

3. Master Plan framework

Development of the Master Plan has been guided by the framework illustrated on Figure 3.1. This framework was developed to ensure that the Master Plan's strategies and initiatives balance the overarching elements of the built and natural environment, social and economic development. The correct balance of these considerations should achieve a centre that is environmentally, socially and economically sustainable.

3.1 Vision

In 2031 Caboolture-Morayfield is:

- A vibrant, proud and growing regional Centre, unified by the life and activity of the Caboolture River. It is a liveable and walkable Centre that embraces its history while promoting urban country charm, vast mountain views and connectivity to city and beach centres.
- A sustainable community that lives in balance and harmony with the surrounding environment and promotes world class sustainable practices. Our business centre thrives with entrepreneurial opportunity and retained local employment, helping Caboolture-Morayfield recycle the community dollar.
- A community with a spirit, expressed through unique festivals, events and beautiful public spaces. Caboolture-Morayfield is a destination of choice for visitors, providing accommodation and activities and acting as a stepping stone to outlying tourists areas. There is a pride in our people, their achievements as well as our education, health and unique sporting facilities.
- A socially and economically diverse community with neighbourhoods that are affordable, and connected through multiple and innovative transportation. Local arts and culture is actively supported by the community and government.

Figure 3.1 Master Plan framework



3.2 Themes

Six themes for the future development of the CMPAC have emerged through the analysis of current issues, opportunities and constraints by different technical disciplines. These themes have guided discussion with the community and offer a way of organising the issues, opportunities and constraints relevant to CMPAC. These themes relate to the future functions and qualities of the CMPAC as:



a strong and emerging centre

building on economic and tourism opportunities, improved urban and environmental amenity, and high-level telecommunications infrastructure, and tapping in to unused labour supply



a growing and accommodating centre

providing places and services that meet community needs and wants



an urban country centre

developing a unique cultural identity through creating a sense of place and promoting significant community/cultural events



a regional community services hub

boosting existing health, education and community services and their associated employment and training opportunities



an accessible and easily understood centre

supporting sustainability through travel demand management, improved pedestrian and cycling connections, and transit-oriented development



a green and leading edge centre

supporting energy-efficient, sustainable provision of utilities and improving environmental management

3.3 Key principles

Development of the Master Plan was guided by key principles relating to the concepts of sustainability, economic development and activation, land use and transport integration, and urban design.

3.3.1 Sustainability and adaptation to climate change

Sustainability is the key overarching design principle used in the development of the Master Plan and its strategies. The approach adopted by the Master Plan development was to take detailed consideration of the range of social, economic and environmental issues within Caboolture-Morayfield in order to achieve a 'net benefit' outcome in each area, with minimal trade-offs.

Within the context of activity centre planning, Newman (2008) has defined sustainability as:

'Reducing ecological footprint (energy, water, land materials, waste) while simultaneously improving quality of life (health, housing, employment, community...) within the capacity constraints of the centre.'

Climate change and associated negative effects have been widely recognised as a threat to communities to maintain and enhance their quality of life. Adaptation to climate change and building of a more sustainable and, therefore, resilient community is an important aspect of achieving overall sustainability outcomes for the CMPAC. The more sustainable Caboolture-Morayfield can become, the more it will be able to cope with the impacts of climate change, and any subsequent reductions in social, environmental and economic resources used to make a Principal Activity Centre work.

In order for Caboolture-Morayfield to become a Principal Activity Centre that adapts to climate change and is more sustainable and resilient, the master planning process:

- **Gave integrated consideration to the values of sustainable development** – considering the wider economic, social and environmental implications of decisions made and actions taken at a local, regional, national and international scales, with reference to Caboolture-Morayfield
- **Made decisions and proposed actions with due consideration of long-term views** (over next 20 years) rather than focusing solely on short-term outcomes (1–5 years).

3.3.2 Economic development and economic activation

Economic development has been recognised as a key element required to facilitate desired transformation of the Caboolture-Morayfield into a fully-functioning Principal Activity Centre. The key principles guiding development of the Economic Development Strategy for CMPAC are to:

- **encourage strong comparative advantages** around which strategic employment may be based;
- **focus on the development of industry that meets ongoing national and international needs;**
- **create 'sticky' jobs** – any assessment of employment creation at CMPAC should look beyond short-term footloose opportunities to longer term 'sticky' jobs and industries that will last and grow as the development matures;
- **maximise the population-driven employment** generated within CMPAC in the context of the centres hierarchy;
- **ensure that regional opportunities developed within CMPAC do not compete** with other centres in the MBRC;
- **ensure that economic development gains will be sustained** into the future; and
- **focus on activities that are based on a rigorously developed business case.**

Spatial requirements associated with economic development are based on principles of economic activation and agglomeration, which were critical to development of the Master Plan:

- Create and generate a critical mass of businesses and employment in close proximity to each other.
- Focus opportunities for business and employment around locations with high accessibility to the surrounding sub-region so as to draw on the largest possible catchment.

