



1.1 Introduction

The Varsity Station Village project is transforming vacant land previously earmarked for industry into a modern, vibrant and attractive place for people to live and work, all within easy walking distance of the new Varsity Lakes station.

The Queensland Government is building the new rail station which is due to open by late 2009. Varsity Lakes station will be the newest station to be delivered by the Bligh Government.

The primary objective of the Varsity Station Village project is to promote 'transit oriented development' as advocated in the *South East Queensland Regional Plan 2005–2026*. This form of integrated development encourages future residents and visitors to travel to and from the site by more sustainable transport modes such as walking, cycling, trains and buses.

The Queensland Government's aspiration for Varsity Station Village is to facilitate a successful contemporary urban place on the Gold Coast, anchored by the new transport and bus interchange. This will be achieved through the creation of an endorsed vision and a comprehensive Master Plan with implementation strategies and actions.

The draft Varsity Station Village Master Plan assists in the achievement of transit oriented development objectives by outlining the building form and mix of activities around the future Varsity Lakes station to make it successful and attractive, whilst ensuring access to sustainable transport options.

Ultimately, Queensland Transport will sell the Varsity Station Village site to private industry to develop in accordance with a final Master Plan.

The scope of the Varsity Station Village project includes:

- promotion of transit oriented development principles
- working with the community and other stakeholders to develop a comprehensive planning framework
- preparation of a site Master Plan
- preparation and delivery of implementation strategies and actions that assist in the achievement of the Master Plan outcomes
- sale of land to property developers to construct buildings, roads and landscaping in accordance with the final Master Plan.

The Varsity Station Village project will:

- contribute to Gold Coast City's economic, transport and social goals
- create a vibrant and active urban environment that will be an asset to the wider Gold Coast community, and in particular, the communities of Varsity Lakes and Reedy Creek.

1.2 The site

The 14 hectare Varsity Station Village site is owned by the Queensland Government and will be the home of the new Varsity Lakes station. The site is located within the suburb of Varsity Lakes on Queensland's Gold Coast as illustrated in Figure 1.1.

The Pacific Motorway, Scottsdale Drive and Coromandel Lane all border the site as illustrated in Figure 1.2.

The site consists of two land parcels, namely:

- Lot 200 on SP186774, Parish of Gilston, County of Ward
- Part of Lot 1 RP 222906 Parish of Gilston, County of Ward.

The site is strategically located to service the surrounding communities of Varsity Lakes and Reedy Creek and has excellent access to local employment centres such as the Robina Town Centre, Varsity Central and the West Burleigh industrial area by either rail or bus services.

The wedge shaped property at the southern end of the site is not owned or controlled by Queensland Transport. It has been included within 'The Site' for master planning purposes only, to ensure that the land parcel:

- will not be isolated as a result of adjacent development
- can integrate with the proposed development
- can help improve the efficient use of land at this location and
- can assist in delivering effective 'edge of development' outcomes for Varsity Station Village.



Figure 1.1 Site location plan extracted from Gold Coast City Council Planning Scheme

