



Attachment 1



# Draft Vision for Ipswich 2020 and Beyond

## **VISION BACKGROUND**

As we approach and plan for the first quarter of the 21<sup>st</sup> Century, a host of emerging trends and issues challenge our values and way of life. That we will face significant change is without question. How we shape change can be made a matter of our choosing. The following vision accommodates the changes but describes a regional city which acknowledges much of what we value today. Ipswich's vision can be articulated and dove-tailed into the regional vision and SEQ 2021 planning process and at the same time accommodate visions for sub district and centres, which can, in time, be developed across the City.

### Part 1

## **OVERVIEW VISION FOR IPSWICH 2020 and Beyond**

### People

The people of Ipswich have a strong sense of belonging and stewardship for their City which provides for a high quality of life. Residents share a common geography, yet recognise the distinct elements that make up Ipswich as well as the history, traditions and values which have shaped the City and its surrounding rural areas. Residents take great pride in their city and its many and separate communities of interest – centres, townships, districts and neighbourhoods. All are safe, connected, healthy, vibrant places where people grow and thrive. This is a community which has found innovative solutions to its challenges whilst acknowledging its unique past, regional position and exciting future.

### Place

Ipswich's identity is based on a sense of place defined by its special heritage, history, rivers and creeks, mountains, valleys, settlement patterns and urban and rural centres. The City's many communities are connected by an efficient transport and communication network and surrounded by greenspace and a magnificent landscape characterised by a strong agricultural/rural base, bushland, open space and natural areas. The natural systems provide clean air and water, supporting biological diversity whilst serving human needs. Livability is enhanced through the thoughtful integration of the built and natural environments and good design.

## Prosperity

Ipswich has an opportunity to achieve a high standard of living and to enhance personal well being. A sustainable and diverse economy provides for a wide range of business and employment opportunities and jobs in both urban and rural areas. Residents are committed to balancing material rewards with family, civic and cultural values. Quality of life, livable communities, equitable opportunities and a sustainable environment are acknowledged as essential elements of economic prosperity. Ipswich has used its strategic gateway location, historical past, rural hinterland and urban future to create this positive situation.

## Part 2

### **INTRODUCTION**

The above broad vision elements (economy, community / social and environment) can be broken up into six separate vision areas.

The following six vision elements clarify the broad vision discussed above linking the broad City vision to finer points, and puts in place suggestions for an action response frame. These are consistent with the legacy inherited, as well as the legacy we seek to create and will help guide actions over the next quarter century. Building a shared vision for the future means that these and other ideas would be discussed, tested and refined.

## Detailed Vision Elements

### **1. LAND USE**

#### Vision

Ipswich is acknowledged as a desirable place to live. Ipswich Central, Ripley Valley Town Centre and the Springfield 'Gateway' CBD and a supporting network of other urban and rural centres are key focii in the creation of highly livable communities, diverse in character and form, yet sharing in a common geography and heritage. Ipswich is clearly established as a regional city with vibrant neighbourhoods and rural towns, thriving business districts and cultural facilities linked by parks, greenspaces and a variety of transportation options. The form of these communities not only enables residents to live close to where they work, shop and play, but it also conserves its landscape richness of bushland, forests, open spaces, rivers and creeks, mountains, valleys and successful farms and agricultural pursuits. Open space backdrops, corridors and breaks create form and identity for the various residential communities and connect with the many centres.

The City's centres framework has facilitated efficient transportation and connectivity which in time enables specialised transit oriented nodes to develop and respond.

### **Guiding Principles for the Future**

- Ø Active growth management through sound land use planning.
- Ø Land use patterns that support a balanced transportation system and transit oriented development.
- Ø Design and development practices that meet community needs and standards and that reinforce important elements of local character including interrelationships.
- Ø Mutually supportive community visions and land use plans (visions developed at district and township levels which feed into the broader regional/city vision framework).
- Ø A variety of densities and housing types in each of the communities, with a focus on Transit Oriented Development around the railway stations, other community/transport nodes and centres.
- Ø Diverse, distinctive, well defined communities supporting quality residential, efficient business and industrial precincts and appropriate mixed use arrangements.
- Ø Clear delineation of urban and rural areas.
- Ø Efficient, adequate and accessible community facilities and services, which are provided in a timely manner.
- Ø A vibrant, traditional city centre, new town centres and other centres which can act as a focus for community identity and interaction and business development and employment creation.
- Ø Protection of places of cultural heritage significance and streetscape value.
- Ø Integration of parks, greenspaces, riparian areas and other natural features with the built environment.
- Ø Protection of air, water and other natural resources (inside and outside urban areas).
- Ø Protection of agricultural and bushlands.
- Ø Protection of scenically attractive, natural and rural landscapes.
- Ø Establishment of greenspace settings for urban communities.

