

# Place Identity Study

Foundational Directions Report

September 2023 —



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## Acknowledgement

We acknowledge the Kabi Kabi, Jinibara and Turrbal Peoples as the Traditional Custodians of the lands and waterways of the Moreton Bay City area, and pay our respects to their Elders, past, present and emerging. We recognise that the Moreton Bay City area has always been a place of cultural, spiritual, social and economic significance to First Nations people.

We are committed to working in partnership with Traditional Custodians and other First Nations communities to shape a shared future that celebrates First Nations history and culture as an irreplaceable foundation of our city's collective identity.

### Acknowledgements

We acknowledge the stakeholders, including the Kabi Kabi Jinibara and Turrbal Traditional Owner representatives, involved in the 'Creative Workshops', facilitated by the Creative Arts Alliance, who made a significant contribution to the development of this work. Thank you to Jimmy Patch for the illustrations he made during these workshops which have informed the 'visual representations' in this work.

We acknowledge Deicke Richards for the built form place identity analysis work.

Thank you to all the internal City of Moreton Bay teams for their collaboration.



### Disclaimer

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# Introduction

**As the Moreton Bay community experiences growth, it is important to understand and respect our place identity, so that we grow sympathetically with what makes this a unique and significant place.**



Place identity explores how a place can provide a sense of belonging, form meaning, and cultivate social or community attachments. The City of Moreton Bay possesses a rich tapestry of cultural, historical and natural attributes that merge to form its place identity. When a place holds meaning for its community, the local distinctiveness is valued making the identity of a physical location worth celebrating and investing in.

This paper explains how understanding the Moreton Bay Place Identity allows us to influence future development and built form through simple design responses. The Foundational Directions in this document will inspire the thoughtful design of future housing and development as we accommodate rapid growth in our city area.

## Purpose

The Moreton Bay Place Identity Study has investigated the unique and many 'place' qualities of the Moreton Bay city area. The purpose of the study is to:

- Record the distinctive identity of valued places in the Moreton Bay city area to build an understanding of Place Identity.
- Inform the development of a new City of Moreton Bay planning scheme.
- Help deliver future growth and development guidance in a way that better supports the city's place origins and identity.
- Provide exemplars of place-based development that can facilitate the city's growth.
- Inspire future place making work.



## Growth and identity

The City of Moreton Bay is forecast to grow by approximately 300,000 people in the next 25-years (Draft ShapingSEQ 2023 Update). It's one of the fastest growing local government areas in Australia.

Place identity is an important consideration in planning for the growth of the City of Moreton Bay. When the unique attributes of a place are known and acknowledged they can guide place making and planning for future growth. A place can evolve over time, whilst still maintaining the valued attributes of its identity.

The City of Moreton Bay: Growth Management Strategy 2042 sets out a roadmap to guide growth in alignment with the Corporate Plan's vision. Outcome four of the GMS: 'Well-planned neighborhoods' sets out the policy direction:

**"Council provides guidance on good local design outcomes that reflect the desired character and identity of place."**

This project is an action from the Growth Management Strategy 2042 and will help deliver this policy direction.



*Community representatives at the Sandy Coast Place Identity 'Creative workshop' in June 2022*



# Methodology

## Place research

This investigation commenced with research into what place identity is.

It was found that the identity and built form of place is shaped by our subtropical climate, our environment and its systems. The landform and proximity to coastlines, ridges and watercourses. The urban fabric, built form and materiality changes across the city area, from rural to coastal, our planning and design approach to growth management needs to continue to reflect the identity of the area they're in as well as our subtropical lifestyle.

When place identity is well defined it increases a sense of belonging and has proven community and economic benefits. Every house, business, public place and piece of infrastructure contributes to place identity.

**'Place Identity' is what distinguishes one place from another and makes it uniquely valuable. Place identity is influenced by:**



**Landform**



**Climate**



**Environment**



**Lifestyle**



**Culture**

## Understanding Moreton Bay Place

The landform and natural landscapes of the City of Moreton Bay transition from sandy islands, bays and a peninsula to coastal plains, forested lowlands to an undulating mountain range. The rivers traversing the city area connect the range to the ocean and the form of human settlement can be closely linked to the natural pattern of the city area's landscapes. The City of Moreton Bay holds a treasured and ancient Indigenous story as well as a multicultural heritage and a richly diverse cultural identity. It is why people chose to live here and why people choose to visit.

The urbanised areas of the City of Moreton Bay are established in pockets often surrounded by green areas that are highly valued. There is a sense in the community that you're always only a few minutes from a natural place and the ability to access nature is easier. The coastal communities and townships in the west of the city area have each cultivated a strong character of their own and are also closely connected to their natural environments.



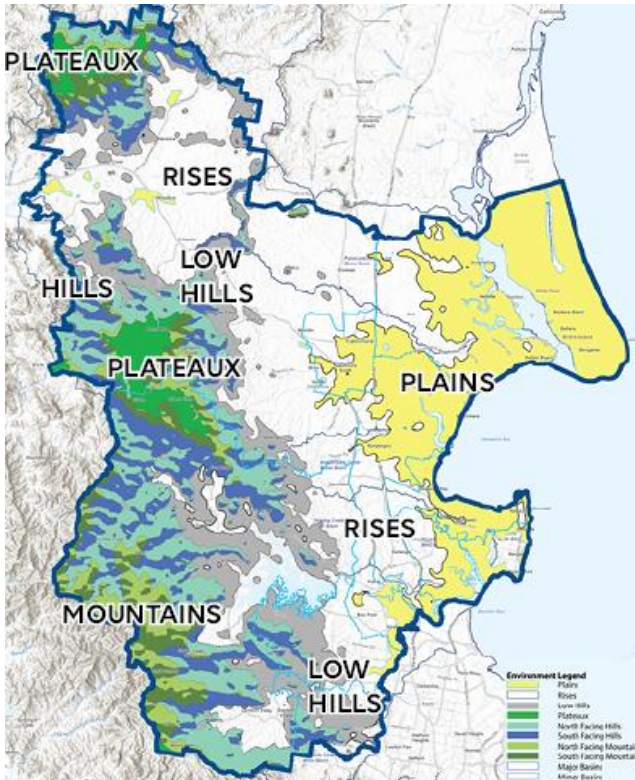


Figure 1. Landform map of the Moreton Bay City area

## Place locality mapping

A place's landforms and climate define identity at the most fundamental level. The landforms determine the soils, plants, animals, settlement patterns and building materials.

One of the first tasks of this study was to map the identity of the whole local government area. The climate, landform and environment were initially mapped and compared to the settlement patterns and built form identity. This comparison has made clear that, like most places, the landforms, climate and environment has informed the way that the area was settled and has informed the built identity of each area. A 'place localities' map was developed and is on page 9. This map informed the approach to further understanding place identity of the Moreton Bay city area.

## Internal stakeholder engagement

Engagement with internal Council stakeholders was undertaken as part of this study. Early in the study one-on-one interviews were conducted with a cross section of teams to get an understanding of place. It was clear from these discussions that the Moreton Bay city area is a mosaic of identities rather than comprising a single homogenous identity. A review of this document was undertaken by stakeholders to confirm agreement with the directions.

## Built form identity analysis

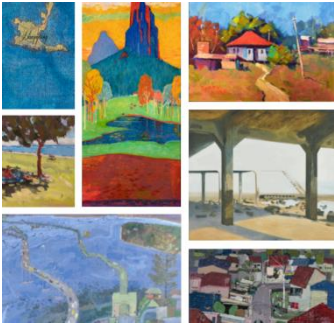
Landform often determines where places are settled; the environment determines what materials are available for use; climate determines appropriate built form; and the time of settlement often determines the built details and colours; and these factors all contribute to the identity of a place. External consultant, Deicke Richards undertook an investigation to capture the built identity of the Moreton Bay city area.

## Moreton Bay Pulse Survey

The findings of the [Moreton Says Pulse Survey #3](#) provided a community perspective on place values. The survey was conducted from July to August 2022. It garnered 3,200 responses with residents from all of the Moreton Bay city area represented, with 95% of respondents current residents in the city area and 61% who had lived in the city area for more than 10 years.

This survey contained place-specific questions that asked the community to identify why they live where they live, and what they appreciate about the city area. This information has provided insight into the current and future place attributes of the Moreton Bay city area.

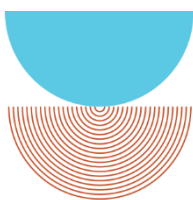
All of the Moreton Bay communities value leafy-green character with trees in streets and yards; and connections to coastal areas, bushland and waterways. Their hope for the future is for the leafy-green identity to remain with trees in streets and yards, and connections and views to bushland, the beach and waterways, and for more parks and recreation places.



## Art collection review

The Moreton Bay's art collection was digitised in 2021. This catalogue allowed officers to find artworks created about the place identity of each locality.

These artworks inspired the illustrations accompanying the Foundational Directions later in this study. Containing art pieces that express place identity and attachment across their communities, this report served as the curated snapshot of the City of Moreton Bay art collection which then informed the identity of identity localities for the Place Identity project.



## First Nations oral histories

The First Nations Oral Histories report summarises learnings from the First Nations Language Project to seek an understanding of the Indigenous perspective on place identity, attachment and connection.

Indigenous culture in the Moreton Bay city area is shaped by connection to Country, where practicalities of living with the land and a unique understanding of 'seen' and 'unseen' aspects inform how the Indigenous community interacts with place.

This knowledge and place attachment is of key importance in recognising First Nations history and understanding how place is valued within the Moreton Bay city area.