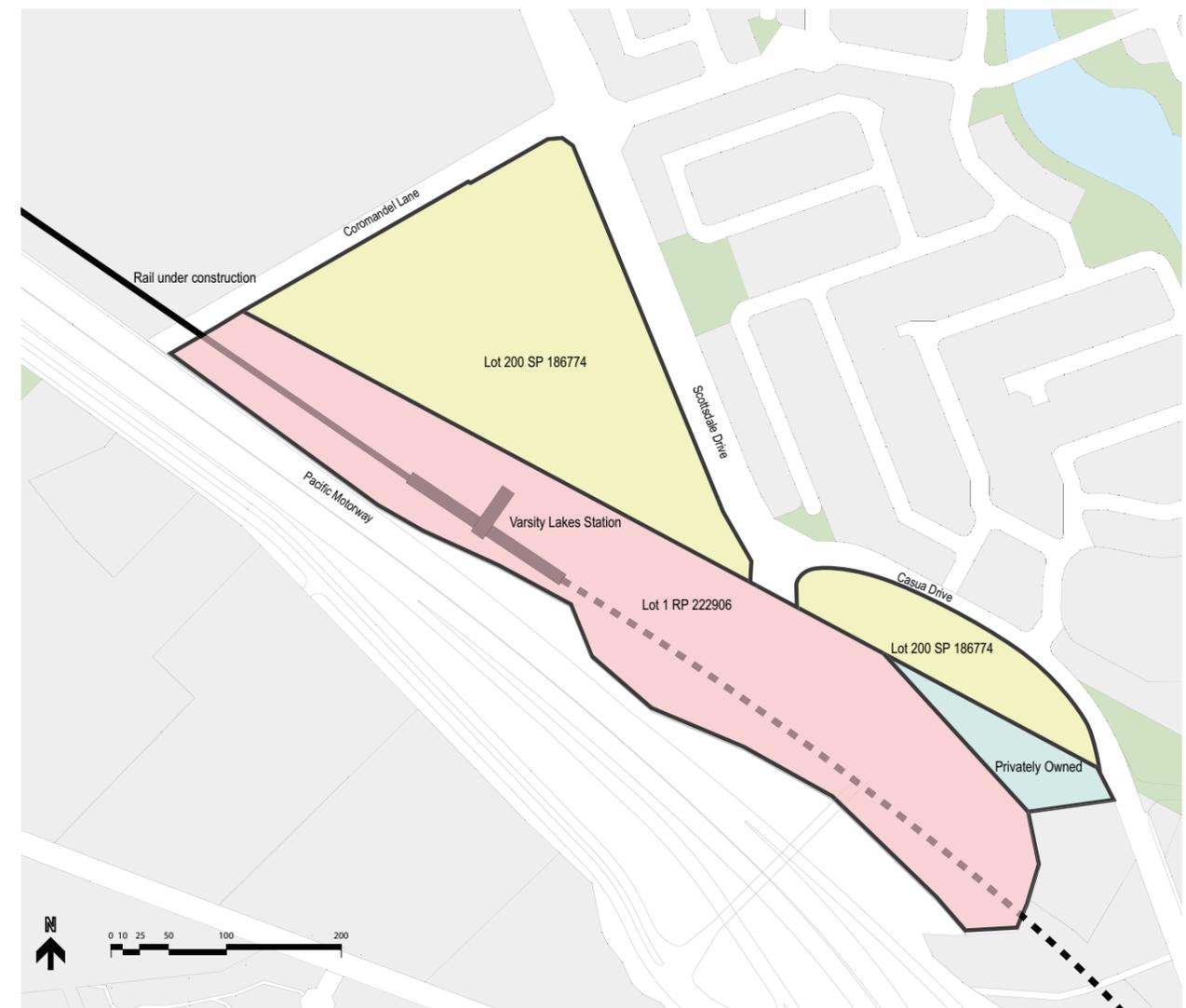


Figure 1.2 Property detail plan

1.3 Purpose of the draft Master Plan

The draft Master Plan articulates the project's vision and outlines how this vision will be achieved. It also provides a concise summary of the site's context, including the exploration of its opportunities and challenges and how these are to be managed.

The Varsity Station Village Draft Master Plan is a tool for community consultation. It has been prepared to generate discussion and feedback prior to the Master Plan being finalised.

In summary the purpose of the draft Master Plan is to:

- generate awareness of the project, its vision and the strategies and actions required to be undertaken by Queensland Transport and others
- encourage community comment and feedback on the Varsity Station Village proposal.

Once feedback from the community and stakeholders has been received and considered, appropriate changes will be made to produce the final Varsity Station Village Master Plan.

The purpose of the final Master Plan will be to:

- inform the community and developers of the intent for Varsity Station Village
- guide the future development of the site
- assist the drafting of a statutory Local Area Plan for inclusion in the Gold Coast City Council Planning Scheme
- form part of the package of information provided to potential property developers who will be offered the opportunity to develop the site
- assist in the assessment of future development proposals.