## **2. Community Capacity, Safety, Character and Lifestyle**

### **Vision**

Ipswich is characterised by vibrant, healthy communities, that are:-  
safe and close-knit, but not closed off, with strong social networks;  
have a sense of dignity and independence in the environment they live in; and  
are home to a diverse people who are connected by and share in the area's rich heritage.

Close bonds and support networks are created within and between urban and rural communities. Residents take pride in working together to build distinctive, caring communities with safe neighbourhoods, affordable housing, quality education, available human social services and accessible community meeting spaces, parks and recreational opportunities. These communities bring people together and are places where neighbours know and help each other and new residents have embraced the past as part of their new futures. Centres play a key role in community, cohesion, shaping, building and identity.

### **Guiding Principles for the Future**

- Ø Shared vision for the City and its discrete local areas.
- Ø Establishment of complete communities with adequate and affordable housing, adequate, timely accessible provision of community services and facilities and employment opportunities.
- Ø Community based partnerships and leadership.
- Ø Active community involvement, participation and collaboration in building community capacity for self help.
- Ø Investment in children and families.
- Ø Services for people in need and responsiveness to changing needs.
- Ø Safe and secure communities.
- Ø Accessible community meeting spaces, parks and recreation facilities.
- Ø Appreciation of the unique and rich history of the City and its surrounds (or the urban and rural community).
- Ø Recognition and celebration of indigenous and non-indigenous cultures and cultural diversity and vibrancy.
- Ø Public spaces promote social interaction.
- Ø Foster learning to share and builds on its capability and capacity to manage change and respond innovatively.

- Ø Residents of Ipswich are engaged in their community's decisions and activities.
- Ø Visitors and residents recognise a positive sense of 'community' .

### **3. Infrastructure**

Ipswich's services infrastructure, including water supply, sewerage treatment, recycled water, stormwater management, information and telecommunications technologies, energy and solid waste disposal has been provided in an efficient, equitable, timely and environmentally sensitive manner meeting the community's needs and to the highest standards. The planning and supply of infrastructure has been co-ordinated and integrated between all levels of government and the private sector.

#### **Guiding Principles for the Future**

- Ø Provision of quality essential services in accordance with community expectations, national and international standards.
- Ø Protect the integrity of river catchments and significant natural environment areas from negative impacts of providing essential infrastructure and services.
- Ø Re-evaluate environmental legacies from the historical provision of essential services.
- Ø Promote the development and use of energy and water in attractive ways, with programs for conservation.
- Ø Continually review and examine the regional levels and provision of infrastructure and service provisions commensurate with needs.
- Ø Establish future targets and levels for infrastructure provisions
- Ø Maximise the accessibility of quality essential services to all members of community.
- Ø Ensure consumption patterns are ecologically sustainable.
- Ø Determine and apply charges and implement financial policy which enables long term viable supply of infrastructure.

## **4. Water / Environment**

### **Vision**

The City has a rich, biologically diverse and attractive natural environment sustaining a broad range of fauna and flora across its many and varied landscapes. This regional City is nourished by a network of rivers and streams clean enough to be sources of drinking water. The rivers provide opportunities to fish and swim and sustain thriving populations of marine life, birds and other wildlife and plants. Water quality is excellent and contributions are made to sustain the community's economy and natural resource systems outside the City boundaries.

Air quality is a testimony to the integration of the land use/transport planning framework, quality industry standards and the advocacy position the City has taken in regional planning.

Standing on many of the ranges and hillsides, expansive views to the horizon are a common feature in this City.

### **Guiding Principles for the Future**

- Ø Drinkable, swimmable and fishable rivers.
- Ø Conservation of significant remnant bushland and protection and enhancement of wildlife corridors and linkages.
- Ø Conservation and management as a means of ensuring an adequate supply of water for the present and the future.
- Ø Environmental cost accounting in developing new water supplies.
- Ø Avoiding or minimising point and non point sources of pollution.
- Ø Effective catchment management.
- Ø Restoration and enhancement of wetlands, streambanks and riparian areas.
- Ø Floodplain protection and enhancement for natural functions and values.