## Stakeholder consultation: creative workshops

Creative Arts Alliance assisted Council officers in targeted consultation workshops in each of the five place identity localities.

Local creative industry participants that live in and are passionate about the place identity of each locality were invited. Attendees included Traditional Owners, Traditional Custodians, resident artists and community members.

These workshops involved brainstorming words about place, poetry creation, drawing and collage activities.

This work inspired the visual representations and the poetry in this document.





# Background

## Policy Context

### State Planning Policy

State Interest Statements from the State Planning Policy (2017) indicate the Queensland Government intentions for land use planning and development. The state interest relevant to Place Identity sits within the Liveable Communities and Housing Supply and Diversity category and makes reference to facilitating and promoting community identity through considering local features and characters.

### ShapingSEQ

The South East Queensland Regional Plan (ShapingSEQ) provides a framework for growth management and sets the planning direction for sustainable growth targets, global economic competitiveness and high-quality living that local governments are required to implement in their planning schemes.

The Draft ShapingSEQ 2023 Update guides future planning through a greater emphasis on growth through 'consolidation' of existing urban areas. The plan considers sustainability, housing patterns, and supporting development. The themes of GROW and LIVE are most relevant to this investigation referencing growth that "sensitively integrates with local character and identity".

### QDesign Manual

The QDesign Manual (2018) aims to offer a unifying position on the value of design and a consistent expectation of design quality across the state, considering areas such as demographics, the unique Queensland lifestyle, and a growing need to provide place-specific planning throughout the state (Queensland Government, 2018). The manual guides design, development and decision making to improve Queensland's built form by outlining a set of 9 principles that facilitate a high quality urban environment. Principle 2 'Be inspired by local place, character, form and culture' is most relevant to this study.

### Moreton Bay Planning Scheme

The strategic framework of the Moreton Bay Planning Scheme 2016 expresses place character in a 'Regional Character Map'. The strategic framework also includes 'Place Types' which allocate land-uses across the city area.



# Place identity findings and foundational directions

The City of Moreton Bay local government area does not have one distinct 'place identity'. Rather the unique Place Identity is comprised of a cluster of localities each responding to natural and cultural elements that have formed over millennia.

The Jinibara, Kabi Kabi, and Turrbal Peoples are the Traditional Custodians of the lands and waterways of the Moreton Bay city area and their Custodianship stretches beyond the City of Moreton Bay boundaries.

The natural landforms, waterways and vegetation form the basis of the Place Identities in the city area. There are different micro-climates and weather patterns experienced across the area that respond to and influence the natural environment.

Traditional settlement patterns have been influenced by the natural landforms, vegetation, waterways and climate in that they dictated how the landscape was used and interacted with, where buildings could go, what was built, and the materials used.

The climate and environment have shaped lifestyle and culture of the City of Moreton Bay and together this has contributed to the place identity.

To understand the place identity of the City of Moreton Bay the culture, settlement, natural systems, vegetation and landforms were studied and mapped into distinct 'place localities'. There are five Moreton Bay 'place localities'.

Table 1 Suburbs of the 'Place Localities'

<b>Open Foothills</b>	Bellmere, Bracalba, Burpengary, Burpengary East, Caboolture, Caboolture South, Cedarton, Commissioners Flat, D'Aguilar, Delaney's Creek, Elimbah, Moodlu, Morayfield, Neurum, Stanmore, Stony Creek, Upper Caboolture, Wamuran, Waraba, Woodford
<b>The Peninsula</b>	Clontarf, Griffin, Kippa-Ring, Mango Hill, Margate, Newport, Redcliffe, Rothwell, Scarborough, Woody Point
<b>The Ranges</b>	Arana Hills, Armstrong Creek, Bellthorpe, Boorobin, Bunya, Camp Mountain, Campbells Pocket, Cashmere, Cedar Creek, Clear Mountain, Closeburn, Dayboro, Delaneys Creek, Draper, Eatons Hill, Everton Hills, Ferny Hills, Highvale, Joyner, King Scrub, Kobble Creek, Kurwongbah, Laceys Creek, Moorina, Mount Delaney, Mount Glorious, Mount Mee, Mount Nebo, Mount Pleasant, Mount Samson, Narangba, Neurum, Ocean View, Rocksberg, Rush Creek, Samford Valley, Samford Village, Samsonvale, Wamuran Basin, Whiteside, Yugar
<b>Rising Plains</b>	Albany Creek, Bray Park, Brendale, Burpengary, Burpengary East, Deception Bay, Dakabin, Griffin, Joyner, Kallangur, Lawnton, Murrumba Downs, Narangba, North Lakes, Petrie, Strathpine, Warner
<b>Sandy Bay</b>	Banksia Beach, Beachmere, Bellara, Bongaree, Burpengary East, Caboolture, Deception Bay, Donnybrook, Elimbah, Godwin Beach, Meldale, Ningi, Sandstone Point, Toorbul, Welsby, White Patch, Woorim

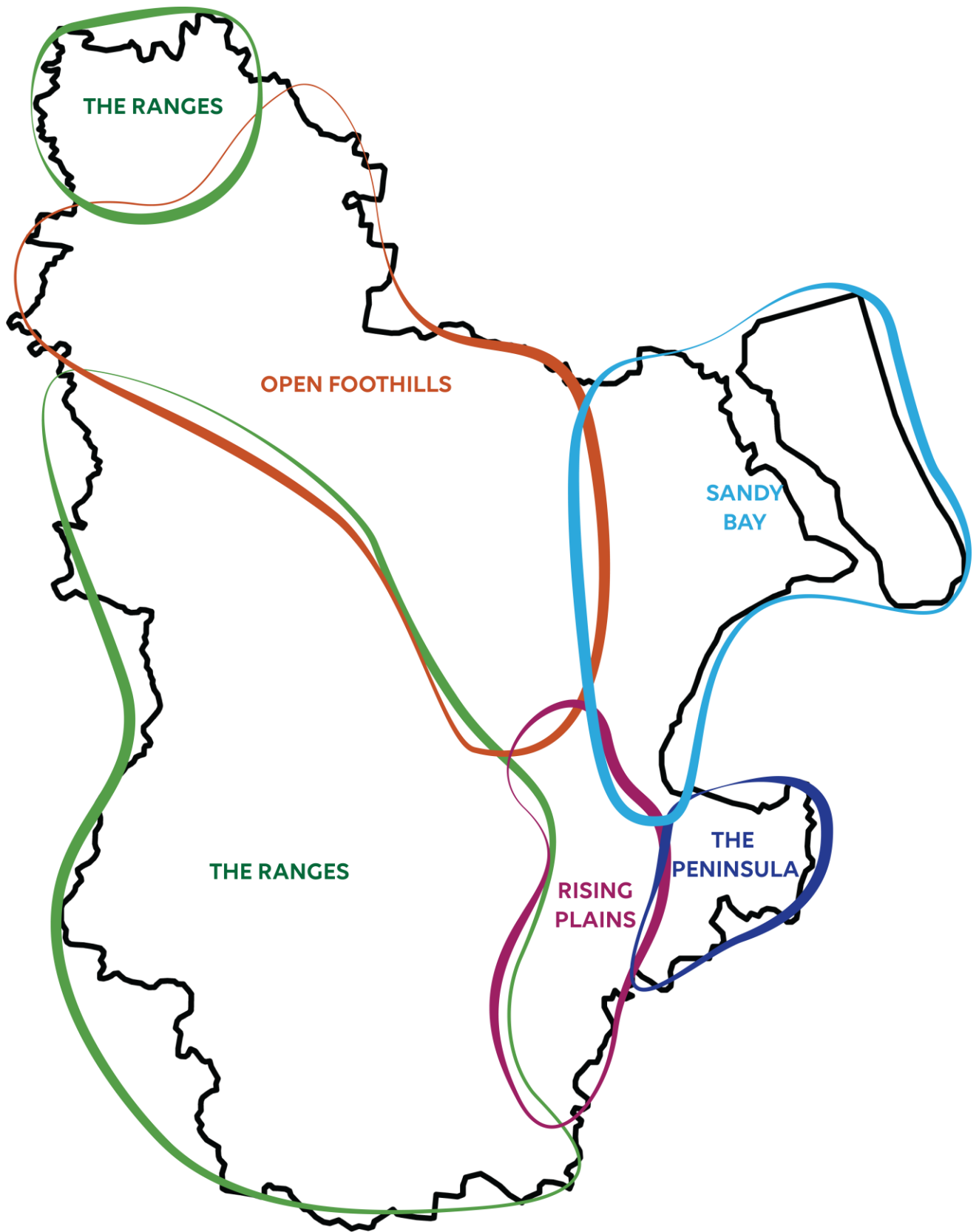


Figure 2. Place localities map





# Open Foothills

## Identity focus

# Agricultural and waterway connections

## Identity description

Open Foothills is defined by large, textured grassy lowlands stretching through settled rural and urban areas. The landscape is both undulating and flat, with creeks and rivers, where vibrant towns are nestled into the surrounding low hills and gentle valleys of the D'Aguiar Range. Part of the nationally significant Glasshouse Mountains are in this locality - Mt Tunbubudla (The Twins), Mt Miketeebumulgrai and Mt Elimbah (Saddleback). The community enjoys a cultural richness with local galleries, markets and festivals providing an outlet for the wealth of creative talent in this area.

When engaged for Moreton Says, the community in this area have said they enjoy quiet, peaceful neighbourhoods, living near natural areas and wildlife, large open spaces, easy access to bustling centres and the quirky culture and art scene.

