing how the project objectives will be sequenced and achieved.
7. Results/findings – tabulate the results based on the community’s responses and potential uses chart. Determine if there is land available for revitalisation, and if so determine the best possible uses.
8. Discussion- Discuss similarities/differences between national and international cities, could future developed be achieved and is it valuable socially and economically to Ipswich City. Could small-scale housing revitalisation play a role in promoting private and public investment for large-scale CBD revitalisation?
9. Provide recommendations, based on the economic and social benefit/value for development is it more beneficial for Ipswich CBD to maintain all heritage listed items and postpone CBD revitalisation? Or, should Ipswich compete with suburban development and promote urban regeneration?

Appendix B

- B.1 Grading scale audit sheet
- B.2 Grading audit: Development Site 1, 13 Omar Street, West Ipswich
- B.3 Grading audit: Development Site 2, 26 Warwick Road, Ipswich
- B.4 Grading audit: Development Site 3, 9 Warwick Road, Ipswich
- B.5 Grading audit: Development Site 4, 4 Carr Street, Ipswich
- B.6 Grading audit: Development Site 5, 19 Macalister Street, Ipswich
- B.7 Grading audit: Development site 6, 182 Brisbane Road, Ipswich
- B.8 Grading audit: Development site 7, 42 Warwick Road, Ipswich
- B.9 Grading audit: Development site 8, 8 & 10 Mortimer Street, Ipswich
- B.10 Grading audit: Development site 9, 9 Quarry Street, Ipswich
- B.11 Grading audit: Development site 10, 3 Deebing Street, Ipswich

B.1 Grading Scale Audit Sheet

The grading scale audit sheet has been prepared in accordance with attributes and information recommended by, Leonard & Wilson (2005), Macfarlane (2003) and EDP (2009).

The Grading scale audit sheet will be used to grade 10 potential development sites.

Subject Information	
Address	Description of the site address
Postcode	Description of the sites postal code
Lot RPD	Lot and Real Property Description number
Zoning	Current Zoning Overlays
Unimproved site value	The unimproved site value of the potential development site
Description	
Location	Description of the location and surroundings
Lot Size	Overall size in m ² of the site
Build date	Approximate Build date of the house (if applicable)
Condition	Indication of the condition of the dwelling (if applicable)
Dwelling Size	Overall size in m ² of the dwelling (if applicable)
Exterior description	Building materials used and condition
Physical Attributes	
Built form	<p>Description of the buildings including exterior materials and style of building. Comments made on the facade and general condition of the dwelling.</p> <p>Poor condition: High score 6-10</p> <p>Good condition: Low score 0-5.</p>

Utilities	<p>Document the list of utilities connected to the block</p> <p>All utilities connected: High score 6-10</p> <p>Minimal utilities connected: Low score 0-5</p>
Public transport	<p>Comment on the sites proximity to public transport services</p> <p>Close proximity: High score 6-10</p> <p>Distant proximity: Low score 0-5</p>
Land uses	
Current Land use	<p>A quantitative measure of the current land use.</p> <p>Land currently under utilised creating potential for future development: High score 7-10</p> <p>Land use currently maximised: Low score 0-3</p> <p>Land use maximised, however is poorly utilised: Mid range score 4-6</p>
Future Land use	<p>Description of surrounding structures and a quantitative measure of future potential land uses based on zoning overlays and surrounding structures.</p> <p>High potential for future development: High score 6-10</p> <p>Low potential for future development: Low score 0-5</p>
Character restrictions/streetscape/cultural significance	
History	<p>Description of the history (build date) or historic preservation status</p>

	<p>Heritage listed sites: Low score 0-3</p> <p>Character houses, however not heritage listed: Mid range score 4-6</p> <p>Non character nor, heritage listed: High score 7-10</p>
Streetscape	<p>Quantitative measure of the surrounding structures in the street.</p> <p>Poor street aesthetics: Low score 0-3</p> <p>Average street appeal: Mid range score 4-6</p> <p>Good street appeal, excellent road surface, footpaths, maintain environmental strip: High score 7-10</p>
Environmental Factors	
Topography	<p>Description of the site and potential difficulties associated with construction</p> <p>Flat level block: High score 7-10</p> <p>Gently sloping: Mid range 4-6</p> <p>Steep uneven block: Low score 0-3</p>
Accessibility	<p>Outline potential problems with construction accessibility as well as traffic flow affect of future potential traffic increase.</p> <p>Quite street with low traffic volume: High score 6-10</p> <p>Busy main street with large traffic volume: Low score 0-5</p>
Vegetation	<p>Document if there is any protected trees or large volumes of foliage on the site.</p> <p>Protected trees and large volumes of trees: Low score 0-5</p> <p>Minimal to no trees: High score 6-10</p>

Summary

A brief summary of the potential development site and its overall beneficial effect of revitalisation for the Ipswich CBD.

Overall Vitality Score: Total Score of each characteristic, Each characteristic is weighted equally.

B.2 Grading Appraisal: 13 Omar St, West Ipswich

Subject Information	
Address	13 Omar St, West Ipswich
Postcode	4305
Lot RPD	4/RP24132
Zoning	CHM - Character housing mixed density RHD - CBD Residential high density
Unimproved site value	\$165,000
Description	
Location	Low density residential street, surrounded by character homes.
Lot Size	1083m ²
Build date	N/a
Condition	Good condition
Dwelling Size	150m ²
Exterior description	Timber weather board, with Tin roof.
Physical Attributes	
Built form	3 Bedroom (bdr) colonial cottage. Hardwood timber veneer, with corrugated tin roof. From the street the cottage represents a steep pitched roof with a front veranda. Generally, the house is in okay-good condition, however is quite outdated and could do with a renovation. Score: 6.5
Utilities	Town water, sewerage, power, no gas.

	Score: 7.5
Public transport	<p>Bus stop located on Brisbane St, directly adjacent to Omar St. The site is also within walking distance to Ipswich Train station.</p> <p>Approx. 1.2km</p> <p>Score: 9</p>
Land uses	
Current Land use	<p>Currently situated on the 1083m² is a 150m² colonial style cottage built along the front boundary. The rear of the block appears to be un utilised.</p> <p>Score: 8</p>
Future Land use	<p>Brisbane St, contains many small to mid sized commercial structures including the addition of the recently completed Bunnings warehouse. Houses located in Omar St, have been preserved, however, many surrounding houses in the street are in poor condition. The surrounding area has been zoned as medium to high density, therefore presenting the future potential for redevelopment.</p> <p>Score: 8</p>
Character restrictions/streetscape/cultural significance	
History	<p>No build date is available, however, given the style of home it would have been built between 1945 and 1950. The house has</p>

	<p>been listed as character style and cannot be removed from the site.</p> <p>Score: 4</p>
Streetscape	<p>Generally, the streetscape is quite appealing, many of the houses in the street are of the same character style and have been reasonably well preserved. At the crest of the street, views of the Toowoomba range can be seen as well as a slight overlook of Ipswich CBD. The road condition is fair and the street is pedestrian friendly, however, does not contain a footpath.</p> <p>Score: 7</p>
Environmental Factors	
Topography	<p>Gently sloping towards the rear. Stormwater runoff may become problematic resulting in hydraulics report to include storm runoff to be connected through the neighbour's block.</p> <p>Score: 5</p>
Accessibility	<p>The street seems to be quite at time of visit (Saturday 12pm - 12:30pm) and is not a common traffic route. the street seems plenty wide enough for construction purposes and road blockages wont hinder traffic flow.</p> <p>Score: 7</p>
Vegetation	<p>The block contains two mature palms trees out-front, however, these are not a protected species. The rear of the block has already been cleared.</p>

	Score: 9
Summary	
<p>13 Omar St, West Ipswich, is well positioned high on the fringe of main Street Ipswich. The surrounding houses have been well preserved and are all of character theme. The area has been zoned for medium to high residential construction, however, due to the character theme of the street, there may be many conditions to consider if redevelopment was to occur.</p>	
Overall Vitality Score: 71/100	



13 Omar St, West Ipswich, Street View (Realestate.com, 2016a)



13 Omar St, West Ipswich Aerial view (Realestate.com, 2016a).



13 Omar St, West Ipswich Front left corner(Realestate.com, 2016a) .



13 Omar St, West Ipswich, cleared backyard overlooking West Ipswich and Toowoomba ranges(Realestate.com, 2016a) .

B.3 Grading appraisal: 26 Warwick Rd, Ipswich

Subject Information	
Address	26 Warwick Rd, Ipswich
Postcode	4305
Lot RPD	1/RP58530
Zoning	MED - CBD Medical Services
Unimproved site value	\$150,000
Description	
Location	Located directly across the road from Ipswich General Hospital
Lot Size	670m ²
Build date	n/a
Condition	Poor condition
Dwelling Size	n/a
Exterior description	Timber chamfer boards/fibre cement sheeting, aluminium windows and tin roof.
Physical Attributes	
Built form	The house is low set on stumps, with a timber/cement sheet veneer finish. The house is in very poor condition Score: 9
Utilities	Town water, Power, sewerage and gas can be easily connected. Score: 8.5
Public transport	The site is located within the heart of the city. The nearest bus stop is located approximately 50m away and Ipswich train station