- Ø Floodplain management for human health and safety.
- Ø Active local watershed inventory, analysis, management and benchmarking.
- Ø Sustainable, environmentally sound development practices.
- Ø Integration of land use and transportation planning with natural resource protection.
- Ø Community wide participation and skills development in environmental protection.
- Ø Community wide responsibility for fish and wildlife population and habitat recovery and protection.
- Ø Compliance with acknowledged air quality standards.
- Ø Repair of areas of environmental harm (particularly mining areas) and rehabilitation as part of an integrated open space network.

## **5. Economic Development**

### Vision

Ipswich supports a dynamic and resilient urban and rural economy where education/learning and innovation are the backbone of and provide a catalyst in creating a diversified economic base. Food, manufacturing, transportation, aeronautical enterprises, education, environmental and agricultural innovation are features of a prosperous area. The economy provides both business and employment opportunities with a full spectrum of remuneration, enabling residents to achieve a high quality of life and a level of prosperity. The City's strategic gateway location, history, recycled water capacity, environmental qualities and diverse urban and rural setting play key roles in the City's economic prosperity.

### Guiding Principles for the Future

- Ø Distribution of job opportunities to create equity and to avoid the creation or perpetuation of areas of social and economic disadvantage.
- Ø Focus on business development and economic activity within:-  
the key centres comprising the traditional Ipswich Central, the new Springfield Gateway CBD and other supporting urban and rural centres at Goodna, Redbank, Redbank Plains, Booval, Yamanto, Ripley, Brassall, Walloon, Rosewood, Marburg, Harrisville and Peak Crossing; and regionally significant business enterprise and industry areas at Carole Park, Redbank, Bundamba/Riverview, Swanbank/New Chum, Wulkuraka/Karrabin, Amberley and Ebenezer/Willowbank.

- Ø Creation of a vibrant rural economy based on recycled water capacity, traditional and innovative agricultural and horticultural pursuits and nature based, rural and adventure tourism and recreational activities.
- Ø Adequate and timely investment in government infrastructure to strengthen and support economic development.
- Ø Adequate and timely investment in transportation systems, water capacity, energy and communications.
- Ø Educated, skilled and trained workforce.
- Ø Business and educational partnerships in workforce development.
- Ø Higher education that is affordable and available to residents.
- Ø Partnering with business and involvement in regional quality-of-life issues.
- Ø Economic incentives for business investments that support community values and City vision.
- Ø Integration of the economy and a healthy environment.
- Ø Quality of life as a motivating factor in attracting business investment.
- Ø Diversified regional, interstate and globally oriented, value added economy that utilises the gateway location to South East Queensland as a growing region.
- Ø Protection of agricultural/horticultural base.

## **6. Transportation and Movement**

### Vision

The Ipswich local government area is linked by a transportation system that provides a range of convenient, accessible transportation choices and supports safe and efficient movement of goods and people and social interaction within the City and between communities outside of the City. This system has taken advantage of integrated community design, land use planning, social infrastructure planning and new technologies to effectively manage congestion, conserve community character and enhance livability. Integrated land use planning and transport planning has been conducted as part of an interactive and iterative process. At the local level, bikeways and trails play a significant role, complementing the high level transport framework, connecting communities to their centres, schools, open space and work. In an urban setting no front door is greater than 200m from one of these linkages.

## **Guiding Principles for the Future**

- Ø **Balanced, efficient, interconnected and accessible transportation system.**
- Ø **Pedestrian and bicycle friendly communities and neighbourhoods.**
- Ø **Transportation that supports land use planning and good community design.**
- Ø **Mixed use, transit oriented development within the City, particularly around the railway and highway systems and other community/transport nodes.**
- Ø **Adequate transportation links between centres, communities and areas inside and outside of the City.**
- Ø **Transportation focus on enhanced access to centres and major employment nodes.**
- Ø **A transport network that facilitates economic development opportunities and that takes advantage of the City's strategic location adjoining interstate and inter regional routes.**
- Ø **Adequate system wide funding both in the local context and the regional and interstate role.**
- Ø **Enhanced, innovative, accessible transit systems, such as high speed rail, access both within the City and destinations beyond.**
- Ø **Enhanced use of telecommuting and other new technologies.**
- Ø **A transportation system that avoids or minimises negative impacts on environmental quality in part brought about by a complete systems package (Regional ⇌ local).**