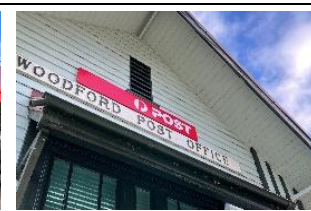
## Built identity

The mid to late 19th century settlement of the Open Foothills was influenced by the river landforms; the Caboolture River was used by settlers and timber getters to float red cedar and other supplies, and the fertile land was good for farming. This settlement pattern and when settlement occurred forms part of the built identity and influences the forms, materials, details and colours.

**Forms:** Colonial, federation, interwar and post war dwellings. Pyramid, large hip and gable roof forms. Stepped verandah roofs. Shops with generally narrow gables 4-12m face the street



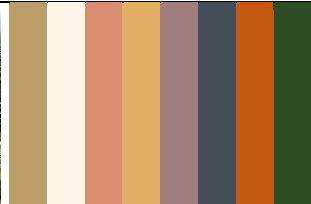
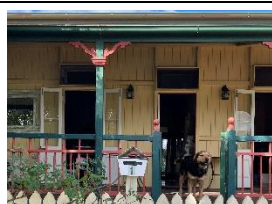
**Materials:** Timber chamferboards and weatherboards, timber posts and detailing, timber-framed doors and windows



**Details:** Stepped verandahs, timber batten gable ends, timber balustrades and verandah posts



**Colours:** Federation colours - deep reds, golds, green and warm creams



# Open Foothills: Foundational directions

The following statements capture the place identity qualities that form a foundation for early strategic direction, to lead further planning and design work in the Open Foothills. These are the place elements that define the identity of this locality.

## 1. Caboolture River

The river has an important Indigenous and historical connection and is a valued part of the natural landscape. Maintain the health of the river by siting compatible land uses and appropriate buffers to the river. Determine opportunities to celebrate the river through recreational land-uses and visual connections.

## 2. Rural living identity

The Open Foothills locality has a connection to agriculture and rural living, in its history, land-use, scenic amenity and economy. Maintaining this connection is important through growth. Caboolture centre should embrace its "gateway to the country" identity.

## 3. Leafy-green

Maintain, enhance and continue the leafy-green place identity of suburbs with street trees and trees in yards and connections to bushland.

## 4. Rail

The opportunity to benefit from the railway has historically shaped the settlement pattern of the Open Foothills locality and should continue with economic and residential opportunities focused around train stations inspired by this identity.

## 5. Culture and entertainment

The galleries, markets and festivals (like the Woodford Folk Festival) showcase the local wealth of quirky, creative talent. Continued facilitation of creative expression will strengthen the local character.

## 6. Queenslander built form

Historically 'timber and tin' were common materials used in buildings and were applied to traditional forms such as moderately pitched roof forms and generally narrow gables. The subtropical climate has influenced the built form with generous verandas and wide awnings. Contemporary interpretations of these elements will retain the local built identity in this area.





**explore**  
**scattered**  
**natural**  
**wild**  
**waterlines**

[Pop up poetry from community workshop]

Figure 3. Open Foothills visual representation. Wild passionfruit and carpet snake motif by Lyndon Davis. Visual representation based on the work of Jimmy Patch.



rich

stories

ancestors

journeying

nature



*This visual representation and poetry were inspired by the workshops with local creative industry participants. The Open Foothills workshop was held in Caboolture in May 2021.*



# Open Foothills: Identity-based-design inspiration

The following are examples of design outcomes that have been inspired by the qualities of the places that they are set in and show practical ways that identity-based-design can be applied in the Open Foothills locality as the city area grows.

## Celebrating the River

The townhouses face the water with their balconies and rear yard spaces oriented to the water

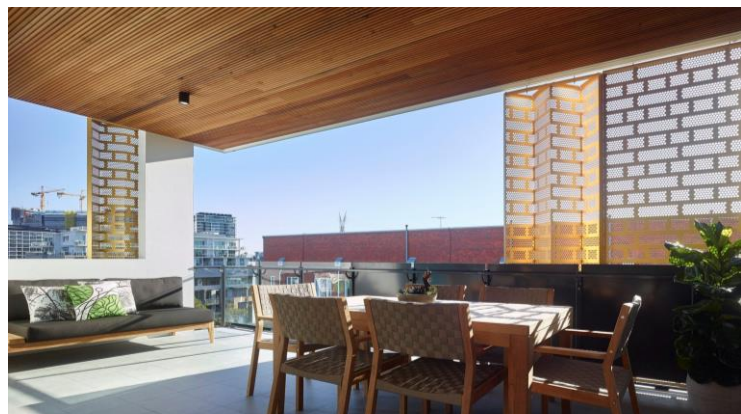


### Aquiv Townhouses Brightwater | Sunshine Coast

Architect: Hollindale Mainwaring Architecture  
Photograph: Courtesy of Stockland

## Contemporary interpretation

These apartments draw inspiration from the surrounding historic locality and include external screens that reference brickwork.



### Brick Lane | Brisbane

Architect: Joe Adsett Architects  
Photographer: Scott Burrows Photography





## Subtropical built form

The QBuild manufactured homes (prototypes) are inspired by traditional Queenslanders, with open verandahs, louvered windows and timber materials. The climate smart, subtropical design of the Queenslander is part of the identity of the Open Foothills locality. This example shows that even prefabricated, affordable home options can reflect the identity of place through design.

01



## Modern Methods of Construction training centre | Brisbane

Developed by: Queensland Government in partnership with industry.  
Home 1 designer: Saltair Modular (floorplan) and Home 2 designer: Eco Cottages (image)



# The Peninsula

## Identity focus

# Urban bayside lifestyle fringed by iconic ochre cliff forms

## Identity description

The pre-clearing natural environment on The Peninsula was comprised of coastal vegetation communities and heathlands, open melaleuca woodlands, mangroves and salt marshes. Settlement on The Peninsula is defined by seaside villages and suburbs positioned around Moreton Bay. The Peninsula holds a strong coastal identity as a holiday destination and is bustling with a unique sense of vibrance that is reflected in the built form. The Peninsula boasts a coastline that has unrestricted access via parkland. Houses are oriented to sea views and a relaxed atmosphere is conveyed in the well-connected community.

The Peninsula community value coastal views and lifestyle, parks and recreation places and leafy-green identity with trees in streets and yards. The general trend in Moreton Says comments from this area is a love of the eclectic neighbourhoods, access to civic amenities and facilities and the built form heritage.

## Built identity

The Peninsula is the site of Queensland's first European settlement and is linked to Australia's convict heritage. The settlers named it Red Cliff Point after the ochre cliff landforms. Settlement ultimately moved to Brisbane City, but the important connection of this site and built identity to settlement remains. In the late 19th century this locality was known as a 'seaside resort' holiday destination, with an art-deco style built identity popular at the time.

**Forms:** Traditional pre- and post-war moderately pitched roof forms including hips, gables, and skillions, and long low gables. Curved corners (Art Deco reference).



**Materials:** Painted stucco, feature brickwork, fibre cement sheet with timber cover battens, weatherboards, timber, concrete, corrugated roofing, roof tiles.



**Details:** Art deco and historical references, decorative names and numbers, louvres, ocean symbology. Cantilevered awnings, stepped parapets to shopping streets.



**Colours:** Strong beach inspired colours. Warm palette with bright accents



# The Peninsula: Foundational directions

The following statements capture the place identity qualities that form a foundation for early strategic direction, to lead further planning and design work on the Peninsula. These are the place elements that define the identity of this locality.

## 1. Vibrant bayside

The Peninsula maintains its identity as a vibrant bayside area with a history as a holiday destination. Vibrant shops, cafes, restaurants and services are a focus of mixed-use development. Continue the boating and other marine recreation connections to the bay.

## 2. Healthy coastal environment

The community care deeply for the marine environment, the unique ochre cliffs and the coastal marine-life. Future land uses should be planned to support the health of the coastal environment and its fauna.

## 3. Views to natural landmarks

The Peninsula has magnificent bay views to the east, views to the mountain ranges to the west and Glasshouse Mountain views to the north.

## 4. Leafy-green

Maintain, enhance and continue the leafy-green character including the significant coastal tree plantings and public parks along the coast.