1.4 Structure of the draft Master Plan

The draft Master Plan contains 10 chapters that detail everything from the background of the project and its objectives through to the site's challenges and opportunities, the preferred design outcomes, and how Varsity Station Village will meet the future needs of residents and users. The chapters are outlined in the adjacent table.

Attention is drawn to Chapter 8 which provides the specific details of the Master Plan, including uses, built form and management strategies.

1. Introduction	Provides an overview of the Varsity Station Village project and the nature of the draft Master Plan.
2. Background and project context	Confirms the purpose and objectives of the project based on the Government's planning and policy framework, particularly transit oriented development.
3. Varsity Station Village Vision	Outlines the site vision including the intended key outcomes.
4. Community and stakeholder engagement	Outlines the context to the project and the role of key stakeholders.
5. Existing context	Outlines the development brief that guided the creation of the draft Master Plan.
6. The development brief	Aligns the project's vision with the needs of future residents and users.
7. Design evolution	Provides a summary of the evolution of the project and the vision for Varsity Station Village – from being just an 'idea' in 2003 to where it is today, at master planning stage.
8. Master Plan	Outlines the preferred design outcomes for the site including individual development sites, building design guidelines, traffic management strategies and public space treatments.
9. Implementation strategies	Establishes the strategies that need to be adopted to ensure Varsity Station Village achieves the draft Master Plan intent.
10. Delivery framework	Provides a delivery framework, key activities and timeframes for implementation of the Master Plan.

1.5 Collaborative planning approach

The draft Varsity Station Village Master Plan was prepared using a multi-disciplinary and collaborative planning approach.

The project team, led by Queensland Transport and supported by a team of specialists including urban designers, engineers, economists, demographers, sustainability strategists and housing specialists, worked with a range of industry and government stakeholders to develop the draft Master Plan. The project also called upon feedback provided by individual community members and community groups during consultation events and through submissions to the project team.

Queensland Transport's award winning 'Enquiry-by-Design' workshop approach was used to work with interest groups to develop integrated planning solutions. These were collaborative design and planning sessions where designers worked with a range of stakeholders to prepare the draft Master Plan. Chapter 7 further outlines the evolution of the project and its methodology.



The Varsity Station Village project is just one of a range of government projects underway in the Varsity Lakes area. The Varsity Station Village project team has been working with other project teams to achieve a whole-of-government solution.

Some of the other Queensland Government projects currently underway in the Varsity Lakes area include:

- Robina to Varsity Lakes rail extension and new Varsity Lakes rail station: led by Queensland Rail (QR) and the TrackStar Alliance
- Varsity Lakes to Tugun section of the Pacific Motorway upgrade planning study: led by Main Roads
- Varsity Lakes to Tugun rail extension planning study: led by Queensland Rail and the TrackStar Alliance
- Mudgeeraba to Tugun power line project: led by ENERGEX.



1.6 Master plan team

The Varsity Station Village draft Master Plan has been produced by a multi-disciplinary team led by Queensland Transport.

A core team of contractors assisted in the creation of the Master Plan, including:

- Deicke Richards: lead consultant and urban designers
- EDAW Australia: public realm and landscape
- MacroPlan Australia: development feasibility
- PB (Parsons Brinkerhoff): engineering and site services.

Additional contributions were made by the following contractors:

- Maunsell Australia: urban sustainability
- SGS Economics and Planning Consultants: housing diversity
- Planning Information and Forecasting Unit of the Department of Infrastructure and Planning: demographics
- John Byrne Consulting: project management and urban design
- Andrew Hammonds of AKH Consulting: project management and urban design
- Chris Brincat of The Harrison Group: project management.

In addition, the Master Plan team worked closely with stakeholders from the following organisations:

- Gold Coast City Council
- Queensland Rail (QR)
- TrackStar Alliance
- TransLink Transit Authority
- Department of Main Roads
- ENERGEX
- Department of Infrastructure and Planning
- Department of Housing
- Environmental Protection Agency.