	<p>approximately 500m</p> <p>Score: 9</p>
Land uses	
Current Land use	<p>The House is situated a number of other poorly maintained houses as well as an array of medical precincts. The Land is poorly utilised for the area.</p> <p>Score: 9</p>
Future Land use	<p>The house is situated inside Ipswich's medical precinct vicinity. The area has been zoned for future development of medical and commercial structures.</p> <p>Score: 9</p>
Character restrictions/streetscape/cultural significance	
History	<p>Build date is not available and there are no constraints on retaining the original structure. The house can be removed/demolished upon development.</p> <p>Score: 9</p>
Streetscape	<p>The house is situated on an arterial road, surrounded by many other commercial and medical buildings including the Ipswich general hospital. The site next door, previously a residential allotment has been converted into a medical precinct.</p> <p>Score: 8</p>

Environmental Factors	
Topography	<p>The block is gently sloping towards the rear and may present stormwater issues.</p> <p>Score: 7</p>
Accessibility	<p>The site is located along a busy road with may cause traffic congestion during and post construction.</p> <p>Score: 6</p>
Vegetation	<p>There is no notable protected species of trees on the block, however, a number of small shrubs and trees may need to be removed.</p> <p>Score: 8</p>
Summary	
<p>26 Warwick Rd, Ipswich, presents a great opportunity for the addition of either a commercial or medical precinct. The area has been zoned according to Ipswich's plan to assign the area as the medical hub of Ipswich. Ipswich would greatly benefit from the redevelopment of the site, to a more suitable option of build for the area.</p>	
Overall Vitality Score: 82.5	



26 Warwick Rd, Ipswich, Street View (Realestate.com, 2016b)



26 Warwick Rd, Ipswich Aerial View (Realestate.com, 2016b)



26 Warwick Rd, Ipswich, Rear view from back yard(Realestate.com, 2016b).

B.4 Grading Appraisal: 9 Warwick Rd, Ipswich

Subject Information	
Address	9 Warwick Rd, Ipswich
Postcode	4305
Lot RPD	2RP2968
Zoning	CMU - Character Housing (mixed use)
Unimproved site value	\$232,500
Description	
Location	Character housing.
Lot Size	792m ²
Build date	1890
Condition	Good
Dwelling Size	110 m ²
Exterior description	Vertical joiner facade, timber weather boards, and tin roof.
Physical Attributes	
Built form	<p>Grand colonial style house, with VJ facade and open gable veranda with stylish fretwork. Both sides and the rear of the house have been clad in hardwood timber weatherboards, with a tin roof. The house has been preserved in its original form well.</p> <p>Score: 2</p>
Utilities	<p>Town Water, Sewerage, Power.</p> <p>Score: 7.5</p>

Public transport	<p>The site is located well within walking distance to the closest bus stop approx. 200m. Ipswich train station is approximately 750m.</p> <p>Score: 5</p>
Land uses	
Current Land use	<p>The property falls just outside the medical precinct zoned area.</p> <p>The property is set amongst other well preserved homes and is well presented itself.</p> <p>However, there is opportunity for home business to operate from this property due to its street exposure.</p> <p>Score: 3</p>
Future Land use	<p>Surrounding houses have been well preserved and maintained.</p> <p>The area has been zoned as character housing. The house is not able to be moved or demolished as it is regarded as pre-war construction and is protected from future development.</p> <p>Score: 2</p>
Character restrictions/streetscape/cultural significance	
History	<p>The house was built in the 1890s and is consider a pre-war site so it is protected from demolition and future development.</p> <p>Score: 2</p>
Streetscape	<p>Warwick road is considered an arterial road with medium to high</p>

	<p>traffic volume which also has a number of commercial businesses located closer towards the city centre. However, the house looks suitable and does not detract from the rest of the street.</p> <p>Score: 3</p>
Environmental Factors	
Topography	<p>The block is flat, gently sloping towards the road.</p> <p>Score: 8</p>
Accessibility	<p>The house is situated along a busy road. Development of townhouses or commercial industry may have a negative effect and increase traffic volume and congestion.</p> <p>Score: 4</p>
Vegetation	<p>There are a number of trees and shrubs on the site. Protected species of trees is not available, however, their removal would severely detract from the streetscape.</p> <p>Score: 4</p>
Summary	
<p>9 Warwick Rd, presents a well preserved pre-war grand colonial style house. The location of the house presents excellent opportunity for a home run business, however, due to the style and age of the house, it may not be redeveloped or removed. Being unable to remove or redevelop the house significantly hinders any chance of future development for this site.</p>	
Overall Vitality Score: 40.5	



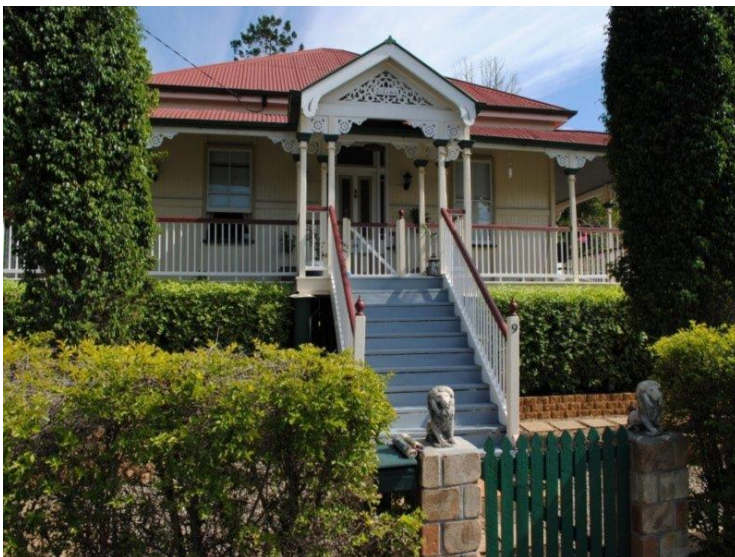
9 Warwick Rd, Ipswich, Street View (Realestate.com, 2016c)



9 Warwick Rd, Ipswich, Aerial View (Realestate.com, 2016c)



9 Warwick Rd, Ipswich, Front Veranda, detailing the VJ exterior walls and colonial style fretwork around the posts (Realestate.com, 2016c).



9 Warwick Rd, Ipswich, Front veranda, shows detail of the fretwork to the gable end roof and how well the property has been preserved (Realestate.com, 2016c).

B.5 Grading Appraisal: 4 Carr St, Ipswich

Subject Information	
Address	4 Carr St, Ipswich
Postcode	4305
Lot RPD	Lot 3 RP 96385
Zoning	CMU06 - Character Mixed Use (Warwick Rd Ipswich)
Unimproved site value	\$120,000
Description	
Location	Warwick Rd, Development area.
Lot Size	690 m ²
Build date	N/a
Condition	Poor
Dwelling Size	N/a
Exterior description	Fibre Cement panelling, hardwood weather boards, corrugated tin roof.
Physical Attributes	
Built form	<p>The exterior of the dwelling has primarily been clad using hardwood weather boards, however, there is evidence of renovation work which includes the addition of fibre cement panelling. Both interior and exterior of the dwelling is significantly outdated.</p> <p>Overall the dwelling is in poor condition.</p> <p>Score: 9</p>

Utilities	Power, Town water and sewerage are all connected to the block. Score: 7.5
Public transport	The Site is located of the corner of a major arterial road which contains many bus stops. Ipswich train station is approximately 750m away. Score: 8
Land uses	
Current Land use	Currently, the dwelling is occupied and is in a liveable condition. However, it is in poor condition and doesn't utilise the land to its full potential. The block is rather small, and wouldn't be suitable for large development. Score: 5
Future Land use	The site is located in within an area that contain many small commercial shops as well as townhouse development and character housing. there is potential for future development, however, the land size is rather small and may not be suitable for larger development project. Score: 6
Character restrictions/streetscape/cultural significance	
History	Build date N/a, however, the dwelling is zoned within a character housing overlay. Many surrounding houses are in better condition

	<p>and of character.</p> <p>Score: 5</p>
Streetscape	<p>Generally, the street is appealing, it has well maintained road surface and footpaths. Neighbouring properties are also in good condition.</p> <p>Score: 6</p>
Environmental Factors	
Topography	<p>The block is flat which runs slightly away from the road which may cause storm water issues</p> <p>Score: 5</p>
Accessibility	<p>The block is situated on the corner of busy arterial road. future Construction may cause traffic congestion due to the traffic lights situated directly in front of the block.</p> <p>Score: 5</p>
Vegetation	<p>The block does not appear to have any protected trees and there is also very minimal vegetation as most of it has been cleared.</p> <p>Score: 7</p>
Summary	
<p>The dwelling is in poor condition and would require either removal or an extensive renovation. The block does not seem suitable for larger development as it is situated on a small block. It is doesn't seem to be a suitable block for commercial industry as many of the neighbouring properties are residential allotments. An increase in traffic volume on a busy</p>	

corner may also increase the chance of traffic accidents.