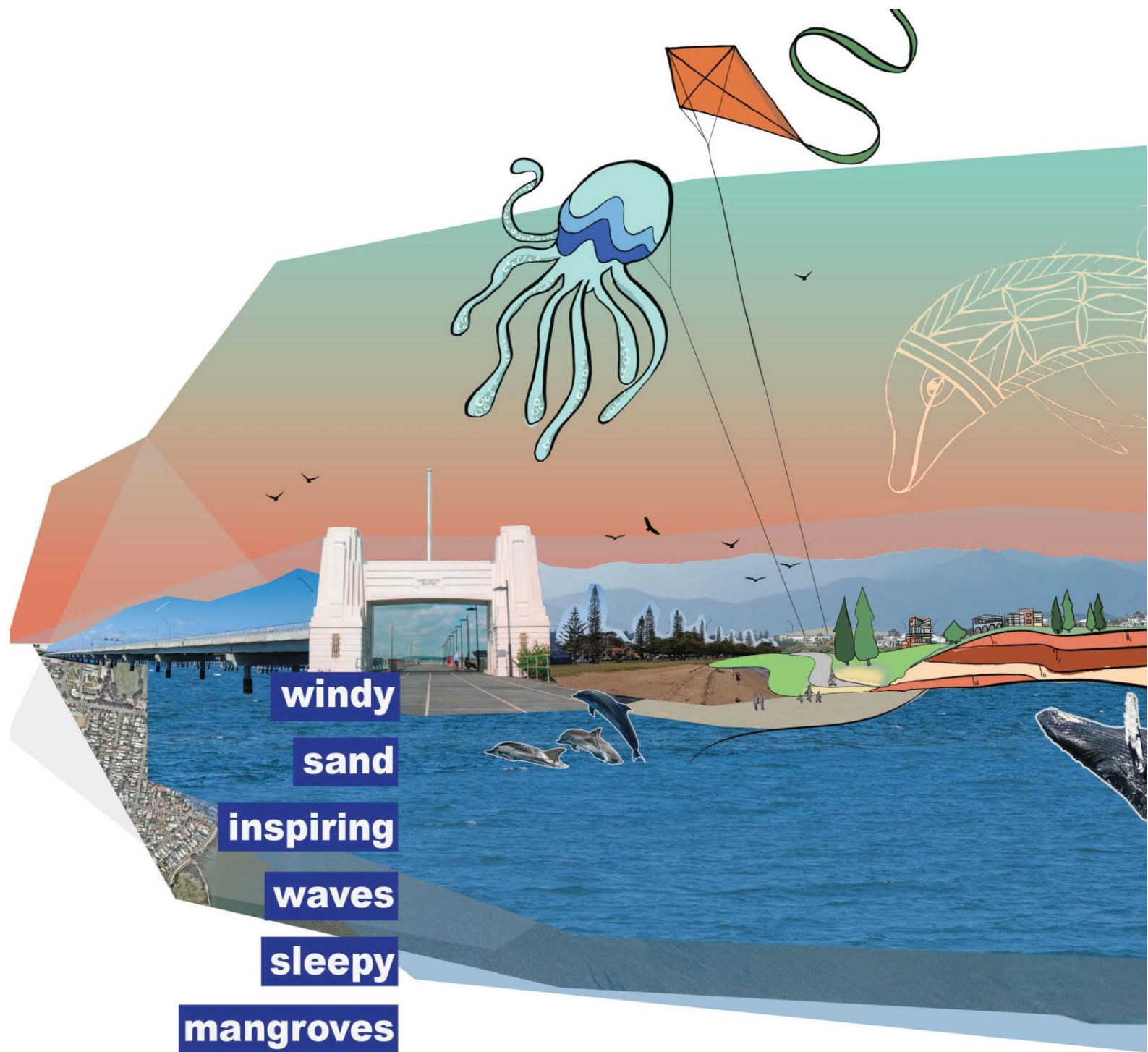
## 5. Settlement site

The Peninsula is an historical area tied to Queensland's colonial settlement. The heritage places are to be considered in the future land-use.

## 6. Art deco

The 'art deco' style was particularly influential in the building forms and materials such as rendered masonry, brickwork, glass bricks and concrete are commonly used. This should be retained and inspire future buildings, in conjunction with contemporary subtropical design.





[Pop up poetry from community workshop]

*Figure 4 The Peninsula visual representation. Dolphin motif by Lyndon Davis. Visual representation based on the work of Jimmy Patch.*





**pines**  
**picnics**  
**ocean**  
**hot sun**



*This visual representation and poetry were inspired by the workshops with local creative industry participants. The Peninsula workshop was held in Redcliffe in June 2021.*



# The Peninsula: Identity-based design inspiration

The following are examples of design outcomes that have been inspired by the qualities of the places that they are set in and show practical ways that identity-based-design can be applied in The Peninsula locality as the city area grows.



## Nature inspired

The facade of this building references the inner workings of a Norfolk Island Pinecone.

It also has a warm colour palette reflecting beach colour tones.

### Norfolk | Gold Coast

Architect: Koichi Takada Architects  
Photographer: Scott Burrows  
Photography

## Leafy-green

This high-rise incorporates plantings at ground and podium levels.



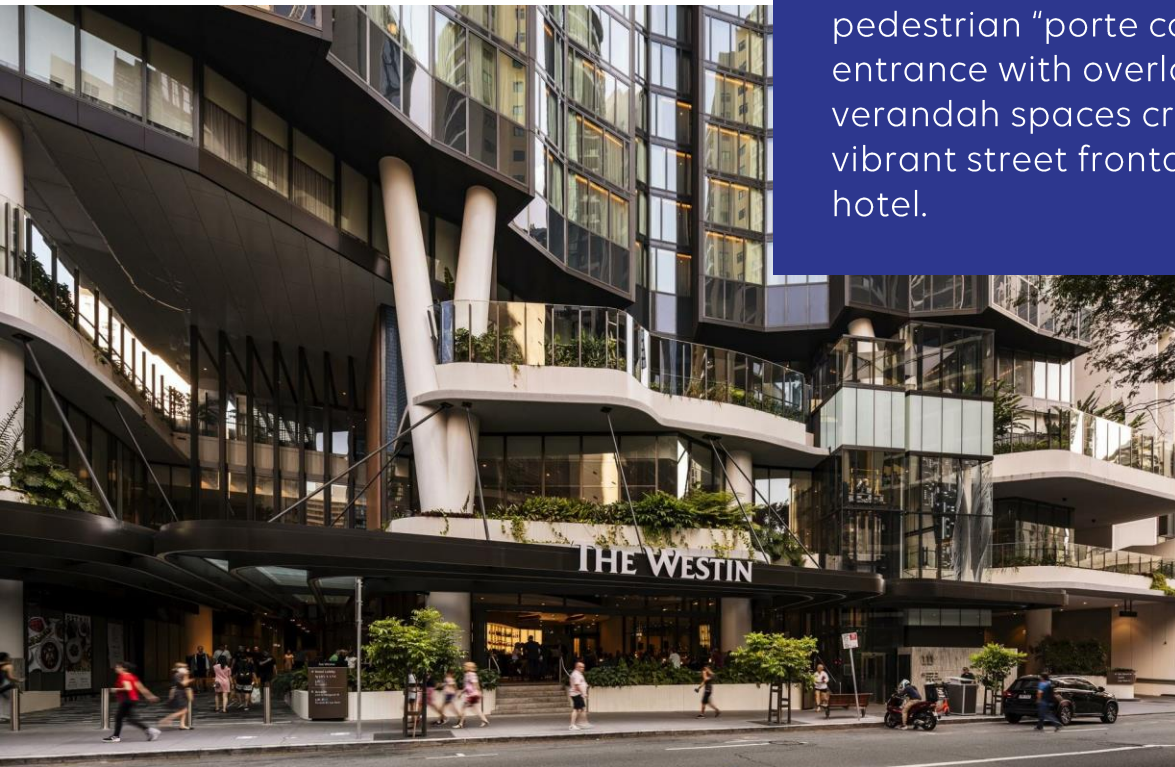
### Lucent | Brisbane

Architect: Plazibat Architects  
Photographer: Christopher Frederick Jones



## Vibrant destination

The restaurants, bars and pedestrian “porte cohere” entrance with overlooking verandah spaces creates a vibrant street frontage for this hotel.

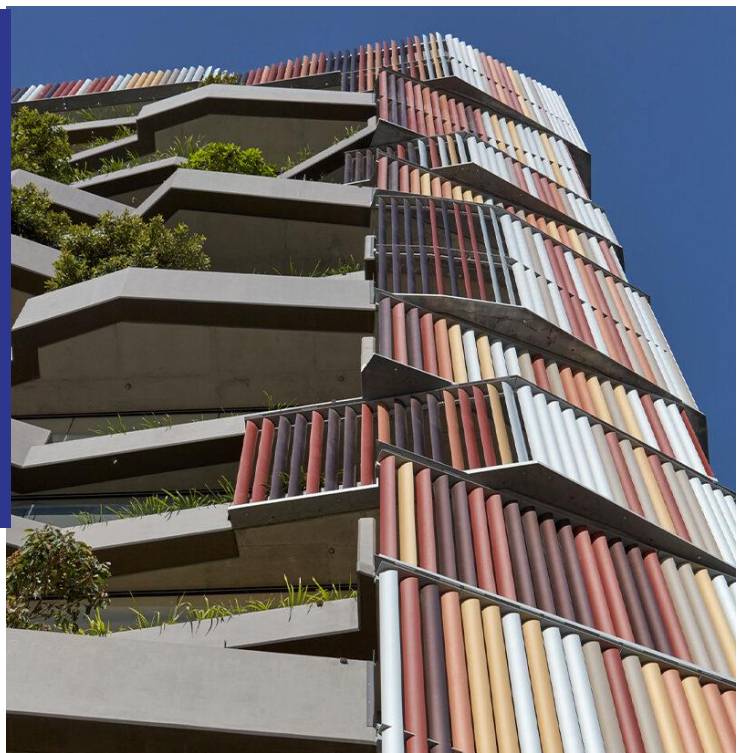


### The Westin Hotel | Brisbane

Architect: Woods Bagot  
Photographer: Trevor Mein

## Warm palette

Warm coloured louvres draw inspiration from Queenslanders’ verandahs. The form responds to the landscape context of the Kangaroo Point Cliffs, as part of the identity of the place.



### Walan | Brisbane

Architect: Bureau Proberts  
Photographer: Christopher Frederick Jones



# The Ranges

## Identity focus

# Green backdrop of rugged mountains, hills, and valleys

## Identity description

The Ranges' landscape identity varies from subtropical rainforests from the North and South D'Aguiar National Park into rugged mountains, sprawling hills, forests, valleys and plains, forming the green backdrop for the city area. The area is lush and green with rural townships, historical built form, and suburban areas of the 'Hills district' - all communities that are well connected to nature.