3.3.3 Community development

Creating well-functioning, successful urban places and communities requires a long-term commitment to a combination of land use, investment and community development strategies. The project team highlights community development initiatives as important components of the overall strategy for transformation of Caboolture-Morayfield into a vibrant Principal Activity Centre. The community development component of the Master Plan was developed based on the following principles (drawn in part from the *'Transit oriented development: guide to community diversity'* (Queensland Government, 2010):

- **Capacity building** – support and strengthen individuals, families and communities to identify needs and develop solutions at a local level.
- **Community diversity** – support community diversity (a mix of incomes, higher and lower; ages and cultures) through provision of a range of housing and employment opportunities.
- **Collaboration** – support and foster partnerships that aim to achieve positive outcomes for all residents and solutions to specific local issues. This includes developing networks between people, encouraging different communities to work together and building relationships with and between those different communities.
- **Responsiveness** – as CMPAC develops, respond to the evolving change within the community.

3.3.4 Land use and transport integration

Integrated land use and transport planning are requirements of the Regional Plan and as such they have been used to guide the development of the CMPAC Master Plan. As noted in the Regional Plan (2009–2031) (p.101):

'Land use, transport and employment integration all play a key role in achieving social, economic and environmental sustainability for SEQ. By shaping the development pattern and influencing the location, scale, density, design and mix of land uses, integrated planning can create complete communities.'

Transit Oriented Development principles, drawn from the *'Transit oriented development: guide for practitioners in Queensland'* (Queensland government, 2010) have been used for detailed development of the Land Use Strategy of the Master Plan.

3.3.5 Placemaking

For the last 20-30 years Caboolture has been in transition from a country town to a large suburban area with a disaggregated centre. Now the drivers exist to create a more compact, transit-oriented centre. In doing this it is important that the intrinsic physical values of Caboolture-Morayfield are reinforced, and a new clear identity is defined.

The community of Caboolture-Morayfield wants to retain the 'urban country' feel which is currently being overwhelmed by heavily trafficked roads and sprawling development. 'Urban country' is primarily a descriptor of a way of life where a relaxed, friendly community culture pervades a place which still has the convenience and facilities offered in a more urban community. For urban design, the 'urban country' identity can translate into a place that is green, pleasant, leafy, a little 'open' in its landscape/built form structure and that does not have high density development, but is more moderate in development intensity.

Caboolture-Morayfield's strongest urban assets are its green spaces, traditional grid and town centre core, and green streets. At present Caboolture-Morayfield's best streets are in the traditional core: those which are heavily planted, which have buildings addressing streets and on King Street retail lining the street. The potential landscape and urban quality for a consolidated centre is one of a strong subtropical urbanism that reinforces the 'urban country' identity which the community values. At the same time, there is the potential in creating new buildings and streets to reflect Caboolture-Morayfield's desire to be sustainable, green, lively and walkable.

As a community in economic transition, it is important to set appropriate standards for built form. This means focusing on key important outcomes such as streetscape, Ecologically Sustainable Development and activation whilst avoiding overly complex built form codes that will deter development. The real potential for Caboolture is to ensure its public realm is very strong. Caboolture in the next 20 years can be recast as an outstanding exemplar of contemporary subtropical urbanism, with a focus on landscape, green buildings, buildings that align and activate streets, and creating a network of shaded walkable streets that connect green spaces. The urban design strategy deliberately focuses on these key elements to support the overall strategic objectives of the CMPAC Master Plan.

The urban design strategy for Caboolture is therefore an integrated built form and public realm strategy, coming together to form an overall 'placemaking' strategy around the idea of creating a green, walkable, lively, subtropical, sustainable place.

The key urban design principles influencing development of the Master Plan were:

- **Reinforce what is of lasting and intrinsic value to the community** – the traditional town centre and the parklands and green corridor – make the most of them; these are for the enjoyment of future generations.
- **Support transit outcomes** – by creating more walkable/cycle friendly environments, create stronger connections.
- In making more compact development, particularly housing, **provide high quality streets, squares and parklands.**
- **Facilitate sustainable development** in terms of energy, water, resource consumption, and land impacts.

The context and these key principle for both the Built Form and Public realm & Open Space strategies is supplemented by:

- Caboolture Urban Design Framework, Architectus 2009
- MBRC Street: Place + Movement, 2010
- MBRC Urban Design Charter, 2010.