Overall Vitality Score: 63.5



4 Carr St, Ipswich, Street View (Realestate.com, 2016d).



4 Carr St, Ipswich, Rear view from the backyard(Realestate.com, 2016d).

B.6 Grading Appraisal: 19 Macalister Street, Ipswich

Subject Information	
Address	19 Macalister Street, Ipswich
Postcode	4305
Lot RPD	Lot 4 SP 282094
Zoning	CHM - Character Housing Mixed Density
Unimproved site value	\$150,000
Description	
Location	Low density residential, surrounded by medium to large well presented character homes.
Lot Size	608m ²
Build date	N/a
Condition	Very Good
Dwelling Size	N/a
Exterior description	Front- traditional tongue and groove VJ walls, Side and rear- timber weather boards, Lifted on stumps with corrugated tin roof (good condition)
Physical Attributes	
Built form	The house is a well presented, renovated, traditional Queenslander. Both exterior and interior is very well presented and in very good condition. Score: 1

Utilities	Town water, Sewerage and telephone. Score: 7.5
Public transport	Public transport is available a short distance away, however, being located just 1.75km from the city centre, public transport isn't as readily available as other graded sites. Score: 3
Land uses	
Current Land use	The block is well utilised and is within theme of the rest of the street. Potentially the addition of a granny flat/garage may be the only option for future development. Score: 3
Future Land use	The house is well presented and within character theme. Any changes to the house would prove to be detrimental to the streetscape and detract from the surround houses. Score: 3
Character restrictions/streetscape/cultural significance	
History	The house is a well presented traditional Queenslander, build date is unknown, however, houses like these are very rare in Ipswich. Score: 2
Streetscape	Very neat and well presented street, however, lacks curb/channel on one side and there is no footpath. Score: 5

Environmental Factors	
Topography	<p>The block is gently sloping towards the left rear.</p> <p>Score: 5</p>
Accessibility	<p>Quite street, with minimal traffic activity. Any increase in traffic activity due to a large development would be unrealistic.</p> <p>Score: 3</p>
Vegetation	<p>There rear of the block has been cleared and the front contains a single tree.</p> <p>Score: 4</p>
Summary	
<p>The contains a well presented, Queenslander, with traditional tongue and groove VJ walls. Both interior and exterior is in very good condition due to a recent renovation. The street contains many other large/medium sized character homes that are overall, well presented. The block has been well utilised with potential for a garage/granny flat in the future.</p>	
Overall Vitality Score: 33.5	



19 Macalister Street, Ipswich. Street View (Realestate.com, 2016e)



19 Macalister Street, Ipswich. Front door. Traditional polished timber floors, high ceilings, tongue and groove walls and fanlights above all doors (Realestate.com, 2016e).

B.7 Grading Appraisal: 182 Brisbane Street, Ipswich

Subject Information	
Address	182 Brisbane Street, Ipswich
Postcode	4305
Lot RPD	Lot 813 12245 ,Lot 824 12245
Zoning	TT - CBD Top of Town
Unimproved site value	\$560,000
Description	
Location	Two lots located within the main street of Ipswich CBD.
Lot Size	Two 809m ² lots
Build date	N/a
Condition	Poor - Reasonable condition
Dwelling Size	183 m ² retail building
Exterior description	Brick and concrete retail building
Physical Attributes	
Built form	Small brick and concrete retail building situated on a large double block in the main street of Ipswich. The structure is in poor condition. Score: 9
Utilities	The site has access to all utilities. Score: 9
Public transport	The site is located just 200m to Ipswich central trainstation and has a bus stop located directly out the front of the site.

	Score: 10
Land uses	
Current Land use	<p>Currently the block has a single retail building situated on the northern side of the block facing Brisbane Street. The rear of the block is completely vacant and is generally used as car parking.</p> <p>The block is severely underutilised.</p> <p>Score: 10</p>
Future Land use	<p>Brisbane street has under gone many recent projects such as the Icon project and upgrades to the Ipswich shopping mall. Ipswich City Council continues to fund and support the renewal of main street Ipswich. This vacant block of land has the potential to provide many opportunities for further development.</p> <p>Score: 9</p>
Character restrictions/streetscape/cultural significance	
History	<p>No History has been recorded against this site. The existing dwelling may be removed subject too ICC approval.</p> <p>Score: 9</p>
Streetscape	<p>The surrounding structures in the street and majority retail and hospitality structures (no residential buildings in the street).</p> <p>Development would not detract from the existing buildings.</p> <p>Score: 9</p>
Environmental Factors	

Topography	The block and flat and level. Score: 9
Accessibility	Being Situated on main could pose a threat of traffic volume increase. However, the block has dual access, from the front and rear meaning traffic volume can be spread to decrease the amount of cars entering and exiting from Brisbane St. Score: 9
Vegetation	There is no vegetation present on the site. Score: 10
Summary	
182 Brisbane Street, presents a great opportunity for future development and expansion. The block is well positioned within the main street of Ipswich and the majority of the block is vacant. The advantage of dual access allows a variety of design ideas for future land use. The block is severely underutilised in its current state and potentially poses a threat of detracting from the main street of Ipswich.	
Overall Vitality Score: 93	



182 Brisbane street, Ipswich. Aerial View (Realestate.com, 2016f)



182 Brisbane Street, Ipswich. Aerial view showing its prime location within the Ipswich CBD (Realestate.com, 2016f).

B.8 Grading Appraisal: 42 Warwick Rd, Ipswich

Subject Information	
Address	42 Warwick Rd, Ipswich
Postcode	4305
Lot RPD	Lot 3 RP 2972
Zoning	CMU - Character mixed use
Unimproved site value	\$129,000
Description	
Location	Warwick Rd development area.
Lot Size	432 m ²
Build date	1930
Condition	Poor condition
Dwelling Size	122m ²
Exterior description	VJ/ Hardwood weather boards/ corrugated iron roof.
Physical Attributes	
Built form	<p>The building is in poor condition. However, the house has remained untouched and present many traditional finishing's, including, single skin VJ walls and hardwood weather board cladding. The interior also has VJ walls throughout. The block size is quite small and may limit the potential for future work.</p> <p>Score : 8</p>
Utilities	<p>Power/Water/sewerage</p> <p>Score: 7.5</p>

Public transport	There is a bus stop approx 50m and Ipswich central train station is a short 1km away. Score: 8
Land uses	
Current Land use	Currently the land is fairly well utilised. The block is small and wouldn't be suitable for further development. Score: 5
Future Land use	Being on a busy road and close to the CBD, The block has the potential to be used as a business office or consultation room. Score: 7
Character restrictions/streetscape/cultural significance	
History	The house is of a traditional cottage style, however, there is no historic preservation status recorded against this particular property. Score: 8
Streetscape	At one end of Warwick rd, there are many business and medical consultation rooms, on the other end there is majority small to medium residential structures. 42 Warwick rd is located in the middle without a specific purpose and severely detracts from the street due to its poor condition. Score: 8

Environmental Factors	
Topography	<p>Flat level block.</p> <p>Score: 8</p>
Accessibility	<p>Busy roads usually mean further additions of traffic flow may cause problems. A home run business from this property may have the potential to cause a traffic hazard.</p> <p>Score: 6</p>
Vegetation	<p>There is a number of shrubs and trees present on the site, however, they do not have preservation statuses.</p> <p>Score: 7.5</p>
Summary	
<p>Overall the house is in very poor condition. The block is well located on a busy road and has the potential for a small home run business or consultation rooms. The block is far to small for any type of large scale development.</p>	
Overall Vitality Score: 73	



42 Warwick Rd, Street View(Realestate.com, 2016g)



42 Warwick Rd, Aerial View (Realestate.com, 2016g)

B.9 Grading Appraisal: 8 & 10 Mortimer Street, Ipswich

Subject Information	
Address	8 & 10 Mortimer Street, Ipswich
Postcode	4305
Lot RPD	5 RP 94984
Zoning	PC - CBD Primary Commercial
Unimproved site value	\$133,000
Description	
Location	Commercial area, yet surrounded by a number of residential properties.
Lot Size	Two 607m ² allotments
Build date	1940
Condition	Good condition
Dwelling Size	N/a
Exterior description	Weather board and tin roof.
Physical Attributes	
Built form	The dwelling appears to be in good condition, and has been preserved well to maintain its colonial cottage style. Score: 5
Utilities	This property has all utilities connected including NBN. Score: 10
Public transport	The closest bus stop/ train station are within 500m. Score: 8

Land uses	
Current Land use	<p>Currently the dwelling is being used as an office building which contains 3 self contained offices. The block next door currently sits vacant.</p> <p>Score: 8</p>
Future Land use	<p>The block is well positioned amongst a number of other commercial businesses. However, a large modern commercial building may detract from the current streetscape. A character style structure may be best suited.</p> <p>Score: 9</p>
Character restrictions/streetscape/cultural significance	
History	<p>The dwelling is believed to have been built around 1940, meaning it is a protected site. However there is potential for further development.</p> <p>Score: 3</p>
Streetscape	<p>The street contains a mixture of commercial buildings and character residential properties.</p> <p>Score: 8</p>
Environmental Factors	
Topography	<p>The block gently slopes towards the rear.</p> <p>Score: 7</p>

Accessibility	The block is located along a quite road with potential for dual access. Score: 8
Vegetation	There is minimal vegetation on the block. Score: 8
Summary	
8 & 10 Mortimer street has the potential for future development due to its large block size. The build date and historic status of the existing dwelling may compromise future development, however, there is still potential for future additions. The current use of the dwelling seems within theme of the area. The dwelling appears to be in good condition and work well within the confines of the streetscape.	
Overall Vitality Score: 73	



8 Mortimer Street, Street View(Realestate.com, 2016h) .



8 & 10 Mortimer Street, Aerial view(Realestate.com, 2016h).