The Ranges' communities value views and connections to bushland, waterways and open green hills, and rural living. The community enjoy a relaxed lifestyle in quiet, peaceful villages and suburbs, and have a love of local bush and wide-open spaced areas. Spectacular views to the bay and north to the Glasshouse Mountains make this area popular with visitors.

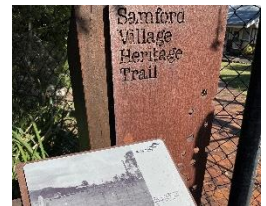
## Built identity

The landforms of The Ranges and its cooler climate have influenced the materials and forms of its built identity. The settlement pattern of The Ranges' townships was focused around former railway stations. The traditional details and colours of The Ranges' built-forms are connected to colonial settlement history and the materials and services made available by the railway. The 'Hills district' is characterised by suburban development with subdivisions established as early as 1937.

**Forms:** Colonial, federation and interwar dwellings, pyramid, hipped and gable roof forms, stepped verandah roof, lowset on short stumps. Interwar shops with gable or hipped roofs, large awnings



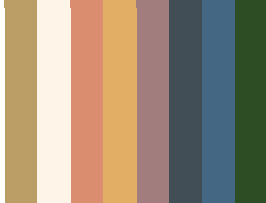
**Materials:** Timber weatherboards, corrugated iron roofing, timber posts, decorative details, timber battens, shops with stucco walls and parapet, face brick and roof tiles.



**Details:** Weatherboard gable ends and parapets, metal window hoods, timber windows and doors, wide awnings, shops open directly to footpath, decorative parapets.



**Colours:** Traditional colours, red-brown brick, neutrals and cool greens and blues inspired by the vegetation.





# The Ranges: Foundational directions

The following statements capture the place identity qualities that form a foundation for early strategic direction, to lead further planning and design work in the Ranges. These are the place elements that define the identity of this locality.

## 1. Bushland

The steep sloping hills have made the ranges historically difficult to access and clear. This has preserved the bushland supporting the local biodiversity. Land-uses should continue to reinforce this, supported by appropriate recreation.

## 2. Rolling hills and slopes

The rolling hills and steep slopes are a key defining visual feature of the locality. They create opportunities for views and vistas to other parts of the city area and are viewed as a green backdrop.

## 3. Queenslander built form

Historically 'timber and tin' were common materials used in buildings and were applied to traditional forms such as moderately pitched roof forms and generally narrow gables. The subtropical climate has influenced the built form with generous verandas and wide awnings. Contemporary interpretations of these elements will retain the local built identity in this area.

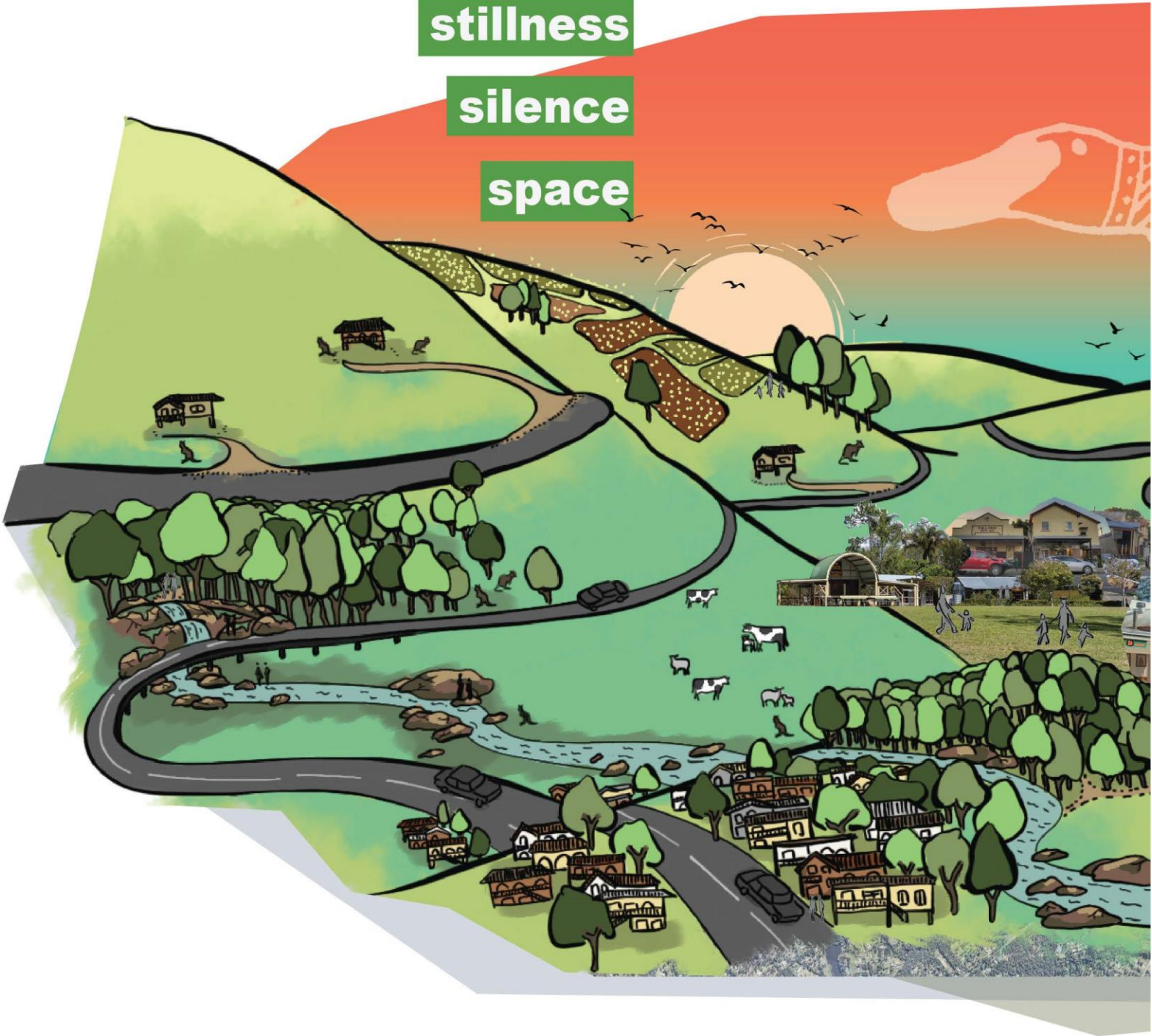


escape

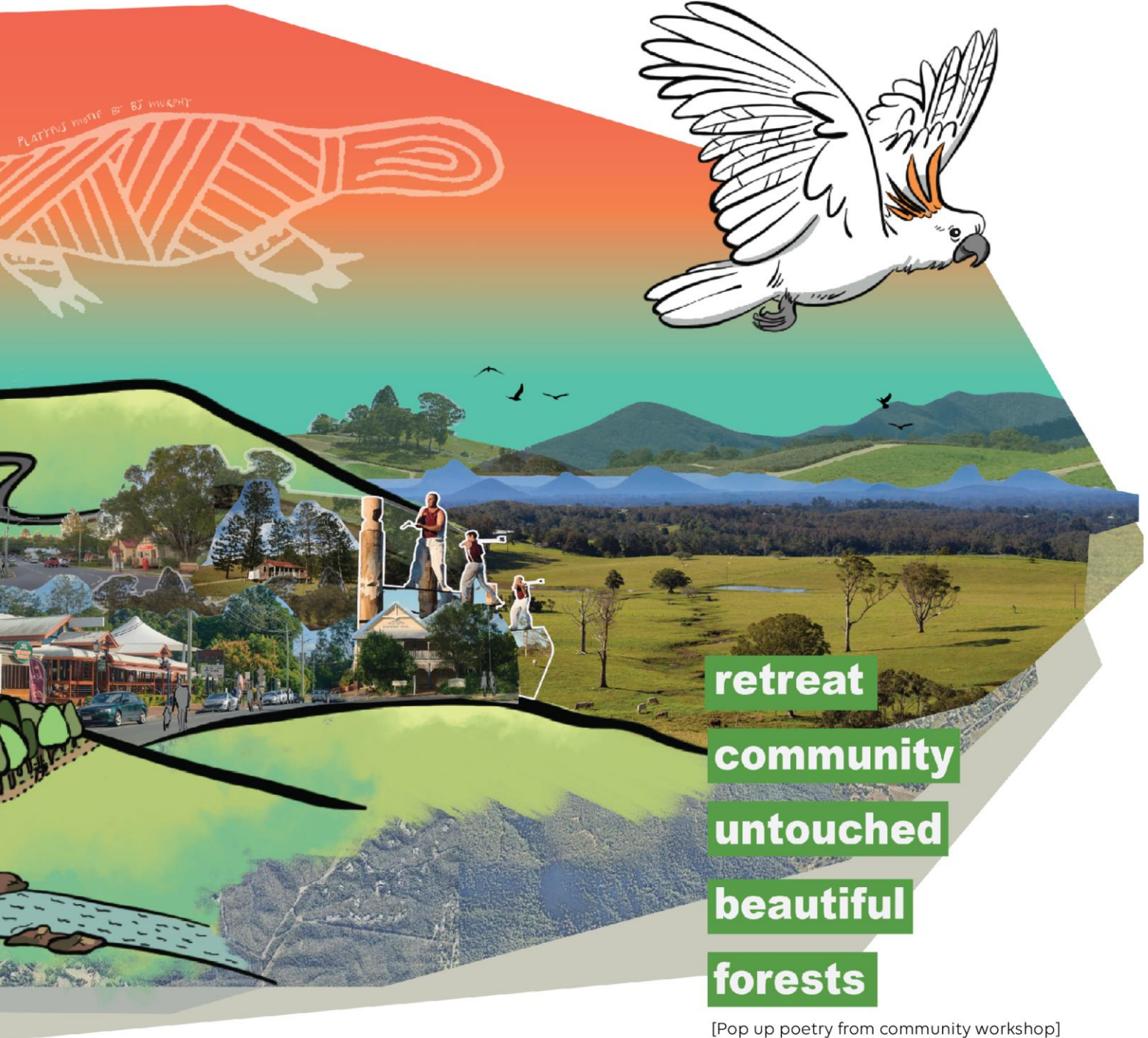
stillness

silence

space



*Figure 5 The Ranges visual representation Platypus motif by BJ Murphy. Visual representation based on the work of Jimmy Patch.*



**retreat**  
**community**  
**untouched**  
**beautiful**  
**forests**

[Pop up poetry from community workshop]



*This visual representation and poetry were inspired by the workshops with local creative industry participants. The Ranges workshop was held in Mount Mee in May 2021.*



# The Ranges: Identity-based-design inspiration

The following are examples of design outcomes that have been inspired by the qualities of the places that they are set in and show practical ways that identity-based-design can be applied in The Ranges locality as the city area grows.

## Extending the traditional home identity

This home extension accommodates a growing family by using traditional materials to reflect the identity of the 'The Ranges'.

### Bulimba Renovation | Brisbane

Architect: Smith Architects  
Photographer: Andy Macpherson



## Bushland identity

This village accommodation harmoniously sits amongst the bushland and the sloping land.

### Viridian | Noosa Heads

Architect: Hollindale Mainwaring  
Photograph: City of Moreton Bay



## Variety of materials

Each terrace house uses a variety of contrasting materials, and these materials are inspired by those in the local neighbourhood reflecting the identity of place.



### **ENVI Micro Urban Village | Gold Coast**

Architect: Degenhart Shedd Architecture and Urban Design  
Photographer: Tom Anthony



# Rising Plains

## Identity focus

# Vibrant lifestyle connected to bushland and waterways

## Identity description

Defined by low rising hills and river valleys, eucalypt and melaleuca woodlands, and recreational lakes, dams and rivers. The area is known for the prolific Hoop Pine trees. The Rising Plains' is identified by its bustling urban centres amongst lush, vibrant parks and natural areas. The area features grassy hills, lakes and bush land abundant with wildlife. The community and its surrounds are full of life, quirkiness, and fun. The Rising Plains community houses the largest number of people, positioned along a key north-south transit route.

The community have told us they value larger blocks, bush and natural areas whilst appreciating the ease of access to civic amenities and transport.

## Built identity

The rising hills, amongst areas of plains and the Hoop Pine trees, attracted homestead farmers for grazing in the late 19th century. Settlement focused on the linear north to south railway line and highway. The built identity reflects the subtropical climate and a focus on the timber and tin materials traditional available in this place locality.

**Forms:** Traditional moderately pitched roof forms, generally narrow gables 4-12m face the street, larger roof forms hipped, decorative parapets with signage



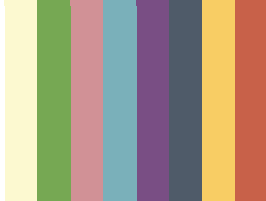
**Materials:** Timber weatherboards and details, metal cladding/ corrugated iron, face brickwork



**Details:** Timber gables, balustrades, verandah and shop front detailing, coloured glass, wide awnings, murals, decorative facades



**Colours:** A mix of traditional and vibrant colours, varied bright and natural palette



# Rising Plains: Foundational directions

The following statements capture the place identity qualities that form a foundation for early strategic direction, to lead further planning and design work in the Rising Plains. These are the place elements that define the identity of this locality.

## 1. Pine Rivers

The rivers have an important Indigenous connection and are a part of the settlement story. The health of the river can be maintained by siting compatible land uses and appropriate buffers to the river. Seek opportunities to celebrate the river through recreational land-uses and visual connections.

## 2. Leafy-green

As this place locality continues to urbanise, maintain, enhance and continue the leafy-green identity of suburbs and urban centres with street trees, trees in yards, and deep planting to buildings and connections to bushland and waterways.

## 3. Rail

The opportunity to benefit from the railway has historically shaped the settlement pattern of the Rising Plains locality and should continue with economic and residential opportunities focused around train stations.

## 4. Queenslander built form

Historically 'timber and tin' were common materials used in buildings and were applied to traditional forms such as moderately pitched roof forms and generally narrow gables. The subtropical climate has influenced the built form with generous verandas and wide awnings. Contemporary interpretations of these elements will retain the local built identity in this area.



[Pop up poetry from community workshop]

patchwork

clouds

transforming

forest

sky



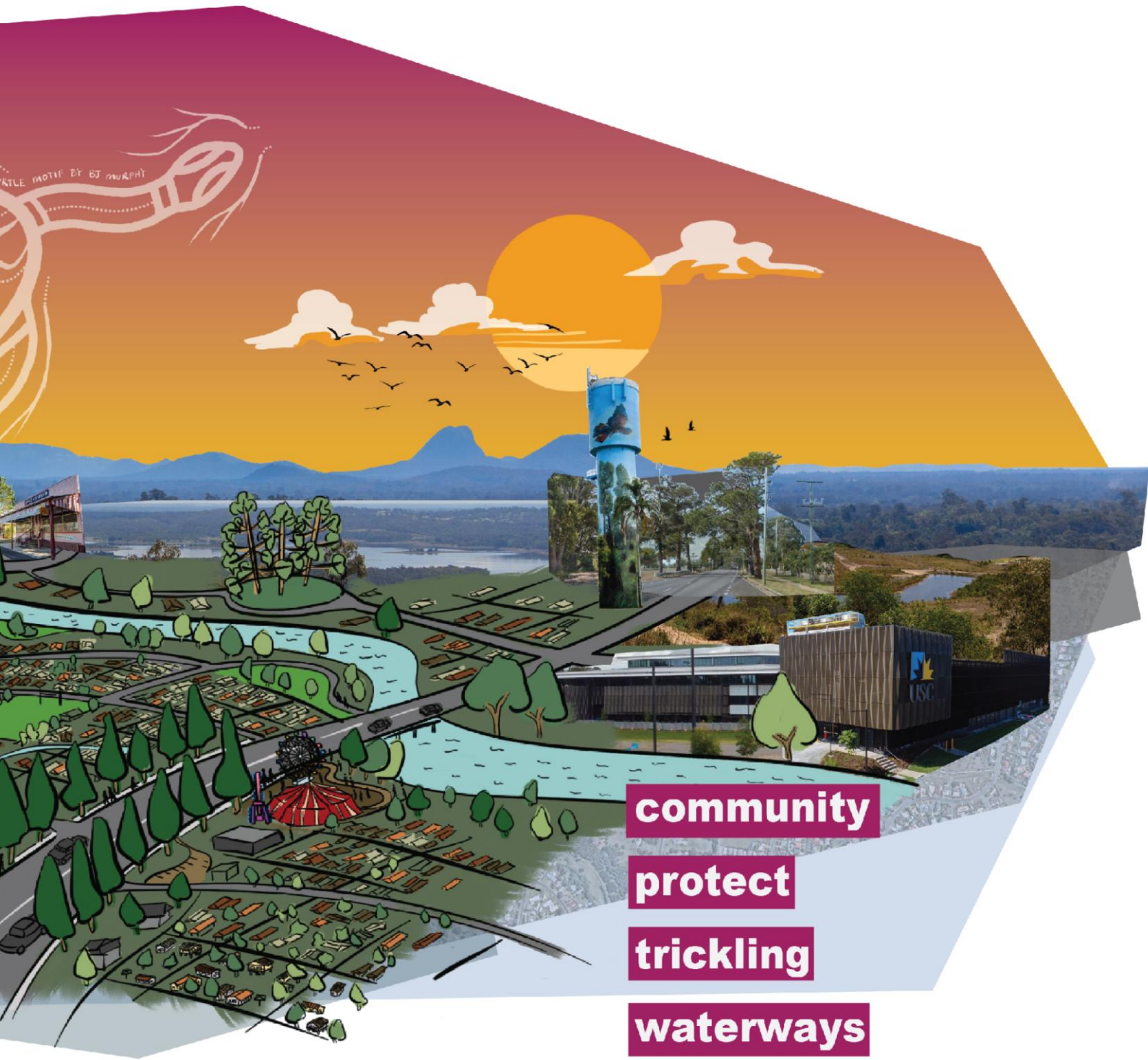
Figure 6 Rising Plains visual representation. Freshwater turtle motif by BJ Murphy. Visual representation based on the work of Jimmy Patch.



This visual representation and poetry were inspired by the workshops with local creative industry participants. The Rising Plains workshop was held in Narangba in May 2021.







**community**

**protect**

**trickling**

**waterways**

**eucalypt**

**vista**



# Rising Plains: Identity-based-design inspiration

The following are examples of design outcomes that have been inspired by the qualities of the places that they are set in and show practical ways that identity-based-design can be applied in Rising Plains locality as the city area grows.



## Nightingale Bowden | South Australia

Developer: Nightingale Housing  
Architect: Breathe  
Photographer: Anthony Basheer

## Industrial identity inspiration

Bowden was an industrial suburb in South Australia and this Nightingale building uses materials such as brick and corrugated iron to reference this identity.