B.10 Grading Appraisal: 9 Quarry Street, Ipswich

Subject Information	
Address	9 Quarry Street, Ipswich
Postcode	4305
Lot RPD	Lot 1 RP 111363
Zoning	CHM - Character Housing Mixed Density
Unimproved site value	\$162,500
Description	
Location	Character housing, residential area.
Lot Size	617 m ²
Build date	N/a
Condition	Poor
Dwelling Size	N/a
Exterior description	Timber weather board, Fibre cement sheet, terracotta tiled roof.
Physical Attributes	
Built form	The dwelling is in poor condition of typical 1950/60 style. Score: 8
Utilities	The block has town water, sewerage and power Score: 7.5
Public transport	The closest bus stop is approx 150m and Ipswich central train station is within 1km. Score: 8
Land uses	

Current Land use	<p>Currently a large dwelling sits on this corner block, used as a 3 bedroom residential house. Being on a corner block, there is potential for further options of development.</p> <p>Score: 8</p>
Future Land use	<p>Corner block could potentially provide further options to utilise the space in a way to develop for example, a duplex with dual access.</p> <p>Score: 7</p>
Character restrictions/streetscape/cultural significance	
History	<p>There is no historic status listed against this property</p> <p>Score: 9</p>
Streetscape	<p>The street contains many other single residential dwellings. the streetscape is in okay/good condition. The addition of townhouses/a duplex may detract from the streetscape.</p> <p>Score: 4</p>
Environmental Factors	
Topography	<p>The block slopes away from both roads, which may potentially cause storm water issues.</p> <p>Score: 5</p>
Accessibility	<p>Accessibility is good with access from both streets.</p> <p>Score: 8</p>
Vegetation	<p>There two large mature trees located on the front corner (willow</p>

	and Oak), this could potentially cause problems if there had to be removed. Score: 5
Summary	
The house isn't of character and is in poor condition. The corner block aspect makes development options more viable with the ability to access the property from two streets. Development may however detract from the overall streetscape and the area.	
Overall Vitality Score: 70	



9 Quarry street, Ipswich, Street View(Realestate.com, 2016i)



9 Quarry Street, Left hand front, Street view(Realestate.com, 2016i).



9 Quarry Street, Ipswich Right hand street view(Realestate.com, 2016i).

B.11 Grading Appraisal: 3 Deebing street, Ipswich

Subject Information	
Address	3 Deebing Street, Ipswich
Postcode	4305
Lot RPD	Lot 3 RP 3136
Zoning	CHM - Character Housing Mixed Density
Unimproved site value	\$230,000
Description	
Location	Large residential, well preserved residential allotments.
Lot Size	759 m ²
Build date	1910
Condition	Good
Dwelling Size	N/a
Exterior description	Traditional style, with weather board and tin roof.
Physical Attributes	
Built form	The traditional colonial style home is in very good condition. The house has been well preserved and all traditional building materials have been well presented both inside and out. Score: 1
Utilities	Block has all utilities connected to the block. Score: 7.5
Public transport	Located in a prestigious location, this block does not have any direct bus routes through the area. Bus and train lines are

	<p>approximately, 1km away</p> <p>Score: 2</p>
Land uses	
Current Land use	<p>The house is being used as a large residential home</p> <p>Score: 1</p>
Future Land use	<p>The surrounding houses in the immediate area are all of character and well presented, any development in this area would significantly detract from the streetscape.</p> <p>Score: 1</p>
Character restrictions/streetscape/cultural significance	
History	<p>The house approximate build date is 1910, which is well protected due to the current Ipswich heritage protection policy.</p> <p>Score: 1</p>
Streetscape	<p>The street is well presented with many large character houses.</p> <p>Score: 1</p>
Environmental Factors	
Topography	<p>The block is sloping to one side and the house has been benched into the hill.</p> <p>Score: 3</p>
Accessibility	<p>The area isn't suitable for mass volumes of traffic as it is located on a quiet street.</p>

	Score: 2
Vegetation	There are a number of large mature trees on the property one being a large Fig. Score: 2
Summary	
This particular property is well presented and preserved in close to its original state. It sits well within its current streetscape and serves as a piece of Ipswich history.	
Overall Vitality Score: 19	



3 Deebing Street, Ipswich, Street View (Realestate.com, 2016j).



3 Deebing Street, Rear view(Realestate.com, 2016j).



3 Quarry Street, Ipswich, Upstairs lounge area(Realestate.com, 2016j).

Appendix C

- C.1 Ipswich Community Questionnaire
- C.2 Public/Private Developer Questionnaire
- C.3 Local Council Member Questionnaire (contingency)

C.1

Ipswich Community Questionnaire**An investigation into the potential benefit/value****of residential revitalisation in Ipswich CBD.****Principle Investigator Details**

Matthew King
 Education City Sinnathamby Blvd,
 Springfield Central QLD, 4300,
 Email: u1019642@uemail.usq.edu.au

Supervisor Details

Paul Tilley
 Education City Sinnathamby Blvd,
 Springfield Central QLD, 4300
 Email: Paul.Tilley@usq.edu.au

Participant information sheet

1. **Background** - Revitalisation of the CBD is essential to a region's economic and cultural wellbeing. The CBD defines a City's image and therefore has to thrive for both locals and visitors to feel pride and confidence in their community. Revitalisation projects are generally local and state government operated incentives to stimulate the local economy due to long periods of stagnant economic activity (Davenport, 2013). Most commonly, revitalisation projects include, upgrade to shopping facilities, main street redevelopments, additional open spaces/parks, etc. However, recent studies have shown the most effective approach to revitalise CBD's is through the inclusion of people, historic preservation, maintaining high density levels and creating a multifunctional/diverse CBD. (Robertson, 1999) & (Ferguson, 2005).

One option, based on the literature that could potentially stimulate economic growth and sustainability is through a revitalisation of private residential allotments. Your participation in the following survey will assist in determining whether a residential revitalisation in Ipswich CBD would provide potential benefit/value to Ipswich CBD .

2. **Participation** - Your participation in the following survey is completely voluntary, you are free to discontinue the survey at any time. However, once your response has been recorded you will not be able to withdraw your survey.
3. **Privacy** - Participants' contact information will remain un-identifiable when written up to form the thesis. The results from the survey will be presented to ensure there is no link between the participant and their completed survey.
4. **Research Findings** - Upon completion of the survey, the results will be tabulated and written to form a thesis. The results may be subject to use beyond the completion of the thesis with the potential for further investigation.
5. **Survey results** - A summary of the results will be provided at the conclusion of the study upon request. Additionally, a copy of the thesis will be available at <https://eprints.usq.edu.au/> TBA.
6. **Further information** - Please refer to the contact information at the top of this form if you have any further questions about the project.

Section A

Age: 18-25 26-35 36-45 46-55 56-65 66-75 76-85

Sex: M/F

Post code:

Section B

Question 1. Ipswich CBD does not provide a large amount of modern affordable housing.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 2. Ipswich CBD's current hospitality industry is underutilised. For example, last time you visited a restaurant did you notice many empty tables?

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 3. Ipswich CBD's current retail industry is underutilised. For example, in the past have you noticed new shops appearing within the city or shopping centre car parks too full to find a park.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 4. The improvements made to the Ipswich motorway, have made the commute between Ipswich and Brisbane more efficient.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 5. Ipswich CBD has a good amount of open spaces and recreational parks.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 6. Ipswich is an affordable place to live.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 7. The historic character of Ipswich makes it an attractive place to live.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 8. Ipswich would benefit from public and private investment .

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 9. There are ample employment opportunities for current and future residents of Ipswich CBD.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 10. Residential redevelopment within Ipswich CBD would provide many benefits and value.

For example employment opportunities during and post construction, increase community activity, provide a more dense and active community, increases in hospitality and retail activity.

Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

C.2

Contractor Questionnaire**An investigation into the potential benefit/value****of residential revitalisation in Ipswich CBD.****Principle Investigator Details**

Matthew King
 Education City Sinnathamby Blvd,
 Springfield Central QLD, 4300,
 Email: u1019642@umail.usq.edu.au

Supervisor Details

Paul Tilley
 Education City Sinnathamby Blvd,
 Springfield Central QLD, 4300
 Email: Paul.Tilley@usq.edu.au

Participant information sheet

1. **Background** - Revitalisation of the CBD is essential to a region's economic and cultural wellbeing. The CBD defines a City's image and therefore has to thrive for both locals and visitors to feel pride and confidence in their community. Revitalisation projects are generally local and state government operated incentives to stimulate the local economy due to long periods of stagnant economic activity (Davenport, 2013). Most commonly, revitalisation projects include, upgrade to shopping facilities, main street redevelopments, additional open spaces/parks, etc. However, recent studies have shown the most effective approach to revitalise CBD's is through the inclusion of people, historic preservation, maintaining high density levels and creating a multifunctional/diverse CBD. (Robertson, 1999) & (Ferguson, 2005).

One option, based on the literature that could potentially stimulate economic growth and sustainability is through a revitalisation of private residential allotments. Your participation in the following survey will assist in determining whether a residential revitalisation in Ipswich CBD would provide potential benefit/value to Ipswich CBD .

2. **Participation** - Your participation in the following survey is completely voluntary, you are free to discontinue the survey at any time. However, once your response has been recorded you will not be able to withdraw your survey.
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4. **Research Findings** - Upon completion of the survey, the results will be tabulated and written to form a thesis. The results may be subject to use beyond the completion of the thesis with the potential for further investigation.
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6. **Further information** - Please refer to the contact information at the top of this form if you have any further questions about the project.

Participant Information

Company Name	
Year Established	
Company Address	
Name and position of survey participant	

Section A

This section identifies the percentage of work undertaken in Ipswich CBD, by local and state contractors.

1. **Have you/your company had previous or current involvement in development/construction projects in Ipswich CBD?**

Please circle: Yes/No

If no, why not?

2. **Have you/your company had previous or current involvement in suburban growth corridors in the Ipswich region such as Springfield lakes or Ecco Ripley?**

Please circle: Yes/No

If no, why not?

3. **Please roughly indicate your percentage of work undertaken in Suburban areas and urban areas.**

Please circle the percentage that best fits:

Suburban	Now	0% - 20%	20% - 40%	40% - 60%	60% - 80%	80%-100%
	5 yrs ago	0% - 20%	20% - 40%	40% - 60%	60% - 80%	80%-100%
	10 yrs ago	0% - 20%	20% - 40%	40% - 60%	60% - 80%	80%-100%

Urban	Now	0% - 20%	20% - 40%	40% - 60%	60% - 80%	80%-100%
	5 yrs ago	0% - 20%	20% - 40%	40% - 60%	60% - 80%	80%-100%
	10 yrs ago	0% - 20%	20% - 40%	40% - 60%	60% - 80%	80%-100%

Section B

This section identifies differences between suburban and urban development across Southeast Queensland.

Question 1. Please rate the demand for residential construction work in suburban and urban areas from the following:

Suburban	Now	Very Weak	Weak	Average	Strong	Very Strong
	5 yrs ago	Very Weak	Weak	Average	Strong	Very Strong
	10 yrs ago	Very Weak	Weak	Average	Strong	Very Strong

Urban	Now	Very Weak	Weak	Average	Strong	Very Strong
	5 yrs ago	Very Weak	Weak	Average	Strong	Very Strong
	10 yrs ago	Very Weak	Weak	Average	Strong	Very Strong

Question2. Please rate the following issues identified from 1(mild) to 5 (severe) , that affect the contractors/developers/investors decision to construct in urban environments

Issues	Rating				
Heritage protected sites	1	2	3	4	5
Community objection	1	2	3	4	5
Unforeseen variations/issues which may result in blown budgets.	1	2	3	4	5
Rezoning	1	2	3	4	5
Development application process	1	2	3	4	5
Risk of return in investment	1	2	3	4	5
Other - (Please specify issue and rate)	1	2	3	4	5
Other - (Please specify issue and rate)	1	2	3	4	5

Question 3. Please rate the following options from 1 (poor) to 5 (good) that could potentially improve developers/investors ability to redevelop in urban environments.

Options	Rating				
Government funded first renovation home owner incentives.	1	2	3	4	5
Revision of the Heritage protection policy against heritage listed sites.	1	2	3	4	5
Revision of Zoning overlays	1	2	3	4	5
Renovation/redevelopment specific town planning committee with a benefit/value approach.	1	2	3	4	5
Other - (Please specify option and rate)	1	2	3	4	5
Other - (Please specify option and rate)	1	2	3	4	5
Other - (Please specify option and rate)	1	2	3	4	5

Question 4. Future planning policy should focus on CBD revitalisation projects and increase inner city density and activity.

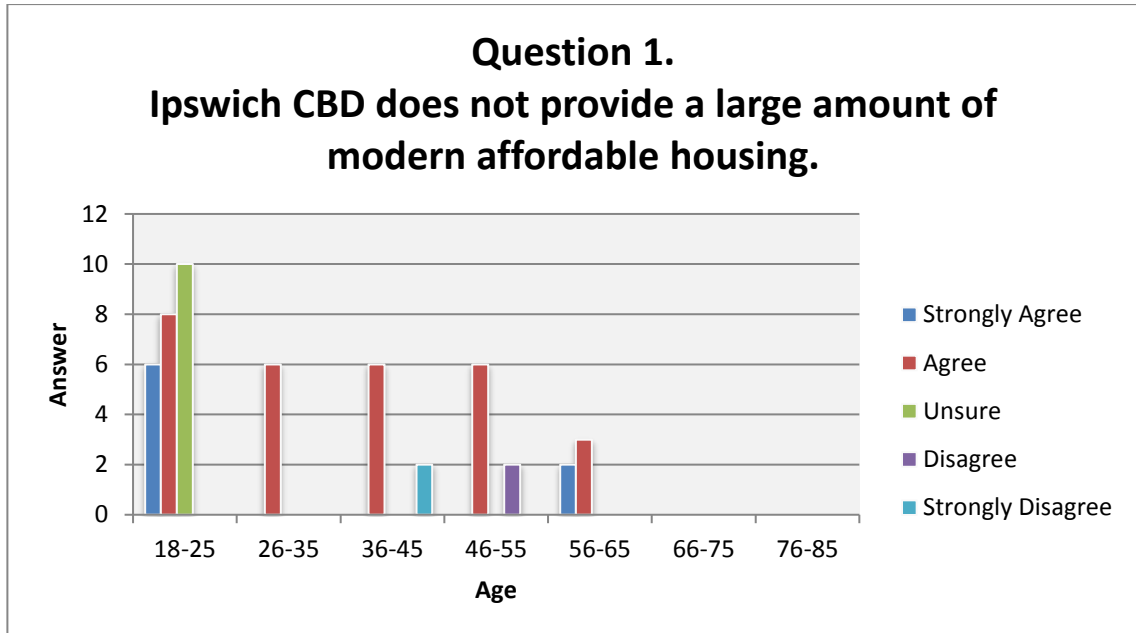
Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Question 5. Future planning policy should continue to promote suburban sprawl/satellite cities such as Springfield and Ecco Ripley.

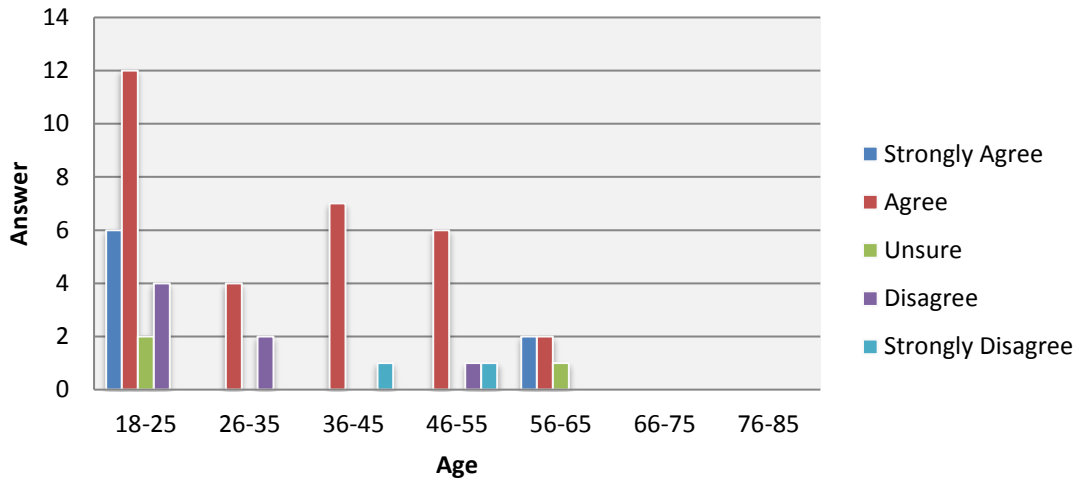
Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree

Appendix D

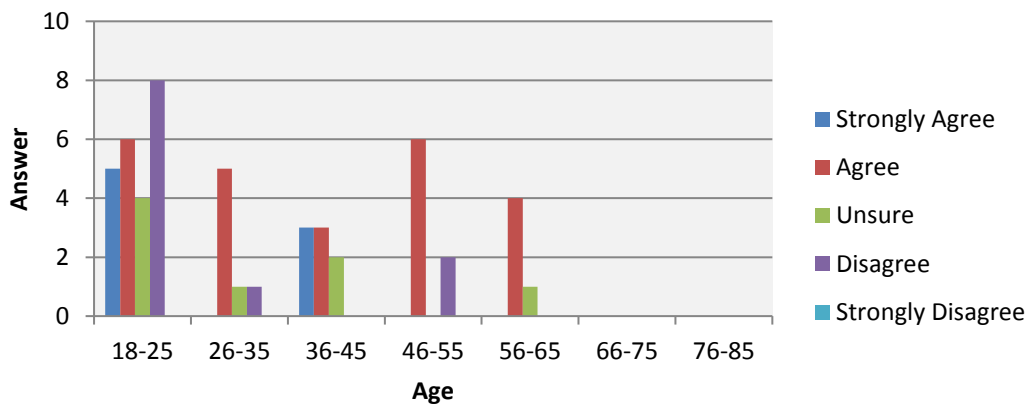
D.1 Ipswich Community Questionnaire Results