## Leafy-green

This townhouse development continues the leafy-green identity of the neighbourhood with communal open spaces and courtyards planted with trees.

## Habitat on Juers | Logan

Architect: REFRESH\* Studio for Architecture  
Photographer: Scott Burrows Photography





## High-rise Queenslander

Even high-rise buildings can be inspired by Queenslander forms and showcase this 'Rising Plains' identity.

This office building has translated key Queenslander features and made them suitable for a centre high-rise. It includes features such as an internal foyer space that feels like a verandah in its lighting, views and louvers that can be opened.

Although the building is made from concrete, timber has been pressed into the concrete linking it with the Queenslander style identity.



### 80 Ann Street | Brisbane

Architect: Woods Bagot  
Photographer: Trevor Mein



# Sandy Bay

## Identity focus

# Relaxed coastal living in a natural setting

## Identity description

The Sandy Bay encompasses Moreton Bay's mid and northern coastal communities. The Sandy Bay is known for its high natural scenic and ecological values. There is an array of relaxed coastal communities along the Pumistone passage, and places of relaxed, urban coastal lifestyle on Bribie Island and Deception Bay. The natural landscape is defined by largely sheltered bays and sandy beaches, Pumistone Passage, mangroves and salt marshes, open melaleuca woodland and heathlands.

In the Moreton Says Survey, residents mentioned 'Living near natural areas and wildlife' as being what they valued most about this place. The general trend in comments from respondents living in this area was a love of the wide-open spaces, natural habitats, access to beaches and the peaceful neighbourhoods.

## Built identity

The coastal waters and stunning views of the Pumicestone Passage attracted people in the post-war era to build coastal holiday shacks as weekend getaways using low-cost, easy to find materials, in cool pastel colours. Fishing became an important recreational pastime of these communities and is reflected in the decorative elements used on buildings. The warm climate influences a key trait of buildings in Sandy Bay with their lightweight open design that allows cooling breezes to be captured.

**Forms:** Skillion and long gable roofs, extended eaves, propped awnings, angles, standalone multi-use shops with awnings to the street.



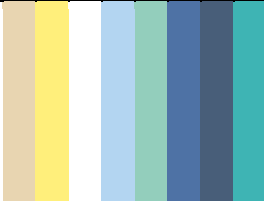
**Materials:** Fibre cement sheet, weatherboards, breezeblocks, masonry bases and timber stumps, light materials, corrugated iron, corten steel, timber.



**Details:** Mix of pre- and post-war styles, lightweight elements, ocean symbology, curved forms, timber and rustic metal features, nostalgic/retro holiday style



**Colours:** Fresh, cool coastal colours. Pastel palette



# Sandy Bay: Foundational directions

The following statements capture the place identity qualities that form a foundation for early strategic direction, to lead further planning and design work in the Sandy Bay. These are the place elements that define the identity of this locality.

## 1. Coastal communities

Maintain the lifestyle of the communities in this locality by supporting land-uses and development that enhance the coastal culture. Continue the boating and other marine recreation connections to the bay.

## 2. Blue and green

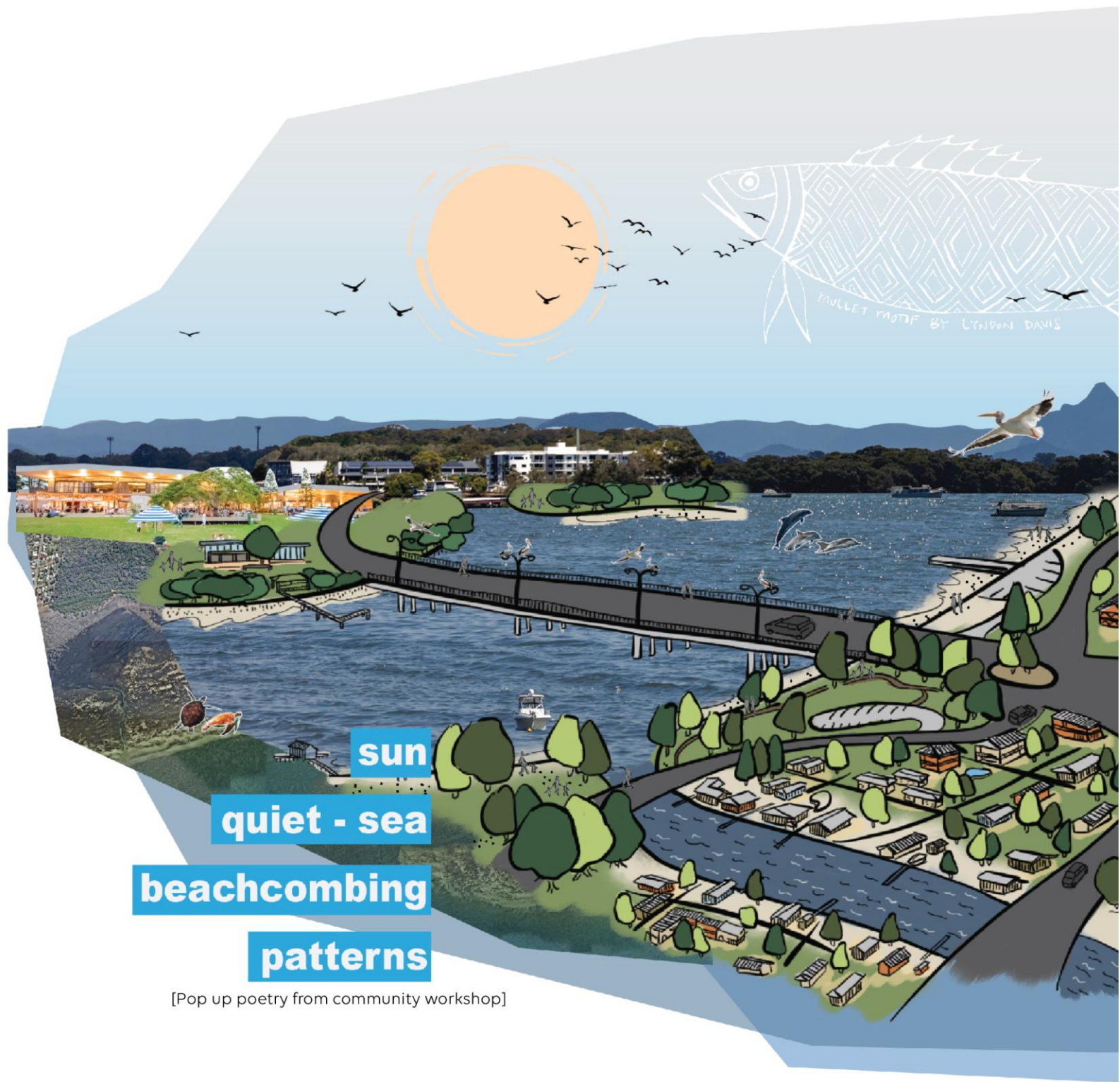
The community care for the environment, the wetlands, the bushlands and the coastal marine-life. The health of the coastal environment is a consideration when planning future land-uses.

Enjoying views to the blue (bay) and green backdrop of The Ranges locality and Glasshouse Mountain is a key identifying experience for the Sandy Bay locality.

## 3. Coastal built form

The built form of the Sandy Bay is defined and inspired by coastal holiday shacks with their skillion roofs, porches and verandahs, awnings to main streets, weatherboards materials, breezeblocks, corrugated iron and louvers. This coastal built form should be reflected in future developments.





[Pop up poetry from community workshop]

Figure 7 Sandy Bay visual representation. Mullet motif by Lyndon Davis. Visual representation based off the work of Jimmy Patch.



soaring

views

cosy

nostalgia

beckoning

coastline



*This visual representation and poetry were inspired by the workshops with local creative industry participants. The Sandy Bay workshop was held in Ningi in June 2021.*



# Sandy Bay: Identity-based-design Inspiration

The following are examples of design outcomes that have been inspired by the qualities of the places that they are set in and show practical ways that identity-based-design can be applied in Sandy Bay locality as the city area grows.

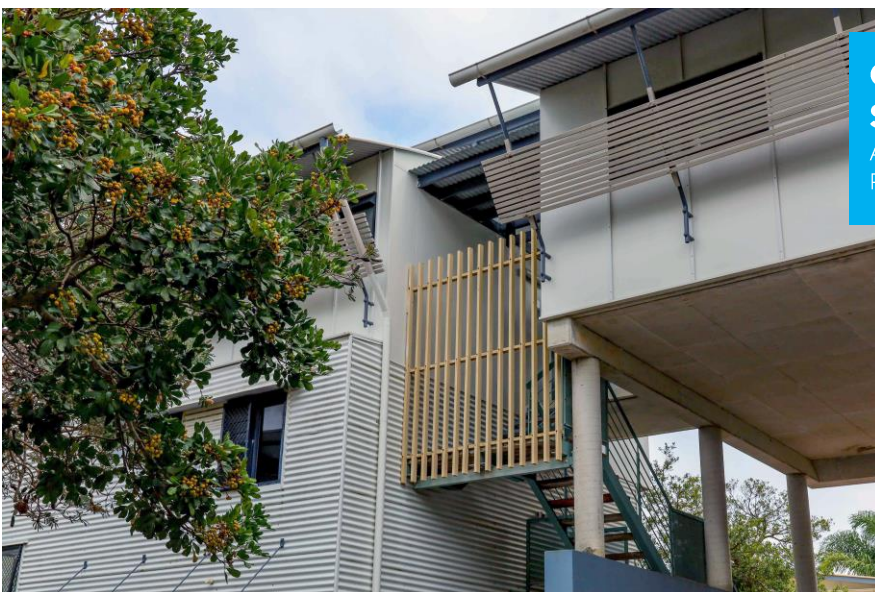
## Coastal holiday shack forms

Both of these medium-density developments showcase a coastal holiday shack built form identity by using similar materials and pastel colours.