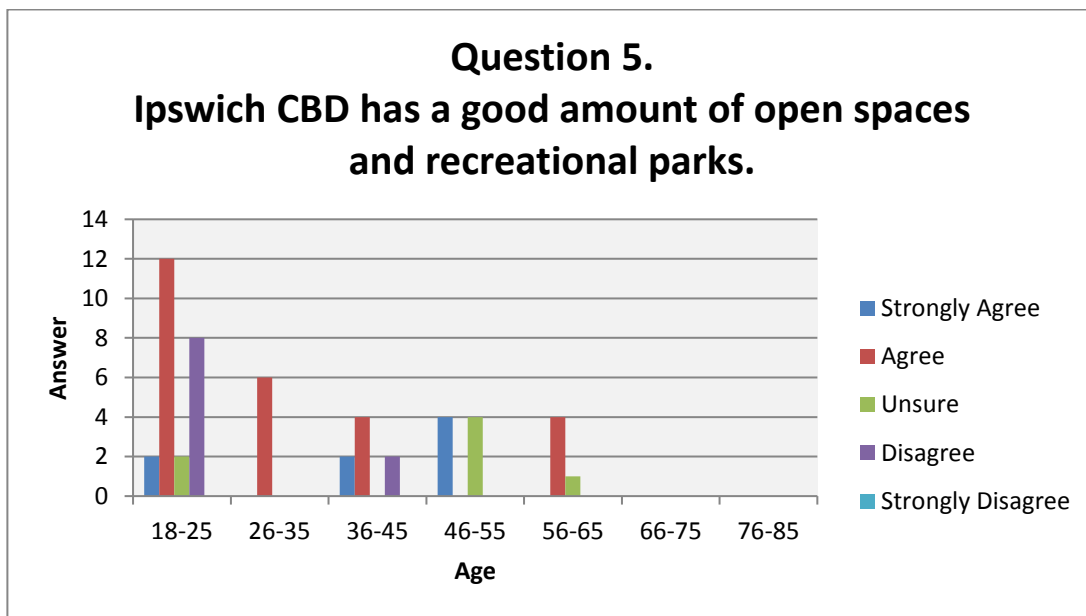
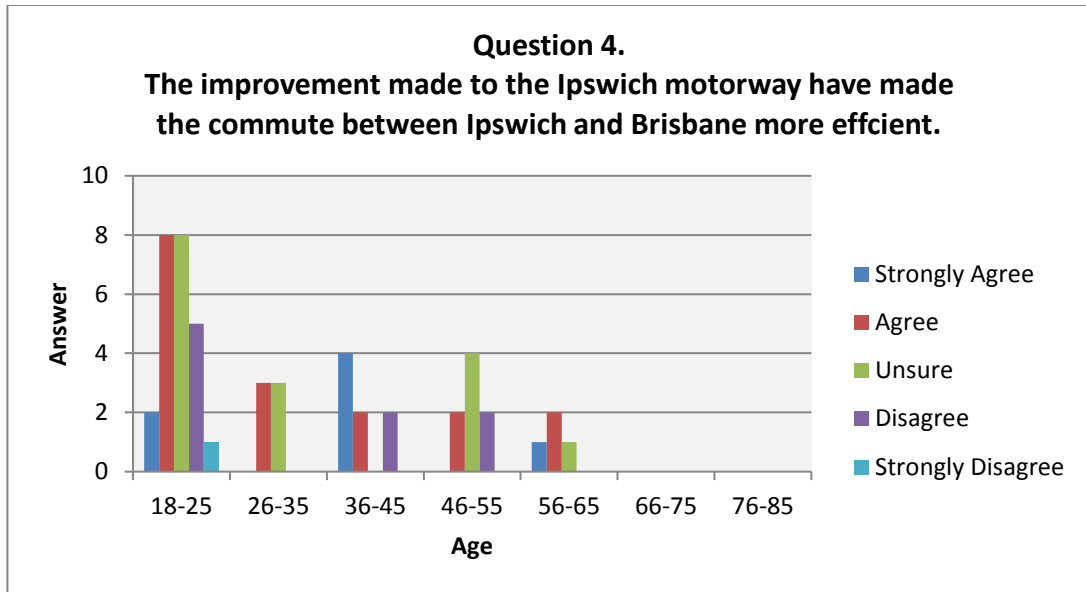


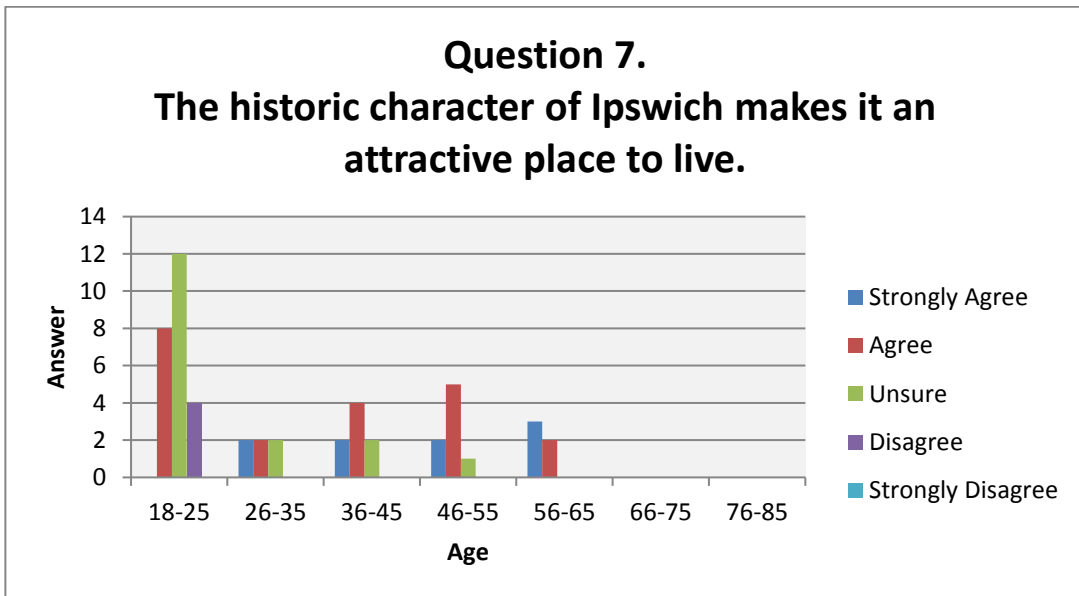
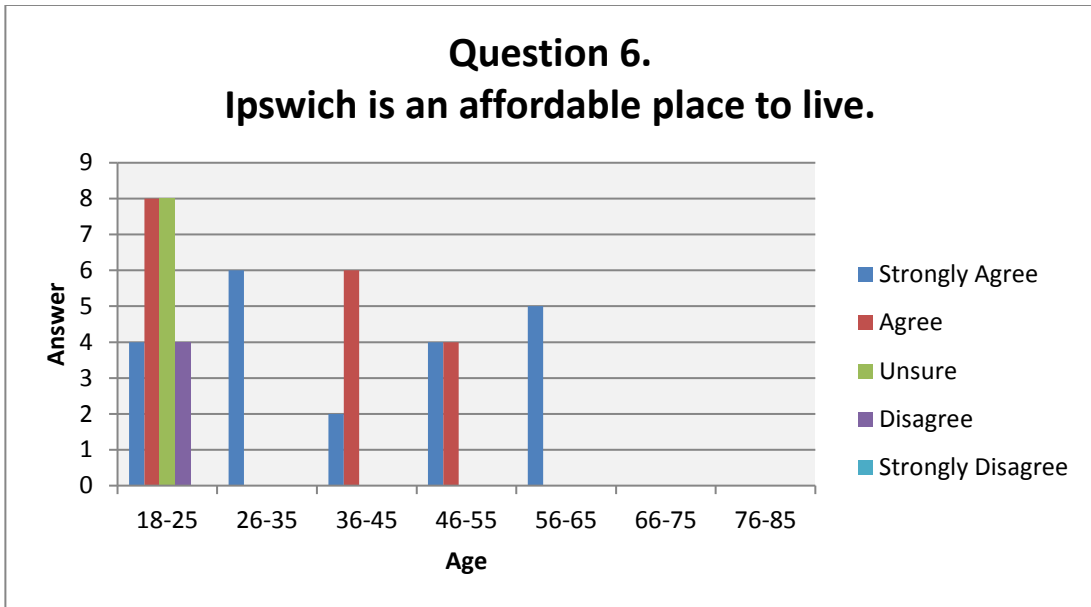
Question 2.
Ipswich CBD's current hospitality industry
is underutilised.



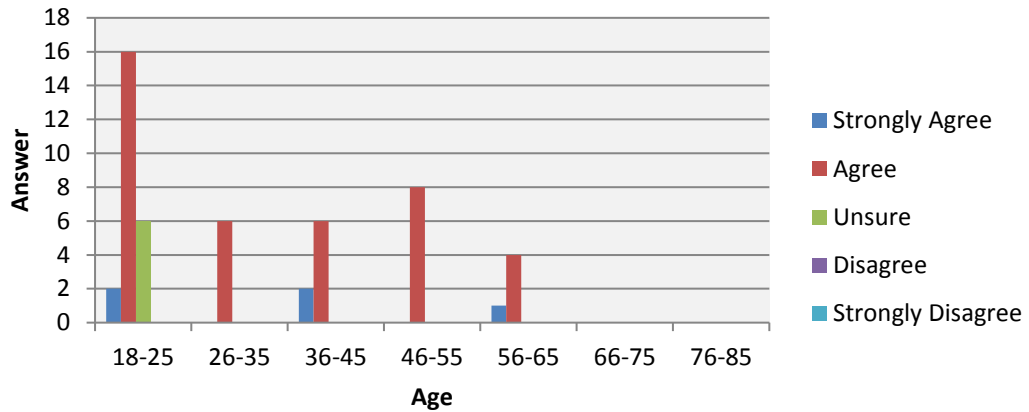
Question 3.
Ipswich CBD's current retail industry is
underutilised.



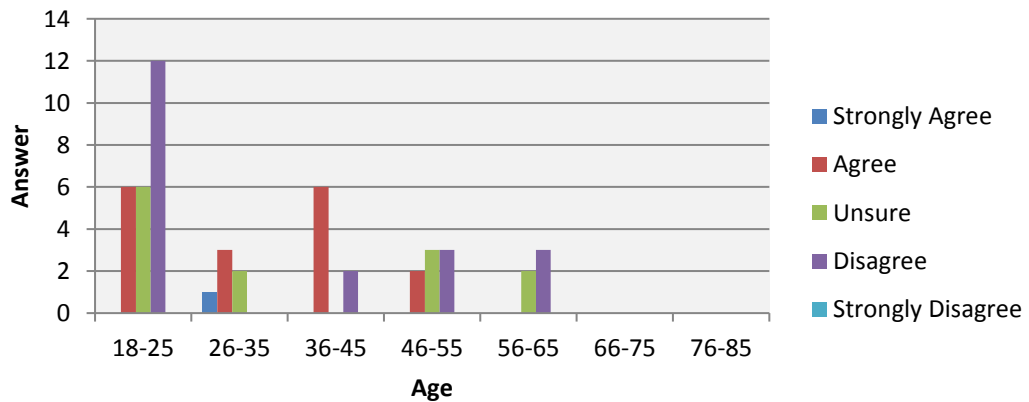




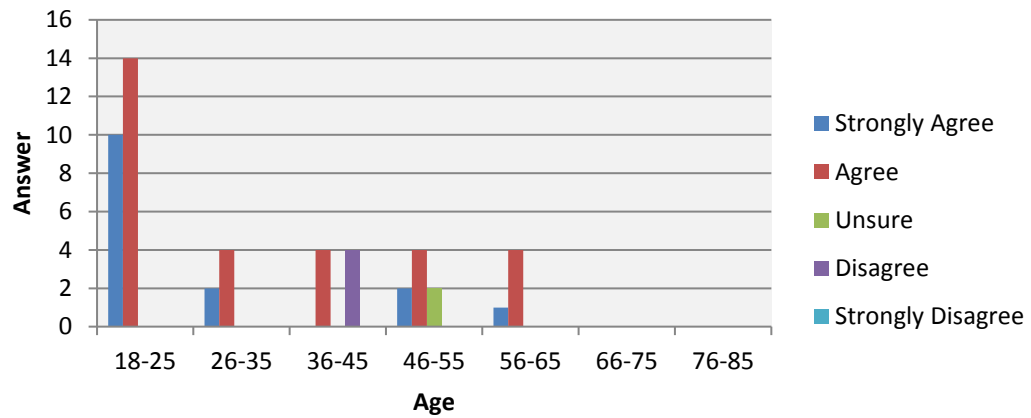
Question 8.
Ipswich would benefit from public and private investment.



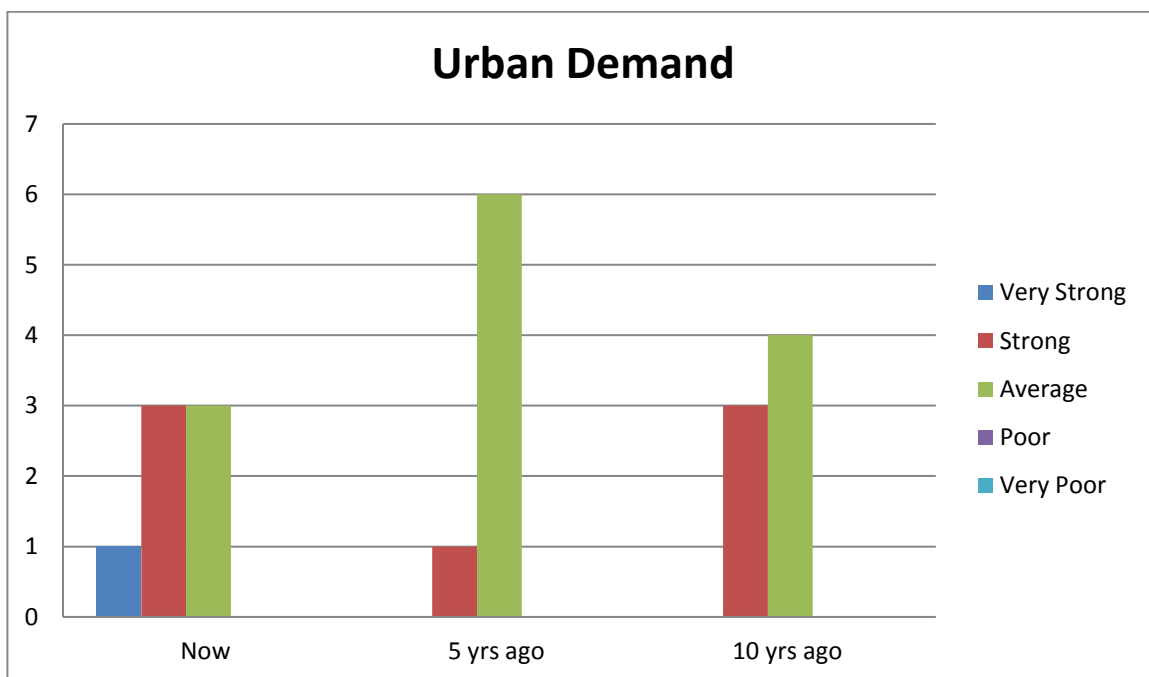
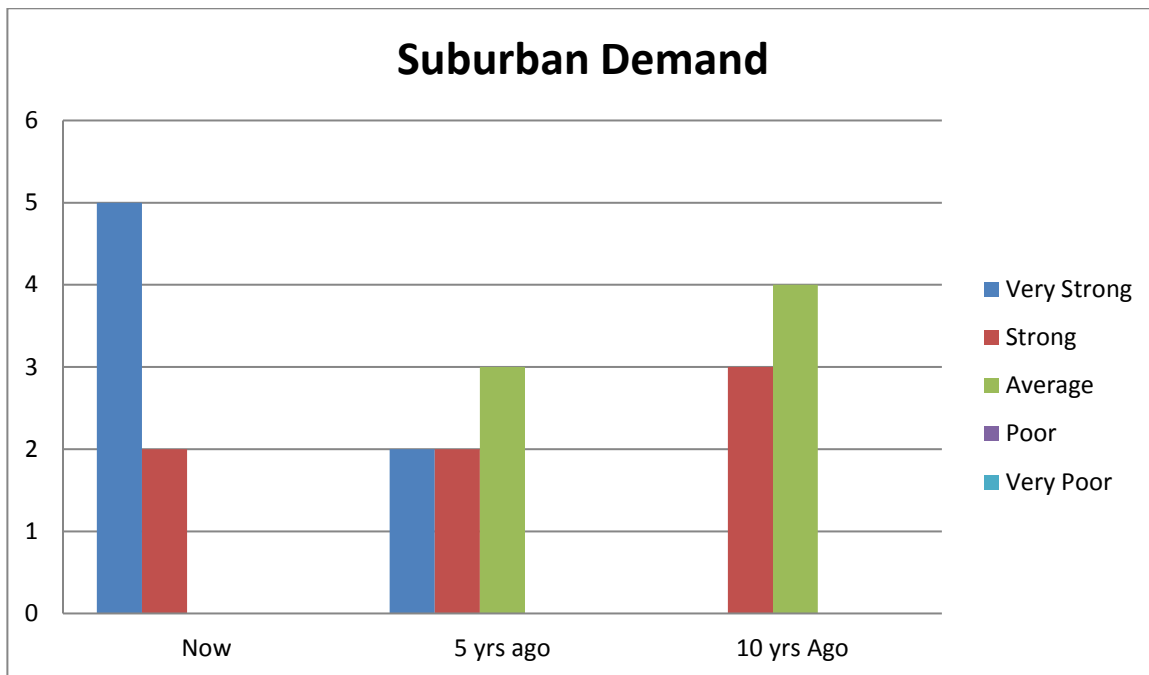
Question 9.
There are ample employment opportunities for current and future residents of Ipswich CBD.