### Anne Street Garden Villas | Gold Coast

Architect: Anna O’Gorman  
Photographer: Christopher Frederick Jones



### Cotton Tree Housing Project | Sunshine Coast

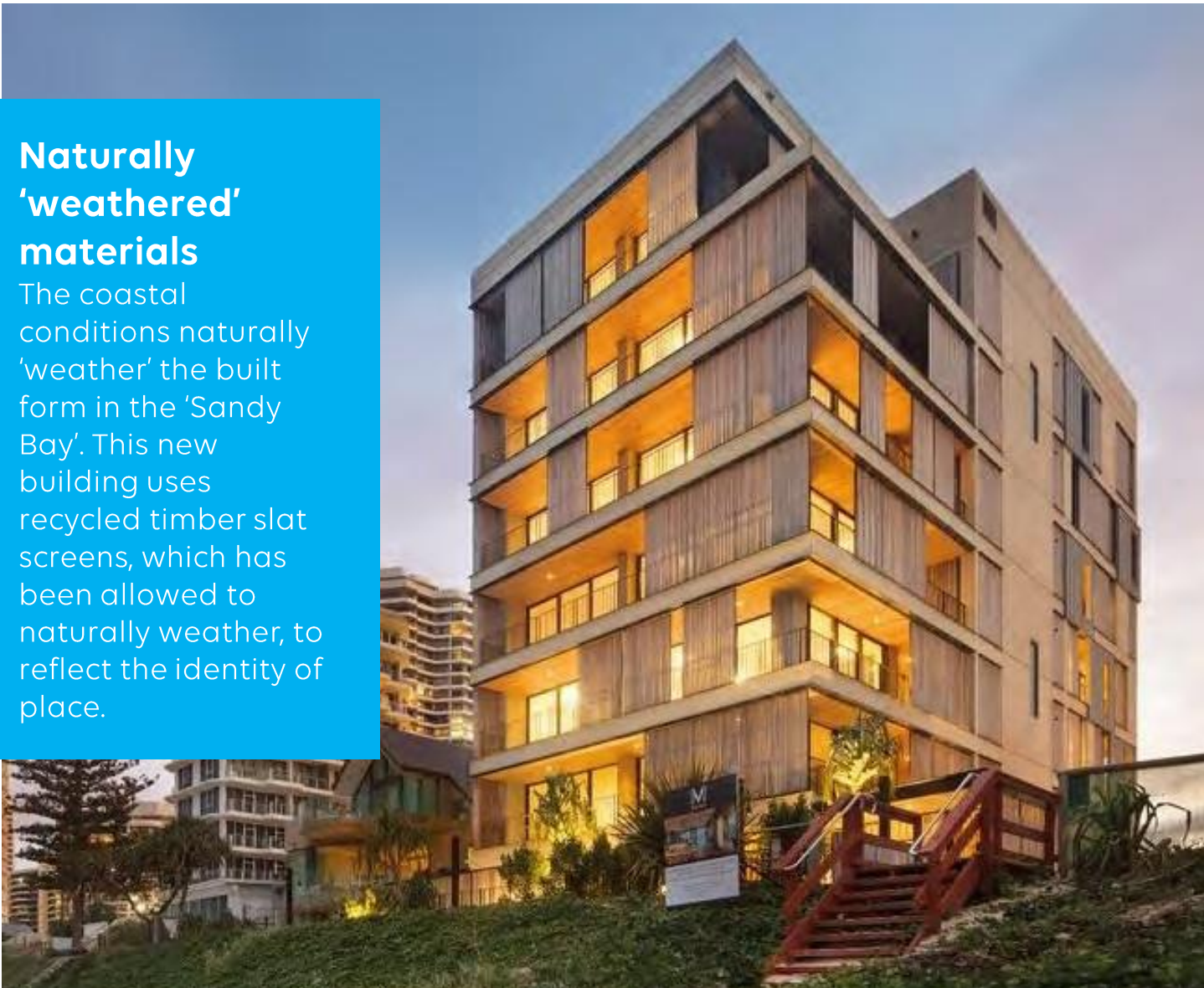
Architect: Clare Design  
Photograph: City of Moreton Bay





## Naturally 'weathered' materials

The coastal conditions naturally 'weather' the built form in the 'Sandy Bay'. This new building uses recycled timber slat screens, which has been allowed to naturally weather, to reflect the identity of place.



### **Main Beach Apartments | Gold Coast**

Architect: Virginia Kerridge Architect  
Photographer: John Collings





# The heart of the city

Knowing the place identity of our city area means understanding the **heart** of what makes Moreton Bay unique. Through good place-based development, we support a stronger connection to place. The deeper knowing of our identity allows for stewardship of that identity while experiencing population growth.

The place identity heart graphic is the five place localities expressed as a simplified form. The heart shape is a simplified version of the City of Moreton Bay administrative boundary. The heart is also a symbol of the hope to inspire stewardship, a deepening connection and love of the place. The ribbon like form evokes a sense that the place localities are connected and continuous. The colour choice reflects the natural landscapes in each place locality.

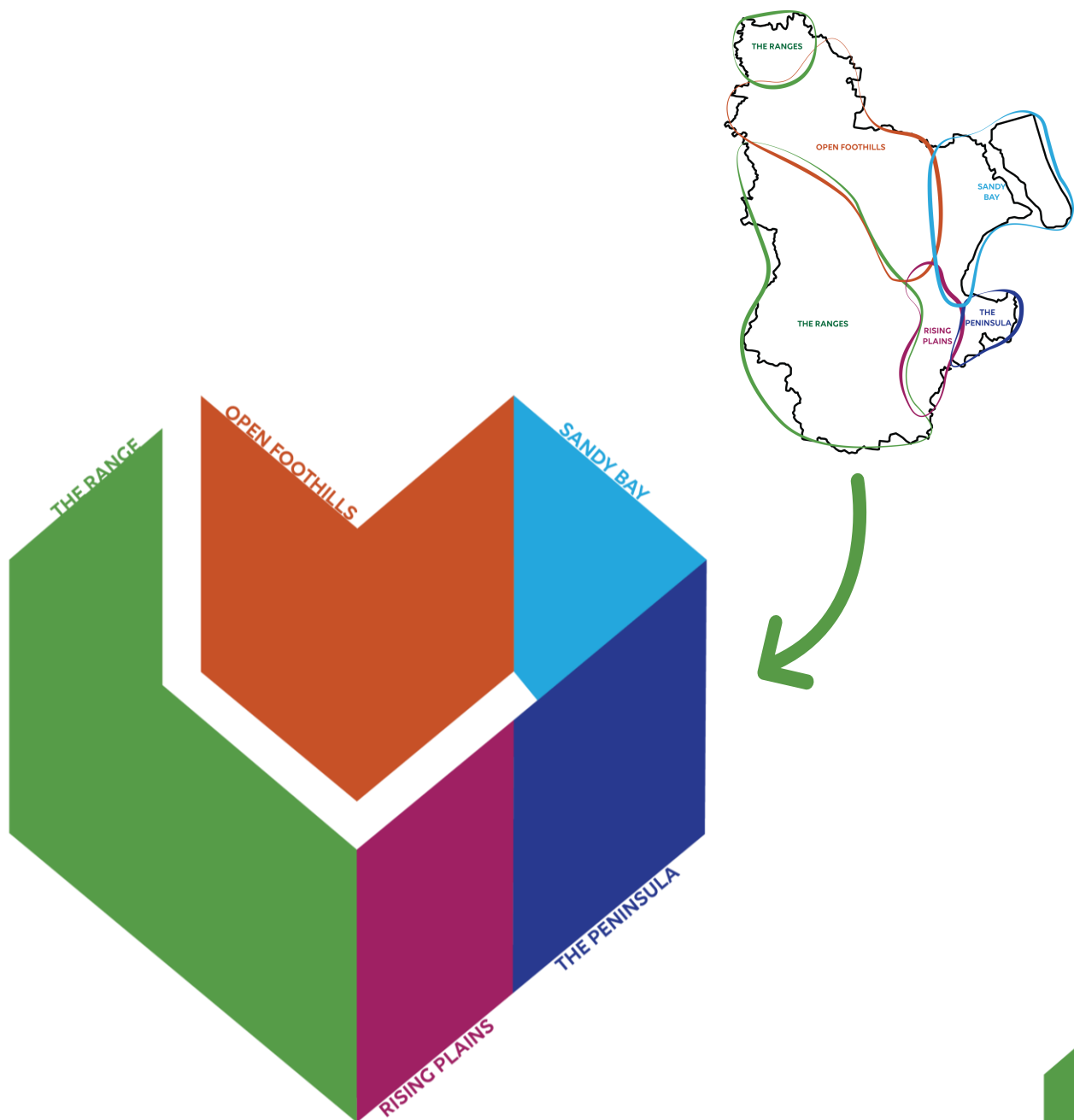


Figure 8. Place Identity heart





Figure 9. Collages by community representatives in Place Identity workshops





For more information on our new Corporate Plan and Pillars scan the QR code or visit [moretonbay.qld.gov.au](https://moretonbay.qld.gov.au)