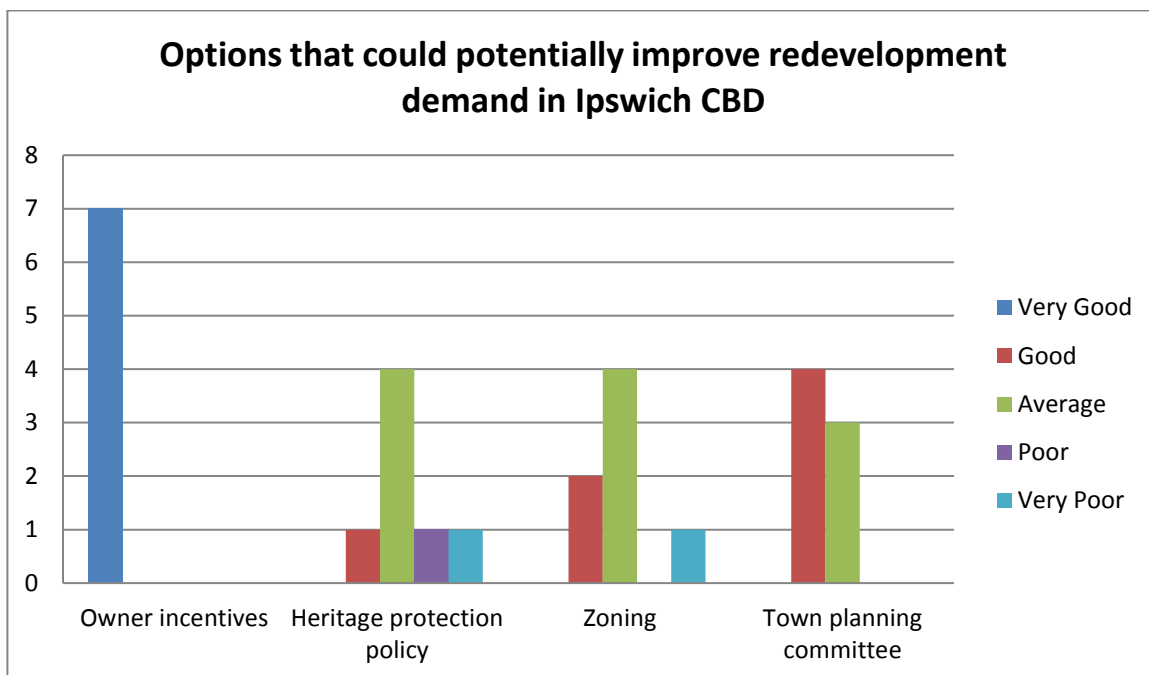
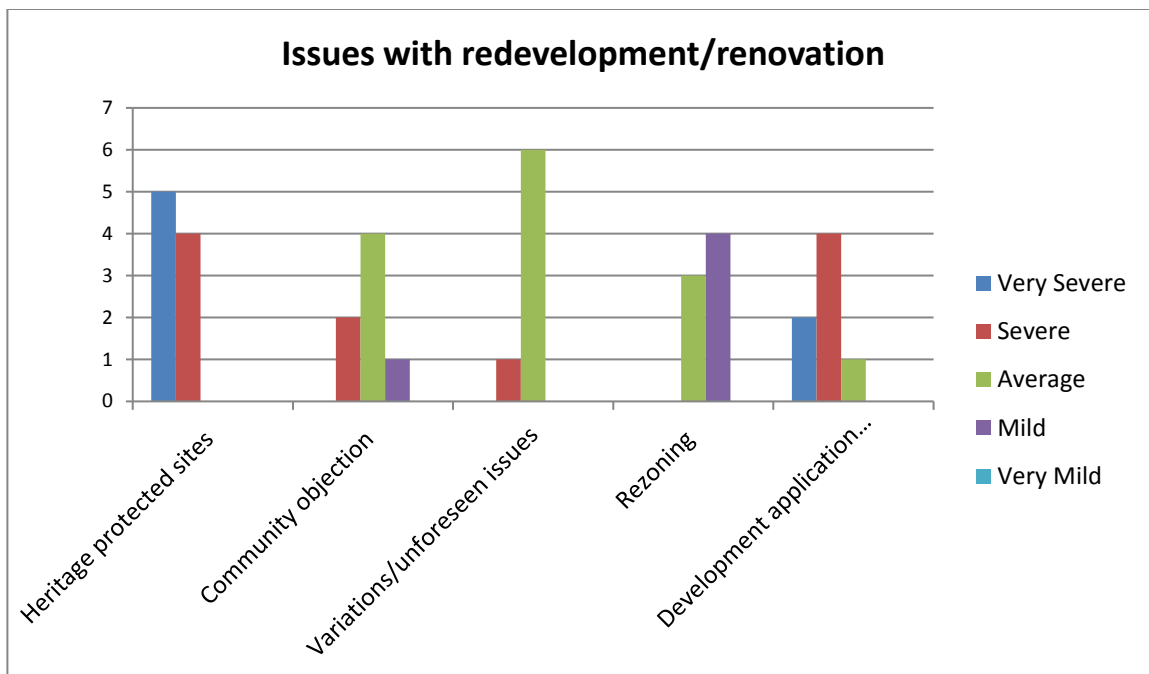


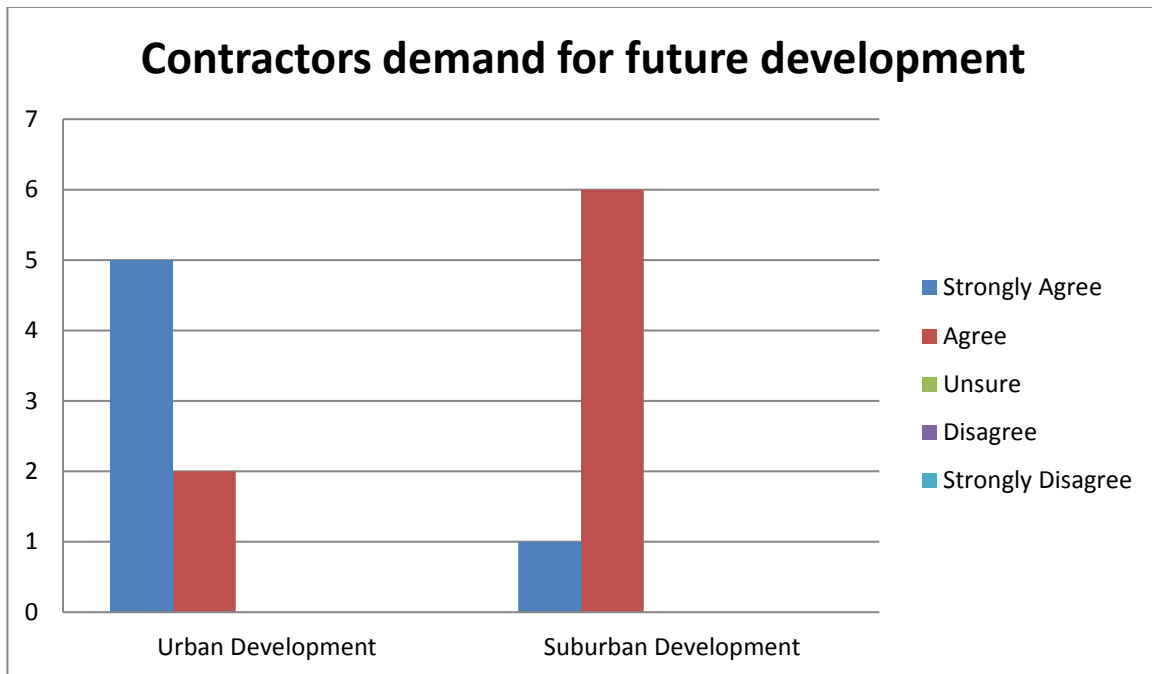
Question 10.
Residential redevelopment within Ipswich CBD
would provide many benefits and value.



D.2 Contractor Questionnaire Results







D.3 Local Council Member Questionnaire Results (contingency)

Appendix E

E.1 Potential Uses Matrix

E.2 Potential uses

E.1 Potential Uses Matrix

The following potential uses matrix has been developed to combine the overall vitality scores as a result from the completed grading scale audit and the Ipswich Community questionnaire results.

Potential Uses Matrix	Overall Vitality Score					
		0-20	21-40	41-60	61-80	81-100
Ipswich Community questionnaire results	Strongly Disagree	P	P	P	SD/R	SD/R
	Disagree	P	P	SD/R	MDR/SC	MDR/SC
	Unsure	P	SD/R	SD/R	MDR/SC	HDR/
	Agree	P	SD/R	MDR/SC	HDR/	MU
	Strongly Agree	SD/R	MDR/SC	HDR/	MU	MU

P - Preserve/ remain untouched

SD/R- Subdivision/ renovation

MDR/SC- Medium density residential construction/Small Commercial

HDR/C- High density residential construction/ Commercial

MU- Mixed use, high density residential/commercial construction

E.2 Potential uses

Site	Preserve	Subdivision/ Renovation	Medium density residential/ Small Commercial	High density residential/ Commercial	Mixed use Residential/ Commercial
13 Omar Street, Ipswich				Suitable	
26 Warwick Road, Ipswich					Suitable
9 Warwick Road, Ipswich		Suitable			
4 Carr Street, Ipswich			Suitable		
19 Macalister Street, Ipswich		Suitable			
182 Brisbane Road, Ipswich					Suitable
42 Warwick Road, Ipswich				Suitable	
8 & 10 Mortimer Street, Ipswich				Suitable	

9	Quarry Street, Ipswich				Suitable	
3	Deebing Street, Ipswich	Suitable				

Appendix F

F.1 Human ethics approval

F.1

OFFICE OF RESEARCH
 Human Research Ethics Committee
 PHONE +61 7 4687 5703| FAX +61 7 4631 5555
 EMAIL ethics@usq.edu.au



29 August 2016

Mr Matthew King
 25 Cairns Rd
 Camira
 Ipswich Qld 4300

Dear Matt

The USQ Human Research Ethics Committee has recently reviewed your responses to the conditions placed upon the ethical approval for the project outlined below. Your proposal is now deemed to meet the requirements of the *National Statement on Ethical Conduct in Human Research (2007)* and full ethical approval has been granted.

Approval No.	H16REA174
Project Title	An investigation into the benefit/ value of Ipswich CBD residential revitalisation
Approval date	29 August 2016
Expiry date	29 August 2019
HREC Decision	Approved

The standard conditions of this approval are:

- (a) conduct the project strictly in accordance with the proposal submitted and granted ethics approval, including any amendments made to the proposal required by the HREC
- (b) advise (email: ethics@usq.edu.au) immediately of any complaints or other issues in relation to the project which may warrant review of the ethical approval of the project
- (c) make submission for approval of amendments to the approved project before implementing such changes
- (d) provide a 'progress report' for every year of approval
- (e) provide a 'final report' when the project is complete
- (f) advise in writing if the project has been discontinued, using a 'final report'

For (c) to (f) forms are available on the USQ ethics website:

<http://www.usq.edu.au/research/support-development/research-services/research-integrity-ethics/human/forms>

Please note that failure to comply with the conditions of approval and the *National Statement (2007)* may result in withdrawal of approval for the project.

You may now commence your project. I wish you all the best for the conduct of the project.



Samantha Davis
Ethics Officer

Copies to: u1019642@gmail.usq.edu.au

